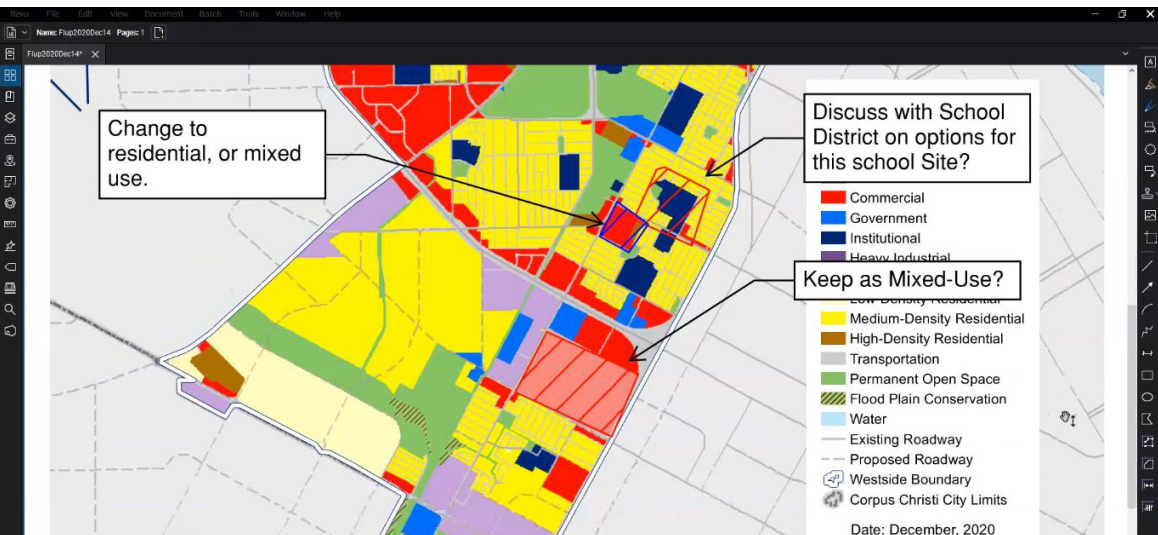


Westside

AREA DEVELOPMENT PLAN

Advisory Committee Meeting 3 Meeting Summary February 10, 2021



Meeting Description

The third Advisory Committee meeting for the Westside Area Development Plan took place on February 10, 2021. The Advisory Committee is made up of 21 stakeholders, residents, community leaders, and City leadership who represent the Westside community. In addition to the Committee members, City staff from the Corpus Christi Planning and ESI Department were in attendance. The consultant team from Freese and Nichols, Inc. facilitated the meeting.

The meeting began with a presentation by the consultant team that included a project update and a summary of the input received from the focus groups. The Committee members then participated in a workshop to discuss the draft vision themes, policy initiatives, future land use plan, and potential action items and public investment initiatives. This meeting summary includes the information presented during the meeting and the discussion that followed.

A PDF of the presentation, meeting handout, and focus group summary are available by request from the Planning and ESI Department.

Draft Vision Themes and Policy Initiatives

Draft vision themes and policy initiatives were developed based on the feedback received from public input. During the meeting, the Committee discussed each vision theme or policy initiative individually. For each of the vision themes, a rendering will be created to illustrate the vision. Illustrating the vision themes visually helps to build excitement and gain consensus from the community.

The Committee was given three prompt questions to direct the conversation.

- » Do you agree with this vision theme or policy initiative?
- » Is there anything you would change?
- » What imagery represents the vision theme?

DRAFT POLICY INITIATIVE TOPICS		DRAFT VISION THEME TOPICS		
		Revitalization	Culture	Health and Safety
1	Safety			✓
2	Transportation	✓		✓
3	Healthy Living		✓	✓
4	Housing	✓		
5	Culture and History		✓	✓
6	Land Development/ Redevelopment	✓	✓	
7	Community Services and Amenities		✓	✓
8	Economic Development	✓		

Draft Vision Themes

1. Revitalization

Revitalize the community to promote economic development, enhance neighborhoods, and set the foundation for future growth.

Discussion Notes:

- » I agree with this. Somewhere in the vision themes, I'd like to see workforce and education intertwined. This will support economic growth.
- » The living and working in the community piece is key.
- » "Invigorate" could be a good word to help the community realize it's potential.
- » Add "workforce development and education investments."

Imagery Notes:

- » Redevelopment of the area along Morgan Ave around the hospital.
- » Show entrepreneurial or mom-and-pop businesses.
- » Better pedestrian and bicycle facilities.
- » A child safely walking to school.
- » More visibility of transit routes.
- » Upgrade and beautify the buildings.
- » Show amenities along the street.

2. Culture

Build on the history of the Westside's deep-rooted culture.

Discussion Notes:

- » Remove the word "history."
- » Would love for the children in Westside to work here, live here, go to school, and settle down here.
- » Multi-generational by choice, not by situation. Aspire for people to choose to stay in the Westside.
- » Is there a statement that articulates what the deep-rooted culture is?
 - This is the oldest part of the Hispanic community. This is originally where Hispanic people settled in Corpus Christi.
 - We can explore what deep-rooted means for the community in policy initiatives.
- » Consider adding "heritage" to the statement.

Imagery Notes:

- » An incubator for entrepreneurs. A co-op for them to get the support they need, train people and take their business to the next level.
- » Cultural center.
- » Murals (highlight the Hispanic culture).
- » Farmer's market, movie night, gathering in the park vendors.
- » Exercise programs for kids.
- » Festivals, events, and family gatherings.
- » The Garcia Center was the center for Hispanic studies. The Garcia Center was born after the planning of a huge festival.
- » Highlight the gardens.

3. Health and Safety

Create a safe, family-oriented community that encourages a high quality of life.

Discussion Notes:

- » I really like that the fire and police departments are embedded in this community. Is there some way to show that? Show that we have the resources here to support health and safety.
- » Remove barriers to employment. The need for good childcare might fall into this as a policy initiative, especially for women who need to go to work.

Imagery Notes:

- » Safe is hard to illustrate visually. I'd like to see what that looks like.
- » Show how the fire and police are integrated into the community.
- » Show well-lit areas with streetlights show that people feel safe day and night.
- » Show a park scene that is well lit.
 - Show the Salinas Park. It is an excellent facility.

Draft Policy Initiatives

1. Safety

Increase public safety and code enforcement efforts.

Discussion Notes:

- » Code enforcement and safety are such important initiatives they might need to be separated.
- » Does Crime Prevention Through Environmental Design (CPTED) and code enforcement really change behavior? Programming might need to change to change behavior.
- » We need to enforce compliance with minimum standards.
- » Some people won't be able to afford these improvements to their property. If you are on a fixed income you can't afford to make the improvements.

2. Transportation

Improve transportation infrastructure to create a safe environment for all users.

Discussion Notes:

- » There are some images in the Bike Mobility Plan that can help visualize this.
- » There is public transportation in this area, but it's not really efficient.
- » If the jobs aren't in the community and the public transportation is not efficient. It becomes that much harder to have a working community.
 - The current transportation system is so inefficient because it takes an inordinate amount of time to get to where you need to be.

3. Healthy Living

Improve or expand parks and pedestrian facilities to support a healthy lifestyle.

Discussion Notes:

- » Change language to emphasize healthy programming and resources.
- » Parts of our region are in a food desert. Access to affordable fresh food is a part of what a healthy community looks like.
 - It's not just a need for more grocery stores. It's a need for food pantries. We need to see if the food pantries are in the best locations.

4. Housing

Provide a variety of quality, affordable housing options.

Discussion Notes:

- » Add something about supporting the life span of existing housing.
- » Why use the word “affordable”? Don’t we want to provide housing for all income levels?
 - It’s not a good idea to limit it to only affordable housing.
 - Include terms like “housing at all affordability levels”, “homeownership”, and “mixed incomes”.

5. Culture and History

Capitalize on and preserve the local history and culture of the Westside.

Discussion Notes:

- » I’d like to see expansion of what is going on at the Garcia Center.
 - Build more capacity for the Garcia Center.

6. Land Development/Redevelopment

Encourage new development and redevelopment to build thriving commercial areas and prosperous neighborhoods.

Discussion Notes:

- » We haven’t talked much about beautification. That might fit well here.
- » Is this a statement about what we use the land for? It seems a little confusing.
- » Consider merging this policy initiative with one about Economic Development.

7. Community Services and Amenities

Expand public services and amenities to serve the community.

Discussion Notes:

- » Add language about “more options for restaurants and places to shop.”
- » There may be complimentary actions in this one and economic development.
- » Does the word public exclude other agencies? Either take that word out or put public and private. We want to make sure we include all of the services in the area regardless of who provides them.
 - You could say “public and private” instead of just “public services.”

8. Economic Development

Develop an economic development strategy and use tools that attract new businesses and helps existing ones.

Discussion Notes:

- » Add the word “community.”
- » Add “employment” after “attract new businesses.”
- » Add something to address the workforce not just businesses.
- » Instead of “strategy”, we should say we are “fostering the environment” or “creating the right climate for economic development.”

