

# 3. LAND USE AND COMMUNITY DESIGN ELEMENT

# 3

*The Land Use and Community Design Element describes land use in Hollister today and a General Plan land use map, describes special planning areas, and provides the City's basic policies regarding growth and conservation, 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. This section presents goals, policies, and actions for the following topics:*

- 3.6.1 Growth Management*
- 3.6.2 Residential Uses*
- 3.6.3 Mixed-Uses*
- 3.6.4 Commercial Uses*
- 3.6.5 Industrial Uses*
- 3.6.6 Special Planning Areas*
- 3.6.7 North Gateway*
- 3.6.8 West Gateway*
- 3.6.9 Buena Vista Road*
- 3.6.10 Downtown*
- 3.6.11 Old Town Residential*
- 3.6.12 Home Office*
- 3.6.13 Meridian Street Extension*
- 3.6.14 Union Road*
- 3.6.15 Urban Agriculture*
- 3.6.16 Community Design*
- 3.6.17 Open Space and Landscaping*
- 3.6.18 Parking Requirements*
- 3.6.19 Historic Resources*



Photo by David Mirrione

### 3.1 HOLLISTER TODAY

Hollister’s original urban core was in and around today’s historic downtown area. Today, Hollister has evolved into a suburban community that serves as the commercial, economic, civic, cultural, and educational center of San Benito County. Hollister’s mix of land uses range from dense multilevel commercial buildings downtown to single-family residences and undeveloped agricultural land; although most of the development in Hollister is currently residential. Single-family one- and two-story homes represent the majority of residential development. Some multifamily housing is dispersed throughout the city, mainly along arterial and collector streets.

The Land Use and Community Design Element defines land use categories in Hollister’s four planning boundaries: the Planning Area boundary, the Urban Service Area (USA), the Sphere of Influence (SOI), and the City Limits. These boundaries, shown in Figure LU-1, guide how the General Plan addresses development within the City Limits and in surrounding areas that directly influence development planning and decision making in Hollister.

#### 3.1.1 PLANNING AREA

State law refers to the Planning Area as “any land outside [the City] boundaries which in the [City’s] judgment bears relation to its planning.”

The Hollister Planning Area encompasses incorporated and unincorporated territory and identifies the area where the City has an interest in land use. This boundary does not give the City any regulatory power, but it signals to San Benito County and other nearby local and regional authorities that Hollister recognizes that development in this area may have an impact on the City. Hollister City staff will review development proposals submitted to San Benito County for parcels inside the Planning Area for consistency with land use policies outlined in this General Plan.

#### 3.1.2 URBAN SERVICE AREA

Hollister’s USA historically defined the areas in which the City provides access to municipal water and sewer service. However, as part of this General Plan, the City will evaluate whether this boundary can be retired as Government Code Section 56133 identifies the geographic area in which jurisdictions can provide infrastructure service.

#### 3.1.3 SPHERE OF INFLUENCE

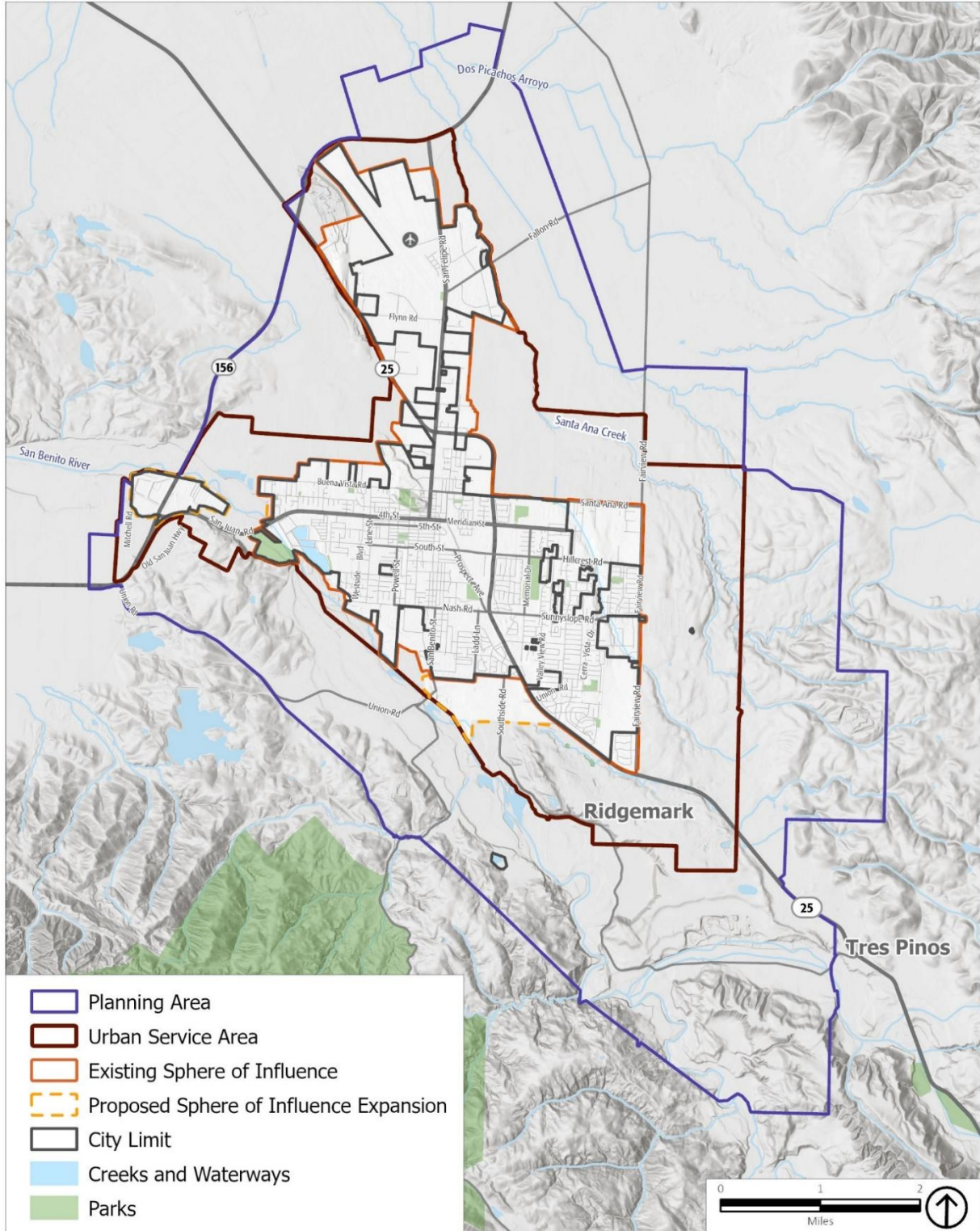
The SOI encompasses the City’s ultimate service area. The San Benito County Local Agency Formation Commission (LAFCO) determines the SOI boundaries for Hollister and other jurisdictions and agencies in San Benito County. As a part of this General Plan, the City of Hollister is proposing to amend its SOI, as shown in Figure LU-1. The City of Hollister proposes expanding the SOI to the San Benito River and San Benito



Photo by PlaceWorks

Street and Southside Street and to Enterprise Road between Southside Road and Highway 25. The proposed SOI expansion would incorporate the vacant land with residential and mixed-use designations within the SOI.

Figure LU-1 Hollister Planning Area



Source: ESRI, 2020; PlaceWorks, 2025; San Benito County, 2020; USGS, 2019

### 3.1.4 CITY LIMITS

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

## 3.2 GENERAL PLAN LAND USE MAP

The General Plan's Land Use Map, shown in Figure LU-2, graphically represents allowed land uses and intensities for physical development in 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.

