



AGENDA MEMORANDUM

First Reading for the City Council Meeting of March 16, 2021
Second Reading for the City Council Meeting of March 23, 2021

DATE: February 21, 2021
TO: Peter Zaroni, City Manager
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Public Hearing on the Northwest Boulevard (FM 624) Corridor Plan

CAPTION:

Ordinance adopting the Northwest Boulevard Corridor Plan as an element of the Plan CC Comprehensive Plan.

SUMMARY:

The Northwest Boulevard Corridor Plan is an element of the City's Comprehensive Plan, designed to provide guidance and direction for future development and public investments in the study area. The purpose of this planning effort was to identify strategies for improving the safety of the corridor for all users (motorists, bicyclists, pedestrians, transit riders, and those with limited mobility), improving the attractiveness of the corridor, and fostering a thriving economic climate. As one of the City Manager's FY 19/20 Budget Initiatives, this project represents the City's effort to proactively plan for safe, orderly and attractive growth consistent with the community's vision.

BACKGROUND AND FINDINGS:

The City of Corpus Christi worked with urban planning consultants from Asakura Robinson to create the Northwest Boulevard Corridor Plan to identify opportunities to improve Northwest Boulevard (FM 624) in the Calallen Area and guide future development.

The plan includes:

- A community-based vision statement and goals.
- Strategies and actions to achieve the vision and goals including conceptual drawings and examples of suggested improvements.
- An Implementation Plan summarizing the strategies and actions including time frames, rough cost estimates, potential funding sources, and responsible parties.
- An appendix containing the Assessment of Opportunities Report and summaries of surveys and meetings.

Community input was used to create the plan. An Advisory Committee was formed, and the committee met three times. Two online public meetings were held. Two online public surveys were conducted – a Vision Survey and a Concepts Survey. Several individual stakeholders were

consulted. Several community priorities emerged from the public process and are summarized as follows:

- Reduce traffic congestion on Northwest Boulevard.
- Preserve and enhance the business and commercial space.
- Enhance beauty and landscaping in the area.
- Improve bicyclist and pedestrian safety.

The project team used the results of community input to develop the following vision statement and goals, which were reviewed with the public during the second phase of public engagement and refined for the final draft plan.

The Vision: “Northwest Boulevard is Calallen’s “Main Street,” providing the amenities of a prosperous neighborhood center in a small, tight-knit community. The Boulevard is a welcoming, diverse, and family-friendly place where people go to shop, gather, invest in businesses, play and raise a family.”

The Goals:

“Northwest Boulevard’s future is:

- 1) Safe, accessible, and easy for people of all ages and abilities to get around.
- 2) Prosperous, with a strong local economy anchored by small businesses.
- 3) Healthy for people and nature, with opportunities to be active outdoors.
- 4) Attractive and orderly, with new development that fits into a cohesive whole.”

For each goal above, the plan identifies six to nine strategies and actions the City and community partners could complete to achieve the goals.

ALTERNATIVES:

The planning process, in general, involves the analysis of alternatives that are reviewed with the community. The plan being presented represents the selection of the best alternatives for improving the corridor.

FISCAL IMPACT:

Adoption of the plan itself does not have a financial impact. While the plan provides approximations of the cost of potential improvements, City staff and Council would review and approve future actions with financial obligations needed to implement this plan.

Funding Detail:

Fund: N/A

Organization/Activity: N/A

Mission Element: N/A

Project # (CIP Only): N/A

Account: N/A

RECOMMENDATION:

Staff recommends approval of the Northwest Boulevard Corridor Plan.

Planning Commission recommends approval with conditions:

- Amend the document to address the implementation of additional street lighting.
- Amend the document to emphasize the implementation of new/future city utilities; (Water, Wastewater, and Storm Water).

Transportation Advisory Commission recommends approval.

LIST OF SUPPORTING DOCUMENTS:

Northwest Boulevard Corridor Plan – Final Report (Jan. 2021)
Ordinance
PowerPoint