

THE CITY OF HOLLISTER, CALIFORNIA



PARK FACILITY MASTER PLAN



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This document was completed with the support of the Citizens, Staff, and Community Groups of the City of Hollister. The Consultant Team at O'Dell Engineering thanks the City of Hollister for committing a true community effort to achieve the best possible documentation of its vision for its parks and recreation facilities.

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Executive Summary

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EXECUTIVE SUMMARY

VISION AND GOALS

This Park Facility Master Plan update will assess existing facilities and resources and recommend future priority projects and potential funding mechanisms. The previous Master Plan was completed in 2002, over 15 years ago, in a very different planning and development context in the City of Hollister. The goal of this update is to enable the City of Hollister to continue to provide parks and recreation facilities for its constituents which provide safe, inclusive opportunities for all members of the community.

This Master Plan provides a current inventory and assessment of the City of Hollister's parks and recreation resources at this point in time. The Master Plan involved a public feedback component, which influenced both the recommendations for existing and future City parks assets as well as the conceptual master plan for the development of the Water Reclamation Recreational Facility.

This Master Plan provides best practices taken from comparable benchmark communities and provides general and specific recommendations for future park development projects. Recommendations regarding future joint use agreements to maximize City facilities, as well as a compiled overview of potential funding mechanisms, will assist in future implementation decisions regarding parks and recreation facilities.

The City of Hollister Recreation Division lists its purpose in its website byline, "Improving your quality of life since 1977." Improving the quality of life for its citizens is an ambitious and forward-thinking approach to municipal recreation management. This statement establishes a dynamic vision for the City as it continues to develop its parks and recreation facilities and programming.

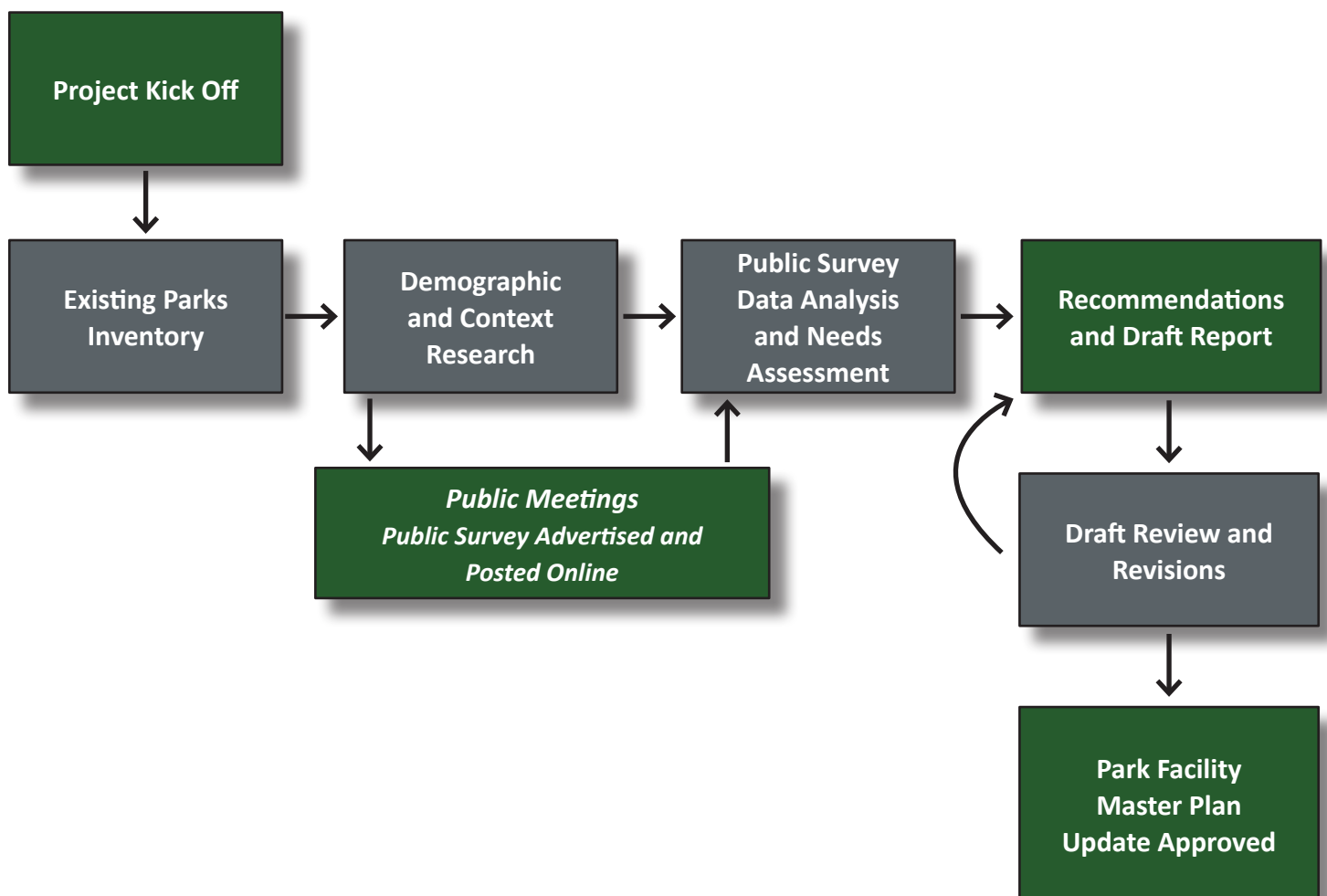
Build-out of the Water Reclamation Recreational Facility will provide expanded interface with the natural ecosystem and native landscape typology. Opportunities for education about cutting-edge water saving technology and traditional water management practices may be introduced at existing parks. Overall health, safety, and well-being of the community can be supported by the introduction of phased improvements at both existing and proposed facilities.



PLANNING PROCESS AND NEEDS ASSESSMENT

This document was informed by primary research including site visits, public meetings, and a community survey. The community outreach portion of this process began with a series of meetings with City staff beginning early in 2017 to identify areas of strength, opportunity, and weakness within the existing parks and recreation system. City staff worked to develop materials for outreach to the general public, including an internet-based public survey and interactive workshop activities to gather public preferences during public meetings.

Six public meetings were held between June and August of 2017. The goal of these meetings was to involve the public early in the process and allow sufficient time for public feedback ahead of the document content writing and publication. The public survey remained online and available to the public from June through early August 2017. Over this time, 235 respondents (including public meeting attendees) completed the English version of the survey and 1 respondent completed the Spanish version. Complete results from the community outreach survey are included in Appendix A.



The total of 236 respondents is approximately 6.5% of the City's total population. Given the response rate per population, the results indicate with 95% confidence the answers typical of the wider population, with a margin for error of approximately $\pm 7\%$. Therefore, while surveys by nature tend to draw extreme opinions (e.g., those who strongly like or strongly dislike some aspect of City park facilities), the rate of response on the public survey performed for this plan indicates that the trends represented in the surveys obtained represent the larger population of the City's opinions, plus or minus 7%.

Community outreach sampling identified several opportunities for improvement. With over 200 respondents contributing to questions about what they like/dislike most about City recreation facilities, clear trends began to emerge in community sentiments and needs. The greatest number of responses as to what people like most about the City's recreation facilities fell into the following categories:

1. Maintenance/Cleanliness of Parks
2. Valley View Splash Park (largely referred to as "the whale park")
3. Areas for Kids to Play
4. New Parks/Playgrounds; Overall Resident Accessibility to the Parks (tie)

Other answers included diversity of existing programming, park distribution across the city, and the ability to reserve space at parks. On the other hand, the greatest number of responses as to what people dislike most about the City's recreation facilities fell into the following categories:

1. Homelessness and Crime in Parks
2. Lack of Restrooms in Parks
3. Overall Cleanliness of Parks
4. Lack of a Community Pool

Respondents also named the lack of pedestrian and bicycle trails, lack of shaded areas in parks, and lack of community dog parks as negatives in the Hollister parks system.

Similarly, when asked what kept respondents from visiting City parks more often, responses included concerns about overall safety, including the presence of homeless populations, encountering human waste and drug paraphernalia, and concerns with criminal and gang activity in parks were listed more than the next two most popular responses (overall condition/maintenance of parks, lack of bathrooms) combined. Other deterrents included an insufficient distribution of park space, lack of pedestrian and bicycle trails for recreation and transportation, lack of shade, and lack of safe, usable dog parks within the City. About 8% of respondents indicated that lack of time given work, commute, and family obligations was the main reason they do not visit City parks more often.

The 236 respondents to the public survey conducted as part of the Park Facility Master Plan update provide a snapshot of current likes, dislikes, needs and sentiments of the Hollister community with regard to City parks and recreation. Survey respondents feel strongly that there is potential for improvement within the City's parks. Hollister's residents are increasingly looking to forward-thinking nearby cities such as Morgan Hill and bringing ideas back to Hollister. These ideas, combined with current best practices and realistic financial models, will factor into the recommendations of this Park Facility Master Plan.

EXISTING CITY PARKS INVENTORY

City of Hollister parks and recreation facilities were visited in person, photographed, and inventoried in their present state in order to collect a current inventory of the City’s assets. Several parks are currently under construction presently within the City; these have been included in the inventory as final approved locations, acreage, and general amenities are known at this time.

Park boundaries included on inventory maps have been approximated using Geographic Information Systems (GIS) and City planning documents. Official platting and parcel data must be consulted for questions regarding exact park size and boundaries. An itemized inventory breakdown for each current City park asset is included in Appendix B.

Current parks and recreation asset inventory includes:

- 8 Pocket Parks (<2.5 acres)
- 6 Neighborhood Parks (2.5-10 acres)
- 1 Community Parks (>10 acres)

The City currently holds joint use agreements with Hollister School District and San Benito High School District to make School District owned properties available for public use. Similarly, the City leases property from San Benito County’s Veterans Memorial Park in order to provide tournament softball and skate park amenities to the public. Each type of park facility currently operating within the City of Hollister has its own unique needs for expansion, renovation, and future construction. Recommendations for each park typology - Pocket Parks, Neighborhood Parks, Neighborhood/School Parks, and Community Parks - are included in the Best Practices section of the Master Plan.

BEST PRACTICES

The Cities of Morgan Hill, Gilroy, and Los Banos provide benchmark data to which Hollister’s demographics and parks level of service qualities will be compared. Benchmarks are useful as they provide a snapshot in time of measurable statistics and show how the City of Hollister compares to its nearest comparisons on a point-by-point basis. Gilroy and Los Banos are similar to Hollister in terms of regional context, population, and demographics.

Comparable Cities for use in Benchmark Analysis				
Benchmark City	Hollister	Gilroy	Los Banos	Morgan Hill
Total Population	36,529	51,649	36,847	40,872
Hispanic Population	68.4%	61.1%	70.4%	33.7%
Median Income	\$69,157	\$83,027	\$44,292	\$96,051

Table 1: Benchmark Cities, 2015 Demographic Data

At the same time, it is important to look outside these comparable benchmark cities to identify districts that have desirable parks and recreation facilities and programming in order to keep a goal in mind for forward progress. For example, a number of respondents to the public survey mentioned the City of Morgan Hill as a desirable model for what they would like to see in the City of Hollister’s parks and recreation facilities and programs. Morgan Hill is located in Santa Clara County, midway between Hollister and downtown San Jose. Morgan Hill is considered one of the original “bedroom communities” for Silicon Valley commuters and continues to benefit from this association. Morgan Hill is geographically proximate to the City of Hollister, providing a valuable local model for parks development. Its location in an affluent area with an established history as a suburb of the world’s preeminent tech sector gives it a unique context and character.

CITY PARKS

Community Parks Water Reclamation Recreational Facility » 49.72 Acres
Total = 49.72 acres

Neighborhood Parks Allendale Park » 6.25 Acres Dunne Park » 4.75 Acres Frank Klauer Memorial Park » 4.75 Acres Santa Ana Park » 3.0 Acres Valley View Park » 2.65 Acres Vista Park Hill » 5.0 Acres
Total = 26.4 acres

Pocket Parks Apricot Park » 2.04 Acres Jerry Gabe Memorial Park » 1.9 Acres John Z. Hernandez Memorial Park » 0.21 Acres Las Brisas Park » 1.0 Acres McCarthy Park » 1.5 Acres Mirabella Park » 0.36 Acres Nora Drive Park » 0.12 Acres Tony Aguirre Memorial Park » 1.0 Acres
Total = 8.13 acres

JOINT USE PARKS

Neighborhood/School Parks (School District Property) Calaveras School Park » 5.0 Acres Cerra Vista School Park » 7.0 Acres Ladd Lane School Park » 4.33 Acres Marguerite Maze Sports Complex » 11.0 Acres Rancho San Justo Sports Complex » 9.16 Acres R. O. Hardin School Park » 6.26 Acres San Benito HS Tennis Courts » 0.75 Acres
Total = 43.5 acres

County Parks (Leased Acreage) Hollister Skate Park (within Veterans Memorial Park) » 1.34 Acres Leased Hollister Softball Fields (within Veterans Memorial Park) » 2.25 Acres Leased
Total = 3.59 acres

The City of Hollister 2005 General Plan provides a recommended parks service per population standard of 4 acres of park space per 1,000 residents within the greater Hollister Planning Area. The General Plan references the 2002 City Park Facility Master Plan's recommendation, which was that the City may achieve the 4 acres per 1,000 residents goal through a joint effort with San Benito County. In other words, per the previous Park Facility Master Plan, the 4 acres per 1,000 residents level of service may be achieved by calculating the square footage of County Parks in addition to City parks within the Hollister Planning Area.

Parks Level of Service Standards: Benchmark Cities Stated Standards				
Benchmark City	Hollister	Gilroy	Los Banos	Morgan Hill
Parks Level of Service Standard: Acres per Population	4 Acres / 1,000	5 Acres / 1,000	7 Acres / 1,000	5 Acres / 1,000

Table 2: Benchmark Cities, Parks Level of Service

Parkland owned exclusively by the City of Hollister currently totals 84 acres. All parks and recreational facilities within the City limits, including City-owned recreation facilities (Hollister Community Center, Veterans Memorial Building), School District-owned recreational areas at the seven school properties with joint-use agreements, and all of County-owned Veterans Memorial Park, the total is 168.93 acres. Using the 2015 population of 36,529, the City of Hollister currently provides the following levels of service:

- **City of Hollister owned parks: 2.3 Acres / 1,000 Residents**

The City of Hollister 2005 General Plan concluded that, as of its adoption in 2005, the City provided less than three acres of parks per 1,000 residents. Table 3 shows that the City continues to provide less than three acres per 1,000 population as of approval of this Master Plan document.

City of Hollister Parks Level of Service: Parks Acreage per 1,000 Residents		
City-Owned Parkland	Acres/1,000 Residents	Additional Acres Needed to meet 4 Acres/1,000 Standard
84 Acres	2.3 Acres	62

Table 3: City-Owned Parkland within City Limits, Acres per current Population

In order for the City of Hollister to achieve its goal of achieving a level of service of 4 acres of parks per 1,000 residents, it will need to add 54.3 acres of parks to meet current population requirements. In order to support this goal and ultimately increase the number and quality of City-owned parks, this Master Plan recommends increasing the development in-lieu fees associated with parks to 5 acres per 1,000 residents.

FUNDING MECHANISMS

Funding mechanisms appropriate to the needs of the City of Hollister have been summarized with notes added to address the specific utility of each mechanism toward funding different items. Potential funding mechanisms to be used for parks and recreation improvements include:

- Development Related Financing
- Development Agreements
- Special Financing Districts (SFD)
- Bonds and Tax Measures
- Programming and Fees
- Community Partnerships
- Grants
- Crowdfunding
- Public-Private Partnerships (P3)
- “Friends of Parks” Programs
- Parks and Recreation Foundation
- Statewide Bond Acts
- Transit/Road Funds
- Joint Marketing and Promotion
- Fundraising Efforts
- Sale or Lease of Surplus Lands
- Local Joint Use Partnership
- Naming Rights
- Open Space and Conservation Easements/Mitigation Banking
- Donations and Transfer of Ownership

There is opportunity to update and revise the fees for programs and rentals that should be coupled with an approved cost recovery program. As a part of the revision of fees, the review should include cost recovery for repair, replacement, and renovation of respective facilities as a result of use. Also, consideration of a standard universal City resident/non-City resident fee structure for programs and rentals could increase revenue without having to expand program costs. The City’s recreation programs currently offer lower fees for residents than for non-residents, but this policy should be updated to be universal across City parks and recreation facility rentals, programs, and any special events.

The fee structure associated with the City of Hollister’s parks and recreation assets should be based on clear governing expectations set forward and approved by the City’s governing bodies. It is with this basis that the priority for updating parks fee structures should be led by an approved cost recovery policy based upon a detailed fee study. This policy would take into account annual operating costs and set forward an expected return on these costs broken down by fee type. Expected return will vary based upon the results of a fee study and City leadership decisions

RECOMMENDATIONS

The City of Hollister must continue to pursue options to increase the City's parkland ownership while remaining open to partnerships and joint-use agreements that allow for increased parks acreage for citizens now. For example, while joint-use school park agreements are beneficial to the community in many ways, they do present real logistical hindrances to access for residents of the community who are restricted from using all or part of the school parks during school hours.

Recommendations for future parks projects include:

- McCarthy Park Development
- Dog Park at Valley View Park (following park expansion)
- Pedestrian Connection via Footbridge to the Water Reclamation Recreational Facility
- Leatherback Property Recreational Development
- Hollister Fire Station No. 2 Neighborhood Park and Outdoor Fitness Park
- Santa Ana Creek Linear Trail
- San Benito River Trail: Buildout per 2008 City Plans

Programmatic recommendations include:

Development of an aquatic facility via joint use agreement with School District.

Unless the City of Hollister has all the money needed to construct as well as fund the lifetime maintenance costs of a sole City facility, this Master Plan strongly recommends pursuit of a joint use aquatic facility. Since most high schools have a swimming pool as a part of their design, many cities join in the venture either by sharing the costs for construction and operation or by paying to enlarge the pool to a size larger than the school was going to build. The advantages to the city are in the reduced cost to construct, and reduced costs to maintain. The major disadvantage to the partnering city is that use by the city is curtailed as a result of the partnership. Should a city decide to "joint build" with a school district, there needs to be an agreement up front as to cost sharing for construction and operational costs. There must also be an agreement on hours of use, and an agreement as to who will determine how/when outside user groups will use the pool. The Recommendations chapter of this document outlines standard challenges in the development of joint use aquatic facilities and best practices to overcome each.

Adoption of formal dual use flood control basin/park design typology to ensure adequate recreational usage in the event of inundation.

All future dual flood control basin/park sites shall have sufficient level surface at one or more edges of the rim such that permanent site furniture or play features may be installed on-site. Dual flood control basin/park sites must feature at least enough level ground around the perimeter to support a paved walking path in order to offer recreational benefit to residents of the local community. Successful local examples of this practice include Apricot and Mirabella Parks. Both of these parks, however, feature smaller than ideal areas outside the area of potential inundation. Frank Klauer is not a desirable typology as the basin portion is fenced off and therefore unusable by the public regardless of inundation.

Revision of development in-lieu fees to require 5 acres of park land per 1,000 population.

Cities need to make sure that they have the ability to require the highest level of park acreage standard they can at the time of development. Once a development is approved, the ability for a city to go back and get additional park acreage is lost. However, at the same time, it is the city's decision as to how they want the development to satisfy the park requirement, based on the standards that have been approved to guide development.

WATER RECLAMATION RECREATIONAL FACILITY MASTER PLAN

The master plan for the Water Reclamation Recreational Facility has been developed with special consideration given to the physical opportunities and constraints of the park, along with public feedback obtained during the public survey and public meetings associated with the 2017 Park Facility Master Plan update.

Chapter 8 provides plans for the overall design of the park, with separate sections highlighting parking, major utility infrastructure, circulation, programming, and educational/event programming. This is a large-scale conceptual master plan; specifics regarding site furnishings, materials, location of utilities, and other fine-grain details are to be determined at the time of project design and construction. The Water Reclamation Recreational Facility is envisioned as a modern, flexible, dynamic public amenity. Designed for use by all City and visitor demographics, the Water Reclamation Recreational Facility will be a destination park of which the community can be proud.



Figure 1: Water Reclamation Recreational Facility Master Plan

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CHAPTER 1

Introduction

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INTRODUCTION

1.1 PURPOSE OF DOCUMENT

The City of Hollister Park Facility Master Plan will provide inventory, assessment, and recommendations regarding City park and recreation facilities and programming. The Master plan provides an updated review of existing facilities from the 2002 City of Hollister Park Master Plan and incorporates up-to-date best practices information.

Moreover, the City of Hollister Park Facility Master Plan will outline a vision for the future of the City's recreation facilities. An analysis of current trends for parks and recreation planning is accompanied by specific project recommendations to shape the future of Hollister's parks and recreation offerings. Funding mechanisms, including the Capital Improvement Plan and Development Criteria, are studied in Chapter 7. Recommendations outlining the design and programming of the Water Reclamation Recreational Facility are included in Chapter 8.

This document is designed to capture a specific range of information for strategic planning purposes. It provides an analysis of the context and presents an inventory of the City of Hollister's park and recreation facilities. It outlines community input and suggestions gathered and synthesizes these results into a set of recommendations. Finally, this document provides an outline for implementation and identifies potential funding mechanisms and opportunities.

1.2 ROLE OF PARKS & RECREATION

Parks and recreation facilities are invaluable parts of a vibrant community. Studies continue to demonstrate the benefits of public parks for both individual and community health. Children are increasingly separated from nature and the outdoors due to concerns about safety and the isolating effects of technology. Trends toward obesity and associated health risks among American adults and youth emphasize the need for parks and recreation services not only to improve the well-being of today's citizens but also to ensure the long-term health of both individuals and the community.

The City of Hollister Recreation Division lists its purpose in its website byline, "Improving your quality of life since 1977." Improving the quality of life for its citizens is an ambitious and forward-thinking approach to municipal recreation management. This statement establishes a dynamic vision for the City as it continues to develop its parks and recreation facilities and programming.

Build-out of the Water Reclamation Recreational Facility will provide expanded interface with the natural ecosystem and native landscape typology. Opportunities for education about cutting-edge water saving technology and traditional water management practices may be introduced at West Hollister and other proposed parks as well as at existing parks. Overall health, safety, and well-being of the community can be supported by the introduction of phased improvements at both existing and proposed facilities.



Frank Klauer Park



Dunne Park



Jerry Gabe Park

1.3 REPORT SUMMARY

Chapter 1: Introduction

This chapter introduces the purpose of this master plan and the mission of the City of Hollister's Recreation Division. These themes figure importantly into the following chapters.

Chapter 2: Context

This chapter outlines the geographic location of the City of Hollister as well as its demographics. Local and regional health and population trends are discussed, particularly as they relate to the study of parks and recreation planning. Finally, the role of parks in the City of Hollister is reviewed, along with a look at the existing planning initiatives within the City.

Chapter 3: Facilities Inventory

This chapter includes a survey of existing park land within the City of Hollister. It also includes an overview of recreation facilities used by the City's Recreation Division for programming. Community programming and fees are reviewed, as are school properties which hold joint use agreements with the City for use of facilities owned by Hollister School District. Lastly, regional parks and open space amenities are summarized and listed.

Chapter 4: Needs Assessment

This chapter describes methods of community outreach performed during the course of the Master Plan's development. Public meetings as well as survey methodology and findings are reviewed.

Chapter 5: Best Practices

This chapter provides guidance for design of future parks and recreation facilities. The City's goals as well as current trends and standards for municipal parks and recreation development are considered in this analysis. Relevant benchmark cities are surveyed and compared to the City of Hollister to provide a frame of reference for local practices

Chapter 6: Recommendations

This chapter synthesizes identified needs with the City's goals to propose recommendations for the development of the City of Hollister's recreation facilities and programming. Recommendations regarding best practices for establishing effective future joint use agreements are included in this chapter.

Chapter 7: Funding Mechanisms

This chapter discusses the funding options and potential partnerships or other non-traditional funding mechanisms for proceeding with the recommendations as documented. Recommendations are also provided regarding best practices for implementation of an increase in required park-in-lieu fees to achieve optimal acreage service per population and usable, effective recreational assets.

Chapter 8: Water Reclamation Recreational Facility Master Plan

This chapter includes a site analysis and proposed plan for the Water Reclamation Recreational Facility, a former municipal wastewater facility. The plan includes a site analysis component and lists proposed recreational elements, incorporating previous Needs Assessment and Recommendation chapters. Proposed parking, stormwater, and planting material methods and improvements will also be reviewed.

Appendices

- Community outreach survey text and survey data by question.
- Itemized inventory of the City's current parks facilities
- GIS Maps

CHAPTER 2

Planning Context

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CONTEXT

2.1 PHYSICAL SETTING

The City of Hollister is located in northern San Benito County, approximately 25 miles inland from Monterey Bay, 40 miles northeast of the City of Monterey, and 50 miles southeast of the City of San Jose. Hollister is the county seat of San Benito County and covers a land area of 7.29 square miles.

The geographic location of the City of Hollister places it in close proximity to the agricultural heart of the State of California, its picturesque central coast, and the economic engine of Silicon Valley. The City lies to the immediate east from the historic City of San Juan Bautista and southeast of the City of Gilroy. California State Highway 25 roughly bisects the City running northwest-southeast, and Highway 156 runs perpendicular on a southwest-northeast axis. Pinnacles National Park is approximately 35 miles to the south via Highway 25, situating the City as a gateway to the Park for visitors from San Francisco and the northern part of the state.

Hollister has a rich agricultural history and derives its name from Colonel W. Hollister, who acquired Spanish land grants including the area of the modern-day City of Hollister. From an original 50 homesteads in 1896, Hollister has grown both in geographic land area as well as in population. The agricultural character of the City, however, is still intact, and features prominently in the modern economy of the City.

The City of Hollister is also notable for several geologic features. The Calaveras Fault runs through the City of Hollister on a roughly north-south axis. The fault bisects downtown and notably passes through the western portion of Vista Hill Park and directly through Dunne Park. Signs of the fault's creep over time are visible with the naked eye in roads, structures, and other built features. The Calaveras Fault's route through the City of Hollister has also prompted Hollister to claim the title, "Earthquake Capital of the World."

2.2 DEMOGRAPHICS

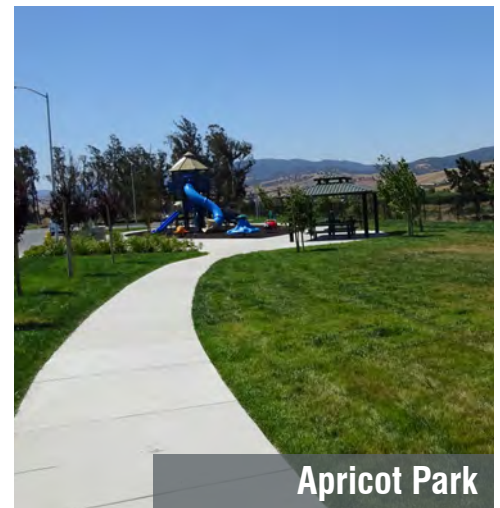
Population growth has a direct impact on increasing demands for parks and recreational opportunities. Demographic qualities like age, ethnicity, and income levels can have an impact on recreational interests and participation. The demographic characteristics of the City of Hollister population are therefore listed below.

Existing Population and Anticipated Growth

The population in Hollister experienced steady, consistent growth until the 1980s. The population rose sharply from 11,488 in 1980 to 34,428 in 2000. Growth between these two censuses shows a 200% population growth over 20 years. Population growth within the City limits slowed in conjunction with a building moratorium and the effects of the recession between 2000 and 2010. Population growth was further stalled between 2002 and 2008 by a state imposed sewer moratorium. The 2010 population was recorded at 34,928. This stopped short of the growth cap of 42,118 set in the Growth Management Ordinance adopted in 2001.



Community Center



Apricot Park



Vista Park Hill

The City's 2005-2035 General Plan identified growth as a major factor in the loss of agricultural land and the size of the City's planning area was reduced. The General Plan forecasted a 2.6% growth rate, and a population of 44,790 by the year 2010. The market for new housing construction was weak during the Great Recession. Consequently, between 2000 and 2015, population growth was significantly less than forecasted in the General Plan.

City of Hollister Population Increase: 1980-2015		
Year	Hollister Population	Percent Increase
1980	11,488	-
1990	19,212	67%
2000	34,413	79%
2010	34,928	1.5%
2015 (estimate)	36,529	4.6%

Table 2.1: Population increase, United States Census, 1980-Present

Age

Age will often determine the types of activities in which people choose to participate. For example, youth are generally interested in more traditional competitive sports such as baseball, soccer and basketball, or extreme sports such as skateboarding, BMX, and rock climbing. Adults might benefit from a combination of programming outside of typical working hours and youth programming for their children. As people age, their participation in competitive sports generally decreases, although many older adults and seniors continue to participate in activities that promote healthy living, socialization and learning.

City of Hollister Age Distribution			
	Age Group	Total in 2010	Percent of Total Population
CHILDREN 35.8%	Under 5 years	2,961	8.5%
	5-9	2,939	8.4%
	10-14	3,231	9.3%
	15-19	3,020	9.6%
ADULTS 49.4%	20-24	2,470	7.1%
	25-29	2,407	6.9%
	30-34	2,476	7.1%
	35-39	2,424	6.9%
	40-44	2,620	7.5%
	45-49	2,571	7.4%
	50-54	2,282	6.5%
SENIORS 15.9%	55-59	1,737	5.0%
	60-64	1,213	3.5%
	65-69	802	2.3%
	70-74	529	1.5%
	75-79	461	1.3%
	80-84	404	1.2%
	85+	381	1.1%
	TOTAL	34,928	100%

Table 2.2: Population by age, United States Census, 2010

Race and Ethnicity

Race and ethnicity also affect recreation preferences and participation. The City of Hollister has had a majority Hispanic population since the 1980 Census. The US Census historical data shows that persons who identified as ethnically Hispanic or Latino, regardless of race, made up the majority of the population of the City in 2000.¹ The 2010 Census shows the Hispanic/Latino majority of the population at 65.7%, increasing to 68.4% as of the 2015 Census estimate.²

Tables 2.3 shows the races identified by respondents to the 2000 and 2015 Census. Note that the US Census provides separate categories for race and ethnic origin. Per the Census website:

Origin can be viewed as the heritage, nationality group, lineage, or country of birth of the person or the person's parents or ancestors before their arrival in the United States. People who identify as Spanish, Hispanic, or Latino may be of any race. Thus, the percent Hispanic should not be added to percentages for racial categories.³

City of Hollister Racial Distribution: 2000-2015 Comparison				
Race	Total in 2000	% in 2000	Total in 2015	% in 2015
White	20,341	59.1%	30,133	82.5%
Black or African American	469	1.4%	356	1.0%
American Indian / Alaska Native	390	1.1%	321	0.9%
Native Hawaiian / Pacific Islander	63	0.2%	45	0.1%
Asian	965	2.8%	1,013	2.8%
Two or More Races	1,873	5.4%	1,650	4.5%
Other Race	10,312	30%	3,011	8.2%
TOTAL	34,413	100%	36,529	100%

Table 2.3: Population by race as reported in the United States Census, 2015 Estimates

The number of City residents reporting Hispanic or Latino as their ethnicity grew from 55.1% in the 2000 Census to 68.4% in the 2015 Census. Table 2.4 shows the increase of the population identifying as ethnically Hispanic or Latino between 2000 and 2015.

City of Hollister Ethnically Hispanic or Latino Population: 2000-2015 Comparison				
Population by Hispanic or Latino Origin	Total in 2000	% in 2000	Total in 2015	% in 2015
Persons not of Hispanic or Latino Origin	15,464	44.9%	11,553	31.6%
Persons of Hispanic or Latino Origin	18,949	55.1%	24,976	68.4%
TOTAL	34,413	100%	36,529	100%

Table 2.4: Population by Hispanic or Latino origin as reported in the United States Census, 2015 Estimates

Income and Household Type

Income has a major impact upon participation in recreational opportunities. Those with higher incomes and more disposable income tend to be more active and participate in more expensive types of recreation, whereas those with lower incomes tend to take advantage of low cost recreational opportunities.

¹ City of Hollister Park Facility Master Plan, 2002

² United States Census Bureau, <https://www.census.gov>

³ www.census.gov/quickfacts

In the City of Hollister, the median household income recorded for the period from 2011-2015 is \$69,157. This is 128% the national median household income, which was \$53,889 in 2015 dollars. During the same period, the per capita income per year in Hollister was \$22,817. The per capita income is 79% of the national median income of \$29,930.⁴ Similarly, the median household income in Hollister exceeds the State of California median income, while per capita income is significantly lower.

City of Hollister/State of California Comparison: Household Income, Per Capita Income, Persons in Poverty			
Geographic Area	Median Household Income	Per Capita Income in Past 12 Months	Percentage of Persons in Poverty
City of Hollister	\$69,157	\$22,817	11.3%
State of California	\$61,818	\$30,318	15.3%
United States	\$53,889	\$28,930	13.5%

Table 2.5: Household economic status as reported in the United States Census, 2015 Estimates

An important facet of the Hollister workforce is that over half of the workforce commutes out of the County to work, the majority of those to Silicon Valley.⁵ The US Bureau of Labor weekly wage reported for the 4th quarter of 2016 indicated the weekly wage in San Benito County was \$902 less than the national average weekly wage of \$1,067. The County weekly wage was less than half that of Santa Clara (\$2,365) and San Mateo Counties (\$2,098). The City of Hollister workforce patterns thereby effectively create two economies within the City: the local worker and the higher paid commuter worker. The City's overall median income is inflated by the large number of commuting workers, while local workers in lower income brackets fall well below the median. In light of these economic characteristics, recreational programming fees tied to median income rates will create programs which many local residents cannot afford. Access to free recreation, such as public parks and trails, is an important way to invest in public health for all citizens.

2015 Census data further shows that the City of Hollister's total percentage of the population over 16 years of age in the work force is 71.4%. This is a higher employment rate than the statewide average of 63.1% or the national average of 63.3%. Unemployment has fallen steadily since 2010, with a current unemployment rate of 5.9% compared to the State of California average of 5.5%.⁶ The City's rate has nearly halved since the 2014 period, which indicated an unemployment rate of 9.5%.

City of Hollister: Number of Family Households and Average Persons per Household		
Geographic Area	Persons per Household	Percentage of Family Households
City of Hollister	3.62	82.5%
State of California	2.96	68.7%
United States	2.64	81.76%

Table 2.6: Household Size and number of Family Households⁷

The data on median household income and per capita income, which shows low per capita income yet high median household income, may be partly explained by the fact that the average persons per household in the City of Hollister is slightly higher than both the state and national averages. Likewise, the percentage of family households in the City of Hollister also exceeds the state and national numbers. Together, these numbers show how larger households may have more adults gainfully employed in the workplace. Together with the high-earning commuting workers, more workers per household might explain how City's lower average per capita income, the City's median household income may still exceed state and national averages.

⁴ Ibid.

⁵ <https://factfinder.census.gov>

⁶ City-Data.com, <http://www.city-data.com/city/Hollister-California.html>

⁷ City-Data.com, Ibid, and Statista, <https://www.statista.com>

City of Hollister Income Data by Census Tract				
Census Tract	Per Capita Income	Median Income	Unemployment	Persons per Household
Tract 3	\$18,593	\$54,816	10.6%	4.08
Tract 4	\$19,331	\$52,708	10%	3.58
Tract 5.01	\$30,721	\$91,007	7.3%	3.47
Tract 5.02	\$22,067	\$77,628	15.2%	3.94
Tract 6	\$29,533	\$95,167	5.1%	3.25
Tract 7.01	\$14,985	\$56,844	12.5%	4.55
Tract 7.02	\$31,418	\$70,757	11.1%	2.98

Table 2.7: Hollister Income Data by Census Tract, American Community Survey 2015 Estimates

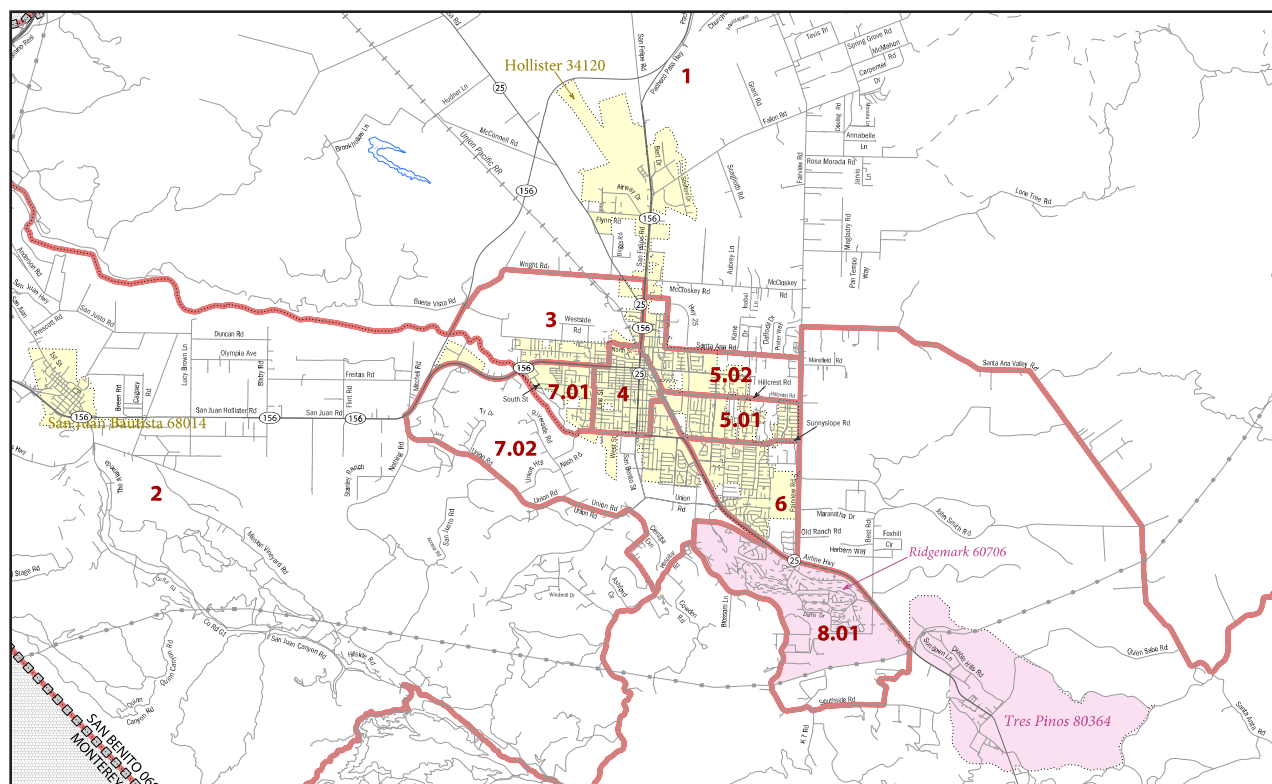


Figure 2.1: US Census Tracts, San Benito County (Image by United States Census Bureau, www2.census.gov)

The data indicating larger households and potentially more working adults per household encourages consideration of not only working adults' ability to participate in recreational programs and outdoor activities, but also their ability to support the children within those households in their recreational pursuits. Adults are less likely to allow children to walk distances to attend events than they may have been in the past. Further, more working adults (and a high number of regional commuters) per household likely means less persons to transport children from school to after-school activities or early evening recreational programs. It is therefore important to consider the options for after-school recreational programs proximate to schools so that no transportation is required. It is also important to consider the level to which public parks are perceived as safe places for either unattended children in the early evening or families using the parks after the adults' work day, which may be after dark.

Crime Rates

The online database City-Data.com indicates an overall reduction in the United States average crime index from 2001-2015. During the period, the national average fell from a rate of 331 to 233. During the same period, the City of Hollister maintained a crime index at or below the national average, with the exception of 2003 and 2010. The crime index for the City during 2003 was recorded at 334, which exceeded the national index of 322 for the same year. In 2010, the City's rate was 268, which exceeded that year's national average of 266. By 2015, the City of Hollister recorded an average crime index of 179, well below the national average of 233 for the same year.⁸



Table 2.8: City of Hollister historical crime index compared to United States average historical crime index, 2001-2015

Educational Facilities

The City of Hollister is home to fourteen schools ranging from Kindergarten through High School. These schools are split between five districts and one charter school organization. Hollister School District is the largest district within the City limits and manages nine of the city's schools. The City currently holds joint-use agreements with Hollister School District and San Benito High School District. Each joint-use agreement allows for shared use of school park and sports facilities. These are outlined in more detail in Chapter 3, Inventory.

Health Trends

The County Health Status Profile for 2017 shows that San Benito County has higher death rates than the state average in three of eighteen categories. These categories include Motor Vehicle Traffic Crashes, Unintentional Accidents, and Influenza/Pneumonia.⁹ While it is generally a positive trend in that two of the three items are not directly related to health but rather to chance, there are still troubling health trends in San Benito County in terms of obesity and exercise/nutrition related health risks.

⁸ City-Data.com, Ibid.

⁹ California Department of Public Health County Health Status Profiles 2017.

The California Department of Public Health’s report “Obesity in California: The Weight of the State, 2000-2010 (updated 2014)” lists 41.2% of the adult population of San Benito County as obese as of 2012. During the same year, 25.4% of the population of the State of California was recorded as obese. This high rate is troubling, as is the statistic showing greater than 30% of low-income school-age children in San Benito are classified as obese. In this category, San Benito County is the only county in California in excess of 30%.¹⁰

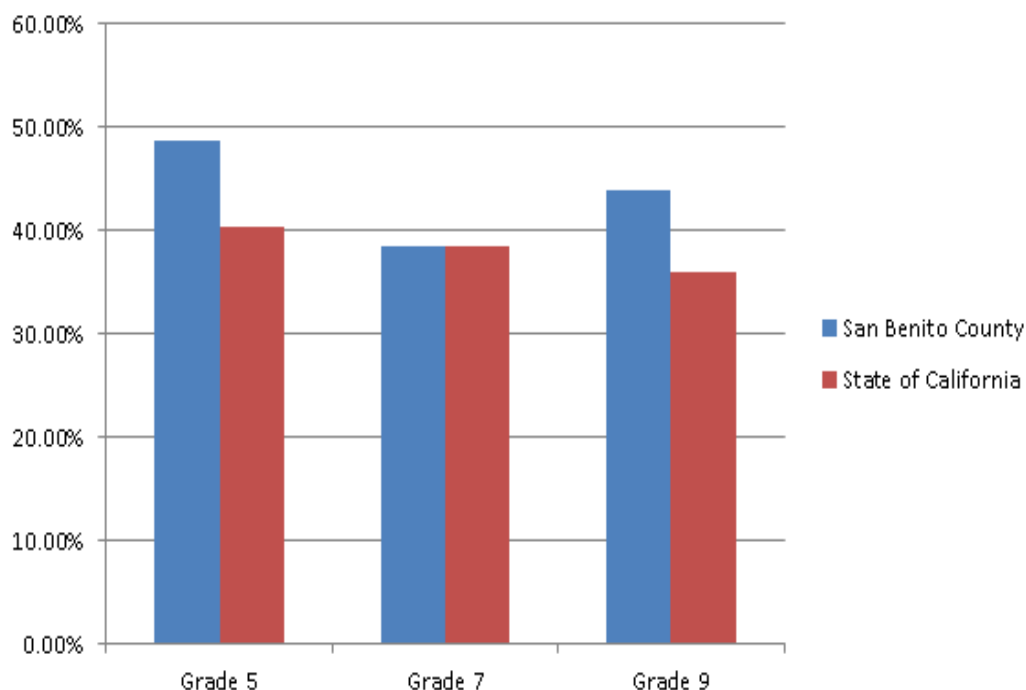


Table 2.9: Percent of overweight or obese students by grade level, San Benito County compared to the State of California, 2015.¹¹

Additionally, the Lucile Packard Foundation for Children’s Health ongoing project Kidsdata.org records rates of overweight and obese children by grade level from 5th-9th grade. The 2017 data for San Benito County shows that, on average, 48.7% of adolescents in 5th grade are overweight or obese, compared to 40.3% for all of California. 7th Graders are level with the state rate of 38.5%. The 9th grade students in San Benito County again exceed the state average with a 43.9% average, compared to the state average of 36.0%.

Parks, facilities and programs provided for citizens in collaboration with health providers can be one way the City might begin to move toward becoming a more healthy community. The subject of creating and supporting healthy cities is of increasing national interest and a number of academic, professional, and non-profit organizations provide resources for managers and users of public spaces. The Healthy City, one such web-based community-based tool provided by Advancement Project California, is a potential resource for City residents and staff.¹²

¹⁰ “Obesity in California: The Weight of the State, 200-2012.” California Department of Public Health, 2014.

¹¹ Kidsdata.org, a Program of Lucile Packard Foundation for Children’s Health, <http://www.kidsdata.org>

¹² Healthy City. <http://www.healthycity.org>

Languages

The United States Census data from 2015 shows that the percentage of the population of the City of Hollister who speak a language other than English at home is 45.4%. This exceeds both the State of California rate of 43.9% and the United States average of 21%. While all other languages than English account for 45.5% of Hollister’s household languages, the majority of households - 42.3% of households - speak Spanish at home. 22.2% of the households speaking Spanish at home do not speak English very well. These numbers underscore the need within the community to consistently and effectively produce bilingual information and signage. This will contribute to making public programs and outreach efforts more accessible to all residents of the City.

Language other than English Spoken at Home	
Geographic Area	Persons per Household
City of Hollister	45.4%
State of California	43.9%
United States	21.0%

Table 2.10: Language other than English spoken at home as reported in the United States Census, 2015 Estimates

Commuting

The amount of time people spend traveling to and from work impacts their recreational participation. For example, persons working a typical 8-9 hour workday with only a 15 minute commute may be able to enjoy morning or evening daylight hours for outdoor fitness, and may also be able to drive their children or themselves to early-evening programmed recreational activities on weeknights. With the addition of a 60 minute commute, however, the same person would be committed to his or her work schedule for at least 10-11 hours per day. This severely hampers the ability to participate in recreational pursuits in the morning or evening, particularly in the winter season when days are shorter.

Hollister specifically is shifting toward a majority commuter population due to its proximity to San Jose and the Silicon Valley technology hub. In 1990, 34.8% of employed residents of San Benito County commuted out of the County for work. By 2000, that number had risen to 49.7%. The 2011-2015 American Community Survey 5-Year Estimates showed that by 2015, approximately 52.7% of residents commuted to employment outside the County.¹³ As real estate and cost of living prices continue to rise in the San Francisco, San Jose, and Silicon Valley regions, workers will continue to move further from those locations seeking to ease their financial burden.

The effect of the high cost-of-living “bubble” surrounding the San Francisco, San Jose, Silicon Valley mega-region is affecting many communities which were formerly rural and primarily agricultural, just like the City of Hollister. The phenomenon of the population of white-collar workers moving outward from the region where they are employed on an ever-expanding radius effectively creates a dual-economy in the region where they choose to reside. As is happening in Hollister currently, the economy begins to function on two levels. On one hand, high-earning homeowners who commute to jobs outside the County must transit increasingly dense commuter routes into the areas they work. On the other hand, the local workforce encounters rising home prices and general cost-of-living increases as the local consumer base becomes wealthier.

One of the most difficult trends associated with the shift to a majority-commuter workforce involves reconciling the higher-income residents’ expectations of services on par with areas in which they work. Communities in Santa Clara County have benefitted from decades of a high-income tax base, which allows municipal powers to provide high-end public amenities. Historically rural communities, such as Hollister and surrounding San Benito communities, do not have the benefit of this historical income from a white collar tax base and therefore cannot yet match the quality and diversity of public amenities of wealthier communities. At the same time, property taxes are increasing with newly constructed homes due to the need to expand infrastructure and services.

13 <https://factfinder.census.gov>

2.3 PLANNING CONTEXT

A sense of community and connection to the outdoors is important for The City of Hollister. The City engages in public engagement for its parks through initiatives such as publicly available park naming forms and a robust sponsor and volunteer program for local groups and businesses. The website for the City of Hollister Recreation Division welcomes visitors with the motto, “Improving your quality of life since 1977.” Moreover, the General Plan states as one of the policies in Goal CSF 4,

Ensure an equitable distribution of parks and recreational facilities throughout the City. The City will strive to improve, operate, maintain and rehabilitate existing parks, facilities and other public amenities, and will design all new parks to meet the quality standards established in the Parks and Recreation Master Plan.

City of Hollister Park Facility Master Plan: 2002

The City of Hollister’s previous Park Facility Master Plan was completed in 2002. This plan recorded the City provided 1.69 acres per 1,000 residents at that time. New parks were recommended so that all residents would live within a 1/2 mile radius of a park. Minimum park size recommended was five acres, with parks smaller than 5 acres to be developed only in the case that land in already-developed neighborhoods made the 5-acre minimum impossible.

The 2002 Plan classified parks into categories based upon park size and use. These classifications were:

- Mini-Parks, 2 acres or smaller
- Neighborhood Parks, 3-10 acres (5 acre minimum preferred)
- Neighborhood/School Parks, 3-10 acres
- Community Parks, 10 acre minimum

The Plan set the expectation that residents should be able to live within a 1/2 mile walk (roughly 10-15 minute walk for an average adult) of a Neighborhood Park. Smaller parks which did not meet the Neighborhood Park size standard were classified as having a service area of 1/4 mile.

The 2002 Park Facility Master Plan identified the need for the following recreation facilities to meet projected needs of the community:

- Walking and bicycle trails
- Additional playgrounds and picnic facilities
- Additional sports fields for organized and practice play
- Indoor recreation facilities
- Aquatics facility
- BMX play area
- Dog off-leash area
- Equestrian facilities

The 2002 Plan also recommended the City continue joint-use agreements with the Hollister School District to develop gymnasium facilities. A partnership with the YMCA to develop indoor recreation and aquatics facilities within the City was recommended to address the need for indoor recreation space and a local aquatics facility. Finally, the 2002 Plan recommended the City pursue options for a 20-30 acre community park to provide both passive and active recreation options.

The 2002 Park Facility Master Plan found that the City provided 58 acres of City-owned parkland for its then-population of 34,413. This equates to 1.69 acres per 1,000 population, short of the 2002 Parks Master Plan and current General Plan goal of 4 acres per 1,000. The 2002 plan suggests the City include County-owned park land in this calculation to get closer to the standard and goal levels of service.

City of Hollister General Plan: 2005

The City's General Plan, formally adopted in December of 2005, includes detailed visioning and processes to govern the future planning of development within the City of Hollister. The General Plan must be consulted by City leadership and decision makers when considering land use and planning decisions. The General Plan seeks to guide land use and other decisions based upon a 20-year vision for the future of the City of Hollister.

The General Plan addresses seven mandated elements required by California Government Code Section 65302. These seven elements are:

- Land Use and Community Design Element
- Housing Element
- Circulation Element
- Community Services and Facilities Element
- Open Space and Agriculture Element
- Natural Resources and Conservation Element
- Health and Safety Element

The current General Plan was written during a time when there was both a moratorium on building due to wastewater capacity issues as well as a voter-enacted growth cap initiative. The General Plan is guided by the following goals:

- Encourage Pedestrian-Friendly Mixed-Use Development Downtown
- **Provide Core Services in Every Neighborhood**
- **Encourage Multiple Modes of Transportation**
- Provide a Range of Housing Styles and Affordability Levels
- **Provide for an Environment that Encourages Healthy Living**
- **Promote Economic and Environmental Sustainability**

The General Plan goals that are particularly relevant to this Park Master Plan update are highlighted with bold text.

Furthermore, the General Plan identifies strategies that will assist with meeting the six main goals. Of particular interest to parks and open space development are:

- Create an appealing physical environment for living, working and shopping downtown. (LU 3.1, CSF 4.4, H3.1)
- Create and improve natural open spaces for public use. (LU 3.5, CSF 4.4, CSF 4.5, OS 1.8)
- Strengthen physical infrastructure connections throughout all neighborhoods. (H 1.4, CSF 1.5, CSF 1.6, CSF 2.1, CSF 4.3, HS 2.4)
- Provide access to social and community services from neighborhoods. (LU 2.3, CSF 4.1, CSF 4.2, CSF 4.6, CSF 4.7, CSF 4.8, CSF 4.9, CSF 4.14, HS 2.2)
- Where appropriate, protect and preserve natural resources from development. (OS 1.1, OS 1.3, NRC 1.1, NRC 1.2, NRC 1.5)
- Create environmentally sustainable design and development. (LU 9.3, H 2.4, H 2.5, CSF 2.7, CSF 3.6, CSF 3.7, CSF 4.11, OS 1.5, NRC 3.1, NRC 3.2, NRC 3.3, NRC 3.4, HS 1.1, HS 1.10)
- Support bike and pedestrian oriented development and circulation systems. (LU 4.1, LU 4.2, LU 4.4, LU 4.8, C 3.4, C 3.6)

San Benito River Parkway Master Plan: 2013

The San Benito River Parkway Master Plan was created in response to community desire for a regional park that would follow the path of the San Benito River through the County and provide opportunities for nature education, bird watching, hiking, biking, and horseback riding. This plan was guided by an advisory committee consisting of stakeholders from throughout San Benito County. Notably, representatives from the regional offices of the YMCA, City of Hollister, San Benito Sheriff's Department, San Benito High School District, Council of San Benito Governments, San Benito County Parks and Recreation Commission, and others, guided the production of this document to create the Master Plan.

