



CITY COUNCIL WORKSHOP

Monday, March 27, 2023 at 5:30 PM

Nautical Landings Training Room | 106 S. Commerce Street, Suite 1-B, Port Lavaca, Texas 77979

PUBLIC NOTICE OF MEETING

The following item will be addressed at this or any other meeting of the city council upon the request of the mayor, any member(s) of council and/or the city attorney:

Announcement by the mayor that council will retire into closed session for consultation with city attorney on matters in which the duty of the attorney to the city council under the Texas disciplinary rules of professional conduct of the state bar of Texas clearly conflicts with the open meetings act (title 5, chapter 551, section 551.071(2) of the Texas government code).

(All matters listed under the consent agenda item are routine by the city council and will be enacted by one motion. There will not be separate discussion of these items. If discussion is desired, that item will be removed from the consent agenda and will be considered separately.)

AGENDA

Council will consider/discuss the following items and take any action deemed necessary.

MEETING PROCEDURE

Public notice is hereby given that the City Council of the City of Port Lavaca, Texas, will conduct a workshop session on Monday, March 27, 2023 beginning at 5:30 p.m. in the training room at Nautical Landings, 106 S. Commerce Street, Suite 1-B, Port Lavaca, Texas to consider the items listed.

(After publication, any information in a council packet is subject to change during the meeting)

The meeting will also be available via the video conferencing application "Zoom",

Join Zoom Meeting:

<https://us02web.zoom.us/j/85817774246?pwd=NjVXdmYwRUtPY1F4bjFaRWxaS281dz09>

Meeting ID: 858 1777 4246

Passcode: 412322

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*+13462487799,,82182482989#,,, *912619# US (Houston)*

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I. ROLL CALL

II. CALL TO ORDER

III. COMMENTS FROM THE PUBLIC

(Limited to 3 minutes per individual unless permission to speak longer is received in advance. You may make public comments as you would at a meeting by logging on with your computer and using "Join Zoom Meeting" information on first page of this agenda).

IV. ITEMS FOR DISCUSSION - *Council will consider/discuss the following items and take any action deemed necessary*

1. Receive Presentation from LJA Engineering on the Draft Final Report of the Downtown Waterfront Master Plan. Presenter is Jody Weaver
2. Review the Online Sidewalk Plan for the City of Port Lavaca for future adoption by Council. Presenter is Jody Weaver
3. Discuss elements to include in a proposed Landscape Ordinance in anticipation of making application to the Scenic City Certification Program. Presenter is Jody Weaver
4. Discuss possible changes to the Chapter 36 Sign ordinance. Presenter is Jody Weaver

V. ADJOURNMENT

CERTIFICATION OF POSTING NOTICE

This is to Certify that the above foregoing notice of a Workshop Session of the City Council of the City of Port Lavaca, Texas, to be held **Monday, March 27, 2023 beginning at 5:30 p.m.**, was posted at City Hall, easily accessible to the Public, as of **5:00 p.m., Thursday, March 23, 2023**.

Mandy Grant, *City Secretary*

ADA NOTICE

The Port Lavaca City Hall and Council Chambers are wheelchair accessible. Access to the building is available at the primary north entrance facing Mahan Street. Special parking spaces are located in the Mahan Street parking area. In compliance with the Americans with Disabilities Act, the City of Port Lavaca will provide for reasonable accommodations for persons attending meetings. To better serve you, requests should be received 24 hours prior to the meetings. Please contact City Secretary Mandy Grant at (361) 552-9793 Ext. 230 for assistance.

COMMUNICATION

SUBJECT: Receive Presentation from LJA Engineering on the Draft Final Report of the Downtown Waterfront Master Plan. Presenter is Jody Weaver

INFORMATION:

**PORT LAVACA
DOWNTOWN WATERFRONT
MASTER PLAN REPORT [DRAFT]**

UPDATED March 2023

Prepared by



Planning +
Landscape
Architecture

PORT LAVACA WATERFRONT
DRAFT MASTER PLAN REPORT

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Visioning Committee	
Larry Nichols	Amy Blanchett
Lindy Cain	Betty Birdwell
Michael Elgin	Bill Reagen
Olga Szela	Bobby Jo Barefield
Paulette Clay	Debbie Hamilton
Robert Knox	Gary Crone
Roshanda Thomas	James O’Neil
Steve Marwitz	Jan Regan
Tania French	Jeff DeRosia
Tim Dent	Joycelyn Hatchett
Tony Taft	Justin Weaver

City Council
Jack Whitlow, Mayor
Jerry Smith, Councilman, District 1
Tim Dent, Councilman, District 2
W. Allen Tippit, Jr., Councilman, District 3
Rosie Padron, Councilwoman, District 4
Jim Ward, Councilman, District 5
Ken Barr, Councilman, District 6
JoAnna P. “Jody” Weaver, P.E., City Manager
Mandy Grant, City Secretary
Susan Lang, Finance Director
Wayne Shaffer, Public Works Director
Derrick Smith, Director of Development Services

LJA Planning+Landscape Architecture Team
Matt Stoops
Ernesto Alfaro
Aaron Farray
Gabrielle Mycio Spring
Gabriel Gomes

INTRODUCTION

The City of Port Lavaca Downtown Waterfront faces a potentially exciting future that could see a renewal of public activity and life in a significant way. The Waterfront has always played an important role in the life and development of the city since its founding, being integral to the city’s economic growth (Fig. 1 & 2). The rise of the 20th-century chemical industry in the region changed the importance of the waterfront area from a recreational or resource extraction driver to an industrial shipping role. While that shift was fundamental in the course of the city’s history, it was by no means detrimental, nor did the waterfront play a lesser role. This Master Plan report outlines a narrative and trajectory that seeks to restore that original recreational character. This change would allow the waterfront to become an economic driver in an entirely new way that can positively impact

the Downtown Waterfront’s future, allowing it to become an area attraction. This report will begin with an inventory of the existing conditions of the city and downtown waterfront area, for a needs assessment and spatial analysis. These two pieces of information, in turn, will provide the framework for a series of recommended design solutions that will range in order from the physical to the organizational. This report will outline how the area can be organized into unique Districts, providing a sense of identity and coherence to the Downtown Waterfront. The collective result of these suggested implementations is the re-discovery of the sense of place of the Waterfront and restoration of meaning to the Downtown area that will allow it, once again, to occupy a central role in the public life of the city.



Fig.1 - Port Lavaca Sunday Pleasure Seekers, circa 1910

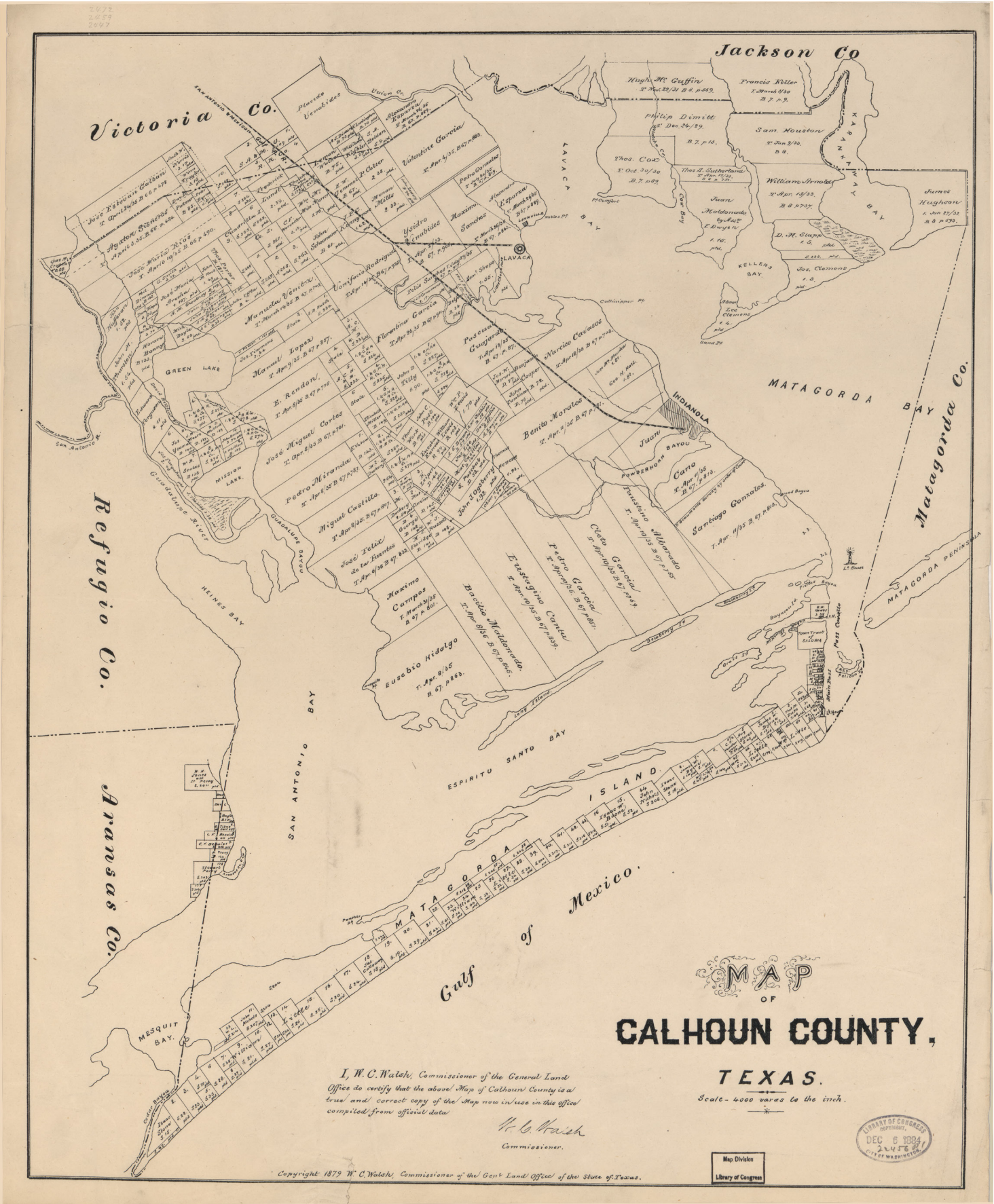


Fig.2 - City of Port Lavaca plan, circa 1884

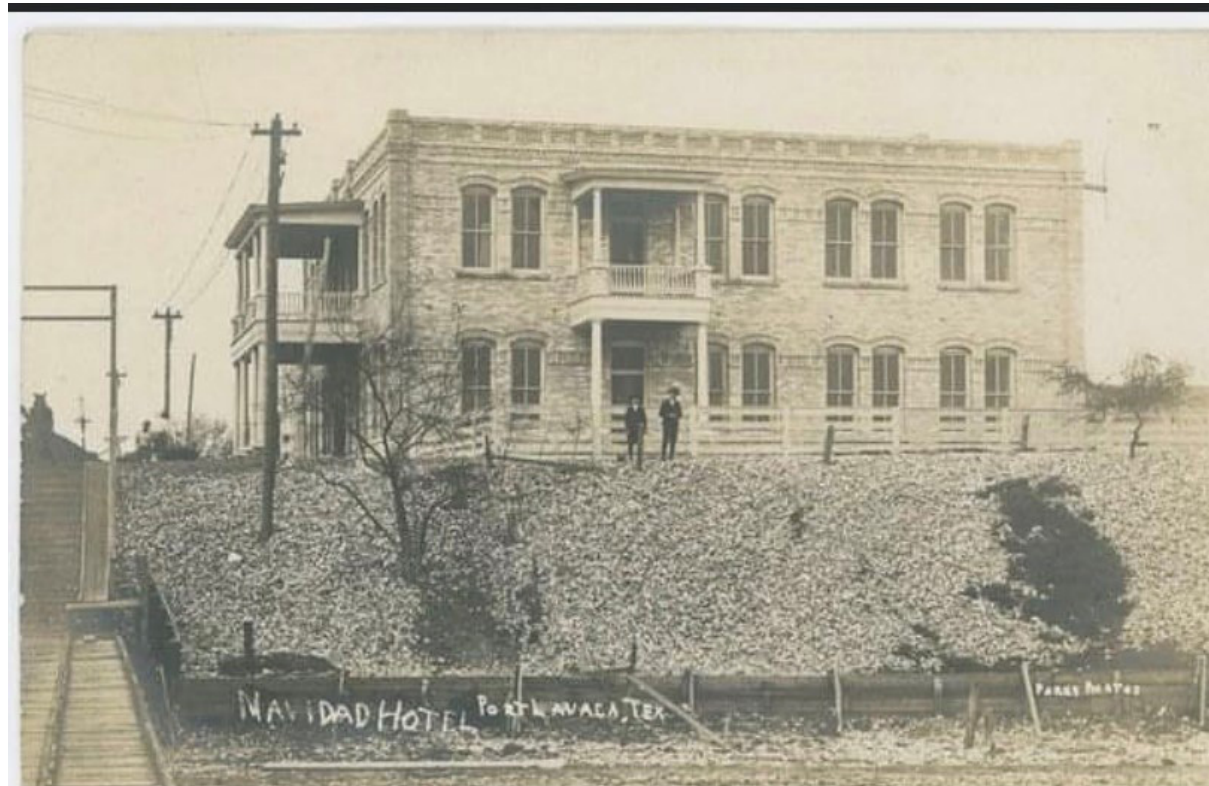


Fig.3 - Port Lavaca view of Navidad Hotel on Railroad Street overlooking Lavaca Bay , early 20th century



