

DRAFT

downtown area development plan

CORPUS CHRISTI



MAY 12, 2015



Abbreviations used in this document

CCCVB	Corpus Christi Convention & Visitors Bureau
CCRTA	Corpus Christi Regional Transportation Authority
DADP	Downtown Area development Plan
DMD	Downtown Management District
EDC	Corpus Christi Regional Economic Development Corporation
NBCA	North Beach Community Association
SEA District	Sports/Entertainment/Arts District
TAMU-CC	Texas A&M University–Corpus Christi
TIRZ	Tax Increment Reinvestment Zone
TxDOT	Texas Department of Transportation
UNI	Uptown Neighborhood Initiative

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Introduction

The Downtown Area Development Plan (DADP) is an **action-oriented, market-driven** strategy to drive economic growth and community building in Corpus Christi over the next 20 years. The DADP builds on past planning efforts and current investment in the city, and is part of the Plan CC comprehensive plan initiative. At its heart, the DADP aims to establish Corpus Christi as a premier 21st Century waterfront city in Texas, with safe, vibrant, walkable, and connected districts in which to live, work, learn, and play.

SHAPING THE DOWNTOWN AREA'S FUTURE: A UNIQUE MOMENT

This is an exciting time for Corpus Christi. At a moment when people of all ages across the country are seeking out great urban places to live, work,

The Downtown Area Development Plan emphasizes “how” to get things get done, as much as “what” gets done.

learn, and play, the Downtown Area is primed to capitalize on its unique strengths—its spectacular and accessible waterfront, unique destination attractions,

people and neighborhoods, and proximity to jobs and transportation options.

The Downtown Area addressed by this plan is large and encompasses several related areas:

- The Traditional Downtown core and Uptown
- The SEA (Sports, Entertainment, Arts) district
- Washington-Coles and Hillcrest neighborhoods
- North Beach

Today, each area has its strengths and weaknesses. But taken together the Downtown Area’s districts include many of the ingredients that provide the foundation for successful and vibrant downtowns:

- An attractive waterfront setting that combines beaches, parks and marinas
- An attractive walkable district centered along Chaparral Street
- Restaurants and entertainment venues
- Arts and cultural attractions
- Major destination attractions including USS Lexington, Texas State Aquarium, the Art Mu-



seum of South Texas, Corpus Christi Museum of Science & History and several others

- Major convention and meeting facilities at American Bank Center
- Minor League baseball at Whataburger Field

Because of its large size, the overall downtown area will continue to develop in the medium term as a number of distinct areas with their own unique identities, offering complementary attractions and experiences. Over the longer term, these areas will become more strongly connected.

Infrastructure and development initiatives that are already completed or in the works open a

wealth of possibilities for further investment that will improve Corpus Christi’s near- and long-term future. The planned Harbor Bridge relocation creates a once-in-a-lifetime opportunity for the City to work closely with the Texas Department of Transportation (TxDOT), community leaders, and private developers to transform the SEA District, Washington-Coles, Uptown, Downtown and North Beach into more walkable and connected places. Improvements that make Downtown segments of Chaparral Street and Shoreline Boulevard delightful places to walk have set the stage for lively new places to live and work, enhanced entertainment and tourism, and an accessible, welcoming waterfront all supporting each other. The Downtown

Area has always been and remains a key driver of Corpus Christi’s identity. It has the greatest opportunity in a generation to become a much deeper source of community life and pride.

CHALLENGES TO OVERCOME

The Downtown Area has notable strengths but it continues to struggle to attract development and businesses due to low foot traffic, a physical environment designed more for cars than people, rent levels too low to justify redevelopment costs, unpredictable status of various infrastructure and development projects, some challenging adjacencies to industrial activity, and a traditional office-dominated identity that does not reflect the much more diverse activity and market opportunities available today. While there are signs that residential development that is a driver of downtown development nationally is beginning to take

root downtown, there is significant work to do to tap the full potential that downtown offers as a housing location. This plan, therefore, focuses on the actions that can most effectively diminish the challenges posed by the Downtown Area and open up investment—particularly private investment—that is naturally attracted by the downtown’s assets. *The Downtown Area Development Plan emphasizes “how” to get things done, as much as “what” gets done.*

DOWNTOWN AREA DEVELOPMENT OFFERS CITY-WIDE BENEFITS

Downtown Area destinations matter significantly to the local and regional economies—particularly visitor attractions located within the SEA District and North Beach. In 2014, approximately 2,750,000 people flocked to the Convention Center, Art Museum, Museum of Science and History,

Whataburger Field, Hurricane Alley, Texas State Aquarium and USS Lexington, an increase of 47% in just three years. These attractions, together with the Downtown Area’s nearly 40% share of Corpus Christi hotel rooms, anchor citywide visitor destination spending that exceeded \$1.2 billion and provided an overall economic impact of over \$1.5 billion for each fiscal year 2012 and 2013. This infusion of outside spending continues to grow. The tourism industry supported almost 29,000 local jobs either directly or indirectly in 2013.¹

The Downtown Area offers broader quality of life benefits to Corpus Christi as well. Besides the signature visitor destinations highlighted above, the area’s beaches, parks, marina, restaurants, art centers, churches and other amenities enrich life for residents on a daily basis. As the Downtown

¹ Source: Corpus Christi Convention and Visitors Bureau, 2015



The planned replacement of the existing Harbor Bridge with a New Harbor Bridge creates opportunities for significant change, including new connections and development opportunities amidst several Downtown Area districts (panoramic view looking north from the Frost Bank Tower).

Area gains a stronger dimension as a neighborhood—while continuing to be a hub of business and tourism—the added residential character will raise the value of the Downtown Area not just as a place to live, but also to work, learn and play. This will further enhance quality of life and economic opportunity for the whole city.

A MARKET-DRIVEN PLAN: SETTING THE STAGE FOR PRIVATE SECTOR INVESTMENT

A key foundation of the DADP planning process has been an assessment of the market potential of the downtown to attract new private sector investment. These analyses have identified significant opportunities for downtown growth and development, provided that some key barriers can be eliminated. The DADP outlines the opportunities

and presents strategies to remove the barriers to capturing this growth.

Analyses of downtown’s residential, office, hotel, and retail real estate market potential—conducted as the new comprehensive plan—part of citywide market analysis conducted for Plan CC, shape the DADP’s plan of action. New housing offers by far the strongest investment opportunity. This is significant because growth in downtown housing is a key driver of downtown revitalization efforts across the country, and the potential for Corpus Christi to benefit from this trend is very strong. The Downtown Area already attracts existing Corpus Christi residents as well as people living outside the city (and region) who are looking to relocate to a downtown setting with high quality of life and walkable destinations. This interest comes from a wide spectrum of household income levels. Yet today there are relatively few good quality

options for living in the Downtown Area, whether at market-rate or more affordable rent levels.

- There is market potential in the Downtown Area for **1,850 market-rate apartment and townhouse housing units** over the next five to seven years—primarily multi-family units focused in the Downtown, Park + Water and SEA Districts with potential for additional mixed-income housing in Washington-Coles, Uptown and North Beach. This market demand responds to the **Downtown Area’s unique appeal as a center of walkability, amenities and character unequalled in the region.**
 - > For those 1,850 units, market potential by unit type translates to approximately 1,000 rental lofts or apartments, 500 for-sale lofts or apartments, and 400 for-sale townhouses. These unit types are especially suited to reinforcing a walkable, active character in the Downtown



Shoreline promenade



Chaparral Street



Downtown’s Cosmopolitan loft housing development

Area; no other part of the city would attract such a strong concentration of multi-family and attached units.

- > Additional demand for single-family detached ownership units may also be present; approximately 20% of households interested in living in the Downtown Area would prefer a single-family unit. Single-family units do not offer sufficient economic value or benefits to walkability to be appropriate in much of the Downtown Area. However, those portions of the area where single-family detached dwellings are traditionally present would be appropriate places to develop new single-family detached ownership housing on compact parcels. These areas principally include portions of Uptown west of Staples and south of Agnes, Washington-Coles west of Staples, and North Beach.
- > Younger singles and couples (baby boomers and millennials) make up the primary target markets to fill that new housing (68%), with empty nesters and retirees (19%), and traditional and non-traditional families (13%) comprising the rest. Total Downtown Area population growth over 15–20 years could exceed 8,000 people, assuming each household contains an average of approximately 1.5 people.
- > This market potential does not always equate to development feasibility. As in many downtowns, public incentive policies will be needed to catalyze new real estate development, providing near-term financial assistance that unlocks strong longer-term returns to the city in terms of tax revenue, Downtown Area vitality and attraction of additional private investment.

Downtown area visitor attractions, together with the Downtown Area's nearly 40% share of Corpus Christi hotel rooms, anchor citywide visitor destination spending that exceeded \$1.2 billion and provided an overall economic impact of over \$1.5 billion for each fiscal year 2012 and 2013.



IMAGE SOURCE: CORPUS CHRISTI CALLER-TIMES

The 2015 Fiesta de la Flor attracted 50,000 people to the SEA District, with an anticipated economic impact of \$1 million.

- Downtown **office growth** has more modest prospects, as regional office growth is projected mainly in administrative and support industries that are not typically downtown tenants. **Up to 100,000 square feet of Downtown office demand** in the next 10 years is anticipated which can be accommodated by existing vacant space. Downtown's emergence as a lively residential neighborhood will, however, help stimulate Downtown Area business growth by creating a more active, appealing and amenity-rich setting for business, and attracting and retaining valuable workforce.
- **The hotel economy** in Corpus Christi is healthy, particularly in the Downtown Area where tourism and destination visitors are dominant markets. The market has grown by 2.4% per year in the last 10 years, leading to a projec-

tion for 150 to 250 new non-convention related hotel rooms by 2023.

- Downtown Area retail and entertainment offerings have a distinct and deepening market niche. While shopping in Corpus Christi is primarily driven by areas outside the downtown, such as the South Padre Island Drive (SH 358) and other auto-oriented locations, the Downtown Area offers **Corpus Christi's strongest concentration of dining and nightlife destinations**. Numerous choices for live music and unique, locally-owned venues set the Downtown Area apart as a destination for locals and visitors alike. Growth opportunities include:
 - > Small (100-person) and mid-sized (1,000-person) live music venues;
 - > Nightlife with an added "twist" such as bowling, dueling pianos or an arcade;

**North Beach****North Beach Gateway**

- > Destination dining, especially restaurants that are regionally-based or have just one Corpus Christi location; and
- > Mobile retail, such as food trucks
- A growing residential population will also help diversify Downtown Area retail to include new choices—appealing to residential, worker and visitor markets alike—such as a drugstore, limited-assortment grocer, family restaurant/diner, discount variety store, coffee house, and other specialized services. There is also untapped market potential for several potential destinations that could serve as valuable daytime anchors: an outdoor outfitter, a family-themed amusement destination (in addition to Hurricane Alley Waterpark), and an art supply store (if Texas A&M-Corpus Christi’s Master of Fine Arts program locates downtown).

Demonstrating Corpus Christi’s Downtown Area housing market potential, ongoing or recently completed downtown housing development has added 615 new market-rate units, between the Cosmopolitan, Atlantic Lofts, Nueces Lofts, Bay Vista, and Bay Vista Pointe. Other initiatives in the Downtown Area that reflect market interest include new boat slips at the marina, Bayfront Inn redevelopment on Shoreline Boulevard, a new Corpus Christi Regional Transportation Authority transportation center in Uptown, Texas State Aquarium expansion in North Beach, and community enthusiasm for park improvements along the former Shoreline Boulevard right-of-way and Sherrill and McCaughan Parks.

THIS DADP ALIGNS CLOSELY WITH CORPUS CHRISTI'S CITYWIDE PLAN

The Downtown Area Development Plan (DADP) was created in parallel with the Plan CC comprehensive plan for all of Corpus Christi, so that both plans, and the community conversations that informed them, shared a common base of information, ideas, priorities and initiatives. The table below highlights Plan CC's "Four Keys to the Vision" in the left column, and how the DADP supports the Keys in the right column.

PLAN CC'S KEYS TO THE VISION	THE DADP SUPPORTS THE "KEYS" BY:
<p>Diversify the economy and strengthen the workforce. Our broadly diversified economy provides opportunity for all.</p>	<ul style="list-style-type: none"> • Focusing on substantially expanding the number and variety of Downtown Area housing options—featuring qualities not possible in other portions of the City—will help attract and retain Corpus Christi's current and future workforce. • Creating more activity throughout the day and week—through increased market-driven downtown housing development, and street and building design that produces great places for people—will in turn support growth in the visitor, retail and business sectors.
<p>Modernize and maintain infrastructure. Modernized city services and systems support growth and vitality in all parts of the city.</p>	<ul style="list-style-type: none"> • Prioritizing infrastructure investments, paced in parallel with private development, cost-effectively leverage market opportunity. • Updating TIRZ incentive policy provides supportive funding for infrastructure investments. • Harnessing construction of the New Harbor Bridge and removal of the existing bridge to restore a street grid that much more effectively supports development and connects districts. • Getting more out of existing streets and parking through new management partnerships and better public information.
<p>Enhance quality of life by improving places and connections. High-quality, safe, connected and diverse neighborhoods provide a variety of living and housing choices.</p>	<ul style="list-style-type: none"> • Revising incentive policies to more effectively leverage market opportunity to increase the amount of downtown real estate development—enhancing the quality of community places and the value of real estate by putting doors, windows and people on the streets. • Creating a more complete set of quality transportation choices—emphasizing walkable sidewalks, safe bike routes, and convenient bus and ferry services, as well as improved options for driving routes and parking—to harness the Downtown Area's compact, mixed use development pattern to strengthen the city's economy and sense of community.
<p>Protect and enhance green and blue resources. Stewardship of our natural heritage and green space networks strengthens our unique character and supports resilience.</p>	<ul style="list-style-type: none"> • Improving access to and appreciation of the bayfront and destination parks by filling gaps in the Downtown Area's remarkable park and pathway network • Encouraging sustainable building design techniques through downtown development incentives.

DOWNTOWN VISION THEMES

Five major themes, responding to priority goals voiced by community members, guide Downtown Area Development Plan initiatives:



Catalyze housing and other market-driven development with a more targeted and versatile incentive program.

The established Tax Increment Reinvestment Zone (TIRZ) is a powerful and underutilized tool that can make new development possible by funding street and utility improvements and short-term tax rebates using the new tax revenue it creates. This well-conceived program can help a wide variety of development projects take advantage of the strong market interest in living in and around Downtown.



Create more housing options for all households.

While much of the demand for downtown living can be accommodated by the private development industry, assisted in some cases by the TIRZ, proactive effort is needed to expand options for all residents. Households of more limited means will particularly benefit from living amidst the Downtown Area's concentration of jobs, services, transportation choices, and established neighborhood communities. Challenging living conditions in Hillcrest and Washington-Coles deserve special effort to create quality new housing options for residents.



Complete a waterfront park and trail network that celebrates the Bay and connects destinations.

The Bayfront is the Downtown Area's signature amenity, enhancing quality of life for all city residents and attracting residents and visitors to the region. The Marina, Shoreline Boulevard and other established parks and pathways already provide an impressive level of access to the Bayfront, but would join into a more memorable and convenient network, attracting more residents and visitors, with the completion of a few missing pieces. The New Harbor Bridge project and other planned improvements will make major progress toward this goal.



Leverage the Harbor Bridge relocation to create an enhanced “Gateway to the Bay” through a transformed IH-37 and “North Beach Gateway”.

Removal of the existing Harbor Bridge approach streets creates an unprecedented opportunity to reconnect Uptown, Washington-Coles, the SEA District and Downtown with walkable streets lined with high-quality development. Attractive landscapes and architecture scaled to people will transform the experience of arrival in North Beach, the Downtown Area Bayfront and surrounding districts.



Promote the visitor economy and a Downtown Area “play” environment.

An extensive array of visual and performing arts already infuses much of the Downtown Area, and will become a stronger core of Corpus Christi culture as more residents and visitors come to experience them. Corpus Christi’s highly successful Marina and downtown will grow together around streets that are active day and night with people living, visiting, learning and working.

The ideas and strategies documented here arose from a **collaborative and community-driven** eight-month process of stakeholder interviews, open houses, walking tours and public workshops in which Corpus Christi citizens and business owners played a central role. Diverse stakeholders have come together to champion an inspiring revitalization of the Downtown Area, investing significant time and offering a wealth of input and insights into the actions that will unlock the city’s great potential. See the following pages for more on this community conversation.

A Community Driven Process that Builds on Past Planning

The DADP comes out of a City-led, 8-month process characterized by a comprehensive and intensive public outreach approach. Early **interviews** with City leaders and key community stakeholders, neighborhood associations, business

owners, land owners, developers, and citizens provided the foundation of understanding regarding the challenges and opportunities in Corpus Christi. A series of **open public meetings** were held in November 2014, February 2015, and April 2015 along with a diversity

of **walking tours** and **open houses** in which public input and **discussions** were facilitated and recorded around key topics such as Vision and Strategies, Market and Economics, and Transportation. Information about the meetings was advertised through print and social media outlets as well as the Plan CC website. A Steering Committee and Advisory Committee were formed at the outset to guide the City and its consultants towards the recommendations in this report.

A number of ongoing or earlier plan documents provided a strong foundation for the Downtown Area Development Plan. The DADP builds on these plans while incorporating new thinking around specific implementation actions that will create transformative change.

- **HARBOR BRIDGE RELOCATION** (ongoing)–The Harbor Bridge relocation is long-term plan to replace the Harbor Bridge and reconstruction of portions of US 181, I-37, and the Crosstown Expressway to address safety and structural deficiencies as well as navigational limitations for the Port. The redesign will change access routes to/from the North Beach, SEA District, the Northside, and Downtown and transform downtown Corpus Christi. This project is one of the key catalysts that drives the need for the DADP.
- **EPA NORTHSIDE LIVABILITY** [2014–2015]–The Northside Livability Plan is an ongoing initiative being led by the EPA with participation by TxDOT and supporting Federal agencies HUD and DOT, to ensure that the Harbor

KEY INPUT FROM CITIZENS OF CORPUS CHRISTI DURING THE DADP PROCESS

- *The Downtown Area should be safe, vibrant, and connected*
- *Distinctive portions of the Downtown Area should have their own character and identity*
- *The Downtown Area should be walkable and inviting representing the heart of Corpus Christi*
- *The Downtown Area Development Plan should focus on enabling real, visible investment.*



NOVEMBER 2014–Presentation of purpose and goals of the study with analysis of opportunities and challenges for the Downtown Areas as well as presentation of residential market potential, followed by breakout groups and report backs on DADP districts, themes, and priorities.



FEBRUARY 2015–Presentation of Draft Vision and Strategies, Office and Hotel Market, Development Economics, and Transportation findings, followed by discussion groups around the presentation topics.



MAY 2015–Presentation of draft DADP recommendations derived from public discussions and stakeholder input to receive final comments in anticipation of creating the final DADP for Corpus Christi City Council review and approval.

- Bridge project incorporates mitigation measures for impacted neighborhoods. Through March 2015, a number of public meetings have been held for community input. The DADP and Plan CC also make recommendations for how mitigation funding could be spent to provide housing options and recreational facilities for residents.
- **RUDAT STUDY FOR THE SEA DISTRICT** [2014]—The Regional Urban Design and Assistance Team (RUDAT) was an initiation of the American Institute of Architects (AIA) and continues through the work of the local RUDAT Steering Committee. Recommendations for reconnecting district and streets, adding new street segments, streetscape improvements and walkable infill development were promoted in the RUDAT plan and are similarly reinforced in the DADP study.
 - **UNIFIED DEVELOPMENT CODE** [2014 update]—Originally approved in 2011 and amended in 2014, the UDC is a comprehensive planning and zoning document with overlay districts that replaced the City's older zoning code and other standards to ensure that growth and development meets certain land use and architectural standards in Corpus Christi. The UDC will play an important role in the rational implementation of development as recommended in the DADP as well as Plan CC.
 - **CENTRAL BUSINESS DEVELOPMENT PLAN** [2013]—This work promoted a walkable, mixed-use range of development in the downtown, with an expanded range of accessible affordable housing options. A recreational path and water access network was proposed, similar to updated ideas included in the DADP.
 - **MOBILITYCC** [2013]—MobilityCC is the transportation component of Corpus Christi's last comprehensive plan (being updated through Plan CC) and provides a framework for the interrelated transportation elements of the plan in terms of design, standards, operations, and maintenance. A tool box of features and techniques are presented as well as performance measures and implementation priorities for certain areas of the City.
 - **CITY'S CAPITAL BOND PROGRAM** [2012–2014]—The City's capital bond program continues to provide tangible improvements to streets and utilities throughout the city. With over 40 projects in design, bidding, or construction, the Bond program is a visible, voter approved program that has shown results both within the DADP focus area and beyond. The DADP suggests future recommendations and priorities to focus public dollars and aims to leverage these public investments to catalyze private development initiatives wherever possible.
 - **NORTH BEACH DEVELOPMENT PLAN** [2011]—Major themes in the North Beach plan included a beach walk and restoration of natural areas, including a native, water receiving landscape for the Surfside/Timon Boulevard median, all themes that are reflected in the DADP. A focus of the DADP is to ensure integration and connectivity between North Beach, the SEA District, and Downtown with the future Harbor Bridge relocation project.
 - **TAX INCREMENT REINVESTMENT ZONE (TIRZ)** [2009]—The TIRZ district #3 specifically geared to Downtown was established in 2009 as part of a broader range of Tax Increment Financing Districts (TIF). The zone includes approximately 856 acres and is captures the SEA District and Downtown as far west as Tanchhua Street and as far south as Morgan Avenue. The primary revenue source for the zone will be funds contributed from property tax collections of the City, County, and Del Mar College on the taxable property value increment within the zone.
 - **CORPUS CHRISTI DOWNTOWN VISION PLAN** [2008]—The Downtown Vision Plan focused on housing and retail along walkable streets along Chaparral, Peoples and Schatzel. Chaparral, marina, and hotel connectivity was emphasized. The DADP promotes a similar approach to the Downtown district, with specific priority development parcels and public policy incentive approaches to implement the recommendations.
 - **CORPUS CHRISTI DOWNTOWN MANAGEMENT DISTRICT (DMD) THREE-YEAR STRATEGIC PLAN** [2015]—This plan leverages new leadership and partnerships to expand the DMD's success in making Downtown a better place to visit, do business and live. It charts clear priorities and initiatives supporting cleanliness, business recruitment and support, development, community events, and other elements critical to making the most of all Downtown has to offer.
 - **IMPLEMENTATION PLAN FOR THE HILLCREST/WASHINGTON COLES REDEVELOPMENT PLAN** [2009]—This plan illustrates vision goals expressed by the Hillcrest community.

TAKING INITIATIVE TO SEIZE THE OPPORTUNITY

The Corpus Christi community has clearly defined its goals for the Downtown Area. Ten initiatives utilize available leadership and resources to achieve those goals:

1 Utilize TIRZ #3 to unlock market-driven development with flexible, effective options serving the different incentive needs of different projects. Take advantage of the flexibility of TIRZ funds by offering projects the incentives that suit them best. For some projects this could be a tax rebate; for others this could be street and utility improvements; and still others could use a combination of such investments. Projects seeking higher levels of incentive should demonstrate how they would be financially infeasible without it.

2 Target tax abatement and other incentives to reinforce neighborhoods with new job and mixed-income housing development. Focus tax abatement along major corridors like Staples, Agnes and Leopard Streets where new businesses and development will be most likely to succeed and have the most visible impact. Use Type A funds to support multifamily, mixed-income housing development serving Corpus Christi's workforce.

3 Proactively encourage redevelopment of well-located underutilized parcels by engaging owners and strategically buying and selling property. The City and partners like Nueces County and the Port of Corpus Christi can create attractive redevelopment opportunities for the private sector by assembling land and selling it for projects that advance DADP goals. Focus on sites that are in marketable locations, encourage private investment in nearby sites by enhancing their market position, and/or are large enough to support a significant critical mass of development.

4 Organize parking at district scale to increase convenience and efficiency. The Downtown Area needs enough conveniently located parking to satisfy market demand, but not so much that the land and funding needs of parking get in the way of high-value development. Make the most of every parking space through parking management that lets an office worker's daytime parking space serve a resident, hotel guest or concertgoer in the evening or weekend.

5 Focus infrastructure investments to maximize leverage of private sector investment. Coordinate improvements closely with known development projects—when and where necessary. Corpus Christi has invested in high-quality street and park infrastructure along Shoreline Boulevard and Chaparral Street. Before undertaking other large infrastructure projects, focus on enabling the development that has been attracted by past investments.

6 Fill missing links in Corpus Christi's signature waterfront park and path network. Take advantage of the New Harbor Bridge project and several smaller, near-term opportunities to knit together Corpus Christi's Bayfront Marina, parks and paths into a highly accessible system serving residents, workers and visitors.

7 Transform old Harbor Bridge infrastructure to connect districts and the bay with walkable development and access. Removal of obsolete highway infrastructure will enable new streets and development to connect Uptown, Washington-Coles, SEA District and Downtown in ways that create more cohesive sense of place, greater market opportunity and a more connected community. Install street trees, pathways and signage to create much more welcoming approaches to North Beach.

8 Coordinate New Harbor Bridge mitigation investments with Plan CC and DADP policies to maximize neighborhood benefits. Focus bridge project resources in ways that do the most for impacted residents. This means coordinating investments with DADP initiatives, to most effectively leverage other public and private investment.

9 Actively manage event traffic and parking. During major events, some streets are clogged with traffic while others are underutilized. Provide audiences more information on access route options, and add reasons to come early and stay late, to spread out traffic over more area and time, ensuring convenient access for all.

10 Intensify destination arts and retail programming.

The Downtown Area is the heart of Corpus Christi's cultural and culinary scene. Raise the profile of this amenity with additional, and more visible, programming of arts, music, food, recreation and other activities serving the city and its visitors.

WORKING TOGETHER

Corpus Christi's Downtown Area is building momentum, seeing new vibrancy and activity emerging from market opportunity, existing assets, and the dedicated efforts of a wide variety of residents, business owners, institutions, public officials and other stakeholders. The following chapters of this document provide stakeholders and partners direction, tools and guidance to work together toward shared goals. This coordination of effort around mutual goals will do the most to unlock greater levels of opportunity in Corpus Christi.

- **CHAPTER 2** focuses on the key **priority policy initiatives and implementation strategies** that will make the five vision themes tangible and visible in the Downtown Areas. The downtown plan's **relationship to Plan CC vision, goals and strategies** is described, as well as its roots in thoughtful past planning.
- **CHAPTER 3** is devoted to a detailed look at each of the six Downtown Area districts—the Downtown Marina and Arts District, Park + Water District, Uptown Opportunity Neighborhoods, Washington-Coles, SEA District, and North Beach—as well as the Hillcrest Transition Special District—through a series of **district frameworks and reinvestment priorities**. (See diagram on facing page.)
- **CHAPTER 4** provides a set of **development guidelines** that will achieve high-quality, people-scaled design for buildings, streets and landscapes.
- **CHAPTER 5** explores key **transportation** topics that shape improved ways that residents and visitors can move about the city. Analysis and recommendations for IH-37, for SEA District access, for public transit, and for parking are included.



