

# City Plan – Vision 2045

City Plan Steering Committee – September 18, 2023



CITY OF  
**AMARILLO**<sup>®</sup>  
OPEN SPACES • ENDLESS OPPORTUNITIES



# City Plan Project Team

# City Plan Project Team



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# Meeting Objectives

# Meeting Objectives

1. Process Update
2. Vision and Guiding Principles Overview
3. Community Connector Meetings Summary
4. Base, Capacity, & Alternative Scenario Summary
5. Review Plan Element Recommendations
  - Land Use & Community Character
  - Mobility
  - Housing
  - Economic Development
  - Parks & Cultural Resources
6. Small Group Exercise

# 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 – Cont. Alternative Growth Scenario, Mobility, & Parks (*Virtual*)
- September 18, 2023 – Review Plan Element Recommendations (*In-Person*)
- November 6, 2023 – City Plan Implementation & Prioritization (*Virtual*)
- December 11, 2023 or January 8, 2024 – Implementation Strategies and Draft Plan (*Virtual*)



# 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.

# Community Connector Meetings Summary

# Community Connector Meetings Summary

**FOUR LUNCH AND LEARN MEETINGS WERE CONDUCTED, WHERE WE RECEIVED RESPONSES FROM 29 OF 58 REPRESENTED NEIGHBORHOODS.**

## **Key Themes We've Heard:**

- Preferred new land uses were Neighborhood and Community Mixed-Use.
- Mixed-Use development should be used as a transition.
- Need for more diverse housing options, specifically mixed-use, townhomes, or small apartment complexes.
- Explore the idea of Tiny Home Villages for Seniors.
- Existing housing stock is in good condition, however, there's a need to invest in older parts of Amarillo.
- Residents expressed a need for enhanced sidewalk connectivity and intersection safety improvements.

# Base, & Capacity Scenarios

# Summary Stats

## TARGETS

50,500 new residents  
27,000 new jobs  
22,000 new housing units

### 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

### Capacity Scenario

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

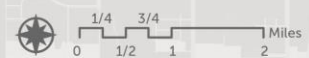
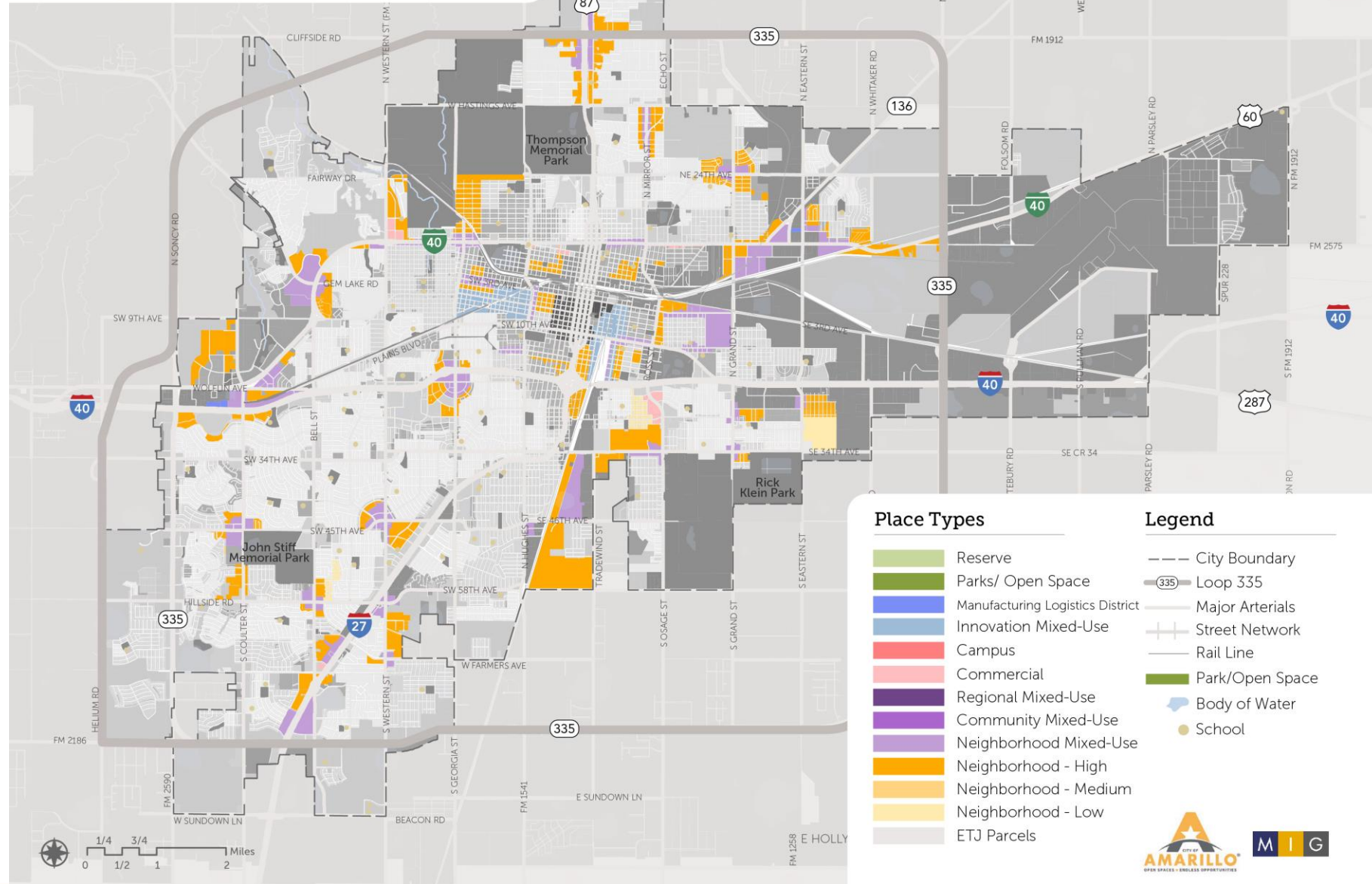


