

Meeting Summary

Amarillo City Plan – Vision 2045

Developers Focus Group

Plan Elements & Recommendations

Date: **09/19/2023**

Time: **8:30 AM – 10:00 AM**

Location: **Simms Municipal Building (808 S Buchanan St)**

City Plan Team Participants

City Plan Project Team

- Emily Koller (Amarillo)
- Shari Kendall (Amarillo)
- Cody Balzen (Amarillo)
- Brady Kendrick (Amarillo)
- Andrew Freeman (Amarillo)
- Drew Brassfield (Amarillo)
- Jon (Amarillo)
- Chris Jackson (Amarillo)
- Jay Renkens (MIG)
- Saul Vazquez (MIG)

Developer Participants

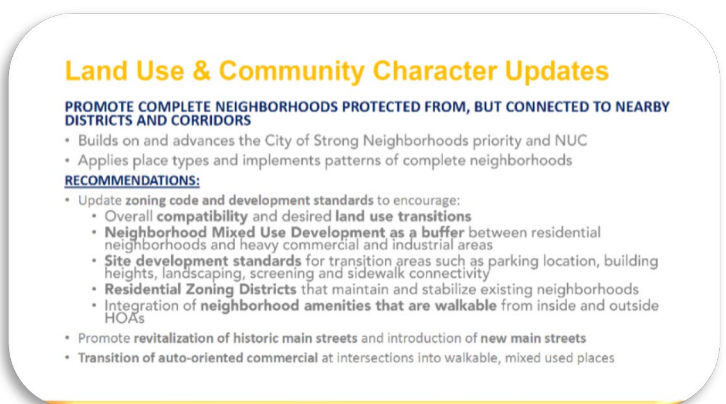
- Seth Williams (Williams Group)
- Noah Williams (Williams Group)
- Kolton Wilds (Williams Group)
- Chris Berry (Betebough Homes)
- Wesley Everett (Betebough Homes)
- Matt Griffith (Rockrose)
- Marc Franklin (Rockrose)
- Daryl Furman (GDI & Furman Land Surveyors)
- Dustin Davis (GDI & Furman Land Surveyors)
- Peter Ventural (Furman Land Surveyors)
- Jesie Arredondo (ODJ Engineering)
- Josh Langham (Llano Real Estate Group)
- Brazz Vanover (Rock One Realty)
- Tara Vanover (Rock One Realty)
- Jon Fuller (Rock One Realty)
- Kasey Fuller (Rock One Realty)
- Dick Ford (Dick Ford Co.)

i. Overview:

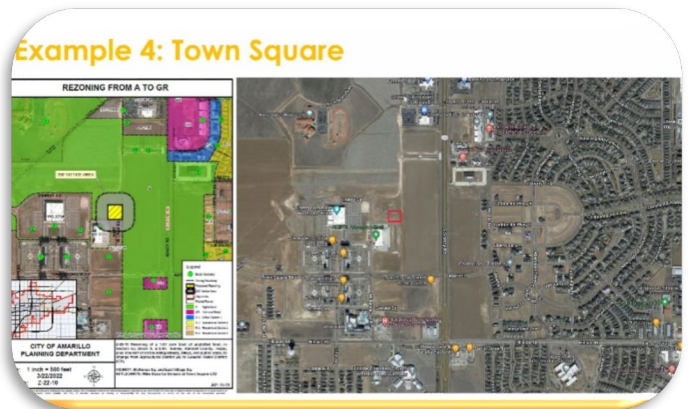
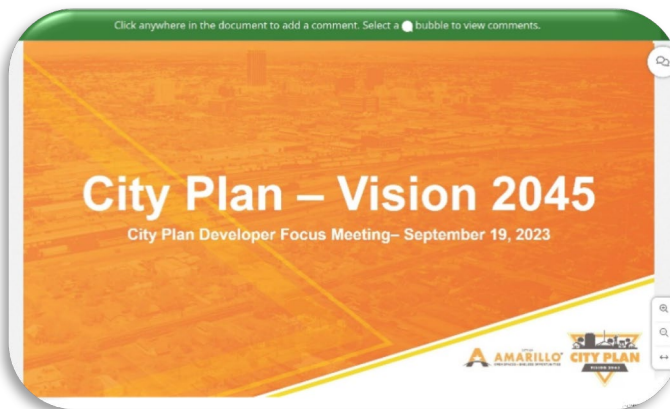
The purpose of this focus group was to convene developers, realtors, and other technical experts within the development field to a) provide an overview of the Amarillo City Plan project, including the vision and guiding principles; b) provide a contextual overview of the Plan's alternative complete neighborhoods' scenario and

place types; and c) present preliminary land use and community character recommendations and solicit input through open discussion.

The workshop began with a presentation from the project team and concluded with open discussion and questions. Below is a sample of presentation materials and a summary of the group’s discussion:



Overall, the group was supportive of the place types and preliminary recommendations. Feedback and discussion points can be categorized into *implementation* and *plan specifics*. After the meeting, presentation slides were shared with attendees via Konveio, a document engagement platform, to provide an opportunity for additional comments.



Plan Implementation

- The group expressed a desire to ensure that the future place types and map are compatible with the City’s zoning.
- The group expressed interest in follow-up discussion about implementation to ensure long term success.
- The group was interested in annual or biannual meetings to review the Plan, discuss any changing circumstances, and ensure that any necessary amendments can be made.

- The group recommended developer-review for identified opportunity redevelopment sites to ensure feasibility and interest.
- The group was curious about funding and responsibility for the Plan's recommendations and implementation.
- The group was curious about how the identified housing targets would be achieved and where new housing would be located.

Plan Specifics

- The group expressed that not having to rezone for each project would be appreciated.
- The group expressed that infill development can be uncertain, and therefore difficult.
- The group expressed a desire for more collaboration between developers and City planners.
- The group was curious about how these recommendations and the future place types map affect park connectivity improvements.
- The group recommended more discussion regarding potential annexations and property owners' interests or intentions.
- The group noted that the southwest corner of the community, which is identified as "Preserve" on the future place types map, is under preliminary planning for development.
- The group was curious about whether the Plan will promote more flexibility around unit increases, as this is currently difficult to achieve/not allowed.