NORTH BEACH

Inviting the region to experience sea and sky

SEA DISTRICT

Promoting vibrant and accessible destinations within a walkable setting

DOWNTOWN MARINA+ ARTS DISTRICT

Leveraging infrastructure investment and filling the gaps with live/work/learn/play

PARK+WATER DISTRICT

Connecting neighborhoods and people to the Bay and destination parks

WASHINGTON-COLES

Strengthening an existing neighborhood with connected streets and housing

HILLCREST

Providing housing options and opportunities for current residents

UPTOWN OPPORTUNITY NEIGHBORHOODS

Expanding choices for housing, jobs, and transportation

Urban Village and Infill/Compact Development per PlanCC 2035 Strategies



Ongoing housing and retail development, together with pedestrian-friendly paving, trees and signage recently installed at the corner of Chaparral and Lawrence Streets, provide strong momentum to spur additional actions that will further enhance the Downtown Area.

2 Priority Policy Initiatives and Implementation

How to build the Downtown Area vision

Downtowns, more so than other development patterns, enable many different people to take many different actions that support each other, creating a place that is greater than the sum of its parts. Achieving compelling results from a downtown plan requires a structure to ensure stakeholder actions are indeed mutually supportive; without this, efforts and resources may be dispersed in ways that lack synergy. The ten priority initiatives in this chapter provide such a structure. The initiatives emphasize themes that appeal to a broad range of stakeholders, and actions that do the most to catalyze further actions and investments that build toward big results.



The Downtown Management District, one of the Downtown Area’s major community organizations, held this open house in November 2014 to highlight its priority goals and actions for the next three years. Events like this help achieve the Downtown Area vision by publicizing and coordinating opportunities for the area’s many stakeholders to work together toward common goals.

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	VISION THEMES				
	Catalyze housing and other market-driven development with a more targeted and versatile incentive program	Complete a waterfront park and trail network that celebrates the Bay and connects destinations	Leverage the Harbor Bridge relocation and creating an enhanced "Gateway to the Bay" through a transformed I-37 and "North Beach Gateway"	Promote the visitor economy and a Downtown Area "play" environment	
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 parcels by engaging owners and strategically buying and selling property.	✓	✓		✓	✓
4 Organize parking at district scale to increase convenience and efficiency.	✓	✓			✓
5 Focus infrastructure investments to maximize leverage of private sector investment.	✓	✓	✓	✓	✓
6 Fill missing links in Corpus Christi's signature waterfront park and path network.			✓	✓	✓
7 Transform old Harbor Bridge infrastructure to connect districts and the bay with walkable development and access.			✓		✓
8 Coordinate New Harbor Bridge mitigation investments with Plan CC and DADP policies to maximize neighborhood benefits.		✓	✓		
9 Actively manage event traffic and parking.					✓
10 Intensify destination arts and retail programming.			✓		✓

initiative **1**

Utilize TIRZ #3 to unlock market-driven development with flexible, effective options serving the different incentive needs of different projects.

KEY ELEMENTS

- Complete a project plan for TIRZ #3 that requires applicants to demonstrate financial need and consistency with DADP goals, and offers incentives in several forms that can be tailored to specific project needs. These different forms should include tax rebates of variable duration, and infrastructure including utilities and street improvements. See also TIRZ #3 funding priorities under Initiative 5.
- Assess project financial need through third party professional evaluators. Establish a means for discussing project financial need and appropriate incentive packages with applicants in confidence (using real estate finance professionals not on city staff or the TIRZ board), and then providing recommendations to the TIRZ board for review and approval.
- Have an efficient, effective means of managing TIRZ #3 in place before considering creation of additional TIRZ areas in the downtown study area.
- Suspend use of the city’s established tax abatement program in the TIRZ #3 area, where it undermines TIRZ resources. Instead, focus the tax abatement program in areas outside TIRZ #3, where it will offer greater value (see Initiative 2). Inside TIRZ #3, TIRZ-funded tax rebates can offer equal or greater value to development projects than the tax abatement program.

RESPONSIBILITY
City manager’s office, TIRZ #3 board
RESOURCES
Established City operations, TIRZ revenues
TIMEFRAME
Apply updated policy within one year



initiative **2**

Target tax abatement and other incentives to reinforce neighborhoods with new jobs and mixed-income housing.

KEY ELEMENTS

- Explicitly expand tax abatement eligibility to non-convention center hotels, multi-tenant office buildings, and full tax abatement levels for small businesses with as few as 20 employees.
- Focus tax abatement and other non-TIRZ incentives on areas outside of TIRZ #317, to avoid redundancy or conflicts. (TIRZ #3 can independently fund tax rebates—equivalent in effect to tax abatement—and targeted infrastructure improvements to support eligible development within its boundary.)
- To leverage the greater impacts possible with revitalization projects that are concentrated within compact areas, prioritize provision of tax abatement to projects in areas that are highly visible, accessible, and include a number of large parcels with revitalization potential and multiple owners.
- A base level of tax abatement may be offered to any proposed project consistent with DADP goals, but higher levels of tax abatement should be offered only to applicants demonstrating financial need for it. Determine financial need through the approach recommended for TIRZ #3.
- Utilize additional resources to help make possible the development, renovation and preservation of affordable/workforce housing serving a broad spectrum of incomes. Current and potential resources include:
 - > Type A funds. Continue to utilize Type A funding to help create new multifamily housing options at below-market rates to address demand from households. As one potential use, consider funding property acquisition for new housing construction, in coordination with Initiative 3. Place emphasis on creating quality housing options in neighborhood settings to serve residents choosing to move out of the Transition Special Districts identified in Plan CC (including Hillcrest).
 - > Corpus Christi Affordable Housing Trust. This new lending entity would utilize Corpus Christi Finance Corporation Bonds to provide low-interest financing and permit fee waivers to affordable/workforce housing development projects.
 - > Neighborhood Empowerment Zones. These zones may be created as priority areas to offer tax abatement, fee waivers and/or other development incentives.

RESPONSIBILITY

City manager's office, with support from EDC and Type A board

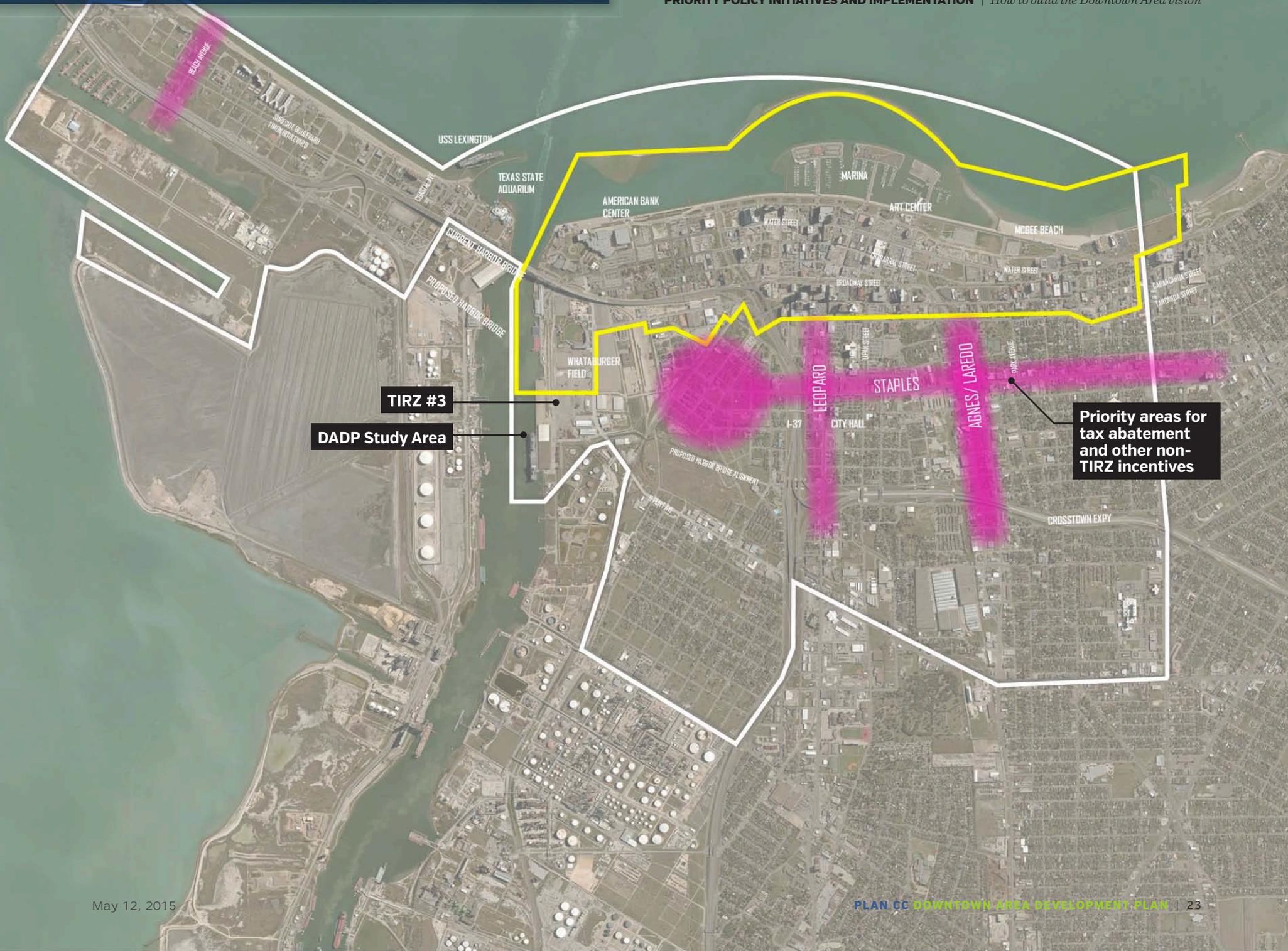
RESOURCES

Established City operations

TIMEFRAME

Apply updated policy within one year

- Update and consolidate information on development incentives, to make the full range of policies and choices clear to developers, property owners and others interested in making investments. This should begin with a collaborative effort between the City and the Corpus Christi Regional Economic Development Corporation to update information available online, and to designate a single, consistent point of contact for comprehensive information. It should also extend to partnerships with local community organizations (such as the Uptown Neighborhood Initiative and Downtown Management District) and other entities who can help connect potential developers with these resources.



Priority areas for tax abatement and other non-TIRZ incentives

TIRZ #3
DADP Study Area

initiative **3**

Proactively encourage redevelopment of well-located underutilized parcels by engaging owners and strategically buying and selling property.

KEY ELEMENTS

Target privately-owned property by proactively contacting property and business owners to highlight market potential, incentive policies, recent and planned public infrastructure improvements, and other DADP elements that establish a more predictable and beneficial setting for investment. To the extent possible, task DMD, UNI or other locally-focused agents to conduct this outreach to maximize impact.

- Target publicly-owned property by offering it for sale to private developers for development of specific projects that support DADP goals. Time these sales to when development is favorable due to market conditions, completed infrastructure improvements, or other factors.
- As part of a citywide strategy, designate or form a city-affiliated entity to acquire, hold and sell

additional land parcels that offer compelling strategic redevelopment value by virtue of their location, large size or other factors. (See Plan CC recommendations on creating a redevelopment agency as a local government corporation.)

- > Include attention to sites suitable for public parking structures that serve new development, in coordination with Initiative 4.
- > Also focus on sites that will be made available through construction of the New Harbor Bridge and removal of the existing Harbor Bridge and its approach highways.
- > This may be accomplished through direct purchase and/or through agreement with partner landowners such as the Port of Corpus Christi, Nueces County and Texas Department of Transportation.

RESPONSIBILITY

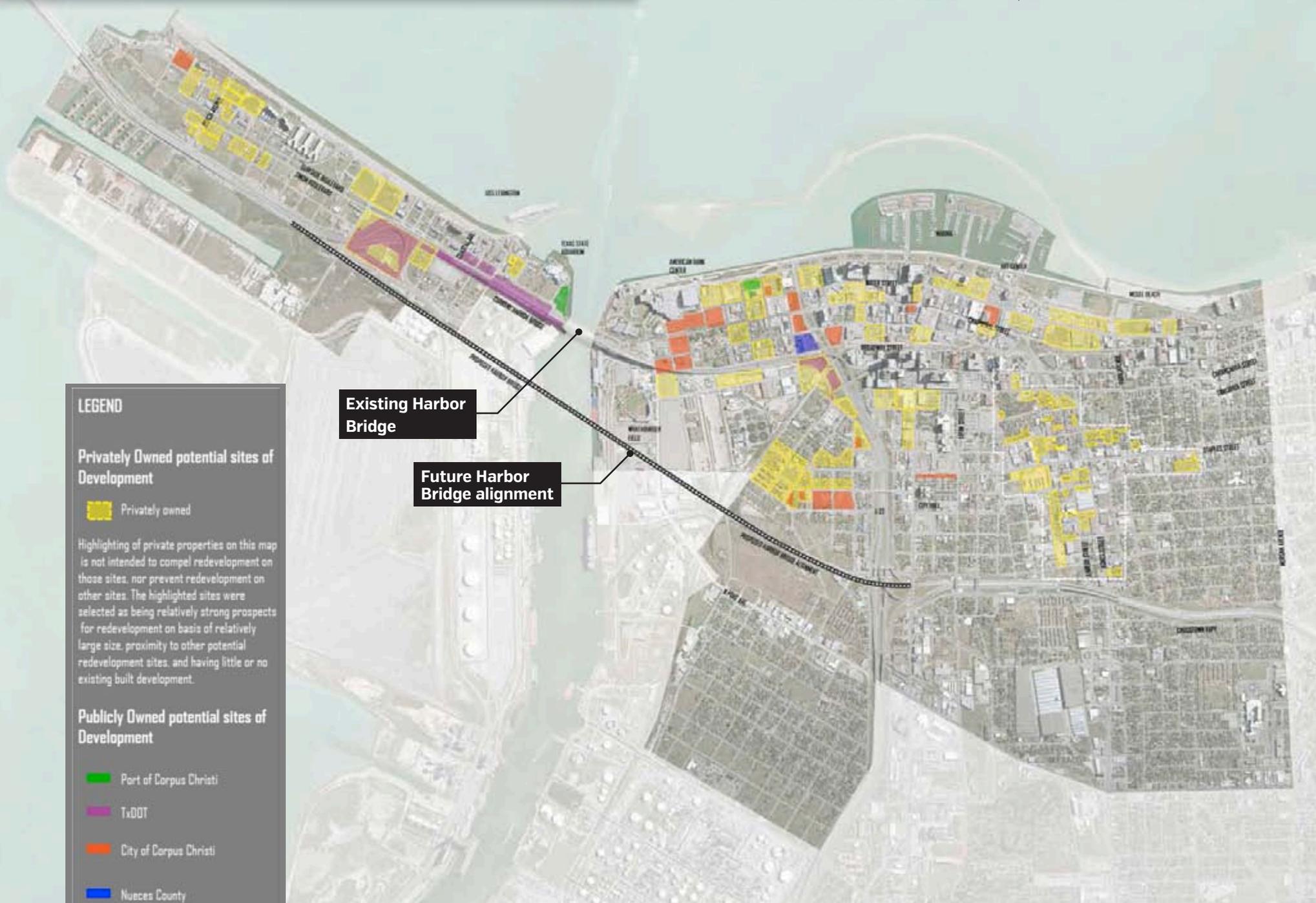
City manager’s office, with support from DMD, UNI and/or other area improvement entities for outreach to private property owners, and from EDC, city-affiliated housing corporations or other appropriate entities for strategic land acquisition, holding and sale.

RESOURCES

Operations through established funding streams for City staff and area improvement entities; property acquisition through Type A funds or other strategic economic development sources (and ultimately revolving funds through sale of parcels).

TIMEFRAME

Apply updated policy within 1 year.



LEGEND

Privately Owned potential sites of Development

- Privately owned

Highlighting of private properties on this map is not intended to compel redevelopment on those sites, nor prevent redevelopment on other sites. The highlighted sites were selected as being relatively strong prospects for redevelopment on basis of relatively large size, proximity to other potential redevelopment sites, and having little or no existing built development.

Publicly Owned potential sites of Development

- Port of Corpus Christi
- TxDOT
- City of Corpus Christi
- Nueces County

Existing Harbor Bridge

Future Harbor Bridge alignment

initiative **4** Organize parking at district scale to increase convenience and efficiency.

KEY ELEMENTS

Encourage sharing of parking spaces by uses with different demand peaks (such as daytime office worker demand and evening/weekend resident demand) through private agreements and/or district parking policy. This will help minimize cost and land area needed for new parking, while providing new revenue to existing property owners. Contact current owners of underutilized parking to confirm potential interest in leasing spaces to others. Connect development applicants to these parking owners.

- Over the longer term, directly and/or indirectly create public parking shared by multiple users to enable additional development projects. A direct approach would involve proactive acquisition of land suitable for structured parking, in areas of known development interest, in conjunction with Initiative 3. An indirect approach would encourage development applicants to incorporate shared parking in their projects by committing to fund some or all of a parking structure with City capital funds, TIRZ revenues and/or other appropriate, available sources. See Development Guidelines chapter for design guidelines explaining how structured and surface parking should be designed to enhance walkability and safety.

- Design and install clear, consistent signage for parking facilities open to the public. Coordinate pricing of publicly accessible on-and off-street parking, with prime on-street spaces priced higher to encourage more frequent turnover.
- Rationalize public on-street parking by establishing a consistent meter policy in the Marina/Downtown/Uptown area, North Beach and any future areas designated for metered parking. The policy should determine appropriate meter pricing and time allowances for meters on each street, calibrated to characteristics of nearby destinations. Conduct an inventory of supply and demand to inform policy approach. Coordinate with planned relocation of some on-street parking spaces as part of Chaparral Street improvements.
- Enhance the Parking Advisory Committee with additional professional parking expertise, through its membership and/or staff resources.
- Reinvest parking proceeds into maintaining and building additional parking, maintaining or improving sidewalk facilities, and/or other priority needs in the parking districts.

RESPONSIBILITY

City manager’s office, with support from Parking Advisory Committee, DMD, UNI and other appropriate stakeholders. Coordinate with street operations and capital projects.

RESOURCES

Fund management through current parking meter revenues. Fund new parking structures through the City’s capital improvement program or other available sources, with possible supplemental funding from TIRZ #3.

TIMEFRAME

Update Marina/Downtown/Uptown parking policy within 1 year. As developers apply for development projects, discuss with them the potential for inclusion of public parking on their sites, and connect them with owners of available parking. As part of Action 3, contact owners of sites suitable for potential longer-term public parking structures within 2-5 years to determine interest.

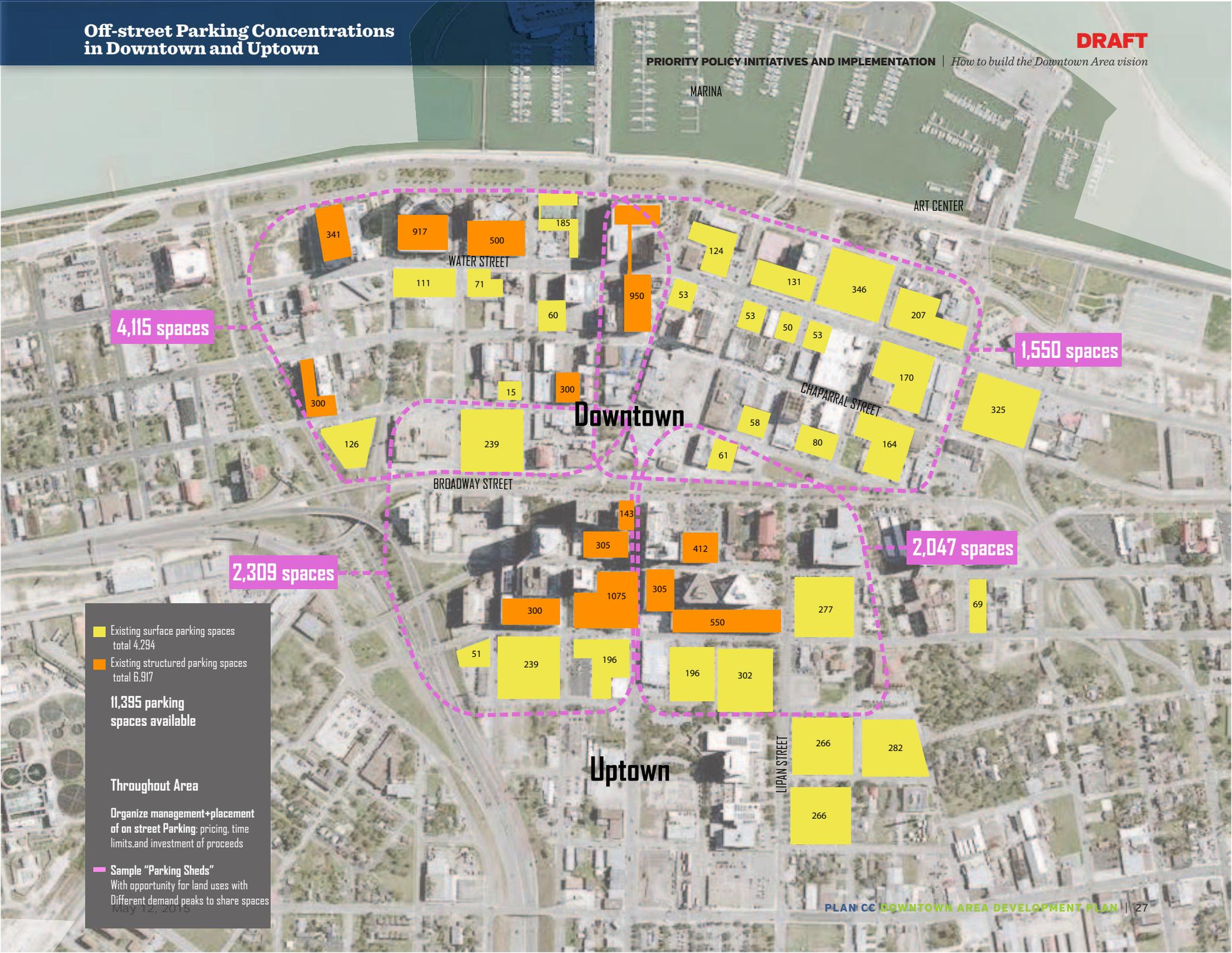


District-scale parking management can help utilize existing, underutilized structured parking spaces to support new development, and enable redevelopment of surface parking lots for higher-value uses.

Off-street Parking Concentrations in Downtown and Uptown

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4,115 spaces

1,550 spaces

2,309 spaces

2,047 spaces

- Existing surface parking spaces total 4,294
- Existing structured parking spaces total 6,917

11,395 parking spaces available

Throughout Area

Organize management+placement of on street Parking: pricing, time limits, and investment of proceeds

Sample "Parking Sheds"
With opportunity for land uses with different demand peaks to share spaces
May 12, 2015

initiative **5** Support new development with infrastructure investments that are timed and located together with private investment.

KEY ELEMENTS

- Pace City investment in streets, parks, utilities, parking and other infrastructure in parallel with private development projects. See pages 40–41 for priority infrastructure investments in the downtown study area. Integrate appropriate priorities and concepts developed by stakeholders such as the SEA District. Include North Beach water service upgrades where needed. Unless there is clear immediate need or benefit for improvement, begin infrastructure project investment only when private development that will benefit from the infrastructure improvement is moving forward.
- Top priority use of TIRZ #3 funding should be for investments that directly enable development projects, such as gap financing, or utility connections, sidewalk or street tree improvements or other general street improvements/upgrades directly related to the project. Remaining TIRZ funds may then be invested in broader improvements serving the district. Larger scale infrastructure like street extensions and parking structures may require funding from other sources such as the City’s biannual capital funding bonds paid through its general budget, or grants such as have been used to improve Downtown Area street lighting.
- Continue to work closely with the Texas Department of Transportation to confirm design and funding for new bridge, street, multi-use path and park infrastructure (associated with the New Harbor Bridge and areas where the existing Harbor Bridge and its approach streets will be removed) to ensure these investments fully support DADP goals. See also Actions 7 and 8.
- Minimize any adverse impact on area properties and businesses from infrastructure construction by:
 - > Designing and phasing projects to reduce time and area of impact,
 - > Enforcing performance criteria for contractors (such as incentives for timely project completion),
 - > Investing in “we’re open for business” campaigns that highlight operations and access during construction through supplementary signage or other publicity, and
 - > Involving local stakeholder organizations such as DMD, UNI, SEA District and NBCA in planning and applying these impact mitigation strategies.

Given the large scale of work anticipated with construction of the New Harbor Bridge and removal of the Existing Harbor Bridge and its

RESPONSIBILITY

City manager’s office and TIRZ #3 board with support from area stakeholder organizations such as DMD, SEA District, UNI and NBCA; and from partner agencies building and using infrastructure including the Texas Department of Transportation, CCRTA and Port of Corpus Christi.

RESOURCES

TIRZ #3 funds; City and grant-sourced capital improvement funds; Federal and state transportation funding associated with the New Harbor Bridge, port improvements and other projects; Type A funds and/or Marina revenues for appropriate waterfront projects.

TIMEFRAME

Confirm conceptual design and funding of New Harbor Bridge-related projects prior to commencement of bridge construction. Build development project-related infrastructure in parallel with development. Complete a construction management plan with affected stakeholders at least two months before starting any infrastructure project.

approach streets, work closely with the Texas Department of Transportation, its contractors, and community stakeholders to avoid adverse impacts.



Capital investments have enhanced the Downtown Area as a place to invest and visit. Recent initiatives include Shoreline Boulevard reconstruction (left), a new playground at the Corpus Christi Museum of Science & History (center), and extension of Chaparral Street streetscape and utility improvements to Taylor Street (right). See pages 40–41 for recommended future improvements.

initiative **6** Fill missing links in Corpus Christi's signature waterfront park and path network.

KEY ELEMENTS

- Complete reconstruction of the Marina's boat slips south of Coopers Alley.
- Complete design and construction of Shoreline Boulevard park improvements between Furman Avenue and Coopers Alley, using funding previously dedicated.
- Design, fund and implement Phase II Shoreline Boulevard walkability and streetscape improvements between I-37 and Lawrence Street. Add crosswalks across Shoreline Boulevard at any cross streets where they are absent, such as Schatzell, People's (north side), Starr, Taylor and Twigg Streets. Include curb bump-outs, signage or other devices to promote traffic speeds at or below 25 mph.
- Complete design and construction of North Shoreline Boulevard promenade from the Texas State Aquarium ferry dock to Bridgeport Avenue and the Beachwalk, using funding previously dedicated.
- Connect the new Harbor Bridge multi-use path to neighborhoods and the bay with a new multi-use path extending west to Hillcrest, East to Shoreline Boulevard via Washington-Coles and the SEA District, and south to Uptown. Include the Solomon Coles Recreation center and historic Old Bayview Cemetery as part of the route.
- Connect the new Harbor Bridge multi-use path to North Beach and the bay with a new multi-use path extending along Beach Avenue to the Beachwalk, and along Timon and Surfside Boulevard to the Texas State Aquarium ferry dock.
- Build the planned birding park in North Beach north of Beach Avenue, utilizing new Harbor Bridge mitigation funding.
- Connect Uptown to the bay with improved pedestrian lighting and walks along Leopard, Peoples and Lawrence Streets, Cooper's Alley, and along Park Avenue from South Bluff Park to McGee Beach. Include bike lanes along Leopard Street, Park Avenue and other corridors where feasible. Include sidewalk, crosswalk and accessible ramp improvements at the bluff along Broadway to enhance Uptown-Downtown connections.
- Expand ferry service with stops at the SEA District (at Ortiz Center dock) and increased service frequency (30 minutes) by replacing the current single ferry with multiple smaller boats.
- Inaugurate a Bayfront trolley with shuttle service along the Shoreline Boulevard corridor between the SEA District and downtown. Brand the service differently from standard RTA services, and proactively market service to visitors (as well as the Corpus Christi community).

RESPONSIBILITY

City manager's office, Parks & Recreation Department, CCRTA

RESOURCES

Dedicated and future capital project allocations; CCRTA funding and fare revenue.

