

Ordinance amending the South Central Area Development Plan, an element of the Comprehensive Plan of the City of Corpus Christi by renaming the plan; updating goals and policies; providing new measurable strategies and a new multi-modal transportation plan, urban design plan, and urban living options plan; updating the future land use map; providing for severance; and providing for publication.

WHEREAS, the Planning Commission has forwarded to the City Council its final report and recommendation concerning the amendment to the South Central Area Development Plan, an element of the Comprehensive Plan of the City of Corpus Christi, Texas;

WHEREAS, with proper notice to the public, public hearings were held on February 27, 2013, during a meeting of the Planning Commission, and on May 14, 2013, during a meeting of the City Council, during which all interested persons were allowed to appear and be heard;

WHEREAS, the City Council has determined that this amendment would best serve the public health, necessity, convenience and general welfare of the City of Corpus Christi and its citizens.

BE IT ORDAINED BY THE CITY COUNCIL OF THE CITY OF CORPUS CHRISTI, TEXAS:

SECTION 1. The Corpus Christi South Central Area Development Plan, an element of the Comprehensive Plan of the City of Corpus Christi, Texas ("Comprehensive Plan"), is amended by renaming the plan "The Corpus Christi Central Business Development Plan" (to be referred to as the "Central Business Development Plan"). Furthermore, the Central Business Development Plan is also amended by updating the goals and policies, adding new measurable strategies, adding a new multi-modal transportation plan, adding a new urban design plan, adding an urban living options plan, and adding new map exhibits. A copy of the Central Business Development Plan, attached to this ordinance as Exhibit "A" and incorporated by reference as if fully set out herein in its entirety, is on file with the City Secretary's Office. Also attached to this ordinance are Exhibits "B" and "C," which contain condensed and summarized portions of information included in Exhibit A.

SECTION 2. The Comprehensive Plan is further amended by revising the future land use maps of the City of Corpus Christi to be consistent with the map exhibits reflected in the Central Business Development Plan.

SECTION 3. To the extent that the amendment made by this ordinance represents a deviation from the Comprehensive Plan, the Comprehensive Plan is amended to conform to the amendment made by this ordinance. The Comprehensive Plan, as amended from time to time and except as changed by this ordinance, remains in full force and effect.

SECTION 4. Any ordinance or part of any ordinance in conflict with this ordinance is hereby expressly repealed.

SECTION 5. The City Council intends that every section, paragraph, subdivision, clause, phrase, word, or provision of this ordinance be given full force and effect for its purpose. Therefore, if any section, paragraph, subdivision, clause, phrase, word, or provision of this ordinance is held invalid or unconstitutional by final judgment of a court of competent jurisdiction, that judgment shall not affect any other section, paragraph, subdivision, clause, phrase, word, or provision of this ordinance.

SECTION 6. Publication shall be made in the official publication of the City of Corpus Christi as required by the City Charter of the City of Corpus Christi.

The foregoing ordinance was read for the first time and passed to its second reading on this the _____ day of _____, 2013, by the following vote:

Nelda Martinez	_____	Chad Magill	_____
Kelley Allen	_____	Colleen McIntyre	_____
Rudy Garza	_____	Lillian Riojas	_____
Priscilla Leal	_____	Mark Scott	_____
David Loeb	_____		

The foregoing ordinance was read for the second time and passed finally on this the _____ day of _____, 2013, by the following vote:

Nelda Martinez	_____	Chad Magill	_____
Kelley Allen	_____	Colleen McIntyre	_____
Rudy Garza	_____	Lillian Riojas	_____
Priscilla Leal	_____	Mark Scott	_____
David Loeb	_____		

PASSED AND APPROVED this the _____ day of _____, 2013.

ATTEST:

Armando Chapa
City Secretary

Nelda Martinez
Mayor

EXHIBIT A

***CENTRAL BUSINESS
DEVELOPMENT PLAN***

*An Element of the Comprehensive Plan
Adopted May 21, 2013*



CITY OF CORPUS CHRISTI CITY COUNCIL 2013

Mayor Nelda Martinez

David Loeb
At Large

Kelley Allen
District 1

Colleen McIntyre
District 4

Lillian Riojas
At Large

Chad Magill
District 2

Rudy Garza Jr.
District 5

Mark Scott
At Large

Priscilla Leal
District 3

Ron Olson
City Manager

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Philip Ramirez
Vice Chairman

Fred Braselton

Marco Castillo

Mike Lippincott

Gabriel Guerra

Mark Adame

Curtis Rock

Chris Hamilton

CITY PLANNING & ENVIRONMENTAL SERVICES DEPARTMENT 2013

Oscar Martinez
Assistant City Manager

Pete Anaya, P.E.
Director

Faryce Goode-Macon
Assistant Director

CENTRAL BUSINESS PLANNING COMMITTEE MEMBERS

A special thank-you goes out to members of the Central Business Development Plan Planning Committee for giving their expertise, time, and hard work in the development of the Central Business Development Plan:

Bart Braselton: Residential Builder

Bryan Johnson: Real Estate Broker

Carl Weckenmann: Dir. of Planning, Regional Transit Authority

Chad Magill: Former Chair, Downtown Management District

Darlene Gregory: Chair, Uptown Neighborhood Initiative

Don Zimmermann: Liaison Officer, CC Naval Air Station Plans

George Clower: Commercial Realtor

Dr. Gilda Ramirez: Director of the Antonio E. Garcia Arts & Ed. Ctr., Westside Rep.

Hope Malkan: Business Owner

Jeff Pollack: HDR/City Integrated Community Sustainability Plan Coordinator

JJ Hart: Destination Bayfront Representative

John Bell: Commodore, CC Yacht Club

John Michael: Engineer/Consultant

John Tamez: City Planning Commissioner

John Vidaurri: Executive Director, Downtown Management District

Judy Lapointe: Six-Points Area Rep.

Tom Niskala: Dir. Of Transportation Planning, Metropolitan Planning Org. Rep.

City Staff Committee Members

Peter Davidson: Superintendent, CC Marina

Dan Biles: Dir. of Engineering

Stacie Talbert: Asst. Dir. of Park & Recreation

Michelle Barrera: ACM Exec. Assist. / Special Projects, Business Support Services

Annika Gunning: Zoning Administrator, Business Support Services

Julio Dimas: Project Management, Business Support Services

Elena Buentello: Planning Technician, Comprehensive Planning

Andrew Dimas: City Planner, Comprehensive Planning

Lisa Wargo: Senior City Planner, Comprehensive Planning

Mike Newberry: GIS Mapping Specialist

Jeremy Mecom: GIS Mapping Support

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APPLICATION

The Goal, Objectives, Policies, and Measurable Strategies of this plan supersedes the South Central Area Development Plan and all previous City plans for this area except for the Reinvestment Zone No. 1 Project Plan which shall remain in force until State law provides for the termination of Reinvestment Zone. In addition, this plan is an update to the original South Central Area Development Plan adopted May 21, 1991 and later updated in February 28, 1995 and February 17, 2004.

PURPOSE

The purpose of the Central Business Development Plan (CBDP) is to facilitate the development and redevelopment of the Central Business area by providing policies and measurable development standard strategies for the Central Business area, and the Central Business Future Land Use, Multi-Modal Transportation, and Urban Design Maps. The City's departments shall focus on those policies and standards throughout the planning, development review, building, and Planning Commission and City Council approval processes to ensure a balance of mixed residential, nonresidential, civic, tourist, cultural, educational, and recreational uses. Measurable Strategies provided should be reasonable enough to be accomplished within a period of 5 years from the date of adoption.

CURRENT CONDITIONS

2010 Census Data. The South Central area has experienced a significant decline in population over the last 40 years. In addition, the area has experienced a major exodus of retail businesses since the 1970s. The 2010 Census data for the Central Business Development Plan Area are outlined in the following tables:

Population of the City of Corpus Christi				
Total City Population	2000	2010	Change	% Change
	277,454	302,375	+24,921	9.00%

Central Business Plan Area Population				
Total Plan Area Population	2000	2010	Change	% Change
	13,238	12,406	-832	-6.28%

