

Neighborhood Preservation Plan



Neighborhood Preservation Guide
Implementation Plan

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Neighborhood Preservation Guide

San José 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.

San José Goals

Conservation

- Protecting long-term homeowners;
- Promoting investments in community assets; and
- Celebrating the community's Hispanic history and culture.

Accessibility

- Supporting infrastructure that improves drainage and reduces flooding;
- Improving pedestrian infrastructure in the neighborhood;
- Increasing access to youth recreation and programs; and
- Supporting traffic and parking improvements.

Restoration

- Providing investment in new and existing housing options;
- Encouraging the development of additional greenspace; and
- Promoting neighborhood safety and stability.

The Neighborhood Preservation section contains the recommendations for the San José Neighborhood. The neighborhood vision and goals developed through Steering Committee and community-wide meetings directly influenced the recommendations included in the Plan. Each recommendation is categorized under a specific goal category, articulating the relationship between goals and recommendations, as shown in Figure 62. Recommendations have been split into two categories, Community Retention and Neighborhood Protection.

Community Retention

The Community Retention section includes recommendations that focus on retaining existing residents in San José, as the City of Georgetown and the San José neighborhood continue to grow. These policies and strategies are important to ensure that current residents are not displaced as San José experiences growth pressures.

Neighborhood Protection

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

San José Goals

Conservation

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

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

Accessibility

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

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

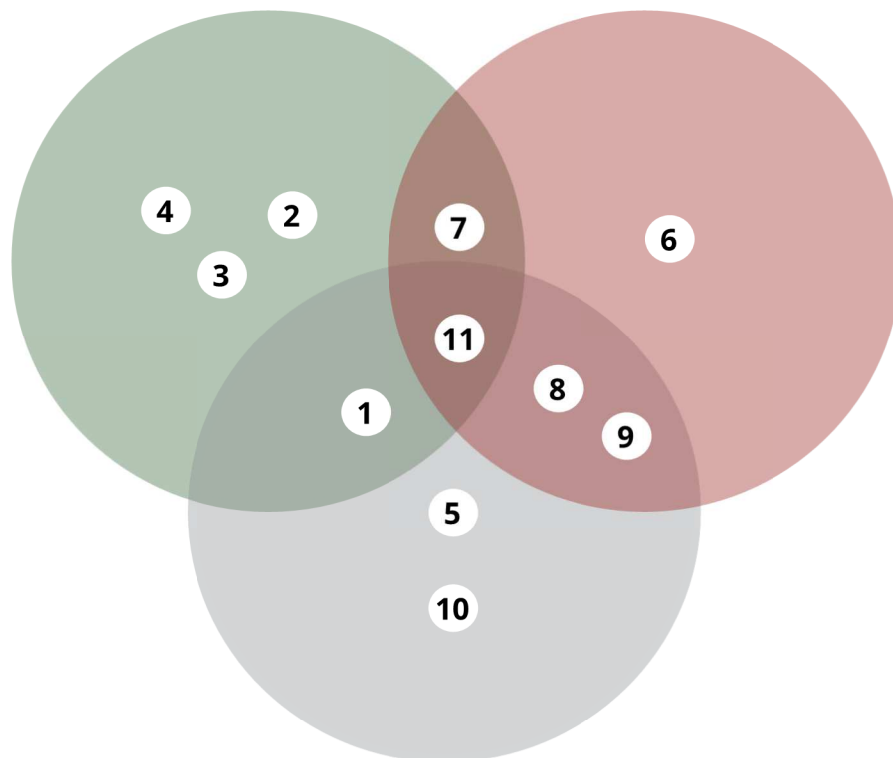
Restoration

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

- 10 Greenspace and Recreation
- 11 Land Use and Zoning

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

Figure 62: How Recommendations are Tied to Neighborhood Goals



Community Retention

Conservation Strategies

Homeowner Repair Program

This recommendation leverages the existing Homeowner Repair Program to assist homeowners with emergency repairs, and potential code violations to promote safety. The Home Repair program provides housing services for the community, accomplishes a public purpose, and benefits the community of Georgetown. The program enhances the quality of life, preserves neighborhoods, conserves resources through improved energy efficiency and eliminates conditions detrimental to public health and safety per Chapter 373 of the Texas Local Government Code. Focus should be placed on encouraging homeowners to use the existing Homeowner Repair Program to promote safe structures for long-term homeowners. A review of how the current Home Repair Program can be expanded, possibly through partnerships with Habitat for Humanity, Williamson County or other partners should be evaluated.

- Provide financial assistance for emergency repairs, code violations, potential code violations and exterior repairs to ensure homeowners can remain in their homes;
- Focus on safe housing for long-term homeowners;
- Evaluate potential partnerships to expand the program; and
- Implement outreach to educate existing homeowners on the existing program in the City of Georgetown.

Property Tax Assistance

A property tax assistance program is a tool to address the issue of rising property taxes for long-term homeowners who are experiencing a rapid rise in their property taxes that could potentially displace the homeowner from their homes. The program may be operated by a non-profit, with philanthropic funding, structured to pay tax increases as a grant to the homeowner who is not required to repay the grant money. The program should focus on assisting long-term homeowners who are experiencing an increase in property taxes and enrolled in eligible Homestead Exemptions. Additional information on existing Anti-Displacement Case Studies can be found on the following page.



CASE STUDY: Anti-Displacement Tax Relief Fund

- An Atlanta program to help legacy homeowners remain in their homes. Property tax increases are paid for qualifying homeowners of four neighborhoods on Atlanta's westside;
- Available to current homeowners in the neighborhood who earn less than 100% AMI in addition to other eligibility requirements;
- Tax increases are covered by the program for a 20-year time period;
- Funding is provided in the form of a grant and does not require repayment by the homeowner; and
- Program funders include several philanthropic sources.

Will Creation Assistance

Concern around unclear titles and homeowners without existing wills can be addressed by establishing a program to assist homeowners with will creation. The program may be offered as a pro bono service by local attorneys. A will may permit existing homeowners to pass down their property to family members. Advice can also be provided on avoidance of predatory lending and speculative property purchasers and investors. Offering assistance with will creation can also be included as a wrap around service to a potential Anti-Displacement Tax Relief Fund Program.



CASE STUDY: Denver, Colorado

- A partnership between the Denver Probate Court and Metro Volunteer Lawyers offers free clinics to discuss the benefits of having a power of attorney and a living will; and
- Assists in preparing these documents for individuals who meet income-eligibility requirements.

Additional Tax Relief Program Examples

Two case studies of tax relief programs are included below to provide an idea of the ways cities and non-profits can assist long-term homeowners with property tax increases. The case studies illustrate the creative ways various entities have organized funding to support legacy homeowners.

MKE United Anti-Displacement Fund

When

Established in 2019 by MKE United, an Executive Committee that includes representation from the Greater Milwaukee Committee, the City of Milwaukee, Milwaukee Urban League, the Greater Milwaukee Foundation, and LISC Milwaukee.

Where and Who

The program aims to assist income-eligible homeowners who live in neighborhoods near downtown Milwaukee. The homeowners must meet income requirements and have experienced significant property tax increases above the City average over the last five years. In addition to location and income requirements, the property owner must have owned and occupied the home since January 1st, 2015, must be current on their taxes, and if they have a mortgage, it cannot be in foreclosure.

How

Initial funding for the program comes from various sources, including American Family Insurance, Bader Philanthropies, Greater Milwaukee Foundation, Kahler Slater, Kohl Philanthropies, RINKA, Medical College of Wisconsin, Milwaukee Bucks Foundation, and Ziber Family Foundation. It is funded through a five-year pilot program with the expectation of extending the program to last 15-20 years. The program pays for any **increase** in property taxes after the 2019 tax year. The money is provided as a grant, with homeowners not ever responsible for repaying the money.

The Anti-Displacement Tax Fund For Legacy Homeowners

When

Established in 2017 by the Westside Future Fund, a non-profit focused on the City of Atlanta's westside.