TIMEFRAME

Complete Shoreline Boulevard crosswalk improvements, Leopard/Peoples Street lighting improvements and marina boat slips within 1 year. Complete park and path improvements along Shoreline Boulevard and Park Ave. within 2 years. Complete North Beach birding park and Timon/Surfside path within 3 years. Complete new Harbor bridge path connections by time of bridge completion.

- Consider opportunity to connect waterfront paths to Westside neighborhoods with multi-use trails along former rail corridors.



LEGEND

- OFF STREET MULTI-USE PATH
- SIDEWALKS+ BIKE LANES+ SHARROWS
- ENHANCED FERRY SERVICE
- PARK AREA

initiative **7**

Transform old Harbor Bridge infrastructure to connect districts and the bay with walkable development and access.

KEY ELEMENTS

- Study and confirm preferred street network connections to replace the current interchange at IH 37 and the US 181/Harbor Bridge approach at Broadway Street.
- Rebuild IH 37 from the Crosstown Expressway to Mesquite Street as a boulevard with lower traffic speeds, a landscaped median, sidewalks east of Staples Street, and opportunity for development adjacent to the right of way.
 - > Consider restoring the original street name for this corridor, Aubrey.
 - > Create grade-level street connections that maximize development opportunity on adjacent sites, create safe walking and biking conditions, distribute traffic via multiple routes across a gridded street network, and have moderate maintenance costs.
 - > Consider a roundabout at the intersection of Aubrey and Broadway as a signature gateway to Corpus Christi and the bayfront.
 - > Consider one or more additional grade level intersections between Carancahua and Waco Streets offering improved vehicular, pedestrian and bike connections between Uptown, Washington-Coles, SEA District and regional highways.
 - > Confirm funding and construction process with Texas Department of Transportation.
- Restore east-west street connections across the old Harbor Bridge approach in the SEA District, and create a new grade-level street along the approach (formerly Tiger Street), utilizing new Harbor Bridge project funding. Design streets to be safe and inviting for walking. Discuss new street alignment and design with area property owners to ensure new streets support development opportunity.
- Ensure that the new Harbor Bridge project enables convenient use of multiple access routes to the SEA District, including Port Avenue and the potential future Staples Street extension to Fitzgerald, as well as Broadway/Tiger and existing streets to the east.
- Ensure the project enhances Downtown and Uptown connections at key intersections along I-37 between Port Avenue and Shoreline Boulevard, and via Agnes and Laredo Streets. Ensure the project enhances North Beach access with convenient, attractive access at Beach Avenue connecting to Surfside and Timon Boulevards.
- Ensure that all major highway approaches have programmable signage that can be used to provide access instructions for events.

RESPONSIBILITY

City manager's office, with support from Texas Department of Transportation

RESOURCES

New Harbor Bridge funding. Potential supplemental city capital funding for areas beyond the scope of the Harbor Bridge project.

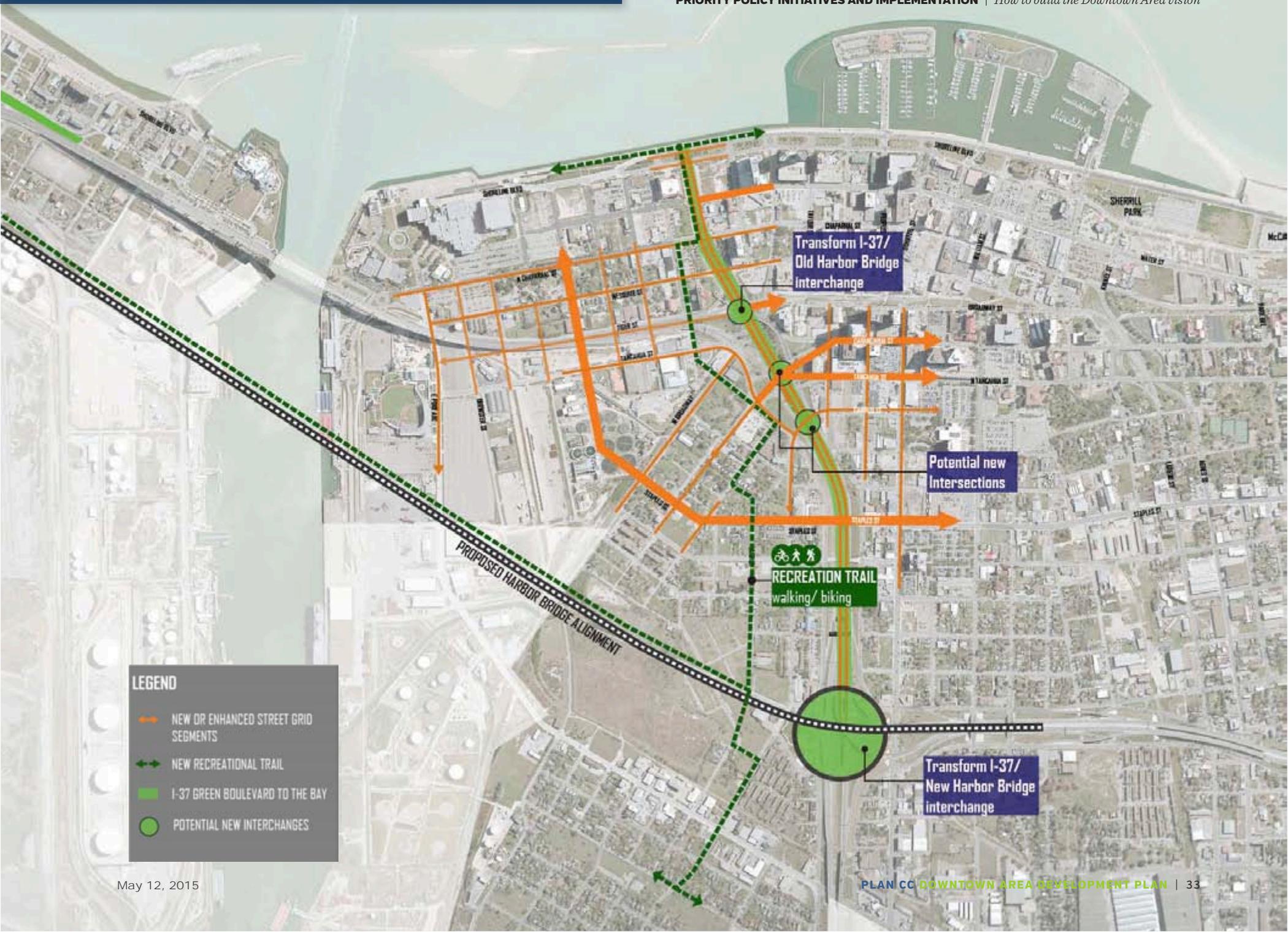
TIMEFRAME

By 2020 as part of New Harbor Bridge project.

Transforming obsolete Harbor Bridge approach highways into walkable city streets

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LEGEND

- NEW OR ENHANCED STREET GRID SEGMENTS
- NEW RECREATIONAL TRAIL
- I-37 GREEN BOULEVARD TO THE BAY
- POTENTIAL NEW INTERCHANGES

initiative **8**

Transform old Harbor Bridge infrastructure to connect districts and the bay with walkable development and access.

KEY ELEMENTS

- Work with the Texas Department of Transportation and involved Federal agencies to confirm appropriate uses of new Harbor Bridge project mitigation funding that address project impacts on the Corpus Christi community and are consistent with the DADP and Plan CC. Consider these potential uses of mitigation funding:
 - > Capital funding for North Beach birding park and wetlands improvements
 - > Capital funding for Beach Avenue and Surfside/Timon multi-use path, street, landscape and signage improvements.
 - > Capital funding for a multi-use path connecting the new Harbor Bridge multi-use path with Hillcrest, Washington-Coles, Shoreline Boulevard and Uptown.
 - > Other priorities identified by affected community members and impact analysis.

RESPONSIBILITY

City manager's office, Environmental Services and Planning, with support from Texas Department of Transportation and Federal agencies involved in the New Harbor Bridge project

RESOURCES

New Harbor Bridge funding.

TIMEFRAME

Upon beginning of New Harbor Bridge construction activity or other timeframe designated by involved agencies.

PLAN VIGNETTE	PARK NAME	PROPOSED IMPROVEMENTS
<p>Potential park improvement concepts identified by community members as part of new Harbor Bridge planning.</p>		
	<p>DR. HJ WILLIAMS MEMORIAL PARK</p>	<ul style="list-style-type: none"> ■ RESURFACE EXISTING BASKETBALL COURT ■ NEW PLAYGROUND EQUIPMENT ■ NEW TRAIL AROUND PARK ■ NEW OVERHEAD TRELLIS STRUCTURE ■ MAINTAIN MULTI-USE FIELD ■ NEW PICNIC TABLES ■ PEDESTRIAN LIGHTING
	<p>WASHINGTON ELEMENTARY SCHOOL SITE</p>	<ul style="list-style-type: none"> ■ NEW COVERED BASKETBALL COURTS ■ NEW COMMUNITY GARDENS IN RAISED PLANTER BEDS ■ NEW PLAY STRUCTURE ■ NEW BACKSTOP FOR BASEBALL ■ NEW PARKING LOT ■ NEW OVERHEAD TRELLIS STRUCTURE ■ NEW BLEACHERS ■ MAINTAIN MULTI-USE FIELD ■ NEW TRAIL AROUND PARK
	<p>TC AYERS</p>	<ul style="list-style-type: none"> ■ NEW TRAIL AROUND PARK ■ REMOVE AND REPLACE POOL CHANGING FACILITY ■ EXISTING POOL TO BE RESURFACED ■ NEW TREE PLANTING FOR SCREENING
	<p>BEN GARZA PARK</p>	<ul style="list-style-type: none"> ■ RESURFACE EXISTING BASKETBALL COURTS ■ RESURFACE EXISTING PARKING LOT AND PROVIDE NEW STRIPING ■ NEW PARKING ■ NEW PLAYGROUND ■ NEW TRAIL



VICINITY / KEY MAP
NTS

**Harbor Bridge
Conceptual Park Plans**

Corpus Christi, Texas

January 8, 2014

URS# 25336573



initiative **9** Actively manage event traffic and parking.

KEY ELEMENTS

- Establish a working group responsible for planning and implementing traffic and parking management in the SEA District. Include participation by SEA District leadership, Corpus Christi Street Operations Department, Corpus Christi Police Department, CCRTA, DMD, UNI and other stakeholders as appropriate, under leadership of the SEA District. Determine typical levels of management intervention needed depending on size/attendance of events.
- The SEA District working group should consider these strategies, among others, to improve access to and from large events there:
 - > Provide people driving to events directions, via real time street signage and through advance notice, that disperse traffic to and from different events across multiple routes including Port Avenue.
 - > Use signage and consistent pricing to direct drivers to parking efficiently, preventing drivers from having to travel additional blocks seeking parking.
 - > Minimize pedestrian/vehicle movement conflicts near venues by temporarily limiting vehicular access within one block or other appropriate distance from venue.
- > For events large enough to merit park-and-ride shuttles, temporarily designate dedicated lanes to serve shuttles to ensure efficient movement. Offer extra ferry service in addition to buses.
- > Provide additional programming, dining or other activities before and after major events to spread driving trips over a longer period of time and reduce traffic peaks.
- Help advance supportive infrastructure investments like improved walks between Shoreline Boulevard, Chapparral and Brewster Streets, Port Avenue and area parking facilities, and potential vehicular traffic connection from Shoreline Boulevard at the Art Museum of South Texas to Port Avenue.
- To manage event-related traffic and parking in other portions of the study area, set up similar working groups and apply successful techniques used in the SEA District.

RESPONSIBILITY

SEA District, with support from Corpus Christi Street Operations Department and Police Department, CCRTA and other stakeholders as appropriate.

RESOURCES

Shared support from SEA District, City departments, CCRTA and/or other involved stakeholders.

TIMEFRAME

Within 3 months.



Concept for walking path and street alongside the Water Garden, connecting Shoreline Boulevard and Chaparral Street and creating additional arts and event programming opportunities.

initiative **10** Intensify destination arts and retail programming.

KEY ELEMENTS

- Develop and apply a coordinated approach to Downtown and Marina branding, building on branding efforts by the DMD and Corpus Christi Marina.
- Coordinate branding and marketing efforts to visitors among the DMD, Marina, SEA District, CCCVB, American Bank Center, Texas State Aquarium, USS Lexington, hotels and other visitor industry stakeholders
- Add regular dining, recreation and/or other destination activities along Shoreline Boulevard to highlight and expand synergies between the Marina, Bayfront, Downtown and adjacent areas. Enable expansion of the Art Center of Corpus Christi's restaurant/café space with outdoor dining as part of transformation of former Shoreline Boulevard right of way into park space. Program Shoreline Boulevard median space near Lawrence and/or People's Street with dining, starting with mobile vendors and exploring potential for more permanent restaurant facilities. Require building development and major renovation projects in this area to include active ground floor uses facing Shoreline Boulevard, preferably including restaurants or shopping.
- Create a working inventory of available downtown retail space to assist marketing to potential retail business tenants. To the extent possible, focus retail uses within one block of Chaparral Street to create synergy.
- Create a stronger presence of the arts along or within one block of Chaparral Street. Replace prominent vacancies with galleries, studio space and/or other arts-related programming. Install public art (preferably on a rotating basis) along improved sections of Chaparral, La Retama Park and/or other key public spaces. Engage the Art Gallery of Corpus Christi, TAMU Department of Art, Art Museum of South Texas, gallery owners and/or other arts stakeholders in programming and publicity.
- Relocate graduate programs in the Department of Art of Texas A&M University (TAMU) Corpus Christi to Downtown.

RESPONSIBILITY

DMD and Corpus Christi Marina for Downtown/Marina branding and marketing; CCCVB with support from other stakeholders noted above for broader branding and marketing; DMD, Marina and Art Center for Shoreline Boulevard programming; DMD, Art Center and other arts organizations and stakeholders for arts programming; Corpus Christi City Council, TAMU-CC and DMD for downtown graduate arts facility.

RESOURCES

DMD funding from public improvement district and City; contributions from stakeholder organizations; potential TIRZ #3 funding; TAMU.

TIMEFRAME

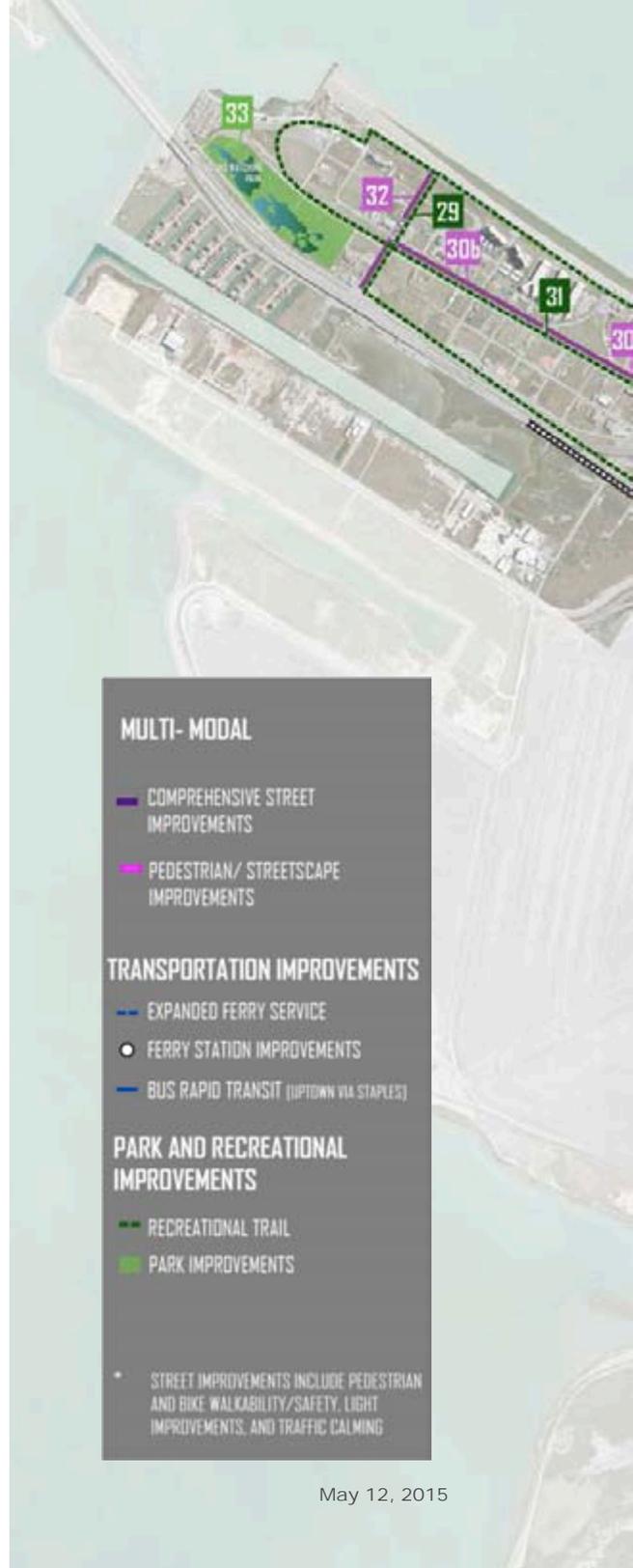
Update branding and marketing for the Downtown/Marina and broader Downtown Area by end of 2015. Expand Shoreline Boulevard programming during summer 2015; add more permanent dining opportunity by 2016. Fill at least five vacant downtown retail spaces by end of 2015. Open downtown TAMU graduate arts facility within 5 years.

Concept for expanded outdoor dining, walking, seating and Marina/bay observation areas occupying former roadway between the Art Center and the Shoreline promenade.



INFRASTRUCTURE INITIATIVES

- 1 New marina docks at Cooper's Alley L-Head
- 2a Streetscape improvements on Chaparral [Schatzel to Taylor]
- 2b Streetscape improvements on Chaparral [Taylor to I-37]
- 2c Streetscape improvements on Chaparral (William to Kinney)
- 3a La Retama Park landscape and paving improvements
- 3b Shoreline Boulevard at Art Center - shading/streetscape/food
- 4a Pedestrian improvements on Leopard at Broadway - stop signs/crosswalks
- 4b Pedestrian improvements - ADA ramps from Upper to Lower Broadway
- 5 Expanded ferry service/station - boat purchase and station development
- 6b Street lighting on Peoples Street - "Light Up CC"
- 7a Recreation/walking trail/streetscape improvements - Peoples St. from Broadway to Shoreline Blvd.
- 7b Recreation/walking trail/streetscape improvements - Shoreline Blvd. Phase II
- 7c Road diet - 6 to 4 lanes - Shoreline Blvd Phase II
- 7d Recreation/walking trail/ streetscape improvements - Lawrence St. from Broadway to Marina
- 8a Parking structure A - 600+/- spaces north of Peoples St. or other appropriate location
19 Bus Rapid Transit- Staples Street
- 8b Parking structure B - 600+/- spaaces south of Lawrence St. or other appropriate location
- 9 Parking supply/demand, placement, and pricing study
- 27b Recreation/walking trail/streetscape improvements - Broadway from I-37 to Blucher
- 6a Street lighting on Leopard Street - Uptown Neighborhood Initiative
- 10a Street improvements Ph. 1 Leopard St. [Broadway to Tanchahua] - includes rec trail
- 10b Street improvements Ph. 2 Leopard St. [Tanchahua to Josephine] - includes rec trail
- 8c BParking structure C - 600+/- spaces with occupied space along any adjacent street edges
- 13a Street/ped improvements - Ph. 1 Brewster St. from Tanchahua to Chaparral
- 13b Street/ped improvements - Ph. 2 Brewster St./Mesquite/Chaparral/Hirsch
- 13c Street/ped improvements - Ph. 3 Chaparral St. to Whataburger Field and Brewster St.
- 14 Street extension - Shoreline Blvd. extended between Convention Center and Art Museum
- 15a Recreation trail - waterfront bike/ped improvements from I-37 to Art Museum
- 15b Promenade - waterfront bike/ped improvements from Art Museum to Ortiz Center ferry dock
- 15c Recreation trail - bike/ped improvements from Ortiz Center to I-37 along Chaparral St.
- 5 Expanded ferry service/station - boat purchase and station development
- 16a Street improvements - study replacement of I-37/Harbor Bridge/ Broadway interchange
- 16b Street improvements - new I-37 traffic circle and Tiger Street
- 17 SStreet improvements - Belden St. between Tiger St. and West Broadway
- 18 Street extensions - Power, Palo Alto, Fitzgerald, Resaca, and Hughes from Tanchahua to Mesquite
- 19 Street extension - Staples St. to Fitzgerald/Tanchahua connector
- 20b Recreation trail - bike/ped improvements from W. Broadway to Shoreline along Belden/Aubrey
- 20a Recreation trail - Hillcrest Park to Lake St. past Bayview Cemetery to W. Broadway
- 21 Park improvements at H. J. Williams Park - playground equipment, surfacing, tree plantings
- 22 Street/bridge reconstruction - change Tanchahua and Caranchahua birdges to two-way street and surface intersections
- 23a Street improvements - bike/ped improvements to Staples St. from I-37 to W. Broadway
- 23b Street improvements - roadway and sidewalk improvements on miscellaneous streets
- 24 Park improvements by City at Sherrill and McCaughan parks
- 25 Street improvements - bike/ped improvements on Park Ave. from Tanchahua to Shoreline Blvd.
- 26 Street improvements - bike/ped improvements on Water St. from Kinney to Furman
- 27a Recreation trail - bike/ped improvements from Blucher St. to Park Ave.
- 28 Street/ped improvements at Shoreline Blvd. segment between Aquarium and Coastal Ave.
- 29 Utility upgrades - water main line upgrade/extension
- 30a Street improvements - Ph. 1 "N. Beach Boulevard" from Aquarium to Surfside Park
- 30b Street improvements - Ph. 2 "N. Beach Boulevard" from Surfside Park to Beach Ave.
- 5 Expanded ferry service/station - boat purchase and station development
- 31 Recreation trail - bike/ped improvements from Aquarium to Beach Ave. along existing "Beachwalk"; Beach Ave. to new Harbor Bridge; and along new "North Beach Boulevard"
- 32 Street improvements - Beach Ave. from Harbor Bridge to Surfside Blvd.
- 33 Park improvements - implement new birding and wetland park north of Beach Ave.



MULTI-MODAL

- COMPREHENSIVE STREET IMPROVEMENTS
- PEDESTRIAN/ STREETSCAPE IMPROVEMENTS

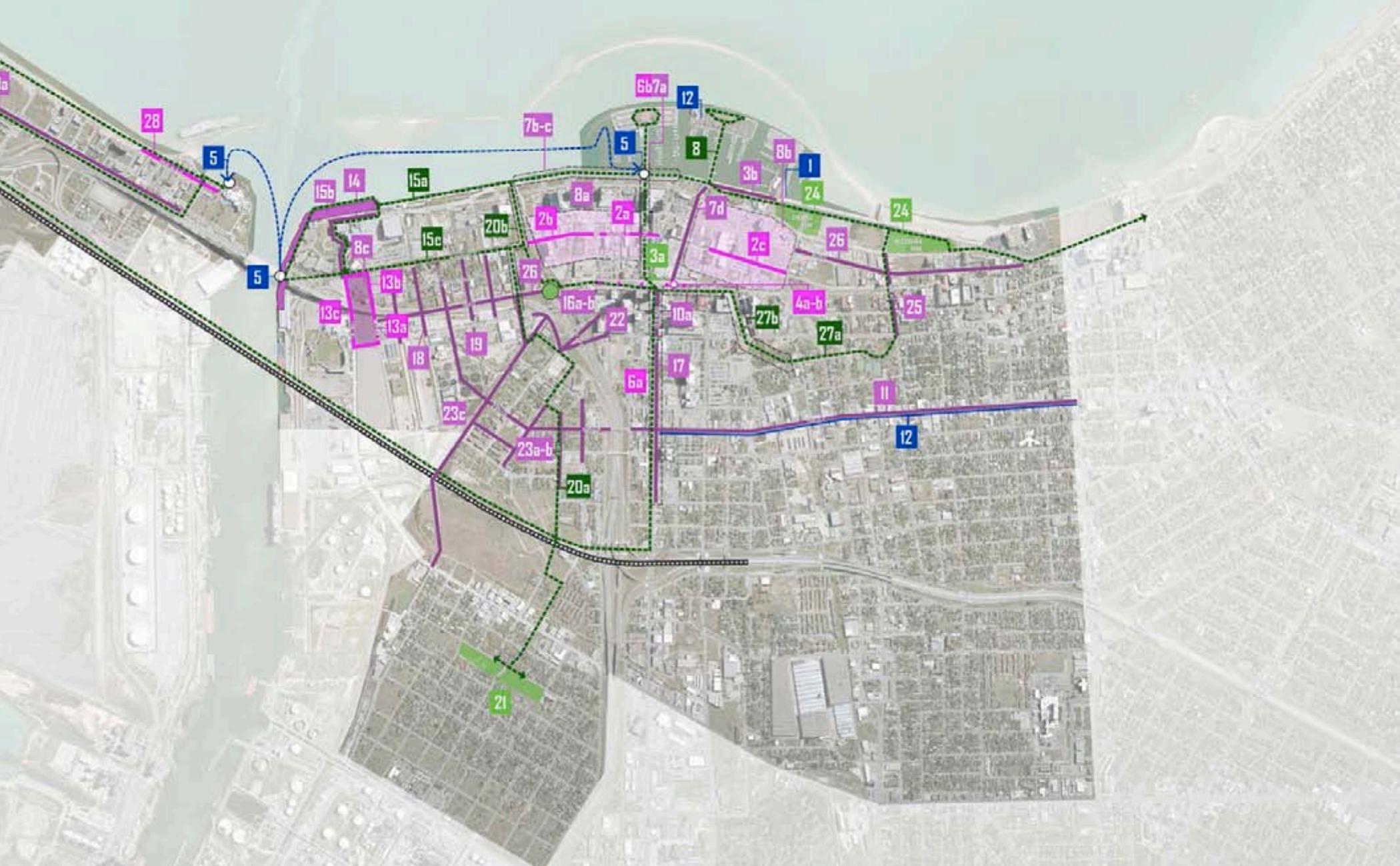
TRANSPORTATION IMPROVEMENTS

- EXPANDED FERRY SERVICE
- FERRY STATION IMPROVEMENTS
- BUS RAPID TRANSIT (UPTOWN VIA STAPLES)

PARK AND RECREATIONAL IMPROVEMENTS

- RECREATIONAL TRAIL
- PARK IMPROVEMENTS

* STREET IMPROVEMENTS INCLUDE PEDESTRIAN AND BIKE WALKABILITY/SAFETY, LIGHT IMPROVEMENTS, AND TRAFFIC CALMING



3 District Frameworks and Reinvestment Priorities

Targeted priorities for a vibrant and connected Corpus Christi

INTRODUCTION

The District Frameworks and Reinvestment Priorities chapter begins with an overview of the Downtown Area districts, highlighting their unique qualities alongside broad and synergistic opportunities for targeted development, improved public realm and recreation connections, organized street hierarchy, and a new “arts framework” for Corpus Christi. The analysis of market-based development potential described in Chapter 1 sets the foundation for these recommendations, as do recent infrastructure initiatives taking place in the Downtown Area, most importantly the Harbor Bridge relocation, recent Chaparral streetscape implementation, and Shoreline Boulevard reconfiguration.

For each of the districts, a list of reinvestment priorities is presented that identifies where the most proactive efforts promise the most transformative, catalytic, and cost-effective impacts—development of priority land parcels, improved streets for pedestrians and bicyclists, and/or new programs for parks, for example. District recommendations are also provided for land use, urban design, transportation and streets/public realm which present a range of specific public and private actions that would bring both near-term and long-term improvements.



Downtown Marina and Arts District

“Leveraging infrastructure investment and filling the gaps with live/work/play/learn”

Park + Water District

“Connecting neighborhoods and people to the Bay and destination parks”

Uptown Opportunity Neighborhoods

“Expanding choices for housing, jobs, and transportation”

Washington-Coles

“Strengthening an established neighborhood with connected streets and housing”

Hillcrest

“Providing housing options and opportunities for current residents”

SEA District

“Promoting vibrant and accessible destinations within a walkable setting”

North Beach

“Inviting the region to experience sea and sky”

Downtown Study Area and Districts



DOWNTOWN AREA FRAMEWORK:

BAYFRONT PARK & TRAIL NETWORK

This **comprehensive park and recreation trail system** links the waterfront, public parks, the waterfront, and Downtown Areas of Corpus Christi through new multi-use paths and walkable, bikable recreation loops. A newly marked path along Shoreline Boulevard and the waterfront connects to interior paths at Park Avenue, Peoples Street, I-37 (transformed into a green Boulevard after the Harbor Bridge relocation) and Port Street. The trail network extends to North Beach via expanded water ferry service from the marina and SEA District, connecting to the existing North Beach “beachwalk” and new pathways on Beach Avenue, Surfside and Timon, and along the proposed Harbor Bridge. The path from the new Harbor Bridge would link through the Hillcrest and Washington-Coles neighborhoods connecting both to the SEA District and bay. The recreation trail would be comprised of wider sidewalks, dedicated bike lanes, and shared bike lanes along existing streets, with beach trails and bridge treatments to create the network.



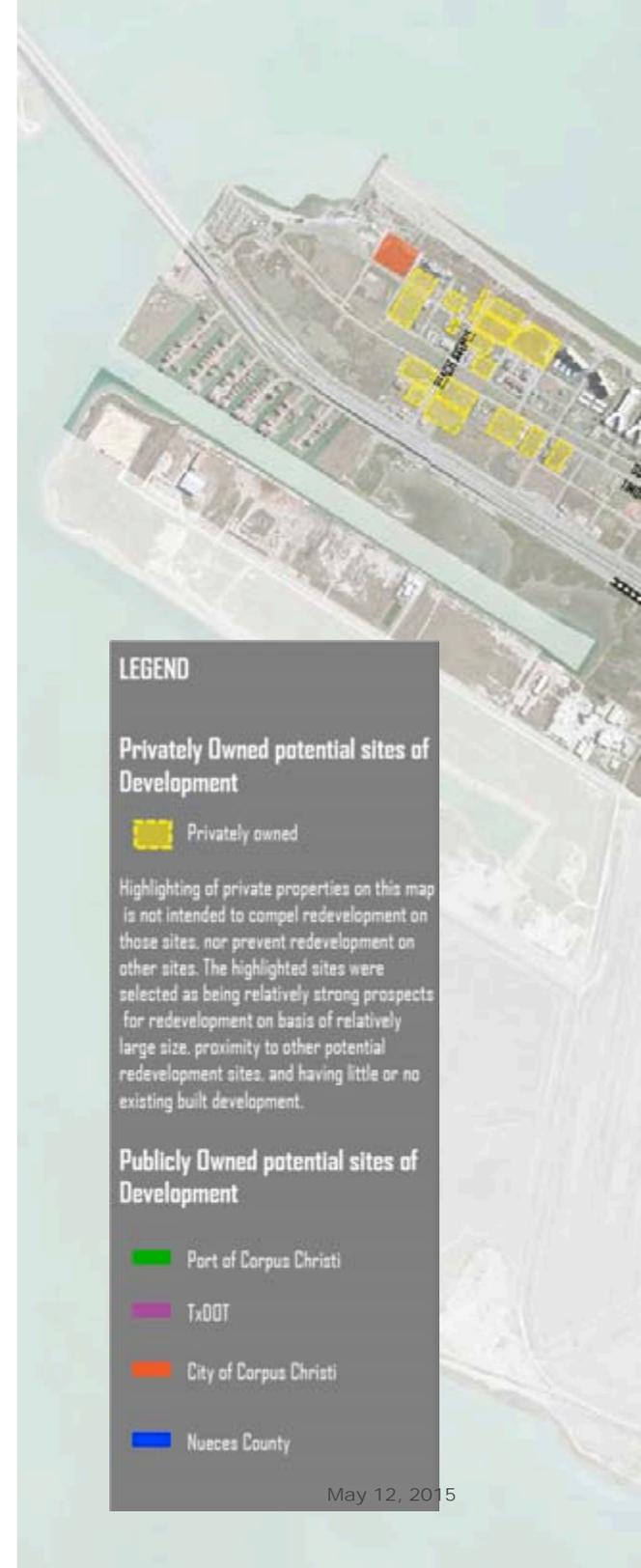
LEGEND

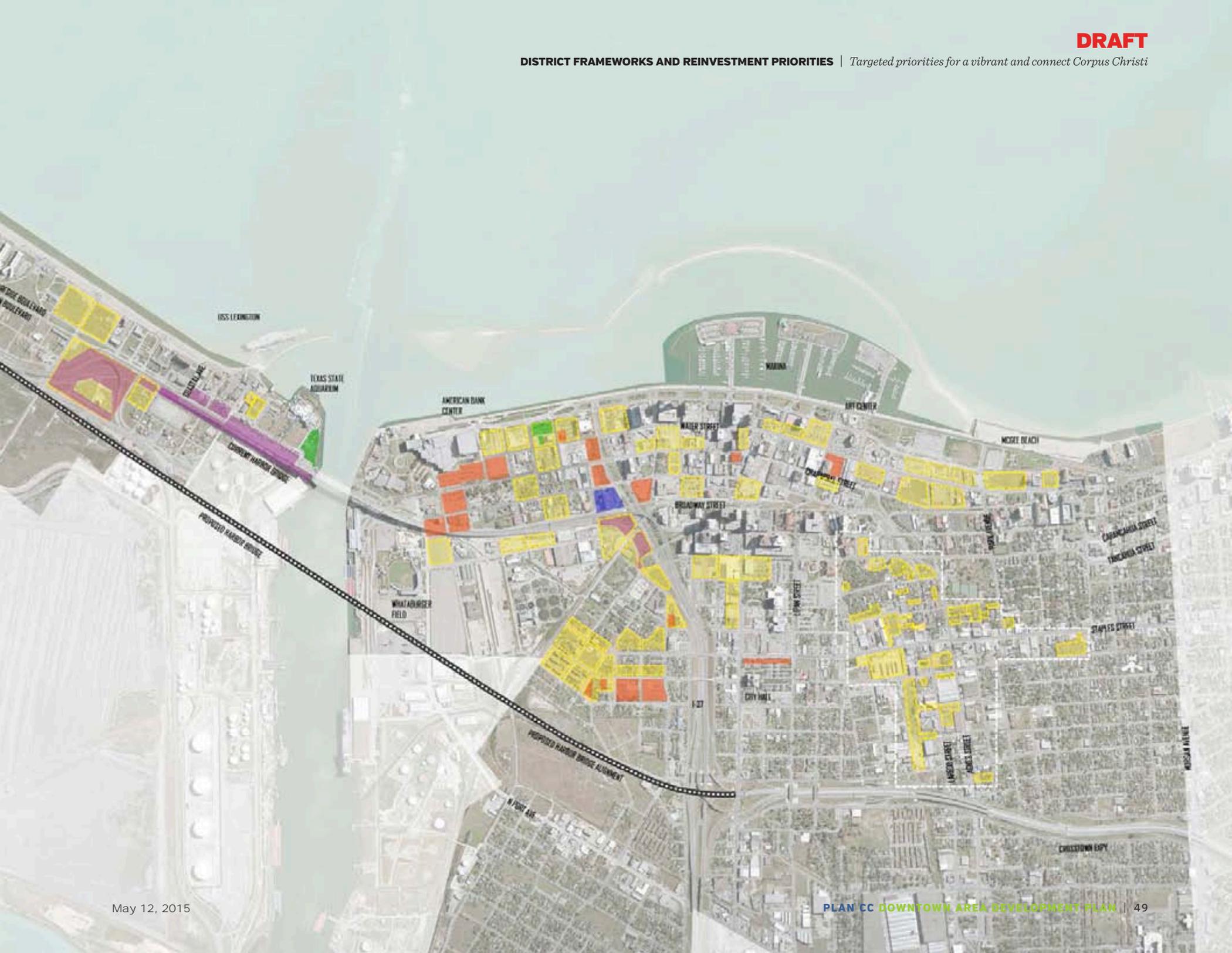
- OFF STREET MULTI-USE PATH
- SIDEWALKS+ BIKE LANES+ SHARROWS
- ENHANCED FERRY SERVICE
- PARK AREA

DOWNTOWN AREA FRAMEWORK:

POTENTIAL REDEVELOPMENT SITES

Significant **development opportunities** exist in Corpus Christi based on an analysis of publicly and privately owned land parcels that appear vacant or underutilized. Criteria for noting these parcels—color coded according to ownership by the Port, TxDOT, City, or County—include large, open surface parking lots, vacant or underperforming buildings where redevelopment value exceeds current value, and reclaimed land that will be made available with the relocation of the Harbor Bridge. The diagram does not suggest a proposal for specific development on specific sites. Instead it is meant to focus discussion on the availability of land and the possibility of redeveloping key parcels through public/private partnerships that would have significant positive impacts and spin-off benefits on their related districts and neighborhoods. Note that the majority of City owned sites are located in the SEA District, while privately owned sites are distributed throughout the Downtown Areas.





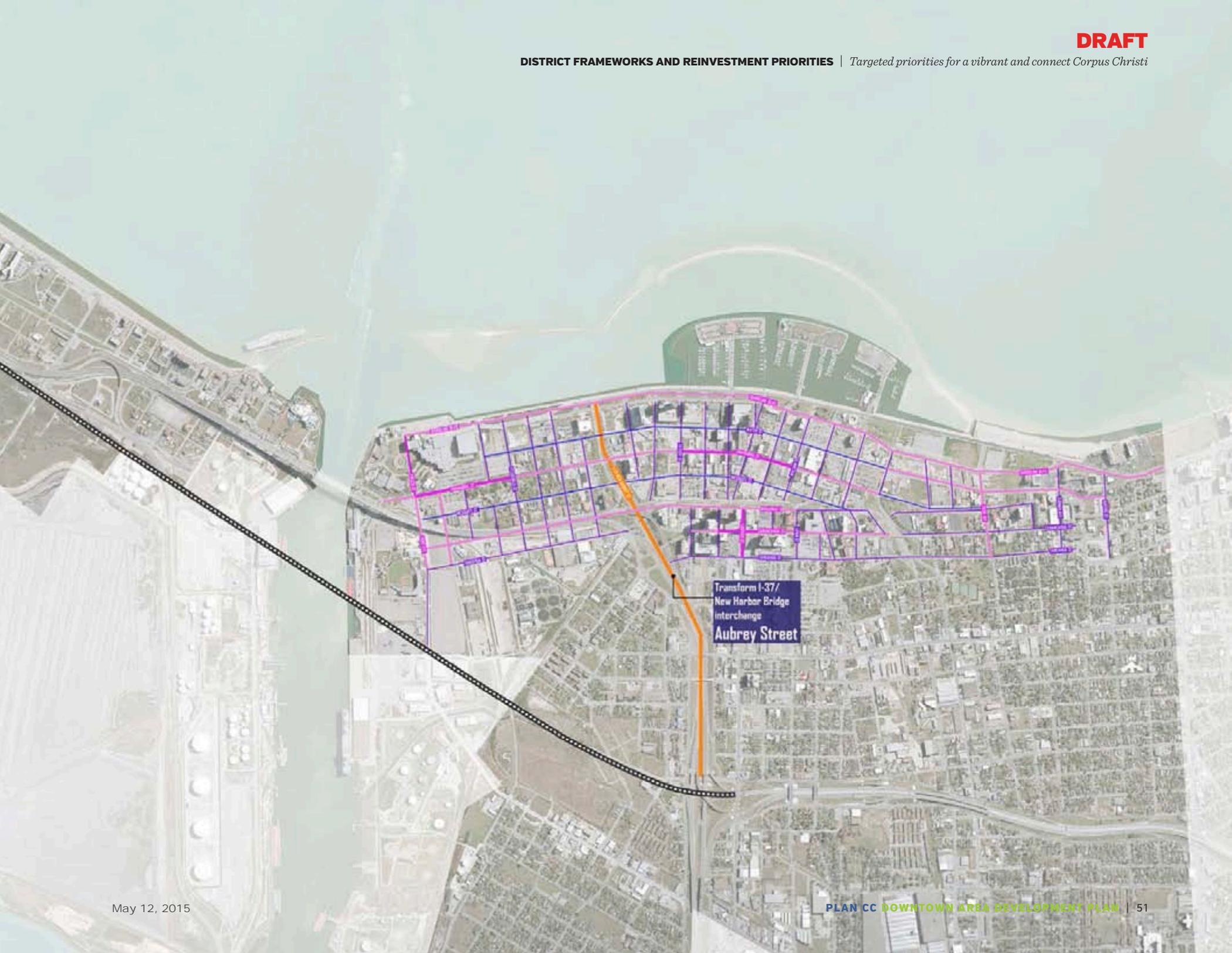
DOWNTOWN AREA FRAMEWORK:
STREET CHARACTER

This diagram highlights the network of walking streets, retail streets, side streets, and flexible access streets throughout the Downtown, SEA District, and Park + Water District. Taken together, this **street character framework** defines areas appropriate design approaches for development on each type of street. Chaparral Street between William and Taylor is logically a primary walking and retail street given its recent streetscape improvement program; this model could also be followed on Leopard Street between Broadway and Tanchhua and eventually in the SEA District as well on Chaparral between Fitzgerald and Port Street. Shoreline Boulevard and Broadway Street are emphasized as primary walking streets while Water Street and Mesquite are denoted as flexible access streets, meaning they primarily serve a transportation function although integration of commercial and/or residential uses are possible. Side streets complete the network and are highlighted as potential locations for service and parking access.



LEGEND

- Primary walking street - Retail priority
- Primary walking street
- Side street
- Flexible access street
- I-37/ New Aubrey street

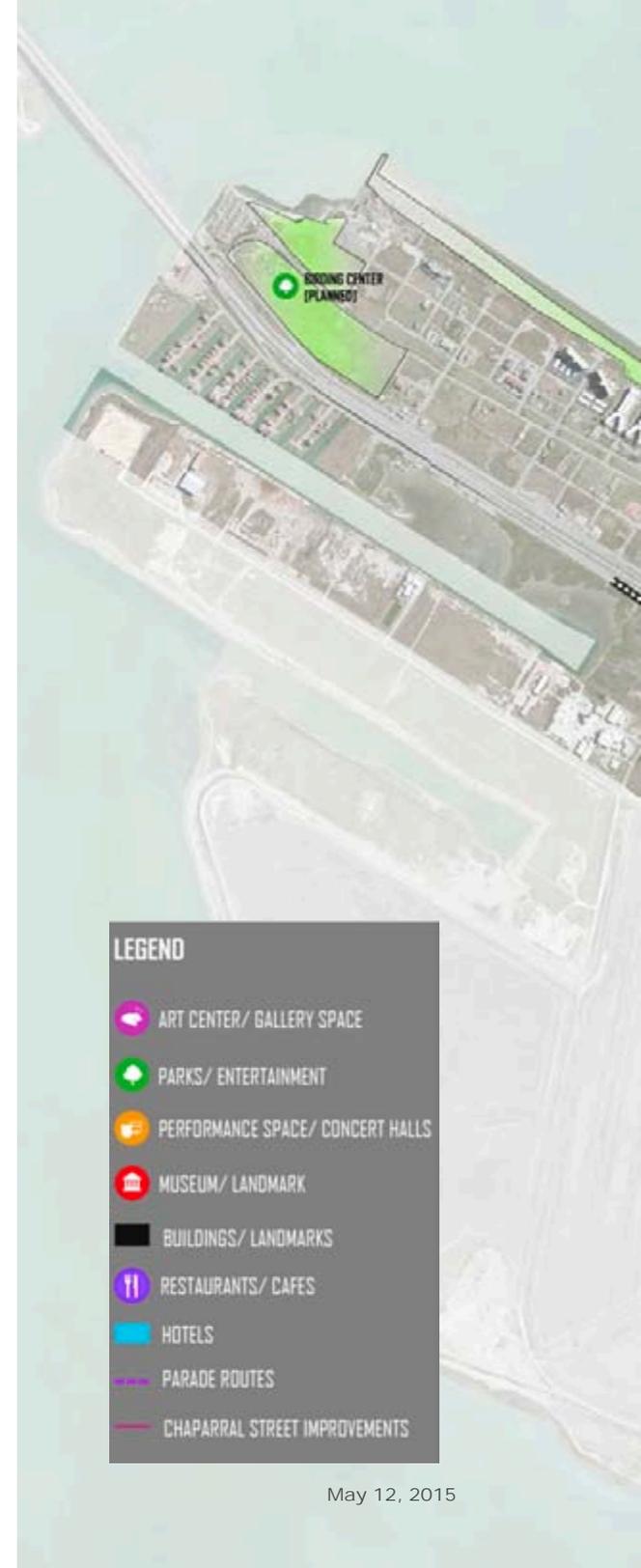


Transform I-37/
New Harbor Bridge
interchange
Aubrey Street

DOWNTOWN AREA FRAMEWORK:

ARTS & CULTURE FRAMEWORK

The arts play a significant role in the life and activity of Corpus Christi’s Downtown Areas. Bracketed by the Art Museum of South Texas to the north and the Corpus Christi Art Center on Shoreline Boulevard to the south a diversity of arts offerings and programs are already available to residents and visitors alike. A variety of other facilities expand the range of cultural experiences possible to include festivals, community history, marine science, architecture, and more—all close to a spectrum of culinary experiences. The **Arts & Culture Framework** diagram ties these locations and programs together with other SEA District and Downtown locations to create a connected and clear network of arts related facilities that can promote synergies and other complementary arts offerings. These can range from outdoor, temporary programs along the waterfront—particularly on the former Shoreline Boulevard right-of-way at the Art Center and farther south near McGee Beach—as well as more potential permanent locations for galleries or a “school for the arts” in Downtown. The framework suggest ways that area organizations such as the Art Museum of South Texas, Art Center, Harbor Playhouse, Corpus Christi Museum of Science & History Museum, Instituto de Cultura Hispánica de Corpus Christi, Texas State Museum of Asian Cultures, TAMU-CC, the Downtown Management District (DMD), and others can promote an integrated arts and culture fabric as a key driver of downtown activity and identity.



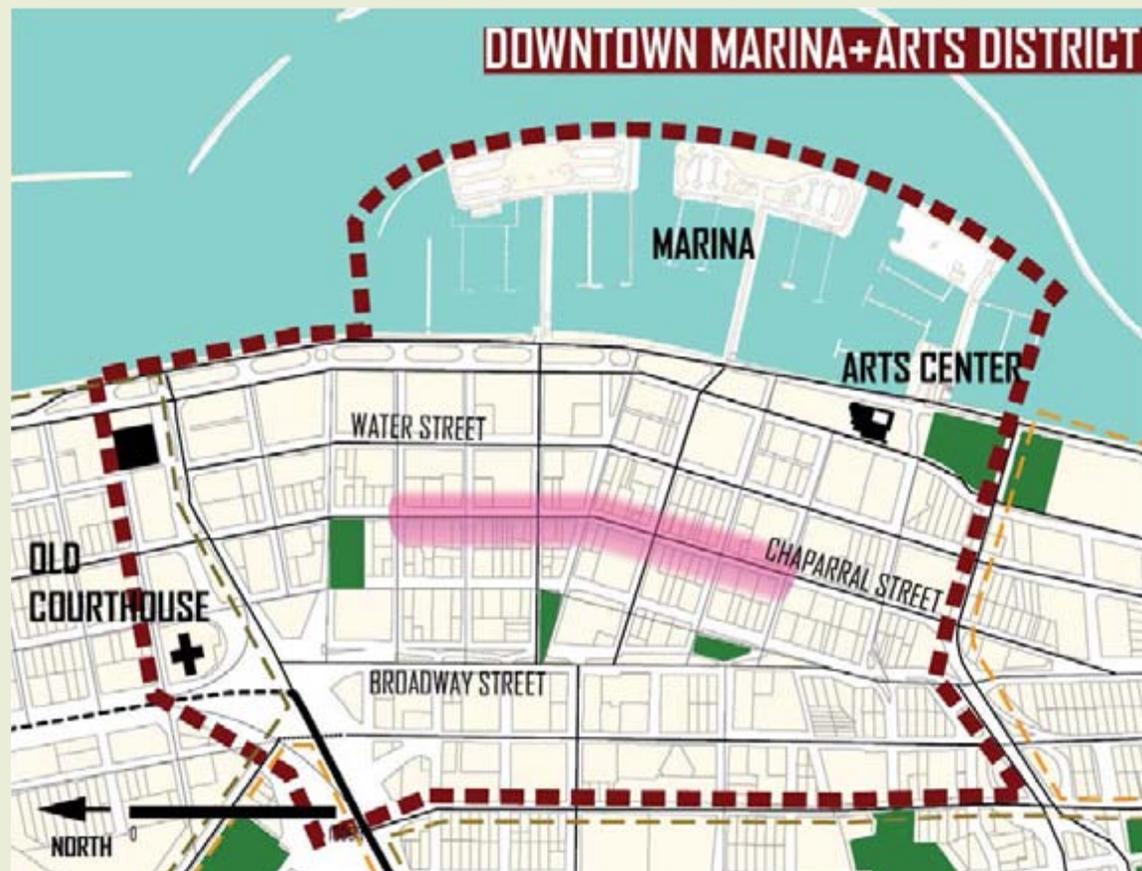


Downtown Marina and Arts District

> **IDENTITY:** AN ACTIVE AND SAFE CENTER FOR LIVING, WORKING, PLAYING, AND LEARNING, DAY AND NIGHT

Great strides have been made in recent years to promote Downtown vibrancy while catalyzing public investment in the primary transportation corridors of Chaparral Street and Shoreline Boulevard. Work by the Downtown Management District (DMD) continues to spur action through focused efforts on district operations and cleanliness, development initiatives and filling vacant storefronts, marketing and events, and organizational management. To support these ongoing efforts, the DADP recommends **a focus on incentivizing new housing that will create an active and safe 18/7 district, driven by visitors and people living in the Downtown.** New housing can take advantage of Chaparral Street improvements towards the north and south ends while building on the Cosmopolitan construction to create a critical mass of residential uses in the heart of Downtown. Downtown should be a place where visitors gather to **experience Corpus Christi's stunning waterfront and marina as well as an inviting destination for the arts, music, and dining.**

- Leverage the 165-unit Cosmopolitan housing and retail development, and Chaparral Street improvements as models for future Downtown housing investment and identity



- Recognize that the Downtown and waterfront are inextricably linked and deserve strategic investment to be better connected
- New programming along the former Shoreline Boulevard between the Art Center and the Omni Hotel, engaging the Marina and Downtown sides, would tie the two areas together and bring people to the water
- Added arts, music, and dining options farther into Downtown will bring needed vibrancy
- Transform the character of Downtown into a compact, connected, walkable environment that replaces large surface parking lots and other underutilized land parcels with occupied, active, high-value buildings and public spaces.

LAND USE AND URBAN DESIGN

The priority goal for land use in the Downtown should be to **attract a permanent residential population through new housing construction on available sites**. This recommendation is supported by a detailed DADP residential market analysis that anticipates potential demand for up to 1,850 new housing units in the next 5 years. Simply put, this means that Downtown could absorb approximately ten new developments at the scale of the 165-unit Cosmopolitan over the next 5 years.

Development should be targeted on sites near or on Chaparral Street with vacant, single-story buildings, large underperforming parcels with single ownership, and/or other underutilized sites such as large surface parking lots. With over 11,000 existing off-street parking spaces in the Downtown, there is ample opportunity to use



Shoreline Boulevard in front of the Art Center looking north with new food offerings, arts, and activities.

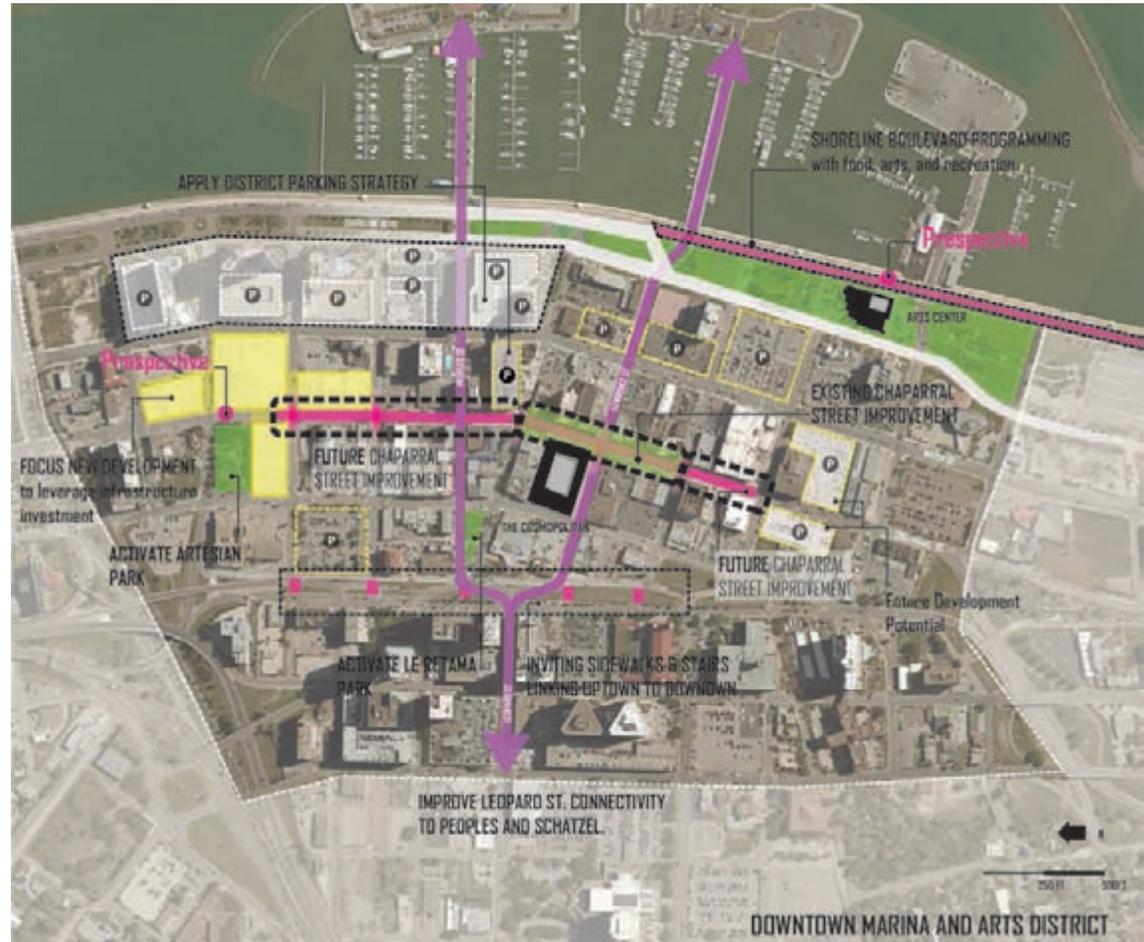
existing parking—particularly structured parking—more efficiently among uses like housing and office that have peak demands at different times. This would enable redevelopment of existing surface parking lots with housing or other higher-value uses, while lowering the significant costs of providing parking for new development. Rehabilitation of existing structures can also play a role in new housing—potentially leveraging historic tax credits as an important funding mechanism—with

vacant multi-story and well-designed buildings like the former Montgomery Ward structure at the corner of Chaparral and Peoples as prime candidates. Future residents will in turn create a demand for services from existing retail that should be complemented by new retail opportunities, increased dining choices, and cultural venues.

The **retail market** analysis shows that Downtown possesses the Downtown Area’s best

established cluster of destination retail and entertainment destinations, and some of its best opportunities to reinforce this cluster with more and larger venues. Live music and unique dining destinations are prime strengths, with opportunity to grow their share of market demand. Downtown’s established role in tourism and emerging role as a neighborhood will strongly benefit from and contribute to a stronger retail and entertainment presence.

DEVELOPMENT PROGRAM DOWNTOWN MARINA AND ARTS DISTRICT	
Building Type/Density	Multifamily residential with structured parking, office, hotel
Typical Height Range	3-5+ stories
Range of Development Quantity (in SF)	1,000,000 sf
Unit Counts	1,500-2,000 residential units, 150,000-200,000 sf office space, 100-250 hotel rooms



The Downtown is well known for its array of hotels along Shoreline Boulevard facing the waterfront which welcome tourists and visitors on a temporary basis. The **hotel market** is performing well and continues to deserve a major presence in the Downtown. Market analysis shows potential for 150 to 250 non-convention related hotel rooms by 2023, much or all of which could be accommodated Downtown (though the SEA District, North

Beach, Uptown and Park & Water also provide appropriate locations for hotel development).

Prospects for office space growth are less strong, as the office-inclined financial services, information and professional & business services sectors play only about half as much a role in Corpus Christi's underlying economy as they do in the average Texas city. That said, demand for up to

100,000 sf additional downtown space for administrative and support industries is projected over the next 10 years. There is enough existing vacant office space in Downtown Corpus Christi to accommodate this. Trends in other downtowns like Corpus Christi's that are seeing an influx of residents indicate that mixed-use downtowns particularly support the establishment and growth of

POTENTIAL



Chaparral Street at Artesian Park, looking south with new residential development and streetscape.

EXISTING



small businesses, which together contribute more to job growth than large businesses. Market opportunity for all appropriate downtown uses will grow to the extent that a variety of uses are present on or near all blocks, keeping streets active day and night, weekday and weekend. Improved walking connections between the concentration of office uses on the bluff west of Broadway and the greater mix of retail, office, hotel and housing activities east of Broadway could effectively improve the integration of land uses. This would enhance the emerging residential character present on parts of the bluff, and reinforce Chaparral Street retail by harnessing demand from more daytime workers.

Urban design in the Downtown should be geared towards creating **an inviting, memorable, and walkable street and block pattern**. Downtown already offers the city's best environment for walkable mixed-use development—owing to its frequently spaced streets, human-scaled streets and sidewalks, and variety of established, interdependent land uses. These qualities are principally responsible for the recent attractiveness of downtown as a place to invest in new housing. To maintain and expand these qualities, and the investment comes with them, any development incentives offered through TIRZ #3 or other means should be conditioned on building design that supports these goals. With each development project, this approach will enhance the quality and value not only of one parcel but of the streets and properties around it as well. See chapter 4 for more detail on development guidelines appropriate to Downtown. To leverage its traditional walkable character, Downtown

deserves special emphasis on providing active ground floor uses like retail wherever possible, and particularly along established retail corridors. Active ground floor uses also deserve priority along Shoreline Boulevard, which lacks retail today but offers important opportunity for it with signature walks attracting tourists, workers and residents alike, and connections to the Marina.

TRANSPORTATION AND PARKING

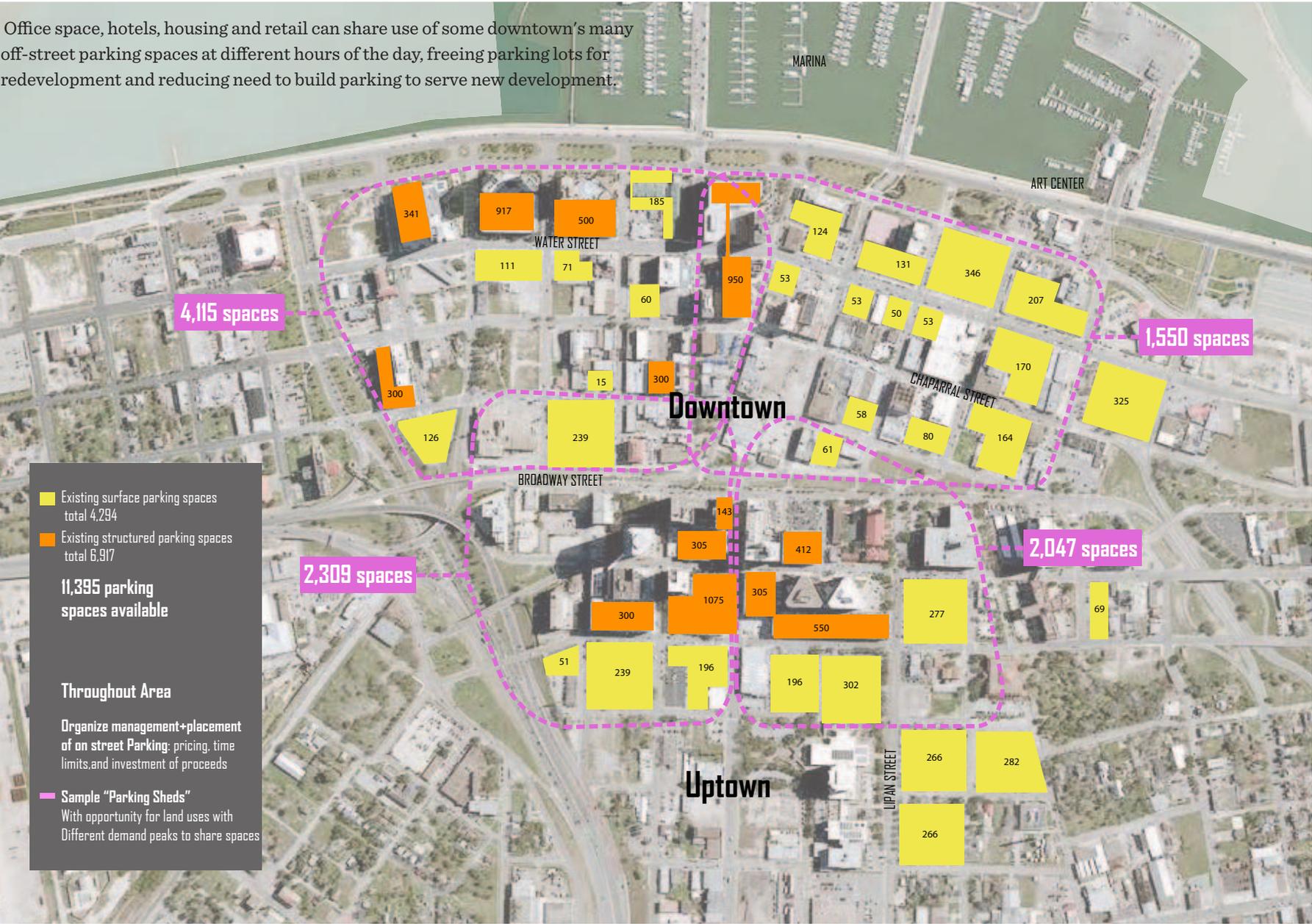
Downtown's street grid has inherent advantages that enhance access capacity and convenience: walkable, bikeable scale; a density of destinations that makes walking, transit and biking access convenient; and multiple driving routes that prevent bottlenecks. Moving forward, transportation policy downtown should maintain and enhance this set of qualities, with particular emphasis on prioritizing walkability amidst the balance of transportation modes. Inviting people to walk or bike instead of drive through safe, convenient sidewalks, transit service and bike routes in Downtown will calm traffic, ease parking demand, and create still safer streets for pedestrians and bicyclists. Specifically, transit improvements should take the form of a branded circulator/trolley for visitors (and others) that would run between the Art Center and the SEA District on Shoreline Boulevard linking the two districts. Similarly, increased water ferry service between Downtown (Marina pier), the SEA District (with re-established service) and North Beach would link all three districts efficiently while highlighting Corpus Christi's signature bayfront. Established bus routes serving workers, residents and the general public should be

improved with simplified routes and improved information. Continued linkage to the new RTA center on Leopard Street is essential and could be integrated within an improved Leopard Street (see Streets and Public Realm below). Convenient service to North Beach is also essential and must be integrated with street pattern changes associated with the new Harbor Bridge.

With over 11,000 parking spaces in private garages and surface lots in the Downtown (including the two blocks west of Upper Broadway to Tancahua Street), there is **an abundant supply of parking** that can be leveraged as an asset for future development. **Focus on increasing utilization of existing parking by establishing district-scale parking management that enables uses with different demand peaks to share spaces during the course of a day or week.** In the near-term, surface lots can potentially serve new development nearby, while large surface lots themselves—particularly between Shoreline Boulevard and Water Street and along Chaparral—may be prime candidates for redevelopment. In those instances, new parking could be contained on site within the new development (as in the Cosmopolitan) or be accommodated in nearby garages if applicable. Over time and with development momentum, **additional structured parking** utilizing public funds or through public-private partnerships might be considered in strategic Downtown locations. For further detail, see the Transportation Chapter on page 101 and the map of potential shared parking opportunities on page 57.

PARKING

Office space, hotels, housing and retail can share use of some downtown's many off-street parking spaces at different hours of the day, freeing parking lots for redevelopment and reducing need to build parking to serve new development.

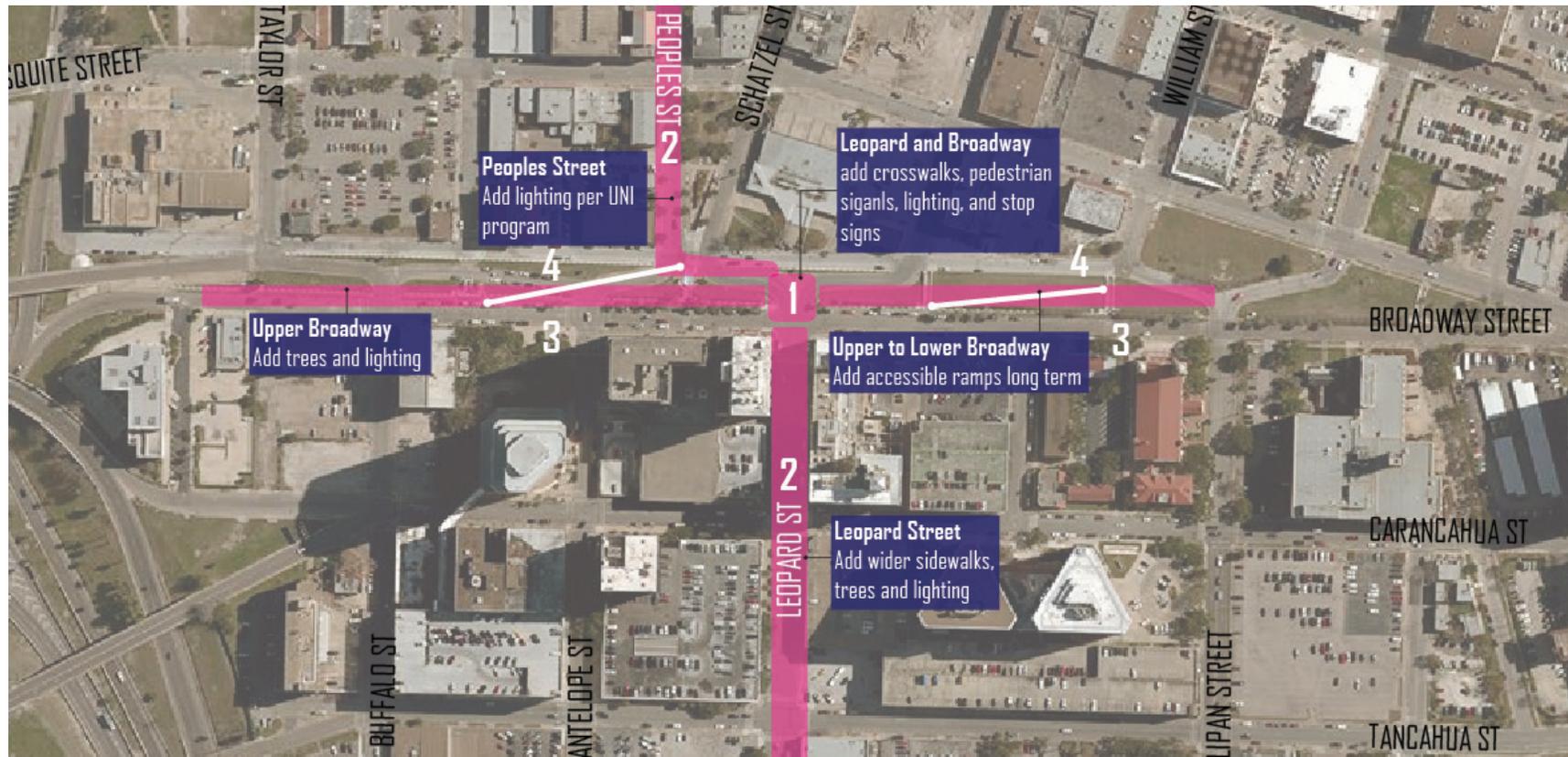


STREETS AND PUBLIC REALM

While the focus in Downtown should now be on leveraging private investment and incentivizing housing, this development should be supported with targeted public investments in specific street and public realm improvements. The former northbound **Shoreline Boulevard right-of-way** between William Street and Furman Avenue offers a unique and timely opportunity to focus new arts, dining, and recreation programming tied to nearby uses (Art Center, YMCA) that will promote vibran-

cy on the waterfront. New or improved **Shoreline Boulevard crosswalks** at every intersection between Lawrence and Mann Streets should be implemented through wide paint striping, pedestrian controlled walk signals, ADA accessible curb cuts, and landscape treatments to calm traffic and create a seamless integration between Downtown and the waterfront. In addition, precedents exists for “pedestrian and bicycle-only” days that might be considered through the closing of Shoreline Boulevard northbound and southbound lanes to traffic on summer Sundays from sunrise to sunset.

Phase 2 Chaparral Street improvements will be supported through dedicated City funding, but based on the Phase 1 precedent it is critical that construction processes emphasize unimpeded pedestrian and vehicular circulation and access to existing businesses to minimize disruptions to these establishments. This can be accomplished through sequenced construction staging, public media alerts, and other forms of public information sharing. Improvements to Leopard Street and Upper and Lower Broadway are recommended, including improved landscape, paving, and lighting



in the near term and pedestrian ramps in the long term to strongly connect Uptown and Downtown.

Continued programming by the DMD of **La Retama Park and Artesian Park** should be supported to contribute to a lively, community-building atmosphere. Both of these public spaces could be connected to the waterfront through a new **multi-purpose recreational trail** for pedestrians and bicyclists that ties into a larger network and links a variety of Corpus Christi public spaces and districts. The recreation trail could be extend-

ed into the marina T-heads at Peoples and Lawrence as a clear wayfinding route that welcomes people into the marina environment and provides access to the easternmost edge facing the bay. The trail should be defined by clear, consistently designed signage, shade, water fountains, benches and lighting, as well as opportunities for public art.



Park + Water District

> **IDENTITY:** A “WATERFRONT VILLAGE” CONNECTING NEIGHBORHOODS AND PEOPLE TO THE BAY AND DESTINATION PARKS

The Park + Water District is defined by two main features—the parks along the waterfront and Corpus Christi Bay itself—but its name is derived from the two primary roadways that run through it: Park Avenue and Water Street. Through public enhancements on both streets focused on pedestrian and bicycle improvements and private residential development focused on Water Street, these corridors have the potential to create a “waterfront village” environment directly connected to Downtown and the water. Park Avenue is currently an auto-oriented street with narrow sidewalks. A new approach would recognize this street’s potential as a gateway to the Bay from Uptown, with exceptional views to the water along the top of the bluff. Water Street is a wide, vehicle dominated corridor with narrow sidewalks and few street trees. New residences would create an inviting, active street with the potential for focused retail activity. Dedicated funding for improvements to Sherrill Park and McCaughan Park and improvements to the recaptured right-of-way from Shoreline Boulevard, and the popular McGee Beach make the Park + Water District a gracious, connected, family-oriented community steps from the Bay.



LAND USE AND URBAN DESIGN

Current **land use** in the Park + Water District is characterized by a mix of multifamily residential, small office, and retail in the vicinity of Water Street. Other residential and institutional uses, including the YMCA and a number of churches, some with associated schools, are found farther to the south and west along the corridors of Broadway, Chaparral, Carancahua, and Tanchua eventually connecting with Uptown to the west and the Spohn Shoreline hospital area to the south. New privately-led development on underutilized land along Water Street sets the stage for a new residential community that would be located directly on Water Street one side with access and views to McCaughan and Sherrill Parks and the Bay to the east. This would complement and create a critical mass with new residential land uses already taking shape at Bay Vista apartments (169 units) and Bay Vista Pointe apartments (181 units). There are also opportunities to strengthen land use connections with infill development between Bay Vista and



Water Street looking toward Downtown



Bay Vista Apartments from Carancahua Street

DEVELOPMENT PROGRAM PARK + WATER DISTRICT	
Building Type/Density	Multifamily residential with surface parking, multifamily residential with structured parking, hotel
Typical Height Range	3-5 stories
Range of Development Quantity (in SF)	860,000 sf
Unit Counts	1,000-1,500 residential units, 50-150 hotel rooms

the Spohn Shoreline Hospital, including housing, medical and other professional offices, and/or improved streets.

In terms of **urban design**, view corridors are particularly important in the district, with long views to the Bay from the upper bluff. These views can be strengthened through improved street-scape and trees that define sidewalk edges and promote wayfinding. New buildings should front onto Water Street with limited setbacks to create

a more intimate walkable environment that still allows generous sidewalks, on-street parking, and vehicle traffic lanes (see potential street section diagram). At the same time, those buildings should have facades that address Shoreline Boulevard, Sherrill and McCaughan Parks, and the water to the east through key primary entries, balconies, and window treatments. Development should be at a scale that creates a comfortable walking environment with engaging ground floor uses (possibly retail, small office, and/or transparent residential

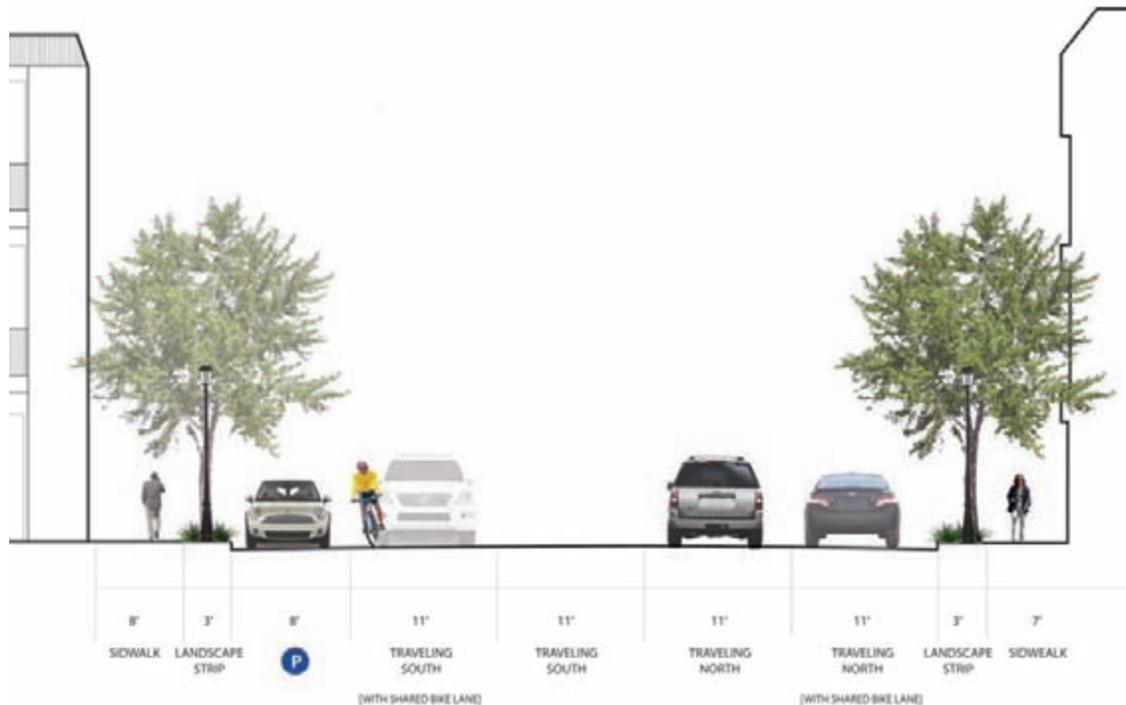
entries) while integrating building forms that highlight the intersection of Park Avenue and Water Street to promote wayfinding and identity.

TRANSPORTATION

Public transit connectivity between the Park + Water District and the Downtown, Uptown, and SEA District as well as points to the south should be clear, efficient, and accessible. This can logically take the form of improved public bus routes along primary north/south corridors such as Tancahua, Carancahua, Chaparral, Water, and Shoreline Boulevard. Future connectivity should be considered through the dedicated Shoreline Boulevard trolley/circulator route that is being analyzed by the RTA and is one of the key Downtown recommendations in the DADP. The Shoreline circulator could ultimately connect to Spohn Hospital as well as Cole Park to link these destinations to Downtown and the SEA District.

STREETS AND PUBLIC REALM

Improving Park Avenue and Water Street to make them inviting to pedestrians and bicyclists and to promote ongoing and future development should be prioritized, in addition to the repurposing of the former Shoreline Boulevard right-of-way into an active, public space destination. The Shoreline Boulevard paving could be simply re-painted to indicate places to exercise or sit, with new shade structures or other play-related elements. A dedicated bike lane as part of the larger recreation



Proposed street section: section for Water Street, featuring shade trees and ground level plantings separating pedestrians from traffic, and narrower lanes to reduce vehicle speed

trail network for the Downtown Area should be included at low cost which would connect to the Art Center and points farther north in Downtown and the SEA District. Improved food concessions—particularly at the terminus of Park Avenue and the water—should be integrated as well as landscape zones for shade trees or palms that would tie in directly with adjacent Sherrill and McCaughan Parks. Dedicated funding and improvement plans by the City Department of Parks and Recreation already in place for these two family parks are critical and should be implemented as a priority initiative as soon as possible.



Conceptual Plan of re-striping and programming of abandoned Shoreline Boulevard at McGee Beach.

EXISTING



A view on Park Avenue looking east toward the bayfront with new streetscape and infill housing.

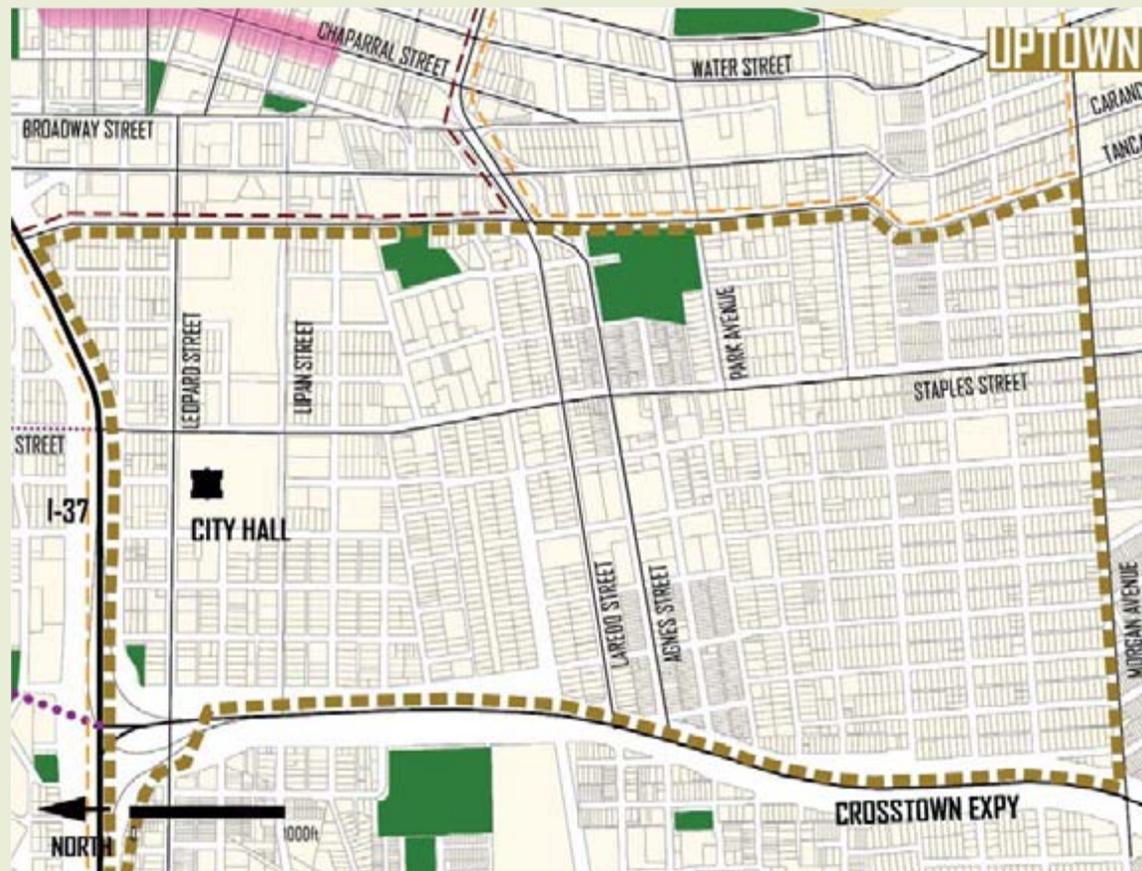
POTENTIAL



Uptown Opportunity Neighborhoods

> **IDENTITY:** EXPANDING CHOICES FOR HOUSING, JOBS, AND TRANSPORTATION THROUGH ENHANCED STREETS AND FOCUSED REDEVELOPMENT

Uptown is the focus of municipal life in the city with City Hall positioned strategically at the corner of Leopard and Staples Streets, and the Nueces County Courthouse complex nearby. Uptown is also a place of offices, small businesses and the new RTA transit hub for the city, under construction at Staples and Leopard Streets. Established residential neighborhoods are arrayed to the west and south, and additional housing is present just to the east, including the Trinity Towers senior housing at Carancahua Street and Coopers Alley, and Atlantic Lofts at Carancahua and Winnebago Streets. At the same time, Uptown lacks sufficient cohesiveness to feel like a place of consistent identity and quality. As in downtown however, housing can be a catalyst. There is potential to bring new market-rate and affordable housing to selected areas of Uptown, building neighborhood cohesion and leveraging the presence of jobs and transportation. The Leopard, Staples, Agnes and Laredo Street corridors offer particular need and opportunity for this investment. The significant visibility, accessibility and development gaps of these corridors enhance development opportunity, and the high visibility of potential new development would in turn have an outsized impact benefiting the area's image and market position. Planned



reconstruction of Staples Street will help provide a better climate for investment in all these corridors. The private sector, City, County, Uptown Neighborhood Initiative and other stakeholders can produce visible change for the better in a variety of different ways.

LAND USE AND URBAN DESIGN

Uptown technically begins west of Tanchua but the large office blocks and garages east of Tanchua are on the upper bluff and therefore still feel like part of Uptown. Market-rate development opportunities exist closer to Downtown along these blocks, particularly in the vicinity of the Atlantic Lofts condominium building. New development here would create a critical mass of residential units at the top of the bluff which might leverage existing parking structures while creating more pedestrian vibrancy in Uptown. To complement this potential, key parcels on Leopard Street between Broadway and the new RTA center should be redevelopment priorities. Several underutilized sites or large surface parking areas have the potential to be redeveloped in this location to bring vitality to Leopard Street. As an example,

DEVELOPMENT PROGRAM UPTOWN	
Building Type/Density	Single-family residential. Multifamily residential with surface parking, hotel, office
Typical Height Range	2-5 stories
Range of Development Quantity (in SF)	1,250,000 sf
Unit Counts	500-1,000 residential units, 25,000-75,000 sf, office space, 50-150 hotel rooms



Public/private partnerships and incentives for business development and affordable and workforce housing in Uptown south of Leopard Street are needed. Focusing established tax abatement tools, along major corridors like Agnes, Staples, and Leopard, and expanding eligibility for small businesses can help.



portions of the City’s own parking lots serving City Hall should be considered as potential development sites. Making arrangements to accommodate infrequent peak city hall parking needs on nearby blocks could free up enough space for new housing at the corner of Leopard and Staples Streets, extending south along Staples to complement the new RTA building, making a powerful statement about new housing and development opportunities in Uptown. Staples Street still retains the character of a mixed-use corridor but is in need of major

improvements with potential for housing, retail, and small businesses. South of Lipan Street, the historic corridors of Agnes and Laredo need particular attention as prominent entrance and exit points from the Downtown Area (becoming more so with the coming of the new Harbor Bridge), and could provide a focus for affordable housing and infill businesses. Public spaces such as South Bluff Park and Blucher Park provide important public space options for existing neighborhoods and potential new housing.

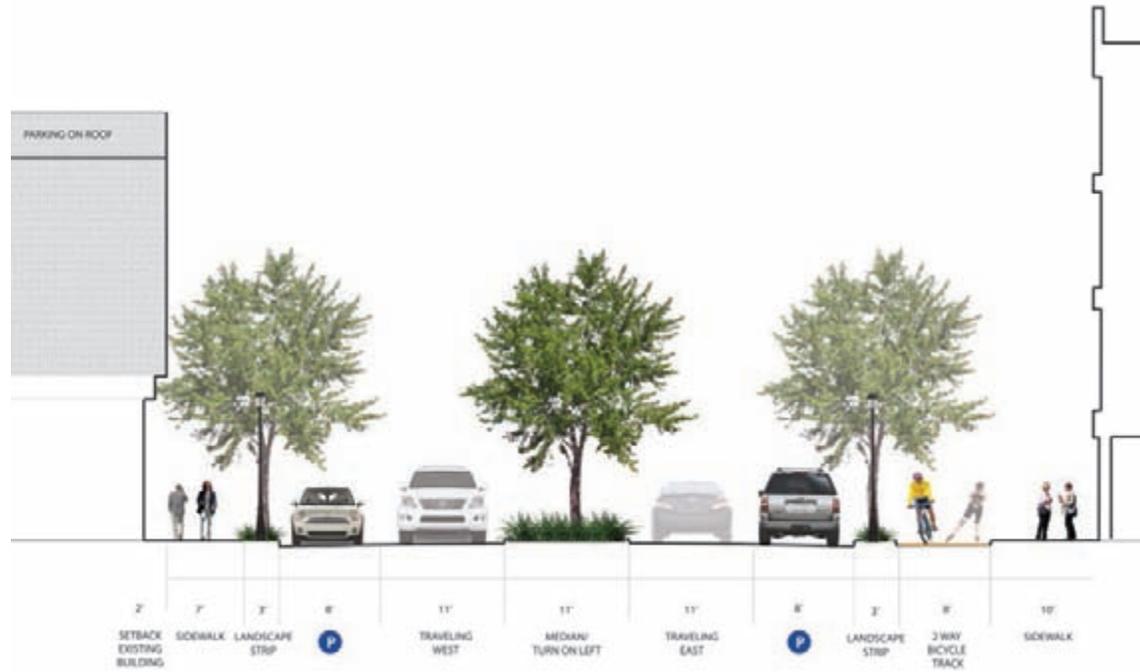
and will replace the previous Downtown RTA location. With an investment from the RTA of over \$22 million, the new facility will be a center of activity and use in the heart of Uptown and an attractive amenity for future development. This location allows efficient access and connectivity to Downtown east along Leopard and Lipan Streets and north along Staples Street to Washington-Coles. The DADP recommends extending Staples Street into the SEA District thereby creating even greater connectivity and access opportunities between Uptown and the waterfront.



TRANSPORTATION

The new “RTA Staples Street Center” at the intersection of Leopard Street is under construction

Uptown also presents important opportunities to create a network of convenient, safe bike routes serving the Downtown Area. Bike lanes on or



Proposed street section: Leopard Street

parallel to Leopard deserve priority to serve major Uptown destinations and connect to Westside and Downtown. Connection to the new Harbor Bridge’s planned recreational path will open a direct off-street biking connection to North Beach. To the south, east-west bike routes should connect with Park Street to access Shoreline Boulevard parks and trails.

in Uptown. Possibilities include reducing lane count from four to three, expanding space for sidewalks and/or street trees, and integrating bike lanes, and occasional landscaped medians are possible. A lighting initiative for increased pedestrian lighting focusing on public safety for intensively used pedestrian zones along Leopard Street (extending into Downtown along Peoples Street) is already underway should be fully coordinated and integrated with Leopard Street redesign (see potential street section). These improvements can complement new development to make Leopard Street an attractive and economically strong gateway to the city. Critical improvements are also

needed to make Staples Street and Agnes Street more walkable and inviting, although these would be longer term initiatives as infill development will be needed in the future to fully reinforce these corridors as active mixed-use destinations for residential, retail, and businesses.

STREETS AND PUBLIC REALM

Beyond the Staples Street improvements already underway, Leopard Street improvements deserve first priority to improve walkability and bikability



POTENTIAL



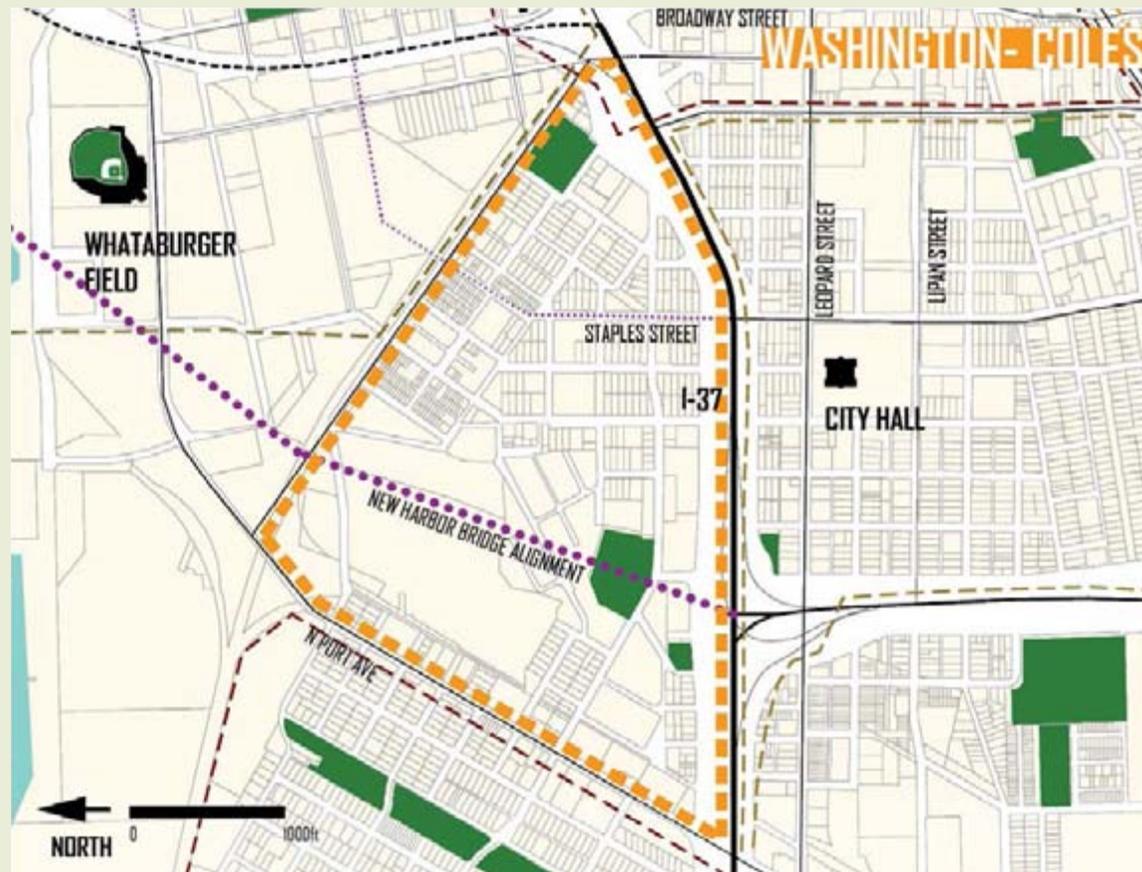
Leopard Street looking east towards Downtown with improved streetscape and infill development.

Washington-Coles

> IDENTITY: STRENGTHENING AN EXISTING NEIGHBORHOOD WITH CONNECTED STREETS AND HOUSING

Washington-Coles is an established, historic neighborhood in Corpus Christi, defined by modest single family homes, residential streets and blocks, historic churches and landmarks such as the Old Bayview Cemetery, Coles High School and Educational Center, and several churches. Historically confined by the West Broadway rail tracks and Harbor Bridge to the east and I-37 to the south, Washington-Coles has long felt disconnected from Downtown, the SEA District and the waterfront. Largely as a result of these barriers, the neighborhood has seen little market-driven investment in decades, and contains numerous vacant properties.

The Harbor Bridge relocation project will dramatically lessen those barriers, opening **new opportunities for connectivity and reinvestment in the neighborhood**. Several opportunities are present to rebuild Washington-Coles with development mixed-income workforce housing: aggregating vacant and underutilized properties for redevelopment designating the neighborhood a priority area for tax abatement incentive, re-using vacant city land such as the former Booker T. Washington School site (and eventually, possibly highway right of way vacated by TxDOT) for housing, and partnering with workforce housing



providers. Affordable multi-family housing and affordable single-family ownership housing on compact lots could be focused within a couple blocks of **Staples Street** and at opportunistic areas near **West Broadway, Tanchua, and Carancahua Streets**. These areas will open up as the closure of the Harbor Bridge link here will allow I-37 to be redesigned as more of a city arterial street. With focused attention and dedication over time, Washington-Coles can be repositioned as an attractive neighborhood once again, close to amenities in Downtown, SEA District and Uptown, and offering flexibility for job-intensive development as well.

LAND USE AND URBAN DESIGN

Current land use in Washington-Coles includes housing, three churches—St. Matthew, Holy Cross, and St. Paul—the Solomon-Coles community center, and several light industrial properties near I-37. With future land use emphasis an open question, renewing housing as the neighborhood’s primary land use deserves special emphasis for several reasons. It will leverage market opportunity, leverage city-owned and other vacant land with potential for mixed-income housing development, fit with the existing neighborhood-scale street network, and revive a neighborhood with important history, particularly as a center of Corpus Christi’s African-American community. Portions of the neighborhood along I-37 can also be appropriate for office or other job-intensive uses benefiting from visibility and accessibility. Staples Street can be extended through to the SEA District across disused portions of the Broadway sewage treatment plant, making this a more visible and attractive corridor for business investment. One block to the



DEVELOPMENT PROGRAM WASHINGTON-COLES	
Building Type/Density	Multifamily residential with surface parking
Typical Height Range	2-5 stories
Range of Development Quantity (in SF)	1,680,000 sf
Unit Counts	1,000-1,500 residential units



Washington-Coles could contain a variety of housing types such as these single-and multi-family housing examples.

POTENTIAL



EXISTING



Staples Street has the opportunity to become a focus of affordable, workforce housing to strengthen the established Washington-Coles neighborhood.

west, the former Northside Manor property has been closed following relocation of its affordable housing units to the Palms at Leopard, and the property is up for sale. Depending on the purchaser, this too might provide possibilities for new workforce housing in a band of development near Staples Street. Closer to Downtown, the I-37 and Harbor Bridge interchange will be transformed and **a new traffic circle** is possible with at-grade

connections at Tanchua, Carancahua and possibly Artesian and Waco Streets. With these changes new development opportunities will emerge between the Old Bayview Cemetery, I-37 and West Broadway facing Downtown. **Repurposing the former train depot building** in this location, alongside new development, could bring activity and some amount of retail or dining options to serve the community.

TRANSPORTATION AND PUBLIC REALM

The **extension of Staples Street** has the potential to be a transformative change in the transportation network of Washington-Coles, becoming a focus of pedestrian and bike improvements in concert with future development. Extension of Belden Street to intersect West Broadway should also be considered to add a third route connecting the neighborhood with the SEA District; this would require truncating the existing railroad spur to the former railroad station. Rerouted public transit should take advantage of these new connections. Mitigation funding from the Harbor Bridge project can potentially fund a new recreation trail along Lake Street west to Hillcrest and east to Shoreline Boulevard. The recreation trail proposal would tie into the larger DADP recreation trail and greenway recommendation connecting to the Bay, Uptown, Hillcrest, and North Beach via the new Harbor Bridge.



The proposed recreation trail would be routed through Washington-Coles along Lake Street connecting west to Hillcrest and east to the waterfront.

Hillcrest

> IDENTITY: PROVIDING HOUSING OPTIONS AND OPPORTUNITIES FOR CURRENT RESIDENTS

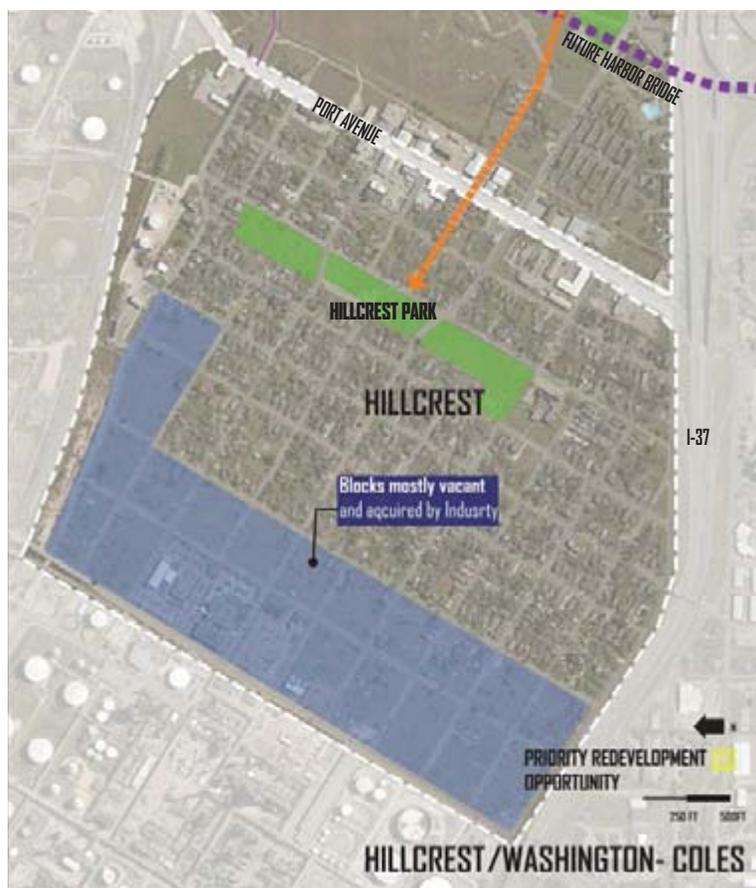
Hillcrest has been a cherished residential neighborhood in Corpus Christi for generations. Hillcrest now faces a number of challenges that compromise its long-term future. The new Harbor Bridge will create a significant barrier to the east, while surrounding port and industrial facilities to the north and west have long had negative impacts on the neighborhood. Over the past two to three decades, industrial entities have followed a consistent pattern of acquiring residential properties and removing any buildings on them, generally west of Palm Drive. Some light industrial uses are present on blocks adjacent to the oil refinery to the west, while blocks adjoining remaining residential properties are generally vacant. Blocks to the east that remain residential have a mixture of occupied and vacant properties. Houses vary in their state of repair; some are in good condition, while others need repair or are abandoned. On the more than 700 property parcels in the neighborhood, there are approximately 400 housing units, of which approximately 235 are inhabited. Some are owner-occupied, while others are rental properties. Blocks at the center of the neighborhood are occupied by Hillcrest Park, Bayview Cemetery and the abandoned, fire-damaged Crossley Elementary school.



Current residents and property owners have varied opinions on the best future for the community. Some desire to continue to inhabit Hillcrest, due to their long term connection to the place and its people. A 2009 City-sponsored design charrette with Hillcrest residents resulted in a vision plan for neighborhood revitalization supported by some current residents. The plan maintains existing vacant, Industrially-owned properties west of Palm Drive as a buffer from industrial uses, while reinforcing residential blocks to the east with rehabil-

itation of existing homes and construction of new ones on vacant lots amidst them. New multi-family housing replacing the school and around the park would restore a neighborhood center. To date, no action has been taken on implementing the plan. The neighborhood has not attracted housing development by the private sector because new housing is not expected to attract many residents or hold its property value. The public sector has not built housing in the neighborhood either. In recent decades, neither the city nor its housing

properties are sold to capture their value as industrial or commercial real estate. These stakeholders understand the social and financial difficulties that moving will pose for many residents, but see it as the only realistic long term outcome. They observe that the neighborhood’s youth typically leave without returning, and that very few new adult residents have come to the neighborhood in the past decade. They anticipate that current residents will have better access to jobs, services and social community in other neighborhoods.



authority have undertaken such large-scale efforts to develop affordable housing in any neighborhood. Looking ahead, there is very little likelihood of private or public sector investment in developing housing in Hillcrest. America’s main current Federal program for neighborhood revitalization, Choice Neighborhoods, emphasizes mixed-income communities and significant private-sector participation in development. Growing marketability challenges present a major challenge to this type of approach.

Other residents and property owners acknowledge the neighborhood’s significant challenges, and envision an ongoing transition whereby residents move to other, sustainable neighborhoods, and residential

In light of the overwhelming challenges to restoring Hillcrest as a stable neighborhood, this plan recommends that Hillcrest continue to transition from a residential neighborhood to an area of industrial or commercial uses, but gradually so that current residents may choose to remain in place without pressure to move. Such a transition is inherently difficult for any neighborhood community, and requires proactive efforts to help keep residents connected with services, community connections and decent housing whether they choose to remain in Hillcrest or move to a different neighborhood. As recommended in Plan CC, Hillcrest should be designated a Transition Special District, like other, similarly challenged neighborhoods in Corpus Christi including Dona Park and Flour Bluff. Such districts deserve increased efforts by the city and partner agencies to help existing residents and homeowners by providing assistance and options --for those who would like to remain, and those who would like to relocate to other parts of the city.

Fortunately, Washington-Coles, Uptown, and other nearby neighborhoods offer opportunities

for Hillcrest residents to move to new homes in a stable community while remain close to established social and employment networks. The growing interest from people of all incomes in living in and near the downtown area, plus improved connections that the Harbor Bridge project will bring to these areas, will reinforce community and economic value in these areas in ways that cannot be realistically expected in Hillcrest. At the same time, steps can be taken to preserve and share Hillcrest's rich history and community connections so they forever a part of Corpus Christi.

Key steps to support residents and property owners through this transition include:

- Work with owner-occupants to help set fair criteria for sale of land (coordinated with parallel efforts for other challenged neighborhoods in Corpus Christi). In other communities facing similar transitions, third-party legal or real estate transaction assistance, funded in part by a city or others, has helped residents secure fair value for their property.
- Help provide new options for residents:
 - > Support development of new, quality affordable housing choices in other neighborhoods with connections to community, jobs, schools. For instance, the former Booker T. Washington School site in Washington-Coles could be sold or leased to a developer for the purpose of building mixed-income housing affordable to Hillcrest residents.
 - > Maintaining options to remain. Provide matching grants to homeowners to support basic improvements such as roof repairs and accessibility modifications.
- Focus city services and maintenance on a core set of streets, to maintain safety, walkability and

property value. Prioritize pedestrian accessibility and lighting improvements on streets that serve as CCRTA bus routes, as well as Nueces Street. Consider relocating the CCRTA bus route on Palm Avenue, at the edge of the inhabited blocks, to a street with homes on both sides, such as Van Loan or Stillman Avenue.

- Support and expand on efforts to record and preserve Hillcrest history, including the ongoing oral history project. Work with area churches and/or other neighborhood institutions to gather and tell the neighborhood's stories through words, images and memorabilia. Consider dedicating a space for this purpose at the Solomon-Coles recreation center.
- Extend the proposed multi-use recreation trail off of the new Harbor Bridge and into Hillcrest to connect it to Washington Coles. This will promote safe walking access and add enjoyable, healthy recreation options.
- Promote modest improvements to Hillcrest Park such as new playground equipment, playground surfacing and/or tree plantings
- Work with health care providers to ensure continued delivery of services to seniors through means such as visiting health care provisions, grocery and drugstore delivery services, and continued transit options.
- Maintain any city-owned properties with regular mowing. Offer properties for sale, with first right of refusal to any adjacent owner-occupants.



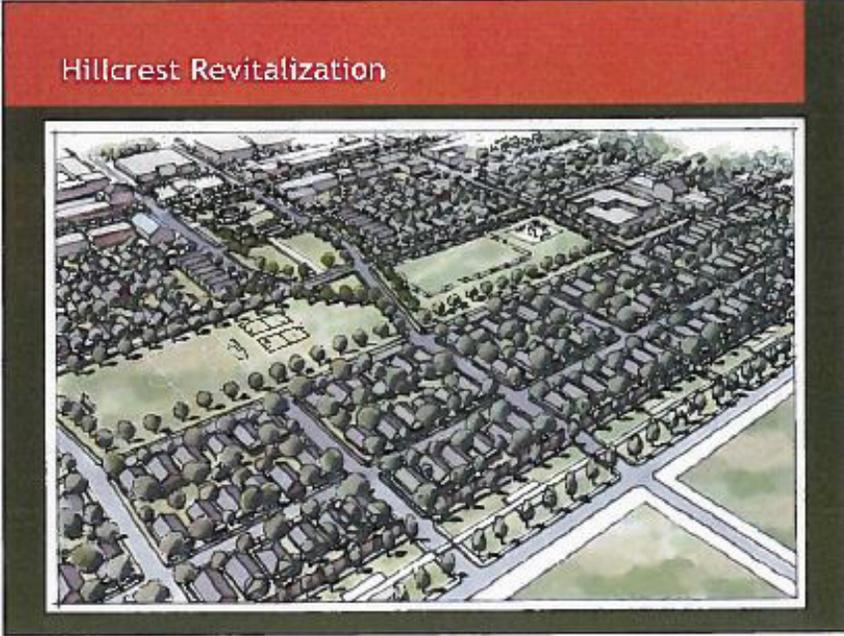
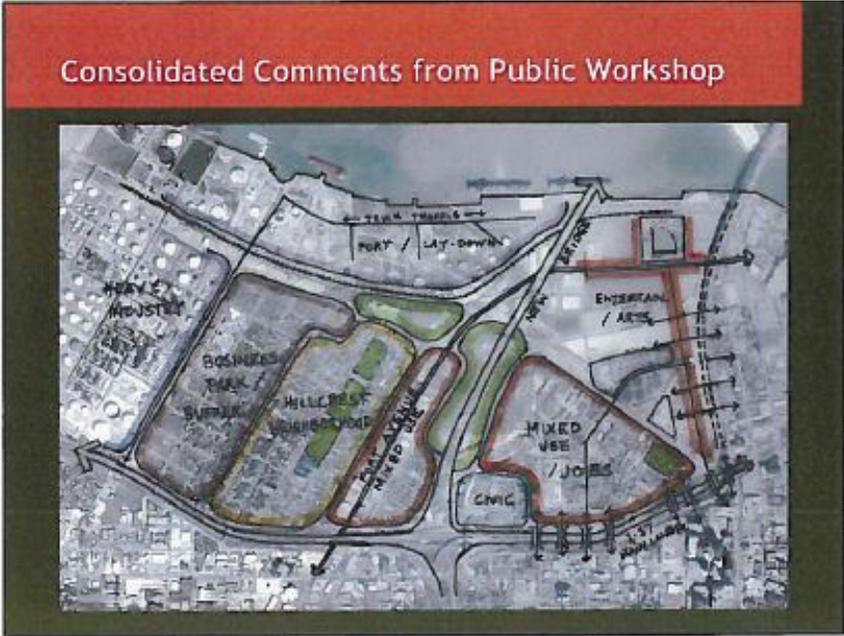
Hillcrest is home to more than 200 families



An adjacent refinery reduces the appeal of living in Hillcrest



The former Crossley Elementary School building, damaged by a 2013 fire



Charrette concept and illustration of Hillcrest redevelopment vision from 2009 community charrette. Marketability and public funding challenges have prevented investment in the new housing envisioned

SEA District

> IDENTITY: PROMOTING VIBRANT AND ACCESSIBLE DESTINATIONS WITHIN A WALKABLE SETTING

The SEA District is Corpus Christi's premier sports, entertainment, and arts destination serving an ever-growing local and regional population. With tourist attractions (including the Texas State Aquarium and USS Lexington) and Convention Center attendance figures combined, the SEA District attracted over 2.75 million people last year and had an overall economic impact of nearly 1.5 billion dollars. Planning for the SEA District's future in light of the forthcoming Harbor Bridge relocation has been an intensive, ongoing process, driven by the 2014 Regional Urban Design Assistance Team (RUDAT) study. With the relocation of the Harbor Bridge, the SEA District stands to evolve from an auto-oriented destination area, separated from Downtown by US 181 and I-37, to a more connected, accessible, and walkable setting. Key street and sidewalk improvements within the district, and pedestrian street improvements and public transit to and from the area are therefore critical and should be implemented as soon as possible. In addition, there are significant development opportunities between the Convention Center and Courthouse which would add needed housing in areas facing Shoreline Boulevard and the waterfront and bring added vitality to both.



LAND USE AND URBAN DESIGN

Current land use in the SEA District is focused on entertainment uses to the north along the Bay and shipping channel. Opportunity exists to tie these destinations together through clear walkable connections particularly between Whataburger Field, Brewster Ice House, the Museum of Science and History, Harbor Playhouse, the Art Museum and Convention Center. Excellent expansion opportunities for the Convention Center exist on surface parking parcels to the west of the facility (following a RUDAT recommendation), while more residential mixed-use opportunities are possible on underutilized or vacant lots between the Convention Center and I-37. This is especially important in creating an active built environment of streets and buildings internally along Chaparral and Water, as well as having a formal built edge along Shoreline Boulevard with ground floor entries and other active uses that take advantage of the new Shoreline Boulevard park zone and waterfront. Similarly, available land parcels could be developed north of I-37 between the old and new Courthouse buildings adding much needed vitality along this street segment. Land uses along new Tiger Street (old US 181 right-of-way) figure prominently for future parking and will be a focus of arrivals with walking and transit connections to facilities for events.



DEVELOPMENT PROGRAM SEA DISTRICT	
Building Type/Density	Multifamily residential with structured parking, office, hotel
Typical Height Range	3-5+ stories
Range of Development Quantity (in SF)	1,590,000 sf
Unit Counts	2,500-3,000 residential units, 50,000-100,000 sf office space, 100-250 hotel rooms

TRANSPORTATION

Four key enhancements are recommended in the SEA District to improve the transportation and pedestrian network:

- **Adding an extension of Shoreline Boulevard** between the Convention Center and Art Museum past the Water Gardens and connecting to Port Street will complete the Shoreline loop and tie the SEA District to Downtown

and waterfront. A generous pedestrian promenade should be included along the new street segment, which could be closed during special events such as Ride-In movie nights.

- **Extending Staples Street** past West Broadway from Washington-Coles to Fitzgerald Street is recommended. Promoting this important access link from the west once the Harbor Bridge is relocated would relieve traffic during events and connect Uptown, Washington-Coles, and the SEA District.

- The current **I-37 and old Harbor Bridge highway interchange can be transformed** once the bridge is relocated. A new gateway and traffic circle have the potential to allow for more clear and efficient wayfinding to the SEA District, Downtown, and Uptown while offering better pedestrian connectivity across the I-37 corridor. The current south approach to the bridge can be rebuilt as Tiger Street, which existed here prior to bridge construction, and cross-streets linking Tanchua to Mesquite and parallel Streets

POTENTIAL



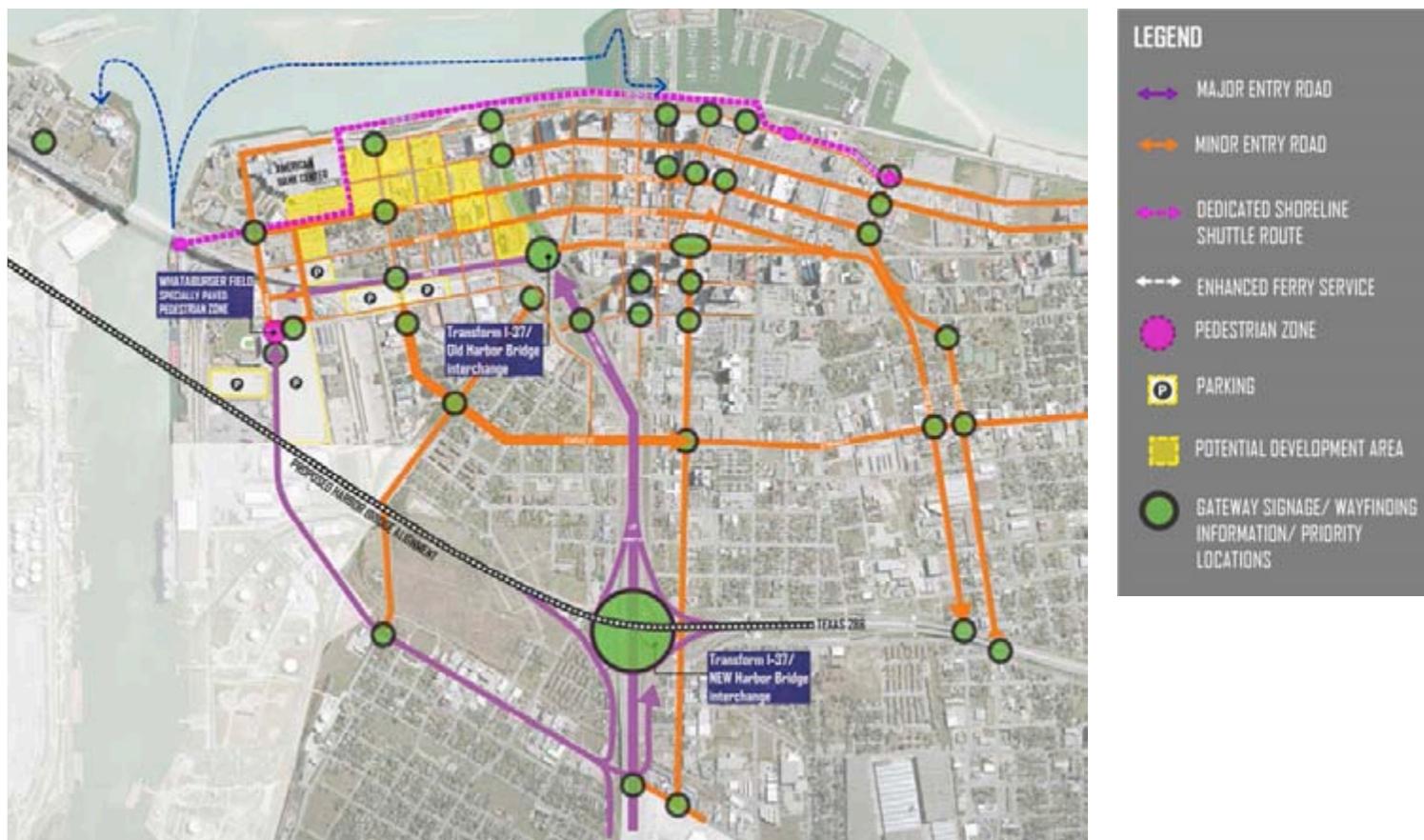
A roundabout concept replaces the highway interchange where I-37 today meets the current Harbor Bridge—this would create efficient traffic flow and a new gateway to Corpus Christi.

- Lastly, **I-37 itself can become a city-oriented street** as it will no longer be needed to carry the current high volumes of traffic utilizing the current Harbor Bridge. I-37 may in fact be “filled in” or elevated in places to meet the city grid—streets like Tanchahua and Carancahua could then intersect with I-37 as at-grade intersections with pedestrian crosswalks.

Port Street can also take on added significance as a way to enter the SEA District from the west—the

street has already been improved to accommodate high traffic volumes generated by events. The primary north/south local streets of Chaparral and Mesquite (as extensions of Laredo and Agnes) should incorporate pedestrian and bike improvements across the I-37 corridor which would make access and wayfinding better from Downtown. Programmatically, an “event traffic management” plan should be put into place that coordinates the work of the City, TxDOT, RTA, and event hosts, along with event signage and other directional

assistance to parking and event facilities. Public transit in the form of a dedicated Shoreline Boulevard trolley/circulator and enhanced water ferry service with a station at the Solomon Ortiz Center complete the SEA District access network.



STREETS AND PUBLIC REALM

Street and walkability improvements should be an immediate priority in the SEA District. Making the district more walkable and connected through good streets and shaded, well-lit sidewalks will improve the identity of the SEA District as a place to stroll and circulate between attractions, creating dynamic synergies between uses as opposed to a series of stand-alone facilities. Streetscape work should focus first on both sides of Brewster Street between the Ice House and the Convention Center (Tancahua to Chaparral), followed by both sides of Chaparral to Hirsch, and finally Hirsch and Mesquite Streets. The recreation trail concept in the DADP should be integrated with recent park improvements along Shoreline Boulevard between I-37 and Resaca Street. A new promenade around the Convention Center and Art Museum and reaching to a new ferry stop at the Solomon Ortiz Center extends the trail and is recommended to allow for ferry transit connectivity and a place for visitors to get close to the water (leveraging exceptional views to the USS Lexington and Texas State Aquarium across the channel). Chaparral Street becomes part of the recreational trail network as well between Heritage Park and Downtown, with a dedicated bike lane or shared bike lane as space allows, alongside enhanced landscape, lighting, and signage. I-37 should become a unique landscaped gateway to the Bay, tying into a new traffic circle at the former I-37 and old Harbor Bridge interchange, while the recreation trail would be integrated along Belden Street between Washington-Coles and the waterfront.





EXISTING

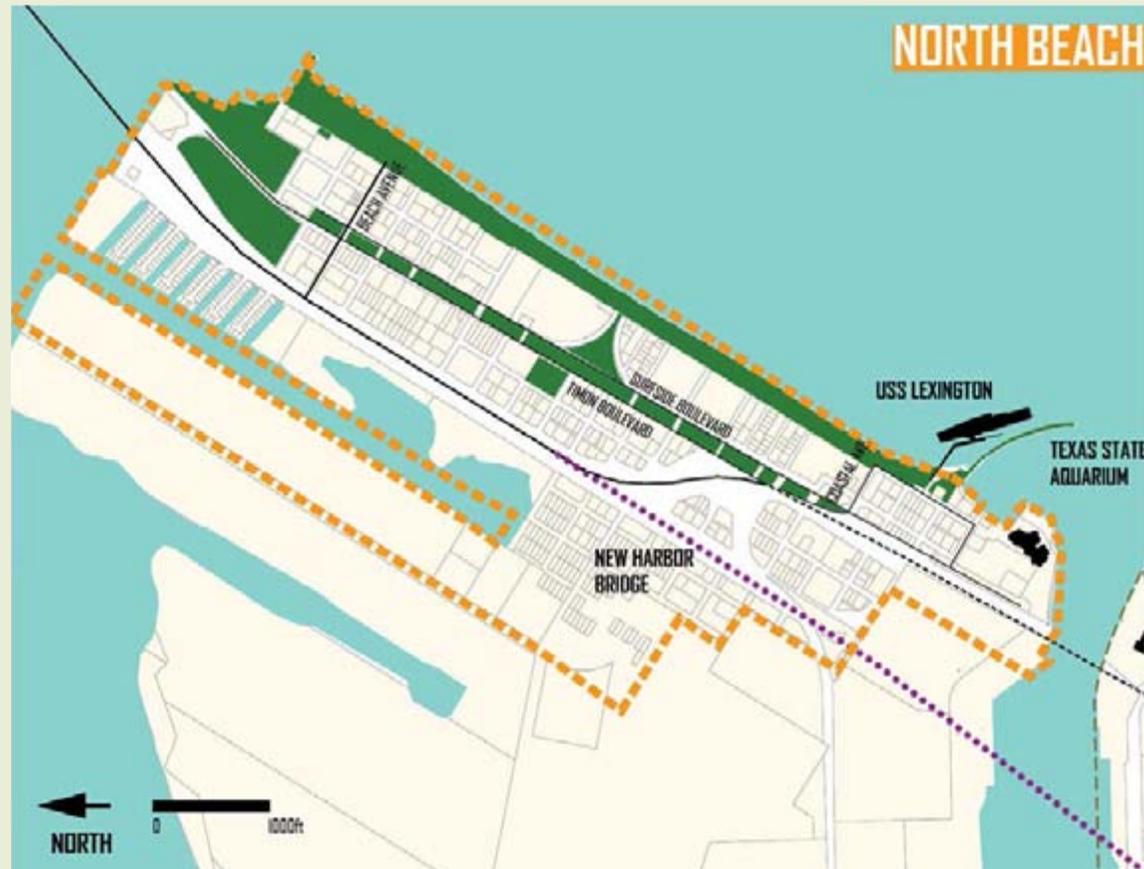


The area between the Convention Center and Art Museum of South Texas, looking towards the new Harbor Bridge and showing an activated space with arts and Shoreline Boulevard connection to Port Street.

North Beach

> IDENTITY: INVITING THE REGION TO EXPERIENCE SEA AND SKY

North Beach is a tourist destination and beachfront residential community with a mixture of single family homes, condominiums, and hotels extending north from the Texas State Aquarium and USS Lexington along Corpus Christi Bay. Distinct from the SEA District and Downtown, yet still connected to it by the Harbor Bridge, North Beach is a unique place in the City to experience long, uninterrupted expanses of sand, the distant horizon line of the Bay, the open sky, and the water's edge. Recent renovations to waterfront hotels and restaurants, new single family residential construction to the north—with raised first floors and other flood prevention design elements—and projects such as the Aquarium expansion and improvements to Shoreline Boulevard in front of the Lexington are changing the face of North Beach. The biggest change will come through the relocation of the Harbor Bridge which will transform the circulation patterns between North Beach and the downtown area. Relocation of on/off ramps will free up land previously occupied by highway infrastructure that can be re-purposed or possibly redeveloped. Recognizing the previous planning efforts and extensive community input embedded in the North Beach Development Plan (2011) strategic initiatives are needed and recommended





in the DADP to promote continued connectivity and to reinforce the identity of North Beach as a livable, inviting, “can’t-miss” local and regional destination.

LAND USE AND URBAN DESIGN

North Beach development along and off the waterfront is a reflection of the land’s proximity to the sea and ever-present danger from flooding and storm events. Raised first floors, parking underneath, and other flood mitigation approaches are a common sight and any future development should be undertaken cautiously while strictly following City zoning, standards, and guidelines. Development opportunities do exist in the northern area of North Beach at Beach Avenue where single family cottages are possible (following an existing precedent of recent construction north of Beach Avenue). In the central and southern portions of the district land will become available for potential development when the land for the current Harbor Bridge infrastructure is vacated. Opportunities here could include single family cottages, hotels, civic uses (visitor’s center) as well as strategic surface parking approaches for destinations. The DADP does not recommend future development in



DEVELOPMENT PROGRAM NORTH BEACH	
Building Type/Density	Multifamily residential units with surface parking
Typical Height Range	2-5 stories
Range of Development Quantity (in SF)	1,860,000 sf
Unit Counts	1,000-1,500 residential units



Native coastal plantings in the median of Timon and Surfside Boulevard can help to create a new “North Beach Boulevard” with other pedestrian and bike improvements.

sensitive lands west of the Harbor Bridge along the interior canal in order to encourage landscape and water retention “natural” areas and to focus any development in areas with existing structures and infrastructure. Portions of that infrastructure will need to be upgraded by the City in the near-term, including water line extensions to serve priority development zones.

TRANSPORTATION, STREETS, AND PUBLIC REALM

First among these will be the creation of a welcoming Beach Avenue gateway at the new point of entry to North Beach off the Harbor Bridge. Beach Avenue should be improved with new pathways,

destination signage, plantings, and lighting and by relocating the existing “North Beach” archway at Burleson Street to ensure a bold and recognizable jumping off point. Sculptural elements that reflect the Texas State Aquarium and Lexington could also be located here within the median of Timon and Surfside Boulevard for wayfinding. A new “North Beach Boulevard” should also be created, through the redesign of existing Timon and Surfside Boulevards with street upgrades, a new wide multi-purpose path for pedestrians and bicyclists (as part of the larger city-wide recreation trail network), and planting the center median with a rich palette of native, coastal plant species. Expanded ferry service should be implemented to connect North Beach to the SEA District and downtown marina. The ferry station would located next to

the Texas State Aquarium and serve that facility as well as the Lexington and also tie into the brief stretch of Shoreline Boulevard which will be improved in the near future through dedicated city funding. Pedestrian improvements here will link to the existing North Beach “Beachwalk” running the entire length of the beach. This in turn will link to the Beach Avenue improvements, extending to a new wetlands and bird watching park at the northern tip of North Beach and to a proposed recreation trail along the new Harbor Bridge. Public transit bus service from North Beach to Downtown and other employment centers should be maintained and reconfigured with upgraded signage and bus stops as part of the Harbor Bridge construction.



EXISTING

A new “Beach Avenue Gateway” would welcome visitors from the proposed Harbor Bridge on/off ramp and provide an exciting orientation point as well as a recreational link to the beach.



POTENTIAL

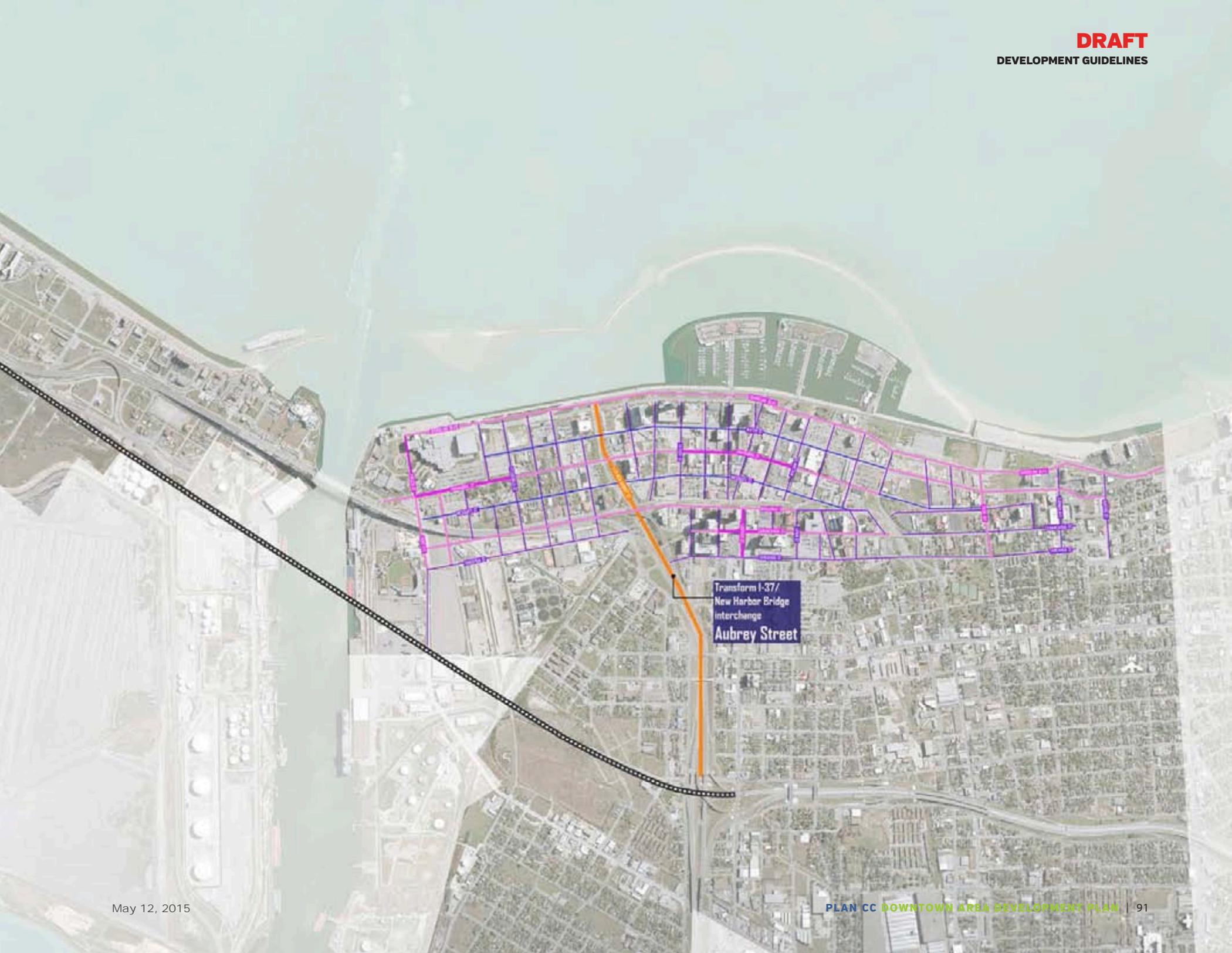
DRAFT

DISTRICT FRAMEWORKS AND REINVESTMENT PRIORITIES | *Targeted priorities for a vibrant and connect Corpus Christi*

4 Development Guidelines

This chapter provides development guidelines for new development in TIRZ #3. The guidelines are intended as criteria to promote high-quality new development that promotes a walkable, attractive, mixed-use environment and maximizes value for new projects and properties around them. The guidelines emphasize aspects of development program, site layout and building design that affect qualities of walkability and human scale on adjoining streets. The guidelines vary according to five distinct types of streets that occur in the TIRZ, that have different implications for program, design and vehicular access. The diagram below indicates street type, and the following pages explain the development guidelines for each type, with visual examples.





Primary walking street retail priority

priority location for retail, other active ground floor uses, and a safe and inviting walking environment; vehicular access absent or minimal

KEY STREETS & SEGMENTS

Chaparral from William to Taylor and Fitzgerald to Port. Leopard from Tanchua to Upper Broadway

GROUND FLOOR LAND USE

Retail strongly encouraged along at least 75% of facade. Alternate active uses acceptable (see page 94). Housing discouraged (residential lobbies acceptable)

FACADE PLACEMENT

Build-to line within 6 feet of property line. Any setback area should be primarily paved and devoted to pedestrian access and/or outdoor seating.

PRECEDENTS



GROUND FLOOR BUILDING DESIGN

Traditional retail storefront. Ground floor ceiling height should measure at least 15 feet clear (18 feet preferred). Ground floor should be accessible from sidewalk. Ground floor use area should extend at least 20 feet deep from façade. At least 2/3 of

façade area between 2 and 12 feet above grade should be fully transparent glazing. Maximum length of opaque wall 20 feet. Pedestrian-scaled signage should be located in a sign band above or integrated with storefront windows.

VEHICULAR ACCESS FOR PARKING OR SERVICE

Strongly discouraged; locate on any other street where possible



Primary walking street

desirable location for retail and other active ground floor uses; vehicular access absent or minimal

KEY STREETS & SEGMENTS

Chaparral from Taylor to Fitzgerald; Shoreline Blvd. from Craig to Port; Water Street from Buford to Kinney

GROUND FLOOR LAND USE

Retail strongly encouraged along at least 75% of facade. Alternate active uses acceptable (see general design guidelines, starting on page 100)). Housing discouraged (residential lobbies acceptable). No structured parking visible on upper floors—occupied uses only.

FACADE PLACEMENT

Build-to line within 6 feet of property line. Setback areas may contain plantings and/or pedestrian paving

PRECEDENTS



GROUND FLOOR BUILDING DESIGN

At retail and/or alternate active uses: Ground floor ceiling height should measure at least 15 feet clear. Ground floor should be accessible from sidewalk. Ground floor use area should extend at least 20 feet deep from façade. At least 2/3 of façade area between 2 and 12 feet above grade should be fully transparent glazing. Maximum length of opaque wall 20 feet. Pedestrian-scaled signage should be located in a sign band above or integrated with storefront windows.

At housing: At least 40% of façade area between 2 and 12 feet above grade should be fully transparent glazing. Maximum length of opaque wall 20 feet. First floor level should be elevated at least 18 inches above sidewalk level to enhance privacy unless accessibility is required. Ground floor units in multifamily buildings should have direct entrances from the sidewalk with stoops or porches and landscaping.

VEHICULAR ACCESS FOR PARKING OR SERVICE

Strongly discouraged; locate on side or flexible access street where possible



Side street

desirable location for housing; Retail and other active ground floor uses welcome, with flexibility to include some vehicular access for parking or service

KEY STREETS & SEGMENTS

Most east-west streets in Downtown, Uptown and SEA District

GROUND FLOOR LAND USE

Retail and/or alternate active uses encouraged. Housing acceptable. Structured parking with architectural façade acceptable on upper floors—occupied uses preferred.

FACADE PLACEMENT

Build-to line within 10 feet of property line. Set-back areas may contain plantings and/or pedestrian paving

PRECEDENTS



GROUND FLOOR BUILDING DESIGN

At retail and/or alternate active uses: Ground floor ceiling height should measure at least 15 feet clear. Ground floor should be accessible from sidewalk. Ground floor use area should extend at least 20 feet deep from façade. At least 2/3 of façade area between 2 and 12 feet above grade should be fully transparent glazing. Maximum length of opaque wall 20 feet. Pedestrian-scaled signage should be located in a sign band above or integrated with storefront windows.

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VEHICULAR ACCESS FOR PARKING OR SERVICE

Acceptable, but access preferred via flexible access street where possible; should not be located within 30 feet of block corner, and should not exceed 2 bays or 24 feet in width.



Flexible access street

desirable location for occupied commercial and/or residential buildings featuring a regular occurrence of windows and doors, with flexibility to include some vehicular access for parking or service

KEY STREETS & SEGMENTS

Water from Kinney to Resaca; Mesquite from Cooper's Alley to Port

GROUND FLOOR LAND USE

Retail and/or alternate active uses encouraged. Housing acceptable. Structured parking with architectural façade acceptable on upper floors.

FACADE PLACEMENT

Build-to line within 6 feet of property line. Setback areas may contain plantings and/or pedestrian paving

PRECEDENTS



GROUND FLOOR BUILDING DESIGN

At retail and/or alternate active uses: Ground floor ceiling height should measure at least 15 feet clear. Ground floor should be accessible from sidewalk. Ground floor use area should extend at least 20 feet deep from façade. At least 2/3 of façade area between 2 and 12 feet above grade should be fully transparent glazing. Maximum length of opaque wall 20 feet. Pedestrian-scaled signage should be located in a sign band above or integrated with storefront windows.

At housing: At least 40% of façade area between 2 and 12 feet above grade should be fully transparent glazing. Maximum length of opaque wall 20 feet. First floor level should be elevated at least 18 inches above sidewalk level to enhance privacy unless accessibility is required. Ground floor units in multifamily buildings should have direct entrances from the sidewalk with stoops or porches and landscaping.

VEHICULAR ACCESS FOR PARKING OR SERVICE

Acceptable; should not be located within 30 feet of block corner, and should not exceed 2 bays or 24 feet in width.



Gateway Boulevard

desirable location for occupied commercial and/or residential buildings featuring a regular occurrence of windows and doors, enhanced by prominent landscape plantings; vehicular access absent or minimal

KEY STREETS & SEGMENTS

New Aubrey (former IH 37) east of Carrizo

GROUND FLOOR LAND USE

Retail, housing, hotel, office or other occupied use. Retail should preferably be located at street corners to enhance visibility and adjacency to other retail. Structured parking with architectural façade acceptable on upper floors—occupied uses preferred.

FACADE PLACEMENT

Build-to line located 10 to 15 feet back from property line. Setback area should typically include plantings; areas of pedestrian paving are appropriate at retail and other entrances.

PRECEDENTS



GROUND FLOOR BUILDING DESIGN

At retail and/or alternate active uses: Ground floor ceiling height should measure at least 15 feet clear. Ground floor should be accessible from sidewalk. Ground floor use area should extend at least 20 feet deep from façade. At least 2/3 of façade area between 2 and 12 feet above grade should be fully transparent glazing. Maximum length of opaque wall 20 feet. Pedestrian-scaled signage should be located in a sign band above or integrated with storefront windows.

At housing: At least 40% of façade area between 2 and 12 feet above grade should be fully transparent glazing. Maximum length of opaque wall 20 feet. First floor level should be elevated at least 18 inches above sidewalk level to enhance privacy unless accessibility is required. Ground floor units in multifamily buildings should have direct entrances from the sidewalk with stoops or porches and landscaping.

