



**Victor Gomez**  
President, Pinnacle Strategy LLC

March 26, 2026

**Chair and Members of the Planning Commission**

City of Hollister  
375 Fifth Street  
Hollister, CA 95023

**RE: ITEM 6.1 General Plan 2040 – Request to Amend Land Use Designation (APNs associated with Dassel Properties)**

Chair and Commissioners,

I am writing on behalf of my client, James Dassel, the owner of three parcels located in the southeastern portion of the City, as identified in the below map. These parcels are currently proposed to be designated **High Density Residential (HDR)** under the draft Hollister General Plan 2040. We respectfully request that the Planning Commission recommend revising the land use designation for these parcels to **Medium Density Residential (MDR)**.

**Basis for Request**

**1. Compatibility with Surrounding Development Pattern**

The subject parcels are situated at the edge of established lower-density neighborhoods and adjacent to areas that do not exhibit characteristics supportive of high-density development. A Medium Density Residential designation would provide a more appropriate transition between existing uses and planned growth areas, reducing potential land use conflicts.

**2. Infrastructure and Service Constraints**

High-density designations assume a level of infrastructure capacity—including roadway circulation, utilities, and public services—that may not be fully aligned with existing conditions in this area. MDR zoning would better reflect realistic infrastructure capacity while still allowing meaningful residential growth.

**3. Consistency with Sound Planning Principles**

Good planning practice emphasizes:

- Gradual transitions in density
- Context-sensitive land use decisions
- Avoidance of abrupt intensity shifts at neighborhood edges



The current HDR designation introduces a level of intensity that is inconsistent with these principles for this specific location. MDR achieves the City's housing objectives while maintaining compatibility and long-term neighborhood stability.

#### 4. Housing Goals Can Still Be Achieved

Importantly, redesignating these parcels to MDR does not preclude residential development or undermine the City's broader housing strategy. Medium density zoning still allows for a substantial number of units while ensuring that development is feasible, market-aligned, and compatible with surrounding uses.

This request is not an effort to avoid development, but rather to ensure that future development is appropriately scaled, context-sensitive, and consistent with the City's long-term planning framework.

We respectfully ask the Planning Commission to recommend that these parcels be designated **Medium Density Residential** in the General Plan 2040.

Thank you for your time and consideration. I am available to discuss this request further or provide additional supporting analysis as needed.

Sincerely,

**Victor Gomez**

President, Pinnacle Strategy LLC

