

Downtown Hollister Objective Design Standards

Planning Commission Study
Session
March 13, 2025



Study Session Agenda



WELCOME & INTRODUCTIONS

BACKGROUND TO ODS

COMMITMENT TO DOWNTOWN DESIGN

CURRENT PROJECT APPROACH

GUIDED DISCUSSION

Welcome & Introductions



Project Team



■ Ambur Cameron

» Senior Planner, City of Hollister

■ Eva Kelly

» Planning Manager, City of Hollister

■ Jennifer Thompson

» City Attorney, City of Hollister

■ Greg Goodfellow

» Senior Associate II, PlaceWorks

■ David Early, FAICP, LEED AP

» Senior Advisor, PlaceWorks



Project Welcome



- **The City is in the process of developing Objective Design Standards (ODS) for multi-family and residential mixed-use projects in the Downtown Mixed Use (DMU) District.**
- **Tonight's study session has 3 goals:**
 1. Introduce the Planning Commission and public to ODS.
 2. Illustrate past & current approaches to downtown design.
 3. Document Planning Commission and public expectations, concerns and ideas regarding the creation of ODS.

Background to ODS



CA Housing: A Statewide Challenge



■ Insufficient supply

» 80,000/decade built v. 180,000/year needed.

■ Unaffordability

» Lowest ownership rates since 1940.

» 1.5 million households devote 50% of income to rent.

» 22% of national homeless population.

■ Challenges

» Materials, labor, state & local regulations.



CA Housing: A Statewide Response



■ State has passed multiple laws to boost production since 2017

■ Two major themes of this legislation:

1. California needs multifamily housing.
2. Discretionary review constrains production.

■ One common provision

- » Cities can't deny multifamily projects based on subjective criteria: That which is open to personal discretion.

■ SB 330: Housing Crisis Act

- » “Cities can't disapprove...a multifamily housing project, including through design review...unless project is shown to be inconsistent with ‘objective, quantifiable standards.’”

Standards v. Guidelines



■ Traditional design guidelines no longer have approval authority.

» Discretionary review

■ Only objective design standards can be used.

» Ministerial, or “checklist” review

ODS: Design standards that involve no personal or subjective judgment by a public official and are uniformly verifiable by reference to an external and uniform benchmark or criterion.



- Measurement
- Definable requirement
- Rate

- Score
- Numeric range
- Required quantifiable options

Subjective vs. Objective



Subjective	Objective
Provide articulation to reduce the apparent mass and scale of the building and to be sensitive to the neighborhood .	At intervals of at least 100 feet of building length, there shall be a plane break along the facade composed of an offset of at least 5 feet in depth by 25 feet in length . The offset shall extend from grade to the highest story.
Rooftop mechanical equipment should be screened from public view by a parapet wall, decorative equipment screen, or other architectural treatment.	Rooftop mechanical equipment shall be screened from public view by a parapet wall or decorative equipment screen.
Provide ample width and design for universal access along pathways and walks.	The paved section of sidewalks shall be at least 8 feet in width.

Applicable Development Types



■ Subject to ODS

- » All multifamily (2+ units) residential projects
- » Includes duplexes, townhomes and large apartment buildings
- » All residential mixed-use projects with at least 30% residential SF

■ Not subject to ODS

- » Single family homes
- » Non-infill sites (less than 75% developed perimeter)
- » Hazardous sites
- » Natural resource impact
- » Wetlands site
- » Historic impact

