

San José Neighborhood Plan

STATION 1: VISION

EXERCISE 1: MAKE A WISH: Write down one thing you hope to see in San José on a sticky note and pin it onto the board.
EJERCICIO 1: PIDE UN DESEO: Escribe sobre algo que espera ver en San José en una nota adhesiva y peguela en la en la pizarra.

To protect the neighborhood	Lower Taxes	Summer Program for Kids	More Cultural & Artistic Programs	Local Jobs	
Connectivity or within San José	More Gardens	Good Field to play	More Parks	Don't Let Powerlines or Dangers	Upgrade Street Lights
To have access to transportation				Start a Green Belt	
Make a safe					



Acknowledgments

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Glossary

Area Median Income: The midpoint in an area's income distribution. Half of the households earn more than this amount, and half of the households earn less.

Assessment Value: The value assigned to a home for property tax purposes.

Average Home Value: Central point of all the home values.

Homestead Exemptions: A reduction on the assessed value of an owner-occupied property.

Median Home Value: The "middle value" where half of the home values are higher, and half the home values are lower.

Over-Burdened Households: Households that spend more than 30% of their annual household income on housing expenses.

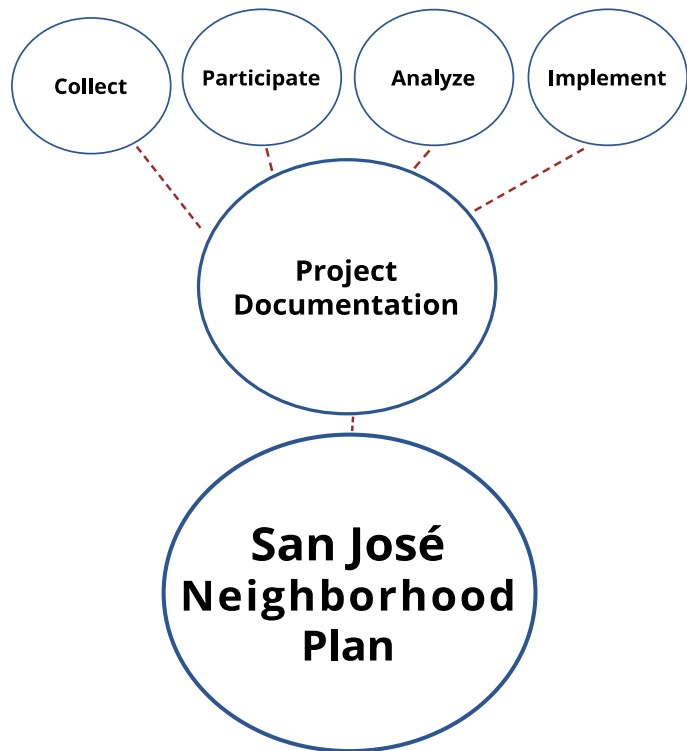
Price Appropriate Housing: Housing that equates to approximately 30% of a household's annual household income.

Zoning: A planning method that divides land into zones, with a different set of regulations that guides what can be developed in each zone.

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Executive Summary

In August of 2020, the City of Georgetown conducted a neighborhood-wide survey in San José and TRG to understand the neighborhood concerns for consideration in formulating a neighborhood plan. Information from this survey was used to craft a Request for Proposal (RFP) to create two Neighborhood Plans, one for the San José neighborhood and one for the TRG neighborhood. The primary goal of the San José Neighborhood Plan is to build consensus for a plan that supports infrastructure improvements, and compatible development, while sharing the history and culture of the neighborhood and supporting existing residents' ability to stay in their homes. This plan, guided by the vision and goals created by the neighborhood, aims to achieve this goal. The San José Neighborhood Plan is divided into four (4) sections.



Learning about San José (Collect)

Existing conditions were collected to ensure that plan recommendations made are based on current data. The neighborhood strengths, weaknesses, opportunities and threats, background information, and neighborhood level demographic data were collected and analyzed. Findings from existing conditions include:

- San José is one of the oldest neighborhoods in Georgetown, and was the center of the Hispanic Community in the City;
- The neighborhood is a majority single family residential neighborhood;
- The median household income in San José is 34% less than the median household income for the City of Georgetown;
- Close to 70% of existing residents have lived in the neighborhood for more than ten years;
- Just over a quarter of residents have lived in the neighborhood fifty years or more; and
- There is a strong sense of community, and a rich neighborhood history.

Strategies to leverage neighborhood strengths, including celebrating its rich history and culture, is included in the “Community Retention” section on page 106.

