

Well-Planned Region

Regional Growth and Land Use

<i>Strategy</i> <i>WPR 1</i>	<p>Balanced Growth. Encourage growth that is in balance with the region’s quality of life, fostering the attractions and tourist revenues of a big city while maintaining its small town feel. No supporting actions are proposed at this time.</p>		
<i>Strategy</i> <i>WPR 2</i>	<p>Interagency Regional Planning Authority. Create a comprehensive interagency regional planning authority to better coordinate planning for the future development of the region. No supporting actions are proposed at this time.</p>		
<i>Strategy</i> <i>WPR 3</i>	<p>Awareness and Protection of Natural Resources. Protect the Coastal Bend’s natural resources and assets and use them as a focal point for future growth, including the promotion of eco-tourism.</p>	Lead Partner	Status
<i>Action</i> <i>WPR 3.1</i>	<p>Environmental Awareness Program. Develop a comprehensive educational program emphasizing the community benefits of environmental and natural resource protection. Program would include the following activities:</p>	Texas A&M University-Corpus Christi Center for Coastal Studies and Harte Research Institute	
<i>Action</i> <i>WPR 3.1A</i>	<p>>Produce a short film to highlight and demonstrate the importance of the Coastal Bend environment and use the film in a variety of venues including schools, aquarium, meetings and special events.</p>	Texas A&M University-Corpus Christi Center for Coastal Studies, Harte Research Institute, and Communications Department	
<i>Action</i> <i>WPR 3.1B</i>	<p>>Recruit, train and coordinate a team of volunteers to take the Environmental Awareness Program to a variety of government, educational and community and faith-based audiences across the Coastal Bend.</p>	Texas A&M University-Corpus Christi Center for Coastal Studies and Harte Research Institute	
<i>Action</i> <i>WPR 3.1C</i>	<p>>Conduct an assessment of public knowledge of environment and natural resources in the Coastal Bend – before and after the Environmental Awareness Campaign – in order to measure changes in attitudes and awareness.</p>	Coastal Bend Bays and Estuaries Program	
<i>Action</i> <i>WPR 3.1D</i>	<p>>Hold public panels on environmental topics of interest to the Coastal Bend focusing on current science and research related to the topics.</p>	Texas A&M University-Corpus Christi Harte Research Institute	
<i>Action</i> <i>WPR 3.2</i>	<p>Stewardship Campaign. Identify and develop natural resources stewardship campaigns to engage the public in community beautification and natural resource education/stewardship projects such as “adopt a beach/highway,” beach, landscape and vegetation projects and dunes clean-up.</p>	Nueces County Beach Management Advisory Committee	
<i>Strategy</i> <i>WPR 4</i>	<p>Agricultural Areas. Maintain rural life, agriculture and farming while allowing for growth necessary for the area to flourish. No supporting actions are proposed at this time.</p>		

