



# City of Corpus Christi Northwest Boulevard (FM 624) Corridor Plan

## Appendix

Submitted October 2020



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# APPENDIX

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## Engagement Summary and Documentation Assessment of Opportunities



## Public Meetings

### Public Meeting #1 Summary

Uploaded June 25, 2020

May 28, 2020 | 6:00 PM - 7:30 PM CT

Held via Zoom Webinar video conference

<https://us02web.zoom.us/j/88697436750>

### Panelists:

Brianna Frey, Asakura Robinson

Matt Rufo, Asakura Robinson

Zakcq Lockrem, Asakura Robinson

Dan McGinn, City of Corpus Christi

### Agenda:

1. Introductions (6-6:05 PM)
4. Project Overview and Initial Findings (6:05-6:25 PM)
5. Q&A Part 1 (6:25-6:35 PM)
6. Visioning (6:35-6:55 PM)
7. Q&A Part 2 (6:55-7:30 PM)
5. Adjourn (7:30 PM)

### Summary:

The purpose of the meeting was to share an overview of the Northwest Boulevard (FM 624) Corridor Plan with the community, the current status of the project, and the expected activities in the next phases of the project. Brianna Frey introduced Dan McGinn, who provided an overview of the project purpose, and introduced Councilmember Everett Roy and City Manager Peter Zanoni, who each delivered opening remarks. Matt Rufo followed up with a presentation of findings from the needs assessment of the project study area, regarding population changes, businesses, land use, open space/community assets, congestion/safety, and transportation. The first round of questions and answers regarded these findings. Matt Rufo then presented examples of design treatments for elements of the built environment (e.g., landscaping, streetscape, etc.), opportunities to provide input on the website, and the prospective phase II outcomes of the project. The second round of questions and answers took place until the meeting adjourned.

**NOTE: 38 attendees at this point in the webinar.**

### Q&A Part 1

- Question: The right-hand turn signal at I-69/Northwest Blvd. is often ignored. Many drivers don't know it's there. Is there a plan to either improve the system in place or educate drivers about the light?

- Dan responded that the intersection is controlled by the Texas Department of Transportation (TxDOT) and that the project planning team is in contact with them to let them know of this issue.
- Question: What is the current speed limit and should it be reduced?
  - Matt responded that it is as high as 50 mph for at least a portion of the area, and that high a speed is not common in areas with retail or schools. Matt also noted that this will be examined in the next phase of the project.
  - Zakcq shared that the roadway is a TxDOT facility, so the City cannot unilaterally decide to make changes to the speed limit. However, he noted that the project team is coordinating with TxDOT and that safety design enhancements are being prioritized for the project.
  - A participant commented that the speed limit heading to Corpus Christi is 60, 50, 45, and 35 mph.
- Question: Are relief routes such as County Road (CR 52) being studied to help with congestion?
  - Matt shared that CR 52 is relevant to this project and although responding to CR 52 needs is technically outside the scope of the project, the project team can recommend an extension of east-west thoroughfares.
  - Dan added that CR 52 was expanded through a City-County effort; the long-range goal is for CR 52 to go farther the west, but the specifics are not set at this time. He noted that there are options for how to extend it to the west.
- Question: Why not have an alternative route for heavy commercial truck traffic along County Road 52?
  - Matt responded that a truck route would be a long-range project that could develop, but CR 52 is built as far west as possible right now. This is also not seen as a short-term goal right now.
- Question: Are there plans to install sidewalks on both sides of Northwest Blvd. through the proposed study area?
  - A panelist responded "not yet." An expansion of Northwest Blvd. from County Road 69 to County Road 73 is being discussed, but where/when to construct sidewalks is not yet under discussion and will be evaluated during this planning effort. The next public meeting will feature design alternatives that include sidewalks.
- Question: Will the ditches that run parallel to Northwest Blvd. be removed?
  - A panelist responded that costs for traditional underground stormwater design are being discussed.
- Question: Will additional signalized lights for safety be considered?
  - A panelist responded that TxDOT, a member of the project advisory committee, is in charge of determining where/when traffic signals are installed, however, the team will work closely with TxDOT in the next phase of this project to address concerns/challenges about making left/right turns especially.

## Q&A Part 2

### NOTE: 56 attendees by this point in the webinar.

- Question: The panelist noted three questions about landscaping and maintenance along the corridor (i.e., landscaping maintenance failure). What funds will be used to maintain the landscaping?
  - Zakcq responded with two main points. First, he noted the priority to focus on opportunities to do great low-maintenance, landscaping (e.g., native planting, plant material) that align with stakeholder's/City's/TxDOT's ability to maintain. Second, he noted that there are several funding sources in Texas that fund and maintain these types of landscaping. The project team plans to work on developing more information on funding opportunities to present to the community.
- Question: a panelist noted questions regarding the development of the area south of the Northwest Boulevard in the form of infrastructure and sewage drains, for instance. When/if/how will infrastructure south of Northwest Blvd. be extended?
  - Dan shared that this would not be seen specifically in this process. The City Utilities Department is looking into updating the wastewater master plan. The Utility Dept. has also reached out to the other entities that oversee water and drainage in the Calallen area. He reaffirmed that drainage is a major problem in development and that Northwest Blvd. divides two drainage basins. The drainage system in place right now cannot handle additional volume, but discussions are happening.
- Question: How much land is being discussed to yield and expand the right of way from 4 to 6 lanes? There aren't that many cyclists in the area; is there better use of land?
  - Matt shared that the right of way appears to be in place already to accommodate the lane expansion. Dan said that drainage ditches are using a lot of space right now, so re-designs would include stormwater lines underground to not take up more space.
  - Zakcq responded to the bicyclist portion of the question by acknowledging that there currently are not many bicyclists in the area, which makes sense because there is not a lot of safe bicycling infrastructure in the area but noted a neighborhood trail system that is heavily used. He offered that streetscape infrastructure opportunities would allow for both bicyclists and pedestrians (i.e., serving a variety of needs for low-cost).
- Question: Sightlines and landscape/medians can make for dangerous conditions. Also, a concern of people being in the medians.
  - Zakcq shared that both will be considered when crafting street designs.
- Question: Will turning lanes be added?
  - Matt responded that the project planning team is working with TxDOT to understand fixes to include in this plan, including short-term and longer-term solutions for access and traveling east/west. He also explained that the level of traffic congestion there is the result of decades of planning and engineering decisions.
- Question: Have we considered adding a pedestrian bridge over FM 624?
  - Matt shared that this has not yet been discussed because it is a long-term and expensive solution. He shared that the team will look at the areas where pedestrian safety is most needed and noted pedestrian crosswalks as a much more short-term solution.
- Question: Are we considering the access to Northwest Boulevard from I-37 southbound?
  - A panelist reaffirmed that it is a dangerous intersection and that TxDOT is working on improving this already.
- Question: Have you considered the funnel traffic effect when streets converge from three to two lanes?
  - A panelist responded that building more lanes builds capacity and also more traffic. Traffic volumes are much lower right now because of the pandemic and may take years for traffic to get back to those levels. Six lanes can handle a significantly larger amount of traffic than now.
- Question: What else can we do to advertise the next meeting to allow more community residents?
  - Matt shared that the team is building a contacts database and welcomes suggestions on how to advertise to communities. He noted that press releases, social media, and the website are currently being used and that word of mouth has been useful.
  - Zakcq also requested that attendees share information about community groups that the project team could reach out to.
  - A participant suggested contacting St. Thomas the Apostle Catholic Church and River Hills Baptist Church to place announcements in their bulletins.
- Question: A lot of business plans are in flux with the recent economic issues. How will the planning team take into account updates to business plans that may come up over the next several months. For example, some business development plans, such as new stores, may disappear.
  - Zakcq shared that roadways are a means of travel but also impact businesses and jobs. He shared that he understands how vital it is to access jobs and businesses and that the planning team has seen that there is a lot of money being spent outside the community, on groceries for instance. The team hopes

that demand could be filled by businesses within the Northwest Blvd. area, but that the planning team does not have information about that at this time. In terms of COVID-19, he noted that the planning team does not have an answer for that now. He shared that they are looking to see how COVID-19 is affecting communities nationally. He also encouraged the public to share feedback with the planning team through the project's Visioning Survey.

- Question: Has Calallen Independent School District (ISD) stated any concerns on how this plan will impact the schools within the study area?
  - Matt shared that the Calallen ISD superintendent is participating in this project. He shared that they have discussed the transportation needs of a new elementary school. Increased traffic volume resulting from the new school will impact the enhancements needed in the area. He noted the project team will continue engaging with the school district to discuss this.
- Question: How will this plan consider residential development?
  - Zakcq shared that the visioning survey asks some housing-related questions. He encouraged people to answer these questions as the next public meeting will discuss housing possibilities, land use mix, and evolution of the corridor.
- Question: Will eliminating ditches and burying cables underground improve connectivity and development?
  - A panelist shared underground utilities will be suggested as part of the improvements to Northwest Blvd. The panelist understood the ditches are not desirable and that undergrounding and improving natural drainage of areas was a smart way to address this. The panelist noted that it's an idea to consider for cost estimates.

### **Additional Notes**

- Matt invited attendees who did not have a chance to ask or have their questions answered to submit their questions or comments over email.

### **Unanswered Questions**

The meeting adjourned before panelists had the opportunity to answer all questions. Unanswered questions are below with responses provided through this document.

#### **How far out is the jurisdictional boundary of the zoning area going west on FM 624?**

The City can only control zoning/land use within its City limits. North of Northwest Boulevard (FM 624), East Riverview Drive is the western boundary. South of Northwest Boulevard, the boundary is parallel to and approximately 1,800 feet west of County Road 73.

#### **Have any of the developers personally been to our area?**

Due to travel restrictions related to COVID-19, the planning consultant team has not yet visited the study area in person but will do so in subsequent project phases when determined safe. The planning consultant team does not include private land developers.

#### **What is the total timeline for the construction?**

TxDOT estimates that construction will begin on Northwest Boulevard from Country Road 73 to Wildcat Drive in five to ten years. However, this estimate is subject to change based on future funding availability and prioritization of regional projects.

#### **When will Calallen get an H-E-B grocery store?**

The City does not know the timing related to the opening of any new H-E-B stores.

## Additional Comments

The following is a summary of meeting participants' comments that were typed in the webinar chat tool.

Question
<b>Landscaping/Medians Comments</b>
Landscaping needs to be Texas Natives...
The past landscaping presented danger, blocking the view of oncoming traffic for vehicles turning left. Will the effect of landscaping on such safety issues be seriously considered?
I'm concerned about the safety issue with people begging in the narrow median at Five Points on the west side of I-69. Will wider medians encourage more people gathering there? I feel bad for them, but this is dangerous!
Will the City or TxDOT actually keep up with the upkeep before we spend money on landscaping? Leopard St. median from Callicoatte is always overgrown and when contractors are behind it becomes a safety issue. Streetlights and trees get hit and are never replaced.
Landscaping failed the first time and became an eyesore. Where will funds come from to continue the upkeep.
<b>Sidewalks/Walking/Biking Comments</b>
With regards to the bike lanes, our area is not one that has many cyclists. Is there not a better use of that space or those funds?
Loving the idea of lanes for cyclist. Really looking forward to seeing it happen.
More people would cycle if it was safe. After the death last year, people are very cautious.
If no sidewalks, maybe a safe trail to get to new elementary school, high school and stores by means of walking/biking. This could reduce some traffic.
Due to health concerns in Nueces County, it would be good to have opportunities for people to have access to walking, running, cycling, etc.....
<b>Traffic Congestion/Safety Comments</b>
Pulling into Hobby Lobby is a disaster when coming from the east side of I-69. Will there be plans to improve traffic flow?
In terms of access, crossing Northwest Boulevard to pull into Hobby Lobby is a disaster.
Have you considered the "funnel effect" traffic from CR 69 to Interstate 69 if you go from 4-6 lanes from CR 73 to CR 69? It's already a mess during busy hours.
If you increase NW Blvd to six lanes is that going to make the bottle neck at I-69 and NW Blvd worse and if so how will you solve that issue?
I would suggest extending the westbound barrier [median] past the first shopping center entrance. People routinely try to turn into that first entrance crossing traffic coming off I69.
NW Blvd/I-69 is a bottleneck for traffic.
Please add to long your term plans to extend CR 52 as a relief route for FM624.
Are there plans to place signal lights along FM 1889 to allow residents in the subdivisions along FM 1889 to be able to get onto 1889 during peak traffic times? Currently it can be difficult to get onto FM 1889.

<b>Drainage &amp; Infrastructure Comments</b>
We must get infrastructure on the southside of 624. HEB want more housing and home builders need infrastructure. Example - I built the Stoneridge Center. We had to build a private lift station for sewage. Also, we had a tough time meeting the fire code requirement since our fire hydrants on the south side of FM 624 don't meet the 1,500 gallons per minute requirement.
Drainage has been an issue on the south side of FM 624. We own a business there and we have not been successful with TXDOT regarding addressing this issue for years. Will your Master Plan address this issue besides obtaining sidewalks?
<b>Miscellaneous Comments</b>
We need to revisit the plan to add more traffic lanes. We need to use the \$18 million to put in alternative facilities--sidewalks, bike lanes, etc.
Are there plans to have a meeting to discuss the future plans for housing development?
What is the total timeline for the construction?
When is our area going to get its own HEB? The Annville location is very congested and far away. Wal-Mart is low quality food. I have to drive to Robstown for groceries and it's inconvenient. All of us in the neighborhood app have been talking about this for a long time.
We need much more community participation then the current viewers this evening.
Other than Mike Pusley promoting this meeting there were no other announcements that I am aware of to the public.

## Public Meeting #2 Summary (Web)

July 30, 2020 | 5:30 PM - 7:00 PM CT

Held via Zoom Webinar video conference

<https://corridorscc.com/6206/widgets/19187/documents/13061>

### Presenters:

Brianna Frey, Asakura Robinson

Matt Rufo, Asakura Robinson

Zakcq Lockrem, Asakura Robinson

Hugo Colon, Asakura Robinson

Annika Gunning Yankee, City of Corpus Christi

Dan McGinn, City of Corpus Christi

### Agenda:

1. Welcome & Introductions (5:30-5:40 PM)
4. Project Overview (5:40-5:45 PM)
5. Engagement Findings 1 (5:45-6:00 PM)
6. Draft Vision Statement & Goals (6:00-6:15 PM)
7. Draft Land Use & Transportation Alternatives (6:15-6:55 PM)
5. Review of Next Steps and Adjourn (6:55-7:00 PM)

### Summary:

The purpose of the meeting was to share key proposed elements of the Northwest Boulevard (FM 624) Corridor Plan with the community for their review and comment. Brianna Frey introduced Dan McGinn, Director of Planning, and Annika Gunning Yankee, Senior City Planner, who welcomed attendees and explained the project purpose and recognized Councilmember Everett Roy in attendance. Matt Rufo followed with a presentation of a project overview, findings from the first phase of public engagement, and draft proposed vision statement and supportive goals. Presenters then took a few moments to respond to several questions. Mr. Rufo, Zakcq Lockrem, and Hugo Colon then presented a series of draft transportation, land use, streetscape and landscape concepts, or alternatives. Following this presentation, presenters responded to additional audience questions.

### Q&A Part 1

- Question: City Manager Peter Zononi had a clarifying question on the goal: "Businesses can receive support to recover from the loss of income" He specifically asked if it was from COVID support funds or in general.
  - Zakcq responded that that is referring to COVID incentives. He shared the when concept plans are reviewed later in the presentation, it will offer more details on what that means.
  - Peter followed-up in concern that the language is very general and implies the government is going to have subsidies no matter what or when; there are limited resources. He states that they probably do not have any more funds and that they used about \$1-1.5 million already. He's not sure if the goal is appropriate.

- Question: City Manager Peter Zononi asked if the trails/vegetation pictures used in the presentation were in Corpus Christi and the project area specifically.
  - Matt answered that the image was in Corpus Christi but was not in the project area. He said they are examples near the area.
  - Zononi responded that he would not depend on pictures provided on the tourism website, and he suggested finding pictures of a particular site in Hazel Bazemore Park.
- Question: City Manager Peter Zononi asked for clarification if the goal "Prosperous, with a strong local economy anchored by small businesses" referred to which location specifically.
  - Zakcq clarified it refers to the entire Northwest Boulevard study area.
  - Zononi suggested that the planning team should make sure that the local residents want the area to be anchored by small businesses or would prefer larger businesses anchoring the area.
  - Matt clarified that residents did say they wanted small businesses as a priority from the community survey. He did mention the desire for an HEB as one large business, but many people shared a desire to preserve small businesses.
- Question: City Manager Peter Zononi asked how many people are on the call.
  - Matt answered that 25 people were on the call, excluding the panelists.
- Question: a chat question asked if the planning team was disappointed that only four percent of respondents were identified as small businesses.
  - Matt answered yes, that the team would of course want to see more participation from small businesses. He shared, however, that members of the Northwest Business Association have been included in an Advisory Committee for the project and that they'll continue finding ways how to increase engagement for small businesses in the community when they concepts come up for adoption.
- Question: is there additional housing included in the plan? What type of housing?
  - Matt answered that the city does not plan to create its own housing, but will create conditions for the private market to develop housing since the City's role is to zone land appropriately to permit housing where needed. He said that later in the presentation they would go over the expected housing demand in the next couple of years from population growth.
  - Dan acknowledged there are some infrastructure challenges in the area. The city is working with a developer just east of the corridor and just east of the NW Boulevard area in response to the Steel Dynamics project because they know it's going to have a major impact in Calallen. The city anticipates housing will increase and is doing what they can to help developers for only single-family housing now.

### Q&A Part 2

- Question: there were questions on eliminating turn lanes and how that applies to customers accessing businesses, including people already expressing concern because customers turning left are already getting backed up turning on the boulevard.
  - Matt answered the medians now are trying to cover several purposes, such as balance flow through the corridor for thru-traffic access, but medians limit access. A lot can be achieved by working with the interaction to make it easier to turn left or right, make a

U-turn, etc. He suggested roundabouts go a long way in helping with that and that there is potential to reduce the number and length of medians if you're making intersections easier to navigate. He reminded participants that this is a TxDOT roadway and that the city does not have the authority to do it, but reassured that if the Plan reflects consistent resident support, it can go a long way with making a case for changes.

- Question: there were questions about pedestrian crossways, specifically crossing to the Walmart and Hobby Lobby plaza. How do we encourage pedestrians to cross at traffic lights and not jaywalking?
  - Matt answered that pedestrians are going to follow their most convenient route. He shared that the school inquired about a pedestrian overpass. He said good pedestrian infrastructure is necessary to preserve the safety with their convenience; he emphasized enhancing the signalized interactions, curb extensions, high-profile crosswalks, high visibility crosswalks, pedestrian countdown signals as pieces of infrastructure the team is proposing at the signalized intersections. He said it can be tricky for the long stretches of roadway between signals; there isn't a commonly approved way to cross six-lane roadways without putting something like a HAWK signal that only turns red when someone needs to cross the street. He said that he wasn't sure there were many applications for that across a six-lane roadway in an urban area.
  - Zakcq added that another challenge here is that there many cases of someone trying to cross the street from one destination to another must typically walk another half-mile to get to a signalized crosswalk, so he suggested that by human nature that if someone is just trying to get directly across to reach their destination, they will naturally take that route, even if it's dangerous. The school and community college were examples of this. Zakcq shared that the school is shuttling people between those two spaces. He said that we need to think of human-understanding solutions for travel from one location to another.
- Question: An attendee asked Matt to clarify that there will be turning opportunities in the corridor to turn left.
  - Matt shared that there will not be extending medians to block left-turn lanes. They haven't heard public opinion expressing a desire for that, so it is not on the table. There are places where medians exist and they will stay that way. The design concepts showing medians are those cases.
  - Hugo added that the median will not go along the whole way because left turns are needed for businesses, residential areas, etc. He said another reason why medians are important is that in those areas where there are crossing, it can act as a refuge for those crossing. Given that this is a six-lane road, the refuge is vital, but this needs more study with TxDOT.
- Question: Can we add an RTA bus stop next to the Walmart?

- Matt answered that whether or not that can be done is something the team can relay to the RTA. RTA is currently considering a change to the routing for the area, so instead of going down Leopard Street, circling Five Points, and heading down Route 77 southward toward Robstown, the route would instead move westward and take a left onto 1889, traveling south in that direction; then the reverse direction back up 1889 to the right to Northwest Boulevard. This case presents the need for new bus stop installations and sidewalk infrastructure to serve them. They are still studying this, but the plan would improve pedestrian facilities, ADA-accessible, and provide safe crossings through the roadway. He wasn't sure where the suggestion was for the new bus stop or what the challenges were with it, but the comments will be relayed.
- Question: if you expand the number of traffic lanes throughout the boulevard, what kind of funnel traffic effect will it create at the current mess we already have at the intersection 69/624?
  - Matt answered when we talk about the expansion of four lanes to six lanes, it's going to attract more traffic, which naturally happens when you provide more capacity. It simply attracts more cars. If you're looking to decrease traffic on 624 or slow the increase, expanding does not help. That is a consideration if you're weighing in on the land scenarios. The uniform land scenario is one where six lanes make more sense because preserving land uses to be less intense; it goes a long way to prevent six-lane expansion.
- Question: What will be done to the intersection that County Road 69 and Northwest Boulevard that is already backed up and will get worse when the new school opens?
  - Matt answered is that the northern part of 69 will be widened to accommodate that traffic. He brought up roundabouts as potential to support this. The intention would be traffic calming and continuation while providing safety for pedestrians.
  - Zakcq added that the congestion is happening during pick-up and drop-off. Schools across the country and Texas have created plans to smooth that flow, such as airport cell-phone weighting lots, one-way flows, and more. The team is examining this with the schools.
- Question: there are concerns about maintenance for trees and landscaping for medians.
  - Hugo answered there are ways around this considering planting intensity and strategies for special areas to maintain just those areas. This would need further study. He suggested more intensity can be just for prime locations, such as near schools, so it doesn't have to be along the whole corridor. In terms of watering, they would focus on low-water, native plants. Some plants may not need irrigation or only at the beginning.
  - Zakcq added there are nongovernmental ways to adopt a highway or median that can be evaluated.
- Question: the panelist said alternate routing was asked about, specifically if the team was considering this or if TxDOT was interested in expanding them or find cross-town routes

(e.g., County Roads 52 or 73). The concerns were rather than expanding the Northwest Boulevard, is TxDOT considering looking at other routes?

- Matt answered that 52 is a popular route. He asked Dan if there is no plan to extend 52 westwards. Dan said correct, there is no plan for that. The county did expand 69 to 1889 recently to provide relief from the highway; there is no plan to go further west.
- Question: since most of the growth is west coming down 624, there is fear that the beautification recommendations will not address growth outside the project boundary.
  - Matt answered this is true. He said the city cannot control what is outside its jurisdiction but can work with them about ideas they generally support based on changing conditions, such as new industrial plants. The hope is that this is a plan that guides future land use and transportation decision-making; a tool rather than concrete law. The plan can be amended as conditions evolve. This plan is intending to capture the overall sentiment the team has received.

### **Additional Notes**

- Matt and Annika invited attendees who did not have a chance to ask or have their questions answered to submit their questions or comments over email.

### **Adjourn**

## **Advisory Committee Meetings**

### **Advisory Committee Meeting Summary**

April 9, 2020 | 1:00 PM

*Held via GoToMeeting video conference*

#### **Attendees:**

Arturo Almendarez  
Annika Gunning Yankee  
Avery Oltmans  
Daniel McGinn  
Sarah Munoz  
Yasmene McDaniel  
Angela Rhoden  
Mark Porterfield  
Craig Casper  
Jack Taylor  
Mike Pusley  
Paul Thurman  
Juan Pimentel  
Gordon Robinson  
Judy Telge  
Charles Benavides  
Thomas Tiffin  
Brianna Frey  
Matt Rufo  
Meghan Skornia  
Zakcq Lockrem

Calallen ISD  
City of Corpus Christi, Planning  
City of Corpus Christi, Planning  
City of Corpus Christi, Planning  
City of Corpus Christi, Public Works  
Corpus Christi Medical Center- Northwest  
Corpus Christi Medical Center- Northwest  
Grace United Methodist Church  
MPO  
Northwest Business Association  
Northwest Business Association  
Nueces County Commissioner Office- Precinct 1  
Nueces County Public Works  
Regional Transportation Authority  
Transportation Advisory Commission  
TxDOT  
Wood River Community Association  
Asakura Robinson (consultant)  
Asakura Robinson (consultant)  
Asakura Robinson (consultant)  
Asakura Robinson (consultant)

#### **Absent:**

Rose Fernandez  
Everett Roy  
Carolyn Vaughn

Calallen Apartments  
City of Corpus Christi Councilmember District 1  
Nueces County Commissioner- Precinct 1

#### **Agenda:**

1. Welcome and Introductions
2. Presentation
3. Group Discussion
4. Next Steps
5. Adjourn

#### **Questions for Group Discussion:**

1. Does your department/organization have any projects or plans in this study area?

2. What do you and your department/organization see as key issues facing the study area?
3. What are the biggest challenges you see for this project?
4. What opportunities for programming and new uses do you see? What community needs could be met?
5. Who are the key stakeholders that should be engaged?
6. What impediments to implementation might we face?

**Notes:**

Welcome and Introductions

Presentation

- Discussion and clarification for the engagement timeline during the COVID crisis.
- Discussion and clarification about the plan's goals, such as the land use component and addressing the existing traffic issues.
- Discussion about upcoming projects along the corridor, including the HEB tract and Country Road 52.

