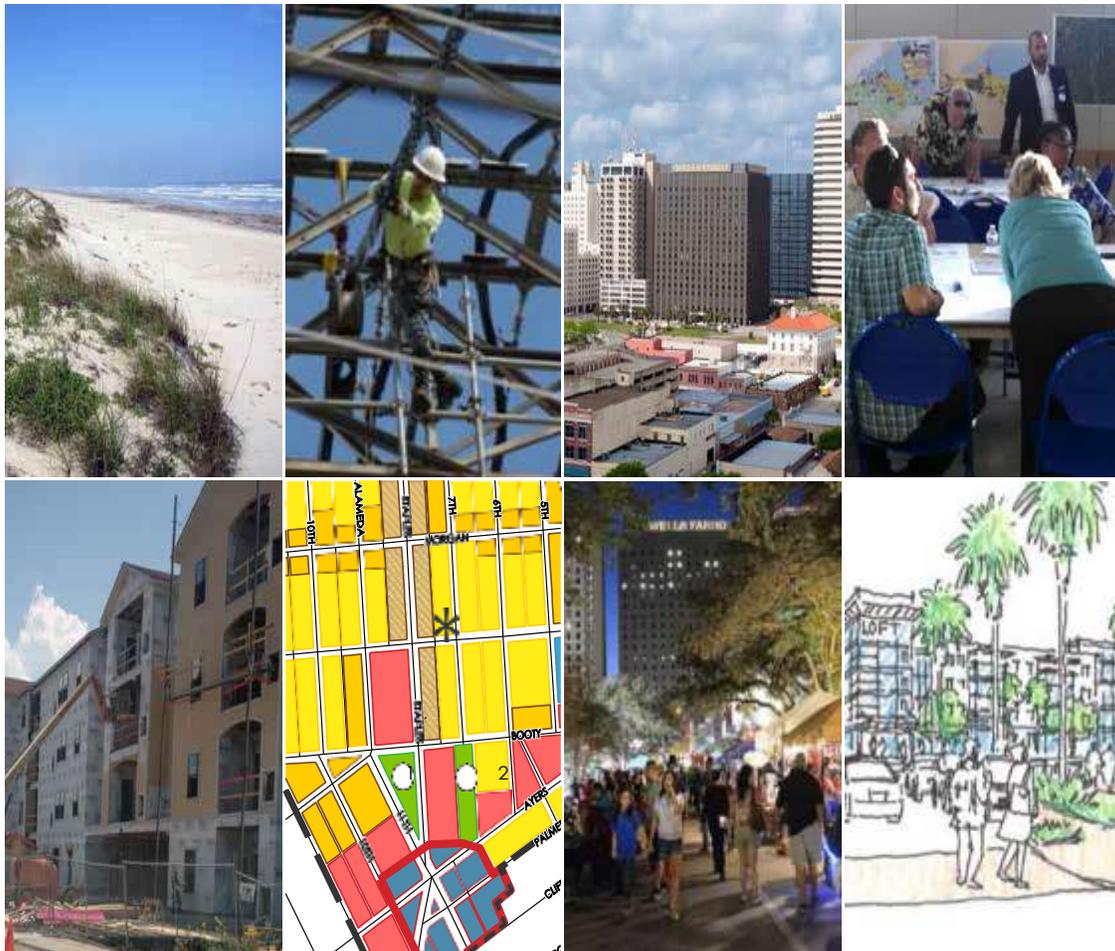


Plan CC

Comprehensive Plan 2036



Acknowledgements

- Corpus Christi City Council, 2014-2015
- Plan CC Citizens Advisory Committee
- Mayor Nelda Martinez
- City Manager Ron Olson
- City staff members

THANK YOU to the residents, neighborhood and business leaders, community advocates, and stakeholders who participated in creating this Comprehensive Plan by attending public meetings and engaging with one another, by sharing your experience and knowledge of Corpus Christi in interviews and meetings with the planning team, and by expressing your commitment to Corpus Christi's future. Everyone can be part of putting this plan into action!

PLANCC TEAM

- > Goody Clancy, *prime consultant*
- > Stantec Urban Group, *technical lead*
- > Peter Kwass Consulting, *economic development*
- > W-ZHA, *commercial market analysis*
- > Zimmerman/Volk Associates, *housing market potential*
- > TischlerBise, *cost-of-services analysis*
- > Kailo Communications Studio, *public outreach*



ORDINANCE WILL APPEAR HERE AND ON THE NEXT PAGE.
PAGES WILL BE ADDED AND LAYOUT ADJUSTED AS NEEDED.

**Corpus Christi City Charter, Article V. Planning
Sec. 5. Legal Effect of Comprehensive Plan.**

“All city improvements, ordinances and regulations, shall be consistent with the comprehensive plan. In the case of a proposed deviation to the adopted plan, or any element or portion thereof, the planning commission shall communicate its recommendations to the council which may approve or disapprove such deviation.”

Notwithstanding the foregoing, the Planning Commission intends Element 1 of this document to be severable from the Comprehensive Plan and shall not be subject to adoption by ordinance with the effect that the Article V, Sec. 5, does not apply to Element 1 herein.

Contents

[To Come]



ELEMENT

1

A Vision and Guiding Principles for Corpus Christi's Future

Plan CC is a new kind of comprehensive plan for Corpus Christi. It has a 20-year time horizon and includes a vision for the future and goals and policies for an integrated series of elements that affect decision making about the physical development of the city. The plan provides direction for the city as a whole and will be followed by area development plans that provide more detailed direction for specific parts of the city while reflecting the overall vision and goals of the citywide plan.

This comprehensive plan for the next 20 years is not a **prediction** of what will happen by 2036, nor is it a 20-year **projection** into the future. It is a **plan**. It is designed to guide the city to take advantage of opportunities, invest in the future, and make choices that result in higher quality of life and a more diversified economy.

Corpus Christi stands poised for a once-in-a-generation opportunity for transformative growth. The city has long experience with the booms and busts characteristic of the energy economy. Since 2011, the city has enjoyed the benefits of the Eagle Ford Shale boom, but this time Corpus Christians want to use the boom to establish long-term, sustainable economic growth and enhance quality of life for everyone.

Developing a vision statement is an essential early step in creating a comprehensive plan. Vision statements and accompanying principles focus attention on a community's values, sense of identity, and aspirations. The **vision** statement tells a story and paints a picture of an ideal future in 2036. The **principles** are based on precepts that are important for guiding the comprehensive plan itself and its implementation. In public meetings around the city, interviews, and website commentary, citizens articulated their desires and hopes for an ideal future. The experience of creating the Plan CC vision and principles showed that citizens from different parts of the city and from all walks of life share many values and hopes about the kind of future they want for Corpus Christi.

It is our hope for the future that this shall happen. We have set forth these hopes without constraint of real world boundaries like money, time, and specific direction, so that our imagination could soar to include what could be without limits. It is important to dream, because without ambitions, aspirations will never materialize.

With this Vision in mind, it is clear to understand that these aspirations will only occur when staff time, budgets, and specific policies are proposed by Planning Commission or through specific authority and explicitly presented within City departmental business plans. Each of these requiring adoption by City Council, as a budgetary matter or Comprehensive plan matter, as required in the City Charter. As such, nothing contained within Element 1 of this Comprehensive plan shall attain the force of law, shall be official policy of the City, shall be an authorized budgetary activity, or shall be relied upon for decisions or rulings. Element 1 stands apart from the Comprehensive Plan for purposes of adoption of the Comprehensive Plan by ordinance.

In 2036... Corpus Christi is a thriving community with a strong, diversified economy, a high quality of life for individuals and families throughout the city, and a well-protected environment of natural beauty. Our unique combination of Gulf Coast bay and beach attractions, vibrant cultural life, economic opportunity, and a variety of housing choices supports long-established families and makes Corpus Christi a magnet for young professionals, entrepreneurs, retirees and visitors to the most distinctive destination on the Texas Gulf Coast.

Our broadly diversified economy provides opportunity for all.

While the port, the oil and gas industry, the military bases, and tourism continue as important mainstays of our economy, new sectors are thriving through entrepreneurial start-ups, technology spin-offs from university research, and expanded ecotourism. Our skilled workforce results from a commitment to a strong culture of educational achievement, from pre-school to grad school. Graduates of TAMU-CC and Del Mar College find jobs in Corpus Christi that allow them to stay, grow, and enjoy urban amenities in a Gulf Coast lifestyle.

> ***Modernized city services and systems support growth and vitality in all parts of the city.*** City services, infrastructure, and utility systems — including streets, drinking water supply, wastewater, and stormwater management — have been modernized over the last 20 years to ensure that the city can support and maintain urban and industrial growth, employing best practices in a cost-efficient manner.

> ***High-quality, safe, connected, and diverse neighborhoods provide a variety of living choices.***

Corpus Christi’s growth has revitalized older parts of the city; created new live-work-play neighborhoods and downtown; resulted in compact, mixed-use centers in key commercial districts; and promoted a connected sense of place and neighborhood in new housing development. Mixed-income neighborhoods provide housing affordable at every income level for diverse households, young and old — singles, couples, families with children, empty nesters, and retirees. People can get around the city by multiple modes of transportation — connected networks of good streets and sidewalks, safe bicycle routes, and excellent public transportation.

> ***Stewardship of our natural heritage and green-space networks strengthens our unique character and supports resilience.***

As the major South Texas city on the Gulf of Mexico, our city offers a distinctive combination of an important port, city and island beach attractions and entertainment, greenways and parks, boating and fishing opportunities, and nature experiences. Good stewardship of natural assets reduces our vulnerability to coastal hazards and enhances our resilience. We work to understand and preserve our natural heritage because it is at the foundation of our way of life and our economy.

Corpus Christi in 2036 is a unique place to live, work, study and play — prosperous and full of opportunity, well-run and welcoming, livable and affordable, a lively urban center and a waterside playground — one of the most enterprising and forward-looking cities in Texas.

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Be strategic. Strategically integrate public physical, economic, and social investments to leverage private investment and grants in order to create critical mass that supports enhanced choices in housing, transportation, retail and services. This critical mass will then stimulate self-sustaining activities.

Be cost-effective. Establish cost-effective best practices and systems to support ongoing city services and infrastructure.



Act transparently. Promote civic engagement and keep everyone with a stake in the city's future informed about community conditions, options, and opportunities to participate in decision making.

Be accountable. Establish action plans with time lines and responsible parties, as well as systems for regular public review of the implementation of the comprehensive plan.



Pursue goals through partnerships. City government alone cannot implement the comprehensive plan. Collaborative partnerships with regional groups, agencies, businesses, institutions, nonprofits, and citizens are critical to effective implementation.



Be business-friendly. Establish a climate that attracts new industries and supports business growth and entrepreneurship as well as streamlined regulations that also protect environmental resources and quality of life.



Pursue high-quality development. Make public investments a model of excellent design and function and establish high quality design standards for private development. Consistent application of clear standards will make the city more attractive for people who live here now and attract new residents.



Promote good health. Create policies and physical conditions that promote healthy lifestyles in Corpus Christi through easy access to physical activity, healthy food, and health care.



Prepare students for good jobs by keeping the focus on educational achievement. 21st-century jobs increasingly require a post-secondary education, like associate's or bachelor's degrees or a technical credential. A skilled and well-educated workforce will attract new investment.



Support diversity. Establish policies and strategies that support physical, social and economic diversity in individuals, households, business, and living conditions. These will strengthen the city's ability to attract and retain people throughout the life cycle and across the income range and to create environments that support enterprises of all kinds—from microbusinesses and start-ups to major industries.

Ambitions and Aspirations

Ambitions	Aspirations
<p>1. Corpus Christi Bay, the Nueces River, Oso Bay, Oso Creek, and other water resources meet or exceed federal and state quality standards, provide environmentally healthy aquatic and wetland habitat, and meet EPA water quality standards for their specific designated uses.</p>	<ul style="list-style-type: none"> • Support initiatives to ensure that it is always safe to swim at public beaches on the bay and on Padre and Mustang Islands. • Support initiatives to improve water quality so that shellfish beds are open and can thrive. • Support programs to manage the balance of fresh and salt water in the estuary.
<p>2. Wetland areas are protected or effectively replaced so that there is no net loss of wetlands.</p>	<ul style="list-style-type: none"> • Support initiatives to preserve wetlands in the estuary. • Support creation of a wetlands mitigation bank, if feasible.
<p>3. Important natural areas, such as bird breeding sites, are preserved and protected as usable habitat networks with ecological integrity.</p>	<ul style="list-style-type: none"> • Support initiatives for preservation of bird rookeries and similar critical habitat sites. • Continue to support and protect nature preserves. • Promote ecotourism as a way to encourage and fund preservation of the natural environment and wildlife habitat.
<p>4. The city has a network of green corridors including Oso Creek, drainage ways, medians and street trees, parks, and urban wilds to enhance connections for birds and other wildlife.</p>	<ul style="list-style-type: none"> • Give priority to natural, green drainage systems for storm water management. • Give priority to strengthening the green character of existing open spaces. • Secure protection of the Oso Creek corridor through implementation of a linear park along Oso Creek. • Coordinate storm water management with trails and green network projects.
<p>5. Natural barrier-beach environments are protected.</p>	<ul style="list-style-type: none"> • Support continued enforcement of regulations that protect barrier beaches and dunes.
<p>6. Native and other trees adapted to the environment provide shade along major streets and in parks and other public spaces.</p>	<ul style="list-style-type: none"> • Promote tree preservation and tree planting on public and private property. • Support creation of “adopt a tree” programs. • Give priority to diverse native tree planting along major corridors and other public spaces, with sufficient short-term irrigation to establish trees for long-term, drought-tolerant survival. • Support a full urban forestry program with appropriate staff within the Parks and Recreation Department.

