

City Plan – Vision 2045

City Council Update– July 25, 2023



CITY OF
AMARILLO[®]
OPEN SPACES • ENDLESS OPPORTUNITIES



City Plan Project Team

City Plan Project Team



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CLARION



Presentation Overview

Meeting Objectives

1. Process Update & Engagement Summary
2. Vision and Guiding Principles
3. Scenario Inputs To Date
 1. Land Demand Analysis
 2. Place Types
 3. Community and Steering Committee Scenario Input
 4. Base Scenario & Capacity Scenario
4. Alternative Scenario
5. 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*)

City Plan Website

Over 5,000 visitors to the website!



Help Shape Amarillo's Future

Participate in the City Plan – Vision 2045 process

Attend
Community
Meetings



Virtual Open
House



Take our
Survey



Email your
Ideas



cityplanning@amarillo.gov



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

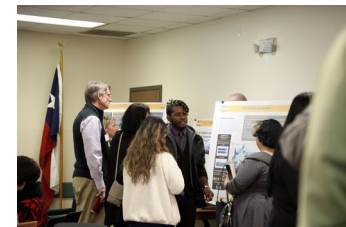
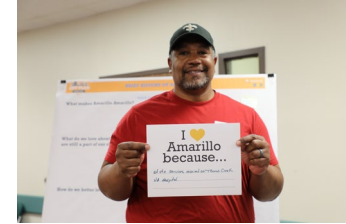
Community Workshops:

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



CITY PLAN - VISION 2045 SURVEY:

OVER 2,000 PARTICIPANTS

(FROM MARCH 1ST TO MAY 2ND)

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 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

Community Engagement

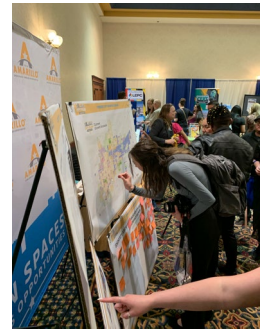
SMALL GROUP AND INDIVIDUAL OPPORTUNITIES:

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:

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



OVER 2,600
Community Members
Engaged in the
Planning Process

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.

Scenario Inputs to Date

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

- Region forecast to grow by over **27,000 jobs** between 2022 and 2050
 - Annual average of 977 jobs
 - Annual growth rate of 0.8%
- New jobs in four major categories
 - Highway commercial
 - Local commercial
 - Office/institutional
 - Industrial/distribution

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

- Population growth of 50,466 residents by 2050 for total population of 260,708
- City estimated to grow by 21,027 households by 2050
 - Generates demand for 22,079 housing units
 - 818 units annually

Single Family Detached
Single Family Attached
Townhouse
Multifamily

60%
10%
5%
25%



What are Place Types?

A Place Type generally describes larger scale areas and aren't as specific as Zoning Districts. They go beyond just describing single land uses (like a typical land use approach), and provide guidance on primary and secondary land uses, character, housing and employment density, transportation infrastructure, and appropriate transitions from one place to another.

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

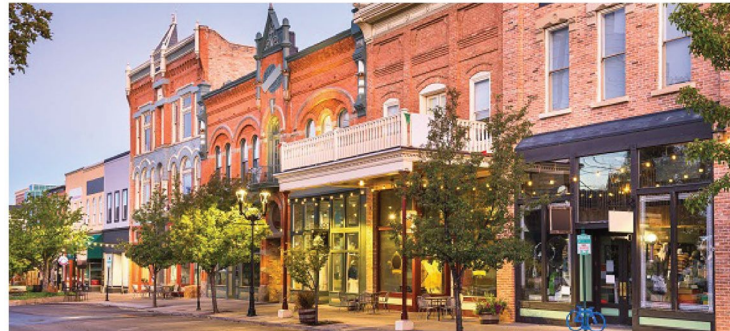
PURPOSE: To guide the development of moderate to higher intensity housing types, with multi-family development being the primary use. Development should include affordable and market-rate housing options. These neighborhoods may be a transition between lower intensity Neighborhood Districts and Non-Residential 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



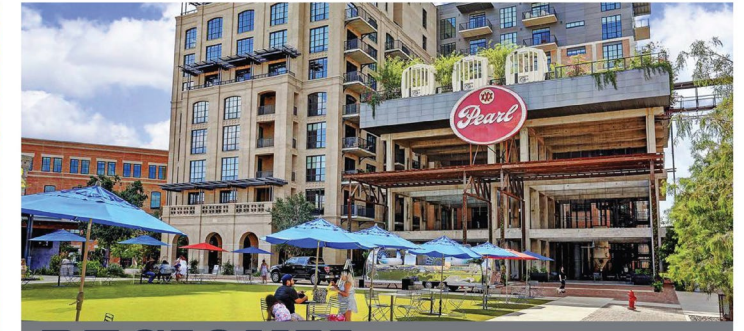
NEIGHBORHOOD MIXED-USE

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.



