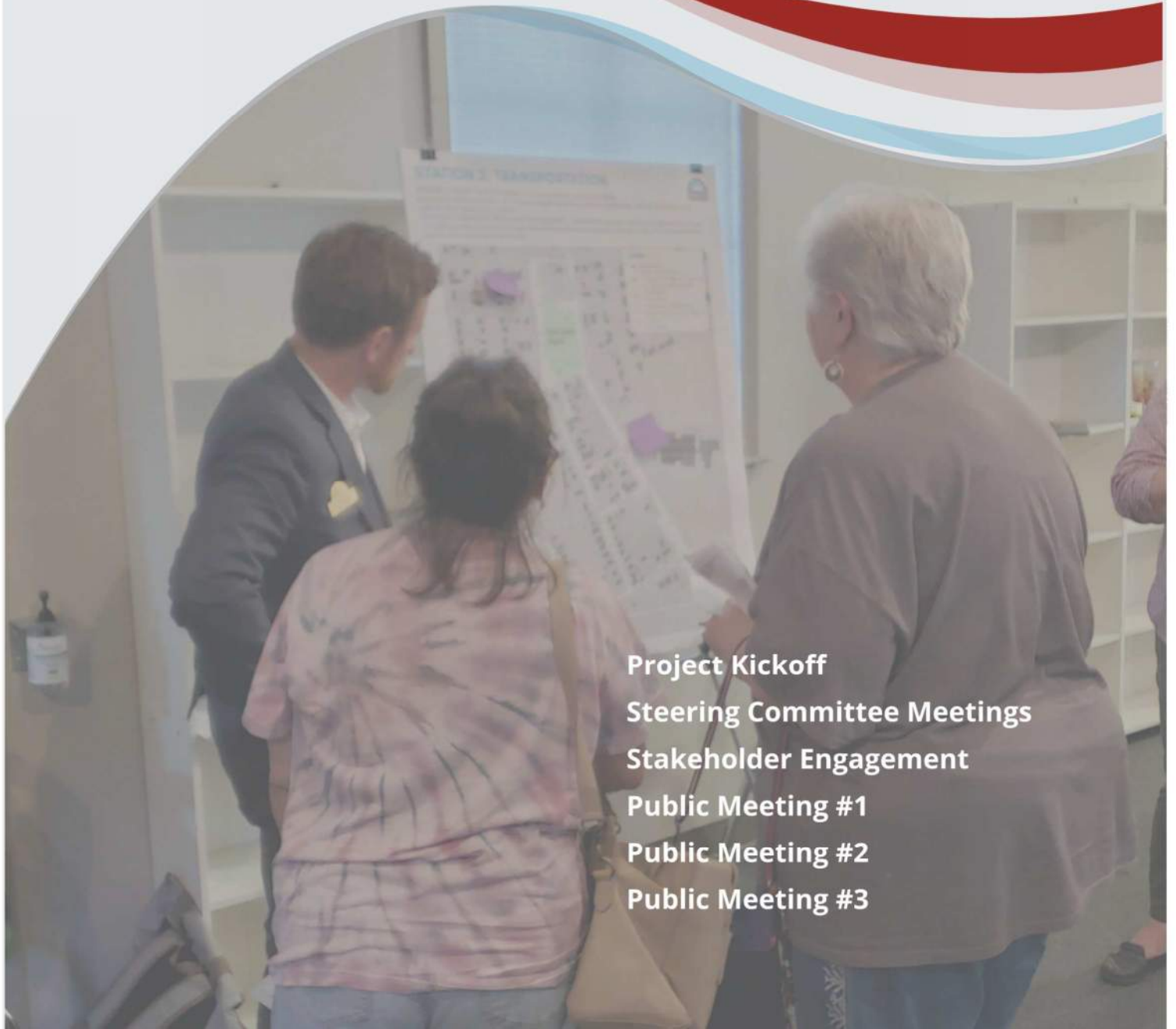


Community Voices



Project Kickoff
Steering Committee Meetings
Stakeholder Engagement
Public Meeting #1
Public Meeting #2
Public Meeting #3

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Steering Committee Meetings

Project Kickoff

The first Steering Committee meeting, held on May 3rd, 2021, served as a project kick-off to educate members on the project's scope and responsibilities. Steering Committee members provided information on stakeholders, goals, expectations, issues, and concerns. Input exercises from the meeting are summarized below.

Exercise: What are your Goals & Expectations for this project?

The Steering Committee wants to see the history and culture of San José shared and celebrated, and have an improved space to hold community events. They would also like to see a vision for the neighborhood with action steps that help reach that vision. Additionally, the Steering Committee wants to see home values and property taxes stabilized to the neighborhood resident's current incomes and create additional safety measures to ensure the neighborhood is safe for both cars and pedestrians.



Source: APD Urban Planning and Management

Exercise: What are your goals for successful outreach and community engagement during this project?

Members felt that mailouts, flyers, and email are the most effective way to reach San José residents, in addition to door-to-door contact. Members thought that an open house meeting and focus groups were the most effective way to facilitate community feedback from residents in San José. Members view online engagement as the least effective way to engage residents in San José.

Exercise: What do you like the most and the least about your neighborhood?

Members like the history and culture of San José, including the family oriented atmosphere of the neighborhood. Members also like their neighbors in San José.

Members dislike the rising property taxes, trash, and vacant lots in the neighborhood, and traffic issues such as parking and speeding. Members also dislike the reputation that San José has a lot of crime, as this is a misconception.



Source: APD Urban Planning and Management

Exercise: Strengths, Weaknesses, Opportunities, Threats (SWOT)

Members feel that San José Park, the rich history and culture of the neighborhood, and its residents are all strengths of San José. Weaknesses include the trust factor between neighborhood residents and the City of Georgetown, and unclear property titles, which the Steering Committee sees as a significant issue in the neighborhood.

Opportunities for San José include celebrating the history and culture of the neighborhood through events and other means, better activating the underutilized railroad track, and homeowner education that teaches residents how to appeal property taxes and the importance of having a clear title and a will. Threats to the neighborhood include rising property tax assessments, and storm-water management issues throughout the neighborhood.

Steering Committee Asset Mapping Activity

Steering Committee members completed an asset mapping activity to help identify important areas in the community. Steering Committee members identified assets, such as places of worship, gathering spaces, community centers, historic sites or events, and concerns such as crime, litter, and traffic issues. These assets and concerns are summarized below, and numbered with their locations illustrated in Figure 27. The number of instances a Steering Committee member mentioned the community asset or concern is indicated in parenthesis.

Community Assets

1. San José Park (5).
2. Splash pad in San José Park.
3. Annie Purl Elementary School (2).
4. San José Community Church (5).
5. Historic Altar to San José (4).

Community Concerns

6. Vacant lots.
7. Litter along railroad tracks.
8. Litter in ravine along Maple Street.
9. Litter in vacant lots on Pine Street (2).
10. Number of cars parked along East 22nd Street (2).
11. Traffic along San José Street (2).
12. Vacant and abandoned property along South Pine Street (2).
13. Infrastructure issues (2).
14. Infrastructure issues on East 19th Street.
15. Infrastructure issues on East 20th Street.
16. Litter along East 22nd Street.
17. Speeding along Maple Street near San José Park.
18. Drainage issues.
19. Traffic congestion in the mornings and afternoons.
20. Drainage issues.
21. Traffic.
22. Crime (2).
23. Litter (3).

Neighborhood-Wide Concerns

- Narrow streets.
- Limited pedestrian infrastructure.
- Litter.
- Vacant and abandoned lots throughout the neighborhood.
- Limited parking.
- How to highlight the history and culture of the neighborhood in an equitable way.

Figure 27: Summary of Comments

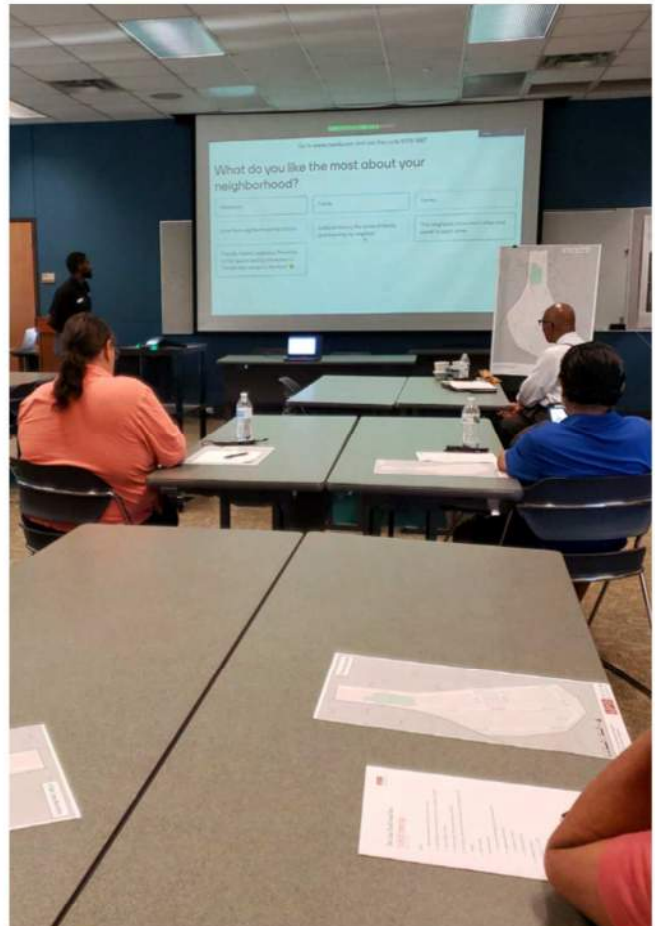


Conclusion

Feedback from the Steering Committee helps illuminate the assets and concerns in San José and the strengths and weaknesses of the neighborhood, as well as opportunities and threats. Their feedback also guides the creation and distribution of outreach material and the public meeting format. Initial takeaways from the kickoff meeting include:

- There should be bilingual and direct communication with the neighborhood;
- There is a strong desire for community building and the Steering Committee to be heavily involved in the process; and
- Major concerns for neighborhood residents include rising property taxes, drainage issues, and traffic.

Additionally, Steering Committee feedback was used to craft materials shared at the first public meeting.



Additional Steering Committee Meetings

Steering Committee Number Two

At the second Steering Committee meeting, members reviewed the initial findings from APD-U's first visit to Georgetown, the draft Community Outreach and Engagement Guide, and the stations created for the first public meeting.

Steering Committee Number Three

At the third meeting, the San José Steering Committee reviewed the project kick-off and the first community meeting summary, existing conditions, and the material for the upcoming community meeting number two.

Steering Committee Number Four

At the fourth Steering Committee meeting, community meeting two results were shared, the draft vision and goals were discussed, and a discussion was held on flooding that occurs in the neighborhood.

Steering Committee Number Five

The San José Steering Committee confirmed the vision and goals and reviewed the neighborhood's market analysis and land use and zoning recommendations at the fifth Steering Committee meeting.

Steering Committee Number Six

The sixth Steering Committee meeting provided members with market scan updates and reviewed the material for the final public meeting. The next steps in the planning process were also reviewed.

Steering Committee Number Seven

The seventh Steering Committee meeting was a joint meeting between the TRG and the San José Steering Committees. The joint meeting provided an opportunity for the two Steering Committees to meet and discuss the planning process and learn more about the specifics of each neighborhood plan. A review of the overall planning process and a preview of the third public meeting was completed. Then, the TRG and San José committees split up and reviewed the draft recommendations and implementation plan.

Steering Committee Number Eight

At the final Steering Committee meeting, members reviewed and provided feedback on the draft plan.

The San José Steering Committee provided invaluable feedback throughout the planning process and helped shape the recommendations included in the final plan. As the San José Neighborhood Plan transitions into implementation, the continued support of Steering Committee members is essential. The ultimate goal is for each member of the Steering Committee to become a champion of the plan and support its implementation.



Source: APD Urban Planning and Management



Source: City of Georgetown



Source: City of Georgetown



Source: APD Urban Planning and Management

Stakeholder Engagement

An important task of the engagement process was meetings and interviews with specific stakeholders, with groups and other individuals who live and work in the San José neighborhood and the City of Georgetown. Both one-on-one meetings and focus groups were held with the stakeholders. The following stakeholders were engaged*:

- Boys and Girls Club;
- The Caring Place;
- Catholic Charities of Central Texas;
- City Council Members;
- City of Georgetown Parks and Recreation Department;
- City of Georgetown Police Department;
- City of Georgetown Planning and Zoning;
- City of Georgetown Public Works Department;
- Georgetown Public Library;
- City of Georgetown Arts and Culture Department;
- Georgetown Health Foundation;
- Georgetown Housing Initiative;
- GTX Connect;
- Habitat for Humanity;
- Local Banks;
- Local Developers;
- Local Churches;
- Private Property Owners;
- Salvation Army; and
- YMCA.

*The Stakeholder list provides an idea of the type of organizations involved in the planning process but is not an exhaustive list of all stakeholders involved.

Community Meeting Number One

The first public meeting for the San José Neighborhood Plan was an open house held on Wednesday, June 30th, 2021, at the Getsemani Community Center. Six (6) stations covered several major topics identified by the Steering Committee and through previous surveys.

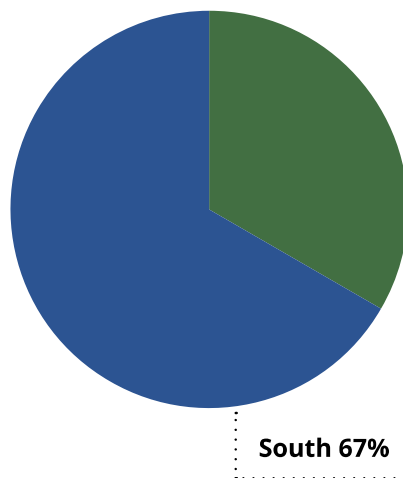


The meeting was held between 6:30 pm and 8:30 pm in a flexible format that allowed participants to give input on different stations related to the above topics. The six (6) stations consisted of a total of ten (10) exercises. Members from the consulting team and the City of Georgetown facilitated the station discussions and documented comments received.

Upon arrival, attendees were asked to sign in and answer several questions. The first question asked attendees to place a sticker on a map to show where they live and work. Results from this question are shown in Figure 28. All attendees who participated in this exercise live in the San José neighborhood. The majority of attendees who participated in this exercise stated they also work in San José.

Where Do You Live?

Figure 28: Where Do You Live Results





Most and Least

The Most/Least exercise asked attendees to describe what they like the most and least about San José. The table below summarizes the results from this exercise.

What you like the MOST
Good neighbors
Location
Everyone knows each other
Neighborhood feel
The neighbors
The people
The park
The culture

What you like the LEAST
Empty Lots
Abandoned homes
People do not clean their homes
Traffic
Speeding on Pine Street

Major takeaways

Attendees like the strong sense of community in the San José neighborhood and dislike the high number of undeveloped lots. Input received at this station was used to ensure that the plan recommendations help reinforce what stakeholders like most about their community and address what they like the least about the neighborhood.



Source: APD Urban Planning and Management



Source: APD Urban Planning and Management

Make a Wish for San José

Figure 29: Attendees Comment Summary Word Cloud



Vision

The vision station had two (2) different exercises. Exercise 1 asked attendees to make a wish for the San José Neighborhood. The results are summarized below, into four (4) general categories.

Infrastructure

- Streetlights
- Sidewalks
- More parking on Maple Street for the park

Recreation

- Soccer goals
- Summer program for kids
- More covered picnic tables and a cover for the playground area
- More gazebos

Community Development

- Help to repair homes in need
- Community mural or historic plaque
- Cultural awareness
- Community block parties
- Financial education on property ownership
- Events that draw visitors and locals to share the neighborhood's history
- Do not raise taxes

Access to Goods and Services

- Community garden
- Grocery store

In Exercise 2, attendees created their own vision statement for the San José neighborhood. Thirty-six (36) cards were presented to attendees, and they arranged their top twelve (12) cards on a large board and then recorded their top twelve (12) cards using pens and a tiered placemat. The top ten (10) words selected by participants are below.



Multigenerational



Affordability



Family



Community



Traditional



Green Space



Culture



Safety



Heritage



Parks

Major takeaways

Both exercises at Station One prompted attendees to depict their desires for the future of San José. The results helped develop a vision statement and goals for the San José Neighborhood Plan, which guide recommendations.



History

The history station asked attendees to share a memory of San José. This exercise was intentionally left open-ended so attendees could share any memory they wanted, no matter how big or small. Memories shared at the public meeting are included below and identified in Figure 30.

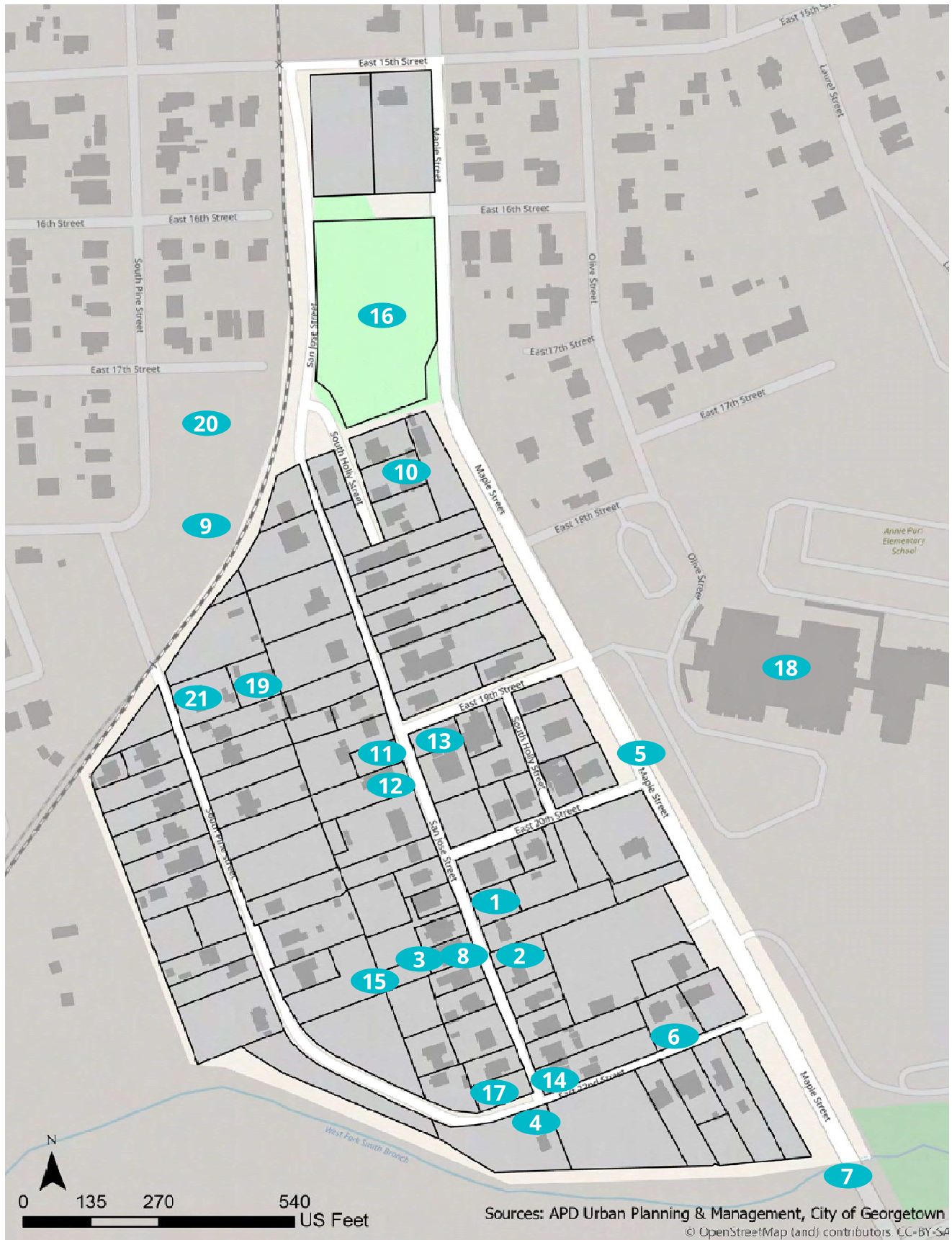
1. San José Grocery Store (Lopez Grocery).
2. Grocery Store (Maldonado).
3. Empty lots where kids from both streets could gather and play.
4. Unidos Club Little Saint.
5. Maple Street used to be the railroad track and the kids would cross the tracks and field to get to school. They made their own trail.
6. Lived in the same house for 40 years. Had four girls and three boys who all attended Annie Purl.
7. Burned out train bridge.
8. Baseball and football field.
9. Original houses from 1936 were here. Families came from Mexico in the 1930's, sometimes stayed with existing families.
10. Lopez family-grandfather and aunt lived here.
11. Where Shorty grew up. The home is no longer there.
12. Valdez family lived here.
13. Church was constructed in 1956. Pentecostal Church was for everyone.
14. 1954 Valdez was born on the corner of San José and 22nd. Built a church then lived across the street (see number 11).
15. Alter used to be a vacant lot.
16. Was a park but mostly vacant land with some swings before the City of Georgetown built a new park.
17. St. Helen's owns this property. Donated by the Zavales.
18. Used to be a Halloween Carnival at Annie Purl with hayrides and costumes.
19. House was built in 1937.
20. Used to be a two-story farmhouse.
21. Grandparents lived here in a farmhouse and had cows, chickens and goats.

Major takeaways

Attendees shared a wide variety of memories that showcase the history of the neighborhood. Comments from attendees show that existing residents have extensive and fond memories of San José, and remember when the community had local neighborhood markets for neighborhood residents. This information can be used to promote the neighborhood's history through marketing and branding and cultural tourism.

Community Memories of San José

Figure 30: Summary of History Comments





Transportation

The transportation station provided attendees with the opportunity to give input about areas of concern within the neighborhood.

Attendees located intersections and areas of specific safety concerns within San José. Three (3) roads and three (3) intersections stood out, as shown in and Figure 31, and Figure 32. The number of instances an attendee mentioned the safety concern is indicated in parenthesis.

Roadways

1. Maple Street
 - o Speeding (4)
 - o Blind spot (1)
 - o Dangerous intersection (3)
2. San José Street
 - o Speeding (9)
 - o Dangerous pedestrian crossing (1)
 - o Blind spot (3)
3. East 22nd Street
 - o Speeding (6)
 - o Dangerous pedestrian crossing (2)
 - o Blind spot (2)

Intersections

4. East 15th Street and Maple Street
 - o Dangerous intersection (1)
5. Maple Street and East 19th Street
 - o Speeding (1)
 - o Dangerous intersection (1)
6. Maple Street and East 22nd Street
 - o Dangerous pedestrian crossing (2)

Major takeaways

Most transportation concerns are on Maple Street and San José Street, particularly around San José Park and between East 19th Street and East 20th Street. Safety concerns near the park, and Purl Elementary include the lack of pedestrian infrastructure and speeding. Speeding is also a concern on East 22nd Street between San José and Maple Street.

Roadways of Concern

Figure 31: Transportation Concerns



Intersections of Concern

Figure 32: Transportation Concerns





Housing Typologies and Housing Concerns

The housing typologies and housing concerns station had two separate activities designed to understand participants' specific preferences on housing types and the particular concerns about housing in the neighborhood.

Housing Typologies

The first exercise asked participants to rank their preferred housing density and style. Four (4) styles of housing were provided for three (3) different housing types. The three (3) housing types included on the board were single-family, duplex, and triplex, and are shown in Figure 33. Attendees were provided 1-6 stickers and asked to place a sticker next to the housing style they most preferred with sticker number one (1) and the housing style they least preferred with sticker six (6).

Points were then allocated to each ranking. For example, a style with one 1st priority vote would have 10 points in total. The scores for each ranking are shown in Table 9.

Overall, attendees prefer single-family homes, with image three (3) receiving both the highest number of first preference votes and the highest number of votes overall. Image four (4) received the second-highest votes overall, but received fewer first preference votes than image number one (1), which received the second-highest number of first priority votes. Both image three (3) and four (4) are existing homes in San José.

Image six (6) received the third-highest number of votes, primarily driven by attendees' second preference.

Major takeaways

- Single-family homes that resemble existing housing stock in San José is most preferred; and
- A duplex ranked in the top three (3). However, upon reviewing the results of the first community meeting with the Steering Committee, it was determined that attendees liked the style of house six (6) but did not understand it was a duplex and do not support duplexes in the neighborhood.

Image 3 Ranked the Highest

Figure 33: Housing Typologies



What is Your Most Preferred Housing?

Figure 34: Housing Typologies Voting Chart

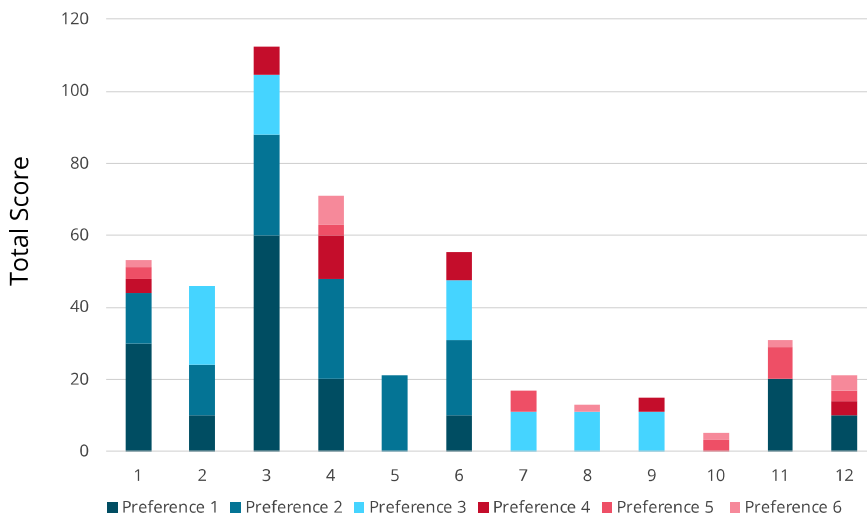


Table 9: Ranking Points

Preference Rank	Points
1st	10
2nd	7
3rd	5
4th	4
5th	3
6th	2

Housing Concerns

The second exercise at this station asked participants to select their top housing concerns. Participants were allowed to choose six (6) concerns from nine (9) options and rank these six (6) concerns by priority preference. Points were then allocated to each ranking. For example, a concern with one first-priority vote would have 10 points in total (Table 10). The scores for each ranking are shown in Figure 35.

The nine (9) concerns for ranking by the community included:

1. Back taxes: homeowners are behind on their property taxes;
2. Property tax increases: concern about existing homeowners ability to pay increased property taxes;
3. Unclear titles: concern about the number of homes that do not have a clear title;
4. Single-family home deferred maintenance: homeowners are unable to afford routine maintenance on their home;
5. Lack of a will for property disposition: homeowners do not have a valid will that details the disposition of their property and other assets when needed;
6. Lack of affordable for-sale housing: there is a lack of affordable housing in the neighborhood for first-time home buyers;
7. Lack of affordable rental housing: there is a lack of affordable rental housing in the neighborhood;
8. New development: concern about the way new homes look; and
9. Rental property deferred maintenance: landlords are not providing routine maintenance on their property.

Property tax increases were the most significant concern for meeting participants, receiving all but one first-priority vote. Single family deferred maintenance was the second-highest concern, followed by a lack of a will for property disposition. Third-priority votes drove the high ranking of both of these concerns. Single-family deferred maintenance received one first priority vote and lack of a will for property disposition received no first priority votes.

Major takeaways

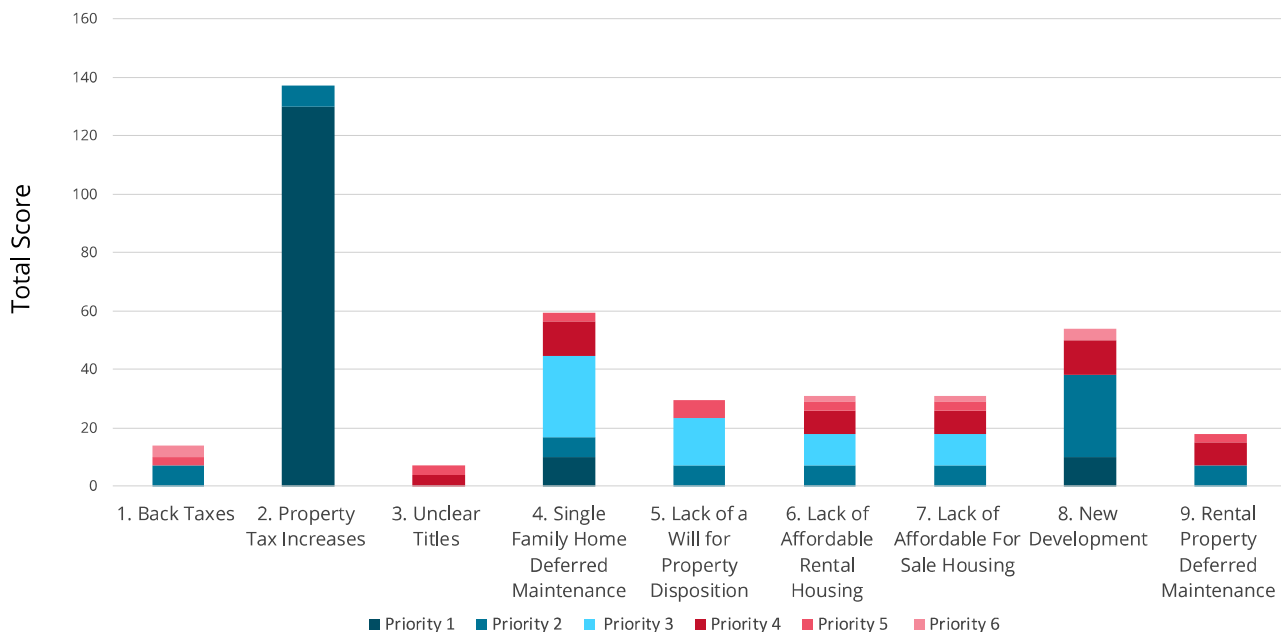
- Property tax increases are a major concern;
- Single-family home deferred maintenance is the second highest concern;
- Unclear titles and back taxes received the least number of votes; and
- These results suggest that residents are concerned about being able to stay in their homes and pass ownership down to their heirs.

Table 10: Ranking Points

Preference Rank	Points
1st	10
2nd	7
3rd	5
4th	4
5th	3
6th	2

What are Your Housing Concerns?

Figure 35: Housing Concerns Voting Chart





Public Investment

The public investment station sought input using two (2) exercises on major areas where tax dollars should be spent. The first exercise introduced participants to the topic through categories, and the second exercise sought more specific public investment ideas.

Public Investment Opportunities

This exercise asked participants to identify one (1) specific issue or opportunity for public investment within the study area. Participants then identified the location of the issue or opportunity on the map. The issues and opportunities are summarized below, and located by number in Figure 36. The number of instances an attendee mentioned the public investment opportunity is indicated in parenthesis.

Infrastructure

1. Flooding (6).
2. Drainage (1).

Transportation

3. Airport style broad speed bumps to prevent speeding through stop signs (1).
4. Traffic along Maple Street (2).
5. Sidewalks along Maple Street (1).
6. Sidewalks east and west of park (1).
7. Blind spot on curve is very dangerous (1).
8. Parking (3).
9. Traffic from parents waiting on children at the elementary school (1).

Recreation

10. San José splash pad (1).
11. More gazebos at San José Park (1).
12. More parking needed at San José Park (2).
13. Walking trail for the neighborhood (1).
14. Opportunity for green space (1).
15. Family friendly exercise course for fitness at San José Park (1).

Safety

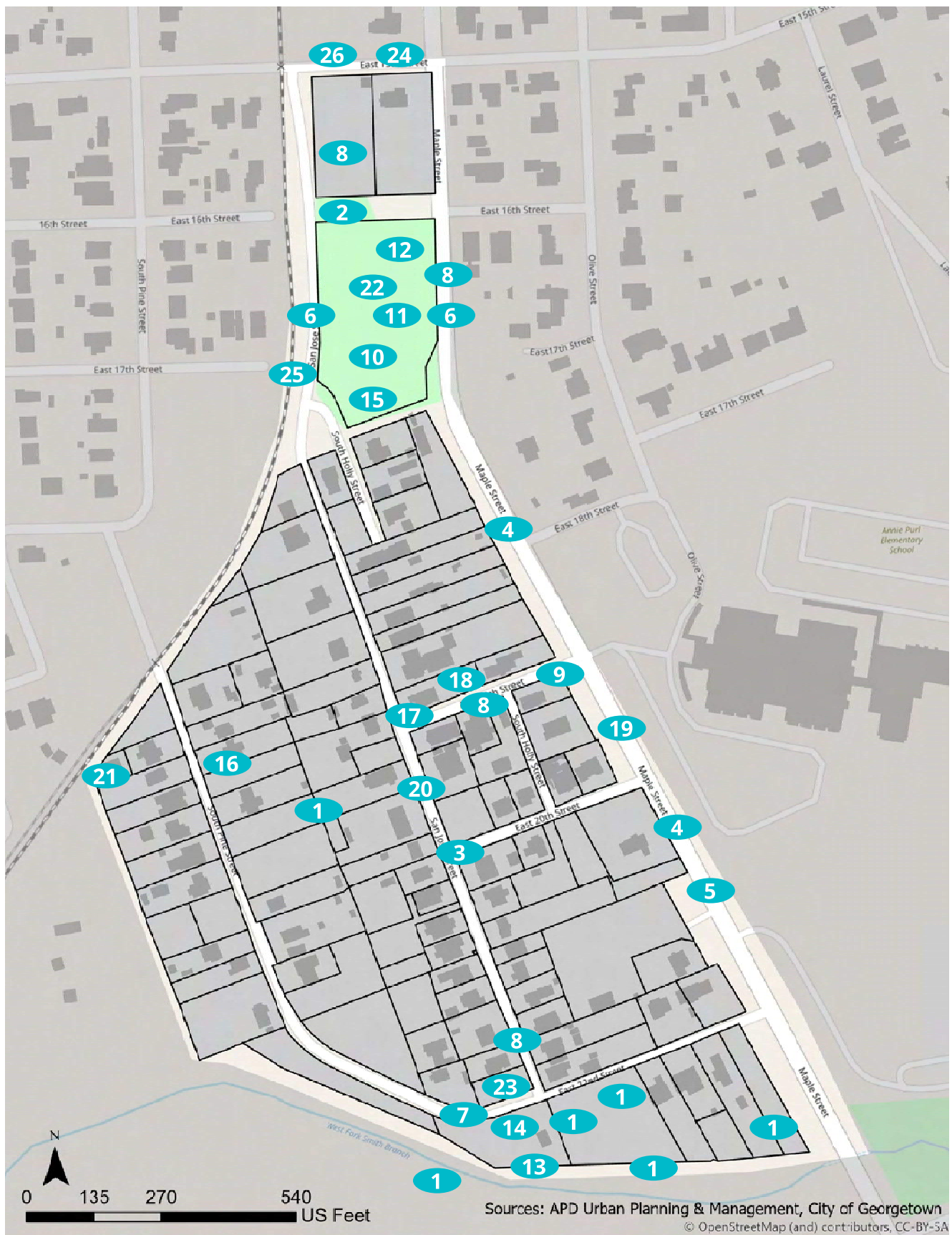
16. Blighted property (1).
17. Drug activity (1).
18. Loud music from cars (1).
19. Trash and dumping (1).
20. Drag racing on San José / speeding ignoring stop signs (1).
21. Access to property is closed. The old road has been blocked (1).

Community Development

22. Community events/ celebrations (3).
23. Community garden (1).
24. Neighborhood cleanups (1).
25. Historic markers along railroad tracks (1).
26. Keep all residents single-family (1).

Community Events are an Opportunity to Bring People Together

Figure 36: Summary of Comments



Public Investment Preferences

This exercise asked participants to rank their preference for ten (10) categories of public investment. Participants could choose six (6) of the ten (10) categories and rank these six (6) by priority preference. Points were allocated to each ranking (see Table 11). For example, a category with one first-priority vote and one second priority vote would score seventeen (17) points in total. These scores are shown in Figure 37.

Flood mitigation received the most first priority votes. Still, it ranked sixth overall, signaling that this investment option elicits a very strong response among those concerned with the issue, with many participants not concerned. Historic preservation received the most votes overall, but only received one first priority vote. This indicates that it is a priority for a significant amount of attendees but was not their highest priority.

Major takeaways

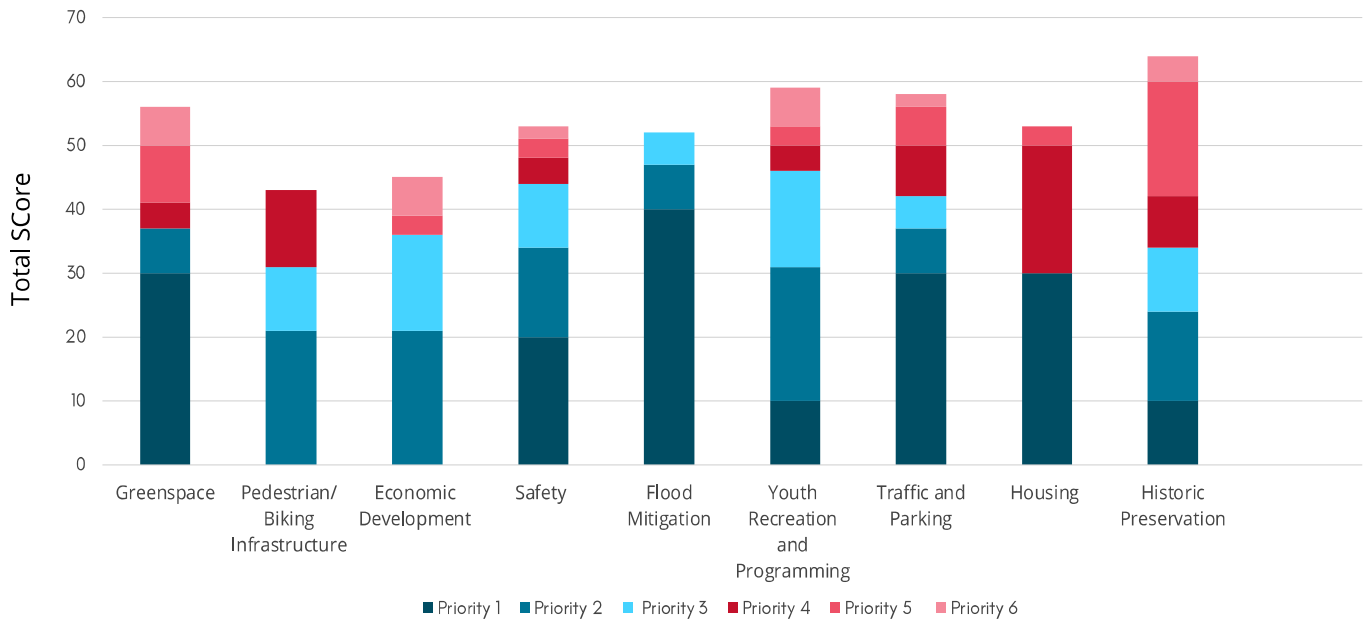
- Attendees are concerned about flooding in the neighborhood;
- Respondents want more community events, such as block parties, that allow neighbors to connect with one another;
- Speeding is a concern in the neighborhood, specifically on San José Street and Maple Street; and
- There is a strong preference to maintain the existing character of the neighborhood.

Table 11: Ranking Points

Preference Rank	Points
1st	10
2nd	7
3rd	5
4th	4
5th	3
6th	2

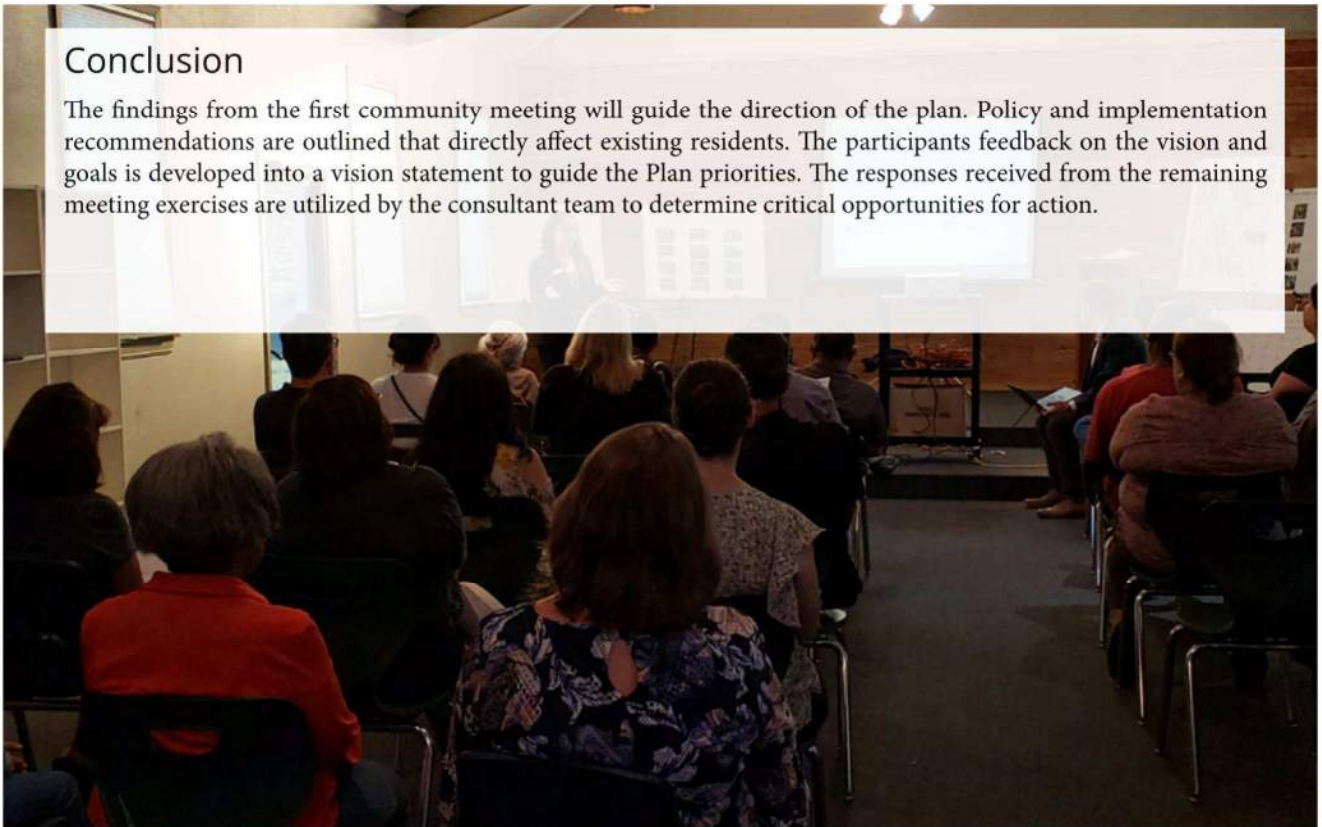
What is your Most Preferred Public Investment?

Figure 37: Public Investment Voting Chart



Conclusion

The findings from the first community meeting will guide the direction of the plan. Policy and implementation recommendations are outlined that directly affect existing residents. The participants feedback on the vision and goals is developed into a vision statement to guide the Plan priorities. The responses received from the remaining meeting exercises are utilized by the consultant team to determine critical opportunities for action.



Community Meeting Number Two

On Wednesday, September 1, 2021, the second community meeting for San José encouraged both virtual and in-person participation. Attendees opted to attend the public meeting in person at Purl Elementary School, with a virtual presentation, or listen to the virtual presentation from home. Attendees at Purl Elementary School registered feedback on station boards. Remote participants provided their feedback via an online survey. Questions focused on six (6) major categories and requested responses to progress the development of the Neighborhood Plan. All meeting collateral, station boards, and online survey accommodated English and Spanish-speaking participants.



The five (5) stations consisted of a total of seven (7) exercises. APD-U led a virtual presentation for in-person and virtual attendees. The meeting from 6:30 pm to 8:30 pm, encouraged participants to weigh in at the five (5) stations. City Staff facilitated the station discussions and documented participants comments. The online survey was shared during the virtual presentation and in-person meeting, and posted on the City of Georgetown’s website. The survey was open from September 1st to September 8th, 2021. Results from the station boards and the online survey were compiled and shared in the project report.

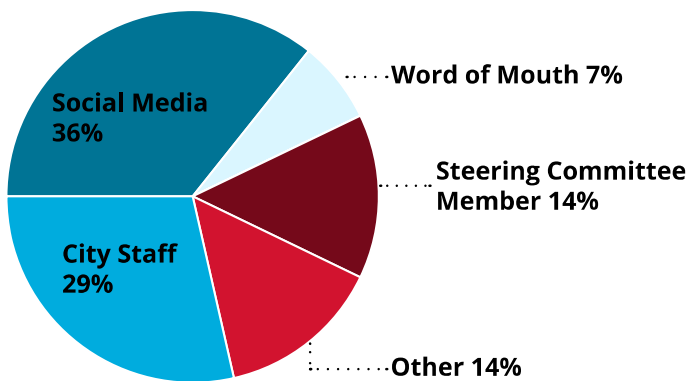
When attendees signed in at Annie Purl Elementary School, they were asked how they heard about the meeting and their connection to San José. These questions were also included at the beginning of the online survey.

Respondents

Seventeen (17) people signed in at the Purl Elementary School meeting, and nine (9) completed the online survey. Most people heard about the meeting via social media and the City of Georgetown staff. The Steering Committee was also effective at broadcasting the public meeting and the online survey. Another successful outreach method that several respondents mentioned was a flyer located near the splash pad in San José Park (Figure 38). A majority of the respondents are current homeowners in the San José Neighborhood (Figure 39.).

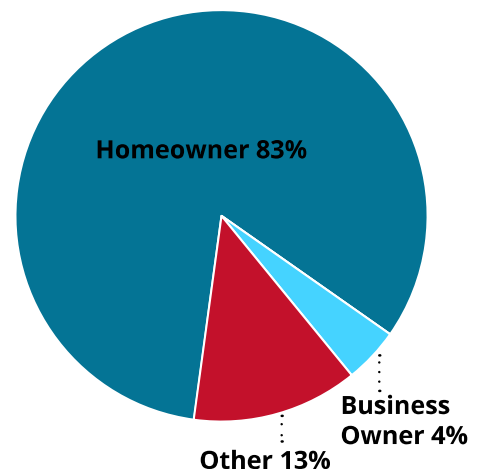
Most Respondents Heard About the Meeting/ Survey Through Social Media

Figure 38: How Did you Hear About the Meeting/ Survey?



Most Respondents are Homeowners in San José

Figure 39: In San José are You A...





Vision and Goals

Input received from meetings conducted with the San José Steering Committee, and from the first community meeting helped create two draft vision statements and draft goals for the Neighborhood Plan. Exercise 1 asked respondents to vote on their preferred vision statement, and Exercise 2 asked respondents to share which goals they do and do not support for the San José Neighborhood Plan.

Vision Statement Number One was Most Preferred

Figure 40: Draft Vision Statements

- 10 San José is a historic, multigenerational, safe neighborhood close to the Downtown Square that celebrates and protects its Hispanic heritage, residential character, and community assets like San José Park, San José Community Church, and the historic altar to San José.
- 4 The San José neighborhood is a multigenerational community that protects its long-term residents and is rich in heritage with safe streets and parks, which promote opportunities to share its culture.

One edit was made to the first vision statement. The last sentence was modified to say “historic shrine to San José” in place of historic altar to San José.

The first vision statement option received ten (10) votes, and the second vision statement received four (4) votes. The first vision statement was vetted with the San José Steering Committee as the final vision statement for the San José Neighborhood Plan.



Source: City of Georgetown

Exercise 2 asked respondents to select goals for the San José neighborhood. Input from the Steering Committee kickoff meeting and the first public meeting, were used to form the draft goals. Figure 41 shows the results of this exercise. One blue box represents two “support” votes for the goal, and one red box represents two “do not support votes”. For example, protection of long term-homeowners received fourteen (14) total support votes.

Infrastructure that Improves Drainage and Reduces Flooding is a Priority

Figure 41: Goals Attendees Most Want to See Realized



Major takeaways

- Overall feedback was positive for both vision statements. The first draft statement received ten votes and the second draft statement received four votes. The first vision statement includes existing community assets in the neighborhood, which respondents liked;
- A majority of the goals received positive feedback, receiving more “support” votes than “do not support” votes;
- “Promote neighborhood safety and stability” received three “do not support” votes, the most of any goal;
- “Increase access to youth programming and recreation” received nine support votes, the least number of votes; and
- “Supporting infrastructure that improves drainage and reduces flooding” received seventeen support votes, the most votes overall. Such high support indicates improving infrastructure is an important goal to respondents and should be prioritized in the Neighborhood Plan.

Final 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.



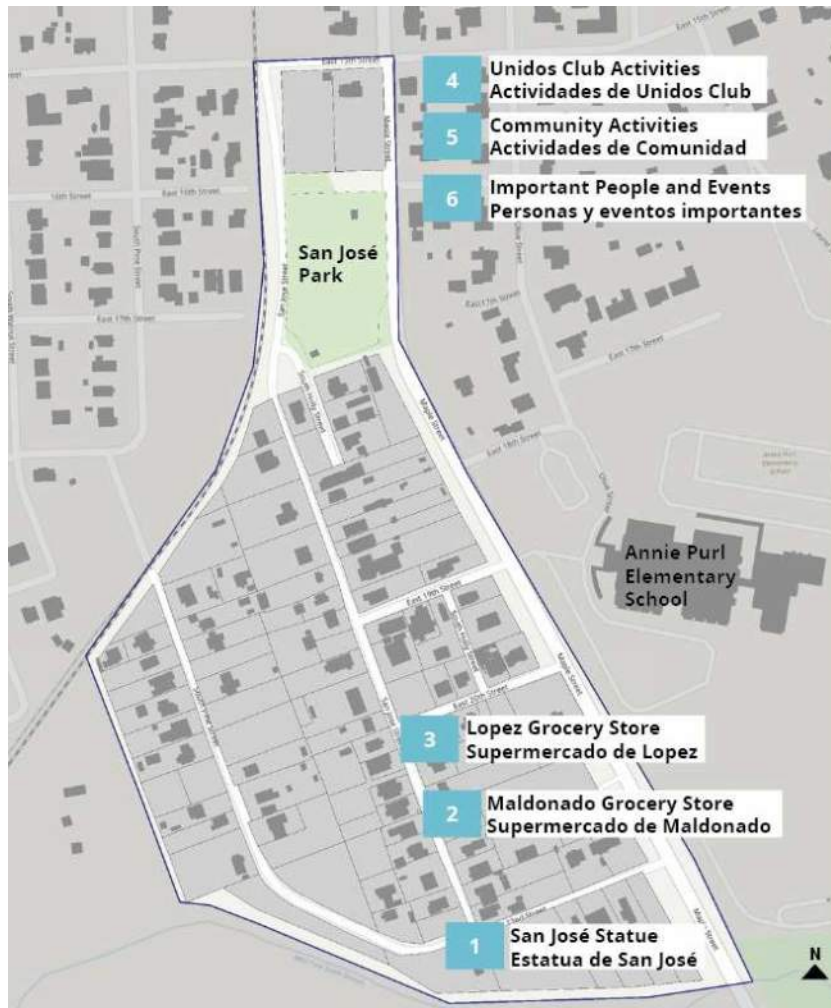
History

Feedback on neighborhood history from the Steering Committee and from the first public meeting was used to create a list of historic places, people, and events that was shared at the second public meeting. Six (6) topics were included in the second public meeting for respondents to provide information on. They are written below and also included on the map shown in Figure 42.

1. San José Statue;
2. Maldonado Grocery Store;
3. Lopez Grocery Store;
4. Unidos Club Activities;
5. Community Activities; and
6. Important People and Events.

Respondents also had the opportunity to include any additional information about the history of the neighborhood.

Figure 42: Historic Assets Map



1

San José Statue

- Mass of feast of St. José with celebration;
- Property owned by Tomas Zavala and donated. In March mass was preformed on the feast day of San José. On Good Friday the Stations of the cross would end at the shrine; and
- Statue was moved from original location-owned by E Family. She had a beautiful voice and would sing in mass.

2

Maldonado Grocery Store

- Lasted seven or so years; and
- The owner would allow customers to run a tab for goods.

3

Lopez Grocery Store

- The store was much larger than Maldonado Grocery Store (pre 1956);
- The store would extend credit;
- Nothing to preserve here, because there's a big house where it used to be;
- Owned by Nat Lopez. Neighborhood children would receive a free ice cream or candy for a good report card. A hang out spot for children to meet up and play arcade games;
- Sno cones; and
- My Grandfather, who was "Nat Lopez" served on city council for awhile, as well he owned, and operated "Lopez Grocery" for many, many years.

4

Unidos Club Activities

- Scholarship fundraiser annually with a 2-day fiesta; and
- Henry Bracamentez.

5

Community Activities

- Cinco de Mayo Celebrations at Getsemanie;
- Single member districts 1988/1989 for minority to have a voice on council; and
- San José mass in March in celebration of San José. The Stations of the Cross done on Good Friday.

6

Important People and Events

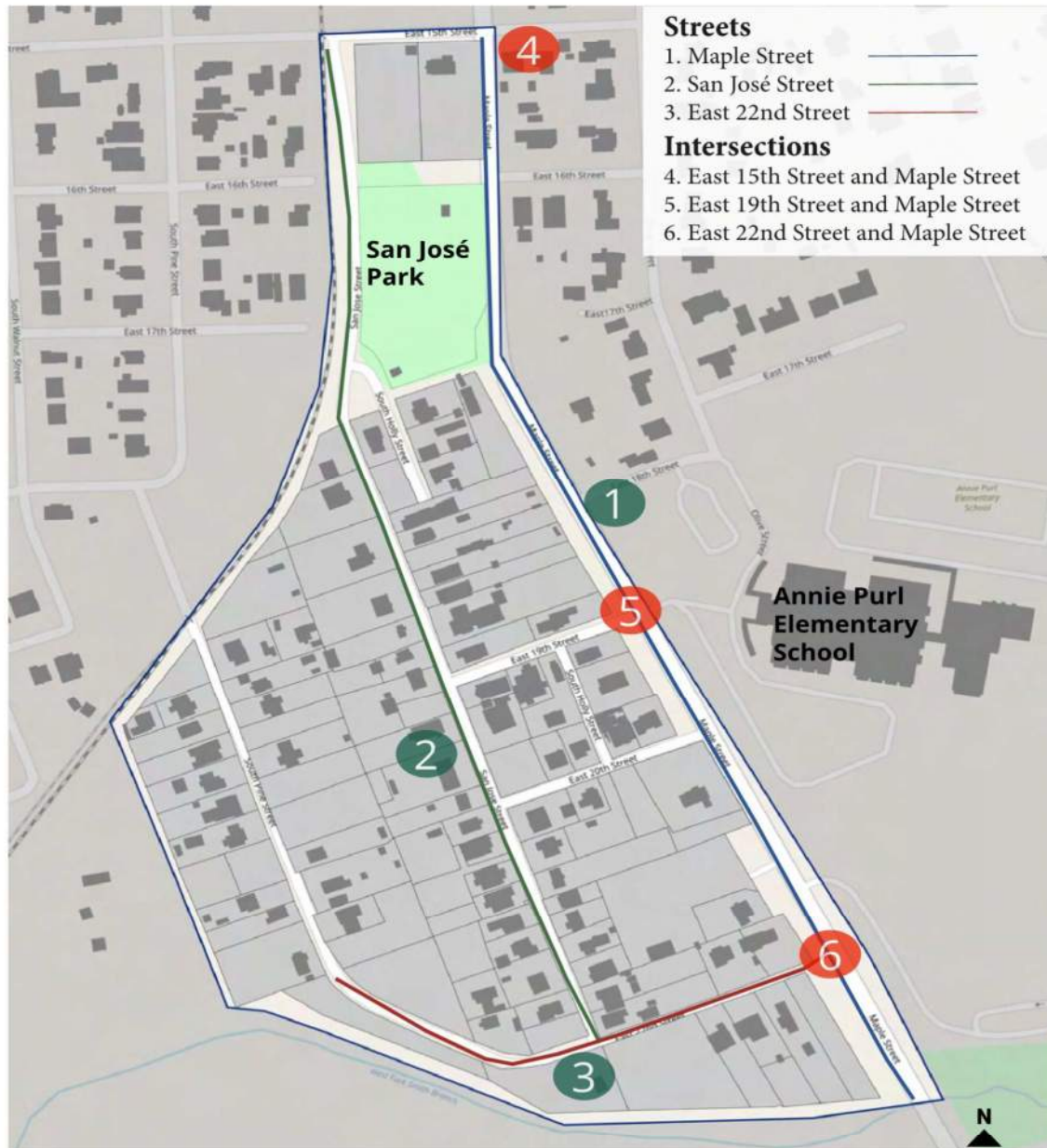
- Easter and Good Friday celebrations carrying the cross down San José Street from the park to the San José Statue;
- Josie Lopez got the City to pave the streets. Mud to gravel to paving when Leo Wood was City manager-part of Urban Renewal. Shorty was first council person for District 1. Lupe was second, Patty Eason was 3rd and was a member for a long time;
- Mr. Lozano (Jesse) has a building named after him-school teacher (mech. Building of the school).
- Richard Vasquez 1st Hispanic Sheriffs Deputy for WILCO;
- Nat Lopez, owner and operator of Lopez Grocery, as well he served on city council for several years. Ask anyone in the neighborhood, and they can tell you who Nat Lopez was. He is my grandfather. He was also appointed to Williamson County Opportunities Board of Directors;
- Four city council members- Lupe Caranco, Lorenzo Valdez (Shorty), Llórente Navarrete, Mary Calixtro;
- School board member- Llórente Navarrete;
- Richarte school was named after Cipriana Richarte; and
- Matt Dominuez professional football player, Rebecca Hernandez, Jova Richarte, Ramona Jasso part of the first integrated nurses class that was started by Dr. Gaddy and Dr. Shepherd.