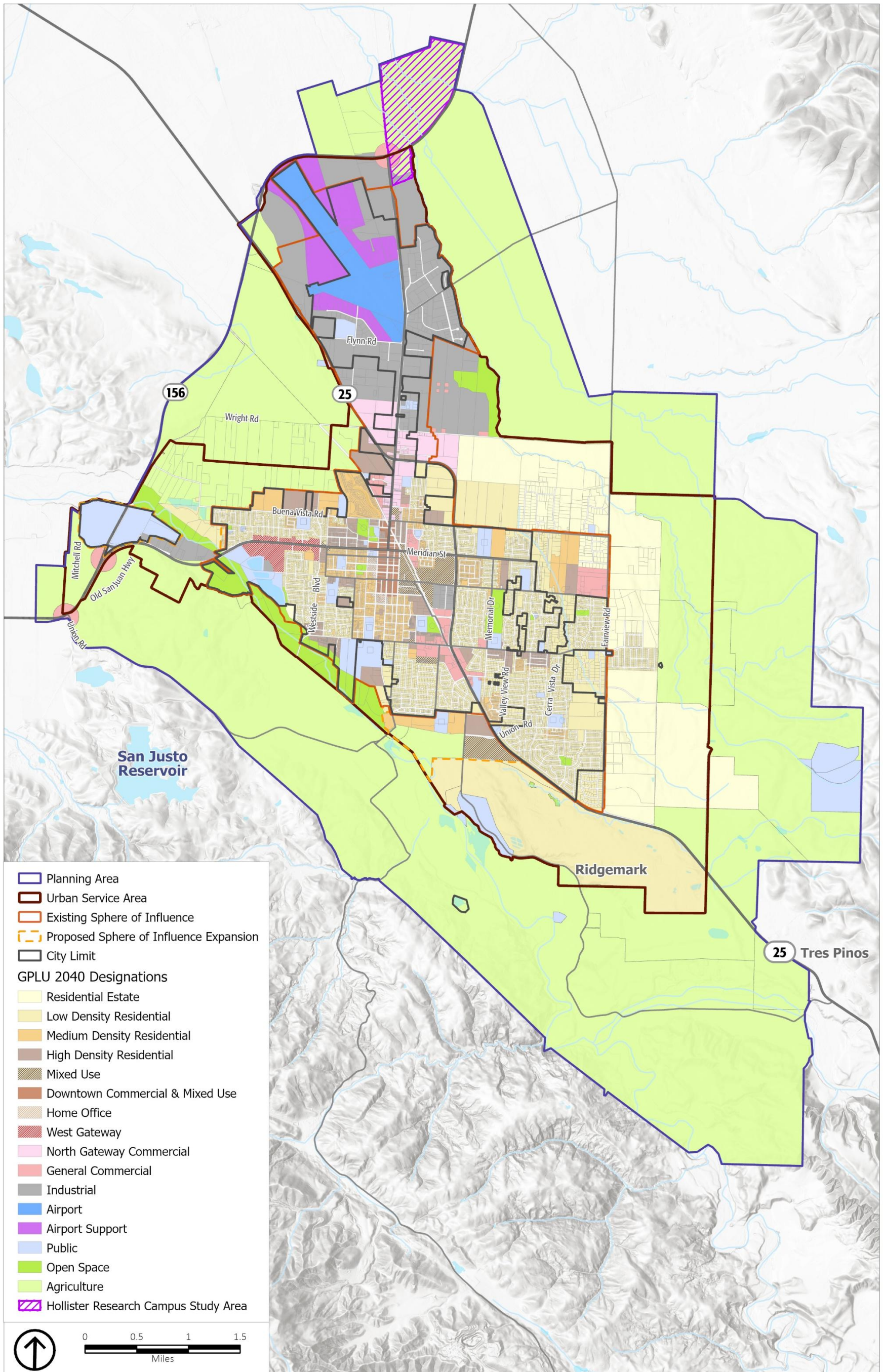
It is important to consider the following points when referring to the General Plan Land Use Map:

- The Land Use Map 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 General Plan Land Use Map will be amended in the event that the City makes changes to the designations of any land areas.

Table LU-1 identifies the amount of land designated for each use shown on the Land Use Map (Figure LU-2). 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 on the allowed uses in each designation and the permitted development types.

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Figure LU-2 Land Use Map



Source: ESRI, 2020; PlaceWorks, 2025; San Benito County, 2020; USGS, 2019

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TABLE LU-1 GENERAL PLAN LAND USE DESIGNATIONS					
Land Use Designations		City Limits Acres	SOI Acres	Planning Area Acres	Maximum Permitted Intensity
RE	Residential Estate	0	55	1,960	0.2 to 1 du /ac
LDR	Low Density Residential	1,365	395	1,380	6 to 10 du/ac
MDR	Medium Density Residential	445	150	0	11 to 29 du/ac
HDR	High Density Residential	250	165	0	30 to 65 du/ac
MU	Mixed-Use Commercial and Residential	105	55	0	30 to 65 du/ac 3.0 FAR
DMU	Downtown Commercial and Mixed-Use	55	0	0	30 to 125 du/ac 3.0 FAR
HO	Home Office	15	0	0	11 to 29 du/ac 1.0 FAR
WG	West Gateway Commercial and Mixed-Use	75	0	0	30 to 65 du/ac 3.0 FAR
NG	North Gateway Commercial	95	95	45	30 to 65 du/ac 2.0 FAR
GC	General Commercial	120	55	95	2.0 FAR
I	Industrial	579	362	618	1.0 FAR
AS	Airport Support	206	98	82	1.0 FAR
A	Airport	375	0	0	N/A
P	Public	495	85	295	2.0 FAR
OS	Open Space	195	10	345	0.01 FAR
AG	Agriculture	10	120	15,990	N/A
<b>TOTAL</b>		<b>4,385</b>	<b>1,645</b>	<b>20,810</b>	

du/ac = dwelling units per acre

FAR = floor-area ratio

Numbers have been rounded to the nearest five.



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Photo by PlaceWorks



Photo by PlaceWorks

### 3.3 LAND USE DESIGNATIONS

#### 3.3.1 RESIDENTIAL ESTATE (0.2 TO 1 UNIT/GROSS ACRE)

The Residential Estate 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 SOI (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.

#### 3.3.2 LOW DENSITY RESIDENTIAL (6 TO 10 UNITS/GROSS 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 and attached units, duplexes, and Planned Unit Development (PUD).

#### 3.3.3 MEDIUM DENSITY RESIDENTIAL (11 TO 29 UNITS/GROSS ACRE)

The Medium Density category provides greater housing choices in the city for different family sizes and incomes (examples include townhomes, duplexes, and triplexes). In the Medium Density Residential land use category, new single-family, detached residential development is not a permitted use.

#### 3.3.4 HIGH DENSITY RESIDENTIAL (30 TO 65 UNITS/GROSS ACRE)

The High Density Residential land use category provides opportunities for multiple-family residential development. The range of unit types includes multifamily apartments and condominiums.

#### 3.3.5 MIXED-USE COMMERCIAL AND RESIDENTIAL (30 TO 65 UNITS/GROSS ACRE; 3.0 FAR)

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 vertical mixed-use designation is intended to encourage retail sales, service, office, and public uses on the ground floor with upper floors of office and residential uses. Horizontal mixed-use in this designation shall orient commercial uses near key intersections, and ensure that they are easily accessible, pedestrian oriented, and serve the surrounding 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.

### 3.3.6 DOWNTOWN COMMERCIAL AND MIXED-USE (30 TO 125 UNITS/GROSS ACRE; 3.0 FAR)

The Downtown Commercial and Mixed-Use designation allows commercial uses and residential uses, or a combination of the two. Special attention should be given to pedestrian circulation in the area to provide access to adjacent facilities and uses. The designation encourages ground floor, pedestrian-friendly, retail sales and service uses with upper floors of office and residential uses. Allowed commercial uses include neighborhood convenience stores, restaurants, regionally-oriented specialty stores, medical and dental offices, and residential units. Commercial uses that require drive-through windows nor open-air car, truck, and boat lots, automotive repair, and body shops are prohibited downtown. Smaller vehicle sales are permitted within enclosed buildings.



Photo by PlaceWorks

### 3.3.7 HOME OFFICE (11 TO 29 UNITS/GROSS ACRE; 1.0 FAR)

The Home Office designation is intended to allow for residential and small-scale businesses, which include specialty, administrative, and professional services. Nonresidential 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. The Home Office designation is near the downtown area and serves as a transitional zone between the higher-intensity downtown area and surrounding established residential.



Photo by PlaceWorks

### 3.3.8 WEST GATEWAY MIXED-USE (30 TO 65 UNITS/GROSS ACRE; 3.0 FAR)

The West Gateway Mixed-Use designation is intended to foster an attractive entry to the City of Hollister by featuring community shopping, retail, offices, and residential uses. This designation requires projects to include a commercial component if within the radius of the West Gateway commercial nodes identified in Figure LU-3. The design guidelines described in Section 3.5, Special Planning Areas, stipulates additional criteria that development in the West Gateway area must meet.

