

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: Escribe sobre algo que espera ver en San José en una nota adhesiva y péguela en la en la pizarra

To protect the neighborhood	Lower Taxes	Lower Income	More Housing	More Affordable Housing	More Jobs
Describe or envision San José	More Green	More Parks	More Affordable Housing	More Affordable Housing	More Affordable Housing
To make a new neighborhood	More Affordable Housing	More Affordable Housing	More Affordable Housing	More Affordable Housing	More Affordable Housing
Describe a new neighborhood	More Affordable Housing	More Affordable Housing	More Affordable Housing	More Affordable Housing	More Affordable Housing

Acknowledgments

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Table of Contents

San José Neighborhood Plan	1
Acknowledgments	2
Table of Contents	3
Glossary	4
Executive Summary	6
Learning about San José	10
Introduction.....	12
History of San José	14
Legacy Residents in San José	18
Previous Plans and Studies	20
Neighborhood Profile	24
Existing Conditions	26
Community Voices	50
Steering Committee Meetings.....	52
Community Meeting Number One	58
Community Meeting Number Two	70
Community Meeting Number Three	82
Understanding the Local Market	86
Residential Market Scan.....	88
Neighborhood Preservation Plan	102
Neighborhood Preservation Guide	104
Community Retention	106
Neighborhood Protection	110
San José Implementation Plan	128
San José Neighborhood Plan Next Steps	132
Tables and Figures	134

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.

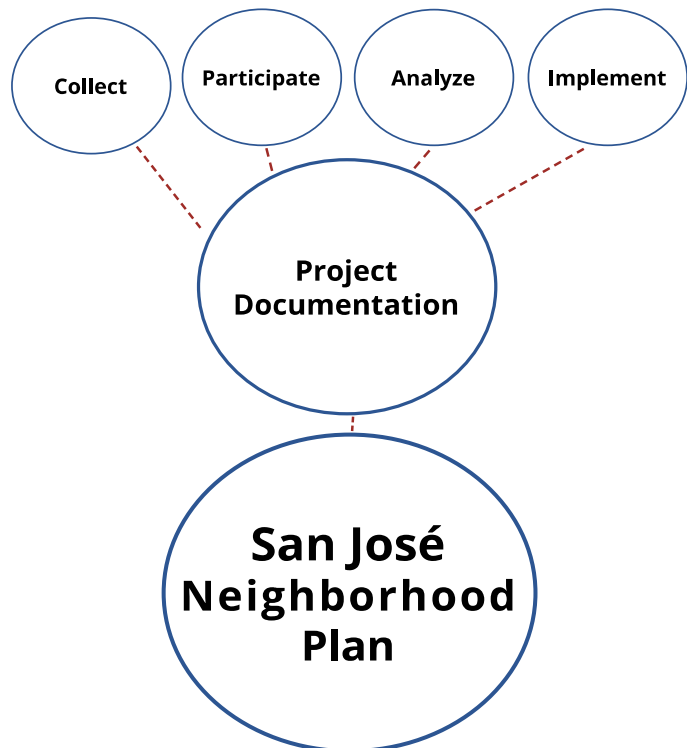
Price Appropriate Housing: Housing that equates to approximately 30% of a household's annual household income.

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

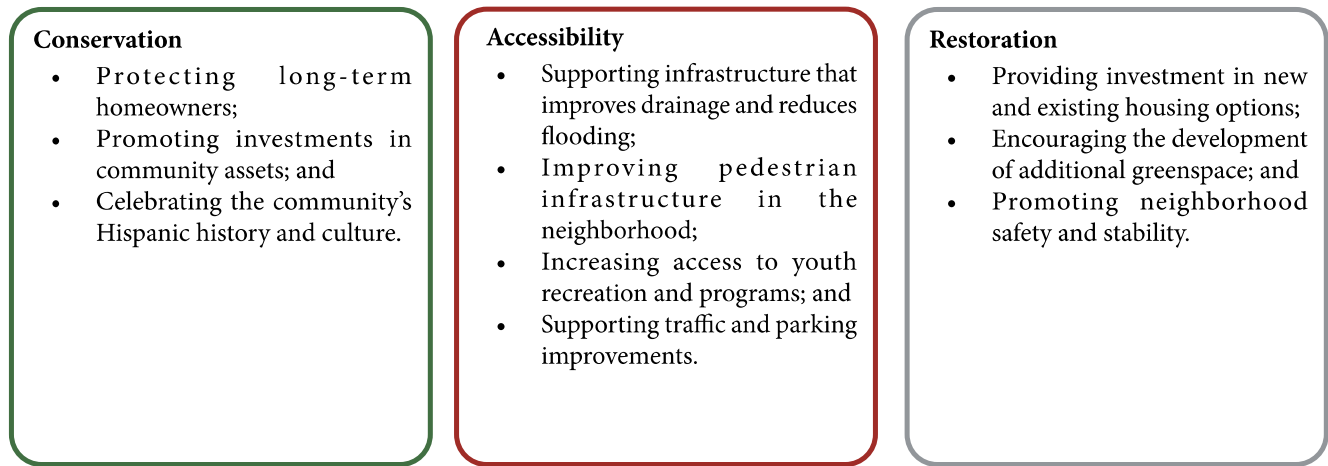
The implementation matrices function as guides to the implementation of the San José Neighborhood Plan. Each matrix includes:

- 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.

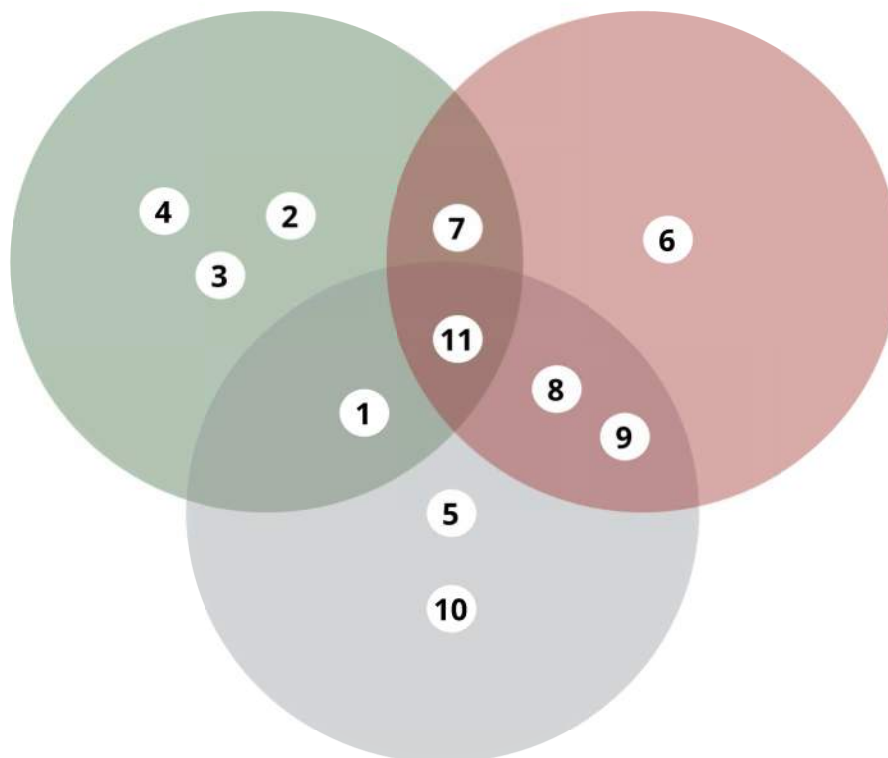
San José Goals

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.

- | | | |
|--|--|--|
| <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

Learning about San José



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

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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.

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.



The Stations of the Cross Procession. 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.



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

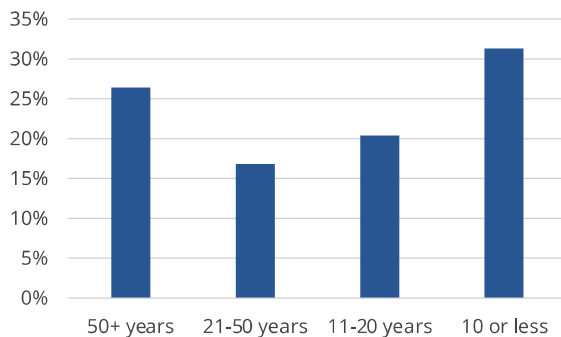
The City of Georgetown, and neighborhood residents, determined the tenure of existing homeowners in the neighborhood using a combination of property records and interviews. Over a quarter of all homeowners have lived in the neighborhood fifty (50) years or more. Of all current homeowners in San José, 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