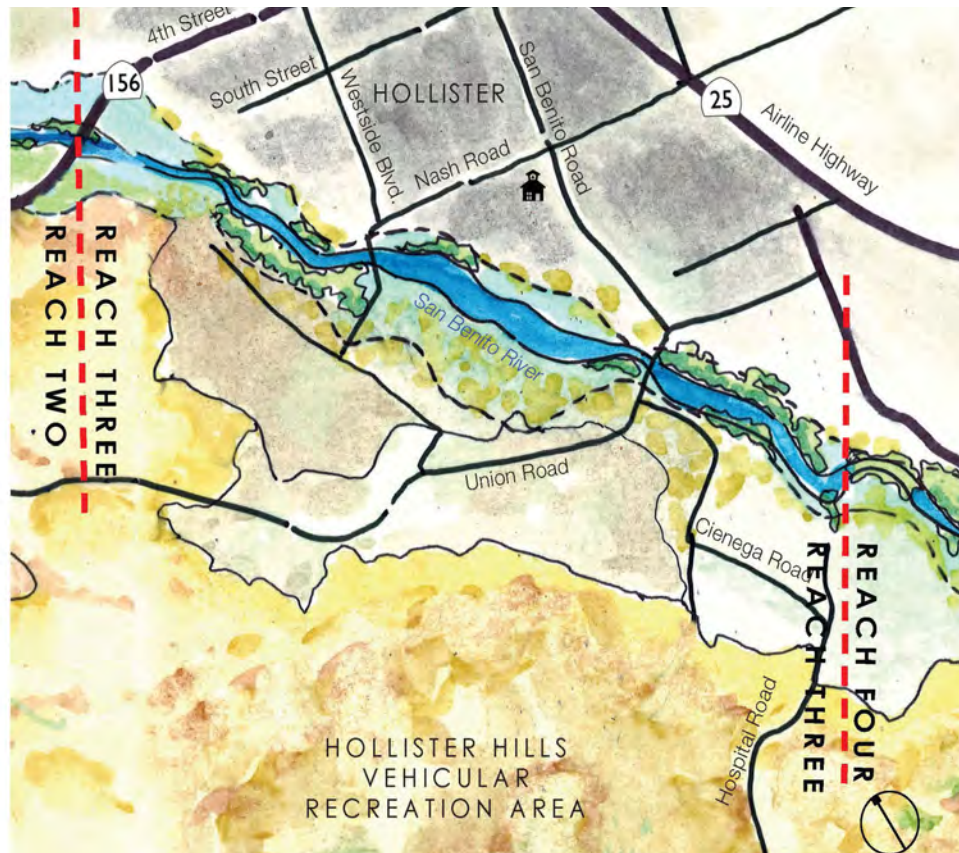


Figure 2.2: San Benito River Parkway Master Plan, 2013: Reach Three, Highway 156/4th Street Bridge to Hospital Road (3.75 Miles)

The 20-mile parkway envisioned would run along the northern San Benito River and a segment of Tres Pinos Creek. Such a regional park asset would serve not only the immediately surrounding communities, but would also have the potential of attracting visitors and promoting tourism and other economic opportunities within San Benito County. The 2013 Master Plan provided organized visioning and planning for the San Benito River Parkway, and identified the importance of collaboration amongst governmental and public agencies, as well as work with non-profit groups and private landowners as integral to the long-term success of the proposed project.

Hollister's 2002 Park Facility Master Plan proposed a river park along the eastern side of the river between 4th Street and Apricot Lane. Currently, the proposed San Benito River Parkway is immediately adjacent to the City park space being developed into the Water Reclamation Recreational Facility. The proposed Master Plan for this City park (see Chapter 8) abuts onto lower terrace areas of the San Benito River, which may be further developed with rustic trails or educational/bird watching areas in the future in conjunction with this regional effort. The Water Reclamation Recreational Facility Master Plan also includes a pedestrian bridge over the San Benito River channel at this location, which may also be integrated into the River Parkway in the future. This opportunity area is identified in the San Benito River Parkway Master Plan as "Reach Three."

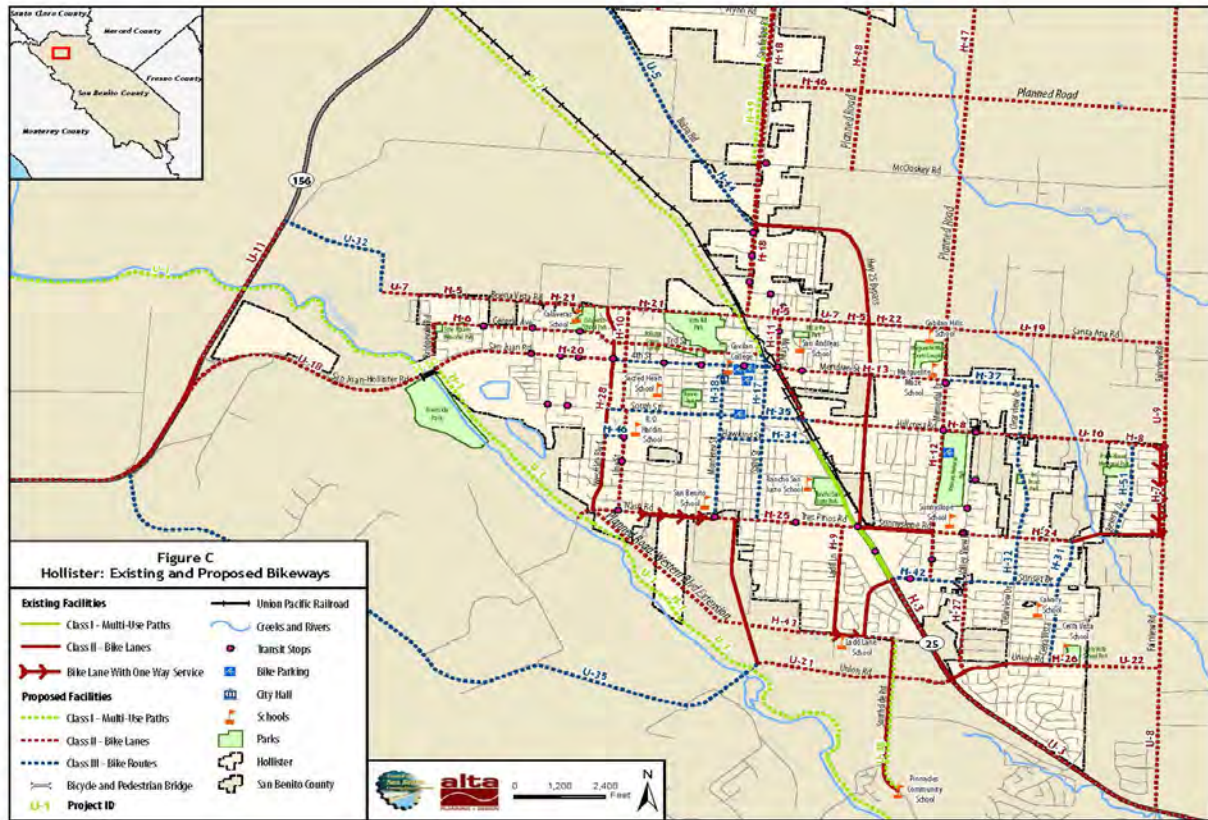


Figure 2.3: San Benito County Bikeway and Pedestrian Master Plan, 2009: Bicycle Improvement Locations

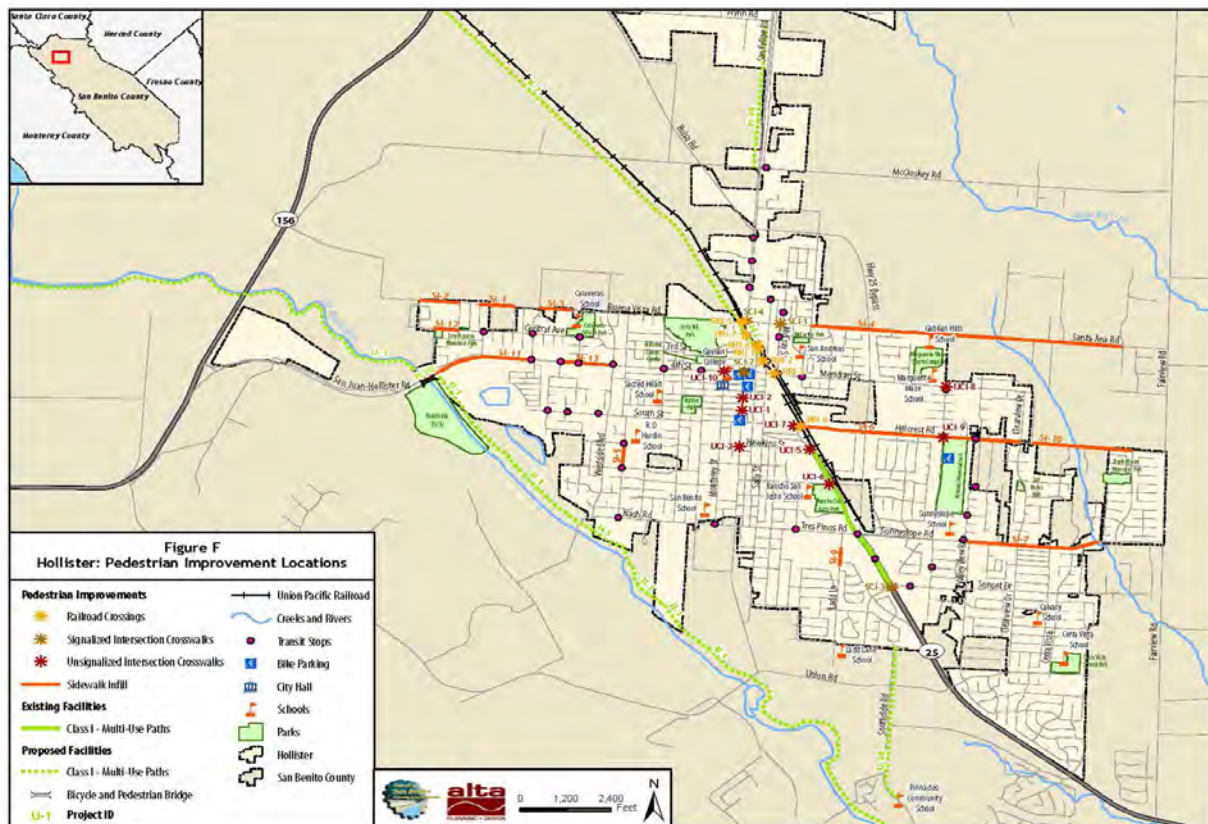


Figure 2.4: San Benito County Bikeway and Pedestrian Master Plan, 2009: Pedestrian Improvement Locations

San Benito County Bikeway and Pedestrian Master Plan: 2009

The San Benito County Bikeway and Pedestrian Master Plan was developed by the Council of San Benito County Governments in collaboration with the Cities of Hollister and San Juan Bautista, San Benito County, and the Bicycle and Pedestrian Advisory Committee. The Plan has since been adopted by the City of Hollister. The Master Plan is an update to a previous version which was adopted in 2002. The Master Plan fulfills the requirements of the California Bicycle Transportation Account (BTA), not only providing a vision for the development of a connected Countywide non-vehicular circulation system, but also providing the means to pursue funding to complete that system. Public feedback played an important role in developing the Bikeway and Pedestrian Master Plan.

The major needs and recommendations identified through the Bikeway and Pedestrian Master Plan include:

- Class I path along the San Benito River
- Class I paths connecting cities and towns
- Class II bike lanes connecting community destinations such as schools, parks, and libraries
- Bikeway maintenance
- Motorist education
- Encouragement and education programs for children
- Short-term bicycle parking at commercial activity centers
- Pedestrian facilities at railroad crossings
- Sidewalk continuity
- Curb ramps at intersections

The Bikeway and Pedestrian Master Plan recommended the following improvements to the County's non-vehicular circulation network.

2009 San Benito County Bikeway and Pedestrian Master Plan: Recommendations				
Bikeways	Class I Bike Paths	Class II Bike Lanes	Class III Bike Routes	Total
Existing	2.29	8.12	0.00	10.41
Proposed	27.67	58.62	51.41	137.70
Total	29.96	66.74	51.41	148.11

Table 2.11: Table from San Benito County Bikeway and Pedestrian Master Plan, 2009

The Bikeway and Pedestrian Master Plan recommends safety and education programs in conjunction with non-vehicular infrastructure improvements in order to promote safe interactions between motorists, bicyclists, and pedestrians. The plan offers flexibility in the future evaluation and approval of priority projects and provides estimated overall costs associated with the proposed improvements.

The Bikeway and Pedestrian Master Plan also contains detailed maps which inventory existing bicycle and pedestrian infrastructure as well as mark proposed facilities. The Bicycle and Pedestrian Improvement Locations maps from the Master Plan are included on the following page.

Recently, the City of Hollister was awarded a \$1 million grant through the California Transportation Commission to improve bicycle and pedestrian access in West Hollister. The West Gateway project is scheduled for construction between 2020-2021, and numerous ongoing applications for annexation and development of areas within the City of Hollister sphere of influence signal a time of growth within the region.

Vista Park Hill Master Plan: 2009

This Master Plan for development of Vista Park Hill was developed in 2009. The Plan included vehicular and pedestrian circulation analysis, viewshed studies, and a public feedback component. The proposed Plan synthesizes public feedback and analysis to create a Master Plan for the entire site, broken into five phases. In addition to several notable programming features, including a kite-flying field, amphitheater, and fenced dog park, the Plan focuses on establishing clear access points for vehicular and non-vehicular park users. Priority must be given to development of this approved Plan in order to develop one of the City's largest and most central public recreation assets to its full potential.



Figure 2.5: Vista Park Hill Master Plan: Development Phasing Plan, 2009

McCarthy Park Master Plan: 2018

The McCarthy Park Master Plan includes site improvements to develop this centrally-located City park asset.

Altogether, the City of Hollister is currently engaged in a dynamic period of forward-thinking project implementation for the planning and development of its municipal facilities. This Park Facility Master Plan update will complement these efforts and provide recommendations for future phases of building projects and facility improvements.

CHAPTER 3

Facilities Inventory

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FACILITIES INVENTORY

The contents of this chapter cover existing parks, community facilities, special use facilities, third party providers and existing programs as of 2018. A summary of the inventory data is found in Appendix B

3.1 EXISTING PARKS

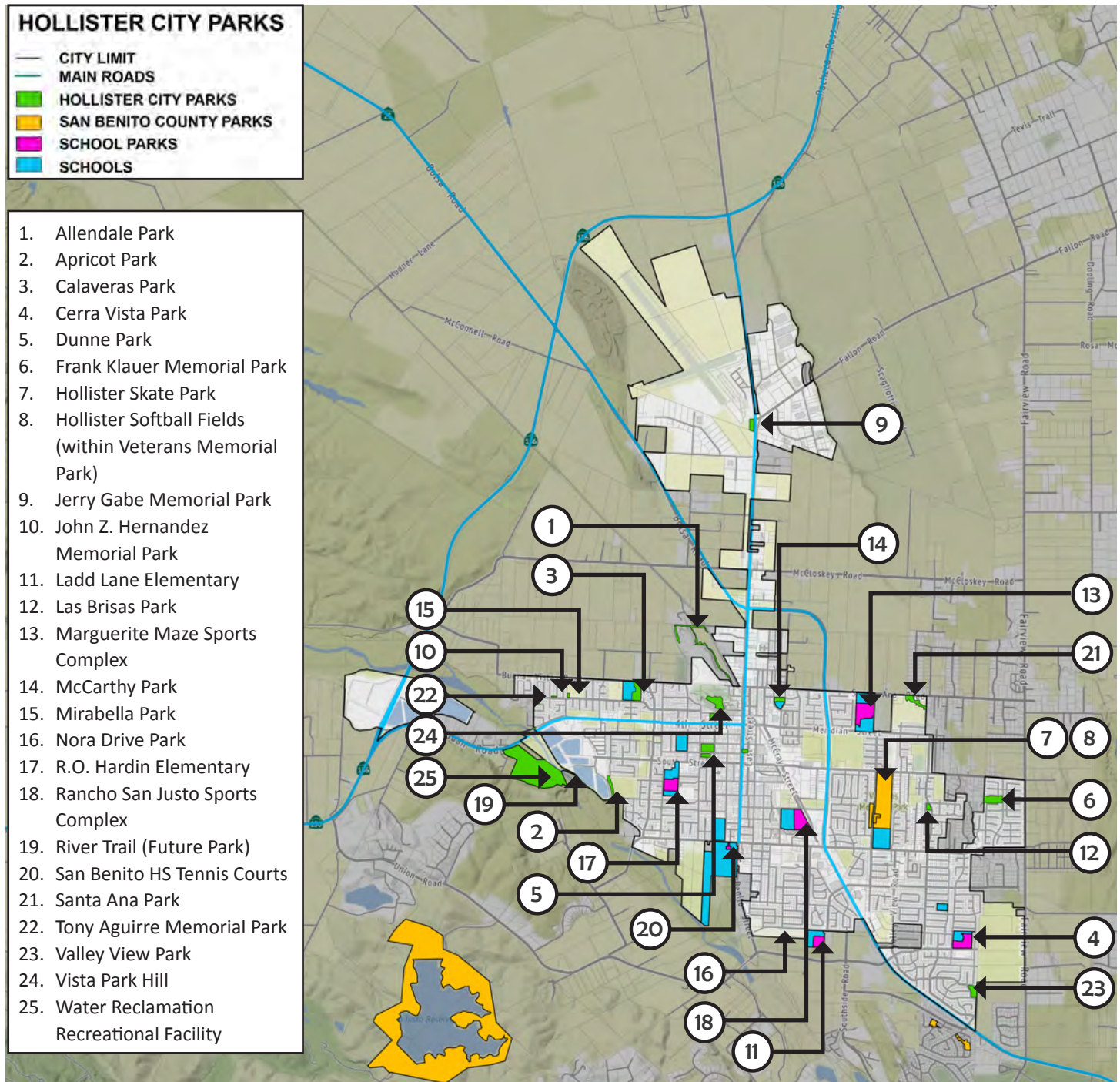


Figure 3.1: Existing Parks Within the City of Hollister

It is important to catalogue all parks and recreation facilities currently in use by the City of Hollister. An important part of this inventory is to record the number, size, and type of facility currently operated by the City. The City of Hollister currently utilizes three different types of parks ownership/management models to operate public parks for its residents. City parks and recreation facilities are either owned and managed by the City exclusively, managed in joint partnership with the School District, or leased from San Benito County. Each City facility is listed below and color-coded to indicate park ownership. The same color coding is used on the following inventory sheets to enable quick identification of facility ownership.

Parks Within the City of Hollister: 2018		
	Park Name	Owned By
1	Allendale Park	City of Hollister
2	Apricot Park	City of Hollister
3	Calaveras School Park	Hollister School District
4	Cerra Vista School Park	Hollister School District
5	Dunne Park	City of Hollister
6	Frank Klauer Memorial Park	City of Hollister
7	Hollister Skate Park	San Benito County
8	Hollister Softball Fields (within Veterans Memorial Park)	San Benito County
9	Jerry Gabe Memorial Park	City of Hollister
10	John Z. Hernandez Memorial Park	City of Hollister
11	Ladd Lane Elementary School	Hollister School District
12	Las Brisas Park	City of Hollister
13	Marguerite Maze Sports Complex	Hollister School District
14	McCarthy Park	City of Hollister
15	Mirabella Park	City of Hollister
16	Nora Park	City of Hollister
17	R. O. Hardin Elementary School	Hollister School District
18	Rancho San Justo Sports Complex	Hollister School District
19	River Trail (Future Park: Plans Approved 2008)	City of Hollister
20	San Benito High School Tennis Courts	San Benito High School District
21	Santa Ana Park	City of Hollister
22	Tony Aguirre Memorial Park	City of Hollister
23	Valley View Park	City of Hollister
24	Vista Park Hill	City of Hollister
25	Water Reclamation Recreational Facility	City of Hollister

Table 3.1: Parks Within the City of Hollister, with Owner and Managing parties listed

ALLENDALE PARK



OWNERSHIP & MAINTENANCE:

City of Hollister

PARK AMENITIES:

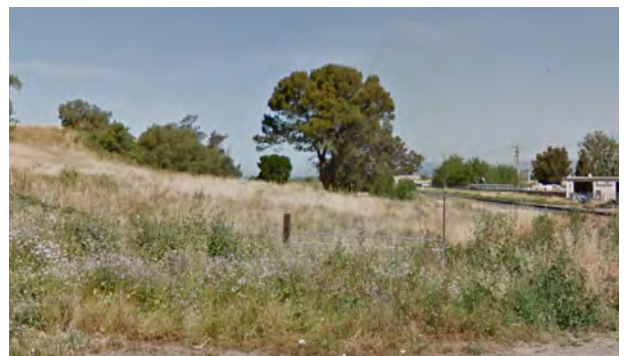
Construction 2018

COMMENTS:

This park is located immediately to the north of Vista Hill Park. Allendale Park is a linear shape and follows a ridgeline and natural area which runs through the planned subdivision.

NEIGHBORHOOD PARK

6.25 ACRES



APRICOT PARK



POCKET PARK 2.04 ACRES



OWNERSHIP & MAINTENANCE:

City of Hollister

PARK AMENITIES:

Picnic: Yes. Tables, benches.

Shade Structures: Yes

Sports Fields: Multi-use turf area.

Sports Courts: No

Play Equipment: Yes. 5-12 yr.

Aquatics and Spray Features: No

Other Features: Decorative planting

Basin: Yes

Utilities: Yes. Fire and electrical utilities on street.

COMMENTS:

This is a newly developed park with concrete walking path and multi-use turf areas. A portion of the site is dedicated to a stormwater management basin. There is a parking lot onsite.

CALAVERAS SCHOOL PARK



OWNERSHIP & MAINTENANCE:

Hollister School District

NEIGHBORHOOD/SCHOOL PARK 5 ACRES

PARK AMENITIES:

Picnic: Yes. Group barbecue, tables, benches.

Shade Structures: Yes

Sports Fields: Yes. Softball field and multi-use turf area.

Sports Courts: Yes. Basketball courts.

Play Equipment: Yes, 2-5 yr., 5-12 yr., swings.

Aquatics and Spray Features: No

Other Features: Restrooms, raised stage area, drinking fountain.

Basin: No

Utilities: No

COMMENTS:

Located adjacent to Calaveras Elementary School, Calaveras Park shares athletic fields and basketball courts with the School. The City-maintained property excludes the private property along Buena Vista Road. Parking lot onsite. Facility is not available to the public during school hours.



CERRA VISTA SCHOOL PARK



NEIGHBORHOOD/SCHOOL PARK 7 ACRES



OWNERSHIP & MAINTENANCE:

Hollister School District

PARK AMENITIES:

Picnic: Yes. Tables, benches.

Shade Structures: Yes

Sports Fields: Yes. Softball fields, multi-use turf area.

Sports Courts: Yes. Basketball courts.

Play Equipment: Yes. 5-12 yr.

Aquatics and Spray Features: No

Other Features: Paved walking path around perimeter of park.

Basin: No

Utilities: No

COMMENTS:

Located adjacent to Cerra Vista Elementary School, Cerra Vista Park shares athletic fields and basketball courts with the School. There are two playground areas and an area with static fitness equipment. Parking lot onsite. Facility is not available to the public during school hours.

DUNNE PARK



OWNERSHIP & MAINTENANCE:

City of Hollister

PARK AMENITIES:

Picnic: Yes. Group BBQs, tables, benches.

Shade Structures: No

Sports Fields: Yes. Softball fields, multi-use turf area.

Sports Courts: Yes. Tennis courts.

Play Equipment: Yes. 2-5 yr, 5-12 yr., swings.

Aquatics and Spray Features: No

Other Features: Rose garden, Club House, habitat area, restrooms.

Basin: No

Utilities: No

Unique Geologic Feature: Slope at the park is the fault scarp formed by the Calaveras Fault.

COMMENTS:

The park includes a water-wise demonstration garden in partnership with the Water Resources Association of San Benito County. The main park is separated from the ball fields by 7th Street. The Club House is available for rental through the City of Hollister Recreation Division. Parking is on-street.

NEIGHBORHOOD PARK 4.75 ACRES



FRANK KLAUER MEMORIAL PARK



NEIGHBORHOOD PARK 4.75 ACRES



OWNERSHIP & MAINTENANCE:

City of Hollister

PARK AMENITIES:

Picnic: Yes. Tables, benches.

Shade Structures: Yes

Sports Fields: Yes. Multi-use turf area.

Sports Courts: No

Play Equipment: Yes. 2-5 yr., 5-12 yr., swings.

Aquatics and Spray Features: No

Other Features: Paved walking path
around park, drinking fountain.

Basin: Yes. Detention basin (fenced).

Utilities: No

COMMENTS:

The park includes a paved walking circuit centered around a fenced stormwater detention basin. Parking is on-street.

HOLLISTER SKATE PARK



OWNERSHIP & MAINTENANCE:

San Benito County owns Veteran's Park, and the City of Hollister leases the skate park from the County.

PARK AMENITIES:

Picnic: Yes. Tables, benches.

Shade Structures: Yes

Sports Fields: No

Sports Courts: No

Play Equipment: No

Aquatics and Spray Features: No

Other Features: (2) 8' skate bowls, surface-mounted skate ramps and rails, night lighting, drinking fountain.

Basin: No

Utilities: No

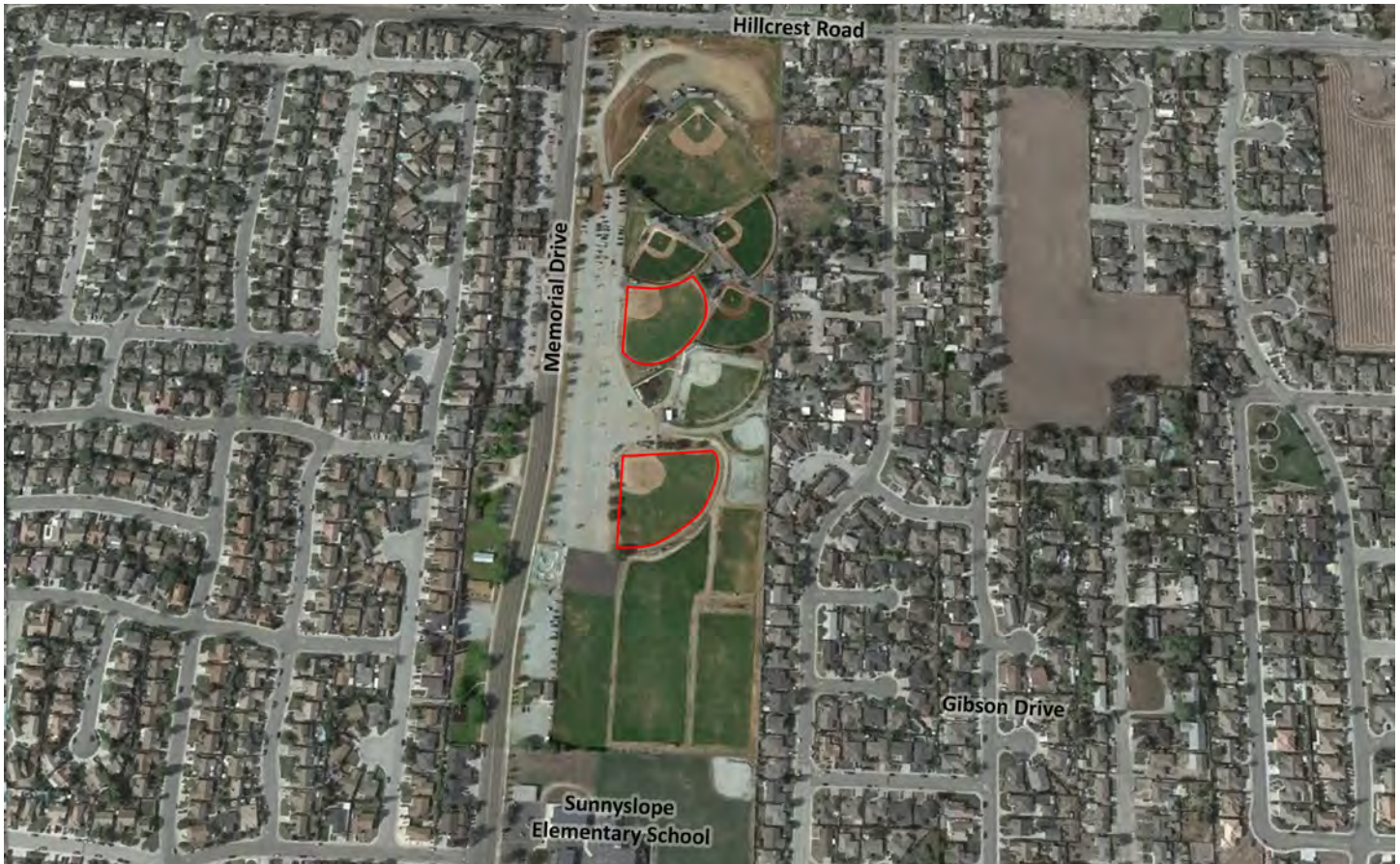
COMMENTS:

The skate park is located within Veteran's Memorial Park. The City leases the park from the County. Skaters are required to wear helmets and pads. The park is unsupervised and is not lockable. Parking lot onsite.

**COUNTY PARK
CITY LEASES APPROXIMATELY 1.34 ACRES**



HOLLISTER SOFTBALL FIELDS (WITHIN VETERANS MEMORIAL PARK)



COUNTY PARK CITY LEASES APPROXIMATELY 2.25 ACRES



OWNERSHIP & MAINTENANCE:

Owned by San Benito County, the City of Hollister leases two (2) softball fields, in addition to the Hollister Skate Park (see page 20).

PARK AMENITIES:

Picnic: Yes. Concessions building, tables, benches.

Shade Structures: Yes

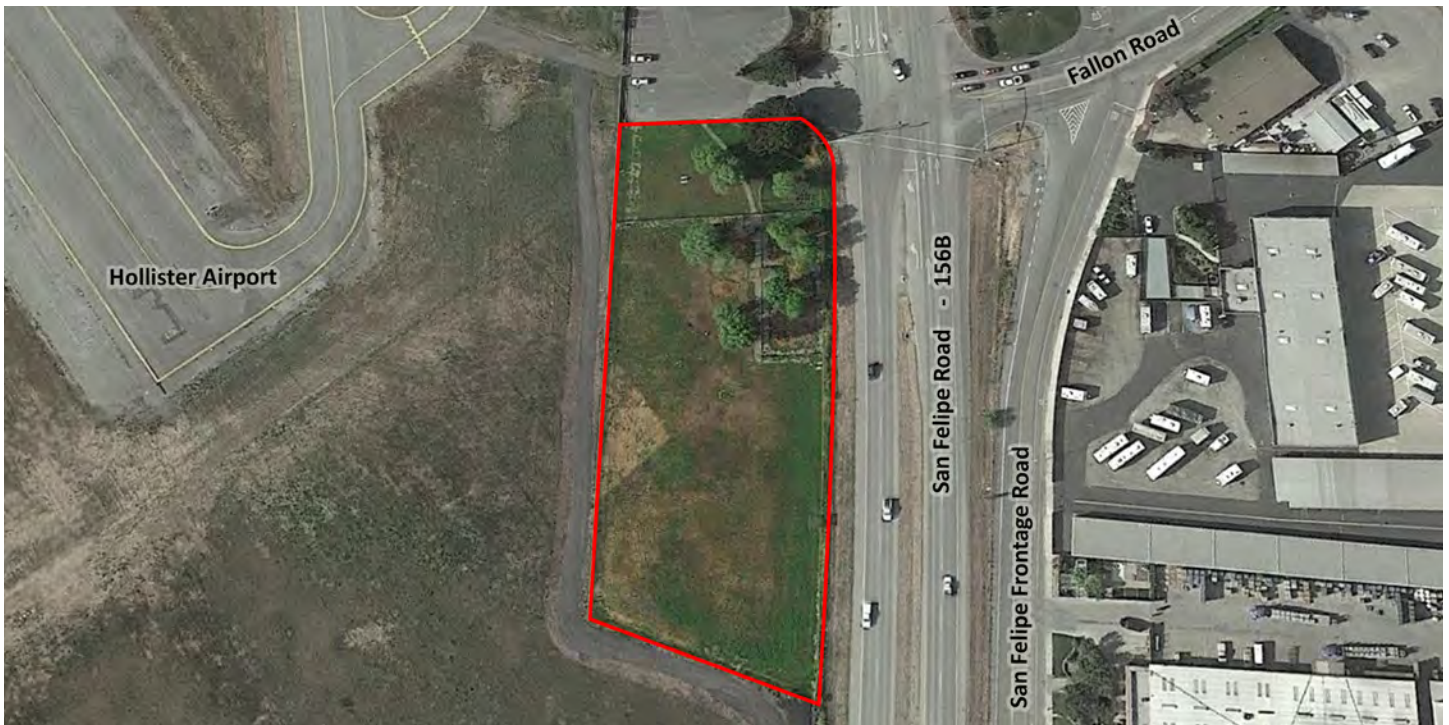
Sports Fields: Yes. Softball fields with night lighting.

Other Features: Available by reservation.

COMMENTS:

Via joint use agreement, the City offers rentals of two softball fields located at Veterans Memorial Park. The park includes night lighting and a concessions area with shade and picnic tables. Memorial Drive divides the picnic area from the ball fields. Parking is onsite.

JERRY GABE MEMORIAL PARK



OWNERSHIP & MAINTENANCE:

City of Hollister

POCKET PARK 1.9 ACRES

PARK AMENITIES:

Picnic: Yes. Tables, benches.

Shade Structures: Yes.

Sports Fields: Yes. Multi-use turf area

Sports Courts: No

Play Equipment: Yes. 2-5 yr.

Aquatics and Spray Features: No

Other Features: Fenced area for off-leash dog park is divided for small and large dogs.

Basin: No

Utilities: No

COMMENTS:

This park is located adjacent to the Hollister Airport. Picnic area has natural shading from mature trees and makes it a popular place for nearby workers to come for lunch. Approximately 1.5 acres are fenced for the dog park. Parking adjacent.



JOHN Z. HERNANDEZ MEMORIAL PARK



POCKET PARK 0.21 ACRES



OWNERSHIP & MAINTENANCE:

City of Hollister

PARK AMENITIES:

Picnic: Yes. Tables, benches.

Shade Structures: No

Sports Fields: Yes. Multi-use turf area.

Sports Courts: No

Play Equipment: Yes. 2-5 yr., swings.

Aquatics and Spray Features: No

Other Features: Maintenance shed onsite.

Basin: No

Utilities: No

COMMENTS:

This park is bounded on three sides by streets, and 4' high chain link fencing surrounds both the play area and turf area to provide a safety buffer between park users and traffic. Parking is on-street.

LADD LANE SCHOOL



OWNERSHIP & MAINTENANCE:

Hollister School District

NEIGHBORHOOD PARK 4.33 ACRES

PARK AMENITIES:

Picnic: No

Shade structures: No

Sports fields: Yes. Multi-use turf area, softball diamond.

Sports courts: (2) Basketball Courts

Play equipment: Yes. 5-12 yr.

Aquatics and spray features: No

Other features: Adjacent asphalt area striped for play

Basin: No

Utilities: No



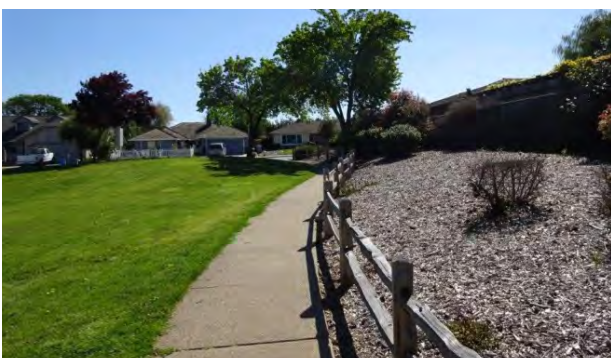
COMMENTS:

This joint use park area includes one multi-use turf field with a softball diamond in one corner. Parking is onsite. Facility is not available to the public during school hours.

LAS BRISAS PARK



POCKET PARK 1.00 ACRE



OWNERSHIP & MAINTENANCE:

City of Hollister

PARK AMENITIES:

Picnic: Yes. Tables, benches.

Shade Structures: No

Sports Fields: Yes. Multi-use turf area.

Sports Courts: No

Play Equipment: Yes. 2-5 yr., 5-12 yr., swings.

Aquatics and Spray Features: No

Other Features: Paved walking path circuit.

Basin: No

Utilities: No

COMMENTS:

This park is bounded on three sides by roads. The walking path borders a planted area with a low fence along the southern edge of the park. Parking is on-street.

MARGUERITE MAZE SPORTS COMPLEX



OWNERSHIP & MAINTENANCE:

Hollister School District

PARK AMENITIES:

Picnic: Yes. Tables, benches.

Shade Structures: Yes

Sports Fields: Yes. Softball fields, soccer fields.

Sports Courts: Yes. Basketball courts, volleyball court.

Play Equipment: Yes. 2-5 yr., 5-12 yr., swings.

Aquatics and Spray Features: No

Other Features: 1/4 mile track, school gym available by reservation, drinking fountain.

Basin: No

Utilities: Yes

COMMENTS:

Via joint use agreement, the City offers rentals of the school gym and sports fields to members of the public. Parking is onsite. Facility is not available to the public during school hours.

NEIGHBORHOOD/SCHOOL PARK 11 ACRES



MCCARTHY PARK



POCKET PARK 1.50 ACRES



OWNERSHIP & MAINTENANCE:

City of Hollister

PARK AMENITIES:

Picnic: Yes. Tables.

Shade Structures: No

Sports Fields: Yes. Multi-use field.

Sports Courts: Yes. Basketball.

Play Equipment: Yes. 5-12 yr.

Aquatics and Spray Features: No

Other Features: None

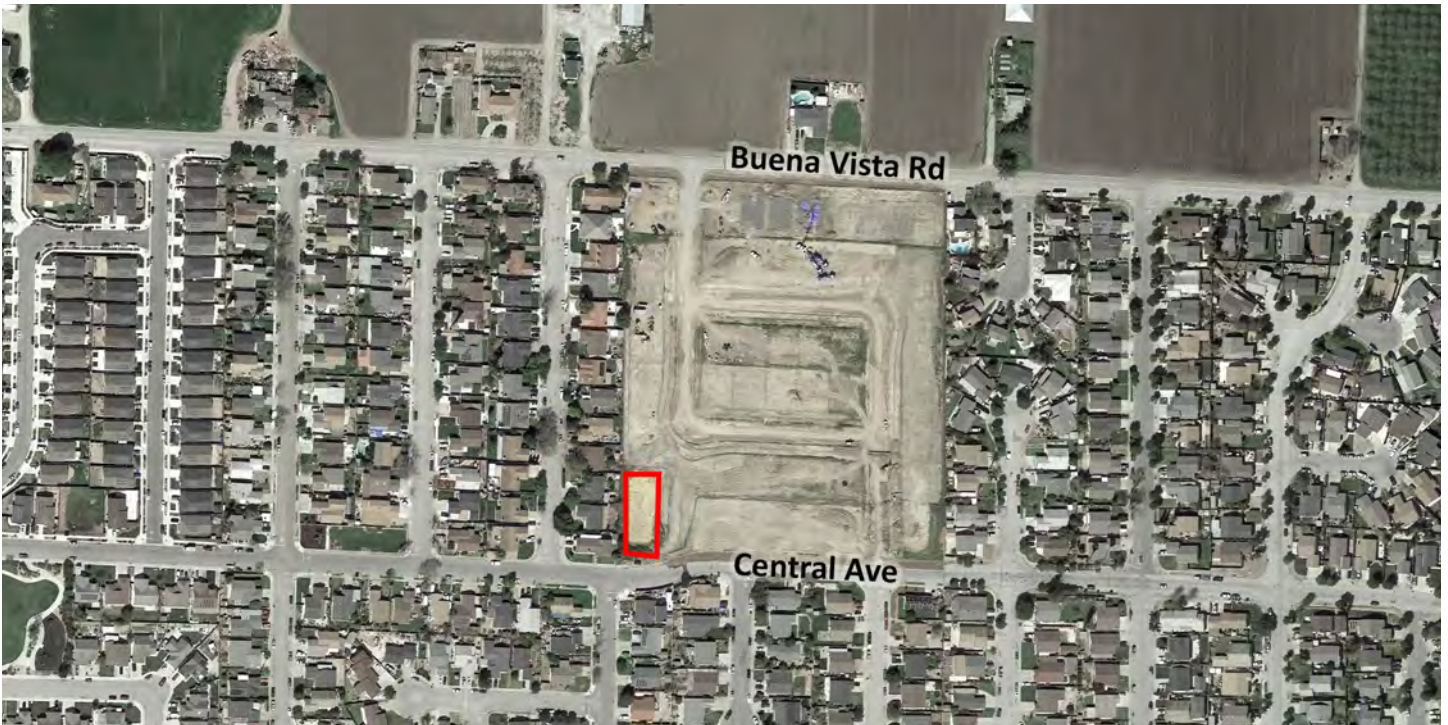
Basin: No

Utilities: No

COMMENTS:

The City owns the property for both the park and the adjacent school; the school site is leased by the City to the school. Parking is on-street.

MIRABELLA PARK



OWNERSHIP & MAINTENANCE:

City of Hollister

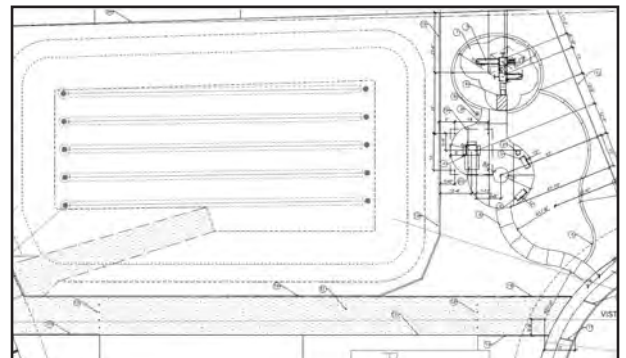
POCKET PARK
0.36 ACRES

PARK AMENITIES:

Currently under construction.

COMMENTS:

This park is located on Central Avenue, east of Hernandez Park. Mirabella Park includes the stormwater detention basin that will service the Mirabella subdivision. The publicly-accessible park area will feature benches, a small playground, and a small lawn area.



NORA DRIVE PARK



POCKET PARK 0.12 ACRES



OWNERSHIP & MAINTENANCE:

City of Hollister

PARK AMENITIES:

Picnic: No

Shade structures: No

Sports fields: No

Sports courts: No

Play equipment: Yes. 2-5 yr.

Aquatics and spray features: No

Other features: Table with checker board

Basin: No

Utilities: No

COMMENTS:

This park is located in the Ladd Ranch subdivision. The space is meant to function as a neighborhood social gathering space and features benches, trees, a drinking fountain, a small playground, and a lawn area.

R. O. HARDIN SCHOOL



OWNERSHIP & MAINTENANCE:

Hollister School District

NEIGHBORHOOD/SCHOOL PARK 6.26 ACRES

PARK AMENITIES:

Picnic: No

Shade structures: No

Sports fields: Yes. Multi-use field, (3) softball diamonds

Sports courts: (3) Basketball Courts

Play equipment: Yes. 5-12 yr.

Aquatics and spray features: No

Other features:

Basin: No

Utilities: No



COMMENTS:

This joint use park area includes one multi-use turf field with three softball diamonds in the corners. Parking is onsite.

Facility is not available to the public during school hours.

RANCHO SAN JUSTO SPORTS COMPLEX



NEIGHBORHOOD/SCHOOL PARK 9.16 ACRES



OWNERSHIP & MAINTENANCE:

Hollister School District

PARK AMENITIES:

Picnic: Yes. Barbecues, tables, benches.

Shade Structures: Yes

Sports Fields: Yes. Softball fields and soccer/football field with night lighting.

Sports Courts: Yes. Basketball courts.

Play Equipment: Yes. 5-12 yr, swings.

Aquatics and Spray Features: No

Other Features: 1/4 mile track, drinking fountain.

Basin: No

Utilities: Yes.

COMMENTS:

Via joint use agreement, the City offers rentals of the sports fields to members of the public. Parking is onsite. As of writing of this document, the park is closed indefinitely. Facility is not available to the public during school hours.

SAN BENITO HIGH SCHOOL TENNIS COURTS



OWNERSHIP & MAINTENANCE:

San Benito High School District

NEIGHBORHOOD/SCHOOL PARK 0.75 ACRES

PARK AMENITIES:

Picnic: No

Shade structures: No

Sports fields: No

Sports courts: (3) Tennis Courts

Play equipment: No

Aquatics and spray features: No

Other features: N/A

Basin: No

Utilities: No

COMMENTS:

This joint use recreation area includes five (5) fenced tennis courts at San Benito High School. Parking is onsite. Facility is not available to the public during school hours.

SANTA ANA PARK



NEIGHBORHOOD PARK 3 ACRES



OWNERSHIP & MAINTENANCE:

City of Hollister

PARK AMENITIES:

Picnic: Yes, tables, benches.

Shade Structures: Arbors over bench seating.

Sports Fields: No

Sports Courts: No

Play Equipment: Yes, 5-12 yr.

Aquatics and Spray Features: No

Other Features: Outdoor fitness equipment stations along path.

Basin: Yes, drainage ditch along length of park.

Utilities: Yes.

COMMENTS:

This park is designed around a large central drainage swale with natural landscaping. A walking trail connects the park amenities to newly developed residential areas. On-street parking only.

TONY AGUIRRE MEMORIAL PARK



OWNERSHIP & MAINTENANCE:

City of Hollister

POCKET PARK
1.00 ACRES

PARK AMENITIES:

Picnic: Yes. Tables, benches.

Shade Structures: No

Sports Fields: Yes. Multi-use turf area.

Sports Courts: No

Play Equipment: Yes. 2-5 yr, 5-12 yr, swings.

Aquatics and Spray Features: No

Other Features: Paved walking path circuit, drinking fountain.

Basin: No

Utilities: No

COMMENTS:

This park is located in the Bridgeville subdivision. Parking is on-street.



VALLEY VIEW PARK



NEIGHBORHOOD PARK 2.65 ACRES



OWNERSHIP & MAINTENANCE:

City of Hollister

PARK AMENITIES:

Picnic: Yes. Barbecue, tables, benches.

Shade Structures: Yes

Sports Fields: Yes. Multi-use turf area.

Sports Courts: No

Play Equipment: Yes. 2-5 yr., 5-12 yr., swings.

Aquatics and Spray Features: Yes, spray pad play area

Other Features: Restroom, paved walking paths, drinking fountain.

Basin: No

Utilities: No

COMMENTS:

This park is located in the Valley View subdivision. The Eastern edge of the park borders agricultural land. Parking is on-street. Tentative plans exist to expand the park to the east as part of the Roberts Ranch proposed future subdivision.

VISTA PARK HILL



OWNERSHIP & MAINTENANCE:

City of Hollister

COMMUNITY PARK 5 ACRES

PARK AMENITIES:

Picnic: Yes. Barbecues, tables, benches.

Shade Structures: Yes

Sports Fields: Yes. Softball field with night lighting.

Sports Courts: No

Play Equipment: Yes. 5-12 yr, swings.

Aquatics and Spray Features: No

Other Features: Restrooms, walking trails, natural areas, scenic overlooks, drinking fountain.

Basin: No

Utilities: Yes.

COMMENTS:

This park has excellent views of downtown Hollister and features purpose-built scenic overlooks with benches for passive recreation.

Parking is onsite. As of the writing of this document, there exists a master plan for the park's redevelopment.



WATER RECLAMATION RECREATIONAL FACILITY



COMMUNITY PARK 49.72 ACRES



OWNERSHIP & MAINTENANCE:

City of Hollister

PARK AMENITIES:

Picnic: Yes. Tables, benches.

Shade Structures: No

Sports Fields: Multi-use turf area.

Sports Courts: No

Play Equipment: No

Aquatics and Spray Features: No

Other Features: Unpaved trail and walking loop.

Basin: No

Utilities Onsite: Yes. Irrigation pump, transformer.

COMMENTS:

Formerly the Brigantino spray field, the Water Reclamation Recreational Facility currently includes trails and open turf space. San Juan Road runs along the northern edge of the park. Remainder of park is bordered by residential property and undeveloped land. Parking lot onsite.

3.2 EXISTING COMMUNITY FACILITIES: EVENT CENTERS, COMMUNITY CENTERS, ETC.

The City of Hollister currently owns several buildings which are utilized in various ways under the Recreation Division's supervision. The following section will provide a summarized review of rental fees and rental procedures by which members of the public may arrange to use these community facilities. A summary of amenities provided and any property management details are listed below.

Dunne Park Club House

600 West St., Hollister, CA 95023

Located within Dunne Park, the Club House is a popular location for birthday parties and other small events.

- Ownership & Maintenance: City of Hollister
- Parking: On-street parking
- Building Rental: Building is available for rental for groups up to 40 people



Hollister Community Center

300 West St., Hollister, CA 95023

Located immediately south of Vista Hill Park, the Community Center contains the Recreation Division offices, daily senior programs, and a variety of recreation programs.

- Ownership & Maintenance: City of Hollister
- Parking: Parking lot onsite
- Building Rental: Three separate rooms are available for rent. They include the San Benito Room (150 persons maximum), the Gabilan Room (50 persons maximum), and the Calaveras Room (20 persons maximum)



Veterans Memorial Building

649 San Benito St., Hollister, CA 95023

The Veterans Memorial Building is a historic structure located in downtown Hollister. The building is owned by the City and operated by local Veterans groups. As of 2013, the City Council approved an agreement to assist the Veterans groups in management and rental of the building.

- Ownership & Maintenance: City of Hollister owned; operated by local Veterans groups
- Parking: On-street Parking
- Building Rental: Building is available for rental for groups up to 1,000 people



3.3 JOINT USE AGREEMENTS

The City of Hollister holds joint use agreements with the Hollister School District and San Benito High School District which outline the rights and responsibilities of each party for shared use of seven sites within the City. Each location includes recreational amenities which are owned by the District and used jointly by the City as public recreation amenities. The Master Agreement between the City of Hollister and the Hollister School District was revised and adopted effective January 1st, 2018. The Agreement between the City and the San Benito High School District was approved December 18th, 2017.

Hollister School District Joint Use Facilities

Revisions to the Master Agreement in 2018 commit funding to specific projects at joint use parks, while maintenance is placed under the management of the School District. The Master Agreement also delegates responsibility for all water, electricity, and gas utility costs associated with the joint use facilities to the District. The 2018 revisions establish formation of a Joint Facility Oversight committee, which is to include the District Superintendent of Schools, Director of Facilities, the City Manager, and City Management Services Director. The 2018 Master Agreement extends the term of the agreement to the year 2032, with the potential to renew until 2042.

Hollister School District properties included in the 2018 Master Agreement include:

- Calaveras Elementary School
- Cerra Vista Elementary School
- Ladd Lane Elementary School
- Marguerite Maze Middle School (shared property with Gabilan Hills Elementary and Hollister Dual Language Academy)
- R. O. Hardin Elementary School
- Rancho San Justo Middle School

San Benito High School District Joint Use Facility

The Community Recreation Agreement effective December 18th, 2017, establishes a joint use agreement for the City of Hollister to use five fenced tennis courts on the San Benito High School campus. The Agreement outlines how the courts are to be used for City-sponsored, community-based supervised recreation programs as well as for public use when not in use by the District. The City agreed to commit payments for use and for capital improvements or deferred maintenance to the District for the one year term of the Agreement. The Agreement carries a potential for five annual renewals of the Agreement in one-year terms.

Hollister School District properties included in the 2017 Community Recreation Agreement include:

- (5) Tennis Courts at San Benito High School

Hollister Recreation Division: Adult Programs

- Winter Basketball
- Winter Co-Ed Softball
- Spring Softball
- Fall Softball



Hollister Recreation Division: Youth Programs

- Karate
- H.I.T.S. Tennis (partnership with San Benito County PAL)
- Junior Giants Baseball (partnership with San Benito County PAL)
- Flag Football
- Co-Ed Volleyball
- Soccer

3.4 EXISTING PROGRAMS

Recreation and Community Services

The City of Hollister Recreation Division provides formal programs for youth and adults. Adult programming is year-round and currently includes both basketball and softball opportunities. Youth programming includes sports traditional sports leagues, such as soccer, volleyball, and flag football, as well as alternative programs which are made possible through community partnerships. These include the San Benito County Police Activities League (SBC PAL), and the Junior Giants Baseball program.

SBC PAL is a program run jointly by Hollister Recreation, Hollister Police Department, Hollister School District, San Benito County Sheriff's Office, and community members. The goal of this program is to provide more opportunities for youth activities in Hollister and San Benito County. In addition to supporting the H.I.T.S. tennis program for youth, SBC PAL also supports the Junior Giants Baseball youth league, a San Francisco Giants Foundation program, in the community. SBC PAL keeps an active Facebook page where they share other community programs and special events supporting youth activities.

Program User Fees Per Program

As of April 2017, most regular programs offered by the City charge a fee for participation. Adult recreation programs require fees per team, while youth programs require individual fees. Youth soccer, volleyball, and flag football programs provide uniforms, medals, and team photos to participants. The Junior Giants and H.I.T.S. tennis programs are offered free of charge. Participation in H.I.T.S. is currently limited to 25 participants, while the Junior Giants have over 700 participants annually.

3.5 CURRENT CITY FACILITY RENTAL FEES AND PROCEDURES

The City of Hollister currently offers numerous City parks and facilities for rental to the public. These may be grouped into parks, which typically are rented for outdoor parties; sports complexes, which may be rented by groups for tournaments or similar; and indoor rental spaces, which may be rented for large parties or group meetings. These are listed below; please refer to sections 3.1 and 3.2, this chapter, for more detailed information on each venue.

Parks

- Calaveras Park: Rental fee plus insurance, inflatable jump house fee
- Vista Hill Park: Rental fee plus insurance, inflatable jump house fee

Sports Complexes

- Marguerite Maze Sports Complex: School gym & fields
- Rancho San Justo Sports Complex: School gym & fields
- Veterans Memorial Park: Lighted softball fields

Indoor Facilities

- Dunne Park Club House
- Hollister Community Center
- Veterans Memorial Building

All facility rentals are arranged directly through the Recreation Department, with the exception of Veterans Memorial Building. The City’s website lists the contact information for rental inquiries and hours of operation for the Veterans Memorial Building. For each of the other facilities available for rent, the City provides a hyperlink directly from that park’s description on the website to a digital copy of the rental form, which renters may print out, fill out, and submit. Alternately, hard copies of the rental forms are available at the Recreation Division offices at the Community Center.

