

San José Neighborhood Plan



STATION 1: VISION

EXERCISE 1: MAKE A WISH: Write down one thing you hope to see in San José on a sticky note and pin it onto the board.
 EJERCICIO 1: PIDE UN DESEO: Escriba sobre algo que espera ver en San José en una nota adhesiva y peguela en la en la pizarra

Lower Taxes

Summer Program for Kids

More Greenery

Cultural & Arts Programs

Lower Taxes

More Greenery

Update Street Lights

Update Street Lights

Update Street Lights

Update Street Lights

Update Street Lights

Update Street Lights



Acknowledgments

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Glossary

Area Median Income: The midpoint in an area's income distribution. Half of the households earn more than this amount, and half of the households earn less.

Assessment Value: The value assigned to a home for property tax purposes.

Average Home Value: Central point of all the home values.

Homestead Exemptions: A reduction on the assessed value of an owner-occupied property.

Median Home Value: The "middle value" where half of the home values are higher, and half the home values are lower.

Over-Burdened Households: Households that spend more than 30% of their annual household income on housing expenses.

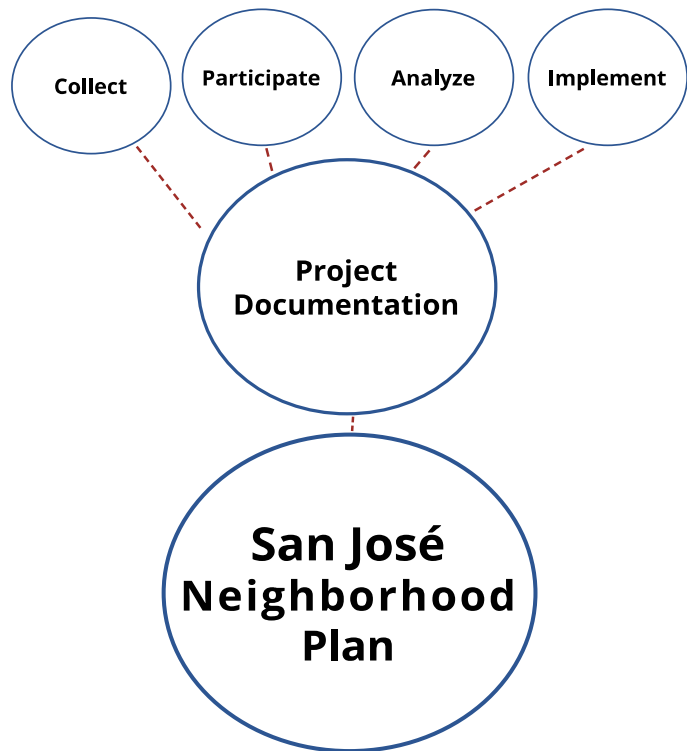
Price Appropriate Housing: Housing that equates to approximately 30% of a household's annual household income.

Zoning: A planning method that divides land into zones, with a different set of regulations that guides what can be developed in each zone.

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Executive Summary

In August of 2020, the City of Georgetown conducted a neighborhood-wide survey in San José and TRG to understand the neighborhood concerns for consideration in formulating a neighborhood plan. Information from this survey was used to craft a Request for Proposal (RFP) to create two Neighborhood Plans, one for the San José neighborhood and one for the TRG neighborhood. The primary goal of the San José Neighborhood Plan is to build consensus for a plan that supports infrastructure improvements, and compatible development, while sharing the history and culture of the neighborhood and supporting existing residents' ability to stay in their homes. This plan, guided by the vision and goals created by the neighborhood, aims to achieve this goal. The San José Neighborhood Plan is divided into four (4) sections.



Learning about San José (Collect)

Existing conditions were collected to ensure that plan recommendations made are based on current data. The neighborhood strengths, weaknesses, opportunities and threats, background information, and neighborhood level demographic data were collected and analyzed. Findings from existing conditions include:

- San José is one of the oldest neighborhoods in Georgetown, and was the center of the Hispanic Community in the City;
- The neighborhood is a majority single family residential neighborhood;
- The median household income in San José is 34% less than the median household income for the City of Georgetown;
- Close to 70% of existing residents have lived in the neighborhood for more than ten years;
- Just over a quarter of residents have lived in the neighborhood fifty years or more; and
- There is a strong sense of community, and a rich neighborhood history.

Strategies to leverage neighborhood strengths, including celebrating its rich history and culture, is included in the “Community Retention” section on page 106.

Community Voices (Participate)

The San José community guided the creation of the San José Neighborhood Plan. Residents and stakeholders were involved in every stage of the planning process by:

- Vetting existing conditions;
- Developing the neighborhood vision and goals;
- Reviewing and verifying the data presented in the analysis phase;
- Reviewing recommendations for both neighborhood preservation and development; and
- Setting priorities for implementation.

A Community Outreach and Engagement Plan was established to set parameters for outreach, meetings and engagements. The City of Georgetown, working with the San José Steering Committee, conducted extensive outreach that resulted in



Vision Statement

San José is a historic, multigenerational, safe neighborhood in the heart of Georgetown that celebrates and protects its Hispanic heritage, residential character, and community assets like San José Park, San José Community Church, and the historic San José shrine.

significant meeting participation from both residents and stakeholders. Community engagement efforts conducted during the planning process include:

- Three (3) open house community meetings;
- Over thirty (30) meetings with stakeholders; and
- Eight (8) Steering Committee meetings.

Major takeaways from community engagement include:

- Creating a San José neighborhood association has strong support;
- There are significant concerns around increasing property taxes and single-family deferred maintenance;
- Residents have a desire for the neighborhood to remain single-family residential, with homes that match the current building form;
- Increased stormwater and drainage maintenance is important to neighborhood residents; and
- Creating a more pedestrian-friendly neighborhood with slower vehicle traffic and better connection to San José Park and Purl Elementary is essential.

Solutions that address the concerns of residents raised throughout the planning process are included in the “Community Retention” section on page 106, and the “Neighborhood Protection” section on page 110.

Understanding the Local Market (Analyze)

This section of the Neighborhood Plan discusses the findings from the residential market scan. In addition, it highlights challenges existing residents face to remain in their neighborhood. Results from the market scan are summarized below:

- The City of Georgetown has seen a 41% increase in population since 2010. Population growth is projected to continue through at least 2026;
- The current average home sale price in the City of Georgetown has increased 35% in 2021;
- It requires an income of nearly \$140,000 to afford a house near San José. The current average household income in San José is \$72,742;
- Property value assessments in San José have increased from \$43,873 in 2015 to \$194,373 in 2021, a **343% increase**, resulting in higher property taxes for homeowners; and
- Property taxes are expected to increase by 69% by 2026 for homeowners **with** a Homestead Exemption.

Solutions to housing affordability and maintenance issues is included in the “Community Retention” section on page 106.

Neighborhood Preservation Plan (Implement)

The Neighborhood Preservation Plan section provides recommendations to address issues and concerns raised through community engagement and challenges observed during the existing conditions and analysis phases. Recommendations are divided into two sections, Community Retention, and Neighborhood Protection, which are further defined below. This section also includes recommendations for plan implementation, that outline how the San José Neighborhood Plan will move from planning to reality.

Community Retention

The Community Retention section includes recommendations focused on retaining San José residents, as the City of Georgetown and the San José neighborhood continue to grow. These policies and strategies are important to prevent displacement of current residents as San José experiences growth pressures.

Neighborhood Protection

The Neighborhood Protection section of the report outlines transportation and infrastructure recommendations that support Neighborhood Protection. It also includes recommendations for future land use and zoning regulations to positively guide continued development in San José.

Implementation

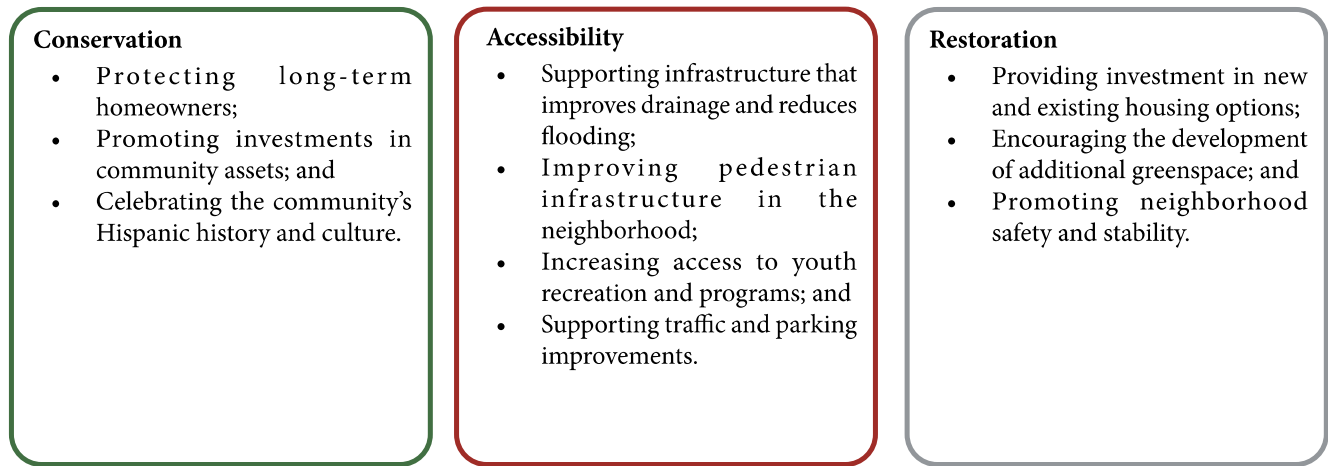
The implementation matrices function as guides to the implementation of the San José Neighborhood Plan. Each matrix includes:

- The priority of the action item;
- A timeframe for implementation of each action item;

- The potential cost for each action item; and
- Potential partners who can assist with implementing the action item.

