CHARTING THE COURSE

2035 COMPREHENSIVE MASTER PLAN

CITY OF SEABROOK, TEXAS













your city ★ *your future* ★

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CHAPTER ONE

Overview



SEABROOK'S COMPREHENSIVE MASTER PLAN

In the future, one of Seabrook's primary challenges will be to preserve the community's identity. With plans for the expansion of State Highway 146 (SH 146), it is a critical time in the City's history to identify important aspects of the community that need to be preserved and cherished, as well as enhanced and prioritized.

Seabrook's Economic Development Corporation is responsible for funding the 15-month planning process that resulted in *Charting the Course*, this Comprehensive Master Plan. It presents a 20-year planning strategy for protecting Seabrook's unique way-of-life, while anticipating new demands on the City's infrastructure and natural resources. This document is written for everyday citizens that make decisions regarding their private property, as well as community leaders and civic institutions that make community-wide decisions reflecting the interests and political preferences of the people.

With today's rapidly changing society, it is often difficult to plan more than a year into the future—much less 20. It is not the purpose of this plan to document every obvious and unforeseen obstacle or challenge of the future—but rather, it is written to be a strategic guide with overarching policies and recommendations that aim to inform policy- and decision-makers. Past adoption, the document will remain a continuous work-in-progress and should be updated and amended to reflect the changes of the community and surrounding areas (such as demographic makeup or economic trends).



Both the planning process and adopted plan resulted in:

» gathering input and support of Seabrook's stakeholders and leadership;

» establishing consensus for a community-supported vision and established principles that guide future growth and redevelopment of the community;

» outlining short-, mid- and long-term growth strategies that influence development patterns;

» defining realistic goals and implementation strategies that are achievable;

» providing continuity and predictability for residents, land owners, developers and potential investors; and

» fulfilling the legal requirements for the community's development standards and regulations.

Plan Objectives

While this plan retains a bird's-eye perspective of Seabrook to account for flexibility, it does however, identify specific policy directives and initiatives that can be adopted and implemented upon approval by City Council. This Comprehensive Master Plan presents these outcomes in the following ways:

- *targeted programs and expenditures that are prioritized in the City's annual budgeting process;*

- *major public improvements and land acquisitions financed through the City's capital improvement program, public-private partnerships and related bond initiatives;*

- *new or amended City ordinances and regulations that are linked directly to the goals and objectives outlined in this Plan;*

- *departmental work plans and resources in key areas;*

- *ongoing and additional planning studies that will further identify specific needs, costs, benefits and strategies in targeted areas;*

- *pursuit of external funding sources to supplement local budgets and/or expedite certain projects; and*

- *joint initiatives with public and private partners.*

THE PLANNING PROCESS

This plan is the result of a process designed to gather early (and ongoing) community participation. On a monthly basis, the project team met with a 7-member plan review commission to provide strategic direction, review interim plan deliverables, develop guiding principles, and prioritize key issues and recommendations.

Public input and information was gathered through a community survey, a Community Workshop, input exercises, focus groups, visual preference survey, and several meetings with the Master Plan Review Committee (MPRC), as well as community stakeholders. In addition, the City played a key role in promoting the planning process using technology and new digital platforms such as social media outlets (i.e. Facebook, Twitter and YouTube), email notifications, website updates, and e-newsletters. Printed articles in local publications like the Clear Lake Connection, Houston Chronicle, Bay Area Citizen, Bay Area Observer, and Bay Area Magazine helped to keep the community informed. Communications and media efforts are discussed in further detail in *Chapter 4, Image, Branding and Marketing.*

Overview of Major Public Input Themes

Seven key themes emerged from community input and data received during the process that established the guiding principles; they are:

- *Preserve Seabrook's small town feel*
- *Prioritize economic development efforts and incentives*
- *Encourage and attract waterfront development*
- *Enhance pedestrian connectivity across the City*
- *Provide local entertainment options and community events for young people and families*
- *Enhance and protect Seabrook's community character/identity*
- *Attract unique commercial development*



The Chapter Elements of this Plan

1. *Overview*
2. *Future Land Use*
3. *Transportation and Circulation*
4. *Image, Branding, and Marketing*
5. *Economic Development*
6. *Implementation*



Community Survey

A 15-question survey was posted on the project's website and linked to the City's website. Over the course of the plan, the survey was answered by 517 individuals—most of whom live in Seabrook. Approximately 4.26 percent of those who responded to the online survey work in Seabrook, 27.59 percent both live and work in the City, while 68.15 percent of those individuals live in Seabrook, but work in another city.

The responses revealed that nearly the same proportion of new residents and old residents participated in the survey. The responses given during the survey varied very little despite the range of ages, and years lived in the community.

Below are some of the survey questions asked:

» How long have you lived in the City of Seabrook?

» Why did you move to Seabrook?

» What is your number one desire for Seabrook?

» What makes Seabrook attractive and distinguishable from surrounding communities?

» What will Seabrook be like in 10 to 15 years?

» What would you consider to be Seabrook's greatest opportunity?

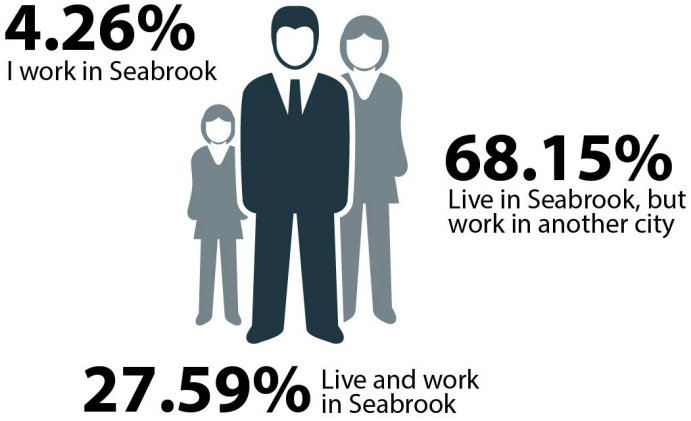
» What types of jobs and businesses are most important so Seabrook's economy is sound and successful?

Highlights of the Community Survey results are summarized on the following page. All of the results of the community survey can be found in the *Appendix, Public Input Summary.*

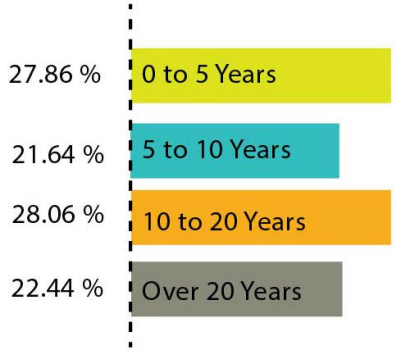
517 RESPONSES



The online discussion generated thoughtful responses that were integrated into the key findings and recommendations of this plan.



How long have you lived in Seabrook?



Why did you move to Seabrook?

- *Location*
- *Accessibility*
- *Coastal Living*
- *Waterfront Amenities*
- *Schools/Education*
- *Safe Community*
- *Small Town Charm*
- *Laid-Back Lifestyle*
- *Nature-Oriented*
- *Employment Opportunities*
- *Housing*

What makes Seabrook distinguishable?

- *Neighborhoods - 25.3 %*
- *Parks - 31.3 %*
- *Shopping - 0.6 %*
- *Schools - 7.2 %*
- *Other - 35.7 %*
  - *Access to Waterfront*
  - *Walking Trails*
  - *Small Town Feel*
  - *Nature and Wildlife*
  - *Boating/Coastal Living*

73.87 %

of respondents consider the waterfront to be Seabrook's greatest asset!

What types of jobs and businesses are most important so Seabrook's economy is sound and successful?

PROFESSIONAL

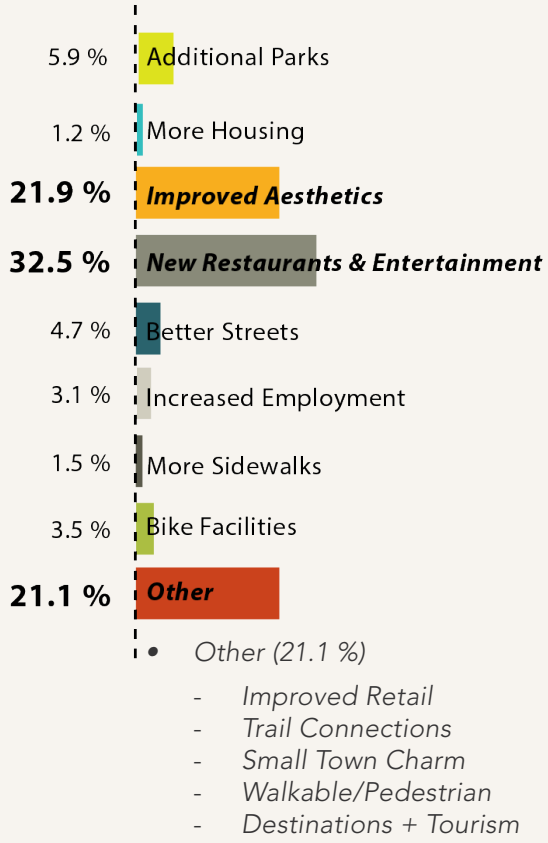
RETAIL/RESTAURANTS

HOSPITALITY

TOURISM

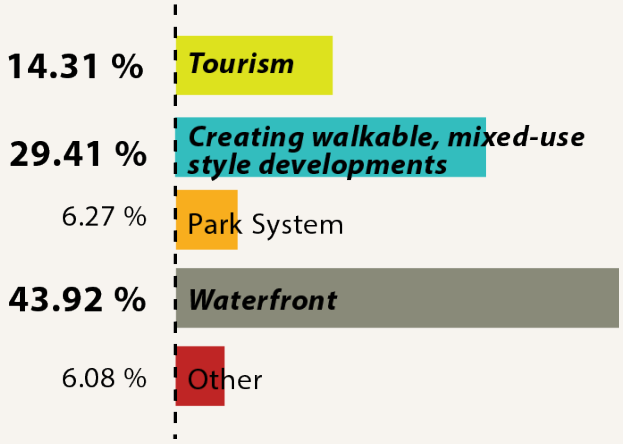
INDUSTRIAL/TECHNOLOGY

What is your #1 desire for Seabrook?



- *Other (21.1 %)*
  - *Improved Retail*
  - *Trail Connections*
  - *Small Town Charm*
  - *Walkable/Pedestrian*
  - *Destinations + Tourism*

What would you consider to be Seabrook's greatest opportunity?





Stakeholder Meetings were held with more than 30 participants, representing a cross-section of: EDC members, City staff, City Council and Planning and Zoning Commission members.



MPRC Meetings provided feedback on the emerging plan content. Participants represented diverse community interests and areas of professional expertise.



A Public Meeting was held to gain citizen input in laying the foundation of the plan and to gain community consensus on key issues.

Citizen Involvement

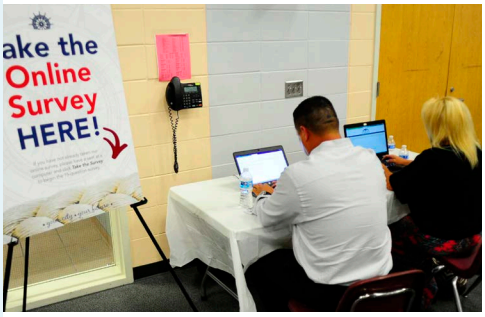
This plan's vision and recommendations are based on the input collected from the community, to ensure that present and future stakeholder's interests are equally represented. This Comprehensive Master Plan can be characterized by frequent benchmark check-in's with City staff, officials and the MPRC to gather and disseminate information, fact check, prioritize goals and objectives, and establish implementation initiatives. Community participation activities included:

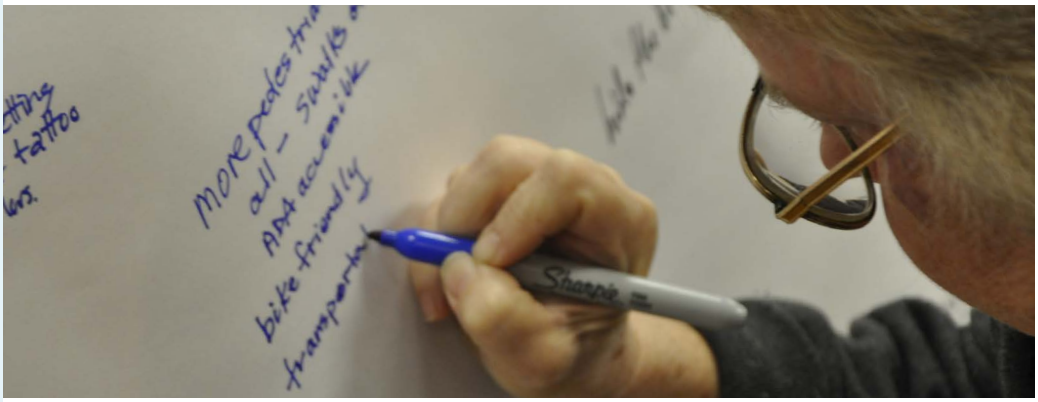
- *Six **MPRC meetings** were held, which included a mixed composition of long-time residents, business owners and public officials. Topics included:*
  - *Issues and Needs Identification*
  - *Future Land Use Scenarios*
  - *Economic Development*
  - *Waterfront Development*
  - *Image and Branding*
- *A **Big Ideas Workshop** was held in collaboration with City staff on various issues and approaches that may be utilized to implement recommendations made by the public. Technical resources and key issues were defined and discussed, as well as existing and future infrastructure needs.*
- ***Plan update presentations** with governmental bodies such as the Seabrook EDC, City Council, Planning and Zoning Commission.*
- *Periodic **updates and postings** of presentations and interim deliverables on the project website.*
- *Associated **media coverage** of the planning process, particularly through the City's communications department.*
- *A **public hearing** with City Council was held prior to the consideration and adoption of this Comprehensive Plan.*













Community Workshop and Comprehensive Master Plan Kickoff

Over 250 people attended the Community Workshop to provide input and get more information about the Comprehensive Master Plan. Input boards were set up around the room asking citizens to identify areas of concern or interest, as well as describe their vision of Seabrook in 20 years. Citizens also participated in focus groups related to topics such as Future Land Use, Transportation, Economic Development and Community Character/Livability. Attendees also participated in a Visual Preference Survey in which they were able to identify preferred development types and desired land uses.

Community Workshop

The City hosted a Community Workshop to gather first-hand knowledge and historical context from the local citizens. Over 250 participants attended, representing a good cross-section of the entire community. The meeting included a series of community input boards, as well as a Visual Preference Survey (discussed in the following section), breakout focus groups and an online survey station.

Some of the handwritten comments from residents on the input boards imagined Seabrook as a "walkable community" with a "town center and natural areas" to enjoy. When asked '*What is your favorite part of Seabrook?*' responses included the following:

- Small town feel
- Hike-and-bike trails
- Green spaces and surrounded by nature
- Parks
- Sense of community

The final community input was provided before the Plan's adoption regarding the Comprehensive Master Plan's recommendations, as well as detailed strategies for each chapter. Citizens and Planning and Zoning Commission representatives, as well as MPRC, City Council and EDC members, provided input and commentary on the Plan. The community input was intended to provide comments on the plan's content and recommendations to ensure the final plan adequately represented the future vision, goals and desires of the community.

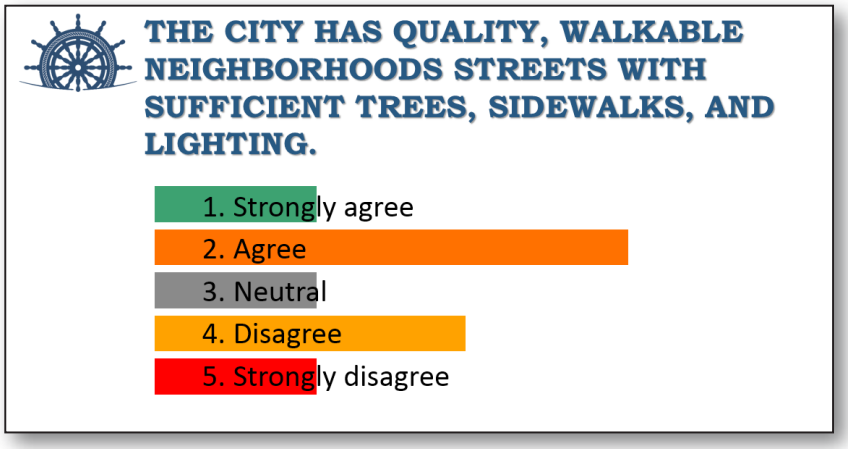
VISUAL PREFERENCE SURVEY

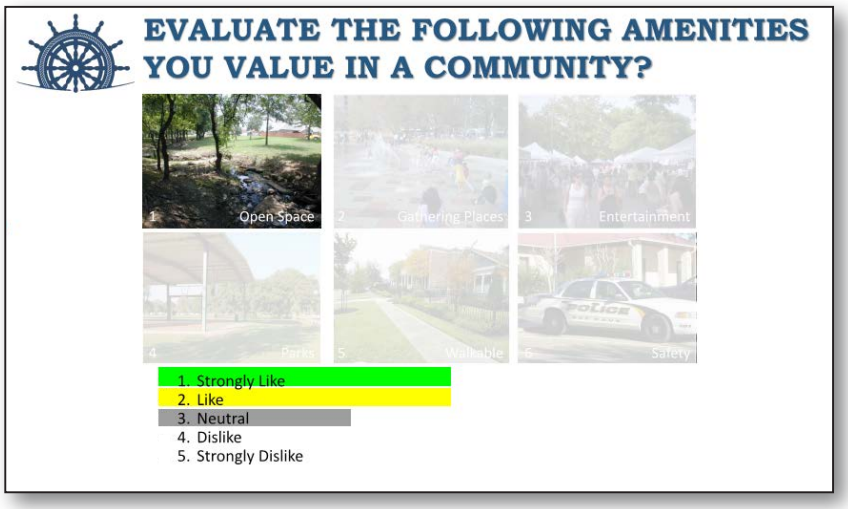
During the Community Workshop, consultants used polling technology to gain citizen input. Using the electronic polling devices, participants were able to vote for images and respond to questions displayed in the presentation.

When asked to evaluate a series of valued amenities in the community 41.3 percent of residents polled said they "strongly liked" parks, followed by neighborhoods (35.4 percent), recreation (25.1 percent) and schools (37.2 percent). The majority of respondents believed redevelopment of the Waterfront District would enhance the overall community character and identity of Seabrook. It was no surprise residents believe the impacts of the SH 146 construction (including loss of commercial base) is the *greatest* threat to Seabrook's economic growth.

The results of the visual preference survey are reflected throughout the Comprehensive Master Plan in support of specific plan elements such as housing, transportation, waterfront development, land use, and community character.





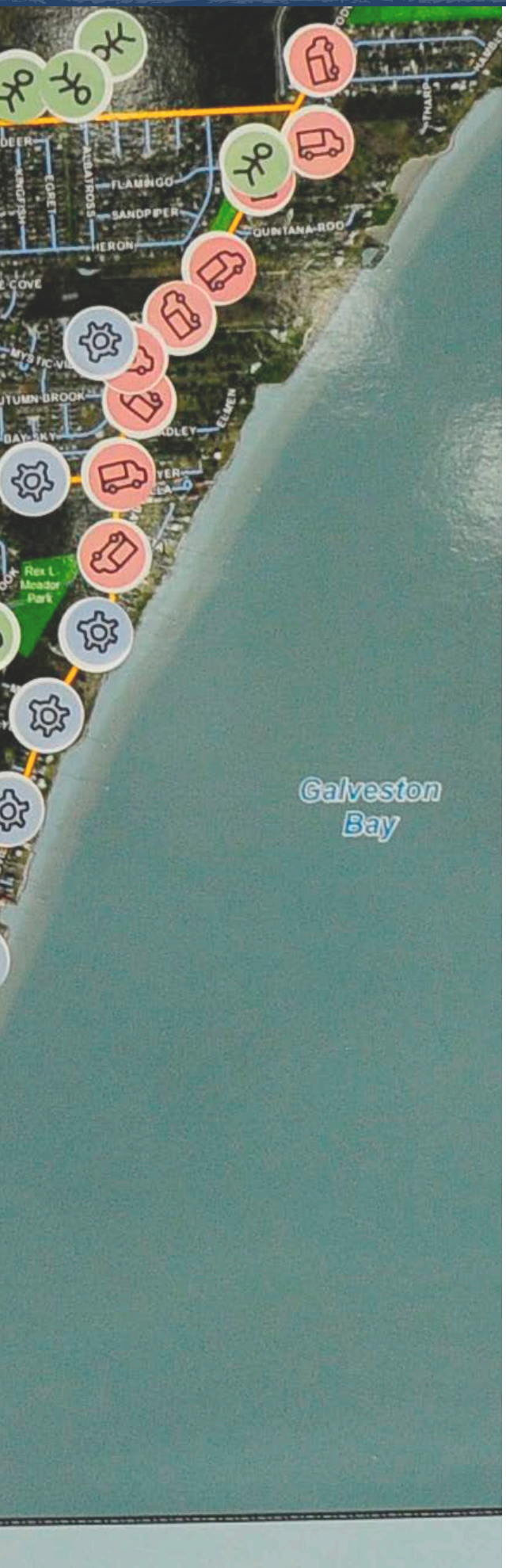


** Note: These images are results taken directly from the Visual Preference Survey held at the Community Workshop.*

Major Themes from Public Input



1. ***Preserve Seabrook's small town feel***
   - » *Maintain Seabrook's existing neighborhoods and housing stock, while accommodating new development requirements*
   - » *A live, work and play community that is walkable and safe*
   - » *A city that citizens can take pride in*
   - » *Good city government*
2. ***Prioritize economic development efforts and incentives***
   - » *Strong quality education system*
   - » *Targeted planning areas for future development initiatives*
   - » *Encourage expansion of local businesses*
   - » *Loss of revenue from SH 146 expansion and the relocation of existing businesses*
3. ***Encourage and attract waterfront development***
   - » *Infrastructure maintenance is important to attract potential businesses into city*
   - » *Facilitate waterfront destination development by ensuring the remaining waterfront parcels are developed as the highest and best uses*
4. ***Enhance pedestrian connectivity across the City***
   - » *Recreational opportunities throughout the city to enhance the health of citizens*
   - » *Safety concerns and pedestrian barriers at major intersections and along roadways*
   - » *Park and trail connections are needed*
5. ***Provide local entertainment options and community events for young people and families***
   - » *Waterfront boardwalk with entertainment venues and public gathering spaces*
   - » *Festivals and parades*
   - » *Waterfront access and recreation opportunities (i.e., fishing, kayaking, etc.)*
   - » *Recreational facility and outdoor sport amenities*
6. ***Enhance and protect Seabrook's community character/identity***
   - » *Lack of building regulations on building design and signage*
   - » *Quality of life*
   - » *Life cycle of housing choices for all ages*
   - » *Forward-thinking, technologically advanced, environmentally friendly*
   - » *Building and signage uniformity to improve aesthetic quality*
   - » *A city with manicured landscape, safe streets inviting public spaces*
   - » *Safe, clean and efficient*
7. ***Attract unique commercial development***
   - » *Business incubator*
   - » *Main Street character*
   - » *Waterfront districts*
   - » *Corridor commercial*
   - » *A city center that is visually appealing*



What issues were identified?

As information was gathered on all aspects of the community, it became increasingly important to retain a general perspective of information in order to see how it relates to specific elements of the plan. Listed below are the issues and concerns that were identified in order to frame the community's issues and challenges, as well as identify opportunities and strengths. These issues and concerns have been acknowledged and addressed through various recommendations of this plan.

FUTURE LAND USE

» ***Planning Areas.*** What are the tools and methods that the community can utilize to best plan for and influence the type, pattern and character of future development?

» ***Neighborhood Preservation.*** What can be done to preserve the quality and integrity of neighborhood areas to defend them from the encroachment of larger, more intensive land uses?

» ***Waterfront Definition.*** What is the ultimate area and vision of Seabrook's waterfront for which the City has the ability, capacity and interest to serve?

» ***Identity.*** How does Seabrook protect the coastal and natural character of the community (e.g., conservation areas, nature trails, topography and undeveloped waterfront), without inhibiting economic development?

» ***Amenities.*** How can Seabrook capture more daytime traffic to attract new businesses, entertainment and hospitality venues that can improve the quality of life for Seabrook citizens and visitors?

» ***Development Guidelines and Regulations.*** What land development regulations, design standards, ordinances and other tools will help the City to ensure that new and existing developments are compatible with the character of the community?

» ***The Point and Old Seabrook.*** Identify the boundaries of the "The Point" and "Old Seabrook," and identify how can these areas can be enhanced to function as vibrant pedestrian areas that also accommodate civic, retail, recreation and housing opportunities?



WATERFRONT

» ***Tourism and Recreation.*** How can the community encourage, incorporate and provide tourism destinations and recreational opportunities? How can the City capitalize on waterfront development while maintaining the community's character, as well as preserving its environmental integrity?

» ***Environmental Preservation.*** What measures can the City take to ensure that new development does not destroy or hinder Seabrook's sensitive coastal ecosystems?

» ***Resiliency.*** In what ways can the community better manage the effects of Gulf storms and natural disasters to achieve maximum safety, efficiency and sustainability?

» ***Waterfront Retail and Commercial Districts.*** How can the City direct new development to the waterfront area, while also facilitating fun and interesting uses? How will these districts differ from other services and goods offered in Seabrook? What will make these waterfront destinations stand out among those in neighboring communities? What will the character of this area say about the City of Seabrook and what image will it portray?

TRANSPORTATION AND CIRCULATION

» ***Regional Planning.*** How can the community prepare for and increase its influence over regional transportation projects, including overpasses, extensions,widening and new construction?

» ***Congestion.*** How can the City redevelop areas in an orderly fashion and build on its current street network to better convey traffic within and through the community? How can the City preserve and identify key trail network connections and regional linkages?

» ***Walkability.*** How can the City ensure that key districts and areas of Seabrook develop with pedestrian-oriented amenities and connectivity, while preserving the community's identity?

» ***Alternative Transportation.*** What planning can and must Seabrook do in the near-term in light of regional transportation improvements like the expansion of SH 146 and the prospect of future projects?

IMAGE, BRANDING, AND MARKETING

» ***Attracting (Re)Development.*** How will the City fund and maintain major infrastructure improvements (e.g. sidewalks, curb cuts) in the City's older areas and along SH 146 to support future development?

» ***Corridor Aesthetics.*** How can Seabrook incentivize property owners to improve the appearance of older commercial buildings, particularly along SH 146 and NASA Parkway?

» ***Walkability and Connectivity.*** What areas are desirable for pedestrian activity and how can they be enhanced for safety and comfort? Are there discrepancies in the pedestrian network that hinder walkability?

» ***Preservation.*** What role will new development have in conserving natural resources and open spaces in a way that adds to community identity and adds recreational value and tourism opportunities?

ECONOMIC DEVELOPMENT

» ***Business-friendly Climate.*** What economic development tools are available to attract high-quality industrial, commercial and retail businesses, which increase the number of business patrons and contribute to the tax base?

» ***Availability and Diversity of Housing.*** How can the City increase its availability and diversity of housing stock to meet the needs of young professionals, families, retirees and senior citizens? Are there obstacles in place that pose challenges for residential development?

» ***Protecting Neighborhoods.*** What measures can be implemented to ensure that Seabrook is a community of livable neighborhoods that are resilient to extreme weather events, while maintaining community character and aesthetic value? How can the pedestrian environment be protected, while also designed to prevent future flood damage?

» ***Redevelopment.*** How will the City help guide and plan for the reconstruction, redevelopment and new development that will accompany the expansion of SH 146, as well as in key districts throughout Seabrook? How will the City retain local businesses?

» ***New Development.*** What kinds of businesses will be ideal in Seabrook's unique enclaves? What businesses do the residents of Seabrook most desire? How will new development be incorporated into Seabrook's existing fabric, while maintaining its' small-town charm?

» ***Marketing.*** How can the City capitalize economically on the growing hospitality and employment centers in neighboring communities (e.g. NASA, Kemah Boardwalk) without compromising the highly valued small town community character and way of life? How can the City capitalize on the momentum of this Plan to facilitate economic development?



How Will the Plan Stay Updated?

The Comprehensive Master Plan is meant to be a living document that allows flexibility for political, economic, physical, technological, and social conditions, and other unforeseen circumstances that may ultimately influence and/or change the priorities and economic perspective of the community. To ensure that the Plan continues to reflect the goals of the community and remain relevant, the plan must be reviewed on a regular basis to ensure the plan elements are still appropriate and the associated guiding principles, policies and recommendations are still applicable.

ANNUAL PROGRESS REPORTING

Once the Plan is adopted, the Planning and Zoning Commission, with the assistance of staff, should prepare a yearly progress report for presentation to the Mayor and City Council. This practice will ensure that the plan is consistently reviewed and any necessary changes or clarifications are identified. It is also important to provide ongoing monitoring between the plan and the City's implementing regulations to maintain consistency among both documents.

FIVE-YEAR UPDATE / EVALUATION REPORT

Every five years a temporary commission (the MPRC) is appointed by Seabrook City Council. The commission prepares an evaluation report with input from City staff, various City departments, the Planning and Zoning Commission, and other municipal boards and councils. The report process involves evaluating the existing plan and assessing how successful it has been in achieving the community's goals. The purpose of the report is to identify the plan's successes and shortcomings, look at what has changed over the last five years, and make suggestions on how the plan should be modified to best accommodate those changes.



Seabrook City Council, 2016
Photo Source: seabrooktx.gov

Types of Amendments

There are typically two types of revisions made to a Comprehensive Master Plan: (1) minor amendments and (2) major updates.

Minor Amendments

Minor amendments can be proposed at any time, such as specific changes to the Future Land Use Plan related to specific development applications or public improvement projects. Minor amendments can be addressed by the City as they come up or may be documented and compiled for a more thorough evaluation via an annual review process. For example, this is how and when the results of another specialized plan or study may be incorporated into this Plan.

Major Updates

More significant plan revisions and updates should occur no more than every five to ten years. Major updates involve reviewing the current conditions and projected growth trends; re-evaluating the policies and recommendations of the plan (and formulating new ones as necessary); and adding to, modifying, or removing recommendations in the plan based on their implementation progress.



Roles and Responsibilities

CITY COUNCIL

As the leader of plan implementation, the key responsibilities of the City Council are to decide and establish priorities, set time frames by which each action will be initiated and completed, and determine the financial resources to be made available for implementation efforts. In conjunction with the Mayor, City Council members must also ensure effective coordination among the various groups and departments that are responsible for carrying out the plan's recommendations.



PLANNING AND ZONING COMMISSION

The Planning and Zoning Commission makes recommendations to the City Council based on the principles outlined in this Plan. The Commission should prepare an Annual Progress Report to ensure that decisions have been related to the Plan and the Plan is still relevant to the community's vision and goals.





CITY STAFF

City staff manages the everyday implementation of the plan. In particular, City's staff is responsible for supporting the Planning and Zoning Commission and City Council.

What is the Plan's Legal Foundation?

In 1979, Seabrook citizens voted and approved a Home Rule Charter. This charter adopted the Council-City Manager form of government and initiated the City's history of long-range planning. The City is required to adopt a comprehensive master plan in compliance with its Home Rule Charter. State law gives municipalities the power to regulate the use of land, but only if such regulations are based on a plan. Authority of a City to create a comprehensive plan is rooted in Chapters 211, 212 and 213 of the Texas Local Government Code.

Chapter 211 of the Texas Local Government Code allows municipalities to adopt zoning, while Chapter 212 allows the governing body of a community to regulate subdivision development within the city limits, which varies depending upon the population of the community. It is important to note that a comprehensive plan is NOT a zoning ordinance, but rather is intended to be used as a tool to guide development, infrastructure and land use decisions in the future. The comprehensive plan does, however, serve as a basis on which zoning decisions are made, as specified by Chapter 211 of the Texas Local Government Code.

In Texas, Cities are not required by the State's government to prepare nor maintain a comprehensive master plan, unlike some other states. However, Section 213 of the Texas Local Government Code allows the governing body of a community to adopt a plan for the purpose of encouraging sound development decisions and promoting public health, safety, and welfare. Texas cities have the ability to define the content and design of their plan, resulting in a long-range blueprint that can be customized to meet the needs and capacities of each community.





There are five general methods for plan implementation:

CAPITAL IMPROVEMENTS PROGRAMMING (CIP)

The CIP is a multi-year plan that identifies budgeted capital projects, including street infrastructure; water, wastewater, and drainage facilities; parks, trails,and recreation facility construction and replacement; construction of public buildings; and purchase of equipment. Decisions regarding the prioritization of proposed capital improvements should consult the implementation recommendations of this Plan.

DEVELOPMENT REGULATIONS, STANDARDS, POLICIES, AND PROCEDURES

Land development regulations and engineering standards are fundamental for plan implementation, as well as zoning and subdivision regulations in ensuring that the form, character, and quality of development reflect the City's objectives. They should not delay or interfere with appropriate new development or redevelopment that is consistent with the vision and recommendations made in this Plan.

