

Meeting Summary

Amarillo City Plan – Vision 2045

City Plan Community Workshop #2

Vision, Values and Goals

Date: **05/02/2023**

Time: **11:30 AM – 1:30 PM and 6:00 – 8:00 PM**

Location: **Downtown Library (413 SE 4th) and East Library (2232 E 27th Ave)**

City Plan Team Participants

City Plan Project Team

- Emily Koller (Amarillo)
- Joy Stuart (Amarillo)
- Cody Balzen (Amarillo)
- Brady Kendrick (Amarillo)
- Chris Jackson (Amarillo)
- Ella Ward (Amarillo)
- Jay Renkens (MIG)
- Saul Vazquez (MIG)



i. Overview:

The purpose of Community Workshop #2 was to provide an overview of the types of engagement conducted to date; discuss the Role of City Plan; introduce Place Types; introduce the current growth scenario for the City; and have an open discussion at stations around the room about the Case Studies applicable to Place Types; prioritization preferences of Place Type categories; and areas of opportunity and concern on the current growth scenario.

The workshop began with a presentation from the MIG team and was followed by an open house format meeting where attendees used a passport activity to guide

them through stations for each plan element. The following is an overview of the boards featured at each station and the feedback solicited:

City Plan Website

Over 4,000 visitors to the website!



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




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

- What is City Plan?
 - Included a description of City Plan and explanation of how City Plan relates to recent planning efforts.
- Engagement to Date:
 - Featured statistics on engagement on the City Plan website, Virtual Open House, City Plan – Vision 2045 Survey, Community Workshops, City Plan Steering Committee Meetings, Pop-Up Events, and Additional Engagement.
- Neighborhood Place Types:
 - Described the purpose and characteristics of Neighborhood – Low, Neighborhood – Medium, and Neighborhood – High Place Types.
 - Participants provided input the preferred location of these place types within the City.
- Mixed-Use Place Types:
 - Described the purpose and characteristics of Neighborhood Mixed - Use, Community Mixed-Use, and Regional Mixed-Use Place Types.
 - Participants provided input the preferred location of these place types within the City.
- District Place Types:
 - Described the purpose and characteristics of Community, Campus, Innovation, and Manufacturing & Logistics Place Types.
 - Participants provided input the preferred location of these place types within the City.
- Parks & Reserve Place Types:
 - Described the purpose and characteristics of Parks & Open Space and Reserve Place Types.
 - Participants provided input the preferred location of these place types within the City.
- Current Growth Scenario:
 - Map showing the draft place type categories throughout the City according to the City’s current growth pattern.
 - Participants were asked to identify areas of opportunity and concern on the current growth scenario.

- Place Type: Case Studies
 - Case studies of each place type were presented and detailed.
 - Participants provided input on which place type case studies reflect what they want to see in their community.
- Place Types:
 - Attendees responded to the question “Which Place Type Categories Do You Want Prioritized as the City Grows in the Future?”
- Future Land Use Map
 - The Map was shown as a reference for the future land use designations desired during the Amarillo Comprehensive Plan (2010) process.

Below are the attendee responses to the station questions listed above:

Which Place Type Case Studies Reflect What You Want to See in Your Community?

- Link park-open space; there is need for both reserve and park; reserve-recreation and teaching space. Link-celebrate journey to get there, bike route, signage, light
- Thompson Park has bigger potential. How to renew/celebrate as part of city and north heights renewal
- Mixed use-increase potential to walk to grocery, services. Stop encouraging subdivisions that require cars to get to work or school or commercial. Give people options
- Link parks to neighborhood. Sanborn Park and Ellwood seem forgotten - new playground equipment needed and there is a neglected fountain
- Amarillo already has authentic history-industrial, railroad, agriculture areas. Celebrate the history and reuse/development
- Amarillo has examples of these types: Innovation outpost; AC revolution-WTAMU; Historic 3rd-east of convention center



Identify Areas of Opportunity & Concern on the Scenario (Referencing the Current Growth Scenario):

- Invest in safety in Eastridge neighborhood doesn't feel safe to walk around,
- Consider placing commercial spaces east of 1-27. All we have are truck stops and Walmart

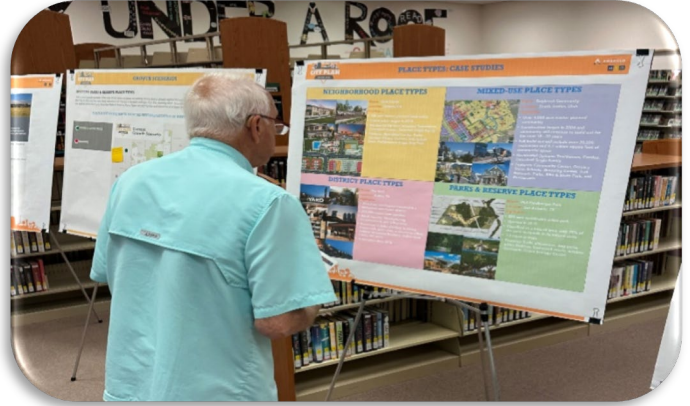
- Look into the bike & hike pedestrian plan
- Reduce manufacturing reserve space for residential
- Add coop 335-opportunities to connect
- Provide community centers that are geared to 55+ population
- Think about providing a downtown residents focus group to learn their needs
- Look at case studies that are comparable to Amarillo to help guide process moving forward
- Eastridge and Barrio: need more food options more east of 87
- Evaluate commercial businesses who want to come to Amarillo that would use massive amounts of water. Intended commitment to senior should be acted on
- Neighborhood Walmart east of 27 should be the anchor
- Don't forget about equity
- Concentrate improvement to areas and allow spillover to adjacent neighborhood. Downtown, medical center, Soncy/45th
- Community/activity center for 55+ as well as meals for this community
- We have a great street network that lends itself for connectivity. Need better signage and bike facilities
- It's important to consider locations of parks/open spaces, given environmental (drought) concerns
- Improvement zone-1-40 acts as our main St. We are on 1-40 to get to key commercial/medical/workplaces. Travelers only see 1-40 but Amarillo doesn't look so good from 1-40. None of our unique history or character is shared, clean it up
- Exits to downtown-not celebrated. Wolflin renovation totally transformed Georgia commercial district. Amarillo is a hub in the panhandle-everyone arrives and gets to 1-40
- Invest in lower income communities (pocket parks) places for community gathering spaces
- Reduce industrial and converting to uses for families and communities
- Walford center north heights as an option to host mtg
- Consider reaching out to neighborhood consultants and trying to reach out to more people through them

Neighborhood Place Types:

- Getting innovations & help develop low-income housing

Mixed-Use Place Types:

- Neighborhood mix use would be awesome for the east side of town to help get L-C to the same/close to as southeast places
- Need to involve ASCA in planning, call Tom Scherten. Make green space by loop for future growth



Parks & Reserve Place Types:

- Southeast Park could use some updating or some love

Which Place Type Case Study Reflects What You Want to See in Your Community?

- Need a builder to create senior community
- Neighborhood design like bucket, Belmar, Olsen, western, add walking trails

Mapping: Parks & Reserve Place Types:

- Pretty landscape and canton area need protecting

Mapping: District Place Types:

- Keep heavy industry zones out of minority communities/low income. Keep them outside of runoff/potential hazard areas. Multi-replace with use

Other Comments:

- Address seniors in City Plan

