

HOLLISTER 2040

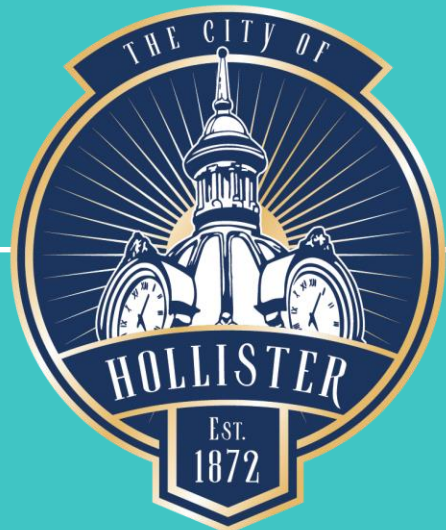
GENERAL PLAN UPDATE

Draft General Plan

Draft Climate Action Plan

Hollister Planning Commission

March 26, 2026



Presentation Outline

- » **Draft General Plan**
- » **Draft Climate Action Plan**
- » **Community Input**
- » **Next Steps**

Draft General Plan



What is the General Plan?

» “Blueprint” for Growth & Development

- Establishes community vision and supporting goals, policies, and actions
- Provides consistent direction for future development
- Balances growth, conservation, and quality of life
- Documents baseline environmental conditions



General Plan “Elements”

» Required:

- Land Use and Community Design
- Circulation
- Housing
- Natural Resources and Conservation
- Open Space and Agriculture
- Health and Safety (including Noise)

» Custom to Hollister:

- Community Services and Facilities

» New Elements as part of this update:

- Arts
- Economic Development
- Environmental Justice

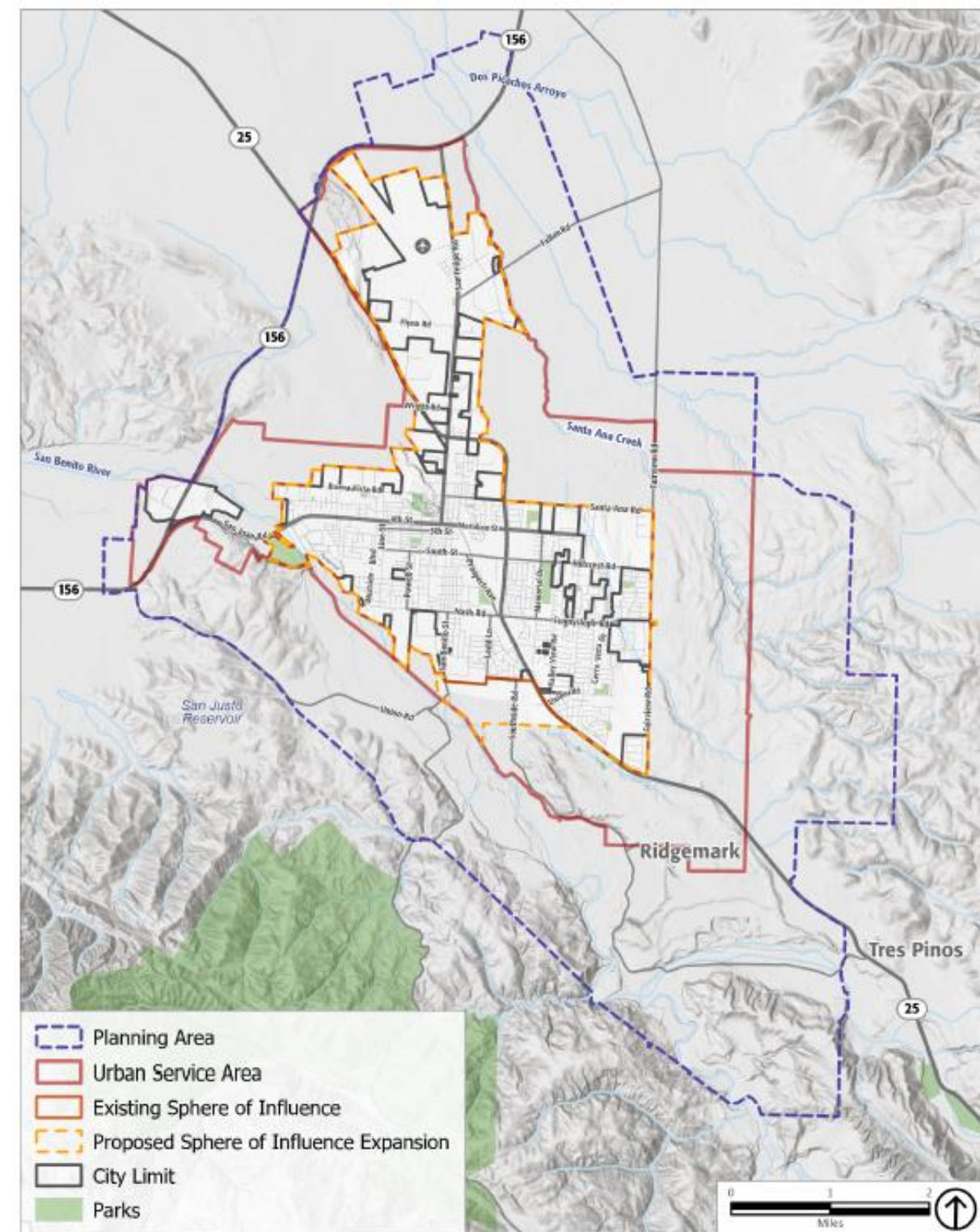
» *Last Updated: 2005*

General Plan Update Goals

- » Engage broad spectrum of the community
- » Establish the community's vision for Hollister in 2040
- » Maintain small town agricultural character
- » Manage growth consistent with community goals
- » Ensure high quality development
- » Support economic development
- » Respond to State mandates and General Plan Guidelines

Planning Area

- » City Limit
- » Sphere of Influence
- » Urban Service Area
- » Planning Area



Source: ESRI, 2020; PlaceWorks, 2022; San Benito County, 2020; USGS, 2019

Opportunities for Public Involvement

- » **Workshops and Events (9)**
- » **Online Activities (2)**
- » **GPAC Meetings (8)**
- » **Planning Commission Meetings (4)**
- » **City Council Meetings (8)**



www.Hollister2040.org



HOME BACKGROUND ▾ PUBLIC ENGAGEMENT ▾ CALENDAR DOCUMENTS CONTACT US

Review the Draft General Plan

In January 16, 2026, the City of Hollister published the revised Draft General Plan to reflect Council direction provided at the April 21, 2025 Council meeting. The City encourages the community to review the Draft General Plan and provide feedback to generalplan@hollister.ca.gov.

UPCOMING EVENTS

Planning Commission Meeting

Date/Time: 6:00 pm
March 26, 2026

Location: City Council Chambers (City Hall)

[Read more](#)

City Council Meeting

Date/Time: 6:30 pm
April 20, 2026

Location: City Council Chambers (City Hall)

[Read more](#)

Draft General Plan Tasks and Process

- » Establish baseline conditions
- » Create 2040 communitywide vision
- » Develop draft policy options
- » Prepare Draft General Plan
- » Finalize General Plan in response to Council direction



Draft General Plan 2040 Vision

Hollister is the heart of San Benito County, a welcoming place where people come to live, work, and play. People choose to live here because of the strong sense of community, diversity, and the wide range of housing types for all income levels. Framed by the Diablo and Gabilan ranges and surrounding agricultural landscape, Hollister preserves its historic past and ensures that new development complements the small-town charm. High-quality design and strong architectural character attract people to retail areas and contribute to a sense of place.

Known as an innovation hub, Hollister attracts businesses to its downtown, its industrial parks, and its airport so that they can collaborate with each other and benefit from the diverse labor pool. Tourists add to Hollister's economic diversity by dining, shopping, and staying in Hollister while en route to Pinnacles National Park, Hollister Hills State Vehicular Recreation Area, and the surrounding wineries. The availability of high-quality jobs means that residents can work locally, freeing up time that might otherwise be spent commuting.

Traveling by car, bus, bicycle, or on foot are all easy in Hollister. Neighborhoods, schools, shops, jobs, healthcare, and public services are connected by bikeways, walkways, and bus and rail lines.

Community life flourishes in Hollister. A vibrant, historic downtown, lively arts scene, inviting parks and public spaces, and activities and services for people of all ages help forge self-expression, connection, and well-being.

