HOLLISTER
GENERAL PLAN UPDATE
2040

Visioning Workshop

July 8, 2020

Agenda

- **7:00 Welcome and Introductions**
- **7:10 Presentation**
  - What is a General Plan?
  - Overview of the General Plan Update
  - Vision Statement and Small Group Exercise
- **7:25 Questions and Answers**
- **7:35 Small Group Discussion**
- **8:15 Reports Back/Summary**
- **8:30 Adjourn**

What is the General Plan?

- **“Blueprint” for Growth & Development**
  - Establishes community vision and supporting goals, policies, and actions
  - Provides consistent direction for future development
  - Balances growth, conservation, and quality of life
  - Documents baseline environmental conditions

General Plan "Elements"

- **Required:**
  - Land Use and Community Design
  - Circulation
  - Housing
  - Natural Resources and Conservation
  - Open Space and Agriculture
  - Health and Safety (including Noise)
- **Custom to Hollister:**
  - Community Services and Facilities
- **New Elements as part of this update:**
  - Arts
  - Economic Development
  - Environmental Justice
- ***Last Updated: 2005***

General Plan Update Goals

- Engage broad spectrum of the community
- Establish the community's vision for Hollister in 2040
- Maintain small town agricultural character
- Manage growth consistent with community goals
- Ensure high quality development
- Support economic development
- Respond to State mandates and General Plan Guidelines

Project Components

- General Plan Update
- SB 743 Implementation (Vehicle Miles Traveled)
- Climate Action Plan
- Hazard Mitigation Plan
- Environmental Impact Report
- Municipal Service Review