SPECIAL PROJECTS, PROGRAMS, AND INITIATIVES

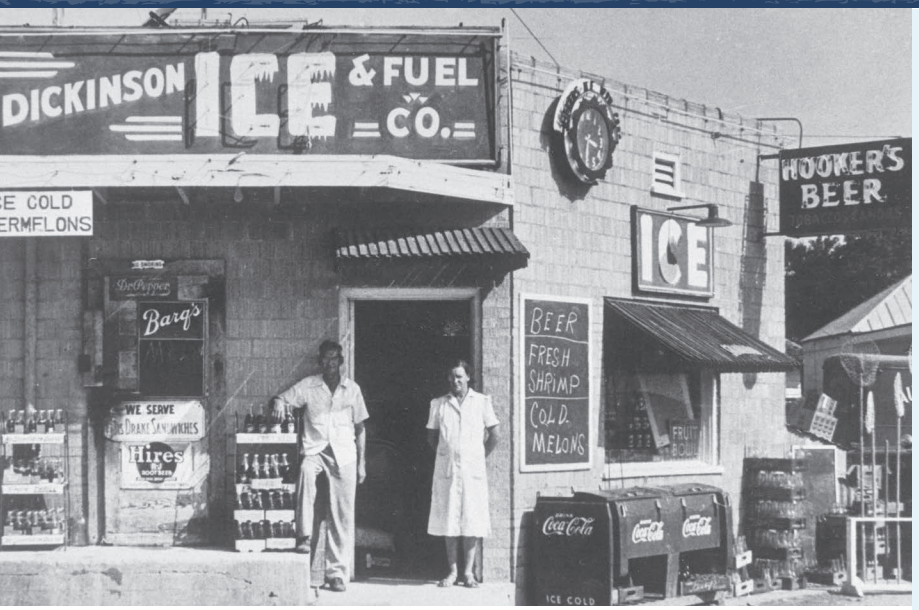
Special projects and initiatives is another very broad category of implementation method that includes initiatives or amending City programs, expanding citizen participation, providing training, and other types of distinct projects.

SPECIFIC PLANS AND STUDIES

There are several important areas where more planning studies are recommended for additional micro-analysis at a higher degree of detail than is appropriate for the purpose of this comprehensive plan. Thus, there are several parts of this plan that will be implemented after additional studies and/or planning analysis is completed.

COORDINATION AND PARTNERSHIPS

City government cannot accomplish everything outlined in this Plan alone, thus it may require direct coordination, intergovernmental agreements, or funding support from other public entities or levels of government. There are also private and non-profit partners that can help advance the community's goals and should not be underutilized. They can help through cooperative efforts, volunteer activities, in-kind services, and public-private financing of community improvements.







Early History

Seabrook was established in 1895 when Ritson Morris (a native Virginian) obtained a league of land from the Mexican government and sold a portion to Seabrook W. Sydnor. In March 1903, the Seabrook Company of Houston filed a revised layout of the proposed Seabrook town site, which later became incorporated in 1961. By 1964, the bridge connecting Seabrook and Kemah was built, as well as State Highway 146—both providing easy access to Seabrook along Galveston Bay that has allowed the City to grow into what it is today.

1895

Seabrook W. Sydnor filed a plat with the Harris County Courthouse.

1903

Seabrook Company of Houston filed a revised layout of the proposed Seabrook town site.

1947

Albert and Ernest Fay shipyard opened, creating new jobs and started the City's population increase.

1961

The City of Seabrook was incorporated.

1964

Kemah Bridge and State Highway 146 were constructed. The Johnson Space center opened this year and Seabrook's population rose to approximately 6,000 people.

2011

Seabrook celebrates its' 50th anniversary.

Source: City of Seabrook

Photographer: Ruth Burke
www.ruthburke.photoshelter.com

PLANNING CONTEXT

Planning is the process of identifying strengths, challenges, weaknesses, and opportunities, and the City's ability to achieve the community's vision and goals. The identification process begins by understanding Seabrook's social and economic context, which sets the stage for a realistic growth strategy and decision-making. The planning context is both local and regional planning efforts, as well as issues that may significantly impact future planning decisions and will help to set the basis for planning decisions.

Regional Relationship

Seabrook sits on the banks of Galveston Bay, just 33 miles southeast of Houston. The sprawling metropolis of Houston and its surrounding cities play a major role in the daily lives of most Seabrook residents—from shopping and entertainment to employment. Though residents often travel outside the city limits for any number of reasons, one thing is clear—that these same citizens prefer to call Seabrook their home.

The most recent population estimates for the Houston MSA are projecting growth of

more than 120,000 new residents

each year.

- H-GAC Regional Transportation Plan, 2007

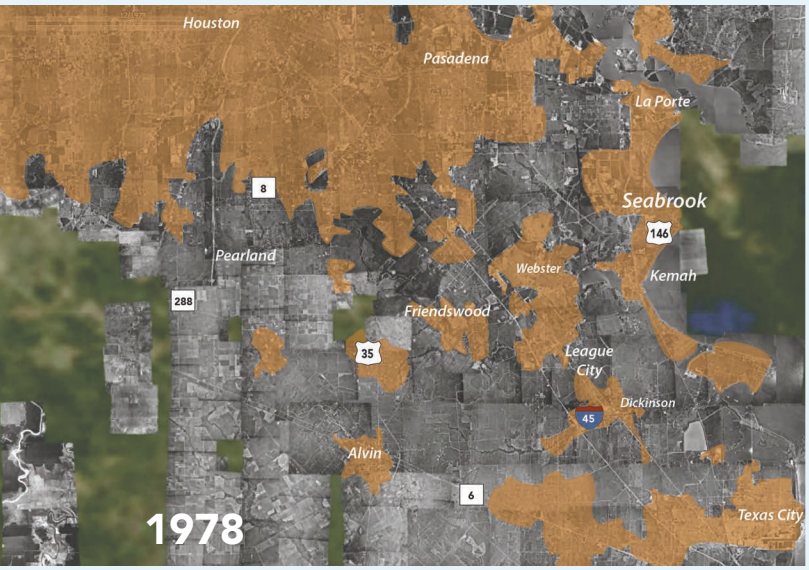
Prior to its incorporation in 1961, Seabrook was a fishing village and weekend retreat for Houstonians looking to get away from the hustle and bustle of the big city. Since then, growth has been strategically controlled through zoning and development regulations that are regularly revisited and updated by the City's staff. Nearly all of Seabrook's commercial development is concentrated along the major thoroughfare corridors like NASA Parkway and SH 146, with the exception of Old Seabrook—the historical arts/antiques enclave along Main Street (formerly Second Street).

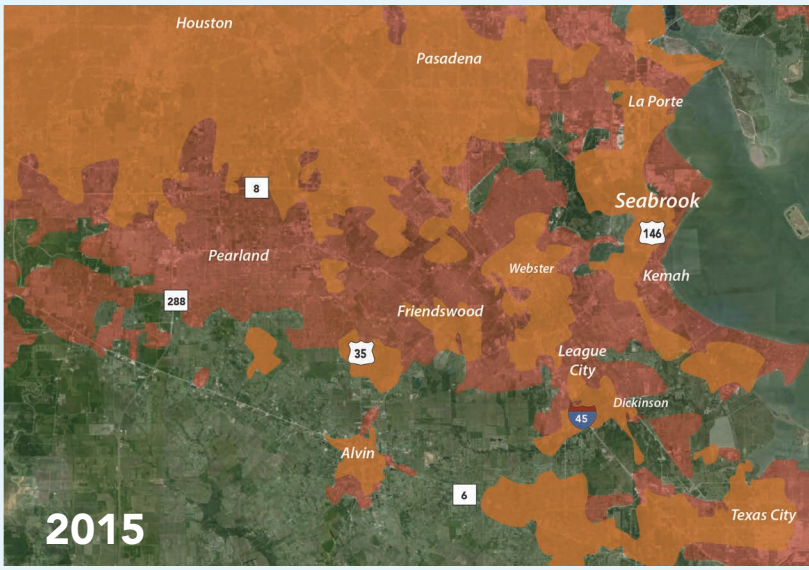
Fishing, boating, kite flying, birdwatching, playgrounds, and grilling are popular recreational activities along the waterfront. The Clear Lake area claims to be the third-largest boating hub in the country. Thus, it is not surprising that Seabrook boasts three major marinas with over 1,250 boat slips.[1]

1 *Millburg, Steve. "So You Want to Live in...Seabrook, Texas." Coastal Living Magazine (online). Published 2001. http://www.coastalliving.com/lifestyle/so-you-want-to-live-in/want-to-live-in-seabrook-texas*

"THE CITY OF SEABROOK IS RESPONSIVE, INNOVATIVE AND FISCALLY SOUND IN DELIVERING SERVICES THAT PRESERVE, PROTECT AND ENHANCE QUALITY OF LIFE."

– Mission Statement, Seabrook Strategic Plan, 2014





Regional Development Trends

The images above depict the massive growth of the southeastern area of the Houston-Galveston region between 1978 (orange) and 2015 (red). As growth has expanded, so too have issues surrounding transportation, land use, economic development, recreation, employment and housing. These issues and more will be discussed in the following chapters.

The Houston-Galveston Region is many connected communities impacted by the Gulf of Mexico, sharing one prosperous and vibrant future. These communities strive to build an inclusive and opportunity-rich region that embraces its unique heritage, geography and diverse communities.

MAP 1.1
CONTEXT MAP

KEY:

1. Armand Bayou Nature Center
2. Ellington Airport
3. University of Houston-Clear Lake
4. Johnson Space Center
5. Baybrook Mall
6. Hobby Airport
7. San Jacinto Battleground State Historic Site


10
HOUSTON
(32 MILES)
7
Buffalo Bayou
610
225
PASADENA
(21 MILES)
6
Galveston
Bay
146
2
8
PEARLAND
(22 MILES)
3
1
45
SEABROOK
Clear Lake
4
KEMAH
(2 MILES)
5
LEAGUE CITY
(9 MILES)
0 1 2 4 Miles
N

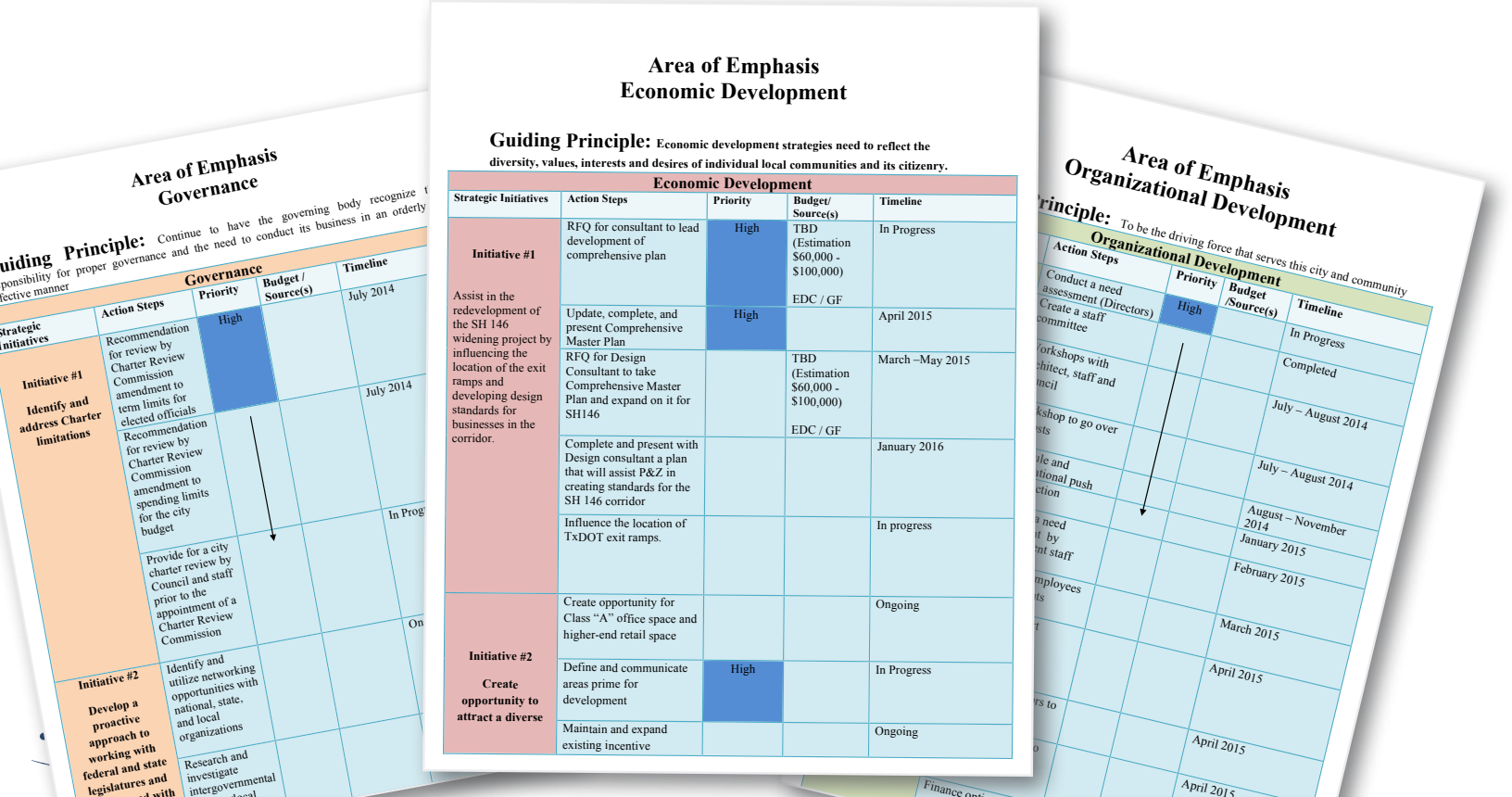
Related and Regional Planning Efforts

A Comprehensive Master Plan takes into consideration all relevant local and regional information—which includes past and present planning efforts and studies to ensure coordinated recommendations across the community. This section highlights major planning efforts and their implications for the community as they relate to the topic elements of this plan.

SEABROOK STRATEGIC PLAN (2014)

The City of Seabrook developed a Strategic Plan in 2014 that focused on four core areas of emphasis: economic development, organizational development, governance, and communication. Similar to this plan, the Strategic Plan provides a general Guiding Principle and a tabulated list of prioritized strategic initiatives that are broken down into easy-to-digest action items, available budget/funding sources and the projected timeline for implementation. Many of the action items were implemented in 2014, and more are still in progress and ongoing.

Accomplishments of the 2014 Strategic Plan include the creation of a Comprehensive 5-Year Capital Improvements Program (CIP) Plan, a successful bond election for the replacement of Public Works facilities, the development of a new City logo and marketing campaign, ongoing ordinance revisions and charter amendments, as well as a Comprehensive Communication Plan. Other recommendations included a public facilities assessment to ensure maximum efficiency, a 5-Year Personnel Plan, the appointment of a Charter Review Commission to review the City's charter for applicability, and the creation of new marketing materials. The Strategic Plan's remaining recommendations and action items were reiterated in the goals and objectives of this Comprehensive Master Plan, as many of them are still appropriate and necessary to complete.



SEABROOK OPEN SPACE & PARKS MASTER PLAN (2009 - 2012)

Seabrook is well-known and admired for its quality park amenities, trail network and natural areas. In both the Open Space and Parks Master Plan and this Comprehensive Master Plan, the City's waterfront and natural areas were identified as key community assets that should remain prominent components of Seabrook's identity in the face of growth. In 2009, the plan conducted a series of community surveys that revealed the top community assets to be: (1) waterfront access, (2) parks and trails, and (3) "small town charm."

In 2009, the Open Space, Beautification and Preservation Committee was tasked with producing a new master plan for parks and open space, replacing the previous 1998 Master Plan. Two other documents, in addition to the Open Space & Parks Master Plan were developed: the *Pine Gully Park and Carothers Coastal Garden Master Plan (2010)* and the *Seabrook Hike and Bike Trails Master Plan (2010)*. The suite of plans present a comprehensive overview of other important plans like the *Seabrook Habitat Island Feasibility Study (2009)*, the *Seabrook Slough Restoration plan and Ecotourism Initiative (2002)*, and the *South Seabrook Waterfront Development Plan (2006)*; as well as plans in surrounding cities such as the *City of Houston's Bayou Greenways Initiative* and the *City of League City's Trail Master Plan (2010)*. Many of the goals and recommendations made in the Open Space & Parks Master Plan remain relevant and applicable to Seabrook today and are echoed in this plan. The Seabrook Hike and Bike Trails Master Plan and its components are described in detail in *Chapter 3, Transportation and Circulation*.



SOUTH SEABROOK MARINE DISTRICT WATERFRONT DEVELOPMENT PLAN (2006)

Providing access to and along the water is an objective of prime importance on both Galveston Bay and Clear Lake, boasting a wide variety of waterfront experiences and opportunities for residents and visitors. The Waterfront Development Plan analyzes Seabrook's major waterfront areas in a comprehensive manner—examining physical characteristics, existing and predicted economic trends, projected demographic changes, local, State and Federal regulations, adjacent land uses and various methods of public input, in order to develop strategic, tangible recommendations. The ultimate goal of the plan is to bring about the redevelopment of Seabrook's waterfront and facilitate new investment and revenue to the city by attracting new businesses, improving public infrastructure facilities (like streets and utilities) without losing the charm of southern coastal living.

The plan identifies five character districts with unique qualities related to their existing or potential land uses, their proximity to the waterfront or roadways and their zoning regulations. These character districts are: (1) Old Seabrook, (2) Todville Road, (3) The Point, (4) Marina District, and (5) NASA Parkway. The plan ultimately proposes a matrix of prioritized, location-specific ideas with action items, responsible organizations and potential funding sources that has been incorporated into the Waterfront Development section of *Chapter 2, Future Land Use*.

FIGURE 1.1, STUDY AREA CHARACTER DISTRICTS



**Note: This map is an illustrative figure from the 2006 Waterfront Development Plan. Please refer to the City's Zoning Map for the most up-to-date district boundaries.*

Source: South Marine District Waterfront Development Plan, 2006

SEABROOK COMMUNICATIONS MASTER PLAN

Seabrook understands the power of marketing and how communication is a key component of an evolving and improving community. In 2012, the Communications and Marketing Department was created to lead the city-wide communications efforts. The department is charged with providing a clear and effective path of communication between the City and citizens. In addition, the Communications Department is responsible for managing tourism and the promotion of the Seabrook Economic Development Corporation. The intent, goals and strategies of the Communications and Marketing Department are outlined in the Comprehensive Communication Plan of the City of Seabrook. Initiated in 2014, this plan details methods and policies for both internal government communication and external communication with citizens. The plan outlines tactics to reach departmental goals over the course of three years by utilizing different media options available including: the city website, social media, the city TV channel, education and outreach, marketing, and emergency management needs.



HOUSTON-GALVESTON (H-GAC) 2040 REGIONAL TRANSPORTATION PLAN (RTP) (2007)

The H-GAC 2040 Regional Transportation Plan seeks to address greater regional growth and explore how the core values of our region's residents relate to the way the Houston-Galveston region will grow and the quality of life that growth will afford. The Plan highlights the importance of linking land use and transportation planning with policy planning to give residents more options when it comes to modes of travel. The main focus is on system efficiencies, opportunities to manage demand and improve safety, as well as options for adding roadway and transit system capacity.

The RTP makes recommendations for regional coordination and implementation across all eight counties in the region on topics such as: transportation system expansion, demand management, operations management, livable centers and air quality. These recommendations imply direct impacts on cities like Seabrook that are located along major access corridors like SH 146 and NASA Parkway. Recommendations that influence this Plan include:

- expansion of public transportation services by filling gaps and expanding coverage;
- improve connectivity, by exploring opportunities for expanding multi-modal transit facilities for connecting local services;
- work with local transportation to develop flexible, seamless fare policies across providers;
- explore public-private partnerships to encourage commuter rail in the US 90A and U.S. 290 corridors;
- promote access to public transportation; and
- explore potential High Capacity Transit (HCT) Corridors (potentially along US 249, US 290, SH 521, SH 288, SH 225, SH 146, and SH 36).

FIGURE 1.2, H-GAC REGION MAP DEPICTING COUNTIES



Source: H-GAC 2040 Regional Transportation Plan (2007)

OUR GREAT REGION 2040: REGIONAL PLAN FOR SUSTAINABILITY

According to the summary of the *Our Great Region 2040*: "The Regional Plan for Sustainability looks at current and future opportunities to meet the needs of the diverse communities and residents of the region in a manner that does not compromise the needs of future generations." The Plan outlines goals for the region, develops metrics to assess sustainability, analyzes regional scenarios and make recommendations for implementation strategies.

The *Our Great Region 2040 Plan* spans a variety of topics such as housing, transportation, economic development, resiliency, healthy communities, and the environment. The sustainability plan is important in the consideration of this Comprehensive Master Plan because these goals align with a number of the goals outlined in this plan to enhance sustainability efforts in new construction (such as drainage and runoff considerations), the facilitation of public-private partnerships, and neighborhood preservation initiatives. Ensuring regional connections and perspectives are incorporated into locally adopted plans, such as this one, is key to ensuring that Seabrook is prepared and situated to take advantage of future growth, funding sources and partnerships.

Today, the Houston-Galveston region is enjoying a vibrant and dynamic economy—leading the State of Texas in recovery, growth and development. However, rapid economic growth is not new to this region; in fact, about one million new residents have been added each decade since 1980. The future outlook anticipates this region will continue its economic development:

- *4th in the nation in regional GDP, the Houston region's economy grew more than any other in 2013;*
- *1.5 million additional jobs will be added by 2040 for a total of nearly 4 million;*
- *60% increase in vehicular travel and double the movement of freight over the next 25 years; and*
- *2% annual population growth, adding almost 4 million persons by 2040.*

Source: H-GAC 2040 RTP





COMMUNITY SNAPSHOT

The focus of planning is mostly concerned with the future, specifically the next 10 to 20 years. Engaging in a comprehensive planning process will allow the City of Seabrook to have more control over its future, and the opportunities and challenges it will face. Planning enables the City to proactively manage future growth and development/redevelopment, taking into consideration community-wide issues and goals. Before recommendations were developed, a foundation of information was analyzed. The following pages summarize the data and analysis of the City's existing conditions and recent trends related to Seabrook's demographic and socioeconomic profile. Trends such as income, race and ethnicity, educational attainment, employment and housing opportunities were analyzed. Although this summary is only a snapshot in time, it provides insight into Seabrook's current issues and validates many existing perceptions.

Historical Population Growth

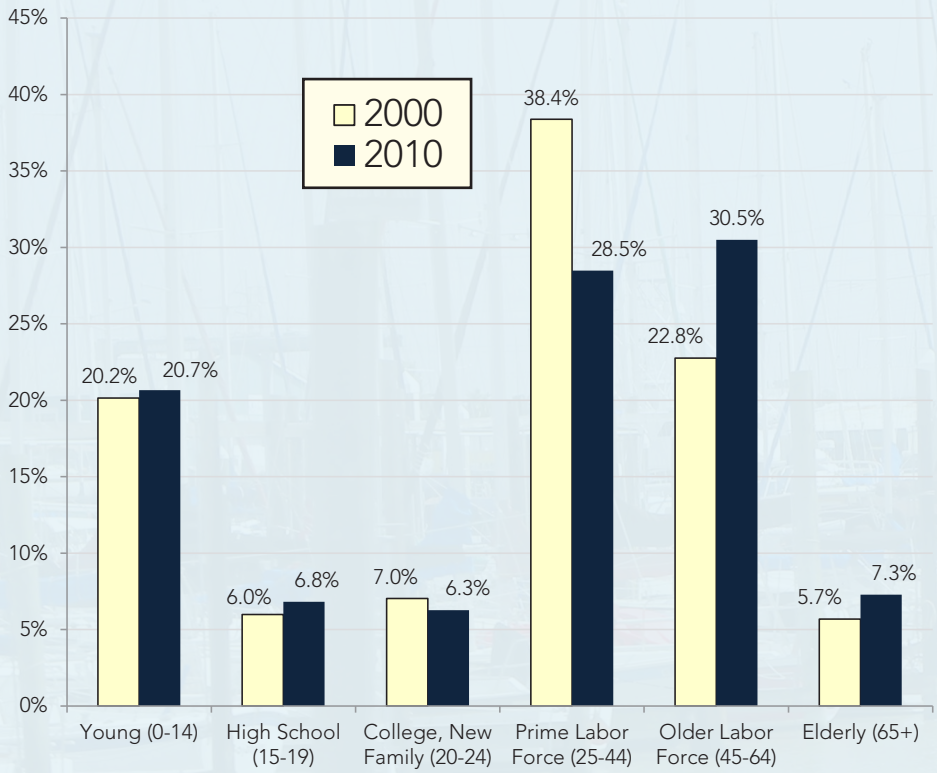
Seabrook's population has experienced significant change since 1970—increasing from nearly 3,811 people to over 12,000 persons. Seabrook had its greatest population increase between 1980 and 1990, experiencing a nearly 43 percent change. Growth has slowed since 2010, but is expected to steadily increase into 2040.

Year	Population	Percent Change	Compound Annual Growth Rate
1970	3,811	-	**2.9%**
1980	4,670	22.5%	
1990	6,685	43.1%	
2000	9,443	41.3%	
2010	11,952	26.6%	
Est. 2013	12,184	1.9%	

Source: U.S. Census 1980, 1990, 2000, 2010; 2009-2013 American Community Survey 5-Year Estimates

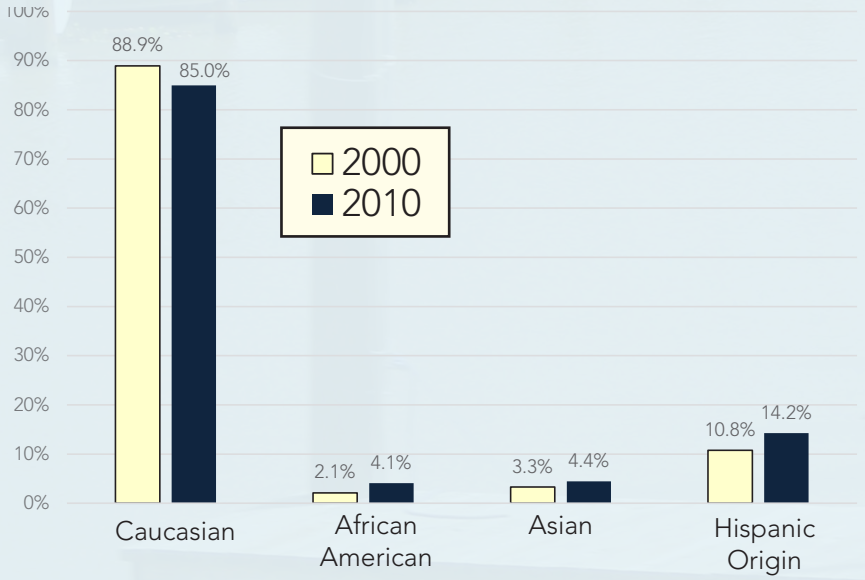
Age Distribution

It is important to consider the age of a community so that the City can best plan for and adequately provide the appropriate programs, services, housing, jobs and quality-of-life amenities. The largest portion of Seabrook's population is primarily between the ages of 25 and 64 years, with 30.5 percent in the Older Labor Force and 28.5 percent in the Prime Labor Force. The next largest group is 0 to 14 years, with just over 20 percent of the total population.



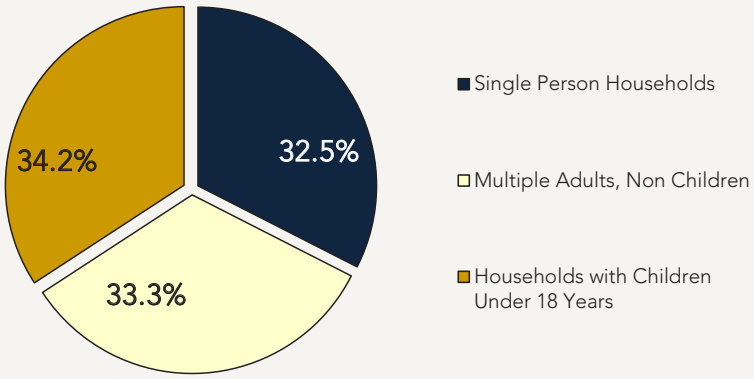
Race and Ethnicity

85 percent of the community identifies as Caucasian, while 14 percent identify themselves as Hispanic. Both African American and Asian populations make up four percent of the population. The racial/ethnic makeup of Seabrook is less diverse than the State of Texas and experienced little change from 2000 to 2010.



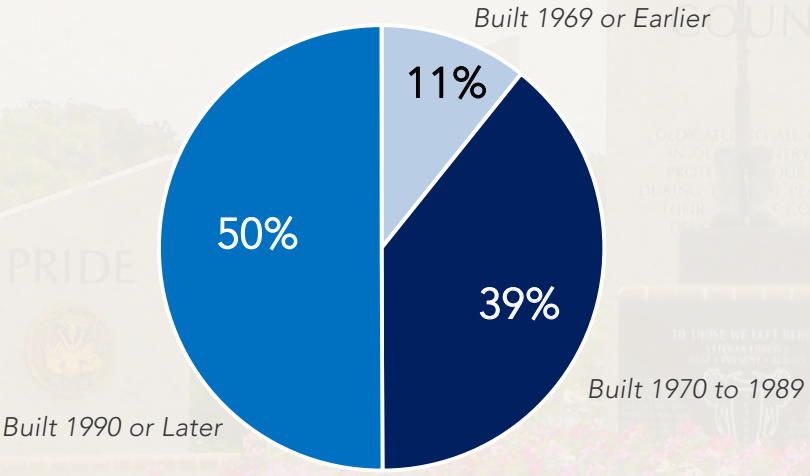
Household Type

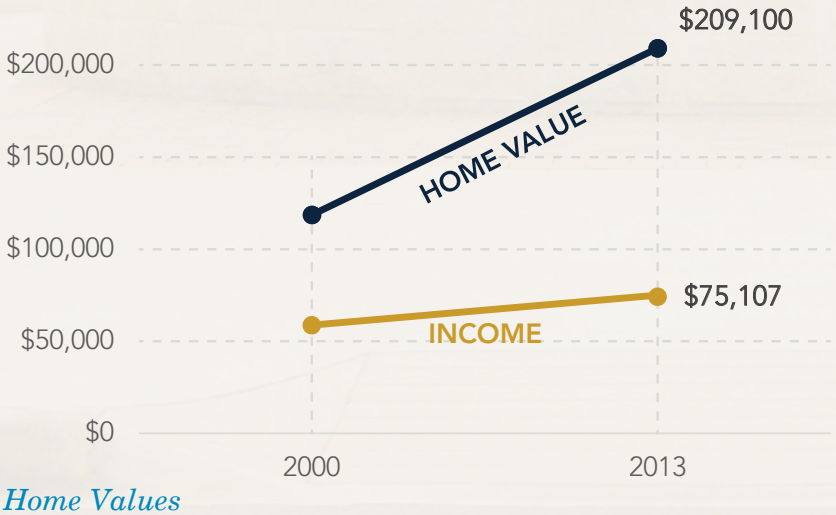
Seabrook's household tenure is fairly equally divided among single person households, multiple adults, non-children and households with children under 18 years of age. This information is important as it may confirm a shift toward alternative housing choices (smaller lots, higher density, to name a few). However, households with children still comprises the majority of households in Seabrook, so the demand for traditional single family homes will likely continue.



Age of Housing Stock

50 percent of Seabrook's housing stock is less than 25 years old. Nearly 40 percent of units were built between 1970 and 1989. This is a key characteristic of existing neighborhoods because it is likely that Seabrook will begin to see teardown/rebuilds on existing lots or partial home renovations and upgrades as the community's housing stock continues to age.





Home Values

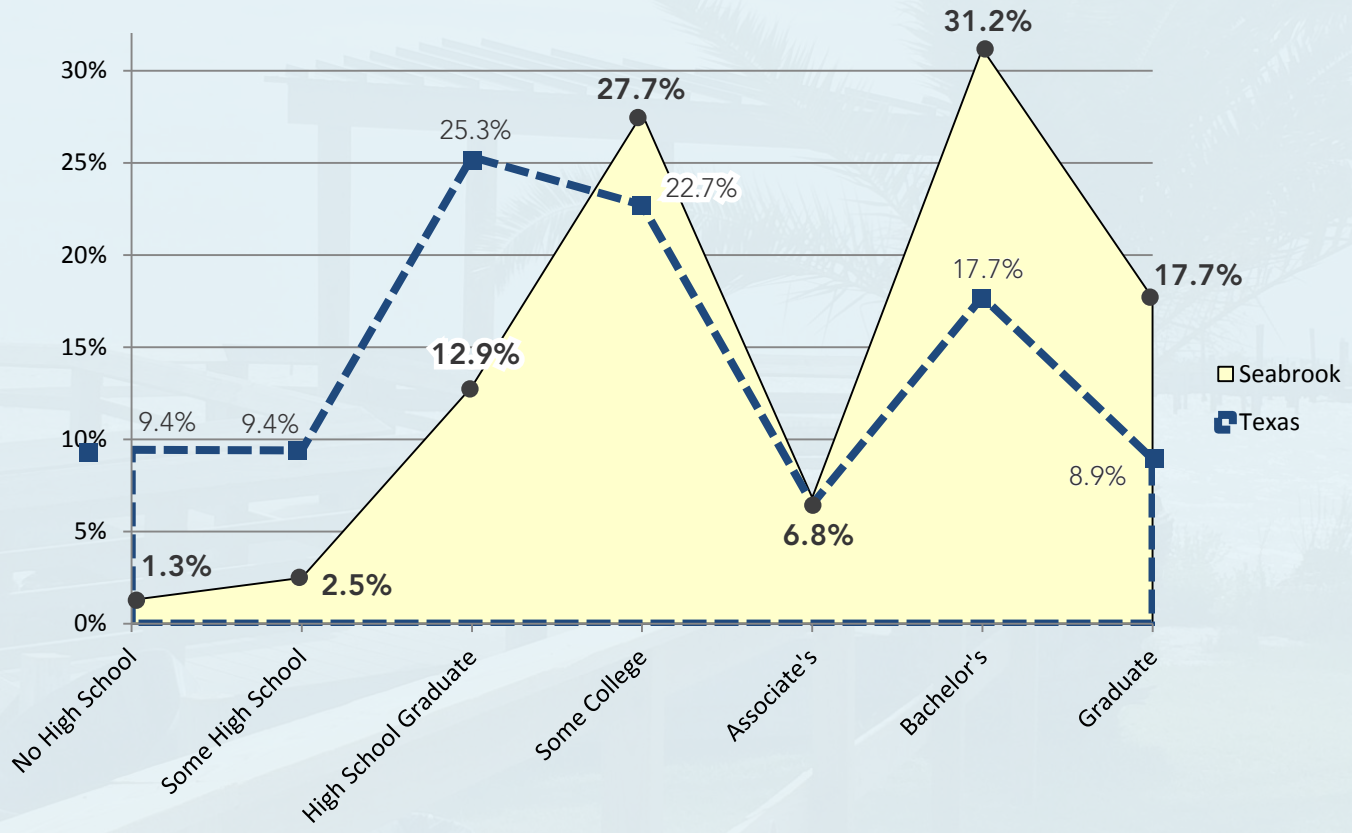
Seabrook's median home values have increased significantly since 2000, nearly doubling in value, while household income has only had a slight increase. These trends indicate a growing disparity between the cost of housing and household income, and will impact the ability to afford housing within the City.

60/40 *split*

Seabrook's housing is split with 60 percent of its housing stock consisting of single-family homes and 40 percent comprised of multi-family residential units.

8% increase

in the number of individuals who received a Bachelor's or Graduate Degree between 2000 and 2013. Around 6.8 percent of the population over 25 years of age has received an Associates Degree. These high educational attainment trends reflect the growing presence of Houston Community College's satellite campuses, trade schools, educational programs and workforce training programs. Nearly 96 percent of the population graduated high school, and nearly 49 percent have attained a bachelor's degree or higher (nearly double that of the State).



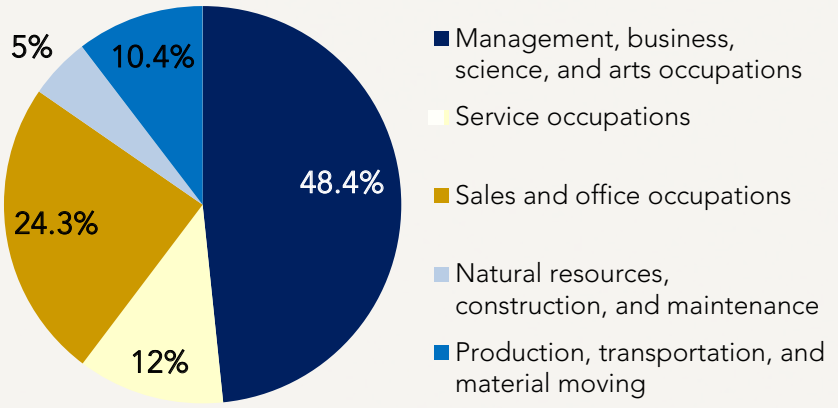
There are nearly 9,451 people over the age of 16 years of age and eligible to enter the workforce, of which 74.2 percent are in the labor force and 25.8 percent are not. It is worth noting that 59 percent of eligible females in the civilian labor force are employed (nearly 2,742 women).

Source: 2009 - 2013 ACS 5-year Estimates



69.1% employed

4.8% unemployed

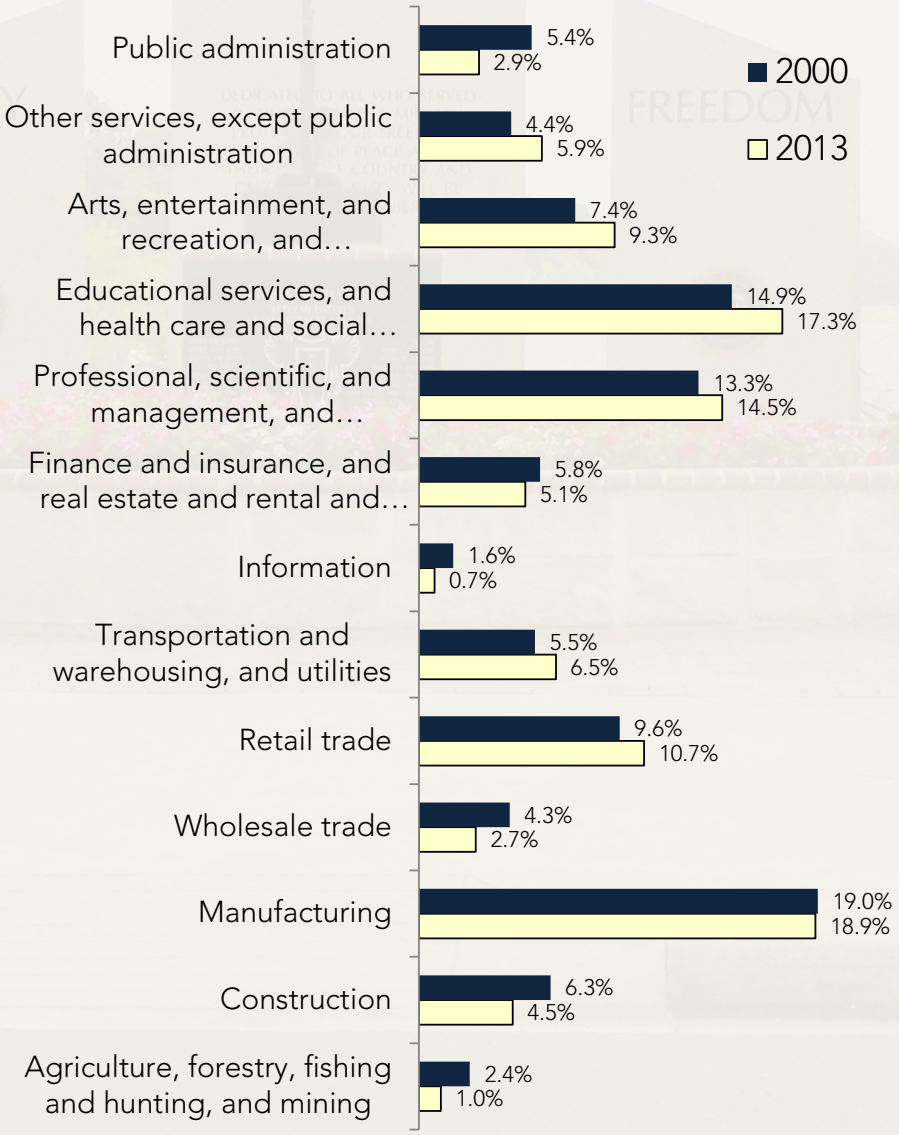


Occupation

There have not been significant changes in occupation since 2000. Management, business, science and arts occupations make up 48.4 percent of the jobs in Seabrook. Sales and office jobs make up 24.3 percent of occupations; service occupations make up 12 percent; production, transportation, and material moving make up 10.4 percent; and natural resources, construction, and maintenance make up 5.0 percent.

Employment Industry

Seabrook residents work in a variety of industries, from professional services to health care and social assistance. The largest employment industry in Seabrook is manufacturing, nearly 18.9 percent. The second largest industry is educational services, and health care and social assistance—making up 17.3 percent. The proportion of each industry did not change significantly from 2000 to 2013; most of the industries grew proportionally as the overall population grew in Seabrook.



25.9
minutes

is the mean travel time to work for Seabrook residents. This, in combination with the fact that 84 percent of commuters drive alone in a car to work, indicates that most Seabrook residents work outside of the city limits of Seabrook.

COMPREHENSIVE PLAN GUIDING PRINCIPLES

The major themes identified through the public input process (listed on Page 1.24) directly influenced the development of the guiding principles and, ultimately, the recommendations made in this plan. However, before the guiding principles were established, it was necessary to understand the community's issues as they related to the five topic areas of the plan—future land use; transportation and circulation; image, branding, and marketing; and economic development.

The table below illustrates how the major themes are interwoven across the guiding principles, yielding recommendations that could advance multiple goals simultaneously. Simply put, every part of a functional City is interconnected. Ultimately, the planning process generated six guiding principles that set the course for the recommendations made in this plan, and are listed on the following page.

TABLE 1.1, GUIDING PRINCIPLES VERSUS CHAPTER ELEMENTS

GUIDING PRINCIPLES	FUTURE LAND USE	TRANSPORTATION AND CIRCULATION	IMAGE, BRANDING, AND MARKETING	ECONOMIC DEVELOPMENT
ECONOMIC DEVELOPMENT	X	X	X	X
PEDESTRIAN CONNECTIVITY		X		
COMMUNITY EVENTS			X	
COMMUNITY CHARACTER	X		X	X
SMALL TOWN	X		X	
WATERFRONT	X		X	X



Guiding Principles

Utilize economic development policies and tools to maintain and enhance Seabrook's tax base, economic activity, and implementation of the elements of this plan.

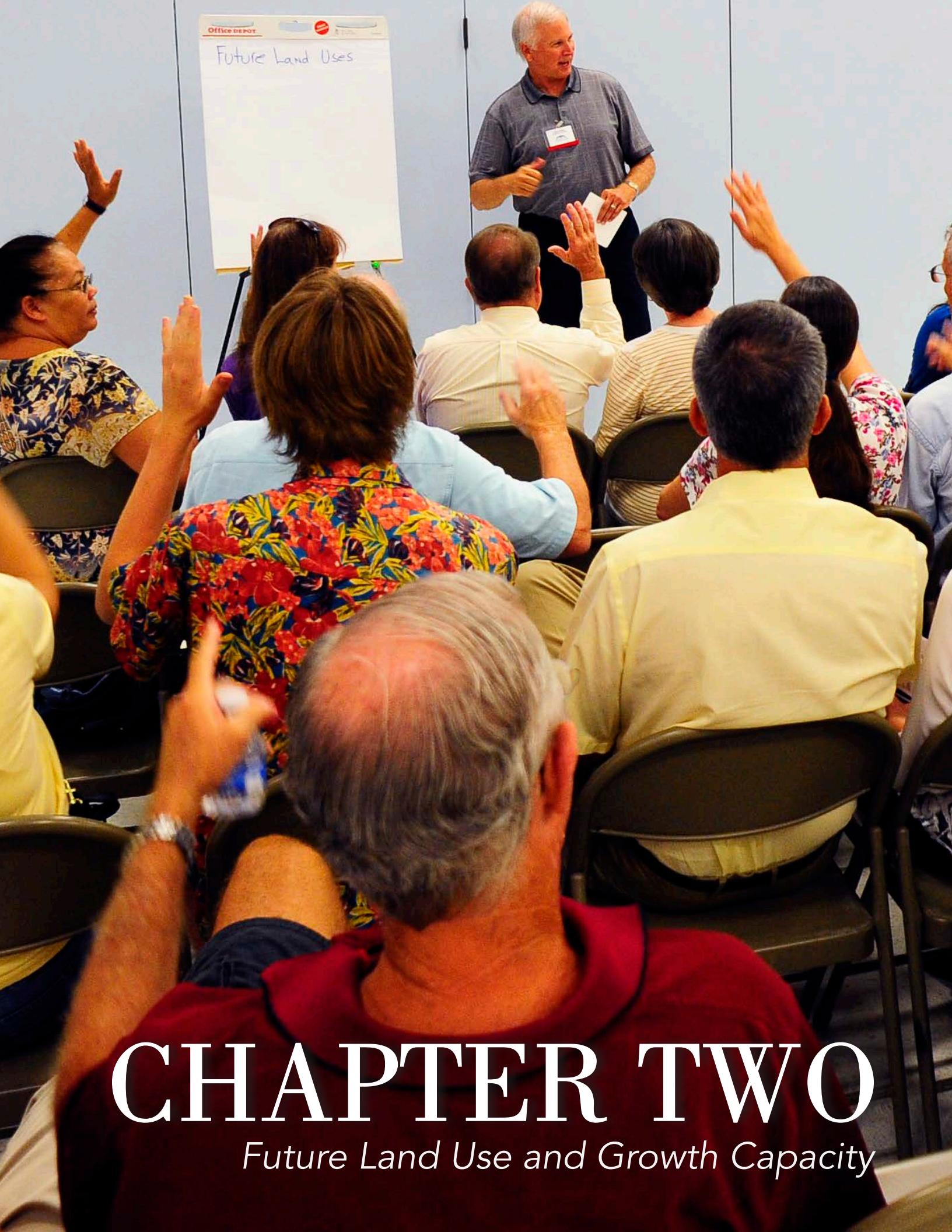
Encourage greater pedestrian connectivity and community cohesion by prioritizing and implementing the Parks and Trails Master Plan.

Promote Seabrook's reputation as a small town with unique identity and history through appropriately-scaled programs and community events.

Establish community character that enhances the city's aesthetics and sense-of-place through cohesive urban design, branding and neighborhoods preservation.

Capitalize on Seabrook's small town feel through appropriate land use regulations, development ordinances, and economic development.

Facilitate development that maximizes the utilization of Seabrook's waterfront.



CHAPTER TWO

Future Land Use and Growth Capacity

EXISTING CONDITIONS

Seabrook is on the brink of major and exciting changes, where current challenges and future developments could potentially redefine the "Seabrook experience" for everyone, not just residents. It is important that the foundation of information highlighted in this chapter is absorbed in order to draw the necessary connections from where Seabrook is to where Seabrook is going. The perspectives and patterns established by previous community leaders are about to come to a crossroads and it is up to the community to decide the future of the City.

Seabrook's unique context, physical characteristics and demographics lay the essential foundation from which the future needs of the community and collective vision are established. In a community with an aging housing stock and limited vacant land on which to develop, it is crucial that the City undertake long- and short-term planning initiatives in key areas that will ultimately chart the course for the future.

Land Use Inventory

Providing for the orderly and efficient use of land is a major planning consideration for any community. The pattern of land uses that exists today has evolved to accommodate the City's past and present needs, as well as been shaped by natural disasters and coastal erosion. The activities of local residents create a need for various land uses, as well as for the supplemental systems that support these uses (e.g., roads). To accurately assess future land use needs, an analysis of current trends and development patterns was accessed.

Seabrook's natural environment influences future land use patterns and growth rates by determining where development opportunities are likely and unlikely to occur, as well as identifying future opportunities for redevelopment and infill. It is important to document and analyze the physical features that will contribute to the City's urban form—for Seabrook, this is Galveston Bay and Clear Lake. Over



10,894 acres is categorized as Bay in the existing land use plan (see *Existing Land Use Map*) and is not developable. However, it is the properties along these waterfronts that are the most valuable and ideal opportunities for future development—as will be discussed later in this chapter. Each element of this plan was drafted with these physical limitations and opportunities in mind.

EXISTING LAND USE

In order to analyze the land use trends across Seabrook, it was necessary to take into account new development coming into the city, on-the-ground property conditions, and existing land use. The Existing Land Use Map was generated with the support of field verification and collaboration with City staff; the following table provides a breakout of existing land use types, land use acreages and proportions.

Seabrook is landlocked along its western city limits by Taylor Lake, El Lago, Clear Lake and Kemah, and bordered to the east by Galveston Bay. Seabrook's physical geography limits the potential for expansion beyond the city limits, while the remaining developable parcels have strict development requirements or have already been sighted for development. The City has no extraterritorial jurisdiction (ETJ) and cannot annex any land outside of its city limits due to the boundaries of the adjacent cities and waterfront.

TABLE 2.1, EXISTING LAND USES

EXISTING LAND USES	ACRES	PERCENT	ACRES PER 100 PERSONS
RESIDENTIAL			
Single Family	908.8	33.5	9.09
Two-Family (Duplex) / Townhome	12	0.4	0.12
Multifamily	100.4	3.7	1
PUBLIC USES			
Parks / Open Space	112.5	4.1	1.13
Public / Semi-Public	108.2	4	1.08
NON-RESIDENTIAL USES			
Commercial	221.7	8.2	2.22
Retail	50	1.8	0.50
Office	3.8	0.12	0.04
Industrial	22.7	0.8	0.23
Open Storage	25.5	0.9	0.26
Total Developed	**1,565.6**	**57.7**	**15.7**
Vacant	1,149.4	42.3	11.49
Total Developable	**2,715**	**100**	**27.15**
Right-of-Way	502	3.6	5.02
Bay	10,894.2	77.2	108.9
Total City Limits	**14,111**	**100**	**141.1**

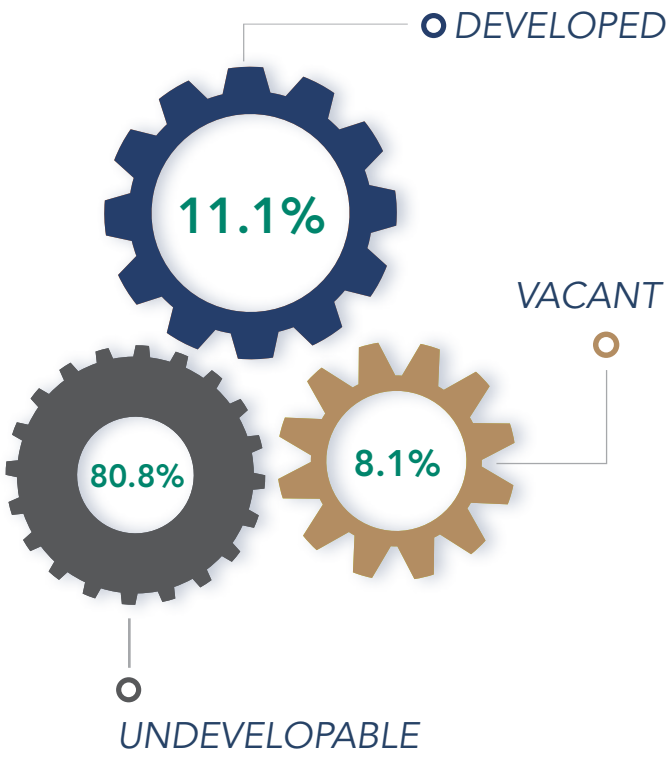
Seabrook has a total of 2,715 acres of developable land within its current city limits—excluding the Bay area (10,894 acres) and Right-of-Way (502 acres) which make up 11,396 acres of undevelopable land. Single-family residential constitutes the largest land use with 908.8 acres comprising 33.5 percent of the existing land use acreages within the city limit (see previous table). Seabrook's primary land uses are characterized as suburban-density residential development, which is indicative of many communities within the region, adjacent to the employment opportunities in and around the City of Houston. Seabrook's coastal-suburban nature is very attractive to both residents and small businesses, who consider population and destinations as part of their site selection criteria.

Commercial land uses make up the third largest land use at 8.2 percent, behind single family. Park and Open Space make up 4.1 percent with nearly 112.5 acres of dedicated parks and open spaces. Multifamily makes up a similar percentage of the land use inventory with nearly 100 acres dedicated to higher-density housing (roughly 3.7 percent). Seabrook's smallest land use is office with 3.8 acres comprising 0.12 percent of the acreages within the city limits.

VACANT ACREAGE

As stated, of the 14,111 total acres in Seabrook's city limits, nearly 80.8 percent of the total land area is undevelopable. Since neither the Bay nor right-of-ways can be developed in the future, they were not included in the existing land use acreages (refer to *Table 2.1, Existing Land Uses*) so that the land use proportions would not be skewed (as seen in the graphic, below). Seabrook's remaining land area (excluding the Bay) is 2,715 acres, of which 42.3 percent of is considered vacant or undeveloped. This amounts to 1,149.4 acres that have the potential to be developed or preserved for community parks or open spaces.

FIGURE 2.1, DEVELOPED VERSUS UNDEVELOPED LAND



It is important to analyze the vacant land within the city limits in order to understand where Seabrook can expect population growth, how new growth can influence land use decisions, what public investments are necessary, and when to expect growth demands. These potential growth areas are sites where critical decisions must be made regarding service provisions, infrastructure needs, regulatory issues, roadway expansion and maintenance responsibilities. The future is undetermined, so it is important to consider the findings of this Plan so that decisions are made in accordance with the guiding principles to accomplish the community's vision.

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MAP 2.1
EXISTING LAND USE

- Single Family
- Two-Family (Duplex) / Townhome
- Multi-Family
- Parks and Open Space
- Public / Semi-Public
- Office
- Retail
- Commercial
- Industrial
- Open Storage
- Parking
- Vacant
- Seabrook City Limits
- Railroad

Miles
0 0.175 0.35 0.7

N

Taylor Lake Village
El Lago
Lakeside
Glen Cove
Clear Lake Shores
Kemah
Taylor Lake
Clear Lake
Galveston Bay
146
528
OLD HWY 146
RED BLUFF
BAYVIEW
LAKE MIJA
MEYER
REPSDORPH
LAKESIDE
HUMBLE CITY
BAYPORT
ORLEANS
PEBBLEBROOK
ELMAR
CAPRI
BIMINI
HAMMER
KENNETH ROYAL
TODVILLE
NASA
ELAM
SEABROOK SHIPYARD
WATERFRONT
1ST
2ND
3RD
4TH
5TH
6TH
7TH
10TH
BAYWOOD
PINE GULLY
Drusilla Carothers Coastal Gardens
Pine Gully Park
Cemetery
Robinson Park
Camp Case Mare
Wildlife Refuge & Park
Baybrook Park
Friendship Park
Water Tower
Fire Station
Seabrook Intermediate
Hester Garden Park
Rex L Meador Park
Evelyn Meador Library
Miramar Park
Disc Golf Course
James F. Bay Elementary School
Mohrhusen Park
Senior Citizen Center
Visitor Center
Bayside Park
Wildwood Park
Monroe Fields Brummerhop Park
Wastewater Treatment Plant

Created By Freese and Nichols, Inc.
Job No.: KAC14420
Location: H:\URBAN_PLANNING\working\EXLU_FINAL.mxd
Updated: Friday, May 27, 2016 11:50:45 AM

Federal Emergency Management Agency (FEMA) Flood Maps

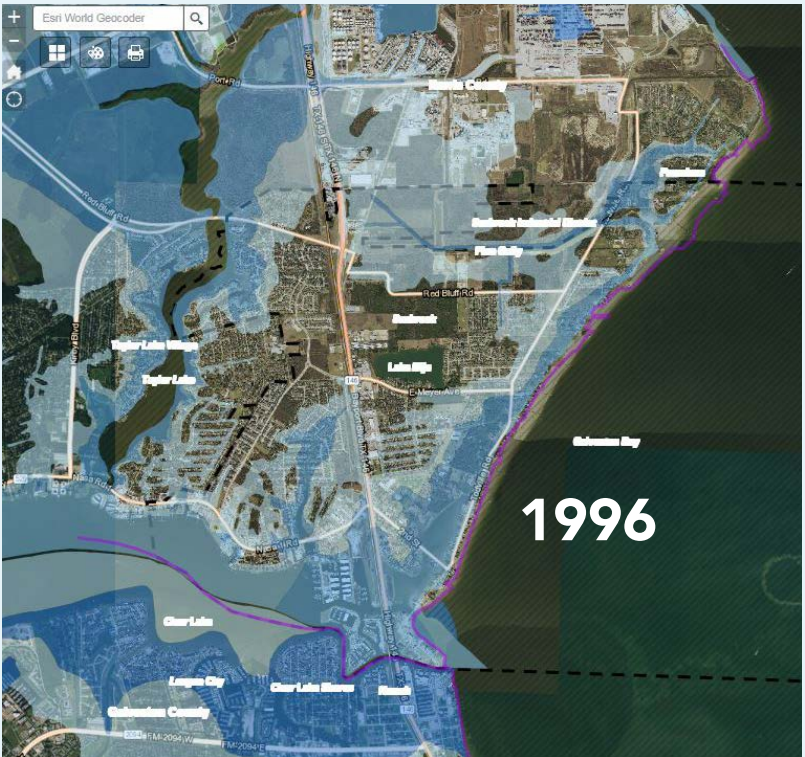
Flood Insurance Rate Maps are issued by FEMA to identify different levels of flood risks. The Flood Insurance Rate Maps are primarily used for flood insurance purposes, but they also provide a basis for Seabrook to regulate development within those areas. The location of a property relative to certain flood zones indicates what restrictions may be placed on new and substantially improved construction. FEMA's Flood Insurance and Flood Maps explains the different flood zones. The maps used by the City for compliance purposes (and those used by insurance agents) were adopted in 2007; however, it is helpful for citizens to be aware that Seabrook's flood maps are changing and there may be significant impacts on future development. Flood Insurance Rate Maps are available for viewing as a map layer on the City's GIS map system[1], at City Hall, or directly through FEMA's Map Service Center.

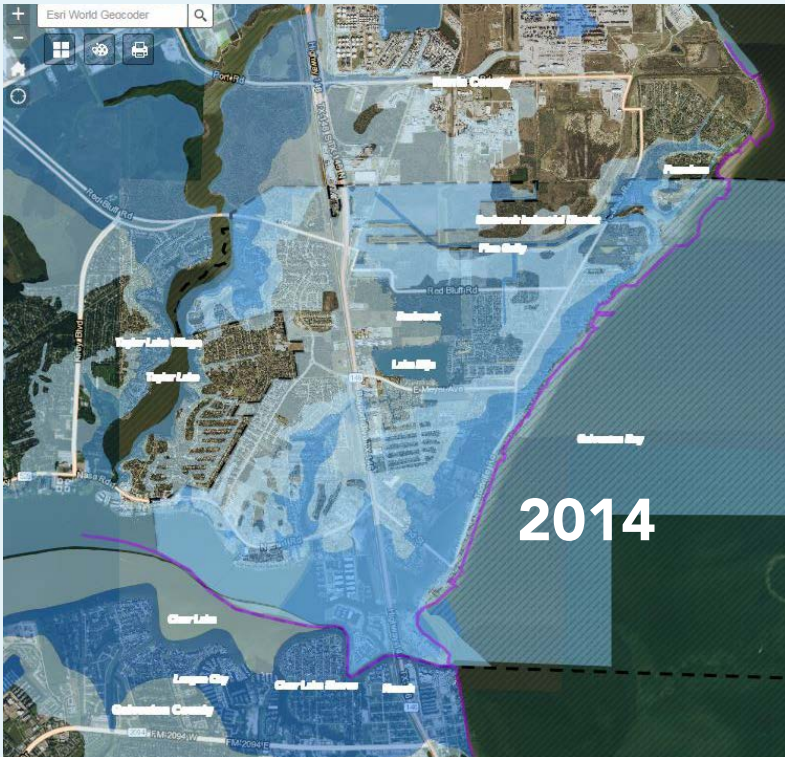
Risk MAP (Mapping, Assessment, and Planning) is a FEMA-led effort to update flood hazard maps nationwide, utilizing state-of-the-art technology to provide detailed, accurate flood hazard information. This information is captured on Digital Flood Insurance Rate Maps, or DFIRMs. DFIRMs for the Texas Coast were drafted in Fall/Winter 2012. At that time, the public was given an opportunity to view the maps and provide comments. Once the final flood maps are adopted, the City must update its development regulations to accommodate the new information and protect future investments; for example, require minimum building heights, screening, material specifications, pedestrian connectivity/access, etc. It will be challenging for the City to accommodate this new development look and feel alongside existing development, but awareness and key strategies can ensure successful integration and implementation of new designs and development concepts.

To read more information and see the project's current status, refer to the following websites:

- *City of Seabrook - www.seabrooktx.gov*
- *TXChart - Detailed National Flood Insurance Program (NFIP) information.*
- *Risk MAPS - Risk MAPS stands for Risk Mapping, Assessment and Planning which is a nationwide program developed by FEMA to work together with states and local communities in building an understanding of a complete picture of their natural hazard risk area.*

1 *http://seabrooktx.maps.arcgis.com/home*





FUTURE LAND USE

In communities everywhere, the use of land is a key ingredient in determining the way people live and work. Today, most land is held in private ownership, thus three aspects of land use must be taken into consideration:

- The owner should be able to build structures and make other improvements that enable them to use their property.
- The adjacent property owners should be assured that their properties and lives will not be negatively impacted by the actions of the property owner.
- All property owners in a community have a shared interest in ensuring that the public lands and the result of all individual land use decisions come together to create a community that is a stable and desirable place to live and work.

Ensuring high quality development is as necessary as providing the infrastructure and connecting streets.

The purpose of this chapter is to establish the guidelines that enable Seabrook to effectively plan for future growth, development, and redevelopment. Sound planning is essential to ensure that Seabrook is prepared to serve anticipated infrastructure needs, as well as preserving key community areas in the face of growth.

The Future Land Use Plan (FLUP)

The concepts of land use and future land use largely affect all of the elements of this Comprehensive Plan. For example, the transportation network provides access to land, which influences the type and density of development that will ultimately be placed there. The provision or lack of utilities can also dictate the amount, location, and timing of future development. Community aesthetics are defined by the design and development character, and thus, the perceptions that are developed by citizens and potential investors in Seabrook. On the same note, proximity to parks and other public facilities can have affects on public health and safety and impact the development potential of an area.

The guiding principles explain the community's vision. The FLUP provides a geographic application of these policies to the areas within the city limits for use during the development review process. The FLUP will ultimately be mirrored in the City's policy documents and serve as a flexible guide to City staff and decision-makers. The FLUP provides a rational basis for decision-making by ensuring that each individual decision is aligned with the Plan's guiding principles and goals. The last, and most tangible, purpose of the FLUP is to help the City plan for infrastructure improvements by determining where transportation and other improvements should be made to accommodate current and long-term needs. The FLUP is not a zoning map, which addresses specific development requirements on individual parcels. However, a city's zoning map should be guided by the FLUP—its' preferred long-range development pattern. Refer to the following page to see a side-by-side comparison highlighting the differences between a FLUP and a Zoning Map.

What is the difference between a Planning and Zoning Map?

This side-by-side comparison shows the different purposes and uses of long-range land use plans relative to the official Zoning Maps (both of which the City maintains and makes available at www.seabrooktx.gov).

FUTURE LAND USE PLAN VS. ZONING DISTRICT MAP

PURPOSE

» Outlook for the future use of land and the character of development in the community.

» Macro-level, general development plan.

USE

» Guidance for City zoning and related decisions (zone change requests, variance applications, etc.).

» Baseline for monitoring the consistency of actions and decisions with the City's adopted Comprehensive Plan.

INPUTS AND CONSIDERATIONS

» Inventory of existing land use in the City.

» Developing better area character and identity as a core planning focus along with basic land uses.

» The map includes a notation required by Texas Local Government Code Section 213.005: "*A comprehensive plan shall not constitute zoning regulations or establish zoning district boundaries.*"

PURPOSE

» Basis for applying unique land use regulations and development standards in different areas of the City.

» Micro-level, site-specific focus.

USE

» Regulating development as it is proposed, or as sites are positioned for the future (by the owner or the City) with appropriate zoning.

INPUTS AND CONSIDERATIONS

» Future Land Use Plan is referenced for general guidance.

» Other community objectives, such as economic development, redevelopment, flood prevention, etc.

» Zoning decisions that are not compliant with the FLUP will need to be updated or changed when the Comprehensive Master Plan is next updated.

"SEABROOK IS A SUSTAINABLE, ENERGETIC AND BEAUTIFUL COASTAL COMMUNITY THAT EMBRACES ENVIRONMENTAL STEWARDSHIP, FOSTERS SAFE NEIGHBORHOODS AND PROMOTES TOURISM AND ECONOMIC DIVERSITY."

– Vision Statement, Seabrook Strategic Plan, 2014

FLUP Classifications:

RESIDENTIAL USES

- *Low Density Residential*
- *Medium Density Residential*
- *High Density Residential*

PUBLIC USES

- *Parks and Open Space*
- *Public / Semi-Public*

NON-RESIDENTIAL USES

- *Retail / Commercial*
- *Industrial*
- *Mixed Use*
- *Bay or Lake*

PLANNING AREAS

- *SH 146 Corridor District*
- *Lakeside Circle Area*
- *Mixed Use / Lakefront District*
- *North Planning Area*
- *Old Town Seabrook District*
- *The Point District*

The right of a municipality to manage and regulate land use is founded in its need to protect the health, safety and welfare of local citizens. The first step in establishing the guidelines for such management and regulation is the Comprehensive Master Plan. Although it is one component of the Comprehensive Master Plan, the significance of the Future Land Use Plan text and map cannot be overstated—it may be the most important component of this plan because it synthesizes everything learned, discussed and analyzed.

Similar to the way in which a road map serves as a guide to a destination, the Future Land Use Plan should serve as a guide to accomplishing Seabrook's vision for the future. To provide the most complete map possible, the Future Land Use Plan establishes an overall framework for the preferred pattern based principally on balanced, compatible, and diversified land uses. Today's challenge is to maintain the City's quality of life and existing neighborhoods, while encouraging quality new development and redevelopment in key planning areas that will contribute to Seabrook's vitality in the future.

FUTURE LAND USE TYPES

Future land uses in this element have been recommended based on three principal factors:

» Preserving residential neighborhoods;

» Maximizing non-residential land uses at key nodes; and

» Creating a balanced land-use pattern across the City.

Establishing the recommended future land uses will help the City apply zoning regulations accordingly. This knowledge can also help the City ensure the provision of adequate public facilities available, such as water, wastewater, transportation and park facilities for future populations. The other chapter elements of this Plan address these needs and have been rooted in the FLUP. The following table provides general descriptions of each land use type reflected in the FLUP (refer to the illustrative *Future Land Use Plan* on Page 2.17). The following table highlights the specific characteristics that define each future land use category in Seabrook.

TABLE 2.2, FUTURE LAND USE CLASSIFICATIONS

RESIDENTIAL USES	
Low Density Residential	***Low Density*** *residential classifications include single-family detached or attached homes, townhomes, or patio homes.*
Medium Density Residential	***Medium Density*** *is primarily intended for multifamily dwellings consisting of duplexes, townhouses, row houses, apartments, and other similar medium density designs, along with related religious, educational, and recreational facilities normally required to provide the basic elements of a balanced and attractive neighborhood. The purpose of this district is to provide for a higher density residential district with a more diverse mixture of residential and associated land uses.*
High Density Residential	***High Density*** *residential land uses are generally located along arterials or as transitional uses between commercial and lower density residential areas, using buffering to reduce the differences in scale or intensity of development.*
PUBLIC USES	
Parks and Open Space	***Parks and Open Space*** *classifications include community parks, recreational facilities, cemeteries, and open spaces, as well as conservation areas required by the floodplain and other natural features. Park design, intensity of development, and planned uses/ activities should match the look and feel of the surrounding areas.*
Public / Semi-Public	***Public / Semi-Public*** *classifications include schools; hospitals; places of worship; community organizations; and City, County, and State-owned properties or buildings that may require large parcels of land. Some specific publicly-owned uses, like public works facilities, are best located within industrial areas.*
NON-RESIDENTIAL USES	
Retail / Commercial	***Retail / Commercial*** *classifications include a broad range of retail, restaurant, entertainment, office, institutional, and service uses. Sites and buildings are generally large in size and serve local and regional trade markets. The location and proximity of Retail/Commercial, relative to other low-intensity classifications, should be carefully considered in order to avoid negative impacts.*
Industrial	***Industrial*** *classifications include a variety of light and heavy industrial uses, including those with potentially major impacts on adjacent properties. Special consideration is given to building placement, buffering, screening, and outdoor activity and storage to optimize compatibility with nearby land uses.*

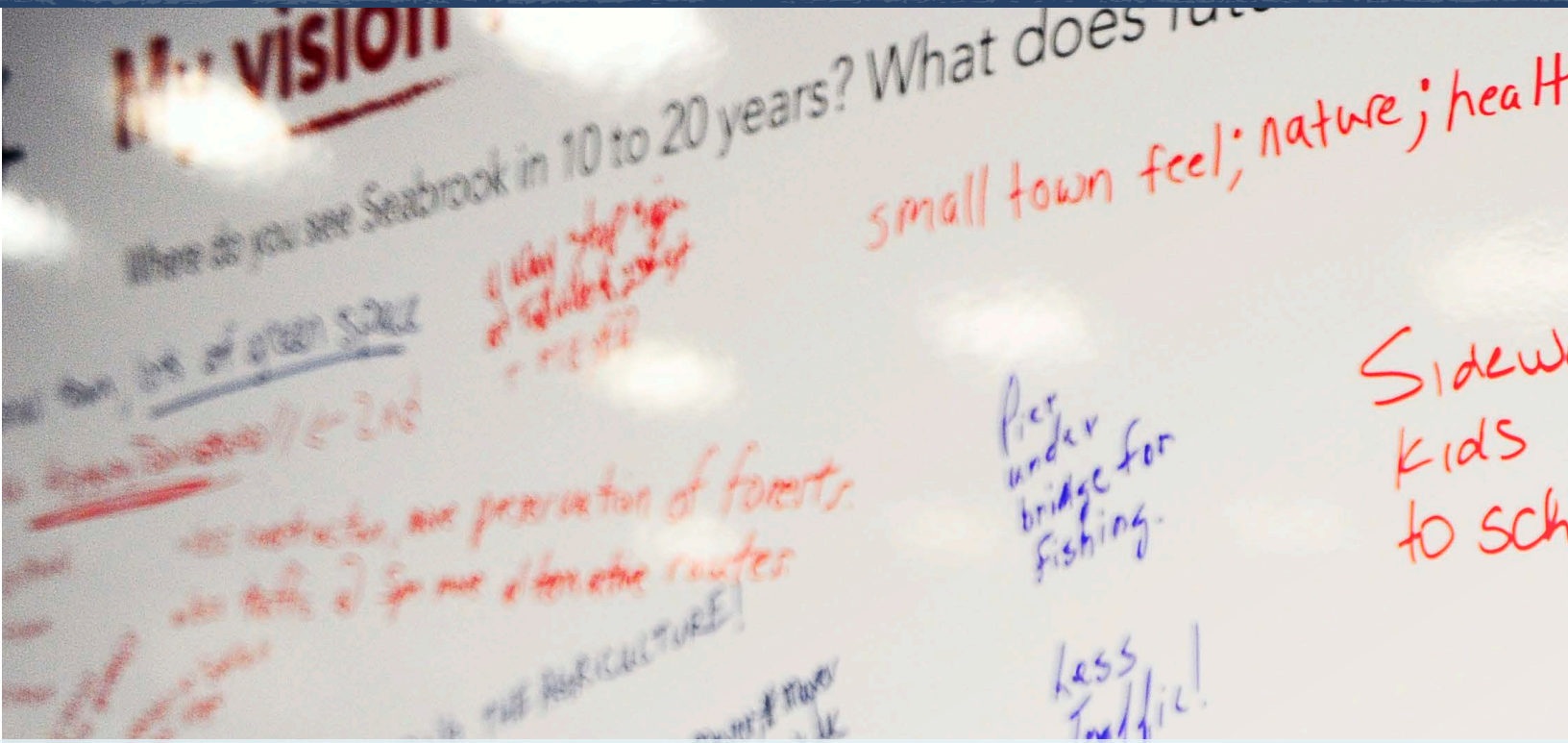


Residents identified restaurants, entertainment venues, and higher-end retail as the TOP THREE most desired businesses to see developed in Seabrook.

Source: Seabrook Community Survey

TABLE 2.2, FUTURE LAND USE CLASSIFICATIONS

PLANNING AREAS	
SH 146 Corridor District	*Much of the proposed **SH 146 Corridor District** is currently developed with a mix of retail, services, and restaurants. Commercial businesses are encouraged along the highway frontage, while residential uses are discouraged. Special consideration should be made to facilitate infill development and reinvestment. A designated zoning on the corridor would complement the existing development code by including specific design and development standards to address landscaping, site development, exterior design, signage, and limited uses.*
Lakeside Circle Area	*The **Lakeside Circle Area** is generally medium-intensity retail and commercial land uses. It is envisioned that the retail/commercial uses will be concentrated along the key entry/exit corridors and around the traffic circle, with high- and medium-density residential uses buffering the higher-intensity uses from the existing low-density residential neighborhoods adjacent to the area.*
Mixed Use / Lakefront District	*The **Mixed Use / Lakefront District** is designed to accommodate a select group of commercial and recreational land use activities associated with waterfront areas. The primary land use orientation of the district is retail-commercial business establishments in conjunction with marine-type uses. The land uses within this district are also intended to meet a portion of the community's tourism and recreational demand by accommodating waterfront activities and associated commercial uses such as restaurants, retail shops, recreational services, and hotels. Incorporating piers, boardwalks, outdoor patios, and cafes into the site development of properties located in this district is encouraged.*
North Planning Area	*The **North Planning Area** will allow for the flexibility needed for this area to organically transition into a range of development types—from industrial and commercial to low-density residential. What this area becomes will be determined by market demands, community needs, and development opportunities affording the City a unique opportunity to truly provide the highest and best use. The area's visibility and accessibility make it ideal for industrial or high-intensity commercial developments. In the event that light industrial uses and traffic prove a nuisance to the adjacent residential areas, a mixture of commercial uses and diverse housing types may also be appropriate. If market forces do not support such land uses, low-density residential may also be an option for future development.*
Old Town Seabrook District	*The **Old Town Seabrook District** is to accommodate a select group of land use activities associated with that area in the community known as Old Town Seabrook. The district is designed to enhance the special characteristics of Seabrook, the small town character, its waterfront, and to create a unique place. The land uses within this district are also intended to meet a portion of the community's tourism demand. The incorporation of outdoor patios and cafes into site development of properties located in this district are encouraged.*
The Point District	*The **Point District** envisions a bustling center for local restaurants, unique local businesses, and waterfront entertainment. Intense marine uses should be limited in this district, in favor of allowing more entertainment establishments. This area is characterized by similar signage and design standards that promote high-quality building and landscaping.*



What Are Some of Seabrook's Major Opportunities?

Identifying opportunities helps inform recommendations in order to address them. The following are important opportunities in Seabrook that were identified during the planning process.

1. ***Main Street*** *– Main Street (formerly Second Street) has the potential to become a thriving community core/town center in Seabrook. It is important that development along this roadway be connected to other destinations throughout the city, both visually and physically.*

2. ***Infill*** *– Although Seabrook has been growing in some areas, infill development and redevelopment are important strategic actions for the future due to aging homes and commercial properties.*

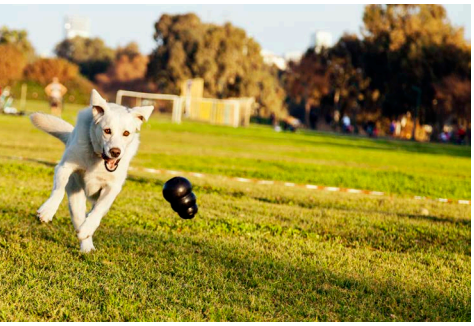
3. ***Corridors*** *– The growth and expansion along the SH 146 corridor and NASA Parkway will continue to impact the local economy and physical development of the City. Visibility and accessibility, by various modes, will be important considerations as businesses continue to seek locations along these major corridors. Beautification and branding will enhance the perception of the City.*

4. ***Waterfront Amenities*** *– Attracting the highest-and-best land uses to develop Seabrook's waterfront area is a major theme of this Plan, in conjunction with creating destinations that will attract tourism and economic development to the area.*

5. ***New Industry*** *– As new industry seeks to locate in the City, it will be important to have a variety of different site options available that provide mobility, accessibility and visibility within Seabrook.*

6. ***Gateways*** *– There are several key entrances or gateways into the City. It will be important to have a positive appearance for these areas, which includes quality land uses. Gateways should be enhanced and located at additional points throughout the City to function as secondary or internal gateways when entering Seabrook.*











Land use considerations are at the core of any comprehensive plan. Effective land use planning provides a framework for successful economic development efforts, for quality and sustainable residential development, for timely investment in new and upgraded infrastructure, and for coordinated extension of the public park system, and a range of other municipal services, especially public safety services.

FUTURE LAND USE PROJECTIONS

The table below delineates the City's land uses by type and color—both of which correspond to the same classifications and colors seen in the *Future Land Use Plan* on Page 2.17. The largest land use in Seabrook will continue to be low density residential, comprising approximately 49.7 percent of the total city limits. The table breaks down Seabrook's land area (in acres) based upon classifications made in the FLUP. Medium density residential and high density residential are projected to make up 0.3 percent and 2.5 percent, respectively. The categories that will comprise the smallest land uses are medium density residential, The Point District, the Old Town Seabrook District, and high density residential.

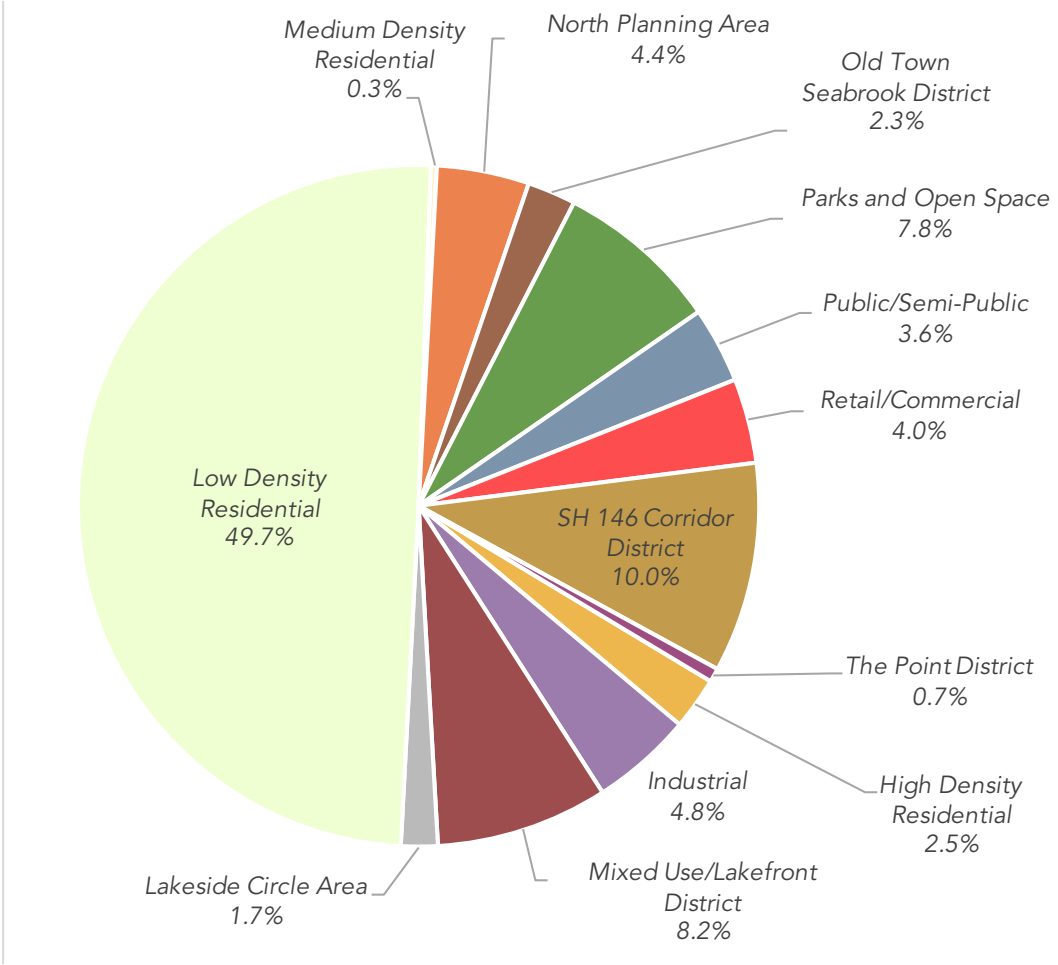
If additional community services such as parks and recreation are to be provided, it will be necessary for Seabrook to diversify the tax base and capitalize on non-residential tax generators (primarily the commercial, industrial, office and retail uses). The FLUP classifies 4.8 percent of the community's total acreage as industrial, 4.0 percent as retail/commercial, and 8.2 percent as Mixed Use/Lakefront District.

TABLE 2.3, FUTURE LAND USES

FUTURE LAND USES	CITY LIMITS	
	ACRES	PERCENT
RESIDENTIAL		
Low Density Residential	1,600	49.7
Medium Density Residential	9	0.3
High Density Residential	80	2.5
PUBLIC USES		
Parks and Open Space	252	7.8
Public / Semi-Public	116	3.6
NON-RESIDENTIAL USES		
Retail / Commercial	129	4.0
Industrial	155	4.8
PLANNING AREAS		
SH 146 Corridor District	321	10
Lakeside Circle Area	56	1.7
Mixed-Use / Lakefront District	263	8.2
North Planning Area	141	4.4
Old Town Seabrook District	74	2.3
The Point District	21	0.7
Total*	3,217	100

** Note: The total acreage of the FLU projections includes the right-of-way acreage.*

FIGURE 2.2, FUTURE LAND USES



Parks and open space will comprise nearly 7.8 percent of Seabrook's land use. Public/semi-public land uses will comprise 3.6 percent of future land uses. These two categories include developed recreational spaces, passive open spaces, the Veteran's Memorial and civic buildings/properties. These green spaces and destinations will help to maintain Seabrook's quality of life by generating trips and providing a variety of accessible functions and services—from entertainment to exercise—for the entire community.

As stated, approximately 8.2 percent of Seabrook's future land uses will be mixed uses located along NASA Parkway and 10 percent will be retail/commercial along the SH 146 corridor and in the Lakeside Circle Area, The Point, and Old Town Seabrook. This is important because businesses along the NASA Parkway corridor will function as income generators for the community both through tax base and sales tax revenue. These districts will be largely retail and commercial in nature—some with establishments that could potentially have a regional draw.

A City's historical growth rates are sometimes the best indicator of what the future growth rates may be. As outlined in *Chapter 1, Overview*, Seabrook's population experienced the largest growth from 1980 to 1990, experiencing almost 43 percent growth that decade and adding 2,015 residents. Growth has slowed since 2010 and is predicted to continue to decrease into 2040 and as the City approaches build-out. The current CAGR is 1.8 percent, which is slow and steady, and will be used to determine the most feasible population projections for Seabrook into the future.

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MAP 2.2
FUTURE LAND USE

- Proposed Connections
- Future PHA Railroad
- Future Cruise Terminal Road
- Controlled Access Facility
- Principal Arterial
- Minor Arterial
- Collector
- Industrial Street
- Local Street
- Low Density Residential
- Medium Density Residential
- High Density Residential
- Retail/Commercial
- Industrial
- Parks and Open Space
- Public/Semi-Public
- SH 146 Corridor District
- North Planning Area
- Lakeside Circle Area
- Mixed Use Lakefront District
- Old Town Seabrook District
- The Point District
- Seabrook City Limits
- Railroad

0 0.175 0.35 0.7 Miles

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Population Projections

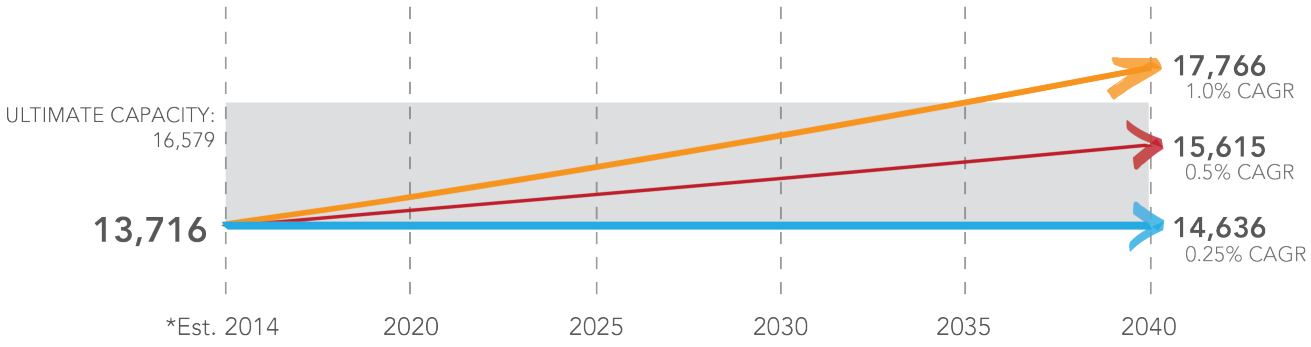
Population projections are based on past population growth rates and anticipated future development, as well as future land use recommendations. Several scenarios highlighting Seabrook's population projections at various growth rates to the year 2040 can be seen in the following table, *Population Growth Scenarios*, and figure, *Population Projections*. It is important to consider projected population capacity, so the City may plan appropriately.

The projected growth rates (0.25, 0.5 and 1.0 percent) are estimates of what the potential future population of Seabrook could be. Historically, Seabrook has seen a very high CAGR of over two percent; however, in recent years the CAGR has declined to 1.8 percent. Because of this recent trend and projections from multiple data sources (including the Texas Water Development Board), a conservative .5 percent CAGR is predicted to yield the most likely future population scenario.

TABLE 2.4, POPULATION PROJECTIONS

YEAR	0.25% CAGR	0.5% CAGR	1.0 % CAGR
	POPULATION	POPULATION	POPULATION
2014	13,716	13,716	13,716
2015	13,750	13,785	13,853
2016	13,785	13,854	13,992
2017	13,819	13,923	14,132
2018	13,854	13,992	14,273
2019	13,888	14,062	14,416
2020	13,923	14,133	14,560
2021	13,958	14,203	14,705
2022	13,993	14,274	14,852
2023	14,028	14,346	15,001
2024	14,063	14,417	15,151
2025	14,098	14,490	15,303
2026	14,133	14,562	15,456
2027	14,169	14,635	15,610
2028	14,204	14,708	15,766
2029	14,239	14,781	15,924
2030	14,275	14,855	16,083
2031	14,311	14,930	16,244
2032	14,347	15,004	16,406
2033	14,382	15,079	16,570
2034	14,418	15,155	
2035	14,454	15,231	16,903
2036	14,491	15,307	
2037	14,527	15,383	
2038	14,563	15,460	
2039	14,599	15,537	
2040	14,636	15,615	17,766

FIGURE 2.3, POPULATION PROJECTIONS



ULTIMATE CAPACITY

The ultimate capacity is the estimated build-out population of Seabrook. It represents the ultimate population that could be accommodated if Seabrook develops according to the land use patterns portrayed in the *Future Land Use Plan*. Calculating ultimate capacity is important because it helps define what the implications of land use decisions may be. Seabrook is an encapsulated community with no ETJ, thereby making the estimate of build-out more reliable.

The ultimate capacity is based upon a number of different assumptions. The 2014 American Community Survey 5-Year Estimates for Persons Per Household (PPH) was used for assumptions regarding the number of residents per household. Approximately 394 acres of vacant property remain in low density, medium density, and high density residential land uses combined. The City currently has 5,498 housing units, comprised of 4,856 households and a population of nearly 13,716 people. The ultimate capacity of Seabrook is 6,826 housing units, 6,028 households, and 16,579 people. According to the capacity projections in the table to the right, a total of 1,328 housing units could potentially be added, bringing nearly 1,172 households and close to 2,863 people to the area.

When you break the City's total ultimate capacity out by land use types, it is clear that the City will see more low density and high density residential development in the future. Low density residential will provide 642 housing units, 567 households, and 1,616 people. Medium density residential is projected to provide nine housing units, eight households and 15 people. High density residential will add 677 housing units, 598 households, and 1,231 people.

The takeaway from the ultimate capacity analysis is to understand how these projections can influence development decisions and the planning areas and the community's remaining vacant lands. The North Planning Area is a flexible space that will either accommodate light industrial uses or more residential. Old Seabrook has a traditionally low density fabric that has been identified as a priority to maintain into the future (some of which will potentially house boutique retail businesses as well as households). The Mixed Use / Lakefront District will likely be the site of some high density residential units, as well as some potential residential types worked into the Lakeside Circle Area. Anticipating where growth will occur will help the City to identify strategic actions that will leverage these areas for the greatest successes.

TABLE 2.5, ULTIMATE CAPACITY

VACANT RESIDENTIAL LAND USE	CITY LIMITS (ACRES)	DUA[1]	OCC. RATE [2]	PPH[3]	ROW[4]	FUTURE PROJECTIONS		
						HOUSING UNITS	HOUSE-HOLDS	POPU-LATION
Low Density Residential	367	2.5	88.3 %	2.85	30 %	642	567	1,616
Medium Density Residential	1	10.0	88.3 %	2.06	15 %	9	8	15
High Density Residential *	26	26.0	88.3 %	2.06	-	677	598	1,231
Ultimate Capacity within Vacant Areas						1,328	1,172	2,863
Current Conditions (2015)						5,498	4,856	13,716
Ultimate Population Capacity						6,826	6,028	16,579

** The number of high density residential housing units, households and population projections were derived from the vacant acres and DUA, but also incorporate the number of housing units that will be constructed in permitted developments.*

[1] Dwelling Units per Acre are based on typical planning standards and customized to each locality

[2] Occupancy Rate - 2014 American Community Survey 5-Year Estimates (DP04)

[3] Person Per Household - 2014 American Community Survey 5-Year Estimates (DP04)

[4] Percentage of "Vacant Acres" subtracted for roadways



In a recent community survey, nearly 83% of respondents think some growth and change in Seabrook is good, but would like to maintain the community's small-town charm.

Source: City of Seabrook Community Survey





Survey respondents rated all of Seabrook's city services very highly, ranging from Good to Excellent.

Source: City of Seabrook Community Survey

PUBLIC FACILITIES ASSESSMENT

As growth occurs, it is the City's responsibility to determine what influences are at work in order to provide the data necessary to make development decisions. Adequate land allocation for public facilities is necessary to maintain high levels of service. As Seabrook continues to experience development and redevelopment of both residential and nonresidential uses, it becomes vital that the land allocation needs for public facilities are identified before the options available become limited. Public facilities should be designed and constructed to be environmentally sensitive and consistent with the character surrounding them. They should also maintain desired levels of service where applicable, maximize the existing infrastructure, and be cost-efficient. Lastly, it is necessary to improve community facilities where/when possible, and identify current and future system deficiencies in order to accommodate the expected growth.

This section summarizes the key public facilities—including space needs, general assessments of the levels of service provided to residents, and an analysis of future needs.



Public facilities that house various governmental and service functions of a municipality are generally of two types: (1) those requiring a central or a common location and that serve the entire municipal area, and (2) those serving segments of the community on a service-area basis. Seabrook's City Hall is an example of a governmental building that serves the entire community, while local fire stations represent a public facility that has a service-area relationship with the community.

Approved FY 2015 - 2016 Projects:

- *Humble Drive Water Plant Relocation and New 1 Million Gallon Ground Storage Tank*
- *East Meyer Sewer Line Pipe Bursting*
- *Hester Gully Drainage Improvements*
- *Delabrook Ct Street Project – Phase I of the Baybrook Section I Improvements*

Approved FY 2017 - 2019 Projects:

- *SCADA System Upgrades for Water and Wastewater*
- *Humble Drive Water Plant Relocation and New 1 Million Gallon Ground Storage Tank – Construction Phase*
- *SH 146 Corridor Water and Sewer Line Relocations*
- *East Meyer Sewer Line Pipe Bursting – Construction Phase*
- *Todville Sewer Line Replacement*
- *Wastewater Treatment Plant Upgrades Phase II*
- *Hester Gully Drainage Improvements*
- *Parking Additions for City Parks and Facilities*
- *Pine Gully Hike and Bike Trail Connection to SH 146*

Approved FY 2020+ Projects:

- *Water Plant Booster Pumps*
- *Shipyard Water Service*
- *SH 146 Corridor Water and Sewer Line Relocations*
- *New Wastewater Treatment Plant – Phases 1 - 4*
- *Lower Pine Gully Drainage Improvements*
- *El Mar Ditch Improvements*
- *Red Bluff Road Drainage Improvements*
- *Seascape II Street Improvements*
- *Miramar Street Improvements*
- *Hike and Bike Trail Additions*

TABLE 2.6, 2015/16 BUDGET EXPENDITURES

Legislative	$ 256,217
Administrative	$ 1,008,344
IT	$ 270,930
Emergency Management	$ 145,126
Public Safety*	$ 3,455,337
Fire Department	$ 741,804
Animal Control	$ 121,424
Parks and Recreation	$ 680,698
Public Works	$ 1,161,158
Community Development	$ 477,314
Municipal Court	$ 440,873
Non-Departmental	$ 1,031,893
Total Expenditures	**$ 9,791,118**

** Public Safety includes police, animal control, emergency management, fire department and ambulance services.*

Source: City of Seabrook CIP Budget FY 2015-2016

Existing Facilities

The City currently owns and operates a variety of facilities—from recreation facilities to fire stations. The following table lists Seabrook's current public facilities.

TABLE 2.7, EXISTING FACILITIES

FACILITY NAME	FUNCTION		# OF EMPLOYEES
Public Works Facility *2101 Humble Road* *Seabrook, TX 77586*	*Water* *Animal Control* *Parks Department* *Equipment Storage* *Animal Facility* *Ground Storage Tank (water)*		*27*
Animal Facility *2101 Humble Road* *Seabrook, TX 77586*	*Animal Control* *Animal Shelter*		-
Wastewater Treatment Plant *715 Second Street,* *Seabrook, TX 77586*	*Sewer*		*4*
Parks	*18 park properties covering nearly 200 acres**		-
Trails	*13.3 miles of granite-surfaced Hike and Bike Trails*		-
Fire Station *1850 Meyer* *Seabrook, TX 77586*	*Seabrook Volunteer Fire Department (SVFD) headquarters*		*Varies*
Police Station *1400 Cook Avenue* *Seabrook, TX 77586*	*Public Safety*		*37*
City Hall *1700 1st Street* *Seabrook, TX 77586*	*Billing and Collections* *Community Development* *Emergency Management* *Information Technology (IT)* *Seabrook Community House*	*Court* *Administration* *Legislative*	*31*
Evelyn Meador Branch Library *2400 North Meyer Avenue* *Seabrook, TX 77586*	*Harris County Branch Library*		*11*
	TOTAL EMPLOYEES		*99*

** See bulleted list of park facilities in the Parks and Recreation Facility section of this chapter.*
Note: Employees at the Evelyn Meador Branch Library work for Harris County, not Seabrook.
Source: City of Seabrook Parks and Open Space Master Plan; City of Seabrook; City of Seabrook CIP FY 2015-2016

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MAP 2.3
EXISTING FACILITIES

- Public Facilities
- Seabrook City Limits
- Hydrography
- Railroad

FIRE STATION

PUBLIC WORKS / ANIMAL FACILITY

EVELYN MEADOR LIBRARY

CITY HALL / POLICE STATION

BAY AREA VETERAN'S MEMORIAL

WASTEWATER TREATMENT PLANT

Taylor Lake Village

El Lago

Lakeside

Glen Cove

Clear Lake Shores

Kemah

Taylor Lake

Clear Lake

Galveston Bay

146

528

OLD HWY 146

RED BLUFF

BAYVIEW

LAKE MIJA

HUMBLE City

MAKESIDE

BAYPORT

REPSDORPH

MEYER

BAYWOOD

PINE GULLY

TODVILLE

ELMAR

CAPRI

BIMINI

HAMMER

KENNETH ROYAL

ORLEANS

PEBBLEBROOK

LAKESIDE

NASA

ELAM

SEABROOK SHIPYARD

WATERFRONT

1ST

2ND

3RD

4TH

5TH

6TH

7TH

10TH

Drusilla Carothers Coastal Gardens

Pine Gully Park

Cemetery

Robinson Park

Camp Case Mare

Wildlife Refuge & Park

Baybrook Park

Friendship Park

Water Tower

Fire Station

Seabrook Intermediate

Evelyn Meador Library

Rex L Meador Park

Hester Garden Park

Miramar Park

Disc Golf Course

James F. Bay Elementary School

Monhausen Park

Senior Citizen Center

Visitor Center

Bayside Park

Wastewater Treatment Plant

Monroe Fields Brummerhop Park

Wildwood Park

Created By Freese and Nichols, Inc.
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N

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MAP 2.4
SERVICE AREAS

Existing Trails

Proposed Hike and Bike Trail

Proposed Trail Connections to Destinations/Existing Network

Proposed Trail Segments with Projected Roadway/Related Construction

Neighborhood Park (1/2 mile service area)

Community Park (1 mile service area)

Underserved Area

Parks

Seabrook City Limits

Hydrography

Railroad

Trail System Master Plan

1 –Proposed North Trail (connects Armand Bayou Nature Center/Trails
2 – Proposed Red Bluff – NASA Parkway Trail
3 – Proposed E- Meyer Trail
4 – Proposed South Trail
5 – Proposed 2nd to Meyer Connector
6 – City Hall Connector
7 – Proposed SH 146 Crossover Connector
8 – Friendship Park Connector
9 – Wildlife Park Trail System

0 0.2 0.4 Miles 0.8

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Created By Freese and Nichols, Inc.
Job No.: KAC14420
Location: H:\URBAN_PLANNING\working\parks and trails.mxd
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Public Facilities

In a recent survey, citizens rated all of the City's services very highly, almost all of them ranked good or excellent, thus it is important for Seabrook to maintain this high level of service into the future. Public facilities in Seabrook include the City Hall complex (including the Community House) and the public library.

CITY HALL AND ADMINISTRATION

Seabrook's City Hall building, located at 1700 First Street in Old Town Seabrook, houses the majority of Seabrook's administrative functions and department offices. The departments located in City Hall include Billing and Collections, Community Development, Emergency Management, IT, the council chambers, and other administrative and legislative functions. Combined, there are nearly 31 employees working in City Hall across the various departments (not including the Seabrook Police Department). Typically, about 25 percent of a community's employees are housed in City Hall; Seabrook is significantly above the average with nearly 31 percent. The City Hall grounds also feature some of Seabrook's hike-and-bike system with pedestrian benches and large shade trees. The Pelican Path is located adjacent to City Hall, as well as Mohrhusen Park.

LEVEL OF SERVICE

The City Hall building was constructed in 1996 and provides office space, council chambers and meeting rooms for a number of functions. The building provides enough space to accommodate the projected minor growth of the departments into the future. The City is not anticipating major growth in administrative or departmental needs, thus it is not likely that the City will need to seek additional facility space to house these functions. However, an expansion of City Hall can be accommodated at the current site. Keeping the municipal functions located in Old Seabrook should remain a priority into the future, as it plays a major role in the character of the area.

Planning for public facilities is based, in part, on attaining a desired and reasonable level of service. A level of service (LOS) standard is a way for the City to measure the services being provided. A LOS standard for public facilities can be derived from existing data or goals.



