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Group 1: [LINK HERE](#)

Facilitator: Carey Stone

Notetaker: Eva Kelly

Spokesperson: Nancy

Group 2: [LINK HERE](#)

Facilitator: Torina Wilson

Notetaker: Bryan Swanson (alternate: Todd Bressi)

Spokesperson:

G1-QUESTION 1: What values should drive future decisions in Hollister? What behaviors should govern our actions to achieve our vision? Examples of values could include equity, inclusivity, sustainability, prosperity, diversity, balance, resiliency, innovation, or integrity. (10 Minutes)

Nancy: It is important for the community to remember how culturally diverse we are. We can plan the community to speak to that and help residents feel as a single community. Respecting **Diversity**. Important that as we develop neighborhoods in the city and develop a plan for existing neighborhoods, we need to remember that we don't want to isolate individual neighborhoods. There should be a flow ro opportunity for residents to coexist and mingle. Interested in people being able to walk, bike, get to each other's neighborhoods in an easy way so that they can feel that it is one community. Separate, but interesting, and still one. People should be able to move freely, the city has not been planned well.

Dan: Nancy covered most. Ability to be **sustainable**, to live and work in the same area without having to commute out. Have a City that has characteristics that provide housing recreation, other helpful activities that attract businesses to the area. River parkway is important. Park behind High School is important. People should have the ability to recreate in their own town, should not have to leave to work or to recreate themselves.

Drew: Interested in water and wastewater utilities in the City. Sees Hollister as unique in that it has very good water/wastewater facilities currently, interested in maximizing those. Sees utilities as a right for those living in the community. People depend on facilities to drive the economy. Lived in Carmel, and the cost of water on the peninsula was very expensive, hopes that this does not happen here. City should look at the planning of facilities to keep them sustainable and affordable, so that they can continue to drive economic vitality of the area. The City should not limit their utilities as a way of impeding development; there are better ways to do that than hamstringing utilities or making them expensive or ineffective, because that can drive existing community members out. The city should be proactive, if you are not proactive, it costs more money than the City can afford. We cannot rely on State or Federal funding to bail out the City in the future.

Carey: The General Plan will consider infrastructure in the process.

Rob: Thinks that one of the values is diversity in housing options. Hollister does not have condo/apartment type housing; mostly ~6,000SF type lots. Everyone should be able to afford to live here.

Carey: Diversity in housing and diversity in people

G1-QUESTION 2: What key issues should the General Plan address?

What challenges face our community? (5 Minutes)

Carey: Diversity, **Connectivity, infrastructure planning**

Arielle: Has noticed that we have a lot of County pockets in the middle of the City. A lot of the pockets aren't up to date to City standards - utilities and wastewater/water. It would be important in the Municipal Services Plan to consider incorporating those islands to create one cohesive environment. Helps with management between the jurisdictions (City and County). You don't generally see pockets like this often. It makes it difficult for some things - the city will pave a road and stop at another road because it is county jurisdiction. Those neighborhoods take City services, but they are not paying for the services that are being provided. They should be incorporated so that they are properly paying for services and getting all services.

Robin: Key issue should be deciding what to do with **Park Hill**. Turn it into parkland so that the City can apply for grants (prop 68 funds for park land). While it is city property, there will be nothing that will happen. There are hazardous materials and it is a fire hazard currently. Important to have a plan for the area in the General Plan.

All Parks and open space, need to meet ratios of acres/person

Nancy: Is a general land use plan appropriate at this time? Hearing that we don't have a good/viable land use plan - park hill, river parkway, infill islands. Maybe we don't have a good vision of how the city should look and how it should grow

Carey: The process will look at land use. The vision is the first step. **Coordinating with other jurisdictions**, etc. can be part of the vision, and then later on we can make a policy about, for example, how park hill is treated in the future.

Annexing county islands

G1-QUESTION 3: For each key issue, what is your vision for that topic in 2040? What kind of community do we want to become? (20 Minutes)

Carey: **Walkable, connected neighborhoods** where we people can live and work

Robin: Truth. There is a lot of, doesn't feel that things that happen in the City are truthful; always has a political spin.

Carey: **Transparency**

Drew: Not an unaffordable satellite to San Jose. Re: Rob, this is a unique community, and as San Jose and Santa Clara grow, Hollister is a place to commute there from. Would like to see walking and biking here in Hollister. A value would be not having to commute long distances for employment.

