



Odessa Comprehensive Plan Overview

Envision Odessa is a road map for the future, providing guidance to City leaders, citizens and investors based on the values and vision determined by the community. Envision Odessa is a high-level, flexible guide created as a collaborative effort with citizens, businesses, developers and City leaders. With the guidance of the Comprehensive Plan Advisory Committee (CPAC), Envision Odessa has been developed to ensure each incremental project or investment is ultimately working to achieve what the community desires.

Envision Odessa's Core Values

Through the guidance of public input, Envision Odessa has identified the following core values that are to guide transportation, land use, neighborhoods and housing, downtown development and quality of life amenities within the City and ETJ:

Connected Roadways

Safe and attractive roadways that contain xeriscape landscaping, aesthetic enhancements and multiple modes of transportation, where appropriate.

Revitalized Corridors

Vibrant and attractive retail and commercial spaces on vacant, underutilized or dilapidated commercial sites.

Energized Neighborhoods

Resilient neighborhoods that attract investment/reinvestment, provide us with safety and enhance our quality of life.

Diverse Housing Choices

A range of housing options that provide housing choice in different settings and serve households of various ages, sizes and economic backgrounds.

Vibrant Downtown

A connected, identifiable, walkable, livable and workable downtown that incorporates public space, entertainment venues and attracts visitors from Odessa and beyond

Enhanced Quality of Life

A variety of recreational options, public spaces and entertainment venues and community design that makes Odessa identifiable and attractive.

Preserving our Culture

Maintaining our West Texas culture, traditions, pride and way of life and leveraging those qualities to brand Odessa for future generations.

Strategic City Investments

Prioritizing and coordinating limited public resources with community objectives to ensure fiscal responsibility and utilizing public-private partnerships for private sector solutions

Transportation

In addition to outlining the existing conditions of Odessa's transportation system, Envision Odessa's Transportation Plan places an emphasis on Complete Streets, considering all modes of transportation during the planning, design and construction processes of the City's street network. Building on the existing street network, the plan encourages bicycle connections from on-street facilities to off-street trails as well as creating stronger pedestrian networks as a driver to increase transit ridership. To encourage a multi-modal transportation network, Envision Odessa places an emphasis on adding attractive native landscaping along roadways, incorporating medians in key areas, adding intersection enhancements and public art, creating major community gateways, enforcing truck routes, adding traffic calming techniques, reducing speeds within neighborhoods, advocating for grade-separated interchanges along Loop 338, incorporating sidewalks into roadway designs, including bike facilities at key locations, requiring street connections between subdivisions, making transit more effective, designing roadways with public collaboration and land use context in mind, using roadways to create places and using the existing wide roadways for potential opportunities.

Land Use

Odessa's land use framework is a vision of what we want our community to be. The land use plan ensures that adjacent uses are compatible and respectful of each other. As the City's built-environment ages, we must think about the role of redevelopment. When thinking about redevelopment, the best thing a community can do is leverage its limited resources into key project areas in order to notice improvement and see visual change. Envision Odessa describes urban villages as a way to focus resources in a way that makes them most effective, highlighting five key locations: Downtown, Grandview, Odessa College, Southside and Westside.



Southside Urban Village on South Grant

This chapter illustrates a Future Land Use map to help strategically guide future development. Land use categories include low density residential, medium density residential, high density residential, retail, commercial, industrial, Downtown, Business Interstate 20, mixed-use residential, mixed-use non-residential, parks and open space, public/semi-public, West Odessa Area and South Industrial Area. As a result of the Future Land Use Plan, 31 percent of the City and ETJ's land is dedicated for the West Odessa Area, 25 percent is dedicated to low density residential, 19 percent of the land is dedicated to the South Industrial Area, and the remaining land is spread across the various other land uses listed above.