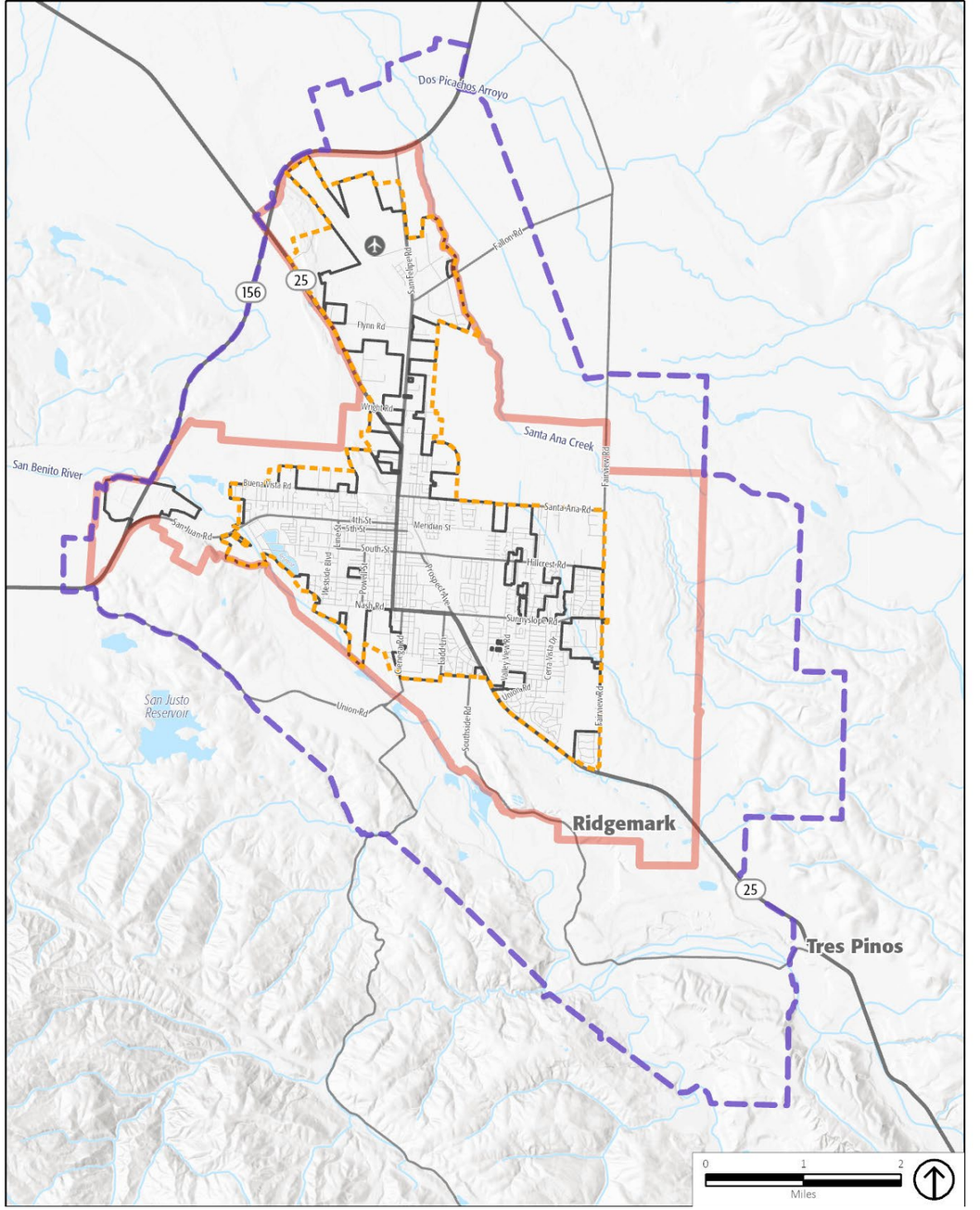
Planning Area

City limit

Sphere of Influence

Urban Service Area

Planning Area



Opportunities for Public Involvement

- **Workshops and Events (6)**
- **Online Activities**
- **GPAC Meetings (10)**
- **Planning Commission Meetings (4)**
- **City Council Meetings (4)**

Due to the COVID-19 pandemic, future outreach will rely upon virtual technology for the foreseeable future.

Outreach to Diverse Groups

- Identify community leaders
- Utilize existing contacts from all City Departments and elected officials
- Translate outreach materials
- Structure meetings and workshops to accommodate diverse participants

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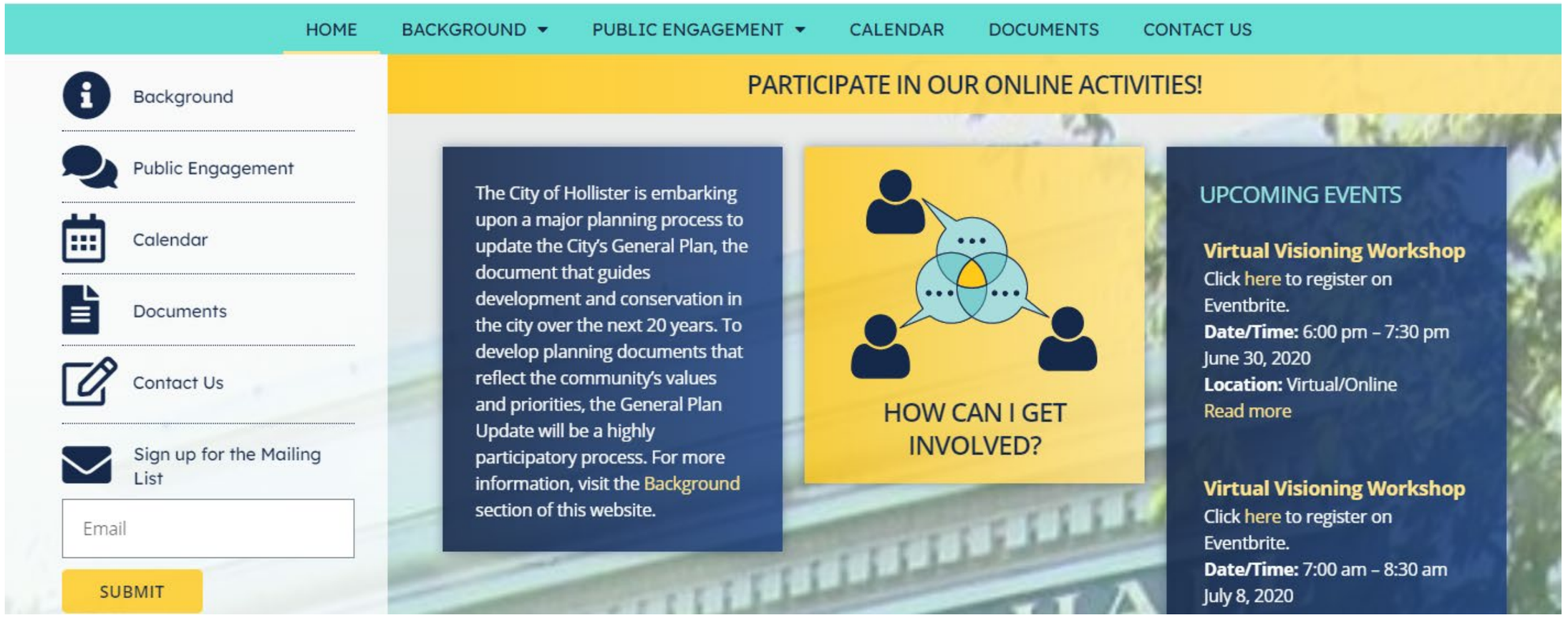
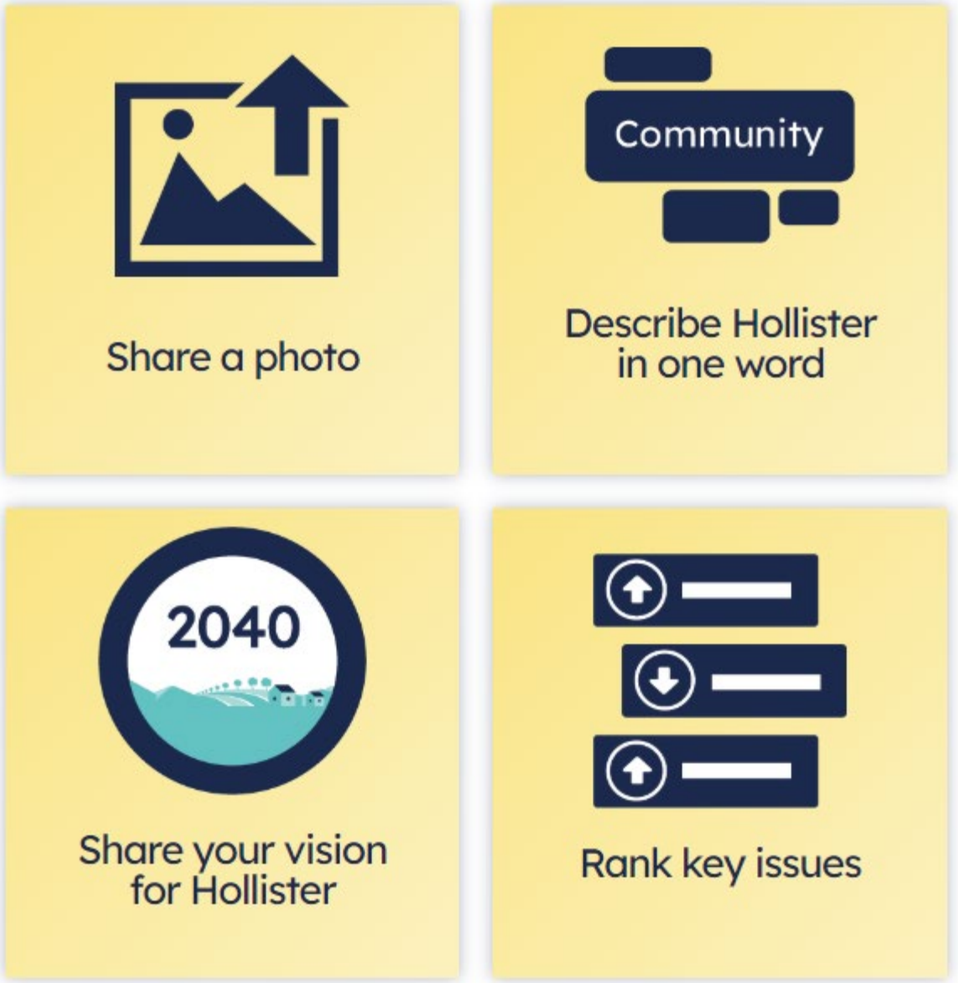


