

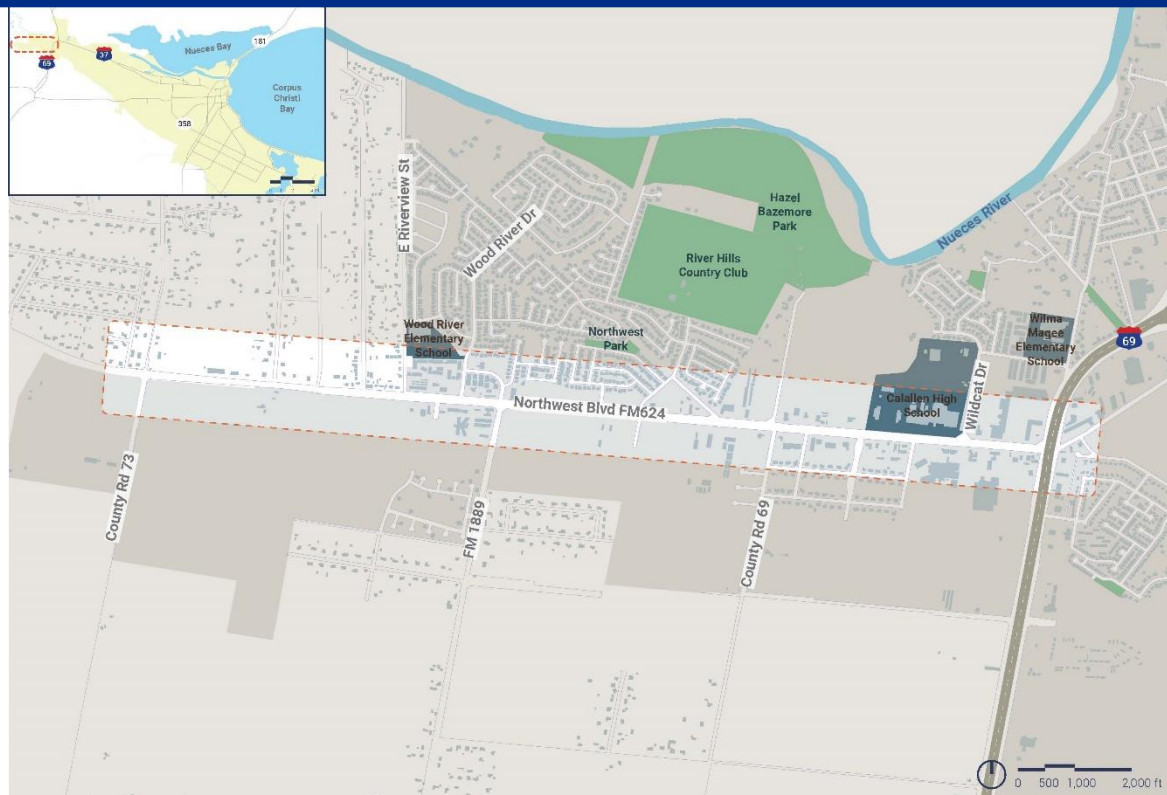
# **Northwest Boulevard (FM 624) Corridor Plan**



Planning Commission Presentation  
January 20, 2021



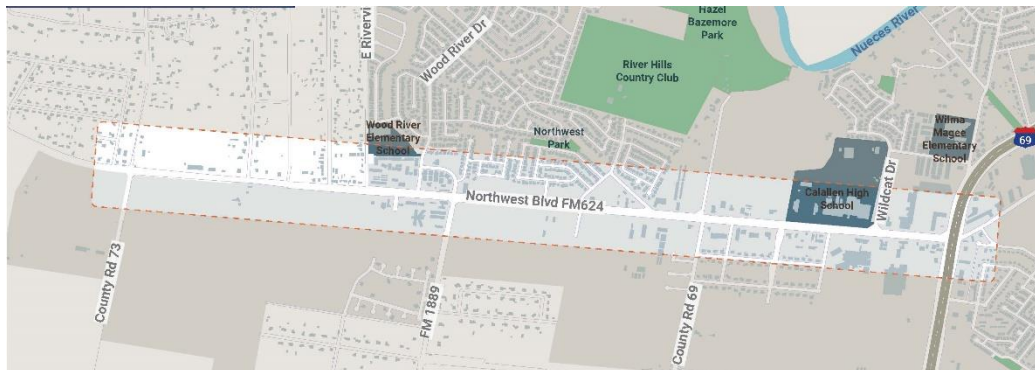
# About the Project





# About the Project

- Effort to proactively plan for orderly and attractive growth consistent with the community's vision.
- First step toward creating an attractive and safe corridor for all users
  - Motorists, pedestrians, bicyclists, bus riders, and those with limited mobility.
- Corridor is prioritized in the MPO's Transportation Improvement Plan
  - Expansion from 4 to 6 lanes with a median from CR 69 to CR 73 (\$18M)