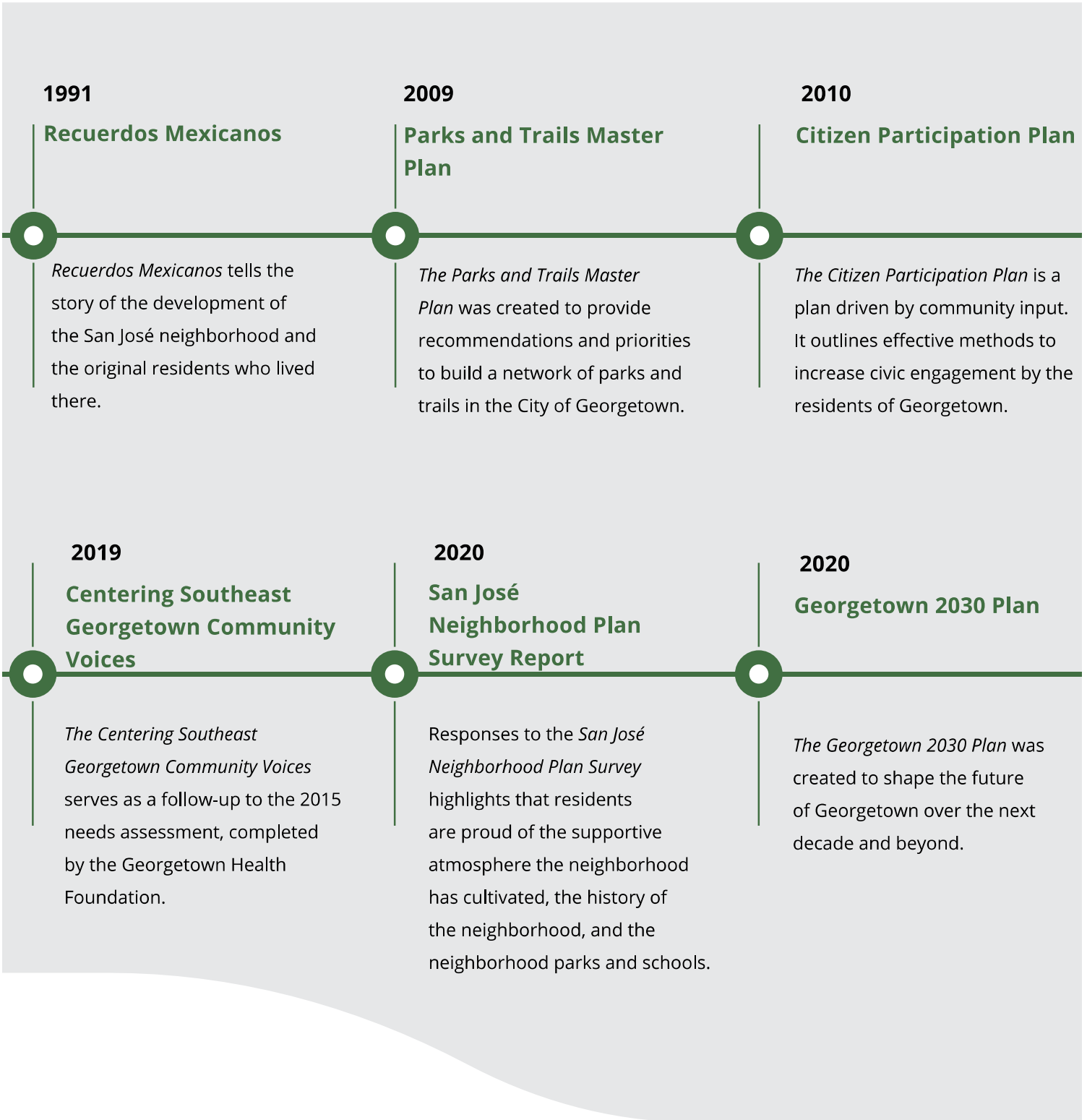
Source: City of Georgetown and San José Steering Committee

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.

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

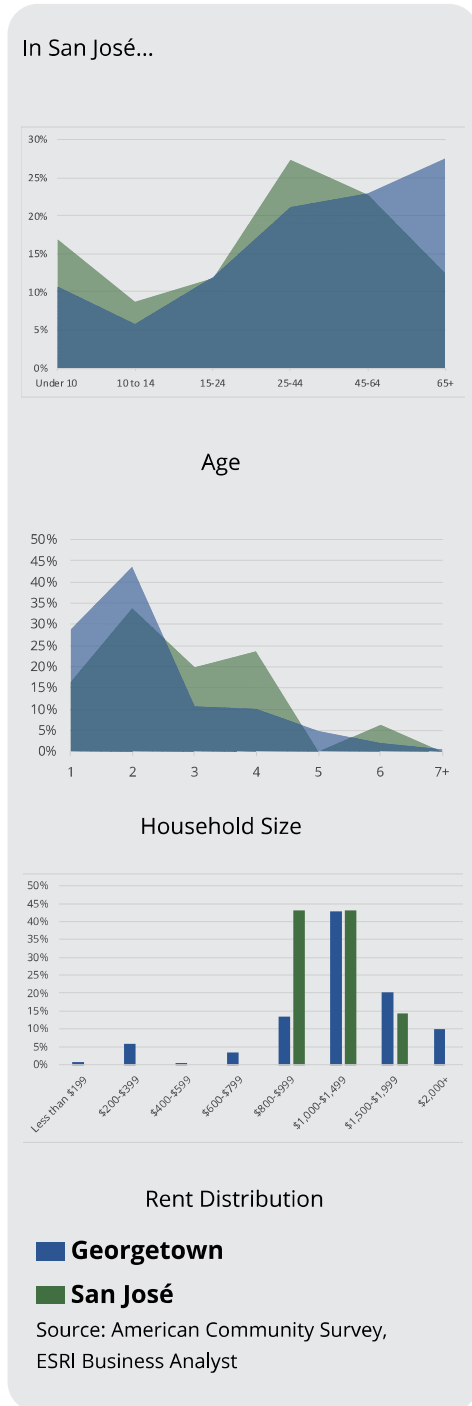
- Traditional building forms, architectural features and materials with a similar finished appearance should be used in new construction and exterior renovations;
- Old Town should continue to reflect its diverse architectural styles; and
- Adhere to historic, contextual urban design practices for setbacks, 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). A majority of San José residents (71%) identify as having a Hispanic origin, compared to 28% of Georgetown’s population. Additional demographic data for the neighborhood is shown in Figure 4. 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.

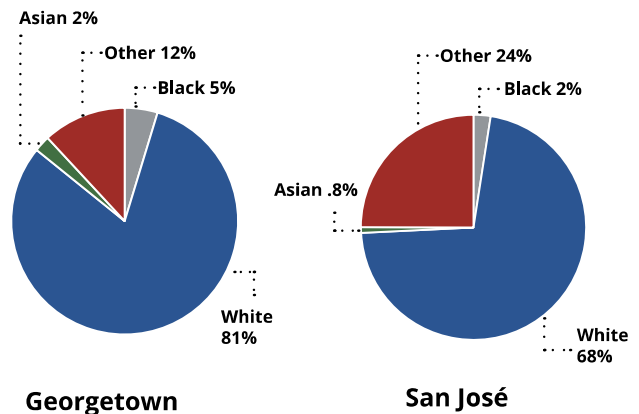
EDUCATION AND EMPLOYMENT

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%.

A majority of residents have Hispanic Origin

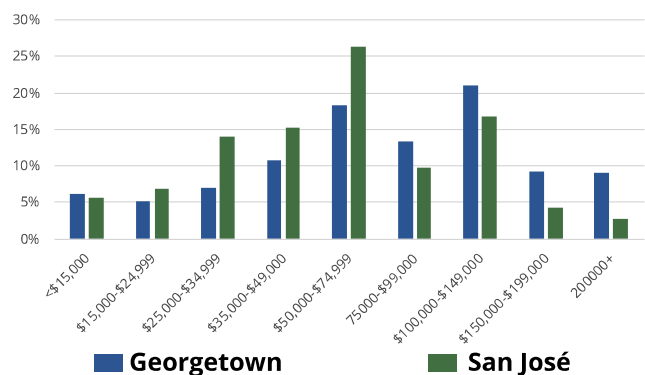
Figure 4: Racial Composition Chart



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

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.



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.

