

HOLLISTER 2040

GENERAL PLAN UPDATE

City Council Study Session

June 22, 2021



Tonight's Agenda

- » **Downtown Entertainment District Zoning Code Update**
- » **Overview of the General Plan Update**
- » **Draft General Plan Vision and Values**
- » **GPAC and Planning Commission Policy Recommendations**

Downtown Entertainment District Zoning Code Update

- » Update Zoning Code to reflect
Downtown entertainment uses by-right
- » Bring draft to Council in Fall 2021



What is the General Plan?

» “Blueprint” for Growth & Development

- Establishes community vision and supporting goals, policies, and actions
- Provides consistent direction for future development
- Balances growth, conservation, and quality of life
- Documents baseline environmental conditions



General Plan “Elements”

» Required:

- Land Use and Community Design
- Circulation
- Housing
- Natural Resources and Conservation
- Open Space and Agriculture
- Health and Safety (including Noise)

» Custom to Hollister:

- Community Services and Facilities

» New Elements as part of this update:

- Arts
- Economic Development
- Environmental Justice (*GPAC Recommendation*)

» *Last Updated: 2005*

General Plan Update Goals

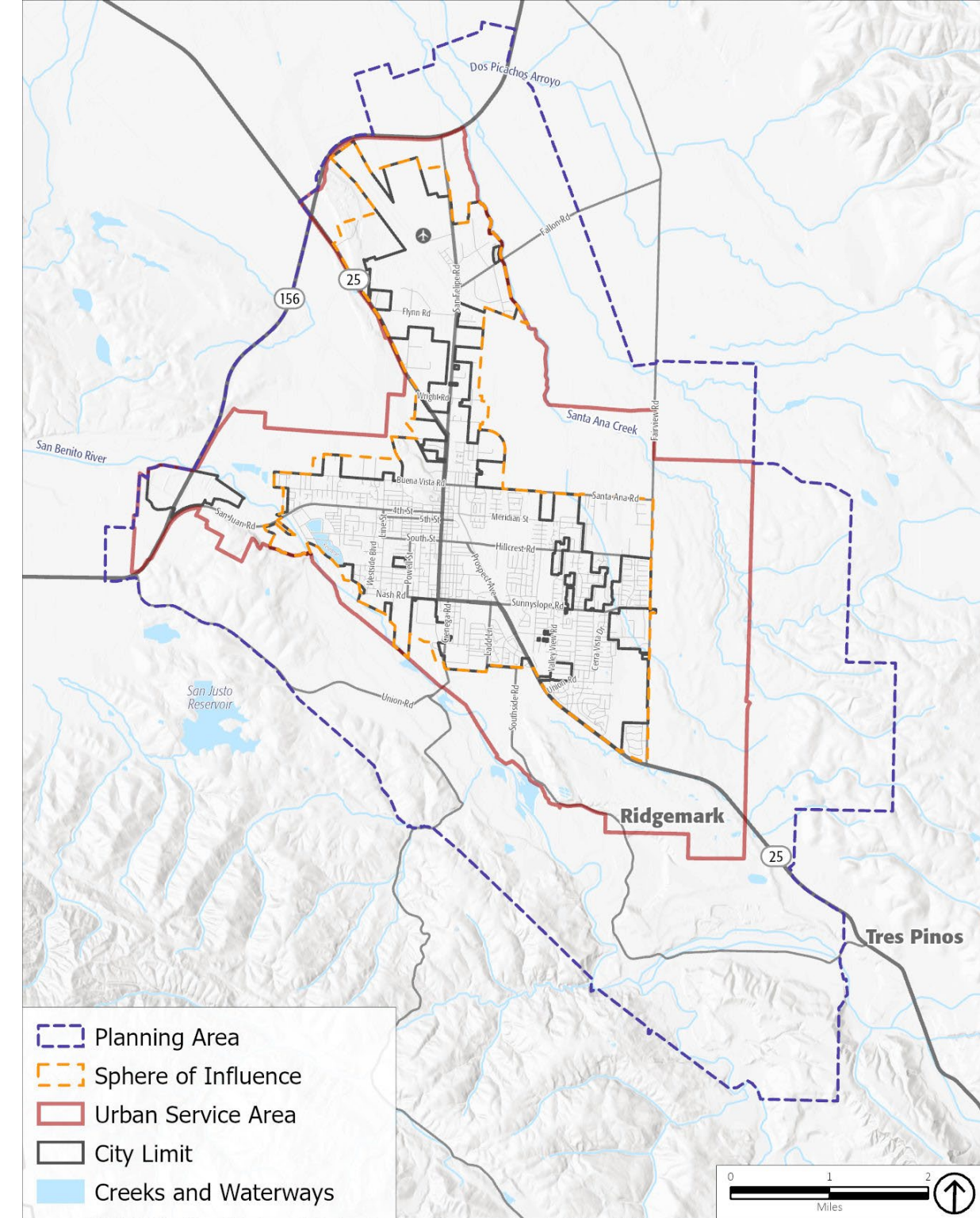
- » Engage broad spectrum of the community
- » Establish the community's vision for Hollister in 2040
- » Maintain small town agricultural character
- » Manage growth consistent with community goals
- » Ensure high quality development
- » Support economic development
- » Respond to State mandates and General Plan Guidelines

Project Components

- » **General Plan Update**
- » **SB 743 Implementation**
- » **Climate Action Plan**
- » **Hazard Mitigation Plan**
- » **Environmental Impact Report**
- » **Municipal Service Review**

Planning Area

- » City limit
- » Sphere of Influence
- » Urban Service Area
- » Planning Area



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

Opportunities for Public Involvement

- » Workshops and Events (8)
- » Online Activities
- » GPAC Meetings (10)
- » Planning Commission Meetings (4)
- » City Council Meetings (4)

Due to the COVID-19 pandemic, future outreach will rely upon virtual technology for the foreseeable future.




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Background

Public Engagement

Calendar

Documents

Contact Us

Sign up for the

The City of Hollister is embarking upon a major planning process to update the City's General Plan, the document that guides development and conservation in the city over the next 20 years. To develop planning documents that reflect the community's values and priorities, the General Plan Update will be a highly



HOW CAN I GET INVOLVED?

UPCOMING EVENTS

City Council Study Session
Click [here](#) to register for event.
Date/Time: 6:00 pm
June 22, 2021
Location: Virtual/Online
[Read more](#)

Schedule and Process

Task	Estimated Timeframe
Baseline Conditions and Future Trends	Spring – Fall 2020
Vision	Summer - Fall 2020
Policy Assessments and Design Alternatives	Fall 2020 – Spring 2021
Draft General Plan	Spring 2021 - Fall 2021
Other Work Products	Fall 2020 - Fall 2021
Environmental Impact Report	Spring 2021 - Fall 2021
Public Review and Adoption	Fall 2021 – Summer 2022

General Plan Advisory Committee Role

Two main functions, both of which are of equal importance:

- » **Review and make recommendations to the Planning Commission and City Council on work products that will form the content of the General Plan Update.**
- » **Serve as project ambassadors to spread the word about the General Plan Update, encourage participation, and build community support for the General Plan Update.**

GPAC Members

» Two Councilmembers

- Mayor Ignacio Velazquez
- Councilmember Rolan Resindez

» Two Planning Commissioners

- Commissioner David Huboi
- Commissioner Roxanne Stephens

» Three Members of the Public

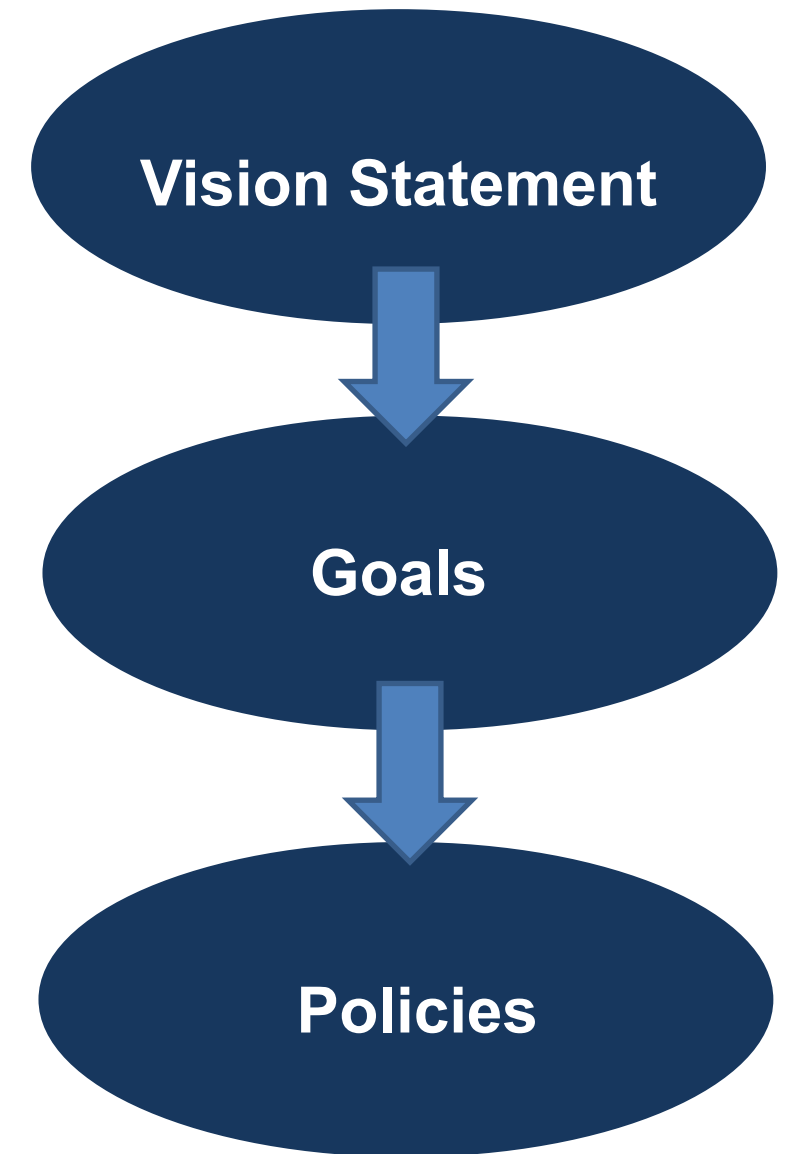
- Chris Evans
- Carol Johnson
- Larry Rebecchi

Draft Vision Statement



What is the General Plan Vision Statement?

- » Describes the future of Hollister as you would like it to be in 2040
- » Expresses shared community values
- » Relates to all topics in the General Plan
- » Guides preparation of General Plan goals and policies



From Vision to Policy: Example

» Vision Statement

“Residents can live and work in Hollister.”

