

City Plan – Vision 2045

City Plan Steering Committee – July 17, 2023



CITY OF
AMARILLO[®]
OPEN SPACES • ENDLESS OPPORTUNITIES



City Plan Project Team

City Plan Project Team



Planning Department

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Supporting
Sub-Consultants



CLARION



Meeting Objectives

Meeting Objectives

1. Process Update & Engagement Summary
2. Vision and Guiding Principles
3. Highlights of Land Demand Analysis
4. Community and Steering Committee Scenario Input
5. Base Scenario & Capacity Scenario
6. Alternative Scenario
7. Discussion

Process Update

Phases of City Plan



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*)

Community Engagement

PARTICIPATED IN THE FOLLOWING ENGAGEMENT OPPORTUNITIES:

Community-Wide Engagement

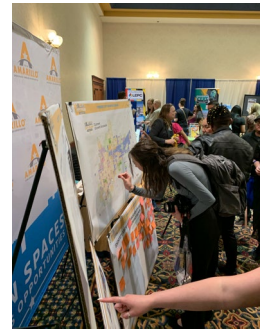
- In-Person Community Workshops including a presentation, visual materials, and an input activity

Pop-up Outreach Events

- Eastridge Neighborhood Pet Vaccine
- NAACP Meeting
- Republican Women Luncheon
- Business Connections Trade Show
- First Thursdays on 6th
- Route 66 Celebration
- Rock in the Park

Small Group/Stakeholder Engagement

- Comprehensive Plan Steering Committee Meetings
- Listening Session(s)
- City Council Briefing
- Planning & Zoning Commission Briefing



Additional Engagement:

VIRTUAL OPEN HOUSE

- Over 320 visitors

CITY PLAN- VISION 2045 SURVEY

- Over 2,000 participants

STUDENT OUTREACH:

- Student survey available
- Interview Highlight video
- Website landing page shared to four public schools and seven private schools

SOCIAL MEDIA INTERACTIONS:

- 12 posts on Facebook, Instagram, and Twitter

EMAIL DISTRIBUTION:

- 2 Citywide Emails:, 21,738 total subscribers
- 2 Employee Emails: 1,500 total subscribers
- City Center Email: 3,900 total subscribers



STUDENTS



What We've Heard

Key Themes:

- Maintain existing Infrastructure
- Provide Safe Community Spaces
- Increase quality of life
- Diversify & Support Affordable Housing
- Amenitize Park Spaces
- Support economic development opportunities
- Revitalize older neighborhoods



KEY AUDIENCES



Vision & Guiding Principles

Community Vision

In 2045, Amarillo is a **diverse, vibrant and family-friendly community** surrounded by wide-open spaces that has reinvested in its original infrastructure, neighborhoods and districts and guided growth on its edges that have **created amenities and opportunities for all Amarilloans**. Amarillo is a regional economic and service hub and national destination that **celebrates its small-town charm, historic and cultural roots and strategic location** with a unique **mix of shopping, employment, housing, entertainment, parks, and open space**.

Guiding Principles

- Create a variety of **walkable destinations** throughout the city while ensuring convenient local and cross-town **connectivity** for cars, bikes and transit.
- Provide a range of **housing opportunities** with nearby employment and services to support all income levels and age groups.
- Prioritize **reinvestment** in existing infrastructure, neighborhoods, districts, and recreational amenities.
- Encourage a **diversity of** low- to medium-scale **places** throughout the city.
- Increase overall **quality of life** for all residents by promoting safe, clean, and protected neighborhoods with well-amenitized park spaces, goods, and services nearby.
- Celebrate **cultural and historic assets** along key corridors and in specific neighborhoods and districts.

Highlights of Land Demand Analysis

Non-residential Land Demand



Forecast Scenarios

Industry cluster specific employment forecast



Building Type Allocation

Convert employment forecast to non-residential building categories



Non-Residential Demand Estimate

Forecast total non-residential space demand



Land Demand Estimate

Convert non-residential space to land demand forecast using FAR estimates

Employment Forecast by Industry, 2022-2050

- Region forecast to grow by over 27,000 jobs between 2022 and 2050
 - Annual average of 977 jobs
 - Higher rate of growth than experienced over recent decade
 - Annual growth rate of 0.8%
- Forecast jobs by industry are translated to demand for building space in four categories
 - Highway commercial
 - Local commercial
 - Office/institutional
 - Industrial/distribution

Sector	2022	2030	2040	2050	Change 2022-2050		
					Total	Ann. #	Ann. %
Driving Industries							
Ag./Forest/Hunting	911	1,026	1,191	1,283	372	13	1.2%
Mining	401	404	408	410	9	0	0.1%
Manufacturing	13,864	15,013	16,583	17,431	3,567	127	0.8%
Transport/Warehousing	4,255	4,793	5,563	5,994	1,739	62	1.2%
Education	11,816	12,395	13,159	13,559	1,743	62	0.5%
Hotel/Restaurant	<u>12,486</u>	<u>14,065</u>	<u>16,323</u>	<u>17,590</u>	<u>5,104</u>	<u>182</u>	<u>1.2%</u>
Subtotal	43,733	47,697	53,228	56,269	12,536	448	0.9%
Business Support Industries							
Utilities	1,566	1,908	2,442	2,765	1,199	43	2.1%
Construction	7,599	8,560	9,934	10,705	3,106	111	1.2%
Wholesale Trade	4,816	4,816	4,816	4,816	0	0	0.0%
Information	1,230	1,230	1,230	1,230	0	0	0.0%
Finance/Insurance	4,614	4,651	4,698	4,721	107	4	0.1%
Real Estate	1,824	1,898	1,995	2,046	222	8	0.4%
Prof. & Tech Services	4,068	4,583	5,318	5,731	1,663	59	1.2%
Mgmt	559	605	669	703	144	5	0.8%
Admin/Waste Mgmt	<u>4,328</u>	<u>4,799</u>	<u>5,461</u>	<u>5,826</u>	<u>1,498</u>	<u>54</u>	<u>1.1%</u>
Subtotal	30,604	33,051	36,564	38,544	7,940	284	0.8%
Community Support Industries							
Health Care	17,165	18,587	20,532	21,582	4,417	158	0.8%
Retail Trade	14,819	15,422	16,211	16,621	1,802	64	0.4%
Arts/Rec	1,475	1,597	1,764	1,855	380	14	0.8%
Other	3,798	3,859	3,937	3,977	179	6	0.2%
Public Admin	<u>4,900</u>	<u>4,939</u>	<u>4,989</u>	<u>5,014</u>	<u>114</u>	<u>4</u>	<u>0.1%</u>
Subtotal	42,157	44,405	47,433	49,048	6,891	246	0.5%
Total	116,494	125,153	137,225	143,860	27,366	977	0.8%

Source: Texas State Demographer; BLS QCEW; Economic & Planning Systems

Non-residential Building Space Demand

- Estimated total demand of 7.3 million square feet by 2050
 - Approx. 270,000 sf annually
 - 54% of demand for industrial space
- Annual demand for space in line with rate of development over past 12 years

Comparison of Historic Growth to Forecast

Description	Historic	Projected
	2010-2022	2023-2050
Industrial		
Total Square Feet	1,947,060	3,936,600
Sq. Feet per Year	162,255	145,800
Avg. Ann. Growth Rate	1.2%	0.9%
Office		
Total Square Feet	301,996	1,121,600
Sq. Feet per Year	25,166	41,541
Avg. Ann. Growth Rate	0.3%	0.5%