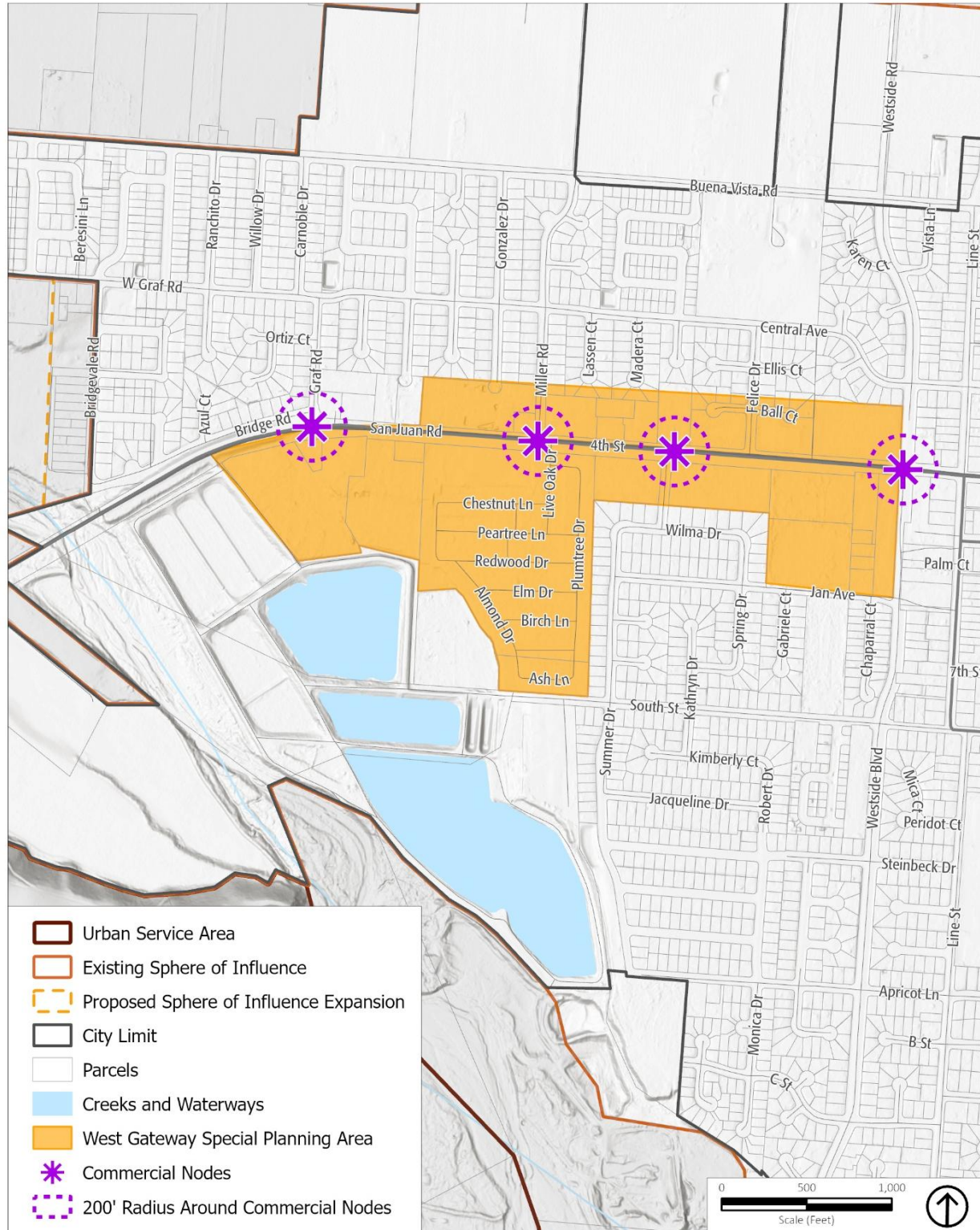
### 3.3.9 NORTH GATEWAY COMMERCIAL (30 TO 65 UNITS/GROSS ACRE; 2.0 FAR)

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. This designation also allows multifamily dwellings, such as townhomes, condominiums, and apartments. The design guidelines described in Section 3.5, Special Planning Areas, stipulates additional criteria that development in the North Gateway area must meet.



Photo by PlaceWorks

Figure LU-3 West Gateway Commercial Nodes



Source: ESRI, 2020; PlaceWorks, 2025; San Benito County, 2020; USGS, 2019

### 3.3.10 GENERAL COMMERCIAL (2.0 FAR)

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 beauty salons, small offices, and restaurants are also permitted. Other examples of uses are department stores, supermarkets, hardware stores, and convenience stores.



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### 3.3.11 INDUSTRIAL (1.0 FAR)

This designation provides for a range of uses, including research and development; manufacturing, processing, and assembly facilities; warehousing; and vehicle repair and trucking facilities. Outdoor activities are limited to accessory storage and loading areas. Other permitted uses include limited commercial uses that serve industrial and employment centers.

### 3.3.12 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.

### 3.3.13 AIRPORT SUPPORT (1.0 FAR)

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.

### 3.3.14 PUBLIC (2.0 FAR)

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

### 3.3.15 OPEN SPACE (0.01 FAR)

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, creeks, and habitat preservation areas.



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### 3.3.16 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, plant nurseries, grazing lands, open space, and farm services.

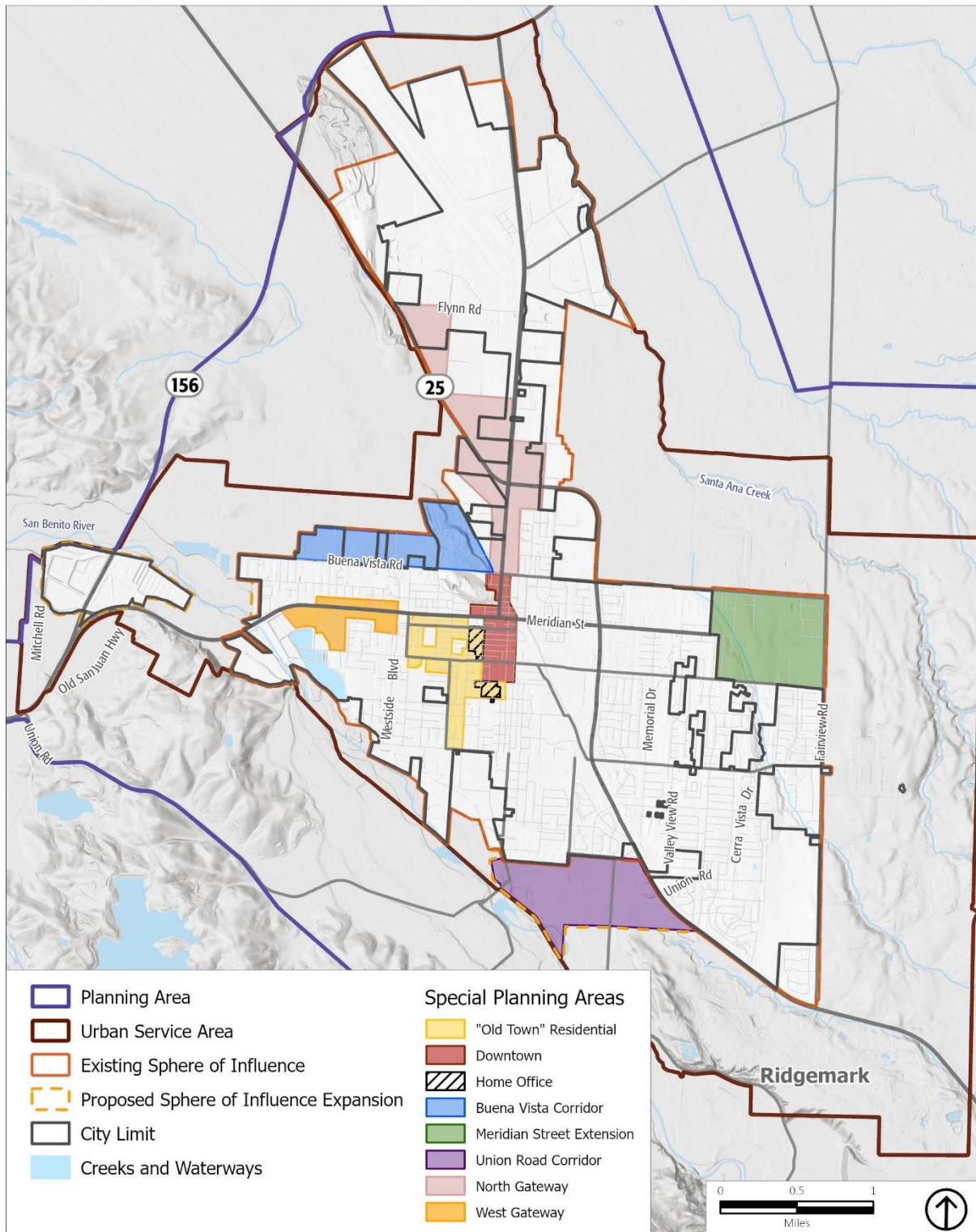
## 3.4 SPECIAL PLANNING AREAS

This General Plan identifies eight Special Planning Areas, shown in Figure LU-4. 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 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.