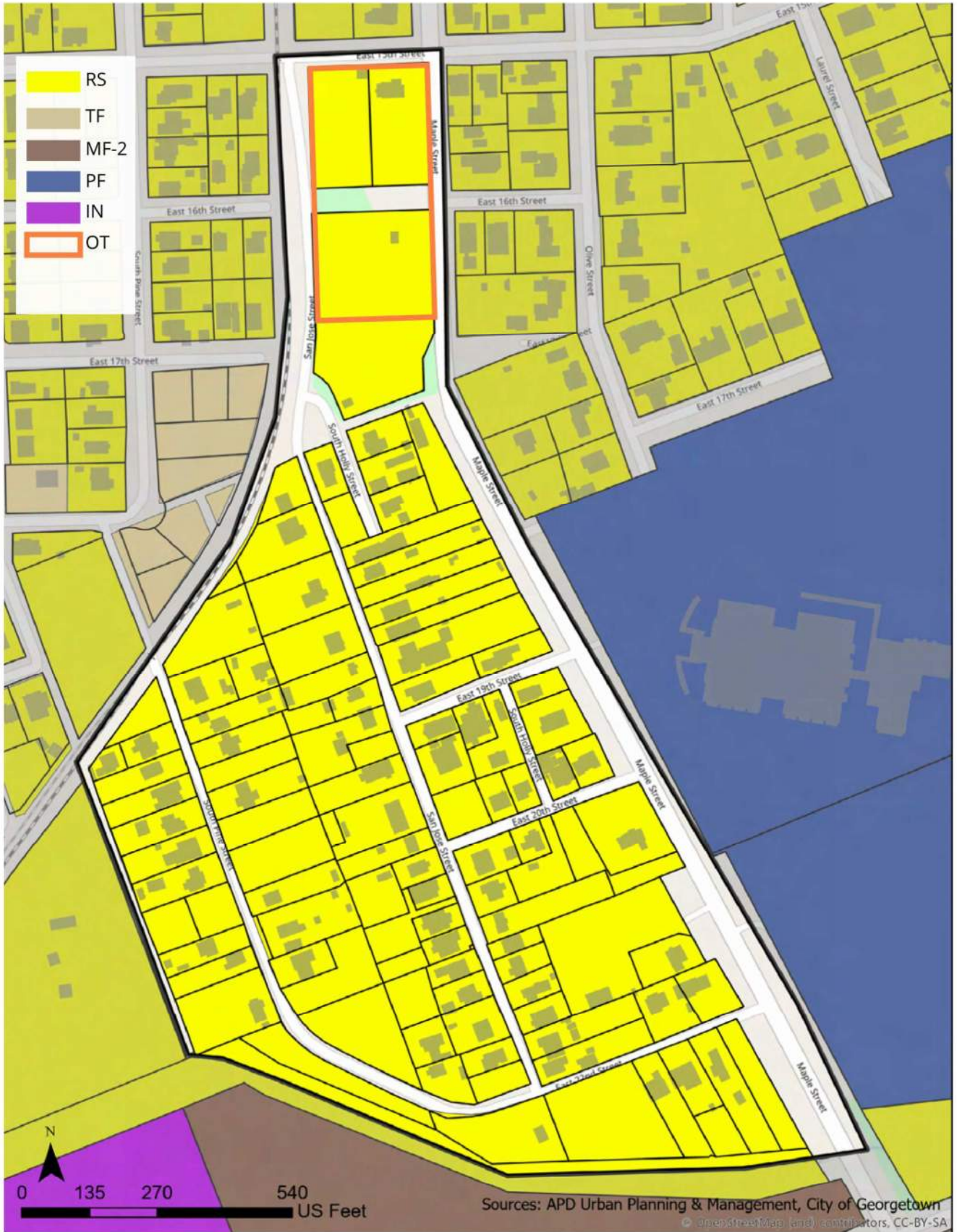
Industrial

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

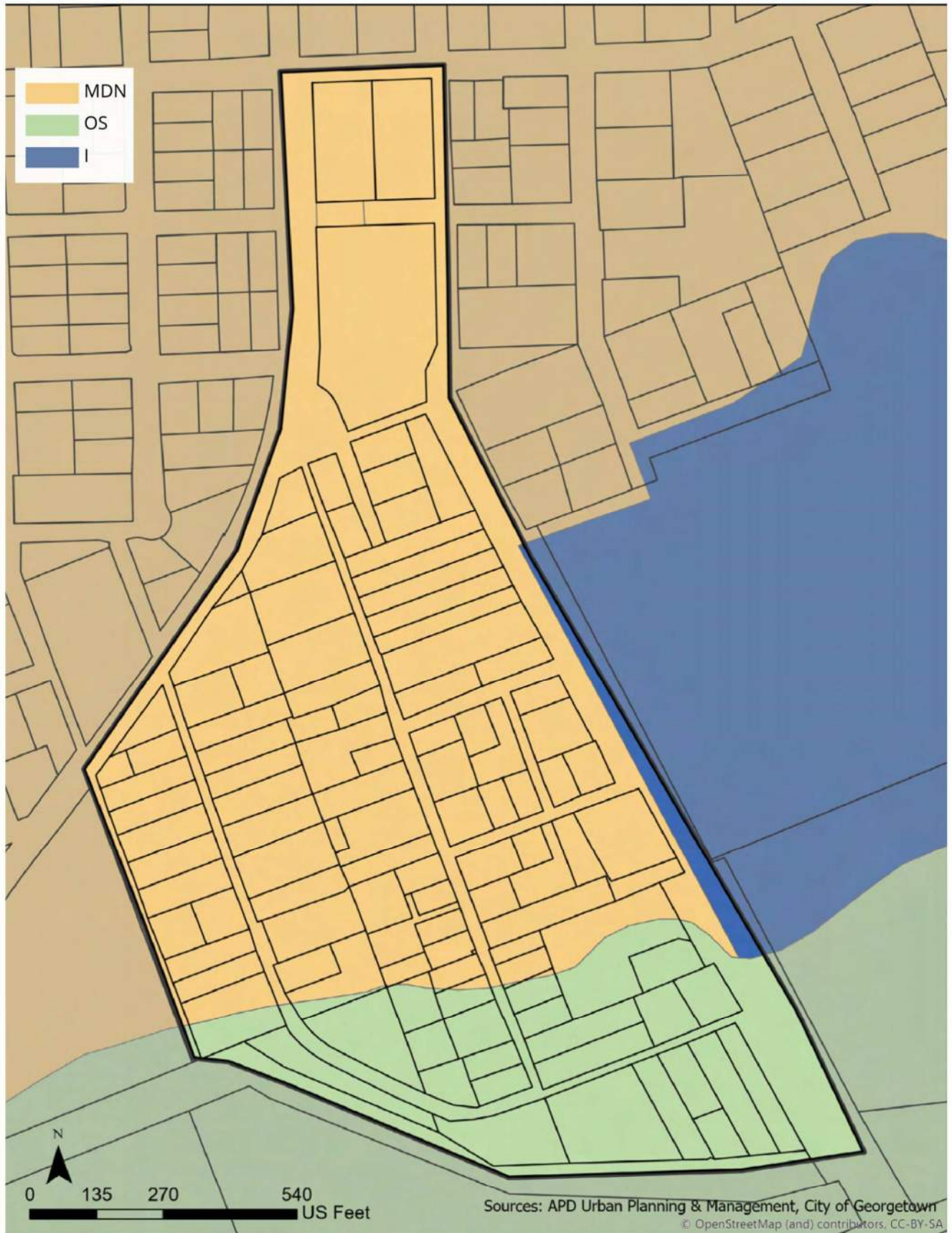
Reserved for government operations and uses, such as government operations, educational uses, religious uses, and major healthcare facilities.

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



Flooding Concerns Shared in San José

The presence of the existing floodplain in San José prompted an exercise with the Steering Committee on flooding. The exercise results appear in Figure 8. The southern portion of the neighborhood is located in either the floodway, or the 100-year or 500-year floodplain, as established by the Federal Emergency Management Agency (FEMA).

Steering Committee Members remembered three (3) major flooding events, which occurred in 1965, 1993, and 2010. The 2010 flood damaged several houses on East 22nd Street, and Geneva Park flooded.

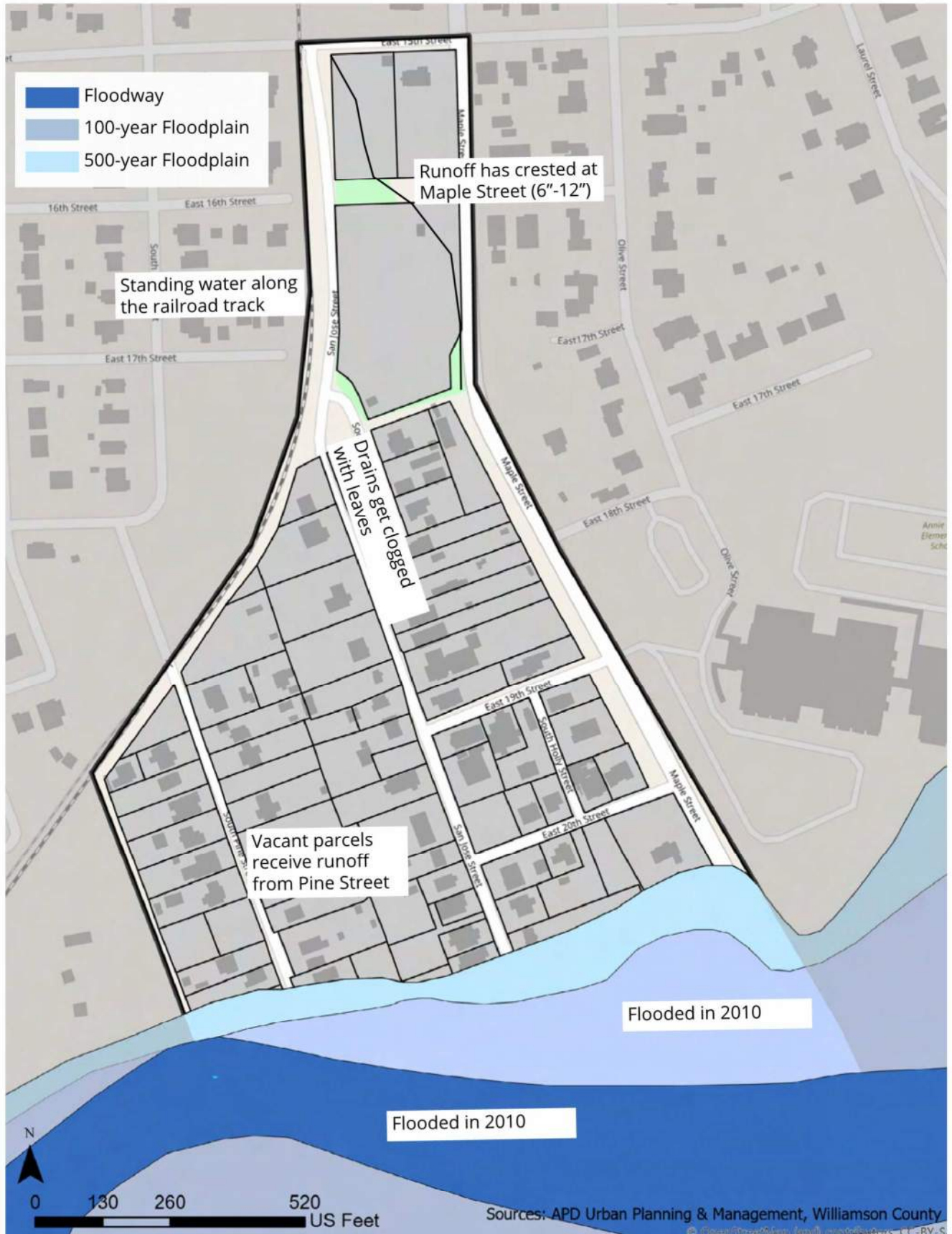
On Maple Street, near East 22nd Street, there are trees and a silt fence that Steering Committee members feel should be removed. Additional concerns about Pine Street include a box culvert that collects silt, trash, and standing water in the 8" pipe along Maple Street.

On Pine Street, two (2) vacant parcels collect runoff from the road.

Additional concerns include an inlet that clogs on South Holly Street and standing water along the railroad tracks.

A Portion of San José is Located in a Floodplain

Figure 8: Existing Floodplain Map



Existing Land Use

The information below describes existing land use for the San José neighborhood. The information utilizes categorical charts and geographical representation of land use by parcel. An existing land use map follows in Figure 10.

A windshield survey examined 110 parcels in the San José neighborhood to provide land use information and other data. The following analysis organizes the collected land use information into seven (7) different land uses and descriptors.