Neighborhoods and Housing

This section of Envision Odessa provides high-level guidance pertaining to Odessa's existing neighborhoods and housing objectives by focusing on promoting existing neighborhood upkeep and rehabilitation, providing a diverse range of housing and collaborating resources to address affordable and workforce housing. Strategies for existing neighborhoods are broken down into three categories: preservation, conservation, and rehabilitation. Neighborhoods designated as Preservation are in good health and appearance. Preservation strategies that encourage neighborhood health and vitality include code enforcement and compliance, access to parks and recreation, neighborhood organizations and Home Owners Associations, quality neighborhood design, quality building materials and compatible non-residential development. Conservation neighborhoods are those where some homes may be beginning to show signs of wear and tear. Building upon the elements of the preservation strategies, additional conservation strategies include housing maintenance programs, housing maintenance incentives for minor repairs, landscaping programs and maintenance assistance. Rehabilitation areas are typically the oldest areas of the community and are defined by housing stock that has generally approached or exceeded its original design life, although this may not be applicable to every home within these designated neighborhoods. Strategies for this neighborhood designation include those listed in the Preservation and Conservation strategies as well as improving neighborhood and community centers and programming, neighborhood branding, proactive housing demolition, property acquisition, public-private partnerships near urban villages, infill housing incentives, redevelopment incentives and prototype housing program.

The second half of this chapter outlines a variety of housing options for life cycle housing- serving the needs of individuals, families, and different segments of the population through all stages of their lives. One housing type does not necessarily serve the entire population. Offering a range of housing types encourages people to stay in Odessa, no matter what phase of life they are in. These housing options include apartments, small single-family homes, medium single-family homes, large single-family homes, duplex homes, townhomes, loft housing in downtown and urban villages, senior housing, and workforce and affordable housing.

Downtown

At Envision Odessa input meetings and surveys, downtown revitalization was a key issue and overarching theme. The Downtown section of Envision Odessa is intended to provide ideas and guidance for downtown revitalization efforts and act as starting points to bring life, energy, and activity back into Downtown Odessa. Strategies include encouraging infill development, building a convention center and hotel, creating an entertainment district, developing downtown park and implementing multi-modal corridors. Additional thoughts for Downtown Odessa include dining and shopping, interactive play areas, music, arts and entertainment, and human scale design.

Quality of Life

Quality of life is rather intangible in that it can't be measured, however in today's competitive and global economy, quality of life is a major consideration for why businesses, industries or residents choose to locate in one city over another. Improving our community's aesthetics was an overwhelming theme from all sources of public input. The Quality of Life chapter addresses this issue by providing guidelines for how Odessa's physical environment should look in the future. The recommendations and guidelines are directly tied to the City's development regulations, such as the Zoning Ordinance. Design Guidelines are outlined for non-residential uses to encourage aesthetically pleasing building articulation, facade design, landscaping, building materials, outside storage, screening, signage and parking design. Design guidelines for residential uses include varying lot sizes, access to parks, recreation and other neighborhood amenities, landscaping initiatives, connectivity between subdivisions and screening along collector roadways. Overall community aesthetic enhancements include high-quality street design, public art and community gateways.



6th Street at Texas Avenue



Public Trail along Utility Corridors



Envisioning Downtown Odessa

We Envision... Attractive Roadways

Policy: Incorporate More Landscaping (Xeriscape)

Our roadways are the most visible element of our community. We desire attractive roadways with xeriscape landscaping— plants and trees that are suitable for West Texas. All new construction should contain landscaping elements. Landscaping in all redevelopment or rehabilitation projects should be encouraged and/or incentivized.

Policy: Incorporate Medians in Key Areas

The addition of medians in key areas will not only improve roadway appearance but will also work to slow down traffic naturally. Medians should be included in all mixed-use areas. Medians should also be added along 42nd Street at John Ben Shepperd Parkway to slow traffic as it exits SH191.



Policy: Continue Intersection Enhancements & Public Art

Our City has recently completed several intersection enhancement projects. We desire more of our key intersections to be aesthetically enhanced with lighting features, coloring, landscaping and public art.

Policy: Create Major Community Gateways

Gateways are our chance to make a statement as someone is traveling into or through our community. They also welcome us home after traveling outside of Odessa. Entrance gateways that reflect Odessa's history, culture and attractions should be included along Interstate 20, Andrews Highway and SH191.



We Envision... Safe Roadways

Policy: Enforce Truck Routes

Trucking traffic is part of our regional economy—the trucking industry employs thousands of people in the oil and gas industry. Trucking traffic through our internal roadway system, however, poses many safety threats. Our community must work with local energy companies to ensure that trucking routes are enforced by the City and the companies themselves.



Policy: Add Traffic Calming Techniques on 42nd Street

42nd Street between Loop 338 and Grandview Avenue is dangerous due to traffic speeds and congestion from motorists existing SH191. We envision the use of medians and other physical alterations that will naturally cause traffic speeds to be reduced. Medians through the commercial core will also create more organized turning movements into and out of retail establishments.



Policy: Reduce Speeds in Our Neighborhoods

Our neighborhood streets are where our children play. Speeding motorists on local streets present a danger to our families. In areas where consistent speeding is identified, traffic calming devices such as landscaping islands, chicanes, and speed humps should be added.



Policy: Advocate for Grade-Separated Interchanges Along Loop 338

Odessa continues to grow to the northeast. The new development is increasing congestion along Loop 338. Loop 338 is a designated trucking route with heavy trucking traffic. Residential and commercial development will increase the likelihood of truck/passenger vehicle collisions. Grade-separated interchanges, and Texas Turnarounds, along Loop 338 will decrease the likelihood of serious collisions. Grade separated interchanges should be considered at Yukon Road, Grandview Avenue, 87th Street and Andrews Highway (US 385).



We Envision... Connected Roadways

Policy: Incorporate Sidewalks in Roadway Design

Sidewalks should be included in all new roadway construction as well as large roadway rehabilitation projects. Areas around schools, parks and public facilities should receive priority.

Policy: Include Bike Facilities near Odessa College and UTPB as well as in the Downtown and Southside Neighborhoods

Bicycle facilities may not be suitable for all areas of our community, but we recognize that there are some areas where they can be safely included. Bicycle facilities should be examined around Odessa College, the University of Texas Permian Basin, Downtown Odessa and the Southside neighborhood.

Policy: Require Street Connections between Subdivisions

Connections between neighborhoods enables us to move around the community, whether by car, foot or bicycle, in a more efficient manner. All new subdivisions should contain connections to adjacent subdivisions or future subdivisions.

Policy: Continue Transit Partnership and Make Transit More Effective

Odessa's partnership with Midland for EzRider service should be continued. Routes should be reconfigured to provide service to areas north of 42nd street. Transit should be a cornerstone of the urban village areas, defined in the Land Use Element. Transit stops in key areas should be covered and potentially include advertisements and artwork.



We Envision... Context Sensitive Roadways

Policy: Design Our Roadways with Collaboration

When a roadway project traverses a neighborhood or areas with a high concentration of businesses, residents and business owners should be included as part of the design discussion. Design through sensitive areas should be a collaborative process where many different parties and interests are included.



Policy: Design Roadways with Land Use Context in Mind

Many areas of our community have distinct and unique characteristics. We want our roadways to have the flexibility to change and adapt to match the areas where they are located. The land use context, adjacent neighborhoods and long-term character should all be considered during roadway design. A one-size-fits-all roadway design approach should be avoided.



Policy: Use Our Roadways to Create Places

Our roadways have the potential to completely change the atmosphere and ambiance of an area. The design of our roadways should require more consideration than simply going from Point A to Point B. They should add to the adjacent neighborhood's character. Urban Village areas, defined in the Land Use Element, should receive much more design attention and roadways should reflect their individual and unique characteristics.



Policy: Right-Size Streets When Excess Capacity Exists

Our wide roadways are one of our greatest potential opportunities. Our collector roadways should be examined for excess capacity. If excess capacity exists, road right-sizing should be considered. Right-sizing streets will allow the opportunity for aesthetic and connectivity enhancements, such as walking/jogging pathways, landscaping and bicycle facilities.

We Envision... Vibrant New Neighborhoods

Policy: Create Attractive and Resilient Neighborhoods

We desire neighborhoods that are built and designed with the future in mind so that our neighborhoods retain value beyond periods of economic fluctuation. Durable and low-maintenance exterior materials will ensure that our homes maintain their appearance. Additionally, new neighborhoods should be designed with quality of life in mind by including access to neighborhood recreation and amenities, such as walking/jogging trails and neighborhood parks.



Policy: Incorporate Parks, Open Space, Trails and Recreational Options into New Neighborhoods

In order to ensure that our neighborhoods maintain their long-term value and resiliency, our neighborhoods should be designed with access to parks and trails in mind. Park land dedication or a fee-in-lieu will help the City acquire land, create new parks and enhance existing parks to meet the needs of a growing population.



Policy: Provide a Diverse Range of Housing Products

New neighborhoods should include a variety of housing and lot sizes in order to provide a diverse range of options within a particular area and reduce neighborhood monotony.



Policy: Encourage Landscaping and Exterior Upkeep

A home's "curb appeal" impacts more than just that home; it influences the appearance of the neighborhood as a whole. Landscaping of front yards should be required and the use of xeriscape and low-maintenance landscaping materials should be encouraged. Brick, Masonry and EIFS should be encouraged for use on homes and wood siding should be prohibited.



We Envision... Reinvigorated Neighborhoods

Policy: Encourage Infill Residential Development

Since the core areas of Odessa are already served by roadways, infrastructure and public facilities, we want the vacant and underutilized areas of our core to be used for new housing. Better utilizing our existing infrastructure and reinvesting in our core will ensure that Odessa is financially stable and physically resilient in the future. Incentives should be used to entice infill development to underutilized areas of our community's core.



Policy: Utilize Traditional Neighborhood Design (TND) for Redevelopment

TND fits seamlessly with the style of development that defined Odessa in the 1940s-1960s, particularly around downtown. TND is an opportunity to revitalize our original neighborhoods near and around downtown.



Policy: Incentivize Residential Development in Mixed-Use, Downtown and Southside Areas

We envision our City taking part in redeveloping and rejuvenating our neighborhoods. The City should use a range of incentives to encourage reinvestment. Stronger neighborhoods are beneficial for the City as a whole.



Policy: Encourage the Use of Modular/Pre-Fabricated Homes In Core Neighborhoods

Many of our core neighborhoods, particularly surrounding Downtown and into the Southside, have a mix of single-family homes and manufactured homes. Modular homes are economical infill alternatives and should be encouraged over manufactured homes.

Policy: Create Code Enforcement Campaigns for Maintenance and Upkeep

We value our rights to private property ownership and in order to protect our own investment we want our neighborhoods and corridors to be well-maintained. Code compliance campaigns will help to target specific issues in our neighborhoods. A campaign will help make all of our neighbors aware of specific issues and will allow consistent enforcement across neighborhoods.



We Envision... Mixed-Use, Connected Centers

Policy: Encourage Mixed-Use Developments in Odessa

The majority of our retail and shopping is located along 42nd Street. The high concentration of retail and shopping in this area has created severe traffic headaches as everyone in Odessa travels to that location for most of our shopping needs. Mixed-use centers scattered throughout the community will not only provide dispersed retail and shopping locations, but they will also serve as catalysts for redevelopment.



Policy: Facilitate a Mixed-Use Neighborhood Center for the Southside Community

Southside Odessa is a proud and distinctive neighborhood. We envision a neighborhood center that reflects the diversity and heritage of the Southside neighborhood. The Southside urban village will be an identifiable center for the community containing affordable housing, retail, neighborhood services and public space.



Policy: Facilitate a Mixed-Use Neighborhood Center for the Westside Community

Utilize aging strip-center sites along County Road West for a mixed-use community center for the westside.

Policy: Develop a Regional Mixed-Use Commercial Center at Interstate 20 and Loop 338 to Leverage Interstate 20 Traffic

Interstate 20 and West Loop 338 intersection is one of our greatest development opportunities and one of the most visible entrances into our community. The zoning should be updated to ensure that sales tax generating uses are encouraged at this location due to the high traffic volumes along the Interstate. A significant gateway feature at this location would welcome visitors to Odessa and the greater Midland-Odessa region.

Policy: Follow Urban Design Protocol in Regards to Building Design, Setbacks, Sidewalks and Parking

In order for each urban village/mixed-use center to be different, we want to bring together residents and business owners in the neighborhoods where each are located to define the overall theme for each particular urban village. A form-based guidebook that includes specific design standards should be developed for each urban village.



