City Plan – Vision 2045

Community Workshop #2

May 2, 2023

11:30 AM - 1:30 PM

Amarillo Downtown Library

413 SE 4th Ave





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 Saul Vazquez, Senior Project Associate











Introductions – Org Chart by Expertise





Process Update



Phases of City Plan





Community Workshops:

COMMUNITY WORKSHOP #1

- Date: March 7, 2023
- Locations: Downtown Library (413 SE 4th) 11:30 AM 1:30 PM and Northwest Library (6100 W 9th) 6:00 – 8:00 PM
- Topic: Existing Conditions
- Attendance: Over 150 residents

COMMUNITY WORKSHOP #2

- Date: May 2, 2023
- Locations: Downtown Library (413 SE 4th) 11:30 AM 1:30 PM and East Library (2232 SE 27th Ave) 6:00 – 8:00 PM
- Topic: Growth Scenarios & Plan Elements Community Workshop















Updates on Engagement

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



City Plan Website

Over 4,000 visitors to the website!



Help Shape Amarillo's Future

Participate in the City Plan – Vision 2045 process



Virtual Open House



Email your Ideas









Features all materials prepared for the project, including:

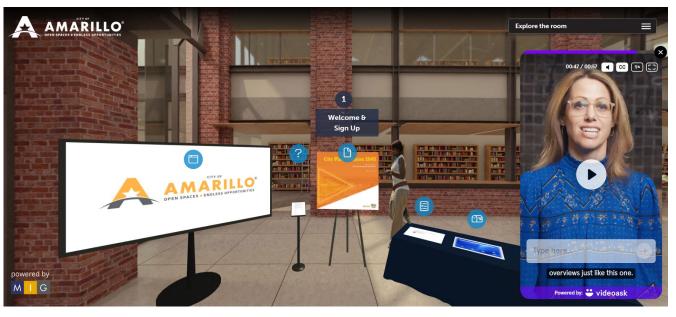
- Vision 2045 Survey
- Virtual Open House
- Upcoming Meeting Schedule
- Community Workshop Presentations
- City Plan Steering Committee Presentations
- Existing Conditions Report
- Public Participation Plan
- And more





Virtual Open House:





- Over 320 visitors between March 20th April 20th
- Provides video introductions at each station to guide users
- Features all materials prepared for Community Workshop #1
- Opportunity to provide feedback or ask questions in a digital format





CITY PLAN - VISION 2045 SURVEY:

OVER 2,000 PARTICIPANTS

(FROM MARCH 1ST TO APRIL 27TH)

HIGHLIGHTS:

- 62% of participants have lived in Amarillo more than 20 years
- 90% of respondents live within city limits of Amarillo

Respondents Age Ranges:

- 9% age 24 or younger
- 19% between 25 34
- 20% between 35 44
- 18% between 45 54
- 17% between 55 64
- 16% 65+

SURVEY CLOSES TONIGHT (5/2)!

SURVEY DISTRIBUTION:

- Digital survey shared with 29 Neighborhood Facebook
 Groups
- Student Survey available
- Paper surveys available at five libraries and six senior centers



CITY PLAN - VISION 2045 SURVEY:

TOP 3 PREFERRED INVESTMENTS OVER THE NEXT 20 YEARS:

- 63% favor maintaining existing roads, utilities, and other critical infrastructure.
- 45% favor maintaining and improving existing parks and open spaces
- 45% favor promoting improvements of aging neighborhoods (homes, yards, sidewalks, etc.)

TOP 3 PREFERRED WAYS AMARILLO SHOULD GROW IN THE NEXT 20 YEARS:

- 63% favor redevelopment of older, rundown areas to develop mixed income neighborhoods close to existing amenities
- 51% favor infill development on vacant sites with new housing and commercial uses as appropriate
- 50% favor developing additional walkable centers and other places that provide shopping, dining, and employment close to where people live

TOP 3 PRIORITIES THAT MUST BE ADDRESSED TO ENSURE SUCCESS FOR AMARILLO OVER THE NEXT 20 YEARS:

- 56% Overall Affordability
- 47% Aging Infrastructure
- 41% Economic Development



City Plan Steering Committee

- November 7, 2022 Orientation (In-Person)
 - March 6, 2023 Existing Conditions (In-Person)
- May 1, 2023 Plan Element Introductions & Growth Scenarios Input (In-Person)
 - July 17, 2023 Alternative Growth Scenarios (Virtual)
 - August 14, 2023 Preferred Growth Scenario, Mobility & Parks (Virtual)
 - September 18, 2023 Mobility and Parks (In-Person)
 - November 6, 2023 City Plan Implementation & Prioritization (Virtual)
 - **December 11, 2023 or January 8, 2024** Implementation Strategies and Draft Plan (Virtual)

POP-UP EVENTS:

PARTICIPATED IN:

- Eastridge Neighborhood Pet Vaccine Pop-Up (80 attendees)
- NAACP meeting (20)