Community Voices (Participate)

The San José community guided the creation of the San José Neighborhood Plan. Residents and stakeholders were involved in every stage of the planning process by:

- Vetting existing conditions;
- Developing the neighborhood vision and goals;
- Reviewing and verifying the data presented in the analysis phase;
- Reviewing recommendations for both neighborhood preservation and development; and
- Setting priorities for implementation.

A Community Outreach and Engagement Plan was established to set parameters for outreach, meetings and engagements. The City of Georgetown, working with the San José Steering Committee, conducted extensive outreach that resulted in



Vision Statement

San José is a historic, multigenerational, safe neighborhood in the heart of Georgetown that celebrates and protects its Hispanic heritage, residential character, and community assets like San José Park, San José Community Church, and the historic San José shrine.

significant meeting participation from both residents and stakeholders. Community engagement efforts conducted during the planning process include:

- Three (3) open house community meetings;
- Over thirty (30) meetings with stakeholders; and
- Eight (8) Steering Committee meetings.

Major takeaways from community engagement include:

- Creating a San José neighborhood association has strong support;
- There are significant concerns around increasing property taxes and single-family deferred maintenance;
- Residents have a desire for the neighborhood to remain single-family residential, with homes that match the current building form;
- Increased stormwater and drainage maintenance is important to neighborhood residents; and
- Creating a more pedestrian-friendly neighborhood with slower vehicle traffic and better connection to San José Park and Purl Elementary is essential.

Solutions that address the concerns of residents raised throughout the planning process are included in the “Community Retention” section on page 106, and the “Neighborhood Protection” section on page 110.

Understanding the Local Market (Analyze)

This section of the Neighborhood Plan discusses the findings from the residential market scan. In addition, it highlights challenges existing residents face to remain in their neighborhood. Results from the market scan are summarized below:

- The City of Georgetown has seen a 41% increase in population since 2010. Population growth is projected to continue through at least 2026;
- The current average home sale price in the City of Georgetown has increased 35% in 2021;
- It requires an income of nearly \$140,000 to afford a house near San José. The current average household income in San José is \$72,742;
- Property value assessments in San José have increased from \$43,873 in 2015 to \$194,373 in 2021, a **343% increase**, resulting in higher property taxes for homeowners; and
- Property taxes are expected to increase by 69% by 2026 for homeowners **with** a Homestead Exemption.

Solutions to housing affordability and maintenance issues is included in the “Community Retention” section on page 106.

Neighborhood Preservation Plan (Implement)

The Neighborhood Preservation Plan section provides recommendations to address issues and concerns raised through community engagement and challenges observed during the existing conditions and analysis phases. Recommendations are divided into two sections, Community Retention, and Neighborhood Protection, which are further defined below. This section also includes recommendations for plan implementation, that outline how the San José Neighborhood Plan will move from planning to reality.

Community Retention

The Community Retention section includes recommendations focused on retaining San José residents, as the City of Georgetown and the San José neighborhood continue to grow. These policies and strategies are important to prevent displacement of current residents as San José experiences growth pressures.

Neighborhood Protection

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

Implementation

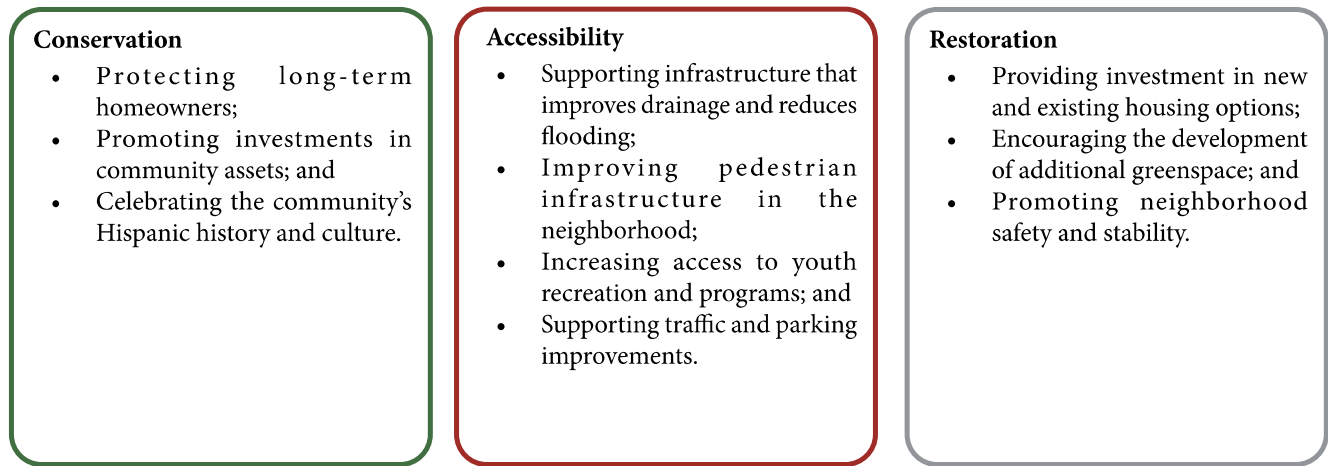
The implementation matrices function as guides to the implementation of the San José Neighborhood Plan. Each matrix includes:

- The priority of the action item;
- A timeframe for implementation of each action item;

- The potential cost for each action item; and
- Potential partners who can assist with implementing the action item.

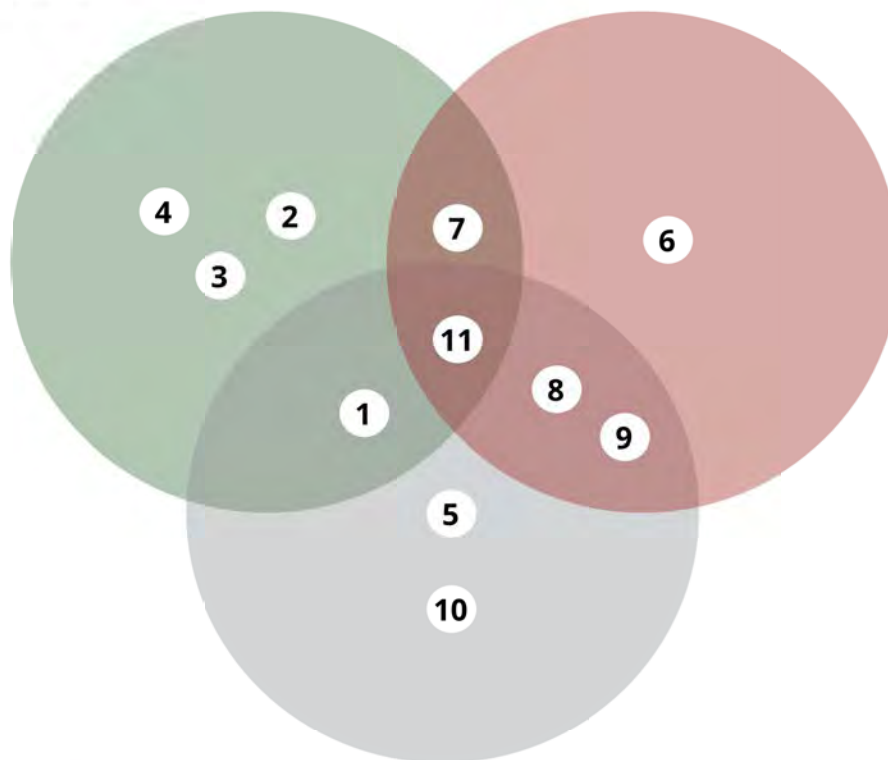
San José Goals

The recommendations included in the Plan are also tied to the goals created by the Steering Committee. How the recommendations are tied to the goals is shown below.



The diagram below showcases how plan recommendations are tied to the neighborhood goals.

- | | | |
|--|--|--|
| <ul style="list-style-type: none"> 1 Homeowner Rehab Program 2 Property Tax Assistance 3 Will Creation Assistance 4 Homeowner Education 5 Historic Preservation | <ul style="list-style-type: none"> 6 Partnership Schools 7 Youth Programming 8 Transportation 9 Flood Management | <ul style="list-style-type: none"> 10 Greenspace and Recreation 11 Land Use and Zoning |
|--|--|--|