Central Business Plan Area Demographics				
Population By Gender	2000	2010	Change	% Change
Males	6,513	6,067	-446	-6.84%
Females	6,725	6,339	-386	-5.73%
Population By Race	2000	2010	Change	% Change
White alone	6,910	6,302	-608	-8.79%
Black alone	1,946	1,613	-333	-17.11%
American Indian alone	119	124	5	4.20%
Asian or Pacific Islander alone	53	50	-3	-5.66%
Hispanic (any race)	9,346	9,367	21	0.22%
Other Race	3,746	3,846	100	2.67%
Two or More Races	477	484	7	1.47%
Age Distribution	2000	2010	Change	% Change
24 years or younger	5,242	4,763	-479	-9.13%
25-34	1,747	1,625	-122	-6.98%
35-44	1,880	1,489	-391	-20.79%
45-54	1,496	1,551	55	3.67%
55-64	993	1,228	235	23.67%
65-84	1,509	1,352	-157	-10.40%
85+	357	409	52	14.56%
Educational Status (25 + yrs.)	2000	2010	Change	% Change
< 9th Grade	2,035	1,849	-186	-9.14%
9th - 12th Grade (no diploma)	1,257	1,559	302	24.03%
High School Graduate	1,495	2,346	851	56.92%
Some College (no degree)	861	1,100	239	27.75%
Associate Degree	205	313	108	52.68%
Bachelor Degree	221	267	46	20.81%
Masters or PHD	132	206	74	56.06%
Housing	2000	2010	Change	% Change
Total Housing Units	5,360	5,594	234	4.37%
Owner Occupied	1,211	1,124	-87	-7.18%
Renter Occupied	3,398	3,228	-170	-5.00%
Average Household Income	\$23,523	\$29,103	\$5,580	23.72%
Median Household Income	\$15,193	\$18,701	\$3,508	23.09%

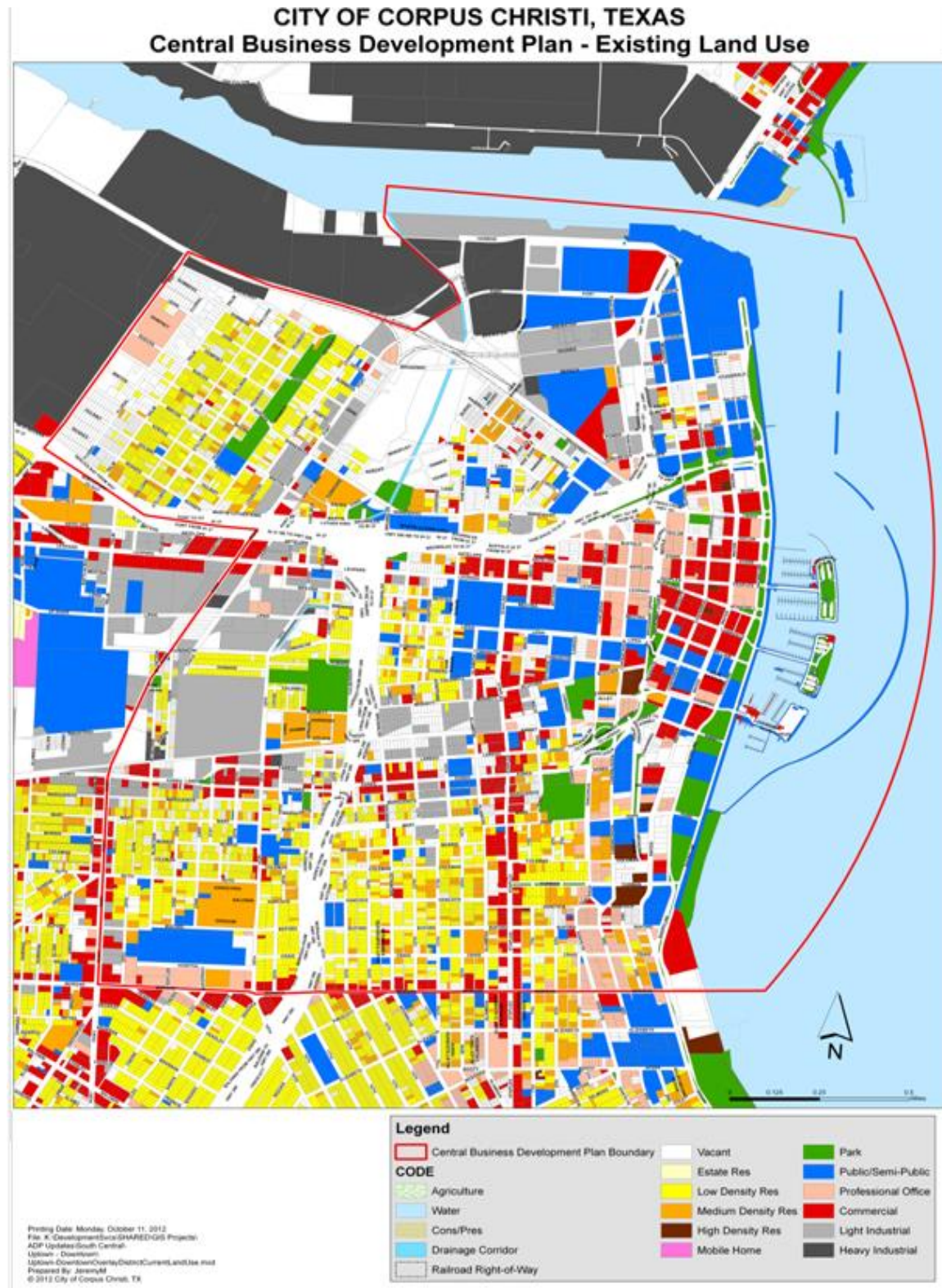
Plan Boundaries. The Central Business Development Plan area consists of 4.64 square miles of area bounded by the City's Ship Channel to the north, the Corpus Christi bay to the east, Morgan Avenue to the south, and Port and Nueces Bay Avenues to the west. This area is depicted in Figure 1.

Figure 1. Central Business Plan Area Boundary



Current Land Use. The following map depicts the current land uses found within the Central Business Development Plan boundaries:

Figure 2. Current Land Uses.



GOAL

Promote the Central Business area as a thriving 24-hour, aesthetically pleasing mixed-use and pedestrian-oriented environment in which to live, work, play, conduct business, and promote the area as an active tourist destination.

OBJECTIVES, POLICES, AND MEASURABLE STRATEGIES

(LU) LAND USE

LAND USE CLASSIFICATIONS

The intent of the Central Business Future Land Use Plan is to demonstrate to potential purchasers or developers the City's long range view of how particular properties should be reconfigured and used should it become feasible to do so. In some cases the recommended future land use is the same as the existing land use. However, in certain locations throughout the planning area, the Central Business Future Land Use Map and special area or neighborhood plans contain parcels with existing uses that are proposed for a change in land use, or for redevelopment as part of a larger site.

Several Land Use definitions are provided to express future land uses for every parcel within the planning area to clearly state future expectations for development. Some classifications are very specific with regard to the type of uses and densities that are expected. Other classifications identify general categories of uses that will allow for varying degrees of flexibility for future development or adaptive reuse of existing structures. These classifications are used in locations that have been identified as appropriate for mixed use development or to promote co-location of compatible uses. The size and location of individual development sites may result in different mixtures of uses and densities. For many parts of the City that remain undeveloped or for which redevelopment is expected, Special Area (Neighborhood) Development Plans have been created to provide an additional level of detail for planning and design recommendations, including descriptions of planned mixed use areas.

RESIDENTIAL CLASSIFICATIONS

Rural Residential (0.5 – 1.0 du/ac)

Homes under this land use designation may consist of single-family structures on larger lots ranging from .5 or more acres, or in developments that preserve open space and natural features by concentrating development in open areas.

Suburban Residential – Low Density (1.0 – 5 du/ac)

Residences are primarily composed of single-family dwellings on lot sizes that commonly average 0.25-acre, including attached or detached traditional single-family homes, T-court homes, or cottage homes.

Suburban / Urban Residential – Medium Density (6– 15 du/ac)

Housing types are generally urban single-family units, primarily attached or detached brownstones and townhomes, rowhomes, and detached cluster housing, T-court homes, patio/courtyard homes and where density incentives are met, cottage homes.

Urban Residential – High Density (15+ du/ac)

Housing types are typified by multi-family units such as apartments, condominiums, courtyard apartments, and lofts.

MIXED-USE CLASSIFICATIONS

Mixed Land Uses integrate a broad range of housing within neighborhoods that allow for greater housing choices particularly for younger and older age groups. This classification is intended to provide market flexibility to allow for a wider range of housing choices, while providing basic daily and necessary commercial and office services to the residents of the neighborhood or community within walking (pedestrian-oriented) distance and/or transit service. Smaller sites may include a single housing type, appropriately scaled to the surrounding development context, and consistent with Future Land Use Plan recommendations where applicable. Larger sites are expected to incorporate a mix of housing types and to be designed to look, feel and function as a cohesive neighborhood. Uses are integrated in both a horizontal (side-by-side) and vertical (one use located above another) basis. This classification is further defined as follows:

Neighborhood Mixed Residential Use– Low Density

This land use is intended to provide a mix of housing options and transition from existing single-family neighborhoods at a typical density of 1.0 - 4 du/ac. Neighborhood Mixed Uses are intended to provide daily retail uses and personal services for the convenience of neighborhoods in which they are located, within a reasonably short distance. Building heights generally range from one to two stories, consistent with surrounding residential development. All neighborhood mixed use projects must be planned and built in accordance with Section 7.11 of the Unified Development Code.

Mixed Residential – Medium Density

This land use includes areas developed with greater walkability and pedestrian orientation attributes, at a typical density of 5.0 - 15 du/ac. Building heights generally range from one to two stories, consistent with surrounding residential development and are often placed closer to the street to form a street edge with residential appearance.

