

Learning about San José



Introduction
San José History
Legacy Residents
Previous Plans
Neighborhood Profile
Existing Conditions

This Page has Been Intentionally Left Blank

Introduction

In August of 2020, the City of Georgetown conducted a neighborhood-wide survey in San José to understand the neighborhood concerns for consideration in the neighborhood plan. Information from this survey was used to craft a Request for Proposal (RFP) to create a Neighborhood Plan for San José.

The Neighborhood Plan addresses concerns raised by residents. For San José, these objectives include:

- Preserve and promote San José as a safe, quiet neighborhood with caring neighbors through information sharing and intentional engagement;
- Celebrate the history and culture of San José;
- Improve access to homes, San José Park and Annie Purl Elementary through traffic, parking, and sidewalk solutions; and
- Facilitate the ability of San José residents to remain in the neighborhood and promote compatible development and investments in rehabilitation and infrastructure.

The San José Neighborhood Plan addresses the above objectives, guided by the vision and goals established by the residents. The report is divided into four (4) sections.

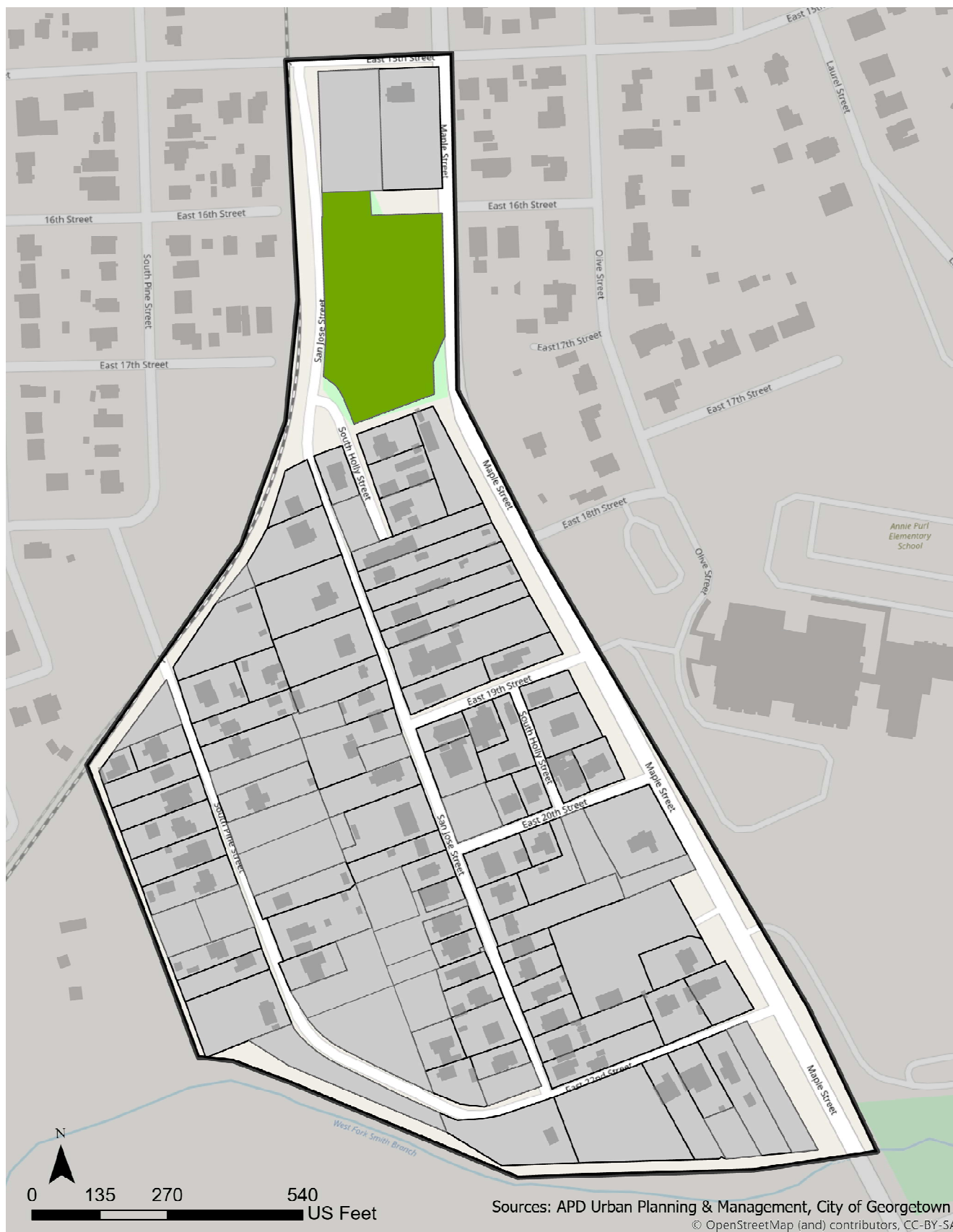
1. Learning about San José: contains the background information and demographic data collected and analyzed. Recommendations made are based on existing conditions.
2. Community Voices: summarizes all Steering Committee Meetings, public meetings, and stakeholder participation as part of the planning process. The engagement information is encapsulated in the final plan recommendations.
3. Understanding the Local Market: reviews recent housing trends in Georgetown and the San José neighborhood, and is applied to housing recommendations.
4. Neighborhood Preservation Plan: is segmented into two sets of recommendations, Neighborhood Retention and Neighborhood Development. The Neighborhood Retention strategies focus on retaining existing residents in San José. The Neighborhood Development strategies concentrate on transportation, infrastructure, and land use recommendations.