Land Use Category Descriptors

- Single-family Detached: Single Family dwelling with no shared walls;
- Single Family Attached: Single Family with shared walls with 2+ units and individual lot lines between units;
- Multifamily: Multifamily dwelling (5 or more units);
- Institutional: Used for religious, government, or education;
- Public Space: Used for public recreation, or could signify a neighborhood greenspace amenity;
- Utility: Used for utility purposes; and
- Undeveloped: No use or no structure.

The current land use in San José is predominately single-family detached, accounting for 75 parcels or 66% of all existing land use in the neighborhood. The next largest land use category in San José is undeveloped land. There are 25 undeveloped parcels in the neighborhood, accounting for 23% of all parcels in San José.

A total of 79 residential structures are in San José, of which 75 are single-family detached, five are single-family attached, and one is a multifamily structure.

Key Findings

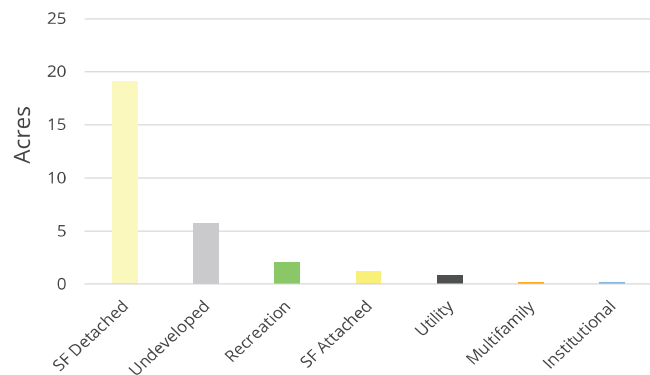
Undeveloped land accounts for 23% of all parcels in San José. There is undeveloped land throughout the neighborhood, but the largest concentration is in the southern portion of the neighborhood. This section of San José is in a floodplain, which limits development opportunities. However, the land has potential for recreational utilization, such as walking paths.

Table 3: Existing Land Use

Category	Parcels	Acres
Undeveloped	25	5.7
SF Detached	75	19.1
SF Attached	5	1.2
Multifamily	1	.2
Institutional	1	.1
Public Space	1	2.0
Utility	2	.8
Total	110	29.1

Undeveloped Land is the Second Largest Land Use Category

Figure 9: Existing Land Use



Building Conditions

The current condition of structures on each parcel in the San José neighborhood is included in this section. Current exterior building conditions were collected from the street, via an external visual survey. Internal building conditions were not collected, due to limitations inherent in the survey methodology. A map was created to visualize the location of the structures and their corresponding condition (Figure 12).

Building Category Descriptors:

- Undeveloped: No structure on parcel;
- Needs Extensive Repair: Extensive rehabilitation or demolition needed;
- Need Repair: Major repairs needed (roof, foundation, siding, windows);
- Poor: Deferred maintenance requires general repairs, more than \$1,000;
- Fair: Minor repairs, less than \$1,000;
- Good: Sound condition;
- Under Construction: New structure in progress; and
- Rehabilitation: Rehabilitation of existing structure.

Building conditions were initially calculated using the total number of parcels for each given condition. Of the 110 parcels surveyed, 23% were undeveloped, 13% were in good condition, 38% were in fair condition, 13% were in poor condition. Less than 10% of structures were in deteriorated or dilapidated condition and none were under construction (Figure 11).

There are 52 (69%) single-family homes in the neighborhood in fair or good condition, six (6) that need repair and four (4) that need extensive repair. Three (3) of the four (4) single-family homes that need extensive repair are vacant.

Key Findings

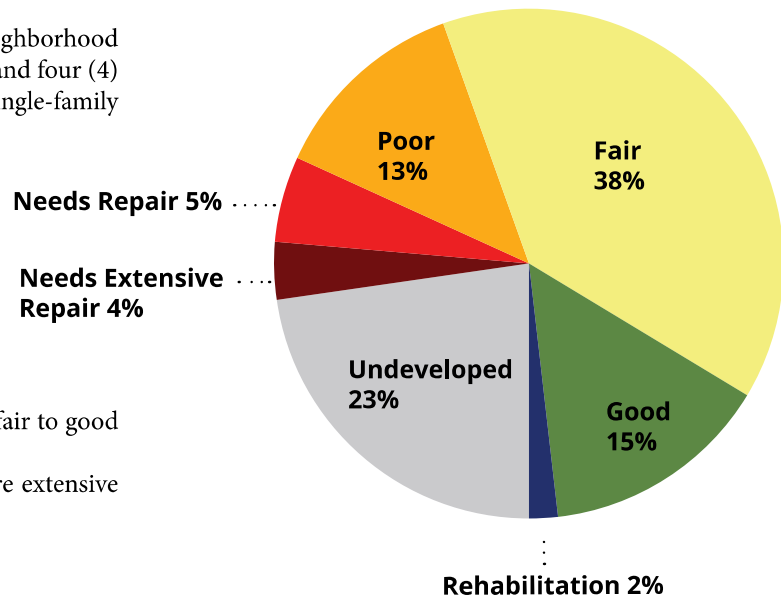
- Overall the housing stock in San José is in fair to good condition; and
- 75% of the single-family homes that require extensive repair are vacant.

Table 4: Building Conditions

Category	Parcels	Acres
Undeveloped	25	5.7
Needs Extensive Repair	4	1.6
Needs Repair	6	1.3
Poor	14	3.4
Fair	43	11.2
Good	16	5.5
Rehabilitation	2	.4
Total	110	29

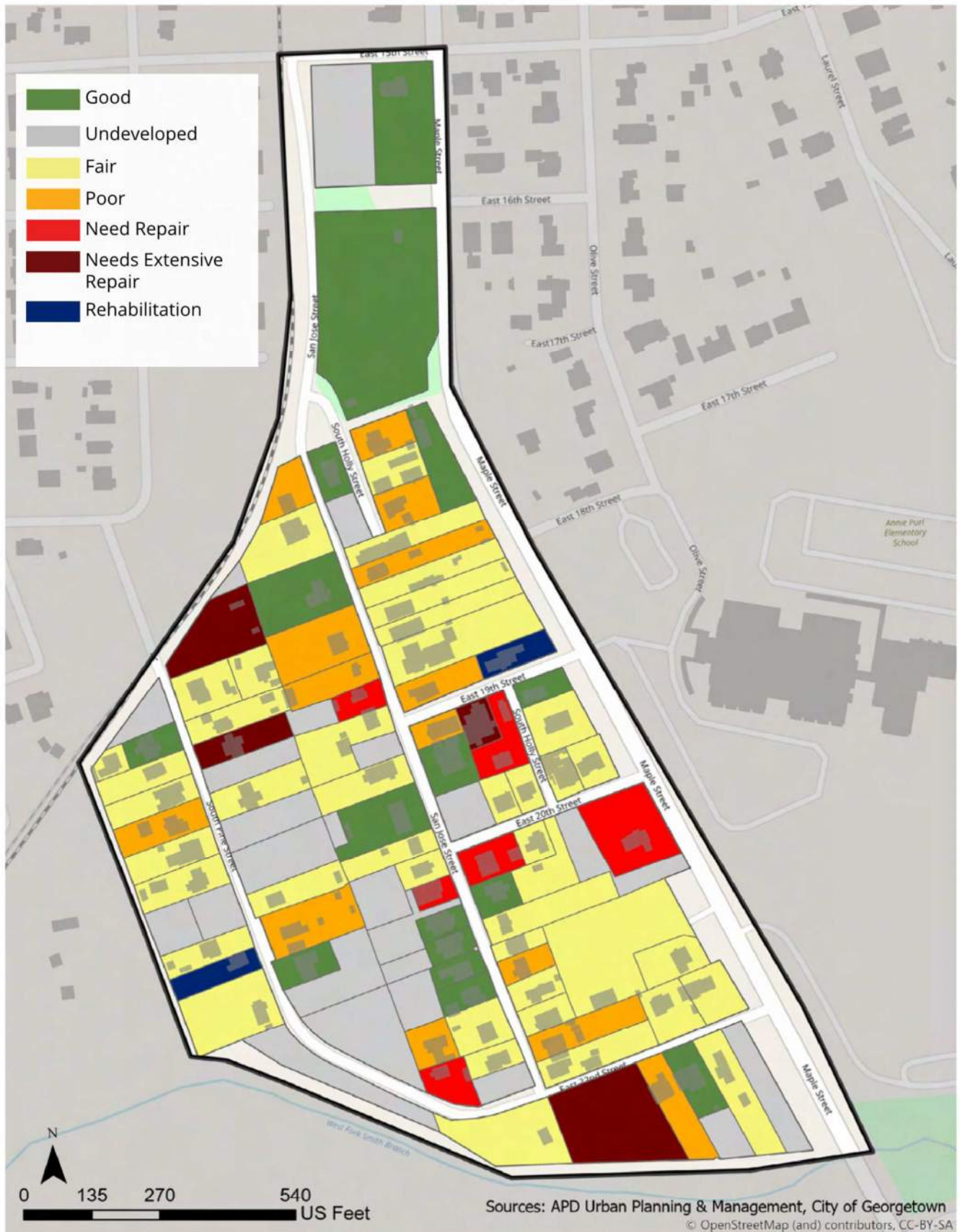
Half of all Structures are in Good or Fair Condition

Figure 11: Building Conditions



Half of all Structures are in Good or Fair Condition

Figure 12: Building Conditions



Building Occupancy

Building occupancy identifies parcels with occupied structures, vacant structures, or no structures (undeveloped). Building occupancy for the San José neighborhood is shown in Figure 14. Occupancy was determined for all parcels in the San José neighborhood. Parcels were examined for signs of activity (car, mail, trash cans) or signs of no activity (no cars or trash cans, significant overgrowth, open entry) to determine building occupancy.

There are twenty-five 25 undeveloped parcels in San José, accounting for 23% of all parcels in the neighborhood. Just over three-fourths of parcels have occupied structures. There is extremely low vacancy in San José; there are only three vacant structures, accounting for 3% of all parcels.

The three (3) vacant structures in San José are in need of extensive repair. There is only one (1) occupied structure in the neighborhood that requires extensive repair.

Key Findings

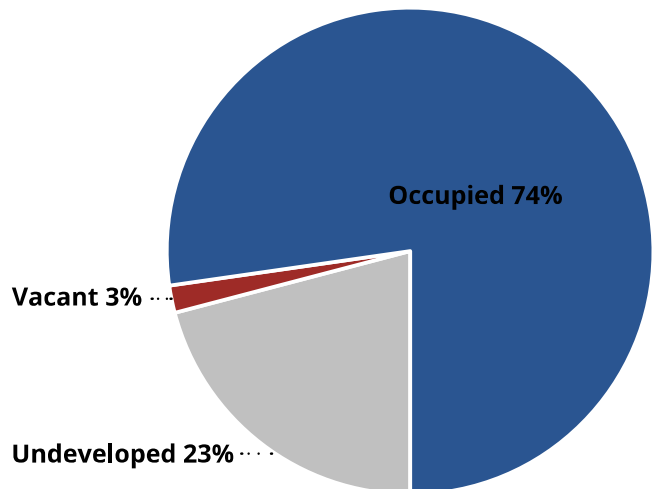
- There is little vacancy in the neighborhood; and
- The three structures that are vacant are in dilapidated condition.

Table 5: Building Tenure

Category	Parcels	Acres
Undeveloped	25	5.7
Vacant	3	1.5
Occupied	82	22
Total	110	29

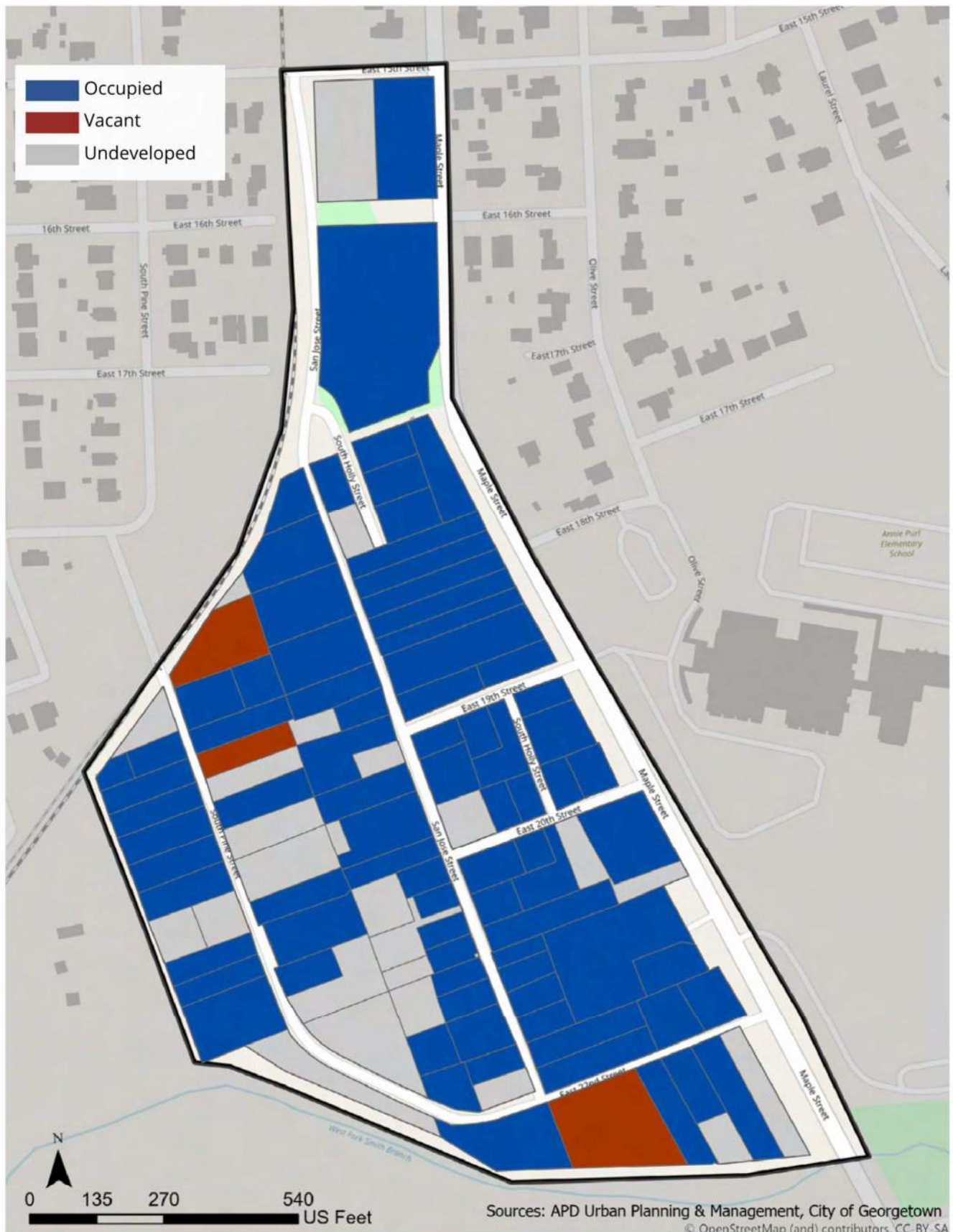
3% of Structures in the Neighborhood are Vacant

Figure 13: Building Tenure



22% of Parcels in the Neighborhood are Undeveloped

Figure 14: Building Tenure Map



Number of Stories

The windshield survey also identified the number of stories each structure has in San José. Buildings were categorized based on the following criteria:

- Greenspace;
- Utility;
- Undeveloped;
- One Story;
- Two Story; and
- Three Story.

The neighborhood is predominantly single-story structures, with only three (3) structures with more than one (1) story, as shown in Figure 15.

Parcel Measurements

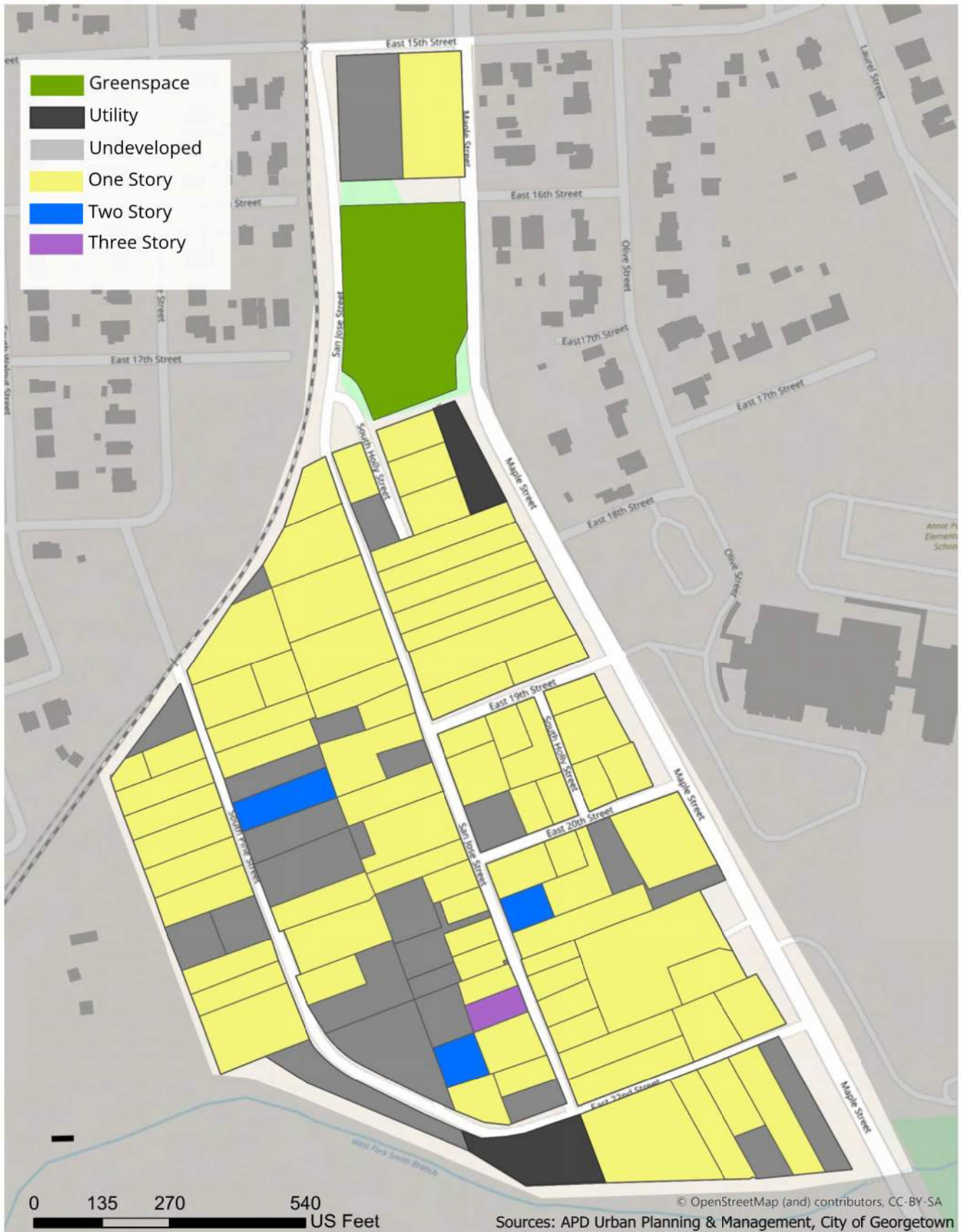
Parcel measurements were also collected for all parcels in San José. The data collected includes the average parcel length, width, and square footage. Parcel measurements were derived from City of Georgetown data provided by the Planning Department. The average front yard setbacks were collected for each street in San José. Average front yard setbacks are estimated based upon Google Earth surveys and measurements. Parcel measurements are included in Table 6. There are currently twenty (20) parcels in San José that are smaller than 5,500 square feet.

