



San Jacinto Neighborhood Plan

Public Meeting #1:

Project Kickoff

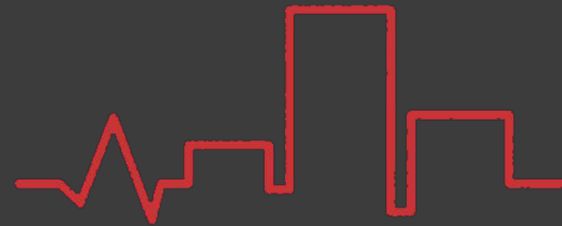
Tuesday, March 12, 2019

Meeting Agenda

1. Welcome and Introductions (6 – 6:10 pm)
2. Planning process (6:10 – 6:30 pm)
3. SWOT Analysis (6:30 – 6:55 pm)
4. Call for participation – Advisory Committee (6:55 – 7:00 pm)
5. Adjourn (7:00 pm)

WELCOME!

Thank you to our gracious host!



HEAL *the* CITY

Introductions

Cassie Wright – Urban Milestones, LLC

- Provide advice on overall planning process
- Develop public engagement strategy
- Establish and maintain schedule
- Offer insight on best practices
- Work with City staff on plan content

City of Amarillo – Planning and Development Services

- Manage communications
- Document conditions with a photo gallery
- Collect and analyze neighborhood data
- Develop maps and other visuals
- Work with Urban Milestones on plan content

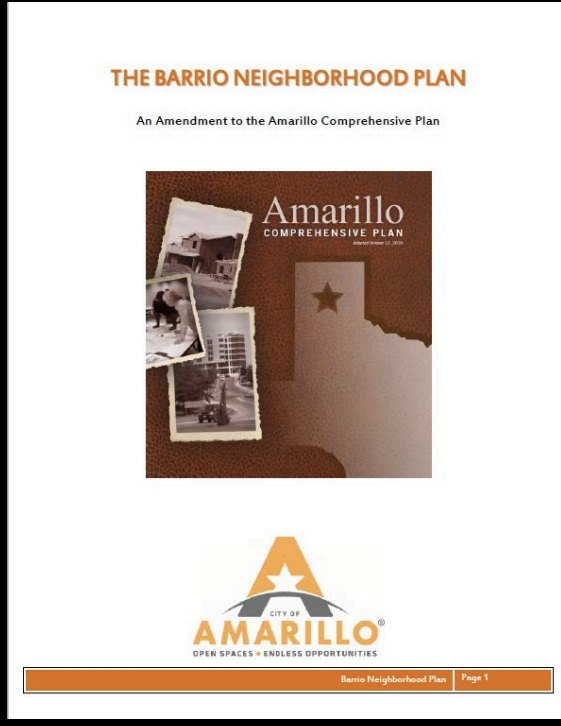
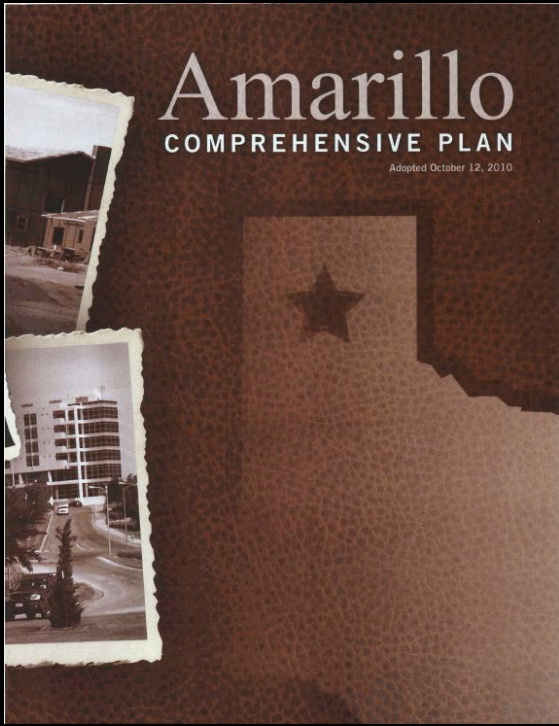
Introductions

COMMUNITY STAKEHOLDERS

- Participate in planning process
 - Attend public meetings
 - Respond to surveys
 - Provide input and ideas
- Collaborate – everyone has a role
 - Respect other viewpoints and opinions
 - Consider community, rather than personal, interests
- Commit – It is your turn to impact this community!



Photo from City of Amarillo Barrio Neighborhood Plan, adopted April 2018.

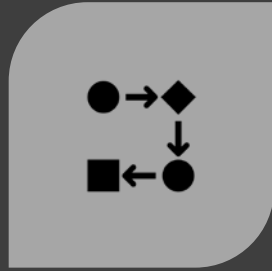


Planning in Amarillo

Planning Process and Schedule



ANALYZE AND
VISUALIZE



STRATEGIZE



FINALIZE



ADOPT AND
REALIZE

January – May 2019

June – October 2019

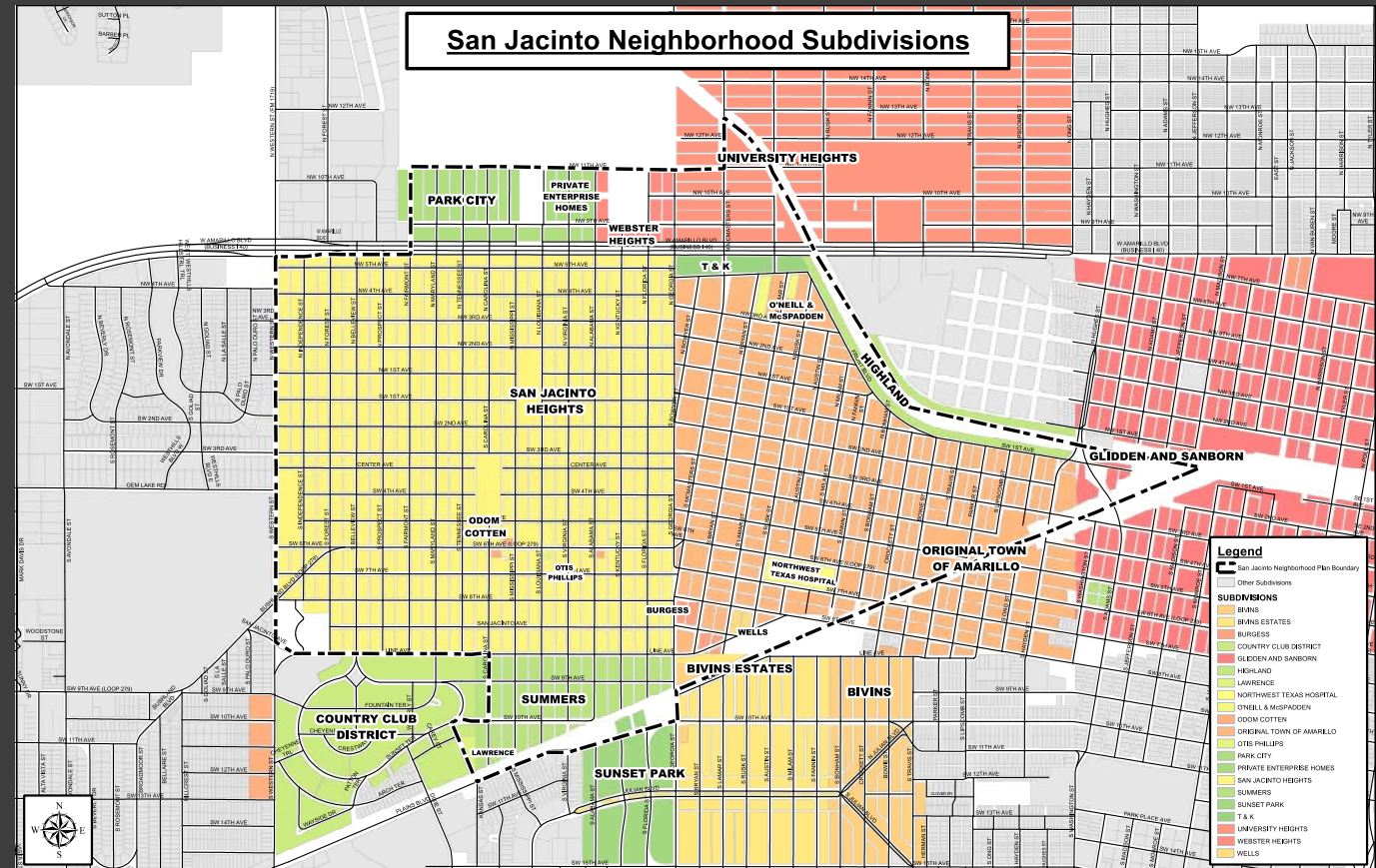
November – December 2019

January – February 2020
...and beyond!

Planning Process: Analyze and Visualize

EXISTING CONDITIONS REVIEW & PROJECT KICKOFF

- Define Neighborhood Plan Boundaries
- Collect Data
 - Demographics
 - Economics
 - Transportation
- Create a Photo Gallery
 - Historic Photos
 - Existing Conditions



Planning Process: Analyze and Visualize

EXISTING CONDITIONS REVIEW & PROJECT KICKOFF

- Develop a Public Engagement Plan
- Establish a Project Website
amarillo.gov/sanjacintoplan
- Host a Kickoff Meeting
- Form an Advisory Committee

Planning Process: Analyze and Visualize

CREATE A VISION AND GUIDING PRINCIPLES

- Create a Vision for the future of San Jacinto
 - Reflect community's values
 - Built upon neighborhood strengths/opportunities
 - Provide foundation for future policies, projects and programs
- Develop Guiding Principles
 - Outline goals for future growth and development
 - Address a wide range of topics

Planning Process: Strategize

STUDY AND LEARN

- Explore Ideas – Case Studies and Best Practices
- Draft Neighborhood-Specific Concepts
- Identify Transformative Projects
- Create a Preliminary Implementation Strategy

Planning Process: Strategize

FINALIZE

- Refine Implementation Strategy
- Identify Project/Program Leaders and Supporters
- Determine Financial and Other Resources
- Develop Realistic Implementation Timeline
 - Prioritize key projects
 - Identify low-hanging fruits

Planning Process: Adopt and Realize

FORMALIZE PLAN AND GET TO WORK!

- Obtain Official Approvals
- Celebrate!
- Get to Work

Planning Process: Questions???



Planning Process: Analyze and Visualize

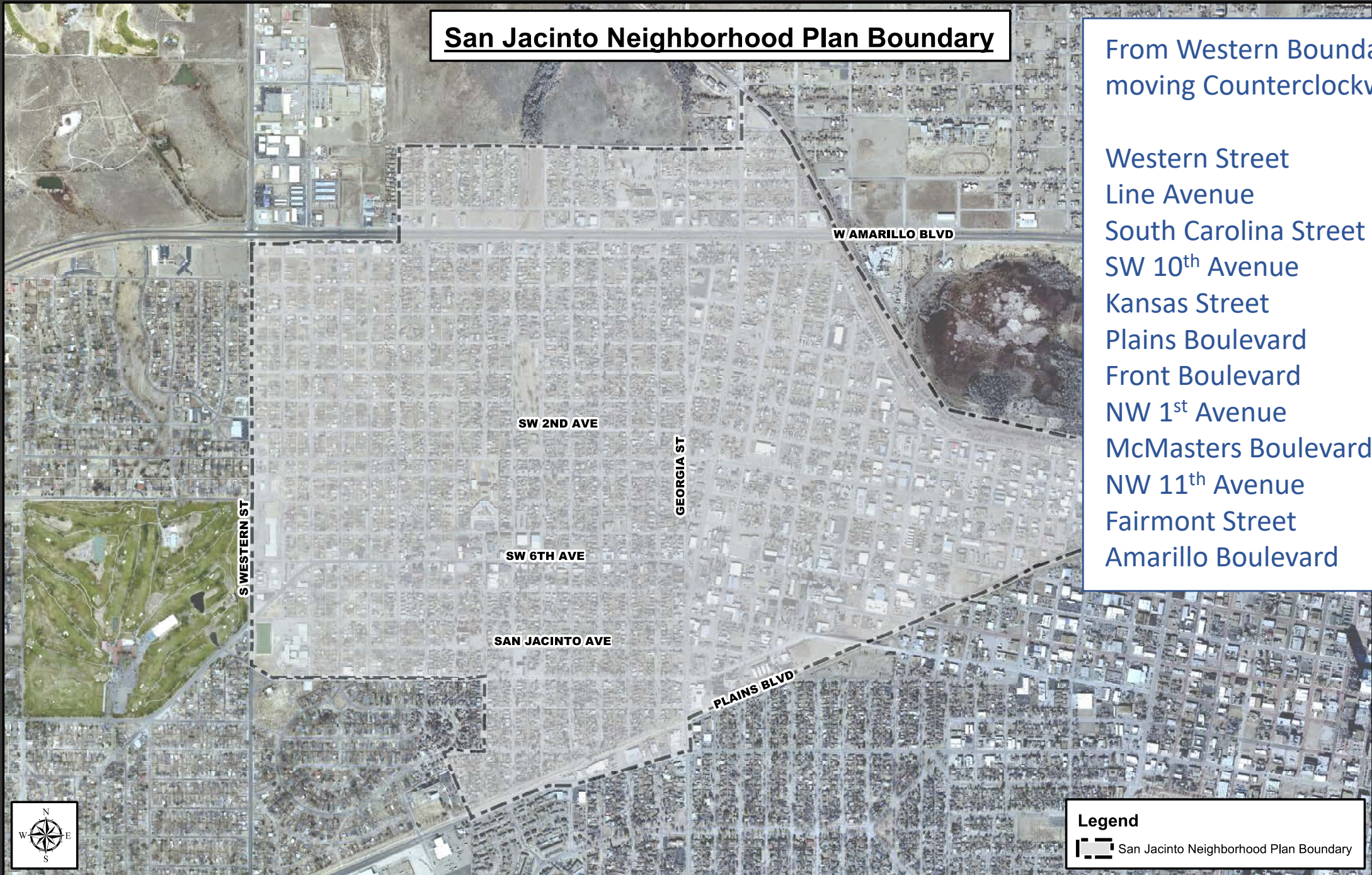
EXISTING CONDITIONS REVIEW & PROJECT KICKOFF

Goals for Project Kickoff Meeting:


- WHERE ARE WE NOW???
- SWOT Exercise

San Jacinto Neighborhood Plan Boundary

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

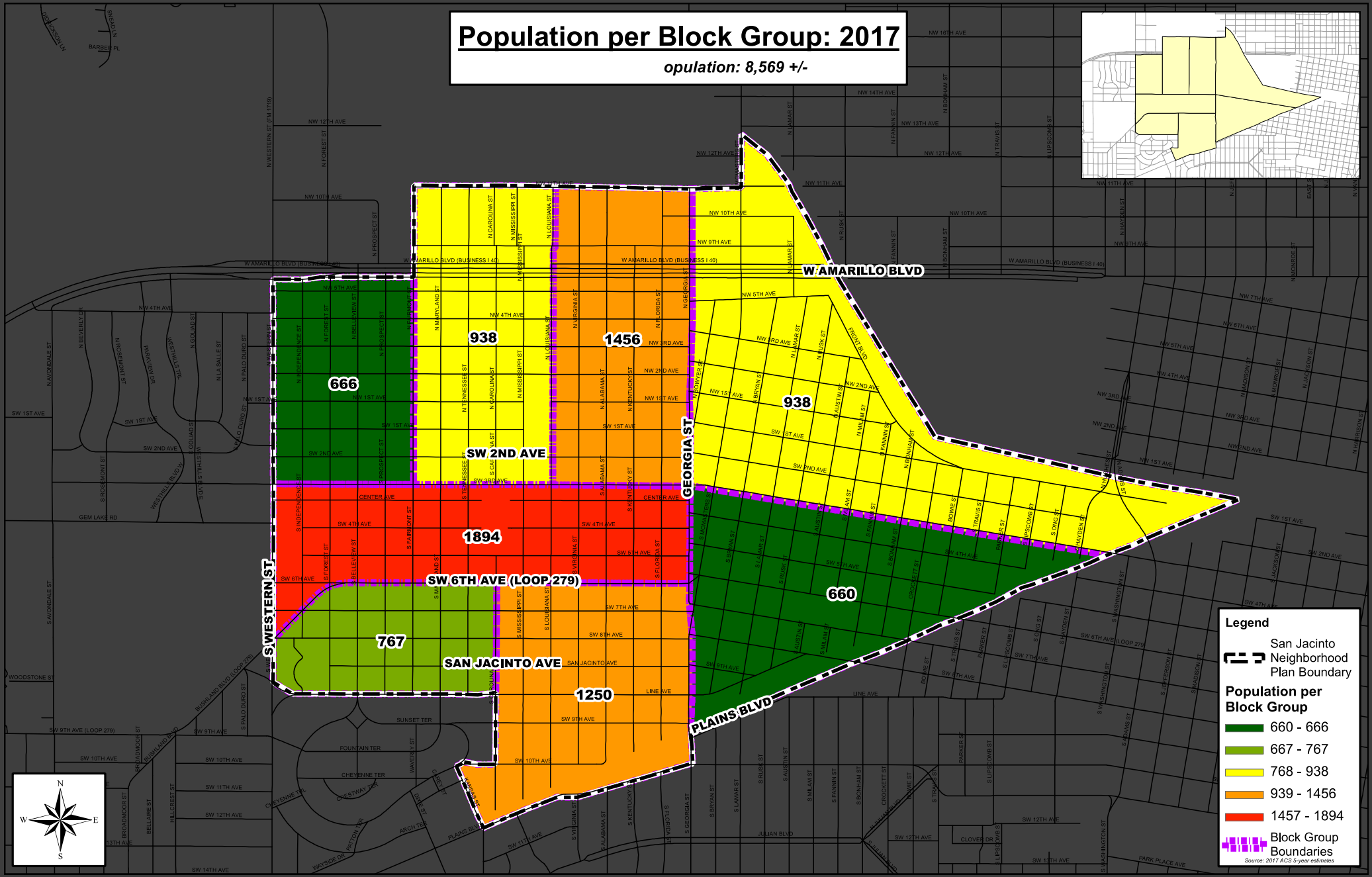
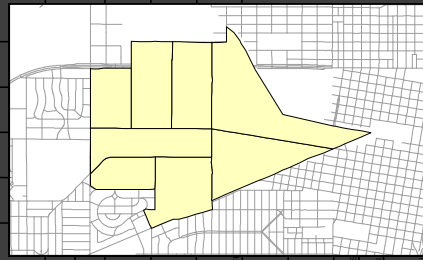


Legend

 San Jacinto Neighborhood Plan Boundary

Population per Block Group: 2017

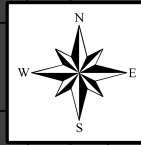
Population: 8,569 +/-



Legend

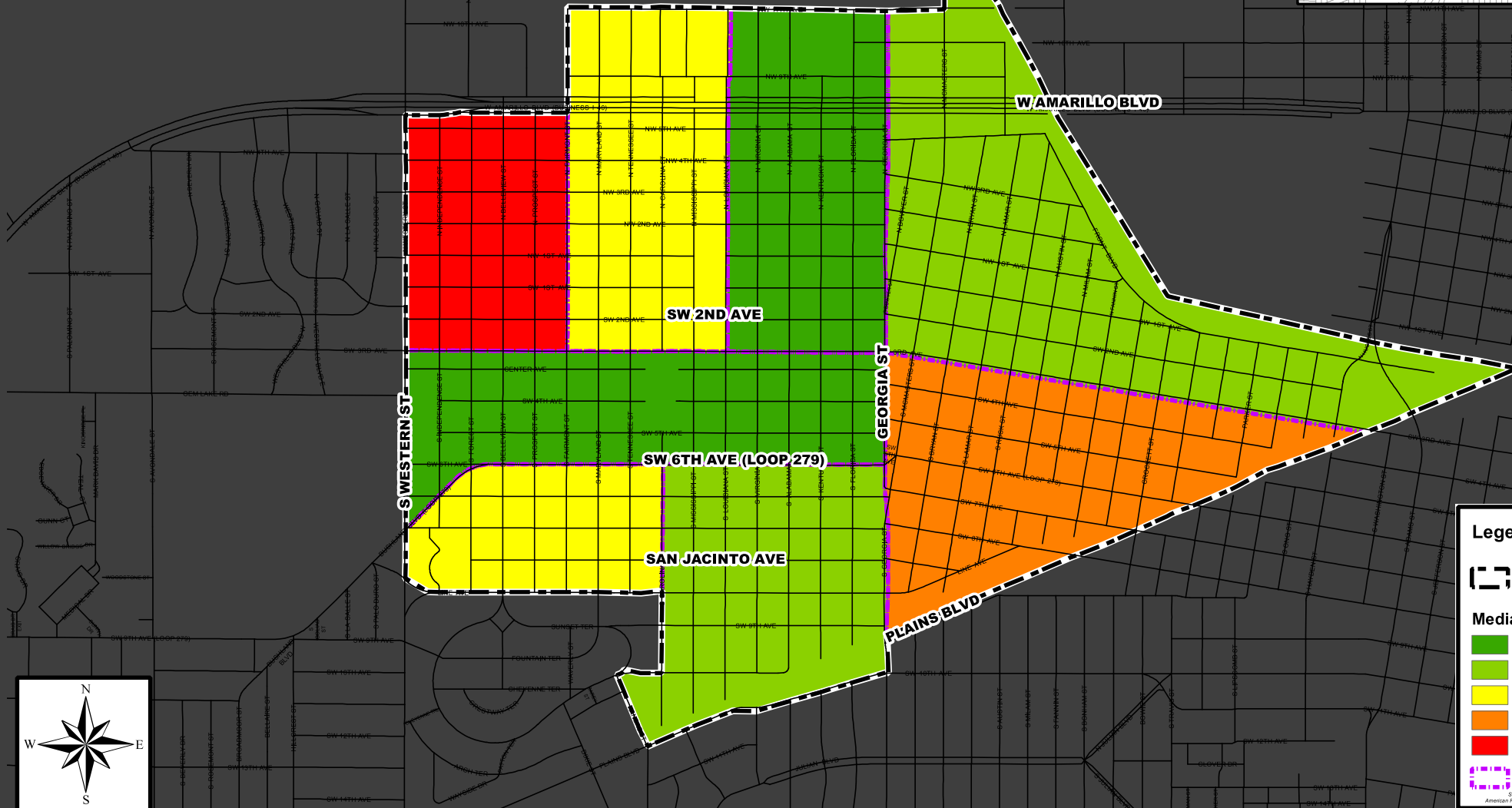
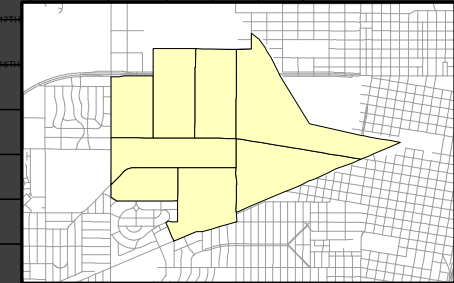
- San Jacinto Neighborhood Plan Boundary
- Population per Block Group**
- 660 - 666
- 667 - 767
- 768 - 938
- 939 - 1456
- 1457 - 1894
- Block Group Boundaries

Source: 2017 ACS 5-year estimates



Median Age per Block Group: 2017

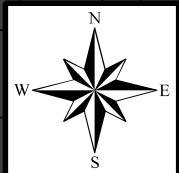
San Jacinto Median Age: 30.65 +/-
Amarillo Median Age: 34.4 +/-
Texas Median Age: 34.3 +/-



Legend

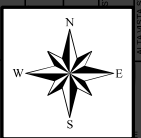
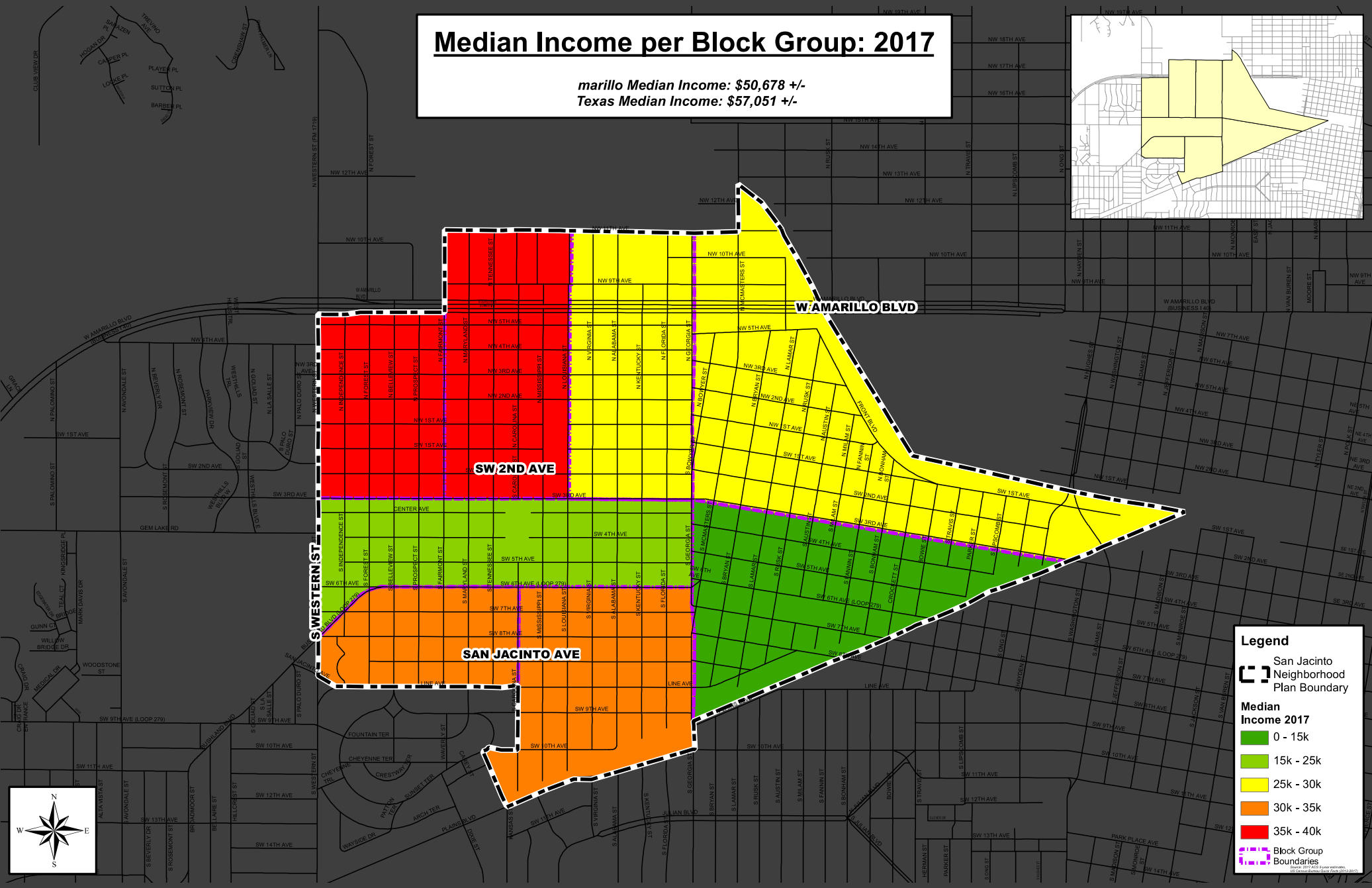
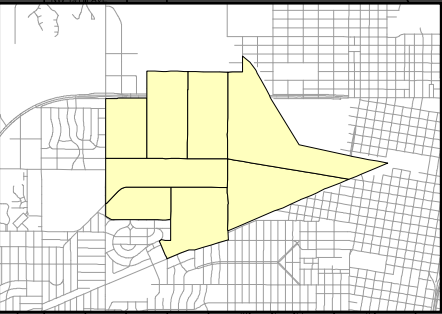
- San Jacinto Neighborhood Plan Boundary
- Median Age**
 - 24.0 - 25.7
 - 25.8 - 29.6
 - 29.7 - 32.9
 - 33.0 - 34.6
 - 34.7 - 40.9
- Block Group Boundaries

Source: 2017 ACS 5-year estimates.
American Road & Builders Builders (2012-2017 ACS 5-year estimates)



Median Income per Block Group: 2017

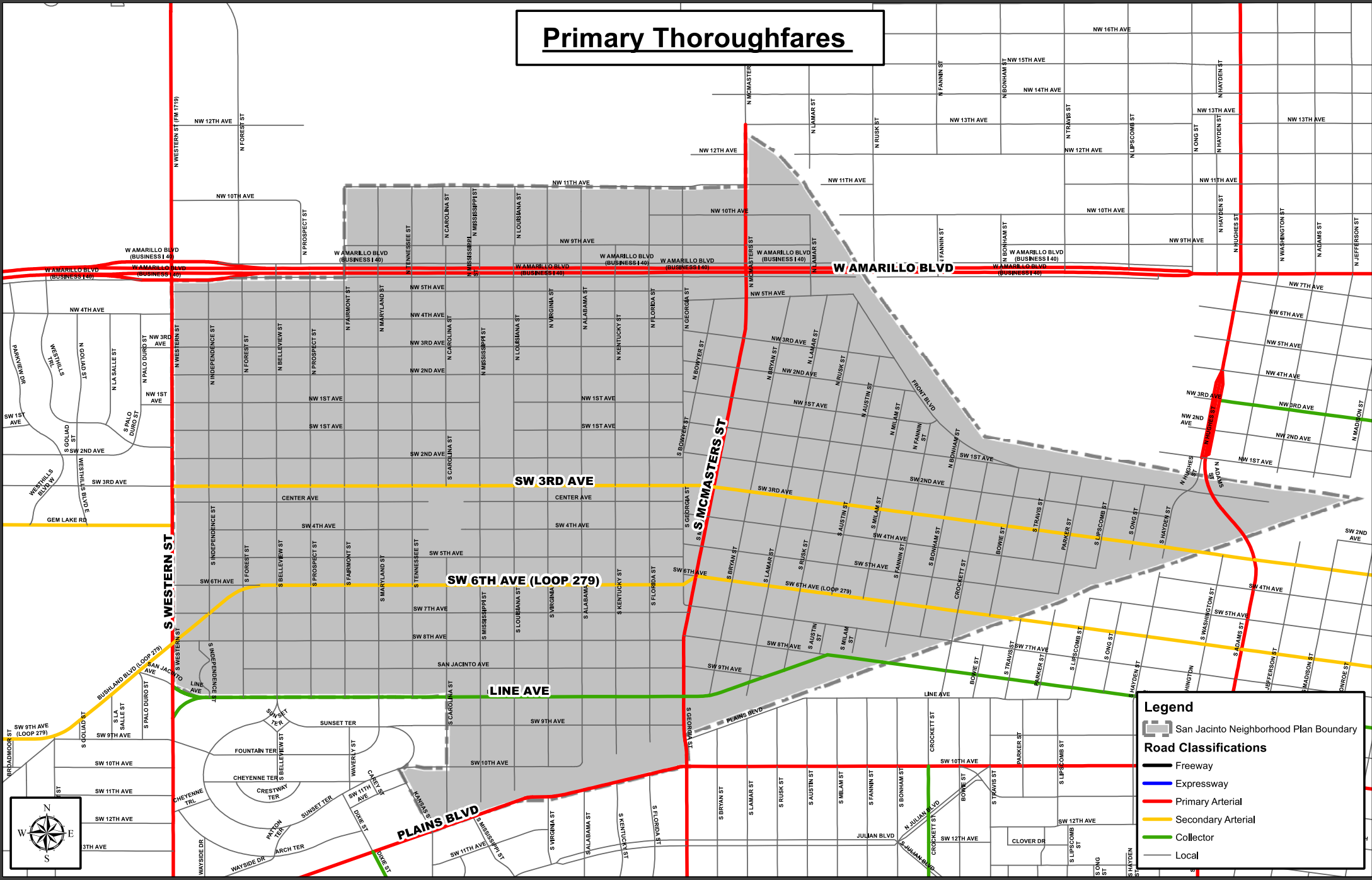
marillo Median Income: \$50,678 +/-
Texas Median Income: \$57,051 +/-



Legend

- San Jacinto Neighborhood Plan Boundary
- Median Income 2017**
- 0 - 15k
- 15k - 25k
- 25k - 30k
- 30k - 35k
- 35k - 40k
- Block Group Boundaries

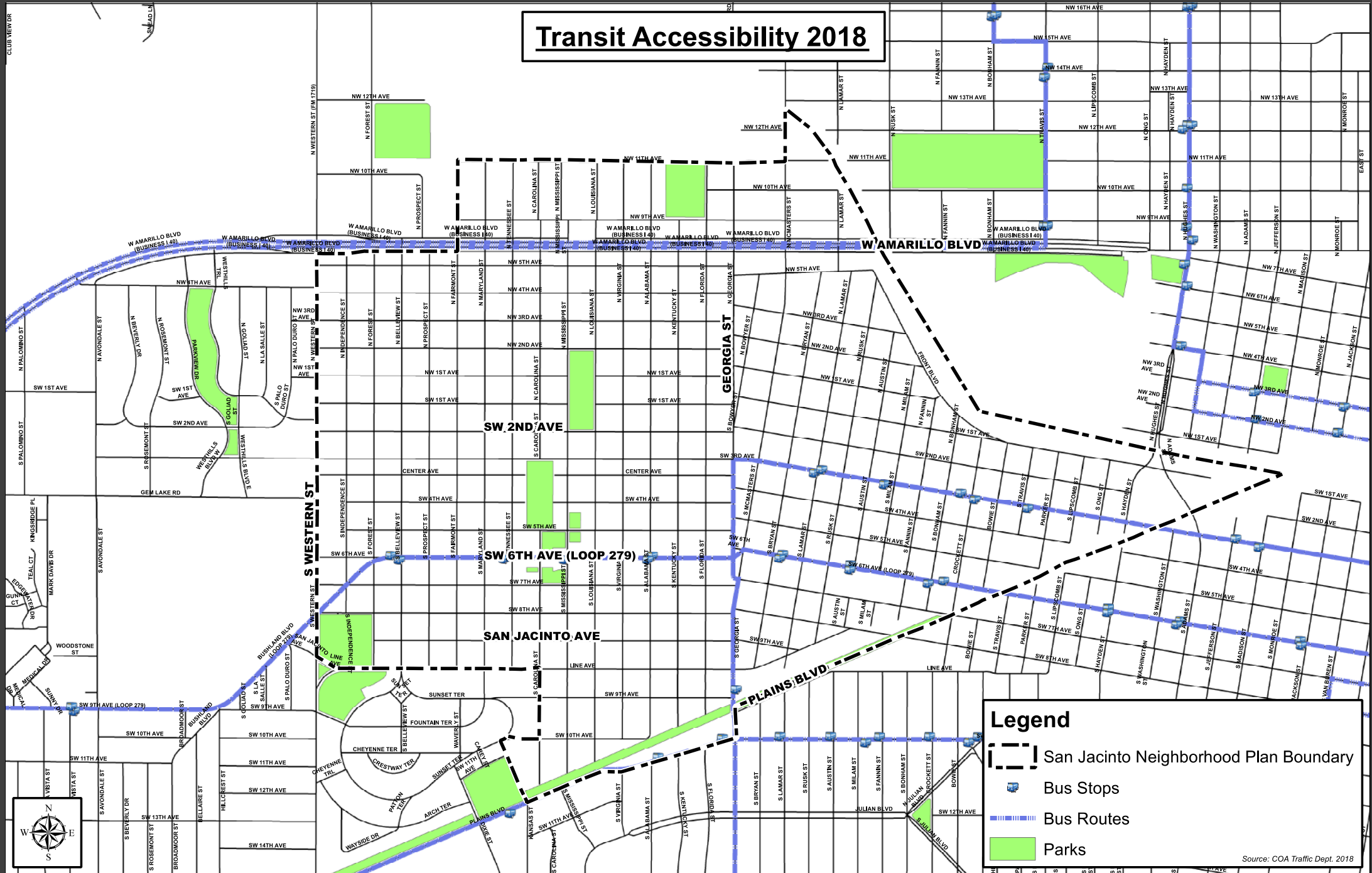
Primary Thoroughfares



Legend

- San Jacinto Neighborhood Plan Boundary
- Freeway
- Expressway
- Primary Arterial
- Secondary Arterial
- Collector
- Local

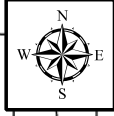
Transit Accessibility 2018



Legend

- San Jacinto Neighborhood Plan Boundary
- Bus Stops
- Bus Routes
- Parks

Source: COA Traffic Dept. 2018



San Jacinto Photos

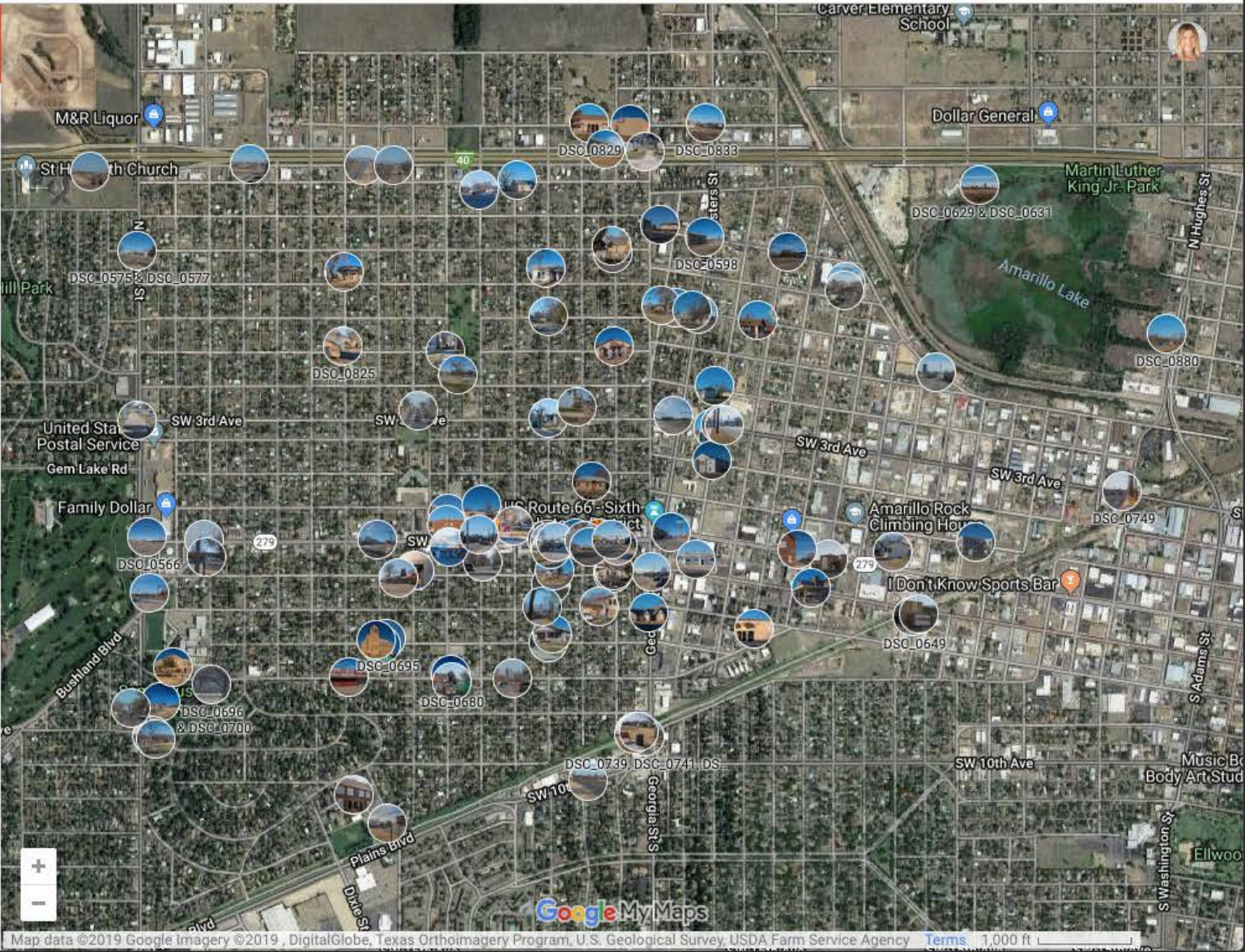
Mapped out photos of the San Jacinto Neighborhood
34 views
[SHARE](#)

Imported Photos

- DSC_0811
- DSC_0860
- DSC_0733
- DSC_0610
- ... 77 more

Imported Photos

- 825 S Virginia St
- Tfx Refinishing Experts
- Costume Castle
- 3613 Line Ave
- ... 29 more



Made with Google My Maps

Existing Conditions: Neighborhood Institutions



Existing Conditions: Corridors and Roadways



Existing Conditions: Outdoor Spaces



Existing Conditions: Housing



Existing Conditions: Public Art



Planning Process: Analyze and Visualize

PUBLIC ENGAGEMENT PLAN: CORE VALUES

- Provide multiple ways in which people can participate
- Be transparent in its process by providing reasonable public access to plan documents
- Honor diverse backgrounds, experience and knowledge

Planning Process: Analyze and Visualize

PUBLIC ENGAGEMENT PLAN: CORE VALUES

- Be responsive to community needs and concerns
- Promote the formation of lasting and sustainable partnerships
- Combine data and wishful thinking into a tangible and realistic implementation plan

Planning Process: Analyze and Visualize

SWOT EXERCISE

- 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

SWOT EXERCISE: THINGS TO CONSIDER

- Physical Elements
 - Buildings – Architecture, Style, Quality
 - Connectors – Sidewalks, Streets, Parks, Trails
- Social Qualities
- Services/Activities
- Economic Features
- History and Culture
- Feeling or Vibe



SWOT EXERCISE: CONSULTANT EXAMPLES/OBSERVATIONS

STRENGTHS

- Route 66 - destination
- Locally-owned businesses
- Pedestrian features (i.e. lighting)
- Anchor institutions w/architectural appeal





SWOT EXERCISE: CONSULTANT EXAMPLES/OBSERVATIONS

WEAKNESSES

- Sidewalks – missing or not accessible in places
- Neglected housing stock
- Auto-oriented corridors with no safe havens for pedestrians

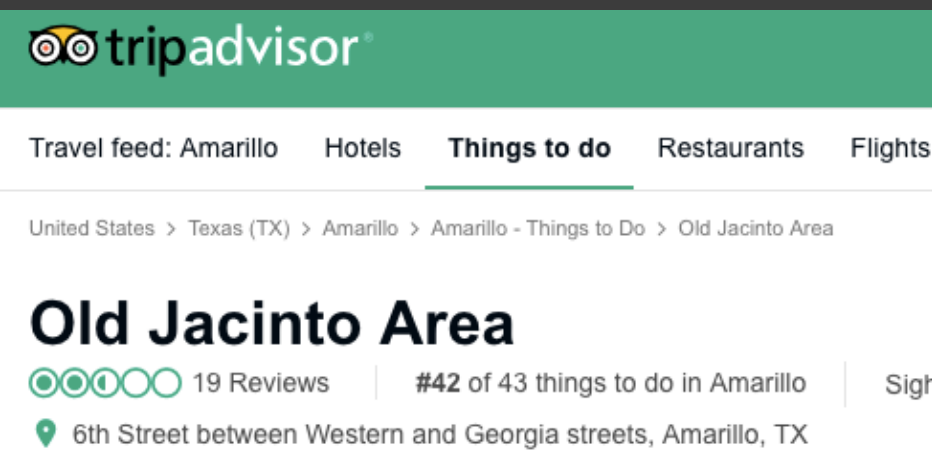
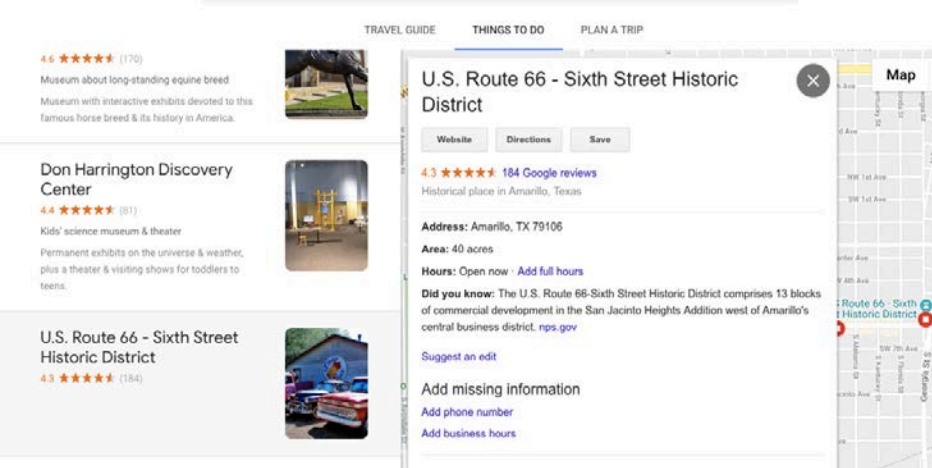


SWOT EXERCISE: CONSULTANT EXAMPLES/OBSERVATIONS

OPPORTUNITIES

- Potential for housing investment
- Opportunity for Art/Music District
- Parks/Open Spaces
- New Neighborhood Coalition?





SWOT EXERCISE: CONSULTANT EXAMPLES/OBSERVATIONS

THREATS

- Mixed Reviews – Press/PR
- Negative Perception of Safety
- Others???



Photo credit: < <https://abc7amarillo.com/news/local/homicide-at-san-jacinto-park-police-search-for-suspects-motive> >

Planning Process: Analyze and Visualize

SWOT EXERCISE

- Strengths – Things we LOVE about San Jacinto!
- Weaknesses – San Jacinto's Disadvantages or Faults
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Planning Process: Next Steps

CALL TO ACTION: GET AND STAY INVOLVED

Places to Find Plan Information:

- City of Amarillo Website and Facebook Page
 - amarillo.gov/sanjacintoplan
 - facebook.com/CityOfAmarillo
- Sims Municipal Building and Amarillo Central Library

Planning Process: Next Steps

CALL TO ACTION: GET AND STAY INVOLVED

Ways to Provide Input:

- Surveys and Comment Forms
- Public Meetings and Open Houses
- Focus Group Sessions and Interviews

Planning Process: Next Steps

CALL TO ACTION:

GET AND STAY INVOLVED

Other Ways to Be Involved:

- Volunteer to Post Flyers
- Take and Share Neighborhood Photos
- TBD – Let's get creative!

Planning Process: Next Steps

CALL TO ACTION:

GET AND STAY INVOLVED

Participate on the Advisory Committee:

- Highest Commitment – Attendance required at committee and public meetings.
 - Applications accepted through March 22nd, 2019.
 - Meetings will begin Thursday, April 4th, 2019.
- Committee Makeup:
 - 16 members
 - Representing variety of roles (e.g. residents, business owners, property owners, historic preservationists/advocates, etc.)

THANK YOU!

Thanks to City of Amarillo staff:

Wes Luginbyhl – Photos of Neighborhood

Hannah Green – Logistics

Lydia Worthen – Mapping

Andrew Freeman/Cris Valverde – Leadership and
Management

THANK YOU!

NEXT PUBLIC MEETING:

Vision and Guiding Principles
6 pm on Tuesday, May 14th, 2019
San Jacinto Christian Academy

Food and beverages will be served!