# Alternative Scenario: Complete Neighborhoods

# Complete Neighborhoods Scenario Map: Areas of Change Overlay



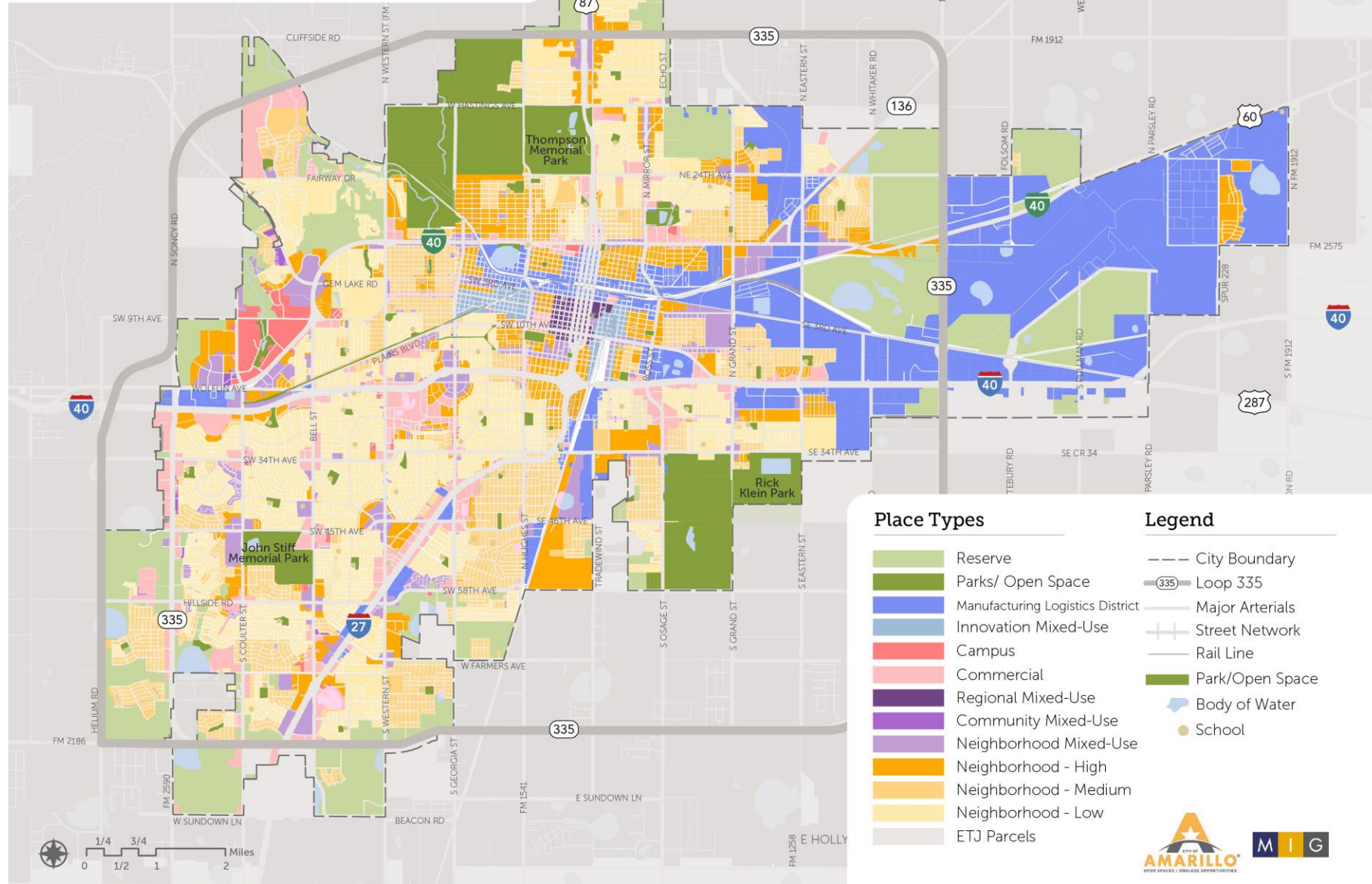
## Complete Neighborhoods Scenario



# Complete Neighborhoods Scenario Map



## Complete Neighborhoods Scenario



# Summary Stats

**TARGETS**  
50,500 new residents  
