

An aerial photograph of Corpus Christi, Texas, showing the harbor filled with numerous boats and yachts. In the foreground, there is a large, circular green lawn area with a statue in the center, surrounded by a paved road. To the right, a modern high-rise building is visible. The city's seal is in the top right corner.

Downtown Traffic + Planning Analysis

Corpus Christi TX

Presentation to the TIRZ #3 Board of Directors
November 28, 2017



Overview

- I. The Why
- II. Identifying the Opportunity
- III. Market Analysis by RCLCO
- IV. Infrastructure Alignment Process
 - I. Project Prioritization
 - II. Two Way Conversion
 - III. Policy Opportunities
 - IV. Areas of Impact
- V. Moving Forward





The Why

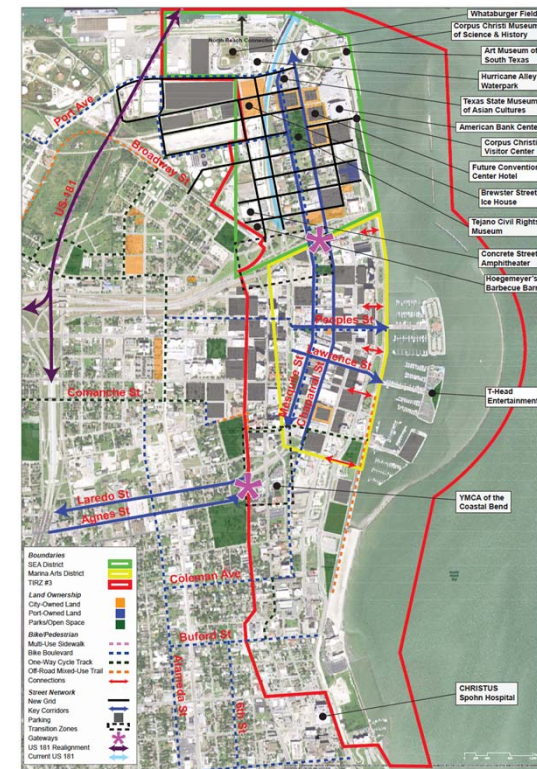
- Chaparral & Shoreline Realignment Projects
- Identify and prioritize development potential and infrastructure investment in the Downtown over the next 10+ years
- Tie together planning and transportation initiatives:
 - Downtown Area Development Plan
 - Harbor Bridge Realignment and Construction
 - Downtown Parking Action Plan
 - One Way to Two Way Street Conversions
 - Mobility and Walkability
 - Entertainment and Tourism Destinations





Identifying the Opportunity

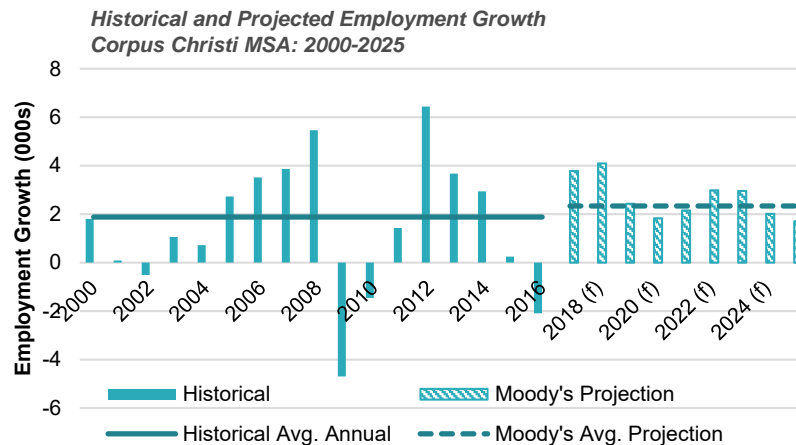
- Began with stakeholder engagement and a SWOT analysis of the market, transportation infrastructure, and development potential
- Met with local business owners, property owners and residents in April, July, and October 2017