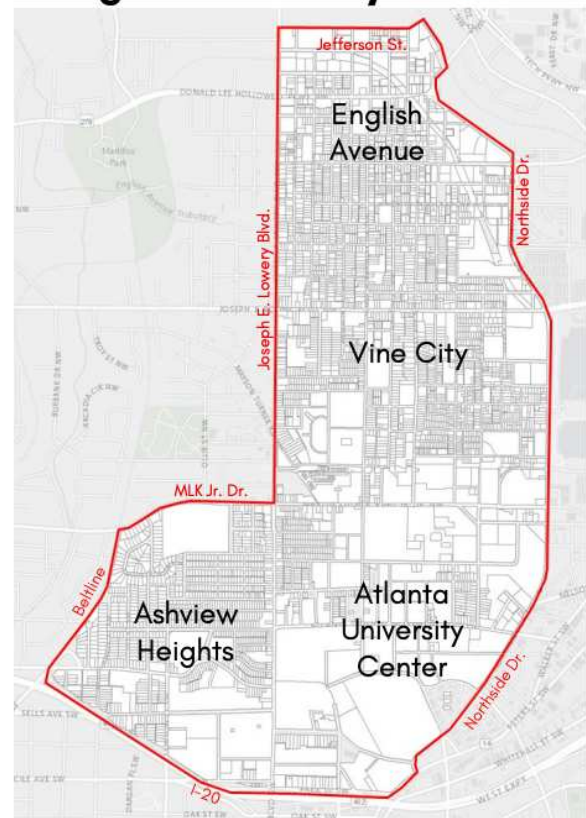
Where and Who

The program targets income-eligible homeowners who live in specific neighborhoods on the westside of Atlanta. The homeowners must earn less than 100% of the area median income, based on household size. In addition to location and income requirements, the property owner must have owned and occupied the home since March 2017. A sister program was also created to assist homeowners in cleaning title issues before joining the program. Additionally, the program can help homeowners with back taxes under specific circumstances.

How

The program pays any **increase** in property taxes, starting in the year the applicant was approved, over twenty years. The payments are in the form of a grant and do not have to be repaid by the homeowner. Various philanthropic entities provided funding for the program, including the Arthur M. Blank Family Foundation, Georgia Power, Equifax, SunTrust Bank, and American Family Insurance.

Program Boundary = —



Source: Westside Future Fund

Homeowner Education

Provides education to homeowners about existing housing programs in the City of Georgetown, such as Homestead Exemptions and the Homeowner Repair Program. Community events, door to door outreach and direct mailers are all effective to provide information to residents. The information shared should include program benefits, eligibility requirements and how to apply. Multiple touch points are often required to fully explain various programs and how to apply for them.

- Supply education in a variety of formats and ensure there are multiple touch points;
- Conduct all outreach and education efforts in English and Spanish; and
- Create space for residents to explain their concerns and take time to address them.

Historic Preservation

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 tool for marketing and cultural enrichment. Recommendations include the following:

- Design and construct a cultural heritage trail to provide residents and visitors with a path of neighborhood landmarks that are educational and easy to follow. The trail could connect to Heritage Gardens, located just to the east of the neighborhood;
- Incorporate local history into wayfinding and other signage around the neighborhood to emphasize the areas rich cultural heritage;
- Invest in public art to highlight the history and Hispanic culture of the neighborhood;
- Incorporate neighborhood history into the names of trails and park amenities;
- Complete a historic resource survey, including oral history as a component; and
- Host cultural heritage exhibits in San José Park.



- A self guided tour with signs that includes information on the history and influence of the South St. Pete neighborhood in St. Petersburg, Florida; and
- The tour focuses on the cultural heritage of the neighborhood, important neighborhood landmarks and community leaders.

Accessibility Strategies

Youth Programming

These programs can address the neighborhood's desire to support youth growth and development, both physically and educationally. This recommendation includes working with existing youth programming providers to coordinate their youth programming efforts and outreach in the neighborhood.

- Partnering with the Georgetown Public Library, or technical colleges to support literacy education and college preparedness;
- Outdoor recreation opportunities, including outdoor educational opportunities;
- Social gatherings focused on youth; and
- Providing additional youth soccer recreation opportunities in the neighborhood.



- Supported by the Smithsonian Institution's National Museum of Natural History to raise awareness about nature;
- Provides free digital, and bilingual information on nature; and
- Lesson plans are divided into three age ranges and five themes.



- Library Enhanced Access Program (LEAP) is a literacy education and career preparation program offered by the public library system in Jacksonville;
- Offers digital programs that increase technology knowledge;
- Offers GED classes and defrays the costs of taking the GED; and
- Provides programs that reinforced pre-literacy skills for 4,000 children in Jacksonville.

Neighborhood Protection

Accessibility Strategies Transportation

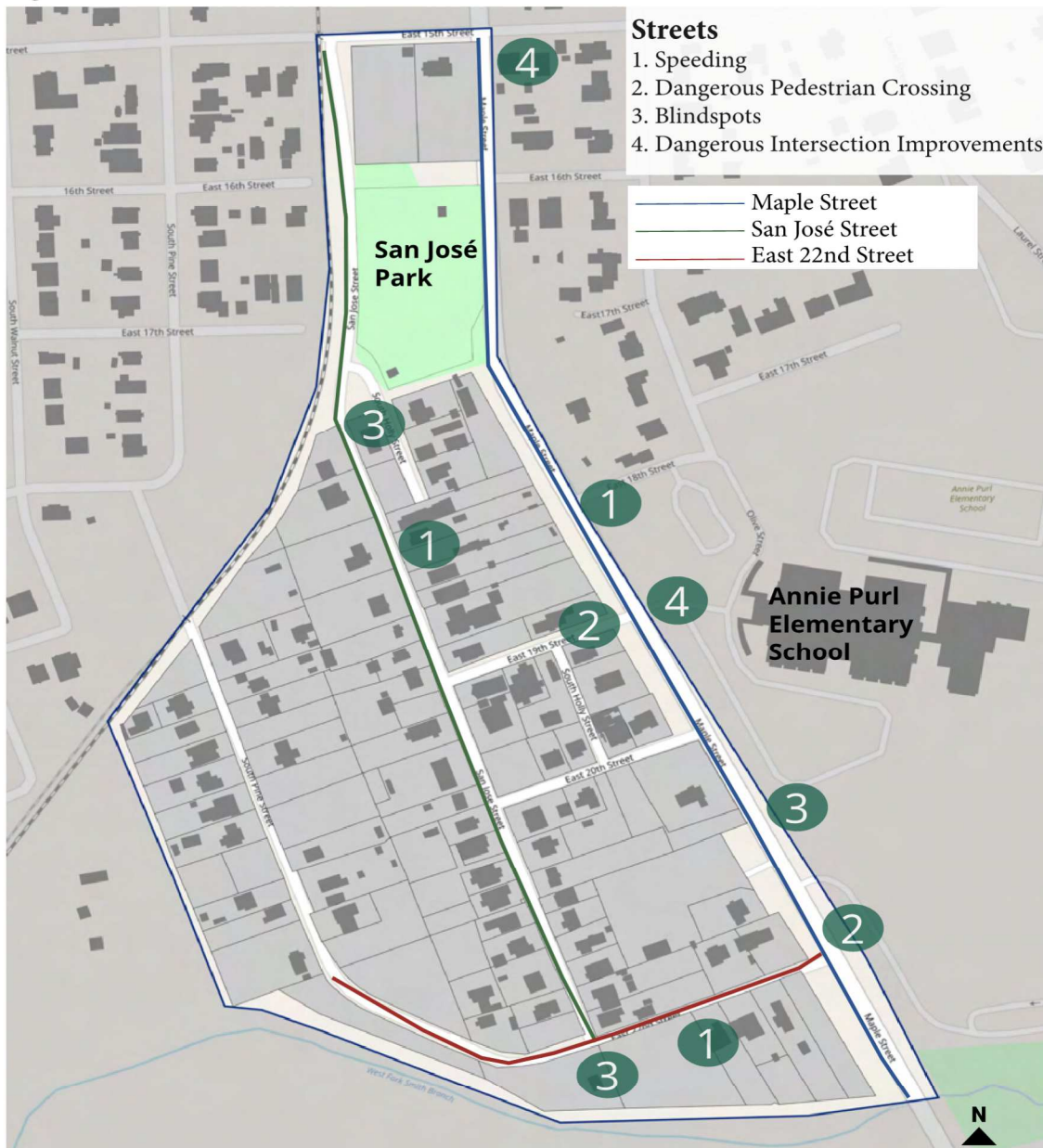
This section of the San José Neighborhood Plan summarizes transportation issues identified by the neighborhood. These recommendations were reviewed by the neighborhood at Community Meeting Two (2). Specific locations, design and cost of each transportation recommendation of the Plan will be confirmed through future traffic and safety studies as the first implementation step to address transportation issues in the San José neighborhood.

Policy and Programming Recommendations

During the annual Capital Improvement Plan review and development, the City should consider the transportation needs of San José, particularly during roadway maintenance activities. As roadway improvement projects are identified for San José, planning and design should address other priority issues of the neighborhood including stormwater management, signage, striping, lighting and sidewalks.

Issues are Concentrated Along San José and Maple Streets

Figure 63: Transit Recommendation Locations



Transportation

Recommendations for Speeding

- Perform a traffic study to confirm appropriate physical improvements.
- Speed awareness and educational signage: Install radar feedback speed signs that alert drivers that they have exceeded the posted speed limit. Educational materials, distributed to the neighborhood, should accompany the installation of signs.
- Enforce traffic laws. Work with the Georgetown Police Department to improve compliance with posted traffic controls including speed limits, stop signs and parking. Community meetings and Citizen's Police Academies in the neighborhood with GPD Outreach Teams can improve communication and coordination.
- Install a physically protected bike lane on Maple Street. It should parallel the roadway and be separated from vehicular traffic by a physical barrier, such as parked cars, bollards, a landscape buffer or curb.

Recommendations for Dangerous Pedestrian Crossing

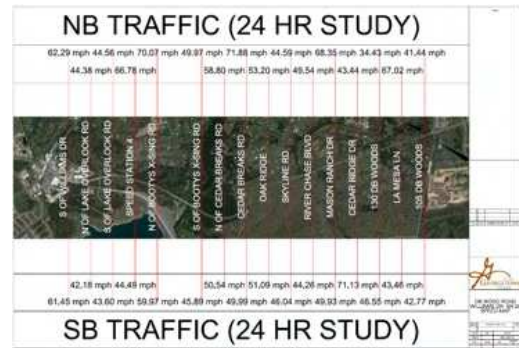
- Perform a safety study to confirm appropriate enhancements to Pedestrian Crossings.
- Construct sidewalks along Maple Street. The addition of sidewalks on Maple Street was called out in the 2014 Sidewalks Master Plan. Sidewalks along San José Street, along the park, are recommended in the Sidewalk Master Plan and should be constructed. However, the Steering Committee does not support sidewalks along San José Street past the park, because of impacts to property.
- Improve enforcement by coordinating with GFD, GPD, Public Works Department and City Attorney's office to ensure safe and clear movement of fire trucks and apparatus along San José and East 19th Streets.
- Work with Purl Elementary for awareness/education of pick up procedures.

Recommendations for Blind Spots

- Perform safety study to confirm appropriate physical improvements.
- Relocate signs and trim landscape materials.
- Educational signage.

Recommendations for Dangerous Intersections

- Safety study to confirm enhanced striping locations.
- Consider bulb outs to narrow the roadway, slow traffic, and provide additional pedestrian space for safe crossings.
- Add educational signage.
- Improve enforcement by coordinating with GFD, GPD, Public Works Department and City Attorney's office to ensure safe and clear movement of fire trucks and apparatus along San José and East 19th Streets.



Example Traffic Study



Speed Awareness Signage



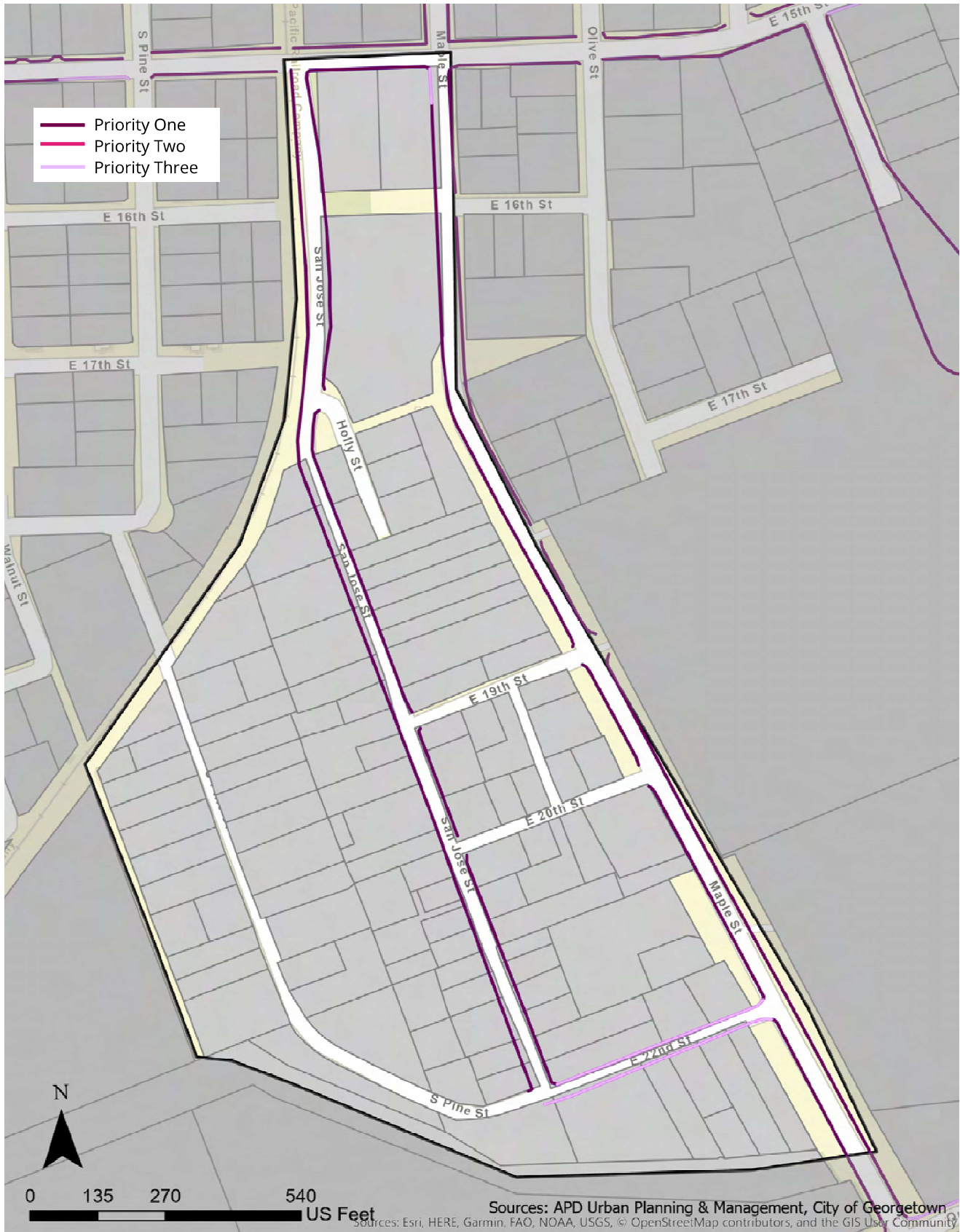
Sign relocation/tree trimming



Police Enforcement

Priority One Sidewalks Along Maple Street and San José Street

Figure 64: Sidewalk Priorities from the 2014 Sidewalk Master Plan



A Bike Lane Along Maple Street is a High Priority

Figure 65: Bike Lane Priorities from the 2019 Bike Master Plan



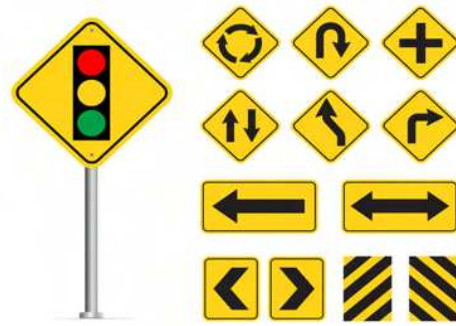
Infrastructure

Recommendations for Stormwater /Drainage

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

Recommendations for Emergency Management Access

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



Educational Signage



Curb and Gutter



Passive Recreation

Restoration Strategies

Greenspace and Recreation

The creation and programming of green space in the neighborhood should provide additional recreation opportunities that increase connectivity to other amenities, draw additional residents to San José Park, and actively manage stormwater. Greenspace can be designed to manage stormwater in concert with existing municipal storm water management investments. Recreation amenities can function as infiltration basins during large storm events, alleviating pressures on the municipal systems, while functioning to recharge the water table.