New growth is primarily focused in existing urban areas or adjacent to existing development, to enhance connectedness and preserve active agricultural uses and open space areas. The City coordinates with the County of San Benito and other local agencies to ensure growth is well-planned, sustainable, and provided with needed services and resources.

Hollister is a unique and diverse city that is, and will remain, a place to call home for generations to come.

Draft Values

EQUITY



We ensure that everyone is treated fairly. There is equal access to City services and infrastructure and the effects of future decisions are shared by the entire community.

DIVERSITY



We respect diverse social, cultural, religious, and political backgrounds. As an inclusive city, we welcome and support all ages, incomes, and abilities.

INNOVATION



We think boldly, foster new ideas, and generate opportunity.

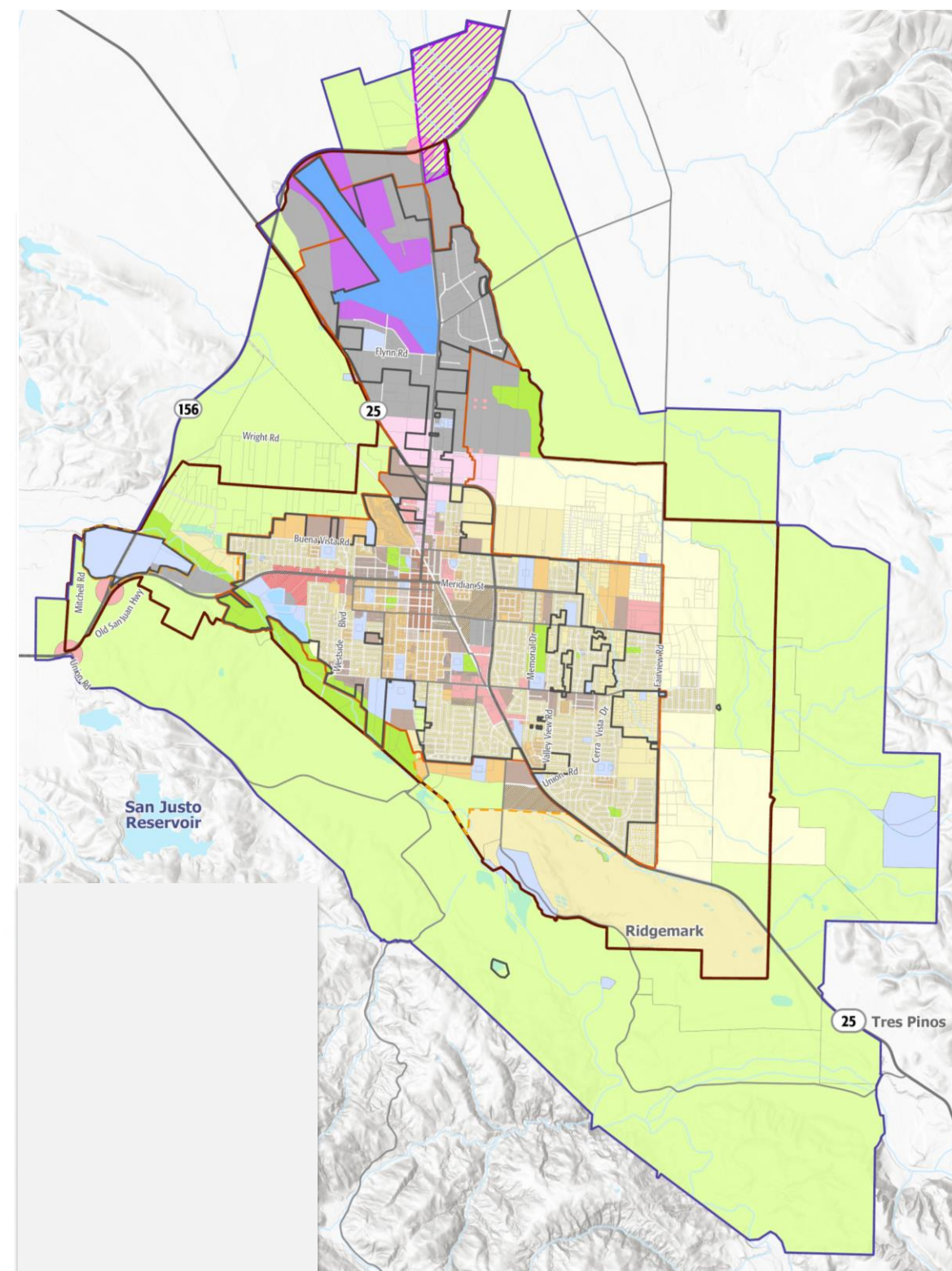
SUSTAINABILITY



Our policies and actions contribute to our social, economic, and environmental sustainability. We work to preserve the community for generations to come.