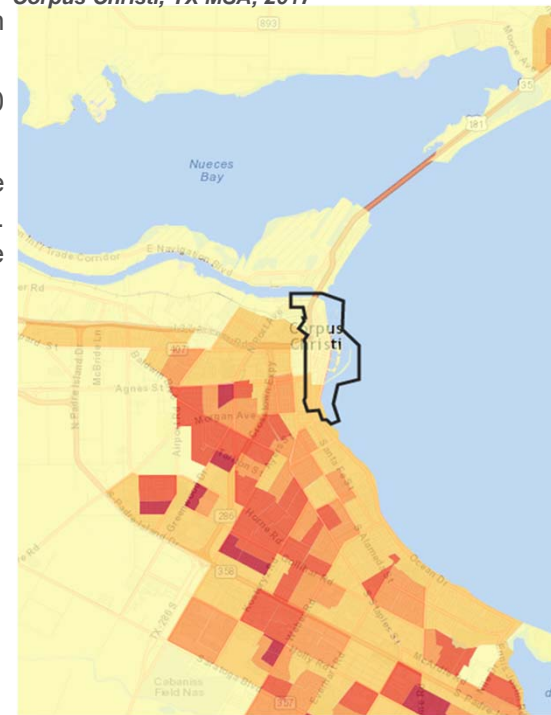


Market Analysis Households & Employment

- The majority of Corpus Christi households are concentrated south of downtown along the Highway 358 corridor, between downtown and Flour Bluff
- Moderate household growth of 1.1% annually over the past 10 years expected to continue
- Corpus Christi was one of the fastest metros to recover from the Great Recession, recapturing all job losses by April of 2012. However, the collapse of oil prices in 2014 resulted in stagnate employment growth in 2015, and job losses in 2016.



**Household Density by Block Group
Corpus Christi, TX MSA; 2017**



RCLCO

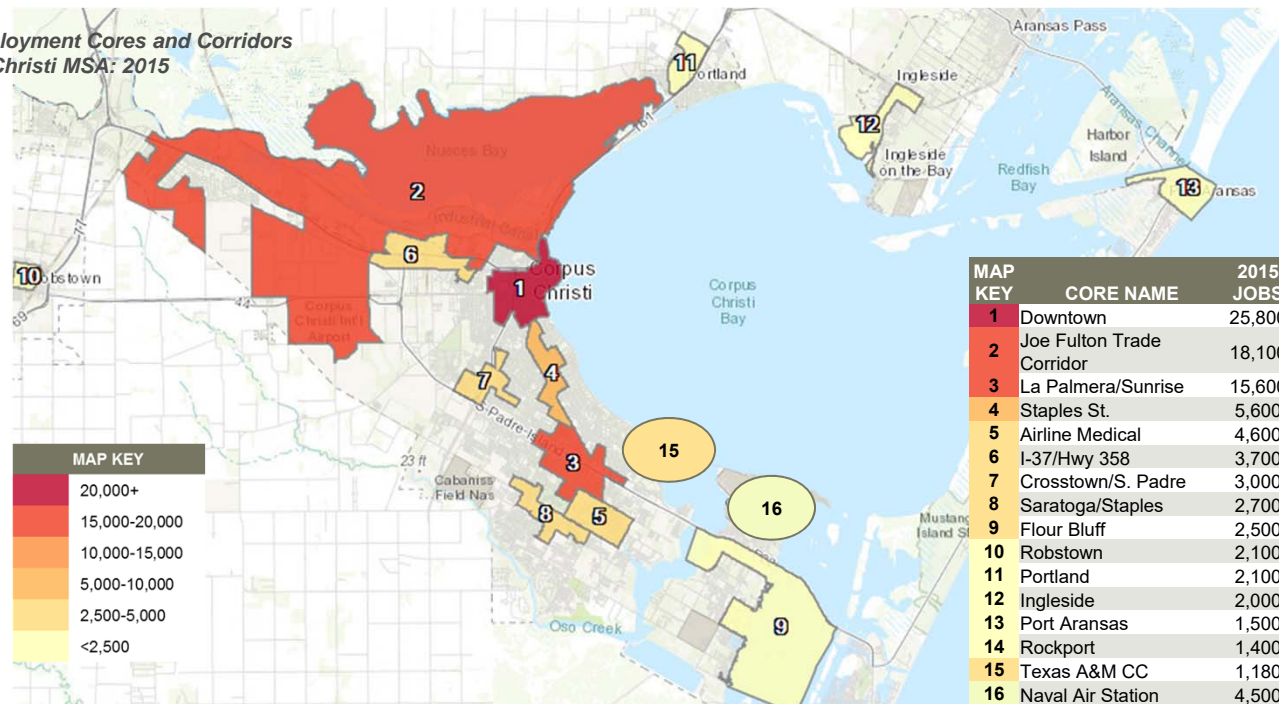
Kimley»Horn Source: Moody's Analytics; Bureau of Labor Statistics; RCLCO



Market Analysis Employment Cores

- Downtown Corpus Christi is the most significant employment core in the MSA and accounts for approximately 15% of total employment and over 25% of total FIRE, STEM, and Professional Service employment.