Carey: Holistic, **economically independent community**

Dan: Economic viability of the area. Unique characteristics. We could be the hub for the county itself. The county has a national park, great hiking on the de Anza trail, wine tasting, potential for agro-tourism. We could be the hub to create economic viability and sustainability for agriculture in the area. Ag could diversify to bring additional income. Ag ranch in south county. People come to Hollister to buy groceries, etc. for camping. Hollister should support that (?)

Carey: **Tourist hub** (not destination), jumping off point.

Andrew: Re: Arielle, jurisdictions jump from block to block and street to street. Would like to see the architecture of new developments reflect the County architecture in places. Valley View Road has a lot of houses that are more interesting than for example those on Southside Road (Arielle: Those are actually county houses)

The houses on Valley View are older. Downtown does a good job of that

Carey: **Strong architectural character**/visual signature; Architectural Variation

Rob: Would like the City to look at is making sure that all age groups can do well in Hollister. Whether that is young singles starting their career, or people well into their careers or retiring. We should not become pigeonholed in one demographic.

Carey: Supporting/ being inclusive of all demographics

Arielle: Loves the multimodal interests that she hears from different people. Creating a place to walk and bike. There is a variation as you move out of the City jurisdiction, it becomes an ag community. Being able to have a good transition/plan for transition between the two. Santa Ana created a green belt between their community; there are a lot of ideas out there and these cool ideas can be included in the General Plan.

Nancy: She has been involved in several prior processes for planning (hwy 25/Nash road, downtown plan that included more walkability) doesn't know what happened to those plans, and a lot of work went into those plans. Maybe we can relook at some of the plans and implement them or their ideas now.

Carey: Being aware of and building upon previous planning efforts.

G2-QUESTION 1: What values should drive future decisions in Hollister? What behaviors should govern our actions to achieve our vision? Examples of values could include equity, inclusivity, sustainability, prosperity, diversity, balance, resiliency, innovation, or integrity. (10 Minutes)

John - Major reason for him to participate is the amount of traffic going in and out of Hollister, mainly the large number of commuters. There is also the construction of many (for sound) that are being constructed around Hollister. Believes they are visually not appealing.

Lee - Agrees with John on traffic and understands the housing development pressure that Hollister is expecting due to the Bay Area economy. Lee appreciates the agricultural and arts element but would like to focus on the economy and possibly the incorporation of passenger rail. Would like to maintain the character of Hollister, i.e. agriculture and wineries. Would like to focus on rail development in Hollister to assist in reducing vehicles on the road. Believes Hollister can be a beautiful extension of the greater Bay Area in large part to the beautiful environment. Made reference to New York; Hudson River Valley (upstate New York) to Manhattan.

Jennifer - Believes Hollister doesn't have a ton of obstacles in front of us, we have a lot of abilities to be **innovative**, and that the City should capitalize on that. Believes that the Complete Streets project was a great project and believes the **core values need to be included in the General Plan** and need to be **inclusive of the entire population**.

Kristina - **Jobs and quality of life** as a big picture. Rail line is privately owned, which is an obstacle but also an opportunity. We have an excellent culture which is inclusive but the **community is apprehensive at times due to the political climate**. Majority of rail lines in California are owned by Union Pacific, yet the **rail line in Hollister** is only used by Tri-Cal and San Benito Foods (tomato cannery in downtown).

Jamila - Biggest concern as being a resident in Hollister, is equitable housing for everyone. We should have a mixed type of housing, i.e. townhomes, condos; not necessarily single family homes. It is difficult to build wealth in Hollister for many individuals due to the difficulty of purchasing homes (expensive housing prices). We are potentially missing a generation of Hollister residents by not allowing everyone to purchase homes.

John - How do we locate larger businesses in the Hollister area? If local jobs occur, we can reduce some of the commuting traffic. If we create businesses, that will produce jobs, this should be the most important thing to focus on. Believes the issues are because of past government decisions, which did not make it easy for businesses to locate here. It caused backfire and those companies to moved to Arizona or Nevada. Doesn't care the type of business but cares more about creating the jobs by the companies that open here.

Kristina - Want to echo what others are saying. Hollister currently does not have the right housing balance for our local residents. We do not have a good system, (reduced impact fees) that entice different housing types.

