



Place Attachment Plan Executive Summary

*City of Corpus Christi
City Council*



Joe Borgstrom

Principal

Education:

Bachelor of Business Administration
University of Michigan-Flint

Certifications:

Economic Development Finance Professional
Leadership in Place Management

Joe Borgstrom

Principal

Joe Borgstrom is an accomplished professional in the fields of Downtown Redevelopment, Community and Economic Development, Main Street and Placemaking. His 2d-year career includes executive management, project financial structuring and evaluation, fund development, foreign direct investment recruitment, program management, public speaking and consulting. He and his teams have used state and local incentives to leverage more than \$2.2 billion in private investment into communities.

PLACE + MAIN

STRENGTH + WEAKNESSES

STRENGTH

**Family Friendly
+ Great for
Senior Citizens**

WEAKNESS

**Places to Meet
People + Social
Offerings**

WEAKNESS

**Government
Services +
Educational
Offerings**

PHASE 2 PURPOSE

Develop a plan to enhance and expand those things about the community that are associated with their connection to help retain and attract residents

CITY OF CORPUS CHRISTI

KEY RECOMMENDATIONS

RECOMMENDATIONS





AESTHETICS + COMMUNITY ASSETS

Add 2,000 Housing
Units to Downtown +
Adjacent
Neighborhoods

AESTHETICS + COMMUNITY ASSETS

Activate Beachfront +
Parks







AESTHETICS + COMMUNITY ASSETS

Neighborhood Node
Development



AESTHETICS + COMMUNITY ASSETS

Public Art





Social Offerings

Home Ownership Assistance





Economic Offerings + Place Connectedness

Higher Education Expansion



18-34-YEAR-OLD DEMOGRAPHIC

- Professional Development Efforts
- Home Ownership Assistance Programs
- Walkable Communities
- Diversity of Housing Stock
- Social Offerings

RECOMMENDATIONS SUMMARY

Action	Priority	Timetable	Cost	Difficulty	Responsible Entity	Supporting Entity	Success Measure
Housing Strategy (Add 2,000 units)	High	5-10 Years	\$\$\$	Difficult	City of Corpus Christi	Downtown Management Board	2,000 units constructed and occupied
Public Park Improvements	Medium	12-24 Months	\$\$	Easy	City of Corpus Christi	Downtown Management Board City Parks + Rec	Three projects created semi-permanent space created
Harbor Bridge Landing	High	3-5 Years	\$\$\$	Difficult	Nueces County	Port of Corpus Christi City of Corpus Christi	Bridge demolished; public space activated
Neighborhood Node Development	High	12-36 Months	\$\$\$	Medium	City of Corpus Christi	CCREDC	One New Urbanist Development Under Construction

RECOMMENDATIONS SUMMARY

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Developer Recruitment	High	12 Months	\$	Medium	City of Corpus Christi	CCREDC	Host 2-3 Developers of New Urbanist Projects
Developer Education	Medium	12-24 Months	\$	Easy	Downtown Management Board	City of Corpus Christi CCREDC	Training series for prospective developers conducted
Mixed-Use Financial Incentives	High	12-18 Months	\$\$	Medium	City of Corpus Christi	CCREDC	Incentives created and promoted
Blight Removal Loan Program	Medium	1-3 Years	\$\$	Medium	City of Corpus Christi		3 Blight Redevelopment Loans Made
Stricter Blight Code Enforcement	High	12 Months	\$	Medium	City of Corpus Christi		25% reduction in blighted properties

RECOMMENDATIONS SUMMARY

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Vacant Property Registration Ordinance	High	12-18 Months	\$	Medium	City of Corpus Christi	Downtown Management Board	Vacant Property Registration created + used
Redevelopment Authority	Medium	2-4 Year	\$\$\$	Difficult	City of Corpus Christi	CCREDC	Redevelopment Authority created + funded
Pothole Patrol (72-Hour Response)	High	12-18 Months	\$\$	Easy	City of Corpus Christi		Pothole complaints responded to within 72-hours
Road Work Warranties	Medium	2-3 Years	\$\$	Medium	City of Corpus Christi		Warranties for road work included in all appropriate contracts
Anti-Litter Campaign (Public Relations)	Low	12-36 Months	\$	Easy	City of Corpus Christi	Downtown Management Board	Campaign created; Reduction of litter
						VCC	
Anti-Litter Campaign (Adopt-A-Spot)	Medium	12-24 Months	\$	Medium	City of Corpus Christi	Downtown Management Board	Adopt-A-Spot program created; 10 areas identified + adopted
						VCC	

RECOMMENDATIONS SUMMARY

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Expand + Bundle Public Art Offerings	Medium	12-24 Months	\$\$	Medium	VCC	City of Corpus Christi Downtown Management Board	Art Trail created; three new public art pieces created
Matching Grant Program for New Homeowners	Medium	12-24 Months	\$\$	Difficult	City of Corpus Christi		Matching grant program created, funded
Festivals + Events Grant Program	Low	12-24 Months	\$\$	Medium	VCC	City of Corpus Christi	Grant program created; five grants given for new events



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