



VISION AND VALUES

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The following statements of Vision and Values provide the underpinnings for all concepts in this General Plan for its ultimate implementation. The 2040 Vision describes the future of Hollister as the community would like it to be in 2040 and sets the tone for the entire document. The Values provide direction for decision making as the General Plan is implemented over time. The Values remind local leaders and City staff of the ideals that are most important to the community. All policies and actions are intended to support the implementation of Vision and Values.

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 citizens are 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.

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.