G2-QUESTION 2: What key issues should the General Plan address?

What challenges face our community? (5 Minutes)

There is a lack of larger businesses in Hollister. Enticing these businesses can create jobs for the community.

There is a **lack of a diversity of housing** to accommodate the Hollister population. There are not many incentives for developers to build diverse housing. Hollister has a strength in aerospace, agriculture, etc., and there is an opportunity to bring these businesses to Hollister. A good majority of Hollister residents travel north for work.

Are there jobs related to arts and culture that can blend with agriculture, etc., that can be used in Hollister?

Jennifer: **Creating City identity and community identity**. Can we focus on neighborhood identity, collaborating with schools? Schools impact traffic and housing and play a big role in the community. With Covid we have seen how we can effectively work remotely. How can we use this as an opportunity to create more work and reduce commuting, how can we incentivize this? Encourage it? Bring broadband to the City.

Kristina: Need better **access to broadband** and a way for the City to facilitate co-working spaces. Hollister also needs more community spaces, many people head to the Silicon Valley for these resources. Lack of a **performing arts venue** and that dance companies book venues outside of the County to host their performances. Opportunity to hybrid arts/culture/library, there is a pent up desire to tap the private sector for funding opportunities.

Jennifer: We need to have a conversation about **public funding for the arts** in an effort for a larger discussion about a larger performing arts venue (addition to Kristina's comments).

John: The library has an opportunity to be used as a community center and gathering/meeting space. How can we focus on using existing facilities, so we don't lose valuable green space and ag land. The Hollister region has seen lots of transportation growth, housing growth along those major transportation corridors. Maybe this is an opportunity to place industrial or commercials along those corridors that wouldn't mind the sound of traffic.

Lee: How can multicultural aspects of Hollister be supported through a performing arts center. When thinking about arts and culture, if we don't include the culture of Hispanic residents, it would be a mistake.

Maria: Communities could use/ have used events to create murals. Kids can be involved which gets them excited, makes them feel represented, and provided an opportunity to put their feelings into art. The Hispanic community in Hollister could participate in such a program, we could look into finding locations to do this type of mural.

John: We need to create a government based opportunity so that there is an environment where residents can go to get help/ ask questions about establishing the businesses that Hollister needs. Tried to start a business.

G2-QUESTION 3: For each key issue, what is your vision for that topic in 2040? What kind of community do we want to become? (20 Minutes)

Addressed above.

Questions in middle of presentation:

- Robin: The GPAC meetings, will those all be Zoom or will there be a physical gathering?
 - There is an email notification list and those people will be contacted. Some cities do allow public meetings.
 - Bryan: The City does allow people at meetings but they are limited to how many people can actually attend so you'll have to come early. Otherwise, you will have to Zoom in.
 - Robin: So I can go early and try to get a spot inside.
 - David: Some of the GPAC members may Zoom in remotely and not attend physically.
- Arielle: When will Hollister be sharing the baseline conditions work?
 - David: This will be in October hopefully. The pandemic made a few things last longer but we are working on it. We hope to bring it to the GPAC in September (?)

Questions after the report-backs

- David: diversity, economic resiliency, innovation, housing are some topics groups shared
 - Great discussion on how to implement these values such as job creation, manufacturing, remote work improvements, housing diversity, architectural character and neighborhood identity, parks and open spaces, coordinating with the county, transportation concerns and hope for more bike/ped opportunities and infrastructure
- Julia: Wondering if we can get the notes for reference
 - David: the notes and a recording of the meeting will be available on the project website

Comment: Living in an unusual time. GP should have flexibility for changing environments. We are seeing a big shift in residential and commercial. Historically, general plans are rigid and unable to maneuver to accommodate the economy at the time. We should be cognizant of this to provide flexibility in the plan. If our intent is to orderly develop the city, we should be flexible. If commercial properties are dead in the water, and residential is very vibrant (i.e., multi-family) then we should be able to allow flexibility in zoning to accommodate those needs. I've been in this development game for 45 years, and I've observed that most communities have these roadblocks that impede developers whilst not serving the community. I want to be involved in this to share my wealth of experience in development. In my opinion, that is one of the big errors in most general plans. With the pandemic, we are seeing a huge change in habits (work, social, etc.). We want to make certain that the GP accommodates changes in our lifestyle and society.