

HOLLISTER 2040
GENERAL PLAN UPDATE

Draft General Plan

Draft Climate Action Plan

Draft Agricultural Preservation Program

May 18, 2023



Agenda

- » **Welcome and Introductions**
- » **Overview of Draft General Plan**
 - Questions and Answers
- » **Overview of Draft Climate Action Plan**
 - Questions and Answers
- » **Overview of Draft Agriculture Preservation Program**
 - Questions and Answers
- » **Next Steps and Adjourn**
- » ***Optional***

Stay After the Meeting to Share Your Comments and Additional Questions

Introductions

- City staff

- Dave Mirrione
- Christy Hopper
- Eva Kelly
- Ambur Cameron

- PlaceWorks staff

- David Early
- Carey Stone
- Eli Krispi
- Jenny Yu

Use the Chat Function to Ask Questions

- » Send Questions to “Project Questions – Carey”
- » Submit your questions throughout the presentation
- » Or, raise your hand to be recognized

The screenshot displays a Zoom meeting interface. At the top, it shows 'Zoom Meeting ID:' and 'Speaker View'. The main area is a dark video feed. On the right, a 'Participants (22)' list is visible, including Janet Chang (Me), Tammy Seale (Host), Grant R, Sloan Campi, and Mark Teague (Co-host). Below the list is a 'Zoom Group Chat' window with a search bar and a 'Type Message Here' prompt. At the bottom, a toolbar contains icons for Unmute, Stop Video, Invite, Participants (22), Share Screen, Chat, Record, and Reactions. A red arrow points from the 'Chat' icon to the chat window. Another red arrow points from the 'Chat' icon to the 'Project questions? Ask me!' option in the chat window's drop-down menu. A third red arrow points from the 'Type Message Here' prompt to the chat input field.

Access the chat window
Chat with meeting Chat Hosts to ask questions

Choose “Project questions? Ask me!” or “Zoom questions? Ask me!” in drop-down menu

Type Message Here

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

» *Last Updated: 2005*

General Plan Update Goals

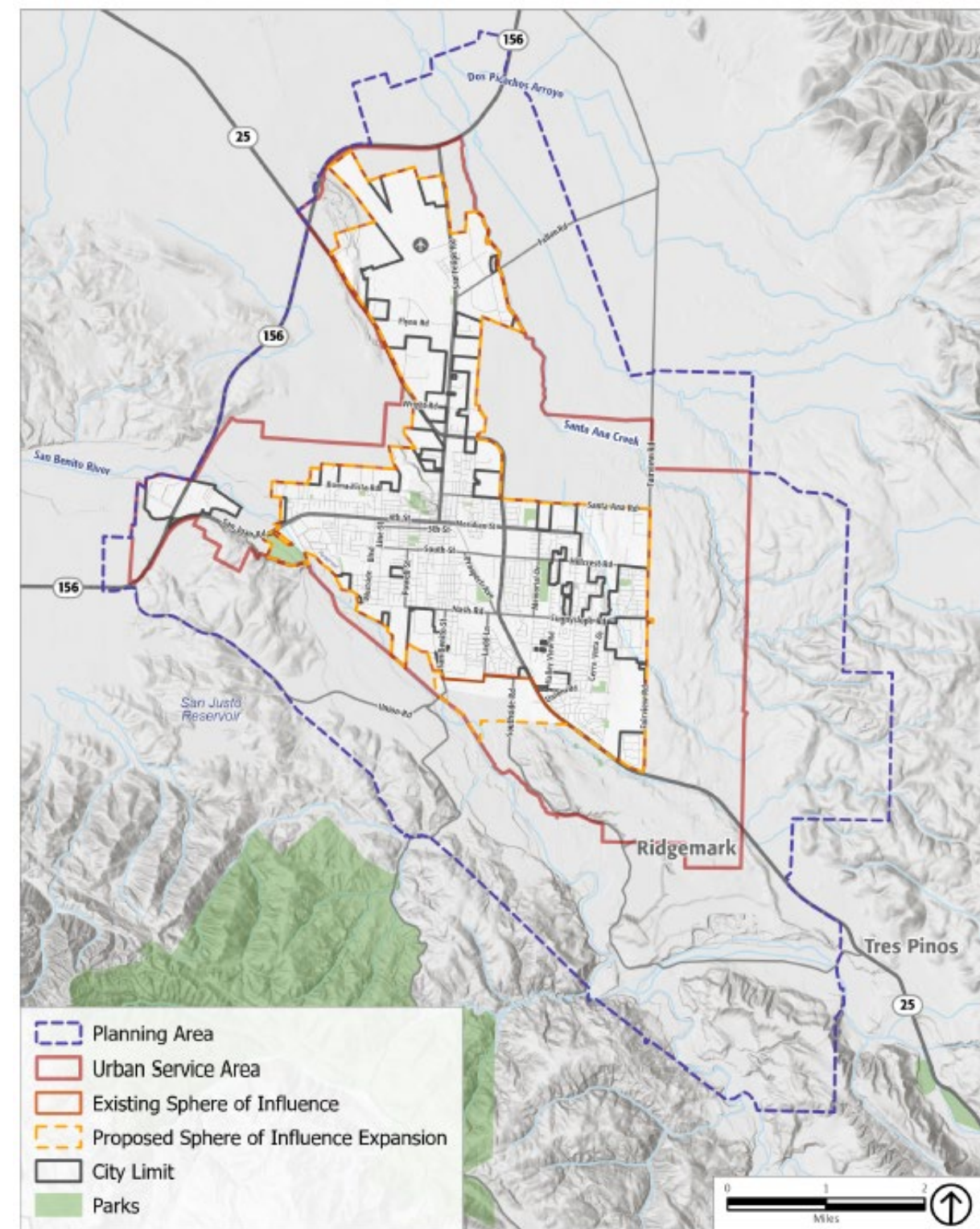
- » Engage broad spectrum of the community
- » Establish the community's vision for Hollister in 2040
- » Maintain small town agricultural character
- » Manage growth consistent with community goals
- » Ensure high quality development
- » Support economic development
- » Respond to State mandates and 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, 2022; San Benito County, 2020; USGS, 2019

Opportunities for Public Involvement







- » Workshops and Events (9)
- » Online Activities (2)
- » GPAC Meetings (8)
- » Planning Commission Meetings (4)
- » City Council Meetings (6)



www.Hollister2040.org



HOME BACKGROUND PUBLIC ENGAGEMENT CALENDAR DOCUMENTS CONTACT US

-  Background
-  Public Engagement
-  Calendar
-  Documents
-  Contact Us
-  Sign up for the Mailing List

Email

PARTICIPATE IN OUR ONLINE ACTIVITIES!