We Envision... Revitalized Corridors

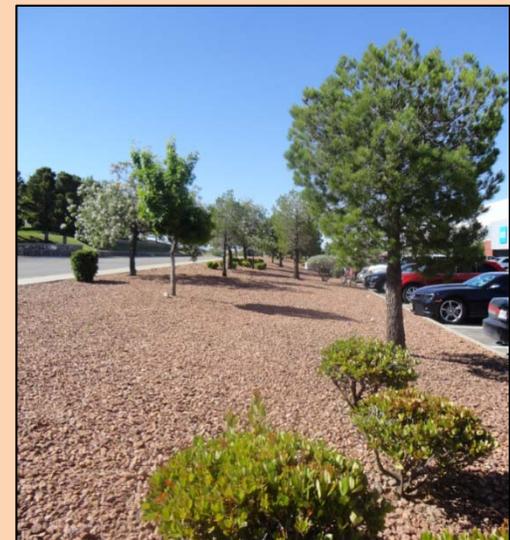
Policy: Require Metal Buildings along Primary Corridors to Incorporate Masonry

Our community contains numerous metal buildings. They are affordable alternatives for business operations. Masonry added to the front of a metal building can significantly improve the building's appearance. Industrial and commercial buildings along our major corridors, particularly Grant Avenue, Andrews Highway, Business 20 and Interstate 20, should include masonry on sides that face the major thoroughfare.



Policy: Create a Retail Landscaping Program

Landscaping enhancements can significantly improve the look of our corridors. A Retail Landscaping Program would encourage existing businesses with no landscaping to add small areas of landscaping. A matching grant or incentive could be offered to mitigate the costs associated with adding landscaping. Landscaping should be drought-tolerant and should be well-maintained.



Policy: Create a Façade Improvement Program

Many of our once vibrant shopping centers are now well past their prime. The City should establish a property improvement incentive for exterior façade improvements. These minor improvements can extend the life of a shopping center and can significantly enhance its overall appearance.

Policy: Create a Retail Rehabilitation Program

Some of our commercial centers have reached a point where minor improvements are no longer financially feasible. In these cases, redevelopment programs should provide incentives for private investment to redevelop these properties. A range of redevelopment programs, including tax abatements, fee waivers, and city-owned land exchanges, among others, should be considered. Centers located in highly-visible areas should receive the greatest priority.



We Envision... Strategic Investments by Our City

Policy: Focus Incentives in Urban Village Areas

Our City, as most cities, has limited resources. In order to make the best use of our limited redevelopment resources, the majority of incentive funding should be concentrated in the five urban villages—Westside, Odessa College, Southside, Grandview and Downtown. Focusing our investments in strategic areas, rather than dispersing them, will have a greater physical impact and will facilitate private investment more effectively.

Policy: Participate in Public Private Partnerships for Redevelopment

We believe our City should seek opportunities to participate with the private sector on key catalyst projects, particularly within the urban village areas. Public-Private Partnerships (PPPs) will facilitate redevelopment and create projects that generate energy and attention. Investments in catalyst projects will help the City long-term by reducing neighborhood decline, re-energizing neighborhoods and increasing the tax base, all of which will help keep overall City taxes low.

Policy: Create and Promote Housing Infill Incentives

Infill development is one of our key guiding principles. We believe the City should use incentives, such as fee waivers and tax abatements, to encourage desirable development within core areas that are already served by existing infrastructure. Market forces will continue to encourage growth in new parts of town. Infill housing incentives will help us in our efforts to revitalize and enhance our existing neighborhoods and core areas of the City.

Policy: Advertise and Market Odessa's Programs

In order to make our programs effective, the various incentives that our City is offering should be well-known and easily understood. A marketing brochure explaining the various programs should be widely available. The use of advertisements and commercials on a regional scale would let developers across West Texas know that Odessa is development-friendly and serious about reinvestment in our neighborhoods.

We Envision...Reinvestment in Our Core Neighborhoods

Policy: Protect Neighborhoods through Code Enforcement

Code enforcement helps to keep our neighborhoods, corridors and community well-maintained. Private property investments are protected when the neighborhood and community look their best. This can be achieved through effective code enforcement. Code enforcement campaigns will publicize particular issues and will help the community fairly and equitably address those issues.



Policy: Facilitate Organizational Involvement

Our community organizations and religious institutions are an asset when it comes to neighborhood revitalization. Organizations and places of worship can be directly involved in the neighborhoods they are located in, or can participate in community-wide efforts, by creating teams of volunteers. The City can organize neighborhood improvement days that focus on neighborhoods and individuals in need. These types of volunteer activities help to foster a sense of community by bringing together residents, businesses and organizations for the common good.



