



COUNTY OF SAN BENITO
PLANNING & BUILDING INSPECTION SERVICES

3224 Southside Road
Hollister, CA 95023
e-mail: sbcplan@planning.co.san-benito.ca.us

Phone: 831-637-5313
Fax: 831-637-5334

TO: Members of the General Plan Advisory Committee
FROM: Michael Kelly, Associate Planner, and Art Henriques, Director of Planning
DATE: September 10, 2009
RE: **Creating a General Plan Vision Statement**

As discussed during the August 6 meeting, the Committee is requested to draft a vision that will establish the broad goals on which the future General Plan will be based. The vision statement both establishes the motivation for the new General Plan's goals and polices and educates the public on important issues the Plan will address.

To review the August 6 meeting's memo on this task, the General Plan consultant suggests that the vision statement should be:

- **Future-oriented:** deriving from reasonable assumptions about the future
- **Idealistic:** envisioning a future that is beyond the present
- **Appropriate:** fitting with the county's history, culture, and environmental setting
- **Inspirational:** encouraging enthusiasm and commitment
- **Purposeful:** articulating an image of the desired future
- **Ambitious:** causing the County to stretch to reach it

The consultant requested that Committee members consider:

1. How should San Benito County change in the future?
2. What should be preserved?
3. What should be expanded and/or enhanced?

The following statements may form a start to the development of a vision statement. These are derived from responses received during the General Plan Update Phase One workshops and surveys, as well as Vision San Benito's 2005 vision statement. Based on this outreach, these statements describe a desired vision for how the County will look and function two decades from now. This list is meant to begin the discussion of the content for a vision statement that will become the basis for evaluating General Plan alternatives. The Committee is invited to clarify these goals. While the statement should be concise, Committee members may also wish to expand on this list in topics on which the Phase One outreach participants might have provided little suggestion, such as public safety.

- **Protect the County’s Agricultural Production.**
 - Agriculture is maintained as the primary component of San Benito County’s economy.
 - Agricultural operations do not experience pressure to convert to nonagricultural uses.
 - Local agriculture finds sufficient available local workers as a result of the County’s encouraging and permitting of sufficient workforce housing.
 - Agriculture furthers local economic development by attracting related business that supports the profitability of local agriculture.
- **Protect the Environment and Landscape through Proper Land Use Planning.**
 - The County maintains its scenic natural landscape.
 - Most growth and development occurs near cities, with priority given to infill opportunities, and new development elsewhere is clustered to preserve and enhance agricultural, environmental, and recreational resources.
 - The County establishes new parkland, including trails and dog parks, while taking advantage of existing parkland, such as Pinnacles National Monument and Hollister Hills State Vehicular Recreational Area.
- **Enhance the Local Economy.**
 - Recreational opportunities, including tourism and new or existing parkland, are encouraged and promoted for their economic development potential.
 - Small and start-up businesses of diverse types find a supportive atmosphere in San Benito County.
 - The County markets its proximity to and separation from big cities, as well as its short distance from the coast, camping, and other resources.
 - Government review of retail and commercial development, as well as other development benefiting the local economy, is streamlined.
 - Proactive action attracts high-paying jobs, including industrial employment, to the County.
 - Housing growth and job growth are balanced.
 - Housing of various types is provided for the full range of income levels.
 - The use of green building materials is encouraged, as is the promotion of recycling, composting, and reduced output of waste.
- **Provide Adequate Infrastructure.**
 - New infrastructure is funded from the new development that necessitates it.
 - Transportation rights-of-way, including rail, is preserved.
 - Walkability in the County’s road and street network is given greater priority.
 - Existing regional trail networks extend into San Benito County.
 - The County encourages use of alternative energy sources for transportation.
 - Policy on connecting new development to sewer systems is clarified.
- **Provide Educational Opportunities and Community Activities.**
 - Locally-based educational opportunities and activities are available to local youth.
 - The County supports the future of local agriculture by promoting 4-H and Future Farmers of America, apprentice programs, and school farming and community garden instruction, as well as providing other vocational education in both existing and emerging local industries.
 - New and better activities for youth promote health and safety, including a reduced incidence of crime.
- **Miscellaneous**
 - Local population growth occurs at a minimum level.

Please also find attached, for your reference, Vision San Benito’s 2005 vision statement.