Commitment to Downtown Design



Commitment to Downtown Design

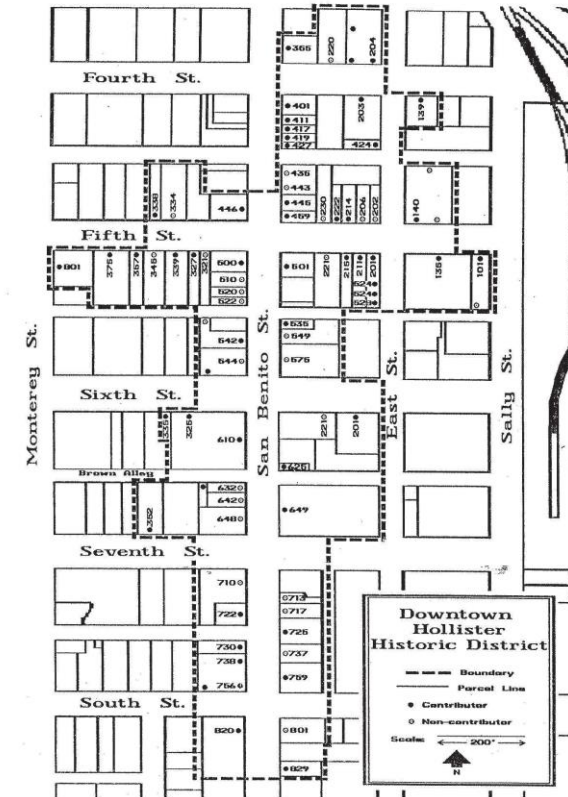


■ 1991: Hollister Downtown Strategy and Plan

- » General downtown beautification
- » Landscaping: Trees, plantings and buffers
- » Design details: Paver selection, colors and other standards

■ 1992: National Register of Historic Places

- » “Strong sense of a small city’s downtown in the period before World War II”

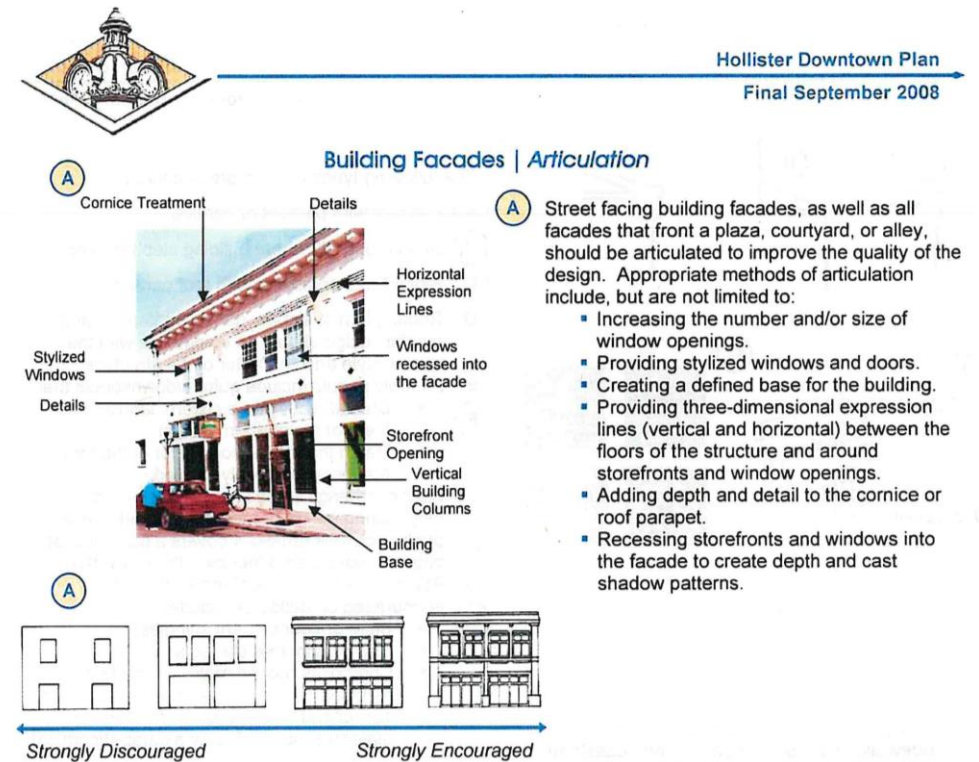


Commitment to Downtown Design



■ 2008: Hollister Downtown Plan

- » “Orchestrate the overall development of Downtown so that each development project...contributes to a better, more livable, Downtown.”
- » Guidelines for four primary building types
- » Typical design topics: Site planning, building form, landscaping, parking & services areas



Current Design Priorities



- **New downtown development must occur in context of the existing building.**
- **Safe and comfortable pedestrian experience are crucial.**
- **Parking shall be placed to the side and behind new buildings.**
- **New development downtown must be sited and designed to reflect the existing layout, architectural style, character, massing and height of the existing buildings.**

