

## Strengths (current conditions)

- Eastridge elementary is central to the neighborhood
- Diverse community, culturally rich
- Smaller houses, starter home neighborhood
- Locally-owned businesses
- Multiple local markets for shopping
- Vacant land for development



# Weaknesses (current conditions)

- Crime-theft and drugs
- Highly industrialized with vacant lots and dilapidated buildings along Amarillo Blvd.
- Lack of street lighting
- Poor sidewalk conditions
- No organized neighborhood association
- Most residents work grueling jobs at the meatpacking plants – negative impact on family life and well-being
- Older children not integrating as well
- Bulk trash
- Slumlords and the deteriorating effect on the rest of the neighborhood
- Water and sewer undersized for new development
- Lack of pride (“Not anyone’s goal who lives in Eastridge to stay in Eastridge.”)



# Opportunities

What events/actions can change the course of the neighborhood for the better?

- Building soccer fields as a unifying factor of the neighborhood
- Ethnic food restaurants/market- potential for economic catalyst
- East gateway Route 66
- Better jobs that offer upward mobility
- Access to farmland
- Increased community support – language programs, childcare, etc.
- Community center
- Cultural expressions – handicrafts and events for communal celebration
- Support to open small businesses
- Ways to make a living through agriculture
- Vision for vacant land around the neighborhood



# Threats

What challenges, if not addressed, will continue the current trends and not allow the neighborhood to move forward?

- Difficulty cooperating between groups
- Low levels of English proficiency
- Few opportunities for upward mobility
- Barriers to small business development
- General negative perception of the neighborhood
- Lack of access to city government/civic participation
- Youth leave for better opportunities, leave aging parents without support system

# Eastridge Emerging Themes (Focus Areas)

- Better jobs and increased economic opportunity
- Changing the perception
- Creating a voice
- Community-building projects
- Quality of life improvements – sidewalks, curbs, lighting, code enforcement, bulk trash education
- Shaping surrounding future development to benefit the neighborhood



## VISION AND GOALS

*A new vision for San Jacinto:*

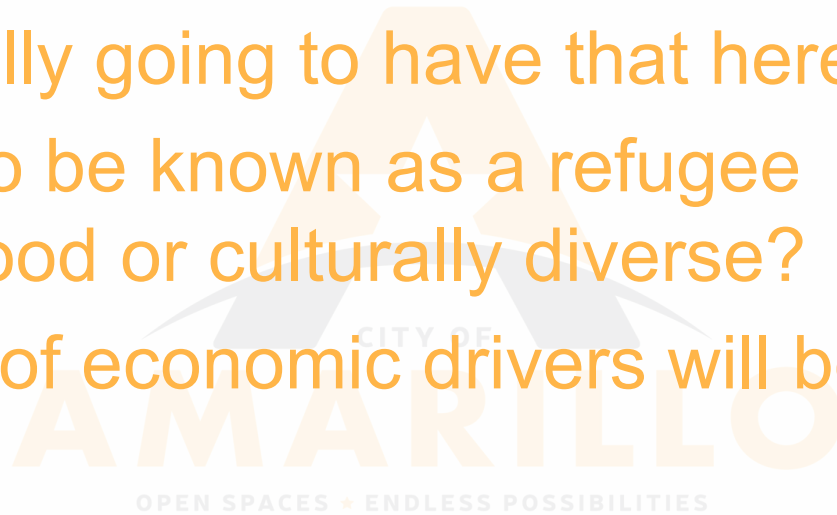
**San Jacinto is a welcoming and diverse community where people of different cultures, incomes, and generations celebrate the neighborhood's historic significance and its eclectic mix of people and businesses. It is a clean, safe, walkable neighborhood that is healthy, sustainable, and unique.**

*A call to action for San Jacinto:*

**Where personal responsibility and liberty is necessary to achieve our vision.**

# Vision Statement

- 20-Year Timeframe
- Are we really going to have that here?
- Continue to be known as a refugee neighborhood or culturally diverse?
- What type of economic drivers will be most important?



1. Rank these statements in order of importance:



**Family-Friendly:** Eastridge will be proud that it is a family-friendly neighborhood. Residents choose to live there to raise their families, not because they have to live there. The homes are well-cared for, the streets and sidewalks are safe for people of all ages, and pride of ownership is evident.



**Hub of Amarillo's Refugee Community:** Eastridge will be known as the city's hub for its refugee community. It will have a community center with centralized programs and resources, it will offer events and cultural celebrations that all of Amarillo can participate in. Eastridge will be a desirable place to live because residents feel like they receive the resources and support they need to integrate into Amarillo.



**Small Business District:** Eastridge will be known for its small business district. It is desirable to own a business in this area. Businesses serve residents, but they also attract people from all over Amarillo to shop handicrafts, experience ethnic food and attend events



**Agricultural Opportunities:** Eastridge will be known as a neighborhood offering innovative urban agricultural practices. Residents utilize previous farming skills to grow products and generate income.



**Quality Housing Convenient to Good Jobs:** Eastridge is a neighborhood near good job opportunities. It provides new housing options for people to relocate from other areas of Amarillo and good public transportation options for residents to get to and from work major industries and companies relocating to this part of Amarillo.



**Route 66 Gateway:** Eastridge will be known as an exciting Route 66 gateway into Amarillo. Enhanced landscaping, signage, lighting welcome Route 66 travelers as they first enter the city and business opportunities result from this tourist traffic.

<https://www.surveymonkey.com/r/YJ6LM2J>



# Small Business Outreach

- Focus groups?
- Individual conversations?
- Paper surveys?
- Current business owner names
- Others you know want the opportunity to open a business
- Staff person? Translator?

# Eastridge Neighborhood Plan Boundary