Current Website Components and Exercises

- **Website includes:**
  - Background information
  - Public engagement opportunities
  - Events calendar
  - Links to documents
- **Current online activities:**
  - 2040 Vision Comment Form
  - Key Issues Ranking Exercise
  - Photo Upload
  - Word Cloud
- **Available in English and Spanish**



Schedule and Process

Task	Estimated Timeframe
Baseline Conditions and Future Trends	March – October 2020
Vision	June - September 2020
Policy Assessments and Design Alternatives	October 2020 – February 2021
Draft General Plan	February 2021 - Fall 2021
Other Work Products	Summer 2020 - Fall 2021
Environmental Impact Report	February 2021 - Fall 2021
Public Review and Adoption	Fall 2021 – Winter 2022

General Plan Advisory Committee Role

Two main functions, both of which are of equal importance:

- **Review and make recommendations to the Planning Commission and City Council on work products that will form the content of the General Plan Update.**
- **Serve as project ambassadors to spread the word about the General Plan Update, encourage participation, and build community support for the General Plan Update.**

GPAC Meetings

- 10 meetings planned
- Usually 2 hours per meeting
- Meeting materials will be available online the Friday before the meeting
- Opportunities for public comment

GPAC Members

- Mayor Ignacio Velasquez
- Councilmember Rolan Resendiz
- Planning Commissioner David Huboi

- One additional Planning Commissioner (vacant)
- One at-large public member (vacant)

General Plan Vision Statement

- Describes the future of Hollister as you would like it to be in 2040
- Expresses shared community values
- Relates to topics in the General Plan
- Guides preparation of General Plan goals and policies

Sample Vision Statement

Calistoga General Plan

Calistoga will remain a walkable, small town, made up of a vibrant, eclectic main street set within pedestrian-oriented neighborhoods of modestly sized homes and surrounded by wineries, vineyards and other agricultural lands. The temperate climate, the Palisades, Napa River and its creeks frame our physical identity.

Visitors will continue to be attracted to Calistoga because of its unique small-town character, shops, restaurants, health spas and the surrounding natural beauty. Calistogans know that the town also provides a strong sense of belonging for its residents. It contains a broad array of 19th and early 20th century buildings that form a multifaceted streetscape and support an economically diverse community.

