



# *City of Hollister Development Services*

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CITY OF HOLLISTER REQUEST FOR PROPOSALS (RFP)

GENERAL PLAN UPDATE and ENVIRONMENTAL REVIEW

Deadline for submission of proposals:

Monday, October 30, 2017

Send Response to

M. Abraham Prado, Planning Manager  
City of Hollister  
375 Fifth Street  
Hollister, California 95023

**REQUEST TO PREPARE AN UPDATE TO THE CITY OF HOLLISTER 2005 – 2023  
GENERAL PLAN AND ENVIRONMENTAL DOCUMENT FOR THE GENERAL  
PLAN PURSUANT TO THE CALIFORNIA ENVIRONMENTAL QUALITY ACT  
(CEQA) FOR THE CITY OF HOLLISTER**

**ANNOUNCEMENT:**

The City of Hollister Development Services Department invites proposals from qualified firms to prepare an update to the City's General Plan in compliance with all applicable laws, regulations, policies and procedures and prepare corresponding California Environmental Quality Act documentation.

The selected Team will work under the direction of City staff. The City believes that its current General Plan is in need of refreshing to comply with the State of California's 10-year update cycle and numerous changes in State Statutes that have occurred since 2005.

**BACKGROUND:**

The City of Hollister, incorporated in 1872, has an estimated population of 36,677 residents living in 10,943 households. The City of Hollister is one of two incorporated cities in San Benito County and the county seat with about 65% of the population in the County. Eighty eight percent of the population lives in the Hollister civil division.

Hollister is located in the northern part of San Benito County. The City of Hollister is strategically located within 60 miles of the Central Valley, the Monterey Peninsula and the Silicon Valley and serves as a gateway to the east entrance to Pinnacles National Park and one of the largest off-road vehicle parks in the state, Hollister Hills State Recreation Area. The city owns and operates the Hollister Municipal Airport and supports General Aviation activities. The Airport currently plays host to a number of airport-related businesses. The airport is also the location of the CalFire Air Attack Base, which plays an important role in suppressing wildfire in six counties.

More than 50% of the workforce in Hollister commutes out of San Benito County with the majority to the Silicon Valley. Close to 70% of the population is Hispanic, the median age is 31.7. Approximately 12% of the residents aged 25 or older have bachelor's degree.

The City provides a wide range of services to its residents including police, animal control, code enforcement, water and sewer, building, street lighting, recreation, planning, engineering and maintenance of roads, parks and park strips. The City has a joint agreement with San Benito County and the City of San Juan Bautista for fire protection services.

A comprehensive revision of the 2005-2023 City of Hollister General Plan was completed in December 2005. The 2005-2023 General Plan revision reduced the general plan planning area in keeping with the vision of a more compact land use plan, a priority for infill development within the Sphere of Influence, higher

development densities in all residential zoning districts and the introduction of mixed use land designations. Industrial lands (tomato cannery and tar paper plant) just south and east of downtown were changed from industrial to a new Mixed Use land use designation. The 2005-2023 Plan established six new special planning areas including the West Gateway Commercial, the North Gateway Overlay, Home Office, Downtown Commercial and Mixed Use and Old Town Residential. The City anticipates that the update will retain the planning areas. A new Airport Support land use designation was added in 2005 with a goal of establishing the ability to enable industrial development to benefit from through-the-fence to access to the Hollister Municipal Airport.

The General Plan envisioned an annual population increase of 2.6% but the city went through a sewer building moratorium from 2002 through 2008. There was a weak demand for new residential construction when the sewer moratorium lifted in 2008 due to the great recession. Data from the City of Hollister Building Department indicates that since the lifting of the building moratorium in 2008 to 2016, the residential growth rate in the City of Hollister has been less than one percent per year with the exception of the year 2011 that had a residential growth of 1.62 percent and the year 2016 which had a residential growth rate of 1.22 percent (see Attachment A-2). Today most of the vacant residential lands within the city limits are under construction or have a planning approval. Much of the Sphere of Influence areas planned identified for residential development has pending applications for pre-zoning for annexation. A list and map of cumulative projects can be found at the City's website in the "Planning Division" page under the link [www.hollister.ca.gov](http://www.hollister.ca.gov) by clicking the "City Departments" link, then the "Planning" link, and scrolling down to the "Current Residential Projects" header or by selecting the following links: <http://hollister.ca.gov/wp-content/uploads/2017/07/City-of-Hollister-Residential-Projects-List-July-2017.pdf> and <http://hollister.ca.gov/wp-content/uploads/2017/07/Residential-Projects-Map.pdf>

