CORPUS CHRISTI POLICY STATEMENTS

AN ELEMENT OF THE COMPREHENSIVE PLAN
AN ORDINANCE

ADOPTING THE CORPUS CHRISTI COMPREHENSIVE POLICY STATEMENTS AS DESCRIBED IN THE DOCUMENT TITLED: CITY OF CORPUS CHRISTI POLICY STATEMENTS: AN ELEMENT OF THE COMPREHENSIVE PLAN

WHEREAS, the City of Corpus Christi, Texas has engaged in the process of developing the Policy element of the City's Comprehensive Plan; thereby improving the City's plan for orderly growth and development; and

WHEREAS, the Planning Commission, as required by the City Charter, has developed a set of policy statements, contained in the document City of Corpus Christi Policy Statements: An Element of The Comprehensive Plan, that will serve as guidelines for future growth and development; and

WHEREAS, numerous citizens and community organizations have studied the document and presented their verbal or written recommendations during public hearings conducted by the Planning Commission and City Council; and

WHEREAS, the City of Corpus Christi Planning Department provided guidance and assistance throughout the process and coordinated with other City Staff; and

WHEREAS, the Planning Commission, from time to time, may recommend amendments to the Policies and the City Council may approve the amendments consistent with the requirements of the City Charter; and

WHEREAS, public hearings to consider approval of the said document were held at City Hall on July 30, 1986, August 27, 1986, May 27, 1987 and July 7, 1987 at which time all interested persons were allowed to speak on said matter.

NOW, THEREFORE BE IT ORDAINED BY THE CITY COUNCIL OF THE CITY OF CORPUS CHRISTI, TEXAS:

SECTION 1. That it is the public interest to adopt the City of Corpus Christi Policy Statements: An Element of the Comprehensive Plan as a guide for growth and development for the entire City and its extra-territorial jurisdiction, said document being attached hereto and labeled Exhibit A.

SECTION 2. That said document be used as a guideline to facilitate Area Development Plans, service Master Plans and other plans that the City considers necessary for systematic growth and development.

SECTION 3. That the Comprehensive Policy Statements, in conjunction with other elements of the Comprehensive Plan, shall be used to establish codes and ordinances as the City deems necessary to provide for public health, safety, and welfare.

19865

05P.187.03
SECTION 4. That said document shall be reviewed by the Planning Commission and City Council and amended, if necessary, at least every five years.

SECTION 5. That this ordinance shall become effective immediately from and after its adoption, and it is so ordered.

That the foregoing ordinance was read for the first time and passed to its second reading on this the 4th day of July, 1987, by the following vote:

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That the foregoing ordinance was read for the second time and passed to its third reading on this the 14th day of July, 1987, by the following vote:

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That the foregoing ordinance was read for the third time and passed finally on this the 21st day of July, 1987, by the following vote:

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<td>Frank Mendez</td>
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PASSED AND APPROVED, this the 21st day of July, 1987.

ATTEST:

City Secretary

APPROVED:

Mayor

THE CITY OF CORPUS CHRISTI, TEXAS

99.044.01
CITY COUNCIL

Mayor Betty Turner

Mary Pat Slavik, At Large
Frank Mendez, District 1
David Berlanga, Sr., District 2
Leo Guerrero, District 3

Linda Strong, District 4
Bill Pruet, District 5
Mary Rhodes, At Large
Cliff Moss, At Large

CITY PLANNING COMMISSION

Arnoldo Moreno, Chairman

Joe L. Garcia, Vice-Chairman
B. E. (Bert) Beecroft
Ricardo Elizondo, Jr.
Nora M. Garcia

William H. Locke, Jr.
James R. Lynch
Shirley Mims

CITY MANAGER

Craig A. McDowell

ASSISTANT CITY MANAGER

Ezequiel Elizondo
ACKNOWLEDGEMENTS
Larry H. Wenger, Director of Planning
Robert E. Payne, AICP, Senior City Planner
Fernando A. Rodriguez, Ph.D., City Planner II
Pam Kling, Planning Technician
Linda Williams, Secretary
Dorothy Cornehl, Secretary

CIVIC ORGANIZATIONS
Preparation of the Policy Statements has been possible only with the cooperation and efforts by many interested citizens and civic groups. Those deserving special recognition for their efforts are:

CORPUS CHRISTI CHAMBER OF COMMERCE
Jack Dumphy Katherine Beard Dave Cich

CORPUS CHRISTI '90 TASK FORCE
Todd Hunter Peggy Clark Susan Cable

CORPUS CHRISTI COUNCIL OF NEIGHBORHOOD ASSOCIATIONS
Miriam Wagenschein Jo Ann Clayton Reyna

BUILDERS ASSOCIATION OF CORPUS CHRISTI
Shawn Bodine Bob Shattuck

DEL MAR NEIGHBORHOOD ASSOCIATION
Jack Cooper Robert M. Rice
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PREFACE

Planning is a continuous process: a process that is continuous in nature and one that requires periodic re-evaluation as new ideas or information becomes available. In fact, because planning by its nature is forward looking, the act of planning is always carried out with inadequate information. These Policy Statements were prepared to serve as the basis for public discussion and citizen input concerning the future development of Corpus Christi. The policies should not be considered "perfect" or "complete." Future plans in more detail will evolve from this one as more information becomes available and additional policies are formulated by public officials in response to citizen comment.

The plan then should be regarded as part of a continuing effort to reach decisions and resolve difficulties. Sections of the plan describe the purpose of the Comprehensive Planning Process, the major elements of the process, and the importance of citizen participation as additional elements of the comprehensive plan are developed.

John F. Kennedy once said, "Change is the law of life, and those who look only to the past or the present are certain to miss the future." This document highlights those areas of importance to the community and challenges city officials to move forward in a manner that promises a bright and rewarding future for Corpus Christi.
INTRODUCTION

The City of Corpus Christi has the potential to become a city of international greatness. Most would agree that Corpus Christi is a city of exceptional natural beauty and as long as this beauty is protected, it will contribute to the city's promising future. Located on the Gulf, with a port capable of handling some of the largest ships in the world, the city is ideally situated for international trade. The city is also a place of great cultural diversity which adds to its potential. These policies are intended to allow the city to achieve this visionary potential by providing a conceptual guideline through which the issues of growth and development that will face the city can be considered.

The Comprehensive Plan

These policies are a part of the City's Comprehensive Plan. The Comprehensive Plan consists of a series of plans that provide the public and private sectors with a guideline for future development. The last time the City adopted a comprehensive plan was in 1953. Of course, many master plans have been adopted since 1953 (see Appendix B). The City's water and wastewater master plans, transportation plans, the Flour Bluff Land Use Plan, and several central business/bayfront plans have all been adopted since the 1953 Comprehensive Plan. These incremental or single purpose master plans will continue to be important; however, a unifying element, an element containing broad city-wide policies that place these single purpose plans into a logical policy framework is needed. This policy document is intended to fulfill that need.

Specifically, this planning document sets forth the elements of the comprehensive plan. As displayed on Figure 1, the comprehensive policy statements provide an overall guiding philosophy or concept for the rest of the City's comprehensive plan elements. However, the comprehensive policies must not be considered static or unchangeable. From time to time, the findings contained in the other elements of the comprehensive plan will suggest additions or changes to the comprehensive policies.

Directly underneath the comprehensive policy statements, as illustrated in Figure 1, are the area development plans and the master service plans. The area development plans and the master service plans will be guided by the comprehensive policy statements. However, both the area development and master service plans are intended to be more specific in content than the comprehensive policy statements.

The area development plans will provide specific recommendations concerning future land uses (see Appendix A). These area plans will both incorporate suggestions from the master service plans and provide suggestions for future updates of existing master service plans. The area development plans will provide an opportunity for citizens to participate in the long-range planning of their neighborhoods. The area plans will provide a legal foundation upon which the City Staff and the Planning Commission can make zoning recommendations to the City Council.
FIGURE 1.

The Comprehensive Planning Process is a means through which citizens and community leaders can guide community development. The comprehensive plan, by definition, is general, long range, and comprehensive, while the implementation strategies are detailed and specific. As indicated, each of the process elements are interrelated and dependent. Finally, it is important to recognize that each element of the process should be periodically reevaluated and each element must include citizen participation.
The master service plans are intended to address the technical issues associated with the provision of water, wastewater, stormwater management, transportation design, etc. Updates to the existing master service plans will incorporate recommendations for future land use found in adopted area development plans. Conversely, as the existing master service plans are updated, they will provide new information that will be used in the area development plans.

The relationship between the policy statements, the area development plans, and the master service plans will be one of interaction. This continued interaction is consistent with the "planning process" which is a continuous type of process, ever changing as new information about the future is made available.

The Policy Statements
As an element of the comprehensive plan, these policy statements provide an overall direction for civic leaders. The policies may be referred to as the "policy statements," an element of the comprehensive plan, and/or the policies plan. This plan contains nine (9) chapters: introduction, goals, land use, annexation, transportation, economic development, public services, environment, and plan implementation.

Except for the chapters on the introduction and goals, each of the chapters have a similar format. The format includes a section for chapter objectives, a background discussion, and the chapter policies. Some of the larger chapters contain a section on general chapter policies, followed by the remaining sections in the chapter.

The goals in chapter 2 provide very general statements with regard to the development of the community. Since the goals of the community are very general, objectives are provided at the beginning of each chapter, starting with chapter 3. The objectives provide a more specific direction or an end statement that the city wishes to achieve with regard to each functional area, i.e. land use, annexation, transportation, etc. The policies contained in the plan are guiding principals that provide more specific direction, according to the objectives of each chapter.

The Comprehensive Planning Process
Development of these policy statements and the existing area development and master service plans has included a considerable amount of public input. Over 100 civic groups have been invited to provide input during the development of these policies and many citizens have contributed to the existing area development and master service plans. Numerous public hearings have been conducted by the Planning Commission and the City Council. Citizen participation is a major and vital element of this process and will continue to be as the City completes the area plans and moves into the implementation stage of the planning process.

Implementation of the Comprehensive Plan
Implementation of the area development plans, in conjunction with the master service plans, is necessary to realize the goals, objectives, and policies formalized in this plan. Implementation will include various actions or decisions: future revisions of the zoning ordinance, subdivision ordinance, and building codes, as well as rezoning and replatting decisions which must conform to the Comprehensive Plan. Likewise,
capital improvements, bond issues, projects, and programs all need to be responsive to the Comprehensive Plan.

In maintaining a reliable and updated comprehensive plan encompassing each of the area development and master service plans, a comprehensive review will be performed every five years, or sooner, if trends dictate such reviews. In this manner, the policy document, area development plans, and the master service plans will remain current and will provide a guide for achieving the goals of the entire city.
GOALS FOR CORPUS CHRISTI

I. MAINTAIN AND IMPROVE THE QUALITY OF LIFE FOR ALL CITIZENS.
The development and renewal of the city should always be linked to maintaining and improving the quality of life.

II. DEVELOP A VITAL AND GROWING ECONOMIC BASE FOR CORPUS CHRISTI.
Every effort must be made to encourage responsible growth and development of business and industries, without which a high quality of life would not be possible.

III. MAINTAIN AND IMPROVE THE STABILITY OF EXISTING RESIDENTIAL AND COMMERCIAL AREAS.
Careful planning for the redevelopment and provision of City services can, along with reasonable incentives to promote private investment, provide the basis for continued stability, revitalization and vitality throughout the city.

IV. MAINTAIN AND ENHANCE THE NATURAL AND MAN-MADE AMENITIES OF CORPUS CHRISTI.
Corpus Christi is blessed with many natural amenities that heighten the quality of life; and because the city has experienced steady growth, many cultural, educational, and recreational facilities have been added to the city. These amenities must be protected, maintained, and increased as Corpus Christi grows and prospers. In addition, city/regional master service plans for recreational-cultural-educational facilities may be necessary to meet this goal.

V. PROMOTE EQUAL OPPORTUNITY FOR ALL CITIZENS TO PARTICIPATE IN A QUALITY LIVING, WORKING, CULTURAL, AND RECREATIONAL ENVIRONMENT.
Corpus Christi consists of a mixture of ethnic, economic, religious, and age groups. As a city, commitments must be made so that all ethnic and socio-economic groups will have an equal opportunity to participate in the exceptional quality of life that is presently being built in Corpus Christi.

VI. ENCOURAGE ORDERLY DEVELOPMENT OF NEW RESIDENTIAL, COMMERCIAL, AND INDUSTRIAL PROPERTIES TO ACCOMMODATE GROWTH.
As the city grows, new residential, commercial, and industrial development is needed to meet the increased demand. This development increases the vitality of the city as a whole by increasing the variety of housing, shopping, recreational, and employment opportunities available to all citizens.

VII. ENCOURAGE A HIGH LEVEL OF DESIGN IN THE OVERALL DEVELOPMENT OF THE CITY.
Every effort must be made to maintain high quality economical development standards. The City's commitment to maintaining and improving the quality of life will be strengthened by these considerations.
LAND USE
LAND USE

OBJECTIVES
1. Create safe, livable, and affordable residential areas.
2. Provide sufficient land use by type for continuous growth.
3. Develop an efficient land use mix.
4. Properly locate land uses based on the compatibility, locational needs, and characteristics of each use.
5. Preserve quality residential, commercial, and industrial areas.
6. Relate planned utility services to projected land use types and intensity.
7. Promote adequate and equal housing opportunities for all citizens.
8. Encourage orderly growth of new residential, commercial, and industrial areas.

BACKGROUND
Corpus Christi is a community that is experiencing business and residential development in undeveloped areas and renewal in developed neighborhoods. As a means of achieving the long range goals of the City, such development should be encouraged when consistent with the Comprehensive Plan. Through such developments, many improvements to the local quality of life will be realized.

Land use policies provide the framework for this development, setting community standards for the location, and interaction of residential, commercial, and industrial activities that are responsive to both the needs of the marketplace and the goals of the citizens of Corpus Christi.

In the past, industrial development occurred primarily along the port area and in a strip along Interstate Highway 37. Industrial zoning and development have also occurred along North Padre Island Drive while commercial development occurred primarily in the city's central area. Commercial development has occurred along South Padre Island Drive between the intersections of Ayers Street and Rodd Field Road. In addition, new commercial areas are developing at the intersection of F.M. 624 and U.S. Highway 77 and at the intersection of Waldron Road and South Padre Island Drive. Smaller commercial centers are developing at the intersections of most arterial streets, taking advantage of good accessibility and visibility at these locations.

Apartment development has occurred throughout the area, with a large concentration in an area between Everhart and Rodd Field Roads, south of S. Padre Island Drive.

Low-density housing has occurred primarily in the southside between Ayers Street and the Cayo del Oso, south of Holly Road, and in the Flour Bluff and Calallen-Annville areas.

This chapter is divided into five parts: general, residential, housing, commercial, and industrial land use policies. The first part focuses on land use policies that deal with the city as a whole while the remaining four deal with a specific land use type.
POLICIES - GENERAL
This section focuses on land use policies that deal with urban development in general. It focuses on policies directed at activities occurring throughout the city or activities not specifically related to residential, commercial, and industrial use.

a. ZONING IN AN AREA SHOULD BE CONSISTENT WITH THE ADOPTED AREA DEVELOPMENT PLANS.
The City Council adopted area development plans (see Appendix A) shall be used as a guideline for zone changes and subdivision development decisions. In addition, the area development plans will provide a legal foundation upon which the City Council and the Planning Commission should base their land development decisions. However, area development plans should be flexible and are subject to revisions if conditions have changed since approval of an area development plan and/or if the proposed changes are consistent with the adopted Comprehensive Policy Statements. (See Figure 2)

According to the City Charter, "All city improvements, ordinances, and regulations, shall be consistent with the comprehensive plan." The comprehensive plan provides the rational or justification for zoning, platting, and other land development decisions. Implementation of city ordinances in a manner that is congruent with the comprehensive plan will provide a legal foundation for such decisions, and promote the public health, safety, and welfare.
b. DEVELOPMENT SHOULD BE FOCUSED AROUND THE CENTRAL BUSINESS DISTRICT AND SEVERAL OTHER HIGH-DENSITY BUSINESS AREAS. Traditionally, cities have developed around one central area, usually referred to as the central core, with bands of development occurring with less intensity as the distance increases from the core. Corpus Christi was characterized by such a pattern, but as the city expanded at the fringe and as the city annexed neighboring developments, the downtown area began to share its market with outlying business centers and other satellite areas. (See Figure 3).

Most communities originated with a central core or business district and gradually expanded outward, developing other core or activity centers. While the city should strive to maintain the Central Business District, it must do so in a manner that will still permit other activity centers. If carefully planned, dispersed activity centers can provide amenities at convenient locations without destroying the opportunity for an attractive and viable central business district.
Several advantages of this urban form are that:

1) traffic flows are more uniformly distributed through the city allowing for a less congested use of roadways;

2) it permits citizens to live closer to their place of work and to major shopping areas; and

3) it allows for high density areas, which otherwise would be found only in the downtown area, to be spread strategically across the city and, in the process, reduces crowding and intense use of city arterials and utilities at the central core.

c. HIGH DENSITY ACTIVITY AROUND BUSINESS CORE AREAS SHOULD GRADUALLY DECREASE TO AREAS OF LOW DENSITY SUCH AS RESIDENTIAL DEVELOPMENT. High density business centers with high traffic and customer flows should serve as peaks of activity, with the amount of density declining as the distance increases from these centers. This means that business centers of high density should be surrounded by medium density activities such as medium density apartment or office use and the remaining area by low density use such as single-family dwellings.

d. RECOGNIZING THE CITY'S FINANCIAL LIMITATIONS, NEW DEVELOPMENT SHOULD OCCUR IN A PATTERN WHICH IS COST EFFECTIVE. The City should encourage new development where services can be provided economically and, wherever possible, promote contiguous development. City ordinances should be reviewed periodically to ensure they are consistent with this policy. Ordinances should allow state of the art land planning techniques to make available various densities and funding techniques while maintaining an attractive living environment.

e. EXPANSION OF COMMERCIAL OR INDUSTRIAL USE INTO RESIDENTIAL AREAS MAY BE PERMITTED ONLY IF THE EXPANSION MAINTAINS OR IMPROVES THE RESIDENTIAL DESIRABILITY OF THE IMPACTED AREA. If an expansion of commercial and industrial use occurs, the relationship between residential and other land use types should be improved. Improvements should be made to vehicular access, design and location of buildings, parking areas, signs, and lighting. A buffer or open space should also be constructed between residential and intense land use types. However, this policy should not discourage the use of mix-use development in areas where commercial and residential uses are designed harmoniously. Well planned commercial and residential activities in the same or adjacent buildings may actually enhance the quality of an area by providing needed service activities and encourage pedestrian rather than vehicular movement.

f. THE DENSITY OF DEVELOPMENT IN AN AREA SHOULD BE DIRECTLY RELATED TO THE DESIGN CAPACITY OF THE INFRASTRUCTURE. The master plans for water, drainage, streets, gas and wastewater are based on a projected density of commercial and residential development. Problems occur when the actual density of development
exceeds projected levels. Therefore, the projected densities utilized in making these plans need to be based on a thorough and realistic analysis of growth patterns and actual market trends, with a built in margin of safety. Actual development should be monitored against these projections to point out potential problem areas well in advance.

g. CORPUS CHRISTI BAY, LAGUNA MADRE, PADRE ISLAND, MUSTANG ISLAND, NUECES BAY, CAYO DEL OSO, AND OSO CREEK DEVELOPMENT SHOULD BE CONSIDERED IN CONTEXT WITH THEIR EFFECT ON THE ENTIRE CITY. These environmentally sensitive areas are important to the continued economic vitality of the city and the tourist industry. Any development of these areas needs to be viewed in light of their impact on the environment, on adjacent areas and on the aesthetics of the city as a whole.

h. LAND USE SHOULD BE SEPARATED INTO THREE PRIME LAND USE TYPES: RESIDENTIAL, COMMERCIAL, AND INDUSTRIAL USES, UNLESS PROPERLY DEVELOPED AS A MIXED USE CONCEPT. While incompatible land uses should be separated based on the type and use, compatible mixed uses of similar type such as neighborhood retail business and residential activity that is planned properly should be encouraged.

i. AREAS SURROUNDING EXISTING PRIVATE, PUBLIC, AND MILITARY AIRPORTS SHOULD BE DEVELOPED IN A MANNER THAT IS COMPATIBLE WITH THE OPERATION OF THE AIRPORTS. Airports are characterized by high levels of noise and the potential for accidents under the major flight patterns. Properties in the immediate vicinity of the airports should be required to develop in a manner that is sensitive to expected levels of noise and which will not subject residents to unreasonable risk due to possible accidents.

POLICIES - HOUSING
Residential land use policies are closely linked to housing policies. Quality of life is greatly influenced by the quality of housing a person can afford and by the amount of income remaining after housing expenses are paid. Good housing is essential to enhance the quality of life. No amount of public or private amenities will compensate for substandard living units. Because housing is normally a private-sector product, positive incentives should be investigated to do everything possible to encourage the construction of affordable housing for all citizens.

a. THE CONSTRUCTION OF QUALITY, AFFORDABLE NEW HOMES, AND THE REHABILITATION OF SUBSTANDARD HOMES SHOULD BE ENCOURAGED. Single-family home ownership is still viewed, by most people, as the ideal form of housing. However, rising costs have made the purchase of new homes difficult for many citizens especially young families and minorities. The maintenance of older residential areas and the rehabilitation of run down housing units will provide citizens with quality living environments and will help keep older neighborhoods viable.
b. AN ACTIVE CODE ENFORCEMENT PROGRAM SHOULD BE FOLLOWED IN ORDER TO CORRECT CODE VIOLATIONS.
If existing and new structures, are to be viable community assets, the enforcement of building code requirements is essential. Effective inspection procedures will protect buyers, tenants, and contractors. In addition, building codes should be reviewed and updated periodically to accommodate newly tested and approved materials and appropriate current designs.

c. THE OPPORTUNITY FOR HOME OWNERSHIP SHOULD BE MADE AVAILABLE TO AS MANY CITIZENS AS POSSIBLE.
The availability of affordable housing for citizens of all income levels is greatly influenced by codes and ordinances. Housing affordability should be a priority consideration in all actions that directly or indirectly affect housing cost. Every increase in the cost of building a new home has the effect of increasing the cost to the consumer of both new and existing homes. As a result, every increase in cost directly reduces the number of citizens who have the opportunity to purchase a home. Similarly, every reduction in cost significantly increases the number of citizens who have an opportunity to own their own home. Codes and ordinances should be thoroughly reviewed and revised to eliminate requirements that add cost with very little actual benefit and to encourage the use of new and innovative designs and products which are more cost effective.

d. HOUSING FOR ELDERLY AND DISABLED PERSONS SHOULD BE LOCATED WITH SPECIAL ATTENTION TO SOCIAL AND HEALTH SERVICES, MASS TRANSPORTATION, AND PUBLIC FACILITIES.
Housing for the elderly and the disabled should be provided to meet the varied needs of these groups. Group or any quasi-institutional housing for these groups should be constructed so that the residents can be as self-sufficient as possible; and all available federal housing programs should be utilized to help the elderly and disabled find adequate housing.

e. INNOVATIVE SITE BUILT HOMES AND MANUFACTURED HOUSING SHOULD BE CONSIDERED AS A POSSIBLE SOURCE OF FUTURE LOW AND MODERATE INCOME HOUSING.
Monitoring of codes and ordinances should be continued to make sure that changes in construction standards for manufactured and innovative site built homes are reflected in such regulations. However, any changes to the codes and ordinances must maintain the public health, safety, and welfare.

f. HOUSING SHALL BE AVAILABLE ON A NON-DISCRIMINATORY BASIS.
Housing policies for the entire city should be carried out in a manner that promotes equal opportunity for everyone. Federal, state, and local housing laws should be enforced continuously to ensure Corpus Christi is in compliance.

g. A MIX OF HIGH, MEDIUM, AND LOW-COST HOUSING SHOULD BE ENCOURAGED THROUGHOUT THE CITY.
A mix of subdivisions that contain affordable homes should be available to families of all income levels. Zoning, platting,
building codes or other ordinances shall not be used to create a separation of ethnic and economic groups.

h. INCREASE THE AVAILABILITY OF HOUSING FOR LOW AND MODERATE INCOME FAMILIES.
One of the most elementary and vital elements of a desirable standard of living is the availability of standard housing for families. The City should seek all federal, state and local programs that can address this important need. Emphasis should be placed on providing adequate housing through the rehabilitation of substandard housing units. Emphasis should also be placed on the use of public funds to leverage private investment for housing rehabilitation and new construction of housing for low and moderate income families. In addition, where it is necessary, public housing should be built to provide for this fundamental need.

POLICIES -RESIDENTIAL
Residential land use is the heart of an urban landscape. The quality, availability and affordability of both rental and owner-occupied housing units have a great impact on the quality of life of the average citizen. This is especially true for the individual home owner. Home ownership is still the goal of most Americans and the home is often the single largest investment many citizens will ever make. Therefore, ordinances and codes should help keep the cost of home ownership within the reach of citizens, especially young families and minorities without jeopardizing health, safety, and welfare.

In this section, emphasis will be placed on the need to provide the opportunity of home ownership and affordable rental housing to as many citizens as possible. It will also address the means of creating quality residential environments and encouraging private investment in older neighborhoods. Other areas that are addressed include the ideal location of various types of residential uses as well as the desirable relationships between residential and non-residential land uses.

a. EACH NEIGHBORHOOD OF THE CITY SHALL BE PROTECTED AND/OR IMPROVED SO AS TO BE A DESIRABLE AND ATTRACTIVE RESIDENTIAL ENVIRONMENT.
One of the most important resources a community has is its residential neighborhoods. A thriving neighborhood environment can encourage reinvestment and new investment in the community, promote community pride, and establish the community as a nice place to live. For these reasons, support for residential neighborhoods shall continue to be a fundamental land use policy.

b. THE HOUSING AND POPULATION DENSITY OF THE CITY SHOULD RESPOND TO CHANGING MARKET TRENDS, CONSUMER PREFERENCES, ECONOMIC REALITIES, AND DESIGN TECHNOLOGY.
Density limits should be based on consumer preferences and current market conditions to provide tomorrow's renters and buyers the opportunity to have the housing of their choice. All ordinances and codes should be reviewed periodically to insure that they continue to meet the housing needs of today's market. Ranges of densities improve the affordability of housing, increase the cost effectiveness of services, and offer citizens the quality of life desired.
c. COMMERCIAL USES ADJACENT TO EXISTING OR PROPOSED RESIDENTIAL AREAS SHOULD BE BUFFERED OR USE SENSITIVE IN DESIGN.
Commercial development can be a great convenience adjacent to a residential neighborhood, providing goods, services, and employment within walking distance. However, care must be taken in design of commercial property to make the use compatible with adjacent residential development. Traffic from commercial areas should be routed away from residential areas. In order to protect residential areas, open space, screening fences, and landscaping should be required and loud or disruptive uses should be prohibited unless other design techniques are used to make the uses compatible.

d. HIGH DENSITY RESIDENTIAL DEVELOPMENT SHOULD BE ENCOURAGED, ESPECIALLY IN THE CENTRAL AREA OF THE CITY.
Well planned high-density development can be an efficient design for the provision of housing on land that would otherwise be developed for commercial or office activities. Both of these advantages are especially important in the central area of the city where land prices can be high and where efficient use of services is most critical. High density housing development in the central city will provide a population base that will support the commercial revitalization of the central core. Incentives should be explored to encourage this type of development.

e. HIGH-DENSITY RESIDENTIAL DEVELOPMENT (MORE THAN 21 UNITS PER ACRE) SHOULD BE LOCATED WITH DIRECT ACCESS TO ARTERIALS.
High-density apartment developments produce a high level of activity and heavy traffic movement. To prevent this traffic from spilling onto residential streets, high density apartments should be located with direct arterial access or along an interior access street designed specifically to collect the apartment traffic and distribute it directly to an arterial without passing through a lower density residential area.

f. MEDIUM-DENSITY RESIDENTIAL DEVELOPMENT (10 TO 21 UNITS PER ACRE) SHOULD BE LOCATED IN AREAS WITH CONVENIENT ARTERIAL ACCESS.
Traffic that is generated from apartment units causes problems if it is allowed to funnel through lower density residential areas. To avoid these problems, apartments should be located with convenient access to an arterial or, along a collector that provides access to an arterial.

g. APPROPRIATE TRANSITIONS SHOULD EXIST BETWEEN HIGH-DENSITY AND LOW-DENSITY (LESS THAN 10 UNITS PER ACRE) RESIDENTIAL DWELLINGS.
While high-density apartments and low-density single-family homes are both residential uses, the difference in the intensity of the uses may cause conflicts if the transition is too abrupt. Such design considerations as building height, window and patio location, screening fences or landscaping, building setbacks, parking layout, and a variety of other techniques shall be used to create an appropriate transition.
h. INFILL DEVELOPMENT SHOULD BE ENCOURAGED ON VACANT TRACTS WITHIN DEVELOPED AREAS.
 Owners of vacant tracts or lots should be encouraged to develop their properties. Steps should be taken to improve the economic viability of infill development through incentives that will attract private investments.

i. INCOMPATIBLE INDUSTRIAL AND COMMERCIAL LAND USES SHOULD NOT ABUT RESIDENTIAL AREAS.
 Many of the activities allowed in the industrial and commercial districts are incompatible with residential areas. Whenever possible, such uses should be separated from residential areas. When these uses must abut residential areas, steps shall be taken to minimize conflicts, i.e., provision of open space, landscaping, screening fences, etc.

j. TRAFFIC HAZARDS SHOULD BE LESSENED BY DISCOURAGING THROUGH TRAFFIC WITHIN RESIDENTIAL AREAS.
 Residential areas should be developed so that homes face local or collector streets rather than arterial streets unless a marginal access street is provided. This design will reduce interruption to traffic on arterial streets and make residential neighborhoods safer for children, cyclists, and pedestrians.

k. PLANNED UNIT DEVELOPMENTS AND OTHER CREATIVE LAND PLANNING TECHNIQUES SHOULD BE ENCOURAGED.
 Traditional land use regulations can sometimes discourage development on difficult sites or prevent innovative new designs. Cluster housing designs and planned unit developments allow flexibility for attractive, efficient design and can often reduce infrastructure installation and maintenance costs to the city. All ordinances governing planned unit developments should be reviewed periodically to insure that valid innovations in land planning are encouraged.

l. PUBLIC FACILITIES SHOULD BE MAINTAINED AND IMPROVED IN EXISTING RESIDENTIAL AREAS.
 Increase the viability of residential neighborhoods by maintaining and upgrading public facilities. Quality maintenance of streets, lighting, utilities, and recreational facilities should be performed to preserve residential neighborhoods and to encourage reinvestment by property owners.

POLICIES - COMMERCIAL
 Well situated, competitive business areas that are accessible, attractive, and convenient must be encouraged throughout the city in order to provide residents with quality business services and job opportunities. Although most of the city's business districts are growing, some have declined in recent years due to the decentralization or relocation of their businesses, poor location, inadequate auto access and parking, obsolete facilities, unattractive shopping environments, and changes in customer behavior and income. Some of these areas, nonetheless, still have a strong market potential, and if they were renovated or rehabilitated, they could compete effectively with other shopping centers.
a. BUSINESS AREAS THAT FEATURE MIXED OFFICE USE AND RETAIL ACTIVITIES
SHOULD BE ENCOURAGED.
The development of commercial areas that contain mixed office use and retail activities should be encouraged. Location of retail shopping and office areas together can provide opportunities for dual purpose trips and can be mutually supportive. Planned unit development provides a flexible zoning technique for combining these mutually supportive uses.

b. MINIMIZE THE IMPACT OF COMMERCIAL AREAS ON ADJACENT, EXISTING OR
FUTURE RESIDENTIAL AREAS THROUGH THE USE OF COMPACT DESIGNS,
SCREENING FENCES, OPEN SPACE AND LANDSCAPING.
Compact commercial centers should be located at major inter­sections. Commercial centers that are compact as opposed to linear in form provide for a grouping of activities. Such grouping of activities generally permits more effective traffic management, i.e., left turn conflicts can be minimized, entryways/ exits can be designed to serve several businesses and right turns onto major streets can be encouraged.

Commercial centers should also be designed so that the impacts of automobile intrusion, noise and visual blight on surrounding areas will be minimized. Screening fences, open space or landscaping can provide an essential buffer between shopping and residential areas. (See Figure 4)

c. DETERIORATING AND DECLINING BUSINESS AND SHOPPING AREAS SHOULD BE
REVITALIZED THROUGH THE USE OF COMMUNITY DEVELOPMENT BLOCK GRANT
FUNDS AND OTHER FINANCING MECHANISMS OR INCENTIVES.
Historically, many shopping areas have been focal points of community activity but today some face decline. Efforts to improve these areas should include programs that deal with general urban design, public transit, auto access, parking, marketing, and management techniques. Minor and major structural improvements or rebuilding, might be financed by grants, low-interest loans, and tax incentives.

d. EXPANSION OF COMMERCIAL USES INTO OR WITHIN RESIDENTIAL AREAS MAY
BE PERMITTED ONLY IF SUCH EXPANSION MAINTAINS OR IMPROVES THE
RESIDENTIAL DESIRABILITY OF THE IMPACTED NEIGHBORHOODS.
Commercial development in residential areas may be allowed in situations where proponents of such change can demonstrate how rezoning changes will benefit the impacted neighborhood and the community.

e. ENCOURAGE ALL BUSINESS AREAS TO DEVELOP AND MAINTAIN A PLEASING
ENVIRONMENT.
A pleasant shopping environment is desirable to attract new shoppers and to coexist with nearby residents. The design of new structures should be sensitive in design to neighboring residential areas. Site planning should include such items as: parking areas, landscaping, screening of lights, fumes, and noise from adjoining areas; control of internal auto-pedestrian circulation; access; protection of pedestrians; and open space. Advertising signs should be designed to be compatible with adjacent residential areas.
Low density residential development can often be found adjacent to a commercial strip. Although the commercial strip is usually located between the residential development and the arterial street, the traffic, visual, and noise intrusions generated by commercial activity can have a deteriorating effect upon the residential property.

Compact high density development for business uses can be an effective solution to many of the problems caused by commercial strips. These developments should be located at the intersection of major streets to take advantage of exposure to potential customers and reduce left turning movements at mid-block locations. High density developments should provide sufficient open space, landscaping, and/or buffer zoning to create a smooth transition between uses.
f. Commercial activities which generate large volumes of traffic should have direct access to an arterial without having to traverse low-density areas. Stores or businesses that provide supportive services and are characterized by activities of low intensity or that are otherwise beneficial to residential areas should be allowed to locate closer to neighborhoods. Businesses that generate high-traffic flows and are characterized by intense activity should be located at arterial intersections away from low-density housing and separated by a buffer.

g. Commercial service areas designed to serve local neighborhoods should be conveniently located and in harmony with the surrounding neighborhood. Uses such as convenience stores, professional offices, and other services that serve surrounding residential areas should be located at sites that promote and encourage pedestrian traffic while they maintain good vehicular access. Because of the proximity of these businesses to residential neighborhoods, parking, signs, lighting fixtures, and landscaping must be designed harmoniously with nearby residential areas.

Policies - Industrial
A large amount of vacant land is currently zoned for industrial use in the city, with a significant amount located along I.H. 37 between Violet Road and Padre Island Drive. These areas are important, as they help provide sufficient industrially zoned land for existing and future industries. A primary land use concern is the location of industrial sites and the impact they have on abutting non-industrial uses. If industrial uses are introduced into non-industrial areas of the city, they must be designed with sufficient open space and other buffers to protect the safety, aesthetic, and monetary value of adjacent properties.

a. Provide adequate and suitably-zoned land for both light and heavy industries. In recognition that not all industrial uses have the same locational or service needs, industrially zoned land should be available in a variety of areas throughout the city. The quantity of available land should be abundant enough to keep land prices at a level that will not discourage new industries from locating in Corpus Christi. Provision of sufficient land for industry should take into account the wide variety of needs and activities associated with industrial uses.

b. An active program should be developed to retain and expand existing industry. One of the principal components of industrial growth comes from the expansion of existing industry rather than from the development of new industry. Programs that will promote competitively-priced industrially-zoned land for expansion should be supported.
c. PROPERLY PLANNED INDUSTRIAL PARKS SHOULD BE ENCOURAGED.
A primary objective is to attract new industry for Corpus Christi. Business should be encouraged to develop in industrial parks that are properly planned and landscaped. Large industrial parks are to be encouraged as they usually offer more utilities and amenities to mitigate the effect of industrial development than do smaller, individual-lot developments.

d. WHEN AREAS ARE CONVERTED FROM RESIDENTIAL TO INDUSTRIAL ZONING, ACTIONS TAKEN SHOULD INCLUDE PROTECTING THE REMAINING RESIDENTIAL ENVIRONMENT.
There are a number of industrially zoned areas containing housing concentrations that range in size from one-half to several full blocks. Although these areas are not suitable for continued long-term housing, they currently provide much needed housing for residents. If these areas are to be redeveloped for industrial uses, care must be taken to do so in a manner that is sensitive to the interests and needs of the residents.
ANNEXATION

OBJECTIVES

1. Utilize an orderly and prioritized annexation program to insure an adequate supply of developable land.

2. Use annexation to protect the city from urban growth that is incompatible with the developmental objectives of Corpus Christi.

BACKGROUND

Metropolitan areas, irrespective of size and complexity, should ideally be integrated economically, socially, and physically. The ultimate quality and desirability of a city is largely dependent upon its ability to function as a unit. Without planning, guidance, and administrative direction, a city cannot maintain reasonable and orderly growth, especially if there is a rapid expansion of its economy and population.

POLICIES - GENERAL

The benefits that are derived from an annexation program are usually not immediate. However, over the long term, it is much more fiscally responsible to manage growth early rather than to try and correct it 10 or 20 years after the fact. Uncontrolled growth outside the city limits may be tomorrow's problems if a City doesn't exert control early in the development process. Therefore, a policy of annexation should take into account both the long term and short term benefits of annexation. Consequently, the following policies provide direction concerning annexation and City actions to be taken prior to annexation.

a. PURSUE A POLICY OF ANNEXATION OF LANDS AT THE PERIPHERY OF THE CITY TO ACHIEVE ORDERLY GROWTH.

