Chapter Two: Land Use and Community Design Element

The Land Use and Community Design Element provides the foundation for growth on which the other General Plan elements are based. State law mandates the inclusion of a land use element in any General Plan. Land use goals and policies establish the overall type and location of development activity in Hollister and are closely related to housing and economic development. This element also includes a community design section, although not required by California law, because Hollister residents place great importance on the goal of improving the quality of development in the City.

Hollister's mix of land uses range from dense multi-level commercial buildings downtown to single-family residences and undeveloped agricultural land.

HOLLISTER TODAY

The Land Use and Community Design Element defines land use categories within three planning boundaries: the planning area boundary, the sphere of influence, and the city limits. These three areas allow the General Plan to address development within the City and in surrounding areas that directly influence development planning and decision-making in Hollister.

The Hollister planning area boundary encompasses incorporated and unincorporated territory bearing a relation to the City's planning. A city's planning area generally includes the city limits and land for potential annexation with the sphere of influence. Reduced in size from the 1995 General Plan, the Hollister planning area is generally bounded by Shore Road (north), Santa Ana Creek and parcels east of Fairview Road (east), Bolsa Road and the San Benito River (west), and Enterprise Road (south).

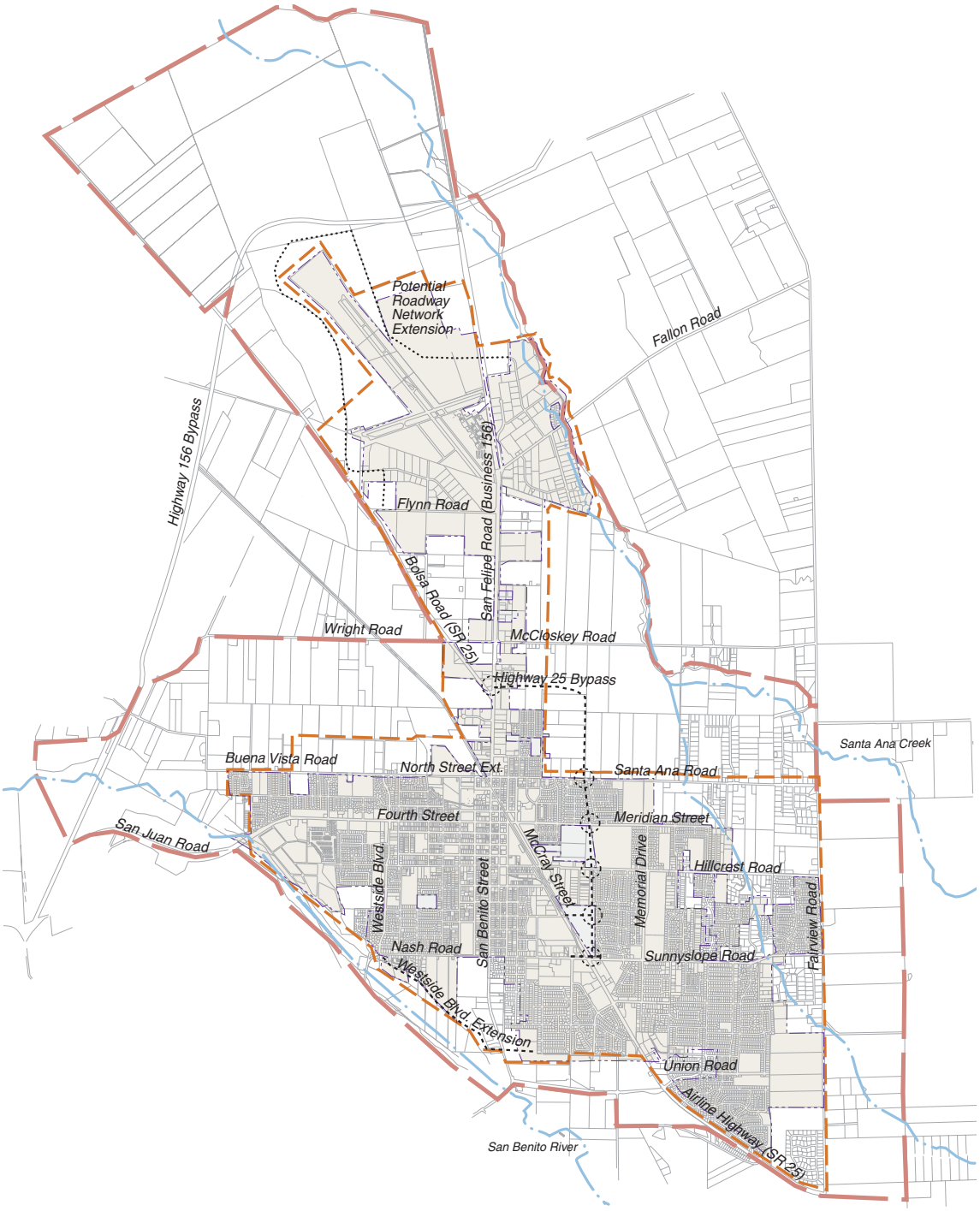
The sphere of influence (SOI) encompasses the city's ultimate service area. The Local Agency Formation Commission (LAFCO) determines the SOI boundaries for which Hollister is responsible. As a function of this responsibility, Hollister city staff review certain development proposals submitted to San Benito County for parcels in unincorporated areas for consistency with land use policies outlined in the City's General Plan. Though Hollister may offer comments on land outside of the city limits, San Benito County is not obligated to accept.

The Hollister city limits encompass incorporated territory that the City serves and regulates. The use of land within the city limits is controlled by the City of Hollister through its General Plan, zoning code, land subdivision process and other related regulations.

KEY FINDINGS AND RECOMMENDATIONS

To accommodate growth in Hollister, the General Plan outlines a series of land use and growth management strategies to intensify urban uses while preserving the small town character and rural feel of the area. Each strategy outlined in the following sections is supported by land use and design goals, policies and implementation measures.

Hollister's population is projected to grow at an average annual rate of 3.4% through the year 2023, slightly above the national average of 3.3% but below California's population growth rate of 4.8%. The population growth rate slightly outpaces the projected housing unit production rate of 3.0% and the projected employment growth rate within City limits of 2.9%.



Hollister City Limits
Sphere of Influence
Planning Area
Creeks and Rivers
Planned Roads
Planned Interchanges

N
0 2,000' 4,000' 6,000'
100 Acres
25 Acres
10 Acres

Map prepared by MIG, Inc. - October 2005

Map 1
Hollister Planning Area
City of Hollister 2005 General Plan

Table LU1: City of Hollister Growth Projections through 2023

Projection Type	2000 (actual)	2010	2020	2023	Numerical Change (2000-2023)	Annual Numerical Change (2000-2023)	Annual Percentage Increase (2000-2023)	Total Percentage Increase (2000-2023)
Population	34,413	44,790	53,330	55,192	+20,779	+903	2.6%	60.4%
Housing Units	9,924	12,797	15,237	15,769	+5,845	+254	2.6%	58.9%
Employment	13,234	16,355	21,034	22,204	+8,970	+390	2.9%	67.8%

Source: Assoc. of Monterey Bay Area Government's Forecast Report (January, 2004), modified to address Hollister's Regional Housing Needs

Table LU1: City of Hollister Growth Projections through 2023, above, shows the City's employment, housing units and population counts as of the 2000 Census and projected values for each category in 2010, 2020 and 2023. By the end of the 2004 General Plan's planning horizon, Hollister's population will increase from 34,413 to a projected 55,192 residents. The Land Use Plan accommodates this projected growth within the City's Planning Area.

LAND USE PLAN

The General Plan's Land Use Plan graphically represents prescribed land uses and intensities for physical development within the planning area. The General Plan land use designations provide the basis for more specific requirements and standards in Hollister's zoning ordinance. Definitions for each land use category are provided on the following pages. It is important to consider the following points when referring to the Land Use Plan:

- The Land Use Plan indicates the primary use of land prescribed in the indicated areas but does not preclude minor deviations from the designated pattern, so long as the intent of the predominant land use designation is maintained.
- The Land Use Plan map will be amended in the event that the City makes changes to the designations of any land areas.

Map 2
Land Use Plan

Map prepared by MIG, Inc. - December 2005

City of Hollister 2005 General Plan

Table LU2 identifies the amount of land designated for each use on the Land Use Plan. In addition to calling out land use quantities, the table highlights the range of acceptable land use densities with a given designation where applicable. The next several pages elaborate the allowed uses within each designation and the permitted development types.

Table LU2: Land Use Calculations

Land Use Designations		Designated Acres	% of Total Acres	Maximum Permitted Intensity
RR	Residential Estate	1,419	14.7%	1 du / 5 ac
LDR	Low Density Residential	3,235	33.6%	1 to 8 du/ac
MDR	Medium Density Residential	326.3	3.4%	8 to 12 du/ac
HDR	High Density Residential	375.5	3.9%	12 to 35 du/ac
MU	Mixed-Use Commercial and Residential	137	1.42%	25 to 40 du/ac
D-MU	Downtown Commercial and Mixed-Use	53	0.6%	25 to 45 du/ac
HO	Home Office	39	0.4%	8 to 12 du/ac
WG	West Gateway Commercial and Mixed-Use	57	0.6%	20 to 35 du/ac
NG	North Gateway Commercial	250	2.6%	2.0 FAR
GC	General Commercial	145	1.5%	2.0 FAR
I/AS	Industrial/Airport Support	1,664	17.3%	1.0 FAR
A	Airport	319	3.3%	N/A
P	Public	457	4.7%	1.0 FAR
OS	Open Space	586	6.12%	.01 FAR
AG	Agriculture	562	5.8%	N/A
Total Acres		**9,625**	**100%**	

LAND USE DESIGNATIONS

Residential Estate (1 unit/5 net acres)

The Rural category of residential land uses is intended for single-family, residential units on large lots. The Residential Estate category only occurs in long-range phased areas outside of Hollister's city limits and Sphere of Influence (but is within the Planning Area). Residential Estate land uses are intended to provide sites for larger, distinctive residences in areas that the City does not provide public infrastructure.

Low Density Residential (1 to 8 units/net acre)

The Low Density category of residential land uses is intended to promote and protect single-family neighborhoods. Low Density Residential land uses are intended to provide sites for single-family detached units, zero lot-line single-family units, and Planned Unit Development (PUD) units.

Medium Density Residential (8 to 12 units/net acre)

The Medium Density category of residential land use accommodates more intensive forms of residential development. This category is intended to provide greater housing choices in the City for different family sizes and incomes (examples include duplexes and triplexes). Existing Medium Density Residential uses are located close to the community and retail services downtown, and future Medium Density uses are intended to be located near other services, such as neighborhood shopping centers, parks and open spaces areas, and near minor and major collector streets where sufficient access can be provided.

High Density Residential (12 to 35 units/net acre)

The High Density residential land use category is intended to provide opportunities for multiple-family residential development in a well-designed environment. The range of unit types is intended to be located in areas where higher traffic volumes and buildings can be accommodated. These developments should be located outside of single-family residential communities, where services and transportation systems are adequate to serve increased densities. High Density Residential land uses are intended to provide sites for multi-family apartments, condos, row houses, apartments, court homes, and cluster housing.

Mixed Use Commercial and Residential (25 to 40 units/net acre)

The Mixed-Use Commercial and Residential designation is intended to promote a vertical or horizontal combination of residential and commercial uses within a single building or site. The designation is intended to encourage retail sales, service, office, and public uses on the ground floor with upper floors of office and residential uses. The Mixed-Use Commercial and Residential category applies to commercial activity that includes government and professional offices, neighborhood-oriented retail, community shopping centers, specialty stores, arts and crafts, woodworking, and assembly processes.

Downtown Commercial and Mixed-Use

The Downtown Commercial and Mixed-Use designation is intended primarily for all types of commercial uses and secondarily for residential uses or a combination of the two. Special attention should be given to pedestrian circulation within the area to provide access to adjacent facilities and uses. The designation is intended to encourage ground floor, pedestrian friendly, retail sales and service uses with upper floors of office and residential uses. The Downtown Commercial category applies to commercial activity including neighborhood

convenience stores, restaurants, regionally-oriented specialty stores, medical and dental offices, and residential units. To promote pedestrian activity, neither commercial uses that require drive-through windows nor open-air car, truck and boat lots, automotive repair and body shops are appropriate Downtown. Smaller vehicle sales are permitted within enclosed buildings.

Home Office

The Home Office designation is intended to allow for residential and office uses, including administrative and professional offices, in the same area. The Home Office designation also allows for limited, small-scale specialty manufacturing uses, such as arts and crafts, woodworking, assembly processes, and beauty salons. Non-residential buildings that share street frontage with residentially developed properties should maintain a residential character. The designation does not require office development; rather, it creates the option for offices in what is otherwise a medium-density residential district.

West Gateway Mixed-Use

The West Gateway Mixed-Use designation is intended to foster an attractive entry to the City of Hollister by featuring community shopping, retail and offices with residential uses. The design guidelines described in the "Special Planning Areas" section of this element stipulates additional criteria that development within the West Gateway must meet.

North Gateway Commercial

The North Gateway Commercial designation is intended to foster an attractive entry to the City of Hollister by featuring commercial and service-oriented businesses along with high-employment uses such as office parks. The design guidelines described in the "Special Planning Areas" section of this element stipulates additional criteria that development within the North Gateway must meet.

General Commercial

The General Commercial designation allows for a variety of commercial uses and service-oriented businesses at scales ranging from large retail stores serving the community and region to smaller businesses oriented towards neighborhood activity. Uses are encouraged to develop in clusters, serving areas with access to major arterials. Independent small businesses such as hair salons, small offices, and restaurants are also permitted. Other examples of uses are department stores, supermarkets, hardware stores and convenience stores.

Industrial

This designation provides for a range of uses, from business and research parks, large individual corporate establishments, professional and administrative offices and industrial complexes. Examples of allowed uses in this category are computer software companies, research laboratories, copying services, printing companies, warehousing, offices, equipment manufacturing and repair and trucking operations. Other permitted uses include limited commercial uses that serve industrial and employment centers.

Industrial areas that fall in the North Gateway Overlay district will also allow limited commercial uses with frontage along Highway 25 to serve passing motorists. The design guidelines described in the "Special Planning Areas" section of this element stipulates additional criteria that development within the North Gateway must meet.

Airport

The Airport designation is applied to publicly owned lands of the Hollister Municipal Airport. Uses include airport operations and support facilities as well as limited commercial and industrial uses incidental to and in support of the airport.

Airport Support

This designation allows industrial or commercial development on those areas that are adjacent to and have direct access to the Hollister Municipal Airport. Development may include industrial, commercial or recreational uses that provide support to the airport and are compatible with both airport operations and adjacent uses.

Public

This designation is applied to publicly and privately owned lands used for activities such as utilities, schools, and other City of Hollister, county, state or federal facilities.

Transit Hub

This designation includes stations and other uses associated with a regional transit corridor or a park-and-ride facility. While neither Transit Hub designated on the Land Use Plan is currently developed, they correspond with future planned development along the Southern Pacific railroad line.

Open Space

This designation is applied to public and privately owned lands used for low-intensity, open space activities such as hiking, walking or picnicking. The designation also highlights environmentally sensitive areas such as rivers and creeks, habitats, City parks and recreation facilities.

Agriculture

The Agriculture designation encompasses lands with continuing commercial agriculture potential. The intent of this category is to retain primary agricultural use to the greatest extent practical. These areas should be kept free of any urban-type development and annexations. Allowed uses include orchards, row crops, nurseries, grazing lands, open space, farm services and parks.

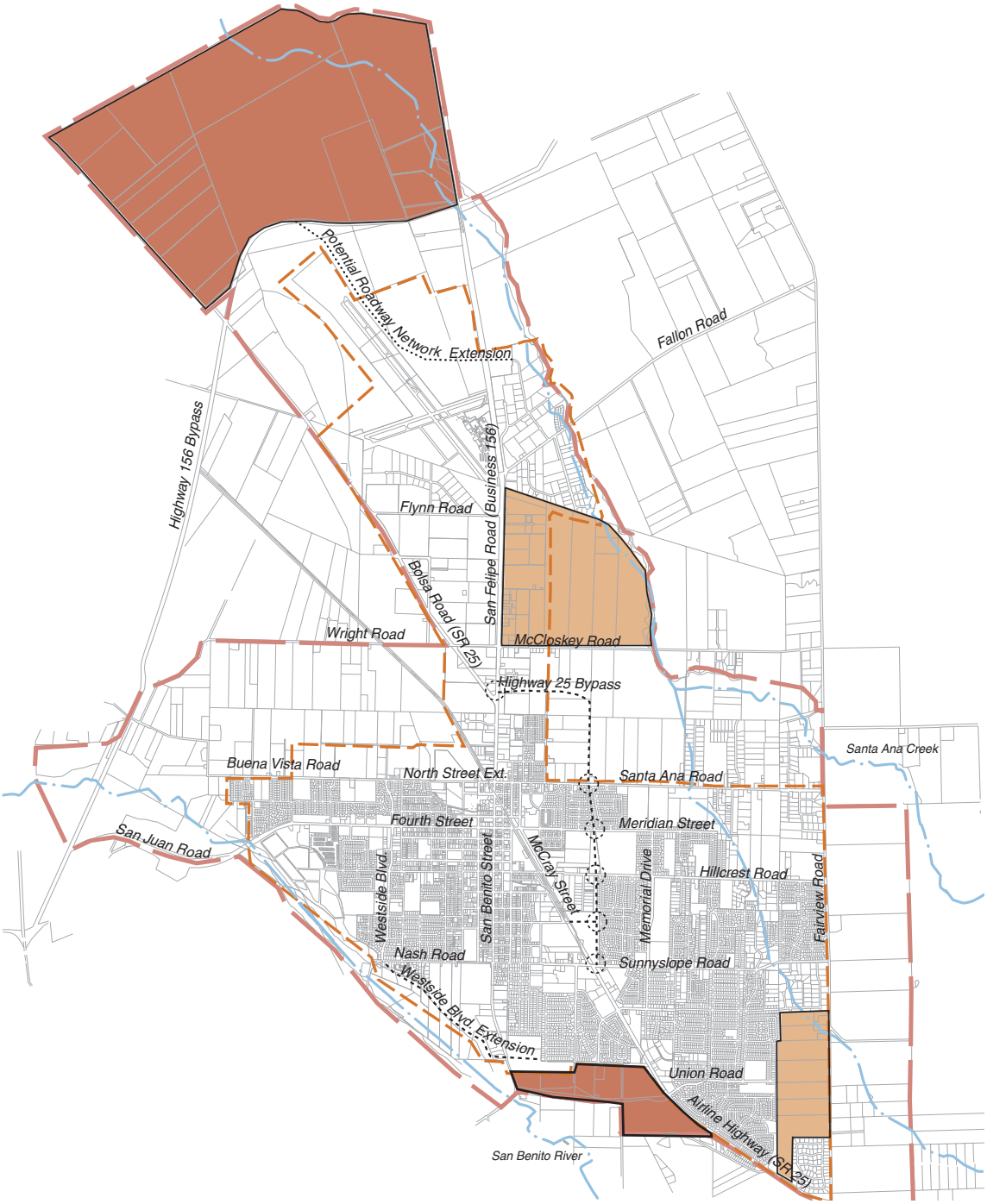
Specific Plan / Area Plan Overlay

The Specific Plan / Area Plan Overlay designation is intended to identify areas that require special planning attention to promote a mix of land uses that remain flexible enough to adjust to changing market demands or the approved West of Fairview Specific Plan and Northeast Hollister Area Plan. Specific Plans should facilitate high-quality development while allowing for multiple property owners to coordinate development efforts, share the cost of infrastructure improvements and provide special amenities.

