



San Jacinto Neighborhood Plan

Public Meeting #4:

Thursday, November 7, 2019

WELCOME!

Thank you to our host!

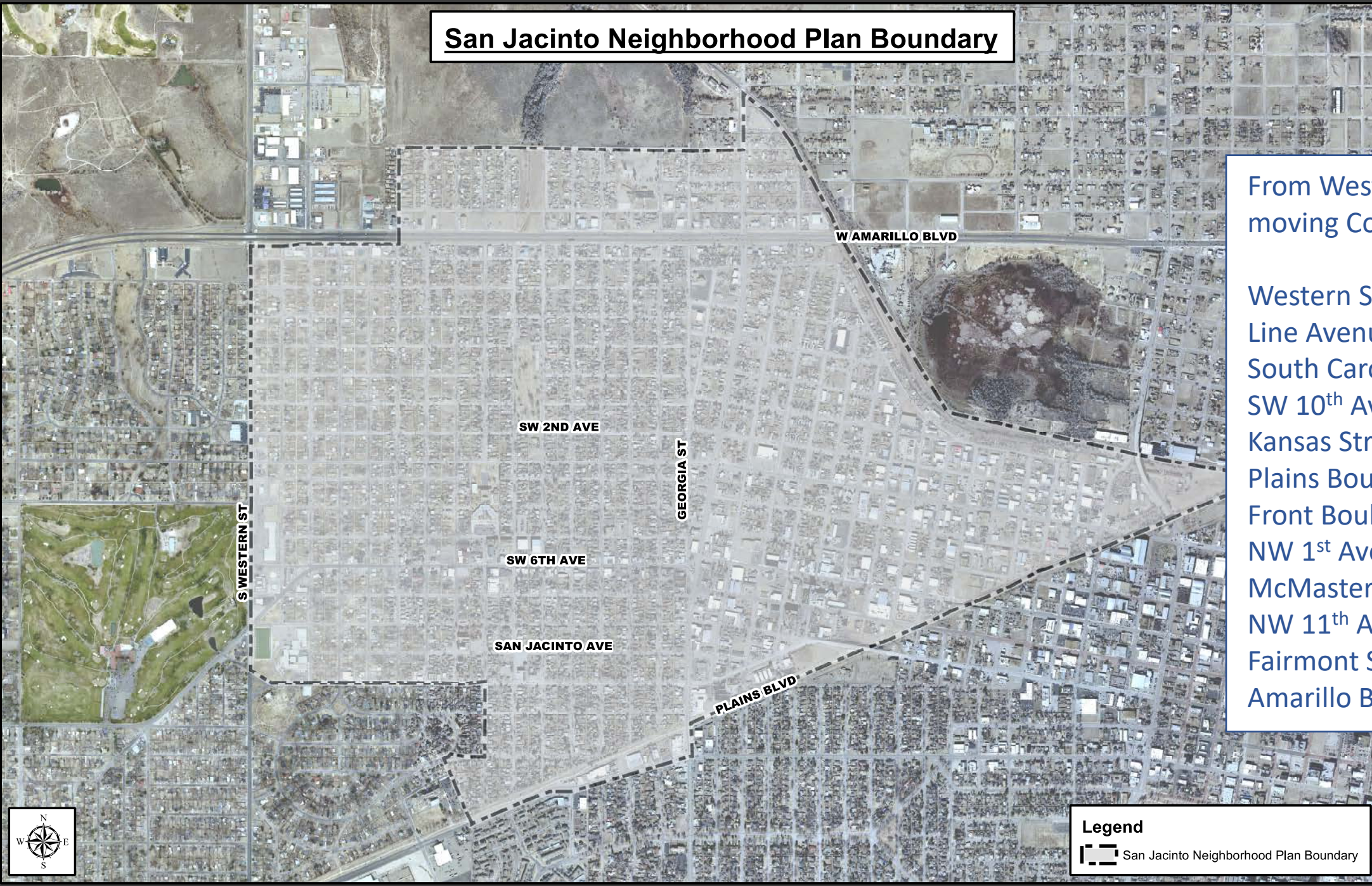


Introductions

- Urban Milestones
- City of Amarillo
- Advisory Committee
- Elected Officials



San Jacinto Neighborhood Plan Boundary



- From Western Boundary, moving Counterclockwise:
- Western Street
 - Line Avenue
 - South Carolina Street
 - SW 10th Avenue
 - Kansas Street
 - Plains Boulevard
 - Front Boulevard
 - NW 1st Avenue
 - McMasters Boulevard
 - NW 11th Avenue
 - Fairmont Street
 - Amarillo Boulevard

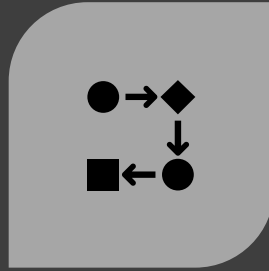


Legend
[Dashed Line] San Jacinto Neighborhood Plan Boundary

Planning Process and Schedule



ANALYZE AND
VISUALIZE



STRATEGIZE



FINALIZE



ADOPT AND
REALIZE

January – May 2019

June – October 2019

November – December 2019

January – February 2020
...and beyond!

Setting the State for a Future San Jacinto

GENERATE IDEAS

- Vision Statement
- Land Use Guiding Principles
- Areas of Focus
 - Goals
 - Action Items



Setting the Stage for a Future San Jacinto

VISION STATEMENT

San Jacinto is a welcoming and diverse community that celebrates the neighborhood's unique historic significance and its eclectic mix of people and businesses. Our vision is to be a safe, clean, walkable neighborhood that is healthy and sustainable.



SAN JACINTO NEIGHBORHOOD PLAN

AREAS OF FOCUS

- CLEAN AND SAFE
- ECONOMIC DEVELOPMENT
- HISTORY AND CULTURE
- HOUSING
- INFRASTRUCTURE
- SUSTAINABILITY
- SOCIAL CAPACITY



APPROVED GOALS – EXAMPLES

- We will take action to reduce crime and to improve overall safety of our neighborhood for our residents, businesses, and visitors.