EVELYN MEADOR BRANCH LIBRARY

The Evelyn Meador Branch Library first opened in 1988. In 1985 the City of Seabrook, with the blessings of Rex and Evelyn Meador, donated to Harris County six acres of land originally given to the City by the Meador family. A small group of interested Seabrook citizens founded the Friends group in 1985. Initially the library was to have been 4,500 square feet. However, the Friends wanted a larger library and meeting room for community use and raised the additional funds needed through book sales, donations and a Buy-a-Brick program. Through their efforts the library was expanded to 7,217 square feet.

After Hurricane Ike in 2008, the original library building was closed due to damages sustained in the disaster. With plans for a new library facility and funding assistance from the City of Seabrook, a new state-of-the-art facility was constructed in 2011. The new Evelyn Meador Library was reopened on June 28th, 2011.[1] The current facility was designed and built to be environmentally friendly and was awarded LEED Gold certification in 2012. The Evelyn Meador Branch Library was the first Harris County owned facility to be awarded this distinction.

- *$4.3M overall construction budget*
- *126,018 ft² of newly constructed wetlands, rain gardens and bioswales*
- *31,980 gallons of rainwater detention*
- *74,918 gallons of rainwater retention*
- *LEED Gold certification points:*
  - *Advanced storm water management strategy*
  - *Ideal building orientation*
  - *Deep roof overhangs reduce amount of solar heat gain through the glass*

Source: English + Associates Architects Inc.

1 *Evelyn Meador Brand Library. www.hcpl.net/location/evelyn-meador-branch-library. Accessed March 10, 2016.*



Source: English + Associates Architects Inc.

LEVEL OF SERVICE

The American Library Association (ALA) standard for library space in relation to population is 0.75 square feet per library patron. When this ratio is applied to Seabrook's population, it needs to have some adjustment for the number of actual library patrons. This adjustment results in a ratio if 0.50 square feet per population, which is used in the table below to show the future square footage provisions. According to the projected library space needs of Seabrook citizens will be provided with a surplus of space past 2040. Having a surplus of space is a huge asset to the community because the library can be used for more than just reading, such as: a place to hold community events, providing quiet meeting spaces, cooperative educational functions with the local schools, and summer camp programs, to name a few. The new library facility is one of Seabrook's greatest assets and a great example of the quality services and facilities provided to the community.

TABLE 2.8, LIBRARY SYSTEM LEVEL OF SERVICE

BASIS AND NEEDS	CURRENT SQUARE FOOTAGE	CURRENT NEED (2014)	PROJECTED POPULATION*		
			2020	2030	2040
Population	7,217 SF	13,716	14,133	14,855	15,615
Square Footage Needs [based on ALA Standards]		6,219	6,399	6,503	6,619

** Population projections are estimated based on the compound annual growth rate.*

Source: 2010 - 2014 ACS 5-Year Estimates



Source: English + Associates Architects Inc.

Emergency Services

The City currently provides public safety services, contracts emergency medical services (EMS), and supports a volunteer fire department.

SEABROOK POLICE DEPARTMENT

The Seabrook Police Department (SPD) exists to serve the citizens and is dedicated to preventing crime, protecting life and property, maintaining law and order, enforcing local laws and ordinances and upholding the constitutional rights of those within the jurisdiction. The department is responsible for operating the radio dispatch functions for animal control and emergency services (police and fire), as well as maintaining the recruiting, training, and crime victim/support functions. When asked how safe or unsafe residents felt in the community, responses were very positive—residents feel very safe in their neighborhoods and shopping centers, and somewhat safe in City parks and on trails. The SPD is housed on the City Hall grounds and currently employs 41 employees, 31 of which are licensed peace officers.

LEVEL OF SERVICE

For the SPD to continue to provide the highest-quality services it is known for, consideration should be taken for not only the drastic physical changes that lie ahead with the expansion of SH 146, but also the challenges, hazards, and congestion that accompany long-term construction projects. SPD is seeking to fill six full-time positions over the next ten years to accommodate projected growth and should continue to update and replace the SPD fleet, equipment and safety gear for officers. According to the Chief of Police, the current fleet equipment should be increased to at least one per officer and a scheduled fleet replacement program should be implemented, where vehicles on the fleet are replaced every cycle to ensure timely replacement. As the population continues to grow and the SPD requires additional manpower and equipment to perform duties, the SPD should consider the addition of a new stand alone facility to house the department and its functions.

SEABROOK VOLUNTEER FIRE DEPARTMENT

The Seabrook Volunteer Fire Department (SVFD) works hard to protect the lives and property of the community by providing quality and reliable emergency services. The SVFD is completely dependent upon volunteers and composed of residents from Seabrook and surrounding communities. The SVFD has been serving the community for over 60 years providing:

- fire suppression for residential, commercial and marine;
- technical rescue for motor vehicle, marine and hazard environment; and
- medical first-response for residential, commercial and marine.

More than a quarter of surveyed citizens rated their experiences with the SVFD and/or Clear Lake Emergency Medical Corps (CEMC) as excellent—with regard to response time, professionalism, knowledge/competency, and overall quality of service.

LEVEL OF SERVICE

According to the National Fire Protection Association's (NFPA) recommended standards, demographics of less than 500 people per square mile require a response of six firefighters in a response time of 14 minutes or less. Seabrook's density is roughly 564 persons per square mile; that is, about 22 square miles for the estimated 13,716 people in Seabrook today. The SVFD currently has over 48 volunteers with a response time of four minutes and 55 seconds for fire calls and four minutes and 22 seconds for first responder calls. This level of quality is an asset to the community and would not be possible without the hardworking residents of Seabrook who volunteer.

The City should continue to maintain SVFD facilities and fleet, ensuring that they are providing the highest quality and safest equipment. Like SPD, the SVFD should consider participating in a scheduled equipment and/or fleet replacement program. There are no issues with the current fire station facility, but in the long-term the City may need to consider a second station within the city limits—depending on City growth and/or Seabrook's contracts with other cities. Continued growth of the City may require additional capabilities (i.e. training and equipment) to continue to provide the same level of service.

CLEAR LAKE EMERGENCY MEDICAL CORPS (CLEMC) AMBULANCE SERVICE

The CLEMC is a not-for-profit combination paid/volunteer EMS organization that serves communities in the Clear Lake area. CLEMC provides ambulance service coverage to several communities, including: Seabrook, Kemah, Clear Lake Shores, the Port of Houston, Shoreacres, Pasadena, MUD 55, and Lazy Bend. CLEMC covers a large territory that serves nearly 74,000 residents. For many years, CLEMC has provided services in support of local events like the Christmas Boat Parade, the Antique Wheels and Keels Classic Car Show, 4th of July, Armand Bayou Festival, and the Seabrook Music Festival, to name a few.

LEVEL OF SERVICE

CLEMC follows the national standard for EMS response times of no more than nine minutes and 59 seconds from time of dispatch. The organization provides 911 emergency medical services using five ambulances and two emergency response vehicles. In addition to these, CLEMC has a utility vehicle, special operations trailer, and a medical response all-terrain vehicle. The CLEMC ambulance crews consist of a minimum of one emergency medical technician (EMT) and one Paramedic. The ambulance units are equipped with the latest medical technology that allows the medic crew to perform advanced emergency functions. CLEMC participates in a scheduled fleet replacement program, where all of its ambulances are replaced every five years.[1]

In the future, as the Clear Lake area and greater region continue to experience population growth, it may be necessary for Seabrook to consider service contracts with multiple providers to ensure the adequate provision of EMS services. Fleet maintenance and operations are not an issue since this service is privately contracted, but it will be important for the City to continue to work with reputable providers.

1 *"Clear Lake EMS receives remounted ambulance." The Bay Area Citizen. www.yourhoustonnews.com. November 7, 2011.*

Parks and Recreational Amenities

Although a suburb of Houston, Seabrook has a plethora of amenities to offer its citizens—most notably, its recreational amenities. City supported parks and recreational facilities include:

- Bay Area Veterans Memorial
- Baybrook Park
- Bayside Park
- Boat Ramp
- Brummerhop Park
- City Hall Park
- Community House
- Disc Golf Course
- Drusilla Carothers Coastal Gardens
- Friendship Park
- Hester Garden Park
- Hike & Bike Trails
- McHale Park
- Rex Meador Park
- Miramar Park
- Mohrhusen Park
- Monroe Field & Splash Park
- Natural Playground at Pine Gully
- Pelican Bay Swimming Pool & Splash Park
- Pelican Path Park
- Pine Gully Park
- Robinson Park
- Skateboard Park
- Seabrook Wildlife Refuge & Park
- Wildwood Park

Other privately funded recreational facilities in Seabrook include:

- David and Mabel White Senior Citizen Center
- Seabrook Sailing Club
- Lakewood Yacht Club
- Endeavour Marina
- Seabrook Marina
- Blue Dolphin Yachting Center
- Camp Casa Mar

For a detailed description of each of the City's parks and recreational amenities, refer to the City's suite of plans that make up Seabrook's Open Space and Parks Master Plan (MP)—briefly summarized in *Chapter 1, Overview*). The green spaces, parks and recreational amenities in Seabrook heavily define the City's quality of life and character. In multiple community input forums residents repeated that they loved Seabrook parks and trails, and that these extensive facilities was the major reason they chose to live in the community years ago. The 13.3-mile granite-surfaced hike and bike trail network is one of the most popular and lauded amenities in Seabrook. However, residents also identified a need for safer intersections and pedestrian crossings at the City's major intersections in order to provide a safer, more enjoyable experience—discussed in detail in *Chapter 3, Transportation and Circulation*. The City has a proactive Public Works Department that continuously seeks funding in multiple arenas from infrastructure improvements and environmental protection, to equipment replacement and new facilities. Most recently, the City was approved for a major bond referendum that assisted in the implementation of major environmental improvements at Pine Gully park in an effort to conserve the ecosystems there.

LEVEL OF SERVICE

According to the MP, with over 200 acres of parkland and a current population of 13,716, Seabrook provides 16.1 acres per 1,000 people. As the City approaches build-out, it will become increasingly important to ensure that park space is required, planned for and maintained. Residents are very satisfied with the City's park facilities and the amenities provided, but two of the major concerns for the future mentioned in MPRC meetings was a need to ensure waterfront accessibility for the public, boat launch facilities, trail connectivity, open space conservation, and additional trails. Protecting Seabrook's green spaces and local habitats is important; the City may consider additional opportunities to provide natural open spaces for the purposes of conservation, education and eco-tourism opportunities. All park equipment is being replaced per recommendations made in the MP; continuous evaluation and updates should be made to the City's MP to ensure viability and applicability in the future. Parks and trails are operated and maintained by the City's Public Works Department.

Park Improvement Fund

Every developer, builder or property owner in the City of Seabrook is required to pay a parks fee in lieu of dedication of land on every living unit developed for residential use. These fees are deposited to the Park Improvement Fund and are to be used for park purchases and/or the development, maintenance and operations of parks within the City of Seabrook.

Source: City of Seabrook CIP Budget FY 2015-2016



Nearly 25.3% of Seabrook citizens visit a City park weekly, while over 34% visit a facility several times each month.

Source: City of Seabrook Community Survey

Public Infrastructure

The City provides very important services through a vast network of facilities that include a public works building, animal shelter, water storage tanks and pipelines, wastewater treatment facilities, and utility infrastructure.

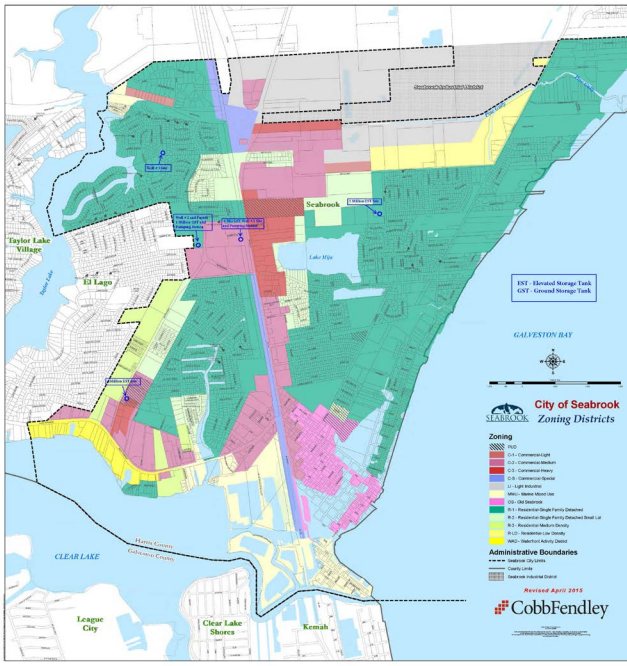
PUBLIC WORKS

The Public Works facility currently has several buildings that are 40+ years of age and in poor condition. There are access issues for the Animal Facility, as the public is not allowed access to this facility to visit with the animals for adoption services. There are response time issues and a lack of security for the equipment, materials and parts that are stored on-site. Overall there is a lack of space for the functions necessary and the needs of the departments operating on the site. As the City requires more equipment and materials to maintain expanding facilities, the public works facility must be safe, secure, accessible, and large enough to accommodate the necessary equipment.

In 2015, the City began the process to design and construct a new administration building and animal shelter facility. This effort is the direct result of the 2014 Bond Election and approval of Proposition 1, which authorized up to $6,850,000 in general obligation bonds for the purpose of "designing, acquiring, constructing, improving, renovating, demolishing, expanding, and equipping" a Public Works, Animal Shelter, and Adoption Center building. The complex includes related storage, support structures, as well as additional facilities to be completed in the future, as needed. The building is expected to open in 2017 and solve many, if not all, of the existing issues.



WATER AND WASTEWATER SYSTEMS



The City pumps Pasadena's treated water into two elevated storage tanks and two ground storage tanks with the capacity to store approximately 2.5 million gallons of water.

The City operates one Wastewater Treatment Plant (WWTP) located in a water-locked facility along Main Street with very limited options for facility expansions. The WWTP is designed and permitted to treat an annual average flow of 2.5 million gallons per day (MGD) and is currently operating at 52 percent of it's full capacity and releases the City's treated water back into Galveston Bay.

Even with an available capacity of 1.3 MGD, the WWTP often experiences sanitary sewer overflow (SSO) during heavy rainfall events. Seabrook will need to consider adding capacity to the WWTP or expanding sanitary sewer lines across the city. There has been talk of relocating the wastewater treatment facility to city-owned property in the North, however, no plans have been made. The capacity projected for Seabrook will be provided for, so long as operations are monitored and regular updates and maintenance are performed.

WATER SUPPLY

The City currently has a water supply contract with the City of Pasadena for 3.0 MGD a year, from which a small amount is distributed to the neighboring City of El Lago. The population and water demand projections from the *Region H Water Plan* show that Seabrook will maintain a water supply surplus large enough to sustain the projected growth of both population and industry through the year 2070. In addition, Seabrook maintain three ground wells within the city limits that provide additional resources when needed. Seabrook should continue to invest in water collection and distribution improvements, as well as the maintenance of the system.

TABLE 2.9, WATER DEMAND PROJECTIONS

YEAR	SEABROOK WATER DEMAND PROJECTIONS (ACRE-FEET PER YEAR)
2020	1,857
2030	1,842
2040	1,839
2050	1,852
2060	1,880
2070	1,913

Source: Region H Water Plan

Seabrook adopted a Water Conservation/Drought Contingency Plan in order to sustain and maximize the level of service with the City's existing infrastructure. One measure of this conservation plan is to enter into Stage 1 Water Restrictions if the City's water usage exceeds 2.55 million gallons of water per day for five straight days. Stage 1 is the first of five stages before emergency conservation measures are needed. Nearly 54 percent of Seabrook citizens currently implement some form of water conservation effort in their homes. Seabrook actively monitors and plans for the adequate provision of water, but it is important that the City: (1) continue education and outreach that encourages individual conservation efforts, and (2) incorporate development regulations that implement water conservation methods and/or low-impact development techniques.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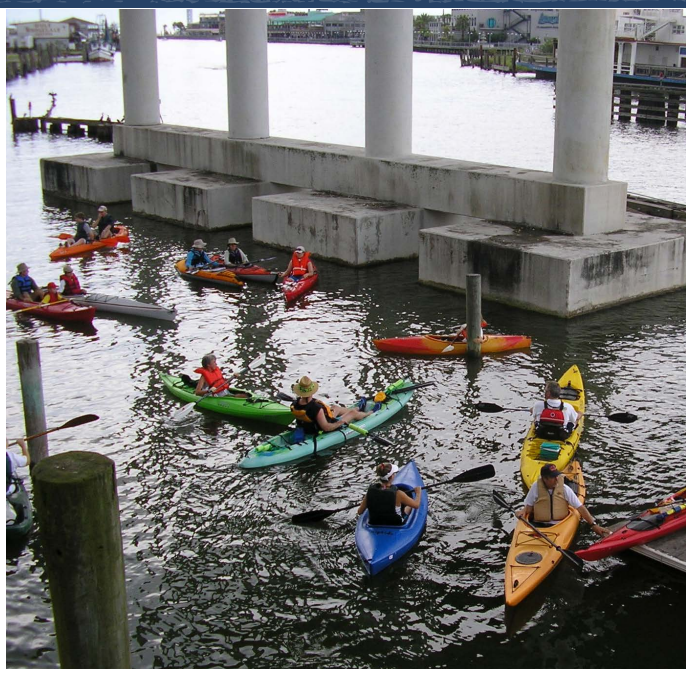



SHERIFF







Future Needs

At all levels of government, the demands for public building space usually increase as the service population grows and the level of service expands. In this general overview of the community's major facilities, general recommendations and guidelines were suggested for determining the need for new, expanded or more centralized facilities. Future public facilities should be coordinated with prioritized growth areas in order to provide direct services to residential areas and promote service efficiency across the system. Seabrook exceeds recommended service levels in almost all capacities—from the police department to the projected water supply. Providing high-quality services is, and will continue to be, a priority for the City of Seabrook. The growth projected for the area will not put unmanageable pressures on the City's infrastructure, staffing, or operational facilities.

With the construction of the new public works and animal shelter complex to be completed in 2017, the public works department and subsequent services have designed enough flexible spaces so that buildings on the site can be custom built-out to meet the projected future demands. The fire department, police department, and city administration are all housed in newer buildings that will sufficiently meet the needs of Seabrook's projected growth. However, the City will need to continue the maintenance and replacement of City vehicles, equipment, and technology. Seabrook may consider implementing a cyclical replacement program to ensure timeliness. Continue to maintain the police force and fire departments with enough personnel to sufficiently accommodate future growth demands.

Seabrook's water supply is limited due to the allotted contract amount agreed upon with the City of Pasadena. Water conservation efforts must continue to be a priority for both the City and residents to ensure community resiliency and adequate provisions. The only area for increased capacity considerations is the WWTP, which is due to the facility's limited capacity to manage overflow during heavy rain. There are currently no plans to relocate or expand the facility's capacity nor expand the wastewater pipelines; however, it is worth noting these capacity issues for future discussions and considerations.

The City has an extremely successful rate of project implementation stemming from its annual CIP process—i.e. the public works complex. This kind of plan-to-action momentum will be necessary to build on the community's past successes and accomplish future goals. This table is an example of the space projections provided by each department to the City during annual CIP budgeting processes. Each department should maintain these projections for their needs and continuously be aware of the changing demands and needs of their services and personnel, so that the City can continue to provide the high-quality level of service.

TABLE 2.10, FUTURE FACILITY NEEDS

FACILITY NAME	2038 BUILD-OUT (SQUARE FEET)
Public Works/Parks	2,369 SF
Support Spaces	6,600 SF
Public Works Operations	23,205 SF
Total Projected Build-Out:	**32,174 SF**
Existing:	15,444 SF
Animal Control	3,949 SF
Existing:	2,010 SF
Exterior Site Storage	110,280 SF
Existing:	70,630 SF

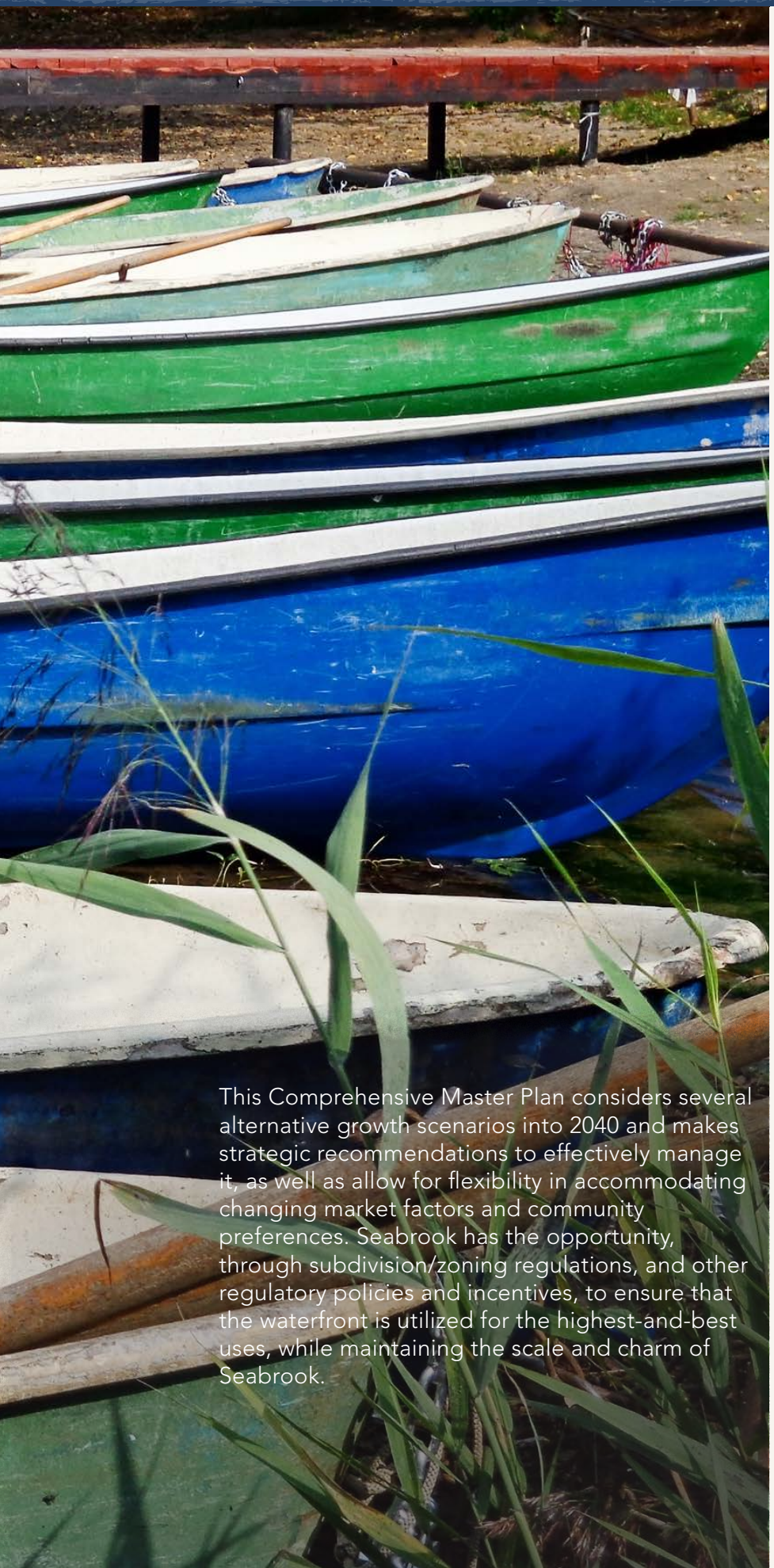
Source: City of Seabrook Public Works Assessment (2014)



Nearly 44 percent of community survey respondents consider the waterfront to be Seabrook's greatest opportunity.

WATERFRONT DEVELOPMENT

Seabrook's location, being just 30 minutes from downtown Houston along the waters of Clear Lake and Galveston Bay, makes the City an ideal stop for waterfront recreation, eco-tourism, fresh seafood markets, antique shops, and bed-and-breakfast establishments—not to mention an eclectic collection of local shops, eaterys and businesses. The waterfront within Seabrook's city limits is important to the City's overall character and future development opportunities. Recent plans, studies, and surveys taken in Seabrook, including the South Seabrook Marine Waterfront Development Plan (heretofore referred to as the Waterfront Development Plan), all identify the development of Seabrook's waterfront areas and provision of public access to and along the water as a key objective. When asked what makes Seabrook attractive and distinguishable from surrounding cities, the most repeated responses received from the community survey were: the waterfront, the potential for waterfront development, access to the lake/bay, opportunities for water recreation (boating, fishing, etc.), and coastal living. It is clear from the planning process and previous surveys, that the waterfront is an important resource—to both residents and visitors—that should be carefully and strategically developed in order to leverage its unique environment.



This Comprehensive Master Plan considers several alternative growth scenarios into 2040 and makes strategic recommendations to effectively manage it, as well as allow for flexibility in accommodating changing market factors and community preferences. Seabrook has the opportunity, through subdivision/zoning regulations, and other regulatory policies and incentives, to ensure that the waterfront is utilized for the highest-and-best uses, while maintaining the scale and charm of Seabrook.

Not Just a Destination, but the Doorway to the Destination

Waterfront developments offer the perfect starting point for visitors in terms of:

- ***Orientation.*** Getting one's bearings, being able to step away from the hustle-and-bustle of life and enjoy a moment away from it all in a special place.
- ***Imagination***. Soaking up the sights, sounds, and smells of the waterfront, generating excitement and inspiration.
- ***Navigation.*** The waterfront is a place to get information about Seabrook, deciding what to do or where to go for the next great experience.
- ***Experimentation.*** Getting a taste and feel for the culture, the local spirit of hospitality and all that defines Seabrook and makes it special.
- ***Invitation.*** The waterfront area(s) can also be an attractive/convenient platform for other attractions and events to attract visitors, and encourage them to mingle with the locals; and,
- ***Celebration.*** Feeling the energy and soul of the place, enjoying the experience of being in such a special place.

Source: Mendiratta, Anita. "Waterfronts: Tourism Treasure Chests." Compass - Insights into Tourism Branding. CNN TASK Group. March 2013.


SEABROOK
Waterfront District



The Point's Infrastructure Improvements

The Seabrook Waterfront District, also known as The Point, completed major infrastructure construction in 2014. The redevelopment of this area will attract more businesses and improve the infrastructure to be more resilient during major storms.

The project included:

- *Widening the right-of-way;*
- *Elevating the roadway to an elevation of seven feet;*
- *Adding concrete curbs;*
- *Laying underground utilities;*
- *Installing decorative lighting;*
- *Developing pedestrian friendly sidewalks;*
- *Paving seven of the unused side street rights-of-way for parking, and;*
- *Improving the landscape with the addition of palm trees.*

The project extends from the "second cut" bridge on Todville Road to Petite Street. Petite is the last cross street right-of-way and is located at the point of a former shrimp boat wharf on the channel side of the street, near the end of the street.

The adjoining lots received fill material to raise their driveways and parking areas to match the new elevation. The vacant lots also got fill to slope the new grade down to their existing elevation. The owners of several properties elected to have their entire lot filled to the road elevation in lieu of being paid any cash for the right-of-way widening.

The project secured a permit from the US Army Corps of Engineers that allowed for material to be removed from Pine Gully to provide fill material for street elevation, and to place some of this material in the Bay for the right-of-way widening. The Texas General Land Office also provided permission for the filling of some Bay property for the widening. Businesses and individuals located along the waterfront may choose to cover the additional cost to have their lots elevated with additional material.

Development Framework + vision

Public input cited the waterfront repeatedly as a very underutilized community asset with the most opportunity for future development. The waterfront is projected to support new and replacement real estate development in the future. According to the Waterfront Development Plan, waterfront areas could potentially absorb 690 residential units, 1,042,000 square feet of retail space, and 300,000 square feet of office space. Even though growth is projected for Seabrook, it is not guaranteed; Seabrook must continue to take an active role in pursuing opportunities and reinvesting in the community to attract investment.

Many of the guiding principles established in the Waterfront Development Plan are reaffirmed in this Plan and will continue to form the long-term vision and basis for waterfront planning and development in Seabrook. The principles related to waterfront development are:

» Build on Seabrook's unique southern-coastal character

» Achieve sustainable economic development

» Emphasize revenue-producing or Federal/State-funded public projects

» Continue to make infrastructure improvements

» Enhance the natural environment

» Improve Seabrook's image and identity

» Improve visual quality and promote civic pride

» Encourage and maintain water-oriented uses along the waterfront

» Create multi-use corridors to connect districts, recreational amenities and public spaces

Redevelopment of the waterfront areas will not happen overnight, but rather, as a series of incremental improvements over a period of time that could span for decades. Knowing this, it is most important for the City to follow the guiding principles of this plan, in order to remain flexible and open to opportunities that may emerge unexpectedly during this time. The community desires to offer a unique and unmatched waterfront environment to both tourists and residents of the community—one that includes nature, recreation, unique experiences, and helps to define Seabrook's character and identity.



Existing Zoning Classifications Related to Waterfront Development and Activities

Sec. 3.10. - WAD Waterfront Activity District.

3.10.01. Description: This district is specifically designed to accommodate a select group of commercial and recreational land use activities associated with waterfront areas. The primary land use orientation of the district is retail-commercial establishments with a waterfront marine-coastal theme. In accordance with Comprehensive Master Plan 2030.

Sec. 3.11. - MMU Marine Oriented Mixed Use District.

3.11.01. Description: The MMU marine oriented mixed use district is primarily aimed at accommodating the establishment of waterfront and over-water activities, primarily marinas, shipyards and their associated commercial activities. The land uses within this district are also intended to meet a portion of the community's tourism and recreation demand.

Source: Seabrook Comprehensive Zoning Ordinance, Section 3.10 and 3.11. Accessed March 2016.

Potential Funding Sources

The City cannot finance all of the work that needs to be done along the waterfront—receiving grants can be a powerful way to build excitement and attract additional investment from both public and private resources. Grants are given for recreational, environmental, hazard mitigation, economic development, technical assistance and educational projects, to name a few.

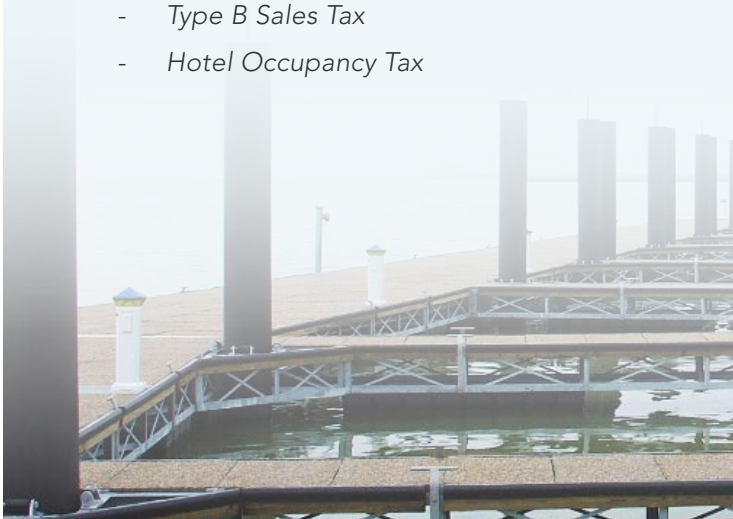
Much of the funding for waterfront-related projects will likely be obtained from Federal, State and local grant programs. In order for the City to compete for potential grant funding opportunities and application processes, it is recommended that a City staff member or committee be charged with coordinating this information on an ongoing basis.

One successful incentive and fundraising tool that can be used by cities include the designation of a Special Management District like a Tax Increment Redevelopment Zone (TIRZ). Special Management Districts involve the creation of a special taxing entity for a designated improvement district that collects a small additional percentage of tax on all goods and services within that district. The funds collected are then made available to the City to fund improvements in that district without the need to compete with other areas of the community for the limited funding available. The purpose of these special districts is to cycle any new tax revenues generated from the district back into the district to help with future improvements or repay bonds that may have been issued to kick-start redevelopment efforts. The City may consider the creation of these districts in areas most likely to see development in the next 10 to 15 years—with the intent of sparking private investment with new infrastructure like streetscape, road reconstruction, and land assembly. Two ideal locations for the creation of a special management district include Old Seabrook and The Point.

The City can also seek funding to boost economic development and tourism opportunities throughout Seabrook. Eco-tourism and

Potential Funding Agencies:

- *TxDOT Transportation Enhancement Program*
- *Federal Emergency Management Agency (FEMA)*
- *US Army Corps of Engineers (UASCE)*
- *Texas Commission on Environmental Quality (TCEQ)*
- *Environmental Non-Governmental Organization (NGOs)*
- *Local Utilities*
- *Texas General Land Office (GLO)*
- *Harris County Flood Control District (HCFCD)*
- *Texas Parks and Wildlife (TPW)*
- *Environmental Protection Agency (EPA)*
- *Redevelopment Authorities*
- *Development Corporations*
- *Special Financing Districts*
  - *Tax Increment Reinvestment Zones (TIRZ)*
  - *Redevelopment/Development Authorities*
  - *Municipal Management Districts*
- *Dedicated Sales and Use Taxes*
  - *Type B Sales Tax*
  - *Hotel Occupancy Tax*



Potential Grant Funding:

- *Boating Access Grants*
- *Local Park Grant Program*
- *Outdoor Recreation Grants*
- *Recreational Boating Safety (RBS)*
- *Recreational Trails Program*
- *Boating Infrastructure Grants*
- *Sport Fish Restoration Act*
- *RESTORE Act*
- *Flood Mitigation Assistance*
- *Texas Enterprise Fund*
- *Coastal Leasing and Easements*
- *Resource Conservation and Development*
- *Community Development Block Grant (CDBG)*
- *Aquatic Resource Education/ Environmental Education Grants*
- *Coastal Management Program (CMP)*
- *Transportation Enhancements*
- *Coastal Impact Assistance Program (CIAP)*



conservation efforts are major causes for which grant funding is made available. Specifically, boat access grants, outdoor classroom/education grants, flood mitigation grants, and recreational trails programs, to name a few. There are also grants and funding opportunities for coastal preservation and habitat conservation, as well as species protection; all of which have the potential to contribute indirectly to tourism, economic development and perception, while directly improving the environment and resources of the area.