# Planned Developments

Figure 1: Study Area Existing Land Uses and Planned Developments

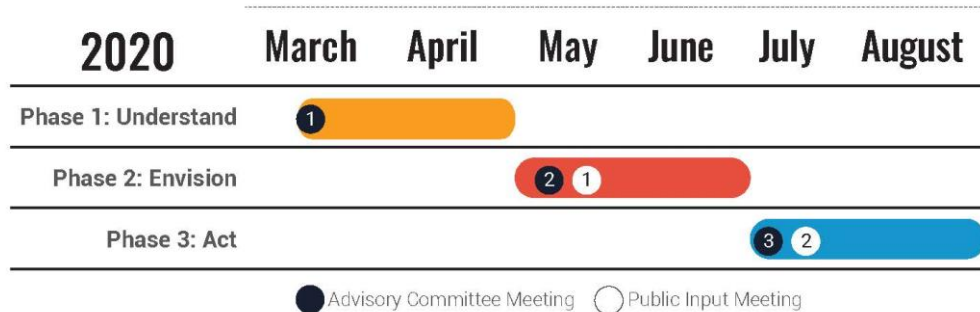


Legend and details on Pages 4-5 of the final report





# Public Engagement



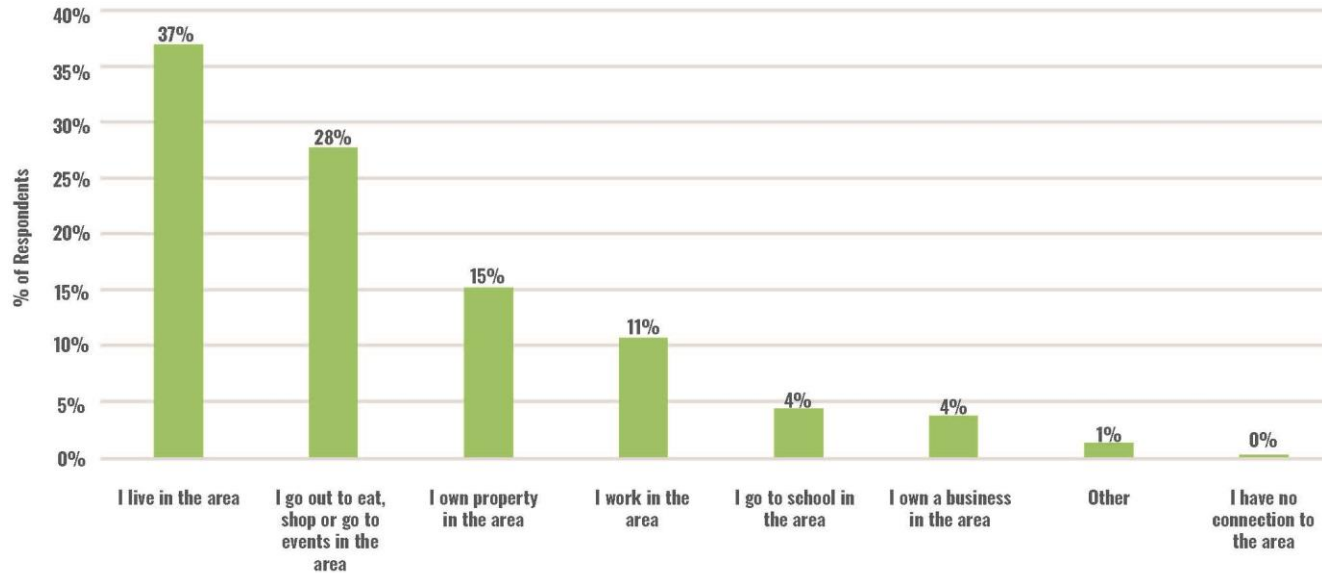
- Two online surveys received a combined 590 responses
- One online mapping tool to identify issues and assets
- Two virtual public meetings
- Three Advisory Committee meetings
- Individual stakeholder discussions



# Vision Survey Results

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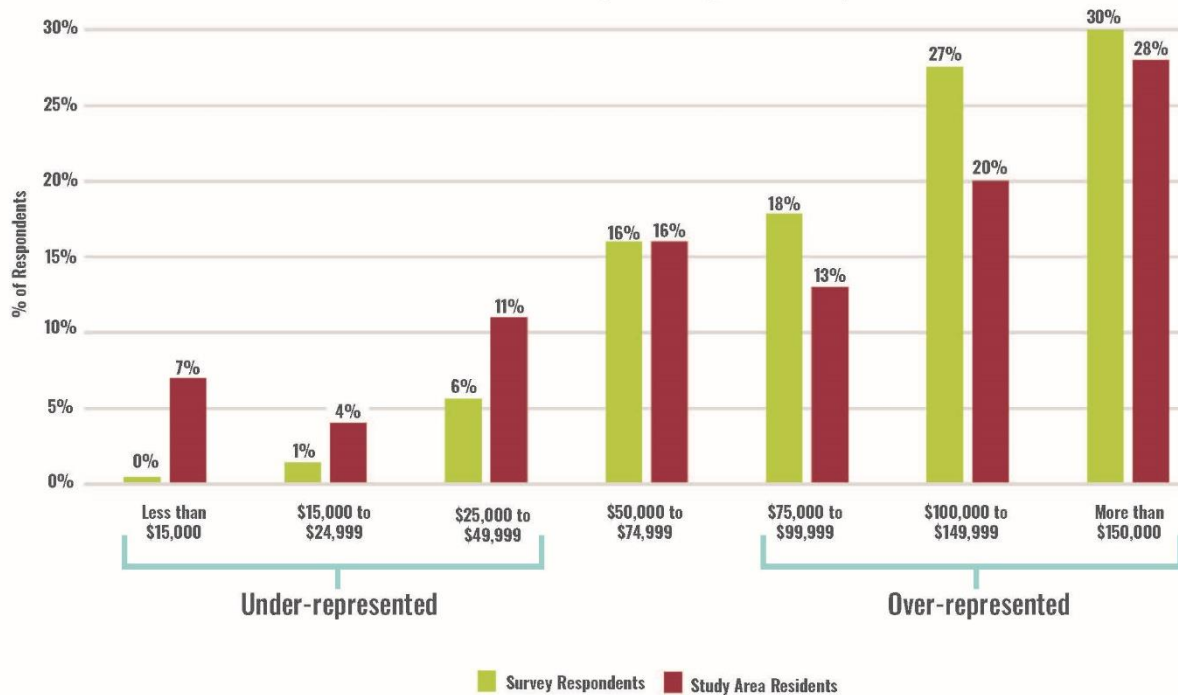
## Connection to Northwest Boulevard