The City of Hollister constructed a regional water reclamation facility during the sewer moratorium with ample capacity for expansion. Reclaimed wastewater is being sold to agricultural uses. A Hollister Urban Water Area (HUWA) for the water reclamation facility was established in cooperation with San Benito County and the San Benito County Water District (see Attachment A-3). The HUWA extends beyond the City of Hollister General Plan Planning Area. Interagency policy has not been established for urbanization of lands between the HUWA boundary and Hollister's Sphere of Influence. San Benito County completed a comprehensive general plan revision in 2016 <http://cosb.us/wp-content/uploads/Adopted-2035-GPU.pdf> The Land Use Plans in Figures 3-1, 3-2 and 3-4 of the San Benito County General Plan show a vision for unincorporated urban/suburban development within and contiguous to the Hollister's General Plan Sphere of Influence and General Plan Planning Area. San Benito County currently has projects under construction and pending residential planning applications that anticipate connection to Hollister's water reclamation facility for sewer services. Recently, the newer Executive Director of the Local Agency Formation Commission for San Benito County has advised the City that in order for

the properties to develop, they must be within Hollister's Sphere of Influence with an application and agreement to annex into the City of Hollister.

There are three noteworthy changes to the transportation system that occurred since 2005. The Highway 25 bypass to reroute the state highway out of downtown Hollister was completed in 2014. Two complete street plans were adopted between 2005 and the present. The former Hollister Redevelopment Agency funded the development of a streetscape beautification plan for Fourth Street between Westside Boulevard and the bridge over the San Benito River in the West Gateway Special Planning Area. A Caltrans Environmental Justice Grant funded the development of a Complete Streets Plan for Nash-Tres Pinos and Sunnyslope Roads and McCray Street (<http://hollister.ca.gov/wp-content/uploads/2015/07/AdoptedCompleteStreetsPlanNashTresPinosSunnyslopeMcCray.pdf>). The City of Hollister also completed a Phase 1 plan to convert San Benito Street in downtown Hollister to a complete street <http://hollister.ca.gov/wp-content/uploads/2015/10/Downtown-Traffic-Corridor-Study-San-Benito-Street-Re-Striping-presentation-10-21-2015.pdf>.

An update to the Parks and Recreation Plan will be completed by the end of this year. <http://hollister.ca.gov/wp-content/uploads/2017/06/EXH-Hollister-Park-Facilities-Board-2017-06-22.pdf>

The City of Hollister has two national historic districts, the Downtown National Historic District and the Monterey Street Historic District. The city has zoned a large area of the historic districts as "Old Town." The Old Town Zoning District encompasses an area that is characterized primarily by buildings constructed before the founding of Hollister in 1876 to just before World War II. The buildings in the area include a variety of architectural styles and range of sizes. They also reflect an integration of income levels and social classes within the neighborhoods. Some of the homes interspersed in the area were constructed after World War II and have a contemporary style. Although these are established neighborhoods, there remain opportunities for infill development within the Old Town zone district. Infill development must compliment the scale and architecture of the area.

#### **GOVERNMENT:**

The City of Hollister is a general law city. The City Council consists of four City Council members elected by district and a Mayor elected at large. The City Council Members serve four-year staggered terms and the Mayor serves a two-year term.

The City of Hollister has three (3) commissions appointed by the City Council: Parks and Recreation Commission, Planning Commission, and Airport Advisory Commission. The Hollister City Council approved a Public Art Review Policy in 2016 in partnership with the San Benito Arts Council. There is a Public Art Review Committee.