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 participatory process. For more information, visit the [Background](#) section of this website.



HOW CAN I GET INVOLVED?

UPCOMING EVENTS

GPAC Meeting #1: General Plan Kick-off

Date/Time: 6:00 pm – 8:00 pm
June 4, 2020

Location: Virtual/Online

Draft General Plan Tasks and Process

- » Establish baseline conditions
- » Create 2040 communitywide vision
- » Develop draft policy options
- » Prepare Draft General Plan
- » Finalize General Plan in response to Council direction



Draft General Plan 2040 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 the 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 parks, 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.

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 diverse social, cultural, religious, and political backgrounds. As an inclusive city, we welcome and support all ages, incomes, and abilities.

INNOVATION



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

SUSTAINABILITY



Our policies and actions contribute to our social, economic, and environmental sustainability. We work to preserve the community for generations to come.

Land Use and Community Design Element

» Establishes the type, location, density and intensity of development and provides guidance on community design

» **Goals**

- LU-1: Promote orderly and balanced growth within Hollister’s planning area boundaries.
- LU-2: Promote diverse housing opportunities for existing and future residents.
- LU-3: Encourage mixed-use development projects that create vibrant, walkable districts and contain residential and community serving commercial uses.
- LU-4: Ensure the city has a wide variety of commercial space with appropriate commercial uses to meet the needs of residents.
- LU-5: Preserve and protect industrial uses to sustain and develop the City’s economy.
- LU-6: Support balanced growth and well-designed development patterns within Hollister’s Special Planning Areas.
- LU-7: Create an attractive gateway along San Felipe Road and Highway 25 into the city, and provide opportunity for commuter-oriented and larger-scale commercial uses.
- LU-8: Develop the West Gateway as an entry feature to the City of Hollister and an opportunity for a mixed-use district with medium to high-density residential with integrated neighborhood-serving retail.
- LU-9: Preserve existing agricultural uses to the north and west of Buena Vista Road, and encourage residential uses along Buena Vista Road to complement existing uses.

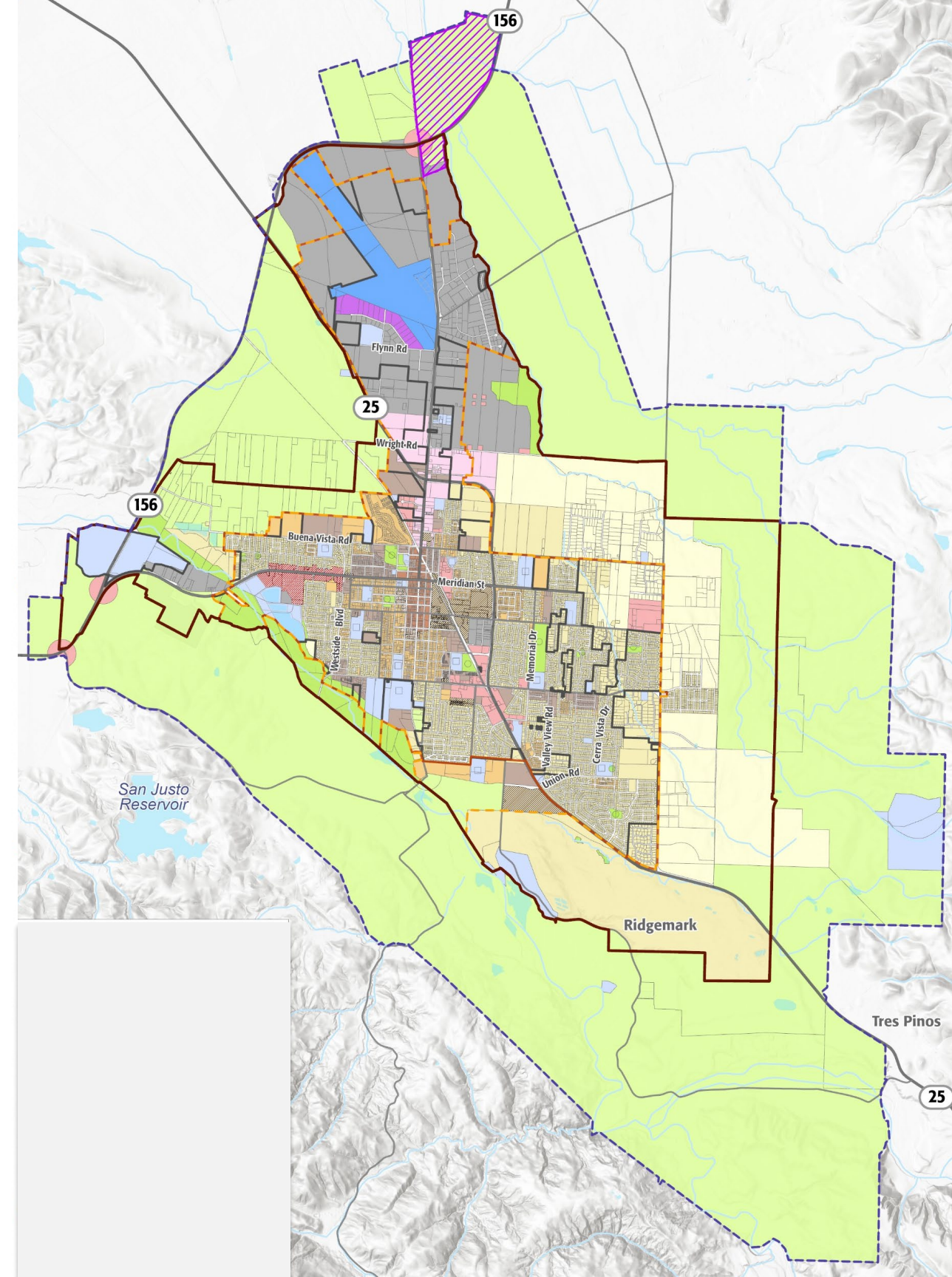
Land Use and Community Design Element

» Goals (con't)

- LU-10: Preserve and enhance the downtown as a major focus of the community.
- LU-11: Preserve the diverse historic architecture of existing residential uses, and ensure that new development in these areas blends with the existing character of historic neighborhoods.
- LU-12: Preserve the look and feel of the existing residential neighborhood, while continuing to allow specific commercial office uses to transition from the Downtown to the surrounding residential uses.
- LU-13: Foster a complete neighborhood in the Meridian Street Extension Special Planning Area that includes a mix of residential and commercial uses.
- LU-14: Create a mix of medium- to high-density residential units and new job-generating uses in the Union Road Special Planning Area.
- LU-15: Support small, urban agricultural uses in and around the city.
- LU-16: Maintain and enhance Hollister's small-town charm and identity. Ensure orderly development with attractive and high-quality design.
- LU-17: Develop and maintain attractive landscaping on public and private properties, open space, and public gathering spaces.
- LU-18: Provide adequate parking to support all land uses in the city.
- LU-19: Preserve Hollister's historic identity and historic and culturally important structures, assets, and districts for future generations.

