

DOWNTOWN AMARILLO TIMELINE

- 1991..... Center City of Amarillo, Inc. formed
- 1994..... Center City of Amarillo, Inc. hired first Executive Director
- 1995..... First High Noon Event



- 1995..... First Christmas Parade
- 1995..... City provides first annual funding for Façade Grants
- 1996..... First Block Party



- 1996..... Downtown Plan developed
- 1996..... Voluntary Design Standards created
- 1996..... Marizon Building redeveloped
- 2000..... Downtown became part of National and Texas Main Street programs
- 2000..... \$14 million restoration of Santa Fe building complete by Potter County



- 2001..... Mayfair Building, now Davidson Oil Building redeveloped
- 2005..... Zen Building redeveloped

- 2006..... Eagle Center Loft residential project completed
- 2006..... Paramount Sign restored and installed



- 2006..... \$32 million Globe News Center for the Performing Arts opens



- 2008..... Downtown Strategic Action Plan adopted by City Commission
- 2008..... Downtown Amarillo, Inc. formed
- 2009..... Downtown Amarillo, Inc. first Executive Director hired
- 2009..... Streetscape Plan for Polk and 6th Streets completed
- 2009..... Hotel Occupancy Tax legislation passed to assist with Convention Hotel
- 2010..... Downtown Urban Design Standards adopted by City Commission
- 2010..... \$5.6 million Downtown Loan Consortium established
- 2010..... Restoration of historic Potter County Courthouse underway
- 2010..... RFQ and RFP issued for Convention Hotel
- 2010..... Downtown Housing Study completed
- 2010..... Civic Center Area conceptual plan drafted
- 2010..... Courtyard by Marriott to open

REDEVELOPING

Downtown Amarillo



PUBLIC MEETING & PROGRESS UPDATE • SEPTEMBER 29, 2010

Why redevelop downtown?

Downtown redevelopment is important to Amarillo for many reasons, including:

- Redevelopment:
 - gives Amarillo a central gathering space to celebrate, live, work, dine, learn and play;
 - supports our economic development efforts to have a healthy downtown for all Amarilloans;
 - provides new jobs both during active redevelopment and long-term in new businesses;
 - strengthens the City's ability to attract business for the Civic center and complements the Globe News Center;
 - increases property values, which have been stagnant and/or declining for sometime.
- Downtown is everyone's neighborhood. It's the core, the economic and social heart of Amarillo.
- Redevelopment is an essential and long-held goal of the city. More than 20,000 people work in downtown Amarillo—and more than twice that (40,000+) are within five minutes of downtown—yet downtown currently doesn't have the civic, entertainment, commercial, retail and residential amenities Amarilloans need. Amarillo also is a crucial city-hub to the half-million people living in the greater Panhandle region.
- The restoration and reuse of buildings downtown in the past few years demonstrates the demand for successful redevelopment as well as Amarillo's capacity to achieve it.



Redeveloping Downtown Amarillo

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FREQUENTLY ASKED QUESTIONS

We're not Fort Worth or Oklahoma City; how do we know we can be successful with this project?

The fact is that a great many communities of all sizes and locations have succeeded in redevelopment. The key to achieving our goals is not to be like another city, but to succeed by being ourselves and applying sound principles to craft the right development mix for our future. Amarillo has a great many assets that we can capitalize on. It is a wonderful well run City with a tremendous history and strong values and has a strong downtown business core. Amarillo is a regional center in the Panhandle, and we have a great many historic structures and a strong downtown business core. Our growth is not rapid, but is steady and is less susceptible to the external influences. We are seeking to define realistic outcomes that achieve our goals based on knowledge of our strengths and weaknesses.

How was the conceptual master plan created?

Over the course of the last 18 months, the group of citizen entities tasked with exploring redevelopment options (the City, the TIRZ, Center City Inc., and Downtown Amarillo, Inc.) agreed upon a process for identifying a master plan. Numerous meetings with community representatives were held to solicit input and direction on downtown redevelopment. The result of those efforts is being presented today as a conceptual master plan.

Why was the Civic Center Area conceptual master plan created?

