



# San Jacinto Neighborhood Plan

Public Meeting #5:

Tuesday, January 14, 2020

WELCOME!

---

Thank you to our host!



# Introductions

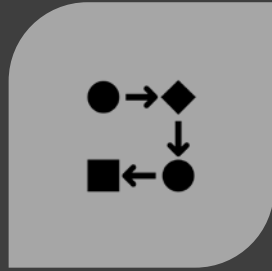
- Urban Milestones
- City of Amarillo
- Advisory Committee
- Elected Officials



# Planning Process and Schedule



ANALYZE AND  
VISUALIZE



STRATEGIZE



FINALIZE



ADOPT AND  
REALIZE

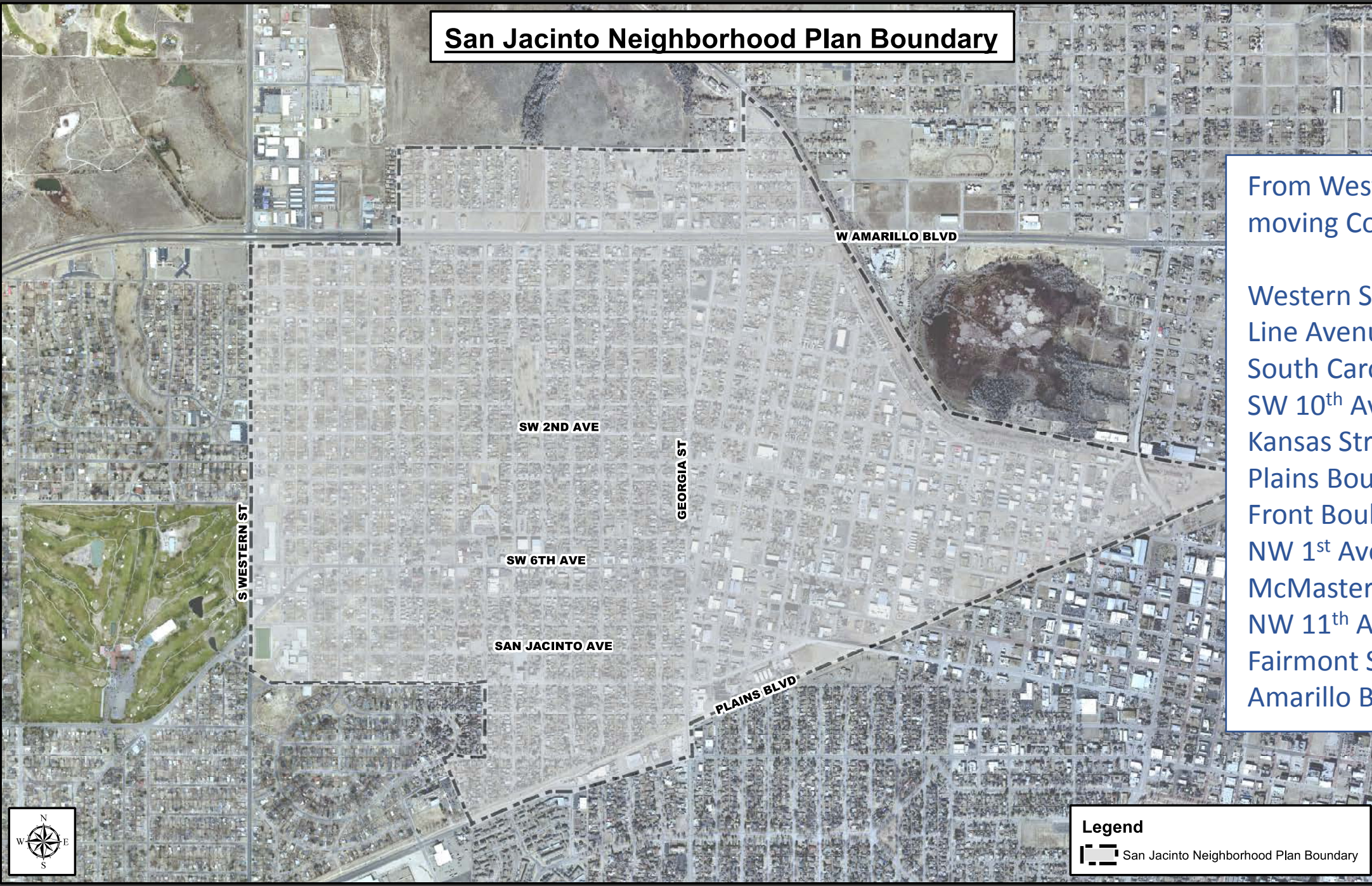
January – May 2019

June – October 2019

November – December 2019

January – February 2020  
...and beyond!

