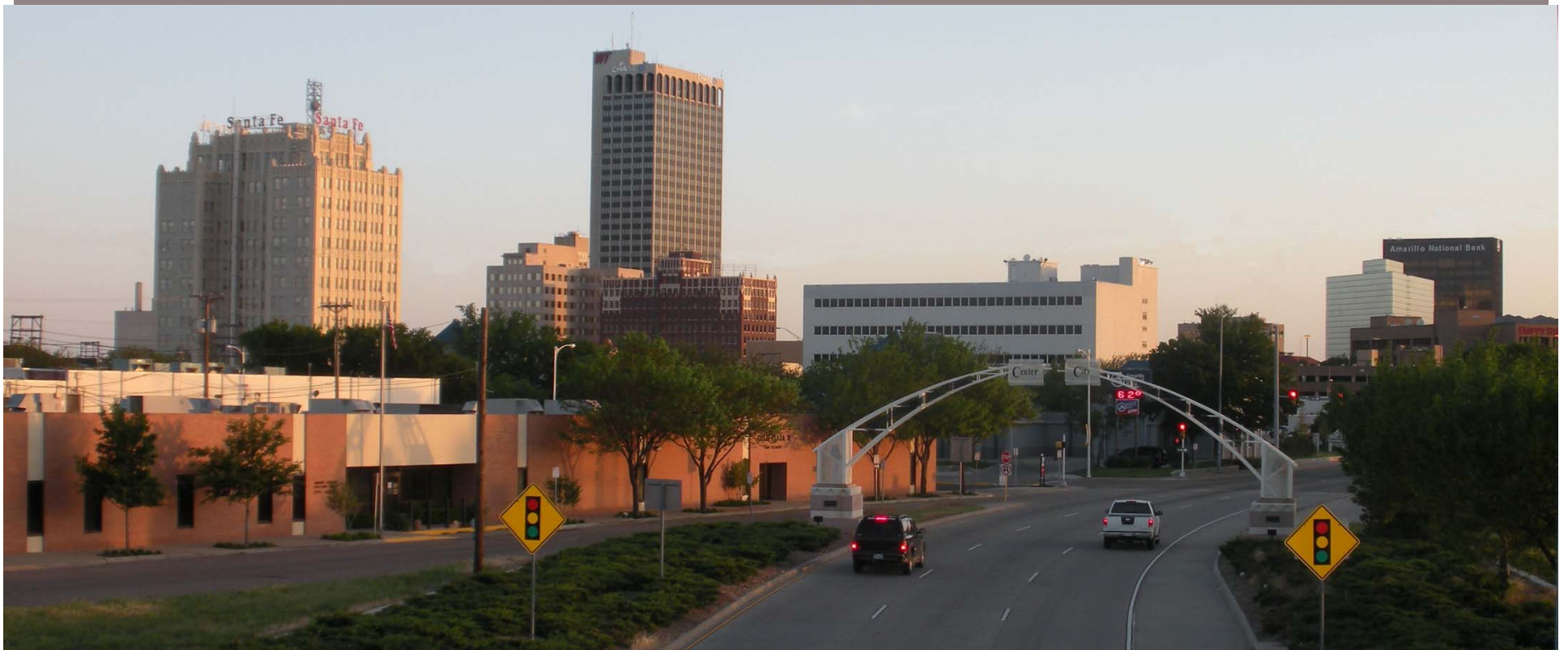
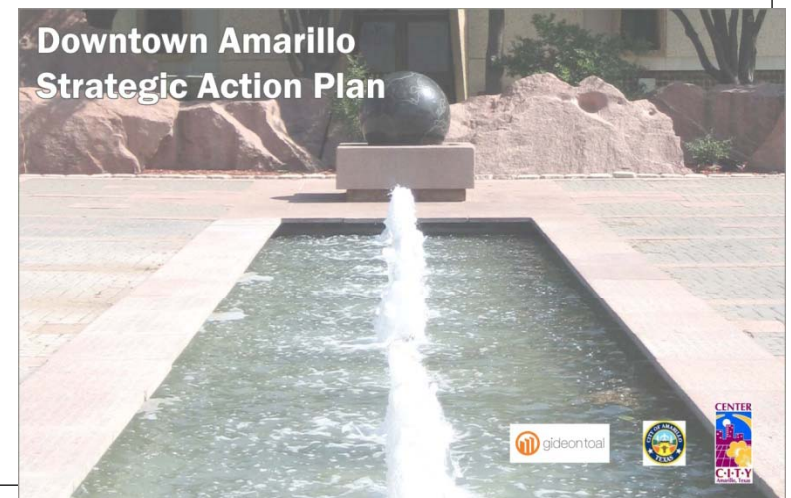


