

STATE OF TEXAS §
COUNTIES OF POTTER §
AND RANDALL §
CITY OF AMARILLO §

On May 7, 2014, the Comprehensive Plan Implementation Advisory Committee met in a scheduled session at 12:00 P.M. in Conference Room in 306, on the third floor of City Hall, 509 East 7th Avenue, Amarillo, Texas, with the following members present:

VOTING MEMBERS	PRESENT	NO. MEETINGS HELD	NO. MEETINGS ATTENDED
Bill Chudej	Yes	24	17
Bob Juba, Chair	No	24	17
Wes Knapp	Yes	24	18
Eddie Scott	No	24	18
Howard Smith, Vice Chair	Yes	24	23
Dana Walton	No	24	16
Milford Burrell	Yes	21	19
Steve Rogers	Yes	8	6
Mark Meister	Yes	3	3

CITY STAFF:

Kelley Shaw, Planning Director
 Kathleen Collins, Planner II

OTHERS IN ATTENDANCE:

Alan Abraham, LWV

Mr. Smith opened the meeting, established a quorum, and conducted the consideration of the following items beginning with ITEM 1.

ITEM 1: Approve the minutes of the Committee's April 9, 2014 meeting

Mr. Smith asked if there were any questions on the previous meeting's minutes. Hearing none, a motion to approve the minutes as presented was made by Mr. Rogers, seconded by Mr. Knapp, and carried unanimously.

ITEM 2: Discuss and consider amendments related to the Downtown Amarillo Urban Design Standards

Mr. Smith invited Mr. Shaw to speak on this item. Mr. Shaw briefly mentioned that during the previous monthly meeting, a presentation was given that included the history of the Downtown Strategic Action Plan, the current Downtown Amarillo Urban Design Standards (DAUDS), and the proposed amendment to DAUDS. He explained the goal of May's meeting was to answer additional questions and address comments and concerns related to the proposed amendments. Following the discussion, if the Comprehensive Plan Implementation Advisory Committee felt comfortable with City staff's proposed amendments, the next step would be to recommend the Planning and Zoning Commission discuss and consider such amendments.

Mr. Shaw provided a handout that included a comprehensive list of proposed DAUDS amendments. He also stated that an electronic version was available on the City of Amarillo's website. Mr. Shaw began reviewing the handout, page by page, noting the original intent of the

DAUDS will remain and the proposed revisions are intended to clarify and address specific aspects of these standards.

Triggers to the DAUDS have been amended to include new construction projects, major modifications of buildings that increase the floor area by 50%, as well as projects that increase the building's façade adjacent to right-of-way by more than 50 feet.

Another amendment would allow drive-thru facilities if certain elements are met. These elements include bringing at least one of the building's edges to the property line, with the drive-thru located in the rear of the property in order to minimize vehicular/pedestrian conflicts. Another element would require the drive-thru to be screened with landscaping, minimizing the visual impact to adjacent uses.

Mr. Knapp asked if similar language is included in the amendment that differentiates banking and non-banking drive-thru facilities. Mr. Shaw pointed out that the current ordinance does differentiate these uses; however, the proposed amendment would not separate such uses.

Other amendments discussed included single-family development within the DAUDS boundary. Mr. Shaw stated that pedestrian lighting would not be required for residential development of four units or less.

Mr. Shaw reiterated that a majority of the amendments either add flexibility or specificity to the existing standard.

Mr. Shaw mentioned that over 900 invitations to a public meeting were mailed to property owners within the overall DAUDS boundary. This meeting was held at 6:00 PM on April 29th in the City Council Chambers. Mr. Shaw stated the chamber room was packed and lots of good comments and questions. In general, the meeting was positive.

Mr. Burrell questioned whether a requirement could be added to the residential portion of the ordinance addressing off-pavement parking. Could there be a penalty for parking on an unpaved surface? Mr. Shaw questioned if this is a specific concern within the DAUDS boundary or is does it concern the entire city in general. Mr. Burrell noted that it could be a stepping stone to be used as a catalyst for the entire city.

Mr. Burrell also questioned whether these standards would allow zero-lot line construction of commercial developments. Mr. Shaw stated that these standards encourage zero-lot line commercial construction.

Mr. Knapp asked if any sign regulations were amended. Mr. Shaw noted minor changes including the addition of fuel station signs and clarification of the placement of monument signs. He mentioned one monument sign is allowed per street frontage with a minimum of 100 feet between signs. This proposal would encourage consolidation of signage and reduce visual clutter.

Mr. Smith asked if there was a motion to recommend the process move forward. Mr. Rogers motioned to recommend moving forward with the public participation phase in order to amend the DAUDS. Mr. Knapp seconded the motion. Motion passed unanimously.

ITEM 3: Presentation and discussion of proposed Landscape Ordinance amendments

Mr. Shaw noted the Landscape Ordinance amendments were first presented to the Comprehensive Plan Implementation Advisory Committee in November 2013 and then again in February 2014.

He mentioned the process began when City Staff met with small stakeholder groups to discuss concerns with the current ordinance. Proposed amendments were derived from feedback from such meetings, data collected from other cities with comparable climates, and water conservation elements.

Staff believes the proposed ordinance offers more flexibility for the developer whereas half of the required landscaping could be non-living. In general, unless a multi-frontage property is developed, the proposed ordinance would require less total (living and non-living) landscaping.

Mr. Shaw went on to identify several stark examples in Amarillo where a property was developed before the landscaping requirements and directly adjacent to it includes a property that was developed with landscaping requirements. There is a definite impact that landscaping makes on the public environment. Big picture, the Comprehensive Plan identifies promoting a positive city image as a continuous goal and a landscaped city can be associated with a healthy, prideful city.

Mr. Shaw also identified several City Council workshops where City Staff presented and discussed the proposed revisions. A main concern City Council addressed was outdoor display areas, such as car lots, and the effects of trees being incorporated in these areas. Solutions to this included planting and properly pruning suitable trees for the site and clustering trees to promote site visibility.

Planning Staff mailed over 1,000 invitations to various businesses in Amarillo, requesting they participate in a public meeting to discuss the proposed amendments. This meeting was held at 5:30 PM on April 17th in the City Council Chambers. Mostly positive feedback was provided. A representative from the Amarillo Association of Realtors read a prepared statement that said they had concerns with the proposal. The letter stated that they understood the water conservation aspect of it, however, they had concerns with it complicating an already overly burdensome regulation. Mr. Shaw mentioned that City Staff will set up a meeting with the Realtors to discuss this.

ITEM 4: Public Forum: Comments from interested citizens on matters directly pertaining to City policies, programs or services

Mr. Smith asked for public comments. Hearing none, the meeting was adjourned.

Kelley Shaw
Planning Director