UPCOMING:

- Republic Women Luncheon May 18th
- Business Connections Trade Show May 18th
- First Thursdays on 6th June 1st
- Route 66 Kick-Off Celebration June 2nd
- Amarillo Community Market Opening Day June 10th



ADDITIONAL ENGAGEMENT:

STUDENT OUTREACH:

- Student survey available
- Student Video
- Website landing page created and shared to four public schools and seven private schools

SOCIAL MEDIA INTERACTIONS:

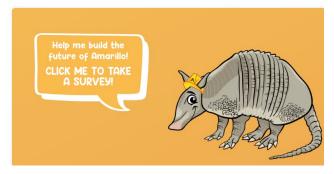
- 12 posts on Facebook, Instagram, and Twitter
- 61,865 impressions/8,105 reach

EMAIL DISTRIBUTION:

- 2 City-wide Emails:, 21,738 total subscribers
- 2 Employee Emails: 1,500 total subscribers
- City Center Email: 3,900 total subscribers
- Amarillo Association of Realtors
- Builders Association



STUDENTS







Workshop Objectives



Meeting Objectives

1. Introduction of Initial Plan Elements

- Land Use & Community Character
- Housing & Neighborhoods

2. Place Types

- Introduction
- Preview of Current Growth Scenario
- Case Studies

3. Community Feedback

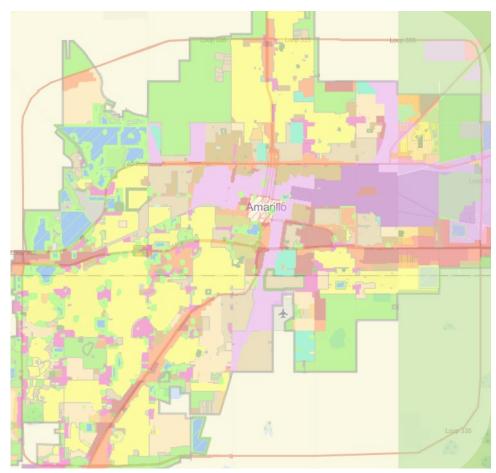
- Prioritize Place Type Categories
- Give Feedback on Case Study Preferences
- Identify Areas of Opportunity and Concern on the Current Growth Scenario

Plan Elements Overview



Land Use & Community Character Overview

- Assessment of Land Use Consistency
- Catalog and Summarize Existing Community Character
- Assess Potential Impacts to that Character within Growth Scenarios
- Develop Preferred Growth Scenario
- Establish Supporting Policies





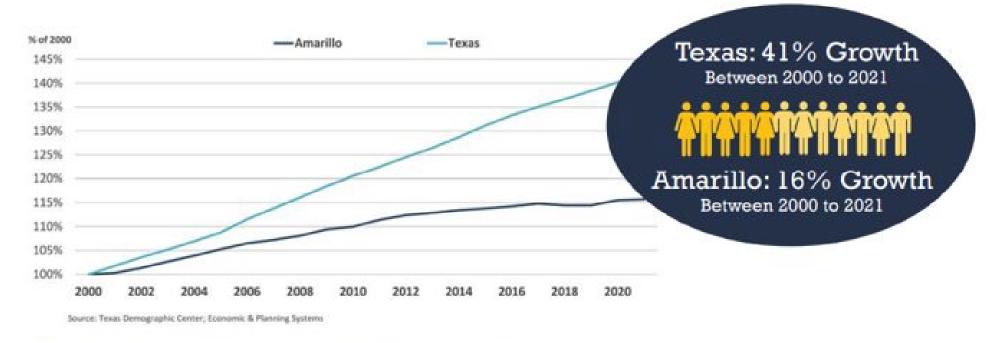


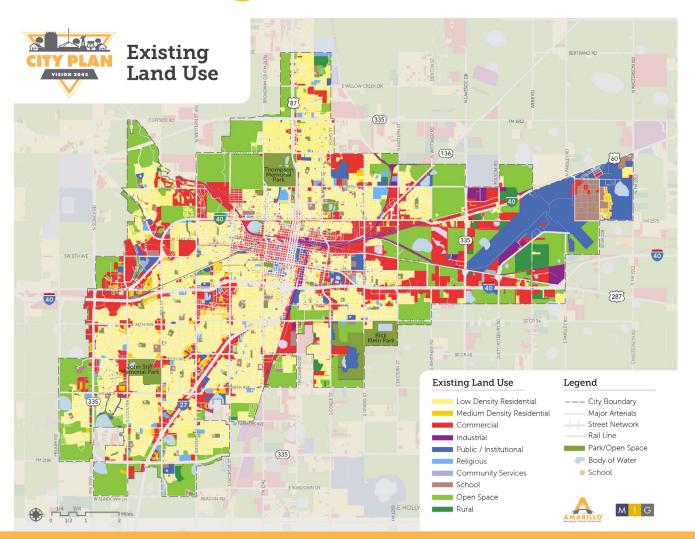
Figure 2. Population, Indexed, Amarillo and Texas, 2000-2021