Annexation is essential to achieve orderly growth. Land should be annexed so that all structures are constructed in accordance with building, plumbing, electrical, and other City codes which are designed to ensure the public health, safety, and welfare. Annexation should also occur, so that impacted areas may benefit from public health programs, zoning laws, police and fire protection, and so that new developments may be planned and linked to the municipal water supplies, wastewater, and storm drainage systems.

b. PURSUE A POLICY OF ANNEXATION ADJACENT TO THE CITY'S GROWTH AREAS IN ORDER TO EXTEND ZONING ORDINANCE CONTROL CONSISTENT WITH ADOPTED LAND USE PLANS.

To prevent serious land use conflicts, it is necessary to plan ahead so that land use controls are implemented. The logical role that the City must assume in annexing areas is that of an aggressive leader. Although there may be many obligations and problems related to the annexation of new areas, action must be taken to encourage orderly growth. Failure to annex adjoining areas will lead to fragmentation of the urban landscape and allow uncontrolled, uncoordinated land development that, in the long run, will cost more to develop.
c. CONTRACTS WITH PRIVATE WATER SUPPLIERS SHALL REQUIRE THEIR WATER CUSTOMERS TO COMPLY WITH ADOPTED DEVELOPMENT PLANS, BUILDING CODES AND OTHER APPLICABLE CODES.

Areas within the city's extra-territorial jurisdiction (EJT - 5 miles beyond the city limits) are currently only subject to the City's subdivision regulations. Historically, this limited control has resulted in the eventual annexation of development that is not consistent with development standards. When annexation occurs, such developments have at best, proven to be very difficult in applying good planning standards. To reduce these problems, the water supply corporations that purchase water from the city shall require their customers to meet or exceed the City of Corpus Christi's development standards.

d. SUPPORT ENACTMENT OF LIMITED PURPOSE ANNEXATION WHEN IT BECOMES LEGALLY AVAILABLE.

When limited purpose annexation becomes available, it should be used where land use controls are needed and full annexation is not necessary. Limited purpose annexation allows a municipality to zone land and enforce building codes within its EJT without taxation. Use of limited purpose annexation will provide an opportunity to guide development according to adopted land use plans early in the development process and avoid many of the problems associated with annexation of substandard extra-territorial activities.

Use of limited purpose annexation or pre-zoning techniques without an adopted Area Development (land use) Plan shall be strongly discouraged.

e. BEACHES WITHIN THE EXTRA-TERRITORIAL JURISDICTION (ETJ) SHOULD BE ACCESSIBLE TO THE PUBLIC.

Public accessibility along all beaches shall not be obstructed by private developments. Insure public accessibility to all beaches through the platting process and the use of beach access easements and rights-of-way dedications.
TRANSPORTATION
TRANSPORTATION

OBJECTIVES
1. Develop a safe, efficient transportation system that facilitates movement of people and goods.
2. Improve the aesthetics of major thoroughfares and city entrances.
3. Utilize road improvements to stimulate redevelopment and orderly growth.
4. Develop a transportation system that complements energy conservation and air-quality measures.
5. Develop a multi-modal transportation system that will enhance the mobility of all citizens.
6. Develop a transportation system that will enhance the ability to evacuate people in times of emergency.
7. Provide new opportunities for economic development through adequate port, rail, and airport facilities and services.

BACKGROUND
A good transportation network is vital to the orderly growth of a city as the network influences patterns of growth, density, and the quality of the urban environment. The purpose of transportation is to move people and goods from one place to another in a safe and expeditious manner. Since transportation provides the means for interaction within the metropolitan area, much of our urban space and financial resources are dedicated to this purpose.

In addition, the transportation system must compliment and be integrated with land use planning for the community. With this in mind, this chapter presents a series of long-term objectives and policies for transportation improvements.

This chapter is divided into four parts. The first section deals with general policies aimed at improving and financing the road network. The second section focuses on street maintenance and street designs while the third and fourth sections look at pedestrian facilities and bicycle movement. The remaining sections include discussion of policies pertaining to mass transit, movement of goods, and air, rail, and water transportation.

POLICIES - GENERAL
These general transportation policies address a broad cross section of transportation topics. Since transportation is intricately tied to many aspects of urban development, some of these policies, by design, are supportive of policies found elsewhere in the plan, while others are unique to this portion of the plan.

a. PRESENT AND FUTURE ROAD NETWORKS SHOULD PROMOTE DESIRABLE PATTERNS OF LAND USE DEVELOPMENT.
Auto transportation influences the direction, intensity, and timing of land use development. The construction of roads to areas improves accessibility and, in turn, may lead to rapid development. For these reasons, traffic impact analysis should be included in the planning process so that as development occurs, existing and future roads will adequately meet the needs of future land use activities.
b. PROMOTE EFFICIENT UTILIZATION OF ALL FORMS OF TRANSPORTATION.
Strategies should be adopted that will conserve energy, coordinate
the different modes of transportation, and improve transportation
efficiency, such as improving the carrying capacity of existing
arterials and freeways. To accomplish this task, major employers
should be encouraged to stagger work schedules as a means of
reducing traffic congestion to and from work.

Promote ride sharing for the journey to work in exchange for
economic incentives such as tax breaks and parking requirement
waivers to industries or companies that implement such programs for
their employees. In addition, high-occupancy vehicular lanes
should be considered as another means to promote ride sharing.

c. INCREASE THE ABILITY TO FINANCE TRANSPORTATION IMPROVEMENTS.
The standard approach to financing highway, transit, and airport
improvements is through federal and state subsidies, revenue bonds,
and general obligation bonds which should be continued. However,
because government subsidies and political support for general
obligation bonds are not always available, the City should seek
alternate means of financing these activities.

d. RESIDENTIAL-STREET DESIGNS SHOULD IMPROVE THE SAFETY AND QUALITY OF
RESIDENTIAL AREAS.
The City should improve the quality of residential areas by imple­
menting street designs that will prohibit high-speed traffic
through neighborhoods. Local and collector street designs in
residential areas enhance the quality of life for all residents
because they discourage through traffic. The purpose of local
streets is to provide access to and from residential property
abutting public rights-of-way, and the purpose of collectors is to
provide intra-neighborhood movement between local streets and
arterials. Residential street design should discourage through
traffic between neighborhoods. "T" minor street intersections
should be encouraged as a means to reduce high speed through
traffic on minor streets. Residential street design should also
encourage the use of collectors to move traffic from neighborhood
to and from arterial streets. (See Figure 5)

e. SELECT TRANSPORTATION MODES THAT WILL MINIMIZE ENVIRONMENTAL
POLLUTION AND SELECT TERMINAL SITES FREE OF CONGESTION.
Modes of transportation that are more energy-efficient, such as
mass transit, should be emphasized in the planning process. All
vehicles should be in compliance with federal emission standards.
Park and ride lots or terminal sites should be promoted in areas
that will minimize congestion.
Effective collector street designs will protect residential areas and funnel traffic to arterial streets. T and loop collectors help protect residential areas by moving traffic efficiently to arterial streets and prevents the intrusion of crosstown traffic within neighborhoods. The grid pattern collector is a less desirable design as it creates greater potential for thru traffic and congestion in residential neighborhoods.

f. IMPROVE THE MOBILITY OF DISABLED AND DISADVANTAGED INDIVIDUALS IN PRESENT AND FUTURE TRANSPORTATION FACILITIES.
In planning public transportation for the disabled, Regional Transit Authority vehicles should be equipped to handle wheelchairs in either a fixed route service or a demand-response service.

g. ART FORMS SHOULD BE ENCOURAGED WHEN ESTABLISHING NEW TRANSPORTATION FACILITIES.
Safety and efficiency of the transportation system must continue to be of paramount concern. However, the placement of art forms on medians, parkways, and other rights-of-way should be encouraged. Art forms like landscaping and sculpture can add interest and beauty to right-of-way areas. Such forms help to build civic pride and convey a positive urban image to both the citizen and visitor to the community.
POLICIES - STREETS AND HIGHWAYS
Streets and highways form the major transportation network in Corpus Christi. They provide easy access to nearly all commercial, residential, and industrial areas. The network consists of streets classified according to function as identified in the Transportation Plan.

a. DEVELOP A GRADUATED SYSTEM OF STREETS AND HIGHWAYS FOR THE ENTIRE CITY.
If streets are to function properly, the City should encourage street designs that focus on the specific purpose and ideal spacing of each street type. A graduated system should identify existing and future freeways, arterials, and collector streets. Systematic planning for each of these types of streets can help prevent future traffic problems. (See Figure 6)

A GRADUATED SYSTEM OF COMMUNITY STREETS

b. IMPOSE TRAFFIC AND DESIGN CONTROLS TO MAKE STREETS AND HIGHWAYS EFFICIENT AND FUNCTIONAL.
Design and operational measures should be used to reinforce the functional purpose of the road. Freeway access should be controlled to maintain traffic volumes within the design capacity of the freeways. Arterials should have synchronized-traffic signals while collector and arterial intersections should be signalized, where necessary, to allow easy access to and from development.
c. KEEPING IN MIND THE ACCESS NEEDS OF EACH PROPERTY OWNER, REDUCE THE NUMBER OF DRIVEWAYS ON ARTERIALS WHICH LIMIT STREET CAPACITY AND INCREASE THE POTENTIAL FOR ACCIDENTS. Congestion on the city's arterials is often due to an uncontrolled number of commercial and private driveways along arterials. Excessive numbers of these driveways on arterials should be discouraged as they can cause dangerous driving conditions and reduce traffic flow. As a solution to this problem, marginal access streets shall be utilized where strip development and/or residential development fronts onto arterial streets. Such marginal access streets shall be separated from the arterial by a median. (See Figure 7)

![Diagram of medium and high density strip development](image)

**FIGURE 7.**

Strip commercial development is a common urban form that does not depend on pedestrian traffic, and many of them rely on visual exposure from a vehicle to attract customers. The strip commercial development usually offers the individual entrepreneur the opportunity to develop at minimal cost and provides the customer a variety of options for purchase of goods without deviation from a commonly traveled route. However, many strip commercial districts have been criticized because they foster problems such as numerous driveways on narrow lots, negative impacts to adjacent land uses, poorly designed parking facilities, and numerous, confusing signs.

Many mechanisms are available for improving the function and appearance of strip commercial developments. Regulations requiring service or frontage roads will help improve new developments. In addition, other mechanisms to require adequate lot widths, off-street parking, increased building setbacks, coordinated driveway use, sign control, landscaping, and screening can all be helpful.
d. IDENTIFY RIGHTS-OF-WAY FOR TRANSPORTATION CORRIDORS.
To plan effectively for future street and highway developments capable of carrying projected traffic flows, it is necessary to obtain sufficient rights-of-way to allow for a timely and orderly expansion of streets and arterials. The City should therefore obtain, in advance of full development, sufficient right-of-way for proposed roads consistent with Area Development Plans and the Urban Transportation Plan.

e. STREETS SERVING STORAGE AND SHIPPING TERMINALS AT THE PORT OF CORPUS CHRISTI SHOULD BE EXPANDED TO ACCOMMODATE FUTURE EXPORTS.
The seasonal fluctuation in grain exports produces traffic congestion on at least two streets in the port storage and shipping area: Navigation Boulevard and Up River Road. These roads provide access to the grain silos located in the Port area. Both streets periodically carry peak-traffic flows and this heavy traffic movement produces poor road conditions. To relieve the traffic congestion and improve road surface conditions, federal and state assistance should be requested to construct additional arterial(s) to serve the port. In addition, local funds should be secured to make paving improvements on the existing arterials. Nueces County should participate in all costs associated with the project.

f. MEDIANS SHALL BE BUILT ON ALL ARTERIALS WITH SIX TRAVEL LANES.
Arterials with six travel lanes shall be divided by medians and provide left turnout lanes at arterial intersections. In addition, placement of medians on streets with only four travel lanes should be considered when necessary for safety purposes.

Medians can help prevent major head-on accidents and help reduce left turn conflicts at mid-block locations. Continuous left turn lanes, on the other hand, promote left turn conflicts at mid-block locations and are sometimes used as passing lanes. Medians can help reduce these problems.

Medians are also useful for minimizing pedestrian-automobile accidents by providing a protected area (between on-coming lanes) for pedestrian street crossing. Finally, if properly designed to minimize long term maintenance impacts, medians can provide a more beautiful right-of-way, especially on some of our more highly traveled streets.

g. MEDIANS SHOULD BE CONSTRUCTED AT ARTERIAL ARTERIAL INTERSECTIONS TO PREVENT DISRUPTIVE MOVEMENT AND ACCIDENTS.
Medians should be built at intersections where two or more arterials meet. These traffic islands or medians will minimize collisions between automobiles and pedestrians and will minimize disruptive movement by motorists competing for the opportunity to enter turning lanes from exits adjacent to arterial intersections. (See Figure 8)
Medians can help define the appropriate traffic movements at intersections and at mid-block locations. If properly designed, medians can prevent head-on collisions by separating oncoming traffic. However, proper design must include sufficient queuing space at intersections and at median cuts.

POLICIES – PEDESTRIAN FACILITIES

Pedestrian movement is the most fundamental and least expensive form of travel. In fact, most daily actions depend on walking, and all modes of transport rely to some extent on a successful pedestrian interchange.

Due to the reliance on the automobile, some cities have de-emphasized or totally ignored pedestrian facilities. The purpose of this section is to place pedestrian facilities in proper perspective by focusing on pedestrian needs in the Central Business District, the Bayfront, Corpus Christi Beach, public parks, business areas, and residential neighborhoods.

a. IMPROVE AND EXPAND PEDESTRIAN FACILITIES BETWEEN UPTOWN AND DOWNTOWN.

Pedestrian movement is complicated by a 30-foot change in grade between Mesquite and Upper Broadway along the bluff. The walking distance along switchback streets is approximately 350 feet. For this reason, most people drive their cars between uptown and downtown. Area development plans shall address this problem and suggest solutions which will facilitate pedestrian traffic.

b. IMPROVE PEDESTRIAN FACILITIES ALONG THE BAYFRONT.

Construct intermediate shaded resting areas along the seawall. In addition, continue to permit food and souvenir vendors along the seawall, as their presence will add a distinctive flavor to the waterfront, making walking and sightseeing a more pleasing experience. Provide a convenient bay-to-bluff walkway which should encourage pedestrian movement across Shoreline Boulevard at key crossings, tying the Central Business District and Bayfront physically as well as visually.
c. IMPROVE PEDESTRIAN FACILITIES ON CORPUS CHRISTI BEACH.
Develop a continuous walking/jogging pathway, with light landscaping along the full length of the beach. This will not only improve pedestrian movement in this area, but it will also clearly define the division between the public beach and private property.

d. IMPROVE AND PROVIDE SAFE PEDESTRIAN FACILITIES IN PUBLIC PARKS AND COMMERCIAL-RESIDENTIAL AREAS.
Pedestrian facilities in drainageways, utility easements, etc., (used where economically feasible) can create a better linkage between parks and/or commercial residential areas. Such pathways should be lighted and landscaped to provide safe passage and visual relief. Pedestrian amenities such as fountains, trash containers, benches, informational signs, and crosswalks should also be installed to encourage maximum use of the pathways.

e. ALL PEDESTRIAN FACILITIES SHOULD BE ACCESSIBLE TO DISABLED PERSONS.
All pedestrian facilities should be free of structural barriers that obstruct the movement of disabled persons.

POLICIES - BICYCLE FACILITIES
Bicycles, as modes of transportation, are gaining in popularity as people become more health conscious and recognize the bicycle as a fun way to exercise and enjoy the outdoors.

a. IMPLEMENT A BIKE PLAN THAT PROVIDES INTERCONNECTED CITYWIDE BICYCLING OPPORTUNITIES.
The City should implement a bikeway plan that establishes bikeway connections between major recreational areas and major work areas. With a favorable climate and flat topography, Corpus Christi has the potential to promote bicycle commuting to and from work. Bikeway designs should minimize bicycle/pedestrian and auto/bicycle conflicts by use of on-street bike lanes, bike paths in parks, and bike paths along drainage canals. Finally, the city and private businesses should install bicycle racks or lockers at employment or shopping centers to encourage the use of bicycles.

b. BICYCLING IN PUBLIC PARKS, SELECTED ROADWAYS, AND SPECIAL AREAS, INCLUDING THE SEAWALL, SHOULD BE PROMOTED.
Construct special bicycle routes in parks and establish routes by signage along certain public streets such as the Oso Parkway, as well as utility easements, railroad rights-of-way, and drainageways. These routes should be connected throughout the system so that when public parks develop throughout the city, they can be linked by bicycle paths.

POLICIES - MASS TRANSIT
Mass transit refers to the modes of transport capable of moving people with similar origins and destinations from one place to another. This mode of transport utilizes trains, buses, airplanes, boats, and other specialized vehicles. Mass transit serves people in areas where high population densities justify its use and where space for transportation facilities, especially parking, is scarce.
a. CONTINUE TO SUPPORT THE REGIONAL TRANSIT AUTHORITY'S STRONG COMMITMENT TO A GOOD PUBLIC TRANSIT SYSTEM.
Many of the poor, elderly, and unemployed depend on public transportation for commuting or travel purposes. For this reason, the City should remain committed to a public transit system operated by the Regional Transit Authority.

b. THE TRANSIT SYSTEM SHOULD DELIVER BASIC TRANSIT SERVICES TO TRANSIT-DEPENDENT PEOPLE.
A good transit system provides access to employment, social, and recreational opportunities. For many, especially the poor, elderly, and disabled, a good public transportation system means the difference between isolation and social interaction. For these reasons, transit services should be extended to all areas in the city where it is needed.

c. ENCOURAGE THOSE WHO CURRENTLY USE AUTOMOBILES TO USE THE PUBLIC TRANSIT SYSTEM.
More commuters could utilize public transit if it were convenient and economical. Usually, individuals who are given a choice in travel modes will respond positively to improved and innovative transit-service concepts.

Greater use of buses would reduce automobile congestion, improve air quality and provide incentives to develop a transit system that is more responsive to the travel needs of all citizens.

d. PROVIDE CONVENIENT TRANSPORTATION FOR CONVENTION AND TOURIST ACTIVITIES.
The health and vitality of the city's convention and tourist business requires a good, public transit system. If business activity is to grow and prosper, a shuttle service will be necessary to connect the hotels to the convention center, cultural facilities, and other centers of activity.

e. THE REGIONAL TRANSIT AUTHORITY SHOULD CONTINUE TO EXPAND ITS BUS FLEET, FACILITIES, AND MAINTENANCE PROGRAMS TO MEET NEW SERVICE NEEDS.
The Regional Transit Authority's capital improvement program for facilities and equipment should be reviewed continuously. The program should be implemented based on a schedule that meets existing and new service demands in order to minimize operating costs and maintain adequate levels of service.

f. ENCOURAGE THE DEVELOPMENT OF PLEASANT AND AESTHETICALLY PLEASING MASS TRANSIT FACILITIES.
Mass transit facilities that are pleasant and aesthetically pleasing will encourage greater ridership. In addition, due to the highly visible nature of mass transit facilities and the significant public investment in them, it is important that they convey a positive community image.

g. PREFERENTIAL LANES SHOULD BE PROVIDED, WHEN FEASIBLE, FOR HIGH-OCCUPANCY VEHICLES.
High-occupancy lanes should be provided, when feasible, along
freeways and arterials to encourage public transit ridership and ride-sharing programs. This strategy should aid in reducing traffic congestion along all roadways within the city.

h. THE CITY SHOULD ENCOURAGE THE CONSTRUCTION AND USE OF MULTI-MODAL TRANSPORTATION CENTERS.
Multi-modal transportation centers that give high-occupancy vehicles the opportunity to load or unload passengers at central points should be encouraged. This goal will facilitate an orderly transfer of passengers to their origin and destinations.