Fig.4 - Port Lavaca view of Main Street, early 20th century



Fig.5 - Port Lavaca Main Street Theater

SITE INVENTORY

The Port Lavaca Downtown Waterfront contains an assortment of historic structures in varying states of maintenance levels. The Main Street area alone contains three main clusters of significant structures: the Main Street Theater (Fig. 5) and surrounding retail buildings; the City Hall and Railroad Depot (Fig. 11); and the Calhoun County buildings centered on Ann Street and Leona Street South Commerce Street contains less than a handful of public or commercial structures. Along with the City Harbor area, this stretch of road between Railroad and East Austin streets is ready for significant construction/development and improvements to the vehicular lanes and pedestrian safety (Fig. 16). Bayfront Park has seen several improvements over the past years, but inconsistently, focusing ‘mainly on the pier and Veterans’ Memorial area (Fig. 10). The Marina area has remained intact for close to 30 years and could use improvements ranging from pedestrian safety to aesthetic enhancements. Smith Harbor has also seen very little improvement, and its ecological condition has suffered accordingly.

SITE ANALYSIS

The inland approaches to Port Lavaca offer two entirely different modes of experiencing the city: one over the water, the other from the land. Neither approach hints at the city’s historical richness or the cultural fabric that forms the foundations of the place. The Downtown Waterfront, hidden at the terminus of the city, is poised to become a true cultural attraction if and when the right conditions are created and the city meets the significant challenges to its development.

The work that the city must undertake is very much a place-making exercise. In truth, the components that make the downtown waterfront a resonant space- a place- are already built into the urban fabric. The work that must be done is one of revealing and maintaining those components such that the unique characteristics of the Waterfront can be celebrated and cause a renewed interest in the place. Placemaking (or place-keeping, in the context of existing historical areas) is a multi-disciplinary exercise that brings together a variety of experts. No single consultant can practice placemaking alone but must do so as a team. In the context of Port Lavaca, the city staff, working with a team of planners, architects, designers, and artists, will be the agents of placemaking for the city.

Fig. 6 & 7 - Site Inventory

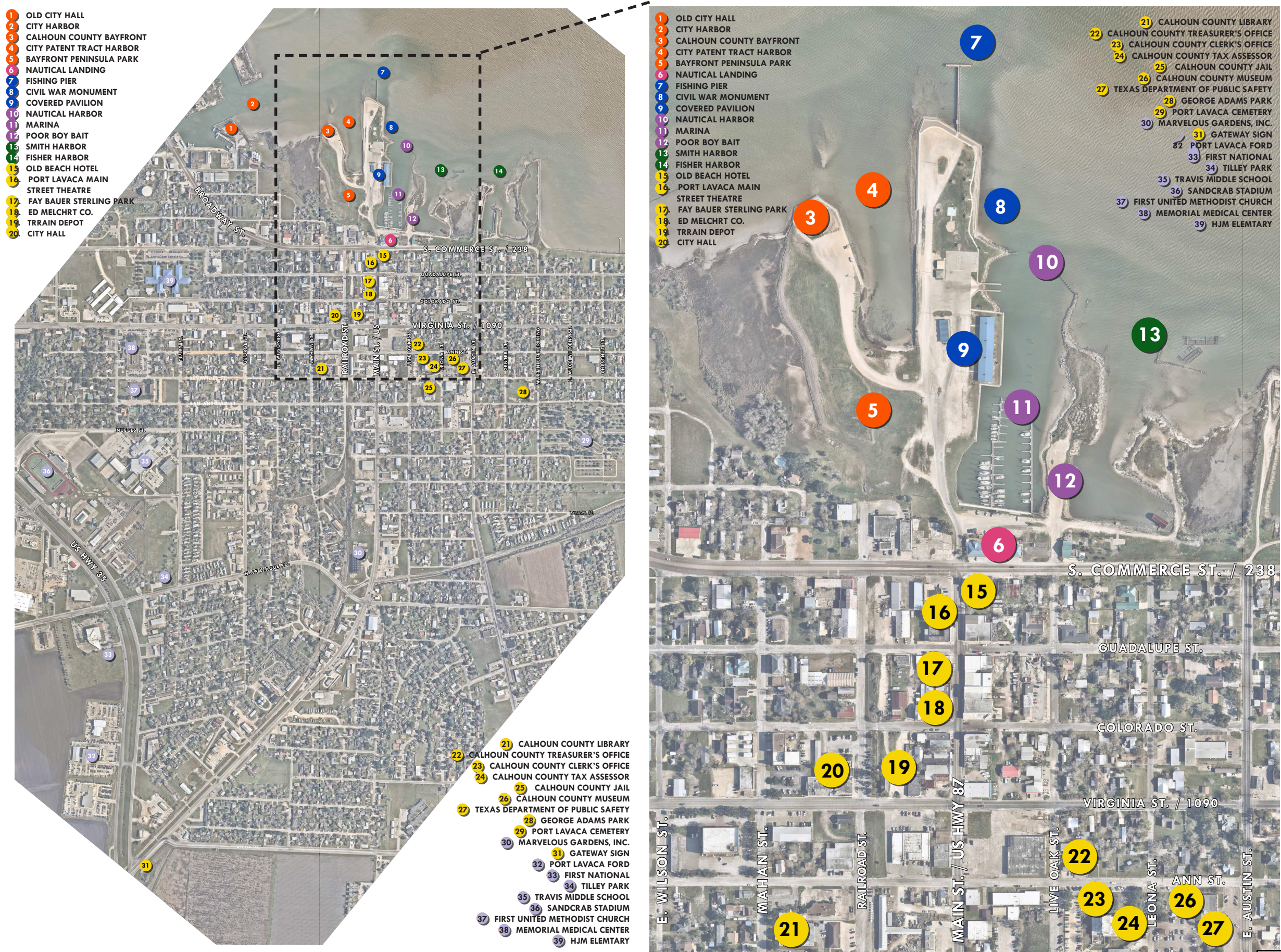




Fig. 8 - Existing Fay Bauer Sterling Park



Fig. 10 - Pier at Bayfront Park circa 2012



Fig. 9 - Poor Boy Bait Shop at Smith Harbor



Fig. 11 - Historic Port Lavaca Railroad Depot

DISTRICTS OF PORT LAVACA

The first recommendation for the Downtown Waterfront is to divide the area into seven districts, each with its unique aesthetic and programmatic components. The seven districts would be:

- 1. Main Street District
- 2. South Commerce District
- 3. Bayfront Park Commons
- 4. Bayfront Park Pier
- 5. Bayfront Park Marina
- 6. Smith Harbor at Bayfront Park
- 7. City Harbor District

Each district will have a unique identity, wayfinding banner, associated color, icon, and general program. With unique identities, colors, and logos, each district's purpose and civic role will make the area easy for residents and visitors to understand. In the following sections, this report will outline the themes and characteristics of each district, along with unique program elements that will enhance its identity.

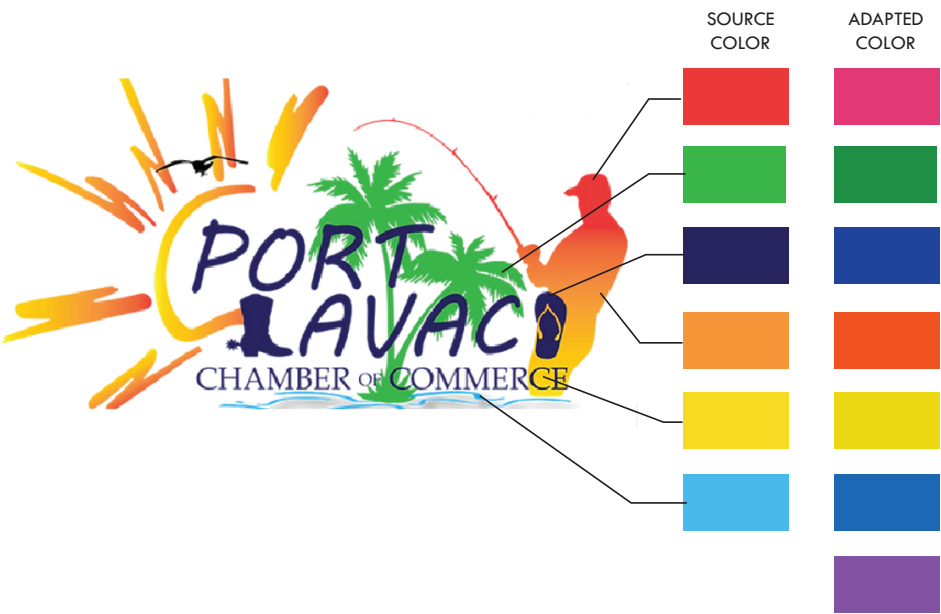


Fig. 12 - Color selections and adaptations from City of Port Lavaca Chamber of Commerce logo