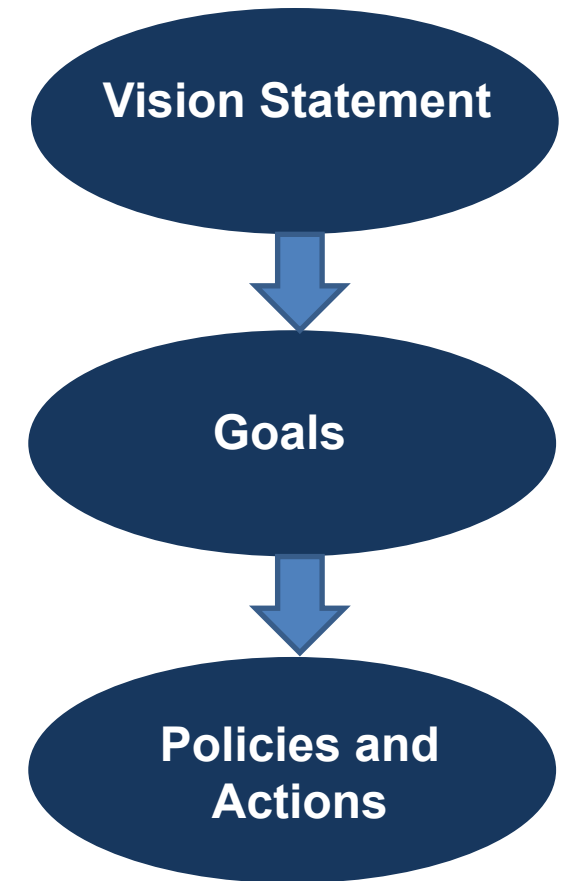
» Goal (desired outcome)

Increased local jobs.

» Policies and Actions (directives to achieve the goal)

New land use designations for commercial uses at the airport.

Develop a program to attract new businesses to the Industrial Park.



Vision Statement Outreach Events

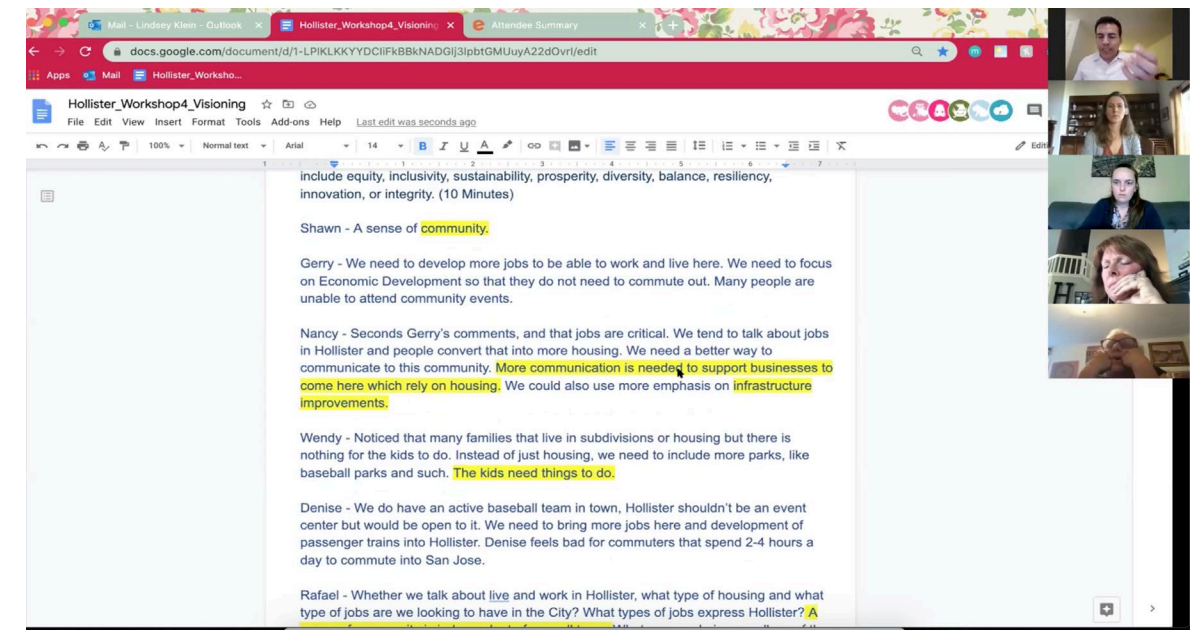
» Virtual Visioning Workshops

- June 27, 2020, 10-11:30 am
- June 30, 2020, 6-7:30 pm
- July 8, 2020, 7-8:30 am
- July 9, 2020, 6-7:30 pm

» Online Engagement Tools: June through July 2020

» GPAC - October 6, 2020

» Planning Commission – May 24, 2021



Draft Values

EQUITY



We ensure that everyone is treated fairly. There is equal access to City services and infrastructure and the effects of future decisions are shared by the entire community.

DIVERSITY



We respect our diverse cultural, religious, and political backgrounds. We welcome and support all ages, incomes, and abilities.

INNOVATION



We think boldly, foster new ideas, and generate opportunity.

SUSTAINABILITY



Our actions contribute to our social, economic, and environmental sustainability.

Draft Vision

Hollister is the heart of San Benito County, a welcoming place where people come to live, work, and play. People choose to live here because of the strong sense of community, diversity, and wide range of housing types for all income levels. Framed by the Diablo and Gabilan ranges and surrounding agricultural landscape, Hollister preserves its historic past and ensures that new development complements the small-town charm. High quality design and strong architectural character attract people to retail areas and contribute to a sense of place.

Known as an innovation hub, Hollister attracts businesses to its downtown, its industrial park and its airport so that they can collaborate with each other and benefit from the diverse labor pool. Tourists add to Hollister's economic diversity by dining, shopping, and staying in Hollister while en route to Pinnacles National Park, Hollister Hills State Vehicular Recreation Area, and the surrounding wineries. The availability of high-quality jobs means that residents can work locally, freeing up time that might otherwise be spent commuting.

Traveling by car, bus, bicycle, or on foot are all easy in Hollister. Neighborhoods, schools, shops, jobs, healthcare, and public services are connected by bikeways, walkways and bus and rail lines.

Community life flourishes in Hollister. A vibrant, historic Downtown, lively arts scene, inviting parks and public spaces, and activities and services for people of all ages help forge self-expression, connection, and well-being.

New growth is primarily focused in existing urban areas or adjacent to existing development, to enhance connectedness and preserve active agricultural uses and open space areas. The City coordinates with the County of San Benito and other local agencies to ensure growth is well-planned, sustainable, and provided with needed services and resources.

Hollister is a unique and diverse city that is, and will remain, a place to call home for generations to come.

Policy Recommendations



Community Outreach on Policy Options

» Virtual Community Workshops

- Tuesday, March 9 from 9 to 11 am
- Wednesday, March 10 from 6 to 8 pm
- Thursday, May 6 from 6 to 8 pm (Spanish language)

» Policy Options Online Survey

» GPAC Meetings

- Tuesday, March 23
- Tuesday, March 30
- Tuesday, April 6
- Tuesday, April 13
- Tuesday, April 27

» Planning Commission Study Session – May 24, 2021

Policy Topics

1. Parks
2. New School Funding
3. Farmland Mitigation
4. Sensitive Habitats
5. Heritage Trees
6. Economic Development
7. Retail Leakage
8. Job Creation
9. Industrial Uses
10. Tourism
11. Airport
- ~~12. Cannabis~~
13. Complete Streets and Safe Routes to School
14. Level of Service
15. Roundabouts
16. Growth Management
17. Special Planning Areas
18. Residential Land Use Designations
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24. Climate Change, Sustainability, and Natural Hazards

New School Funding

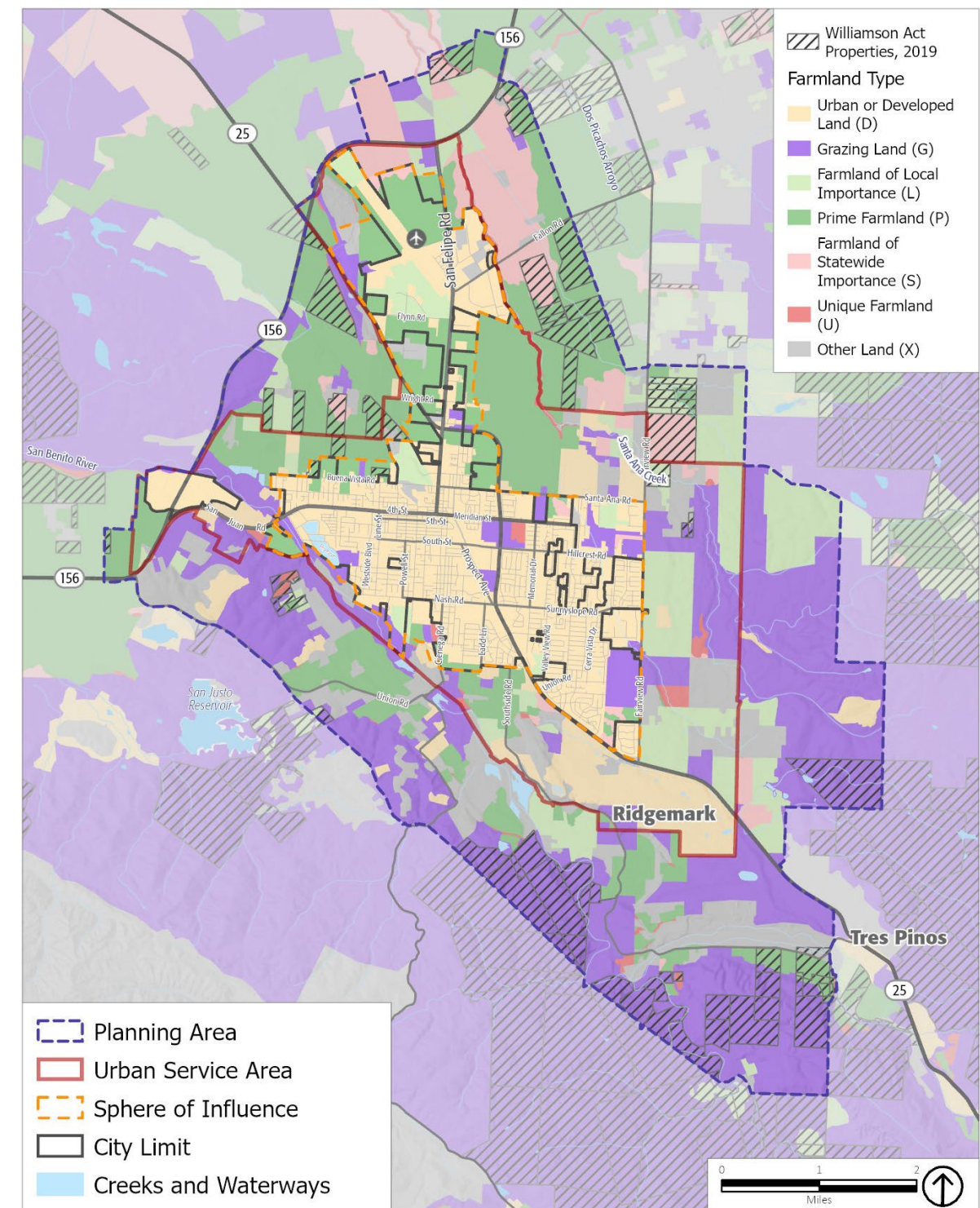
- » Existing school impact fees are insufficient to construct new school facilities
- » Senate Bill 50 limits the amount of impact fees jurisdictions can collect
- » Additional school funding would need to be generated through incentives or bond measures

New School Funding –Recommendation

1. Grant additional density, more flexible setbacks and building heights, and/or reduced parking requirements for projects that voluntarily provide additional school funding.
2. Require the preparation of a Specific Plan, Financing Plan, **Development Agreement** or other similar document as a pre-condition for annexation or redesignation of land for new urban use. The plan shall identify means to ensure adequate funding to support construction of all needed public facilities, including water, sewer, storm drainage, roads, sidewalks, parks, and public schools.

