

# TRG & San Jose Small Area Plans 2022-1-CPA

City Council Meeting  
March 8, 2022

Sofia Nelson,  
Planning Director

Nat Waggoner,  
Asst. Planning Dir. – Long Range

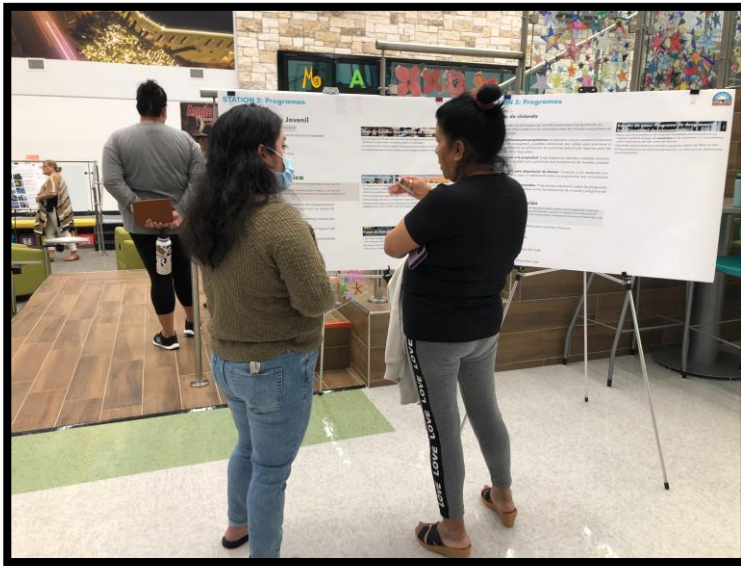
Jesse Wiles  
APD Urban Planning and Management

# Agenda

- Neighborhood and Community Participation, progress to date
- Implementation Plan
- Comprehensive Plan Amendment Approval Criteria

# Purpose

*to build consensus for neighborhood plans that support infrastructure improvements, and compatible development, while sharing the history and culture of each neighborhood and supporting existing residents' ability to stay in their homes.*



# Neighborhood and Community Participation

# Progress to date

- **Joint Steering Committee Meeting - December**
- **Final Steering Committee Meeting – January**
- **Planning and Zoning Commission – February and March**
- **Outreach on adoption process**

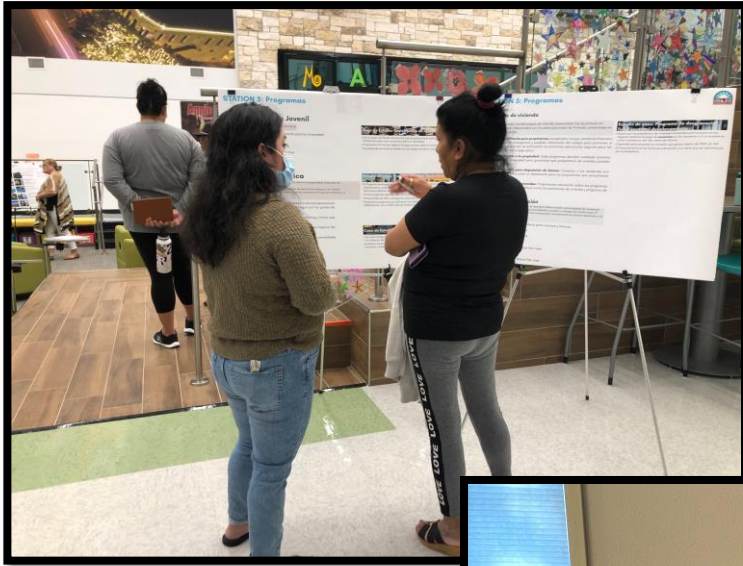


# Community Outreach and Engagement

- Stakeholder Meetings
- Three Public Meetings
- Online survey
- Steering Committee Meetings  
(9 ea.)



