

CITY OF HOLLISTER OBJECTIVE DESIGN STANDARDS

PROJECT BACKGROUND



WHAT ARE OBJECTIVE DESIGN STANDARDS (ODS)?

Objective design standards are defined as standards that “involve no personal or subjective judgement by a public official and are uniformly verifiable by reference to an external and uniform benchmark or criterion available and knowable by both the development applicant and public official prior to submittal.” This differs from design guidelines, which are subjective, or open to personal perspective. Design standards are “objective” if they are measurable, verifiable, and knowable to all parties prior to project submittal. A planning review process based on the Objective Design and Development Standards involves no personal or subjective judgement by a public official.



ODS regulate development style, layout, visual details, and orientation.



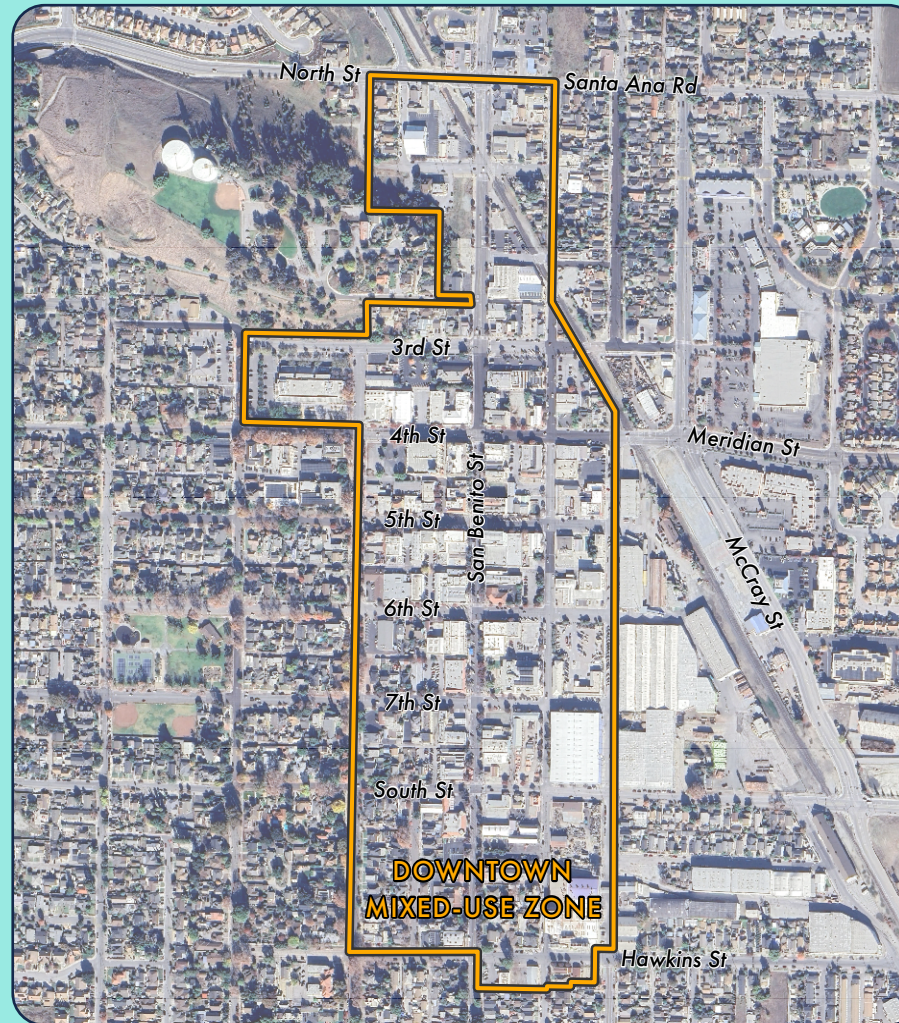
ODS offer predictability, transparency, and clear expectations for new housing development.



ODS are measurable and verifiable for all parties in project submittal and review.

WHAT IS THE PURPOSE OF DEVELOPING ODS?