Group Discussion

- Discussion of ongoing projects in the area, including from TxDOT, the MPO, and developers.
  - TxDOT is planning flyover enhancements to alleviate vehicle stacking. This project has started and will add additional lanes through new striping.
  - The MPO and TxDOT are funding a separate feasibility study to examine construction along the Northwest Boulevard corridor, but the State will be billions short in tax revenues. Current expected timeline is 24 months
  - HEB owns a large parcel at Northwest Boulevard and FM1889
  - Calallen Retail Partners also owns adjacent land and plans to build apartments
  - A new elementary school is planned adjacent to the high school. This school will let out at 3pm. 80% to 100% of students will qualify as bus riders.
- Discussion of specific traffic problems, such as certain choke points, peak traffic hours, access management, and dangerous intersections.
  - Attendees expressed concern that any new development will exacerbate existing traffic challenges
  - In general, the Boulevard has high traffic counts - carries about 33,000 vehicles per day, comparable to Staple Street.
  - Country Road 52 was to alleviate traffic counts but has not performed as well as intended
  - Right of way between I-69 and the high school is as wide as possible.
  - Access management
  - I-69 and Northwest Boulevard intersection:
    - Long delays at peak hours, and the problem is worsening. Current delays can be up to 10-15 minutes and worse during school opening and closing times.

- Stacking regularly occurs at the northbound onramp to I-37 in front of Chilis - TxDOT is examining alternatives to mitigate this traffic.
  - School drop off and pick up impacting traffic patterns - TxDOT works with schools on internal traffic control plans to slow flow onto Northwest Boulevard, such as through metering.
  - A couple hundred of the 1,200 high school students drive their own cars. Eight buses drop off in the morning and pick up in the afternoon.
- Discussion of study area's challenges, including the lack of available infrastructure for future development, and drainage problems.
  - Continued sprawl of Corpus Christi residents moving outward will continue to increase traffic numbers on Northwest Boulevard
  - Limited utility infrastructure continues to curb potential commercial and residential development in the study area
  - The Boulevard has drainage ditches rather than stormwater drainage system, and stormwater lingers in them for days.
  - The areas south and west of the Boulevard are served by two different water districts.
  - The city's development regulations require new development sites to have detention ponds to prevent frequent and significant flooding
- Study Area Opportunities: Attendees named several amenities and facilities that could improve quality of life for study area residents, including:
  - Pedestrian and bicycle infrastructure that connect homes to schools and open space
  - Increased transit service, particularly for residents of the new Wood River apartments at FM 1889
  - Practice ballfields (baseball) with lighting
  - Neighborhood bicycle/pedestrian connections to Hazel Bazemore Park
- Discussion of stakeholders that need to be involved in the planning process and how to reach existing residents.
  - Attendees offered support to the project team in identifying study area constituents to engage
  - Existing businesses and the Business Association
  - Neighborhoods and the Neighborhood Associations, including Wood River neighborhood

Next Steps

- The project team is conducting a Needs Assessment over the next month and will have a draft for presentation at the next Advisory Committee meeting.
- The project team is also working toward a project public launch and redesigning the engagement plan in light of restrictions against travel and public gathering.

Adjourn

## Advisory Committee Meeting Summary

May 21, 2020 | 10:00 AM CT  
Held via Zoom video conference

### Attendees:

Annika Yankee, City of Corpus Christi  
Avery Oltmans, City of Corpus Christi  
Charles Benavides, Texas Department of Transportation  
Craig Casper, Corpus Christi Metropolitan Planning Organization  
Dan McGinn, City of Corpus Christi  
Gordon Robinson, Regional Transit Authority  
Jack Taylor, Northwest Business Association  
Keren Costanzo, City of Corpus Christi  
Judy Telge, Coastal Bend Center for Independent Living & Transportation Advisory Commission  
Leane Heldenfels, City of Corpus Christi  
Mark Porterfield, Grace United Methodist Church  
Michael Alvarez  
Mike Pusley, Northwest Business Association  
Rob MacDonald, Corpus Christi MPO  
Brianna Frey, Asakura Robinson  
Meghan Skornia, Asakura Robinson  
Abygail Mangar, Asakura Robinson  
Matt Rufo, Asakura Robinson  
Zakcq Lockrem, Asakura Robinson

### Agenda:

1. Introductions
4. Project Schedule
5. Phase I: Findings
6. Phase II: Visioning
7. Phase II: Outcomes
5. Adjourn

### Notes:

#### Introductions

#### Presentation

- Discussion on project schedule status
- Discussion on latest city goals
- Discussion on Phase I findings from the Needs Assessment; Focuses on residents, land use, open space / community assets, congestion and safety. Concluded with discussion on what is missing from Needs Assessment findings.
- Discussion on Phase II visioning; focuses on land use changes from 2016 comprehensive plan, recent TxDOT and CC MPO regional Transportation Improvement Plan investment, development opportunities/ideas (e.g., streetscape, public arts/murals, bicycling infrastructure).

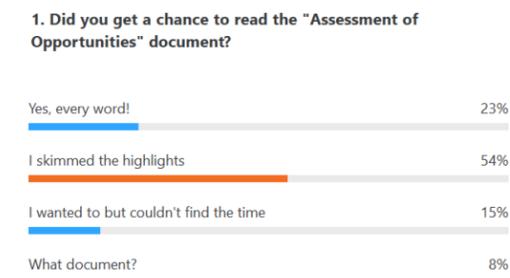
- Discussion on marketing the upcoming engagement
- Summary of Phase II outcomes (i.e., vision statement, supportive goals, development ideas)

#### Project Overview

- Discussion on upcoming meeting and goals:
  - 5/28 is first virtual public meeting. Marketing materials (e.g., flyers) have already been created and will be shared
  - Draft vision statement and goals will be determined following the meeting; draft deliverables will be submitted to committee in July for public comment
  - Judy: concern from the wording that there will be an emphasis on accessibility (i.e., not ADA requirement, but feeling the word “accessibility” must explicitly be in the goals). Multimodal and accessibility must vitally be reflected.
    - Matt shared that there will be engagement questions regarding top 3 words important to project, where such comments as these would be highly relevant
  - Mike P.: public meeting announcements must go out to NW business association so that they have time to participate if interested. NW Chamber of Commerce is suggested.

#### Phase I: Findings

- Discussion on Needs Assessment
  - Poll on who reviewed the reviewed the Needs Assessment.



- Attendees were skeptical of the traffic volume information shared:
  - Mike P. requested clarification on the lack of change in traffic volumes in the last 20 years. Zakcq: traffic volume decreased significantly during the Great Recession. Explained data from Figure 20 of the Needs Assessment that clarified the different types of traffic changes.
- Clarification on zoning map changes:
  - Commercial #3 rezoned to residential? Site #3 is called Martin Plaza. It is zoned commercial. It was recently subdivided into two commercial lots. The subdivision plat application indicates urgent care is proposed at that location.
- Attendees expressed concern on accessibility and public transportation for vulnerable populations:
  - Judy: Pedestrian access will be needed for any added bus stops to the corridor, especially connections to schools and apartments.

- Gordon: Higher priority to increase flex service to grocery stores and other key destinations. Would like to program the capital for ADA compliance because some apartments are not served effectively.
- Annika: Laura R. is a nurse, serving residents of low-income. Route 27 public transit would be especially useful for these underserved groups according to Laura.
- Mike P.: Impact on county roads have had on current traffic conditions and routes, particularly how it may favorably impact conditions. On the development and right on way maps, County Road 52 goes all the way to FM 1889.

#### Phase II: Visioning

- Clarification on existing plans and investments:
  - Comprehensive plan approved in 2016 provided new land use map
  - TxDOT and CC MPO already approved \$18 million for street infrastructure improvements, but the designs from the proposal not approved yet.
  - Jack T: Curb cuts as currently configured are essential to his businesses and asked whether those changes would be made by this plan. Matt R. responded that proposed guidelines may suggest improvements to future curb cuts but that existing curb cuts from recently completed development will not be prioritized for changes.
- Reviewed examples of streetscape mechanisms (e.g., wayfinding, bike racks, signage, etc.) that could be implemented in the project. Other design enhancements reviewed include public art/murals, pedestrian safety infrastructure, bicycling infrastructure.
- Discussion on materials available to advertise upcoming engagement opportunities:
  - Public meeting will be 5/28 at 6 PM; website, flyer, and city press release/social media are available about the project and meeting
  - [planning@cctexas.com](mailto:planning@cctexas.com) email to respondents on marketing documents. Commission and city council engagement will be in late August / early September. Visioning survey and marketing materials provided in email sent in the past week.
  - Reviewed sections and capacities of visioning survey

#### Phase II: Outcomes

- Summary on phase II outcomes (i.e., vision statement, supportive goals, development ideas)

#### Next Steps

- Visioning survey is on the website and looking for as many respondents as possible.  
Action: Annika send survey
- May 28<sup>th</sup>: public meeting
- June: consultant team analysis meeting
- July: advisory meeting #3
- Late July: public meeting #2

#### Adjourn

### **Advisory Committee Meeting Summary**

May 21, 2020 | 10:00 AM CT

*Held via Zoom video conference*

#### **Attendees:**

Annika Yankee, City of Corpus Christi  
 Avery Oltmans, City of Corpus Christi  
 Carolyn Vaughn, Commissioner  
 Charles Benavides, Texas Department of Transportation  
 Craig Casper, Corpus Christi Metropolitan Planning Organization  
 Dan McGinn, City of Corpus Christi  
 Dr. Arturo Almendarez, Callalen ISD  
 Gordon Robinson, Regional Transit Authority  
 Jack Taylor, Northwest Business Association  
 Keren Costanzo, City of Corpus Christi  
 Judy Telge, Coastal Bend Center for Independent Living & Transportation Advisory Commission  
 Leane Heldenfels, City of Corpus Christi  
 Michael Alvarez, City of Corpus Christi Public Works  
 Sarah M, City of Corpus Christi Public Works  
 Thomas Tiffin, P.E, Red River Community Association  
 Brianna Frey, Asakura Robinson  
 Hugo Colon, Asakura Robinson  
 Meghan Skornia, Asakura Robinson  
 Matt Rufo, Asakura Robinson  
 Zakcq Lockrem, Asakura Robinson

#### **Agenda:**

1. Introductions
4. Project Overview
5. Engagement Findings
6. Draft Vision Statement and Goals
7. Draft Land Use and Transportation Alternatives
5. Review of Next Steps and Adjourn

#### **Notes:**

##### Introductions

##### Presentation

- Discussion on project schedule status
- Discussion on survey findings
- Discussion on Vision Statement and Goals, including reviewing PlanCC, draft Vision Statement and the four goals. Concluded with a discussion of first reactions to drafted goals.
- Discussion on the Concept Plan, which encompasses seven categories of transportation, land use, zoning, small business support, streetscape, landscape, and public art/placemaking. Concluded with a discussion of support or concern.

- Discussion on project's remaining steps through September.

#### Project Overview

- Discussion on upcoming meeting and goals:
  - 7/30 is second virtual public meeting. Marketing materials (e.g., flyers) have already been created and will be shared
  - Draft vision statement and goals will be refined following this meeting and the public meeting; draft concept plan will be finalized as well to support the final vision statement and goals.

#### Engagement Findings

- Discussion on survey findings
  - Judy was happy to hear safety features are of high importance. She gave an overview on the Transportation Advisory Committee's efforts and concerns, and confirmed the consultant team was looking at Vision Zero and the Active Mobility Plan.
  - Attendees supported the summary of survey findings.

#### Draft Vision Statement and Goals

- Discussion on Vision Statement and Goals
  - Attendees expressed concern on the alignment of the goals to any upcoming MPO work, and asked for clarification on funding and timing of MPO work.
    - Commissioner Vaughn expressed concern that this study's beautification efforts would not be reflected in future MPO work.
    - Charles asked for clarification on MPO funding because dollars have not been allocated yet.
    - Craig clarified that yes, although the Northwest Boulevard/FM 624 has been identified as a priority area, the Harbor bridge has consumed a majority of the MPOs funding. 2025-2028 is a likely timeline for this effort's implementation. Clarified that federal funding is performance based.
    - Zakcq highlighted this planning effort will hopefully position the corridor well for federal funding opportunities.
    - Annika shared a story about a North Carolina community who formed a Corridor Commission 10 years in advance of a highway redevelopment project, to better align their community's vision with future construction.
  - Judy asked for clarification on what was highlighted in the survey results about housing and affordable housing.
    - Matt explained the mixed results from the survey respondents. Most agreed with the statement that anyone who works in the study area should find housing options, but in another question a majority opposed diverse new housing types. Housing is not addressed in the goals, but the consultant team hopes to collect more nuance from the public in the next phase of engagement.
- Draft Land Use and Transportation Alternatives
  - Discussion of the transportation strategies
    - Attendees were supportive of the school improvement recommendations, but asked for a more detailed recommendation regarding traffic patterns after major school events, like football games.

- Artie described the illegal U-turns when attendees want to redirect back east towards I-69.
- Zakcq suggested a more detailed phone call between the project team, TxDOT, and the Schools.

- Discussion of the land use strategies
  - The group asked for clarification on if the plan shows residential south of Northwest Boulevard, are we proposed the City would develop utilities?
    - Matt provided explanation that no, the land use and zoning recommendations would set the stage for private development to build where the market is feasible.
- Due to time limitations, following discussion of zoning, small business support, streetscape designs and landscape elements, the Advisory Committee was asked to provide comments through email or through the upcoming online survey.

#### Next Steps

- Concept plan survey will be posted the website during the public meeting and the team is looking for as many respondents as possible.
  - Action: Annika will share survey once it's been presented at the public meeting.
- July 30: Public meeting #2
- August: Consultant team will refine preferred concepts into a Corridor Plan with implementation tactics.
- September: Presentation of final report at public hearings.

#### Adjourn

## Surveys and Results

### Visioning Survey Summary

#### Northwest Boulevard (FM 624) Corridor Plan

Prepared by Asakura Robinson

July 15, 2020

#### Overview

The Northwest Boulevard (FM 624) Corridor Plan process has sought public input on priorities for land use, transportation, and streetscape enhancements. To this end, the City of Corpus Christi Planning Division published an online visioning survey on May 20<sup>th</sup>, 2020 to gather input from area stakeholder. The responses yielded the following top priorities:

1. **Reduce traffic congestion on Northwest Boulevard.** Approximately 80% of respondents strongly agreed that the roads should be more convenient for drivers, particularly by mitigating traffic congestion and improving roadway safety.
2. **Introduce more grocery shopping and dining options.** Respondents shared a strong desire for a grocery store and family-friendly dining options.
3. **Enhance beauty and landscaping in the area.** Respondents desire to improve area aesthetics with proper landscape maintenance.
4. **Improve bicyclist and pedestrian safety.** Over 50% of respondents strongly agreed that the study area's roads should be safer, more accessible, and convenient for bicyclists and pedestrians.

Disparities were shown in the representation of survey respondents, particularly regarding household income. The survey showed a 15-percentage points gap in representation of households with incomes under \$50,000 in the study area. Further engagement efforts should therefore attempt to better achieve representation from lower-income households.

#### Methodology

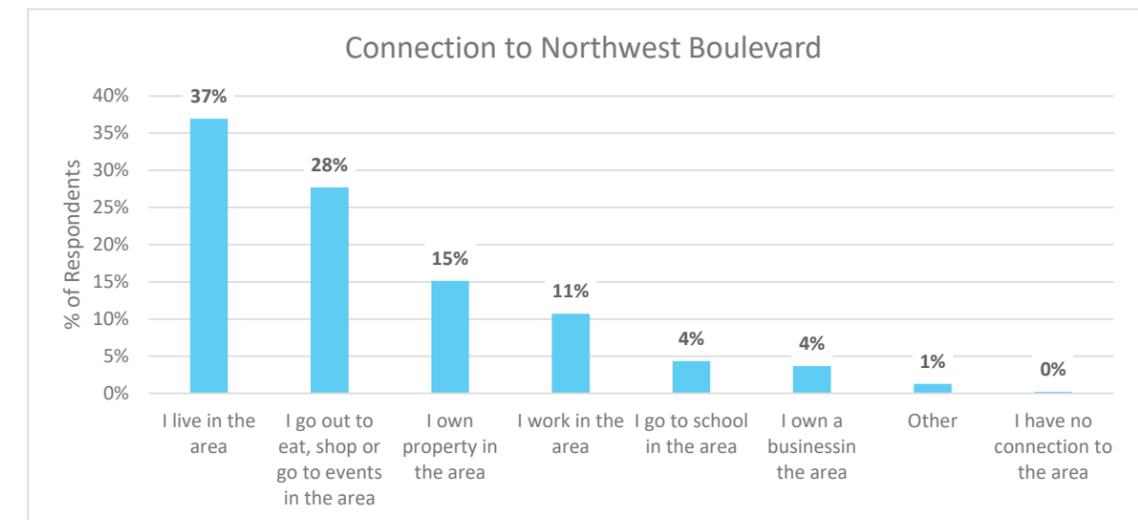
The survey encompassed 17 questions regarding respondents' perspectives on the Northwest Boulevard's current landscape and desired and safety. It was open from May 20<sup>th</sup> to June 29<sup>th</sup>, 2020, accumulating 435 responses in the open period. Surveys were made available online through a website dedicated to the Northwest Boulevard project (<https://corridorscc.com/>). The survey was also advertised at the first public meeting on May 28<sup>th</sup>, 2020, as well as on several social media platforms (e.g., Facebook, Twitter, Instagram, etc.).

#### Findings

The following sections illustrate the findings of each question from the survey.

##### Question 1: What is your connection to the Northwest Boulevard area? (n=434)

The majority of respondents identified as living in the Northwest Boulevard area. The second most common connection to Northwest Boulevard was visiting the area for retail, shopping, or dining. 15% own property in the area. Approximately 11% of respondents work in the area, and nearly 10% identified as either going to school, owning a business, or having another unidentified connection to the area.



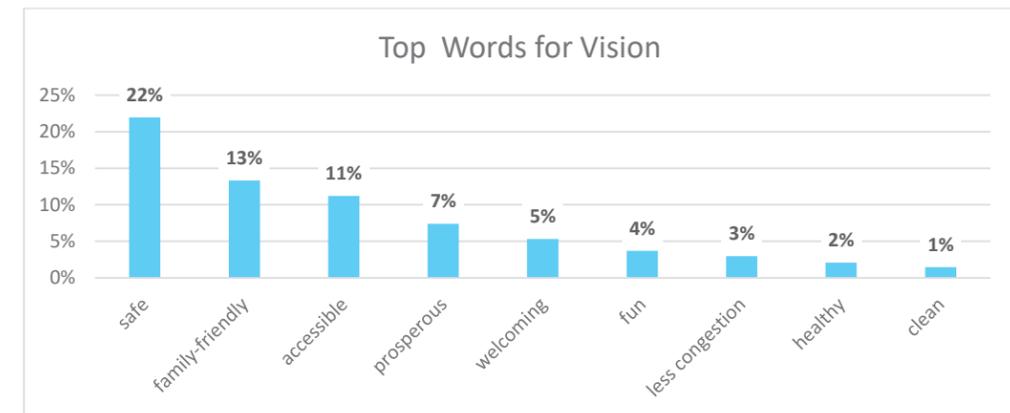
*Question 2: What makes the Northwest Boulevard area a unique and special place today? (n=327)*

A free response format, this question gave respondents the opportunity to share their thoughts on the study area’s greatest assets. While no specific prompts were given, a handful of consistent themes emerged:

1. The study area enjoys a small-town atmosphere, yet has access to the amenities and services of a big city.
  - “Small town nested inside a city, with great potential for growth.”
  - “The small town feel makes it special and the high school being physically central create a focus on youth and young kids.”
  - “Small town community "feel" and culture, with conveniences of being part of a larger city.”
  - “It has everything you could need while still maintaining that small town feel”
  - “Small town” feel, but also has many restaurants, shops, etc. It is convenient for those who live in the area so we don’t have to drive into town for everything.”
  - “Away from the hustle and bustle that exists in other areas of the city. Like living in the country but being in the city limits.”
2. The study serves achieves many purposes, meeting many needs in one space.
  - “I use it every single day to go to and from my house and everything we shop is in the same area!! It’s our lifeline.”
  - “It has everything we need and nothing we dont. It's quiet, away from the city, and has a great school.”
  - “Various businesses, schools, and parks are all in a central area.”
  - “The ease of getting to the area along with the surprising variety of places to eat and shops to visit.”
3. The study area represents a small, tight knit community.
  - “It’s a small community where people take care of one another. Going out you frequently run into friends or family.”
  - “The small town feeling. Everyone knows everyone. The fact a lot of the stores or shopping is super close.”
  - “We are a close knit community away from the main part of the city but close enough to have all the benefits of a city.”
  - “It is a tight-knit community, with almost everything we need within a stone's throw.”
4. The study area offers many businesses and shopping options to residents.
  - “Business growth and a diverse population that reside there have made the areas around Northwest Blvd a true melting pot with its own unique sense of pride and character.”
  - “It’s a small town with some big and small businesses to keep me and my family happy.”
  - “Still has small business, family-owned unique places. Friendly people with good customer service.”
  - “What makes it special is the amount of people who don’t live in the area that come to visit and enjoy the small businesses.”

*Question 3: What are three words you would use to describe your vision for the future of the Northwest Boulevard area? (for instance: healthy, prosperous, safe, fun, family-friendly, welcoming, accessible) (n=379)*

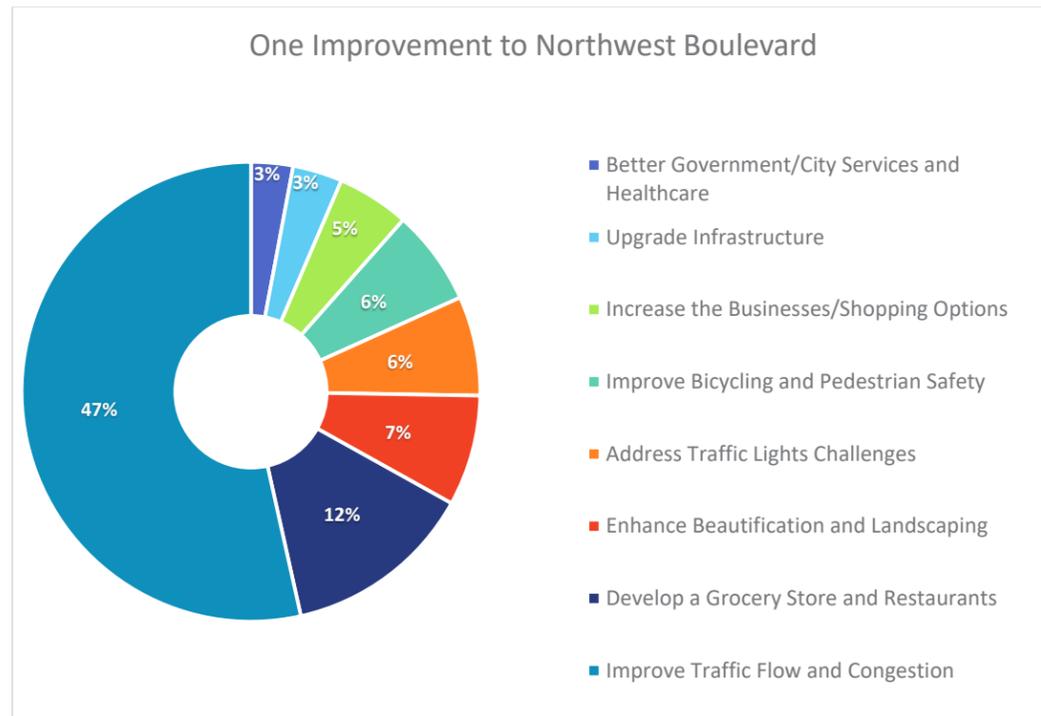
The chosen words for vision regarded topics of safety, accessibility, economic development, transportation, and culture. Over 20% of respondents identified safety as its main vision for Northwest Boulevard. A desire for a family-friendly environment was clear as the second top word for vision. Accessibility was the third most common word for a vision of Northwest Boulevard; based on the feedback given in other questions, accessibility seemed to regard road accessibility in terms of traffic conditions. It should be noted that several of the top words from respondents were given in the question itself as examples, potentially acting as a leading question.



Question 4: If you could do one thing to improve the Northwest Boulevard area, what would you do? (n=395)

Transportation topics collectively represented nearly 70% of responses as the one improvement desired for Northwest Boulevard. Improving traffic flow and congestion was respondents' top concern for improvement with 47% of responses. Other transportation concerns discussed included traffic light challenges (i.e., potential light synchronization issues in particular and the desire for more lights) and safety for bicyclists and pedestrians. Regarding the latter, one respondent wrote, "Find a way to accommodate foot traffic safely. There are too many walkers on the shoulders of the road. There should be sidewalks a safe distance from the road and perhaps barriers to prevent road traffic from impeding sidewalks."

The second top choice for improvement was a need for a grocery store and more restaurants in the study area. Other top desired improvements included a desire for more businesses and improving infrastructure (i.e., in general, or specific mentions to burying power lines); government/city services and healthcare regarded the desire for a larger police presence as well as a desire for a hospital in the study area.