27,000 new jobs  
22,000 new housing units



## 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

## 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

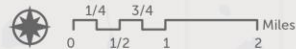
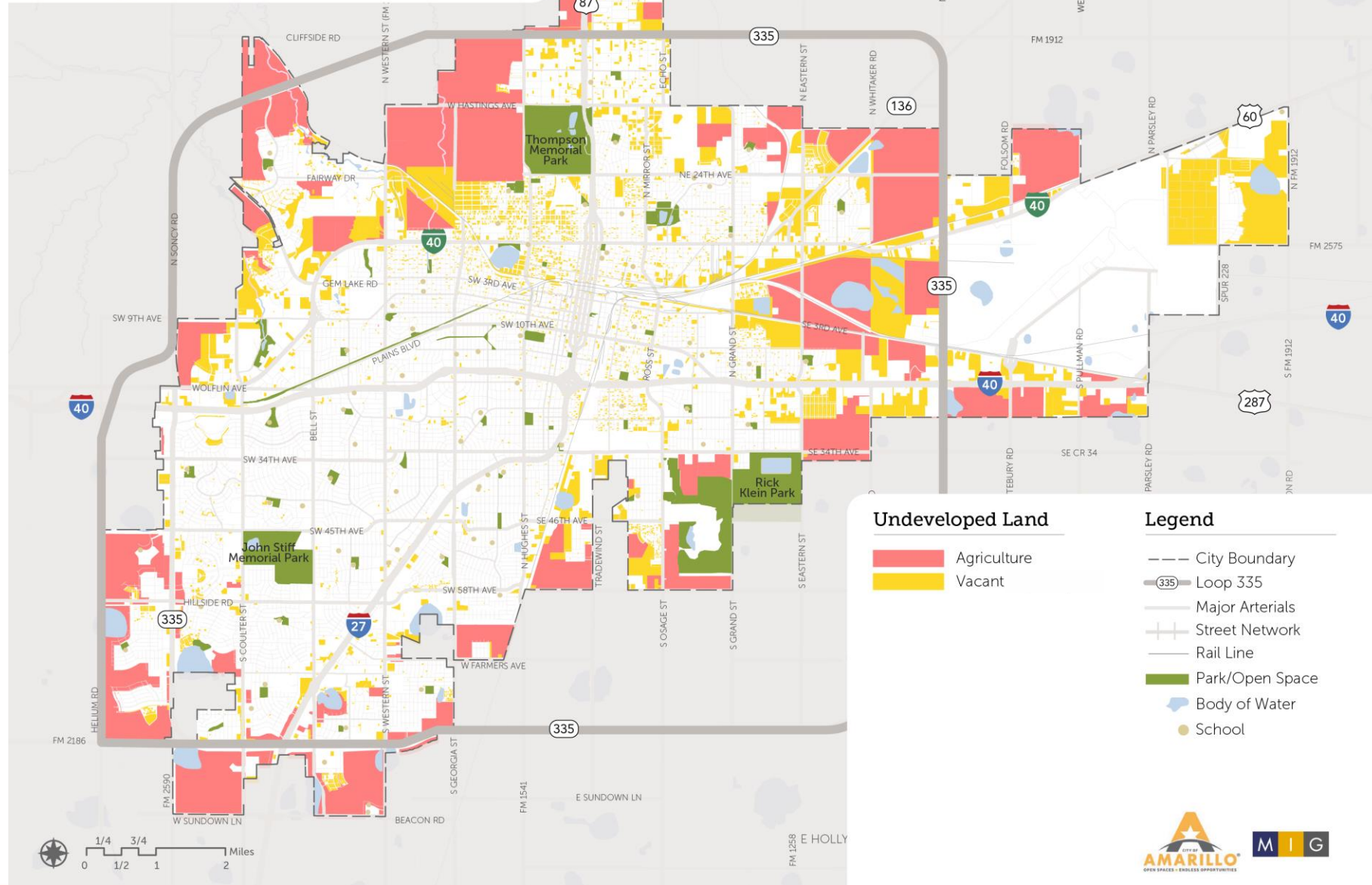