3.6 EXISTING PARKS NOT OWNED/MANAGED BY THE CITY OF HOLLISTER

The City of Hollister is surrounded by parks celebrating the natural and historical character of the region. The following notable city, state, and federal parklands are within a 35 mile radius of the City of Hollister.

Abbe Park

- City of San Juan Bautista Park
- 1.74 Acres
- Located in San Juan Bautista, 9 miles west of Hollister

Clear Creek Management Area

- Bureau of Land Management (BLM) land
- 48,024 Acres
- Located on SR 25, 59 miles south of Hollister

Rancho San Justo/San Justo Reservoir Recreation Area

- San Benito County Park
- 281 Acres
- Located 4 miles southwest of downtown Hollister

Bolado Park

- San Benito County Park
- 43 Acres
- Located 8.5 miles southeast of Hollister along SR 25

San Benito County Historical Park

- San Benito County Park
- 31 Acres
- Located 8 miles southeast of Hollister along SR 25

Special Events and Collaborative Partnerships

- Breakfast with Santa
- Kids at the Park
- MLB Pitch, Hit & Run Competition
- Movies in the Park
- 5K Run

Locations Currently Used by Hollister Recreation Division Sports Groups

- Dunne Park Ball Fields
- Rancho San Justo Middle School (Gyms, Track & Field)
- Rancho San Justo Sports Complex
- RO Hardin School (Fields)
- San Benito High School - O’Donnell (Gym)
- Veterans Memorial Building
- Veterans Memorial Sports Complex
- Abbey Field, San Juan Bautista

Parks not owned/managed by the City of Hollister, continued.**Oak Creek Park**

- San Benito County Park
- 1.48 Acres
- Located off of SR 25, 3.5 miles south of downtown Hollister

Quail Hollow Park

- San Benito County Park
- 2.76 Acres
- Located off of SR 25, 3.5 miles south of downtown Hollister

Hollister Hills State Recreation Area (Vehicular and Non-Motorized Trails)

- California State Park
- 5,962 Acres
- Located 8.5 miles south of downtown Hollister

Fremont Peak State Park

- California State Park
- 150 Acres
- Located on San Juan Canyon Road, approximately 13 miles southwest of Hollister

San Juan Mission

- California State Park
- 26 Acres
- Located approximately 9 miles west of Hollister in the town of San Juan Bautista

San Juan Bautista State Historic Park

- California State Park
- 3.57 Acres
- Located approximately 9 miles west of Hollister in the town of San Juan Bautista

Juan Bautista de Anza National Historic Trail

- Federal Park, United States National Park Service
- 1,200 miles of trail, stretching from California to Arizona
- Trailhead located approximately 9 miles west of Hollister

Pinnacles National Park

- Federal Park, United States National Park Service
- 23,962 Acres
- Located approximately 35 miles south of Hollister on CA-146

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CHAPTER 4

Needs Assessment

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NEEDS ASSESSMENT

This document was informed by primary research including site visits, public meetings, and a community survey. This chapter will explain the methodology and results of this primary research. These combined findings will be summarized in Section 4.3, Current Needs.

4.1 COMMUNITY PARTICIPATION

Methodology

The community input portion of this study began with a series of meetings with City staff beginning in March 2017. Discussion highlighted strengths, weaknesses, opportunities, and challenges experienced by the City of Hollister. The following are some of the questions reviewed:

- What are the strengths of the City of Hollister's parks?
- What areas of Parks and Recreation could use improvement?
- What is the status of new or ongoing Parks and Recreation Capital Improvement Projects (CIP)?
- How are current improvement programs funded?

City staff identified major assets of the City park system, such as the number of parks throughout the community and the varied geographic and landscape features of each. The City's smaller neighborhood parks are also receiving ongoing improvements and joint-use facilities continue to evolve under current agreements between the City, School District, and County.

Moreover, there are a number of invested community groups in the area which share a common goal of improving outdoor recreation opportunities for the residents of San Benito County at large. City staff are well-informed and realistic about the need to address shortcomings within City facilities, as well as the need to identify an economic strategy that will contribute to a robust future for City park and facility operations.

4.2 COMMUNITY PARTICIPATION: STAKEHOLDER MEETINGS AND ONLINE SURVEY

Methodology: Public Survey

A survey was developed consisting of 29 questions. This survey was designed to assess the following qualities of City park user experience:

- Identify current usage of parks and recreation facilities
- Assess importance of and user satisfaction in different qualities of park experience
- Understand barriers to user participation in City parks and recreation resources
- Evaluate successful elements of the existing parks and recreation system



Apricot Park



Dunne Park



Vista Park Hill

The survey utilized a variety of evaluation measurements to assess community sentiment. Free response options were available, as well as questions requesting the respondent rank satisfaction in a particular element on a scale. These two questions work in tandem together to generate an opportunity score for several park resources. This example will be discussed in more detail later in this chapter.

The community outreach survey was translated into Spanish in an effort to extend the planning process to the majority of the community. Both English and Spanish versions of the survey, along with detailed results, are included in Appendix A. The survey was available in hard copy format at each public meeting. Both English and Spanish language versions of the survey were also posted on the survey website Survey Monkey.

Links to both the English and Spanish language versions of the public survey were also advertised on the City of Hollister Facebook page. Hard copies of both English and Spanish language versions of the survey were distributed at each public meeting. Completed hard copy surveys were entered into the Survey Monkey online option so all results could be tabulated together. The online survey remained active throughout all meetings and afterward in order to allow adequate time for all interested respondents to participate following the advertised period. The first response was logged on June 1st, and the final response was dated August 7th, 2017.

Methodology: Public Meetings

The consultant team conducted a series of five public meetings and one public workshop between June and July 2017. The meetings were advertised in the local newspapers both online and in print, as well as via various social media pages ranging from police to council members to personal pages. Fliers were distributed at the Farmer's Market and the Hollister Downtown Association, and the Chamber of Commerce posted the fliers on their website. A flier summarizing the purpose of the meetings and listing all meeting dates, times and locations was posted in both English and Spanish to the City Facebook page. City staff maintained these announcements, responding to community members' questions and comments when posted, and recommending all interested persons complete the public survey online.

Ciudad de Hollister
Actualización del Plan maestro de instalaciones de Parques 2017

La ciudad de Hollister ha iniciado el proceso de planificación para sus parques y sistema de recreación. El personal de la ciudad desea recibir información de la comunidad con el fin de hacer que este proceso sea un éxito y para satisfacer las futuras necesidades recreacionales de la comunidad es su conjunto.
Por favor únase al personal de la ciudad para discutir las necesidades actuales de la Comunidad relacionada con parques, recreación, programas y deportes juveniles.

Las reuniones estarán abiertas desde las 6:00 p.m. a 8:00 p.m. Si usted no puede asistir a la reunión en su distrito, usted puede asistir a cualquiera de las otras reuniones o puede proporcionar sus comentarios utilizando la encuesta electrónica de abajo.



Las encuestas electrónicas están disponibles en:

Spanish
<https://www.surveymonkey.com/r/BJG8MPR>

English
<https://www.surveymonkey.com/r/L27GLV9>

Chad Kennedy-Consultor
O'Dell Engineering

Lunes 12 de junio Distrito 2-Mickie Luna R.O. Hardin School sala multipropósito 881 Line Street Hollister, CA 95023	Miércoles 21 de junio Distrito 4-Jim Gillio Cerra Vista Elementary School sala multipropósito 2151 Cerra Vista Drive Hollister, CA 95023
Miércoles 14 de junio Distrito 1-Ray Friend Veterans Memorial Building Habitación 218 649 San Benito Street Hollister, CA 95023	Jueves 22 de junio Distrito 3-Karson Klauer Veterans Memorial Building Habitación 218 649 San Benito Street Hollister, CA 95023
Jueves 15 de junio Spray Fields Veterans Memorial Building Habitación 218 649 San Benito Street Hollister, CA 95023	Para más información, póngase en contacto con David Rubcic at (831) 636-4340 x23 O por correo electrónico a: david.rubcic@hollister.ca.gov

City of Hollister
Parks Facility Master Plan Update 2017

The City of Hollister has begun the process of forward planning for its parks and recreation system. City staff would like to receive input from the community in order to make this process a success and to provide for future recreational needs of the community as a whole. Please join City staff to discuss the current needs of the community related to parks, recreation, programs and youth sports.

The meetings will be Open House from 6:00 p.m. to 8:00 p.m.
If you're unable to attend the meeting in your district, you may attend any of the other meetings or you may provide your feedback utilizing the Electronic Survey links below.



Electronic Surveys are available at:

Spanish
<https://www.surveymonkey.com/r/BJG8MPR>

English
<https://www.surveymonkey.com/r/L27GLV9>

Chad Kennedy-Consultant
O'Dell Engineering

Monday, June 12th District 2-Mickie Luna R.O. Hardin School Multi-purpose room 881 Line Street Hollister, CA 95023	Wednesday June 21st District 4-Jim Gillio Cerra Vista Elementary School Multi-purpose room 2151 Cerra Vista Drive Hollister, CA 95023
Wednesday, June 14th District 1-Ray Friend Veterans Memorial Building Room 218 649 San Benito Street Hollister, CA 95023	Thursday, June 22nd District 3-Karson Klauer Veterans Memorial Building Room 218 649 San Benito Street Hollister, CA 95023
Thursday, June 15th Spray Fields Veterans Memorial Building Room 218 649 San Benito Street Hollister, CA 95023	For further information, please contact David Rubcic at (831) 636-4340 x23 or by email at: david.rubcic@hollister.ca.gov

Key Findings

Over the course of the survey's two months online, 235 respondents (including public meeting attendees) completed the English version of the survey and 1 respondent completed the Spanish version. Complete results from the community outreach survey are included in Appendix A.

The total of 236 respondents is approximately 6.5% of the City's total population. Given the response rate per population, the results indicate with 95% confidence the answers typical of the wider population, with a margin for error of approximately $\pm 7\%$. Therefore, while surveys by nature tend to draw extreme opinions (e.g., those who strongly like or strongly dislike some aspect of City park facilities), the rate of response on the public survey performed for this plan indicates that the trends represented in the surveys obtained represents the larger population of the City's opinions, plus or minus 7%. Overall, public survey responses indicated the following:

- Over 50% of respondents indicated they had visited four or more City of Hollister parks within the past year.
- Nearly 70% of respondents have participated in at least one City recreation program within the past year.
- Only 7% of respondents noted that they do not ever visit the park facility closest to their home, meaning roughly 93% of the surveyed population visits their nearest park at least occasionally.
- 38% of respondents have reserved a City park, BBQ, community center room, or other space from the City of Hollister in the past year. 62% of respondents have not reserved a City parks facility in the past year.
- The public survey respondents were split roughly 60%/40% as to whether they felt they would be likely to recommend City parks or not. Just over 60% indicated they would be somewhat likely or very likely to recommend City parks, while just under 40% indicated they would be somewhat unlikely or very unlikely to recommend City parks.
- When asked how likely the respondent would be to recommend City recreational programs, 56% indicated they would be somewhat or very likely to recommend, while 44% indicated they would be somewhat unlikely or very unlikely to recommend.
- 40% of respondents indicated they do not feel there are enough sports fields (of various types) to meet the needs of the community.
- When asked to indicate preferred funding mechanisms for future development and maintenance of City parks and facilities, the top three preferred options were sponsorship programs by local businesses, volunteer efforts, and public private partnerships. User fees were the least popular option indicated by survey respondents.

How do you think park maintenance, programs, and new parks and facilities should be funded?

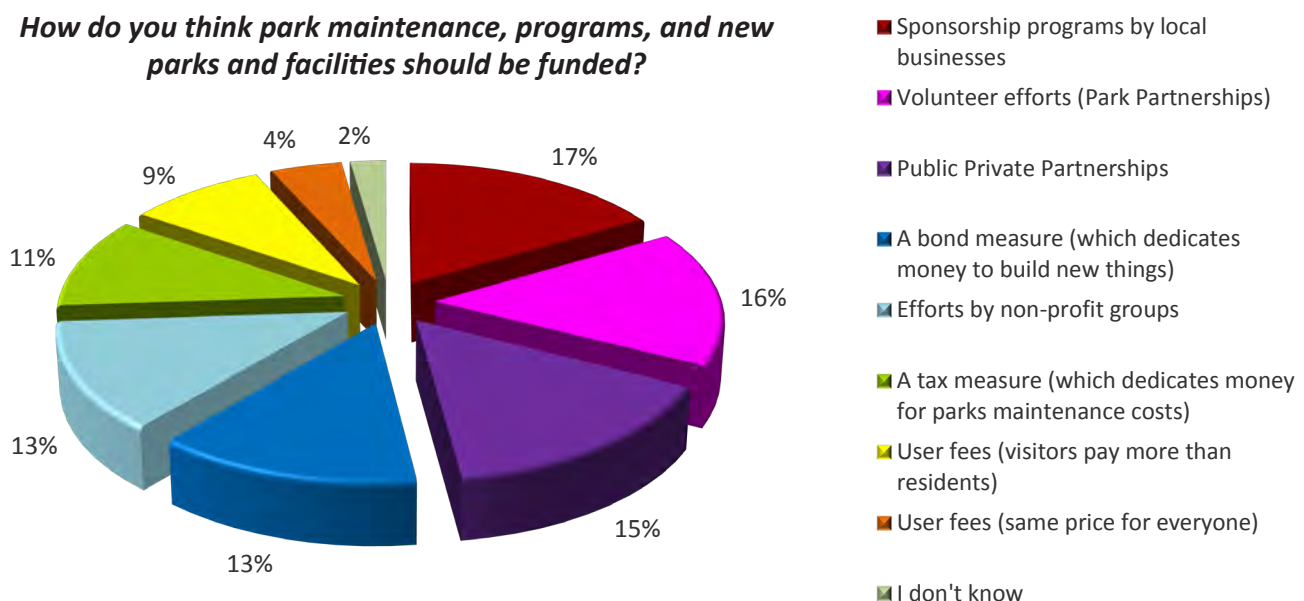


Figure 4.1: Public Survey Results: Funding Mechanisms

The survey included a series of questions which required the respondent to rank a list of benefits associated with parks according to personal importance, on a scale of one to ten or one to five. The survey then asked respondents to rank the same list of benefits according to satisfaction with how well the City has fulfilled those benefits. These two questions together show a clear window of opportunity for items ranked as high personal importance but low satisfaction. In other words, the combined results show where the City might be over-investing in something that is not important to residents, or where the City should invest more in order to better fulfill things that are very important to residents.

Targeting improvement thus on specific items will elicit the most satisfaction from residents and park users on the issues that are most important to the community. All items polled for importance/satisfaction indicated lower than optimal satisfaction with the City's parks and facilities offerings. The greatest room for improvement lies with improving the availability of City recreation facilities, such as pools and gyms, with improving the availability of City-run recreation programs, and with improving the overall availability of City parks for public use.

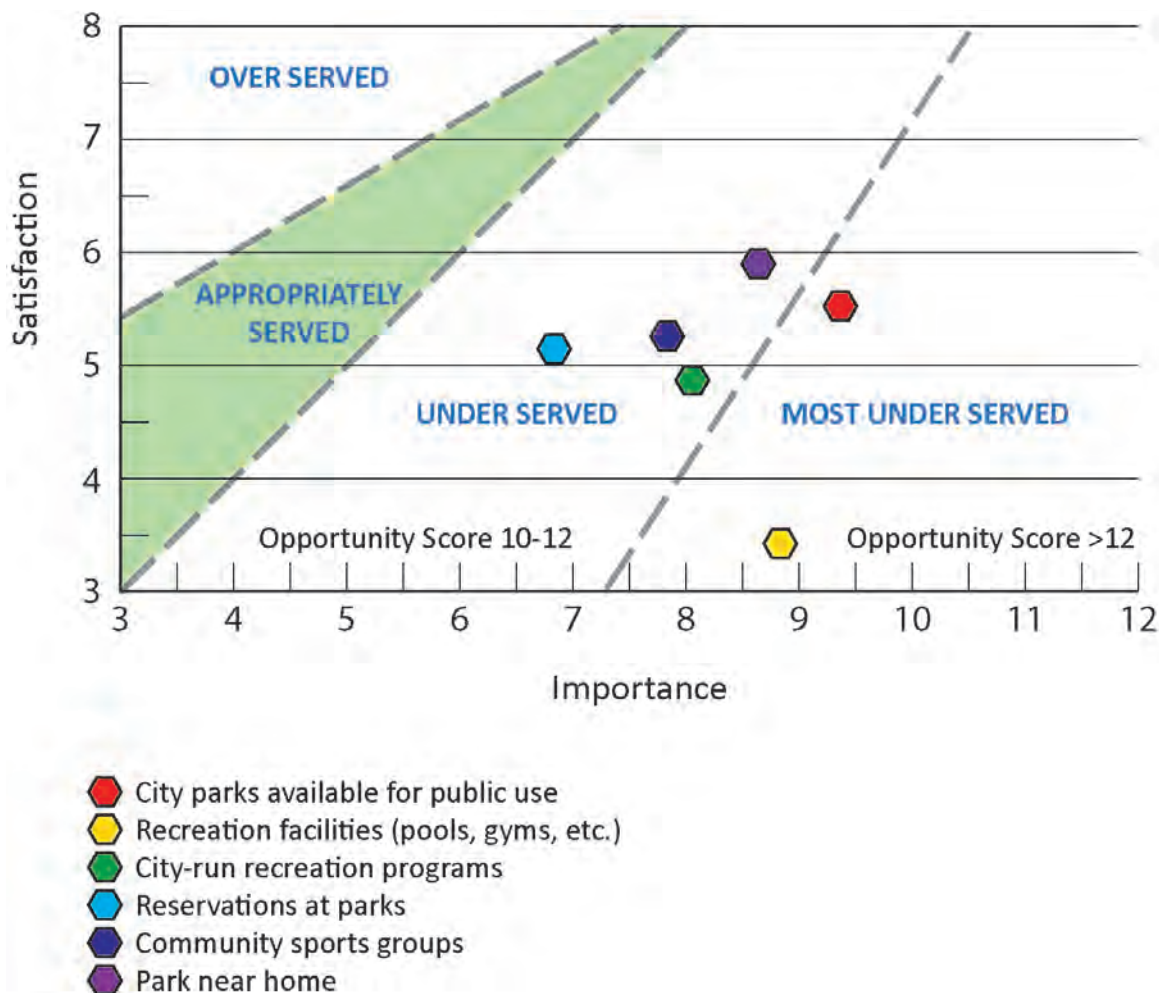


Figure 4.2: Public Survey Results: Importance/Satisfaction Scatter Chart, Questions 1/2, 3/4, 5/6, 7/8, 9/10, 11/12



Figure 4.3: Poll Everywhere Screenshot from Public Meeting, showing Public Feedback

Results from the Poll Everywhere polls completed during each public meeting reiterated attendees' sentiments on issues that are important in future parks development. The Poll Everywhere data also helps show general public sentiment using photo prompts to obtain feedback on public perception of the City of Hollister's overall character as well as parks facilities. For example, participants were asked to indicate the image which they associated most closely with their view of Hollister. Out of 31 total responses over the course of the public meetings, nearly 60% of respondents indicated they associate agriculture most closely with the City of Hollister. Over 16% indicated they associate sports programs, via an image of a youth baseball player, with the City. This latter feedback reinforced the trends from the public survey in which many respondents indicated they felt the City was well-served by sports and sports programs, particularly baseball.

4.3 CURRENT NEEDS AND DEFICIENCIES

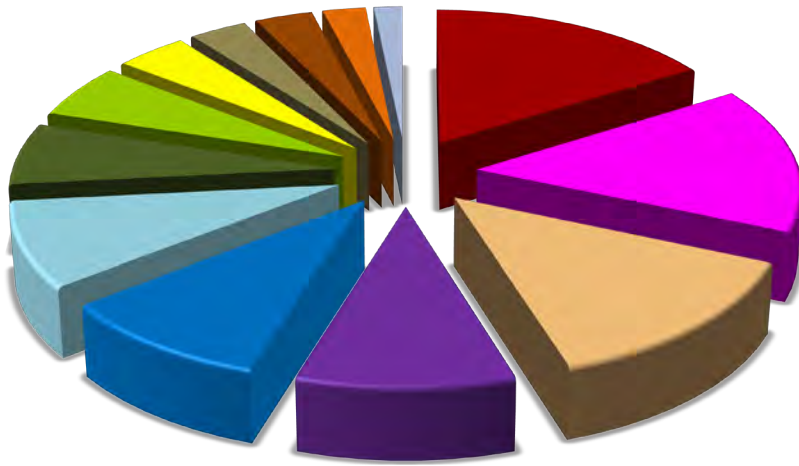
Community outreach sampling identified several opportunities for improvement. With over 200 respondents contributing to questions about what they like/dislike most about City recreation facilities, clear trends began to emerge in community sentiments and needs. The greatest number of responses as to what people like most about the City's recreation facilities (Table 4.3) fell into the following three categories:

1. Maintenance/Cleanliness of Parks
2. Valley View Splash Park (largely referred to as "the whale park")
3. Areas for Kids to Play
4. (Tie) New Parks/Playgrounds and Overall Resident Accessibility to the Parks

Other answers included diversity of existing programming, park distribution across the city, and the ability to reserve space at parks. On the other hand, the greatest number of responses as to what people dislike most about the City's recreation facilities (Table 5.4) fell into the following three categories:

1. Homelessness and Crime in Parks
2. Lack of Restrooms in Parks
3. Overall Cleanliness of Parks
4. Lack of a Community Pool

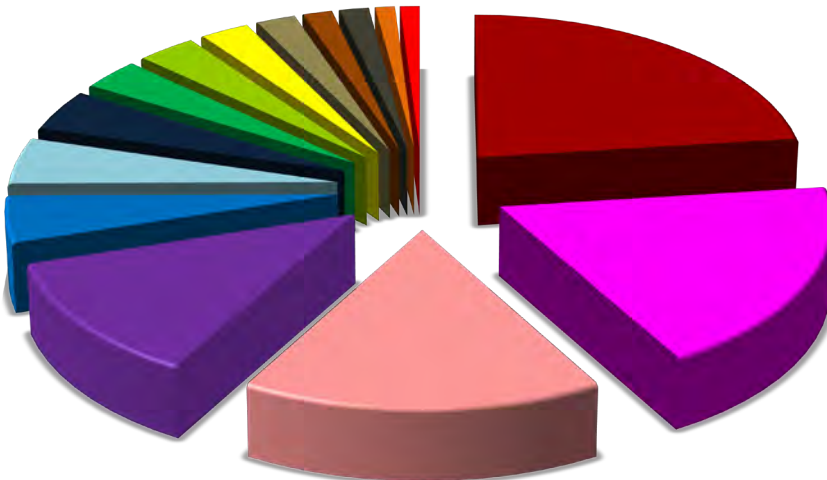
**What do you like most about the City's recreation facilities?
(Free Answer)**



- Maintenance/Cleanliness, 20
- Valley View Splash Park Named, 19
- Areas for Kids to Play, 17
- New Parks/Playgrounds, 12
- Accessibility for Residents, 12
- Diversity of Programming, 11
- Parks Distribution across City, 8
- Reservations System Available, 7
- Picnics, 5
- Specific Facilities Named, 4
- N/A - nothing, 4
- Natural Spaces, 3
- Friendly Staff, 2

Figure 4.4: Public Survey Results: What do you like most?

**What do you dislike most about the City's recreation facilities?
(Free Answer)**



- Homeless in Parks, 44
- Lack of Restrooms, 38
- Overall Cleanliness, 31
- Lack of Pool, 23
- Lack of Trails, 9
- Lack of Shaded Areas, 9
- Lack of Dog Park, 8
- Not Sufficient Police Presence, 6
- Everything is Wrong with Parks, 6
- Use of Rubber Mulch in Playgrounds, 5
- Unsatisfied with Programs Offered, 4
- Not Enough Parks, 3
- Presence of Skateboarders, 3
- Lack of Nighttime Lighting, 2
- Lack of Drinking Water/Drinking Fountains, 2

Figure 4.5: Public Survey Results: What do you dislike most?

Respondents also named the lack of pedestrian and bicycle trails, lack of shaded areas in parks, and lack of community dog parks as negatives in the Hollister parks system. Similarly, when asked what kept respondents from visiting City parks more often, responses concerns about overall safety, including the presence of homeless populations, encountering human waste and drug paraphernalia, and concerns with criminal and gang activity in parks were listed more than the next two most popular responses (overall condition/maintenance of parks, lack of bathrooms) combined. Other deterrents included an insufficient distribution of park space, lack of pedestrian and bicycle trails for recreation and transportation, lack of shade, and lack of safe, usable dog parks within the City. About 8% of respondents indicated that lack of time given work, commute, and family obligations, was the main reason they do not visit City parks more often.

Between these questions and other free response questions, responses organized around several dominant themes. A more detailed summary of responses which fall into these themes are included in the following list.

Safety

- Concerns about the homeless population, criminal acts, and lack of regular police patrols and regulation enforcement was a dominant response in the survey's free-answer questions.
- Respondents seemed particularly alarmed by a perceived rapid increase in the City's homeless population.
- Several parents stated they would not let their children visit parks and that they personally felt unsafe in parks. First person anecdotes referenced children witnessing lewd acts and encountering drug paraphernalia in parks. The park most often named as a hotbed of this activity was Dunne Park.

City Facilities

- The top reason respondents listed for not visiting City recreation facilities more often was that there were simply not enough options. Respondents also indicated they were not attracted to the City's community center and used phrasing such as "dark," "outdated," and "old" to describe the facility.
- A high number of respondents expressed confusion about the presence of any City recreation facilities at all, citing a lack of outreach on behalf of the City and general lack of information available to residents.
- Respondents referenced the reservation system for City parks and facilities as being highly impractical given its requirement for homeowners insurance. This was the major deterrent listed with regard to whether or not respondents had reserved a City facility.
- Desire for a community pool with an aquatics program was consistent throughout the responses to the public survey. This was substantially the most popular answer to the question asking respondents to list recreation programs or facilities they would like to see in the City of Hollister (Table 4.5).
- Respondents also indicated they would like to see an increase in the number of splash parks in order to reduce crowding at Valley View Park, currently the only splash park in the City.

Parks Amenities

- The lack of amenities such as restrooms was a deterrent to families for visiting City parks, particularly those who travel to use the splash play area at Valley View Park. Five of the City's parks currently have restrooms or portable facilities, and some of those are currently closed indefinitely.
- Respondents cited a lack of shade at City parks as a limiting factor to their use. Eight City parks and joint-use school facilities currently provide shade structures.
- The one dog park currently within the City of Hollister is located at Jerry Gabe Memorial Park, adjacent to the airport. Numerous respondents indicated concerns with the maintenance and safety of the park, as well as its location being too far for most residents to walk their dog, requiring a drive to get to the park. Survey responses showed a desire for expanded dog park options within the City as residents who want to use this type of amenity must leave the City to use other cities' facilities.

Are there additional recreation programs or facilities you would like to see in the City of Hollister? (Free Answer)

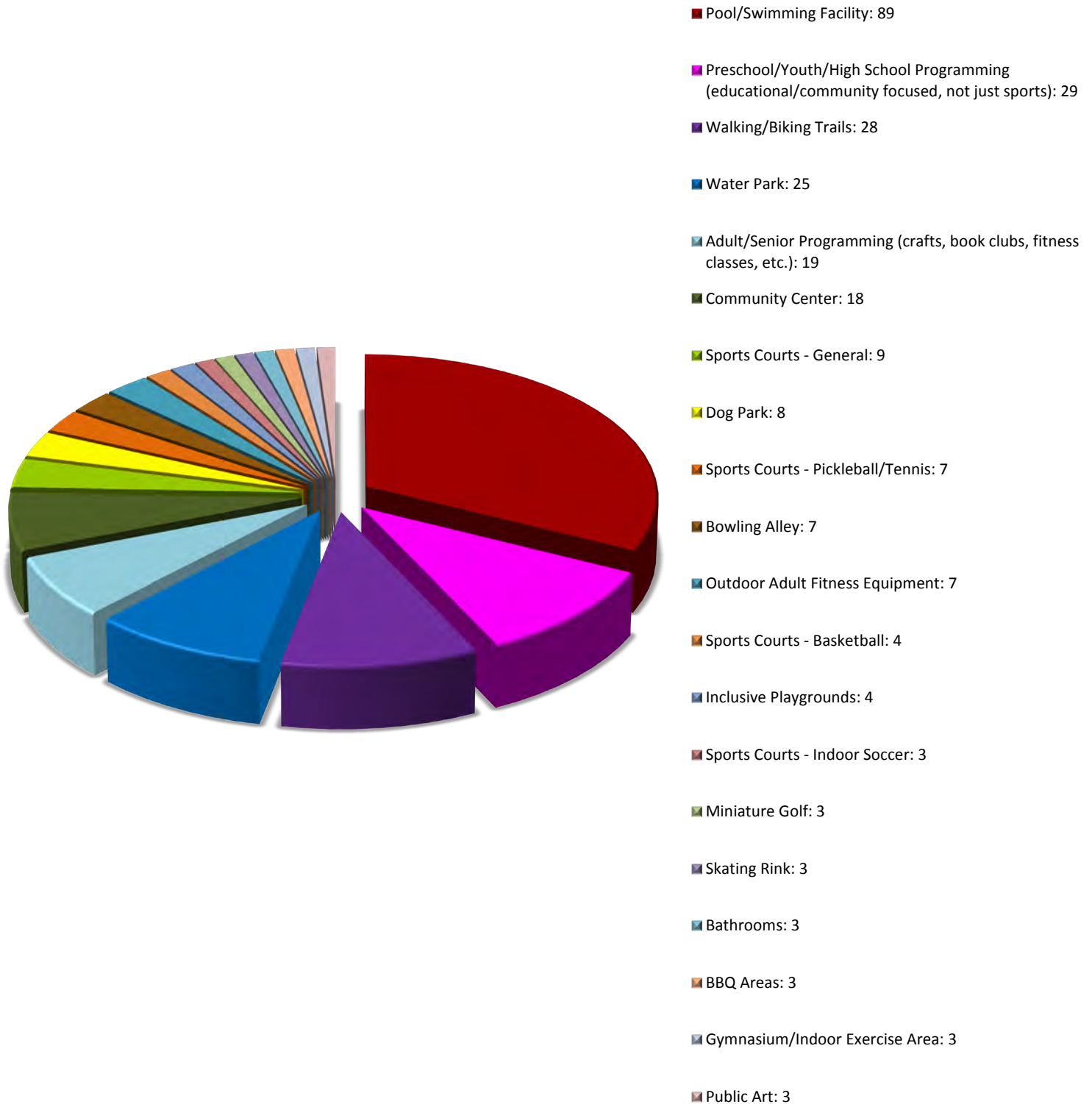


Figure 4.6: Public Survey Results: What programs/facilities you would like to see?

Recreation Programming

- Community feedback shows a desire for increased programming options for all ages, including preschool options, diverse youth programming, adult and senior programming such as crafts classes, book clubs, fitness options, and yoga/tai chi.
- There is support for youth programming options focused around educational or community-building/volunteerism. Examples include computer/coding classes, a boys and girls club, and youth arts programs.
- Respondents indicated they often find the few classes which are currently offered difficult to attend due to the scheduled hours conflicting with caregivers' work/commute schedules.
- Several comments referenced the high cost of existing programs as a deterrent to participation.
- An overall sentiment of feeling uninformed about the City's recreation options and programming ran through the public comments.
- Respondents cited current youth programming in the City of Morgan Hill as a desired model for what they would like to see in Hollister.

Play Equipment

- Community feedback indicated a desire to see more and varied opportunities for play, both for children and multi-generational opportunities.
- Respondents listed the new parks and playgrounds as a positive trend in City development and indicated they would like to see continued updates at older parks in need of renovation.
- Several respondents specifically named the new Santa Ana Park's playground, walking path, and outdoor fitness stations as a desirable typology for future park improvement projects in Hollister.
- A small group of respondents expressed concern over the safety of play areas which use recycled rubber mulch safety fill underneath play structures.

Sports Fields/Sports Courts

- Respondents were divided on the subject of sports fields. While only 28% indicated they felt there were sufficient sports fields for existing sports leagues, no one listed sports fields as features they would like to see developed in the future.
- Respondents expressed sentiment that facilities need to be diversified away from solely expanding traditional baseball facilities, likely as this need is currently filled by the County-owned Veteran's Memorial Park.
- Respondents did indicate they would like to see increased sports courts, in the City, to cater to diverse uses by all ages. Community members would prefer to see more tennis, pickleball, and basketball courts.
- Many respondents proposed the addition of indoor sports courts, perhaps associated with future development of a larger community center, to provide options for indoor soccer, basketball, and other sports during the heat of the summer.

Maintenance and Regulation

- Community feedback indicated dissatisfaction with the maintenance and overall condition of most of the City parks. Run-down landscape features, poor quality turf areas, and litter were noted as the most prevalent problems.
- Respondents noted that maintenance staff encountered in the parks seem friendly and hard-working and expressed desire to expand the maintenance staff to keep up with parks needs.

The 236 respondents to the public survey conducted as part of the Parks Master Plan update provide a snapshot of current likes, dislikes, needs and sentiments of the Hollister community with regard to City parks and recreation. Survey respondents feel strongly that there is potential for improvement within the City's parks. Hollister families are increasingly looking to forward-thinking nearby cities such as Morgan Hill and bringing ideas back to Hollister. These ideas, combined with current best practices and realistic financial models, will factor into the recommendations of this Parks Master Plan.

CHAPTER 5

Best Practices

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BEST PRACTICES

The priority of the City of Hollister’s Recreation Division is the opportunity to improve residents’ quality of life through each City park development. A variety of reference materials have been summarized in the following chapter to provide a review of current best practices in parks and recreation planning. The following sections review standards and trends in parks and recreation usage, design guidelines, and sustainable practices.

5.1 TRENDS IN PARKS AND RECREATION PLANNING

Health Trends

In its “Healthy Parks Healthy People” guide, the National Park Service specifically mentions that connection to local parks will help children “lead healthier, happier, more fulfilled lives,” in addition to connecting them to natural resources. Efforts such as these by the National Park Service and others by State and local entities have made the dialogue surrounding health and parks mainstream. It is now widely acknowledged that increasing exposure to nature and exercise encourages physical and mental health for users of all ages.

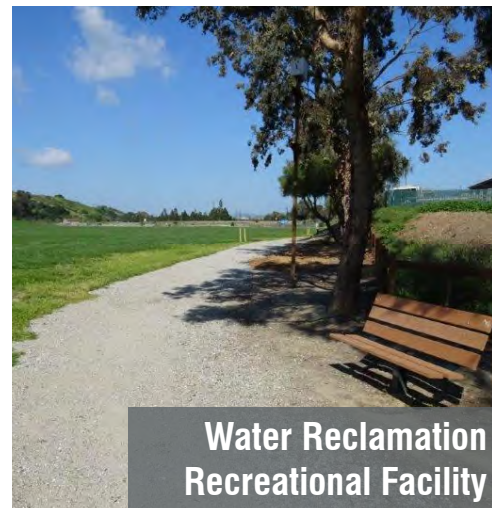
As of 2013, the State of California’s adult obesity rate was 24%. The rate for two- to four-year old children was 16.8%, while 10-17 year olds were at 15.1%. These trends are troubling. While the adult obesity rate is the fifth-lowest in the country, the rate for two to four year old children was ranked first out of forty-one states surveyed.¹ The Centers for Disease Control reports that minorities and groups with low education are at the highest risk for obesity, diabetes, and heart disease.² Indeed, when one looks at the breakdown for the 24% average of adults suffering from obesity, 22.4% are white, 34.8% are African American, and 30.7% are Hispanic or Latino.

Best practices for parks and recreation development include maximizing opportunities to engage users in creative forms of exercise. The focus must be on engaging the entire community to participate more actively in parks and recreation opportunities. Parents and grandparents engaged in active pursuits will be likely to encourage the same values in children and youth. Interactive technology such as QR Fit, first used in the City of Brentwood in Northern California, links personal devices with City parks in order to integrate City facilities into how people use modern technology.³ An increase in community activity levels is not only an immediate benefit to City parks by increasing users, but also a long-term benefit to the health of the community at large.

Current trends in municipal parks and open space planning also increasingly include opportunities for community gardens. The positive impact of gardening is far-reaching. All members of a community benefit from community gardens, as hobbyist gardeners without garden space at home are allowed an opportunity to meet other community members with similar interests. For example, seniors who have downsized



Valley View Park



**Water Reclamation
Recreational Facility**

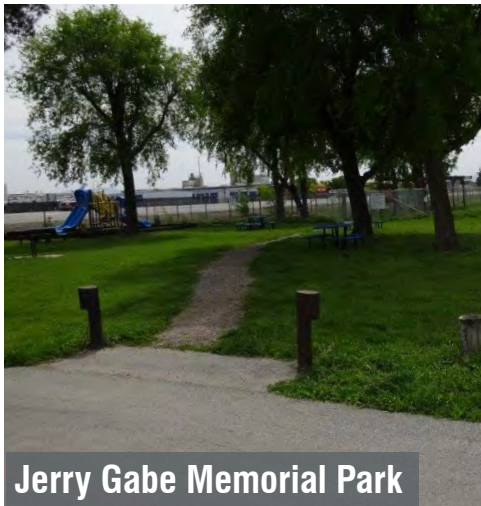


Cerra Vista

- 1 The State of Obesity: A project of the Trust for America’s Health and the Robert Wood Johnson Foundation. 2014.
- 2 Centers for Disease Control and Prevention (CDC). CDC Health Disparities and Inequalities Report - United States. 2013..
- 3 QR Fit: qrfittrail.com



Frank Klauer Park



Jerry Gabe Memorial Park



Hollister Skate Park

and lost connection to a previous hobby also benefit from opportunities to garden, and may serve as mentors to other gardeners. Moreover, families struggling to make ends meet often grow their own vegetables in an attempt to save money for other important food items. This provides a source of fresh produce to adults and children who may otherwise go without. Community gardens also offer an opportunity for many immigrants and their families to build upon cultural connections to farming and agriculture.

Opportunities for community gardens may support a sense of community pride and build connections amongst neighbors, and, importantly, bring a constant stream of people to a park space throughout the day, which increases community ownership of the park. This presence is also a first step toward keeping more eyes on the park to deter and report deviant activity, and a constructive presence that will improve the sense of safety for other park patrons.

An overall increase in physical activity levels not only improves health, but has also been positively correlated with a number of factors including reduction in crime rates, reduction in juvenile delinquency, lower teen birth rates, increased rates of volunteerism, and with building an overall sense of community. Moreover, the presence of trails, recreation facilities, and attractive outdoor environments is linked to increased physical activity levels.⁴

Park Usage by Demographic

There are best practices associated with the demographic character of Hollister. As documented in Chapter 2: Context, the City of Hollister's population was 68.4% Hispanic or Latino as of the 2015 census. This statistic must be acknowledged as a powerful driver for the future of the City's parks and recreation planning and programming efforts. As with any other demographic group, the Hispanic/Latino population should not be considered a homogenous group. There are, however, fundamental cultural considerations that to be taken into account for this majority that will affect the use of parks and recreation facilities.

The UCLA Anderson School of Management's 2006 study titled, "The Hispanic Community and Outdoor Recreation" should be looked to as a resource for a general overview of cultural and consumer market trends. In this report, the authors emphasize the importance of understanding the Hispanic/Latino population as fundamentally family and community focused. The study quotes data that Hispanic/Latino parents spend significantly more of their total household budget on their children than do non-Hispanic white parents. Hispanic/Latino children are also more likely to grow up in multi-generational homes.⁵

⁴ California State Parks. "The Health and Social Benefits of Recreation." 2005.

⁵ UCLA Anderson School of Management. "The Hispanic Community and Outdoor Recreation." 2006.

Bearing these statistics in mind, the City of Hollister parks aim to provide welcoming and usable amenities for citizens of all ages. Exercise apparatuses may be installed adjacent to play equipment such that multiple family members of different ages and physical abilities may enjoy the park together. A similar typology has already proven popular at one of Hollister’s newest parks, Santa Ana. As the parks department continues to develop and renovate its parks, outdoor play areas will be most visibly and most likely to be used when integrated into community facilities and social gathering places. Investments in amenities such as shade structures and restroom facilities are recommended to support sustained community presence at the City’s parks.

The provision of Spanish language materials is perhaps the greatest take-away for increasing presence specifically within the Hispanic/Latino community. 45.4% of the population of Hollister speaks a language other than English at home. The majority of these households are Spanish speaking. Provisions must be made in the form of bilingual signage, handouts, and other exhibits promoting Hollister Recreation. In the absence of such online and print materials, the Hispanic/Latino community may rely upon word of mouth recommendations and reports of City facilities.

A topic of increasing importance is the integration of an aging population into public amenities, such as parks. Ongoing work by researchers at UCLA, for example, points to expanding “parallel” opportunities for seniors adjacent to activity areas at existing parks in order to be as inclusive as possible.⁶ Overall, it is important to note overall population trends toward longer life expectancy and an active and engaged senior population. It will be important to consider passive recreation options, such as bird watching, outdoor areas for art or seminars, and safe, convenient boating and fishing opportunities. At the same time, the City could begin looking for ways to engage an aging population in “lifetime sports” such as walking or hiking, yoga, tai chi, swimming, and court games such as tennis, pickleball, horseshoes, bocce, and petanque.

Benchmarks

Comparable Cities for use in Benchmark Analysis				
Benchmark City	Hollister	Gilroy	Los Banos	Morgan Hill
Total Population	36,529	51,649	36,847	40,872
Hispanic Population	68.4%	61.1%	70.4%	33.7%
Median Income	\$69,157	\$83,027	\$44,292	\$96,051

Table 5.1: Benchmark Cities, 2015 Demographic Data

The Cities of Morgan Hill, Gilroy, and Los Banos will provide benchmark data to which Hollister’s demographics and parks level-of-service qualities will be compared. Benchmarks are useful as they provide a snapshot in time of measurable statistics and show how the City of Hollister compares to its nearest comparisons on a point-by-point basis. Gilroy and Los Banos are similar to Hollister in terms of regional context, population, and demographics.

At the same time, it is important to look outside these comparable benchmark cities to identify districts that have desirable parks and recreation facilities and programming in order to keep a goal in mind for forward progress. For example, a number of respondents to the public survey mentioned the City of Morgan Hill as a desirable model for what they would like to see in the City of Hollister’s parks and recreation facilities and programs. Morgan Hill is located in Santa Clara County, midway between Hollister and downtown San Jose. Morgan Hill is considered one of the original “bedroom communities” for Silicon Valley commuters and continues to benefit from this association. Morgan Hill is geographically proximate to the City of Hollister, providing a valuable local model for parks development. Its location in an affluent area with an established history as a suburb of the world’s preeminent tech sector gives it a unique context and character.

6 Hong, Sharon. “Their Goal: Creating Public Parks for an Aging Population.” Luskin Forum, August 2014.

Level of Service Standards

National Parks and Recreation organizations, including the National Recreation and Park Association, began to shy away from issuing national standards for facilities level of service per population about twenty years ago. Rather, it was deemed appropriate that level-of-service standards should be determined by individual municipalities and tailored to the unique needs of each.

Since the 1975 Quimby Act (California Government Code §66477) was passed, cities and counties in the state of California have had the power to establish land dedication ordinances and require that developers contribute in one of several ways to dedicating land for park improvements. Quimby Act standards include dedication of 3-5 acres per 1,000 residents in a given jurisdiction to ensure adequate park land is developed along with housing construction.⁷ While five acres does not constitute a maximum allowable park acreage, it does represent in the Quimby Act the maximum park acreage per 1,000 residents that may be required of developers.

Parks Level of Service Standards: Benchmark Cities				
Level of Service	Hollister	Gilroy	Los Banos	Morgan Hill
Parks Level of Service Standard: Acres per Population	4 Acres / 1,000	5 Acres / 1,000	7 Acres / 1,000	5 Acres / 1,000

Table 5.2: Benchmark Cities, Parks Level of Service

The City of Hollister 2005 General Plan provides the recommended local standard as 4 acres of park space per 1,000 residents within the greater Hollister Planning Area. The General Plan goes on to lay out the important caveat that the 2002 Hollister Parks Master Plan’s recommended level of service of 4 acres per 1,000 residents should be a coordinated effort with San Benito County. In other words, the stated level of service may be achieved by calculating the square footage of County as well as City parks within the Hollister Planning Area.

Parkland owned exclusively by the City of Hollister currently totals 84.25 acres. All parks and recreational facilities within the City limits, Including City-owned recreation facilities (Hollister Community Center, Veterans Memorial Building), School District-owned recreational areas at the seven school properties with joint-use agreements, and all of County-owned Veterans Memorial Park, the total is 169 acres. Using the 2015 population of 36,529, the City of Hollister currently provides the following levels of service:

- **City of Hollister owned parks alone: 2.3 Acres / 1,000 Residents**
- **Total of City and Non-City parks and recreation facilities within City boundaries, including School District Parks with joint-use agreements, total County Park land (i.e., all of Veterans Memorial Park), and City Parks: 4.6 Acres / 1,000 Residents**

7 Westrup, Laura. “Quimby Act 101: An Abbreviated Overview.” May 2002. www.parks.ca.gov/pages/795/files/quimby101.pdf

CITY PARKS

<u>Community Parks</u> Water Reclamation Recreational Facility » 49.72 Acres
Total = 49.72 acres

<u>Neighborhood Parks</u> Allendale Park » 6.25 Acres Dunne Park » 4.75 Acres Frank Klauer Memorial Park » 4.75 Acres Santa Ana Park » 3.0 Acres Valley View Park » 2.65 Acres Vista Park Hill » 5.0 Acres
Total = 26.4 acres

<u>Pocket Parks</u> Apricot Park » 2.04 Acres Jerry Gabe Memorial Park » 1.9 Acres John Z. Hernandez Memorial Park » 0.21 Acres Las Brisas Park » 1.0 Acres McCarthy Park » 1.5 Acres Mirabella Park » 0.36 Acres Nora Drive Park » 0.12 Acres Tony Aguirre Memorial Park » 1.0 Acres
Total = 8.13 acres

JOINT USE PARKS

<u>Neighborhood/School Parks (School District Property)</u> Calaveras School Park » 5.0 Acres Cerra Vista School Park » 7.0 Acres Ladd Lane School Park » 4.33 Acres Marguerite Maze Sports Complex » 11.0 Acres Rancho San Justo Sports Complex » 9.16 Acres R. O. Hardin School Park » 6.26 Acres San Benito HS Tennis Courts » 0.75 Acres
Total = 43.5 acres

<u>County Parks (Leased Acreage)</u> Hollister Skate Park (within Veterans Memorial Park) » 1.34 Acres Leased Hollister Softball Fields (within Veterans Memorial Park) » 2.25 Acres Leased
Total = 3.59 acres

5.2 PARK DESIGN GUIDELINES

The City of Hollister 2002 Park Facility Master Plan established categories for different parks and recreation amenities. The classifications set forward in the 2001 document were in need of updating due to current City development requirements. The park inventory in Chapter 3 of this document uses the following terms to describe each existing City park.

Pocket Park

Size: 10,000 square feet (~0.25 Acres) - 2.5 Acres

Service Area: ¼ mile radius

Description: Pocket Parks are parks that are geared toward serving residents of immediately adjacent neighborhoods. These parks serve those who live on the streets immediately adjacent and can easily walk to the park. The standard measurement to determine park service coverage is measured as a quarter-mile radius from the park border, which is roughly a 5-10 minute walk.

Design: Park design is to take in to account the unique needs and demographic of the residents within the focus area for construction of each Pocket Park. Each design should attempt to provide the highest level of accessibility and safety possible for the benefit of the community and for the park's continued success. Parks shall be located centrally within new developments. Parks shall not be located along high-speed roads and shall not be substantially detention basins at the cost of providing recreational programming areas not subject to inundation.

Amenities: Pocket Parks typically include a mixture of active and passive recreation opportunities. These are essentially the extended “backyards” of the neighborhood, and so provide play opportunities as well as social space for residents. Playground structures, fitness equipment, and shaded benches and/or tables are typical features. BBQ facilities may be appropriate, and trash, recycling, and dog waste stations support maintaining a clean neighborhood amenity. Pocket Parks may also support community garden initiatives, where approved by the City.

Recommended Location Typology: Although recent changes to the planning process have begun to make these types of parks more financially feasible via developer funding and other factors, parks less than 2.5 acres are not eligible for reimbursement. The smallest Pocket Parks should not be less than 10,000 square feet. Pocket Parks are recommended in infill situations or on lots where larger parks or other building types are not feasible or not permitted. **Construction of Pocket Parks is discouraged unless all options for development of larger parks are exhausted.**

Neighborhood Park

Size: 2.5 - 10 Acres (5 acre minimum recommended)

Service Area: ¼ mile radius

Description: Neighborhood Parks serve residents of adjacent neighborhoods. Neighborhood Parks typically serve those who live locally and can easily walk to the park, which is typically measured as a quarter-mile or a roughly 5-10 minute walk. Due to this targeted population, facilities such as parking lots and restrooms are typically not required at neighborhood parks. These types of features may need to be included pending other factors, such as use of the park by sports leagues or other groups. A Neighborhood Park is the cornerstone of the neighborhood. As such, it provides recreation opportunities for all members of the community.

Design: Park design is to take into account the unique needs and demographic of the residents within the focus area for construction of each Neighborhood Park. The design process may include public outreach to gauge the opinions and needs of the surrounding community. Each design should attempt to provide the highest level of accessibility and safety possible for the benefit of the community and for the park's continued success. Parks shall be located centrally within new developments. Parks shall not be located along high-speed roads and shall not be substantially detention basins at the cost of providing recreational programming areas not subject to inundation.

Amenities: Neighborhood Parks typically include a mixture of active and passive recreation opportunities and more variety of amenities than mini-parks. Playground structures, fitness equipment, and shaded benches and/or tables are typical features. BBQ facilities may be appropriate, and trash, recycling, and dog waste stations support maintaining a clean neighborhood amenity. Fenced dog parks may be appropriate at neighborhood parks. Sports courts are also appropriate, and may include courts for bocce, horseshoes, volleyball, tennis, or basketball. A limited number of sports fields including softball and soccer may also be appropriate, as well as multi-purpose lawns. Security lighting and pathway lighting are recommended.

Recommended Location Typology: Neighborhood Parks are recommended for new and existing neighborhoods as amenities that may be accessed by residents within a 5-10 minute walk. This service area is measured as approximately a ¼ mile radius from the boundary of the park.

Neighborhood/School Park

Size: Typically 2.5 - 10 Acres (5 acre minimum recommended)

Service Area: ¼ mile radius

Description: Neighborhood/School Parks serve residents of adjacent neighborhoods. Neighborhood/School Parks typically serve those who live locally and can easily walk to the park, which is typically measured as a quarter-mile or a roughly 5-10 minute walk. Neighborhood/School Parks may also be used by caregivers before or after school hours, either prior to dropping off or after picking up their students. For this user population, parking lots are typically present at neighborhood parks. Restrooms may be available on a limited basis, pending regulations by the school in question. Neighborhood/School Parks also may have more opportunities for formal play, depending upon the shared amenities between the schoolyard and the publicly accessible portion. A Neighborhood/School Park is a focal point and hub of activity for the neighborhood.

Design: Park design is to take into account the unique needs and demographic of the residents within the focus area for construction of each park. The design process may include public outreach to gauge the opinions and needs of the surrounding community, but the school user group must also be considered. Design also must adhere to relevant regulations for school facilities, such as the Division of the State Architect (DSA) and others. Each design should attempt to provide the highest level of accessibility and safety possible for the benefit of the community and for the park's continued success. Parks shall be located centrally within new developments. Parks shall not be located along high-speed roads and shall not be substantially detention basins at the cost of providing recreational programming areas not subject to inundation.

Amenities: Neighborhood/School Parks typically include a mixture of active and passive recreation opportunities and more variety of amenities than mini-parks. Playground structures, fitness equipment, and shaded benches and/or tables are typical features. Sports courts are also appropriate, and may include courts for volleyball, tennis, or basketball. A limited number of sports fields including softball and soccer may also be appropriate, as well as multi-purpose lawns. Security lighting and pathway lighting are recommended, as are waste receptacles.

Recommended Location Typology: Neighborhood/School Parks are recommended for new and existing neighborhoods where residents would benefit from a park within walking distance, especially where development of a joint-use agreement between the City and School District for development of a park is beneficial to all.

Community Park

Size: 10 Acre minimum

Service Area: ½ mile walking radius; provide services drawing users from across the City of Hollister and surrounding community

Description: Community Parks serve residents of adjacent neighborhoods. Community Parks serve all City residents, as well as school and community groups. Parking lots are typical features of community parks, as are night lighting, restrooms, and other special facilities to serve the community at large. A wide variety of active recreational facilities as well as amphitheaters and community identification landmarks are also typical.

Design: Park design should include features designed to meet community recreation needs. Typical design process includes public outreach to gauge the opinions and needs of the surrounding community. Each design should attempt to provide the highest level of accessibility and safety possible for the benefit of the community and for the park's continued success.

Amenities: Community Parks typically include the same features as Neighborhood Parks (see Neighborhood Parks description), with the addition of any number of other features. These may include sports fields with night lighting, concession stands, restrooms, and amphitheater or performing arts facilities, nature education opportunities, splash pad or other water-play features, dog park options, and fitness courses. The design may also include areas for specialty athletics such as BMX biking, equestrian trails, camping, or swimming. Provision of off-street parking is recommended in order to support use by community members outside of walking distance and those participating in group sports and activities.

Recommended Location Typology: Community parks are recommended for development on City-owned tracts of land greater than ten acres which have distinctive ecological or geographic features or are unsuited to other types of development. The service area for Community Parks is measured as ½ mile from the boundaries of the park, approximately a 10-20 minute walk for pedestrians.

Trails/Linear Parkways

Size: No minimum or maximum

Service Area: City of Hollister and larger regional community

Description: Trails are classified as grade-separated non-vehicular travel lands, suitable for use by pedestrians or bicyclists. Trails are intended to connect areas of the City, such as schools, parks, and downtown areas. Trails may also serve as part of a regional trails network. Trails may function both as means of alternative transportation and as recreational amenities.

