

SAN BENITO COUNTY

GENERAL PLAN UPDATE WORKSHOPS REPORT

February 2008



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I Introduction

I.1 GENERAL PLAN UPDATE

California State law mandates that every city and county create a comprehensive General Plan serving as a constitution for long-term physical development. The General Plan identifies current and future needs in areas such as land use, housing, transportation, public services, environmental quality, and economic viability. The San Benito County General Plan serves as a guide for development in the unincorporated areas. The two cities in the County—Hollister and San Juan Bautista—prepare separate general plans.

The County's General Plan was last comprehensively updated in 1980, although some elements, such as the Land Use Element,¹ have been updated more recently. In accordance with State law, the Housing Element is updated most frequently (every five years); a new Housing Element is required to be adopted by the end of June 2009. Since the last comprehensive update, the County has experienced increasing development pressures from Silicon Valley and the Bay Area. An influx of new residents and building trends threaten to move the County away from its historical agricultural character. This change has instigated the community to reflect on what it wants the County's future to be like, resulting in various growth management initiatives. An update of the General Plan will allow community members and decision-makers to create a policy framework for future development that is compatible with their long-term goals. The County's new General Plan will roughly cover a 20-year period.



San Benito County agricultural land

¹ The Land Use Element was updated in 1992.

I.2 PUBLIC INVOLVEMENT AND PARTICIPATION



County residents participate in the community workshop held on October 6, 2007 in Hollister.

The preparation of the General Plan Update gives residents a meaningful opportunity to provide their input by assessing historical and current trends, establishing a vision for the County's future, and creating an outline for addressing opportunities and challenges. Public participation, much more than a legal formality, seeks to fully involve residents in planning for the future of their County.

The voices of community members, along with business owners, County staff, and others are crucial to the success of the planning process. As such, the Plan should reflect the suggestions, insight, and critical input of the community. Key outreach efforts to date as part of Phase One of the General Plan update include:

1. Stakeholder interviews [January-March 2007]
2. Countywide mail-in survey and newsletter [Fall 2007]
3. Community workshops [October 6, Hollister; October 8, San Juan Bautista; and October 10, Tres Pinos]

The three Community Workshops served to inform residents about the planning process and provided them with an opportunity to state their concerns and give their input. The County advertised these workshops on its website as well as in a newsletter that was mailed to property owners, business owners, and business tenants in the County.

2 Workshop Objectives and Structure

The first objective of the public outreach component of the General Plan Update process is to ensure that pertinent issues of community concern are considered in formulating a vision for the new General Plan. The second objective of the public outreach is to prepare a scope of work that focuses on community needs. The series of community workshops, held during October 2007, was designed to engage County residents in dialogue and provide feedback.

PARTICIPANTS

The first workshop was held in the County Board of Supervisors Chambers in Hollister on Saturday, October 6 from 10:00AM to 12:00PM. Twenty-seven people participated in the workshop. The second workshop, held in the San Juan Bautista Elementary School in San Juan Bautista on Monday, October 8 from 5:00 to 7:00PM attracted 26 participants. Finally, the third workshop was held on Wednesday, October 10 in the Tres Pinos Elementary School in Tres Pinos from 5:00 to 7:00PM; 26 people participated.

WORKSHOP STRUCTURE

After introducing participants to the General Plan Update process, the workshop facilitator—either someone from the County or Dyett & Bhatia, the firm retained to assist with the General Plan Update—explained the format of the workshop.

Participants were given blank magazine covers for the mock publication of the San Benito County special edition of “California Today.” The magazine cover activity was dated for October 15, 2030. Participants were instructed to write down or sketch what they wanted such a magazine cover to say about their County 23 years in the future. After allowing time for people to record their ideas, the facilitator went around the room and asked participants to share their



Workshop participants brainstorm mock magazine covers.

covers with the group. This provided for an interesting and engaging discussion at the start of the workshops.³

Next, participants were broken into small groups. With facilitator guidance, the groups were invited to list topics they wanted to discuss. One facilitator managed the discussion while the other recorded participants' ideas on a flip chart so that the whole group could see them. At the end of the workshop, the groups were united to share the main points of their discussions.