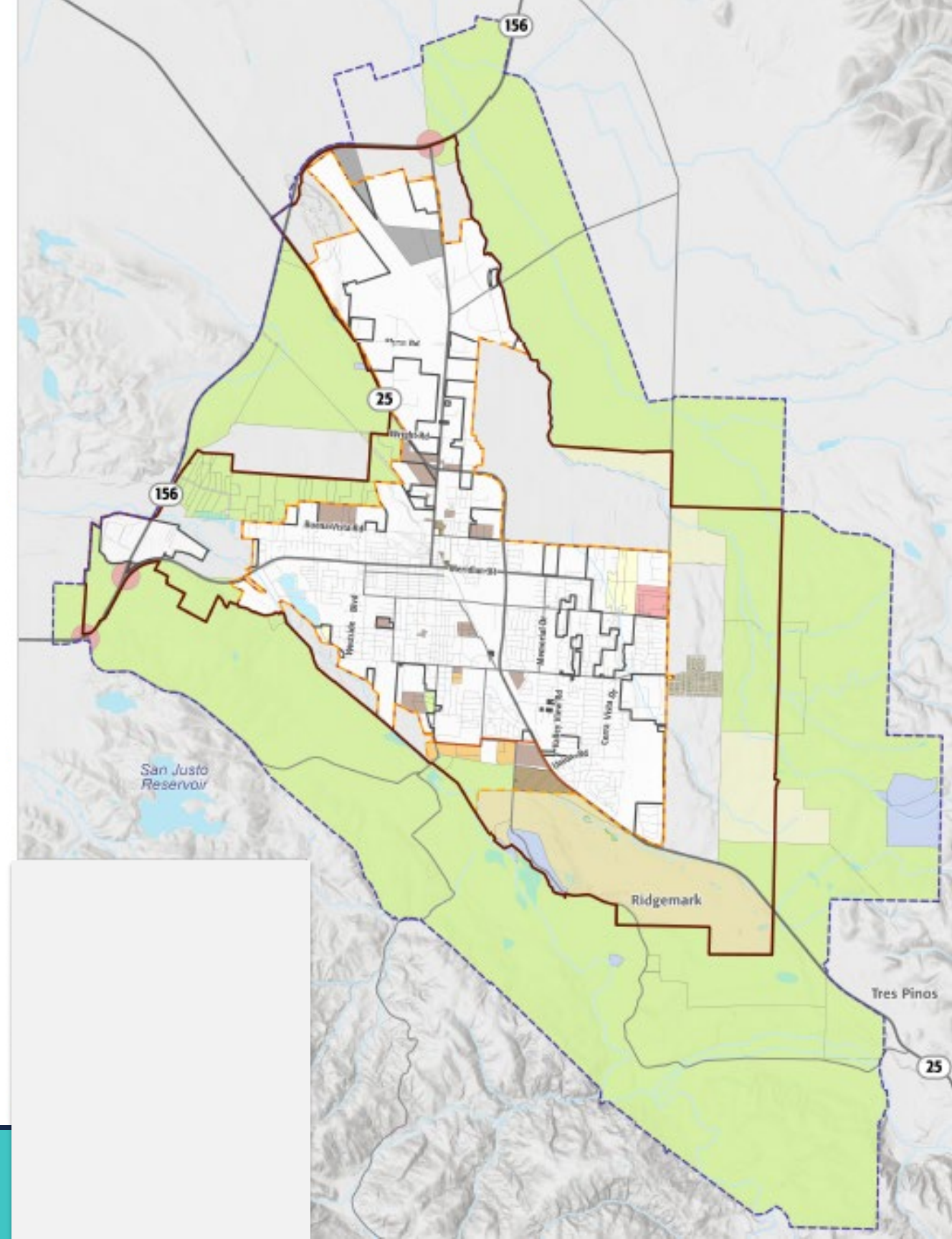
Draft Land Use Map

-  Planning Area
-  Urban Service Area
-  Existing Sphere of Influence
-  Proposed Sphere of Influence Expansion
-  City Limit
-  Creeks and Waterways
-  Residential Estate
-  Low Density Residential
-  Medium Density Residential
-  High Density Residential
-  Mixed Use
-  Downtown Commercial & Mixed Use
-  Home Office
-  West Gateway
-  North Gateway Commercial
-  General Commercial
-  Industrial
-  Airport
-  Airport Support
-  Public
-  Open Space
-  Agriculture
-  Hollister Research Campus Study Area



Draft Land Use Map Changes

- Residential Estate
- Low Density Residential
- Medium Density Residential
- High Density Residential
- Mixed Use
- Downtown Commercial & Mixed Use
- Home Office
- West Gateway
- North Gateway Commercial
- General Commercial
- Industrial
- Airport
- Airport Support
- Public
- Open Space
- Agriculture