Description	2020	2030	2040	2050	2020-2050		
					Total	Ann.#	Ann. %
City of Amarillo	210,242	231,266	254,392	279,831	69,589	2,320	0.96%
Planning Area	246,676	276,277	309,430	346,562	99,886	3,330	1.14%
Amarillo MSA	278,000	306,787	335,200	363,218	85,218	2,841	0.90%
Potter County	134,041	147,734	161,602	175,083	41,042	1,368	0.89%
Randall County	133,494	148,264	162,786	177,431	43,937	1,465	0.95%





Land Use & Community Character: Existing Conditions

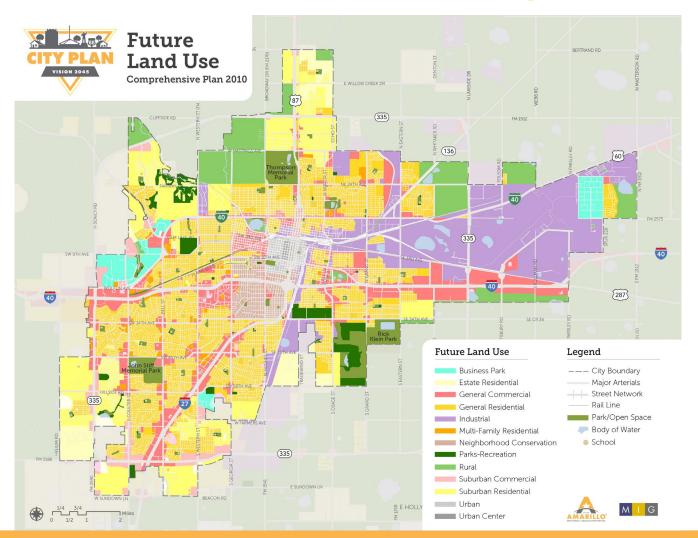


Existing Land Use	Acres	% of Land Use
Low Density Residential	16,438.7	28.4%
Medium Density Residential	961.5	1.7%
Commercial	11,419.8	19.7%
Industrial	1,297.9	2.2%
Public/Institutional	7,098.3	12.3%
Religious	1,036.3	1.8%
Community Services	302.8	0.5%
School	1,667.2	2.9%
Open Space	15,796.6	27.2%
Rural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





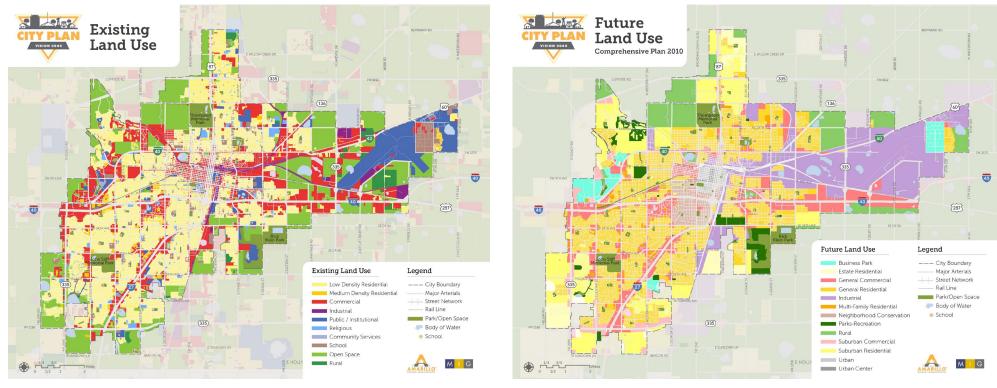
Land Use & Community Character: Future Land Use (from 2010 Plan)