Greenspace Recommendations

- A passive park at Heritage Gardens that might include walking trails and benches; and
- An urban garden with raised beds. An urban garden would not be located in San José Park, but supports a connection to Heritage Gardens.



- A neighborhood garden in the Settegast neighborhood that is supported and managed by Habitat for Humanity;
- The garden provides the neighborhood with local fresh fruit and vegetable options; and
- A farmer's Market is held every second and fourth Saturday of the month at the garden, with produce bundles costing no more than a dollar.

Recreation Recommendations

- Create additional programming at San José Park;
- Organize and promote community festivals and events;
- Provide additional parking at San José Park, as space allows;
- Build more gazebos, or other shade structures, at San José Park, as space permits; and
- Construct sidewalks on the east and west side of San José Park.

Land Use

Discussions at Steering Committee and public meetings revealed strong opinions on future land use. Residents of San José expressed their desire for the neighborhood to remain single-family in character and use. To achieve these preferences, the future land use for the San José neighborhood should be changed from Mixed-Density Neighborhood (MDN) to Neighborhoods (NH). The Neighborhoods (NH) future land use designation supports the neighborhood's expressed desire to remain single-family, in a low-density environment.

The southern area of San José, in part, lies within a FEMA designated floodplain (Figure 8). It is therefore recommended that new building development be directed to areas outside the floodplain. Future land use designation change is also recommended for San José Park, and the rail corridor west of San José Street, from Mixed-Density Neighborhood (MDN) to Parks and Recreation (PR).

Future Land Use Category Descriptors

Residential

Neighborhoods (NH)

Maintains a low density atmosphere, with a primary use of detached single-family homes. Development standards ensure adequate open space and efficient roadway and pedestrian connectivity to schools, neighborhood amenities and parks.

Dwelling Units Per Acre: Less than or equal to five (5)

Target Ratio: 100% residential

Secondary Uses: Accessory Dwelling Units or “Casitas” are secondary uses located to the rear of a primary structure and detached, or over the garage.

Public

Parks and Recreation (PR)

Public parks and recreation areas are integrated into, and easily accessible from, residential areas.

Target Ratio: 100% nonresidential

Primary Use: Parkland, trails, and other recreational amenities

Secondary Uses: N/A

Open Space (OS)

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

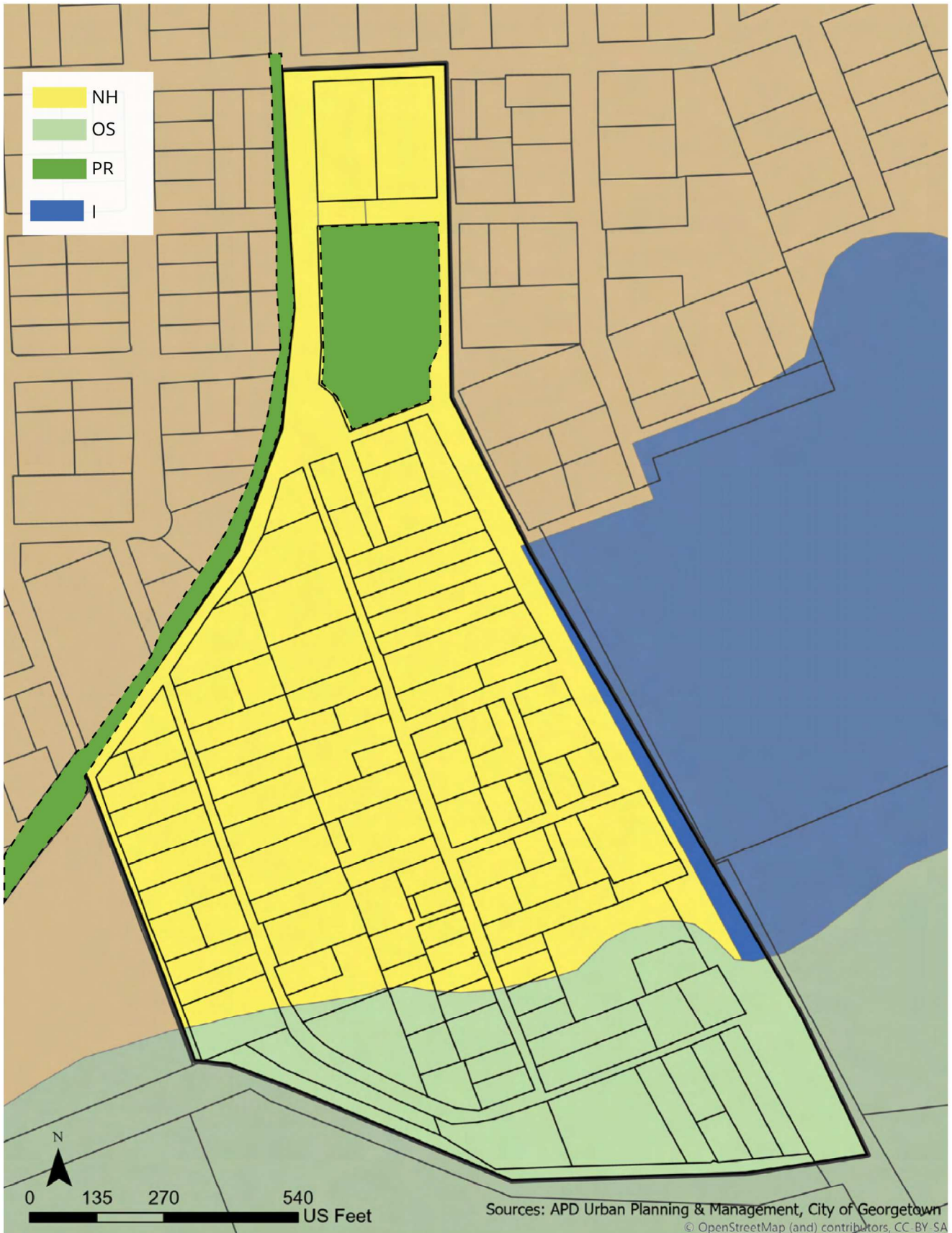
Target Ratio: 100% nonresidential

Primary Use: Parkland, trails, and other recreational amenities

Secondary Uses: N/A

Aligning Future Land Use with Residents Desires

Figure 66: Future Land Use Map



Zoning

Throughout the neighborhood planning process, community feedback highlighted the residents' desire for San José to remain a single-family neighborhood and retain its existing architectural character. A zoning overlay district for San José is recommended to respect these wishes. Specific design guidelines for the San José Neighborhood Conservation Overlay follow this report section. The San José Neighborhood Conservation Overlay District provides specific guidance to align new development, renovations, and additions with the neighborhood's existing character. The San José Neighborhood Conservation Overlay protects the neighborhood's character. It identifies, conserves, and maintains the sites, structures, and other features that represent the unique history and culture of the San José neighborhood. An initial list of locations, structures, places, and events was collected throughout the public engagement process. The list is included in the [Community Voices](#) section of this report. Stories and places serve as the starting point to establish a catalog of important assets in San José. Two parcels fronting East 15th Street, between Maple Street and San José Street, and San José park, should be removed from the Old Town Overlay and included in the San José Neighborhood Conservation Overlay.

Definitions of the current zoning in San José are listed below. However, the San José Neighborhood Conservation Overlay District includes recommended zoning adjustments to better align building renovations and future development with the neighborhood's existing character.

It is important to note that the existing zoning and subdivision regulations do not align with the San José Neighborhood Plan and will need to be amended by the City of Georgetown in the future to implement the plan. This study created a vision for the neighborhood and criteria to achieve the vision. The plan will be presented to City Council for adoption.

Current Zoning Category Descriptors

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.