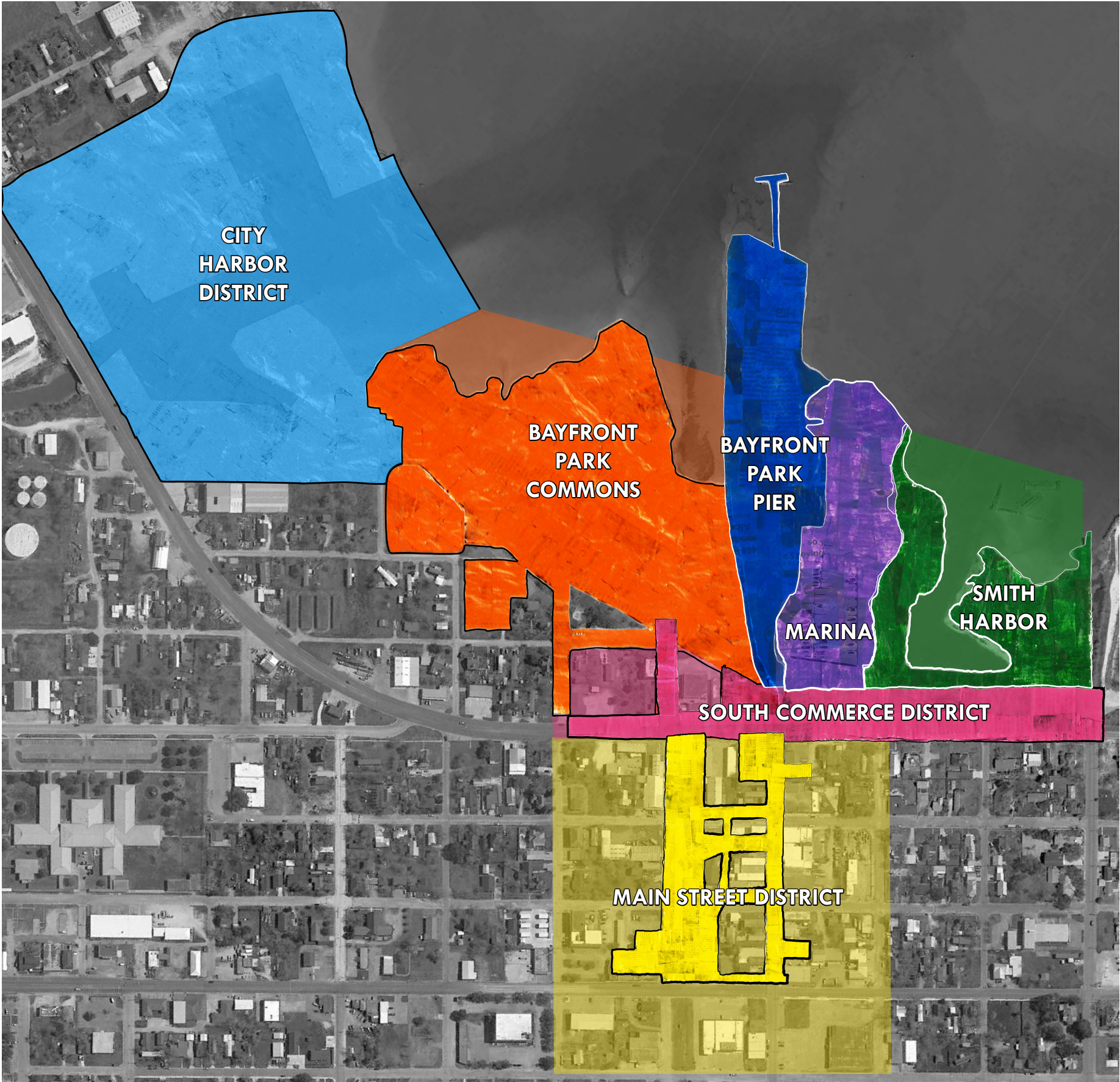


Fig. 13 - Districts Overall Plan



Fig. 14 - Districts Banners

CHARACTERISTICS OF PORT LAVACA

To create a sense of attraction and make the Downtown Waterfront a regional magnet, the city has to select at least three characteristics, or traits, about itself that will become beacons to the region. When we think about the aspects of the city that make it what it is, that give the city an identity, we can easily talk about its legacy as a fishing epicenter. Anglers from the region are eager to spend time on its shores or in the bay. The city has an abundance of fishing locations, but there can be more with better facilities and additional programming to support different events. Fishing can be a central feature that draws people to Port Lavaca. Because of this connection to the sport, a second trait emerges quickly: the connection to nature, evident in fishing, also happens with birdwatching, with runners tracing the boardwalk at dusk, and with dogwalkers at Bayfront Park. Nature and eco-tourism make an obvious home in Port Lavaca. In the face of industrial development in the city, which has brought many jobs, the logical reaction is to embrace its opposite: away from industry into a celebration of Nature. Science is the common thread in both of these, for in the same way that scientific developments in chemistry and engineering have allowed for the rise of industry in Port Lavaca, so can science act as the means to guide ecological and sustainable development in the city. The recent donation of Powderhorn Ranch

to the Texas Parks and Wildlife Department will lead to the creation of a significant coastal state park in the region, and Port Lavaca will be in an excellent position to leverage its proximity to that new entity. The last characteristic that can become a cause to celebrate is perhaps less obvious but can have the most far-reaching consequences: art. Often considered the antithesis of science, art is a cultural endeavor that seeks to answer the same questions as science, only through a different expression. Renovation of the Main Street Theater and the interest in the city's historic structures are all cultural celebrations of artistic developments. Art can be a great connecting mechanism that bridges different age groups, ethnic backgrounds, etc. Art does not have to be something that a handful of practitioners can address; it is something with which all people can connect once we consider that its field can range from dance to knitting to storytelling to music to cooking and more. Art permeates our culture through its variety of expressions and connects us in ways that transcend our perceived limits. By embracing art as a prominent characteristic of the city, Port Lavaca can reach a much wider audience than fishing and nature aficionados. Collectively, these three characteristics can combine to create a unique condition for the city that can make it distinctive from other Gulf Coast areas (Fig. 15).



Fig. 15 - Three Characterists of Port Lavaca

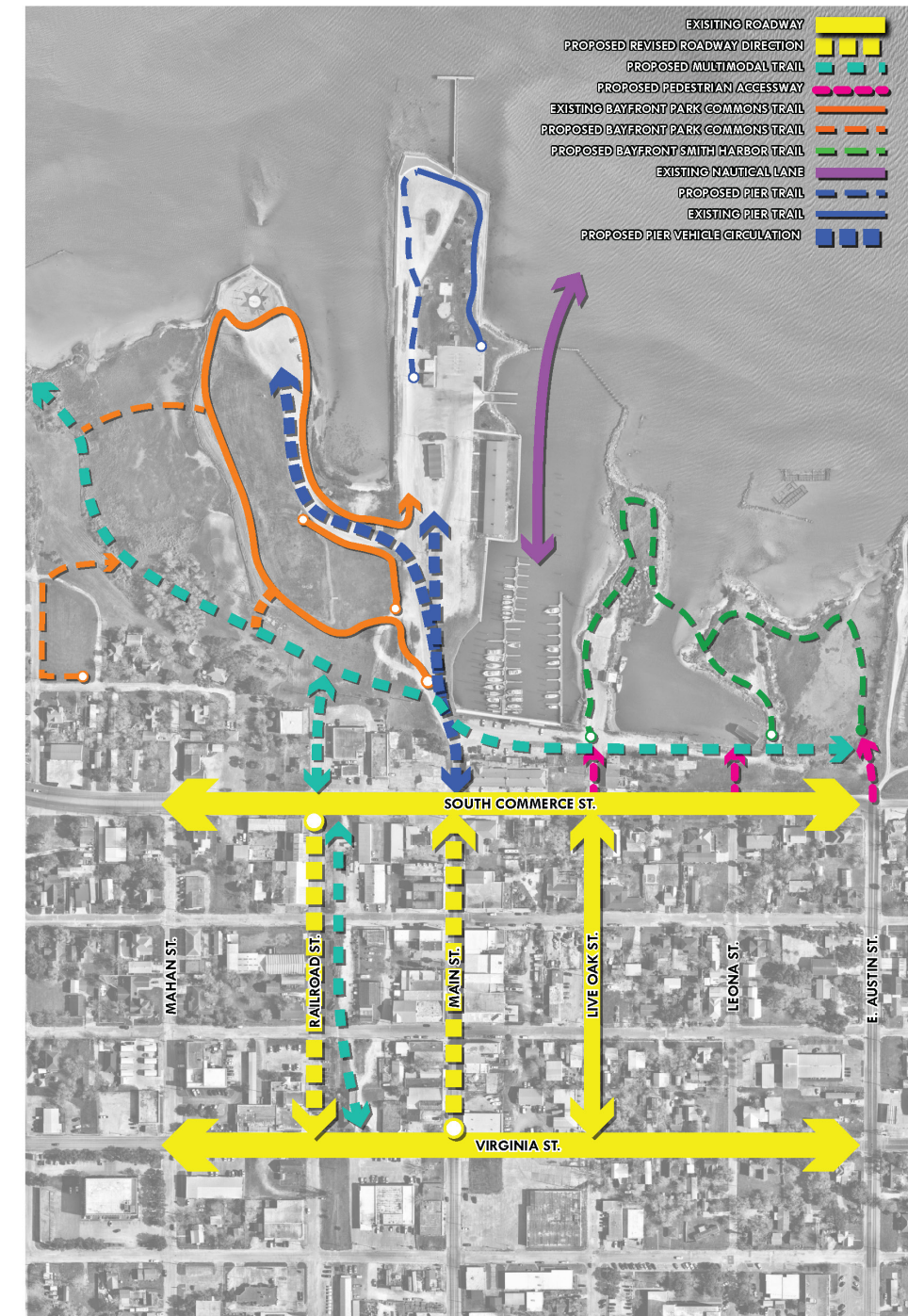


Fig. 16 - Cicalution Diagram

MAIN STREET DISTRICT

MAIN STREET DISTRICT THEME

Main Street District is the entry point to the Downtown Waterfront and the city's historic core. Its primary color will be yellow, and because of the presence of the Main Street Theater, this district will be associated with art and culture. Its primary logo will be the comedy & tragedy masks. In addition to the theater, many other historic structures along Main Street will also be integral to the district's identity, along with two major parks: one existing and one proposed. The existing park is Fay Bauer Sterling Park, a historic plaza space that celebrates the city's history and its oldest retail developments. A renovated Sterling Park could be a central plaza where a variety of cultural events could find their home. From outdoor theaters to concerts, spoken word events, movie nights, and so on. The programming options are many. The proposed park will be a three-block-long linear garden extending along Railroad Street from Virginia Street north to South Commerce Street. This park will contain three main programs: 1) as the central park for the

historic Railroad Depot, finally providing a civic space for this historic building; 2) as the plaza space for Port Lavaca City Hall, giving the city an outdoor area for celebrations, for gatherings and public life; and 3) as the promenade park leading to South Commerce Street and Bayfront Park, providing a garden promenade entry sequence for pedestrian visitors to the Downtown Waterfront. Colorful pedestrian walkways and street furnishings will add vibrancy to this area. The installation of public art will be encouraged through sculpture or murals. One significant shift recommended for the Main Street District is the change of the Railroad and Main streets into one-way roadways. Main Street will be a one-way street toward the Waterfront. As Main Street is under the jurisdiction of the Texas Department of Transportation (TxDOT), approval for this change will be required from that entity. Railroad Street will be a one-way away from the Waterfront. Both streets will feature angled parking on at least one side.



Fig. 17: The main Street District is associated with the arts, due to the presence of the historic Main Street Theater. For this reason, the icon is the two masks of theater: Melpomene, the Muse of Tragedy, and Thalia, the Muse of Comedy. The color of this district is yellow.



Fig. 18 - Main Street Section

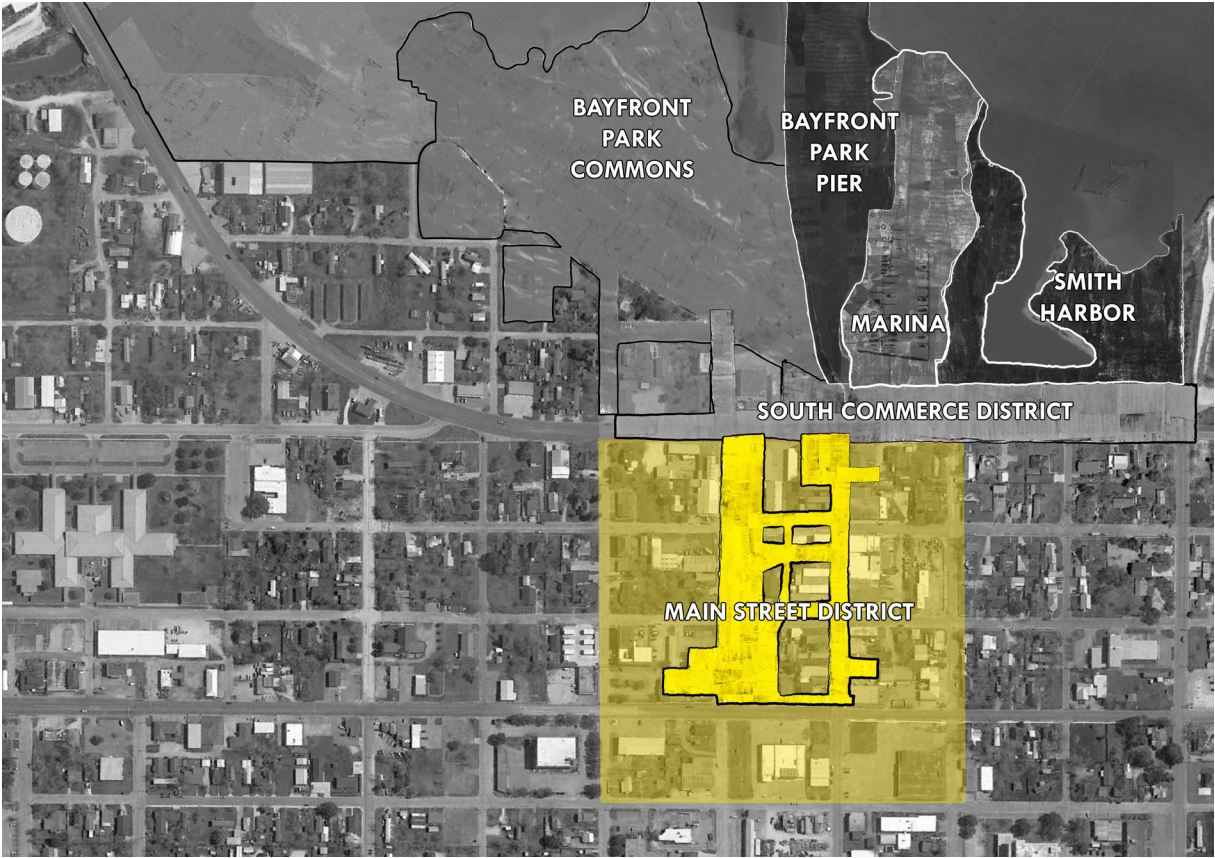


Fig. 19 - South Commerce Context Map

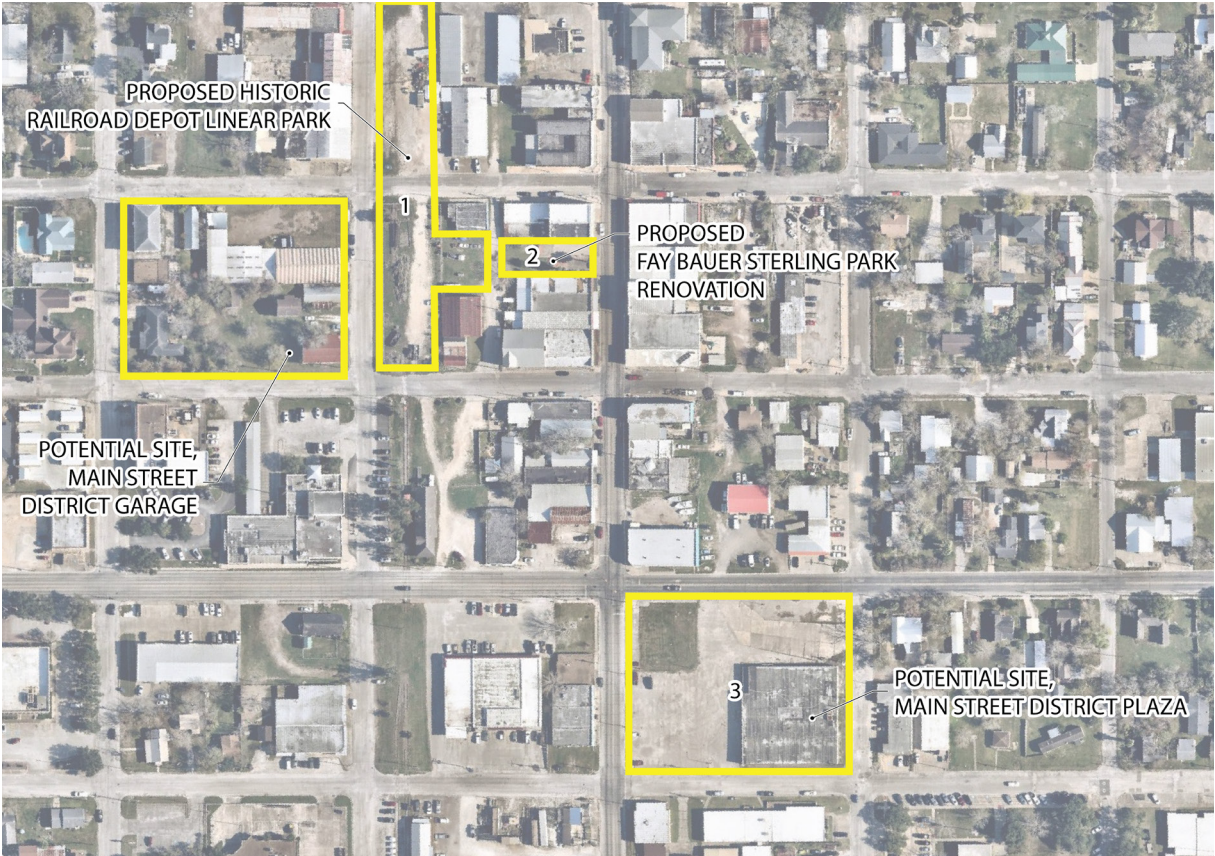


Fig. 20 - Main Street Opportunities Diagram

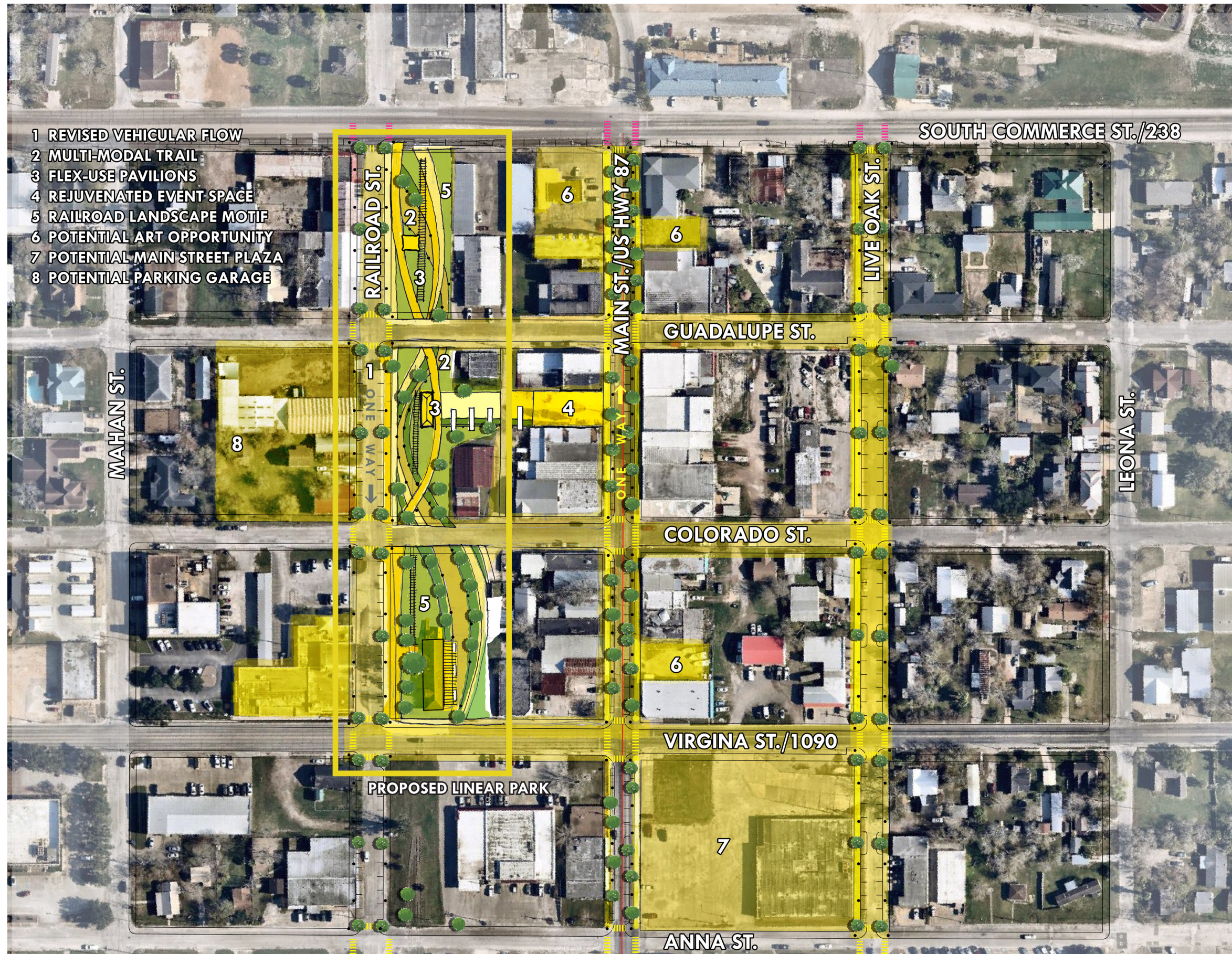


Fig. 21 - Main Street District Improvements Plan



MAIN STREET DISTRICT

MAIN STREET DISTRICT NEXT STEPS

The first design improvement recommendation for the Main Street District would entail short-term goals that could be implemented within 3 months. These would include, but not be limited to, the following:

- 1. **Graphic identity package** - will provide information about the design of the district logo and banners. This package will establish the rules for how the Main Street District logo is to appear on public documents, areas, etc.
- 2. **Wayfinding package** - will draw its aesthetic direction from the graphic identity package and help direct visitors to attractions and areas of the downtown district, including Bayfront Park, the Marina, Smith Harbor, etc.
- 3. **Themed Pedestrian Crossing Package** - related to the graphic identity package but essentially entails unique art at crosswalks around the Main Street District.
- 4. **Event programming for existing areas** – critical to creating a reason for people to come to

the downtown area, year-round programming can be dynamic, but does not have to be expensive, and can consist of ephemeral events that tie to the three main characteristics.

To best implement these packages, it is recommended that the city retains an art consulting and programming firm, an environmental graphics consultant, and a community engagement specialist.

For Mid-term improvements that could be implemented within a 6-to-12-month period, the recommendations are as follows:

- 1. **Street Furnishings Package** - a unified system of street furnishings, which includes bench seating, waste/recycling containers, bicycle racks, railings (where required), etc. will help to present a sense of unity and connectivity within the district, as well as between all districts.
- 2. **Traffic Direction Change** - To improve traffic through the downtown area, the direction change described in the previous section should be implemented. However, this will require coordination and planning both with TxDOT and

a traffic consultant. A traffic impact analysis will be required for the adjustment to one-way traffic and rerouting of northbound traffic along US-87.

- 3. **Lighting Package** - to improve the district's nighttime appearance, it is advisable to make some improvements to existing pedestrian and vehicular roadway lighting. Consultants involved in these projects would include a landscape architect, a civil engineer, and a traffic engineer.

The long-term improvements consist of the following major capital improvement projects:

- 1. **Fay Bauer Sterling Park Renovation** – refurbishment of the existing park to improve seating, accessibility, and aesthetic appearance. The consultant for this work would be a landscape architect. The design time frame would be in the 8–16-month range.
- 2. **Railroad Depot Linear Park** – a brand new park in the area, this project will entail the acquisition of key pieces of land along Railroad Street and will directly connect with Sterling Park. This is a major new landscape for the city, and the consultants could include a landscape architect,

a civil engineer, and an environmental graphics consultant. The design time frame for this park would be in the 12–18-month range.

- 3. **Main Street Parking Garage** – a proper traffic study will help to determine the best location for a parking structure. At the time of this writing, it is the consensus of the Visioning Committee that the location at Colorado and Guadalupe Street may be optimal. Work for this project will include an architect, a landscape architect, and a parking consultant. The design time frame for this work is estimated in the 18–24-month range.

PROJECT		SHORT-TERM	MID-TERM	LONG-TERM
Main Street	Graphic Identity Package	X		
	Wayfinding Package	X		
	Themed Pedestrian Crossing	X		
	Street Furnishings Package		X	
	Traffic Direction Change		X	
	Lighting Package		X	
	Sterling Park Renovation			X
	Railroad Depot Linear Park			X
	Parking Structure			X

Fig. 22 - Main District Project List and Priority Table



Fig. 23 - Sterling Park Perspective View - Existing Conditions



Fig. 24 - Sterling Park Perspective View with Proposed Improvements



COMMERCE STREET DISTRICT

South Commerce Street District will act as the connecting element between the urban core and the Downtown Waterfront. As such, it plays an important role as the gateway into the Bayfront Park complex. The primary color for South Commerce will be pink. The icon representing this district will be a cowboy boot with a spur, symbolizing the inherently Texan nature of the city and that this is the shopping and retail center of the downtown area. Retail, office, and restaurant developments will play a crucial role in turning the downtown waterfront into a regional attractor. This district provides vehicular and pedestrian access to three different districts and will make use of plaza and park spaces as a means of physical transition from the city into Bayfront Park. By carefully combining private retail development with public plazas, a balance of public/private will emerge that will give South Commerce an inherent authenticity. The sincerity of these spaces is vital and success will come when visitors and residents recognize that this area is not a theme park construct but a real place with meaning. A

community garden will serve as its entrance at the southern end of South Commerce, along the north side of the street, adjacent to Smith Harbor. The community garden is a combination of the man-made and nature, from the urban core to the natural ecology of Smith Harbor. Not only is it a perfect metaphor for that transition, but it will be a space open to the community and visitors alike. Again, this will help to establish the authenticity of the place. South Commerce will feature brightly colored pedestrian crossings, including ground murals at the major intersections at Railroad Street, Main Street, and Live Oak Street. Murals on existing buildings should be encouraged, as well.