POLICIES – MOVEMENT OF GOODS
The movement of goods refers to the transfer of materials from production or storage sites to sites of consumption. The modes of transportation utilized in transferring goods vary according to the distance between the origin and destination, the type of goods to be transported and the modes of transportation that are available.

a. PROVIDE CONVENIENT TRANSPORTATION ACCESS TO INDUSTRIAL AREAS.
Because raw materials and finished products are important to the city's economy, a rapid, cost-effective method of transporting goods is essential. Although rail, air, and water transportation are important for the transfer of goods, truck transportation remains the primary mode. For this reason, convenient truck access to industrial areas should be facilitated.

b. DESIGNATE TRUCK ROUTES AND OTHER TRANSPORT FACILITIES AT LOCATIONS WHERE THEY WILL MINIMALLY DISRUPT RESIDENTIAL AREAS, RECREATIONAL USES, OR PUBLIC FACILITIES.
Establish and enforce a truck route system. Except for local service, trucks should be limited to major arterials and freeways at the periphery of residential areas. Truck transfer terminals and loading/unloading zones should be located so that they do not become a nuisance with regard to adjacent residential and commercial areas and transportation facilities such as airports, freeways, and railways. New rail facilities should be constructed at sites far from sensitive land use activities and far from areas where they may interfere with streets and highways. In this manner, a more efficient, joint-delivery transfer system will develop.

c. SPECIAL ROUTES SHOULD BE USED FOR THE TRANSPORTATION OF HAZARDOUS WASTES.
Special routes, leading away from the city, should be designated for the transport of hazardous wastes. Preferably, they should be isolated away from major activity centers.

d. TRUCK LOADING FACILITIES SHOULD BE PROPERLY LOCATED AND DESIGNED TO PREVENT CONFLICTS WITH OTHER LAND USE ACTIVITIES.
The delivery of goods by truck is an essential aspect of commercial, office, and industrial activities. This activity often produces traffic congestion and interferes with pedestrian movement. Special provisions should therefore be made, when possible, for loading or unloading trucks during off-peak traffic hours and in situations where the accompanying noise will not adversely
affect residential areas. New buildings should be required to provide adequate off-street loading facilities based on type of use.

POLICIES - CORPUS CHRISTI INTERNATIONAL AIRPORT
The Corpus Christi International Airport is particularly important to both commercial and recreational activities of the Coastal Bend area. The airport, moreover, not only serves as a regional transfer point, but also as a national and international airport.

a. CORPUS CHRISTI INTERNATIONAL AIRPORT SHOULD BE IMPROVED ACCORDING TO A MASTER PLAN.
Improvements to the international airport should be aesthetically pleasing, in accordance to a master plan, and should keep pace with population growth in the city. Surface access, circulation, and terminal facilities should be improved and new runways added, as necessary, to meet additional operating needs of the terminal and airport.

b. DEVELOPMENT OF AREAS ADJACENT TO CORPUS CHRISTI INTERNATIONAL AIRPORT SHOULD BE IMPLEMENTED IN A MANNER THAT MINIMIZES THEIR IMPACT ON THE AIRPORT.
Efforts should be made to minimize the impact of the surrounding areas on the airport. A land use plan should be developed for all areas adjacent to the airport; and a land-acquisition program should be pursued to protect the airport from encroachment by incompatible land uses.

c. ENCOURAGE MORE INTERSTATE, INTRASTATE AND INTERNATIONAL AIR TRAFFIC AT CORPUS CHRISTI INTERNATIONAL AIRPORT.
An aggressive policy to increase the number of flights to and from Corpus Christi and the number of commercial airlines serving the city should be pursued.

d. ENCOURAGE DEVELOPMENT OF PLEASANT AND AESTHETICALLY PLEASING FACILITIES AT CORPUS CHRISTI INTERNATIONAL AIRPORT.
The International Airport is one of the primary gateways to the city and, therefore, should create a positive image for the visitor that is entering, leaving or simply passing through the city.

POLICIES - WATER TRANSPORTATION
The city is located along the shore of a major bay and is protected by Mustang and Padre Islands. Because of its unique geographic location, water transportation facilities have been developed to handle ships of all sizes, except very large crude carriers. In addition to the use of the bay for industrial transportation, there is significant potential for marine mass transit services.

a. USE MARINE TRANSIT AS AN ALTERNATIVE MODE OF TRANSPORTATION TO MOVE PEOPLE, GOODS, AND SERVICES THROUGHOUT THE BAY AREAS.
As the bay area becomes more urbanized, the possibility of creating a marine transit service should be considered. This type of service should be incorporated into the planning process for the entire bay area.
b. PROMOTE THE CITY AS A HOME PORT FOR CRUISE SHIP COMPANIES.
As a home port location for cruise ship lines, the city could significantly increase almost all aspects of the existing tourist industry. The City should evaluate the feasibility of attracting such companies and give strong consideration to public improvements that would make the city a more attractive location for such facilities.

c. PROMOTE THE INTRACOASTAL WATERWAY AS A VITAL NATURAL TRANSPORTATION ROUTE.
The Intracoastal Waterway is a very important transportation route for Corpus Christi and the entire Gulf Coast. Not only does it provide an important shipping route for commerce, but it also provides a beautiful waterway for leisure boating and fishing activities.

Maintenance of the Intracoastal Waterway is provided by the U.S. Corps of Engineers. Since the local economy is greatly influenced by this waterway, efforts should be made by local leaders to be aware of, and support State or Federal legislation that would assure the maintenance and preservation of the Intracoastal Waterway. In addition, the city should always consider the environmental and economic impacts of new development proposed along the Intracoastal Waterway.

POLICIES – RAILWAY TRANSPORTATION
Railway transportation is an important aspect of goods movement. Railroads provide economical transportation for bulk cargo handled at the port and in other industrial areas. This type of transportation has been instrumental in determining sites for industries seeking to expand or to relocate their operations.

Historically, railroads have been an important element in passenger transportation. Although passenger transportation has declined dramatically within the past, in some instances, it may still be a viable means of moving people.

a. PROMOTE THE EXTENSION OF RAILROAD SERVICE IN ORDER TO EXPAND PASSENGER AND CARGO MOVEMENT.
Additional railroad service to other cities such as Houston, San Antonio, and Brownsville should be promoted similar to passenger service between Corpus Christi and Laredo. Such service could help enhance the possibility of attracting tourists and new industries to the city.

b. DEVELOP AND MAINTAIN SAFE RAILROAD CROSSINGS FOR PEDESTRIAN AND AUTO USE.
All railroad crossings should meet federal and state regulations by ensuring that all required safety features be placed on crossings.
ECONOMIC DEVELOPMENT

OBJECTIVES

1. Encourage residents to participate actively in the development of a healthy economy.
2. Maintain a well-balanced economy and promote a strong economic base.
3. Expand and develop regional, national, and international business services in the economy.
4. Support equal employment opportunities for all socio-economic groups.
5. Expand and develop tourism.
6. Promote redevelopment of the Central Business District and other business areas and the development of new business areas.
7. Promote the establishment of research and development facilities.
8. Create a positive national image of the business climate in Corpus Christi.
9. Create a business climate that fosters the creation of new business enterprises in Corpus Christi.
10. Encourage business and economic development activities that are compatible with orderly growth.
11. Support the coordination of economic development activities in the Corpus Christi area.

BACKGROUND

If cities are to grow and prosper, they must attract new industries to stimulate their economies. Cities possessing greater amenities and natural resources, will naturally have stronger economies while cities, possessing fewer amenities and natural resources, will have weaker economies. Because Corpus Christi is the largest city in the Coastal Bend area, and because it has a strong economy, it serves as a regional center for South Texas, especially the Coastal Bend.

Although future land developments in the city will be influenced by regional and national economics, it is important that civic and business leaders maintain an aggressive attitude and constantly seek new businesses for the community. The public and private sectors must continually develop programs that will create a positive business and living environment for the community. Only through a constant adherence to these efforts will the city be able to compete effectively with other communities throughout Texas and the nation.

The purpose of this chapter is to establish some general economic policies that will provide a guideline for continued economic growth. The chapter is divided into eight sections, including a section on general economic policies, Corpus Christi International Airport, Military Installations, the Port of Corpus Christi, the Central Business District, the waterfront, Corpus Christi Beach, and tourists/conventions.

POLICIES - GENERAL

The following are general economic policies that do not fall into a specific economic category. Consequently, they are clustered separately in this section.
a. ENCOURAGE ORDERLY GROWTH.
Orderly growth should be encouraged as it is necessary for maintaining a dynamic economy offering job opportunities and income levels commensurate with a rising standard of living. Conversely, rapid unorderly growth of urbanized areas can cause numerous urban problems that include traffic congestion and the inability to meet infrastructure needs.

b. ENCOURAGE IN-MIGRATION FROM THE SURROUNDING AREAS, THE STATE, AND NATION.
Corpus Christi is the regional center for new jobs and opportunities in the Texas Coastal Bend; and in order to maintain this position, it should continue efforts to attract new residents. New residents will help increase the demand for more goods and services, and cause new businesses to proliferate. More commerce means more jobs and shopping opportunities for local and regional shoppers. These activities, in turn, will lead to more development throughout the city.

c. PROMOTE THE EXPANSION OF EXISTING AND NEW BUSINESS DEVELOPMENT TO PROMOTE CITY GROWTH AND A STRONG LOCAL ECONOMY.
The city should promote the growth and expansion of existing businesses because they are the "backbone" of the local economy, and it should also attract new businesses that will create new jobs and increase family income levels.
A city must have a diversified economic base in order to insulate the area, to the greatest extent possible, from economic cycles in any sector of the economy. While the tourist and the oil industries are major employment generators, other sectors such as light manufacturing and high technology should also be encouraged to provide a wide spectrum of income and job opportunities.

In addition, while businesses that require skilled workers are important to the city's economy, endeavors should be made to attract companies that need semi-skilled and unskilled workers. There is a large pool of semi-skilled and unskilled labor in Corpus Christi and the surrounding area. This situation makes the city an ideal site for labor-intensive industries, especially in manufacturing and construction.

POLICIES - CORPUS CHRISTI INTERNATIONAL AIRPORT
The International Airport is an important facet of the economy because all residents depend, to some extent, upon its daily operation. It brings economic prosperity to the community in many ways. For example, the airport creates jobs, provides a service necessary for business, and brings tourists to the city. Implementation of these policies will permit the expansion of the airport while protecting surrounding areas. (Also, see Transportation Policies - Corpus Christi International Airport.)

a. EXPAND THE INTERNATIONAL AIRPORT TO ACCOMMODATE GROWTH IN AIR-TRAFFIC MOVEMENT.
An airport master plan should be developed to accommodate the eventual expansion of the airport and its runways. As new improvements to the airport are needed, federal, state, and local funding
sources should be explored to finance additional construction.

b. LAND USE ACTIVITY SURROUNDING THE INTERNATIONAL AIRPORT SHOULD BE COMPATIBLE TO THE AIRPORT.
Areas adjacent to the airport should be developed in a manner that will not interfere with its daily activities. A land use plan should be designed (including a compatible use study) for all areas surrounding the airport to ensure compatible development adjacent to the airport.

POLICIES - MILITARY INSTALLATIONS
Military installations are beneficial to the Coastal Bend area because they provide employment and business opportunities to many area residents. The major employer at the Naval Air Station is the Corpus Christi Army Depot. The depot contains the Army's world headquarters for helicopter maintenance. The headquarters has laboratories that specialize in chemistry, metallurgy, stereography, and metrology. In addition, the Naval Air Station is a training base for aircraft pilots. Along with the training facilities, the base also includes a large hospital, a Coast Guard Air Station, and a Marine Corps Office.

a. MAINTAIN A HARMONIOUS RELATIONSHIP WITH THE MILITARY AND ENCOURAGE GROWTH OF ALL MILITARY FACILITIES.
Obviously, the impact of the military on the local economy is great. With this in mind, every effort should be made to reasonably fulfill the needs of the military. A good example where the city has worked in cooperation with the military is the Homeport Project. According to the military, the success of the project was due, in part, to the city's harmonious and cooperative relationship with the military.

b. MAKE CORPUS CHRISTI A MORE ATTRACTIVE PLACE FOR MILITARY INSTALLATIONS.
Efforts should be made to enhance the city's image as a good place to build new military installations or expand existing facilities. New bases will increase the city's prestige and create new jobs in the Coastal Bend area.

To accomplish these goals, friendly relations should be maintained with the Navy and other military branches at the local and national level. Local government/business leaders should jointly maintain a legislative liaison at the state and federal levels so that these installations will remain viable sources of local employment.

c. DEVELOP A CONTINGENCY PLAN TO ALLOW FOR THE EXPANSION AND CONTRACTION OF MILITARY ACTIVITIES.
A contingency plan should be made to accommodate possible expansion or reduction of military facilities.

d. CITY POLICIES CONCERNING AREAS ADJACENT TO MILITARY AIRPORTS SHOULD BE CONSISTENT WITH AIR INSTALLATION COMPATIBILITY USE ZONES (AICUZ).
The purpose of military designated AICUZs is to achieve land use compatibility between military air installations and adjacent
neighborhoods. Development policies consistent with these AICUZs will protect the health, safety, and welfare of the community.

POLICIES - PORT OF CORPUS CHRISTI
The Port of Corpus Christi is one of the most important elements of the city's economy. Presently, it is one of the 10 largest ports in the nation based on total tonnage, and it is the deepest port on the Gulf and Atlantic Coasts. Its market area includes all of the midwest, southwest, and parts of Northern Mexico. The port activities include:

- Loading, unloading, and storage of commodities;
- Heavy manufacturing (oil refining, cement, chemical, and mineral processing); and,
- The shipment of commodities and manufactured goods to U.S. and foreign markets.

Presently, most of the port's activities are related to the movement of petroleum and petrochemical products. Crude oil is brought by rail, ships, and pipelines; is refined; and then is distributed inland or to other ports.

Agricultural products such as grain and cotton are the second largest group of goods handled at the Port while dry bulk items such as chrome, lead, zinc, bauxite, coal, and cement are the third largest group.

a. ENCOURAGE THE IMPROVEMENTS OF THE PORT AREA AND ITS FACILITIES ACCORDING TO A PORT MASTER PLAN.
As a major industrial facility, the port should be improved according to a master plan. Port improvements that will permit the handling of larger, deeper-draft vessels, and container ships should be encouraged. While this may reduce the number of ships overall, it will increase the tonnage shipped through the port and offer great savings to customers and to potential industries who wish to locate in this area.

b. RESERVE LAND FOR THE EXPANSION OF PORT ACTIVITIES.
Sufficient land in the port area should be designated for expanding its facilities in the future. Land should be designated prior to development since it will be much more difficult to expand the port's activities once the surrounding areas are developed for other land use activities. Also, future dredge material sites should be considered.

c. PROMOTE THE PORT AS A FOREIGN TRADE ZONE.
Besides promoting domestic and industrial activity at the port, support for the foreign trade zone designation should be continued. Trade zone designation helps reduce import and export tariffs and increase port activity, resulting in additional jobs, higher incomes, and a diversified industrial base. In an effort to assure the success of the foreign trade zone concept, aggressive marketing should be continued.

d. MAINTAIN AND IMPROVE THE WATER QUALITY IN AND NEAR THE PORT.
Maintain and improve the water quality within the port area. This will help keep the port clean from pollution and enhance the water quality of the port and bay.
e. INTEGRATE ATTRACTIVE ALTERNATIVE USES WITH THE PORT WATERFRONT.
   If properly located, port waterfront activities can provide a unique tourist attraction near the waterfront. Other cities have successfully integrated non-industrial business activities such as festival markets in or adjacent to these areas.

POLICIES - CENTRAL BUSINESS DISTRICT
Over time, as land use activities have intensified in Corpus Christi's Central Business District and as high-density development led to high rise buildings, the Central Business District took on an attractive urban form at the edge of Corpus Christi Bay. With these and other improvements, it will continue to grow and capitalize on its unique location next to the bay, creating an impressive center for South Texas.

The Central Business District consists of two adjoining commercial areas that are physically separated by a bluff. The Uptown, the area on the bluff, contains mostly offices and banking facilities while Downtown, the area below the bluff, contains hotels/motels and retail stores, most of which cater to daytime office workers and tourists.