It is important to note that most cities cannot afford to complete all of the recommendations outlined in this plan. Therefore, it is important to identify the top priorities that are more critical and will provide the most momentum for future projects to build from. Many of the waterfront recommendations will take several years to complete, but this plan will help the City to identify the low-hanging fruit—essentially the projects with the most implementation capacity and/or momentum—and identify funding for the more costly projects.

In the future, the City will need to continue to seek funding and opportunities to develop partnerships for successful development of the waterfront areas. Maintaining a proactive, but flexible approach to the future development opportunities along the waterfront will ensure the City is prepared to make the best decisions and provide the highest and best use for some of its most important real estate.

Waterfront Implementation Strategies

The ideas provided in this Plan and other studies must be able to be successfully implemented within the City's zoning regulations. In addition to zoning regulations, the implementation strategies for future waterfront development in Seabrook stem from the public input, previous small area plans, and the Future Land Use Plan in Chapter 2.

» ***Consolidate District Boundaries and Unify Zoning.*** The zoning of the Mixed Use/Lakefront District is somewhat a patchwork series of land uses that does not lend itself to large-scale projects or opportunities. It is recommended that this area be unified under one designation that allows a variety of higher-intensity uses.

The Point should be envisioned as a mixed-use development that maintains marina services as the dominant land use. The City must have a clear vision and the regulations in place to achieve the highest and best uses.

» ***Provide Waterfront Access.*** Uninterrupted perimeter access and marina-oriented goods/services should be provided with new development along the waterfront. This can include boat docks, boat ramps, bait shops, boat parking at waterfront restaurants, a boardwalk, and fishing piers. Waterfront access plays a role in the community's appeal, thus, streetscape upgrades and a multi-use path connections should be promoted in all waterfront areas for the purpose of enhancing walkability. For example, connect The Point to the Mixed Use/ Lakefront District and Old Seabrook via pedestrian and multi-use trails—maybe a boardwalk facility. Seabrook will need to also consider expanding its marina facilities, including both resident and transient dockage.



Provide Public Access



Seek Unique Funding Opportunities



Unify Zoning Districts

Photographer: Ruth Burke
www.ruthburke.photoshelter.com



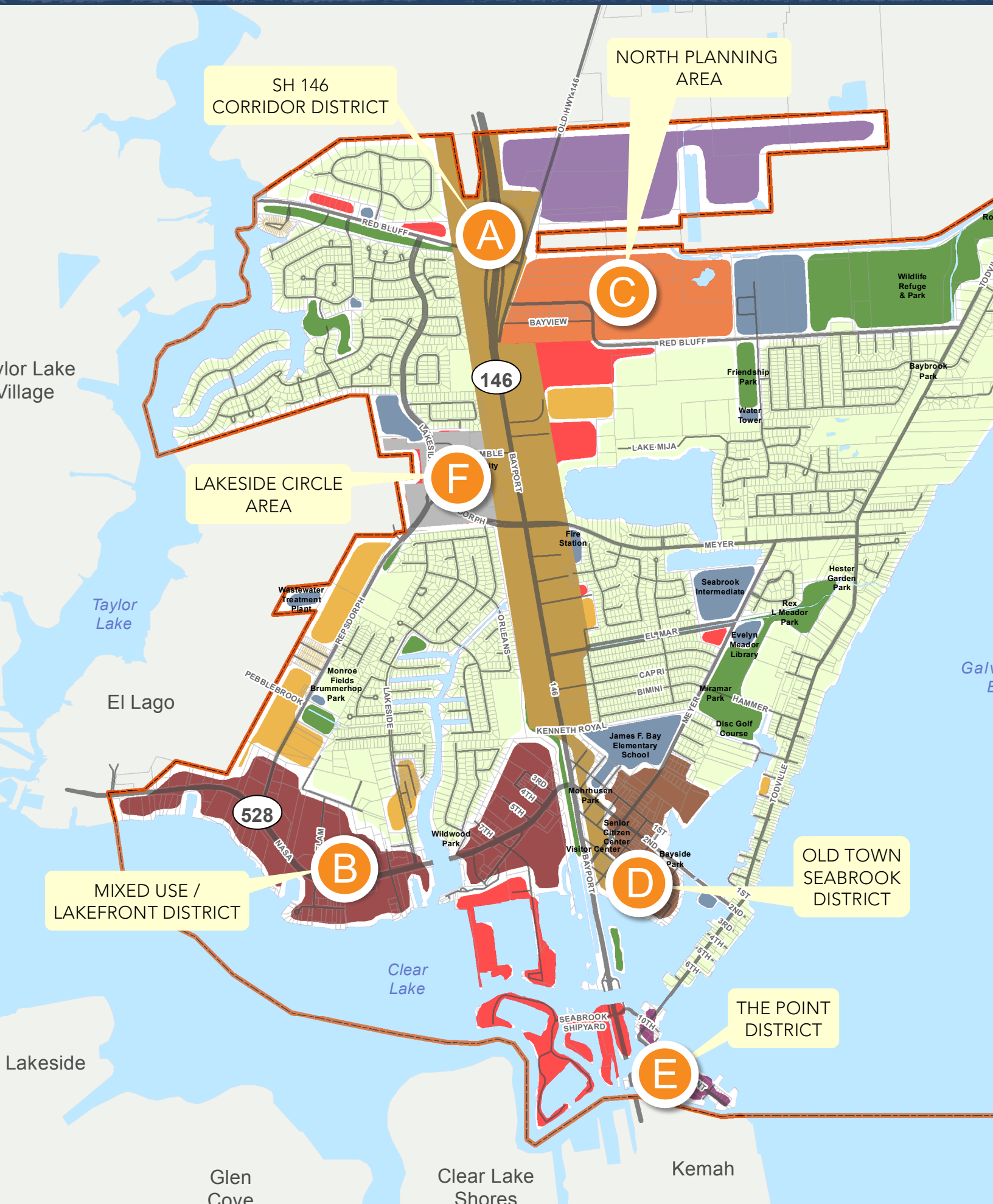
Incentivize Waterfront Development

» ***Incentivize Waterfront Development.*** Continue to work with local developers and remain open to unique partnership opportunities with private entities to encourage waterfront investment. The photo to the left is a good example of iconic development can be seen in the region today, and should be encouraged along the waterfront properties in Seabrook.

» ***Seek Funding Opportunities.*** Continuously seek and apply for funding opportunities, including public-private partnerships, grants, special district designations, etc. One project mentioned in the Waterfront Development Plan that could likely seek funding from several sources is the creation of a habitat and recreation island that offers The Point and Old Town Seabrook protection from storm events

» ***Code Enforcement.*** Improvements for waterfront areas should go hand-in-hand with community revitalization efforts of this Plan, including code enforcement and maintaining the city's image.

» ***Implement the Waterfront Development Plan.*** Because the waterfront is such a major asset to the community, it is imperative that the City maintain it's focus on generating investment and enhancing its role in the Seabrook experience.


SH 146
CORRIDOR DISTRICT
NORTH PLANNING
AREA
LAKESIDE CIRCLE
AREA
MIXED USE /
LAKEFRONT DISTRICT
OLD TOWN
SEABROOK
DISTRICT
THE POINT
DISTRICT
A
B
C
D
E
F
146
528
OLD HWY 146
RED BLUFF
BAYVIEW
BAYPORT
LAKE MIJA
MEYER
EL MAR
CAPRI
BIMINI
HAMMER
KENNETH ROYAL
TODVILLE
LAKESIDE
ORLEANS
REPSDORPH
PEBBLEBROOK
NASA
1ST
2ND
3RD
4TH
5TH
6TH
7TH
10TH
Wildlife
Refuge
& Park
Friendship
Park
Water
Tower
Baybrook
Park
Fire
Station
Seabrook
Intermediate
Hester
Garden
Park
Rex
L Meador
Park
Evelyn
Meador
Library
Miramar
Park
Disc Golf
Course
James F. Bay
Elementary
School
Mohrhusen
Park
Senior
Citizen
Center
Visitor Center
Bayside
Park
Wildwood
Park
Wastewater
Treatment
Plant
Monroe
Fields
Brummerhop
Park
SEABROOK
SHIPYARD
Taylor
Lake
El Lago
Clear
Lake
Lakeside
Glen
Cove
Clear Lake
Shores
Kemah



Planning Areas and Special Districts:

A. SH 146 Corridor District
B. Mixed Use/Lakefront District
C. North Planning Area
D. Old Town Seabrook District
E. The Point District
F. Lakeside Circle Area

PLANNING AREAS AND SPECIAL DISTRICTS

As discussed, the City of Seabrook and the surrounding region have experienced increased development and growth in the last decades. As coastal communities, like Seabrook, begin to reach build-out, unique development and redevelopment opportunities become critical for consideration. What is developed today can last well into the future, therefore it is important to identify and prioritize what the residents and City desire and need in the key remaining areas.

Currently, 1,149 acres of land remains undeveloped in Seabrook, equating to approximately 8.14 percent of the City's total acreage (previously discussed in this chapter).

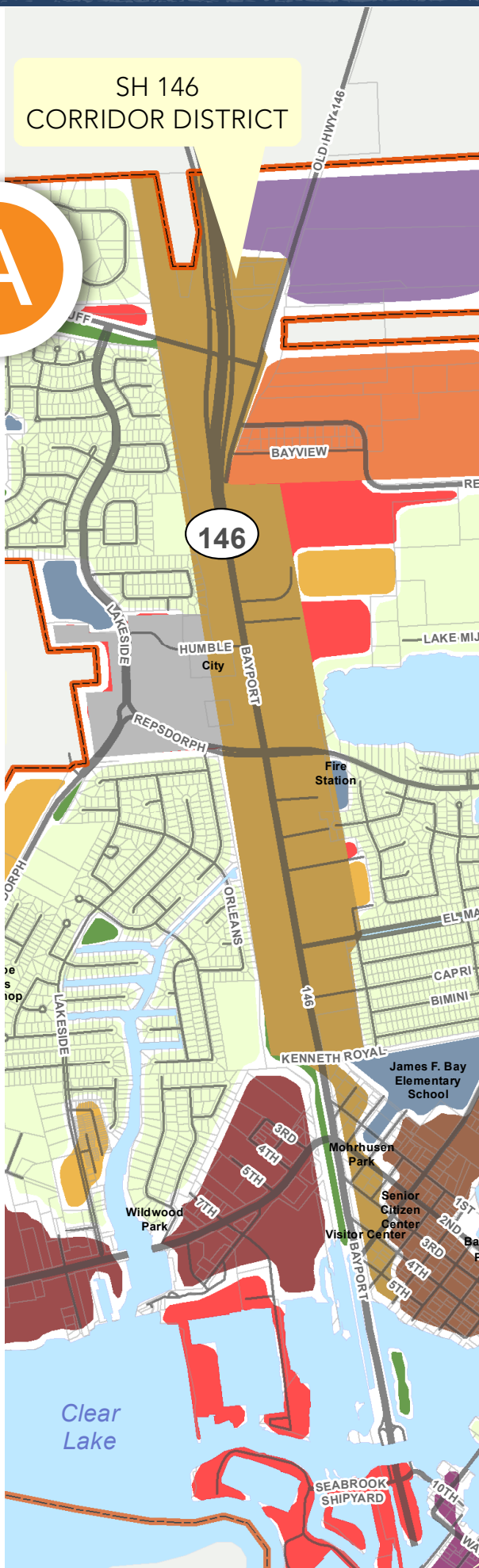
What is the highest and best use for these remaining areas? How can new opportunities for improvements, including new development and infill/redevelopment, add to Seabrook's identity? These questions are addressed in the five opportunity areas that have been identified in *the map on the left.*

The following areas discussed will serve as a guide to how these areas should manage growth and opportunity. The recommendations for potential programs, implementation strategies, and financing options in these areas will help City leadership and staff encourage and implement successful projects.

SH 146 CORRIDOR DISTRICT

Much of the property is currently developed with a mix of retail, services, and restaurants. The expansion of SH 146 will involve widening the ROW that will affect the future of adjacent properties. Development of the properties in the corridor should be closely monitored during and after the construction of SH 146 to mitigate unwanted uses. Policies should be in place to encourage desired commercial businesses along the highway frontage and discourage residential uses. Special consideration should be made for policies that encourage infill development on vacant parcels and reinvestment of existing properties. A designated zoning on the corridor would complement the existing development code by including specific highway-oriented specific design and development standards. Design standards may address enhanced landscaping, site development, exterior design, signage requirements, and limiting allowed uses. The beautification of the corridor should be a priority, since it is one of the major gateways to the City.










Source: http://archcomm.arch.tamu.edu


Source: http://archcomm.arch.tamu.edu



INTENT:

- *Provide build and no-build options*

CHARACTER:

- *The corridor remains primarily retail/service regardless of build/no-build option*
- *Design guidelines to encourage quality rebuilds and new construction*
- *Don't grant variances to undesirable non-conforming uses created by the SH 146 widening*
- *Assist desirable businesses during construction*
- *Incentivize new desirable businesses after construction*
- *Establish a consistent theme and style*

OBSTACLES:

- *On-going SH 146 schedule uncertainty*
- *Fragmented ownership*

RECOMMENDATIONS:

2.1 ***Create a unified zoning district for the entire SH 146 corridor incorporating consistent signage, landscaping, and building appearance upon redevelopment or new development in the corridor.***

2.2 ***Coordinate with TxDOT to incorporate Seabrook-specific design enhancements into the design of the freeway construction (as determined by the recommended master landscaping and city branding plan).***

2.3 ***Coordinate with TxDOT and property owners to consolidate driveways wherever possible during reconstruction.***

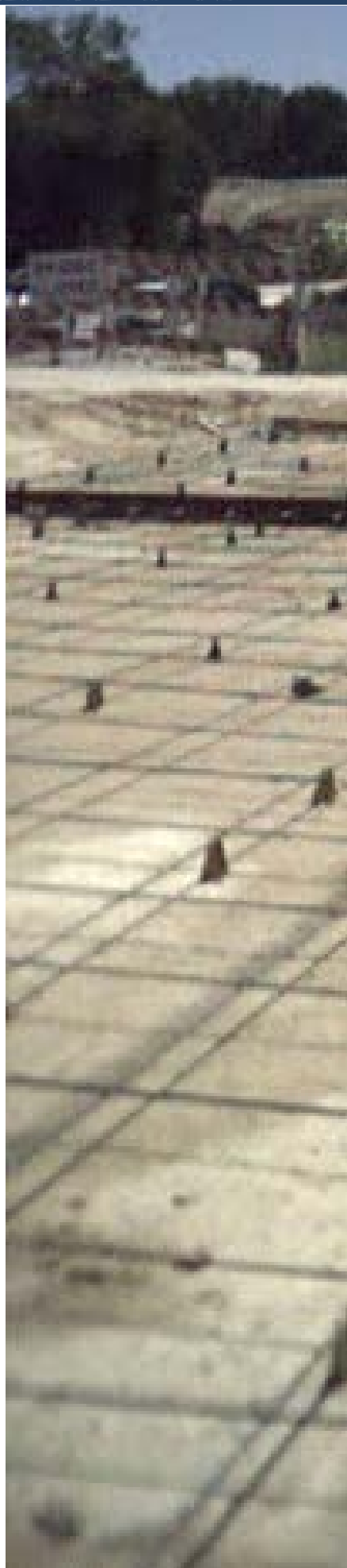
2.4 ***Ensure City development codes require cross-access easements between parcels at time of platting or site plan approval.***

2.5 ***Establish minimum driveway spacing requirements.***

2.6 ***Require traffic impact analysis for new development to identify the need for right turn lanes or other traffic impact mitigation measures.***

2.7 ***Revisit the ordinances periodically as the plans for the SH 146 Corridor progress to ensure adjacent properties develop in an appropriate manner.***

**Note: The recommendations in bold are discussed in greater detail in Chapter 6, Implementation Plan.*



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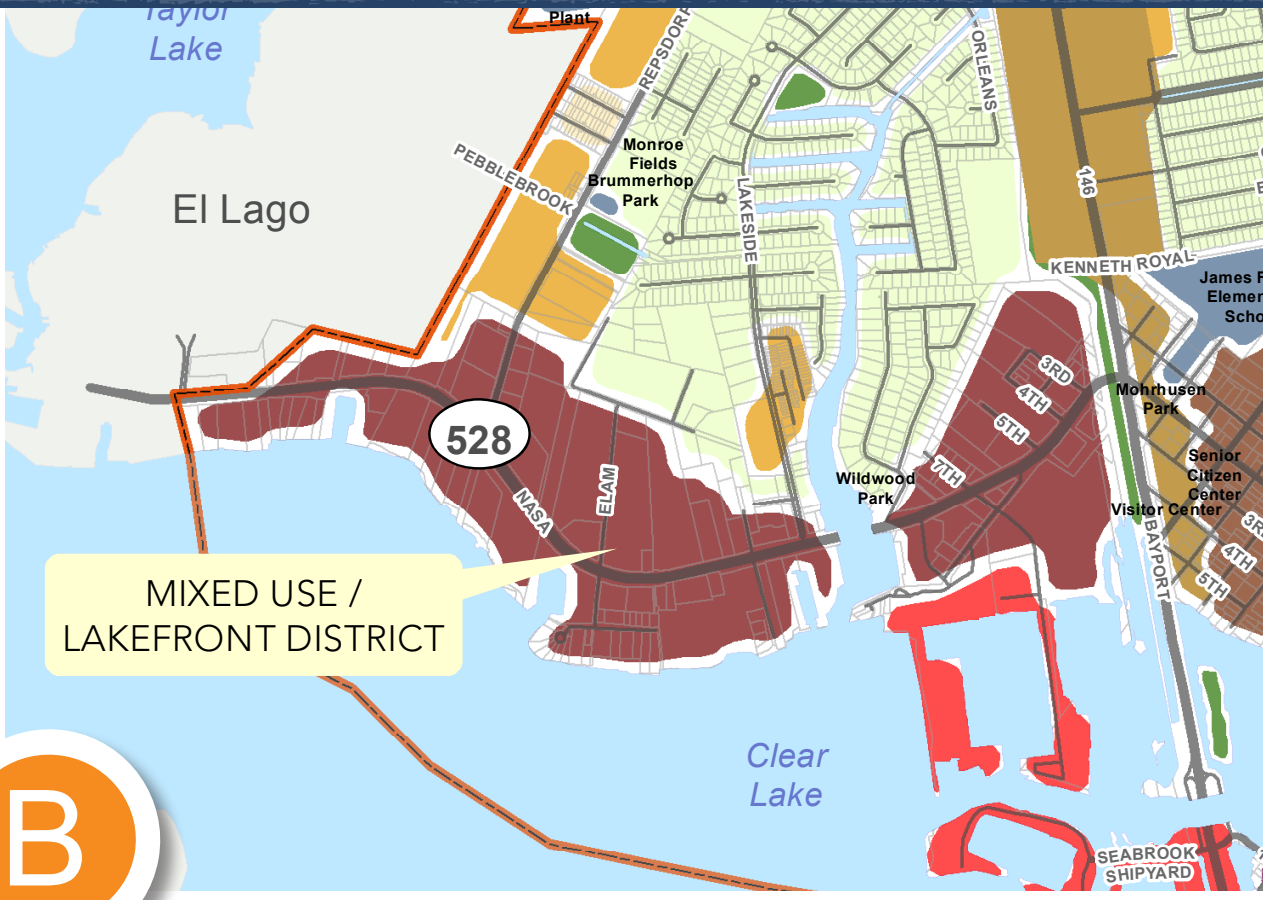
Landry's





B

MIXED USE / LAKEFRONT PLANNING AREA

Properties along NASA Parkway, west of the SH 146 intersection provide an ideal setting for mixed use businesses in conjunction with marine-type uses. The existing Waterfront Activity (WAD) zoning is designed to accommodate waterfront activities and associated commercial uses such as restaurants, retail shops, recreational services, and hotels that attract waterfront tourism. As a major entry corridor, uses should complement the idea of a vibrant community and encourage Seabrook's community character through enhanced landscaping, improved pedestrian facilities, new signage, and better connectivity between uses and the lake. Directional signage within the district and other key entertainment districts in Seabrook creates unity within the district and cohesion throughout the city. Existing low density residential along the shoreline presents an obstacle to maximize utilization of the lakefront. Higher density retail and residential should be encouraged in this district while the SH 146 corridor is under construction. The construction of mixed use buildings with retail/restaurants, public parking and new pedestrian facilities generates a welcoming and dynamic environment to encourage patrons, especially families, to visit and linger.





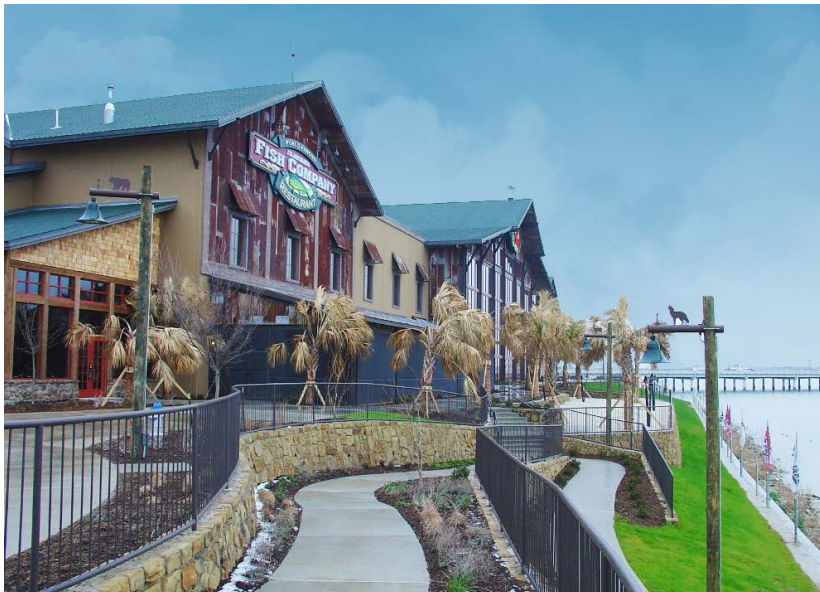
INTENT:

- *Maximize value of the Clear Lake frontage and access*
- *Provide development opportunities while SH 146 schedule is in limbo and during construction*
- *Encourage an interaction of higher density residential and compatible non-residential retail, restaurant, service, and entertainment uses*



CHARACTER:

- *Lake-oriented location of structures*
- *Possible boardwalk location*
- *Good location for hotels and events centers*
- *Flexible location and interaction of uses*
- *Easy permitting to transition between uses on individual properties over time*



OBSTACLES:

- *Fragmented ownership*
- *Existing uses not necessarily integrated*

RECOMMENDATIONS:

2.8 ***Expand the boundaries of the existing Waterfront Activity Zoning District (WAD) to encompass the entire Clear Lake frontage and the frontage on both sides of NASA Parkway including special architectural and landscape standards.***

2.9 ***Designate an entry to the city on NASA Parkway as a gateway with enhanced entry signage and pedestrian improvements.***

2.10 ***Promote connectivity throughout the district and city with directional signage.***

2.11 ***Revise the description of the WAD in Section 3.10.01 to remove the "small town character" intent. The WAD should be a higher intensity urban area.***

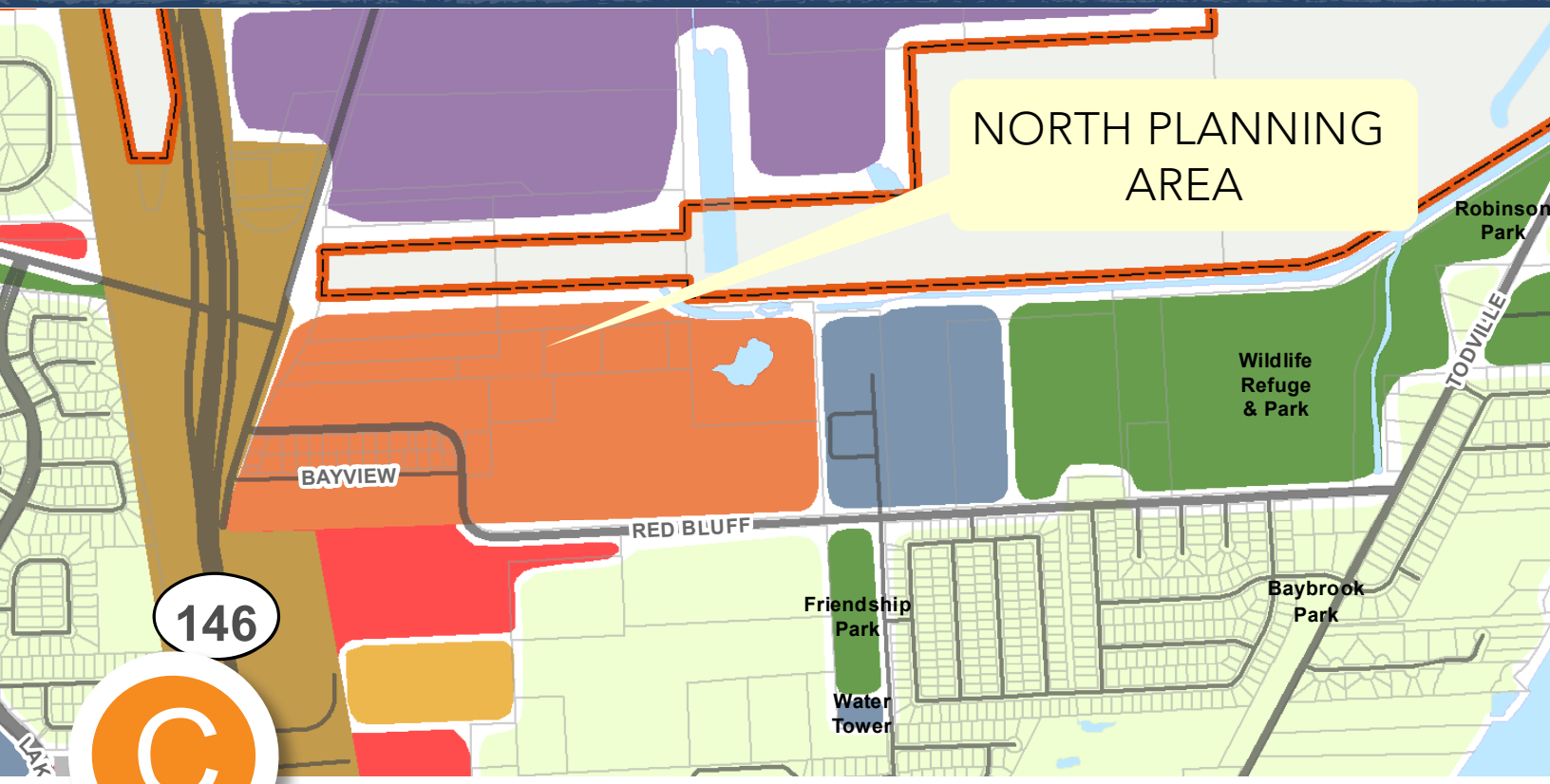
2.12 ***Implement the view corridor and boardwalk recommendations contained in the South Seabrook Marine District Waterfront Development Plan.***

2.13 Within the WAD, establish a minimum building height (except for restaurant and entertainment venues) to encourage higher density uses (the WAD currently has an unlimited maximum building height).

2.14 Consider sub-districts north and south of NASA Parkway to allow for the different character away from the water, but important to have consistent motif on both sides of NASA Parkway from the western city limit to SH 146.

**Note: The recommendations in bold are discussed in greater detail in Chapter 6, Implementation Plan.*





NORTH PLANNING AREA

With light industrial zoning to the north this property provides space for additional industrial development. The location gives the site significant visibility and direct access to SH 146 making it optimal for light industrial or heavy commercial uses. This area could prove a strong tool to attract new industry to the city. Alternatively, this land is directly adjacent to residential and commercial areas to the south. Commercial development, or a mix of commercial and residential could be more appropriate as light industrial uses and traffic could prove a nuisance to the surrounding area. With concern for the availability of diverse housing, this planning area provides an opportunity to allow additional housing options within the city. The flexibility of the area to transition to a range of different types of development is a unique opportunity. The city must determine what type of development best aligns with the vision in order to direct future investment. The future of the SH 146 corridor development may have a significant impact on the future and should be taken into consideration as the project evolves.


PINE GULLY
Pine
Gully
Park
Cemetery
Camp Case
Mare













INTENT:

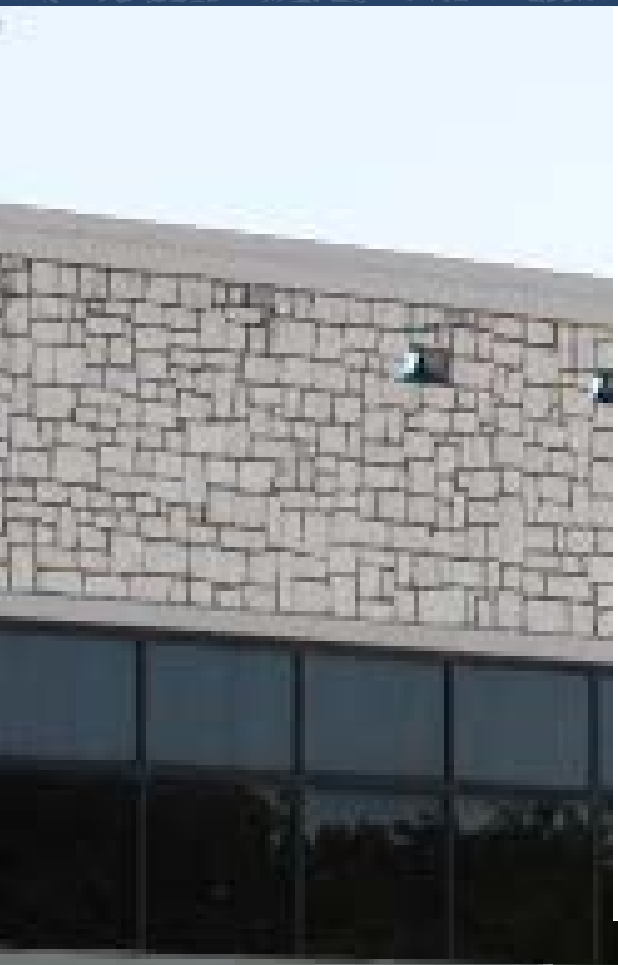
- *This is an area that has disparate edge conditions*
- *Future land uses in this area could "swing" toward residential or industrial depending on market demands that may develop*
- *Therefore, the future land use plan should be flexible to account for unknown future conditions*

CHARACTER:

- *Industrial uses would be compatible with the port-related facilities to the north*
- *If/when industrial uses develop, special requirements to screen (noise, light, visual) the area from the residential uses to the south should be required*
- *Adequate transportation facilities should to be in place to support the uses that develop*
- *Once one use or the other (residential or industrial) begins to take hold, the "planning area" should be removed from the future land use plan in favor of the use that is becoming predominant*

OBSTACLES:

- *Threats to existing residential areas*
- *Competing land use interests*



RECOMMENDATIONS:

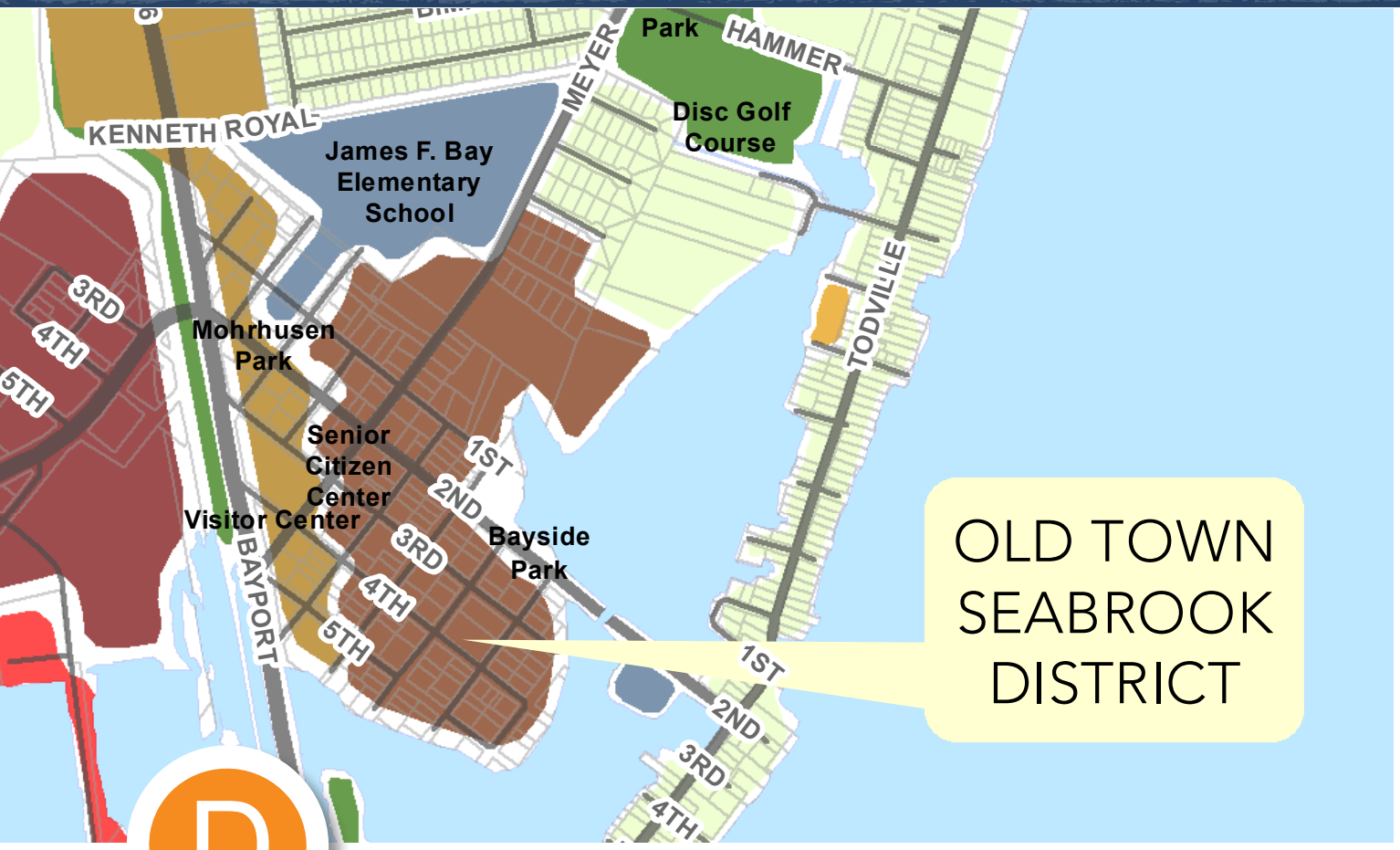
2.15 ***Create a new zoning category between the intensities of Heavy Commercial (C3) and Light Industrial (LI) that would allow warehousing, logistics, offices, and low impact industrial uses, but preclude the more objectionable uses allowed in LI.***

2.16 Establish design guidelines to require tilt wall building construction, paved parking, landscaping, and other aesthetic and buffering considerations (including lighting restrictions) in the new zoning category.