**CURRENT GENERAL PLAN:**

The current General Plan can be found at the following link: [http://hollister.ca.gov/wp-content/uploads/2014/12/Complete\\_General\\_Plan.pdf](http://hollister.ca.gov/wp-content/uploads/2014/12/Complete_General_Plan.pdf). The required update to the certified Housing Element can be found at two links in the table on the following page. The General Plan covers the seven (7) mandated element required by state law and an optional health component combined with the Safety Element and a Community Services and Facilities Element.

All existing General Plan Elements are to be addressed by this update. The City of Hollister does not have an adopted climate action plan or a hazard mitigation plan. The update shall incorporate applicable revisions that integrate changes to the General Plan Guidelines including but not limited to AB 2140, AB 162, AB 1358, SB 375, SB 575, SB 226, SB 244, SB 1090, SB 743, SB 1462, AB 1739. The proposal shall include an optional cost for an Economic Element.

- **Land Use**                      **Chapter 2 - Land Use and Community Design**
- Housing                         Chapter 3 - Housing – Updated in 2016 in two separate documents                      Section 1: <http://hollister.ca.gov/wp-content/uploads/2017/07/Section-1-Final-Housing-Element-April-2016.pdf>                      Section 2: <http://hollister.ca.gov/wp-content/uploads/2017/07/Section-2-Final-Housing-Element-April-2016.pdf> .
- Circulation                      Chapter 4 – Circulation Element
- N/A                                    Chapter 5 - Community Services and Facilities
- Open Space                      Chapter 6 – Open Space and Agriculture
- Conservation                    Chapter 7 – Natural Resources and Conservation
- Noise                                Chapter 8 – Health and Safety Element
- Safety                                Chapter 8 – Health and Safety Element

**AVAILABLE DATA AND REFERENCES:**

The City desires the consultant to use available data sources and technical tools in order to minimize costs associated with new data collection efforts. Attachment A to this RFP includes a list of additional available references, links and information not included in the body of this RFP.

**DESCRIPTION AND SCOPE OF SERVICES:**

All required elements of the general plan shall be included in the update of the general plan. A comprehensive general plan revision was completed in 2005. The General Plan update is not envisioned as a comprehensive rewrite of each element

but as more of a “technical update”. The goal of this update is to ensure compliance with recently adopted State laws, to address changes that have occurred since the adoption of the plan, and to update policies as needed for expansion of Hollister’s Sphere of Influence and General Plan Planning Area.

The final product must be in a form suitable for public circulation, online viewing and presentation to the City Council and LAFCO. The document will become the property of the City of Hollister and will be the subject of review and public hearings. The document shall be prepared in a format where text amendments can easily be formatted by staff.

The City of Hollister will form a subcommittee for the general plan update and will be responsible for scheduling meetings, notification for meetings and providing facilities. The Consultant shall be required to attend at least five (5) meetings with the subcommittee meeting to make the following presentations to the City Council:

1. Preliminary report and findings regarding the tasks listed below.
2. Preliminary Draft Update.
3. Draft Update and concurrent circulation of environmental document.
4. Final approvals for environmental document and update.

The Proposal shall include a detailed work plan, including phasing and specific work tasks, and compliance with the California Environmental Quality Act. The selected Consultant will also be required to submit a final work plan to the City for approval prior to execution of a contract for this project. Staff has developed the following conceptual work plan to provide an anticipated scope of the project and to help guide the approach, process, and costs.

1. The update shall incorporate applicable revisions to comply with requirements for a climate action plan, hazard mitigation plan and integrate changes to the General Plan required by amendments to the General Plan Guidelines including but not limited to AB 2140, AB 162, AB 1358, SB 375, SB 575, SB 226, SB 244, SB 1090, SB 743, SB 1462, AB 1739. The proposal shall include an optional cost for an Economic Element.
2. The general plan update shall include at a minimum three additional “Special Planning Areas” within the Land Use Element consisting of “Buena Vista Road” between Highway 156 and San Benito Street and “Union Road” between San Benito Street and Airline Highway and the “Meridian Street extension (to Fairview Road)” between Santa Ana Road, Santa Ana Creek, Hillcrest Road and Fairview Road. Guidance and policy for alternatives to reduce vehicle miles traveled with commercial neighborhood nodes, provisions of schools and parks should be factored into the special planning areas.
3. The Update should assess the assumption that the community vision identified in the 2005-2023 General Plan is intact and valid.
4. Reassess the Downtown Commercial Mixed Use designation in the area between Third Street to the south, Santa Ana Road to the north and McCray Street to the east with a possible option to alter the land use designation to

- Neighborhood Mixed Use or General Commercial or to alter land use policy to more flexibility with commercial establishments such as limited drive through.
5. The environmental document shall be the project level document for expansion of Hollister's Sphere of Influence for the new Buena Vista Road and Union Road special planning areas
  6. Explore adjustments to land use designations to allow policy and programs to encourage manufacturing and e-commerce in commercial and industrial area.
  7. Identify policy and programs to encourage shared work spaces that cut commuting.
  8. Explore policies and programs to establish nodes of activity in emerging and existing residential areas that reinforce place and neighborhood identity while reducing vehicle miles travelled.
  9. Examine policies and programs to rehabilitate degraded alleys close to downtown as alternative paseos.
  10. Examine active subdivisions and propose policies to create a variety of different architecture for new developments.
  11. The Update should assess how the vision identified in the 2005-2023 General Plan for a smaller footprint, infill and higher density residential development will be maintained with plans for unincorporated urbanization in the Hollister Urban Water Area to the south and east of Hollister.
    - a. Assess the current planning boundaries
    - b. Assess the possible expansion of Hollister's Sphere of Influence.
    - c. Examine policy for future connection of unincorporated development from the HUWA.
    - d. Assess the potential for provision of limited for-profit revenue generating land uses in the Public, Airport and Public Facilities land use designation of the general plan.
  12. Gather and analyze data. As part of this task, review various reports, files and related materials such as the Government Code and incorporation statutes for the sphere of influence amendment, the City of Hollister and County of San Benito General Plan, and related LAFCO files and reports.
  13. Conduct site investigations to document existing conditions in the project area.
  14. Conduct assessments and studies for any potential impacts for the environmental report, if applicable.
  15. Circulation Element. Consult with the City of Hollister Engineering Division to update the circulation element of the general plan to include a complete streets component to comply with AB 1358. The consultant shall work with the City of Hollister Engineering Division to determine the scope of work for any work that's required for the update of the circulation element. For details please contact David Rubcic by telephone at 831-636-4340 Extension 23 or email at [david.rubic@hollister.ca.gov](mailto:david.rubic@hollister.ca.gov) or Danny Hillstock by telephone at 831-636-4340 Extension 15 or by email at [danny.hillstock@hollister.ca.gov](mailto:danny.hillstock@hollister.ca.gov)
  16. The General Plan shall include policy requiring new residential development to be annexed into the City of Hollister Community Facilities Districts numbers 2 (police and fire services) and 4. Please see Attachment A-1.

**Proposal Content:**

1. A statement regarding the anticipated approach for this project, and a scope of work outlining and describing the main tasks and work products for the general plan update and environmental review.
2. Identification of the lead professional responsible for the project and of each professional who will perform various aspects of the day-to-day work. If the proposal involves a joint venture or subcontractors, identification of the firm(s) and describe related experience working on a multi-firm team.
3. Identification of any information, materials and/or work assistance required from the City of Hollister and/or involved agencies or proponents to complete the project
4. An overall project schedule, including the timing of each work task
5. The preparation of the general plan update and CEQA Initial Study will be managed and funded by the City of Hollister.
6. Budget: Subject to negotiation of a final agreement, it is anticipated that payments will be tied to task completion increments or other milestones. Work will not be authorized beyond the not to exceed budget agreed to by the City of Hollister and consultant at any given time. The City of Hollister will not be liable for payment beyond the not to exceed budget agreed to by the City of Hollister and consultant. The proposal shall include a detailed project budget for the scope of services.
  - a. A not-to-exceed total budget amount.
  - b. The cost for each major sub-task identified in the scope of work.

