



# **FY 2021 Budget Re- Allocations**

May 25, 2021

# Proposed Program Adjustments



- DMD requests approval for re-allocation of funding alternative tasks for FY 21

	FY2021 Adopted Budget	Original Task	Proposed Task
Downtown Vacant Building Code Enforcement	\$25,000	Code Officers- Overtime	Costs for Pilot Activation Model (\$25,000)
Parking Study and Development	\$100,000	Purchase New Parking Meters	Parking Occupancy Update (\$15,500)
Traffic & Planning Analysis Implementation	\$200,000	Bluff Feasibility Study	Update Residential Data (\$18,000), Streetscape Tree Planning (\$25,000), Expand Public Art (\$30,000), Resurface Artesian Park Sidewalks (\$70,000), Various Repairs (Balance)
Total	\$325,000		

# Pilot Vacant Building Activation Model



- Retail Incubator
- 22,000 Square Feet
- 11 Suites @ 450 Sq Ft
- As Builts Completed
- Design & Get Construction Estimates



# Parking Study & Development

- Downtown Area Development Plan Priority
- Conducted Assessment with Walker Consultants in 2016
- Parking Action Plan
  - 15 Steps
  - Accomplished #1 & #4
- Modify Approach
  - Update Occupancy
  - Scope & Fund Off Street Parking Lot Improvements

## ACTION PLAN ORGANIZATION

The Action Plan is separated into three categories:

- District Specific Recommendations - actions that affect specific districts within TIRZ #3
- Downtown-Wide Recommendations - actions that affect all the districts within TIRZ #3
- Other Recommendations – internal or organizational actions

The table below summarizes each category and the associated action steps and priorities. Details of each action follow.

	Priority	Action	Description	Timescale	Cost
District Specific Recommendations	1	Simplify Rate and Hours	<b>Uptown</b> - move to 2-hour time limits throughout district <b>Marina Arts</b> - eliminate 10-hour time limits and employ 2-hour time limit in the district core and 4-hour time limits in perimeter of district	FY 18	\$
	2	Increase Turnover by Installing Pay Stations	<b>Uptown</b> - install two pay stations at Mestina St. and Artesian St. <b>Marina Arts</b> - add twenty pay stations to the core of the district	FY 19	\$\$\$
	3	Better Identify Supply	<b>SEA District</b> - delineate parking spaces throughout district with on-street painting	FY 19	\$
	4	Improve Loading Zone Function	<b>Uptown and Marina Arts</b> - review current loading zones and update policies and procedures based on review	FY 19	\$
Downtown Wide Recommendations	5	Create Parking Alliance & Shared Parking Program	Establish a public and private partnership to address parking supply shortage that may occur during business operations, events and future developments.	FY 18	\$-\$
	6	Create Communication Strategy	Develop communication strategy to promote parking options. Elements include: - signage and wayfinding - public relations and communications - expanding the ParkCC app	FY 18 - 19	\$-\$
	7	Enforce and Strengthen Off-Street Parking Requirements	Enforce the current City Zoning Ordinance and expand the ordinance to include signage, lighting and maintenance requirements.	FY 19 - 20	\$
	8	Improve Event Parking Plan	Enhance event parking plan with consistent communication, wayfinding and shuttle operations.	FY 19 - 20	\$-\$
Other Recommendations	9	Establish Parking Enterprise Fund	Establish a fund that preserves parking revenue, segregates parking expenses and establishes a parking and transportation capital and operating budget.	FY 18	\$
	10	Adjust Parking Enforcement Officer Salary	Adjust salary to comparable salaries currently being paid within Texas	FY 18	\$ - \$\$
	11	Monitor and Implement Paid Parking	Continue to monitor and add paid parking as needed	FY 19-20	\$\$\$
	12	Coordinate Future Supply Planning	Plan for future parking garages and expansions to parking supply through coordination with development and land use planning.	FY 20 and beyond	\$\$\$
<b>Legend</b> \$ = <\$25,000 \$\$ = >=\$25,000 and \$\$\$ = >\$100,000					

