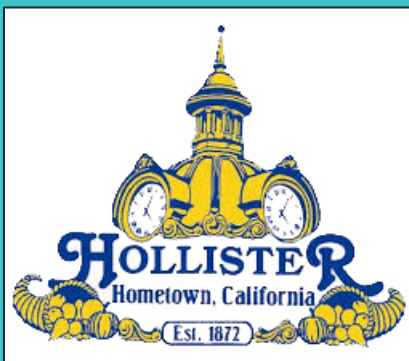


General Plan Advisory Committee

Meeting #3: Draft Existing Conditions Reports

November 17, 2020



Agenda

» Call to Order

- Welcome and Overview of Tonight's Meeting
- GPAC Reports on Public Feedback

» Public Comment: Items Not on the Agenda

» New Business:

- Existing Conditions
 - Staff and Consultant Presentation
 - GPAC Questions
 - Public Comment
 - GPAC Discussion

GPAC Meeting Procedures

- » **Meetings are recorded**
- » **Meetings begin with roll call and brief overview**
- » **Public comment periods**
 - Items not on the agenda
 - Agenda items
 - Speakers will have time limits
 - Public comment protocol:
 - Online, register at: https://us02web.zoom.us/webinar/register/WN_wRKYOEO9RsghSzPALBDnBQ
 - In-Person: complete a blue speaker card and provide it to Staff at the meeting
- » **GPAC comments and discussion**
 - Only on agenda items

Public Comment: Items Not on the Agenda



Existing Conditions (Part 2)



Existing Conditions Reports (Part 2)

- » Land Use and Market Demand
- » Transportation and Circulation
- » Aesthetics
- » Noise
- » Hydrology and Water Quality
- » Utilities and Services
- » Evaluation of Existing General Plan



Existing Conditions Reports (Part 1)

» Presented at GPAC Meeting #2:

- » Agricultural Resources
- » Air Quality
- » Biological Resources
- » Cultural and Tribal Resources
- » Arts
- » Energy
- » Geology and Soils
- » Greenhouse Gas Emissions
- » Public Services and Recreation
- » Wildfire
- » Climate Change



Land Use and Market Demand

2019 Population and Housing

- » 39,241 residents
- » 12% growth from 2010 to 2019
- » 82% of all Hollister households are families
- » 69% of residents identify as Hispanic -- largest ethnic subgroup in Hollister
- » Median household income: \$70,969
- » Single-family units: 80% of the housing stock
- » Need for more diverse housing stock to accommodate range of incomes/households

Land Use and Market Demand

Economic Conditions

- » 2019 top three occupations:
 - Office/Administrative Support (13%)
 - Sales and Sales Related (10%)
 - Construction/Extraction (9%)
- » More employed residents than jobs; leads to significant out-commuting
- » Retail sales leakage:
 - For example in Clothing and Clothing Accessories Stores
 - Population is insufficient to support large-scale stores like Costco or Walmart
 - But might be sufficient for medium-size clothing stores like Ross, Marshalls, or TJ Maxx

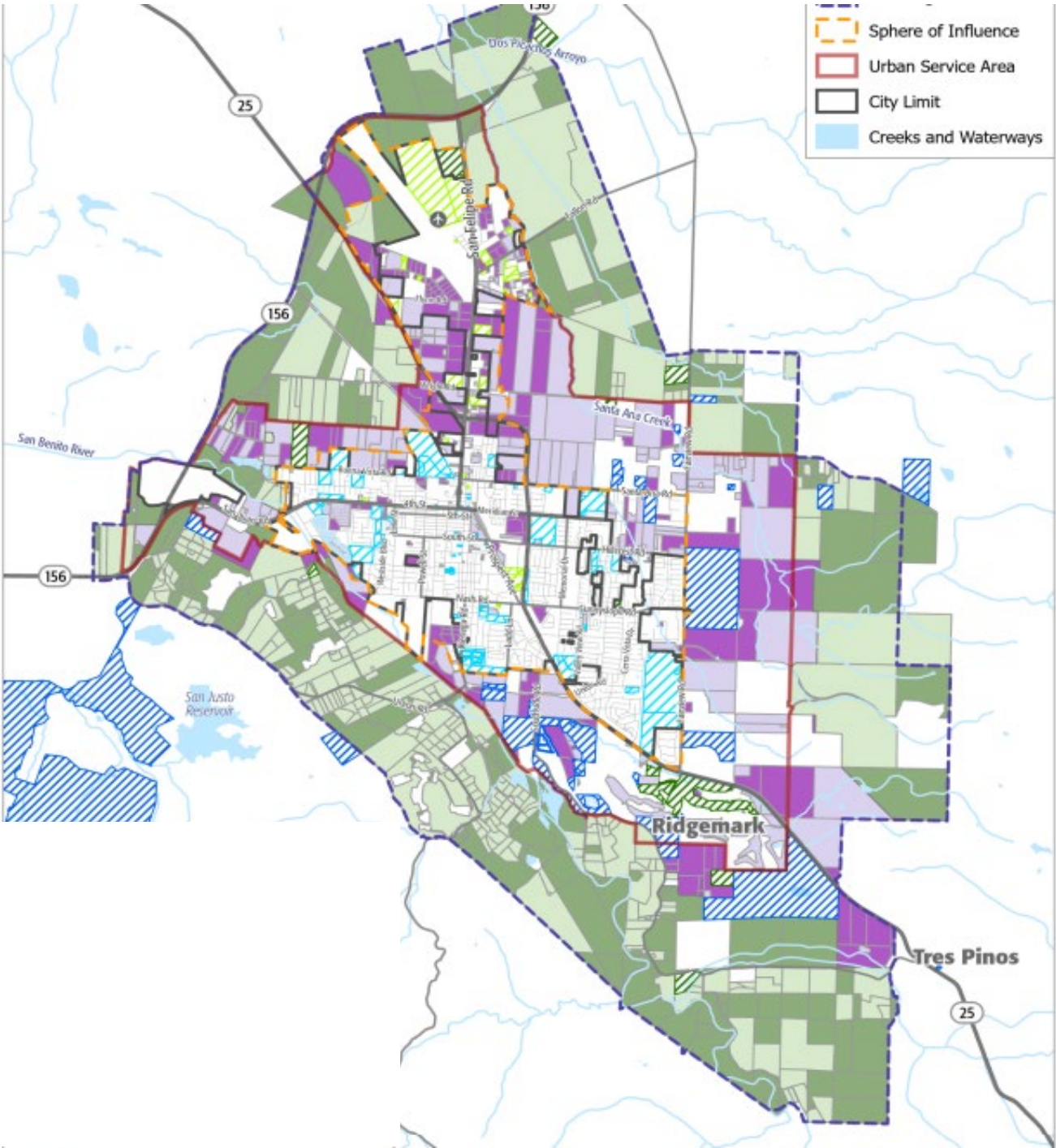
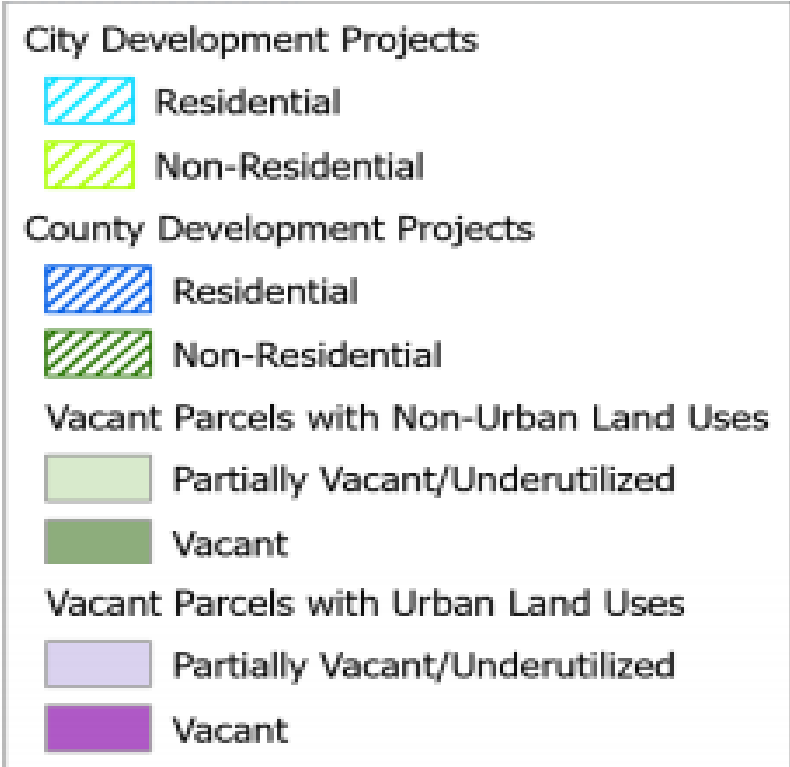
Land Use and Market Demand

2040 Growth Scenarios

Growth Scenario	New Residents			New Housing Units		
	City Limits	Greater Hollister Area	Total Residents	City Limits	Greater Hollister Area	Total Units
Baseline	7,288	4,708	11,996	2,038	1,583	3,261
Moderate (No Cap)	16,837	4,574	21,411	4,854	1,453	6,307
Moderate (With Cap)	11,581	9,045	20,626	3,339	2,968	6,307
Robust (No Cap)	19,924	6,134	26,058	6,854	1,936	8,790
Robust (With Cap)	8,466	16,571	25,037	3,339	5,451	8,790

Land Use and Market Demand

Available Land Supply



Land Use and Market Demand Future Demand

- **Single-Family Residential:**
Up to 635 additional acres depending on growth scenario and unit type mix
- **Retail and Local Office:**
Between 12 and 20 additional acres under robust growth scenario

Land Use	Growth Projection Scenario				
	Baseline	Moderate		Robust	
		Without	With	Without	With
		Res Growth	Res Growth	Res Growth	Res Growth
	Cap (a)	Cap (b)	Cap (a)	Cap (b)	
Residential (Units)					
Residential Demand (units)	2,038	4,854	3,339	6,854	3,339
Less Residential Pipeline (units)	(2,463)	(2,463)	(2,463)	(2,463)	(2,463)
Subtotal, Res. Supply Surplus/Shortfall	(425)	2,391	876	4,391	876
Less Vacant Sites Capacity within City (units)	(2,963)	(2,963)	(2,963)	(2,963)	(2,963)
Subtotal, Res. Supply Surplus/Shortfall	(3,388)	(572)	(2,087)	1,427	(2,087)
Less Vacant Sites Capacity within SOI (units)	(941)	(941)	(941)	(941)	(941)
Total, Res. Supply Surplus/Shortfall	(4,330)	(1,514)	(3,029)	486	(3,029)
Commercial (Square Feet)					
Commercial Demand (sq ft) (c)	737,133	1,170,222		2,093,675	
Less Commercial Pipeline (sq ft)	(122,607)	(122,607)		(122,607)	
Subtotal, Comm. Supply Surplus/Shortfall	614,526	1,047,615		1,971,068	
Less Vacant Sites Capacity within City (sq ft)	(1,219,521)	(1,219,521)		(1,219,521)	
Subtotal, Comm. Supply Surplus/Shortfall	(604,995)	(171,905)		751,547	
Less Vacant Sites Capacity within SOI (sq ft)	(533,178)	(533,178)		(533,178)	
Total, Comm. Supply Surplus/Shortfall	(1,138,173)	(705,083)		218,369	
Industrial (Square Feet)					
Industrial Demand (sq ft)	279,840	553,270		1,483,342	
Less Industrial Pipeline (sq ft)	(847,527)	(847,527)		(847,527)	
Subtotal, Ind. Supply Surplus/Shortfall	(567,687)	(294,257)		635,815	
Less Vacant Sites Capacity within City (sq ft)	(7,813,531)	(7,813,531)		(7,813,531)	
Subtotal, Ind. Supply Surplus/Shortfall	(8,381,218)	(8,107,788)		(7,177,716)	
Less Vacant Sites Capacity within SOI (sq ft)	(2,509,056)	(2,509,056)		(2,509,056)	
Total, Ind. Supply Surplus/Shortfall	(10,890,274)	(10,616,844)		(9,686,772)	

Transportation and Circulation

- » Level of Service acceptable at 30 of 37 study intersections
- » San Benito County Local Transportation Authority studying congestion relief for Hwy 25
- » New Vehicle Miles Traveled (VMT) significance threshold under study
- » Future bike and pedestrian improvements:
 - Buena Vista Road
 - Santa Ana Road
 - Meridian Street
 - Memorial Drive
- » Crash ranking is 49 out of 94 cities
 - Need for enhanced safety and improved roadways
- » Roundabouts encouraged via Resolution 2019-75 but lack of policy direction about intersection control



Aesthetics

- » City has transformed over time from rural to suburban
- » Downtown and surrounding area have strong historic character
- » Outside the traditional core, building scale and type varies
- » No identified scenic views or corridors for preservation



Noise and Vibration

» Primary noise sources:

- Surrounding highways
- Major roadways
- Residential streets
- Hollister Municipal Airport
- Local railroad activity
- Outdoor recreational uses
- Truck loading docks in commercial and retail areas

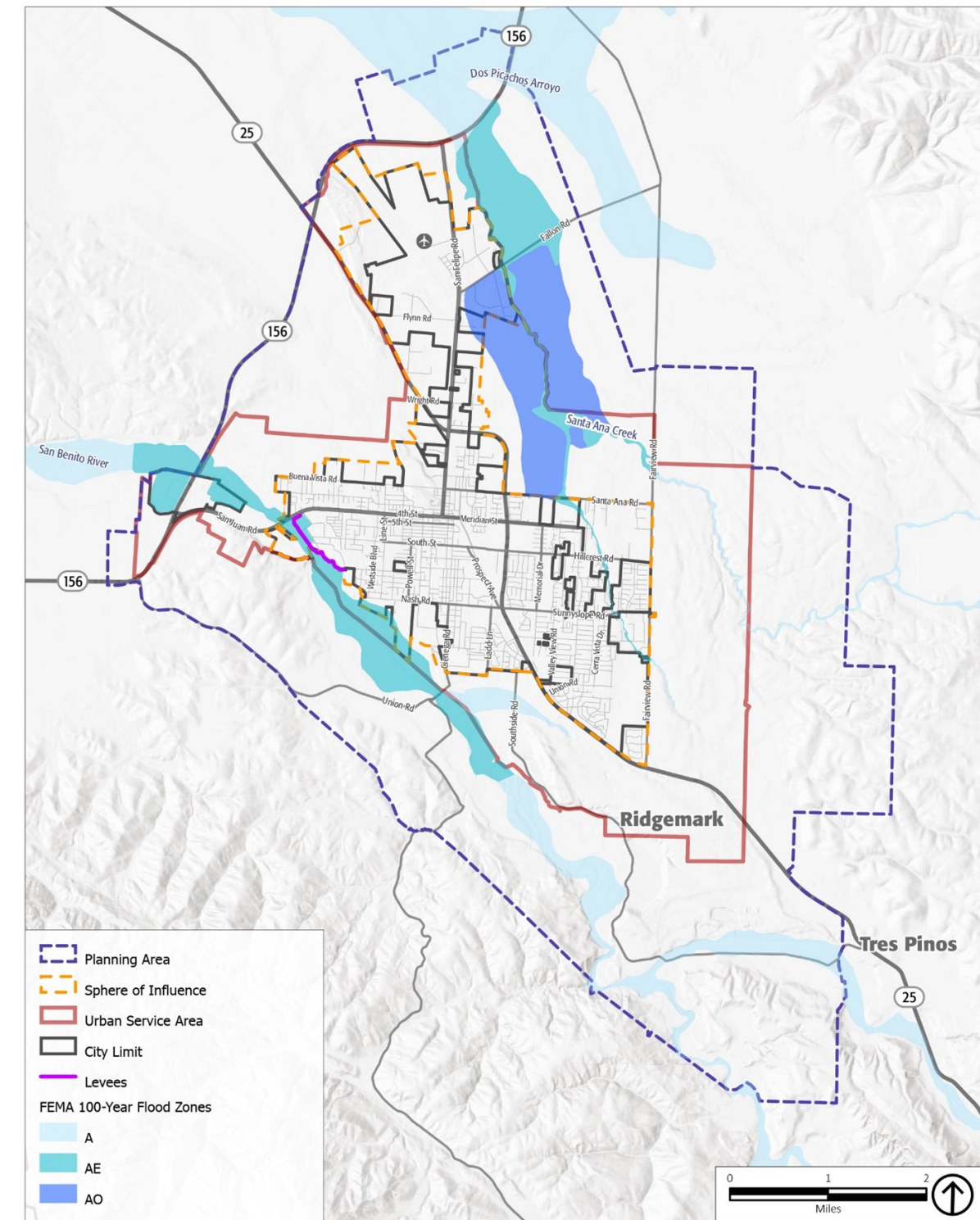
» Union Pacific railroad line has 7 rail crossings in the city; none are Quiet Zones