Mapping Exercise

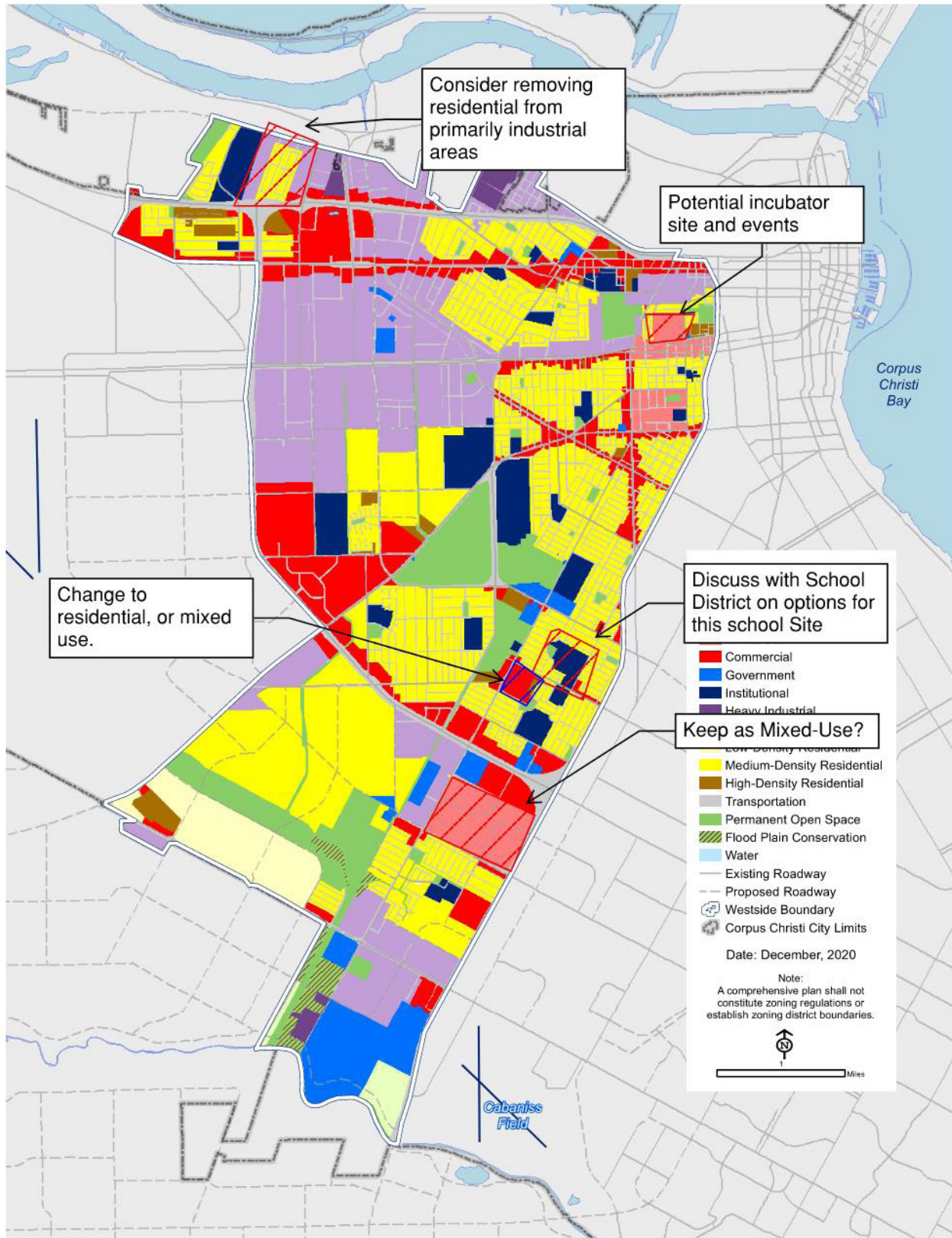
The Committee participated in a mapping exercise to make revisions to the future land use map. The Committee had the opportunity to look at the map in further detail and give feedback. The following is a summary of the topics discussed during the meeting.

- » The area in the southern portion of the study area, south of SPID, is zoned for industrial, but shown on the Future Land Use Map as residential to transition the land to a new land use.
 - It's probably not appropriate to have residential right next to the highway. Maybe we could change it to light industrial or commercial.
- » The infrastructure is not great in the southern area, but we have had interest from developers to build houses.
- » One buffering strategy is to put a lower density use, such as commercial, between residential and industrial.
 - It is a strategy to reduce noise and traffic as it transitions to residential.
- » TXDOT did put in some sound walls near Crosstown. Crosstown cut through an existing neighborhood when it was put in.
 - Is there an opportunity to transition the residential land uses along Crosstown to a new uses?
- » Maybe the trail system could connect the park network clustered around Horne Rd. and Columbia St. in the center of the area.
- » The large commercial property off of Greenwood Dr. and Golihar Rd. may be more appropriate for a mix of uses.
- » The amount of green space is becoming less and less. What thoughts have been given to preserve green space not just in parks, but also agricultural land? This could be an action item.
 - It is an important issue throughout the region.
 - We should identify regional land use priorities that prioritize increasing agricultural space.
- » There are homes surrounded by industrial north of SH37. Is there a desire to do a buyout and relocate those homes? Then that would make that entire area industrial.
 - There is an environmental justice push to fix things in that area.

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Map Notes



Action Items and Public Investment Initiatives Discussion

The Committee participated in discussion to identify potential action items and public investment initiatives. The following is a summary of the action items or public investment initiatives discussed during the meeting.

Potential Action Items

- » Provide more child care.
- » Provide home maintenance assistance to address code enforcement issues.
- » Improve access to fresh, affordable food in the Westside.
- » Provide more food pantries.
- » Expand the services of the Garcia Center through physical growth.
- » Investigate the use of the Gulf Compress building for a new use.
 - One option is an incubator for small business.
- » Preserve and increase the amount of green space in the Westside through a regional approach.
- » Increase the amount of community gardens in the Westside.
- » Transition residential neighborhoods north of SH37 directly adjacent to industrial uses from residential to commercial or industrial uses.