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<p>7. Corpus Christi has a network of attractive, safe, and well-maintained parks that provide shade and other amenities, are well-used by the public, and meet the diverse needs of the population.</p>	<ul style="list-style-type: none"> • Support cost-effective redesign to ensure that parks are safe and provide sufficient shade
<p>8. Parks, beaches, recreational areas, and other green public spaces are of high quality and are well- maintained.</p>	<ul style="list-style-type: none"> • Continue to seek partnerships and sponsorships to support park enhancements and maintenance. • Incorporate sustainable maintenance practices.
<p>9. Corpus Christi offers residents an array of opportunities for water-based recreation.</p>	<ul style="list-style-type: none"> • Develop a plan for facilities and programs so that every resident has the opportunity to learn how to swim. • Seek partnership options to create community boating programs and education.
<p>10. Government operations and buildings are models of resource-efficiency and renewable sources</p>	<ul style="list-style-type: none"> • Support a greenhouse-gas audit and use of renewable energy sources. • Expand the use of renewable energy sources for City operations.
<p>11. Renewable sources of energy, including solar and wind, and other energy-conservation strategies, are available to city households and businesses.</p>	<ul style="list-style-type: none"> • Make renewable- and clean-energy options available to homes and businesses. • Ensure residents and businesses are aware of the energy options available to them.
<p>12. Green building techniques are used in new development and retrofits.</p>	<ul style="list-style-type: none"> • Promote green building through awards and nonfinancial incentives. • Support the Coastal Bend Green Built program or any equivalent program as the green building standard for residential development and promote LEED (Leadership in Energy and Environmental Design) standards or the equivalent for non-residential building. • Support building and site designs that take advantage of renewable resources, such as prevailing winds, sunlight, shade trees, etc. to reduce energy consumption
<p>13. Reinvestment in existing communities conserves resources and sensitive environments.</p>	<ul style="list-style-type: none"> • Support clean-up and adaptive reuse of brownfields. • Encourage the preservation and adaptive reuse of existing structures to reduce construction waste and conserve energy and materials. • Encourage urban farming and community gardens to promote access to local food.
<p>14. Corpus Christi has a comprehensive housing policy to guide advise the City on development of quality neighborhoods.</p>	<ul style="list-style-type: none"> • Support a community-based system to develop and implement a citywide housing policy that includes stakeholders from government, the nonprofit sector, and the private sector.

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<p>15. All housing is in good condition and code compliant.</p>	<ul style="list-style-type: none"> • Support effective, efficient, and sensitive code enforcement that focuses on compliance.
<p>16. New and redeveloped housing is resource-efficient.</p>	<ul style="list-style-type: none"> • Ensure that City-assisted housing, whether new or rehabilitated is resource efficient. • Promote resource-efficiency in all new housing through non-financial incentives, such as permit streamlining.
<p>17. Neighborhoods are enhanced by investments in “urban villages” to improve quality of life.</p>	<ul style="list-style-type: none"> • Focus public investments—physical, environmental, functional, and social—to support walkable neighborhood commercial and mixed-use districts, including compact centers along major roads. • Support programs and regulations that help create livable communities for the aging population.
<p>18. The design of new developments promotes a broader sense of neighborhood and community rather than creating isolated subdivisions or apartment complexes developments with a lack of interconnection.</p>	<ul style="list-style-type: none"> • Support regulations and guidelines that promote interconnected development. • Ensure that safe pedestrian and bicycle routes are available in new and redeveloped areas. • Encourage unobtrusive parking solutions
<p>19. Corpus Christi has a diversified economy of well-paying jobs that builds on existing industry strengths and technological innovation.</p>	<ul style="list-style-type: none"> • Leverage the technological strengths of companies in the oil and gas cluster by supporting new product development and expansion into new markets. • Promote expansion of public and private research activity in the region that offers the potential for the development of new products and the emergence of new industries.
<p>20. Corpus Christi is able to attract and retain firms because of its competitive assets and supportive business environment.</p>	<ul style="list-style-type: none"> • Provide financial incentives judiciously for business investments that offer the potential for strong catalytic impacts, and structure incentives to provide the maximum public benefits. • Increase the availability of technical and financial resources essential to entrepreneurship.
<p>21. Corpus Christi has a robust “entrepreneurial ecosystem” that supports a thriving small business community.</p>	<ul style="list-style-type: none"> • Invest in the resources and capacity that support new venture startup and growth. • Develop partnerships with local colleges/universities, industry, and business organizations to promote and use existing and new entrepreneurial programs.
<p>22. Corpus Christi is a community of choice for talented entrepreneurs and professionals.</p>	<ul style="list-style-type: none"> • Strengthen community institutions and amenities that provide a high quality of life. • Provide positive incentives for highly skilled individuals who have other locational

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	<p>choices to settle in Corpus Christi to pursue their careers.</p>
<p>23. Unemployed and underemployed workers have access to training and support services that enable them to improve their employment status and qualify for jobs offered by local employers.</p>	<ul style="list-style-type: none"> • Support an easily accessible and seamless service delivery system for jobseekers. • Promote provision of essential support services, such as childcare, transportation, and substance abuse counseling, that enable workers to seek and maintain employment. • Promote a balance between responding to immediate labor force needs and planning for longer-term changes in the labor market.
<p>24. Every student completes his or her education, whether high school or college, with the skills needed to enter a well-paying career.</p>	<ul style="list-style-type: none"> • Promote partnerships and encourage integrated early childhood services—incorporating cognitive, intellectual and emotional development, health, and family social services—to ensure that children entering school are ready to learn. • Promote provision of a range of age-appropriate career exploration and experience opportunities for children, beginning at the elementary level.
<p>25. Corpus Christi has an efficient and safe transportation network, including bicycles, pedestrians, public transportation, aviation, shipping, trucks and automobiles, that is integrated with land uses and promotes transportation choice, healthy lifestyles, and sustainable development patterns.</p>	<ul style="list-style-type: none"> • Support compliance with transportation design standards. • Support and coordinate with the Corpus Christi Metropolitan Planning Organization’s projects, plans and initiatives. • Support adequate and balanced funding sources for long-term operation and maintenance of the street network
<p>26. Improve the design and function of neighborhood collector and local streets.</p>	<ul style="list-style-type: none"> • Promote lower vehicular speeds and bicycle/ pedestrian use on neighborhood streets
<p>27. Corpus Christi has a convenient and efficient public transportation system.</p>	<ul style="list-style-type: none"> • Support continued implementation of the Corpus Christi Regional Transportation Authority Long- Range Strategic Plan to prioritize funding to increase ridership and reduce single-occupancy vehicle use. • Support transit-oriented development (TODs) near public transportation stations.
<p>28. Corpus Christi International Airport is the aviation gateway to the Coastal Bend and supports economic development.</p>	<ul style="list-style-type: none"> • Support enhancements to airline service.
<p>29. Corpus Christi has a storm water and drainage system that is environmentally and economically sustainable</p>	<ul style="list-style-type: none"> • Promote natural drainage approaches (“green infrastructure”) and other alternative non- structural and structural best practices for managing and treating storm water.

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	<ul style="list-style-type: none"> Promote reduction of pollutants and litter in the Bay by reducing stormwater discharges. Promote economic development by reducing potential losses due to flooding and water-quality degradation. Review the creation of a more equitable billing system for storm water services.
30. Corpus Christi has a storm water and drainage system that is environmentally and economically sustainable.	<ul style="list-style-type: none"> Promote natural drainage approaches (“green infrastructure”) and other alternative non- structural and structural best practices for managing and treating storm water. Promote reduction of pollutants and litter in the Bay by reducing stormwater discharges. Promote economic development by reducing potential losses due to flooding and water-quality degradation. Review the creation of a more equitable billing system for storm water services.
31. All residences and businesses have a dependable, environmentally safe means to dispose of solid waste.	<ul style="list-style-type: none"> Continue to maximize landfill capacity by supporting recycling that meets or exceeds state and regional goals.
32. Buildings, facilities and open spaces, both public and private, comply with all laws and regulations regarding accessibility as required.	<ul style="list-style-type: none"> Support programs to meet all outstanding ADA deficiencies in public facilities. Make ADA accessibility information available to the public.
33. Corpus Christi has state-of-the-art broadband and telecommunications services.	<ul style="list-style-type: none"> Seek provision of high-speed Internet and telecommunications access to all residents and businesses.
34. The city’s electric grid is protected and resilient.	<ul style="list-style-type: none"> Work with electric service providers to upgrade the grid and put it underground.
35. Corpus Christi development patterns support efficient and cost-effective use of resources and high quality of life.	<ul style="list-style-type: none"> Support creation of a City redevelopment authority or similar agency
36. Downtown and mixed-use urban and neighborhood villages provide walkable environments and new housing options.	<ul style="list-style-type: none"> Support planning to create urban and neighborhood villages
37. Public and private developments demonstrate high standards of design.	<ul style="list-style-type: none"> Adopt design standards and guidelines that result in high-quality built environments.



ELEMENT

2

Green and Blue: Natural Systems, Parks & Recreation

Natural Systems, Parks & Recreation focuses on the protection and enhancement of natural areas and parks with goals to enhance water quality, preserve natural areas, expand networks of green corridors, improve green infrastructure and expand public access to diverse, high-quality recreation opportunities.

Plan CC's Vision for Natural Systems, Parks and Recreation

Stewardship of our natural heritage and greenspace networks strengthens our unique character and supports resilience. As the major South Texas city on the Gulf of Mexico, our city offers a distinctive combination of an important port, city and island beach attractions and entertainment, greenways and parks, boating and fishing opportunities, and nature experiences. Good stewardship of natural assets reduces our vulnerability to coastal environmental hazards and enhances our resilience. We work to understand and preserve our natural heritage because it is at the foundation of our way of life and our economy.



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OBJECTIVES

1. Maintain a harmonious relationship between people and the environment.
2. Maintain a safe and healthy living environment.
3. Preserve or mitigate damage to environmentally sensitive areas according to federal, state, and local regulations.
4. Preserve, where practical, historically significant areas.
5. Coordinate man-made improvements with the natural environment.
6. Conserve water and energy.
7. Recycle water, mineral, and energy resources when feasible.

BACKGROUND

The term environment is a complex concept that cannot be defined in simple terms. Yet, we do not need to know all of its ramifications to understand its basic meaning. It is knowledge of our immediate surroundings such as the land upon which we build our homes, the source of our potable water, the beauty of Corpus Christi and Nueces Bays and the Gulf of Mexico, the quality of air we breathe, and the visual quality of our physical environment,

In Corpus Christi, the community consumes large quantities of water and energy and, in turn, generates solid waste, wastewater, and air pollution. Cars, buses, and trucks generate noise and particulates that pollute the atmosphere. If the community is to combat these hazards and improve the quality of life for all citizens, policies must be implemented that will maintain a clean healthy environment.

POLICIES – GENERAL

One of the most important goals of this document is to protect the natural amenities of the Corpus Christi area. The natural amenities of the area like the bay front, the fishing areas, the natural flora and fauna, and the topography of the area all play an important role in making Corpus Christi a desirable place to live. These amenities provide a direct and inherent economic advantage over other communities. For these reasons, it is critical that these natural amenities be protected from pollution and are preserved for the future.

The following policies address air, water and noise pollution. Control of pollution in these areas must continue to be of utmost concern if the natural environment of the community is to be maintained,

- a. ~~MAN-MADE DRAINAGE SYSTEMS UPSTREAM FROM THE FRESH WATER INTAKE STATION ON THE NUECES RIVER SHOULD BE DESIGNED TO REDUCE RUNOFF CONTAMINATION INTO THE CITY'S DRINKING WATER. The City provides its citizens with potable water from the Nueces River. It is therefore imperative that the Nueces River stays free of toxic materials so that its water quality remains high.~~

MAN MADE DRAINAGE SYSTEMS SHOULD BE DESIGNED TO MITTIGATE RUNOFF CONTAMINATION INTO THE CITY'S DRINKING WATER AND NATURAL WATER BODIES.