- We will create projects and programs to maintain a clean and beautiful neighborhood.
- We will employ green infrastructure when/where possible throughout the neighborhood.



APPROVED GOALS – EXAMPLES

- We will honor the legacy of Historic San Jacinto and its unique cultural heritage that make the neighborhood one-of-a-kind.
- We will highlight the artistic and creative spirit of the neighborhood by promoting the visual and performing arts.



APPROVED GOALS – EXAMPLES

- We will encourage and support homeownership in the neighborhood to create a healthy balance of renters and homeowners.
- 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.
- We will enhance the neighborhood's connectivity.





APPROVED GOALS – EXAMPLES

- We will create more opportunities for all residents of San Jacinto to gather and celebrate.
- We will connect our residents, businesses and other stakeholders with resources to improve the neighborhood.
- We will build upon the success of 6th Street businesses and encourage new entrepreneurs to establish their businesses with San Jacinto.



Setting the Stage for a Future San Jacinto

MAKING WAY FOR CHANGE



Strategies and Action Items

- What will be done?
- When will it be done?
- Who is responsible?
- How will it be funded?

Setting the Stage for a Future San Jacinto

CASE STUDIES AND BEST PRACTICES

- What has been successful in other neighborhoods/cities?
- How can we adapt ideas so they will be effective in San Jacinto?



Setting the Stage for a Future San Jacinto

CASE STUDIES AND BEST PRACTICES



PRIORITY PROJECTS - EXAMPLES

A. Clean and Safe

Improve landscaping and streetscaping throughout the neighborhood...