Picture Source: APD Urban Planning and Management

Learning about San José



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

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Introduction

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

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

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

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

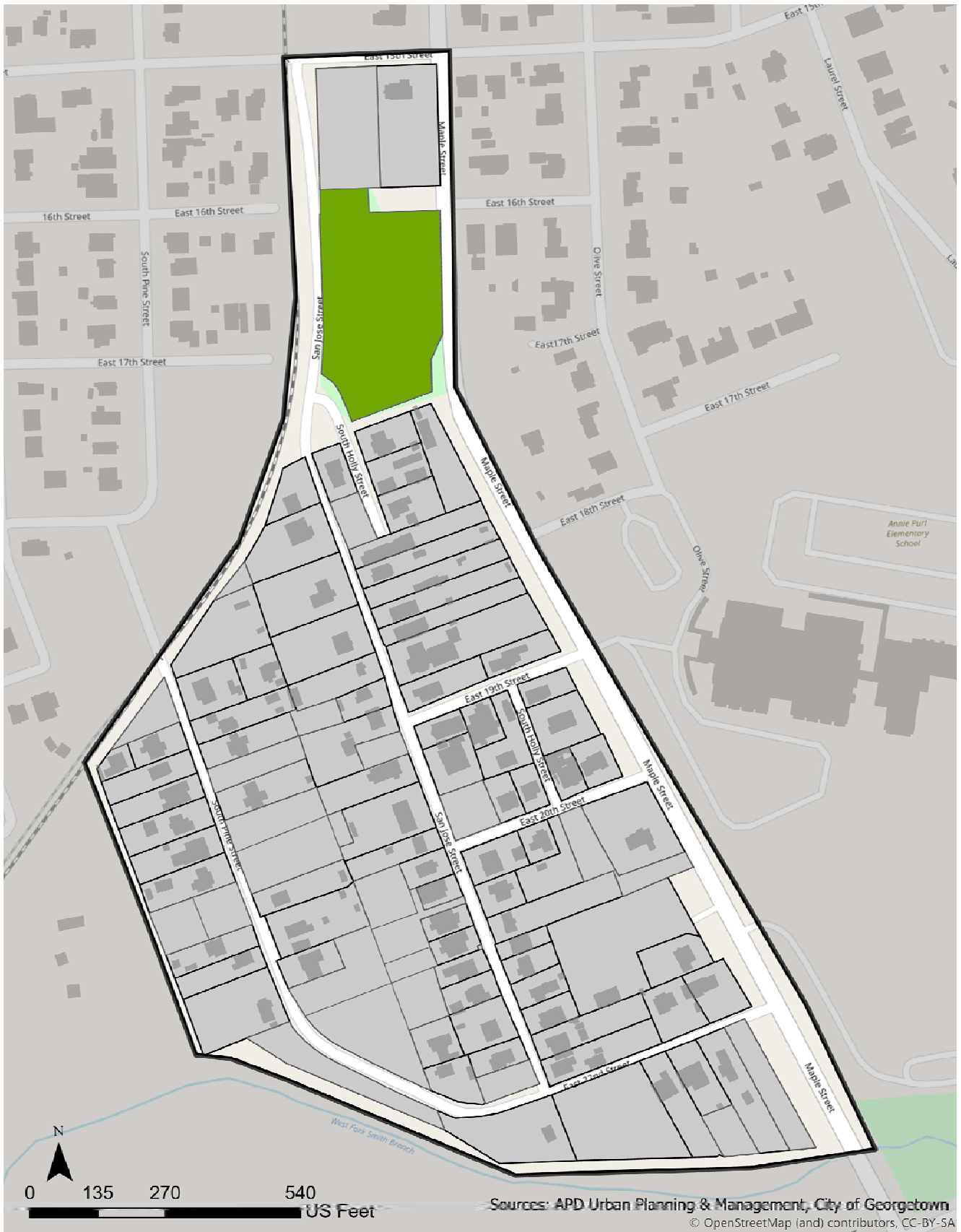
1. Learning about San José: contains the background information and demographic data collected and analyzed. Recommendations made are based on existing conditions.
2. Community Voices: summarizes all Steering Committee Meetings, public meetings, and stakeholder participation as part of the planning process.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

Study Area Boundary

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

The San José Neighborhood

Figure 1: San José Neighborhood Boundary



History of San José

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



C1934. Source: Special Collections at Southwestern University

Past and Present San José Resident Memories:

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



The San José Shrine. Source: *Recuerdos Mexicanos*

Strengths

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

Challenges

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

Opportunities

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

Aspiration

- To protect neighborhood history and culture.



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



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



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

Past and Present San José Resident Memories:

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

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



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



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



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



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



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



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



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



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



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



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

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

Legacy Residents in San José

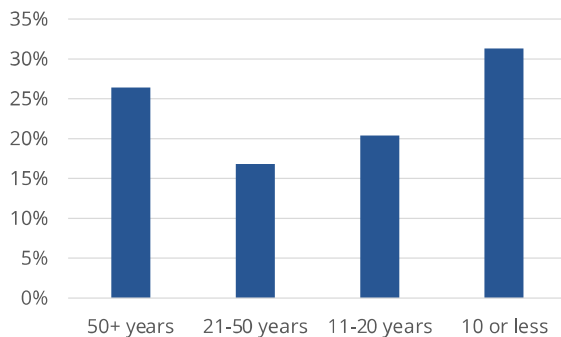
The City of Georgetown, and neighborhood residents, determined the tenure of existing homeowners in the neighborhood using a combination of property records and interviews. Over a quarter of all homeowners have lived in the neighborhood fifty (50) years or more. Of all current homeowners in San José,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

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

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

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

Figure 2: Homeowner Tenure in San José



Source: City of Georgetown and San José Steering Committee

Major takeaways

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

Previous Plans and Studies

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