Question 5: Please tell us how much you agree with the following land use priorities. (n=432)

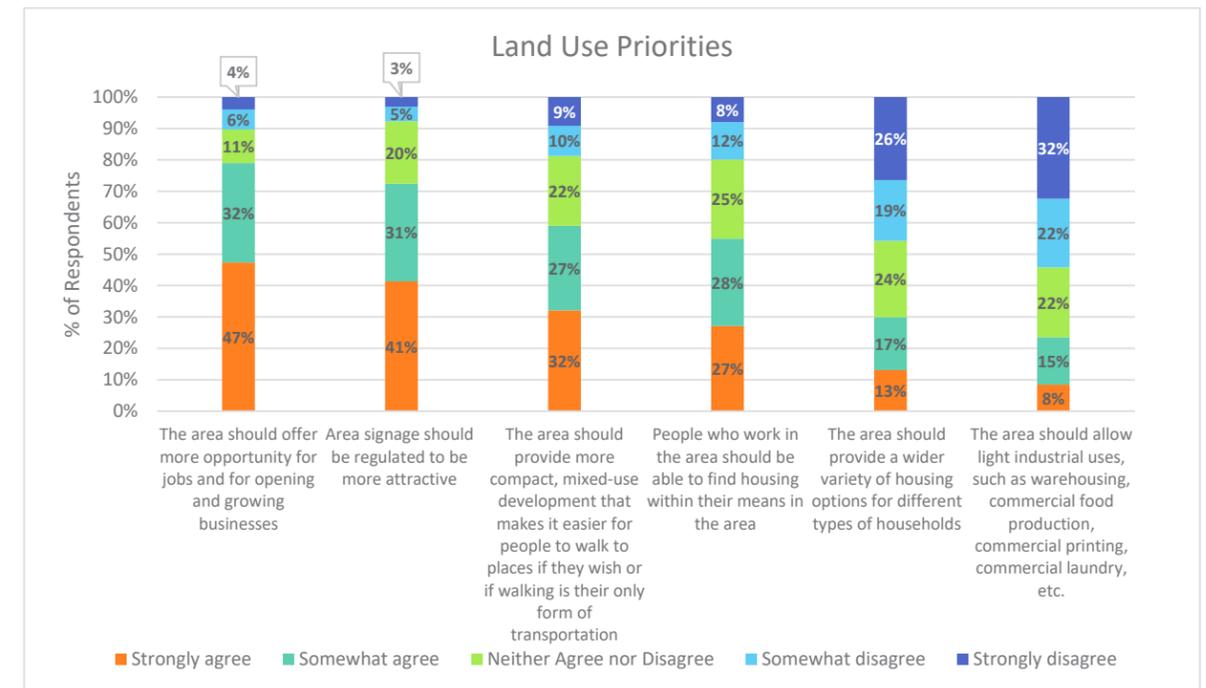
The two most supported land use priorities for Northwest Boulevard were:

- The area should offer more opportunity for jobs and for opening and growing businesses (79% "Strongly agree" or "Agree")
- Area signage should be regulated to be more attractive (72% "Strongly agree" or "Agree")

The two most opposed land uses for the study area were:

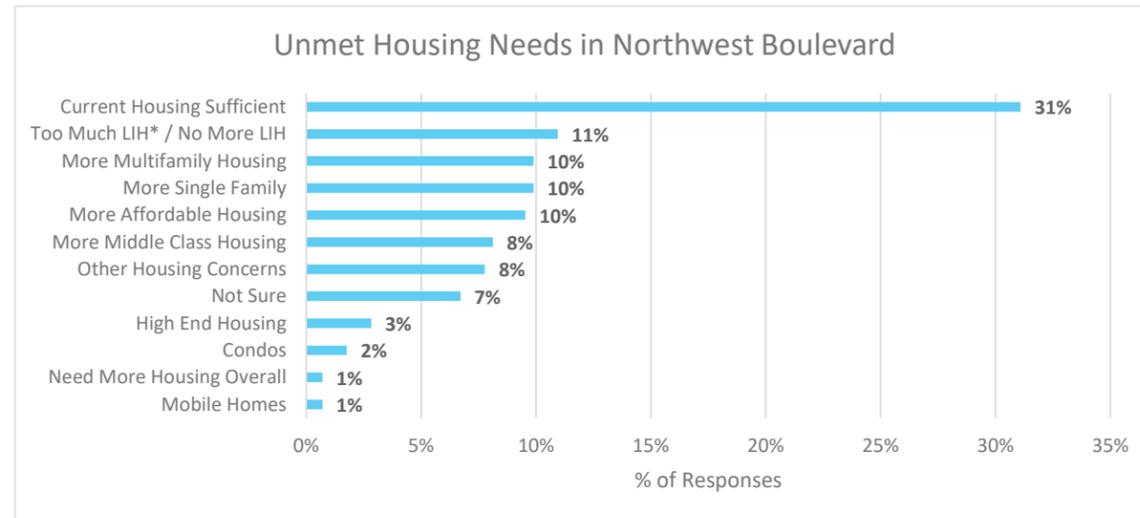
- The area should allow light industrial uses, such as warehousing, commercial food production, commercial printing, commercial laundry, etc. (54% "Strongly disagree" or "Disagree")
- The area should provide a wider variety of housing options for different types of households (45% "Strongly disagree" or "Disagree")

Respondents showed more mixed attitudes toward the remaining two land use priorities presented. Approximately 60% of respondents agreed or strongly agreed that Northwest Boulevard should provide more compact, mixed-use development to promote walkability in the area; nearly 60% of respondents also agreed or strongly agreed that people who work in Northwest Boulevard should be able to find housing in the area.



*Question 6: What kind of housing needs are currently not being met in the Northwest Boulevard area? What should be done to address them? (n=278)*

The most common response was that Northwest Boulevard’s current housing market is sufficient (31%). Respondents’ second most common sentiment regarded an unfavorable viewpoint toward low-income or government housing (11%). Many respondents proposed housing options alternative to low-income or government options: multifamily housing (10%), affordable housing in general (10%), single-family housing (10%), and middle-class housing (8%). One respondent shared, “Affordable apartments or townhomes that aren’t income restricted. Either you make too much or not enough, but rent is still high. Not sure what should be done to address them.”



\*LIH: low-income housing

*Question 7: Please add any additional thoughts you have about housing in the area. (n=205)*

This question was a free response format for respondents to share their thoughts on housing in the study area. The following themes emerged:

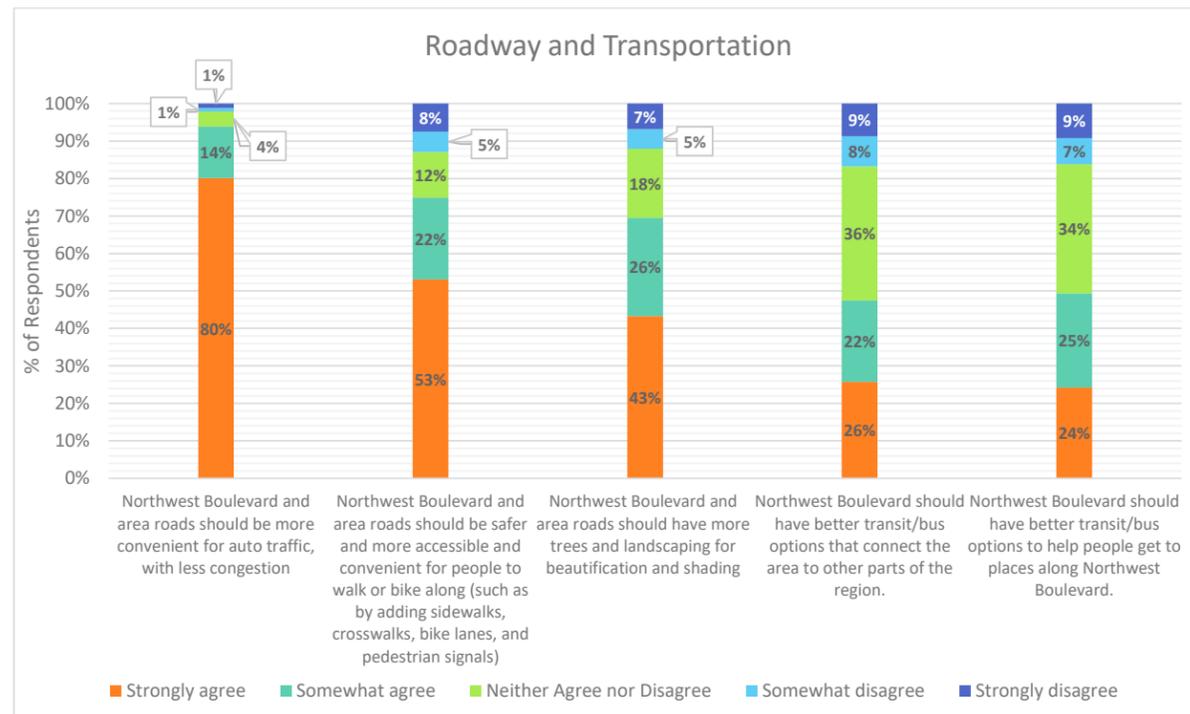
1. The study area lacks a variety of housing options.
  - “There’s not much that meets the needs of the average working class or single income families.”
  - “Townhome options for senior citizens should be encouraged to build.”
  - “Would be nice to have single living options outside of low income options.”
2. The study area shows challenges in affordable housing for residents.
  - “Being someone who makes \$50k/year, it was hard to find a house in the area I could afford. If I could, it wasn’t in the shape or neighborhood I wished to live. Renting an apartment = house payment.”
  - “Affordable housing options but with property standards to be kept. Nice architectural features with clean and appealing aesthetic and colors.”
  - “The city needs more affordable housing options and mixed used residential areas.”
3. The study area requires infrastructure upgrades in order to support new development.
  - “Need to be able to walk on sidewalks from houses to school and businesses.”
  - “It needs to be developed with sewer lines not septic.”
  - “People want acreage and utilities.”

\*LIH: low-income housing

Question 8: Please tell us how much you agree with the following roadway and transportation priorities. (n=427)

The most supported roadway and transportation priority for Northwest Boulevard was “Northwest Boulevard and area roads should be more convenient for auto traffic, with less congestion,” with 94% agreement, 80% of which was strong agreement. Safety for bicyclists and pedestrians was the second-highest transportation priority, with one in three respondents agreeing that roads must be safe, accessible, and convenient for bicyclists and pedestrians. Addressing landscaping and beautification also showed a considerable agreement, with 69% identifying it as a priority.

Improvement of public transportation (i.e., buses) to connect people in the Northwest Boulevard area to other parts of the region was slightly unfavorable (17%) but overall, 48% agreed or strongly agreed that this is a priority. Public transportation connections into the Northwest area similarly showed slight opposition (16%) but general agreement, with 49% of respondents agreeing or strongly agreeing it is a priority. One in three respondents, expressed neutral perspectives on these statements (i.e., 36% and 34%, respectively).



Question 9: What types of new public and commercial uses are appropriate in the Northwest Boulevard area? (n=426)

The survey asked respondents to indicate whether various types of public and commercial land uses were appropriate on Northwest Boulevard or on side streets.

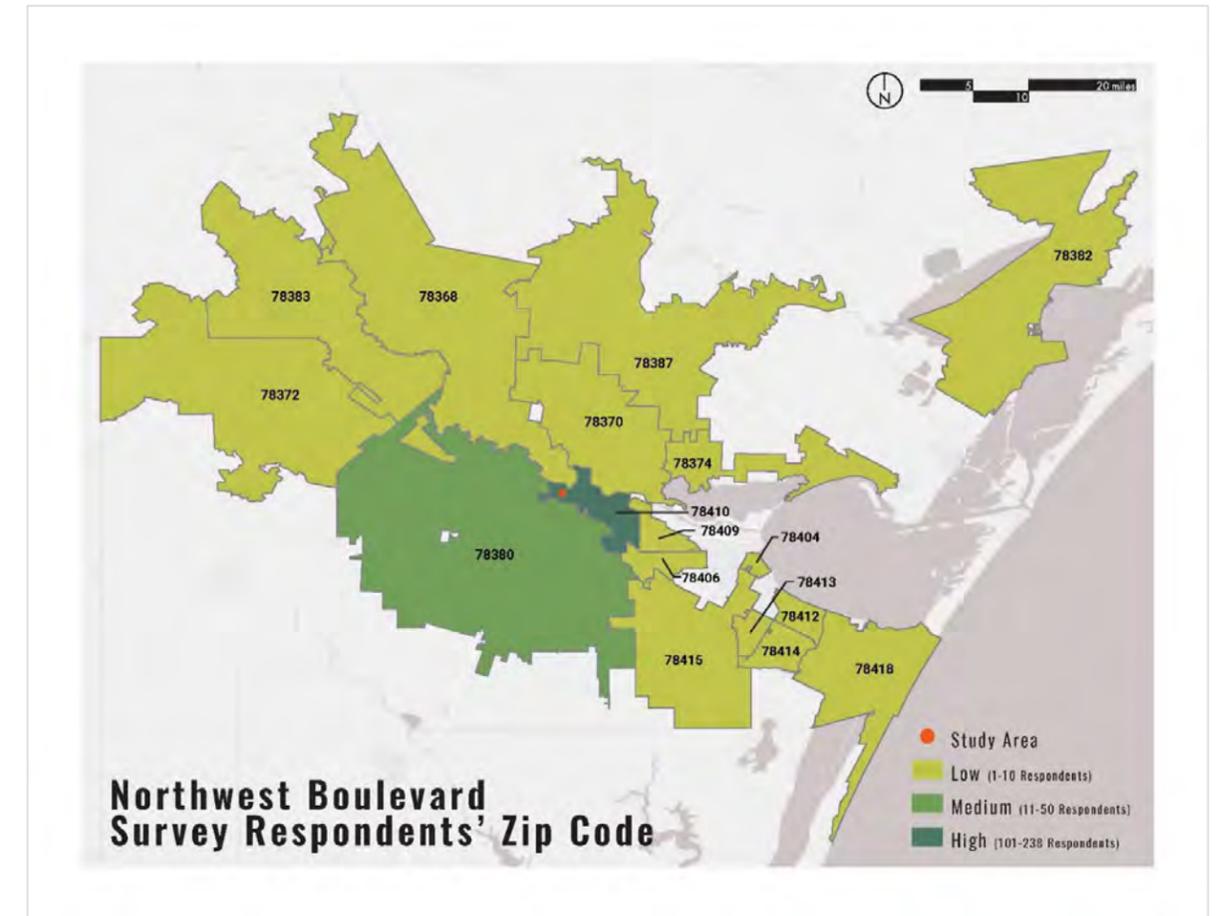
- **Restaurants** were the most supported land use for the overall study area. 91% said that this category, including fast food, ice cream shops, and sit-down restaurants, is appropriate on Northwest Boulevard, and nearly 70% of respondents said they’re appropriate for side streets.
- 84% of respondents said **retail goods** are appropriate on Northwest Boulevard, and 70% said they’re appropriate on side streets.
- 76% of respondents said **outdoor commercial recreation** is appropriate on side streets, while 60% said they’re appropriate for Northwest Boulevard.
- The most opposed use in the study area was **vehicle sales and services** (e.g., car rentals, repair shops, tire sales, etc.). 24% of respondents said they’re not appropriate anywhere in the study area, while 20% said they’re only appropriate on Northwest Boulevard. Nevertheless, a plurality – 28% - said they’re appropriate everywhere in the study area.
- 23% of respondents opposed **overnight accommodations** (hotels, bed and breakfasts, inns, motels) anywhere in the study area, though 52% said they’re appropriate on Northwest Boulevard.

Question 10: Please add any additional thoughts you have about public and commercial development in the area. (n=159)

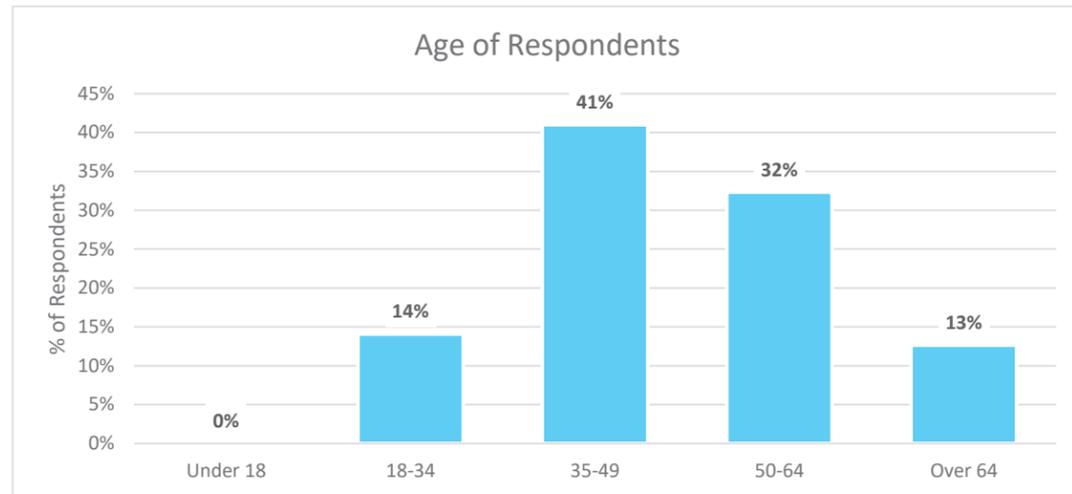
1. Address traffic congestion and roadway challenges in the study area.
  - “Need better roads to and from the area. Easy access to make it safer.”
  - “Safer use for pedestrians and cyclists.”
  - “The commute from FM 666 to IH 37 has become significantly more dangerous & time consuming within the last 5 years. Adding more commercial businesses and neighborhoods will only increase the problem. Please concentrate on alternate routes.”
  - “This area has been neglected for too long and because of that there is an increase in traffic accidents, traffic congestion, risky driving related to frustration and others driving under the posted speed limit, which further causes congestion.”
  - “Yes, there are several areas of concern with NW BLVD. The majority of the issues are during commuting times and when Calallen ISD is in session. Again, my suggestion is to expand FM 52 to a four lane with biking and sidewalks, not NW BLVD.”
2. Respondents want additional shopping, restaurants, and businesses in the study area.
  - “More fun type restaurants for gathering with friends.”
  - “Mom and Pop Main street type of business/local owners.”
  - “We are a residential community and wish to remain so. Shopping and recreational activities are welcome. Minimize industrial activities and high-density housing.”
  - “We need more restaurants in the area that are more diverse.”
3. Respondents want a grocery store in the study area.
  - “We need an HEB.”
  - “Just hoping for more variety of food options or grocery options like for instance a meat market.”
  - “We need a large Grocery store.”
4. Respondents want development in the study area to be based on strategic decisions, such as master planning.
  - “There needs to be a plan. The plan needs to be enforced. Currently there is too much mixed business/housing/office in the area that makes it less approachable for shopping/eating than other parts of Corpus Christi.”
  - “Commercial development needs to be spread out all the way down NW boulevard and not just compacted at 5 points.”
  - “Love the idea of development as long as it looks uniform to the are and traffic flows well.”

Question 11: In which ZIP code do you live? (n=356)

Respondents covered 22 ZIP codes areas and 12 cities/towns. Representation was highest from ZIP code 78410 (238 responses, 67%) and 78380 (77 responses, 22%).

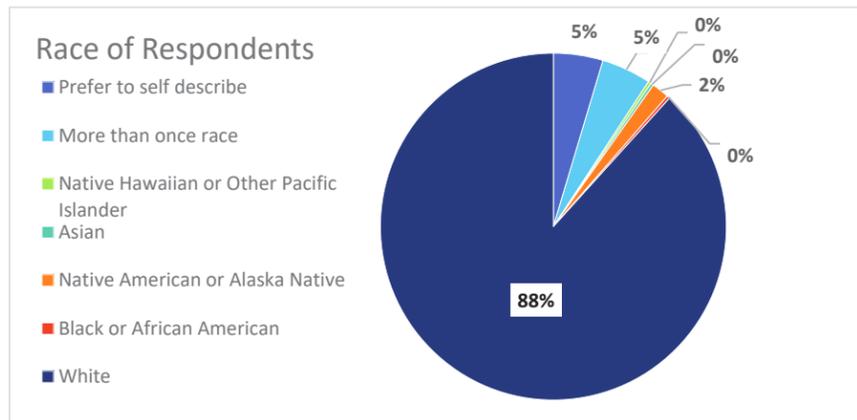


**Question 12: What is your age? (n=427)**



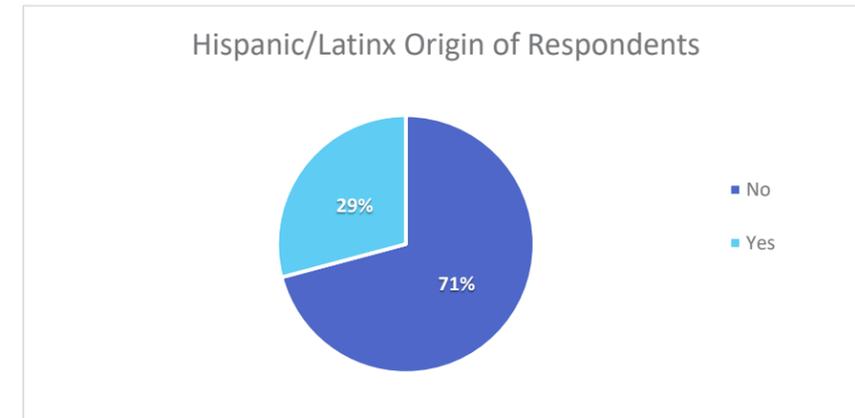
**Question 13: How would you describe yourself? Select all that apply. (n=367)**

Approximately 88% of respondents identified as White. This roughly matched the Assessment of Opportunities report's findings of the White population accounting for 90% of the study area's total resident population. One-percent of study area residents is Black, but the survey only received one respondent that identified as Black; Asian respondents similarly were lacking representation in the survey with only one respondent identifying as so while the study area shows one% of Asian-identifying residents. The survey nevertheless seemed to closely resemble the racial breakdown of the study area.



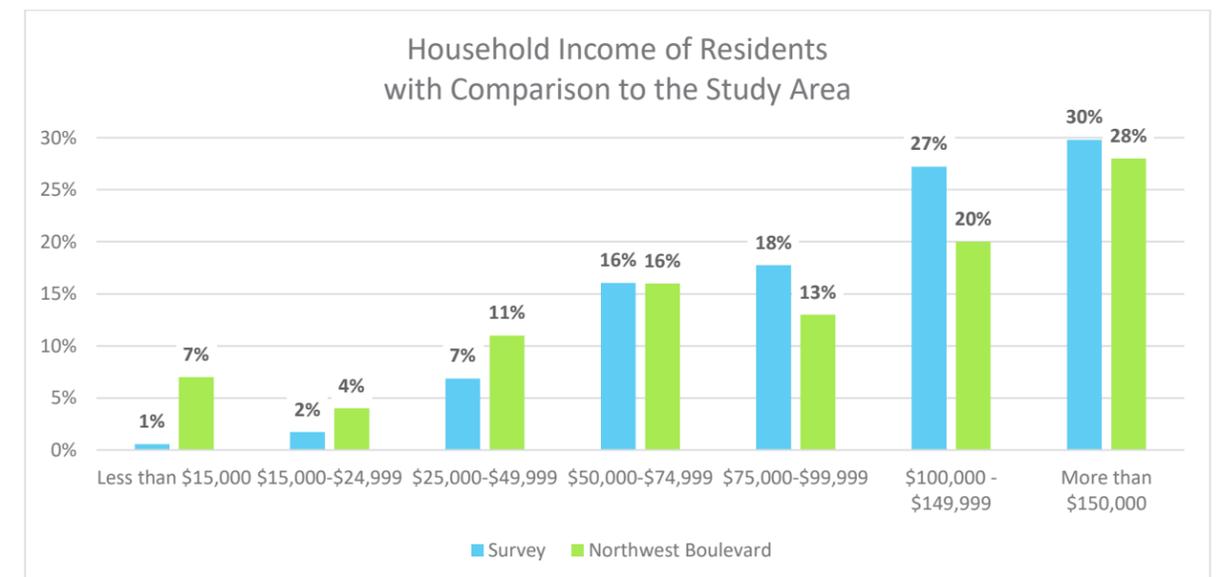
**Question 14: Are you of Hispanic or Latinx origin? (n=350)**

Approximately 29% of respondents identified as having a Hispanic or Latinx origin. The Assessment of Opportunities report found that approximately 47% of the study area's residents identified as Hispanic, demonstrating a 18 percentage point discrepancy between residents and survey respondents.



**Question 15: What is your annual household income (before taxes)? (n=349)**

The Needs Assessment found that 22% of the study area's residents have household incomes below \$50,000, but the survey represented only 10% of individuals under this threshold. This marked a socioeconomic disparity in survey respondents, most notably seen in the representation of households with income under \$15,000. Another socioeconomic disparity was seen with overrepresentation of households with incomes over \$75,000.



**Question 16: Please add any other thoughts or ideas you have for improving the Northwest Boulevard area. (n=186)**

1. Respondents want the study area to show beautification, landscaping, and improved signage in the study area.
  - “Beautification!! Goes a long way.”
  - “This area is the future of Corpus Christi and is the first impression for tourists and visitors coming here. Make it more attractive and accessible so they want to return.”
2. Respondents want improvement in public services and safety in the study area.
  - “Make it safe.”
  - “Keep it clean and community friendly. Keep the community involved!”
  - “Keeping it safe and clean in all ways including types of businesses.”
3. Respondents want the traffic congestion addressed in the study area.
  - “Better traffic flow. Too much congestion around schools, shopping centers, and entrance and exit off main highway.”
  - “Traffic congestion needs to be addressed, especially around Calallen High School. It feels like there is no plan for the area so whatever goes.”
  - “Traffic flow and congestion needs to be addressed.”
4. Respondents want to grocery store in the study area.
  - “We need an HEB.”

**Other Non-Survey Comments**

Participants in public meetings and other engagement events were given the project managers’ contact information to share additional comments through email. The following were highlighted quotes from email feedback.

*“I know we are very interested in seeing the bus stops extended into our area since the route seems to stop near the high school presently. It would be nice to see it continue out to the Wood River area which would give access to our church location and some of the services we offer.”* – Grace United Methodist Church Food Distribution (Emailed on 7/3/2020)

*“While driving down the current road trying to envision the project. We do not want three more miles of unkept medians and overgrown right of ways that the state of Texas only maintains on a semiannual or quarterly basis. Nor do we want the overgrown median on Leopard St near Violet Rd or Callicoatte. Which the City of Corpus Christi neglects. We’ve been forgotten for years don’t start something you don’t intend to maintain.”* (Emailed on 6/9/2020)

List of Traffic and Land Use Priorities (Emailed on 4/24/2020):

- *What are the key issues facing the study area?*
  - *Lack of east and west traffic carrying corridors.*
  - *Please notice that Hwy 77 or I-69 has limited east/west penetrations at Northwest Blvd., County Rd. 52 and County Rd. 48. With minimal right-of-way extensions east of said highway.*
  - *Several large areas of residential infill needed to complete traffic circulation particularly in the Annville area.*
  - *Limited land use growth opportunities to the north and south of the following major corridors Leopard, Northwest Boulevard and IH-37. Limitations are due to several factors: 1) Nueces River (Annville & Calallen areas) 2) and more concerning the encroachment and expansion of the Industrial districts in the Annville & Tuloso Midway areas.*
  - *Air quality or lack there of in and around the Kane meat processing facility and industrial plants. Solar Estates and Arlington Heights neighborhoods adversely impacted with very poor air quality on most days.*
- *Assets and opportunities: What is important to preserve, protect, and enhance?*
  - *Several large undisturbed natural areas in and around the Nueces River.*
  - *City to continue making enhancements to West Guth Park (large regional park) More tree plantings, water feature improvements, etc.*
  - *Encourage Nueces County to make enhancements to Hazel Bazemore Park.*
  - *More tree plantings, upgrade to facilities and park features.*
- *Challenges and threats: What problems need to be solved?*
  - *Improve the traffic grid. Extremely limited east and west traffic corridors funnel traffic loads onto Northwest Boulevard and Leopard creating a real traffic snarl at five points and other intersections along said corridor and Leopard.*
  - *City Engineering needs to improve many rural residential rights-of-way by building proper curb and cutter and ADA compliant sidewalks. Many older residential neighborhoods do not have sidewalks so there is no walkable connectivity.*
- *What changes are planned for the study area?*

- A new H.E.B. was forecast to be constructed but has yet to be built. This would seriously relieve the over grounding at the both Walmart and current H.E.B. at Violet and Leopard.
- County Road 52 or Cooperative Avenue improvements must continue to relieve traffic pressures on Northwest Boulevard.
- Development of an east and west corridor in the Annville area south of Leopard between I-69 Corridor and Callicoatte Road, Violet Road, McKinzie Road and Rand Morgan Road.
- Improvements to HWY 44 with new and under construction overpasses between Corpus Christi and Robstown.
- What uses would you propose for new private development?
  - City sale a portion or all of Labonte Park to private water park developer amusement park.
  - Development of additional grocery store opportunities. Both H.E.B. and Walmart function as regional stores in an expanding food desert in this area of Nueces county and Corpus Christi.
- What kind of public amenities and services are desired? Answered above.
- Who are the key stakeholders?
  - Multiple Refinery Companies with terminals and facilities abutting and encroaching into planned residential areas.
  - Nueces County
  - City of Corpus Christi
  - Engineering Department (traffic engineering)
  - Parks and Recreation
  - Code Enforcement

## Transportation and Land Use Strategies Survey

### Northwest Boulevard (FM 624) Corridor Plan

Prepared by Asakura Robinson

July 29 – August 23rd, 2020

The Northwest Boulevard (FM 624) Corridor Plan process has sought the public’s feedback on support, opposition, or other thoughts on 20 transportation and land use strategies proposed for the Northwest Boulevard study area. The City of Corpus Christi Planning Division published an online transportation and land use concepts survey on July 23rd, 2020 to gather input from area stakeholders. The survey closed on August 23<sup>rd</sup>. The responses yielded the following key takeaways:

1. **Strong support for the Vision Statement.** Approximately 78 percent of respondents supported the Vision Statement for this project.
2. **Coordinating with Calallen ISD to mitigate school traffic** (i.e., including one-way drop-off and pickups, closing U-turns during special events, and organizing walking school buses) is the most supported strategy out of the 20 given. Approximately 82 percent of respondents supported this strategy.
3. **Agreement with Goal #2: “Northwest Boulevard is prosperous, with a strong local economy anchored by small businesses.”** This goal received 76-percent of respondents support, showing the most supported out of the four proposed Goals for the Northwest Boulevard study area. Some respondents left additional comments expressing a desire for more information on the business incentives to allow for this goal.
4. **Mixed feelings on the small business support strategies.** The six small business support strategies received a range of 25-64 percent strong agreement. “Create a Public Improvement District that raises tax revenue for local improvements,” received the strongly opposition (i.e., 28 percent collectively somewhat and strongly opposing). “Create new marketing opportunities for area businesses” received the strongest support (i.e., 87 percent collectively somewhat and strongly supporting).
5. **Mixed feelings on currently adopted Future Land Use Map.** Many respondents express support for the future land use map, particularly for its flexibility on what could be developed and the mixed-use (i.e., commercial, low and high residential). The “Uniform” future land use scenario overall seemed to show more support, however, compared to the “Transitional” future land use scenario.
6. **Concern for roundabouts safety.** Several respondents expressed concern that the study area’s visitors are not educated on roundabout usage (i.e., causing more accidents). The opposition was from this concern, but roundabout education was recommended by some.
7. **Mixed feelings on public art and other aesthetics.** About half of respondents supported public art ideas. Opposing respondents expressed that public art funds be instead used to address critical infrastructure needs before such aesthetics. Respondents shared similar opposing sentiments regarding a gateway entrance and signage.

### Summary of Question Responses

Q1 Do you support the following Vision Statement? "Northwest Boulevard is Calallen’s “Main Street,” providing the amenities of a prosperous neighborhood center in a small, tight-knit community. The Boulevard is a welcoming, diverse, and family-friendly place where people go to shop, gather, invest in businesses, play and raise a family."

<ul style="list-style-type: none"> <li>• <b>I support this goal (78%)</b></li> <li>• This goal needs improvement (specify below) (12%)</li> <li>• I have no opinion (3%)</li> <li>• I have more thoughts to share (7%)</li> </ul>
<p>Q2 Do you support Goal #1? Northwest Boulevard is safe, accessible and easy for people of all ages and abilities to get around. » Congestion is less frequent, making it easier for people to get around and navigate the neighborhood. » Traffic is calmed, making it safer for people to drive, walk across, and bike along the boulevard. » Streets and sidewalks are accessible, built to ADA standards.</p> <ul style="list-style-type: none"> <li>• <b>I support this goal (65%)</b></li> <li>• This goal needs improvement (specify below) (28%)</li> <li>• I have no opinion (2%)</li> <li>• I have more thoughts to share (6%)</li> </ul>
<p>Q3 Do you support Goal #2? Northwest Boulevard is prosperous, with a strong local economy anchored by small businesses. » A variety of neighborhood restaurants and retail outlets offer a diverse array of goods, services, and family-friendly experiences » Businesses can receive support and incentives from public entities to recover from loss of income</p> <ul style="list-style-type: none"> <li>• <b>I support this goal (76%)</b></li> <li>• This goal needs improvement (specify below) (14%)</li> <li>• I have no opinion (7%)</li> <li>• I have more thoughts to share (4%)</li> </ul>
<p>Q4 Do you support Goal #3? Northwest Boulevard is healthy for people and nature, with opportunities to be active outdoors. » Trees and vegetation provide shade and help drain stormwater » Trails are easily accessible for walking, hiking and biking</p> <ul style="list-style-type: none"> <li>• <b>I support this goal (68%)</b></li> <li>• This goal needs improvement (specify below) (19%)</li> <li>• I have no opinion (9%)</li> <li>• I have more thoughts to share (5%)</li> </ul>
<p>Q5 Do you support Goal #4? Northwest Boulevard is attractive and orderly, with new development that fits into a cohesive whole. » Public infrastructure is expanded to areas planned for development » Public art and neighborhood branding convey a sense of place and beautify the public realm. » Wayfinding signage draws attention to neighborhood attractions and guides visitors » Regulation of commercial signage ensures a consistent, physical appearance along the Boulevard</p> <ul style="list-style-type: none"> <li>• <b>I support this goal (69%)</b></li> <li>• This goal needs improvement (specify below) (19%)</li> <li>• I have no opinion (10%)</li> <li>• I have more thoughts to share (1%)</li> </ul>
<p>Q6 Do you support the following idea? Improve Vehicular Flow at I-69/US-77 by replacing the intersections with innovative solutions, such as a single point urban interchange or roundabouts</p>

<ul style="list-style-type: none"> <li>• <b>Support (60%)</b></li> <li>• Oppose (please explain below) (21%)</li> <li>• No opinion (6%)</li> <li>• I have more thoughts to share (13%)</li> </ul>
<p>Q7 Do you support the following idea? Address safety hazards by investing in traffic calming infrastructure, like raised crosswalks, curb extensions ("bump-outs"), and roundabouts.</p> <ul style="list-style-type: none"> <li>• <b>Support (67%)</b></li> <li>• Oppose (please explain below) (17%)</li> <li>• No opinion (7%)</li> <li>• I have more thoughts to share (8%)</li> </ul>
<p>Q8 Do you support the following idea? Build active infrastructure, including sidewalks, safe crossings, and walking and biking trails.</p> <ul style="list-style-type: none"> <li>• <b>Support (78%)</b></li> <li>• Oppose (please explain below) (10%)</li> <li>• No opinion (5%)</li> <li>• I have more thoughts to share (8%)</li> </ul>
<p>Q9 Do you support the following idea? Coordinate with Calallen ISD to mitigate school traffic, including one-way drop-off and pickups, closing u-turns during special events, and organizing walking school buses.</p> <ul style="list-style-type: none"> <li>• <b>Support (82%)</b></li> <li>• Oppose (please explain below) (5%)</li> <li>• No opinion (9%)</li> <li>• I have more thoughts to share (4%)</li> </ul>
<p>Q13 Please tell us how much you support or oppose the following small business support strategies</p> <p>Provide grants or low/no-interest loans to physically adapt brick and mortar stores</p> <ul style="list-style-type: none"> <li>• Strongly oppose (7%)</li> <li>• Somewhat oppose (5%)</li> <li>• Neither support nor oppose (15%)</li> <li>• Somewhat support (27%)</li> <li>• <b>Strongly support (46%)</b></li> </ul> <p>Allow outdoor operations in parking spaces</p> <ul style="list-style-type: none"> <li>• Strongly oppose (10%)</li> <li>• Somewhat oppose (13%)</li> <li>• Neither support nor oppose (17%)</li> <li>• <b>Somewhat support (31%)</b></li> <li>• Strongly support (30%)</li> </ul> <p>Collaborate with business owners to transform vacant properties/storefronts into entrepreneurship incubators spaces</p>

- Strongly oppose (3%)
- Somewhat oppose (2%)
- Neither support nor oppose (10%)
- Somewhat support (33%)
- **Strongly support (52%)**

Create new marketing opportunities for area businesses ("shop local" discounts, regular small business "festival" events, etc.)

- Strongly oppose (2%)
- Somewhat oppose (3%)
- Neither support nor oppose (8%)
- Somewhat support (23%)
- **Strongly support (64%)**

Create a Public Improvement District that raises tax revenue for local improvements

- Strongly oppose (14%)
- Somewhat oppose (14%)
- Neither support nor oppose (19%)
- Somewhat support (26%)
- **Strongly support (27%)**

Consider project-based Tax Increment Financing (TIF) for commercial affordability and infrastructure

- Strongly oppose (8%)
- Somewhat oppose (15%)
- Neither support nor oppose (24%)
- **Somewhat support (28%)**
- Strongly support (25%)

Q14 Do you support the street redesign option for Northwest Boulevard at I-69?

- **Support (76%)**
- Oppose (please specify below) (8%)
- No opinion (5%)
- I have more thoughts to share (10%)

Q15 Do you support the street redesign options for Northwest Boulevard at River Hill Drive?

- **Support (73%)**
- Oppose (please specify below) (9%)
- No opinion (10%)
- I have more thoughts to share (8%)

Q16 Which proposed street redesign option for Northwest Boulevard at Riverside Boulevard do you support?

- Option 1 - Expand to six lanes and add sidewalk/sidepath (15%)
- **Option 1B - Expand to six lanes with shoulders, and add sidewalk/sidepath (36%)**

- Option 1C - Expand to six lanes with shoulders, but reduce lane widths, and add sidewalk/sidepath (16%)
- Option 2 - Improve with sidewalks/paths, but keep to four lanes (22%)
- Keep as is (3%)
- No opinion (6%)
- Other (please specify) (1%)

Q17 Which roadway median treatments do you support?

- I support the Ornamental median treatment to beautify the street (18%)
- **I support the Shade median treatment to beautify and cool the street (44%)**
- I support the Limited median treatment to preserve any landscaping budget for trees along the sidewalk/sidepath (28%)
- I do not support any median treatments (5%)
- I have other ideas (5%)

Q18 Do you support the ideas for Public Art?

- **I support the proposed public art ideas (51%)**
- The public art ideas need improvement (specify below) (16%)
- I have no opinion (22%)
- I have other ideas (12%)

Q19 Do you support the idea of building gateway entrances to the study area?

- **I support community gateway entrances (40%)**
- This idea needs improvement (please specify below) (12%)
- I have no opinion (35%)
- I have other ideas (14%)

Q20 Do you support the ideas for unique street signage?

- I support the proposed street signs (67%)
- **This idea needs improvement (please specify below) (9%)**
- I have no opinion (17%)
- I have other ideas (7%)

Q21 Do you support the ideas for Monument Signage?

- **I support these monument signage ideas (48%)**
- This idea needs improvement (please specify below) (15%)
- I have no opinion (26%)
- I have other ideas (11%)

Q22 Do you support the ideas for Street Banners?

- **I support these street banner ideas (63%)**
- This idea needs improvement (please specify below) (10%)
- I have no opinion (22%)
- I have other ideas (6%)



Calallen High School

# Assessment of Opportunities

June 2020

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# KEY TAKEAWAYS

This Assessment of Opportunities report summarizes key findings from a review of existing demographic, land use, and economic conditions and recent trends. Among the noteworthy takeaways are:

**1. Study area residents enjoy higher incomes and longevity than the average Corpus Christi resident.....12**

The median household income for the study area is between \$75,000 to \$99,999, much higher than the median household income for Corpus Christi, which is \$55,709. The average life expectancy for the census tracts in the study area is 80.5 years, 2.5 years higher than that of Nueces county and 1.7 years higher than that of Texas.

**2. The study area is home to approximately 140 businesses and 1,450 employees....18**

Businesses serving regional demand include banks, big box retail like Walmart and the Five Points Shopping Center, fast food restaurants, restaurant chains, and medical facilities. Restaurants and schools employ the most workers: 2005 and 200, respectively.

**3. Residents spend over \$120 million annually on groceries, general merchandise, clothing, and health and personal care outside the primary trade area.....20**

The current supply of grocery stores could double in number or size to meet just resident demand within the trade area. Residents currently spend over \$50 million on groceries outside the trade area.

**4. The study area contains 1.5 million square feet of vacant land zoned for commercial uses .....22**

Commercial parcels vary largely in size. The majority of commercial properties range between 20,000 and 60,000 square feet. A handful of landowners in the area own 56% of the available vacant land ripe for development, or 29% of the entire study area.

**5. Traffic volumes along Northwest Boulevard are similar in 2018 to those traffic volumes collected in 1999.....24**

A steady, incremental increase of traffic volumes on Northwest Boulevard is expected based on the 20 year Average Annual Daily Trip (AADT) trends.

**6. Three fatal collisions in the corridor between 2018 and 2019 resulted in the death of one cyclist and two pedestrians.....28**

Every pedestrian-vehicle collision occurred near an intersection (River Trail Drive, FM 1889, and Interstate 69E).

**7. No sidewalks are present for most of the length of Northwest Boulevard.....35**

Sidewalks are present directly along Northwest Boulevard on the northside between Calallen High School campus and Interstate 69E and on the southside between Wildcat Drive and Interstate 69E

**8. The 2018 Strategic Plan for Active Mobility: Phase 1 Bicycle Mobility recommends a cycletrack on either side of Northwest Boulevard.....38**

Located between Wildcat Drive and River Hill Drive, this facility would connect the Wood River neighborhood to the intersection with Highway 77.

# Introduction

Thanks in part to a surge of industrial development in the Corpus Christi metropolitan area in recent years, the Calallen area of far-northwest Corpus Christi has experienced new development. From oil refining and transportation to steel production, the expansion in these export industries is bringing wealth and job opportunities to the region. With this investment comes development

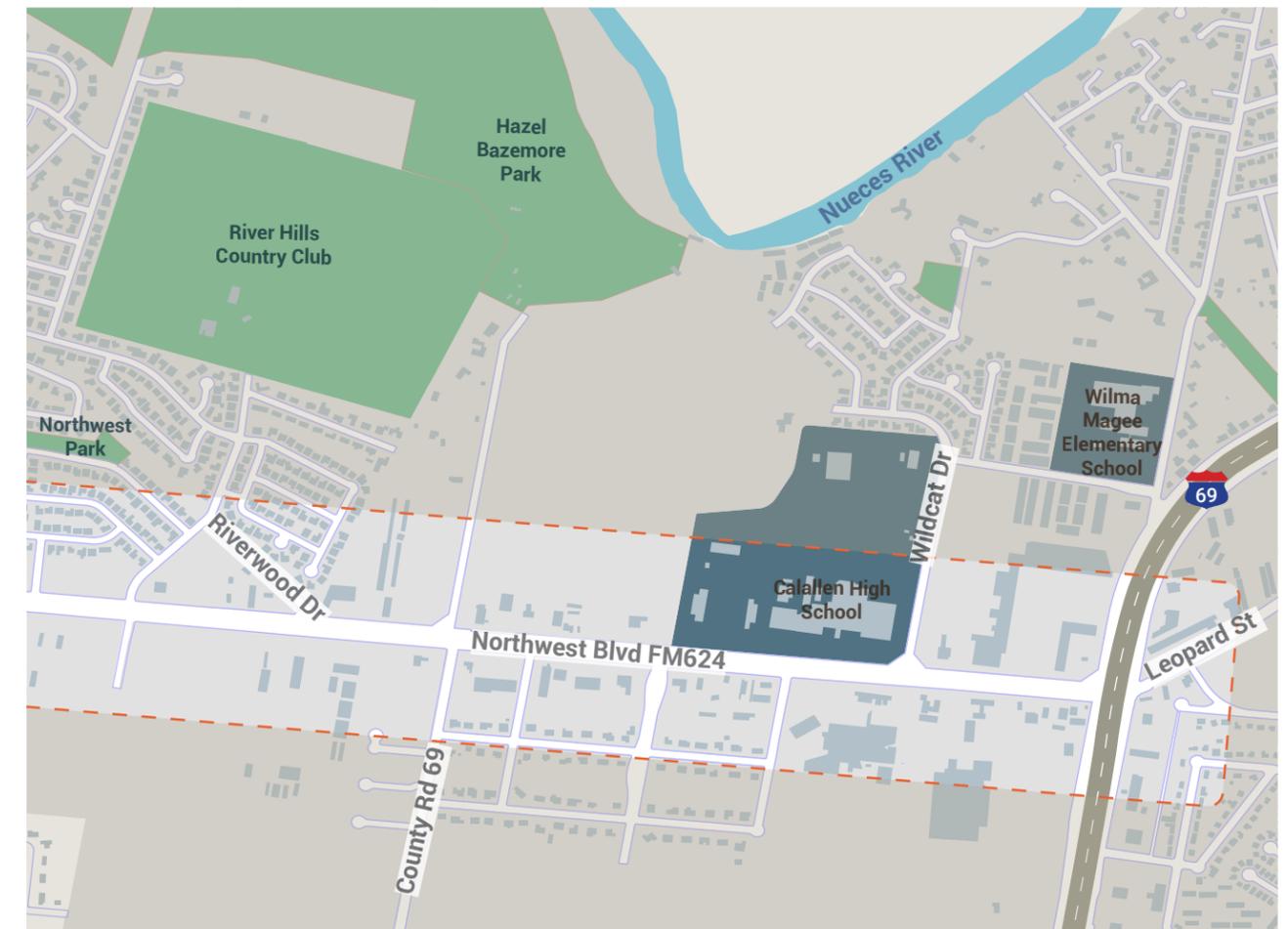
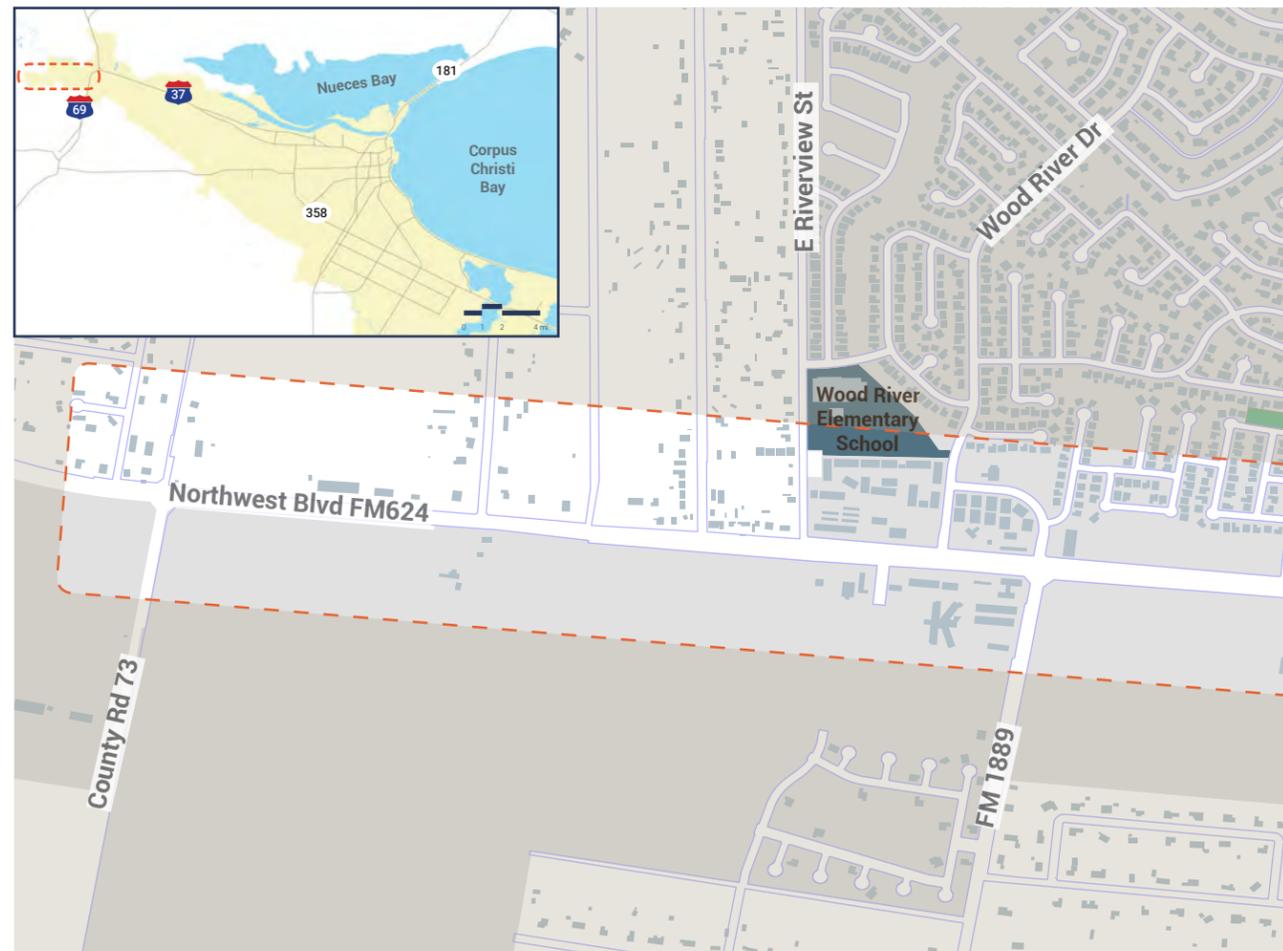
pressure and demand grows for new homes, retailers and services. The City of Corpus Christi anticipates additional residential and commercial development, as well as a new elementary school, in the Northwest Boulevard (FM 624) Corridor, shown below. Plans to build a new steel factory in Sinton, if realized, could drive additional demand for new housing and commerce in Calallen. While new

development creates new opportunities for people to live, work and do business in Calallen, it also brings new challenges, such as more auto traffic, and more demands on critical infrastructure.

This planning study represents the City of Corpus Christi's effort to proactively plan for orderly, attractive and sustainable growth and development consistent with the community's vision. The Northwest Boulevard Corridor lies 20 miles upriver from downtown Corpus Christi. The study area comprises a 500-foot buffer to the north and to the south from Interstate 69 to Wright

Moravek Road (County Road 73) - nearly three miles. The Nueces River bounds adjacent neighborhoods to the north, while Interstate 69 presents a physical barrier to the east. To the west and south, development quickly transitions from suburban to rural conditions. The Wood River neighborhood is north of the corridor, and major anchors include one preschool, two elementary schools, one high school, River Hills Country Club, Hazel Bazemore Park, Corpus Christi Medical Center, and retail destinations including Walmart and the Five Points Shopping Center.