What:

Plant Flowers (Hyacinths)

Who's Going to Do It:

San Jac advisory members, neighborhood churches and schools, Boy and Girl Scouts and neighborhood volunteers.

Costs/Funding:

$\$.50 - \$2.00 \text{ per bulb} \times 3,000 = \$1,500 - \$6,000$

Funded by private donations/sponsors

Policy/Ordinance Changes:

N/A



PRIORITY PROJECTS - EXAMPLES

A. Clean and Safe

Manage San Jacinto animal population & provide resources for pet owners...

What:

Work to remove stray animals in the neighborhood.
Enforce leash laws.

Who's Going to Do It:

Oversight Committee

- Put together a list of resources
- Report issues to Animal Control and APD

Animal Control and APD (enforce leash laws)

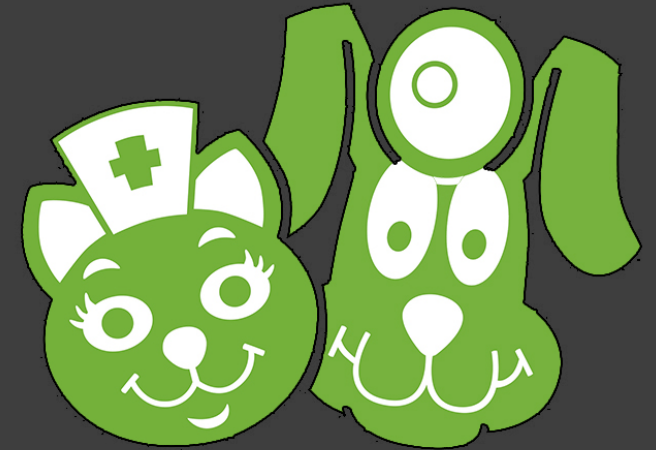
Pet Owners

Costs/Funding:

Initial cost: \$2,000 for printed materials and leashes

Policy/Ordinance Changes:

TBD (consult with Animal Control and APD)



P.E.T.S.



PRIORITY PROJECTS - EXAMPLES

B. Economic Development

Create a program to enhance the existing commercial buildings...

What:

Develop design guidelines for 6th Street and a building, sign and paint grant program.

Who's Going to Do It:

- Neighborhood Design Sub-committee
- City of Amarillo Planning Staff
- Board of Review for Landmarks, Historic Districts and Downtown Design

Costs/Funding:

Design Guidelines

- \$0 (pro bono by historians/architects)
- \$5,000 - \$20,000 (consultant)

Improvement Grants

- \$500 - \$5,000 each (50/50 match)
- Funded by Private Donations through an Annual Fundraiser

Policy/Ordinance Changes:

Some commercial corridors opt for historic designation.



PRIORITY PROJECTS - EXAMPLES

C. History and Culture

Showcase “Historic Route 66”...

What:

Redevelop/Develop a Route 66 Welcome Center & Museum.

Who’s Going to Do It:

Amarillo Convention and Visitor Bureau, TXDOT, City of Amarillo, Chamber of Commerce, Various Route 66 Organizations/Associations.

Costs/Funding:

\$1,700,000 (+/-) for 3,600 SF

Funded by multiple partners, sponsors, grants and private donations.

Policy/Ordinance Changes:

Depends on location. Zoning change?



PRIORITY PROJECTS - EXAMPLES

E. Infrastructure

Explore traffic calming options on residential and commercial streets...

What:

Install creative crosswalks

Who's Going to Do It:

Local artists (design), neighborhood (approve), City (install.)