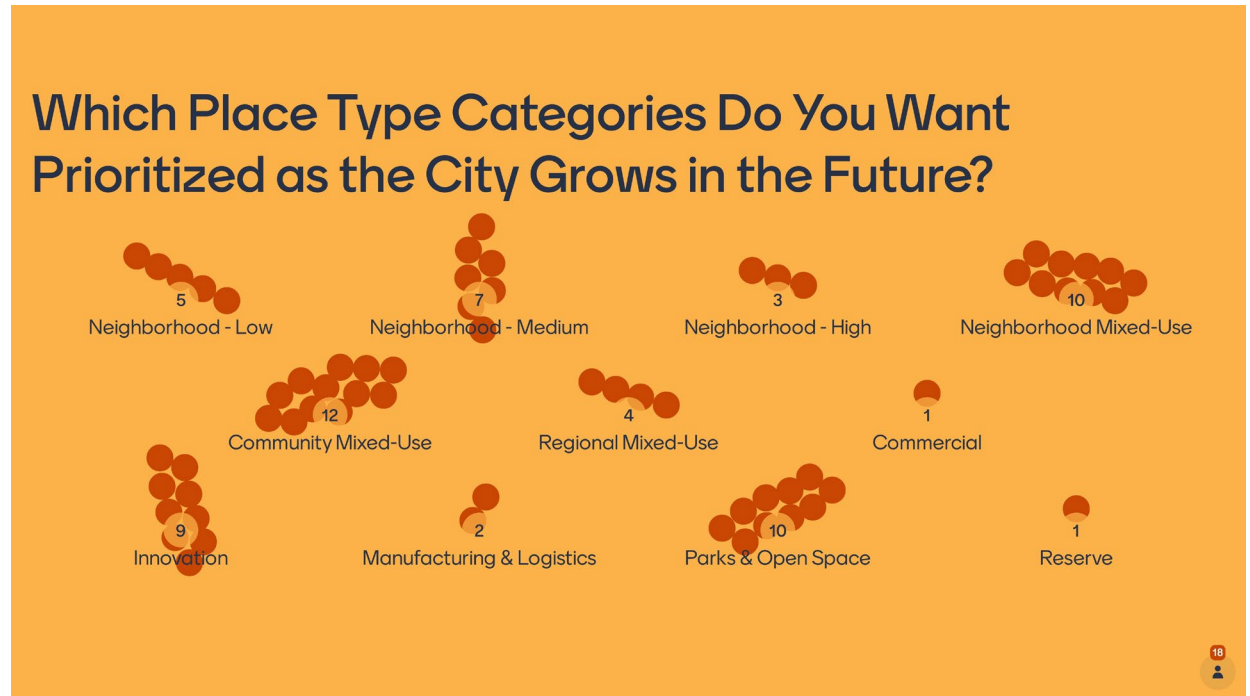
RESERVE

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.

City Plan Steering Committee Meeting #3

KEY TAKEAWAYS

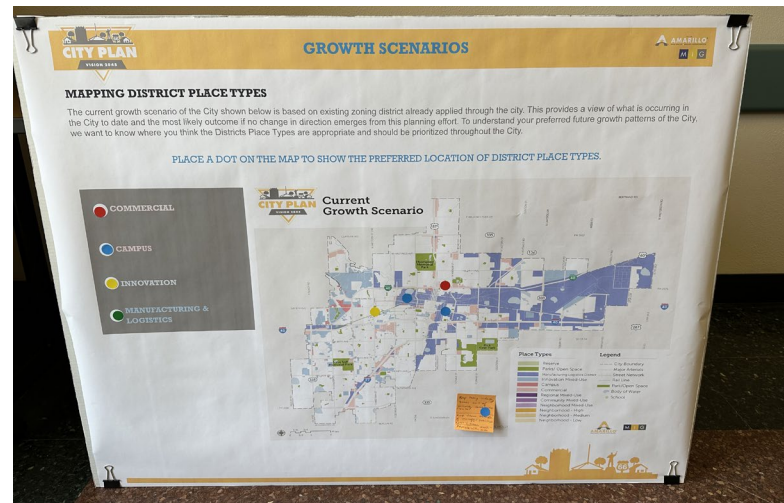
- Prioritized top four place types:
 - Community Mixed-Use
 - Parks & Open Space
 - Neighborhood Mixed-Use
 - Innovation
- Create walkable destination hubs
- Establish corridor identities at multiple scales



Community Workshop #2

KEY THEMES:

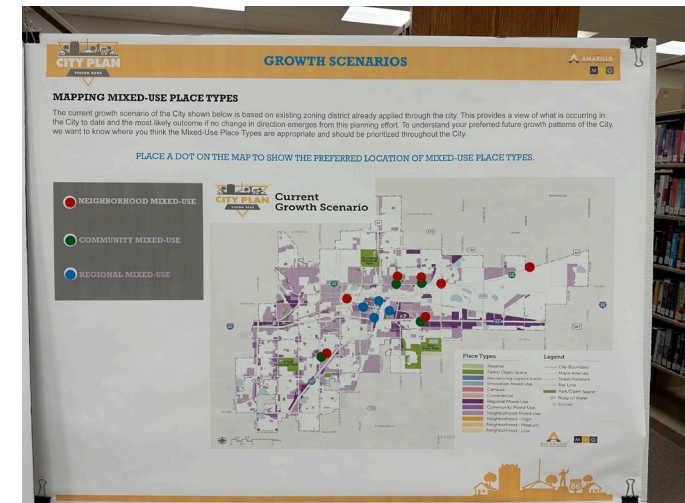
- Revitalization and beautification
- Multi-modal connectivity
- Encourage mixed-use type development
- Community activity centers