Some Special Planning Areas have their own specific land use designations (described above), while others have a series of use-based designations that also occur in other parts of the city. In either case, each Special Planning Area also has a series of particular development policies, which are contained in this section.

Figure LU-4 Special Planning Areas



Source: ESRI, 2020; PlaceWorks, 2025; San Benito County, 2020; USGS, 2019



Photo by PlaceWorks

### 3.4.1 NORTH GATEWAY

The North Gateway 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 area 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.

### 3.4.2 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 complemented by a public plaza.

### 3.4.3 BUENA VISTA ROAD

The Buena Vista Road Special Planning Area is bounded to the north and east by the SOI, to the south by Santa Ana Road, and to the west by Highway 156. This area is made up of undeveloped land and existing residential and commercial uses. The purpose of this Special Planning Area is to encourage residential use along Buena Vista Road.

### 3.4.4 DOWNTOWN

Downtown is already a special area of Hollister. Stretching along San Benito Street from Santa Ana Road to Hawkins Street, the district has a number of businesses and amenities, most of which are 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.

#### 3.4.5 “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.

#### 3.4.6 HOME OFFICE

The Home Office Special Planning Area 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.

#### 3.4.7 MERIDIAN STREET EXTENSION

The Meridian Street Extension Special Planning Area is along the eastern edge of the City Limits, generally bounded by Santa Ana Road to the north, Fairview Road to the east, Hillcrest Road to the south, and El Toro Drive and Clearview Drive to the west. This area is made up of existing rural residential homes and undeveloped land. The purpose of this Special Planning Area is to foster a complete neighborhood that includes a mix of residential and commercial uses and to improve east/west and north/south connectivity. Planned connectivity improvements include the extension of Meridian Street to Fairview Road and extending Prater Way from Santa Ana Road to Hillcrest Road.

#### 3.4.8 UNION ROAD

The Union Road Special Planning Area includes lands to the south of the City Limits, bounded to the north by residential development within the existing City Limits, the east by Highway 25, to the south by Enterprise Road, and to the west by the San Benito River. This area includes vacant land, large agricultural fields, and several developed parcels, including a few homes. The goal of this Special Planning Area is to create a mix of residential units and new job-generating uses.

### 3.5 INFILL DEVELOPMENT

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. With these issues in mind, the City of Hollister actively encourages infill development.

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. New residential and job-generating uses should be focused in the downtown, residential and mixed-use infill sites, and the Special Planning Areas. The City does not support new urban development outside the SOI and will work with the County to focus future development in already urbanized areas.

Other incentives 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.

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 that otherwise might prove too risky.

### 3.6 LAND USE AND COMMUNITY DESIGN ELEMENT GOALS, POLICIES, AND ACTIONS

The following section provides goals, policies, and actions relating to land use in the City of Hollister.

#### 3.6.1 GROWTH MANAGEMENT

**GOAL LU-1** Promote orderly and balanced growth in Hollister’s Planning Area.

#### POLICIES

**Policy LU-1.1** **Infill Development.** Ensure an orderly pattern of development in the city that prioritizes infill development over the annexation of properties.

**Policy LU-1.2** **City Services.** Future growth shall not exceed the City's ability to provide services, including sewage treatment, treated domestic water, public parks and recreation, and public safety services.

**Policy LU-1.3** **Development Capacity.** The General Plan and the General Plan Update Environmental Impact Report (EIR) assumes the following maximum development projections by the year 2040:

- 10,530 new dwelling units
- 1.1 million square feet of new commercial and office space
- 2.8 million square feet of new industrial space

When development approved by the City of Hollister reaches these maximum development projections, require environmental review for subsequent development projects to determine if there are any impacts related to the additional growth beyond the development capacity anticipated in the 2040 General Plan EIR.

**Policy LU-1.4** **Balance of Uses.** The City shall strive to achieve a balance between residential, commercial, and industrial development to increase the city's jobs-to-employed resident ratio and ensure availability of local employment and housing.

**Policy LU-1.5** **Development Projects Outside of the City.** The City shall not accept an application for any projects (subdivision, grading, development, etc.) for any land that has not been annexed into the City Limits.

**Policy LU-1.6** **Coordinated Annexation Requests.** Encourage coordinated annexation of contiguous properties.

**Policy LU-1.7** **Revenue Neutral.** Require annexations to be revenue neutral and cover all costs related to public infrastructure, public facilities, and public services.

- Policy LU-1.8** **Contiguous Annexations.** Prohibit any annexations of land that are not contiguous to City Limits. Annexation of land that would result in formation of a County “island” or irregular city boundary shall not be permitted.
- Policy LU-1.9** **Nonconforming Uses.** Encourage the replacement of nonconforming land uses with uses that conform to the requirements of the Zoning Ordinance.
- Policy LU-1.10** **Intergovernmental Coordination.** Coordinate regional planning efforts with San Benito County, Caltrans, and other agencies.
- Policy LU-1.11** **Application Review of County Projects.** Actively participate in development review for projects outside the City Limits but in Hollister’s Planning Area for consistency with land use policies outlined in this General Plan.
- Policy LU-1.12** **Compliance with New Laws.** With new development or expansion and improvement of existing development uses, incorporate measures to comply with current federal, State, and local standards.

ACTIONS

- Action LU-1.1** **Sphere of Influence Amendment.** Work with the San Benito County Local Agency Formation Commission to amend the Sphere of Influence as proposed in this General Plan.
- Action LU-1.2** **Annexation Process.** Review City procedures related to annexations and update as needed to ensure an efficient and orderly review process.
- Action LU-1.3** **Annexation Strategy.** Create an annexation prioritization strategy for areas outside the existing City Limits that identifies where and in what order the City should annex land outside the City Limits. The strategy should consider initiating the annexation of developed unincorporated areas adjacent to the city and in county “islands.” Annexation of these areas should occur if the annexation would facilitate infill development, improve service delivery, or create a more logical city boundary.

- Action LU-1.4** **Transfer of Development Rights.** Conduct a study to determine:
- If the City should establish a Transfer of Development Rights Program to allow developers in identified areas in the City Limits to transfer density to designated priority areas.
  - If a Transfer of Development Rights Program is feasible between the City and County of San Benito. This program would be developed in coordination with the County and would transfer development potential from unincorporated areas in the Sphere of Influence into the incorporated City Limits.
- Action LU-1.5** **Updates to Zoning Regulations.** Update the Zoning Ordinance to ensure the Zoning Ordinance is consistent with the goals and policies of the General Plan.
- Action LU-1.6** **Zoning Ordinance.** Periodically review the Zoning Ordinance to ensure that the uses allowed in each Zoning District are updated to reflect the needs of the City and include additional uses to increase the diversity of uses in the city.
- Action LU-1.7** **Development Capacity Monitoring.** Maintain an ongoing list of all development projects approved under this General Plan and General Plan Environmental Impact Report (EIR), to monitor the development capacity studied under the EIR in relation to approved projects.
- Action LU-1.8** **Infill Streamlining.** Update the City's regulatory measures to make it easier to develop in infill areas than at other locations in the city. Infill development means those areas already surrounded by development.
- Action LU-1.9** **Hollister Urban Service Area.** Evaluate the function of the Hollister Urban Service Area and determine whether this boundary can be retired or needs to be updated to meet the requirements of Government Code Section 56133.