Land uses with Specific Plan / Area Plan overlay areas may deviate from the underlying land use designations and intensities if recommended by the Specific Plan, however a General Plan amendment would be required as part of the Specific Plan approval process.

To promote timely development on sites in Specific Plan and Area Plan areas, development must commence within five years of Specific Plan approval or in the case of existing Area Plans by 2010. If development does not begin in this time period, designations within the Specific Plan or Area Plan area will revert to standard General Plan designations unless an extension of this time period is authorized by City Council.

The preparation of a Specific Plan or an infrastructure capacity plan shall be required prior to annexation properties outside of the 2005 Sphere of Influence.



Sphere of Influence

Planning Area

Creeks and Rivers

Existing Area Plan & Specific Plan Areas

Proposed Specific Plan Area

N

0 2,000' 4,000' 6,000'

100 Acres

25 Acres

10 Acres

Map prepared by MIG, Inc. - October 2005

Map 3

Specific Plan / Area Plan Areas

City of Hollister 2005 General Plan

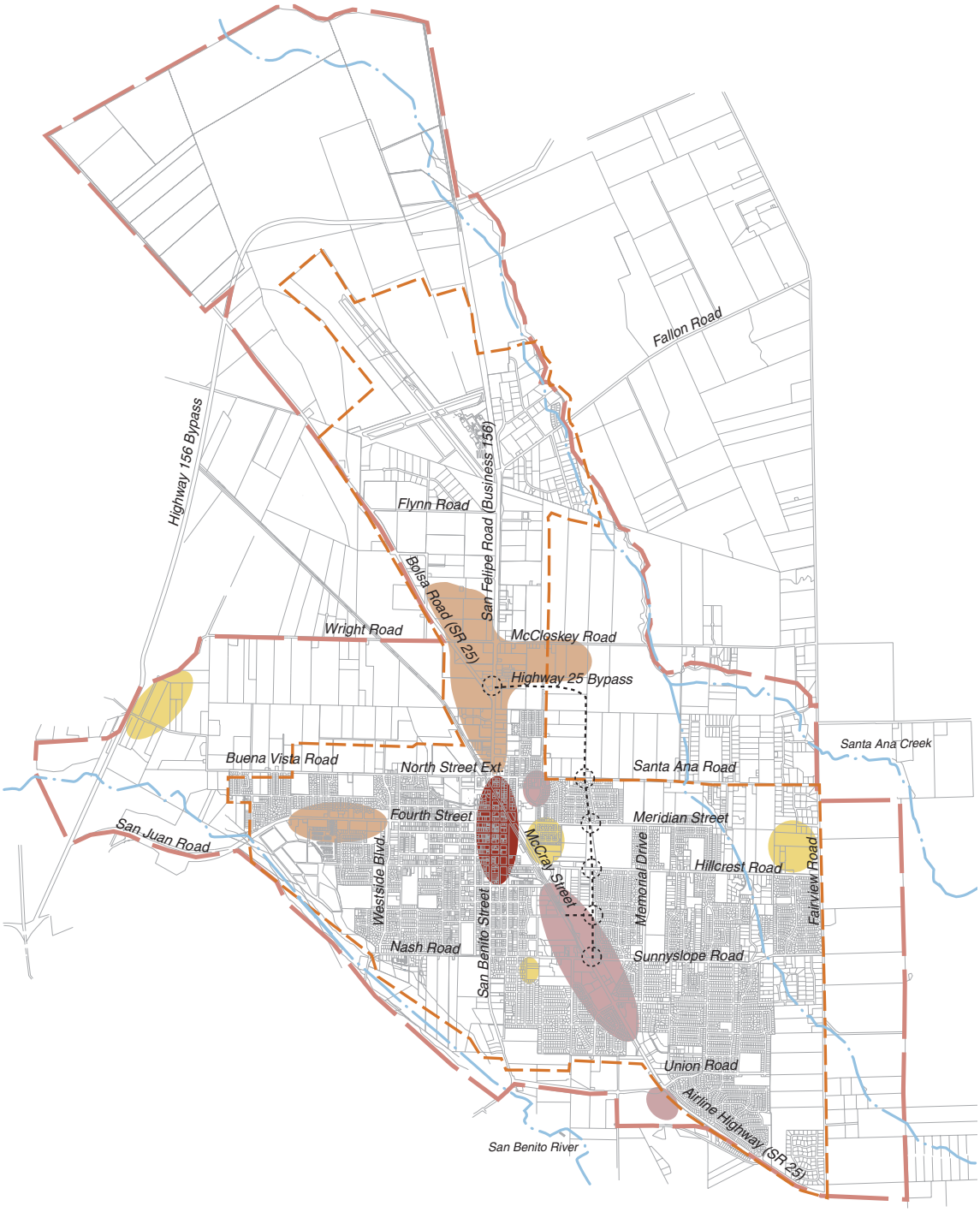
RETAIL DEVELOPMENT STRATEGY

The General Plan's Land Use Plan is designed to provide a high level of flexibility for future commercial development projects. New land use categories, such as Mixed-Use and Home Office, allow a range of commercial projects to develop throughout Hollister without mandating specific uses so that individual projects are free to meet the market demand of the City and its unique neighborhoods at the time of development.

In addition to this flexibility, the General Plan identifies prime locations for new development to occur. By distributing different types of retail development opportunities throughout Hollister, the General Plan seeks to promote accessible and diverse retails districts that complement, rather than compete with, each other.

The major retail characeterizations are:

- Neighborhood-Serving Mixed-Use Retail,
- Downtown Specialty Retail,
- General Commercial, and
- Gateway District Retail.



Sphere of Influence

Planning Area

Creeks and Rivers

Neighborhood-Serving Mixed-Use Retail

Downtown Specialty Retail

General Commercial

Gateway District Retail

N

0 2,000' 4,000' 6,000'

100 Acres

25 Acres

10 Acres

Map prepared by MIG, Inc. - October 2005

Map 4

Retail Development Strategy

City of Hollister 2005 General Plan

Downtown Hollister already features development supporting mixed-use activity.

As highlighted on the "Retail Development Strategy" diagram, Neighborhood-Serving Mixed-Use Retail areas are distributed throughout Hollister. Development in these areas can combine residential units (a customer base for retail development) along with commercial uses that will serve the neighborhoods that surround them. Appropriate uses in these districts range from coffee shops to corner stores. Mixed-use areas will provide useful retail destinations within walking distance from many of Hollister's residential areas.

The mixed-use district in Downtown Hollister serves a different need. Concentrated in a historical retail district, uses in Downtown should be unique destinations that attract people from the entire City. Restaurants, theaters, services, and boutique retail are examples of uses that will help maintain the vitality and distinctive character of Downtown Hollister.

Larger retail development is appropriate for general commercial areas.

General Commercial areas should support Downtown Hollister and neighborhood-serving mixed-use districts by offering products and services that vary from those found elsewhere. Larger chain stores, supermarkets, or other automobile-oriented retailers are appropriate development types in General Commercial districts.

Both Gateway districts are variations of these other retail types. The North Gateway is intended to assemble a series of parcels with underlying General Commercial uses as a retail-oriented entry boulevard, while the West Gateway features a mixed-use district outside Downtown Hollister.

INFILL AND PHASING STRATEGIES

As Hollister continues to grow, development pressure on the edges of the City will increase. Without a strategy to counterbalance this pressure, development will creep further from the core of Hollister. If this happens, new buildings will begin to cover the scenic hillsides that surround Hollister and the City will have a more difficult time extending municipal services to all its residents. To promote concurrent development, Hollister should actively encourage infill development for the next five years.

As a first step, the City should attempt to annex any county "islands" that are within the city limits, making these sites "ripe" for development. Once this has occurred, sites that are within the SOI should be encouraged to develop before development extends to the surrounding areas.