Primary topics covered included:

- Agricultural Preservation/Vitality
 - Transfer of Development Credits
 - Balance (between small and large scale agriculture as well as preservation versus growth)
 - Water Use
- Land Use/Environmental Opportunities
 - Open Space/Parks
 - Compact, Clustered Development
 - Multi-Use Recreation
- Economic Development
 - Employment Opportunities
 - Eco- and Agritourism
 - Small Business Support
- Transportation/Infrastructure
 - Interchanges and Regional Road Connectivity
 - Public Transportation
- Education and Community Opportunities
 - Locally-Based Higher Education
 - Cultural Identity



At the end of the Hollister workshop, the groups united to share their ideas.

³ A list of these headlines is included in the Appendix.

3 Results

Several overarching themes emerged in the workshops including the desire to achieve balance between preserving the County's rural heritage and developing new economic opportunities for residents, as well as defining a strong cultural/place-based identity. While the topics were discussed separately, the issues brought up by workshop participants often straddled several topics. For example, some participants emphasized the need to promote the kind of transportation that will ensure the preservation/vitality of agriculture in the County. Along this same vein, others suggested identifying crops with roadway signage to promote agriculture through agritourism. Therefore, since the issues that workshop participants spoke to were cross-cutting in nature, the new General Plan for the County should strive for an integrated and holistic approach.

While the discussions within the groups varied because both the facilitators and participants were different, the topics discussed were overall very similar. For notes from each group, see Appendix B.

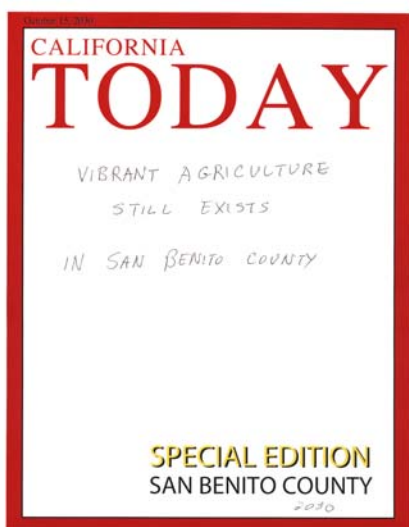
What follows is a summary of the results by topic.

3.1 AGRICULTURAL PRERERVATION/VITALITY

Most participants desired agriculture to prosper and grow in the County. The reality of pressure felt by the County to collect tax revenue to allow more profitable land uses, as well as the importance of agricultural landowner rights, were acknowledged. Participants favored compact, clustered residential and commercial development to relieve pressure on agricultural land. Other land uses, such as infill opportunities and transfer of development credits (TDC) were also discussed in the context of facilitating economic development and agricultural preservation simultaneously. However, with TDC, some participants emphasized that the County should be mindful of built-in restrictions on investment for agricultural operations.



An orchard outside of Hollister represents the county's historic agricultural vitality.



A mock magazine cover communicates the desire to preserve agriculture in the county.

While participants were concerned with agricultural preservation, many also pointed out that agriculture, like any other business, must evolve. People expressed sadness over the disappearance of many small farms and the introduction of “Big Agriculture” in the County, though some pointed out that a balance could exist between these two extremes. One group generated a sub-discussion over the Williamson Act (aka the California Land Conservation Act of 1965), which creates an arrangement whereby private landowners contract with counties and cities to voluntarily restrict land to agricultural and open space uses in return for reduced property tax. Workshop participants argued that the current 10-year contract is not long enough to assure land conservation.⁴

Sustainable water use was another common theme. One participant mentioned the limited water availability as a result of Endangered Species Act regulation of delta smelt habitat. Others encouraged the reuse of wastewater to ensure a sustainable water supply as well as to protect water resources from pollution and over use.

Other issues discussed included:

- The troubling nature of national agriculture/farm subsidies;
- The need for workforce housing for agricultural workers;
- Food safety;
- Creating a “Buy Local” campaign for County agricultural products;
- Keeping an “agricultural belt” around Hollister; and
- The limited power of government to control “the free market” vis-à-vis speculation of agricultural land.

⁴ “Williamson Act: Questions and Answers.” California Department of Conservation, Division of Land Resource Protection.