Study Area Boundary

The San José neighborhood is bound to the north by 15th Street, to the south by 22nd Street, to the east by Maple Street and to the west by Pine Street, as shown in Figure 1.

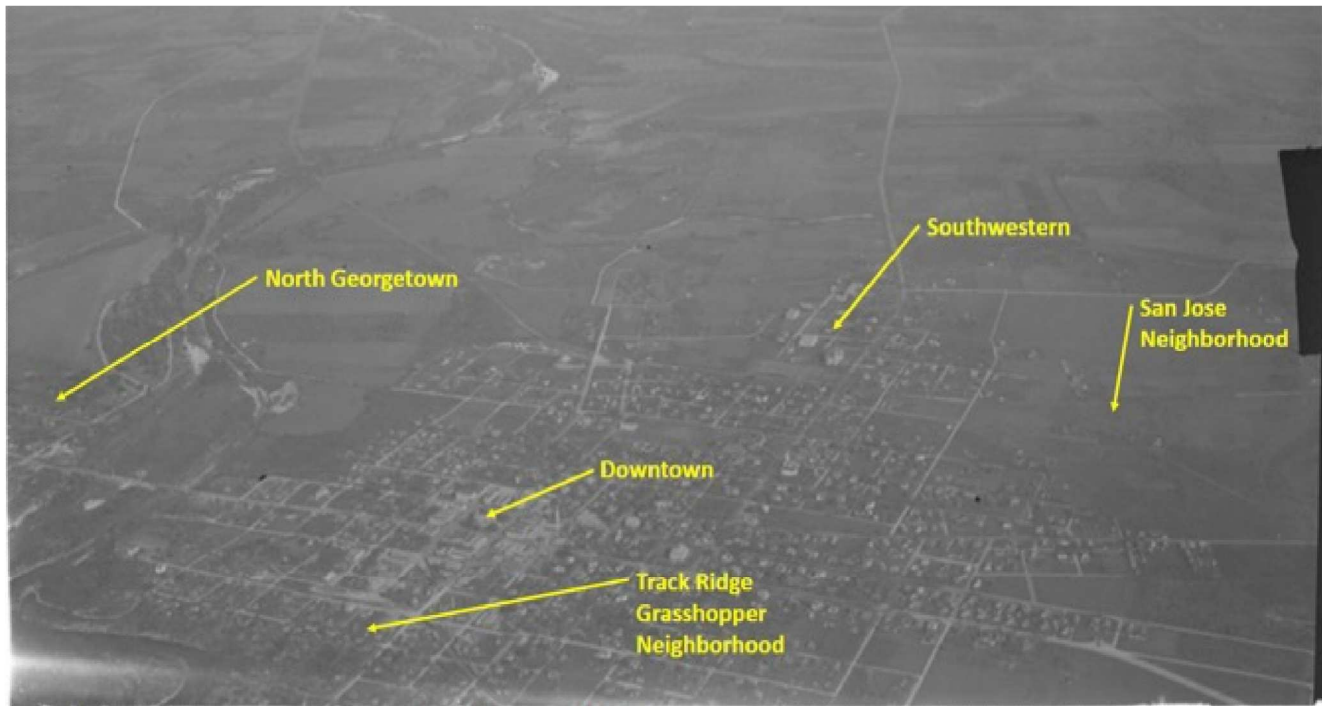
The San José Neighborhood

Figure 1: San José Neighborhood Boundary



History of San José

The San José neighborhood was founded in the 1930s in what was then the southeast edge of Georgetown at the convergence of the Missouri-Kansas-Texas (MKT) railroad and the International-Great Northern (I-GN) Railroad lines. Although church records in Georgetown show the names of San José families as early as 1918, the San José neighborhood originated with a group of families who began purchasing and developing property in the 1930s and 1940s that had previously been farmland south of the Southwestern University campus. The neighborhood developed with houses, a church, two grocery stores, and an iconic shrine of the neighborhood namesake, San José or Saint Joséph. The ownership and representation of the original families remains an integral and unique identity of this historic neighborhood nearly a century later. A history of the neighborhood, including notable figures and stories, was captured in 1991 in the publication *Recuerdos Mexicanos*, which documented the history of Hispanic culture in Georgetown.



C1934. Source: Special Collections at Southwestern University

Past and Present San José Resident Memories:

- The several small grocery stores in the neighborhood;
- The Halloween Carnival at Annie Purl with hayrides and costumes; and
- Old baseball and football fields in the neighborhood.



The San José Shrine. Source: *Recuerdos Mexicanos*

Strengths

- Number of long term residents with knowledge of the neighborhood's history; and
- Level of previously documented history about San José.

Challenges

- Limited knowledge of the neighborhood's history by the larger Georgetown community; and
- Lack of places to share the history and culture of the neighborhood.

Opportunities

- Gathering oral history from current residents; and
- Creating local signage that shares the history of the neighborhood.

Aspiration

- To protect neighborhood history and culture.



The Stations of the Cross Procession. Source: *Recuerdos Mexicanos*



Joséfina Rodríguez is shown standing on her porch at 1910 S. Pine. Source: *Recuerdos Mexicanos*



St. Helen's Sagrado Corazon de Jesus (Sacred Heart of Jesus) Men's group (1943). Source: *Recuerdos Mexicanos*

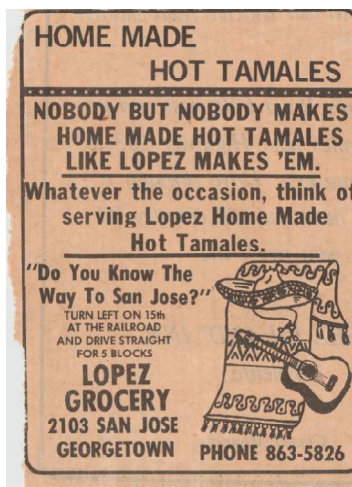
Past and Present San José Resident Memories:

- "Kids would gather and play in empty lots in the neighborhood"; and
- "Kids used to cross the tracks" and nearby field to get to school-making their own trail".

During the planning process, San José residents often recalled the small grocery stores in the neighborhood. These small stores provided a local food source and served as community gathering spaces. One of these stores was Lopez Grocery, located at 2103 San José Street. Current residents in San José remember shopping at Lopez Grocery and have fond memories of the store, including that the store would extend credit and give free candy to children who showed a good report card. Nat Lopez owned the store, and his grandson, AJ, provided images from a family scrapbook and advertisements from the store. The photos were taken in the 1970s and 1980s which show how the store looked.



Ad for Lopez Grocery Store, circa 1978. Source: Adam "AJ" Cruz



Ad for Lopez Grocery Store, circa 1978. Source: Adam "AJ" Cruz



Nat Lopez, at Lopez Grocery Source: Adam "AJ" Cruz



Ad for Lopez Grocery Store, circa 1978. Source: Adam "AJ" Cruz



Inside Lopez Grocery, circa 1975. Source: Adam "AJ" Cruz



Inside Lopez Grocery, circa 1975. Source: Adam "AJ" Cruz



Inside Lopez Grocery, circa 1975. Source: Adam "AJ" Cruz



Inside Lopez Grocery, circa 1975. Source: Adam "AJ" Cruz



Inside Lopez Grocery, circa 1975. Source: Adam "AJ" Cruz



Inside Lopez Grocery, circa 1975. Source: Adam "AJ" Cruz



Halloween at Lopez Grocery. Source: Adam "AJ" Cruz



BOARD MEMBERS — Two new members have been seated on the Board of Directors of the Williamson-Burnet County Opportunities, Inc. and two have been elected to represent the organization on the Capitol Area Human Services Board. New members, Nat Lopez, left, of Georgetown and Mrs. Dorothy Wellington, second from right, of Round Rock, received Board training at Monday's monthly meeting. Rev. M. H. Van Hoose, of Georgetown, second from left, and Sam Johnson, of Round Rock were elected to the Human Services Board.

Nat Lopez being appointed to the Williamson-Burnet County Opportunities - Inc. Source: Adam "AJ" Cruz

Legacy Residents in San José

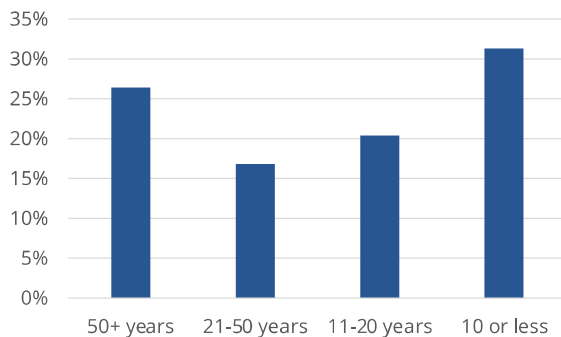
The City of Georgetown, and neighborhood residents, determined the tenure of existing homeowners in the neighborhood using a combination of property records and interviews. Over a quarter of all homeowners have lived in the neighborhood fifty (50) years or more. Of all current homeowners in San José, 70% have lived in the neighborhood for more than ten years. The remaining 30% of homeowners located there within the last ten (10) years, as shown in Figure 2.

This data supports what was shared throughout the community engagement process, that San José is a tight-knit community of families that have spent generations in the neighborhood. There is a strong sense of trust between neighbors, which was highlighted during the neighborhood tour held at the start of the planning process. Members of the Steering Committee escorted City staff and members of the consultant team door to door to discuss neighborhood issues and concerns. Steering Committee members knew their neighbors and could easily call on them and talk about the planning process. This type of communication only occurs in neighborhoods with a deep sense of trust and connection.

Figure 3 is a map of the neighborhood that describes property ownership by family, completed by meeting attendees, with the help of City of Georgetown staff. The map includes both historic and current property owners in the neighborhood. Several of the families listed on the map still live in the neighborhood today, highlighting the multi-generational homeownership present in San José and the tight-knit nature of the community.

