



AGENDA MEMORANDUM

Public Hearing for the City Council Meeting of December 3, 2024

DATE: November 14, 2024

TO: Peter Zaroni, City Manager

FROM: Daniel McGinn, AICP, Director of Planning and Community Development
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Public Hearing for the Bayside Area Development Plan

CAPTION:

Public Hearing for the adoption of a new Bayside Area Development Plan, an element of the City's Comprehensive Plan, rescinding the former Southeast Area Development Plan; and amending conflicting plans.

SUMMARY:

The Bayside Area Development Plan (Plan) is an element of the City's Comprehensive Plan, designed to provide guidance and direction for the future of this 16.5-square-mile planning district, located between Morgan Avenue on the north, South Padre Island Drive (SH 358) on the south, Ocean Drive/Oso Bay on the east, and the Crosstown Expressway (SH 286) on the west. This Plan contains vision themes, policy initiatives, action items, public investment initiatives, and a future land use map. It will replace the previous Southeast Area Development Plan, which was originally approved in 1995. Staff and the Planning Commission recommend the adoption of this Plan.

BACKGROUND AND FINDINGS:

The City of Corpus Christi engaged the Asakura Robinson planning consultant team to evaluate current conditions, future opportunities, and develop a city plan that will direct public investment, guide future development, and create positive momentum in the Bayside planning district.

Public Engagement:

To develop the Plan, the planning team gathered public input in the following ways:

- Two public meetings
- Four sessions for community office hours
- Two surveys
- Five focus group meetings
- The creation of an advisory committee with five meetings held
- The creation of a project website with project materials and a guestbook for feedback

Content of the Plan:

The Plan is divided into five parts and includes the following content:

Introduction

- Development of the Plan
- Demographics
- Public Engagement Process
- Online Survey Summary

Future Land Use Map

The Future Land Use Map serves as a guide to future zoning and development decisions and provides a foundation to support the vision and recommendations of the plan.

Vision Themes

Three vision themes lay the foundation for the Plan and describe a collective community vision for the future of the Bayside planning district. The three vision theme topics are:

- Thriving Neighborhoods
- Connected Network
- Healthy Places

Policy Initiatives and Implementation

The Plan contains five policy initiatives that serve to organize the action items around a common goal that would help the City achieve the community vision. The five policy initiatives are:

1. Enhance local business vitality and connectivity to surrounding neighborhoods.
2. Prioritize safe transportation for all.
3. Understand and address bay-related environmental issues.
4. Improve green and open spaces.
5. Introduce and support more housing options.

Public Investment Initiatives

The Plan contains short-, mid-, and long-term public investment initiatives which incorporate the City's Capital Improvement Program and new projects identified through this planning process.

ALTERNATIVES:

The planning process, in general, involves the discussion and review of ideas that address and meet the priorities of the community. The draft plan proposed for adoption represents the final selection of alternatives or ideas that were considered during the development of the plan.

FISCAL IMPACT:

Adoption of the plan itself does not have a financial impact. City staff and City Council would review and approve future actions with financial obligations needed to implement this plan.

RECOMMENDATION:

Staff and the Planning Commission recommend the adoption of this plan as presented.

LIST OF SUPPORTING DOCUMENTS:

Ordinance & Draft Plan – Bayside Area Development Plan

Presentation - Bayside Area Development Plan