

## MEMORANDUM

DATE May 21, 2021  
TO City of Hollister Planning Commissioners  
FROM David Early, Carey Stone, and Angelica Garcia  
SUBJECT Policy Options Public Input from Workshops and Online Survey

In preparation for the Planning Commission General Plan Virtual Study Session on May 24, this memorandum summarizes the public input received from three public workshops and the online survey. On Tuesday, March 9, 2021 and Wednesday, March 10, 2021 two General Plan Policy Options Workshops were held. One Spanish workshop on the policy topics was held on Thursday, May 6, 2021.

Participants in the workshops were asked to select their top 3 policy topics they would like to discuss at the meeting from the following list:

- Parks and Recreation/New School Funding
- Farmland Mitigation/Sensitive Habitats/Heritage Trees
- Economic Development/Retail Leakage/Job Creation/Tourism
- Industrial Uses/Airport/Cannabis
- Complete Streets and Safe Routes to School/Level of Service/Roundabouts
- Growth Management
- Special Planning Areas
- Residential Land Use Designations/Inclusionary Housing
- Historic and Cultural Resources/Coordination with Local Tribes
- Environmental Justice/Greenhouse Gas Emissions/Natural Hazards
- Arts and Culture

Table 1 shows the topics discussed at each workshop. The Planning Commission is reviewing these policy topics at a virtual study session. As part of the meeting packet, PlaceWorks has prepared a summary of the public feedback received from all three workshops and the online survey.

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](http://www.Hollister2040.org).

## ABOUT THE WORKSHOPS AND ONLINE SURVEYS

Two workshops were held in English on Tuesday, March 9, 2021 and Wednesday, March 10, 2021. Approximately 16 people attended the first workshop, 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.

On Thursday, May 6, 2021 one workshop was held in Spanish. The City of Hollister partnered with a local community based organization, Youth Alliance, to conduct outreach for the workshop. Youth Alliance held canvassing events and helped spread the word on social media. Approximately 46 people attended the workshop. PlaceWorks launched a Zoom poll during the workshop to identify the top three policy topics participants wished to discuss in a large group. Table 1 shows the three topics that were chosen by the participants.

**TABLE 1** POLICY OPTIONS DISCUSSION TOPICS

| Policy Topics  | March 9 Workshop<br>(# of Small Groups) | March 10 Workshop<br>(# of Small Groups) | May 6 Workshop<br>(Discussed as a group) |
|--|---|--|--|
| 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  | 1  |
| Parks/New School Funding                               | 2                                       | 2  | 1  |
| Retail Leakage/Job Creation/Tourism                    | 2                                       | 2  | 1  |
| Special Planning Areas                                 | 1                                       | 1  | -  |
| Circulation  | 1                                       | 1  | -  |

Source: PlaceWorks, 2021.

The City is also collecting public input on the policy issues through two online surveys, available in both English and Spanish, which can be found on [www.Hollister2040.org](http://www.Hollister2040.org). One survey is a shorter survey that includes five general questions on which policy direction should be included in the General Plan. The other survey is divided by policy topic and provides a complete list of the policy options. The City published the online survey on March 9, 2021 and as of May 11, 2021, approximately 27 respondents provided feedback on the shorter survey. Table 2 shows the number of survey responses

received for the policy topics which vary from five to 25. Feedback from both surveys are reflected in the summary of public input below.

**TABLE 2 SURVEY RESPONSE RATE BY POLICY TOPIC**

| Policy Topic                               | # of Responses | Policy Topic                      | # of Responses |
|--|----------------|-----------------------------------|----------------|
| Parks                                      | 25             | Level of Service                  | 7              |
| New School Funding                         | 13             | Roundabouts                       | 12             |
| Farmland Mitigation                        | 10             | Growth Management                 | 11             |
| Sensitive Habitats                         | 9              | Special Planning Areas            | 7              |
| Heritage Trees                             | 11             | Residential Land Use Designations | 7              |
| Economic Development                       | 11             | Inclusionary Housing              | 12             |
| Retail Leakage                             | 10             | Historic and Cultural Resources   | 8              |
| Job Creation                               | 8              | Coordination with Local Tribes    | 5              |
| Tourism                                    | 9              | Environmental Justice             | 7              |
| Industrial Uses                            | 5              | Arts and Culture                  | 11             |
| Airport                                    | 9              | Greenhouse Gas Emissions          | 6              |
| Cannabis                                   | 7              | Natural Hazards                   | 5              |
| Complete Streets and Safe Routes to School | 9              |                                   |                |

Source: PlaceWorks, 2021.