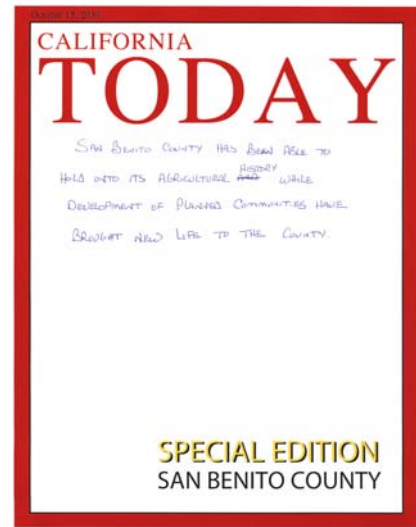
<http://www.conservation.ca.gov/dlrp/lca/pubs/Documents/WA%20fact%20sheet%2006.pdf>

3.2 LAND USE/ENVIRONMENTAL OPPORTUNITIES

Generally, participants were concerned with the careful regulation and balance of land uses in the County over time. Many participants spoke about the possibility of more compact, dense development, including planned unit developments (PUDs) with clustered housing to allow for open space preservation. The idea of directing clustered housing along the possible future Highway 101/Rancho San Benito interchange was generally looked upon favorably. Other participants suggested clustering appropriate commercial development along Routes 152 and 156. Several people also mentioned the need for a diversity of lot sizes in the County, including more small lots; creating smaller lot sizes, it was argued, would reduce the influx of people from Santa Clara County, thereby slowing development.

Other issues that were mentioned included:

- Building dense, mixed-use development with various types of housing for a range of income levels (affordable and senior housing as well as executive/resort housing were mentioned) and taking advantage of infill opportunities to limit sprawl;
- Restricting “Big Box” development by location and size of store;
- The need for effective incentives to include recreational opportunities such as open space and youth facilities in development to enhance quality of life;
- Integrating multi-use parks with trails, public pools, dog runs, and other amenities; taking advantage of existing areas such as the Hollister Hills State Vehicular Recreation Area and Pinnacles National Monument; and
- Providing access to the San Benito River.



Compact development that would allow for agricultural preservation was promoted by one participant on a mock magazine cover.



A mock magazine cover celebrates future eco/agritourism in the county.

3.3 ECONOMIC DEVELOPMENT

Participants were generally interested in promoting job growth in the County. Suggested strategies included encouraging commercial zoning, infill development, exploiting the County's "local niche," using tax increment financing (TIF) and enterprise zones, as well as streamlining the government review of retail and commercial development. A number of different industries that San Benito County could court were discussed. Several people suggested improving the use and capabilities of the local airport, including promoting the airport for executive use, though some were concerned with the impact of airport noise on nearby development. On a related point, one participant brought up the idea of marketing the County as a distribution hub for goods because of its strategic location. Another participant specifically advocated for an intermodal facility.

The promotion of agritourism, especially wine-related tourism, was mentioned as an additional economic development strategy. Others saw eco-tourism opportunities grounded in the large quantity of open space that exists in the County. Along these lines, some workshop participants wanted to do more to promote Pinnacles National Monument, possibly as a national park. The idea of developing tourism in the County through destinations such as a bandshell/amphitheater in Bolado Park as well as hotel and recreational facilities was also discussed. Participants argued for allowing more regulatory flexibility for recreational opportunities.

When speaking about economic development in the County, participants also emphasized the need to support small businesses. Some expressed concern that “Big Box” stores would drive small shop owners out of business. Additionally, several participants wanted the County to lean away from strip mall-style development in favor of more concentrated retail opportunities. Furthermore, participants suggested providing businesses with incentives to hire locally.

Other suggestions included:

- Producing affordable housing, including mobilehome parks, in an equitable manner;
- Promoting the balanced growth of housing to match job growth;
- Proactively attracting high-paying industrial and manufacturing jobs to the County, possibly through live-work districts;
- Effective marketing of local residential opportunities and the quality of life that San Benito County has to offer;
- Coordinating with cities and local agencies;
- Streamlining the planning process;
- Assuring parking opportunities for businesses;
- Encouraging the use of green building materials as well as sustainable avenues to promote less waste, recycling, and composting;
- Establishing San Benito County's unique identity through eco- and agritourism opportunities such as wine trails, organic farms, scenic drives, and lodging in appropriate locations; and
- Creating a visitors' bureau in addition to promoting the County on the Internet and through appropriate signage along roadways.