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



Population 217,593



Dwelling Units 89,174

Large Lot Detached SF 58,858



Small Lot Detached SF 11,409

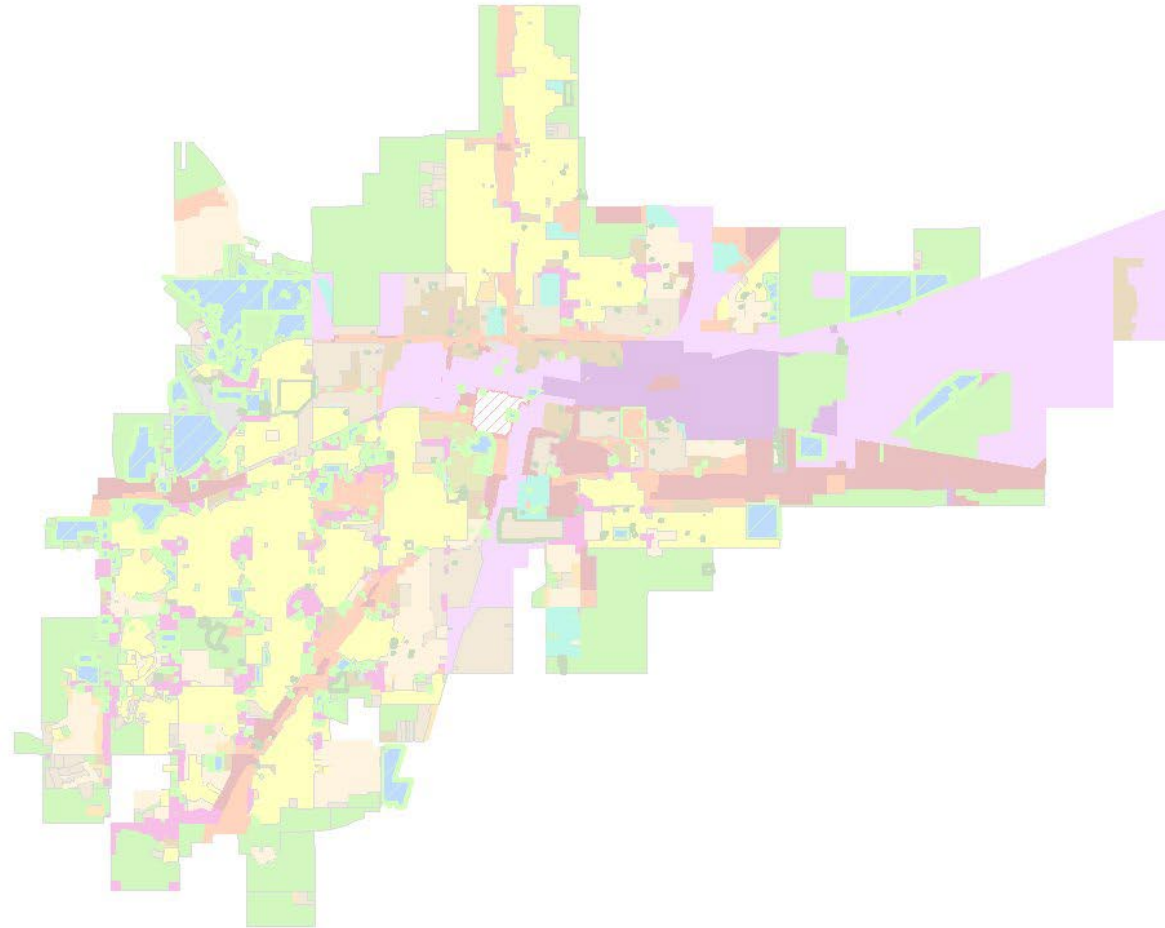
Attached SF 3,665

Multifamily 15,242



Employment 89,424

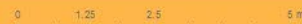
Existing Zoning Map



Zoning Districts

Zoning

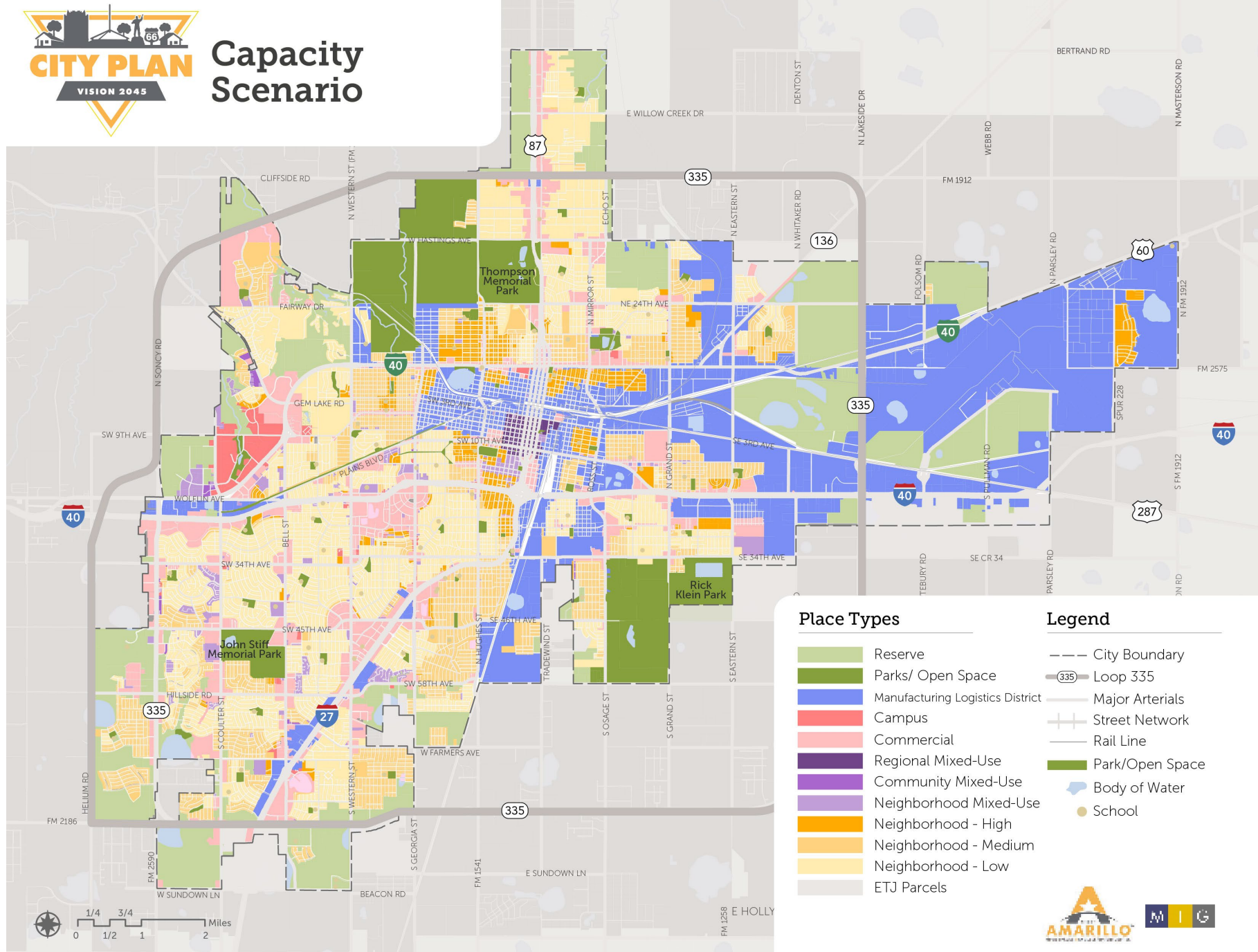
- A Agricultural
- A Agricultural / SUP
- CB Central Business
- CB Central Business / SUP
