



## **AGENDA MEMORANDUM**

Public Hearing and First Reading for the City Council Meeting of December 12, 2017  
Second Reading for the City Council Meeting of December 19, 2017

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**DATE:** October 23, 2017

**TO:** Margie C. Rose, City Manager

**FROM:** Daniel McGinn, AICP, CFM, Assistant Director of Planning & ESI  
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<p>Proposed Adoption of the Downtown Area Development Plan</p>
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### **CAPTION:**

Ordinance adopting a new Area Development Plan for the City of Corpus Christi titled "The Downtown Area Development Plan; Rescinding the Central Business Development Plan adopted by City Council Ordinance #025658; providing for severance; and providing for publication.

### **PURPOSE:**

The current Area Development Plan for Downtown, the Central Business Development Plan, was adopted on May 21, 2013 as an element of the City's Comprehensive Plan. Due to growth in Corpus Christi, and the new Harbor Bridge Project, many opportunities are being presented in the Downtown Area. To ensure that the Downtown Area of Corpus Christi develops in a way that promotes economic growth, a high quality of life, safety, creativity, and connectivity, the Downtown Area Development Plan (DADP) has been drafted.

### **BACKGROUND AND FINDINGS:**

City Staff has been working with the consultant firm Goody Clancy & Associates to draft the Downtown Area Development Plan, which includes: vision themes, priority policy initiatives and implementation plans, infrastructure initiatives, district framework, framework for development guideline's within TIRZ #3, and transportation initiatives. The Downtown Area Development Plan is a result of an eight-month process of comprehensive and intensive public outreach. An Advisory Committee was established at the onset of the planning process to guide the City and consultants towards the recommendations in the DADP. A series of open public meetings were held November 18-20, 2014, February 24, 2015, and May 21, 2015. Following a series of stakeholder meetings, public meetings, technical analysis and recommendations, the initiative culminated in a draft plan document dated November 2015. Work on the DADP was suspended at that time to allow focus on

completing and adopting the Corpus Christi Comprehensive Plan (Plan CC). With the adoption of Plan CC in the fall of 2016, the DADP has been updated to reflect current conditions and input received during a series of stakeholder meetings held on March 1<sup>st</sup>, 2017 and a July 24<sup>th</sup>, 2017 Open House at City Hall.

The Major goals and policies of the Downtown Area Development Plan address the following:

#### Five Vision Themes

- Encouraging market-driven development
- Creating more housing choices
- Completing a waterfront park and trail network
- Reconnecting neighborhoods
- Celebrating a unique place to live, work, and play

#### Three Priority Policy Initiatives Categories

- Real estate reinvestment
- Infrastructure
- Great places for people

#### Infrastructure Initiatives

- Parks and paths
- Parking
- Streetscape
- Roadway changes and/or other major street improvements
- Utility/ infrastructure
- Transit

#### District Framework for Downtown Area neighborhoods

- Marina Arts District
- Bayshore Neighborhood
- Uptown and surrounding neighborhoods
- Washington-Coles
- Hillcrest
- SEA District
- North Beach

#### Development Guidelines for TIRZ #3

- Primary Walking Street
- Flexible Access Street
- Gateway Corridor or Boulevard

Staff presented the Draft Downtown Area Development Plan during the Council meeting of September 26, 2017. During this meeting, Council held a public hearing, provided comments on the document, and voted to table the item.

The following updates were made to the Downtown Area Development Plan (Exhibit A)

since the September 26, 2017 Council Meeting:

1. The Advisory Committee is now included in the main document, rather than a separate appendix.
2. The description of the North Beach Redevelopment Initiative on page 12 was corrected so that the last sentence states that the work is “[underway].”
3. References to Type A funds have been updated to “Type A/B.”
4. The front cover and footers have all been updated to read “October 17, 2017.”

**ALTERNATIVES:**

Denial of the proposed Downtown Area Development Plan with suggestions to the Planning & ESI Department

**OTHER CONSIDERATIONS:**

Not applicable

**CONFORMITY TO CITY POLICY:**

The proposed Downtown Area Development Plan conforms to City policy.

**EMERGENCY / NON-EMERGENCY:**

Non- Emergency

**DEPARTMENTAL CLEARANCES:**

All City Departments; Planning Commission – recommended approval August 23, 2017

**FINANCIAL IMPACT:**

☐ Operating      ☐ Revenue      ☐ Capital      ☒ Not applicable

<b>Fiscal Year: 2016-2017</b>	<b>Current Year</b>	<b>Future Years</b>	<b>TOTALS</b>
Line Item Budget			
Encumbered / Expended Amount			
This item			
BALANCE			

Fund(s):

**Comments:**

Not Applicable

**RECOMMENDATION:**

Staff recommends approval of the adoption of the Downtown Area Development Plan.

**LIST OF SUPPORTING DOCUMENTS:**

Ordinance

PowerPoint Presentation

Survey Results

Exhibit A: Downtown Area Development Plan Draft

Exhibit B: Appendix A, Real Estate Market Analysis for housing, office, hotel, and retail