# Vision Survey Results

Household Income: Survey to Study Area Comparison

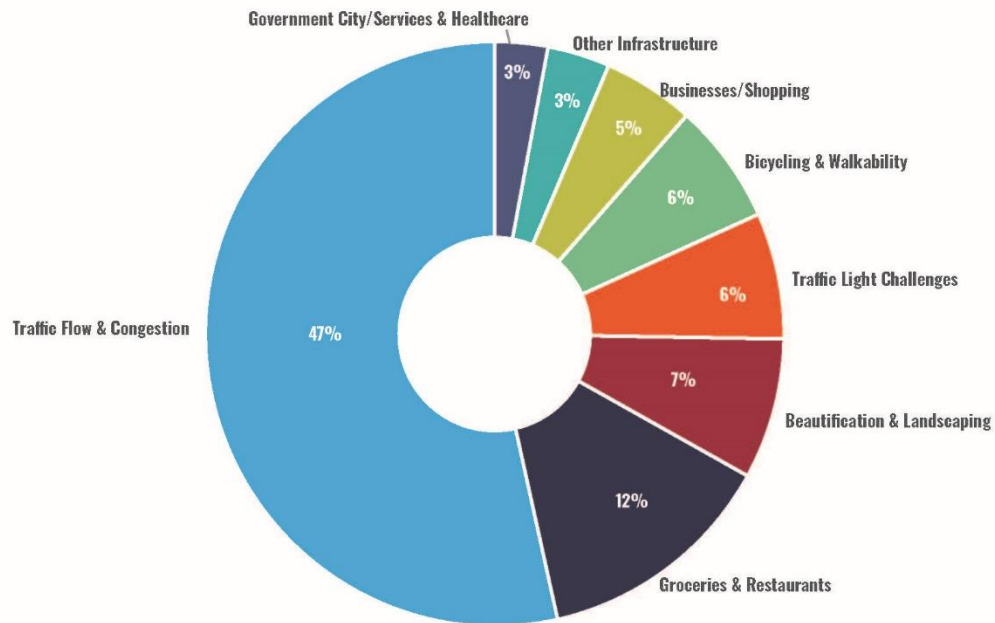






# Vision Survey Results

Name one improvement you'd like to see in the Study Area







# Vision Survey Results

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## Reduce Traffic Congestion



**80% Strongly Agree**

Roads should be more convenient for auto traffic with less congestion



# Vision Survey Results



## Develop a Grocery Store and Dining Options



Hat Creek Burger Company, Austin, Texas



H-E-B

Desire for a grocery store and for more restaurant options, particularly family-friendly dining in options



# Vision Survey Results

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## Enhance Beautification and Landscaping

### #1 Write In

on additional thoughts for  
improving the Northwest  
Boulevard area

"This area is the future of Corpus  
Christi and is the first impression  
for tourists and visitors coming  
here. Make it more attractive and  
accessible so they want to return."





# Vision Survey Results

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## Improve Pedestrian and Bicyclist Safety



**Over 50% Strongly Agree**  
Northwest Boulevard area  
roads should be safer  
and more accessible and  
convenient for bicyclists and  
pedestrians





# Vision Survey Results

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## Mixed Results on Housing



The majority (55%) agrees or strongly agrees that **"people who work in the area should be able to find housing within their means in the area."**



However, **only 30%** agree or strongly agree that **"the area should provide a wider variety of housing options for different types of households."**



## 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.**





# Goals Identified

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Northwest Boulevard's future is:

## 1) Safe, accessible and easy for people of all ages and abilities to get around.

- » Congestion is less frequent, making it easier for people to get around and navigate the neighborhood
- » Traffic is calmed, making it safer for people to drive, walk across, and bike along the boulevard
- » Streets and sidewalks are accessible, and built to ADA standards