# Public Engagement– San Jose



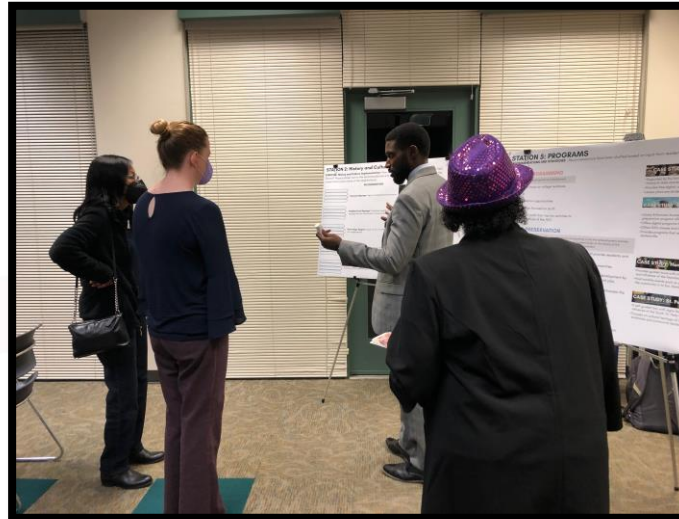
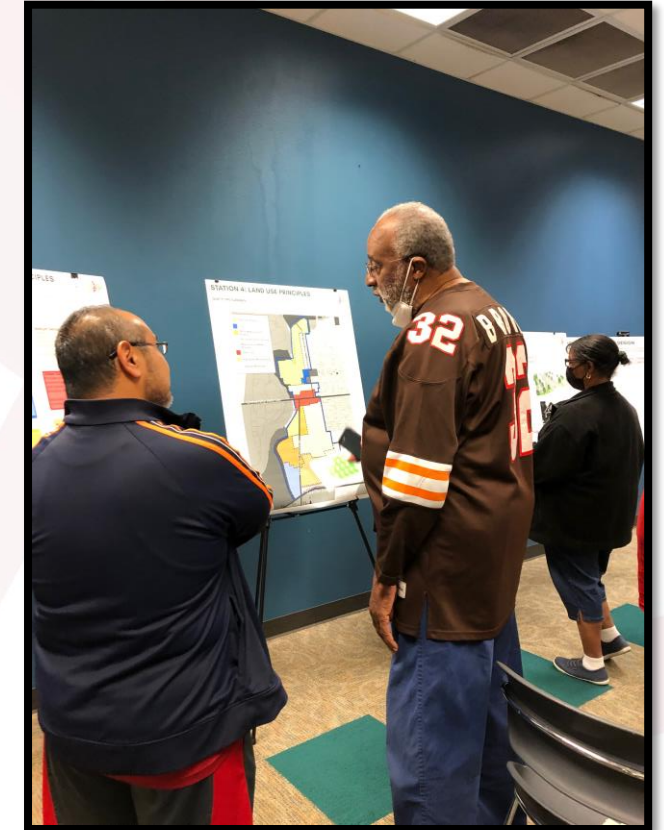
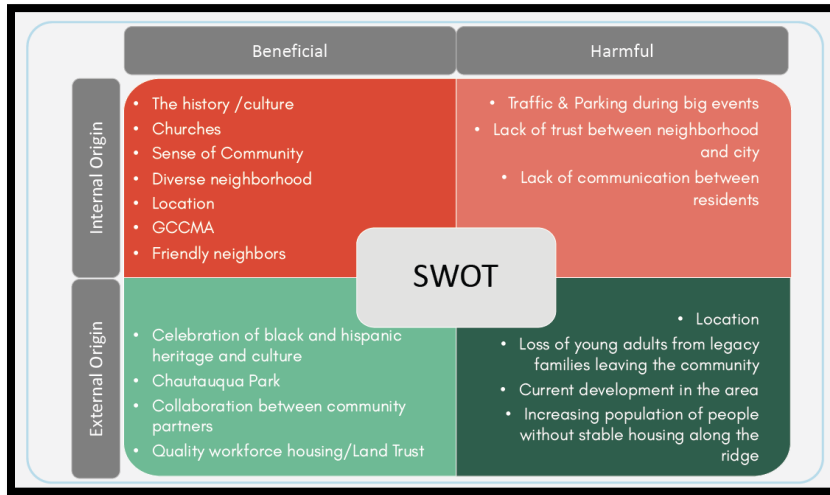
Neighborhood Events  
Single Family Residential Character  
**Community Garden**  
Community Mural  
Sidewalks  
**Lower Taxes**  
Home Repair Programs  
Public Transit  
**Streetlights**  
Celebration of Mexican Heritage  
Additional Covered Picnic Tables  
Access to a Grocery Store  
**Programs for Kids**  
More Gazebos in San Jose Park

# Vision Statement – San Jose

*“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.”*



# Public Engagement – TRG



# Vision Statement– TRG

*“The TRG neighborhood will be a safe, healthy and diverse multigenerational community that promotes and protects it’s rich and varied heritage, residential character and cultural community assets for future generations and all citizens of Georgetown.”*

# Neighborhood Preservation Plans

# Implementation Strategies -San Jose

## Conservation

Preserves existing housing for San José residents and celebrates the rich Hispanic history and culture of the neighborhood.