Costs/Funding:

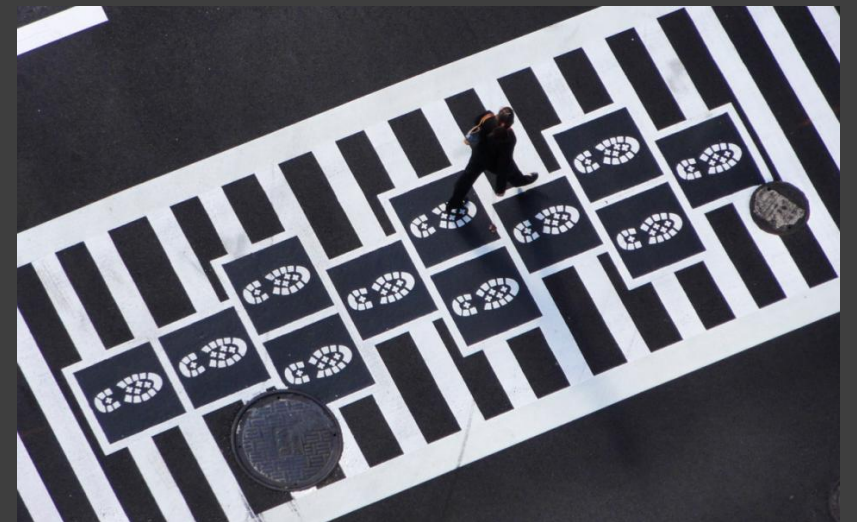
Basic design with two white bars = \$2,200.

The more elaborate design, the more expensive.

Depending on design and location, one crosswalk could be \$5,000 - \$20,000.

Policy/Ordinance Changes:

N/A



PRIORITY PROJECTS - EXAMPLES

E. Infrastructure

Develop a sidewalk partnership program...

What:

Install new sidewalks through a funding partnership.

Who's Going to Do It:

Property Owners with financial support from City.

Costs/Funding:

\$16 per square foot (removal and installation)

Policy/Ordinance Changes:

- Current code requires property owners to repair and maintain the public sidewalk in front of their property.
- New policy for funding partnership would need to be adopted for San Jacinto.

Before:



After:



PRIORITY PROJECTS - EXAMPLES

F. Sustainability (Nature and Environment)

Work with utility companies to improve homes and businesses...

What:

Help property owners make environmentally-friendly, cost-saving improvements to their buildings.

Who's Going to Do It:

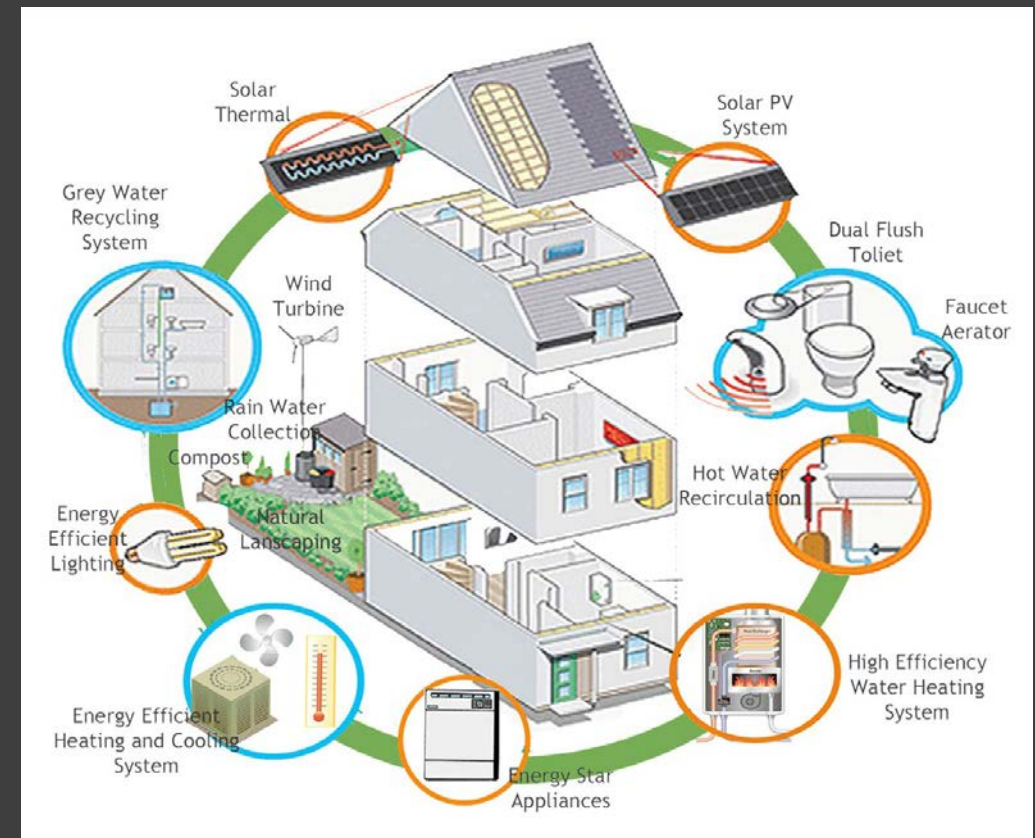
Property owners with support from Xcel Energy and City.
Community volunteers.
Paid staff to facilitate work.