Mixed Residential - High Density

Mixed residential land use areas applicable to more urbanized areas at a density of 15+ du/ac. High density mixed residential development is intended for integration with Town Center and/or Urban Core developments, where appropriate, to create very walkable and active pedestrian zones and housing options close to employment and transit.

Live-Work Units

Live-Work units shall be a permitted use within any designated Mixed-Residential Land Use area or within any designated mixed use district. All proposed Live-Work units must be planned and built in accordance with Section 6.14.7 of the Unified Development Code.

Non Residential Mixed Use

Non-residential mixed use land areas refer to mixed uses within a building or several buildings that do not incorporate residential uses and are located near arterials or major collectors that are intended to provide daily retail, major grocers and other conveniences to serve the local community. Non-residential mixed uses include strip mall centers.

OBJECTIVE LU 1 Plan land uses appropriately for current and future populations and support future development by making a variety of land uses available, while working to ensure compatibility between existing and future land uses, existing and planned infrastructure, and existing natural resources.

POLICY LU 1.1 The City Council hereby adopts the Central Business Future Land Use Plan map (see Figure 3) and the accompanying text as a guide for future land use decisions and development within the Central Business area boundaries. The plan provides guidance for future land use planning, including rezoning, platting, fiscal management, and capital improvement planning, and all development should be consistent with the Central Business area future land use classifications.

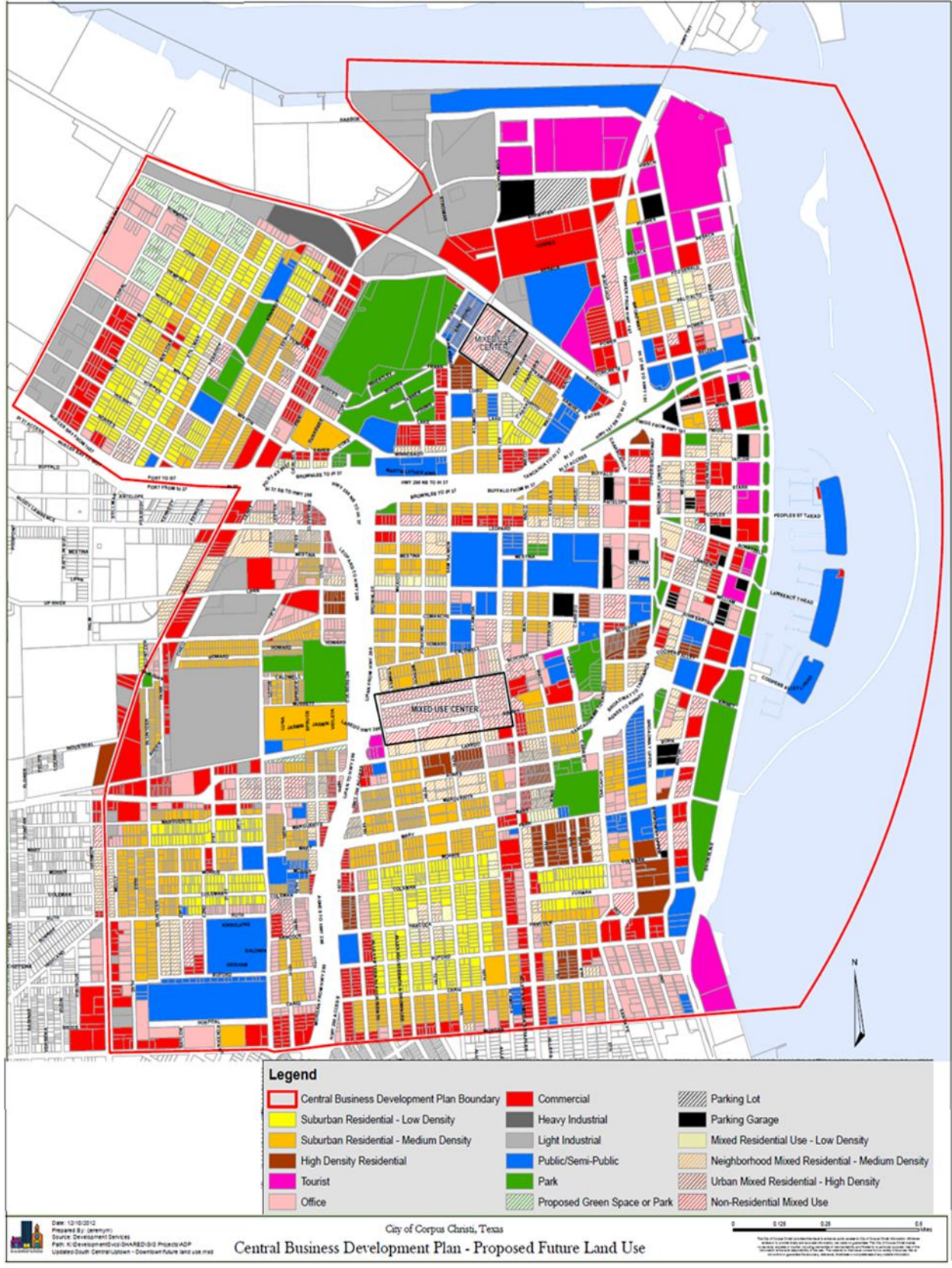
POLICY LU 1.2 Mixed-use districts are being actively encouraged, and locations for new mixed-use centers are being identified, providing live-work-shop opportunities that minimize travel needs. The properties located along Shoreline Boulevard have been identified as areas that shall be considered for tourist-related and residential mixed uses, with limited office or non-tourism related business uses.

POLICY LU 1.3 In order to ensure that development and redevelopment within the Central Business area will eliminate blighting influences of outmoded and inefficient development patterns, the following land use techniques shall be required for all development:

- ❖ Create a walkable, pedestrian-oriented and transit-supportive urban environment.
- ❖ Conserve land, energy, and natural resources through reduced automobile usage and advanced techniques such as onsite low-impact stormwater design techniques where practicable, and concentrate intensive land uses around existing public and private infrastructure so as to take advantage of the value of such investment.
- ❖ Promote a mix of tourist, retail, entertainment, residential, and civic uses in the Central Business area and provide an aggregation of commercial uses in centers; avoid the use of any additional new strip-commercial development along right-of-ways.

POLICY LU 1.4 With exception to the industrial use areas permitted and depicted on the Central Business Future Land Use map, new industrial uses and outside storage uses shall be discouraged within the Plan Boundary, and existing industrial zoning or land use changes to another or expanded industrial use shall be discouraged.

Figure 3. Central Business Future Land Use Map



POLICY LU 1.5 Measurable Strategies. Priority shall be given to the following land use projects in the following order within the Central Business area boundaries:

- 1) Promote the construction of a large (minimum 2-story) grocery, entertainment, tourist, office, or residential mixed-use pedestrian center with pedestrian plazas in the area located west of Staples Street and south of Mussett Street, east of the Crosstown Expressway (see examples below).