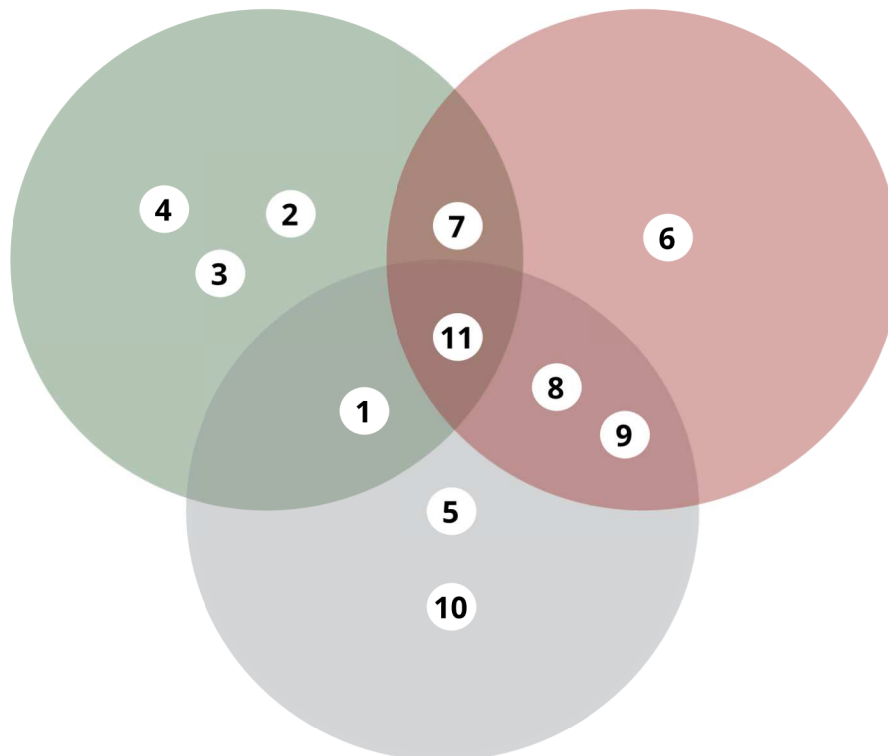
San José Goals

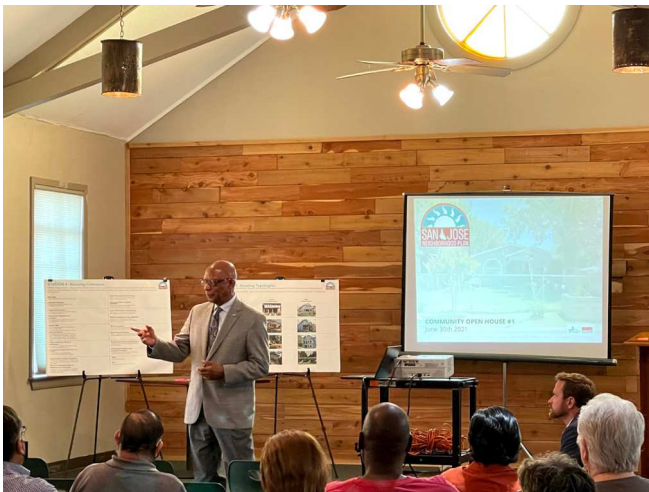
The recommendations included in the Plan are also tied to the goals created by the Steering Committee. How the recommendations are tied to the goals is shown below.



The diagram below showcases how plan recommendations are tied to the neighborhood goals.

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|--|--|--|
| <ul style="list-style-type: none"> 1 Homeowner Rehab Program 2 Property Tax Assistance 3 Will Creation Assistance 4 Homeowner Education 5 Historic Preservation | <ul style="list-style-type: none"> 6 Partnership Schools 7 Youth Programming 8 Transportation 9 Flood Management | <ul style="list-style-type: none"> 10 Greenspace and Recreation 11 Land Use and Zoning |
|--|--|--|





Picture Source: APD Urban Planning and Management