Moving Forward



■ Solid foundation to build on:

- » Design priorities
- » Design guidelines
- » Design standards
- » Historic documentation

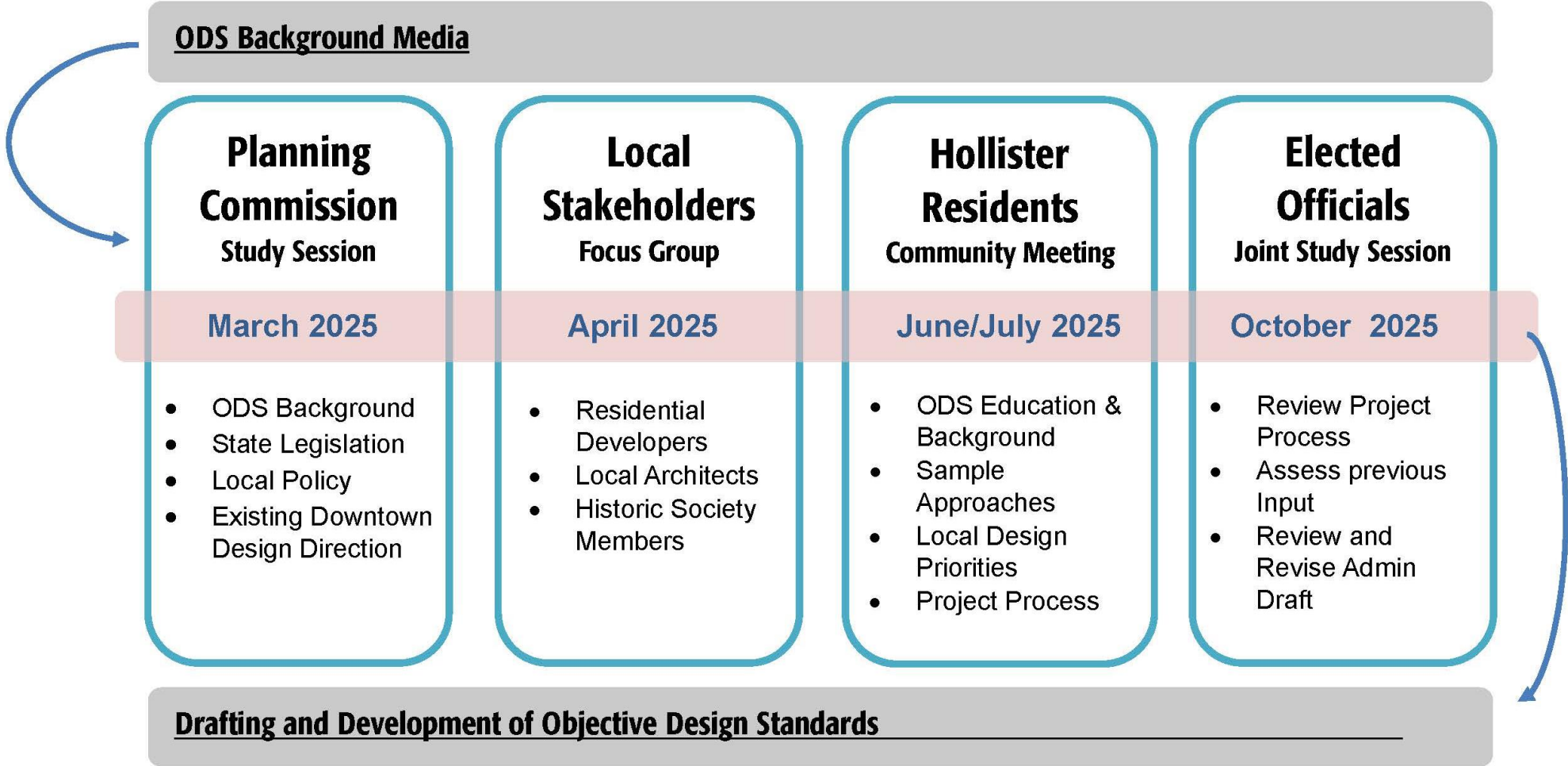
■ Regulate design in a different legal context, but with similar approach and desired outcomes.