# Amarillo Downtown Revitalization Project Update

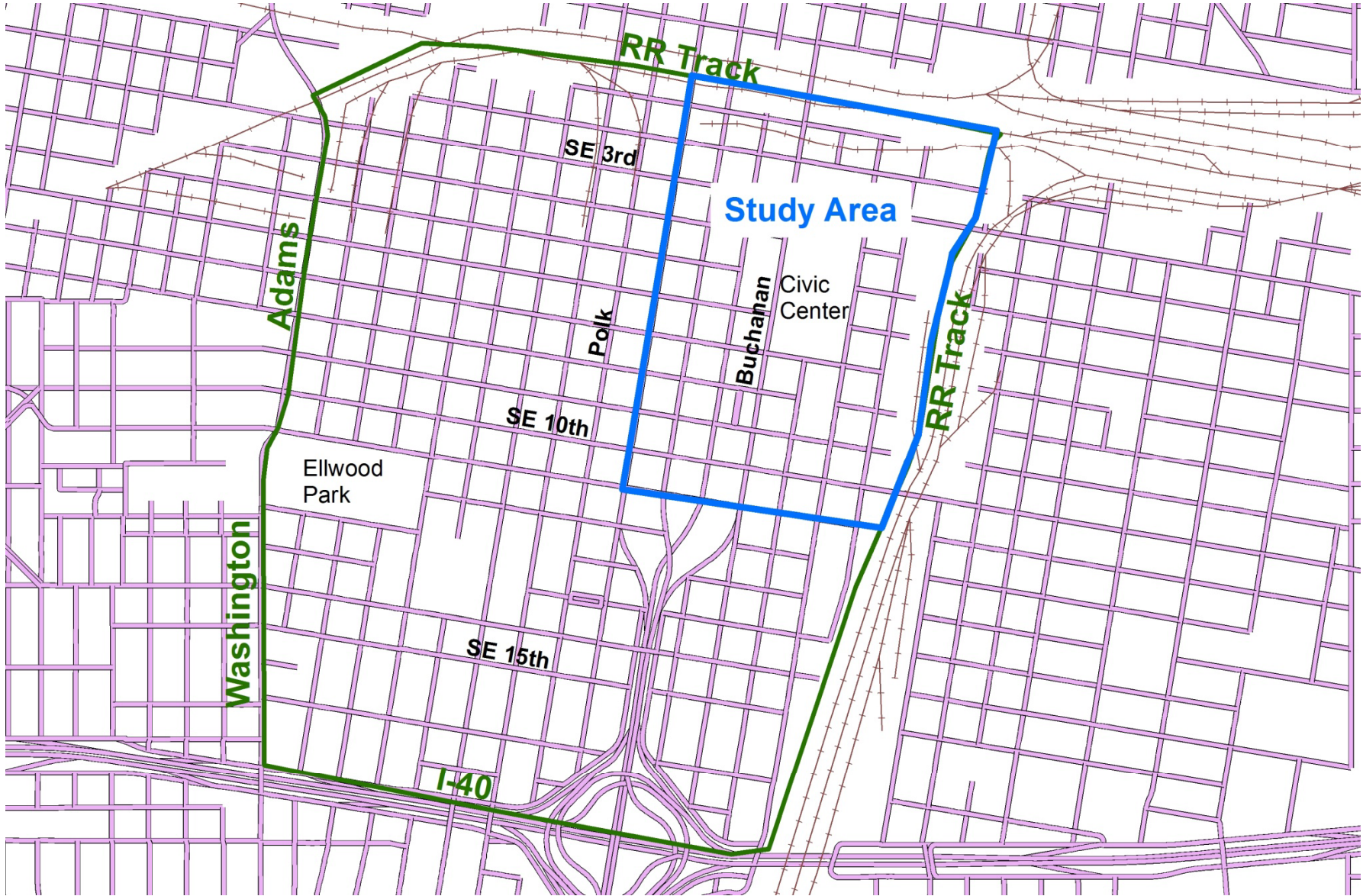


# Downtown 2008 Strategic Action Plan

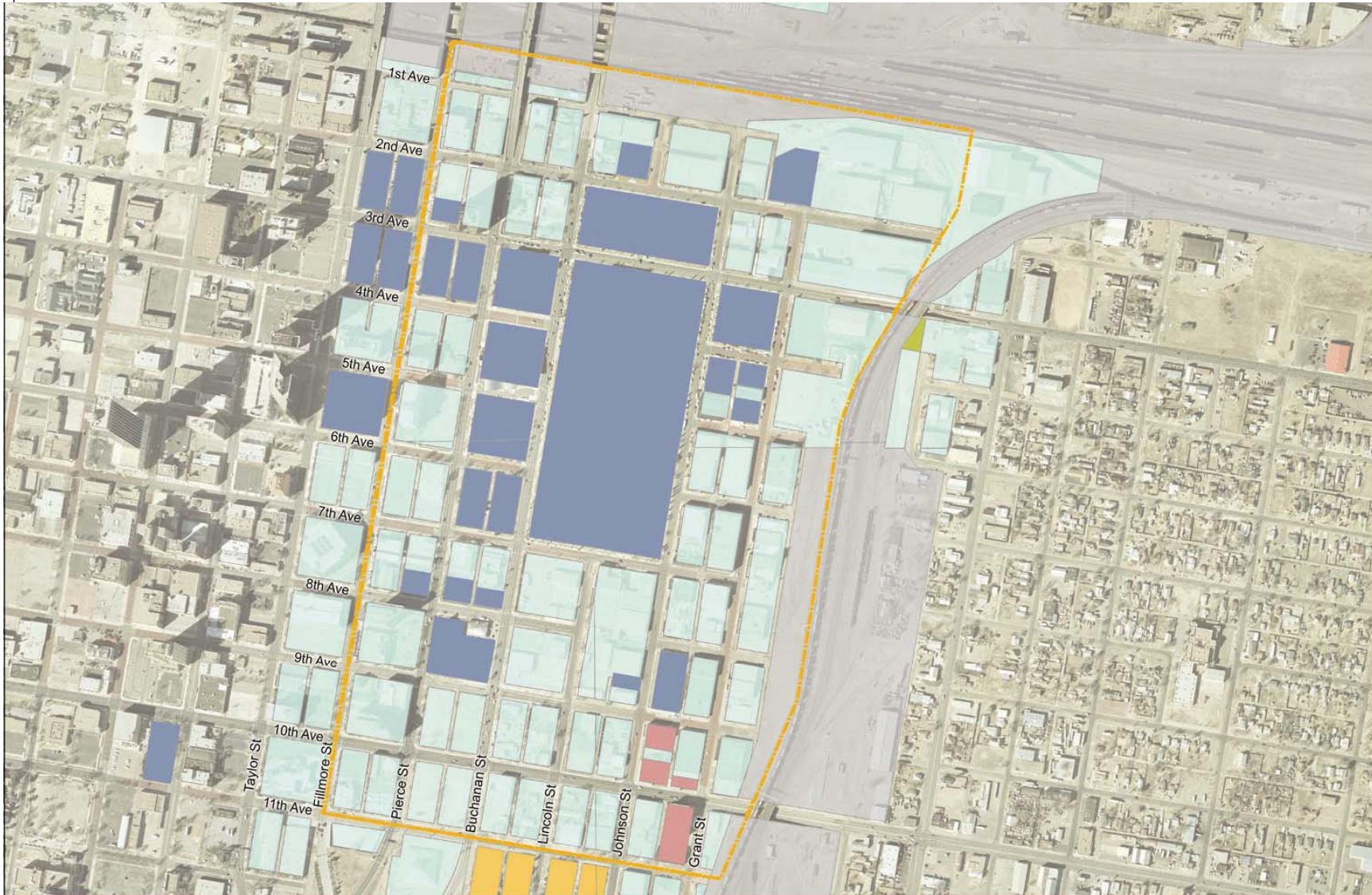
- Attract family oriented venues, events and programs that bring groups to Downtown. Subject to financial feasibility, consider a Downtown **minor league ball park** associated with mixed use developments.
- Support the Civic Center area with the development of one or more quality **hotels**.
- Attract development of **urban lifestyle living** within Downtown and the adjacent area