**Deliverables:**

1. Maps and graphics for meetings
2. Administrative Draft General Plan Update – ten (10) copies, one (1) digital copy in both PDF and Word.
3. Draft General Plan Update – fifty (50) bounded copies & one (1) digital copy in both PDF and Word.
4. Administrative Final General Plan Update – ten (10) copies & one (1) digital copy in both PDF and Word.
5. Final General Plan Update – fifty (50) bounded copies & one (1) digital copy in both PDF and Word.
6. Administrative Draft EIR or Subsequent EIR – ten (10) copies, one (1) digital copy in both PDF and Word.
7. Draft EIR or Subsequent Draft EIR – fifty (50) bounded copies & one (1) digital copy in both PDF and Word.
8. Administrative Final EIR or Subsequent Final EIR – ten (10) copies, one (1) digital copy in both PDF and Word.
9. Final EIR – fifty (50) bounded copies & one (1) digital copy in both PDF and Word.
10. Facts and Findings and Statement of Overriding Considers (if applicable) - one (1) copy and one (1) digital copy in both PDF and Word.

11. Mitigation and Monitoring Program – to be included in Final EIR, one (1) digital copy in both PDF and Word.

**Schedule:**

A proposed schedule has been presented in the table below. If the consultant foresees issues or difficulties with the proposed delivery schedule, they should so indicate in their response to the RFP; in addition, alternative schedule(s) should be proposed.

Issue Request for Proposals	September 12, 2017
Proposals Due to City	October 30, 2017
Consultant Interviews	November first week
Award of Contract by City Council	<b>December 4, 2017</b>
Preliminary findings to City Council	April 2018
Submittal of Draft to City Council	August 2018
Adoption of Plan by City Council	January 2019

**Contact Information:**

Please direct all inquiries to:  
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Fax (831) 634-4913

## ATTACHMENT A

GIS Layers: The City has the following GIS layers available to the selected consultant:

- i. Aerial photographs
  - ii. Address
  - iii. Parcels
  - iv. City boundaries
  - v. Addresses
  - vi. General Plan designations
  - vii. Zoning designations
  - viii. Alquist Priolo Earthquake Hazard Zone
  - ix. Earthquake epicenter history
  - x. History Districts (Monterey Street, Downtown)
  - xi. 100 Year Flood Plain
  - xii. General Plan Planning Area
  - xiii. Sphere of Influence
  - xiv. Sunnyslope Water District Boundary
  - xv. Political Boundaries
  - xvi. Streets and roads
  - xvii. Schools
  - xviii. Fire and Police
  - xix. Parks
  - xx. Utilities
- 
- City of Hollister 2005 – 2023 General Plan EIR  
<http://hollister.ca.gov/government/city-departments/development-services/general-plan>
  - Residential development list and map July 2017  
<http://hollister.ca.gov/government/city-departments/development-services/planning/>
  - City of Hollister 2016 General Plan Annual Progress Report  
<http://hollister.ca.gov/wp-content/uploads/2017/09/2016-ANNUAL-GENERAL-PLAN-PROGRESS-REPORT.pdf>

Attachment A-1: CFD No. 2 and No. 4 scope of services  
Attachment A-2: City of Hollister Building Activity  
Attachment A-3: Annexation List and Map Approved by LAFCO since 2011 and in Progress  
Attachment A-4: Hollister Urban Water Area Map

## ATTACHMENT A-1

### Community Facilities District 2 – Services

NOTE: This fund will be changed to CFD 5 early next year.

1. Police protection services to protect and safeguard life and property
2. Fire protection and suppression services, including obtaining, furnishing, operating and maintaining fire suppression
3. Police equipment or apparatus and the payment of salaries and benefits of firefighting and police personnel, or both
4. Collecting and administering the special tax and annual administering the District
5. Miscellaneous costs related to the items described above, including costs for planning, engineering, legal services and administration.

### Community Facilities District 4 – Services

1. Maintenance, Repair and Replacement of Landscape, Lighting and Hardscapes
  - Turf and Plant: Sufficient water, fertilizer and other nutrients shall be provided and sufficient insect and disease control shall be applied to turf and other plants to maintain them in a healthy and thriving condition. Turf shall be mowed and trimmed back from edges of hardscape. Plants shall be shaped as necessary and plant foliage, which has exceeded the landscape boundaries, shall be trimmed back.
  - Trees and Shrubs: Pruned and trimmed as necessary in such a manner as to prevent interference with sight clearance for pedestrian bicycle and vehicle traffic on adjacent roadways walkways and rights of way.
  - Parks and Open Space.
  - All weeds, trash and debris shall be removed regularly from the landscaped area.
  - The scheduled inspection and maintenance of walkways, sidewalks, bicycled paths, sound walls, retaining walls, roadways, lighting (streets and other) and landscaped areas within the public right of way.
  - Replacement of dead plants and trees.
  - Replacement of ground cover as needed.
- Repair and replacement of walkways, sidewalks, bicycle paths, sound walls, retaining walls, roadways, lighting and other landscaped areas within the public right of way.

## ATTACHMENT A-1

2. Flood and Storm Protection
  - Maintenance of the storm drain system and retention/detention basins, including items such as landscaping, fencing, piping, filters.
  - Operation and maintenance of the outfall structure and the pump lift stations for the detention basins.
  - Reserve for replacement of structures and pumps.
3. Irrigation System
  - The irrigation system serving the landscaping shall be maintained, repaired and replaced as needed and all legally required permits with respect to such work shall be obtained.
4. Water and Electricity
  - Payment of utility costs associated with maintenance of authorized landscape services, including expenses for water and electricity used to irrigate and light the landscaping.
5. Collecting and administering the special tax and annual administering the District.
6. Miscellaneous costs related to the items described above, including costs for planning, engineering, legal services and administration.

ATTACHMENT A-2 – BUILDING ACTIVITY

<u>YEAR</u>	<u>SINGLE FAMILY DWELLING UNITS (SFD)</u>	<u>MULTI FAMILY DWELLING UNITS (MFD)</u>
1963	65	
1964	48	
1965	45	
1966	19	8
1967	19	4
1968	30	6
1969	28	8
1970	43	30
1971	135	8
1972	61	69
1973	82	20
1974	36	12
1975	31	
1976	84	
1977	52	
1978	65	
1979	121	
1980	135	
1981	109	
1982	203	
1983	98	
1984	164	119
1985	189	189
1986	162	19
1987	173	12
1988	234	34
1989	215	71
1990	189	33
1991	120	7
1992	176	42
1993	291	25

## ATTACHMENT A-2 – BUILDING ACTIVITY

1994		363		34
1995		333		22
1996		373		0
1997		470		5
1998		494		12
1999		360		0
2000		351		6
2001		210		40
2002		0		0
2003		0		0
2004		0		0
2005		0		0
2006		0		0
2007		0		0
2008		16		0
2009		35		0
2010		20		0
2011		64		104
2012		32		0
2013		34		5
2014		39		0
2015		68		0