## 2) Prosperous, with a strong local economy anchored by small businesses

- » A variety of neighborhood restaurants and retail outlets offer a diverse array of goods, services, and family-friendly experiences
- » Businesses can receive support and incentives from public entities to recover from loss of income





# Goals Identified

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Northwest Boulevard's future is:

## **3) Healthy for people and nature, with opportunities to be active outdoors.**

- » Trees and vegetation provide shade and help drain stormwater
- » Trails are easily accessible for walking, hiking and biking

## **4) Attractive and orderly, with new development that fits into a cohesive whole**

- » Public infrastructure is expanded to areas planned for development
- » Public art and neighborhood branding convey a sense of place and beautify the public realm
- » Wayfinding signage draws attention to neighborhood attractions and guides visitors
- » Regulation of commercial signage ensures a consistent, physical appearance along the Boulevard



# Strategies & Actions

## Transportation

Strategies and Actions	Goals			
	1	2	3	4
<b>Transportation</b>				
T1. Reduce congestion at I-69	✓		✓	
T2. Improve intersections for safety and mobility	✓		✓	
T3. Build active infrastructure along roadways	✓		✓	
T4. Coordinate with ISD to manage traffic demand	✓		✓	

## Land Use, Zoning & Business

Strategies and Actions	Goals			
	1	2	3	4
<b>Land Use, Zoning &amp; Business</b>				
L1. Adopt Future Land Use Map Amendment		✓		✓
L2. Relax zoning and other city restrictions for businesses adapting to COVID-19		✓		
L3. Provide small businesses programs that target long-term impacts of COVID-19		✓		

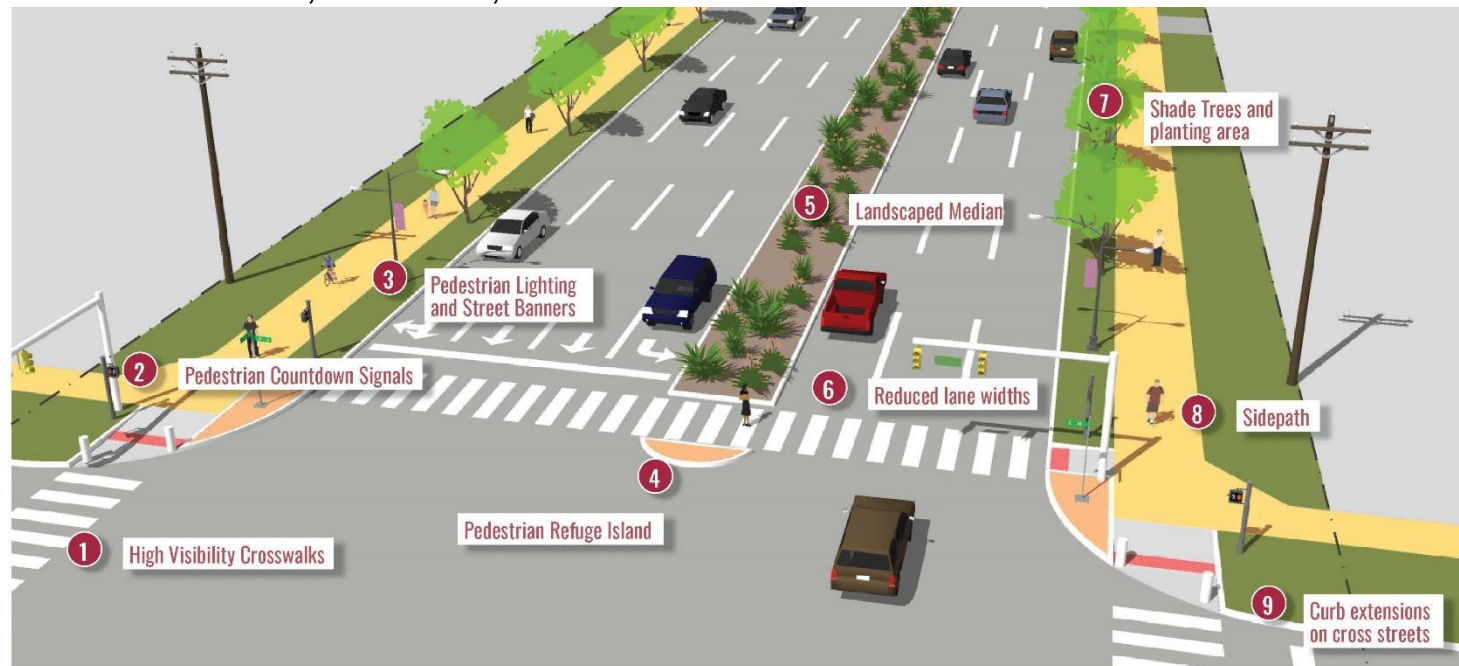
## Streetscape/Landscape

Strategies and Actions	Goals			
	1	2	3	4
<b>Streetscape</b>				
S1. Reduce lane widths	✓	✓	✓	✓
S2. Enhance planting areas	✓	✓	✓	✓
S3. Expand and plant medians	✓	✓	✓	✓
S4. Design and install signage and banners	✓	✓	✓	✓
S5: Install Public Art	✓	✓	✓	✓



