



**STAFF REPORT
CITY COUNCIL REGULAR MEETING AGENDA
MEETING DATE: JANUARY 18, 2022**

SUBMITTED:	January 6, 2022	AGENDA ITEM:	Reports of City Council, Officers, Boards and Committees
DEPARTMENT:	Planning	CONTACT:	Eva Kelly, Associate Planner
DEPARTMENT HEAD:	Abraham Prado, Planning Manager		831-636-4360 x25
SPONSOR(S):	Burns		

TITLE OF ITEM: AN UPDATE ON THE CURRENT STATUS AND BACKGROUND WORK OF THE CITY OF HOLLISTER 2040 GENERAL PLAN UPDATE PRESENTED BY PLACEWORKS

BRIEF DESCRIPTION: City of Hollister and Placeworks Staff will provide a brief presentation on the current status of the 2040 General Plan Update, the work that has been done so far, and confirm the direction we received from the GPAC, Planning Commission, and City Council during the visioning and policy options review process in 2020 and 2021.

RECOMMENDATION: That the City Council receive the presentation and confirm the direction that staff and Placeworks have been following for the 2040 General Plan Update.

DEPARTMENT SUMMARY: The City of Hollister is currently in the process of updating its General Plan through the year 2040. During the Fall of 2020 through the Summer of 2021, the City, along with our consulting firm, Placeworks, held multiple public workshops as well as hearings with the Planning Commission and City Council to receive input and direction on the vision and policy options for the General Plan.

Staff and Placeworks have been working on the draft General Plan under the direction we received from the public, General Plan Advisory Committee, Planning Commission, and City Council during the outreach process. See attached the attached final policy options and version showing the options with the City Council's edits from the June 22, 2021 Study Session of the General Plan Update. Prior to finalizing the draft General Plan, City Staff and Placeworks would like to provide a brief presentation on the work that has been done so far on the General Plan Update and the current status of the work, as well as to confirm the direction of the draft General Plan.

ATTACHMENTS:

1. Jan18.2022_General Plan Update Presentation
2. 1. City Council Policy Recommendations_Clean
3. 2. City Council Policy Recommendations_Red Line
4. 3. Draft_GP2040_LU_Designations_11x17

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

A handwritten signature in black ink, appearing to be "R. Kelly", written over a horizontal line.

Brett Miller, City Manager



HOLLISTER 2040

GENERAL PLAN UPDATE

City Council Meeting

January 18, 2022



Tonight's Agenda

- » Overview of the General Plan Update
- » Review completed tasks
 - Draft Vision Statement
 - Policy Options
- » Draft General Plan Land Use Map

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

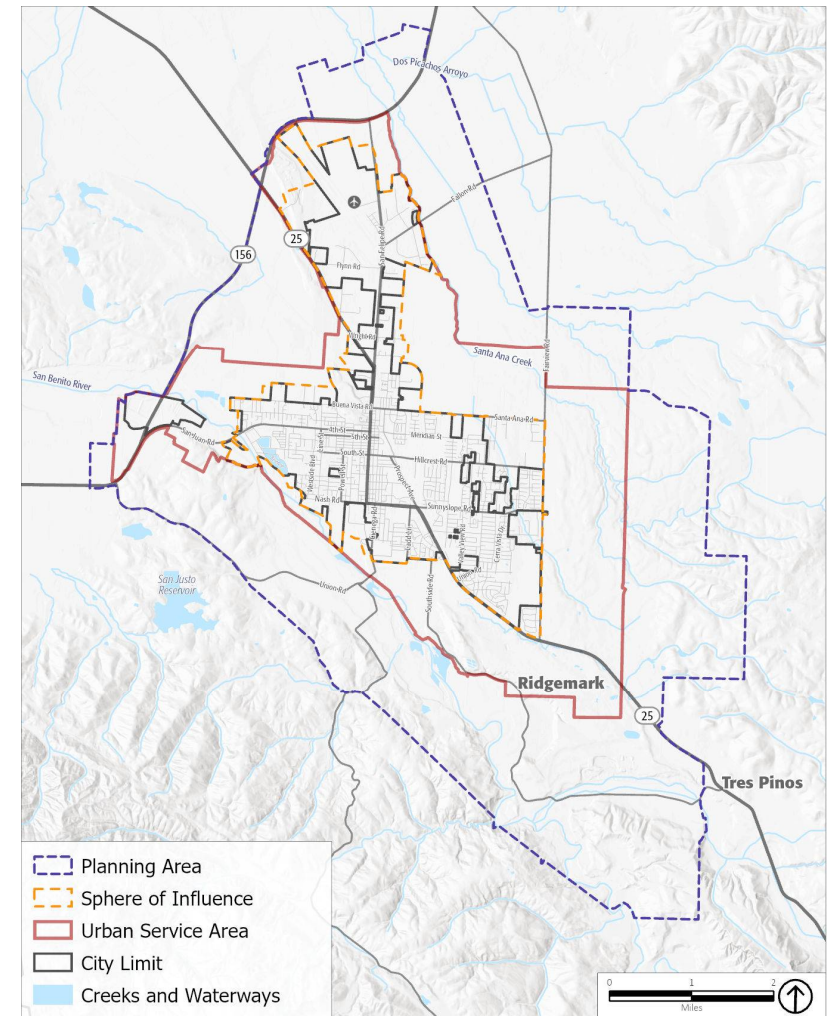
- » Engage broad spectrum of the community
- » Establish the community's vision for Hollister in 2040
- » Maintain small town agricultural character
- » Manage growth consistent with community goals
- » Ensure high quality development
- » Support economic development
- » Respond to State mandates and 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, most outreach has relied on virtual technology.



www.Hollister2040.org



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[PUBLIC ENGAGEMENT ▾](#)
[CALENDAR](#)
[DOCUMENTS](#)
[HAZARD PLAN](#)
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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 - Spring 2022
Other Work Products	Fall 2020 - Spring 2022
Environmental Impact Report	Spring 2021 - Summer 2022
Public Review and Adoption	Spring 2021 – Fall 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

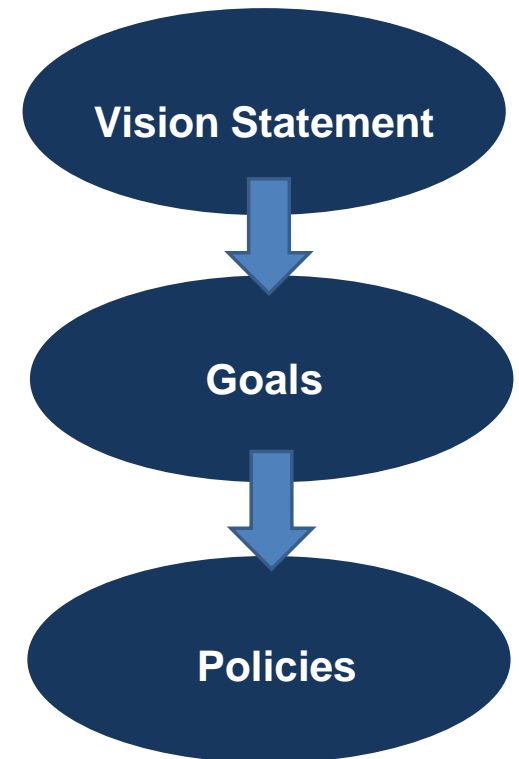
- Chris Evans
- Carol Johnson
- Larry Rebecchi

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



Vision Statement Outreach Events

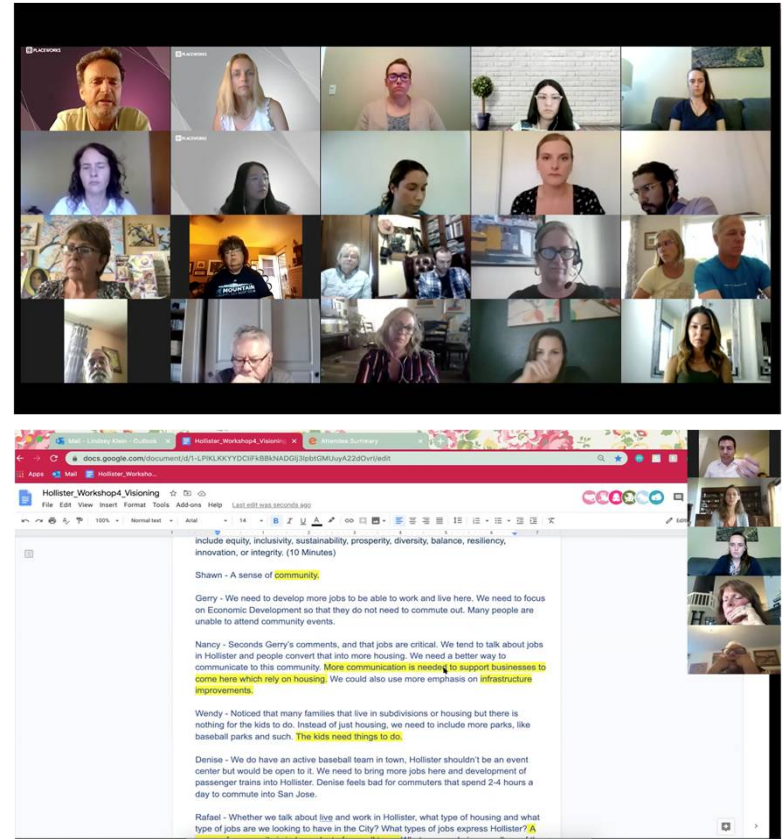
» Virtual Visioning Workshops

- 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



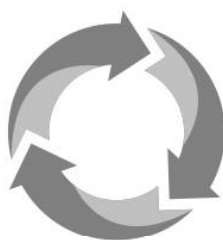
We respect our diverse cultural, religious, and political backgrounds. We welcome and support all ages, incomes, and abilities.