## COMMUNITY SERVICES AND FACILITIES ELEMENT

### Parks and Recreation

- Workshop participants and survey respondents support for expanding the park standard from 4 acres of park space per 1,000 persons to 5 acres of park space per 1,000 persons.
- Other comments from workshop participants regarding parks and recreation:
  - Vista Park Hill needs to be revitalized to increase community space, improve safety, and make the park more usable.
  - San Benito River Trail should be created into a County Park.

- Brigantino Park should not be improved until there is safe bicycle and pedestrian access.
- The City should monetize the parks to host travel sports team which could help fund public services.
- City parks should have picnic, barbeque areas and be more family friendly.
- City parks should be safe, provide amenities for the youth, and include bicycle paths. Consider building a new library and recreation centers for the elderly and youth.
- Incorporate community gardens, new sports fields, and bathroom facilities in parks.
- Small neighborhood parks should be built in underutilized vacant land. For example, the corner of Ladd Lane and Talbot Drive is a great location for a new small park.
- Build an aquatic park and provide hiking trails that provide views of the City.
- Online survey comments on parks and recreation:
  - The majority of survey respondents support increasing parks and recreational opportunities in Hollister.
  - Some survey respondents would like the City to perform a gap-analysis study of existing parks and open spaces to ensure improvements prioritize access and equity.
  - Some survey respondents believe private parks and open space that counts toward the City's requirement should be publicly accessible.
  - Some survey respondents agree with implementing recommendations from the 2018 Draft Parks Master Plan to complete improvements for facilities such as the San Benito River Trail and Vista Park Hill.
  - Ensure future developments in downtown Hollister, especially in close proximity to or on San Benito Street include park/green space.
  - Create a plan for the buildings on Vista Park Hill or destroy the buildings for parkland.
  - Include policies and actions that help promote safe parks for the youth.
  - Incorporate a community center for the youth and recreational amenities such as basketball, gymnasium, auditorium, similar to the community center in Morgan Hill.

## **New School Funding**

- Workshop participants generally supported the concepts of enhanced funding for school construction, through bonds, grants and voluntary payment of additional developer fees.
- Other comments from workshop participants regarding school funding:

- There should be a precondition for future development to adequately fund public services.
- Need to undertake a funding gap study analysis to understand the funding shortfall.
- The City and County should consult with the school districts before potential projects are approved.
- The community should not be responsible for the school funding shortfall caused by new development.
- Explore other ways to help fund schools, such as grants.
- Funding should be used for investing in existing schools, not just new schools.
- Use funding to establish additional programs in reading, science, and technology.
- Other comments from workshop participants on schools:
  - Class size is important to educational success.
  - School facilities should be more accessible to the community.
  - Students should have access to new technology and have pathways to higher education and workforce opportunities.
  - Construct new recreation facilities in the existing elementary and middle schools.
  - Offer schools that are bilingual in the City of Hollister and San Benito County.
- Online survey comments on new school funding:
  - The majority of survey respondents support preparation of a Specific Plan that includes voluntary developer funding as a pre-condition for development.
  - Many of the respondents from the shorter survey were opposed to identifying ways to generate funding for construction of new schools.
  - Few respondents support a new school construction bond measure and lobbying efforts to expand State funding of the public school system.
  - A few participants agree with policies to grant additional density or flexibility in development standards.
  - Two survey respondents did not believe further policies or actions are needed.

## OPEN SPACE AND AGRICULTURE ELEMENT

### Farmland Mitigation

- Workshop participants generally support establishing an agricultural mitigation program.

- Broad support from workshop participants for a minimum mitigation ratio of 1:1. Many supported a 2:1 mitigation ratio, while others suggested that Hollister should align with San Benito County's agricultural mitigation requirement of 1:1.
- Other comments from workshop participants on farmland mitigation:
  - Support for City serving as the agricultural land mitigation program enforcement agency and assigning management responsibility to a conservation organization.
  - Developers should have options on how to mitigate impacts to agricultural land.
  - Look at how San Benito County implements its agricultural mitigation program and model the City's program after that.
  - Participants varied on what type of agricultural land should be required to be mitigated.
  - If land has good soil but no water, it may not be viable farmland for protecting.
- Online survey comments on farmland mitigation:
  - Most survey respondents support establishing an agricultural mitigation program, however there are quite a few respondents who disagree with requiring mitigation.
  - Respondents generally support a minimum mitigation ratio of 2:1. One respondent supports a mitigation requirement of 1:1.
  - The City should serve as the enforcement agency but assign management responsibilities to a conservation organization.
  - A few respondents believe the General Plan should not specify a City role in developing and administering an agricultural land mitigation program.
  - General support for requiring mitigation for agricultural land as Prime Farmland, Unique Farmland, or Farmland of Statewide Importance.
  - Most respondents also support mitigation requirements for agricultural land with an existing agricultural land use designation.
  - A few respondents support requiring mitigation of lands with existing or recent crop farming operations.
  - One respondent does not believe conversion of any agricultural land should be permitted.
  - Include policies to help preserve land with county farming and ranching heritage.

