



## Response to Comments and Questions on Public Review Draft of City Plan

During the City Plan public review period, the online draft of the City Plan was made available for community input. The ensuing compilation represents the comments and questions received, followed by responses and answers from the City of Amarillo's Planning Department.

### Future Land Use

1. How is the vacant land information identified?
  - a. We mapped the vacant land based on PRAD property designations. Most of the tracts are not large, but rather small parcels sometimes owned by the neighboring property owner.
2. How far outside of the city limits the future land use map would cover?
  - a. The plan will only be within the city limits.
3. What does it mean that the existing future land use designations from the current comprehensive plan would be terminated outside city limits?
  - a. In the past those areas were designated as rural, agricultural, or reserve on the map. The intent now would be to consider future land use map changes or additions when looking at any proposed annexations.
4. Property owners outside city limits felt like their land was quasi-deed restricted with the future land use designations. How do we make sure this does not happen this time and inform residents as much as possible?
  - a. The developers and major landowners have provided significant input and have requested an annual review process with the Planning Department. A map amendment process is outlined in the plan.
5. Do the new future land use designations (place types) have corresponding zoning districts associated with them?
  - a. Yes, we have aligned our current zoning districts with the new place type categories.
6. Add a recommendation to adopt the 2022 zoning code revision draft as an administrative update with no changes to the standards. This provides a clean/baseline version to build off of for the future recommended amendments to the development standards.
  - a. The Planning and Zoning Commission provided feedback at their 4/1/24 meeting to include this recommendation as an implementation priority in Chapter 8.
7. This map and the future map like this is what I was questioning, where are all the commercial buildings on the future map? I do not see that map in this document. On the future map the red is yellow in many places, very little red.
  - a. The commercial areas are mainly along the major arterials and are concentrated in the business areas. The Existing Land Use map shows where the commercial areas are currently.



## How is the Plan Used?

8. My understanding of this plan, is that this current consideration is just the process of the overarching comprehensive plan that permits later decisions to have one or more of these strategies implemented. This plan does not greenlight everything proposed in the plan but allows the city to use those tools later to help address items. How might the city be able to incentivize or encourage neighborhoods to voluntarily move into more consistency or alignment with the comprehensive plan? Some of these action steps have been discussed while working with the neighborhoods. The neighborhood associations have become more involved in what is going on and looking at their future potential. Long-term an action item talks about how we would prioritize infrastructure assessment in all of the plan areas. The difficulties in identifying to what capacity new infrastructure in one of these areas would need to be if the neighborhood is not in a state of stability and certainty of anticipated land uses, and how certain stabilization steps could encourage and ensure the city on these new infrastructure investments.
  - a. Yes, that is correct. This plan will guide policy updates. We will continue to work with the Neighborhood Associations to encourage stabilization in the older parts of Amarillo.
9. Does the approval of this comprehensive plan precipitate a need for a zoning rewrite?
  - a. The top priority on the action steps list is to make amendments to the city zoning code and other development regulations. The staff aims to provide as much transparency as possible regarding the potential changes that may result from the comprehensive plan, based on the input received from citizens. The comprehensive plan narrative discusses the modernization of the zoning ordinance while aiming to retain as many of the current regulations as possible.
10. I would like to see the city be able to utilize some of the work, effort, and money spent on the zoning rewrite at the direction of this comprehensive plan to bring forward a modernized zoning ordinance.
  - a. See question 6.
11. Could the terminology of affordable housing be changed to something different since people relate that wording to something that is typically seen as negative?
  - a. We will review the plan for the term affordable housing and make sure it is clearly stated that we are either referring to housing that is within the financial means of the average Amarillo resident/family or specifically referencing affordable housing that meets the definition by the U.S. Department of Housing and Urban Development.
12. I want to ensure the ordinance will allow for the comprehensive plan to be amended or modified in the future.
  - a. It will be an ordinance which can be amended in the future.