70% of Residents Have Lived in San José for More Than Ten (10) Years

Figure 2: Homeowner Tenure in San José



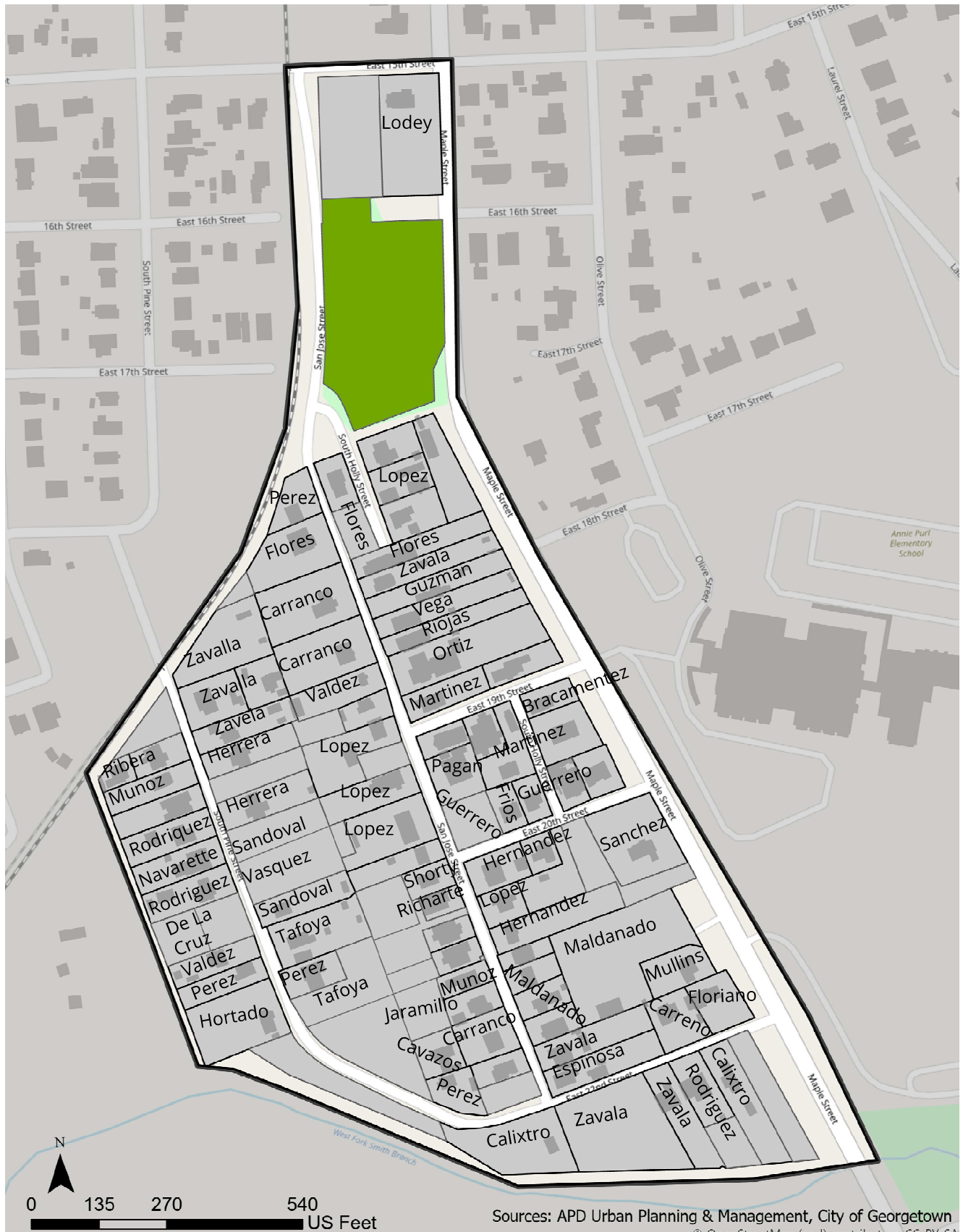
Source: City of Georgetown and San José Steering Committee

Major takeaways

- Over a quarter of all homeowners have lived in the neighborhood fifty (50) years or more;
- San José is a tight-knit community with neighbors that trust one another; and
- Current residents have deep knowledge of their neighborhood, that should be collected and shared.

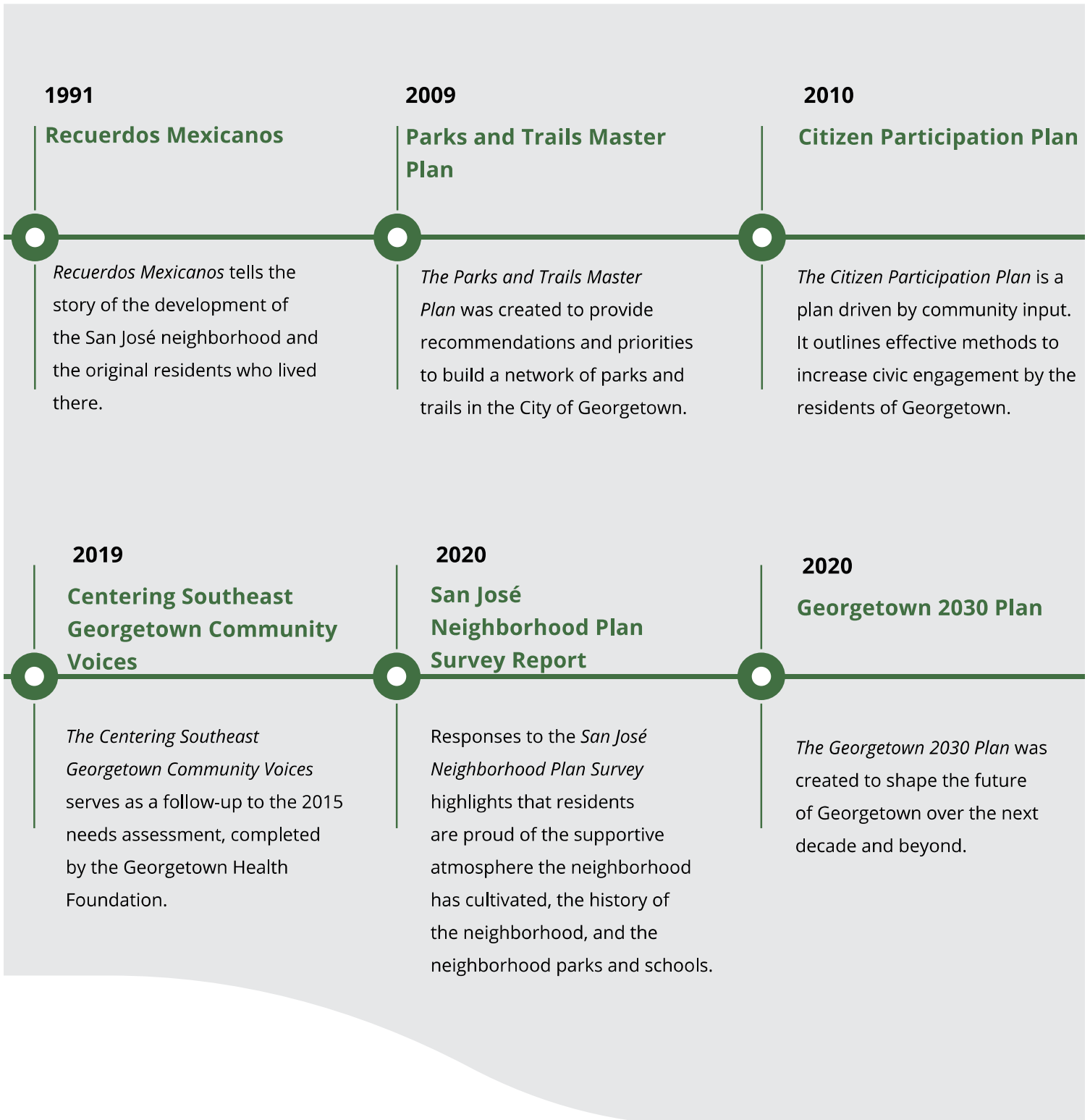
Families have lived in San José for Generations