# Alternative Scenario: Complete Neighborhoods- Undeveloped Land

# Undeveloped Land Map



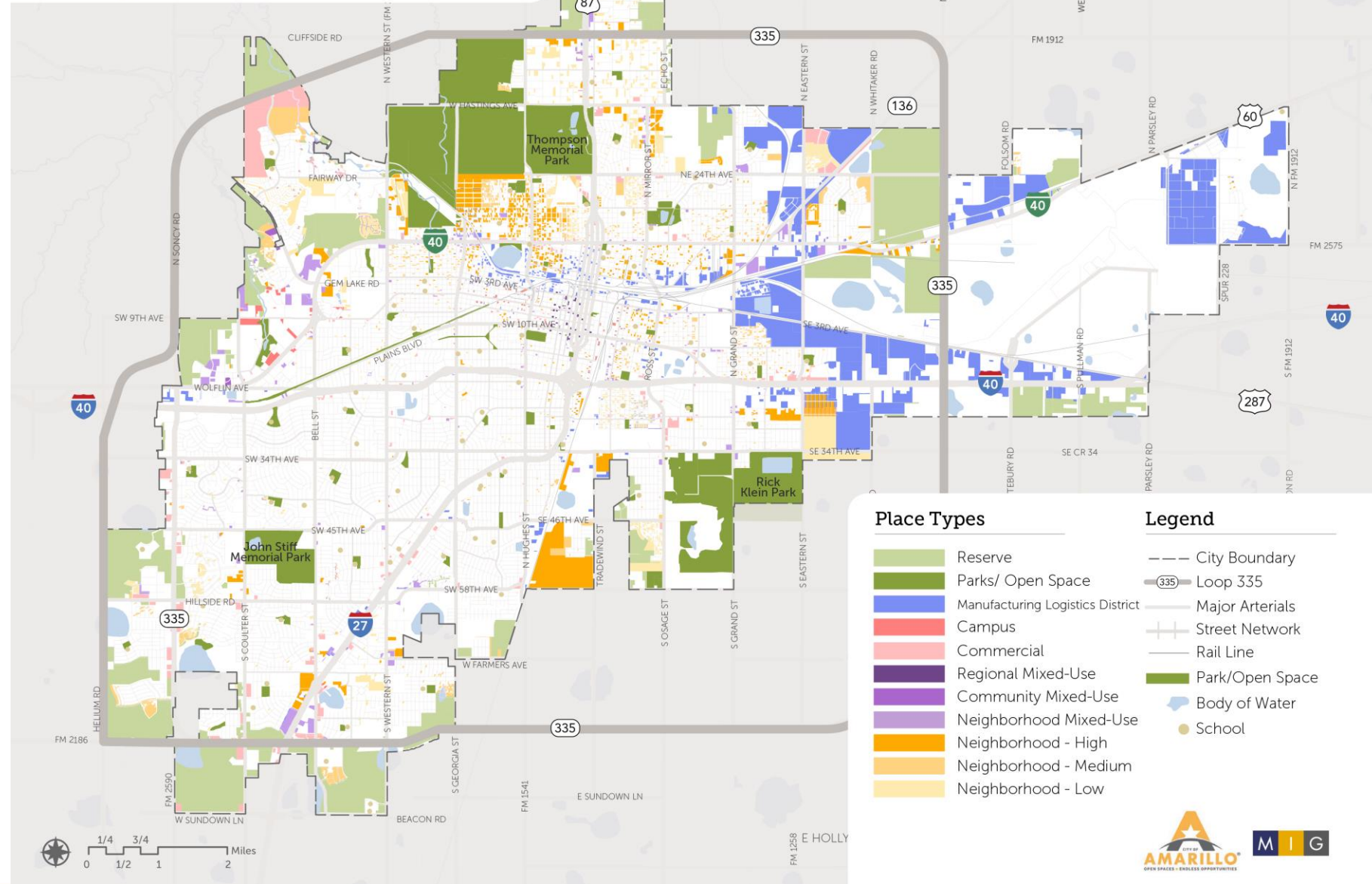
## Undeveloped Land



# Complete Neighborhood Scenario Map: Undeveloped Land



## Complete Neighborhood Scenario: Undeveloped Land



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		





# Summary Stats

## Complete Neighborhood Scenario: Undeveloped Land

### TARGETS

50,500 new residents  
27,000 new jobs  
22,000 new housing units



Population

Including  
Floodplain Parcels

315,222

Excluding  
Floodplain Parcels

265,393

Base Scenario

217,593



Dwelling Units

157,466

126,601

89,174

Large Lot Detached SF

60,055

57,604

58,858

Small Lot Detached SF

22,589

19,528

11,409



Attached SF

8,014

5,930

3,665

Multifamily

66,807

43,538

15,242



Employment

191,841

140,672

89,424

# Land Use & Community Character Recommendations

# Prior Land Use & Community Character Direction

## PLANNING LEGACY IDENTIFIED IN EXISTING COMPREHENSIVE PLAN

- A generally “**harmonious pattern of development**” on a macro scale, as new residential, commercial, and industrial projects have been absorbed into the fabric of the community.
- Continued development of **quality residential neighborhoods** in growth areas of the City.
- The continued growth and consolidation of a **premier medical center** that makes Amarillo a destination for visitors and professionals from throughout the Panhandle and other nearby states.
- Substantial **commercial development along the Soncy corridor**, especially with more attractive building design and site amenities in various cases.
- Ongoing **revitalization of downtown** as more than just a business and government base, but also a cultural center and re-emerging location for both nightlife and residential living.
- Further private investment and economic development activity around both **Rick Husband International Airport and Tradewind Airport**.

# Prior Land Use & Community Character Direction

## ISSUES AND NEEDS IDENTIFIED IN EXISTING COMPREHENSIVE PLAN

- Ongoing vacancy, blight, and redevelopment needs, particularly in sections of north and east Amarillo, which has made it difficult to achieve the 1980s vision that “older developed areas be maintained as sound contributing neighborhoods.”
- The legacy of residential uses having inter-mixed with industrial activity and heavy commercial uses in some areas of east Amarillo.
- The desire for more extensive infill development to bolster older areas of the City and offset urban sprawl tendencies at the edges.
- Continuing concern over development patterns and impacts in the vicinity of some of the area’s playa lakes.
- Further exploration of consensus strategies “to reduce excessive use of signs which cause sight restrictions and urban clutter.”

# Land Use & Community Character Updates

## KEY PLANNING THEMES FROM EXISTING COMPREHENSIVE PLAN

- **A City of Strong Neighborhoods** – Emphasized Neighborhood Unit Concept
- **Neighborhood and Commercial Revitalization in Older Areas of Amarillo** – Emphasized stabilizing declining areas with physical projects and programs
- **Protection of Economic Anchors and Investment Areas** – Emphasized on maintaining economic development focus around Medical Center and vicinity, both airports, downtown, the college campuses, Fairgrounds, the interstate corridors, and other shopping and service corridors and nodes
- **Community Aesthetics and Image** – Emphasized a range solutions including private development, development code updates, roadway design and access management and public streetscape enhancements

# Land Use & Community Character Updates

## **PROMOTE COMPLETE NEIGHBORHOODS PROTECTED FROM, BUT CONNECTED TO NEARBY DISTRICTS AND CORRIDORS**

- Builds on and advances the City of Strong Neighborhoods priority and NUC
- Applies place types and implements patterns of complete neighborhoods