## Making Places – Neighborhoods and Districts

13. From an economist's perspective I am usually apprehensive when the government identifies it has a plan and am personally skeptical of the idea of zoning. However, after reviewing the plan, there was no definitive instance in the plan that I did not like what I was reading. There is a lot in the plan I like, including the flexibility it provides and the ways it seeks to allow for missing middle-type developments.
  - a. We have carefully listened to the residents of Amarillo to understand their priorities. This plan was developed based on the information we gathered from surveys and public events over the last 18 months. This plan is based only on the input we received from the people of Amarillo.
14. Ensure when referencing housing that is affordable for all income levels throughout the plan that it is not confused with subsidized housing/section 8 housing.
  - a. Thank you for the suggestion. We want to clarify that when we say affordable, we are not referring to subsidized housing. We mean housing that residents in Amarillo can afford on a medium income.
15. I love the Infill Development idea for areas like downtown, Infill existing areas with denser multi-use buildings/developments.
  - a. Thank you for your comment. Our Short-Term Priority 2 addresses this and other reinvestment ideas in older neighborhoods and downtown.
16. Amarillo has now 9,682 houses that are vacant which is a lot. And you want to build more? Amarillo is not going to grow that much unless people in surrounding areas are moved here in a herd fashion.
  - a. The information from the Amarillo Realtors Association shows there are approximately 1,000 homes for sale in Amarillo.
17. What does that mean? The large estate home used as a secondary?
  - a. The primary use in the Reserve Place Type is agriculture/ranching, recreation, and vacant/undeveloped. Large estate homes, on one acre or more of land, are common but considered a secondary use.
18. I agree with the priorities in the Guiding Principle #2; Provide a range of housing opportunities with nearby employment and services to support all income levels and age groups. Folk should be able to get around town easily, quickly, and safely, through public transit, walking, and biking.
  - a. We consistently heard from residents about the need for a variety of housing options across all income levels, as well as better connecting to public transit and walking paths. One of the Short-Term Priority Items addresses this issue.
19. I would like to know the answer to the question myself, who is paying to replace the single family homes? Are the people in these homes going to be forced out, forced to sale,? Very concerning
  - a. This plan does not alter the property rights of owners.
20. So where is the single family houses going? Are these homes being demolished? If so, how do the owners feel about this? This looks like single family houses are there then replaced with larger medium 2 story buildings. Are the property owners paying for this or the city or who? To me most single family home owners will not be able to afford to build something like this. Very concerning for the property owner I think the city needs to verify against the general plan to make sure property owners are protected because of stories we hear how the general plan contradicts this. After all this IS a world wide movement.
  - a. This plan does not require homeowners to make any changes.



21. Again, who is paying for these single family homes that are now being turned into high density housing? Property owners well need to fork out a lot of money to do this. Most people can not do this. Where are the people coming from to rent or buy all these new buildings and homes? AI is already replacing jobs.
- a. This plan does not require homeowners to change or rebuild for higher density.
22. How will this high rise multi use be in the future for private property homeowners? If their house burn's insurance will only pay to restore to like it was are they going to need to build it back to be a high rise multiuse?
- a. The different Neighborhood Low/Medium/High place types aim to provide Amarillo residents and property owners with more flexibility, without requiring property owners to rebuild for increased density.
23. Some of these commercial buildings are owned by the occupants, and have been for years, are they ok with just up and moving from a place where they have been for years? Or are they going to be forced out? These are very concerning issues.. the commercial is replaced with med to high density housing that most likely will remain vacant because nothing is here in Amarillo to bring people here. This is Amarillo Tx not New York
- a. This comprehensive plan does not require owners to change what is on their property. Some of the map show changes that could occur if the landowner chooses.
24. Is this 1,000 more housing units to be added in the dark blue?
- a. The dark blue on the map indicates the Manufacturing/Logistics District.
25. Have you checked NEZ?
- a. The NEZ program helps private investment by giving tax abates and incentives. You can find more information on the NEZ program by checking out the website here. [Neighborhood Empowerment Zones | City of Amarillo, TX](#)

## Parks and Cultural Resources

26. Can the parkland dedication requirement apply to non-residential development?
- a. Currently the plan makes recommendations for parkland dedication that is consistent with the 2021 Parks and Recreation Master Plan policy of 2.2 acres of developed parkland per the addition of 1,000 residents. This would be administered at the time of platting for residential subdivisions. We will review options for quantifying developed parkland for new commercial development for the final draft.
27. We already have medipark, and several business parks. The business parks that are scattered across town are not full, with Amarillo not really growing that fast according to the census.gov site, with AI replacing jobs I am concerned this is really a waist of time and money. Time and money that could be used on something else. Plus I noticed that this document tells the plan but where exactly is this being planned? ie: 10th & Polk or where?
- a. We heard from many of the residents of Amarillo that parks and greenspace is important to them. It is one of the Guiding Principles developed from the feedback we received from the residents of Amarillo.





## Community Character

28. The people in Amarillo are kinda a breed of our own, we do not want to be like other cities. Yet, this plan is not unique when you look at We will Chicago plan, the Forward Dallas plan, Day after Plano tomorrow plan, Longview plan, these plans are all alike. The legal backing is very concerning knowing what this plan is truly about. It's not hard to research what this plan brings to Amarillo or any other city involved in these plans that are more advanced into it. Why would you want to do this to your neighbors or family? Changes can be done to grow Amarillo without this plan being involved.
- a. We acknowledge that Amarillo is a unique city and is proud to be. This plan was developed with the information we gathered from residents. We asked what people wanted for Amarillo in the surveys and all of the public events over the last 18 months. This plan is based on the information we received from Amarilloans.
29. Amarillo already has this. Amarillo is known to be a city unique in itself. The people here are not like everywhere else. It seems as though you're trying to change us to be like other cities. Every city, no matter the state, or country for that matter, if you look at their plan they are all alike. Why?
- a. Our comprehensive plan was developed with input from the residents of Amarillo. It may have similarities to other city comprehensive plans but is not based on any other city plan.
30. I do not wish to live in apartments and it looks like this is mainly what is being forced onto us. Everything is apartments. I like working in my yard
- a. The comprehensive plan does not require more density, the Place Types are meant to give more flexibility to property owners.
31. The more I read this the more it looks like Urban Renewal under a different name. Look at all the similarities when you look up urban renewal. UR is NOT a good thing for neighborhoods history has taught us that. I'm all for upgrading neighborhoods, but this plan is too secretive even though it says it's a public event. If it is what we said we wanted, why would it match every city around the world under this plan? I do not believe everyone wants the same thing in every city. Same plan, same houses, same walk ways, bike lanes, same high rise multi use buildings, same center city ideology, cameras in every corner, this is a plan already made for us. Very clearly.
- a. This comprehensive plan reflects the wants and needs of the residents of Amarillo. Amarillo is a unique city and we have shaped the plan to what the residents of Amarillo have told us.



## Community Engagement

32. I would not say extensive I mean let's be honest if it was extensive more people would have knew about it, been involved, and even participated in the online documentation.
- We made extensive efforts to engage with the community through various methods over an extended period. Please see the Engagement Summary in the Appendix for a comprehensive list of the locations and approaches we used to connect with the citizens of Amarillo, including sending postcards to every address in Amarillo.
33. If there was over 4000 people who participated with this, where are they now? Why is there basically zero participation now? The community is NOT involved in this.
- We have reached out to the residents of Amarillo in a variety of ways. We have had many residents email their comments to us and did not comment on the Draft directly. We want as many people as possible to be involved in the process of developing City Plan.
34. You had more workshops than media coverage? So the public wasn't invited to one of the workshops? I seen in the steering committee document where it's suggested to add one to make it look better than it really is. This is concerning because to me it looks like you already know it was poorly advertised and not really a public event or plan.
- We promoted all public workshops, sought media coverage for all events, and shared them on our website and social media.

## Schools and Population

35. Schools are loosing attendance because of the transgenderism and because of what they are teaching in the classroom now.
- The Amarillo school district has attributed the decline in enrollment to the decreasing birth rate. For more detailed information, please visit their website.
36. This contradicts to what your own asst mgr Rich Gagnon said. He told about 50 people at a smart city meeting that with AI Technology coming, which it's here now, that it will be replacing people's jobs. It already did, thankfully you was able to move the people to a different dept. All over the web, magazines, news media, social media, you see article after article abt how AI will be replacing people in jobs in the near future. RED FLAG
- The Amarillo Economic Development Corporation has been successful in bringing new businesses to Amarillo. They have told us their recruitment will bring 4,000 new jobs to Amarillo in the next five years. Please go to their website for more information. [Home - Amarillo Economic Development Corporation \(amarilloedc.com\)](http://amarilloedc.com)
37. On the census.gov it says Amarillo only grew by 10,352 people in 14 yrs from 2010 - 2024 (0.05%) Census.gov says April 1,2020 to July 1,2022, Amarillo only had a 0.5% change. Amarillo is not really growing because there is nothing here to bring or keep people here. We have bars, restaurants, bars, and more restaurants. Nothing fun for the younger generation or even for the active older generation
- Population growth fluctuates. The plan is a flexible document, and we can adjust for an increase or decrease in population over the next years.