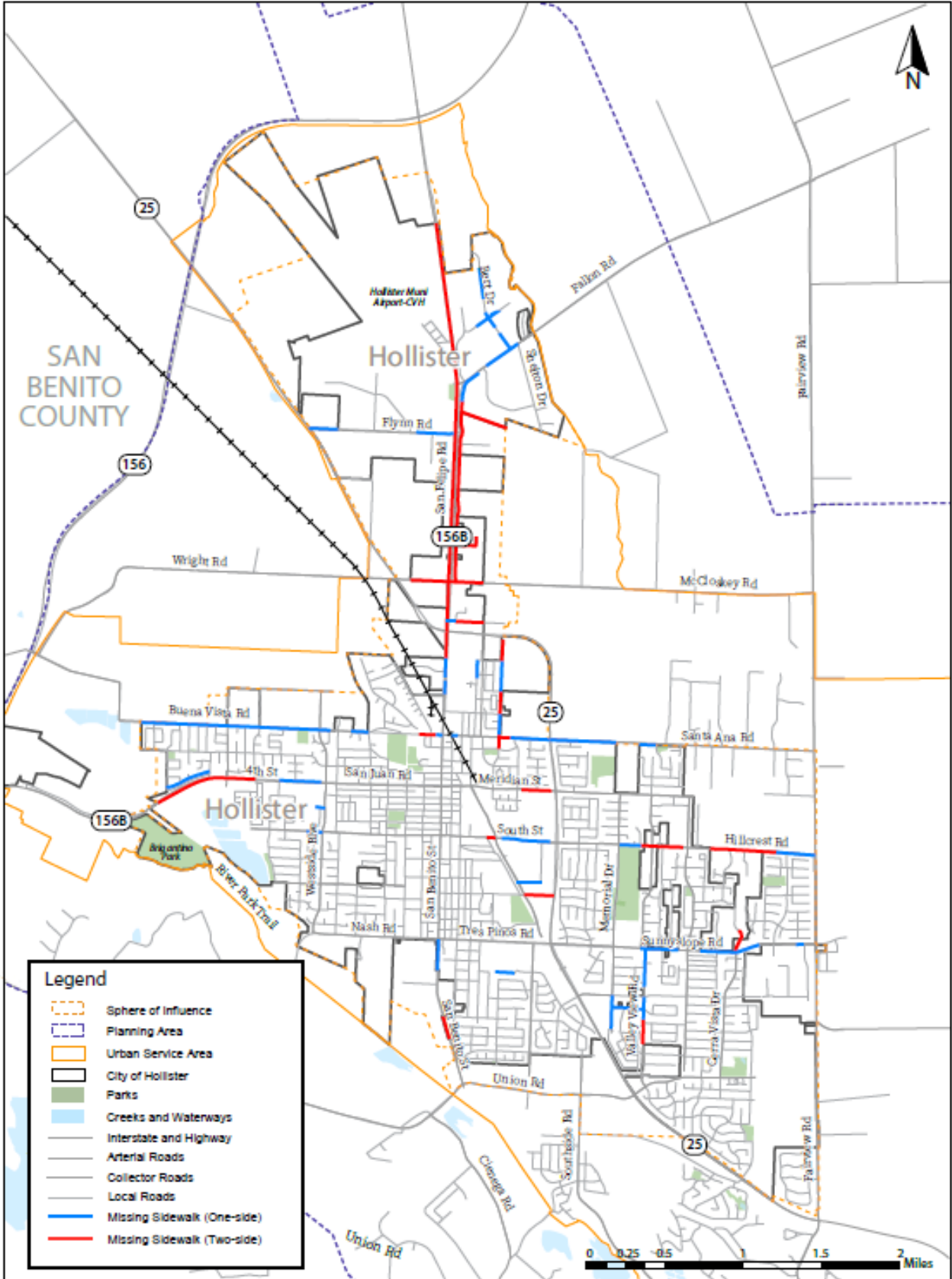
Land Use Designation Updates

Land Use Designation	Existing GPLU Density	Draft GPLU Density
Residential Estate	1 du/5 ac	0.2 to 1 du /ac
Low Density Residential	1 to 8 du/ac	6 to 10 du/ac
Medium Density Residential	8 to 12 du/ac	11 to 29 du/ac
High Density Residential	12 to 35 du/ac	30 to 65 du/ac
Mixed-Use	25 to 40 du/ac	30 to 65 du/ac
Downtown Mixed Use	25 to 45 du/ac	30 to 125 du/ac
West Gateway Commercial and Mixed Use	20 to 35 du/ac	30 to 65 du/ac
Home Office	8 to 12 du/ac	11 to 19 du/ac

Circulation Element

- » **Addresses the location and design of streets and roadways, vehicular circulation, parking, pedestrian accessibility and enjoyment, bicycle access, local and regional transit systems, and the transport of public and private goods.**
- » **Goals**
 - Goal C-1: Provide for a healthy, active community based on complete streets, reflecting a balanced, safe, multimodal transportation system for all users, where pedestrian, bicycle, and transit facilities will be emphasized along with vehicular facilities.
 - Goal C-2: Design and implement the City's circulation system to serve the planned residential and economic growth specified in the General Plan.
 - Goal C-3: Build and maintain a safe, connected, and equitable pedestrian, bicycle and micromobility network that provides access to community destinations such as employment centers, transit, schools, shopping, and recreation.
 - Goal C-4: Implement a uniform set of standards for Hollister's transportation system, including standard rights-of-way and typical sections. These standards may be amended as necessary in response to changes in technology and industry design standards. Goal C-5: Provide for safe, efficient goods movement within Hollister that supports the local economy.
 - Goal C-5: Provide for safe, efficient goods movement within Hollister that supports the local economy.

2040 Circulation Map



Community Services and Facilities Element

» **Focuses on providing high quality infrastructure and public services throughout the city.**

» **Goals**

- Goal CSF-1: Provide an adequate level and maintenance of public services and facilities to ensure the continued health, education, welfare, and safety of all residents and businesses.
- Goal CSF-2: Plan for adequate sewer and water and sewer facilities.
- Goal CSF-2: Plan for adequate water and sewer facilities.
- Goal CSF-3: Provide adequate stormwater facilities.
- Goal CSF-4: Ensure adequate and sustainable solid waste management that meets the existing and future needs of the city and strives to reduce disposable waste over time.
- Goal CSF-5: Provide for high-quality neighborhood and community parks to meet the recreational, open space, leisure, and play needs of existing and future residents.
- Goal CSF-6: Provide adequate fire and police services to serve existing and new development.
- Goal CSF-7: Support high quality education for Hollister's students.
- Goal CSF-8: Support the provision of library services to meet the informational and educational needs of Hollister.

Economic Development Element

» Establishes policy guidance to support and maintain an economically viable community

» **Goals**

- Goal ED-1: Increase overall economic development in Hollister.
- Goal ED-2: Ensure the City has sufficient sites and infrastructure to accommodate business expansion.
- Goal ED-3: Attract new retail business to Hollister.
- Goal ED-4: Make downtown Hollister the retail, cultural, and social center of the community.
- Goal ED-5: Add more jobs in Hollister.
- Goal ED-6: Attract more tourists to Hollister.
- Goal ED-7: Strengthen existing industrial business clusters and fill current industrial business gaps.
- Goal ED-8: Streamline the process for development approvals within Hollister's industrial and businesses parks.
- Goal ED-9: Support new development on airport property and near the airport.
- Goal ED-10: Leverage the airport as an amenity for future business expansion.