## NATURAL RESOURCES AND CONSERVATION ELEMENT

### Sensitive Habitats

- Workshop participants and most survey respondents believe it is important to preserve natural species and habitats.
- Other comments from workshop participants on sensitive habitats:
  - Developers should have options on how to mitigation impacts and protect sensitive habitats.
  - Concerned about establishing a buffer that would prohibit development within all designated Critical Habitat areas.
  - Any protected habitat should continue to be functioning and viable.
  - Consider establishing habitat mitigation banks to preserve critical habitat.
  - Prohibiting development within areas identified by a qualified biologist should be the minimum level of protection.
- Online survey comments on sensitive habitats:
  - Majority of survey respondents believe development should be prohibited within all designated Critical Habitat areas and within a buffer area around such areas.
  - A few respondents believe development should be prohibited within areas identified by a qualified biologist as harboring California tiger salamanders and/or California red-legged frogs.
  - Two respondents do not believe a policy to protect sensitive habitats is needed.
  - One respondent believes development within all designated Critical Habitat areas should be prohibited but without a buffer area around such areas.

### Heritage Trees

- General support from workshop participants and survey respondents for policies to protect and preserve heritage trees.
- Workshop participants support removal of heritage trees if they are damaging property or a threat to human health and safety.
- One workshop participant would like additional trees planted in the downtown.
- Survey respondents support specifying the requirements for removal, pruning, and trimming of heritage trees as well as identifying heritage tree protection measures during construction.

## ECONOMIC DEVELOPMENT ELEMENT

### Economic Development

- Workshop participants supported establishing a City Economic Development Coordinator position to implement the economic development strategies in the city.
- Additional comments from workshop participants:
  - General concern 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.
  - Be mindful of the type of companies the City tries to attract and ensure Hollister residents have the skills/education needed to work at the new jobs.
  - Include policies that help support existing businesses.
- Online survey comments on economic development:
  - The majority of respondents would like to see upgrades to City infrastructure to support business attraction.
  - Many respondents believe the City should maintain a database of available commercial and industrial land.
  - Promote/encourage use of the Recycling Market Development Zone loans.
  - Most survey respondents support efforts to improve collaboration between the City and regional stakeholder organizations and collaborate with local and regional educational institutions to increase the skills and expertise of the local workforce.
  - Some respondents support establishing a City Economy Development Coordinator position, increasing City funding to regional organizations, and improving collaboration between existing industrial users and City staff.

- One respondent believes the establishment of an City Economy Development Coordinator position should be up to the City Manager.
- The Hollister Downtown Association and Chamber of Commerce to the collaboration list. Both agencies currently work to bring the city economic development.

## Retail Leakage

- General support from workshop participant and survey respondents for policies that increase retail opportunities and minimize leakage.
- Additional comments from workshop participants:
  - Consider policies that reduce vacant storefronts in Downtown.
  - Support efforts to attract new affordable clothing stores such as Ross.
- Online survey comments on retail leakage:
  - Survey respondents support efforts to market existing vacant retail spaces and create a City-funded program to improve the condition of existing downtown buildings.
  - Some respondents support creating a summary of the demographic and economic characteristics required by businesses that wish to locate in Hollister and reduce the number of inactive storefronts.
  - Several respondents would like projects in the Downtown to incorporate experiential retail and entertainment opportunities
  - Respondents also believe Downtown infrastructure upgrades should be a priority.
  - A few respondents support studying whether to ask voters to consider placing an additional parcel tax on vacant parcels or buildings with empty tenants in the Downtown and prioritizing mixed use development within West Gateway District.
  - A few respondents also agree with conducting a study to identify strategies to improve the utilization of existing Downtown parking.
  - Develop a sales tax transfer from other counties, such as Santa Clara County, to San Benito County that way people can request the sales in those counties are returned to San Benito.
  - Ensure parking requirements are not an impediment for businesses in Downtown.
  - Change State law to allow consumers to choose where the sales tax goes when shopping outside of the city or county.

## Job Creation

- Workshop participants and survey respondents support policies to create jobs in Hollister.

- Many participants and survey respondents support jobs-housing policies.
- Additional comments from workshop participants:
  - 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.
  - Jobs in the City should pay living wages.
  - Ensure jobs are available for the youth.
  - Include policies that will encourage businesses to hire locally.
- Online survey comments on job creation:
  - Survey respondents generally support efforts to improve the collaboration between the City and existing Hollister businesses to better understand business needs.
  - Many respondents believe the City should identify and market the city to potential businesses interested in locating in Hollister.
  - Bring in retail jobs that also create shopping experiences in the city.

## Tourism

- Workshop participants support policies that develop tourism opportunities in the city, including agricultural tourism.
- Additional comments from workshop participants:
  - Promote green tourism to attract people interested in promoting green businesses.
  - Make Downtown a focal point.
  - Provide walking trails with views of the city to help encourage tourism.
  - Hold festivals to encourage tourism similar to the Gilroy Garlic Festival and Mushroom Mardi Gras in Morgan Hill.
  - Build an amphitheater to attract tourists to the city.
- Online survey comments on tourism:
  - There was a divide among respondents from the shorter survey on whether the City should encourage tourism to Hollister and the surrounding area.
  - Many respondents agree with efforts to incentivize regional agricultural-related producers to open brick-and-mortar retail establishments in Hollister.

- Majority of respondents support identifying and addressing gaps in the existing tourism market, working with local agencies to improve signage, and highlighting Downtown as a focal point.
- Respondents also support increasing the City’s contribution to local tourism entities, such as the Chamber of Commerce, and developing campgrounds and RV parks.
- Some respondents agree with creating a unique brand and identity, increasing the Transient Occupancy Tax, and implementing strategies to attract hotels.

## Industrial Uses

- Workshop participants generally support policies that encourage industrial uses. Tie in job creation with promoting industrial uses.
- Additional comments from workshop participants:
  - 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.
- Online survey comments on industrial uses:
  - General support for enhancing and strengthening existing business clusters, such as manufacturing, construction, and agriculture. Some respondents do not support expanding industrial uses.
  - Majority of respondents support identifying existing gaps within Hollister’s current industrial sector and working towards attracting industrial companies in these categories.
  - Some respondents support efforts to create a cohesive plan or plans for the industrial and business parks throughout Hollister to improve the overall appearance and reputation of these job centers.
  - One respondent supports reduction or delayed impact fee payments for industrial developments.

## Airport

- Majority of workshop participants and survey respondents support expanding operations and ancillary uses at the Hollister airport.
- Additional comments from workshop participants:
  - Promote “through the fence access” as a unique opportunity for the airport and city.

- Developing around the airport area can be expensive.
- Online survey comments on industrial uses:
  - Most of the survey respondents support efforts to recruit aviation-related companies and market the Hollister airport as an amenity.
  - A few respondents support incentivizing companies through infrastructure upgrades, streamlined permitting process, or allocating City and other public funds to support additional upgrades and investments in airport facilities.
  - Two respondents do not support incentivizing development or reducing impact fees.

## Cannabis

- Workshop participants support policies that encourage cannabis cultivators by removing land use and other development restrictions for a greenhouse or enclosed facility.
- Additional comments from workshop participants on cannabis:
  - 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.
- Online survey comments on cannabis:
  - Majority of survey respondents strongly oppose efforts to expand and strengthen the cannabis industry.
  - Some support encouraging additional cannabis retailers and distributors by identifying potential retail opportunity sites.
  - Some believe the City should remove land use restrictions, waive fees, and market existing opportunity sites for manufacturers and cultivators. Do not waive fees but help remove other permitting barriers.

## CIRCULATION ELEMENT

### Complete Streets and Safe Routes to School

- Workshop participants and survey respondents support complete streets and safe routes to school policies.
- Additional comments from workshop participants:
  - 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.
- Enhance crosswalks and walkways on Highway 25.
- Provide a public transportation system that connects with nearby cities.
- Comments from online survey:
  - Have a dedicated staff member that focuses on implementing safe routes to school and complete streets policies.
  - All respondents agree with providing infrastructure upgrades to encourage biking and walking such as mid-block crosswalks, bike routes, timely pavement maintenance, adequate pedestrian crossing times, and bicycle parking. Promote transit-friendly street design by encouraging features such as bus stop shelters, streetlighting, and wayfinding.
  - Incorporate wellness and safety education in local schools.

### Level of Service

- Workshop participants had no comments on this topic.
- Responses from online survey on level of service:
  - All respondents agree with requiring street designs that help promote free-flowing traffic.
  - Most do not agree with allowing minor increases in congestion in parts of Hollister, such as Downtown. Some believe the City should continue with the existing standard of LOS C for all signalized or unsignalized intersections in the city, while others believe the City should eliminate LOS standards.
  - One respondent agrees with establishing a lower LOS standard of D or E for all signalized or unsignalized intersections.
  - Another respondent agrees with a lower LOS standard of D or E for all signalized or unsignalized intersections but maintaining LOS C along commuter corridors.

