

San Jacinto Neighborhood Plan

DRAFT Goals and Strategies

Created July 3, 2019

Clean and Safe

GOAL: We will take action to reduce crime and to improve overall safety of our neighborhood for our residents, businesses and visitors.

Strategy: Develop an alliance in the neighborhood to identify and report criminal activity.

Establish Neighborhood Watch Program among neighborhood residents and businesses.

Work with APD NPO unit, Project Safe Neighborhood and Amarillo Crime Stoppers to develop an effective crime reporting strategy. Coordinate community outreach efforts to educate neighborhood about crime prevention initiatives.

Increase police foot patrol in neighborhood, with areas around schools and parks as primary targets.

Strategy: Create programs to specifically target safety of children and elderly residents

Initiate the Safe Place program in San Jacinto to provide safe havens for area youth

Develop a walking school bus system to lead children safely to/from neighborhood schools.

Strategy: Improve physical conditions throughout the neighborhood to enhance safety and security.

Analyze street and pedestrian lighting throughout the neighborhood to identify where lighting is inadequate.

Improve lighting where inadequate, prioritizing public areas, schools and commercial districts.

Review neighborhood alleys, particularly around neighborhood schools, and improve conditions where necessary to reduce criminal activity.

Strategy: Manage San Jacinto's animal population and provide resources for pet owners.

Work with City's animal control division to remove stray animals in the neighborhood.

Enforce leash laws.

Develop a dog park and install pet waste stations throughout San Jacinto.

GOAL: We will strive to increase access to services that support our community's physical health, mental health and wellness needs.

Strategy: Create a coalition among social service providers in the neighborhood to better connect people with the services they need.

Develop a directory of services to identify organizations, describe their services and provide information on how to get support.

Identify a primary point of contact to help refer residents to the appropriate service provider(s).

Determine if services are lacking in certain areas; if so, develop programs to serve populations needing additional resources (e.g. homeless, elderly, youth.)

Strategy: Work with parks department through their master planning efforts to identify recreation activities or opportunities

Form a task force from neighborhood plan advisory committee to provide input to parks and rec

Develop programming for area youth based on input from area residents.

Consider the development of a community recreation center to house educational programs, camps and other activities.

GOAL: We will create projects and programs to maintain a clean and beautiful neighborhood.

Strategy: Improve the "curb appeal" of the neighborhood.

Add more trash cans throughout neighborhood, prioritizing 6th Street, commercial areas, public spaces and schools.

Promote community involvement in neighborhood clean-up projects.

Organize a neighborhood mowing team to keep lots trimmed and clean.

Develop a community tool library where residents can check out equipment at no or low cost.

Strategy: Remove "dead" items from the neighborhood.

Take out the dead trees throughout the neighborhood.

Work with utility companies to remove defunct cable, phone and electric lines.

Strategy: Improve landscaping and streetscaping throughout the neighborhood.

Develop a tree-planting program to improve neighborhood beauty and provide shelter from natural elements.

Add flowers and plantings along 6th Street and in other public spaces.

Add benches and other amenities to make San Jacinto more welcoming.

Strategy: Clean and maintain neighborhood alleys and dumpsters.

Host community cleanups that focus on alleyways.

Improve City waste management services and connect residents with existing services, like large item pick-up.

Crack down on illegal dumping.

Economic Development

GOAL: We will build upon the success of the 6th Street businesses and encourage new entrepreneurs to establish their businesses within San Jacinto.

Strategy: Identify available resources (or create new resources) to encourage new businesses in San Jacinto.

Develop financial programs to incentivize the redevelopment of vacant buildings.

Create programming to help neighborhood entrepreneurs with credit building, budgeting and financial planning.

GOAL: We will use placemaking as a tool for economic development.

Strategy: Focus on enhancing the architectural appeal of neighborhood businesses.

Create a façade improvement program to enhance the existing commercial buildings throughout the neighborhood.

Consider design guidelines for 6th Street and other commercial corridors in San Jacinto.

Strategy: Improve the physical conditions of the neighborhood to attract new investment.

Enhance neighborhood amenities, like existing parks and open spaces, to attract people to the neighborhood.

Prioritize initiatives that promote neighborhood walkability and connectivity.

GOAL: We will expand employment and training opportunities for local residents within the neighborhood.

Strategy: Create opportunities for neighborhood residents to connect with potential employers

Collaborate with non-profits and businesses to create job-training programs to build the workforce in the neighborhood.

Provide job fairs in the neighborhood to connect residents with potential employers.

Encourage neighborhood businesses to hire local residents.

Strategy: Provide job training and educational programs to enhance the local workforce.

Inform residents about workforce training and other programs available in Amarillo.

History/Culture

GOAL: We will honor the legacy of Historic San Jacinto and its unique cultural heritage that make the neighborhood one-of-a-kind.

Strategy: Showcase historic Route 66.

Organize a bus or trolley tour of 6th Street.