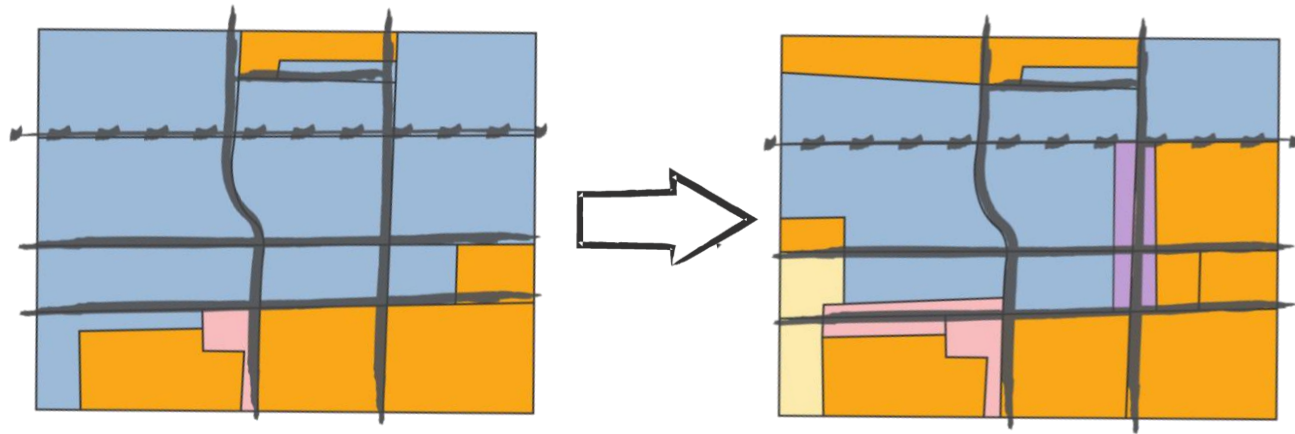
### **RECOMMENDATIONS:**

- Update **zoning code and development standards** to encourage:
  - Overall **compatibility** and desired **land use transitions**
  - **Neighborhood Mixed Use Development as a buffer** between residential neighborhoods and heavy commercial and industrial areas
  - **Site development standards** for transition areas such as parking location, building heights, landscaping, screening and sidewalk connectivity
  - **Residential Zoning Districts** that maintain and stabilize existing neighborhoods
  - Integration of **neighborhood amenities that are walkable** from inside and outside HOAs
- Promote **revitalization of historic main streets** and introduction of **new main streets**
- **Transition of auto-oriented commercial** at intersections into walkable, mixed used places



# Development Pattern for Older Neighborhoods

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



Existing Pattern

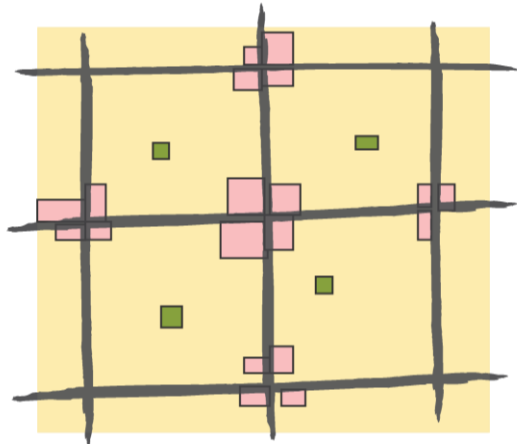
Aspirational Pattern



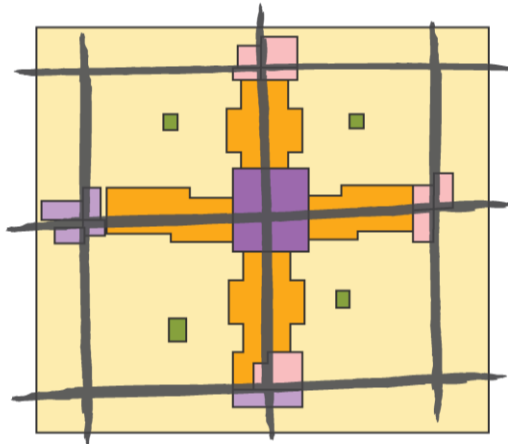
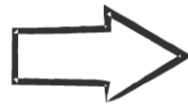


# Development Pattern for Existing Newer Neighborhoods

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



Existing Pattern



Aspirational Pattern

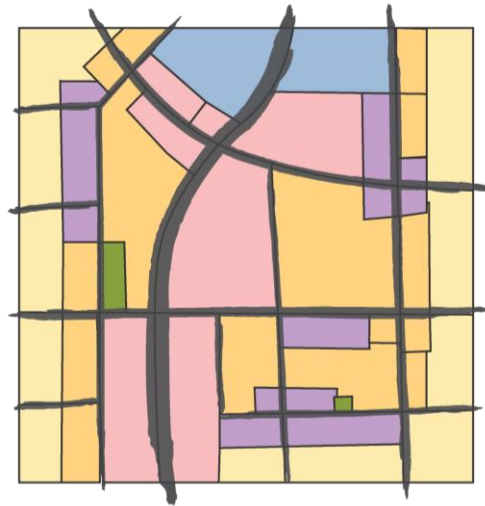
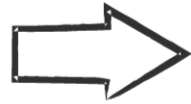


# Development Pattern for New Neighborhoods

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



Existing Pattern



Aspirational Pattern





# Land Use & Community Character Updates

## REVITALIZE OLDER NEIGHBORHOODS AND COMMERCIAL CORRIDORS

- Builds on and Neighborhood and Commercial Revitalization in Older Areas of Amarillo idea
- Applies place types and implements patterns of complete neighborhoods

## RECOMMENDATIONS:

- Update **zoning code and development standards** to:
  - Adjust hierarchical zoning to eliminate introduction of new residential in industrial areas and new industrial and heavy commercial in neighborhoods
- Bolster programs for **residential and commercial rehabilitation**
- Continue to develop and implement **Neighborhood Plans**
- **Promote mixed use development and missing middle housing** along older auto-oriented commercial corridors