- GR General Retail
- GR General Retail / SUP
- HC Heavy Commercial
- HC Heavy Commercial / SUP
- I-1 Light Industrial
- I-1 Light Industrial / SUP
- I-2 Heavy Industrial
- I-2 Heavy Industrial / SUP
- LC Light 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



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

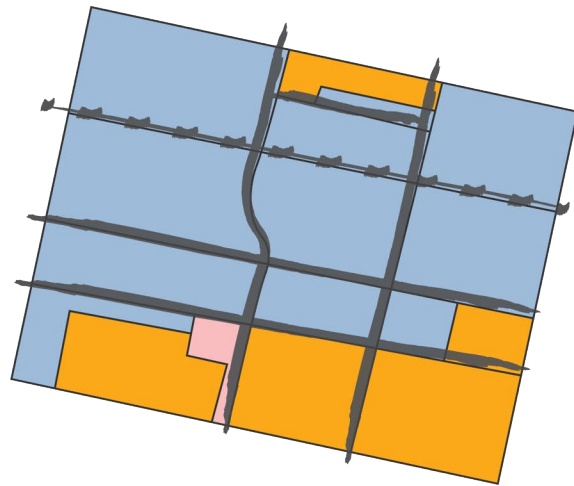
Attached SF 8,527

Multifamily 212,830

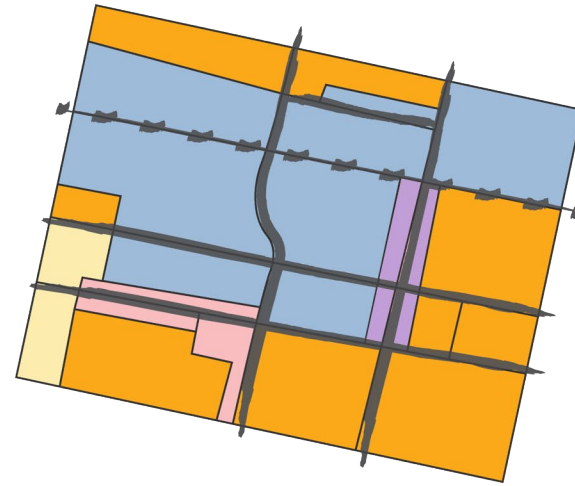
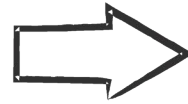
Employment 411,692