Policy: Provide Incentives for Property Maintenance

It is beneficial to our community when wear and tear issues are addressed quickly. Property maintenance and upkeep is ultimately the responsibility of the property owner, but in certain cases some help is needed to perform repairs. In order to promote vibrant and healthy neighborhoods, the City should provide grants and other incentives that help residents improve the exteriors of their property.



Policy: Facilitate and Organize Neighborhood Empowerment

Reinvigorating neighborhoods is dependent upon the residents themselves. We believe that residents should be empowered and given the tools, information and resources to improve and change their own neighborhoods.

Policy: Take an Active Role in Reinvigorating Our Neighborhoods

We believe the City has a responsibility to actively participate in neighborhood revitalization by engaging in partnerships, offering incentives and making quality of life improvements within our core neighborhoods. These expenditures today have positive financial and social rewards in the future.



We Envision...A Diverse Range of Housing

Policy: Make Odessa a Life-Cycle Community

Our housing needs may change throughout our life and it is important that our community provide a variety of housing types and sizes to meet a variety of stages of life and housing needs. *Envision Odessa* provides a framework for development, redevelopment, aesthetics and quality of life. Following the plan and using it as a guide as decisions are made will help us create and redevelop diverse, strong and attractive neighborhoods that meet our changing needs.



Policy: Create Mixed-Income Housing Projects

The impacts of concentrating poverty are far-reaching. Diverse housing project should be dispersed throughout the community to give all residents the opportunity to succeed. Affordable housing projects themselves should be mixed-income in nature, providing low, moderate and market rate units. Incentives for affordable housing in multifamily units will also provide diverse housing opportunities throughout the community.



Policy: Coordinate with Local Resources for Homeless Housing Provisions

Our community has several organizations that assist our homeless residents. These organizations address a variety of different needs and situations. As a community support these organizations and should ensure that the various services that these organizations provide are assisted by community awareness, support and resources, when available. Coordinated outreach as part of the greater housing plan for the City will ensure that limited resources available to these organizations and the City are effectively used.



We Envision...Workforce and Affordable Housing

Policy: Create Affordable Housing through Private Initiatives

Sole responsibility for creating affordable and workforce housing options cannot lie with the City itself. As development occurs within Odessa, opportunities to include workforce and affordable housing should be considered, such as offering unit rebates for providing affordable housing units within a development. All residential developments that take place within Tax Increment Reinvestment Zones (TIRZ) and receive public assistance and incentives should be required to provide affordable units.



Policy: Coordinate our Resources to Secure Funding

Many of our community's existing affordable housing complexes were built by obtaining grants and funding through a competitive process. Affordable and workforce housing are a community endeavor and should include support from the City, Ector County, MCH Hospital, Odessa Regional Medical Center and Texas Tech University Health Science Center. This type of workforce housing coalition would effectively use resources and would increase the likelihood of Odessa being awarded highly competitive housing grants.



Policy: Include Energy Companies as a Housing Partner

The energy industry is the driving force behind our economy. Many of their employees call the Permian Basin home, whether it be for a short or long period of time. For this reason, energy companies should continue to be invested in our community's quality of life and housing, particularly for those that serve us, such as police, fire, teachers and nurses. Assistance, donations and partnerships for workforce housing should be created with the energy companies themselves. Additionally, funding and partnerships should be considered between energy companies and the Odessa Housing Finance Corporation.



Policy: Collectively Advocate for Odessa's Housing Issues

Funding that Odessa and all communities use for affordable housing projects typically comes from the state and federal levels. A united front and coalition to compete for funding and advocate for housing issues increases our chances of securing the funding that is needed. This comes from a plan, a united approach, partnerships and advocating for Odessa in Austin.



We Envision...A Vibrant Downtown

Policy: Create a Downtown Financing District

The best way to revitalize downtown will be the creation of a Tax Increment Reinvestment Zone (TIRZ). The TIRZ should be created prior to the completion of major projects so that the tax increment can be used for additional downtown projects.

Policy: Build a Catalyst Downtown Project

Successful revitalization will require activity from a number of different angles. A catalyst project will help to generate activity and will be a physical addition that reflects our desire for a vibrant and energetic downtown.