# Land Use & Community Character Updates

## PROTECT ECONOMIC ANCHORS AND STRATEGIC EMPLOYMENT AREAS

- Maintains and expands emphasis on protection of economic anchors and investment areas

## RECOMMENDATIONS:

- **Maintain large areas** to accommodate large format manufacturing and logistics, as well as larger campus development (headquarters, medical, higher ed, etc.)
- Update **zoning code and development standards** to:
  - **Eliminate potential for residential encroachment** into more traditional employment areas and areas with industrial and heavy commercial uses
  - **Facilitate innovation areas** that intentionally allow and encourage a mix of lighter, creative employment uses, entertainment, services, and housing
- **Promote missing middle and higher density neighborhoods nearby**

# Land Use & Community Character Updates

## PROMOTE COMMUNITY AESTHETICS AND IMAGE

- Continues to emphasize importance of aesthetics and image for Amarillo

### RECOMMENDATIONS:

- Create and update **design guidelines** for:
  - Downtown
  - Highway corridors
  - Route 66 Corridor
- Update **Street Design Standards** to require or promote buffered sidewalks, street trees, pedestrian lighting, furnishings, etc.
- Develop a public-private partnership strategy for improving **aesthetics along highways**
- Bolster programs for **façade improvements**
- Identify and preserve **key historic properties and landmarks**
- Identify and **enhance priority gateways and corridors** (streetscape improvements, public art, lighting, signage, etc.)
- Utilize signage, entry monuments, banners, etc. to **promote and celebrate individual neighborhood identity and pride**

# Housing Recommendations

# Housing Updates

## **PROVIDE OPPORTUNITIES FOR A GREATER DIVERSITY OF HOUSING OPTIONS TO BE BUILT IN THE CITY**

### **RECOMMENDATIONS:**

- Encourage housing development in areas with existing and planned infrastructure available to support development.
- Reduce regulatory barriers to housing development to ensure housing development keeps pace with employment growth through improvements in permitting and review processes.
- Expand the diversity of by-right housing options that are allowed in neighborhood place types.
- Allow for middle density housing options in all neighborhood place types.
- Allow for medium and high-density housing in commercial and industrial areas transitioning into mixed use places through the application of community mixed use and innovation mixed use place types.
- Encourage high density residential development in locations near major transportation/transit routes and in close proximity to jobs centers.



# Housing Updates

## **ENSURE AMARILLO RESIDENTS AND THE REGIONAL WORKFORCE HAVE ACCESS TO AFFORDABLE HOUSING OPTIONS**

### **RECOMMENDATIONS:**

- Support and prioritize the development of affordable housing projects in locations near transportation routes and jobs.
- Maximize the impact of housing funds through partnerships with the private and non-profit housing partners.
- Use financing tools, such as TIRZ and PFCs, to incentivize development of new housing products in target reinvestment areas.

# Housing Updates

## **USE A TARGETED APPROACH TO FACILITATING NEIGHBORHOOD REVITALIZATION AND ENCOURAGE INFILL HOUSING IN EXISTING NEIGHBORHOODS**

### **RECOMMENDATIONS:**

- Encourage private investment in housing and businesses through the Neighborhood Empowerment Zone Incentive Program.
- Continue to pilot reinvestment tools and programs, such as the sidewalk cost-share pilot program, that allow for the city to partner in reinvestment.
- Support and expand programs that encourage reinvestment in resident homes and neighborhoods to stabilize neighborhoods and support home ownership.
- Direct capital improvements and the use of incentive tools to targeted neighborhoods.
- Support the creation and efforts of community development organizations that can lead focused reinvestment efforts in neighborhoods through use of tools and powers not available to the city.

# Economic Development Recommendations

# Economic Development Updates

## **SUPPORT THE GROWTH OF THE REGION'S ECONOMIC STRENGTHS TO EXPAND ECONOMIC OPPORTUNITIES FOR ALL RESIDENTS**

### **RECOMMENDATIONS:**

- Support the attraction and retention of businesses in the region's focus industries including agriculture, life sciences, manufacturing, food processing, and energy.
- Grow Amarillo as a destination for outdoor recreation and entertainment through investments in recreation amenities, access to attractions, and attraction of new entertainment destinations.
- Facilitate the growth of Amarillo as the regional destination for health care, retail trade, and logistics.
- Provide opportunities and resources for entrepreneurship.
- Encourage continued research and education in ag-tech and veterinary medicine to spur new business formation and attract investment.

# Economic Development Updates

## **GROW AMARILLO AS A LEADING COMMUNITY FOR APPLIED EDUCATION AND WORKFORCE DEVELOPMENT**

### **RECOMMENDATIONS:**

- Expand programs and partnerships with education partners (ISDs, Amarillo College, West Texas A&M University, Texas Tech University Health Sciences Center) that provide workforce education and training programs that support the region's industry strengths.
- Continue to invest in improving the attractiveness of living and working in Amarillo to support workforce attraction and retention.
- Utilize economic development tools and incentives to direct investment and job opportunities to underserved and underemployed populations.