Create a directory of historic buildings and a storybook featuring previous businesses/establishments.

Develop a tourism brochure to distribute at area hotels.

Identify a space/building on 6th Street corridor for a Route 66 welcome center or museum.

Strategy: Honor the historic architecture in the San Jacinto neighborhood.

Develop a self-guided walking tour to highlight the historic buildings throughout the neighborhood.

Create a photobook to showcase San Jacinto's historic sites and architecture.

GOAL: We will highlight the artistic and creative spirit of the neighborhood by promoting the visual and performing arts.

Strategy: Create programs to celebrate the arts in San Jacinto.

Host an art contest in the neighborhood to recognize locals' talents.

Develop events and programs for youth to expand their experience and exposure to visual arts, theater and music.

Housing

GOAL: We will enhance the neighborhood's existing housing stock while introducing new housing options to improve access to quality places to live at a wide variety of prices

Strategy: Improve existing housing.

Identify a method and process for demolishing vacant, dilapidated structures.

Secure abandoned homes until condemnation and demolition proceedings can occur.

Develop and/or enforce housing standards for homes receiving HUD vouchers.

Consider offering incentives (e.g. tax abatements, low-interest loans, grants, etc.) to investors and homeowners who upgrade existing homes.

Strategy: Find opportunities to create new housing options at a variety of price points.

Partner with Habitat for Humanity and other affordable developers to build new homeownership opportunities.

Consider options that are supportive of single mothers. ???

Rezone areas of San Jacinto to allow for higher-density, multi-family rentals.

Consider offering incentives (e.g. tax abatements, low-interest loans, grants, etc.) to developers building new housing in the neighborhood.

GOAL: We will encourage and support homeownership in the neighborhood to create a healthy balance of renters and homeowners.

Strategy: Develop programs to support existing homeowners in San Jacinto.

Establish educational programs and a support network to assist with home repairs.

Strategy: Create new opportunities for homeownership in the neighborhood.

Consider rent-to-own programs and organizations to administer such programs.

Infrastructure

GOAL: We will enhance the neighborhood's connectivity.

Strategy: Develop "complete streets" where appropriate and slow traffic where possible.

Analyze public rights-of-way in neighborhood to determine where multi-modal transit options can be considered.

Explore traffic-calming options on residential and commercial streets.

Identify transit-related improvements (operations and capital) on existing transit corridors.

Strategy: Create a neighborhood-wide accessibility/connectivity plan.

Develop strategies to improve sidewalk infrastructure and handicap ramps throughout the neighborhood.

Research opportunities to add handicap parking along business corridors.

GOAL: We will improve our utilities and other infrastructure to encourage private investment in the neighborhood.

Strategy: In accordance with the accessibility/connectivity plan, implement pedestrian infrastructure as identified.

Install sidewalks throughout neighborhood, prioritizing areas around schools and other areas as defined in accessibility/connectivity plan.

Implement countdown and audible crosswalk signals at all street light crossings.

Improve signage to help direct pedestrians and others throughout neighborhood.

Strategy: Create process to installation of wet and dry utilities easier, more efficient and less expensive for new development.

Work with City of Amarillo to consider reduced water and sewer tap fees for developers. Work with Xcel Energy to reduce new/upgraded gas and electricity services for developers.

Designate a single point of contact to ensure utility installation for new development is coordinated.

Strategy: Improve access to technology in San Jacinto

Contact SuddenLink to offer reduced rates for 1 GB internet access for businesses and residents.

Sustainability

GOAL: We will employ green infrastructure when/where possible throughout the neighborhood.

Strategy: Replace existing street and pedestrian lighting with LEDs.

Strategy: Install xeriscaping wherever possible throughout neighborhood.

Work with local nurseries/greenhouses to provide low-water plants at low- or no-cost for San Jacinto projects.

Install xeriscaping in parks and in public streetscapes to reduce water consumption.

GOAL: San Jacinto businesses will be the most environmentally responsible businesses in all of Amarillo.

Pilot a green biz program to recognize San Jacinto businesses for environmentally friendly practices.

Make San Jacinto a styrofoam-free zone.

Launch a neighborhood-wide recycling program, starting with aluminum and metals.

Social Capacity

GOAL: We will create more opportunities for all residents of San Jacinto to gather and celebrate.

Strategy: Organize a variety of events for people of all ages.

Neighborhood clean-up parties.

Community picnics and park parties.

Neighborhood (or block) yard sales.

Social gardening.

Strategy: Create places for people to gather.

Swimming pool?

Recreation center?

GOAL: We will connect our residents, businesses and other stakeholders with resources to improve the neighborhood.

Strategy: Utilize existing communications tools to help people communicate.

Promote NextDoor app

Create a neighborhood Facebook Page

Develop an informational website Amarillo 101

Strategy: Develop new and promote existing programs in neighborhood to bring people together.

Promote existing social gatherings happening in neighborhood.

Utilize educational programs and classes as means to bring neighbors together.