**Figure 1: Northwest Boulevard (FM 624) Corridor**



Source: City of Corpus Christi GIS Services

- - - Study area
- Parks and open space
- Schools
- Buildings
- Parcels

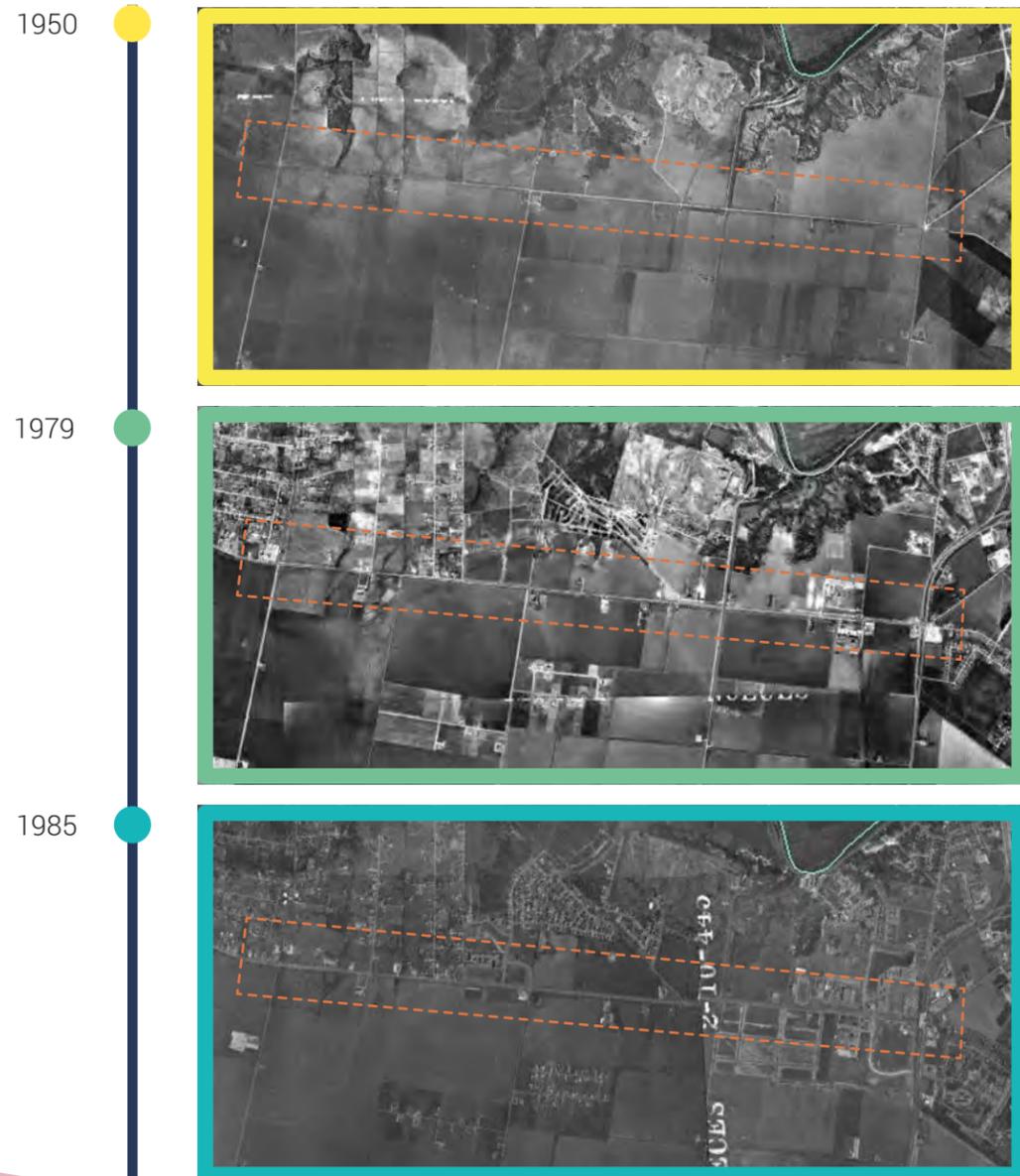


## Development History

The Town of Calallen was established in 1910 where the St. Louis, Brownsville and Mexico railroad crossed the Nueces River, and grew into a center for agricultural trade.<sup>1</sup> The initial settlement was located to the northeast of the Northwest Boulevard study area, between what is today Interstate 37 and the Nueces River.

<sup>1</sup> Calallen Independent School District, History of Calallen, Accessed 20 April 2020, Available at: <https://www.calallen.org/domain/88>.

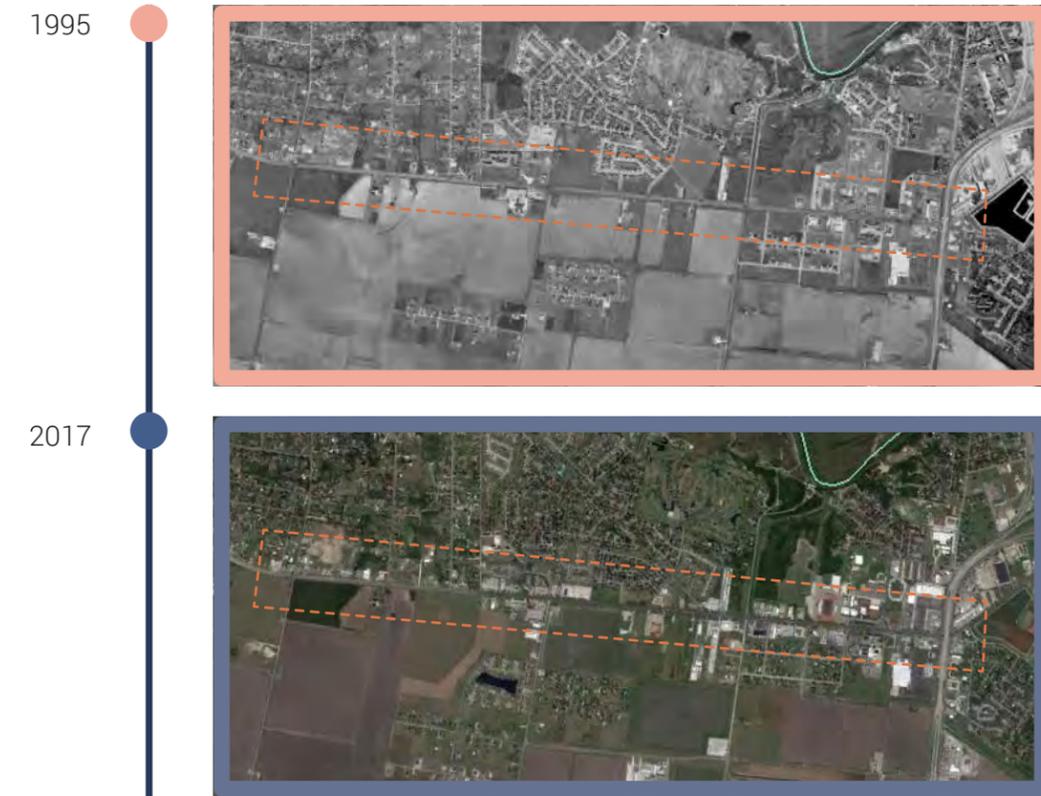
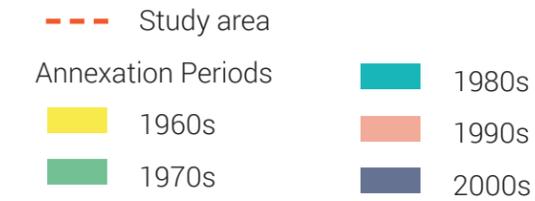
The City of Corpus Christi annexed this area in the 1960s, and annexed the majority of the Northwest Boulevard study area in the 1980s and 1990s. Urban development coincided with annexation; its peak development was in the 1980s and 1990s, though many current structures were built prior to annexation.



**Figure 2: Annexation and Development History**



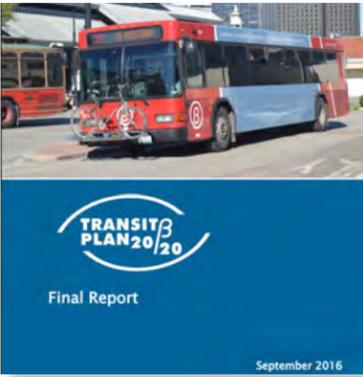
Source: City of Corpus Christi GIS Services



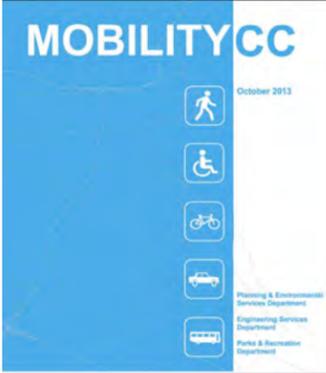
Satellite image source: Google Earth

## Previous Planning

As a primary artery serving multiple institutional uses in Corpus Christi's northwest, Northwest Blvd. has been subject to numerous citywide, comprehensive, and long-range planning efforts. They focus on the function of the roadway, and emphasize the safe balance of user modes, particularly east of FM 1889.

Plan	Major Goals
<p><b>Bicycle Mobility Plan, CCMPO, 2018</b></p> 	<p>This plan is Phase I of the Strategic Plan for Active Mobility under the CCMPO. The major vision goals are 1) develop a cohesive, strategic network of bicycle facilities that accommodates a diversity of riders 2) Increase the percentage of trips of all types that are made by bicycle 3) Promote health and wellness through bicycling and 4) Enhance safety for bicyclists. The plan methods included developing a community hotspot analysis to determine demand that was then used for bicycle route selection via network analyst reflecting community preferences: 1) Off-road trail connections were prioritized over routes that followed the street network 2) neighborhood streets and minor collectors were prioritized over busier roadways and 3) streets that pass through areas adjacent to activity centers were prioritized over streets that run right through the heart of an activity center or through areas with a very low concentration of destinations. Once presented and “tested” with the community for feedback, specific bicycle infrastructure treatments and facilities were then identified.</p>
<p><b>Transit Plan 20/20, Corpus Christi Regional Transportation Authority, 2016</b></p> 	<p>A Five-Year Service Plan was developed based on the existing conditions report findings and community engagement activities, including surveys, according to the following themes: upgrades to southside services, more frequent service on Leopard and Port, expanded Sunday service, more direct westside service, Downtown/North Beach route improvements, increased direct routing and frequency in Robstown, consolidated Port Aransas service, expanded Express service, and improved speed and reliability, which are organized within the report according to service types and are divided into two implementation phases. Recommended improvements address service design (i.e. direct routing, route alignment, route deviations, schedule simplicity), established performance metrics (i.e. ridership productivity, passenger loads, schedule reliability, schedule efficiency), and bus stops (i.e. accessibility, amenities, real time arrival information, etc).</p>

Relation to this effort	Implementation Details
<p>As Phase 1 of the Mobility Plan, the Bicycle Mobility identifies street segments for bikeway infrastructure and details what types of bicycle facilities are recommended for each street segment. Community engagement informed detailed mapping analyses to select routes and suggest corresponding facility recommendations matching stakeholder preferences.</p>	<p>This plan recommends bicycle infrastructure along Northwest Boulevard between Wildcat Drive and River Hill Drive in the form of protected cycletracks on either side of the boulevard located outside of the vehicular traffic lanes.</p>
<p>Transit Plan 20/20 includes recommendations to improve current service after comprehensively analyzing the strengths of the system and identifying gaps in service. The plan includes recommendations that directly impact Northwest Boulevard.</p>	<p>Transit Plan 20/20 includes recommended improvements to Route 27, a portion of which operates along Northwest Boulevard within the study area corridor. The plan recommends rerouting Route 27 from the I-69 Access Road after looping around the Five Points Shopping Center to Northwest Boulevard before turning south onto FM 1889. The reroute will likely create additional bus stops along Northwest Boulevard and FM 1889, requiring pedestrian infrastructure to connect these potential bus stops to the existing sidewalk network.</p>

Plan	Major Goals
<p><b>Mobility CC, City of Corpus Christi, 2013</b></p> 	<p>Of the eight policies the plan establishes, the following are relevant to the Northwest Boulevard Study Area:</p> <p><b>Policy 1:</b> Integrate street infrastructure that provides balanced transportation options and design features into street design and construction to create safe and inviting environments for all users to walk, bicycle, and use public transportation.</p> <p><b>Policy 3:</b> Plan and develop a comprehensive and convenient bicycle and pedestrian transportation network.</p> <p><b>Policy 6:</b> Provide children with safe and appealing opportunities for walking and bicycling to school in order to decrease rush-hour traffic, and fossil fuel consumption, encourage exercise and healthy living habits in children, and reduce the risk of injury to children through traffic collisions near school.</p> <p><b>Policy 7:</b> Create safe routes to parks and open spaces.</p>

<p><b>Northwest Area Development Plan, City of Corpus Christi, 2001</b></p> 	<p>Relevant Policy Statements:</p> <p><b>A) Environment.</b> (A1): Maintain and/or improve water quality in the Nueces River - The river provides 2/3 of the City's drinking water supply.</p> <p><b>B) Land Use.</b> (B1e): The expansion of business uses along Northwest Boulevard (F.M. 624) or any other arterial street should be planned and zoned so that the traffic carrying capacity of the street is protected. West of County Road 75, commercial uses on Northwest Boulevard should only be allowed at arterial intersections. (B3): Encourage development of recreational vehicle parks in the northwest area to capture "Winter Texans" traveling U.S. 77 (IH-69). (B5): Development along all arterial and expressways will be required to plant street trees on fifty-foot centers in a tree planting zone located within 10 feet of any property line abutting the street rights-of-way.</p> <p><b>C) Annexation.</b> (C1): Pursue annexation of property in advance of development, particularly, along major roadways for the purpose of creating compatible land use and development patterns. (C2): Prior to annexation, develop detailed assessments of infrastructure and action plans for improving and or replacing inadequate infrastructure in outlying substandard developments. (C3): The City should aggressively pursue annexation of the developing areas within the Nueces River watershed within Nueces County.</p> <p><b>D) Transportation.</b> (D1a): Relief of traffic congestion along Northwest Boulevard (F.M. 624) and at the Five Points Intersection is a major focus of the plan recommendations.</p> <p><b>E) Public Services.</b> (E3): Create a Nueces River Hike and Bike Trail system with connections to the Oso Parkway system, and schools, parks and other public facilities in the Northwest Area.</p>
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Relation to this effort	Implementation Details
<p>This document is the transportation element of the city's Comprehensive plan. It guides decision-making pertaining to the planning, design, operation and maintenance of the city's transportation networks. It "houses all transportation related plans, including the City's Thoroughfare Plan, Trails Master Plan, Americans with Disabilities Act (ADA) Master Plan (formerly the ADA transition plan), plans for the installation of roundabouts and road diets at select locations, and plans for specific street corridors."</p> <p>The Urban Transportation Plan establishes roadway classifications for the city's streets, broadly categorized into Local Access Streets, Collectors, Arterials, and Freeways.</p>	<p>The UTP identifies Northwest Boulevard as an "A3 Primary - Arterial Divided" urban street, indicating a 130'-wide right-of-way, up to 6 lanes of traffic, 17.5' of distance between curb and property line, and 30,000 to 48,000 maximum average daily trips.</p> <p>HikeBikeCC recommends 10.26 miles of on-street and off-street facilities to comprise the Nueces River Trail, which would connect Northwest Boulevard to the river via Trinity River Drive, River Walk Drive, and a drainage corridor through the Wood River subdivision, and eastward along the river's south bank to Labonte Park.</p>
<p>The Northwest Area Development Plan component of the City's Comprehensive Plan illustrates the decades-long attempt to guide transportation and land use development in an orderly manner that enhances quality of life. Specifically, it names mobility improvements around Northwest Boulevard designed to mitigate congestion of its eastern terminus at the "Five Points Intersection." Several of these improvements remain to be funded and constructed. This plan also indicated the community's desire to improve the appearance of Northwest Boulevard through three plantings.</p>	<p><b>PS D1 Recommendation a1:</b> "Northwest Boulevard is recommended as an arterial street with an ultimate 120' minimum right-of-way, six traffic lanes, and a median."</p> <p><b>PS D1 Recommendation a2:</b> "A two-lane 60-foot right-of-way loop collector street (south of Wal-Mart) is proposed between U.S. 77 and the extension of River East Drive."</p> <p><b>PS D1 Recommendation a3:</b> "County Road 52 is recommended as an arterial street with an ultimate 100' minimum right-of-way, four travel lanes and a landscaped median."</p>

## Resident Demographics

An estimated 11,000 people reside in the five Census Block Groups adjacent to the study area, as of 2019.<sup>2</sup> This is an 8.3% increase since 2010, nearly 1% per year - just under the city's rate of 9.8%. Population growth ranged from 6.3% to 13.8% among the Block Groups to the north, west, and south of the study area, while it declined 3.1% in the neighborhood east of I-69.

The median age group of residents is between 35 and 44, but residents ages 55 and over roughly make up almost a third (32.3%) of the study area population. Comparatively, in Corpus Christi, Nueces County, and Texas, residents ages 55+ only make up about a quarter of their population (27.7%, 28.1%, and 24.7%, respectively). The percent of households with children is slightly higher than the county average (43% and 36%, respectively).<sup>3</sup>

<sup>2</sup> Business Analyst. U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019.

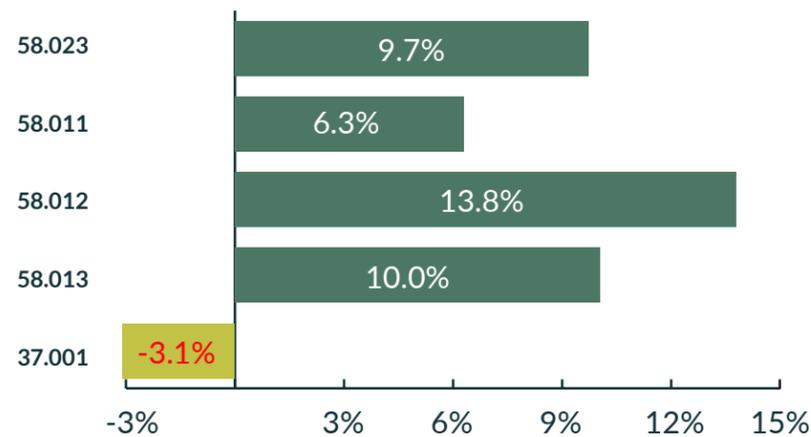
<sup>3</sup> Business Analyst. U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024.

The study area contains two nursing homes, each with 120 beds: the Windsor Calallen Nursing Home and River Ridge Nursing and Rehabilitation. Almost 8 in 10 residents (78.6%) live in family households compared to non-family households (21.5%) at rates higher to those of the county and state, where 68.1% of the population live in family households in Nueces and 69.6% in Texas.<sup>4</sup>

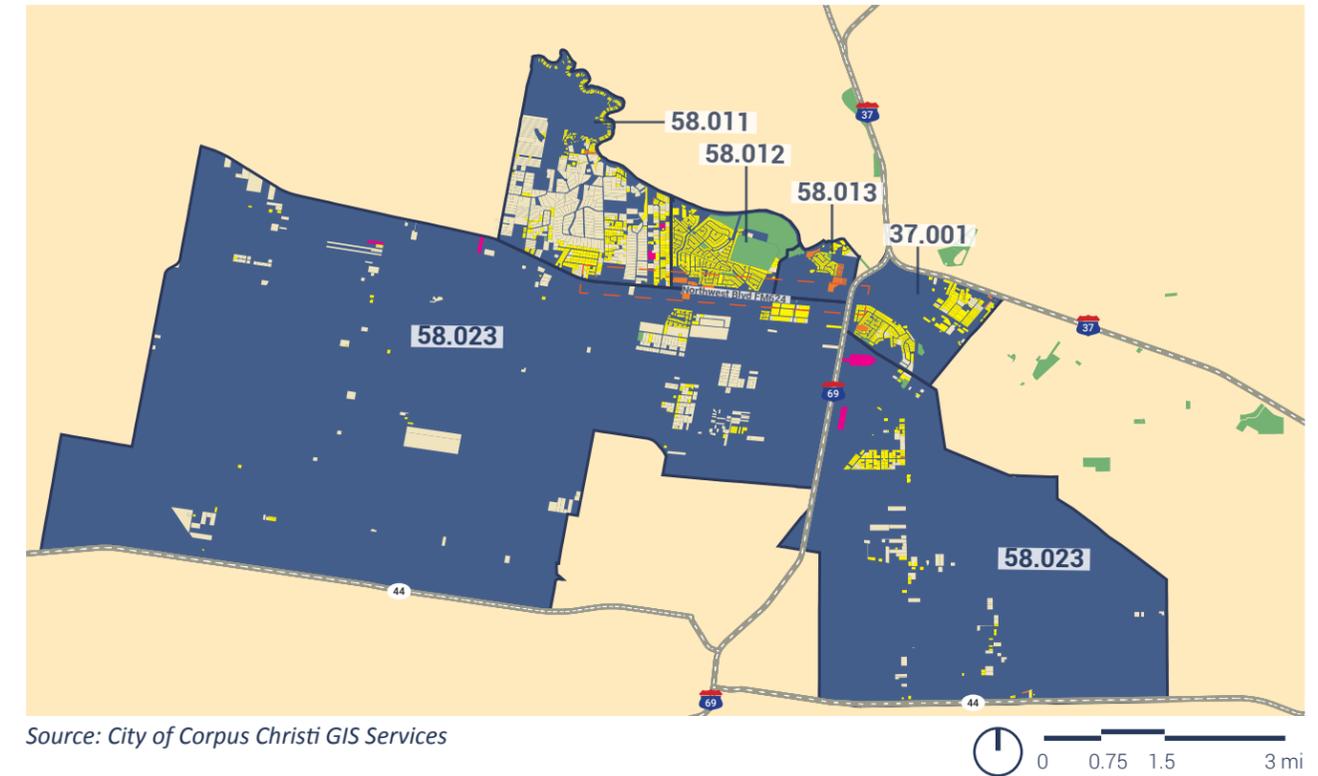
<sup>4</sup> Business Analyst. U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024.

**Figure 3: Population change by Censu Block Groups**

Source: Business Analyst. U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019



**Figure 4: Adjacent Residential Areas, by Census Block Group**



Source: City of Corpus Christi GIS Services

- Study area
- Study area block groups
- Estate residential
- Low-density residential
- Medium-density residential
- Mobile home
- Parks and open space
- Water

The study area is composed of predominantly white residents (90.0%), of whom almost half identify with Hispanic origin (46.6%).<sup>5</sup> The median household income for the study area is \$87,253, much higher than the median household income for Corpus Christi, which is \$53,614. The average life expectancy for the census tracts in the study area is 80.5 years, 2.5 years higher than that of Nueces county and 1.7 years higher than that of Texas<sup>6</sup>, suggesting that residents have relatively high access to public health resources.

The study area is majority homeowners (79%), and has a slightly higher percentage of homeowners compared to the city (70%). Since 2010, homeownership has decreased by about 3% within the study area and citywide, likely due to increases in multi-family development<sup>7</sup>.

<sup>5</sup> Business Analyst. U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024.

<sup>6</sup> National Center for Health Statistics. U.S. Small-Area Life Expectancy Estimates Project, 2010-2015]. National Center for Health Statistics. 2018. Available from: <https://www.cdc.gov/nchs/nvss/usaleep/usaleep.html>.

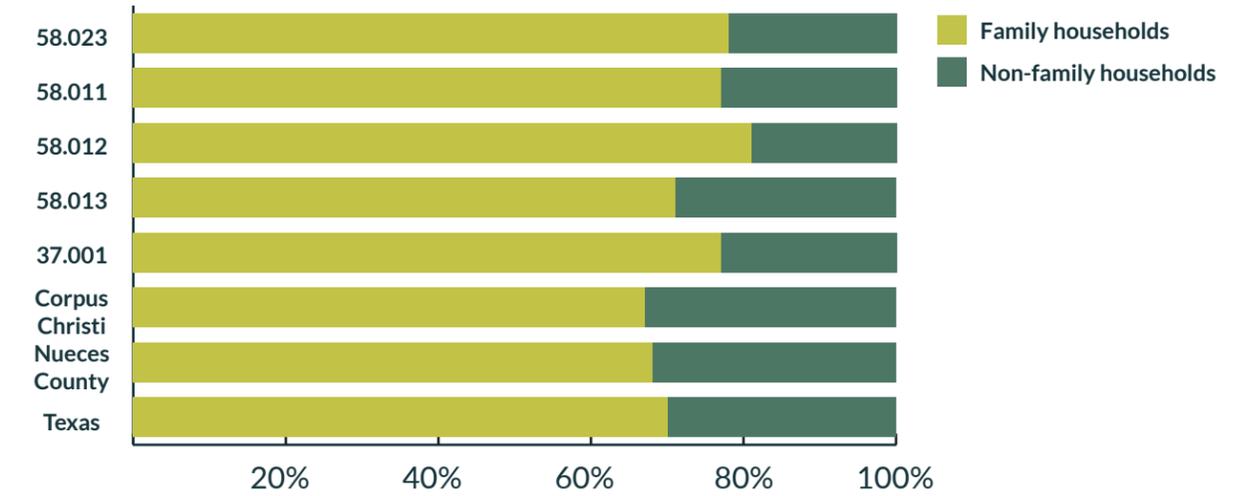
<sup>7</sup> Business Analyst. U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024.



Calallen High School, home of the Wildcats, serves 1,256 students in grades 9-12. The school is located on Northwest Boulevard, close to the I-69 intersection.  
 Source: Calallen ISD

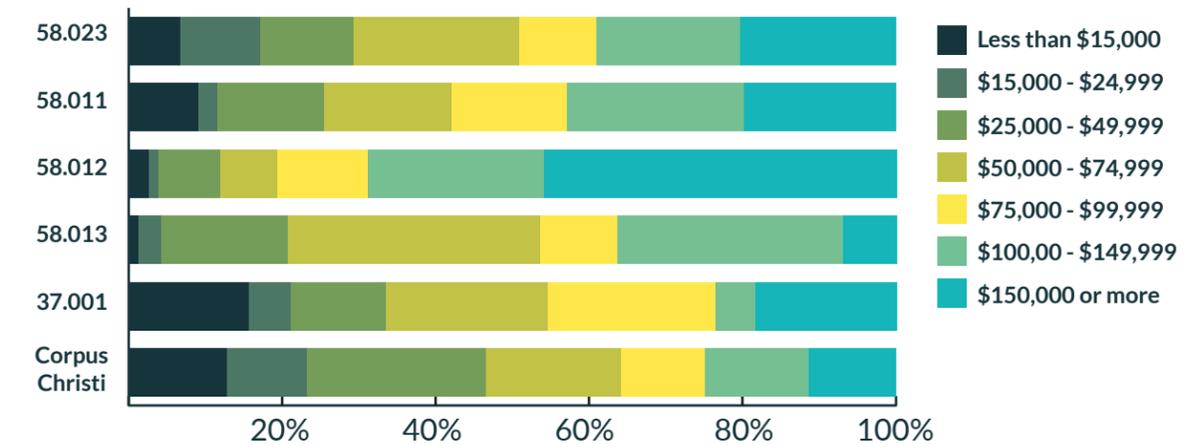
**Figure 5: Household types**

Source: Business Analyst. U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019.