■ Maximize community interest and participation.

Current Project Approach



Community Inputs and ODS Development



ODS Structure & Content



■ Integrate downtown-specific design:

- » Defining details such as cornice, roof & façade aesthetics
- » Historic architectural styles

■ Into general ODS package:

- » Site planning
- » Building form, massing & details
- » Services & parking
- » Open space & landscaping

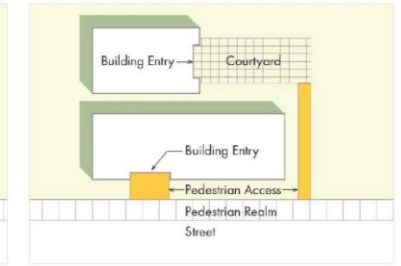
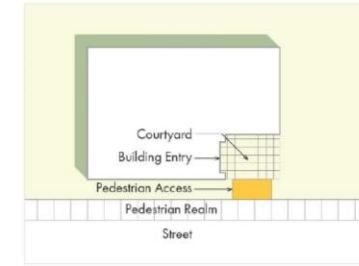


Figure 2-4 General frontage standard, Exception 2. Pedestrian accessible interior building entry.

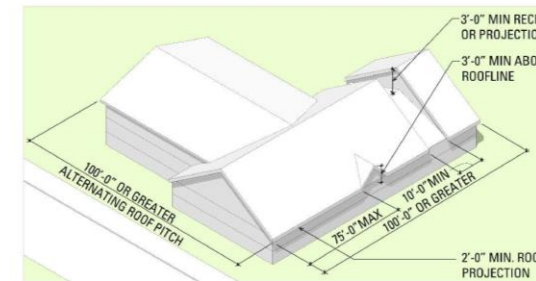


Figure 3-11 Pitched roof variation.



Figure 2-5 Multifamily residential frontage standards.

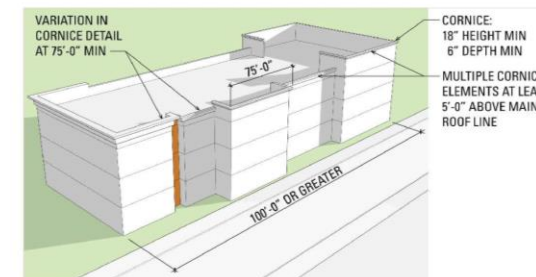


Figure 3-12 Flat roof variation.

Ministerial Review and ODS Checklist



Commercial Infill Housing Overlay District Objective Design Standards Checklist

Name of Applicant: _____

Date: _____

Project Address: _____

Project Application # (City staff to fill out): _____

Development Type (check all that apply):

- Residential Only Horizontal Mixed Use
 Townhouses Vertical Mixed Use
 Multifamily Complex Residential Podium