Fig.25: The Commerce Street District is the shopping or retail district, and for this reason, the icon is the cowboy boot. To indicate the vibrancy of this district, the color will be pink.



Fig. 27 - Commerce Street District Context Map

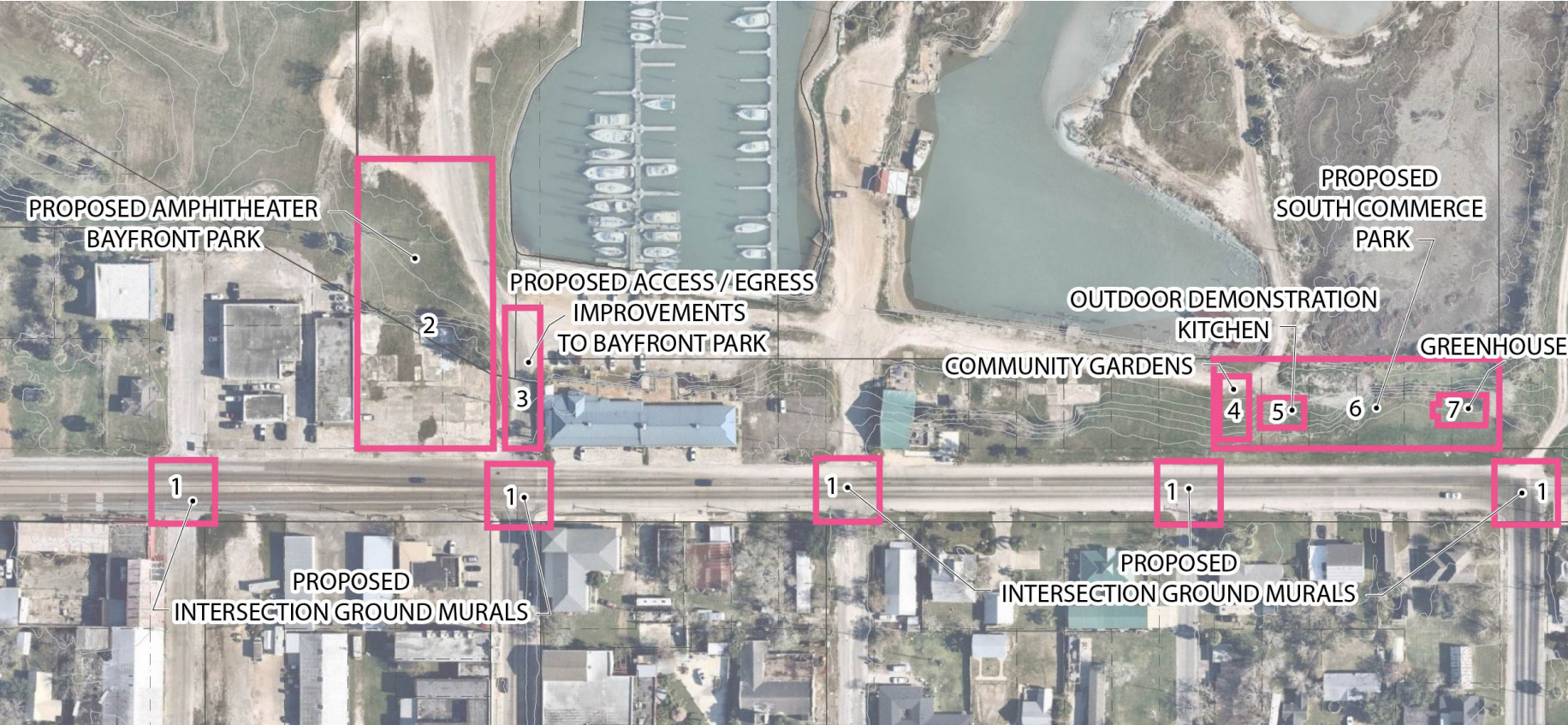


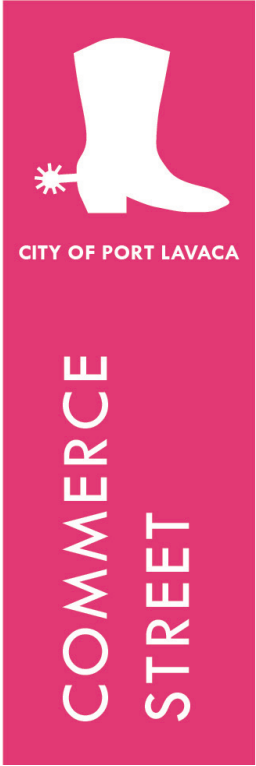
Fig. 26 - Commerce Street District Opportunities Plan



Fig. 28 - Community Garden Reference Photo



Fig. 29 - Commerce Street District Improvements Plan



COMMERCE STREET DISTRICT

COMMERCE STREET DISTRICT NEXT STEPS

The short-term design improvement recommendations for the South Commerce Street District include the following items:

- 1. **Graphic identity package** - the Graphic Identity Package will include the design of the district logo and banners, and how that would be deployed on public documents, areas, etc
- 2. **Wayfinding package** - will draw its aesthetic direction from the graphic identity package and help direct visitors around the district, including to dining establishments, Main Street attractions, and Bayfront Park areas.
- 3. **Themed Pedestrian Crossing Package** - will also take its visual cues from the graphic identity package, adapted to painted, colorful pedestrian crossings at critical intersections.
- 4. **Intersection Ground Murals** – along the main intersections of South Commerce at Railroad, Main, and Live Oak Streets, unique ground murals will provide a focal point and aesthetic interest. The main consultant for this work would be an art consulting and implementation firm, along with an

environmental graphics consultant. The design time for this work is in the 3–6-month range.

For mid-term improvements, the recommendations are as follows:

- 1. **Street Furnishings Package** – directly tied to the site furnishings at the Main Street District, the design elements here will consist of a similar system of street furnishings (bench seating, waste/recycling containers, bicycle racks, railings, etc.). The design time frame for this work is short (3-6 months), but there could be long lead times for specific pieces of furniture.
- 2. **Bicycle Lane and Roadway Improvements Package** - Consider the inclusion of at least a partial shade structure along the bicycle lane, along with at least one cooling station. Implementing a bicycle lane, planted median, & affiliated amenities will require a team of civil & traffic engineers, along with a landscape architect. The design time frame could be 12-16 months.
- 3. **Lighting Package** - The lighting package should be a continuation of the improvements in the Main Street District, similar in style and lighting performance.

The long-term improvements consist of the following major capital improvement projects:

- 1. **South Commerce Community Gardens** – this will act as the transition space between the retail component of South Commerce and the passive recreation area of Smith Harbor.
- 2. **South Commerce Pedestrian Plazas** – located between retail areas, these would be public spaces that could be utilized by the retail/restaurant tenants/users.
- 3. **Bait Shop Plaza** – this project would turn the Poor Boy Bait Shop into a proper institution at Port Lavaca, with seating and gathering areas, gardens, etc.
- 4. **Bayfront Park Accessibility Package** – critical to the success of the overall project is making sure that the Bayfront Park complex meets accessibility requirements, and that pedestrian safety is at the forefront.

Planning efforts for these three major capital improvements should begin as soon as possible, as planning time alone could run in the 18–24-month range. Consultants involved in these projects would include architects, landscape architects, and civil engineer.

PROJECT		SHORT-TERM	MID-TERM	LONG-TERM
Commerce Street	Graphic Identity Package	X		
	Wayfinding	X		
	Themed Pedestrian Crossing	X		
	Intersection Ground Murals	X		
	Street Furnishings Package		X	
	Bicycle Lane and Roadway Improvements		X	
	Outdoor Demonstration Kitchen			X
	Greenhouse			X
	Community Gardens			X
	Pedestrian Plaza 1			X
	Pedestrian Plaza 2			X
	Bait Shop Area Plaza			X
	ADA Ramps to Bayfront Park			X
	Restrooms			X
	Pavillion (Venue)			X
	Restaurant Improvements			X

Fig. 30t - South Commerce District Project List and Priority Table



Fig. 31 - South Commerce Perspective View - Existing Conditions



Fig. 32 - South Commerce Perspective View with Proposed Improvements



Fig. 33: The Bayfront Park Commons is the active park of the area, with beaches and a sand volleyball court, among other programs. For this reason, the icon will be a flip-flop sandal. The color for the district will be bright orange.

BAYFRONT COMMONS DISTRICT

Currently, Bayfront Park exists as one civic entity. The proposed district plan outlined in this report suggests that the park be broken into four unique conditions: Bayfront Park Commons, Bayfront Park Pier, Bayfront Park Marina, and Smith Harbor. With the division of Bayfront Park into individual program areas, Bayfront Park Commons will become the area that houses active recreation. To accentuate that active aspect of the park, the primary color will be orange. The icon for the commons will be a flip-flop, meant to evoke the beachfront nature of the park and the type of recreation that the visitor will find there, such as an amphitheater, dog park, tennis/pickleball, volleyball, beach area, disc golf course, etc. Bayfront Park is the home of the Calhoun County Veterans’ Memorial. With a new entry drive and pedestrian trail, this park is primed to become the active core of Bayfront Park for pedestrian activities. A new multi-modal trail will connect the Commons to the Pier, Marina, and Smith Harbor to the southeast. Heading northwest, the trail will connect to the main area of the Commons and further west to the City Harbor district. To improve services and accessibility of the park, this report proposes an expansion of the

Calhoun County Veterans’ Memorial to include a covered seating area and restroom facilities. A new boardwalk is already proposed at the northern end of the Commons, which will also see some land reclamation. The current boundaries of the park are limited, and an expansion of these with land already owned by the city, will see improved pedestrian access and connectivity into the proposed City Harbor District. The main recommended program for this district is that of a new performance amphitheater. Using the natural expanse at the edge of the wetlands is an opportune location for a stage with partial hardscape area with an expansion event lawn to the southwest (Fig. 37). With orange as the dominant color of this district, site furnishings in this color should be explored, including but not limited to bench seating, waste/recycling containers, metal roofs over the restrooms, bollards (existing and proposed), site lighting, etc. While public art may be located at this location, it should be interactive in nature, to reinforce the active recreation aspect of the park.