Table 6: San José Parcel Information

Parcel Measurements	
Average Parcel Length	152'
Average Parcel Width	71'
Average Parcel Square Footage	8,758
Median Parcel Length	124'
Median Parcel Width	59'
Median Square Footage	6,902
Average Front Yard Setbacks	
San José Street	25'
East 22nd Street	41'
East 20th Street	32'
Holly Street	25'
Pine Street	30'
East 19th Street	14.5'

Majority of Structures are One Story

Figure 15: Number of Stories



Roof Style

The windshield survey also examined architectural features in San José. Roof style and building material were categorized for each parcel. Roofs were categorized into seven (7) styles, listed below. Example imagery is included in Figure 16.

Roof Style Category

- Flat;
- Gable;
- Gable (Low Slope);
- Hip;
- Hip (Low Slope);
- Combination; and
- High Slope.

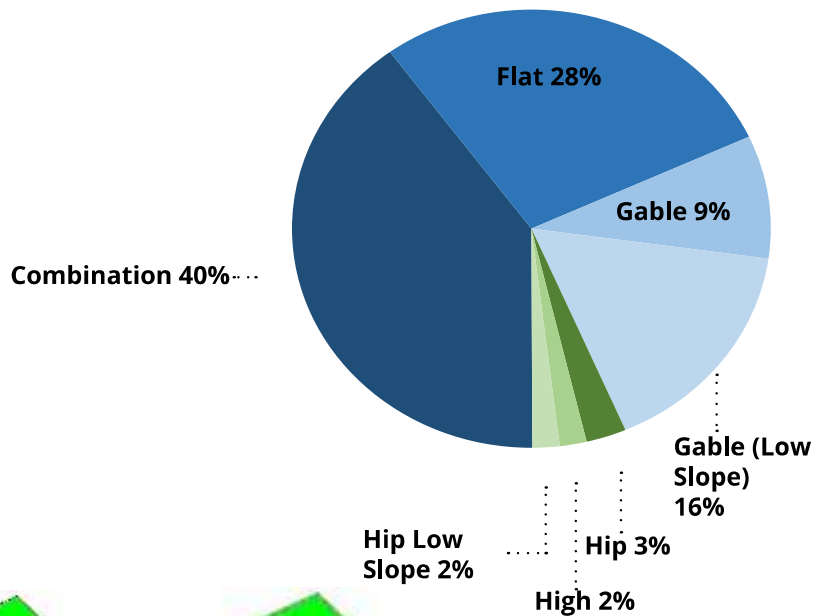
A combination roof form is the most prevalent roof style in San José, found on 40% of homes in the neighborhood. A flat roof was the second most prevalent roof type in the neighborhood. These two (2) roof types combined account for 68% of all roofs in the neighborhood. A gable roof style, including a gable roof with a low slope, is found on 25% of homes in San José. Hip and high roof styles account for less than 10% of all roofs in the neighborhood.

Table 7: Roof Style

Category	Percent
Flat	28%
Gable	9%
Gable (Low Slope)	16%
Hip	3%
Hip (Low Slope)	2%
Combination	40%
High Slope	2%
Total	100%

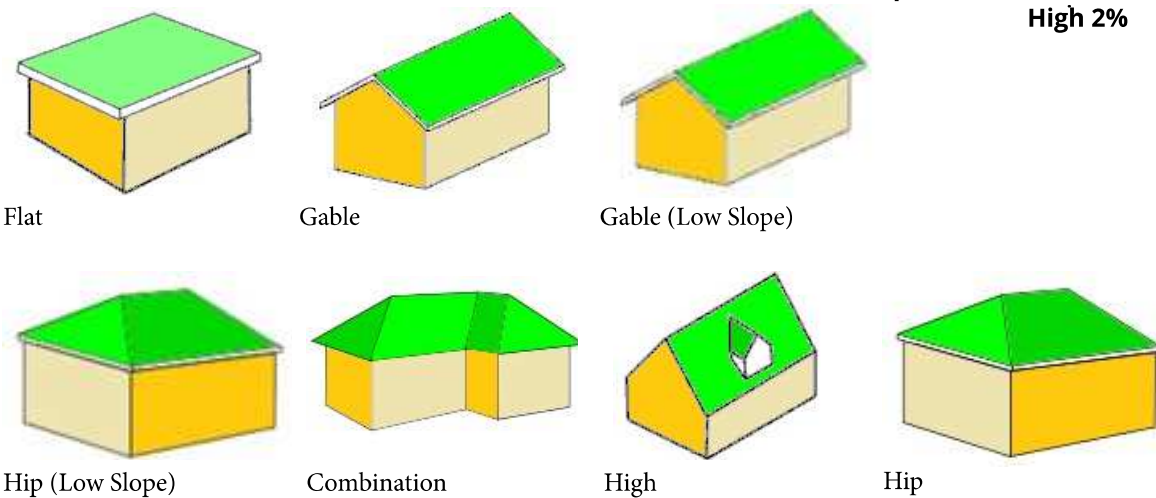
Combination is the Most Prevalent Style

Figure 17: Roof Style



Roof Style Imagery

Figure 16: Roof Style Examples



Building Materials

Exterior building materials were examined and categorized during the windshield survey. Building materials were separated into six (6) styles, included below.

Building Material Category

- Brick;
- Siding (Wood, Vinyl, Asbestos, Hardie Plank);
- Rock;
- Limestone;
- Stucco; and
- Mixed.

Siding, the broadest category, was found on 39% of all structures in the neighborhood, the largest percentage category. Brick was the second most prevalent building type and was found on 35% of all structures. Mixed, where two or more material type is present, account for 21% of all structures. Limestone (4%), rock (2%), and stucco (0%) collectively are found on less than 10% of all structures.

Key Findings

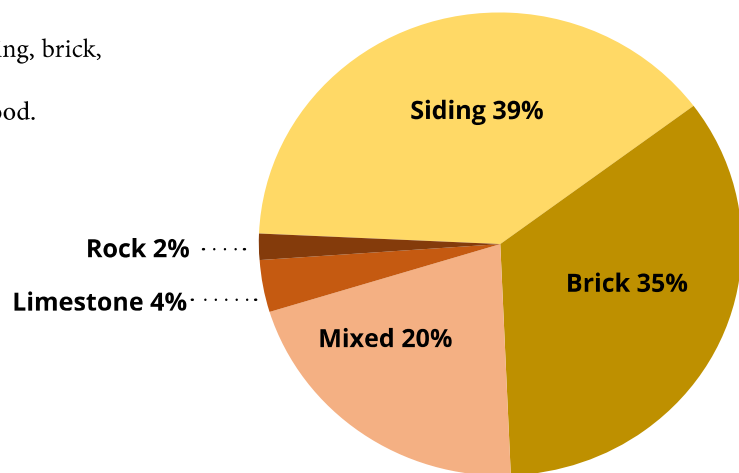
- 95% of structures in San José have either siding, brick, or mixed building materials; and
- There are no stucco homes in the neighborhood.

Table 8: Building Materials

Category	Percent
Brick	35%
Siding	39%
Rock	2%
Limestone	4%
Mixed	20%
Total	100%

Siding and Brick Account for 74% of all Building Material

Figure 19: Building Material in San José

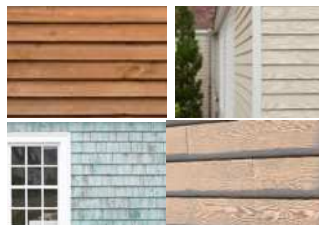


Building Material Imagery

Figure 18: Building Material Examples



Brick



Siding



Rock



Stucco



Limestone



Mixed

Transportation

Traffic

Traffic concerns were revealed from the results of the community survey completed by the City of Georgetown and at the first public meeting. Major concerns revolved around traffic congestion in the morning and afternoon, especially around Purl Elementary School and San José Park. Residents also expressed concerns about speeding on San José and Maple Streets and blind spots along San José Street and East 22nd Street.

Parking

The windshield survey assessed the type and availability of parking in the San José neighborhood. The parking data was recorded at a point in time and therefore does not necessarily reflect the constantly changing parking situation found in many neighborhoods. Parcels were coded into one of four parking categories, included below.

- None: no parking is available;
- On-Street: Vehicles parked on the street;
- Off-Street: Vehicles are parking off-street (on a parking lot or in a driveway); and
- Both: Vehicles parked both on and off-street.

Off-street parking is widely available in San José, with 65% of parcels having access to some form of off-street parking. No parking is the second most prevalent parking condition in the neighborhood, accounting for 26% of all parcels in San José. On-street parking accounted for just 1% of all parcels. Both on-street and off-street parking are available at just 7% of parcels. The windshield survey was conducted on a weekday, which could explain the few number of cars parked on the street.