Calistoga will retain its qualities for future generations by providing a vibrant economy linked to a viable community social structure, and by conserving the ecosystem that supports it. Calistoga is, and will remain, a community in which its residents can take pride.

Sample Vision Statement

San Mateo General Plan

Our Vision:

San Mateo is a vibrant, livable, diverse, and healthy community that respects the quality of its neighborhoods, fosters a flourishing economy, is committed to equity, and is a leader in environmental sustainability.

Our Values:

Diversity

We embrace diversity and respect the experiences, contributions, and aspirations of people of all ages, abilities, incomes, and backgrounds. We celebrate arts and culture.

Balance

We seek to balance well-designed development and thoughtful preservation with a full spectrum of choices for housing and effective transportation.

Inclusivity

We strive to include everyone in community life and decisions for a shared, sustainable future.

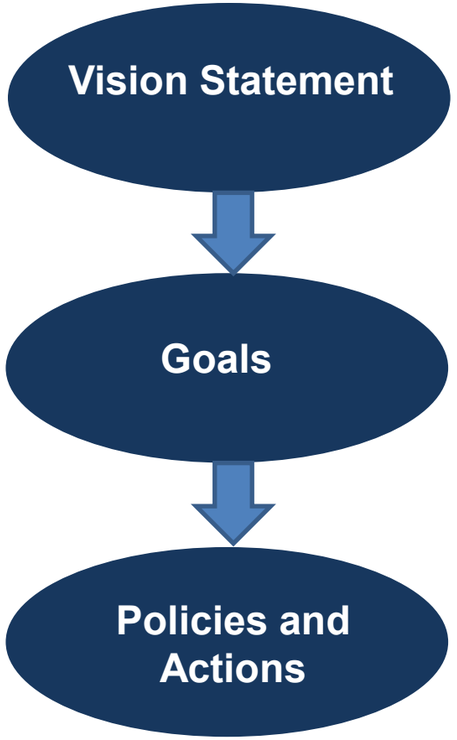
Prosperity

We cultivate a diverse and thriving economy with different types of homes, jobs, recreation, lifelong learning opportunities, and services for both current and future generations.

Resiliency

We are leaders in sustainability, making San Mateo strong and resilient by acting boldly to adapt to a changing world.

From Vision to Policy: Example



- **Vision Statement**

  "Residents can live and work in Hollister."

- **Goal** (desired outcome)

  Increased local jobs.

- **Policies and Actions** (directives to achieve the goal)

  New land use designations for commercial uses at the airport.

  Develop a program to attract new businesses to the Industrial Park.

Potential Vision Issues

- **What we've heard so far:**
  - Growth management
  - Circulation
  - Economic development
  - Community identity and high-quality design
  - Downtown as community core
  - Agricultural preservation
- **Others you might add?**

Small Group Exercise

- **You will be assigned into breakout rooms**
- **Small groups will discuss:**
  - What values should drive future decisions?
  - What are the key issues the General Plan should address?
  - For each key issue identified, what is your vision for that key issue in 2040?
- **Notetakers will record comments**
- **A spokesperson will report back to large group**
  - Identify common ground
  - Note areas of diverging opinions
- **One or more small groups will be conducted in Spanish**

Conversation Guidelines

- Speak from your own experience
- Listen to each other
- Respect differences; be curious
- Let everyone participate
- Your thoughts and questions are valuable

Upcoming Meetings

- **July 2020: Additional Online Visioning Events**
  - Thursday, July 9 at 6 pm
- **August 2020 (date TBD) – GPAC Meeting #2: Visioning**