Draft Land Use Map

-  Planning Area
-  Urban Service Area
-  Existing Sphere of Influence
-  Proposed Sphere of Influence Expansion
-  City Limit
-  Creeks and Waterways
-  Residential Estate
-  Low Density Residential
-  Medium Density Residential
-  High Density Residential
-  Mixed Use
-  Downtown Commercial & Mixed Use
-  Home Office
-  West Gateway
-  North Gateway Commercial
-  General Commercial
-  Industrial
-  Airport
-  Airport Support
-  Public
-  Open Space
-  Agriculture
-  Hollister Research Campus Study Area



Land Use Designation Updates

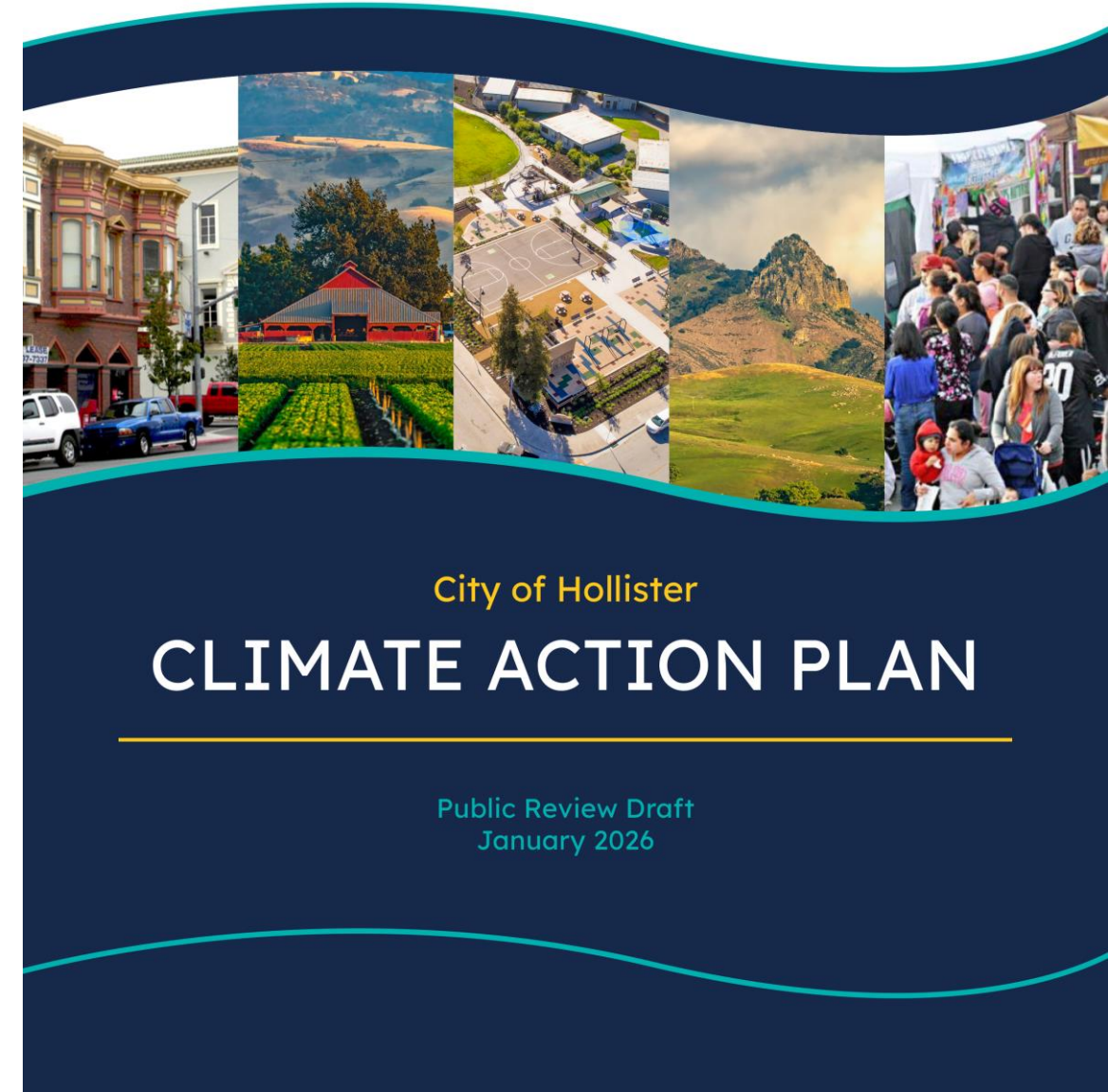
Land Use Designation	Existing GPLU Density	Draft GPLU Density
Residential Estate	1 du/5 ac	0.2 to 1 du /ac
Low Density Residential	1 to 8 du/ac	6 to 10 du/ac
Medium Density Residential	8 to 12 du/ac	11 to 29 du/ac
High Density Residential	12 to 35 du/ac	30 to 65 du/ac
Mixed-Use Commercial and Residential	25 to 40 du/ac	30 to 65 du/ac
Downtown Commercial and Mixed-Use	25 to 45 du/ac	30 to 125 du/ac
West Gateway Commercial and Mixed-Use	20 to 35 du/ac	30 to 65 du/ac
North Gateway Commercial	n/a	30 to 65 du/ac
Home Office	8 to 12 du/ac	11 to 29 du/ac