3.4 TRANSPORTATION/ INFRASTRUCTURE

While some participants thought that no changes were needed to the County's transportation system or infrastructure, others spoke of the need for more connectivity to freeways (such as Interstate 5 in the southern part of the County) and increased public transit service. People seemed to agree that new development should pay for infrastructure instead of burdening the County with this cost. As for public transit, suggestions were made to add bus service to facilitate shopping in Hollister as well as adding more Caltrain service from San Francisco to Gilroy. Some participants also suggested extending service to Hollister and San Juan Bautista. A number of workshop participants also thought that more bike lane development would greatly benefit the County.

Other issues that participants brought up include:

- Preserving rail that currently exists;
- Using alternative energy sources for transportation;
- Building a regional consensus on transportation;
- Making the County more walkable (especially in larger, denser developments);
- Linking to existing regional trail networks; and
- Clarifying the County's policy on when development (generally) needs to be hooked up to the sewer system.

3.5 EDUCATION AND COMMUNITY OPPORTUNITIES

Many participants spoke of the need for locally-based educational opportunities as well as activities specifically geared toward youth. The possibility of the County serving as a satellite location for Gavilan College was mentioned as was taking advantage of the pre-existing Gavilan campus in Gilroy. Suggestions for youth included 4-H and Future Farmers of America, apprentice programs, school farming/community garden instruction, as well as vocational education.

Other ideas included:

- Education to support the emerging wine industry;
- Educational opportunities in practical agribusiness concepts/law, water conservation, high-tech, and alternative energy; and
- Creating a performing arts center as well as library or bookmobile service.

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Appendix A: Magazine Headlines

- Village concept
 - Open space viewsheds
 - Linking together parks, trails, and roads as well as housing , commercial/retail, and office space
- Open space, housing (affordability)
 - Balance between old and new
- Population growth mixes with agriculture
 - Long Range Planning
 - Growth will occur
- Improve management of County as well as police and highway patrol
- Vibrant agriculture still exists
- Growth and quality of life
 - Agriculture
 - Mountains
 - Family
 - Jobs
 - Air
- Agricultural history
 - Planned communities
- Agricultural innovation/heritage
 - Wine
 - Biotech
 - Vibrant downtown
- Denser core, transportation, recreational opportunities
- Great for everyone! Peaceful neighborhood
- Where the bay comes to play!
- Not enough focus on business and trade
- SBC reaps what it sowed!
 - Rich and poor
 - Autos, illegal!
 - Immigration illegal!

- Farms close
 - End of SBC?
- Agriculture present with infill and build-up
- Unemployment and housing crisis down
 - Less commuting
- SBC goes bankrupt because of Endangered Species Act

Appendix B: Workshop Notes

HOLLISTER: OCTOBER 6, 2007

GROUP #1

Overview

- Agricultural Preservation
- Land Use
- Economic Development
- Transportation/Infrastructure

Agricultural Preservation

- Judge cut off water because of Endangered Species Act (Delta Smelt)
 - ESA done away with or adjusted?
- Everyone wants agriculture to exist (prosper and grow) in County
 - Challenge: taxation revenue
 - Solution: increase density, change perception
- Agribusiness v. individual farmers (example: orchards [old] v. lettuce [new])
- Issues:
 - Lobby (subsidies) (no protectionism)
 - There's no truck lobby in DC!
- Preserve opportunities for agriculture to continue (need infill for this)
 - Issue: land speculation
 - Therefore Williamson Act – need longer contracts
- Transfer of development rights (TDR)
 - Like idea but permit restrictions, other complications exist
- Small farms are going away
 - Solution: balance with government regulations
 - Issue: loss of water
 - Compromise and balance with Big Agriculture
- Likes agricultural belt around Hollister
- Agriculture must evolve
 - Like any business
 - Free market