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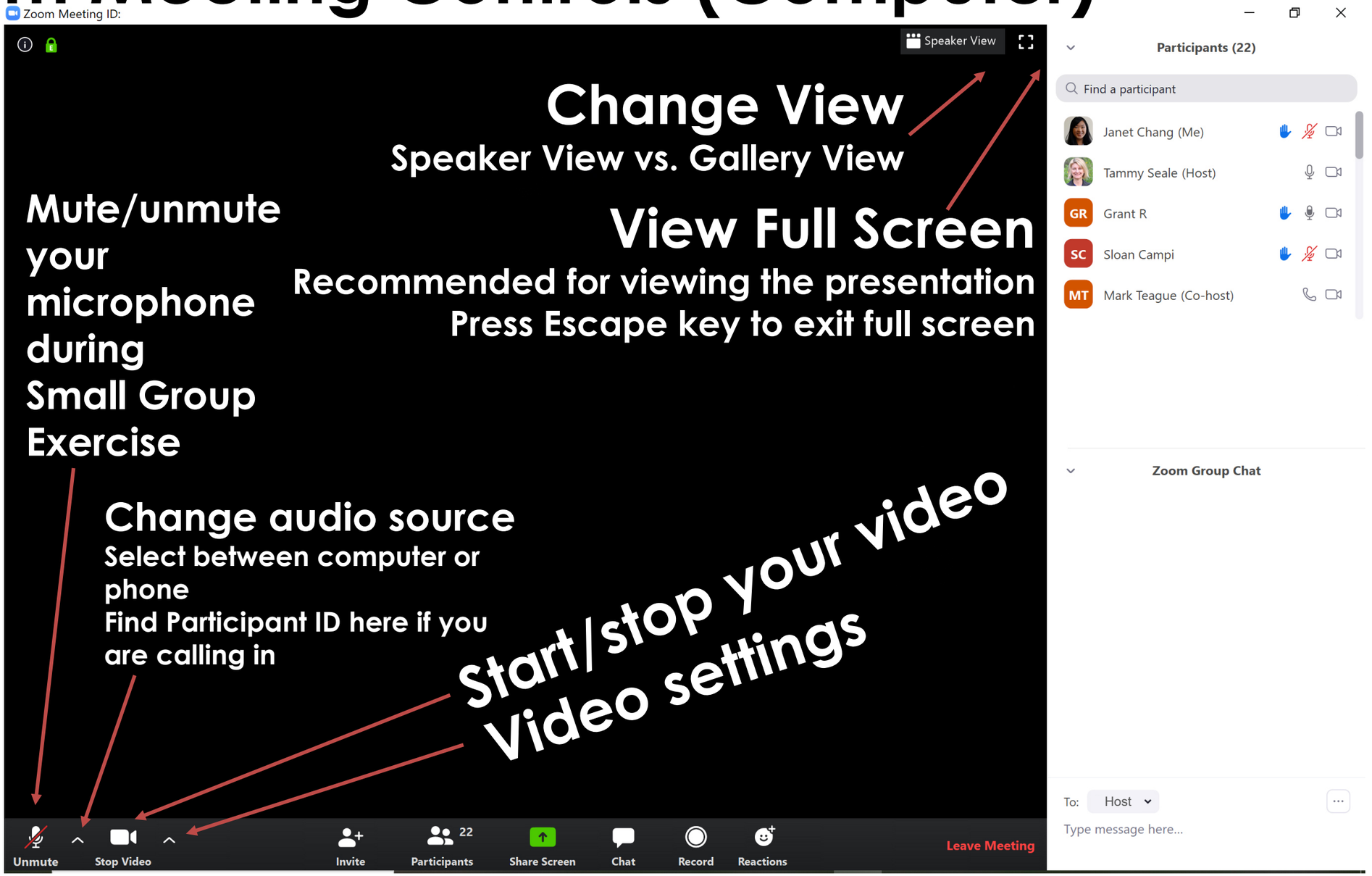
Zoom Meeting Controls (Computer)



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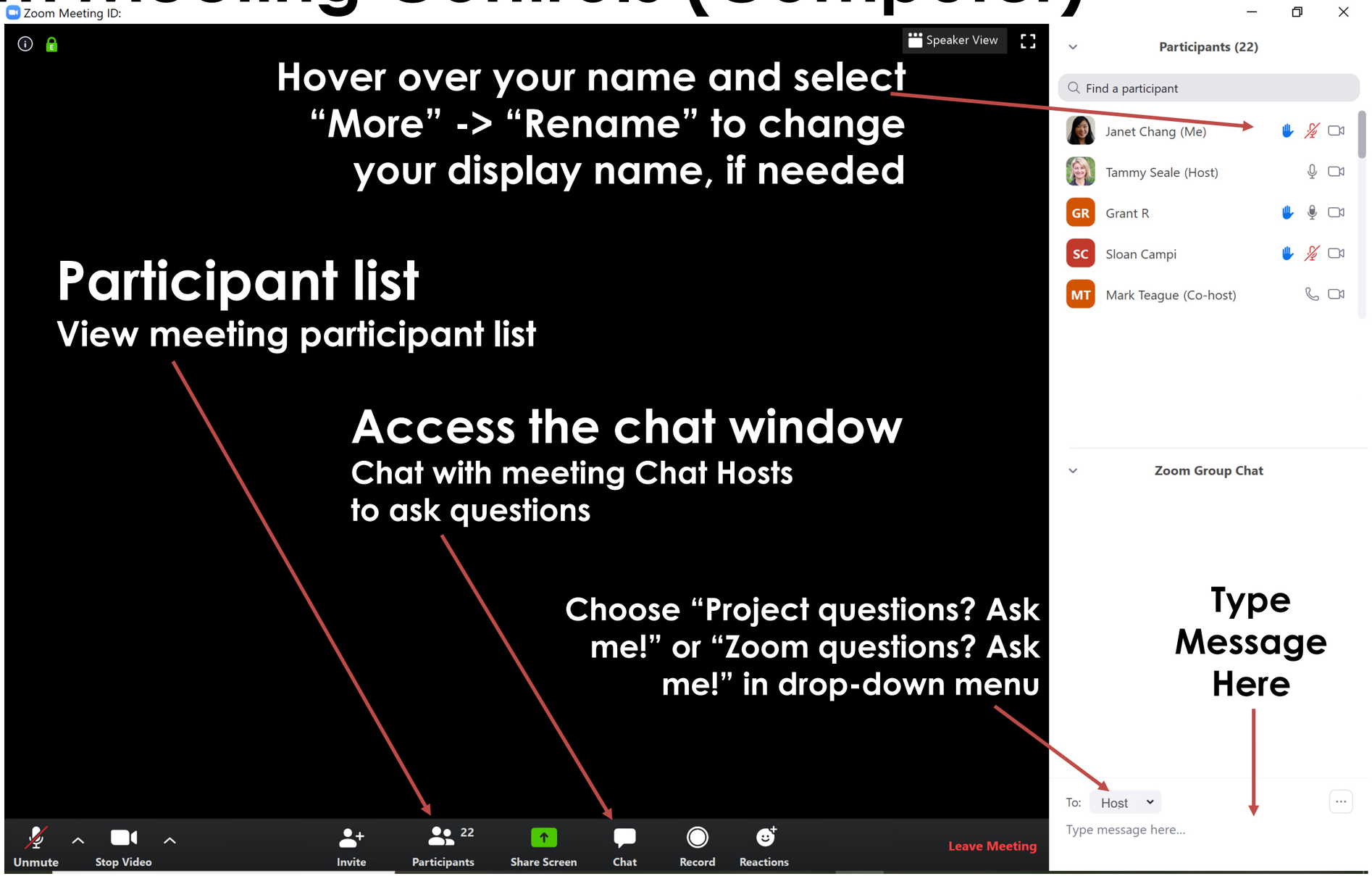