- 1 Homeowner Rehab Program
- 2 Property Tax Assistance
- 3 Will Creation Assistance
- 4 Homeowner Education
- 5 Historic Preservation

## Accessibility

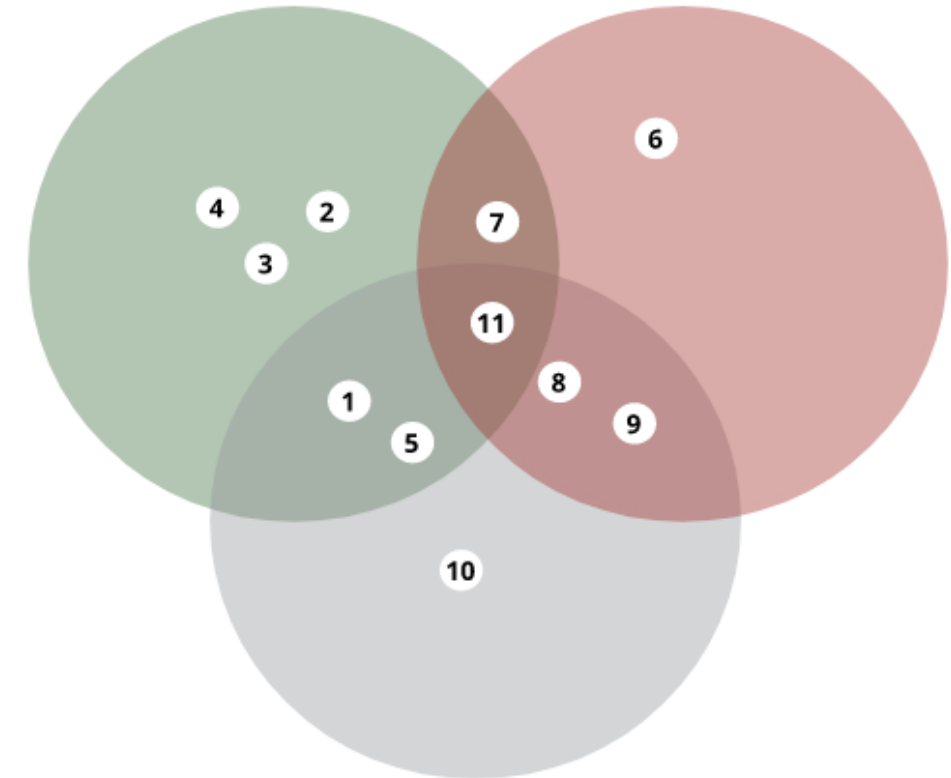
Guides infrastructure improvements to increase pedestrian access, calm traffic, and improve drainage thereby reducing flood risk in the neighborhood. This goal also focuses on increasing access to programming for youth.

- 6 Partnership Schools
- 7 Youth Programming
- 8 Transportation
- 9 Flood Management

## Restoration

Proposes opportunities for compatible neighborhood development, additional greenspace, while promoting neighborhood safety and stability.

- 10 Greenspace and Recreation
- 11 Land Use and Zoning





# San Jose Top Three Implementation Steps

- Establish a San Jose Neighborhood Association
  - Implementation assistance
  - Homeowner education
- CIP request for sidewalks along San Jose Street and Maple Street
- Complete a feasibility study for an Anti-Displacement Tax Relief Fund
  - Develop a financial ask to complete the feasibility study
  - Determine potential funders to support the feasibility study

# Implementation Strategies -TRG

## Conservation

Preserve and develop affordable housing for TRG residents. Share and celebrate the history and culture of the TRG neighborhood.