- Government can't do anything (in the long run)
 - People who can make money will!
- Agricultural land owner rights are important

Land Use

- Compact development/more density
- Growth: clustered housing
 - Should happen in cities
 - Leave open space
 - Planned Unit Developments (PUDs)
- Restrict Big Box stores
 - Location
 - Parking /store size (square feet)
 - Issue of driving local businesses out
- Affordable housing
 - Based on accurate figures from County?
 - Paying fair amount for services? (YES!)
- Build in hills? (relieve pressure on flatlands)
 - Do compact, clustered development
- What is drawing development here?
 - Lot sizes – if do smaller lots, reduce incentive for people from Santa Clara County to move here
- Enhance recreational opportunities when doing development
 - Open space
 - Quality of life
 - Youth opportunities
- Smaller lots and larger lots
 - Need more, easier to keep up
 - Hospital: is it adequate?

Economic Development

- Idea: SBC could serve as a distribution hub for goods
- Airport
 - Expensive land exists around – city owns now – sell to County?
 - Now can't accept big jets – need to reconfigure runways
 - For industry
 - Runway problem: adequate capacity – need policy statement to drive development
 - Issue of noise impact
- Clustered community development – okay
 - Along 101 – good idea
 - Rancho San Benito and 101 = good location
- Make Pinnacles a national park

Transportation and Infrastructure

- No changes
- Need more roads to freeways
- Villa Hermosa
- Money for roads (especially for subdivisions)
 - Where does it come from?
 - County fees make building a house unaffordable
 - Idea: gas stations
 - New development should pay for infrastructure (not burden County)
- Public transit
 - Add bus service to facilitate shopping in Hollister
 - Need to develop shopping opportunities (like in Gilroy)
 - More service for Caltrain
 - More train service to Gilroy
 - Extend train to Hollister
 - Preserve current rail
 - Make Tres Pinos a destination
 - Bolster Pinnacles

- Sewer
 - County policy on septic/sewer (?)
 - Eventually everything should be hooked up to sewer system

GROUP #2

Overview

- Eco- and Agritourism
- Economic Development
- Agricultural Vitality
- Balance of Uses
- Education and Community Opportunities/Facilities

Eco- and Agritourism

- Promote Pinnacles as National Park
- Promote agritourism
- Development to support tourism
- Lodging (in appropriate places)
- Establish San Benito County's unique identity
- Coordinate with cities
- Viable transportation to wine industry
- Include more bike lanes
- Protect water resources from pollution
- Enhance recreational opportunities
- Promote historical park

Economic Development

- Aggressively support small business
 - Listen to small business to identify their needs
- Business needs parking opportunities
- Ensure viable water supply
- Provide *local* jobs
 - Incentives to hire locals
 - Identify characteristics of the local labor pool
 - Utilize existing data sources

- Streamline planning process
- Capitalize on strengths and weaknesses of surrounding communities
 - Promote/consider intermodal facility
- Airport
- Cluster economic development
 - While protecting prime agriculture
- Rail development
- Increase return of state and federal dollars
- Housing near commercial
- Coordinating with city (Hollister) and other local agencies

Agricultural Vitality

- Combined with sufficient transportation funds (viable agricultural business)
- Protecting viability of agricultural business and ability to transfer (transferable development credits program)
- Protecting private property rights
- Water
- Support routine and ongoing agricultural industry
- Workforce housing

Balance of Uses

- Mix of uses and incomes in appropriate locales
- Reasonable regulations that compliment business
- Incentives for economic development
 - Recruitment and retention
- Promote the County as [...the line ends]
- Education for local labor force
- Recreational opportunities
- Walkable communities and trails
 - Both in town and in country
- Higher density where appropriate

Education and Community Opportunities/Facilities

- Safe motorized recreational opportunities
- Youth opportunities/involvement

- 4-H and Future Farmers of America
 - Apprentice programs
 - School farm/community garden
 - Vocational educational programs
 - Winery-related
- Teach practical agri-business concepts/law
- Business education enhancement
 - High-tech focus
- Consider 4-year college
 - Satellite location for an existing university
- Promote County on Internet
 - Help educate the community
- Education to support wine industry
- Water
- Performing arts center
- Libraries/bookmobile
- Supporting infrastructure that promotes technology and alternative energy

SAN JUAN BAUTISTA, OCTOBER 8, 2007

GROUP #I

Overview

- Transportation
- Ag Viability and Sustainability
- Multi-use Recreation
- Economic Development

Transportation

- Alternative energy sources for local supply
- Regional approach/interjurisdictional cooperation
- Consensus plan on transportation
- Bike lane and access blueprint
- Mass transit (rail, bus, etc.)