Figure 3: Family Property History in San José



Previous Plans and Studies

A list of previous plans and studies that affect San José are shown below on a timeline, with a brief description of each plan. Previous recommendations from these plans were considered in the planning process.



2011

Smith Branch Watershed Master Plan

The Smith Branch Watershed Master Plan was initiated after the 2010 flood. The plan identified several options to remove properties from the flood plain, including a buyout program started in 2012.

2014

Sidewalk Master Plan

The Sidewalk Master Plan evaluated deficiencies and future needs, and created an implementation plan to guide construction of required pedestrian infrastructure for the City.

2015

Overall Transportation Plan

The Overall Transportation Plan, completed in 2015, guides the future growth of the City of Georgetown by planning for the construction and improvement of roads and facilities.

2021

Historic District Design Guidelines

The Guidelines are used when considering improvements to historic properties in Georgetown, and for new construction within the city's historic overlay districts. At the time of Plan adoption, the two properties within the San José neighborhood were included in the overlay where these Guidelines apply.

RECUERDOS MEXICANOS PUBLICATION - 1991

Findings

- San José was founded in the 1940's by Ramon Hernandez, who purchased land and moved his family to the site;
- The San José neighborhood is the center of Hispanic Culture in the City of Georgetown and is proud of its past and present;
- Many of the original families who settled Georgetown in the late 1940's still reside in the neighborhood;
- San José residents have a significant footprint of small businesses in the City of Georgetown;
- The Los Unidos Club was formed in 1979 to preserve San José's Hispanic Culture; and
- Describes the unity of the neighborhood, and the importance of community events.

PARKS AND TRAILS MASTER PLAN - 2009

Goals

- To guide the future growth of a network of parks and trails in the City of Georgetown.

Recommendations

- Adopt and enforce pedestrian-related complete streets policies;
- Update city ordinances to support bicycle and pedestrian mobility;
- Add bicycle parking requirements to commercial, multifamily, residential, institutional, and government land uses;
- Picnic tables and restrooms are essential facilities in parks, and their construction should be prioritized;
- As the City continues to grow, more neighborhood and pocket parks should be developed; and
- Recommended the splash pad built in San José Park.

CITIZEN PARTICIPATION PLAN - 2010

Goals

- To increase the number of residents participating in civic engagement in the City of Georgetown;
- Remove language barriers; and
- To engage citizens in special plans.

Findings

- A majority of residents use the City website to learn about what is happening in their community;
- Focused community outreach is critical to ensure under-represented citizens and organizations are targeted for participation; and
- Residents feel they often learn about plans and policies after City Council has approved them.

SMITH BRANCH WATERSHED MASTER PLAN - 2011

Goals

- To identify proposed improvements which would reduce the risk of flood in areas of the Smith Branch watershed and assess issues associated with the design and construction of improvements.

Recommendations

- Widening culverts under Maple Street;
- Creation of a buy-out program for properties in the flood plain. The program was adopted by City Council and funded through the City's capital improvements project budget;
- Channel cleaning; and
- Offline regional detention pond.

SIDEWALK MASTER PLAN - 2014

Goals

- Create an implementation plan to guide the build out of the pedestrian infrastructure in the City of Georgetown.

Recommendations

- All sidewalks should be updated with accessible pedestrian signals;
- Sidewalks should be located on at least one side of every street in the City;
- Sidewalk gaps should be filled in as soon as possible;
- The City of Georgetown should enforce Unified Development Code sidewalk building requirements; and
- Sidewalks along Maple Street and San José Street were identified as a Priority One project.

OVERALL TRANSPORTATION PLAN - 2015

Goals

- Outline the transportation goals of the City; and
- Guide future roadway improvements and construction of new facilities.

Findings

- Georgetown residents want local and regional transit service provided in the City;
- Currently, Georgetown residents have to travel to Round Rock or Leander to access bus lines to Austin and other locations;
- The Capital Area Rural Transit System (CARTS) provides door-to-door service, but advance notice and a reservation are required; and
- A physically protected bike lane along Maple Street was included as a high priority project.

CENTERING SOUTHEAST GEORGETOWN COMMUNITY VOICES - 2019

Goals

- Determine the emerging needs of residents in southeast Georgetown; and
- Collect feedback on the work Georgetown Health Foundation completed since 2015.