# San Jacinto Neighborhood Plan Boundary



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

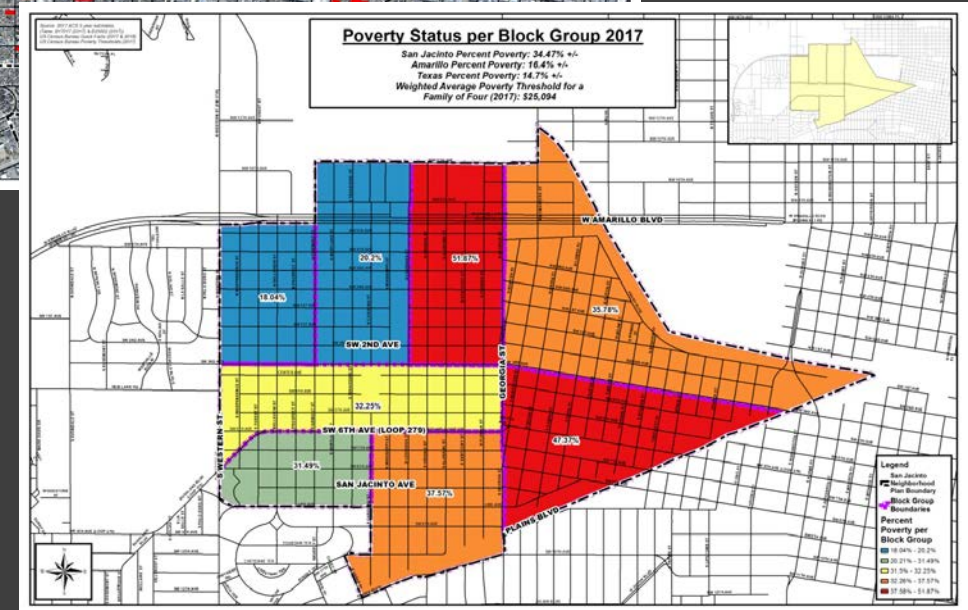
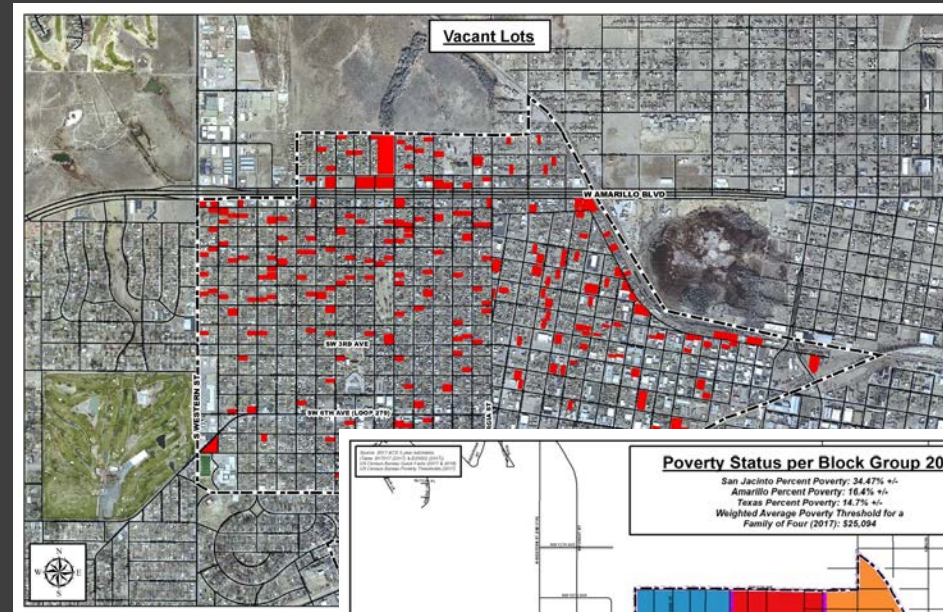


**Legend**  
[Dashed Line] San Jacinto Neighborhood Plan Boundary

# San Jacinto Neighborhood Plan

## Final Plan Components

- Plan Process Overview
- Neighborhood History
- Existing Conditions
  - Data-driven examples:
    - People: Population Data
    - Environment: Buildings, Utilities, Traffic/Transit, Land Use, Zoning



# San Jacinto Neighborhood Plan

## Final Plan Components

- Existing Conditions Outreach
  - Opportunities for Engagement
    - Public Meetings (5)
    - Advisory Committee Meetings (8)
    - Focus Groups (16)
    - Surveys (2)
  - Over 300 people participated



# San Jacinto Neighborhood Plan

## Final Plan Components

- Vision Statement and Guiding Principles
- Areas of Focus
  - Goals
  - Action Items
  - Transformative Projects
- Implementation



# Setting the Stage for a Future San Jacinto

## **EXISTING CONDITIONS AND OUTREACH**

- Strengths – Things we LOVE about San Jacinto!
- Weaknesses – San Jacinto's Disadvantages or Faults
- Opportunities – Specific circumstances that make it possible to do something
- Threats – Specific circumstances that could damage or endanger the neighborhood

# Planning Process: Analyze and Visualize

## STRENGTHS

- Historic characteristics (long-established neighborhood, Route 66, architecture)
- People (diverse population, service-/volunteer-oriented, friendly)
- Strong institutions/organizations (schools, churches, non-profits)