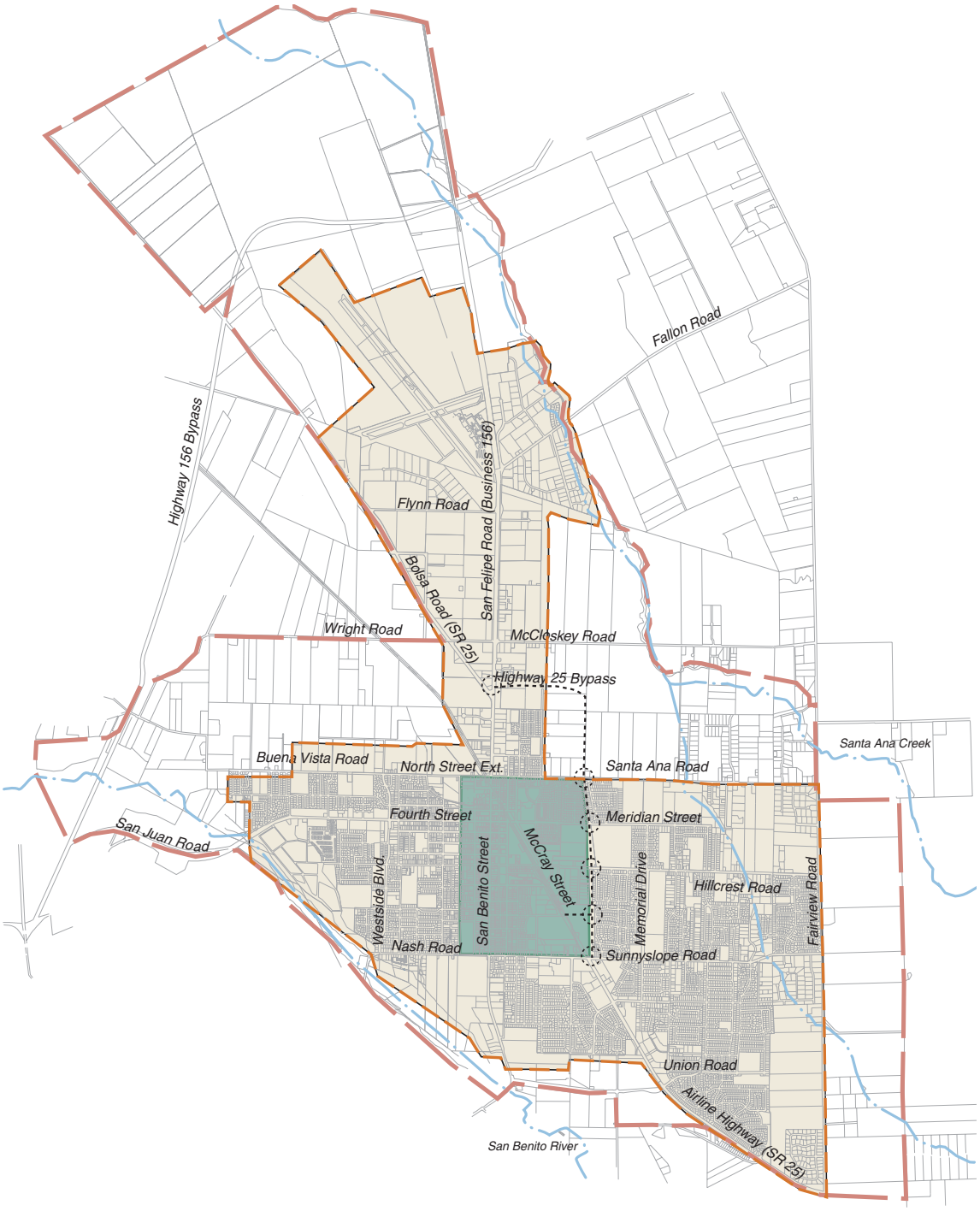
As another component of the Infill Strategy, Hollister shall allocate a portion of the legally permissible units under the City's existing growth management restrictions to be developed exclusively in the Downtown area (bounded by Santa Ana Road and North Street Extension to the north, Nash Road and Sunnyslope Road to the south, Monterey Street to the west, and Highway 25 Bypass to the east) illustrated on Map 5: Infill Development Strategy. By allocating housing units to this area, Hollister is able to meet its regional housing needs while still conforming to and maintaining the spirit of the voter-approved growth management ordinance. Directing residential activity Downtown creates market-rate housing stock without contributing to sprawl or consuming the greenfields that surround the City. The additional residences also establish an expanded market for retail, entertainment and other commercial services in Downtown Hollister.

Development pressure east (pictured top) and south of Hollister can be managed by phasing.

Map 6: Phasing Strategy highlights areas outside of the City's SOI that should not be developed until the SOI is sufficiently built out. Once this occurs, each development phase will be prioritized in sequence; applications for projects in the Phase 1 district will be promoted in favor of projects in Phases 2 or 3. The preparation of a Specific Plan that offers Hollister a high-quality product or a unique opportunity is an alternative way for a development project to gain priority.

Even with these identified priority areas and the phasing strategy, the City cannot force development to occur in these places. In order to implement the phasing plan, Hollister should offer incentives that make the infill development and phased growth areas the easiest, fastest, and most desirable places for developers to build new residential units. To accomplish this, Hollister can:

- Manage a vacancy database that matches interested developers and potential business owners with available sites.
- Make it easier to develop in infill areas than at any other location in the City through regulatory reform measures.
- Expedite plan review for all projects in priority infill areas; streamline the application and review process for projects.
- Explore adoption of a rehabilitation code for historic properties and allow adjacent and abutting properties to work together to meet issues like fire exiting, access and other requirements.
- Provide information and services to potential developers, including catalytic opportunity site pro formas, marketing materials, and early notice of building vacancies.
- Conduct an educational program on non-City incentives and funding mechanisms.



Sphere of Influence

Planning Area

Creeks and Rivers

Downtown Area

Priority Infill Area

N

0 2,000' 4,000' 6,000'

100 Acres

25 Acres

10 Acres

Map 5

Infill Development Strategy

Map prepared by MIG, Inc. - October 2005

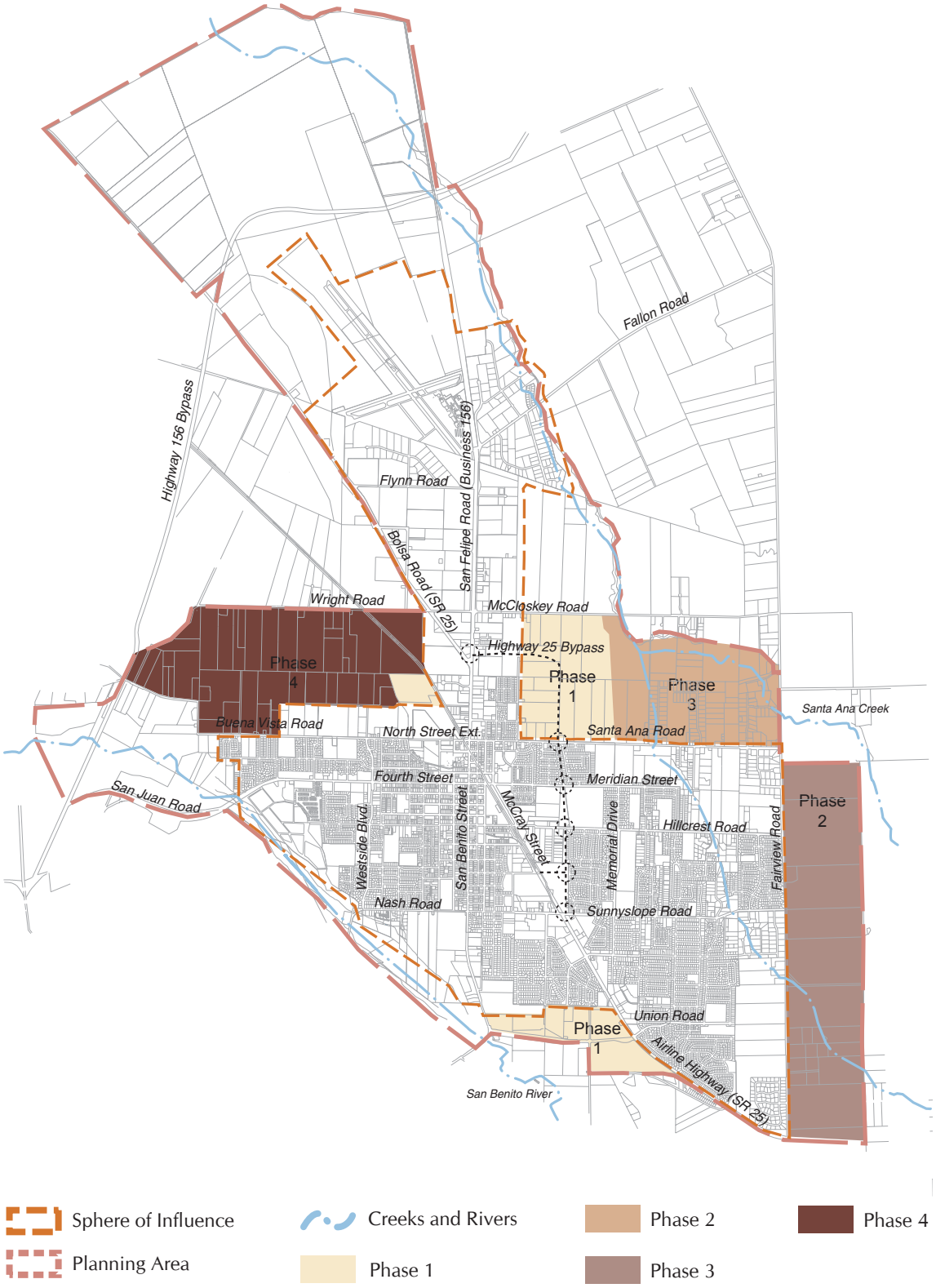
City of Hollister 2005 General Plan

Other incentive techniques Hollister can undertake include the reduction or elimination of development fees associated with construction projects in infill areas. The City can provide credits, fee waivers, or fee deferments on exactions such as water and sewer fees, construction and building permit fees, etc., on projects in priority areas.

Hollister may adopt a policy to defer or adjust sales and/or property taxes in specific districts. For example the City could:

- Explore the possibility of exempting from sales tax the purchase of building materials for infill development projects; and
- Investigate the legal and financial implications of freezing property taxes at the year 2004 (or at the level at the time of development) for parcels that are underutilized or blighted, or any developments that place housing above restaurants or retail in infill areas.

Hollister can adjust its land use policies, and zoning and development standards to provide developers with greater potential financial returns in exchange for tackling high priority development projects which otherwise might prove too risky. The City could provide density bonuses for development projects on priority infill sites.