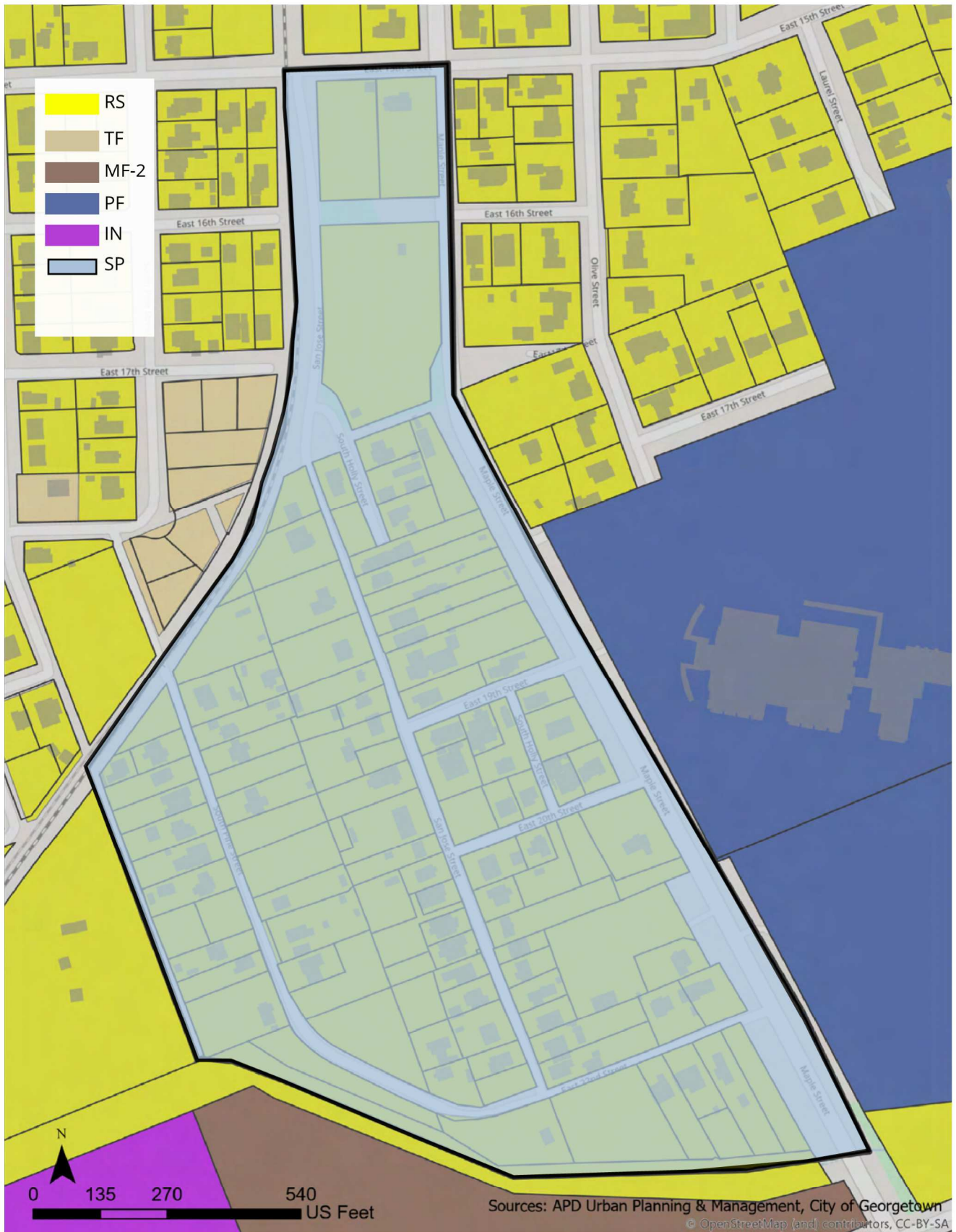
Public

Public Facility (PF)

A zoning category that provides locations for governments or quasi-government facility operations. Uses may include schools, public parks, hospitals, churches and government offices. Industrial sites or storage yards are not permitted. PF may be found in both residential and non-residential districts.

Establish A San José Overlay District

Figure 67: Proposed Zoning Map



San José Neighborhood Conservation Overlay

The following are specific design goals for the San José Neighborhood Conservation Overlay.

- To rehabilitate existing homes rather than construct new buildings;
- To respect the existing design of residential properties with any new additions or alterations;
- To respect the residential character of the district;
- To continue the use of vernacular San José building materials, documented in the Existing Conditions section of this report;
- To maintain the massing and scale of buildings fronting the street; and
- To maintain a landscaped front yard.

Recommendations are based upon the [Existing Conditions](#) documented within the San José neighborhood and feedback from the San José community. The recommendations are categorized for the San José Overlay. Preferred elements are illustrated within each category, with examples for clarification.

Overall, San José residents prefer single story ranch, traditional, and craftsman style homes, similar to the existing housing in the neighborhood.

Renovations and new construction should adhere to the provisions outlined in the San José Neighborhood Conservation Overlay, including the desired level of design quality. However, flexibility is necessary and encouraged to achieve design excellence.

Roof Style

The recommended primary roof form is a gable end that faces the street or a cross gable that runs parallel to the street. Gable, hipped, pyramidal, and gambrel roofs are all appropriate.

Building Height

Building massing should be consistent or complementary to nearby buildings. Dwelling units may be one or one and one half stories to fit the context of the existing neighborhood.

Parking

Off-street parking should be created where feasible. Both attached and detached garages are acceptable, as well as carports. Tandem parking is also permissible.

Driveways are typically single-width in San José. New driveways should be single width at the curb cut and continue at a single width until one reaches a length suitable for one car to park in front of each garage door or carport space.

New garages or carports must be compatible in architectural style, materials, scale, roof profile, and detail with the principal building on the lot.

Setbacks and Orientation

Consistent building setbacks create a clear sense of enclosure to the public realm, enabling public space to function as an outdoor room. Where infill buildings are constructed adjacent to existing structures, the setback shall adhere to that of neighborhood properties along the block face.

Minimum Lot Sizes

The minimum lot size should be reviewed as part of establishing an Overlay for San José. A smaller minimum lot size allows for the development of smaller homes and supports a range of housing at varying price points, and potentially homeownership.

Figure 68: Building Heights



One Floor



One and a Half Floors

Figure 69: Parking Options



Attached



Carport



Detached



Tandem Parking

Accessory Dwelling Units (ADUs) or Casitas

Accessory dwelling units (ADUs) are smaller independent residential units located on the same lot as a detached single-family home. ADUs can improve housing affordability for families by supporting multiple generations of families living separately on one lot. They can also provide a place for seniors to age in place, close to their families.

In San José, ADUs should not exceed 600 square feet and should be located to the rear of the primary structure and detached, or over the garage. Where the unit is above the garage, the entrance should be on the side or back of the structure, to maintain the appearance of a single-family dwelling.

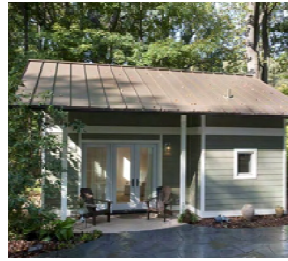
ADUs should be in a similar architectural style to the primary dwelling and subordinate to it.

One off-street parking space should be provided per ADU unit.

Additional Considerations

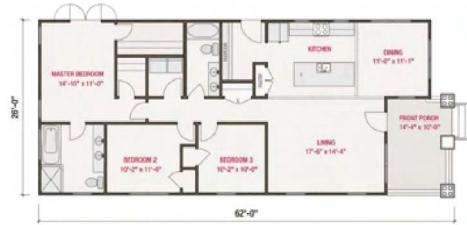
- Construct right of way improvements, such as sidewalks and curb and gutter, where needed; and
- Improve pedestrian crossing points, particularly around San José Park and Purl Elementary School.

Figure 70: Accessory Dwelling Unit Examples



Conceptual Housing Designs

Several conceptual housing designs illustrate the types of housing San José residents prefer.



- 1,300-1,400 square feet;
- 3 bedrooms;
- 2 bathrooms;
- One story;
- Covered front porch;
- Raised foundation; and
- Gable roof.