Zoom Meeting Controls (Tablet/Smart Phone)

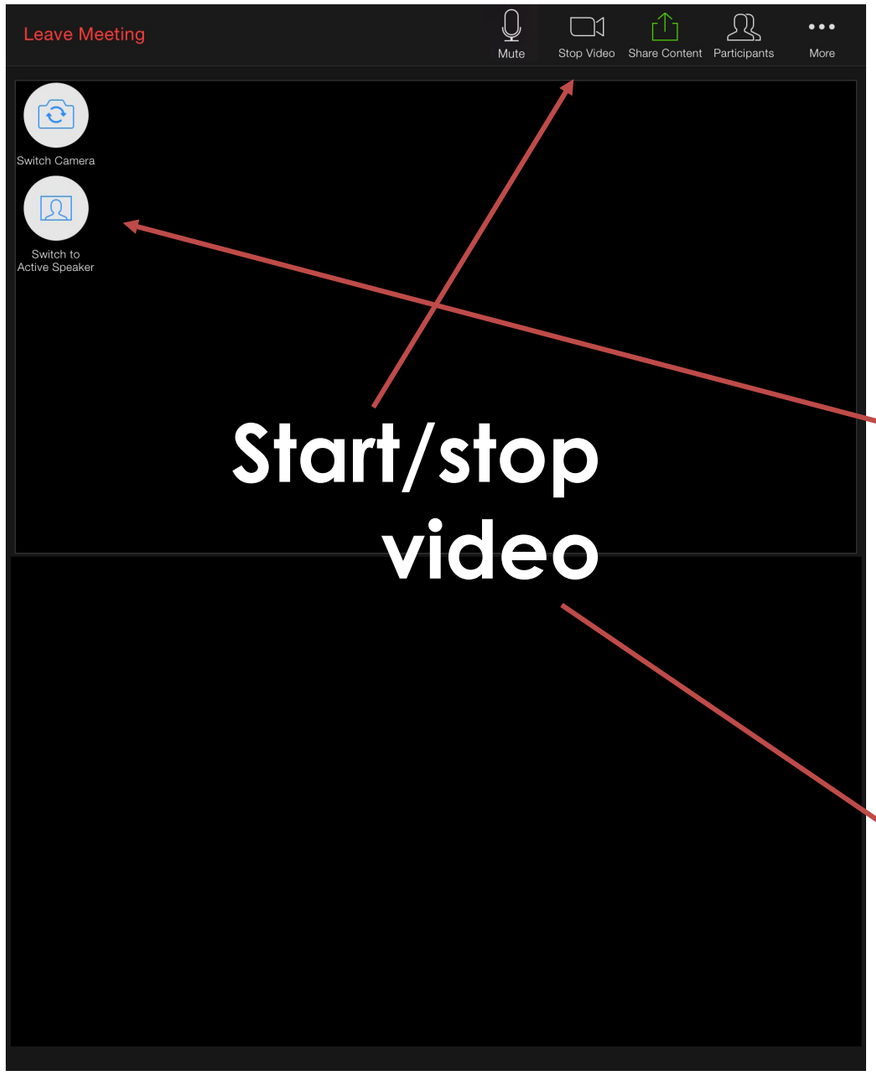
Tablet

Smart Phone

Choose “Project questions? Ask me!” or “Zoom questions? Ask me!” in drop-down menu for chat

Zoom Meeting Controls (Tablet/Smart Phone)