In order to accomplish this task, standards should be developed which define and

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quantify the potential problem. Solutions should be developed to specifically address the problem areas that are discovered. The solutions should be implemented through the master drainage plan.

- b. THE MAN-MADE DRAINAGE SYSTEMS ON THE BARRIER ISLANDS SHOULD UTILIZE THE NATURAL DRAINAGE PATTERNS OF THE ISLANDS SO THAT THE SYSTEMS WILL NOT INTERFERE WITH THE PROCESSES OF DUNE FORMATION OR PLANT SUCCESSION.

Because Mustang and Padre Islands are fragile ecological systems, they must be protected via conservation measures. This is important in order to maintain the estuarial balance that exists between the Bays and the Gulf and to provide the mainland with its first line of defense against hurricanes. Also, since these ecological systems are dynamic and sensitive to erosion, careful management of stormwater runoff should be required.

Man-made drainage systems should be built so that they do not interfere with the natural drainage of the islands or destroy the ecological processes that lead to dune formation or plant succession. The latter process, plant succession, leads to a natural vegetative cover that creates and protects dunes from erosion.

- c. MINIMIZE THE ODOR AT ALL WASTEWATER TREATMENT FACILITIES AND THE IMPACT OF OUR WASTEWATER EFFLUENT ON OUR CITY'S WATER QUALITY.

Municipal wastewater treatment facilities should incorporate appropriate treatment methods that will minimize the impact of odor on the rest of the community and effluent on area water resources.

- d. NEW WASTEWATER TREATMENT AND SOLID WASTE DISPOSAL FACILITIES SHOULD BE LOCATED SO THAT THEY ARE COMPATIBLE WITH ADJACENT LAND USES OR ENVIRONMENTALLY-SENSITIVE AREAS.

Wastewater treatment and solid waste disposal plants are major land use activities that can have negative impacts on adjacent land uses. To reduce land use conflicts, treatment facilities should be located with consideration given to adjacent land uses.

In addition, consideration should be given to locating these facilities so that they will not negatively impact the natural environment. ~~For instance, wastewater plants can sometimes be located so that their discharges will actually benefit the environment. As an example, properly located wastewater plants can help maintain salinity and nutrients for optimal shellfish and sport fish habitats.~~

- e. THE MASTER DRAINAGE PLAN SHOULD CONSIDER THE ULTIMATE DEVELOPMENT OF THE AREA.

The master drainage plan should identify and quantify specific long-term outfall problems within the city and the extra-territorial jurisdiction. Once the problems are clearly identified, alternative means of solving the specific problems should be evaluated for costs, practicality, and environmental sensitivity.

- f. WHEN ECONOMICALLY FEASIBLE, WATER RESOURCES, MINERALS, AND ENERGY

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AVAILABLE AS BY-PRODUCTS OF WASTEWATER TREATMENT AND SOLID WASTE DISPOSAL SHOULD BE REUSED.

In the wastewater treatment and the solid waste disposal processes, natural resources and energy by-products are available for recovery and reuse. These resources, if captured, could be sold to defray the operating costs of the treatment plants and reduce the demand for more natural resources.

g. ALTERNATIVE METHODS OF RECYCLING WASTEWATER SHOULD BE CONSIDERED.

Alternative methods of recycling wastewater should be considered in order to prevent capacity problems at existing wastewater facilities. Gray water recycling systems, water saving devices, and other techniques may be useful to meet the ever increasing demand placed on treatment plants. However, such systems must not pollute the environment or reduce the effectiveness of the City's existing wastewater system.

h. QUALITY COLLECTION AND DISPOSAL FACILITIES SHOULD BE PROVIDED TO SATISFY THE NEEDS OF A GROWING POPULATION.

As the population of Corpus Christi grows, the need for the disposal of wastewater and solid waste facilities will increase proportionately. Since the location and land acquisition process for these sites may take several years, the City should carefully plan for these sites far in advance of need.

i. TOXIC-WASTE DISPOSABLE FACILITIES IN THE CITY AND THE REGION SHOULD BE OPERATED IN AN ENVIRONMENTALLY-SENSITIVE MANNER.

Toxic materials and their wastes are now a common occurrence in many communities. Therefore, the City should develop methods that will safely and efficiently minimize wastes to protect the environment.

j. TO REDUCE AIR POLLUTION, THE CITY SHOULD ENCOURAGE ALTERNATIVE MODES OF TRAVEL.

The level of pollutants could be reduced by lowering vehicular travel and encouraging more energy efficient alternatives. This task can be accomplished, in part, by expanding and improving the bikeway system, improving public transportation, and encouraging pedestrian access.

k. ADOPT POLICIES TO REDUCE AIRBORNE DUST.

The City should periodically review its street cleaning and paving policies to insure that all city streets are as clean as possible.

l. ENCOURAGE INDUSTRIAL AREAS TO ELIMINATE INDUSTRIAL ODORS.

Noxious odors emanating from industrial areas should be monitored to ensure that all industries abide by local, state, and federal air-quality regulations.

- m. HIGH-VOLUME TRAFFIC SHOULD BE SEPARATED FROM RESIDENTIAL AREAS OR OTHER NOISE-SENSITIVE LAND USES.

Residential areas should be planned so that they are buffered from noisy high volume roads. Special attention should also be given to the locational characteristics between high noise activities such as industrial uses, transportation facilities, and noise-sensitive uses such as parks and hospitals.

- n. NOISE BARRIERS SUCH AS LANDSCAPING, FENCES, AND OPEN SPACE SHOULD BE USED TO PROTECT RESIDENTIAL LAND USES.

Noise abatement techniques should be reviewed and used to protect residential areas, These techniques include the use of noise barriers such as landscaping, berms, and fencing between residen- tial areas and noisy activities such as loading areas, railroads, commercial or industrial areas, airports, arterials, and freeways.

- o. INDUSTRIES THAT GENERATE HIGH LEVELS OF NOISE SHOULD BE LOCATED FAR FROM RESIDENTIAL AREAS.

Noisy industries should be located so that they will not interfere with the peaceful surroundings of residential areas. In addition, industries with similar noise characteristics should be located, if possible, adjacent to each other so that they will be confined to certain areas.

- p. LAND USES ADJACENT TO AIRPORTS SHOULD BE COMPATIBLE WITH THE ACTIVITIES OF ALL AIRPORTS.

Areas adjacent to airports should be zoned so that activities adjacent to these uses will not be adversely affected by noise or accident potential associated with the operation of the airport. Uses that are incompatible with airport operation should be prohib- ited in and around present and future airport facilities in order to ensure the viability of all airports and protect the public health, safety, and welfare.



ELEMENT

3

Resilience and Resource-Efficiency

Resilience and Resource-Efficiency focuses on the issues of resilience and resource efficiency, particularly energy.

Resilience is not only the ability to respond to and recover from hazard events but also the ability to anticipate hazards and reduce overall vulnerability by adapting to changing conditions and promoting multiple lines of defense against hazardous events. The section on resource-efficiency focuses on expanding access to renewable energy sources and promoting efficient resource use through sustainable design.

*Plan CC's Vision for
Resilience and Resource-Efficiency*

Good stewardship of natural assets reduces our vulnerability to coastal environmental hazards and enhances our resilience.



POLICIES - NATURAL HAZARDS

HURRICANES ARE A COMMON OCCURRENCE ALONG THE TEXAS GULF COAST, AND THE CITY OF CORPUS CHRISTI IS OCCASIONALLY AFFECTED BY THEM. THE MOST EMINENT DANGER COMES FROM HIGH WINDS, PRECIPITATION, AND TIDAL SURGE.

High winds have the potential to unroof buildings, shatter windows, uproot trees, and propel light objects, Wind damage occurs when sudden changes in barometric pressure produce wind gusts of magnified intensity, Precipitation that occurs along the path of a hurricane results in extensive fresh-water flooding, the extent of which depends on the nature of each storm. Since large volumes of precipitation are received in relatively short periods, flooding occurs within a short time span, Tidal surge generated by hurricane activity results in extensive salt water flooding along the barrier islands, bays, estuaries, and mainland , A major problem associated with tidal surge is water carried debris. The combined effect of high winds, precipitation, and tidal surge associated with hurricanes can have a devastating effect on the shoreline.

- a. MODERNIZE, STRENGTHEN AS NECESSARY, AND ENFORCE CITY CODES TO MAKE STRUCTURES HURRICANE RESISTANT.

Buildings should be constructed so that they will be hurricane resistant, This can be accomplished by modernizing, strengthening as necessary, and enforcing building codes.

- b. MOBILE HOMES SHOULD BE ATTACHED TO PERMANENT FOUNDATIONS OR TIED DOWN SECURELY TO RESIST HURRICANE-FORCE WIND.

Mobile homes should be tied securely to a foundation in accordance with all federal, state, and local requirements. Building inspectors should inspect all mobile homes to make sure that their owners comply with this regulation.

- c. PERMANENT AND PORTABLE SIGNS SHOULD BE REINFORCED TO RESIST HURRICANE DAMAGE.

Sign regulations should require signage to be securely anchored in order to resist hurricane force winds. Unanchored or poorly anchored signs have the potential to damage property and cause injury during hurricane force winds.

- d. EVACUATE PEOPLE FROM THE ISLANDS AND LOW-LYING COASTAL AREAS IN CASE OF A HURRICANE EMERGENCY.

In times of emergency, the City, in conjunction with other governmental agencies, should be prepared to assist with the evacuation of people from the islands and low-lying coastal areas. This should be done according to an emergency plan. This document, moreover, should be expanded and revised as new growth occurs on the islands and other low-lying areas. **Promote and support a plan for a second access on and off Padre Island.**

- e. STORM-MADE PASSES OR NATURAL PASSES AND STORM SURGE ZONES SHOULD BE CLEARED OF OBSTRUCTIONS OR DREDGED AND LEFT UNDEVELOPED TO ALLOW THE TIDAL SURGE TO RECEDE TO THE SEA.

During a hurricane, the tidal surge along the coastline recedes to the sea through storm-made or natural passes. If these passages are blocked, the velocity of the water currents directed at the leeward side of the islands will increase and cause greater erosion. For these reasons, development should be prohibited where it might block or partially block the

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natural or storm-made passes; and all natural passes should be cleared of obstructions or dredged, if necessary, to lessen the erosional impact of a tidal surge.

f. CORPUS CHRISTI HAS A HOLISTIC COMMUNITY STANDARD OF RESILIENCE THAT ADAPTS TO CHANGING CONDITIONS SUCH AS STORM HAZARDS, HIGH WINDS, AND SEA LEVEL RISE.

Support periodic review of resilience planning and implementation to adapt to changing conditions. Promote public understanding of risk and the responsibilities of individual households, as well as city, state, and federal governments.

g. THE CITY HAS A MULTIPLE LINES-OF-DEFENSE STRATEGY FOR PROTECTION AGAINST FLOODING FROM COASTAL STORM SURGES.

Promote implementation of regulations that protect barrier beaches and dunes. Promote implementation of flood-protection measures throughout the city.

h. IMPROVE GOVERNMENT OPERATIONS AND BUILDINGS TO BECOME RESOURCE EFFICIENT.

Continue organizational and operational improvements to maximize energy and resource-efficiency and reduce waste. Give preference to energy-efficient designs, materials and equipment in public facilities and in infrastructure. However these operational and design improvements must be cost effective, including consideration of upfront cost.



ELEMENT

4

Housing and Neighborhoods

Housing and Neighborhoods focuses on three issues: overall access to a diverse supply of quality housing; investment in the quality of life in established and new neighborhoods; and promoting community identity and sense of place. Housing goals and policies focus on meeting the diverse needs of households at all income levels and all life-cycle stages, reducing chronic homelessness, and ensuring that all housing is ~~code-compliant~~, in good condition, ~~and resource-efficient~~. ~~Goals and policies for neighborhood improvement include support for established neighborhoods, mixed-use urban villages, and more connected neighborhoods.~~

Plan CC's Vision for Housing and Neighborhoods

High-quality, safe, connected and diverse neighborhoods provide a variety of living choices. Corpus Christi's growth has revitalized older parts of the city; created a new live-work-play neighborhood downtown; resulted in compact, mixed-use centers in key commercial districts; and promoted a connected sense of place and neighborhood in new housing development. ~~Mixed income~~ Neighborhoods provide housing affordable across the income scale for diverse households, young and old—singles, couples, families with children, empty nesters, and retirees. People can get around the city by multiple modes of transportation—connected networks of good streets and sidewalks, safe bicycle routes, and excellent public transportation.



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POLICIES – HOUSING

Residential land use policies are closely linked to housing policies. Quality of life is greatly influenced by the quality of housing a person can afford and by the amount of income remaining after housing expenses are paid. Good housing is essential to enhance the quality of life. No amount of public or private amenities will compensate for substandard living units, Because housing is normally a private-sector product, positive incentives should be investigated to do everything possible to encourage the construction of affordable housing for all citizens.

- a. THE CONSTRUCTION OF QUALITY, AFFORDABLE NEW HOMES, AND THE REHABILITATION OF SUBSTANDARD HOMES SHOULD BE ENCOURAGED.

Single-family home ownership is still viewed , by most people, as the ideal form of housing. However, rising costs have made the purchase of new homes difficult for many citizens especially young families and minorities. The maintenance of older residential areas and the rehabilitation of run down housing units will provide citizens with quality living environments and will help keep older neighborhoods viable.

- b. AN ACTIVE CODE ENFORCEMENT PROGRAM SHOULD BE FOLLOWED IN ORDER TO CORRECT CODE VIOLATIONS.

If existing and new structures, are to be viable community assets, the enforcement of building code requirements is essential. Effective inspection procedures will protect buyers, tenants, and contractors. In addition, building codes should be reviewed and updated periodically to accommodate newly tested and approved materials and appropriate current designs.

- c. THE OPPORTUNITY FOR HOME OWNERSHIP SHOULD BE MADE AVAILABLE TO AS MANY CITIZENS AS POSSIBLE.

The availability of affordable housing for citizens of all income levels is greatly influenced by codes and ordinances. Housing affordability should be a priority consideration in all actions that directly or indirectly affect housing cost. Every increase in the cost of building a new home has the effect of increasing the cost to the consumer of both new and existing homes. As a result, every increase in cost directly reduces the number of citizens who have the opportunity to purchase a home, or find an affordable rental unit. Similarly, every reduction in cost significantly increases the number of citizens who have an opportunity to own their own home, or find an affordable rental unit. Codes and ordinances should be thoroughly reviewed and revised to eliminate requirements that add cost with very little actual benefit and to encourage the use of new and innovative designs and products which are more cost effective.

- d. HOUSING FOR ELDERLY AND DISABLED PERSONS SHOULD BE LOCATED WITH SPECIAL ATTENTION TO SOCIAL AND HEALTH SERVICES, MASS TRANSPORTATION, AND PUBLIC FACILITIES.

Housing for the elderly and the disabled should be provided to meet the varied needs of these

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groups. Group or any quasi-institutional housing for these groups should be constructed so that the residents can be as self-sufficient as possible; and all available federal housing programs should be utilized to help the elderly and disabled find adequate housing. **Support programs and regulations that help create livable communities for the aging population.**

- e. INNOVATIVE SITE BUILT HOMES AND MANUFACTURED HOUSING SHOULD BE CONSIDERED AS A POSSIBLE SOURCE OF FUTURE LOW AND MODERATE INCOME HOUSING.

Monitoring of codes and ordinances should be continued to make sure that changes in construction standards for manufactured and innovative site built homes are reflected in such regulations. However, any changes to the codes and ordinances must maintain the public health, safety, and welfare.

- f. HOUSING SHALL BE AVAILABLE ON A NON-DISCRIMINATORY BASIS.

Housing policies for the entire city should be carried out in a manner that promotes equal opportunity for everyone, Federal, state, and local housing laws should be enforced continuously to ensure Corpus Christi is in compliance.

- g. A MIX OF HIGH, MEDIUM, AND LOW-COST HOUSING SHOULD BE ENCOURAGED THROUGHOUT THE CITY.

A mix of subdivisions that contain affordable homes should be available to families of all income levels. Zoning, platting, building codes or other ordinances shall not be used to create a separation of ethnic and economic groups.

- h. INCREASE THE AVAILABILITY OF HOUSING FOR LOW AND MODERATE INCOME FAMILIES.

One of the most elementary and vital elements of a desirable standard of living is the availability of standard housing for families, The City should seek all federal, state and local programs that can address this important need. Emphasis should be placed on providing adequate housing through the rehabilitation of substandard housing units. Emphasis should also be placed on the use of public funds to leverage private investment for housing rehabilitation and new construction of housing for low and moderate income families, In addition, where it is necessary, public housing should be built to provide for this fundamental need.

POLICIES - RESIDENTIAL

Residential land use is the heart of an urban landscape. The quality, availability and affordability of both rental and owner-occupied housing units have a great impact on the quality of life of the average citizen. This is especially true for the individual home owner. Home ownership is still the goal of most Americans and the home is often the single largest investment many citizens will ever make. Therefore, ordinances and codes should help keep the cost of home ownership within the reach of citizens, especially young families and minorities **the economically disadvantaged** without jeopardizing health, safety, and welfare.

In this section, emphasis will be placed on the need to provide the opportunity of home ownership and affordable rental housing to as many citizens as possible. It will also address the means of creating

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quality residential environments and encouraging private investment in older neighborhoods. Other areas that are addressed include the ideal location of various types of residential uses as well as the desirable relationships between residential and non-residential land uses.

- i. EACH NEIGHBORHOOD OF THE CITY SHALL BE PROTECTED AND/OR IMPROVED SO AS TO BE A DESIRABLE AND ATTRACTIVE RESIDENTIAL ENVIRONMENT.

One of the most important resources a community has is its residential neighborhoods. A thriving neighborhood environment can encourage reinvestment and new investment in the community, promote community pride, and establish the community as a nice place to live, For these reasons, support for residential neighborhoods shall continue to be a fundamental land use policy.

- j. THE HOUSING AND POPULATION DENSITY OF THE CITY SHOULD RESPOND TO CHANGING MARKET TRENDS, CONSUMER PREFERENCES, ECONOMIC REALITIES, AND DESIGN TECHNOLOGY.

Density limits should be based on consumer preferences and current market conditions to provide tomorrow's renters and buyers the opportunity to have the housing of their choice, All ordinances and codes should be reviewed periodically to insure that they continue to meet the housing needs of today's market. Ranges of densities improve the affordability of housing, increase the cost effectiveness of services, and offer citizens the quality of life desired.

- k. COMMERCIAL USES ADJACENT TO EXISTING OR PROPOSED RESIDENTIAL AREAS SHOULD BE BUFFERED OR USE SENSITIVE IN DESIGN.

Commercial development can be a great convenience adjacent to a residential neighborhood, providing goods, services, and employment within walking distance. However, care must be taken in design of commercial property to make the use compatible with adjacent residential development. Traffic from commercial areas should be routed away from residential areas. In order to protect residential areas, open space, screening fences, and landscaping should be required and loud or disruptive uses should be prohibited unless other design techniques are used to make the uses compatible.

- l. HIGH DENSITY RESIDENTIAL DEVELOPMENT SHOULD BE ENCOURAGED, ESPECIALLY IN THE CENTRAL AREA OF THE CITY.

Well planned high-density development can be an efficient design for the provision of housing on land that would otherwise be developed for commercial or office activities. Both of these advantages are especially important in the central area of the city where land prices can be high and where efficient use of services is most critical, High density housing development in the central city will provide a population base that will support the commercial revitalization of the central core. Incentives should be explored to encourage this type of development.

- m. HIGH-DENSITY RESIDENTIAL DEVELOPMENT (MORE THAN 21 UNITS PER ACRE) SHOULD BE LOCATED WITH DIRECT ACCESS TO ARTERIALS.

High-density apartment developments produce a high level of activity and heavy traffic movement, To prevent this traffic from spilling onto residential streets, high density apartments should be located with direct arterial access or along an interior access street

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designed specifically to collect the apartment traffic and distribute it directly to an arterial without passing through a lower density residential area.

- n. MEDIUM-DENSITY RESIDENTIAL DEVELOPMENT (10 TO 21 UNITS PER ACRE) SHOULD BE LOCATED IN AREAS WITH CONVENIENT ARTERIAL ACCESS.

Traffic that is generated from apartment units causes problems if it is allowed to funnel through lower density residential areas. To avoid these problems, apartments should be located with convenient access to an arterial or, along a collector that provides access to an arterial.

- o. APPROPRIATE TRANSITIONS SHOULD EXIST BETWEEN HIGH-DENSITY AND LOW-DENSITY (LESS THAN 10 UNITS PER ACRE) RESIDENTIAL DWELLINGS.

While high-density apartments and low-density single-family homes are both residential uses, the difference in the intensity of the uses may cause conflicts if the transition is too abrupt. Such design considerations as building height, window and patio location, screening fences or landscaping, building setbacks, parking layout, and a variety of other techniques shall be used to create an appropriate transition.

- p. INFILL DEVELOPMENT SHOULD BE ENCOURAGED ON VACANT TRACTS WITHIN DEVELOPED AREAS.

Owners of vacant tracts or lots should be encouraged to develop their properties, Steps should be taken to improve the economic viability of infill development through incentives that will attract private investments. **Support programs to encourage infill development and rehabilitate housing stock in established neighborhoods.**

- q. INCOMPATIBLE INDUSTRIAL AND COMMERCIAL LAND USES SHOULD NOT ABUT RESIDENTIAL AREAS.

Many of the activities allowed in the industrial and commercial districts are incompatible with residential areas. Whenever possible, such uses should be separated from residential areas. When these uses must abut residential areas, steps shall be taken to minimize conflicts, i.e. , provision of open space, landscaping, screening fences, etc.

- r. TRAFFIC HAZARDS SHOULD BE LESSENERED BY DISCOURAGING THROUGH TRAFFIC WITHIN RESIDENTIAL AREAS.

Residential areas should be developed so that homes face local or collector streets rather than arterial streets unless a marginal access street is provided, This design will reduce interruption to traffic on arterial streets and make residential neighborhoods safer for children, cyclists, and pedestrians.

- s. PLANNED UNIT DEVELOPMENTS AND OTHER CREATIVE LAND PLANNING TECHNIQUES SHOULD BE ENCOURAGED.

Traditional land use regulations can sometimes discourage development on difficult sites or prevent innovative new designs. Cluster housing designs and planned unit developments

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allow flexibility for attractive, efficient design and can often reduce infrastructure installation and maintenance costs to the city. All ordinances governing planned unit developments should be reviewed periodically to insure that valid innovations in land planning are encouraged.

t. PUBLIC FACILITIES SHOULD BE MAINTAINED AND IMPROVED IN EXISTING RESIDENTIAL AREAS.

Increase the viability of residential neighborhoods by maintaining and upgrading public facilities. Quality maintenance of streets, lighting, utilities, and recreational facilities should be performed to preserve residential neighborhoods and to encourage reinvestment by property owners. Locate public facilities, civic, and cultural uses within or adjacent to neighborhood commercial districts to act as anchors where feasible. Coordinate among city departments and with the Housing Authority, school districts, county, state and federal agencies on the location of new facilities and the disposition of properties.

u. QUALITY HOUSING MEETS THE DIVERSE NEEDS OF HOUSEHOLDS AT ALL INCOME LEVELS AND ALL STAGES OF THE LIFE CYCLE, INCLUDING AFFORDABLE HOUSING.

Support the planning, regulatory and funding initiatives needed to provide a diversity of housing types—rental and ownership, market-rate and assisted—to meet community needs.

v. CHRONIC HOMELESSNESS IS SIGNIFICANTLY REDUCED ADDRESSED IN AN ORGANIZED AND SYMPATHETIC MANNER.

Provide proactive city leadership in planning and implementing homelessness policies.

w. CORPUS CHRISTI SUSTAINS AND MAINTAINS ESTABLISHED NEIGHBORHOODS.

Support enhanced code enforcement and campaigns to address litter issues. Promote the organization of neighborhood associations and community initiatives to maintain neighborhoods and keep them safe and free from crime.



ELEMENT

5

Diversifying the Economy and Strengthening the Workforce

The Economic Development and Workforce goals focus on diversifying Corpus Christi's economy and supporting well-paying jobs by building on existing industries, promoting innovation, and growing new sectors. Key elements to support diversification include retaining and attracting firms, cultivating an "entrepreneurial ecosystem" that supports small businesses, attracting talented professionals, and ensuring that students and unemployed or underemployed workers are adequately prepared to find and maintain employment. In addition to building on important long-time sectors like oil and gas and tourism, this element stresses the potential of assets such as higher education research and military bases to bring entrepreneurial energy and more 21st-century jobs to Corpus Christi.

Plan CC's Vision for Economic Development

Our broadly diversified economy provides opportunity for all.