Design: Trail design is to adhere to established best practices for width depending upon target user group (i.e., pedestrians or bicycles) and location.

Amenities: Traditional or porous concrete surfacing is the preferred surface treatment, but surfacing such as decomposed granite or similar may be appropriate in natural settings. Surface material must comply with ADA requirements for accessibility where feasible. Equestrian trails may be appropriate on a case-by-case basis and user needs should be considered carefully prior to equestrian designation.

Recommended Location Typology: Walking loop trails within Neighborhood and Neighborhood/School Parks are recommended. Trails of various types (paved and decomposed granite or similar) may be appropriate within community parks and are to be clearly marked with signage designating appropriate uses

Special Use Facilities

Size: Varies; depends upon facility type

Service Area: City of Hollister and larger regional community

Description: Special Use Facilities include facilities that support City-wide recreational needs and may or may not be located within parks. These facilities serve a specific purpose that does not fit into the categories listed previously. Special Use Facilities may include aquatics facilities, youth/senior centers, amphitheaters, sports complexes, and more.

Design: Special Use Facilities should encourage multiple uses and programs, so long as these uses do not conflict with the intended use of the facility.

Amenities: Special use facilities may be indoor multi-purpose facilities, specially constructed athletic facilities such as swimming pools or skate parks, or parks that cater specifically to one type of recreational pursuit, such as sports complexes for soccer or baseball. As such, amenities vary depending upon the specific special use served by the park.

Recommended Location Typology: Special Use Facilities are appropriate at various locations on a case-by-case basis, giving consideration to the intended use.

Trails

Municipal trails vary widely, from unpaved nature trails to paved multi-use bicycle trails. City-provided trails should seek to adhere to ADA requirements, specifically related to trail width and slope gradient, so as to be accessible by the majority of citizens. There is no minimum or maximum length of municipal trails, but a loop pattern is recommended for trails within parks.

Trails for pedestrians and bicycles should be constructed in coordination with the San Benito County Bikeway and Pedestrian Master Plan. That document outlines pedestrian, bicycle, and mixed-use non-vehicular routes that have been identified through robust stakeholder involvement. This County effort should lead planning and prioritization of pedestrian and bicycle circulation improvements within the City of Hollister as the City continues to link neighborhoods with community assets including parks and schools.

The City will continue to seek opportunities for the preservation of recreation space in the form of linear trails as opportunities arise to add public use trails to utility easements, rail corridors, and rivers throughout the City. Future rural linear trails may be appropriate for the development of facilities for equestrian and mountain bike usage.



Cerra Vista Park



Dunne Park



Tony Aguirre Park

City Parks by Park Typology: Benchmark Cities Comparison				
Park Typology	Hollister	Gilroy	Los Banos	Morgan Hill
Pocket Parks (0-2.5 Acres)	5	4	19	14
Neighborhood Parks (2.5-10 Acres)	5	5	16	8
Neighborhood / School Parks (2.5-10 Acres)	5	3	N/A	N/A
Community Parks (>10 Acres)	1	6	7	2

Table 5.3: Benchmark Cities, Parks by Typology

5.3 SUSTAINABILITY

Municipal recreation divisions are uniquely situated to enact important changes in the public's perception of the outdoor environment and resource consumption. Cutting edge use of both new technology and tried and true low-impact development methods can be integrated seamlessly into existing facility retrofits and new facility development. The public in turn will experience these technologies firsthand. Many low-impact stormwater management techniques can also be integrated into the park user experience to become educational experiences.

There is a misconception that sustainable building alternatives are inherently more expensive than traditional planning and building practices. A 2009 survey by the National Recreation and Park Association, Parks and Recreation leaders noted concerns about keeping up with funding environmental improvements while struggling with budget cuts and reductions in water supply.⁸ Designed features should comply and, where possible, exceed requirements set forth by state mandated water usage restrictions. This will ensure sustainable long-range development of park features.

Environmentally sustainable construction techniques are becoming best practice throughout the country. The State of California's Division of Financial Assistance has provided funding to projects across California which incorporates Low Impact Development activities related to managing stormwater runoff through low-impact technologies. Notably, the Bay Area Stormwater Control Project, consisting of government representatives, municipalities and contractors within the San Francisco Watershed Council, joined to plan and implement demonstration projects within the watershed to increase public awareness. San Luis Obispo County also received funding to implement portions of the County's Low Impact Development Design Standards.⁹

Moreover, utilization of greywater, or recycled water, for landscape irrigation has become reality for municipalities across the country. Conversion to non-potable irrigation infrastructure is a significant investment, and the long-term cost/benefit analysis must be considered prior to making any decision to implement this strategy.

The City of Hollister may therefore choose to proceed with a policy of forward-thinking construction and retrofits of parks and recreation facilities. Best practice guidelines outlining the potential strategies that may be used are listed below.

- Implement Low Impact Development (LID) stormwater management technology into retrofits and new design. Options include permeable pavement, bioswales, and the use of level spreaders to manage water on-site, close to the source, rather than relying upon one large engineered drain and potentially overloading the stormwater system.

⁸ Recreation Management. "A Look at Trends in Parks and Recreation." 2009.

⁹ California Environmental Protection Agency: State Water Resources Control Board. "Low Impact Development (LID) Projects." http://www.waterboards.ca.gov/water_issues/programs/grants_loans/low_impact_development/

- Install hardy, low-water using plant species whenever possible within retrofits and new developments. Plants may be selected using the State of California’s Water Use Classification of Landscape Species (WUCOLS) system, and plants classified as “high” water users for the region should be avoided, in line with the State’s Model Water Efficient Landscape Ordinance (MWELO). General best practice is to avoid invasive species or varieties which require excessive supplemental watering.
- Design greywater (recycled water) irrigation systems into new park facilities. This may include recirculating aquatic features such as splash pads, irrigation fixtures marked as non-potable water, and use of greywater for flushing toilets in restroom facilities.
- Existing irrigation system controllers retrofitted with weather-based sensors to avoid over-watering.
- Consider partnering with community organizations to test a pilot project community garden within a City park. Many cities are moving to incorporate community gardens into public spaces, such as parks and schools. The main goals of community gardens in public parks are to foster community presence in that park and to educate the public about food production. Given the vibrant activity at the existing Vista Park Hill Community Garden near the park at Vista Park Hill, there may be community interest elsewhere in the City to support a pilot project at a City park.

Sustainable Practices Recommended: Benchmark Cities Comparison				
Sustainable Practices	Hollister	Gilroy	Los Banos	Morgan Hill
LID Guidelines	Yes	Yes	Yes	Yes
Recycled Water Irrigation Practices	Yes	Yes	Yes	Yes
Water-Wise Landscape Guidelines	Yes	Yes	Yes	Yes
Community Garden Recommendations	No	Yes	Yes	Yes

Table 5.4: Benchmark Cities, Sustainable Technology Policies

5.4 PROVISION OF SHADE

The general public has become more educated in recent years about the dangers of sun exposure, particularly the exposure of young children to the sun. Trends indicate temperatures are rising, and in the typically warm, dry climate of Hollister, shade is an important amenity. There are a number of solutions that may be implemented to provide this health and comfort amenity to the users of City parks and recreation facilities:

- To encourage families to visit parks with children during the day, provide shade proximate to play equipment.
- Where possible, shade play equipment or locate out of direct sun.
- Install play equipment that provides shaded play areas underneath raised platforms or other structural elements.
- Provide signs educating the public about safe sun exposure practices.
- Plant more shade trees and design them into areas where people congregate.
- Install temporary shade structure elements until trees grow into maturity.

Shade Provision Regulations in Place: Benchmark Cities Comparison				
Regulations	Hollister	Gilroy	Los Banos	Morgan Hill
Shade Required at Parks	No	No	No	Yes
Shade Required in Parking Lot Facilities	Yes	Yes	Yes	Yes

Table 5.5: Benchmark Cities, Regulations for Provision of Shade Features

5.5 SAFETY AND SECURITY

A dominant trend in the feedback from community outreach efforts was City residents' concerns about safety in City parks. It is important that the City dedicates resources toward mitigation of both the perception and reality of crime occurring on municipal land in order to demonstrate investment in citizen safety. There are a number of best practices that may be incorporated to address this issue. The most widely recognized set of standards are the Crime Prevention Through Environmental Design (CPTED) principles.¹⁰ These include:

- Natural Surveillance
- Natural Access Control
- Territorial Reinforcement
- Maintenance

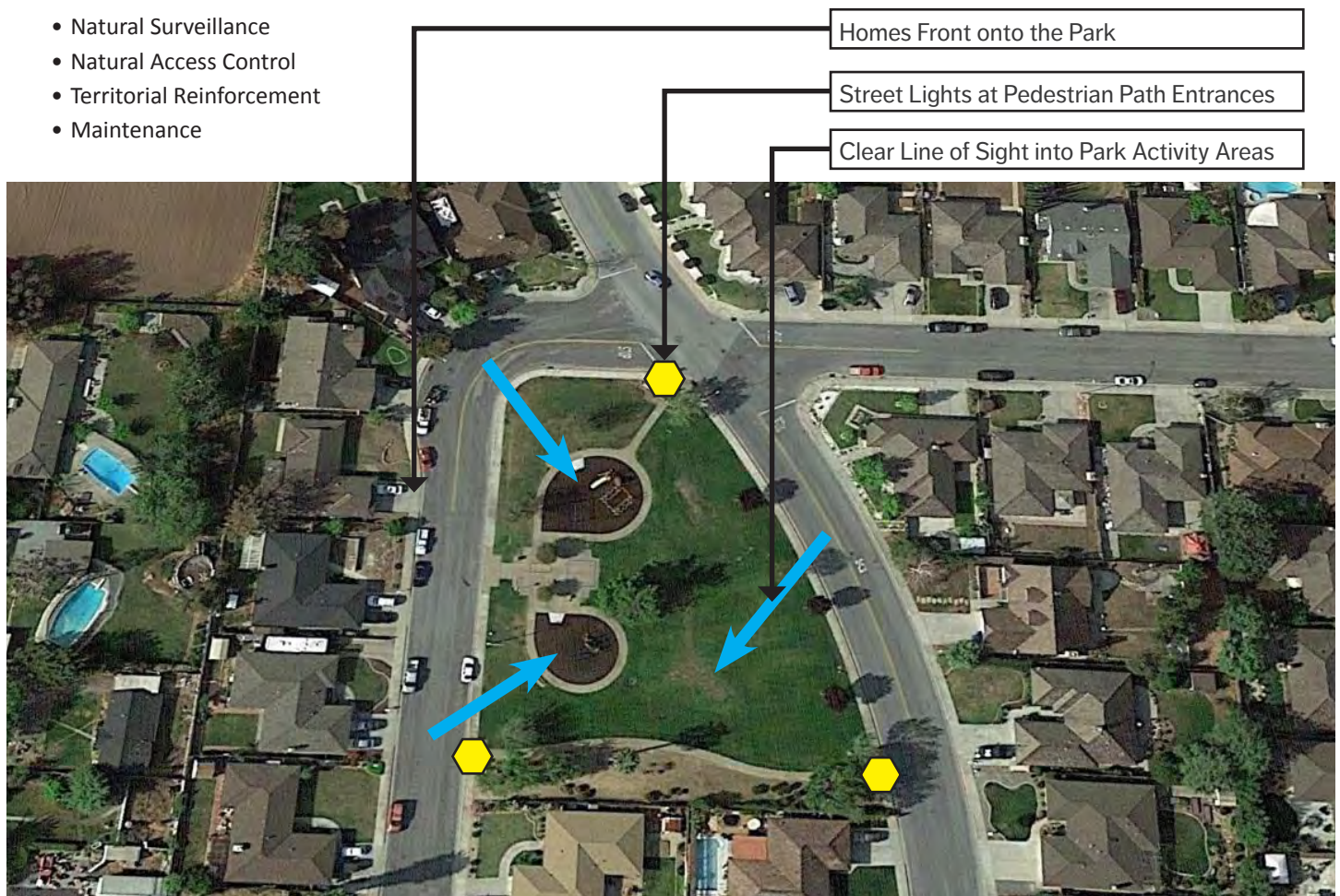


Figure 5.1: Crime Prevention Through Environmental Design (CPTED) Best Practices: Las Brisas Park Example, City of Hollister

Natural Surveillance

The overall goal of CPTED is the idea that a person will be less likely to commit a crime if there is risk of being seen. This principle encourages the “see and be seen” quality in public spaces.

- New parks should be designed such that there are buildings or roads fronting all sides of the park for maximum surveillance. Homes and businesses should face toward the park.
- Design and maintain safe pedestrian routes to the park and clear lines of sight into major activity zones within the park.
- Follow lighting recommendations and enforce hours of park usage to avoid nuisances that could cause neighbors to close doors and windows facing the park, thereby reducing surveillance. Consider use of motion sensor lighting where feasible.

¹⁰ CPTED Guidelines: www.cptedsecurity.com

Natural Access Control

This principle encourages use of creative access control using pathway alignment, landscape/topographic features, signage or other features to direct the flow of user traffic, rather than traditional but intimidating mechanisms such as fences and wire.

- Avoid using control mechanisms such as barbed wire fences. This aesthetic supports the perception that the facility is dangerous. A combination of eyes-on-the-park, sufficient lighting and patrolling, and other measures should be used where at all possible. Transformer and utility security fencing is excepted from this recommendation.
- Incorporate clear, bilingual signage at the major pedestrian entrance(s) to the park. This signage should include at a minimum information about park hours, maintenance/littering, and emergency contact information.
- Avoid landscape features that create blind spots and prevent adequate surveillance.
- Maintain plant materials to ground cover height (less than 2') and maintain tree canopies to a minimum of 6' above ground level. Keeping the 2' - 6' visual range open will increase surveillance capabilities and reduce the perception of criminal activity.

Territorial Reinforcement

Use of visual cues, such as consistent types of pavement, plant materials, or signage to encourage specific usage of park space and to delineate public/private divisions. In the case of public parks, this territorial reinforcement will:

- Encourage community ownership of and presence at parks. Involve community projects such as volunteer days and public art installations to support this goal.
- Include community participation in the design of new parks.
- Regularly poll the community regarding satisfaction with park facilities to reinforce community ownership of these public spaces and to assess any new programmatic needs as they develop.
- Consider supporting/encouraging the formation of Neighborhood Watch groups.
- Use varied plant materials to encourage activity in some areas and to discourage unwanted activities.
- Support the formation of community service group adoption and maintenance programs.
- Incorporate surveillance cameras into targeted locations. Parks particularly prone to vandalism, homelessness, and other deviant behaviors, such as Dunne Park, should be a priority for installation of surveillance equipment. All surveillance equipment installation must be coordinated with the Hollister Police Department in order to assess specific needs, funding, and staffing requirements.

Maintenance

Maintenance is important to safety in the sense of the “broken window” theory, which is the theory that poorly maintained properties will breed criminal activity.

- Dedicate maintenance staff to low-hanging maintenance needs, including regular clean-up of litter and graffiti.
- Schedule periodic repairs of site amenities such as benches, tables, playground equipment, BBQs and garbage receptacles.
- Post signage requiring dog owners to clean up after their animals.
- Add dog waste bag dispensers at prominent entrances and at intervals along pedestrian pathways at park facilities.
- Ensure all playgrounds receive regular safety inspections by a Certified Playground Safety Inspector (CPSI).
- Schedule regular maintenance of ball field surfaces where the field is “closed” to repair and replace turf as needed. This may include rotation of fields so that turf can “rest” to recover from year-round use.
- Meet with user groups on a regular basis for ball field use to create buy-in for regular maintenance needs.
- Create outcome-based maintenance standards for landscape and facility maintenance that are developed with community and user group input. Outcome-based standards emphasize “expected and result” maintenance standards.

5.6: SITE FIXTURES

The community survey results underscore the importance of lighting and overall park maintenance as contributors to perceptions of safety at City parks. CPTED principles reinforce this importance and show how investment in basic maintenance and community ownership can change usage patterns for the better. The following guidelines provide best practices for provision of site fixtures to support community goals for safe, usable parks.

Lighting

- Lighting of public spaces should conform to the Illuminating Engineering Society’s guidelines. These include provision of sufficient lighting for users to discern changes in topography and surface type and discern physical details of approaching figures.
- Motion sensor activated security lighting may be considered for all new park construction and existing park renovation as a method of security lighting. Parks may be evaluated for feasibility of dimming or motion sensor activated lighting compliant with California Energy Commission Title 24 on a case-by-case basis.
- The Project for Public Spaces emphasizes the importance of not “over-lighting” an area.¹¹ This creates a harsh adjustment for the eyes and deeper shadows just outside the lighting candle for park users.
- Light fixtures should be installed to appropriate heights for usage. For example, neighborhood parks may benefit from lighting focused around the playground and pedestrian paths only, whereas lighting in larger parks may be required to light sports fields and large expanses. The neighborhood parks may therefore require lights installed to an appropriate pedestrian height, 9’-12’, whereas sports field lighting will require greater height. Shields should be installed to direct light.
- LED and solar lights offer benefits of lower energy consumption with a minimum of construction disruption to the surrounding area. Solar lighting is appropriate for providing light for pedestrian areas and pathways, not large-scale night lighting of parks.
- Refer to local dark sky ordinances for restrictions on up-lighting or other light pollution mitigation requirements.

Lighting Fixture Regulations in Place: Benchmark Cities Comparison				
Lighting Regulations	Hollister	Gilroy	Los Banos	Morgan Hill
Safety Standards	Yes	Yes	Yes	Yes
Technology Standards	Yes	No	Yes	Yes
Dark Sky Standards	Yes	No	Yes	Yes

Table 5.6: Benchmark Cities, Lighting Regulations

Site Furniture

- Site furniture should be attractive and inviting, yet durable enough to withstand heavy use.
- Site furniture may be manufactured to include the City or department logo.
- Fixtures should be selected that will discourage lying down. Handrail-divided or curvilinear benches are options.
- Select fixtures that will not create visual obstructions or potential blind spots which could impair surveillance.
- Provide trash receptacles at locations that may be easily monitored and emptied by City maintenance staff.

11 Project for Public Spaces. “Lighting Use and Design.” 2015. www.pps.org/reference/streetlights

5.7: PUBLIC ART AND COMMUNITY PROJECTS

In a September 2016 article by the National Recreation and Park Association titled “Making Small Towns Special: How to Afford Public Art,” notes that, “the look of a place and what happens there are important ingredients in the recipe for a livable community.”¹² In this spirit, many communities and cities of all sizes are seeking ways to encourage a sense of identity and community through the introduction of outdoor, public art into public places.

These efforts typically involve partnerships with different community groups to support the creation and maintenance of public art pieces. The City of San Jose has written a Public Art Master Plan and has a Public Art Committee which seeks to implement the goals of that Plan. San Jose’s public art program is based largely in an assortment of partnerships with community arts groups, academic institutions, and business owners which contribute to the City’s public art collection and support the well-known downtown San Jose Public Art Walk.

The City of Morgan Hill also has a robust public art program, but theirs is scaled more appropriately to a model which the City of Hollister might attempt to follow. Morgan Hill devotes City staff time to curate and maintain public art, but relies upon individual groups to apply to exhibit public art and volunteer or contribute monetarily via an “Adopt a Park/Art Program.” Morgan Hill has a webpage dedicated to information about public art in the City, with clear links to forms citizens to fill out should they be interested in contributing art for an exhibition, supporting the public art initiative, and reporting maintenance needs. Finally, Morgan Hill offers the opportunity for independent groups/persons to apply to exhibit artwork at the City’s Community Center and Senior Center.

The City of Hollister should therefore decide how to leverage its Public Art Policy to expand public art through partnerships within the City. Long-term goals may include creation of an independent commission or establishment of a partner non-profit foundation to manage volunteers and monetary donations to support the City’s public art mission. The National Recreation and Park Association also notes that cities have successfully implemented policies which require a portion of development in-lieu fees go to support public arts programs. Events such as “night out” events in City parks during the summer months, featuring art, music, and small festivals or art shows, are a positive initial step toward introducing the public to City parks as special assets within the City of Hollister.



12 Riley et al. “Making Small Towns Special: How to Afford Public Art.” September 2016.
<http://www.nrpa.org/parks-recreation-magazine/2016/September/making-small-towns-special-how-to-afford-public-art/>

5.8: ACCESS AND INCLUSION

Trends in park development nationwide are beginning to include varied recreation opportunities such that all members of a community may enjoy public recreation facilities. It is standard best practice to comply with all local and federal guidelines for universal accessibility in public spaces per the Americans with Disabilities Act (ADA) regulations. New projects and retrofits to existing parks and facilities must seek to include all members of the community. Recreation amenities such as walking paths may include signage and wayfinding for persons with visual impairment, while play areas may include accessibility options for caregivers with varied levels of physical ability. Play areas should include solid impact-attenuating surfaces in order to ensure a safe path of travel for all users. City of Hollister maintenance standards and processes require the use of rubber tile systems rather than other unitary surfacing options.

In addition to complying with ADA standards for playground access, playground areas should include elements appropriate for supporting childhood development. The National Program for Playground Safety recommends standards by age that supports physical, emotional, social and intellectual development. Play areas should engage children’s motor skills as well as support social interactions and cooperative play. Cutting-edge studies of children and nature suggest myriad benefits of integrating natural systems and opportunities for spontaneous learning about the natural world into playgrounds. Examples may include unprogrammed areas consisting of varied topography and surface materials, planting of trees within the playground space, and flexible play space edges to encourage play to extend to other natural areas of the park.

Furthermore, an increasing number of popular new parks across Central California integrate techniques that provide safe, usable play environments for children and families of all needs and abilities to play together. These “inclusive” playgrounds feature dynamic play spaces that stimulate varied aspects of the human system - visual, auditory, proprioceptive, and more - in order to allow users to play to their own individual ability level. Public feedback from Hollister citizens indicated a preference for parks and playgrounds that cater to the needs of the entire community and are universally accessible.

Universal Design and Social Inclusion

Planning parks and recreation amenities which encourage participation by all City residents and visitors, regardless of physical or mental ability, demonstrates investment in the public. Complementary to ADA compliance, efforts toward universal access, social inclusion, and sensory integration include park features which thoughtfully include everyone and which function on many levels for many unique users. Establishing standard design guidelines which promote this type of development will launch the City’s parks and recreation assets into the leading edge of parks and recreation practices currently in place across the region and the United States.

Seven Principles of Universal Design:¹³

- Equitable Use
- Flexible Use
- Intuitive Use
- Perceptible Information
- Tolerance for Error
- Low Physical Effort
- Size and Space for Approach and Use

The National Recreation and Park Association (NRPA) defines three pillars impactful to our communities:

- Conservation
- Health and Wellness
- Social Equity

13 The Center for Universal Design (1997). The Principles of Universal Design. Version 2.0 Raleigh, NC: North Carolina State University

Social equity in a park refers to a person's ability to access the health and wellness benefits associated with using the park. Universal Design enables groups in society who struggle with physical or mental abilities to fully access and utilize parks and recreational spaces. The following six areas of parks design contribute to creating socially inclusive spaces with universal accessibility and sensory integration.

1. Facilities

Facilities include parking areas, pathways, restrooms, public buildings, and pools/water areas.

2. Parking Areas

Provide more than the minimum ADA requirement for parking spaces. Provide accessible parking throughout the park and locate near inclusive play areas. This provides numerous access points available to all users

3. Pathways

Exceed ADA width guidelines. Wider pathways allow for easier group access and multiple wheeled devices like wheelchairs and strollers.

4. Restrooms

Locate restrooms near ball fields and inclusive play areas. Include family restrooms large enough to house a full-size changing table large enough for a caregiver to attend to a full-size adult.

5. Pool/Water Areas

Access to pools and water areas can benefit individuals with different disabilities. Universal design expands the ADA requirement of a transfer lift to zero entry design that allows visitors to walk or roll into the pool. To provide access to natural water features like a public beach access, consider a variety of roll-up access mats and accessible beach chairs.



Figure 5.2: Vista Park Hill Includes Components of Accessible Design

6. Playgrounds

Children with disabilities are one of the largest underserved minority groups in our nation. 8.9% of children between the ages of 3 and 21 years old have a disability. Of these, approximately 1.1% will have a physical disability, 1.1% will have a sensory disability, 19.1% will have a communicative disability, 11.2% will have a social/emotional disability, and 53.9% will have an intellectual disability. Additionally, 2.2% will have multiple disabilities and 10.1% will have a chronic health impairment such as cancer. Disability is often misconstrued as inability to experience play because of limitations from impairment. With over 16% of the local population of children 5 and up having some sort of disability, and over 27% of the local population aged 18 and under, the need for a place to play together regardless of physical or mental limitations is evident.

Standards for socially inclusive and sensory integrated play includes the following minimum needs:

- Comprehensive and Balanced Sensory Play Opportunities: Sight, Smell, Sound, Touch, Taste, Interoceptive, Vestibular, and Proprioceptive.
- Cozy Spaces: Areas designed to escape sensory overload and re-engage after self-regulation.
- Unitary System Impact Attenuating Surfaces: For unimpeded access to recreation (note: engineered wood fiber does not qualify as unitary).
- Shade: Play areas must have ample shade to provide respite from the Valley heat.
- Allergens: Plant species in and near playgrounds and parks should be selected from those that produce low levels of allergens and that are not irritating to skin when touches. The Ogren's Allergy Scale or OPALS Scale can be used to determine this.
- Cognitive simplicity: Play spaces should be easy to navigate with recognizable landmarks and wayfinding.
- Social Play: Opportunities for social interaction and play that promote multi-users.
- Diversity: Provide diversity in play opportunities that exceed ADA minimums (i.e. types, materials, grasping requirements, level of difficulty, elevated vs. ground level).
- Fencing: Some children with disabilities and on the autism spectrum have a tendency to bolt from the playground. The playground should be fenced to keep children from running into nearby roads, canals, and/or other hazards.
- Intergenerational Play: Activities that encourage multiple generations to play together and interact.

CHAPTER 6

Recommendations

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RECOMMENDATIONS

Community outreach efforts, primary research, and best practices outlined in this document serve as foundation information. This information is synthesized and compared to the realistic planning and fiscal demands upon the City of Hollister. Together, these factors shape a set of recommendations that will guide future development and management of City of Hollister parks and recreation facilities.

The following recommendations, guidelines, and projects are written to encourage growth of City of Hollister parks facilities in order to meet and exceed current best practices and community needs. The first portion of this chapter looks at overall distribution of parks facilities across the City and examines geographic areas where parks and/or recreation amenities may be lacking.

The following chapter also provides an itemized review of improvements to be prioritized for phased implementation at existing parks in the City of Hollister. The final portion of this chapter will look at opportunities to strengthen City recreational programs and ensure ongoing City staff internal reviews.

6.1 PARK ACREAGE & SERVICE AREA STANDARDS

The City of Hollister 2005 General Plan does not state a minimum level of service requirement for parks acreage. Instead, the General Plan defers to the parks acreage level of service of 4 acres per 1,000 residents set by the 2002 Parks Master Plan.

The General Plan concluded that, as of its adoption in 2005, the City provided less than three acres of parks per 1,000 residents. Table 6.1 shows that the City provides less than three acres per 1,000 population as of approval of this Master Plan document.

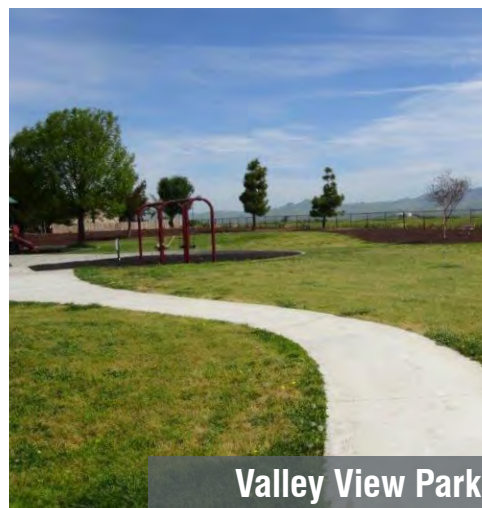
City of Hollister Parks Level of Service		
City-Owned Parkland	Acres/1,000 Residents	Additional Acres Needed to meet 4 Acres/1,000 Standard
84 Acres	2.3 Acres	62

Table 6.1: City-Owned Parkland within City Limits, Acres per current Population

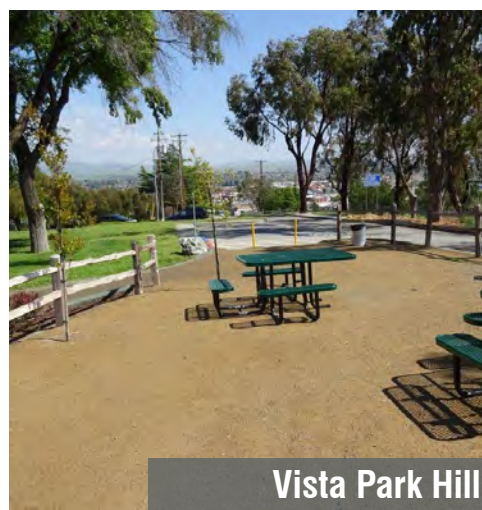
The City of Hollister must continue to pursue options to increase the City's parkland ownership while remaining open to partnerships and joint-use agreements that allow for increased parks acreage for citizens now. For example, while joint-use school park agreements are beneficial to the community in many ways, they do present real logistical hindrances to access for residents of the community who are restricted from using all or part of the school parks during school hours.



Santa Ana Park



Valley View Park



Vista Park Hill

While school parks are therefore surely a positive facet of the parks system, the City should continue to actively seek options for City-owned parks to provide accessible, usable amenities for its residents. Parks acreage which is also used as a drainage basin shall provide sufficient level ground outside of the basin to support active recreation amenities such as a playground, exercise stations, and walking path. **Parks acreage must provide usable park space not subject to periodic inundation.**

The Quimby Act was amended in 1982 to allow for park-in-lieu fees to be charged to a new standard of 5 acres per 1,000 residents. Many California municipalities have approved this as the new standard and have found economic benefit in the ability to adjust park in lieu fees to reflect the increased acreage requirement. The City of Hollister may also therefore consider adjusting development regulations to reflect the 5 acres per 1,000 residents standard. This would in turn require developers to commit to construction of larger parks within new developments or to pay fees in lieu commensurate with the requirement. **This is strongly recommended in order to propel City parks facilities in a positive heading for the future.**

6.2 DISTRIBUTION OF EXISTING PARKS AND FACILITIES

Current parks within the City of Hollister are typically focused in or adjacent to neighborhoods, following the development growth pattern of the City. Current maps of City parks were studied based upon established measurements of user walkability and recommended park programming. Smaller neighborhood parks service the immediately surrounding neighborhood, up to approximately 1/4 mile radius for a convenient short walk. Larger community parks service up to a 1/2 mile radius of their surroundings, drawing visitors from further out in the neighborhood. Regional parks are typically not calculated into these calculations, as they draw park users from across the City or region.

Figure 6.1 indicates excellent coverage through portions of downtown and the area at the Eastern edge of the City, and also indicates areas which lack current access to a park within walking distance. There is a noticeable strip of developed land running East to West across both sides of California Highway 25, extending south of Sunnyslope/Tres Pinos Road to Southside Road, which is not currently served by City parks. Residents in the neighborhoods immediately West of Gabilan Hills School are also lacking access to City parks. The northern portion of the City, near the airport, is also largely without accessibility to local parks. Finally, the area just north of downtown between San Felipe Road and California Highway 25 is also underserved by parks within walking distance.

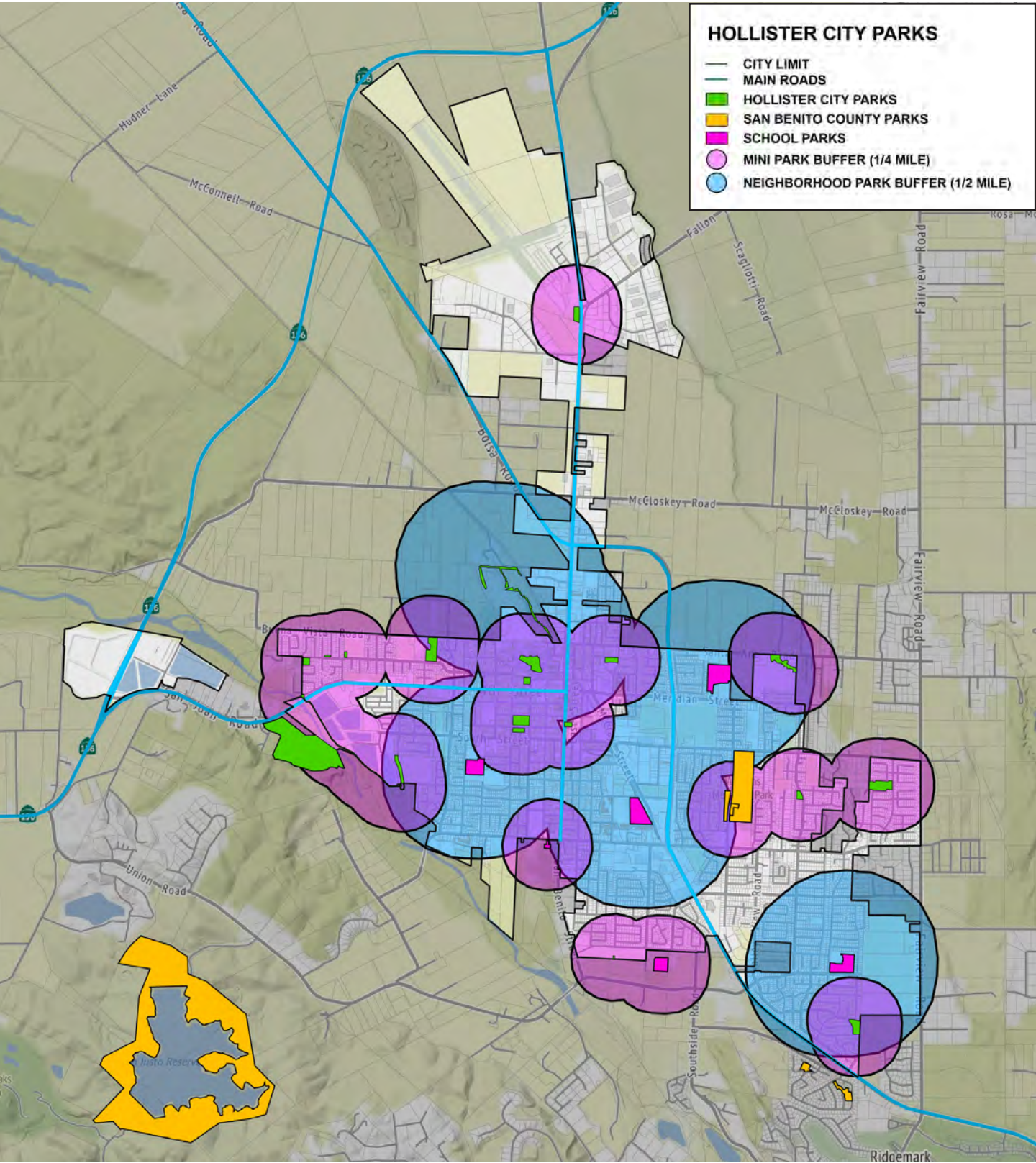


Figure 6.1: Existing Hollister City parks with 1/4 mile and 1/2 mile radii shown to indicate pedestrian service area

6.3 RECOMMENDED LOCATIONS FOR FUTURE PARK DEVELOPMENT

Priority locations for future park development are intended to address the “blank spots” on the map which are not currently within easy walking distance of a City park. In order to make parks part of a neighborhood and keep residents invested in using these amenities regularly, new parks will ideally be situated in central locations within each neighborhood. This may naturally be difficult within neighborhoods which are already built. In this case, infill should be considered to knit the community together via a system of mini-parks, and joint-use partnerships may be pursued in order to reach this goal.

Priority locations for future park development within City limits include:

1. Proximate to new developments in south Hollister (Homestead neighborhood area);
2. North of Maple Street and east of San Felipe Road;
3. Area near Airline Highway and Union Road (vicinity of Hollister Fire Station No. 2)
4. The neighborhoods immediately surrounding San Benito High School.

Priority locations for future park development within the City’s Sphere of Influence but outside City limits include:

5. West Hollister, north of Buena Vista Road
6. East Hollister, north of Santa Ana Road
7. Southeast Hollister, east of Fairview Road
8. North-Central Hollister, immediately south of the airport on Flynn Road, adjacent to the County Jail
9. East Hollister, west of Fairview Road, north of Hillcrest, east of Santa Ana Creek.

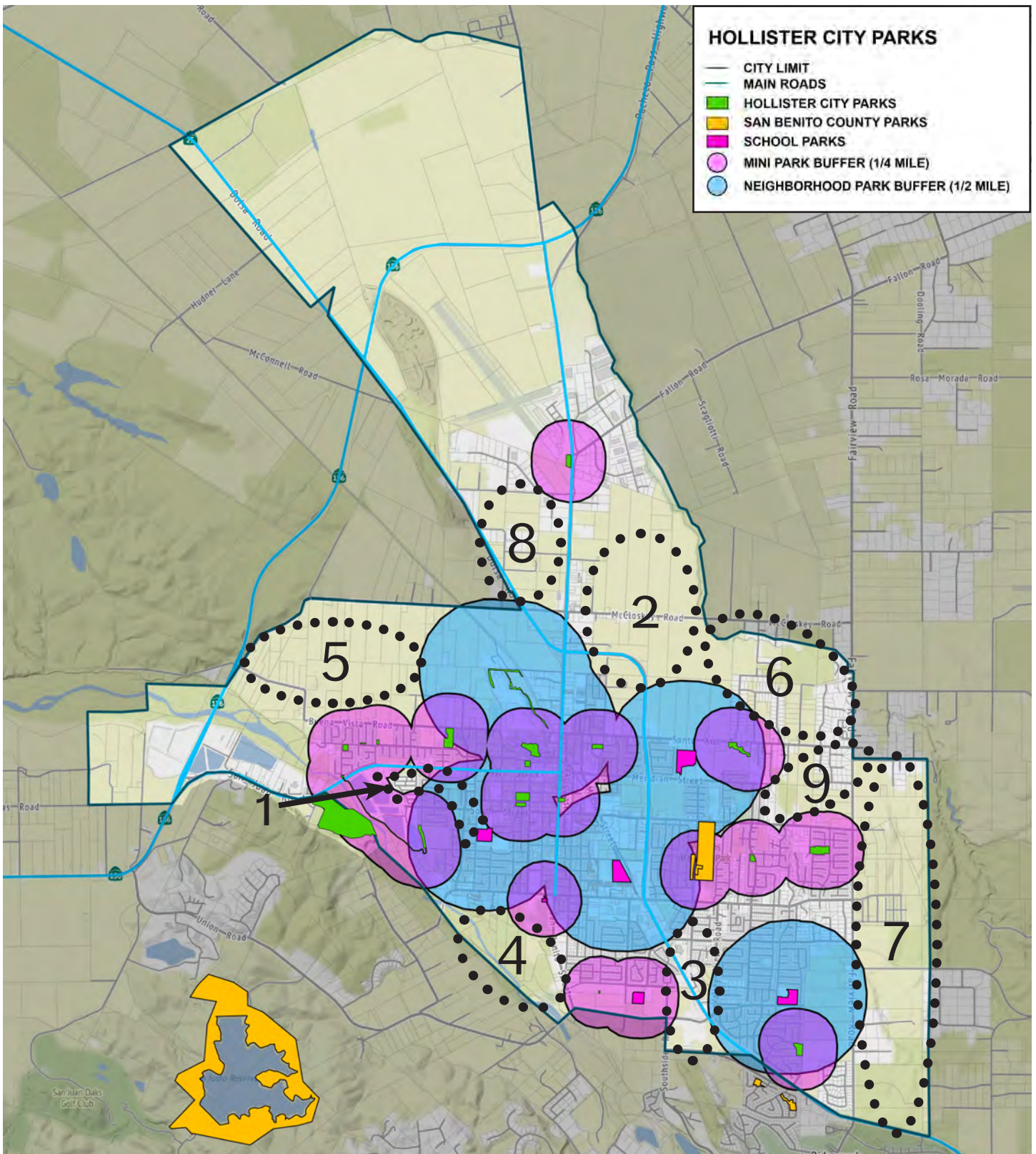


Figure 6.2: City Sphere of Influence with existing Hollister City parks with 1/4 mile and 1/2 mile radii shown to indicate pedestrian service area

6.4 DISTRIBUTION OF INVENTORY AT EXISTING PARKS

The inventory of current Hollister park facilities reviewed in Chapter 3 and summarized in Appendix B provides valuable insight into the opportunities for improvement and expansion of the existing parks within the City of Hollister system. In addition to the inventory analysis, maps showing distribution of park amenities were studied to review the geographic spread of the City's park and recreation assets. The parks system as a whole was therefore analyzed in order to determine which existing parks may be appropriate for future improvements and additional programming.

The following section includes maps which show accessibility of various specific parks amenities for Hollister residents. These assist in understanding how one neighborhood may have access to a nearby park, therefore indicating sufficient accessibility on the walking radius map (Figure 6.1), but lack amenities that would draw residents and visitors. Future parks development and ongoing improvement to existing parks must seek to provide user experiences that suit the needs of Hollister's population in order to build parks into vibrant community hubs.

Maps were created of the Hollister parks system highlighting parks showing the following existing programming assets:

- Baseball/Softball Fields
- Sports Courts: Basketball, Tennis, Volleyball, Pickleball, etc.
- Turf Sports Fields (Soccer, etc.)
- Playgrounds
- Shade Structures
- BBQ/Picnic Amenities

Playgrounds Distribution

Playgrounds are an ever-popular feature in continued high-demand at City parks. In addition to play equipment for children, the installation of exercise equipment for adults may be considered as a future potential asset for active programming. Adult exercise equipment also provides an opportunity for adult socialization and physical activity while supervising children if the equipment is installed proximate to the playground. Providers such as the National Fitness Campaign (nationalfitnesscampaign.com), already at work in San Francisco, may be suitable partners for development of adult outdoor fitness courts.

The distribution map indicates the central portion of the City lacks park playgrounds within walking distance to residents. The public survey results indicated support for play equipment which has been installed at new parks and as part of park renovations. The City will proceed with system-wide ongoing play equipment updates to ensure safe, usable playgrounds for its residents. The public also indicated concern about recycled rubber loose safety surfacing. This material should be avoided in future retrofits and new projects. Preferred impact-attenuating safety surfacing for playground equipment includes rubber safety tile surfacing.

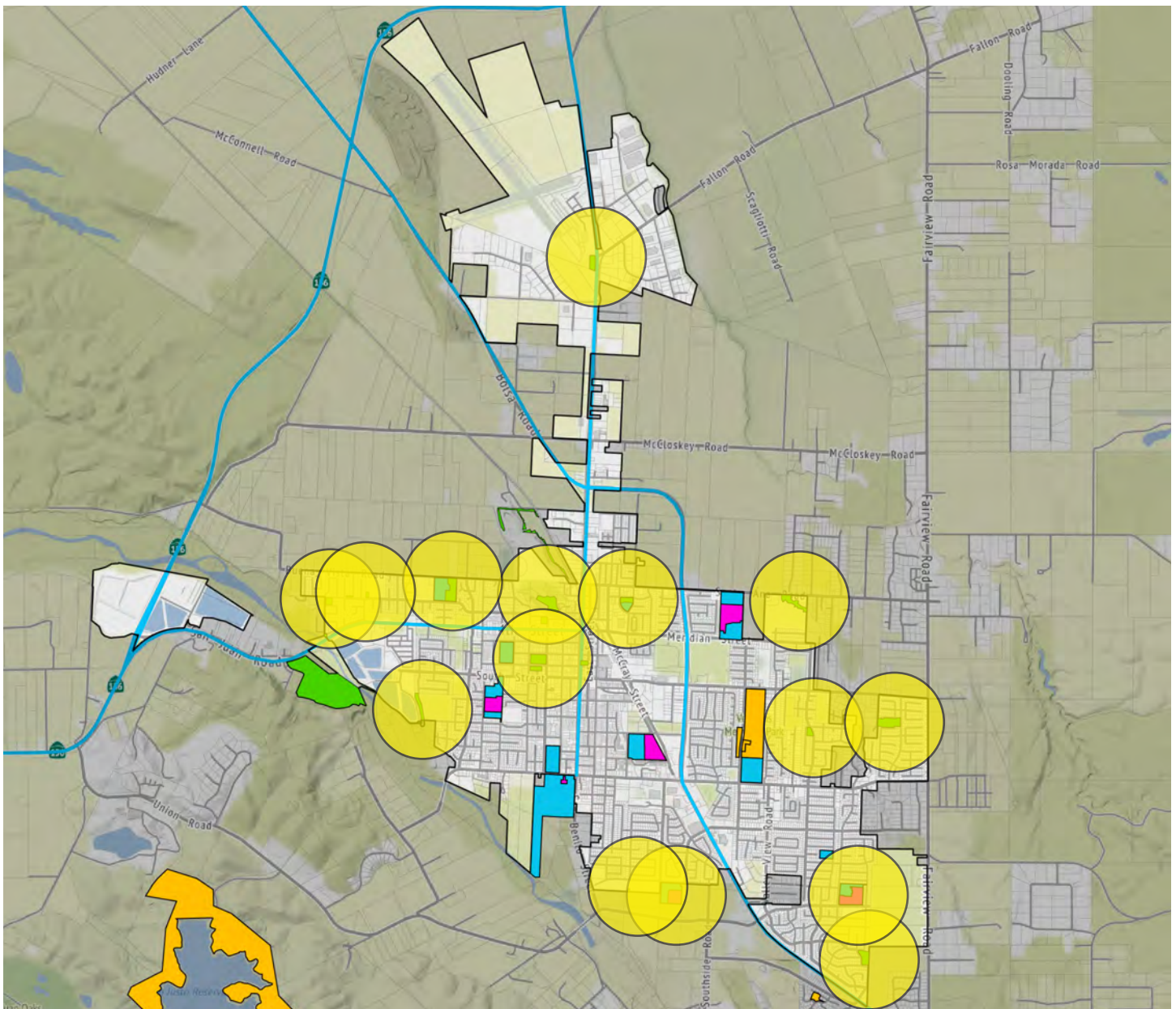


Figure 6.3: Playgrounds Distribution Map

Turf Sports Fields

Sports fields are a popular traditional element of municipal parks and recreation facilities. These may be single-use fields, such as soccer, or multi-use fields appropriate for a variety of recreational sports activities. The amenity distribution maps shows only County and School District owned parks within the City currently include formal sports fields. The majority of City-owned parks do feature open turf areas appropriate for informal recreation (these are not called out on the distribution map).

While the City may choose to develop formally programmed sports fields of its own in the future, the City residents are currently well-served by existing facilities. It will be important to effectively manage joint-use agreements and recreation league sports in order to maintain full use of the fields. The master plan for the development of the Water Reclamation Recreational Facility may also include one or more soccer field to support City programming options.

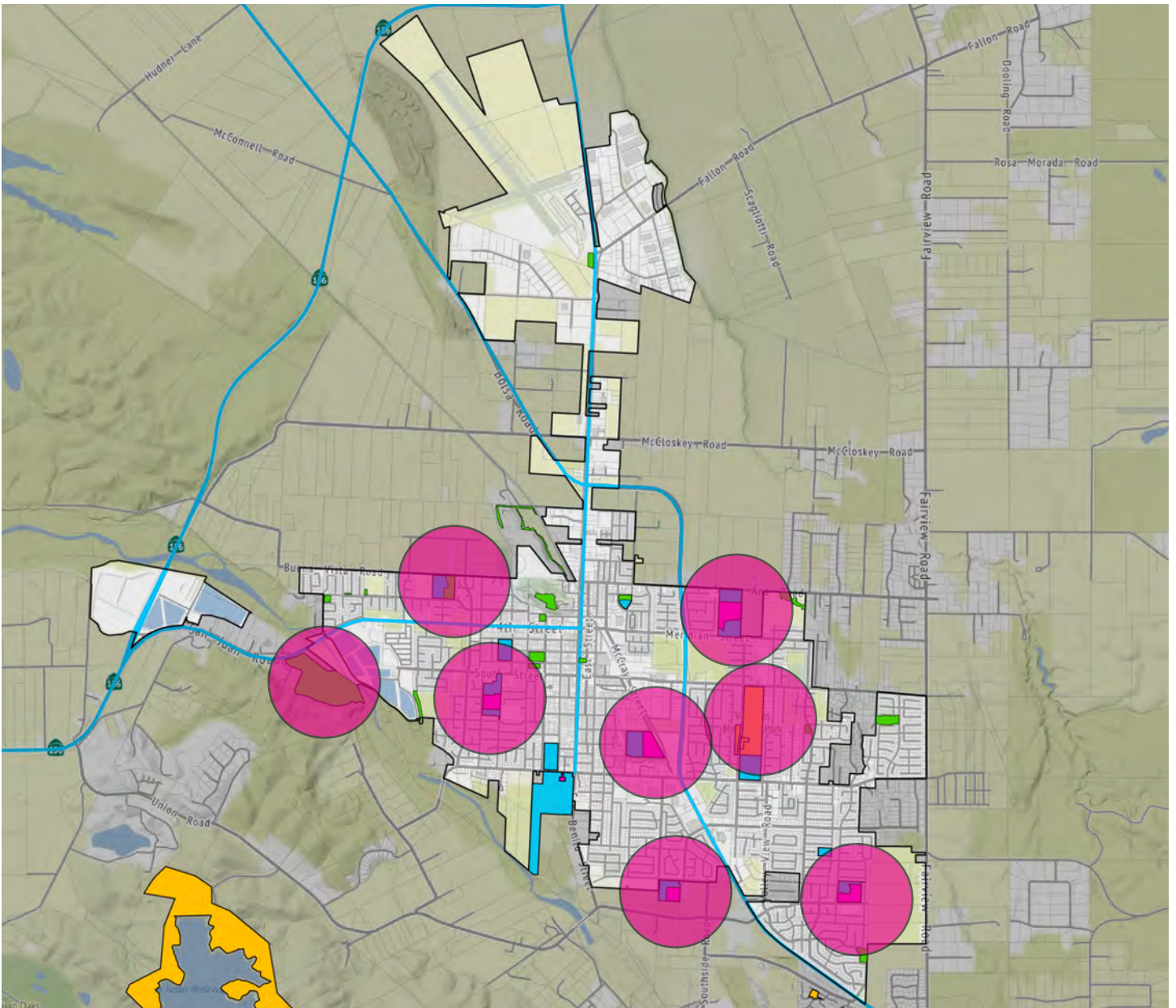


Figure 6.4: Turf Sports Fields Distribution Map

Baseball/Softball Diamonds

Baseball and softball diamond fields offer opportunities for a variety of sports leagues including members of all age groups. San Benito County PAL currently supports a Junior Giants youth baseball program, and the City currently offers adult softball leagues. All of the County and School District owned parks within the City currently include formal baseball/softball diamond fields. In addition to these, Vista Hill Park and Dunne Park include diamond fields.

The City may choose to prioritize maintenance of its existing diamond fields, along with supporting the joint-use agreements which make use of County and School District fields possible, in lieu of committing funding to developing new ball fields. The master plan for the development of the Water Reclamation Recreational Facility may also include one or more diamond field to support City programming options.

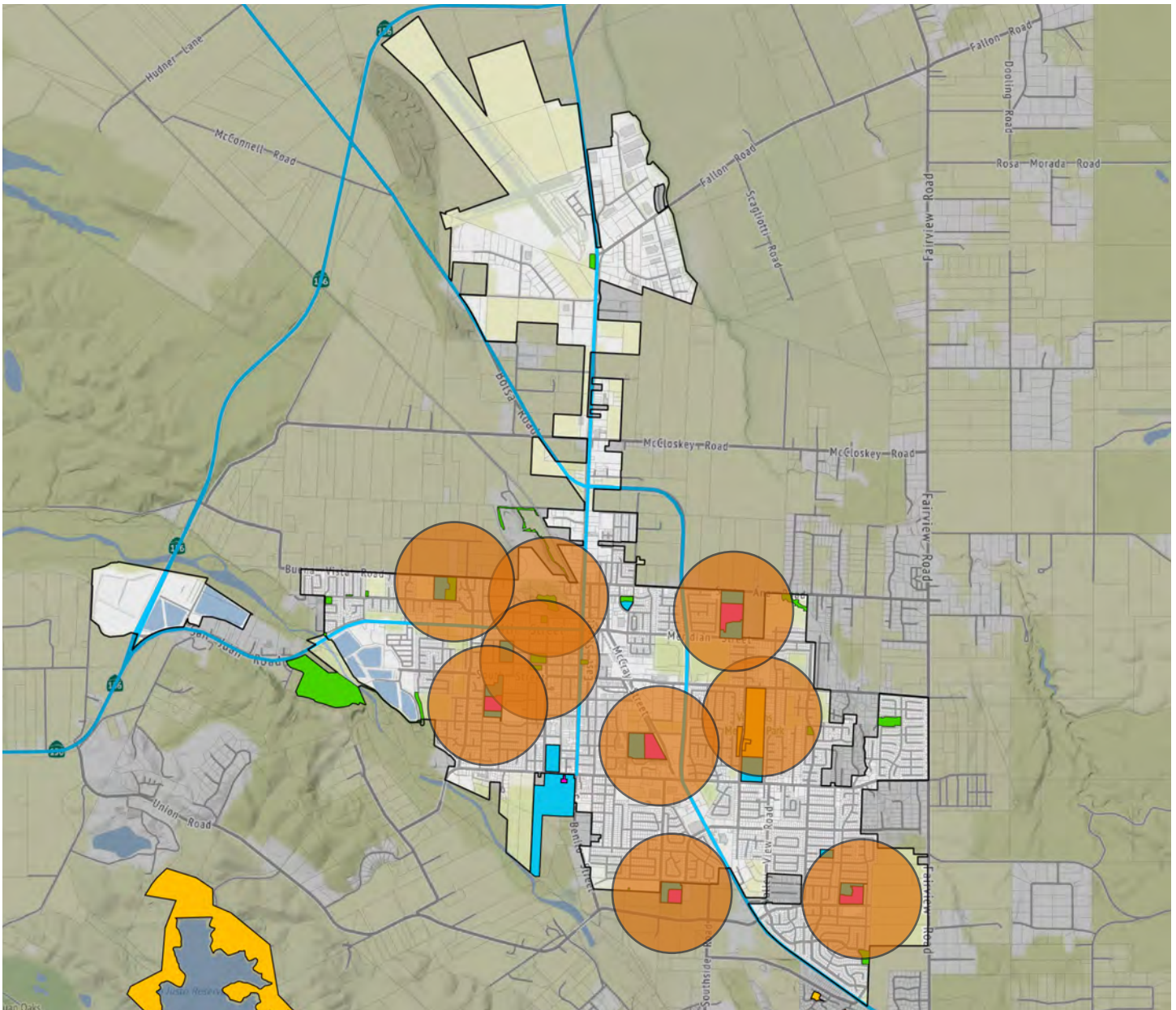


Figure 6.5: Diamond Fields Distribution Map

Sports Courts: Basketball, Tennis, Volleyball, Pickleball, etc.