# Planning Process: Analyze and Visualize

## STRENGTHS

- Locally-owned businesses/restaurants (especially those along 6th Ave)
- Outdoor features (parks, open land, garden)
- Arts/music/entertainment



# Planning Process: Analyze and Visualize

## **WEAKNESSES AND THREATS**

- Crime (drugs, human trafficking, theft)
- Infrastructure (decaying streets/alleys, missing sidewalks, outdated parks, lack of adequate lighting)
- Trash/debris/dead trees
- Stray animals



# Planning Process: Analyze and Visualize

## **WEAKNESSES AND THREATS**

- Imbalance of renters/homeowners
- Neglected housing – boarded up/substandard homes
- Food desert (no grocery store/little access to healthy, quality food)
- Lack of funding for improvements/positive activities



# Planning Process: Analyze and Visualize

## **EXISTING CONDITIONS AND PUBLIC INPUT: KEY TAKEAWAYS**

- The following items are critical to the future success of San Jacinto:
  - Reducing crime
  - Stabilizing housing conditions
  - Deconcentrating poverty
  - Managing illegal dumping/maintaining alleyways
  - Upholding International Building Code (IBC) standards
  - Unifying 6<sup>th</sup> Street businesses
  - Celebrating Route 66

# Setting the Stage for a Future San Jacinto

## VISION STATEMENT

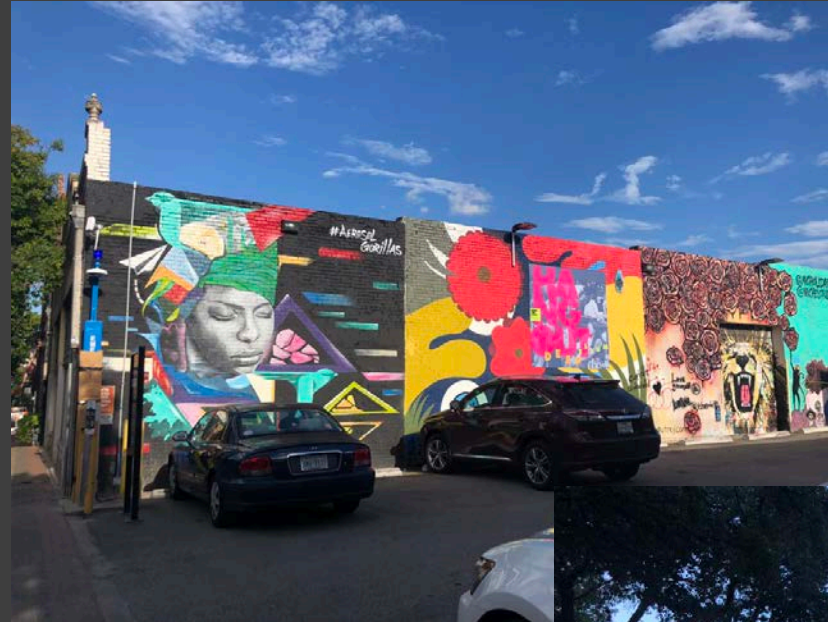
San Jacinto is a welcoming and diverse community that celebrates the neighborhood's unique historic significance and its eclectic mix of people and businesses. Our vision is to be a safe, clean, walkable neighborhood that is healthy and sustainable.