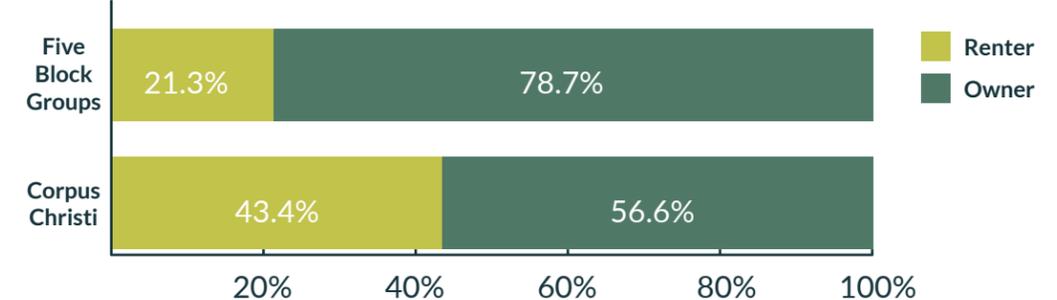
**Figure 6: Household income in the past 12 months (in 2018 inflation-adjusted dollars)**

Source: Business Analyst. U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019.



**Figure 7: Tenure**

Source: Business Analyst. U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019.



# Land Use and Market Analysis

## Existing Land Use

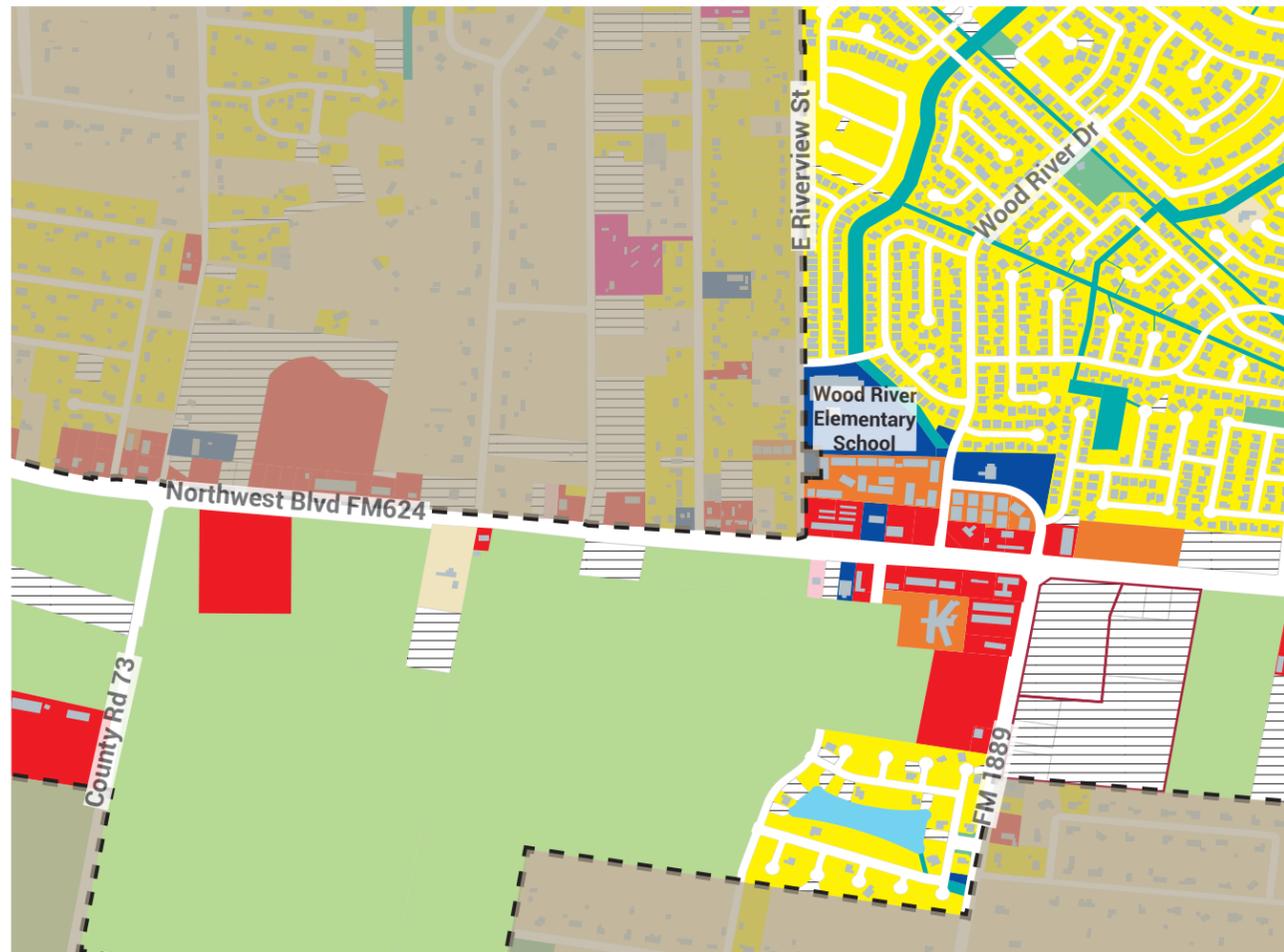
The map in Figure 8 shows existing land uses within the study area as determined for the 2016 Plan CC Comprehensive Plan. The study area contains a wide variety of land uses, including agriculture, low- to medium-density residential, commercial, as well as many currently vacant lands. Several civic uses such as schools, colleges, and parks also reside within the study area.

The breadth of land uses indicate the importance of the study area across a variety of stakeholders in addition to the challenges of creating an attractive and unified corridor that accomplishes the collective vision of the City.

The study area and adjacent neighborhoods have large parcels of land not fully developed; which are currently zoned as Farm Rural, Multifamily, Neighborhood Commercial, or General Commercial.<sup>8</sup>

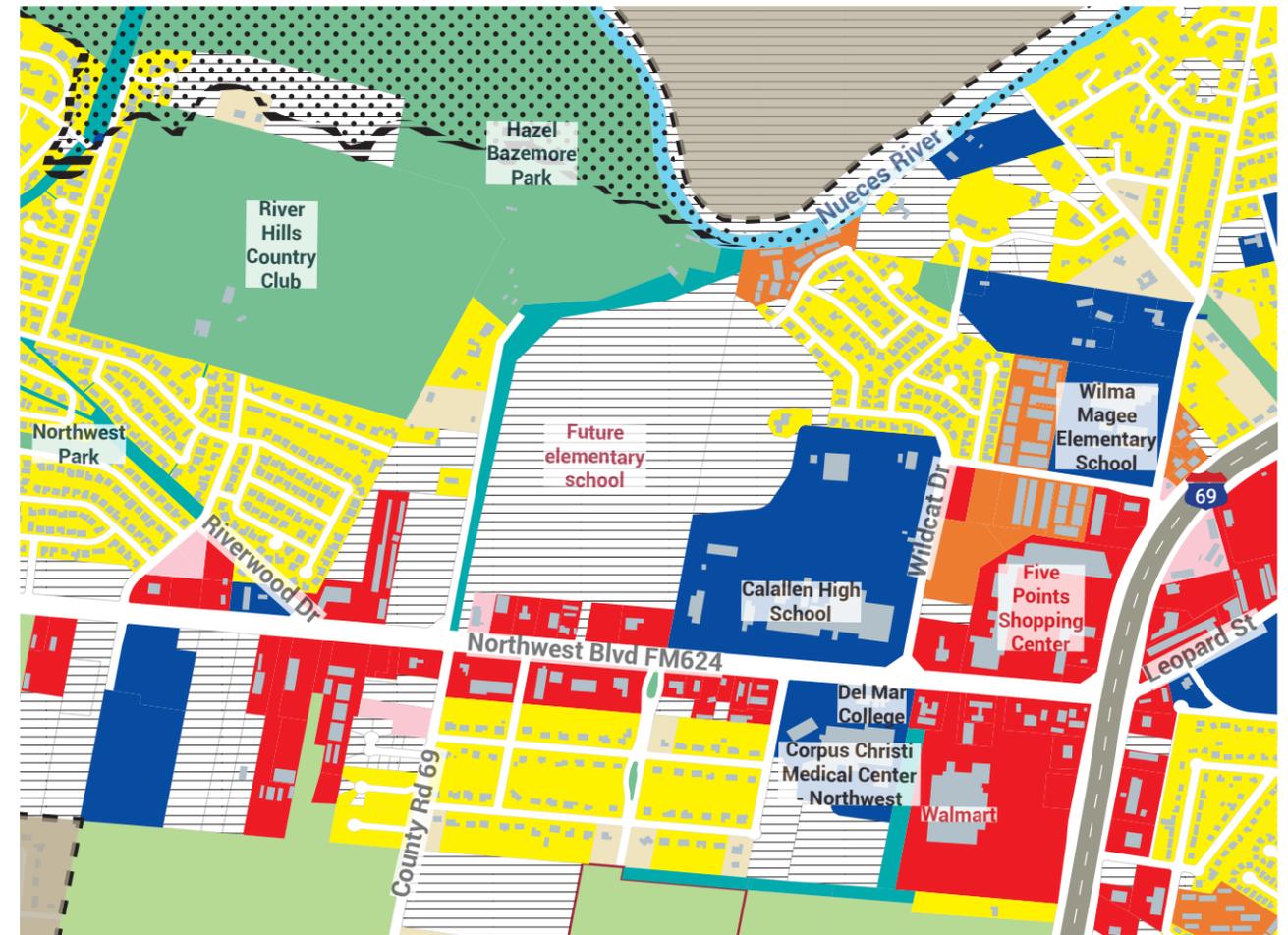
8 City of Corpus Christi Zoning Shapefile

Figure 8: Existing Land Use Map



Source: City of Corpus Christi GIS Services

- City limits
- Agriculture (1 unit/ 5 acres)
- Drainage corridor
- Estate residential (1 unit/ 1 acre)
- Low-density residential (up to 8 units/ acre)
- Medium-density residential (8-22 units/ 1 acre)
- Mobile home
- Professional office
- Commercial
- Light industrial
- Park and open space
- Public and semi-public
- Vacant
- Future development
- Buildings
- Water
- ⋯ 100-year floodplain
- ▬ 500-year floodplain



## Current Zoning

Most of the land fronting Northwest Boulevard is zoned General Commercial, which intends to provide "sufficient space in appropriate locations for all types of commercial and service activity, particularly along arterial streets where a general mixture of such activity now exists."<sup>9</sup> Neighborhood Commercial Districts are interspersed among the General Commercial Districts, near the center of the study area. These provide areas for commercial activity such as sale of convenience goods and personal services that primarily benefit nearby residential areas," and are usually have pedestrian access from nearby residential neighborhoods.<sup>10</sup>

9 City of Corpus Christi Unified Development Code, Section 4.5.1.D.

10 Ibid., Section 4.5.1.A.

A significant amount of land within the study area and adjacent to the south and west is zoned Farm-Rural, which is intended for land that is "relatively underdeveloped and agricultural in nature." It is also "the default zoning district for land newly-annexed to the City," and therefore subject to reclassification for appropriate uses.<sup>11</sup>

Beyond the study area itself, most adjacent neighborhood zoning is for residential uses - largely for single family homes, but also including some multi-family classified parcels.

11 Ibid., Section 4.3.1.A.

**Figure 9: Current Zoning Map**



Source: City of Corpus Christi GIS Services



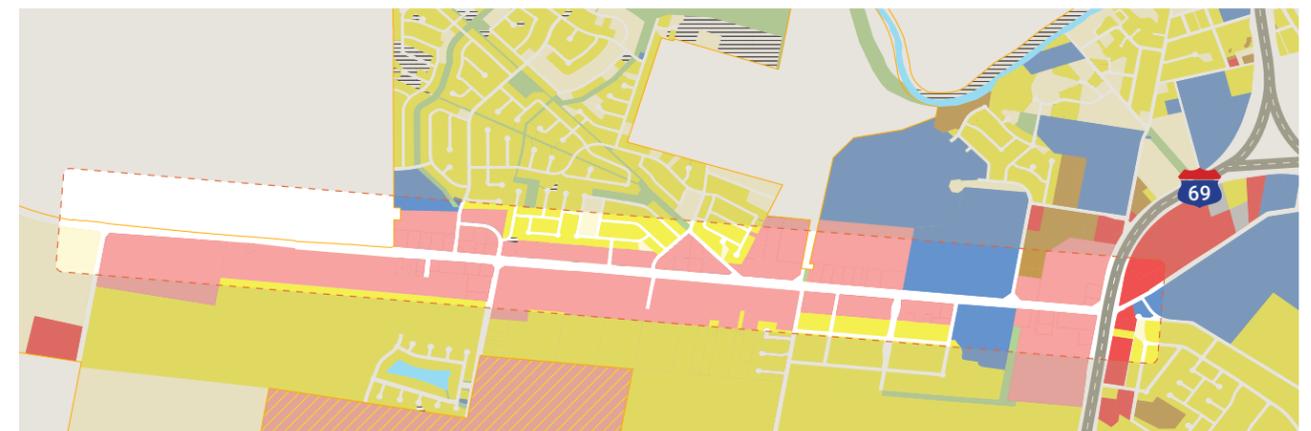
- |                         |                     |
|-------------------------|---------------------|
| Study area              | Multi-family        |
| Neighborhood Commercial | Two-family          |
| General Commercial      | Single-family       |
| Farm-Rural              | Park and open space |
| Light Industrial        | Water               |
| Neighborhood Office     |                     |

## Future Land Use Designations

PlanCC, the City's comprehensive plan, establishes a Future Land Use Map (FLUM) to guide development and redevelopment for the next twenty years. It is not a zoning map, but rather a guide for decision-makers charged with making rulings on zoning and land use issues.

The vision of future development in the Northwest Boulevard Corridor codified in FLUM is for a mix of uses largely anchored by commercial uses. Government close to the interstate (Calallen High School, Corpus Christi Medical Center Northwest, and Del Mar College) remain in place, while medium density residential comprises a stretch of the southern side of Northwest Boulevard west of FM 1889. A handful of parcels between FM 1889 and County Road 69 do not have FLUM designations.

**Figure 10: Future Land Use Map**



Source: City of Corpus Christi GIS Services



- |   |                      |
|---|----------------------|
| Study area  | Light industrial     |
| High-density residential (more than 13 units/ acre)                           | Permanent open space |
| Low-density residential (up to 3 units/ acre)                                 | Government           |
| Medium-density residential (4-13 units/ acre, including two-family dwellings) | Vacant               |
| Mixed use   | Planned development  |
| Commercial  | Water                |

## Housing Stock

The neighborhoods adjacent to the Study Area are primarily single-family residential. These neighborhoods contain mostly single-family detached homes, but also includes multi-family, condos, and the Windsor Calallen Nursing home, which has 120 beds, or 60 rooms.

There is one recent multi-family development, the Calallen Apartments, and one planned multi-family development just south of the new Calallen apartments. There is one planned single-family development, called River Ridge Unit 4. South of Northwest Boulevard, this proposed 136 lot development sits north of County Road 52, east of County Road 69, and at the extension of Riverside Boulevard.

## Businesses

**Figure 11: Housing typology within 500' buffer**

Typology	Parcels	Land Area	Appraised value
Single-family	360	83.3%	78.4%
Mobile homes	6	2.4%	0.2%
Condominiums	8	1.7%	1.2%
Multi-family	2	5.7%	11.8%
Two-family	1	0.2%	0.2%
Four- or more-family	1	0.4%	0.4%
Townhouses	9	5.4%	7.7%
Vacant residential land	6	1.0%	0.2%

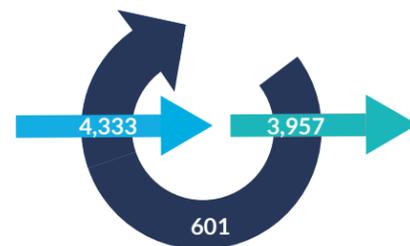
Source: Nueces County Appraisal District, 2019.

The study area is home to approximately 140 businesses

and 1,450 employees.<sup>12</sup> As a commercial corridor, commercial and retail businesses are located immediately off Northwest Boulevard's right-of-way, surrounded by residential neighborhoods, and most of the corridor's businesses are clustered on the east side of the study area, supporting regional demand from Interstate 69. Businesses serving regional demand include banks, big box retail like Walmart and the Five Points Shopping Center, fast food restaurants, restaurant chains, and medical facilities. Services and local businesses serving the surrounding neighborhoods include local cafes and restaurants. Restaurants and schools employ the most workers: 2005 and 200, respectively.

Despite the high number of jobs in the study area and adjacent neighborhoods (4,934),<sup>13</sup> the majority of residents commute elsewhere for employment. Approximately 601 out of 4,558 employed residents live and work within the study area's adjacent neighborhoods, resulting in 4,333 employees commuting into the study area from other parts of the Corpus Christi area. This daily inflow and outflow has a large impact on traffic, especially during peak travel hours. More traffic analysis will be discussed in the following Transportation Section.

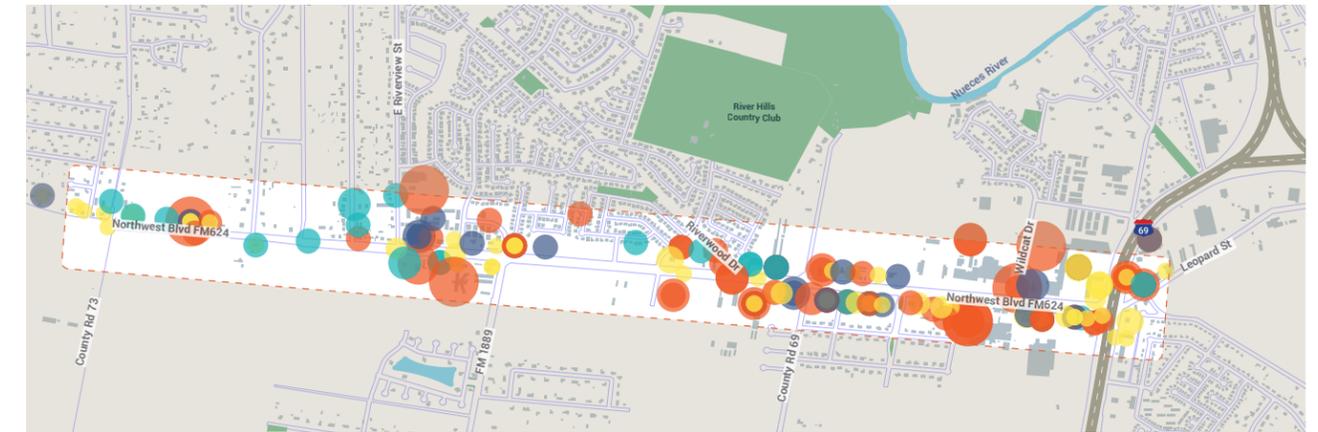
**Figure 12: Workers Inflow and Outflow, 2017**



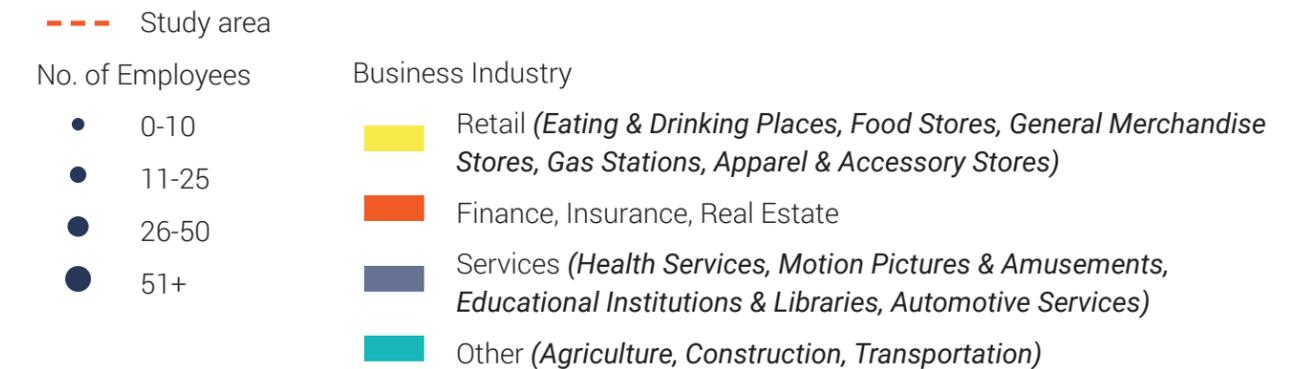
Source: OnTheMap U.S. Census LODES data, 2017

<sup>12</sup> Business Analyst. Copyright 2019 Infogroup, Inc. Esri Total Residential Population forecasts for 2019.  
<sup>13</sup> OnTheMap, U.S. Census LODES data, 2017

**Figure 13: Business Industry and Employees Map**



Source: Business Analyst (ESRI 2019); City of Corpus Christi GIS Services



**Figure 14: SIC type and employee count (2019) within 500' buffer**

SIC Code Business Industry	Number of Businesses	Number of Employees	Sales Volume
■ Retail ( <i>Eating &amp; Drinking Places, Food Stores, General Merchandise Stores, Gas Stations, Apparel &amp; Accessory Stores</i> )	43	606	\$162,029,000
■ Finance, Insurance, Real Estate	16	95	\$30,107,000
■ Services ( <i>Health Services, Motion Pictures &amp; Amusements, Educational Institutions &amp; Libraries, Automotive Services</i> )	49	539	\$93,334,000
■ Other ( <i>Agriculture, Construction, Transportation</i> )	31	210	\$54,044,000

Source: Business Analyst (ESRI 2019)

## Retail Market Analysis

Approximately 60,000 people live within a 15-minute driving distance of the center of the Northwest Boulevard study area, which encompasses the towns of Odem and Edroy to the north, Robstown to the south, and neighborhoods adjacent to the Leopard Street corridor eastward to US Highway 358. Households within this "primary trade area" had an estimated median disposable income of \$47,543 and total disposable income of \$1.28 billion in 2019. The population grew by over 5,000 since 2010 - an annual rate of about 1%. At this rate, the population will grow by about 2,900 by 2024<sup>14</sup>.

While the study area offers many shopping opportunities, analysis of sales by retail category within the primary trade area suggest that residents within the area are leaving it to make purchases. These categories and their leakage amounts are:

### Food & Beverage Stores: \$56.7 million<sup>15</sup>

This category includes grocery stores of all sizes, specialty food stores, and beer, wine and liquor stores. This figure represents about half of the total resident demand for grocery purchases within the primary trade area, meaning that the current supply of grocery stores could double in number or size to meet just resident demand within the trade area.

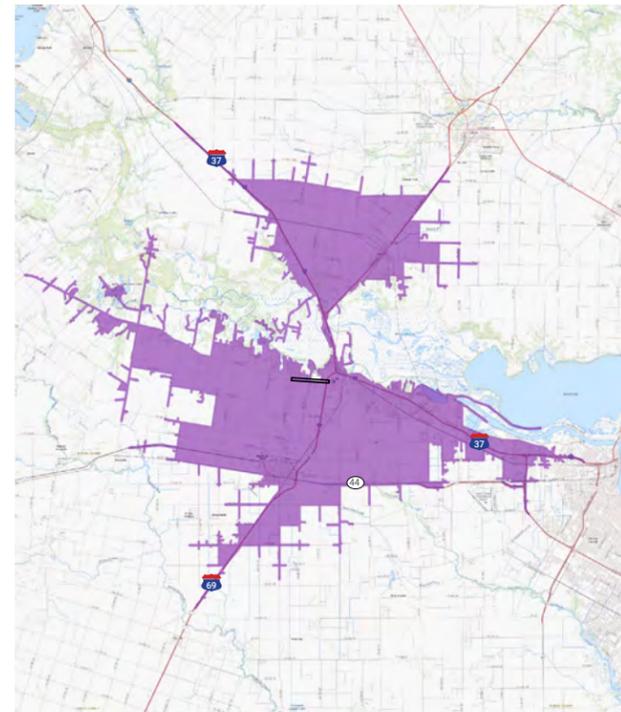
### General merchandise Stores: \$30.5 million

This category includes "big box" discount stores such as Walmart, smaller "dollar" stores such as Dollar General, and chain pharmacies. Each of these are found on the eastern side of the study area. This represents 28% of overall resident demand, indicating that existing general merchandise stores meet a greater share of demand for their products than grocery stores do.

<sup>14</sup> U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024.

<sup>15</sup> Source: Esri and Infogroup. Esri 2019 Updated Demographics. Esri 2017 Retail MarketPlace.

**Figure 15: Primary Trade Area**



Source: Business Analyst. Copyright 2019 Infogroup, Inc.

- Study area
- 15-minute drive area

### Clothing & Accessories Stores: \$19.0 million

This includes clothes, shoes, and jewelry. This amount represents two thirds of total resident demand for clothing stores. Thus, while the total leakage value is lower than grocery and general merchandise leakage, this category is comparatively less saturated within the primary trade area.

### Health and Personal Care Stores: \$17.5 million

Trade area residents spend \$36.5 million on health and personal care stores, but study area retailers sell only \$19 million in products and services, which means residents are spending nearly that same amount outside the trade area.

Some retail categories within the trade area sell more goods and services than its residents consume. This means people are traveling from outside the trade area to make these purchases, indicating that these sectors are already strong attractors, and do not require recruitment to locate within the study area and meet residents needs. These categories and their surplus sales amounts are:

### Motor Vehicle & Parts Dealers: \$139.5 million

Sales within this category are twice the demand among trade area residents. The cluster of car dealerships along the US Hwy. 77/I-69 corridor south of the study area contributes to the large supply of this category within the primary trade area.