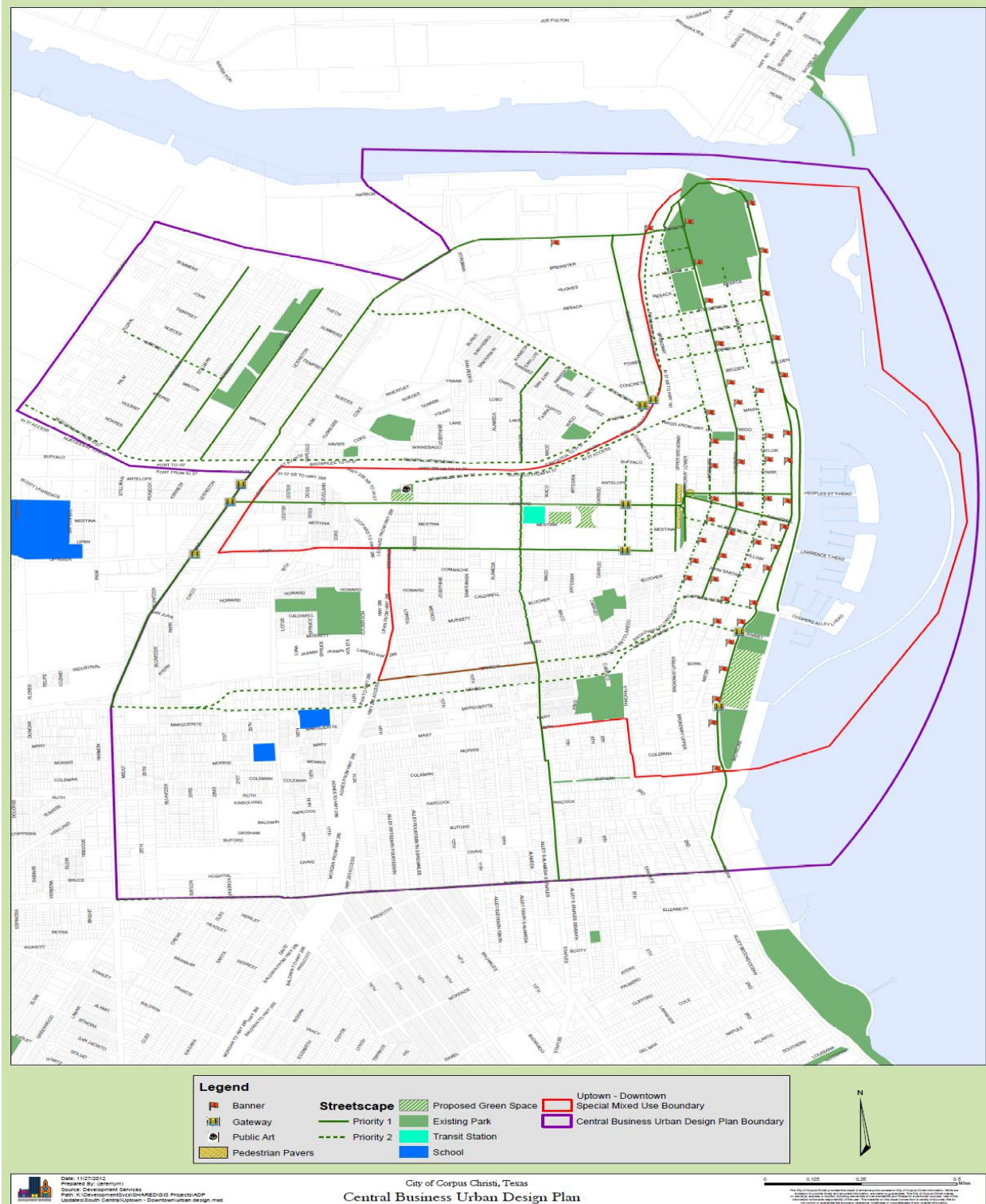
- 2) Consider and plan for an additional mixed-use grocery neighborhood center on the northside of I-37 within the Washington-Coles neighborhood. Utilize the Port Avenue corridor north of I-37 as a neighborhood commercial and restaurant establishment corridor to provide more dining opportunities for the Washington-Coles and Hillcrest residential areas and the SEA District tourist areas.
- 3) Establish a community garden program and utilize undeveloped or underdeveloped properties and underutilized City parks to provide food for local residents, low-income areas, or shelters and food banks; Priority for establishment of community gardens should be given to the Hillcrest and Washington-Coles neighborhoods.
- 4) Create a Parking Master Plan that includes the locations of potential parking garages within the Central Business area and promote the construction of multi-level garages versus open lot parking facilities.

(UD) URBAN DESIGN

OBJECTIVE UD 1 Plan and provide for a functional 24-hour Central Business area with residential and non-residential mixed use centers, containing areas of different densities, architectural styles, and land uses. Emphasize conflict-free, ADA-accessible, pedestrian-oriented planning techniques to enhance connections between Downtown and Uptown and promote a uniquely attractive atmosphere for small and large-scale tourist attractions and local businesses.

POLICY UD 1.1 The City Council adopts Figures 4 & 5 “Central Business Urban Design Improvement & Urban Living Maps” as the guide for future Urban Design decisions in the Central Business area. The urban design map provided under this Plan constitutes additional planning and implementation measures for the Central Business area.

Figure 4. Central Business Urban Design Improvement Plan (click on the map for interactive layers)



POLICY UD 1.2 Provide adequate, safe lighting, landscaping, street furniture, and signage to help visually and functionally integrate public and private development projects. Signs shall be required to be oriented and scaled for pedestrian traffic. Consideration should be given to minimizing the number and size of allowable signs and allowing limited-sized monument-type signs within the required setbacks. Billboards are prohibited within the Uptown-Downtown Special Mixed Use Overlay boundaries.

POLICY UD 1.3 Provide diversity, not homogeneity, with a variety of building types in an attractive urban environment utilizing form, color, materials, building orientation, variation in building height, placement, and siting, and by arranging buildings in a regular patterns that are unbroken by parking lots and locating parking behind all uses for new development. Where parking garages are developed, the first floor of any parking garage must be constructed to ultimately provide mixed commercial/office uses on the first floor street level.

POLICY UD 1.4 Pursue the development of a comprehensive “Complete Streets” program and design within the Central Business area boundaries. Pedestrian corridors should provide a strong, pedestrian-oriented environment for people of all ages and diverse forms of mobility.

POLICY UD 1.5 Shading, through the use of storefront awnings, marquees, alcoves, street trees and landscaping shall be designed as a critical component of all roadway projects (particularly on Arterial and Collector right-of-ways) and gateways to and within the Central Business area, and leading to Memorial Park. Improvements shall be constructed and maintained through public and private methods and incentive programs. Collector streets shall be supplied with benches and pedestrian-style post lighting for resting and safety.

POLICY UD 1.6 Measurable Strategies. Priority shall be given to the following urban design projects in the following order within the Central Business area boundaries:

- 1) Streetscape Zones (in accordance with the Streetscape Zone standards) shall be provided for the following streets within the Central Business Development Plan with priority given to the following streets:**

Area	Street Name	Priority	Area	Street Name	Priority
Uptown	Leopard	1	West Side & South Central	Staples	1
	Lipan	1		Port Avenue	1
	Staples	1		Agnes	2
	Upper Broadway	1		Laredo	2
				Morgan	2
Downtown	Lower Broadway	1	Northside	Port Avenue	1
	Schatzel	1		Tancahua	1
	Peoples	1		Peabody	1
	Chaparral Street (including SEA District)	1		Van Loan	1
	Shoreline Blvd.	1		Kennedy	1
	Water Street	2		Staples	1
	Mesquite Street	2		Morris	2
	Kinney Street	2		Broadway	2
	Coopers Alley	2		Martin Luther King	2
	Lawrence	2			

- 2) Develop the area within a ½ mile radius of the Staples and Leopard Street CCRTA station as a Transportation-Oriented Development with pedestrian-oriented features.
- 3) Define the physical boundaries of each district through the use of gateways, pole banners, and signs that are compatible with, but distinguish each area from one another; locate a new Welcome Center along the I-37 corridor within the Central Business area, preferably near Shoreline Drive.

Welcome sign example



- 4) Create an Urban Design Manual for the Central Business Development Plan area that includes different architectural styles for different neighborhood and entertainment areas of the Central Business area, and consistent urban design standards for new development, and develop a program to further incentivize the use of the standards.
- 5) Require new and redeveloped parking lots to be located behind all structures, or below or above structures.

- 6) Include additional options for the construction of single-family homes by promoting the development of (attached or unattached) brownstones, townhomes, live-work units, vacation cottages, and medium and high-density mixed residential structures throughout the Central Business Development Area.
- 7) Establish a street bench dedication program providing street benches throughout the Central Business area utilizing the talents of local artists.



(ED) ECONOMIC DEVELOPMENT

OBJECTIVE ED 1 Promote expansions of local businesses and target innovative and entrepreneurial businesses for relocation, and attract high-wage jobs in fields such as tourism, science, technology, and green or clean industries that create a vibrant economy.

POLICY ED 1.1 Address the barriers to feasible development and redevelopment of blighted areas which retard the growth of housing accommodations in the area, and incentivize and promote the adaptive reuse of existing structures. Promote short-term leasing of vacant properties in key locations.

POLICY ED 1.2 Measurable Strategies. Priority shall be given to the following economic development projects in the following order within the Central Business area boundaries:

- 1) Create a new “Blighted Property” Code Enforcement Team and allow the City Team members to designate a property as being blighted by inspecting blighted buildings and charging the owner for any maintenance performed by the City to bring a building up to the required building code as an initial step in condemnation proceedings. Boarding of ground floor windows of vacant buildings shall be prohibited within the Plan boundaries, and new construction shall include minimum window frontage to create a more attractive and pedestrian-friendly appearance.
- 2) Streamline the street vendor process and update the vendor regulations and processes to expedite permitting, reduce costs, and regulate (potentially through lottery) the number of vendors permitted in an area, with exception of special events.
- 3) Establish a semi-permanent or permanent fish market downtown with shading or shade structures for customers.



- 4) Promote and provide more professional office opportunities surrounding Memorial Hospital and affordable housing options for employees and seniors near the hospital.
- 5) Inventory and promote the adoption and updating of existing neighborhood centers/plazas to create a pedestrian-style neighborhood gathering place that supports businesses and neighborhood communities.

(HD) HOUSING DEVELOPMENT

OBJECTIVE HD 1 Reduce traffic congestion by providing affordable housing for workers and students within the Central Business Development Plan boundaries and providing an expanded resident population base to support new businesses and improve inner city mass transportation options.

POLICY HD 1.1 Utilize alternative housing types and smaller lot development to promote the development of single-family residential living uses through live-work, townhome, and brownstone units within the Central Business Development Plan boundaries.