# Setting the Stage for a Future San Jacinto

## AREAS OF FOCUS

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





# Setting the Stage for a Future San Jacinto

## IMPLEMENTATION MATRIX

San Jacinto Project Matrix	2020 Projects in Motion/High Priorities	Estimated Costs	Neighborhood Partnerships - Ongoing Programs/Resources	IMPLEMENTATION PARTNERS	POSSIBLE FUNDING SOURCES
<b>A. Clean and Safe</b>					
<b>GOAL: We will take action to reduce crime and to improve overall safety of our neighborhood for our residents, businesses and visitors.</b>					
<i>Strategy: Develop an alliance in the neighborhood to identify and report criminal activity.</i>					
	X	\$5-\$10K for signs	Y- how to participate	APD- NPO	Neighborhood
<b>**Establish Neighborhood Watch Program among neighborhood residents and businesses.**</b>					
<b>Work with APD NPO unit, Project Safe Neighborhood and Amarillo Crime Stoppers to develop an effective crime reporting strategy.</b>					
	X		0 Y- how to report		0 Neighborhood
<i>Coordinate community outreach efforts to educate neighborhood about crime prevention initiatives.</i>					
<i>Increase police foot patrol in neighborhood, with areas around schools and parks as primary targets.</i>					
<i>Strategy: Create programs to specifically target safety of children and elderly residents.</i>					
<i>Initiate the Safe Place program in San Jacinto to provide safe havens for area youth.</i>					
<i>Develop a walking school bus system to lead children safely to/from neighborhood schools.</i>					
<i>Strategy: Improve physical conditions throughout the neighborhood to enhance safety and security.</i>					
			Y- report unsafe lighting	PW - Transportation	
<i>Analyze street and pedestrian lighting throughout the neighborhood to identify where lighting is inadequate.</i>					
<i>Improve lighting where inadequate, prioritizing public areas, schools and commercial districts.</i>					
<i>Review neighborhood alleys, particularly around neighborhood schools, and improve conditions where necessary to reduce criminal activity.</i>					
<i>Strategy: Manage San Jacinto's animal population and provide resources for pet owners.</i>					
<b>**Work with City's animal control division to remove stray animals in the neighborhood.**</b>					
	X	<\$1K for printing	Y- how to report	AM&W	0
<i>Enforce leash laws.</i>					
<i>Develop a dog park and install pet waste stations throughout San Jacinto.</i>					
<b>GOAL: We will strive to increase access to services that support our community's physical health, mental health and wellness needs.</b>					
<i>Strategy: Create a coalition among social service providers in the neighborhood to better connect people with the services they need.</i>					
<i>Develop a directory of services to identify organizations, describe their services and provide information on how to get support.</i>					
<i>Identify a primary point of contact to help refer residents to the appropriate service provider(s).</i>					
<i>Determine if services are lacking in certain areas; if so, develop programs to serve populations needing additional resources (e.g. homeless, elderly, youth.)</i>					
<i>Strategy: Work with parks department through their master PL efforts to identify recreation activities or opportunities.</i>					
<i>Form a task force from neighborhood plan advisory committee to provide input to parks and rec.</i>					
<i>Develop programming for area youth based on input from area residents.</i>					
<i>Consider the development of a community recreation center to house educational programs, camps and other activities.</i>					
<b>GOAL: We will create projects and programs to maintain a clean and beautiful neighborhood.</b>					
<i>Strategy: Improve the "curb appeal" of the neighborhood.</i>					
<i>Add more trash cans throughout neighborhood, prioritizing 8th Street, commercial areas, public spaces and schools.</i>					
<i>Promote community involvement in neighborhood clean-up projects.</i>					
<i>Organize a neighborhood mowing team to keep lots trimmed and clean.</i>					
<i>Develop a community tool library where residents can check out equipment at no or low cost.</i>					
			Y- How to organize/participate	PW - Solid Waste	

- Goals, Strategies and Action Items
  - What will be done?
  - When will it be done?
  - Who is responsible?
  - How will it be funded?
- 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

## IMPLEMENTATION OVERVIEW

Community Voting Results	
Results from November 7 <sup>th</sup> Public Meeting and Online Survey	
1)	Identify a method and process for the demolition of vacant, dilapidated structures. Criteria should take into consideration the following: 1) length of time vacant; 2) fire damage; 3) architectural integrity; and 4) transient habitation.
1)	Replace existing street and pedestrian lighting with LEDs.
1)	Develop financial programs to incentivize the redevelopment of vacant buildings.
1)	Work with utility companies to offer incentives to green homes, businesses and investor-owned residential properties.
1)	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.)
1)	Identify a space/building on 6th Street corridor for a Route 66 welcome center and neighborhood meeting facility with public restrooms.
1)	Work with local nurseries and greenhouses to provide low-water plants at low or no-cost for San Jacinto projects.
1)	Consider offering incentives (e.g. tax abatements, low-interest loans, grants, etc.) homeowners who upgrade existing homes.
1)	Proactively install sidewalks throughout neighborhood, prioritizing areas around schools and other areas as defined in accessibility/connectivity plan.
1)	Work with APD NPO unit, Project Safe Neighborhood and Amarillo Crime Stoppers to develop an effective crime reporting strategy.

- 130+ Strategies and Action Items
- Where do we start?
  - Year I “Projects in Motion”
  - Other Priority Projects
  - Transformative Projects

# PRIORITY PROJECTS – OTHER EXAMPLES

Before



After



And many more....



# Setting the Stage for a Future San Jacinto

## **TRANSFORMATIVE PROJECTS**

- 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”

# Setting the Stage for a Future San Jacinto

## **TRANSFORMATIVE PROJECTS**

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

# TRANSFORMATIVE PROJECT #1: REDUCE CRIME AND IMPROVE NEIGHBORHOOD SAFETY

## 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

**Costs/Funding:** \$ for task force formation. TBD for projects that come out of it.

**Policy/Ordinance Changes:** Not for formation, but possibly for some projects.

# TRANSFORMATIVE PROJECT #1: REDUCE CRIME AND IMPROVE NEIGHBORHOOD SAFETY

## 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

# TRANSFORMATIVE PROJECT #1: REDUCE CRIME AND IMPROVE NEIGHBORHOOD SAFETY

## STEP 1:

### Develop a Neighborhood Safety Task Force

#### What the task force could do:

- Facilitate communications between crime enforcement officials and community residents
- Develop additional strategies to supplement efforts already underway
- Leverage resources and unite partners to improve neighborhood conditions
- Recommend a comprehensive Public Safety Plan for the City Council to review and approve for future implementation