Costs/Funding:

Initial cost: \$5,000 for printed materials and materials.
Tap into existing rebates, incentives and programs.

Policy/Ordinance Changes:

Establish a Green/Sustainable Ordinance, Program or Guidelines.



PRIORITY PROJECTS - EXAMPLES

G. Community Building

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

What:

Host events under new shade structure/facility on 6th Street.

Who's Going to Do It:

Generation Next and Community Partners.

Costs/Funding:

\$5,000 annually for event supplies.

\$50,000 + for shade structure, depending on size and style. Funding TBD.

Policy/Ordinance Changes:

TBD



PRIORITY PROJECTS - EXAMPLES



GROUP EXERCISE

- Seven stations are set up around the room.
- Go to any/all stations that you would like.
- What projects are most interesting/important to you? Vote for your top three with a sticker dot.
- Want to help with projects? Sign up! We'll get in touch with you!

PLANNING PROCESS: NEXT STEPS

The Final Stretch

- Finalize Implementation Strategy
- Refine Transformative Projects
- Draft Neighborhood Plan Document
- Unveil Plan to the Public
- Adoption by City Council

TRANSFORMATIVE PROJECTS

What are they?

- Projects/Initiatives that will:
 - Tackle complex issues
 - Address multiple goals, strategies and actions
 - Require stamina
 - Necessitate paid staff
 - Need dedicated, ongoing funding
- The Necessary “Big Moves”

TRANSFORMATIVE PROJECTS: San Jacinto Neighborhood

- 1. Reduce Crime and Improve Neighborhood Safety**
- 2. Unify 6th Street Businesses**
- 3. Fix the Housing Crisis**

TRANSFORMATIVE PROJECT #1

STEP 1: Develop a Neighborhood Safety Task Force

What:

A group comprised of residents, law enforcement officers, policy makers and others who are specifically focused on reducing crime and improving safety.

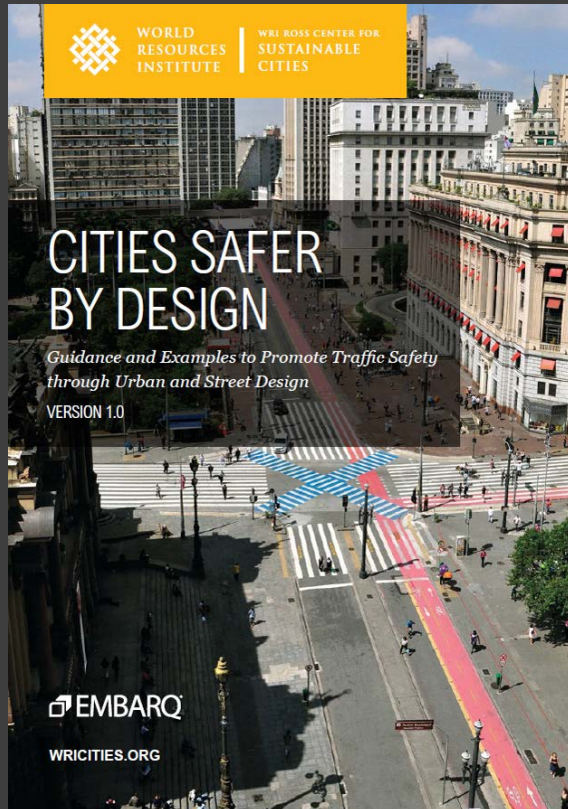
Governance Structure:

- TBD



TRANSFORMATIVE PROJECT #2

STEP 1: Develop a Neighborhood Safety Task Force



Who's Going to Do It:

- Property Owners
- Neighborhood Residents
- The City of Amarillo
 - APD
 - Other Departments
- Non-Profit Leaders
- Educators
- Planners/Designers
- Staff Liaison

Costs/Funding:

TBD.

Policy/Ordinance Changes:

No.

TRANSFORMATIVE PROJECT #1

STEP 1:

Develop a Neighborhood Safety Task Force



TRANSFORMATIVE PROJECT #2

STEP 1: Form a 6th Street Public Improvement District

What:

A defined area within which commercial property owners and/or businesses are required to pay an additional assessment to fund projects and programs within the district's boundaries.

Governance Structure:

- Non-profit organization
- Governed by board of participating members



TRANSFORMATIVE PROJECT #2

STEP 1:

Form a 6th Street Public Improvement District

◀ FREE EVENT! ▶

★ ROUTE ★

WEST FEST

POWERED BY THINK BIG!

66

COME ENJOY A DAY OF
//// FUN AND PRIZES!

SATURDAY, SEPTEMBER 21, 2019
//// 11 A.M. - 6 P.M. ////

AL HURRICANE JR
AND THE FURRICANE BAND

CONZALO
MARISOL FLORES
ARIA HERNANDEZ
ATIBISO HERITAGE ACADEMY MARIACHIS
MANUEL GONZALEZ AND SANTI SOL GONZALEZ
DANCING STARS DANCE STUDIO
BIRIQUE SOL
MIRAGE, A SANTANA EXPERIENCE

CAR SHOW, FOR MORE
INFO/REGISTER CONTACT
305-385-1251 OR 305-217-4311
//// ////

BOXING EXHIBITION
BROUGHT TO YOU BY
CHAVEZ PROMOTIONS

TED M. GALLEGOS COMMUNITY CENTER
//// 6900 GONZALES RD SW, ALBUQUERQUE NM 87121 ////

FOR MORE INFORMATION OR TO RESERVE A BOOTH CONTACT 305-385-2809 OR 305-331-3531
JGALLEGOSWCCDG@GMAIL.COM OR JOHNHYPERMASON@GMAIL.COM