Sphere of Influence
Planning Area
Creeks and Rivers
Phase 1
Phase 2
Phase 3
Phase 4

N
0 2,000' 4,000' 6,000'
100 Acres
25 Acres
10 Acres

Map prepared by MIG, Inc. - December 2005

Map 6
Phasing Strategy

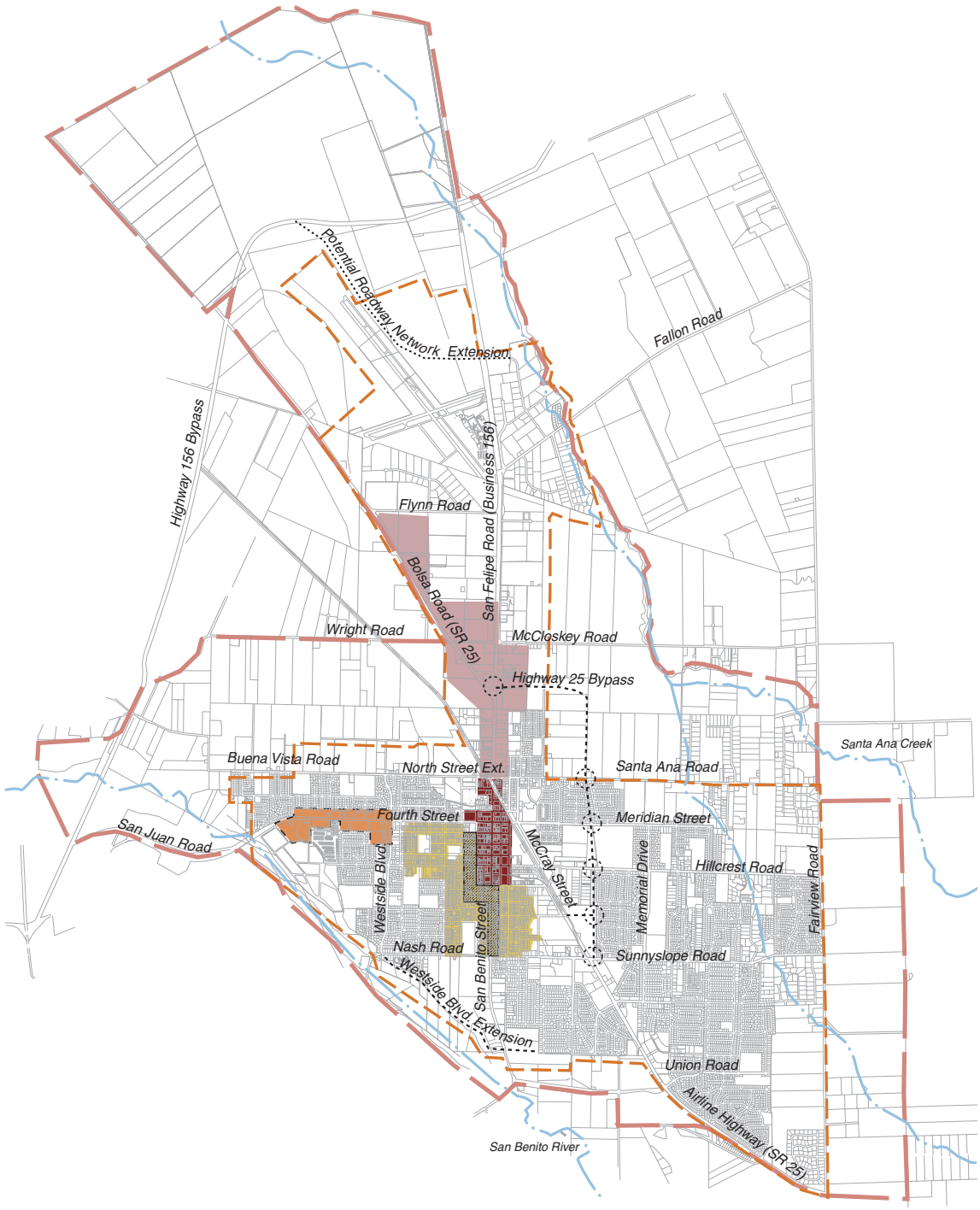
City of Hollister 2005 General Plan

SPECIAL PLANNING AREAS

This General Plan identifies five Special Planning Areas. Each of these areas is at least partially developed already. By designating them as Special Planning Areas, the General Plan intends to provide additional policy direction to guide additional development, redevelopment, and property improvements in these areas. The Special Planning Areas are designated as such for the following reasons:

- They are located in highly visible locations that characterize Hollister, in and around Downtown or as people approach and leave the City.
- They contain potential economic development opportunities if developed appropriately.
- They would benefit from a unified design approach and take advantage of unique elements of the City.

The General Plan identifies design concepts for circulation and parking, site organization, building detailing, landscaping and streetscape elements for each Special Planning Area.



Sphere of Influence
Planning Area
Creeks and Rivers
Home Office
"Old Town" Residential
West Gateway Commercial
North Gateway Overlay
Downtown Commercial and Mixed-Use

N
0 2,000' 4,000' 6,000'
100 Acres
25 Acres
10 Acres

Map 7
Special Planning Areas

Map prepared by MIG, Inc. - October 2005

City of Hollister 2005 General Plan

North Gateway

The North Gateway area is intended to create an entry boulevard for motorists arriving in Hollister from the north along Highway 25. The district begins at the intersection of San Felipe and McCloskey Roads and extends south along San Felipe Road to Santa Ana Road. The gateway area extends east of San Felipe Road between McCloskey Road and the Highway 25 Bypass. The district is important because it provides the opportunity for large retail uses that cater to commuters and other motorists without duplicating services found Downtown.

The North Gateway includes a triangular area northeast of Highway 25 and San Felipe Road north of Downtown that could be developed for automobile dealerships. The site has access from Highway 25, and the dealerships would be visible to all motorists entering the City. The commercial boulevard could then continue south along San Felipe Road, lined by decorative landscaping and retail facilities, leading into the heart of Downtown. Guidelines for development include the following:

Circulation and parking

- Install bicycle lanes
- Limit entry and exit points to main roads; encourage internal circulation between shops

Site organization

- Encourage large setbacks from the street with parking in front of businesses

Building detailing

- Encourage buildings that are 1-2 stories tall with high floor-to-ceiling heights
- Encourage the use of monument signs

Landscaping

- Provide decorative landscaping along Highway 25 and San Felipe Roads, possibly palm trees
- Encourage automobile sales and service uses to cluster between Highway 25, Wright and San Felipe Roads, and screen the retail uses with decorative landscaping

Streetscape elements

- Add a landscaped median on San Felipe Road, south of the Highway 25 bypass
- Install pedestrian-oriented decorative lighting in addition to traditional overhead automobile-oriented lighting
- Develop district features to create an entry statement. Themes could draw from agricultural elements or focus on Hollister family-friendly environment

West Gateway

The West Gateway is intended to create an entry feature on San Juan Road as it bridges the San Benito River. Historical themes from Hollister's past can be incorporated into the design and carry over into the rest of the district. After the entry feature, the West Gateway continues east to Westside Boulevard, including a number of currently underutilized parcels. The district provides the opportunity to develop a new mixed-use district with medium to high-density houses and a neighborhood-serving retail component complimented by a public plaza.

Medium and high-density development with an historical theme is appropriate for the West Gateway area.

Circulation and parking

- Limit entry and exit points to main roads; encourage internal circulation between mixed-use buildings and residential developments

Site Organization

- Encourage 3-story building forms on the street, stepping down to the north and south
- Maintain large right-of-way areas and setbacks around residences to buffer new uses from existing adjacent residential uses
- Design public space that is conducive to retail sales and community gatherings, such as a Mercado or plaza

Building details

- Encourage sloping roofs
- Consider a unified design theme for building architecture within the district that is different from Downtown Hollister.

Landscaping

- Develop a common landscaping treatment for the district
- Install a double row of trees, one at the street and one closer to the building edge

Downtown

Downtown is already a special area of Hollister. Stretching along San Felipe Road from Santa Ana Road to Hawkins Street, the district has a number of businesses and amenities, most of which are located in early-twentieth century buildings that reflect the small-town agricultural character and history of Hollister. New development and redevelopment that occurs Downtown must occur in context of the existing buildings. Amenities that encourage a safe and comfortable pedestrian experience in Downtown are also crucial elements to promote.

Circulation and parking

- Cluster parking in structures, behind buildings and on streets

Site organization

- Encourage minimal building setbacks without surface parking lots in front of building entries

Building detail

- Allow blade signs or flush signs with icons
- Encourage buildings that are 3-4 stories tall
- Encourage flat roofs
- Encourage cloth awnings
- Avoid mirrored windows and curtain walls; instead, encourage recessed windows and doorways

Landscaping

- Install themed landscaping and street furniture
- Provide streetscape elements
- Maintain 12-15 foot sidewalks to accommodate pedestrian activity, outdoor dining, etc.
- Discourage buildings that would create blank walls; maintain 60% of ground floor walls as windows or doors to engage pedestrians
- Install themed landscaping and street furniture

"Old Town" Residential

The "Old Town" residential district contains some of Hollister's most diverse architecture distributed through a neighborhood of historical homes. Located east and south of Downtown, the "Old Town" residential district extends roughly from Fourth Street to Nash Road. Preservation efforts should be employed to reinforce the distinct attributes of the existing structures for any development or redevelopment that occurs in the district. New construction should blend well with structures in existing neighborhoods

A well-maintained tree lawn will help define the character of the "Old Town" Residential district.