To maintain the viability of the Central Business District and the attractiveness of the waterfront, the City initiated the Bayfront Development Plan, which was adopted by the City Council in March 1984. The purpose of the plan is to propose policies that will encourage orderly growth and development of the bay front, including the Central Business District area and Corpus Christi Beach. It also encourages development to occur on a project by project basis that involves a wide range of public and private improvements.

a. REVITALIZE THE CENTRAL BUSINESS DISTRICT ACCORDING TO A CENTRAL BUSINESS DISTRICT PLAN.
   The City should develop a Central Business District Plan with input from property owners and community leaders. The plan should seek to reestablish the Central Business District as the focus of business activity in the city. The plan should encourage additional high quality retail development and adaptive reuse of existing buildings within the Central Business District. In addition, financial leveraging techniques should be suggested to encourage private sector investment in the Central Business District.

b. CREATE A POSITIVE IMAGE FOR THE CENTRAL BUSINESS DISTRICT.
   Although the Central Business District has experienced commercial decline from retail trade through the 1970s, the 1980s has seen a dramatic resurgence in commercial activity. New hotels and restaurants have opened for business, and this has led to more customer activity throughout the area. To maintain and improve this level of activity, a positive public image of the Central Business District area should be promoted.

c. REHABILITATE AND MAINTAIN STREETS AND SIDEWALKS IN THE CENTRAL BUSINESS DISTRICT.
   Utilize public funds, including Reinvestment Zone funds, Capital Improvement bond funds, and various grant funds for projects that will rejuvenate streets, sidewalks, lighting, landscaping, and
street furniture throughout the Central Business District. Properly maintained streets in the central-city area will promote private and public investments; and, in turn, lead to more jobs for city residents.

d. ENCOURAGE HIGH-DENSITY RESIDENTIAL DEVELOPMENT IN THE CENTRAL BUSINESS DISTRICT.
High-density residential development is crucial to the continued redevelopment of the Central Business District and should therefore be encouraged. This type of redevelopment, combined with hotel and motel development, will help establish a core residential population that will serve to support further commercial growth and redevelopment in the Central Business District.

e. MAINTAIN PARKS AND PROMOTE PEDESTRIAN AMENITIES THROUGHOUT THE CENTRAL BUSINESS DISTRICT.
Maintain all parks within the Central Business District area and provide landscaping and other amenities for a people-friendly pedestrian environment for residents and tourists. All Central Business District parks and heavily-landscaped areas should contain walkways and pedestrian amenities such as benches, trash containers, drinking fountains, and informational signs.

f. ENCOURAGE AND IMPROVE PEDESTRIAN FLOW THROUGHOUT THE CENTRAL BUSINESS DISTRICT.
To establish better vehicular and pedestrian access between the Central Business District and bayfront, two constraints must be addressed. First, pedestrian sidewalks or other pedestrian facilities connecting the bluff to Shoreline Boulevard should address the special problems of pedestrian access between these two areas. Secondly, if these improvements are carefully designed, they could do much to re-establish a positive image and identity for the Central Business District. This can only be accomplished by a continuous public/private effort to rejuvenate downtown businesses, parks, landscaping, pedestrian corridors, and streets.

g. ENCOURAGE DEVELOPMENT OF CULTURAL ACTIVITIES AND INSTITUTIONS IN THE CENTRAL BUSINESS DISTRICT.
Cultural activities of all kinds are encouraged as they provide a strong force to draw citizens and tourists into the downtown area. Such activities can help generate nightlife, greater pedestrian movement and a market for commercial redevelopment in the Central Business District.

h. CREATE STREET LIFE BY INCORPORATING UNIQUE SIGNAGE AND STREET FURNITURE IN THE CENTRAL BUSINESS DISTRICT.
Installation of unique signage and street furniture can help create an ambience in the Central Business District that will help draw people into the area. Such public improvements will help establish the Central Business District area as a special people place. In addition, these kinds of public improvements send a clear message to potential private investors that may not otherwise know that the City is committed to improvement of the Central Business District.
POLICIES - DOWNTOWN WATERFRONT ZONE

The Downtown Waterfront Zone refers to a commercial strip of land, including the marina, along Shoreline Boulevard and a portion of Ocean Drive. The area also includes Magee Beach, Cole Park, the bayfront, and open space parks. Shoreline Boulevard, with its adjoining seawall, is the unifying element of the area because it is the main route connecting the major bayfront amenities and developments.

The Bayfront Development Plan proposes goals for the public shoreline and marina. The goals for the public shoreline seek to improve Shoreline Drive. The specific policies seek to improve pedestrian walkways and amenities such as benches, trash receptacles, and water fountains; improve traffic signalization and landscaping along the two boulevards; maintain all public benches, parks, and open spaces; maintain the seawall; and allow public vendors along its path.

One of the goals is to promote Shoreline Boulevard as the principal location for hotels and motels and to maintain visual corridors for properties located to the west of Shoreline. The policies, in this case, seek to encourage the development of the west side of Shoreline Boulevard as a hotel, motel, and tourist area; and continue the development of the Bayfront Arts and Science Park.

The goals which concern the marina should seek to encourage and assist in the creation of additional water oriented facilities in the marina area, for tourist and public recreational activities, including such items as additional boat slips, lighted pedestrian walkways, and fishing areas.

a. DEVELOP AND IMPLEMENT A PLAN TO PROVIDE THE CORPUS CHRISTI MARINA AND SHORELINE BOULEVARD WITH GREATER AMENITIES AND PEOPLE USE AREAS.

A plan should be developed with the involvement of property owners, civic groups, and governmental officials to consider the redesign of Shoreline Boulevard from McCaughn Park to the Convention Area. The plan should address the establishment of more amenities and people friendly places in the Shoreline Boulevard area.

b. THE WEST SIDE OF SHORELINE DRIVE SHOULD BE DEVELOPED AS A HOTEL/MOTEL AND ENTERTAINMENT AREA.

Since the area to the west of Shoreline Boulevard is adjacent to the Central Business District and Bayfront Arts and Science Park, it is optimally located with respect to hotels, motels, and other tourist-oriented activities. The recent construction of high-rise hotels, has made the area west of Shoreline Boulevard the center of the tourist industry and made Corpus Christi more attractive to tourists and conventioneers.

c. DEVELOP THE SEAWALL AS A PEOPLE-ORIENTED AREA.

The area along the seawall and adjacent to Shoreline Boulevard, Magee Beach, and the marina should be encouraged to develop as a safe people-oriented tourist center. Improvements, both public and private, that can enhance this people-oriented atmosphere include the expansion of business activities, construction of numerous shade structures, landscaping, street furniture, public art, and improved lighting.
d. MAINTAIN MAGEE BEACH AS A MAJOR RECREATIONAL PARK.
Presently, Magee Beach is the only public beach in the Central Business District. It extends from the Boat Marina to the Emerald Beach Hotel on Shoreline Boulevard. Since the beach is extremely popular to weekend vacationers, waders, swimmers, and sunbathers, it should be maintained, restored, and kept clean and free of debris.

e. DEVELOP THE MARINA AS A RECREATIONAL AREA, AN ECONOMIC INCENTIVE TO WATERFRONT DEVELOPMENT, AND AS AN IMAGE FOR THE COMMUNITY.
The growth and prosperity of the Marina is an important element to the future of the city because it is the symbol that identifies Corpus Christi as a vacation center. If the Marina were to decline, this image would be destroyed and the tourist/convention industry would decline.

To improve the bayfront and enhance the marina, the number of boat slips that are now available should be increased and the construction of additional marina facilities north of the Peoples Street T-Head should be encouraged. As the Marina is improved, additional attractions and recreational opportunities along the Bayfront will occur, thus increasing the number of visitors and tourists.

f. MAINTAIN AND IMPROVE THE "T" AND "L" HEADS AND SEAWALLS.
Maintenance and improvement of these areas is necessary to retain their attractiveness for marina activities, tourists, and citizens.

POLICIES - CORPUS CHRISTI BEACH

Corpus Christi Beach is a physically-distinct geographical unit that lies north of the Ship Channel, with Corpus Christi Bay on one side and Nueces Bay on the other. Because the area is a self-contained peninsula with long, sandy beaches, it has the potential to become a significant tourist attraction.

As indicated in the Bayfront Development Plan, the City will encourage the development of Corpus Christi Beach primarily as a hotel-motel center, including high density residential areas. The development of marinas, fishing-tourist attractions, and existing parks should be encouraged.

a. ENCOURAGE MEDIUM AND HIGH-DENSITY DEVELOPMENTS THAT ARE TOURIST-ORIENTED.
As tourist activities increase along Corpus Christi Beach, new commercial development is inevitable. To accommodate new growth, medium to high density development that is tourist-oriented should be encouraged. This includes hotel/motel operations, restaurants, specialty shops, high-rise residential buildings, and other activities that will promote economic growth.

b. MAINTAIN AND IMPROVE PUBLIC ACCESS, PHYSICALLY, AND VISUALLY TO THE BEACH.
As development occurs along the beach, both private and public improvements should be designed to improve public access and enhance the visual character of the area. Better traffic circu-
lation improvements are needed on the beach including stronger transportation links across the ship channel to the Central Business District.

c. CONSTRUCT A PEDESTRIAN WALKWAY ALONG THE BEACH.
The construction of a pedestrian walkway along the entire beach should be encouraged. It will facilitate pedestrian movement and define the division between public and private facilities.

Smaller walkways connecting the parking lots to the central walkway should also be constructed. In this manner, pedestrians can walk safely to and from the beach without fear of moving traffic.

d. INTEGRATE CORPUS CHRISTI BEACH AND THE DOWNTOWN/BAYFRONT DEVELOPMENTS INTO A MORE COHESIVE UNIT.
Attempts should be made to integrate Corpus Christi Beach and the downtown/bayfront areas. Integration of these areas will help to revitalize the existing commercial activities in the area. This integration could be done by improving transportation between the two areas and by promoting activities that attract tourists to both sides of the ship channel. For example, shuttle buses, water taxis, and ferryboats could link the two developments so that movement across the channel becomes less cumbersome.

e. SUPPORT DEVELOPMENT OF THE TEXAS STATE AQUARIUM ON CORPUS CHRISTI BEACH.
One of the most positive signs of redevelopment on Corpus Christi Beach has been the location of the Texas State Aquarium on the south end of the Beach. This development will be a great tourist attraction as well as a valuable asset to local residents. It will also help significantly in the revitalization of Corpus Christi Beach. Given these benefits, every effort should be taken to encourage development of the Texas State Aquarium.

POLICIES - TOURISTS AND CONVENTIONS
Corpus Christi has many natural amenities such as a scenic waterfront, warm summers, and mild winters. Based on these amenities, the tourist and convention industry has become an important part of the local economy. The City should encourage the development of this industry by protecting these natural amenities and by promoting, where appropriate, man-made developments that will attract and serve the tourist/conventioneer.

a. PROMOTE THE NATURAL AMENITIES OF THE AREA.
Corpus Christi has a unique advantage over other coastal cities: it has a beautiful central-city area and is adjacent to a 93-mile stretch of beautiful beaches along Mustang and Padre Islands. On the one hand, the city attracts tourists because it has a beautiful shoreline with numerous hotels, motels, retail stores, and cultural facilities in close proximity of one another while on the other hand, the islands attract tourists and residents because they are ideal vacation spots. The islands are also special because they offer many of the amenities offered by foreign, more expensive resorts. For example, the islands have hotel and motel accommodations and many places for relaxing and fishing.
Aggressive marketing techniques should be encouraged and utilized to promote Corpus Christi as a beautiful city. This will help attract private and public investments, additional tax base, and enhance the quality of life for all residents who live in the Coastal Bend Area.

b. ENCOURAGE HOTEL/MOTEL CONSTRUCTION.
The convention industry depends upon the availability of hotel and motel rooms to draw large conventions. For this reason, the construction of additional hotels/motels in the Central Business District and Corpus Christi Beach should be encouraged so that they will continue to support the community's investment in the convention center. Additionally, hotels/motels should also be encouraged elsewhere in the City to support the tourist industry.

c. TOURIST-ORIENTED SOCIAL AND RECREATIONAL FACILITIES THAT ARE COMPLEMENTARY TO THE NATURAL AMENITIES OF THE AREA SHOULD BE ENCOURAGED.
To attract tourists and conventions, social, and recreational opportunities must be provided to promote a pleasurable stay for everyone. Waterfront activities that should be promoted include windsurfing, sailing, fishing, and swimming. Projects such as the aquarium, botanical gardens, additional boat slips, and street furniture improvements for the Central Business District will also help maintain a steady stream of tourists into the area. These improvements will promote more job opportunities for the local economy.

d. SUPPORT A DEVELOPMENT PLAN FOR PADRE-MUSTANG ISLANDS.
A Padre and Mustang Island development plan should be encouraged. The plan should support an environmentally sound tourist-related growth as the islands are, possibly, the area's greatest tourist assets. Expansion of these assets should also include support for the Padre Island National Seashore and Mustang Island State Park.

e. SUPPORT THE MARKETING OF THE TOURIST BUSINESS.
A plan for developing the tourist business in Corpus Christi should be developed, implemented, and updated annually. The primary goals of the plan should be to use the natural and man-made amenities of the city.

f. SUPPORT THE MARKETING OF CONVENTION BUSINESS.
A plan for increasing the convention business should be developed, implemented, and updated periodically. The plan should provide a strategy for the most effective use of the Bayfront Plaza Convention Center and other cultural facilities in the area.

g. DEVELOP CULTURAL/ARTISTIC ACTIVITIES AND PROGRAMS THAT WILL PROMOTE THE CITY AS THE CULTURAL CENTER OF SOUTH TEXAS.
Promote cultural and artistic activities that will draw artists to the city. These activities may include arts and craft fairs designed to attract visitors from the region.
h. ENCOURAGE DEVELOPMENT OF AMENITIES WITHIN RECREATIONAL VEHICLE PARKS. If necessary, the City may need to revise its ordinances to require greater amenities in recreational vehicle parks. Greater amenities might include landscaping and shaded areas, along with the other public services already required (electricity, water, and sewer hookups).
PUBLIC SERVICES
PUBLIC SERVICES

OBJECTIVES
1. Provide public facilities and services throughout the city.
2. Maximize the use of public facilities through cooperative and joint use agreements.
3. Properly maintain public facilities and services and construct new facilities at optimal sites.
4. Provide the city with appropriate cultural and educational facilities.
5. Create aesthetically pleasing public facilities through good design and art works.
6. Identify and obtain adequate sources of funding for the development and maintenance of public services and facilities.
7. Encourage active citizen participation as public facilities are planned, constructed, and maintained.

BACKGROUND
The policies in this section provide the city with a set of guidelines for planning and developing public facilities and services. Well planned and timely scheduled public facilities and services are important because they will meet the needs of an expanding population. To accomplish this requires study of population projections, monitoring of existing infrastructure, knowledge of new technology, and funding. Of particular concern in new and developing areas is the provision of infrastructure that will be sufficient to meet the needs of the population when these areas are fully developed. In older areas, the principle concerns are usually maintenance/repair of infrastructure and capacity problems associated with redevelopment. Establishing these policies will not substitute for specific studies, but rather will help identify the most important overall issues concerning service delivery.

POLICIES - PARKS AND RECREATION
Parks provide a strong contribution to the image that Corpus Christi is a desirable place to live. Good parks, beautiful open spaces, and other recreational opportunities offer amenities that attract new commerce, industry, and residents. For these reasons, it is important for the community to take advantage of the many scenic natural resources of the area and continue to improve the area park system.

Moreover, as parks are developed, the City should include the surrounding neighborhood in the planning process. In this manner, the needs of the residents will be known and the parks will be developed in a manner that will meet their expectations and desired goals.

a. ALL PUBLIC PARKS AND THEIR FACILITIES SHOULD BE UTILIZED EFFECTIVELY.
The park and recreational system should remain open at times when visitors are most likely to use them. Proper maintenance of vegetation, equipment, and facilities is also essential to maintain new and old parks as attractive and desirable as possible.

Present and future parks should be located in a way that maximizes usage. In addition, as neighborhoods experience socio-economic change, their recreational needs also change. Therefore, reno-
vation of park facilities to reflect changes in their respective areas should be encouraged. In this manner, the facilities will remain fully functional and viable as neighborhood needs change.

b. NEW PARK AND RECREATIONAL FACILITIES SHOULD BE CONSTRUCTED IN AREAS WHERE FACILITIES ARE INADEQUATE OR NON-EXISTENT.
The size, type, and location of new parks and recreational facilities should be based on the characteristics of the population. Small neighborhood parks should be located at sites that are accessible to pedestrians. Larger facilities, serving the entire community, should be located at sites that are accessible to motorists. Where park land in older residential neighborhoods is inadequate, new park land should be acquired and developed so that the recreational needs of the city will be met. In addition, the City should continue to require park land dedication as a part of the subdivision process.

c. JOINT CONSTRUCTION AND USE OF RECREATIONAL FACILITIES SHOULD BE ENCOURAGED.
The sharing of city, school, and other governmental facilities should be encouraged to maximize utilization. For example, school gymnasiums and city tennis courts are now being shared. The program is beneficial to the two entities because it increases the efficiency of the facilities and creates recreational opportunities that would otherwise be unavailable.

The existing efforts to jointly utilize facilities should be expanded, where feasible, to include sharing of construction costs for facilities. In addition, quasi-public and/or private entities like churches, private clubs, etc. should be considered for joint use and construction projects.

d. DEVELOP AREAS ADJACENT TO THE CAYO DEL OSO AND OSO CREEK AS A NATURAL PRESERVE AND SCENIC PARKWAY.
Areas adjacent to the Cayo del Oso and Oso Creek should be developed for park, recreational, and wildlife purposes. These uses should help preserve and protect the fragile wetlands. A scenic parkway, as indicated in the Urban Transportation Plan, should also be completed along the Oso Creek so that public access to the area will be as compatible as possible with the adjacent wetlands.

e. ENCOURAGE DEVELOPMENT OF THE BOTANICAL GARDEN.
A botanical garden should be a cultural, educational, and recreational asset to the city, and a tourist-oriented attraction as well. Its location, on the Oso Creek, should enhance the Oso Parkway and create a balance with the cultural and recreational facilities concentrated on the bayfront.

f. PROMOTE PUBLIC ART FACILITIES AND PROGRAMS THAT REFLECT CULTURAL HERITAGE IN PARKS.
Construction of public art facilities and development of cultural programs that recognize the past are encouraged. Parks can be an ideal place for display of public art and for conducting programs that are related to the cultural heritage of the area.
IDENTIFY POTENTIAL AREAS FOR FUTURE PARKS.
Sites for future neighborhood, community, and regional parks should be identified. In addition, buffer areas and open spaces should also be identified because they can provide a smooth transition between incompatible land uses.

POLICIES - PUBLIC SAFETY
This section focuses on public safety policies that address issues concerning fire and police protection. The actual and/or perceived level of public safety significantly affects the stability or growth potential within a community. For this reason, it is important that the City continuously monitor public safety needs and provide services on a systematic basis.

FIRE PROTECTION

a. A SUFFICIENT NUMBER OF FIRE STATIONS SHOULD BE CONSTRUCTED TO PROVIDE ADEQUATE FIRE PROTECTION FOR ALL AREAS IN THE CITY.
In areas where special fire hazards may exist, sufficient fire fighting capabilities should be provided. For example, these hazards may include high density residential, commercial, and industrial developments. In addition, fire protection must be adequate in both new and older areas.

b. FIRE PROTECTION FACILITIES TOO CLOSE TO EACH OTHER SHOULD BE RELOCATED TO PROVIDE MORE EFFICIENT SERVICES.
As the city changes in size, and as the activities within the city change, so does the need for fire protection service. Due to these changing conditions, it is necessary to periodically evaluate the location and service areas for each fire station. If it is found that existing fire stations are located too close to provide efficient service, then the stations should be relocated.

c. NEW FIRE STATIONS SHOULD BE CONSTRUCTED IN NEWLY DEVELOPED AREAS.
As the city grows, new fire stations will be needed. To select new sites, a systematic method should be used to fairly evaluate existing fire stations and the need for additional fire stations.

d. SUFFICIENT WATER PRESSURE FOR FIRE PROTECTION SHOULD BE CAREFULLY CONSIDERED IN EXISTING AND DEVELOPING AREAS.
A critical factor in providing fire protection is the availability of water at sufficient pressure to operate fire fighting equipment. Consequently, care shall be taken to ensure that adequate pressure is available and consistent with other similarly situated areas within the community.

e. BUILDING CODES SHOULD BE REVIEWED PERIODICALLY TO INCLUDE THE LATEST FIRE PREVENTION DEVICES.
Periodic review of the building codes is necessary to keep them updated with respect to the latest, cost effective fire protection devices.
POLICE PROTECTION

f. EXTEND POLICE PROTECTION TO NEWLY ANNEXED AREAS.
   Equal police protection should be extended to all newly annexed areas as required by state law. A level of service that is consistent with other similarly situated areas in the community should be provided.

g. OBSOLETE POLICE STATIONS AND SUPPORT FACILITIES SHOULD BE RENOVATED OR REPLACED TO PROVIDE ADEQUATE SERVICES.
   Properly operating equipment and adequate facilities are critical to the operation of the police department. The police department responds to life and death situations each day and, therefore, obsolete or improperly operating equipment can place the lives of policemen in danger as well as prevent the protection of citizens that are in emergency situations.

h. EVERY EFFORT MUST BE MADE TO INCREASE PUBLIC UNDERSTANDING OF CRIME TRENDS IN CORPUS CHRISTI AND TO ENCOURAGE CITIZEN INVOLVEMENT IN CRIME PREVENTION.
   The City should encourage the local media to provide programs on crimes and crime prevention. Likewise, the City should encourage the development of private programs such as "Crime Stoppers" and "Neighborhood Watch" whose aim is to prevent or stop crimes.