Ag Viability and Sustainability

- Viability of ag workforce
- Preserve ag uses and ag land
 - Protection of property rights
- Food safety
- Promote ag tourism/education
 - Organic farms, wineries, etc.
 - Promotion of wine trails
- Transportation for farming
- Transferable development credits (program)
- Vocational training
 - Career tech
- Regional interaction to promote County
 - Visitors' bureau
- Maintain ag character
 - Emphasis on safety
- Water supply and quality
- Both support and promote
 - “Buy Local” – local businesses to support agriculture (food, mechanic, etc.)

Recreation

- Promote a bike-friendly environment
- Multiuse parks
 - Trails (hiking, horse riding)
 - Dog parks
 - Bike trails
 - Public pools
 - Et cetera
- RV parks
- Parks Commission to work toward purchase and development of parkland
- Take advantage of existing areas
 - Hollister Hills State Vehicular Recreation Area, for example
- Promotion of river walk
- Linkages (trails from Hollister to San Juan Bautista and Gilroy)
- Finding connections to existing regional trail systems

Economic Development

- Promote more jobs in County
- Promote:
 - Green building materials
 - Tourism through hotels, rec centers, etc.
 - Zoning that promotes/encourages commercial zoning
 - Balance commercial development without losing the rural character
- Work with cities and develop a better mix of housing
 - Reduce limits and barriers for specific housing
- Promote infill development and discourage sprawl
- Promote job growth to match rising home prices
- Communication plan
- Infrastructure to bring tech jobs
- Education and training for high-tech jobs
- Sustainable avenues to promote less waste and encourage recycling, composting, etc.

GROUP #2

Overview

- Jobs
- Transportation
- Open Space (Parks)
- Water
- Public Safety
- Land Use and Zoning

Jobs

- “Star rewards” program [City of Reno’s Sales Tax Anticipated Revenue (STAR) Bonds]
 - Note Cabelas store development in Reno
 - Incentives for development, like an “enterprise zone”
 - Current job tracking [assess job-creation success of incentives granted to development]
- Streamline government review of retail, commercial, etc., jobs
- Connect jobs with rail (north of Hollister)

Transportation

- San Juan Road Interchange
- Concentration of retail
- Leaning away from strip mall development along interchange
- Signage promoting County (including County signage)
 - Temporary signs promoting community events
 - Permanent signs if regulated appropriately
- Examine appropriate locations for interchanges (potentially denying interchanges)
- Caltrain to Hollister
- Expanded public transit to San Juan Bautista, Gilroy, Hollister

Open Space (Parks)

- San Benito River access
 - Creeks, trails
 - Accommodations, economy linked to recreation
- Bike lanes (also a transportation issue)

Water

- Imbalance of water
 - Groundwater [pay attention to usage and quality of groundwater]
- Maintain reliable water supply (San Felipe, San Luis, etc.)
 - For ag uses
 - For residential uses
- Reuse of water
 - Title 22 [recycled water standards]

Public Safety

- Adequate jobs provide for adequate funds for public safety services

Land Use and Zoning

- Maintain scenic drives
- Provide commercial zoning
 - In strategic locations
- Don't over-mix land uses

TRES PINOS, OCTOBER 10, 2007

GROUP #1

Overview

- Balance
- Ag Preservation (Compatible With Growth)
- Economic Development
- Housing
- Culture and Env.
- Education

Balance

- Promote and develop ag business
 - Emphasis on transportation in support of ag business
- Promote and develop a tourism plan
 - Destination and location
- Ag preservation compatible with growth
 - Diversification of economy
 - Protection of a small farmer
 - Enactment of transferable development credits and improvement
- Planning based on resources