Tablet



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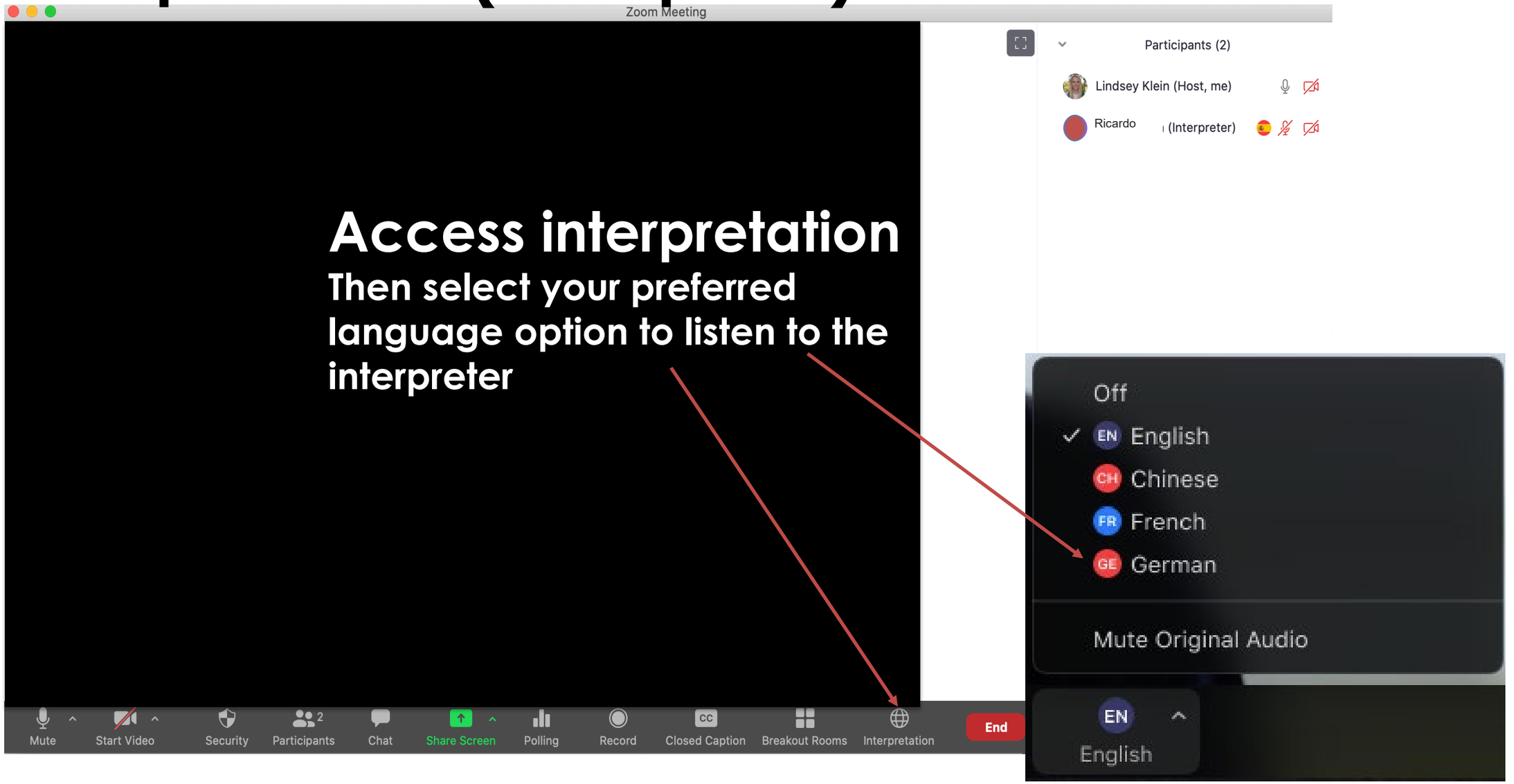
Interpretation (Computer)



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Interpretation (Smart Phone/Tablet)