Source: Economic & Planning Systems

Building Sq Ft Demand by Use Type, 2022-2050

Sector	Highway Commercial	Local Commercial	Office / Institutional	Industrial / Distribution
Driving Industries				
Ag./Forest/Hunting	5,000	5,000	7,100	63,700
Mining	0	0	300	1,900
Manufacturing	48,200	48,200	67,800	1,525,100
Transport./Warehousing	23,500	0	16,500	694,000
Education	23,500	23,500	198,800	0
Hotel/Restaurant	620,100	620,100	48,500	145,500
Total	720,300	696,800	339,000	2,430,200
Business Support Industries				
Utilities	32,400	0	22,800	205,100
Construction	41,900	0	88,500	531,200
Wholesale Trade	0	0	0	0
Information	0	0	0	0
Finance/Insurance	4,300	4,300	8,200	0
Real Estate	9,000	9,000	16,900	0
Prof. & Tech Services	44,900	44,900	126,400	189,600
Mgmt	0	0	21,900	8,200
Admin/Waste Mgmt	20,200	0	85,400	298,900
Total	152,700	58,200	370,100	1,233,000
Community Support Industries				
Health Care	178,900	59,600	377,600	125,900
Retail Trade	194,600	145,900	17,100	102,700
Arts/Rec	25,600	25,600	3,600	21,600
Other	2,400	2,400	3,400	10,200
Public Admin	0	0	10,800	13,000
Total	401,500	233,500	412,500	273,400
Total	1,274,500	988,500	1,121,600	3,936,600
Ann Average	47,204	36,611	41,541	145,800

Source: Economic & Planning Systems

Non-residential Land Demand

- 910 total acres of land demand from 2023-2050
 - 33.7 acres of demand annually from 2023-2050
- Majority of land demand is from 'Driving Industries'- mostly Manufacturing, Transport/warehousing, Hotel/Restaurant
- About 2/3 of land demand is for industrial/distribution development.

Employment Forecast by Industry, 2022-2050

Sector	Total Acres				Total
	Highway Commercial	Local Commercial	Office / Institutional	Industrial / Distribution	
Amarillo, 2023-2050					
Driving Industries	82.7	53.3	25.9	371.9	533.9
Business Support Industries	17.5	4.5	28.3	188.7	239.0
Community Support Industries	<u>46.1</u>	<u>17.9</u>	<u>31.6</u>	<u>41.8</u>	<u>137.4</u>
Total	146.3	75.6	85.8	602.5	910.2
Ann Average	5.4	2.8	3.2	22.3	33.7

Source: Economic & Planning Systems

Residential Land Demand



Forecast Growth

Number of households forecast for Amarillo – based on population forecast



Household Structure

“Consumer Groups”

Age of householder, HH size, family type



Unit Type

Demand by housing unit type. Incorporates density assumptions



Residential Land Demand

- City estimated to grow by 21,000 households by 2050
 - Generates demand for 22,000 housing units
 - 818 units annually
- Projections in line with recent growth in housing stock

Forecast Housing Growth, 2023-2050

Description	2023	2030	2040	2050	Totals
					2023-2050
Population	210,242	222,302	240,740	260,708	50,466
Avg. HH Size	2.40	2.40	2.40	2.40	2.40
Households	87,601	92,626	100,308	108,628	21,027
Vacancy Factor					5%
Housing Unit Demand	87,601	92,626	100,308	108,628	22,079

Source: Economic & Planning Systems

Comparison of Historic Growth to Forecast

Description	Historic		Projected
	2000-2021	2010-2021	2023-2050
Total Units	15,009	9,561	22,079
Units per Year	715	869	818
Avg. Ann. Growth Rate	0.90%	1.06%	0.80%

Source: Economic & Planning Systems

Residential Land Demand

- Total land demand of 3,827 acres for residential over the next 30 years;
 - 141 acres annually
- Majority driven by single-family detached housing

Housing Unit Demand by Type, 2022-2050

Description	Total, 2022-2050
Total Housing Units	22,079
Single Family Detached	60%
Single Family Attached	10%
Townhouse	5%
Multifamily	25%
Single Family Detached	13,247
Single Family Attached	2,208
Townhouse	1,104
Multifamily	5,520

Source: Economic & Planning Systems

Housing Land Demand, 2022-2050

Description	Total, 2023-2050
Total Land Demand	
Single Family Detached	3,312 acres
Single Family Attached	221 acres
Townhouse	74 acres
Multifamily	221 acres
Total	3,827 acres