Natural Resources and Conservation Element

- » **Focuses on preservation of natural and cultural resources, improving air quality, and reducing greenhouse gas emissions.**

- » **Goals**
 - Goal NRC-1: Ensure enhanced habitat for native plants and animals, and special protection for culturally significant, threatened, or endangered species.
 - Goal NRC-2: Protect and preserve the tribal cultural resources within the Hollister Sphere of Influence.
 - Goal NRC-3: Protect clean air resources.
 - Goal NRC-4: Reduce greenhouse gas emissions in Hollister to meet or exceed State targets.
 - Goal NRC-5: Promote energy efficiency and resilient design in the built environment.
 - Goal NRC-6: Protect and improve water quality in and around Hollister.
 - Goal NRC-7: Protect the current and future extraction of mineral resources in Hollister while minimizing impacts of this use on the public and the environment.

Health and Safety Element

» **Focuses on improving community safety and mitigating natural and human-caused hazards. Integrates Local Hazard Mitigation Plan.**

» **Goals**

- Goal HS-1: Protect community health and safety from natural and human-caused hazards.
- Goal HS-2: Develop a resilient community with the ability to adapt to climate change hazards.
- Goal HS-3: Protect the community from seismic and geologic hazards.
- Goal HS-4: Protect the community from flood hazards.
- Goal HS-5: Maintain adequate fire and life safety protection from wildland and urban fires.
- Goal HS-6: Minimize potential damage to life, environment and property through timely, well-prepared and well-coordinated emergency preparedness, response plans and programs.
- Goal HS-7: Protect the community's health, safety and welfare relating to the use, storage, transport, and disposal of hazardous materials.
- Goal HS-8: Achieve noise levels consistent with acceptable standards and reduce or eliminate objectionable noise sources.

Open Space and Agriculture Element

- » **Focuses on supporting of the preservation and enhancement of open space and agriculture in Hollister.**
- » **Goals**
 - Goal OS-1: Preserve and protect open space and the natural environment for all to enjoy.
 - Goal OS-2: Preserve viable agricultural activities and lands.

Arts and Culture Element

» **Focuses on fostering and supporting arts and cultural programming in the city.**

» **Goals**

- Goal AC-1: Establish and maintain strong and cooperative civic arts leadership in government, educational, business and non-profit sectors.
- Goal AC-2: Recognize and support the diverse creative voices and practices of people and organizations in Hollister.
- Goal AC-3: Enable all Hollister residents to have broad access to the arts, and to participate in artistic activities.
- Goal AC-4: Pursue physical planning and design strategies that support and give visual presence to the city's creative life.
- Goal AC-5: Ensure there are adequate facilities for the creation, presentation and sale of art in the city.
- Goal AC-6: Develop Hollister's identity as a regional destination for arts, culture and creative enterprises, within the greater San Jose region and within the San Benito, Santa Cruz and Monterey County sub-region.
- Goal AC-7: Expand Hollister's "ecosystem" of artists, creative business and organizations through strategic public and private actions.
- Goal AC-8: Develop ongoing funding streams for arts and culture programming and for long-term capital investments related to arts and culture.

Environmental Justice Element

» **Sets policy direction to minimize effects of environmental hazards on disadvantaged communities and improve access to food, health care, and physical activity.**

» **Goals**

- Goal EJ-1: Ensure disadvantaged communities are not disproportionately burdened by environmental pollution or other hazards.
- Goal EJ-2: Provide universal access to safe and sanitary homes.
- Goal EJ-3: Create safe, welcoming neighborhoods that support physical activity and a healthy environment for residents of all physical capabilities.
- Goal EJ-4: Expand convenient access to fresh, healthy, and affordable food and related resources to reduce food insecurity.
- Goal EJ-5: Create a transportation system that accommodates and encourages active, safe, reliable, comfortable, convenient, affordable, and resilient multi-modal travel options for all city residents, businesses, and visitors.
- Goal EJ-6: Build and maintain public facilities, infrastructure, and services that meet the needs of, and are accessible to, residents of impacted communities.
- Goal EJ-7: Provide convenient access to safe and well-maintained recreational activities, programs, parks, and open space in impacted communities.
- Goal EJ-8: Ensure access to healthy air quality for all communities so that no community bears the disproportionate burden of environmental hazards and health risks.
- Goal EJ-9: Provide access for all residents to healthcare facilities and other important community health amenities.
- Goal EJ-10: Facilitate meaningful and respectful engagement with impacted communities so that residents have strong voices to communicate needs and solutions.

Questions?



Draft Climate Action Plan



Draft Climate Action Plan

- » **What is a Climate Action Plan?**
- » **Community-wide GHG Emissions**
- » **Community-wide GHG Emissions Reduction Targets**
- » **Community-wide GHG Reduction Strategies**

What is a Climate Action Plan?



- » A strategic plan to reduce Hollister's community-wide greenhouse gas emissions and increase resilience.
- » Supports General Plan goals and policies.
- » Includes:
 - Current and future GHG emissions
 - GHG emissions reduction targets
 - Strategies to reduce GHG emissions and meet targets