# Traffic & Planning Analysis - Residential Demand Updates

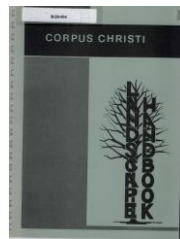


- RCLCO conducted analysis for the TIRZ #3 Traffic & Planning Analysis Development Scenarios in 2018
  - Data Needs Updating & Expansion
  - Bi-Annual Moving Forward
  - Project Scope:
    - Regional Socioeconomic Analysis
    - Assessment of Market-Driven Demand
    - Assessment of Development Costs
    - Multifamily Developer Interviews
-

# Traffic & Planning Analysis – Streetscapes



- Identify optimal tree options for shade cover, visual impact, biodiversity and maintenance costs
- Audit Corpus Christi 1991 Landscaping Guide
- Renderings, Scope & Costing for placement of 100 Street Trees to maximize walkability in FY 22
  - Taylor Street
  - Brewster Street
  - Water Street
  - Other Key Pedestrian Corridors





# Traffic & Planning Analysis – Streetscapes



- 44 Murals Have Been Commissioned Throughout Downtown
- In 2015, the DMD Launched the Electrical Box Mural Program to enhance the Cultural District.
- Social Media Success – 30,800 Likes

Electrical Box Murals Completed	#
2015	6
2016	3
2018	2
2019	6
2020	8



# Vibrant Downtowns

**Murals Elevate a City's Culture  
& History.**

- **A Key Component In:**

- Engaging Locals
- Attracting Tourists
- Connecting to Creative Community
- Beautifying the City

- **Texas City Murals:**

- Austin (80 Murals)
- Houston (750 Murals)
- San Antonio (100 Murals)

- **San Antonio Debuted 10  
New Murals on April 24<sup>th</sup>  
with the Intention to:**

- Add to the Largest Outdoor Gallery in Texas
- Connect Creative Neighborhoods
- Provide Different Forms of Street Art
- Create a Future for Artists



*Houston, TX*



*San Antonio, TX*



*Austin, TX*



*Tampa, FL*



*Miami, FL*



*Virginia Beach, VA*



*Oklahoma City, OK*



*Savannah, Ga*



*Charleston, SC*



# Traffic & Planning Analysis – Streetscapes



## 2021 Priority Mural Locations Identified:

- SEA District Water Tower
- Broadway Bluff



## Future Downtown Cultural District Development





## VISION THEMES AND POLICY INITIATIVES

To achieve DADP plan goals, the City and partner stakeholders should focus on 10 main initiatives that will produce results serving the five vision themes.

INITIATIVES		Encourage market-driven development.	Create more housing choices.	Complete a waterfront park and trail network.	Reconnect neighborhoods.	Celebrate this unique place to live, work, learn and play.
REAL ESTATE REINVESTMENT	1 Utilize TIRZ #3 to unlock market-driven development with flexible, effective options serving the different incentive needs of different projects.	✓	✓			
	2 Target tax abatement and other incentives to reinforce neighborhoods with new job and mixed-income housing development.	✓	✓			
	3 Proactively encourage redevelopment of well-located underutilized properties.	✓	✓		✓	✓
INFRASTRUCTURE	4 Focus Infrastructure Investments to maximize leverage of private sector investment.	✓	✓	✓	✓	✓
	5 Organize parking at district scale to increase convenience and efficiency.	✓	✓			✓
	6 Actively manage event traffic.					✓
	7 Transform old Harbor Bridge Infrastructure to connect districts and the bay with walkable development and access.			✓		✓
GREAT PLACES FOR PEOPLE	8 Intensify destination arts and retail programming.			✓		✓
	9 Fill missing links in Corpus Christi's signature waterfront park and path network.			✓	✓	✓
	10 Create clean, safe, welcoming places.			✓		✓