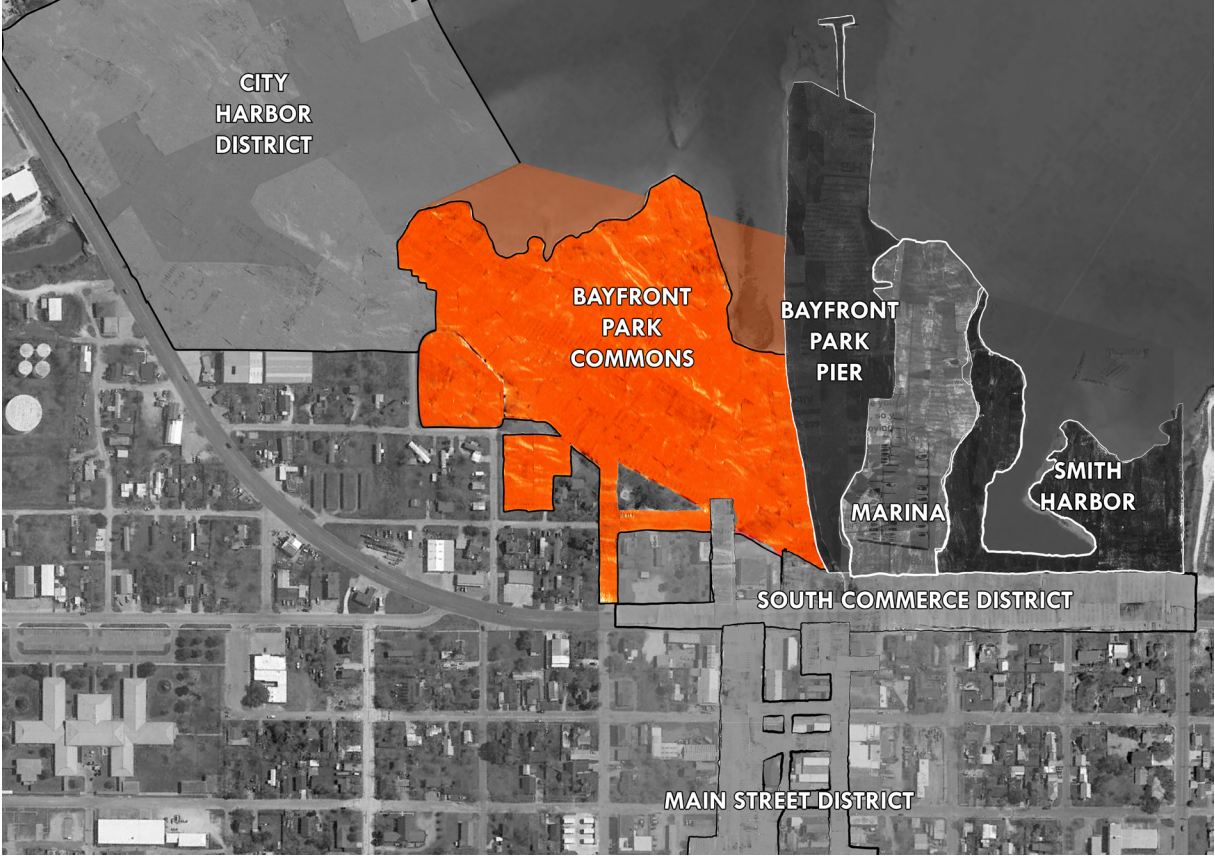


Fig. 35 - Bayfront Park Commons Context Map



Fig. 34 - Beach and sand volleyball



Fig. 36 - Disc golf course



Fig. 37 - Bayfront Park Commons District Improvements Plan



BAYFRONT COMMONS DISTRICT

BAYFRONT COMMONS DISTRICT NEXT STEPS

The short-term design improvement recommendations for the South Commerce Street District include the following items:

- 1. **Graphic identity package** - Like the preceding districts, the Graphic Identity Package will include the design of the Bayfront Park Commons district logo and banners
- 2. **Wayfinding package** - The Wayfinding package will draw its aesthetic direction from the graphic identity package and will help direct visitors around the Commons and Bayfront Park areas.
- 3. **Street Furnishings** - A unified street furnishings package, painted in the corresponding theme of the district, will also help tie the park together.

The consultants needed for the short-term improvements would include an art consulting and implementation firm, along with an environmental graphics consultant. The design time for this work is in the 3–6-month range.

For mid-term improvements of Bayfront Park Commons, the recommendations are as follows:

- 1. **Boardwalk & Multi-modal Trail Connectors** - At Bayfront Park Commons, there is already a trail system in place, along with a proposed Boardwalk, so providing a system of trail connections, from public sidewalks to the existing will be critical
- 2. **Disc Golf Course** – There has also been intense interest in a disc golf course, and planning for that effort should begin as quickly as possible. This last component will yield a great deal of goodwill with the community, which is looking for a low-impact but highly visible type of improvement.
- 3. **Veterans Memorial Shade Structure** - a shade structure with seating at the Veterans Memorial would provide a welcome respite from the sun, and a place for reflection that is currently missing

Consultants for this phase of work would include a landscape architect, a civil engineer, and a structural engineer. Consultation with the Disc Golf

Club that has approached the city will be critical, as well, which the landscape architect can do. The estimated time for the design of the above elements is in the 6–12-month range.

The long-term improvements consist of the following major capital improvement projects:

- 1. **Beach with Volleyball Court** – a small beach element with a sand volleyball court would attract 18-36 yr old demographic, as well as young families.
- 2. **Tennis & Pickleball courts** – to reinforce the active component of the Commons, dedicated facilities to tennis & pickleball would be appropriate additions. The rise in popularity of pickleball, in particular, warrants mention & inclusion in this park.
- 3. **Amphitheater** – this is a major element that could become the central draw of the Commons, from which fireworks and concerts could be staged, movie nights, etc. Programming for this park could run in tandem with the Main Street District.
- 4. **Restrooms** – residents have been very vocal about the desire for additional restroom

facilities. This would be particularly useful with the presence of the amphitheater.

Planning efforts for these capital improvements should begin as soon as possible, as planning time alone could run in the 18–24-month range. Consultants involved in these projects would include landscape architects, an architect, a structural engineer, and a civil engineer.

PROJECT		SHORT-TERM	MID-TERM	LONG-TERM
Bayfront Park Commons	Graphic Identity Package	X		
	Wayfinding	X		
	Street Furnishings Package	X		
	Volleyball, Tennis, & Pickleball Courts			X
	Preservation Area	X		
	Multi-modal Trails		X	
	Boardwalk		X	
	Disc golf course		X	
	Amphitheater			X
	Beach			X
	Veterans Memorial Shade Structure		X	

Fig. 38 - Bayfront Commons District Project List and Priority Table



Fig. 39 - Commons - Perspective View - Existing Conditions



Fig. 40 - Commons - Perspective View with Proposed Improvements



BAYFRONT PARK PIER

The Pier at Bayfront Park is currently the most developed component of the downtown area, so it requires the least amount of intervention. However, some improvements are still possible, largely having to do with the organization of vehicular drives and parking areas. The original modernist shade structure is an important historic element that provides a unique identity to the park. Complementing this structure with a second or even a third structure would enhance the aesthetic experience of the park, while also providing additional shelter areas for market or special events. Enhanced lighting and ground murals can create a unique experience at the pier, allowing for nighttime events that would feel safe and accessible to all. The color for this district will be blue, an allusion to the blue roof of the main shelter structure located here. The icon for the pier will be a fish, an allusion to the existing fishing pier located at the northern terminus. The newer main structure could be enhanced with improved lighting and seating areas. On the north end of the pier, additional

picnic shelters may improve the park experience, as well. Art opportunities are fewer at the pier, but there is a monument already on site: the Civil War Bombardment of Port Lavaca Monument. Additional landscape around the restroom facilities would improve their appearance, along with new paint to match the blue of the district theme.

Fig. 41: Bayfront Park Pier is the home of the main fishing pier of the area, and as a result the icon will be a fish. The color inspiration derives from the main shelter structure: a dark blue.

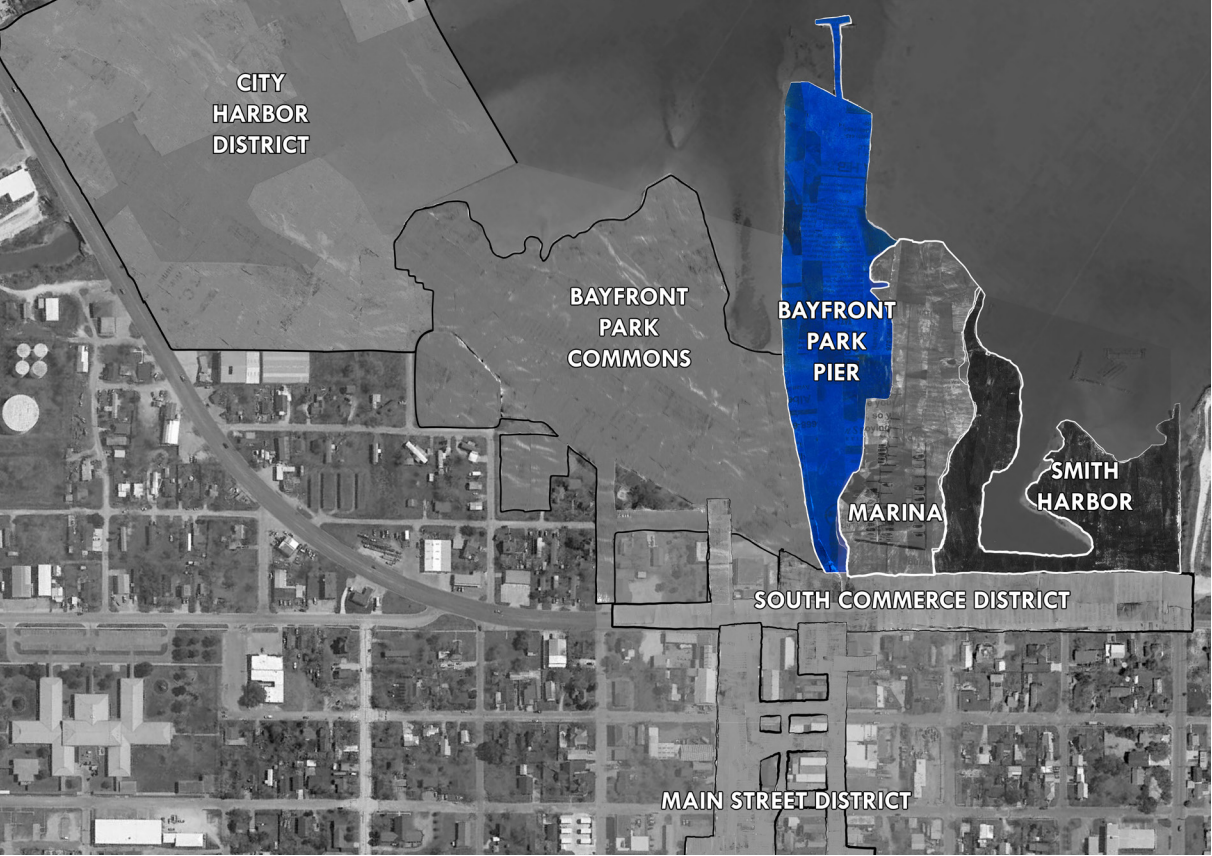


Fig. 43 - Bayfront Park Pier Context Map



Fig. 42 - Bayfront Park Pier District - Existing Conditions



Fig. 44 - Existing Pier at Bayfront Park



Fig. 45 - Bayfront Park Pier District Improvements Plan



BAYFRONT PARK PIER

BAYFRONT PARK PIER NEXT STEPS

The short-term design improvement recommendations for Bayfront Park Pier include the following items:

- 1. **Graphic identity package** - will include the design of the Bayfront Park Pier district logo and banners.
- 2. **Wayfinding package** - will draw its aesthetic direction from the graphic identity package and will help direct visitors around the Pier and Bayfront Park areas.
- 3. **Street Furnishings** - A unified street furnishings package, painted in the corresponding color of the district, will also help tie the park together.
- 4. **Ground Mural** – in the central vehicular area, a unifying ground mural will provide aesthetic cohesion and interest.

The consultants needed for the short-term improvements would include an art consulting and implementation firm, along with an environmental

graphics consultant. The design time for this work is in the 3–6-month range.

The following are the recommendations for mid-term improvements to Bayfront Park Pier:

- 1. **Playground Renovation** – a modest expansion of the playground area along with the addition of shade elements would help improve this element.
- 2. **Picnic Cabanas** – additional cabanas would help to add more capacity to this program.
- 3. **Shelter Structure Expansion** – the current Modern shelter should be preserved and have additional similar pieces added to it, to give more character and identity to this district.

For this work, the city will need the services of a landscape architect for the design work. The anticipated design time for this work is 6-12 months.

The long-term improvements consist of the following major capital improvement project:

- 1. **Signature Lighting Fixtures** – To turn the parking area into an event space, signature lighting elements would be a great addition. Planning efforts for these capital improvements should begin as soon as possible, as planning time could run in the 12-18 month range. Consultants involved in these projects would include landscape architects and a civil engineer.

	PROJECT	SHORT-TERM	MID-TERM	LONG-TERM
Bayfront Park Pier	Graphic Identity Package	X		
	Wayfinding	X		
	Street Furnishings Package	X		
	Playground Renovation		X	
	Picnic Cabanas		X	
	Event Lawn			X
	Shelter Structure Expansion		X	
	Lighting Fixtures			X

Fig. 46 - Bayfront Park Pier Project List and Priority Table



Fig. 47 - Pier - Perspective View - Existing Conditions



Fig. 48 - Pier - Perspective View with Proposed Improvements



Fig. 49: The Marina at Bayfront Park will have as its icon a sailboat, a reference to the primary program of the district. The color will be an imperial or royal purple.