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Coastal Development

Strategy WPR 5	Beaches and Shorelines. Take greater responsibility for the region's shorelines and coastal assets, maintaining clean, quality beaches that are safe and convenient for all to use and enjoy.	Lead Partner	Status
Action WPR 5.1 and 5.2 combined	Monthly Beach Clean-Ups. Organize monthly beach clean-ups to augment current activities, targeting key beaches that support tourism and community use.	City of Corpus Christi PRIDE Committee, Nueces County Parks Department, San Patricio County	Underway
	Increased Beach Trash Collection. Purchase and distribute additional trash cans along beaches in respective jurisdictions. Increase trash collection and add signage encouraging personal responsibility for clean beaches.	City of Corpus Christi Parks and Recreation Department, Nueces County Parks Department, City of Port Aransas	Underway
Action WPR 5.3	Coastal Habitat Educational Programs. Create inventory of school-age oriented educational programs focusing on trash impact on coastal habitats, creating additional programs as needed, and coordinating their delivery.	Texas A&M University-Corpus Christi Center for Coastal Studies and Harte Research Institute	
Strategy WPR 6	Vibrant, Active Waterfronts. Create vibrant, active waterfronts that are pedestrian-friendly, with a boardwalk, shops, water activities and nature events.	Lead Partner	Status
Action WPR 6.1	Development Options and Incentives. Develop a master list of development options and incentive packages targeting private development (of waterfront activities, outdoor activities, and retail businesses) serving the area from McGee Beach to the Ship Channel.	City of Corpus Christi City Manager's Office	Underway
Action WPR 6.2	Nature Tourism Development Options and Incentives. Develop a master list of development options and incentive packages targeting private development of nature tourism activities that can launch from the downtown Corpus Christi area.	City of Corpus Christi, Economic Development Department	Not Started
Action WPR 6.3	Corpus Christi Beach Development Options and Incentives. Develop a master list of development options and incentive packages targeting private development of activities on Corpus Christi Beach. Develop guidelines for types of projects.	City of Corpus Christi Economic Development Department	Underway
Action WPR 6.4	Packery Channel Development Options and Incentives. Develop a master list of development options and incentive packages for private development of activities at Packery Channel.	City of Corpus Christi Economic Development Department	Underway
Action WPR 6.5	Coastal Bend Bay Waterfront Master Plan. Create Corpus Christi Bay Waterfront Usage and Development Master Plan for regional development of key waterfronts connected to Corpus Christi Bay. Prioritize development options. Create incentive package for private development of waterfront activities, outdoor activities, festivals, and retail business.	Lead Partner Pending	

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<i>Action</i> WPR 6.6	Coastal Bend Bay Waterfront Development Incentives. Develop private development incentives supporting Corpus Christi Bay Waterfront Usage and Development Master Plan.	Lead Partner Pending	
<i>Strategy</i> WPR 7	Coastal Tourism Development. Demonstrate responsibility in the development of our coastal areas that will attract more tourists and provide tourists area residents and families with quality entertainment. No supporting actions are proposed at this time.		
<i>Strategy</i> WPR 8	Island Vacation Development. Develop Mustang Island and Padre Island so that well-planned resorts, year-round vacationing, and other tourist-based businesses exist, while preserving the islands' natural beauty.	Lead Partner	Status
<i>Action</i> WPR 8.1	Packery Channel Recreational Improvements. Complete Mustang/Padre Island Development Plan improvements to Packery Channel including restrooms, additional parking, beach maintenance and administration building, completion of road improvements, bath house, lighting, pavilions, nature trails and observation areas.	City of Corpus Christi Engineering Services Department	
<i>Action</i> WPR 8.2	Storm Water Drainage Improvement for Mustang Island. Create a storm water drainage master plan that complies with state and federal law to ensure storm water from development does not flood State Highway 361.	City of Corpus Christi Engineering Services Department	

Urban Development

<i>Strategy</i> WPR 9	Downtown Redevelopment. Work to redevelop and transform Corpus Christi's downtown area into a thriving district that attracts both residents and visitors and includes housing, shops, restaurants and entertainment as well as convention facilities, museums and a farmers market.	Lead Partner	Status
<i>Action</i> WPR 9.1	Downtown Bayfront Land Utilization. Utilizing bond funds already allocated and incorporating planning activities already completed, further refine and expand a comprehensive plan for downtown Bayfront land utilization.	City of Corpus Christi Development Services	
<i>Action</i> WPR 9.2	Downtown Infrastructure Plan. Develop a comprehensive infrastructure plan that identifies traffic and parking issues and solutions (including connectivity of downtown with surrounding neighborhoods).	Lead Partner Pending	
<i>Action</i> WPR 9.3	Downtown Marketing Plan. Develop a comprehensive marketing plan that identifies opportunities to bring activity and people to downtown Corpus Christi.	Downtown Management District	
<i>Action</i> WPR 9.4	Downtown Development Standards and Incentives. Create residential, retail, and entertainment development incentives and standards in the City Code for the downtown area.	Lead Partner Pending	