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

» City Council Meeting – June 22, 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. Tourism
10. Industrial Uses
11. Airport
12. Complete Streets and Safe Routes to School
13. Level of Service
14. Roundabouts
15. Growth Management
16. Special Planning Areas
17. Residential Land Use Designations
18. Inclusionary Housing
19. Historic and Cultural Resources
20. Coordination with Local Tribes
21. Environmental Justice
23. Arts and Culture
24. Climate Change, Sustainability, and Natural Hazards

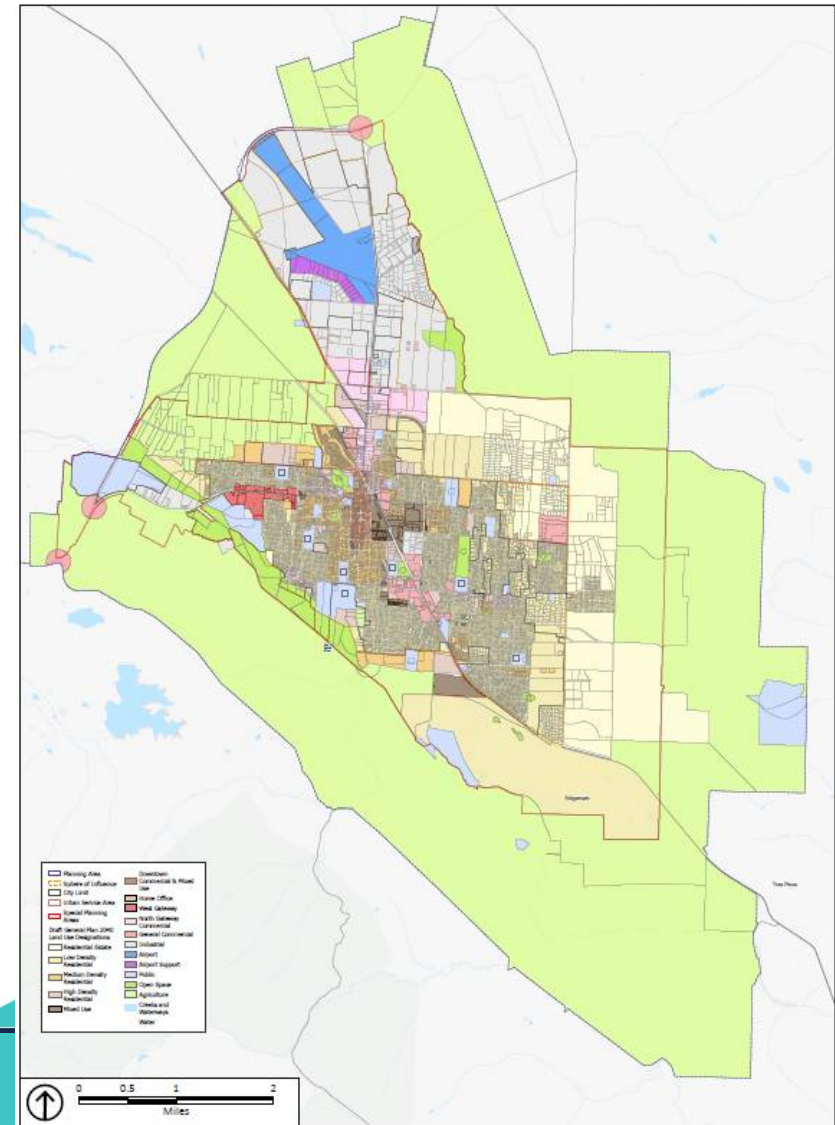
New Policy Examples

- » Limits on sewer and water provision beyond City limits and the SOI.
- » Higher housing densities in downtown along San Benito Street.
- » Inclusionary housing requirements.
- » Agricultural preservation through easements to offset conversion.
- » Parkland service standard of 5 acres of park space per 1,000 persons.
- » Become carbon neutral community before 2045.
- » See tonight's Council packet for a full list of the recommendations.

Draft General Plan Land Use Map



Draft General Plan Land Use Map



General Plan Land Use Changes

- » (Note: we are preparing a map that shows only the parcels that changed within the SOI.)

Summary of Land Use Changes

- » **Special Planning Areas to reflect Council direction:**
 - Buena Vista Road
 - Meridian Road Extension
 - § Staff recommends maintaining a Commercial designation at Hillcrest Rd and Fairview Rd as reflected on the Draft GPLU map
 - Union Road Special Planning Areas
- » **Added land use designations to the area between the SOI and Planning Area**
- » **Changed some Commercial and Mixed Use sites to High Density Residential to meet future RHNA needs**
- » **Designated the Grimsley property as Residential Estate (from Open Space)**
- » **Changed the Airport Support land use to the northeast of the airport to Industrial**

Council Discussion and Direction



Council Discussion and Direction

- » Clarify any questions about the General Plan project.
- » Reconfirm Vision and Policies.
- » Confirm Draft General Plan Land Use Map.
- » Direct project team to continue with General Plan preparation and initiate environmental review.

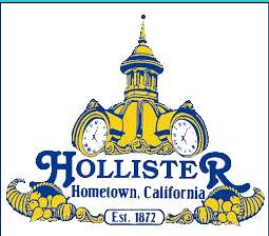


HOLLISTER 2040

GENERAL PLAN UPDATE

City Council Meeting

January 18, 2022





MEMORANDUM

DATE January 6, 2022
TO Hollister City Council
FROM David Early and Carey Stone, PlaceWorks
SUBJECT City Council Policy Recommendations

This document presents policy recommendations for the General Plan Update from the City Council provided at a special study session on June 22, 2021. These recommendations were informed by input from the General Plan Advisory Committee and Planning Commission.

Parks and Recreation

- Increase the standard for parkland provision by new developments from 4 acres of park space per 1,000 persons to 5 acres of park space per 1,000 persons to improve the 2020 service ratio of 3.5 acres of park space per 1,000 people.
- Require that any private parks and open space that is counted toward the City's park and open space requirement be publicly accessible.
- Prioritize the implementation of the recommendations from the 2018 Draft Hollister Parks Master Plan to complete the suggested improvements,
- Develop a Trail Master Plan which should include a gap-analysis study of existing parks, trails, and open spaces in Hollister to help ensure future improvements prioritize access and equity.

New School Funding

- Grant additional density, more flexible setbacks and building heights, and/or reduced parking requirements for projects that voluntarily provide additional school funding.
- Require the preparation of a Specific Plan, Financing Plan, or Development Agreement, creation of a Communities Facilities District, or another similar document or financing vehicle, 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

- Require two acres of agricultural land be preserved for each acre of farmland converted (2:1 ratio).
- Establish the City as the agricultural mitigation enforcement agency, but assign management responsibilities to a conservation organization.
- Require agricultural mitigation for land classified as Prime Farmland, Unique Farmland, or Farmland of Statewide Importance.



- Develop an agricultural buffer for areas projected to remain at the interface between urban and agricultural uses.
- Include an action in the General Plan to develop a future citywide Urban Growth Boundary or Urban Limit Line that designates the area the City will eventually urbanize.

Sensitive Habitats

- Require a qualified biologist to evaluate the potential for protected biological resources for proposed projects on sites that may support the California red-legged frog and California tiger salamander. The report shall be peer reviewed by a second qualified biologist.
- Avoid development in areas with high quality habitat. High quality habitat includes sites known to be occupied by the species, presence of breeding habitat, larger area of suitable habitat, and the absence of nearby development.

Heritage Trees

- Add a new policy to generally protect and preserve heritage trees.
- Specify the requirements for removal, pruning, and trimming of heritage trees.
- Identify heritage tree protection measures during construction.
- 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

- 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.
- Improve the collaboration between the City and local and regional stakeholder organizations.
- Collaborate with local and regional education institutions to increase the skills and expertise of the local workforce.
- Improve the collaboration between existing industrial users and City staff to ensure existing needs are being met and potential expansion efforts are supported.
- 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.
- Upgrade City infrastructure in specific areas of Hollister (e.g., roads, sewer, water, broadband internet, etc.) to support business expansion and attraction to Hollister.
- Ensure that economic development policies and procedures are responsive and resilient to the needs created by natural disasters and pandemics.



- Periodically evaluate the City's economic development performance and update/adjust policies and actions accordingly.

Retail Leakage

- Actively market existing vacant retail land and spaces to potential retail businesses and other active uses.
- 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.
- 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.
- 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.
- Create a City-funded program to improve the condition of existing downtown buildings (e.g., façade improvements, infrastructure upgrades, etc.).
- Prioritize mixed use development and the rehabilitation and redevelopment of existing retail and mixed-use buildings within the West Gateway District.
- Prioritize Downtown infrastructure upgrades to support rehabilitation and redevelopment of retail and mixed-use buildings within the downtown.
- Study the feasibility of constructing an additional Downtown parking structure to accommodate future mixed-use development.
- Conduct a study to identify strategies to improve the utilization of existing Downtown parking.