- 1 Home Repair Program
- 2 Property Tax Assistance
- 3 Will Creation Assistance
- 4 Homeowner Education
- 5 Historic Preservation

## Accessibility

Improve infrastructure to increase pedestrian access throughout the neighborhood, and address traffic and parking issues.

- 6 Transportation
- 7 Flood Management

## Restoration

Propose strategies for compatible neighborhood development and additional greenspace, while promoting community-building to improve neighborhood safety and stability.

- 8 Youth Programming
- 9 Greenspace and Recreation
- 10 Land Use and Zoning

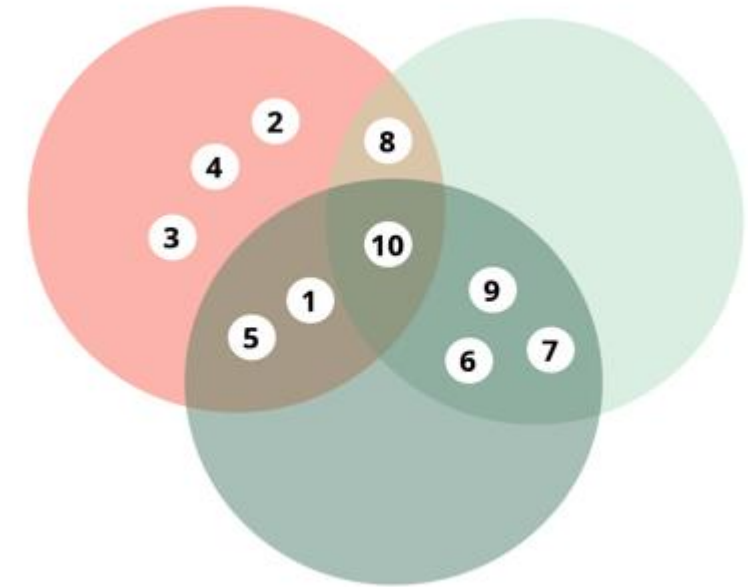


Figure 56: Recommendations are Organized by Neighborhood Goals

# TRG Top Three Implementation Steps

- Establish a TRG Neighborhood Association
  - Implementation assistance
  - Homeowner education
- Work with City of Georgetown to establish a TRG Neighborhood Overlay District
- Complete a feasibility study for an Anti-Displacement Tax Relief Fund
  - Develop a financial ask to complete the feasibility study
  - Determine potential funders to support the feasibility study

# Comprehensive Plan Amendment



# The need for the proposed change.

## 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.



The Stations of the Cross Procession. Source: Recuerdos Mexicanos



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

## 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.



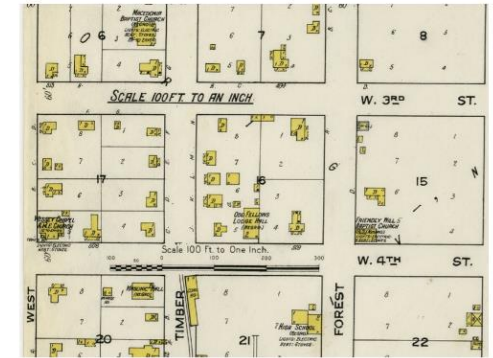
Joséfin Rodríguez is shown standing on her porch at 1910 S. Pine. Source: Recuerdos Mexicanos

## 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".



Portion of TRG From a 1916 Sanborn Fire Insurance Map  
Figure 1: 1916 Sanborn Fire Insurance Map



# The amendment promotes the health, safety or general welfare of the City and the safe orderly, and healthful development of the City;

## Infrastructure

### Recommendations for Stormwater /Drainage

- Increased maintenance.
- Install and/or repair curb and gutter. Utilize the City program for installing and/or repairing street curbs and gutters. Include in the Capital Improvement Program annual budget.
- Perform neighborhood road resurfacing, based on the results of the maintenance evaluation scheduled in 2022. Utilize the City process to evaluate and prioritize roadway maintenance.
- Pursue CDBG/Hazard Mitigation funds.
- Perform a drainage study.
- Develop a passive recreation amenity in Geneva Park. Work with the City of Georgetown Parks and Recreation, Engineering and Public Works Departments to build recreation amenities in flood prone areas.

### Recommendations for Emergency Management Access

- Improve enforcement along San José and Pine Streets to maintain a clear right-of-way for emergency vehicles.



