



## **Eastridge Neighborhood Plan Advisory Committee Meeting**

Tuesday, April 27<sup>th</sup>, 2021

5:30 – 6:45 P.M.

Via Zoom

<https://amarillo.zoom.us/j/84778772736?pwd=QmlxRDlyVnJtNDYyZW16YjY5SSStUT09>

Meeting ID: 847 7877 2736

Passcode: 860753

### **Agenda**

- I. **Welcome, Call to Order and Introductions** (5:30 PM)
- II. **Small Business and Economic Development Outreach Update**  
*Planning staff and Committee Member Timothy Ballejo will share information collected from surveys delivered in-person. Direction needed: Would you like to mail to business owners and/or multiple property owners in the plan boundary similar to the San Jacinto process?*
- III. **Focus Areas Activity**  
*Committee members will review the Focus Areas and the issues requiring strategic action under each category – the Committee will be asked to approve or modify then approve each Focus Area.*
- IV. **Vision Statement Review**  
*The first complete draft of the vision statement will be presented to the Committee (included as page 2 with the agenda). It can be approved as is or modified and brought back to the next meeting.*
- V. **Future Meeting Date and Other Announcements**
  - a) Next meeting date suggestion: Tuesday, May 25<sup>th</sup> at 5:30 PM – Would you like to move to in-person meetings? If so, location?
  - b) Agenda items
    - Community engagement round #2 brainstorm
    - Guest speakers? Solid Waste (Trash removal), Code Enforcement or Community Development?
- VI. **Adjournment** (6:45 PM)

## Draft Vision Statement

The Eastridge neighborhood is a community of different faces, from different places. It is a place we call home with room to roam; a community with opportunity to grow economically, religiously, educationally—with family and friends—all for a better way of life.

In the future is a place that...

- 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.
- Provides good job opportunities and quality housing options for people near one of Amarillo's major economic centers.
- is recognized for its small businesses. 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.
- Will offer innovative urban agricultural practices. Residents utilize previous farming skills to grow products and generate income.
- Offers 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.

## Draft SWOT Analysis

### Strengths

- 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
- Quiet neighborhood

### Weaknesses

- 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.”)
- Issues with unsafe drivers speeding throughout the neighborhoods
- Lack of police patrol within the area
- NE 24<sup>th</sup> and the train tracks (trains blocking crossing) are unsafe to the community
- Condition of public parks and lack of community areas to gather
- Lack of timeliness for City services (after snowstorms, etc.)

## **Opportunities**

- 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
- Many want to beautify the neighborhood and support the idea of a Neighborhood Clean-Up Day.

## **Threats**

- 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
- The crime will increase if people do not take care of their homes or properties
- Lack of pride for the neighborhood will disrupt its ability to grow

## Focus Areas

1. Economic Opportunity
2. Crime and Public Safety
3. Changing the Perception/Creating a Voice
4. Community-Building
5. Quality of Life Improvements  
*sidewalks, curbs, lighting, code enforcement, bulk trash education*
6. Future Development