

## **6B. ARTS**

This chapter describes the existing arts resources in the General Plan Planning Area.

### **6B.1 REGULATORY FRAMEWORK**

This section summarizes regulations for art at the City level.

#### **6B.1.1 LOCAL REGULATIONS**

##### **6B.1.1.1 Public Art Policy**

The City established a Public Art Policy in 2016 in partnership with the San Benito County Arts Council. The Public Art Policy established a Public Art Review Committee and a policy for the acquisition, installation, maintenance, and deaccessioning of artworks on public property. It did not commit City funding for public art.

### **6B.2 EXISTING CONDITIONS**

This section provides an overview of arts, culture, and placemaking in the General Plan Planning Area.

While arts, culture, and placemaking are not required topics for CEQA analysis under State law, they are important community assets. The arts and culture sector in Hollister lives within cultural and economic networks that include Aromas and San Juan Bautista in San Benito County, and extends further to the Monterey Bay and lower Santa Clara County, including Gilroy and Morgan Hill, areas. Arts organizations, artists, and audiences move throughout this area with events, exhibitions, performances, and studio space.

Within Hollister, the San Benito County Arts Council (SBCAC) provides leadership, service and programming. There are several established presenting and community arts organizations and small businesses (dance, music, performance) but much of the city's cultural vitality exists outside this formal structure and can be found in artists and creative groups that are not organized as non-profit organizations, or produce the kind of work that might be seen in a traditional open studio tour, which makes it difficult for them to access resources. Many of these groups are related to Latinx culture. There are also no traditional galleries in Hollister. SBCAC exhibitions, coffee shop shows, and open studios tours are the only opportunities for visual artists to show their work to the public.

#### **6B.2.1 ARTS AND CULTURE ORGANIZATIONS**

##### **6B.2.1.1 San Benito County Arts Council**

The primary arts and culture organizational resource in Hollister is the SBCAC, the County's designated local arts agency. SBCAC provides leadership, services and programming to the entire County, with the main arts hubs being Aromas, San Juan Bautista, and Hollister. It was formed about two years ago after a

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prior County arts agency shut down. SBCAC does not receive any City or County funding; its income comes from the State, foundations, and contracted services, primarily with the local school districts.

SBCAC provides and coordinates a range of programming, including mini-grants for artists and arts organizations, general arts classes for youth and adults, special art classes for at-risk youth, professional development classes for teachers, and exhibitions in its gallery. Events include an arts month, dance week, and open studios tours. SBCAC also facilitates the Hollister Public Art Review Committee. It also manages two facilities in Downtown Hollister: an administrative space and an event/exhibition/programming space.

### **6B.2.1.2 Public Art Review Committee**

Established by the Public Art Policy, the Public Art Review Committee promotes public art and advises the City on proposed public art projects. The 2016 policy gives the committee and City the capability to acquire, install, maintain, and de-accession artworks on public property.

While the City does not have a public art master plan, nor does the Public Art Policy call for one, prior to the initiation of the General Plan Update, the Public Art Review Committee had been advocating and preparing for the preparation of a public art plan.

## **6B.2.2 ARTS ORGANIZATIONS AND SMALL BUSINESSES IN HOLLISTER**

There are a small number of non-profits and arts businesses that provide a range of classes and performance opportunities. Some organizations are located directly within the city, while others are nearby and provide service to people in the city.

### **6B.2.2.1 San Benito Stage Company**

San Benito Stage Company (SBSC) presents a series of four to six productions a year; most are revivals with an occasional original production. The annual schedule includes a children's production, a teen production, a summer musical, and a theatre camp. Its mission is not only to present work but also to provide educational opportunities in acting, dance, voice, and technical theatre.

### **6B.2.2.2 Animation Dance Community**

Animation Dance Company (ADC) offers dance classes and workshops. Utilizing a foundation of hip hop culture, ADC provides a space for youth to enjoy creativity in dance, character development, and relationships.

### **6B.2.2.3 JMM Arts Foundation**

JMM Arts Foundation is a non-profit dedicated to expanding access to dance education to people of all abilities for the purpose of self-development and growth in social emotional skills. It serves the community by providing performing arts classes, programs, performances, outreach events, collaborative projects, and services that help bring forth our purpose.