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<i>Action WPR 9.5</i>	Downtown Beautification. Create and institute themes, such as the Mirador theme, to develop visual consistency throughout the city using public “furniture” such as light poles and benches. Add appropriate code language to city ordinances to ensure consistent application.	City of Corpus Christi Parks and Recreation and City of Corpus Christi Neighborhood Services - Code Enforcement	Underway
<i>Action WPR 9.6</i>	Design Code Standards. Develop and implement design code standards for select areas of the city by providing consistency to the “look and feel” of neighborhoods and commercial areas and enforce implementation in future new and redevelopment projects.	City of Corpus Christi Development Services	Underway
<i>Action WPR 9.7</i>	Vacant Buildings. Reuse vacant downtown buildings and redevelop these areas with thriving attractions such as a new farmer’s market, various shops or water park.	Downtown Management District	Underway
<i>Action WPR 9.8</i>	Market-Oriented Adaptive Reuse Strategies. Develop “adaptive reuse” strategies identifying and targeting market-oriented uses compatible with the inventory of vacant downtown buildings.	Downtown Management District	Not started
<i>Action WPR 9.9</i>	Adaptive Reuse Ordinance. Develop an Adaptive Reuse Ordinance to supplement the City’s existing vacant building ordinance to establish criteria to facilitate the reuse of vacant downtown buildings.	Lead Partner Pending	
<i>Strategy WPR 10</i>	Well-Managed Urban Services. Develop urban services in the Coastal Bend that are effective, efficient and well managed, reflecting the wise use of public tax dollars.	Lead Partner	Status
<i>Action WPR 10.1</i>	Illegal Dumping Elimination. Charge a nominal fee to all residential utility customers to finance on-site waste collection and disposal programs, eliminating the need to charge residential utility customers at the landfill. Extend evening hours to provide customers greater access.	City of Corpus Christi Finance Department	Implemented/ on-going
<i>Action WPR 10.2</i>	Wastewater Services Billing. Create a more equitable billing system for wastewater services by breaking out water used for household use (water that needs to be treated) and landscaping water (water that is not treated).	City of Corpus Christi Finance Department	Implemented/ on-going
<i>Action WPR 10.3</i>	Combined City and County Law Enforcement Services. Study feasibility of combining selected city and county law enforcement services to improve communications, coordination, efficiency, and cost savings.	Corpus Christi City Council and Nueces County Sheriff’s Department	Not Started
<i>Action WPR 10.4</i>	Combined Services Feasibility Study. Commission a study assessing the feasibility of combining operations to reduce duplication of specific governmental services (i.e. purchasing, billing, jail, health department). Look to other regions of the nation for best practices as well as for potential pitfalls.	City of Corpus Christi City Manager, San Patricio County Judge	Not Started