POLICY HD 1.2 Promote accessible and affordable living accommodations for the elderly to provide housing options for seniors (close to transit stations and transit stops) close to community centers, to continue living independently in their own community.

POLICY HD 1.3 *Measurable Strategies.* Priority shall be given to the following housing development projects in the following order within the Central Business area boundaries:

- 1) Pursue housing development and transit grants for more affordable and accessible housing for Seniors, students, smaller families, and single adults and provide a variety of housing types and update the City's Future Land Use and Zoning Maps and allow for more mixed-uses within the Central Business area boundaries.
- 2) Adopt a Transit-Oriented Development overlay over the Staples and Leopard Street transit center to promote higher residential housing densities in proximity to the transit center.
- 3) Conduct an inventory of vacant parcels (and vacant buildings) within the Hillcrest Washington-Coles neighborhoods, the Spohn Memorial Hospital neighborhood (near the Antonio Garcia Community Center), and other blighted or deteriorating neighborhoods located within the Plan boundaries for designation as potential future affordable housing development locations; actively recruit and assist potential developers and builders to develop these areas as affordable housing and senior-living developments through the use of incentives provided through HUD and other Federal, State, or City incentives available.
- 4) Create new incentives for the construction of LEED-Certified or Green building standards.
- 5) Update the City's Unified Development Code and Building Code to further incentivize the construction of Live-Work units within areas of the Central Business Development Plan boundaries.

(CNE) CONSERVATION AND NATURAL ENVIRONMENT

OBJECTIVE CNE 1 Promote sustainable development techniques and protect the limited natural and financial resources through techniques such as Green Building standards, Best Management Land Practices, xeric and native landscaping, low-impact stormwater development techniques, roof-top green gardens and community gardens.

POLICY CNE 1.1 Encourage energy conservation through land use and design, by incorporating mixed uses, clustered developments, development of complete neighborhoods and complete street designs.

POLICY CNE 1.2 Promote the installation of solar and wind energy techniques and reduced impervious surfaces during the planning and construction phases.

POLICY CNE 1.3 Pollution prevention devices shall be researched for incorporation into stormwater outfalls to capture floating debris, sediments and other pollutants before entering the Bay system, particularly along the bayfront where large volumes of floating debris and other urban pollutants along the seawall, beaches and shoreline areas are deposited.

POLICY CNE 1.4 ***Measurable Strategies.*** Priority shall be given to the following conservation and natural environment projects in the following order within the Central Business area boundaries:

- 1)** Construct demonstration projects utilizing techniques for rainwater capture (rain barrels, rain gardens), stormwater reuse (grey water irrigation), directional flow, and pervious materials.
- 2)** Provide more trash receptacles throughout the Central Business area to reduce litter.
- 3)** Establish a solid & toxic waste amnesty period program to incentivize the adaptive reuse, reconstruction, or demolition of existing vacant buildings.

(PR) PARKS AND RECREATION

OBJECTIVE PR 1 Seek the means to develop and support a system of urban parks and open space that link neighborhoods within and outside the Central Business area to growth and employment centers, as well as to other park, recreation, and community facilities within the City that are accessible to all citizens, regardless of race, ethnicity, gender, age, income, sexual orientation, or physical ability.

POLICY PR 1.1 Support the development and redevelopment of viable and lively civic spaces, parks, square, plazas, and other public gathering places, tied to transit and accessible by multiple modes of transportation for residents of existing and new neighborhoods. Promote multiple uses and activities for the City's existing parks.

POLICY PR 1.2 Continue developing a system consisting of bikeways, footpaths, canoe/kayak launching access points, and/or nature trails, linking parks and recreation areas, schools, beaches, residential areas and barrier islands to the Central Business area from areas outside the Plan area.

POLICY PR 1.3 ***Measurable Strategies.*** Priority shall be given to the following parks and recreational projects in the following order within the Central Business area boundaries:

- 1)** Update Artesian, Retama, and Lovenskold Parks by providing pedestrian plazas, park furniture, public art, and special events (through the Landmark Commission where required); provide a pedestrian and visual connection between Blucher and South Bluff Parks.

- 2) Support the establishment and all phases of Destination Bayfront on the public property located from Furman Avenue to the Arts Center along Shoreline Boulevard.
- 3) Conduct additional Walkability Audits within the Central Business Plan boundaries to pinpoint areas needing improvement to serve pedestrians, provide connection to basic services and employment, and promote alternate modes of transportation.

(TD) TRANSPORTATION DEVELOPMENT

Access. The principal accesses to the urban core of the Central Business area are as follows:

1. Interstate Highway 37/US 181 corridor, which, in its current form, runs from west to east/northeast, and bisects adjacent neighborhoods and creates a barrier between the main sections of the downtown district.
2. Port and Nueces Bay Avenues form the western boundary of the CBDP; Shoreline Drive runs along the eastern boundary of the CBDP and Staples Street runs through the center of the CBDP; all of three of which run north and south in the CBDP.
3. Leopard Street and Morgan Avenue run east/west and Morgan Avenue traverses the southern boundary of the CBDP.

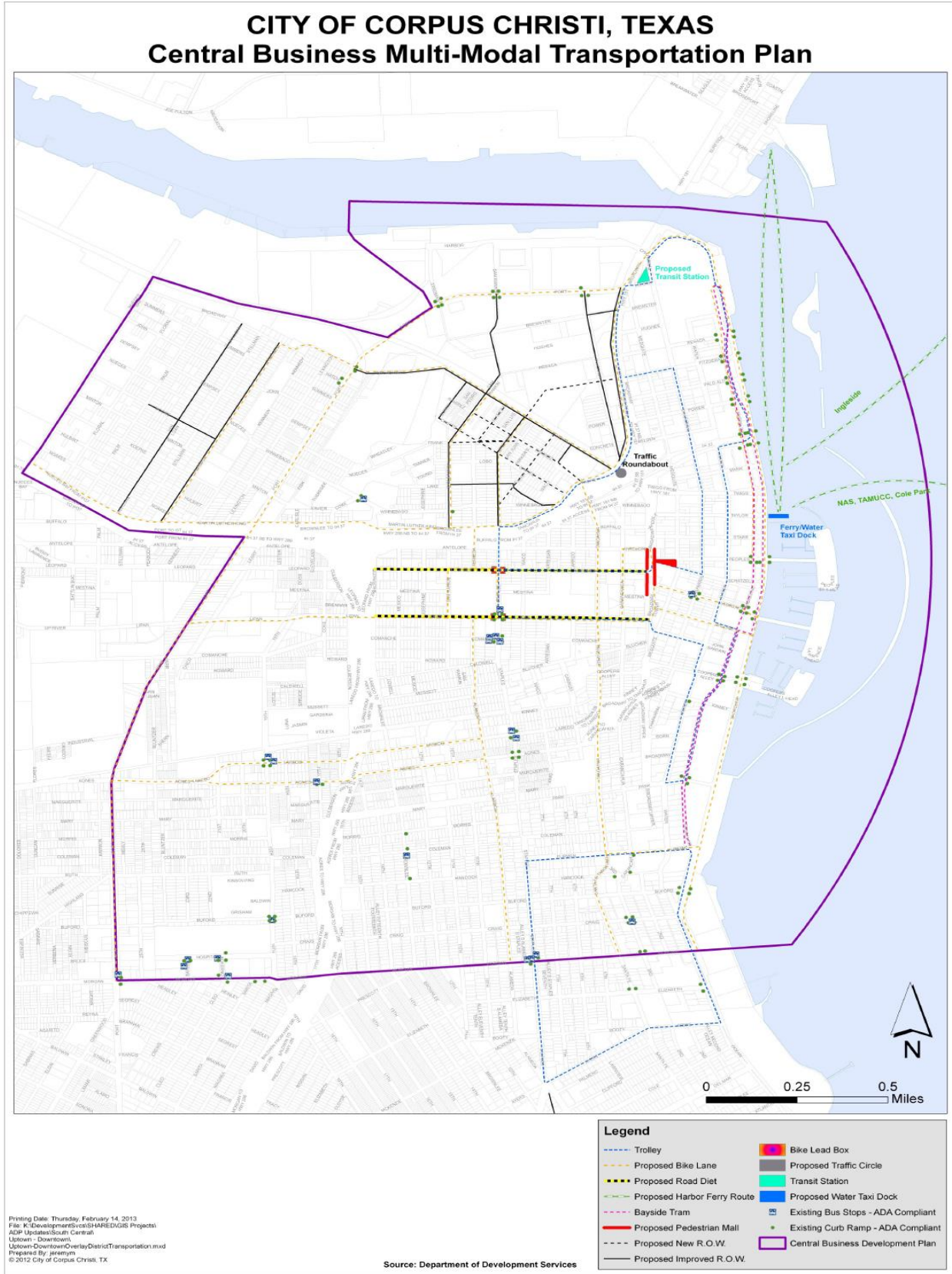
Traffic volumes are as follows for the listed right-of-ways:

Main Street	Classification	No. of Lanes	Traffic Volumes		
			Between These Streets	Trips/Day	
Port	A2 Secondary Arterial	4	IH 37	Morgan	14,292
Morgan	A1 Minor Arterial	4	Port	Ocean / Shoreline	39,114
Ocean / Shoreline	A2 Secondary Arterial	4	Morgan	Art Museum	NA
IH 37	F1 Freeway / Expressway	4-10	Port	Ocean / Shoreline	NA
Leopard	A1 Minor Arterial	4	Port	Ocean / Shoreline	24,450
Staples	A1 Minor Arterial	4	Morgan	Leopard	NA

OBJECTIVE TD 1 Utilize transit-oriented development concepts and guidelines in construction to help guide new development and redevelopment.