BAYFRONT PARK MARINA

The Marina at Bayfront Park will not see any major changes, but rather a series of maintenance improvements that will enhance its aesthetic appeal. From the painting of existing vertical elements to the addition of pathway lighting, the interventions for this district will address basic safety and appearance issues. Located between the Pier and Smith Harbor, the Marina will see enhancements due to the proximity and adjacency of both of these districts. The walkway area immediately in front of the marina will see major improvements, as this is the location of the multi-modal trail connecting the Commons with Smith Harbor. Wide trails, seating areas, improved lighting, and native plant garden areas will create comfortable spaces for visitors and residents alike. The icon for the Marina will be a ship, and its color will be purple. One potential improvement that could happen in this area is the creation of a jetty at the northernmost point (Fig. 53) on which pedestrians can walk and which will house some fishing areas. Acting as a breakwater and protection for the marina, as well, this new jetty can be implemented as time and funds allow.



Fig. 51 - Bayfront Park Marina Context Map



Fig. 50 - Examples of Garden Promenade



Fig. 52 - Nautical Habror Marina - existing conditions



Fig. 53 - Bayfront Park Marina District Improvements Plan



BAYFRONT PARK MARINA

BAYFRONT PARK MARINA NEXT STEPS

The short-term design improvement recommendations for Bayfront Park Pier include the following items:

- 1. **Graphic identity package** - The Graphic Identity Package will include the design of the Marina district logo and banners.
- 2. **Wayfinding package** - The Wayfinding package will draw its aesthetic direction from the graphic identity package and will help direct visitors around the Marina and Bayfront Park areas

The consultants needed for the short-term improvements would include an art consulting and implementation firm, along with an environmental graphics consultant. The design time for this work is in the 3–6-month range.

The following is the recommendation for mid-term improvements to Bayfront Park Marina:

- 1. **Aesthetic Enhancements Package**

The Marina District mid-term improvement should consist of solely a series of refurbishments of the existing walkways, planks, poles, etc. For this work, the city will need the services of a landscape architect for the design work. The anticipated design time for this work is 6-12 months.

The long-term improvements consist of the following major capital improvement projects:

- 1. **Marina Gardens Promenade and Parking** - Long-term planning at the Marina is slightly more robust than in the previous phases. The main effort will be in the Gardens and Promenade, which will transform the streetscape in front of the Marina with seating, a multi-modal trail, shrub, and ornamental vegetation, and organized parking and drop-off areas.
- 2. **Restrooms** – part of the Poor Boy Bait Shop plaza, this component could be included in that package or could be phased in later. Either way, additional restroom facilities will help to handle the anticipated increased capacity of visitors/park users.

The design planning time for this work could be 12-18 months. Consultants involved in these projects would include landscape architects and a civil engineer.

	PROJECT	SHORT-TERM	MID-TERM	LONG-TERM
Bayfront Park Marina	Graphic Identity Package	X		
	Wayfinding	X		
	Aesthetic Enhancements Package		X	
	Bench Seating			X
	Marina Gardens			X
	Marina Promenade and Parking			X
	Restrooms			X

Fig. 54 - Bayfront Park Marina Project List and Priority Table



Fig. 55: With its status as the main passive recreation area of the Downtown Waterfront, the color for the Smith Harbor District will be a dark green. Because of its connection to nature and birding, the icon of the district will be a bird in flight

SMITH HARBOR AT BAYFRONT PARK
GENERAL CONCEPT

Smith Harbor will become the passive recreation center of the Bayfront Park complex. The color associated with this district will be green and its icon will be a seagull in flight. Currently sited on the western end of Smith Harbor, the Po Boy Bait Shop will remain at this location, but the grounds immediately surrounding it will be improved with new walkways, seating areas, restrooms, and gardens. In general, Smith Harbor will be divided into two halves: an educational/public side on the northwest (where the bait shop will be), and an ecological restoration area on the southeast side. In addition to the bait shop and the improvements in that area, the western end will also feature a snail mound, an outdoor classroom, walking trails leading to the fishing jetty at the marina, and restored native vegetation. The far southeastern side of Smith Harbor will feature restored wetlands with new elevated and at-grade trails, along with wildlife observation areas. The main work of the eastern side will be in the restoration of that habitat. Pedagogical opportunities at this location can include signage that addresses the

wildlife and ecosystems of the bay. As mentioned in the South Commerce section, one of the main entries to this area will be from that street, via the community gardens area, where educational spaces will also be located.



Fig. 57 - Smith Harbor at Bayfront Park Context Map



Fig. 56 - Poor Boy Bait Shop at Smith Harbor - existing conditions



Fig. 58 - Example of landscape snail mound. A smaller version would developed for Smith Harbor



Fig. 59 - Smith Harbor District Improvements Plan



SMITH HARBOR AT BAYFRONT PARK

SMITH HARBOR AT BAYFRONT PARK NEXT STEPS

Smith Harbor will become the passive recreation center of the Bayfront Park complex. The color associated with this district will be green and its icon will be a seagull in flight. Currently sited on the western end of Smith Harbor, the Po Boy Bait Shop will remain at this location, but the grounds immediately surrounding it will be improved with new walkways, seating areas, restrooms, and gardens. In general, Smith Harbor will be divided into two halves: an educational/public side on the northwest (where the bait shop will be), and an ecological restoration area on the southeast side. In addition to the bait shop and the improvements in that area, the western end will also feature a snail mound, an outdoor classroom, walking trails leading to the fishing jetty at the marina, and restored native vegetation. The far southeastern side of Smith Harbor will feature restored wetlands with new elevated and at-grade trails, along with wildlife observation areas. The main work of the eastern side will be in the restoration of that habitat. Pedagogical opportunities at this

location can include signage that addresses the wildlife and ecosystems of the bay. As mentioned in the South Commerce section, one of the main entries to this area will be from that street, via the community gardens area, where educational spaces will also be located.

- Smith Harbor District: Next Steps
The short-term design improvement recommendations for Smith Harbor include the following items:
- 1. **Graphic identity package** - will include the design of the Smith Harbor district logo, theme, and banners.
 - 2. **Wayfinding package** - will draw its aesthetic direction from the graphic identity package and will help direct visitors around the Smith Harbor and Bayfront Park areas
 - 3. **Street Furnishings** - will be similar in scope and aesthetics to other districts of Bayfront Park.

The consultants needed for the short-term improvements would include an art consulting and implementation firm, along with an environmental graphics consultant. The design time for this work

is in the 3–6-month range.

The following is the recommendation for mid-term improvements to Bayfront Park Marina:

- 1. **Habitat Restoration** - The sole and main mid-term improvement consists of habitat restoration work. The wetlands at Smith Harbor are in dire need of reinforcement and reinstatement. This design work associated with this could take 8-12 months, but the implementation time might take some time, so it is critical to begin the process as quickly as possible.

The long-term improvements consist of the following major capital improvement projects:

- 1. **Boardwalk** – similar in aesthetic to what exists at Lighthouse Beach.
- 2. **Snail Mound** – to provide views of the surrounding area.
- 3. **Outdoor Classroom** – a simple, non-air-conditioned structure with an education program
- 4. **Fishing Pier/Jetty** – would accomplish a double function of acting as additional breakwaters for the Marina, but also could

provide additional fishing opportunities.

- 5. **Lookouts and Cleaning Stations** – support program for the fishing pier
- 6. **Viewing Post** – associated with the boardwalk, similar in program to that seen at Lighthouse Beach.
- 7. **Picnic Areas** – These can consist of tables and benches, but the program alone is sufficient.
- 8. **Information Kiosk** – a station with different types of information about Smith Harbor, including pedagogic and event data.
- 9. **Expanded Marsh Areas** – associated with the expansion of the breakwaters, this expansion would expand habitat for birds, fish, etc.

Long-term planning at Smith Harbor is the most robust of all districts. The capital improvement projects here all involve public programs that have varying degrees of education components. Design planning time for this work could take 18-24 months. Consultants involved in these projects would include landscape architects, civil engineers, and environmental consultants.

PROJECT		SHORT-TERM	MID-TERM	LONG-TERM
Smith Harbor	Graphic Identity Package	X		
	Wayfinding	X		
	Street Furnishings Package	X		
	Boardwalk			X
	Snail Mound			X
	Outdoor Classroom			X
	Fishing Pier/Jetty			X
	Lookouts and Cleaning Stations			X
	Viewing Post			X
	Habitat Restoration		X	
	Picnic Areas			X
	Information Kiosk			X
	New Marsh Areas			X

Fig. 60 - Smith Harbor Project List and Priority Table



Fig. 61 - Smith Harbor - Perspective View - Existing Conditions



Fig. 62 - Smith Harbor - Perspective View with Proposed Improvements



CITY HARBOR DISTRICT
GENERAL CONCEPT

The seventh district will be the one that connects Bayfront Park with the northern entry to the city: Broadway/US 238. City Harbor can become the restaurant and nightlife center of the Downtown Waterfront. Already with good vehicular access, some pedestrian circulation improvements could see this area transform into a dining hub. Second, in urban nature only to the Main Street District, improvements at City Harbor would operate on hard concrete surfaces of the district. Some softening with street trees and planters could improve the overall urban feel, but this is to be the area that will attract the younger demographic. Art installations here should be largely mural-based, but alternate approaches should be welcome. The main colorway for this district will be light blue and the icon will be an oyster shell, an allusion to the historic nature of this harbor area.

Fig. 63: The City Harbor District will draw its color inspiration from the historic color of Port Lavaca: light blue. Given its condition as a commercial fishing hub, the icon will be a shell.



Fig. 65 - City Harbor District Context Map



Fig. 64 - City Harbor District Opportunities Diagram



Fig. 66 - City Harbor - existing conditions



Fig. 67 - City Harbor District Improvements Plant



CITY HARBOR DISTRICT

CITY HARBOR DISTRICT NEXT STEPS

The short-term design improvement recommendations for Smith Harbor include the following items:

- 1. **Graphic identity package** - will include the design of the City Harbor district logo, theme, and banners
- 2. **Wayfinding package** - will draw its aesthetic direction from the graphic identity package and will help direct visitors around City Harbor and into Bayfront Park
- 3. **Street Furnishings** – similar in scope and aesthetics to other districts

The consultants needed for the short-term improvements would include an art consulting and implementation firm, along with an environmental graphics consultant. The design time for this work is in the 3–6-month range.

The following is the recommendation for mid-term improvements to City Harbor:

- 1. **Accessibility Package** - To ensure pedestrian safety and accessibility, some physical improvements to the current pedestrian circulation system need to be made
- 2. **Improved Paving and Parking** - addressing parking needs will be critical to the long-term viability of the district
- 3. **Information Kiosk** – similar in appearance to the one at Smith Harbor, this kiosk will focus on entertainment events and other items that would appeal to young adults.
- 4. **Pop-up Shops** – the city’s role with this program would consist in promoting them or finding suitable entities that could run them. As a program element, these are inexpensive to launch and could boost interest in the area quickly. Pop-up shops can happen at plaza or hardscape locations, or be a part of temporary markets. Their flexibility is their strength.

Consultants for this phase will include landscape architects and civil engineers. The design duration of this phase could be 12-18 months.

The long-term improvements consist of the following major capital improvement concept projects:

- 1. **Entertainment Venues**
 - 2. **Docking/Marina**
 - 3. **Marine Refueling Stations**
 - 4. **Plaza/Biergarten**
 - 5. **Condo/Multi-Family Houston**
- City Harbor’s long-term capital improvement projects will largely entail the effort of private development, but the city should make a concerted effort to market these projects. Planning effort for this work needs only exist at a conceptual phase, which would not require an extensive period. However, it will require coordination with external developers and private interests, so the overall planning time could be 18-36 months.