*Top Employment Cores and Corridors
Corpus Christi MSA: 2015*



RCLCO

Kimley»Horn

Source: U.S. Census Bureau - Longitudinal Employer-Household Dynamics; RCLCO



Market Analysis Downtown Rental Demand

- Most renters live south of downtown, with only about 1,000 renter households living in the TIRZ District and very few planned projects. This suggests that there is a shortage of downtown apartment rentals on the market.
- National survey data reveals that without supply constraints, 13% of renters would choose to live in a urban, mixed-use, downtown environment. Given that downtown is the major employment core in Corpus Christi, this share is likely even higher in CC.

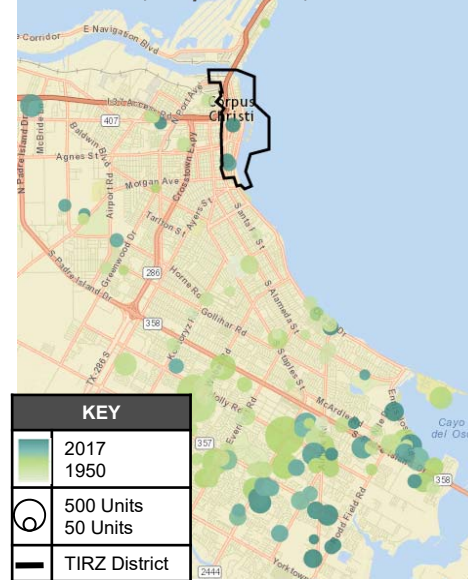
Average Annual Demand for Multifamily Units, by Age and Income; Corpus Christi TIRZ District

Income	Under 35 Young Prof.	35-54 Mature Prof. /Families	55+ Empty Nesters	Total
Less than \$35,000	79	9	9	97
\$35,000-\$50,000	9	3	0	14
\$50,000-\$75,000	78	18	5	102
\$75,000+	44	11	4	60
\$35,000+ Demand	131	32	9	172
Total Demand	210	41	18	269

*Aggregated Long-Term Demand for Multifamily Units
Corpus Christi TIRZ District*

	Average Annual	5-Year Demand	10-Year Demand
Demonstrated Demand	30	100	300
\$35,000+ National Preferences Demand	172	800	1,600
National Preferences Demand	269	1,400	2,800

*Map of Recent and Planned Multifamily Developments
TIRZ District, Corpus Christi; 2010-2019*



RCLCO

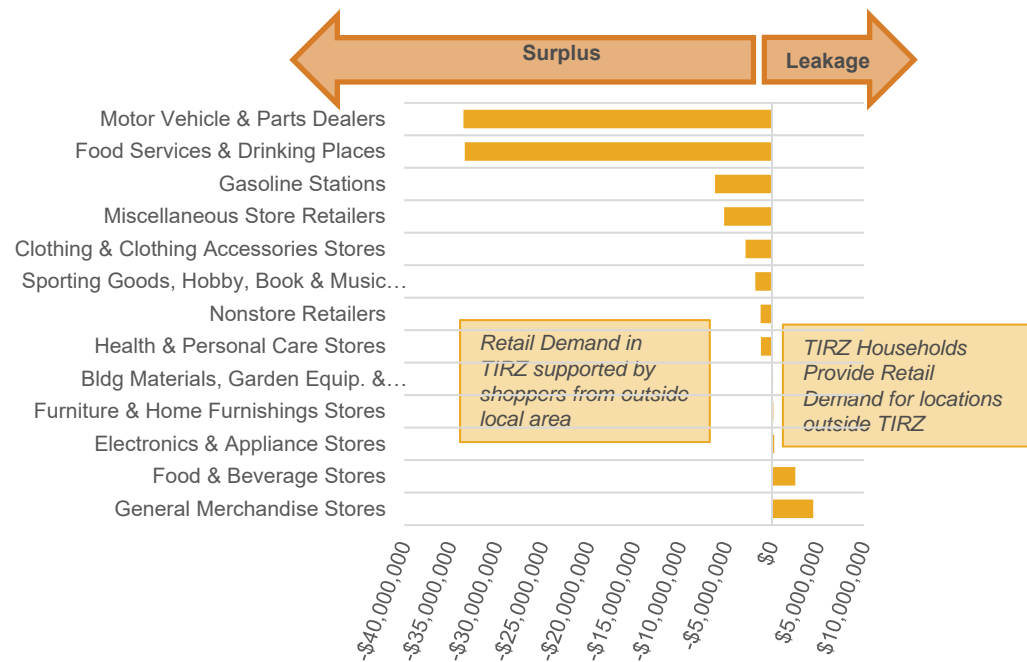
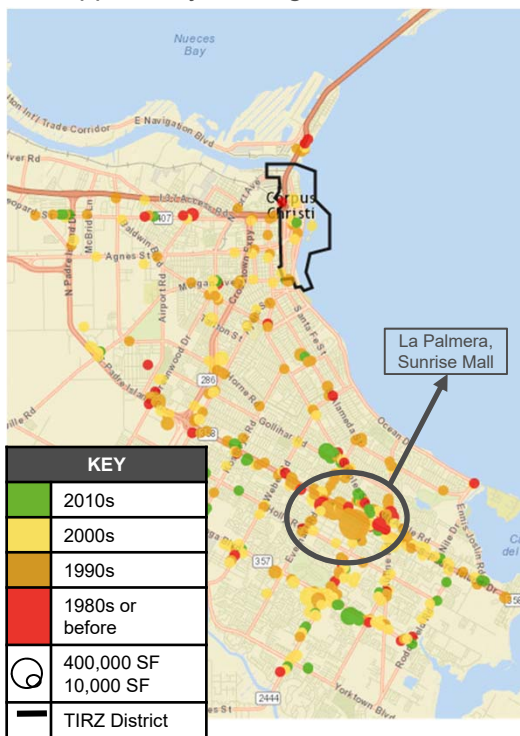
Kimley»Horn