# Study Area



# Existing Land Use



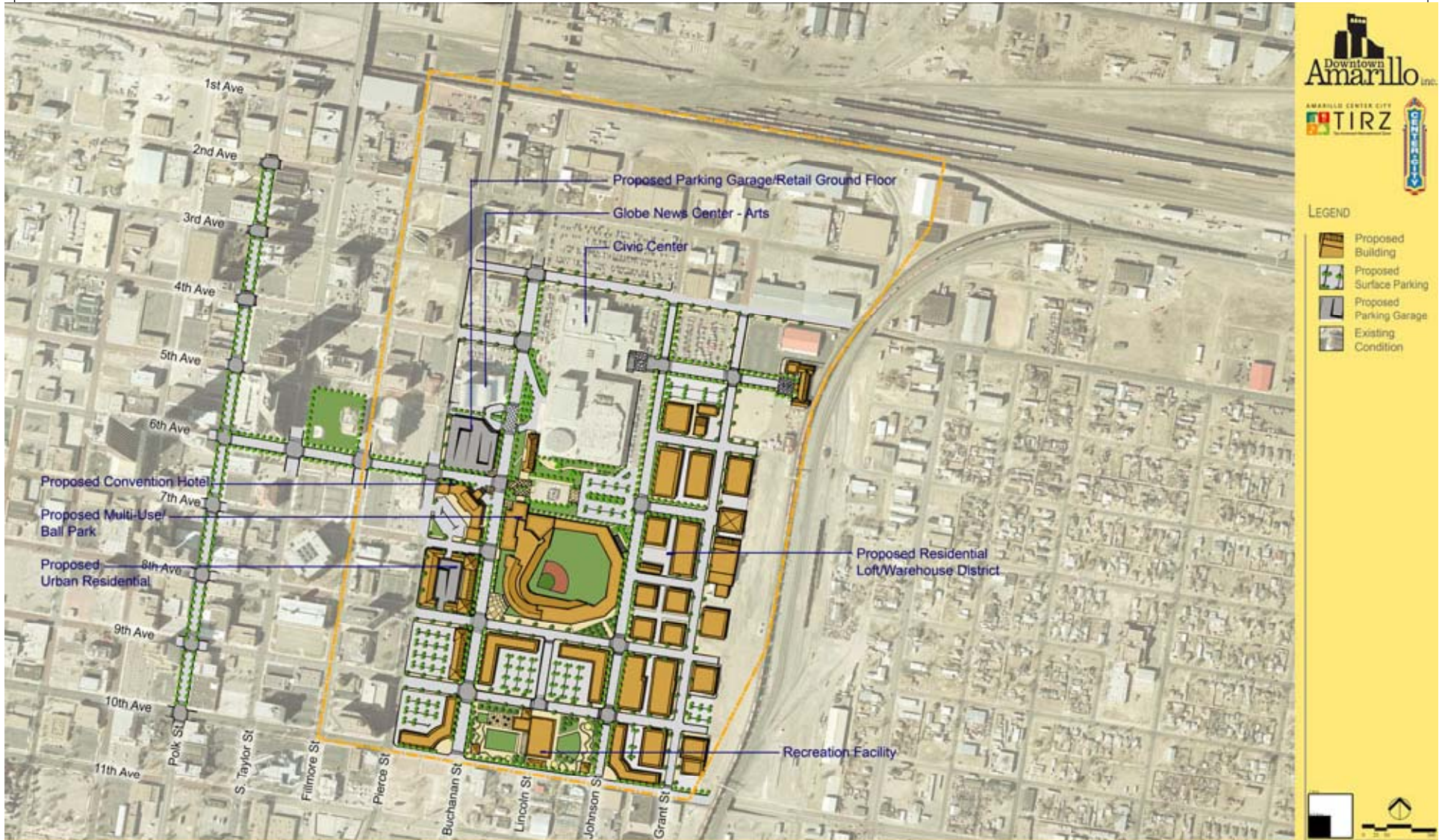
## LEGEND

- Office/Commercial
- Public
- Industrial
- Agriculture/Vacant
- Single Family
- Neighborhood Services/Retail
- Study Area