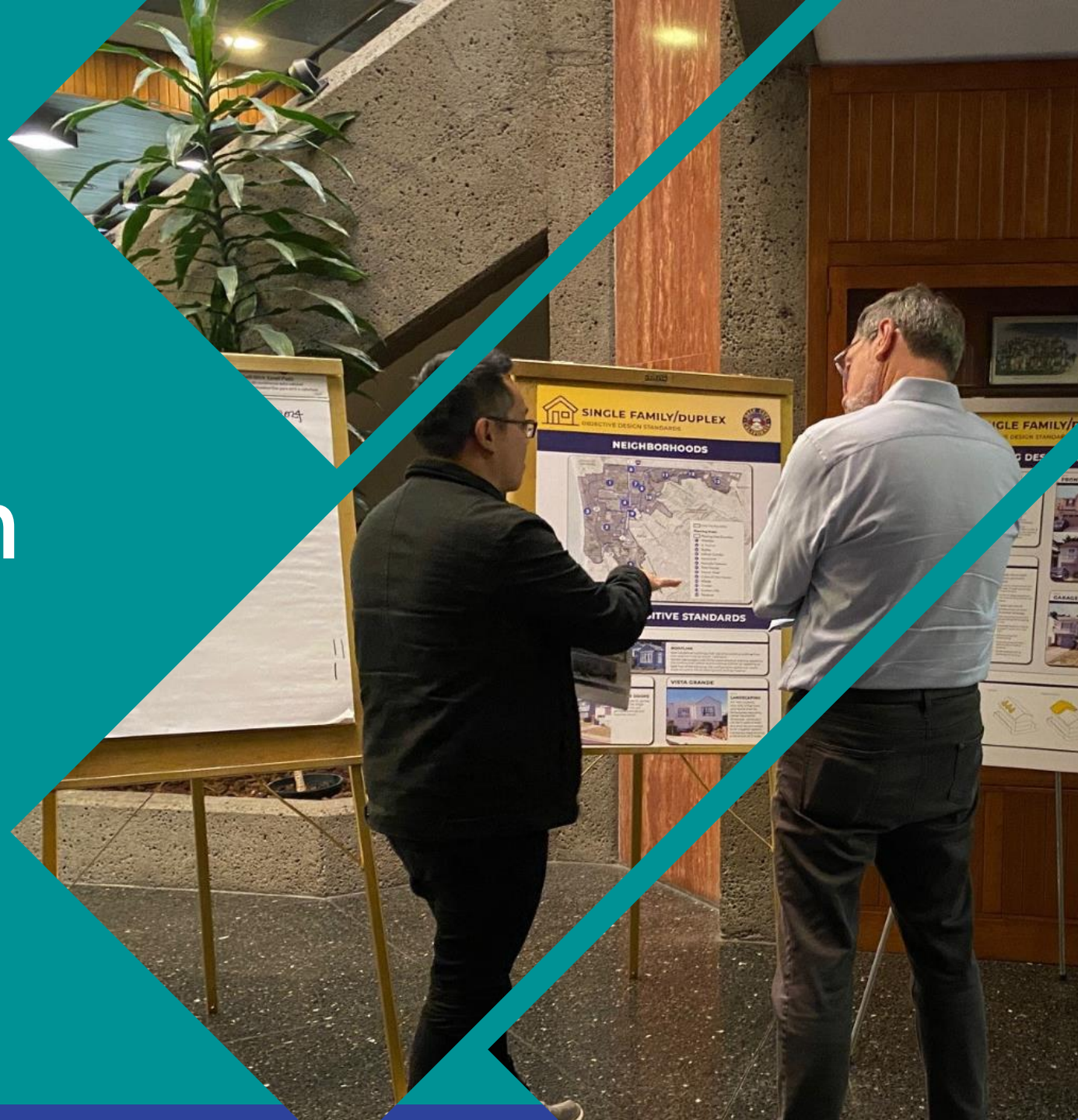
Project Site Context (check all that apply):

- Situated adjacent to existing residential development
 Situated adjacent to existing or planned commercial development

Objective Design Standards Checklist Items	Applicant Evaluation			Staff Evaluation By: _____			
	Yes	No	N/A	Yes	No	N/A	Drawing Reference
3.1 Site Design Standards							
3.1.1 Site Entries (fill in all entry drive types that apply)							
Main Entry Drive							
A: Curb and Gutter							
B: Sidewalk							
C: Streetlights							
D: Landscaping and Street Trees							
E: Gates							
F: Curb Ramps							
G: Bicycle Facilities							
New Shared Entry Drive							
H: Independent Roadway							
I: Curb and Gutter							
J: Sidewalk							
K: Street Lighting							
L: Landscaping and Street Trees							
M: Signage							

Objective Design Standards Checklist Items	Applicant Evaluation			Staff Evaluation By: _____			
	Yes	No	N/A	Yes	No	N/A	Drawing Reference
Enhanced Shared Entry Drive							
N: Sidewalk							
O: Street Lighting							
P: Landscaping and Street Trees							
Separate Entry Drives							
Q: Main Entry Drive Compliance							
R: Driveway Widths and Clearances Compliance							
S: Signage and Landscaping							
Vertical Mixed Use/Residential Podium Entry Drive							
T: ADA Compliance							
U: Driveway Widths and Clearances Compliance							
V: Pedestrian Entries							
Secondary Entry Drives							
W: Gates							
3.1.2 Street Frontage							
General							
A: Landscaping Buffer							
B: Maximum Width							
Primary Frontage							
C: Entry Doors							
D: Surface Parking Siting							
E: Carports and Tuck-under Parking							
F: Fencing							
Secondary Frontage							
G: Parking Siting							
H: Fencing							
3.1.3 Context Sensitivity							
Adjacent to Existing Residential Development							
A: Windows							
B: Daylight Plane							
C: Parking							

Discussion Session



ODS Questions: Process



- **What aspects of ODS background, process or content would you like further clarification on?**
- **What are your concerns regarding the regulation of design with quantitative standards?**
- **What community groups or stakeholders will have valuable input regarding downtown design?**

ODS Questions: Design Content



- **What components of a multifamily or mixed-use building have the greatest potential to impact or improve downtown character?**
- **Can new development contribute to downtown character without mimicking a historic architectural style?**
- **What elements of design, other than building form, are vital to a beautiful downtown?**

Open Q & A Session



Downtown Hollister Objective Design Standards

Planning Commission Study
Session
March 13, 2025



1. Purpose

A. Legal Background
B. Definition

C. Organization
D. Administration and Review



2. Mixed-Use & Multifamily ODS



Typologies:

- Vertical Mixed-Use (Low-, Mid- and High-Rise)
- Multifamily Residential (Low-, Mid- and High-Rise)
- Townhomes

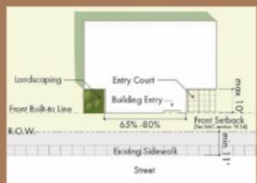
"Block Scale" = 2+ stories; 10+ units

Guiding Principles: High quality design via diverse approaches; pedestrian orientation; coordination of project, site and surrounding circulation.

A. Site Design

Design Intent Statement

- I. Connectivity
- II. Building Orientation
- III. Vehicle Access and Parking
- IV. Equipment, Utilities and Storage Areas



B. Building Form

Design Intent Statement

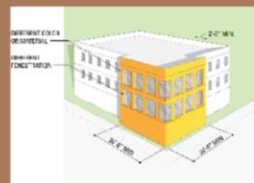
- I. Massing
- II. Façade Articulation
- III. Context and Scale
- IV. Roof Form
- V. Equipment Screening and Storage Areas
- VI. Fenestration



C. Pedestrian Experience

Design Intent Statement

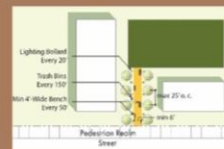
- I. Ground Floor Design
- II. Building Frontage Design
- III. Entryway Design
- IV. Streetscape Design



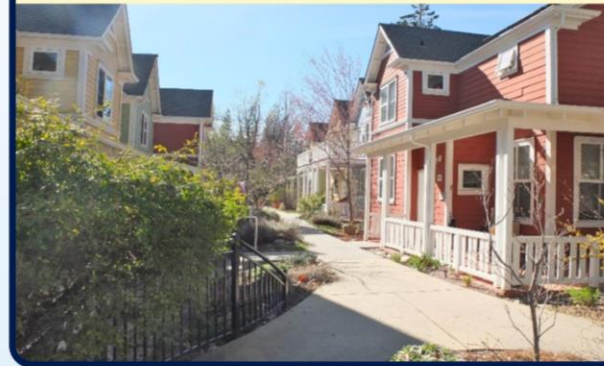
D. Common Open Space & Landscaping

Design Intent Statement

- I. Types: Ground Level Outdoor & Rooftop
- II. General Standards
- III. Type Specific:
 - a. Access
 - b. Amenities
 - c. Landscape



3. Small-Scale Residential ODS



Typologies:

- Duplexes
- Triplexes
- Quadplexes
- Multiplexes
- Small, courtyard-style developments

"House Scale" = 1-3 stories; 2-10 units

Guiding Principles: Integration of single-family design elements, public-facing access to individual units, commitment to neighborhood scale.

A. Duplexes, Triplexes and Multiplexes

Design Intent Statement

- I. Orientation
- II. Scale
- III. Neighboring Roofline
- IV. Front Elevation Massing
- V. Entryway Design
- VI. Vehicle Access



B. Courtyard Residential

Design Intent Statement

- I. Site Design
- II. Unit Orientation
- III. Unit Entryways
- IV. Shared Open Space Design
- V. Vehicle Access