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%	



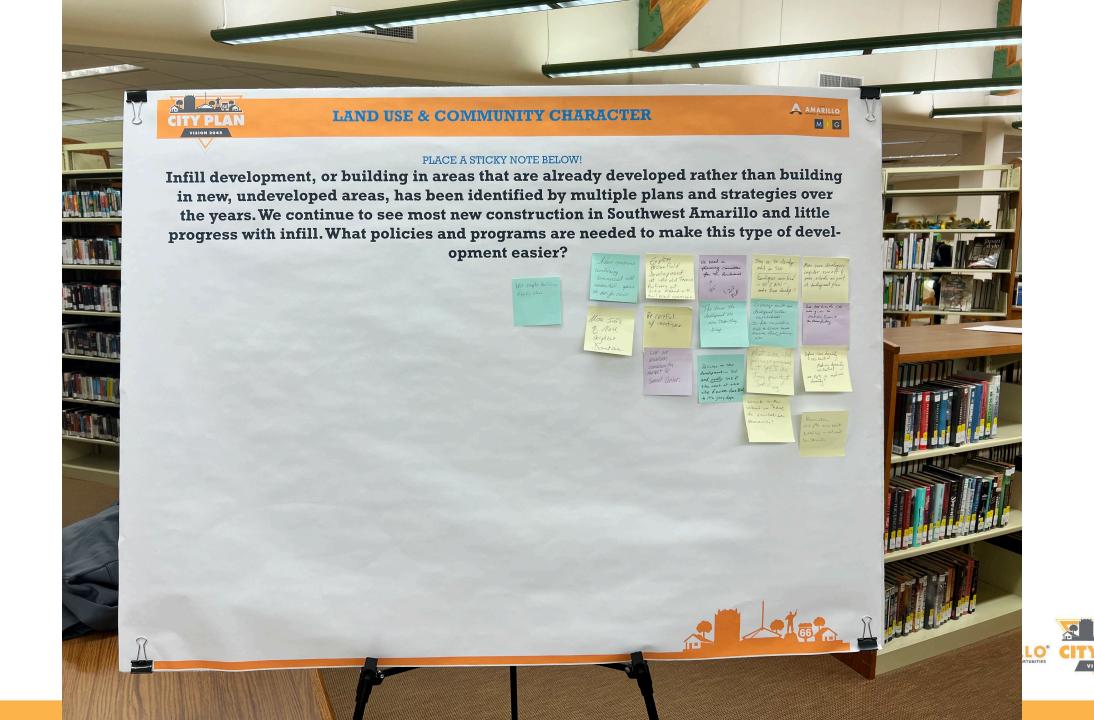
Land Use & Community Character



- Future Land Use from 2010 targets **distinct** and defined **urban** and **urban center areas** (mixed-use, high-density residential, and live-work units), but these areas are predominantly commercial and public/institutional uses today.
- Existing Land Use distribution shows **distinct commercial areas** that need to be better addressed in growth scenario.
- Industrial, general residential, and general commercial future land uses are consistent with existing land uses.







Land Use & Community Character

- Concerns about mixing residential and commercial
- Interest in redeveloping brownfield sites
- Support for strategic infill
- Address older parts of the community
- Work with "what we have" to revitalize Amarillo



Housing & Neighborhoods: Overview

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





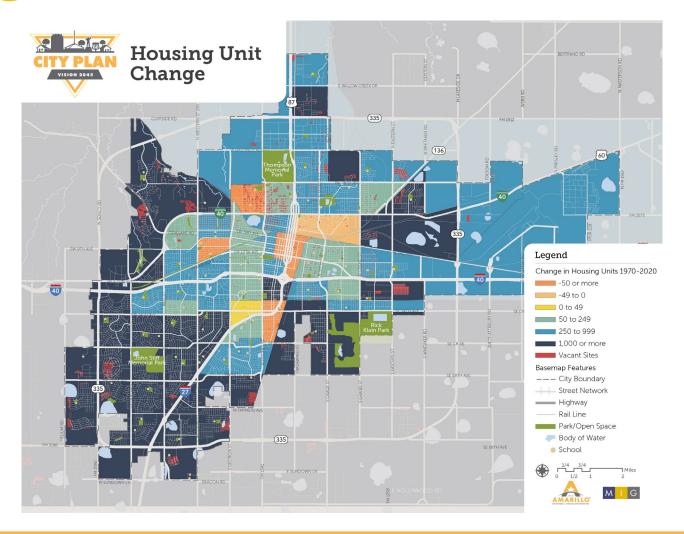


AMARILLO
CDS RESINTEL HOUSING STUDY 2022





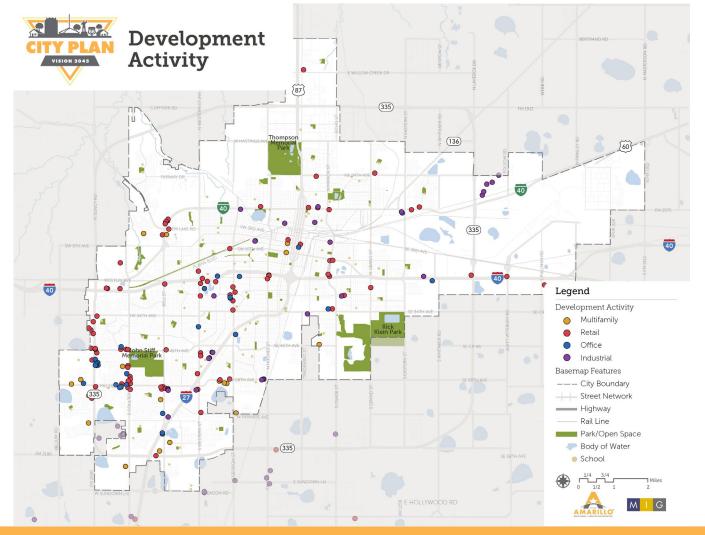
Housing & Neighborhoods: Existing Conditions