## Roundabouts

- One workshop participant believes roundabouts can be useful if thoroughly planned out during the design process.
- Responses from the online survey on roundabouts:
  - Majority disagree with promoting the use of roundabouts at new intersections, though a few people agree with installing roundabouts at new intersections.
  - Roundabouts present a new set of danger and safety problems. People dislike roundabouts because they are not used to driving through them.

## LAND USE AND COMMUNITY DESIGN ELEMENT

### Growth Management

- Workshop participants and online survey respondents had varying opinions on whether the existing Sphere of Influence (SOI) should be expanded. Various participants supported expanding the SOI to accommodate the robust growth scenario, the moderate growth scenario, or the area the County anticipates for future urbanization. Others did not support expanding the existing SOI.
- Many participants supported policies that promote a jobs-housing balance.
- Some participants supported forming a joint powers authority to provide wastewater service, but also wanted the City to maintain majority control of wastewater service.
- Online survey comments on the provision of wastewater service:
  - Some respondents support policy direction to allow unincorporated properties to connect to the City's wastewater treatment plant.
  - Of the eight online survey responses for growth management, feedback shows general support for creating a joint powers authority to manage wastewater treatment plant.
  - One survey respondent supported extending wastewater and other City services to lands outside the SOI.
  - Some survey respondents thought the City should leave the Memorandum of Understanding regarding wastewater services.
  - Some survey respondents stated wastewater treatment service and other City services should only be extended to lands within the SOI that are anticipated to be annexed.
  - Some survey respondents stated no additional policies regarding extension of services are needed since they are already covered in the Government Code.

- Other comments on growth management:
  - The City should ensure future growth can be supported by sufficient public facilities, and open space.
  - Future growth should maintain and enhance the existing community identity.
  - Ensure there is adequate water service and that residents are being properly charged for services.
  - There is a need for condominiums and apartments in the city.
  - Provide housing that is affordable for working residents and essential workers.
  - Consider expanding to the north of the city. New businesses on Flynn Road and the CA-25 highway need housing to accommodate workers.
  - Ensure views are preserved from open space lands if development occurs.
  - Ensure pace of development and number of homes being built within the city is controlled.
  - Housing growth should be accompanied with new jobs for residents.
  - Extract community benefits from new development.
  - Explore sales tax sharing between the City and County.

## Special Planning Areas

- Buena Vista Road/North Gateway Special Planning Area:
  - Option 3 seemed to enjoy the widest support, since some participants believed that it provides a good balance between preservation of agricultural land and residential development. However, there was also support for alternatives with more ag preservation and more development, as well as maintaining the existing Sphere of Influence (SOI) boundary and General Plan land use designations.
  - Some survey respondents support Option 2 which maintains most of the existing General Plan Land Use designations within the existing SOI, but changes the High Density Residential designation along the railroad corridor to Low Density Residential.
  - Concern with mixing residential and agricultural uses. Participants agreed that there should be buffer between these uses.
  - Other comments regarding the Buena Vista area:
    - Build a new gas station along the highway to capture motorists passing by and increase the City's tax revenue.
    - Do not build homes near Highway 156.

- High density residential should be built further to the west near the Highway 156 interchange, but away from the school area. Build medium density in between, and then high density.
  - Homes in the Buena Vista Road and North Gateway Special Planning Area should be affordable. The homes in Santana Ranch subdivision are too expensive.
  - There is a water line that brings reclaimed water from sewer ponds to this area which is used for landscaping. The soil quality is not good for agricultural uses in this area.
  - This special planning area seems like a good location for development in the coming years.
- Meridian Road Extension Special Planning Area
    - Workshop participants did not have time to discuss this planning area.
    - Online survey respondents supported Option 3, change the Mixed-Use land use designation to Low Density Residential and parts of the existing rural residential area where development has not occurred from Low Density Residential to Residential Estate.
    - One survey respondent supports Option 1, maintain the existing General Plan Land Use designation and roadway configuration.
    - Additional comments from online survey responses:
      - We need more mixed densities. We have an overabundance of low density residential. Provide mixed use projects, medium or high density residential with neighborhood commercial.
      - Make the road go through to Fairview Road, extend Santa Ana Creek to Meridian Road, and let the property along this area build what they would like to include apartments, condos, or mansions.
- Union Road Special Planning Area
    - Small groups had limited time to consider this area. However, one person with real estate interests in the area suggested that this is a good area for additional development. Another participant stated that he liked the idea of the mixed use node shown in several alternatives.
    - Some online survey respondents supported Option 6 which would extend the SOI to include all parcels within the Union Road Planning Area.