VEHICULAR ACCESS FOR PARKING OR SERVICE

Strongly discouraged; locate on side or flexible access street where possible



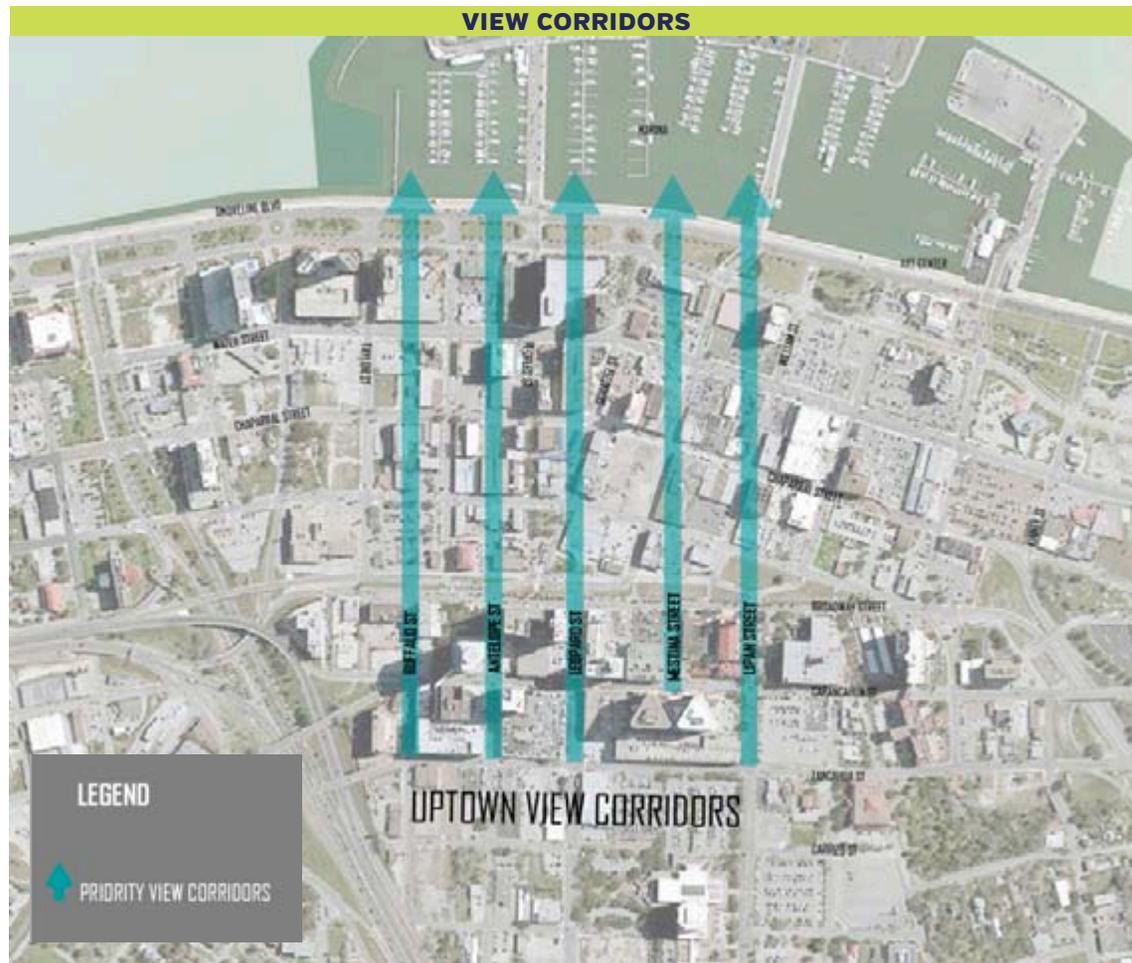
GUIDELINES APPLYING ACROSS STREET CORRIDORS

Development in the Downtown Area should meet the standards of the following design guidelines in order to fully leverage the value potential of the new development as well as nearby properties. The guidelines intentionally allow and invite creative design efforts by developers and designers to best meet the spirit of the guidelines in the context of a given project. Development projects being considered for a development incentive should be expected to meet the design guidelines in an exemplary manner.

Building Height

In general, this plan imposes no building height restrictions other than those already defined in Downtown Area zoning districts. However, building heights should be reviewed and potentially limited under the following conditions:

- Uptown view corridors. Views east along Uptown street corridors, past the bluff at Broadway toward the bay, provide a significant contribution to sense of place in Uptown (and Downtown areas that overlap as far west as Taranchua Street). As a result, new buildings in Downtown should be discouraged from significantly blocking these view corridors with height limitations that maintain views of the bay from eye level on Upper Broadway Street. See the accompanying view corridor diagram for affected portions of Downtown sites.
- Mixed-use corridor transitions to neighborhoods. Where mixed-use corridor areas adjoin residential zoning districts, the height of build-



ings in the mixed-use district should be limited to 45 feet in areas within 20 feet of the residential zone.

Building Façade Treatment:

General guidelines

- Building façades should be composed using a “base/middle/top” format that defines three major zones from base to top of the building façade. In addition, to prevent a monolithic appearance and promote good scale relationships to a variety of context elements from people to whole street blocks, façades should incorporate modules at a full range of scales from whole building scale to human scale. In particular, these modules should all be represented:
 - > Building bays, 42 to 64 feet in horizontal length (or other dimension best matching

context) and extending vertically at least three stories. Building bays relate to the scale of traditional residential building sections and overall street widths.

- > Unit bays, 22 to 36 feet in horizontal length and extending vertically at least two to three stories. Unit bays relate to the scale of whole apartment units, street trees and street pavement widths.
- > Room bays, 10 to 16 feet in horizontal length and extending vertically at least one and one-half stories. Room bays relate to the scale of individual residential rooms, building entrances and sidewalk widths.

- > Window and door bays, 3 to 6 feet in horizontal length and extending vertically at least 1.4 times horizontal length. Opening bays relate to the scale of typical building windows, doors, projecting bays and the human body.
- > Detail elements, of variable dimensions, but enclosing an area of approximately one square foot. Detail elements relate to the scale of individual building-material units such as bricks and shingles, as well as light fixtures, vegetation, and elements of the human body.
- In general, these scale modules should be used to emphasize vertical proportions in overall building massing. The unbroken horizontal



length of any façade plane should not exceed 1.75 times the façade height (at eave). Intervals of set-back or projected façade area, preferably finished with a contrasting material and shifted at least 3 inches behind or in front of the adjacent façade plane, may be used to permit longer building lengths.

- Façades should include horizontal lines of expression (such as string courses, cornices, window alignments and step-backs, shading devices, etc.) that correspond to the height of adjacent buildings.
- Building tops and other skyline elements that rise above context buildings deserve special attention as prominent elements in the public realm. In particular, use architectural expression to celebrate the buildings on sites 1a and 1b as landmarks at the Labor Street gateway to Lavaca and Victoria Commons.

Retail facades

Ground floor retail façades should meet these criteria:

- At least 80% of ground-floor façade area in priority retail areas should consist of transparent glazing.
- Locate interior furnishings to accommodate direct views between the exterior and active interior retail areas. Opaque façade areas should extend no more than 10 feet horizontally.
- The façade architecture should incorporate a horizontal break that distinguishes the ground floor from upper floors and accommodates a horizontal signage zone above ground floor glazing.
- Floor-to-floor height should measure 18 to 20 feet.

- Leasable ground floor retail space should average at least 60 feet in depth from the façade where possible, with 80 feet preferable. Spaces as shallow as 20 feet may be permitted where necessary to accommodate constraints.
- The ground floor should be flush with the sidewalk.
- The design of signage, awnings, storefronts, window displays and other elements defining retail presence should reinforce local neighborhood and district character. Signage font, scale, material and other characteristics should primarily reflect cues from the local setting – such as the architectural style of their own and adjacent buildings, themes established among



Include distinctive, pedestrian-scaled signage identifying retail establishments



Sidewalks along retail and live/work spaces should include at least 8 feet of clear width available for walking, in addition to street trees, planting strips and paved access to on-street parking.



Where feasible, provide additional paved area between the clear walking area and building façade for outdoor dining, sales displays or other activity associated with ground level retail and live/work spaces.



Large operable windows/doors are encouraged to help connect outdoor and indoor dining and other retail activities.

local merchants, and public realm signage and public art reinforcing community identity. Signage should be especially oriented to pedestrians, such as through use of signs suspended over the sidewalk.

- In places where active ground floor use is desired but retail faces marketing challenges, consider these alternate uses, in this priority:
 - > Community uses open to the public such as daycare center, health services, religious uses, arts organizations.
 - > Work/live or live/work spaces .
 - > Building lobbies and interior gathering spaces such as meeting rooms.
- Interior power, HVAC and other key services should be zoned to allow convenient sublease of ground floor retail spaces.

Housing facades

- Emphasize vertical architectural elements that break up horizontal building volumes to read as individual housing and retail spaces. Avoid long horizontal elements that emphasize building length or the appearance of repeated stacked floors.
- Strategies to accommodate variety, suitable for all building types, include differing fenestration from floor to floor, and incorporating bay windows, balconies, porches, subtle massing changes, and changes in material or color.
- Provide large windows at living areas for better daylighting of interior spaces, and informal surveillance of public areas outside.
- Articulate façade details to create shadow lines and reduce apparent “flatness” of building façade. To give façades depth and texture, avoid flush-faced glazing.

- In multifamily residential buildings, ground floor units should have direct entrances from the public street wherever possible.

Materials

- Building design should emphasize use of stone, masonry, unpainted metal, glass, burnished block, cement fiber siding, three-coat cementitious stucco with minimized control joints, concrete and/or other high-quality, durable finishes. Use durable and sustainable materials that weather well over time, tolerate the salt that frequently present in air and moisture due to the Downtown Area’s bayfront presence, and require little maintenance. Durable and long-lasting construction techniques and details should be employed.
- Make generous use of glazing as a functional and expressive means of connecting building occupants to their environment. However, use no reflective or darkly tinted glass.
- Incorporate a variety of materials, in counterpoint to the elements of formal continuity that are defined from block to block, to help break down building scale into element of human scale. Any single material should make up no more than 80% of wall area other than glazing on each building façade; at least one secondary material must make up the difference. Avoid more than one material in the same plane. Use building volumes and building detail articulation to change materials.
- Secondary façades (those not facing public streets, parks and plazas) may differ in finish materials from primary façades but must adhere to all other provisions and shall be of similar quality to primary façades. At semi-private

parcel courtyards, it is encouraged that façade materials match those of the primary façade(s). Exterior wood siding should only be used in protected locations

- Construction joints, where they do not directly contribute to façade composition, should be obscured by locating them at changes in façade plane or material, such as along projecting string courses or bays, and through use of inconspicuous joint filler material. Minimize expression of stucco control joints as much as possible.
- Use corrugated or standing seam metal, shingle, or other high-quality roofing on sloped roofs. Any asphalt shingles used shall be architectural grade and appropriate to the building type, i.e. used for smaller-scale buildings. Flat or gently sloping roof areas may be appropriate for occupied terraces or green roofs. Consider opportunities to include solar panels and solar shading devices on roof surfaces. Other roofs should be highly reflective, light-colored “cool” roofs and/or green roofs.
- Metal is recommended as material for awnings and shade structures; high strength textile fabrics may also be considered.
- Locate heavier materials closer to the ground and highest-quality materials and details at pedestrian level. Heavy materials like masonry should always touch the ground.
- Integrate HVAC and other mechanical equipment unobtrusively into the overall building design.

Environmental performance

- Target LEED Silver or similar standards for all new construction and renovation.
- Use low VOC (Volatile Organic Compound) materials.

Exterior utility and trash items

- Conceal or screen electrical boxes, transformers, utility meters, dumpsters, and other less attractive utility elements from public view as much as possible.
- Dumpsters and other containers for trash and recyclable materials that serve businesses or multiple housing units should be located out of view from public street and park areas and should be enclosed in fencing. Fencing shall be at least 80% opaque and rise high enough to conceal any containers within. Fence materials should match one or more materials used for other fences or building finishes on the site.

Off-street parking

Off-street parking should be located and designed to have minimal presence, if any, along streets and other public spaces.

- Begin by minimizing parking need in the first place by locating and designing development to make walking, biking, transit and car-share options convenient, reducing need for car ownership. Then, make use of existing spaces within easy 1–2 block walking distance to the extent possible, through coordinated **parking management** and wayfinding.
- In no case should surface or structured parking be located at grade level along a **street edge**, except as a temporary condition on blocks to be developed in later phases.
- Upper levels of parking structures should also be screened from streets, parks and other public areas with occupied space (such as housing or office space) wherever possible. Any portions of parking structures visible from the street should

be designed to architectural standards following the Building Façade Treatment section above.

- Provide clear **signage**, designed to be visible from moving cars on the street to indicate the presence of off-street parking for retail uses.
- **Pedestrian access** should be prominent, inviting and convenient, making it easy to park once and reach multiple destinations on foot. Pedestrian entrance lobbies to parking structures should have as much visibility from the exterior as possible to promote security. Stair towers and elevators, where adjacent to the street, should be designed with a high degree of transparency. Consider making use of their potential as a strong vertical design element.
- Place particular emphasis on screening **roofs** of parking decks from above. Wherever possible, incorporate a significant amount of vegetation in the form of an occupied roof terrace with planters, green roof, trellis or other format to minimize the volume of storm-water run-offs from roofs of parking decks.
- Where off-street parking is gated, gates and fencing should be set back behind the predominant building line, and fencing landscaped to minimize visual impact.
- Consider use of **pervious paving** in surface parking lots wherever possible, such as use of decomposed granite at parking spaces with concrete or asphalt at drive aisles.
- For every 3,000sf of surface parking lot (including travel aisle and parking spaces) dedicate 300sf fully **permeable landscaped surface** in the form of tree wells and landscaped parking space separators.
- Redirect **stormwater** from the parking surfaces to landscaped water infiltration zones.



Parking structures should be screened from view from public streets, such as with housing units as shown here.



Ground floors of parking structures should contain retail or other active uses at ground level. Any upper levels exposed to streets or parks should be designed to architectural standards.



While parking structures should have minimal physical presence along primary walking streets, clear signage for drivers and pedestrians is important.

5 Transportation

HARBOR BRIDGE OPPORTUNITIES

The Harbor Bridge relocation project opens up significant opportunities to reconnect streets, add new streets, and promote better pedestrian connectivity between district and neighborhoods. In particular, I-37 between the Crosstown Expressway and the waterfront can be reimagined as a landscape city arterial street, given that previous traffic volumes will be greatly reduced along this corridor. Similarly the previous I-37/Old Harbor Bridge interchange will no longer be needed—this intersection has the potential to become a new traffic circle and gateway that links together Downtown, Uptown, Washington-Coles, and the SEA District. In this scenario, a new “Tiger Street” is created between the traffic circle and Whataburger Field in the old Harbor Bridge corridor with local linkages (Belden, Power, Resaca) being made across the former right-of-way. Tanchahua and Carancahua would also be able to cross I-37 as city streets, potentially as at-grade intersections. The recreation trail can also be accommodated on the bridge linking Downtown Areas to North Beach.



LEGEND

- NEW OR ENHANCED STREET GRID SEGMENTS
- NEW RECREATIONAL TRAIL
- I-37 GREEN BOULEVARD TO THE BAY

Transform I-37/
Old Harbor Bridge
interchange

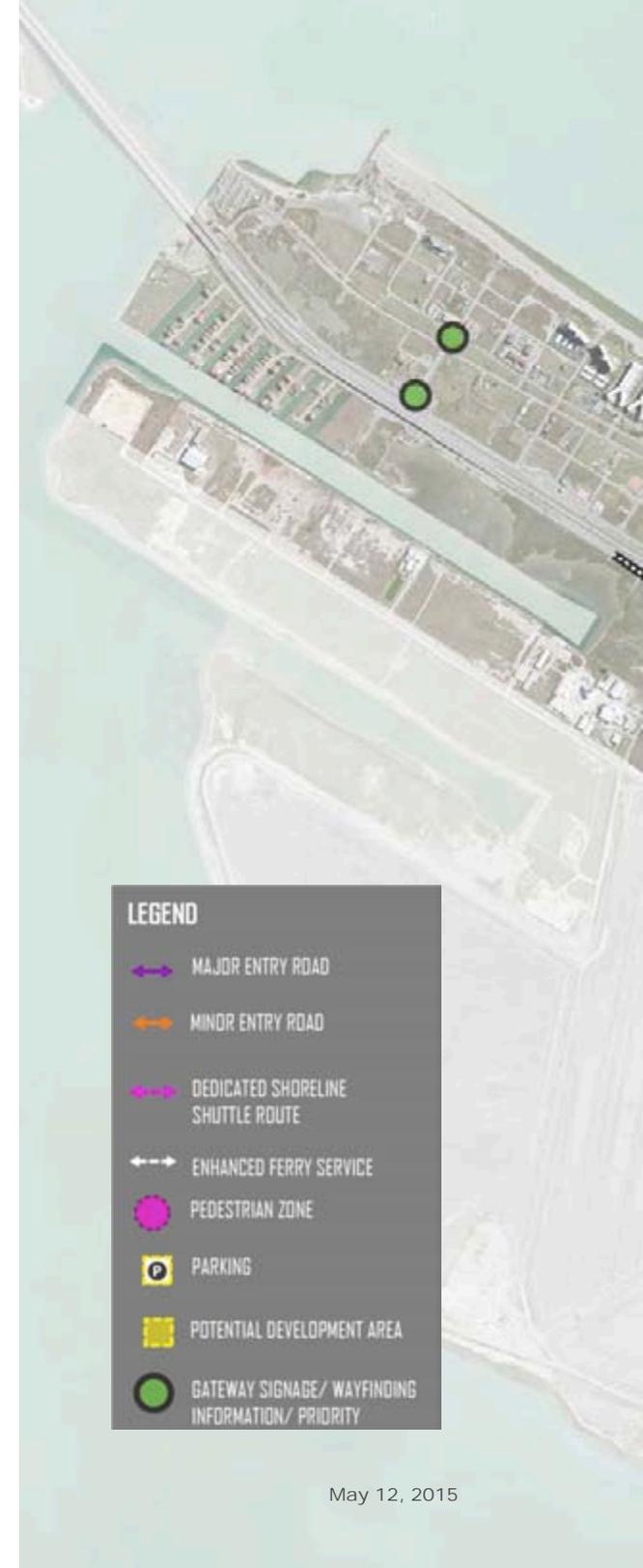
Potential new
Intersections

RECREATION TRAIL
walking/ biking

Transform I-37/
New Harbor Bridge
interchange

DOWNTOWN AREA ACCESS IMPROVEMENTS

Access to the SEA District, Downtown, Uptown, North Beach, Washington-Coles and other areas can be greatly improved with the relocation of the Harbor Bridge and other complementary strategies. Port Street could take on added significance as a way to enter the SEA District from the west—the street has already been improved to accommodate high traffic volumes generated by events. Staples Street could be extended past West Broadway and into the SEA District connecting to Fitzgerald Street once the former sewage treatment facility is completely vacated. Primary north/south streets of Chaparral and Mesquite (as extensions of Laredo and Agnes) should incorporate pedestrian and bike improvements across the I-37 corridor which would make access and wayfinding better from Downtown, while critical pedestrian improvements within the SEA District itself would greatly enhance circulation between these activity centers. Priority streets include Brewster Street, Chaparral, Hirsch, and Mesquite. Programmatically, an “event traffic management” plan should be put into place that coordinates the work of the City, TxDOT, RTA, and event hosts, along with event signage and other directional assistance to parking and event facilities. Public transit in the form of a dedicated Shoreline Boulevard trolley/circulator and enhanced water ferry service complete the SEA District access network. Agnes Street (as an entrance route) and Laredo Street (as a departure route) deserve special emphasis as important gateways to Uptown, Downtown and adjacent areas today and, increasingly, once the new Harbor Bridge is in place. Streetscape and signage improvements, as well as incentives for reinvestment in adjacent real estate, are warranted to enhance the transportation and land use functions of this corridor.





WHATABURGER FIELD
SPECIALLY PAVED
PEDESTRIAN ZONE

Transform I-37/
Old Harbor Bridge
interchange

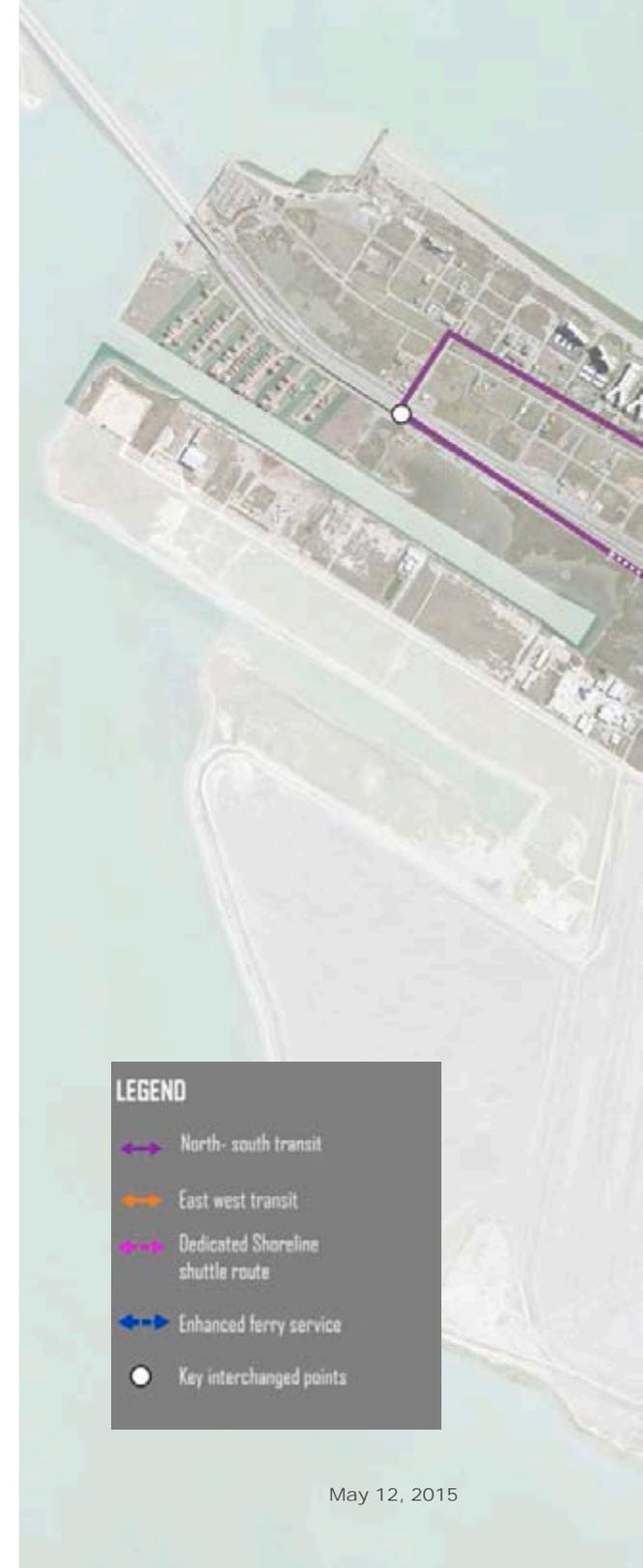
PROPOSED HARBOUR BRIDGE ALIGNMENT

TEXAS 286

Transform I-37/
NEW Harbor Bridge
interchange

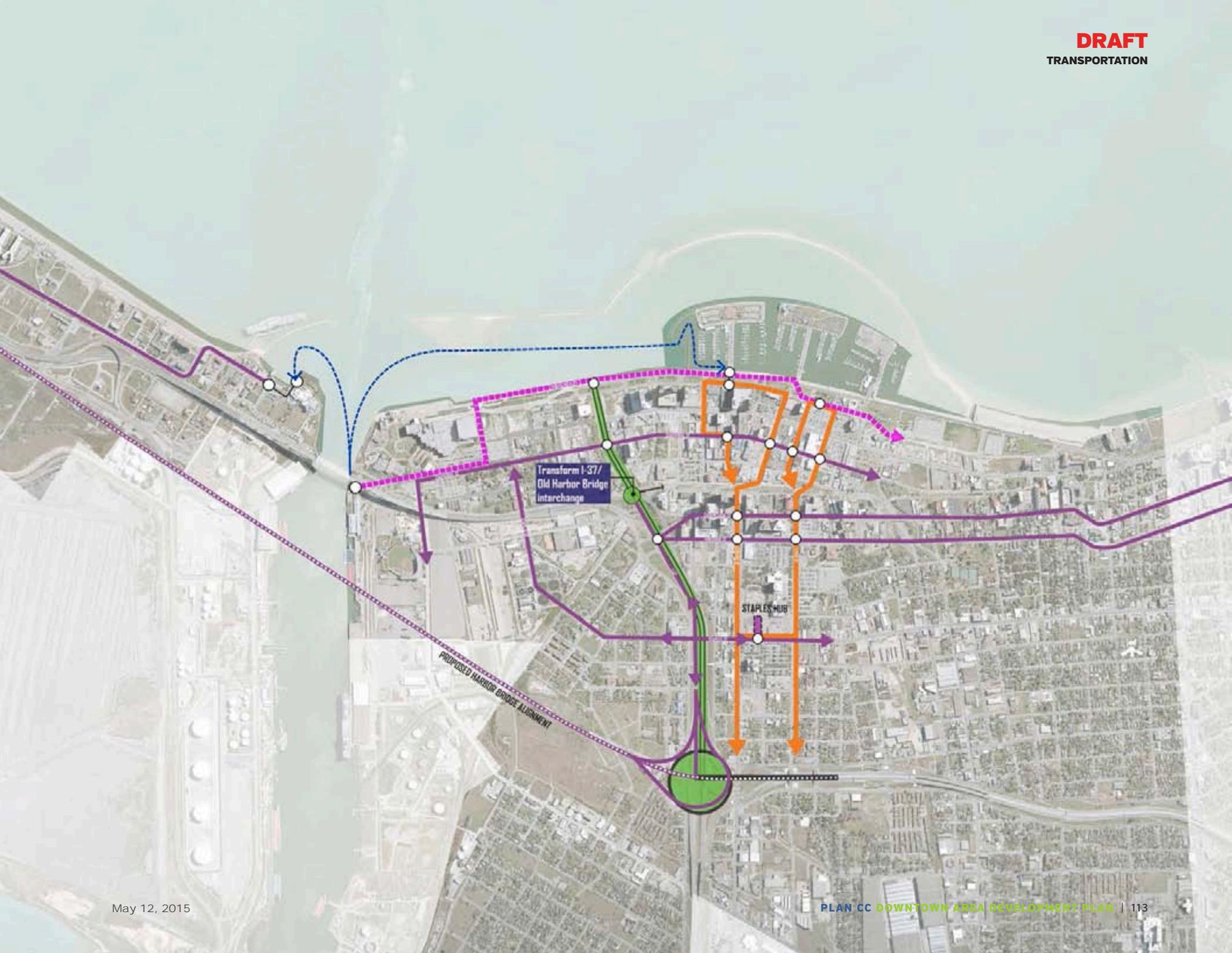
TRANSIT ALTERNATIVES

Public transit in Corpus Christi will play a key part in enhancing the Downtown Areas. In the DADP, recommendations include the dedicated trolley/circulator along Shoreline Boulevard, enhance water ferry service between the marina, SEA District, and North Beach and enhanced north/south and east/west bus routing that is intended to be clear and efficient. The diagram indicates where these networks might intersect and where stations can be located for access and transfers. The corridors of Chaparral, Tanchua, Carancahua, and Staples are the primary north/south routes, while Leopard and Lipan provide the east/west structure between Uptown and Downtown. The proposed Harbor Bridge Alignment also accommodates an important bus route linking commuters from North Beach to Downtown Area employment centers. The Shoreline Boulevard dedicated trolley/circulator has the potential to be extended farther south to Cole Park if future demand warrants it.



LEGEND

- North-south transit
- East west transit
- Dedicated Shoreline shuttle route
- Enhanced ferry service
- Key interchanged points



PARKING MANAGEMENT

With over 11,000 parking spaces in private garages and surface lots in the Downtown (including the two blocks west of Upper Broadway to Tanchahua Street), there is an abundant supply of parking that can be leveraged as an asset for future development. In the near-term, surface lots can potentially serve new development nearby, while large surface lots may be prime candidates for redevelopment. In those instances, new parking could be contained on site within the new development (as in the Cosmopolitan) or be accommodated in nearby garages. Other key strategies include encouraging shared parking by uses with different demand peaks (such as daytime office worker demand and evening/weekend resident demand) through private agreements and/or district parking policy. Rationalizing the public on-street parking system by establishing a consistent metering policy is encouraged, while enhancing the Parking Advisory Committee with additional professional parking expertise and reinvesting parking proceeds into maintaining and building additional parking as needed is also recommended.



AMERICAN BANK CENTER

- Existing surface parking spaces total 4,294
- Existing structured parking spaces total 6,917

11,395 parking spaces available

Throughout Area

Organize management+placement of on street Parking: pricing, time limits, and investment of proceeds

- Sample "Parking Sheds"
With opportunity for land uses with different demand peaks to share spaces