PROJECT		SHORT-TERM	MID-TERM	LONG-TERM
City Harbor District	Graphic Identity Package	X		
	Wayfinding	X		
	Street Furnishings Package	X		
	Accessibility Package (ADA Ramps)		X	
	Entertainment Venues			X
	Docking/Marina			X
	Marine Refueling Stations			X
	Plaza/Biergarten			X
	Condo/Multi-Family Housing			X
	Improved Paving and Parking		X	
	Information Kiosk		X	
	Pop-up shops		X	

Fig. 68 - City Harbor District Project List and Priority Table



Fig. 69 - Reference Image: Outdoor deck with view of Bay access



Fig. 70- Reference image: destination dining establishment

**CONCLUSION &
ADDITIONAL CONSIDERATIONS**

The improvements indicated in this report require the use of specialized personnel. In addition to those consultants, one unique role that the city may want to consider is that of City Artist. By hiring an artist on staff, the cultural and aesthetic improvements can be steered by a person with expertise in creativity and production. The City Artist would not implement the art component of each district, but rather would assist in solving how the various art interventions or installations might take place. For example, the City Artist may run the selection process for muralists from the region to install their work. Or they may work in concert with the design architect of one of the parks or plazas to see if an art installation is relevant. The costs associated with achieving the projects and goals outlined in this report will be significant. The city, on its own, may experience challenges in funding these improvements without assistance from external sources. Fortunately, the bulk of the work indicated here consists of elements that may be funded via various governmental entities. The difficulty lies in finding the personnel that can

find the grants or institutions that would make the Downtown Waterfront renovation a reality. Non-profit organizations can only carry a project so far- at a certain point, investing in training for city staff may become a reasonable cost to have capable in-house grant writers. Lastly, there is one major element that could prove a serious challenge in the success of this project: housing. Both in conversations with city staff and at the visioning committee meetings, the topic of housing appears numerous times. A proactive approach to housing development should be at the forefront of discussion. It is not one type of housing that should be favored over others (luxury multi-family vs single-family development), but rather a holistic approach that considers a multiplicity of housing options. From townhouses to large lot development, looking at a diversity of housing options means that a wider variety of people can be reached- from young professionals to families with children, to empty nesters looking to downsize their living situation. Several earlier Master Plan efforts for the Downtown Waterfront area have identified similar issues as this present report. The difficulty in those previous plans has to do with looking at

the area in a holistic manner that also identifies specific solutions. The present plan provides a roadmap to improvements that can begin the transformation process of the area with attainable goals. The next step for the city is to initiate the development of those goals and prepare implementation schedules with realistic dates that incorporate design and fabrication times for graphic/art elements, identify competent consultants and contractors that can work in tandem to produce the work, and begin the process of securing funds for mid-term and long-term projects in the districts.



Fig. 71 - Composite Site Plan - Downtown Waterfront

COMMUNICATION

SUBJECT: Review the Online Sidewalk Plan for the City of Port Lavaca for future adoption by Council. Presenter is Jody Weaver

INFORMATION:

CITY OF PORT LAVACA

COUNCIL MEETING: MARCH 27, 2023**AGENDA ITEM __****DATE:** 3.27.2023**TO:** HONORABLE MAYOR AND CITY COUNCIL MEMBERS**FROM:** JODY WEAVER, INTERIM CITY MANAGER**SUBJECT: CITY OF PORT LAVACA SIDEWALK/SHARED-USE PLAN**

<https://www.google.com/maps/d/u/0/viewer?ll=28.638870955600844%2C-96.62773772120408&z=14&mid=17k1xEYLqgvQN2VsJY6vo6pvtZM8ajNx2>

<https://portlavaca.org/city-departments/city-manager/>

On the City's website, there is a link to a googlemap which we have been using as a Working Plan for sidewalks and shared-use paths in the City. Above is a link that takes you directly to the map and then the other link goes to the City Manager page

Black lines = existing sidewalks and Shared-Use Paths

Purple lines = planned locations for future Shared Use Paths

Orange lines = potential locations for 5 ft min. side sidewalks

We have been approved to make a formal application to TxDOT for an Alternative Transportation grant to construct a Shared Use path along Independence Drive as well as to the high school and HEB. As part of this application it would be very beneficial to show that the City has some sort of a written plan that has been adopted by Council which shows these shared use path are on the plan.

So as we look to formally adopt this online plan, I'd like us to look this over and consider any additions, deletions, etc. I would like to have this adopted at the council meeting in April or May as the TA application is due in June.

COMMUNICATION

SUBJECT: Discuss elements to include in a proposed Landscape Ordinance in anticipation of making application to the Scenic City Certification Program. Presenter is Jody Weaver

INFORMATION:

CITY OF PORT LAVACA

COUNCIL MEETING: MARCH 27, 2023

AGENDA ITEM __

DATE: 3.26.2023

TO: HONORABLE MAYOR AND CITY COUNCIL MEMBERS

FROM: JODY WEAVER, INTERIM CITY MANAGER

SUBJECT: **PROPOSED LANDSCAPE ORDINANCE IN ANTICIPATION OF APPLYING FOR A SCENIC CITY CERTIFICATION**

- COMPREHENSIVE PLAN (2016): Under the top Action item is listed "Develop Landscaping regulations for non-residential and multiple family developments ..."
- Scenic Texas was inspired by the visionary leadership of first lady Lady Bird Johnson and is the only statewide 501(c)(3) non-profit organization dedicated to the preservation and enhancement of our state's visual environment. Scenic Texas. They help Texans safeguard the scenic qualities of Texas roadways, countryside, and communities. One of their programs is the Scenic City Certification Program which recognizes and supports Texas municipalities that implement high-quality scenic standards for public spaces. Once a city is accepted into the program, there are resources available to help us continue to improve on our ordinances and practices to sustain and improve our scenic beauty.
- There are 5 ranks in the Scenic City program. Two of our regional neighbors which have been certified as Scenic Cities are Cuero and El Campo, both of whom are Silver (middle ranking). Applications, with a \$1,500 application fee are accepted between Feb 1 and April 30 each year. If accepted, there is a \$750.00 annual fee.
- There are 3 mandatory requirements to even be considered: One, having to do with landscaping and the other two, with signage.
 - 1) Section 1- Streetscape (Landscaping): Trees and landscaping along major roadways, city streets, street median and in parking lots are required.

After discussion at Monday's workshop, my hope is to bring a proposed landscape ordinance to Council for a 1st reading on April 10 with a 2nd reading on April 24, in time to apply for the Scenic City certification.

regulations for consideration and discussion:

Applicability: new development, redevelopment and substantial improvements – definitions will be needed

Exceptions: single family home developments

Required amount of Landscaping: Min. **10%** of the available site which is defined as the total area of the private property less the area of all buildings and secured and fenced areas. 70% of this required amount must be located in the area between the front of the building and the front property line (i.e. the front yard so to speak, so it can be seen from the road). This 70% can be adjusted by the Pre-Development

committee for Multi-family projects or others where it makes more sense to have the landscaping dispersed throughout the site. The landscaping is to be provided on the private property. The developer is to construct a sidewalk and provide grass sod within the right-of-way unless otherwise approved.

Eligible landscaping: To count towards the required 10%, the plant must be suitable for our region in accordance with the USDA Hardiness Zone Map. You can use plants that aren't on this list, but they wouldn't count towards the 10%. If a plant is listed as invasive and/or noxious per USDA they are not allowed.

- Landscaped areas shall include a combination of the following types of materials: trees, shrubs, annual and/or perennial plants, vines, grass, and/or groundcover. Nonliving, durable materials commonly used in landscaping, such as, but not limited to organic mulches, rocks, pebbles, sand, walls and fences, but excluding paved surfaces, may also be utilized in landscaped areas. Pervious, decorative paving materials and brick pavers may be included in the form of walkways or driveways through landscaped areas; however, off-street parking areas paved with such materials shall not be considered as landscaped areas.
- All landscaped areas shall be protected by concrete curbing or other acceptable devices which prohibit vehicular access to and encroachment of these areas.
- At least one tree shall be provided per 800 square feet of landscaped area required by the provisions of this section. A landscaped area of at least five feet by five feet shall be provided surrounding each tree. shall be a minimum caliper of two (2) inches and a minimum height of five (5) feet when planted. Outdoor car lots and other exhibitors of merchandise will be exempt from the tree requirement on any part of the landscaped areas that directly abut the show or display area.
- Shrubs, annual and/or perennial plants, vines, grass, and ground cover planted to meet the requirements of this section shall be good, healthy nursery stock. Shrubs shall be a minimum of one (1) foot in height or width when planted.
- Grass areas shall be planted in species normally grown as permanent lawns in The City of Port Lavaca. Grass areas may be sodded, plugged, sprigged or seeded, except that solid sod shall be used in the right-of-way, street yard and swales or other areas subject to erosion.

COMMUNICATION

SUBJECT: Discuss possible changes to the Chapter 36 Sign ordinance. Presenter is Jody Weaver

INFORMATION:

CITY OF PORT LAVACA

COUNCIL MEETING: MARCH 27, 2023

AGENDA ITEM __

DATE: 3.26.2023

TO: HONORABLE MAYOR AND CITY COUNCIL MEMBERS

FROM: JODY WEAVER, INTERIM CITY MANAGER

SUBJECT: **PROPOSED EDITS TO SIGN ORDINANCE IN ANTICIPATION OF APPLYING FOR A SCENIC CITY CERTIFICATION**

- Scenic Texas was inspired by the visionary leadership of first lady Lady Bird Johnson and is the only statewide 501(c)(3) non-profit organization dedicated to the preservation and enhancement of our state's visual environment. Scenic Texas. They help Texans safeguard the scenic qualities of Texas roadways, countryside, and communities. One of their programs is the Scenic City Certification Program which recognizes and supports Texas municipalities that implement high-quality scenic standards for public spaces. Once a city is accepted into the program, there are resources available to help us continue to improve on our ordinances and practices to sustain and improve our scenic beauty.
- There are 5 ranks in the Scenic City program. Two of our regional neighbors which have been certified as Scenic Cities are Cuero and El Campo, both of whom are Silver (middle ranking). Applications, with a \$1,500 application fee are accepted between Feb 1 and April 30 each year. If accepted, there is a \$750.00 annual fee.
- There are 3 mandatory requirements to even be considered: One, having to do with landscaping and the two below deal with signage.
 - 1) **Prohibit new off-premises signage (billboards).** Our current ordinance does this, but we may clarify the language so there is no question and it prohibits vehicles employed solely for the purpose of outdoor advertising.
 - 2) **Permitting process and size, placement, and quantity requirements for on-premises signage.** Our ordinance does this except we currently don't specifically address these pennant signs.

Pennant/flag Signs:

- **Shall we allow them?** Staff recommends yes with certain restrictions. Consider that a new business, in particular, can afford these much easier than investing in a permanent sign. As long as we limit the number and require that they be kept in good shape (removed once they become tattered), they provide a cost effective way for a business to advertise.
- **If yes, how many?** Some cities allow one. Looking around Port Lavaca as the current use of these type signs, we are recommending a limit of 2, but allow more for a business with a larger street frontage. Perhaps 2 for the 1st 100 ft of frontage and one additional for each additional 100 ft of contiguous frontage.

- Such pennant signs are by definition temporary signs. So would we want to limit the time a permit is valid and a new permit is required? We can talk to the sign folks, but they probably don't remain in good condition in this wind for more than 6 months.

Sec. 36-8. Signs on vehicles.

- (a) No type of vehicle, including, but not limited to, cars, trucks, motor-driven cycles, or vehicles built of miscellaneous parts of other vehicles, such as sand or dune buggies, and no type of trailer, boat, or other similar type of property shall be placed on private property within the city for the purpose of advertising such item for rent, sale, or lease unless such property is on the premises where the owner of such property advertised for sale or lease resides or conducts business or is on the premises of a business establishment engaged in the rental, sale, or lease of such property.
- (b) A motor vehicle not used on a regular basis for the transportation of persons or property, or that is inoperable, shall not be parked or stored with one or more signs displayed thereon or otherwise used as a substitute sign structure.
- (c) Any vehicle containing advertising must be parked in an approved parking space. Any such vehicle is prohibited from otherwise being parked upon any public rights-of-way, including, but not limited to, public sidewalks, streets, alleys, or other public property, with one or more signs displayed thereon or otherwise used as a substitute sign structure.

And while we are looking at the sign ordinance, we would like to add language to deal with abandoned signs.

Abandoned sign – A sign that has not been used for advertising for one year to identify or advertise a bonafide business, lessor, service, owner, product, or activity, and/or for which no legal owner can be found.

Abandoned signs would be listed as a Prohibited sign, along with off-premises signs.