

Destination Bayfront

Leveraging great public space
to grow Corpus Christi

Destination Bayfront

- Destination Bayfront is a grass-roots group of individuals who believes Corpus Christi can have a world-class destination bayfront that
- offers residents and tourists an incredible public destination
 - enhances Sherrill Park and the memorials there that honor our veterans
 - creates real economic development

Purpose Today

- Present the report “Placemaking at Destination Bayfront” which summarizes the ideas for the 27 acre Coliseum site gathered during the community input process
- Seek approval to begin Phase 2 which creates an implementation plan

Timeline of Activities

- **June 15**

Destination Bayfront presentation to Council seeking approval for Phase 1 community input process using PPS (Project for Public Spaces); draft resolution presented

- **June 22**

Council approved resolution supporting Destination Bayfront

Timeline of Activities

- **July 28**
Community meeting with 520 people who brainstormed activities for the site
- **July 29**
Meeting of 56 key stakeholders who brainstormed activities for the site

Timeline of Activities

- **Aug & Sept**
Community meetings & presentations generated additional ideas for the site
- **Sept 8**
Community input meeting for Mayor's Veterans Ad Hoc Committee

Timeline of Activities

- **October 7**

The draft of the site activity plan debuted in a community meeting & feedback gathered (draft included the input from the Mayor's Veterans Ad Hoc Committee)

- **Oct - early Nov**

Community meetings generated additional feedback

Timeline of Activities

- **Nov 16**
Mayor's Veterans Ad Hoc Committee report presented to Council on proposed enhancements to Sherrill Park
- **Dec 7**
Destination Bayfront report presented to Council for acceptance and endorsement

Efforts To Date

- From June 22 through last week, over 2,500 people participated in approximately 80 community-wide meetings and presentations
- Feedback also collected through www.destinationbayfront.org, Facebook, dedicated phone line, and email
- Over 1,000 ideas generated from all sources

Efforts To Date

- Media Coverage: 23 Caller-Times articles, various TV shows, radio programs, PSA's, articles in magazines & newsletters
- The community input process & resulting report have both been privately funded
- Destination Bayfront volunteers have collectively invested an estimated 2,950 hours over the last 12 months

Themes from Community Input

1. There should be a strong connection between the Downtown & the Bayfront
2. This site will attract a broad range of Corpus Christi residents & visitors including a variety of age, ethnic, and income groups
3. Amenities should support activities of varying sizes

Themes from Community Input

4. Provisions should be made for the infrastructure to accommodate large and small groups
5. Additional opportunities to use the water for recreation should be developed
6. A strategy for the ongoing economic sustainability of the site should be developed & the overall management should be a key ingredient in this strategy

Top Questions From Public Input

*Addressed in the report
“Placemaking for Destination
Bayfront”*

- Shade
- Parking
- Restrooms
- Public access

*To be addressed in Phase 2 –
development of
implementation plan*

- Funding
- Timing
- Security
- Maintenance
- Management

Vision for Destination Bayfront

A major destination in Corpus Christi – a gathering place for the people of the City that combines beach, park, cultural and event activities in a unique multi-use, active and inclusive place.



Placemaking at Destination Bayfront

Destination Bayfront-Corpus Christi
November, 2010



Gateway Square & Park

Shoreline Boulevard

Shoreline Promenade

Festival Space/
Flexible Parking

Old Town Pleasure Garden

Sherrill Memorial Gardens

The Square of Arts & Culture

McCaughan Park & McGee Beach

The Zocalo

Park Avenue Pier

Bayfront Water Recreation & Education Area

Placemaking at Destination Bayfront

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Next Steps: Resolution

Resolution in Council packet:

Close Phase 1:

Accept and endorse the site activity plan
“Placemaking at Destination Bayfront”

Start Phase 2:

Create implementation plan

Next Steps: Begin Phase 2

Destination Bayfront and City staff work to create an implementation plan that addresses such issues as:

- Priorities & phasing for the site development
- Estimated costs for key elements & areas
- Operations & maintenance budget
- Revenue sources & fundraising plan
- Organizational structure for operation of the site, which may include operation by the City or private non-profit entity
- Initial staffing to support implementation of the project
- Process for including the Destination Bayfront Project in the City's Comprehensive Plan
- Final road design & costs, including how much funding is available for park infrastructure

destinationbayfront.org

Full copy of
“Placemaking at Destination Bayfront”
is available at
www.destinationbayfront.org

destinationbayfront.org



Thanks!

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