POLICY TD 1.1 The City Council adopts Figure 6 “Central Business Multi-Modal Transportation Map” as the guide for future multi-modal transportation decisions in the Central Business area. The transportation network of this Plan constitutes additional planning and implementation measures for the Central Business area in addition to those outlined under the City’s adopted Urban Transportation Plan.

Figure 6. Central Business Multi-modal Transportation Map (click map for interactive layers)



POLICY TD 1.2 Implement multi-modal land use planning techniques to ensure that new developments and existing neighborhoods maximize the potential of non-automotive access to a broad range of land uses and encourage inter-neighborhood connections.

POLICY TD 1.3 New development plans shall attempt to provide connection to planned or existing pedestrian and bikeway networks by incorporating such connections into the site plan. Where existing right-of-ways are updated, or new right-of-ways are constructed, right-of-way designs shall include pedestrian and bicycle connectivity and access.

POLICY TD 1.4 *Measurable Strategies.* Priority shall be given to the following transportation projects in the following order within the Central Business area boundaries:

- 1)** Coordinate with Regional Transportation Authority to conduct a feasibility study for waterborne taxi and ferry transit and, ultimately, to locate a water taxi hub within the Destination Bayfront/Marina Plan area.
- 2)** Ensure that all phases of the Chaparral Street reconstruction are completed, and any existing missing pavers are replaced.
- 3)** Provide and connect new bike lanes with existing bike lanes and provide bike racks at strategic sight-seeing and transit use locations within the Central Business area.
- 4)** Construct new bike lanes and provide trolley access within the southwest (Memorial Hospital) neighborhoods that provide access to downtown sights and services and the bay.

(MD) MARINA DEVELOPMENT

OBJECTIVE MD 1 Enhance capital investment in the city, and continue to improve the appearance, safety and utility of the marina through needed improvements, regular maintenance and appropriate repairs.

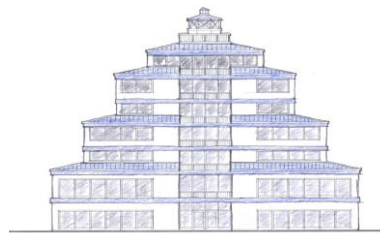
POLICY MD 1.1 Provide more public access and transportation connection from the plan area along the bay and marina, including providing bicycles to transient dock users for transportation along the waterfront and uptown and downtown areas.

POLICY MD 1.2 Promote more water-dependent uses, rentals, and floating structures along the marina, McGee Beach, and the waterfront, including fish markets, kayak launches, day cruises, and bay-area wide water taxi services.

POLICY MD 1.3 Explore expansion of the number of marina slips once occupancy rates of existing slips reach 85% occupancy.

POLICY MD 1.4 *Measurable Strategies.* Priority shall be given to the following marina projects in the following order within the Central Business area boundaries:

- 1)** Promote and help fund a new mixed-use Marina Lighthouse Tourist and Office space building on the Lawrence Street T-head (see proposed sketch).



- 2) Provide new directional signs and landscaping along Shoreline Drive and the T-heads, and sight-seeing scopes for wildlife viewing and birding and fish identification signs.
- 3) Provide state-of-the-art commercial docking facilities for sight-seeing boats, the Harbor Ferry, and potential water-taxi docking to service Port Aransas, Ingleside, Padre Island, TAMU, NAS, Cole Park, and Corpus Christi North Beach.
- 4) Establish a circular public tram route servicing the waterfront from the proposed Destination Bayfront Park and the SEA District amenities.

(CI) CAPITAL IMPROVEMENTS

OBJECTIVE CI 1 The City shall provide and maintain, in a timely and efficient manner, adequate public facilities for both existing and future populations, consistent with available financial resources, and planned for the purpose of maintaining or improving future Levels of Service, in accordance with the adopted Capital Improvements Program.

POLICY CI 1.1 The City shall continue to pursue development options not listed within the CIP through the use of Federal, State, and public and private grants and donations.

POLICY CI 1.2 The Capital Improvements Element shall include improvements that are typically large scale and high in cost, and to the greatest extent possible, not recurring in nature. For purposes of this Development Plan, consideration of proposed capital improvement projects with a life expectancy of five years or less shall be given priority.

POLICY CI 1.3 *Measurable Strategies.* Priority shall be given to the following capital improvement projects in the following order within the Central Business area boundaries:

- 1) Develop a “road diet” to narrow Leopard and Lipan Street Corridors from 4 lanes to 3 lanes (including a center turn lane or center turn/median lane); provide a streetscape zone with sidewalks, street furniture, tree planting, bike lanes, and awnings for businesses. Provide sidewalks down the bank of the bluff for pedestrian passage and safety, and consider redesign of the bluff stairs leading to Retama Park through widening the steps to provide for a visually aesthetic gateway leading to a pedestrian piazza joining the adjacent Retama Park.
- 2) Resolve the increased traffic levels and traffic flow problems in the SEA District during multiple events; resolve the lack of connection between Shoreline Boulevard and Chaparral Street by providing a transit, pedestrian, and bicycle route connecting Shoreline Boulevard to Chaparral Street; plan for the addition of parking garages and a potential transit station in the SEA District.

(PSNI) PUBLIC SAFETY AND NEIGHBORHOOD IMPROVEMENT

OBJECTIVE PSNI 1 Improve the Safety and Livability of Neighborhoods through the use of community planning and provide support to resident led neighborhood revitalization initiatives to cultivate and maintain strong, safe, and thriving neighborhoods.

POLICY PSNI 1.1 Expand local law enforcement agency partnerships and collaborate with community groups to increase awareness and solutions to safety issues and institute and neighborhood Crime Watch program to foster safer neighborhoods.

POLICY PSNI 1.2 Increase natural surveillance and “eyes on the street” using “Crime Prevention Through Environmental Design (CPTED)” strategies such as building doors/entrances and windows to look out on to streets and parking areas; pedestrian-friendly sidewalks and streets; front porches; and adequate nighttime lighting.

POLICY PSNI 1.3 Facilitate the organization of block parties to promote interactions and relationship building between neighborhoods, which may help lead to collaborative clean-up or improvement projects.

POLICY PSNI 1.4 Organize and set up “Better Block Rapid Revitalization Demonstration” projects within specific neighborhoods (including designated destination nodes) to temporarily create attractive and active destination nodes based on multi-modal and pedestrian-friendly techniques and events, promote relationships between community business owners and residents, and provide a vision for future redevelopment of an area.

POLICY PSNI 1.5 Measurable Strategies. Priority shall be given to the following public safety and neighborhood improvement projects in the following order within the Central Business area boundaries:

- 1)** Create a committee to address the issues and needs of the homeless in the City; plan and work towards the placement of all the homeless, unemployment services, and additional social needs and services in one building, in one area.
- 2)** Inventory established residential neighborhoods (priority given to Hillcrest and Washington-Coles neighborhoods) with higher crime rates to determine whether adequate lighting and environmental design techniques are put into place to achieve a higher degree of safety, and establish a Neighborhood Watch program within the Hillcrest neighborhood.
- 3)** Organize a “Safe Routes (Ways) to School program”, organized and piloted at one school within the Central Business Development Plan boundary each year.
- 4)** Plan a Better Block Revitalization Demonstration Project event for the following areas:
 - a)** Leopard Street
 - b)** Upper Broadway and Retama Park area
 - c)** Hillcrest Neighborhood
 - d)** Chaparral Street

(PI) PLAN IMPLEMENTATION

OBJECTIVE PI 1 It cannot be presumed that the Central Business Development Plan shall be implemented by city resources alone; the city’s goal is leveraging and supporting private and public sector resources to accomplish the desired results through the use of city funds, grants, loans, tax increment financing, and other financing and development incentives and techniques. Plan implementation should also be seen as an investment strategy, and not just for spending public funds.

POLICY PI 1.1 The Central Business Development Plan shall be implemented through various City Departments, including the Comprehensive Planning, Project Management, Platting and Zoning, and Building Departments, through daily site plan review and utilizing the Central Business Development Plan Future Land Use, Multi-Modal Transportation, and Urban Design Maps as a guide in making land use decisions and determinations within the Central Business Development Plan boundaries.

