

Meeting Summary

Amarillo City Plan – Vision 2045

City Plan Steering Committee Meeting #6

Plan Elements & Recommendations

Date: **09/18/2023**

Time: **5:30 PM – 7:30 PM**

Location: **Amarillo Civic Center Complex (401 S Buchanan St.)**

City Plan Team Participants

City Plan Project Team

- Emily Koller (Amarillo)
- Shari Kendall (Amarillo)
- Joy Stuart (Amarillo)
- Jay Renkens (MIG)
- Saul Vazquez (MIG)

City Plan Steering Committee (CPSC)

- Greg Bliss
- Cindi Bulla
- Helen Burton
- Sherrie Ferguson
- Skylar Gallop
- Tim Ingalls
- Teresa Kenedy
- Tommie Knox
- Tiffany Podzemny
- Ann Scamahorn
- Renee Whitaker



i. Overview:

The purpose of Steering Committee meeting #6 was to provide an overview of progress to date; share results from the Community Connector meetings; provide an overview of the base, capacity, and alternative scenarios; and review and discuss preliminary recommendations for the five Plan Elements: land use and

community character, housing, economic development, mobility, and parks and cultural resources.

The meeting began with a presentation from the MIG team and was followed by facilitated discussion in small groups – one for each of the five Plan Element topics. Below is a sample of presentation materials, a list of the questions posed to each group, and a summary of responses from each group.



Land Use & Community Character

- Are there preliminary recommendations that should be edited or eliminated?
 - Not sure if we should eliminate potential residential encroachment into traditional employment areas (industrial/heavy commercial) because that is often what allows for/leads to quicker redevelopment.*
- Are there any recommendations that should be added?
 - Fast track/prioritized development review for infill/revitalization projects on empty lots*
 - Need to understand neighborhood-level local priority needs.*
 - Promote recognizable improvements concentrations through node development.*
 - Incentivize/promote neighborhood business development.*
 - Adopt IEBC code to support rehab of older businesses.*
 - Maintain pyramidal zoning scheme to avoid the need for frequent rezoning.*
 - Ensure building safety efforts work towards redevelopment of existing buildings rather than just harsh enforcement.*
 - Better understand specific zoning stipulations (e.g. setbacks) for place types before making more recommendations.*
- What are the top two or three recommendations in terms of priority and their impact to help Amarillo realize the community's vision?
 - Emphasis on community aesthetics and signage – visual proof of investment to catalyze momentum for new projects and development.*

- Thinking about the draft recommendations, what data and metrics would help to measure success for each element?
 - *This group did not have any comments on data and metrics.*
- Other discussion points & comments:
 - *Need to provide incentives (grants, assistance, etc.), particularly to revitalize older areas of the community.*
 - *Need to better share information about available programs and funding for rehab (both residential and commercial).*
 - *Community character is not one size fits all – consider overlays to preserve unique neighborhood identities.*
 - *Promote nodes of development along 6th Street.*
 - *Focus on transit access to/from employment areas.*
 - *Pantex area as opportunity for improvement and investment.*

Housing

- Are there preliminary recommendations that should be edited or eliminated?
 - *Refine by-right housing options.*
 - *Refine PFCs in housing updates.*
- Are there any recommendations that should be added?
 - *Need to identify who will pay for infrastructure upgrades and what funding sources are available to implement housing recs.*
 - *Are there plans to update infrastructure/utilities (e.g. water, sewer) in older neighborhoods such as Barrio, North Heights, Eastridge, and San Jacinto?*
 - *Need to understand and describe the relationship and any coordination between the Comprehensive Plan and zoning rewrite.*
- What are the top two or three recommendations in terms of priority and their impact to help Amarillo realize the community's vision?
 - *Encouraging housing development in areas with existing and planned infrastructure available to support that development.*
 - *Supporting and prioritizing the development of affordable housing projects in locations near transit routes and jobs.*
 - *Supporting and expanding programs that encourage reinvestment in residential homes to stabilize neighborhoods and support homeownership.*
- Thinking about the draft recommendations, what data and metrics would help to measure success for each element?
 - *Ensure that realtors and developers weigh in on the merit of these recommendations and share results with the public.*
 - *Should get resident household input after improvements are done.*
 - *Data showing an increase of homeownership within the lower-income population.*
 - *Verify that new infrastructure is receiving funding from the City budget.*