#### **6B.2.2.4 Hollister Arts League**

Hollister Arts League is an artist-led organization with a mission to bring fine art to San Benito County through local exhibits and a supportive environment for artists in all mediums. It works to promote and recognize the visual arts, encourage an appreciation of art, support learning for league members, and boost the community-wide interest in art. The league supports youth art by awarding scholarships annually to high school students in the area.

#### **6B.2.2.5 San Benito Dance Academy**

San Benito Dance Academy offers instruction in a variety of dance forms, specializing in ballet. It performs The Nutcracker Suite annually, most recently at Sherwood Hall in Salinas.

### **6B.2.3 INDEPENDENT ARTISTS**

Hollister’s cultural life also involves a variety of creative practices that exist outside of formal arts and cultural channels. This particularly relates to people who might be employed outside of the arts but are involved in the arts as a creative outlet. It also relates particularly to Latinx cultures.

One channel for independent artists is street art and mural-making. There is energy for this in the city, but it has been difficult to get recognition or permission for this work. This is one of the reasons the City created the Public Art Policy. Another channel in Hollister is music and dance, including mariachi bands and baile folklórico.

### **6B.2.4 REGIONAL ARTS RESOURCES**

There are several organizations that are located near Hollister that perform or teach regularly in the city.

#### **6B.2.4.1 San Benito Oriana Chorale (Tres Pinos)**

The San Benito Oriana Chorale (Oriana) is a community choir that has more than 40 members and presents a regular schedule of live performances each year. Oriana presents classical, folk, Broadway, light opera, pop, and gospel vocal music. Its youth and adult choirs are open to all who love to sing and are committed to attending weekly rehearsals and practicing at home. Oriana Chorale is an active participant in community events.

#### **6B.2.4.2 Yamamoto Hula Ohana / Hula Ohana-Hawaiian Performance Dance Team (Monterey / Gilroy)**

Yamamoto Hula Ohana is a group that provides dance instruction and organizes cultural events in Hollister, Gilroy, Marina, and nearby communities. Classes are sometimes offered through the Hollister Recreation program. It seeks to educate and promote the art and traditions of Polynesian culture through dance and often works with social service organizations. People who take classes are considered to be part of the dance team and often take part in public performances.

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### 6B.2.5 ARTS AND CULTURE FACILITIES

There are three publicly accessible arts facilities in Hollister, one of which is temporarily closed, as listed below.

- **ARTSpace.** SBCAC owns and manages the ARTSpace and ARTSpace Annex, which provide space for administration, programs, and events. The ARTSpace Annex has been used for classes, exhibitions, events, fundraisers, rehearsal, and classes.
- **Veterans Memorial Building.** The City operates the Veterans Memorial Building via a joint-use agreement with the County, which is rented for a variety of events, including arts programming.
- **Granada Theatre.** The Granada Theatre was leased by the San Benito Stage Company prior to 2019. Its lease was not renewed, so the owner could convert it to a movie house. The Granada Theatre currently remains closed.

Other spaces are used informally for arts programming, including:

- SBSC has performed in a variety of locations since leaving the Granada Theatre including Aroma Cellars, the Sacred Heart School, the San Benito High School Auditorium, and the Odd Fellows Lodge.
- City parks are sometimes used for arts programming, such as classes at Dunne Park during dance week.
- Mars Hill Coffeehouse provides space for visual arts exhibitions and live performances.

### 6B.2.6 PUBLIC ART

SBCAC has documented 22 publicly-accessible artworks in Downtown Hollister, shown in Figure 6B-1. The artworks include wall murals, utility box murals, sculptures, integrated works and architectural features. The documentation has not been field-verified and is for public education purposes. There is not a consolidated public art inventory, including documentation of ownership of the artworks.

Figure 6B-1 Public Art in Hollister



Source: San Benito County Arts Council, 2019. Designed by: Brittany Gomez | 317designs.com. Photography by: skowsthelimitphotography.com.