### 3.6.2 RESIDENTIAL USES

**GOAL LU-2** Promote diverse housing opportunities for existing and future residents.

#### POLICIES



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Photo by David Mirrione

**Policy LU-2.1** **Land Supply.** Ensure that there is adequate land designated to meet the projected future housing needs of the city.

**Policy LU-2.2** **Diverse Neighborhoods.** Encourage the development of well-integrated neighborhoods consisting of both single-family and multifamily homes that include owner-occupied and rental housing units in single-use and mixed-use environments.

**Policy LU-2.3** Require for-sale detached residential development projects greater than 40 dwelling units to provide multifamily units equal to 20 percent of the total number of detached units.

**Policy LU-2.4** **Housing Types.** Provide a variety of housing types that offer choices for residents and create complete, livable neighborhoods. Allow for a full range of housing types (i.e., small houses, starter homes, cluster lot developments, condominiums, apartments, townhouses) to meet the needs of Hollister residents.

**Policy LU-2.5** **Planned Developments.** Use the Planned Development process to allow and encourage residential developments that include a variety of types, densities, and size.

**Policy LU-2.6** **Decreases in Density.** Generally avoid decreases in required residential density that could occur through zoning change, development entitlement applications, or General Plan amendments.

**Policy LU-2.7** **Medium and High Density.** Encourage medium- and high-density residential projects to maximize allowed densities.

**Policy LU-2.8** **Housing Type Incompatibility.** Prohibit single-family detached dwelling units in the medium- and high-density land use categories.

**Policy LU-2.9 Multifamily Residential Amenities.** Ensure multifamily residential development incorporates amenities for residents and exhibits high-quality architectural design.

**Policy LU-2.10 Apricot Park.** Provide for the expansion of Apricot Park and locate a trailhead at Assessor's Parcel Number 0200600140 as part of any Development Agreement that allows for increased residential densities relative to General Plan designations in this area.

**Policy LU-2.11 Open Space.** Require multifamily residential developments to provide open space that includes usable landscaped space, parks, common areas, private areas, playgrounds, community buildings, and/or swimming pools to support the needs of the residents.

#### ACTIONS

**Action LU-2.1 Inclusionary Housing.** Adopt an inclusionary housing ordinance that requires new residential developments to include 15 percent of the units as affordable housing.

**Action LU-2.2 Housing Types.** Amend the zoning code to clarify the types of housing allowed in each zoning district.

**Action LU-2.3 Impact Fees.** Review the impact fees related to multifamily development to determine if fees should be amended to encourage multifamily construction.

**Action LU-2.4 Multifamily Design Standards.** Develop a set of multifamily design standards to review new projects in multifamily zoning districts and update as necessary to reflect the growing needs of the city to ensure high-quality design continues to be provided.



Photo by PlaceWorks

**Action LU-2.5** **City Open Space Requirements.** Review the City’s requirements for open space for multifamily residential developments in the Zoning Ordinance to ensure that the requirement is consistent with the needs of the city.

### 3.6.3 MIXED-USES

**GOAL LU-3** Encourage mixed-use development projects that create vibrant, walkable districts and contain residential and community-serving commercial uses.

#### Policies

**Policy LU-3.1** **Mix of Uses.** Require commercial uses on mixed-use properties to provide community-supporting services, retail, restaurants, and other amenities for residents and visitors and to promote pedestrian activity and reduce the need to drive to other areas in the city.

**Policy LU-3.2** **Mixed-Use Design.** Encourage new mixed-use development and intensification of existing mixed-use properties. Mixed-use developments should include integrated commercial uses in front of and below residential uses, and active connections to the street through windows, signage, doors, and sidewalk connections.

#### ACTIONS

**Action LU-3.1** **Mixed-Use Design Standards.** Develop a set of design standards to review new projects in mixed-use zoning districts, and update as necessary to reflect the growing needs of the city to ensure high-quality design continues to be provided.



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### 3.6.4 COMMERCIAL USES

**GOAL LU-4** Ensure the city has a wide variety of commercial space with appropriate commercial uses to meet the needs of residents.

#### Policies

**Policy LU-4.1** **Retention of Commercial Lands.** Ensure that lands designated for commercial uses are developed with such uses, so as to provide jobs, goods, services, entertainment, and other amenities for Hollister’s workers, residents, and visitors.

**Policy LU-4.2** **Commercial Establishments.** Encourage a diversity of new commercial establishments and services throughout the city to meet the daily needs of residents and employees.

**Policy LU-4.3** **Medical Zoning.** Maintain zoning designations that allow and encourage medical facilities and providers to locate in the community.

**Policy LU-4.4** **Revitalization of Existing Commercial.** Encourage and facilitate the upgrading, beautifying, and revitalization of existing strip commercial areas and shopping centers. Minimize the visual impact of large parking lots by locating them away from public streets.

**Policy LU-4.5** **Nonresidential Zoning Clearance.** Require a Zoning Clearance prior to the establishment of all nonresidential uses to ensure that the proposed use is consistent with the General Plan and Zoning Ordinance.

**Policy LU-4.6** **Commercial Public Spaces.** Design public space in commercial areas to be conducive to retail sales and community gatherings.



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### 3.6.5 INDUSTRIAL USES

**GOAL LU-5** Preserve and protect industrial uses to sustain and develop the City's economy.

#### Policies

- Policy LU-5.1** **Industrial Land Conversion.** Prohibit the conversion of lands designated for industrial uses to nonindustrial uses.
- Policy LU-5.2** **Ancillary Uses.** Allow for limited, ancillary commercial and office uses in lands designated for industrial uses to support the area by providing uses supportive to industrial uses.
- Policy LU-5.3** **Incompatible Industrial Uses.** Prohibit the encroachment of incompatible uses into industrial areas. If new uses are proposed in proximity to existing industrial uses, incorporate measures in the new use to minimize its negative impacts on existing nearby land uses and to promote the health and safety of individuals at the new development site.
- Policy LU-5.4** **Regional Distribution Centers Land Use Compatibility.** Ensure that regional distribution centers and major industrial uses are compatible with the area in which they are located and do not result in impacts to the surrounding area.
- Policy LU-5.5** **Regional Distribution Center Buffer.** Require regional distribution centers to be located 1,000 feet away from sensitive receptors (housing, schools, day care centers, and health facilities) and provide an adequate buffer between adjacent properties.
- Policy LU-5.6** **Designated Truck Routes.** Prohibit trucks affiliated with distribution centers from exiting onto residential streets.

#### ACTIONS

- Action LU-5.1** **Industrial/Residential Buffer.** As a part of a future update to the Zoning Ordinance, evaluate the possibility of incorporating a buffer zone between industrial and residential uses.

- Action LU-5.2** **Heavy Industrial.** Review the Zoning Ordinance and available land to determine if a Heavy Industrial Zoning District is appropriate.
- Action LU-5.3** **Hollister Research Campus.** Conduct a study to consider the possibility of a future Hollister Research Campus as identified in Figure LU-1. Prior to annexation into the City Limits, the Hollister Research Campus would require a General Plan Amendment and environmental review as required by the California Environmental Quality Act.
- Action LU-5.4** **Zoning and Development Requirements.** Develop zoning regulations related to the location, operation, and design of warehouse distribution centers.

### 3.6.6 SPECIAL PLANNING AREAS

**GOAL LU-6** Support balanced growth and well-designed development patterns in Hollister’s Special Planning Areas.

#### POLICIES

- Policy LU-6.1** **Special Planning Areas.** Maintain and implement the Special Planning Areas shown in this General Plan for the North Gateway, West Gateway, Buena Vista Road, Downtown, “Old Town” Residential, Home Office, Meridian Street Extension, and Union Road areas.
- Policy LU-6.2** **County Coordination.** Coordinate with the County to ensure that the County follows the Special Planning Area guidance and the City’s General Plan designations when the County reviews projects in Special Planning Areas that are under its jurisdiction.



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### 3.6.7 NORTH GATEWAY

**GOAL 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.

#### POLICIES

**Policy LU-7.1** **San Felipe Precise Line Study.** Require new development along the San Felipe Corridor between Highway 25 and Highway 156 to improve the project frontage along San Felipe Road in accordance with the adopted San Felipe Precise Line Study. Where full frontage improvements are not warranted, at the City's discretion, require projects to contribute fair-share costs toward the ultimate improvements of the right-of-way.

**Policy LU-7.2** **North Gateway Entry Points.** Limit the number of entry and exit points along main roads in the North Gateway Special Planning Area, and require internal circulation between commercial uses.