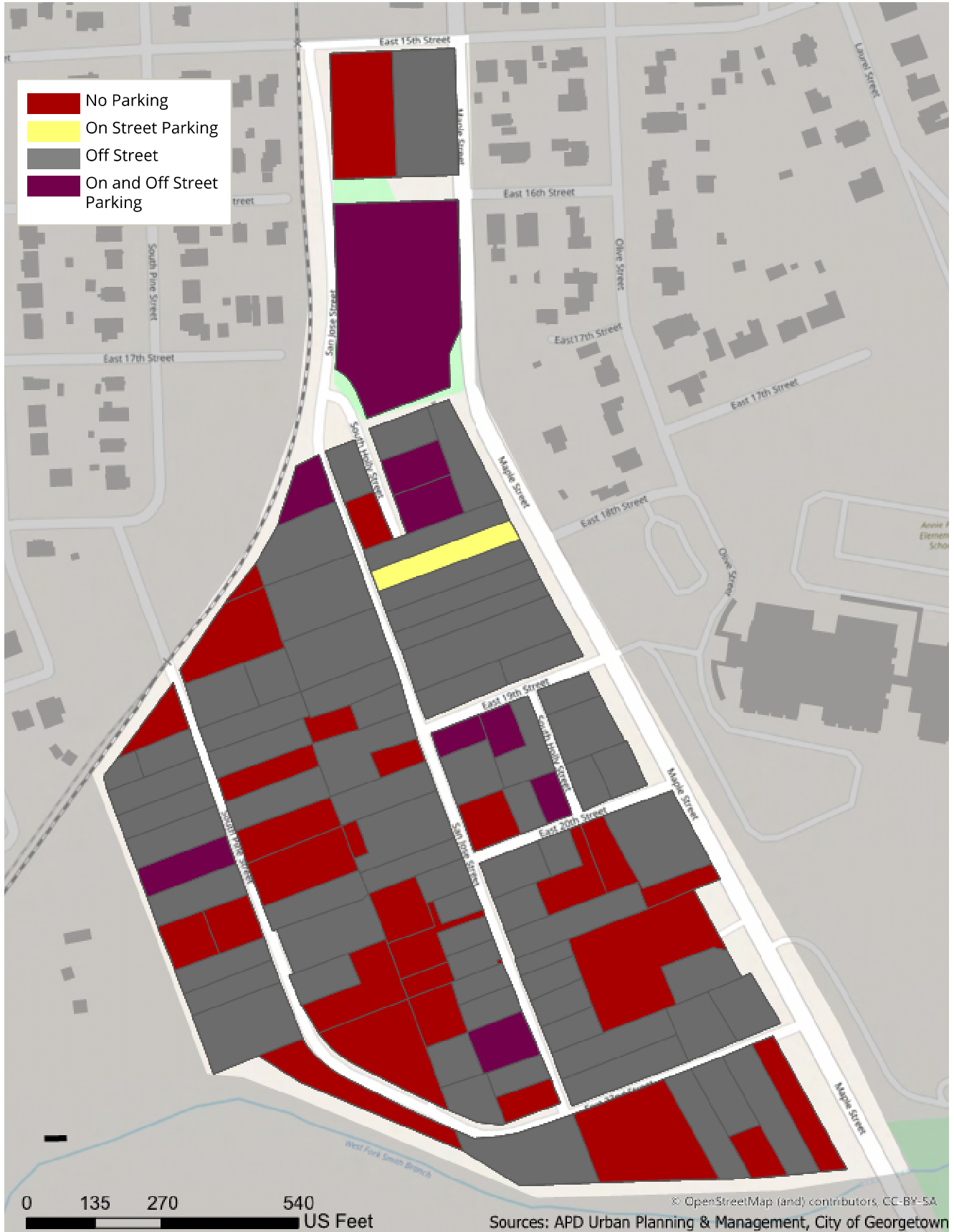
Existing Sidewalks

The City of Georgetown completed a sidewalk survey as part of their Sidewalks Master Plan. Results from this survey are shown in Figure 21. The map shows that there are no sidewalks in the interior of San José, with limited connections to adequate sidewalks outside of the neighborhood.

The limited number of existing sidewalks in San José contributes to the lack of safety residents feel while walking in the neighborhood, especially to San José Park and Annie Purl Elementary School. Lack of sidewalks also increases the chance of vehicle and pedestrian conflicts.

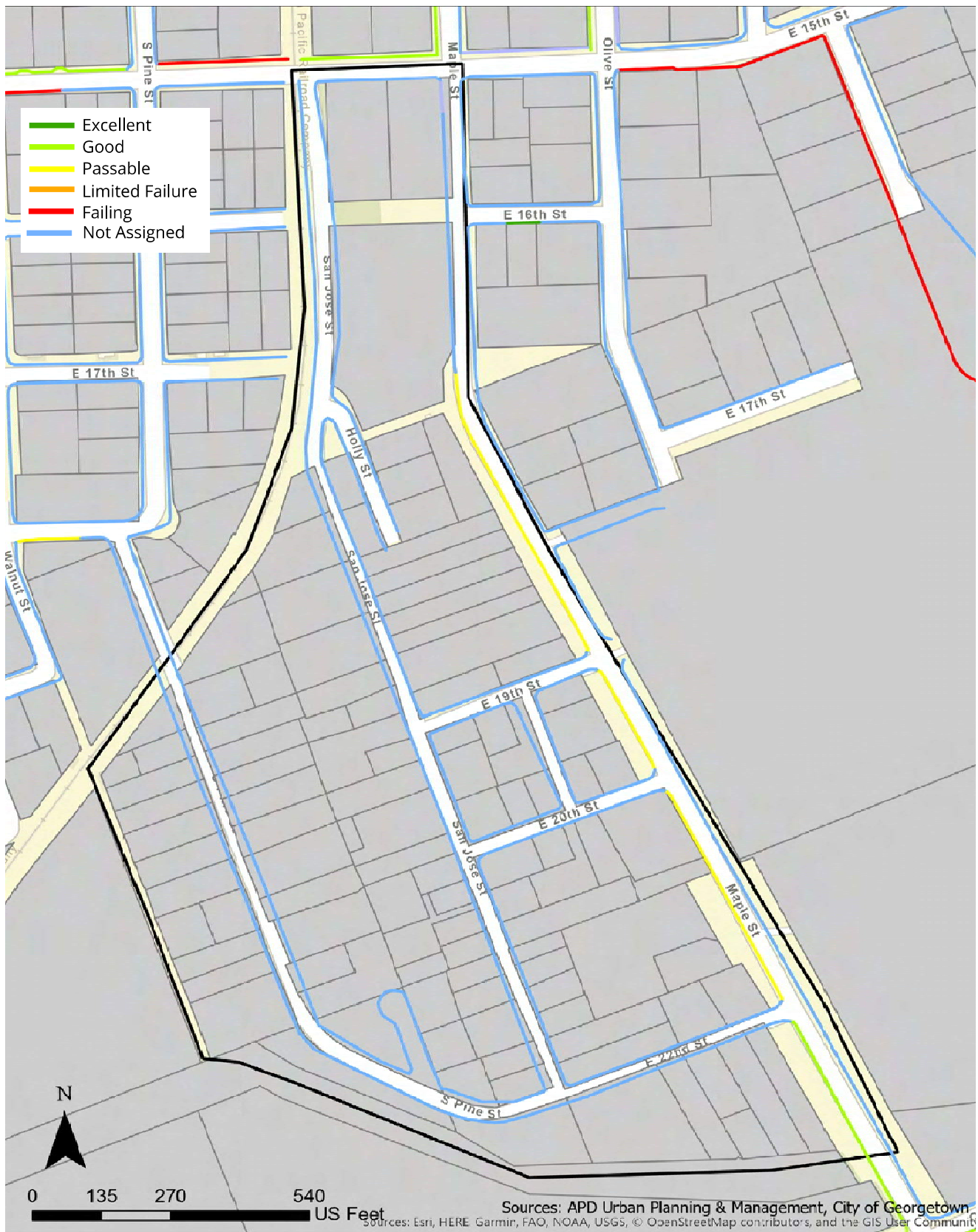
Off Street Parking is Available in Most Areas

Figure 20: Parking Options in San José



Minimal Sidewalk Connectivity in the Neighborhood

Figure 21: Sidewalks in San José



Existing Street Cross Sections

The cross-sections below represent the conditions for three (3) critical roadways in San José. These corridors are vital to the mobility of neighborhood residents and those passing through the area. It is essential to understand these current conditions as a baseline for future recommendations.

Figure 22: Maple Street

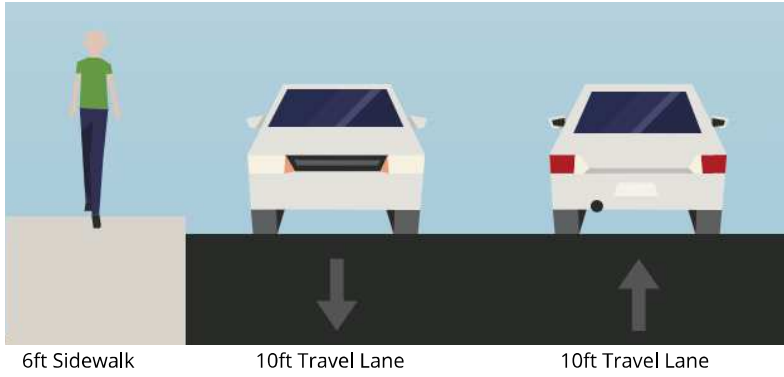


Figure 23: San José Street

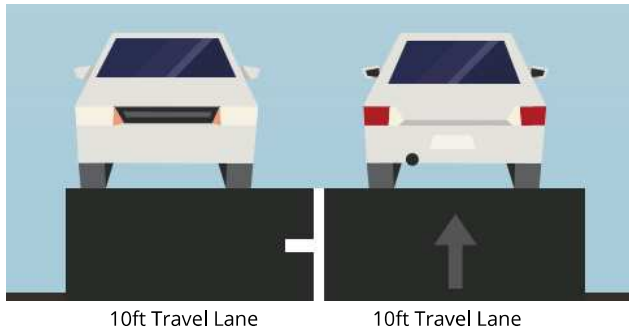
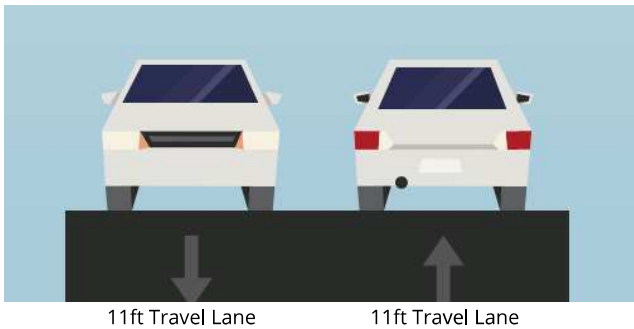


Figure 24: Pine Street/East 22nd Street



Key Findings

- Speeding is a concern, especially along San José Street and Maple Street;
- There is insufficient parking at San José Park;
- Parents parking at 19th Street block vehicular turning movements and visibility for pedestrians;
- 65% of households have access to off-street parking; and
- There are no sidewalks in the neighborhood's interior, limiting safe pedestrian access to San José Park and Purl Elementary School.