POLICY PI 1.2 The Central Business Development Plan Planning Committee shall continue to work together with the City and community action groups to plan the uptown and downtown areas as a “cohesive whole”, and promote the Objectives, Policies, and Measurable Strategies of the Future Land Use Map and accessory maps included under the Central Business Development Plan. The Central Business Development Plan Planning Committee members shall meet on a predetermined regular basis to plan for and promote the implementation of the Objectives, Policies, and Measurable Strategies of this plan.

CENTRAL BUSINESS DEVELOPMENT PLAN ELEMENTS, OBJECTIVES, POLICIES, AND STRATEGIC MEASURES

EXHIBIT C

APPLICATION

The Goal, Objectives, Policies, and Measurable Strategies of this plan are adopted by the South Central Area Development Plan and previous City plans for this area except for the Reinvestment Zone No. 1 Project Plan which shall remain in force until State law provides for the termination of Reinvestment Zones. In addition, this plan is an update to the original South Central Area Development Plan adopted May 21, 2001, and later updated in February 20, 2002 and February 17, 2004.

PURPOSE

The purpose of the Central Business Development Plan (CBDP) is to facilitate the development and redevelopment of the Central Business Area by providing policies and measurable development standards strategies for the Central Business Area, and the Central Business Future Land Use, Multi-Modal Transportation, and Urban Design Maps. The City Departments shall focus on those policies and standards throughout the planning, development review, building, and Planning Commission and City Council approval processes to ensure a balance of mixed residential, commercial, civic, tourist, cultural, educational, and recreational uses. Measurable Strategies provided should be reasonable enough to be accomplished within a period of 5 years from the date of adoption.

GOAL

Promote the Central Business Area as a thriving 24-hour, aesthetically pleasing mixed-use and pedestrian-oriented environment in which to live, work, play, conduct business, and promote the area as an active tourist destination.

OBJECTIVES, POLICIES, AND MEASURABLE STRATEGIES

(U) LAND USE

OBJECTIVE LU 1.1 Plan land use appropriately for current and future populations and support future development by making a variety of land use available, while ensuring compatibility between existing and future land uses, existing and planned infrastructure, and existing natural resources.

POLICY LU 1.1 The City Council hereby adopts the "Central Business Future Land Use Plan" map and the accompanying text as a guide for future land use decisions and development within the Central Business Area boundaries. The City Council shall review and update the Central Business Future Land Use Plan as needed, and any development should be consistent with the Central Business Area future land use designations.

POLICY LU 1.2 Mixed-use districts are being actively encouraged, and locations for new mixed-use centers are being identified, providing low-work-hour opportunities that minimize travel needs. The properties located along Shoreline Boulevard have been identified as areas that shall be considered for tourist-related and residential mixed uses, with limited office or non-tourist related business uses.

POLICY LU 1.3 In order to ensure that development and redevelopment within the Central Business Area will stimulate a lasting infusion of investment and investment development patterns, the following land use techniques shall be required for all development:

- Create a walkable, pedestrian-oriented and transit-supportive urban environment.
- Conserve land, energy, and natural resources through reduced automobile usage and advanced techniques such as mixed low-rise (storefront) design techniques, and conserve historic land use as around existing public and private infrastructure so as to take advantage of the value of such investment.
- Promote a mix of tourist, retail, entertainment, residential, and civic uses in the Central Business Area and provide an aggregation of commercial uses in centers, avoid the use of any additional new strip-commercial development along right-of-way.

POLICY LU 1.4 With exception to the industrial uses permitted and depicted on the Central Business Future Land Use map, new industrial uses and outside storage uses shall be discouraged within the Plan Boundary, and existing industrial storage or land use changes to another or expanded industrial use shall be discouraged.

POLICY LU 1.5 Measurable Strategies. Priority shall be given to the following land use projects in the following order within the Central Business Area boundaries:

- 1) Promote the construction of a large (minimum 7 story) grocery, entertainment, tourist, office, or residential mixed-use pedestrian center with pedestrian plazas in the area located north of Staples Street and south of Maumet Street, east of the Costerton Expressway.



- 2) Consider and plan for an additional mixed-use grocery neighborhood center on the northeast of I-57 within the Washington-Coles neighborhood. Utilize the Fort Avenue corridor north of I-57 as a neighborhood commercial and recreational establishment corridor to provide more dining opportunities for the Washington-Coles and west coast residential areas and the SEA District tourist areas.

- 3) Establish a community garden program and utilize undeveloped or underdeveloped properties and underutilized City parks to provide food for local residents, low-income areas, or afterschool and food banks. Priority for establishment of community garden programs in the Hillcrest and Washington-Coles neighborhoods.
- 4) Create a Parking Management Plan that includes the locations of potential parking garages within the Central Business Area and promote the construction of multi-level garages versus open lot parking facilities.

(U2) URBAN DESIGN

OBJECTIVE UD 1 Plan and provide for a functional 24-hour Central Business Area with residential and non-residential mixed-use centers, containing areas of different densities, architectural styles, and land uses. Organize context-fit, ADA-accessible, pedestrian-oriented planning techniques to enhance connections between Downtown and Uptown and promote a uniquely attractive atmosphere for small and large-scale tourist attractions and local business.

POLICY UD 1.1 The City Council adopts the "Central Business Urban Design Urban Living Map" as the guide for future Urban Design decisions in the Central Business Area. The Urban Design Map provided under this Plan contains additional planning and implementation measures for the Central Business Area.

POLICY UD 1.2 Provide adequate, safe lighting, landscaping, street furniture, and signage to help visually and functionally integrate public and private development projects. Signs shall be designed to be oriented and scaled for pedestrian traffic. Consideration should be given to increasing the number and size of allowable signs and allowing limited-scale monument-type signs within the required setbacks. Billboards are prohibited under the Urban Designation Special-Use Ordinance.

POLICY UD 1.3 Provide diversity, not homogeneity, with a variety of building types in an attractive urban environment including form, color, materials, building orientations, variation in building height, placement, and siting, and by arranging buildings in a regular pattern that are unbroken by parking lots and loading parking behind all uses for new developments. When parking garages are developed, the first floor of any parking garage must be constructed to ultimately provide mixed commercial/dwelling uses on the first floor level.

POLICY UD 1.4 Pursue the development of a comprehensive "Complete Streets" program and design within the Central Business Area boundaries. Pedestrian corridors should provide a strong, pedestrian-oriented environment for people of all ages and diverse forms of mobility.

POLICY UD 1.5 Shade, through the use of storefront awnings, awnings, eaves, street trees and landscaping shall be designed as a critical component of all roadway projects, particularly on Armatul and Colver (right-of-way) and gateway to and within the Central Business Area, and leading to Memorial Park. Awnings shall be constructed and maintained through public and private methods and incentive programs. Collector streets shall be equipped with benches and pedestrian-friendly lighting for resting and safety.

POLICY UD 1.6 Measurable Strategies. Priority shall be given to the following urban design projects within the Central Business Area boundaries:

- 1) Streetview Zones (in accordance with the Streetview Zone standards) shall be provided for the following streets within the Central Business Development Plan (with priority given to the following streets):

Area	Street Name	Priority	Area	Street Name	Priority
Uptown	Fremont	1	West Side & South Central	Maples	1
	Upton	1		Fort Laramie	2
	Golden	1		Agnes	2
	Upper Broadway	1		Lawley	2
	Lower Broadway	1		Marjory	2
Downtown	Chicago	1	Fort Laramie	1	
	Chaparral Street	1	Tanquebar	1	
	Locking Street	1	Prudomy	1	
	Shoreline Blvd	1	Mar Loan	1	
	Water Street	2	Kateway	1	
	Marjory Street	2	Chicago	1	
	W. 2nd Street	2	Marta	2	
	Lockport Alley	2	Brilliant Ave	2	
	Lamar	2	Marlin Loring King	2	
	Lamar	2			

- 2) Develop the area within a 1/4 mile radius of the Staples and Legend Street-COFTA station as a Transportation-Oriented Development with pedestrian-oriented features.

- 3) Define the physical boundaries of each district through the use of gateway, pole banners, and signs that are compatible with, but distinguish each area from another, locate a new Welcome Center along the I-57 corridor within the Central Business Area, preferably near Shoreline Drive (see map).



(PR) PARKS AND RECREATION

OBJECTIVE PR 1 Seek the means to develop and support a system of urban parks and open space that link neighborhoods within and outside the Central Business Area to growth and employment centers, as well as to other parks, recreation, and community facilities within the City that are accessible to all citizens, regardless of age, ethnicity, gender, age, income, sexual orientation, or physical ability.

POLICY PR 1.1 Support the development and redevelopment of viable and lively city spaces, parks, squares, plazas, and other public gathering places, that to public and accessible by multiple modes of transportation for residents of existing and new neighborhoods. Promote multiple uses and activities for the City's existing parks, and/or future trails, walking paths and recreation areas, schools, beaches, residential areas and barrier islands to the Central Business Area from areas outside the Plan Area.