**Policy LU-7.3** **North Gateway Clustering of Automobile-Related Uses.** Encourage automobile sales and service uses to cluster between Highway 25, Wright Road, and San Felipe Road, and require screening of the uses with decorative landscaping.

#### ACTIONS

**Action LU-7.1** **San Felipe Precise Line Study Funding.** Pursue funding opportunities to aid in the implementation of the adopted San Felipe Precise Line Study along the San Felipe Road Corridor.

### 3.6.8 WEST GATEWAY

**GOAL 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.

#### POLICIES

**Policy LU-8.1** **Mixed-Uses.** Require ground floor commercial uses at the intersections of Graf Road/Fourth Street, Rajkovich Way/Fourth Street, and Westside Boulevard/Fourth Street in the West Gateway Special Planning Area.

**Policy LU-8.2** **Three-Story Buildings.** Require three-story buildings at all locations fronting Fourth Street in the West Gateway Special Planning Area.

**Policy LU-8.3** **Gathering Spaces.** Incorporate public space that is conducive to retail sales and community gatherings, such as a Mercado or plaza, into new development design in the West Gateway Special Planning Area.

**Policy LU-8.4** **West Gateway Beautification.** Require new development projects to improve the project frontage along Fourth Street to comply with the design and theming of the West Gateway Beautification Plan. Require development to extend and transition the street design to side access streets as appropriate.

**Policy LU-8.5** **Street Activation.** Require ground floor uses in the West Gateway Special Planning Area to have direct pedestrian access to Fourth Street and its cross-streets to encourage active use of the street and support commercial uses. Design development projects to locate buildings with minimal setbacks to the street, with the exception of street corners, which can be set back to create attractive entry for retail and public gathering spaces.



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**Policy LU-8.6** **West Gateway Entry Points.** Limit vehicle entry points along Fourth Street and require internal circulation between commercial and mixed-uses in the West Gateway Special Planning Area.

**Policy LU-8.7** **West Gateway Rear Parking.** Require parking and access to be located to the rear of buildings in the West Gateway Special Planning Area. Orient structures to the street frontages. Use landscaping to additionally screen parking areas from view.

ACTIONS

**Action LU-8.1** **West Gateway Beautification Funding.** Conduct a study to identify funding opportunities to aid in the implementation of the West Gateway Beautification Plan along the Fourth Street Corridor.

3.6.9 BUENA VISTA ROAD

**GOAL 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.

POLICIES

**Policy LU-9.1** **Agricultural Preservation.** Preserve existing agricultural uses surrounding residential development through the use of buffer spaces in the Buena Vista Road Special Planning Area.

**Policy LU-9.2** **Bicycle Lanes.** Incorporate bicycle lanes into new development projects in the Buena Vista Road Special Planning Area.

**Policy LU-9.3** **Entry Points.** Where new residential development occurs in the Buena Vista Road Special Planning Area, access to new residential areas should be limited along Buena Vista Road itself, with interconnected internal circulation between residential developments.

**Policy LU-9.4** **Diverse Housing.** Encourage a mix of residential unit types in new development projects in the Buena Vista Road Special Planning Area.



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## ACTIONS

- Action LU-9.1** **Traffic Calming.** Conduct a study to design and implement traffic-calming measures along Buena Vista Road, in particular near Calaveras Elementary School.

## 3.6.10 DOWNTOWN

**GOAL LU-10** Preserve and enhance the downtown as a major focus of the community.

## POLICIES

- Policy LU-10.1** **Downtown Visual Quality.** Enhance the visual quality of the downtown through streetscape improvements, sign regulations, landscaping, maintenance, and the design of proposed buildings.
- Policy LU-10.2** **New and Modified Downtown Buildings.** Require new development and exterior modifications to existing buildings in the downtown to be sited and designed to reflect the existing layout, architectural style, character, massing, and height of the existing buildings in the downtown area to ensure that exterior modifications, redevelopment, and infill development preserves and enhances the character of the downtown.
- Policy LU-10.3** **Downtown Density.** Promote an increased concentration of buildings and people (both residents and workers) in the downtown.
- Policy LU-10.4** **Downtown Uses.** Require a combination of specialty retail, restaurants, entertainment, office, and residential uses in downtown.
- Policy LU-10.5** **Downtown Building Design.** Prohibit the use of corporate or franchise architecture, building branding, colors, and signage in the downtown.
- Policy LU-10.6** **Drive-Throughs in Downtown.** Prohibit drive-in and drive-throughs in the downtown.



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**Policy LU-10.7** **Downtown Scale.** Maintain the scale and character of Hollister’s historic downtown and surrounding areas.

**Policy LU-10.8** **Downtown Pedestrian Environment.** Create an enjoyable pedestrian environment in the downtown and encourage vibrant public spaces and maximize pedestrian activity through sidewalk dining, outdoor dining, cafes, shopping, landscaping, pedestrian furniture, pedestrian pathways, and plazas.

**Policy LU-10.9** **Industrial Uses in the Downtown.** If existing industrial uses in the downtown area leave or close, a master plan for the entire affected area shall be created and implemented prior to any new use or redevelopment of the site(s).

**Policy LU-10.10** **Downtown Cultural Center.** Support the development of downtown as an arts, cultural, and entertainment center for the City of Hollister and the surrounding region. Promote special events, parades, celebrations, and festivals.

**Policy LU-10.11** **Downtown Shared Parking.** Encourage joint usage of parking for compatible uses through shared parking areas and agreements in downtown.

**Policy LU-10.12** **Downtown Parking.** Promote the use of the Brigg’s Building as a viable parking option for the entirety of the downtown.

**Policy LU-10.13** **Downtown Site and Architectural Review.** Require design review of all exterior modifications in the downtown area.

#### ACTIONS

**Action LU-10.1** **Downtown Specific Plan.** Prepare a Downtown Specific Plan for the downtown and surrounding area, including design guidelines, goals, and policies.

**Action LU-10.2** **Downtown Revitalization.** Conduct a study to assess the feasibility of providing incentives and/or targeted funding assistance to promote preservation and revitalization of the historic downtown, including assistance related to fault clearance and seismic retrofits to properties that are in the Alquist-Priolo fault zone of the downtown.

**Action LU-10.3** **Downtown Open Space Requirements.** Review the requirements for open space provision in downtown residential projects, and determine whether to reduce the amount of required open space to support the development of downtown housing.

**Action LU-10.4** **Downtown Hollister Parking District.** Assess the need for the downtown parking district and plan for infrastructure upgrades that will improve parking in the district.

### 3.6.11 OLD TOWN RESIDENTIAL

**GOAL 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.

#### POLICIES

**Policy LU-11.1** **Parking and Access.** Encourage site access from alleys and side access, rather than from main street frontages, in the Old Town Special Planning Area.

**Policy LU-11.2** **Setback Patterns.** Preserve existing setback patterns where possible in all new development or alterations to existing buildings in the Old Town Special Planning Area.

### 3.6.12 HOME OFFICE

**GOAL 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.

#### POLICIES

**Policy LU-12.1** **Parking Lots.** Prohibit large parking lots in front of offices and require parking behind or to the side of structures in the Home Office Special Planning Area.

**Policy LU-12.2** **Front Setback.** Set back buildings 20 feet from the street, consistent with the existing historic development in the Home Office Special Planning Area.



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- Policy LU-12.3** **Commercial Signage.** Allow small commercial signage on doorways. Prohibit large signage that detracts from the residential character of the neighborhoods in the Home Office Special Planning Area.
- Policy LU-12.4** **Signage Illumination.** Encourage blade signs or monument signs that are externally illuminated. Discourage flashing pole signs, neon signs, can signs, or other internally illuminated product types in the Home Office Special Planning Area.
- Policy LU-12.5** **Residential Facade.** Maintain a residential facade on nonresidential buildings in the Home Office Special Planning Area.
- Policy LU-12.6** **Front Yard Landscaping.** Maintain 60 percent of front yard areas as a yard with live vegetation and trees in the Home Office Special Planning Area.
- Policy LU-12.7** **Pedestrian-Scale Lighting.** Install pedestrian-scale lighting leading to building entries in the Home Office Special Planning Area.

### 3.6.13 MERIDIAN STREET EXTENSION

**GOAL LU-13** Foster a complete neighborhood in the Meridian Street Extension Special Planning Area that includes a mix of residential and commercial uses.