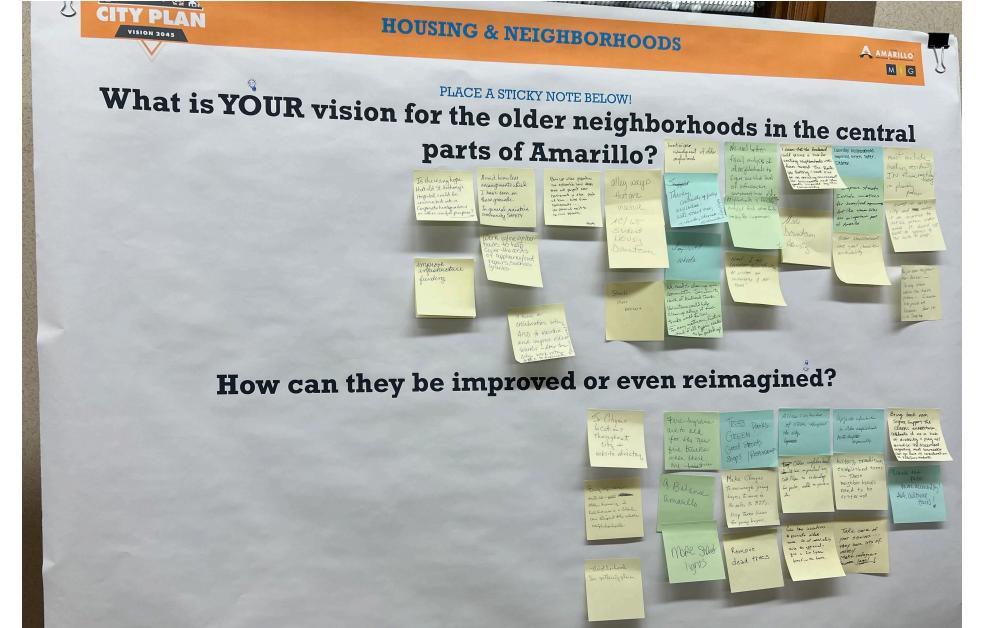
Housing & Neighborhoods: Existing Conditions















Housing & Neighborhoods

- More housing and housing diversity in Downtown
- Provide assistance to improve existing housing
- Stabilize existing neighborhoods that are still intact
- Consider redevelopment of some neighborhoods to create better quality affordable and workforce housing options
- Ensure all neighborhoods have access to shopping, services and recreation
- Discourage new housing outside City limits



Place Types



NEIGHBORHOOD PLACE TYPES





NEIGHBORHOOD -LOW

PURPOSE: To recognize neighborhoods which are primarily single family detached housing, guide development of new "traditional neighborhoods", and promote a thoughtful introduction of other affordable to market-rate housing types in these areas in ways that maintain their character. These neighborhoods require existing adequate public facilities and services and shall be consistent with the Neighborhood Planning Unit concept.

Primary Land Use/s: Detached Single Family Residential (SF); Manufactured Housing

Secondary Land Use/s: Accessory Dwelling Units; Public/Institutional; Parks

Housing Density: 1 - 9 DU/acre

Job Density: N/A

Mobility Characteristics: Lower density road network, primarily local streets; sidewalks and/ or multi-use pathways and shared streets; transit connections typically on periphery

Parking: Primarily self parked in garages, carports and driveways; Also on-street parking

Parks and Open Space: Neighborhood Parks; Pockets Parks; Trails and Greenways; Common Open Space

Desirable Transitions: Neighborhood - Estate; Neighborhood - Medium; Parks & Open Space; Neighborhood Mixed-Use



NEIGHBORHOOD - MEDIUM

PURPOSE: To recognize existing neighborhoods which are mixed housing types that include affordable to market-rate models. New development shall be consistent with and potentially advance the Neighborhood Planning Unit concept, which will guide the development of new medium density neighborhoods that are better connected to amenities, goods and services.

Primary Land Use/s: Detached Single-Family (SF); Attached Singe-Family (SF); Tiny House; Townhouse; Duplex; Triplex; Fourplex; Live-Work Dwelling Unit; Low to Medium-Scale Multifamily Residential (MF); Accessory Dwelling Unit

Secondary Land Use/s: Public/Institutional; Parks and Open Space

Housing Density: 6 - 22 DU/acre

Job Density: 0.5 jobs/acre

Mobility Characteristics: Medium density road network, primarily collector and local streets; sidewalks; dedicated bike facilities on higher order streets; transit connections on collectors and on periphery

Parking: Primarily self parked in garages, carports and driveways; Small off-street parking lots; Small structured parking; Also on-street

Parks and Open Space: Neighborhood Parks; Community Parks; Pockets Parks and Plazas; Trails and Greenways; Common Open Space

Desirable Transitions: Neighborhood - Low; Parks & Open Space; Neighborhood Mixed-Use; Commercial Mixed-Use



NEIGHBORHOOD -HIGH

PURPOSE: To guide the development of moderate to higher intensity housing types, with multi-family development being the primary use. Development should include affordable and market-rate housing options. These neighborhoods may be a transition between lower intensity Neighborhood Districts and Non-Residential Centers. They help support livework-play environments, as well as higher cost transportation facilities to connect residents to jobs and services.