Farmland Mitigation

- » **Agricultural mitigation strategy will be required per the California Environmental Quality Act (CEQA)**
- » **Typical agricultural mitigation is a 1:1 or 2:1 ratio**
- » **Characteristics of viable ag sites:**
 - 20 acres is typical minimum size for viable agricultural production, but high-income crops might be viable at 5 acres
 - Access to water
 - Soils with capacity to retain moisture
 - Buffers between farming and residential uses
 - Surrounding land uses are rural

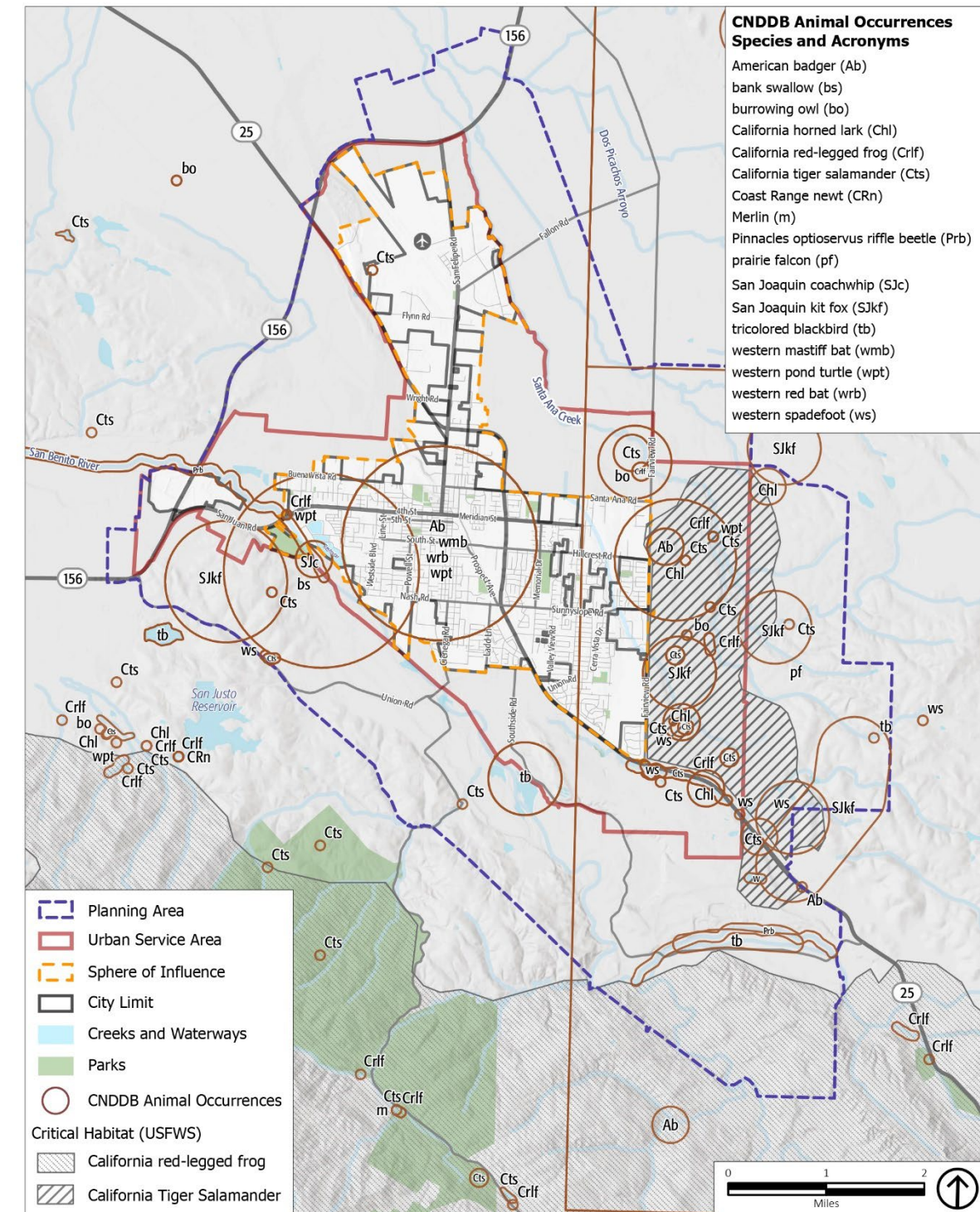


Farmland Mitigation – GPAC Recommendation

1. Require two acres of agricultural land be preserved for each acre of farmland converted (2:1 ratio).
2. Establish the City as the agricultural mitigation enforcement agency, but assign management responsibilities to a conservation organization.
3. Require agricultural mitigation for land classified as Prime Farmland, Unique Farmland, or Farmland of Statewide Importance.
4. Develop an agricultural buffer for areas projected to remain at the interface between urban and agricultural uses.

Sensitive Habitats

- » East side of city includes critical habitat
 - California red-legged frog
 - California tiger salamander
- » Federal, state and local regulations protect sensitive habitat
- » Future residential development planned for this area



Sensitive Habitats – Revised Recommendation Based on USFWS Input

1. Require a qualified biologist evaluate the potential for protected biological resources for proposed projects on sites that may support these species.
2. Avoid development in areas with high quality habitat. High quality habit includes sites with known species occupants, presence of breeding habitat, larger area of suitable habitat, and the absence of nearby development.

Level of Service

- » 2005 General Plan uses Level of Service to evaluate how a proposed project would impact roadway delay
- » General Plan establishes a LOS C for signalized and unsignalized intersections
- » In 2020, 29 of the 37 intersections in Hollister were operating at the adopted standards
- » Senate Bill 743 replaced Level of Service with Vehicle Miles Traveled for environmental review documents

LEVEL OF SERVICE DEFINITIONS FOR SIGNALIZED INTERSECTIONS		
Level of Service	Vehicle Delay (Seconds)	Description
A	0–5.0	Free flow, no congestion (very little delay)
B	5.1–15.0	Stable flow, moderate congestion (slight delay)
C	15.1–25.0	Stable flow, moderate congestion (acceptable delay)
D	25.1–40.0	Approaching unstable flow, high congestion (tolerable delay)
E	40.1–60.0	Unstable flow, near breakdown (typically unacceptable delay)
F	>60.0	Forced flow, breakdown (excessive delay)
Source: 2005 City of Hollister General Plan, page 4.13.		

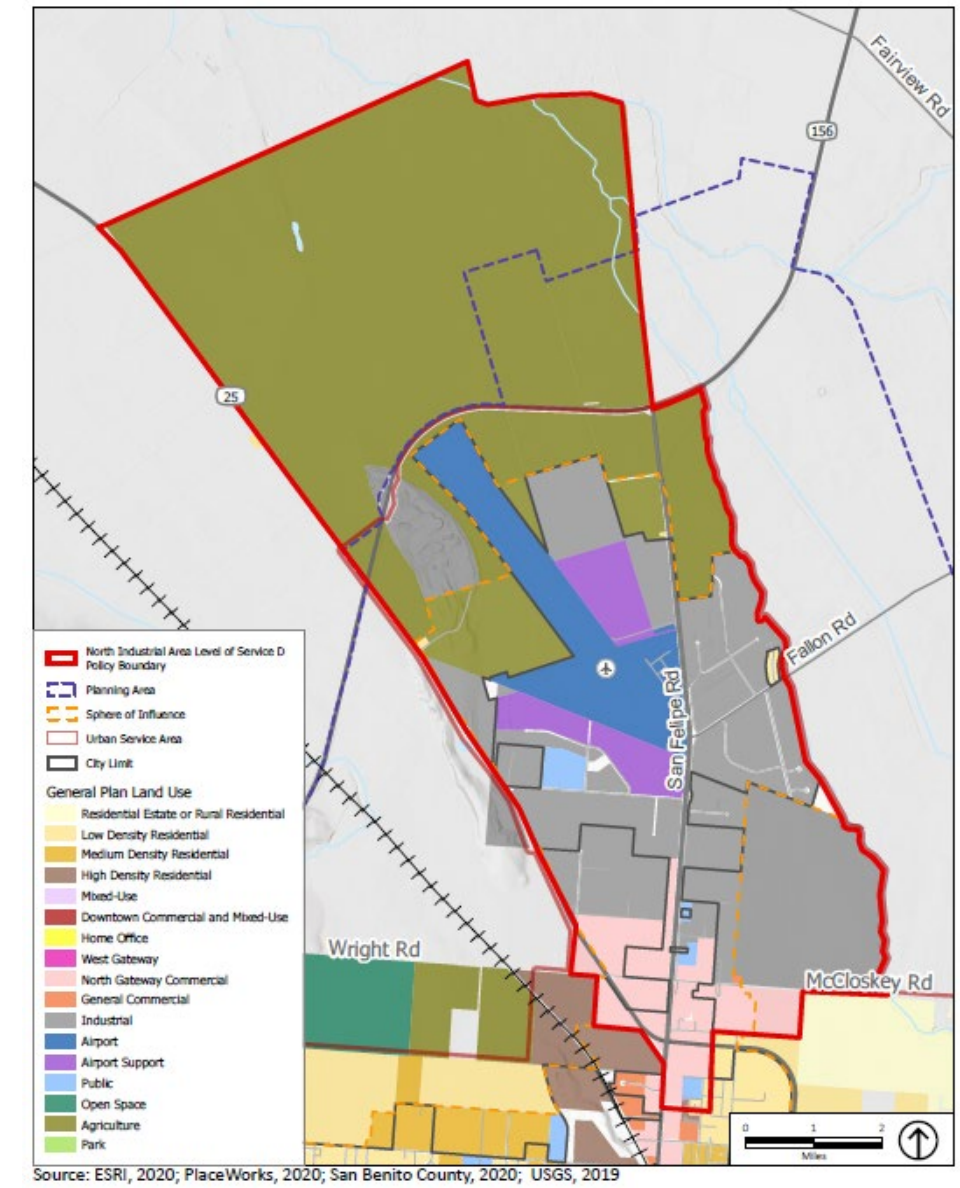
Level of Service – GPAC Recommendation

1. Maintain LOS C in most parts of the city with the following exception:
 - Establish LOS D at the following Downtown intersections:
 - 4th Street and Monterey Street
 - 4th Street and San Benito Street
 - 4th Street and Sally Street
 - South Street and San Benito Street
2. For all other Downtown intersections, do not apply an LOS standard



Level of Service – Recommendation

- » Kimley-Horn, the General Plan transportation subconsultant, recommends the industrial area in north Hollister have an LOS D



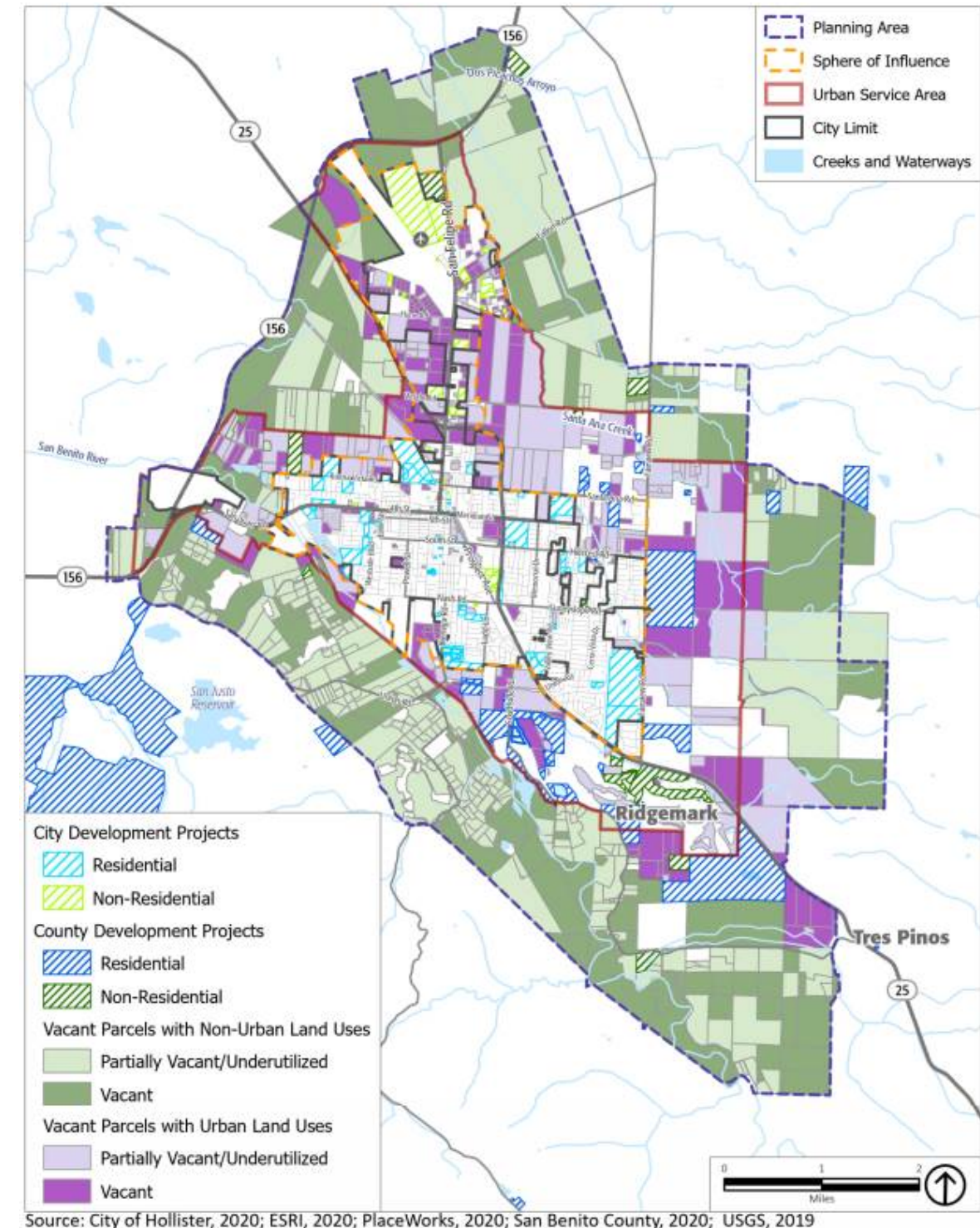
Growth Management

- » Much of the remaining vacant land within the City Limits and SOI is designated for High Density Residential or Mixed Use
- » Depending on the type and intensity of development over the next 20 years, the existing City Limits and SOI may not have sufficient capacity

Growth Scenario	Housing Units	Capacity within existing SOI?
Baseline	2,038	Yes
Moderate (No Cap)	4,854	Maybe – might need to identify up to 220 acres depending on development intensity
Robust (No Cap)	6,854	No – would need an additional 69 to 636 acres depending on development intensity

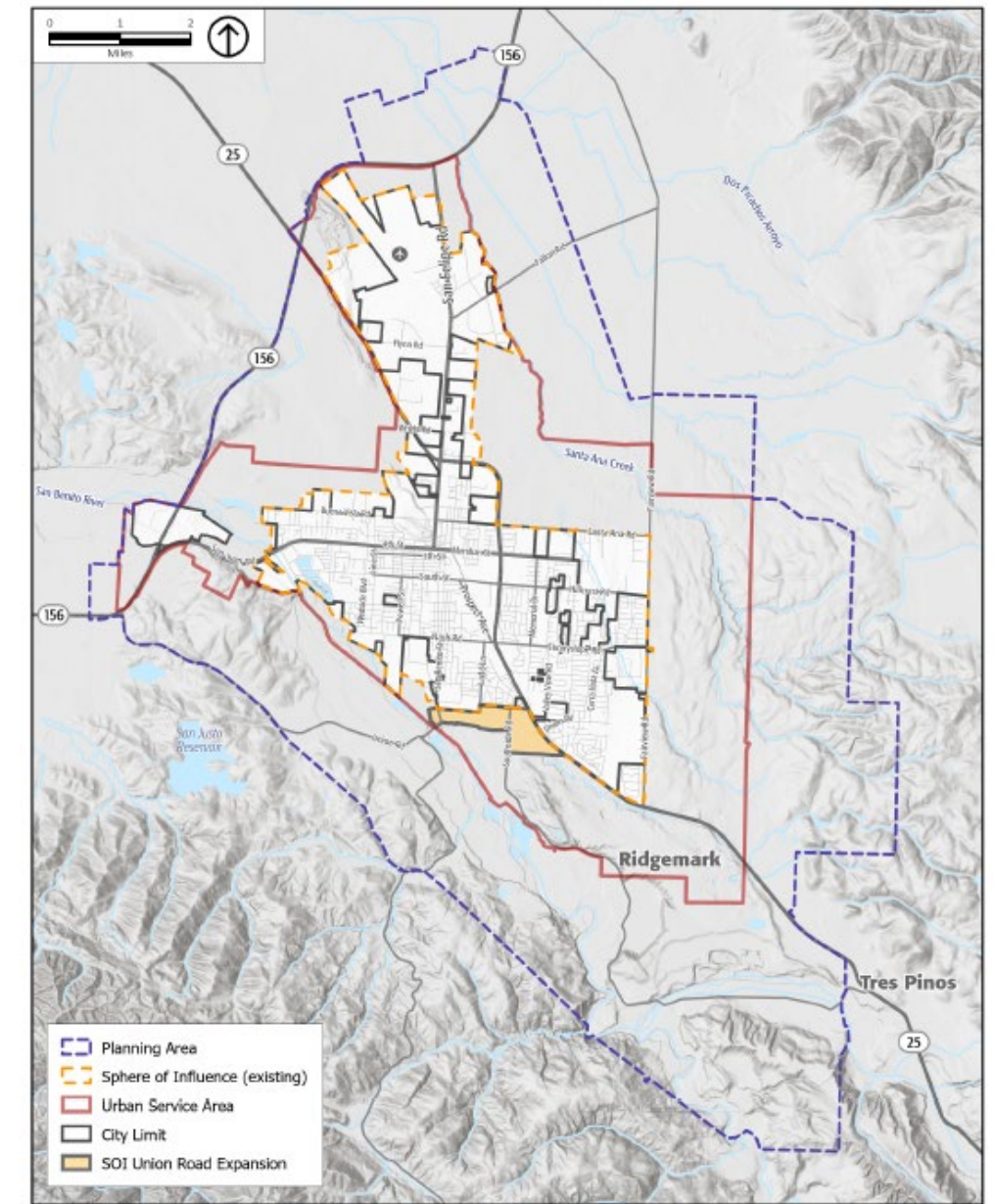
Growth Management

- » City of Hollister is the wastewater treatment provider to the surrounding region
- » **Government Code Section 56133 stipulates that:**
 - Service may only be provided in portions of the SOI where future annexation is expected
 - Service may be provided outside the SOI to address an immediate or pending health and safety threat
- » **Existing agreements with the County of San Benito, San Benito County Water District, and Sunnyslope County Water District might violate State law**



Growth Management – GPAC Recommendation

1. Expand the SOI by approximately 190 acres to add appropriate development areas on north and south sides of the city
2. Require that wastewater treatment service and other City services only be extended to lands within the City Limits or areas of the SOI that are anticipated to be annexed by the City to be consistent with Government Code Section 56133(b) regarding the provision of services outside the City Limits but inside the SOI.
3. Do not renew the 2016 MOU with SSCWD once the MOU expires.



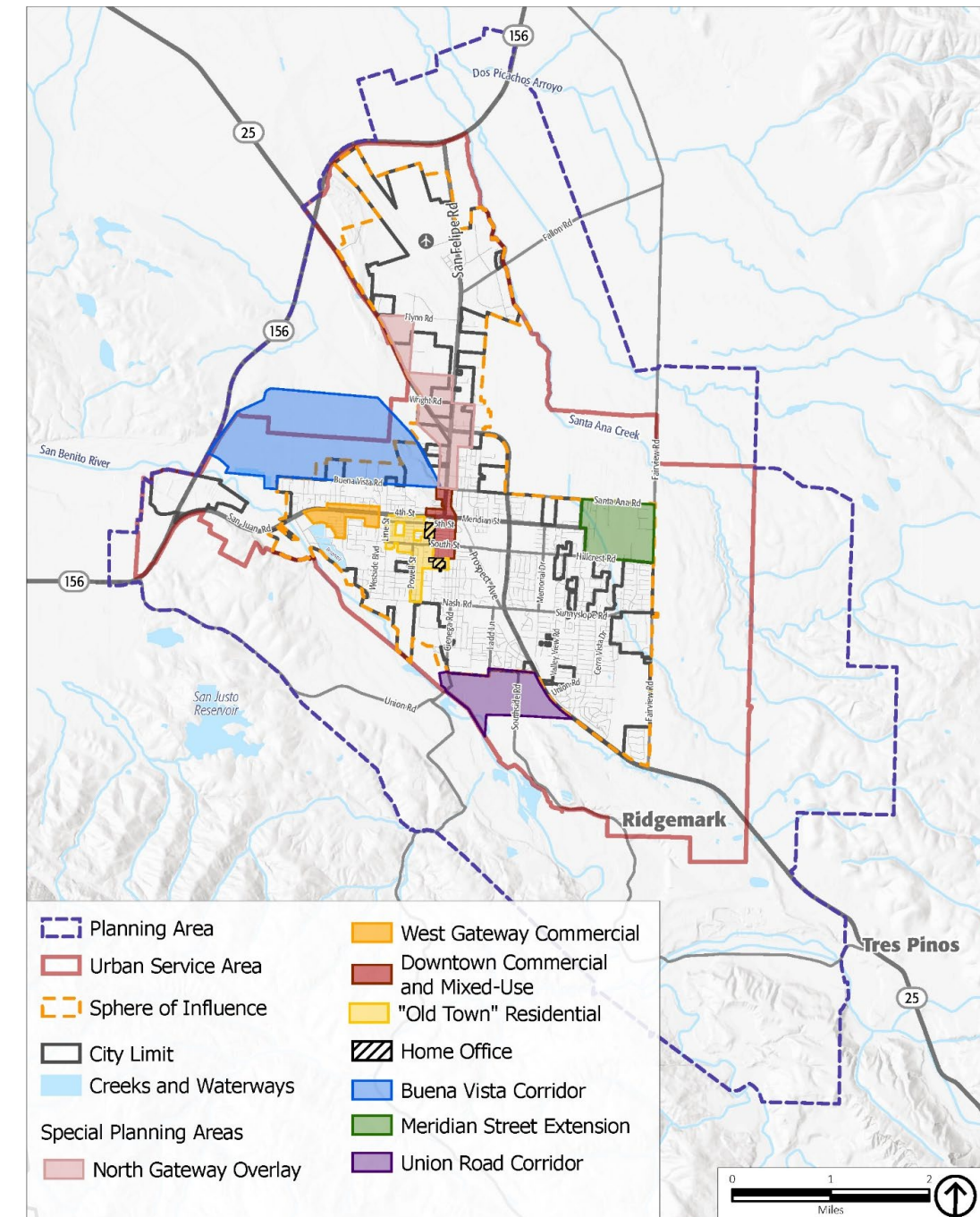
Source: ESRI, 2020; PlaceWorks, 2020; San Benito County, 2020; USGS, 2019

Special Planning Areas

» City has designated three new Special Planning Areas:

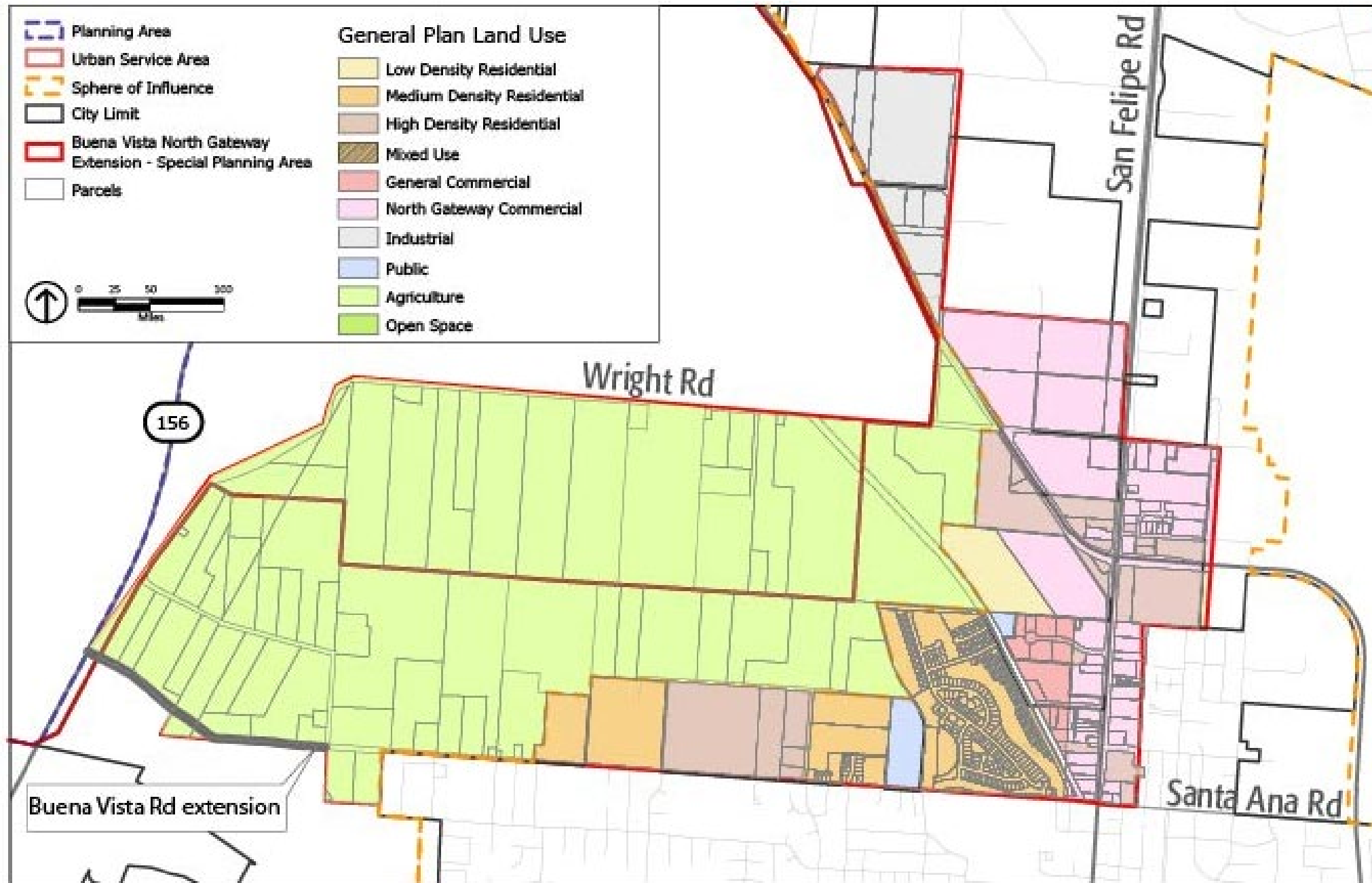
- Buena Vista Corridor
- Meridian Road Extension
- Union Road Corridor

» General Plan Update will explore potential land use and circulation changes for these areas