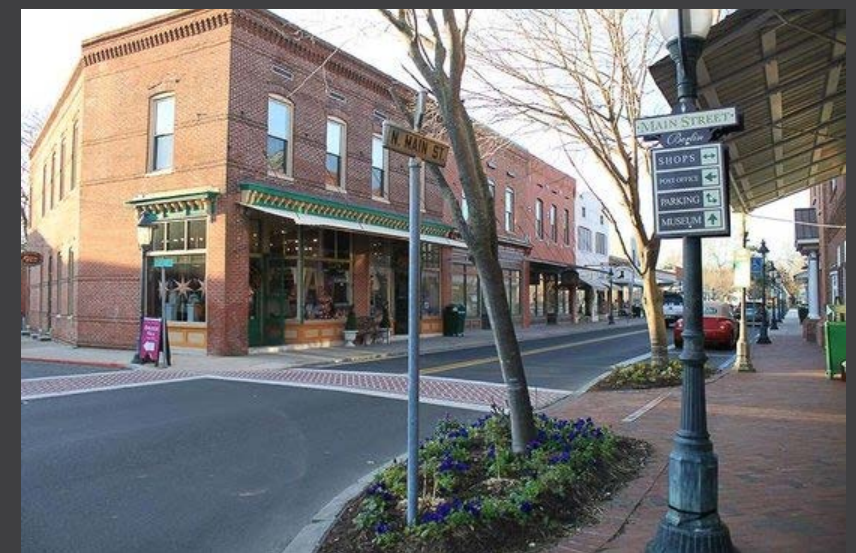
TURN THE MUSIC UP

EAT UP OUR FOOD NETWORK

EXPLORE YOUR INNER QUIRKY

PREPARE TO BE UNBORED

Come to life POWN!



TRANSFORMATIVE PROJECT #2

STEP 1: Form a 6th Street Public Improvement District



Who's Going to Do It:

- 6th St. commercial property owners
- The City of Amarillo
- Potentially Potter County
- Staff and Contract Employees

Costs/Funding:

Organizational budget will be dependent on the district size and the desired operations, capital improvements and programs.

Initial start-up: Estimated \$5,000 - \$10,000 dollars (consulting and legal fees.)

Commercial properties are assessed an additional levy based on assessed property value.

Policy/Ordinance Changes:

Yes. A formal resolution by City Council will be required.

TRANSFORMATIVE PROJECT #3

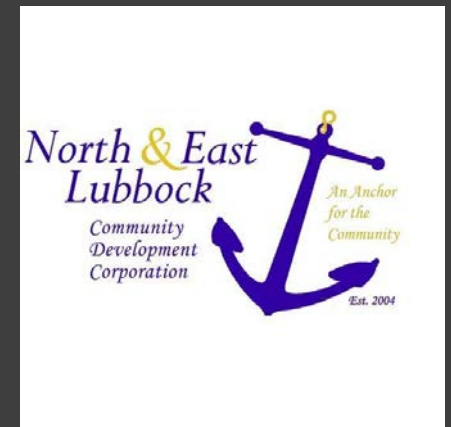
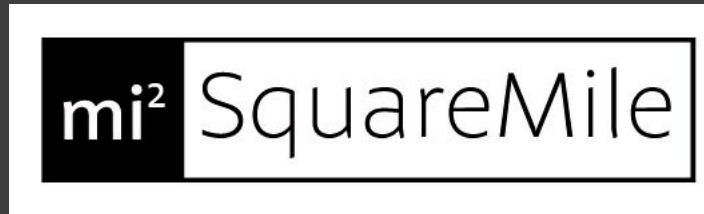
STEP 1: Form a Community Development Corporation

What:

- A neighborhood-serving organization that is created to support and revitalize communities. Areas of focus vary from organization to organization, but housing is typically a component.

Governance Structure:

- Non-profit organization
- Governed by board of varying expertise



TRANSFORMATIVE PROJECT #3

STEP 1: Form a Community Development Corporation



Who's Going to Do It:

- Housing Expert

Costs/Funding:

- Initial start-up: Estimated \$400,000 - \$500,000
- Grants, land donations, federal funds (e.g. CDBG), private/corporate contributions

Policy/Ordinance Changes:

- Not required for CDC, but possibly needed for some CDC projects.

TRANSFORMATIVE PROJECT #3

STEP 1:

Form a Community Development Corporation

HOMEOWNERSHIP:
THE KEY TO BUILDING WEALTH



How to Get and Stay Involved

- Website – amarillo.gov/sanjacintoplan
- Hard copies available at Simms Municipal Building –
808 S. Buchanan
- Business Owner Survey

www.surveymonkey.com/r/sanjacintobusiness

How to Get and Stay Involved

FINAL PUBLIC MEETING:

OPEN HOUSE

Reveal and Review the Draft Plan

January 17, 2020 at 6 p.m.

Food and beverages will be served!