POLICY PR 1.2 Measurable Strategies. Priority shall be given to the following parks and recreational projects in the following order within the Central Business Area boundaries:

- 1) Update Armatul, Retama, and Lowerland trails by providing pedestrian paths, park furniture, public art, and special events (through the Landmark Commission where required), provide a pedestrian and small connection between Albuca and South Main Parks.
- 2) Support the establishment and all phases of Destination Uptown on the public property located from Furman Avenue to the Arts Center along Shoreline Boulevard.
- 3) Conduct additional Walkability Audits within the Central Business Area boundaries to pinpoint areas needing attention to serve pedestrians, provide connection to basic services and employment, and promote safe modes of transportation.

(TD) TRANSPORTATION DEVELOPMENT

OBJECTIVE TD 1 Utilize transit-oriented development concepts and guidelines in construction to help guide new development and redevelopment.

POLICY TD 1.1 The City Council adopts the "Central Business Multi-Modal Transportation Map" as the guide for future multi-modal transportation decisions in the Central Business Area. The transportation network of this Plan constitutes additional planning and implementation measures for the Central Business Area in addition to those outlined under the City's adopted Urban Transportation Plan.

POLICY TD 1.2 Implement multi-modal land use planning techniques to ensure that new developments and existing neighborhoods maximize the potential of new alternatives, access to a broad range of land uses and encourage neighborhood connections.

POLICY TD 1.3 New development plans shall attempt to provide connection to planned or existing pedestrian and bicycle networks by incorporating such connections into the site plans. Where existing right-of-way are updated, or new right-of-way are constructed, right-of-way designs shall include pedestrian and bicycle connectivity and access.

POLICY TD 1.4 Measurable Strategies. Priority shall be given to the following transportation projects in the following order within the Central Business Area boundaries:

- 1) Coordinate with Regional Transportation Authority to conduct a feasibility study for waterborne taxi and ferry transit and ultimately to initiate a water taxi/hull within the destination beyond Marina Park area.
- 2) Draw up that phases of the Chaparral Street reconstruction are completed, and any waiting missing pavers are replaced.
- 3) Provide and construct new bike lanes with existing bike lanes and provide bike racks at strategic sight seeing and trail-use locations within the Central Business Area.
- 4) Construct new transit lanes and provide priority access within the destination (Memorial Hospital) neighborhoods that provide access to downtown, airport, services, and the bay.

(MC) MARINA DEVELOPMENT

OBJECTIVE MD 1 Enhance capital investment in the city and continue to improve the appearance, safety and utility of the marina and needed investments, regular maintenance and appropriate repair.

POLICY MD 1.1 Provide more public access and transportation connection from the plan area along the bay and marina, including providing bicycles to transfer dock users for transportation along the waterfront and up town and downtown areas.

POLICY MD 1.2 Promote more water-dependent uses, rentals, and floating structures along the marina, McGee Beach, and the waterfront, including fish markets, kayak launches, day cruises, and bay-area wide water tax services.

POLICY MD 1.3 Expand expansion of the number of marina slips and occupying rates of existing slips each 50% occupancy.

POLICY MD 1.4 Measurable Strategies. Priority shall be given to the following marina projects in the following order within the Central Business Area boundaries:

- 1) Prioritize and help fund a new mixed-use Marina Lighthouse Tourist and office space building on the Lower Street Street 1-bay.
- 2) Provide new directional signs and landscaping along Shoreline Drive and the I-Thru, and sight-seeing signs for walking viewing and looking and fish identification signs.
- 3) Provide state-of-the-art commercial docking facilities for sight-seeing boats, the Harbor Ferry, and potential water taxi linking to downtown Armatul, Historic, Water Island, EMAL, NINE, COLE Park, and Express Street North Beach.
- 4) Establish a circular public tram route serving the waterfront from the proposed Destination Bayfront Park and the SEA District amenities.

(CI) CAPITAL IMPROVEMENTS

OBJECTIVE CI 1 The City shall provide and maintain, in a timely and efficient manner, adequate public facilities for both existing and future populations, consistent with available financial resources, and plan for the purpose of maintaining or improving future levels of service, in accordance with the adopted Capital Improvement Program.

POLICY CI 1.1 The City shall continue to pursue development options not listed within the CI through the use of Federal, State, and public and private grants and donations.

POLICY CI 1.2 The Capital Improvements Plan shall include improvements that are typically large scale and high in cost, and to the greatest extent possible, net revenue in nature. For purposes of the Development Plan, consideration of proposed capital improvement projects with a life expectancy of five years or less shall be given priority.

POLICY CI 1.3 Measurable Strategies. Priority shall be given to the following capital improvement projects in the following order within the Central Business Area boundaries:

- 1) Develop a "road diet" on Lower Legend and Upper Shoreline Corridors from 4 lanes to 3 lanes (including a non-turn lane or center turn/lane) that provides a driveway lane with sidewalk, street furniture, tree planting, bike lanes, and openings for businesses. Provide sidewalks down the bank of the bluff for pedestrian passage and safety, and consider redesign of the bluff stairs leading to Retama Park through adjacent retaining steps to provide for a visually-appealing gateway leading to a pedestrian plaza joining the adjacent Retama Park.
- 2) Resolve the increased traffic levels and traffic flow problems in the SEA District during multiple events; resolve the lack of connection between Shoreline Boulevard and Chaparral Street by providing a transit, pedestrian, and bicycle route connecting Shoreline Boulevard to Chaparral Street; plan for the addition of parking garages and a potential transit station in the SEA District.

(PNS) PUBLIC SAFETY AND NEIGHBORHOOD IMPROVEMENT

OBJECTIVE PMS 1 Improve the safety and livability of neighborhoods through the use of community policing and provide support to residents to help rebuild/rehabilitate initiatives to subdivide and maintain streets, parks, and thriving neighborhoods.

POLICY PMS 1.1 Expand local law enforcement agency partnerships and collaborate with community groups to increase awareness and solutions to safety issues and reduce neighborhood crime through program to foster safer neighborhoods.

POLICY PMS 1.2 Increase natural surveillance and "eyes on the street" using "Crime Prevention Through Environmental Design (CPTED)" strategies such as building door/windows and windows to look out to streets and parking areas; pedestrian-friendly sidewalks and streets; front porches; and adequate nighttime lighting.

POLICY PMS 1.3 Facilitate the expansion of block parties to promote interactions and relationship building between neighborhoods, which may help lead to collaborative clean-up or improvement projects.

POLICY PMS 1.4 Organize and set up "Block Block Repair/Revitalization Demonstration" projects within specific neighborhoods (including designated roadway) to temporarily create attractive and active destinations based on multi-modal and pedestrian-friendly interventions and events; promote relationships between community business owners and residents, and provide a venue for future redevelopment of an area.

POLICY PMS 1.5 Measurable Strategies. Priority shall be given to the following public safety and neighborhood improvement projects in the following order within the Central Business Area boundaries:

- 1) Create a committee to address the issues and needs of the households in the City plan and work towards the placement of all the houses, unemployment services, and additional social needs and services in one building in one area.
- 2) Inventory established residential neighborhoods (priorities given to Hillcrest and Washington-Coles neighborhoods) with higher crime rates to determine whether adequate lighting and environmental design techniques are in place to address a higher degree of safety, and establish a neighborhood Watch program within the Hillcrest neighborhoods.
- 3) Organize a "Safe Routes (Walk) to School program" organized and piloted at one school within the Central Business Development Plan boundary each year.

- 4) Plan a better block revitalization demonstration project event for the following areas:
 - a) Leapard Street
 - b) Upper Broadway and Retama Park area
 - c) Hillcrest Neighborhood
 - d) Chaparral Street

(PI) PLAN IMPLEMENTATION

OBJECTIVE PI 1 It cannot be presumed that the Central Business Development Plan shall be implemented by City resources alone; the City's goal in leveraging and supporting private and public sector resources to accomplish the desired results through the use of city funds, grants, loans, tax increment financing, and other financing and development incentives and techniques. Plan implementation should also be used as an investment strategy and not just for spending public funds.

POLICY PI 1.1 The Central Business Development Plan shall be implemented through various City Departments, including the Comprehensive Planning, Project Management, Planning and Zoning, and Building Departments, through daily use plan review and utilizing the Central Business Development Plan Future Land Use, Multi-Modal Transportation, and Urban Design Maps as a guide in making land use decisions and determinations within the Central Business Development Plan boundaries.

POLICY PI 1.2 The Central Business Development Plan Planning Committee shall continue to work together with the City and community action groups to plan the upland and downtown areas as a "robust" whole, and promote the Objectives, Policies, and Measurable Strategies of the Future Land Use Map and accessory maps included under the Central Business Development Plan. The Central Business Development Plan Planning Committee members shall meet on a predetermined regular basis to plan and promote the implementation of the Objectives, Policies, and Measurable Strategies of this plan.