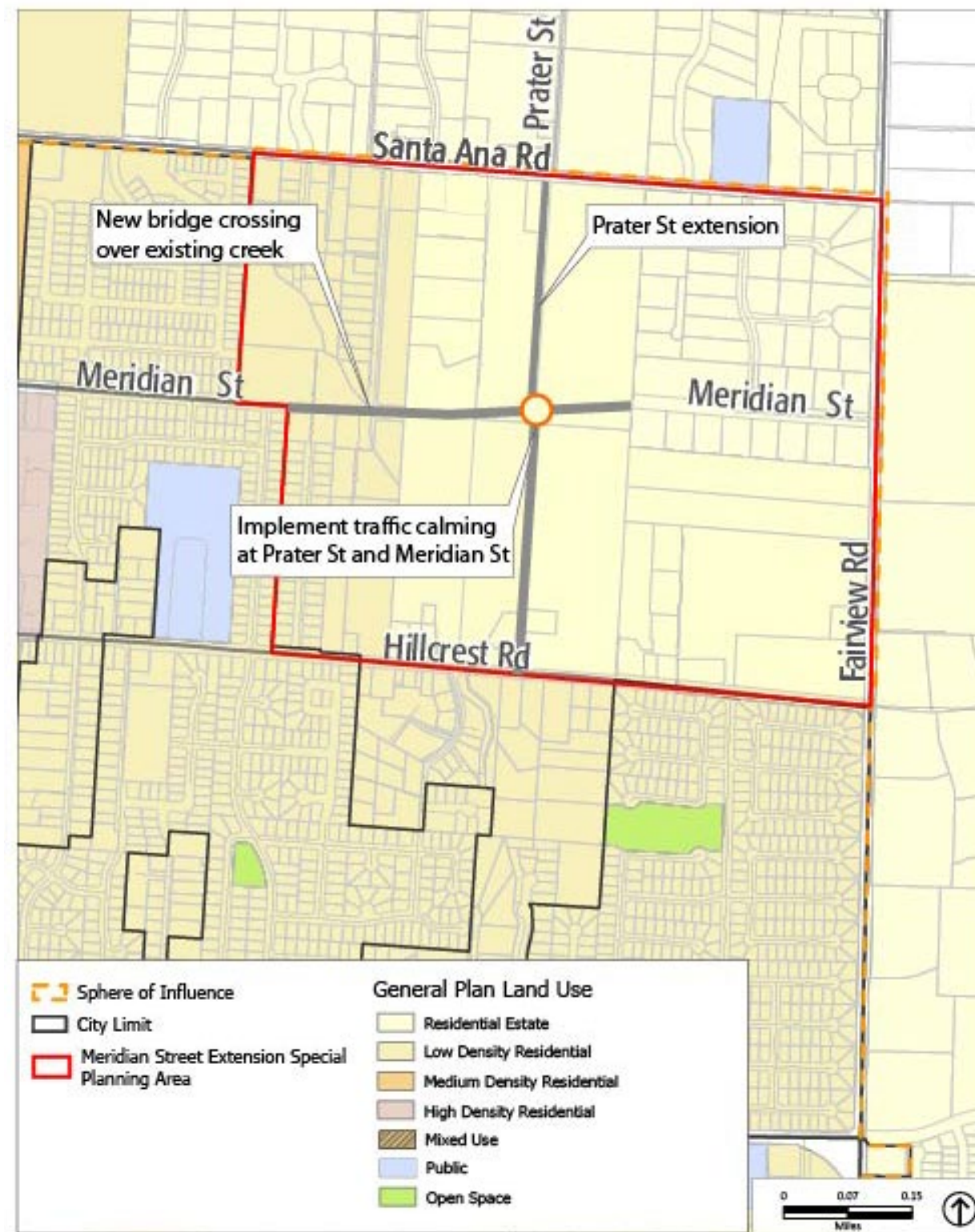


Source: ESRI, 2020; PlaceWorks, 2020; San Benito County, 2020; USGS, 2019

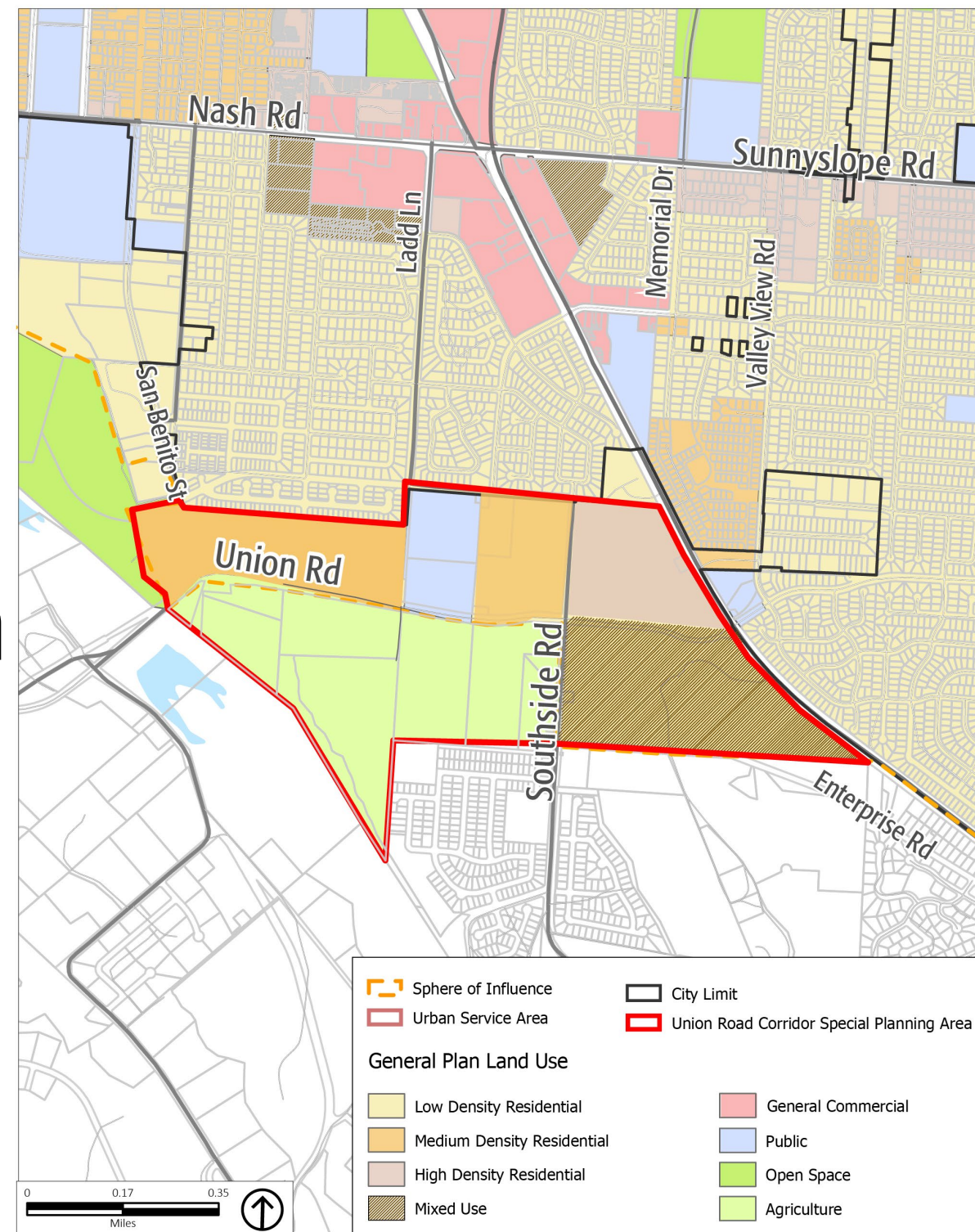
Buena Vista – GPAC Recommendation



Meridian – GPAC Recommendation



Union Road – GPAC Recommendation



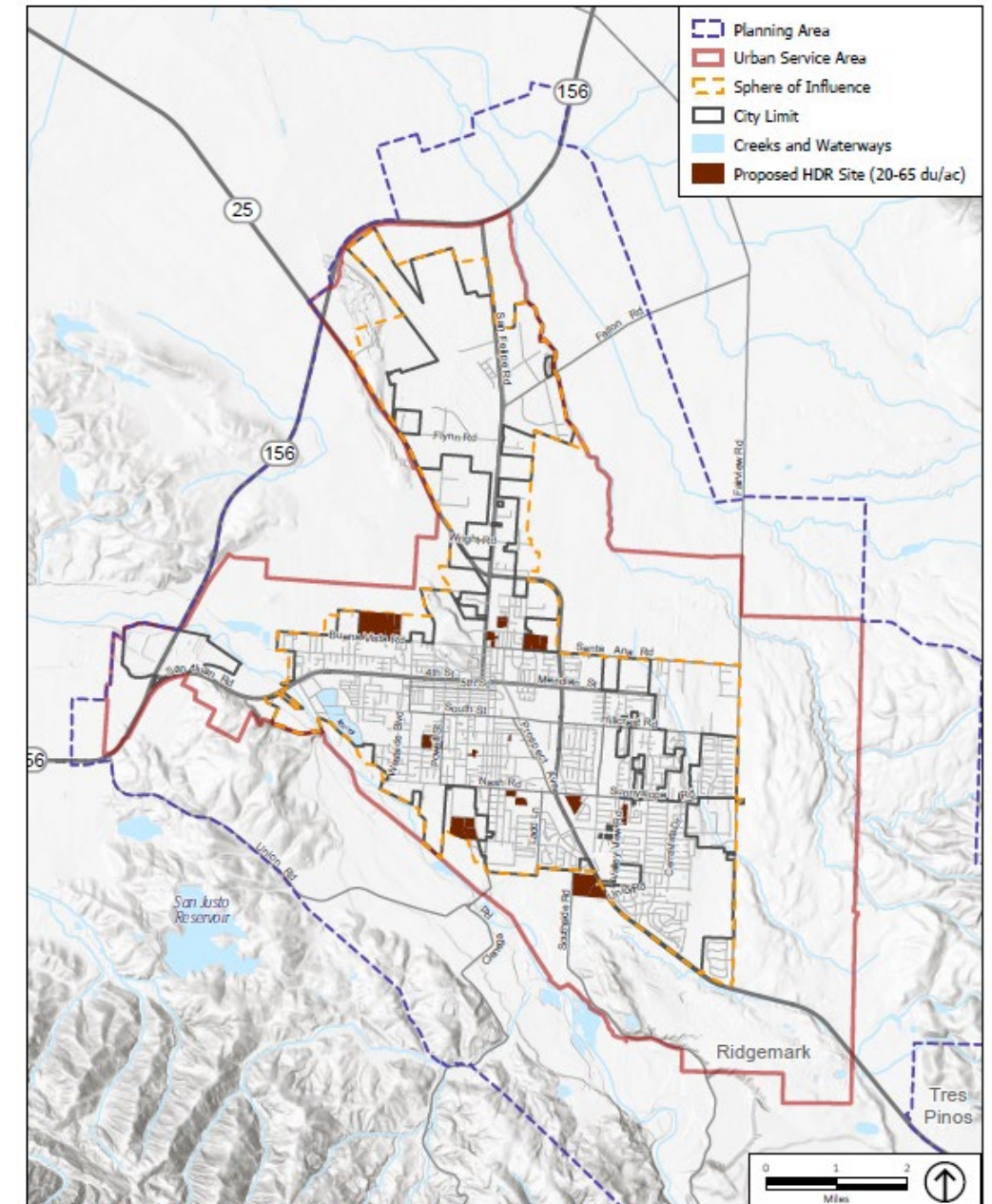
- » Require creation of a Specific Plan
- » Establish a policy to preserve elements of existing orchards

High Density Residential

- » State housing law requires jurisdictions demonstrate they can accommodate their Regional Housing Needs Allocation
- » Hollister's historic development patterns might make it difficult to demonstrate sufficient housing supply for low and very low incomes
- » Designating housing sites with a 20 du/ac minimum would meet State default density option
- » Existing High Density Residential designation allows 12 to 35 du/ac
- » Would need to designate approximately 65 acres to meet default density option

Residential Densities – GPAC Recommendation

1. Create a new residential designation that specifies a minimum density of 20 du/ac. The GPAC recommended that these sites be spread throughout the city.
2. Increase the maximum density of the High Density Residential designation from 45 du/ac to 65 du/ac.
3. Increase the maximum residential density in the Downtown from 35 du/ac to 125 du/ac.



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

Inclusionary Housing


- » **Inclusionary housing policy requires a percentage of new market-rate housing reserved for low- and moderate-income households**
 - Increases housing affordability
 - Reduces housing segregation
 - Supports State-mandated housing targets
- » **May impact project feasibility and can also be construed as an impediment to housing production. Programs affecting rental projects and/or requiring greater than 15% set aside may be subject to State review and approval.**
- » **Hollister Municipal Code already requires inclusionary housing for conversions of multifamily rental units to market-rate multifamily units**

Inclusionary Housing – GPAC Recommendation

1. Require 20 percent of the units be affordable for moderate, low- and very low-incomes. Note State law allows jurisdictions to establish a 15 percent affordable requirement by right. Should the Council confirm an inclusionary housing program with a target above 15 percent, the City would need undertake a feasibility study to determine the program will not be an impediment for housing production.
2. Do not allow alternative compliance to the inclusionary housing program for “for sale” projects such as payment of an in-lieu housing fee, land dedication, or allowing the off-site construction of affordable units. State law requires an in-lieu option for rental housing inclusionary programs.
3. Require single-family subdivisions of 40 units or greater to include 10 percent of the units as multi-family family buildings of four units or more.

Planning Commission Discussion

1. Parks
2. New School Funding
3. Farmland Mitigation
4. Sensitive Habitats
5. Heritage Trees
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HOLLISTER 2040

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June 22, 2021



Parks and Recreation

- » 2005 General Plan established a park standard of 4 acres of park space per 1,000 residents
- » 2018 Draft Park Facility Master Plan suggested a standard of 5 acres of park space per 1,000 residents
- » Current park ratio is 3.5 acres per 1,000 residents
- » Visioning process indicated community support for:
 - Increased parks
 - Targeted improvements to facilities such as Vista Park Hill



Parks and Recreation – GPAC Recommendation

1. Grant additional density, more flexible setbacks and building heights, and/or reduced parking requirements for projects that voluntarily provide additional school funding.
2. Require the preparation of a Specific Plan that includes adequate voluntary developer funding as a pre-condition for development in new development areas. This would ensure that the City and other public agencies could collect needed funds even if it exceeds what is already exacted.

Heritage Trees

- » **Heritage trees provide several community benefits:**
 - Protect against extreme temperatures
 - Increase attractiveness of a city
 - Encourage quality development
- » **Hollister's Municipal Code has a Street Tree Ordinance**
- » **2005 General Plan promotes preservation of significant trees**
- » **No clear definition of what constitutes a significant tree**
- » **No measure in place to ensure heritage tree protection**



Heritage Trees - GPAC Recommendation

1. Add a new policy to generally protect and preserve heritage trees.
2. Specify the requirements for removal, pruning, and trimming of heritage trees.
3. Identify heritage tree protection measures during construction.
4. Define heritage trees as those trees, exclusive of eucalyptus, with a trunk circumference of 60 inches measured at 24 inches above ground level.

Economic Development

- » **General Plan will include a new Economic Development Element**
- » **Focus of goals, policies, and actions will be to:**
 - Diversify and add local jobs
 - Support existing businesses
 - Increase retail options
 - Support the City's fiscal goals

Economic Development – GPAC Recommendation

1. Ensure economic development is a critical function and focus of City staff under the guidance of the City Manager and other executive positions. This includes implementing economic development programs, assisting with business attraction and retention, and initiating other economic development strategies.
2. Improve the collaboration between the City and local and regional stakeholder organizations.
3. Collaborate with local and regional education institutions to increase the skills and expertise of the local workforce.
4. Improve the collaboration between existing industrial users and City staff to ensure existing needs are being met and potential expansion efforts are supported.
5. Maintain a database of available commercial and industrial land and prioritize sites based on evaluation of site characteristics and suitability to accommodate future development. Target high-priority sites for City-led efforts that can help to make them shovel ready for development.
6. Upgrade City infrastructure in specific areas of Hollister (e.g., roads, sewer, water, broadband internet, etc.) to support business expansion and attraction to Hollister.
7. Ensure that economic development policies and procedures are responsive and resilient to the needs created by natural disasters and pandemics.

Retail Leakage

- » **2020 Market Demand Analysis reports an estimated \$26 million annual spending outside of City Limits by Hollister residents**
- » **Retail leakage can be driven by several factors**
 - Location of workplace
 - Shortages in local retail inventory



Retail Leakage – GPAC Recommendation

1. Actively market existing vacant retail land and spaces to potential retail businesses and other active uses.
2. Create a summary of the demographic and economic characteristics required by retailers and food service businesses to locate within Hollister (i.e., population densities, projected housing growth, household incomes, etc.) and include strategies to make Hollister a more appealing location for these business types. Use this summary and strategies to help attract potential retailers that would best serve Hollister's demographic and economic conditions.
3. Encourage proposed projects in the Downtown to incorporate experiential retail and entertainment opportunities to bolster Downtown as a regional destination that is the cultural and social center of the community.
4. Reduce the number of inactive storefronts within Downtown to improve the pedestrian environment by requiring proposed projects to include ground-floor uses, such as retail businesses or lobbies, to activate the street front.
5. Create a City-funded program to improve the condition of existing downtown buildings (e.g., façade improvements, infrastructure upgrades, etc.).

Job Creation

- » **Job growth does not align with population and household growth in the region**
- » **Many Hollister residents work outside the city**
- » **Significant inventory of commercial and industrial sites could accommodate business expansion**

Job Creation – GPAC Recommendation

1. Identify and market the city to potential businesses interested in locating in Hollister (e.g., formalize marketing materials, attend conferences, etc.).
2. Improve the collaboration between the City and existing Hollister businesses to better understand business needs (e.g., conduct a business survey, direct outreach to businesses, attend stakeholder organization meetings, etc.).

Tourism

- » **An estimated 21,000 tourists visit Pinnacles National Park and Hollister Hills State Vehicular Recreation Area annually**
- » **Hollister captures relatively little business from these visitors**
- » **General Plan could include tourism-related economic development strategies to increase spending in the city from these visitors**



Tourism – GPAC Recommendation

1. Identify and address any gaps in the existing tourism market in San Benito County (e.g., regional sporting events, additional outdoor amenities, etc.).
2. Create a unique brand and identity for the City of Hollister as a tourism and visitor destination.
3. Incentivize regional agricultural-related producers (e.g., fresh food, wine producers, etc.) to open brick-and-mortar retail establishments in Hollister through outreach, permit streamlining, financial assistance, and other incentives.
4. To attract visitor and tourism spending, use improved signage directed at travelers on Highways 25 and 156 as well as other investments and policies to highlight Hollister destinations, with a focus on Downtown.
5. Increase the Transient Occupancy Tax (TOT) rate as a mechanism to raise revenues that can be directed specifically to tourism marketing, promotion, and programming (e.g., special events that attract visitors).
6. Continue to collaborate with local tourism-oriented entities to increase visitor attraction.
7. Continue to implement strategies to attract more hotel developments by updating and marketing the existing hotel incentive policy and assessing whether existing zoning designations restrict hotel uses.
8. Support the development of campgrounds and RV parks within the Planning Area.

Industrial Uses

- » Industrial jobs account for 20% of all jobs within Hollister
- » Hollister could accommodate 8 million square feet of new industrial space
- » New demand for industrial space emerging from the cannabis industry



Industrial Uses - GPAC Recommendation

1. Identify existing gaps within Hollister's current industrial sector on an ongoing basis and work to attract industrial companies in these categories.
2. Enhance and strengthen existing business clusters, such as manufacturing, construction, and agriculture.
3. 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.
4. Ensure a transparent and streamlined process for approving and permitting industrial development and building occupancy in the City.

Airport

- » **Hollister Municipal Airport is a major asset for economic development**
- » **Adjacent privately-owned land has direct access to airport which is an attractive property attribute**
- » **General Plan could better leverage the airport as a means for business location and broader economic development goals**



Airport - GPAC Recommendation

1. Recruit potential aviation-related companies to locate on or near the airport property.
2. Incentivize additional development of industrial and aviation-related uses on the airport property by undertaking infrastructure upgrades, streamlining the permitting process, or offering financial incentives through reduced impact fees or other mechanisms.
3. Allocate City and other public funds to support additional upgrades and investments in airport facilities, such as adding fueling stations or constructing support buildings and additional hangars.
4. Market the Hollister Airport as an amenity to existing and future businesses.

Complete Streets and Safe Routes to School

- » **Complete streets accommodate all users, not just vehicles**
- » **Qualities of complete streets:**
 - Sidewalks
 - Bike lanes
 - Transit lanes
 - Frequent crosswalks
 - Median islands
 - Curb extensions
- » **Safe Routes to School encourages K-12 students to walk or bicycle to school**
- » **Hollister has participated in Safe Routes to School efforts**
- » **Benefits include lower transportation costs, reducing traffic congestion, and decreasing pedestrian or bicycle collisions**



Complete Streets – GPAC Recommendation

1. Support Infrastructure upgrades to improve the safety, convenience, and comfort of bicyclists, pedestrians, including students walking or biking to school by encouraging roadway improvements such as mid-block crosswalks, buffers between the sidewalks and major roadways, protected bike routes, timely pavement maintenance, adequate pedestrian crossing times, and installing bicycle parking.
2. Promote transit-friendly street design by encouraging features such as bus stop shelters, streetlighting, and wayfinding.
3. Promote wellness and safety education in local schools.
4. Work with the local school districts to improve bicycle, pedestrian, and traffic flow around school sites.

Roundabouts

- » **Roundabouts have several community benefits:**
 - Maintain traffic flow
 - Reduce severe collisions
 - Enhance pedestrian and bicycle safety
- » **City Council Resolution 2019-75 established that roundabouts may be considered to improve traffic circulation at some intersections**
- » **GPAC Recommendation:**
 - Encourage the use of roundabouts at existing intersections with capacity, efficiency, or safety problems as feasible.



Net vs. Gross Density

- » **Net density is based on portion of parcel that can accommodate housing (City uses net density)**
- » **Gross density is based on the total area of the parcel**
- » **Net density has some limitations:**
 - Obscures project review process
 - Does not achieve the maximum density limits
 - Limits the types of housing projects that can be built
- » **Existing High Density Residential and Mixed Use density limits may be too low**
 - Small parcels limit what can actually be built
 - Raising density limits could encourage developers to propose Downtown residential and multi-family units
- » **GPAC Recommendation:** *Base the residential density limits on gross acreage and maintain the existing residential density ranges.*

Historic and Cultural Resources

- » Federal and State regulations provide protection of historic and cultural resources
- » Hollister and surrounding area have 363 non-archeological cultural resources
- » Hollister has two recognized historic districts (Downtown and Monterey Street)
- » 2005 General Plan and Hollister Municipal Code include policy direction for protection of historic resources
- » City does not have a historic resources commission



Historic and Cultural Resources – GPAC Recommendation

1. Form a historic resources commission whose function would be to evaluate the proposed demolition or alteration of historic buildings or cultural resources to minimize development impact.
2. Establish incentives for property owners to preserve historic and cultural resources, such as expediting the permitting process, waiving or reducing City development fees, reducing parking requirements, and/or encouraging the adaptive reuse of historic buildings.
3. Support the development of a comprehensive inventory of cultural and historic resources.
4. Educate the public about Hollister's historic and cultural resources.
5. Encourage interpretive signage and education for known tribal and cultural resource sites.

Coordination with Local Tribes

- » **State requires jurisdictions to consult with local tribes on development projects to see if a project will impact tribal cultural resources**
- » **Early and ongoing dialogue between tribes and cities is central to successful tribal consultation efforts**
- » **GPAC members and meeting participants expressed support for strengthened tribal coordination policies**

Coordination with Local Tribes – GPAC Recommendation

1. Acknowledge the importance of TCRs (as distinct from listed archeological or historic sites).
2. State the City's intention to take concrete steps to preserve TCRs.
3. Support the tribal consultation process, relationship building, and respect for TCRs.
4. Require a pre-construction investigation of potential TCRs if they are found on development sites.

Environmental Justice

- » **SB 1000 requires General Plans address environmental justice if a jurisdiction includes disadvantaged communities**
- » **Environmental justice topics include:**
 - Access to affordable and nutritious food
 - Bike and pedestrian-safe streets
 - Reduced exposure to pollution
 - Promoting public participation in public processes
 - Equal access to public services and facilities
- » **Hollister does not have State defined disadvantaged communities**
- » **Draft General Plan Vision introduces equity as one of Hollister's four key values**



Environmental Justice – GPAC Recommendation

1. Encourage the development of complete neighborhoods that provide for the basic needs of daily life, such as access to employment, fresh food, transit options, spaces for physical activity, and social connection, and for the health, safety, and mental well-being of residents.
2. Promote projects that would improve access to affordable and nutritious food in disadvantaged or underserved communities.
3. Reduce exposure to pollutants in disadvantaged or underserved communities by prohibiting the co-location of incompatible land uses (e.g., childcare centers and industrial uses) and restricting truck routes to commercial corridors to the extent feasible.
4. Establish a public participation process in City planning projects that targets disadvantaged or underserved communities.
5. Prioritize infrastructure improvements and City recreational programs that serve disadvantaged and underserved communities.

Arts and Culture

- » Several arts and cultural organizations located in Hollister
- » Much of the city's culture is informal and related to Latinx culture, such as:
 - Mural-making and street art
 - Mariachi bands
 - Baile folkórico



Arts and Culture: Potential Goals

- » **Leadership:** Cultivate strong, cooperative and diverse and culture arts leadership in government, educational, private and non-profit sectors.
- » **Cultural Environment:** Recognize and support the diverse creative voices and practices of people and organizations in the city to sustain a vibrant and authentic cultural environment.
- » **Arts Every Day:** Support broad access to and participation in the arts for everyone in the city.
- » **Creative Identity:** Develop a distinct identity for Hollister as a regional destination for arts, culture and creative enterprises, within the greater San José region and within the San Benito, Santa Cruz and Monterey County sub-region.
- » **Place:** Pursue physical planning and design strategies that support and give visual presence to the city's creative life, culture and history. Ensure there are adequate facilities for the production, presentation and sale of art in the city.
- » **Arts Ecosystem:** Facilitate the creation, delivery and enjoyment of the arts and encourage the growth of creative industries, through strategic public and private actions; seek linkages to the city's tourism strategies.
- » **Sustainability.** Develop ongoing funding streams for both arts programming and long-term capital investments related to arts and culture.

Arts and Culture: Potential Policies and Actions - GPAC Recommendation

1. Support Arts and Culture Commission leadership on advising the City Council on priorities for arts and culture planning, programming and investments.
2. Provide a City to liaison to arts, culture and creative enterprises and organizations, prioritizing matters such as funding and event coordination.
3. Support the creation or designation of a non-profit entity that can serve as a fiscal agent for individual artists and arts organizations that have not formally incorporated but would like to seek grants.
4. Ensure that arts and culture leadership is reflective of the city's diversity.
5. Support shared-use agreements between arts organizations with a need for space and non-profits, public agencies and private entities with available space.
6. Support pipeline to work programs linking secondary school students to creative careers.
7. Support the development of a strategic plan for the San Benito Arts Council.

Arts and Culture: Potential Funding Approaches - GPAC Recommendation

1. Explore sustainable public funding streams for arts and culture events, program and activities from ongoing sources.
2. Explore funding streams for physical arts and culture investments, including impact fees.
3. Incorporate public art into major new private developments, especially Downtown projects and civic / institutional projects elsewhere in the city.
4. Incorporate art and culture actions into Downtown revitalization efforts.
5. Work collaboratively with arts and culture organizations to obtain arts and culture grants from national funders.

Arts and Culture: Facilities and Events – GPAC Recommendation

1. Undertake a placemaking plan that considers both public art and other place activation strategies.
2. Examine the need for a community arts center, considering its mission, audience, function, operating entity and funding and determine whether to move forward. As part of this study, consider the potential for the arts center to include historical displays and exhibits.
3. Evaluate the potential for an arts and culture district in Hollister, considering both downtown and a naturally occurring cultural district outside downtown, building consensus on needs, goals and actions.
4. Evaluate the need, opportunities and strategies for creating artist living and work space.
5. Support the provision of mini-grants for small-scale creative activations, such as activities in public spaces, murals and exhibitions in interior spaces that are open to the general public (such as coffee shops, libraries and recreation centers).
6. Establish a yearly arts festival.
7. Incorporate public art into city infrastructure and public space projects, including small-scale enhancements of existing infrastructure.
8. Develop strategies for maintaining public art that the city owns.

Arts and Culture: Regulatory Changes – GPAC Recommendation

1. Create land-use policies that support destination creative enterprises.
2. Explore and resolve permitting, zoning and licensing issues to support the arts, culture and entertainment uses downtown, including indoor and outdoor business spaces, public spaces and vacant spaces.
3. Explore and resolve permitting, zoning and licensing issues to support low-impact creative enterprises in neighborhoods.
4. Affirm Hollister's commitment to allowing free expression of murals on private property, while protecting against using murals for advertising.

Greenhouse Gas Emissions

- » Burning of fossil fuels emits heat-trapping gases called greenhouse gases (GHGs) that build up in the atmosphere and cause climate change
- » Hollister CAP will:
 - Establish GHG emission reduction targets
 - Identify policies and a roadmap to help meet the city's GHG reduction goals



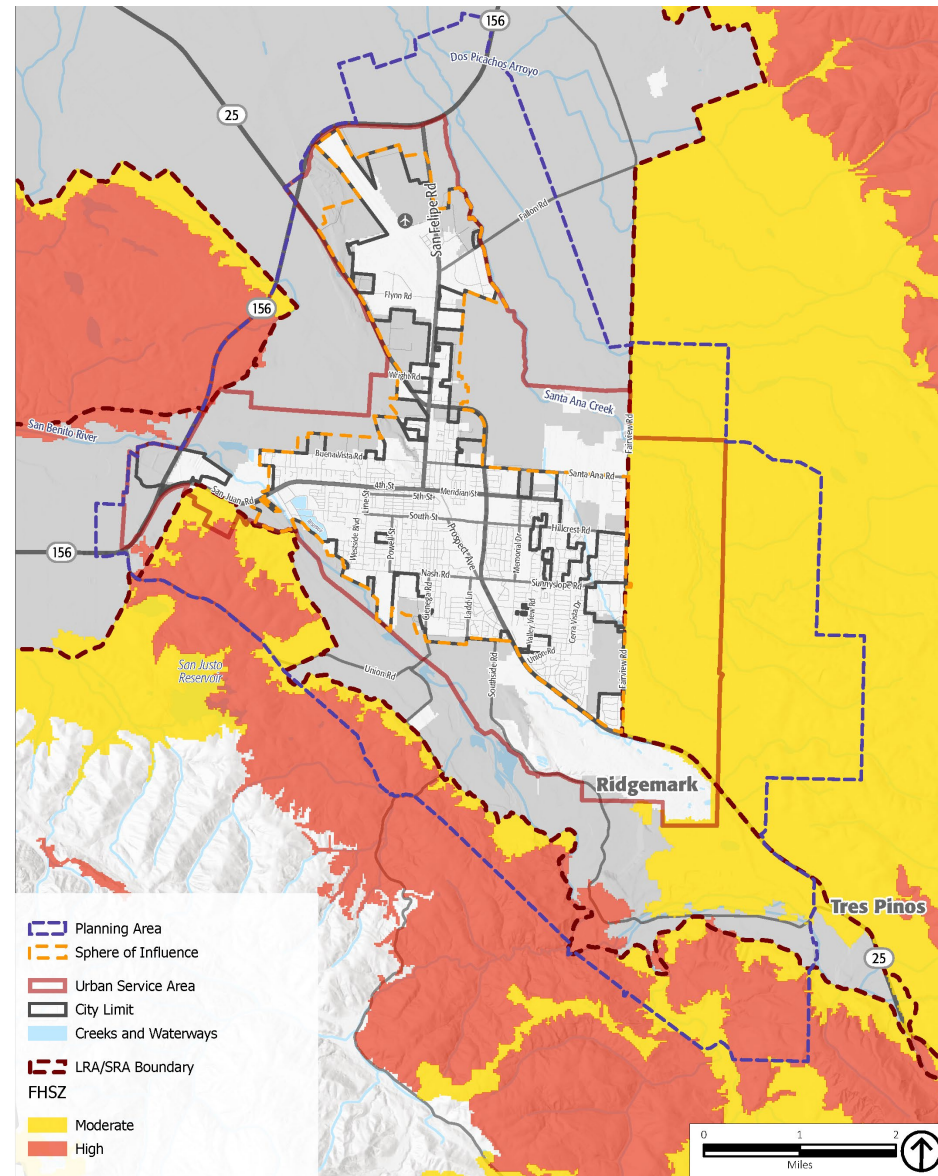
Greenhouse Gas Emissions – GPAC Recommendation

1. Become a carbon neutral community before 2045.
2. Meet the State's GHG reduction goals.
3. Reduce energy use through use of energy efficient appliances, lighting, and materials in our homes, businesses, and City facilities and use education and incentives to promote and sustain energy conserving design and practices.
4. Transition to carbon free energy sources in new and existing development.
5. Increase local renewable energy and energy storage facilities.
6. Promote sustainable infill and mixed-use development.
7. Transition to low or no-carbon transportation, which could include installation electric vehicle charging stations at public and private facilities, expansion of bicycle and pedestrian infrastructure, and conversion to zero emissions fleets and buses.
8. Become a zero-waste community by working to reduce and ultimately eliminate single-use materials, like plastic cups, Styrofoam containers, and similar disposable items, from our landfills, and to support reuse of materials and products, repair and sharing of items, and relying on sustainable materials to build our homes and businesses.
9. Reduce water use by encouraging low water landscaping, using greywater, installing water-efficient appliances, and encouraging conservation efforts.

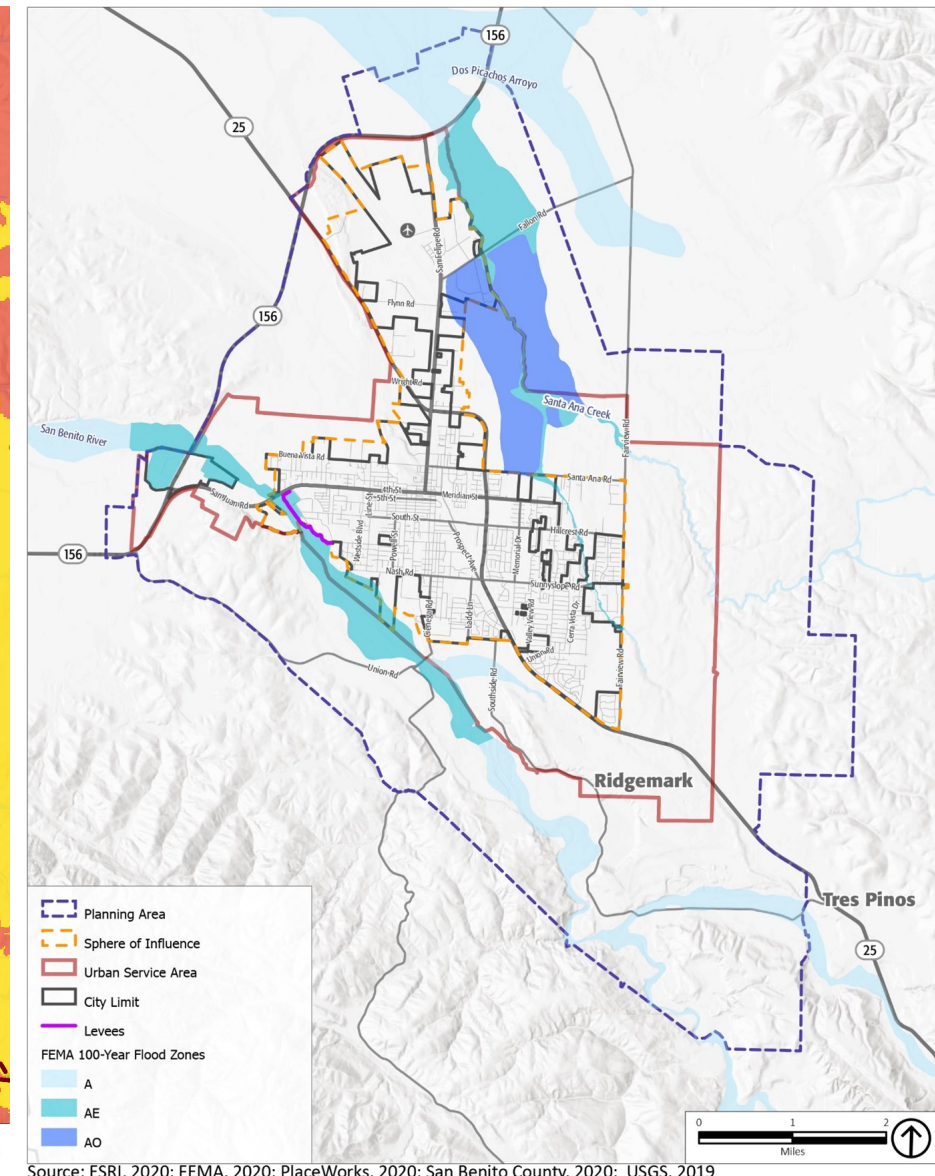
Natural Hazards and Climate Change

» Hollister is susceptible to several climate related hazards including:

- Flooding
- Extreme heat
- Drought
- Wildfires



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



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

Natural Hazards and Climate Change - GPAC Recommendation

1. Promote tree planting to help shade and cool the community.
2. Establish a network of equitably located Community Resilience Hubs, which are community resource centers to support education and information, tools and resources, pilot projects, and examples of sustainability and resilience. These Hubs can also be cooling centers and places of refuge during extreme events or disasters and centers for resource sharing after emergencies.
3. Provide disaster preparedness education opportunities and materials in English and Spanish, and other relevant languages in the community.
4. Promote vegetation management and fire-resistant site design on residential properties and businesses.
5. Coordinate with local medical providers to ensure that low-cost medical and emergency medical services are available to all residents in the city.
6. Encourage existing residences and businesses to transition to drought-resistant plants.
7. Advertise water conservation efforts year-round and work to promote the many benefits of reducing water use, which could include cost savings and incentives.