Job Creation

- Identify and market the city to potential businesses interested in locating in Hollister (e.g., formalize marketing materials, attend conferences, etc.).
- 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

- Identify and address any gaps in the existing tourism market in San Benito County (e.g., regional sporting events, additional outdoor amenities, etc.).
- Create a unique brand and identity for the City of Hollister as a tourism and visitor destination.



- 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.
- 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.
- 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).
- Continue to collaborate with local tourism-oriented entities to increase visitor attraction.
- Continue to implement strategies to attract more hotel developments by updating and marketing the existing hotel incentive policy¹ and assessing whether existing zoning designations restrict hotel uses.
- Support the development of campgrounds and RV parks within the Planning Area.

Industrial Uses

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

Airport

- Recruit potential aviation-related companies to locate on or near the airport property.
- 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.
- 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.
- Market the Hollister Airport as an amenity to existing and future businesses.

¹ See the existing Hollister Hotel Incentive Program (HIP) at: <http://hollister.ca.gov/wp-content/uploads/2019/04/City-of-Hollister-Hotel-Incentive-Program-Res-2017-223-09-05-2017.pdf>.



Complete Streets and Safe Routes to School

- 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.
- Promote transit-friendly street design by encouraging features such as bus stop shelters, streetlighting, and wayfinding.
- Promote wellness and safety education in local schools.
- Work with the local school districts to improve bicycle, pedestrian, and traffic flow around school sites.

Level of Service and Circulation

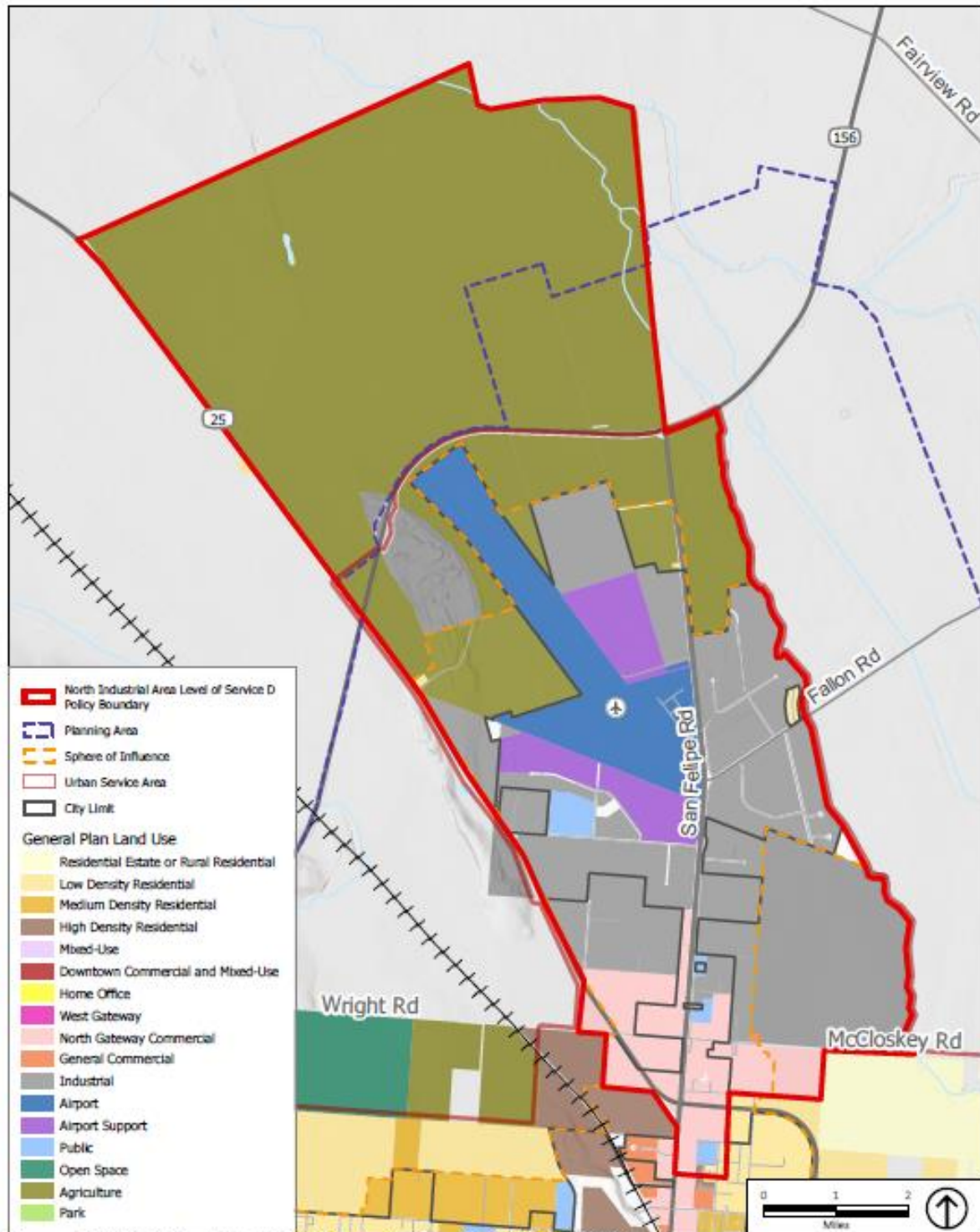
- Maintain LOS C in most parts of the city with the following exception:
 - Establish LOS D at the following Downtown intersections:
 - 4th Street and Monterey Street
 - 4th Street and San Benito Street
 - 4th Street and Sally Street
 - South Street and San Benito Street
 - For all other Downtown intersections, do not apply an LOS standard. Figure 1 shows the area where this policy would apply.
- Apply LOS D to the industrial area in North Hollister. The proposed industrial area LOS policy boundary is shown on Figure 2.
- Maintain an interest in and actively participate in planning for future rail service to Hollister.

Figure 1 Downtown Level of Service Policy Boundary



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

Figure 2 Industrial Area Level of Service Policy Boundary



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

Roundabouts

- Encourage the use of roundabouts at existing intersections with capacity, efficiency, or safety problems as feasible.

Growth Management

- 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.

Special Planning Areas

Buena Vista Road/North Gateway Special Planning Area

Figure 3 shows the recommendation for the Buena Vista Road/North Gateway Special Planning Area.

Meridian Road Extension Special Planning Area

Figure 4 shows the recommendation for the Meridian Road Extension Special Planning Area which is entirely within the Sphere of Influence.

In addition, the General Plan would:

- » Plan for the extension of Meridian Street, which would require a vehicular bridge crossing over an existing creek. Also, plan for the extension of Prater Street to Hillcrest Road. To maintain the rural character of this area and limit traffic speeds by adding a traffic calming measures at Prater Street and Meridian Street. Traffic calming measures could include a traffic circle, narrowed right-of-way, or an offset configuration of the two Meridian Street segments at Prater Street.

Union Road Special Planning Area

Figure 5 shows the GPAC recommendation for the Union Road Special Planning Area. This Special Planning Area is entirely outside the City Limits and Sphere of Influence. In addition, the General Plan would:

- » Require the creation of a Specific Plan for proposed projects within the Union Road Special Planning Area.
- » Establish a policy to preserve elements of the existing orchards in the Union Road Special Planning Area such as retaining a small group of trees as part of a proposed project's landscaping