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|--|---|---|---|
| 1 Maddux Mural   Carol Ann Huboi<br>535 San Benito Street   2008                               | 7 Biker Box   David Gutierrez<br>5th & San Benito   2015                                | 13 El Sueño de la Humanidad (The<br>Dream of Humanity)   Ronald Rocha<br>211 3rd Street   2007              | 19 Gabilan and Diablo<br>Mountain Ranges   Richard Deutsch<br>481 4th Street   1991   |
| 2 The Bounty   Arturo Rosette<br>Browns Alley   2008   | 8 La Bamba Box   Joel Esqueda<br>4th & San Benito   2015                                | 14 Used Car Lot Mural   Phillip Ray<br>Orabuena, Joel Esqueda, Adam<br>Valentino   Hill & San Benito   2016 | 20 In Loving Memory and Spirit of Eric<br>Tognazzini   Sean M. Monaghan<br>400 block of San Benito   2015                                     |
| 3 Veterans' Mural   Phillip Ray Orabuena<br>3rd & Monterey   2014                              | 9 Farmers' Market Box   John Elliot<br>3rd & San Benito   2015                          | 15 Hill Street Mural   Adam Valentino<br>& Phillip Ray Orabuena<br>Hill & San Benito   2016                 | 21 County Medallion   Richard Deutsch<br>5th & Monterey   1993  |
| 4 City of Hollister Historical<br>Downtown Guide   Ernesto Pedro Valles<br>Briggs Alley   1996 | 10 Ballet Folklorico Box   Joel Esqueda<br>Santa Ana & San Benito   2015                | 16 Etched Canopy Roof   SmithGroup JJR<br>450 4th Street   2014   | 22 Veteran's Memorial Building Eagle  <br>David Huboi & Carol Ann Huboi<br>Installed by American Terrazzo Co.<br>649 San Benito Street   2003 |
| 5 Fremont Memorial Tunnel   Arturo Rosette<br>4th between Monterey & West   2015               | 11 Johnny's Birthplace of the<br>American Biker   Ronald Rocha<br>Wentz Alley   2007    | 17 Showcase Theater terrazzo<br>Artist Unknown   701 San Benito Street<br>Circa 1932                        |   |
| 6 Western Box   John Elliot<br>South & San Benito   2015                                       | 12 Remembering our Veterans Past<br>and Present   Ronald Rocha<br>201 5th Street   2007 | 18 Tolern Pole   Fred R. Cabrera<br>Hill Street below Park Hill   2005                                      |   |

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### **6B.2.7 ARTS EDUCATION**

#### **6B.2.7.1 Hollister School District / San Benito Arts Council**

SBCAC provides a range of arts education services to youth within and outside school environments, in partnership with the Hollister School District (HSD). Its programs involve nearly 6,000 youth each year. SBCAC employs more than a dozen teaching artists, who work independently or with other arts organizations, and also connects with visiting arts organizations from Central and Northern California.

The primary activity is the Artists in the Schools Program, which enriches students' learning experiences by bringing the arts directly into the classroom. In addition, SBCAC also offers the following programs:

- Pre-K Art Program for children ages three to six;
- After School Art Program for underserved youth;
- Life Skills Art Program for students with special needs;
- Teacher Workshops on "Arts Integration";
- Dreams Project for incarcerated and at-risk youth;
- Poetry Out Loud for local high school students; and
- Parent-child artmaking courses.

Media used for these programs include drawing, sculpture, clay, masks, storytelling, murals, dance, music, poetry, theatre, gardening, mosaics, digital, and game design.

Performance art is also supported in partnership with HSD. The Cultural Assembly Program is designed to assist schools in obtaining guest performances for school assemblies. Performances include dance and theater to music and storytelling.

#### **6B.2.7.2 Gavilan College**

Gavilan College is a junior college in Gilroy that offers a major in studio art. Some of the courses are offered at a satellite site in Downtown Hollister.

### **6B.3 IMPLICATIONS FOR THE GENERAL PLAN UPDATE**

While there is no existing public art master plan, Hollister's arts community has been discussing developing a formal plan. According to the local arts community, initial discussions have articulated some short- and long-term goals. Based on information contained in this chapter, the General Plan Update process should address the following issues:

- Strengthen and nurture art and cultural assets across all facets of local government to creatively advance broader objectives in areas of economic prosperity, social equity, the environment, and cultural vitality.

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- Strengthen partnerships with the City of Hollister, Gavilan College, San Benito High School, San Benito Arts Council, Youth Alliance, Hollister School District, and others to promote art and culture within the urban context.
- Foster a stronger identity by bringing in and embracing creative industries, and generating revenue and economic opportunity.
- Identify spaces, people, and neighborhoods currently not served by public art and generate greater community engagement and social cohesion.
- Identify ways Hollister can become more active and vibrant in the evening hours with destination development and possibility of a cultural arts district.
- Outline ways the city can create sustainable funding sources and mechanisms through grants, large development, and capital improvement projects.
- Work with the community to prioritize policy direction for the new Arts Element.

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