Draft Climate Action Plan



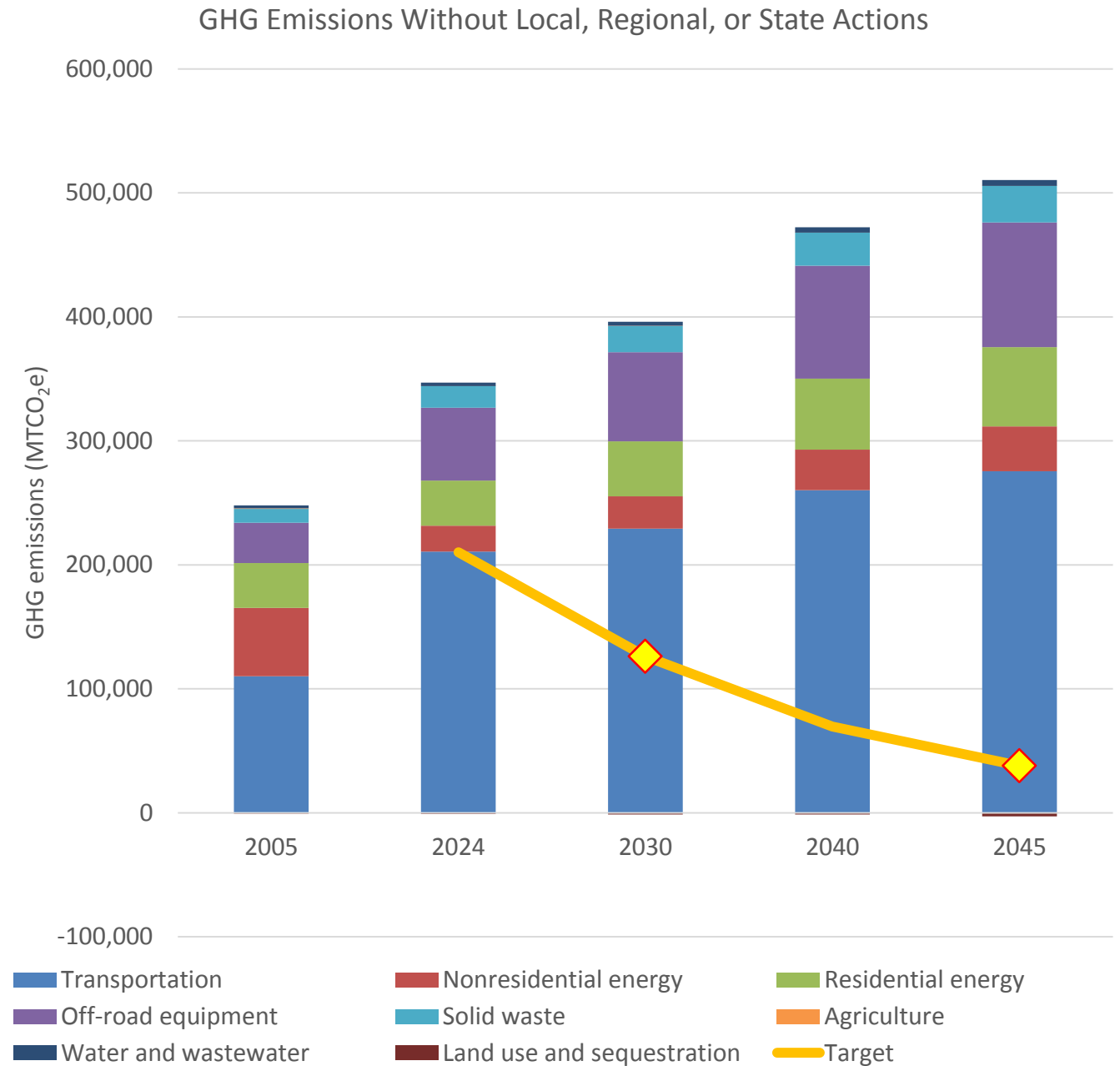
What is a Climate Action Plan?