# Putting the Strategies Together

## Elements of a Safe, Accessible, and Attractive Northwest Boulevard



*Pages 13-14 of the final report*



# Transportation Strategies

Strategy	Actions
T1. Reduce congestion at I-69	Study alternatives to existing design, identify preferred design
	Allocate/identify funding for design and construction



**FM 624/I-69 Interchange.**  
*Source: Google Maps*



**Single-Point Urban Interchange,**  
**Phoenix, AZ** *Source: Google Maps*



**51<sup>st</sup> Street Roundabout at I-35, Austin, TX**  
*Source: ASCE Texas*



# Transportation Strategies

Strategy	Actions
T2. Improve intersections for safety and mobility	Incorporate traffic-calming and pedestrian facilities into designs for prominent intersections



FM624/River Trail Dr



FM624/FM1889



FM624/CR69



FM624/I-69 Interchange



- Study area
- Fatal Crash
- Non-Incapacitating Injury
- Bicycle Collision
- Pedestrian Collision





# Traffic Calming & Pedestrian Facilities



**Pedestrian refuge island.**

*Source: NACTO*



**Curb bump-out.** *Source: NACTO*



**Raised, high-visibility crosswalk.**

*Source: Fox11 News/City of Appleton*



**Raised, high-visibility crosswalk.** *Source: Appleton Dept. of Public Works*



**Pedestrian countdown signal.**

*Source: Maricopa Assn. of Governments*



# Transportation Strategies

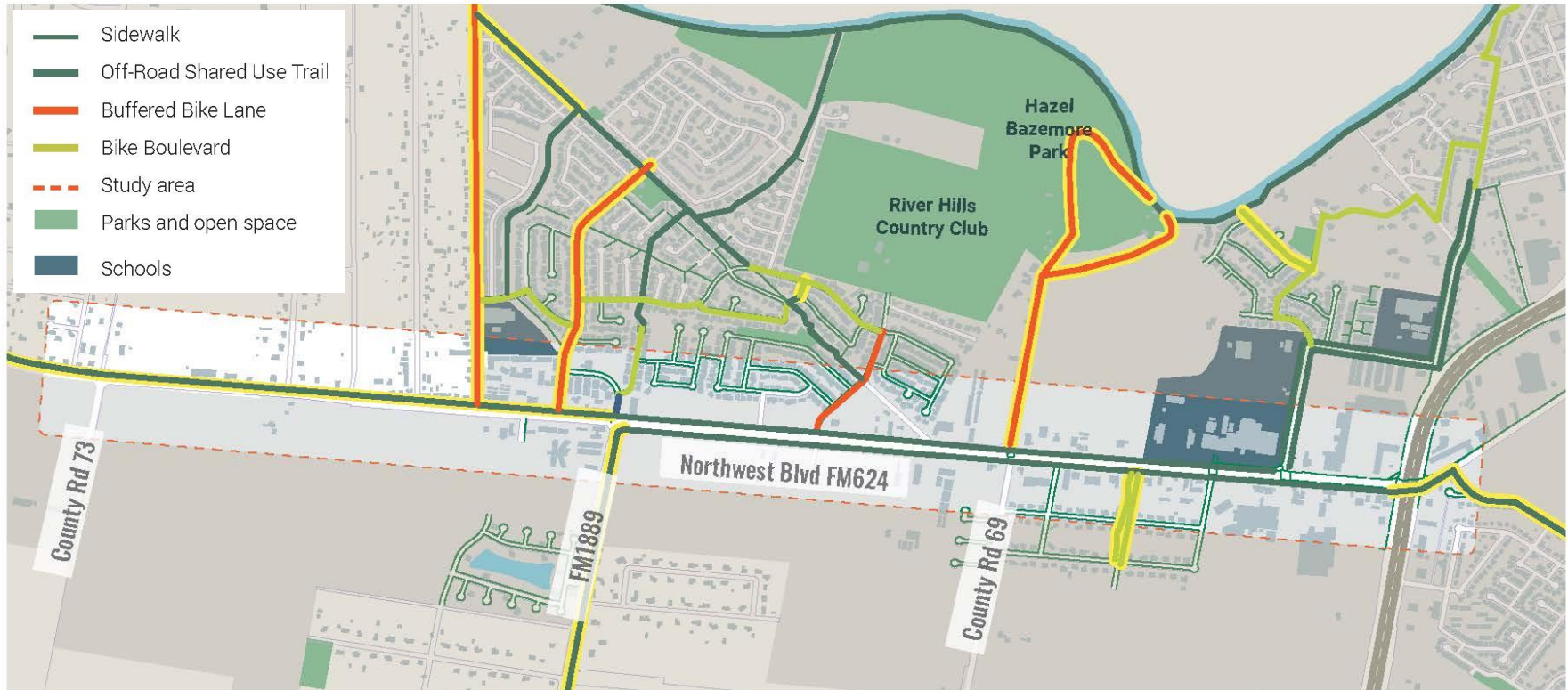
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Strategy	Actions
T3. Build active infrastructure along roadways	Construct sidepaths as recommended along Northwest Boulevard
	Install buffered bike lanes along recommended roadways
	Install shared-lane markings and signage along recommended roadways





# Proposed Changes for Bicycle Plan





# Bicycle Facility Types

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Off-Road Shared Use Trail



Bicycle Boulevard



Buffered Bike Lane



# Transportation Strategies

## Strategy

### T4. Coordinate with ISD to manage traffic demand

Figure 5: Improved Traffic Circulation



Pages 20-21 of the final report

## Actions

Review signal timing at Wildcat Drive and River East Drive to prioritize predominant traffic movements during peak morning and afternoon periods - particularly during the 4pm rush hour.