- 1,000-1,200 square feet;
- 2 bedrooms;
- 2 bathrooms;
- One story;
- Covered front porch;
- Slab on stem wall; and
- Cross gable roof.



- 1,300-1,400 square feet;
- 3 bedrooms;
- 2 bathrooms;
- One story;
- Covered front porch;
- Covered back porch;
- Slab on stem wall; and
- Cross gable roof.

All conceptual housing designs are from [houseplans.com](https://www.houseplans.com).

Marketing and Branding Plan

Goals

The goals of the Marketing and Branding Plan are twofold: to determine the best strategies to share the history and Hispanic culture of the San José neighborhood and to build a unique sense of place and identity. San José possesses a unique history to share with the City of Georgetown and create a positive perception of the neighborhood.

Story

The information shared through signage and public art should highlight the unique history and Hispanic culture of San José. Specific aspects of the neighborhood to be shared include the original development pattern of the neighborhood, with local grocery stores, important people from the neighborhood and their contributions to Georgetown, and the multi-generational homeownership in the area that fostered a strong sense of community.

Target Audience

The target audience for marketing and branding includes residents of both the San José neighborhood and the City of Georgetown. Most residents of San José are aware of the unique history of the neighborhood. A specific marketing and branding strategy shares the history and culture of the neighborhood with the larger Georgetown community. Residents of Georgetown visit San José Park, an excellent location to share San José’s history with the larger community. In addition, Georgetown residents could walk through San José once the recommended trail in the Parks and Recreation Master Plan is built to connect the Georgetown Municipal Complex to San José Park.

Action Steps

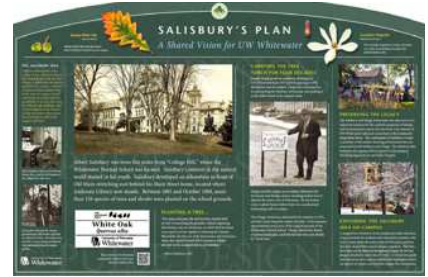
- Create a San José neighborhood logo;
- Collect written and oral history of the San José neighborhood and incorporate into local history signage;
- Collect historic images of the neighborhood to incorporate into local history signage;
- Establish consistent formatting and layout guidelines for all neighborhood signage;
- Design and install gateway signage at neighborhood entrances;
- Create and install local history signage;
- Focus on creating public art that highlights the history and Hispanic culture of the neighborhood. This can include tactical urbanism strategies such as painting existing sidewalks;
- Design and install street sign toppers for all street signs within San José; and
- Design unique neighborhood signage that can be placed on home exteriors.



Gateway Signage



Neighborhood Signage



Local History Signage



Street Sign Toppers



Local Public Art



Local Public Art

Funding and Financial Strategies

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

1. Telling the Full History Preservation Fund

Philanthropic Funding: National Trust for Historic Preservation

Summary: Supports the research, planning and implementation of interpretation programs.

Goals: To preserve the history of places of importance in underrepresented communities.

[Click Here to Learn More](#)

2. Historic Resource Survey & Oral History

Philanthropic Funding: Texas Historical Commission

Summary: Funds architectural and archaeological surveys in communities.

Goals: To document and preserve historic and cultural resources across communities in Texas.

[Click Here to Learn More](#)

3. Community Reinvestment Act

Philanthropic Funding: Local Banks

Summary: Encourage banks to help rebuild and revitalize communities.

Goals: To ensure banks meet the credit needs of communities where they do business.

[Click Here to Learn More](#)

4. City of Georgetown Energy Efficiency and Water Conservation Fund

Public Funding: City of Georgetown

Summary: Dedicated to energy efficiency and water conservation programs and projects.

Goals: Enhance quality of life and eliminate conditions detrimental to public health and safety.

5. Stormwater Fund

Public Funding: City of Georgetown

Summary: A fund for the operating and maintenance activities in the City's drainage system.

Goals: Continued maintenance and improvements.

6. 2021 Road Bond

Public Funding: City of Georgetown

Summary: The bond proposition on the May 1 election authorized \$90 million for various street and transportation infrastructure projects.

Goals: Sidewalks and bike improvements are eligible projects.

[Click Here to Learn More](#)

7. 2015 Road Bond

Public Funding: City of Georgetown

Summary: Bond financing through the City of Georgetown.

Goals: Supports infrastructure improvements, such as sidewalks along Maple Street and 15th Street.

[Click Here to Learn More](#)

8. Community Development Block Grants

Public Funding: Williamson County

Summary: Federal CDGB and HOME funds managed by Williamson County.

Goals: Supports community development and affordable housing efforts. Funding can also support flood mitigation efforts.

[Click Here to Learn More](#)

9. Recreational Trails Program

Public Funding: U.S. Department of Transportation

Summary: Provides funds to develop and maintain recreational trails.

Goals: Supports improved access to outdoor recreational amenities.

[Click Here to Learn More](#)

10. Community Development Financial Institutions (CDFI)

Private Funding

Summary: CDFI's provide capital in low wealth communities.

Goals: Offers affordable finance options for individuals and small businesses.

[Click Here to Learn More](#)

11. National Philanthropic Funding

Public Funding: Foundations and Endowments

Summary: Endowments that focus on housing, youth recreation and economic development.

Goals: Supports community development, affordable housing, youth recreation, capacity building.

12. Georgetown Arts and Culture Grants

Philanthropic Funding: City of Georgetown

Summary: Grant funding that supports arts and culture development in Georgetown.

Goals: Support the development of arts and cultural heritage events and programs in the City.

[Click Here to Learn More](#)

13. Trail Grants

Philanthropic Funding: Rails to Trails Conservancy

Summary: Provides grants to support trail development.

Goals: Supports local organizations dedicated to creating and maintaining trails.

[Click Here to Learn More](#)

14. Local Philanthropic Funding

Public Funding: Foundations and Endowments

Summary: Local non-profits and foundations that focus on housing, recreation and youth programing.

Goals: Supports community retention, development and capacity building.

15. Weatherization Assistance Program

Philanthropic Funding: Texas Department of Housing and Community Affairs

Summary: Funds to support weatherization improvements.

Goals: Reduce the energy cost burden of low income households.

[Click Here to Learn More](#)

Financial Analysis Models

Included below are high-level cost estimates associated with housing recommendations and community retention. These estimates will require further refinement during implementation, however they illustrate a broad estimate of the financial commitment required to address the needs of existing residents in San José.

Home Repair Program

11

The number of single-family homes in San José with deferred maintenance issues, according to the windshield survey completed in May 2021.

\$11,000

The average amount spent per home in the City of Georgetown Home Repair Program in 2020. This average includes the value of volunteer hours and other discounts and donations.

\$121,000

The estimated cost to address the deferred maintenance issues for the eleven homes in San José.

Property Tax Assistance

45

The number of homeowners in San José with a current Homestead Exemption.

\$1,768

The average total property tax increase expected for homeowners with a Homestead Exemption in San José by 2026.

\$79,569

The total estimated tax increase for all homeowners in San José with a Homestead Exemption by 2026.

Civic Engagement Recommendations

Continued engagement with stakeholders and the larger community during implementation is critical. Engagement will build excitement and momentum as progress is made, and will ensure the vision and goals of the San José neighborhood continue to guide plan implementation. At the third public meeting for the San José Neighborhood Plan attendees were asked how they would like to continue to be engaged during the implementation phase. According to attendees, the two most preferred ways to keep the neighborhood informed are:

- An annual meeting with Steering Committee Members; and
- The creation of a Neighborhood Association. The City of Georgetown currently offers specific guidance on how to start a neighborhood association, and can be found on the [City's Website](#).

Continued, organized engagement at the neighborhood level is a critical component of any neighborhood planning process, to champion the plan and liaise between the City and neighborhood residents.

Community engagement with stakeholders and residents should follow the four steps outlined below to ensure that all engagement is transparent and empowering.

1. Inform
2. Consult
3. Involve
4. Collaborate

Inform

This step identifies who should be included in ongoing engagement efforts, notifies stakeholders and residents of the intent to continue engagement, and provides necessary background information on the Plan, Plan partners, or any other relevant background information. This approach to engagement is appropriate during implementation, where extensive feedback is not required. For example, it is appropriate to inform residents of San José when a meeting on plan implementation is scheduled with the City of Georgetown. There are several outreach methods that can be used to inform residents about ongoing engagement efforts, as shown below.