Sports courts, such as basketball, tennis, volleyball, and other courts, provide lifetime sports options to City residents. In particular, recent trends popularizing the sport of pickleball have created extra demand for court space, making the improvement of existing and addition of new sports courts a high priority for Hollister residents. The City currently has recently refinished tennis courts at Dunne Park and a basketball court at McCarthy Park. Neighborhood/School Parks provide additional basketball and volleyball court options.

Sports courts are an important part of City parks programming and should be continued to be constructed at both new and existing City parks to provide recreational opportunities for the citizens of Hollister. Existing tennis courts and basketball courts should continue to be refurbished and resurfaced in order to support ongoing use. Further, tennis courts may be striped for pickleball, such as striping a court for multiple uses doubles its ability to draw users. Additional courts may be developed at McCarthy Park, Valley View Park, and within the proposed development of the Water Reclamation Recreational Facility.

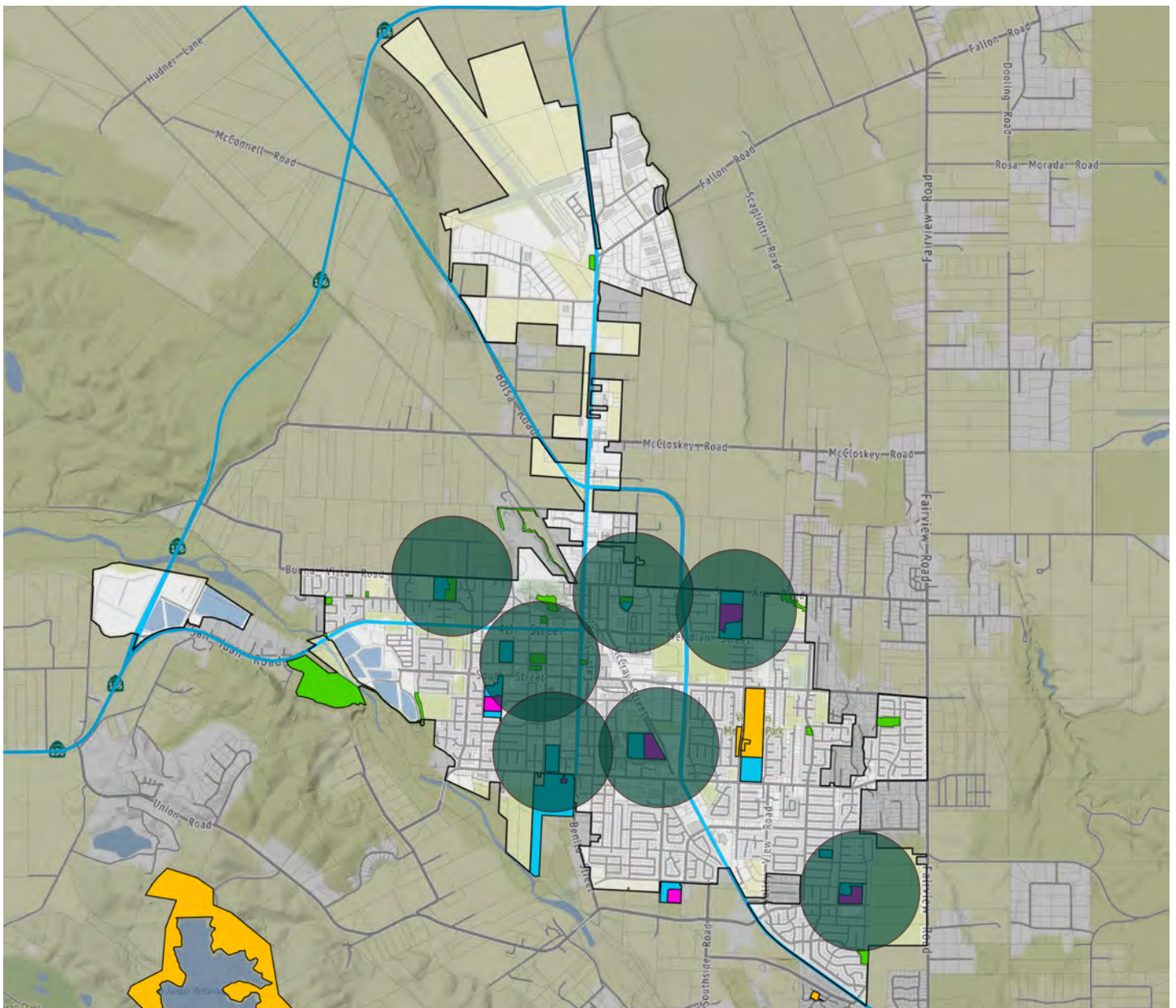


Figure 6.6: Sports Courts Distribution Map

Passive Recreation: Shade Structures, Picnic, and BBQ Areas

Passive recreation facilities offer valuable benefits to the population surrounding each park. In addition to beautifying a park, shade structures and picnic amenities encourage visitors to stay longer at parks. This increases the physical presence of park users and promotes positive recreational use of parks. These amenities entail varied cost, construction timelines, and maintenance requirements. Shade structures are a valuable amenity that provides protection from the Central California weather and reduce sun-related health risks. Especially around play structures, adding shade can reduce skin cancer in children.

Shade structures are of particular importance at newer parks that do not have sufficient shade cover yet due to immature trees. It is important to offer both group and individual picnic areas where acreage allows in order to maximize the passive recreation potential of the City's parks.

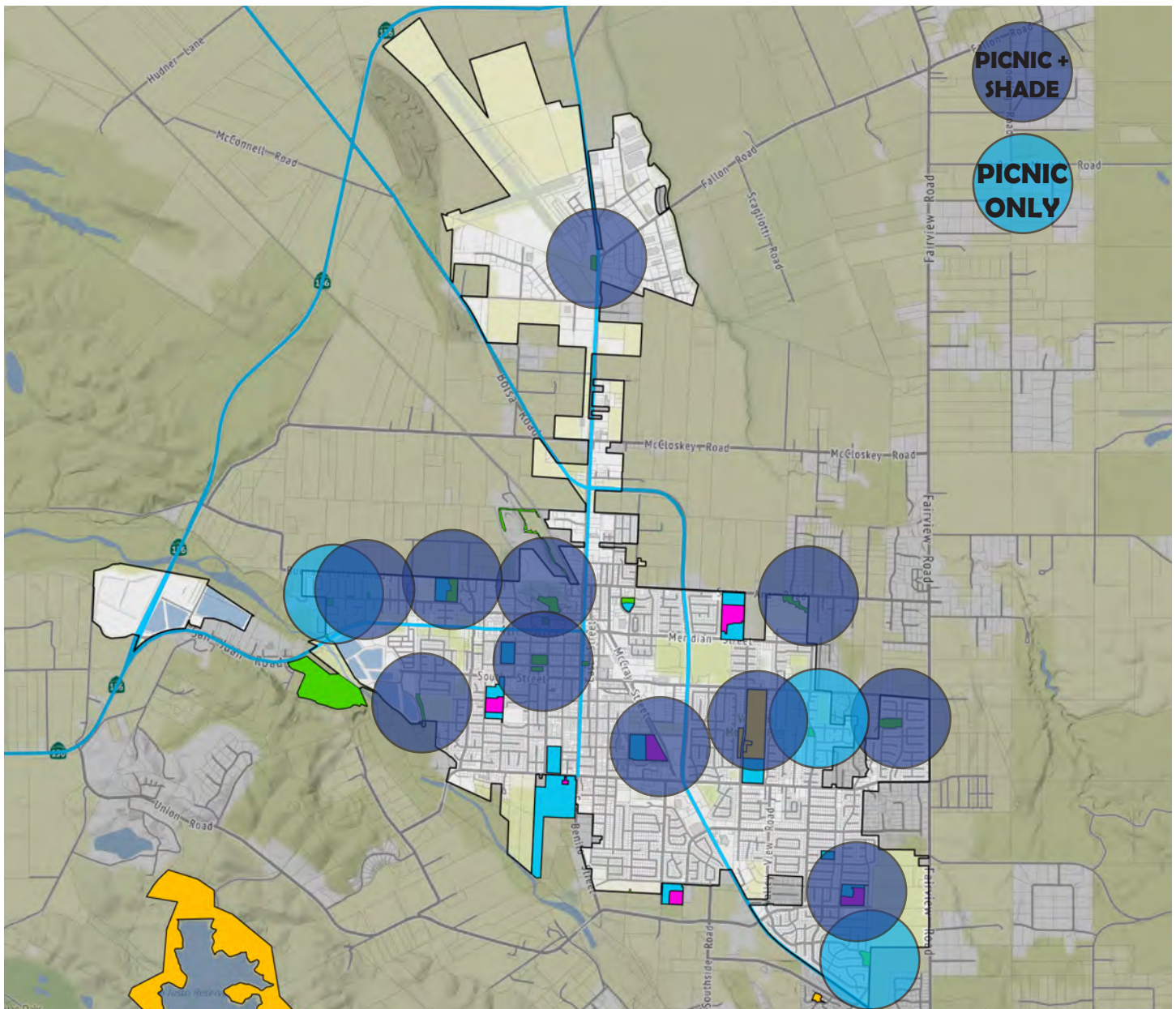


Figure 6.7: Passive Recreation Distribution Map

6.5 RECOMMENDED PARKS PROJECTS

The City should prioritize completion of existing parks projects in order to demonstrate investment in existing assets. Many present City parks may offer opportunities to include recreation amenities that are highly desired by the public. Both Vista Park Hill and McCarthy Park, centrally located within the City, have Master Plans approved which would improve park conditions and add recreational opportunities for citizens. For example, the 2009 Master Plan for Vista Park Hill includes amenities such as a fenced dog park, frisbee golf area, walking trails, and improved play options for children. These items are all high-priority items for future development, and the approved plans filed with the City place these at the top of this Master Plan's recommendations for completion.

The following table includes an itemized list of amenities to be prioritized for inclusion at specific existing City park properties. These parks were selected due to geographic location, amenities currently offered, and needs identified in the community survey analysis. Existing conditions at each park were also a factor, and selection included review of the inventory matrix (Appendix B) to assess parks most in need of specific improvements. All City parks should be continually monitored for compliance with safety and best practices impacting usability of the park. In other words, a park which has a specific amenity as of the writing of this document should be monitored regularly into the future to ensure that amenity continues to serve the community in a safe manner. The parks below have been selected as high-priority locations for the indicated improvements in park amenities.

Priority Recommended Amenities to be Added to Existing City Parks					
Recommended Park Amenity	Dunne Park	Jerry Gabe Memorial Park	Las Brisas Park	Tony Aguirre Memorial Park	Valley View Park
BBQ/Picnic Area		X	X	X	X
Security Lighting	X	X	X	X	X
Shade Structure	X	X	X	X	
Drinking Fountain	X				
Playground Equipment for 2-5 Year Olds		X			
Playground Equipment for 5-12 Year Olds		X			
Basketball/Tennis Court		X	X		X
Flower Garden			X	X	
Public Art	X	X	X	X	X
Walking Path		X			
Dog Park				X	X
Adult Exercise Equipment	X	X	X	X	X

Table 6.2: Recommended park amenities identified for specific priority existing City of Hollister parks

McCarthy Park: Example Concept for Proposed Amenities

Given its central location and highly visible location in a residential neighborhood, McCarthy Park could become a prominent neighborhood gathering space. McCarthy Park has been earmarked for improvements in the future; this set of recommendations expands upon existing plans.

Proposed development at McCarthy Park includes upgrading all present playground features and refinishing the basketball court. An additional sports court may be added to provide expanded recreation opportunities to park users. The eastern portion of the park is a demonstration garden area, providing educational outreach to the school community and the neighborhood at large. This area may also include plots for a community garden. An additional sports court may be added to provide expanded recreation opportunities to park users.

A central area with shade structure, tables, and benches will support neighborhood picnics and outdoor education classes from the adjacent school facility. A loop path around the park may also include outdoor fitness stations. Finally, an investment in low “trap” fencing along the north, west, and east borders of the park will increase the perceived and real safety of the space, shielding children and balls from going into the street.

Recommended Facilities

- *Upgraded Playgrounds with Shade*
- *Splash Pad for Water Play*
- *Restroom*
- *Basketball or Tennis Court*
- *Adult Exercise Equipment*
- *Water Conserving Demonstration Garden*
- *Community Garden*
- *Picnic Facilities/Shade Structure*
- *Addition of 4’ “Trap” Fencing Along Roadways*

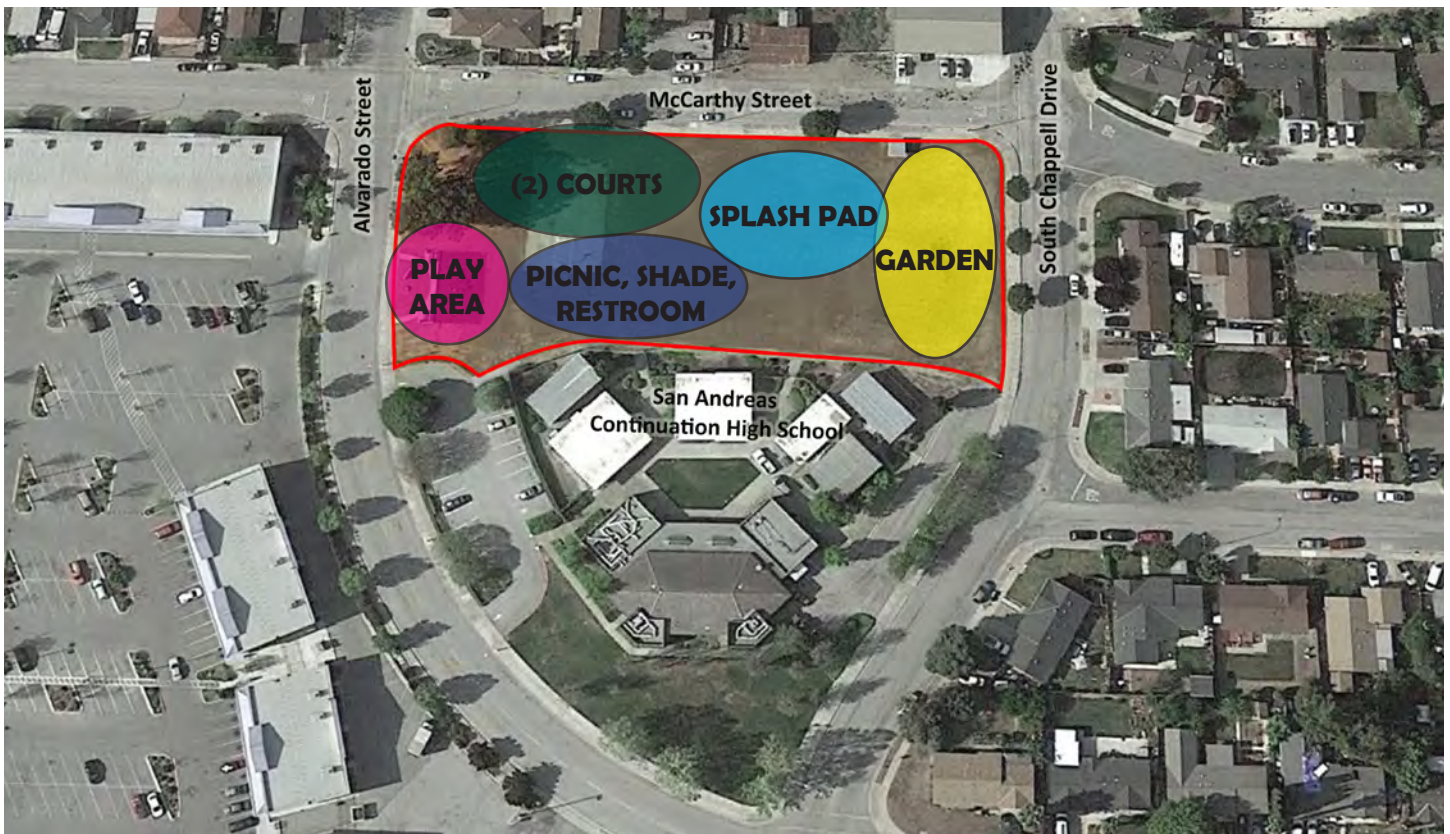


Figure 6.8: McCarthy Park Location and Recommendations

Dog Park at Valley View Park

Construction of a dog park at Valley View Park is recommended in conjunction with the park's expansion. The park is tentatively planned for expansion as part of the Roberts Ranch development, which would expand the park to the east by approximately 2.54 acres.

In coordination with other developments recommended at Valley View Park, such as construction of restroom facilities and sports courts, a dog park at this location will contribute to creating a vibrant hub for the community in the center of a densely-developed part of the City.

Recommended Facilities

- *Drinking Fountain with Dog Bowl Attachment*
- *Dog Waste Bags*
- *Garbage Receptacles*
- *Shaded Seating Areas*
- *Separate Small Dog and Large Dog Fenced Areas*
- *Double-gated Entrance Points*
- *Regulatory Signage*

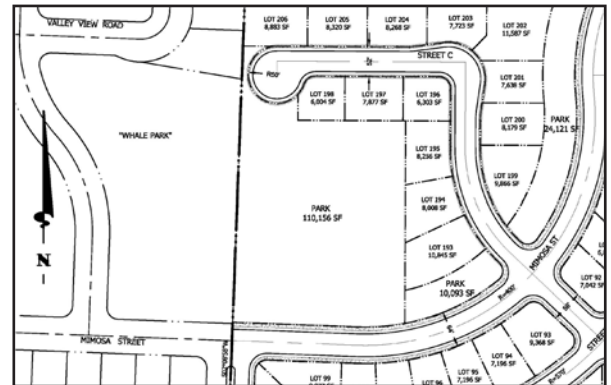


Figure 6.9: Valley View Park Dog Park Location Following Park Expansion

Pedestrian Connection to Water Reclamation Recreational Facility

The Water Reclamation Recreational Facility is currently very difficult to access by foot. In order to make the park accessible to pedestrians, promote non-vehicular transportation, and to link the park to housing developments to the east, this Master Plan recommends construction of a pedestrian bridge.

The pedestrian bridge will cross the San Benito River bed to the east of the Community Park. Access should be open to bicycle and pedestrian traffic. A connecting river trail running along the east bank of the river bed is currently being planned by the City (and is included as a recommendation in this Master Plan) to link the pedestrian bridge back up to 4th Street and the surrounding community. Future expansion may include access to the regional San Benito River Parkway.

Recommended Facilities

- *Non-vehicular Bridge for Use by Pedestrians and Bicyclists*
- *ADA Accessible Trail on the Eastern Side of the Riverbed to Connect the Pedestrian Bridge to Surrounding Neighborhoods*



Figure 6.10: Pedestrian Connection to Water Reclamation Recreational Facility Location and Context

Leatherback Property Recreational Development

The property popularly referred to as the “Leatherback” property is located in Central Hollister at the intersection of Hillcrest Road and McCray Street. The property is in the shape of an hourglass and includes properties between 111 Hillcrest Road and 901 McCray Street. The immediately surrounding land uses are industrial, but dense residential subdivisions lie just beyond to both the east and west.

This property’s central location and accessibility to major thoroughfares make it a contender for a future site of centralized City recreation facilities such as a community recreation center with youth and/or senior facilities, sports fields such as softball, soccer, basketball, or tennis, and a walking loop along the perimeter.

Recommended Facilities

- *Recreation Hall*
- *Softball Field(s)*
- *Soccer Field(s)*
- *Basketball Courts*
- *Tennis Courts*
- *Walking Loop*
- *Group BBQ and Shaded Picnic Area*



Figure 6.11: Leatherback Property Location and Context

Hollister Fire Station No. 2 Park

Hollister Fire Station No. 2 is located in south Hollister at the intersection of Union Road and Airline Highway. The Station is surrounded by property zoned for “Public” use. Development of a park and recreation space in this area for the benefit of the public would be permitted per the Public Facilities Zoning District currently in place.

The proximity of the proposed park space to the Fire Station provides several unique opportunities. First, there is an opportunity for partnership with the Fire Department in coordinating youth or other programs at the location. Residential neighborhoods stretch to the south and east of the property, so a park at this location would fill a gap in service and extend the amenities accessible to residents within walking distance of their homes.

Moreover, Fire Department personnel would be able to use the park for exercise and make use of amenities such as outdoor exercise equipment and a walking/jogging loop. This site is an ideal opportunity to pursue a partnership with the National Fitness Campaign to construct outdoor exercise equipment.

Recommended Facilities

- *Outdoor Fitness Equipment Circuit*
- *Walking Loop*
- *Group and/or Individual BBQ and Shaded Picnic Areas*
- *Basketball Court(s)*
- *Public Art Along Airline Highway*

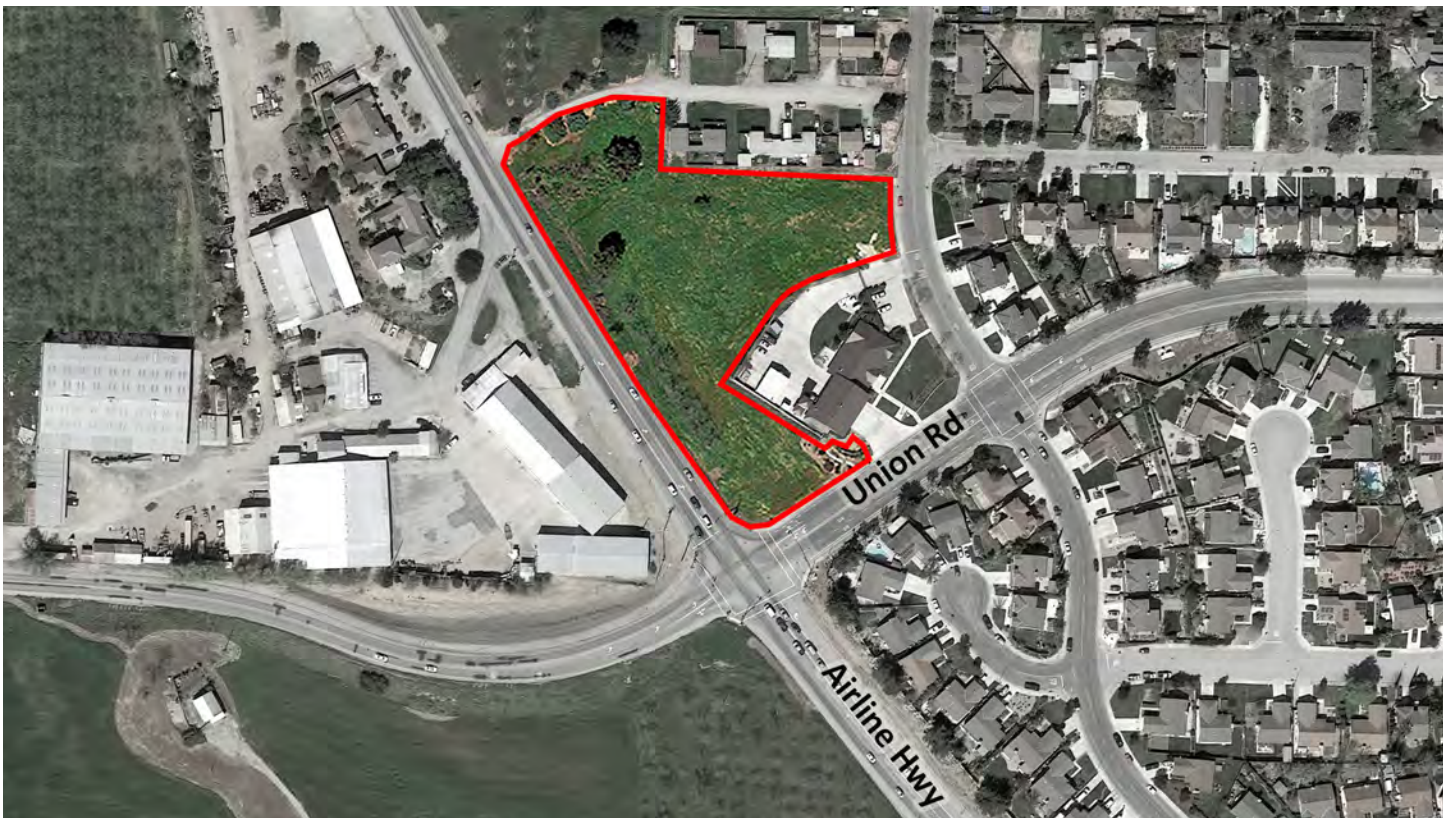


Figure 6.12: Hollister Fire Station No. 2 Park Location and Context

Santa Ana Creek Linear Trail

Santa Ana Creek runs through several neighborhoods in east Hollister. The Creek bed provides opportunity for infill development of linear trails to not only provide exercise opportunities to residents of this area of the City, but which also link these areas via a non-motorized transportation route.

The Santa Ana Creek trail could also be expanded further north in future phases, pending development patterns, to provide a signature pedestrian and bicycle-friendly trail. The trail may be developed with educational signage regarding natural features along the creek bed and should feature benches and shaded areas so that trail users have places to stop and rest.

Recommended Facilities

- *Regulatory Signage*
- *Traditional or Pervious Concrete Trail at Least 8' in Width to Support Pedestrians and Bicyclists*
- *Benches*
- *Educational Signage*
- *Shaded Areas (Trees or Small Shade Structures)*
- *Clear Signage at Streets Communicating Trailhead Locations to Vehicular Users*
- *Provision of Clearly Marked, ADA Accessible Roadway Crossings at Trailhead Locations*

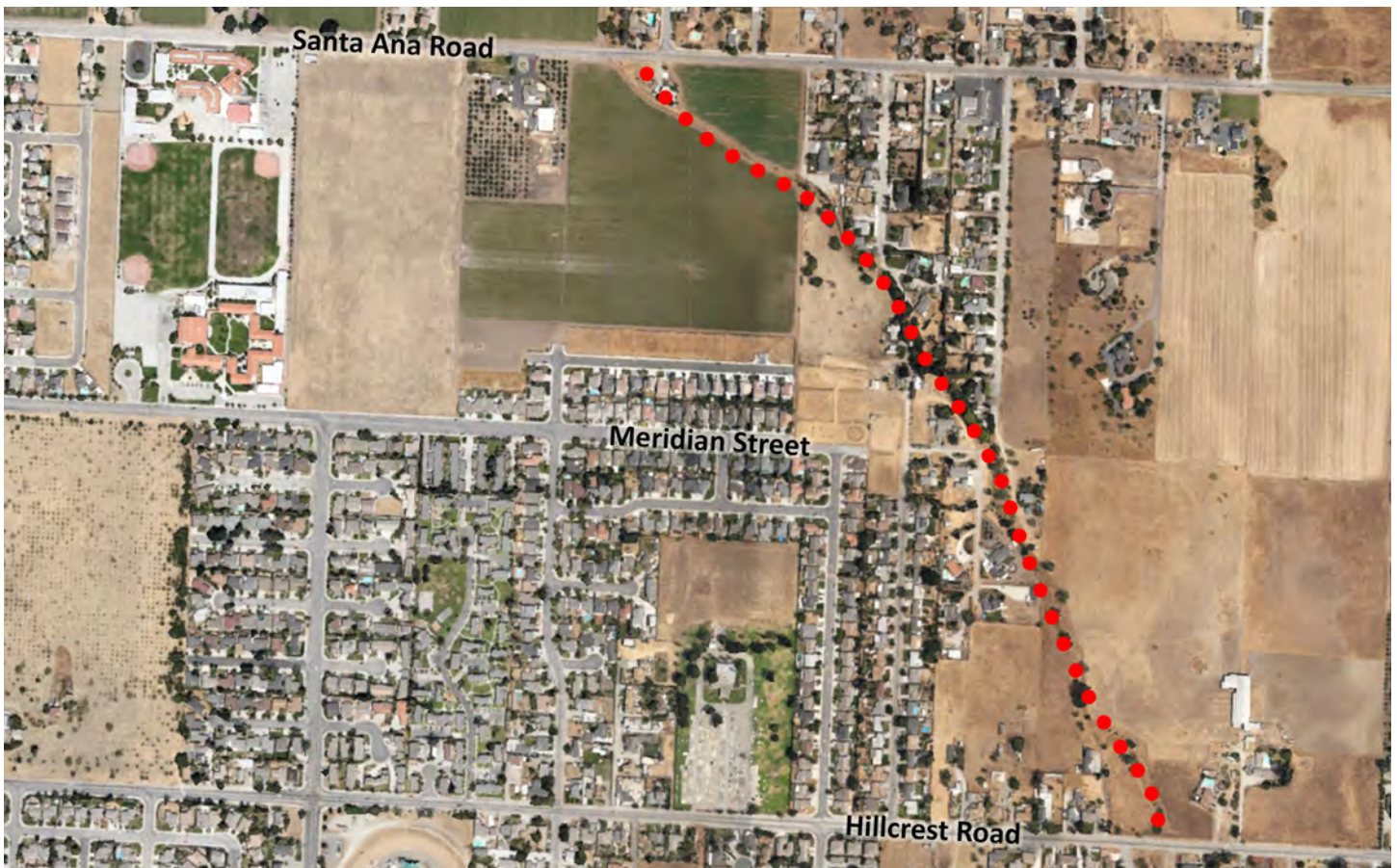


Figure 6.13: Santa Ana Creek Linear Trail Phase 1 Location and Context

San Benito River Trail: Buildout per 2008 Planning Documents

This recommended project includes construction of a trail along City-owned property adjacent to the San Benito River. Construction of this trail would not only add valuable walking and biking trails to the City of Hollister, but would also establish a safe route for non-vehicular users to access Water Reclamation Recreational Facility via the proposed pedestrian bridge connection.

Preliminary planning and engineering documents were completed for this project in 2008. At that time, the trail was estimated at 4,800 linear feet in length. Completion of this project will contribute to achieving a longstanding trails project for the City. This section of trail also fits within the San Benito River Parkway Master Plan's goals under improvements proposed for "Reach Three" within that plan.

The multi-use trail should be at least 8' in width in order to provide safe use for bicyclists as well as pedestrians. The trail should include shaded seating areas with benches at regular intervals (every ¼ mile is sufficient). Educational signage about the natural or historic context of the site may also be integrated into the trail. The 2008 plan indicates trail access via Apricot Park as well as a parking area just north of the bridge over 4th Street.

Recommended Facilities

- *Regulatory Signage*
- *Traditional or Pervious Concrete Trail at Least 8' in Width to Support Pedestrians and Bicyclists*
- *Benches*
- *Educational Signage*
- *Shaded Areas (Trees or Small Shade Structures)*
- *Clear Signage at Access Points to Indicate Trailhead Locations to Vehicular Users*
- *Provision of Clearly Marked, ADA Accessible Roadway Crossings at Trailhead Locations*



Figure 6.14: San Benito River Trail to Water Reclamation Recreational Facility Pedestrian Bridge

6.6 AQUATIC FACILITIES

One of the most important amenities in a community where summers get warm is an aquatic facility. These facilities come in a variety of sizes, shapes, and uses, from lap pools, to “learn to swim” pools, diving pools, zero entry beach type pools, and those that are used for competition (swimming/diving/water polo). Sites typically vary from three acres for a single-pool facility with medium-sized parking lot to nearly ten acres for facilities with multiple pools, snack bars, and large parking lots. The Morgan Hill Aquatics Center facility is eight acres in size. For most cities, the goal is to build a community owned facility that is built and operated by the City. While this gives control of use to the City, it also requires the City to fund the operation and pay for all staffing costs.

With very few exceptions, aquatic facilities lose money. For those facilities that operate only seasonally, the long term capital costs can be as expensive as those that operate all year. Some cities have been able to include an aquatic facility in the development fee program, usually related to the “growth causes” of development. Without development fees, most cities have to rely on a bond or tax to build an aquatic facility.

Once built, the City has to also develop a long-term maintenance and operation funding source. Part-time program staff and hourly costs can be recovered through fees and charges; however, most City Councils want to make swimming available to all and as a result, the low fees actually charged rarely cover program costs. Most cities have to fund the maintenance, chemical, utilities and capital replacement out of the general fund or a citywide maintenance tax. In short, aquatic facilities cost a lot of money - forever!

Joint Use Agreements

One way that many communities build and operate aquatic facilities is to build and operate a joint use facility with a school district. Since most high schools have a swimming pool as a part of their design, many cities join in the venture either by sharing the costs for construction and operation or by paying to enlarge the pool to a size larger than the school was going to build (e.g. building an Olympic size pool). The advantages to the City are in the reduced cost to construct, and reduced costs to maintain. The major disadvantage to the partnering City is that use by the City is curtailed as a result of the partnership. Should a City decide to “joint build” with a school district, there needs to be an agreement up front as to cost sharing for construction and operational costs. There must also be an agreement on hours of use, and an agreement as to who will determine how/when outside user groups will use the pool.

Unless the City of Hollister has all the money needed to construct as well as fund the lifetime maintenance costs of a sole City facility, this Master Plan strongly recommends pursuit of a joint use pool. Here are some typical project experiences and best practices to overcome the challenges of construction and maintenance:

Adding City money to school district money to build a larger pool will usually create a situation where there is adequate use for both agencies, many times at the same time. If building a larger pool, then there should be agreement up front that during after school hours (e.g. after 3:30 pm), at least part of the facility is available to the City (except during scheduled meets), and then at a later time (e.g. 6:00 pm) the entire facility is available to the City. The City should also have first use on weekends and during school breaks.

A joint use facility will require more shower/restrooms as the code for providing such for a public use (City) is more than as an educational institution. When possible, the school shower/restrooms should be built based on the needs of the school, with the additional requirements be met through a stand alone City shower/rest room facility. This allows the City to have their own shower/restrooms, lockers, storage, and offices. These additional facilities are not needed by the school and are only used by, and under the control of, the City. In the event the venue hosts large competitive swim meets, then participants may use the school facilities too. This model does, however, keep storage and offices separate. A joint use agreement using this model will need to agree which party maintains the City facility, which can successfully be done by either or both staffs, or contracted out.

A written joint use agreement will need to be in effect between the city and school and should cover such things as times of use, responsibilities for cleaning, repairs, scheduling, and capital repairs. As a joint use partner, it is in the City's best interest to agree to pay a percentage of capital costs as a way to make sure the school keeps the facility up. Also, the City may want to take the lead in scheduling the facility for outside user groups (typically, school districts prefer not to hold responsibility for coordinating with outside competitive swim teams). Having City staff assist with scheduling the facility outside of school hours brings added value to the school district and is another way the City can be a good partner.

Concession stands may pose challenges which should be included in the joint use agreement. Concession stands are an important component of an aquatics facility and should be run by the school district in a joint use scenario. School groups may be able to use the concession stand for fundraising during City-sponsored swim meets and other events. If the school decides not to sell concessions, then the City should have the right of first refusal before the school contracts it out.

Competitive swim teams are usually an issue to be addressed within the joint use agreement. One way to get ahead of the game is to invite independent competitive swim teams into the discussion at the very beginning of the process to negotiate time for their use of the facility. These teams usually serve few people and should be required to pay their cost for use of the pool. If that is an expectation from the very beginning, it will help manage how much time they use. Additionally if there are times when no one is swimming (winter) and the competitive team wants to use the pool, the agreement should require them to pay all costs as neither the school or City should have to subsidize use when private groups are using the pool.

Lifeguarding provisions during periods of use by competitive swim teams should also be stipulated in any agreement. The City should establish a standard that requires a minimum of one lifeguard on duty at all times whose sole responsibility is to lifeguard. These costs should be paid by the swim team unless it can be shared by other use in the pool.

Finally, most schools need to pass a bond to build a new school. When they do that, schools that include joint use projects usually do better at the polls, as citizens like the prospect of getting more for their tax dollar. If the school district realizes they have a better chance passing a bond for the school with a joint use pool, they may be more willing to allow more use by the City. This pattern supports school district-City joint use development of an aquatics facility, but requires a written agreement as early in the arrangement as possible so that the fundamental expectations of such a joint use partnership remain intact through the process.

In sum, unless the City has the funds now for construction as well as money to maintain, working with the school district is probably a quicker way to get an aquatics facility. The above joint use agreement points will help to make the joint use agreement work better for the City without the City bearing all the costs. Even the best joint use agreements are many times vested in the politics of School District and City leadership of the time in which they are written. **The goal of a strong joint use agreement is to get in writing an agreement that will supersede periodic trends and endure over time.**

6.7 PEDESTRIAN AND BICYCLE CONNECTIONS

The City of Hollister continues to prioritize the development of its bicycle and pedestrian infrastructure by full park build-out. The City partnered with San Benito County Council of Governments to update their 2009 Bikeway and Pedestrian Master Plan. Given the increased popularity of community walkability and the desire of residents to have options for bicycling in Hollister, the City should continue to identify and approve opportunities for expansion of multi-modal transportation systems.

Connecting parks and recreation facilities to one another will not only demonstrate the City's investment in its residents' health, but also connect the diverse programming in neighborhood, community and regional parks to residents regardless of vehicular mobility. The City has implemented bicycle routes along key thoroughfares linking Hollister to historic, cultural, and natural sites outside the City.

Future development may continue to pursue linking parks and recreation facilities within the City to this existing system. New parks would be integrated into the system as they are developed, connecting all community assets to the "web" of non-vehicular connectivity. Neighborhood/School Parks largely fall along the path of proposed bike lanes. This will provide excellent linkage for the community and for families to bicycle from home to school and to play at the park.

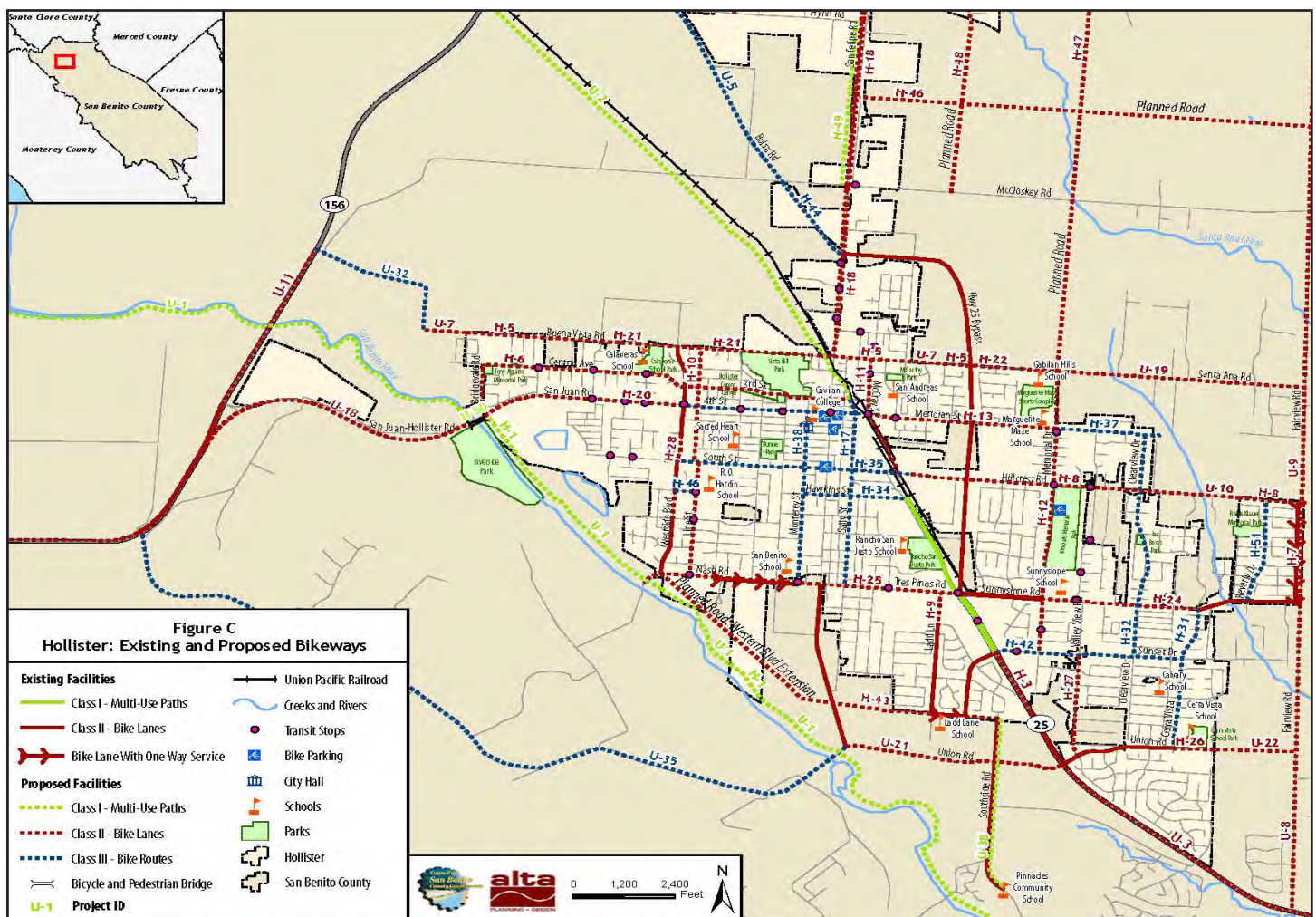


Figure 6.15: Existing and proposed bikeways within the City of Hollister, per the San Benito Bikeway and Pedestrian Master Plan, 2009

New parks will be linked to the City's bicycle and pedestrian infrastructure via formalized multi-use paths and separated bike lanes where possible. Bicycle lanes should be constructed for maximum user-friendliness and safety, including prominent directional striping and signage. Grade- or landscape buffer-separated bicycle and pedestrian networks are preferred for optimal safety. Existing parks may be integrated into the arterial bicycle network using striping and signage.

Furthermore, bicycle parking at recreational facilities could be established for the use of bicyclists. Bicycle parking/storage amenities should be placed in high-visibility areas with plenty of foot traffic and ideally with nighttime lighting, in order to deter theft. Specific guidelines for typical bikeway and pedestrian walkway design and layout should follow AASHTO guidelines and the Hollister General Plan.

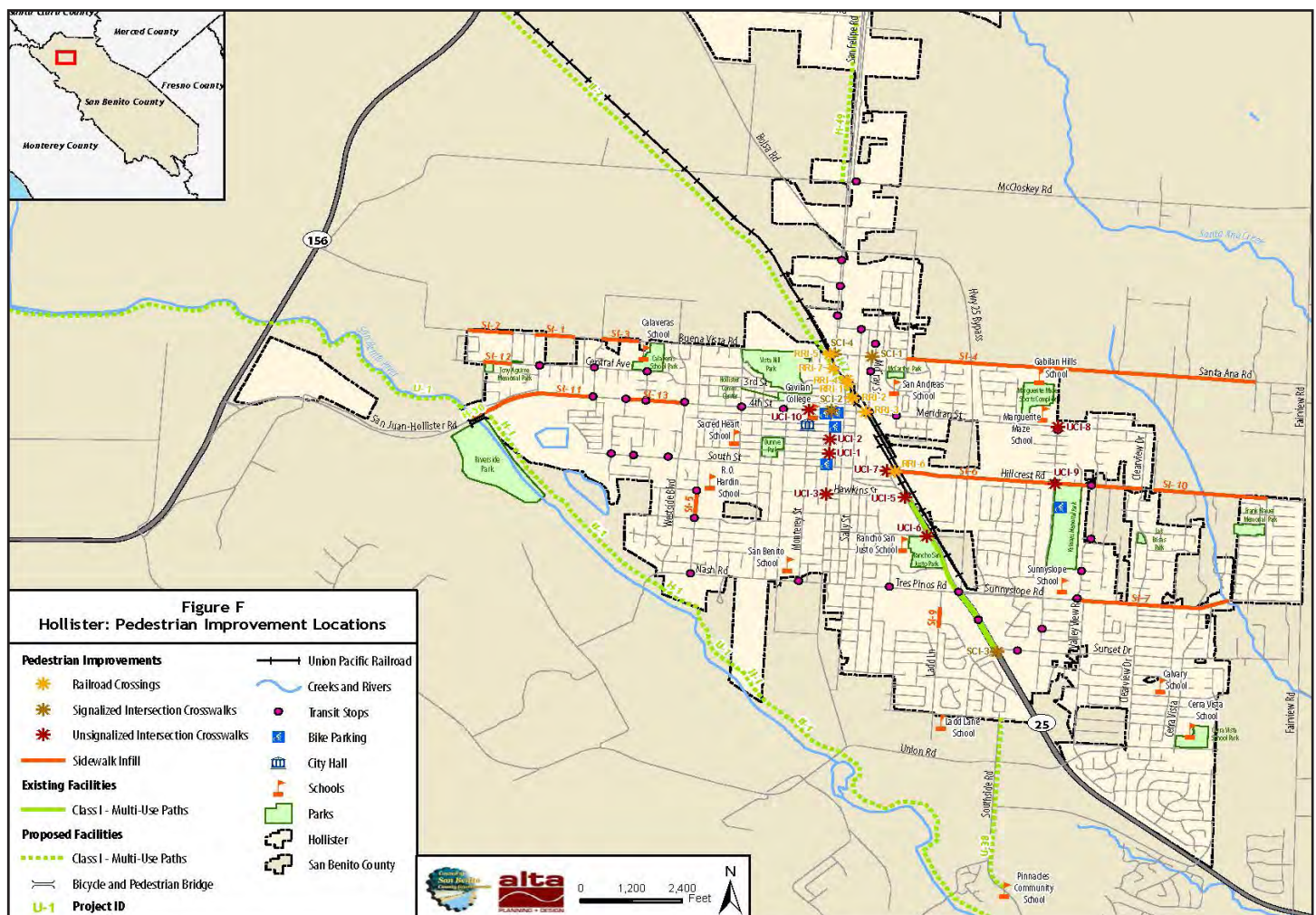


Figure 6.16: Pedestrian improvements proposed within the City of Hollister, per the San Benito Bikeway and Pedestrian Master Plan, 2009

Planning for Non-Motorized Transportation Connections to Annexed Developments

It is important to maintain connectivity of pedestrian and bicycle routes as areas within the Hollister sphere of influence are annexed into the City. In line with the goals of the City General Plan, new developments should strive to meet sustainable building and development best practices. Sidewalks should be included throughout residential, retail, and commercial developments to encourage walkability. Bicycle paths consistent with the typologies outlined in the County Bikeway and Pedestrian Master Plan should be extended to link newly annexed areas.

It is particularly important to link annexed residential developments to nearby schools and community amenities via bicycle path to create safe routes for children to walk or bike to school. Grade-separated or at-grade barrier-separated bike lanes are preferable for routes linking residential developments to schools. Crosswalks should be clearly marked, and pedestrian safety technology such as automatic or button-triggered flashing lights are recommended at road crossings near schools and other community amenities. Providing safe options for residents and their families to walk and bike between their homes, parks, and schools not only emphasizes the importance of non-motorized transit in the community, but also encourages residents to engage in a more active lifestyle. An increase in the number of residents out walking or biking in the community in turn means more “eyes on the street,” contributing to a community-based approach to discouraging criminal acts in public places.



Trail connections to newly annexed areas outside the Hollister City limits should also be installed where feasible. Two options included in the recommendations of this Park Facility Master Plan include the construction of a Santa Ana Creek linear trail and the construction of segments of trail along the San Benito River. The San Benito River Park trail contributes to connectivity between residential developments and the Water Reclamation Recreational Facility as well as to future phases of the Countywide river trail plan. The Santa Ana Creek linear trail provides recreational opportunities and connectivity amongst areas of eastern Hollister which are currently underserved by parks.

6.8 RECOMMENDED DESIGN TYPOLOGY FOR DUAL-USE STORMWATER CONTROL BASIN PARKS

Recommendations

All future dual flood control basin/park sites shall have sufficient level surface at one or more edges of the rim such that permanent site furniture or play features may be installed on-site. Dual flood control basin/park sites must feature at least enough level ground around the perimeter to support a paved walking path in order to offer recreational benefit to residents of the local community. Successful local examples of this practice include Apricot and Mirabella Park. Both of these parks, however, feature smaller than ideal areas outside the area of potential inundation. Frank Klauer is not a desirable typology as the basin portion is fenced off and therefore unusable by the public regardless of inundation.

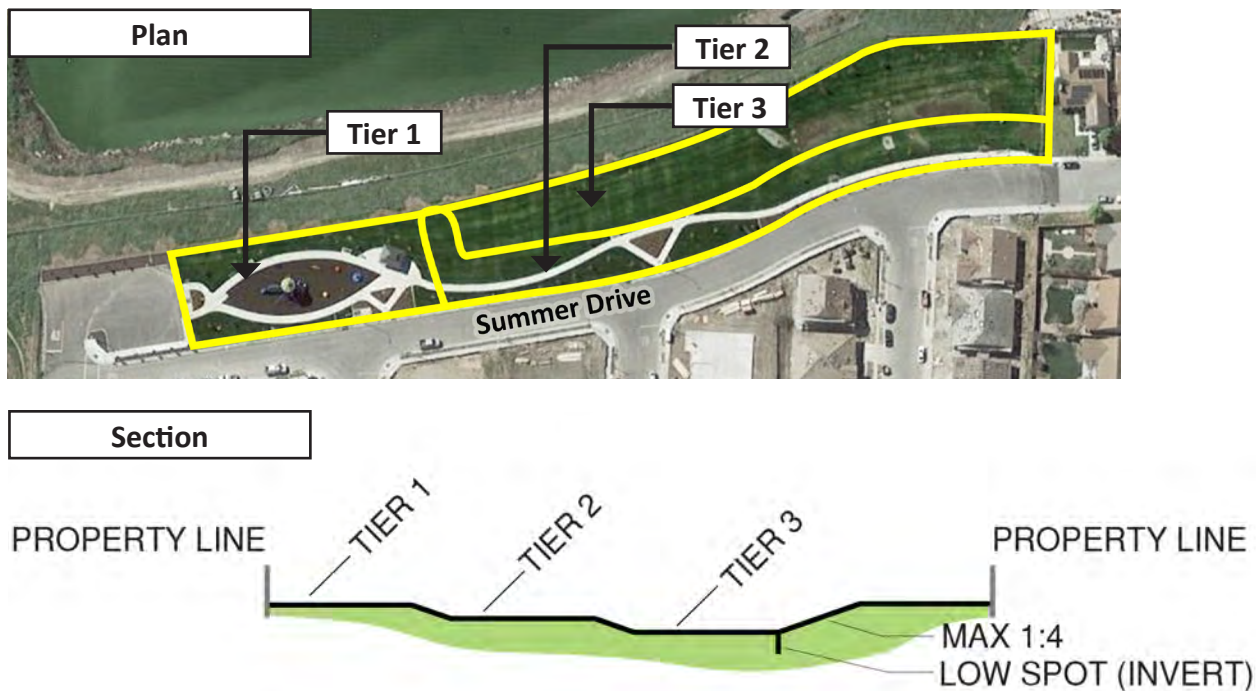


Figure 6.17: Plan and Section showing recommended design typology using tiered sections to provide adequate recreational space for future dual-use basin/park space. Future dual-use parks should maximize the square footage of Tier 1 in order to provide recreational programming which is available to the public regardless of inundation level within basin.

Further, technology exists such that the City may also consider permitting use of underground stormwater management mechanisms instead of an open basin. The area with the underground stormwater management may be topped with real or artificial turf and serve as park space. This mechanism may also be implemented in conjunction with the additional park space required per the city municipal code.

For example, if 8 residential units are being proposed on a one acre lot, there will be a requirement of a minimum of 4,000 square foot open space area for recreation activities, due to the requirement for provision of 500 square feet of open space per unit. If this development were to require a 5,000 square foot stormwater detention basin, then the city might require an underground stormwater mechanism instead of the basin and instead keep the 5,000 square feet flat, and dedicate it to open space. The design could then add this 5,000 square feet to the 4,000 square feet of open space already required for a total of 9,000 square feet of open space with an underground stormwater mechanism. Such an approach would maximize the availability of land in new developments which is available to residents for year-round recreational use.

6.9 PROGRAMMING AND FEES

Program Recommendations

Community feedback gathered from the public survey shows a desire for increased adult programming options. The respondents indicated an overall dissatisfaction with the timing and diversity of programs offered by the City's Recreation division. Residents also noted they often find classes difficult to attend or to drive their children to and from, due to the scheduled hours conflicting with the caregiver's work schedule. Altogether, these results reinforce community requests to include more diverse programming at hours that are accessible for the working population. The City will continue to strive to increase variability in the type of programming offered as well as the hours at which programs are offered to maximize user participation.

Public survey responses also indicated support of a more diverse youth/teen recreation program, to include community-building and educational options in addition to the existing sports options available for youth and teens. Provision of teen resources, particularly programming in the hours immediately after school, has been shown to provide positive impact on teens' self-awareness and ability to set goals. The City of Hollister may increase programming currently available to teens, for example, by building upon the work of the San Benito PAL programs and actively engaging teens in after-school activities.

Improvement to the community center's appeal and functionally linking community programming to Vista Park Hill may further expand opportunities for teen programming by providing outdoor spaces for socializing and gardening, providing dedicated dance practice or workout rooms for teens, and/or formalizing overlap between teen and senior programming to engage both groups. Computer literacy or other cutting-edge courses could be offered to teens as well. Partnerships between the City and other community groups would be an appropriate way to increase and diversify teen programming without placing excessive stress upon the City's staff and funding.