Circulation and parking

- Encourage parking alleys and side-lot access points

Site organization

- Follow prevalent existing setback patterns
- New units should not back up onto existing streets

Building detail

- Ensure that the scale of new buildings is compatible with the planned scale of the surrounding area
- Incorporate distinctive architectural characteristics (window and door detailing, decoration, materials, roof style and pitch, porches, bay windows)

Landscaping

- Encourage the planting of a tree lawn to develop a full canopy of trees

Home Office

The Home Office designation is an older residential district surrounding Downtown that has changed over time to include professional offices. Users such as accountants, architects, engineers, graphic designers, lawyers, etc., contribute to an economically viable area that is relatively free of high-volume automobile and pedestrian traffic. The major design goal is to preserve the residential look and feel of the neighborhood while continuing to allow specific office uses to adjoin residences.

Site organization

- Do not allow large parking lots in front of offices; cars must be accommodated on-site behind or to the side of structures
- Set back buildings 20 feet from the street

Building detail

- Allow small signs on doorways
- Non-residential buildings must maintain a residential façade
- Encourage sloping roofs
- Require that buildings be no more than 35 feet tall
- Encourage blade signs or monument signs that are externally illuminated; discourage flashing pole signs, neon signs, can signs, or other internally illuminated product types

Landscaping

- Maintain 60% of front lawn as a yard with live vegetation and trees

Streetscape elements

- Install pedestrian-scale lighting leading to building entries

LAND USE ELEMENT GOALS AND POLICIES

The matrix presented on the following pages is intended to guide implementation of the City's Land Use and Community Design element. In addition to identifying a timeline for implementation in the matrix, each lettered item is described in detail in the "Implementation Measures" section that immediately follows. The matrix is organized according to the following land use and design goals:

GOAL LU1	Maintain and enhance Hollister's small town charm and identity. Organize and design the city with an attractive and positive image.
GOAL LU2	Ensure that public utilities and infrastructure adequately meet the demand for services placed on them by existing and future commercial and residential users.
GOAL LU3	Develop and maintain attractive landscaping on public and private properties, open space and public gathering spaces.
GOAL LU4	Ensure that Hollister has attractive, safe and functional streets, parking areas and pedestrian walkways.
GOAL LU5	Develop a land use pattern and mix of uses that contribute to the financial health and stability of the community.
GOAL LU6	Promote orderly and balanced growth within Hollister's planning area boundaries.
GOAL LU7	Promote diverse housing opportunities for existing and future residents.
GOAL LU8	Maintain the stability of existing neighborhoods.
GOAL LU9	Encourage development patterns that promote energy efficiency and conservation of natural resources.
GOAL LU10	Offer accessible community amenities and gathering places.
GOAL LU11	Encourage well-designed buildings that are compatible with their surroundings.

GOAL LU1	**Maintain and enhance Hollister's small town agricultural valley culture and identity. Organize and design the City with an attractive and positive image.**

	Policies	Lead Responsibility	Time Frame	Implementation Measures
LU1.1	**Residential Areas** To the greatest extent possible, eliminate intrusions, such as noise and commercial traffic and parking, into residential areas from nonresidential areas and provide landscaped buffers between incongruous land uses.	Engineering	1 year	Revise zoning regulations [LU.C]
LU1.2	**Historical Preservation Ordinance** Supplement the existing Historical Preservation Ordinance with an inventory and designation of potential sites and structures of architectural, historic, archeological and cultural significance.	Planning Planning	On-going 3 years	Review development regulations [LU.Y] Inventory and designate historical sites [LU.L]
LU1.3	**Design Review** Require proposals for residential and nonresidential development projects adjacent to designated landmarks to undergo design review.	Planning Planning	On-going 2 years	Review development regulations [LU.Y] Develop and adopt design review guidelines [LU.G]
LU1.4	**Historical Building Code** Adopt a Historical Building Code that exceeds state standards.	Planning	On-going	Review development regulations [LU.Y]
LU1.5	**Underground Utility Lines** Maintain the existing regulations that promote the undergrounding of utility lines.	Utilities	On-going	Review development regulations [LU.Y]

GOAL LU1	**Maintain and enhance Hollister's small town charm and identity. Organize and design the City with an attractive and positive image.**

	Policies	Lead Responsibility	Time Frame	Implementation Measures
LU1.6	**City Entrances** Improve the major entrances into the City with landmark entry features, signs and gate-ways at the North and West gateways and along the San Felipe Road corridor north of McCloskey Road	Planning Engineering	On-going 2 years	Promote improvements during design review [LU.W] Develop streetscape improvement guidelines [LU.I]
LU1.7	**Special Planning Areas** Develop special planning areas and design guidelines for the North Gateway, West Gateway, Downtown, "Old Town" Residential, and Home Office districts.	Planning Planning Planning	2 years On-going 1 year	Develop and adopt design review guidelines [LU.G] Promote improvements during design review [LU.W] Revise zoning regulations [LU.C]
LU1.8	**Signage** Require that building signs be designed to fit within the scale and character of buildings.	Planning Planning Planning	2 years 1 year 1 year	Develop and adopt design review guidelines [LU.G] Develop signage ordinance [LU.A] Revise zoning regulations [LU.C]
LU1.9	**Cohesive Design Elements** Use cohesive design elements in street trees, lighting and street furniture to strengthen character of the special planning areas and residential neighborhoods.	Planning Planning Planning	2 years On-going 1 year	Develop and adopt design review guidelines [LU.G] Promote improvements during design review [LU.W] Revise zoning regulations [LU.C]

GOAL LU2	**Ensure that public utilities and infrastructure adequately meet the demand for services placed on them by existing and future commercial and residential users.**

Policies		Lead Responsibility	Time Frame	Implementation Measures
LU2.1	**Development Fees** Evaluate existing development fee structure, review every two years, and restructure as needed.	Finance Finance Finance	On-going On-going On-going	Study infrastructure "hook-up" fees [LU.AA] Evaluate public facilities fees [LU.S] Review impact fees [LU.Z]
LU2.2	**Fiscally Sound Development** Evaluate the fiscal impact of projects as part of the development review process to assure that new development does not reduce standards or unduly increase the burden on existing residents.	Planning	On-going	Review development regulations [LU.Y]
LU2.3	**Police and Fire Staffing Levels** Review police and fire department master plans to determine and meet adequate staffing levels.	Police and Fire	1 year	Update public service master plans [LU.D]

GOAL LU3	**Develop and maintain landscaping on public and private properties, open space and public gathering spaces.**

	Policies	Lead Responsibility	Time Frame	Implementation Measures
LU3.1	**Streetscape and Building Façade Improvements** Encourage streetscape and building façade improvements in the downtown commercial district as a way to stimulate investment and attract high-quality private development.	Engineering Engineering Planning	5 years 2 years 1 year	Evaluate capital improvements program [LU.P] Develop streetscape improvement guidelines [LU.I] Revise zoning regulations [LU.C]
LU3.2	**Street Trees** Promote street tree planting and other community design features to maintain visual quality and small town atmosphere.	Engineering Planning	2 years On-going	Develop a street tree program [LU.H] Promote improvements during design review [LU.W]
LU3.3	**Landscaping** Maintain roadway landscaping through both public and private means.	Engineering	2 years	Develop streetscape improvement guidelines [LU.I]
LU3.4	**Existing Trees** Preserve existing significant trees and tree groupings where possible. Replace trees removed due to site development.	Planning Utilities	1 year On-going	Revise zoning regulations [LU.C] Review development regulations [LU.Y]
LU3.5	**Open Space Preservation** Require the provision of usable open space in multi-family residential developments in the form of ground-floor patios, upper-floor decks and balconies, and common recreational facilities.	Planning Planning Planning	2 years On-going On-going	Develop and adopt design review guidelines [LU.G] Review development regulations [LU.Y] Promote improvements during design review [LU.W]

GOAL LU3	**Develop and maintain landscaping on public and private properties, open space and public gathering spaces.**

	Policies	Lead Responsibility	Time Frame	Implementation Measures
LU3.6	**Landscaping On Public and Private Sites** Require landscaping on public and private sites, including entry areas, street medians, parks, schools, parking lots, plazas, courtyards and recreational areas.	Planning Planning Planning	2 years On-going On-going	Develop and adopt design review guidelines [LU.G] Review development regulations [LU.Y] Promote improvements during design review [LU.W]
LU3.7	**Alleys** Promote the beautification of alleys to encourage their use as open space.	Planning Planning	2 years On-going	Develop and adopt design review guidelines [LU.G] Review development regulations [LU.Y]

GOAL LU4	**Ensure that Hollister has well-maintained, safe and functional streets, parking areas and pedestrian walkways.**

	Policies	Lead Responsibility	Time Frame	Implementation Measures
LU4.1	**Pedestrian and Bicycle Facilities** Ensure that business areas have adequate pedestrian and bicycle facilities and universal accessibility and that easy connections to transit are available whenever possible. Secure funding to implement the Hollister Bicycle Master Plan.	Planning Engineering Planning	2 years 5 years 1 year	Develop and adopt design review guidelines [LU.G] Evaluate capital improvements program [LU.P] Revise zoning regulations [LU.C]
LU4.2	**Alternatives to Automobiles** To the extent possible, encourage alternatives to the use of private automobiles. Encourage a range of transportation options, including driving, walking, biking and transit, without allowing any one to preclude the others.	Planning Planning	1 year On-going	Revise zoning regulations [LU.C] Encourage specific plans [LU.R]
LU4.3	**Building Frontages** Encourage building frontages that are safe and interesting for pedestrians. Require setbacks or 15' of less Downtown, and follow the prevalent existing setback pattern in medium-density residential areas.	Planning Planning Planning	2 years On-going 1 years	Develop and adopt design review guidelines [LU.G] Promote improvements during design review [LU.W] Revise zoning regulations [LU.C]
LU4.4	**Streets, Paths and Bikeways** Ensure that streets, paths and bikeways contribute to the system of a fully connected transportation network.	Engineering	2 years	Develop streetscape improvement guidelines [LU.I]