2.17 Revisit comprehensive plan in the future to revise the intent of this area once it has been determined.

**Note: The recommendations in bold are discussed in greater detail in Chapter 6, Implementation Plan.*





OLD TOWN SEABROOK DISTRICT

The existing old downtown area currently hosts original and historically designed buildings. Small blocks and narrow streets help to foster a welcoming pedestrian environment. Uses in the area include local restaurants, retailers and services. Currently, the zoning in the area is designed to allow low density and low traffic uses. This zoning also promotes the goals acknowledged by the City to capitalize on the area as a small commercial center and tourist destination. The city recognizes the conflict between safety regulations requiring buildings to be elevated and the preferred seaside town theme. The City must coordinate to create a seamless transition, or unique solution, between new and existing structures to preserve character of the district and to encourage new investment. Specific zoning regulations should address street design, landscaping, density requirements, and exterior appearance to ensure low density commercial development and pedestrian-friendly design. It may also be a consideration to enact a preservation ordinance to preserve historic buildings and regulate rehabilitation to match the prevailing motif. The design of the area should separate it from other entertainment districts by creating a unique sense of place for community gatherings and events, with specialty business and improved programming.


BARNARD'S
Antiques
&
Whimsical
Treasures


OCEANVIEW
ART
GALLERY


Love







INTENT:

- *Small scale-mixed residential, shops, restaurants, and entertainment*
- *Unique, non-chain establishments*
- *"Small Town Seaside Village" motif*
- *Walkable; pedestrian friendly*

CHARACTER:

- *Special design guidelines*
- *Flexible location and interaction of uses*
- *Easy permitting to transition between uses on individual properties over time*
- *Possible overlay ordinance*
- *Locally-serving, with special events to attract moderate outside visitors at limited times*

OBSTACLES:

- *Revised floodplain elevation requirements*
- *Interaction of existing uses at ground level and new uses at much higher elevations*
- *Creating the proposed motif with extensively elevated structures*
- *Competing land use interests*





RECOMMENDATIONS:

2.18 ***Revise the existing OS zoning category – a) revise the description to include nautical and seaside motifs; b) add microbreweries, wine bars, and theaters by CUP; c) restrict new single family uses on Main Street to CUP; and d) revise maximum height and use restrictions.***

2.19 ***Consider Overlay zoning ordinance for district specific design regulations for the proposed "small town seaside" motif.***

2.20 ***Establish an overlay district for Main Street incorporating building architecture and maximum building size matching the desired small-scale nautical/seaside themes.***

2.21 ***Prepare and implement a pedestrian plan to connect the various key destinations, including a future centralized parking solution, within the District.***

2.22 ***Research, evaluate, and implement a shared centralized parking solution.***

2.23 ***Review permitting requirements in the district to promote reinvestment in existing structures.***

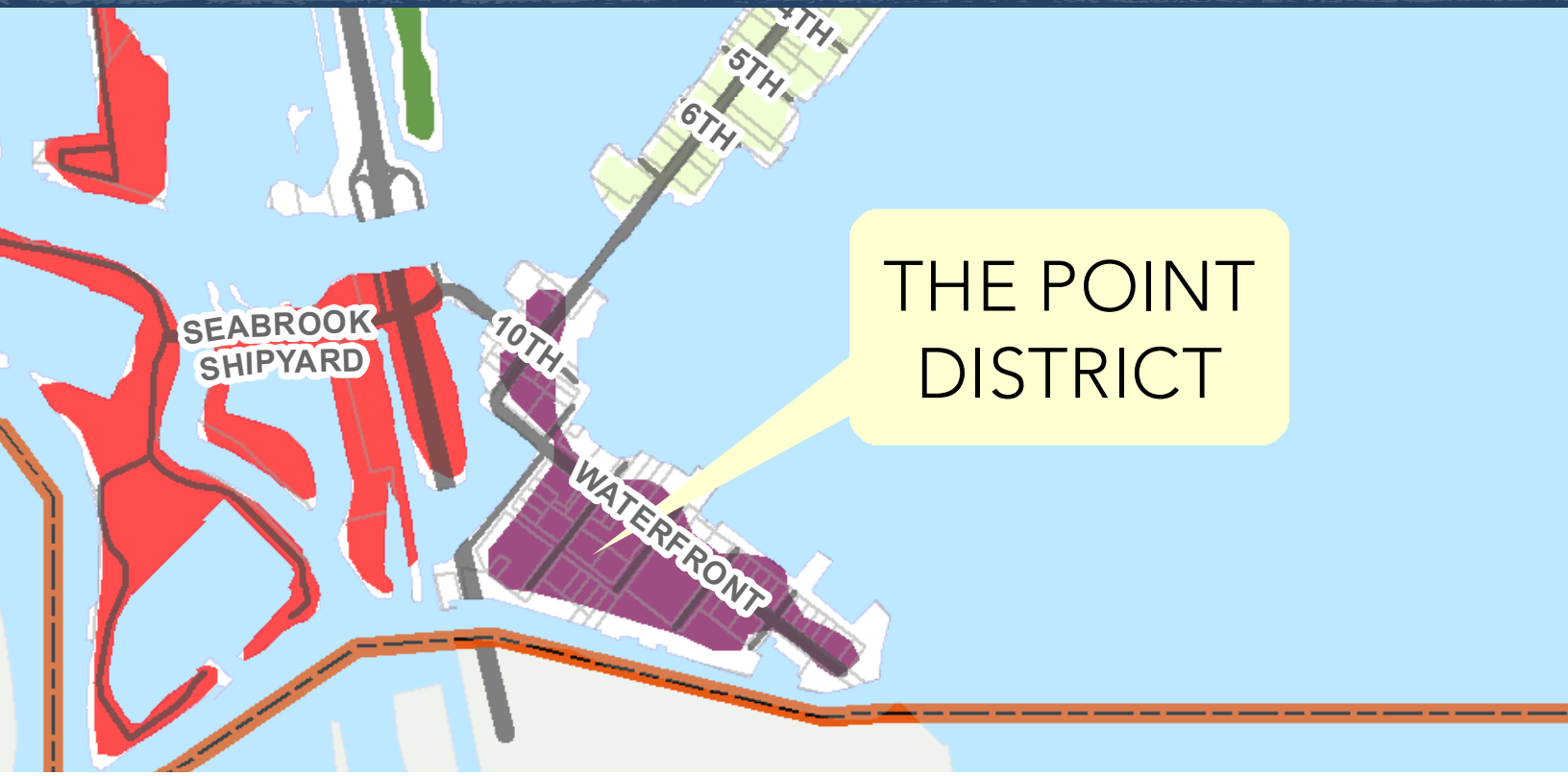
2.24 Remove the properties along Todville Road from the existing Old Seabrook (OS) zoning district and convert to R1.

2.25 Restrict new single-family homes on Main Street to CUP.

2.26 Establish design guidelines for the transition between properties with significant elevation changes.

2.27 Review existing Old Seabrook ordinance to revise maximum height and use restrictions.

**Note: The recommendations in bold are discussed in greater detail in Chapter 6, Implementation Plan.*

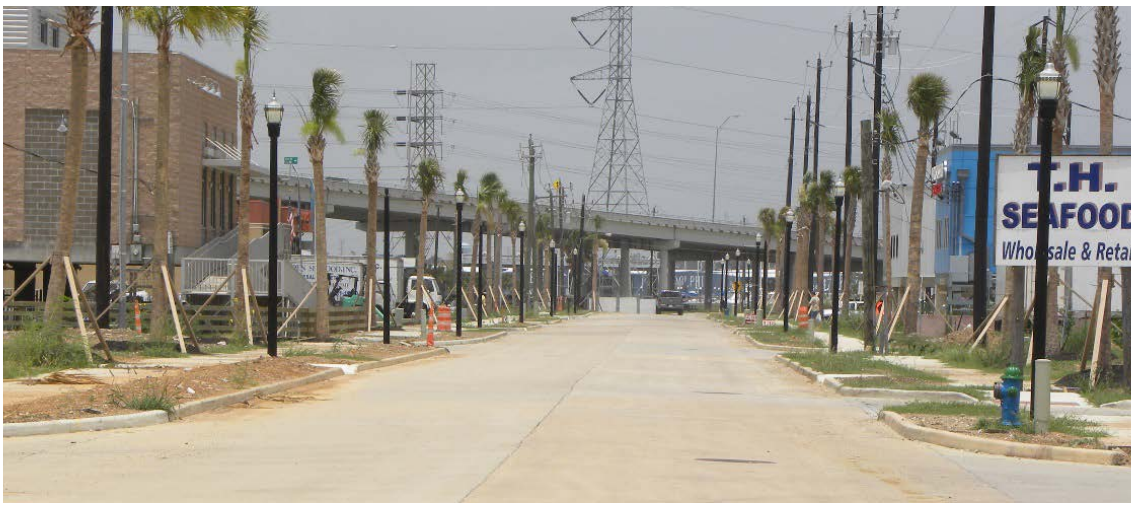

4TH
5TH
6TH
SEABROOK SHIPYARD
10TH
WATERFRONT
THE POINT DISTRICT



E THE POINT DISTRICT

This small peninsula at the southernmost edge of the city is underutilized with uses such as bait shops, seafood markets, and vacant unkempt parcels. With no clear theme or cluster of uses in the area this district has the ability to transform into a bustling center for local restaurants, unique businesses, and waterfront entertainment. Although, located near Old Town Seabrook, this area should separate itself by catering to both local and chain establishments to promote a more vibrant entertainment setting. Short walkable blocks favor well to a pedestrian-friendly environment. Limited access to the peninsula and existing wholesale seafood businesses present mild impediments to encouraging entertainment-type businesses that prefer easily accessible locations. Improved traffic circulation, signage and special parking requirements can remedy access issues. Regulations in the area should limit intense marine uses in favor of more entertainment establishments—however, existing marine uses help to serve the neighboring marinas. Permitting standards should be reviewed to ensure the ability to easily transition from use to use over time.









INTENT:

- *More intense restaurant and entertainment uses*
- *More major or chain establishments allowed*

CHARACTER:

- *Seaside motif, but not necessarily the "small town, seaside" style in Old Seabrook District*
- *Special design guidelines*
- *Flexible location and interaction of uses*
- *Easy permitting to transition between uses on individual properties over time*
- *Possible overlay ordinance*
- *Serving the boating/fishing constituency*

OBSTACLES:

- *Existing land ownership*
- *Access/parking*





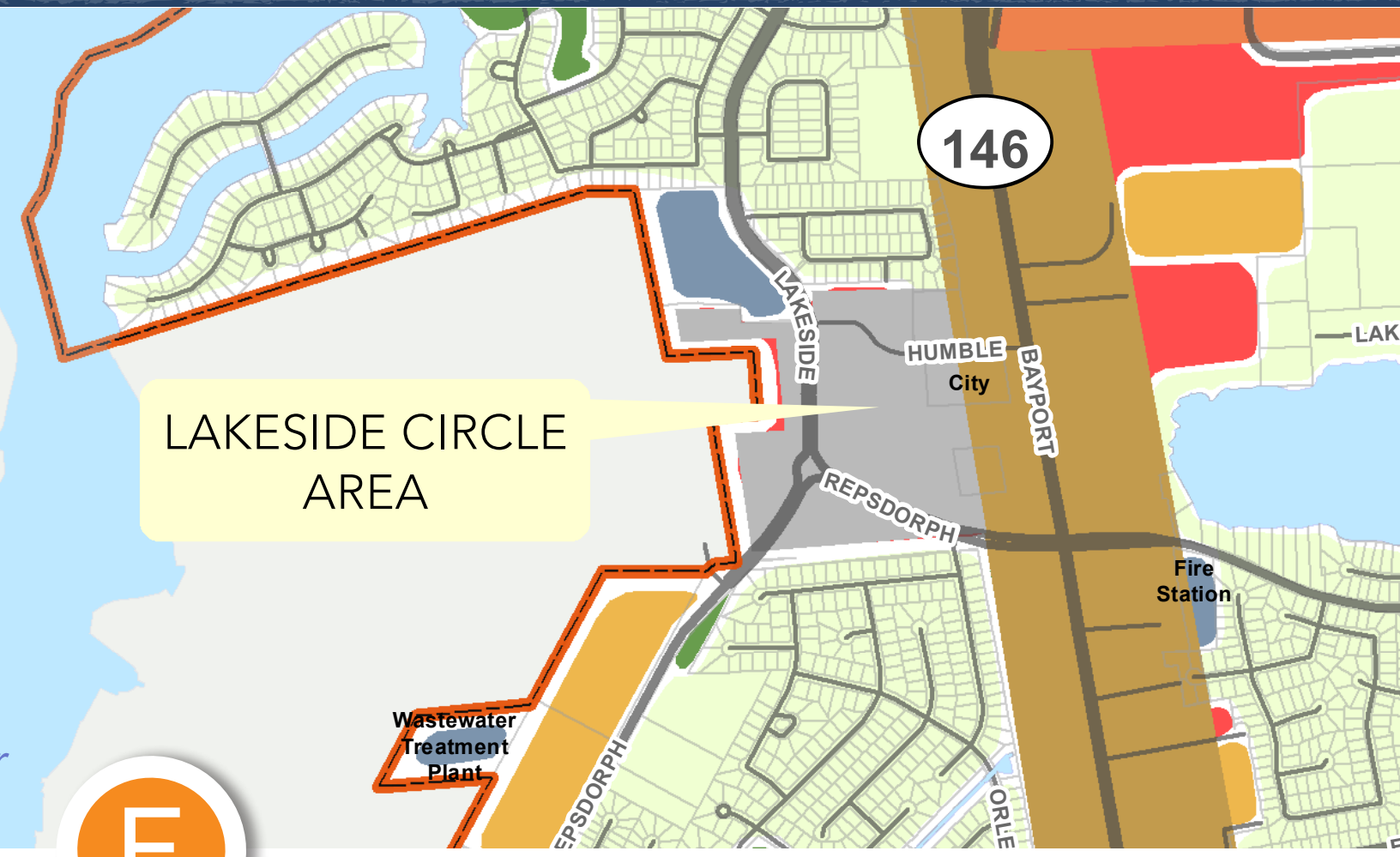
RECOMMENDATIONS:

2.28 ***Create new entertainment zoning district to limit residential and intense marine uses.***

2.29 ***Create new entertainment zoning district with form based code elements to encourage a pedestrian friendly design and entertainment uses.***

2.30 ***Establish unique character with district branding and signage.***

**Note: The recommendations in bold are discussed in greater detail in Chapter 6, Implementation Plan.*



F

LAKESIDE CIRCLE AREA

The Lakeside Circle Area is a 30+ acre master-planned, mixed use retail development district located between SH 146 and Lakeside Drive. Properties within the Lakeside Circle Area currently fall within a Medium Commercial (C2) zoning district. The C2 district is designed to facilitate centers which accommodate trade and personal services. The Lakeside Circle Area when fully developed will become one of the city's largest-scale retail developments with a major attraction. This development could serve as an attractive relocation option for some of the businesses impacted by the expansion of SH 146. Upon completion, the Lakeside Circle Area with its variety of retail stores, restaurants, and a major grocery store, all situated in a visually appealing master planned environment, will enhance and broaden the economic vibrancy of the City.


THE FRESH MARKET
LARGE CARVING
PUMPKINS
2 for


Office DEPOT











INTENT:

- *Promote an attractive master planned mixed-use retail commercial development.*
- *Provide development opportunities for effected businesses prior to, during, and after the reconstruction of SH 146.*
- *Provide a centralized convenient location for people to shop and dine.*

CHARACTER:

- *Centralized master planned retail development with multiple points of access.*

OBSTACLES:

- *No committed anchor store.*
- *On-going SH 146 schedule uncertainty.*

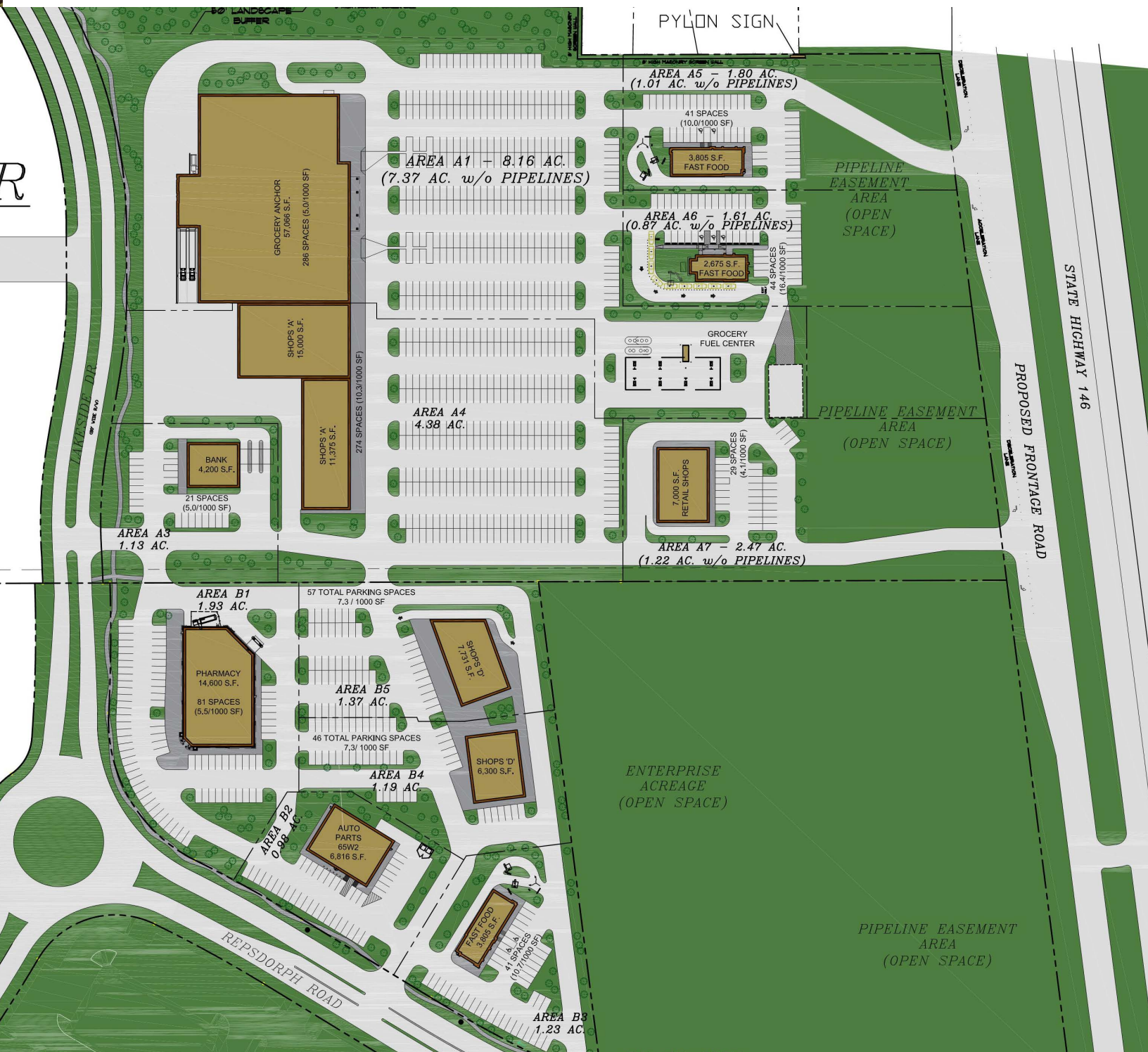
RECOMMENDATIONS:

2.31 Establish a consistent theme and style.

2.32 Creation of special design guidelines.

2.33 Establishment of an overlay ordinance.

2.34 Continue to coordinate with TxDOT to define a firm SH 146 construction schedule.



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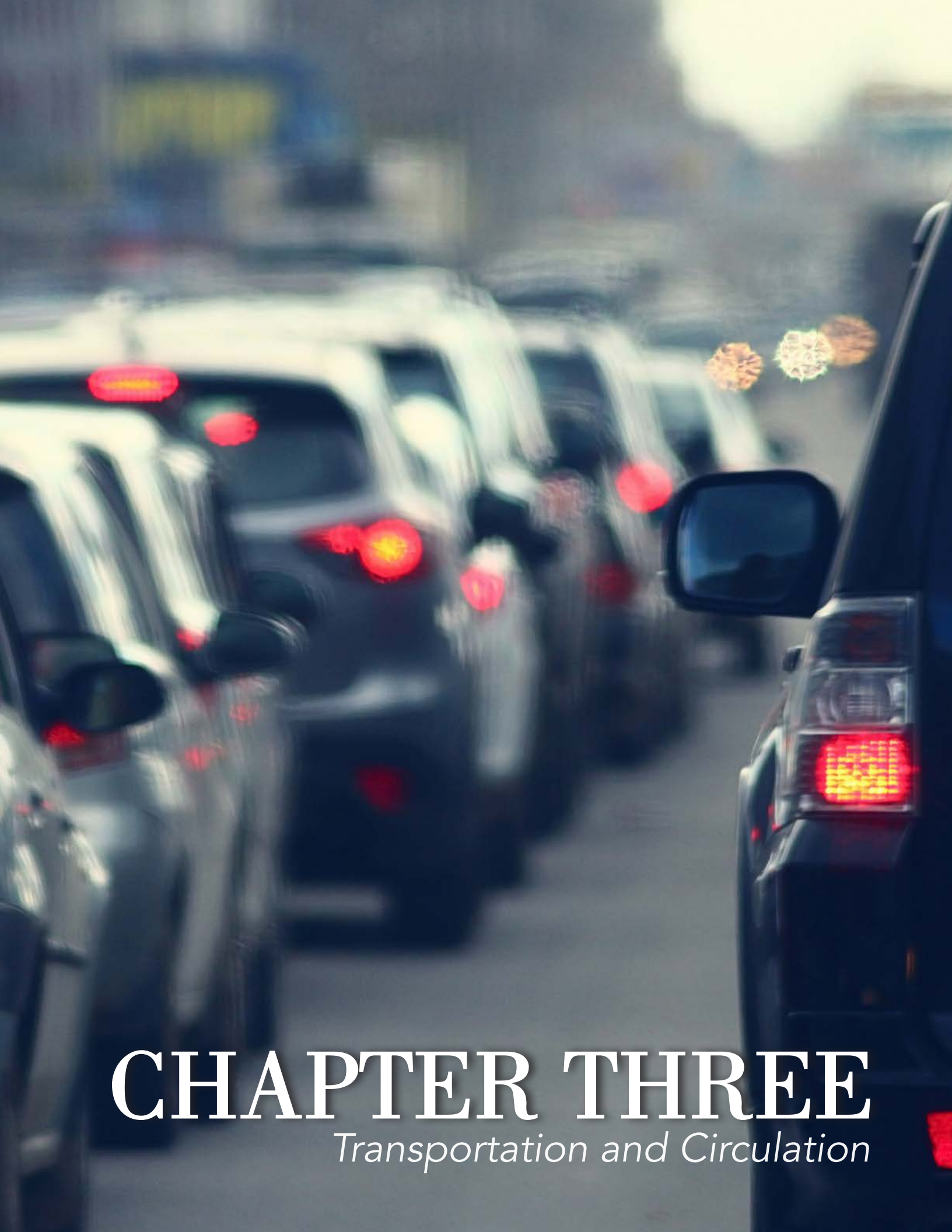
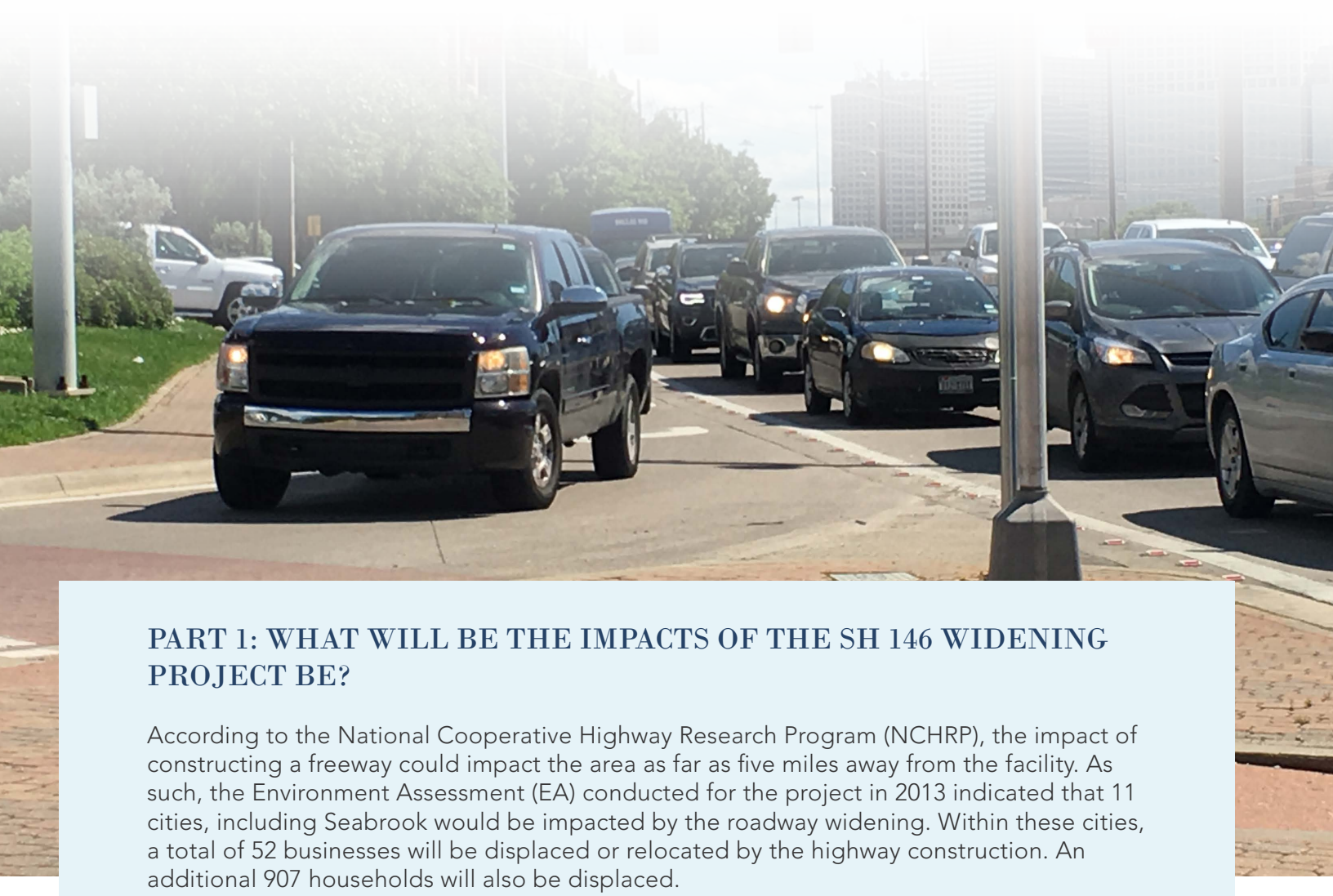


CHAPTER THREE

Transportation and Circulation



PART 1: WHAT WILL BE THE IMPACTS OF THE SH 146 WIDENING PROJECT BE?

According to the National Cooperative Highway Research Program (NCHRP), the impact of constructing a freeway could impact the area as far as five miles away from the facility. As such, the Environment Assessment (EA) conducted for the project in 2013 indicated that 11 cities, including Seabrook would be impacted by the roadway widening. Within these cities, a total of 52 businesses will be displaced or relocated by the highway construction. An additional 907 households will also be displaced.

Both the planning process and adopted plan resulted in:

» gathering the input and support of Seabrook's stakeholders and leadership;

» establishing consensus for a community-supported vision and established principles that guide future growth and redevelopment of the community;

» outlining short-, mid- and long-term growth strategies that influence development patterns;

» defining realistic goals and implementation strategies that are achievable;

» providing continuity and predictability for residents, land owners, developers and potential investors; and

» fulfilling the legal requirements for the community's development standards and regulations.

LAND USE AND TRAFFIC ANALYSIS

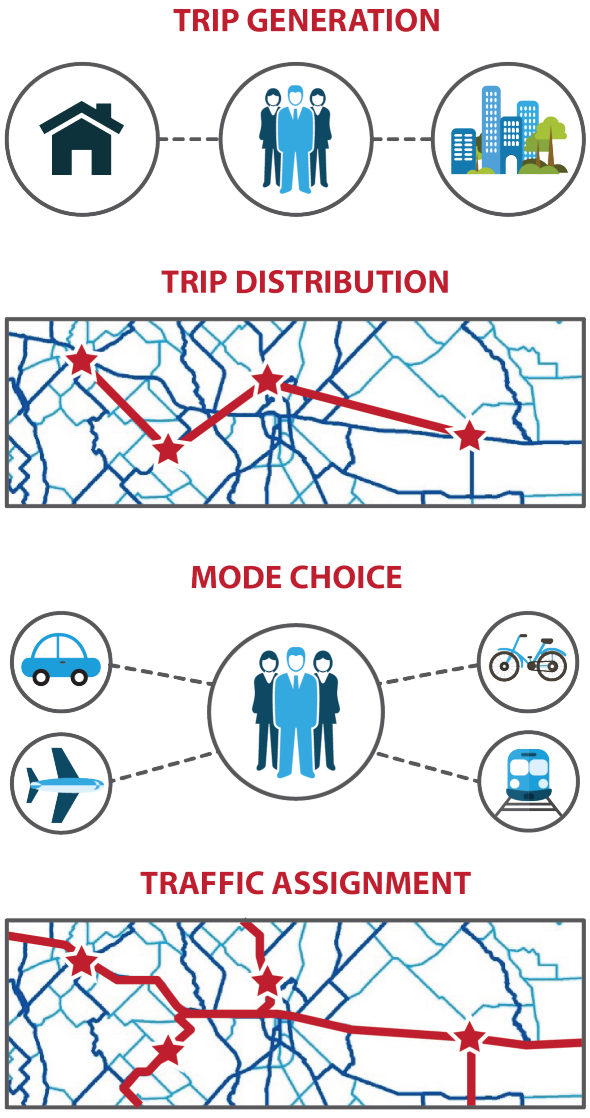
Travel Demand Model

Projected travel conditions were based on an analysis of prepared demand forecasts in the H-GAC regional travel model. Data from the 2035 Regional Travel Transportation Plan served as the starting point for a manual local area analysis. A description of the modeling process in presented below.

MODELING PROCESS

A travel forecast model is comprised of a series of mathematical models that simulate travel on the transportation system. The model divides the city and/or region into Travel Analysis Zones (TAZs) which have specific demographic and land use data associated with them and are used to determine trip demand and travel patterns. Being a part of the H-GAC regional travel model, Seabrook falls within 17 TAZs. The modeling process, illustrated in the figure to the right, encompasses the following four primary steps:

- Trip Generation – the number of trips produced and attracted to a destination or TAZ based on trip purpose.
- Trip Distribution – the estimation of the number of trips between each TAZ, i.e., where the trips are going.
- Modal Split – the prediction of the number of trips made by each mode of transportation between each TAZ.
- Traffic Assignment – the amount of travel (number of trips) loaded onto the transportation network through path-building. This is used to determine network performance.



The model provides regional municipalities a refined tool to predict what thoroughfare system needs will be to accommodate future transportation needs.