City of Hollister

CLIMATE ACTION PLAN

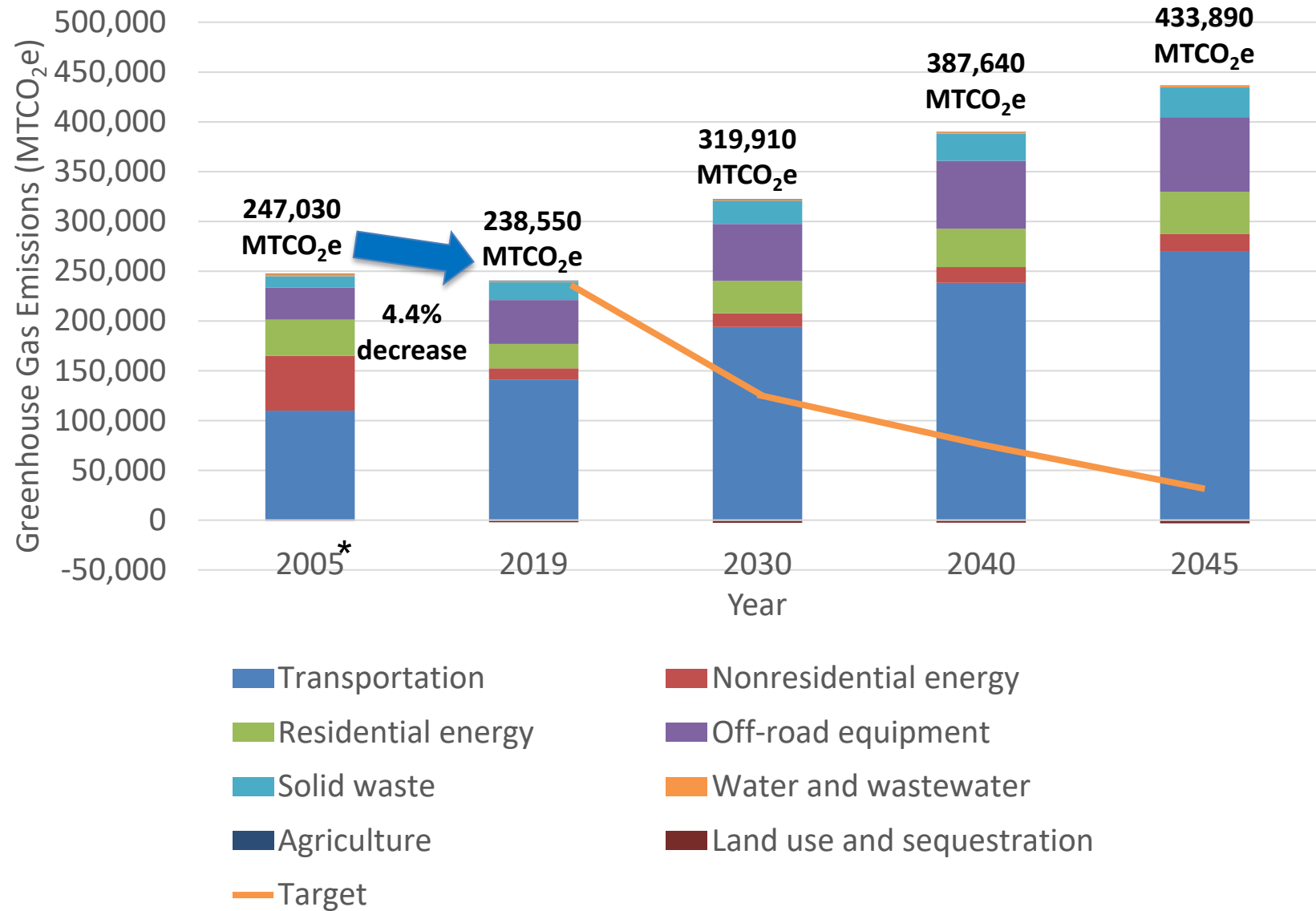
Public Review Draft | March 2023

Hollister's GHG Emissions in Planning Area

Between 2005 and 2019,
citywide GHG emissions
decreased by 4.4%

Top Emitting Sectors (2019)

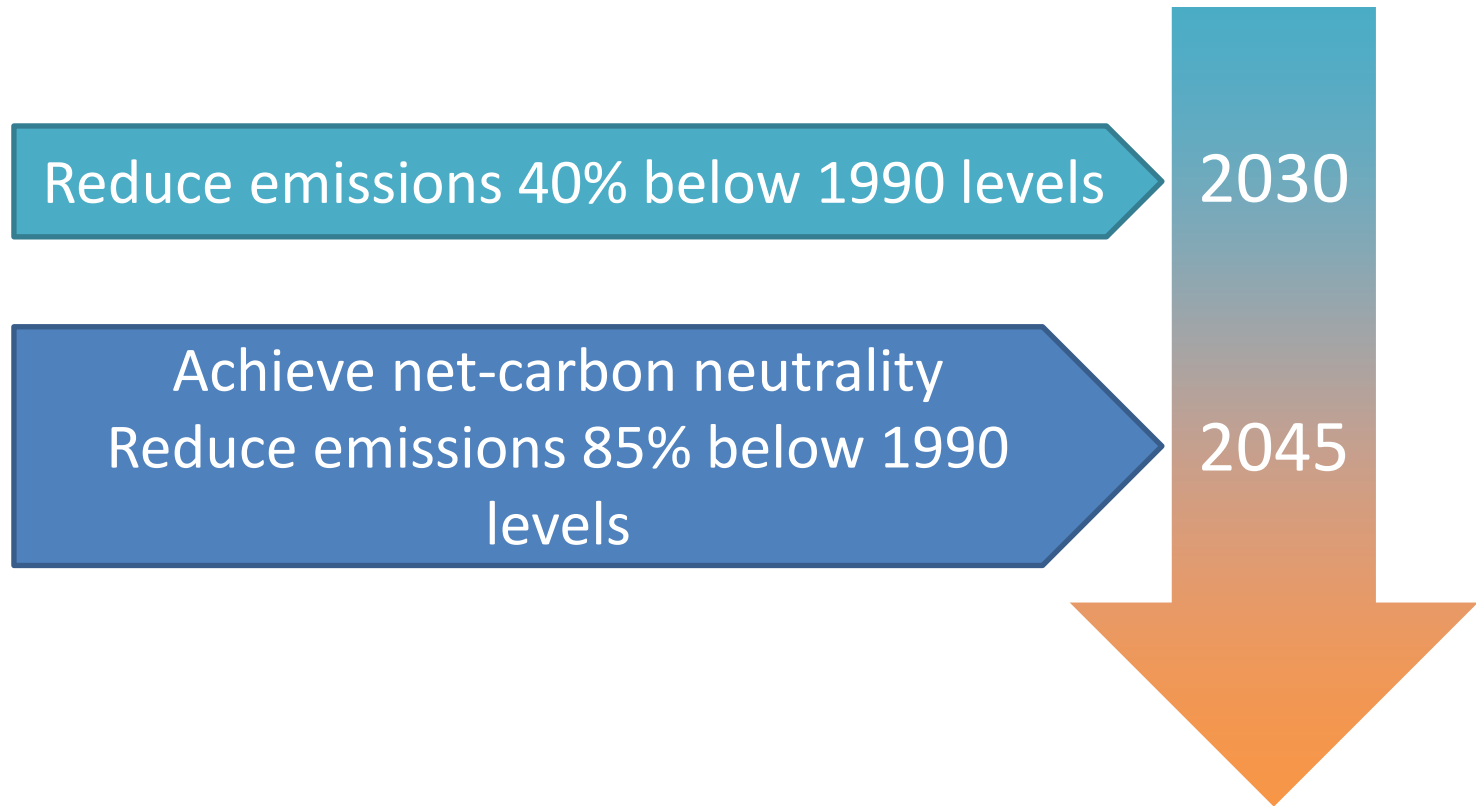
- Transportation (59%)
- Off-road equipment (18%)
- Residential energy (10%)
- Solid waste (8%)



*2005 shows emissions in the City Limits only

GHG Reduction Targets

- » AB 1279 establishes the statewide goal of achieving net carbon neutrality by 2045 and reducing GHG emissions by 85 percent.
- » Carbon neutrality is a state of balance between GHG emissions that are released and those removed from the atmosphere.