- » A strategic plan to reduce Hollister's community-wide greenhouse gas emissions and increase resilience.
- » Supports General Plan goals and policies.
- » Includes:
 - Current and future GHG emissions
 - GHG emissions reduction targets
 - Strategies to reduce GHG emissions and meet targets



CAP Update

- » **The Council adopted the CAP in December 2024.**
- » **The CAP is tied to Hollister's growth projections.**
- » **Focused update:**
 - Replaced growth projections to match draft General Plan
 - Adjusted strategies to continue to achieve targets.



Climate Action Strategies

- » **What the City will do to reduce GHG emissions and/or increase resilience.**
- » **Remain largely the same from adopted CAP**
 - Revised Strategy 10 to include additional traffic reduction efforts.
 - Added two new strategies: Strategy 17 to reduce truck idling, and Strategy 18 to promote infill development.
- » **Estimates of GHG reductions updated to reflect changes in growth projections**



Sustainable Energy and Resilience

Reduced energy use through use of energy-efficient appliances, lighting, and materials in our homes, businesses, and City facilities.



Carbon-Free Energy

Existing and new buildings, facilities, and operations are resilient and powered by carbon-free electricity or other low-carbon, clean energy sources.



Transportation

A connected and efficient transportation network that provides equitable access to low-carbon motorized and GHG free nonmotorized mobility options.



Off-road Equipment

Hollister encourages residents, businesses, and industries to electrify off-road equipment when feasible.



Solid Waste

Hollister residents, businesses, and visitors minimize waste sent to the landfill.



Water and Wastewater

The community maintains a sustainable supply of drinking water and efficient indoor and outdoor water use in homes, businesses, and operations.



