



**STAFF REPORT
CITY COUNCIL SPECIAL MEETING AGENDA
MEETING DATE: JUNE 22, 2021**

SUBMITTED:	June 11, 2021	AGENDA ITEM:	Public Hearings
DEPARTMENT:	Planning	CONTACT:	Eva Kelly, Associate Planner
DEPARTMENT HEAD:	Abraham Prado, Planning Manager		831-636-4360 x25

TITLE OF ITEM: GENERAL PLAN UPDATE POLICY OPTIONS STUDY SESSION

BRIEF DESCRIPTION: The City Council will hold a study session to review the draft general plan vision statement and policy recommendations for key unresolved policy issues for the general plan. The draft vision statement and policy recommendations were informed by public, the General Plan Advisory Committee (GPAC), and Planning Commission feedback through a series of community workshops and General Plan Advisory Committee meetings held over Summer 2020 and Spring 2021.

RECOMMENDATION: The City Council hold a study session to review the general plan vision statement and policy recommendations and provide direction to staff and consultant (Placeworks).

DEPARTMENT SUMMARY: The City of Hollister along with our consultant, Placeworks, are currently working on a General Plan Update for the existing 2005-2023 General Plan. The General Plan provides a blueprint for growth and development of the City over an approximately 20-30 year timeframe, and the current General Plan Update is proposed to provide direction through the year 2040.

Over the course of Summer 2020 and Spring 2021, the City and Placeworks have held multiple virtual workshops and public meetings to receive input on the draft vision statement and draft policy options for the general plan update. There were four virtual workshops in the summer of 2020 and three General Plan Advisory Committee (GPAC) meetings in the fall of 2020 to receive input and provide direction on the draft vision statement and background reports. There were two public workshops in March 2021, five GPAC meetings throughout March and April 2021, a Spanish language workshop in May 2021, and a Planning Commission meeting on May 24, 2021 where we have received input and direction on the draft policy options. In addition to public meetings, there has also been a policy options survey which is available in both English and Spanish on the general plan update website, hollister2040.org, since April for members of the public to also provide comment on the general plan update and policy options.

Staff and consultant have collected all of the feedback we have heard from the public and advisory boards thus far regarding the various policy topics, and tonight recommends to present upon the draft vision statement and following key policy topics to receive direction from the City Council:

- New School Funding
- Farmland Mitigation
- Sensitive Habitats
- Level of Service

- Growth Management
- Special Planning Areas
- Residential Land Use Designations
- Inclusionary Housing

In addition to the key topics identified by staff and Placeworks, the following additional policy topics are available for discussion as well at the recommendation of the City Council and/or the public:

- Parks
- Heritage Trees
- Economic Development
- Retail Leakage
- Job Creation
- Industrial Uses
- Tourism
- Airport
- Cannabis
- Complete Streets and Safe Routes to School
- Roundabouts
- Historic and Cultural Resources
- Coordination with Local Tribes
- Environmental Justice
- Arts and Culture
- Climate Change, Sustainability, and Natural Hazards

David Early and Carey Stone from Placeworks will present the report on the General Plan Update.

ATTACHMENTS:

1. 01 Hollister_VisionStatement_2021
2. 02A HollisterPolicyOptionsMemo_June14
3. 02B PolicyOpt_AppendixA
4. 02C PolicyOpt_AppendixB
5. 02D PolicyOpt_AppendixC
6. 03 ExecSum_HollisterPolicyOptionsMemo_June14
7. 04 PolicyWorkshops_Summary_051021
8. 05 PolicyCommentsCombined_051021_Redacted_Small

THIS REPORT WAS REVIEWED BY THE CITY MANAGER WHO CONCURS WITH THE STAFF RECOMMENDATION



Brett Miller, City Manager