

# City Plan – Vision 2045

Community Workshop #1

March 7, 2023

11:30 – 1:30 PM

Amarillo Downtown Library

413 SE 4<sup>th</sup> Ave



CITY OF  
**AMARILLO**<sup>®</sup>  
OPEN SPACES • ENDLESS OPPORTUNITIES



# Project Team Introductions

# City Plan Project Team



## Planning Department

Emily Koller, Director

## Office of Engagement and Innovation

Joy Stuart, Assistant Director of Communication



Jay Renkens, AICP, Principal

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Supporting  
Sub-Consultants



walter  
p moore



CLARION

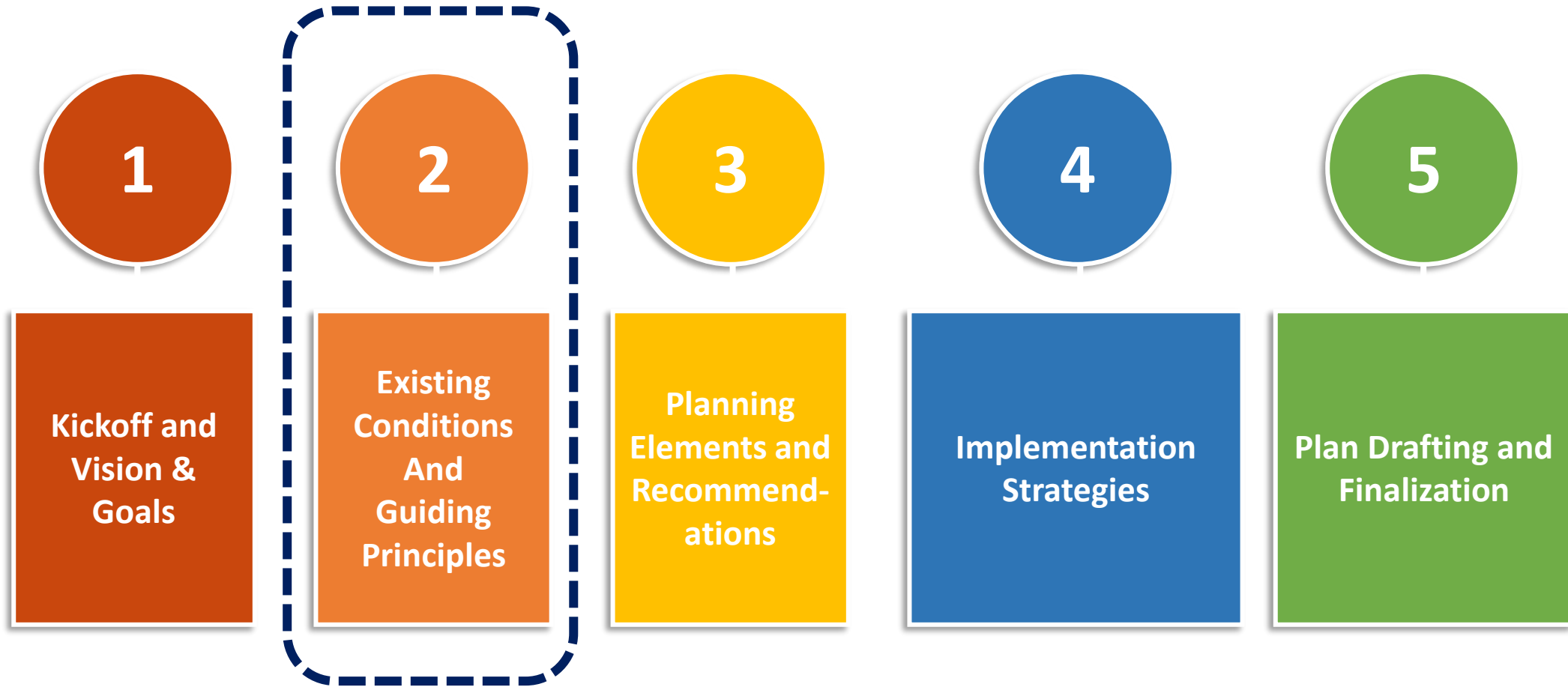


# Introductions – Org Chart by Expertise



# City Plan Overview

# Phases of City Plan



**WE ARE HERE!**

# Types of Engagement

Small Group/ Stakeholder	Community-Wide	Broadcast Notifications
<ul style="list-style-type: none"><li>• City Plan Steering Committee Meetings</li><li>• City Council + Planning and Zoning Commission Work Sessions</li><li>• Biweekly Project Team Meetings</li></ul>	<ul style="list-style-type: none"><li>• 3 Community Workshops</li><li>• Pop-Up Outreach Events</li><li>• Community Survey/s</li></ul>	<ul style="list-style-type: none"><li>• Community-Wide Mailer</li><li>• Social Media, e-mail and web announcements for meetings</li><li>• Project Website</li></ul>

# Updates on Engagement

- ✔ Citywide Mailer: Mailed February 23<sup>rd</sup>
- ✔ City Plan Website Launched: <https://www.amarillo.gov/our-city/cityplan>
- ✔ Survey Launched March 1st: <https://www.surveymonkey.com/r/CityPlan2045>
- Community Meetings:
  - March 7<sup>th</sup> at 11:30 AM – 1:30 PM (Downtown Library)
  - March 7<sup>th</sup> at 6:00 – 8:00 PM (Northwest Library)
- Virtual Open House: Launch in Coming Weeks



# Upcoming Community Workshops

March 7, 2023 – Community Workshop #1

11:30 AM – 1:30 PM (Downtown Library)

6:00 – 8:00 PM (Northwest Library)

May 2, 2023 – Community Workshop #2

September 19, 2023 – Community Workshop #3

# Role of City Plan

# WHAT IS CITY PLAN?

City Plan -- Vision 2045 is a long-range plan that will create a strategic framework to **balance equitable growth, quality of life improvements, and public and private investments** in our city over the next two decades. City Plan will address topics that impact how people experience and interact with the City such as **where new businesses, homes, sidewalks, bike lanes, and much more are added**. It will also look at how our built city can better reflect and advance our community values around topics like **quality of life, economic development, housing and neighborhoods, transportation, health and safety, and growth management**.