Climate Action Strategies

- » **What the City will do to reduce GHG emissions and/or increase resilience.**
 - 8 sectors/goals
 - 33 strategies
- » **Each strategy has a set of actions, performance assumptions and indicators, and implementation details.**
- » **Include mandatory and incentive-based strategies and actions.**
- » **Community-wide and City led actions.**



Sustainable Energy and Resilience

Reduced energy use through use of energy-efficient appliances, lighting, and materials in our homes, businesses, and City facilities.



Carbon-Free Energy

Existing and new buildings, facilities, and operations are resilient and powered by carbon-free electricity or other low-carbon, clean energy sources



Transportation

A connected and efficient transportation network that provides equitable access to low-carbon motorized and GHG free nonmotorized mobility options.



Off-road Equipment

Hollister encourages residents, businesses, and industries to electrify off-road equipment when feasible.



Solid Waste

Hollister residents, businesses, and visitors minimize waste sent to the landfill.



Water and Wastewater

The community maintains a sustainable supply of drinking water and efficient indoor and outdoor water use in homes, businesses, and operations.



Natural Resources and Agriculture

Preserve and expand natural resources and agricultural land.



Governance and Leadership

Work with regional partners to implement the CAP and take actions to increase community resilience against climate hazards.

Co-benefits of GHG Reduction Strategies



Conserves Natural Resources



Promotes Technological Innovation



Promotes Community Resilience



Improves Air Quality



Improves Habitability



Promotes Economic Savings



Encourages Active Mobility



Supports Workforce Development



Promotes Social Equity



Supports Local Agriculture



Supports the Local Economy



Promotes Local Governance and Leadership

Examples of GHG Reduction Strategies

Strategy 14 Electric Vehicles (EVs)

Promote adoption of electric and clean-fuel vehicles and expansion of public and private EV charging infrastructure.



Improves Air Quality



Promotes Technological Innovation

Strategy 14 GHG Reduction (MTCO _{2e})			
Geography	2030	2040	2045
City Limit	18,190	74,640	116,420
SOI	320	2,080	3,500
CAP study area	18,510	76,720	119,920

Strategy 14 Actions:

- Install EV charging stations equitably throughout the community at City facilities, parks, and parking lots.
- Review the City’s municipal code to identify barriers and opportunities to accelerate the use of EVs by Hollister’s residents and employees, and update the code as needed. This review should ensure parking areas, gas stations, and fossil-fuel dependent transportation-related uses provide low and no carbon fuel options.
- Adopt an EV reach code with minimum requirements for parking spaces with EV charging capacity for multifamily residential buildings and nonresidential buildings.
- Provide dedicated parking spaces for electric or low-carbon car-share vehicles at park-and-ride lots, public transit centers, and core commercial and business areas.
- Participate in 3CE's Central Coast Incentive Project and other existing or future programs.
- Work with San Benito County Express to ensure equitable access to electric or low-carbon carshare vehicles.
- Collaborate with regional partners, such as 3CE and the Monterey Bay Air Resources District, among others, to support accelerated adoption of EVs through the provision of incentives and public outreach campaigns.

Examples of GHG Reduction Strategies

Strategy 20 Methane Capture at Landfills

Support efforts to reduce methane emissions from regional landfills.



Conserves Natural Resources

Strategy 20 GHG Reduction (MTCO _{2e})			
Geography	2030	2040	2045
City Limit	2,860	5,870	8,300
SOI	30	70	100
CAP study area	2,890	5,940	8,400

Strategy 19 Actions:

- Encourage efforts of the John Smith Road Landfill to install or enhance existing methane capture technology and associated monitoring systems with a goal of increasing the methane capture rate to the highest extent feasible.
- Encourage the use of captured methane for flaring or generation of electricity to offset fossil fuel energy use and reduce GHG emissions.