Mobility

- Are there preliminary recommendations that should be edited or eliminated?
 - *Highlight suitable locations for infill mixed use development to support commercial area walkability beyond 34th/35th.*
 - *Emphasize the development of mobility standards.*
 - *Emphasize communication and collaboration between transportation departments, organizations, and agencies.*

- Are there any recommendations that should be added?
 - *Ensure that the Comprehensive Plan addresses street design standards to ensure safety and respond to adjacent land uses, including neighborhood revitalization and streetscape improvements as opposed to just focusing on vehicle movement (e.g. Vision Zero or Complete Streets principles). – maybe hire a knowledgeable engineer to help with this.*
 - *Promote collaboration of multi-department and public recommendations group to develop project ideas and recs.*
 - *Promote the creation of a transit advocacy group.*
 - *Promote the inclusion and use of green stormwater infrastructure.*
 - *Address boulevards, arterials, and disparate areas; collaborate to update design standards for major DOT- and- County-controlled corridors to improve walkability (e.g. downtown & dumas highway, 6th St. & Amarillo Blvd, 10th St, etc.).*
 - *Improve mobility outreach standards to require input from hosting agency for mobility projects.*
 - *Specifically promote and implement roundabouts, chicanes, bike lanes, road diets, and other street calming measures.*

- What are the top two or three recommendations in terms of priority and their impact to help Amarillo realize the community's vision?
 - *Education for public on local design input and standards for County, DOT and City managed roads.*
 - *Adopting vision zero pledge by City Council to drive all departments with safety improvement goals.*
 - *Building upon a comprehensive bike or multimodal plan to make active and multimodal transportation safer and more enjoyable for all.*

- Thinking about the draft recommendations, what data and metrics would help to measure success for each element?
 - *Vision zero data – need to understand and follow.*
 - *Crash Record Information System (CRIS) data.*
 - *Track bike, car, pedestrian counts, speed data, etc. for area projects (before/after comparison).*
 - *Integrate land use planning and return on investment metrics to street, road, and corridor design.*
 - *Conduct more studies to understand and measure highway noise and pollution levels.*

Economic Development

- Are there preliminary recommendations that should be edited or eliminated?
 - *Concern that AEDC is not communicating or coordinating with the City which can result in promises that the City can't keep.*
 - *For City Center investment attraction – need to understand where we stand currently compared to other places (e.g. Buddy Holly in Lubbock). CVB has comparison information.*
 - *Promote the development of a bigger event center/venue.*
 - *Should put development responsibilities on developers more than citizens.*
 - *Promote better financial planning for infrastructure investments and maintenance.*
- Are there any recommendations that should be added?
 - *Match education and industry investment efforts.*
 - *Focus on AQHA (equestrian entertainment) as attraction, and increase promotion of entertainment in general.*
 - *Work to remove stigma around integrating communities.*
 - *We should understand where workers are coming from, (e.g. are businesses relocating workers from other locations?)*
- What are the top two or three recommendations in terms of priority and their impact to help Amarillo realize the community's vision?
 - *This group did not identify top priorities for economic development.*
- Thinking about the draft recommendations, what data and metrics would help to measure success for each element?
 - *This group did not have any comments on data and metrics.*

Parks & Cultural Resources

- Are there preliminary recommendations that should be edited or eliminated?
 - *Rephrase "promote community and neighborhood mixed use development adjacent to and near Regional Parks." (promote through zoning).*
 - *Clarify "decrease investment in small neighborhood parks; scale back development with streamlined concepts for Wellness-hood parks, Heritage-hood parks, and Nature-hood parks."*
- Are there any recommendations that should be added?
 - *Promote alternative funding opportunities (e.g. corporate, 501c3, grants, etc.).*
 - *Incorporate master plan sites with recognized neighborhood associations and for segmented areas.*
 - *Encourage engagement with boards and commissions responsible for implementation.*
 - *Should revitalize older parks.*

- What are the top two or three recommendations in terms of priority and their impact to help Amarillo realize the community's vision?
 - *Implementation of 2021 Parks Master Plan.*
 - *Update to park dedication.*

- Thinking about the draft recommendations, what data and metrics would help to measure success for each element?
 - *Usage measurements.*
 - *Cost recovery percentages and revenue generation.*
 - *Program and event participation and satisfaction.*
 - *Adjacent development trends.*