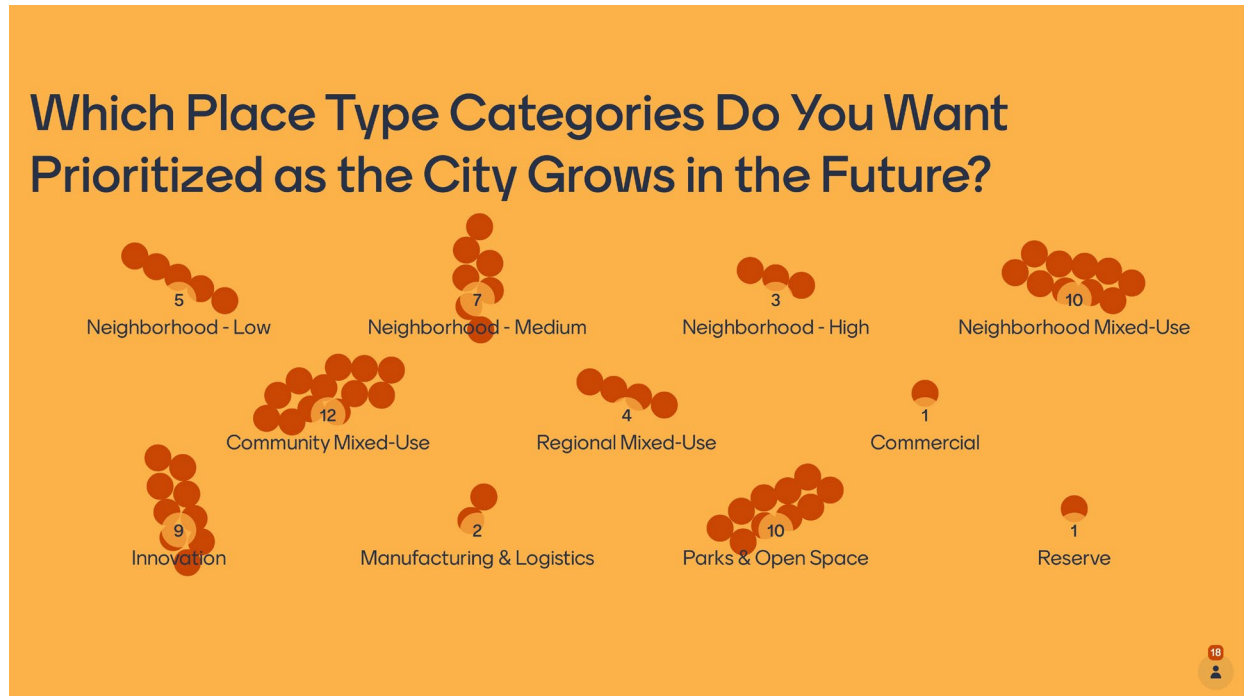
Source: Economic & Planning Systems

Community & Steering Committee Scenarios Input

City Plan Steering Committee Meeting #3

KEY TAKEAWAYS

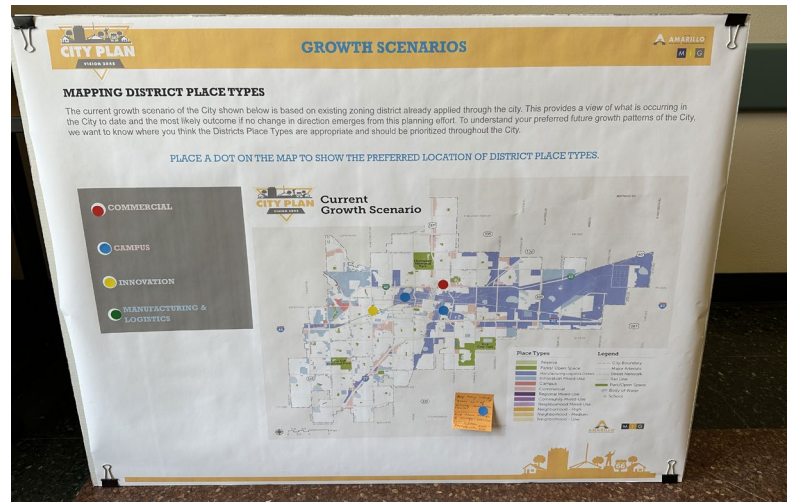
- Prioritized top four place types:
 - Community Mixed-Use
 - Parks & Open Space
 - Neighborhood Mixed-Use
 - Innovation
- Create walkable destination hubs
- Establish corridor identities at multiple scales



Community Workshop #2

KEY THEMES:

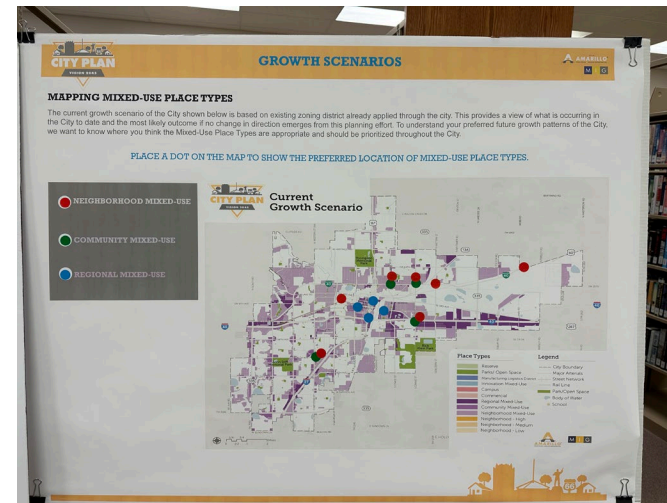
- Revitalization and beautification
- Multi-modal connectivity
- Encourage mixed-use type development
- Community activity centers



Community Workshop #2

Key Themes:

- Equitable development
- Family-friendly destinations
- Connectivity to parks and open spaces
- Reduce industrial uses adjacent to neighborhoods
- Affordable housing options



Base Scenario & Capacity Scenario



Base Scenario



Population 217,593



Dwelling Units 89,174

Large Lot Detached SF 58,858



Small Lot Detached SF 11,409

Attached SF 3,665

Multifamily 15,242



Employment 89,424

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.



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.



NEIGHBORHOOD - HIGH

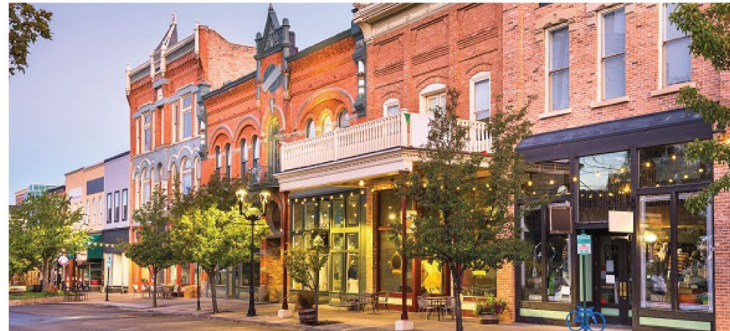
PURPOSE: To guide the development of moderate to higher intensity housing types, with multi-family development being the primary use. Development should include affordable and market-rate housing options. These neighborhoods may be a transition between lower intensity Neighborhood Districts and Non-Residential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

Mixed-Use Place Types



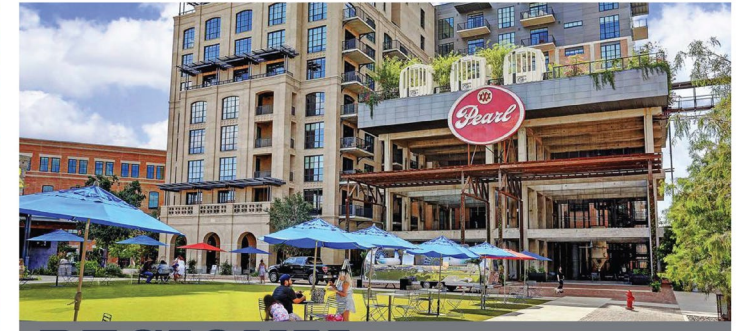
NEIGHBORHOOD MIXED-USE

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.



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.



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.

District Place Types



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.



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.



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.



MANUFACTURING & LOGISTICS

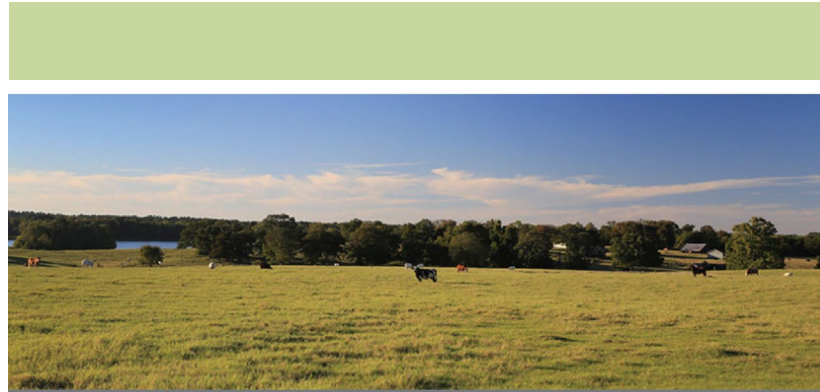
PURPOSE: To support manufacturing uses, business park, limited retail/service uses, and processing and fabrication.

Park and Reserve Place Types



PARKS & OPEN SPACE

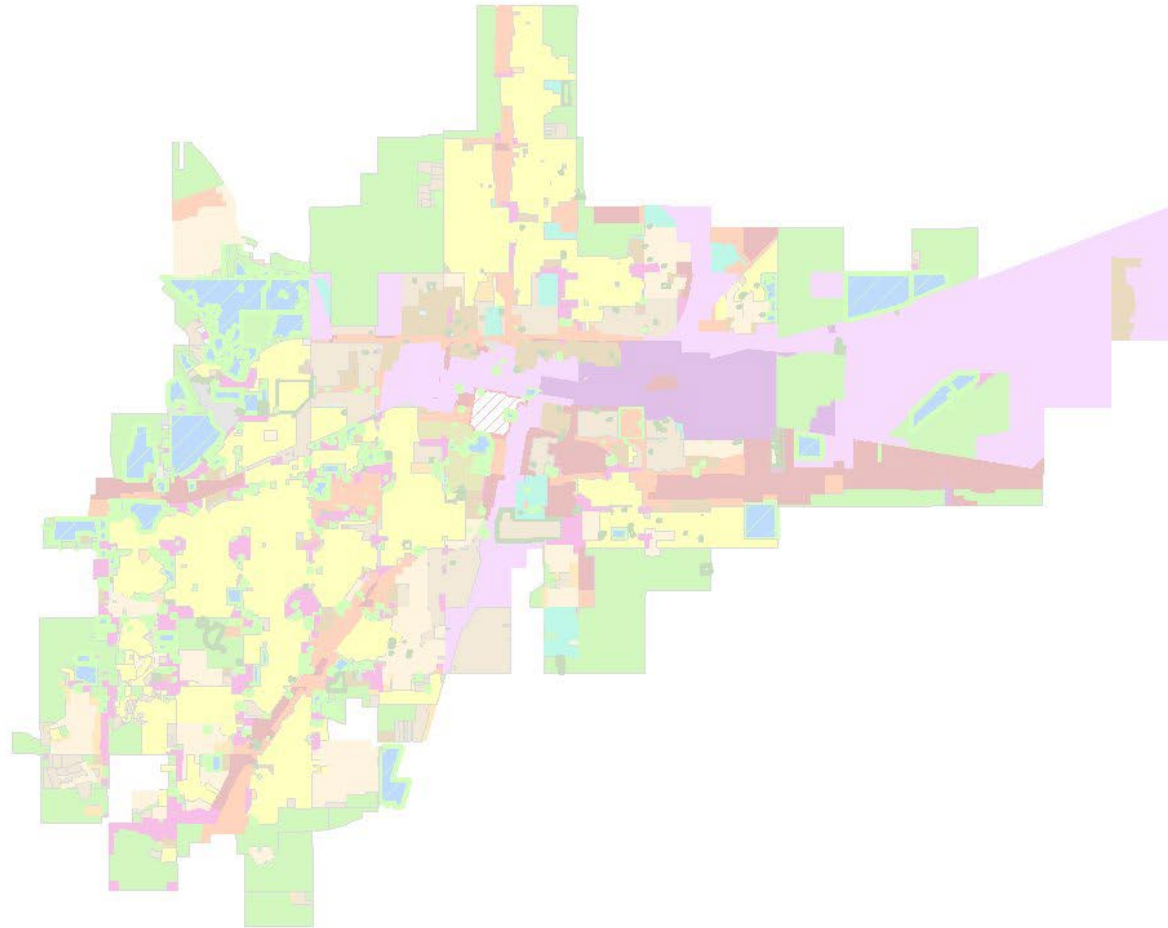
PURPOSE: To provide active and passive recreation, as well as preserve natural areas in existing and new parks and open space.



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.

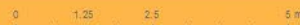
Existing Zoning Map



Zoning Districts

Zoning

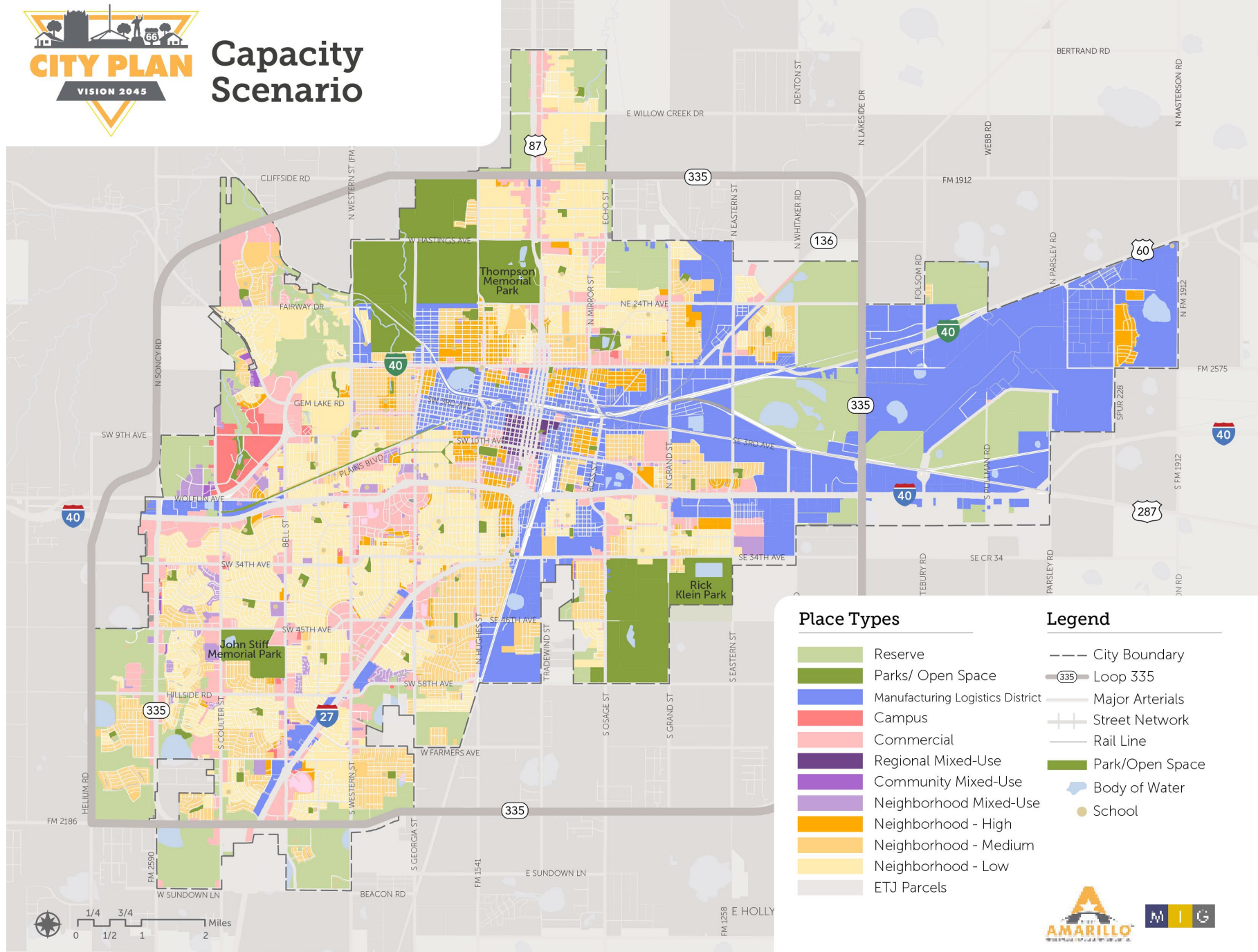
- A Agricultural
- A Agricultural / SUP
- CB Central Business
- CB Central Business / SUP
- GR General Retail
- GR General Retail / SUP
- HC Heavy Commercial
- HC Heavy Commercial / SUP
- I-1 Light Industrial
- I-1 Light Industrial / SUP
- I-2 Heavy Industrial
- I-2 Heavy Industrial / SUP
- LC Light Commercial;
- LC Light Commercial / SUP
- MD Moderate Density
- MF-1 Multiple Family 1; MF
- MF-1 Multiple Family 1 / SUP
- MF-2 Multiple Family 2
- MF-2 Multiple Family 2 / SUP
- MH Manufactured Home
- MH Manufactured Home / SUP
- NS Neighborhood Services
- NS Neighborhood Services / SUP
- O-1 Office District 1; O-1/S
- O-2 Office District 2
- O-2 Office District 2 / SUP
- PD Planned Development; PD ; PD-403
- R-1 Residential District 1
- R-1 Residential District 1 / SUP
- R-2 Residential District 2
- R-2 Residential District 2 / SUP
- R-3 Residential District 3
- R-3 Residential District 3 / SUP



Date: 7/17/2023

DISCLAIMER: The City of Amarillo is providing this information as a public service. The data shown is for information purposes only and except where noted, all of the data or features shown or depicted on this map is not to be construed or interpreted as accurate and/or reliable; the City of Amarillo assumes no liability or responsibility for any discrepancies or errors for the use of the information provided.

