

CITY OF CORPUS CHRISTI HISTORIC PRESERVATION PLAN 2021

PLANNING COMMISSION
AUGUST 4, 2021

McDOUX
PRESERVATION LLC



ABOUT THE PROJECT

- **Goal:** Develop updated Historic Preservation Plan to guide City activities for the next 10 years
- **Timeframe:** October 2020 – September 2021
- **Funding:** Certified Local Government Grant from the National Park Service (as administered by the Texas Historical Commission)

WORK COMPLETED

STATE OF PRESERVATION REVIEW

History of historic preservation in Corpus Christi

STAKEHOLDER INTERVIEWS

Telephone interviews with 25 individuals so far to identify issues and concerns

COMMUNITY OPINION SURVEY

Measured extent to which issues and concerns are representative of the larger community

DRAFT PRESERVATION PLAN

WHAT'S IN THE PLAN?

- Introduction
- Methodology
- Summary of Community Input
- Vision + 3 Broad Goals
- 16 Strategies
- Action Items
- Case Studies



VISION STATEMENT

By 2030, historic preservation in Corpus Christi will support a vibrant, multicultural community enjoyed by residents and visitors alike, with a thriving downtown, diversified economy, updated infrastructure, and equitable investment in new and legacy neighborhoods.

GOALS

GOAL 1

Build City capacity
for historic
preservation

GOAL 2

Enable
community-
driven historic
preservation

GOAL 3

Support historic
preservation as
an economic
development tool

STRATEGIES

STRATEGY 1: Hire a full-time historic preservation officer.

STRATEGY 2: Update the historic preservation ordinance to add Protected Landmarks and Protected Historic Districts where the Landmark Commission's decision is binding (although appealable).

STRATEGY 3: Update the Landmark Commission bylaws and training requirements.

STRATEGY 4: Plan for disasters, including preparation, response, and recovery process, and help individuals develop and implement their own preparedness, resilience, and recovery plans.

STRATEGY 5: Develop walking tours of historic areas in partnership with the City Convention and Visitors Bureau.

STRATEGIES

STRATEGY 6: Improve the City's historic preservation website to make information easier to find.

STRATEGY 7: Improve community outreach and standardize the public engagement process.

STRATEGY 8: Support the creation of a local nonprofit organization to partner with the City, individual residents, and other organizations on preservation activities.

STRATEGY 9: Commit to pursuing equity for all neighborhoods (new and existing) and empower residents to define what that means to them.

STRATEGY 10: Work with Nueces County Historical Commission to develop a thematic approach to new historical markers that supports heritage tourism.

STRATEGIES

STRATEGY 11: Promote historic preservation as an economic development tool.

STRATEGY 12: Fix the vacant building ordinance, which now encourages demolition instead of adaptive reuse.

STRATEGY 13: Invest in historic resources surveys and multi-property listings to the National Register of Historic Places.

STRATEGY 14: Develop local tax incentives programs to support historic rehabilitation.

STRATEGY 15: Develop façade improvement program outside TIRZ#3.

STRATEGY 16: Support a few select projects to demonstrate preservation's potential to spur economic growth.



ACTION ITEMS EXAMPLE

STRATEGY 6: IMPROVE THE CITY HISTORIC PRESERVATION WEBSITE

ACTION ITEMS

13. **Add a historic preservation landing page**, to include a brief statement about historic preservation in the city and an overview of designations and requirements for Certificates of Appropriateness. The rest of the page should provide links, each of which focus on a single topic
14. **Commit to public comment opportunities and a section with links to share citywide research, summary reports, and other historic preservation resources on the City website for the community's review and comments.** This proposed departmental policy is essential for transparency and building trust.
15. **Commit to providing information in English and Spanish.** Historic preservation should be accessible for everyone.



CASE STUDY: EL PASO, TEXAS

The Official Visit El Paso app and website includes eight walking tours, and printed brochures are available for three of those at El Paso's two Visitor Centers.

- El Paso's Mission Trail and Visitor Center
- Magoffin Historic District Walking Tour
- San Elizario Walking Tour

CASE STUDY EXAMPLE

The app includes detailed descriptions of the historic sites, and allows the user to select favorite sites and create their own itinerary. In addition, each introductory section of individual walking tours has a link that allows you to Facetime with a Visitor Information Specialist.

Audio versions of all eight walking tours listed on the website are available on the Visit El Paso app.

PUBLIC COMMENTS

- The plan is looking great so far!
- I support tax incentives and Strategies 11–13.
- What needs to happen before Del Mar can become a historic district with protections against incompatible development?
- What would you imagine City participation in the Ritz project look like? Are there other economic impact projects like that, that were a nonprofit with City support/help?

APPROVAL PROCESS

JULY 22

- Landmark Commission recommended approval with an amendment to the plan

AUGUST 4

- Planning Commission public hearing

SEPTEMBER

- Present to City Council

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