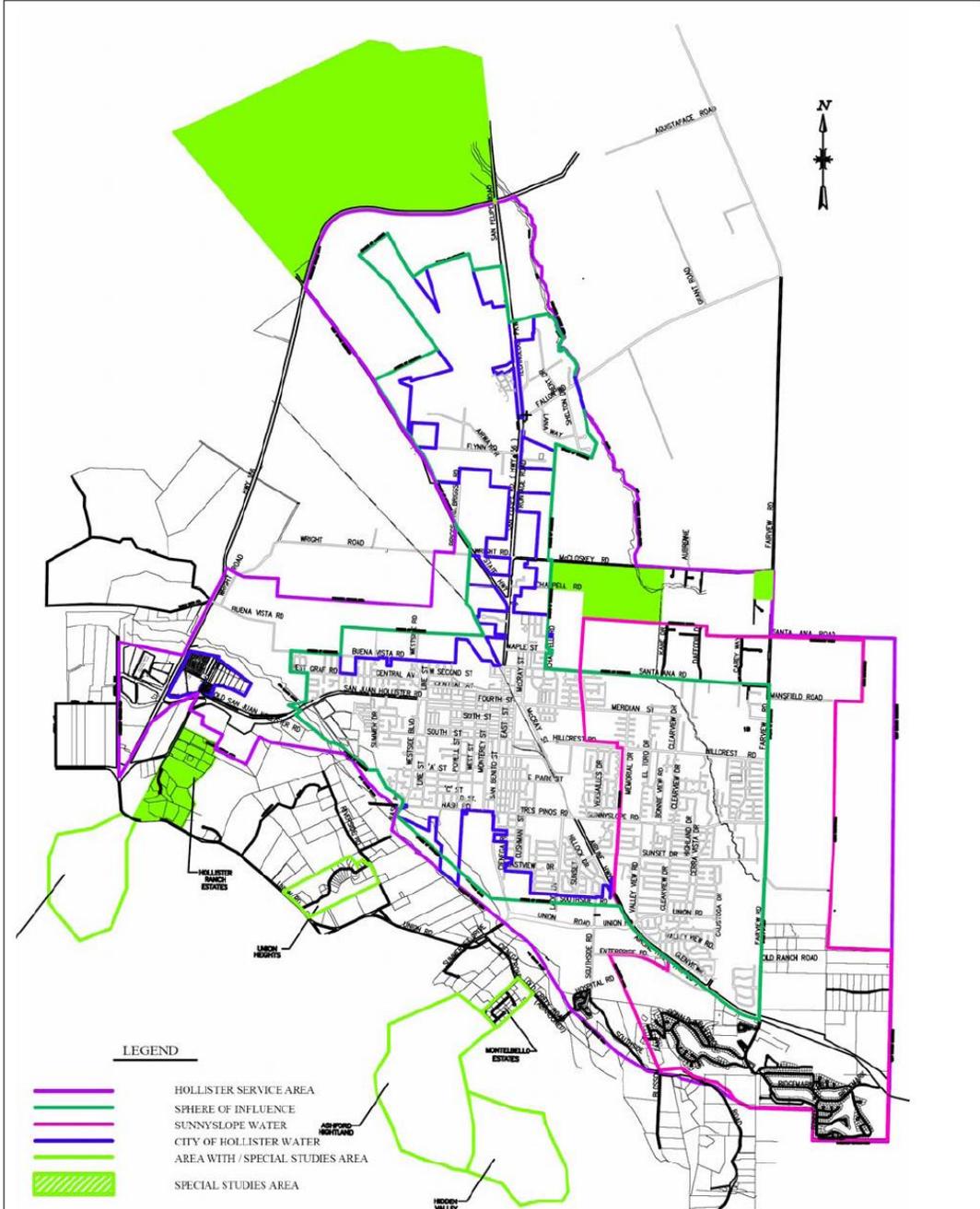
### **Annual Growth Rate (2008 to 2016)**

2008	0.15%
2009	0.34%
2010	0.19%
2011	1.62% (Vista Meadows senior apts - 72)
2012	0.36%
2013	0.37%
2014	0.37%
2015	0.63%
2016	1.22%

### **2016 Residential Construction**

Homes completed	143
Under Construction	193
As of January 2017	
Homes Completed	21
Under Construction	192

ATTACHMENT A-3  
HOLLISTER URBAN WATER AREA



# HOLLISTER SERVICE AREA

Kennedy/Jenks Consultants  
San Benito County, California

Hollister Area UWMP  
Hollister Service Area  
0568017.00  
June 2008

Figure ES-1