Alternative Scenario: Complete Neighborhoods

Development Pattern for Older Neighborhoods



Existing Pattern

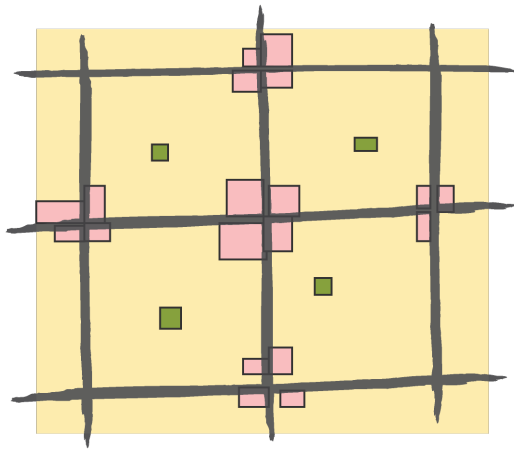


Aspirational Pattern

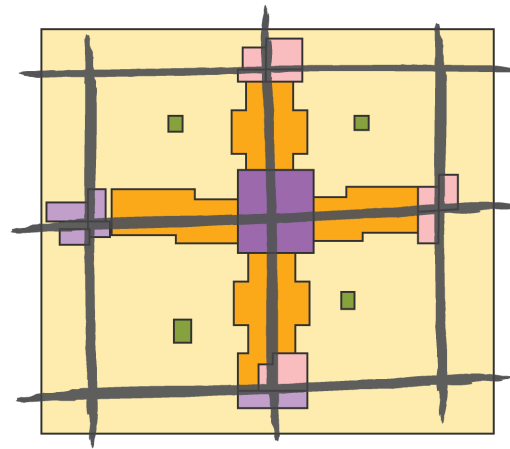
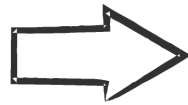
- Protect residential
- Preserve light industrial
- Use Neighborhood Mixed Use and Commercial as transitions/buffers



