

**RE: Hollister General Plan 2040 Update – Request to Redesignate Property at San Benito Street & Union Road from Medium-Density Residential to Commercial or Mixed-Use**

City of Hollister  
Planning Division / General Plan Update Team  
Hollister, CA

Dear Planning Commission and City Staff,

My name is Michael Brigantino. I am submitting comments regarding the Draft Hollister 2040 General Plan land use designation for our property located at the corner of **San Benito Street and Union Road** (currently in the County and zoned **C-2 Neighborhood Commercial**). **Please see maps below for reference.**

Under the Draft General Plan, the property is within the City's **Sphere of Influence** and designated **Medium-Density Residential (MDR)**. We respectfully request that the City **redesignate this site to either Commercial or Mixed-Use.**

**Why this change is appropriate**

**1. Consistency with existing zoning and intended use**

This property is currently zoned **C-2 Commercial**, and we purchased it as a commercial property. Redesignating it to MDR creates unnecessary inconsistency between County and City planning and removes reasonable commercial potential that exists today.

**2. Better land use fit for a major intersection and arterial corridor**

This site is directly adjacent to the newly constructed **Union Road bridge and roadway improvements** and functions as a highly visible gateway corner. This location is better suited for commercial or mixed-use uses that serve the surrounding area and reduce land use conflicts at a high-traffic intersection.

**3. Supports the City's goals for the Union Road area**

The Draft General Plan states the Union Road area should include a mix of uses, including **job-generating uses**. A commercial or mixed-use designation at this corner supports that objective.

**4. Residential compatibility concerns**

Medium-density residential is not ideal at this location due to traffic impacts, noise, access/driveway conflicts, and overall compatibility with an arterial roadway environment.

## 5. Fault zone considerations

Because the site is within a known fault zone, commercial or mixed-use provides more flexibility for site design and building placement than MDR.

### Request

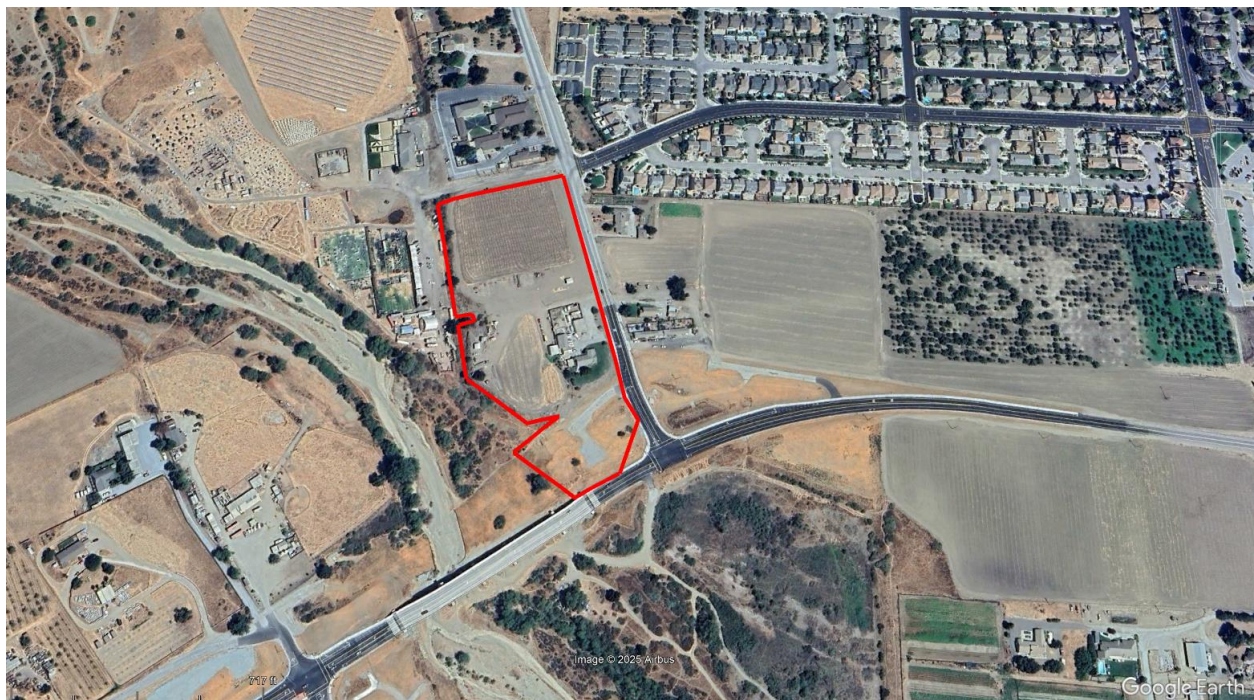
For these reasons, we respectfully request that the City revise the Draft General Plan designation for the corner of **San Benito Street & Union Road** from **Medium-Density Residential** to either:

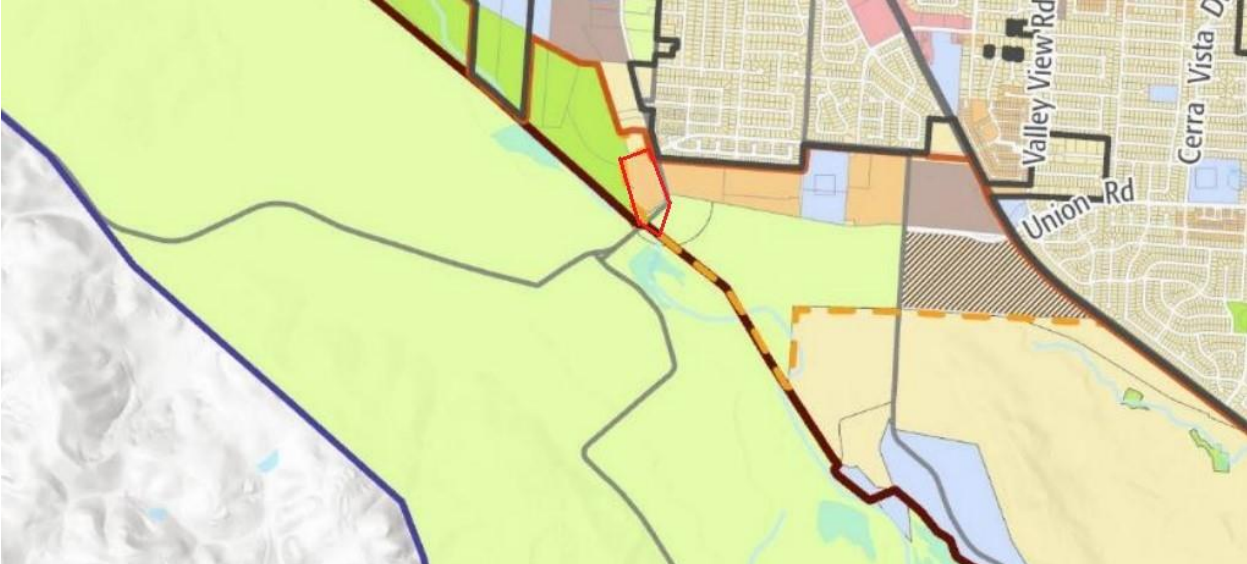
- **Commercial**, or
- **Mixed-Use (Commercial + Residential)**

Thank you for your consideration.

Sincerely,

**Michael Brigantino**





**SUBJECT: Public Comment on Policy NRC-3.8 – Feasibility and Enforceability of Zero-Emissions Requirement for Commercial/Industrial Projects Over 10,000 SF**

To the City of Hollister 2040 General Plan Update Team and Planning Commission,

My name is Michael Brigantino. Thank you for the opportunity to comment on the Public Review Draft of the Hollister 2040 General Plan (January 2026).

I support the City's goals of improving air quality and reducing emissions while also encouraging job growth and economic development. However, Policy NRC-3.8, as currently written, risks making commercial, industrial, and logistics development economically infeasible and difficult to enforce by requiring outcomes that exceed what a property owner or developer can reasonably control.