Infrastructure

The final category included in the windshield survey is infrastructure. The survey recorded the presence of streetlights, and the City of Georgetown provided data on existing stormwater infrastructure in San José.

Streetlights

Streetlights are found on 20% of parcels in San José, with at least one streetlight on each street in the neighborhood. Streetlights are most prevalent on Pine Street and are the least prevalent on San José Street.

Stormwater

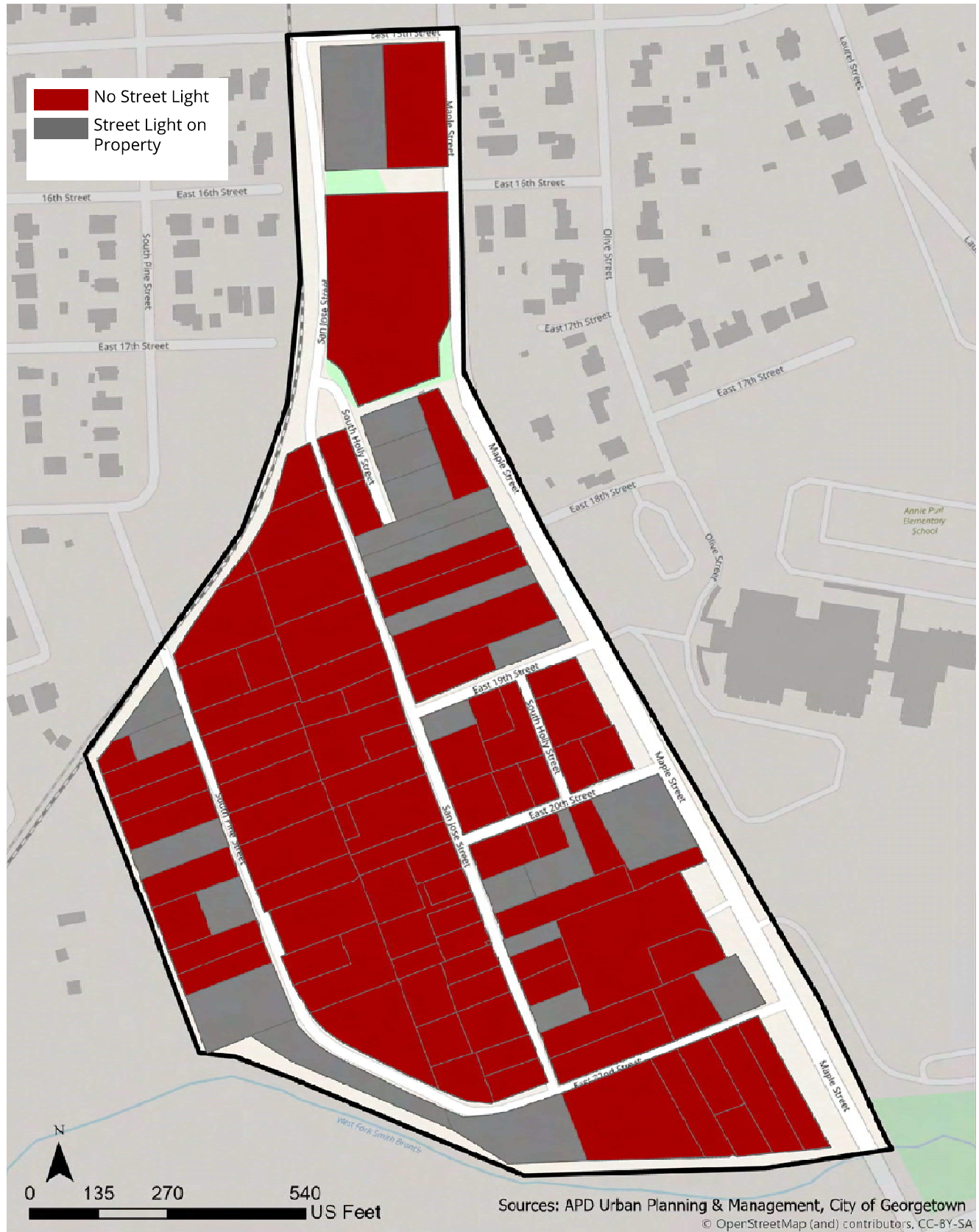
There is limited stormwater infrastructure within the San José neighborhood. Existing stormwater infrastructure is concentrated around the exterior of the neighborhood, near East 15th Street and San José Park. A concrete drainage swale runs along Maple Street, from San José Park to East 19th Street.

Key Findings

- Streetlights are on 20% of parcels in the neighborhood;
- There is limited street lighting around San José Park; and
- Existing stormwater infrastructure is concentrated on the exterior of the neighborhood.

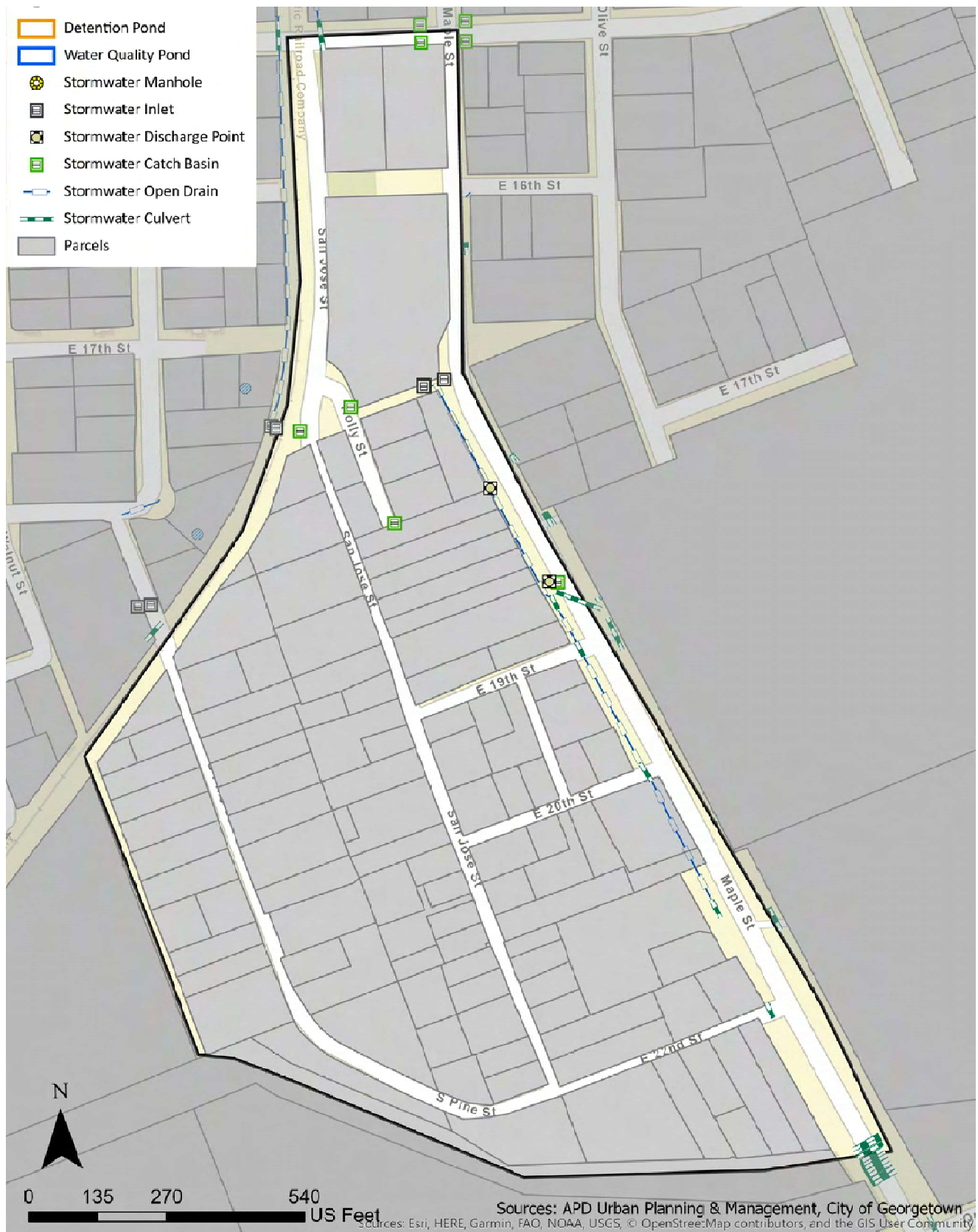
There is Limited Street Lighting in the Neighborhood

Figure 25: Street Lights in San José



There is Limited Stormwater Infrastructure in San José

Figure 26: Existing Stormwater Infrastructure in San José



Transportation Strengths, Opportunities, Weaknesses and Threats

Strengths

- The majority of lots have access to existing off-street parking;
- The neighborhood's proximity to San José Park and Purl Elementary School;
- The splash pad at San José Park; and
- The lighted basketball court.

Weaknesses

- Existing streets in the neighborhood are narrow;
- There is a lack of stormwater infrastructure in the neighborhood;
- There is limited parking near San José park;
- Lack of covered shade and picnic areas; and
- Few existing streetlights in the neighborhood.

Opportunities

- Improve pedestrian access around San José Park;
- Improve pedestrian access between the neighborhood and Purl Elementary School;
- Implementing speed reduction techniques in San José; and
- Increase stormwater management infrastructure in the neighborhood.

Threats

- Continued speeding in the neighborhood;
- Increased traffic due to visitors to San José Park;
- Future flooding events in the neighborhood; and
- Street widths along San José impede emergency services when parking is present.



Source: Austin.com