Natural Resources and Agriculture

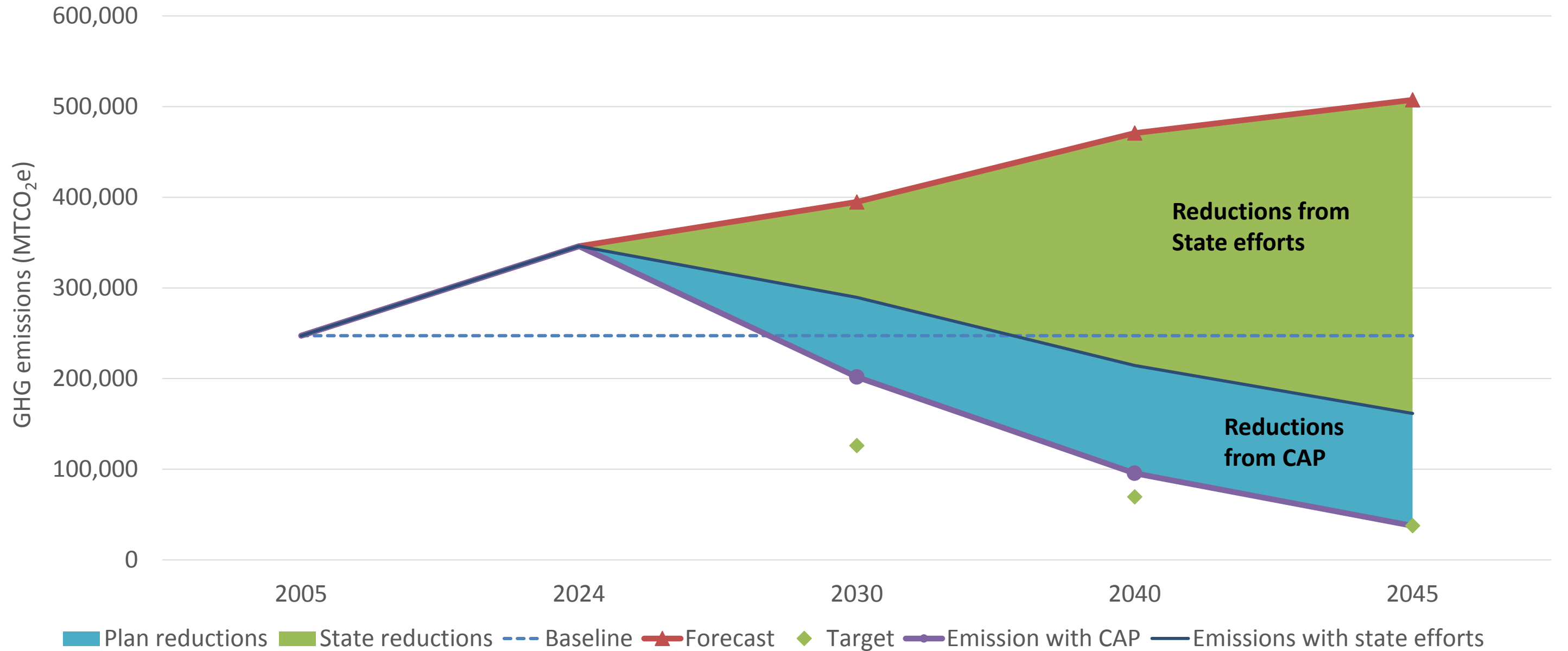
Preserve and expand natural resources and agricultural land.



Governance and Leadership

Work with regional partners to implement the CAP and take actions to increase community resilience against climate hazards.

Progress to Targets



Draft EIR Addendum



CEQA Overview

- » **The California Environmental Quality Act (CEQA) is the State's primary environmental protection law.**
- » **An informational document:**
 - Discloses the potential environmental impacts of projects that have a physical effect on the environment;
 - Identifies mitigation measures;
 - Describes feasible alternatives to the proposed project.
- » **CEQA does not dictate project approval or denial.**

EIR and Addendum Timeline

- » **December 3, 2024 – City Council certified the Hollister 2040 General Plan Environmental Impact Report (EIR)**
- » **March 3, 2025 – City Council repealed resolution that adopted the 2024 General Plan**
- » **January 2026 – City published revised Draft General Plan 2040 and revised Draft Climate Action Plan**
- » **March 20, 2026 - City published an Addendum to the Certified EIR, which is appropriate because evaluation of the 2026 Draft General Plan determined that none of the circumstances requiring a Subsequent or a Supplemental EIR are applicable.**
 - 2026 Draft General Plan would not result in impacts that differ from the 2024 Draft General Plan
 - 2026 Draft General Plan would not change the assumptions made under the Certified EIR.
- » **Under State law, the Addendum requires neither public review nor formal City adoption.**

Community Input



Community Input

City has received a total of 7 emails and letters regarding the General Plan:

- » **Change designation at the northwest corner of San Benito Street and Union Road from Medium Density Residential to either Commercial or Mixed-Use.**
- » **Change the designation of APNs 56-250-005 & 028 (151 & 191 Hillcrest – the existing concrete plant) from Mixed Use to Industrial.**
- » **Revise Policy LU-14.1 to allow development in Union Road without requiring the development of a Specific Plan first.**

Community Input

- » **Revise Policy NRC-3.8 to replace the requirement for “zero-emissions operations” with measures that can be controlled by the property owner.**
- » **Revise 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) and replace it with enforceable performance standards.**
- » **Reduce diversity, equity, and inclusion themes in the Draft General Plan Vision.**

Next Steps




Next Steps

Current Schedule:

» **Tonight:**

- Public comment on General Plan AND CAP
- Planning Commission recommendation.

» **April 20, 2026 – City Council Adoption Hearing**



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