The plan is the next step in a process that has its roots in efforts stretching back over two decades:

- The City has sought to redevelop downtown;
- Center City has assisted in the achievement of that effort through a number of means; Downtown Amarillo, Inc., was created to facilitate the planning and redevelopment process;
- A strategic plan was created with public input that anticipated a multi-step process—the current step of which was the creation and adoption of a conceptual master plan for a specified area around the Civic Center.

What are the redevelopment area's street boundaries?

West: Washington/Adams; North: the railroad lines; East: the railroad lines; South: I-40.

Why not just tear down all the old buildings and build everything new?

Two main reasons:

- Downtown is the historic soul of Amarillo, and many of the buildings are a link to our culture and past. By retaining unique architectural features, redevelopment helps create a sense of our community.
- Where possible, redevelopment makes good financial sense: redeveloping suitable structures can save as much as 15-20 percent in costs.

Will existing homes be demolished and homeowners displaced?

No.

Will eminent domain be exercised?

No. Eminent domain for economic development purposes will not be considered and legally cannot be used for economic development.

Will you be adding open or green spaces?

Yes, including landscaped pedestrian walkways and public spaces.

Why are design standards important for downtown redevelopment?

Design standards are an effective and helpful tool to create and maintain an important sense of place in our downtown. Design standards also help protect the investments developers, property owners and local businesses make in Amarillo, reassuring them that high quality will be maintained.

Won't design standards drive up the cost of development and deter downtown development?

No. A significant deterrent to downtown redevelopment is the possibility that surrounding property owners will make modifications that are negative and reduce their property value. Design standards guarantee a minimum standard for all properties. More often than not, there is no additional cost in complying with design standards, and often the cost is less.

How will redevelopment be funded?

Assuming the projects are determined to be feasible and in the interest of the community, the nature of the specific project and the economics surrounding it will drive how each is funded, as well as the available sources of funding. Numerous funding vehicles exist and all will be explored and utilized as appropriate. The initial conceptual plan anticipates three types of projects:

- Public projects
- Public-private projects
- Completely private projects
- A goal continues to be no new taxes.

There was a "Request for Proposal" (RFP) out for the new convention center hotel; what is the status of the RFP?

The original RFP preceded the development of the current conceptual master plan. Parties responding to the RFP did not have the opportunity to consider the impact and benefits of redevelopment, should the community decide to proceed. The RFP was cancelled to allow the community to consider the larger project and to ensure the best operator and value was achieved for the community. A convention hotel remains a goal of the City and has been included in this plan.

What will be developed first?

Should the City elect to proceed with the project—and using the current conceptual plan as a guide—the initial two catalyst projects envisioned are the new hotel or the multipurpose event venue.

Would the Dillas be able to play in the new multipurpose venue/stadium?

Baseball is important to Amarillo; we're all fans of the Dillas. The multipurpose event venue is anticipated to be a 150-to-200+ day event venue. Baseball would be one of the components of the venue's program. As the venue prioritizes baseball and is also for other events, a market assessment and RFP process will be involved for the selection of the best and most qualified operator. That said, we have met with the Dillas already to make them aware of the project and encourage them to participate in the RFP process.

Why not just fix up the Dilla Villa?

The current stadium was built in the mid-1950s and has undergone a number of changes over the years. Renovation of that facility is not anticipated to provide a cost savings. The location of the current stadium also is not consistent with the project objectives.

Two key issues are paramount to meet the objectives of the vision for the project: proximity to downtown and financial feasibility of the redevelopment. The new multipurpose event venue as envisioned would be substantially different than the existing stadium and more cost-effective to build.

WHEN WILL DOWNTOWN REDEVELOPMENT BE FINISHED?

Though redevelopment is an ongoing process, some components could be finished as early as 2014. Assuming the project proceeds, progress will be expedited whenever possible and appropriate.

WHAT ARE THE NEXT STEPS IN THE PROCESS FOR THIS PROJECT?

Following the feedback received from this meeting, a number of steps will be involved. Generally speaking, we anticipate major steps will include:

- Additional public discussion on the plan through presentation and discussion with the City Commission;
- Identification, recommendation and selection of a private sector partner to serve as the master developer for the project;
- Specific processes to validate the viability of the components of the effort;
- Creation of a development phasing plan for the project.

In proceeding with the steps above we anticipate continued public input and discussion throughout the processes. (September, 2010)