### Gasoline Stations: \$27.9 million

Trade area residents spend \$64.3 million per year at gasoline stations, yet area stations sell \$92.2 million.

### Restaurants: \$14.9 million

It is common among trade areas that experience high levels of commuters to experience higher restaurant sales than area residents demand. This surplus may be the result of commuters to the area's numerous employment centers, such as schools and the medical center, going out for lunch or dinner.



Above: Retailers at the Five Points Shopping Center located near I-67 offer a mix of clothing, general merchandise, and home goods and crafts. Source: Google Streetview, August 2015

Below: A neighborhood retail strip shopping center featuring a new Starbucks location recently opened at County Road 69.

Source: Google Streetview, April 2019



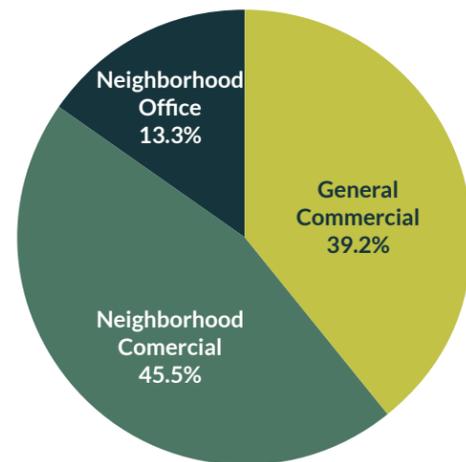
## Commercial Characteristics

The study area has large parcels not fully developed; roughly 1.5 million square feet is vacant parcels zoned commercial (General Commercial, Neighborhood Commercial, and Neighborhood Office). Commercial parcels vary largely in size. The majority of commercial properties range between 20,000 and 60,000 square feet.

**Figure 16: Vacant commercial parcel zoning**

Percent of Land within 500' buffer

Source: Nueces County Appraisal District, 2019.



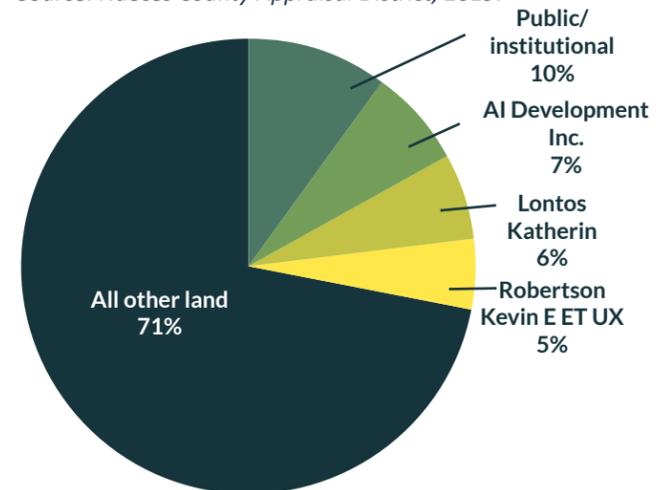
## Land Ownership

Given its large amount of vacant land, the study area is well-positioned to contribute to the city's economic development through the development of a live-work environment. A handful of landowners in the area own 56% of the available vacant land ripe for development, or 29% of the entire study area. 10% of the study area is owned by the City and the Callalan ISD, and those properties are already developed or have development plans in place.

**Figure 17: Major ownership**

Percent of Land within 500' buffer

Source: Nueces County Appraisal District, 2019.



## Catalytic Development Sites

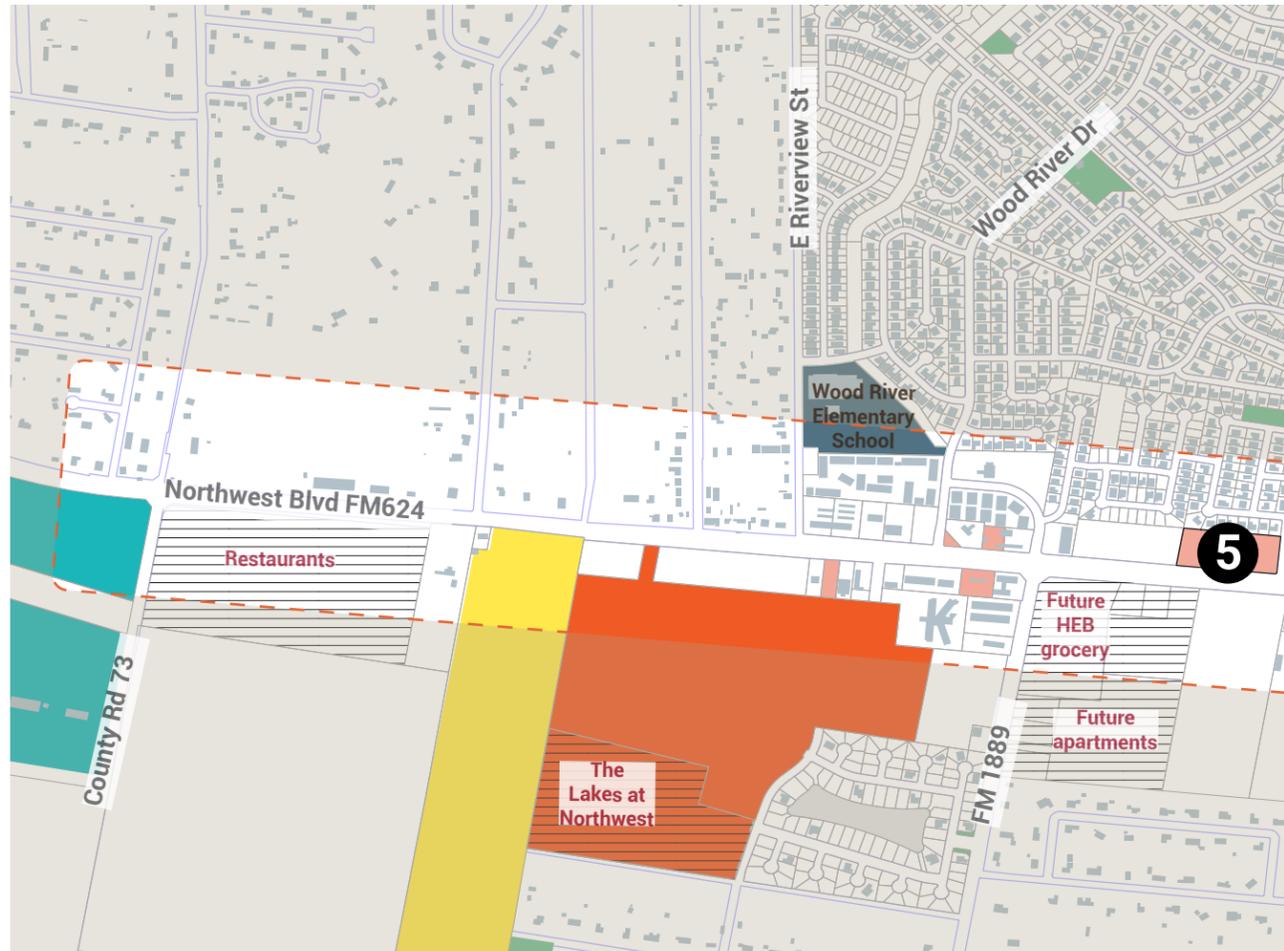
Catalytic development sites, indicated on the following page, are located where development can fulfill city and corridor goals, including job creation, improved transportation and access, or new housing units.

A common issue that complicates development within this corridor is the location of oil and gas pipelines. Some pipelines are abandoned, but others remain active. The unreliability of survey data adds risk and cost to upcoming development.

A high level review of the following attributes were considered in the analysis of land for catalytic development viability:

- Existing zoning
- Proximity to higher traffic volumes
- Adjacent to development for cost-effective utilization of existing utilities
- Size of site
- Adjacency to Northwest Boulevard

**Figure 18: Redevelopment Map**



Source: Nueces County Appraisal District, 2019. City of Corpus Christi GIS Services

- - - Study area
  - ▭ Parcels
  - ▭ Vacant Commercial Parcels
  - ▨ In platting/construction process
  - Catalytic Development Sites
- Ownership**
  - ▭ Lontos Katherine
  - ▭ AI Development Inc
  - ▭ Robertson Kevin E ET UX
  - ▭ Public/ Institutional



**Figure 19: Catalytic development sites**

Map Key	Likelihood to Change	Zoning	Future Land Use	Acreage	Traffic Volume
1	High	CN-2 "Neighborhood Commercial"	Commercial	8.907	32,502
2	Very High	FR "Farm Rural"	Mixed Use	10	32,502
3	Very High	FR "Farm Rural"	Mixed Use	5	32,502
4	Moderate	CN-1 Neighborhood Commercial	N/A	3.95	23,361
5	Moderate	CN-1 Neighborhood Commercial	N/A	4.22	23,361

Source: Nueces County Appraisal District, 2019.

# Transportation Analysis

## Traffic Volumes

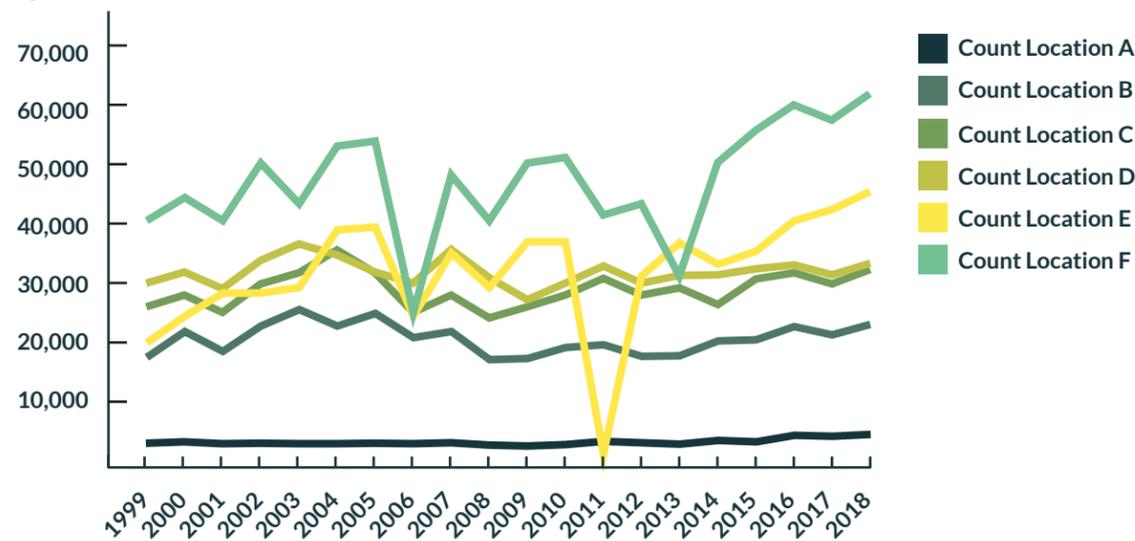
The Texas Department of Transportation (TxDOT) average annual daily traffic (AADT) volumes for vehicles in the Northwest Boulevard study area in 2018 are illustrated in the map on the following page. Moving eastward along Northwest Boulevard from County Road 73 to its eastern terminus at Interstate I-69, the AADT ranges from 23,361 to 33,512 auto vehicles each day utilizing the corridor. Auto traffic volumes are higher in the eastern portion of the study area, as expected, given the proximity to Interstate I-69 and concentration of intense land uses. Two traffic count locations (E and F on Figure 20) located along Interstate 69 have traffic volumes between 45,000 and 62,000 vehicles. Traffic volumes on roads terminating onto Northwest Boulevard are lower; fewer than 10,000 vehicles currently travel on FM 1889 daily.

A 20-year trend analysis for the traffic count locations

in the study area indicates that the daily traffic volumes along Northwest Boulevard are similar in 2018 to those traffic volumes collected in 1999. FM 1889 has experienced the most stable traffic volumes during this 20-year period, with traffic volumes on Northwest Boulevard fluctuating by as much as 10,000 vehicles per day between the highest and lowest traffic volume counts. Beginning in 2007 at the start of the Great Recession, traffic volumes on Northwest Boulevard declined before starting to grow again in 2010; in 2018 traffic volumes on Northwest Boulevard were similar to 2007 volumes. Traffic volumes have fluctuated widely along Interstate 69 in the study area, with traffic volumes doubling from 30,000 to over 60,000 between 2013 and 2018. Much of this fluctuation is a direct result of construction-related impacts on Interstate 69.

Pedestrians and cyclists are not included in this count; the

**Figure 20: 20-Year AADT Trends for Study Area Count Locations**



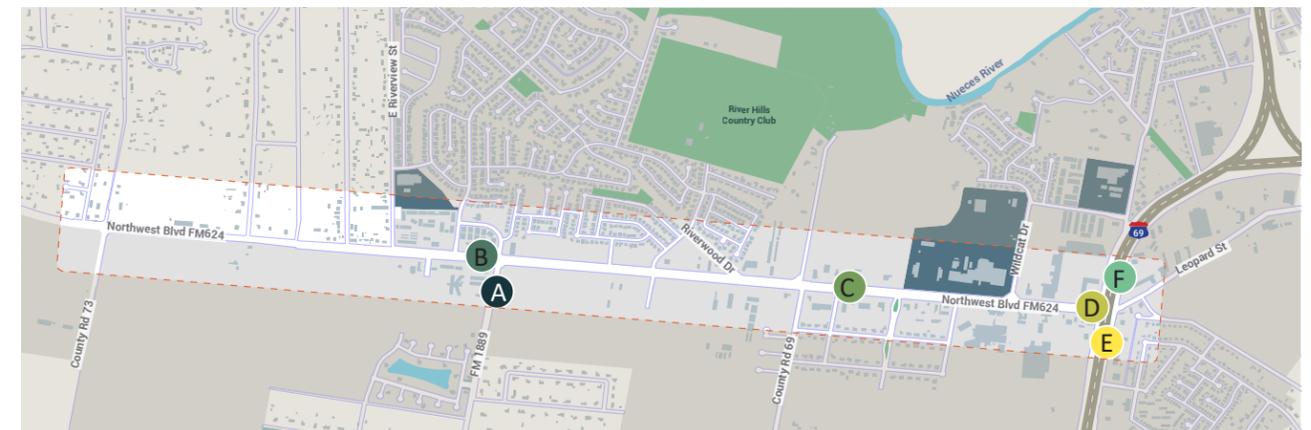
Strategic Plan for Active Mobility Phase 1: Bicycle Mobility Plan includes case studies of cities that have conducted bicycle counts and recommends bicycle counts be conducted for performance measures.

A steady, incremental increase of traffic volumes on Northwest Boulevard was expected based on the 20 year AADT trends. However, taking the evidence of the decline of traffic in the Great Recession, it is unclear how the COVID 19 crisis will impact long term trends on the corridor. Land use changes that are expected to contribute to the increase of traffic volumes include the construction of restaurants and limited retail in the western half of the study area at County Roads 73 and 69, in addition to a residential development west of FM

1889. The possible construction of a new H-E-B store at FM 1889 and Northwest Boulevard would likely increase traffic volumes along both segments.

Although there is no bicycle or pedestrian count data available for this segment of Northwest Boulevard, newer residential and retail and restaurant uses will likely increase demand for biking and walking facilities in the study area. Students living in the recently completed Calallen Apartments at FM 1889 and future students living in The Lakes at Northwest subdivision under construction will need safe infrastructure for both traveling along Northwest Boulevard and crossing the five-lane roadway to access area schools on foot or by bike.

**Figure 21: Average Annual Daily Traffic Counts, 2018**



Source: Texas Department of Transportation GIS Services

- Study area
- Count Location A - 6,026
- Count Location B - 23,361
- Count Location C - 32,502
- Count Location D - 33,512
- Count Location E - 45,751
- Count Location F - 62,090
- Parks and open space
- Schools
- Buildings
- Parcels

## Transit

The Corpus Christi Regional Transportation Agency (CCRTA) operates one local fixed bus route, Route 27, serving a portion of Northwest Boulevard. Route 27, the second longest route in the CCRTA system,<sup>16</sup> runs from downtown Corpus Christi westward along Leopard Street and then south along the I-69 Access Road/US-77 to Robstown multiple times daily. Route 27 also operates in tandem with two Parks and Recreation services. One Park-and-Ride at the Robstown Transfer Station in Robstown, located at Avenue A and 4th Street, has a maximum

capacity of 33 parking spaces. The second Park-and-Ride in Annville is located between IH-37 and Leopard Street immediately west of the Rehfeld Road intersection with a maximum capacity of 75 parking spaces.

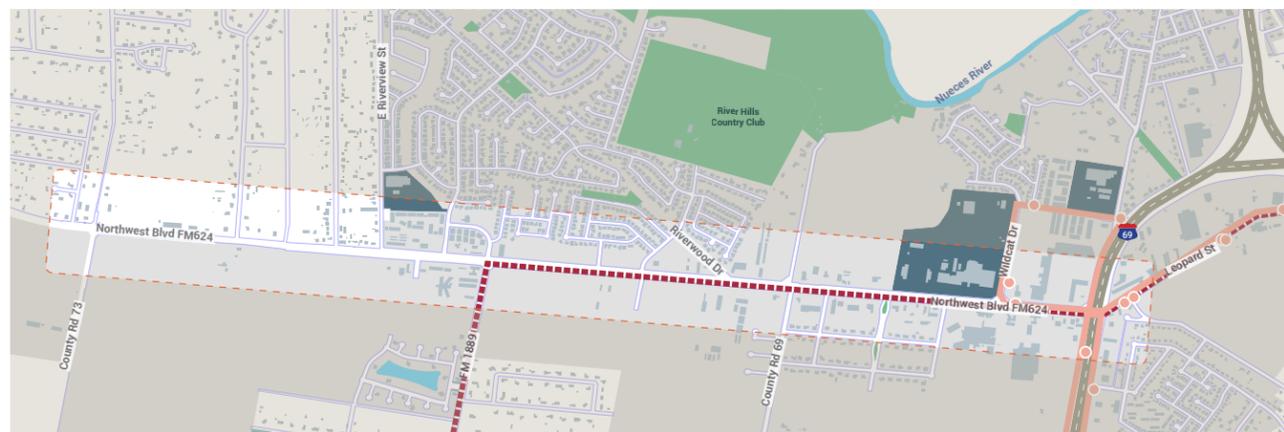
Both the southbound or outbound trips and the northbound or inbound trips northbound and southbound routes create a short loop around the Five Points Shopping Center, which experiences high ridership, utilizing Northwest Boulevard, Wildcat Drive, and Teague Lane. Five bus stops serving Route 27 are within the

study area boundaries, with one bus stop directly along Northwest Boulevard just east of Wildcat Drive. One of the reasons why ridership is high on this route along this segment is because Route 27 maintains the same schedule and route alignment on the weekends instead of consolidating the route or operating across a shorter window of service.

The CCRTA Transit Plan 20/20 recommends changes to the Route 27 alignment to “serve additional commercial development along FM 624.”<sup>17</sup> The suggested reroute will

<sup>17</sup> Corpus Christi Regional Transportation Authority, Transit Plan 20/20, 2016.

**Figure 22: Bus Stops and Bus Routes**



Source: City of Corpus Christi GIS Services



- - - Study area
- Bus Stop
- Route 27 (existing)
- - - Route 27 (proposed)
- Parks and open space
- Schools
- Buildings
- Parcels

**Figure 23: Recommended Route 27 Reroute**



Source: Corpus Christi Regional Transportation Authority, Transit Plan 20/20, 2016.

continue west along Northwest Boulevard and turn on to FM 1889 to reach Robstown Station, rather than by travelling on US Highway 77. Findings from interviews conducted with bus operators as part of the Transit Plan 20/20 indicated that there may be pent up demand for Route 27, especially on weekend mornings, as evidenced by standing-room only conditions.

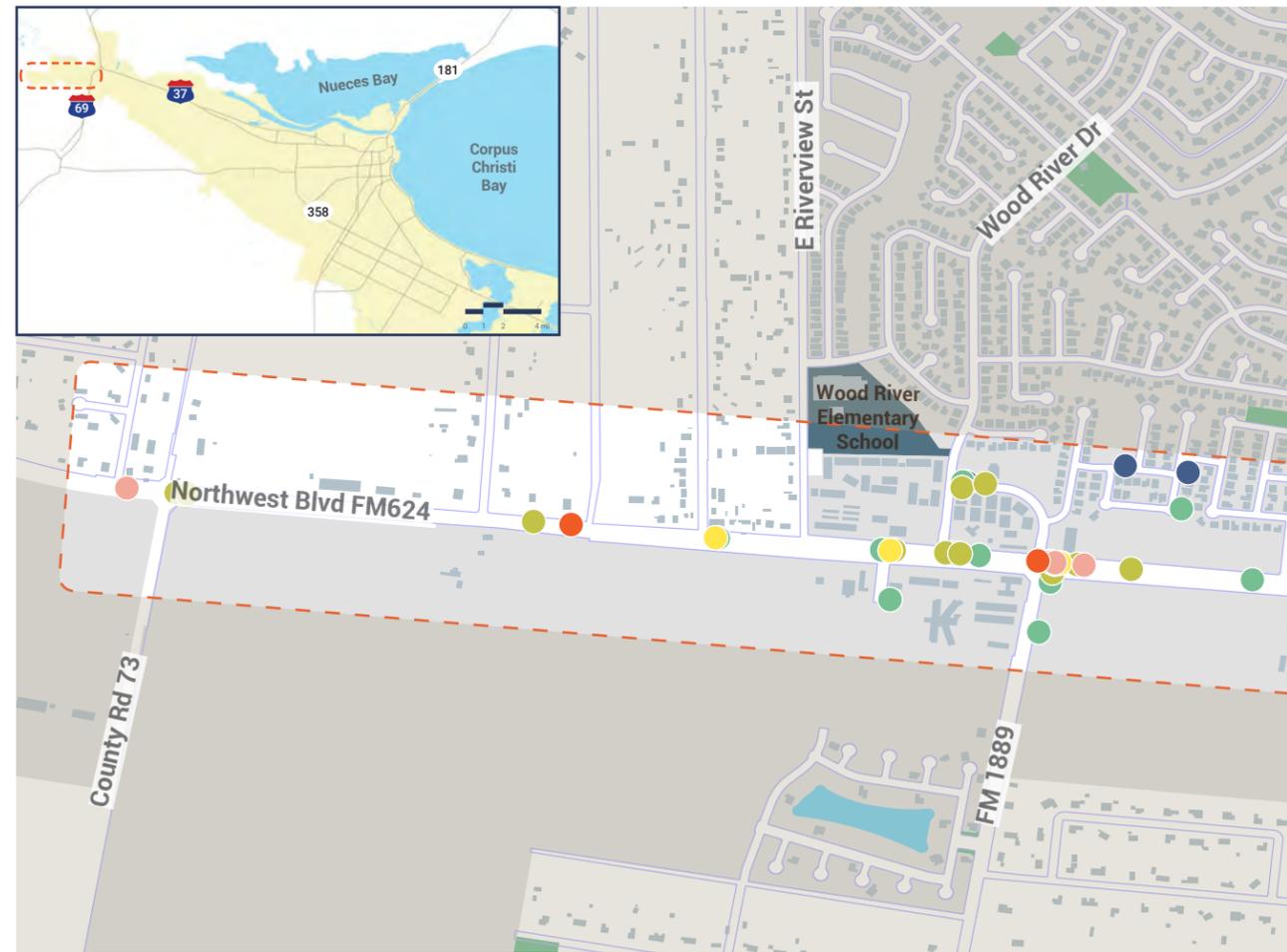
## Traffic Safety

Between 2018 and 2019, there were 272 collisions in the study area corridor involving 579 parties. These crashes resulted in 3 deaths, 4 suspected serious injuries, 12 crashes with non-incapacitating injuries, 60 crashes

involving possible injury, 188 collisions in which no one was injured, and 5 collisions with unknown severity.