# TRANSFORMATIVE PROJECT #1: REDUCE CRIME AND IMPROVE NEIGHBORHOOD SAFETY

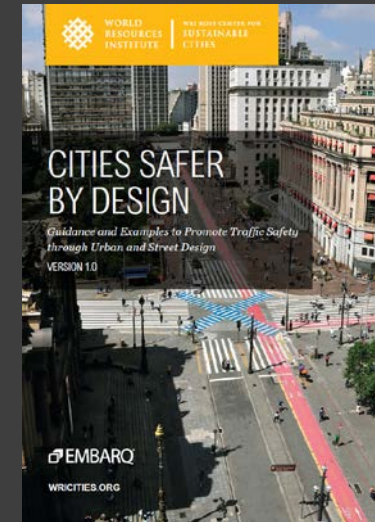
## STEP 1: Develop a Neighborhood Safety Task Force

### Resources:

- National Crime Prevention Council (NCPC)
  - Business Watch Programs
  - Park Watch Programs
  - Youth-Led Community Service Projects

### Case Studies:

- Durham, NC
- San Clemente, CA
- Baltimore, MD



# TRANSFORMATIVE PROJECT #2:

## UNIFY 6<sup>TH</sup> STREET BUSINESSES

### STEP I:

### Form a 6<sup>th</sup> Street Public Improvement District (PID)

**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 guided by board of participating members

**Costs/Funding:** Initial start-up: Estimated \$5,000 - \$10,000 dollars (consulting and legal fees.) Annual budget will be dependent on the district size and the desired operations, capital improvements and programs.

**Policy/Ordinance Changes:** Yes. A formal resolution by City Council will be required.

# TRANSFORMATIVE PROJECT #2:

## UNIFY 6<sup>TH</sup> STREET BUSINESSES

### STEP 1:

### Form a 6<sup>th</sup> Street Public Improvement District (PID)



### Who's Going to Do It:

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

# TRANSFORMATIVE PROJECT #2:

## UNIFY 6<sup>TH</sup> STREET BUSINESSES

### STEP 1:

## Form a 6<sup>th</sup> Street Public Improvement District (PID)

### What the PID could do:

- Professional branding and marketing materials to promote 6th Street businesses
- Ambassadors to welcome visitors, provide information and connect with police when security issues arise
- Special banners, street furniture, flower baskets, etc. to beautify the corridor
- Programs to incentivize property improvements, such as a façade improvement program
- Special events, large and small
- Paid staff to execute its initiatives



# TRANSFORMATIVE PROJECT #2:

## UNIFY 6<sup>TH</sup> STREET BUSINESSES

### STEP 1:

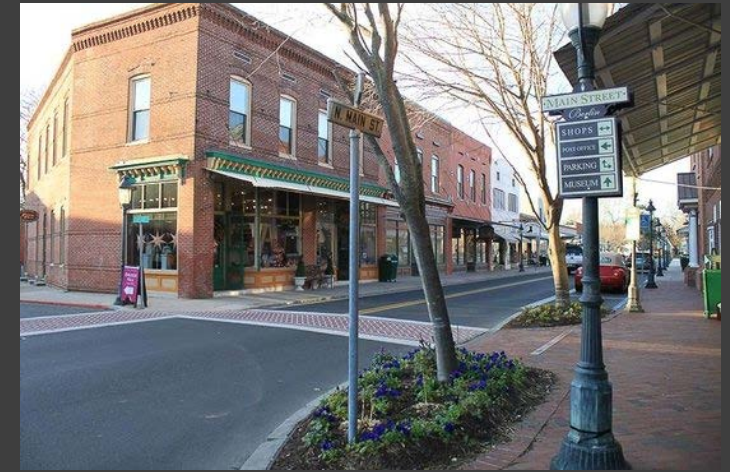
### Form a 6<sup>th</sup> Street Public Improvement District (PID)

#### Resources:

- International Downtown Association
- Texas Local Government Code 372

#### Case Studies:

- Thousands around the world
- Texas examples:
  - Grand Prairie, TX
  - Austin, TX
  - Fort Worth, TX



# TRANSFORMATIVE PROJECT #3:

## FIX THE HOUSING CRISIS

### 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, including housing experts, legal advisors, financial institutions, etc.

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

**Policy/Ordinance Changes:** N/A for organization start-up, but possibly for specific projects.

# TRANSFORMATIVE PROJECT #3:

## FIX THE HOUSING CRISIS

### STEP 1:

### Form a Community Development Corporation



### Who's Going to Do It:

- Oversight/Coordination – Housing Expert
- Board Members/Other Partners:
  - Financial Institutions
  - Construction Companies
  - Attorneys
  - City of Amarillo
  - Potter County

# TRANSFORMATIVE PROJECT #3:

## FIX THE HOUSING CRISIS

### STEP 1:

### Form a Community Development Corporation

#### What the Housing Organization Could Do:

- Develop a program for improving dilapidated structures and securing vacant buildings.
- Form a land bank to acquire and assemble vacant parcels to promote new development on those sites.
- Work with City officials to create or revise existing policies to promote quality and diverse housing.
- Develop and/or enforce housing standards for homes receiving HUD vouchers.
- Work with the City and other agencies to create incentives (e.g. tax abatements, low-interest loans, grants, etc.) to investors and homeowners who upgrade existing homes.