GOAL LU4	**Ensure that Hollister has well-maintained, safe and functional streets, parking areas and pedestrian walkways.**

	Policies	Lead Responsibility	Time Frame	Implementation Measures
LU4.5	**Lighting and Furniture** Require compatible pedestrian and bicycle pathways and automobile routes with design elements that use buildings, trees, lighting and street furniture to define spaces for travelers.	Engineering	2 years	Develop streetscape improvement guidelines [LU.I]
LU4.6	**Signs for Pedestrians and Motorists** Scale and orient signs along the street to both pedestrians and motorists.	Planning Planning	2 years 1 year	Develop and adopt design review guidelines [LU.G] Develop signage ordinance [LU.A]
LU4.7	**Common Parking Areas** Encourage the development of common parking areas and common access for adjoining lots in Downtown Hollister.	Planning Planning Planning	1 year On-going 5 years	Revise zoning regulations [LU.C] Encourage specific plans [LU.R] Assess existing downtown Hollister parking district [LU.O]
LU4.8	**Pedestrian Environment** Design safe, accessible, convenient, comfortable and functional pedestrian crossings, intersections, sidewalks, street plantings, street furniture and traffic signals.	Engineering Planning Planning	2 years 2 years On-going	Develop streetscape improvement guidelines [LU.I] Develop and adopt design review guidelines [LU.G] Encourage specific plans [LU.R]

GOAL LU5	**Develop a land use pattern and mix of uses that contribute to the financial health and stability of the community.**

	Policies	Lead Responsibility	Time Frame	Implementation Measures
LU5.1	**Local Jobs and Housing Balance** Strive to maintain balance between the number of local jobs and the number of available housing units within the planning area.	Redevelopment Agency Redevelopment Agency	5 years 3 years	Assemble parcels for development in accordance with RDA programs [LU.N] Formulate and implement an economic development strategic plan [LU.K]
LU5.2	**Mixed-Use** Encourage mixed-use development types that enhance the viability of Downtown Hollister in order to preserve its social, cultural, historical and governmental significance.	Planning Planning	3 years 1 year	Formulate and implement an economic development strategic plan [LU.K] Revise zoning regulations [LU.C]
LU5.3	**Retail Development in Downtown** Promote retail, office and mixed uses along San Benito Street in Downtown Hollister.	Planning	1 year	Revise zoning regulations [LU.C]
LU5.4	**Diversity of Downtown Retail** Maintain a diversity of commercial land uses to ensure stability during economic cycles and enrich residents' lives.	Redevelopment Agency	3 years	Formulate and implement an economic development strategic plan [LU.K]
LU5.5	**Small Business Retention and Attraction** Retain existing small businesses and attract new ones.	Planning	3 years	Formulate and implement an economic development strategic plan [LU.K]

GOAL LU6	**Promote orderly and balanced growth within Hollister's planning area boundaries.**

	Policies	Lead Responsibility	Time Frame	Implementation Measures
LU6.1	**Infill Development** Facilitate infill development opportunities by establishing an annexation policy in cooperation with the County of San Benito and the Local Agency Formation Commission to annex unincorporated county areas surrounded by the City.	Planning Commission Planning	On-going On-going	Implement phasing strategy [LU.U] Encourage intergovernmental coordination [LU.Q]
LU6.2	**Phasing Strategy** Limit future development in accordance with the phasing concept to allow the logical extension of water services and other infrastructure improvements.	Planning Commission Planning	On-going On-going	Implement phasing strategy [LU.U] Encourage specific plans [LU.R]
LU6.3	**Orderly Growth** Promote concentric and contiguous growth in the planning area in accordance with the phasing strategy.	City Council Planning	On-going On-going	Offer development incentives [LU.V] Implement phasing strategy [LU.U]
LU6.4	**Specific Plans** Encourage the use of specific plans to set development priorities and to facilitate appropriate and coordinated development of currently undeveloped land outside the City's sphere of influence.	Planning	On-going	Encourage specific plans [LU.R]
LU6.5	**Transfer of Development Credits** Cooperate with the County of San Benito to investigate the feasibility of establishing a Transfer of Development Credits program.	Planning Commission	On-going	Encourage intergovernmental coordination [LU.Q]

GOAL LU7	**Promote diverse housing opportunities for existing and future residents.**

	Policies	Lead Responsibility	Time Frame	Implementation Measures
LU7.1	**Site Planning** Promote and encourage the use of creative residential site planning techniques such as clustered development and planned development to facilitate the objective of providing a mix and range of housing types.	Planning Planning City Council	2 years On-going On-going	Develop and adopt design review guidelines [LU.G] Promote improvements during design review [LU.W] Offer development incentives [LU.V]
LU7.2	**Housing Diversity** Promote suitably located housing and services for people from a range of age and income within the City.	Planning Housing Program	1 year 1 year	Revise zoning regulations [LU.C] Investigate inclusionary housing programs [LU.B]
LU7.3	**Land Supply** Ensure that adequate land is designated to meet the projected future housing needs of the City.	Planning Redevelopment Agency	1 year On-going	Revise zoning regulations [LU.C] Fund RDA housing projects [LU.T]
LU7.4	**New Residential Areas** Designate new residential areas in a variety of locations that offer a range of housing densities and housing product types.	Planning Redevelopment Agency City Council	1 year On-going On-going	Revise zoning regulations [LU.C] Fund RDA housing projects [LU.T] Offer development incentives [LU.V]
LU7.5	**Diverse Neighborhoods** Encourage the development of well-integrated neighborhoods of single-family and multi-family homes that include owner-occupied and rental housing units in single-use and mixed-use environments.	Planning City Council	1 year On-going	Revise zoning regulations [LU.C] Offer development incentives [LU.V]

GOAL LU8	**Maintain the stability of existing neighborhoods.**

	Policies	Lead Responsibility	Time Frame	Implementation Measures
LU8.1	**Blighted Areas** Identify blighted areas of existing neighborhoods and target these areas for revitalization and reuse.	Code Enforcement Program Redevelopment Agency	3 years On-going	Inventory illegal or dangerous housing units [LU.M] Rehabilitate, replace or eliminate illegal or dangerous housing units [LU.X]
LU8.2	**Historic Neighborhoods** Ensure that the existing historical neighborhoods remain intact by prohibiting incompatible uses and development types.	Planning	On-going	Review development regulations [LU.Y]
LU8.3	**Residential Character** Ensure that new development in multifamily neighborhoods supports, rather than detracts from, the existing residential character of the area.	Planning Planning Planning	On-going 1 year 2 years	Review development regulations [LU.Y] Revise zoning regulations [LU.C] Develop and adopt design review guidelines [LU.G]
LU8.4	**Neighborhood Scale** Preserve and enhance the character of existing residential neighborhoods by limiting encroachment of new buildings and activities that are out of scale and character with surrounding uses.	Planning	2 years	Develop and adopt design review guidelines [LU.G]

GOAL LU9	**Encourage development patterns that promote energy efficiency and conservation of natural resources.**

	Policies	Lead Responsibility	Time Frame	Implementation Measures
LU9.1	**Natural Design Elements** Ensure that building design takes into consideration air circulation, natural lighting, views, solar orientation, and shading areas to interior and exterior spaces.	Planning	2 years	Develop and adopt design review guidelines [LU.G]
LU9.2	**Energy Efficiency** Integrate good design with the use of energy efficient techniques and equipment and with materials and construction practices that minimize adverse environmental effects.	Planning	2 years	Develop and adopt design review guidelines [LU.G]
LU9.3	**Healthy Building Materials** Encourage the use of "green" and non-toxic building materials and advise builders to apply for regional, state and national incentives programs.	City Council	On-going	Offer development incentives [LU.V]
LU9.4	**San Benito River** Where possible, preserve and restore natural drainage ways to the San Benito River, and coordinate recreational and trail use along the river.	Planning Finance	1 year 5 years	Revise zoning regulations [LU.C] Evaluate capital improvements program [LU.P]
LU9.5	**Avoidance of Hazardous Development Areas** Prohibit residential development in areas that present significant environmental hazards, such as unmitigated fault hazard areas, flood zones, or areas with high liquefaction potential.	Planning	1 year	Revise zoning regulations [LU.C]

GOAL LU10	**Offer accessible community amenities and gathering places.**

Policies		Lead Responsibility	Time Frame	Implementation Measures
LU10.1	**Gathering Spaces** Encourage easy access to local businesses as focal points for neighborhood and social interaction.	Planning	1 year	Revise zoning regulations [LU.C]
LU10.2	**Unique Spaces** Encourage a mix of uses that promotes convenience, economic vitality, fiscal stability, public safety, a healthy environment and a high quality of life.	Planning Planning	1 year 3 years	Revise zoning regulations [LU.C] Formulate and implement an economic development strategic plan [LU.K]
LU10.3	**Diversity of Economic Development** Provide for economic development that assures the availability and diversity of resident-serving goods and services.	Planning Planning	1 year 3 years	Revise zoning regulations [LU.C] Formulate and implement an economic development strategic plan [LU.K]
LU10.4	**Attractive Street Frontages** Encourage attractive, accessible, and pedestrian-friendly street frontages that contribute to the retail vitality of Downtown and other special planning areas.	Planning Planning	2 years On-going	Develop and adopt design review guidelines [LU.G] Promote improvements during design review [LU.W]

GOAL LU11	**Encourage well-designed buildings that are compatible with their surroundings.**

Policies		Lead Responsibility	Time Frame	Implementation Measures
LU11.1	**Well-Articulated Buildings** Ensure that buildings are well articulated. Avoid large unarticulated shapes in building design such as blank walls or an unbroken series of garage doors on street frontages.	Planning Planning	2 years On-going	Develop and adopt design review guidelines [LU.G] Promote improvements during design review [LU.W]
LU11.2	**Unique Design Elements** Ensure that building designs include varied building façades, rooflines, and building heights to create interesting and differentiated building forms and shapes.	Planning Planning	2 years On-going	Develop and adopt design review guidelines [LU.G] Promote improvements during design review [LU.W]

IMPLEMENTATION MEASURES

1-Year Time Frame

LU.A Develop signage ordinance

A signage ordinance is a tool to regulate the appearance, size, and location of signs in Hollister. Well-designed signs contribute to the overall visual quality of the built environment by reducing clutter; they also facilitate locating local businesses.