Primary Land Use/s: Tiny House; Townhouse; Duplex; Live-Work Dwelling Unit; Medium to Higher-Scale MF; Attached SF; Mixed-Use

Secondary Land Use/s: Mixed-Use; Supportive Non-residential; Public/Institutional; Parks and Open Space: Mixed Use Commercial

Housing Density: 9 - 50 DU/acre

Job Density: 2 jobs/acre

Mobility Characteristics: High density road network, with full complement of street types; sidewalks and dedicated bike facilities throughout; transit connections at mobility hubs throughout

Parking: Primarily structured parking and small dispersed off-street parking lots; Self parked in garages; Also on-street

Parks and Open Space: Community Parks; Regional Parks; Community-Scaled Plazas; Pockets Parks and Plazas; Trails and Greenways

Desirable Transitions: Neighborhood - Medium; Neighborhood Mixed-Use; Commercial Mixed-Use; Regional Mixed-Use; Commercial; Campus







NEIGHBORHOOD MIXED-USE

PURPOSE: These areas are characterized by a mix of residential uses and lower density retail, office, and/or service uses. They provide appropriate transitions between mixed use, non-residential place types and neighborhood place types. Transitions should be achieved in the form of both use and built form with low height and moderate bulk.

Primary Land Use/s: Small-Scale Retail and Services; Mixed Use; Live-Work; Attached Single Family; Multi-Family

Secondary Land Use/s: Detached Single Family; Tiny House; Duplex; Small-Scale Office; Public/ Institutional; Parks and Open Space

Housing Density: 9 - 22 DU/acre

Job Density: 25 jobs/acre

Mobility Characteristics: Medium density road network, Collector Street and Arterial Streets; sidewalks; dedicated bike facilities on higher order streets; transit connections on collectors and on periphery; if located at the intersection of roadways in the middle of a residential area shall include at least two lots

Parking: Primarily on-street and small off-street parking lots; Some self-parked in garages, carports and driveways

Parks and Open Space: Neighborhood Parks; Community Parks; Pockets Parks and Plazas; Trails and Greenways; Common Open Space

Desirable Transitions: Neighborhood - Low; Neighborhood - Medium; Neighborhood - High; Commercial Mixed-Use; Regional Mixed-Use; Commercial; Campus



COMMUNITY MIXED-USE

PURPOSE: These areas are characterized by a mix of moderate density residential, retail, office, civic, institutional, and /or service uses located at higher visibility locations and serving multiple neighborhoods. Community Centers provide resident and employees convenient, safe, and equitable access to services. They should be distributed throughout the city such as along corridors or major intersections.

Primary Land Use/s: Small to Medium-Scale Retail and Services; General Commercial and Mixed Use; Medium-Scale Multi-Family; Single Family Attached; Live/Work Dwelling Unit

Secondary Land Use/s: Small to Medium-Scale Office; Parks and Open Space; Public/Institutional

Housing Density: 15 - 36 DU/acre

Job Density: 50 jobs/acre

Mobility Characteristics: Typically along a Collector or Arterial Streets or at a central intersection; mobility hub/s with transit connections embedded along or within; sidewalks along, within and connecting to; bike facilities typically connecting and parallel to

Parking: Primarily on-street and small off-street parking lots (shared parking highly encouraged); Some self-parked in garages, carports and driveways

Parks and Open Space: Neighborhood Parks; Community Parks; Pockets Parks and Plazas

Desirable Transitions: Neighborhood - Medium; Neighborhood - High; Neighborhood Mixed-Use; Regional Mixed-Use; Commercial; Campus



REGIONAL MIXED-USE

PURPOSE: These areas are characterized by a higher density mix of commercial and residential uses in a well-connected and walkable place. There are minimal setback requirements to create or support an urban development pattern in this center.

Primary Land Use/s: Medium to Higher-Scale Retail and Services; Medium to Higher-Scale Mixed Use; Hospitality; Medium to Higher-Scale MF; Medium to Higher-Scale Commercial; Live/Work Dwelling Unit

Secondary Land Use/s: Public/Institutional; Parks and Open Space; Mixed Use Commercial; Townhouses: Parks

Housing Density: N/A

Job Density: 75 jobs/acre

Mobility Characteristics: High density road network, with full complement of street types; sidewalks and dedicated bike facilities throughout and connecting to; transit connections at mobility hubs throughout

Parking: Structured parking and off-street parking lots (shared parking highly encouraged and should be well-landscaped); On-street.