10 May 2010

# Concept 1



CIVIC CENTER AREA CONCEPT PLAN  
amarillo, tx

SCENARIO ONE  
Illustrative - Concept Plan



# Concept 2



**CIVIC CENTER AREA CONCEPT PLAN**  
amarillo, tx

**SCENARIO THREE**  
Illustrative - Concept Plan

**JACOBS**  
Leland Consulting Group

# Concept 3



CIVIC CENTER AREA CONCEPT PLAN  
amarillo, tx

SCENARIO TWO  
Illustrative - Concept Plan

**JACOBS**  
United  
Consulting  
Group



# 9/29/10 Public Meeting

- Approx. 100 people attended
- Questions/Comments received
- All questions submitted have been answered and posted to DAI web site ([www.downtownamarillo.com](http://www.downtownamarillo.com))
- Citizen comments and the three land-use maps have been posted on DAI website



# Keys for Success

- Identified Keys for success
  - Clear Vision with defined goals
  - Synergy – Total impact is greater than the sum of the parts
  - Flexibility
  - Feasibility assessments
  - Public Input throughout project process
  - Private sector partner experienced in urban redevelopment to serve as master developer to work with City in a public-private partnership

# Feasibility Assessments

- Convention Hotel Feasibility Study
- Downtown Housing Market Study
- Land Use and Parking Studies – Civic Center Area
- Multi-purpose Event Venue Feasibility/Market Study and League Analysis



# Status

- Created Conceptual Plans for 50-Block Civic Center Area
- Evaluated other similar projects
- Identified Keys for success
- Identification of Potential Partners



# Follow-up Communication Action Plan

- Neighborhood meetings
- Continue active Website to receive comments and Questions
  - [www.downtownamarillo.com](http://www.downtownamarillo.com)



We'll be launching our full site soon!

## Our Mission Statement

Downtown Amarillo, Inc. is committed to making Downtown Amarillo a vibrant and attractive place for people to live, work, play and worship, while preserving Amarillo's rich history and culture.

Click to  
**Comment**  
Project  
**Updates**

Download Downtown Amarillo's Strategic Action Plan

Download Downtown Amarillo's Urban Design Standards



We'll be launching our full site soon!

## Project Updates

- [Citizen's Questions & Answers](#) (PDF, 2.77MB)
- [Timeline](#) (PDF, 466KB)
- [Press Release](#) (PDF, 232KB)

## Concept Plans

- [Concept 01](#)
- [Concept 02](#)
- [Concept 03](#)

## Public Meeting Comments

- [Amarillo Meeting - 2010.09.29](#)

Click to  
**Comment**  
Project  
**Updates**

Download Downtown Amarillo's Strategic Action Plan

Download Downtown Amarillo's Urban Design Standards

# Proposed Path Forward

## October 2010 – June 2011

- Recommend Development Partner to Commission Nov 2010
- Market Assessments
  - Hotel Completed
  - Multipurpose Event Center / Stadium Oct 2010
- Process to identify facility operators
  - Hotel Nov 2010 – Jan 2011
  - Multi Event Center / Stadium Nov 2010 – Jan 2011
- Conceptual Design and Cost Estimation March - May 2011
- Funding Financial Feasibility Assessment May - June 2011
- Recommendation to City Commission June 2011

# Short-Term Tentative Timeline

## Commission Meeting Items

- Update on project Oct 12, 2010
- Detailed Project Process Discussion,  
Presentation on Baseball Market Assessment Oct 19, 2010
- Discussion, Private Developer / Project Partner Nov 2, 2010
- Project Partnership Agreement  
Process for Convention Hotel Nov 9, 2010

# Multi-Use Event Center / Stadium

- Recommend proceeding with formal selection process for quality operator for new stadium
- Selection process for new venue not tied to County process on existing stadium
- Operator selected by County may or may not be same party for new venue
- New venue anticipated to require additional business capacity, skills and significantly more experience
- Working with County and others to communicate to all respondents of County RFP of forthcoming efforts on new event venue and process timeline
- Will encourage all to participate in both County RFP and formal process for new event venue / stadium

# Multi-Use Event Center Proposed Operator Selection Process

1. Publish Request Statement of Interest (RSI) Nov, 2010
2. RSI Responses Due Jan, 2011
3. Evaluate Responses Jan/Feb, 2011
4. Interview top respondents Feb, 2011
5. Tour respondents Sites Feb, 2011
6. Select top response and negotiate MOU Mar, 2011
7. Create Conceptual Design for Venue and Cost Mar/April, 2011
8. Develop Funding program May, 2011
9. Present Final Recommendations on Project June, 2011