Development Pattern for Existing Newer Neighborhoods



Existing Pattern

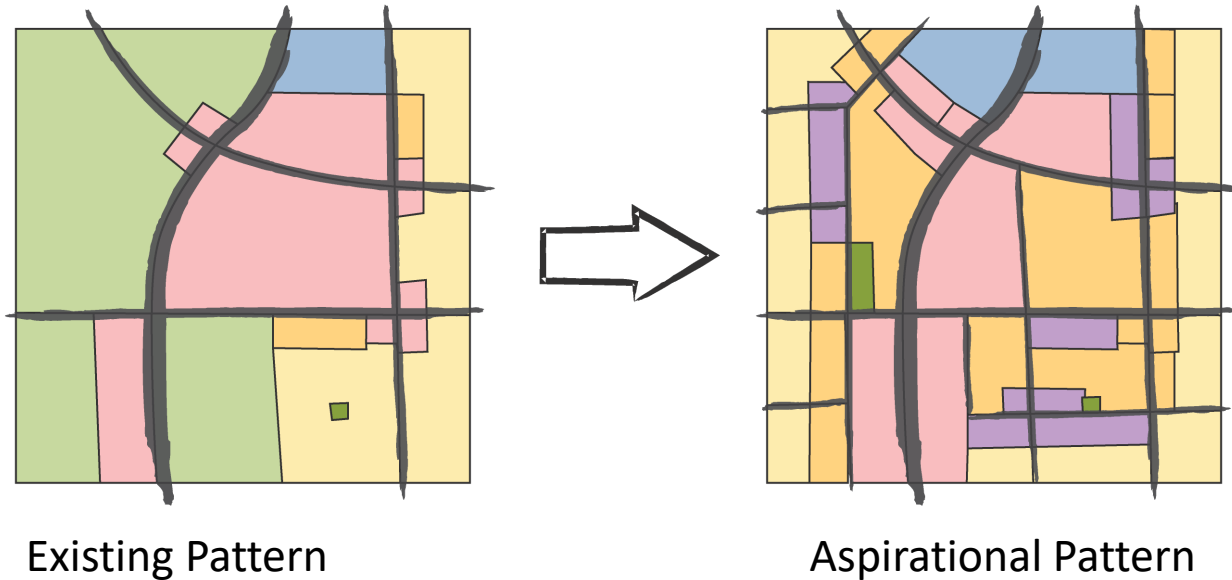


Aspirational Pattern

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



Development Pattern for New Neighborhoods



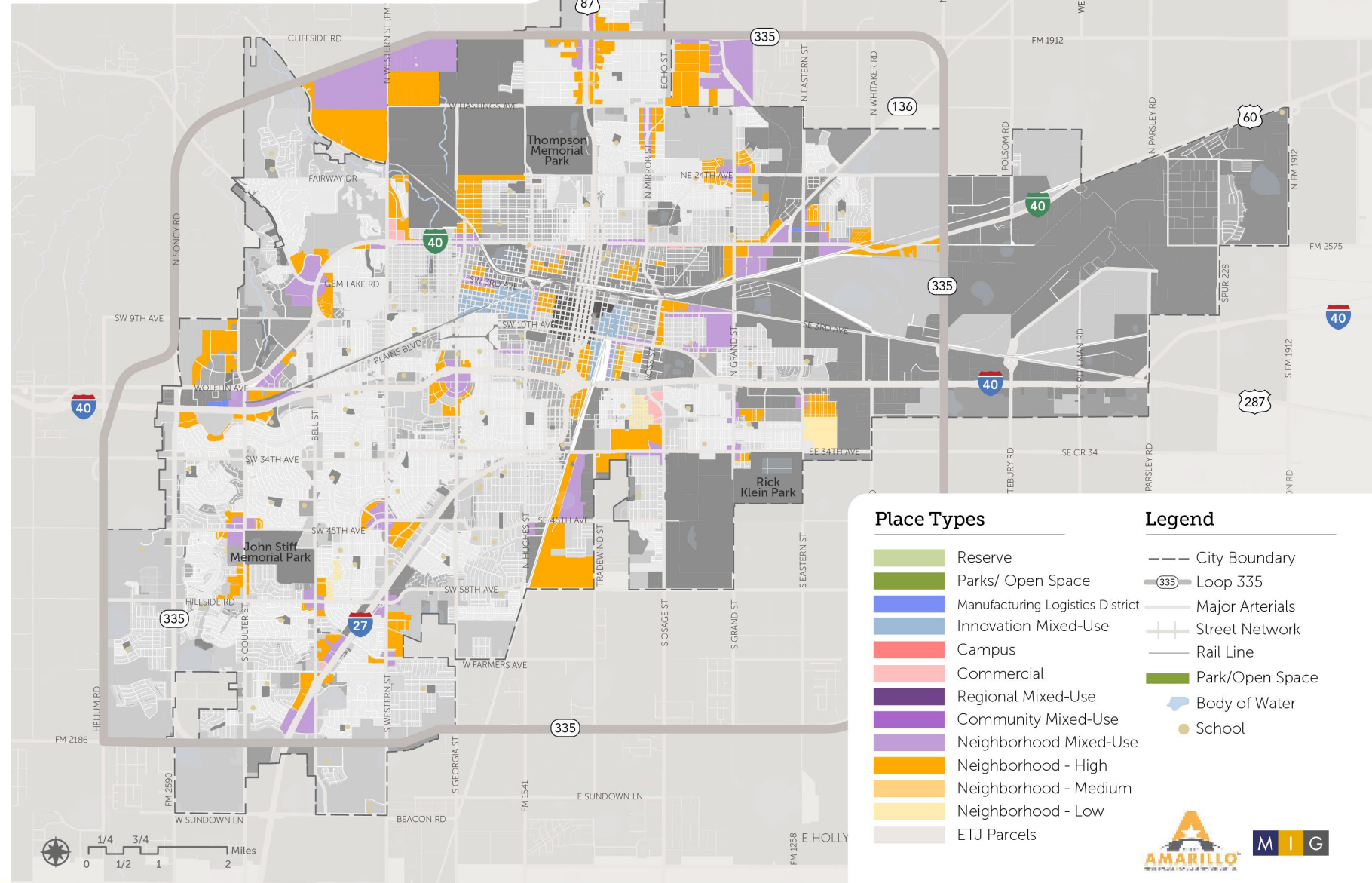
- Proactively plan for edges
- Strategically locate commercial and neighborhood mixed use closest to highways
- Transition from neighborhood medium to neighborhood low