Produce and execute a traffic management plan designed for special events.

Organize a walking school bus program and other activities to encourage walking and biking to school.



# Land Use, Zoning & Business Strategies

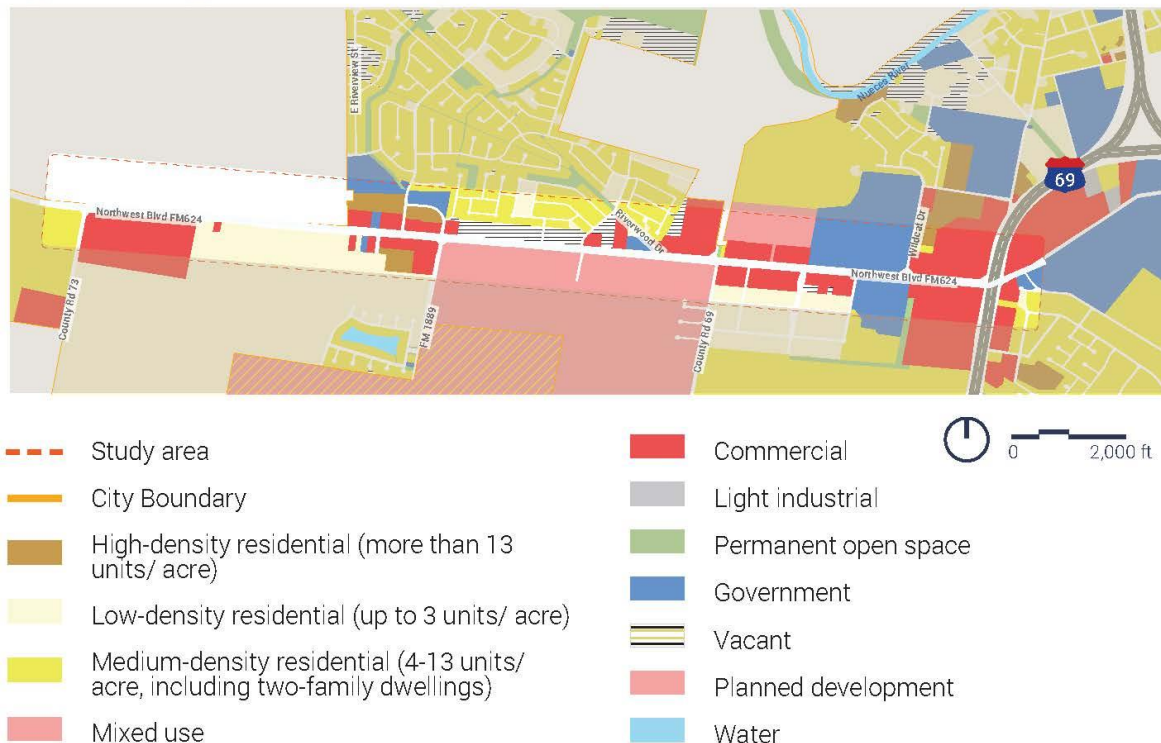
Strategy	Actions
L1. Adopt Future Land Use Map amendment	Hold necessary Planning Commission and City Council hearings to approve adoption of updated Future Land Use Map (Figure 7, page 22)
	Phase investment into new water, wastewater, and drainage infrastructure in areas south of Northwest Boulevard