Transportation

The transportation station consisted of two (2) exercises. The first was to confirm that particular streets and intersections that have major issues that need to be addressed. The second displayed an initial list of recommendations for implementation, addressed the issues raised in the first public meeting, and asked respondents to pick which recommendations would work best in San José.

Figure 43: Major Transportation Issues



Major takeaways

There was a general consensus that improvements to these six (6) streets and intersections should be of prime concern. Recommendations for these streets and intersections are prioritized in the San José Neighborhood Plan.

Exercise 2, asked respondents to vote on initial transportation recommendations for San José, shown below. The number of votes each received is in blue to the left of the image. The recommendations are split between physical improvements and educational improvements.

Physical Improvements

12		0		4		4	
	Speed Awareness Signage		Traffic Control Signs		Bulb Outs		Chicanes
0		2		7		3	
	Pinch Points		Enhanced Pedestrian Crossing		Sign Relocation/ Tree Trimming		Roundabouts

Educational Improvements

7		10		1		2	
	Enhanced Striping		Police Enforcement		Neighborhood Discussion		Educational signage

Major takeaways

- Speed awareness signage and sign relocation/tree trimming were the most popular recommendations for physical improvements, receiving twelve (12) and seven (7) votes, respectively;
- Traffic control signs and pinch points each received zero (0) votes;
- The two recommendations that received the most votes for educational improvements were police enforcement, with ten (10) votes, and enhanced striping, with seven (7) votes;
- A neighborhood discussion and educational signage received the least number of votes; and
- Overall, the recommendations that received the highest votes are relatively simple recommendations that do not require a significant initial investment to begin to implement.



Urban Design

Four (4) questions regarding urban design were asked to gain a better understanding of the housing types residents prefer in San José. Respondents selected their preferences on four (4) distinct urban design categories, which were building material, number of stories, architectural style, and garages. The number of votes each choice received is written in blue to the left of the category image.

Building Material

7



Limestone

10



Vinyl Siding

2



Stucco

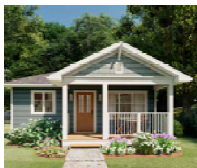
2



Brick

Number of Stories

11



One Floor

6



One and a Half Floors

2



Two Floors

0



Three Floors

Architectural Style

9



Ranch

11



Craftsman

3



Modern

15



Minimal

Traditional

Garage

9



Attached Garage

7



Carport

6



Detached Garage

7



No Garage

Major takeaways

- Vinyl siding and limestone are the preferred building material, receiving ten (10) and seven (7) votes, respectively;
- One-floor homes were the overwhelming preference for respondents, with eleven (11) total votes. One and a half-floor homes were a distant second, with six (6) votes;
- Modern received only three (3) votes for architectural style and was by far the least preferred architectural style. Minimal traditional had the most votes, with fifteen (15), closely followed by craftsman with eleven (11) votes, and ranch with nine (9) votes. These last three styles reflect the existing housing stock in San José;
- There is no strong preference for one type of garage over another. All four possibilities received about an equal number of votes; and
- Building material preferences revealed neighborhood partialities. However, the regulation of building materials is beyond the scope of the recommendations. The final urban design recommendations are derived from these responses.









Programs

An initial list of potential recommendations to address issues raised in Steering Committee meetings and the first public meeting were presented. Respondents selected which recommendations they preferred to address the issues and needs in San José. Respondents could only vote once for each recommendation. Results are shown below, with each blue square representing two (2) votes. For example, under Greenspace and Recreation, the choice of an urban garden with raised beds received a total of five (5) votes.








Housing Strategies

The housing strategies presented today focus on addressing issues related to housing concerns shared in the first public meeting.






-  Homeowner Rehab Program: Examples include financial assistance for emergency repairs, and potential code violations to promote safety. These programs focus on promoting safe structures for long-term homeowners.
-  Property Tax Assistance: These programs address any increases in property taxes to ensure homeowners can stay in their homes.
-  Will Creation for Property Disposition: Connecting residents to low-cost services to create a will for property owners who do not currently have one.
-  Homeowner Education: Providing education on the existing housing programs in the City of Georgetown, such as homestead exemptions, and the Home Repair Program.
-  New Development: Through regulation, ensure new development is similar to the existing character of the neighborhood.
-  Neighborhood Association: Assist in creating a San José neighborhood association.

Greenspace and Recreation Strategies

The addition and programming of green space in the neighborhood should provide recreation opportunities that increase connectivity to other amenities and help manage floods. The green space can be designed with flooding in mind, considering flood resistant plants and water flow.

-  A passive park, that might include walking trails and benches.
-  An urban garden with raised beds.
-  Additional programming at San José Park.
-  Community festivals and events.
-  Additional parking for San José Park.
-  More gazebos at San José Park.
-  Sidewalks on the east and west side of San José Park.

Flooding and Stormwater Management Strategies

-  Increase stormwater and drainage maintenance.
-  Additional flood monitoring.
-  Curb and gutter.
-  Passive recreation programming in the floodplain.
-  Limit development in the floodplain and other environmentally sensitive areas.

Youth Programming Strategies

Activities to support youth growth and development.

- ■ ■ ■ ■ ■ ■ ■ Programs that focus on college readiness.
- ■ ■ ■ ■ ■ Job training.
- ■ ■ ■ Outdoor recreation opportunities.
- ■ ■ Social gatherings focused on youth.
- ■ ■ ■ ■ Soccer goals.

Historic Preservation Strategies

Preservation Strategies prevent the loss of history by incorporating it into the redevelopment process. This policy action moves beyond simply restoring old structures and instead looks at the history of the neighborhood as a key redevelopment tool for marketing, and cultural enrichment.

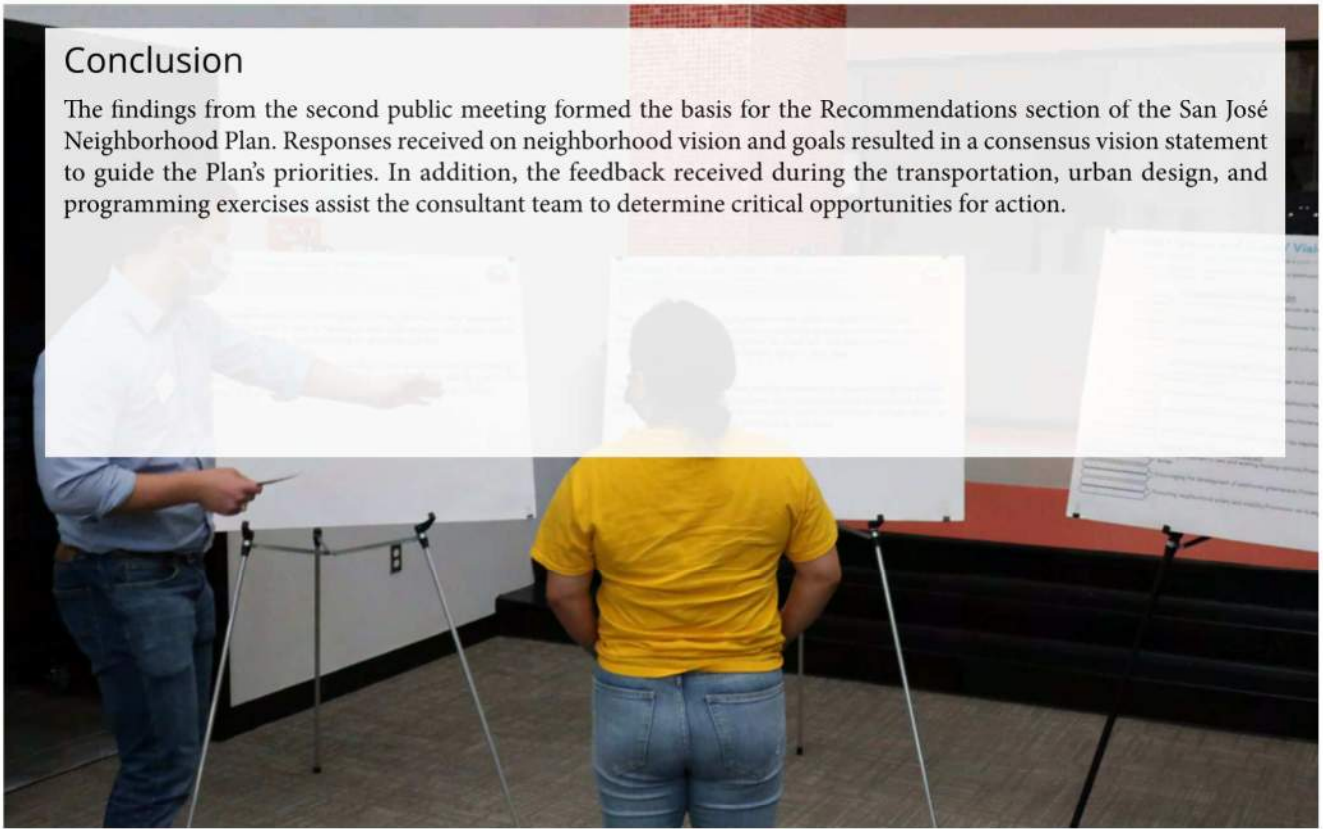
- ■ ■ ■ ■ ■ ■ ■ The design and implementation of a cultural heritage trail would provide residents and tourists with an easy to follow path of neighborhood landmarks.
- ■ ■ ■ ■ ■ ■ ■ Incorporate local history into a marketing and branding campaign that emphasizes the areas rich cultural heritage.
- ■ ■ ■ ■ ■ ■ ■ Invest in public art that highlights the history and Hispanic culture of the neighborhood.
- ■ ■ ■ ■ ■ Incorporate neighborhood history into the naming of trails and park amenities.
- ■ ■ ■ Host exhibits in open space and parks.

Major takeaways

- The two recommendations with the most votes were a homeowner rehab program, with nineteen (19) votes, and increasing stormwater drainage maintenance with fifteen (15) votes. Two recommendations tied for third place: property tax assistance and youth programs that focus on college readiness, both receiving fourteen (14) votes. Since these four recommendations received the most support from the community, implementation of these recommendations are prioritized in the San José Neighborhood Plan;
- The recommendations that received the least support include hosting exhibits in parks and open space, and additional programming in San José Park, with three (3) votes each. Additional programming at San José social gatherings focused on youth and limiting development in the floodplain and other environmentally sensitive areas also scored low, both receiving four (4) votes;
- Overall, there is support for all of the draft recommendations shared as part of the second public meeting, reflecting that respondents feel they each could address the current needs of the neighborhood; and
- Results from this section influenced the final recommendations included in the San José Neighborhood Plan.

Conclusion

The findings from the second public meeting formed the basis for the Recommendations section of the San José Neighborhood Plan. Responses received on neighborhood vision and goals resulted in a consensus vision statement to guide the Plan's priorities. In addition, the feedback received during the transportation, urban design, and programming exercises assist the consultant team to determine critical opportunities for action.



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Community Meeting Number Three

The third and final public meeting for the San José Neighborhood Plan was held on Wednesday, November 10th, 2021, at Purl Elementary School. The meeting presented the final vision and goals for San José and the final recommendations included in the San José Neighborhood Plan. Attendees were asked to provide input at two stations, focused on sharing the history and culture of the neighborhood and civic engagement recommendations.

The meeting began with a presentation, conducted in both English and Spanish, summarizing the work completed on the San José Neighborhood Plan and the recommendations received from participants. Six (6) stations were set up for feedback, four (4) shared draft recommendations, and two (2) asked for specific input on implementation. All content on the station boards was presented in both English and Spanish. The four stations that included:

- Vision and Goals;
- Transportation;
- Land Use and Urban Design; and
- Policy Recommendations.

Two stations asked attendees for input:

- History Implementation; and
- Civic Engagement Recommendations.

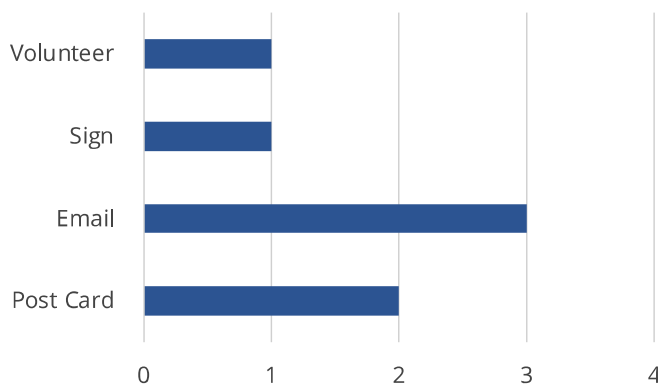
Content shared on the draft recommendation boards is included in the “Neighborhood Preservation Plan” section of this report.

Attendees

Seventeen (17) people signed in at Purl Elementary School for the San José public meeting. Attendees learned of the meeting from a range of sources, including emails, postcards, yard signs, and Steering Committee Members. Figure 44 summarizes how attendees heard about the meeting. Not everyone answered the question on the sign-in sheet, so the total in the chart is less than the total attendance for the meeting. Email and postcards were reported as the most frequent way attendees heard about the community meeting.

Most Attendees Heard About the Meeting through Email

Figure 44: How Did you Hear About the Meeting?



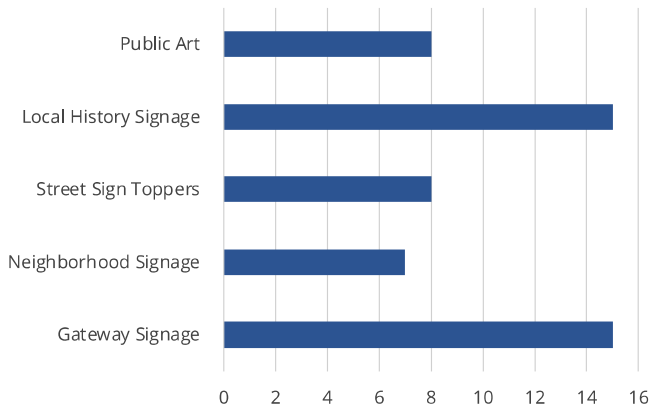
Source: APD Urban Planning and Management

History Implementation

Attendees reported how they prefer the history and culture of San José to be shared. They selected three out of five implementation options. Figure 45 summarizes the results from the History Implementation Station. Both gateway and local history signage received fifteen (15) votes, the most votes overall. Public art and street sign toppers received eight (8) votes, and neighborhood signage received seven (7) votes.

Local History Signage

Figure 45: Historic Preservation Implementation Preferences



Gateway Signage



Neighborhood Signage



Local History Signage



Street Sign Toppers



Local Public Art



Local Public Art

Major takeaways

- Attendees most prefer gateway signage, which is signage located at neighborhood entrances, and local history signage to share the history and culture of San José. Public art and street sign toppers ranked a distant second; and
- Based on community feedback, priority should be placed on creating and installing gateway and local history signage.

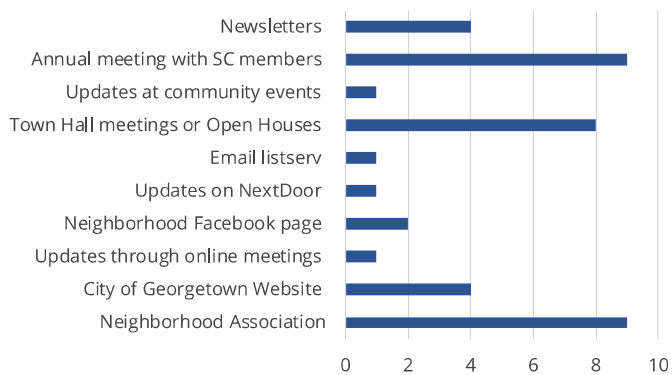
Civic Engagement Recommendations

The Civic Engagement Station asked attendees how the City of Georgetown should communicate implementation updates with the neighborhood. Attendees selected how they prefer to be engaged from ten (10) different options. There was no limit to the number of options attendees could choose. However, they were only allowed to place one (1) sticker per recommendation option.

The creation of a neighborhood association, and an annual meeting with the Steering Committee Members, received nine (9) votes each, the most votes overall. Town hall meetings and open houses, received eight (8) votes each, a close second place. Updates through online meetings, and through an email listserv each received only one (1) vote, the least amount of votes overall. Results are shown in Figure 46.

Neighborhood Association Scored the Highest

Figure 46: Continued Engagement Preferences



Major takeaways

- Online engagement received the least support overall and should be avoided when possible;
- Attendees most prefer for a San José neighborhood association to be created to allow for streamlined communication with the City of Georgetown;
- There was strong support for an annual meeting with the San José Steering Committee to provide an update on plan implementation progress; and
- Based on this feedback, the City of Georgetown and the San José neighborhood should create a San José neighborhood association and establish a standing annual meeting with the new neighborhood association or the Steering Committee appointed for the San José Neighborhood Plan.

Conclusion

The third and final public meeting for the San José Neighborhood Plan shared the final Vision and Goals for the Neighborhood and the final recommendations included in the plan. Feedback from attendees on history implementation and civic engagement were incorporated into the final recommendations.