Complete Neighborhoods Scenario Map- Areas of Change Overlay



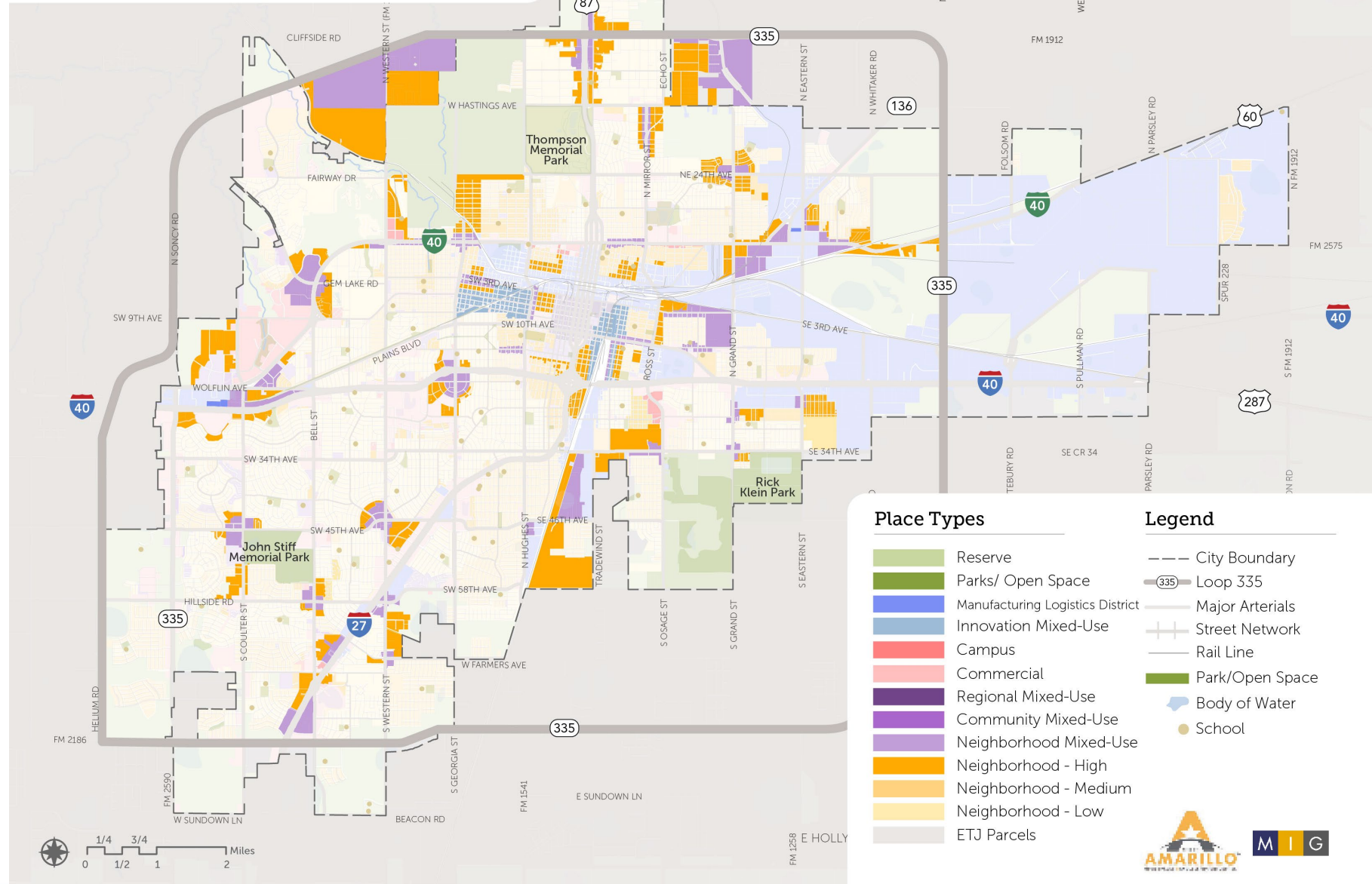
Complete Neighborhoods Scenario





Complete Neighborhoods Scenario

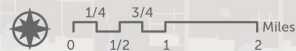
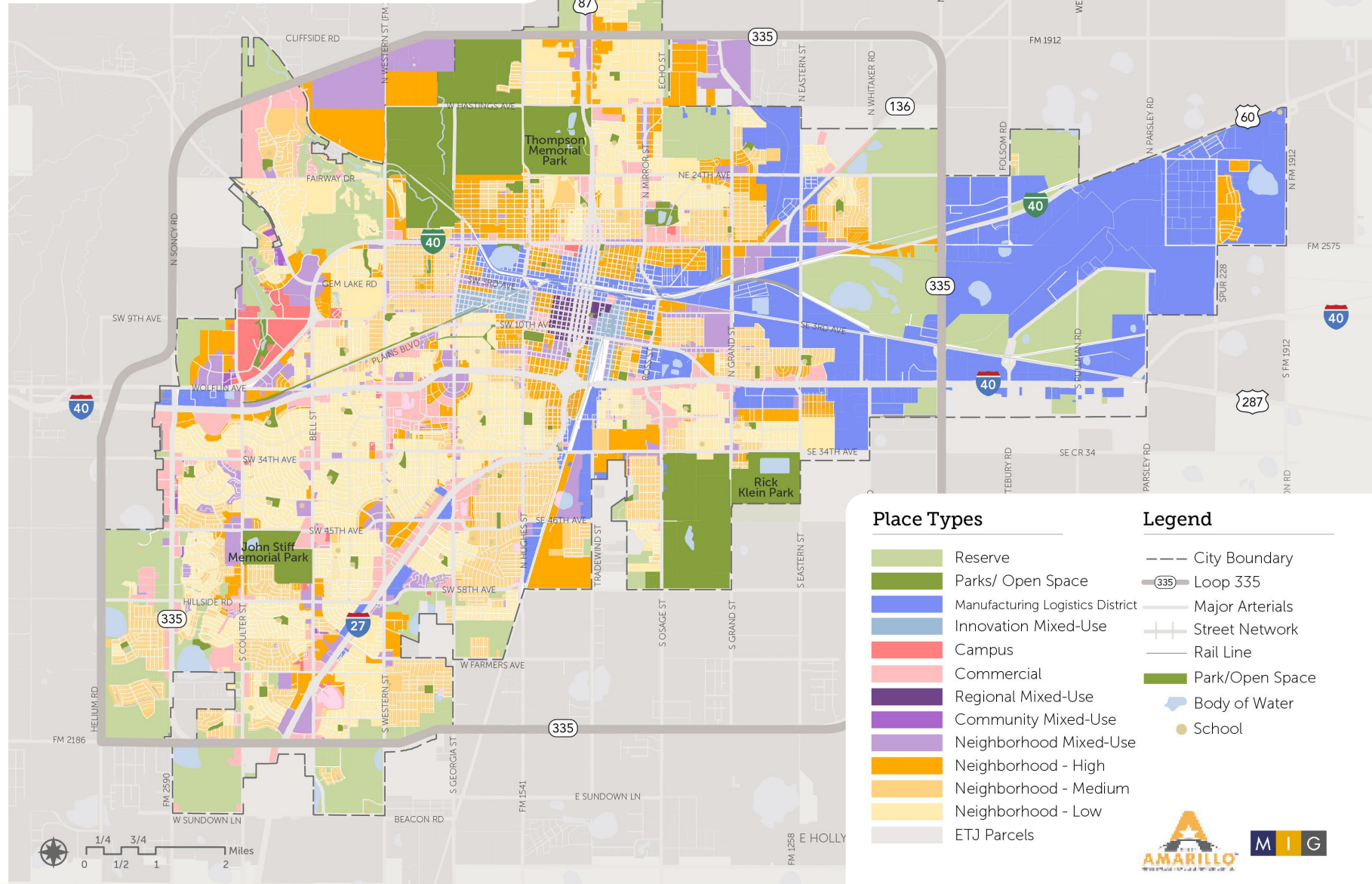
Complete Neighborhoods Scenario Map- Areas of Change Overlay