Findings

- The lack of high wage jobs, coupled with high housing costs places pressure on low-income residents in the City of Georgetown;
- Need better upkeep of sidewalks, crosswalks and other public spaces in southeast Georgetown;
- Resident awareness of services offered lags their knowledge of those services, and needs improvement;
- Bus stops for GoGeo should be covered to encourage use;
- There is an increased need for rent and utility assistance in the City of Georgetown;
- There are language barriers and a lack of community representation in southeast Georgetown;
- Increased youth programming is needed; and
- Affordable housing investment is needed in this area of Georgetown.

SAN JOSÉ NEIGHBORHOOD PLAN SURVEY REPORT - 2020

Goals

- Gain a better understanding of how San José residents feel about their neighborhood; and
- Understand what types of changes residents would like to see in San José.

Findings

- Strengths of the neighborhood include the strong sense of community, and proximity to downtown, neighborhood parks and schools;
- Residents are concerned about traffic and parking, new development, and current infrastructure; and
- Current residents want future generations to remember the neighborhood's history and culture.

GEORGETOWN 2030 PLAN - 2020

Goals

- Create an updated vision for the City of Georgetown; and
- Establish guidelines for the future growth of the City of Georgetown based on community input.

Findings

- Georgetown has grown significantly since 2008 when the City adopted the last Comprehensive Plan;
- There have been significant infrastructure investments as a result of the bonds issued in 2008 and 2011;
- New development has been the most pronounced in the southeast quadrant of the City;
- Residents are increasingly concerned about housing prices in Georgetown and are afraid that current residents might not be able to afford Georgetown in the future;
- Identifies San José and TRG as two areas where small area planning should be completed; and
- Southeast Georgetown is a target area for focused development and redevelopment.

HISTORIC DISTRICT DESIGN GUIDELINES- 2021

Purpose

- Preserve the historic character of the City of Georgetown; and
- Ensure renovations and new construction are compatible with the historic built environment.

Recommendations

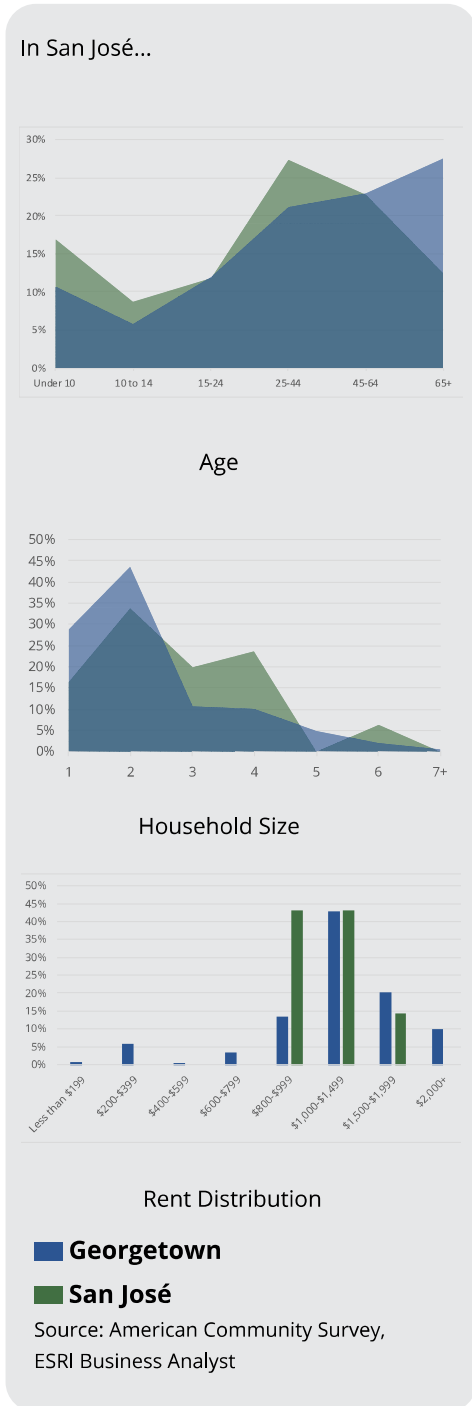
- Traditional building forms, architectural features and materials with a similar finished appearance should be used in new construction and exterior renovations;
- Old Town should continue to reflect its diverse architectural styles; and
- Adhere to historic, contextual urban design practices for setbacks, building placement, sidewalks, driveways, and front walkways.

Neighborhood Profile

Stakeholders and residents are familiar with the overall demographic makeup of the City of Georgetown. However, they may be unaware of the uniqueness of the San José neighborhood. This report section highlights the current demographic picture of San José using the City of Georgetown as a counterpoint. The neighborhood profile section creates a snapshot of the San José neighborhood and the City of Georgetown to summarize and compare demographics.

The statistics for the two (2) areas are split into five (5) categories, as shown in Table 1.

Table 1: Demographic Summary



Demographic Category	City of Georgetown	San José
Location Characteristics		
Square Miles	60	.05
Acres	38,400	32
Population Characteristics		
Total Population (2000)	30,378	259
Total Population (2010)	47,400	242
Total Population (2020)	67,176	334
Total Households	27,129	80
Housing Density	.7	2.5
Median Age	45	33
Below 18 Years of Age	20%	29%
Above 65 Years of Age	27%	13%
Average Household Size	2.8	3.6
Income		
Median Household Income	\$79,014	\$56,035
Average Household Income	\$103,180	\$72,742
Poverty Rate	6.3%	16%
Housing		
Median Homeowner Property Value	\$291,340	\$166,667
Average Household Rent	\$1,332	\$1,071
Renters paying more than 30% of income in rent	50%	29%
Renters paying more than 50% of income in rent	20%	0%
Ownership Rate	75%	69%
Vacancy Rate	6%	4%
Access to Internet	90%	90%
Education and Employment		
At least High School Diploma	94%	74%
At least Bachelor's Degree	42%	24%
At least Graduate/Professional Degree	17%	15%
Unemployment Rate	8%	16%

Source: American Community Survey, U.S. Census

POPULATION AND INCOME

The San José neighborhood is an in-town neighborhood, just east of historic downtown Georgetown. The population of this neighborhood is small, accounting for less than 1% of the overall population of Georgetown, which is 67,176 (2020). Residents are primarily of Hispanic origin, as shown in Figure 4. Because residents can identify their Hispanic origin, and choose a race category, the charts in Figure 4 add up to more than 100%. The average age in San José is almost a decade younger than the average age of residents in the City of Georgetown.