38. Where are all these jobs coming from to bring people in? AI is replacing people's jobs so I for see proverty in the future unless your wealthy
- a. The Amarillo Economic Development Corporation has been successful in bringing new businesses to Amarillo. They have told us their recruitment will bring 4,000 new jobs to Amarillo in the next five years. Please go to their website for more information. [Home - Amarillo Economic Development Corporation \(amarilloedc.com\)](http://amarilloedc.com)
39. How will this bring more people when AI is already and will continue to replace peoples jobs?
- a. Amarillo's Economic Development encourages more businesses to come to Amarillo so that we can grow and thrive as a community.
40. How do you figure 27,000 new jobs will be created? As a nation, we are bankrupt. Our credit card debt is at the highest level it has ever been.
- a. The Population and Growth projections are based on recent and future development trends. The AEDC has been successful in bringing new businesses to Amarillo. They have given us some information to based these projections on as well.
41. How can the plan help with current issues that the school districts are experiencing such as the losses in enrollment.
- a. Through the City Plan process, we have established a good line of communication between the school districts and the Planning Department, and some of the key priorities and strategies could help with the issues they are facing. For example, encouraging reinvestment in older neighborhoods will benefit the Amarillo Independent School District. They have indicated the reason for their declining enrollment is the declining birth rate. Please go to their website for a more extensive answer.

## Mobility

42. Review the bike lanes in the context of the hike and bike master plan. Consider revising to show them connecting internally from the neighborhood and not on Bell.
- a. Our city engineers have informed us that adding bike lanes to major corridors like Bell would challenging and costly. They suggested that it would be safer and more cost-effective to add bike lanes to minor arterials like Teckla within the Olsen neighborhood. The graphics will be revised.
43. Connect existing bike lanes. The city map shows lots of bike lanes however most do not connect and over half of the routes on the map are only a small "bike route" sign posted but no other safety measures for cyclists. Separate or at least paint lanes for increased safety when mixing autos with bicycle traffic.
- a. Thank you for your suggestion, we agree that we need to make bike paths safe for all levels of cyclists. We will work with other departments within the City to address these issues.
44. Funny. Because the bike lanes we have in town now, I can't recall ever seeing anyone riding bikes in them.
- a. We have received numerous comments from individuals using the bike lanes and the Rails to Trails path. Some comments mentioned that these routes would be used more frequently if they were interconnected and safer.



45. with all the bike lanes Amarillo already has I have not ever seen them in use.
- a. We have received numerous comments from individuals using the bike lanes and the Rails to Trails path. Some comments mentioned that these routes would be used more frequently if they were interconnected and safer.
46. I do like the awning idea.
- a. The addition of awnings to commercial spaces provides increased comfort for pedestrians in the area.
47. In the appendix section add a brief summary of the Amarillo (MPO) Metropolitan Transportation plan 2020 - 2045 and a pointer to the location that holds the plan.
- a. Thank you for the suggestion, we will add a reference so that others can find the full MPO plan and website.
48. Are you trying to do away with cars in the further? Fact. Every one of these cities more advanced are trying to do it now. I would like a guarantee that this will not happen.
- a. We have received feedback from the residents of Amarillo, indicating that our roads and cars are crucial to the city. We appreciate Amarillo's low population density and intend to maintain it. We plan to enhance walkability in the neighborhoods based on residents' preferences.
49. Amarillo ABSOLUTELY DOES NOT SUPPORT VISION ZERO. MOST HAVE NEVER HEARD OF IT TO SUPPORT IT. LETS BE HONEST AND TELL PEOPLE instead of assuming they do. Shari said people will not lose right to drive, visionzero is all abt not driving. Reason for them to say no more driving to reach goal of zero deaths. Are you so selfish and blind to what you are bringing to your families that you can not see what this plan is doing to other countries? Cities in California or Chicago? Myself along with others have showed you articles, websites, logos, proof of connections to the nwo agenda that are involved in this plan and you still deny it. You think the people in Amarillo do not see it or that we are dumb. Just remember what history has taught us or maybe look to what's happening now with the farmer in the UK....,
- a. As a part of the overall mobility element of the Plan, Amarilloans supported advancing policies related to Vision Zero, Complete Streets, and intermodal connectivity. The City of Amarillo has not adopted a Vision Zero policy. However, it is clear from the feedback we received that the residents of Amarillo would like to address the issue of pedestrian fatalities and serious injuries.