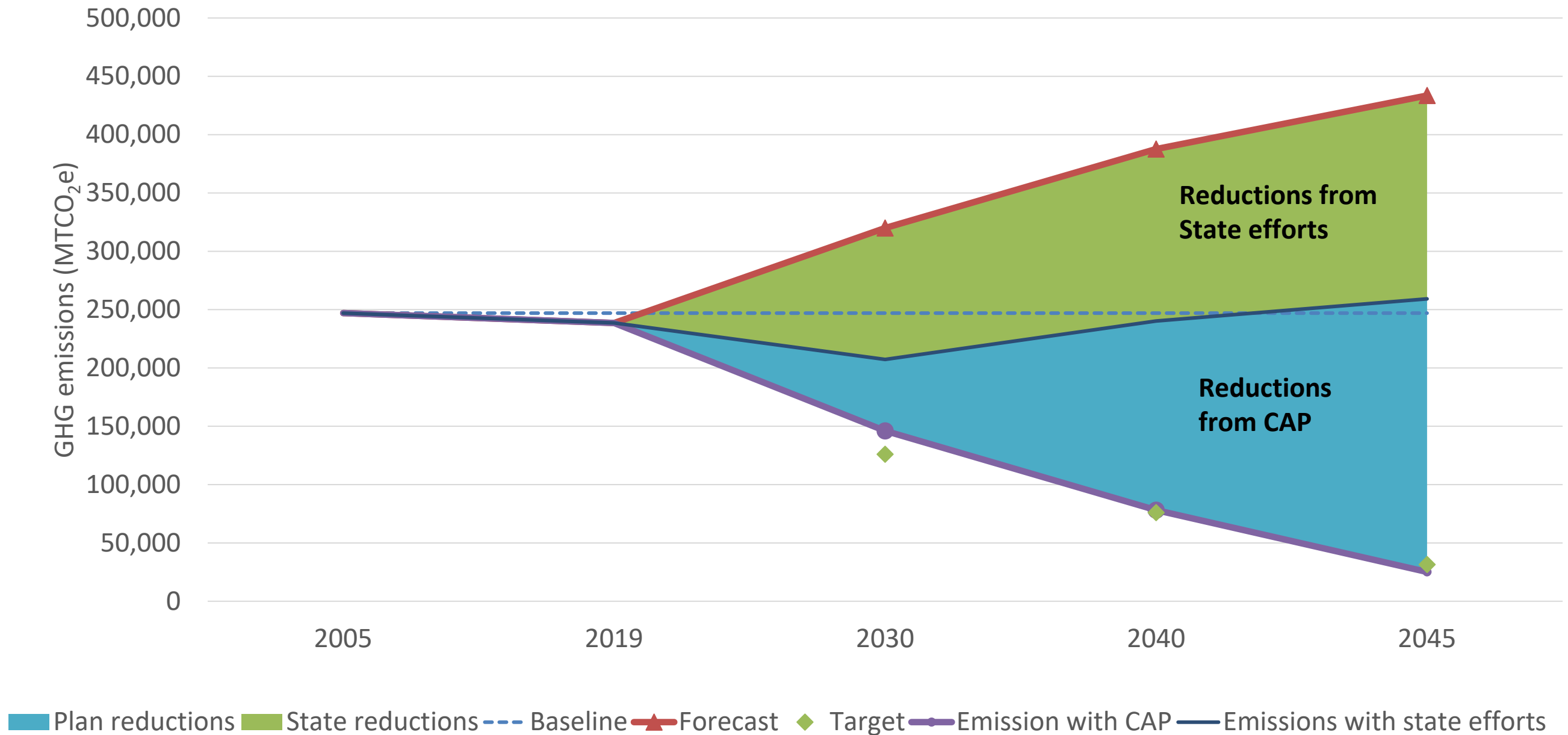


Image credit: Carbon Offset Research and Education Program

CAP Implementation

- » Requires regular monitoring and reporting of progress
- » Implementation strategies address staffing, reporting, funding, collaboration, and plan maintenance
- » For each strategy:
 - Responsible department(s)
 - Indicators of implementation progress
 - Partner agencies
 - Time frame
 - Funding options

Progress to Targets



Questions?



Agricultural Preservation Program



Purpose of the Program

- » **Partially offset the loss of agricultural land as urbanization occurs.**
- » **Protect farmland from urban development.**
- » **Preserve land through agricultural conservation easements (legally binding agreement under which land remains in agricultural use).**



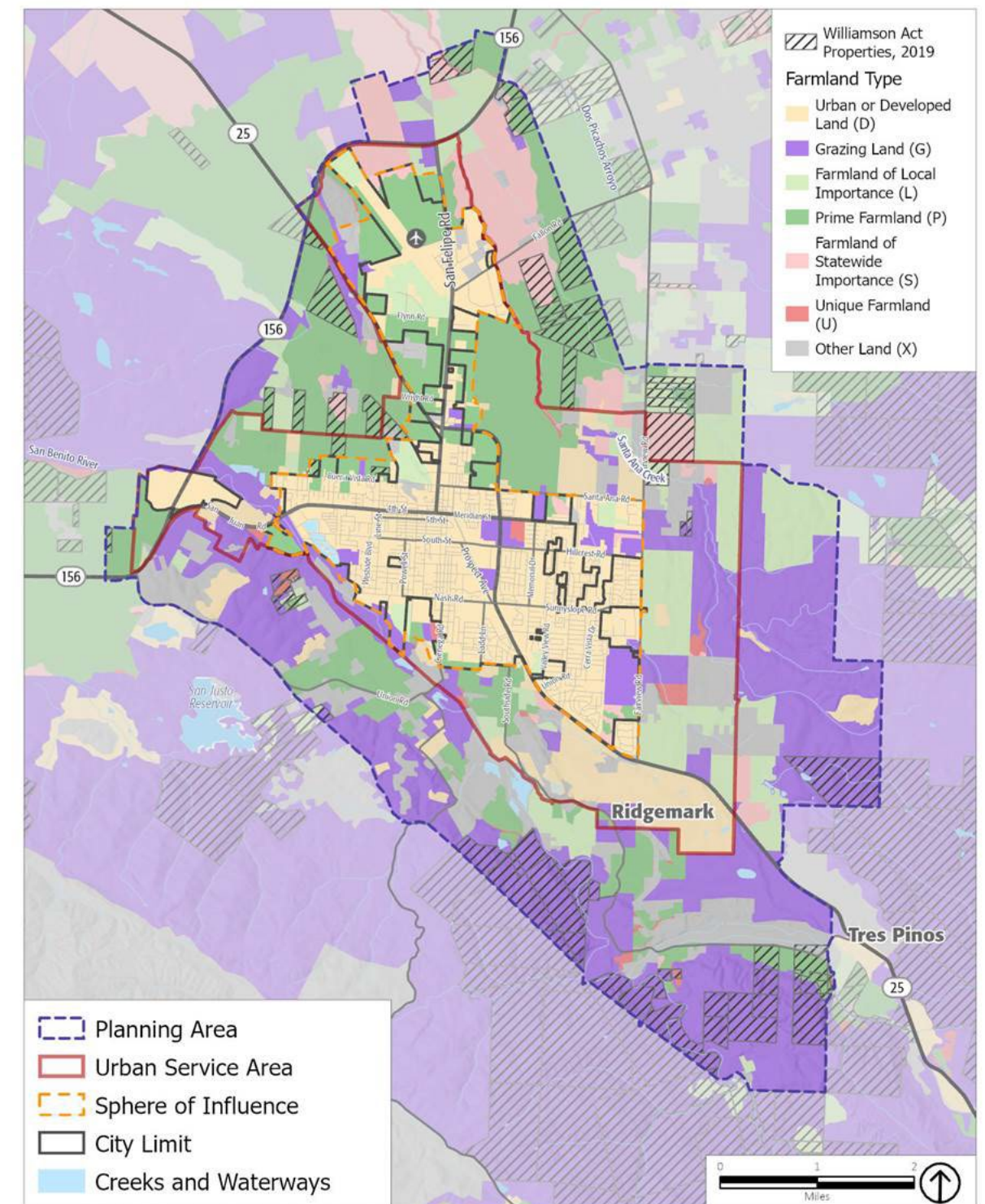
Agricultural Preservation Requirements

- » Requires land dedication at a 2:1 ratio
- » Equates to two acres of land preserved for every one acre developed



Geographic Area of Program

- Must be within the Hollister Planning Area
- Eligible lands:
 - Classified as Prime Farmland, Farmland of Statewide Importance, Unique Farmland, or Farmland of Local Importance (State of California).
 - Class I or Class II soils (NRCS classification).
 - Rangelands that support at least one animal per acre (USDA classification).
 - Orchards or vegetable farms which produce a minimum annual return of \$200/acre.



Source: ESRI, 2020; PlaceWorks, 2020; San Benito County, 2020; USGS, 2019; CA Dept. of Agriculture, 2016.

Other Requirements

- » **Must be in active agricultural use or in such use within one year.**
- » **Served by a water supply adequate to support agricultural use.**



Questions?




Next Steps

- » **Draft EIR Published Yesterday (May 17)**
- » **Review of Draft Plans**
 - June 22, 2023 - Planning Commission
 - August 2023 - City Council
- » **June 22, 2023 – Public Hearing on the Draft EIR**
- » **September to October 2023 – Adoption Hearings**

Stay in Touch!

- » Review the Draft Plans and sign up for the project mailing list at:
www.Hollister2040.org
- » Share additional comments via generalplan@hollister.ca.gov



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2040

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