- Option 1, 3a, 3b, and 4a were each supported by one survey respondent:
  - Option 1 would maintain the existing land use designations and SOI.
  - Option 3a includes extending the SOI to all parcels that carry a development oriented land use designation and maintain an agriculture designation outside of the SOI.
  - Option 3b would also extend the SOI to all parcels that carry a development oriented land use designation but change the parcels with an existing mixed use designation to low density residential.
  - Option 4a would extend the SOI to all parcels that carry a development oriented land use designation as well as parcels with proposed development projects but would designate all lands outside the SOI and agriculture.

### Residential Land Use Designations

- Participants generally supported a new residential designation with a minimum density of 20 dwelling units per acre (du/ac). Some workshop participants do not support increasing the density due to traffic and parking concerns.
- Many participants supported spreading out the higher density sites throughout the city.
- Some workshop participants would like to see more single-family development instead of multi-family.
- Other comments regarding a new 20 du/ac residential designation:
  - Consider placing the new land use designation in commercial areas, away from existing high density residential sites.
  - Ensure there is sufficient parking for new multi-family developments to limit impacts to surrounding neighborhoods.
  - Provide a jobs-housing balance; do not just build new housing.
  - Santa Ana Road and Union Road could be a great location for a new 20 du/ac development.
  - Developing high density residential in Hollister can be challenging from a developer's perspective due to a lack of demand.
  - Ensure the community receives notification about new housing developments.
  - Concern residential growth could increase in traffic and congestion and reduce parking supply.
  - Opposed to higher density sites in neighborhoods that cannot withstand more traffic.
  - Increasing residential density adds pressure to schools and existing neighborhoods.

- Collaborate with schools to ensure they have adequate school facilities.
- Ensure emergency access is provided for new projects.
- One survey respondent agrees with increasing the density but distributing it evenly through the city near main collector roadways.
- Comments on using gross acres instead of net acres as the base residential density limit:
  - Increase housing supply and provide affordable units to help combat the housing crisis.
  - Ensure adequate space is provided in homes due to the pandemic.
  - Online survey responses:
    - Some agree with using gross acres instead of net and maintaining the existing residential density ranges.
    - Use gross acres but apply a lower density range to reflect what has been getting built.
    - A few believe the City should continue to base residential density limits on net acres.
- Additional comments:
  - New housing should include parks and open space.
  - Concern that developing more housing will result in a loss of open space land.
  - Remove Euclidean zoning and allow increased densities and accessory dwelling units by right. For example, existing single-story neighborhoods should allow a second story, existing two-story neighborhoods should allow a third story, etc.
  - Neighborhoods should be within a 15 minute bikeable distance from commercial services, jobs, and parks and open space.
  - Preserve the scenic valley in Hollister.
  - Provide more single-family homes that are affordable and below market rate.
  - Consider policies that develop homes and mental health programs for the homeless.
  - Build more housing for the elderly.
  - Would like to see LEED Platinum solar-powered low-income housing complexes.
  - Provide a “Below Market Rate Homebuyer Program” similar to Gilroy and Morgan Hill.

- Incorporate public transportation services when building homes near the edges of the city.
- Ensure new housing projects provide adequate open space.
- Of the four online survey responses about the high density residential density, mostly all do not support increasing the maximum residential density for high density from 35 du/ac to 65 du/ac.
- Of the five online survey responses on residential densities in Downtown, mostly all do not support increasing the maximum residential density from 35 du/ac to 125 du/ac.

### **Inclusionary Housing**

- Some workshop participants support an inclusionary housing program.
- One workshop participant thinks that families that make \$64,000 or less should have the opportunity to qualify for lower income housing.
- People are buying houses outside of Hollister because they are too expensive.
- Provide para-transit, public transportation, and health services when building affordable housing..
- Online survey responses on inclusionary housing:
  - General support for creating an inclusionary housing program that requires developers to construct affordable housing or pay an in-lieu fee.
  - Most respondents believe all residential development projects, including single-family and multi-family, should be included in the inclusionary program.
  - Majority agree with requiring 20 percent low- and very low-income units. Some believe 15 percent should be required.
  - Most did not believe alternative compliance methods should be provided, while a few agree with allowing payment of an in-lieu housing fee, land dedication, and off-site construction.
  - A few respondents do not want to require or incentivize inclusionary housing.