# Relationship to Zoning Code Revisions

- Normally, zoning code amendments come on the heels of a city's comprehensive plan being adopted. Amarillo's last Comprehensive Plan was adopted in 2010.
- In spring 2022 when the recent Zoning Code update was presented, many citizens felt they had not been able to participate in the process
- Staff agreed that the final proposed draft policies did not have broad community input. In addition, some of the final edits to the Zoning Code update were inconsistent with the 2010 Amarillo Comprehensive Plan.
- City Plan will provide us with an updated community vision for the future of the City and we will propose a Zoning Code update that is consistent with the community's vision.

# Relationship to Partnership for Development Progress

- PDP guided the City on how the City should address growing infrastructure needs, including **necessary operations, maintenance, planning, and growth.**
- **Primary and Secondary Recommendations** will inform the Community Mobility and Infrastructure Plan Element in the City Plan.

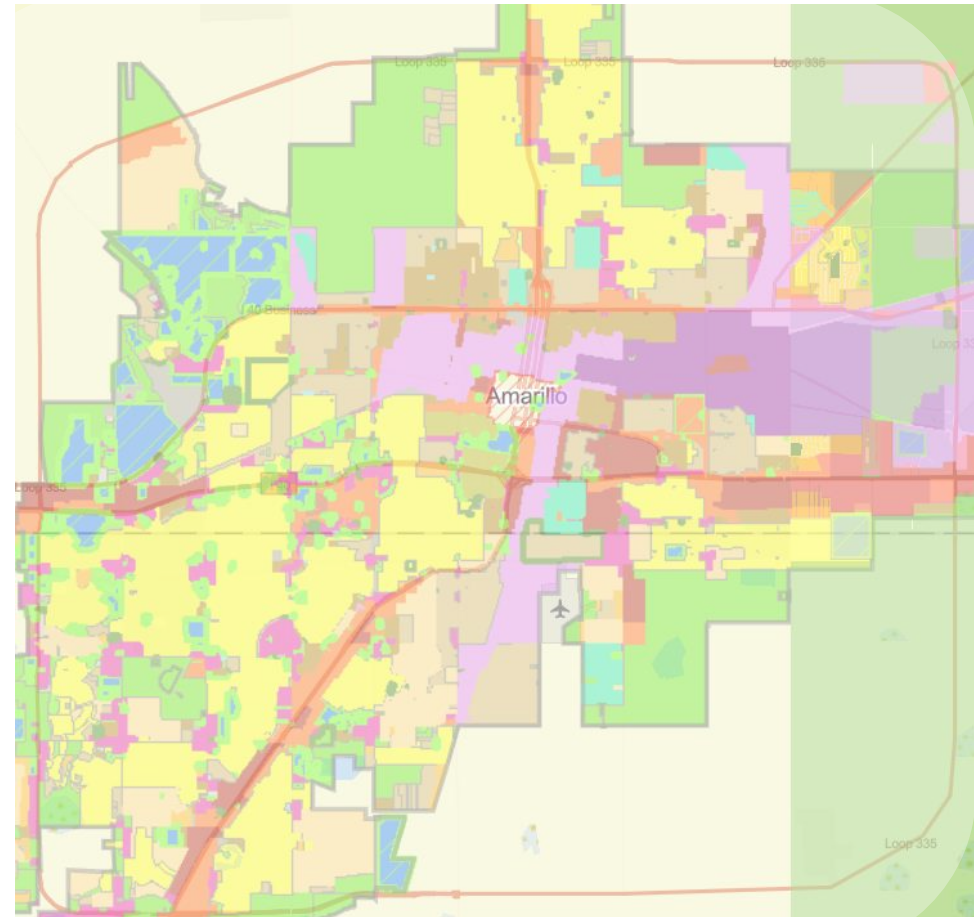


# Approach



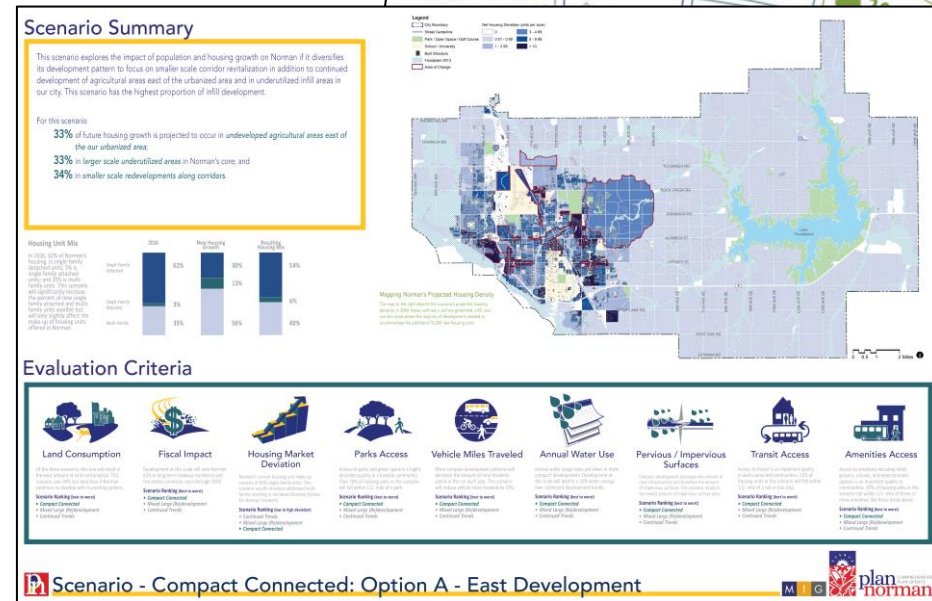
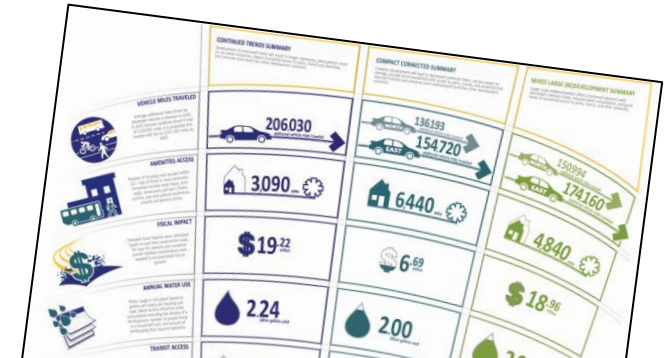
# Land Use & Community Character