Policy: Encourage Temporary and Transitional Uses

Permitting temporary and transitional entertainment uses, such as shipping container establishments, is an economical way to create venues that bring people downtown. Creating energy and activity is our first and most important priority.

Policy: Build an Active Downtown Park

An active park downtown will create a place that people want to be. The park will provide space for community events and festivals, concerts, outdoor movies, food trucks and a wide variety of activities.

Policy: Encourage Block Parties and Street Festivals

The City should partner with Downtown Odessa, Inc. and civic groups to bring community events downtown. Food Truck Friday's and other types of regular events should be encouraged.

Policy: Rehabilitate Abandoned Buildings and Eyesores

Dilapidated and vacant buildings downtown, especially in highly visible areas, present a negative image to potential investors. A program to assist in the rehabilitation of vacant buildings will remove these eyesores and will assist in the high costs of rehabilitation and remediation.



We Envision...*A Livable Downtown*

Policy: Provide a Range of New Housing Products Downtown

Single family housing dominates our City. Downtown is an ideal place to incorporate diverse housing styles such as mixed-use apartments, townhomes, small-lot homes and condominiums. Higher density housing that might not be appropriate in our low density neighborhoods would fit perfectly with the overall downtown vision.



Policy: Encourage the Conversion of Vacant Structures into Residential Uses

Older structures can provide unique living spaces and are often attractive to creatives and Millennials. Converting some of our older buildings in downtown into residential apartments and lofts will help us tackle rehabilitate vacant buildings and bring permanent residents to downtown.



Policy: Create Mixed-Income Residential Communities

Downtown is an opportunity to create different housing types; it is also an opportunity to provide housing for a diverse range of incomes. Mixed-income projects should be encouraged downtown and incentivized by funding from the TIRZ district.

Policy: Make Downtown Walkable and Bike-Friendly

Many of our streets have traffic speeds and congestion that make them unsuitable for bicycle facilities. Downtown, due to its more urban framework and lower speeds of traffic, is the best place to include bicycle facilities. The bicycle facilities can connect adjacent neighborhoods to downtown and will connect MCH Hospital, Texas Tech Health Science Center, the Convention Center & Hotel, Odessa Regional Medical Center and other downtown activity generators.



Policy: Create a Downtown Design Guidebook

If our downtown is to be truly livable, design will be crucial. A Design Guidebook for downtown will provide specific design standards, themes and regulations. The guidebook will ensure that all the different pieces of development are coordinated and consistent. Downtown is different from the rest of Odessa and therefore it will require its own rulebook.



We Envision...A Workable Downtown

Policy: Encourage Startup Companies and Collaborative Workspaces

Relatively cheap office space downtown is ideal for startup's and creative industries. Texas' low regulations are bringing companies from across the nation to Texas and are conducive to starting small businesses. A business incubator program that provides certain types of assistance could leverage affordable office rates downtown and attract startups and other small businesses. A partnership with Odessa Development Corporation could provide not only funding, but also advertisement for these spaces.



Policy: Coordinate Employment Objectives with Downtown Odessa, Inc. and Odessa Development Corporation

While some larger scale employment projects may land downtown, it is more likely that small businesses and local businesses will be attracted to downtown in the short-term. Coordinating with the Odessa Development Corporation and Downtown Odessa, Inc. to encourage small businesses downtown will allow us to leverage key community resources for the same objectives.



Policy: Reduce Barriers for Additional Downtown Eateries

Additional restaurants are needed within downtown to serve the downtown working population. Permitting inexpensive and temporary establishments will bring additional options to serve the workforce as well as visitors to many of downtown's activity generators. A regular location for Food Trucks downtown would also help serve the downtown population.



Policy: Ensure the safety of downtown workers, visitors and residents.

The revitalization of downtown is intricately linked to the perceived safety of the area. The presence of police cars, bicycle police and strategically placed cameras will have the impact of both deterring crime and providing a sense of security for workers, visitors and residents. This is especially true after 5pm when much of the day activity begins to diminish. Downtown is currently divided into four different police beats. Establishing a single police beat for downtown may aid in providing more effective monitoring.



We Envision...Attractive Commercial Centers

Policy: Increase Building Development Standards

Since non-residential buildings line our corridors, they are the most visible element of our community. We desire buildings that enhance our community and reflect our pride in our home. Buildings should incorporate quality materials and architectural enhancements, such as quality building materials and articulation. Metal buildings serve an important role in our community and we desire them to be well designed in visible areas.



Policy: Enhance Our Image by Requiring Landscaping Standards

Landscaping has a significant visual impact on our corridors and on our community's perception. Landscaping should be required in all new development projects in Odessa and should be incorporated into existing areas as redevelopment occurs. Landscaping should be drought-tolerant, native and well-maintained.



Policy: Reduce Visual Clutter on our Corridors through Enhanced Signage Standards

The rights of our local businesses to advertise their services is imperative. Signage on our corridors, however, can create visual clutter making our corridors unattractive. Signage along our corridors should provide advertisement in a way that does not take away from our community's appearance. Monument signs should be used along internal corridors and pole signs should be limited to high-speed corridors like Interstate 20.



Policy: Ensure that Our Development Procedures are Customer Friendly and are Consistently Applied

Our procedures and development standards are reflective of our community's values and vision. Consistent application of the standards creates a fair playing field and increases transparency ensuring that Odessa remains development friendly.



We Envision...Resilient Neighborhoods

Policy: Develop Quality New Neighborhoods that Maintain their Long-Term Value

Our neighborhoods are where we raise our families. The best way to keep healthy neighborhoods is to design them well in the first place. We desire neighborhoods that incorporate a variety of housing for all of Odessa's residents. New neighborhoods should be designed with their long-term resiliency in mind by using quality building materials and by ensuring that each individual subdivision is integrated into Odessa's community framework.



Policy: Incorporate Neighborhood Amenities to Encourage Investment and Reinvestment

Neighborhood parks and recreational facilities should be encouraged in new developments in order to provide easy access to recreational options in our neighborhoods. Utility and pipe corridors are also an opportunity for our community to incorporate linear trails for jogging and biking. Neighborhood amenity investments make our neighborhoods attractive and encourage investment and reinvestment within them.



Policy: Implement Park Priorities for Quality of Life Enhancement

Parks are one of the most visible quality of life amenities. The Parks, Recreation and Open Space Master Plan should be given implementation priority. Enhancing Odessa's parks and quality of life benefits the community as a whole and allows us to attract employers and diversify our economy.



Policy: Ensure that Our Neighborhoods Maintain their Curb Appeal

Our neighborhoods are where we raise our families and their appearance is directly related to our neighborhoods value, image and perception. Focusing landscaping at entry points and key image areas will help to enhance the appearance of our neighborhoods, particularly new neighborhoods. Code compliance tackling visual issues will also help our new and existing neighborhoods be in the best condition possible.



We Envision...An Attractive Community

Policy: Incorporate Roadway Aesthetics as a Component of all Roadway Projects

Our roadways are our most visible element. Enhancing the way we look at and design roadways will dramatically impact our overall appearance. As roadway projects are designed, aesthetics should be one part of the overall consideration. Intersection enhancements, decorative lighting fixtures, landscaping within the right-of-way and stamped concrete or material variations, among others, should be considered in projects depending on their location and visibility.



Policy: Incorporate Public Art in Visible Areas

Public art helps to visually enhance our community and can also help to tell our community's story and depict our values. Public art highlights the community's support for creativity. The master plan created by the Odessa Council for the Arts should be integrated into the design enhancements outlined within this comprehensive plan. These two plans working together will ensure that our community is vibrant, creative and appealing.



Policy: Ensure that Oil and Gas Production and Extraction Sites are Properly Screened

The oil and gas industry is the base of our economy. While we recognize the importance of drilling and extraction facilities, we also desire for those facilities to be properly screened when located within our residential areas and along highly visible corridors. Drilling facilities should be screened with appropriate materials and should contain vegetative cover surrounding the facility in order to minimize its visual impact in our neighborhoods.



Policy: Provide Gateways in Key Areas to Invite Visitors into Odessa

Just as we often place welcome mats at our front porch, we also desire to have a means of welcoming visitors to Odessa. Gateways should be placed at prominent and visible locations directing visitors to various attractions within our community, including downtown.