### **Historic and Cultural Resources**

- Workshop participants did not discuss policy options for this topic.
- Online survey responses on historic and cultural resources:
  - Majority of online survey respondents support strengthening strategies to protect historic and cultural resources.

- Most believe consultation with the San Benito County Historical Society should be required when historical buildings or cultural resources are considered for redevelopment or demolition.
- Many agree with establishing incentives for property owners to preserve historic and cultural resources, such as expediting the permitting process and waiving or reducing City development fees.
- Some would like to see a historic resources commission that oversees demolition and alteration of historic buildings or cultural resources.
- Some also support the development of a comprehensive inventory of cultural and historic resources.
- Encourage preservation of the historic character of the many historic buildings outside the two existing historic districts.
- Educate the public about the significant influence Hollister has had on the history of California.
- Improve the collaboration between the Library, City, and the Historical Society.
- Park Hill predates 1940 and was built by the Work Projects Administration.

### **Coordination with Local Tribes**

- Workshop participants did not discuss policy options for this topic.
- Online survey responses on coordination with local tribes:
  - Most online survey respondents support improving the consultation process with local Native American tribes when new development projects are proposed.
  - Some respondents agree with efforts to support the tribal consultation process and require a pre-construction investigation if tribal resources are found on development sites.
  - A few respondents would like the General Plan to acknowledge the importance of tribal cultural resources and state the City's intention to preserve those resources.
  - A few believe no coordination with local tribes is needed.

### **Environmental Justice**

- Some workshop participants voiced support for a stand alone Environmental Justice Element while others supported sprinkling environmental justice topics throughout the General Plan.
- Additional comments from workshop participants:
  - Providing affordable housing is an environmental justice priority.

- Environmental justice topics would help improve the entire community.
- Ensure there is sufficient City staff capacity to implement these policies and actions.
- All policy options are necessary; need to determine which policies should be prioritized.
- Ensure affordable health care is available for residents. Build new clinics or a hospital for low income families.
- Online survey comments on environmental justice:
  - Some respondents support incorporating environmental justice policies in the General Plan, while others do not believe the policies should be included in the document.
  - Provide one standalone element for environmental justice in the General Plan.
  - Most respondents agree with encouraging development of complete neighborhoods, reducing exposure to pollutants, and prioritizing infrastructure improvements that serve disadvantaged neighborhoods.
  - Some believe the City should establish a public participation process in City planning projects that targets disadvantaged or underserved communities.
  - Several support efforts to promote projects that would improve access to affordable and nutritious food in disadvantaged or underserved communities.
  - A few survey respondents support coordinating with local medical providers to ensure that low-cost medical and emergency medical services are available to all residents in the city.

## ARTS AND CULTURE ELEMENT

### Arts and Culture

- Workshop participants and the majority of online survey respondents support including the six arts and culture element goals in the General Plan: leadership, creative identity, arts every day, cultural environment, place and ecosystem.
- Other comments on the six arts and culture element goals:
  - Add sustainability as a new goal to ensure continued effort for securing funding.
  - The San Benito County Arts Council (Arts Council) currently provides arts leadership in the city.
- Comments on expanding and fostering the city's arts and culture sector:

- The majority of workshop participants and online survey respondents support efforts to link secondary school students with creative careers by exploring pipeline to work programs.
- Workshop participants and online survey respondents generally support creation of a City staff position to serve as a liaison.
- One survey respondent recommends the City pay funds to an existing organization, such as the Hollister Downtown Association or Arts Council, to serve as the staff position.
- Some workshop participants and survey respondents support collaboration with the Arts Council on their strategic plan.
- Most online survey respondents support creation of a non-profit that can serve as a fiscal agent and shared-use agreements for use of private space by non-profits.
- General support for policies that ensure arts and culture leadership reflects the city's diversity and establish a City arts commission or staff position to serve as a liaison.
- Additional comments from workshop participants:
  - The Arts Council, along with the Public Art Review Committee, created a list of policy priorities that have been shared with GPAC.
  - Establish how funding will be provided for the arts and culture sector.
  - Provide a new facility that serves as a centralized space for arts and culture.
  - The Arts Council and Youth Alliance can help with implementation of a designated creative arts space.
- Comments on funding and expansion of arts and cultural programs:
  - Workshop participants support all policies and actions identified. The policies should encourage incorporating art within private projects within Downtown.
  - The majority of online survey respondents support efforts to strengthen arts and culture grants, as well as incorporating arts and culture within Downtown.
  - Some online survey respondents support incorporating public art into major new private development projects and developing funding streams for physical arts and culture investments through allocations from the capital budget.
  - Most survey respondents support sustainable public funding streams from ongoing sources such as hotel taxes.
  - One survey respondent would also like to see arts and culture incorporated within schools, parks, community gardens and shopping areas.