POLICIES - HEALTH SERVICE
The City and County jointly operate the City-County Department of Public Health. The Personal Health Services Division provides prenatal care, well child assessment and guidance, dental care, immunizations, communicable disease control, adult health screening, and chronic disease control. The Environmental Health, Air Control, and Laboratory Divisions are concerned with ensuring safe food, air, and water. In addition, animal control, vector control, and occupational health services are provided by the Health Department.

a. HEALTH CARE FACILITIES SHOULD BE CONSTRUCTED IN AREAS WHERE THEY ARE IN DEMAND.
   The City should analyze the need for preventive and corrective health services and focus on areas with high rates of disease and death. Based on the analysis, the City should consider the need for additional clinics and provide them where the need exists.

b. A COMPREHENSIVE HEALTH CARE PLAN SHOULD BE PREPARED.
   A comprehensive health care plan should be prepared in cooperation with the hospital district, the medical society, public schools, regional and state agencies, and all interested citizens.

POLICIES - SOCIAL SERVICES
The City of Corpus Christi operates various social service agencies. Some of these services include: Senior Community Services, health clinics, elderly and handicapped transportation, and other public health services. In addition, the City also supports other agencies, outside its jurisdiction through participation on boards or commissions.
a. SOCIAL SERVICE FACILITIES SHOULD BE PROVIDED IN A SYSTEMATIC MANNER THAT ENSURES SERVICES ARE PROVIDED WHERE THEY ARE MOST NEEDED.

In order to systematically provide these services, standards should be developed which are based on population size and the socio-economic characteristics of the population.

b. SOME SOCIAL SERVICE FACILITIES SHOULD MEET THE NEEDS OF SPECIFIC POPULATIONS.

The quality and physically setting of all social services should be periodically reviewed and, improved, if necessary, to meet the needs of the elderly, disabled, and other special population groups.

POLICIES - LIBRARY FACILITIES

The Corpus Christi Public Library System consists of the main library and four branches: The main library houses a core collection of materials: special collections, including local history and genealogy; serves as the primary reference and information resource; provides technical services for all outlets; houses administrative offices; is a regional interlibrary loan referral center; and is headquarters for the South Texas Library System, a grant funded cooperative system covering 26 counties in South Texas. The four branch libraries include the Greenwood, Parkdale, Northwest, and the Flour Bluff branches. Each of these branches provide collections and services which reflect the specific needs and interest of the neighborhoods in which they are located.

"The mission of the Corpus Christi Public Libraries is to provide equal access to library materials and services to all of the community. The library is sensitive to the diverse needs, cultural backgrounds, and educational levels of the community in developing library goals. The library affords opportunities for continuing personal development and enhancement of the quality of life. The library selects, acquires, and organizes materials and assists individuals in using these resources."

"Corpus Christi Public Libraries, as a major resource center, provides support services to area libraries through the South Texas Library System. The library develops programs and services and works cooperatively with other libraries, agencies and organizations to bring people and resources together." (Mission Statement, adopted by the Advisory Board of Corpus Christi Public Libraries, February 14, 1985.)

a. DEVELOP AND IMPLEMENT A MASTER PLAN FOR THE PUBLIC LIBRARY SYSTEM.

The library should establish a master plan which should address community needs relating to services, facilities and collections. The plan should coordinate the development of new facilities with existing ones. Standards for library improvements should be based on population growth and density patterns. As the city grows, the library system should grow proportionately to remain competitive with other library systems throughout the country. Implementation of the plan could be financed through future bond issues, grants, and private donations.

b. DEVELOPMENT AND SUPPORT A QUALITY CORE COLLECTION.

The collection of books, journals, etc. should keep pace with
population growth in order to adequately serve the community. In addition to adequate size, the library collection must be expanded periodically to remain current and serve the informational needs of the community. Finally, the City should strive to maintain the library as a major resource center by meeting all applicable state and federal requirements.

c. A MODERN TECHNOLOGICAL SYSTEM SHOULD BE MAINTAINED TO OPERATE THE LIBRARY SYSTEM.
The library system, with its voluminous material and high circulation, should maintain a computerized system with automated circulation control, cataloging, and acquisitions.

POLICIES - CULTURAL FACILITIES
Corpus Christi has numerous cultural facilities that are beneficial to the city, county, and region. Some of these facilities include the Corpus Christi Museum, Art Museum of South Texas, Museum of Oriental Culture, Harbor Playhouse, Arts Community Center, Heritage Park, Coliseum, and Bayfront Plaza Convention Center.

a. DEVELOP AND IMPLEMENT A CULTURAL DEVELOPMENT PLAN.
Development and implementation of a cultural development plan will provide guidelines for cultural/art facilities and programs. Public/private arts partnerships should be encouraged. The Corpus Christi Municipal Arts Commission should work closely with the City Council and community organizations that will be affected to bring about development and implementation of the plan.

b. CONTRIBUTIONS TO SUPPORT ART FACILITIES SHOULD BE ENCOURAGED.
Many of the cultural-public facilities in the city include large buildings that require continuous maintenance and repair. To defray these expenses, the City should encourage voluntary contributions and offer its assistance in planning creative financing solutions for cultural-public facilities needing maintenance and repair.

c. EFFECTIVELY UTILIZE THE PERCENT FOR ART ORDINANCE AND PUBLIC ART PROGRAM.
The Public Art Program should be included in the comprehensive and area development planning processes. The Municipal Arts Commission has been designated by City Council to monitor the percent for art ordinance. Creative use of this ordinance and program should be encouraged, thus emphasizing the important role aesthetic concerns play in community development.

d. DESIGNATED PUBLIC AREAS SHOULD BE PROVIDED FOR THE PERFORMANCE, INVOLVEMENT, AND EXPOSITION OF ART.
The City should designate special public areas for the exposition of art forms. Providing display areas can help local artists, benefit tourists, and the community.

e. PRESERVATION AND REUSE OF CULTURALLY AND HISTORICALLY SIGNIFICANT BUILDINGS, AREAS AND SITES IN CORPUS CHRISTI SHOULD BE ENCOURAGED.
Proper identification of culturally and historically significant buildings is the first step in recognizing the historical identity
of the city. Although some structures have been identified, some others may still need to be considered. Once identified, these structures should be preserved. The City shall evaluate its building, zoning, and other applicable codes to ensure that they are supportive of this effort.

POLICIES - PUBLIC SCHOOLS
There are six school districts within the city limits of Corpus Christi. They include: Calallen, Corpus Christi, Flour Bluff, New London, Tuloso-Midway, and West Oso.

a. A CONTINUOUS DIALOGUE SHOULD EXIST BETWEEN THE CITY AND THE SCHOOL DISTRICTS.
The City and the school districts should coordinate activities to plan for the construction and location of new schools. For example, schools should be planned so that elementary and junior high schools or middle schools will be constructed at central locations; insulated from high-speed arterials; and designed with walkways that will direct students home safely. High schools should be located on arterial streets to maximize accessibility and reduce negative impacts to low density residential areas.

The City and districts should also discuss zoning changes that may affect a school's future. Zoning changes adjacent to schools should encourage and support residential activities.

b. THE EDUCATIONAL AND RECREATIONAL NEEDS OF NEW AREAS SHOULD BE MET THROUGH COORDINATING DEVELOPMENT OF FACILITIES.
The City and the school districts should coordinate development of school and recreational facilities. If carefully located, such facilities can be mutually supportive. The shared use and maintenance of facilities can be cost-effective and lead to an optimal use of land and financial resources. The City and school districts should also coordinate the development of facilities with surrounding neighborhoods. Neighborhood residents can provide insight as to how facilities can be located to minimize negative impacts.

c. SUPPORT DEVELOPMENT OF TECHNICAL SCHOOLS.
Since there is a large pool of semi-skilled and unskilled labor in Corpus Christi and the surrounding area, the City should encourage the development of technical schools that will provide opportunities for improvement of job skills.

d. SUPPORT AND PROTECT COMMUNITY COLLEGES.
Community colleges are not only important to the educational opportunities of all residents, but to the economic prosperity of the city. For these reasons, the city should continue to support these institutions.

e. SUPPORT DEVELOPMENT OF A FOUR-YEAR UNIVERSITY.
The City should do everything in its power to encourage the development of a four-year university. A four-year university will have several major impacts including: 1) enhancement of the city's image as a location where higher education is available; 2) would
provide additional jobs within the community; and 3) retention of a portion of the economic base that might otherwise migrate out to other communities with four-year university programs.

POLICIES - GENERAL UTILITIES
Existing master plans for water, wastewater, and stormwater drainage require that developers construct all service lines to and within a subdivision, with minimal expense to the City. The City will participate only where it is determined that oversized lines are needed to accommodate additional future development. Service lines are only a portion of the facilities needed to provide service for new development. Some of the other facilities that must be provided include trunk lines and treatment plants. In general, these facilities represent significant costs both to the City and to the developer.

a. ESTABLISH A COORDINATED LONG RANGE CAPITAL IMPROVEMENT PLAN TO PROVIDE UTILITIES IN AN ORDERLY PATTERN.
Such a plan will be a positive means of directing and planning for growth. If the plan is well done, implemented properly, and meets the needs of the city's growth, it will direct urban development in a pattern that is cost effective to consumers and the community as a whole.

b. PROMOTE CONTIGUOUS DEVELOPMENT.
Growth should be encouraged in those areas where adjacent services already exist or can be economically provided. In general, a contiguous compact growth pattern should be encouraged because it requires minimal improvements to the existing utility system.

c. DEVELOP AND IMPLEMENT A SYSTEMATIC MAINTENANCE PROGRAM FOR WATER, WASTEWATER, GAS, DRAINAGE, AND STREETS.
A systematic maintenance program for infrastructure should be developed to identify equipment, funding sources, scheduling, and personnel needs. The program will allow the City to determine critical time points for maintenance and repair. Such a system will help to prevent costly emergency repairs and will promote greater efficiency in the delivery of services.

d. PRIVATE UTILITY SYSTEMS SHOULD COMPLY WITH CITY SPECIFICATIONS TO FACILITATE CONNECTION TO THE CITY'S SYSTEM.
The City should require all private utility companies, inside the five-mile extraterritorial boundary (ETJ), to comply with the City's utility specifications so that these outlying developments will be prepared for annexation. This will help prevent installation of utility systems that are below City standards and which require costly modifications in the long run.

e. INDEPENDENT WATER AND WASTEWATER UTILITY DISTRICTS SHOULD BE DISCOURAGED.
The Texas Water Commission recognizes the benefits of a single regional water collection and treatment system. The development of new independent utility districts should be discouraged in areas where City utilities will be available in the future.
f. AS NEW DEVELOPMENT, REDEVELOPMENT, OR REPLACEMENT OCCURS, UTILITY LINES SHALL BE PLACED UNDERGROUND WHERE FEASIBLE. Utility lines for subdivisions, including lines that traverse future parks, should be placed underground to decrease accident-potential. Due to the potential for hurricane damage aboveground utility lines can pose a significant safety problem. In addition, underground utility lines improve the visual aesthetics of the area.

g. DEVELOP A PLAN TO PROVIDE SUFFICIENT UTILITY SERVICES FOR RESIDENTIAL DEVELOPMENT IN THE CENTRAL CITY AREA. The existing utility system in the central city area should be evaluated and, if necessary, improved in order to accommodate high-density residential growth.

POLICIES - WATER SYSTEM
All of the city's water supply comes from the Nueces River watershed and its tributaries. The water is impounded by Wesley Seale Dam which is located 35 miles northwest from the City's treatment plants. Choke Canyon Dam was completed in 1982 to supplement water from Wesley Seale Dam. The Choke Canyon Dam provides an additional water source sufficient to satisfy the Coastal Bend's water needs.

The City provides water to the South Texas Water Authority. The authority, in turn, provides water to Kingsville, Bishop, Driscoll, Banquete, and Agua Dulce. Beeville receives water from Lake Corpus Christi through the Beeville Water Supply District. Other purchasers include the Alice Water Authority, the City of Mathis, and the San Patricio Municipal Water District. The Nueces County Water Control and Improvement District #4 also purchases treated water for resale to municipal and industrial customers in Nueces, San Patricio and Aransas Counties, including Mustang Island.

a. ENCOURAGE DEVELOPMENT OF WATER CONSERVATION PROGRAMS. Encourage the prudent use of water by encouraging water conservation measures such as xeriscape landscaping with drought resistant plants; promote educational programs that encourage water conservation; and water savings devices for inclusion within the building code. Other measures to promote water conservation may include the utilization of technological innovations in the treatment of wastewater to expand water supplies for industrial and agricultural users. In addition, an emergency water rationing plan should be maintained in the event that a drought should occur.

b. A PLENTIFUL SUPPLY OF WATER FOR FIRE PROTECTION SHOULD BE AN INTEGRAL PART OF PLANNING. Planning for water should be based on the capacity of the water system to deliver minimum flows necessary for fire protection and maximum flows necessary for daily consumption.

c. CONTINUE HIGHER RATES FOR WATER SERVICES OUTSIDE THE CITY LIMITS. Water rates for services outside the city limits should remain higher to reflect the higher costs of providing the services. Higher costs should discourage non-contiguous growth and development beyond areas where utility services are available.
d. PROVIDE REASONABLE WATER RATES TO INDIVIDUAL CONSUMERS AND BUSINESSES.
The City should endeavor to maintain a reasonable balance between the need to conserve water through higher rates and the need to provide water at reasonable rates to residential consumers and businesses.

e. PLAN AND DEVELOP STRATEGIES FOR SECURING ADDITIONAL WATER SOURCES.
Provision of an adequate water supply is critical for continued economic growth of the urban area. As a fundamental need and a limited resource, the City should continue efforts to plan for the future in this critical area. Planning now is necessary because of the significant costs associated with development of water supplies, the long building time (usually calculated in years), and the many state and federal regulations that must be met.

f. CONTINUE TO IMPROVE THE QUALITY OF WATER FOR AREA RESIDENTS.
The water quality of the city should always be high. Consequently, the City should continuously monitor its water supply and eliminate impurities that may diminish its potability.

POLICIES - WASTEWATER SYSTEM
The purpose of the wastewater collection system is to efficiently transport wastewater from all areas of the city to wastewater treatment facilities. A critical factor associated with urban growth is the provision of this essential service. Even though such services in and of themselves will not create or force growth to occur, they can definitely limit growth to areas that can be served. In addition, the provision of these services in a manner that does not pollute air and water resources is vitally important.

The wastewater treatment system consists of an extensive network of collection mains, individual service lines, pump stations and treatment plants. The service lines feed into the larger mains and these, in turn, transport wastewater into one of the City's seven wastewater treatment plants. Where possible, these lines, mains and plants are situated so that wastewater can flow by gravity. However, where topography makes gravity flow impossible, force main systems are used to pump wastewater to the treatment plants.

The City has adopted a master plan for wastewater management throughout the city. The plan is amended from time to time to accommodate the needs of impacted areas.

a. THE WASTEWATER SYSTEM SHOULD BE MAINTAINED IN AN ADEQUATE STATE OF REPAIR AND IMPROVED, WHERE FEASIBLE, THROUGH TECHNOLOGICAL INNOVATIONS.
A wastewater system is an important element necessary to accommodate urban life. As it deteriorates over time, the entire system from collection to discharge should be repaired and maintained through a phased program of replacement. Such a program will allow older commercial and residential areas to maintain services, deter blight, and remain competitive relative to new growth areas.
b. PRIVATELY OWNED SEWAGE DISPOSAL SYSTEMS AND SEPTIC TANKS SHOULD BE DISCOURAGED.
There are many areas in Nueces County that are unsuitable or moderately suitable for privately owned sewage disposable systems. Septic tanks and "package" treatment plants or other new technological improvements should therefore be prohibited in areas where they may be harmful, or potentially harmful, to the local environment and where they might depreciate the existing investment in the City's system. In addition, septic tanks and "package" treatment plants should be discouraged in areas that are reasonably accessible to City sewers and discouraged where non-contiguous urban development would occur.

c. LEVY HIGHER WASTEWATER-SERVICE FEES OUTSIDE THE CITY LIMITS THAN INSIDE THE CITY LIMITS.
Although developers do participate in the installation of sewer lines, most of the costs for the City's sewer system (pump stations, treatment plants) are borne by the city's taxpayers. For this reason, higher fees are definitely justified where the City chooses to allow installation of services beyond the city limits. Such extensions should only be allowed where it is in the city's interest to install them.

d. PLAN FOR A WASTEWATER SYSTEM THAT WILL HANDLE GROWTH AREAS WITHOUT EXCEEDING THE DESIGN CAPACITY OF EXISTING PLANTS.
The City should plan for a wastewater system that will adequately meet the future needs (when fully developed) of developing areas. Of particular concern are the additional flows from new developments that may exceed the design capacity of existing plants.

The existing ordinances whereby the developer pays for the cost of extending wastewater facilities should be continued. In addition, a wastewater master plan, for the entire extra-territorial jurisdiction (ETJ), should be developed.

POLICIES - STORMWATER SYSTEM
The purpose of the stormwater drainage system is to carry stormwater away from development and to natural drainage outfalls. Both underground and aboveground storm drainage systems are found within the community. Underground systems consisting of curbs, gutters, inlets, and underground conduits are found primarily in developed areas. In areas where full development has not occurred or is incomplete, surface drainage systems are used. Surface drainage systems include swales for the transport of stormwater.

Prior to development, much of the stormwater is absorbed into the ground. As development occurs, increased amounts of runoff usually occur from parking lots, sidewalks, roads, and rooftops. The City responds by constructing surface and sub-surface systems as the need arises.