While the port, the oil and gas industry, military bases, and tourism continue as important mainstays of our economy, new sectors are thriving through entrepreneurial start-ups, technology spin-offs from university research, and expanded ecotourism. Our skilled workforce results from a commitment to a strong culture of educational achievement, from pre-school to grad school. Graduates of TAMU-CC and Del Mar College find jobs in Corpus Christi that allow them to stay, grow, and enjoy urban amenities in a Gulf Coast lifestyle.



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OBJECTIVES

1. Encourage residents to participate actively in the development of a healthy economy.
2. Maintain a well-balanced economy and promote a strong economic base.
3. Expand and develop regional, national, and international business services in the economy.
4. Support equal employment opportunities for all socio-economic groups.
5. Expand and develop tourism.
6. Promote redevelopment of the Central Business District and other business areas and the development of new business areas.
7. Promote the establishment of research and development facilities.
8. Create a positive national image of the business climate in Corpus Christi.
9. Create a business climate that fosters the creation of new business enterprises in Corpus Christi.
10. Encourage business and economic development activities that are compatible with orderly growth.
11. Support the coordination of economic development activities in the Corpus Christi area.

BACKGROUND

If cities are to grow and prosper, they must attract new industries to stimulate their economies. Cities possessing greater amenities and natural resources, will naturally have stronger economies while cities, possessing fewer amenities and natural resources, will have weaker economies. Because Corpus Christi is the largest city in the Coastal Bend area, and because it has a strong economy, it serves as a regional center for South Texas, especially the Coastal Bend.

Although future land developments in the city will be influenced by regional and national economics, it is important that civic and business leaders maintain an aggressive attitude and constantly seek new businesses for the community. The public and private sectors must continually develop programs that will create a positive business and living environment for the community. Only through a constant adherence to these efforts will the city be able to compete effectively with other communities throughout Texas and the nation.

POLICIES - GENERAL

a. ENCOURAGE ORDERLY GROWTH.

Orderly growth should be encouraged as it is necessary for maintaining a dynamic economy offering job opportunities and income levels commensurate with a rising standard of living. Conversely, rapid unorderly growth of urbanized areas can cause numerous urban problems that include traffic congestion and the inability to meet infrastructure needs.

b. ENCOURAGE IN-MIGRATION FROM THE SURROUNDING AREAS, THE STATE, AND NATION.

Corpus Christi is the regional center for new jobs and opportunities in the Texas Coastal Bend; and in order to maintain this position, it should continue efforts to attract new residents. New residents will help increase the demand for more goods and services, and cause new businesses to proliferate. More commerce means more jobs and shopping opportunities for local and regional shoppers. These activities, in turn, will lead to more development throughout the city.

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- c. PROMOTE THE EXPANSION OF EXISTING AND NEW BUSINESS DEVELOPMENT TO PROMOTE CITY GROWTH AND A STRONG LOCAL ECONOMY.

The city should promote the growth and expansion of existing businesses because they are the "backbone" of the local economy, and it should also attract new businesses that will create new jobs and increase family income levels.

A city must have a diversified economic base in order to insulate the area, to the greatest extent possible, from economic cycles in any sector of the economy. While the tourist and the oil industries are major employment generators, other sectors such as light manufacturing and high technology should also be encouraged to provide a wide spectrum of income and job opportunities.

In addition, while businesses that require skilled workers are important to the city's economy, endeavors should be made to attract companies that need semi-skilled and unskilled workers. There is a large pool of semi-skilled and unskilled labor in Corpus Christi and the surrounding area. This situation makes the city an ideal site for labor-intensive industries, especially in manufacturing and construction.

POLICIES - MILITARY INSTALLATIONS

Military installations are beneficial to the Coastal Bend area because they provide employment and business opportunities to many area residents. The major employer at the Naval Air Station is the Corpus Christi Army Depot. The depot contains the Army's world headquarters for helicopter maintenance. The headquarters has laboratories that specialize in chemistry, metallurgy, stereography, and metrology. In addition, the Naval Air Station is a training base for aircraft pilots. Along with the training facilities, the base also includes a large hospital, a Coast Guard Air Station, and a Marine Corps Office.

- d. MAINTAIN A HARMONIOUS RELATIONSHIP WITH THE MILITARY AND ENCOURAGE GROWTH OF ALL MILITARY FACILITIES.

Obviously, the impact of the military on the local economy is great. With this in mind, every effort should be made to reasonably fulfill the needs of the military.

- e. MAKE CORPUS CHRISTI A MORE ATTRACTIVE PLACE FOR MILITARY INSTALLATIONS.

Efforts should be made to enhance the city's image as a good place to build new military installations or expand existing facilities. ~~New~~ Military bases ~~will~~ increase the city's prestige and create ~~new~~ jobs in the Coastal Bend area.

To accomplish these goals, friendly relations should be maintained with the Navy and other military branches at the local and national level. Local government/business leaders should jointly maintain a legislative liaison at the state and federal levels so that these installations will remain viable sources of local employment. **Adopt regulations consistent with the recommendations of the Joint Land Use Study.**

- f. DEVELOP A CONTINGENCY PLAN TO ALLOW FOR THE EXPANSION AND CONTRACTION OF

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MILITARY ACTIVITIES.

A contingency plan should be made to accommodate possible expansion or reduction of military facilities.

- g. CITY POLICIES CONCERNING AREAS ADJACENT TO MILITARY AIRPORTS BE CONSISTENT WITH AIR INSTALLATION COMPATIBILITY USE.

Development policies consistent with these AICUZs facilities will protect the health, safety, and welfare of the community.

POLICIES - CENTRAL BUSINESS DISTRICT

Over time, as land use activities have intensified in Corpus Christi's Central Business District and as high-density development led to high rise buildings, the Central Business District took on an attractive urban form at the edge of Corpus Christi Bay. With these and other improvements, it will continue to grow and capitalize on its unique location next to the bay, creating an impressive center for South Texas.

The Central Business District consists of two adjoining commercial areas that are physically separated by a bluff. The Uptown, the area on the bluff, contains mostly offices and banking facilities while Downtown, the area below the bluff, contains hotels/motels and retail stores, most of which cater to daytime office workers and tourists.

The Central Business District plan should be managed through the Downtown Management District.

- h. ENCOURAGE HIGH-DENSITY RESIDENTIAL DEVELOPMENT IN THE CENTRAL BUSINESS DISTRICT.

High-density residential development is crucial to the continued redevelopment of the Central Business District and should therefore be encouraged. This type of redevelopment, combined with hotel and motel development, will help establish a core residential population that will serve to support further commercial growth and redevelopment in the Central Business District.

- i. MAINTAIN PARKS AND PROMOTE PEDESTRIAN AMENITIES THROUGHOUT THE CENTRAL BUSINESS DISTRICT.

Maintain all parks within the Central Business District area and provide landscaping and other amenities for a people-friendly pedestrian environment for residents and tourists. All Central Business District parks and heavily-landscaped areas should contain walkways and pedestrian amenities such as benches, trash containers, drinking fountains, and informational signs.

- j. DEVELOP THE SEAWALL AS A PEOPLE-ORIENTED AREA.

The area along the seawall and adjacent to Shoreline Boulevard, Magee Beach, and the marina should be encouraged to develop as a safe people-oriented tourist center. Improvements, both public and private, that can enhance this people-oriented atmosphere include the expansion of business activities, construction of numerous shade structures,

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landscaping, street furniture, public art, and improved lighting.

- k. MAINTAIN MAGEE BEACH AS A MAJOR RECREATIONAL PARK.

Since the beach is extremely popular to weekend vacationers, waders, swimmers, and sunbathers, it should be maintained, restored, and kept clean and free of debris.

- l. DEVELOP THE MARINA AS A RECREATIONAL AREA, AN ECONOMIC INCENTIVE TO WATERFRONT DEVELOPMENT, AND AS AN IMAGE FOR THE COMMUNITY.

The growth and prosperity of the Marina is an important element to the future of the city because it is the symbol that identifies Corpus Christi as a vacation center.

POLICIES - CORPUS CHRISTI BEACH

Corpus Christi Beach is a physically-distinct geographical unit that lies north of the Ship Channel, with Corpus Christi Bay on one side and Nueces Bay on the other. Because the area is a self-contained peninsula with long, sandy beaches, it has the potential to become a significant tourist attraction.

As indicated in the Bayfront Development Plan, the City will encourage the development of Corpus Christi Beach primarily as a hotel-motel center, including high density residential areas. The development of marinas, fishing-tourist attractions, and existing parks should be encouraged.

- m. ENCOURAGE MEDIUM AND HIGH-DENSITY DEVELOPMENTS THAT ARE TOURIST-ORIENTED.

As tourist activities increase along Corpus Christi Beach, new commercial development is inevitable. To accommodate new growth, medium to high density development that is tourist-oriented should be encouraged. This includes hotel/motel operations, restaurants, speciality shops, high-rise residential buildings, and other activities that will promote economic growth.

- n. RECOGNIZE THE VALUE OF THE THE TEXAS STATE AQUARIUM AND THE USS LEXINGTON MUSEUM.

the Texas State Aquarium and the USS Lexington Museum are great tourist attractions as well as a valuable assets to local residents. Given these benefits, effort should be taken to encourage success of these organizations.

POLICIES - TOURISTS AND CONVENTIONS

Corpus Christi has many natural amenities such as a scenic waterfront, warm summers, and mild winters. Based on these amenities, the tourist and convention industry has become an important part of the local economy. The City should encourage the development of this industry by protecting these natural amenities and by promoting, where appropriate, man-made developments that will attract and serve the tourist/conventioneer.

- o. PROMOTE THE NATURAL AMENITIES OF THE AREA.

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Corpus Christi has a unique advantage over other coastal cities: it has a beautiful central-city area and is adjacent to a 93-mile stretch of beautiful beaches along Mustang and Padre Islands. On the one hand, the city attracts tourists because it has a beautiful shoreline with numerous hotels, motels, retail stores, and cultural facilities in close proximity of one another while on the other hand, the islands attract tourists and residents because they are ideal vacation spots. The islands are also special because they offer many of the amenities offered by foreign, more expensive resorts. For example, the islands have hotel and motel accommodations and many places for relaxing and fishing.

p. **PRESERVE NATURE.**

Preserve the natural state of public lands which are wild or environmentally sensitive. Preserve nature to promote ecotourism for its contribution to economic development, for education, and in trust for future generations.

q. **SUPPORT THE MARKETING OF THE TOURIST BUSINESS.**

A plan for developing the tourist business in Corpus Christi should be developed, implemented, and updated annually. The primary goals of the plan should be to use the natural and man-made amenities of the city.

r. **SUPPORT THE MARKETING OF CONVENTION BUSINESS.**

A plan for increasing the convention business should be developed, implemented, and updated periodically. The plan should provide a strategy for the most effective use of the Convention Center and other cultural facilities in the area.

s. **DEVELOP CULTURAL/ARTISTIC ACTIVITIES AND PROGRAMS THAT WILL PROMOTE THE CITY AS THE CULTURAL CENTER OF SOUTH TEXAS.**

Promote cultural and artistic activities that will draw artists to the city. These activities may include arts and craft fairs designed to attract visitors from the region.

POLICIES – BUSINESS ENVIRONMENT

Corpus Christi has a diversified economy of well-paying jobs that builds on existing industry strengths and technological innovation. Corpus Christi is able to attract and retain firms because of its competitive assets and supportive business environment.

t. **BE BUSINESS FRIENDLY**

Develop and maintain strong lines of communication between local government and businesses to ensure timely response to business needs. Ensure that business taxes, fees, and regulations are reasonable and equitable. Make regulatory processes efficient and transparent. Maintain transportation and utility infrastructure in good repair and make additional modernization investments as necessary in a timely manner. Foster a community culture that embraces diversity, values new ideas, and welcomes new residents. Create a strong, positive image for Corpus Christi, both internally and externally.

u. **WORKFORCE DEVELOPMENT**

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Foster the development of a high-quality workforce across a wide range of occupations and skill levels that meets the current and emerging needs of local businesses and makes workforce a positive factor for business prospects. Ensure that career training programs and other workforce development services are aligned with employer needs and responsive to changing employer demand. Promote alignment of education, including school boards and workforce development agencies, with the needs of local industry. Make school completion a high civic priority with broad community support and engagement.

v. SMALL BUSINESS COMMUNITY

Foster a community culture that recognizes and embraces innovation and entrepreneurship. Encourage youth to develop entrepreneurial talents.



ELEMENT

6

Getting From Here to There: Transportation and Mobility

Transportation and Mobility focuses on improving Corpus Christi's transportation infrastructure and systems, including expanding mode choices to encourage biking, walking, and public transportation while maintaining the roadway system for long-term effective use. Integrating land use and transportation planning, along with support for aviation, rail freight and shipping from Corpus Christi, are key goals for the future.