#### POLICIES

- Policy LU-13.1** **Meridian Street Planned Road Extensions.** Plan for the extension of Meridian Street to Fairview Road, with a vehicular bridge crossing over the existing creek, and plan for the extension of Prater Way to Hillcrest Road. Include traffic-calming measures at Prater Way and Meridian Street to maintain the rural character of the Meridian Street Special Planning Area and limit traffic speeds. Traffic-calming measures could include a traffic circle, narrowed right-of-way, or an offset configuration of the two Meridian Street segments at Prater Street.

**Policy LU-13.2** **Multimodal Roadways.** Ensure that all planned roadways in the Meridian Street Extension Special Planning Area include multimodal access accommodations and support complete streets goals.

**Policy LU-13.3** **Entry Points.** Where new residential development occurs in the Meridian Street Extension Special Planning Area, entry and exit points should be limited along main roads such as Meridian Street, Fairview Road, Prater Way, and Hillcrest Road, with local streets providing internal circulation between commercial and residential development areas.

**Policy LU-13.4** **Scale.** Ensure that the scale of any new buildings in the Meridian Street Extension Special Planning Area is compatible with the planned scale of the surrounding area.

#### ACTIONS

**Action LU-13.1** **Meridian Street Bridge Cost-Sharing.** Prepare a cost analysis for the implementation of the Meridian Street bridge crossing, and implement a fair-share cost development contribution fee to support the ultimate development of the bridge.

**Action LU-13.2** **Meridian Street Extension Specific Plan.** Require the creation of a Specific Plan for the Meridian Street Extension Special Planning Area prior to approval of any new development projects in the area, to consider appropriate types and densities of residential development, as well the feasibility of incorporating small-scale neighborhood-serving commercial uses in residential developments so as to provide for walkability and provide complete neighborhoods.

### 3.6.14 UNION ROAD

**GOAL LU-14** Create a mix of medium- to high-density residential units and new job-generating uses in the Union Road Special Planning Area.

#### POLICIES

**Policy LU-14.1** **Union Road Specific Plan.** Require the creation of a Specific Plan within the Union Road Special Planning Area prior to approval of any new development projects in the area.

**Policy LU-14.2** **Union Road Agricultural Elements.** Preserve elements of the existing orchards landscaping in the Union Road Special Planning Area where feasible, for example by retaining a small group of trees as part of a project's design.

**Policy LU-14.3** **Union Road Entry Points.** Limit the number of entry and exit points along main roads in the Union Road Special Planning Area, and provide internal circulation between mixed-use buildings and residential developments.

**Policy LU-14.4** **Union Road Parking Location.** Cluster parking to the side and behind new development in the Union Road Special Planning Area. Avoid siting parking lots facing onto Union Road.

**Policy LU-14.5** **Union Road Public Space.** Design public space in the Union Road Special Planning Area to be conducive to retail sales and community gatherings.

**Policy LU-14.6** **Union Road Streetscape.** Require all new development in the Union Road Special Planning Area to provide streetscape elements along Union Road and other public frontages.

#### ACTIONS

**Action LU-14.1** **Union Road Design.** Develop a cohesive right-of-way design plan for Union Road. Incorporate themed landscaping and street furniture into the design.

### 3.6.15 URBAN AGRICULTURE

**GOAL LU-15** Support small, urban agricultural uses in and around the city.

#### POLICIES

**Policy LU-15.1** **Local Food.** Encourage farmers markets, farm stands, and community markets to support production, distribution, and sale of locally grown foods.

**Policy LU-15.2** **Edible Landscaping.** Encourage new developments to incorporate community gardens, pollinator gardens, fruit trees, and other small-scale urban-agriculture in the design of landscaping and open space areas. Incorporate edible landscaping into public parks and open spaces where feasible.

#### ACTIONS

**Action LU-15.1** **Community Gardens.** Amend the Zoning Ordinance to incorporate regulations that allow for establishment of community gardens throughout the city.

### 3.6.16 COMMUNITY DESIGN

**GOAL LU-16** Maintain and enhance Hollister’s small-town charm and identity. Ensure orderly development with attractive and high-quality design.

#### POLICIES

**Policy LU-16.1** **Design Standards.** Require the highest standards of architectural and site design, proper transitions between different land use types, and apply strong design controls for all development projects to encourage creative, high-quality, and innovative architecture and discourages the use of franchise architecture and/or corporate branding.

**Policy LU-16.2** **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.



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**Policy LU-16.3** **Design Compatibility.** Ensure that exterior modifications of commercial, office, and industrial uses are compatible with the surrounding area.

**Policy LU-16.4** **Design Review.** Require design review of all new development, redevelopment, and exterior modifications to multifamily, commercial, office, and industrial buildings.

**Policy LU-16.5** **Environmentally Sensitive Areas.** Design new developments to mitigate environmental impacts by locating development away from environmentally sensitive areas.

**Policy LU-16.6** **Building Orientation.** Locate and design buildings to front onto the street adjacent to the site with the highest vehicle miles traveled. New buildings shall include elements with a human scale, varied and articulated facades using a variety of materials, and provide unique features to engage the street.

**Policy LU-16.7** **Commercial Development Site Layout.** Commercial developments at major intersections shall be sited to avoid typical “strip” commercial development (shallow depth, linear form, parking in front of building, etc.) and are encouraged to feature buildings clustered on-site, oriented towards the street, with varied massing and a high level of design and detailing.

**Policy LU-16.8** **Commercial Connectivity.** Require shopping centers and other large-scale commercial developments to be designed to promote pedestrian activity through safe pedestrian connections to the street and within the site through design elements such as attractive pathways, outdoor dining, landscaping, shade, and small plazas. Ground floor commercial uses should include transparent windows, limit blank windows, include merchandise displays, and outdoor or sidewalk dining to encourage pedestrian activity.

**Policy LU-16.9** **Building Layout.** Require loading docks, storage areas, equipment, processing areas, mechanical equipment, queuing areas, and roll-up doors to be located away from public streets and screened from view to the extent possible.

**Policy LU-16.10** **Signs and Billboards.** Require signs and billboards to be designed and located to minimize any negative impact on the visual environment and to fit within the scale and character of buildings.

**Policy LU-16.11** **Underground Utility Lines.** Require the undergrounding of utility lines that serve the property when approving new development.

#### ACTIONS

**Action LU-16.1** **Design Guidelines.** Develop city-wide design guidelines and/or objective design standards to cover residential, commercial, and industrial uses. The design guidelines should also include standards for streetscape improvements to make the rights-of-way more attractive and pedestrian friendly. The streetscape standards should show how the selected streets can be improved with decorative lighting, crosswalks, gateways, and additional landscaping.

**Action LU-16.2** **City Entrances.** Conduct a study to design and finance improvements to the major entrances into the city with landmark entry features, signs, and gateways. The study should cover the west and north gateways along Fourth Street, Highway 25, and San Felipe Road. The study could be conducted with or consider funding from civic organizations and/or local businesses.

**Action LU-16.3** **Buildings in Need of Repair.** Conduct a survey of all buildings in the city to determine which buildings need repairs and/or improvements. Once this study is complete, consider the adoption of a program that includes mechanisms to encourage property owners to upgrade these buildings through an expedited review process, fee waivers, or other identified incentives.

**Action LU-16.4** **Sign Regulations.** Establish comprehensive regulations related to all sign types to ensure compliance with the goals and policies of the General Plan.

**Action LU-16.5** **Illegal Signs.** Conduct an inventory of all signs in the city and prepare procedures that require the removal of all illegal signs.



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**GOAL LU-17** Ensure that residential developments are well-designed and are compatible with the small-town character of Hollister.

**POLICIES**

**Policy LU-17.1 Residential Scale.** Where feasible, within each new development site, locate higher-intensity residential uses away from existing neighboring lower-intensity residential uses and provide transitions in building scale and site design as appropriate.

**Policy LU-17.2 Neighborhood Connections.** Encourage new residential development to incorporate design features that promote complete neighborhoods, connectivity to the street through porches, patios, second-floor balconies, and sidewalk connections, and walking and connectivity between blocks and includes sidewalks, mid-block cut-throughs, streets with reduced vehicle speeds, street canopies, lighting, pedestrian furniture, public transit pull-outs, and safe pathways to surrounding streets and neighborhoods.

