



Todd W. Bressi ■ Public Art ■ Placemaking ■ City Design



ARTS AND CULTURE ELEMENT HOLLISTER, CALIF., GENERAL PLAN (2023)



Hollister, California, looms large in American cultural iconography, as depicted in the biker film *The Wild One* and the eponymous fashion label Hollister. Its cultural life, however, is deeply rooted in the traditions of the region’s Latino community, agricultural history and migrant labor struggles, while it is exploring new connections to arts communities in the Monterrey Bay and San Francisco Bay areas.

With the adoption of its new general plan, Hollister becomes one of the few cities in California (and perhaps the smallest city, and the only agricultural city) to include an arts and culture element in its general plan. Bressi developed the element, in collaboration with the Placeworks planning team and arts leaders in the city.



Hollister’s arts and culture element is based on the recognition that creative activities in Hollister “embody the ways that people tell their stories, sustain their culture, do their everyday work, and strive for a better future.” It recognizes that “people in Hollister have a thirst for learning about and participating in the arts — in their schools, in classes, in informal organizations, and in community activities.”

The plan lays out several broad directions for City policy:

- Recognize and support the full breadth of the community’s traditional cultural practices and creative enterprises, not just formal arts organizations
- Advance partnerships with arts and culture organizations, particularly the County arts council, the local community college, and the local school district
- Emphasize access to arts education and participation
- Allow for the city’s creative voices to be seen in public space
- Catalyze opportunities to develop spaces for artists to live, create, present and sell art in the city



Client: City of Hollister, Placeworks
Contact: Carey Stone, cstone@placeworks.com

Photos of Hollister’s cultural life, courtesy San Benito County Arts Council.



artfulplacestodd@gmail.com ■ P.O. Box 32, Narberth, PA 19072 ■ 215-292-3642