Capacity Scenario Map



Place Types	Legend
Reserve	City Boundary
Parks/ Open Space	Loop 335
Manufacturing Logistics District	Major Arterials
Campus	Street Network
Commercial	Rail Line
Regional Mixed-Use	Park/Open Space
Community Mixed-Use	Body of Water
Neighborhood Mixed-Use	School
Neighborhood - High	
Neighborhood - Medium	
Neighborhood - Low	
ETJ Parcels	



Summary Stats



Base Scenario

Population 217,593



Dwelling Units 89,174

Large Lot Detached SF 58,858

Small Lot Detached SF 11,409

Attached SF 3,665

Multifamily 15,242



Employment 89,424

Applied Place Types

Population 451,542

Dwelling Units 308,874

Large Lot Detached SF 8,447

Small Lot Detached SF 79,070

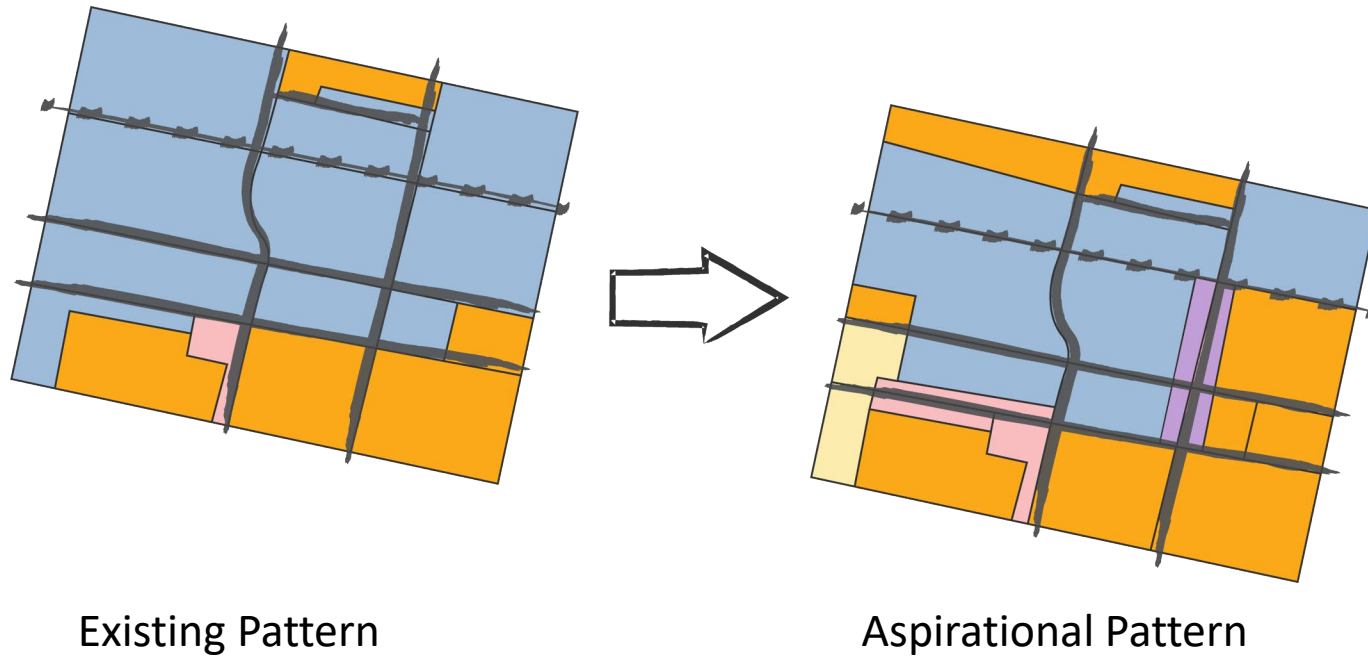
Attached SF 8,527

Multifamily 212,830

Employment 411,692

Alternative Scenario: Complete Neighborhoods

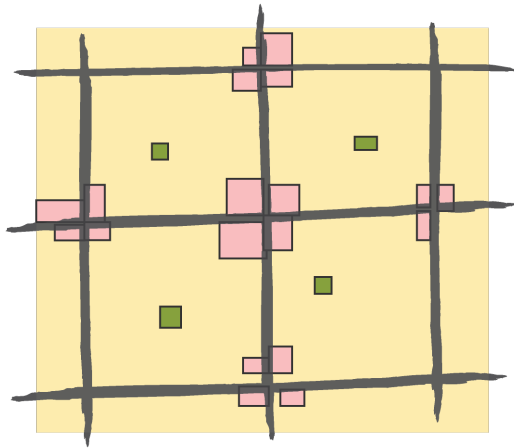
Development Pattern for Older Neighborhoods



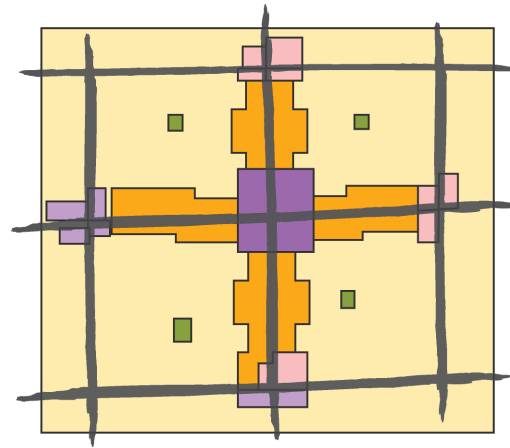
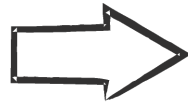
- Protect residential
- Preserve light industrial
- Use Neighborhood Mixed Use and Commercial as transitions/buffers



Development Pattern for Existing Newer Neighborhoods



Existing Pattern

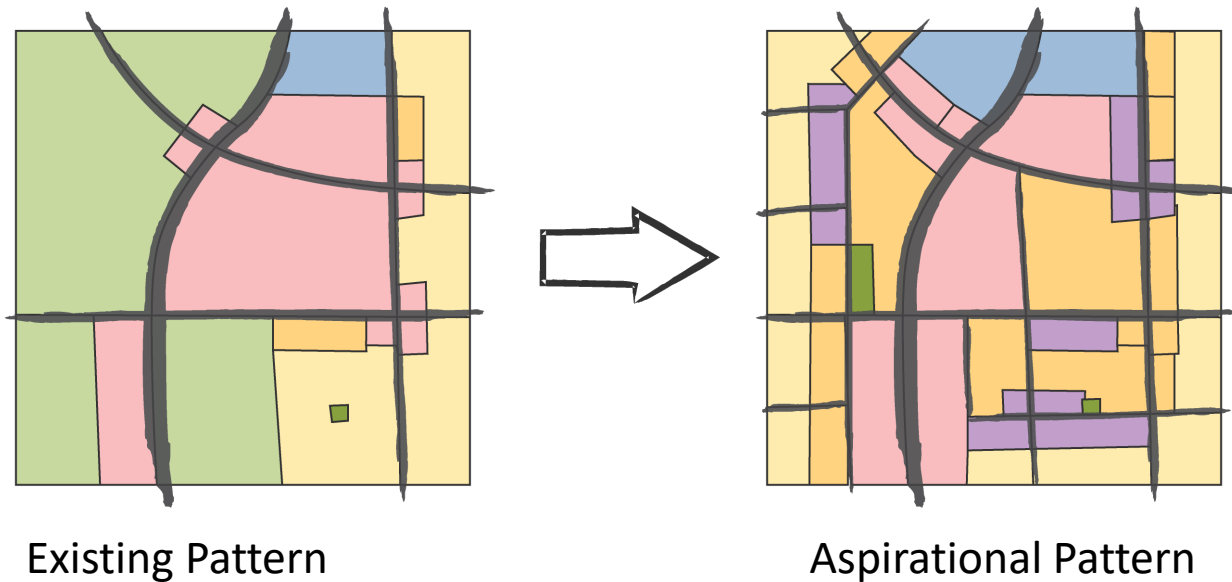


Aspirational Pattern

- Create more walkable destinations closer to neighborhoods
- Missing middle housing and housing diversity along corridors



Development Pattern for New Neighborhoods



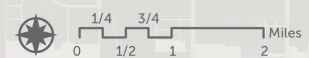
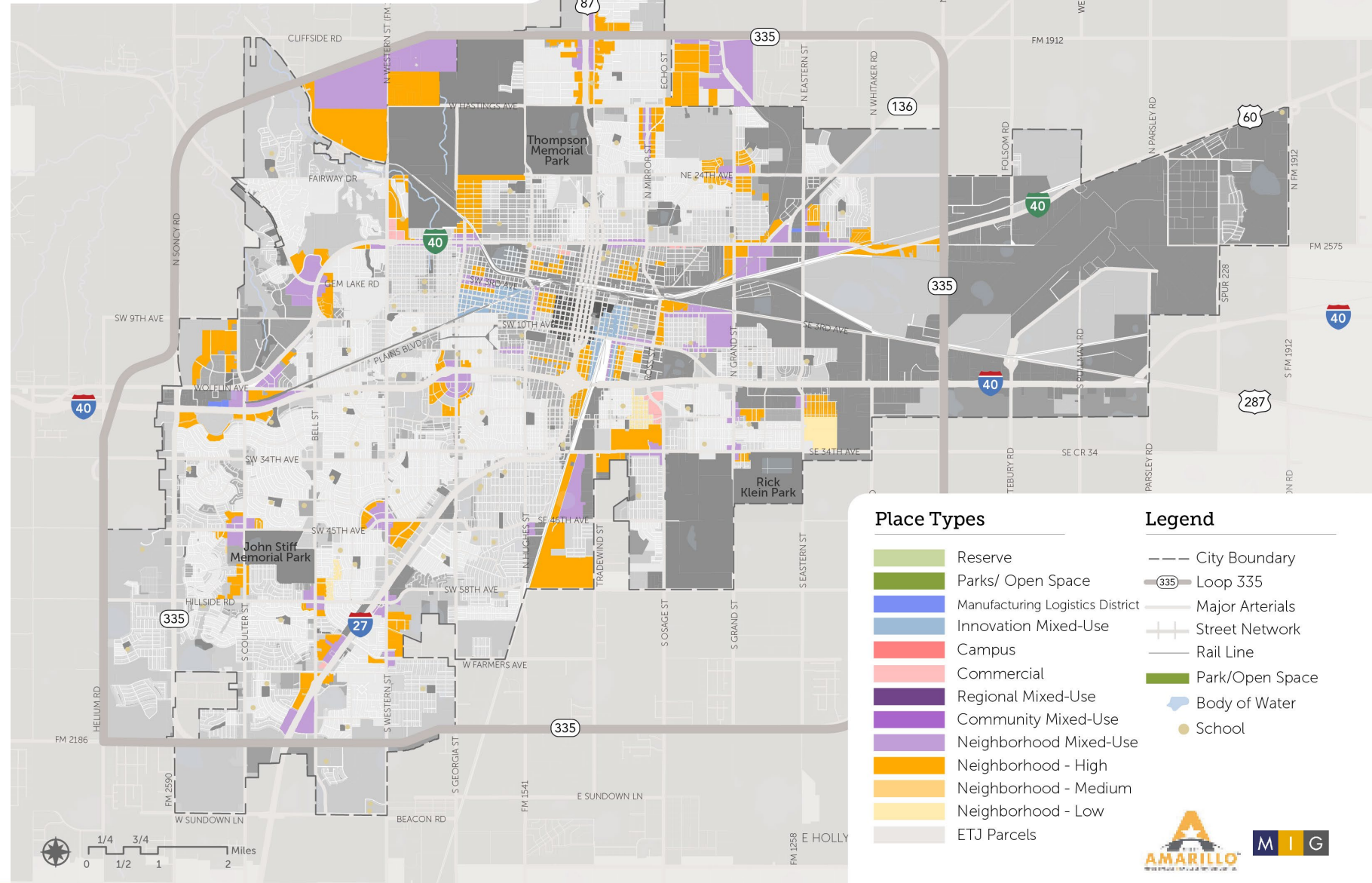
- Proactively plan for edges
- Strategically locate commercial and neighborhood mixed use closest to highways
- Transition from neighborhood medium to neighborhood low