- Assessment of Land Use Consistency
- Catalog and Summarize Existing Community Character
- Assess Potential Impacts to that Character within Growth Scenarios



# Growth Management & Capacity

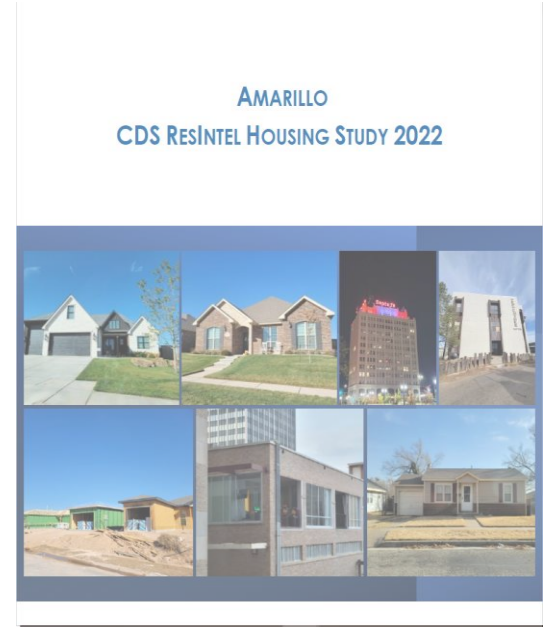
- Areas of Stability and Change Analysis
  - Economic Opportunity
  - Housing Needs and Opportunity
- Economic Opportunities
  - Leverage assets
- Land Use Scenarios
  - Preferred Growth Scenario
- Fiscal Impact Analysis





# Housing & Neighborhoods

- Create Amenity-Based Neighborhoods
- Increase Access and Opportunity
- Enhance Existing Housing and Neighborhoods



AMARILLO  
CDS RESINTEL HOUSING STUDY 2022

# Parks & Cultural Resources

- Integrate Recent Parks, Arts, and Cultural Planning
- Leverage Partnerships and Other Infrastructure
- Celebrate Historic and Cultural Assets

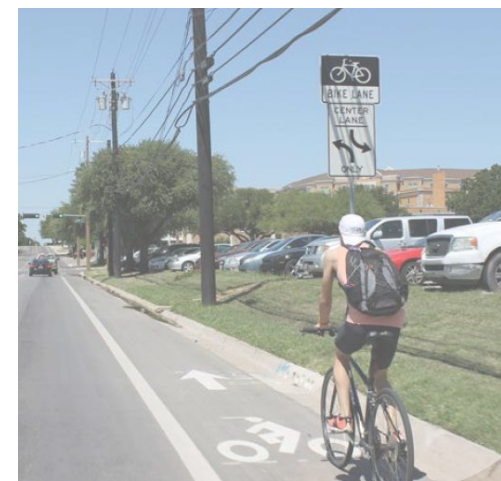


# Community Mobility & Infrastructure

- Integrate Recent Transportation Planning
- Layered Network Priorities Map  
(Gap Analysis & Alignment Considerations)
  - Based on Public and Stakeholder Input & Needs
- Focus on Meeting the Needs of All Transportation Users
- Anticipate Growth