The City has adopted a master plan for development of storm drainage systems throughout the city. The master plan should be amended to accommodate the future needs of the entire extra-territorial jurisdiction.
a. **THE STORMWATER SYSTEM SHOULD BE IMPROVED AND MAINTAINED IN AN ADEQUATE STATE OF REPAIR.**

A stormwater system is an important element necessary to accommodate urban life. As it deteriorates over time, the entire system should be repaired and maintained through a phased program. Such a program will allow older commercial and residential areas to maintain services, deter blight, and remain competitive relative to new growth areas.

b. **PROVIDE FLOOD PLAIN MANAGEMENT TO REDUCE EROSION, PEAK FLOWS, AND POOR WATER QUALITY.**

Where flooding, erosion, and water pollution are related directly to development, adequate regulations are needed to mitigate or entirely prevent an increase of these types of problems.

c. **REGULATIONS THAT PROTECT DRAINAGEWAYS SHOULD BE ENFORCED.**

Creek environments and floodplains should be left in their natural state. Special regulations to protect these areas should be developed. Overlay zoning for critical natural areas or a special permit process for these areas are two methods that should be considered. These regulations must be developed in such a way that they do not unfairly limit private development. However, consideration must be given to the health and safety of future residents and the need to protect areas of natural beauty from man-made developments. (See Figure 9)

d. **THE OBLIGATIONS FOR STORMWATER MANAGEMENT SHOULD BE SHARED BY INDIVIDUAL PROPERTY OWNERS AND THE WHOLE COMMUNITY.**

The obligations for collection, storage, and treatment of stormwater should be shared by individual property owners and the community. At the same time, the optimal design for stormwater collection and storage should strike a balance between capital costs, operation and maintenance costs, public convenience, risk of significant water-related damage, environmental protection and enhancement, and other community objectives.

e. **IMPLEMENT TRADITIONAL AND NON-TRADITIONAL METHODS FOR MANAGEMENT OF STORMWATER DRAINAGE.**

A critical concern within already developed areas is the drainage/flood potential of additional drainage from new developments. Some traditional methods have and will continue to be effective solutions to drainage problems. However, as the technology for assessing the impacts of new development have become more sophisticated, some cities have found non-traditional solutions to increased amounts of runoff. One of these non-traditional solutions includes the development of "on-site" retention and detention facilities. Another potential solution is special financing for drainage improvements. The City should study these new methods and implement those that will help alleviate stormwater drainage problems in areas where it is cost effective.
Water pollution can have a devastating effect on both the aquatic environment and activities located downstream. Care must be taken to protect these sensitive areas.

f. ENCOURAGE THE DEVELOPMENT OF GREENBELTS IN COMBINATION WITH DRAINAGE FACILITIES.

Greenbelts can provide a connective function between residential areas and parks, schools, shopping centers, and other areas of activity. Greenbelts established adjacent to creeks can provide a unique location for walkways, bikeways, and jogging trails away from automobile traffic.

Greenbelts designed in combination with drainage ditches should be encouraged. Typical drainage ditches contain too narrow a right-of-way and have too steep a slope for this combined use. However, dedication of street right-of-way and parkland might be combined to allow sufficient space for good greenbelt designs. Such facilities, although not appropriate in all locations, can be extremely effective for linking some parks, residential areas, and schools, shopping centers, etc.

POLICIES - NATURAL GAS SYSTEM

The City's Gas Distribution System is the only natural gas supplier for the City of Corpus Christi and it serves customers from Farm Road 624 approximately 3 miles west of Calallen, to both Mustang, and Padre Islands.
To attract new customers, a study indicated that more aggressive selling techniques were needed, similar to those used by private utility companies. As a result, the Gas Division established a rebate program for builders and homeowners who install or convert to natural gas appliances.

a. **EXPAND THE NATURAL GAS SYSTEM TO ALL CITY AREAS.**
   As new residential areas develop, large diameter gas mains must be extended. New distribution points will be needed in all areas of the city. In addition, a new transmission main will eventually be constructed from Flour Bluff to Padre Island, but the main will not be necessary as long as the distribution point on Padre Island is maintained.

b. **INNOVATIVE AND AGGRESSIVE MARKETING TECHNIQUES SHOULD BE CONTINUED BY THE CITY TO INCREASE GAS SALES.**
   The City should continue to encourage the sale and maintenance of the natural gas distribution system through aggressive marketing techniques. Radio and television advertising shall continue to be used to appeal to the public that natural gas is the most efficient energy available for residential and business uses.

**POLICIES - FINANCING**

Funds for capital improvements come from a number of federal, state, and local sources. General obligation bonds and/or revenue bonds are the primary source for local monies. In the past, most of the general fund was used to operate the city government while a small portion was used to finance capital improvements. But as the portion became smaller, obligation bonds became the most important source for capital improvement projects.

a. **CORPUS CHRISTI SHOULD MAXIMIZE ITS FINANCIAL RESOURCES.**
   New alternatives should be found to pay the City's operating costs. One method is to develop a tax base that will keep pace with inflationary costs. The tax base should be improved and expanded by encouraging new economic development.

b. **UTILIZE TRADITIONAL AND NON-TRADITIONAL FINANCING MECHANISMS FOR PUBLIC IMPROVEMENTS.**
   Traditional methods of financing public improvements like the use of general obligation and revenue bonds should continue to be an important source of public funds. However, the City should continuously search for innovative funding techniques. Wherever these non-traditional techniques are used, care must be taken to ensure that they are implemented fairly to meet the public health, safety, and welfare. Some of these techniques include user fees for the use of public facilities. The impact fee is another technique that may be considered for addressing problems related to commercial, industrial, and large multi-family developments. Yet another non-traditional financing technique is tax increment financing. This method should be considered as it can be an effective way to finance public improvements and rehabilitate deteriorating areas. Federal, state, private foundation grants, and individual contributions should not be overlooked as a means to finance improvements. All of these methods should be considered wherever it is considered feasible and desirable for their use.
c. DEVELOP A CAPITAL IMPROVEMENT PROGRAM THAT INCLUDES MANY FINANCIAL SOURCES.
Since requests for capital improvements continually exceed funding capabilities, the City should prepare a long-range capital improvement program that takes into account all federal, state, regional, and local funding for public services and facilities. General revenue sharing, Housing and Community Development funds, and other sources can also supplement standard municipal funds that come from sales, ad valorem taxes, utility revenues, and user fees.
ENVIRONMENT

OBJECTIVES
1. Maintain a harmonious relationship between people and the environment.
2. Maintain a safe and healthy living environment.
3. Preserve or mitigate damage to environmentally sensitive areas according to federal, state, and local regulations.
4. Preserve, where practical, historically significant areas.
5. Coordinate man-made improvements with the natural environment.
6. Conserve water and energy.
7. Recycle water, mineral, and energy resources when feasible.

BACKGROUND
The term environment is a complex concept that cannot be defined in simple terms. Yet, we do not need to know all of its ramifications to understand its basic meaning. It is knowledge of our immediate surroundings such as the land upon which we build our homes, the source of our potable water, the beauty of Corpus Christi and Nueces Bays and the Gulf of Mexico, the quality of air we breathe, and the visual quality of our physical environment.

In Corpus Christi, the community consumes large quantities of water and energy and, in turn, generates solid waste, wastewater, and air pollution. Cars, buses, and trucks generate noise and particulates that pollute the atmosphere. If the community is to combat these hazards and improve the quality of life for all citizens, policies must be implemented that will maintain a clean healthy environment.

This chapter focuses on the environmental quality of Corpus Christi and policies that will improve it. The chapter includes a general section that addresses environmental issues associated with water, air, and noise pollution. Other sections within the chapter include energy conservation, urban design, coastal environment and management of hazardous wastes.

POLICIES - GENERAL
One of the most important goals of this document is to protect the natural amenities of the Corpus Christi area. The natural amenities of the area like the bayfront, the fishing areas, the natural flora and fauna, and the topography of the area all play an important role in making Corpus Christi a desirable place to live. These amenities provide a direct and inherent economic advantage over other communities. For these reasons, it is critical that these natural amenities be protected from pollution and are preserved for the future.

The following policies address air, water and noise pollution. Control of pollution in these areas must continue to be of utmost concern if the natural environment of the community is to be maintained.

a. MAN-MADE DRAINAGE SYSTEMS UPSTREAM FROM THE FRESH WATER INTAKE STATION ON THE NUECES RIVER SHOULD BE DESIGNED TO REDUCE RUNOFF CONTAMINATION INTO THE CITY'S DRINKING WATER.
   The City provides its citizens with potable water from the Nueces
River. It is therefore imperative that the Nueces River stays free of toxic materials so that its water quality remains high.

In order to accomplish this task, standards should be developed which define and quantify the potential problem. Solutions should be developed to specifically address the problem areas that are discovered. The solutions should be implemented through the master drainage plan.

b. THE MAN-MADE DRAINAGE SYSTEMS ON THE BARRIER ISLANDS SHOULD UTILIZE THE NATURAL DRAINAGE PATTERNS OF THE ISLANDS SO THAT THE SYSTEMS WILL NOT INTERFERE WITH THE PROCESSES OF DUNE FORMATION OR PLANT SUCCESSION.

Because Mustang and Padre Islands are fragile ecological systems, they must be protected via conservation measures. This is important in order to maintain the estuarial balance that exists between the Bays and the Gulf and to provide the mainland with its first line of defense against hurricanes. Also, since these ecological systems are dynamic and sensitive to erosion, careful management of stormwater runoff should be required.

Man-made drainage systems should be built so that they do not interfere with the natural drainage of the islands or destroy the ecological processes that lead to dune-formation or plant succession. The latter process, plant succession, leads to a natural vegetative cover that creates and protects dunes from erosion.

c. MINIMIZE THE ODOR AT ALL WASTEWATER TREATMENT FACILITIES AND THE IMPACT OF OUR WASTEWATER EFFLUENT ON OUR CITY'S WATER QUALITY.

Municipal wastewater treatment facilities should incorporate appropriate treatment methods that will minimize the impact of odor on the rest of the community and effluent on area water resources.

d. NEW WASTEWATER TREATMENT AND SOLID WASTE DISPOSAL FACILITIES SHOULD BE LOCATED SO THAT THEY ARE COMPATIBLE WITH ADJACENT LAND USES OR ENVIRONMENTALLY-SENSITIVE AREAS.

Wastewater treatment and solid waste disposal plants are major land use activities that can have negative impacts on adjacent land uses. To reduce land use conflicts, treatment facilities should be located with consideration given to adjacent land uses.

In addition, consideration should be given to locating these facilities so that they will not negatively impact the natural environment. For instance, wastewater plants can sometimes be located so that their discharges will actually benefit the environment. As an example, properly located wastewater plants can help maintain salinity and nutrients for optimal shellfish and sport fish habitants.

e. THE MASTER DRAINAGE PLAN SHOULD CONSIDER THE ULTIMATE DEVELOPMENT OF THE AREA.

The master drainage plan should identify and quantify specific long-term outfall problems within the city and the extra-territorial jurisdiction. Once the problems are clearly identified, alternative means of solving the specific problems
should be evaluated for costs, practicality, and environmental sensitivity.

f. WHEN ECONOMICALLY FEASIBLE, WATER RESOURCES, MINERALS, AND ENERGY AVAILABLE AS BY-PRODUCTS OF WASTEWATER TREATMENT AND SOLID WASTE DISPOSAL SHOULD BE REUSED.

In the wastewater treatment and the solid waste disposal processes, natural resources and energy by-products are available for recovery and reuse. These resources, if captured, could be sold to defray the operating costs of the treatment plants and reduce the demand for more natural resources.

g. ALTERNATIVE METHODS OF RECYCLING WASTEWATER SHOULD BE CONSIDERED.

Alternative methods of recycling wastewater should be considered in order to prevent capacity problems at existing wastewater facilities. Gray water recycling systems, water saving devices, and other techniques may be useful to meet the ever increasing demand placed on treatment plants. However, such systems must not pollute the environment or reduce the effectiveness of the City's existing wastewater system.

h. QUALITY COLLECTION AND DISPOSAL FACILITIES SHOULD BE PROVIDED TO SATISFY THE NEEDS OF A GROWING POPULATION.

As the population of Corpus Christi grows, the need for the disposal of wastewater and solid waste facilities will increase proportionately. Since the location and land acquisition process for these sites may take several years, the City should carefully plan for these sites far in advance of need.

i. TOXIC-WASTE DISPOSABLE FACILITIES IN THE CITY AND THE REGION SHOULD BE OPERATED IN AN ENVIRONMENTALLY-SENSITIVE MANNER.

Toxic materials and their wastes are now a common occurrence in many communities. Therefore, the City should develop methods that will safely and efficiently minimize wastes to protect the environment.

j. TO REDUCE AIR POLLUTION, THE CITY SHOULD ENCOURAGE ALTERNATIVE MODES OF TRAVEL.

The level of pollutants could be reduced by lowering vehicular travel and encouraging more energy efficient alternatives. This task can be accomplished, in part, by expanding and improving the bikeway system, improving public transportation, and encouraging pedestrian access.

k. ADOPT POLICIES TO REDUCE AIRBORNE DUST.

The City should periodically review its street cleaning and paving policies to insure that all city streets are as clean as possible.

l. ENCOURAGE INDUSTRIAL AREAS TO ELIMINATE INDUSTRIAL ODORS.

Noxious odors emanating from industrial areas should be monitored to ensure that all industries abide by local, state, and federal air-quality regulations.
m. **HIGH-VOLUME TRAFFIC SHOULD BE SEPARATED FROM RESIDENTIAL AREAS OR OTHER NOISE-SENSITIVE LAND USES.**

   Residential areas should be planned so that they are buffered from noisy high volume roads. Special attention should also be given to the locational characteristics between high noise activities such as industrial uses, transportation facilities, and noise-sensitive uses such as parks and hospitals.

n. **NOISE BARRIERS SUCH AS LANDSCAPING, FENCES, AND OPEN SPACE SHOULD BE USED TO PROTECT RESIDENTIAL LAND USES.**

   Noise abatement techniques should be reviewed and used to protect residential areas. These techniques include the use of noise barriers such as landscaping, berms, and fencing between residential areas and noisy activities such as loading areas, railroads, commercial or industrial areas, airports, arterials, and freeways.

o. **INDUSTRIES THAT GENERATE HIGH LEVELS OF NOISE SHOULD BE LOCATED FAR FROM RESIDENTIAL AREAS.**

   Noisy industries should be located so that they will not interfere with the peaceful surroundings of residential areas. In addition, industries with similar noise characteristics should be located, if possible, adjacent to each other so that they will be confined to certain areas.

p. **LAND USES ADJACENT TO AIRPORTS SHOULD BE COMPATIBLE WITH THE ACTIVITIES OF ALL AIRPORTS.**

   Areas adjacent to airports should be zoned so that activities adjacent to these uses will not be adversely affected by noise or accident potential associated with the operation of the airport. Uses that are incompatible with airport operation should be prohibited in and around present and future airport facilities in order to ensure the viability of all airports and protect the public health, safety, and welfare.

**POLICIES - ENERGY CONSERVATION**

   A significant portion of the nation's energy supply comes from non-renewable resources: petroleum, natural gas, coal, and uranium. The City should encourage the conservation of these non-renewable resources and encourage the use of renewable resources like solar and wind energy. Corpus Christi could reap economic benefits from policies that encourage the effective use of these non-polluting renewable energy sources.

a. **ENERGY-SAVING MODES OF TRANSPORTATION SHOULD BE ENCOURAGED.**

   The City could play a leading role in the conservation of energy by encouraging new alternatives to the automobile. For instance, the City should take steps to encourage bicycle usage, carpooling, and mass transit.

b. **PROMOTE ENERGY EFFICIENT LAND USE PATTERNS AND TRANSPORTATION DESIGNS.**

   The City should plan new developments or activities in a manner that helps conserve the use of non-renewable resources. This means that city planning should be done according to policies that will produce an integrated landscape in which land use activities will
be located at optimal sites with respect to one another. This approach will develop a transportation network that minimizes travel efforts between shopping, business centers, and the home.

POLICIES - URBAN DESIGN

Most sections of a city-wide plan focus primarily on the location and intensity of various land use types, but attention should also be focused on the visual aspects of the natural and man-made environment. There are numerous aspects of urban design, and many of them are discussed in various sections pertaining to specific types of urban use and development. The following policies, however, refer to some important aspects of visual relief that are generally not discussed elsewhere.

a. MAINTAIN AND EXPAND THE CITY'S SYSTEM OF PARKWAYS AND BOULEVARDS.

Parkways and boulevards serve functions more important than just the moving of traffic. They enhance an urban environment in ways that promote civic pride, buffer transportation noise and movement, and make residential areas more desirable. For these reasons, the City should encourage additional parkways and boulevards.

b. SUPPORT THE RENOVATION AND PRESERVATION OF HISTORIC AND ARCHITECTURALLY SIGNIFICANT STRUCTURES AND DISTRICTS.

The preservation of historic and architecturally-unique homes is a means whereby the city's heritage is preserved. Preservation is not just limited to the restoration and renovation of individual structures. The concept includes not only the restoration of structures to almost identical original condition, but it also includes the adaptive reuse of structures to productive contemporary uses and the strategies necessary for renovation of entire neighborhoods. Preservation serves a key economic function: older buildings are being recognized as attractive alternatives to new construction. Through the use of preservation projects, the city can recognize important accomplishments of the past and utilize them to enhance the quality of the present urban environment.

c. PRESERVE BAY AND CREEK ACCESS/VIEWS THAT PROVIDE UNIQUE AND INTERESTING VISUAL RELIEF.

Corpus Christi Bay, Cayo del Oso Bay, Nueces Bay, Laguna Madre, Oso Creek, and the ship channel are precious resources and elements that are unique to the city. Public access and views of these belong to the public domain, and they must be preserved. To achieve this goal access points at proper locations should be obtained through acquisition, dedication, or donation. To insure that future residents and visitors also have public access and view to these resources, specific design and height limitations of buildings adjacent to these natural resources should be required. Bay view corridors through private property may also be necessary.

Moreover, strategies to preserve bay views and public access points should also be planned as the city continues to develop its bayfront-bayshore areas.
d. FOR AESTHETIC PURPOSES AND TRAFFIC SAFETY THE CITY SHOULD VIGOROUSLY SUPPORT SIGN AND BILLBOARD CONTROLS.
The use, location, and visual character of signs and billboards play an important role in the city's image. Efforts should therefore be made to support, strengthen, and enforce sign and billboard controls.

Sign regulations should be reviewed to: 1) insure that similar uses receive similar regulations; 2) determine whether the advertising needs of local businesses, with similar characteristics, are met; 3) ensure that sign regulations do not promote clutter, confusion, and traffic hazards; and 4) that the City's sign regulations promote the public health, safety, and welfare of the city.

e. IMPROVE THE APPEARANCE AND PRIDE OF THE CITY BY ACTIVELY PURSUING CODE ENFORCEMENT, NEIGHBORHOOD IMPROVEMENT, AND BEAUTIFICATION PROGRAMS.
An active community-wide ordinance and code enforcement program should be implemented. Such a program will strengthen the City's commitment to maintaining and improving the citizenry's quality of life and will enhance tourism development by improving the visual impact experienced by visitors to our community.

f. ENCOURAGE LANDSCAPING, OPEN SPACE, AND ART AROUND PUBLIC FACILITIES.
Where appropriate, the City should require landscaping and open space around public facilities so that they blend with their immediate surroundings and are more attractive to the public. Public art can also be used to beautify and add visual interest to public buildings.

POLICIES - BARRIER ISLAND DEVELOPMENT
Mustang-Padre Islands form the longest barrier island chain in the United States. The island chain extends 113 miles along the Gulf of Mexico and ranges in width from a few hundred yards to 3 miles. The islands are separated from the mainland by the Laguna Madre, a shallow body of water with a maximum width of 10 miles.

The island chain, which is composed mostly of sand dunes, was formed by wave action. As an essential element of the island's existence and ecology, the sand dunes serve as a first line of defense against hurricanes and beach erosion. Without sand dunes, the sandy beaches and island chain would quickly erode. Consequently, proper maintenance of the fragile barrier island environment requires special management techniques.