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Strategy WPR 11	Corpus Christi Beach Redevelopment. Foster comprehensive redevelopment of Corpus Christi Beach that promotes tourism and encourages local participation.	Lead Partner	Status
Action WPR 11.1	Family-Oriented Development. Create a Request for Proposals to attract interest in family-oriented development projects that would utilize city-owned land on the north end of Corpus Christi Beach.	City of Corpus Christi Beach Task Force	Underway
Action WPR 11.2	Family-Oriented Attractions Development Incentive Program. Create an incentive program to attract private/public development of family-oriented attractions on the north end of Corpus Christi Beach.	City of Corpus Christi Beach Task Force	Underway
Action WPR 11.3	Infrastructure Analysis. Analyze medium- to long-term infrastructure needs (particularly water and wastewater services) to support additional Corpus Christi Beach development.	City of Corpus Christi Engineering Department	Implemented/ on-going
Action WPR 11.4	Parking Capacity Analysis. Analyze the needs and develop short-, medium-, and long-term parking development plans to facilitate growth in activities on Corpus Christi Beach.	City of Corpus Christi Traffic Engineering Department	Underway
Action WPR 11.5	Visitor-Friendly Trolley Routes. Reroute and expand trolley routes to create a direct route between downtown hotels and American Bank Center/Heritage Park to the Texas State Aquarium and USS Lexington Museum to increase tourism traffic and create more downtown attractions.	Corpus Christi Regional Transportation Authority	Implemented/ on-going
Strategy WPR 12	Neighborhood Revitalization. Identify opportunities to revitalize close-in and older neighborhoods throughout the region, with the goal of attracting new homeowners, creating pride of place, and promoting reinvestment, recreational and commercial activities.	Lead Partner	Status
Action WPR 12.1	Neighborhood Sidewalks. Create a sidewalk replacement ordinance allowing residents to initiate a clearly defined process to repair, maintain, and/or replace sidewalks within a reasonable period of time.	City of Corpus Christi Neighborhood Services Department	Underway
Action WPR 12.2	Storm Water Park System. Create and implement a city ordinance requiring open storm-water drainage ditches to be properly landscaped to include trail systems along their borders.	City of Corpus Christi Storm Water Department	Underway
Action WPR 12.3	Neighborhood Master Plan. Refresh the Comprehensive Neighborhood Needs Assessment, prepared by J-Quad & Associates, LLC and continue implementing its components required for Neighborhood Model Block Program expansion that focus on neighborhood involvement, infill housing, demolition, and rehabilitation. Review neighborhood revitalization master plans in other comparable cities.	City of Corpus Christi Neighborhood Services Department	Implemented/ on-going

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Action WPR 12.4	Housing Code and Non-Conforming Lots Provision in Zoning Ordinance. Update the Housing Code and the “non-conforming lots” provision in the Corpus Christi Zoning Ordinance so that code requirements are adopted to facilitate development on smaller lots in older neighborhoods.	City of Corpus Christi Neighborhood Services Department	Implemented/ on-going
Strategy WPR 13	Smart, Transit-Oriented, Green City Planning. Emphasize and work to achieve city planning that fosters ‘smart growth,’ mixed-use development around future transportation nodes as well as ‘green’ building practices.	Lead Partner	Status
Action WPR 13.1	Smart, Transit-Oriented, Green City Plan. Encourage and promote city planning processes fostering ‘green’ building practices and ‘smart growth’ mixed-use development around future transportation nodes. Establish zones where incentives and other measures can be used to encourage and promote development oriented to public transportation and other high-occupancy modes of travel.	Metropolitan Planning Organization	Underway
Strategy WPR 14	Affordable Housing Options. Develop a wide range of new and improved, affordable housing options for local residents, especially for families.	Lead Partner	Status
Action WPR 14.1	Affordable Housing Initiative. Initiate programs providing a broad array of affordable housing types focused in depressed market areas.	City of Corpus Christi Neighborhood Services	Implemented/ on-going
Action WPR 14.2	More Habitat for Humanity Homes. Increase the number of Habitat for Humanity homes built in the region.	Habitat for Humanity	Underway

Parks and Public Spaces

Strategy WPR 15	Interconnected Parks and Open Spaces. Create and promote an interconnected system of clean, well-maintained, multi-use community parks, green-spaces, preserved and protected areas, pedestrian areas, and beaches in the Coastal Bend that enable people to gather for exercise, nature appreciation, concerts, biking, hiking, cultural activities, and a variety of recreational events.	Lead Partner	Status
Action WPR 15.1 and 15.2 combined	Parks Master Plan. Develop and coordinate comprehensive community master plan with all parks and natural habitats identified including the main use of each park (birding, biking, etc.) detailed equipment list, and location map.	City of Corpus Christi Parks and Recreation Department	Underway
	Community Parks/Green-Spaces Development. Identify underdeveloped parks and areas lacking parks, green spaces, and natural habitats. Determine appropriate locations throughout region for potential improvements and new recreational spaces.	City of Corpus Christi Parks and Recreation Department	Underway
Action WPR 15.3	Neighborhood Parks Support Groups. Establish a system of neighborhood organizations to assist with maintenance and the marketing/promotion of the benefits of utilizing area parks.	City of Corpus Christi Parks and Recreation Department	Implemented/ on-going