Policy NRC-3.8 requires new or expanded commercial and industrial projects exceeding 10,000 square feet to be "zero-emissions operations," including the facilities themselves and the associated fleets. In practice, this is not realistic or enforceable for most projects because vehicle fleets are typically owned and operated by third-party tenants, logistics providers, vendors, contractors, and delivery companies—not the property owner or the initial project applicant. As a result, the policy creates an operational mandate that depends on future tenant behavior and business decisions that the applicant cannot guarantee at the time of entitlement.

A General Plan policy should be written to require objective, measurable, and enforceable conditions within the applicant's control, such as site design, infrastructure, circulation planning, and on-site operational standards that reduce emissions. In contrast, requiring "zero-emissions operations" and compliance by "associated fleets" creates an outcome-based mandate that is difficult to verify, difficult to enforce over time, and likely to introduce uncertainty for both applicants and City staff during project review.

Additionally, California already has statewide programs and evolving regulatory frameworks intended to reduce emissions from warehouse, industrial, and logistics operations. These statewide efforts recognize that electrification and fleet transitions depend on real-world constraints, including utility capacity and infrastructure timing—factors that are often outside the applicant's control. It is premature for Hollister to impose a local "zero-emissions operations" mandate that goes beyond what can reasonably be ensured at the entitlement stage, especially where compliance depends on third-party fleet ownership and future operational decisions.

Just as importantly, Hollister must consider competitiveness and feasibility. If Hollister adopts local requirements that exceed practical statewide implementation timelines or go beyond what applicants can control, industrial and commercial investment will predictably shift to other jurisdictions with clearer, achievable, and enforceable standards. That would mean fewer job-

generating projects, reduced economic opportunity, and lost tax base—despite the General Plan’s stated goals to support employment growth.

**Clear Recommendation (Requested Revision to Policy NRC-3.8):**

**I respectfully recommend revising Policy NRC-3.8 to replace the requirement for “zero-emissions operations” with an enforceable, applicant-controlled approach focused on electrification readiness and objective on-site emission-reduction measures, such as:**

1. **Electrification Readiness (Infrastructure-Based Compliance)**  
Require projects to be designed as “electrification-ready,” including electrical capacity planning, conduit installation, panel capacity, transformer space, and design provisions to support future zero-emission charging and equipment as technology and grid capacity continue to scale.
2. **Site Design Measures That Reduce Emissions Immediately**  
Require objective project design and circulation standards that reduce emissions and protect sensitive receptors, including adequate on-site truck queuing capacity, circulation design that prevents off-site stacking, operational anti-idling measures, and plug-in capable loading docks where feasible.
3. **Phased Compliance Tied to State Timelines and Utility Capacity**  
Tie any future operational requirements to statewide implementation schedules and verified utility capacity, rather than imposing immediate local operational mandates that depend on factors outside the applicant’s control.

As currently written, Policy NRC-3.8 would function as a de facto barrier to industrial and commercial development in Hollister, not because projects cannot reduce emissions, but because the policy requires guaranteed operational outcomes that are not within the applicant’s control. Revising NRC-3.8 to focus on electrification readiness and enforceable project design standards would achieve meaningful air quality benefits while maintaining feasibility, enforceability, and economic competitiveness.

Thank you for your consideration.

Sincerely,  
Michael Brigantino

## **COMMENT – Policy LU-5.5 (Regional Distribution Center Buffer Requirement – 1,000 Feet)**

To the City of Hollister General Plan Update Team and Planning Commission,

My name is Michael Brigantino. I am submitting comments regarding Policy LU-5.5, which requires regional distribution centers to be located at least 1,000 feet away from sensitive receptors (housing, schools, day care centers, and health facilities).

I support the goal of improving compatibility between industrial uses and nearby residents. However, a blanket 1,000-foot separation requirement is overly rigid and would function as a de facto prohibition on distribution and logistics development, even in areas designated for employment and industrial growth.

As shown on the attached map, homes and other sensitive receptors are scattered throughout and adjacent to existing and planned industrial areas, rather than being concentrated in clearly separated residential neighborhoods. Because sensitive receptors are so widely distributed, a 1,000-foot buffer would make it virtually impossible to site a distribution center across large portions of Hollister’s industrial area, eliminating many otherwise viable sites. In practice, this policy would prevent job-generating development the City has planned for and relies on to support the local economy.