Figure 3 Buena Vista Special Planning Area

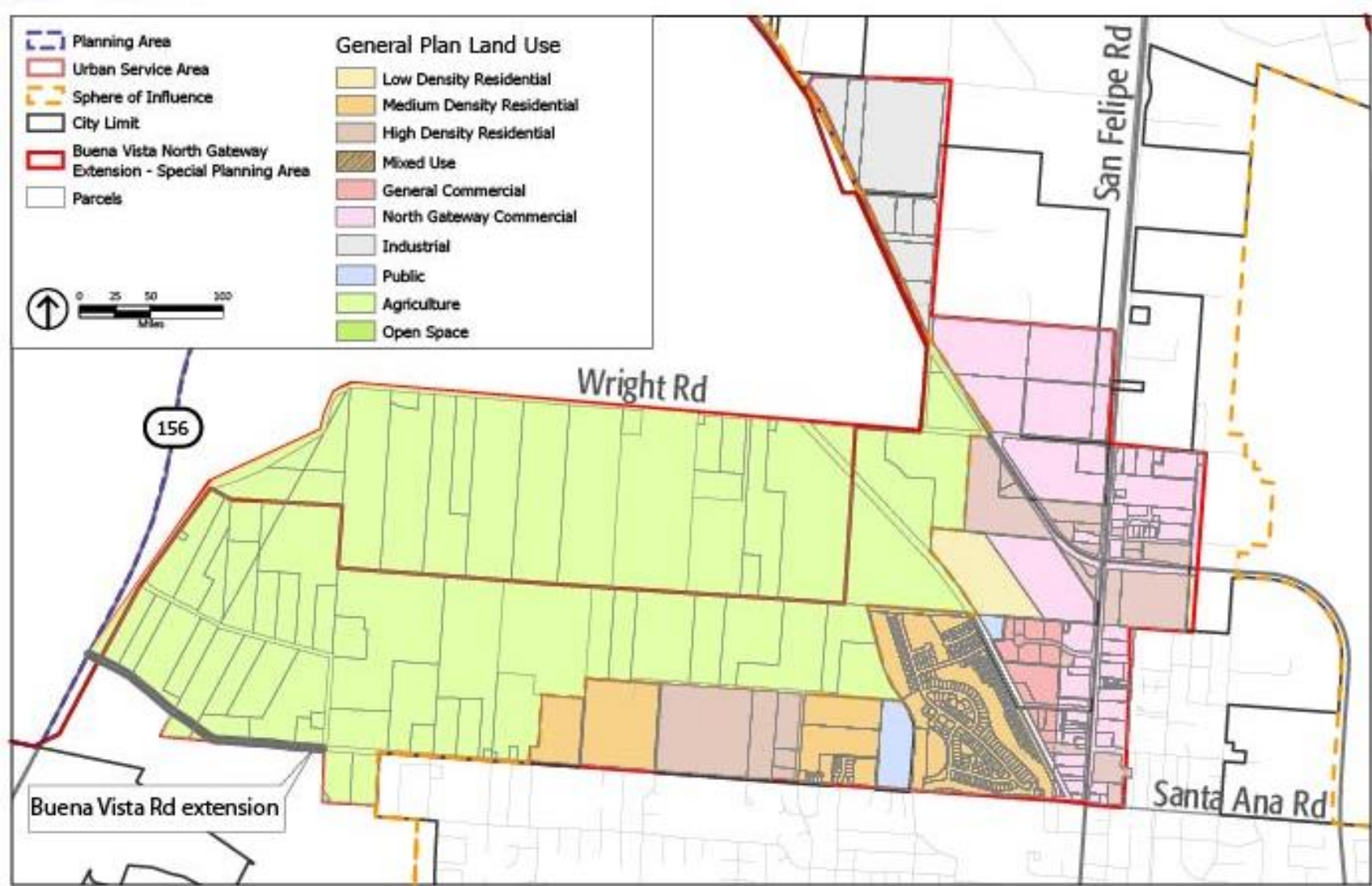


Figure 4 Meridian Road Extension Special Planning Area

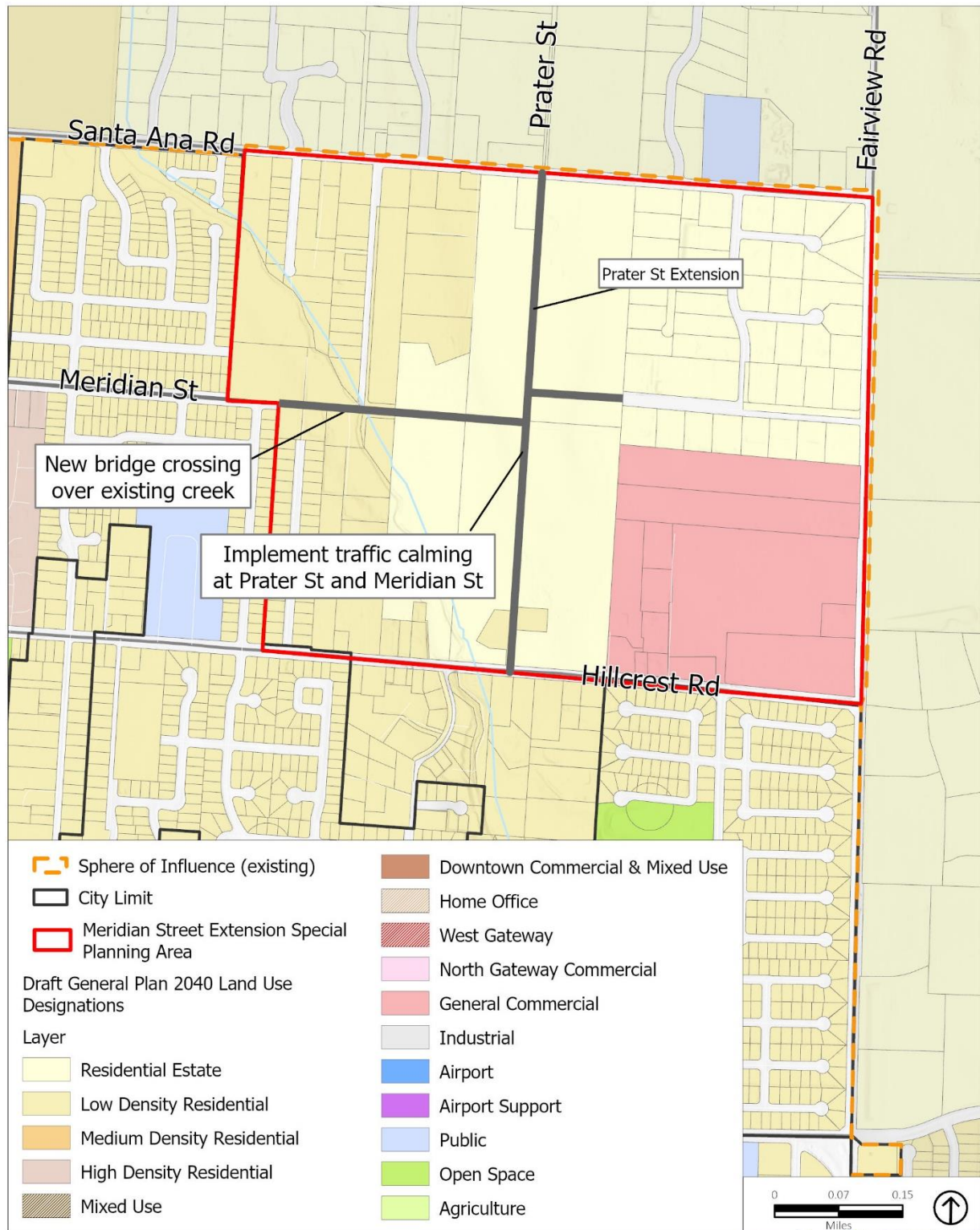
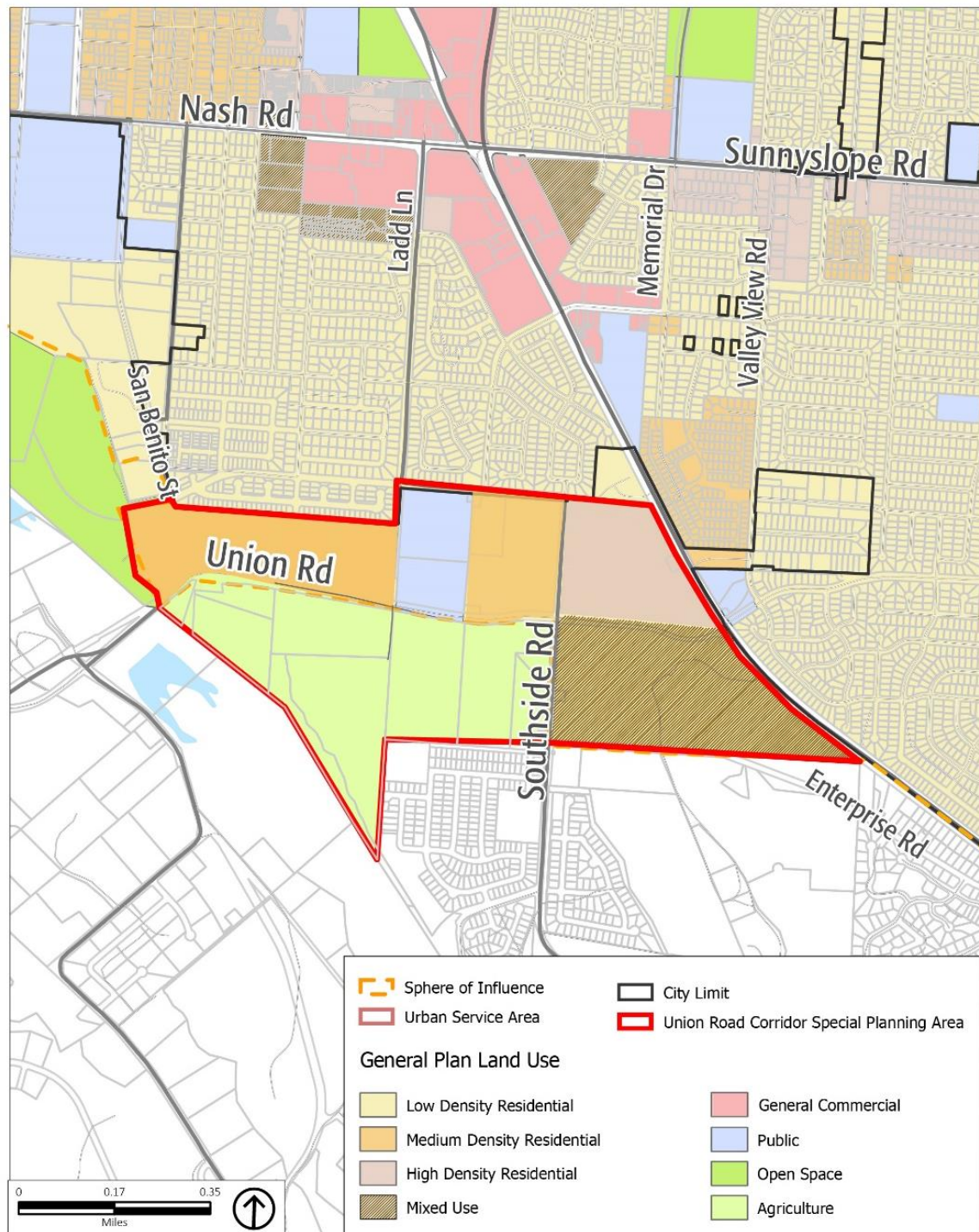