# Today's Future Land Use Map

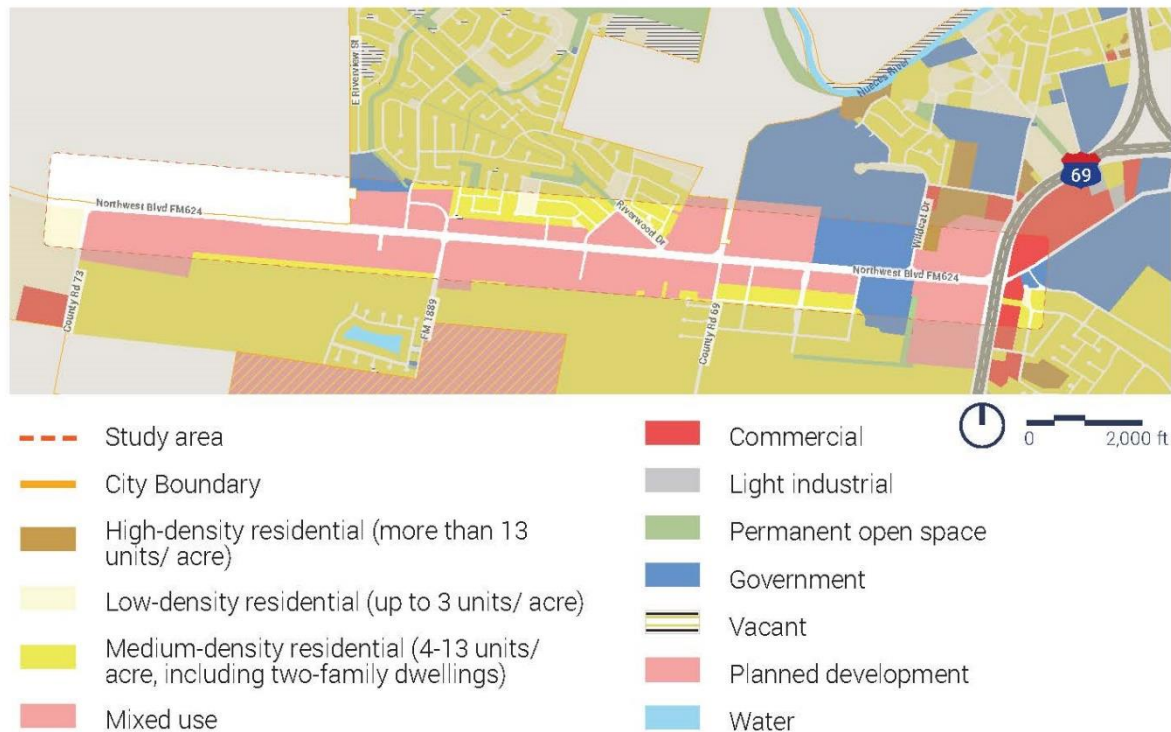
**Figure 6: Existing Future Land Use Map**






# Proposed Future Land Use Map

**Figure 7: Proposed Future Land Use Map**





# Land Use, Zoning & Business Strategies


Strategy	Actions
L2. Relax zoning and other city restrictions for businesses adapting to COVID-19	Explore creating a temporary program to expand businesses' outdoor operations into off-street parking. Seek City Council approval.
	Explore creating a temporary Certificate of Occupancy program for entrepreneurs to transform vacant properties into incubator spaces. Ex: City of Austin's Pop-Up Retail Ordinance.

Parking lots provide ample space for restaurant-goers to dine outdoors while socially distancing. Source: Montgomery County Planning Commission





# Land Use, Zoning & Business Strategies

Strategy	Actions
<p>L3. When funding becomes available, provide small business programs that target long-term impacts of COVID-19.</p>	<p>Encourage Northwest Boulevard businesses to organize and create new marketing opportunities for the area. The City could provide ombudsman services.</p>
	<p>Continue to provide small and local business resources for low/no-interest loans.</p> <p>Determine if the Northwest Boulevard area would benefit from a new Public Improvement District (PID), which would generate tax revenue for local improvements.</p>



# Streetscape Strategies

## Strategy

S1. Reduce lane widths to discourage speeding while preserving traffic flow capacity and creating more room for pedestrians.

FM 624 Eastbound near Riverwood Drive.