Improved access to the islands has induced urban development along the seashore. The development now consists of hotels, motels, private homes, and condominiums along the shoreline. Development should be sensitive to the island ecology, so as not to upset the ecological balance that now exists between wildlife and vegetation. However, if the problems that accompany urban development in this environmentally sensitive area are recognized, before development, there are ways that can be found to protect the islands' delicate ecosystems.
a. **PRESERVE PUBLIC ACCESS TO GULF BEACHES.**
Public access roads located at convenient points should be con-structed, and those in existence should be maintained to disperse people throughout the islands and to insure that all public beaches remain accessible to the public. The roads should also be designed so that they protect the integrity of the islands and prohibit off-road traffic through the dunes.

b. **PROMOTE THE USAGE OF THE BARRIER ISLANDS IN WAYS THAT ENHANCE THEIR ATTRACTIVENESS AND UNIQUENESS.**
Future land use developments should be regulated so that they enhance these natural sanctuaries for present and future generations.

c. **DEVELOPMENT SHALL BE REGULATED TO PRESERVE THE INTEGRITY AND DYNAMICS OF THE ISLAND, ESPECIALLY, THE SAND DUNE SYSTEM.**
Island development shall preserve the integrity and dynamics of the island's ecology. The dunes should be protected so that when development occurs, it takes place behind the sand dunes. In this manner, the dunes will remain undisturbed; and they will protect the islands from severe erosion that frequently accompany hurri-canes.

**POLICIES - HAZARDOUS AREAS**
The management of hazardous areas is, for the most part, the responsi-bility of the City. To do this, Corpus Christi must use its authority to make decisions that establish specific building-code requirements, including safety setbacks, and specific construction regulations for areas that are particularly dangerous to the health and safety of residents.

a. **ESTABLISH SPECIFIC GUIDELINES FOR LAND USE DEVELOPMENT IN THE SAXET OIL FIELD.**
The Saxet Oil and Gas Field is an old but still productive field. During its early history tremendous quantities of oil and gas were extracted. It is now believed, by some researchers, that oil extraction was probably responsible for the creation of a fault line that bisects the field in a north-south direction and was responsible for releasing natural gas into the topsoil. Presently, the oil field has many "blow-outs" or ponds where natural gas bubbles through standing water.

Subsidence and flooding in the area are two major problems. The reason for subsidence is unclear, but researchers agree that it is probably related to the oil extraction and fault. Flooding is directly related to subsidence and to the flat topography of the area.

In order to address problems associated with development of the Saxet oil field area, the City should formulate or modernize building-code requirements specially designed for this area. Specifically, construction regulations should require foundation designs that will take into account the fault line, subsidence, flooding, and the gas seepage that occurs throughout the area.
b. ADOPT GUIDELINES FOR CONSTRUCTION OF BUILDINGS IN FLOOD-PRONE AREAS.  
Because the terrain of Corpus Christi is flat, it is subject to sheet flooding during normal rainfall and to tidal inundation and storm surge during severe storms. A clear policy, based on the Federal Emergency Management Agency (FEMA) regulations which delineate permissible development and construction activity in impacted areas, is necessary to protect the health, safety, and welfare of all residents.

c. ADOPT SPECIFIC GUIDELINES THAT REGULATE DEVELOPMENT IN AREAS NEAR PIPELINE CORRIDORS AND IN AREAS OF INDUSTRIAL USE.  
Corpus Christi has strong ties to the production, transmission, and refining of oil and gas. To promote these activities and to protect them from commercial and residential intrusion, a series of guidelines should be formulated that will consider the type of developments that should occur in adjacent areas.

d. ESTABLISH SPECIFIC REGULATIONS THAT FOCUS ON DEVELOPMENT AND CONSTRUCTION ACTIVITY THAT OCCURS IN DANGEROUS AREAS AROUND AIRPORTS.  
Development adjacent to airports must be considered both in terms of the risk due to aircraft accidents and the impediment development might pose to low flying aircraft. Consequently, high-risk and high-noise areas should be defined for all military and civilian airports in the city; and specific guidelines should be formulated to avoid incompatible land use development in these areas.

e. WORK CLOSELY WITH ALL FEDERAL AND STATE AGENCIES TO INSURE THAT ALL HAZARDOUS WASTES ARE ELIMINATED PROPERLY.  
To assure public health and safety the City shall work closely with federal and state agencies to safely dispose of hazardous wastes. By-products of nuclear reactors should not be stored within the city limits or the extra-territorial jurisdiction. Chemical wastes should be eliminated carefully by the proper authorities and in a manner that will not contaminate the water supply or adversely affect the health and safety of area residents. Finally, special routes should be used to transport hazardous wastes. The routes should be limited for this purpose only, and they should be located far from commercial-residential neighborhoods in order to protect the welfare of all residents.

POLICIES - NATURAL HAZARDS
Hurricanes are a common occurrence along the Texas Gulf Coast, and the City of Corpus Christi is occasionally affected by them. The most eminent danger comes from high winds, precipitation, and tidal surge.

High winds have the potential to unroof buildings, shatter windows, uproot trees, and propel light objects. Wind damage occurs when sudden changes in barometric pressure produce wind gusts of magnified intensity. Precipitation that occurs along the path of a hurricane results in extensive fresh-water flooding, the extent of which depends on the nature of each storm. Since large volumes of precipitation are received in relatively short periods, flooding occurs within a short time span. Tidal surge generated by hurricane activity results in extensive salt-
water flooding along the barrier islands, bays, estuaries, and mainland. A major problem associated with tidal surge is water carried debris. The combined effect of high winds, precipitation, and tidal surge associated with hurricanes can have a devastating effect on the shoreline.

a. MODERNIZE, STRENGTHEN AS NECESSARY, AND ENFORCE CITY CODES TO MAKE STRUCTURES HURRICANE RESISTANT.
Buildings should be constructed so that they will be hurricane resistant. This can be accomplished by modernizing, strengthening as necessary, and enforcing building codes.

b. MOBILE HOMES SHOULD BE ATTACHED TO PERMANENT FOUNDATIONS OR TIED DOWN SECURELY TO RESIST HURRICANE-FORCE WIND.
Mobile homes should be tied securely to a foundation in accordance with all federal, state, and local requirements. Building inspectors should inspect all mobile homes to make sure that their owners comply with this regulation.

c. PERMANENT AND PORTABLE SIGNS SHOULD BE REINFORCED TO RESIST HURRICANE DAMAGE.
Sign regulations should require signage to be securely anchored in order to resist hurricane force winds. Unanchored or poorly anchored signs have the potential to damage property and cause injury during hurricane force winds.

d. EVACUATE PEOPLE FROM THE ISLANDS AND LOW-LYING COASTAL AREAS IN CASE OF A HURRICANE EMERGENCY.
In times of emergency, the City, in conjunction with other governmental agencies, should be prepared to assist with the evacuation of people from the islands and low-lying coastal areas. This should be done according to an emergency plan. This document, moreover, should be expanded and revised as new growth occurs on the islands and other low-lying areas.

e. STORM-MADE PASSES OR NATURAL PASSES AND STORM SURGE ZONES SHOULD BE CLEARED OF OBSTRUCTIONS OR DREDGED AND LEFT UNDEVELOPED TO ALLOW THE TIDAL SURGE TO RECEDE TO THE SEA.
During a hurricane, the tidal surge along the coastline recedes to the sea through storm-made or natural passes. If these passages are blocked, the velocity of the water currents directed at the leeward side of the islands will increase and cause greater erosion. For these reasons, development should be prohibited where it might block or partially block the natural or storm-made passes; and all natural passes should be cleared of obstructions or dredged, if necessary, to lessen the erosional impact of a tidal surge.
PLAN IMPLEMENTATION
PLAN IMPLEMENTATION

OBJECTIVES

1. Use these city-wide Policy Statements as guiding principles for new and existing service and area development plans.
2. Include public participation as a vital element of all plan development and plan implementation processes.
3. Design and adopt service and area development plans consistent with the Comprehensive Policy Statements.
4. Maintain these Policy Statements as up-to-date as possible through a periodic review and amendment process.
5. Review and revise zoning, platting, and other land development codes to assure consistency with and implementation of the comprehensive plan.

BACKGROUND

The purpose of the entire comprehensive planning process is to develop a good planning framework so that elected officials, appointed officials, and other community leaders can work together toward similar goals and objectives. The next step in this process is to design what has been called "area development plans" and the public service plans. These plans will become a very important means of implementing the general city-wide Policy Statements. The area development plans will help identify future land uses and needs for new streets, parks, waterlines, sewer lines and other public facilities, while the master service plans will address the more technical engineering aspects of service delivery. In essence, these plans will translate the broad city-wide policies into a physical map of future community development.

Once completed, the area development and the service master plans will be used as a guideline for zone change and subdivision development decisions. As these plans are developed and adopted by the City Council, they will provide a legal foundation on which the City Council and the Planning Commission can require street dedication, zone land, and make other land development decisions. In addition, these plans will provide an opportunity for each and every citizen to be heard and provide input.

The plan implementation process is a critical and a difficult stage of the planning process. As implementation begins, there will be revisions or changes to the "plan." Because planning is a continuous process and change is inevitable, the adopted land use plans should never be regarded as "unchangeable." For instance, revisions of a particular plan may be justified when an area is exhibiting one or several of the following indicators: frequent zone changes and variances, increasing traffic, changing circulation patterns, structural blight and population change. However, any changes to a plan should be based on the public health, safety, and welfare of the community. If the "public good" is the basis for making plan changes, then the area development plans will be a strong and beneficial element of the city's physical development process.
POLICIES - GENERAL

a. ADOPT AREA DEVELOPMENT PLANS AS A GUIDE FOR FUTURE DEVELOPMENT OF THE COMMUNITY AND EXTRA-TERRITORIAL AREAS.
The purpose of the area development plans is to provide a comprehensive land use plan for future development. Such plans are to provide a basis from which City Staff can make recommendations concerning zoning, location of streets, parks, and other public/private facilities.

b. THE PLANNING PROCESS FOR AREA DEVELOPMENT PLANS SHALL INCLUDE AS MUCH CITIZEN INPUT AS POSSIBLE.
The dominate theme throughout the area development planning process shall be the provision for and encouragement of citizen input. Input from as many citizens and organizations as possible will be beneficial as it will help prevent "ivory tower" planning, i.e., the development of plans that are out of touch with reality and have little or no chance of implementation. Wide community input will help citizens establish greater identity with their neighborhoods and allow greater involvement in the decision making process. The end product of a process that encourages citizen input will be a workable plan and citizens with a deeper commitment to the community.

In order to allow enough time for citizen input, the area development plan process shall include notification of neighborhood organizations, public notices published in the local newspaper, and in some cases, postponement of zone changes and platting decisions in lieu of completion of the area plan. However, any action by the Planning Commission or City Council to postpone development decisions must not be used as a method to indefinitely prevent development. A recommended guideline for postponements should be 6 months.

c. MODIFICATION OR AMENDMENT TO THE POLICY STATEMENTS SHALL BE CONDUCTED THROUGH THE PLANNING COMMISSION WITH FINAL APPROVAL BY THE CITY COUNCIL.
In order to maintain a useful and workable policy document, it will be necessary to periodically review and update the policies. A standardized process should be established which places responsibility for coordinating the updates with the Planning Department. Any proposed changes to the policies shall be reviewed by the Planning Commission prior to final consideration by the City Council. In addition, the Planning Commission may request the City Council to appoint a temporary or permanent board or commission to work with the Planning Commission on any changes to these policies.

d. PROTECT INVESTMENT IN NEIGHBORHOODS THROUGH APPROPRIATE ZONING THAT IS COMPATIBLE WITH EXISTING NEIGHBORHOODS.
The City shall utilize the zoning ordinance, the building code, and other City ordinances to support residential neighborhoods. Enforcement of these laws shall be undertaken by a strong pro-active code enforcement program.
e. THE CUMULATIVE NATURE OF THE ZONING ORDINANCE SHOULD BE REDUCED TO BETTER INDICATE THE EXPECTED LAND USE AND DENSITY FROM THE ZONING CATEGORY AFFIXED TO A GIVEN PARCEL OF LAND.

The City shall require separate development of low density residential development and intensive commercial/industrial activities. Such activities when placed together, tend to create land use conflicts or nuisance problems. To avoid these problems, the City will gradually move away from the existing cumulative nature of the zoning ordinance to one which is more exclusive of incompatible land use activities. However, special mixed use zones shall be encouraged to permit development that is planned as a unit with appropriate site design for compatible mixing of land uses.

f. THE CITY SHALL TAKE A LEADING ROLE ON THE VARIOUS ISSUES ADDRESSED WITHIN THE COMPREHENSIVE POLICY STATEMENTS.

The City Council, through its own actions and the recommendations of the Planning Commission and other appointed boards or commissions, shall take an aggressive role in implementing the various policy statements within this document. Other governmental agencies, not under the direct supervision of the City Council, shall also be key leaders in the implementation of this plan. The City Council should make all efforts to coordinate activities with them, seek their advice, and encourage their support. Furthermore, to accomplish these goals, objectives, and policies, City leaders shall encourage active participation by all interested citizens and civic organizations.
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The Purpose of Area Development Plans

As a component of the comprehensive plan, area development plans will give major consideration to land use issues, but will also address allocation of services, facilities, and other area-specific issues. Their purpose is to provide decisionmakers with a guide to manage future development. Over the next 2 to 3 years Staff will apply this planning process (flow chart) to each study area as displayed on pages A-7 and A-8. Development of plans for these areas will help assure the most appropriate development of land, streets, water, drainage systems, parks, recreational facilities, housing and other public services and facilities; and conserve, develop, and protect natural resources.

These area development plans should be particularly useful to the City Council, Planning Commission, and general public as they will address specific land development issues consistent with the City policy statements. These plans will also be used as a basis for recommendations concerning right-of-way and parkland dedication.

Perhaps the most beneficial aspect of these plans is that there will be considerable public input during their development. These plans will provide citizens an opportunity to actively contribute and participate in the planning of their community. Encouragement of this citizen input will provide decisionmakers and City Staff with a better understanding of community needs and citizens with a deeper commitment to their community.

Plan Format

The area development plan format shall contain but not be limited to the following:
a. An introductory section describing the purpose of the study shall include the relationship of the development plan study area to the policy statements and existing public service plans.

b. A discussion of existing conditions will contain information pertaining to topography, drainage/floodways, floodplains, soils, housing, population, transportation, community facilities, land use, and zoning.

c. An analysis of problems with the area relating to new development and/or the need for redevelopment.

d. A recommendation section shall be included within each development plan. This section shall include a plan map, development guidelines for the area, and discussion of implementation strategies.

Proposed Area Development Planning Process

Considering the purpose of the development plans, a planning process should be established that will provide a consistent framework for development of these plans. An established planning process will help both the Planning Commission and the City Staff move efficiently toward development of the area development plans. However, the planning process for each of the areas will still need to be somewhat flexible as some areas will have unique conditions or issues that will require slight modifications to the "adopted" planning process. For instance, in undeveloped areas greater input may be needed from other departmental staff concerning future infrastructural needs, while in developed areas more emphasis may be placed on input from neighborhood groups. Each of these conditions may warrant changes to the planning process.

Having expressed these concerns, Staff recommends a flexible planning process designed to address the needs of undeveloped and developed areas.
The need to have a flexible planning process is important as some areas, especially those that contain large populations, may require more informal meetings with Staff and more public hearings than areas that are less developed. With this in mind, the following is a proposed planning process that will serve as a guideline for each of the area development plans.

1. Planning Staff submits a recommendation to the Planning Commission that an area be studied. If the Commission concurs, Staff will proceed to the next step in the study process.

2. The Staff develops an existing condition report and identifies some initial issues or concerns and problem areas. As the existing condition report is developed, the Planning Department will meet with other departmental staff as necessary. Depending on the study area, some preliminary future land uses may also be suggested.

3. The date, time, and place for a neighborhood meeting is identified. Meeting notice is published in the newspaper, neighborhood organizations are notified and property owner notices (optional ... depending on budget constraints) are mailed out.

4. The first neighborhood meeting is conducted by Staff or the Planning Commission. The purpose of the meeting is to:
   a. Let the neighborhood know a study is being initiated.
   b. Explain the planning process/purpose and existing conditions.
   c. Emphasize that the process should be a joint effort between the City Staff, Planning Commission, neighborhood residents, and land developers so that the entire community can move forward into the 21st century as a unified group in the development of our City.
   d. Land developers and residents are invited to comment on concerns they have with regard to the area.
5. The Staff drafts study issues and alternative land use plans. Staff will use the comprehensive policy statements, City service plans, other City standards and input received from the first neighborhood meeting to establish alternative land use plans. These plans will include, but not be limited to the following:
   a. Recommendations for future land use.
   b. Recommendations for development guidelines. Rather than suggesting additional goals, objectives or policies for area development plans, these plans will recommend "development guidelines".
   c. Additional goals, objectives, policies or other amendments may be suggested for inclusion within the policy statements.

6. Staff will present the draft study issues, alternative land use plans and proposed development guidelines to the Commission. The meeting will result in:
   a. Additional comments from the Planning Commission resulting in refinement of the alternatives and proposed development guidelines.
   b. Commission action to either recommend a single alternative or a set of alternative land use plans for consideration by other City Staff.

7. The Planning Staff coordinates input from other City Staff.
   a. The Planning Department develops a Staff report based on comments from the other City Staff.
   b. The Planning Commission considers the Staff report, and, if necessary, the Commission refines the alternative land use plans.
c. The Commission sets a date, time, and location for a public hearing. Staff makes all necessary arrangements and notifies citizens similar to the first neighborhood meeting.

8. The Planning Commission conducts a public hearing to obtain input from citizens concerning the alternative land use plans. Some of the important elements regarding this meeting are listed below:
   a. The Chairman of the Planning Commission makes some introductory remarks about the planning process and purpose of the meeting.
   b. Planning Staff presents the alternative land use plans and the Staff report.
   c. Interested citizens submit additional comments.
   d. The Planning Commission either recommends approval of the plan, recommends approval with modification or does not recommend approval of the plan and sends it back to Staff for further refinement.

9. Once the Planning Commission recommends the plan for adoption, it is forwarded to the City Council. Prior to a Council public hearing to consider the plan, the Planning Commission and City Council conduct a workshop to discuss the plan.

The City Council conducts a public hearing concerning the proposed plan as follows:
   a. The Chairman of the Planning Commission will present the Planning Commission recommendation and Staff will assist with explanation of the recommended area development plan. Following the presentation, Commission members and interested citizens will be invited to comment.
b. The City Council will either adopt the plan; adopt the plan with modifications; or send the plan back to the Planning Commission for additional study and refinements.
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<th>MASTER SERVICE PLANS</th>
<th>DATE</th>
<th>ORD./RESOL.</th>
<th>ADOPTION BY CITY COUNCIL</th>
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### APPENDIX B

AREA DEVELOPMENT, OTHER PLANNING STUDIES, & MASTER SERVICE PLANS

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<th>AREA DEVELOPMENT &amp; OTHER PLANNING STUDIES</th>
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