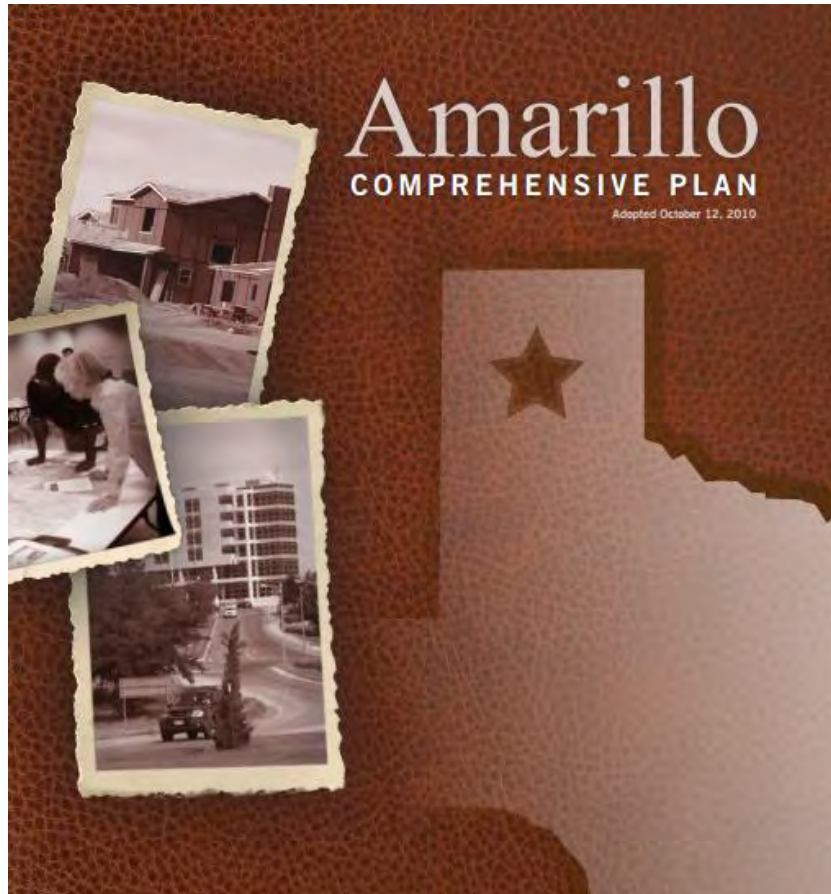


THE BARRIO NEIGHBORHOOD PLAN

An Amendment to the Amarillo Comprehensive Plan



CITY COUNCIL

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Freda Powell
Eddy Sauer
Howard Smith

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Deputy City Manager, Michelle Bonner
Assistant City Manager, Kevin Starbuck
Assistant City Manager, Floyd Hartman

CITY DEPARTMENTS

Planning

Director, AJ Fawver
Senior Planner, Sherry Bailey
Planner I, Cody Balzen
Planner I, Jeffrey English
Planner I, David Moore
Planning Technician, Wes Luginbyhl
MPO Director, Gary Holwick
Sr. Transportation Planner, Travis Muno
Administrative Tech, Devin Jones
Administrative Tech, Hannah Green

Capital Improvements & Development

Engineering

Building Safety

Community Development

Parks & Recreation

Police

Public Health

ACKNOWLEDGEMENTS

As an integral part of the adoption of this plan, the City Council acknowledges the document as a thorough examination of the neighborhood, and an organized plan of action through which the ideas and insights of its residents can be executed. The commitment made by formal adoption of this document, amending the Comprehensive Plan, will be demonstrated by:

1. Utilizing the abilities of the City Council and the Council appointments to its boards and commissions in cooperation with City staff.
2. Examining the City's annual budget for opportunities to support the plan's implementation.
3. Making the neighborhood a primary focus of capital improvement projects in the annual preparation of the five-year Community Improvements Program.
4. Recognizing opportunities for partnership with other agencies and organizations.
5. Encouraging and acknowledging actions taken directly by the neighborhood.

This neighborhood plan would not have been made possible without the devotion of the Barrio advisory committee. This group of enthusiastic and valuable neighborhood members generated a wealth of insights, ideas, and solutions. They worked closely with the City's Planning staff to craft a plan for the future of the neighborhood that will reap benefits for both its residents and the community as a whole. The City thanks them for their exhaustive efforts.

Teresa Kenedy
Charles Kenedy
Kenny Fisher
Victoria Fisher
George Veloz
Edie DiTommaso
David Rosas

Madeleine Frume
Ester Garcia
Jim Rennie
Angelica Diaz
Monica Gomez
Kimber Thompson

In addition, the City of Amarillo thanks the Wesley Community Center, for allowing the Planning Department to hold a number of meetings at the Alamo Center, and the final meeting, in the gymnasium of the Wesley Community Center.

Lastly, the City thanks every attendee of the three neighborhood-wide meetings, who took their time to review the work, take photos, give comments, and make suggestions.

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RELATIONSHIP TO ADOPTED PLANS

The Barrio Neighborhood Plan serves as an amendment to the Amarillo Comprehensive Plan, adopted in October of 2010. This amendment to the plan is intended to supplement and provide a greater level of detail to help guide decisions within this area of the community and to provide a more complete analysis of the characteristics of this neighborhood.

This plan will be used moving forward as a guide for decision making, a tool for evaluating potential policies and land use decisions being considered, information to serve as a basis for prospective public-private partnerships, and a starting point for infrastructure and mobility projects.

The Comprehensive Plan contains general policies, suggestions and guidelines proposed for use by the City of Amarillo to guide the orderly growth, development and redevelopment through land use and development ordinances, guide decisions regarding provisions of services and improvements, and as a tool for policymaking. It guides the long range development of the community.

INPUT AND DISCUSSION: PUBLIC ENGAGEMENT AND THE NEIGHBORHOOD ADVISORY COMMITTEE

March 3, 2017 – Barrio Neighborhood Plan Kickoff

Community Counts!

The Barrio Neighborhood Plan Kick-Off Meeting is on Wednesday, March 8

The City of Amarillo is developing a neighborhood plan to assist the Barrio neighborhood with their future planning and development needs. Join the discussion and provide valuable input to help identify the Barrio neighborhood's goals and desires.

Location:
Amarillo Alamo Community Center
1502 S. Cleveland St.
Amarillo, TX

Time:
6 - 8 p.m.
March 8, 2017

Tell us about the Barrio Neighborhood!
Meet City Staff and learn more about neighborhood services!

La Comunidad Cuenta!

Junta para el plan del Barrio es el Miércoles, 8 de Marzo

La Ciudad de Amarillo esta desarrollando un plan de vecindario para ayudar el Barrio. Este Plan consiste de planificación y las necesidades futuras de su vecindad. Únase a la platica y proporcione información valiosa para ayudar a identificar las metas y los deseos de su comunidad.

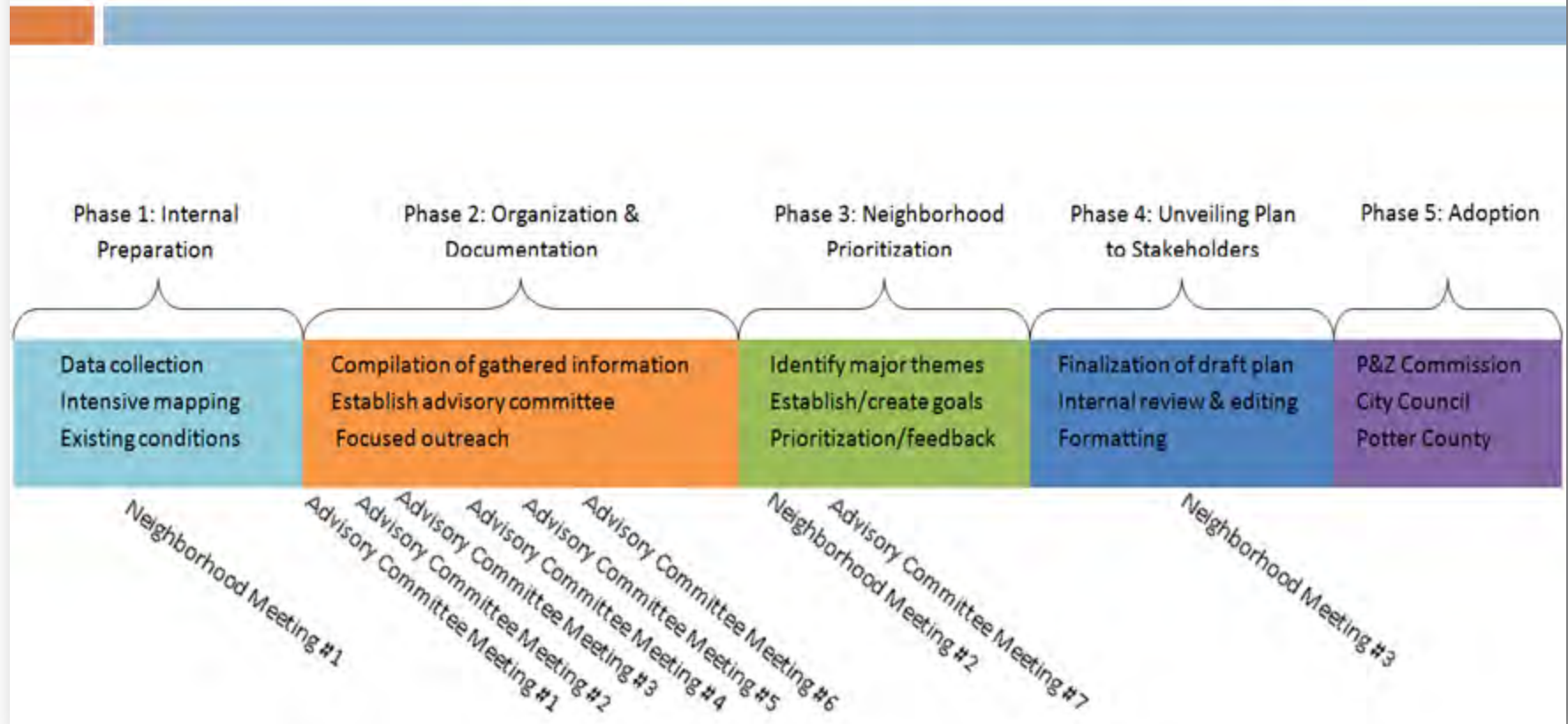


Opening Comments & Welcome Meeting Agenda

- Councilmember Elisha Demerson
- Judge Nancy Tanner (Potter County)
- City Manager Jared Miller
- Housekeeping items
 - ▣ Translators
 - ▣ Facilities
- Planning Director AJ Fawver

- **Presentation regarding Community Counts, neighborhood planning process (approx 20 min)**
- Self-select: breakout activities (approx 1 hr, 15 min)
 - ▣ Activity 1: Live/work/shop
 - ▣ Activity 2: Issue identification
 - ▣ Activity 3: SWOT Snapshot
 - ▣ Consultation/Q&A with departments
 - ▣ Feedback on maps

Barrio Neighborhood Plan Process



Kickoff Meeting Activities:

1. One Word Game – group activity in which participants use one word to describe their neighborhood as it is now, and a second word to describe their neighborhood as they would like it to be.

Final Results:

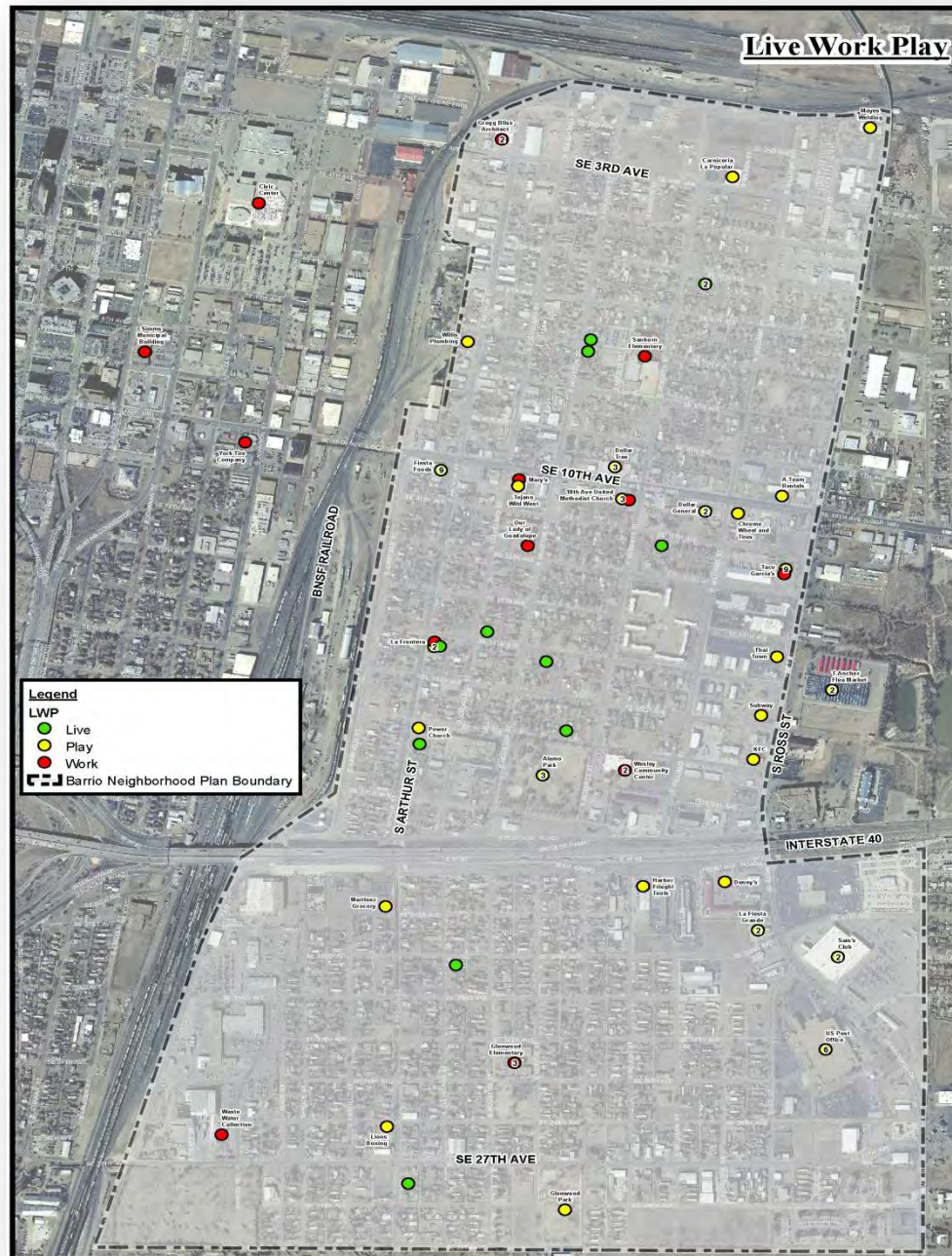
As it is now: crime, neglected, underdeveloped

As we want it to be: safe, updated, developed

2. SWOT (Strengths, Weaknesses, Opportunities, Threats) – group activity in which the participants analyze their neighborhood in terms of each of the four categories.

<p>Strengths:</p> <ul style="list-style-type: none">• Wesley Community Center• Steady Property Values• Culture	<p>Weaknesses:</p> <ul style="list-style-type: none">• Appearance• Crime• Lack of Sidewalks
<p>Opportunities:</p> <ul style="list-style-type: none">• Proximity to Downtown• Community Values• Vacant Lots	<p>Threats:</p> <ul style="list-style-type: none">• Lack of Investment• Lack of Maintenance• Crime

3. Live/Work/Play – group activity in which attendees use stickers to identify areas in the neighborhood where they live, work, or play



June 1, 2017 – Advisory Committee Meeting #1

- Review of results from kickoff meeting activities
- Review of results from interviews with area organizations
- Discussion of important points of interest in the neighborhood

INTERVIEWS WITH ORGANIZATIONS IN THE AREA

- Habitat for Humanity
- Power Church
- United Way
- Panhandle Workforce Solutions
- Community Development (COA)
- High Plains Food Bank
- Tenth Avenue United Methodist Church
- Maverick Boys & Girls Club of Amarillo
- APD Neighborhood Police Unit
- Mission Amarillo
- Salvation Army
- Our Lady of Guadalupe Church/School
- Glenwood Elementary School
- Hispanic Chamber of Commerce
- Parks Department (COA)
- Wesley Community Center*

*represented on Advisory Committee

June 15, 2017 – Advisory Committee Meeting #2

- Discussion: What Makes this Neighborhood Unique?
- Activity: What Makes a Great Place? A Memorable Place?
- Activity: Cause & Effect – Building on answers from kickoff meeting, determine what other impacts could be created, or if the answer is actually an effect of a bigger problem.
- Activity: Toolbox – Select the two most preferred tools to address issues identified at kickoff meeting. Tools available include: funding, policy, regulation, additional resources, neighborhood organization.

What Makes a Place Great/Memorable?

OKLAHOMA City
BRICKTOWN

1. VIBRANT Nightlife
2. AFFORDABLE HOTELS
3. VARIETY OF RESTAURANTS
4. Close to Many Things

- I like Branson, Missouri because:

- it is clean + streets are ~~too~~ clean
- walkable
- lots to do - concerts, plays, entertainment, museums
- lots of restaurants nearby
- friendly - kid, family, adults
- ~~a~~ great get away place
- pretty scenery/hills

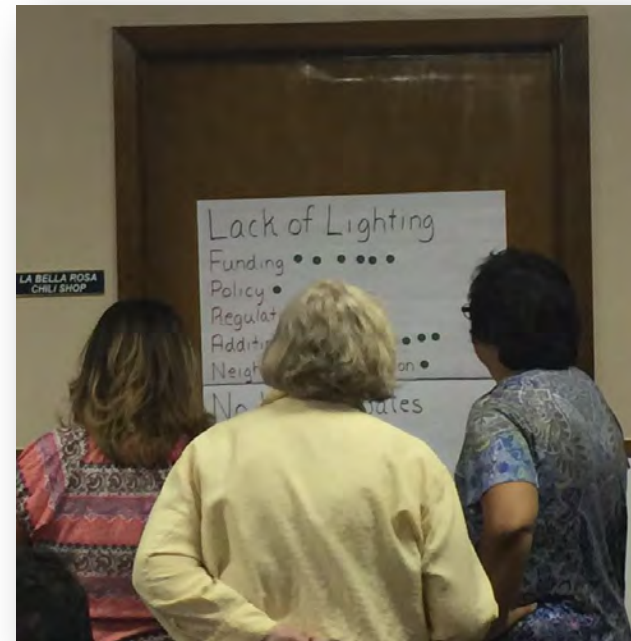
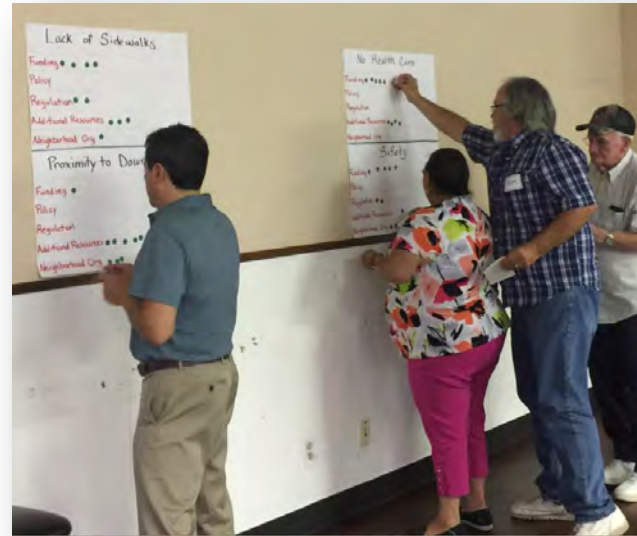
what makes a "great" place?
multi-cultural, emphasis on "hearts", great schools, lots of opp opportunities to start new businesses, emphasis on entertainment opportunities for all ages, youth sports, recreation

ALBQ New Mexico
the drive even on the highway is beautiful they have lights + decorative

Lubbock
Driving thru or on the loop all the buildings are lighted up
Dallas Fortworth have large parks to walk around + you can take your pets



One group discusses the causes – and effects – of crime, vacant buildings, overgrown vegetation, and vacant land.



Two groups (top, right and bottom, right) use stickers to show which tools they feel are most effective in addressing the neighborhood's

July 13, 2017 – Advisory Committee Meeting #3 and July 20, 2017 – Advisory Committee Meeting #4

- Activity: Neighborhood Vision Statement
- Activity: Translating Ideas into Actions

The Barrio neighborhood is...a vital community that is vibrant, friendly and diverse while supporting growth & opportunities, and celebrating the historical character & integrity of all generations.

The finalized vision statement created by the Advisory Committee.

Actions:

- **Incorporate street art along major gateways;**
- **Investigate opportunities to partner with local business and developments to incorporate additional amenities and landscaping, etc.**
- **Potentially utilize design standards along key corridors & gateways;**
- **Emphasize historical context of the neighborhood through entrances, art, landscaping, signage, lighting, etc.**

An excerpt of how the Advisory Committee worked together to translate ideas into actions.

August 3, 2017 – Advisory Committee Meeting #5

- Discussion: Neighborhood Gateways
- Discussion: Final Review of Actions
- Activity: Reveal of Main Themes



Groups work to identify important neighborhood gateways.

NEIGHBORHOOD IDENTITY & AMENITIES
NEIGHBORHOOD HEALTH
NEIGHBORHOOD SAFETY
RESIDENTIAL DEVELOPMENT & MAINTENANCE
NON-RESIDENTIAL DEVELOPMENT & MAINTENANCE
INFRASTRUCTURE

The six themes which emerged after five Advisory Committee meetings.

September 14, 2017 – Advisory Committee Meeting #6

- Activity: Review/Discussion of Goals
- Activity: Prioritization Exercise
- Discussion: Wrap Up, Next Steps

Residential Development & Maintenance.		
G1 Improve Aesthetics of Existing Properties.		
S1 Increase compliance through proactive enforcement and regular reviews.		
A1 Pursue condemnation for dangerous buildings.		6
A2 Target areas without consistent lawn maintenance through enforcement.		9
S2 Promote attractive appearance by reliance on community resources.		
A1 Look into existence or possibility of a Christmas in April or similar program.		19
A2 Utilize federal dollars to provide maintenance for the elderly and homebound.		10
A3 Identify target area to test incremental maintenance efforts (for example, a six block area) and organize cleanup efforts.		7
A4 Partner with vocational training institutions and volunteer opportunities for repairs.		14
S3 Promote overall maintenance of landscaping and open areas.		
A1 Assemble lawn equipment for income-based rental to residents through sponsorships and donations.		8
A2 Organize listing of lawn care & maintenance resources for residents' reference.		12
A3 Investigate potential of "Adopt A Spot" approach.		15
A4 Provide education on proper disposal of brush, limbs, clippings, bulk pickup, etc.		14
A5 Facilitate contests and recognition for attractive lawns, gardens, business landscaping, facades, etc.		24
A6 Locate "barter board" in key location(s) so residents can swap or trade services.		22
A7 Consider education on gardens in lieu of rear yard landscaping to reduce maintenance and water demands.		18

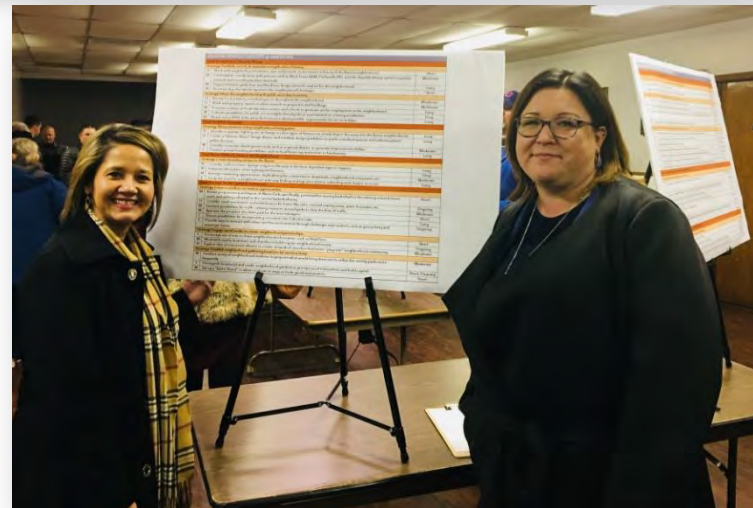
Excerpt from Prioritization Exercise

December 7, 2017 – Barrio Neighborhood Plan Check-In

- Unveiling of six themes and corresponding strategies & actions.



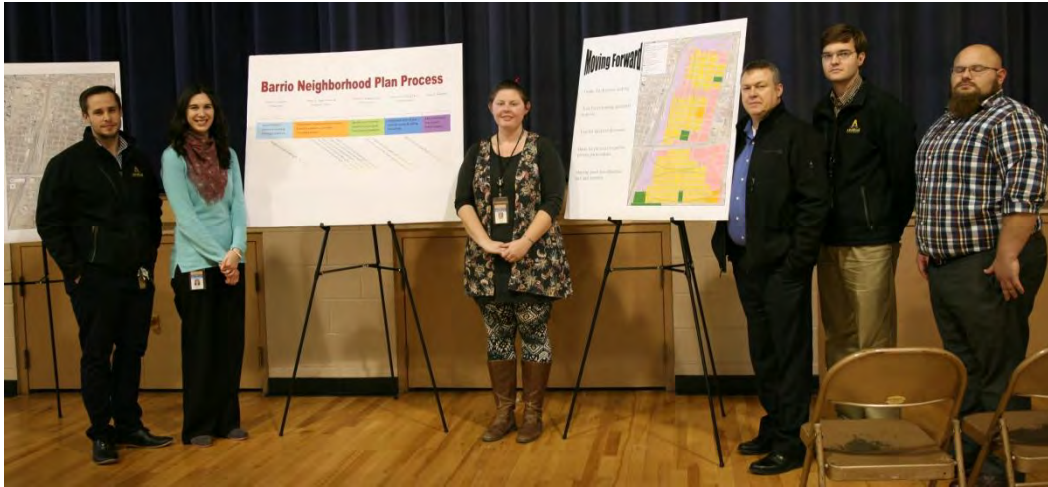
Residents discuss, take photos, & review the implementation section of the plan.