Source: US Census American Community Survey; ESRI; NAR; RCLCO



Market Analysis Downtown Retail Opportunity

- Lack of recent retail deliveries in the MSA and limited existing retail in the TIRZ District
- Opportunity for neighborhood services that serve local market, beyond seasonal visitors



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Source: ESRI; RCLCO



Infrastructure Alignment Process

- October 2017 Workshop
- *Focus: Align Investment and Phasing*



- One – on- One Hours
- Six Focus Groups





Project Prioritization

- Identifies projects by
 - potential funding source (Bond, TIRZ #3, TxDOT)
 - phasing (Short, Mid, Long Term)
 - area of impact (private investment opportunities)
- Map sets forth catalytic development opportunities:
 - Policy recommendations such as wayfinding, traffic signals, water taxis, micro-transit, etc.
 - One to Two Way Conversion





2018 - 2020

Project Prioritization – Short Term

- Project Highlights*
 - Chaparral Street Phase 2
 - Two-Way Street Conversion Evaluation
 - A. Portion of Lawrence Street moving forward
 - B. Shoreline to Water Street Segments on Starr, Peoples, Schatzel, William, John Sartain
 - Pedestrian Improvements to Shoreline Boulevard
 - Water Street Resurfacing (I-37 to Buford)
 - Downtown Signalization Bond Project
 - Agnes/Laredo Gateway Improvements
 - Upper and Lower Broadway Engineering and Design
 - Sea Wall Improvements
 - Traffic Signals/Four Way Stop Evaluation
 - Twigg Street Improvements





2018 - 2020

Project Prioritization – Short Term





2021-2028

Project Prioritization – Mid Term

- Project Highlights*
 - Staples Street Extension
 - Two Way Street Conversion – Mesquite
 - Reconnect Streets in SEA District timed with Bridge Removal
 - Fitzgerald
 - Power
 - Belden
 - Agnes/Laredo Corridors Operation Improvements
 - Water Taxi Service Infrastructure
 - Peoples Street Streetscape Improvements
 - IH-37 Engineering Design
 - Twigg Street Bridge





2021-2028

Project Prioritization – Mid Term





2029 +

Project Prioritization – Long Term

- Sea Wall Pedestrian Extension
- Shoreline Boulevard Realignment Phase 2
- Event Traffic Route by ABC



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Two Way Conversion



Legend
One-way roads

• Issues

- Confusing for Vehicles
- Limits Access to Businesses
- Surplus Land Capacity





Two Way Conversion



Legend

- Proposed One-way to Two-way conversion
- Existing signalized intersection impacted by two-way conversion
- One-way roads

• Benefits

- Improved pedestrian connectivity
- Improved traffic flow
- Better access to businesses





Policy Opportunities

The following are policy related issues impacting Downtown usability.

- Sidewalk Responsibility
- Formal Traffic Control for Events
- Construction Phasing and Management
- Downtown Parking Action Plan
- Operational Standards & Truck Routes





Areas of Impact / Potential Private Investment

- Identifies the project by year and in correlation to surrounding parks/open space and major destinations
 - 2018 to 2020
 - 2021 to 2028
 - 2029 +
- Identification of investment opportunities within the Downtown as they relate to projects





Moving Forward

- Town Hall this Evening @ ABC 6:00 p.m.
- Catalytic Development Opportunities
 - Ties together the infrastructure project investments with the areas of impact
- Final Deliverable:
 - Recommendations on Capital Improvement Program (CIP) and Program/Policy refinements
 - Illustrative Graphic of SEA District Redevelopment Potential