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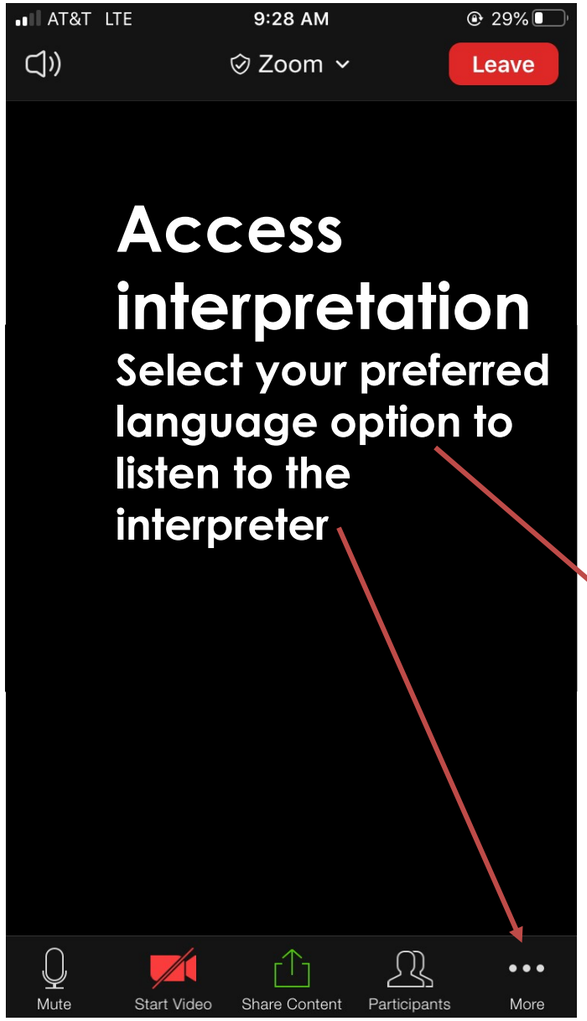

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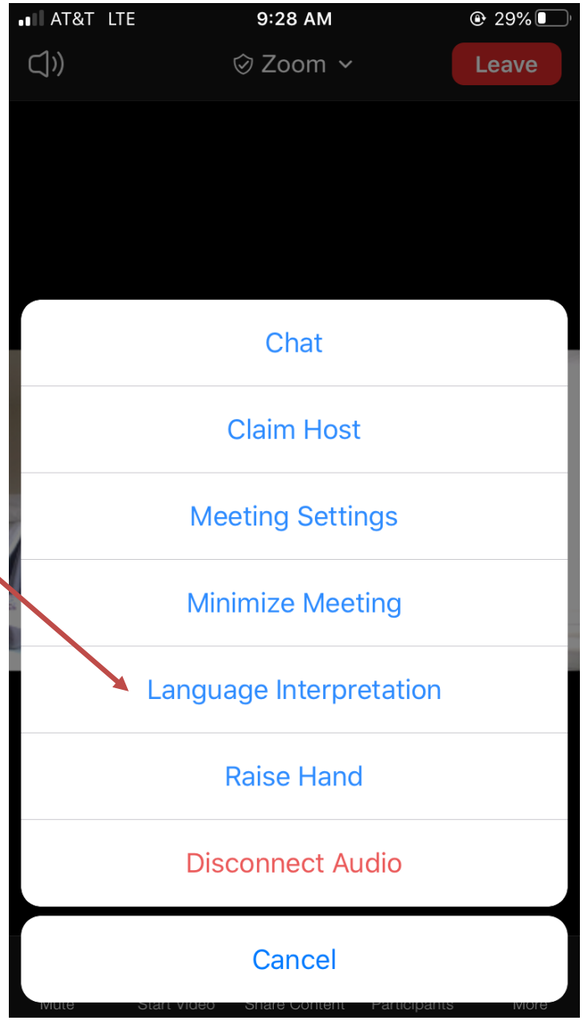

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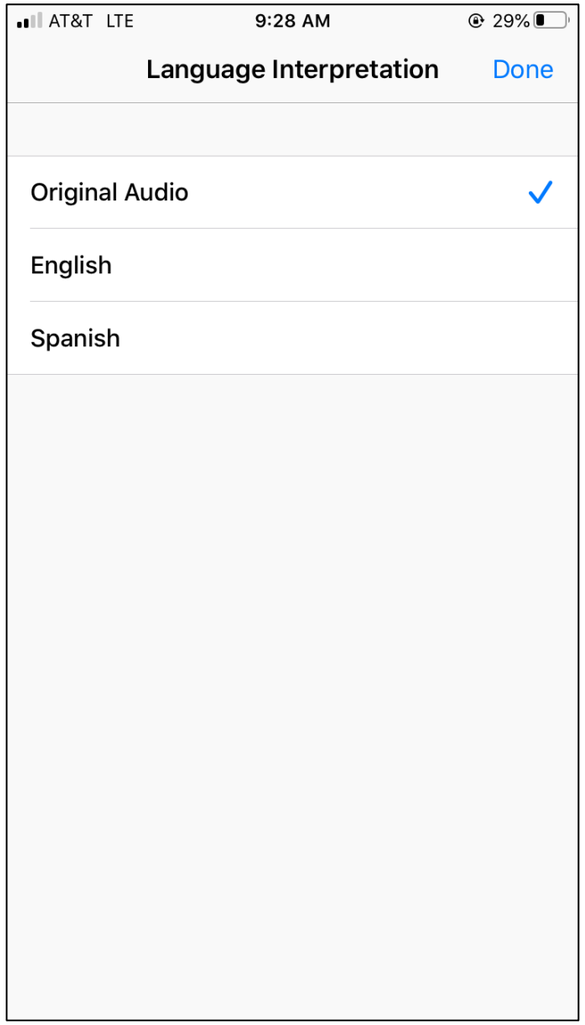

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