The median household income of the study area is \$56,035, which is 34% lower than the median household income of the City of Georgetown. Lower incomes directly contribute to the higher poverty rate in the San José neighborhood, which is 16.2%, compared to 6.3% for the City of Georgetown. The difference translates into approximately 3 in 20 residents living in poverty in San José as compared to 1 in 20 living in poverty in Georgetown.

Figure 5 shows the difference in incomes between residents in the San José neighborhood and the City of Georgetown. 68% of residents within San José earn less than \$75,000 a year, compared to 47% of residents in the City of Georgetown. Only 29% of residents in San José spend more than 30% of their income on rent, compared to 50% in the City of Georgetown.

EDUCATION AND EMPLOYMENT

Approximately 15 of 20 residents in the San José neighborhood attained a high school diploma compared to 19 of 20 residents for the City of Georgetown. The percentage of residents in San José who achieved a bachelor's degree is 24% compared to 43% for the City residents.

San José's unemployment rate of 16% is twice the City of Georgetown's unemployment rate of 8%.

POPULATION KEY FACTS



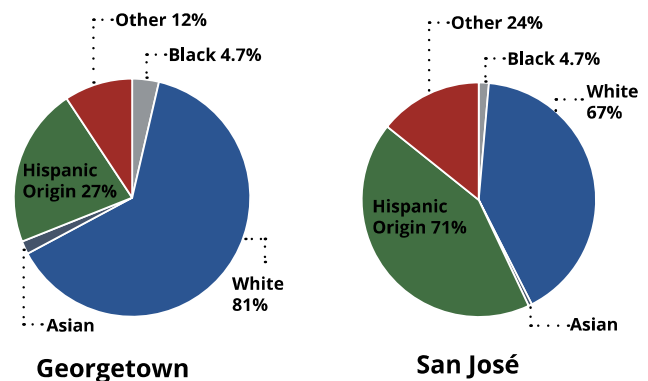
Only 24 of 100 residents earned at least a bachelor's degree in San José, compared to roughly 43 of 100 for the City of Georgetown.



Residents in San José are less likely to be rent-burdened compared to the rest of Georgetown.

A majority of residents have Hispanic Origin

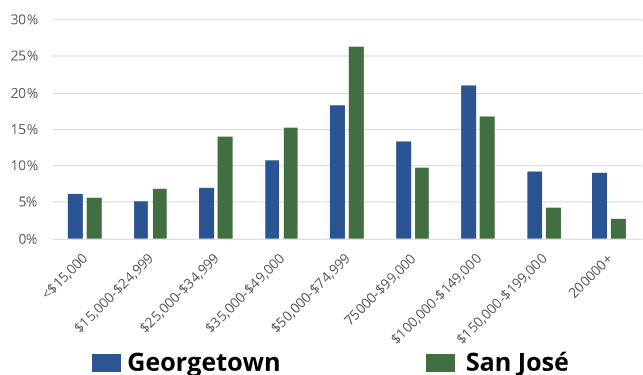
Figure 4: Racial Composition Chart



Source: American Community Survey, ESRI Business Analyst

Incomes are concentrated below \$75k

Figure 5: Distribution of Income Graph



Source: American Community Survey, ESRI Business Analyst



Median household income in San José area is 34% less than the median household income for the City of Georgetown.



The poverty rate in San José is approximately two and a half times the City's poverty rate.

Existing Conditions

Zoning

Figure 6 illustrates the current zoning map of the San José neighborhood. The San José Neighborhood is primarily zoned “Single-Family Residential.” A portion of San José Park includes the Old Town Overlay Zoning District, outlined in orange. The Old Town Overlay Zoning District is a historic district created by the City of Georgetown in 2004. The zoning definitions found within San José, and those just outside the neighborhood boundary, are listed below.

Zoning Category Descriptors

Overlay

Old Town Overlay District -OT

Intended to preserve and protect historic structures, and maintain the integrity of the historic character in the area commonly referred to as Old Town.

Residential

Residential Single-Family-RS

Residential zoning intended for medium density areas, with a minimum lot size of 5,500 square feet. Standards of development that maintain the single-family character of a neighborhood are included in this zoning category.

Two-Family-TF

Residential zoning that is moderate density and allows for two homes on one lot. The standards included in this category are geared towards two dwelling units in one structure on a single lot. This zoning category can be used to transition from lower density residential to higher density residential and commercial uses.

High Density Multifamily-MF-2

Residential zoning intended for attached multifamily residential development, such as apartments or condominiums. Density in this zoning category may not exceed 24 dwelling units per acre. Properties zoned MF-2 should have direct access to major thoroughfares, and are appropriate next to both residential and non-residential uses.

Public

Public Facility-PF

Intended to provide a location for government or quasi-government facility operations. Uses may include schools, public parks, hospitals, churches, and government offices but do not include industrial sites or storage yards. PF permits uses that can be found in both residential and non-residential districts.