Complete Neighborhoods Scenario Map- Areas of Change Overlay



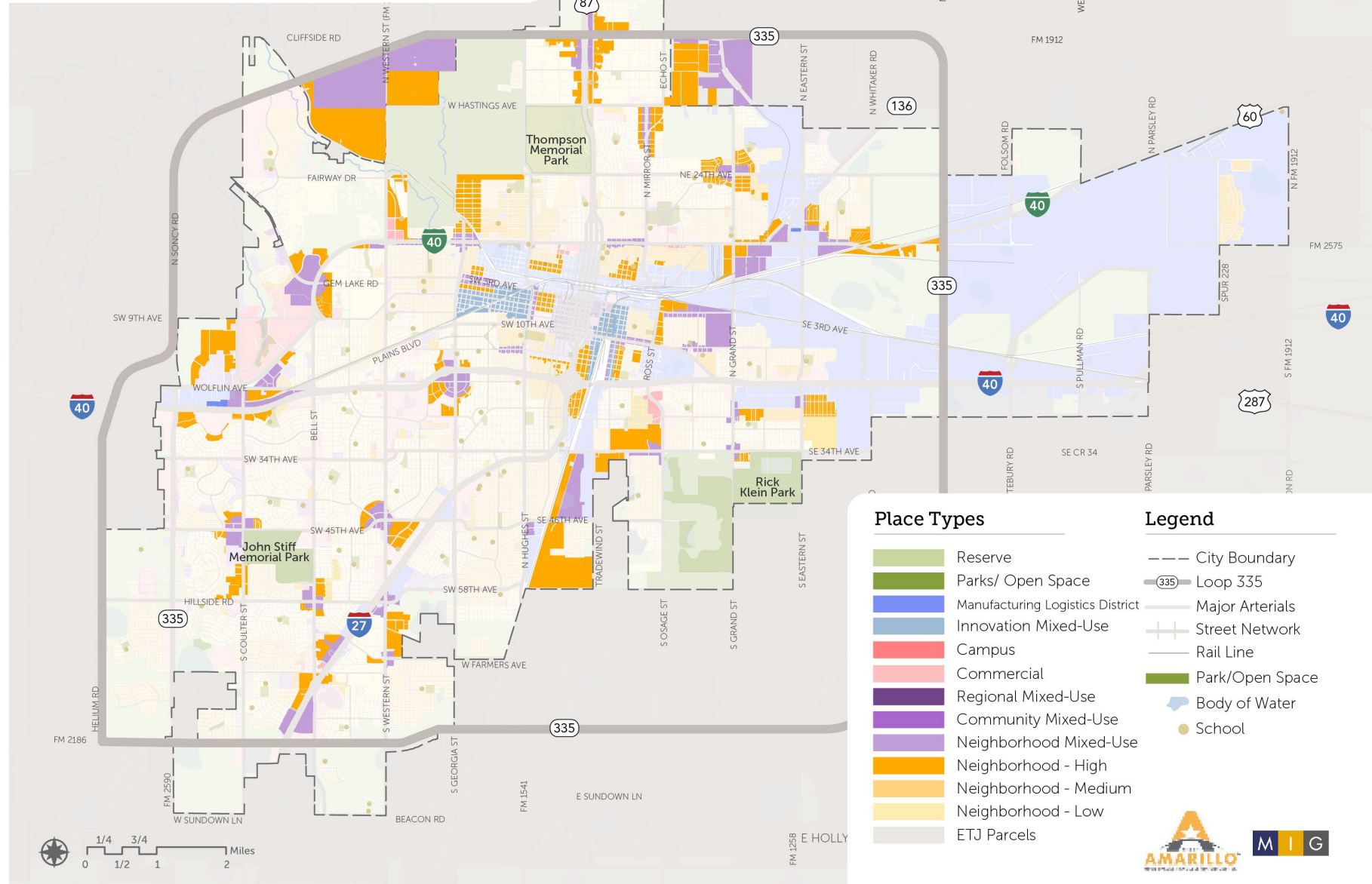
Complete Neighborhoods Scenario





Complete Neighborhoods Scenario

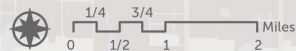
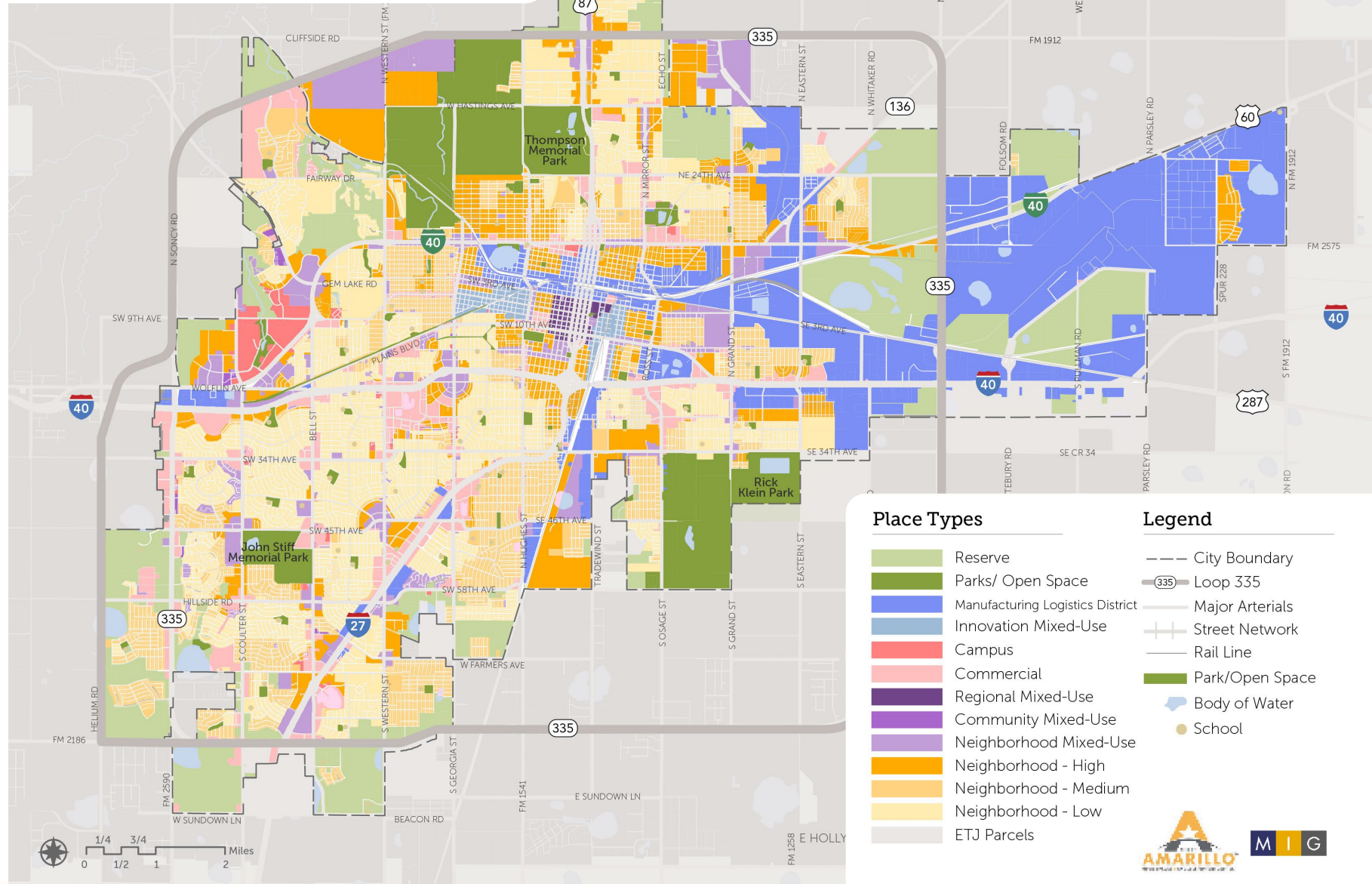
Complete Neighborhoods Scenario Map- Areas of Change Overlay