A fixed distance requirement of this magnitude is not a performance standard—it is a geographic constraint that does not account for site design, operational controls, or real-world mitigation measures that can successfully protect sensitive receptors. Compatibility outcomes are better achieved through objective and enforceable project-level requirements.

Clear Recommendation:

I respectfully recommend revising Policy LU-5.5 to remove the mandatory 1,000-foot separation requirement and replace it with objective, enforceable performance standards and project-level compatibility measures, such as:

- designated truck routes and circulation plans that avoid residential streets
- limits on idling, queuing, and loading/unloading hours
- building orientation and loading bay placement away from sensitive receptors
- noise studies and mitigation (sound walls, berms, building insulation standards)
- air quality controls, dust control, and operational standards
- on-site design requirements such as landscaping, walls, setbacks, and screening

This approach would protect sensitive receptors through measurable outcomes while still allowing Hollister to attract and retain industrial/logistics uses in the appropriate areas, consistent with the City's economic development and employment goals.



**From:** Karl Broussard

**To:** [coh.dist2@hollister.ca.gov](mailto:coh.dist2@hollister.ca.gov) <[coh.dist2@hollister.ca.gov](mailto:coh.dist2@hollister.ca.gov)>; [generalplan@hollister.ca.gov](mailto:generalplan@hollister.ca.gov) <[generalplan@hollister.ca.gov](mailto:generalplan@hollister.ca.gov)>

**Sent:** Thursday, January 22, 2026 at 02:27:53 PM PST

**Subject:** Regarding Hollister Plan 2040

Under section two: Vision and Values...

The word concept of 'Diversity, Equity and Inclusion (DEI)' has been used in recent years as common pop culture, progressive monikers intended as a sort of modern group benefit, unfortunately have resulted in anything but. The application of this concept has resulted in divisive governance in public and private sectors - separating people into racial, gender and socio-economic classes, promoting racial determination (group or class maneuvering against one over another in an attempt to remediate real and/or perceived historical injustice's regardless of timeframe and personal responsibility), all to the detriment of contemporary unity and culture. In no way should these terms be used as representative terms or monikers for our Hollister people. This word concept promised one thing, but has actively resulted in the opposite - twisted logic. A few examples below.

Over the past decade or two, there has been a coercive push by corporate, local, state and federal governance bodies to apply DEI standards that has led to men being permitted to compete against woman in sports. Lowering college admissions criteria to meet opaque DEI (race, gender, etc.) standards resulting in more qualified student applications being rejected over lesser qualified; some refer to this as reverse racism (US Supreme Court ruled against such practices, June 2023 in Fair Admissions v. Harvard). Lowering standards for commercial airlines pilots to somehow bridge the gap between qualified and unqualified pilots then arbitrarily hiring some DEI anointed groups of people, resulting in an increase in plane accidents, some argue; similar actions and results leading to a weakening of our military forces. DEI has led to the acceptance of an expansion of genders from two (male and female) to upwards of 50 to 60 different genders - gender fluidity. The list goes on.... everyone is entitled to argue the benefits or detractions of such thinking, but in no way should Hollister base its identity upon on such radical thinking, actions and results.

It is not representative of at least half or maybe more of the good, hard working, law abiding people that live in Hollister and our county. The DEI fad has thankfully lost some steam in the most recent year and hopefully it will do the same here; being replaced with more suitable, appropriate and representative timeless values.

This is not the point of this commentary, but please allow me to suggest another option of 'Vision and Values' for Hollister.

Some more appropriate defining values for our county would include Agriculture and God. AG. (Though this may not yet be comprehensive..)

God bless.

karl broussard

2 Chronicles 7:14 (KJV)

If my people, which are called by my name, shall humble themselves, and pray, and seek my face, and turn from their wicked ways; then will I hear from heaven, and will forgive their sin, and will heal their land.

Psalm 89:15 (KJV)

15 Blessed is the people that know the joyful sound: they shall walk, O Lord, in the light of thy countenance.

**From:** Allen Andrade

**Sent:** Thursday, January 29, 2026 11:04 AM

**To:** Eva Kelly <[eva.kelly@hollister.ca.gov](mailto:eva.kelly@hollister.ca.gov)>

**Cc:** Mike Walsh; Victor Gomez

**Subject:** RE: 2024 Draft General Plan - APNs 056-250-005 & 028 (151 & 191 Hillcrest)

Hi Eva,

Owner of APNs 056-250-005 & 028 (151 & 191 Hillcrest) would like to request those parcels be designated industrial for consistency with the parcels to the east (Industrial drive) and more importantly so that this existing concrete batch plant and landscape supply business that has been a valuable asset to the community since 1981 is appropriately designated according to this historic and ongoing use.

Please let me know what I can have the owner do to make it clear to the General Plan committee, planning commission and city council the importance of this.

Thank you for your assistance.

Allen T. Andrade, PE, PLS

MH engineering Co.



Gerald R. Blatt  
President

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February 3, 2026

City of Hollister  
City Counsel  
Planning Commission  
General Plan Committee  
generalplan@hollister.ca.gov

Eva Kelly, Planning Manager  
Community Development Dept.  
339 Fifth Street, Hollister, CA 95023  
Eva.Kelly@hollister.ca.gov

Re: General Plan Comment  
151 Hillcrest Road, APN: 056-250-005  
191 Hillcrest Road, APN: 056-250-028

Members of the City Council  
Members of the Planning Commission  
Members of the General Plan Committee  
Ms. Eva Kelly

I am the owner of property located at 151 and 191 Hillcrest Road, Hollister, and am writing to ask you to change the zoning of the above referenced parcels and designate them as Industrial Use in your new general plan. This property's historic, current and future use has been and will continue to be a concrete batch plant and landscape material supply which is best conducted in an Industrial Use zone.

These parcels were previously designated Industrial Use. For reasons unknown, the City changed this property's use from Industrial to Mixed Use. This makes no sense as its use has always been industrial and it is located in a neighborhood with other industrial businesses. As such, please review the historical and current use of this property and return it to Industrial Use in your new General Plan.

Thank you,

Gerald R. Blatt

## **Public Comment – Union Road Special Planning Area**

To the Hollister 2040 General Plan Update Team,

I am a property owner within the Union Road Special Planning Area. While I support thoughtful planning, I am concerned that the draft General Plan effectively prohibits development in this area for an indefinite period of time.

Policy LU-14.1 states that a Specific Plan must be created “prior to approval of any new development projects in the area.” As written, this language conditions all development approvals on completion of a future planning document.

The General Plan update process began in early 2020. Property owners have already waited more than six years for adoption of this plan. Requiring an additional, undefined waiting period before any application may even be considered is unreasonable and inequitable.

Critically, the draft provides:

- no timeline
- no initiation trigger
- no responsible agency
- no funding source
- and no completion schedule

Without these elements, the requirement functions as a de facto moratorium on development.

Indefinite deferral of development rights:

- freezes investment and financing
- reduces property values
- discourages job-generating uses
- undermines orderly, market-driven growth
- and places a disproportionate burden on a small group of landowners

A General Plan is intended to provide certainty and implementable land use direction. It should not postpone all activity pending future studies with no defined schedule or accountability.

If additional guidance is desired, the City can address design and infrastructure standards through zoning regulations, development agreements, or project-level review. Requiring

completion of a separate Specific Plan before any application is processed is unnecessary and counterproductive.

I respectfully request that the City revise Policy LU-14.1 to allow development consistent with adopted General Plan designations to proceed immediately.

Suggested language:

**“Development within the Union Road Special Planning Area may proceed consistent with adopted General Plan land use designations and zoning. Preparation of a specific plan shall not preclude or delay consideration or approval of individual development applications.”**

This approach preserves City oversight while restoring predictability, fairness, and the ability for property owners to responsibly invest in their land.

Thank you for your consideration.

Michael Brigantino