PlanCC's Vision for Transportation and Mobility

People can get around the city by multiple modes of transportation — connected networks of good streets and sidewalks, safe bicycle routes, and excellent public transportation. City services, infrastructure and utility systems — including streets — have been modernized to ensure that the city can support and maintain urban and industrial growth, employing best practices in a cost-efficient manner.



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OBJECTIVES

1. Develop a safe, efficient transportation system that facilitates movement of people and goods.
2. Improve the aesthetics of major thoroughfares and city entrances.
3. Utilize road improvements to stimulate redevelopment and orderly growth.
4. Develop a transportation system that complements energy conservation and air-quality measures.
5. Develop a multi-modal transportation system that will enhance the mobility of all citizens.
6. Develop a transportation system that will enhance the ability to evacuate people in times of emergency.
7. Provide new opportunities for economic development through adequate port, rail, and airport facilities and services.

BACKGROUND

A good transportation network is vital to the orderly growth of a city as the network influences patterns of growth, density, and the quality of the urban environment. The purpose of transportation is to move people and goods from one place to another in a safe and expeditious manner. Since transportation provides the means for interaction within the metropolitan area, much of our urban space and financial resources are dedicated to this purpose,

In addition, the transportation system must compliment and be integrated with land use planning for the community, With this in mind, this chapter presents a series of long-term objectives and policies for transportation improvements including policies aimed at improving the road network, mass-transit, the movement of goods , and air, rail, and water transportation.

- a. PRESENT AND FUTURE ROAD NETWORKS SHOULD PROMOTE DESIRABLE PATTERNS OF LAND USE DEVELOPMENT.

Auto transportation influences the direction, intensity, and timing of land use development, The construction of roads to areas improves accessibility and , in turn, may lead to rapid development, For these reasons, traffic impact analysis should be included in the planning process so that as development occurs, existing and future roads will adequately meet the needs of future land use activities. Support a long-term program to repair existing streets and regularly maintain the system to minimize life-cycle costs. Create a reconstruction program for local streets.

- b. PROMOTE EFFICIENT UTILIZATION OF ALL FORMS OF TRANSPORTATION.

Strategies should be adopted that will conserve energy, coordinate the different modes of transportation, and improve transportation efficiency. Support a multimodal transportation network that is integrated with land uses, where destinations are easily connected by accessible paths.

- c. IDENTIFY RIGHTS-OF-WAY FOR TRANSPORTATION CORRIDORS.

To plan effectively for future street and highway developments capable of carrying projected traffic flows, it is necessary to obtain sufficient rights-of-way to allow for a timely and orderly expansion of streets and arterials. The City should therefore obtain, in advance of full

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development, sufficient right-of-way for proposed roads consistent with Area Development Plans and the Urban Transportation Plan. **Integrate transportation and neighborhood planning with utility infrastructure planning.**

- d. STREETS SERVING STORAGE AND SHIPPING TERMINALS AT THE PORT OF CORPUS CHRISTI SHOULD BE EXPANDED TO ACCOMMODATE **DEMAND**

Streets periodically carry peak-traffic flows and this heavy traffic movement produces poor road conditions, To relieve the traffic congestion and improve road surface conditions, federal and state assistance should be requested to construct additional arterial (s) to serve the port. In addition, local funds should be secured to make paving improvements on the existing arterials. Nueces County should participate in all costs associated with the project.

- e. CONTINUE TO SUPPORT THE REGIONAL TRANSIT AUTHORITY' S STRONG COMMITMENT TO A GOOD PUBLIC TRANSIT SYSTEM.

Many of the poor, elderly, and unemployed depend on public transportation for commuting or travel purposes. For this reason, the City should remain committed to a public transit system operated by the Regional Transit Authority. **Support an operations plan to increase the efficiency and lower the life-cycle costs of the public transportation system.**

- f. THE TRANSIT SYSTEM SHOULD DELIVER BASIC TRANSIT SERVICES TO TRAN- SIT-DEPENDENT PEOPLE.

A good transit system provides access to employment, social, and recreational opportunities. For many, especially the poor, elderly, and disabled, a good public transportation system means the difference between isolation and social interaction. For these reasons, transit services should be extended to all areas in the city where it is needed.

- g. PROVIDE CONVENIENT TRANSPORTATION ACCESS TO INDUSTRIAL AREAS.

Because raw materials and finished products are important to the city's economy, a rapid, cost-effective method of transporting goods is essential. Rail, air, water, and truck transportation are important for the transfer of goods. Transportation access to industrial areas should be facilitated.

- h. SPECIAL ROUTES SHOULD BE USED FOR THE TRANSPORTATION OF HAZARDOUS WASTES. Special routes, leading away from the city , should be designated for the transport of hazardous wastes. Preferably, they should be isolated away from major activity centers

- i. TRUCK LOADING FACILITIES SHOULD BE PROPERLY LOCATED AND DESIGNED TO PREVENT CONFLICTS WITH OTHER LAND USE ACTIVITIES.

The delivery of goods by truck is an essential aspect of commercial, office, and industrial activities. **This activity often produces traffic congestion, noise, and roadware. Plans should account for this aspect.**

- j. **SUPPORT THE CORPUS CHRISTI INTERNATIONAL AIRPORT.**

Improvements to the international airport should keep pace with population **and economic**

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growth in the city. Surface access, circulation, and terminal facilities should be improved and new runways added, as necessary, to meet additional operating needs of the terminal and airport. **Continue to implement the Airport Master Plan.**

- k. DEVELOPMENT OF AREAS ADJACENT TO CORPUS CHRISTI INTERNATIONAL AIRPORT SHOULD BE IMPLEMENTED IN A MANNER THAT MINIMIZES THEIR IMPACT ON THE AIRPORT.

Efforts should be made to minimize the impact of the surrounding areas on the airport. A land use plan should be developed for all areas adjacent to the airport; and a land-acquisition program should be pursued to protect the airport from encroachment by incompatible land uses.

- l. **SUPPORT THE PORT OF CORPUS CHRISTI**

The Port of Corpus Christi is one of the most important elements of the city's economy. The port should be managed according to a Port Master Plan.

- m. **EVALUATE RAIL ENHANSEMENTS**

Railway transportation is an important aspect of goods movement. Railroads provide economical transportation for bulk cargo handled at the port and in other industrial areas. Support enhancements to rail service essential to the city's economic success.

- n. DEVELOP AND MAINTAIN SAFE RAILROAD CROSSINGS FOR PEDESTRIAN AND AUTO USE.

All railroad crossings should meet federal and state regulations by ensuring that all required safety features be placed on crossings.



ELEMENT

7

Community Infrastructure, Facilities and Services

Infrastructure, Facilities, and Services focuses on the improvement of long-term water supplies, water security, waste-water treatment, solid waste disposal and storm water and drainage systems through cost-effective and environmentally sustainable initiatives. ~~Proposed improvements focus especially on long term planning that integrates management strategies to meet or surpass regional and state goals and standards.~~

Plan CC's Vision for Infrastructure, Facilities and Services

Modernized city services and systems support growth and vitality in all parts of the city. City services, infrastructure and utility systems—including streets, drinking water supply, wastewater, and storm water management—have been modernized to ensure that the city can support and maintain urban and industrial growth, employing best practices in a cost-efficient manner.



POLICY – CRITICAL UTILITY INFRASTRUCTURE

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The core role of City government is to provide utility infrastructure.

The City has to balance the needs of residents, commercial users, rate payers, and the environment. The systems are expensive to expand, maintain, and compensate for prior underinvestment. The City must support a strategic approach to providing adequate water, wastewater-treatment and storm-drainage infrastructure to support redevelopment and new development.

The critical utilities are water, wastewater, and stormwater. Transportation is covered in a separate section to this plan.

a. RIGHTS OF WAY, EASEMENTS, AND PROPERTY RIGHTS

In order to provide for orderly growth to new development areas, expansion of capacity to existing infill development, or reorganization of existing facilities, the City must plan for and purchase property or easement rights. Waiting to acquire these rights may cause them to become unavailable due to disorganized growth or cost prohibitive in an urban setting. Failure to secure these rights may limit growth of Corpus Christi and cause substantial economic harm.

b. UPDATE, HARMONIZE, AND MODERNIZE MASTER PLANS FOR CRITICAL UTILITY INFRASTRUCTURE.

The Master Plans for the critical utilities do not reflect the current growth of the city, have different requirements in different City areas as a historical artifact, and are not electronically available. The outdated nature of these plans are expensive for the City and the private entities that rely on these documents to develop public and private projects. The City must update and harmonize these Master Plans as well as incorporate the best practices available from current technology.

c. WATER UTILITY GOALS

Develop and maintain integrated water-management strategies of surface, reuse, conservation, groundwater, aquifer storage and recovery and desalination. Support a water system and management master plan to meet demand through the year 2060. Continue implementing the city's water- conservation plan. Provide a safe, efficient, and sustainable water supply, treatment, and distribution system in an environmentally sound manner. Maintain and improve existing water infrastructure, including the incorporation of new innovative and cost effective technologies where appropriate. Support efforts to find a regional solution to the water supply.

The water system should be operated according to a Master Plan which takes in to account current conditions and anticipated future growth.

d. WASTEWATER STANDARDS

Support improvements to meet state and federal standards, except as are being appealed in good faith or operated under appropriate waiver. Support an approach that establishes priorities for the replacement and correction of existing facility deficiencies and for meeting

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future needs.

The wastewater system should be maintained in an adequate state of repair and improved, where feasible, through technological innovations. A wastewater system is an important element necessary to accommodate urban life. As it deteriorates over time, the entire system from collection to discharge should be repaired and maintained through a phased program of replacement.

The wastewater system should be operated according to a Master Plan which takes in to account current conditions and anticipated future growth.

e. **STORMWATER GOALS**

The City must improve or expand stormwater mitigation in order to protect residents from flooding and meet environmental standards.

A stormwater system is an important element necessary to accommodate urban life. As it deteriorates over time, the entire system should be repaired and maintained through a phased program.

The stormwater system should be operated according to a Master Plan which takes in to account current conditions and anticipated future growth.

f. **ENCOURAGE THE DEVELOPMENT OF GREENBELTS IN COMBINATION WITH DRAINAGE FACILITIES.**

Greenbelts can provide a connective function between residential areas and parks, schools, shopping centers, and other areas of activity. Greenbelts established adjacent to creeks can provide a unique location for walkways, bikeways, and jogging trails away from automobile traffic.

Greenbelts designed in combination with drainage ditches should be encouraged. Typical drainage ditches contain too narrow a right-of-way and have too steep a slope for this combined use. However, dedication of street right-of-way and parkland might be combined to allow sufficient space for good greenbelt designs. Such facilities, although not appropriate in all locations, can be extremely effective for linking some parks, residential areas, and schools, shopping centers, etc.

POLICY – OTHER INFRASTRUCTURE

g. **RESIDENCES AND BUSINESSES HAVE A DEPENDABLE, ENVIRONMENTALLY SAFE MEANS TO DISPOSE OF SOLID WASTE.**

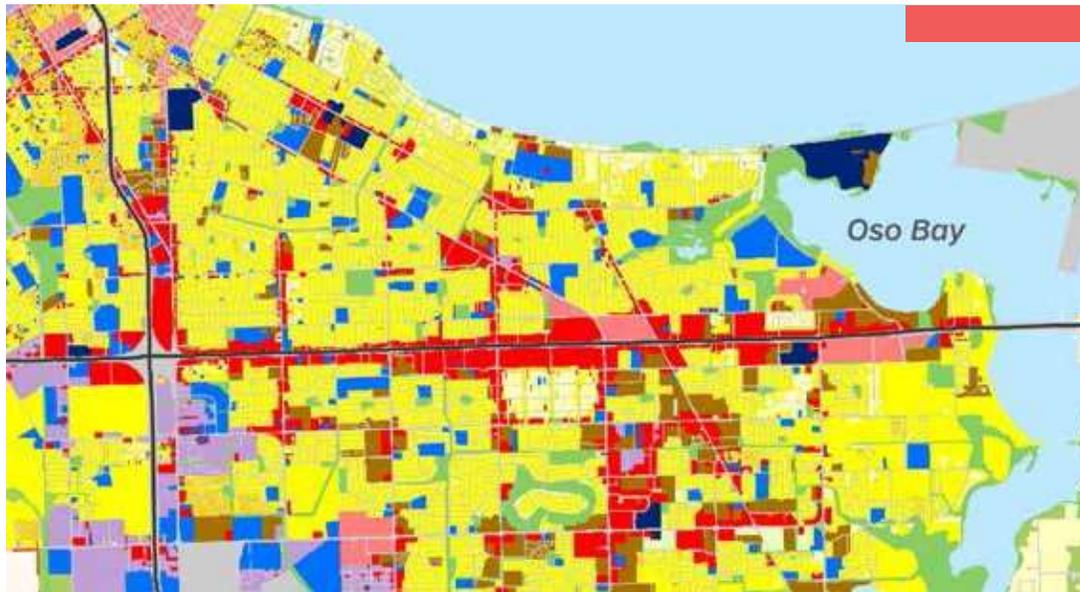
Continue providing city and regional waste-management services.

h. **THE CITY MAINTAINS ALL MUNICIPAL BUILDINGS AND FACILITIES FOR LONG-TERM USE**

Support investment in an asset-management system. Continue to invest in best practices for

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long- term, life-cycle energy and resource efficiency in improvements, renovations, or new facilities, when it is cost effective.