LU.B Investigate inclusionary housing programs

The City's housing program consists of those actions necessary to achieve the policies of the General Plan and the goals of the Housing Element. The housing program should monitor progress toward achieving these goals to ensure that suitable land and incentives are available.

LU.C Revise zoning regulations

Zoning regulations provide the standards for development, prescribe allowable uses, contain specific incentive provisions, and include other standards and procedures related to approval of development projects. The City has begun to re-evaluate its existing zoning regulations and will need to update the code to maintain consistency with the goals of the General Plan. The code should be revised to regulate the location and mixing of uses, gateway development styles, landscaping and streetscape treatments, circulation and parking requirements, and setbacks in accordance with General Plan policies.

LU.D Update public service master plans

To ensure that the City maintains an adequate number of public safety workers, including police officers and fire fighters, individual departments should update their public service master plans in conformance with the amount and type of development specified in this General Plan.

LU.E Initiate a process to amend the AMBAG forecasts

Initiate a process to amend the 2004 AMBAG Population, Housing Unit and Employment Forecasts for San Benito County to make them consistent with the City of Hollister Draft General Plan and Regional Housing Needs Determinations.

Regulating signage can improve the appearance and economic viability of downtown and other areas.

2-Year Time Frame

LU.F Conduct outreach and education

Many contractors would build projects with sustainable techniques or materials if they had more information about their benefits. Similarly, consumers would request "green" product types more often if they were better educated on this style of construction. Hollister should promote "green" building types through public education seminars and both digital and print publications.

LU.G Develop and adopt design review guidelines

Design guidelines are a tool for ensuring that development is compatible with the surrounding area and that it functions well for the community. Guidelines that are quantifiable should be incorporated into the zoning code. Hollister's guidelines should address the gateway districts, other special planning areas, architectural details, streetscape elements, open spaces, circulation patterns, site planning, and sustainability.

LU.H Develop a street tree program

A citywide street-tree planting program can dramatically enhance neighborhood streets, increase property values, and improve the overall appearance of the City.

LU.I Develop streetscape improvement guidelines

Many of the commercial streets in Hollister can be improved by making right-of-ways more attractive and pedestrian friendly. Selected streets can be improved with decorative lighting, crosswalks, and additional landscaping. Specific attention should be given to City entries; Hollister should sponsor the design and construction of entry monuments and other landscape improvement projects to improve the appearance of City streets. These gateway improvement projects can also be developed in cooperation with civic organizations or sponsored by local businesses to create entry signs, monuments and landmarks at the two major entry points to Hollister.

LU.J Develop guidelines for the preparation of lighting plans

In order to minimize light trespass and greater overall light levels in the city, new development and projects making significant parking lot improvements or proposing new lighting shall be required to prepare a lighting plan for review by City planning staff. Require design guidelines to include the following provisions for lighting plans:

a. All light sources should be fully shielded from off-site view.
b. All lights to be downcast except where it can be proved to not adversely affect other parcels.
c. Escape of light to the atmosphere should be minimized.
d. Low intensity, indirect light sources should be encouraged, except where other types of lighting is warranted for public safety reasons.
e. On-demand lighting systems should be encouraged.
f. Mercury, metal halide, and similar intense and bright lights should not be permitted except where their need is specifically approved and their source of light is restricted.

3-Year Time Frame

LU.K Formulate and implement an economic development strategic plan

Hollister should formulate a strategy to retain and attract businesses. This strategy should be reviewed frequently to ensure that it reflects current economic and business trends. City staff, elected officials, and business organizations should actively market Hollister as a desirable location for different types of businesses.

Hollister's architectural history should be preserved to enhance neighborhood character.

LU.L Inventory and designate historical sites

The City should initiate an inventory of structures or sites that may have architectural, historical, archeological or cultural significance to the community. Hollister should then consider action to list the most significant structures or sites on the California Register of Historical Resources and the National Register of Historic Places.

LU.M Inventory illegal or dangerous housing units

To combat the perception that there are substandard housing units in the City, Hollister should identify and catalog housing units that do not conform to code. Units that are unsafe for residents must be prioritized for improvements; other improvements can be prioritized on an individual basis.

5-Year Time Frame

LU.N Assemble parcels for development in accordance with RDA programs

In support of its economic development strategy the City may choose to use the authority of its Redevelopment Agency (RDA) to attract and retain businesses and other activities and in providing supportive public improvements. A strategy for encouraging investment is to purchase adjacent parcels of land to assemble one large lot for development, then building a RDA-funded project or offering the land to a private developer.

LU.O Assess existing Downtown Hollister parking district

Local property owners can help finance needed parking lots and structures in commercial areas by forming parking districts. Parking districts provide for centralized parking lots and shared parking structures that allow participants to build and rehabilitate existing buildings at a higher level of intensity. Downtown Hollister should periodically assess the need for its existing parking district and plan for infrastructure upgrades that will improve parking in the district.

The existing parking districts should be periodically evaluated to monitor demand for spaces.

LU.P Evaluate capital improvements program

The Capital Improvements Program (CIP) is a compilation of the capital improvements planned for construction over the next five years in Hollister. It includes cost estimates, the phasing of specific improvements and associated costs and methods with which specific improvements will be financed. The City should conduct reviews of the CIP at least every five years and add money for transportation, infrastructure, and public facility improvements as funding sources are identified.

On-going Time Frame

LU.Q Encourage intergovernmental coordination

The City should coordinate regional planning efforts with San Benito County, Caltrans and other agencies. Hollister officials should actively participate in development review for projects outside the city limits but within Hollister's planning area. The City should also cooperate with the County to investigate the development of a "transfer of development credit" program.

LU.R Encourage specific plans

Certain areas of the City need to be planned comprehensively, and in more detail than the General Plan. A specific plan can integrate land use, design, transportation, utilities and other issues into an action strategy for development.

LU.S Evaluate public facilities fees

The City should adopt a citywide public facilities impact fee ordinance to fund new community and public facilities, including public safety facilities, required to serve new residents and employees in Hollister.

LU.T Fund RDA housing projects

The City's Redevelopment Agency has the authority to fund housing projects outside of official RDA project areas in some instances. When opportunities arise for unique housing product types on sites that have the potential to trigger future private investment, the RDA should sponsor that residential development.

LU.U Implement phasing strategy

The Planning Commission should work with City Council and San Benito County planners to determine priority areas for development within Hollister's Sphere of Influence and a means for promoting these sites for development. City Council members and the Commissioners should also determine the timing sequence for promoting the long-range development phases outside the Sphere of Influence.

LU.V Offer development incentives

Providing development incentives to developers and property owners can influence good community design. Development incentives can be in the form of density and development intensity bonuses, reduced development standards (such as reductions in setback and parking requirements), or restructured development fees. Incentives should be offered when they promote a close adherence to Hollister's development objectives by providing desirable features such as in-fill housing, exceptional design, enhanced public amenities or environmental benefits.

LU.W Promote improvements during design review

The design review process includes discretionary review of development projects based on consideration of General Plan objectives and policies. Reviewers should also use City zoning and subdivision ordinances and other regulations and adopted ordinances as criteria to evaluate applications. The design review process also includes administrative review of projects to verify compliance with building codes, fire codes, engineering standards, and other regulations and ordinances.

LU.X Rehabilitate, replace or eliminate illegal or dangerous housing units

Once any dangerous or illegal residential units have been identified, Hollister should begin to improve the units. Units that are unsafe for residents must be prioritized for improvements; other improvements can be prioritized on an individual basis. Improvements can include building rehabilitation, replacement or elimination depending on the specific violations.

LU.Y Review development regulations

City staff should continuously review development regulations to ensure that Hollister's codes adequately support the General Plan. To this end, the City should review all public projects for consistency with the General Plan as early as possible in order to minimize wasted effort on projects deemed not to be in conformance.

The City should ensure that the CEQA review process identifies impacts of new development upon the transportation system, utilities, public facilities and open space systems of Hollister.

Following its inventory of structures or sites that may have architectural, historical, archeological or cultural significance to the community, Hollister should regulate development on and around these sites.

LU.Z Review impact fees

The City should consider developing a fiscal impact assessment process that would identify the economic and fiscal impacts of new development projects. The process should establish size thresholds that trigger the assessment, integrate the assessment with CEQA review, and ensure that the fiscal impact assessment is not an undue burden on economic development in Hollister.

LU.AA Study infrastructure "hook-up" fees

The City should conduct biannual reviews of the infrastructure connection fees it charges developers to build projects in Hollister. The City should investigate charging developers for transportation, infrastructure, and public facility improvements as needed.