Educational Signage



Curb and Gutter



Passive Recreation

## Physical Improvements



Speed Awareness Signage



Traffic Control Signs



Bulb Outs



Pinch Points



Enhanced Pedestrian Crossing



Sign Relocation/Tree Trimming



Chicane



Roundabouts

## Educational Improvements



Enhanced Striping



Police Enforcement



Neighborhood Discussion



Educational signage

Figure 30: Physical Improvements Survey Results

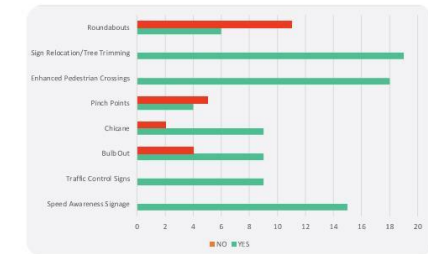
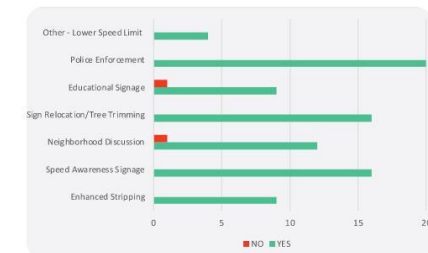


Figure 31: Educational Improvements Survey Result





# The effect of the proposed change on the need for City services and facilities;

## Funding and Financial Strategies

Funding sources will be required to fully implement the San José Neighborhood Plan. A list of potential funding sources is included below, along with a brief summary, source and goals and a link to additional information where applicable.

<b>1. Telling the Full History Preservation Fund</b> <i>Philanthropic Funding: National Trust for Historic Preservation</i> <i>Summary:</i> Supports the research, planning and implementation of interpretation programs. <i>Goals:</i> To preserve the history of places of importance in underrepresented communities. <a href="#">Click Here to Learn More</a>	<b>2. Historic Resource Survey &amp; Oral History</b> <i>Philanthropic Funding: Texas Historical Commission</i> <i>Summary:</i> Funds architectural and archaeological surveys in communities. <i>Goals:</i> To document and preserve historic and cultural resources across communities in Texas. <a href="#">Click Here to Learn More</a>	<b>3. Community Reinvestment Act</b> <i>Philanthropic Funding: Local Banks</i> <i>Summary:</i> Encourage banks to help rebuild and revitalize communities. <i>Goals:</i> To ensure banks meet the credit needs of communities where they do business. <a href="#">Click Here to Learn More</a>
<b>4. City of Georgetown Energy Efficiency and Water Conservation Fund</b> <i>Public Funding: City of Georgetown</i> <i>Summary:</i> Dedicated to energy efficiency and water conservation programs and projects. <i>Goals:</i> Enhance quality of life and eliminate conditions detrimental to public health and safety. <a href="#">Click Here to Learn More</a>	<b>5. Stormwater Fund</b> <i>Public Funding: City of Georgetown</i> <i>Summary:</i> A fund for the operating and maintenance activities in the City's drainage system. <i>Goals:</i> Continued maintenance and improvements. <a href="#">Click Here to Learn More</a>	<b>6. 2021 Road Bond</b> <i>Public Funding: City of Georgetown</i> <i>Summary:</i> The bond proposition on the May 1 election authorized \$90 million for various street and transportation infrastructure projects. <i>Goals:</i> Sidewalks and bike improvements are eligible projects. <a href="#">Click Here to Learn More</a>
<b>7. 2015 Road Bond</b> <i>Public Funding: City of Georgetown</i> <i>Summary:</i> Bond financing through the City of Georgetown. <i>Goals:</i> Supports infrastructure improvements, such as sidewalks along Maple Street and 15th Street. <a href="#">Click Here to Learn More</a>	<b>8. Community Development Block Grants</b> <i>Public Funding: Williamson County</i> <i>Summary:</i> Federal CDBG and HOME funds managed by Williamson County. <i>Goals:</i> Supports community development and affordable housing efforts. Funding can also support flood mitigation efforts. <a href="#">Click Here to Learn More</a>	<b>9. Recreational Trails Program</b> <i>Public Funding: U.S. Department of Transportation</i> <i>Summary:</i> Provides funds to develop and maintain recreational trails. <i>Goals:</i> Supports improved access to outdoor recreational amenities. <a href="#">Click Here to Learn More</a>
<b>10. Community Development Financial Institutions (CDFI) Private Funding</b> <i>Summary:</i> CDFIs provide capital in low wealth communities. <i>Goals:</i> Offers affordable finance options for individuals and small businesses. <a href="#">Click Here to Learn More</a>	<b>11. National Philanthropic Funding</b> <i>Public Funding: Foundations and Endowments</i> <i>Summary:</i> Endowments that focus on housing, youth recreation and economic development. <i>Goals:</i> Supports community development, affordable housing, youth recreation, capacity building. <a href="#">Click Here to Learn More</a>	<b>12. Georgetown Arts and Culture Grants</b> <i>Philanthropic Funding: City of Georgetown</i> <i>Summary:</i> Grant funding that supports arts and culture development in Georgetown. <i>Goals:</i> Support the development of arts and cultural heritage events and programs in the City. <a href="#">Click Here to Learn More</a>

## San José Goals

**Conservation**  
Preserves existing housing for San José residents and celebrates the rich Hispanic history and culture of the neighborhood.

**Accessibility**  
Guides infrastructure improvements to increase pedestrian access, calm traffic, and improve drainage thereby reducing flood risk in the neighborhood. This goal also focuses on increasing access to programming for youth.

**Restoration**  
Proposes opportunities for compatible neighborhood development, and additional greenspace, while promoting neighborhood safety and stability.

1 Homeowner Rehab Program

2 Property Tax Assistance

3 Will Creation Assistance

4 Homeowner Education

5 Historic Preservation

6 Partnership Schools

7 Youth Programming

8 Transportation

9 Flood Management

10 Greenspace and Recreation

11 Land Use and Zoning

Each of the strategies outlined below is designed to ensure at least one of the goals above is achieved. All eleven strategies are organized under their associated goal. Many strategies help attain more than one of the neighborhood goals. They overlap to utilize resources adequately and work together to achieve the goals and vision of the San José Neighborhood Plan.

Figure 62: How Recommendations are Tied to Neighborhood Goals

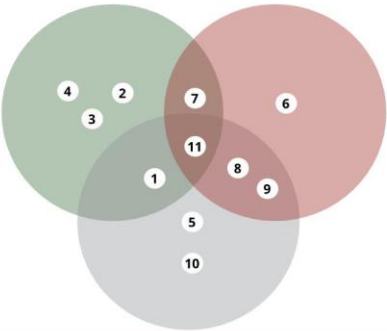
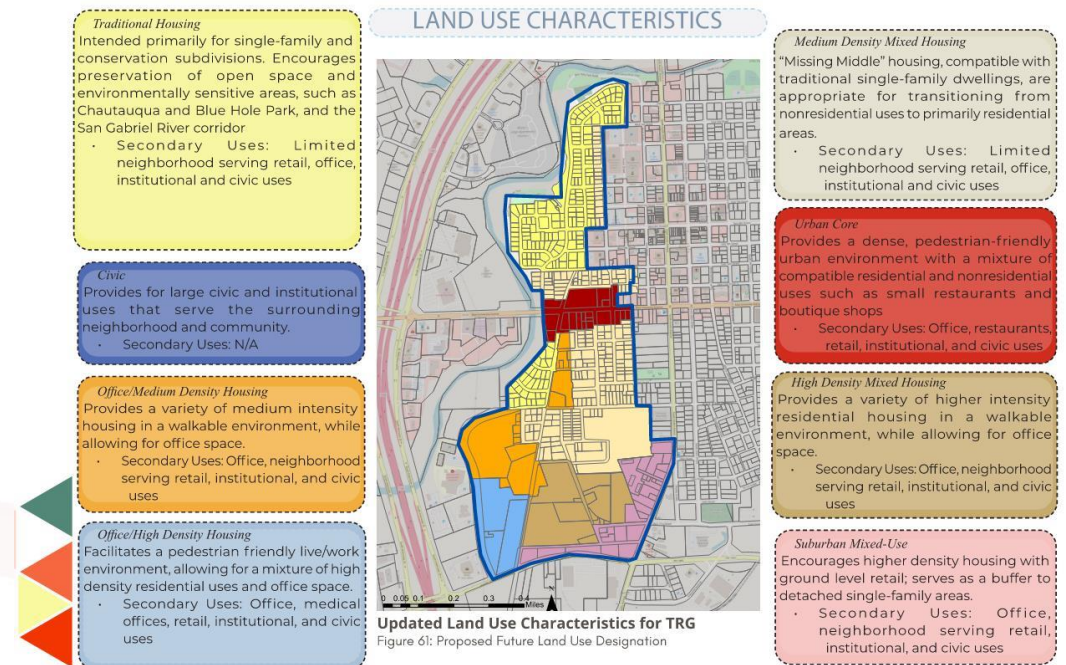