Economic Development

- Find and take advantage of our “local niche”
- Enterprise zones
 - Tax breaks based on job growth
- Promote development of (freight) rail service to County
- Develop a central economic area
 - Sized appropriately for community
- Promote tourism
- Take advantage of existing truck traffic
 - And of all traffic as well
 - Cluster that development at main transportation veins
- Promote recreational spaces
 - Develop recreational spaces anew and promote existing spaces

- Overregulation of business
- Design guidelines
- Discourage “big box” and promote small business
- Develop an intermodal facility between counties (freight rail, etc.)
- Use (Hollister) airport more

Housing

- Promote affordable and mixed-use housing
 - Provide all types of housing
- Streamline and speed up the building process
- Create incentives for “green building”
- Promote sustainable practices
- Revisit our affordable housing regulations
- Promote (balance) growth of housing to match job growth
- Reduce the cost of services for housing
- Alternative housing
- Closer look at infrastructure

Culture and Environment

- Bring in culture/tourism/events
- Promote/develop “human environment”
- Combine culture/environment/tourism
 - Recreation (hiking trails, river walk, bikes, dog parks, etc.)
- Retreats and rest areas
- Take advantage of existing opportunities
 - E.g., vehicular recreation area

Education

- (Gavilan College here) Promote agricultural business
 - Use this resource
- Through development, create a community plan
 - With schools, parks, trails, housing, jobs
- Specialty education (at Gavilan)
 - Vocational education
- Location/cluster

GROUP #2

Overview

- Economic Development
- Land Use
- Agricultural Preservation
- Transportation
- Housing
- Local Attractions
- Environment

Defining a strong County identity was a theme that was noted should run through the various categories or be its own category (one participant noted Hershey, PA as an example in this area)

Economic Development

- Job creation
 - Establish County as destination for tourism
- Promote use of airport for “executive” use
- Attract (proactively) manufacturing, industrial, high-paying jobs
- Executive housing to attract business
- Defining a strong County identity was especially important here

Land Use

- Balance land uses
 - Reasonable mix of uses
- Appropriate infrastructure
- Establish corridors for job sectors (destinations) [e.g., wine-growing district]
- Protect prime ag land
- Transferable development credits to protect prime ag lands
 - Protect property owner rights
- Provide for ag-supportive land uses

Agricultural Preservation

- Use transferable development credits
 - Be mindful of their financial implications (i.e., restrictions on investment for ag operations – see Ventura County for example)

- Maintain access to water
 - Reuse wastewater
- Identify crops with signage (informative to passers-by)
- Protect Williamson Act program
- Promote agritourism (see also Italy and Spain)
 - Use recreation (e.g., trails) to promote agriculture
- Reuse local industrial district(s) as live/work districts [when local industry moves within County]

Transportation

- Allow for alternatives to the car
 - E.g., design for walkability (especially in larger and/or denser developments)
- Interstate 5 access to South County
- Protect/promote street connectivity
- Capture pass-through market (such as 152/156 traffic) with appropriate commercial development
- Consider methods to improve use of public transit
- More flexible rules for road improvements [that are required by development approval]
 - Allow for improvements appropriate to context
- Place Gavilan College extension downtown

Housing

- Affordable/senior housing
- Executive/resort housing
- Appropriately-located mixed-use
- Improve marketing of local residential stock and quality of life
- Provide effective incentives to integrate residential and recreational uses
- Preserve/enhance existing strengths

Local Attractions

- Provide recreational opportunities
 - For local residents
 - Young adults (use rec to keep young people in area and for other goals)
 - For outside tourists
 - Make destinations of clustered business sectors [e.g., wine corridor]

- Make multiple uses of specific attractions
 - Such as bandshell/amphitheater for Bolado Park
- Capture recreational market for business with supportive land use
 - E.g., commercial complementary to recreation
- Promote vibrant downtowns
- Allow regulatory flexibility for recreational opportunities [i.e., accommodate recreational-use proposals by easing regulatory barriers]
- Create visitors' bureau to promote County

Environment

- [This topic was raised as a major issue, and was captured to some extent in some of the other categories but no comments were given for lack of time.]