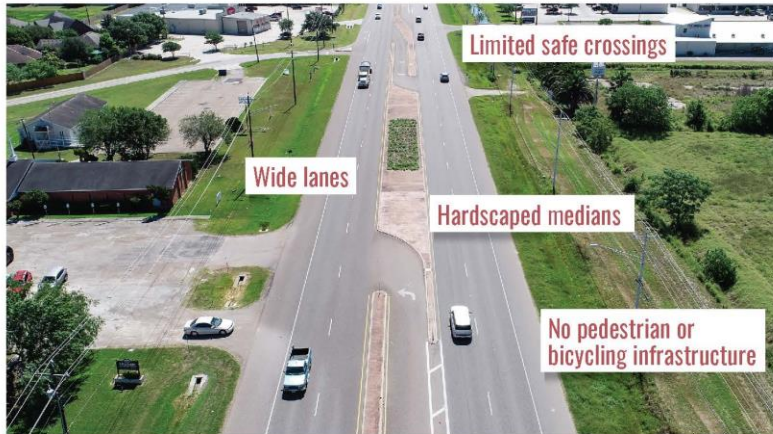


Figure 8: Streetscape Elements Diagram



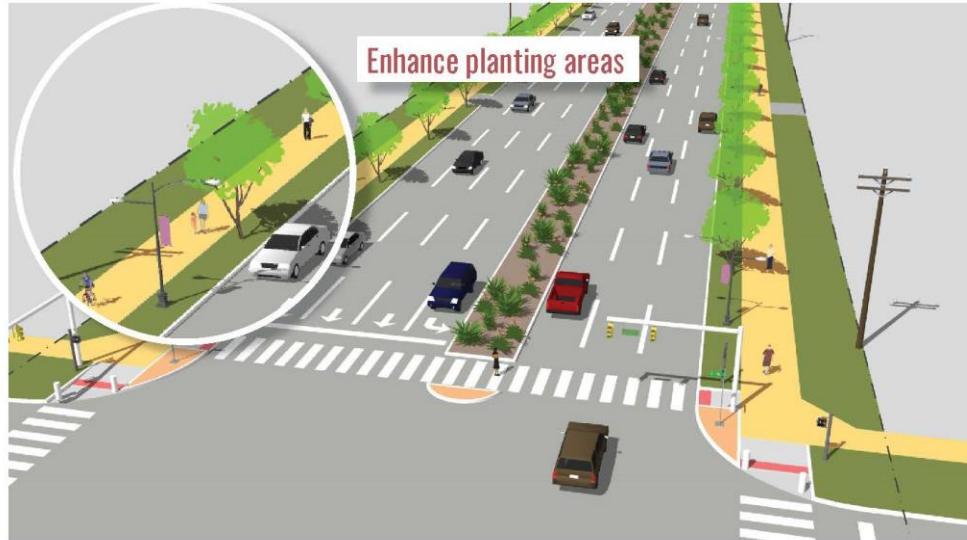


# Streetscape Strategies

## Strategy

### S2. Enhance planting areas / install street trees

Figure 9: Streetscape Elements Diagram





# Streetscape Strategies

## Strategy

S3. Expand and plant medians with limited landscaping.

Figure 11: Streetscape Elements Diagram

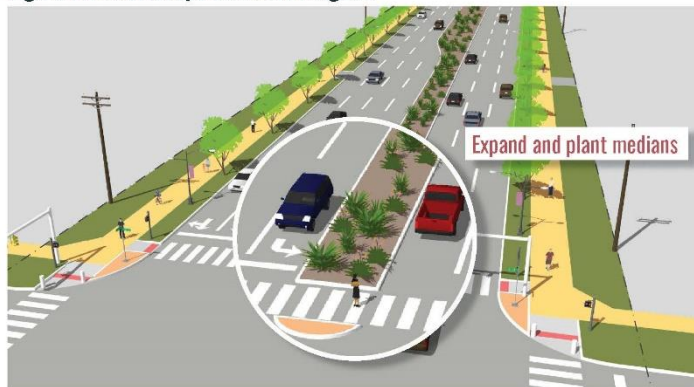
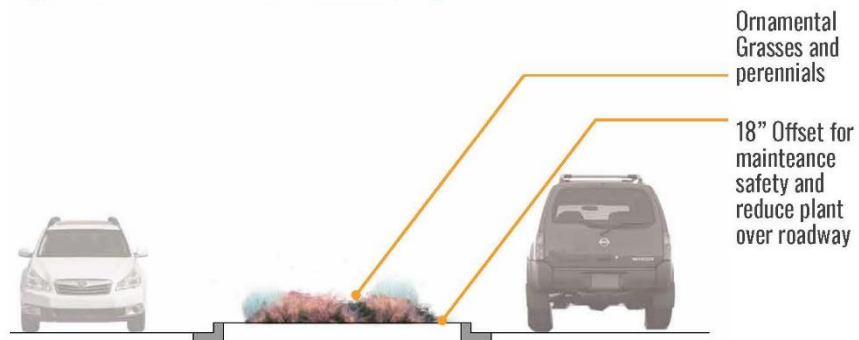


Figure 12: Limited Median Landscaping





# Streetscape Strategies

## Strategy

S4 Design and install signage and banners consistent with the identity of CISD.

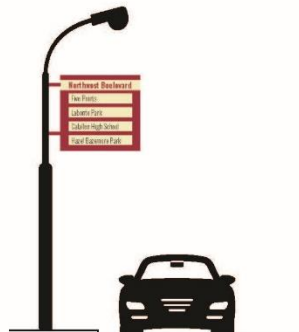
Street Banners



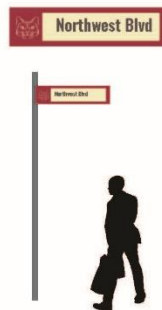
Street Banners



Street Overhead Signage



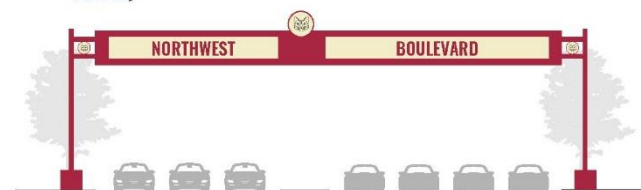
Street Signs



Monument Signage



Gateway







# Streetscape Strategies

## S5. Install public art.

### Underpass Art



Toronto Underpass Park.  
*Source: Justin + Lauren*



Existing Underpass Conditions,  
potential site for a gateway art.  
*Source: Google Maps*

### Crosswalk Art



Crosswalks in Lima.  
*Source: Carlos Cruz-Diez*



Crosswalks near Calallen  
High School, potential site for  
crosswalk art.  
*Source: Google Maps*

### Mural



Historic Walker Lake Mural.  
*Source: Zakcq Lockrem*



Existing Hobby Lobby Wall,  
potential site for a mural.  
*Source: Google Maps*

### Sculpture Installation



Glass totems in Cathedral Square.  
*Source: Danny Mingledorff Flickr*



Riverwood Drive, potential site  
for an art attraction.  
*Source: Google Maps*



## Next Steps

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- Jan. 25 – Transportation Advisory Commission
- Feb. 23 – City Council Public Hearing for Adoption





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# Questions

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