- ◆ Comply with recent State housing legislation;
- ◆ Implement streamlined and ministerial review processes for qualifying projects;
- ◆ Ensure that qualifying projects align with the City's expectations and vision to maintain and support the character of the downtown;
- ◆ Making requirements more predictable and easier to interpret for stakeholders, including decision makers, staff, applicants, and the public
- ◆ Provide a set of clear criteria to guide development; and
- ◆ Establish an objective framework by which a qualifying project will be evaluated.



WHERE WILL THE NEW ODS APPLY?

The new ODS will apply to multifamily and mixed-use projects in the Downtown Mixed-Use (DMU) district. The value of downtown to Hollister's character has been established in decades of planning projects. Residents have consistently expressed pride in downtown, resulting in multiple policies to preserve its character and design. The Downtown ODS will be used as a guide for developing other objective design standards citywide in the future.

WILL THE ODS CONFLICT WITH LOCAL DESIGN PREFERENCES?

No, the Downtown ODS will support local design preferences by incorporating existing design direction, and community outreach. Well-crafted ODS include adaptability to community needs, preserving historic character while accommodating contemporary needs. Collaboration between planners, architects, and community members ensures that ODS reflect the unique identity of the downtown while maintaining consistency and quality in design.



HOW CAN ODS HELP PRESERVE THE DOWNTOWN'S HISTORIC CHARACTER?

Objective Design Standards (ODS) help preserve the historic character of downtown areas by ensuring new developments complement existing architectural styles, specifying materials that match historic structures, and regulating building height and massing. They also provide guidelines for facade treatments, signage, lighting, and streetscape elements to maintain visual harmony. Additionally, ODS offer preservation incentives to encourage the retention and maintenance of historic buildings.

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COMMON ODS SECTIONS AND DESIGN TOPICS



SITE PLANNING



Building Placement and Orientation. The location and orientation of buildings in relation to street fronts or adjacent structures.



Entryways and Access. The number, location and design of driveways and pedestrian/bicycle access paths.

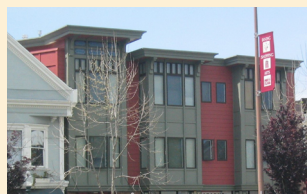


Parking and Garages. The design and orientation of surface parking and garages to reduce visual impacts.

BUILDING FORM



Massing. The apparent size, bulk and “boxiness” of a building.



Building Divisions. Projecting or recessed portions of a building designed to break up the building mass.



Corner Volume. Design approaches for buildings at intersections intended to visually reinforce the street corner.



Façade Articulation. The design of building fronts to make structures visually interesting, diverse and appealing.

PEDESTRIAN ORIENTATION



Retail Ground Floor Design. Design approaches that invite passers-by, such as window expanses, open entrances and accessible plazas.



Ground Floor Scale. Increased area and height of ground floor retail spaces.



Ground Floor Open Areas. Courtyards and other open areas that surround ground floor retail, available for use by shoppers, visitors and building residents.

OPEN SPACE



Design and Access. The layout and design of common open spaces to ensure easy access by residents and visitors.

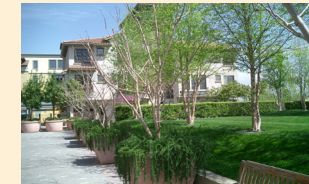


Amenities. Various facilities for active and passive recreation provided in residential common open spaces.



Private Open Space. The design and integration of balconies, patios and other private open areas.

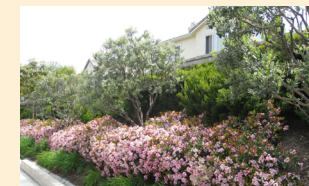
LANDSCAPING



Focal Points. The use of landscaping to highlight entryways, walkways, plazas, and other visual focus points.



Buffering. The use of landscaping to visually separate project areas from adjacent streets, parking lots and sensitive uses.



Plantings. The location, mix and aesthetic use of different plant types and species.

HISTORIC PRESERVATION



Scale. The size and mass of new buildings in relation to neighboring historic structures.



Exterior Detail. The application of materials, color and design approaches to compliment adjacent historic structures.



Visual Continuity. Details to support visual connections between new and historic buildings such as rooflines and parallel siding.