## Appendices

50. Why is the appendices blank? This is concerning because the appendices could have info that is not outlined. It says on page 131 page 131 in blank. When you try to look at appendices on the steering committee plan it says on page 121 a ten page difference. The steering committee plane only goes to page 120. If this is a public plan then why is there not full disclosure?
- a. We apologize for any confusion with the page numbers. The appendices have several sections and are not numbered straight through. They are all included in the last two sections of the plan. It is a large file and could not be uploaded as a single document. Therefore, it was split into chapters and the Appendices are the last two sections.





## What City Plan is Not

51. I have noticed some people have been criticizing the City Plan, stating it was created by the United Nations to create lockdowns. Can you confirm that this plan was not created by the United Nations and not part of some plan to lock everyone in their homes.
- The plan in question was not created by the United Nations or as part of a scheme to confine people to specific areas. It is also recognized that if the staff had been aware that the name of the plan resembled a United Nations initiative, causing confusion or concern, they would have changed the name. The plan was developed solely based on feedback from the citizens of Amarillo.
52. Next will be some sort of a plan zero, vision zero, or zero zero plan which is designed to restrict driving. This is already happening across the pond very simple to research this info to find true facts. Suggestion:: GET OUT AND AWAY FROM WHO IS TELLING YOU TO DO THIS
- This is a comprehensive plan and mentions Vision Zero in the mobility section to address the Pedestrian Fatalities and Serious Injuries.
53. According to the UN Agenda21 2030, the city will be rezoned into several zones with boundary lines for the neighborhoods that we will be restricted to stay in our zones.
- This is not a UN Agenda 21 plan. We are not dividing the city into zones or boundary lines. There is nothing in this comprehensive plan to restricted people to stay in zones.
54. This plan seems to already be made and decided on. It's the same plan as every other city in the world that signed up for the nwo. Look at Longview plan or Chicago plan they are very similar to Amarillo's plan.
- This is the draft form of the plan and has not been adopted yet. This plan was developed with the information we gathered from the residents of Amarillo. We asked what people wanted for Amarillo in the surveys and in public events over the last 18 months.
55. Is this even a good time to start this plan when our country is the the debt it's in? The debt is worse everyday.
- This comprehensive plan does not incur more debt for the citizens of Amarillo.
56. If this is NOT a world event, then why would it say in the Amarillo v2045 site say on page 7- what's happening in downtown needs to signify out intent & meaning. Communities who assure that their city center is prepared for economic GLOBALIZATION. ? This does not sound like an Amarillo Tx agenda. This is a very important question that when asked is brushed off, it has been asked several times. ▶▶▶▶
- The v2045 refers to the fact that a comprehensive plan normally spans 20 years. When we started to plan this seemed like the most logical when adopted the plan would carry us through the next two decades.
57. Build a new civic center! Ours is terribly outdated and not large enough to attract the best performers. Better performers would bring in people from all over the region to stay in hotels and spend money in local businesses.
- This is a comprehensive land use plan and does not include large investments such as a new civic center.



58. Since this is a worldly plan and every city that is ahead of Amarillo in this plan, the people in other cities and countries like Oxford in the UK they have completely stopped the people from driving in high traffic corridors. Everyone has to walk or ride bikes or they are fined. Will that happen here? I mean it's the same plan
- a. The residents of Amarillo have made it clear that Amarillo will remain a car centered community. Amarillo covers many square miles and therefore cars will remain the primary mode of transportation. We did hear that many residents would like their neighborhood to be more walkable.
59. As of 9:30 A M. On Sat 3/16/24, according to [u.s.debtclock.org](http://u.s.debtclock.org), our debt as a nation is \$34.5 trillion. That means every U.S. Citizen owes \$102,618, or for every taxpayer, the amount owed is \$266,500. These totals are constantly increasing, so that means every 3 to 4 months, another one trillion is added to our National Debt. It also means that EVERY DOLLAR SPENT IS BORROWED. How is it fiscally responsible to burden Amarilloans with more debt piled on top of what is already owed????
- a. City Plan does not affect the US debt or add tax burden to the residents of Amarillo.