The City may consider expanding hours of availability for Senior amenities available at the Community Center, specifically with regard to the computers provided. Furthermore, the City will look to other providers to collaborate on senior programming. City of Hollister resources as well as local senior assisted living facilities may provide programs and meeting space for collaborative initiatives.

Programming Opportunities as a Result of Master Plan Recommendations

The proposed projects recommended for development in this Master Plan create opportunities for growth in recreation programming for the City. Below are opportunities for expansion of City programs that may be associated with the Master Plan recommendations.

Sports Programming:

- This Master Plan recommends the addition of soccer fields at the Water Reclamation Recreational Facility, plus potential locations at proposed future parks such as the Flynn Road Neighborhood Park. The addition of these fields will allow the City to locate existing soccer programming at City-owned facilities and also offers the opportunity for expansion of the soccer program.
- The recommended increase in softball diamonds (two initial diamonds at the Water Reclamation Recreational Facility, plus potential locations at proposed future parks such as the Flynn Road Neighborhood Park) provides the City with flexibility with regard to locations for hosting City-run recreation programs. The City's current baseball and softball programs currently take place predominately at joint use facilities, whereas an addition in diamond fields at City-owned parks would allow the City's programs more freedom and flexibility in scheduling and programming.
- This Master Plan recommends an increase in tennis courts at various park locations, particularly at the Water Reclamation Recreational Facility. This provides increased recreational opportunity to not only City residents who play tennis, but also to the significant constituent group which plays pickleball. Further, increasing the number of tennis courts in the City supports the ability of formal sports programs, such as the existing youth tennis program through San Benito PAL, to expand enrollment.

- Basketball courts are recommended at a number of existing City parks as part of ongoing improvements. Basketball courts are also recommended at new parks facilities. An increase in the number of basketball courts in the City will allow for the creation of an outdoor basketball league, either for youth or adults.
- The increase in outdoor volleyball courts as part of the Water Reclamation Recreational Facility and recommendations for inclusion at other parks as future funding allows provides opportunity for adult programming via outdoor volleyball leagues.

Educational Programming:

- Trails recommended in this Master Plan provide opportunities for educational programming highlighting natural systems, art, birding and wildlife, and more. This may extend from youth programming through senior programming.
- The community gardens and Low-Impact Design strategies recommended in this Master Plan provide opportunities to engage citizens of all ages in education about the natural environment and sustainable building practices.
- Construction of the recommended outdoor amphitheater at the Water Reclamation Recreational Facility will enable formal outdoor education classes to meet in the space, as well as the opportunity to support programming such as special events and festivals hosted by interest groups.

Adaptive Recreation Programming:

- Playgrounds and other recreational amenities which include Universal Design best practices will support adaptable recreation programming. For a regional reference, please see the City of San Jose's Therapeutic Recreation Program.

Community Clubs and Partnerships:

- Recommended community garden and outdoor education elements within this Master Plan support partnerships with community gardening groups, neighborhood associations, and academic institutions. These partnerships may include the group's periodic use of the space for outreach programming or ongoing partnerships to support the maintenance of each site.
- Dog parks constructed at City parks are appropriate venues for partnerships with local enthusiast groups and also may support sponsorship programs with commercial partners.
- Construction of adaptive recreation amenities supports partnership with local and regional groups. For a regional reference, please see the City of San Jose's Therapeutic Recreation Program's webpage for a list of relevant community partnerships.

Program Fees Recommendations

Public survey feedback indicated a dissatisfaction with the fees charged for City recreation programs. Several respondents noted that fees for registration were the main deterrent from participating in City recreation programming. The City will strive to review facility user fees and charges annually or bi-annually as a part of the Cost Allocation Plan (or appropriate Plan, as determined by City staff) to consider categories of use, fees and charges, market conditions, and appropriateness of fees and charges as it relates to the adopted budget. Moreover, efforts may be made to evaluate feasibility of a program fees scholarship program to assist disadvantaged citizens to participate in community activities.

Furthermore, there were numerous comments regarding the requirement that persons seeking to rent City recreation facilities, such as BBQs and shade facilities at City parks, must provide liability insurance in order to secure reservations. This is a deterrent from renting parks facilities. For many renters, the BBQs and picnic areas at City parks are a needed resource and provide the opportunity for neighborhood parks to function as a common backyard for residents. Deterring residents who are unable to obtain liability insurance in order to rent parks facilities negatively affects both perception of the City facilities and overall use of the parks by citizens of the City. The City will strive to provide services to residents, regardless of socioeconomic class and homeownership preferences, whenever possible.

There is opportunity to update and revise the fees for program and rentals that should be coupled with an approved cost recovery program. As a part of the revision of fees, the review should include cost recovery for repair, replacement, and renovation of respective facilities as a result of use. Also, consideration of a City resident/non-City resident fee structure for programs and rentals could increase revenue without having to expand program costs.

Recommended Fee Structure

Priority needs for updating user fees within the City of Hollister parks system include:

1. Establish approved cost recovery policy for parks fees.
2. Complete a fee study.
3. Move to “in-City fees” for City residents and “out-of-City fees” for all users from outside the City (currently exists with regard to recreation program pricing).
4. Establish higher fees for park uses that generate commercial income for the event organizers.
5. Introduce phased policy for fee updates in order to spread fee increases over several years.
6. Allow for yearly cost of living increases to fees.

The fee structure associated with the City of Hollister’s parks and recreation assets should be based on clear governing expectations set forward and approved by the City’s governing bodies. It is with this basis that the priority for updating parks fee structures should be led by an approved cost recovery policy based upon a detailed fee study. This policy would take into account annual operating costs and set forward an expected return on these costs broken down by fee type. Expected return will vary based upon the results of a fee study and City leadership decisions, but an example model for expected cost recovery through fees may look like this: 25% from typical day use and program participation fees, 25% from specialty use fees such as weddings and other events, and 50% from festivals or other large special events fees.

6.10 ANNUAL REPORTING

Recommendations

The City may consider establishing a mandatory annual reporting on the status of the goals put forward in this master plan. Parks and Recreation department staff would present the annual report to the City Council on progress made toward these goals and action items for the following year.

CHAPTER 7

Funding Mechanisms

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FUNDING MECHANISMS

“Many who are knowledgeable about funding for public parks and recreation believe that economic models for these areas are changing irrevocably, and not always for the better. Certainly this has been true at the state level, and some evidence is pointing to similar trends at the local and municipal levels as well. While recessionary pressures over the past few years led to greater efficiencies and greater adoption of business-oriented models, it also led to what many fear are permanent declines in tax-supported funding devoted to parks and recreation. Moreover, new trends, such as the infusion of private capital into public parks, the growth of public-private partnerships, and the development of privately funded and managed parks and park systems through Business Improvement Districts (BIDs) or Tax-Increment Financing (TIF) mechanisms, have caused a re-evaluation of traditional methods of funding parks and recreation through tax-supported general funds.”

National Recreation and Parks Association

7.1 CITY GENERAL FUND

The City of Hollister’s annual operating budget is \$53,000,000. The City’s General Fund is its primary operating fund. The 2017-2018 General Fund is \$21,358,952, which is a .1% increase over the 2016-2017 General Fund. 63% of the General Fund total is dedicated to Public Safety related budgeting.

The General Fund administers 20 special revenue funds, three of which are impact fee funds. Two of these are related to financing of City parks and recreation improvements. These are the Transportation Development Act Fund and the Park Dedication Fund. The majority of parks development and improvement funding comes from the latter. Future efforts to continue to develop non-motorized transportation routes such as bicycle or pedestrian improvements may potentially be drawn from the Transportation Development Act Fund.

7.2 CAPITAL IMPROVEMENT PROJECTS: 5- AND 10-YEAR PROJECTIONS

City of Hollister Parks currently draws funding from a Landscape and Lighting District to cover operational costs. In addition to this funding, Capital Improvement Projects (CIP) scheduled for construction between fiscal years 2016/2017 and 2020/2021 plan to utilize impact fees. These are drawn from the Park Dedication Fund within the City’s annual budget. This fund administers park impact fees and is restricted to capital investment and future impact operations of parks within the City of Hollister.

During the 2016-2017 fiscal year, the City budgeted for \$154,809 in the Park Dedication Fund for the fiscal year. The Park Dedication Fund is budgeted \$101,000 for the 2017-2018 fiscal year. Projects currently planned in this five-year CIP program include those shown in Table 7.1 below.

City of Hollister CIP Projects: 2016-2017 to 2020-2021			
Capital Improvement Project Name	Fiscal Year Scheduled for Project Completion	Funding Source	Estimated Cost
Bathroom Installation at Valley View Park	2016-2017	Impact Fees (Park Dedication Fund)	\$250,000
Refurbish Bathrooms at Calaveras Park	2016-2017	Impact Fees (Park Dedication Fund)	\$50,000
Replacement of Turf with Hardscape at McCarthy Park	2016-2017	Impact Fees (Park Dedication Fund)	\$250,000: \$50,000 (16/17), \$200,000 (17/18)
Skate Spot at Dunne Park	2016-2017	Impact Fees (Park Dedication Fund)	\$50,000
	2016-2017 Total:		\$400,000 (2016-2017) \$200,000 (2017-2018)

Table 7.1: City of Hollister 5-Year Capital Improvement Project Program, Fiscal Years 2016-2017 to 2020-2021

Projects slated for project completion in the 2016-2017 fiscal year have yet to be finalized as of the end of 2017. Therefore, these projects have been incorporated into the prioritized 10-year CIP plan projections listed in Table 7.2 below.

City of Hollister CIP Projects: 2017-2018 to 2027-2028			
Capital Improvement Project Name	Fiscal Year Scheduled for Project Completion	Funding Source	Estimated Cost
Bathroom Installation at Valley View Park	2017-2018	Impact Fees (Park Dedication Fund)	\$250,000
Refurbish Bathrooms at Calaveras Park	2017-2018	Impact Fees (Park Dedication Fund)	\$50,000
Skate Spot at Dunne Park	2017-2018	Impact Fees (Park Dedication Fund)	\$50,000
	2017-2018 Total:		\$450,000
Dog Park and Park Expansion at Valley View Park	2018-2019	Impact Fees	\$250,000
McCarthy Park Development	2018-2019	Impact Fees	\$800,000
Surveillance Camera Pilot Project	2018-2019	General Fund and/or State/Grant Funding	\$50,000
	2018-2019 Total:		\$1,100,000

City of Hollister CIP Projects: 2017-2018 to 2027-2028			
Capital Improvement Project Name	Fiscal Year Scheduled for Project Completion	Funding Source	Estimated Cost
Santa Ana Creek Trail	2019-2020	Transportation-Related Grant Funding	\$750,000
Vista Park Hill Phase 1-A Construction Documents	2019-2020	Impact Fees, Misc. Other	\$200,000
Jerry Gabe Memorial Park Site Improvements	2019-2020	Impact Fees	\$100,000
	2019-2020 Total:		\$1,050,000
Las Brisas Park Shade Structure	2020-2021	Impact Fees	\$75,000
Water Reclamation Recreational Facility Pedestrian Bridge	2020-2021	Transportation-Related Grant Funding	\$1,000,000
San Benito River Trail Multi-Use Connection to Water Reclamation Recreational Facility	2020-2021	Transportation-Related Grant Funding	\$300,000
Vista Park Hill Phase 1-A	2020-2021	Impact Fees, Bond, Transportation-Related Funding,	\$4,500,000
	2020-2021 Total:		\$5,875,000
Water Reclamation Recreational Facility	2021-2022	Impact Fees + Misc. Other: Bonds, Sponsorships, Partnerships, Grants, etc.	\$5,500,000
	2021-2022 Total:		\$5,000,000
Fire Station No. 2 Fitness Park	2022-2023	Impact Fees + Partnership/Grant Funding	\$750,000
Joint Use Aquatic Facility	2023-2024	Bond	\$2,500,000
Dunne Park Outdoor Fitness Stations	2023-2024	Impact Fees	\$100,000
Dunne Park Club House Renovation/Updates	2025-2026	Misc.	\$150,000
Leatherback Property Park and Recreation Center	2026-2027	Impact Fees + General Fund	\$2,000,000
Vista Park Hill Buildout	2027-2028	Transportation-Relatedm, Grant Funding, Bond	\$3,000,000
	2022-2028 Five Year Total:		\$8,500,000

Table 7.2: City of Hollister 10-Year Capital Improvement Project Program Projections, Fiscal Years 2017-2018 to 2027-2028

7.3 POTENTIAL FUTURE FUNDING METHODS OVERVIEW

A combination of funding mechanisms may be required to meet budgetary needs for ongoing maintenance of existing facilities as well as proposed construction of new facilities. The following funding sources may be applied to any size park, but are typically best suited to a specific type of improvement project.

Development-Related Financing

Growth in the City, whether it be resident or business related, has a direct impact on the use and need for additional City park and recreation facilities. In light of this, the nexus between growth and development fees should be kept up to date. The City should review and update on a yearly basis park mitigation fees that should be required on residential, commercial, retail and/or industrial developments in the City. This should be done to make sure the City continues in its efforts to maintain 3 acres of developed parkland per 1,000 residents in unincorporated areas.

Furthermore, the City should consider increasing mitigation fees to reflect a new recommendation of 5 acres per 1,000 population standard. Increasing the recommended standard to 5 acres is in line with allowances made by the Quimby Act. This increase in developer financing will support new construction of parks and open space and contribute improvement funds to existing parks.

Development Agreements

The City can negotiate for park and open space improvements as a result of development agreement regardless of the type of development. The nature of the development agreement is a negotiation between a developer, who may need special consideration related to a project, and the City, who in return can request amenities that benefit the residents as a whole. Many times these negotiations center around economic benefit, something that parks and open space add to the City. Park projects should always be considered as one of the options the City can add to a development agreement.

Special Financing Districts (SFD)

Lighting and Landscape Districts/Landscape Maintenance Districts may be established in developments to provide ongoing maintenance and installation of public amenities including landscaping, lighting, sidewalks, and park and recreation improvements. Additional examples are Open Space Maintenance Districts, Mello-Roos Districts, Community Facility Districts, and Community Services Districts.

Bonds and Tax Measures

The City could consider placing a Bond Measure on the ballot for either the development of parks and open space and/or the on-going maintenance, replacement, and operational costs of improvements for facilities, equipment, or expanded services. The City has the ability to consider a number of Bond and Tax measures for parks and recreation, such as General Obligation Bonds, Parcel Taxes, Sales Taxes, and Special Purpose Taxes. Each of these measures has different approval requirements and should be considered cautiously as a high level of public support is necessary.

Community Partnerships

The importance of community and regional partnerships should not be underestimated. Partnerships such as Corporate Sponsorships and exclusive product agreements are ways to increase revenue while giving local business exposure through City programs and facilities.

Grants

There are a number of opportunities available to parks and recreation departments which may be located on the websites of the National Recreation and Parks Association, American City & County, California Park and Recreation Society, and other organizations.

Grant funding is a high-benefit source of income for capital improvement projects in that grant funding does not require any pay-back or long-term financial commitment on behalf of the City. On the other hand, grant funding is often written for a very specific award purpose and, like bond funding, may be required to be spent within a particular amount of time. Grant funding should be sought for the purpose of specific programming and facility projects. Current needs that would be well-served by grant funding include expanding WiFi services to rural areas, sourcing and installing shade shelters, outdoor exercise equipment, bilingual signage, or sustainable retrofits such as solar energy or water conservation projects.

Crowdfunding

Crowdfunding has become a widely practiced method of fundraising over the past few years. Recently, the National Recreation and Park Association (NRPA) began the “Fund Your Park” program. This program is open to NRPA member organizations and allows organizations to publish requests for funding for specific projects. Any member of the public may then access the webpage to contribute to that project. At the end of the pre-determined time that the project request for funding has been posted, the publishing organization gets to keep any funds raised for the purpose of the stated project.¹

The City may find this type of model helpful for projects the community has identified as high importance but which the City has determined are not priorities or are preclusively expensive. Examples may be dog park or water play/splash pad facilities. Dedicated use facilities, such as dog parks, also lend themselves to partnerships with sponsor organizations or local businesses that cater to target user groups. The City should consider increasing its community partnerships relationships to allow local companies and organizations to partner with the City on crowdfunding efforts. These types of projects provide exciting potential for individual community members who want to see these types of amenities in the City. Further, individual community members may be more likely to contribute to a specific project that is a personal priority than to an umbrella fund for parks.

Public-Private Partnerships

Transportation and Parks departments across the United States have recently begun to capitalize more creatively upon the possibilities of “P3” endeavors. The nature of the public/private contract may vary from transfer of program management responsibilities to a private firm to the extent that one contract may include design, construction, financing and operation of a given parks and recreation asset.² Through this agreement, the skills and assets of each sector (public and private) are shared in delivering a service or facility for the use of the general public. In addition to the sharing of resources, each party shares in the risks and rewards potential in the delivery of the service and/or facility.

Various recommended parks improvements may be appropriate for a P3 contract, including the sports complex facility and/or special use facilities, such as OHV, hunting or fishing accesses. Other municipalities have found success in partnering with local medical institutions to complete community recreation facilities, with the agreement that facilities may be shared for programming associated with the medical facility. Case studies suggest diversified “portfolios” of different types of P3 relationships are the most effective to manage. Such efforts do require dedicated staff hours as well as community input and volunteer effort. While a P3 may take cues from similar related efforts in other municipalities, the final partnership should be tailored to the City specifically.

1 Fund Your Park: www.nrpa.org/fund-your-park

2 U.S. Department of Transportation Federal Highway Administration.
“P3 Defined”. 2015.

The responsibilities of each party involved in the public/private partnership include:

- City - Provide project location and access, assistance with organization and permitting, submit grant requests on behalf of the partners, and management oversight needed to complete the project.
- Community - Provide volunteer labor to install the project (sweat equity value), efforts to rally the community, and fundraise for the majority of costs through sponsorships, donations, and in-kind services or materials.

The benefits to each party in the partnership include:

- City – Additional funding for projects, community support for municipal facilities, community awareness and engagement, reduction in deferred maintenance projects, and potential long-term solutions for ongoing maintenance.
- Community – Community togetherness, increased utilization of public facilities, redevelopment and modernization of public facilities, development of unique public spaces, development of community leadership, input in the design and development of public facilities, community ownership of public facilities, and the opportunity to expedite development of public facilities.

Development of a “Friends of Parks” Foundation or Program

The City of Hollister may consider supporting the formation of a “Park Friends” program to maintain and renovate parks. This program should be run by Hollister citizens, with help from the City. Similar programs have developed in other cities into non-profit management bodies and may also serve to support future public-private partnership opportunities for municipal park support. This group would provide valuable community feedback and foster a sense of park ownership and community empowerment that complements the goals of existing City policy and planning documents. Friends programs may also assist in raising money for program scholarships.

Not only did the idea of volunteer support for City parks come up repeatedly during the public survey free answer portions, but San Benito County also benefits from local and regional non-profit groups who are interested in promoting a local sense of pride in the community. The City may consider working with groups such as REACH (Recreation, Exercise, and Community Health) San Benito, the San Benito Community Foundation, or the San Benito County Arts Council for support in starting a “Park Friends” program.

Components of a Successful “Friends of Parks” Program

Experience with programs of this type have shown that successful programs are dependent on the right combination of a few key components. These are:

- A process for matching funds/procedures/policy
- Development of a committed team to fundraise & implement
- Training of community organizers that know the process
- Establishment, or availability of a foundation or a non-profit group
- Dedication of City staff to support the effort
- Regular communication between City staff and the general public

Parks and Recreation Foundation

The City may endorse the formation of a non-profit 501(c)3 foundation to support its parks. This type of organization will qualify for grants and funding not typically available to government agencies. It is beneficial in that it can raise money and, if seated with local leaders within the community, can generate support for parks and recreation.

Statewide Bond Acts

The City should become involved at the State level during the development and passage of Statewide Bond Acts. The proposed SB 5 Clean Water, Natural Resources & Parks Bond act would provide funding in a variety of ways, such as: environmental & social equity investments for parks in park poor neighborhoods; trail and greenway competitive grants; rural recreation, tourism, and economic enrichment grants; climate preparedness and habitat resiliency; flood protection and repair; regional water sustainability; and farm and ranch land grants. Additionally, State Bond Acts usually provide direct money to recognized projects, requiring the City to become politically active to advocate for specific projects.

Transit/Road Funds

The City should seek opportunities to use local and regional public transit and/or State Roadway funds for multi-use trails and staging areas that also provide a transportation function.

Joint Marketing and Promotion

In addition to public-private partnerships, the City should seek opportunities with travel and excursion providers to market and promote City facilities and the City in general from within and outside the City. Expanding the base for use and visitation of facilities is another option to increase revenue over time.

Fundraising Events

While these are not major sources of funds, such events could contribute to an overall effort toward capital funding for a specific facility.

Sale or Lease of Surplus Lands

The sale or lease of land or other capital facilities for which the City has no further use can sometimes be a major source of revenue. One strategy is to look at the overall expanse of a facility to see if there are options for either sale or lease of areas that have no use or are considered “dead spots” where nothing happens. In those situation, the sale or lease proceeds are usually invested back into the existing facility for operation and capital costs.

Local Joint Use Partnership

Cost efficiencies could be achieved by entering into joint use agreements with schools, cities and other agencies in the City to jointly use and operate City facilities where appropriate.

Naming Rights

Many park and recreation agencies have turned to selling the naming rights for new construction of facilities or parks as a way to pay for development and occasionally costs associated with the project. Many business and product suppliers realize that public agencies operate large-scale facilities with thousands of users. If Board policy allows for the agency to enter into naming right agreements, it can be an additional source of revenue for such things as facility improvements, purchase of equipment, sponsorship of programs and events, and assistance with promotion and marketing.

Open Space and Conservation Easements: Mitigation Banking

The City of Hollister benefits from many areas of open space and agricultural lands. As the region continues to grow and develop many of these lands, there are more opportunities and requirements to mitigate the loss of these lands. As most cities are unable to set aside land in perpetuity, the City may be able to step forward and use mitigation funds from HCAP’s and other mitigation bank programs for purchase of land, restoration of wetland and environmentally sensitive areas, and development of working agricultural parks.

Land Donations and Transfer of Ownership

Another opportunity exists for the City to take ownership of land and facilities when an owner leaves the property to the City for use as a park and recreation facility. Also known as living trusts or lifetime estates, these properties can contribute to public parks and open space acreage in perpetuity when planned and managed correctly. Gifting and estate programs can allow the City to receive property as a part of development of trust and lifetime estate planning.

7.4 FUNDING METHODS SUMMARY EXHIBIT

Funding Methods: Summary and Applicable Projects		
Funding Method	Purpose	Appropriate Project Applications
Development-Related Financing	Assess fees on new development dedicated to City parks and recreation facilities.	• Purchase and construction of new facilities and land. • Can be used for rehabilitation/ restoration/ replacement of existing facilities through Development Agreement. • Used for trail and bikeway improvement through roadway impact fees.
Development Agreements	Used to negotiate for park and open space improvements as part of any type of new development.	• Should always be considered as an option for the City to add to a development agreement. • Used for land that is set aside for future use or under a long-term mitigation reserve. • Also used for special projects that may not have any other funding.
Special Financing Districts (SFD)	Provide ongoing maintenance and installation of public amenities. Includes Lighting and Landscape as well as Landscape Maintenance Districts, Open Space Maintenance Districts, Mello-Roos Districts, and more.	• Ongoing maintenance, operation, renovation, and new facilities and amenities. • Typically used for landscaping, lighting, sidewalks, and park and recreation improvements.
Bonds and Tax Measures	Contribute to the development of parks and open space and/or the ongoing maintenance, replacement, and operational costs of improvements for facilities, equipment, or expanded services.	• May be used for purchase of land, construction, rehabilitation/ replacement/ renovation of existing facilities and/or new facilities. • Pending bond type, may be used for ongoing maintenance of existing and proposed facilities.

Funding Methods: Summary and Applicable Projects		
Funding Method	Purpose	Appropriate Project Applications
Programming and Fees	Contributes to cost recovery for repair, replacement, and renovation of facilities as a result of use.	• Provide programs and services. • Recover administrative overhead and operating costs. • Create replacement accounts for future replacement/renovation needs.
Community Partnerships	Increase revenue stream while providing local businesses with exposure through City programs and facilities.	• Purchase and construct new facilities. • Share or cover operational and/or capital replacement costs. • Offset marketing and promotion costs.
Grants	Provides funding for a specific award purpose and does not require any pay-back or long-term financial commitment.	• Sustainable retrofits including solar energy or water conservation projects. • Shade shelters and playground amenities.
Crowdfunding	Leverages public interest in specific projects to fund specific projects with no long-term financial commitment required by the City.	• Best for special interest, unique projects. • Suitable for destination activities that are “one of a kind” in the area, such as a dog park or outdoor sport court where none exist.
Public-Private Partnerships (P3s)	May include transfer of City-owned program management responsibilities to a private firm; may also include private build-out of municipal facilities in return for guaranteed usage rights.	• Best for large public spaces, such as courtyards, parks, and sports facilities. • Suitable for special-use areas within City parks, such as sports fields or hobbyist areas.
“Friends of Parks” Programs	Group of community members which leads fundraising efforts, solicits feedback from the public related to specific park locations/amenities; may support partnerships such as P3s	• Best utilized on small projects to offset staff costs via volunteers. • May provide construction for small or specialty parks amenities. • Often used so that a local interest group which is a 501(c)3 may accept donations on a project’s behalf.

Funding Methods: Summary and Applicable Projects		
Funding Method	Purpose	Appropriate Project Applications
Parks and Recreation Foundation	A 501(c)3 foundations specifically founded to support City parks and open space assets. May fundraise and quality for grants not available to government agencies; may also garner community support.	• Similar to “Friends” program (above), but may pursue larger grants and projects. • Generate funds for projects and programs. • Useful to the City in the event significant project-specific donations are expected.
Statewide Bond Acts	Provide direct money to recognized projects in a variety of categories.	• Projects must be identified within the State as unfunded facilities in an area covered by a specific bond, such as projects in underserved populations, conservation projects, agricultural land preservation projects, and universal access facilities/ programs.
Transit/Road Funds	Seek opportunities to leverage local and regional public transit and/or State Roadway funds for multi-use trails and staging areas that also provide a transportation function.	• Development of bike lanes and multi-use trails. • Development of ADA compliant trails and parking lots. • Development of trailheads and parking lots to connect roadways with trail sections. • Use mitigation funds when available for projects that may have a difficult time meeting project circulation requirements.
Joint Marketing and Promotion	Actively pursue marketing and tourism outreach to increase user fees over time.	• Long-range tactic to increase user fees over time, which can be used to offset cost of operational budgets. • Can provide access to operational, marketing, and program revenue by tying into local Convention and Visitors’ Bureaus and travel agencies, including bus operators.

Funding Methods: Summary and Applicable Projects		
Funding Method	Purpose	Appropriate Project Applications
Fundraising Efforts	Contribute to overall capital funding toward a specific facility.	• Appropriate for small-scale specific items within a larger capital improvement project. • Defer program and facility use costs. • Support special interest program costs.
Sale or Lease of Surplus Lands	Sale or lease of land or capital facilities not used by the City in order to generate revenue, which may in turn be recycled into improvements and developments at other sites.	• Use sale/lease proceeds for purchase of other land assets. • Use sale/lease proceeds for long term maintenance renovation/ replacement costs.
Local Joint Use Partnership	Allows for cost efficiencies through partnerships with public agencies such as schools, cities, and others to develop and operate City facilities.	• Appropriate for improvements to sport fields, aquatic facilities/water play areas, and rentable assets such as community halls, picnic areas, and camping. • Potential for shared use amongst project partners to use all amenities at reduced fees or no cost.
Naming Rights	Sale of naming rights for new construction of facilities or parks in order to pay for development or costs associated with the project.	• Provides revenue for facility improvements and purchase of needed equipment. • Sponsorship of programs and events. • Sponsorship and assistance with promotion and marketing.
Open Space and Conservation Easements/Mitigation Banking	Provides a way for the City to step forward and use mitigation funds from HCAPs and other mitigation bank programs to provide park land preservation.	• Purchase of land. • Restoration of wetlands and environmentally sensitive areas. • Working agricultural parks.
Donations and Transfer of Ownership	Used for the City to take ownership of land and facilities when an owner leaves the property to the City for use as a park or recreation facility.	• Includes living trusts, lifetime estates. • Provides for acquisition of land and facilities for park and recreation use. • Includes land set aside for preservation and/or restoration.

7.5 DEVELOPMENT FEES AND IN-LIEU STANDARDS

Park-In-Lieu Fees

Cities have the responsibility to provide parks, recreation, and open spaces for their residents at a level that matches the willingness of the residents to participate. As a result of the passage of AB 1600, cities can require new growth to pay the full costs of that growth as it relates to city infrastructure, including parks. In California, the Quimby Act as amended in 1982, allows for park-in-lieu fees to be charged to a new recommendation of 5 acres per 1,000 residents. For cities that are growing and, as a result, require additional parks, open space, and/or recreational opportunities, it is important that the City incorporates a rate of 5 park acres per 1,000 population into its standards.

As the decision to receive park-in-lieu fees, land dedication, and/or amenities is only available at the time of development approval, a City has to be able to require the highest standard at the time of development. In administering its duty to provide parks as a part of development, it is fully the City's decision to decide as to how a development can achieve the requirement through the condition of approval on a development.

When considering a standard for park-in-lieu fees, the City has the ability, through its park development standards, to determine the type of parks that will be built in the future. The following are some of the standards a city should take into consideration when determining park-in-lieu standards:

- **Size of parks** - usually vary based on category (Pocket Park/Neighborhood Park/Community Park/Trails)
- **Location of parks** - require adjacency to trails/schools, within 1/4 or 2/4 mile of homes (service area)
- **Minimum width or length** - sets forth standards to make sure the park space is usable for the purposes of recreation (e.g. park credits are not permissible for property less than 150' wide)
- **Whether any, all, or part of a park can be inundated by water** (Note: It is typical practice to allow park acreage that is not to be inundated by water to still be in the 100 year floodplain)
- **Park use** - passive/competitive/practice/open space/natural area
- **Remnant or left over pieces** - in-lieu-fees are usually not allowed for parks if the property can't be developed into another use
- **Joint use opportunities** - can the park function/be used as a joint use facility with schools or other agencies?
- **Development standard that requires completion of the park by a certain percentage of the development**
- **Warranty requirements for maintenance** - the maintenance period the developer will maintain the park from the point it is deemed complete and the warranty period into the future that the cover the park once it is open to the public for use
- **Cost to operate/funding source** - establish at the time of development so that the City is able to determine the cost to maintain and the appropriate funding source based on the type of park development

Cities need to make sure that they have the ability to require the highest level of park acreage standard they can at the time of development. Once a development is approved, the ability for a City to go back and get additional park acreage is lost. However, at the same time, it is the City's decision as to how they want the development to satisfy the park requirement, based on the standards that have been approved to guide development.

Development Impact Fee Monetization Standards

When cities establish park development impact fees, the intent, as per AB1600, is to mitigate the full costs of growth in a community by new development as it relates to the need for additional parks and recreational facilities. It is customary for cities to fully mitigate streets, water and sewer systems, and other infrastructure as a requirement of development. Many times, by the time the discussion related to fully mitigating parks occurs, cities may decide to not fully mitigate the full costs of park acquisition and development as an incentive to support growth. Though this is legal, it places the burden on a city to find the money to mitigate the impact on park and recreation facilities to some later date. As the city struggles to find additional “non development related” funds, the park improvements are delayed and existing facilities start to get over used by growth.

The intent of park development impact fees is to determine the full costs that a city should charge new development based on the cost to purchase and develop park land to the established city standard. A park master plan identifies future park and recreational needs due to growth and related standards, and allows a city to set the appropriate fee structure in place to mitigate growth impacts.

The goal of this Master Plan is to identify opportunities for future parks amenities which are appropriate to the City of Hollister given context, General Plan projections, and socioeconomic factors. The City of Hollister will use the Master Plan as a guiding document to quantify exactly which elements are appropriate for development as local conditions continue to evolve over the next two decades. As part of this process, the City may periodically reassess the nexus study related to impact fees that is completed under AB1600. For current reference regarding the City’s development impact fees in context related to benchmark communities referenced elsewhere in this document, please see Table 7.3 below.

Parks Development Impact Fees: Benchmark Cities			
Hollister	Gilroy	Los Banos	Morgan Hill
Single Family Unit: \$5,458.53	All Development Impact Fees Associated with Low Density Residential Dwelling Units: \$19,710	Very Low/Low Density: \$6,933.95	Single Family Dwelling Unit (DU) in a Subdivision: \$5,378
		Medium Density: \$5,702.26	Single Family DU Outside a Subdivision: \$3,910
Duplex/Multi-Family: \$5,353.73	All Development Impact Fees Associated with High Density Residential Dwelling Units: \$16,583	High Density: \$4,105.63	Multi Family DU in a Subdivision: \$5,181
			Multi Family DU Outside a Subdivision: \$3,771

*Table 7.3: City of Hollister Development Fees Compared to Benchmark Cities’ Development Fees, as of 2017 Record (*Except for Los Banos; these fees were effective 2013)*

It is appropriate for a city to compare their impact fees to surrounding and/or like agencies so that there is an understanding of the market rate for development on a regional and sub-regional basis. However, a city should not establish their fees based on what other agencies charge as each city is unique in what their future park and recreation needs are based on the growth that will occur in that specific city. Should a city decide that they do not wish to fully charge the park development fees necessary to mitigate the impacts of future growth, the city should do so with a clear understanding of how the city will fund the costs that new development does not pay in fees so that park and recreation facilities are made whole as a result of development.

Annexation and Park-in-Lieu Standards

Once a City has developed park standards for park-in-lieu fees and park development requirements, the City is able to determine the future of parks on a development-by-development basis. These decisions should be made incrementally, based on what the specific development will be requiring related to the growth in parks. The decisions can be:

1. **Whether to accept park-in-lieu fees rather than a condition to develop a park.** This works well on smaller developments that cannot build a park to the city's standard (e.g., small development that would require a park smaller than the acceptable size requirements). The difficult part of accepting money (allowing the developer to fee out) is that it puts the responsibility on the city to take the money and go find and develop park property. The cost for development by a governmental agency is usually more expensive than if it is built as a part of the development.
2. **Whether to condition the developer to build the required park acreage which results in the developer building the park acreage requirement rather than paying park fees.** Through conditions of approval, the City can set the size, location, type of park, and timing for completion of the park as a part of the development.
3. **Whether to have a combination of both fees and development of the park.** This is usually the case when the park being developed is sized to meet the city needs but is either larger or smaller than the number of new residents the specific development will build.

The City should consider all future annexations on a case-by-case basis so that each one aligns with the City's Park Facility Master Plan.

CHAPTER 8

Water Reclamation Recreational Facility Master Plan

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WATER RECLAMATION RECREATIONAL FACILITY MASTER PLAN

The Master Plan for the Water Reclamation Recreational Facility has been developed with special consideration given to the physical opportunities and constraints of the park, along with public feedback obtained during the public survey and public meetings associated with the 2018 Park Facility Master Plan update.

This chapter provides plans for the overall design of the park, with separate sections highlighting parking, major utility infrastructure, circulation, programming, and educational/event programming. This is a large-scale conceptual master plan; specifics regarding site furnishings, materials, location of utilities, and other fine-grain details will be determined at the time of project design and construction.

The Water Reclamation Recreational Facility is envisioned as a modern, flexible, dynamic public amenity. Designed for use by all City and visitor demographics, West Hollister Community will be a destination park of which the community can be proud.

8.1 NEEDS ASSESSMENT

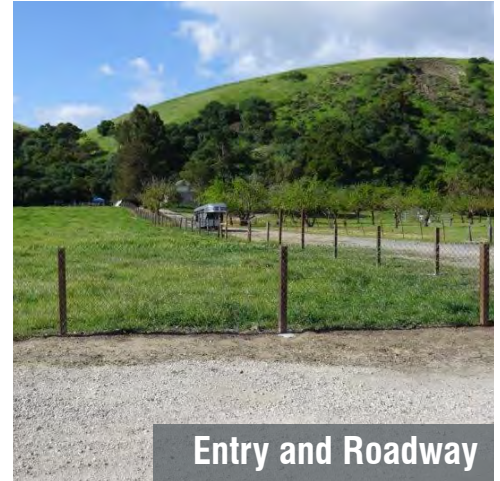
Geographic Location

The Water Reclamation Recreational Facility is located West of downtown Hollister. The park is immediately south of CA Route 156-Business (156B/4th Street) and west of the San Benito River. Its location between the wooded hills and the riverbed provides excellent habitat for wildlife viewing. The majority of the park property lies outside the 100-year flood zone along the San Benito River bed. Proximity to the San Benito River may provide opportunities to link the park to the regional San Benito Parkway in the future.

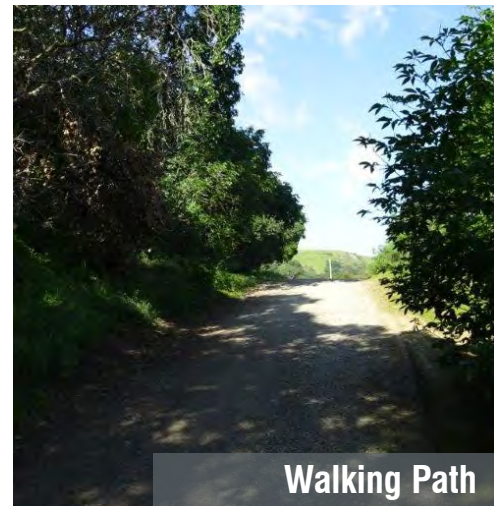
The park's location just east of the junction of CA Route 156 and 156B and between that junction and downtown Hollister places it in a high-visibility area. Vehicular access to the park immediately off of 156B is convenient for local residents and visitors alike.

The Water Reclamation Recreational Facility is currently partially developed. It includes an un-paved parking lot of approximately 1 acre as well as signage at the edges of the lot. There is an unpaved path around the perimeter of the park. Moveable picnic tables and benches are placed at intervals along the path.

The majority of the park is currently planted with turfgrass and irrigated. There is a significant grade change running up the center of the park from the southeast into the center of the park. This ridge has trees and shrubs along its length.



Entry and Roadway



Walking Path



Parking Lot



Programmatic Needs

The geographic location of the Water Reclamation Recreational Facility makes it appropriate for use by those traveling by vehicle or bicycle. Walking access options are currently limited. For this reason, the park is not suited to function as a community hub with community center. The public feedback indicated a strong desire for future development of a larger community center, but the analysis does not support placing this type of amenity so far from the concentrated population of the City.

Therefore, the Water Reclamation Recreational Facility Master Plan seeks to satisfy numerous other programming needs provided in public survey feedback. Namely, respondents indicated they like the unique qualities of Hollister's rural landscape and options for activities other than organized sports. Public needs also include increased sports courts for local sports groups and a large, shaded dog park. Respondents support construction of new, inclusive playgrounds with non-traditional play options and a dominant trend advocated for increased water play options within the City.

The park Master Plan also includes a 8,000 square foot maintenance building. This building will include offices and meeting rooms for the City's maintenance and recreation staff. A restroom and concession building will be located near the center of the park between the four softball fields which will provide opportunity to generate revenues for maintenance and operations.



Figure 8.2: Water Reclamation Recreational Facility Master Plan

8.2 PARKING AND INFRASTRUCTURE

Vehicular Access

Vehicles enter the Water Reclamation Recreational Facility off of CA Route 156B. The Park Master Plan shows the existing access point kept as-is, with the addition of an entry drive which turns into the main parking lot. Entrance signage should be placed prominently at the park entrance off 156B in order to clearly indicate the location of the park. The style of the entry sign should include clear text in a style approved by the City and may be placed on a berm or otherwise elevated to improve visibility from the road.

Parking Lots

The Park Master Plan includes a three parking areas on the western portions of the site designed to provide dispersed access to activity centers. The largest lot is located near the entrance with 290 spaces. The second located adjacent to the near the soft ball fields has 100 spaces and the third lot is situated between the soccer fields, amphitheater and softball fields with 125 spaces.

The main parking lots are organized around central landscaped medians. Each median may function as a stormwater remediation bioswale, absorbing runoff water and promoting infiltration into the soil. This tactic has been used in large parking lots throughout the San Jose and San Francisco metro areas. It is important to note that the park site is immediately adjacent to the San Benito River, so any applicable requirements for stormwater management and drainage will be adhered to as required.



Figure 8.3: Water Reclamation Recreational Facility Master Plan: Vehicular Circulation and Parking Shown in Yellow

8.3 NON-VEHICULAR CIRCULATION

Sidewalks and Walking Paths

In accordance with public feedback supporting walking and biking paths, the master plan for the Water Reclamation Recreational Facility includes a multi-use path connecting activity centers and landscape/wildlife interpretive area closer to the San Benito River. The pathway connects at many points, creating a dynamic array of exercise options for park users and linking the activity nodes. There is access to the walking trails from each parking lot.

Future Pedestrian Bridge Connection

The master plan includes the option for a non-vehicular bridge to connect the Water Reclamation Recreational Facility with Hollister neighborhoods across the river. New development across the San Benito River and the recently constructed Apricot Park may be linked with a pedestrian bridge to the Water Reclamation Recreational Facility, increasing residents' ability to access the amenities at West Hollister Community without being required to drive. The connection would provide a valuable amenity for neighborhoods in south Hollister and demonstrate the City's investment in creating an active, healthy community. Moreover, the creation of a pedestrian bridge here could link park users to future development of the San Benito River Parkway.



Figure 8.4: Water Reclamation Recreational Facility Master Plan: Non-Vehicular Circulation and Proposed Pedestrian Bridge in Blue

8.4 EMERGENCY VEHICLE ACCESS & CIRCULATION

Park-wide Accessibility

All pedestrian circulation paths within the Community Park are shown at a width of at least 10'. This not only allows for multiple side-by-side users, including strollers, wheelchairs, walkers, and others, but also meets minimum standards for through-travel width for emergency vehicle access. Emergency vehicles are therefore able to access the park from entrances at the parking lot drop-off areas and reach the furthest points of the park via the non-motorized circulation system.

Emergency vehicles are also able to use the service road along the southern border to bypass internal multi-use paths in case of an emergency or for staging at events. The service road reaches to the far southeastern corner of the park and the drop-off area within the south parking lot may also serve as a fire lane, pending final-stage design development.

8.5 ACTIVITY NODES

Sports Courts

Public feedback indicated strong support for Hollister City parks to include more options for sports courts. The Water Reclamation Recreational Facility Master Plan includes two full-size basketball courts and four multi-purpose tennis courts which may be painted with lines for multiple additional sports such as pickleball.

Dog Park

The northeastern-most portion of the Water Reclamation Recreational Facility is occupied by a dog park. The dog park is fenced with at least 6' chain-link fencing in order to prevent runaway dogs. The dog park has a double-gate in order to add a further mechanism preventing the escape of dogs out of the park. There is a perimeter multi-use path around the dog park. Surfacing may be hardy drought-tolerant turf grass, decomposed granite, synthetic turf, or a mixture of these options. Long-term maintenance and replacement costs are to be considered at the time of design and construction.

Splash Play Area

The focal point as visitors arrive at the park via the parking lots will be the signature play area with splash play component. The activity node with the playgrounds centers and a festival plaza around the splash play element and is located immediately adjacent to the north parking lot for ease of use by families. The building shown in between the two play areas is a restroom/changing/shower facility, as required by health code for the splash play area.

The splash play area includes space dedicated to water play by all ages and abilities. Water play supporting creative and problem-solving play is also introduced, providing a water play option for very young children or those of any age who wish to engage with a passive problem-solving water play mechanism. Types of active play apparatus in the splash play area may include water cannons, user-activated spray features, and overhead features that pour water down onto users.

Playgrounds

Playgrounds for 2-5 year olds and 5-12 year olds are located east of the fiesta plaza and south of the splash pad. These playgrounds include features that welcome users of all abilities and special needs and create a welcoming, inclusive play space for all. Each play area should be fenced with a 4' high "trap" fence around the perimeter of the play area. This will deter children from running toward the parking lots and funnel all users past the shared amenities as they enter and leave the play area.

The playground includes accessible play features and a variety of single- and multiple-user play equipment. Separate areas are provided for 2-5 and 5-12 year old children's equipment so that all user groups have play options within their unique range of abilities provided onsite. Shade options are to be integrated into the play equipment and seating areas.

Sports Fields

Taking into account public feedback which supported additional sports fields at this location as well as that which argued for the preservation of open space within parks, the Water Reclamation Recreational Facility Master Plan includes two each of the most commonly used sports fields. Four softball fields with full backstops and bleachers are located near the center of the park. Two lighted soccer fields are located south of the softball fields. The soccer fields include two fields each in sizes appropriate for adult soccer and one field sized for youth soccer. The lighted fields will comply with Hollister Municipal Code Section 17.16.090, which requires exterior lighting to be shielded and directed downward to prevent light spillage onto adjacent properties or illumination of the night sky.

Educational Signage Kiosks / Exercise Stations

The Park Master Plan indicates locations along the path circuit where outdoor exercise equipment may be installed. The entire loop path may also incorporate educational signage at intervals, particularly in the area closest to the river.

8.6 EVENT PROGRAMMING

Vendor Utilities, Amphitheater, and Event Lawn

The Water Reclamation Recreational Facility is situated in an excellent location to host a variety of special events and programming. To support efforts such as the San Benito Olive Festival, space for an amphitheater and open events lawn has been included in the Park Master Plan. The amphitheater and event lawn may also be rented for weddings and other ceremonies.

The amphitheater shown in this conceptual master plan includes tiered bench seating for 750-1,000 persons. The amphitheater is located just past the central concessions/restroom building. As part of supporting concerts and festivals in the space, the City may also include areas with utilities for vendors to operate at events. These may take the form of unobtrusive electrical hookup points at light features so that food trucks and other vendors have access to electricity onsite.

The Mitigation Monitoring Plan for the Water Reclamation Recreational Facility requires preparation of an acoustical study that will be incorporated into a Noise Control Plan prior to live or use of recorded amplified equipment the park.

Site Rental Fees

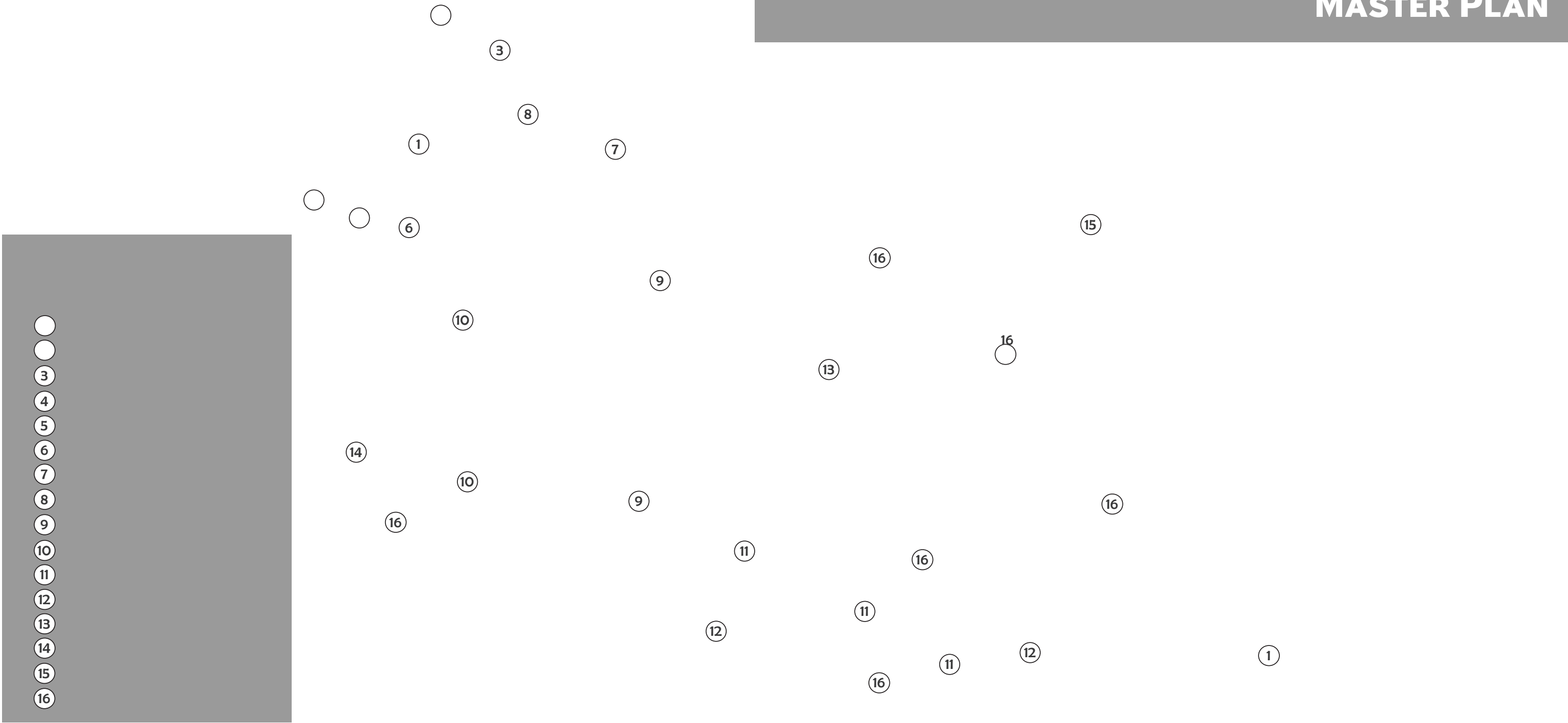
Ongoing regular rental of the amphitheater and events lawn will contribute to the long-term operating budget associated with the park and events space. Rental fees for special events should be decided by City management based upon comparable facilities' rates. Discounts for City or County residents may be appropriate, as may be discounts for non-profits or military personnel. Rental fees should be re-assessed on an annual or bi-annual basis in order to ensure fees are both appropriate given regional rates and sufficient to offset operational costs.



Figure 8.6: Comparable outdoor municipal regional park amphitheater; amphitheater shown seats 1,500 including tiered bench seating as well as open lawn seating.

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WATER RECLAMATION RECREATIONAL FACILITY MASTER PLAN



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APPENDIX A

Community Outreach

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COMMUNITY OUTREACH

A public outreach survey was created with input from City staff to assess the current community sentiment regarding the City of Hollister Parks and Recreation's facilities and programming. The survey was disseminated via the methods described in depth in the "Needs Assessment" chapter of this document. Between June and August 2017, 236 respondents filled out the survey. 235 of the respondents chose the English version and 1 respondent chose the Spanish version.

Below are the questions provided, in both English and Spanish. The results from the two surveys have been combined and detailed in the following charts.

English Survey Questions:

1. How important is it for you to have City parks available for public use? (choose one)
Answer Options: 1=Not important/10=Very important
2. Please rate your overall satisfaction with public access to City parks in the City of Hollister:
Answer Options: 1=Dissatisfied/10=Completely Satisfied
3. How important is it for you to have recreation facilities, (gyms, pools, community centers, etc.) available for public use?
Answer Options: 1=Not important/10=Very important
4. Please rate your overall satisfaction with the number of City recreation facilities (gyms, pools, community centers, etc.) available:
Answer Options: 1=Dissatisfied/10=Completely Satisfied
5. How important is it for you to have City run recreation programs, (sports leagues, fitness classes, etc.) available for public use:
Answer Options: 1=Not important/10=Very important
6. Please rate your overall satisfaction with City-run recreational programs (sports leagues, fitness classes, etc.) in the City of Hollister:
Answer Options: 1=Dissatisfied/10=Completely Satisfied
7. How important is it for you to be able to reserve park or recreational facilities, (BBQs, party spaces, etc.) for public use?
Answer Options: 1=Not important/10=Very important
8. Please rate your overall satisfaction with the City's reservation process (for BBQs, party spaces, etc.) in the City of Hollister:
Answer Options: 1=Dissatisfied/10=Completely Satisfied
9. How important is it for you to have community sports groups available in your community:
Answer Options: 1=Not important/10=Very important
10. Please rate your overall satisfaction with the current options for community sports groups in the City of Hollister:
Answer Options: 1=Dissatisfied/10=Completely Satisfied
11. How important is it for you to have a park near your home?
Answer Options: 1=Not important/10=Very important
12. Please rate your overall satisfaction with the distance to the park nearest your home:
Answer Options: 1=Dissatisfied/10=Completely Satisfied
13. Please rate the importance of each of the following services provided as they relate to parks and recreation: Quality of services; Quality of recreation facilities; Programs; Parks; Access to information; Other (please enter and rank your answer)
Answer Options: 1=Not important/5=Very important
14. Please rate your satisfaction with each of the following services provided as they relate to parks and recreation: Quality of services; Quality of recreation facilities; Programs; Parks; Access to information; Other (please enter and rank your answer)
Answer Options: 1=Dissatisfied/5=Completely Satisfied
15. Which of the following benefits of parks, recreation and trails are most important to you?
Provide opportunities to enjoy nature/the outdoors; Improve fitness, health & wellness; Strengthen families, neighborhoods & community; Protect our natural environment; Support youth development; Provide special events and social opportunities; Provide opportunities to learn new things; Attract residents and businesses, Other (please enter and rank your answer)
Answer Options: 1=Not important/5=Very important

16. How satisfied are you with the way the City fulfills the following through its parks, recreation and trails options?
Provide opportunities to enjoy nature/the outdoors; Improve fitness, health & wellness; Strengthen families, neighborhoods & community; Protect our natural environment; Support youth development; Provide special events and social opportunities; Provide opportunities to learn new things; Attract residents and businesses, Other (please enter and rank your answer)
Answer Options: 1=Dissatisfied/5=Completely Satisfied
17. What do you like most about the City's recreation facilities (all, including parks, community center, BBQ areas, etc.)?
(Free answer - answers grouped into general themes for survey analysis purposes)
18. What do you dislike most about the City's recreation facilities (all, including parks, community center, BBQ areas, etc.)?
(Free answer - answers grouped into general themes for survey analysis purposes)
19. Are there additional recreation programs or facilities you would like to see in the City of Hollister?
(Free answer - answers grouped into general themes for survey analysis purposes)
20. How many times in the past year have you reserved a park, BBQ, community center room, or other space from the City of Hollister? (choose one)
Answer Options: 0, 1, 2, 3, 4+
21. How many City recreation parks and/or facilities have you visited in the past year? (choose one)
Answer Options: 0, 1, 2, 3, 4+
22. How likely would you be to recommend City parks to a friend? (choose one)
Answer Options: Very likely, Somewhat likely, Somewhat unlikely, Very unlikely
23. How many City recreation programs (sports leagues, fitness classes, etc.) have you participated in during the past year? (choose one)
Answer Options: 1, 2, 3, 4, 5+
24. How likely would you be to recommend City recreational programs to a friend? (choose one)
Answer Options: Very likely, Somewhat likely, Somewhat unlikely, Very unlikely
25. Are there enough sports fields to meet the needs of the community sports groups? (choose one)
Answer Options: Not enough, somewhat lacking, Adequate, More than adequate
26. How often do you visit your closest park facility? (choose one)
Answer Options: Never, Rarely, Sometimes, Frequently
27. What keeps you from visiting City parks more often? (Free answer - answers grouped into general themes for survey analysis purposes)
28. What keeps you from visiting City recreational facilities (gym, community center, etc.) more often? (Free answer - answers grouped into general themes for survey analysis purposes)
29. Because of funding limitations, the City and County currently struggle to staff and maintain their parks and recreation facilities. How do you think park maintenance, programs, and new parks and facilities should be funded? (Select your top two answers.)
Answer Options: User fees (visitors pay more than residents); User fees (same price for everyone); Bond measure; Tax measure; Sponsorship programs by local businesses; Volunteer efforts (Park Partnerships); Efforts by non-profit groups; Public-Private Partnerships, I don't know.