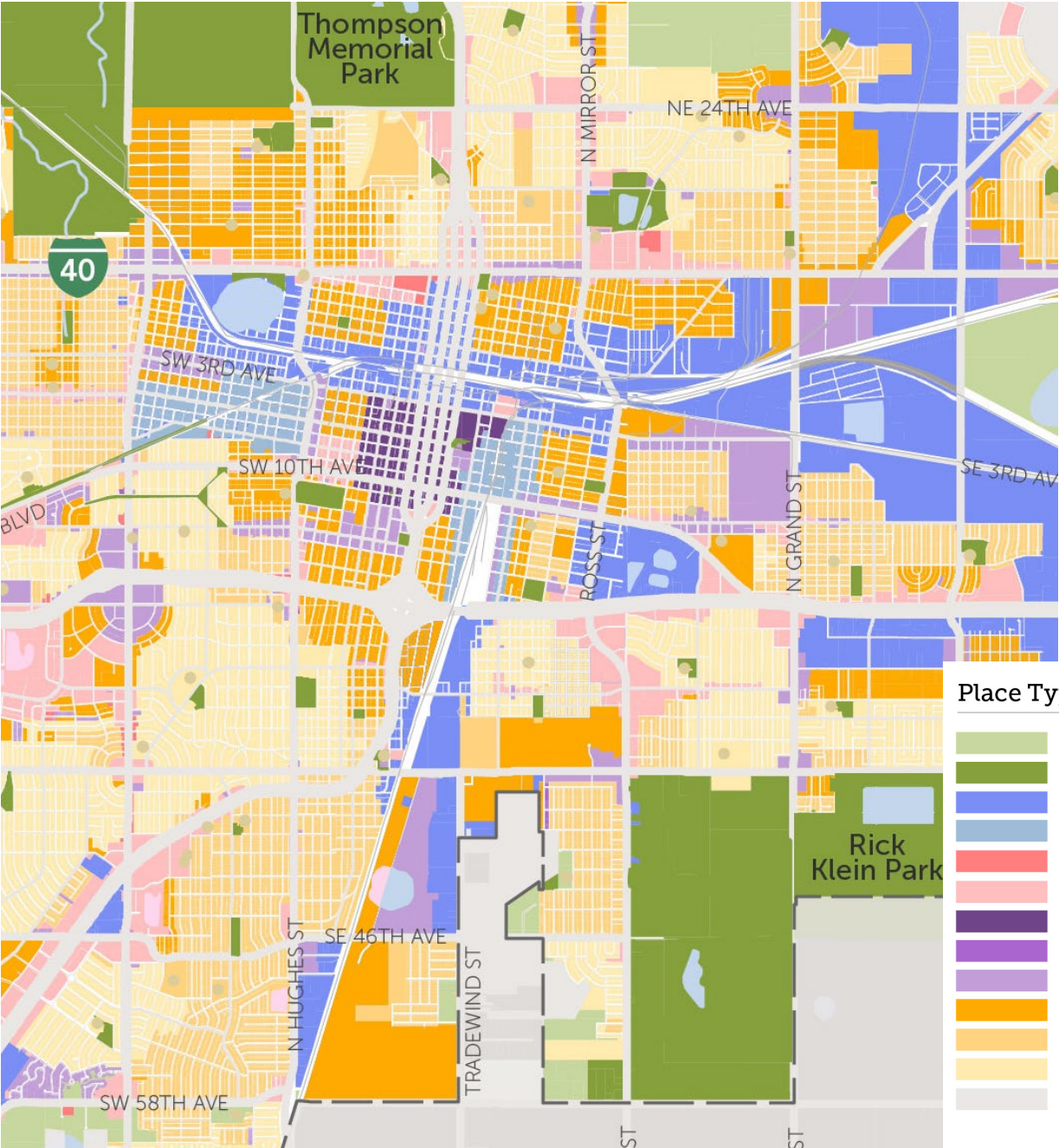
Complete Neighborhoods Scenario Map



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



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**
- Community Connectors Lunch and Learn events: **August 22, 24, 29 and 31**
- Mobility and Parks – CPSC #6: **September 18, 2023**
- Community Workshops #3: **September 19, 2023**

City Plan – Vision 2045

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