# TRANSFORMATIVE PROJECT #3:

## FIX THE HOUSING CRISIS

### STEP 1:

### Form a Community Development Corporation

#### What the Housing Organization Could Do:

- Partner with Habitat for Humanity and other private sector developers to build new homeownership opportunities.
- Facilitate re-zoning of 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.
- Develop programs to support existing homeowners in San Jacinto.
- Establish educational programs and a support network to assist with home repairs.
- Create new opportunities for homeownership in the neighborhood.
- Consider rent-to-own programs and organizations to administer such programs.

# TRANSFORMATIVE PROJECT #3:

## FIX THE HOUSING CRISIS

### STEP 1:

### Form a Community Development Corporation

#### Resources:

- Urban Land Institute
- Strong Towns
- University of California – Berkeley
- Texas Association of Community Development Corporations

#### Case Studies:

- North and East Lubbock CDC (TX)
- Community Development Corporation of Brownsville (TX)
- Guadalupe Neighborhood Development Corporation (Austin, TX)



# So Now What???

## Moving from Planning to Implementation

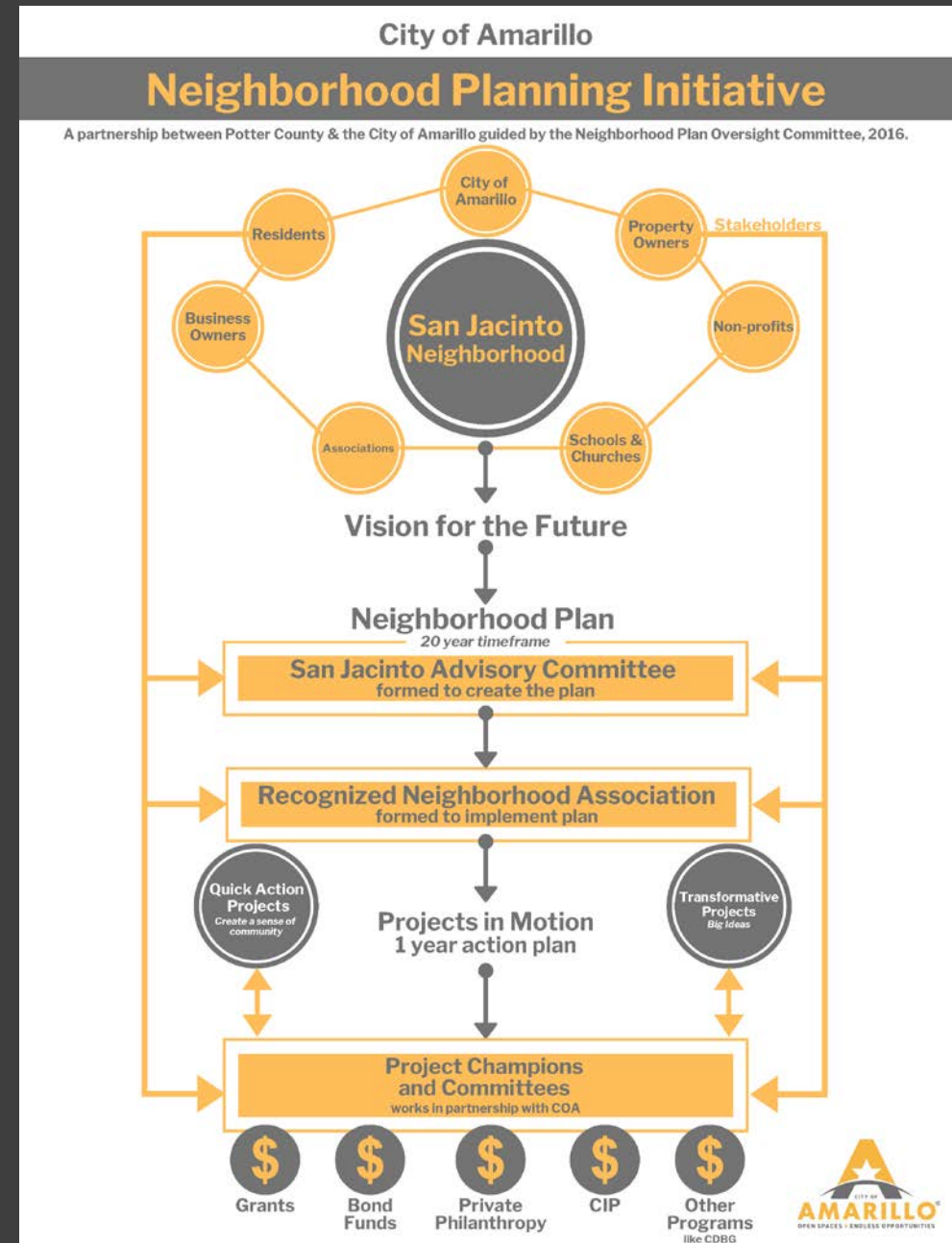
- Formal Approvals
  - Planning & Zoning Commission Work Session:  
Wednesday, January 22<sup>nd</sup>
  - City Council Work Session:  
Tuesday, February 4<sup>th</sup>
  - Potter County Commissioner's Court Presentation:  
Monday, February 10<sup>th</sup>
  - Planning & Zoning Commission Consideration:  
Monday, February 10<sup>th</sup>
  - City Council Meeting 1<sup>st</sup> Reading:  
Tuesday, February 11<sup>th</sup>
  - City Council Meeting 2<sup>nd</sup> Reading:  
Tuesday, February 25<sup>th</sup>