Spanish Survey Questions:

1. ¿Qué tan importante es para ti tener parques en la ciudad para el uso público?
Opciones de respuesta: 1=No es importante para mí en lo absoluto/ 10=es muy importante para mí
2. ¿Qué tan importante es para ti tener parques en la ciudad para el uso público?
Opciones de respuesta: 1==Insatisfecho/10=Completamente satisfecho
3. ¿Qué tan importante es para usted tener instalaciones recreativas, (por ejemplo, gimnasio o un centro de la comunidad) disponibles para uso público?
Opciones de respuesta: 1=No es importante para mí en lo absoluto/ 10=es muy importante para mí
4. Por favor clasifique su satisfacción con el número de instalaciones recreativas de la ciudad (por ejemplo, gimnasios, centros de comunidad, etc.) disponibles:
Opciones de respuesta: 1==Insatisfecho/10=Completamente satisfecho
5. Por favor clasifique que tan importante es tener programas de recreación dirigidas por la ciudad, (por ejemplo, ligas de deportes, clases de gimnasio) en su comunidad:
Opciones de respuesta: 1=No es importante para mí en lo absoluto/ 10=es muy importante para mí
6. Por favor clasifique su satisfacción con los programas de recreación que tiene la ciudad actualmente (ligas de deportes, clases de gimnasio, etc.):
Opciones de respuesta: 1==Insatisfecho/10=Completamente satisfecho
7. ¿Qué tan importante es para usted poder reservar un parque o instalaciones recreativas, (BBQs o sitios para fiestas) para eventos?
Opciones de respuesta: 1=No es importante para mí en lo absoluto/ 10=es muy importante para mí
8. Por favor clasifique su satisfacción total con el proceso de reservación de la ciudad (para BBQs y espacios para fiesta):
Opciones de respuesta: 1==Insatisfecho/10=Completamente satisfecho
9. Por favor clasifique lo importante que es para usted tener grupos de deporte de la comunidad disponibles en su comunidad:
Opciones de respuesta: 1=No es importante para mí en lo absoluto/ 10=es muy importante para mí
10. Por favor clasifique su satisfacción total con lo que ofrece actualmente los grupos de deportes de la comunidad:
Opciones de respuesta: 1=No es importante para mí en lo absoluto/ 10=es muy importante para mí
11. ¿Qué tan importante es para usted tener un parque cerca de su hogar?
Opciones de respuesta: 1=No es importante para mí en lo absoluto/ 10=es muy importante para mí
12. Por favor clasifique su satisfacción total con la distancia que tiene el parque más cercano a su hogar:
Opciones de respuesta: 1=Insatisfecho/10=Completamente satisfecho
13. Por favor clasifique la importancia de tener los siguientes servicios prestados en relación con los parques y sus áreas de recreación:
Calidad de servicios; Instalaciones recreativas; Programas; Parques; Acceso a informacion; Otras (por favor clasifique y ponga su respuesta abajo)
Opciones de respuesta: 1=No es importante para mí en lo absoluto/ 5=es muy importante para mí
14. Por favor clasifique su satisfacción con los siguientes servicios prestados en relación con los parques y sus áreas de recreación::
Calidad de servicios; Instalaciones recreativas; Programas; Parques; Acceso a informacion; Otras (por favor clasifique y ponga su respuesta abajo)
Opciones de respuesta: 1=Insatisfecho/5=Completamente satisfecho
15. ¿Cuál de los siguientes beneficios de los parques, recreación y caminos son mas importante para usted?
Proporciona oportunidades para disfrutar de la naturaleza/al aire libre; Mejorar tu forma fisica, salud y bienestar; Fortalacer las familia, barrios y comunidad; Proteger el medio ambiente; Apoyar el desarrollo de los jovenes; Proveer lugares para eventos especiales y oportunidades sociales; Proveer oportunidades para aprender cosas nuevas; Atraer a los residentes y negocios; Otras (favor de clasificar y escribir su respuesta abajo)
Opciones de respuesta: 1=No es importante para mí en lo absoluto/ 5=es muy importante para mí

16. ¿Cuál de los siguientes beneficios de los parques, recreación y caminos son mas importante para usted?

Proporciona oportunidades para disfrutar de la naturaleza/al aire libre; Mejorar tu forma fisica, salud y bienestar; Fortalacer las familia, barrios y comunidad; Proteger el medio ambiente; Apoyar el desarrollo de los jovenes; Proveer lugares para eventos especiales y oportunidades sociales; Proveer oportunidades para aprender cosas nuevas; Atraer a los residentes y negocios; Otras (favor de clasificar y escribir su respuesta abajo)

Opciones de respuesta: 1=Insatisfecho/ 5=Completamente satisfecho

17. ¿Qué es lo que le gusta más acerca de las instalaciones recreativas de la ciudad (Todo, incluyendo parques, centro comunitario, áreas para BBQ, etc.)?
18. ¿Qué es lo que menos le gusta acerca de las instalaciones recreativas de la ciudad (Todo, incluyendo parques, centro comunitario, áreas para BBQ, etc.)? (respuesta libre)
19. ¿Son existen programas de recreación adicional o servicios que gustaría ver en la ciudad de Hollister? (respuesta libre)
20. En el último año, cuantas veces ha reservado un parque, área para BBQ, un salón en el centro comunitario, u otro espacio de la ciudad de Hollister? (favor de escoger uno)

Opciones de respuesta: 0, 1, 2, 3, 4+

21. ¿Cuantos parques de recreación y/o instalaciones ha visitado en el último año?(favor de escoger uno)

Opciones de rspuesta: 0, 1, 2, 3, 4+

22. ¿Qué tan probable seria que usted recomendara un parque de la ciudad a un amigo o amiga? (favor de escoger uno)

Opciones de respuesta: Muy probable, Algo probable, Algo improbable, Muy improbable

23. ¿En el último año, cuantos programas de recreación de la ciudad (ligas de deportes, clases de gimnasia, etc.) has participado? (favor de escoger uno)

Opciones de respuesta: 1, 2, 3, 4, 5+

24. ¿Qué tan probable seria de que usted recomendara los programas de recreación de la ciudad (ligas de deportes, clases de gimnasia, etc.) a un amigo o amiga? (favor de escoger uno)

Opciones de respuesta: Muy probable, Algo probable, Algo improbable, Muy improbable

25. ¿Hay suficientes áreas de deportes que satisfagan las necesidades de los grupos de deportes de la comunidad? (favor de escoger uno)

Opciones de rspuesta: Insuficiente, Carece algo, Adecuada, Mas de adecuada

26. ¿Con que frecuencia visita usted las instalaciones del parque más cercanas de la ciudad?

Opciones de respuesta: Nunca, Raramente, Algunas veces, Frecuentemente

27. ¿Qué le impide a usted visitar las los parques de la ciudad con más frecuencia? (respuesta libre)

28. ¿Qué es lo que le impide visitar las instalaciones recreativas de la ciudad (no los parques) con más frecuencia? (respuesta libre)

29. Dado a limitaciones de fondos, pueda que la ciudad luche con la dificultad de mantener el personal para mantenimiento de los parques e instalaciones recreativas. ¿Cómo desearía usted que se financie el mantenimiento de los parques, programas, y nuevos parques e instalaciones recreativas? (favor de seleccionar las dos que le interese mas)

Opciones de respuesta: Cuotas para uso (Los visitantes pagan más que los residents); Cuotas para uso (el mismo precio para todos); Medida de bonos, que dedicaría dinero para construir cosas nuevas; Medida de bonos, que dedicaría dinero para los gastos de mantenimiento de parques; Programas de patrocinio de negocios locales; Esfuerzos voluntaries; Esfuerzos de grupos sin fines de lucro; Asociación pública y privada, donde empresas privadas se asocian con agencias públicas para invertir en un proyecto y donde los dos comparten las responsabilidades de mantenimiento y beneficios de las cuotas adquiridas, etc.; No lo se.

Questions 1-16: Importance/Satisfaction Calculations

Importance and Satisfaction Scale: Each respondent was asked to select on a scale of one to five or one to ten (poor to excellent) the importance of various City recreation offerings to the respondent and the respondent's satisfaction with each.

The results from each category were divided by the number of total results and multiplied by ten. Both Importance and Satisfaction numbers were combined to generate an Opportunity Score. The formula for determining Opportunity Scores is $i + ((\max(0, (i - s))))$. The Importance, Satisfaction, and Opportunity Scores are shown in the tables on the following pages.

An Opportunity Score above 10 is a solid opportunity, anything above 12 is a high opportunity, and anything above 15 is an extreme opportunity. This exercise indicates that each of the factors assessed holds opportunity for improvement. The top four features providing the greatest potential opportunity are highlighted within each question series from the public survey results. The following tables and scatter graphs show the Importance and Satisfaction results.

Questions 1&2

How important is it for you to have City parks available for public use?

Please rate your overall satisfaction with public access to City parks in the City of Hollister.

Questions 3&4

How important is it for you to have recreation facilities, (gyms, pools, community centers, etc.) available for public use?

Please rate your overall satisfaction with the number of City recreation facilities (gyms, pools, community centers, etc.) available.

Questions 5&6

How important is it for you to have City run recreation programs, (sports leagues, fitness classes, etc.) available for public use?

Please rate your overall satisfaction with City-run recreational programs (sports leagues, fitness classes, etc.) in the City of Hollister.

Questions 7&8

How important is it for you to be able to reserve park or recreational facilities, (BBQs, party spaces, etc.) for public use?

Please rate your overall satisfaction with the City's reservation process (for BBQs, party spaces, etc.) in the City of Hollister.

Questions 9&10

How important is it for you to have community sports groups available in your community?

Please rate your overall satisfaction with the current options for community sports groups in the City of Hollister.

Questions 11&12

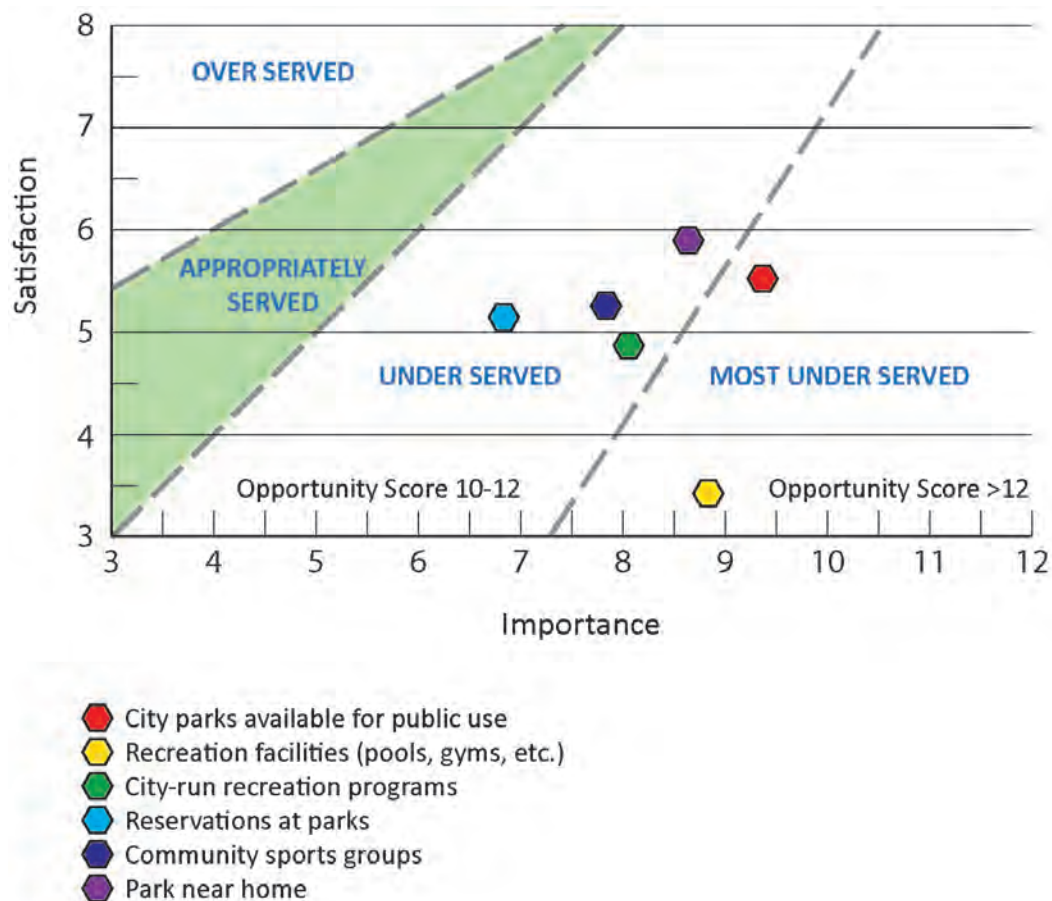
How important is it for you to have a park near your home?

Please rate your overall satisfaction with the distance to the park nearest your home.

City Parks and Recreation Service Features	Importance	Satisfaction	Opportunity Score
City parks available for public use	9.42	5.56	13.28
Recreation facilities (pools, gyms, etc.)	8.84	3.43	14.25
City-run recreation programs	8.03	4.9	11.16
Reservations at parks	6.84	5.14	8.54
Community sports groups	7.8	5.33	10.27
Park near home	8.64	5.92	11.36

Questions 1-12: Importance and Satisfaction average scores and Opportunity Score calculated.

The scores are mapped below graphically to show the two factors most under served.



Questions 13&14

Please rate the importance of each of the following services provided as they relate to parks and recreation.

Please rate your overall satisfaction with the following services.

(Note: Respondents were provided a scale of 1-5 for ranking importance/satisfaction on this question. Average scores were multiplied by two in order to maintain consistent calculation of Opportunity Score)

City Parks and Recreation Service Features	Importance	Satisfaction	Opportunity Score
City parks available for public use	8.96	5.96	11.96
Recreation facilities (pools, gyms, etc.)	8.5	4.2	12.8
City-run recreation programs	8.18	5.7	10.66
Reservations at parks	9.12	6.04	12.2
Community sports groups	8.66	5.66	11.66



- Quality of services
- Recreation facilities (pool, gym, etc.)
- Programs (sports, education, etc.)
- Parks
- Access to information

APPENDIX A

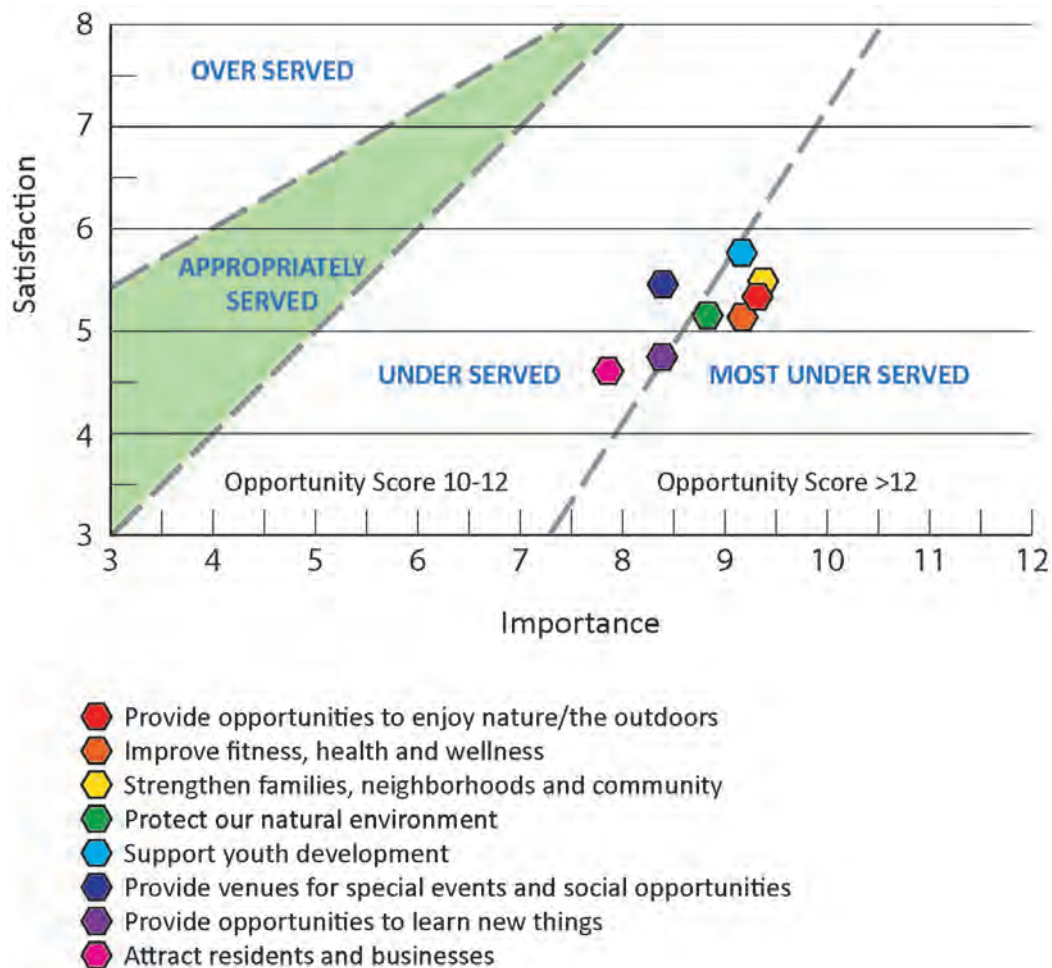
Questions 15&16

Which of the following benefits of parks, recreation and trails are most important to you?

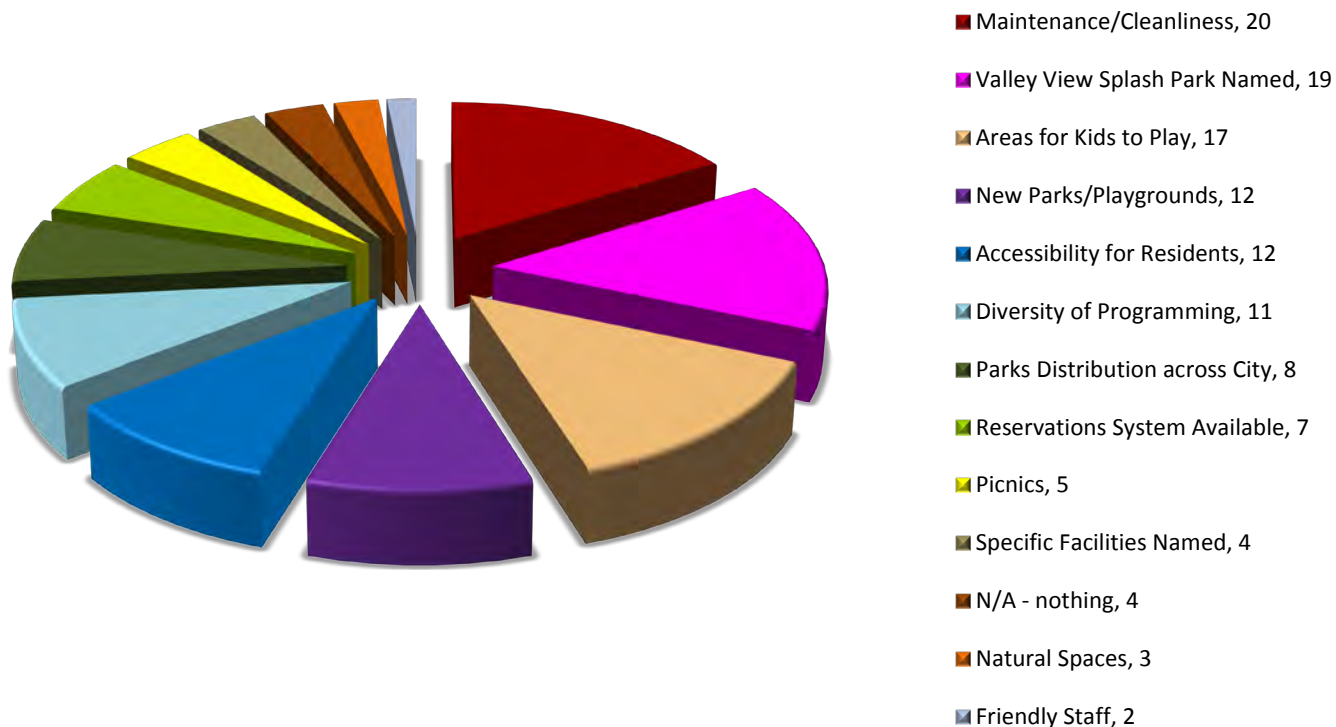
How satisfied are you with the City's current facilities/services relating to that item?

(Note: Respondents were provided a scale of 1-5 for ranking importance/satisfaction on this question. Average scores were multiplied by two in order to maintain consistent calculation of Opportunity Score)

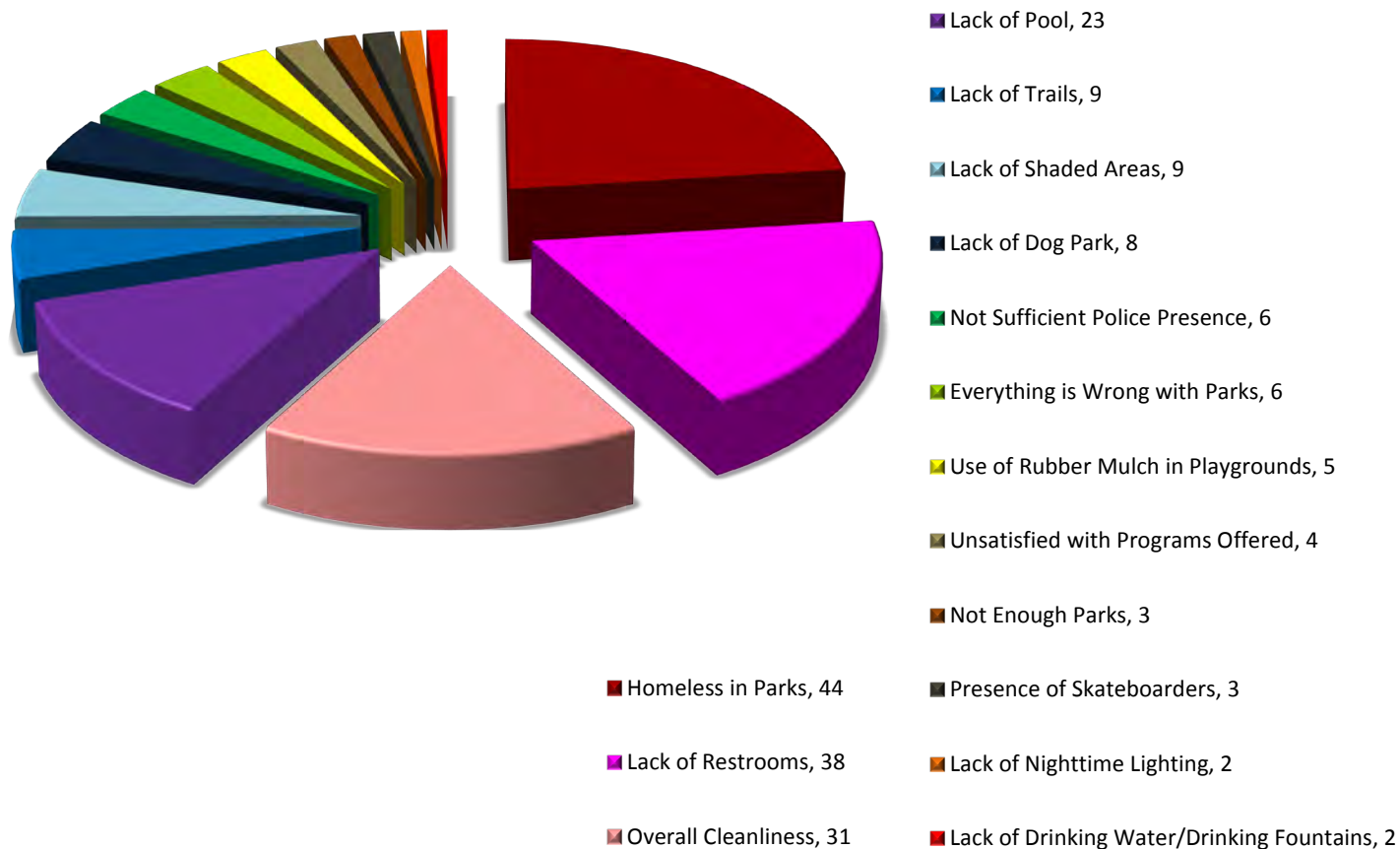
City Parks and Recreation Service Features	Importance	Satisfaction	Opportunity Score
Provide opportunities to enjoy nature/outdoors	9.34	5.26	13.42
Improve health, wellness and fitness	9.14	5.18	13.1
Strengthen families, neighborhoods and community	9.38	5.48	13.28
Protect our natural environment	8.84	5.2	12.48
Support youth development	9.14	5.72	12.56
Provide special events and social opportunities	8.4	5.56	11.24
Provide opportunities to learn new things	8.38	4.74	12.02
Attract residents and businesses	7.86	4.6	11.12



17. What do you like most about the City's recreation facilities?

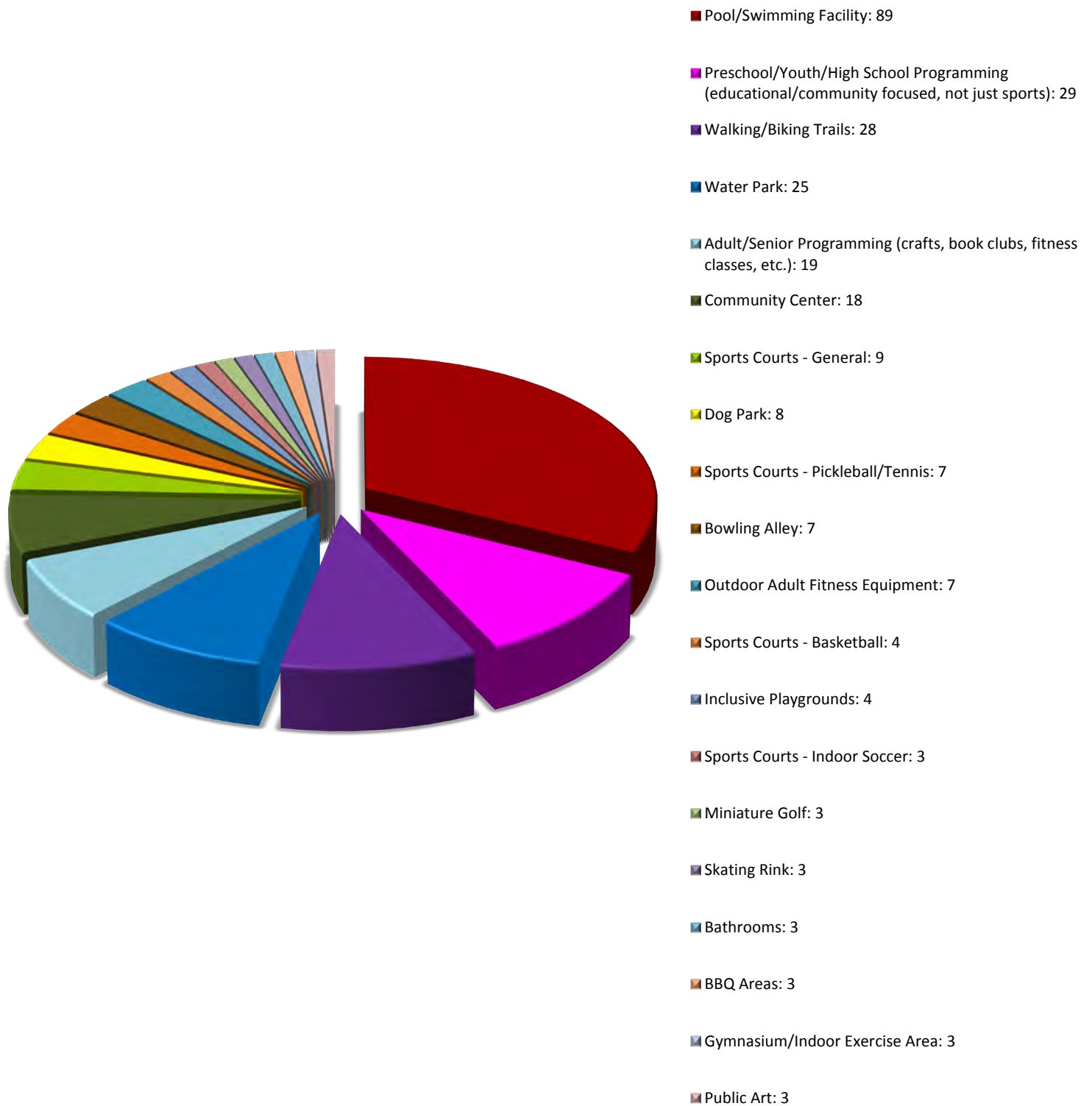


18. What do you dislike most about the City's recreation facilities?

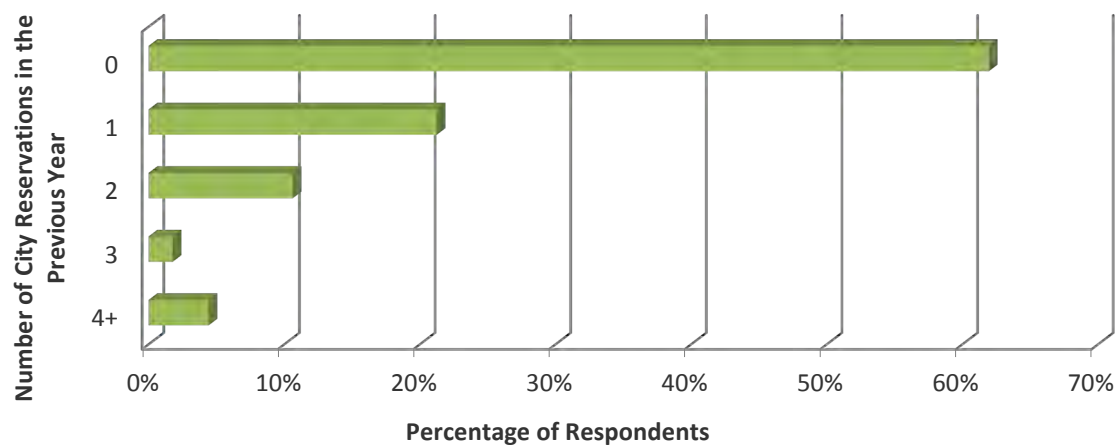


APPENDIX A

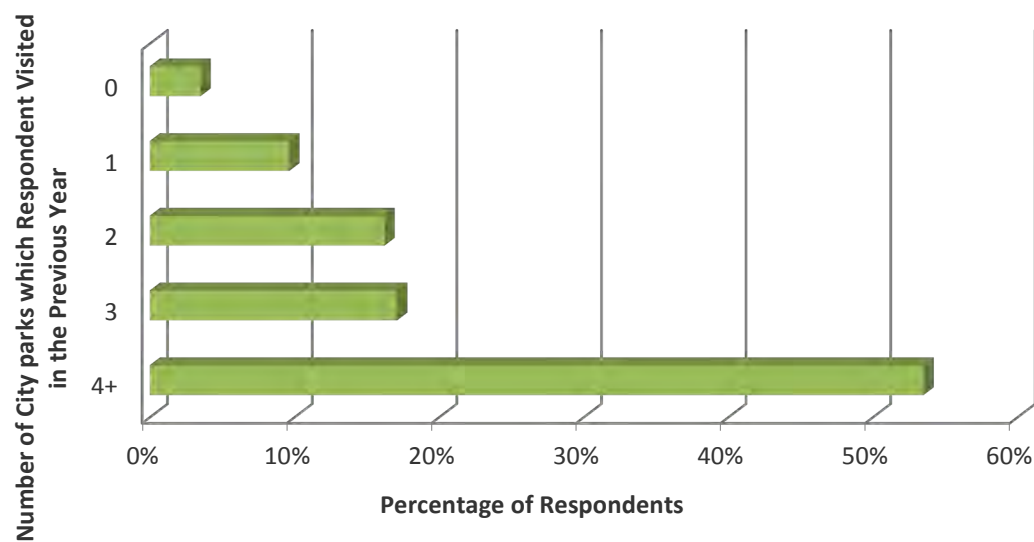
19. Are there additional recreation programs or facilities you would like to see in the City of Hollister?



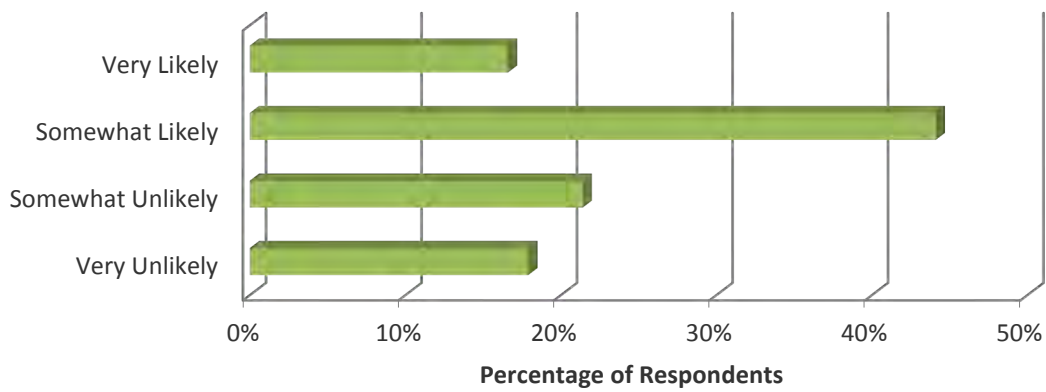
20. How many times in the past year have you reserved a park, BBQ, community center room, or other space from the City of Hollister?



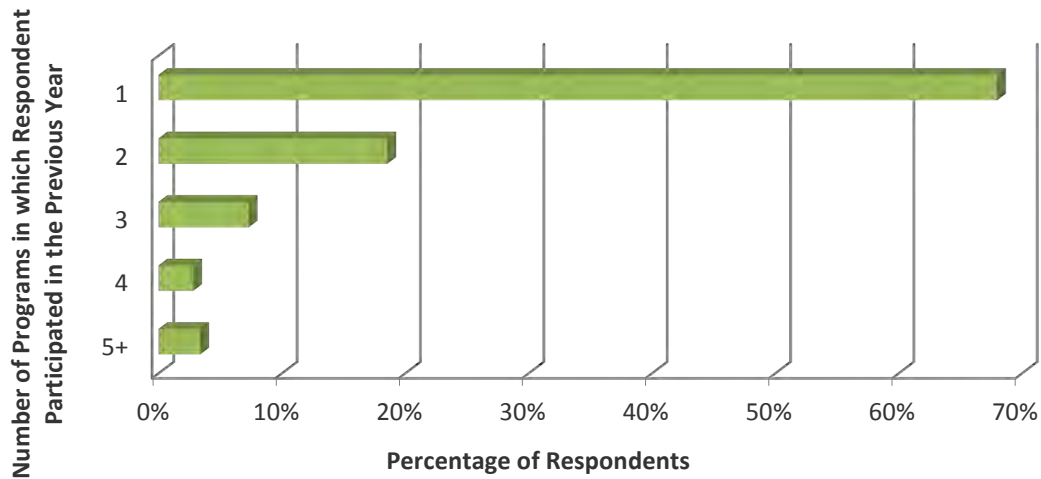
21. How many City of Hollister parks and/or other facilities have you visited in the past year?



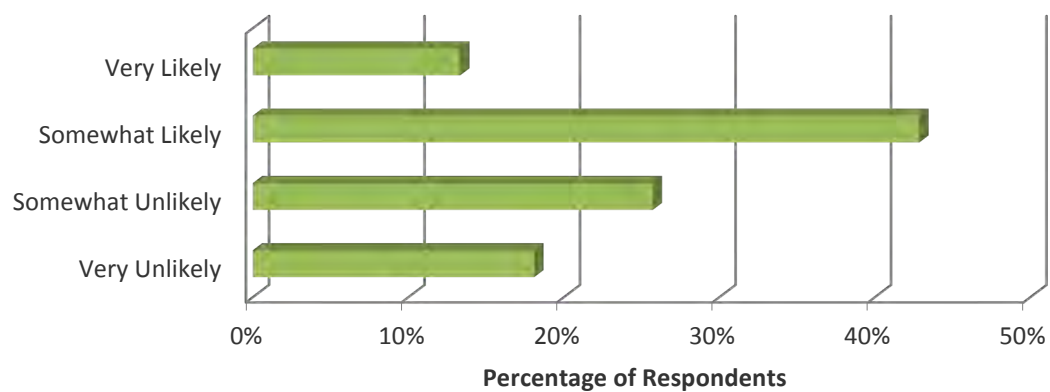
22. How likely would you be to recommend City parks to a friend?



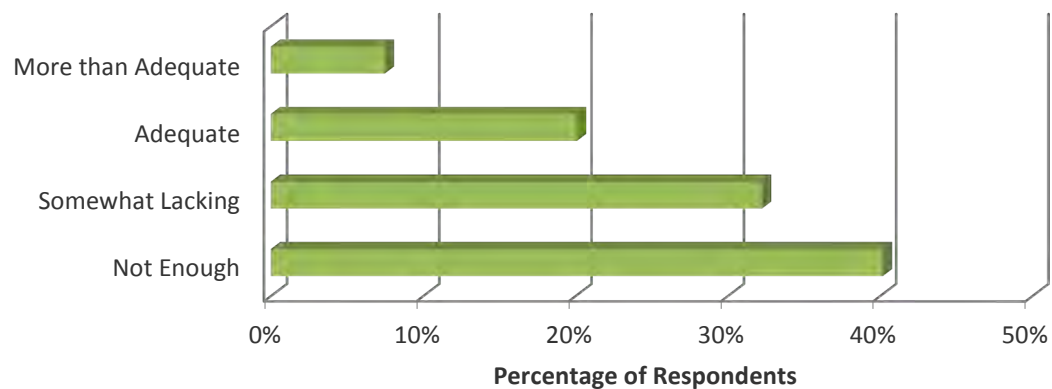
23. How many City recreation programs (sports leagues, fitness classes, etc.) have you participated in during the past year?



24. How likely would you be to recommend City recreational programs to a friend?

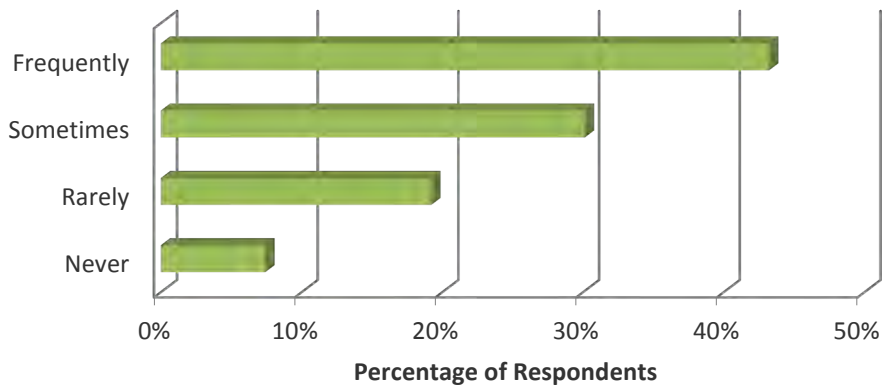


25. Are there enough sports fields to meet the needs of the community sports groups?

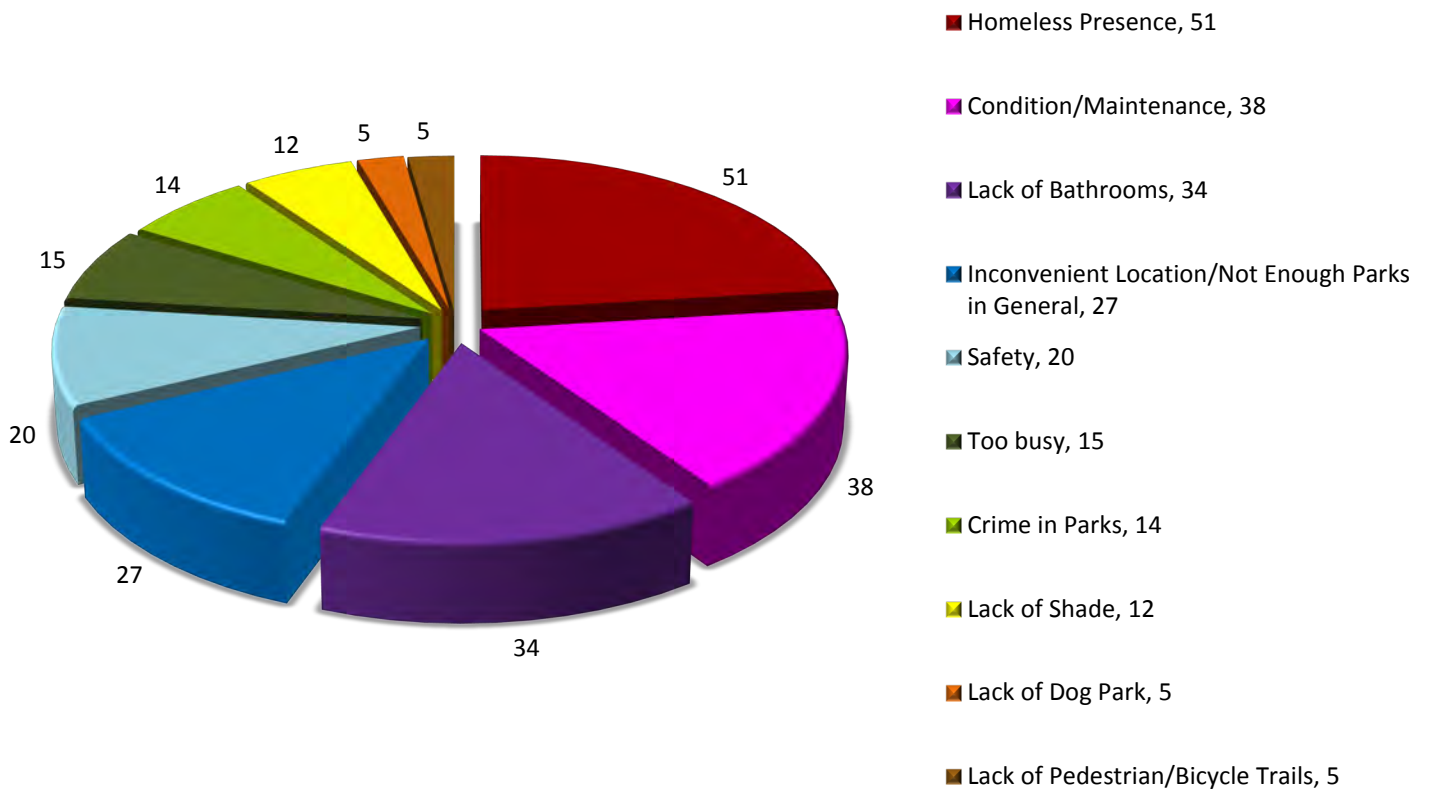


APPENDIX A

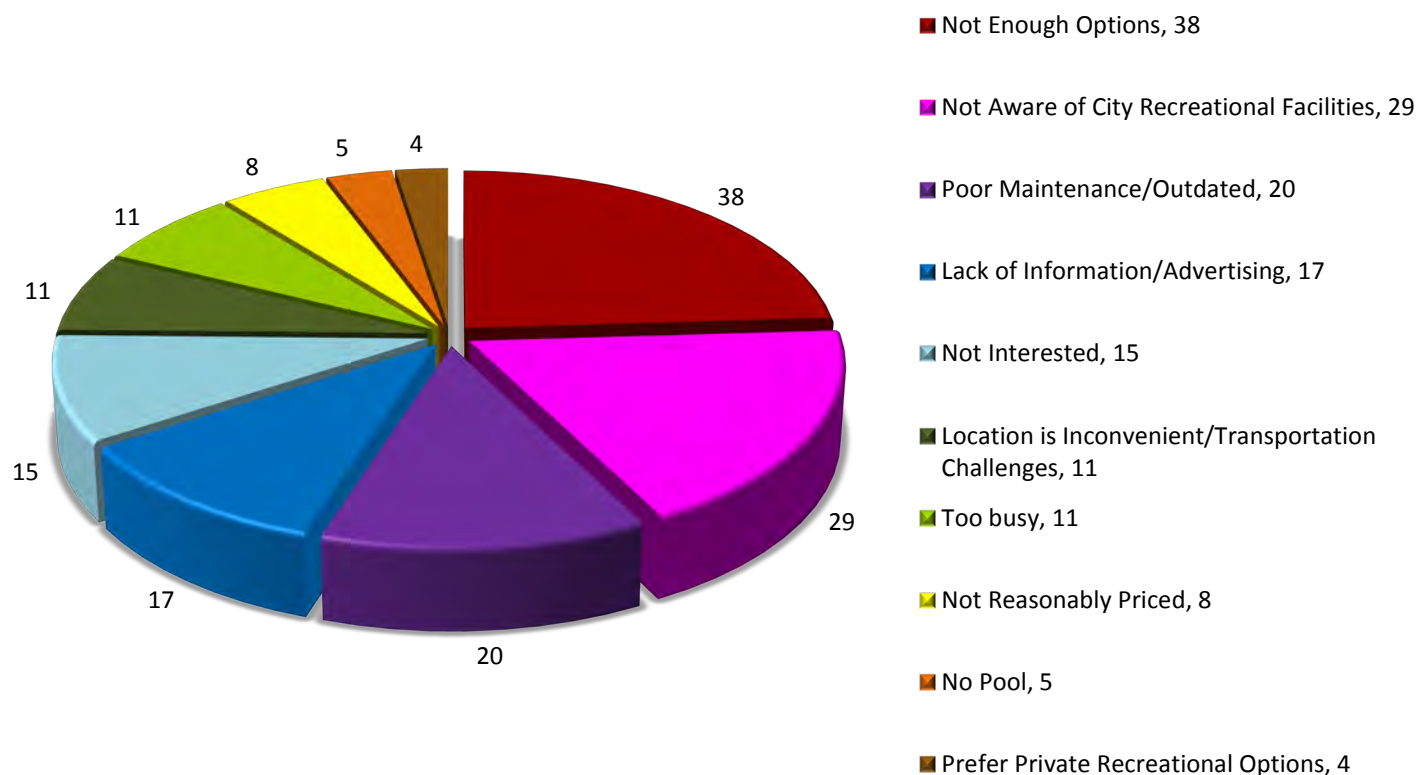
26. How often do you visit your closest park facility?



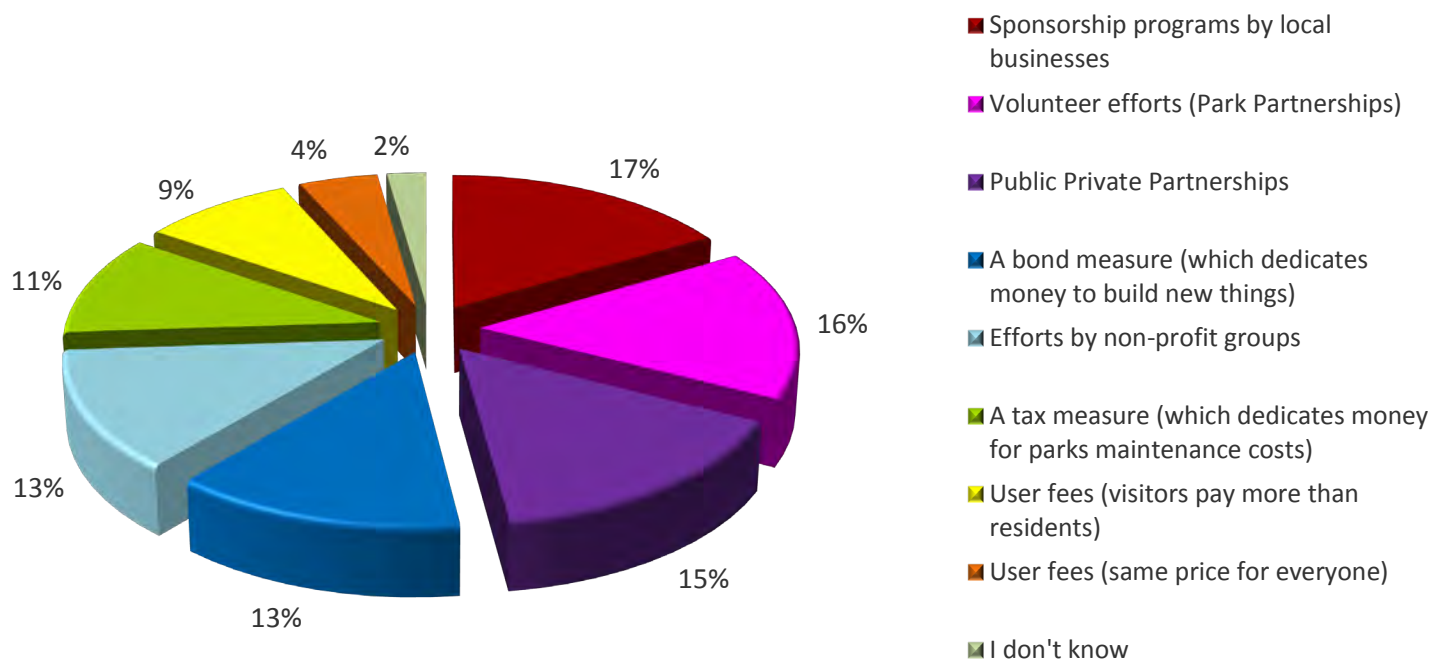
27. What keeps you from visiting City parks more often?



28. What keeps you from visiting City recreational facilities (gym, community center, etc.) more often?



29. Because of funding limitations, the City may struggle to staff and maintain their parks and recreation facilities. How would you want to see park maintenance, programs, and new parks and facilities get funded? (Select your top two answers)



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APPENDIX B

Parks Inventory Matrix

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PARKS INVENTORY MATRIX

Parks and Recreation Service Features	Allendale Park	Apricot Park	Calaveras School Park	Cerra Vista School Park	Dunne Park	Frank Klauer Memorial Park	Hollister Skate Park	Hollister Softball Fields (at Veterans Memorial Park)
SIZE (ACRES)	6.25	2.04	5.0	7.36	4.76	4.73	1.34	2.25
OWNERSHIP	City of Hollister	City of Hollister	Hollister School District	Hollister School District	City of Hollister	City of Hollister	San Benito County	San Benito County
Gardens	(Under Construction - TBD)	No	No	No	Yes (2)	No	No	No
Historic / Cultural Features		No	No	No	Memorial	No	No	No
Decorative Fountains		No	No	No	No	No	No	No
Amphitheater		No	Yes	No	No	No	No	No
Recreation Center		No	No	No	Hall On-Site	No	No	No
Dog Park		No	No	No	No	No	No	No
Pool / Water Play Feature		No	No	No	No	No	No	No
Drinking Fountain		1	1	3	No	1	1	Yes
Restrooms		No	1	1	1	No	Portables	Yes
Shade Shelters		1	1	1	No	2	1	No
Skate Park		No	No	No	No	No	Yes	No
Sports Fields		No	Baseball/ Softball	Baseball/ Softball	Baseball/ Softball	No	No	Yes, (2) Softball
Sports Courts		No	Basketball	Basketball	(3) Tennis	No	No	No
Swings		No	1	3	2	3	No	No
Playground: 2-5 yr.		No	Yes	Yes	Yes	Yes	No	No
Playground: 5-12 yr.		Yes	Yes	Yes	Yes	Yes	No	No
BBQs		2	2	No	1	No	No	No
Natural Area		No	No	No	No	Within Basin	No	No
Tables		No	12	18	6	3	2	No
Benches		6	10	8	12	4	No	Yes
Trails		No	No	No	No	Paved Loop Around Basin	No	No
Parking Lot Onsite		Yes	Yes	Yes	No	No	Yes	Yes
Major Utilities Present Onsite		Flood Control Basin	Shed	No	No	Flood Control Basin	No	No

APPENDIX B

Parks and Recreation Service Features	Jerry Gabe Memorial Park	John Z. Hernandez Memorial Park	Ladd Lane Elementary School	Las Brisas Park	Marguerite Maze Sports Complex	McCarthy Park	Mirabella Park	Nora Drive Park
SIZE (ACRES)	1.91	0.21	4.33	1.0	11	1.5	0.36	0.12
OWNERSHIP	City of Hollister	City of Hollister	Hollister School District	City of Hollister	Hollister School District	City of Hollister	City of Hollister	City of Hollister
Gardens	No	No	No	No	No	No	(Under Construction - TBD)	No
Historic / Cultural Features	No	No	No	No	No	No		No
Decorative Fountains	No	No	No	No	No	No		No
Amphitheater	No	No	No	No	No	No		No
Recreation Center	No	No	No	No	No	No		No
Dog Park	Yes	No	No	No	No	No		No
Pool / Water Play Feature	No	No	No	No	No	No		No
Drinking Fountain	3	No	Yes	No	No	No		1
Restrooms	No	No	No	No	No	No		No
Shade Shelters	6	No	No	No	No	No		No
Skate Park	No	No	No	No	No	No		No
Sports Fields	No	No	Multi-use Turf field, Softball	No	Baseball/ Softball, Soccer	No		No
Sports Courts	No	No	No	No	Volleyball, Basketball	Basketball		No
Swings	No	1	No	1	No	No		No
Playground: 2-5 yr.	Yes	Yes	No	Yes	No	No		1
Playground: 5-12 yr.	No	No	Yes	Yes	No	Yes		No
BBQs	2	No	No	No	No	No		No
Natural Area	No	No	No	No	No	No		No
Tables	6	3	No	2	No	2		1
Benches	3	2	No	4	4	No		3
Trails	No	No	No	Paved Loop Path	No	No		No
Parking Lot Onsite	Adjacent Parking	No	Yes	No	Yes	No		No
Major Utilities Present Onsite	No	Shed	No	No	No	No		No

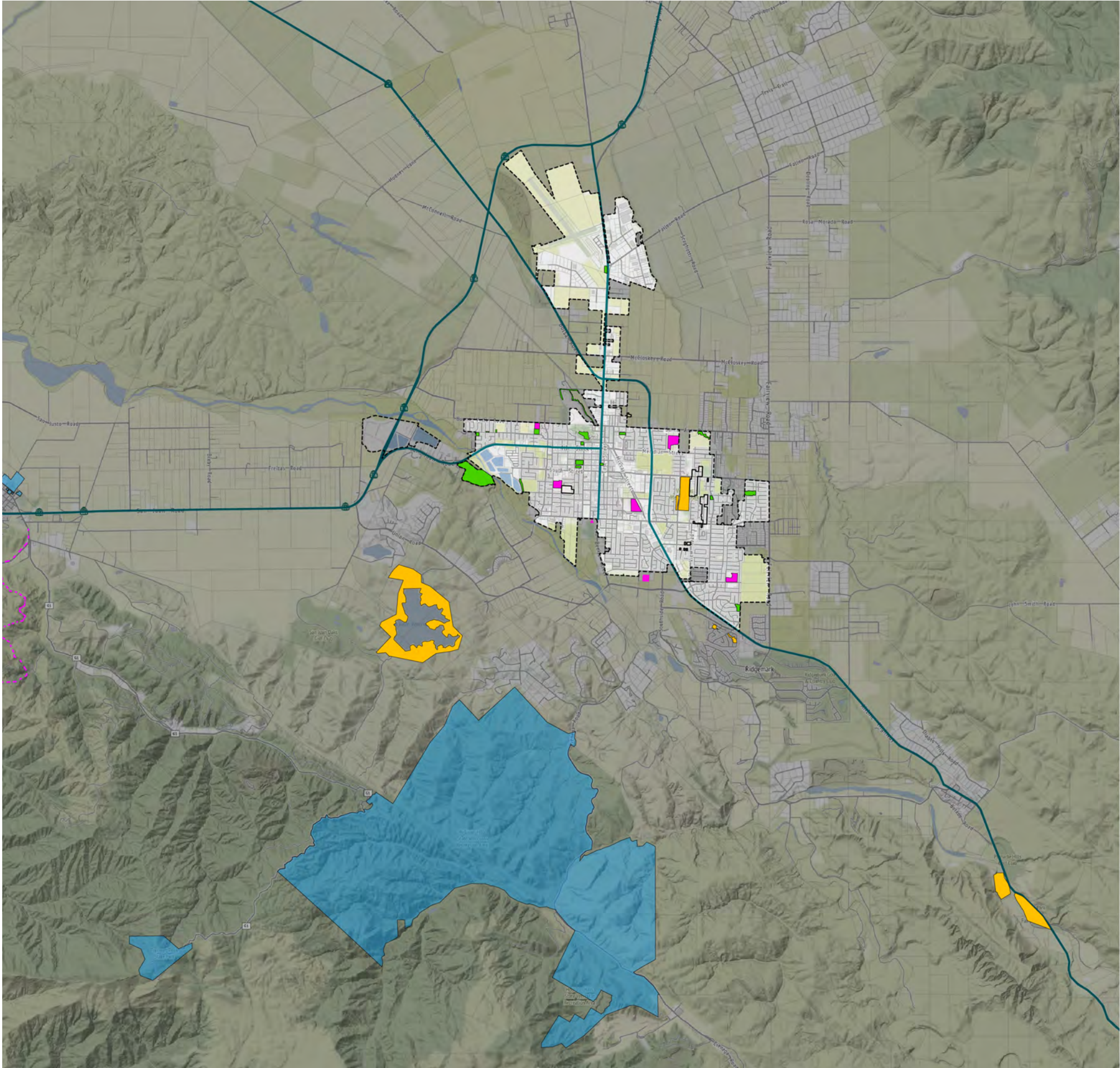
Parks and Recreation Service Features	R. O. Hardin School	Rancho San Justo Sports Complex	San Benito High School Tennis Courts	Santa Ana Park	Tony Aguirre Memorial Park	Valley View Park	Vista Hill Park	Water Reclamation Recreational Facility
SIZE (ACRES)	6.26	9.16	0.75	3.0	1.0	2.65	5.0	49.72
OWNERSHIP	Hollister School District	Hollister School District	San Benito HS District	City of Hollister	City of Hollister	City of Hollister	City of Hollister	City of Hollister
Gardens	No	No	No	No	No	No	No	No
Historic / Cultural Features	No	No	No	No	No	No	No	No
Decorative Fountains	No	No	No	No	No	No	No	No
Amphitheater	No	No	No	No	No	No	No	No
Recreation Center	No	No	No	No	No	No	No	No
Dog Park	No	No	No	No	No	No	No	No
Pool / Water Play Feature	No	No	No	No	No	Yes, Splash Play	No	No
Drinking Fountain	Yes	1	No	No	1	1	1	No
Restrooms	No	No	No	No	No	No	Yes	Portable Only
Shade Shelters	No	1	No	No	No	No	2	No
Skate Park	No	No	No	No	No	No	No	No
Sports Fields	Multi-use Turf field, Softball	Baseball/ Softball, Track & Field	No	No	No	No	Baseball/ Softball	Multi-Use Turf Area
Sports Courts	No	Basketball, Badminton, Gymnasium	Tennis	Outdoor Fitness Stations	No	No	No	No
Swings	No	No	No	No	2	2	2	No
Playground: 2-5 yr.	No	No	No	No	No	Yes	No	No
Playground: 5-12 yr.	No	No	No	Yes	Yes	Yes	Yes	No
BBQs	No	No	No	8	No	No	2	No
Natural Area	No	No	No	Along Channel/ Creek	No	No	Yes	Yes
Tables	No	No	No	No	2	4	19	4
Benches	No	4	No	9	4	8	4	8
Trails	No	No	No	Paved Path	No	No	Yes	Yes
Parking Lot Onsite	Yes	Yes	Yes	No	No	No	Yes	Yes
Major Utilities Present Onsite	No	Shed	No	Drainage Channel / Creek	No	Shed	Water Towers, Antennae	Yes, Misc.

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APPENDIX C

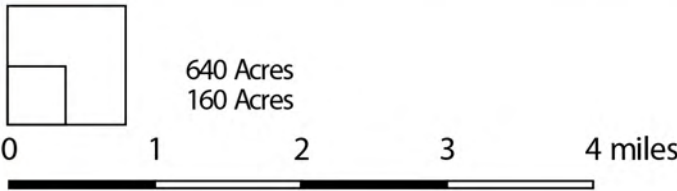
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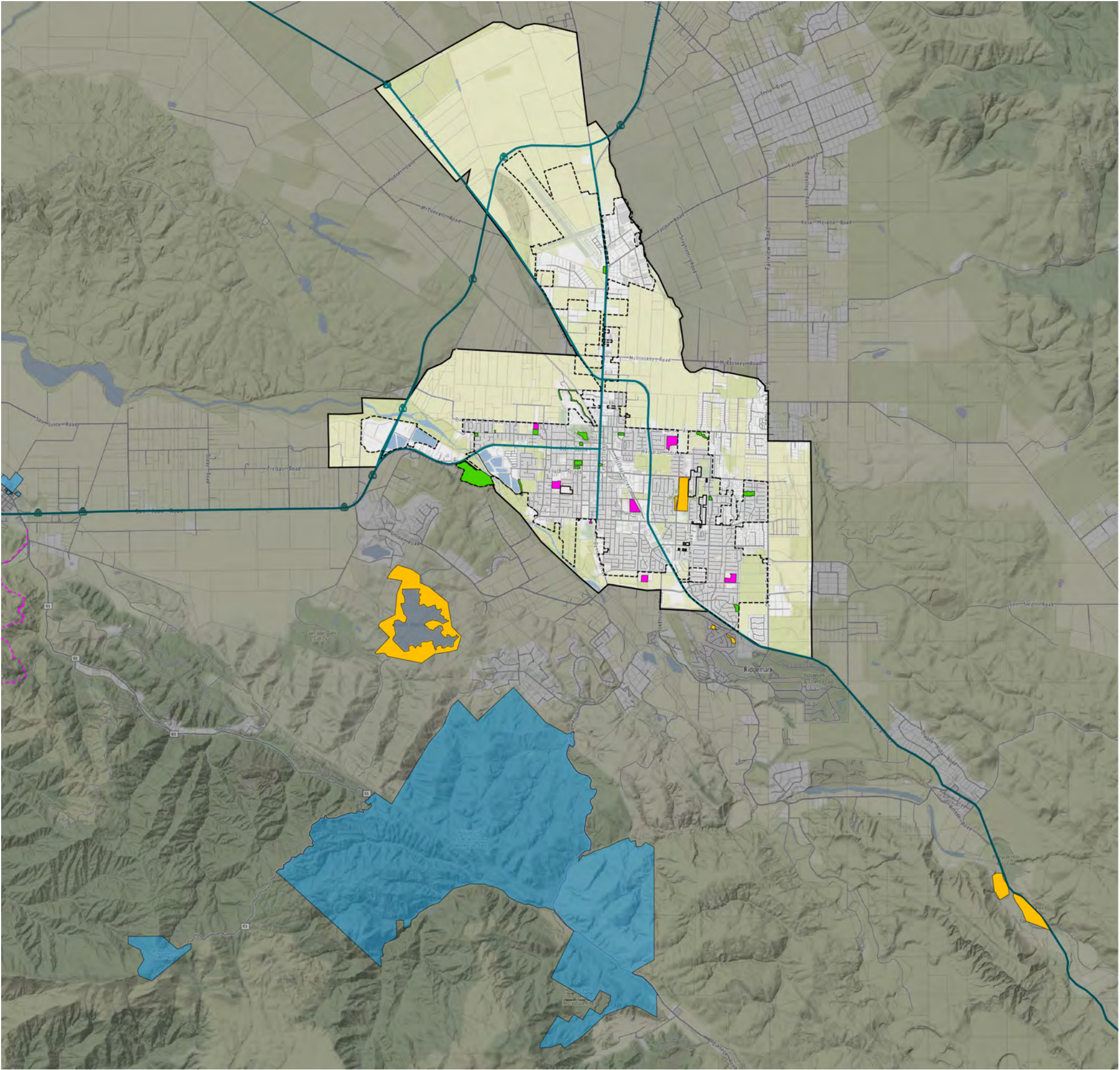


HOLLISTER CITY PARKS

- CITY LIMIT
- - - - - JUAN BAUTISTA DE ANZA NATIONAL HISTORIC TRAIL
- MAIN ROADS
- HOLLISTER CITY PARKS
- SAN BENITO COUNTY PARKS
- SCHOOL PARKS
- CALIFORNIA DEPARTMENT OF PARKS AND RECREATION



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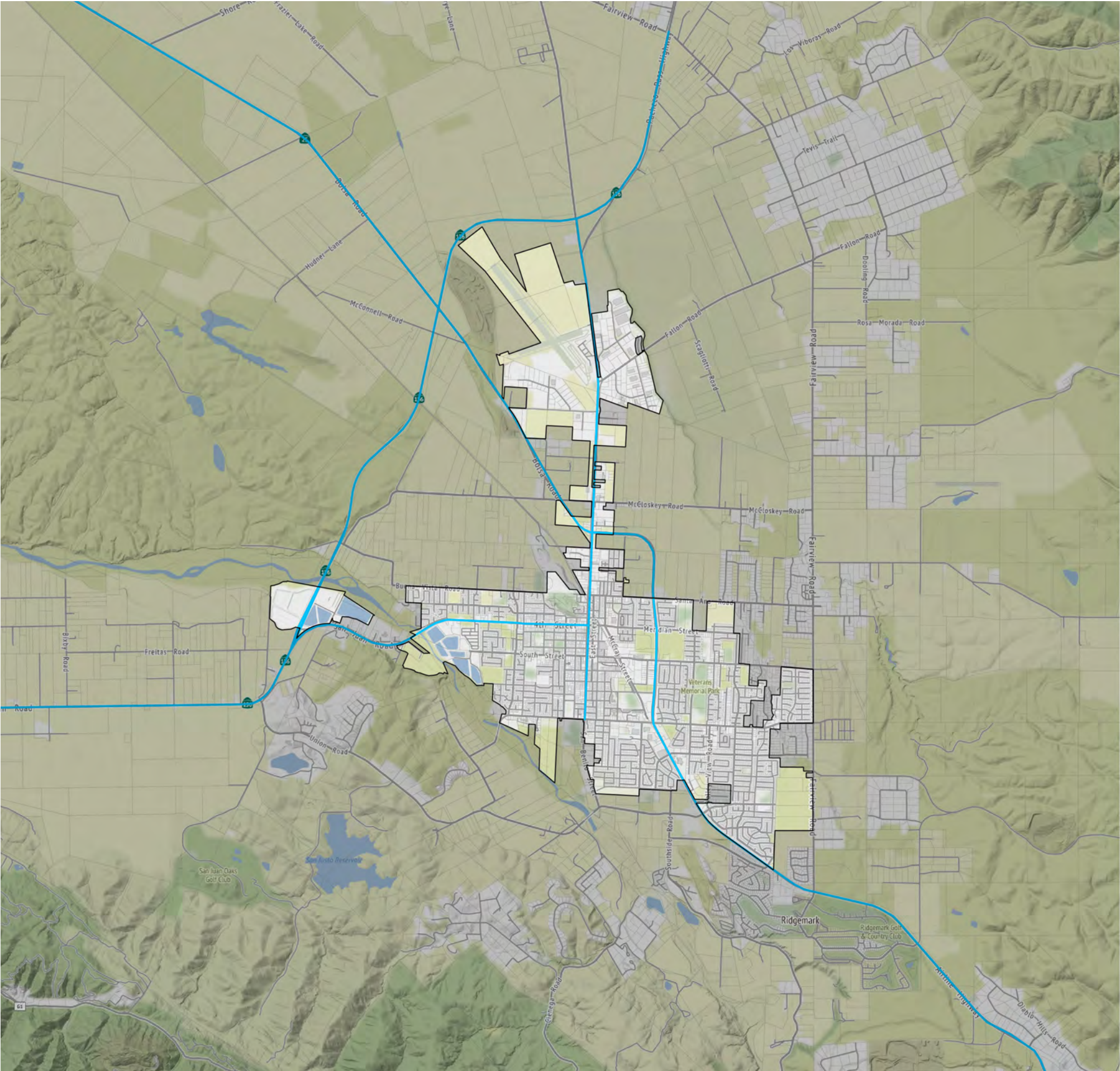


HOLLISTER CITY PARKS

- HOLLISTER SPHERE OF INFLUENCE
- - - - CITY LIMIT
- - - - JUAN BAUTISTA DE ANZA NATIONAL HISTORIC TRAIL
- MAIN ROADS
- HOLLISTER CITY PARKS
- SAN BENITO COUNTY PARKS
- SCHOOL PARKS
- CALIFORNIA DEPARTMENT OF PARKS AND RECREATION

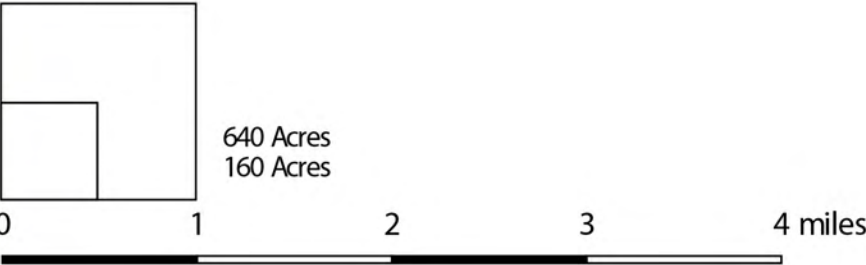


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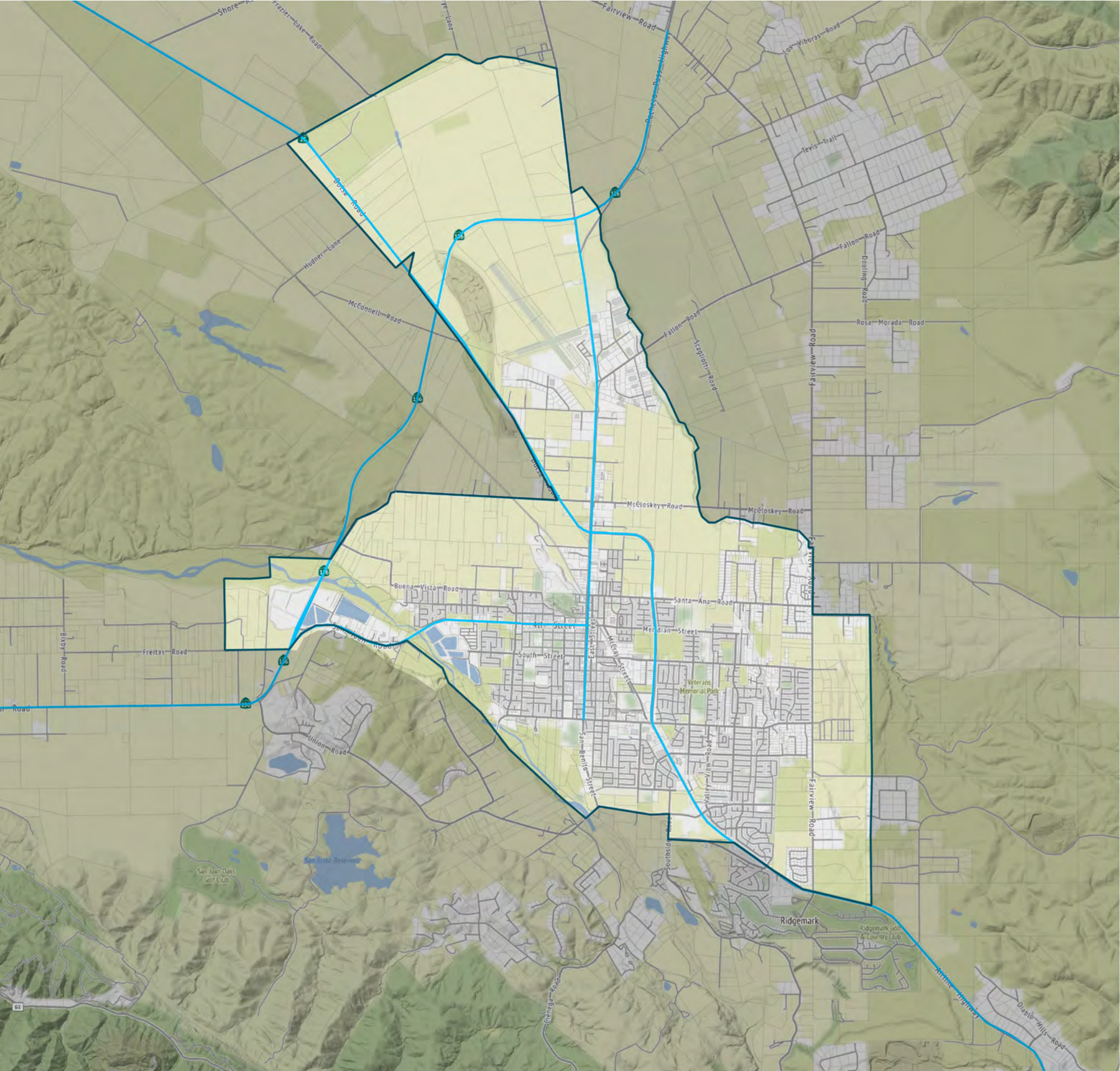


HOLLISTER CITY PARKS

- CITY LIMIT
- MAIN ROADS

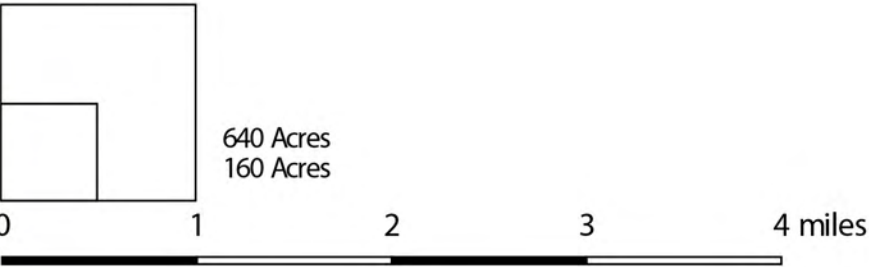


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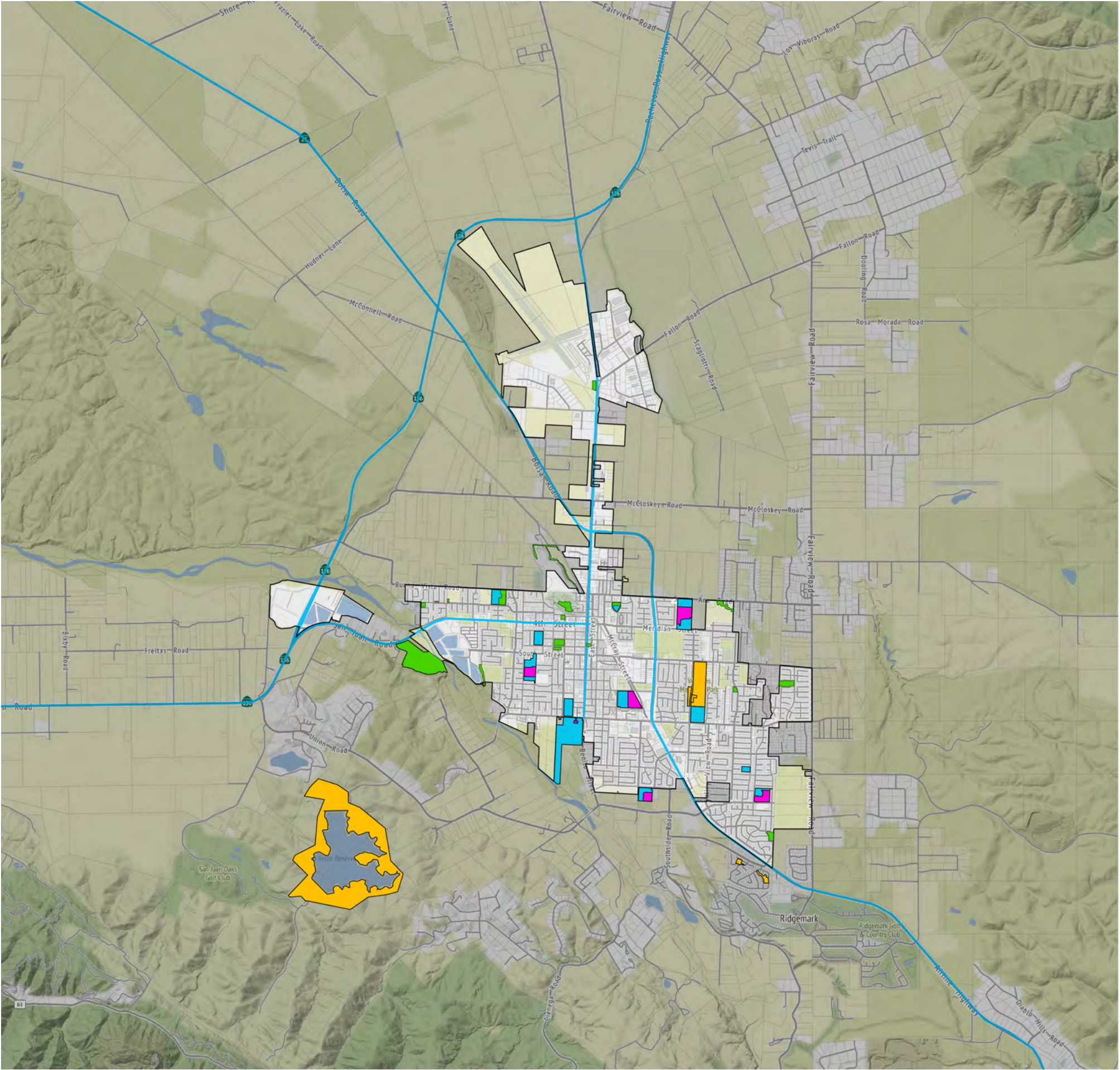


HOLLISTER CITY PARKS

- SPHERE OF INFLUENCE
- MAIN ROADS

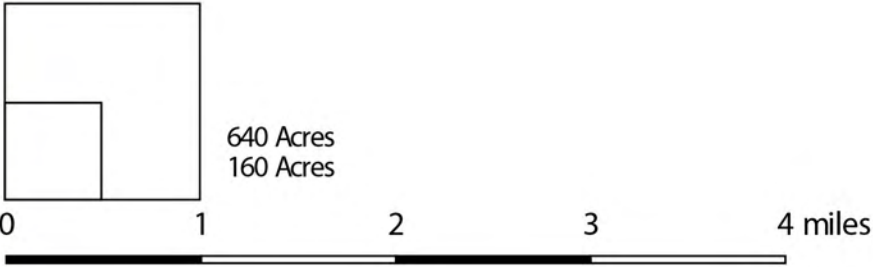


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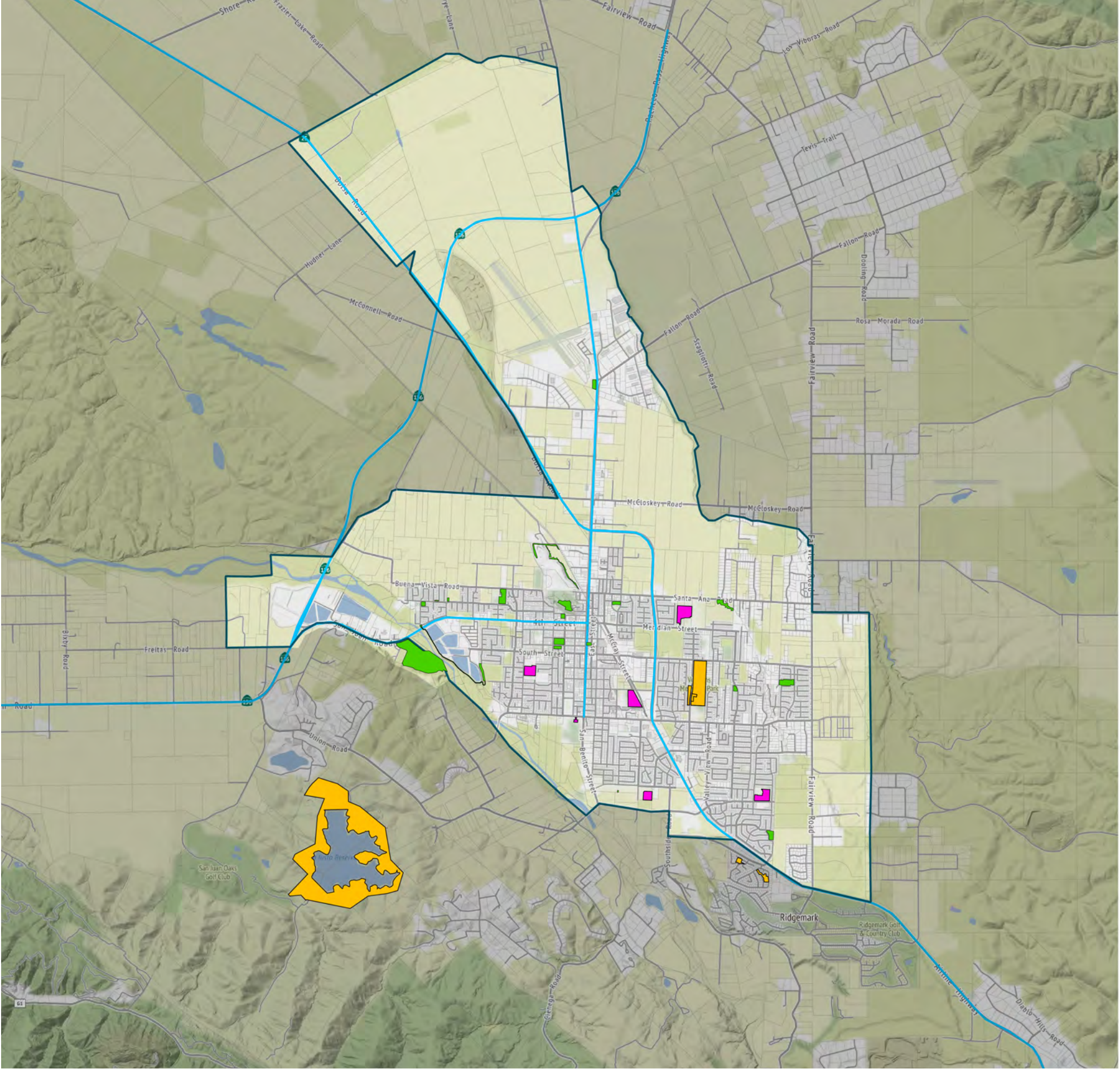


HOLLISTER CITY PARKS

- CITY LIMIT
- MAIN ROADS
- HOLLISTER CITY PARKS
- SAN BENITO COUNTY PARKS
- SCHOOL PARKS
- SCHOOLS

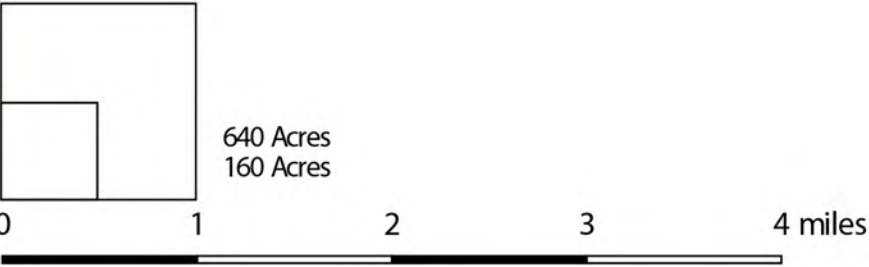


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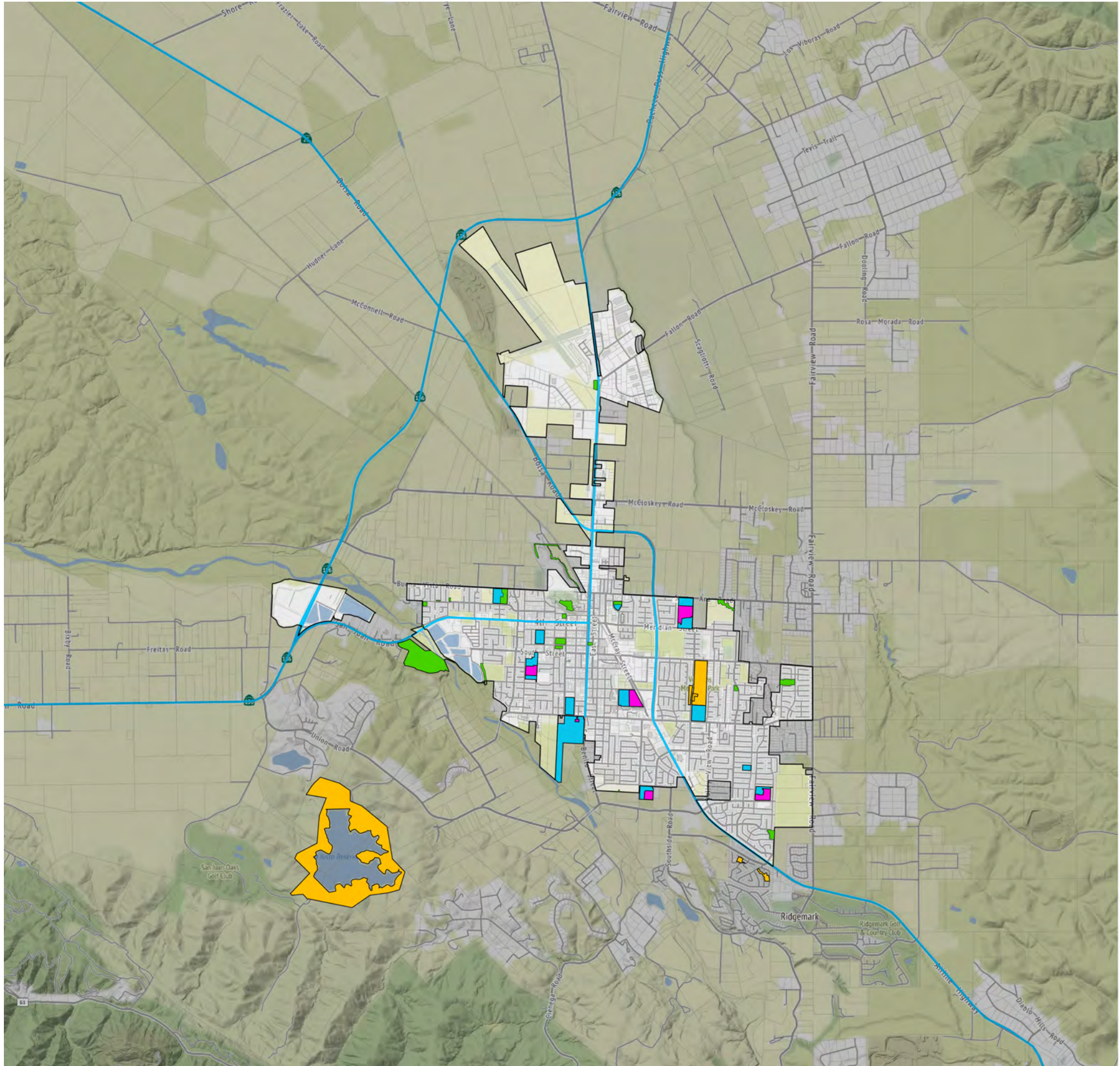


HOLLISTER CITY PARKS

- CITY LIMIT
- MAIN ROADS
- HOLLISTER CITY PARKS
- SAN BENITO COUNTY PARKS
- SCHOOL PARKS

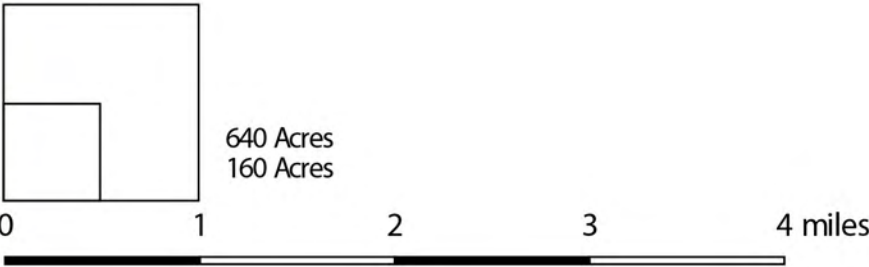


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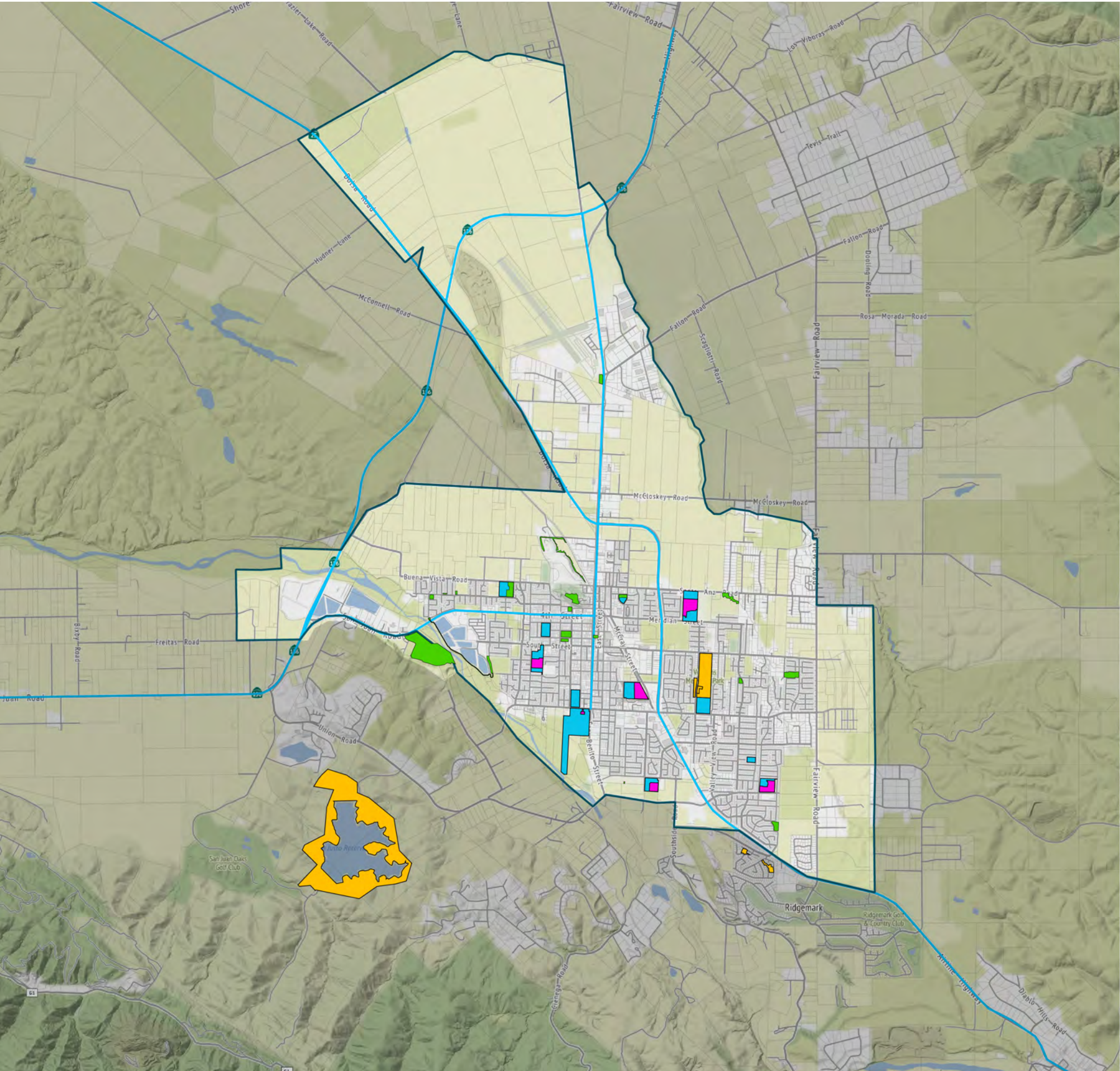


HOLLISTER CITY PARKS

- CITY LIMIT
- MAIN ROADS
- HOLLISTER CITY PARKS
- SAN BENITO COUNTY PARKS
- SCHOOL PARKS
- SCHOOLS

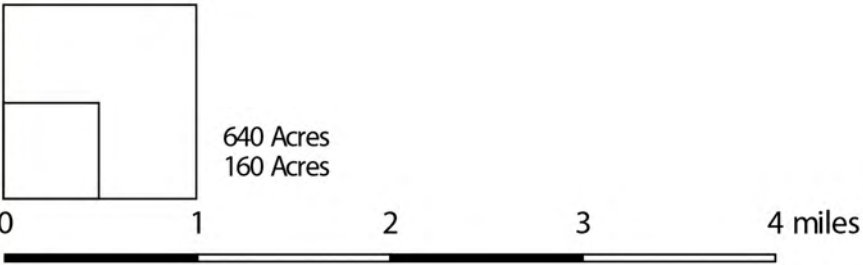


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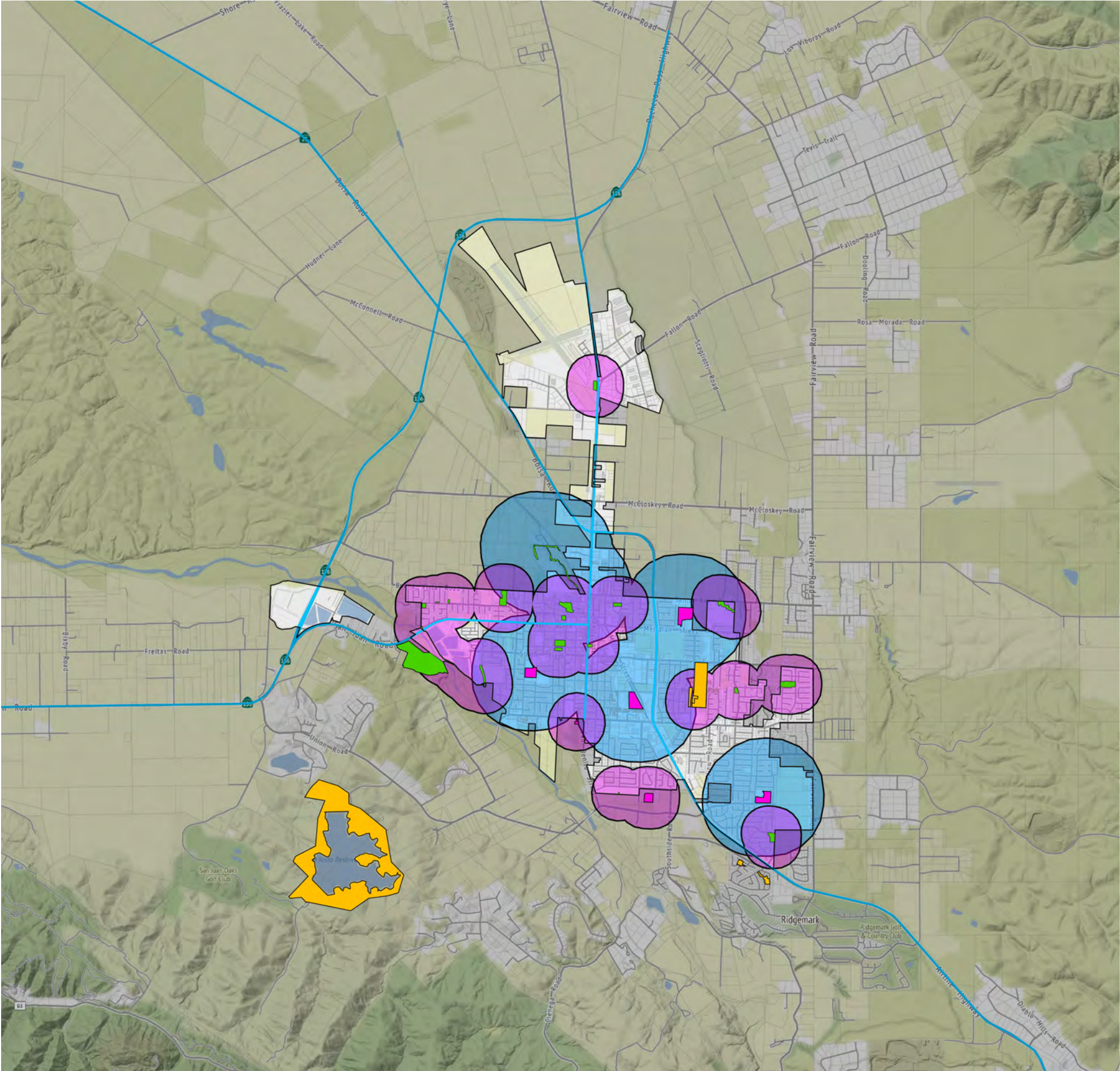


HOLLISTER CITY PARKS

- CITY LIMIT
- MAIN ROADS
- HOLLISTER CITY PARKS
- SAN BENITO COUNTY PARKS
- SCHOOL PARKS
- SCHOOLS

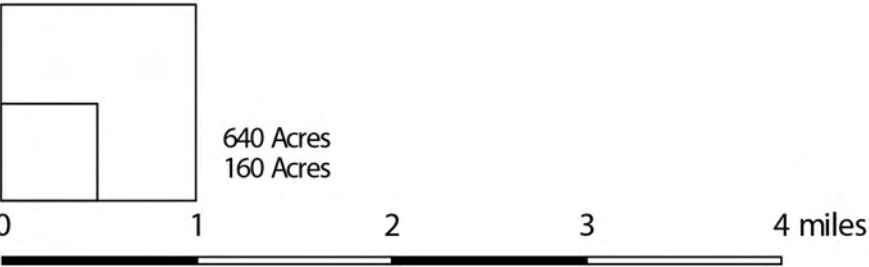


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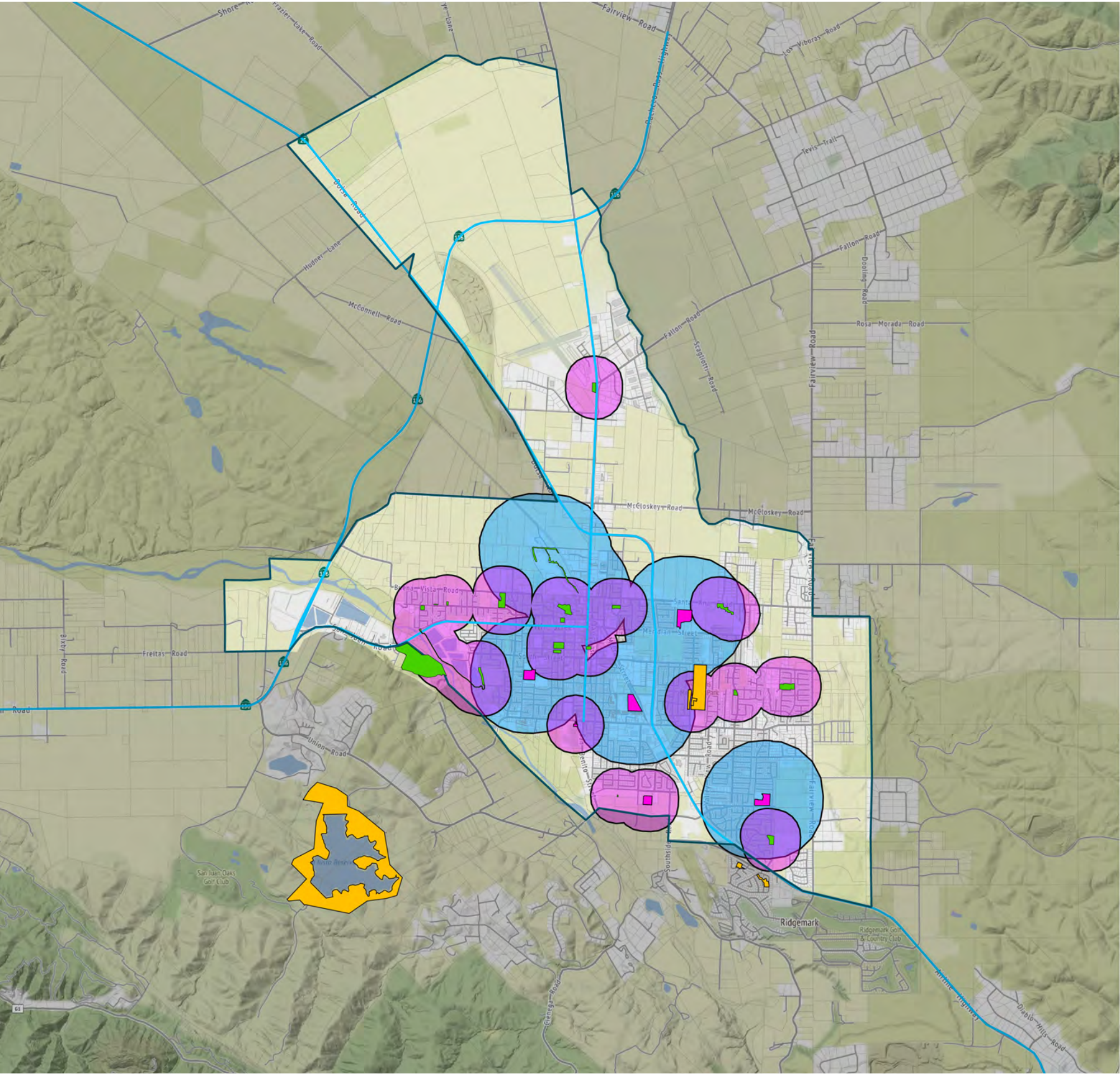


HOLLISTER CITY PARKS

- CITY LIMIT
- MAIN ROADS
- HOLLISTER CITY PARKS
- SAN BENITO COUNTY PARKS
- SCHOOL PARKS
- MINI PARK BUFFER (1/4 MILE)
- NEIGHBORHOOD PARK BUFFER (1/2 MILE)

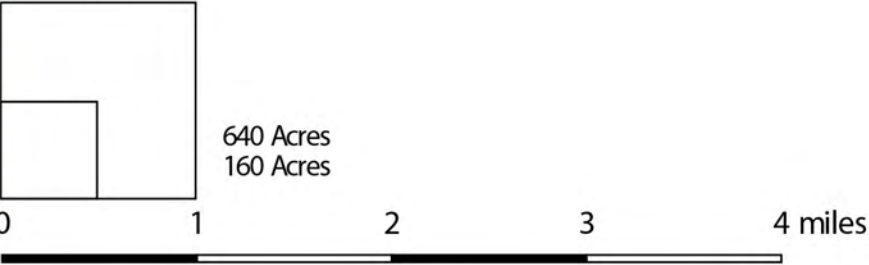


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HOLLISTER CITY PARKS

- CITY LIMIT
- MAIN ROADS
- HOLLISTER CITY PARKS
- SAN BENITO COUNTY PARKS
- SCHOOL PARKS
- MINI PARK BUFFER (1/4 MILE)
- NEIGHBORHOOD PARK BUFFER (1/2 MILE)



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CITY OF HOLLISTER PARK FACILITIES

- 1 Allendale Park and Trail
- 2 Apricot Park
- 3 Calaveras School Park
- 4 Cerra Vista School Park
- 5 Dunne Park
- 6 Frank Klauer Memorial Park
- 7 Hollister Community Center
- 8 Hollister Skate Park
- 9 Jerry Gabe Memorial Park
- 10 John Z. Hernandez Memorial Park
- 11 Ladd Lane School Park
- 12 Las Brisas Park
- 13 Marguerite Maze Sports Complex
- 14 McCarthy Park
- 15 Mirabella Park
- 16 Nora Drive Park
- 17 R.O. Hardin School Park
- 18 Rancho San Justo Sports Complex
- 19 River Trail
- 20 San Benito High School Tennis Courts
- 21 Santa Ana Park
- 22 Tony Aguirre Memorial Park
- 23 Valley View Park
- 24 Veterans Memorial Buildings
- 25 Veterans Memorial Park
- 26 Vista Park Hill
- 27 Water Reclamation Recreational Facility



CITY OF HOLLISTER PARK FACILITY MASTER PLAN 2018

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APPENDIX D

Vista Park Hill Master Plan: 2009

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VISTA PARK HILL MASTER PLAN, 2009

The Vista Park Hill Master Plan was developed and approved in 2009. The Master Plan seeks to identify circulation and ADA accessibility improvements within the existing developed 5 acres of the park. The Master Plan also proposes development for the 14 acres of City-owned park land immediately surrounding the park to develop the park to its full potential as a 19-acre public recreation amenity in central Hollister.

The improvements are proposed in phases, beginning with Phase 1-A to improve circulation, accessibility, and amenities within the existing 5 acre park area. Phase 1-B includes the construction of a road connection to North Street (Buena Vista Road), a desirable component of the plan which will improve overall park circulation and accessibility. Phase 2 extends to improvements in the area of the existing softball diamond. Phase 3 encompasses the majority of the new acreage to be added to the park's usable recreation area. This phase includes a network of walking trails and the inclusion of added active and passive recreational areas. The final component is the Phase 3 Expansion, which extends park assets to the northeast toward North Street.

Vista Park Hill Master Plan: Phasing and Cost Estimates per 2009 Master Plan Document

Phase	Timeline	Components	Estimated Cost
Phase 1-A	Design: 6 Months Construction: 6 Months	Hill Street Improvements Pedestrian Access Parking Lots Plaza Amphitheater Picnic Areas Playground Areas Restroom Building	\$4.2 to \$4.6 Million
Phase 1-B	Design: 3 Months Construction: 4 Months	Primary Vehicular Access Park Monument Signage ADA Multi-Use Trail	\$1 to \$1.2 Million
Phase 2	Design: 3 Months Construction: 2 Months	Open Turf Play Area Fenced Off-Leash Dog Park Basketball (Half-Court) Community Mural Gazebo Overlook Platform ADA Multi-Use Walkway Landscaping	\$900,000 to \$1.1 Million
Phase 3	Design: TBD Construction: TBD	Open Meadow Wind Sculpture Garden Demonstration Garden 9-Hole Disc Golf Course Hiking/Walking Trails Trail Connections	TBD
Phase 3 Expansion	Design: TBD Construction: TBD	Landscaping Amenities TBD	TBD

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APPENDIX E

McCarthy Park Master Plan: 2018