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Action WPR 15.4	Community Parks Awareness Events. Develop special events to be held at parks throughout the area to increase utilization of parks, enhance community cohesion and promote healthy, outdoor activity within the region.	City of Corpus Christi Parks and Recreation Department	Underway
Action WPR 15.5	Dog Parks. Create dog parks in the region that address the recreational needs of both pet owners and non-pet owners.	City of Corpus Christi Parks and Recreation Department	Underway
Strategy WPR 16	Recreation for Children, Families and Youth. Solicit and encourage business ventures that will result in more outdoor recreational activities for children, families and youth.	Lead Partner	Status
Action WPR 16.1	Recreational Business Park. Create a recreational business park by purchasing or designating land that provides recreational consumers with common areas for picnics and gathering.	City of Corpus Christi Type A Economic Development Board	Not Started
Action WPR 16.2	Coastal Bend Fun Zones. Create Fun Zones by designating an area for businesses catering to recreational consumers.	City of Corpus Christi Type A Economic Development Board	Not Started

Infrastructure

Strategy WPR 17	Expanded Commercial Transportation. Expand the Coastal Bend's commercial transportation infrastructure, including air cargo, rail access, trucking, and highways to serve the needs of a growing economy.	Lead Partner	Status
Action WPR 17.1	US 77 Upgrade. Complete final plans and construction agreements to upgrade US 77 to interstate standards from IH 37 near Corpus Christi to the Rio Grande Valley.	City of Corpus Christi Intergovernmental Affairs Department	Underway
Action WPR 17.2	Rail Switch Connections. Develop funding, design, approvals, and construction documents to improve rail switch connections at Sinton and Odem.	San Patricio Rural Rail District	Underway
Action WPR 17.3	Air Cargo, Warehouse, and Apron Space. Support the extension of the main runway at Corpus Christi International Airport to 10,000 feet, monitor air cargo growth, and increase warehouse and apron space, as needed.	City of Corpus Christi International Airport	Underway
Strategy WPR 18	Urban Infrastructure. Identify funding opportunities to improve the Coastal Bend's urban infrastructure (streets, water systems, storm drainage and sewer systems, and buildings) to support population and industrial growth.	Lead Partner	Status
Action WPR 18.1	Tap Fee Removal. Remove tap fees for areas built-out prior to the creation of a Developer Trust fund to encourage construction on lots already served by full utilities.	Lead Partner Pending	
Action WPR 18.2	Infrastructure Maintenance Funding. Prioritize program funding for maintenance of existing high-quality infrastructure to better protect the public's development investments.	City of Corpus Christi	Underway