Parks and Open Space: Neighborhood Parks; Community Parks; Pockets Parks and Plazas; Trails and Greenways; Common Open Space

Desirable Transitions: Neighborhood - High; Community Mixed-Use; Commercial; Campus; Innovation











COMMERCIAL

PURPOSE: To facilitate lower density, more auto-oriented to higher intensity commercial, retail, and employment opportunities that are better connected to each other and the surrounding development types.

Primary Land Use/s: Medium to Higher-Scale Commercial; Parks and Open Space

Secondary Land Use/s: Supportive Service Commercial; Minimal General Commercial; Medium to Higher Intensity Mixed Use; Hospitality

Housing Density: N/A

Job Density: 40 jobs/acre

Mobility Characteristics: Medium density road network, primarily collector and local streets; sidewalks and multi-use pathways throughout and connecting to; dedicated bike facilities on higher order streets; transit connections on collectors and on periphery

Parking: Structured parking and off-street parking lots (shared parking highly encouraged and should be well-landscaped); On-street

Parks and Open Space: Neighborhood Parks; Community Parks; Community-Scaled Plazas; Pockets Parks and Plazas; Trails and Greenways; Common Open Space

Desirable Transitions: Neighborhood - Medium; Neighborhood - High; Neighborhood Mixed-Use; Community Mixed-Use; Regional Mixed-Use; Campus; Innovation





CAMPUS

PURPOSE: To facilitate lower to higher intensity employment opportunities that are in a campus environment and well connected internally and complementary to surrounding development types.

Primary Land Use/s: Medical; Small to Higher-Scale Office; Public/Institutional

Secondary Land Use/s: Supportive Service Commercial; Parks and Open Space

Housing Density: N/A

Job Density: 50 jobs/acre

Mobility Characteristics: Lower to Medium density road network with accommodations for large vehicles; multi-use pathways and sidewalks; dedicated bike facilities throughout; transit connections at key nodes

Parking: Primarily off-street parking lots (should not be prominent feature and should be well-landscaped); Also on-street

Parks and Open Space: Community Parks; Regional Parks; Pockets Parks and Plazas; Trails and Greenways; Common Open Space

Desirable Transitions: Neighborhood
- Medium; Neighborhood - High;
Neighborhood Mixed-Use; Community
Mixed-Use; Regional Mixed-Use; Campus;
Innovation



INNOVATION

PURPOSE: To facilitate small-scale, clean fabrication and manufacturing uses to innovation with supporting higher scale office, commercial, and residential uses. Supports industrial arts, art-oriented fabrication, creative businesses and work spaces, fabrication, processing and assembly, technological learning centers, vocational training, and research/development institutions. These are small to higher-scale mixed-use centers that are vertically or horizontally distributed.

Primary Land Use/s: Light Industrial with Commercial, Residential, and Office Uses; Public/Institutional; Live/Work Dwelling Unit; Small to Higher-Scale Multi-Family

Secondary Land Use/s: Supporting Lower Density Office; Low to Higher Intensity Mixed Use; Supportive Service Commercial

Housing Density: N/A

Job Density: 45 jobs/acre

Mobility Characteristics: Lower to Medium density road network with accommodations for large vehicles; multi-use pathways and sidewalks; dedicated bike facilities throughout; transit connections at key nodes

Parking: Primarily on-street and small offstreet parking lots; Some self-parked in garages, carports and driveways

Parks and Open Space: Neighborhood Parks; Community Parks; Pockets Parks and Plazas

Desirable Transitions: Neighborhood -High; Community Mixed-Use; Regional Mixed-Use; Commercial; Campus; Manufacturing & Logistics; Parks & Open Space



MANUFACTURING & LOGISTICS

PURPOSE: To support manufacturing uses, business park, limited retail/service uses, and processing and fabrication.

Primary Land Use/s: Light to Heavy Industrial: Warehouse and Distribution

Secondary Land Use/s: Supporting Lower Density Office and Agricultural

Housing Density: N/A

Job Density: 35 jobs/ acre

Mobility Characteristics: Lower to Medium density road network with accommodations for large vehicles; multi-use pathways and sidewalks; dedicated bike facilities throughout; transit connections at key nodes

Parking: Primarily off-street parking lots; Some self-parked in garages, carports and driveways

Parks and Open Space: Neighborhood Parks; Community Parks; Pockets Parks and Plazas

Desirable Transitions: Commercial; Campus; Innovation; Parks & Open Space



PARKS & RESERVE PLACE TYPES



PARKS & OPEN SPACE

PURPOSE: To provide active and passive recreation, as well as preserve natural areas in existing and new parks and open space.

Primary Land Use/s: Parks, improved open space Secondary Land Use/s: Public/Institutional, Hospitality, Entertainment; Small-Scale Retail and Services

Housing Density: N/A
Job Density: N/A

Mobility Characteristics: Limited and should typically limit higher order streets; heavy emphasis on pedestrian facilities, typically in the form of trails and pathways; may accommodate bikes; transit connections typically on periphery; In developed areas, lower density road network, primarily local streets; sidewalks and/or multi-use pathways and shared streets

Parking: Primarily off-street parking lots and on-street parking.