amarillo  
metropolitan transportation plan  
2020-2045



# Approach



# Existing Conditions Report

# City Plan — Vision 2045

Existing Conditions:  
**Recent Trends and Current Direction**

MARCH 6, 2023

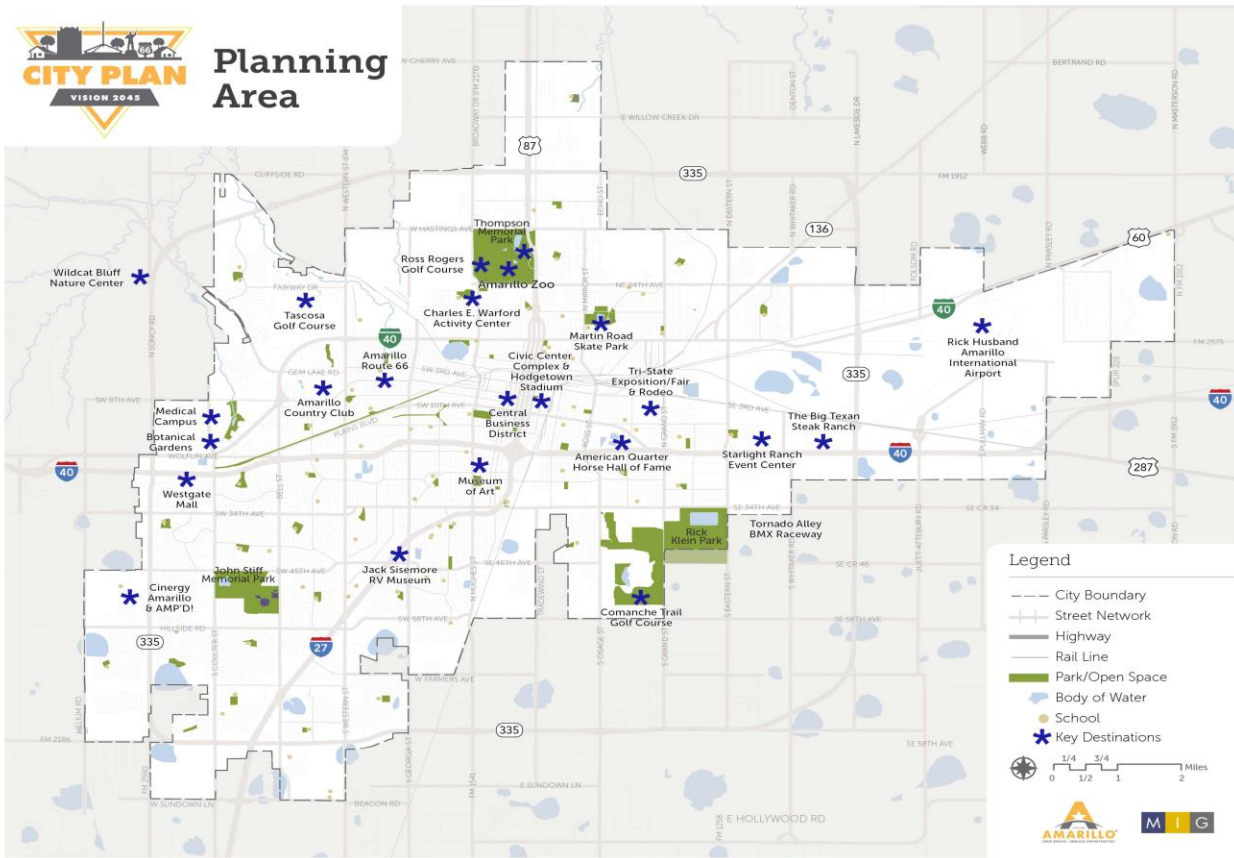


## WHAT IS CITY PLAN?

City Plan: Vision 2045 is a long-term plan for our city that will guide how we grow, improve our quality of life, and invest in our community over the next 20 years. The new plan will update our vision and policies to better reflect the needs and desires of our community.

## HOW DOES CITY PLAN RELATE TO RECENT PLANNING EFFORTS?

City Plan will update the community vision for the City and set the stage for a **Zoning Code update** that aligns with the community's vision. It will also incorporate the **Partnership for Development Progress (PDP) Strategic Plan**.



### What Will City Plan Include and Address?

City Plan will address topics like:

- Quality of Life
- Economic Development
- Housing and Neighborhoods
- Transportation
- Health and Safety
- Growth Management

### Why is City Plan Required?

State law enables communities to ensure the health, safety and welfare of their citizens through the regulation of land use and development including zoning, annexation, and comprehensive planning. However, such regulations must be based on a plan. Authority of a city to create a comprehensive plan is enabled through Chapters 211, 212 and 213 of the Texas Local Government Code.





## Eras of Development

### Establishment Era

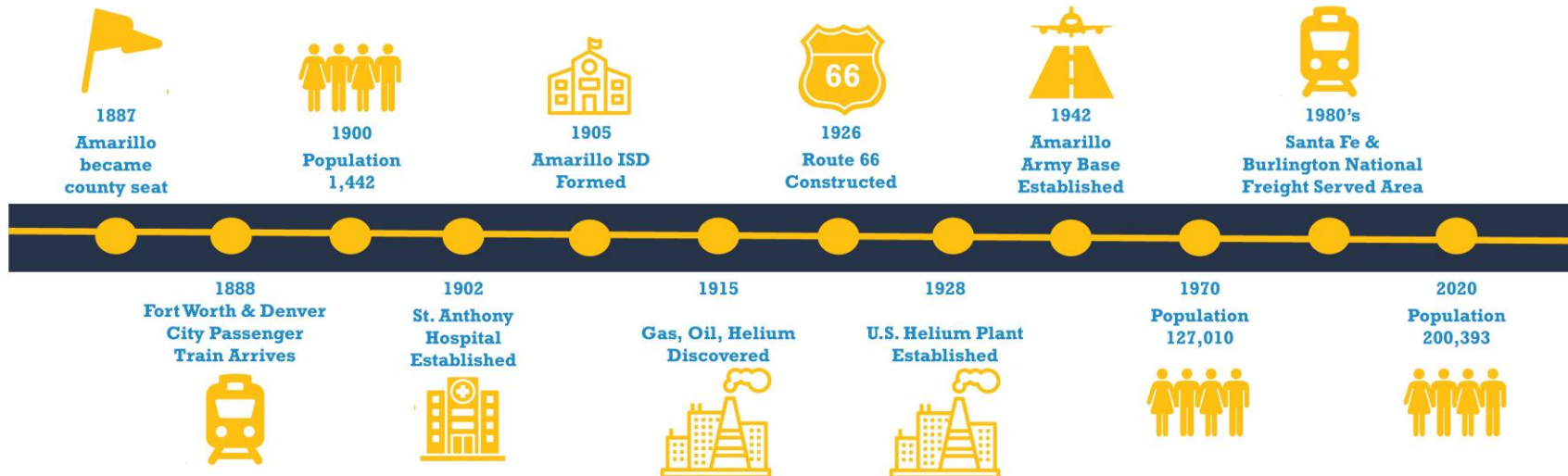
- In 1901, St. Anthony's Hospital opened, representing the first medical center in the Panhandle region.
- The City also founded West Texas State College in 1910.
- By 1913, Amarillo became the first city in Texas to adopt a City Commission type of governance.

### Peak Development Era

- The largest population growth occurred between 1930 and 1960 when the Amarillo Army Air Base was established. The international airport opened at this time.
- By 1960, the population reached over 130,000 residents.
- By 1970, the Army Air Base was closed, and Amarillo's population decreased for the first time.

### Future Growth

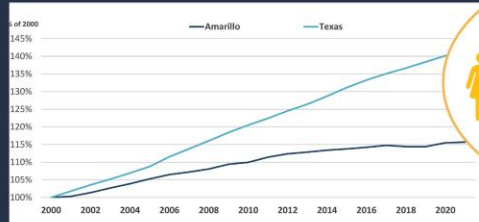
- Renewal of shopping and consumer services in additional areas of the city and development at and near Harrington Regional Medical Center are identified economic opportunities.
- Greenway development has the potential to increase in value while also providing entertainment and outdoor amenities.





**POPULATION:**

Amarillo grew slowly but steadily over the past decade adding about 1,000 people per year at a growth rate of approximately .5%. The counties; however, are experiencing more change with Potter County declining 2% over the past decade and Randall County increasing 14%. Population projections estimate Amarillo will grow more quickly over the next 30 years at a rate of .96%, adding approximately 2,000 people per year.

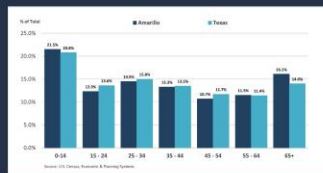


**Texas: 41% Growth Between 2000 to 2021**

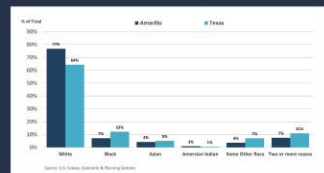
**Amarillo: 16% Growth Between 2000 to 2021**

Amarillo is 105 square miles and has a population per square mile of about 1,907 people. Compared to other similar sized Texas cities, we have 32% more land area on average and 32% fewer people. This means we have less revenue to cover more service area.

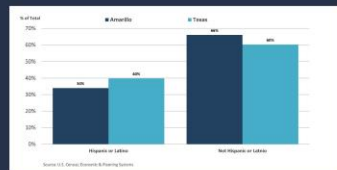
**Median Age: 36.1**



**77% White Population**



**34% are of Hispanic or Latino Origin**

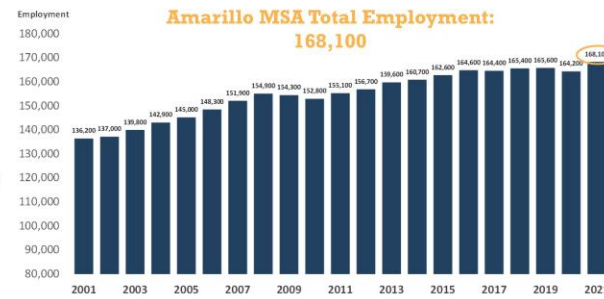


**TRENDS AND KEY TAKEAWAYS:**

- The City grew slowly but steadily over the past decade by approximately .5% adding about 1,000 people per year. Potter County experienced a 2% decline and Randall County increased 14% over the past decade.
- Amarillo is adding more jobs than people per year, averaging 1,600 jobs annually.
- The unemployment rate is at 2.6%.
- Compared to other similar sized Texas cities, we have 32% more land area on average and 32% fewer people. This means we have less revenue to cover more area.

**Existing Jobs and Trends:**

Amarillo is adding more jobs than people per year, averaging 1,600 jobs annually compared to 1,000 new residents. The unemployment rate remains consistently one of the lowest in the state and the nation at 2.6% compared to Texas at 3.8% as of December 2022.



Source: Bureau of Economic Analysis; Economic & Planning Systems

**Largest employment growth Accomodation and Food Services sector**



**Healthcare is top sector for wage and salary**



The economic base of the Amarillo is diversified. The largest employment sectors include Health Care, Retail Trade, Manufacturing, Accommodation and Food Services, as well as Educational Services.

**Top Employers:**

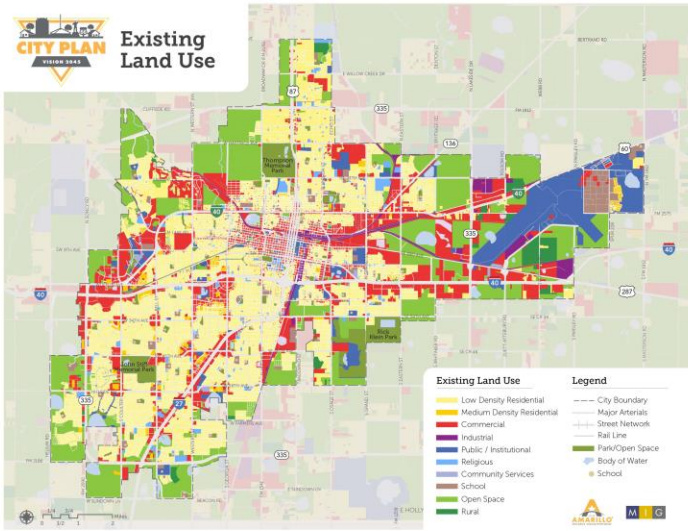
- **Amarillo ISD (4,500 employees)** 
- **Tyson Foods, Inc. (4,300 employees)** 
- **CNS Pantex (3,844 employees)** 



Land uses and their distribution affect the quality of life, health, and local experiences of residents, as well as people who work or visit the City. Carefully and strategically shaping the interrelationship of uses and urban forms is an important part of fostering better communities and neighborhoods.

**TRENDS AND KEY TAKEAWAYS:**

- Most of Amarillo is developed as single-family neighborhoods (28.4%) and general commercial (19.7%). The 2010 plan calls for creating distinct and defined urban centers with a mix of uses, but this development type is not yet taking place.
- An implementation success from the 1980s Comprehensive Plan is the Neighborhood Unit Concept. This has shaped new development in Amarillo since that time providing guidance on how to develop one-mile sections. This has resulted in a suburban development type for the newer parts of Amarillo but the policy is difficult to apply in the older parts of the City.



**EXISTING LAND USE ANALYSIS**

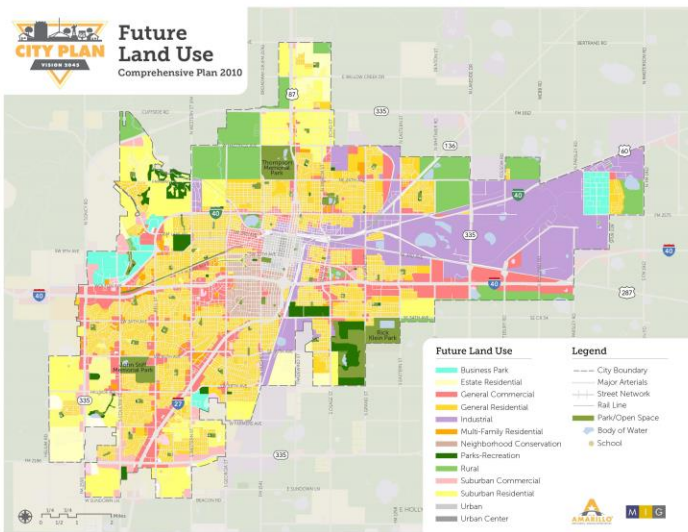
Existing land use provides a starting point for understanding past planning efforts that have shaped and continue to shape our City.

Existing Land Use	Acres	% of Land Use
Low Density Residential	16,438.7	28.4%
Medium Density Residential	961.5	1.7%
Commercial	11,419.8	19.7%
Industrial	1,297.9	2.2%
Public/Institutional	7,098.3	12.3%
Religious	1,036.3	1.8%
Community Services	302.8	0.5%
School	1,667.2	2.9%
Open Space	15,796.6	27.2%
Rural	912.4	1.6%
Other: Vacant/Unknown	973.6	1.7%

**FUTURE LAND USE ANALYSIS**

The future land use adopted in Amarillo's Comprehensive Plan 2010 is not consistent with the current land use. There is a clear target to create distinct and defined urban and urban center areas by including more mixed-use, high-density residential, and live/work units, but instead these areas are still predominantly commercial and public/institutional uses, with a few single-family residential lots throughout.

Future Land Use	Acres	% of Land Use
Business Park (BP)	1,489.3	2.7%
Estate Residential (E)	1,943.2	3.5%
General Commercial (GC)	7,022.1	12.5%
General Residential (GR)	12,897.1	23.0%
Industrial (I)	11,004.5	19.6%
Multi-Family Residential (MFR)	672.3	1.2%
Neighborhood Conservation (NC)	936.2	1.7%
Parks and Recreation (PR)	3,871.4	6.9%
Rural (R)	6,587.1	11.7%
Suburban Commercial (SC)	1,338.7	2.4%
Suburban Residential (SR)	7,868.3	14.0%
Urban (U)	360.9	0.6%
Urban Center (UC)	79.0	0.1%



**COMMUNITY CHARACTER**



The 1980s Comprehensive Plan focused on the Neighborhood Unit Concept (NUC). The NUC locates lower-density housing types in the interior, centered around a neighborhood park and/or elementary school campus; larger commercial and institutional uses at the neighborhood edges and major intersections; and attached and multi-family housing and small-scale office uses provide a transition from the interior to the more intensive perimeter uses.



## Existing Housing Stock

Amarillo has gone through periods of growth and decline. In the 1950s and 1960s, lots of houses were built in what is now the central part of the city, but then the population declined in the 1970s. Since then, new development has mostly happened in areas outside the city limits, and the central part of Amarillo has lost people and homes.

## TRENDS AND KEY TAKEAWAYS:

- Over the last decade Amarillo added about 630 new housing units a year, with the majority being single-family. Not pictured in the chart, but worth noting is that 2022 was the first year ever Amarillo built more than 600 single-family houses.
- The median home price in Amarillo has steadily increased by 70% from around \$127,000 in 2011 to around \$215,000 in 2022.
- The median income is around \$56,000 which correlates to an affordable for-sale price of \$175,000 or less.
- There is strong interest in building in Amarillo's ETJ, especially in Randall County. A 2022 study by the Planning Department found that nearly 25% of all platted and ready to build lots reviewed by the Department were located in the city's ETJ. The total number of buildable lots in the Amarillo city limits and ETJ totaled 6,658 (February 2022).

**BUILDABLE LOTS:**  
**CITY LIMITS: 5,167 (78%)**  
**ETJ: 1,491 (22%)**

SOURCE: FEBRUARY 2022, CITY OF AMARILLO BUILDING PERMIT AND RECORDED PLAT DATA

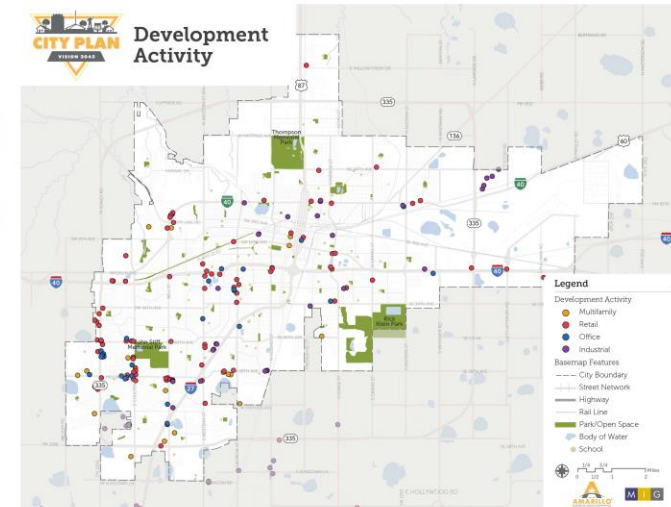
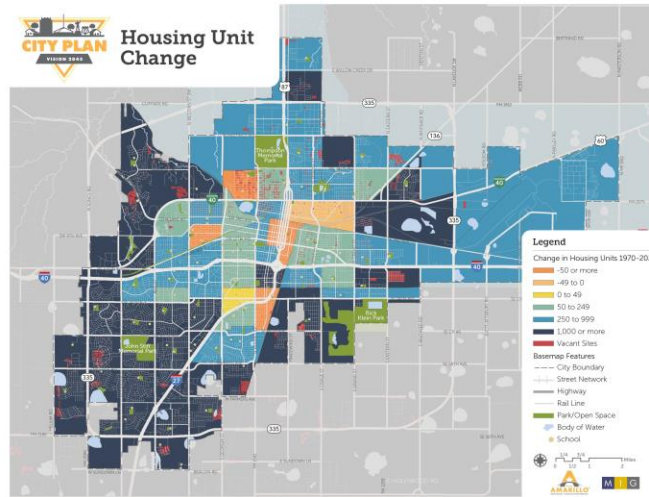
**Diversity of housing stock is nearly unchanged from 2010 to 2021**

**Annual average of 630 new housing units**

**DEVELOPMENT SINCE 2010:**

**OFFICE: 500,000 SQ FT ADDED**     **RETAIL: 740,000 SQ FT ADDED**

**INDUSTRIAL: 990,000 SQ FT ADDED**



## Neighborhood Planning Initiatives:

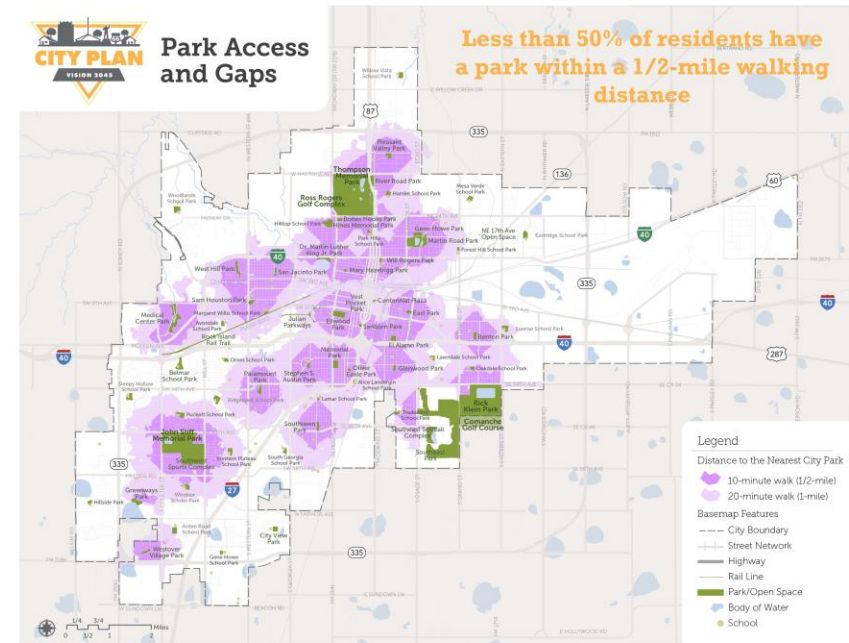
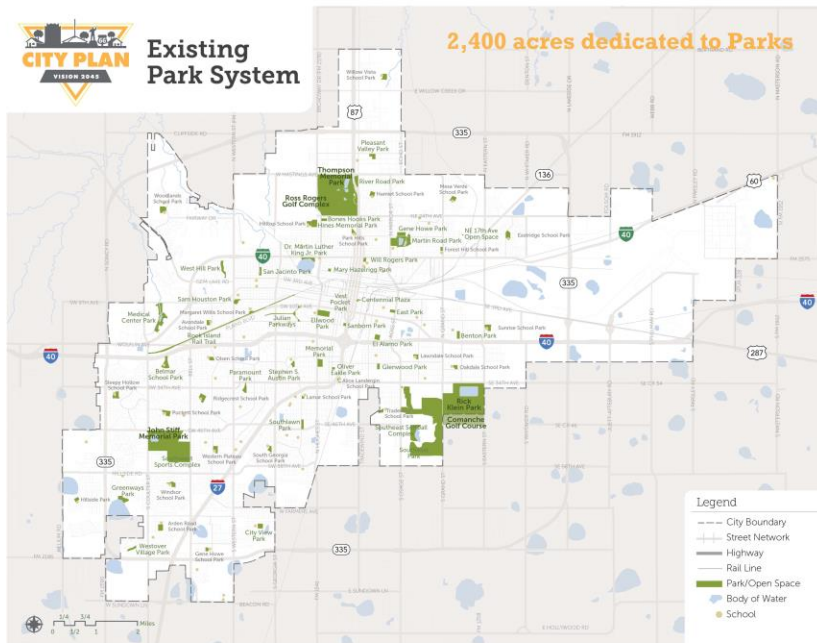
In 2016, the Neighborhood Planning Initiative was established as a partnership between Potter County and the City to revitalize older neighborhoods. The neighborhood plans help provide a voice to marginalized parts of our city and direct needed resources and reinvestment. Four plans have been completed to date -- North Heights (2017), Barrio (2018), San Jacinto (2020), and Eastridge (2022) and the Initiative will continue.



There are 52 park sites within the City of Amarillo's Park System, six (6) of which are Regional Parks. Parks account for approximately 2,400 acres of land throughout the City. 53% of park land is dedicated to Regional Parks, such as John Stiff Memorial Park, Thompson Memorial Park, Medical Center Park, and Rick Klein Athletic Complex. In addition to Regional Parks, there are community parks and facilities and neighborhood-scale parks and amenities within the Park System.

**TRENDS AND KEY TAKEAWAYS:**

- In the recently completed Parks Master Plan process, 69% of residents who completed the survey said they would support an increased level of investment in Parks.
- Top funding priorities for Amarillo citizens include: playing, walking/biking, competitive sports, and casual recreation.
- The investment priorities for parks are to: 1.) Maintain or replace older park amenities; 2.) Expand or improve athletic facilities; 3) Add new parks in underserved areas; and 4.) add more variety in existing parks.



**Future of Parks in Amarillo**

The city's objectives are to build on a strong park system, enhance the downtown through local heritage initiatives and tools, and clustering cultural and entertainment assets. Objectives include preservation and quality of open space, year-round leisure and recreational opportunities, and the conservation of native habitat and wildlife. New and amended city ordinances and department hiring strategies are also in alignment with the 2010 Comprehensive Plan's objectives.



## History of Infrastructure

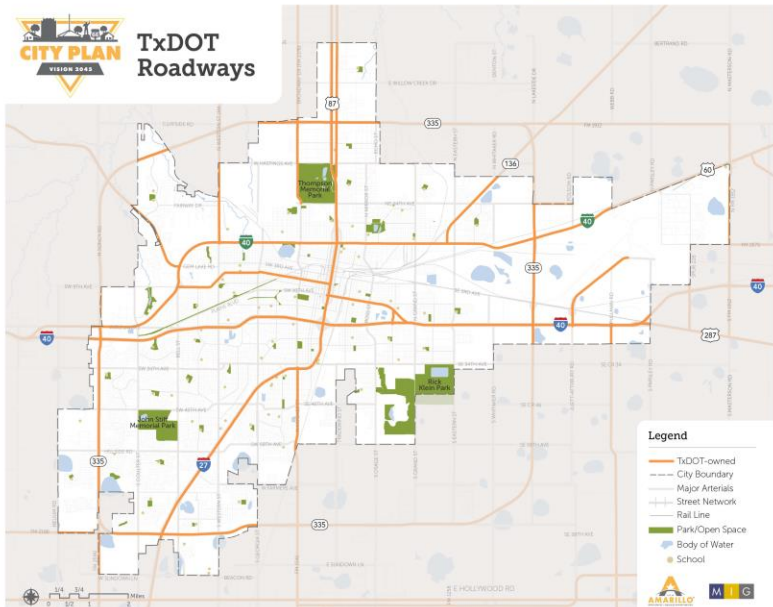
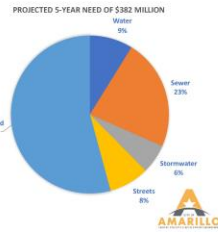
In Amarillo, like many other Texas cities, most of the funds used for building and maintaining things like roads and buildings comes from the general fund, which is made up of sales tax and property tax. While there are some smaller fees for things like water and sewer, most of the money comes from these general sources. Studies done have shown that there are a lot of things in Amarillo that need to be fixed or replaced, but the City doesn't have enough funds to do it all. The estimated cost for all of these projects is \$382 million. The deferred maintenance costs are competing with funds for growth.

## TRENDS AND KEY TAKEAWAYS:

- The current funding for basic infrastructure is not able to fully fund the necessary maintenance, operations, planning, and growth for the City of Amarillo. The projected five-year funding need for water, sewer, streets and drainage is \$382 million, of that 54% is currently unfunded.

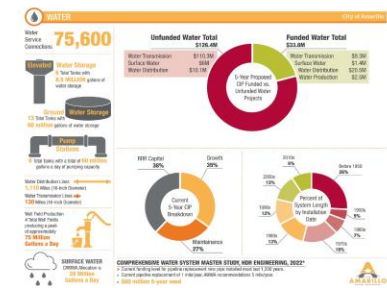
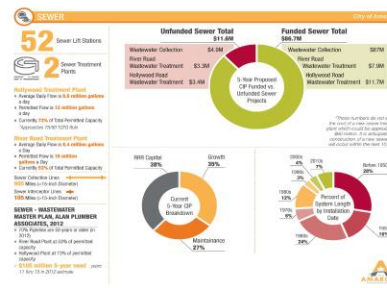
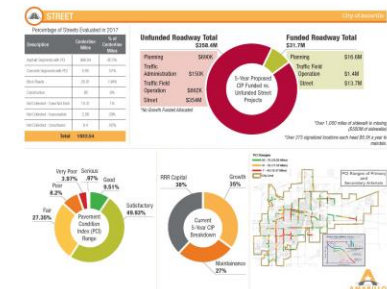
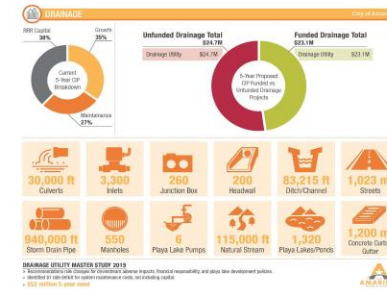
What does infrastructure funding look like?

- Water:** Current 5-year CIP = 33.8 M (16.2 M Deficit)
- Sewer:** Current 5-year CIP = 86.8 M (18.2 M Deficit)
- Stormwater:** Current 5-year CIP = 23 M (29 M Deficit)
- Streets:** Current 5-year CIP = 31.3 M (143.7 M Deficit)



## Partnership for Development Progress

In 2021, a group called the Partnership for Development Progress was created to help find a way to get more money for these projects without putting more costs on Amarillo taxpayers. The group suggests creating a special fund just for street work, prioritizing which streets need work the most, and having developers pay for new street infrastructure.



# Explore the Workshop!

Visit all the stations and fill up your passport for a chance to win the raffle!

# City Plan – Vision 2045

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