Potential Tools to Inform

- Fliers;
- Postcards;
- Yard signs;
- Email announcements;
- Phone calls or text messages;
- Social media posts; and
- Door to door outreach.



Consult

Consult focuses on gathering additional information to better define issues and gather additional information. Consultations with small groups and stakeholders can be useful to confirm the initial data and issues in the neighborhood. Consultations throughout the implementation phase also allow for a continued understanding of any specific internal or organizational issues that need to be addressed. Consultations should occur in locations, and at times, convenient to the target audience. The consult phase is appropriate when feedback from residents is required to better understand their desired outcomes and priorities. For example, consultations are appropriate to gain additional community feedback during safety studies that are conducted for Plan implementation. Potential methods to consult with stakeholders are included below.

Potential Tools to Consult

- Community workshops;
- Community open houses;
- Community mapping activities; and
- Focus groups.

Involve and Collaborate

The involve and collaborate steps focus on creating solutions to issues, and implementing decisions. Involving stakeholders and the general public through the implementation phase affords them opportunity for input. Continued input from interested parties often leads to more thorough and practical recommendations. Continued engagement also allows the public to confirm their concerns and priorities are reflected in the implementation strategies, builds public support for the San José Neighborhood Plan. This level of engagement is appropriate when residents should play a significant role in the decision-making process. It is appropriate where potential impacts to the neighborhood are significant, such as during the design and implementation of the San José Neighborhood Conservation Overlay. The neighborhood should voice what is included in this Overlay and should be trained to understand how the overlay district works.

Potential Tools to Consult

- A Steering Committee or neighborhood association; and
- Technical trainings.

Other Considerations

- All future outreach conducted with the San José neighborhood should be completed in both English and Spanish. Bilingual materials will ensure that all residents in San José can understand the recommendations and potential programs to address their needs and concerns.
- According to the initial survey conducted by the City of Georgetown, the best way to reach residents is by either email or text messages/phone calls.
- Incorporate capacity building training into future engagement with the neighborhood.
- Continued engagement with San José residents should be in person, which is the neighborhood's preference.
- A communication schedule with stakeholders and neighborhood residents should be established. Regular communication, beyond when participation is needed, allows for accomplishments and other implementation goals to be shared. Regular contact also provides an avenue to mention challenging issues and answer difficult questions during implementation.

San José Implementation Plan

Partnerships

Partnerships are critical to implement the San José Neighborhood Plan. The list of partners included below are organizations involved in the planning process. Although partner organizations will play an essential role in implementation, San José residents will play a critical role in championing the Plan. Organized and engaged residents will ensure implementation stays on track and in line with their priorities.

- Boys and Girls Club;
- Catholic Charities of Central Texas;
- City of Georgetown;
- Habitat for Humanity;
- Georgetown Health Foundation;
- Georgetown Housing Initiative;
- Georgetown Public Library;
- Georgetown Independent School District;
- San José Steering Committee/ Neighborhood Association;
- Texas Historical Commission;
- The Caring Place;
- The Georgetown Project;
- Williamson County;
- Williamson Central Appraisal District; and
- YMCA.

Potential partners that may assist in implementing the San José Neighborhood Plan include:

- Additional faith-based institutions;
- Additional local non-profits;
- Local developers; and
- Local banks.

Implementation Matrices

The following pages include implementation matrices to guide the implementation of the San José Neighborhood Plan. Each matrix includes:

- The priority of the action item;
- A timeframe for implementation for each action item;
- The potential cost for each action item; and
- Potential partners who can assist with implementing of the action.

Implementation matrices serve as a general guide for what actions must happen to implement the San José Plan recommendations. The matrices do not include all of the information required to implement the recommendation but, include items that should be considered, who should be responsible for specific action items, and the potential cost. As the Neighborhood Plan moves into implementation, additional analysis or detail may be required along with a change in partners and costs.

The action items in the implementation table with dotted boxes around them are currently in progress.

Potential funding sources from the [Funding and Financial Strategies](#) report section on page 124 and 125, are also included in the implementation table, where applicable.

Table 21: San José Implementation Table

Key: ● = Highest Priority ■ =Priority

Implementation Strategies			Time Frame (Years)					Implementation Partners	
Conservation Strategies			<1	1-5	5-10	Funding Contribution	Potential Funding	Public/ NP	Previous Plans
Strategy	Action Item	Priority							
Housing	CS1. Increase funding for the existing Home Repair Program	●		■		\$\$	8,14,15	CoG, WC,H, LB	SJNSR, GT2030, CSGCV
	CS2. Complete a feasibility study for the creation of an Anti-Displacement Tax Relief Fund	●		■		\$	3,11,14	CoG, GHI, SJSC, LB	SJNSR, GT2030
	CS3. Establish a program to assist homeowners with the creation of a will	■		■		\$	3,8,11,14	CoG,CCCT	SJNSR, GT2030
	CS4. Provide education to homeowners on existing housing programs in the City of Georgetown	●	■			\$	14	CoG, SJSC, GHI	CSGCV
	CS5. Educate residents on what improvements impact property assessments	●	■			\$	N/A	CoG, WCAD, H, SJSC, PO	CSGCV
	CS6. Establish a San José Neighborhood Association	●	■			\$	11,14	SJSC,CoG, PO	CPP
	CS7. Hold an annual meeting with the Steering Committee on implementation efforts	■	■	■	■	\$	N/A	SJSC,CoG, GHI	CPP
	CS8. Provide capacity building training for San José residents	■				\$	11,14	SJSC,CoG	
Historic Preservation	CS9. Complete a historic resource survey, including oral history	●		■		\$\$	1,2	CoG, THC	SJNSR, GT2030
	CS10. Examine the possibility of a local landmark status for San José	■		■		\$	N/A	CoG	SJNSR
	CS11. Design and implement a cultural heritage trail to provide residents and tourists with an easy to follow path of neighborhood landmarks	■		■		\$\$\$	1	CoG, SJSC	SJNSR
	CS12. Follow the process outlined by the City Council to incorporate neighborhood history into the naming of the recommended trail from Heritage Gardens to San José Park	●		■		\$	N/A	CoG, SJSC	SJNSR
	CS13. Create signs for neighborhood entryways that align with the established marketing and branding strategy	■		■		\$	N/A	CoG, SJSC	SJNSR
	CS14. Design and install street sign toppers	●		■		\$	N/A	CoG,SJSC	SJNSR
	CS15. Create a San José Neighborhood logo	■	■			\$	N/A	SJSC	SJNSR
	CS16. Design unique neighborhood signage that can be placed on home exteriors	●	■			\$	12	SJSC	
	CS17. Create public art that highlights the history and Hispanic culture of the neighborhood	●		■		\$	12	SJSC,CoG	SJNSR
	CS18. Create exhibits highlighting the neighborhoods history in San José Park	■		■		\$	12	CoG,SJSC	SJNSR

Cost Legend
 \$ Less than \$100k
 \$\$ \$101k-\$250k
 \$\$\$ \$250K-\$500k
 \$\$\$\$ \$501k-1M
 \$\$\$\$\$ Greater than \$1M

Partners Legend
Public
 CoG- City of Georgetown
 GISD-Georgetown Independent School District
 GPL-Georgetown Public Library
 SJSC- San José Steering Committee
 THC- Texas Historical Commission
 WC-Williamson County

WCAD - Williamson Central Appraisal District
Nonprofits/Faith-Based
 BGC- Boys and Girls Club
 GHF-Georgetown Health Foundation
 CCCT-Catholic Charities of Central Texas
 GHI-Georgetown Housing Initiative
 H-Habitat for Humanity
 TCP-The Caring Place

TGP-The Georgetown Project
 Y-YMCA
Private
 LB - Local Banks
 PO - Property Owners
 PD - Private Developers

Previous Plans Legend
 PTMP - Parks and Trails Master Plan
 SBWMP-Smith Branch Watershed Master Plan
 SMP-Sidewalks Master Plan
 OTP-Overall Transportation Plan

CSGCV-Centering Southeast Georgetown Community Voices
 SJNSR-San José Neighborhood Plan Survey Report
 GT2030-Georgetown 2030 Plan

Table 22: San José Implementation Table

Key: ● = Highest Priority ■ = Priority

Implementation Strategies									
Accessibility Strategies			Time Frame (Years)				Implementation Partners		
Strategy	Action Item	Priority	<1	1-5	5-10	Funding Contribution	Potential Funding	Public/NP	Previous Plans
Youth Programming	AS1. Partner with Georgetown Public Library or technical colleges to support literacy education and college preparedness	■	■			\$	11,14	CoG	SGCV
	AS2. Outdoor recreation opportunities, including outdoor educational opportunities	■		■		\$	11,14	CoG,Y,BGC, GISD	CSGCV
	AS3. Examine the feasibility of deploying mobile strategies to provide youth programming at San José Park	■	■			\$\$	14	CoG,Y,BGC	CSGCV
	AS4. Social gatherings focused on youth	■	■			\$	14	SJSC,Y,BGC, GISD,TGP	CSGCV
	AS5. Provide additional youth soccer recreation opportunities in the neighborhood, including possible soccer leagues	■		■		\$	11,14	CoG,Y,SJSC	CSGCV
Transportation	AS6. Perform a traffic study to confirm appropriate physical improvements	●		■		\$	6	CoG	SJNSR
	AS7. Install speed awareness and educational signage	●		■		\$	N/A	CoG	SJNSR
	AS8. Increase police enforcement	■	■			\$	N/A	CoG	
	AS9. Physically protected bike lane along Maple Street	■			■	\$\$\$	6	CoG	OTP
	AS10. Perform a safety study to confirm appropriate enhancements to Pedestrian Crossings	●		■		\$	N/A	CoG	
	AS11. Design and construct sidewalks along Maple Street	●		■		\$\$\$\$	7	CoG	SMP
	AS12. Design and construct sidewalks from 15th Street to San José Park	●		■		\$\$\$\$	7	CoG	SMP
	AS13. Ensure safe and adequate movement of fire trucks and apparatus along San José and 19th Streets	●	■			\$	N/A	CoG	
Stormwater Infrastructure	AS14. Work with Purl Elementary for awareness/education of pick up procedures	●	■			\$	N/A	CoG,GISD, SJSC	SJNSR
	AS15. Increased maintenance	●	■			\$	5	CoG	SBWMP
	AS16. Install curb and gutter	■			■	\$\$\$\$\$	5	CoG	SJNSR
	AS17. Road resurfacing	■			■	\$\$\$\$\$	6	CoG	SJNSR
	AS18. Pursue CDBG/Hazard Mitigation Funds for flood planning, engineering and construction	●		■		\$	5,8	CoG, WC	
	AS19. Drainage study	■		■		\$\$	5	CoG	
	AS20. A passive recreation trail between Geneva Park and 22nd Street. The trail can include benches and dog waste stations	■		■		\$\$\$\$	13	CoG	

Cost Legend
 \$ Less than \$100k
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 \$\$\$\$ \$501k-1M
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Partners Legend
Public
 CoG- City of Georgetown
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 SJSC- San José Steering Committee
 THC- Texas Historical Commission
 WC-Williamson County

WCAD - Williamson Central Appraisal District
Nonprofits/Faith-Based
 BGC- Boys and Girls Club
 GHF-Georgetown Health Foundation
 CCT-Catholic Charities of Central Texas
 GHI-Georgetown Housing Initiative
 H-Habitat for Humanity

TCP- The Caring Place
 TGP-The Georgetown Project
 Y-YMCA
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 LB - Local Banks
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 PD - Private Developers

Previous Plans Legend
 PTMP - Parks and Trails Master Plan
 SBWMP-Smith Branch Watershed Master Plan
 SMP-Sidewalks Master Plan
 OTP-Overall Transportation Plan

CPP-Citizen Participation Plan
 CSGCV-Centering Southeast Georgetown Community Voices
 SJNSR-San José Neighborhood Plan Survey Report
 G2030-Georgetown 2030 Plan

Table 23: San José Implementation Table

Key: ● = Highest Priority ■ =Priority

Implementation Strategies									
Restoration Strategies		Time Frame (Years)						Implementation Partners	
Strategy	Action Item	Priority	<1	1-5	5-10	Funding Contribution	Potential Funding	Public/NP	Previous Plans
Greenspace and Recreation	RS1. Support the development of a recreation trail from the Georgetown Municipal Complex to San José Park	■		■		\$\$\$\$	13	CoG	PTMP
	RS2. Support access to an urban garden with raised beds in Heritage Gardens	■	■			\$	N/A	SJSC, CoG	PTMP
	RS3. Additional programming at San José Park	■		■		\$	11,14	CoG,Y	
	RS4. Additional parking at San José Park, as space permits	●			■	\$\$\$\$	N/A	CoG	SJNSR
	RS5. Support community festivals and events	■		■		\$	N/A	CoG, SJSC	
	RS6. Install additional gazebos, or other shade structures, at San José Park, as space permits	●		■		\$\$	N/A	CoG	
	RS7. Additional lighting at San José Park	●		■		\$\$\$\$	N/A	CoG	
	RS8. Install lighting along San José Park to 15th Street	●		■		\$\$\$\$	N/A	CoG	
	RS9. Install lighting around the San José Shrine	●		■		\$\$	N/A	CoG	
	RS10. Provide better lighting at 22nd Street and Maple Street	●		■		\$\$\$	N/A	CoG	
Land Use and Urban Design	RS11. Adjust the Neighborhoods Future Land Use Category to better align with existing conditions in San José	●		■		\$	N/A	CoG, PO	SJNSR, GT2030
	RS12. Establish a San José Neighborhood Overlay	■		■		\$	N/A	CoG,SJSC, PO	SJNSR, GT2030
	RS13. Rezone two parcels fronting 15th Street from the Old Town Overlay to the San José Neighborhood Overlay	■		■		\$	N/A	CoG, PO	GT2030

Cost Legend
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 GT2030-Georgetown 2030 Plan

TGP-The Georgetown Project
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 PD - Private Developers

San José Neighborhood Plan Next Steps

The initial step is to have the San José Neighborhood Plan adopted by City Council. The following steps outlined below should occur after plan adoption. The following strategies and recommendations should be prioritized during the first year of transitioning the plan from adoption to implementation.

Next Steps		
Community Retention		
Goal	Action Item	Implementation Partner
Establish a San José Neighborhood Association	The San José Steering Committee and the City of Georgetown planning staff should establish a San José Neighborhood Association	City of Georgetown, San José Steering Committee
Understand what influences property assessments	Work with Williamson County to understand how property assessments are completed and what influences the assessment value	City of Georgetown, San José Steering Committee/ Neighborhood Association, Williamson Central Appraisal District
Inform San José residents on what impacts property assessments, and how to contest increased property assessments	Organize training with neighborhood residents to share what impacts property assessments and how to contest an assessment	San José Steering Committee/Neighborhood Association, Habitat for Humanity
Increase funding for the Home Repair Program	Work with local funding partners to determine ways to increase the existing Home Repair Program	City of Georgetown, Williamson County, Habitat for Humanity
Conduct a feasibility study for an Anti-Displacement Tax Relief Fund	Determine a list of potential funders willing to support the feasibility study	City of Georgetown, San José Steering Committee/ Neighborhood Association, Local non-profits, Local banks
	Develop a financial ask to complete the feasibility study	
Neighborhood Protection		
Goal	Action Item	Implementation Partner
Establish a San José Neighborhood Conservation Overlay District	Working collaboratively, determine guidelines and code language for the Overlay District	City of Georgetown, San José Steering Committee/ Neighborhood Association
Increase connectivity in the neighborhood	Install sidewalks along Maple Street and San José Street., from 15th Street to San José Park	City of Georgetown
Install additional shade structures in San José Park	Determine the feasibility of additional shade structures in San José Park	City of Georgetown, San José Steering Committee/ Neighborhood Association
Increase lighting in and around San José Park	Determine the feasibility of additional lighting structures in and around San José Park	City of Georgetown, San José Steering Committee/ Neighborhood Association

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Prepared for the City of Georgetown by:

