

MEMORANDUM

DATE March 26, 2021
TO Hollister General Plan Advisory Committee
FROM David Early and Carey Stone
SUBJECT Policy Options Public Input for March 30 GPAC Meeting

In preparation for the GPAC meeting on March 30, this memorandum summarizes the public input from the Tuesday, March 9, 2021 and Wednesday, March 10, 2021 General Plan Policy Options Workshops for the following topics:

- Economic Development
 - Retail Leakage
 - Job Creation
 - Tourism
 - Industrial Uses
 - Airport
 - Cannabis
- Circulation
 - Complete Streets and Safe Routes to School
 - Level of Service
 - Roundabouts
- Inclusionary Housing

The General Plan Advisory Committee (GPAC) is reviewing these policy topics and other items at a series of five meetings. As part of the meeting packet for each meeting, PlaceWorks is releasing a summary of the public feedback relevant to the meeting topics to be discussed at each individual meeting.

Additional information regarding the policy topics and options is contained in the *General Plan Policy Issues Memorandum* which can be reviewed at www.Hollister2040.org.

The GPAC meeting dates and topics are as follows:

- » March 23, 2021
 - Parks and Recreation
 - New School Funding
 - Farmland Mitigation
 - Sensitive Habitats
 - Heritage Trees
 - Historic and Cultural Resources

- Coordination with Local Tribes
- Environmental Justice

- » March 30, 2021
 - Economic Development
 - Retail Leakage
 - Job Creation
 - Tourism
 - Industrial Uses
 - Airport
 - Cannabis
 - Circulation
 - Complete Streets and Safe Routes to School
 - Level of Service
 - Roundabouts
 - Inclusionary Housing

- » April 6, 2021
 - Growth Management
 - Special Planning Areas
 - Residential Land Use Designations

- » April 13, 2021: Arts and Culture

- » April 27, 2021
 - Greenhouse Gas Emissions
 - Natural Hazards
 - Local Hazard Mitigation Plan

ABOUT THE WORKSHOPS

Approximately 16 people attended the first workshops, and 20 attended the second one. Each workshop included three rounds of small group discussion with three to five small groups per round of discussion. Participants pre-registered for the top three topics they wanted to discuss. Table 1 identifies the topics discussed by the small groups.

TABLE 1 POLICY OPTIONS SMALL GROUP DISCUSSION TOPICS

Small Group Policy Topics	March 9 Workshop (# of Small Groups)	March 9 Workshop (# of Small Groups)
Arts and Culture	1	1
Environmental Justice/Climate Change	1	1
Farmland Mitigation/ Sensitive Habitats/Heritage Trees	1	1
Growth Management	2	1
Housing	2	1
Parks/New School Funding	2	2
Retail Leakage/Job Creation/Tourism	2	2
Special Planning Areas	1	1
Circulation	1	1

Source: PlaceWorks, 2021.

ECONOMIC DEVELOPMENT

- Participants supported establishing a City Economic Development Coordinator position to implement the economic development strategies in the city.
- Concerned about developing on agricultural land. Find the right balance between economic development and agricultural land preservation.
- Support policies that utilize existing resources, such as the Chamber of Commerce.
- Consider participating in the Recycling Market Development Zone program which combines recycling with economic development to fuel new businesses and divert waste from landfills.
- Lower permitting or other fees to encourage new businesses to locate in the city.
- Dedicate a staff member to help new businesses navigate the City process to make it easier to open a business.
- Create an identity for the city.
- City should collaborate with the San Benito County Historical Society and library to support and promote the historic districts within the city.

Retail Leakage

- General support for policies that increase retail opportunities and minimize leakage.
- Consider policies that reduce vacant storefronts in Downtown.

Job Creation

- Support jobs-housing balance policies.
- Provide tech or higher skilled jobs in the city so residents no longer need to travel to work and shop elsewhere.
- Support for policies that help create jobs in the city.

Tourism

- Support policies that develop agricultural tourism opportunities in the city.
- Promote green tourism to attract people interested in promoting green businesses.
- Make Downtown a focal point.

Industrial Uses

- General support for policies that encourage industrial uses. Tie in job creation with promoting industrial uses.
- Consider construction costs and where public utilities are located to plan where industrial businesses should be located.
- Attract Silicon Valley jobs to the industrial areas.
- Provide jobs for every skill level in the city.

Airport

- Promote “through the fence access” as a unique opportunity for the airport and city.
- Developing around the airport area can be expensive.

Cannabis

- Support for policies that encourage cannabis cultivators by removing land use and other development restrictions for a greenhouse or enclosed facility.
- Encourage educational opportunities for the community to learn more about the benefits of cannabis.

- Promote collaboration between residents and cannabis businesses to foster a positive relationship with the community.

CIRCULATION

Complete Streets and Safe Routes to School

- Support for complete streets and safe routes to school policies.
- There should be a focus on how the family/person navigates the street by walking or using a bike, instead of a car.
- Establish a committee focused on implementing safe routes to school policies.
- The City should hire a Grants Manager focused on safe routes to school grant funding.
- Support for traffic calming measures to slow down cars near schools.
- Schools currently have poor circulation. Need to plan for alternate routes so that people can find different ways to their destination.
- Provide bicycle and pedestrian connections throughout the city.
- Offer bike education classes at schools.

Level of Service

- Workshop participants had no comments on this topic.

Roundabouts

- Roundabouts can be useful if thoroughly planned out during the design process.

INCLUSIONARY HOUSING

- Workshop participants had no comments this topic.