# Economic Development Updates

## INVEST IN CREATION AND GROWTH OF A VARIETY OF ECONOMIC PLACES

### RECOMMENDATIONS:

- Invest in infrastructure projects that support the growth of the city's manufacturing logistics districts.
- Protect manufacturing logistics districts from encroachment from incompatible uses.
- Attract investment into the City Center through use of incentive tools and through public-private partnership programs and opportunities.
- Provide support to property owners and developers reinvesting in older and historic buildings in the City Center to facilitate the attraction and growth of economic activity and housing.
- Encourage the transition of older, outmoded industrial areas and commercial/retail centers into mixed use place types by allowing a greater diversity of uses in these areas.
- Allow for and support the growth of neighborhood main street business districts.
- Use value capture tools (such as TIRZ and PIDs) to redirect investment into employment places.

# Mobility Recommendations

# Prior Mobility Direction

## **PARTNERSHIP FOR DEVELOPMENT PROGRESS**

- Assessed infrastructure conditions—273 traffic signals, 1,032 miles of roadway
- Developed “state of good repair” cost estimates

## **AMARILLO MPO—FEDERAL FUNDING**

- 3-Year Transportation Improvement Plan (TIP)
- 20-Year Regional Transportation Plan (RTP)
- Focus on improvements to major arterials (many belonging to TxDOT) Interstates 40 and 27, Loop 335, 10<sup>th</sup> Avenue, etc.

## **2019 REGIONAL MULTIMODAL MOBILITY PLAN**

- Overall bicycle network; transit improvements including express routes
- “Pedestrian Focus Areas” as a model for City Plan elements

# Future Mobility Direction

## OVERALL PRINCIPLES

- We know people are going to continue to drive.
- There is value in making incremental changes when/where we can.
- Support the elements of a “Complete Neighborhood”

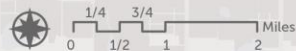
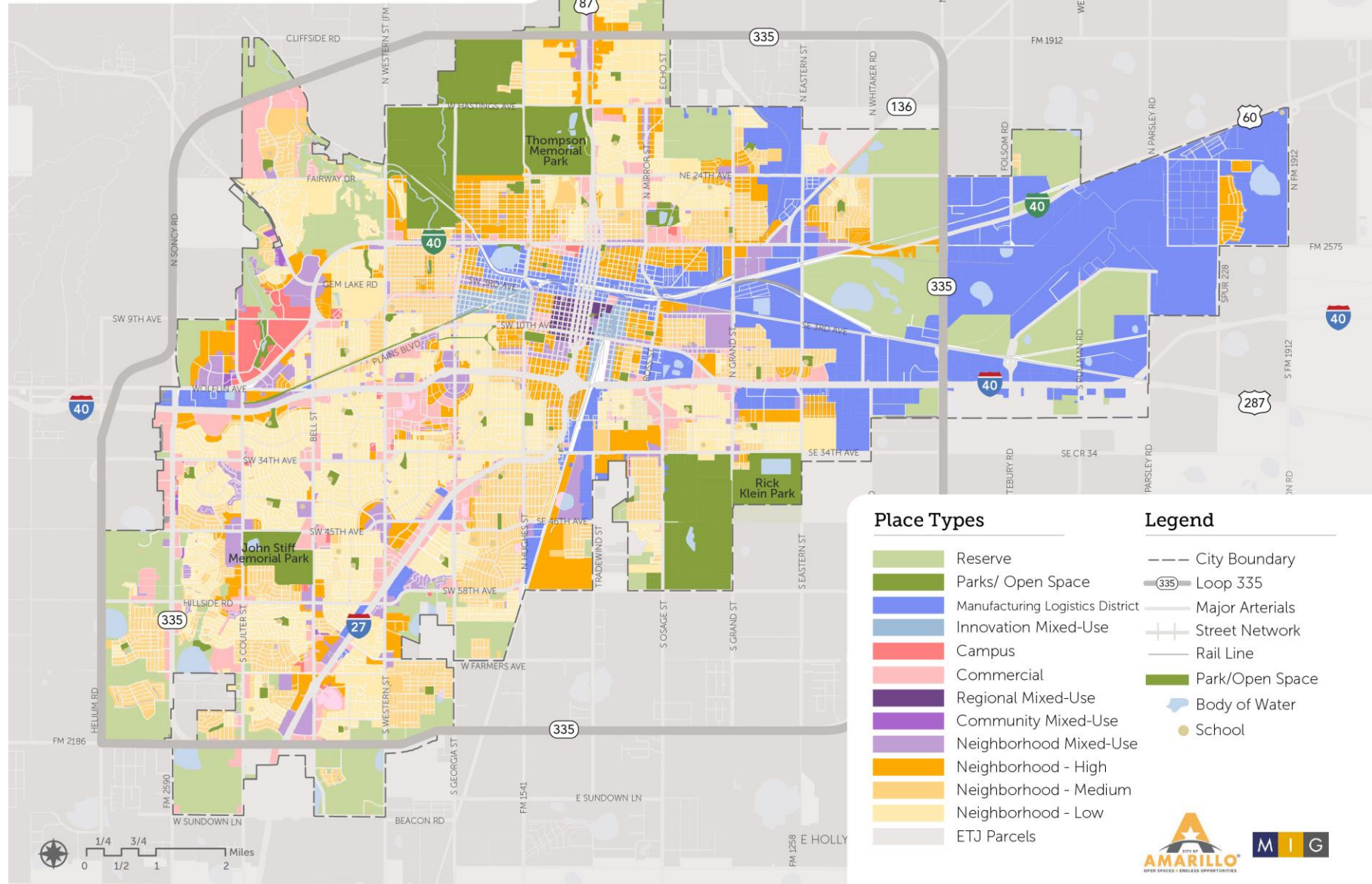
## STATED COMMUNITY ISSUES