» City regulates hours of construction, but there are no temporary construction noise and vibration thresholds



Hydrology

- » San Benito River and Pajaro River are impaired with 6 and 16 pollutants respectively
- » 2011 Storm Drain Master Plan identified 8% of City's storm drain network lacks capacity for 10-year storm peak flows
- » 3 out of 33 storm drain system improvements recommended in Storm Drain Master Plan have been implemented
- » Southwest and northeast areas of the city are within floodplains



Source: ESRI, 2020; FEMA, 2020; PlaceWorks, 2020; San Benito County, 2020; USGS, 2019

Utilities

- » Local groundwater has high concentrations of Total Dissolved Solids, hardness and Chromium VI
 - Marginal quality for drinking and agricultural purposes
 - Restricted groundwater pumping in the City's wells
- » 2018 Sanitary Sewer Master Plan stated that there would be insufficient capacity based on future flows
- » Since 2018, City has completed 9 of 21 recommended capital improvement projects
- » An interagency policy is needed to address development on county land that anticipates connection to the City's water and sewer services



Legislative Updates, OPR Guidelines, and Best Practices Memo

» Memo assesses:

- Recent State legislative updates that affect the General Plan
- 2017 California Governor's Office of Planning and Research General Plan Guidelines
- Best urban planning practices and whether the General Plan addresses Hollister's key planning issues

Legislative Updates

» Primary legislative updates the General Plan should address:

- Housing Crisis Act of 2019 (SB 330, 2019)
- 2030 GHG Emissions Target (SB 32, 2016)
- Climate Change Adaptation (SB 379, 2015)
- Complete Streets Act (SB 1358, 2008)
- Transportation Impacts (SB 743, 2013)
- Sustainable Groundwater Management Act (SB 1739, 2014)
- Tribal Cultural Resources (AB 52, 2014)
- Fire Hazards (SB 1207, 2010; SB 1241, 2014)
- Planning for Healthy Communities Act (SB 1000, 2016)

OPR General Plan Guidelines

» Incorporate OPR recommendations for:

- Equity
- Healthy Communities
- Economics
- Agricultural Mitigation
- Climate Change
- Crime Prevention Through Environmental Design

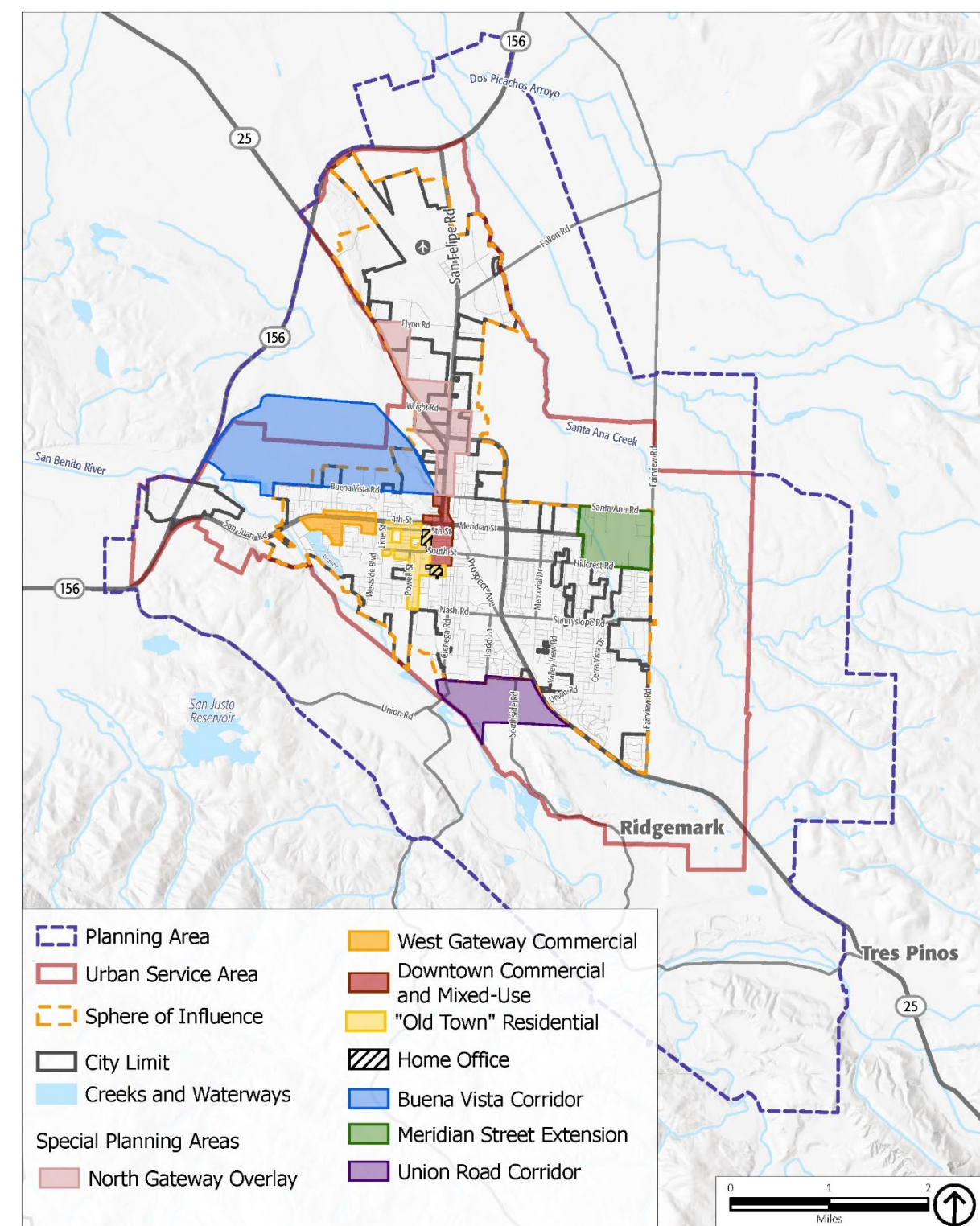
General Plan Best Practices

- » **2005 General Plan incorporates many best planning practices and much of the document remains relevant today**
- » **Topics that could be strengthened include:**
 - Coordinating growth with the County
 - Design guidance for Special Planning Areas
 - Public art

Next Steps

» Eight Special Planning Areas:

- North Gateway
- West Gateway
- Downtown
- “Old Town” Residential
- Home Office
- Buena Vista Corridor
- Meridian Road Extension
- Union Road Corridor



Source: ESRI, 2020; PlaceWorks, 2020; San Benito County, 2020; USGS, 2019

Next Steps

Key policy issues:

- Farmland mitigation
- Sensitive habitat (California Tiger Salamander and Red Legged Frog)
- Wildfire safety
- Faults and earthquake safety
- Additional residential land / residential mix
- Sphere of Influence
- Inclusionary housing policies
- Coordination with County regarding growth management
- Economic development / job creation
- Complete streets
- Safe routes to school
- Level of service standards
- Roundabouts
- Arts / Public Art
- Climate change and resiliency
- Coordination with local tribes

GPAC Questions?



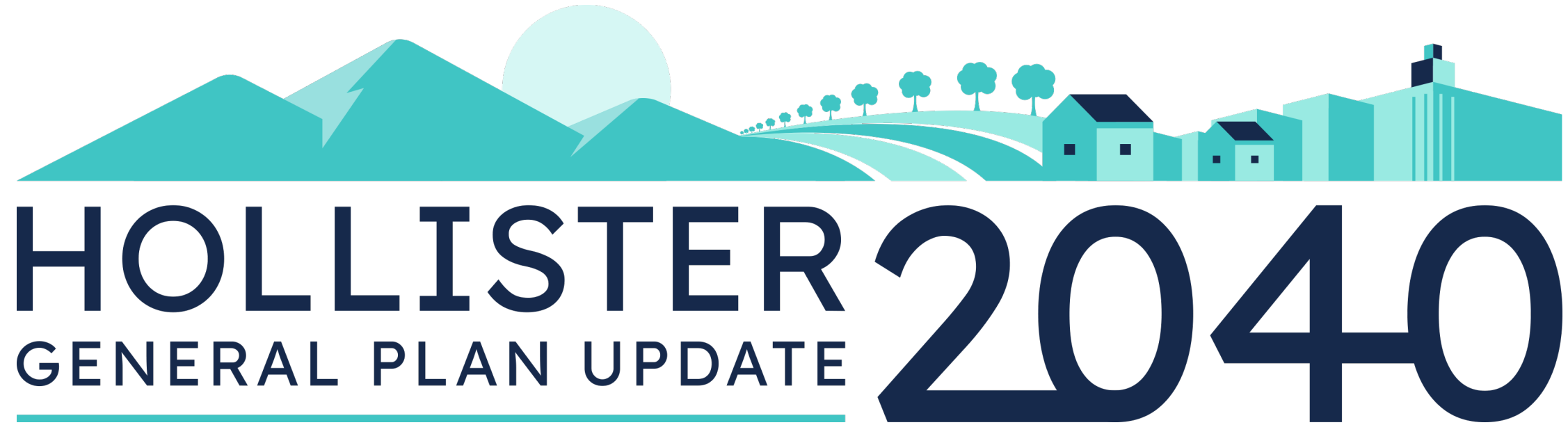
Public Comment: and GPAC Discussion



Next Steps

- » **Initiate policy work in Winter 2020/2021 for:**
 - Land Use and Design
 - Circulation
- » **Public review of policy work in Spring 2021**
 - Community outreach events
 - GPAC #4
 - Planning Commission and Council





General Plan Advisory Committee

Meeting #3: Draft Existing Conditions Reports

November 17, 2020