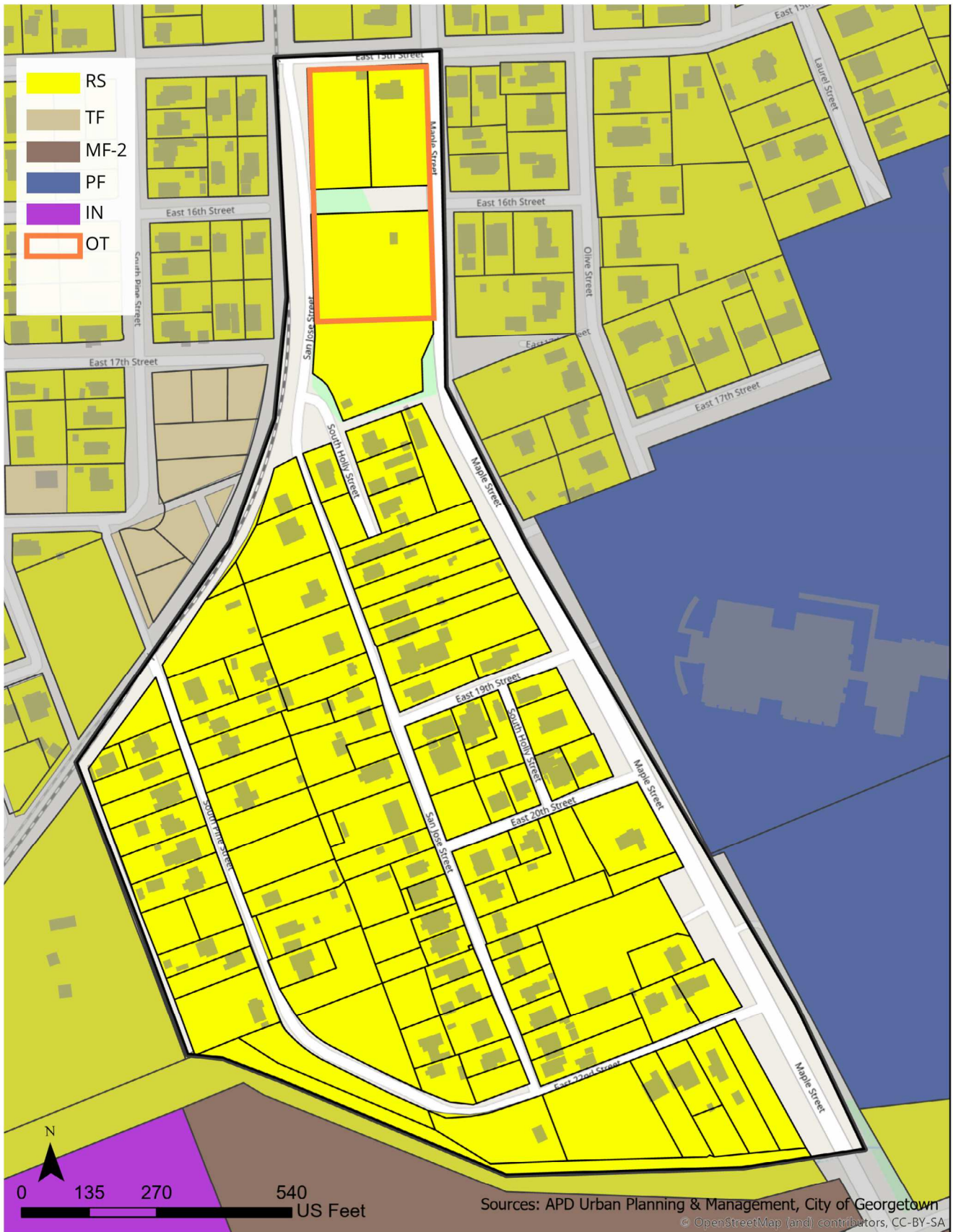
Industrial

Industrial-IN

Intended to provide a location for manufacturing and industrial activities that may generate some nuisances. This use is not appropriate adjacent to any residential uses.

San José is Currently Zoned Residential Single-Family

Figure 6: Existing Zoning Map



Future Land Use

The City of Georgetown's future land use designations are found in the City's 2030 Comprehensive Plan. The Future Land Use Map, shown in Figure 7, includes three future land use categories. The three categories are Open Space, Mixed Density Neighborhood, and Institutional. Open Space and Mixed Density Residential lie within San José. The Institutional category is adjacent to the neighborhood.

Mixed Density Neighborhood is the most predominant future land use, accounting for 78% of all parcels in San José. The Open Space designation represents 22% of all parcels, concentrated in the southern portion of the neighborhood, where there is an existing floodplain. Development options are limited in the floodplain. The Institutional land use shown in Figure 7 is the location of Purl Elementary School.

Table 2: Future Land Use

Category	Parcels	Percentage
Open Space	24	22%
Mixed Density Neighborhood	86	78%
Total	110	100%

Future Land Use Category Descriptors

Residential

Mixed Density Neighborhood-MDN

Allows a blend of single-family and medium-density housing. The target ratio for this land use category is 80% residential and 20% non-residential. The primary use is single-family homes, including single-family detached, duplex, and town homes. Secondary uses include limited neighborhood-serving retail office, institutional, and civic uses.

Public

Institutional-I

Reserved for government operations and uses, such as government operations, educational uses, religious uses, and major healthcare facilities.

Open Space-OS

Floodplains or other naturally or environmentally sensitive areas. No development is anticipated in this land use category.

San José's Future Land Use Includes Mixed Density Neighborhood

Figure 7: Future Land Use Map