8

Future Land Use, Zoning, and Urban Design

Every comprehensive plan contains an element on future land use ~~and a future land use map~~. The **Future Land Use, Zoning, and Urban Design** element sets forth the policy framework for the physical development of Corpus Christi over the next 20 years. It is the guide for decision makers on the pattern, distribution, density and intensity of land uses that, over time, will help the city achieve the community's vision for the future. ~~The future land use map is not a zoning map but provides the foundation for zoning. It guides land-use decision makers when they are called upon to exercise their discretion in making rulings on rezoning and similar issues.~~

Plan CC's Vision for Land Use, Zoning & Urban Design

FROM THE VISION:

Corpus Christi's growth has revitalized older parts of the city and established new neighborhoods in the south side and northwest areas; created new live-work-play neighborhoods ~~and~~ downtown; resulted in ~~compact, mixed-use centers in key~~ commercial districts; and promoted a ~~connected~~ sense of place and neighborhood in new housing development....

FROM THE PRINCIPLES:

- **Pursue high-quality development.** ~~Make public investments a model of excellent design and function and establish high-quality design standards for private development. Consistent application of clear standards will make the city more attractive for people who live here now and attract new residents.~~
- **Be strategic.** Strategically integrate public physical, economic, and social investments to leverage private investment and grants in order to create critical mass that supports enhanced choices in housing, transportation, and retail and services. This critical mass will then stimulate self-sustaining activities.



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OBJECTIVES

1. Create safe, livable, and affordable residential areas.
2. Provide sufficient land use by type for continuous growth.
3. Develop an efficient land use mix.
4. Properly locate land uses based on the compatibility, locational needs, and characteristics of each use.
5. Preserve quality residential, commercial, and industrial areas.
6. Relate planned utility services to projected land use types and intensity.
7. 7, Promote adequate and equal housing opportunities for all citizens.
8. Encourage orderly growth of new residential, commercial, and industrial areas.

BACKGROUND

Corpus Christi is a community that is experiencing business and residential development in undeveloped areas and renewal in developed neighborhoods. As a means of achieving the long range goals of the City, such development should be encouraged when consistent with the Comprehensive Plan. Through such developments, many improvements to the local quality of life will be realized.

Land use policies provide the framework for this development, setting community standards for the location, and interaction of residential, commercial, and industrial activities that are responsive to both the needs of the marketplace and the goals of the citizens of Corpus Christi.

Corpus Christi development patterns should support efficient and cost-effective use of resources and high quality of life and promote revitalization and redevelopment of older neighborhoods.

a. LOCAL DEVELOPMENT PLANS SHOULD BE KEPT UP TO DATE.

Local Development Plans determine the character of the neighborhood and growth patterns. They should be up to date and reflect current land usage as well as anticipated growth.

The Planning Commission, and if necessary with the help of local, South Texas consultants who have a specific local knowledge, shall produce an updated Future Land Use Plan covering all areas of the City for approval by City Council.

b. REESTABLISH THE PLANNING DEPARTMENT WITHIN CITY OPERATIONS

The Planning Department shall engage in the task of City planning and the coordination of other City Staff and resources in order to maximize efficiency of all adopted policies of the City.

c. ZONING IN AN AREA SHOULD BE CONSISTENT WITH THE ADOPTED AREA DEVELOPMENT PLANS.

The City Council adopted area development plans shall be used as a guideline for zone changes and subdivision development decisions. In addition, the area development plans will provide a legal foundation upon which the City Council and the Planning Commission should base their land development decisions. However, area development plans should be flexible and are subject

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to revisions if conditions have changed since approval of an area development plan and/ or if the proposed changes are consistent with the adopted comprehensive policy statements.

- d. HIGH DENSITY ACTIVITY AROUND BUSINESS CORE AREAS SHOULD GRADUALLY DECREASE TO AREAS OF LOW DENSITY SUCH AS RESIDENTIAL DEVELOPMENT.

High density business centers with high traffic and customer flows should serve as peaks of activity, with the amount of density declining as the distance increases from these centers. This means that business centers of high density should be surrounded by medium density activities such as medium density apartment or office use and the remaining area by low density use such as single-family dwellings.

- e. RECOGNIZING THE CITY'S FINANCIAL LIMITATIONS, NEW DEVELOPMENT SHOULD OCCUR IN A PATTERN WHICH IS COST EFFECTIVE.

The City should encourage new development where services can be provided economically and, wherever possible, promote contiguous development. City ordinances should be reviewed periodically to ensure they are consistent with this policy. Ordinances should allow state of the art land planning techniques to make available various densities and funding techniques while maintaining an attractive living environment.

When considering the financial impact to the City of non-contiguous growth, the City should mitigate financial impact through cost sharing or financing arrangements with the private developers sponsoring the new development. The City should also consider the incremental tax base from the new development in its financial impact analysis.

- f. EXPANSION OF COMMERCIAL OR INDUSTRIAL USE INTO RESIDENTIAL AREAS MAY BE PERMITTED ONLY IF THE EXPANSION MAINTAINS OR IMPROVES THE RESIDENTIAL DESIRABILITY OF THE IMPACTED AREA.

If an expansion of commercial and industrial use occurs, the relationship between residential and other land use types should be improved. Improvements should be made to vehicular access, design and location of buildings, parking areas, signs, and lighting. A buffer or open space should also be constructed between residential and intense land use types, However, this policy should encourage the use of mix-use development in areas where commercial and residential uses are designed harmoniously. Well planned commercial and residential activities in the same or adjacent buildings may actually enhance the quality of an area by providing needed service activities and encourage pedestrian rather than vehicular movement.

- g. THE DENSITY OF DEVELOPMENT IN AN AREA SHOULD BE DIRECTLY RELATED TO THE DESIGN CAPACITY OF THE INFRASTRUCTURE.

The master plans for water, drainage, streets, gas and wastewater are based on a projected density of commercial and residential development. Problems occur when the actual density of development exceeds projected levels. Therefore, the projected densities utilized in making these

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plans need to be based on a thorough and realistic analysis of growth patterns and actual market trends, with a built in margin of safety. Actual development should be monitored against these projections to point out potential problem areas well in advance. **Notwithstanding the foregoing, the Master Plans should not penalize developers by using capacity constraints to limit infill or new development which is otherwise allowed by permitted land use or zoning.**

- h. CORPUS CHRISTI BAY, LAGUNA MADRE, PADRE ISLAND, MUSTANG ISLAND, NUECES BAY, CAYO DEL OSO, AND OSO CREEK DEVELOPMENT SHOULD BE CONSIDERED IN CONTEXT WITH THEIR EFFECT ON THE ENTIRE CITY.

These environmentally sensitive areas are important to the continued economic vitality of the city and the tourist industry. Any development of these areas needs to be viewed in light of their impact on the environment, on adjacent areas and on the aesthetics of the city as a whole.

- i. LAND USE SHOULD BE SEPARATED INTO THREE PRIME LAND USE TYPES: RESIDENTIAL, COMMERCIAL, AND INDUSTRIAL USES, UNLESS PROPERLY DEVELOPED AS A MIXED USE CONCEPT.

While incompatible land uses should be separated based on the type and use, compatible mixed uses of similar type such as neighborhood retail business and residential activity that is planned properly should be encouraged.

- j. AREAS SURROUNDING EXISTING PRIVATE, PUBLIC, AND MILITARY AIRPORTS SHOULD BE DEVELOPED IN A MANNER THAT IS COMPATIBLE WITH THE OPERATION OF THE AIRPORTS.

Airports are characterized by high levels of noise and the potential for accidents under the major flight patterns. Properties in the immediate vicinity of the airports should be required to develop in a manner that is sensitive to expected levels of noise and which will not subject residents to unreasonable risk due to possible accidents.

- k. **RESPECT PRIVATE PROPERTY RIGHTS**

The City has obligations to many stakeholders to manage development in an orderly fashion for the benefit of the community as a whole and for the environment. However, the City understands an obligation, in compliance with applicable law or regulation, to support private property rights.

POLICIES - COMMERCIAL

Well situated, competitive business areas that are accessible, attractive, and convenient must be encouraged throughout the city in order to provide residents with quality business services and job opportunities.

- 1. BUSINESS AREAS THAT FEATURE MIXED OFFICE USE AND RETAIL ACTIVITIES SHOULD BE ENCOURAGED.

The development of commercial areas that contain mixed office use and retail activities should be encouraged. Location of retail shopping and office areas together can provide opportunities for

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dual purpose trips and can be mutually supportive, Planned unit development provides a flexible zoning technique for combining these mutually supportive uses.

- m. MINIMIZE THE IMPACT OF COMMERCIAL AREAS ON ADJACENT, EXISTING OR FUTURE RESIDENTIAL AREAS THROUGH THE USE OF COMPACT DESIGNS, SCREENING FENCES, OPEN SPACE AND LANDSCAPING.

Compact commercial centers should be located at major inter- sections. Commercial centers that are compact as opposed to linear in form provide for a grouping of activities, Such grouping of activities generally permits more effective traffic management, i.e., left turn conflicts can be minimized, entryways/exits can be designed to serve several businesses and right turns onto major streets can be encouraged.

Commercial centers should also be designed so that the impacts of automobile intrusion, noise and visual blight on surrounding areas will be minimized. Screening fences, open space or landscaping can provide an essential buffer between shopping and residential areas.

- n. EXPANSION OF COMMERCIAL USES INTO OR WITHIN RESIDENTIAL AREAS MAY BE PERMITTED ONLY IF SUCH EXPANSION MAINTAINS OR IMPROVES THE RESIDENTIAL DESIRABILITY OF THE IMPACTED NEIGHBORHOODS.

Commercial development in residential areas may be allowed in situations where proponents of such change can demonstrate how rezoning changes will benefit the impacted neighborhood and the community,

- o. ENCOURAGE ALL BUSINESS AREAS TO DEVELOP AND MAINTAIN A PLEASING ENVIRONMENT.

A pleasant shopping environment is desirable to attract new shoppers and to coexist with nearby residents, The design of new structures should be sensitive in design to neighboring residential areas. Site planning should include such items as: parking areas, landscaping, screening of lights, fumes, and noise from adjoining areas; control of internal auto-pedestrian circulation; access; protection of pedestrians; and open space. Advertising signs should be designed to be compatible with adjacent residential areas.

POLICIES - INDUSTRIAL

Industrial land is a strategic asset of Corpus Christi to promote economic development. A primary land use concern is the location of industrial sites and the impact they have on abutting non-industrial uses, If industrial uses are introduced into non-industrial areas of the city, they must be designed with sufficient open space and other buffers to protect the safety , aesthetic, and monetary value of adjacent properties.

- p. PROVIDE ADEQUATE AND SUITABLY-ZONED LAND FOR BOTH LIGHT AND HEAVY INDUSTRIES.

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In recognition that not all industrial uses have the same location- al or service needs, industrially zoned land should be available in a variety of areas throughout the city. The quantity of available land should be abundant enough to keep land prices at a level that will not discourage new industries from locating in Corpus Christi. Provision of sufficient land for industry should take into account the wide variety of needs and activities associated with industrial uses.

q. AN ACTIVE PROGRAM SHOULD BE DEVELOPED TO RETAIN AND EXPAND EXISTING INDUSTRY.

One of the principal components of industrial growth comes from the expansion of existing industry rather than from the development of new industry. Programs that will promote competitively-priced industrially-zoned land for expansion should be supported.

r. PROPERLY PLANNED INDUSTRIAL PARKS SHOULD BE ENCOURAGED.

A primary objective is to attract new industry for Corpus Christi . Business should be encouraged to develop in industrial parks that are properly planned and landscaped. Large industrial parks are to be encouraged as they usually offer more utilities and amenities to mitigate the effect of industrial development than do smaller, individual-lot developments.

Element 9 -- ANNEXATION

OBJECTIVES

1. Utilize an orderly and prioritized annexation program to insure an adequate supply of developable land.
2. Use annexation to protect the city from urban growth that is incompatible with the developmental objectives of Corpus Christi.

BACKGROUND

Metropolitan areas, irrespective of size and complexity, should ideally be integrated economically, socially, and physically. The ultimate quality and desirability of a city is largely dependent upon its ability to function as a unit. Without planning, guidance, and administrative direction, a city cannot maintain reasonable and orderly growth, especially if there is a rapid expansion of its economy and population.

POLICIES - GENERAL

The benefits that are derived from an annexation program are usually not immediate. However, over the long term, it is much more fiscally responsible to manage growth early rather than to try and correct it 10 or 20 years after the fact. Uncontrolled growth outside the city limits may be tomorrow's problems if a City doesn't exert control early in the development process.

Therefore, a policy of annexation should take into account both the long term and short term benefits of annexation. Consequently, the following policies provide direction concerning annexation and City actions to be taken prior to annexation.

- a. PURSUE A POLICY OF ANNEXATION OF LANDS AT THE PERIPHERY OF THE CITY TO ACHIEVE ORDERLY GROWTH.

Annexation is essential to achieve orderly growth. Land should be annexed so that all structures are constructed in accordance with building, plumbing, electrical, and other City codes which are designed to ensure the public health, safety, and welfare. Annexation should also occur, so that impacted areas may benefit from public health programs, zoning laws, police and fire protection, and so that new developments may be planned and linked to the municipal water supplies, wastewater, and storm drainage systems.

- b. PURSUE A POLICY OF ANNEXATION ADJACENT TO THE CITY'S GROWTH AREAS IN ORDER TO EXTEND ZONING ORDINANCE CONTROL CONSISTENT WITH ADOPTED LAND USE PLANS.

To prevent serious land use conflicts, it is necessary to plan ahead so that land use controls are implemented. The logical role that the City must assume in annexing areas is that of an aggressive leader. Although there may be many obligations and problems related to the annexation of new areas, action must be taken to encourage orderly growth. Failure to annex adjoining areas will lead to fragmentation of the urban landscape and allow uncontrolled,

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uncoordinated land development that, in the long run, ~~will cost more to develop~~ may cut-off the City from all future growth corridors.

- c. CONTRACTS WITH PRIVATE WATER SUPPLIERS SHALL REQUIRE THEIR WATER CUSTOMERS TO COMPLY WITH ADOPTED DEVELOPMENT PLANS, BUILDING CODES AND OTHER APPLICABLE CODES.

Areas within the city's extra-territorial jurisdiction (EJT - 5 miles beyond the city limits) are currently only subject to the City's subdivision regulations. Historically, this limited control has resulted in the eventual annexation of development that is not consistent with development standards. When annexation occurs, such developments have at best, proven to be very difficult in applying good planning standards. To reduce these problems, the water supply corporations that purchase water from the city shall require their customers to meet or exceed the City of Corpus Christi's development standards.

- d. SUPPORT ENACTMENT OF LIMITED PURPOSE ANNEXATION WHEN IT BECOMES LEGALLY AVAILABLE.

When limited purpose annexation becomes available, it should be used where land use controls are needed and full annexation is not necessary. Limited purpose annexation allows a municipality to zone land and enforce building codes within its EJT without taxation. Use of limited purpose annexation will provide an opportunity to guide development according to adopted land use plans early in the development process and avoid many of the problems associated with annexation of substandard extra-territorial activities.

Use of limited purpose annexation or pre-zoning techniques without an adopted Area Development (land use) Plan shall be strongly discouraged.

- e. BEACHES WITHIN THE EXTRA-TERRITORIAL JURISDICTION (ETJ) SHOULD BE ACCESSIBLE TO THE PUBLIC.

Public accessibility along all beaches shall not be obstructed by private developments. Insure public accessibility to all beaches through the platting process and the use of beach access easements and rights-of-way dedications.

- f. **EXPAND THE ETJ IN AN ORDERLY MANNER**

As the City annexes new territory, the Planning Commission should make timely recommendations to the City Council for adoption of an expanded ETJ to new areas or updated requirements for the then existing ETJ.

Element 10 – PUBLIC SERVICES

OBJECTIVES

1. Provide public facilities and services throughout the city,
2. Maximize the use of public facilities through cooperative and joint use agreements.
3. Properly maintain public facilities and services and construct new facilities at optimal sites. Provide the city with appropriate cultural and educational facilities.
4. Create aesthetically pleasing public facilities through good design and art works,
5. Identify and obtain adequate sources of funding for the development and maintenance of public services and facilities.
6. Encourage active citizen participation as public facilities are planned, constructed, and maintained.

BACKGROUND

The policies in this section provide the city with a set of guidelines for planning and developing public facilities and services. Well planned and timely scheduled public facilities and services are important because they will meet the needs of an expanding population. To accomplish this requires study of population projections, monitoring of existing infrastructure, knowledge of new technology, and funding. Of particular concern in new and developing areas is the provision of infrastructure that will be sufficient to meet the needs of the population when these areas are fully developed. In older areas, the principle concerns are usually maintenance/repair of infrastructure and capacity problems associated with redevelopment. Establishing these policies will not substitute for specific studies, but rather will help identify the most important overall issues concerning service delivery.

POLICIES - PARKS AND RECREATION

Parks provide a strong contribution to the image that Corpus Christi is a desirable place to live. Good parks, beautiful open spaces, and other recreational opportunities offer amenities that attract new commerce, industry, and residents. For these reasons, it is important for the community to take advantage of the many scenic natural resources of the area and continue to improve the area park system.

Moreover, as parks are developed, the City should include the surrounding neighborhood in the planning process. In this manner, the needs of the residents will be known and the parks will be developed in a manner that will meet their expectations and desired goals.

- g. ALL PUBLIC PARKS AND THEIR FACILITIES SHOULD BE UTILIZED EFFECTIVELY.

The park and recreational system should remain open at times when visitors are most likely to use them. Proper maintenance of vegetation, equipment, and facilities is also essential to maintain new and old parks as attractive and desirable as possible.

Present and future parks should be located in a way that maximizes In addition, as neighborhoods experience socio-economic their recreational needs also change. Therefore,

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renovation of park facilities to reflect changes in their respective areas should be encouraged. In this manner, the facilities will remain fully functional and viable as neighborhood needs change.

- h. NEW PARK AND RECREATIONAL FACILITIES SHOULD BE CONSTRUCTED IN AREAS WHERE FACILITIES ARE INADEQUATE OR NON-EXISTENT.

The size, type, and location of new parks and recreational facilities should be based on the characteristics of the population. Small neighborhood parks should be located at sites that are accessible to pedestrians. Larger facilities, serving the entire community, should be located at sites that are accessible to motorists. Where park land in older residential neighborhoods is inadequate, new park land should be acquired and developed so that the recreational needs of the city will be met. In addition, the City should continue to require park land dedication as a part of the subdivision process.

- i. JOINT CONSTRUCTION AND USE OF RECREATIONAL FACILITIES SHOULD BE ENCOURAGED.

The sharing of city, school, and other governmental facilities should be encouraged to maximize utilization. For example, school gymnasiums and city tennis courts are now being shared. The program is beneficial to the two entities because it increases the efficiency of the facilities and creates recreational opportunities that would otherwise be unavailable.

The existing efforts to jointly utilize facilities should be expanded, where feasible, to include sharing of construction costs for facilities. In addition, quasi-public and/or private entities like churches, private clubs, etc. should be considered for joint use and construction projects.

- j. DEVELOP AREAS ADJACENT TO THE CAYO DEL OSO AND OSO CREEK AS A NATURAL PRESERVE AND SCENIC PARKWAY.

Areas adjacent to the Cayo del Oso and Oso Creek should be developed for park, recreational, and wildlife purposes. These uses should help preserve and protect the fragile wetlands. A scenic parkway, as indicated in the Urban Transportation Plan, should also be completed along the Oso Creek so that public access to the area will be as compatible as possible with the adjacent wetlands.

- k. PROMOTE PUBLIC ART FACILITIES AND PROGRAMS THAT REFLECT CULTURAL HERITAGE IN PARKS.

Construction of public art facilities and development of cultural programs that recognize the past are encouraged. Parks can be an ideal place for display of public art and for conducting programs that are related to the cultural heritage of the area.

- l. IDENTIFY POTENTIAL AREAS FOR FUTURE PARKS.

Sites for future neighborhood, community, and regional parks should be identified. In addition, buffer areas and open spaces should also be identified because they can provide a smooth transition between incompatible land uses.

POLICIES – PUBLIC SAFETY

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This section focuses on public safety policies that address issues concerning fire and police protection. The actual and/or perceived level of public safety significantly affects the stability or growth potential within a community. For this reason, it is important that the City continuously monitor public safety needs and provide services on a systematic basis.

FIRE PROTECTION

- m. A SUFFICIENT NUMBER OF FIRE STATIONS SHOULD BE CONSTRUCTED TO PROVIDE ADEQUATE FIRE PROTECTION FOR ALL AREAS IN THE CITY.

In areas where special fire hazards may exist, sufficient fire fighting capabilities should be provided. For example, these hazards may include high density residential, commercial, and industrial developments. In addition, fire protection must be adequate in both new and older areas.

- n. FIRE PROTECTION FACILITIES TOO CLOSE TO EACH OTHER SHOULD BE RELOCATED TO PROVIDE MORE EFFICIENT SERVICES.

As the city changes in size, and as the activities within the city change, so does the need for fire protection service. Due to these changing conditions, it is necessary to periodically evaluate the location and service areas for each fire station. If it is found that existing fire stations are located too close to provide efficient service, then the stations should be relocated.

- o. NEW FIRE STATIONS SHOULD BE CONSTRUCTED IN NEWLY DEVELOPED AREAS. As the city grows, new fire stations will be needed. To select new sites, a systematic method should be used to fairly evaluate existing fire stations and the need for additional fire stations.

- p. SUFFICIENT WATER PRESSURE FOR FIRE PROTECTION SHOULD BE CAREFULLY CONSIDERED IN EXISTING AND DEVELOPING AREAS.

A critical factor in providing fire protection is the availability of water at sufficient pressure to operate fire fighting equipment. Consequently, care shall be taken to ensure that adequate pressure is available and consistent with other similarly situated areas within the community.

- q. BUILDING CODES SHOULD BE REVIEWED PERIODICALLY TO INCLUDE THE LATEST FIRE PREVENTION DEVICES.

Periodic review of the building codes is necessary to keep them updated with respect to the latest, cost effective fire protection devices.

- r. **ECONOMIC IMPACT OF SYSTEM ABUSE**

The City should evaluate its options to curb abusive use of the emergency transport facilities.

POLICE PROTECTION

- s. EXTEND POLICE PROTECTION TO NEWLY ANNEXED AREAS.

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Equal police protection should be extended to all newly annexed areas as required by state law. A level of service that is consistent with other similarly situated areas in the community should be provided.

- t. OBSOLETE POLICE STATIONS AND SUPPORT FACILITIES SHOULD BE RENOVATED OR REPLACED TO PROVIDE ADEQUATE SERVICES.

Properly operating equipment and adequate facilities are critical to the operation of the police department, The police department responds to life and death situations each day and, therefore, obsolete or improperly operating equipment can place the lives of policemen in danger as well as prevent the protection of citizens that are in emergency situations.

- u. EVERY EFFORT MUST BE MADE TO INCREASE PUBLIC UNDERSTANDING OF CRIME TRENDS IN CORPUS CHRISTI AND TO ENCOURAGE CITIZEN INVOLVEMENT IN CRIME PREVENTION.

The City should encourage the local media to provide programs on crimes and crime prevention, Likewise, the City should encourage the development of private programs such as "Crime Stoppers" and "Neighborhood Watch" whose aim is to prevent or stop crimes

POLICIES - SOCIAL SERVICES

- v. SOCIAL SERVICE FACILITIES SHOULD BE PROVIDED IN A SYSTEMATIC MANNER THAT ENSURES SERVICES ARE PROVIDED WHERE THEY ARE MOST NEEDED.

In order to systematically provide these services, be developed which are based on population socio-economic characteristics of the population.

POLICIES - CULTURAL FACILITIES

- w. CONTRIBUTIONS TO SUPPORT ART FACILITIES SHOULD BE ENCOURAGED.

Many of the cultural-public facilities in the city include large buildings that require continuous maintenance and repair. To defray these expenses, the City should encourage voluntary contributions and offer its assistance in planning creative financing solutions for cultural-public facilities needing maintenance and repair.

- x. PRESERVATION AND REUSE OF CULTURALLY AND HISTORICALLY SIGNIFICANT BUILDINGS, AREAS AND SITES IN CORPUS CHRISTI SHOULD BE ENCOURAGED.

Proper identification of culturally and historically significant buildings is the first step in recognizing the historical identity.