Parks and Open Space: Primarily Trails and Greenways; Common Open Space; Also Neighborhood Parks; Community Parks; Regional Parks; Pocket Parks and Plazas

Desirable Transitions: Neighborhood - Low; Neighborhood - Medium; Innovation; Manufacturing & Logistics



RESERVE

PURPOSE: Identify areas to conserve and reserve for future development as a means of focusing more intensive development in other areas of the community. Land reserved for agricultural or ranching purposes.

Primary Land Use/s: Agricultural, farms, ranches, recreational, and undeveloped land

Secondary Land Use/s: Large estates

Housing Density: N/A

Job Density: N/A

Mobility Characteristics: Low density rural road network; county roads

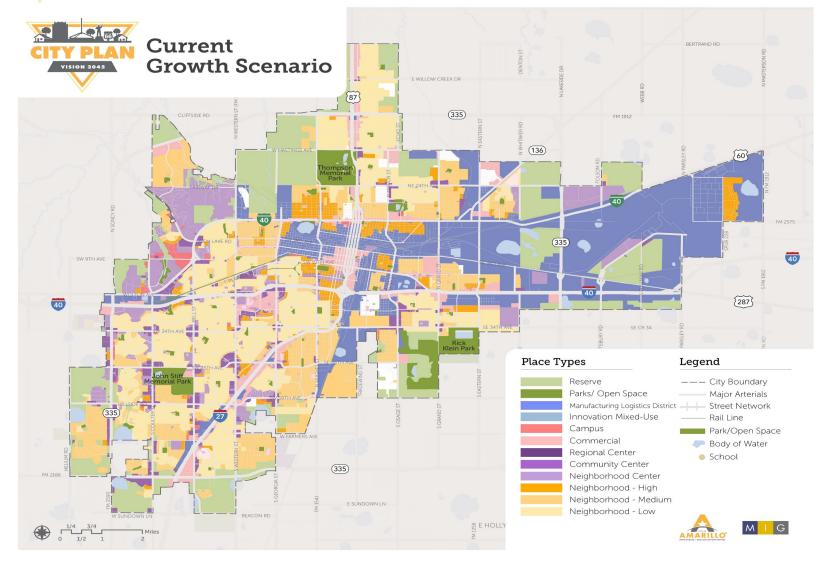
Parking: N/A

Parks and Open Space: N/A
Desirable Transitions: N/A















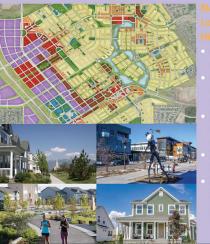
NEIGHBORHOOD PLACE TYPES



Name: New Haven Location: Ontario, CA Highlights:

- 124 acre master planned community
- Construction began in 2015
- Residential Options: Attached Townhomes, Courtyard Homes, Detached Single-Family
- Features: Recreation Center, Parks, Outdoor Fitness Stations, Kids Splash Zone, Performance Stage, Dog Park

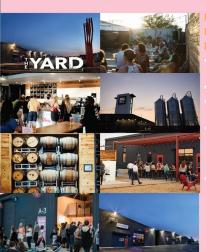
MIXED-USE PLACE TYPES



Name: Daybreak Community Location: South Jordan, Utah Highlights:

- Over 4,000 acre master planned community
- Construction began in 2004 and community will continue to build out for the next 18 - 20 years
- Full build out will include over 20,000 residences and 9.1 million square feet of commercial space
- Residential Options: Townhomes, Condos, Detached Single-Family
- Features: Community Center, Grocery Store, Schools, Shopping Center, Trail Network, Parks, Bike & Skate Park, and Restaurants

DISTRICT PLACE TYPES



Name: The Yard Location: Austin, TX Highlights:

- Mixed-use development located in revitalized warehouse district
- 200,000 square foot complet
- Retail, Service, Manufacturing, Entertainment, and Office Uses
- Businesses include: distillery, brewery, fitness club, print shop, e-commerce office, outdoor recreation business, realtor, food trucks, and more
- In operation since 2016

PARKS & RESERVE PLACE TYPES





Name: Phil Hardberger Park Location: San Antonio, TX Highlights:

- 330 acre sustainable urban parl
- Opened in 2010
- Classified as a natural area, with 75% of the park to remain in its natural state.
- 7.5 miles of trails
- Features: Trails, playscapes, dog parks, picnic facilities, basketball courts, outdoor classroom, Urban Ecology Center



Explore the Workshop!

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



City Plan – Vision 2045

Community Workshop #2

May 2, 2023

11:30 AM - 1:30 PM

Amarillo Downtown Library

413 SE 4th Ave