- Another survey respondent supports events that would require entry fees and overnight stays as well as a bike path along the SOI, and large art sculptures or artsy benches dedicated to funders.
- Additional feedback from workshop participants include:
  - Create affordable housing opportunities for artists within Downtown.
  - Conduct an analysis of the current and future demand for live-work units for artists.
  - Consider how funding will be provided to achieve these policies and actions.
  - Add an art walk in Downtown.
- Comments on guiding the development of arts and cultural facilities and events:
  - Workshop participants support development of arts and cultural facilities and events.
  - Additional comments from workshop participants:
    - Provide a safe community space for musicians and the youth. Incorporate various activities for the youth in community centers.
    - Have more programs in the arts like music and build a cultural center in Hollister.
  - Online survey respondents generally support examining the need for a community arts center and incorporating public art into city infrastructure and public space projects.
  - Some online survey respondents support mini-grants for small-scale creative activations and grants for murals and exhibitions in interior spaces, such as coffee shops and libraries.
  - Several online survey respondents support evaluating the potential for a Downtown arts and culture district as well as a naturally occurring cultural district outside of downtown.
  - Some online survey respondents support a yearly arts festival.
  - A few respondents support undertaking a placemaking plan and evaluating the need for and means of creating artist living and work space. Additional comments from online survey respondents:
    - Bring attention to the arts for environmental education purposes and promote the use of reuse/upcycled materials.
    - Build upon events already taking place within the City Limits such as the biker rally and farmers markets as a venue for arts.

- Add rotating exhibits or sculptures of environmental art within City Hall, park facilities, and Downtown.
- Provide painted bike racks around town. Comments on regulatory recommendations the General Plan should include:
  - Workshop participants did not have time to discuss this topic.
  - Majority of online survey respondents support establishing an approval process for public art on private property, such as murals.
  - Most online survey respondents support creating land-use policies that support destination creative enterprises.
  - Some respondents support policies that address permitting, zoning and licensing issues to enable the creative use of vacant spaces and resolving issues to support low-impact creative enterprises in neighborhoods.

## HEALTH AND SAFETY ELEMENT

### Greenhouse Gas Emissions

- Workshop participants support all proposed strategies for reducing greenhouse gas emissions (GHGs).
- All online respondents support policies to create local jobs and reduce water use by encouraging low water landscaping, installing water-efficient appliances, and encouraging conservation efforts.
- The majority of online survey respondents support policies to meet the State's GHG reduction goals, reduce energy use, increase local renewable energy, and become a zero-waste community.
- Some online survey respondents recommend the City add a policy that encourages a plastic/Styrofoam ordinance to get rid of plastic bags and make all single-use food ware compostable or biodegradable.
- Some online survey respondents support becoming a carbon neutral community before 2045, transitioning to carbon free energy sources in new and existing developments, and transitioning to low or no-carbon transportation.
- A few online survey respondents support efforts to promote sustainable infill and mixed-use development.
- Additional comments from online survey respondents:
  - Adopt a zero waste plan for the City and work with the Regional Agency Integrated Waste Management division on several of the waste reduction efforts.

- Create a position at the City or County level to manage the Climate Action Plan and coordinate with agencies to achieve the goals and report on progress. Funding opportunities should be available to support this position.
- Include policies to improve recycling at construction and demolition sites and also improve the permitting processes. This could contribute greatly to waste reduction countywide.
- Some of the policies for greenhouse gas reductions are already in place.
- The City should exceed the State's GHG reduction goals and become a carbon neutral community by 2035.
- Other comments from workshop participants:
  - Use a regional approach to meet the State's GHG reduction goals beyond the local and county level.
  - Congestion on Highway 25 contributes to GHGs, planning should address this issue.
  - Increase job opportunities for local Hollister residents.
  - Plan for power outages and heat waves. New communities should be designed to be more resilient to power outages and heat waves.
  - The City should create their own goals and implementation strategies rather than being reactive to State laws.
  - Include a policy that allows residents to build their own windmills/wind turbines.
  - Increase the amount of LED lights in the City.

### **Natural Hazards and Climate Change Susceptibility**

- Workshop participants support incorporating all proposed policies on natural hazards and climate change susceptibility in the General Plan.
- All online respondents support policies to encourage existing residences and businesses to transition to drought-resistant plants and advertise water conservation efforts year-round.
- The majority of online survey respondents support efforts to promote tree shading, provide disaster preparedness education, promote vegetation management, and establish a network of equitably located Community Resilience Hubs.