# So Now What???

## Moving from Planning to Implementation

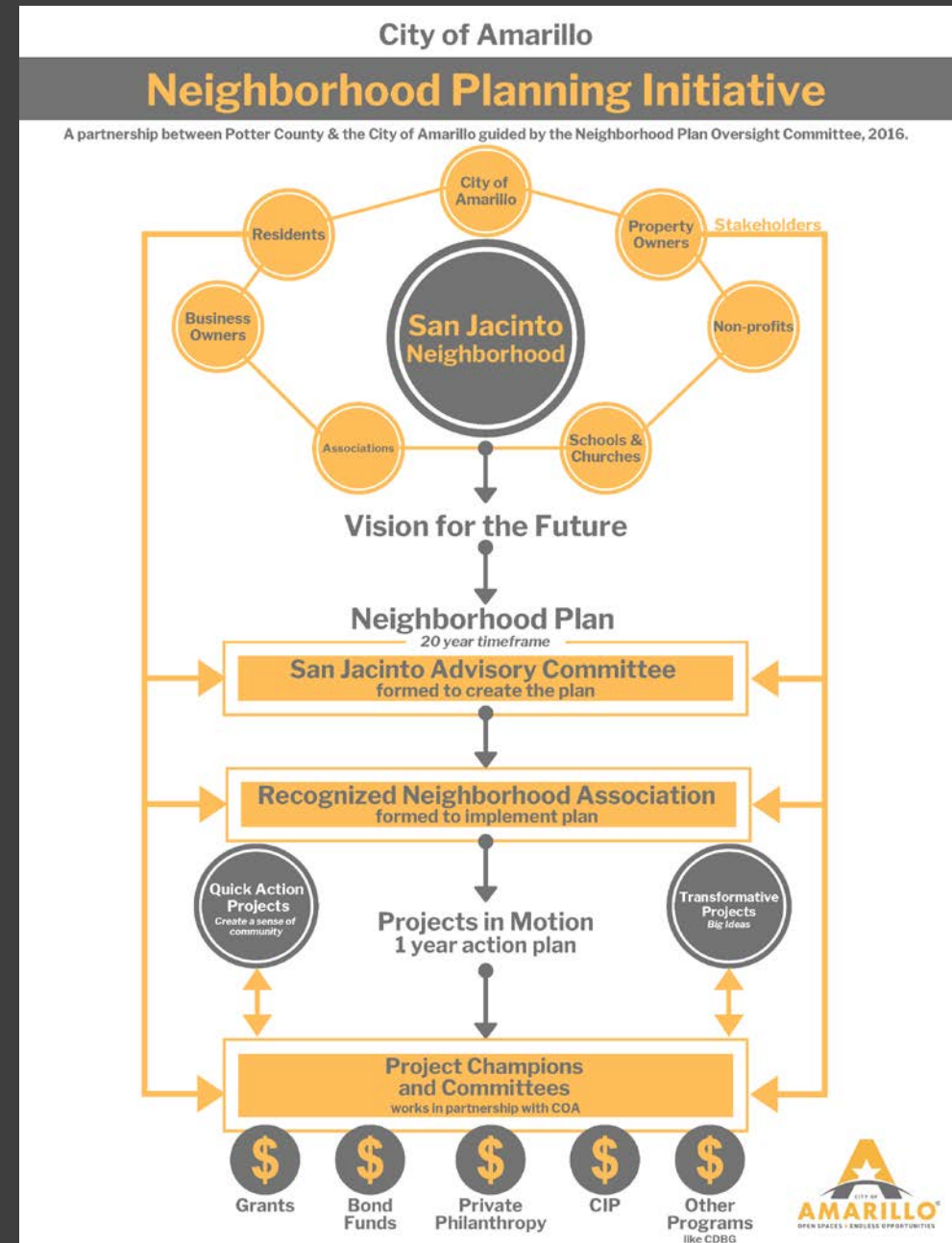
- Getting Started:
  - 2016 bond funding
    - \$654,050
  - Projects in Motion: 1-year action plan
  - Form a Neighborhood Association
    - Members:
      - Advisory Committee Members
      - New Participants



# So Now What???

## Moving from Planning to Implementation

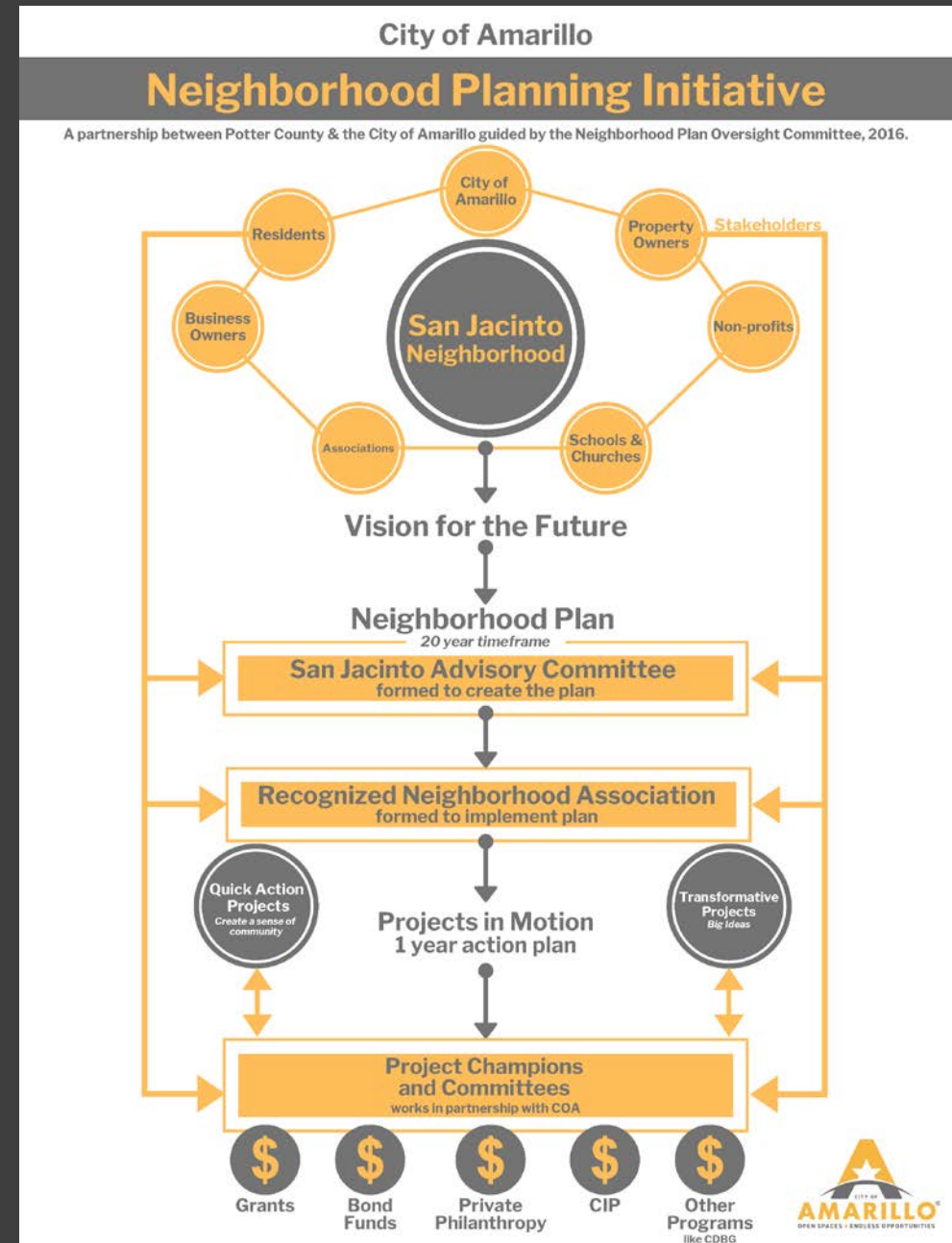
- Working with the City and Potter County
  - Neighborhood Association
- Neighborhood Plan Oversight Committee
- Neighborhood Liaison with the City:  
Emily Koller,  
Planning and Development Services



# So Now What???

## Moving from Planning to Implementation

- Neighborhood Association Roles
  - Oversee neighborhood plan implementation
  - Set annual action plan
  - Establish committees to oversee projects
  - Serve as communication hub
  - Fundraise and generate support



# So Now What???

## Moving from Planning to Implementation



- Other Amarillo Associations
  - Barrio Neighborhood Planning Committee
  - North Heights Advisory Association
- Kick-off Meeting
  - Thursday, February 6
  - 6:00 – 7:30 pm
  - San Jacinto Christian Academy
  - Rehrer Center
  - NE Corner of 6<sup>th</sup> and S. Carolina

# THANK YOU!

## Open House

- Explore stations
- Visit with committee members and staff
- Sign up for the email list

## Stay in touch!

- [amarillo.gov/sanjacintoplan](http://amarillo.gov/sanjacintoplan)
- [sanjacintoplan@amarillo.gov](mailto:sanjacintoplan@amarillo.gov)

