

Meeting Summary

Amarillo City Plan – Vision 2045

City Plan Stakeholder Committee Meeting #3

Existing Conditions

Date: **05/01/2023**

Time: **5:30 PM – 7:30 PM**

Location: **500 S Buchanan Street**

City Plan Team Participants

City Plan Project Team

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

City Plan Steering Committee (CPSC)

- Alan Abraham
- Greg Bliss
- Cindi Bulla
- Matt Chamberlain
- Sherrie Ferguson
- Ernesto Guzman
- Andrew Hall
- Tim Ingalls
- Teresa Kenedy
- Tommie Knox
- Dipak Patel
- Joseph Peterson
- Tiffany Podzemny
- Mason Rogers
- Ann Scamahorn
- RJ Soleyjacks
- Renee Whitaker
- Ben Whittenburg



i. Overview:

The purpose of CPSC Meeting #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 in small groups assessing the areas of opportunity and concern on the

current growth scenario and desired locations for place types for the future growth of the City.

The meeting began with the Project Team detailing the community engagement and outreach touchpoints to date; an overview of initial plan elements, including Land Use & Community Character and Housing & Neighborhoods; introduction of Place Types; preview of the Current Growth Scenario; overview of Case Studies for Place Types; and the meeting wrapped up with a group exercise prioritizing place type categories and a discussion to gather input on desired future growth.

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



During the prioritization discussion, the CPSC determined their top four place type priorities to be:

- Community Mixed-Use
- Parks & Open Space
- Neighborhood Mixed-Use
- Innovation

See full polling results below:



The CPSC also shared the following thoughts on the Place Type categories overall and provided input on updates to consider:

- Encourage growth within the City
- Facilitate a process for new development
- Create a development “package” utilizing incentives
- Assess and understand why current zoning regulations make new development difficult
- Allow upzoning by right at certain locations
- Blend use and function within new categories
- Prioritize “demand” of development

Additionally, below are the results from the small group mapping exercise to identify the desired future growth of the City:





