



Downtown Area Development Plan

City Council Presentation
September 26, 2017



A new era for the Downtown Area

- Market-driven, action-oriented plan
- Primarily developed in 2014-2015, building upon R/UDAT, Harbor Bridge planning
- Finalized to reflect current conditions
- Key ideas are producing results





Process: communication & research

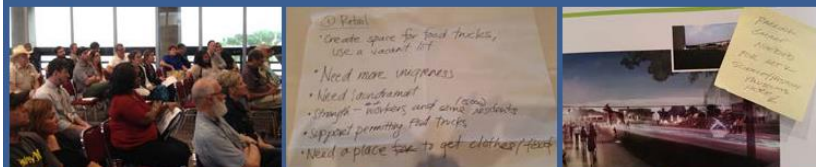
- Public & stakeholder meetings
- Real estate market and feasibility analysis
- Multi-modal transportation analysis coordinated with Harbor Bridge project
- Urban design scenarios



NOVEMBER 2014—Presentation of purpose and goals of the study with analysis of opportunities and challenges for the Downtown Areas as well as presentation of residential market potential, followed by breakout groups and report backs on DADP districts, themes, and priorities.



FEBRUARY 2015—Presentation of Draft Vision and Strategies, Office and Hotel Market, Development Economics, and Transportation findings, followed by discussion groups around the presentation topics.



MAY 2015—Presentation of draft DADP recommendations derived from public discussions and stakeholder input to receive final comments in anticipation of creating the final DADP for Corpus Christi City Council review and approval.



2017 Community Engagement

- Advisory Committee Meetings (2)
- Stakeholder Meetings (4)
- Presentations at Community Events (4)
- July 24 Open House
- Public Survey (81)
- Planning Commission Presentations (2)





Vision themes

- Encourage market- driven development
- Create more housing choices
- Complete a waterfront park and trail network
- Reconnect neighborhoods
- Celebrate this unique place to live, work, learn, and play





Ten initiatives

Three categories:

Real estate reinvestment

Infrastructure

Great places for people



TIRZ #3

- Utilize TIRZ #3 to unlock market-driven development with flexible, effective options serving the different incentive needs of different projects
- *9 projects*





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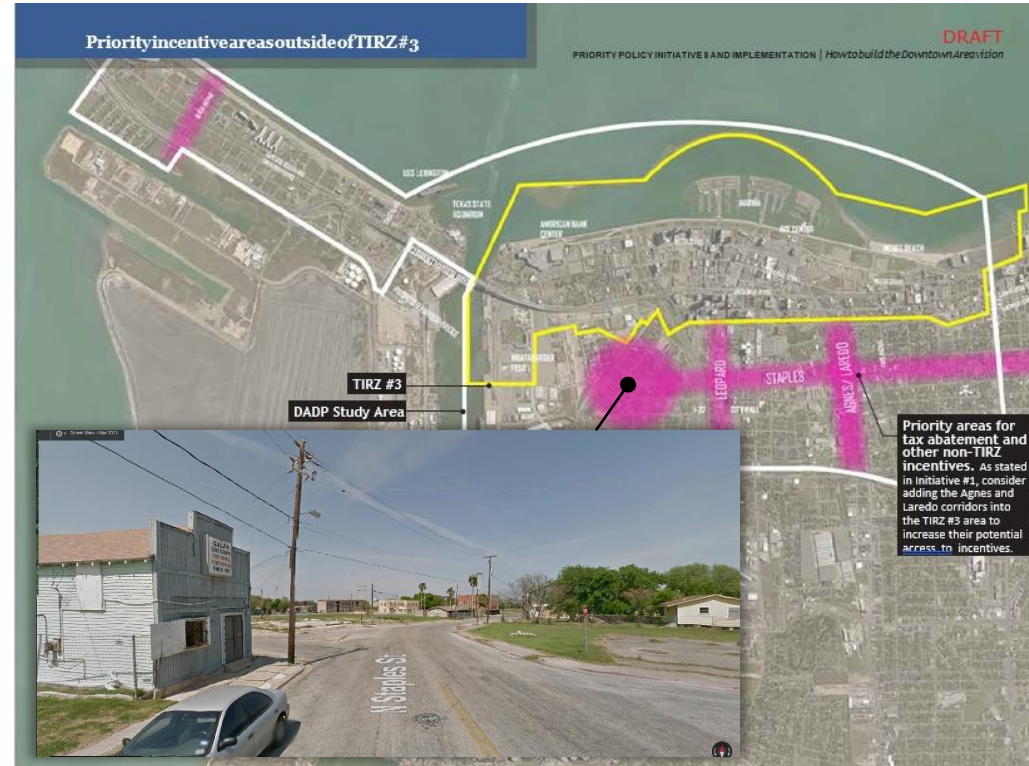


Public/private partnership

REAL ESTATE REINVESTMENT
initiative

2

- Target tax abatement and other incentives to reinforce neighborhoods with new jobs and mixed-income housing





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REAL ESTATE REINVESTMENT
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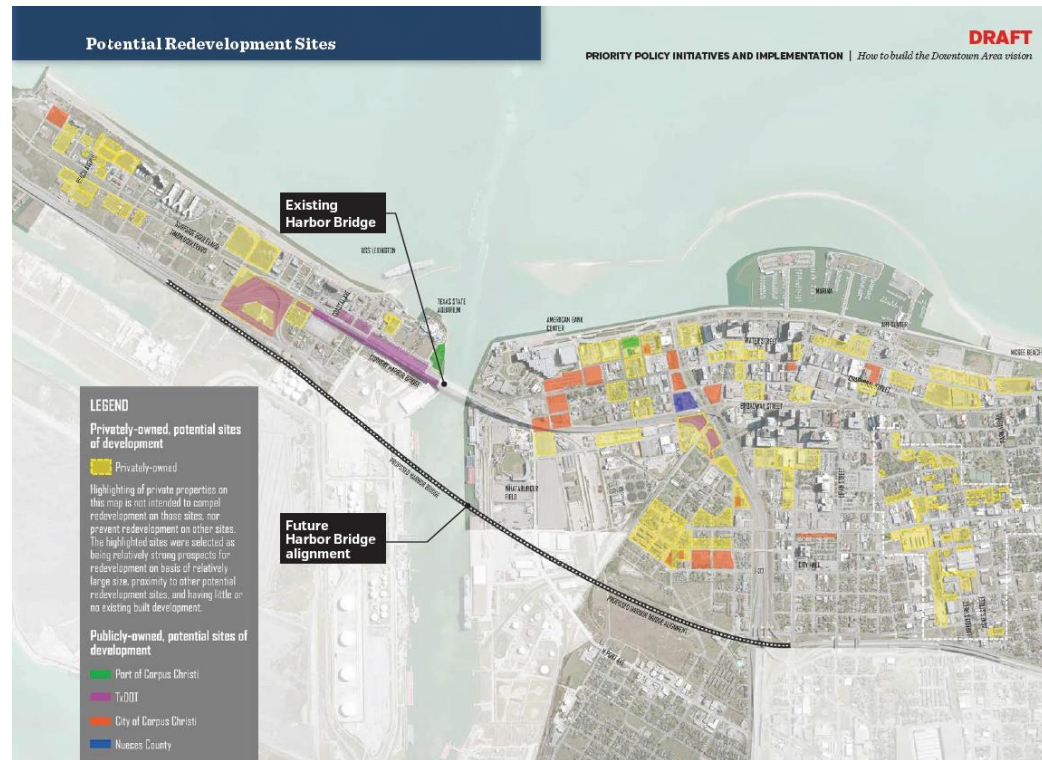


Activate vacant properties

REAL ESTATE REINVESTMENT
initiative

3

- Proactively encourage redevelopment of well-located underutilized properties
- *Historic Nueces County Courthouse /Former Bus Station*





Improve key streets, parks

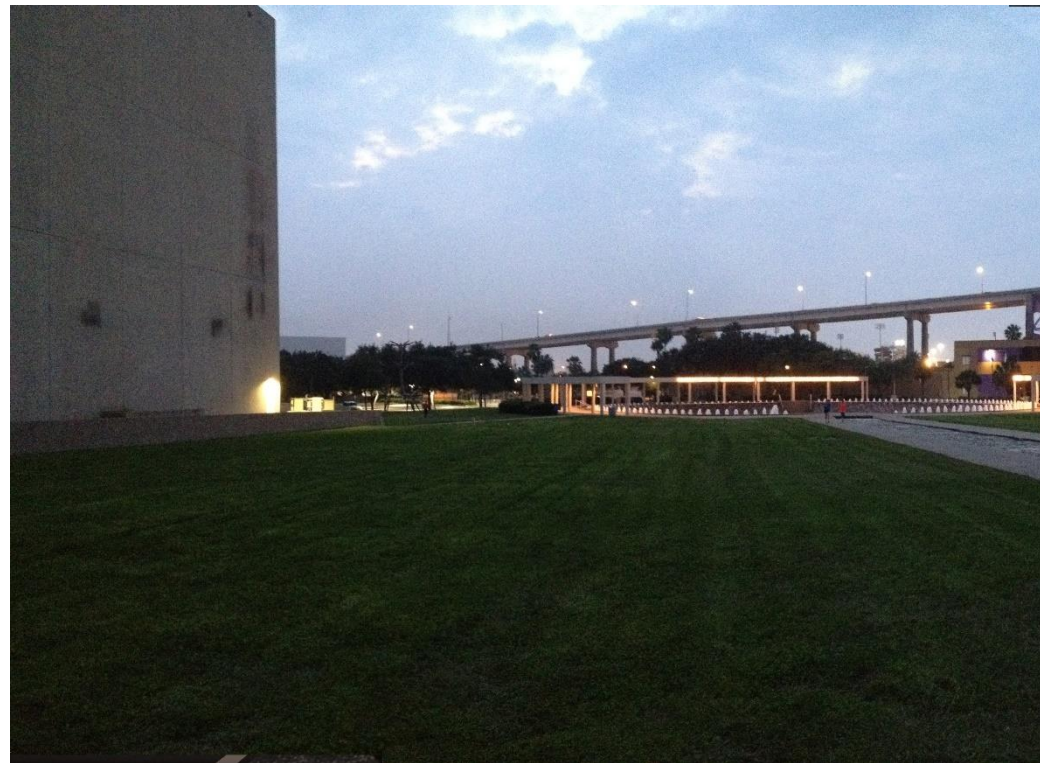
- Invest in prioritized infrastructure projects in concert with private development
- *Shoreline Blvd. and Water's Edge Park improvements are attracting development*





Organize event traffic

- Actively manage event traffic
- *Improved coordination among event sponsors & city departments is improving access*





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Re-connect streets

- Transform old Harbor Bridge infrastructure to connect districts and the bay with walkable development.
- *Harbor Bridge design, Bike Mobility Plan advancing*





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Where Fun Happens

- Intensify destination arts and retail programming
- *Marina Arts District brand launched. Expanded farmers/ art market, food trucks, mural program*





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Embrace the Waterfront

- Fill missing links in Corpus Christi's signature waterfront park and path network
- *Marina docks, Shoreline Boulevard, and Water's Edge Park are attracting people, investment*





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Keep it Clean & Safe

GREAT PLACES FOR PEOPLE
initiative

10

- Create clean, safe, welcoming places
- *Dedicated cleaning staff/ambassadors, bike patrol, volunteers*





Unique Places in Corpus Christi



Marina Arts District

"Leveraging infrastructure investment and filling the gaps with live/work/learn/play"



Bayshore Neighborhood

"Connecting neighborhoods and people to the Bay and destination parks"



Uptown and Surrounding Neighborhoods

"Expanding choices for housing, jobs, and transportation"



Washington-Coles

"Strengthening an established neighborhood with connected streets and housing"



Hillcrest

"Providing housing options and opportunities for current residents"



SEA District

"Promoting vibrant and accessible destinations within a walkable setting"



North Beach

"Beach and attractions"



Development Guidelines

- Primary Walking Street





Development Guidelines

- Flexible Access Street



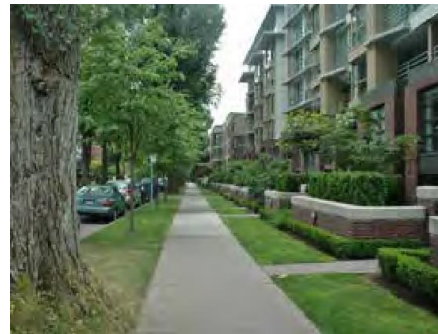
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Development Guidelines

- Gateway Street or Boulevard





Recommendation

Staff and Planning Commission
recommend adoption of the Downtown
Area Development Plan