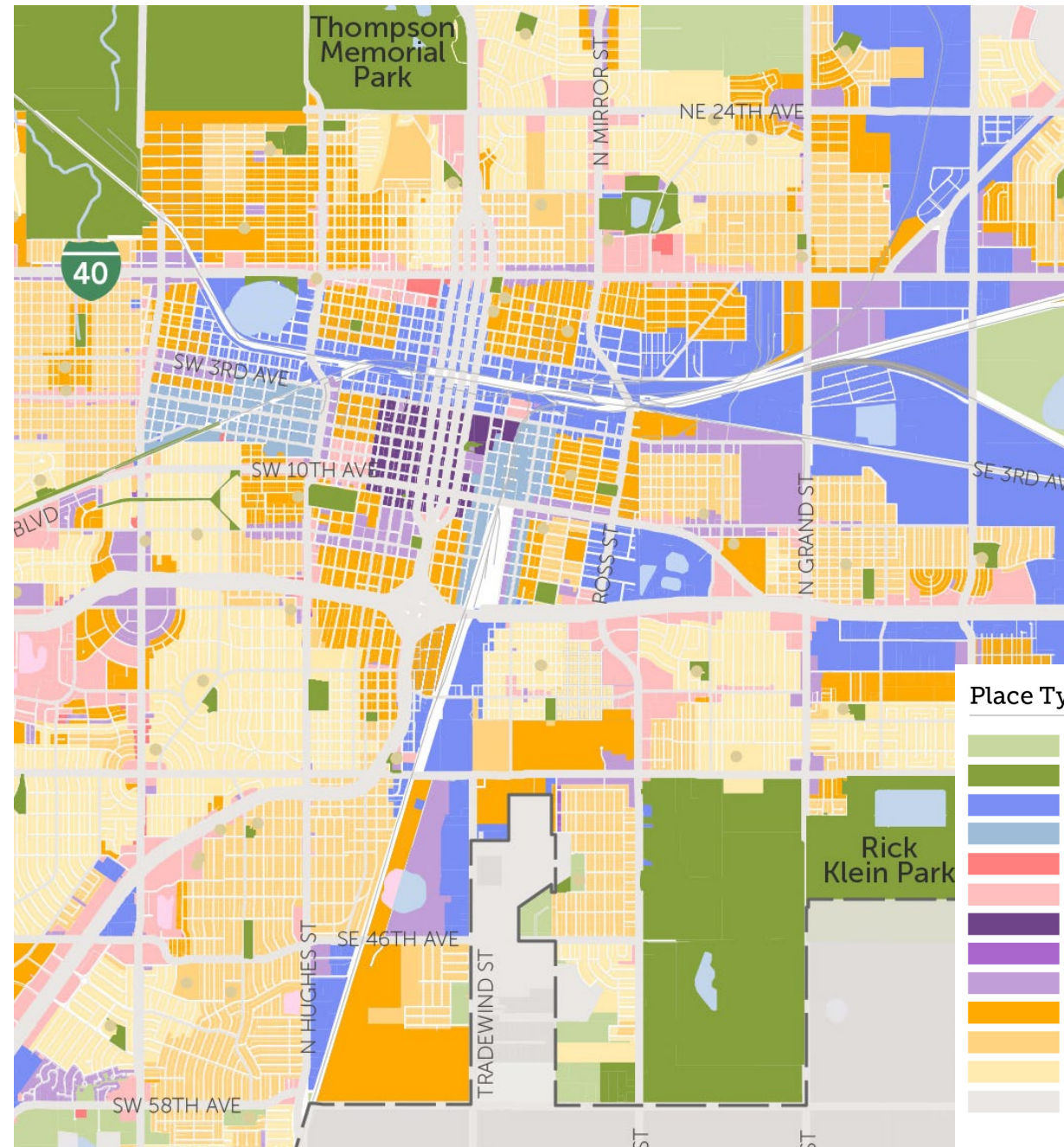
Complete Neighborhoods Scenario Map



Complete Neighborhoods Scenario



Complete Neighborhoods Scenario Map



Place Types

- Reserve
- Parks/ Open Space
- Manufacturing Logistics District
- Innovation Mixed-Use
- Campus
- Commercial
- Regional Mixed-Use
- Community Mixed-Use
- Neighborhood Mixed-Use
- Neighborhood - High
- Neighborhood - Medium
- Neighborhood - Low
- ETJ Parcels

Legend

- City Boundary
- Loop 335
- Major Arterials
- Street Network
- Rail Line
- Park/Open Space
- Body of Water
- School



Summary Stats



Complete Neighborhood Scenario

Population 325,202



Dwelling Units 168,342



Large Lot Detached SF 56,930

Small Lot Detached SF 19,857

Attached SF 13,945

Multifamily 77,610



Employment 113,620

Potential Policy Direction

MAINTAIN STRATEGIC EMPLOYMENT AREAS

- Maintain large areas of employment land
- Identify certain areas for Innovation

IMPROVE COMPATIBILITY AND TRANSITIONS

- Make areas that are primarily housing a residentially focused zoning district
- Integrate amenities and map to buffer industrial from residential

ENCOURAGE NEIGHBORHOOD & COMMUNITY MIXED USE

- Transition commercial areas to mixed use
- Encourage missing middle and multifamily housing along corridors
- Promote neighborhood main streets in older neighborhoods

Discussion

Next Steps

Next Steps

- Preferred Growth Scenario, Mobility & Parks – CPSC #5: **August 14, 2023** (*Virtual*)
- Mobility and Parks – CPSC #6: **September 18, 2023** (*In-Person*)
- Community Workshops #3: **September 19, 2023**
- Community Co-Deciders Lunch and Learn events: **August 22, 24, 29 and 31**

City Plan – Vision 2045

City Plan Steering Committee – July 17, 2023



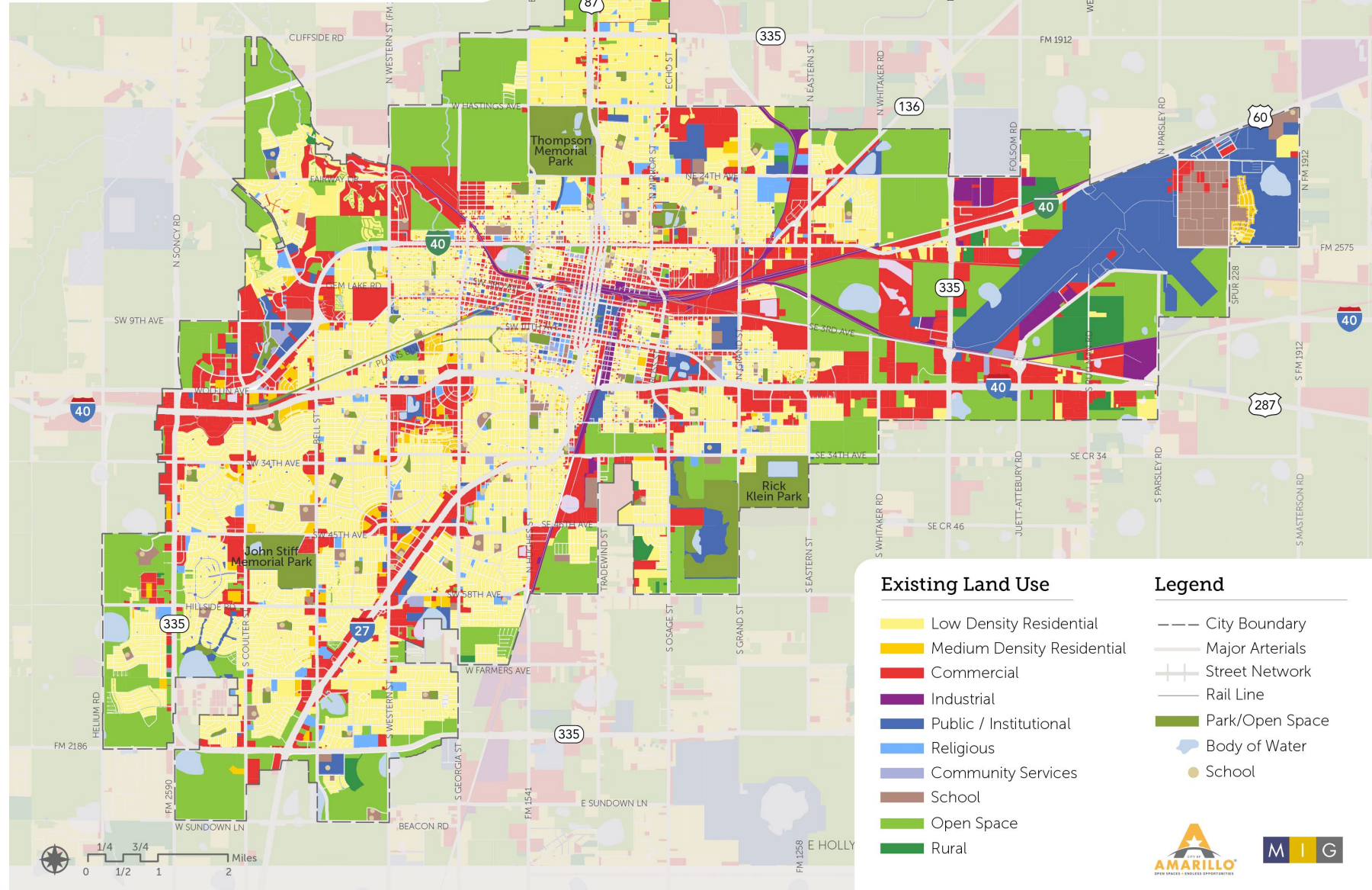
CITY OF
AMARILLO[®]
OPEN SPACES • ENDLESS OPPORTUNITIES





Existing Land Use

Existing Land Use Map



Existing Land Use

- Low Density Residential
- Medium Density Residential
- Commercial
- Industrial
- Public / Institutional
- Religious
- Community Services
- School
- Open Space
- Rural

Legend

- City Boundary
- Major Arterials
- Street Network
- Rail Line
- Park/Open Space
- Body of Water
- School

