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Vision & Guiding Principles

Introduction

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Introduction

City Plan follows a predictable hierarchical framework. Each component builds progressively from the previous component, adding more detail to guide decisions and inform successful implementation. These components transition slowly from “what” to “where” to “how,” “when,” and “by whom.”

Community Vision

The community vision is the Plan’s most foundational component. It is a short, concise statement that reflects the community’s shared perspectives and high-level aspirations for Amarillo’s future. All other components of the Plan are derived from this collective understanding.

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

City Plan has six guiding principles. Each guiding principle contributes structural support for the Vision, providing additional detail about the community’s values and desired future conditions. These statements begin to incorporate the role of action and responsibility into their phrasing, which paves the way for moving from the “what” to the “how.”

- 1 Create a variety of walkable destinations throughout the city while ensuring convenient local and cross-town connectivity for cars, bikes and transit.
- 2 Provide a range of housing opportunities with nearby employment and services to support all income levels and age groups.
- 3 Prioritize reinvestment in existing infrastructure, neighborhoods, districts, and recreational amenities.
- 4 Encourage a diversity of low- to medium-scale places throughout the city.
- 5 Increase overall quality of life for all residents by promoting safe, clean, and protected neighborhoods with well-amenitized park spaces, goods, and services nearby.
- 6 Celebrate cultural and historic assets along key corridors and in specific neighborhoods and districts.

Additional Plan Components

Land Use Framework – The Land Use Framework provides a comprehensive representation of the Vision and Guiding Principles through overall development and land use patterns. Central to the Land Use Framework is the Complete Neighborhoods Map, which illustrates a strategic approach for proactively managing anticipated growth and change through geographic Place Type (i.e., land use) allocations. This map is supported by detailed information for each Place Type and areas with the greatest anticipated growth and change. The Land Use Framework represents the “what” combined with “where.”

Plan Elements – four topical Plan Elements provide further detail and supplemental information to expand upon the Land Use Framework. These Elements include:

- **Neighborhoods & Districts:** Focused on housing and economic development.
- **Community Character:** Focused on land use compatibility, transitions, and design.
- **Mobility:** Focused on connectivity and access for all modes of transportation.
- **Parks & Cultural Resources:** Focused on community gathering spaces, areas of conservation, green infrastructure, historic preservation, and cultural celebration.

Each Element has a set of goals and recommendations. Goals provide additional topic-specific structure to the Vision and Guiding Principles, identifying more detailed outcomes and policy positions that the City should aim for in order to achieve the Vision. Recommendations are actionable steps embedded within each Goal to inform how the City can work towards each Goal, and ultimately, the Vision. The Plan Elements together holistically address the transition from the “what” and “where” to the “how.”

While each Element focuses on a different topical area, their recommendations and associated outcomes are synergistic, working as a web of interwoven relationships that together support the Vision, Guiding Principles, and Land Use Framework.

Implementation Strategy – the Implementation Strategy provides technical detail for each recommendation, intended for City staff and officials to understand fiscal impacts, roles and responsibilities, partnerships, and other important information about key actions and decisions. This content represents the “how,” “when,” and “who.”