Figure 5 Union Road Special Planning Area



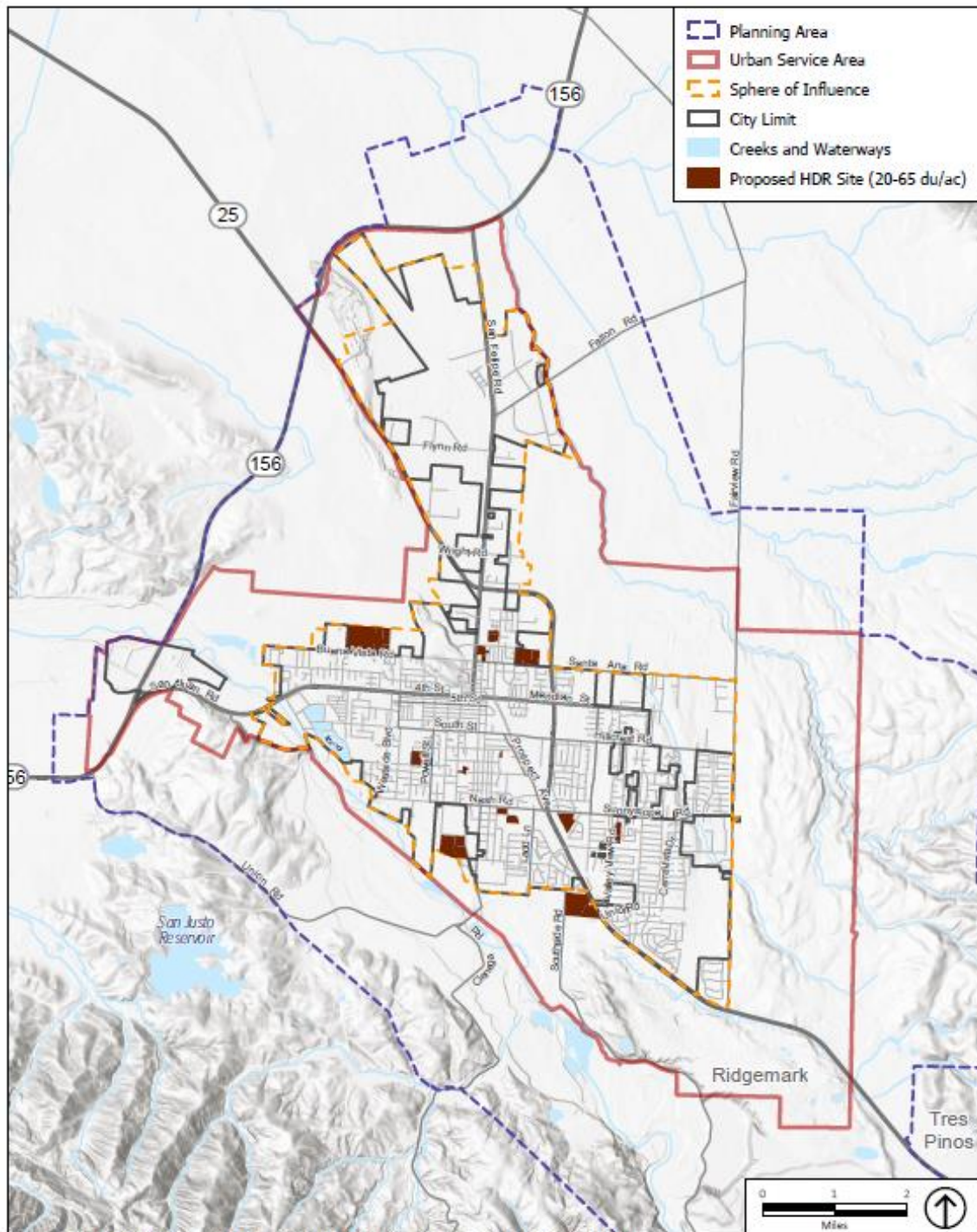


Residential Land Use Designations

- Base the residential density limits on gross acreage and maintain the existing residential density ranges.
- Create a new residential designation that specifies a minimum density of 20 du/ac.. Figure 6 shows the potential HDR sites. These sites are all vacant or underutilized parcels without proposed or planned development projects.
- Increase the maximum density of the High Density Residential designation from 45 du/ac to 65 du/ac.
- Increase the maximum residential density in the Downtown from 35 du/ac to 125 du/ac along San Benito Street.



Figure 6 Proposed High Density Residential Sites with a Minimum Density of 20 du/ac





Inclusionary Housing

- 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.
- 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.
- Require single-family subdivisions of 40 units or greater to include 20 percent of the units as multi-family family buildings of four units or more.

Historic and Cultural Resources

- 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.
- 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.
- Support the development of a comprehensive inventory of cultural and historic resources.
- Educate the public about Hollister’s historic and cultural resources.
- Encourage interpretive signage and education for known tribal and cultural resource sites.

Coordination with Local Tribes

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

Environmental Justice

- 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.
- Promote projects that would improve access to affordable and nutritious food in disadvantaged or underserved communities.



- 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.
- Establish a public participation process in City planning projects that targets disadvantaged or underserved communities.
- Prioritize infrastructure improvements and City recreational programs that serve disadvantaged and underserved communities.

Arts and Culture

Policies to improve the capacity to expand and foster Hollister's arts and culture sector include:

- Support Arts and Culture Commission leadership on advising the City Council on priorities for arts and culture planning, programming and investments.
- Provide a City liaison to arts, culture and creative enterprises and organizations, prioritizing matters such as funding and event coordination.
- 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.
- Ensure that arts and culture leadership is reflective of the city's diversity.
- Support shared-use agreements between arts organizations with a need for space and non-profits, public agencies and private entities with available space.
- Support pipeline to work programs linking secondary school students to creative careers.
- Support the development of a strategic plan for the San Benito Arts Council.

Policies to guide the funding and expansion of arts and cultural programs in Hollister include:

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

Policies to support the development of arts and cultural plans, facilities and programming include:

- Undertake a placemaking plan that considers both public art and other place activation strategies.



- 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.
- 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.
- Evaluate the need, opportunities and strategies for creating artist living and work space.
- 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).
- Establish a yearly arts festival.
- Incorporate public art into city infrastructure and public space projects, including small-scale enhancements of existing infrastructure.

Develop strategies for maintaining public art that the city owns.

Policies to provide the regulatory framework for arts and cultural programming in Hollister include:

- Create land-use policies that support destination creative enterprises.
- 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.
- Explore and resolve permitting, zoning and licensing issues to support low-impact creative enterprises in neighborhoods.
- Affirm Hollister's commitment to allowing free expression of murals on private property, while protecting against using murals for advertising.

Greenhouse Gas Emissions

- Become a carbon neutral community before 2045.
- Meet the State's GHG reduction goals.
- 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.
- Transition to carbon free energy sources in new and existing development.
- Increase local renewable energy and energy storage facilities.
- Promote sustainable infill and mixed-use development.



- 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.
- 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.
- Reduce water use by encouraging low water landscaping, using greywater, installing water-efficient appliances, and encouraging conservation efforts.

Natural Hazards and Climate Change Susceptibility

- Promote tree planting to help shade and cool the community.
- 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. This Hubs can also be cooling centers and places of refuge during extreme events or disasters and centers for resource sharing after emergencies.
- Provide disaster preparedness education opportunities and materials in English and Spanish, and other relevant languages in the community.
- Promote vegetation management and fire-resistant site design on residential properties and businesses.
- Coordinate with local medical providers to ensure that low-cost medical and emergency medical services are available to all residents in the city.
- Encourage existing residences and businesses to transition to drought--resistant plants.
- Advertise water conservation efforts year-round and work to promote the many benefits of reducing water use, which could include cost savings and incentives.



MEMORANDUM

DATE January 6, 2022
 TO Hollister City Council
 FROM David Early and Carey Stone, PlaceWorks
 SUBJECT City Council Policy Recommendations

This document presents policy recommendations for the General Plan Update from the City Council provided at a special study session on June 22, 2021. These recommendations were informed by input from the General Plan Advisory Committee and Planning Commission.

Parks and Recreation

- Increase the standard for parkland provision by new developments from 4 acres of park space per 1,000 persons to 5 acres of park space per 1,000 persons to improve the 2020 service ratio of 3.5 acres of park space per 1,000 people.
- Require that any private parks and open space that is counted toward the City's park and open space requirement be publicly accessible.
- Prioritize the implementation of the recommendations from the 2018 Draft Hollister Parks Master Plan to complete the suggested improvements,
- Develop a Trail Master Plan which should include a gap-analysis study of existing parks, trails, and open spaces in Hollister to help ensure future improvements prioritize access and equity.

New School Funding

- Grant additional density, more flexible setbacks and building heights, and/or reduced parking requirements for projects that voluntarily provide additional school funding.
- Require the preparation of a Specific Plan, Financing Plan, or Development Agreement, creation of a Communities Facilities District, or an other similar document or financing vehicle, 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

- Require two acres of agricultural land be preserved for each acre of farmland converted (2:1 ratio).
- Establish the City as the agricultural mitigation enforcement agency, but assign management responsibilities to a conservation organization.
- Require agricultural mitigation for land classified as Prime Farmland, Unique Farmland, or Farmland of Statewide Importance.



- Develop an agricultural buffer for areas projected to remain at the interface between urban and agricultural uses.
- Include an action in the General Plan to develop a future citywide Urban Growth Boundary or Urban Limit Line that designates the area the City will eventually urbanize.

Sensitive Habitats

- Require a qualified biologist to evaluate the potential for protected biological resources for proposed projects on sites that may support the California red-legged frog and California tiger salamander. The report shall be peer reviewed by a second qualified biologist.
- Avoid development in areas with high quality habitat. High quality habitat includes sites known to be occupied by the species, presence of breeding habitat, larger area of suitable habitat, and the absence of nearby development.

Heritage Trees

- Add a new policy to generally protect and preserve heritage trees.
- Specify the requirements for removal, pruning, and trimming of heritage trees.
- Identify heritage tree protection measures during construction.
- 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

- 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.
- Improve the collaboration between the City and local and regional stakeholder organizations.
- Collaborate with local and regional education institutions to increase the skills and expertise of the local workforce.
- Improve the collaboration between existing industrial users and City staff to ensure existing needs are being met and potential expansion efforts are supported.
- 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.
- Upgrade City infrastructure in specific areas of Hollister (e.g., roads, sewer, water, broadband internet, etc.) to support business expansion and attraction to Hollister.
- Ensure that economic development policies and procedures are responsive and resilient to the needs created by natural disasters and pandemics.



- Periodically evaluate the City's economic development performance and update/adjust policies and actions accordingly.

Retail Leakage

- Actively market existing vacant retail land and spaces to potential retail businesses and other active uses.
- 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.
- 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.
- 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.
- Create a City-funded program to improve the condition of existing downtown buildings (e.g., façade improvements, infrastructure upgrades, etc.).
- Prioritize mixed use development and the rehabilitation and redevelopment of existing retail and mixed-use buildings within the West Gateway District.
- Prioritize Downtown infrastructure upgrades to support rehabilitation and redevelopment of retail and mixed-use buildings within the downtown.
- Study the feasibility of constructing an additional Downtown parking structure to accommodate future mixed-use development.
- Conduct a study to identify strategies to improve the utilization of existing Downtown parking.

Job Creation

- Identify and market the city to potential businesses interested in locating in Hollister (e.g., formalize marketing materials, attend conferences, etc.).
- 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

- Identify and address any gaps in the existing tourism market in San Benito County (e.g., regional sporting events, additional outdoor amenities, etc.).
- Create a unique brand and identity for the City of Hollister as a tourism and visitor destination.



- 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.
- 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.
- 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).
- Continue to collaborate with local tourism-oriented entities to increase visitor attraction.
- Continue to implement strategies to attract more hotel developments by updating and marketing the existing hotel incentive policy¹ and assessing whether existing zoning designations restrict hotel uses.
- Support the development of campgrounds and RV parks within the Planning Area.

Industrial Uses

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

Airport

- Recruit potential aviation-related companies to locate on or near the airport property.
- 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.
- 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.
- Market the Hollister Airport as an amenity to existing and future businesses.

¹ See the existing Hollister Hotel Incentive Program (HIP) at: <http://hollister.ca.gov/wp-content/uploads/2019/04/City-of-Hollister-Hotel-Incentive-Program-Res-2017-223-09-05-2017.pdf>.



Complete Streets and Safe Routes to School

- 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.
- Promote transit-friendly street design by encouraging features such as bus stop shelters, streetlighting, and wayfinding.
- Promote wellness and safety education in local schools.
- Work with the local school districts to improve bicycle, pedestrian, and traffic flow around school sites.

Level of Service and Circulation

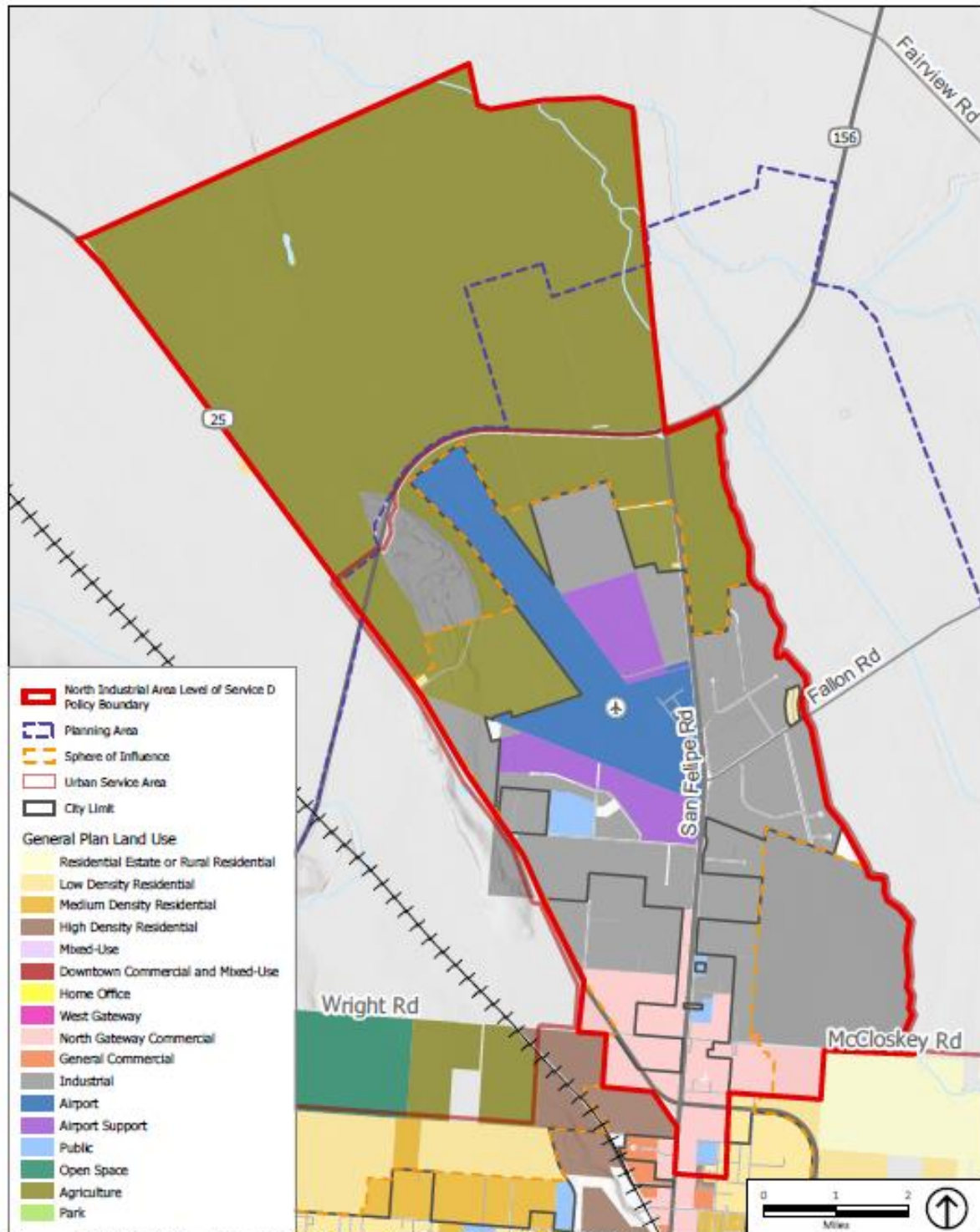
- Maintain LOS C in most parts of the city with the following exception:
 - Establish LOS D at the following Downtown intersections:
 - 4th Street and Monterey Street
 - 4th Street and San Benito Street
 - 4th Street and Sally Street
 - South Street and San Benito Street
 - For all other Downtown intersections, do not apply an LOS standard. Figure 1 shows the area where this policy would apply.
- Apply LOS D to the industrial area in North Hollister. The proposed industrial area LOS policy boundary is shown on Figure 2.
- Maintain an interest in and actively participate in planning for future rail service to Hollister.

Figure 1 Downtown Level of Service Policy Boundary



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

Figure 2 Industrial Area Level of Service Policy Boundary



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



Roundabouts

- Encourage the use of roundabouts at existing intersections with capacity, efficiency, or safety problems as feasible.

Growth Management

- 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.

Special Planning Areas

Buena Vista Road/North Gateway Special Planning Area

Figure 3 shows the recommendation for the Buena Vista Road/North Gateway Special Planning Area.

Meridian Road Extension Special Planning Area

Figure 4 shows the recommendation for the Meridian Road Extension Special Planning Area which is entirely within the Sphere of Influence.

In addition, the General Plan would:

- » Plan for the extension of Meridian Street, which would require a vehicular bridge crossing over an existing creek. Also, plan for the extension of Prater Street to Hillcrest Road. To maintain the rural character of this area and limit traffic speeds by adding a traffic calming measures at Prater Street and Meridian Street. Traffic calming measures could include a traffic circle, narrowed right-of-way, or an offset configuration of the two Meridian Street segments at Prater Street.