- Invest in existing community as much as possible
- Revitalize existing neighborhoods
- Loop 335 has targeted growth to the SW
- Various patterns established for different types of neighborhoods
- Walkable places near major intersections
- Medium density residential doesn't really exist

# Complete Neighborhoods Scenario Map



## Complete Neighborhoods Scenario





# Mobility Updates

## ADDRESS WALKABILITY AT MAJOR INTERSECTIONS

### RECOMMENDATIONS

- Prioritize Community Activity Centers
- Tie to multiple goals related to creating activity nodes
- Reinforce the possibility to park once and access multiple destinations
- Address crosswalk marking legibility and general aesthetics
- Conduct study to identify traffic calming at appropriate locations
- Collect data on traffic volumes/speeds as well as ped/bike activity BEFORE and AFTER

# Mobility Updates

## ENSURE HIGH-QUALITY PEDESTRIAN INFRASTRUCTURE

### RECOMMENDATIONS

- Conduct an inventory of traffic signals (like PDP) for associated pedestrian elements
  - CPSC suggested priority look at TxDOT through roads Downtown like Taylor St., Fillmore St., Pierce St., Buchanan St.
- Suggested selected upgrades include:
  - Physical—crosswalks, signal heads, transit stop placement, ADA curb ramp, shade trees
  - Programmatic—phase timing and sequencing
- Consider including funding mechanisms in implementation phase
  - Recommend similar approach as for utility maintenance
  - Potential special districts or developer participation

# Mobility Updates

## **IMPLEMENT BETTER SIDEWALK CONNECTIVITY—COMMERCIAL AREAS** **RECOMMENDATIONS**

- Prioritize improvements along arterials
- Coordinate with landscaping and driveway/parking requirements
- Encourage these type of improvements through infill development (especially mixed-use and medium-density)
  - CPSC noted many existing incentives when allowed by zoning
  - Developers can be enticed to provide such improvements if development opportunities are maintained
  - Potential suitable locations include:
    - 34<sup>th</sup>, 45<sup>th</sup>, and Hillside Avenues, specifically, 34th and Coulter
- Consider highway-style strip commercial
  - CPSC noted I-40 is a barrier to N-S movement
  - All crossings of I-40 should be made as functional as possible

# Mobility Updates

## ENHANCE SIDEWALK CONNECTIVITY TO—PARKS/SCHOOLS

### RECOMMENDATIONS

- Conduct gap analysis study; CIP to prioritize “last-block” connections
  - John Stiff Park—near commercial areas discussed previously
  - Thompson Park—improved pedestrian access across US 87 freeway

# Parks and Cultural Resources Recommendations



# Prior Parks and Cultural Resources Direction

## ISSUES AND NEEDS IDENTIFIED IN EXISTING COMPREHENSIVE PLAN

- Adequate funding and support for timely development of new parkland and enhancement of older, established parks
- Continuing challenge of acquiring acreage and suitable sites for neighborhood park development
- Opportunity to preserve and enhance more play lake locations
- Importance of linear park opportunities to address environmental protection needs and the need for community amenities
- The need to continue building consensus on the value of hike-and-bike improvements to the community
- Opportunity to continue highlighting the ecological and sustainability role of and example set by City parkland

# Prior Parks and Cultural Resources Direction

## KEY PLANNING THEMES FROM EXISTING COMPREHENSIVE PLAN

- Build on a Strong Park System
- Cluster Cultural and Entertainment Assets
- Enhance Local Heritage Initiatives and Tools

## COMMUNITY PRIORITIES FROM 2021 PARKS AND RECREATION MASTER PLAN

- Improved Park Maintenance and Condition
- More Trails and Walkability
- A Variety of Outdoor Activities and Play Opportunities
- More Events, Programs, and Social Gatherings
- Attention to Destination Facilities
- Reflections of Amarillo's Uniqueness
- Prioritized Enhancement for the City

# Parks and Cultural Resources Updates

## RESTRUCTURED INVESTMENT STRATEGY FROM 2021 PARKS AND RECREATION MASTER PLAN

- Decrease investment in Small Neighborhood Parks; scale back development with streamlined concepts for:
  - Wellness-hood Parks
  - Heritage-hood Parks
  - Nature-hood Parks
- Sustain investment level in Large Neighborhood Parks; include reservable facilities
- Invest in Community Parks; increase services and opportunities
- Invest in Special Use Sites; program sites and add rental facilities
- Invest in Regional Parks; revenue generating offerings and opportunities

# Parks and Cultural Resources Updates

## RECOMMENDATIONS:

- Implement **2021 Parks and Recreation Master Plan**
- Update **park dedication requirements** for residential and non-residential development
- Explore acceptance of **plazas, enhanced streetscapes, trails, and other hike and bike facilities** as means of meeting park dedication requirements
- **Increase programming and events** in Downtown and community mixed use places
- **Promote community and neighborhood mixed use development** adjacent to and near Regional Parks
- Better celebrate and leverage the **Route 66 Historic Corridor**

# Small Group Exercise



# Next Steps

# Next Steps

- Community Workshops #3: **September 19, 2023**
  - Locations:
    - Downtown Library (413 SE 4th) 11:30 AM – 1:30 PM
    - Northwest Library (6100 SW 9<sup>th</sup> Ave) 6:00 – 8:00 PM
- Community Connector Lunch and Learns Round #2: **October 2023**
- City Plan Implementation & Prioritization (*Virtual*): **November 6, 2023**
- Implementation Strategies and Draft Plan (*Virtual*): **December 11, 2023 or January 8, 2024**

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City Plan Steering Committee – September 18, 2023



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