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Action WPR 18.3	Compact Urban Design. Amend zoning regulations to encourage more compact urban development, through increased densities, pedestrian amenities and transit-oriented development in areas with existing infrastructure.	City of Corpus Christi	Underway
Action WPR 18.4	Redevelopment Infrastructure Funding. Create redevelopment fund to pay for offsite infrastructure improvements, thus eliminating the wait for City bond monies.	City of Corpus Christi	Underway
Action WPR 18.5	Visual Improvement of Roadways. Improve and maintain landscaping along roadways and in public spaces, improved signage and lighting, and reduced visual pollution such as utility lines.	Texas Department of Transportation	Underway
Action WPR 18.6	Building Renovation and Cleanup. Promote appealing architecture, cleaned up or re-used abandoned and historic buildings and enforced building codes to prevent eyesores.	City of Corpus Christi Development Services	Not Started
Strategy WPR 19	Harbor Bridge Replacement. Explore options for the replacement of the Harbor Bridge in order to better accommodate water traffic and facilitate the safety of bridge travel.	Lead Partner	Status
Action WPR 19.1	Replacement of Harbor Bridge. Monitor and encourage the Texas Department of Transportation to explore financing alternatives to replace the Harbor Bridge.	Texas Department of Transportation	Underway
Strategy WPR 20	Water and Power Supplies. Secure long-term supplies of water and power for the Coastal Bend region, while implementing conservation measures to ensure sustainability of those resources.	Lead Partner	Status
Action WPR 20.1	Long-Term Water Rights Availability. Secure a long-term water supply, perfect Garwood water rights, and continue to investigate future surface and groundwater resources.	City of Corpus Christi City Manager's Office	Underway
Action WPR 20.2	Wind Power Opportunities. Identify and pursue opportunities to develop additional wind power through recruitment of wind power developers.	Corpus Christi Regional Economic Development Corporation	Underway
Action WPR 20.3	Reliable Power Supplies. Research opportunities to ensure power supplies for the region that are reliable and sustainable and that limit negative environmental impacts and economic liabilities.	San Patricio County	

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Transportation

Strategy WPR 21	Expanded Public and Regional Transportation Connections. Expand the region's transportation network and public transportation, including alternative modes, for more accessible and environmentally friendly service that supports both commuters and visitors and connects the city, the islands and the region, increasing accessibility and facilitating residential, commercial and tourist travel.	Lead Partner	Status
Action WPR 21.1	Transportation Needs Assessment for the Coastal Bend. Conduct Transportation Needs Assessment for the Coastal Bend (regional planning) including transportation modes that can connect the region in a reliable, safe, and economically efficient manner.	Metropolitan Planning Organization	Underway
Action WPR 21.2	Collaborative Transportation Plan Development. Collaborate with all jurisdictions to develop a transportation plan that ensures public transportation options are included when addressing congestion and parking issues.	Corpus Christi Regional Transportation Authority	
Action WPR 21.3	Tourism and Redevelopment Transportation Plan Options. Ensure that tourism is considered as part of transportation planning for downtown and neighborhood redevelopment.	Corpus Christi Regional Transportation Authority	
Action WPR 21.4	Rural Transportation Options. Develop transportation plans with rural providers addressing rural public transportation needs and promote rural public transportation.	Coastal Bend Council of Governments/ Transportation Coordination Network	Underway
Action WPR 21.5	Regional Public Transportation Marketing. Develop a regional marketing plan promoting public transportation options and ridership across the region.	Coastal Bend Council of Governments/ Transportation Coordination Network	Underway
Strategy WPR 22	Bike- and Pedestrian-Friendly City. Develop Corpus Christi's traffic arterials and major roads as bike- and pedestrian-friendly corridors, with safe bike lanes and pedestrian paths connecting downtown with neighborhoods, allowing alternative movement throughout the city.	Lead Partner	Status
Action WPR 22.1	Bicycle Safety Program. Develop a regional bicycle safety education program targeted at youth and adult automobile drivers.	BehindtoCyClists	Implemented/ on-going
Action WPR 22.2	Bicycle Lane Improvement. Designate, widen and demarcate bicycle lanes in all Coastal Bend communities based on state standards and guidelines, emphasizing cyclist safety and connectivity to area parks and green spaces.	City of Corpus Christi Traffic Engineering Department and San Patricio County	Underway

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Strategy WPR 23	Improved Airline Connections and Non-Stop Air Service. Improve Corpus Christi International Airport's air service connections and direct city destinations through a combination of better accessible airline hubs and more non-stop flights to service Coastal Bend residents, businesses and visitors.	Lead Partner	Status
Action WPR 23.1	Gateway and International Services Improvements. Identify and implement opportunities to provide new gateway and international services at Corpus Christi International Airport through improved facilities, creative pricing of services, and marketing support.	City of Corpus Christi International Airport	Underway