**Policy LU-17.3 Gated Communities.** Prohibit the development of new gated communities.

**Policy LU-17.4 Cul-de-Sacs.** Prohibit the development of new cul-de-sacs unless they provide the only feasible means of providing access to a property or properties. Where cul-de-sacs are allowed, provide for through- and publicly accessible bicycle and pedestrian connections at their ends.

**Policy LU-17.5 Street Activation.** Design multifamily buildings to enhance the street around them through materials, architectural details, massing, pedestrian connections, plazas, balconies, windows, doors, and street activation.

**Policy LU-17.6 Screened Parking.** Site multifamily buildings and/or dwellings so that the parking is at the rear and away from the main street(s) that serve the development.

## ACTIONS

**Action LU-17.1** **Neighborhood Preservation.** Amend the Zoning Ordinance to incorporate standards, regulations, and Code Enforcement policies that will preserve the residential quality of established neighborhoods.

## 3.6.17 OPEN SPACE AND LANDSCAPING

**GOAL LU-18** Develop and maintain attractive landscaping on public and private properties, open space, and public gathering spaces.

## POLICIES

**Policy LU-18.1** **Landscaping on Public and Private Sites.** Require landscaping on new public and private sites, including entry areas, street medians, parks, schools, parking lots, plazas, courtyards, and recreational areas.

**Policy LU-18.2** **City Landscaping.** When the opportunity arises, the City shall add landscaping, including street trees, and/or increase the width of parkway strips, and repair and enhance sidewalks in the public right-of-way.

**Policy LU-18.3** **Landscape Buffer.** With the exception of the downtown, require developments to provide an adequate landscape buffer along the street to screen unsightly uses, provide a transition between the development and the street, promote visual interest, and screen parking lots.

**Policy LU-18.4** **Highway Landscaping.** Work with Caltrans to enhance landscaping and create planting areas where possible along Highways 156 and 25.

**Policy LU-18.5** **Soundwalls.** Limit the construction of new soundwalls in the city, and encourage the use of landscape berms, increased setbacks, and other types of noise-reduction strategies as an alternative to soundwalls.



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- Policy LU-18.6** **Parking Lot Landscaping.** Require developers to provide adequate landscaping in parking lots to promote pedestrian activity, reduce heat impacts related to paving, and screen unsightly uses. Trees in the parking lot should include a mix of evergreen and deciduous species to ensure a year-round green canopy.
- Policy LU-18.7** **Water-Efficient Landscaping.** Encourage the replacement of non-drought-tolerant plants with drought-tolerant plants.
- Policy LU-18.8** **Native Plants.** Encourage use of native plant species in landscape designs.
- Policy LU-18.9** **Street Trees.** Require all new developments to include street tree planting and other community design features to maintain visual quality and small-town atmosphere. All new street trees should be a minimum 48-inch-box at time of planting.
- Policy LU-18.10** **Street Tree Replacement.** Require all property owners to replace street trees when they need to be removed subject to a tree removal/replacement permit. Replacement trees should be planted unless the tree was removed for safety reasons.
- Policy LU-18.11** **Ongoing Landscape Maintenance.** Require ongoing maintenance of landscaping on multifamily, commercial, office, and industrial properties, including maintenance of street trees and replacing trees and other planting materials that become damaged or are dying.
- Policy LU-18.12** **Street Tree Maintenance Agreement.** Require property owners and developers to enter into an agreement with the City that requires tree staking, root barriers, maintenance of street trees, and the watering of street trees until the trees become established.

#### ACTIONS

- Action LU-18.1** **Repair of Soundwalls.** Conduct a study to identify existing soundwalls in need of repair and landscaping buffers, and then identify funding to address these issues and make the identified improvements.

- Action LU-18.2** **Plant List.** Prepare and make available a comprehensive list of native and drought-tolerant plant species that are preferred for landscape design.
- Action LU-18.3** **Street Tree Planting Program.** Develop a citywide street tree planting program to enhance neighborhood streets, increase property values, and improve the overall appearance of the city.
- Action LU-18.4** **Street Tree Enhancement.** Require all applicants requesting approval of exterior modifications to their site to include street trees, to the extent feasible, as part of the review process when the property does not have the number of street trees required by the Zoning Ordinance.

### 3.6.18 PARKING REQUIREMENTS

**GOAL LU-19** Provide adequate parking to support all land uses in the city.

#### POLICIES

- Policy LU-19.1** **Adequate Parking.** Require each development to provide adequate parking to support residential developments, ensure vibrant commercial centers, provide bicycle parking, and limit developments that significantly exceed the number of parking stalls required by the Zoning Ordinance.
- Policy LU-19.2** **Shared Parking.** Encourage shared parking to serve multiple users in lieu of providing individual parking lots and reduce the need for parking spaces where allowed.
- Policy LU-19.3** **Reduce Parking Demand.** Encourage developers to provide amenities to reduce the demand for parking on-site.
- Policy LU-19.4** **Cluster Parking.** Cluster parking to the side and behind new development. Avoid siting parking lots facing roadways.
- Policy LU-19.5** **Residential Parking.** Design residential developments so that garages do not dominate the appearance of the dwelling from the street and so that parking lots for multifamily developments are oriented towards the rear of the building.

#### ACTIONS

- Action LU-19.1** **Review of Parking.** Review and update the City's parking requirements to ensure an adequate parking supply for all uses in the city.
- Action LU-19.2** **Shared Parking.** Conduct a study to determine the feasibility of and requirements for shared parking in the city.
- Action LU-19.3** **Parking Deficits.** Conduct a study to identify properties whose existing development has inadequate parking, and to develop strategies to address these inadequacies.

#### 3.6.19 HISTORIC RESOURCES

**GOAL LU-20** Preserve Hollister's historic identity and historic and culturally important structures, assets, and districts for future generations.

#### POLICIES



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- Policy LU-20.1** **Historic Structure Preservation, Renovation, and Rehabilitation.** Require the preservation, renovation, and rehabilitation of historic structures that conform to the Secretary of the Interior's Standards for Rehabilitation and Guidelines for Rehabilitating Historic Structures and the California Historical Building Code and require project applicants to demonstrate compliance with these standards when proposing new or redevelopment that could affect historic structures in Hollister.
- Policy LU-20.2** **Historic Neighborhoods.** Ensure that existing historic neighborhoods remain intact by prohibiting incompatible uses and development types in designated historic districts or near designated historic properties.
- Policy LU-20.3** **Property Coordination.** Allow adjacent and abutting properties to work together to meet requirements such as fire exiting and access in rehabilitation and reuse projects of historic buildings.

- Policy LU-20.4** **Historic Preservation Funding.** Pursue and promote historic preservation funding sources to incentivize the protection of historic resources. Examples include the California Mills Act Property Tax Abatement Program and federal Historic Preservation Tax Incentives Program.
- Policy LU-20.5** **Historic Structure Alteration.** Prior to approving alteration (including demolition) of historically significant buildings, require the evaluation of alternatives, including structural preservation, relocation, or other mitigation, and demonstrate that financing has been secured for replacement use. Demolition of historically significant buildings shall only be considered after all other options have been thoroughly reviewed and exhausted.
- Policy LU-20.6** **Historic Resource Education.** Educate the public about Hollister’s historic and cultural resources. Foster public awareness and appreciation of the city’s historic, architectural, and archaeological resources and educate the community about how to preserve and improve these resources.

#### ACTIONS

- Action LU-20.1** **Historic Preservation Ordinance.** Develop a Historic Preservation Ordinance that exceeds State standards for historic buildings.
- Action LU-20.2** **Historical Resources Inventory.** Prepare an inventory and designation of potential sites and structures of architectural, historic, archaeological, and cultural significance. Consider listing the most significant structures or sites on the California Register of Historical Resources and the National Register of Historic Places.
- Action LU-20.3** **State Historic Building Code.** Adopt the California Historic Building Code and all subsequent updates.
- Action LU-20.4** **Historic and Cultural Resource Preservation Incentives.** Conduct a study to consider establishing incentives for property owners to rehabilitate or preserve historic and cultural resources, such as expediting the permitting process, waiving or reducing

City development fees, reducing parking requirements, and/or encouraging the adaptive reuse of historic buildings.

**Action LU-20.5** **Historic Resources Commission.** Form a historic resources commission whose function would be to evaluate the proposed demolition or alteration of historic buildings or cultural resources to minimize development impact.