Table 21: San José Implementation Table

Implementation Strategies		Time Frame (Years)					Implementation Partners		
Strategy	Action Item	Priority	<1	1-5	5-10	Funding Contribution	Potential Funding	Public/ NP	Previous Plans
Housing	CS1. Increase funding for the existing Home Repair Program	●				\$5	8,14,15	CoG, WCH, LB	SNSR, GT2030, CSGCV
	CS2. Complete a feasibility study for the creation of an Anti-Displacement Tax Relief Fund	●				\$	3,11,14	CoG, GH, SPS, LB	SNSR, GT2030
	CS3. Establish a program to assist homeowners with the creation of a will	■				\$	3,8,11,14	CoG, CCCT	SNSR, GT2030
	CS4. Provide education to homeowners on existing housing programs in the City of Georgetown	●				\$	14	CoG, SPS, GH	CSGCV
	CS5. Educate residents on what improvements impact property assessments	●				\$	N/A	CoG, WCAD, H, SPS, PO	CSGCV
	CS6. Establish a San José Neighborhood Association	●				\$	11,14	SPS, CoG, PO	CPP
	CS7. Hold an annual meeting with the Steering Committee on implementation efforts	■				\$	N/A	SPS, CoG, GH	CPP
Historic Preservation	CS8. Provide capacity building training for San José residents	■				\$	11,14	SPS, CoG	
	CS9. Complete a historic resource survey, including oral history	●				\$5	1,2	CoG, THC	SNSR, GT2030
	CS10. Examine the possibility of a local landmark status for San José	■				\$	N/A	CoG	SNSR
	CS11. Design and implement a cultural heritage trail to provide residents and tourists with an easy to follow path of neighborhood landmarks	■				\$55	1	CoG, SPS	SNSR
	CS12. Follow the process outlined by the City Council to incorporate neighborhood history into the naming of the recommended trail from Heritage Gardens to San José Park	●				\$	N/A	CoG, SPS	SNSR
	CS13. Create signs for neighborhood entryways that align with the established marketing and branding strategy	■				\$	N/A	CoG, SPS	SNSR
	CS14. Design and install street sign toppers	●				\$	N/A	CoG, SPS	SNSR
	CS15. Create a San José Neighborhood logo	■				\$	N/A	SPS	SNSR
	CS16. Design unique neighborhood signage that can be placed on home exteriors	●				\$	12	SPS	SNSR
	CS17. Create public art that highlights the history and Hispanic culture of the neighborhood	●				\$	12	SPS, CoG	SNSR
	CS18. Create exhibits highlighting the neighborhoods history in San José Park	■				\$	12	CoG, SPS	SNSR
<b>Cost Legend</b>		<b>Partners Legend</b>							
\$ Less than \$100k		<b>Public</b>							
\$5 \$101k-\$250k		CoG: City of Georgetown							
\$55 \$250k-\$500k		GID: Georgetown Independent School District							
\$555 \$501k-\$1M		GFL: Georgetown Public Library							
\$5555 Greater than \$1M		SPS: San Jose Steering Committee							
		THC: Texas Historical Commission							
		WC: Williamson County							
		<b>Nonprofits/Faith-Based</b>							
		BGC: Boys and Girls Club							
		CHC: Georgetown Health Foundation							
		CCT: Catholic Charities of Central Texas							
		GH-Georgetown Housing Initiative							
		H-Habitat for Humanity							
		TCP: The Caring Place							
		<b>Previous Plans Legend</b>							
		PTMP: Parks and Trails Master Plan							
		SBNW: Smith Branch Watershed Master Plan							
		SR: San Jose Survey Report							
		STP: Sidewalk Master Plan							
		OTP: Overall Transportation Plan							
		WCAD: Williamson Central Appraisal District							
		WMCA: Williamson County Appraisal District							
		LB: Local Banks							
		PO: Property Owners							
		PD: Private Developers							
		CSGCV: Centering Southeast Georgetown Community Voices							
		SBNW: San Jose Neighborhood Plan							
		SR: Survey Report							
		GT2030: Georgetown 2030 Plan							

# The compatibility of the proposed change with the existing uses and development patterns of nearby property and with the character of the neighborhood





# The implications, if any, that the amendment may have for other parts of the plan; and

## Funding and Financial Strategies

Funding sources will be required to fully implement the San José Neighborhood Plan. A list of potential funding sources is included below, along with a brief summary, source and goals and a link to additional information where applicable.

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124 City of Georgetown

Table 21: San José Implementation Table

Key: ● = Highest Priority ■ = Priority

Implementation Strategies									
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### Cost Legend

\$	Less than \$10K
\$5	\$10K-\$25K
\$55	\$25K-\$50K
\$555	\$50K-\$1M
\$5555	Greater than \$1M

### Partners Legend

CoG	City of Georgetown
GOI	Georgetown Independent School District
GPL	Georgetown Public Library
SGC	San José Steering Committee
THC	Texas Historical Commission
WC	Williamson County

### Non-Profit/Faith-Based

BGC	Boys and Girls Club
GHF	Georgetown Health Foundation
CCCT	Catholic Charities of Central Texas
GH	Georgetown Housing Initiative
h-hall	for humanity
TCP	The Caring Place

### Previous Plans Legend

PHR	Plans and Trails Master Plan
SBWRP	South Branch Watershed Master Plan
SMP	Sidewalks Master Plan
OTR	Overall Transportation Plan

### CSGCV-Centering Southeast Georgetown

Community Vistas	
SNGR-San José Neighborhood Plan	
Survey Report	
GT2030-Georgetown 2030 Plan	

San José Neighborhood Plan 129

# Sec. 3.04.030. - Approval Criteria (Comprehensive Plan Amendment)

Criteria for a Comp Plan Amendment	Complies	Partially Complies	Does Not Comply
The application is complete and the information contained within the application is sufficient and correct enough to allow adequate review and final action;	X		
The amendment promotes the health, safety or general welfare of the City and the safe orderly, and healthful development of the City;	X		

# Sec. 3.04.030. - Approval Criteria (Comprehensive Plan Amendment) cont.

Guideline for a Comp Plan Amendment	Complies	Partially Complies	Does Not Comply
The effect of the proposed change on the need for City services and facilities;	X		
The compatibility of the proposed change with the existing uses and development patterns of nearby property and with the character of the neighborhood;	X		
The implications, if any, that the amendment may have for other parts of the plan; and	X		
The need for the proposed change.	X		

# Schedule | Next Steps

- March 8<sup>th</sup> - City Council
  - Public Hearing & 1<sup>st</sup> Ordinance Reading
- March 22<sup>nd</sup> - City Council
  - 2<sup>nd</sup> Ordinance Reading



# Public Notification

- Notice Published in the Williamson County Sun on February 13, 2022
- To date, staff has received:
  - 1 written comments IN FAVOR
  - 0 written comments OPPOSED

# Planning and Zoning Action

- At their March 1, 2022 meeting, the Planning & Zoning Commission recommended APPROVAL of the request (7-0).

# Summary

- Public Hearing and possible action on a Comprehensive Plan Amendment to amend Section 1.12.060 of the Code of Ordinances relating to the adoption of San Jose and TRG Neighborhood Plans as chapters of the Land Use Element of the 2030 Comprehensive Plan. (2022-1-CPA). - Nat Waggoner, Asst. Planning Dir. - Long Range

# First Reading of an Ordinance

An Ordinance of the City Council of the City of Georgetown, Texas, amending Section 1.12.060 of the Code of Ordinances relating to the adoption of an update to the Land Use Element of the 2030 Comprehensive Plan to include the San Jose and TRG Neighborhood Plans in accordance with Article 1, Section 1.08 of the Georgetown City Charter and Functional Elements Thereof; repealing conflicting ordinances and resolutions; including a severability clause; and establishing an effective date.



# Next Steps