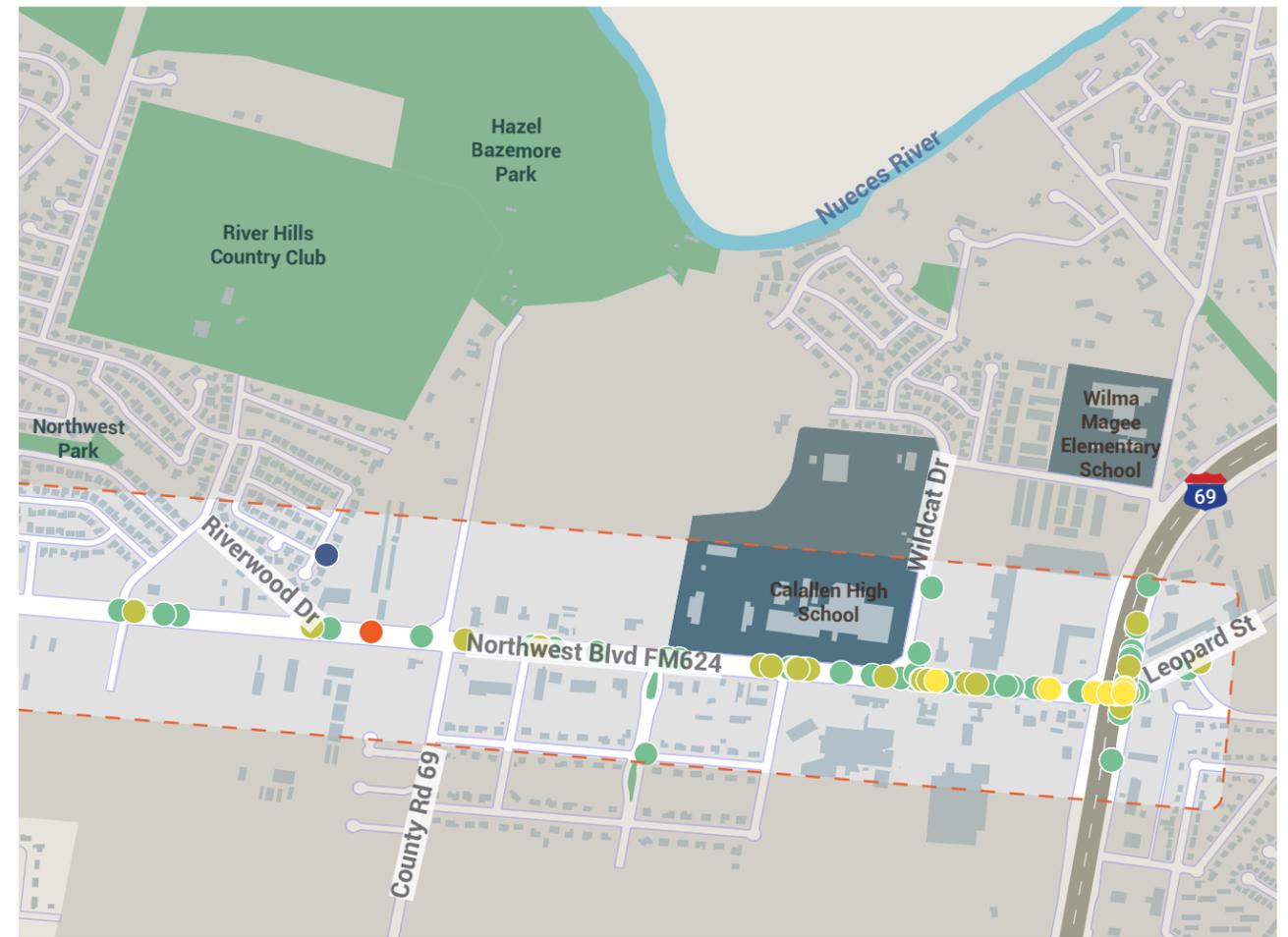
Mapping the locations of the collisions shows that the vast majority of crashes in the study corridor occur east of Wildcat Drive along Northwest Boulevard and along I-69. When overlaid the curb cut locations shown in Figure 29, the locations of these crashes correspond

**Figure 24: Crash Locations and Injury Severity, 2018 - 2019**



Source: City of Corpus Christi GIS Services

- Study area
- Fatal Crash
- Suspected Serious Injury
- Non-Incapacitating Injury
- Possible Injury
- No Injury
- Unknown Severity



- Parks and open space
- Schools
- Buildings
- Parcels

with the locations of driveways to the commercial and institutional parcels along Northwest Boulevard. A survey of corridor images shows that nearly every curb cut, or driveway, lacks any directional signage in the form of posted stop signs or painted stop bars for motorists, indicating that drivers may not be yielding ample right-of-way time before making turning movements.

Of these 272 incidents, 266 or 98% of collisions involved only motor vehicles. There was one bike-related and four pedestrian-related collisions with motor vehicles along Northwest Boulevard, with an additional “no contact” collision listed in the crash report data. While the overall number of collisions involving both motor vehicles and people biking and walking were low, these were among the deadliest collisions. The three fatal collisions in the corridor between 2018 and 2019 resulted in the death of one cyclist and two pedestrians. The remaining two pedestrian-vehicle collisions in the corridor during this time period resulted in non-incapacitating injuries. Every pedestrian-vehicle collision occurred near an intersection (River Trail Drive, FM 1889, and Interstate

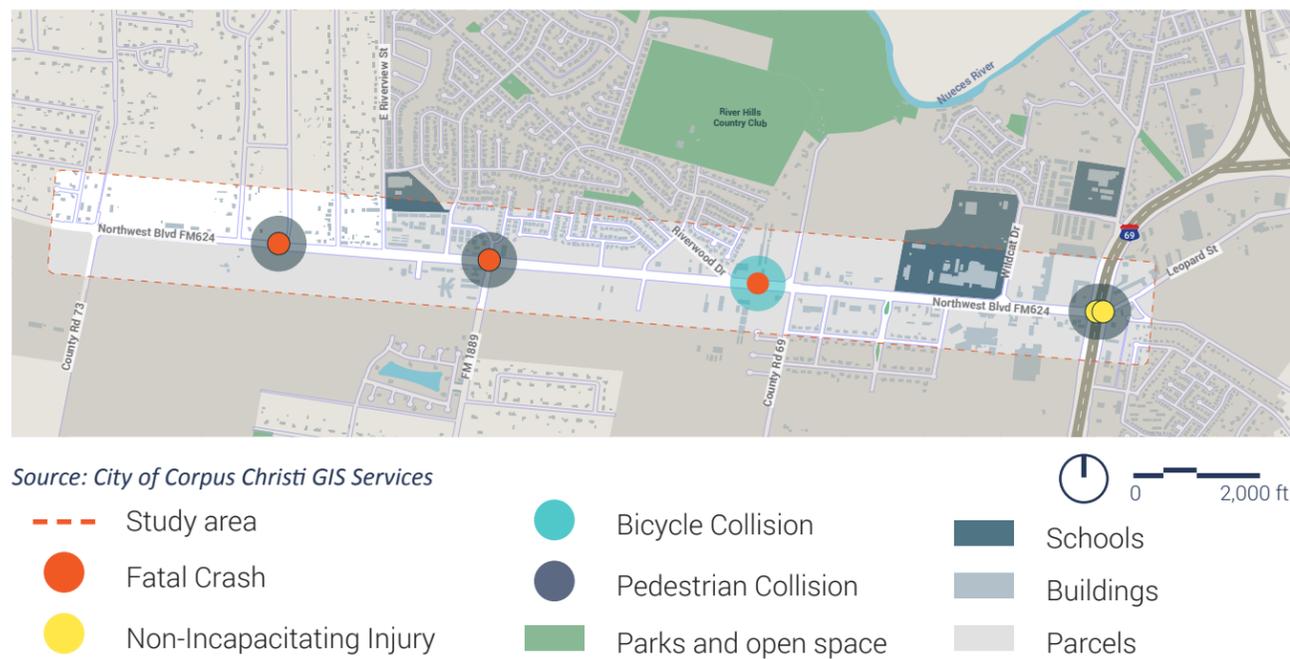
69E), with the former two pedestrian-vehicle collisions at unsignalized intersections and the latter two pedestrian-vehicle collisions at signalized intersections with marked crosswalks.

The crash report data notes from police reports cited that the contributing factor in every pedestrian-vehicle crash was the “pedestrian [failure] to yield right of way to vehicle,” indicating that safer, formalized pedestrian crossings of Northwest Boulevard are needed for pedestrians since 50% of these collisions resulted in the death of pedestrians. The presence of sidewalks and traffic signals is discussed below under “Pedestrian and Bicycling Infrastructure.”

There was no contributing factor listed in the police report for the bicycle-vehicle collision, although the driver was reported as “going straight” along Northwest Boulevard. News reports of the bicyclist fatality describe the incident as a hit-and-run since the driver did not stop; the 30-year-old victim was traveling south on Northwest Boulevard before being struck at approximately 7:00 a.m. on a weekday morning<sup>18</sup>. With a posted speed limit of 50 miles per hour and traffic volume exceeding 30,000 vehicles daily, any recommended bikeway for this corridor will be either separated or off-street for maximum user safety. Existing bikeway conditions are discussed below under “Pedestrian and Bicycle Infrastructure.”

18 ABC News, Kiii TV South Texas, CCPD identify

**Figure 25: Northwest Boulevard Bicycle and Pedestrian Crashes**



per hour and traffic volume exceeding 30,000 vehicles daily, any recommended bikeway for this corridor will be either separated or off-street for maximum user safety. Existing bikeway conditions are discussed below under “Pedestrian and Bicycle Infrastructure.”

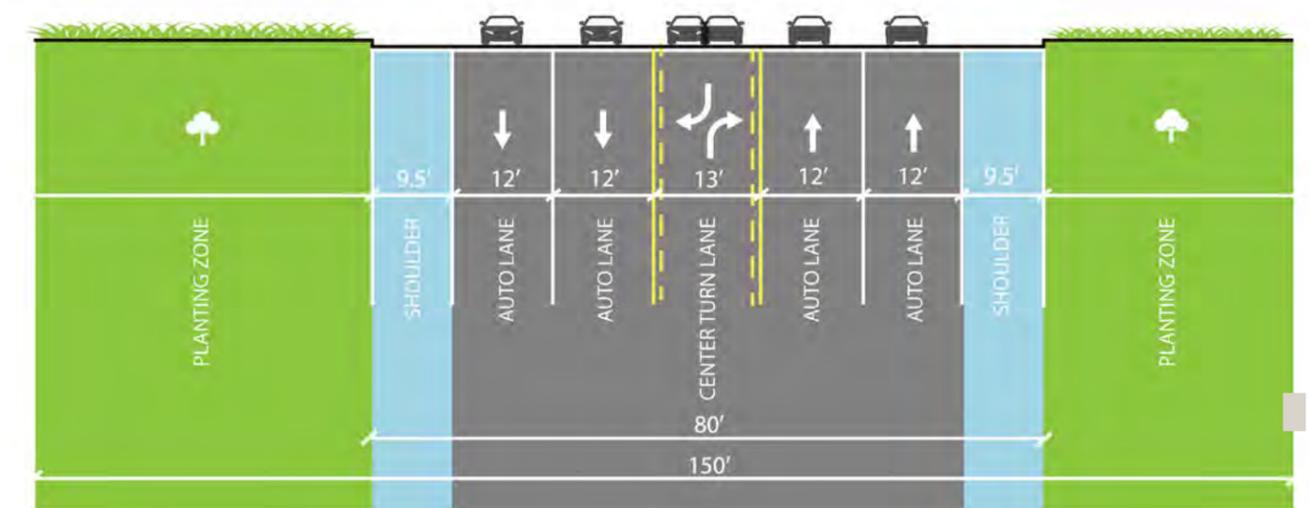
## Roadway Geometry

Between CR 73 and River Hill Drive (a 1.5 mile length), Northwest Boulevard is 5 lanes across with two driving lanes in each direction, a center turning lane, and a wide shoulder on either side.

Between River Hill Drive and Wildcat Drive (1 mile length), Northwest Boulevard retains two driving lanes in each direction, with the center turning lane punctuated by medians to protect left-turning drivers from oncoming traffic.

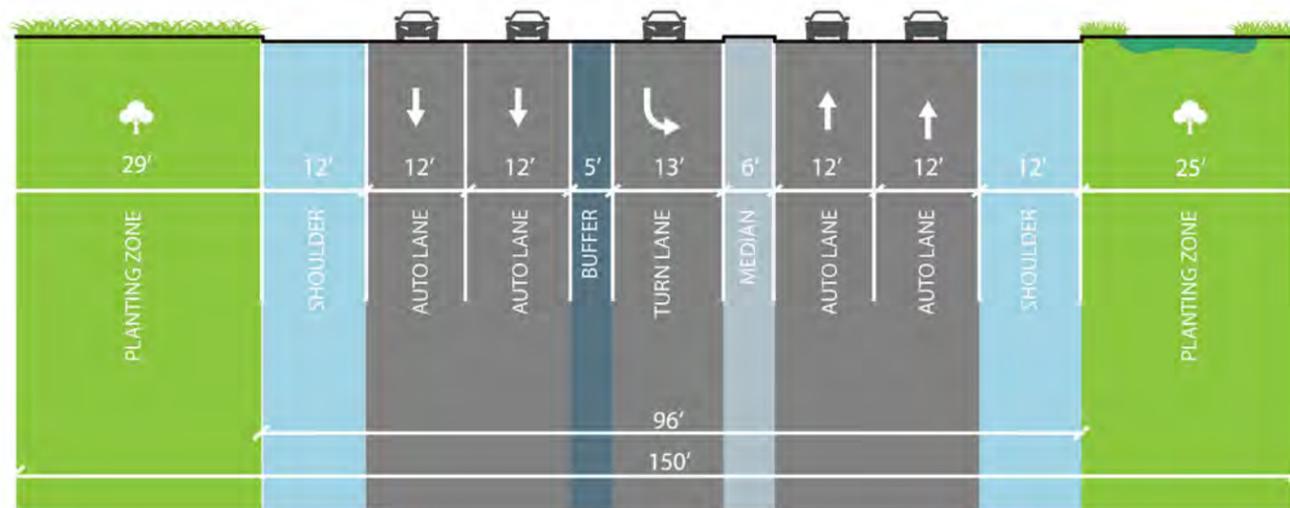
East of Wildcat Drive (0.3 mile length), Northwest Boulevard expands to three driving lanes in each direction with a median-protected center turn lane. At the intersection with Interstate 69E, there are three westbound driving lanes and the eastbound traffic is divided between one left-turn only lane, a shared left-turn and through lane, a through lane only, and a right-turn only lane.

**Figure 26: Northwest Boulevard from CR 73 to River Hill Drive**

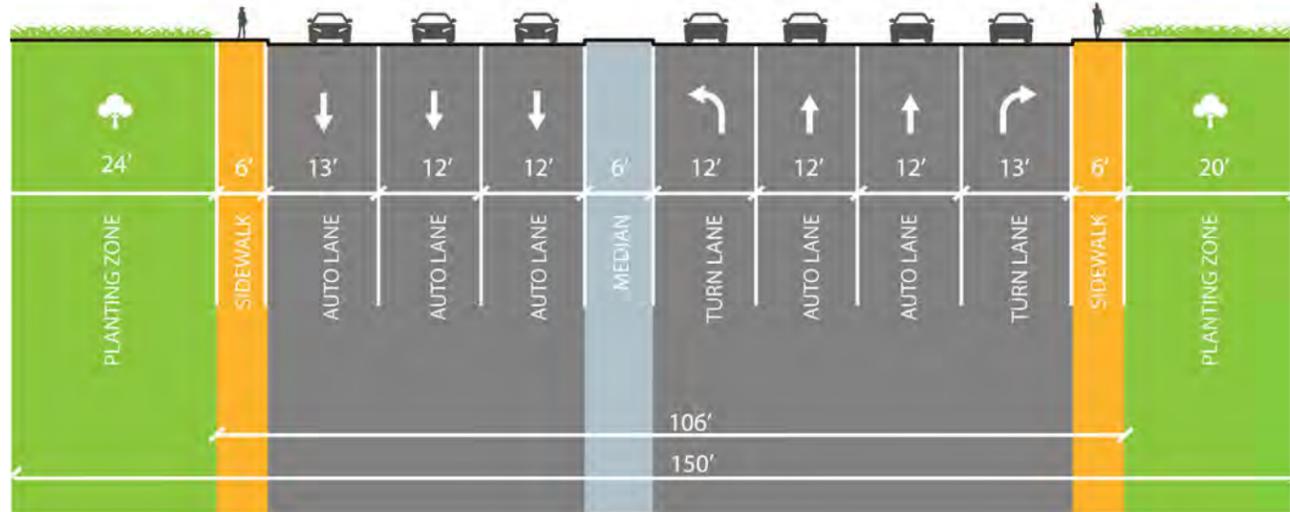


body found along FM 624 in northwest Corpus Christi, July 24, 2019. Accessed April 15, 2020.

**Figure 27: Northwest Boulevard at Riverside Boulevard**



**Figure 28: Northwest Boulevard at Interstate 69E Access Road**



## Pedestrian and Bicycling Infrastructure

No sidewalks are present for most of the length of Northwest Boulevard in the study area. Sidewalks are present directly along Northwest Boulevard on the northside between Calallen High School campus and Interstate 69E and on the southside between Wildcat Drive and Interstate 69E. The sidewalk on Calallen High School campus is approximately six feet wide and separated from auto traffic by a drainage ditch. This segment is the only sidewalk in the study area corridor along Northwest Boulevard that has any shade and this limited shade is provided by the canopy of trees planted on campus.

East of Wildcat Drive, the existing sidewalks are immediately adjacent to the roadway with no landscaping or vegetative buffer between pedestrians and vehicles. These sidewalks are approximately six feet wide and cross at least half a dozen driveways on each side of Northwest Boulevard with no crosswalk markings, painted stop bars, or stop signs for any of these driveways with the exception of Chick-fil-A, which has a painted stop bar and stop sign at its driveway.

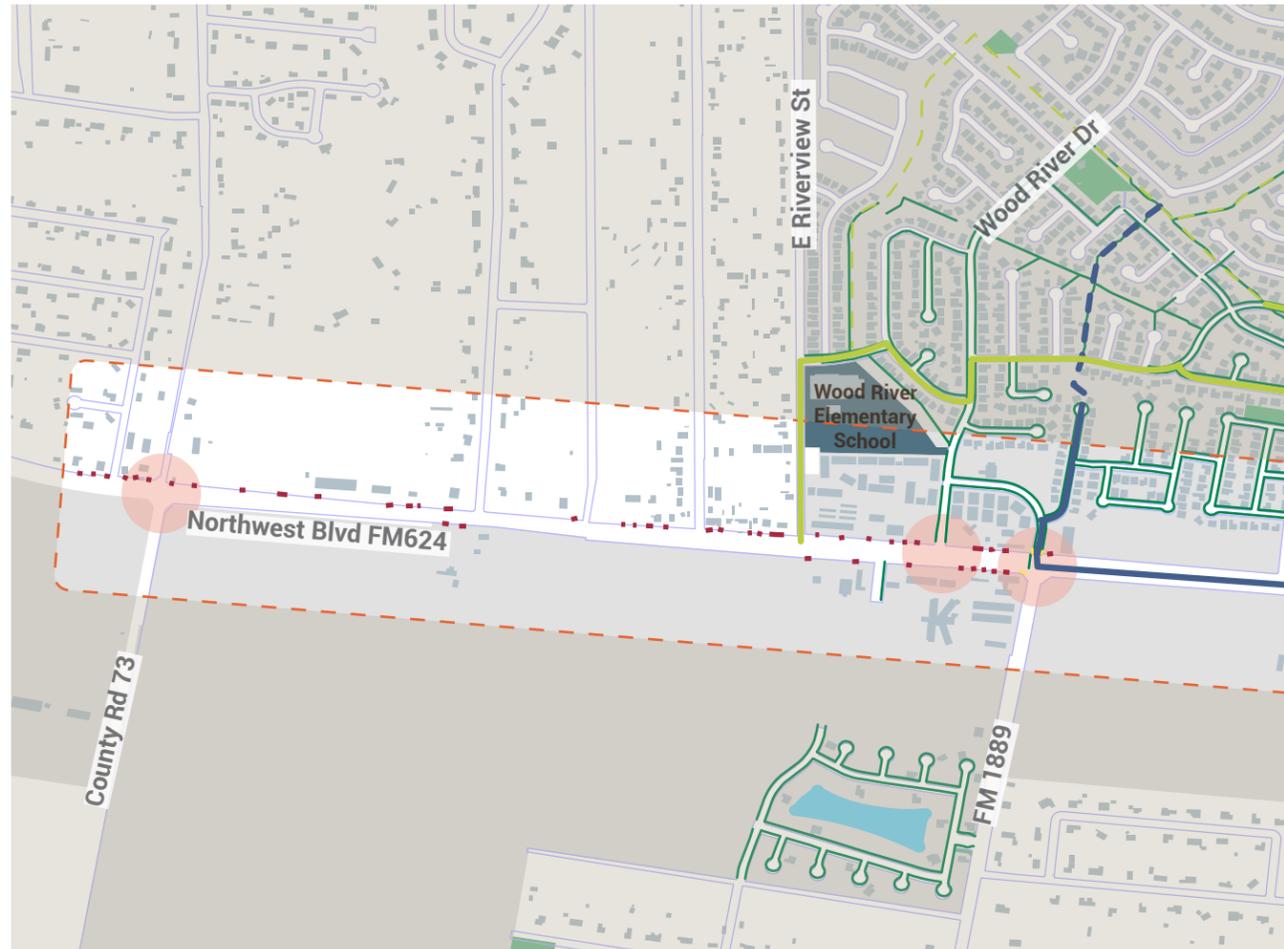
Residential sidewalks are present in the subdivided neighborhood areas immediately adjacent school campuses, The Lakes at Northwest on FM 1889 south Northwest Boulevard, and the neighborhood south of Northwest Boulevard and Calallen High School. There is generally shade provided by trees along these sidewalks except for The Lakes at Northwest since this is a newer subdivision replanted with younger, smaller trees.

However, there is no direct pedestrian connection between the neighborhood surrounding Wood River Elementary School and the neighborhood adjacent Calallen High School. Older students residing in the Wood River neighborhood have no formalized pedestrian connection to Calallen High School, which is approximately one mile away for about half of the neighborhood.

Eight signalized intersections are within the study area: at Interstate 69E, Wildcat Drive, River East Drive, FM 69, River Hill Drive, FM 1889/Trinity River Drive, Wood River Drive, and CR 73. Marked crosswalks serve pedestrians in all directions at the Northwest Boulevard intersections with Wildcat Drive, River East Drive, and CR 69. At the River Hill Drive, a marked crosswalk serves pedestrians crossing River Hill Drive on the north side of the intersection. At the Trinity River Drive/FM 1889 intersection, crosswalks are marked across Northwest Boulevard on the west side of the intersection and across Trinity River Drive. The intersections of Northwest Boulevard at CR 73 or at Wood River Drive do not provide any marked crosswalks.

While people may ride bikes on Northwest Boulevard's

**Figure 29: Bicycle and Pedestrian Infrastructure**



Source: City of Corpus Christi GIS Services

- |   |  |   |                         |
|---|--|---|-------------------------|
|  | Study area   |  | Driveway                |
|  | Mobility CC recommended off-street bikeways                |  | Signalized Intersection |
|  | Mobility CC recommended on-street bikeways                 |  | Parks and open space    |
|  | Phase 1 Bicycle Mobility recommended off-street facilities |  | Schools                 |
|  | Phase 1 Bicycle Mobility recommended off-street facilities |  | Buildings               |
|  | Existing sidewalks   |  | Parcels                 |



shoulders west of River E Drive, no formal bicycling facilities are available throughout the study area. The 2018 Strategic Plan for Active Mobility: Phase 1 Bicycle Mobility recommends a cycletrack on either side of Northwest Boulevard between Wildcat Drive and River Hill Drive, which would connect the Wood River neighborhood to the Five Points Shopping Center.

The 2013 Mobility CC plan from the City's Comprehensive

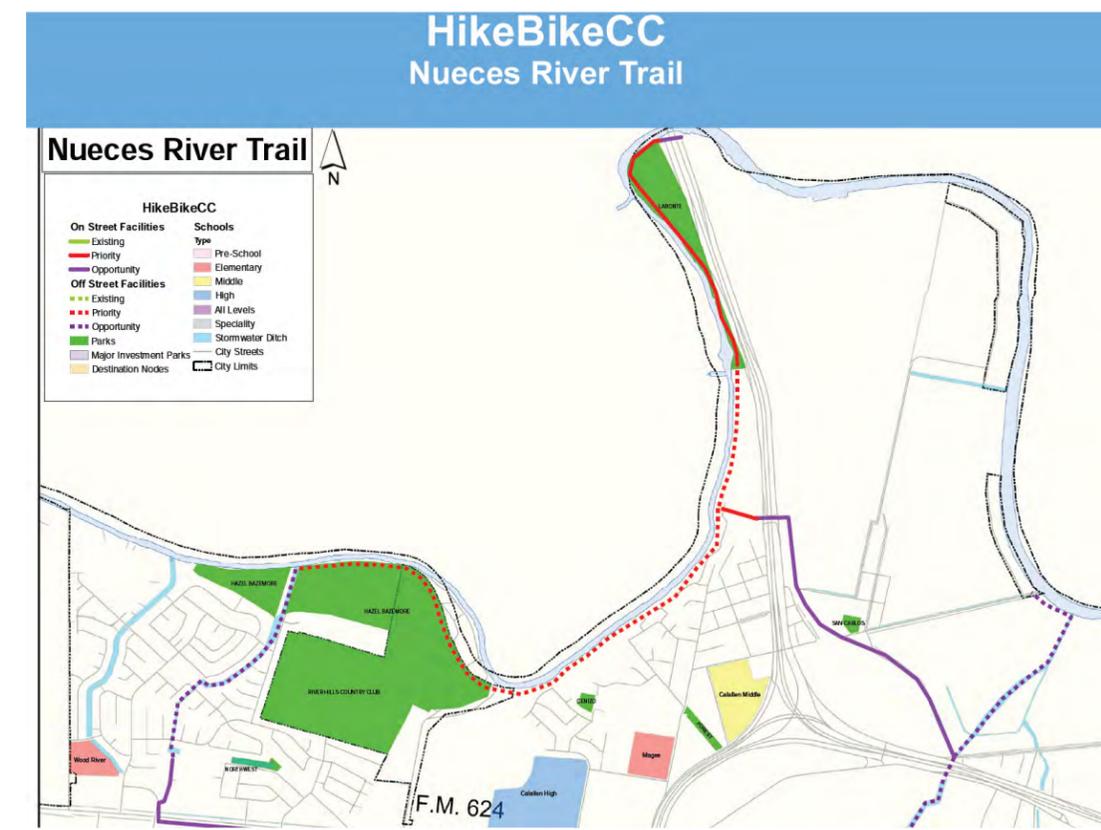
Plan also recommends a hike and bike trail along the Nueces River, which has the opportunity to connect to the proposed Phase 1 off-road multi-use trail along the Wood River ditch and/or with the proposed bike boulevard along Northwest Trail in the Strategic Plan for Active Mobility. Although outside the study area corridor, this hike and bike trail could provide a separated bikeway facility as a recreational amenity for study area residents and workers.

**Figure 30: Recommended Bikeways from the Strategic Plan for Active Mobility: Phase 1 Bicycle Mobility**



Source: CCMPO, Bicycle Mobility Plan, 2018

**Figure 31: Proposed Nueces River Hike and Bike Trail**



Source: City of Corpus Christi, Mobility CC Plan, 2013