Potter County Commissioner Mercy Murguia and Planning Director AJ Fawver in attendance to answer questions.

February 26, 2018 – Barrio Neighborhood Plan Unveiling

- Unveiling of final version of the six themes and corresponding strategies & actions.
- Departmental representatives organized around the six themes, with a seventh “what’s next?” area.
- Unveiling of maps highlighting major corridors and areas of land use conflict.



Planning staff poses with some of the exhibits shown for discussion at the meeting, above: Cody Balzen, Hannah Green, Devin Jones, Travis Muno, Jeffrey English, & David Moore.



Residents, advisory committee members, and city staff, over 60 in all, attend and discuss the exhibits. (above, below, and below left).



THE NEIGHBORHOOD: EXISTING CONDITIONS

The study area for this neighborhood plan, focusing on an area coined “The Barrio”, is shown in Figure 1 below. The boundaries of this area include the BNSF railroad line to the west and north, South Ross and South Osage Streets to the east, and SE 29th Street to the south.

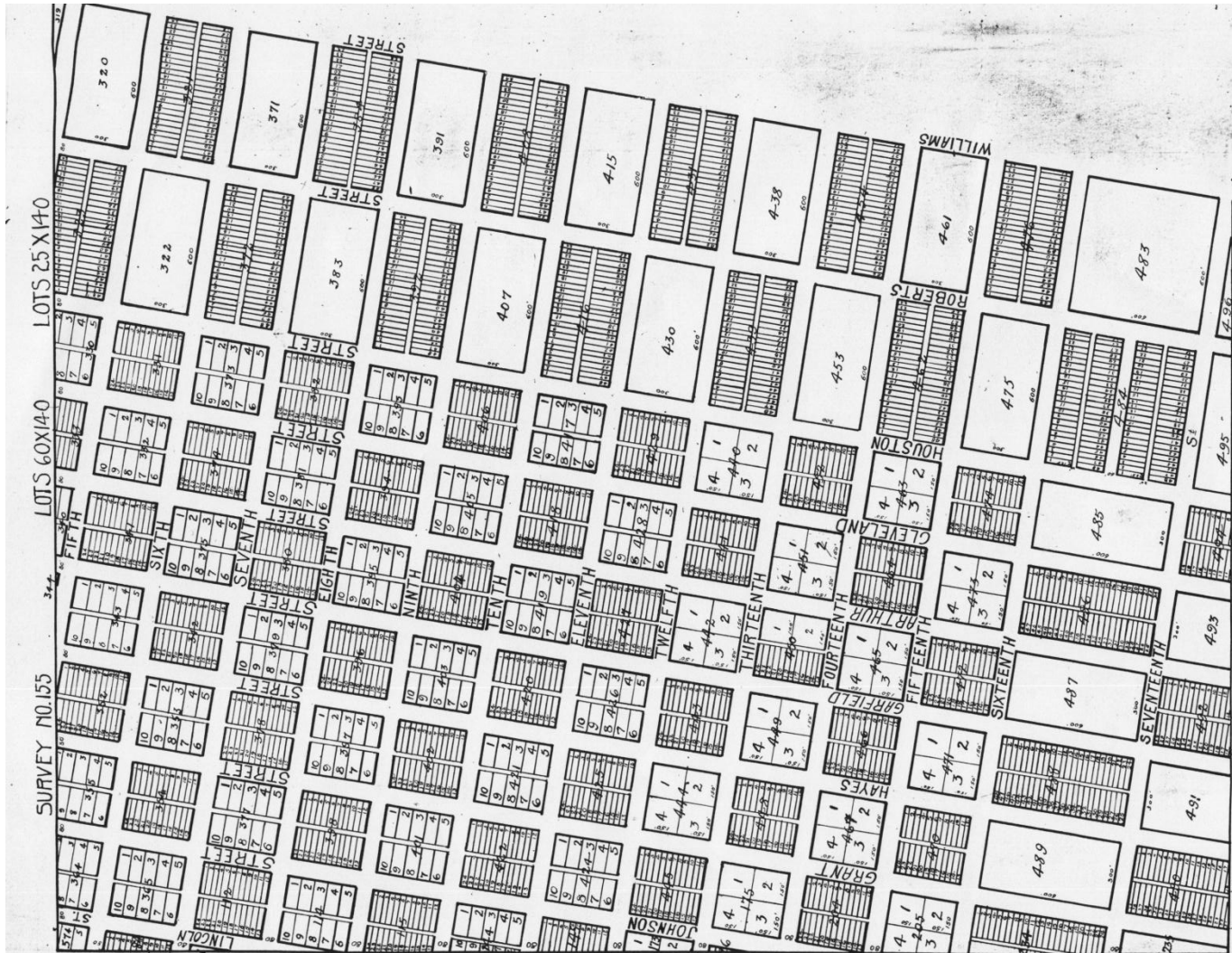


The neighborhood is comprised of approximately 950 acres, and developed with a mix of residential and commercial properties, the latter of which are concentrated along the area’s boundaries. The primary subdivisions which together create this neighborhood include the Mirror’s Addition and

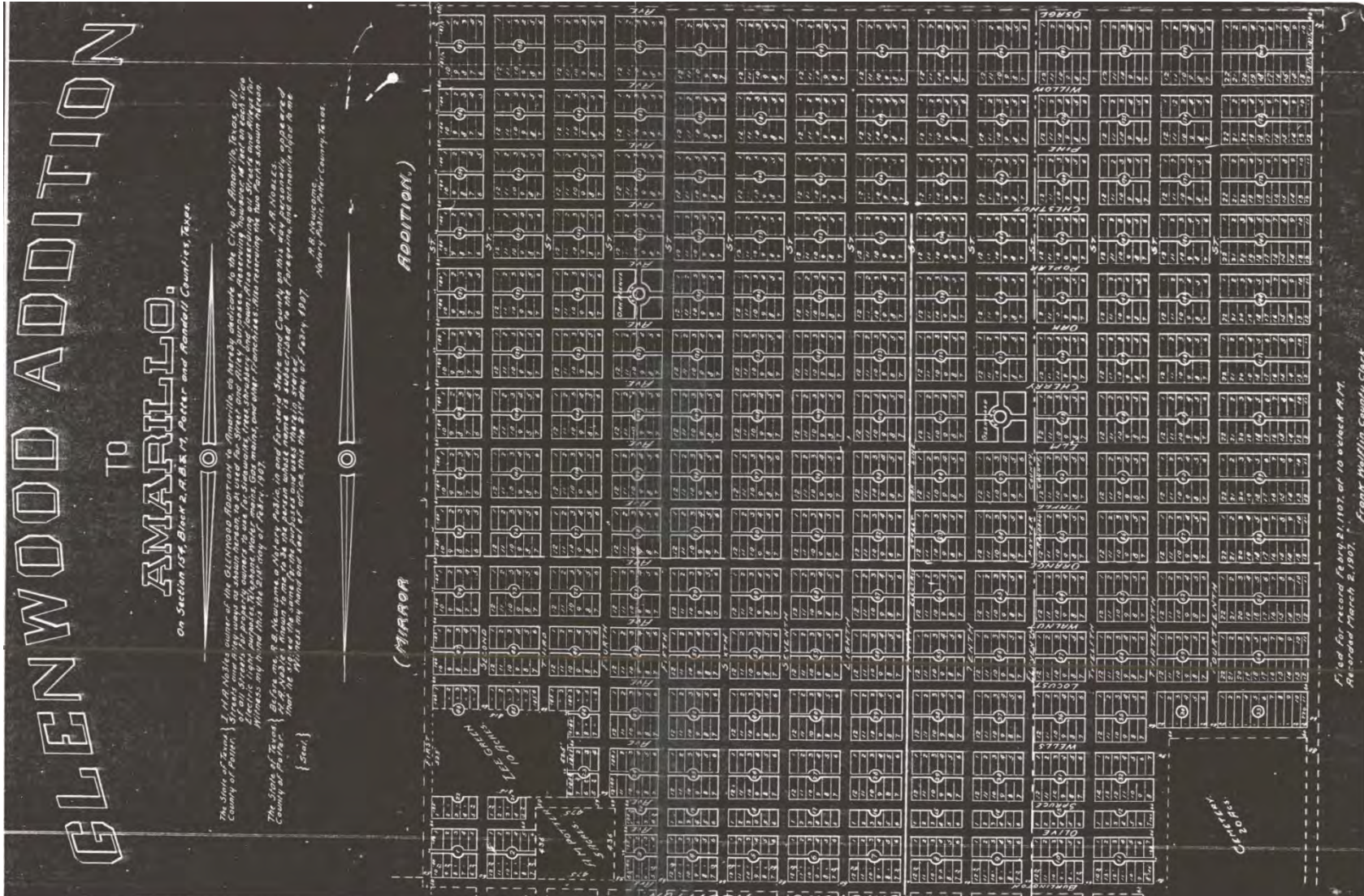
the Glenwood Addition. These two subdivisions, which have been further divided and replatted over time, were originally created in 1889 and 1907, respectively. The development within this neighborhood, based upon city directories, dates back to the early 1900s.

Notable points of interest within this neighborhood include the BNSF railroad line to the west, and the bisection of this area by Interstate 40 East. A number of churches exist throughout the neighborhood, which also contains two schools, Glenwood Elementary and Sanborn Elementary. Interestingly, both schools and their respective outdoor spaces are consistent with the same shared park pattern that the City of Amarillo's adopted development pattern, the Neighborhood Unit Concept (NUC), which was not adopted until 2010. Glenwood Park is located just north of the southernmost boundary, boasts two picnic areas, playgrounds, an athletic court, and wading pool. East Park, located in the northeast section of the Barrio, is made up of five picnic areas, an athletic court, and wading pool. El Alamo Park, the largest park in this neighborhood, is just north of Interstate 40 East and offers four picnic areas, a gazebo, splash pad, playground, and athletic court.

An important component of the Barrio neighborhood is its connection to the downtown area via SE 3rd and 10th Avenues, and its proximity to Interstate 40 East, most easily accessible by S Arthur Street and Ross Street. Combined with railroad activity to the west, this neighborhood is surrounded by the hustle and bustle of Amarillo.



Excerpt of page 2, subdivision plat for Mirror's Addition, dated 1907



Excerpt of subdivision plat for Glenwood Addition, dated 1907

Current Subdivisions

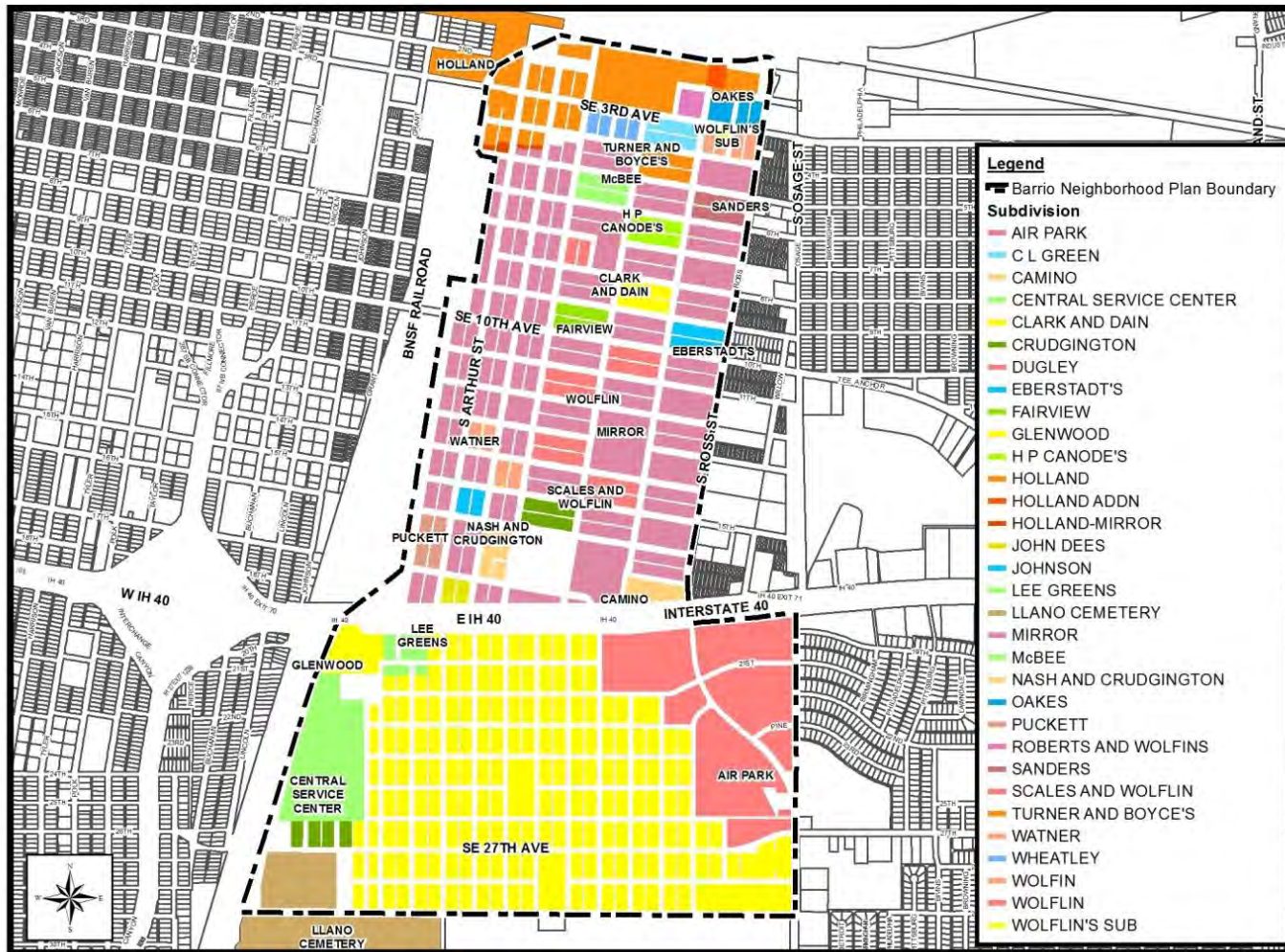


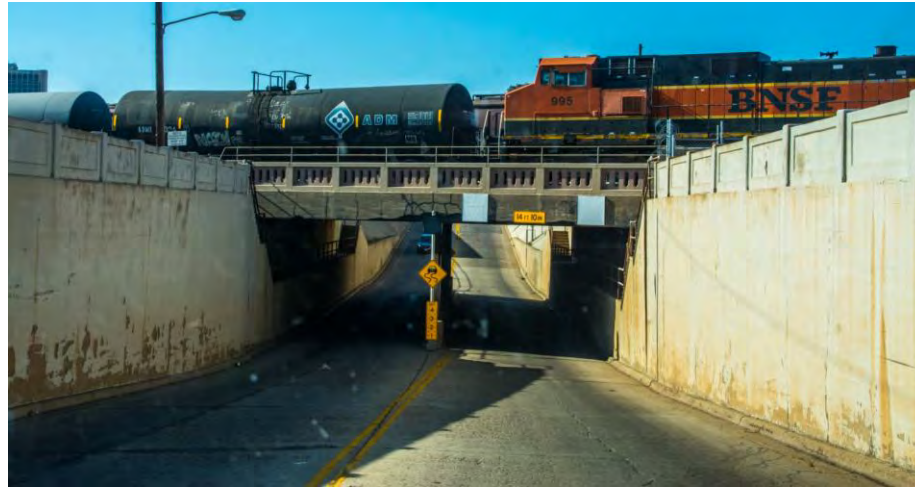
Figure 2

Points of Interest

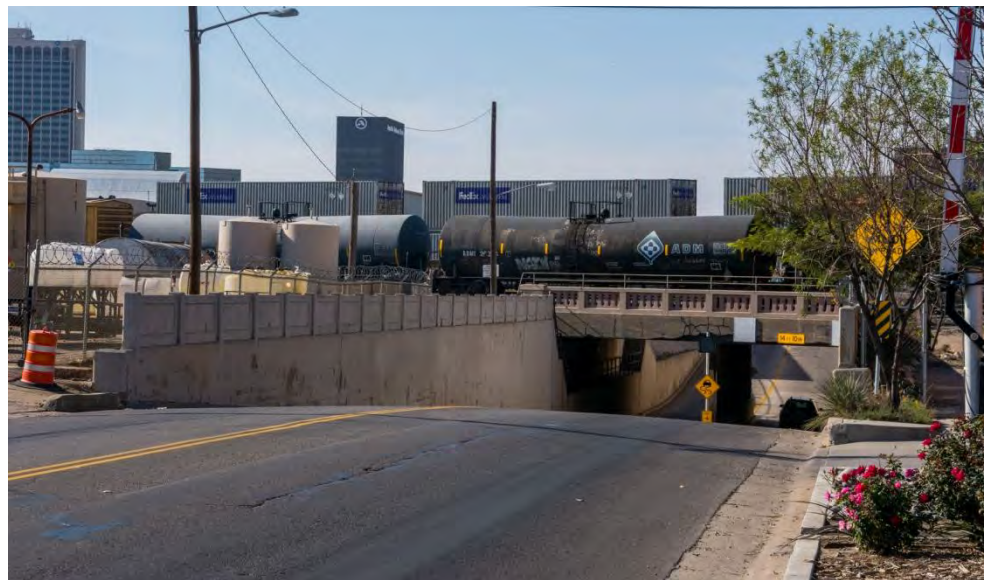


Figure 3

PHOTOS



Views from the 3rd St BNSF underpass, connecting the Barrio neighborhood to downtown.



Photos courtesy of Wes Luginbyhl, 11/27/17



Various industrial character areas near 3rd Street.



Photos courtesy of Wes Luginbyhl, 11/27/17



Commercial and freight activity along 10th Street corridor.



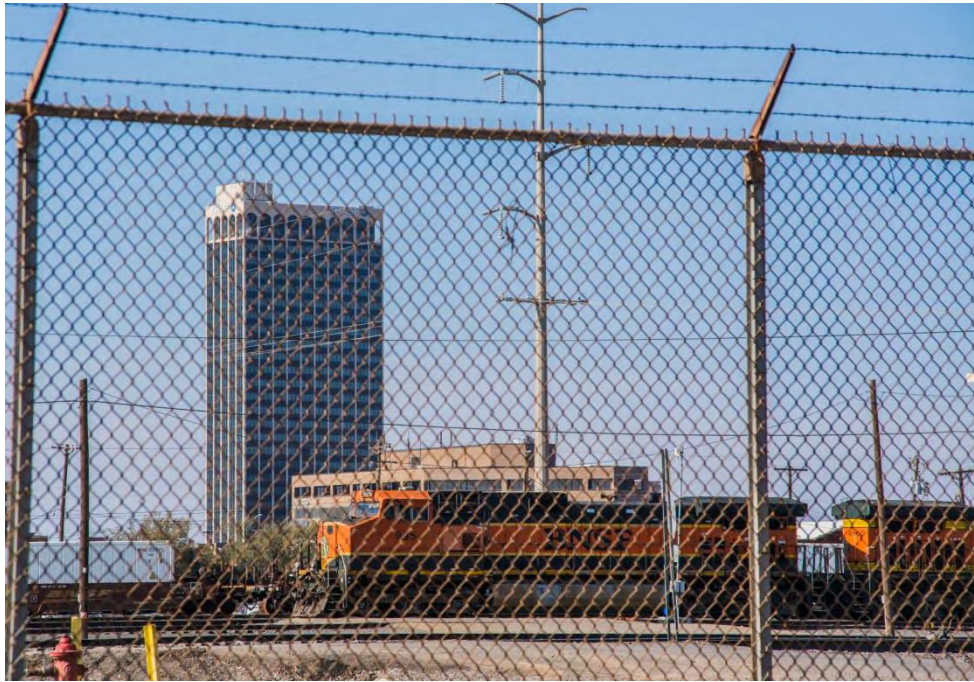
Photos courtesy of Wes Luginbyhl, 11/27/17



Commercial and freight activity along 27th Street corridor.



Photos courtesy of Wes Luginbyhl, 11/27/17



Views of BNSF railroad from around neighborhood.



Photos courtesy of Wes Luginbyhl, 11/27/17



Views of downtown Amarillo from around neighborhood.



Photos courtesy of Wes Luginbyhl, 11/27/17



Vacant properties/opportunities around neighborhood.



Photos courtesy of Wes Luginbyhl, 11/27/17



Examples of various ages and types of housing within neighborhood.



Photos courtesy of Wes Luginbyhl, 11/27/17



Views of El Alamo Park (top) and Glenwood Park (bottom).



Photos courtesy of Wes Luginbyhl, 11/27/17



Two of the many neighborhood churches within the area.



Photos courtesy of Wes Luginbyhl, 11/27/17



The neighborhood's two elementary schools.



Photos courtesy of Wes Luginbyhl, 11/27/17



Llano Cemetery (top) at the southwestern corner of the neighborhood, and Ross-Osage Street looking south to Interstate 40 East (bottom), in the northeast portion of the neighborhood.



Photos courtesy of Wes Luginbyhl, 11/27/17



Two organizations important to neighborhood residents.



Photos courtesy of Wes Luginbyhl, 11/27/17

DEMOGRAPHICS

The next series of maps (Figures 4 - 18) show the demographic breakdown of the neighborhood, utilizing data located in the U.S. Census Bureau's 2011 & 2014 American Community Survey 5-Year Estimates. Both years are used to demonstrate any trends/changes.

Median Age, 2011

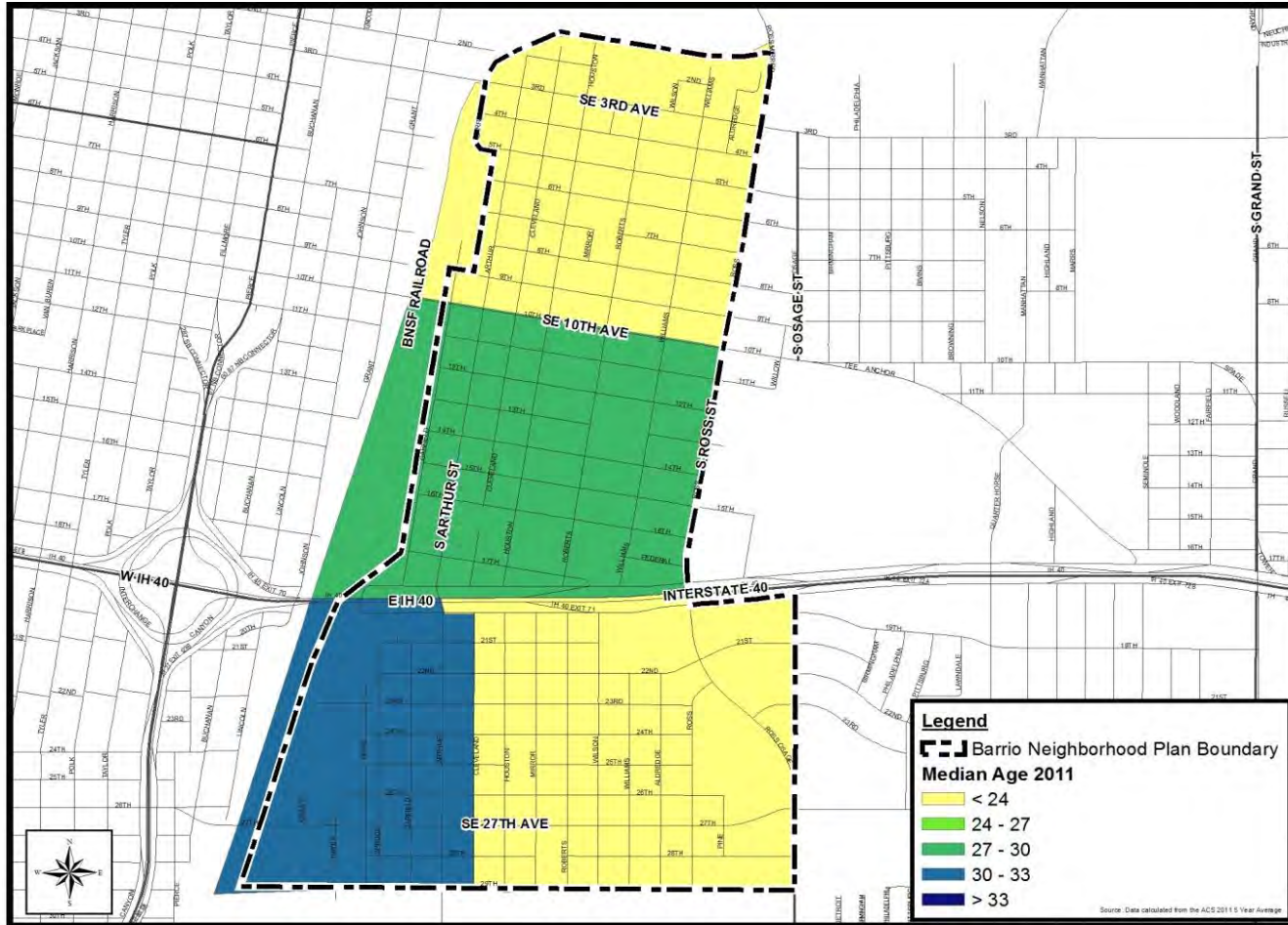


Figure 4

Median Age, 2014



Figure 5

Median Age

In comparing the 2011 (Figure 4) and 2014 (Figure 5) median age maps, the most noticeable trend is towards an older median age, with the exception of the southwest portion of this neighborhood, which is trending younger. The change in the southwest area could be a result of increased births, infusing a younger age group into the area. The majority of the neighborhood trending older is an indication of stability of its current residents, which are simply aging in place.

Median Income

In comparing the 2011 (Figure 6) and 2014 (Figure 7) median income maps, it is clear that there exists a clear difference in median income between the areas north and south of SE 10th Avenue. Differences in mean income from the north and the south parts of these maps may indicate that the northern area may be able to better maintain properties if this higher median income shown also corresponds to an increased amount of disposable income.

Median income does not appear to be following inflation (utilizing an average 2% for each year as it could be expected to see a general increase in median income based on this trend. However, if the 2% inflation for an income in 2011 of \$22,500 is applied, the resulting amount would only be approximately \$23,900, which would not create a shift to a higher increment. The only definite inference that can be made from the two maps is that no significant increase or decrease in median income has occurred in the area south of SE 10th Avenue.

Poverty

The first important observation is that, when putting together this data, City staff noted the percentages of residents below poverty in this neighborhood were significantly higher than percentages in other parts of Amarillo, and of Amarillo's average. However, the neighborhood's numbers in every section, excepting the southeastern-most section, improved slightly from 2011(Figure 8) to 2014 (Figure 9). In the southeastern-most section, the percentage below poverty has held steady, at over 40%. This also correlates with the land values in this neighborhood, where the lowest valued residential lots are in the same southeastern-most section.

Median Income, 2011

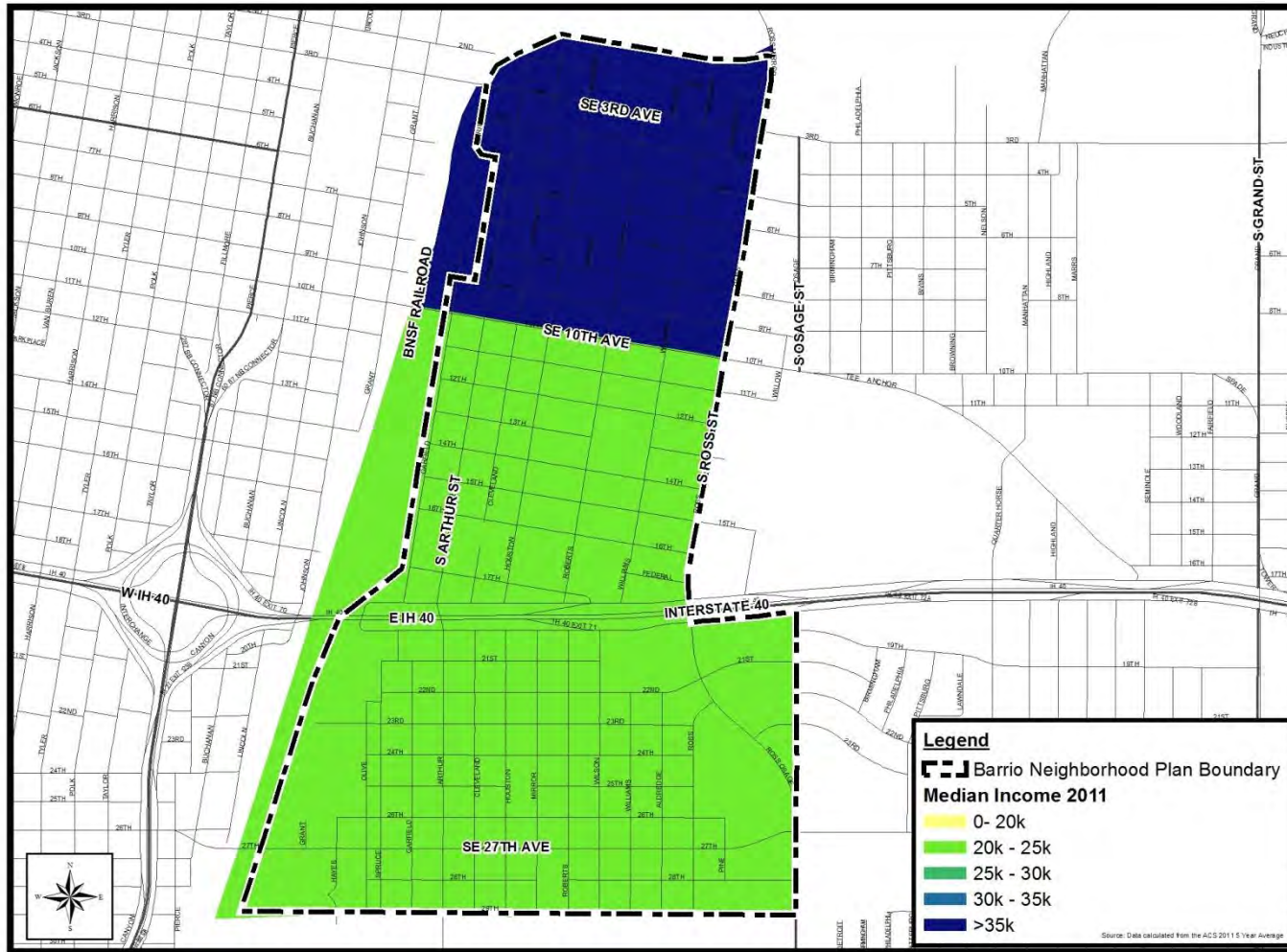


Figure 6

Median Income, 2014

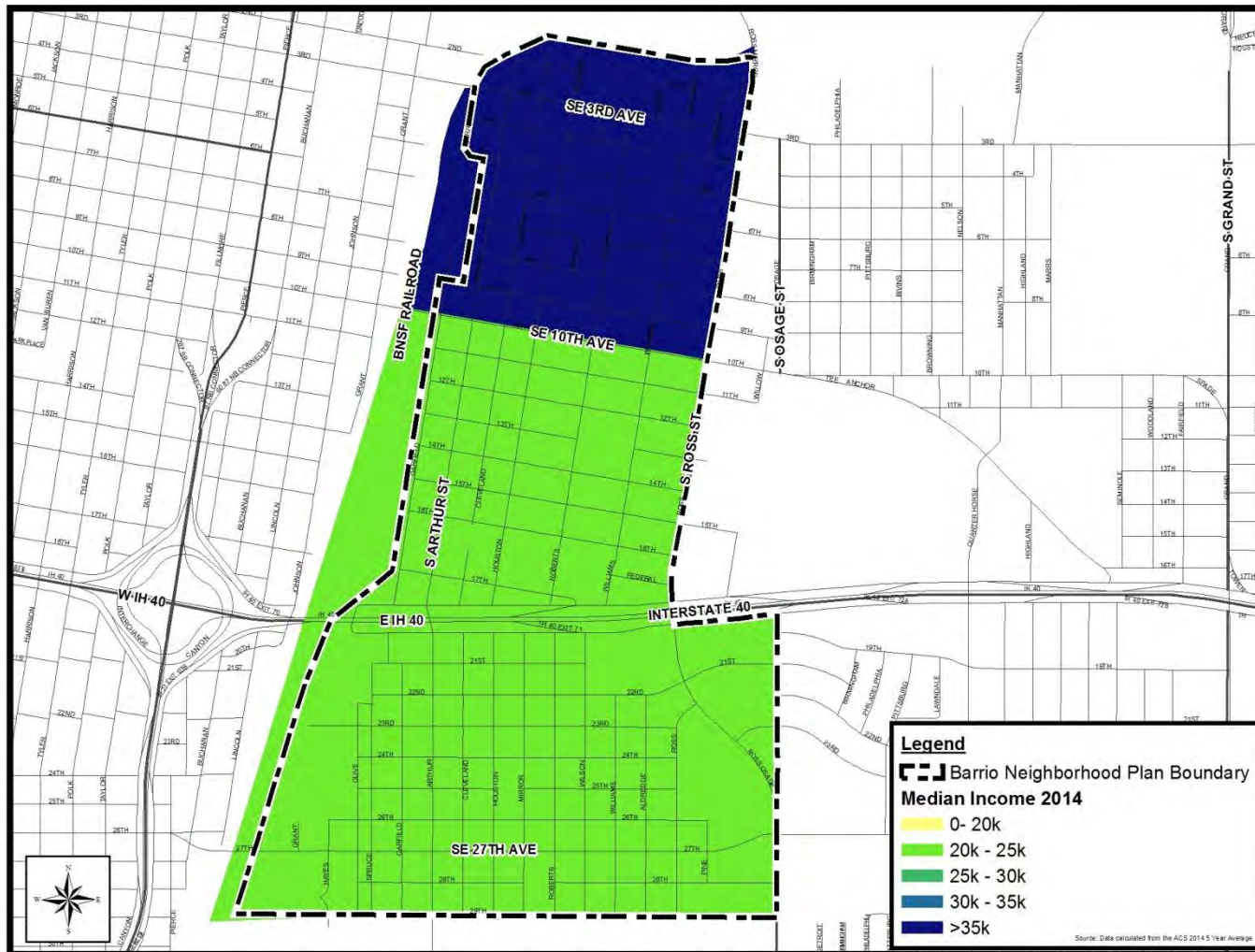


Figure 7

Poverty Status, 2011

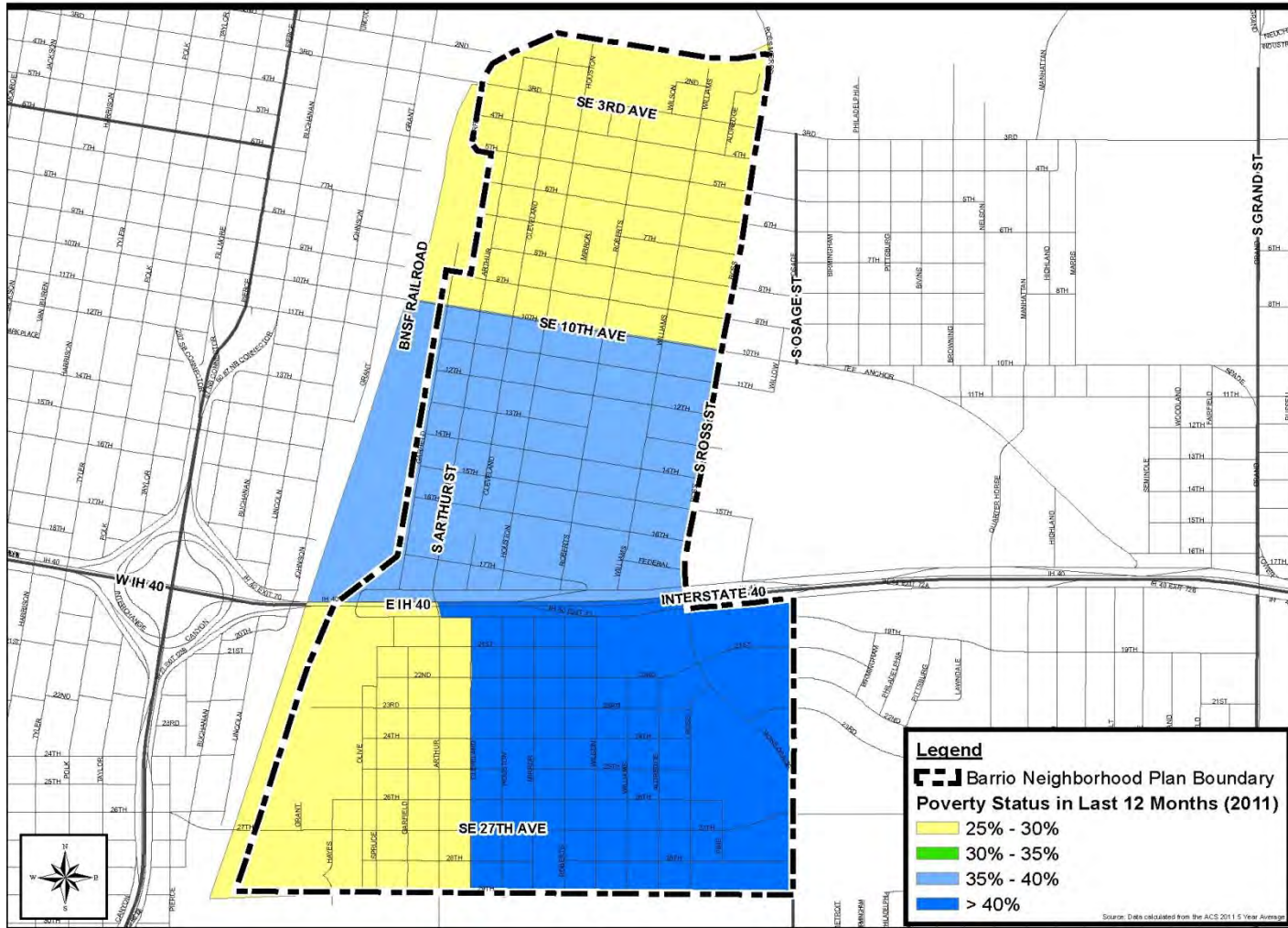


Figure 8

Poverty Status, 2014

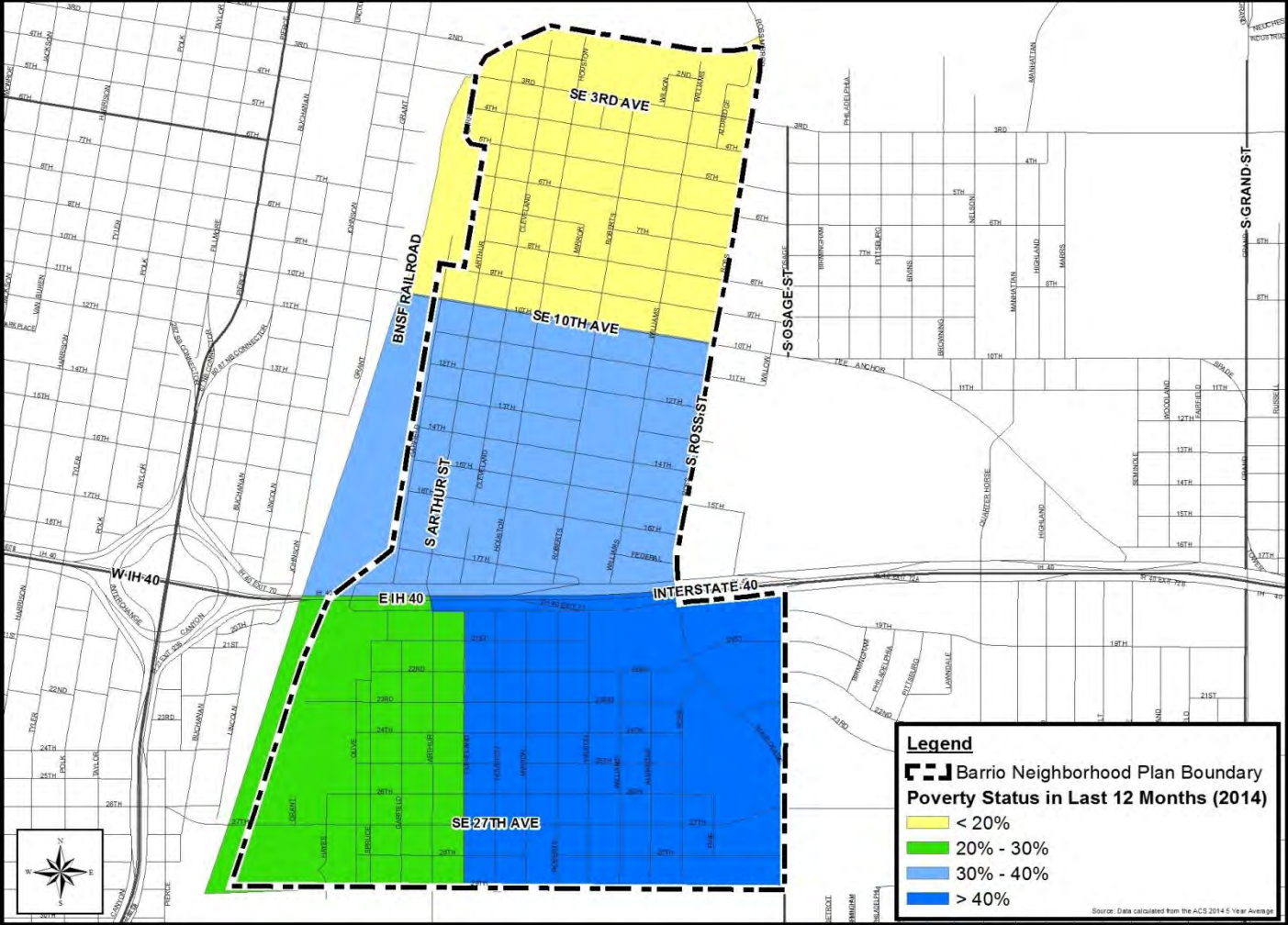


Figure 9

Population by Race, 2011



Figure 10

Population by Race, 2014



Figure 11

Race

In 2011 (Figure 10), the majority of the racial makeup of the neighborhood was Latino with approximately 4,115 persons in this category, the largest racial group in the neighborhood. The second largest racial group in the neighborhood was White, coming in at approximately 3,512 persons. In 2014 (Figure 11), the Latino group was reduced by approximately 450 people; however, the majority of the neighborhood was still Latino, with the next largest group being White. Comparisons between the two maps show *all* of the racial groups increased in size. For example, the Latino population in the area alone increased by 451.

Owner Occupied

In 2011 (Figure 12), home ownership rates between 40 to 45%, with the exception of the southeast quadrant, at less than 40%. This data shows that the majority of residential properties in this neighborhood, therefore, are rentals, vacant, or non-residential. By contrast, in 2014 (Figure 13), an entirely different picture emerges. The areas north of the interstate showed increases in home ownership, up from the 40 to 45% group to the 45 to 50% group. This demonstrates a clear trend of home ownership increasing in the northern part of the neighborhood.

Owner Occupied Housing, 2011

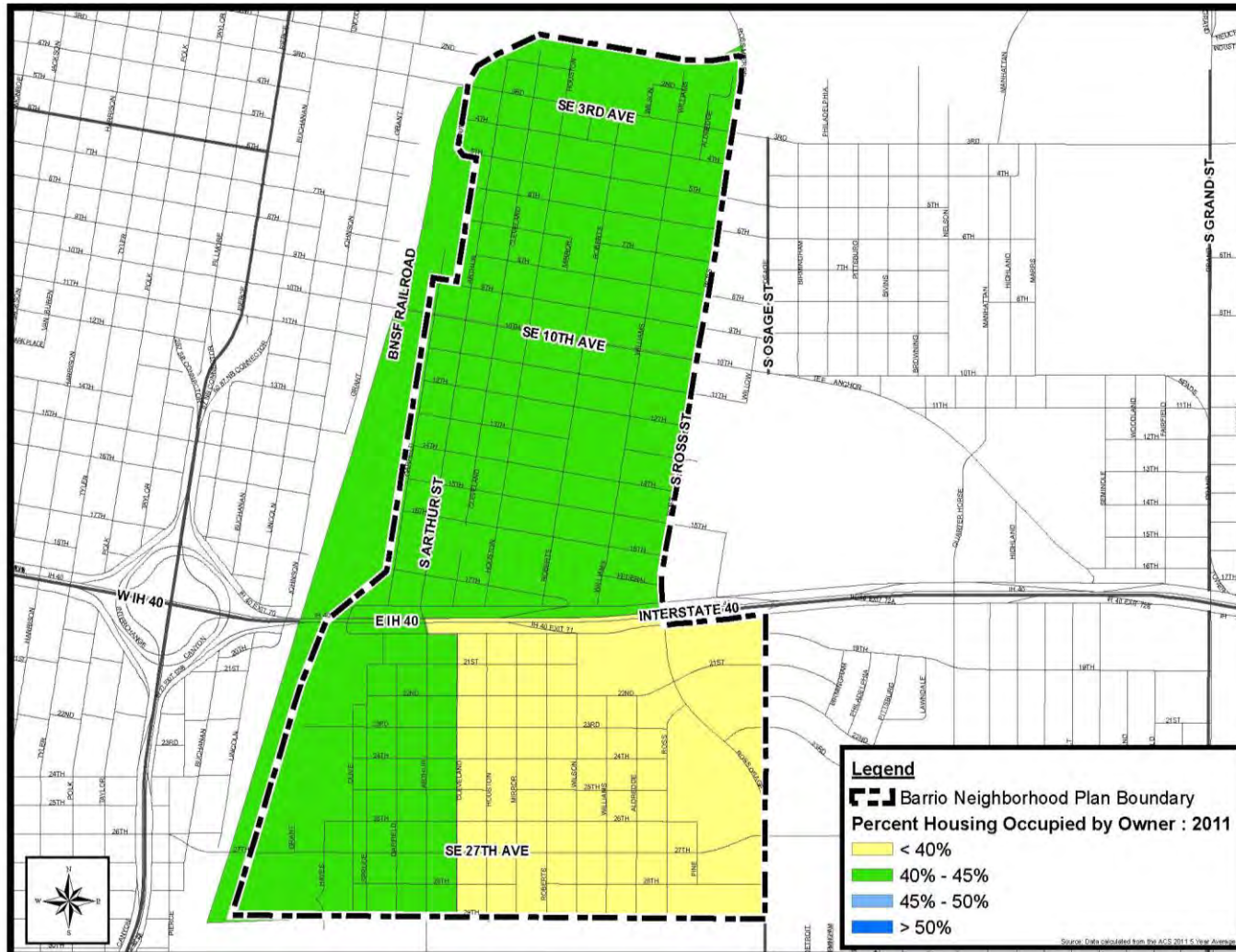


Figure 12

Owner Occupied Housing, 2014

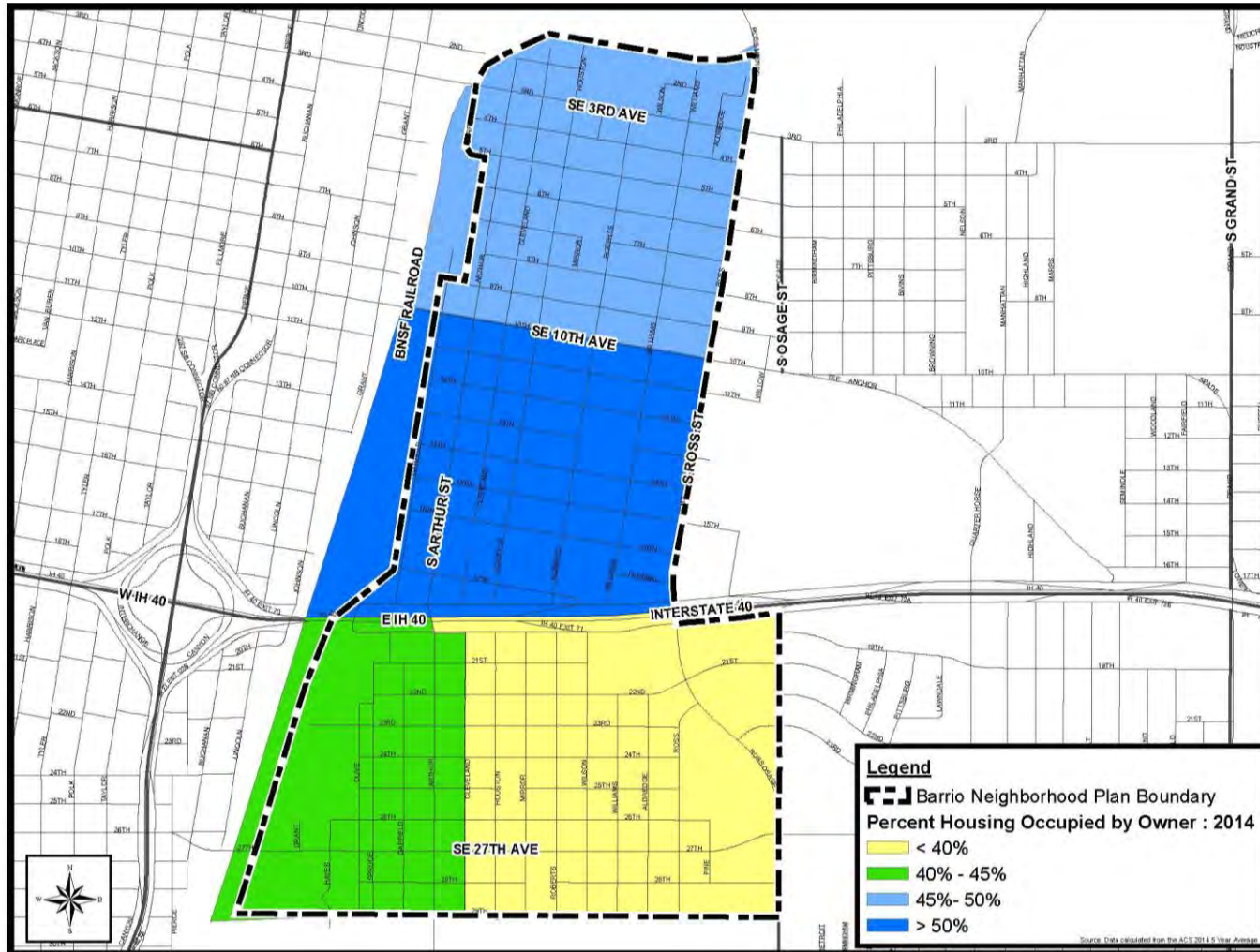


Figure 13

Renter Occupied Housing, 2011

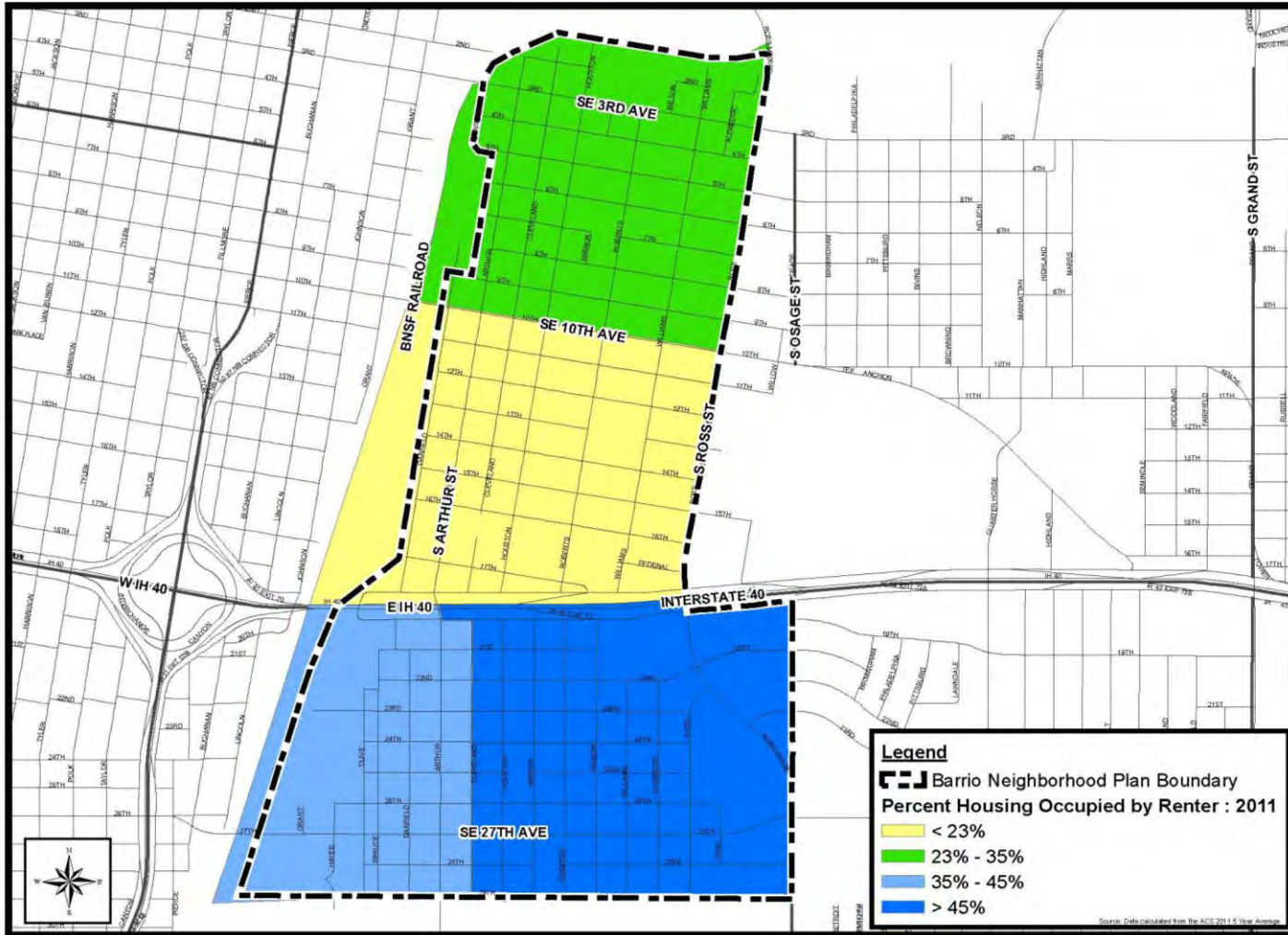


Figure 14a

Renter Occupied Housing, 2014

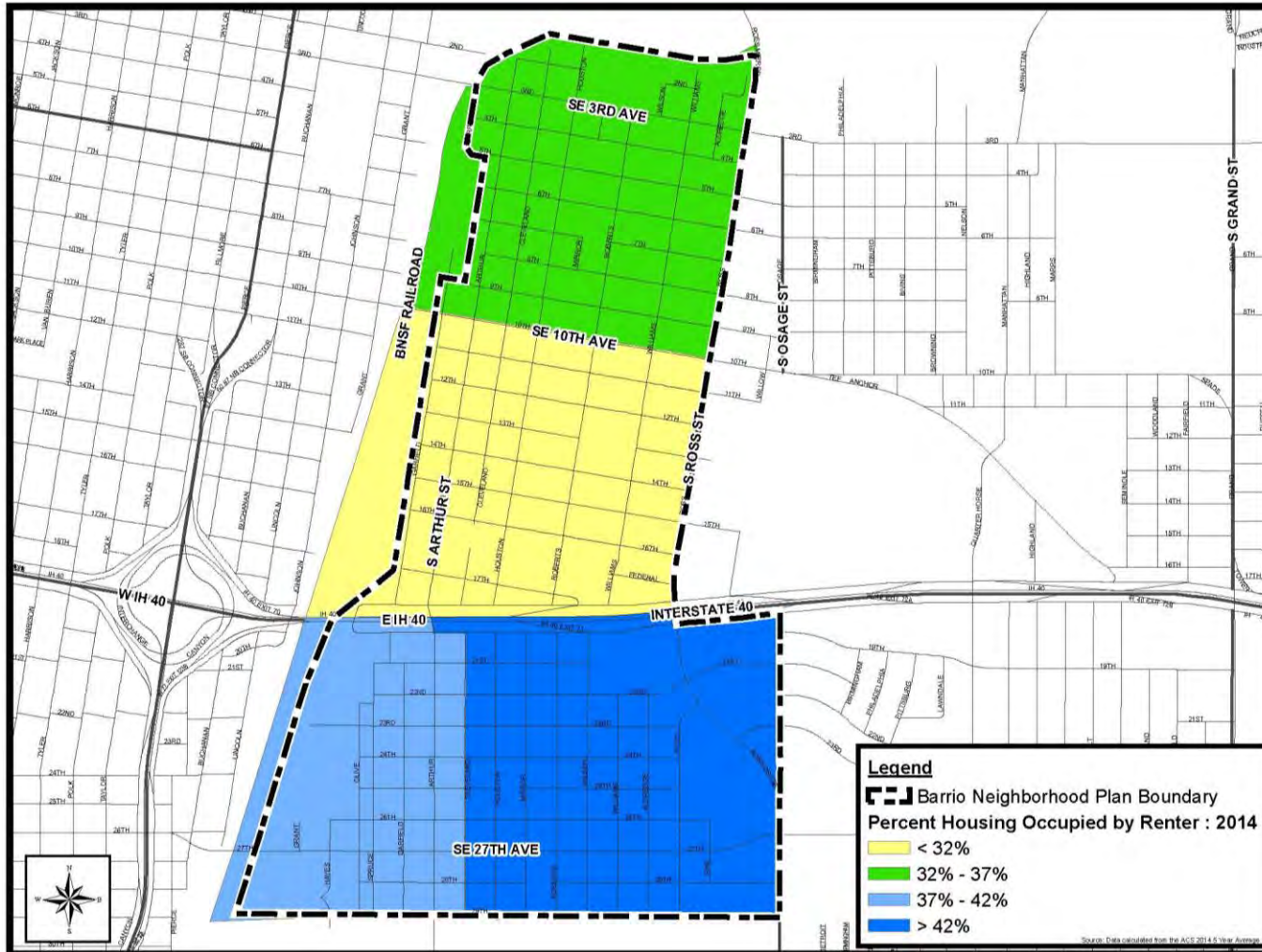


Figure 14b

Renter Occupied

In 2011 (Figure 14a), as would be expected, the result is the polar opposite of the owner occupied map for that same year (Figure 12). Where home ownership rate was higher the renter rate was lower, thus the correlation between the maps. In both maps, the percentage of owner and renter combined do not equal 100% - this is largely in part due to other nonresidential land uses in the area. However, a higher concentration of renter occupied housing is present south of SE 28th, where, as an example, Glenwood Apartments is located.

In 2014 (Figure 14b), the color scheme appears the same as in 2011 (Figure 13); however, the percent scale has changed. All categories increased except the greater than 42% category, demonstrating that renter occupied properties have increased in most areas since 2011.

Population

The 2011 population map (Figure 15) and the 2014 population map (Figure 16) show very little changes in population over this time period, with the exception of a 400 person decline just north of the interstate. However, in investigating potential explanations for this difference, there is no clear answer as to what led to this decline. It could be hypothesized as students graduating and leaving home; however, the median age maps do not support that theory.

Population Per Household

The main differences between the 2011 population per household (Figure 17) and the 2014 population per household (Figure 18) are the two areas in the far north of the neighborhood, and the southwest of the neighborhood. At first glance, the area in the far north has decreased slightly. Also, in the southwest, it appears to have increased slightly. However, upon closer examination, it becomes clear that the increments used to classify each group in 2011 are higher than the increments used in 2014, insinuating that the overall population has declined and the numbers have been adjusted accordingly. This further follows the observations of overall population emphasized in the section above.

Population by Census Block, 2011

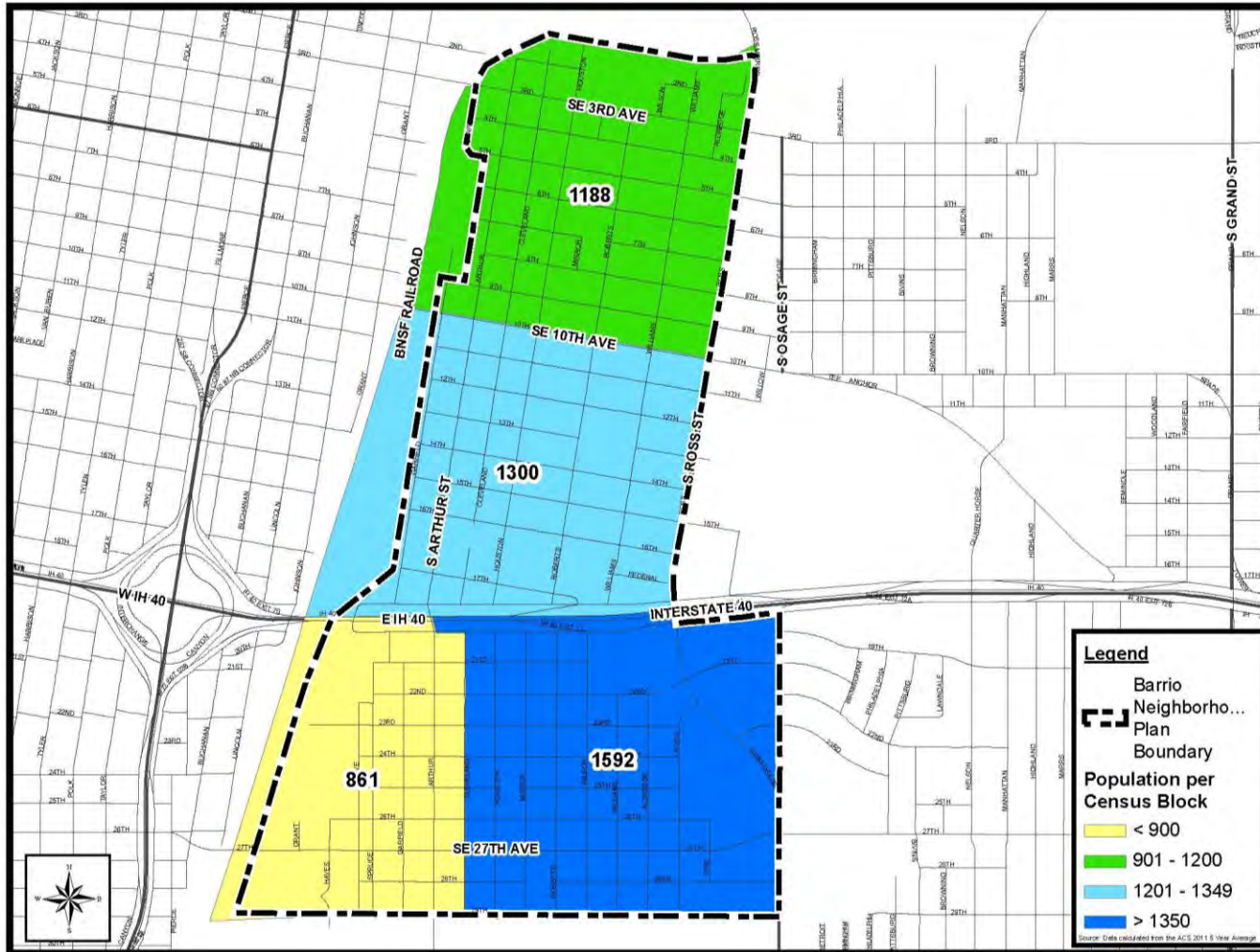


Figure 15

Population by Census Block, 2014

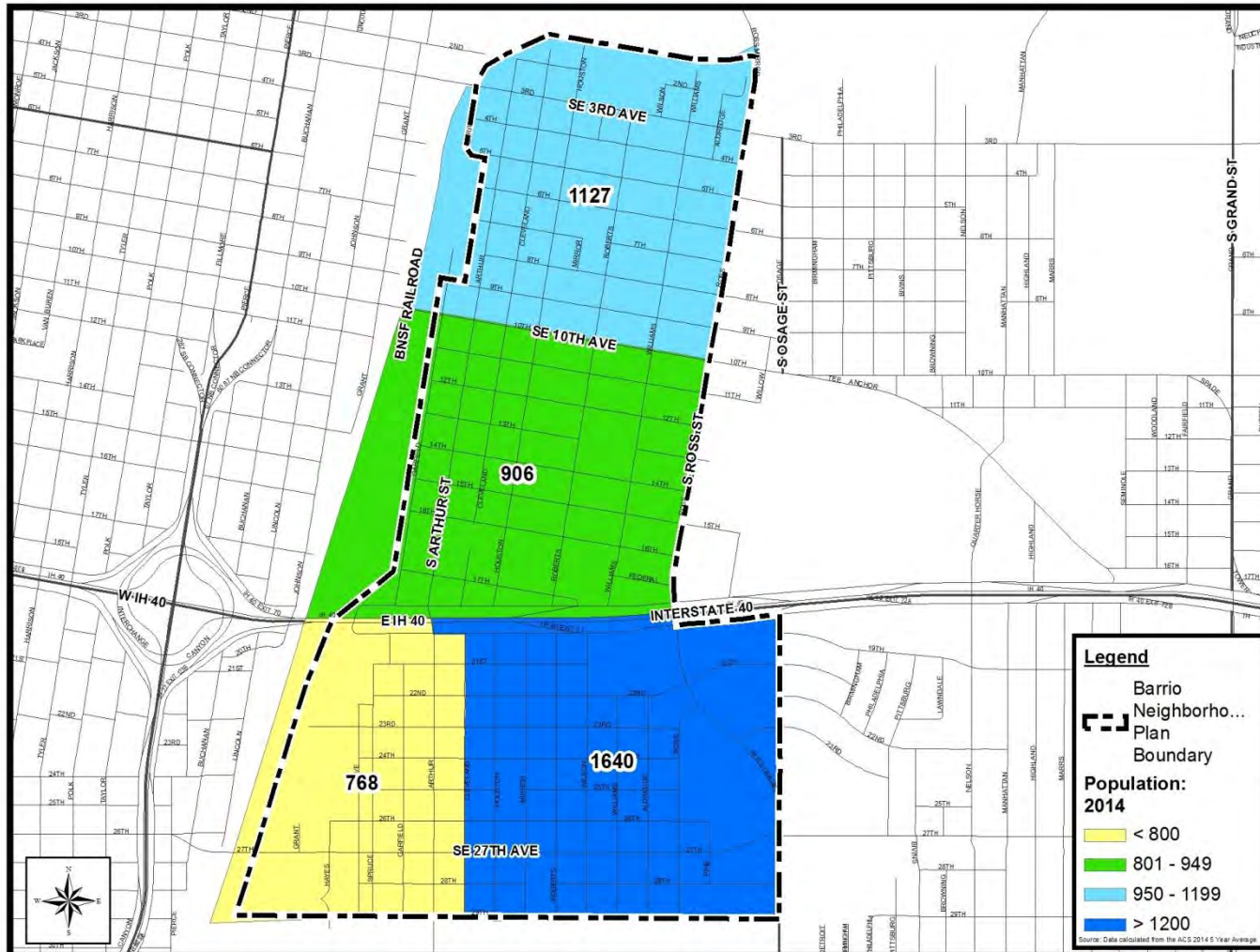


Figure 16

Population Per Household, 2011

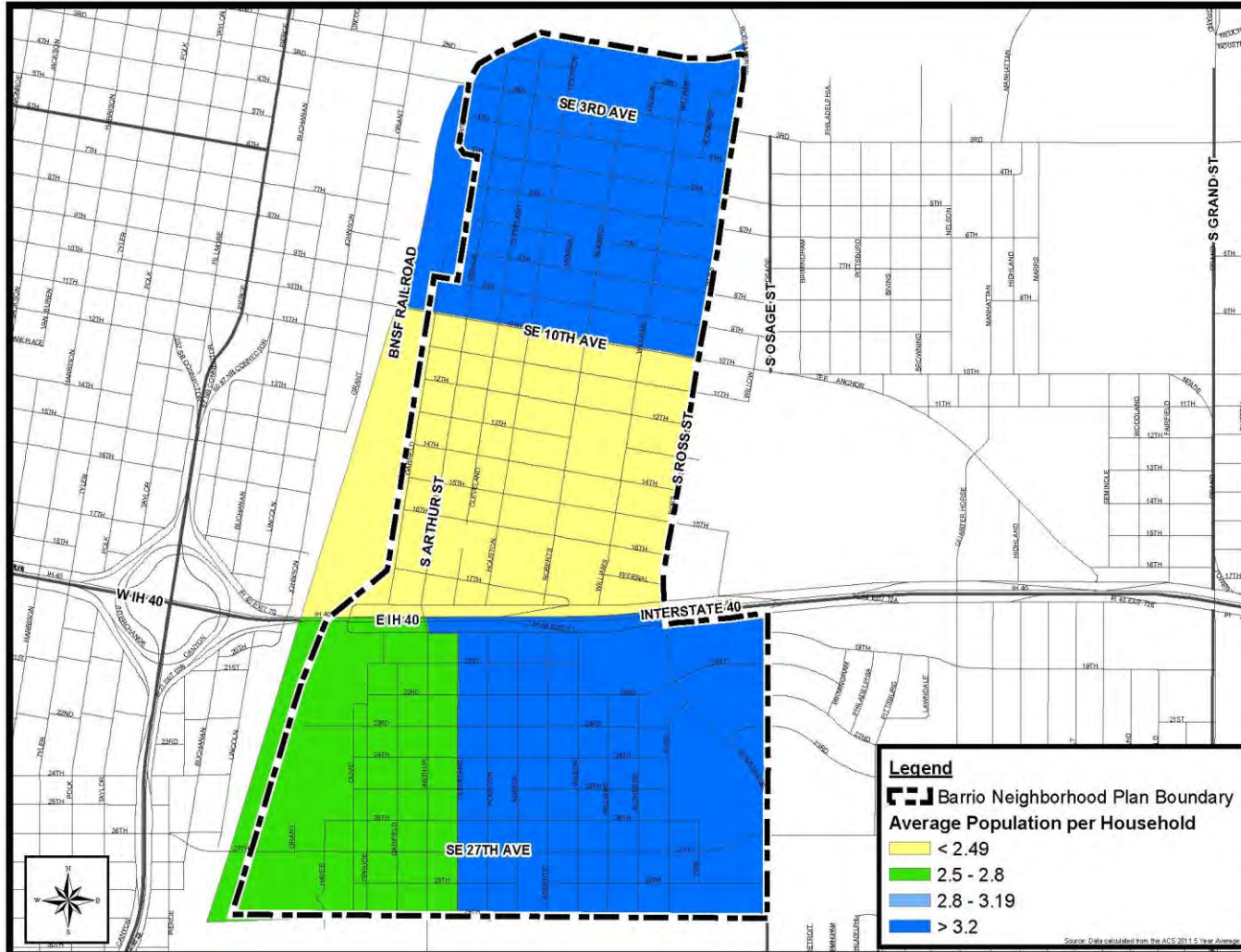


Figure 17

Population Per Household, 2014

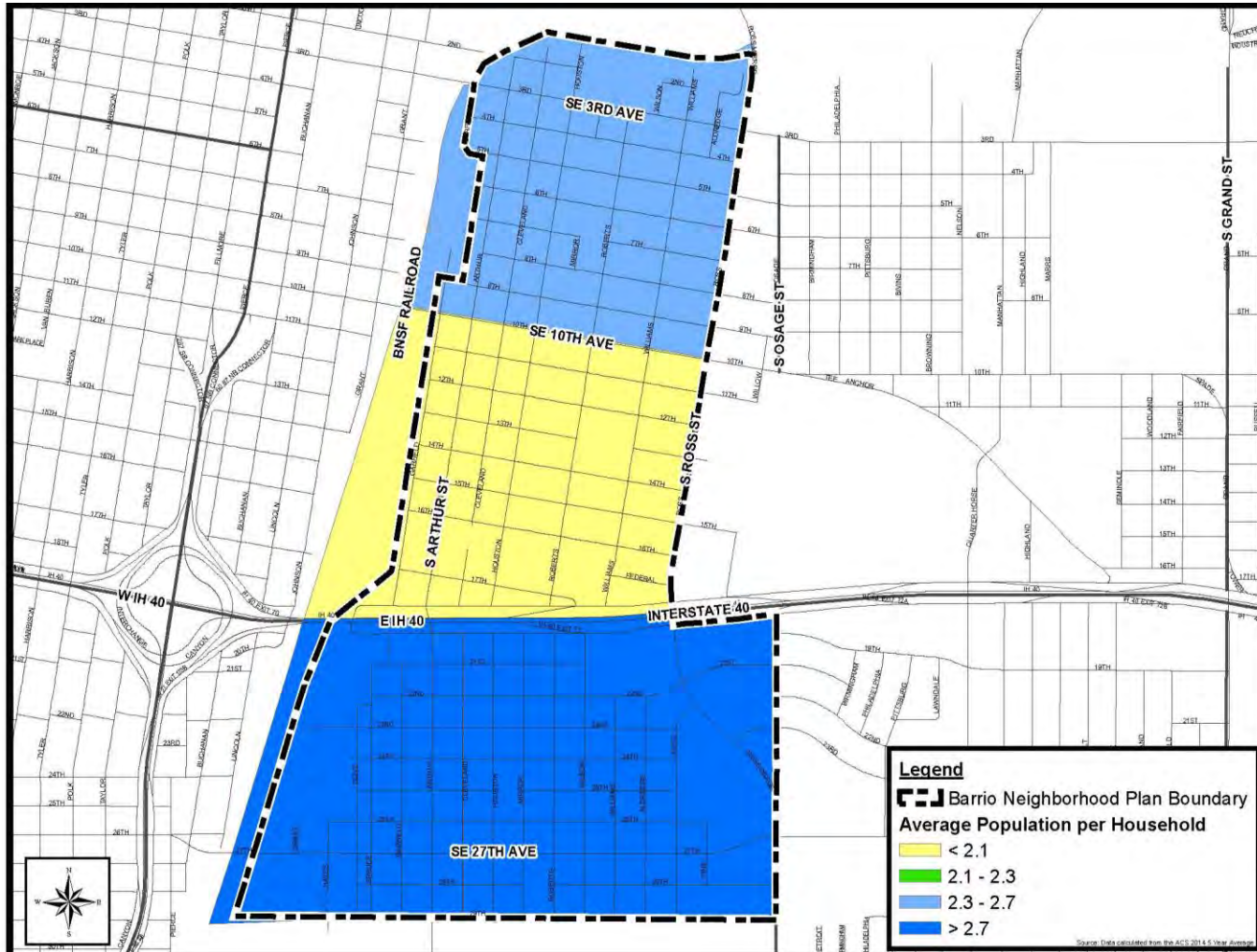


Figure 18

OTHER CHARACTERISTICS

The next series of maps (Figures 19 - 29) illustrate various characteristics or existing conditions of The Barrio, which were utilized in identifying areas of focus and concern, as well as highlighting needs of the area.

Code Violations by Year, 2012 - 2017

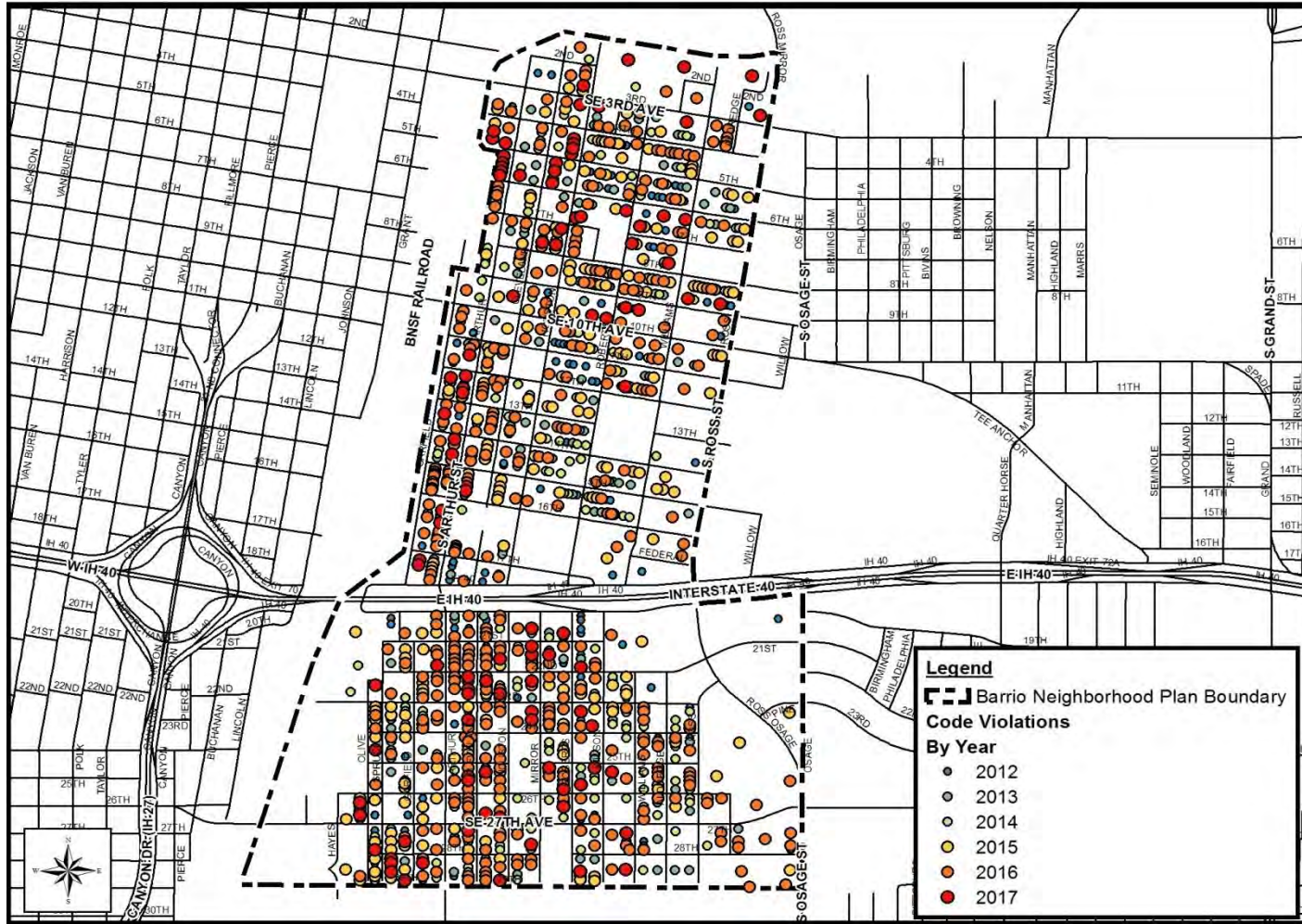


Figure 19

Code Violations by Type, 2012 - 2017



Figure 20

Code Violations Per Year

Examining the number of code violations in this neighborhood was important to understanding where issues related to upkeep of properties may be concentrated. Figure 19 summarizes the locations of code violations by year. From 2012 to 2017, it appears the number of code violations has increased greatly, as the 2015 (in yellow), 2016 (in orange) and 2017 (in red) dots account for the most activity in this area. This might also be attributed to an increase in the number of complaints about code violations in this neighborhood.

Types of Code Violations

Knowing what types of code violations are recurring within the neighborhood is useful for identifying actions to better preserve the neighborhood. In Figure 20, all types of violations are shown for the same five year period. A majority of the types of violations in the Barrio are tall grass and weed violations, followed by construction violations (this is typically in reference to construction materials and debris). Another interesting observation is that these violations are spread fairly uniformly across the neighborhood, and not concentrated in a single place or places.

Existing Utilities

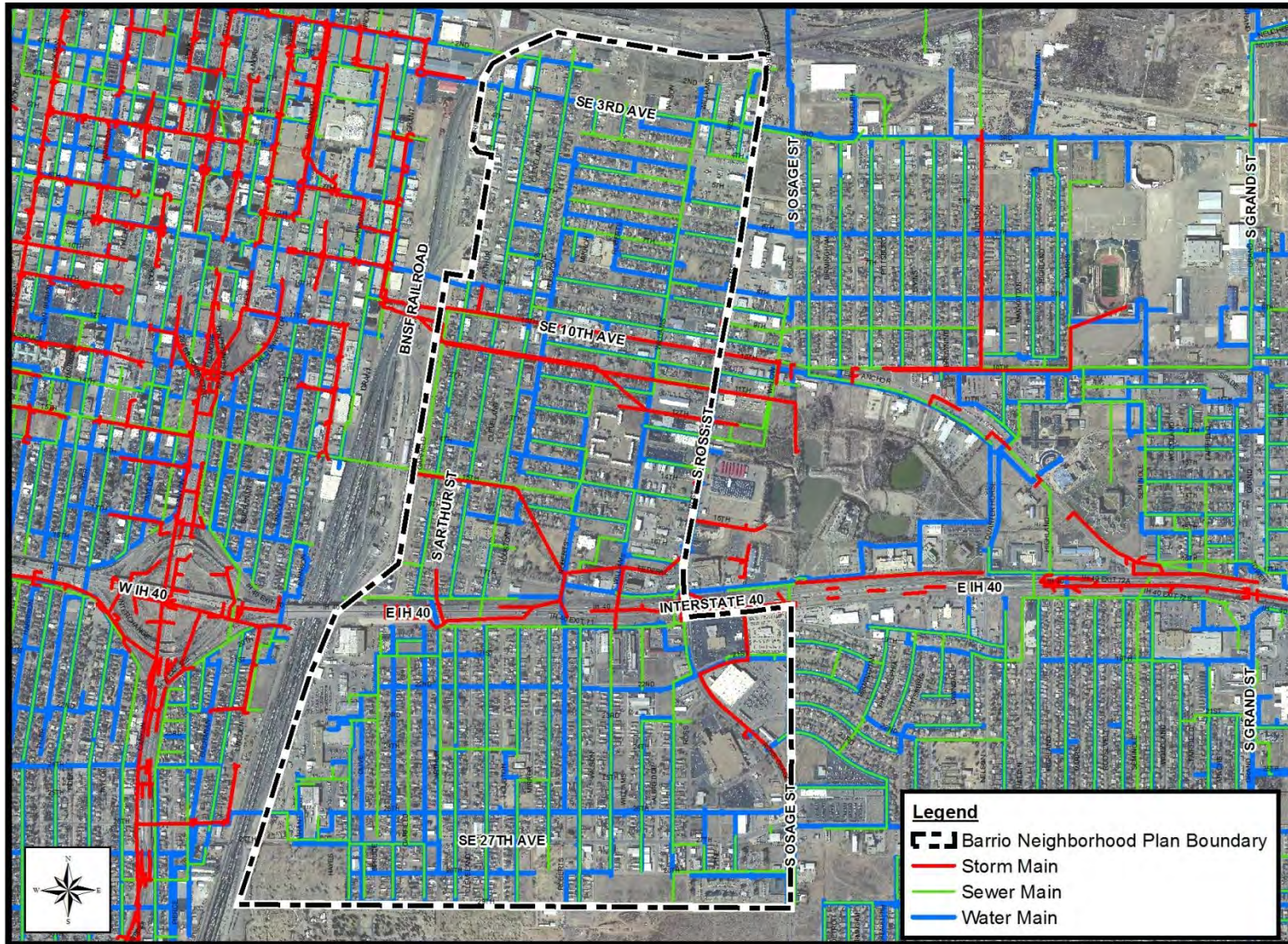


Figure 21

Existing Utilities

Figure 21 shows all existing utilities within the Barrio neighborhood boundary. One easily noted feature is the number of storm mains within this neighborhood pale in comparison to the number within the downtown neighborhood to the west. However, it should be noted that the topography of this area, in combination with the storm mains that do exist, serve to direct drainage to the east, the same direction in which the natural tendency is to flow. Almost the entire neighborhood is served with both water and sewer mains, making continual redevelopment a very viable option; however, the age of the infrastructure may necessitate future improvements and updates through the City of Amarillo's Community Improvement Plan (CIP).

Vacant Land

There are very few vacant parcels within the Barrio neighborhood, as exhibited in Figure 22. The majority of the vacant acreage is concentrated near the northern boundary of the neighborhood, as well as along the southeastern corner. Much smaller, typically residential-sized lots which are vacant appear along the center of the neighborhood, from north to south. This indicates that much of the neighborhood is built out; however, this does not tell the entire story, as there are also a number of quite dated structures within this neighborhood as well. Some may perhaps be unoccupied and in need of demolition to free up land for new development, and some may still be in good condition and occupied. Additional analysis is needed to formulate the entire picture. Nonetheless, the zoning of these vacant parcels includes residential, commercial, and industrial – an excellent mix of opportunities to bring in redevelopment for these locations.

Sites of Historic Interest

The Barrio neighborhood has a rich history, as illustrated by the number of sites identified on the map in Figure 25, and specifically listed in Table 1, on pages 60-64. A 1997 Historic Preservation Survey prepared by Hardy-Heck-Moore & Associates identified a total of 123 historically significant buildings, 31 of which were deemed as high priority, and 92 of which were deemed as medium priority. The neighborhood also has several notable features which were documented in this preservation survey. Some examples are listed and described on pages 53-58.

Notable Historic Features

East Park, is listed as a high priority ranking within the historic resource survey. While none of the buildings and equipment pre-date WWII, the tree-lined sidewalks and the prominence of this focal point make it a historically significant feature. The underpass in the 900 block of SE 10th is another significant feature dating back to 1945. The survey notes that, "The decision to construct the underpass at this location reveals the importance of NE 10th Avenue as an early and primary intracity artery for vehicular traffic in Amarillo."

Sites of Historic Interest



Figure 23



A view of East Park & the tree-lined sidewalks which make this a high priority historic resource.
Source: Google maps, ©2013, maps.google.com



A look at the SE 10th overpass, deemed a high priority historic resource.
Source: Google maps, ©2013, maps.google.com

A Sampling of Notable Historic Properties

1220 SE 10th Ave

Built in 1945, this commercial building features a veneer of brick and a curved corner reminiscent of the International Style. The wall continues above the gabled roof, making the building appear taller and more substantial. This property is a medium priority within the neighborhood.



Source: Google maps, ©2013, maps.google.com

310 Cleveland Street

This two-story brick building, built in 1940, is one of the few historic commercial properties in the neighborhood that remain. It is classified as a Two-Part Commercial Block, with detailing that suggests the Moderne style, relatively rare in Amarillo. The building retains its integrity to a high degree, and is a high priority historic resource.



Source: Google maps, ©2017, maps.google.com

700 S Mirror Street

The home of Sanborn Elementary, this institutional building was built in 1922, with an addition in 1927, and a more contemporary addition added much later. It combines Renaissance Revival characteristics, an example of which is the castellated entrance portico, and Spanish Colonial Revival elements such as the tiled roof and quatrefoil openings within the parapet. The building also has ornamental touches, including elaborate window surrounds and stone cartouches. The school was named in honor of Henry B. Sanborn, owner of the Frying Pan Ranch, and known as the “Father of Amarillo”.



Source: Google maps, ©2013, maps.google.com

1016 S Roberts Street

Built in Gothic Revival style, the Tenth Avenue Methodist Church was built in 1928 with an addition completed in 1955. This building features a cross-gabled roof, and a large stained glass-filled arch. The stained glass window was donated by Polk Street Methodist Church, due to the demolition of their first building in 1928. This property, too, is listed as one of the many high priority historic resources in the Barrio neighborhood.



Source: Google maps, ©2016, maps.google.com

Property Address	Lot	Block	Subdivision	Rating
817 SE 10TH AVE		402	MIRROR'S ADDN	H
1220 SE 10TH AVE		417	MIRROR'S ADDN	M
1518 SE 10TH AVE		415	MIRROR'S ADDN	H
1700 SE 10TH AVE		414	MIRROR'S ADDN	H
1502 SE 8TH AVE		391	MIRROR'S ADDN	M
1900 SE 10TH AVE		413	MIRROR'S ADDN	H
1913 SE 10TH AVE		410	MIRROR'S ADDN	M
1921 SE 10TH AVE		410	MIRROR'S ADDN	H
1210 SE 11TH AVE		429	MIRROR'S ADDN	H
1308 SE 11TH AVE	5	430	MIRROR'S ADDN	M
1309 SE 11TH AVE		416	MIRROR'S ADDN	M
1316 SE 11TH AVE	9	430	MIRROR'S ADDN	M
1301 SE 12TH AVE	24	430	MIRROR'S ADDN	M
1303 SE 12TH AVE	23	430	MIRROR'S ADDN	M
1319 SE 12TH AVE	15	430	MIRROR'S ADDN	M
1321 SE 12TH AVE	14	430	MIRROR'S ADDN	M
1300 SE 13TH AVE	1	453	MIRROR'S ADDN	M
1317 SE 13TH AVE		439	MIRROR'S ADDN	H
1300 SE 16TH AVE		0	MIRROR'S ADDN	H
1309 SE 16TH AVE	20	475	MIRROR'S ADDN	M
1001 SE 27TH AVE	7	39	GLENWOOD	M
1001 SE 3RD AVE		338	HOLLAND	M
1515 SE 3RD AVE		319	HOLLAND	H
1619 SE 3RD AVE		318	HOLLAND	H
1201 SE 4TH AVE	6	329	HOLLAND	M

Table 1

Property Address	Lot	Block	Subdivision	Rating
1004 SE 5TH AVE		341	MIRROR'S ADDN	H
1109 SE 5TH AVE		333	MIRROR'S ADDN	M
1300 SE 5TH AVE	1	322	MIRROR'S ADDN	M
1513 SE 5TH AVE	18	320	MIRROR'S ADDN	M
1519 SE 5TH AVE	15	320	MIRROR'S ADDN	M
1530 SE 5TH AVE		321	MIRROR'S ADDN	M
1511 SE 5TH AVE	19	320	MIRROR'S ADDN	M
1307 SE 6TH AVE	17	322	MIRROR'S ADDN	M
1308 SE 6TH AVE		372	MIRROR'S ADDN	M
1318 SE 6TH AVE		372	MIRROR'S ADDN	M
1309 SE 7TH AVE		372	MIRROR'S ADDN	M
1310 SE 7TH AVE	12	383	MIRROR'S ADDN	M
1321 SE 7TH AVE		0	MIRROR'S ADDN	M
1523 SE 7TH AVE	13	371	MIRROR'S ADDN	M
1318 SE 8TH AVE		392	MIRROR'S ADDN	M
1521 SE 10TH AVE		408	MIRROR'S ADDN	H
1344 SE 8TH AVE		392	MIRROR'S ADDN	M
1318 SE 9TH AVE	10	407	MIRROR'S ADDN	M
1335 SE 9TH AVE		392	MIRROR'S ADDN	M
1745 SE 9TH AVE		390	MIRROR'S ADDN	M
1908 SE 9TH AVE		410	MIRROR'S ADDN	M
1920 SE 9TH AVE	2	410	MIRROR'S ADDN	M
202 S ARTHUR ST		338	HOLLAND	H
406 S ARTHUR ST	4	340	HOLLAND-MIRROR ADDNS	
407 S ARTHUR ST		333	HOLLAND	M

Table 1, continued

Property Address	Lot	Block	Subdivision	Rating
413 S ARTHUR ST		333	MIRROR-HOLLAND ADDNS	M
606 S ARTHUR ST	4	375	MIRROR'S ADDN	H
804 S ARTHUR ST	3	395	MIRROR'S ADDN	M
806 S ARTHUR ST		395	MIRROR'S ADDN	M
1207 S ARTHUR ST		441	MIRROR'S ADDN	M
1116 S ARTHUR ST		427	MIRROR'S ADDN	M
1222 S ARTHUR ST		442	MIRROR'S ADDN	M
1320 S ARTHUR ST		450	MIRROR'S ADDN	M
1401 S ARTHUR ST		464	MIRROR'S ADDN	M
1404 S ARTHUR ST		465	MIRROR'S ADDN	M
1500 S ARTHUR ST		472	MIRROR'S ADDN	M
1421 S ARTHUR ST		464	MIRROR'S ADDN	M
2207 S ARTHUR ST	9	50	GLENWOOD	M
1601 S ARTHUR ST	48	486	MIRROR'S ADDN	M
2404 S ARTHUR ST	3	41	GLENWOOD	M
2411 S ARTHUR ST	7	52	GLENWOOD	M
2504 S ARTHUR ST		40	GLENWOOD	M
2509 S ARTHUR ST	8	53	GLENWOOD	M
2601 S ARTHUR ST		54	GLENWOOD	M
310 S CLEVELAND ST		334	HOLLAND	H
2500 S ARTHUR ST	1	40	GLENWOOD	M
422 S CLEVELAND ST		333	MIRROR'S ADDN	M
502 S CLEVELAND ST	2	332	MIRROR'S ADDN	M
506 S CLEVELAND ST	4	332	MIRROR'S ADDN	H
814 S CLEVELAND ST		394	MIRROR'S ADDN	M

Table 1, continued

Property Address	Lot	Block	Subdivision	Rating
1108 S CLEVELAND ST		428	MIRROR'S ADDN	M
1208 S CLEVELAND ST		441	MIRROR'S ADDN	H
1634 S CLEVELAND ST		486	MIRROR'S ADDN	M
1704 S CLEVELAND ST	9	493	MIRROR'S ADDN	H
2503 S CLEVELAND ST	11	68	GLENWOOD	M
2404 S CLEVELAND ST	3	52	GLENWOOD	M
2511 S CLEVELAND ST		68	GLENWOOD	H
2711 S CLEVELAND ST	7	66	GLENWOOD	H
1121 S GARFIELD ST		427	MIRROR'S ADDN	M
2106 S GARFIELD ST		23	GLENWOOD	M
2200 S GARFIELD ST	1	24	GLENWOOD	M
2507 S GARFIELD ST		40	GLENWOOD	M
103 S CLEVELAND ST	1A	327	HOLLAND	M
2900 S HAYES ST		2	SECT 154 A B & M	H
306 S HOUSTON ST	4	329	HOLLAND	M
308 S HOUSTON ST		329	HOLLAND	H
512 S HOUSTON ST		331	MIRROR'S ADDN	M
516 S HOUSTON ST		331	MIRROR'S ADDN	M
708 S HOUSTON ST		382	MIRROR'S ADDN	M
1621 S HOUSTON ST		484	MIRROR'S ADDN	H
1707 S HOUSTON ST		495	MIRROR'S ADDN	M
2308 S HOUSTON ST	5	70	GLENWOOD	M
2410 S HOUSTON ST	6	69	GLENWOOD	H
2506 S HOUSTON ST	4	68	GLENWOOD	M
2600 S HOUSTON ST	1	67	GLENWOOD	M

Table 1, continued

Property Address	Lot	Block	Subdivision	Rating
2602 S HOUSTON ST	2	67	GLENWOOD	M
700 S MIRROR ST	6	383	MIRROR'S ADDN	H
702 S MIRROR ST		383	MIRROR'S ADDN	M
2200 S MIRROR ST	1	78	GLENWOOD	M
500 S ROBERTS ST		322	MIRROR'S ADDN	M
401 S ROBERTS ST	1	320	MIRROR'S ADDN	M
506 S ROBERTS ST		322	MIRROR'S ADDN	M
700 S ROBERTS ST		0	MIRROR'S ADDN	H
1016 S ROBERTS ST		416	MIRROR'S ADDN	H
1625 S ROBERTS ST		483	MIRROR'S ADDN	M
2003 S ROBERTS ST	11	104	GLENWOOD	M
100 ROSS ST		316	HOLLAND	H
2609 S ROBERTS ST	8	110	GLENWOOD	H
700 ROSS ST		385	MIRROR'S ADDN	H
2308 ROSS ST	5	154	GLENWOOD	M
2200 SPRUCE ST	1	20	GLENWOOD	M
2710 SPRUCE ST	6	15	GLENWOOD	M
412 S WILLIAMS ST		320	MIRROR'S ADDN	M
416 S WILLIAMS ST		320	MIRROR'S ADDN	M
1018 S WILLIAMS ST		415	MIRROR'S ADDN	H
2200 S WILSON ST		106	GLENWOOD	M
2400 S WILSON ST		108	GLENWOOD	M
2510 S WILSON ST		109	GLENWOOD	M

Table 1, continued

Property Values in 2007

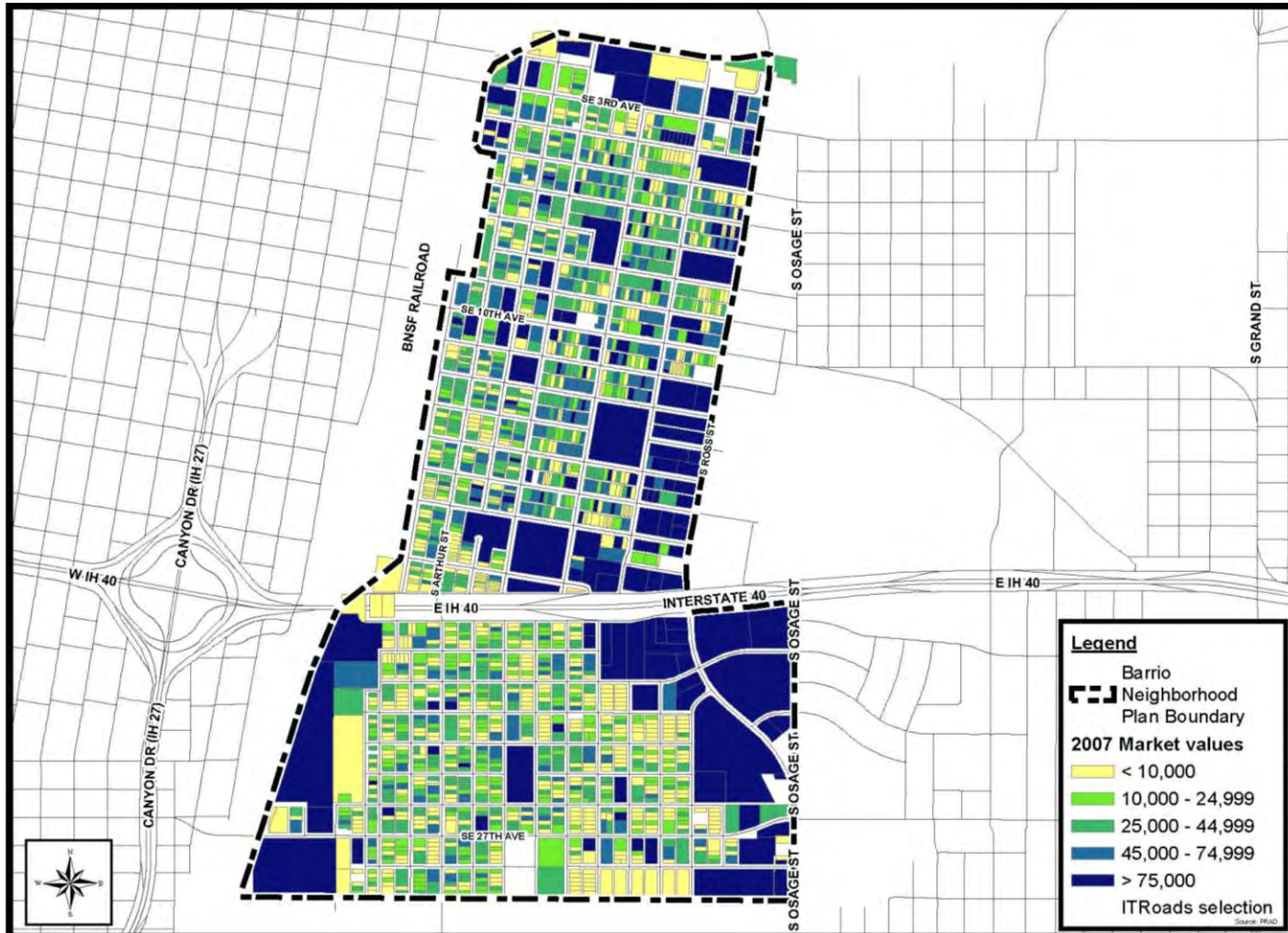


Figure 24
Data obtained from the Potter-Randall Appraisal District

Property Values in 2016

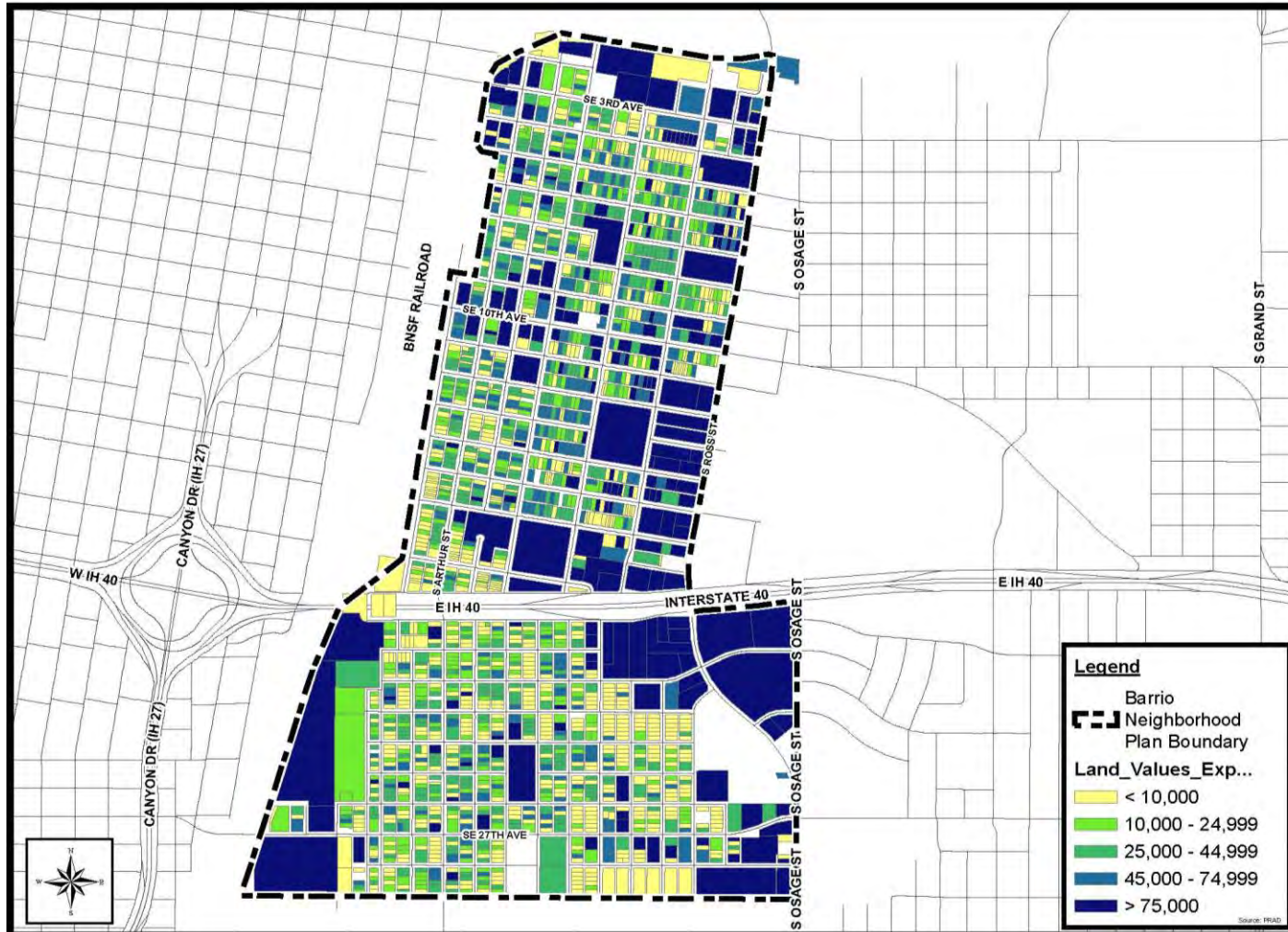


Figure 25
Data obtained from the Potter-Randall Appraisal District

Changes in Property Values from 2007 to 2016

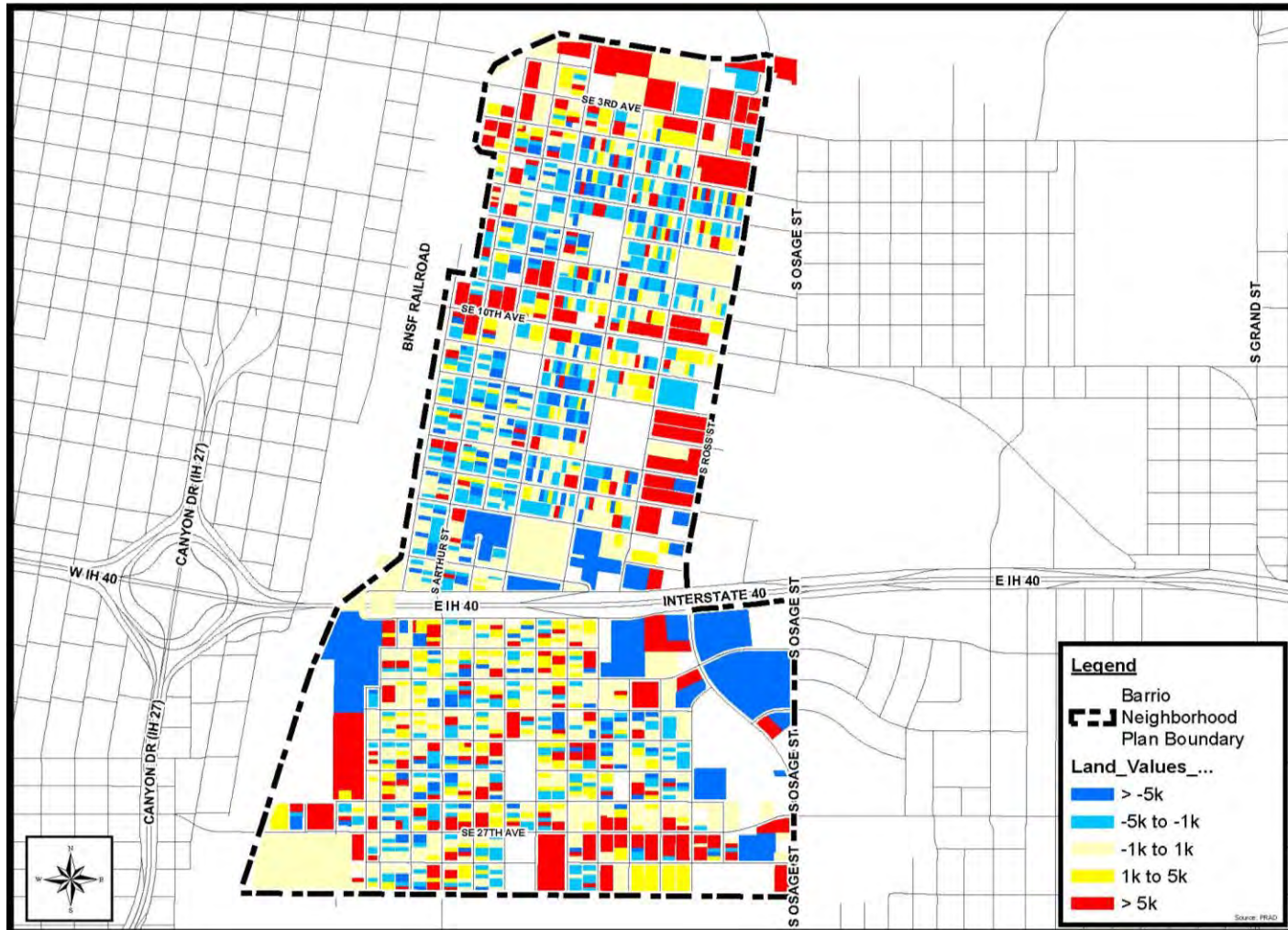


Figure 26

Property Values in 2007

In Figure 24 above, the breakdown of property values by category, according to 2007 figures, is shown. High value parcels (over \$75,000) tend to be located along the southwestern and southeastern boundaries of the neighborhood, as well as along Interstate 40 East and S Ross Street. The acreage of these properties accounts for around 30% of the total neighborhood area. On the other hand, the lowest value parcels (less than \$10,000) are distributed throughout the neighborhood. While some blocks fall entirely within one value category, the majority of blocks in the neighborhood have mixes in values.

Property Values in 2016

Figure 25 looks at the same area, using values from 2016. While there are some isolated differences from Figure 24, the pattern of mixed land values is generally the same as the 2007 map – implying that while individual values may change, the relationship in values in proximity to one another does not change much if at all.

Changes in Property Values from 2007 to 2016

The final map in this series, Figure 26, shows the net change in values for every parcel from 2007 to 2016. One significant difference is the increase (more than \$5,000) in value of commercial properties along SE 3rd Avenue, S Ross Street and SE 10th Avenue. SE 27th Avenue exhibits much of the same. Most of the residential properties in this area have maintained the same value during this time period, or decreased by between \$1,000 and \$5,000. Other commercial properties, especially along Interstate 40 East, have seen some decline in values since 2007.

Current Land Use

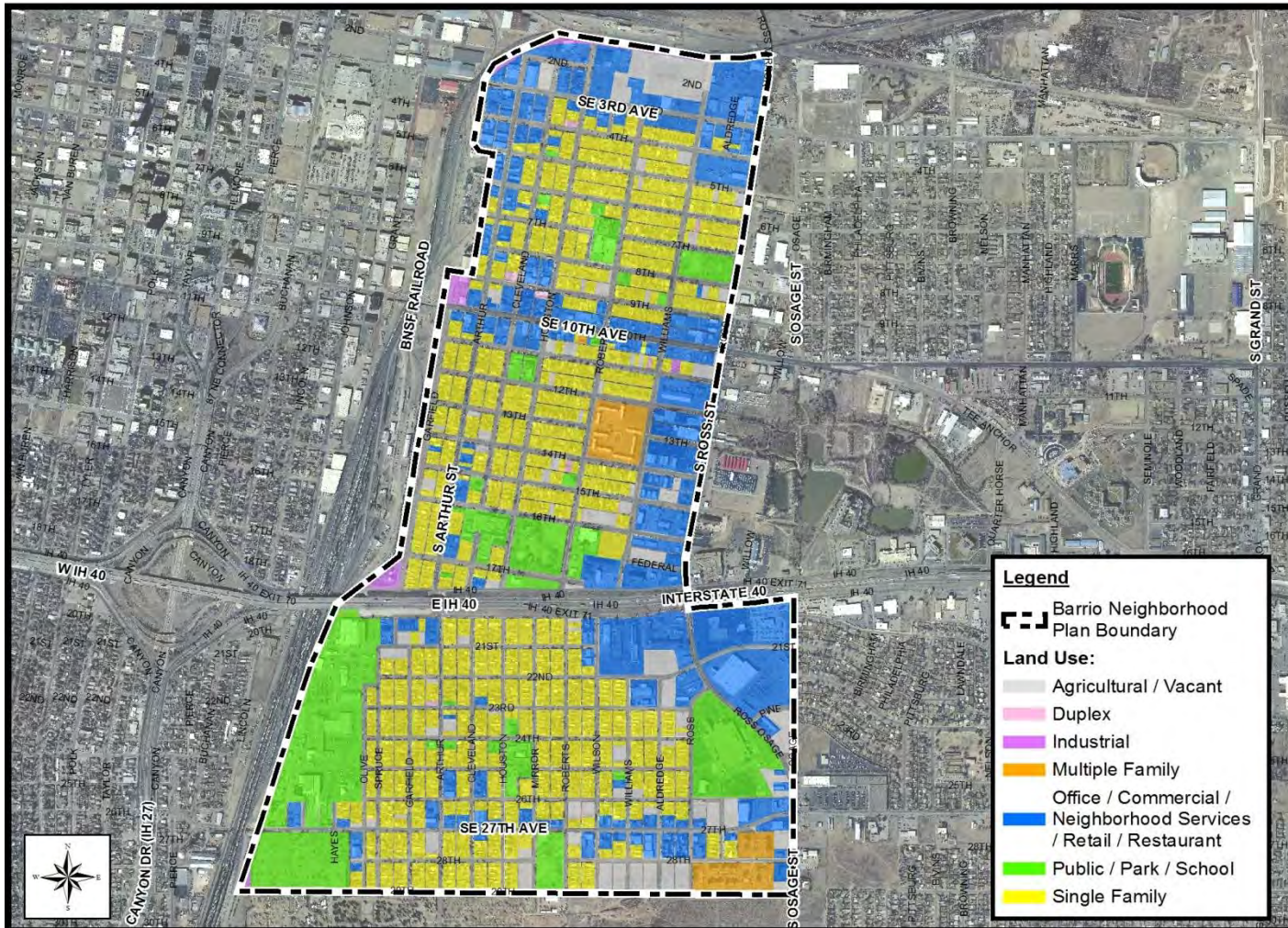


Figure 27

Current Zoning

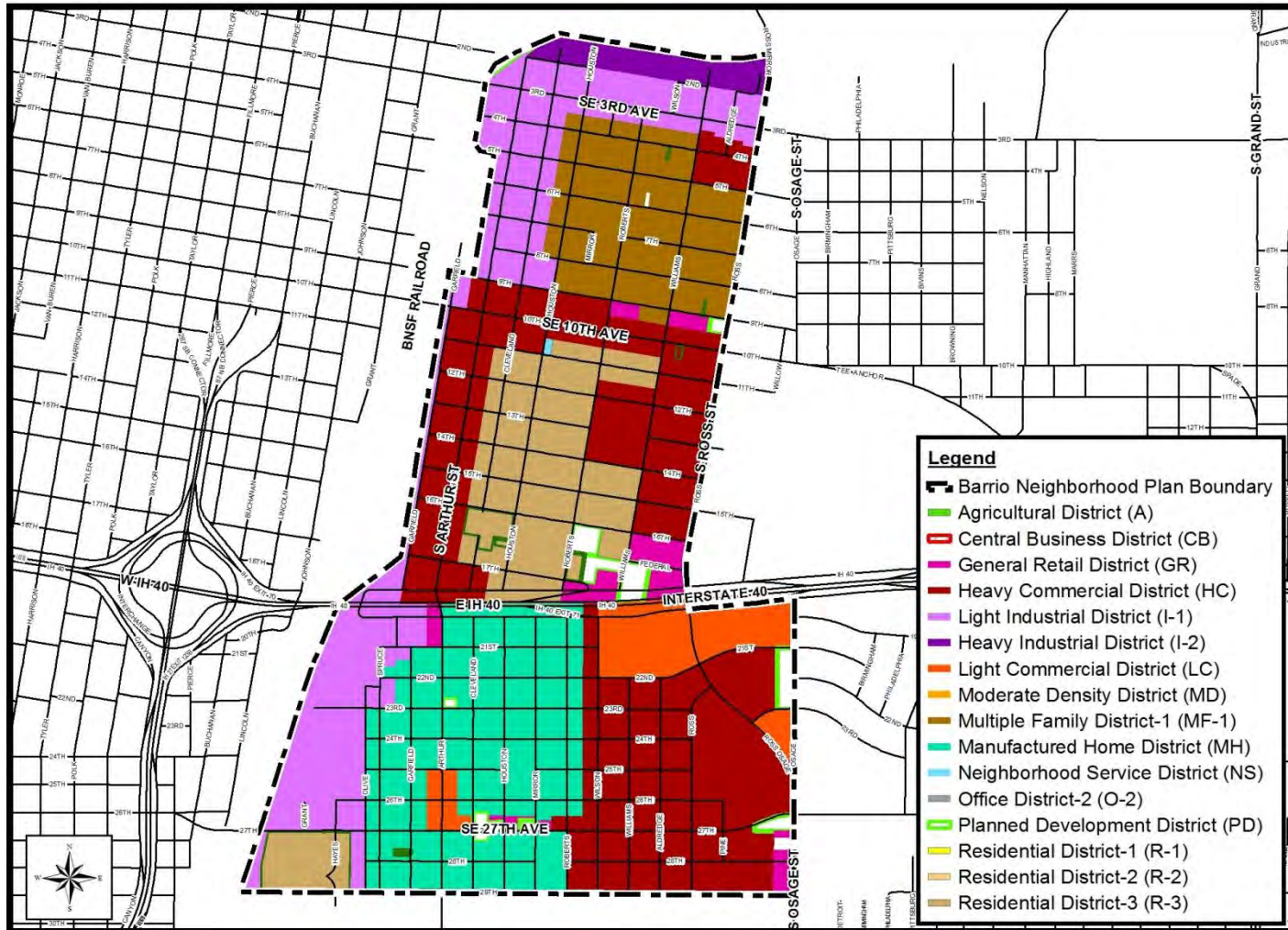


Figure 28
Excerpted from the official zoning map for the City of Amarillo

Future Land Use

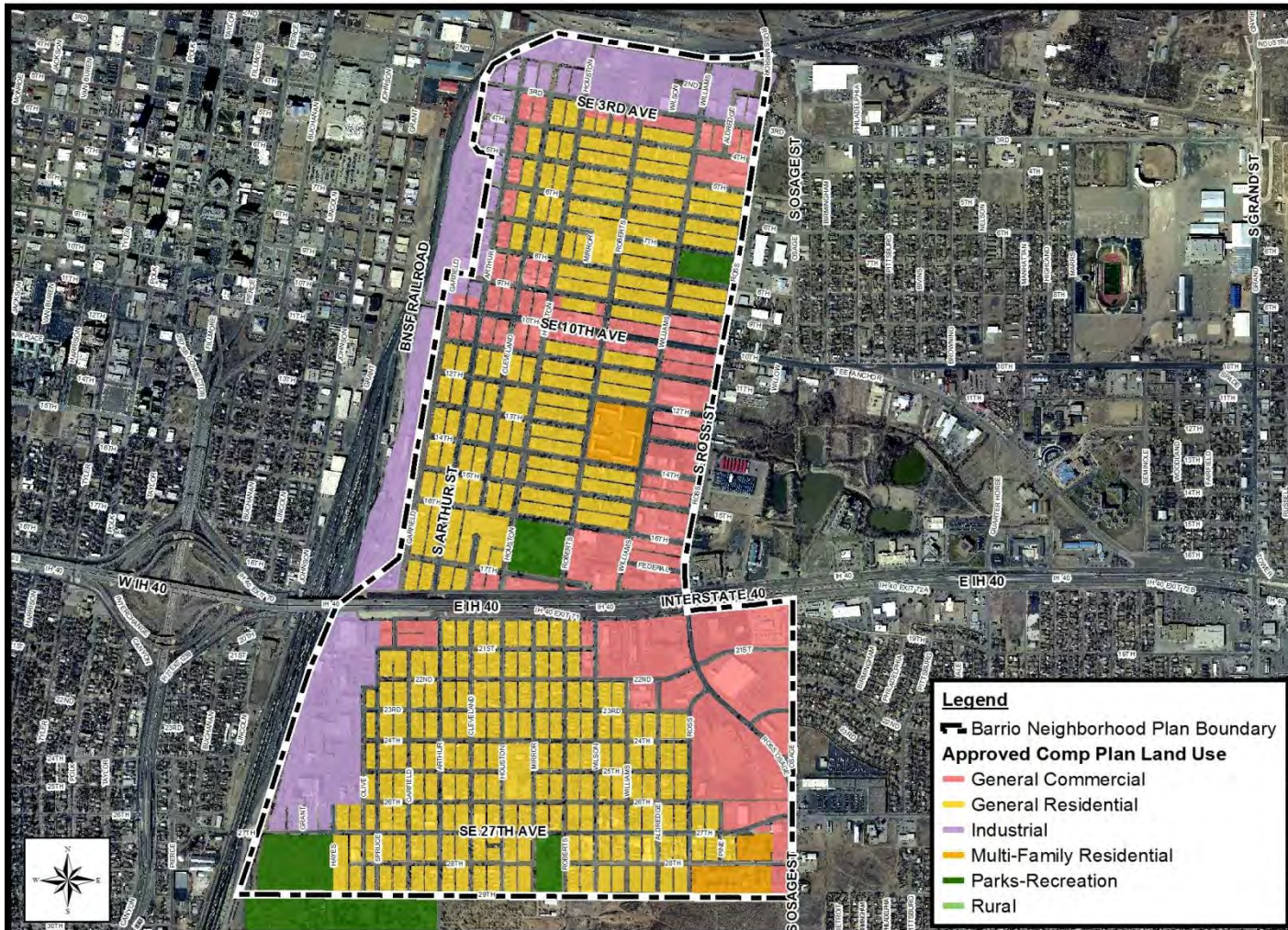


Figure 29
 Excerpted from the Future Land Use & Character (FLUC) Map, City of Amarillo Comprehensive Plan

Current Land Use

Based upon a survey of lot-by-lot land usage summarized in Figure 27, it is immediately clear that the majority of the neighborhood functions as single family residential. That said, there are two notable pockets of multi-family residential, along SE 13th and SE 28th Avenues. City facilities and the cemetery occupy the public land in the southwestern corner of the neighborhood, and parks, schools, and a post office account for the remainder. The commercial land uses in the neighborhood are comprised mostly of services, retail, and offices. In fact, this latter category accounts for 28% of the land in the neighborhood.

Current Zoning

At a quick glance at Figure 28, it is quite clear that the zoning of the properties within this neighborhood does not always correspond to the existing land uses which are in place. For example, there is a fairly large Manufactured Home (MH) district in the section south of Interstate 40 East; however, there are very few manufactured homes in this area. There is also a large Multiple Family 1 (MF-1) district in the northeast portion of this neighborhood; most of this area is occupied by single-family residences. In short, while the underlying zoning allows a mix of uses in a very segmented sort of way, the area has not developed with much variety of housing. There is also a wealth of higher-intensity, Heavy Commercial (HC) zoning along the rail line, S Ross Street, and the southeast quadrant of the neighborhood. It is important to remember that intense zoning districts, such as HC and Light Industrial (I-1), allow the associated uses by right in those locations.

The current zoning breakdown within this zoning, by percentage of land in the total neighborhood, is as follows:

Zoning District	Percentage of Neighborhood
Residential 3 (R-3)	13.10%
Manufactured Home (MH)	17.12%
Multi-Family 1 (MF-1)	10.36%
Neighborhood Services (NS)	0.04%
Planned Development (PD)	1.90%
General Retail (GR)	2.80%
Light Commercial (LC)	5.08%
Heavy Commercial (HC)	30.11%
Industrial (I-1 & I-2)	19.49%
	100.00%

Future Land Use

The future land use map in Figure 29 appears to take into account corridors for commercial activity, like SE 3rd and SE 10th Avenues, Interstate 40 East, and S Ross and S Osage Streets. There is very little future planning for multi-family living. There are also many points where “general residential” directly abuts “industrial” or “general commercial” land uses, and the notion of transition, screening, and design elements will be very important to softening these harsh boundaries. It is also concerning that there are no “Neighborhood Conservation” areas identified, which have been identified on the Future Land Use and Character (FLUC) Map in other parts of the city to help preserve historic areas and unique neighborhood character. This should be re-examined.

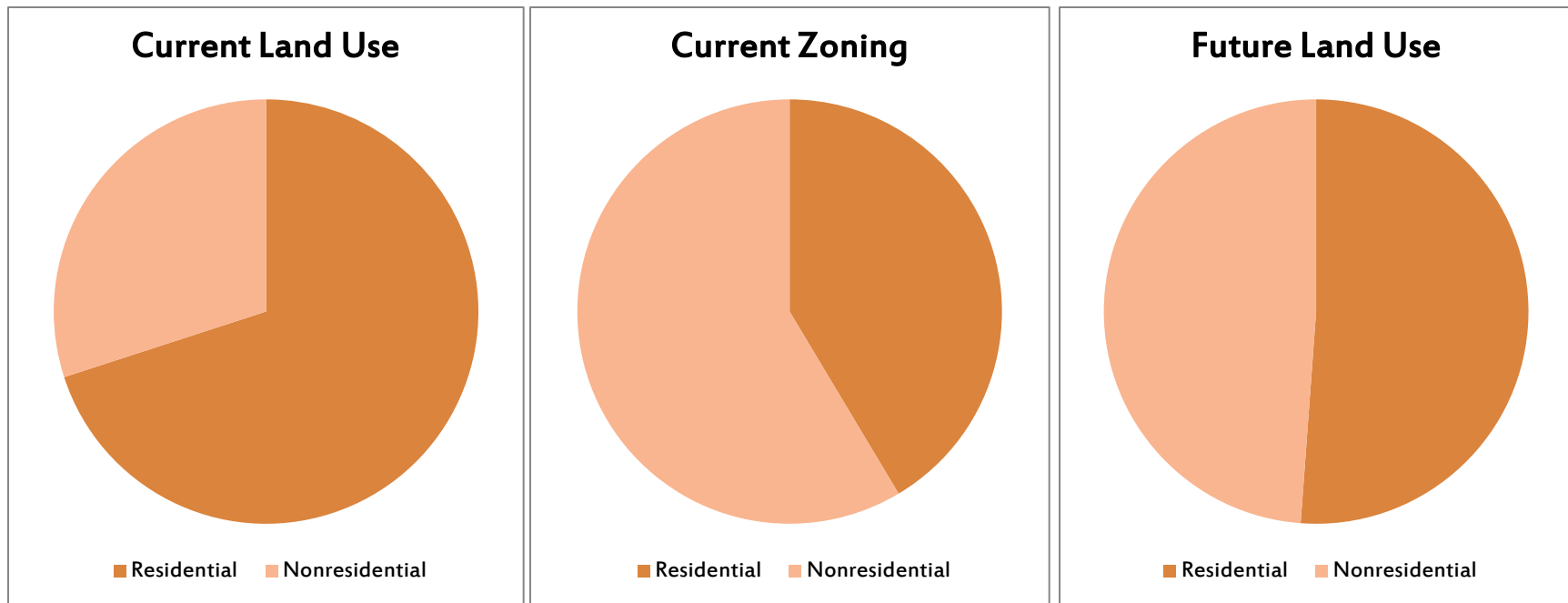
Future Land Use Category	Percentage of Neighborhood
General Commercial	22.43%
General Residential	40.93%
Industrial	17.74%
Multi-Family Residential	2.52%
Parks-Recreation	15.10%
Other	1.30%
	100.00%

Conflicts

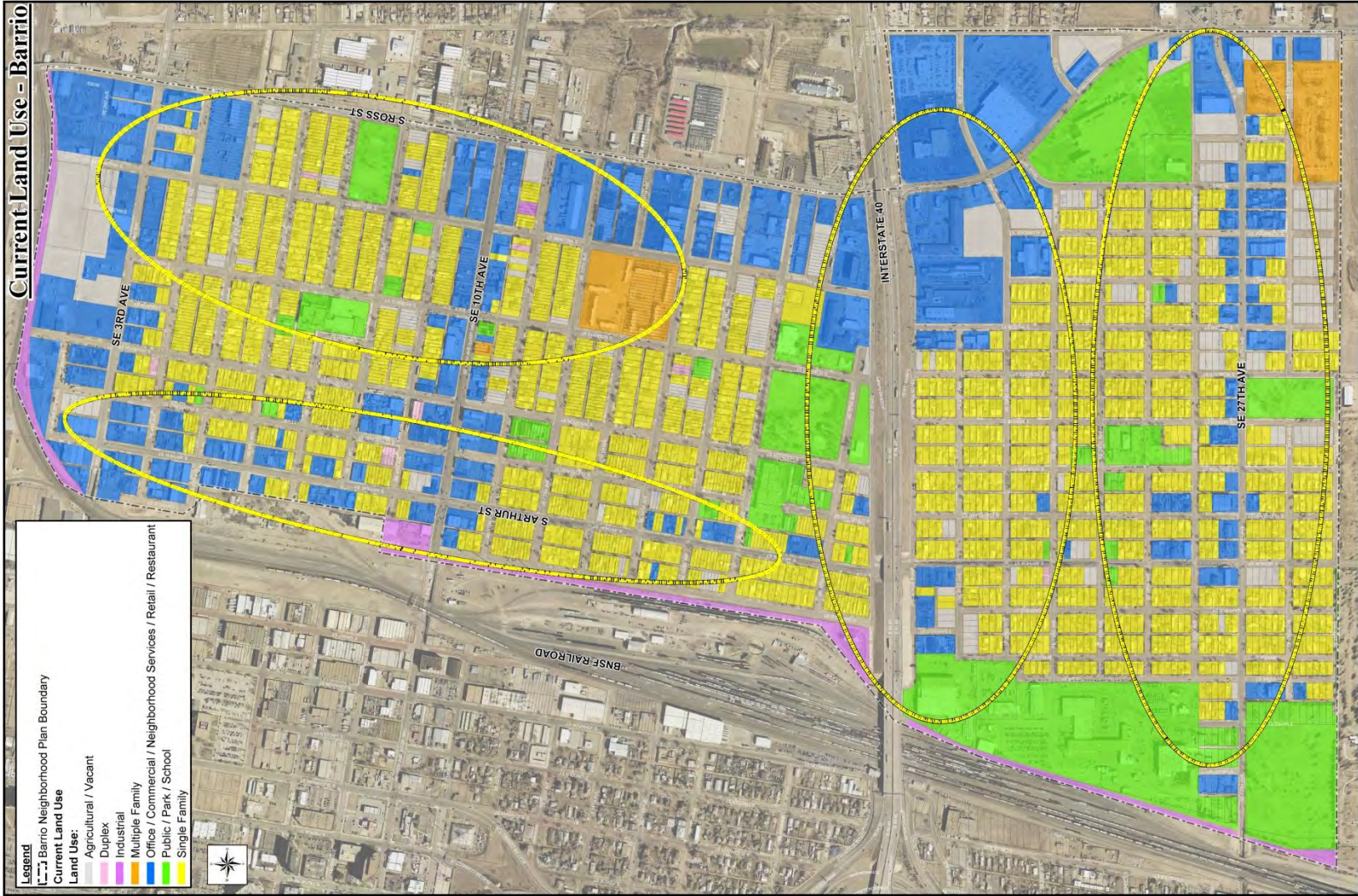
Another area which warrants further examination, and potentially, amendments to zoning or the Comprehensive Plan's Future Land Use and Character (FLUC) Map, are shown on the next three pages. These are shown overlaid on the current land use, the current zoning, and the future land use map layers, each in turn. The ovals or "bubbles" represent parts of the neighborhood in which there is conflict between the current land use, the current zoning, and the future land use. For example: a property currently used as residential, which is zoned for industrial use, represents a conflict between a low-intensity current use and the possibility of a high-intensity use authorized by the zoning in place. A conflict can also be present between the current use and/or zoning, and the planned future land use.

Current zoning is important as it identifies uses authorized by right, or without additional approval needed. Future land use is also of crucial importance, as it sets the parameters for growth, redevelopment, and future rezoning applications.

These types of conflicts, over time, can erode neighborhood character and create conditions which are not conducive to redevelopment or higher property values. A key consideration in preparing for and encouraging infill development and redevelopment is ensuring that appropriate uses are authorized – and that the residential stronghold within the neighborhood is protected from encroachment.



Current Land Use - Barrio

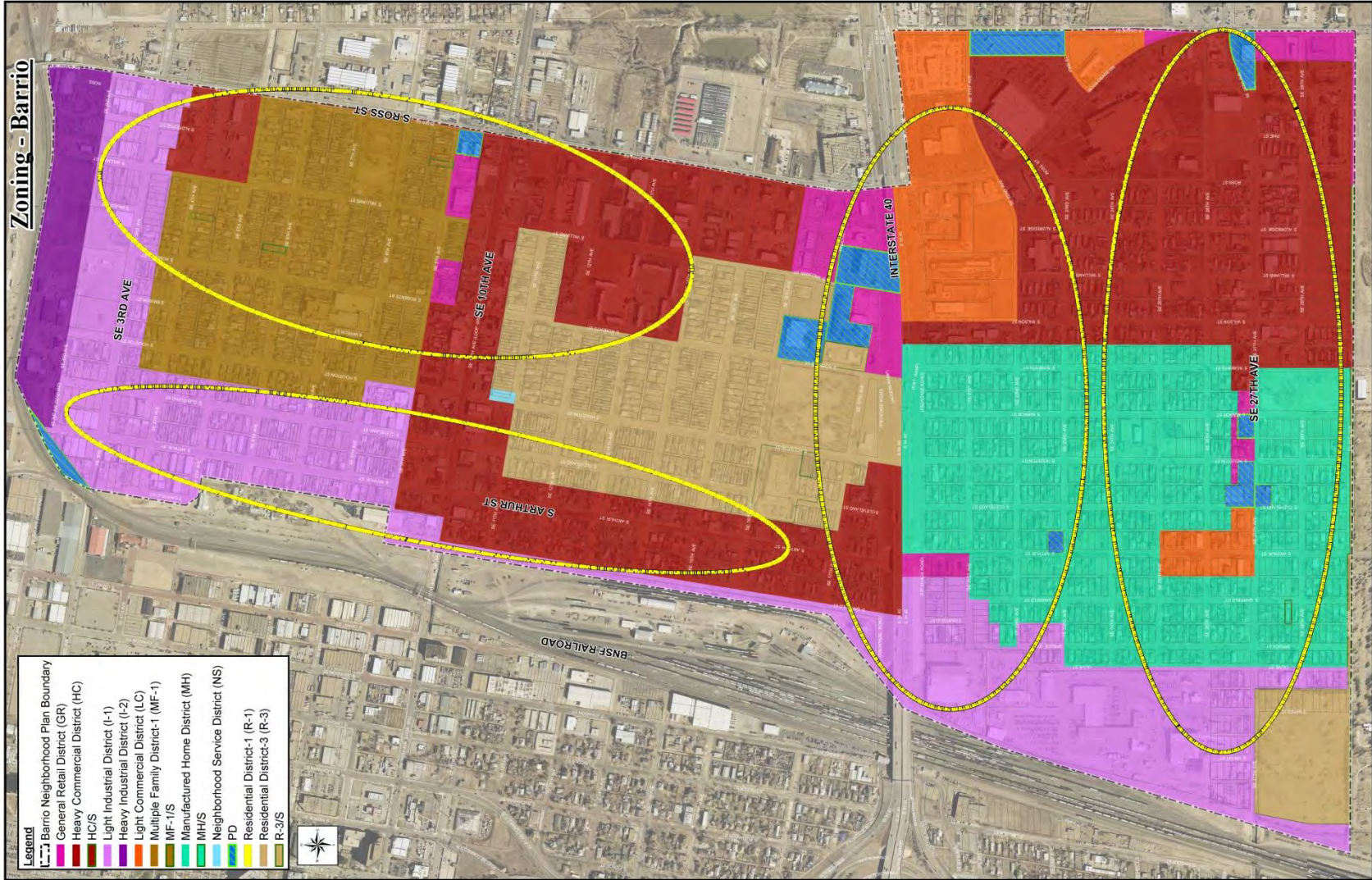


Legend

- Barrio Neighborhood Plan Boundary
- Current Land Use
- Land Use:**
 - Grey: Agricultural / Vacant
 - Purple: Duplex
 - Blue: Industrial
 - Orange: Multiple Family
 - Green: Office / Commercial / Neighborhood Services / Retail / Restaurant
 - Yellow: Public / Park / School
 - Light Green: Single Family



Zoning - Barrio

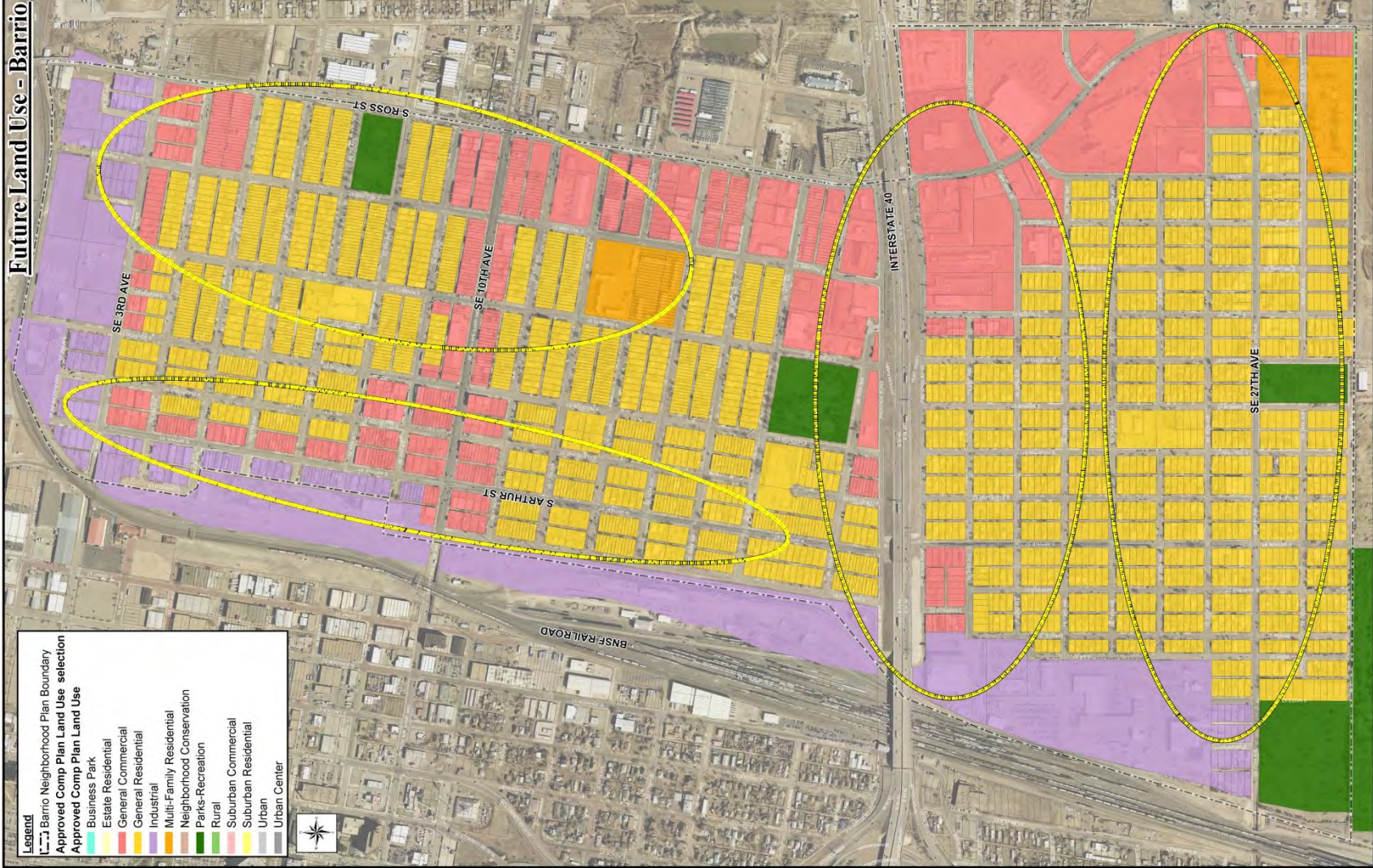


Legend

- Barrio Neighborhood Plan Boundary
- General Retail District (GR)
- Heavy Commercial District (HC)
- HC/S
- Light Industrial District (I-1)
- Heavy Industrial District (I-2)
- Light Commercial District (LC)
- Multiple Family District-1 (MF-1)
- MF-1/S
- Manufactured Home District (MH)
- MH/S
- Neighborhood Service District (NS)
- PD
- Residential District-1 (R-1)
- Residential District-3 (R-3)
- R-3/S



Future Land Use - Barrio



- Legend**
- Barrio Neighborhood Plan Boundary
 - Approved Comp Plan Land Use selection
 - Approved Comp Plan Land Use
 - Business Park
 - Estate Residential
 - General Commercial
 - General Residential
 - Industrial
 - Multi-Family Residential
 - Neighborhood Conservation
 - Parks-Recreation
 - Rural
 - Suburban Commercial
 - Suburban Residential
 - Urban Center

TRANSPORTATION

Intersections of Focus

Each of the intersections shown in Figure 30 below are highly-traveled, heavily-trafficked intersections. With the exception of 2200-2400 Ross, they also serve as important gateways to the neighborhood, and were identified as such by the advisory committee. The four intersections along Arthur and four of the five along Ross are key to north-south traffic movements through and within the neighborhood, and both streets are classified by the City of Amarillo as arterial streets, streets intended to convey large amounts of traffic at a moderate rate of speed. Flooding at intersections, especially at the 3rd Avenue and Arthur Street intersection and the 10th Avenue and Arthur Street intersection, is often problematic. The intersection at Interstate 40 East and Ross Street is also encompassed within a FEMA flood zone. Six of the eight intersections are impacted by either an underpass or a bridge. These intersections also represent important “nodes” where commercial activity clusters could be better organized.

Primary Thoroughfares

Figure 31 below highlights the primary thoroughfares within this neighborhood, in keeping with the City of Amarillo’s adopted street classifications for each. Those functioning as primary arterials include SE 10th Avenue, S Ross-S Osage Streets, and the access roads for Interstate 40 East. SE 3rd is a secondary arterial, and both S Arthur Street and SE 27th Avenue are planned as collector streets, or streets which funnel traffic to arterial streets. The existing rail line and the nearby interstate necessitate the existing arterial streets and related bridges and underpasses in order for traffic to move efficiently into and through the neighborhood.

Traffic Counts

Most of the daily average traffic along major neighborhood streets is between 0 and 10,000 cars. However, the east side of the neighborhood sees much higher traffic volumes of 15,000 to over 20,000 cars per day. This is largely in part due to the businesses in proximity to that stretch of Ross and Osage Streets. High traffic generators, such as Sam’s Club, contribute greatly to these figures. It also appears that the majority of access to Interstate 40 East occurs along this corridor.

Intersections of Focus

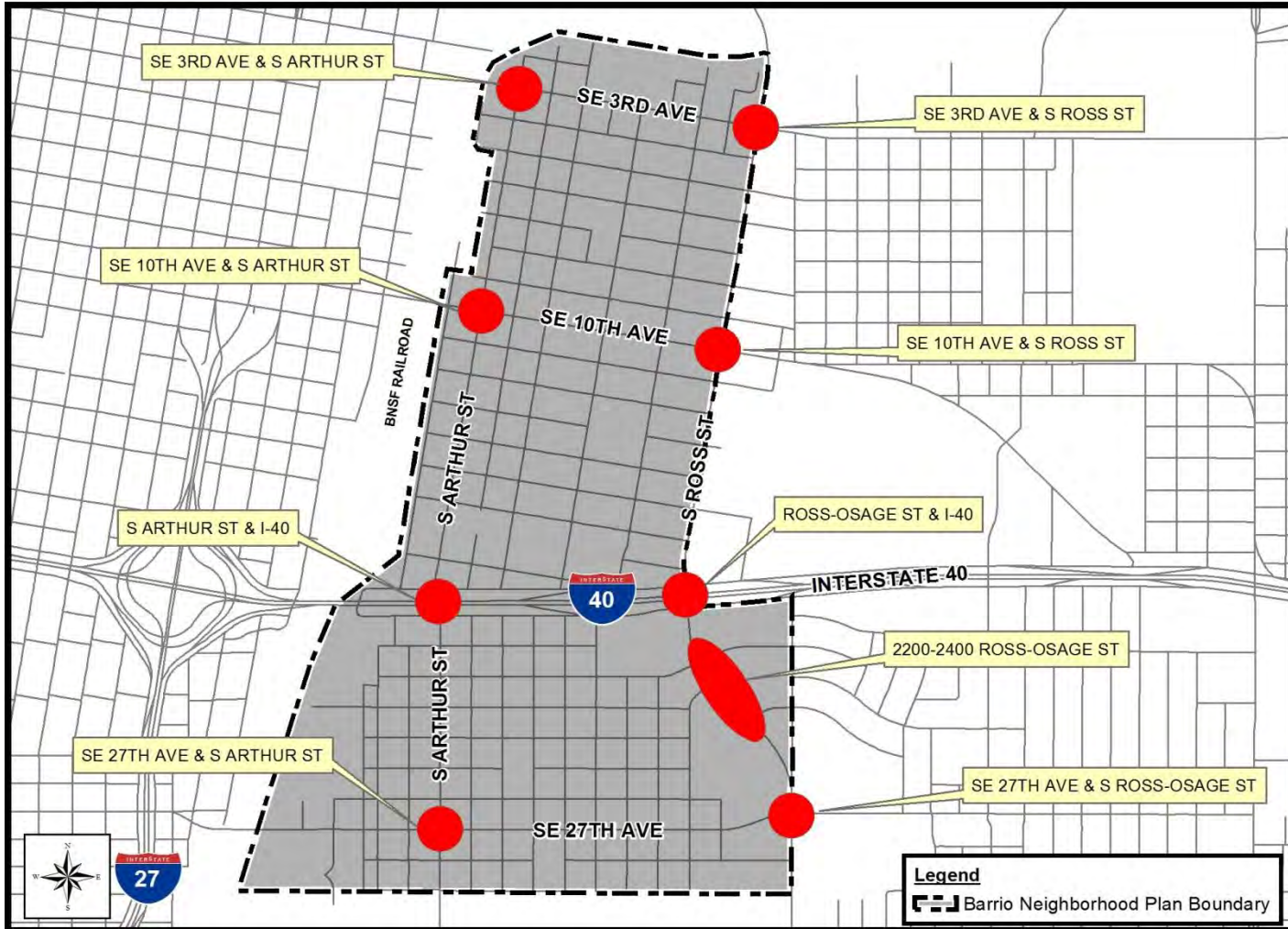


Figure 30

Primary Thoroughfares

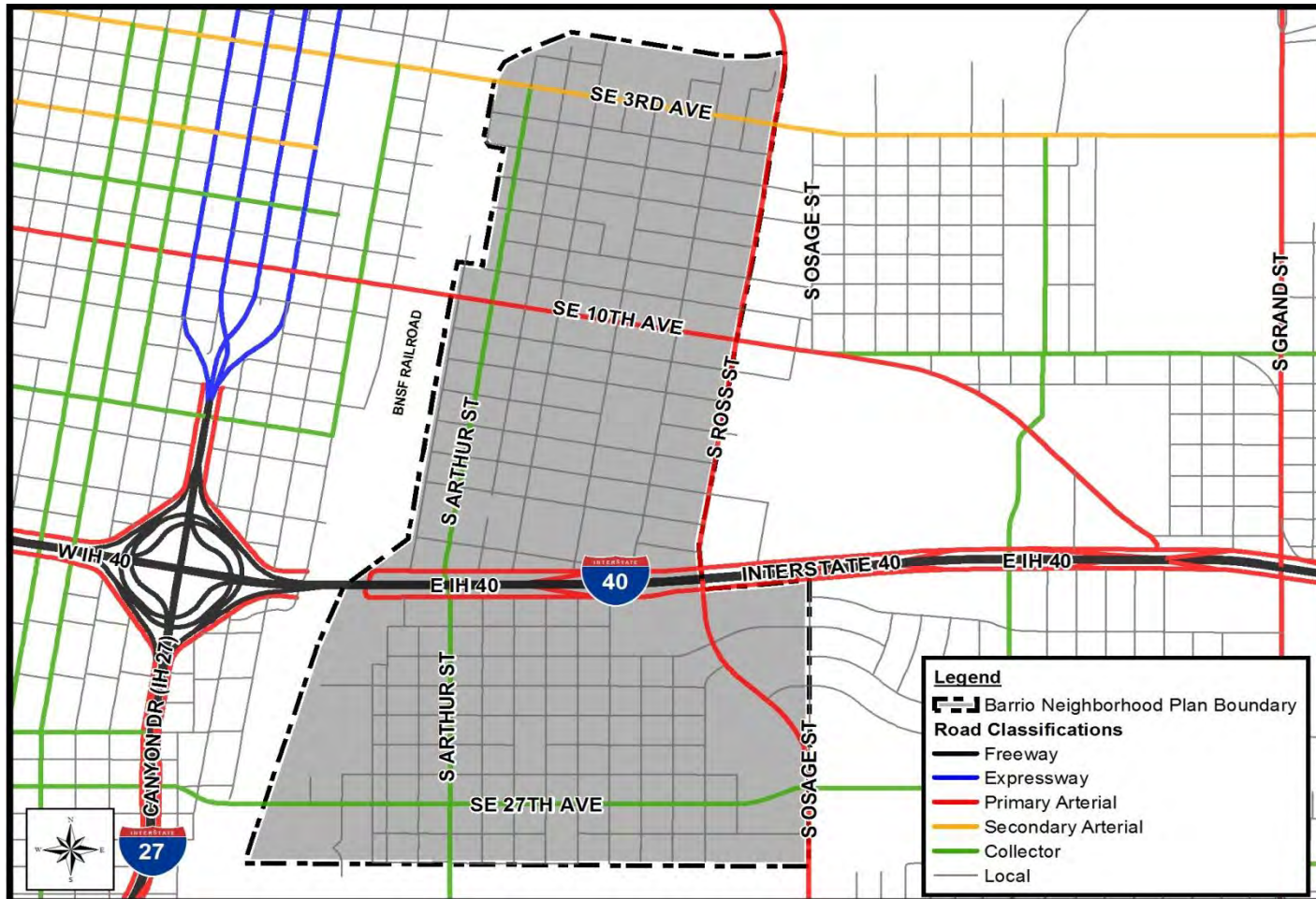


Figure 31

Average Daily Traffic Counts

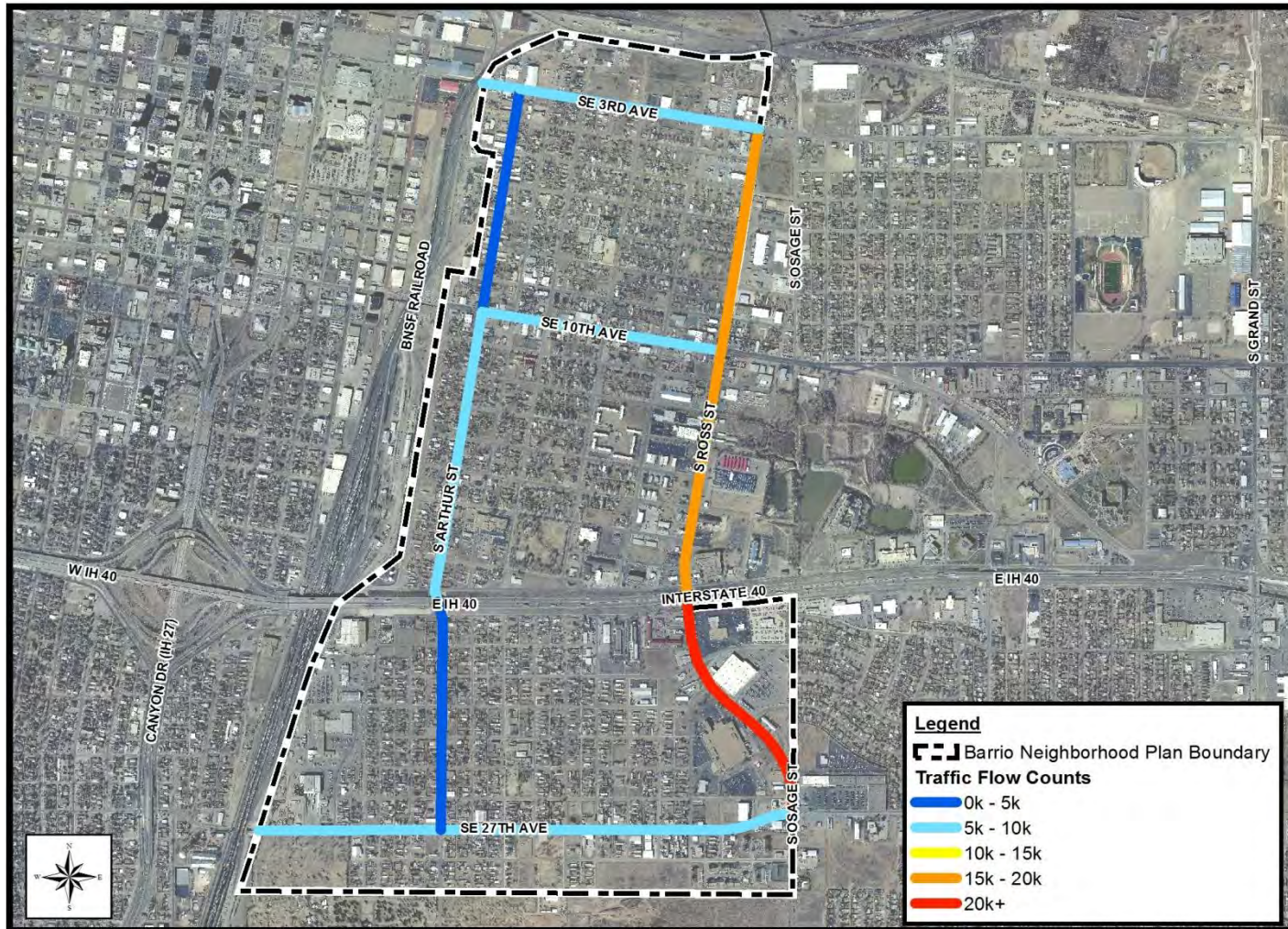


Figure 32

Transit Accessibility



Figure 33

Lots Without Adjacent Sidewalks

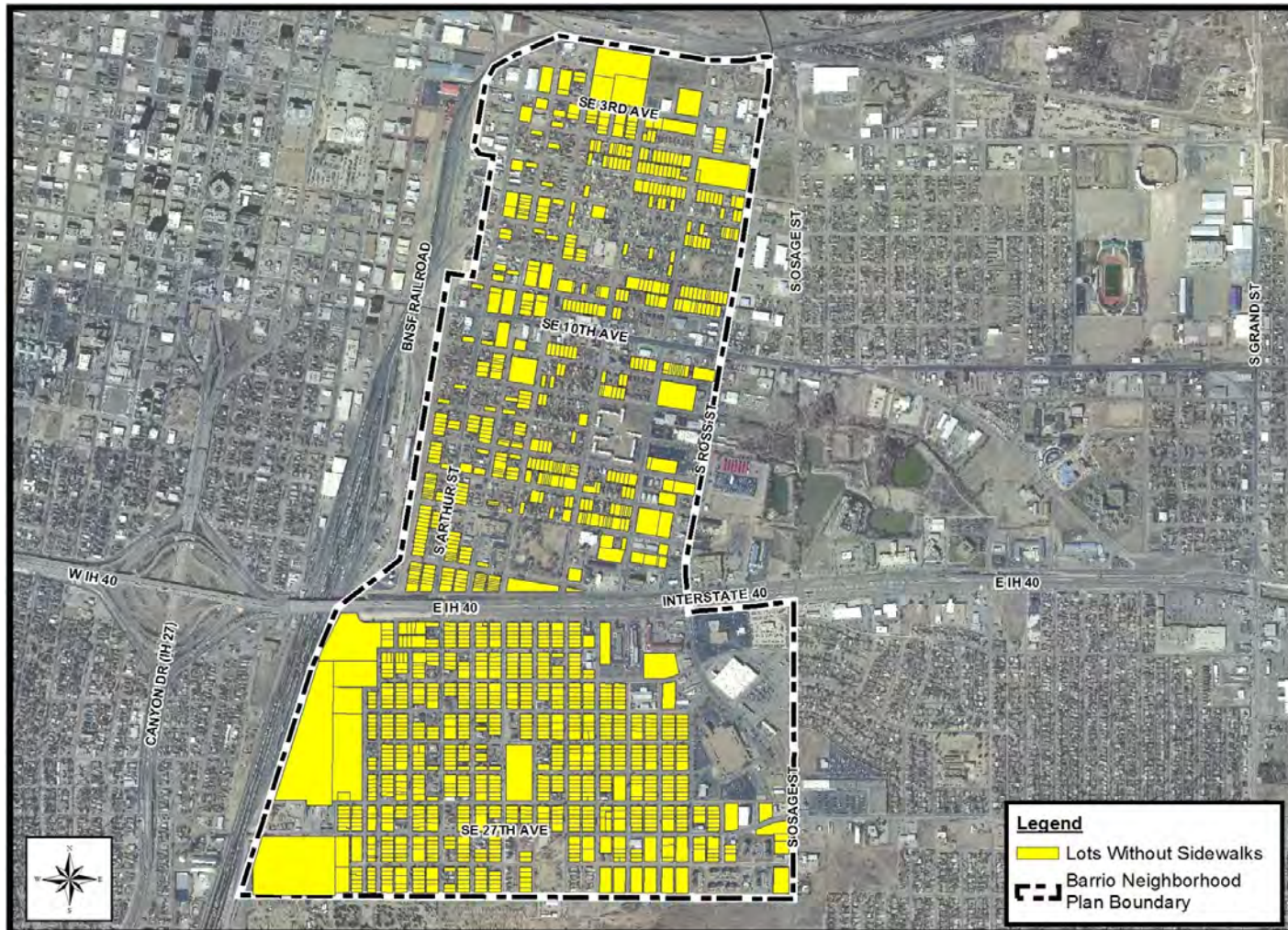


Figure 34

Transit Accessibility

Figure 33 above features the existing transit routes to and within the Barrio neighborhood boundary. These routes follow the major corridors of S Arthur Street, SE 10th Avenue, and Interstate 40 East, allowing for more efficient movement. They also connect to the transit facility, just off S Arthur Street and SE 23rd Street. The existing route also covers the busy Ross-Osage Street shopping and business center. Of note is the ongoing Transit Master Plan, which is examining where stops are and are not needed, as well as combining inbound and outbound traffic on the same route. An extension of operating hours is also being considered. These decisions will be very important to this neighborhood and the mobility of its residents.

Lots Without Adjacent Sidewalks

In Figure 34, all lots in yellow represent lots without an adjacent sidewalk. Therefore, each yellow lot represents a disconnect in the pedestrian transportation system. Clearly, the southern half of the Barrio neighborhood is substantially underserved, with only very short segments, which do not connect in any way. While there is slightly more connectivity present in the northern half of the subdivision, it is still highly unlikely any pedestrian can easily and safely walk to any point of interest or place of business. A cohesive approach to transportation that does not require a vehicle is necessary. Upon closer examination, it is also revealed that the sidewalks which do exist are very inconsistent, ranging from just two feet wide (not meeting minimum accessibility standards) to 6 feet. The narrowest sidewalks correspond, not surprisingly, with the oldest portions of the neighborhood. The underpasses at SE 3rd, SE 10th, and SE 27th Avenues have sidewalk facilities, though not all are handicap accessible.

THE ASSESSMENT: THEMES, GOALS, STRATEGIES, & ACTIONS

Neighborhood planning takes the process of comprehensive city planning and creates a sharper focus by identifying boundaries of a specific neighborhood and tailoring the process to the unique character, history, and needs of that neighborhood. This document attempts to break down the overall challenges and opportunities of the Barrio neighborhood into three priority areas with goals, strategies, and actions associated with each area. This organization of ideas allows the implementation and progress of the plan to be measured and evaluated at appropriate intervals.

The following themes and goals show the primary areas that were determined to be most important to the future of the neighborhood.

- ✓ **Infrastructure**
 - Improve Inadequate Alleys
 - Introduce Opportunities for Multi-Modal Transportation
- ✓ **Neighborhood Identity & Amenities**
 - Incorporate Culture & History
 - Establish Gateways
 - Better Define & Feature the Neighborhood
 - Increase Social Capital & Investment
- ✓ **Non-Residential Development & Maintenance**
 - Improve Aesthetics of Non-Residential Areas
 - Updated Land Use Framework
 - Leverage Infill Development
 - Introduce Business Education & Mentoring
- Maintenance of Existing Developments
- ✓ **Neighborhood Health**
 - Establish More Health Care Opportunities
 - Promote Better Nutrition
- ✓ **Neighborhood Safety**
 - Maximize Crime Prevention Efforts
 - Improve Partnership with Law Enforcement
 - Address Traffic Safety
- ✓ **Residential Development & Maintenance**
 - Improve Aesthetics of Residential Areas
 - Increase Development Potential in the Neighborhood
 - Maximize Neighborhood Appeal to New Residents

LAND USE GUIDING PRINCIPLES

As implementation of this Neighborhood Plan moves forward, it is important to identify guiding principles which will ensure consistency in decision making with this document and the ideas, strategies, and actions outlined within its contents. Land use decisions have major impacts on development patterns and may include a variety of decisions, including zoning requests, infrastructure planning, and consideration of development proposals. The principles that follow focus on the health, stability, and functionality of the Barrio neighborhood area.

- Determine that the decision will not create an arbitrary development pattern.
- Plan for an adequate and diverse supply of housing for all income levels.
- Minimize negative effects between incompatible land uses and ensure adequate transitions.
- Distinguish suitable areas for public uses.
- Discourage intense uses within or adjacent to residential areas.
- Diversify the types of commercial activity.
- Limit development in floodplains and environmentally sensitive areas.
- Consider public safety as it relates to future developments.
- Protect and promote areas of historical and cultural significance.
- Avoid creating undesirable precedents.
- Promote expansion of the economic base to create job opportunities.
- Ensure consistency of land use decisions on similar properties.
- Keep infrastructure in mind when making land use decisions.
- Advance development that serves the needs of a diverse population.

- Promote redevelopment and infill that meets community needs and is complimentary to the neighborhood.
- Enhance neighborhood identity and investment where possible.
- Make decisions that result in the highest level of service to the neighborhood possible.
- Maintain a safe and efficient street network while improving multi-modal transportation options by increasing bicycle and pedestrian connections to key destinations within and around the neighborhood.

THE GAME PLAN: PHASING & IMPLEMENTATION

Implementation

The City Council will demonstrate the City's commitment to the Barrio Neighborhood Plan by formally adopting it as an amendment to the City's Comprehensive Plan. However, the implementation of every action item listed in this plan will require separate and specific consideration. Adoption of the plan does not begin the implementation of any item. Approval of the plan does not legally obligate the City to implement any particular action item. The implementation will require specific actions by the neighborhood, the City and by other agencies. The Barrio Neighborhood Plan will be supported and implemented by:

- City Council, Boards/Commissions, and Staff
- City Departmental Budgets
- Capital Improvement Projects
- Outside Agencies and Organizations
- Neighborhood Volunteers/Organization

City Guidance

Numerous boards and commissions of the City will look to the Barrio Neighborhood Plan when they need guidance about the neighborhood. The Planning and Zoning Commission will consider if a request would be appropriate and supported by the contents of this document. The Parks and Recreation Board will consider the neighborhood's priorities in their decision making for parks and open space. Additionally, City staff will use the plan as a guidance document for review of projects and programs.

Budgeting

Each year, every City department puts together a budget that states the department's priorities for the coming year as it relates to the Blueprint for Amarillo, and the City Council pillars. By bringing the strengths and desires of the Barrio neighborhood to the attention of City departments, these departments can accordingly prioritize projects that help address the neighborhood's needs. This involves both the capital improvement planning for each budget year, as well as allocation of resources from grants, the general fund, and non-monetary resources.

Outside Agencies and Organizations

Other agencies and organizations outside City government will play an important role in the implementation of the Barrio Neighborhood Plan. As these agencies look for public input, the document will be available as a clearly articulated vision of the direction the neighborhood desires.

Neighborhood Action

Many of the elements of the Barrio Neighborhood Plan will be implemented by direct neighborhood action, possibly with some City support. Periodic neighborhood events would be an example of projects that might best be coordinated by the neighborhood. A strong volunteer neighborhood organization is also a critical component of long-term success, and Advisory Committee members are well-equipped to lead or participate in this formulation. What's next for interested neighborhood members? In addition to the implementation steps listed in the following pages, a great starting point includes any or all of the following ways to get and stay involved:

- Monitoring and commenting on the City's Community Improvement Program (CIP) budget, updated annually for the next five year term;
- Volunteering for City boards and commissions;
- Attending City Council meetings;
- Creating a neighborhood organization and holding regular meetings;
- Enrolling in Amarillo 101;
- Identifying neighborhood representatives to communicate regularly with staff;
- Coordinating and organizing clean-ups, graffiti abatement, neighborhood watch, and other similar ideas.

Implementation Tracking

The implementation of the Barrio Neighborhood Plan will be monitored on a regular basis. Some items are expected to be completed quickly. For others, especially those items that need additional funding, it may be more difficult to schedule a firm completion date. Nevertheless, the status of every item proposed in the neighborhood plan will be tracked. The Plan Implementation Table provides an easy way to check the status of the implementation of the plan. For each action proposed in the plan, the table lists the strategy statement and proposed time frame. This table will be updated regularly as more information becomes available and as the status of projects change. A regular update report summarizing the overall implementation status of the plan's recommendations is proposed to be given to the Planning and Zoning Commission and City Council.

Neighborhood Plan Updates

To be effective, a neighborhood plan must be periodically updated to reflect changes in the neighborhood. The Barrio Neighborhood Plan needs to be reviewed, at a minimum, semi-annually. Planning Department staff will conduct the review, update the status of the action items and consider any additions or amendments. Planning staff may also designate subcommittees to assist in this review. However, just as the original advisory committee represented a diverse mix of interests in the neighborhood, the updating subcommittee should, as well. Over time, a neighborhood plan may need more changes to stay current than would be appropriate for a small subcommittee to make and may warrant an amended plan to be adopted. How often this will be necessary depends on how much the conditions have changed in the neighborhood.

INFRASTRUCTURE		
Goal: Improve Inadequate Alleys		
Strategy: Collect data & research options for improving alleys.		
H	Inventory alleys which need paving, updating, and maintenance.	Short
L	Investigate possibilities for voluntary assessment.	Short
L	Explore alternative surfacing that is cost-effective for unimproved alleys.	Short
Goal: Introduce Opportunities for Multi-Modal Transportation		
Strategy: Improve access to transit.		
M	Pursue street design standards that incorporate on-street bus stops.	Moderate
H	Incorporate ADA accessibility to and at bus stops.	Long
H	Research grants to fund ADA accessible improvements.	Short, Ongoing
L	Execute elements of Transit Master Plan identified for this area.	Moderate
M	Utilize signage, route naming, and web/print media to inform neighborhood about transit options.	Short, Ongoing
Strategy: Integrate biking possibilities for recreation and transportation.		
H	Establish and identify which streets have sufficient width for the addition of bike lanes.	Short
H	Formulate design standards for bike lanes.	Moderate
M	Create plan and assemble funding for implementing standards and recommendations.	Long
M	Coordinate with APD to maintain enforcement of bike lanes.	Short, Ongoing
L	Publicize (along with transit) biking routes for citizen awareness.	Short, Ongoing
L	Attempt public education initiative with Metropolitan Planning Organization (MPO).	Short, Ongoing
Strategy: Retrofit neighborhood with sidewalks.		
M	Promote voluntary assessment policy on a block-by-block basis.	Short
H	Determine non-residential corridors where safety and foot traffic demand higher level of accessibility.	Short
M	Seek out grant opportunities to fund installation.	Moderate, Ongoing
Strategy: Consistent application of development standards.		
M	Eliminate possibilities for variances from sidewalk installation for redevelopment.	Moderate
M	Incorporate developer participation in areas where trails are called for in the city's Hike-Bike Plan.	Moderate
H	Collaborate with developers to extend required sidewalks to end of block if not already required, applying dollars earmarked for the area.	Short, Ongoing

NEIGHBORHOOD IDENTITY & AMENITIES		
Goal: Incorporate Culture & History		
Strategy: Establish, record, & maintain a neighborhood history.		
H	Work with neighborhood residents, past and present, to document a history of the Barrio neighborhood.	Short
M	Contemplate coordination with partners such as West Texas A&M, Panhandle PBS, and the Amarillo library system to pursue research and recording (written and oral).	Moderate
M	Pinpoint historic symbolism and blend into design elements and art for the neighborhood.	Long
M	Ascertain key sites which represent the neighborhood's heritage.	Short
Strategy: Infuse the neighborhood with public art in key locations.		
H	Recruit local artists to contribute pieces throughout the neighborhood.	Moderate
H	Work with property owners to allow artwork on properties and buildings.	Moderate
M	Promote contests at local education centers and schools to generate art for employment in the neighborhood.	Long
M	Evaluate possibilities for public art in neighborhood parks as a permanent or rotating installation.	Long
M	Reach out to BNSF Railroad to find out more about possible opportunities for art on bridges.	Long
Goal: Establish Gateways		
Strategy: Bring attention to key neighborhood entry points.		
H	Introduce signage, lighting, art, archways or other types of features to clearly depict the entry into the Barrio neighborhood.	Long
H	Create a "Historic Barrio" design district and establish design guidelines to guide new development and redevelopment within the area.	Long
M	Consider economic development tools, such as a special district, to generate improvement dollars.	Moderate
L	Examine private funding possibilities such as local financing institutions or fundraising.	Long
Goal: Better Define & Feature the Neighborhood		
Strategy: Create branding unique to the Barrio.		
M	Consider uniform street signage unique to the area in the form of printed signs or toppers.	Long
M	Integrate decorative street lighting and banners.	Long
M	Attempt marketing opportunities, highlighting the connection to downtown, neighborhood restaurants, etc.	Moderate
L	Study the need for a neighborhood-wide way finding strategy once diverse redevelopment begins to occur.	Long

Goal: Increase Social Capital & Investment		
Strategy: Enhance outdoor recreation opportunities.		
M	Revisit programming and layout of Alamo Park; specifically, potential for moving basketball to the existing unused tennis court, and adding volleyball to the current basketball area.	Short
H	Consider small investments and maintenance for basics like nets, covered seating areas, water fountains, etc.	Ongoing
M	Examine possibilities for traffic calming measures around parks to slow the flow of traffic.	Moderate
M	Appraise the prospect of a skate park for the area teenagers.	Short
L	Discuss possibilities for incorporating recreation into T Anchor Lake.	Long
L	Provide ways to interact with others and the environment through challenges and contests, such as geocaching and scavenger hunts.	Ongoing
Strategy: Engage social media to create neighborhood partnerships.		
L	Encourage use of sites to share neighborhood information, such as NextDoor.	Short
M	Work with nearby businesses and churches to hold regular neighborhood events.	Ongoing
H	Explore idea of ministerial alliance to create network of churches that better "plug into" neighborhood community.	Moderate
Strategy: Establish neighborhood gathering locations for social activity.		
M	Conduct survey of neighborhood residents to pinpoint what would bring them out to utilize the nearby parks more frequently.	Moderate
L	Distinguish location(s) and create neighborhood gardens to prompt social interactions and build capital.	Short, Ongoing
M	Set up a "barter Board" to allow residents to swap or trade goods and services.	Short
NON-RESIDENTIAL DEVELOPMENT & MAINTENANCE		
Goal: Improve Aesthetics of Non-Residential Areas		
Strategy: Focus on exterior appearance.		
H	Create lighting requirements for private properties to increase visibility and safety.	Long
M	Inquire into partnering with local businesses to increase lighting of parking lots and businesses.	Ongoing
H	Research opportunities to have lighting along key routes and for vacant buildings.	Moderate
L	Enforce (and update, if needed) sign maintenance regulations.	Long, Ongoing
M	Enforce requirements to eliminate signage for businesses no longer in operation.	Moderate
Strategy: Partner with public entities to utilize property in the area to enhance non-residential areas.		
L	Reach out to BNSF about possibilities to improve right-of-way, such as lighting, landscaping, and screening around bridges and rail line.	Ongoing
M	Investigate potential to repurpose City or County-owned vacant lots for landscaping, green spaces, activity centers, etc.	Moderate, Ongoing

Goal: Updated Land Use Framework		
Strategy: Address overall zoning inconsistencies		
M	Explore utilizing less intensive commercial zoning districts to diversify opportunities.	Ongoing
L	Study major corridors identified, for a more sustainable land use pattern.	Moderate
H	Investigate ways to use zoning regulations to respond to concerns about on-premise alcohol consumption.	Long
Goal: Leverage Infill Development		
Strategy: Use a multi-pronged approach of research, incentives & marketing.		
H	Assess possibility for property tax rebates and/or incentive districts along primary corridors or key intersections.	Moderate
L	Pull together data and figures to help market the area to businesses. Assess users and needs, and craft materials to better attract providers of those services to the neighborhood.	Moderate, Ongoing
H	Inventory vacant non-residential buildings and create site analysis for key locations of what upgrades are necessary to repurpose and occupy.	Moderate, Ongoing
M	Recruit local businesses and nonprofits with more flexibility in location (i.e., not retail) to this area by assisting with siting, development requirements, and incentives to entice other businesses to the neighborhood.	Long, Ongoing
Goal: Introduce Business Education & Mentoring		
Strategy: Bring together business owners to share resources & create a culture of success in the neighborhood.		
H	Organize a business association for the neighborhood.	Short
L	Partner with local groups (such as Chamber of Commerce, SBDC, and others) to host periodic training sessions tailored to business owners.	Moderate, Ongoing
M	Invite business owners from across the city and feature food and advertising for Barrio-based businesses.	Moderate, Ongoing
L	Incorporate media to draw attention to Barrio-based businesses.	Moderate, Ongoing
Goal: Maintenance of Existing Developments		
Strategy: Increase accountability of property owners.		
M	Approach existing businesses about introducing landscaping and improving maintenance of key properties.	Moderate, Ongoing
L	Research ways to contribute services, labor, and/or materials.	Moderate
H	Require absentee owners to designate a local representative, secure, and register their vacant buildings with the city.	Long, Ongoing
M	Evaluate possibilities for requiring upkeep of vacant buildings, particularly the exterior.	Long, Ongoing

NEIGHBORHOOD HEALTH		
Goal: Establish More Health Care Opportunities		
Strategy: Attract & retain health care professionals to/in the neighborhood.		
M	Partner with AISD and higher education to ascertain career opportunities in the healthcare field and encourage entry into those.	Short, Ongoing
L	Facilitate mentorship between healthcare professionals and students.	Ongoing
L	Create volunteer network of retired professionals to donate their time to practicing in a neighborhood clinic.	Long
Strategy: Cultivate opportunities for health care facilities in the neighborhood.		
L	Determine Incentive possibilities to attract medical institutions.	Long
M	Approach existing institutions about establishing a satellite facility.	Long
M	Educate businesses and institutions about the need for, and absence of, healthcare in the neighborhood.	Ongoing
Goal: Promote Better Nutrition		
Strategy: Explore options to work with local dietitians, nutritionists, and like professionals.		
L	Appropriate current programs which have not had a presence in the area.	Moderate, Ongoing
H	Look at potential for new initiatives/education for the neighborhood.	Ongoing
Strategy: Increase accessibility to healthier food options.		
M	Establish neighborhood gardens.	Moderate, Ongoing
M	Partner gardens with food bank, farmers market, local restaurants.	Long, Ongoing
M	Organize delivery of garden items to homebound neighborhood residents.	Long, Ongoing
NEIGHBORHOOD SAFETY		
Goal: Maximize Crime Prevention Efforts		
Strategy: Identify potential for criminal activity.		
M	Work with APD to locate and learn about existing pockets of criminal activity.	Short, Ongoing
M	Use neighborhood watch program to maximize attention and cooperation by neighbors.	Short, Ongoing
L	Evaluate funding opportunities for increased patrol, specifically within the Barrio.	Long
L	Consider modification to scheduling of officers in the area.	Moderate, Ongoing
L	Engage neighborhood volunteers to maintain "eyes on the street" during evening hours (for example, walkers, runners, cyclists, etc.)	Short, Ongoing
Strategy: Introduce possible solutions for property owners.		
M	Encourage (through partnerships, donations or sponsorships) reduced pricing for motion-activated cameras and lighting on private property.	Moderate
L	Establish a "neighborhood safe house" in various areas designated so they are easily identified.	Long

Strategy: Provide programming for residents, both children & adults.		
M	Hold seminars on safety, self-defense, and related topics.	Short, Ongoing
L	Explore opportunities to offer classes and activities through Parks and Recreation summer program.	Moderate, Ongoing
L	Create summer schedule of neighborhood events featuring art, music, cookouts, senior activities, and block parties, and extend invitation to local entities to form relationships.	Short, Ongoing
Strategy: Address dilapidated buildings which harbor criminal activity.		
M	Require securing of buildings by property owners.	Long, Ongoing
M	Consider registration requirement to maintain contact information.	Long, Ongoing
Strategy: Use technology to share critical neighborhood information.		
L	Develop contact list, and use social media to help locate and share information about child-friendly areas.	Short, Ongoing
M	Maximize ability to anonymously report crimes.	Short
Goal: Improve Partnership with Law Enforcement		
Strategy: Establish ways to minimize language barriers.		
L	Better promote ESL classes to residents, and hold in the community.	Moderate, Ongoing
M	Explore additional ways for officers to have more fluency in Spanish.	Long
Goal: Improve Lighting		
Strategy: Address areas with low visibility.		
M	Identify areas of poor lighting that need upgrades.	Moderate, Ongoing
L	Review lighting levels in public spaces, such as parks.	Short
L	Coordinate an increase in lighting standards, where needed.	Short
M	Actively maintain/replace existing lighting.	Short, Ongoing
Strategy: Maximize lighting by minimizing costs.		
H	Incorporate LED and solar lighting into areas where people naturally congregate, such as public art, trails, etc. Include motion sensors to maximize efficiency.	Long

Goal: Address Traffic Safety		
Strategy: Make pedestrian and cycling travel safer.		
L	Identify locations for bike lanes.	Short
L	Enforce accessibility of bike lanes by preventing parking, or consider a complete street project along major corridors, connecting to on-street lanes within the neighborhood streets.	Long
M	Determine key areas of pedestrian activity and create designated crosswalks.	Moderate, Ongoing
L	In key areas, ensure accessibility exists along entire path.	Long
M	Install ADA ramps to create accessible paths to and through busy areas.	Ongoing
L	Establish traffic calming measures along Arthur corridor.	Long
RESIDENTIAL DEVELOPMENT & MAINTENANCE		
Goal: Improve Aesthetics of Residential Areas		
Strategy: Increase compliance through proactive enforcement and regular reviews.		
M	Pursue condemnation for dangerous buildings.	Short, Ongoing
L	Target areas without consistent lawn maintenance through enforcement.	Ongoing
Strategy: Promote attractive appearance by utilizing community resources.		
L	Look into existence or possibility of a Christmas in April or similar program.	Moderate
M	Utilize federal dollars to provide maintenance for the elderly and homebound.	Moderate
H	Identify target area to test incremental maintenance efforts (for example, a six block area) and organize cleanup efforts.	Moderate, Ongoing
M	Partner with vocational training institutions and volunteer opportunities for repairs.	Short, Ongoing
Strategy: Promote overall maintenance of landscaping and open areas.		
H	Assemble lawn equipment for income-based rental to residents through sponsorships and donations.	Short, Ongoing
M	Organize listing of lawn care & maintenance resources for residents' reference.	Short, Ongoing
M	Investigate potential of "Adopt A Spot" approach.	Moderate
M	Provide education on proper disposal of brush, limbs, clippings, bulk pickup, etc.	Short, Ongoing
L	Facilitate contests and recognition for attractive lawns, gardens, business landscaping, facades, etc.	Moderate
L	Locate "barter board" in key location(s) so residents can swap or trade services.	Short
L	Consider education on gardens in lieu of rear yard landscaping to reduce maintenance and water demands.	Short

Goal: Increase Development Potential in the Neighborhood		
Strategy: Attract new development to the area.		
L	Leverage new multifamily residential projects with economic incentives.	Moderate, Ongoing
L	Pursue a complete inventory of "life cycle" housing, to keep residents in the neighborhood, in every stage of life.	Long
H	Revisit zoning patterns, ensuring the possibility of a diverse housing mix.	Short
L	Implement land banking efforts to drive down the costs of new housing construction.	Short
M	Eliminate land use conflicts in residential areas.	Moderate, Ongoing
M	Enhance protection of existing residential blocks by strategically locating alternative housing types, such as manufactured homes.	Moderate, Ongoing
Goal: Maximize Neighborhood Appeal to New Residents		
Strategy: Enhance convenience of neighborhood offerings.		
M	Examine/promote success of educational facilities.	Short, Ongoing
L	Inventory and market unique events and services in the area.	Ongoing
L	Increase opportunities for childcare, through additional locations and/or workplace partnerships.	Moderate
H	Analyze and work to increase transportation network and availability of various transportation modes.	Long, Ongoing