Union Road Special Planning Area

Figure 5 shows the GPAC recommendation for the Union Road Special Planning Area. This Special Planning Area is entirely outside the City Limits and Sphere of Influence. In addition, the General Plan would:

- » Require the creation of a Specific Plan for proposed projects within the Union Road Special Planning Area.
- » Establish a policy to preserve elements of the existing orchards in the Union Road Special Planning Area such as retaining a small group of trees as part of a proposed project's landscaping



Figure 3 Buena Vista Special Planning Area

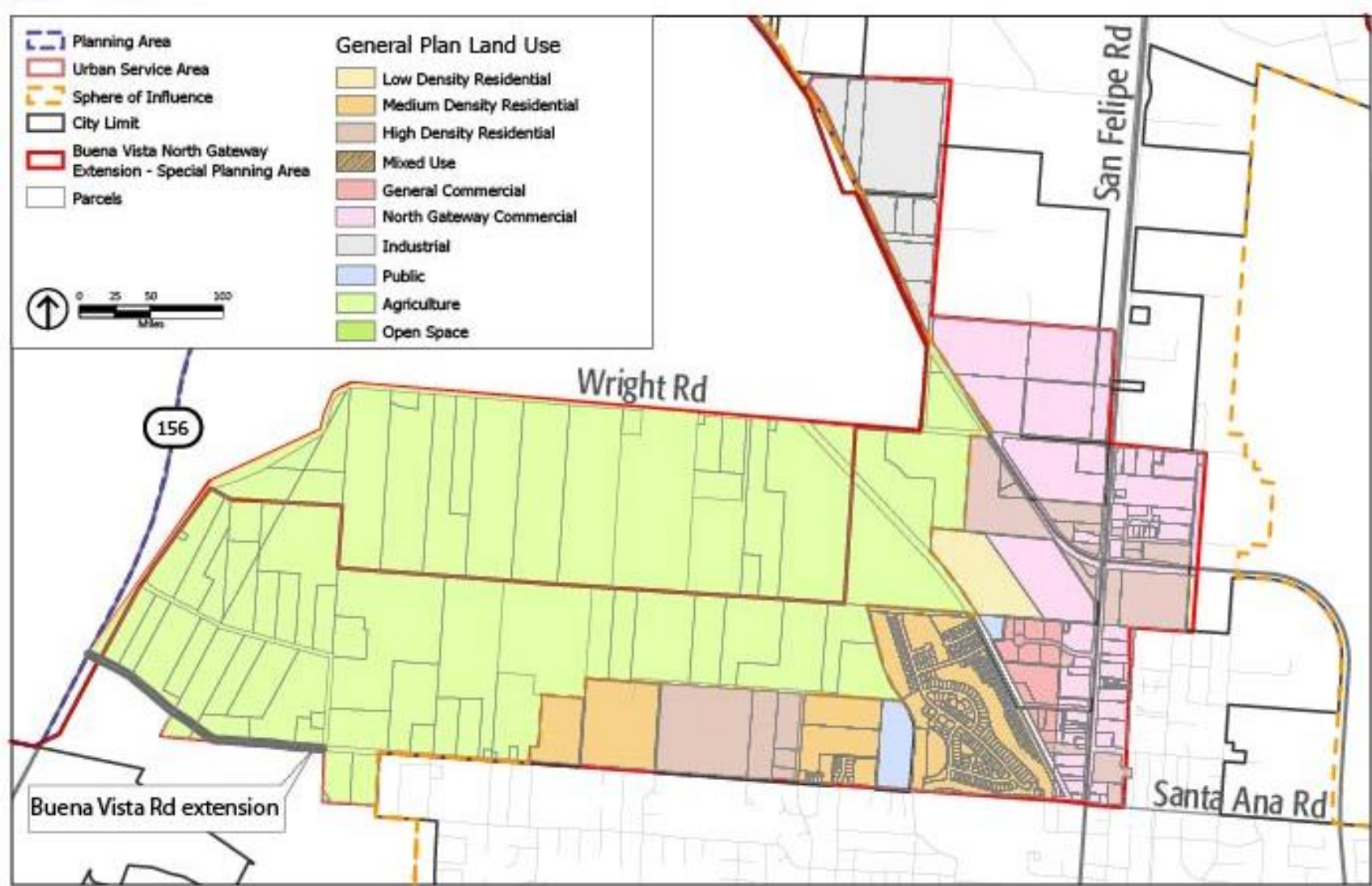


Figure 4 Meridian Road Extension Special Planning Area

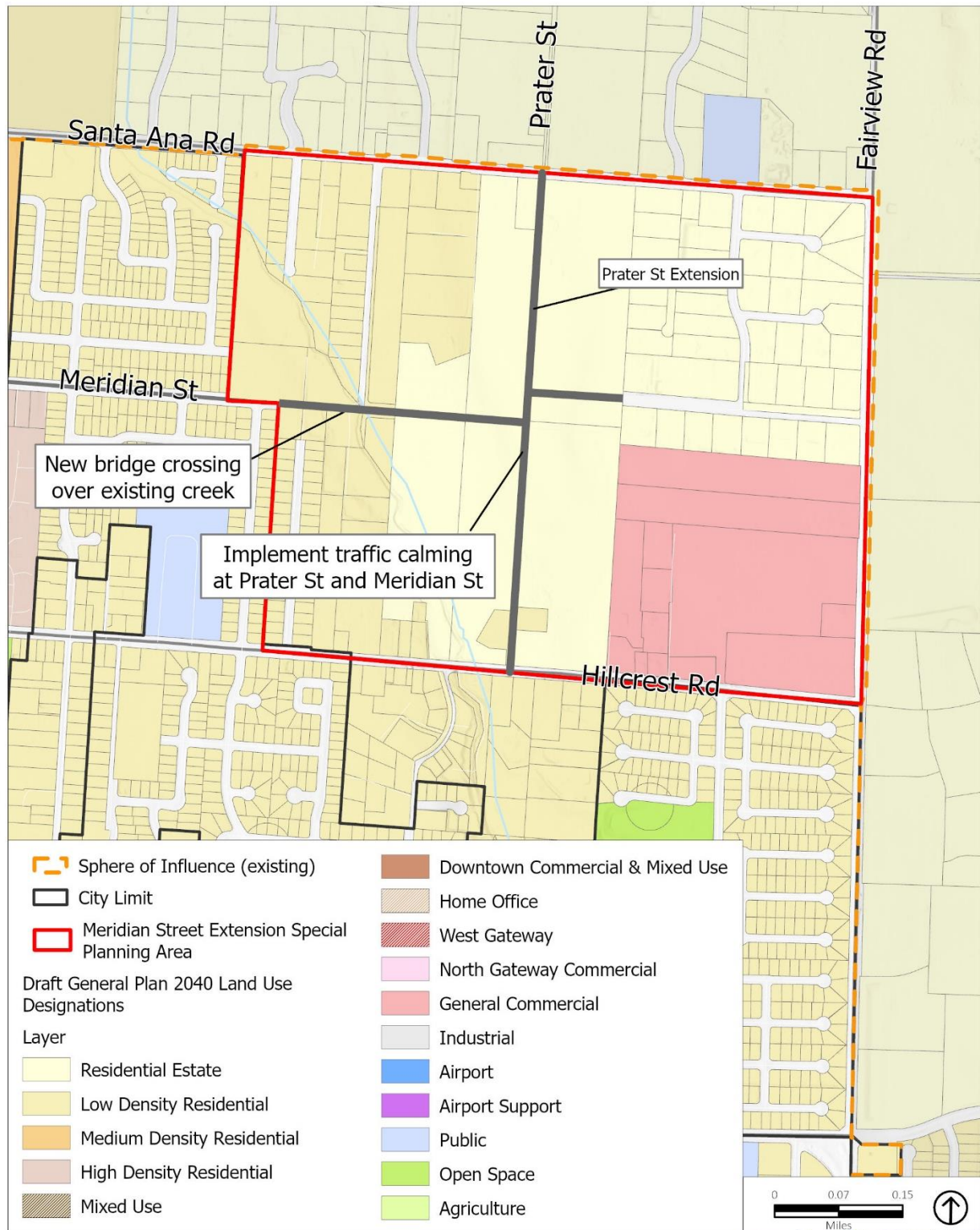
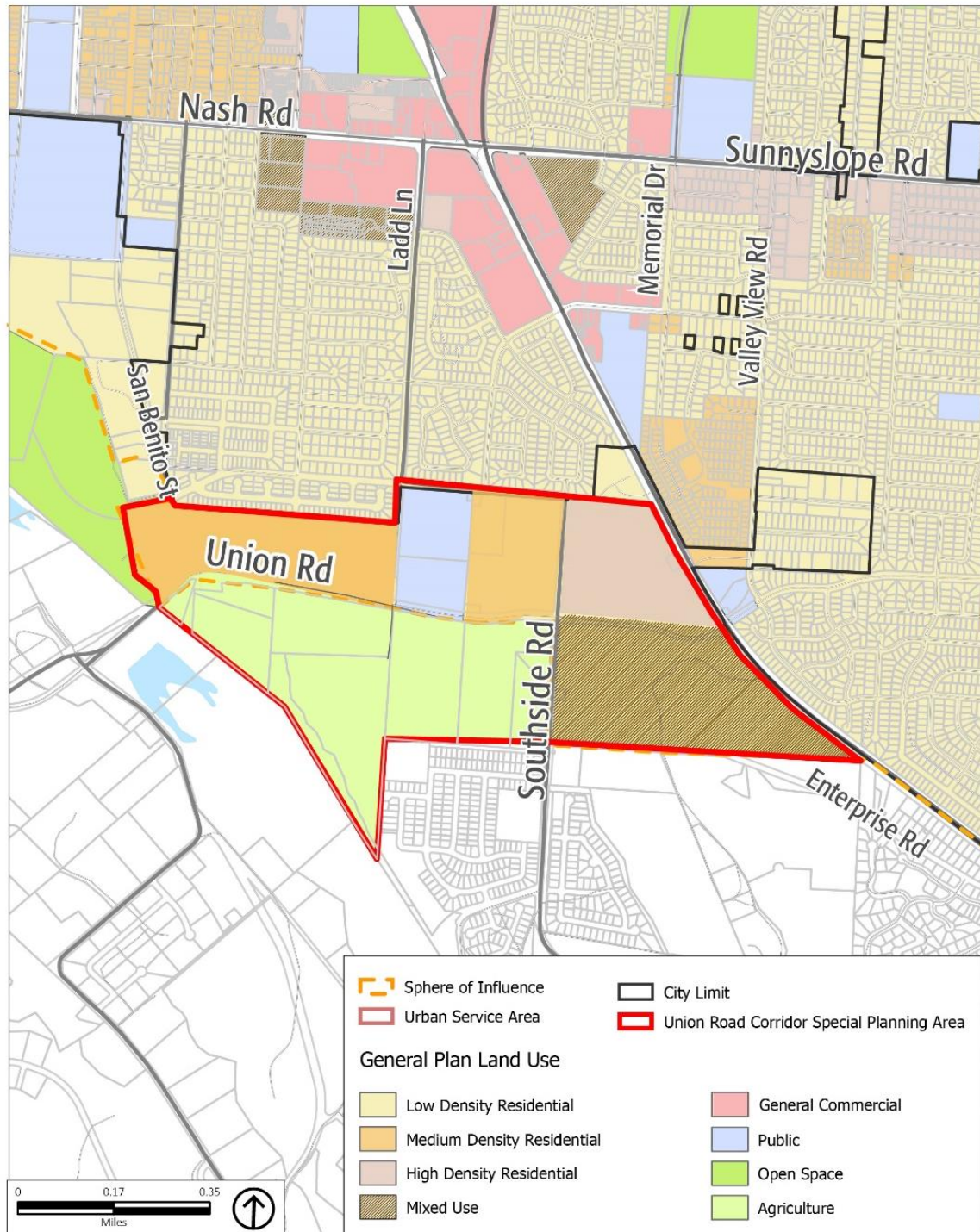


Figure 5 Union Road Special Planning Area

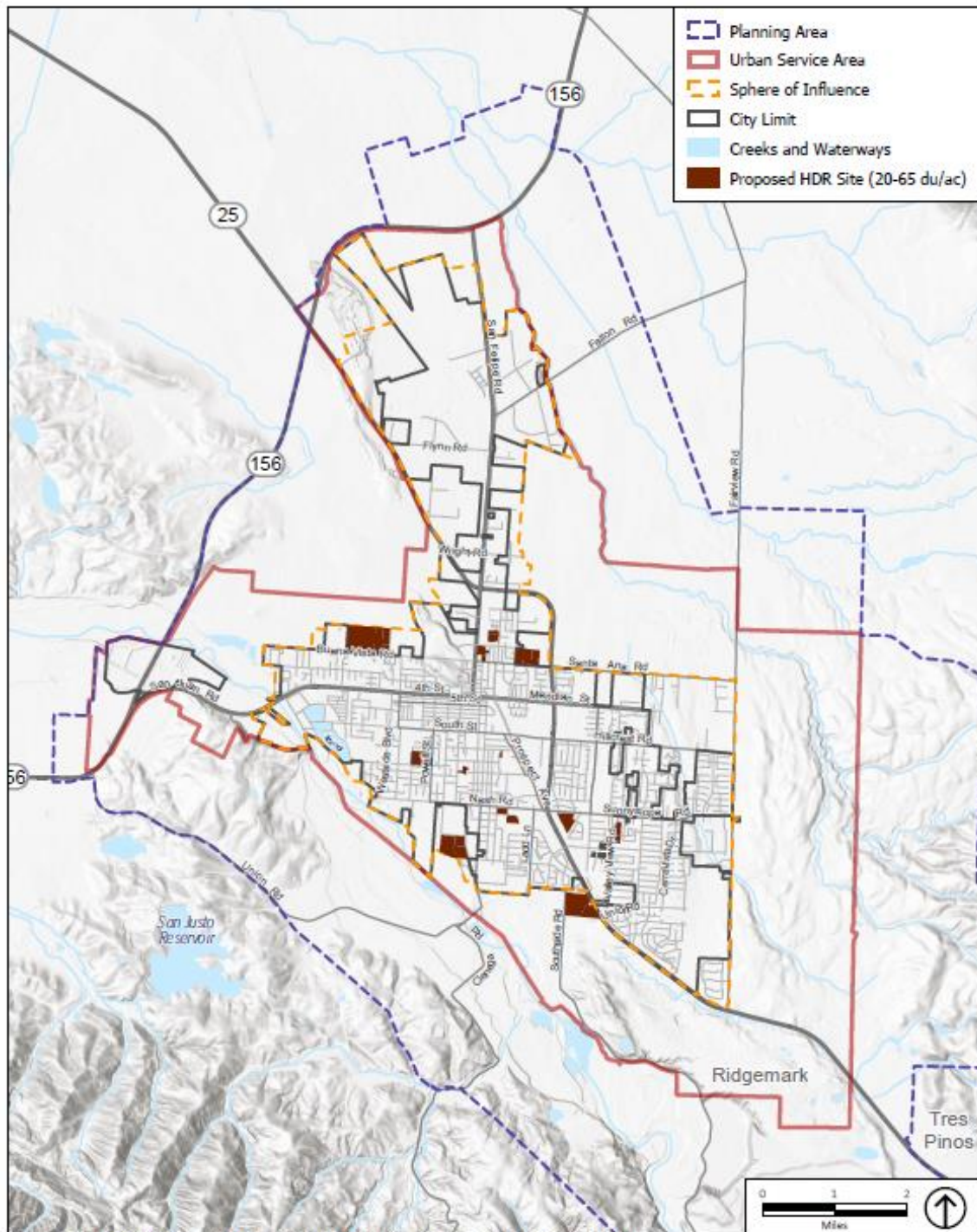




Residential Land Use Designations

- Base the residential density limits on gross acreage and maintain the existing residential density ranges.
- Create a new residential designation that specifies a minimum density of 20 du/ac.. Figure 6 shows the potential HDR sites. These sites are all vacant or underutilized parcels without proposed or planned development projects.
- Increase the maximum density of the High Density Residential designation from 45 du/ac to 65 du/ac.
- _____ Increase the maximum residential density in the Downtown from 35 du/ac to 125 du/ac along San Benito Street.

Figure 6 Proposed High Density Residential Sites with a Minimum Density of 20 du/ac





Inclusionary Housing

- 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.
- 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.
- Require single-family subdivisions of 40 units or greater to include 24 percent of the units as multi-family buildings of four units or more.

Historic and Cultural Resources

- 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.
- 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.
- Support the development of a comprehensive inventory of cultural and historic resources.
- Educate the public about Hollister’s historic and cultural resources.
- Encourage interpretive signage and education for known tribal and cultural resource sites.

Coordination with Local Tribes

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

Environmental Justice

- 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.
- Promote projects that would improve access to affordable and nutritious food in disadvantaged or underserved communities.



- 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.
- Establish a public participation process in City planning projects that targets disadvantaged or underserved communities.
- Prioritize infrastructure improvements and City recreational programs that serve disadvantaged and underserved communities.

Arts and Culture

Policies to improve the capacity to expand and foster Hollister's arts and culture sector include:

- Support Arts and Culture Commission leadership on advising the City Council on priorities for arts and culture planning, programming and investments.
- Provide a City liaison to arts, culture and creative enterprises and organizations, prioritizing matters such as funding and event coordination.
- 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.
- Ensure that arts and culture leadership is reflective of the city's diversity.
- Support shared-use agreements between arts organizations with a need for space and non-profits, public agencies and private entities with available space.
- Support pipeline to work programs linking secondary school students to creative careers.
- Support the development of a strategic plan for the San Benito Arts Council.

Policies to guide the funding and expansion of arts and cultural programs in Hollister include:

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

Policies to support the development of arts and cultural plans, facilities and programming include:

- Undertake a placemaking plan that considers both public art and other place activation strategies.



- 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.
- 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.
- Evaluate the need, opportunities and strategies for creating artist living and work space.
- 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).
- Establish a yearly arts festival.
- Incorporate public art into city infrastructure and public space projects, including small-scale enhancements of existing infrastructure.

Develop strategies for maintaining public art that the city owns.

Policies to provide the regulatory framework for arts and cultural programming in Hollister include:

- Create land-use policies that support destination creative enterprises.
- 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.
- Explore and resolve permitting, zoning and licensing issues to support low-impact creative enterprises in neighborhoods.
- Affirm Hollister's commitment to allowing free expression of murals on private property, while protecting against using murals for advertising.

Greenhouse Gas Emissions

- Become a carbon neutral community before 2045.
- Meet the State's GHG reduction goals.
- 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.
- Transition to carbon free energy sources in new and existing development.
- Increase local renewable energy and energy storage facilities.
- Promote sustainable infill and mixed-use development.



- 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.
- 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.
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- Promote tree planting to help shade and cool the community.
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