GROWTH FACTORS

Two essential inputs for the travel demand model are population and employment data. This information helps determine where trips are generated in a particular TAZ or origin, and where those trips are going. The amount of trips produced by each person and jobs varies depending on many factors such as income and job type. When analyzing traffic data, it is important to look at both base year and the forecast/build-out years. The demographics used in this study include 2014 and 2035 employment and population.

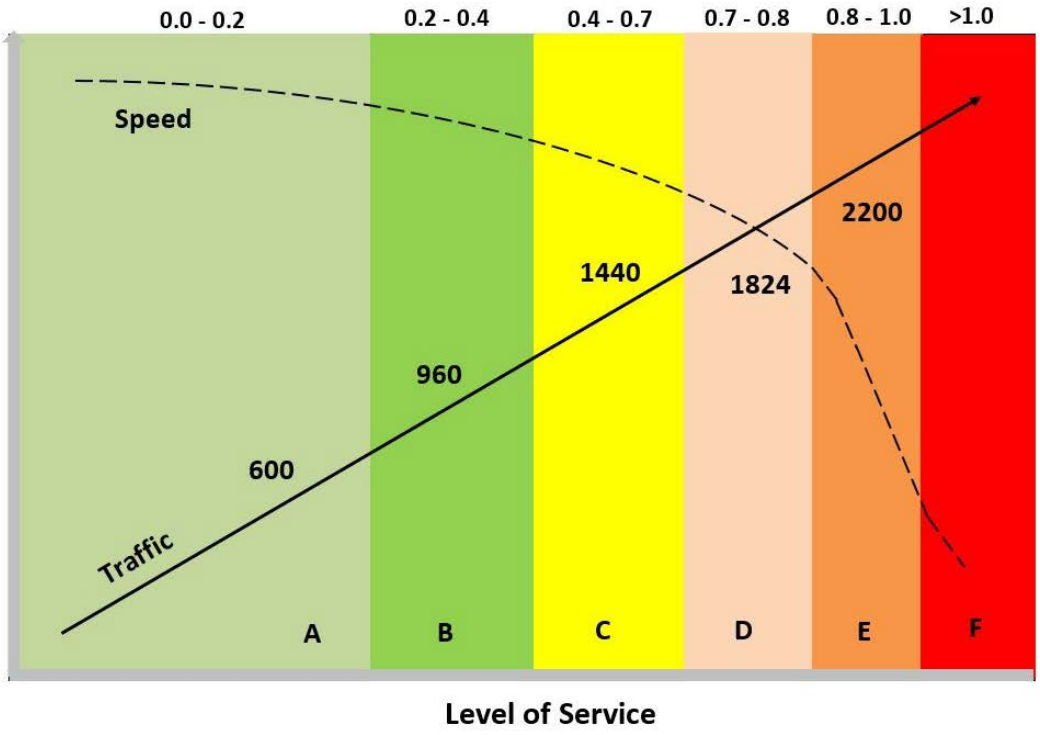


ROADWAY LEVEL OF SERVICE

Congestion or Level of Service (LOS) is a performance measure that is used to evaluate how well a transportation network is functioning. The congestion level of each roadway is related to both the traffic volumes and the capacity of the roadway. The travel demand model determines the level of service by dividing traffic volumes by the available capacity.

Roadways are designated as LOS A, B, C, D, E or F. LOS A represents a roadway where traffic volumes are much lower than the capacity for that roadway and LOS F represents a roadway where traffic volumes are greater than the capacity of the roadway. Most cities in the HGAC region aim to maintain a LOS C or D on most roadways. In some cases, mitigation of LOS may be constrained due to right-of-way or environmental factors. The chart, below, illustrates the relationship between LOS, speed, and congestion.

FIGURE 3.1, VOLUME TO CAPACITY RATIO



LOS A-B-C:

Traffic flow in this category moves at or above the posted speed limit. Travel time in this category is not hindered as a result of congestion because traffic volumes are much less than the actual capacity.



LOS D-E:

This category is slightly more congested LOS A-B-C, however traffic volumes are beginning to reach their capacity of the thoroughfare. Traffic move along at an efficient rate and posted speeds are maintained.



LOS F:

Congestion is apparent in this Level of Service category. Traffic flow is irregular and speed varies. The posted speed limit is rarely, if ever, achieved in this category. In more congested corridors traffic can be at a mere standstill with limited progression during peak hours.



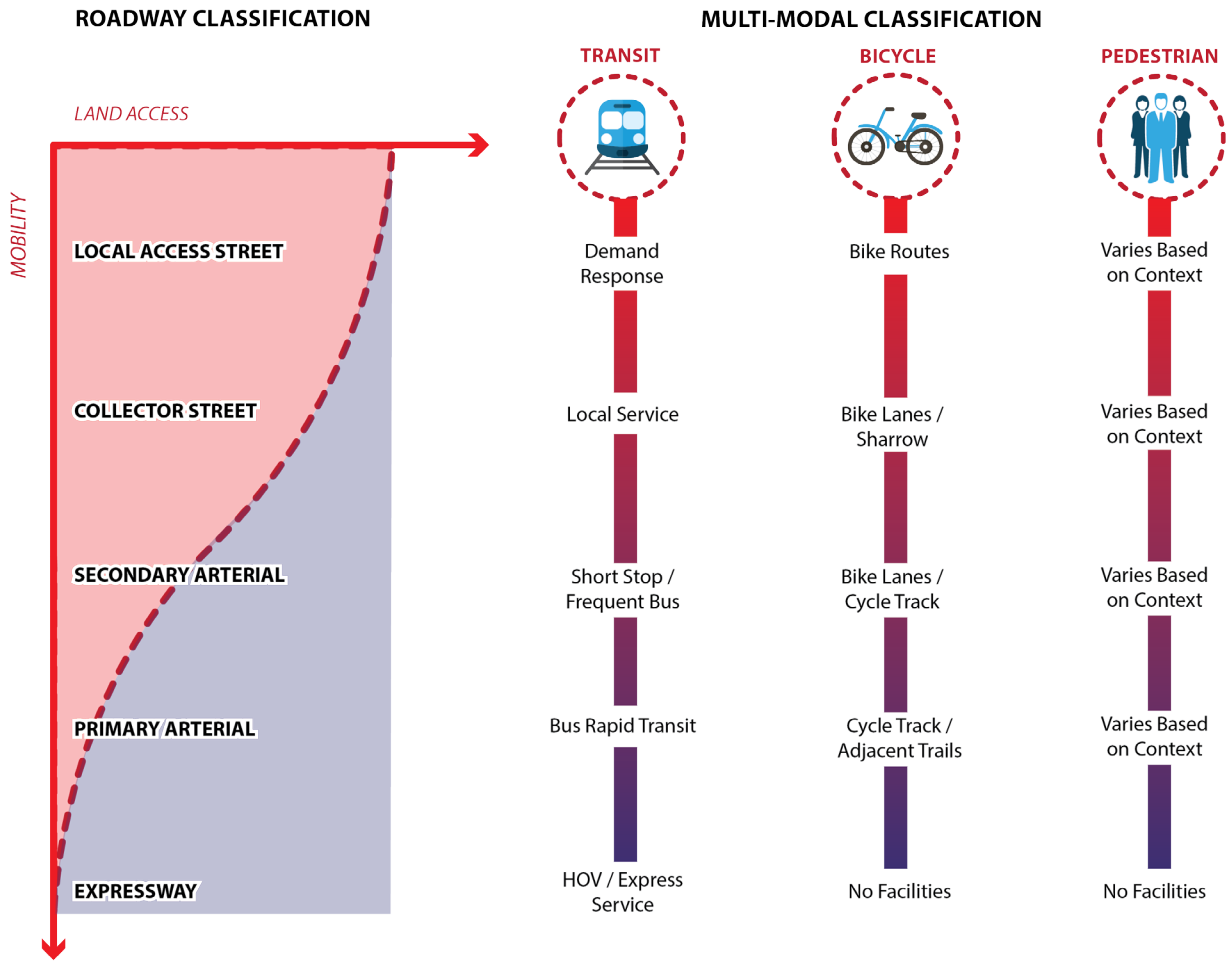
Functional Street Classification

The functional classification of streets provides for the circulation of traffic in a hierarchy of movement from one classification to the next. Functional classes can be subdivided further into major and minor designations to further detail their role in the community.

Access and movement functions are directly related in that as inhibited movement increases (speed), points of access decrease and vice versa. This is typically why freeways, with a high level of movement, have limited access points where as streets in neighborhood areas have more access points and reduced speed. The image below, *Functional Classification and Land Use Access*, illustrates the relationship between functional classification and land access.

Seabrook's 2016 Thoroughfare Plan recommends six (6) general classifications for roadways based upon a hierarchical function and include: Controlled Access facilities, Principal Arterials, Minor Arterials, Collectors, Local Streets, and Industrial Streets. The City's current system, however is only divided into five functional classifications: Principal Arterials, Minor Arterials, Major Collectors, Minor Collectors, and Residential Streets.

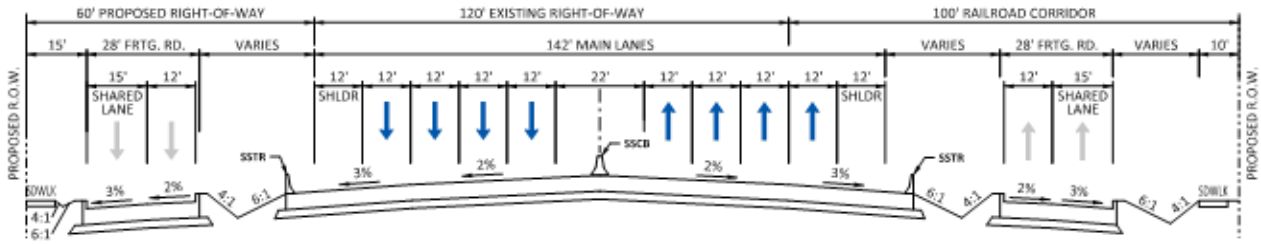
FIGURE 3.2, FUNCTIONAL CLASSIFICATION AND LAND USE ACCESS



Thoroughfare Plan Recommended Functional Classification System

CONTROLLED ACCESS FACILITY

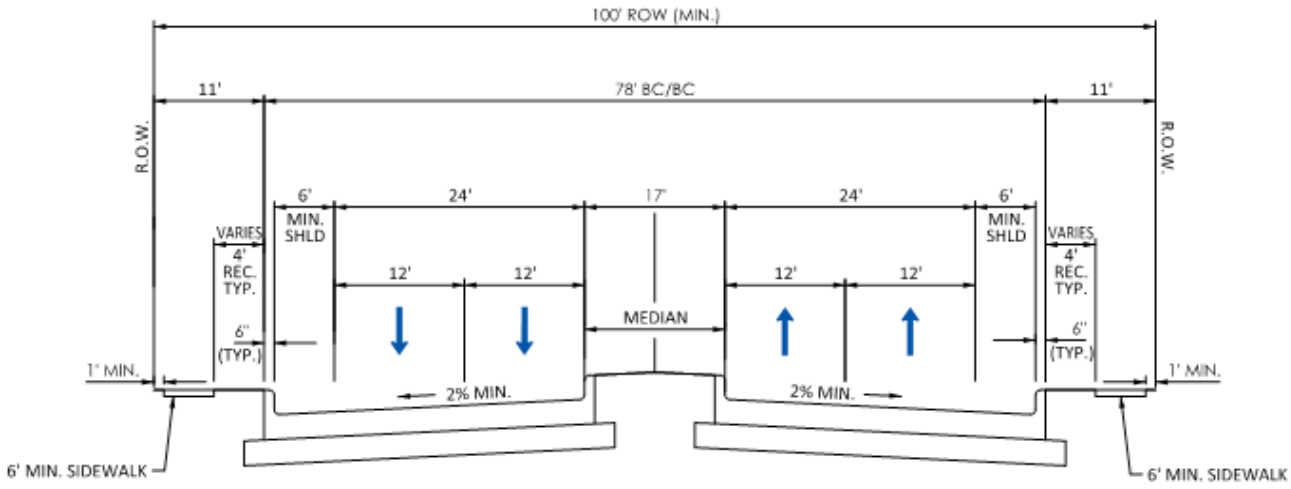
A controlled access facility is a highway or freeway designed to move high volumes of traffic at high speeds. Access is limited on these facilities to add to the efficiency of traffic movement and improve safety. There are currently no controlled access facilities within the city is Seabrook, but SH 146 will be upgraded and widened to a controlled access facility in the future. Existing examples in the H-GAC region include IH 45 and IH 10.



Controlled Access Facility

PRINCIPAL ARTERIAL

These streets are designed to provide a high degree of mobility, service relatively high traffic volumes, have high operational speeds, and service a significant portion of through travel. Principal arterials are currently the highest functional classification of roadway in the city, and includes SH 146 and NASA Parkway.



Principal Arterial

MINOR ARTERIAL

Minor Arterials have a similar function to the principal arterial, but are more local in nature.

COLLECTOR

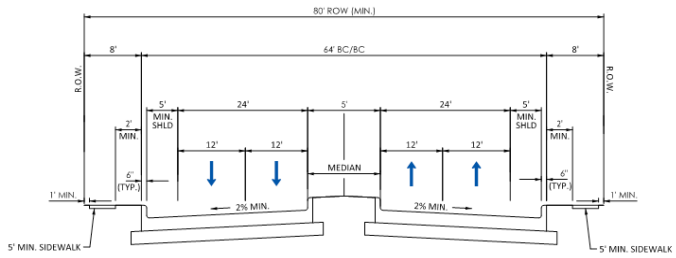
Major Collectors serve as connections between arterials and local roadways. This road type typically supports commercial and transitional areas from residential development. They also collect internal residential traffic from within neighborhoods and support small scale non–residential type development with relatively short trip lengths. Some of the major collectors in the city include Red Bluff Road, Meyers/Repsdorph, Todville Road, and Lakeside Drive.

LOCAL STREETS

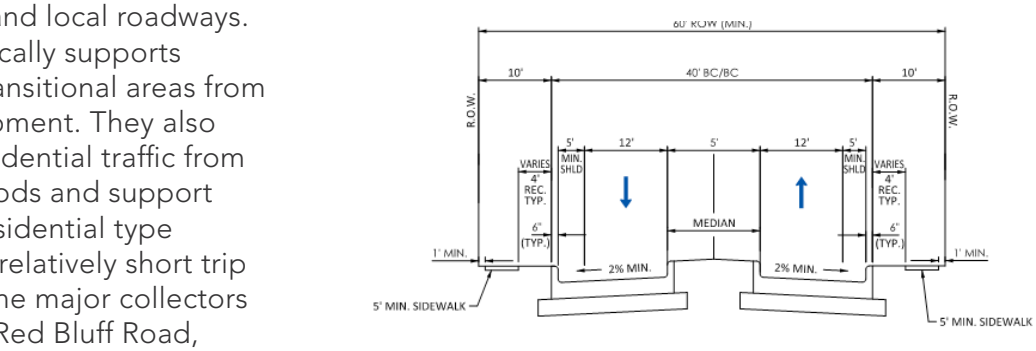
Local or residential streets accommodate neighborhood traffic and are not usually included in thoroughfare plans. They provide a high level of access, but are typically designed for lower speeds and lighter traffic volumes.

INDUSTRIAL STREETS

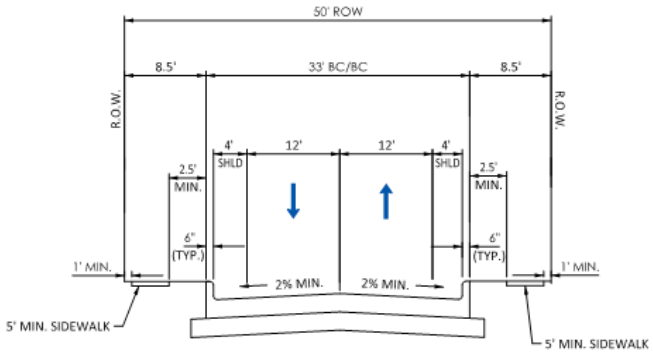
Industrial streets are designed to accommodate heavier vehicles (large trucks) and provide access to industrial areas. Regular vehicular and pedestrian traffic is discouraged on these roadways.



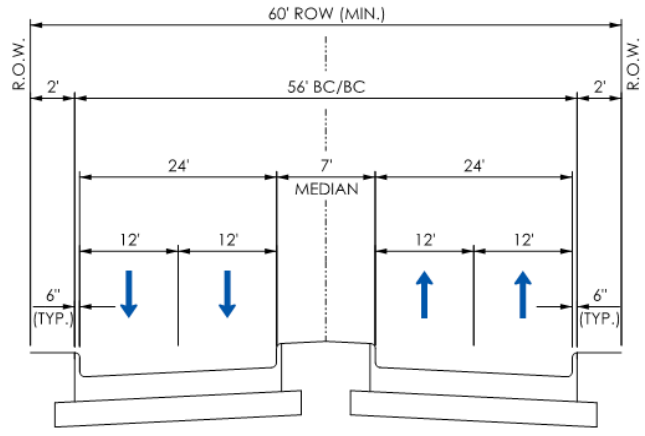
Minor Arterial



Collector



Local Streets



Industrial Streets

Travel Demand Forecasts

When evaluating a corridor, understanding current traffic volumes on the street network is important in determining if the facility is functioning at capacity in current conditions. The Annual Average Daily Traffic (AADT) provides information on traffic history. AADT is the total volume of vehicle traffic divided by 365 days. Traffic counts can also be collected over a specific time period. This method, Average Daily Traffic (ADT) is the number of vehicles traveling in a 24 hour period, greater than a day but less than one year.

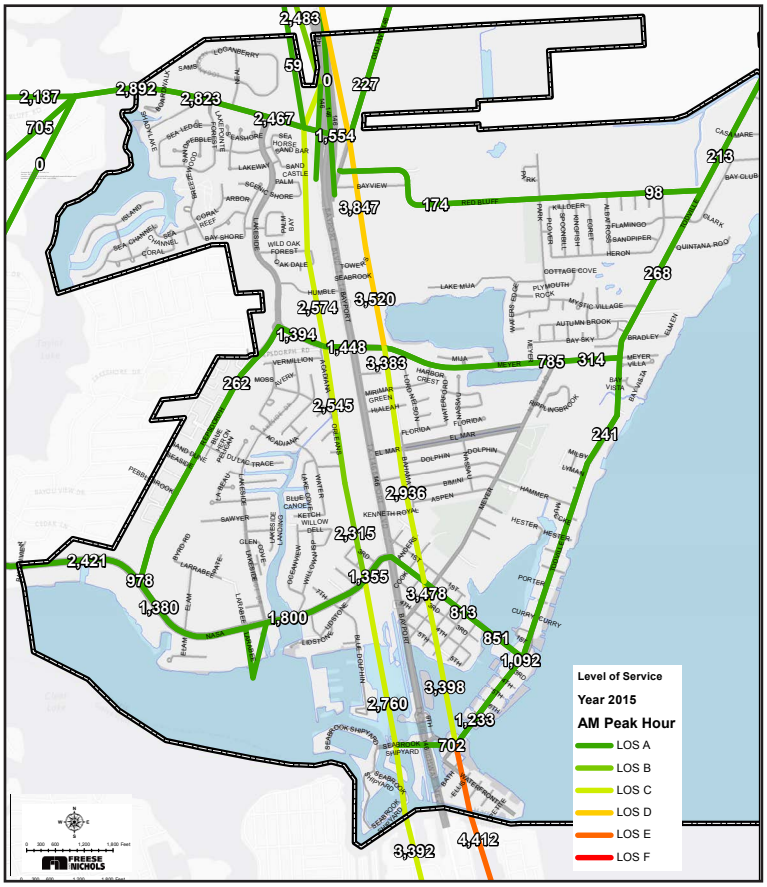
Roadway performance should be based, in part, on how well it accommodates congestion. This can be measured by comparing the number of vehicles a roadway is designed to at one time, called Capacity, and the total amount of traffic a roadway is estimated to accommodate at a given time. The latter is called traffic volume. The ratio of volume to capacity (volume to capacity ratio), as mentioned above, is used to determine a roadway's Level-of-Service (LOS).

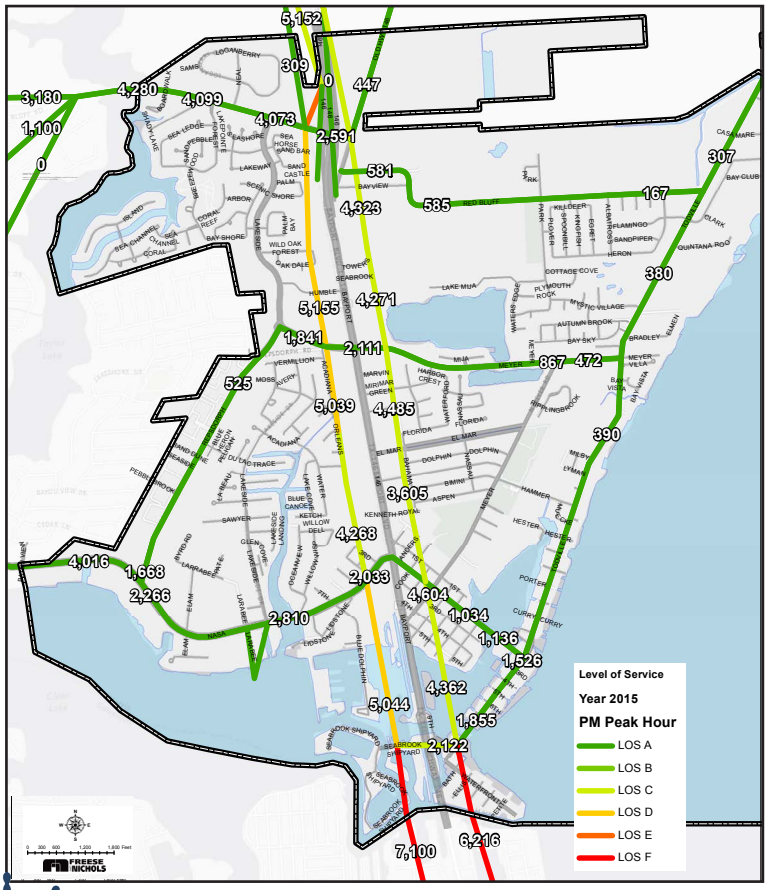
Network Performance

Network performance for the SH 146 Corridor was evaluated using the H-GAC Travel Demand Model. Two network scenarios were tested in the regional travel demand model to better gage the impact of the SH 146 widening on the adjacent land uses and roadway network. The first scenario examines the existing and committed network, which includes the widened SH 146. The









second model run examines the network with SH 146 operating under is current cross-section and configuration. As a basis for the two model runs, the 2015 network was also analyzed for performance.

Daily traffic volumes and peak hour traffic volumes and LOS were used to evaluate the network. Daily traffic volumes were analyzed to determine the total traffic experienced along the corridor in a day and AM and PM peak hour volumes and LOS to gage the level of congestion during rush hour.

AM and PM peak hour volumes provide a snapshot of morning and evening rush hour periods (typically between 7 a.m. and 9 a.m. for the AM and 4 p.m. and 7 p.m. for the PM) when roadways receive their highest volumes over a set period of time. This is a more accurate measure of congestion in a corridor because daily volumes are stretched out over a 24 hour period and do not fully capture impact of high traffic volumes on low traffic capacity roadways. A two lane road segment accommodating 10,000 vehicles in an hour is more congested that a two lane road carrying 10,000 total vehicles in a day.

2015 Current Volumes and Level-of-Service

An analysis of existing traffic volumes was conducted to identify current travel patterns and provide a basis for future network comparison. The latest traffic volume data was collected from the 2015 AADT volumes by H-GAC. The highest traffic volumes were found on SH 146, NASA Parkway, and Red Bluff Road. The southern segment of SH 146 experienced the highest traffic volumes with about 23,000 vehicles per day. NASA Parkway accommodated about 20,000 vehicles per day, and Red Bluff Road facilitated about 14,000 vehicles per day.

EXISTING SH 146 AS A FIVE LANE ARTERIAL FACILITY

The basis of the SH 146 study looks at SH 146 as a five (5) lane arterial facility with two northbound lanes, two south bound lanes, and a center turn lane. The following section examines the SH 146 Corridor in four Segments: Northern city limits to Red Bluff Road, Red Bluff Road to Repsdorph Road, Repsdorph Road to NASA Parkway, and NASA Parkway to the southern city limits.

NORTHERN CITY LIMITS TO RED BLUFF ROAD

This segment of SH 146 currently includes a four (4) lane section with two 12-foot lanes in each direction. According to the project's 2013 environmental assessment (EA), the ROW for the roadway is varies between 120-foot and 440 feet.

Current traffic volumes in this segment total about 33,100 vehicles per day with about 16,500 vehicles traveling northbound and 16,700 traveling southbound. During the AM peak period (morning rush hour) the northbound lanes accommodate about 3,500 vehicles at LOS D; the southbound lanes carry lower volumes during the AM peak period with about 2,500 vehicles per day at LOS C. Analysis of the PM peak period (evening rush hour) revealed about 4,000 vehicles in the northbound lanes operating LOS C. PM Peak hour volumes were slightly higher in the southbound lanes with 5,200 vehicles operating at LOS E. Interestingly, despite accommodating about 500 fewer trips during the AM peak hour, the northbound lanes in this segment operated at a poorer level of service.

SEGMENT	TOTAL VOLUMES	AM VOLUMES	AM LOS	PM VOLUMES	PM LOS
Northern City Limits to Red Bluff Rd N	*16,479*	*3,546*	*D*	*4,021*	*C*
Northern City Limits to Red Bluff Rd S	*16,676*	*2,483*	*C*	*5,152*	*E*
Total	*33,155*				

RED BLUFF ROAD TO REPSDORPH ROAD

This segment of SH 146 currently includes a five (5) lane section with two 11-foot lanes in each direction and a 15-foot center turn lane. The ROW for this segment is about 120 feet.

Overall, the traffic volumes in this segment total about 34,000 vehicles per day with about 17,300 vehicles traveling northbound and 16,700 traveling southbound. Northbound lanes accommodate about 3,800 vehicles at LOS D During the AM peak period the; the southbound lanes carry about 2,600 vehicles during the AM peak period at LOS C. During the PM peak period the segment carried about 4,300 vehicles in the northbound lanes at LOS C. PM Peak hour volumes were slightly higher in the southbound lanes with 5,200 vehicles operating at LOS E. Similar to the segment between the northern city limits and Red Bluff Road, the northbound lanes operated at a poorer LOS than the southbound lanes despite lower traffic volumes.

SEGMENT	TOTAL VOLUMES	AM VOLUMES	AM LOS	PM VOLUMES	PM LOS
Red Bluff Rd to Repsdorph Road N	*17,282*	*3,847*	*D*	*4,322*	*C*
Red Bluff Rd to Repsdorph Road S	*16,655*	*2,574*	*C*	*5,155*	*D*
Total	*33,937*				

REPSDORPH ROAD TO NASA PARKWAY

This segment of SH 146 currently includes a five (5) lane section with two 11-foot lanes in each direction and a 14-foot center turn lane. The ROW for this segment, according to the EA, is varies between 100 feet and 120 feet.

Current traffic volumes in this segment total about 33,000 vehicles per day with about 16,600 vehicles traveling northbound and 16,300 traveling southbound. During the AM peak period the northbound lanes accommodate about 3,300 vehicles at LOS C; the southbound lanes carry lower volumes during the AM peak period with about 2,500 vehicles per day at LOS C. Analysis of the PM peak period revealed about 4,500 vehicles in the northbound lanes operating LOS C. and roughly 5,000 vehicles in the southbound lanes at LOS D.

SEGMENT	TOTAL VOLUMES	AM VOLUMES	AM LOS	PM VOLUMES	PM LOS
Repsdorph to NASA Parkway N	*16,646*	*3,383*	*C*	*4,485*	*C*
Repsdorph to NASA Parkway S	*16,314*	*2,545*	*C*	*5,038*	*D*
Total	*32,960*				

NASA PARKWAY TO SOUTHERN CITY LIMITS

This segment of SH 146 currently includes a five (5) lane section with two 11-foot lanes in each direction and a 14-foot center turn lane. The ROW for this segment, according to the EA, is varies between 150 feet and 200 feet.

Current traffic volumes in this segment total about 46,400 vehicles per day with about 23,200 vehicles traveling northbound and 23,200 traveling southbound. During the AM peak period the northbound lanes accommodate about 4,400 vehicles at LOS E; the southbound lanes carry lower volumes during the AM peak period with about 3,400 vehicles per day at LOS C. The PM peak period volumes were about 6,200 at LOS F in the northbound lanes and 7,100 vehicles in the southbound lanes at LOS F.

SEGMENT	TOTAL VOLUMES	AM VOLUMES	AM LOS	PM VOLUMES	PM LOS
NASA Parkway to Southern City Limits N	*23,223*	*4,412*	*E*	*6,216*	*F*
NASA Parkway to Southern City Limits S	*23,165*	*3,391*	*C*	*7,100*	*F*
Total	*46,388*				

SCENARIO 1: EXISTING (PLUS COMMITTED) NETWORK

SCENARIO 1: SH 146 as a Six to Eight Lane Highway Facility

Scenario 1 examines the existing and committed transportation network in Seabrook, which includes SH 146 as a six (6) to eight (8) lane freeway facility. In addition to the widened SH 146, the network in Seabrook includes exit ramps at Red Bluff Road, Repsdorph, and NASA Parkway. Grade separations are planned for the Repsdorph Road and NASA Parkway intersections.

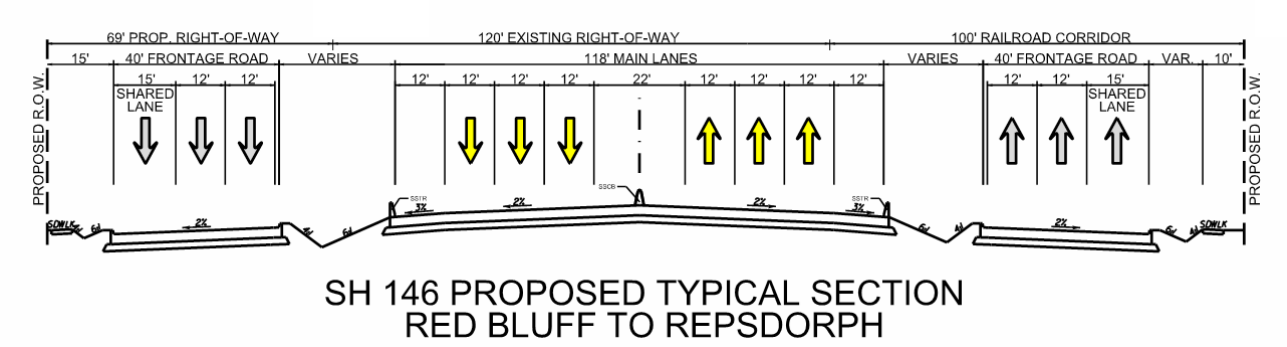
As illustrated in the following tables and figures, three different cross-sections will be applied to SH 146 within Seabrook City Limits. The northern most segment, between Fairmont Parkway and Red Bluff Road will be a six lane freeway section with frontage lanes, the mod section, between Repsdorph Road and NASA Parkway will be an eight lane freeway section with frontage lanes, and the southern, between NASA Parkway and the southern city limits includes a 6 lane arterial facility with parallel express lanes.

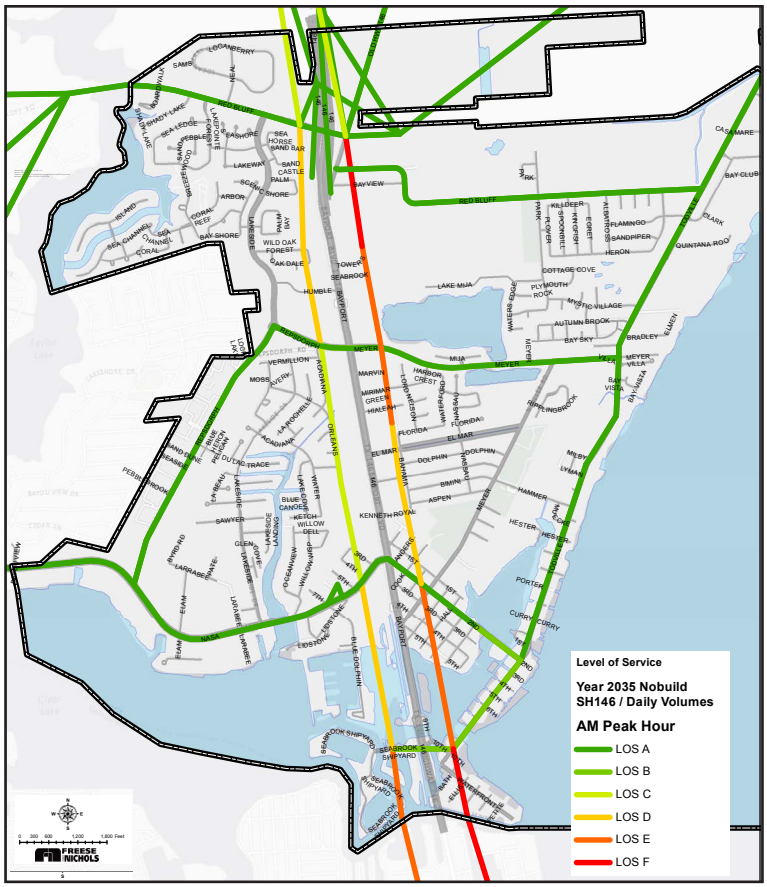
SH 146 - FAIRMONT PARKWAY TO RED BLUFF ROAD

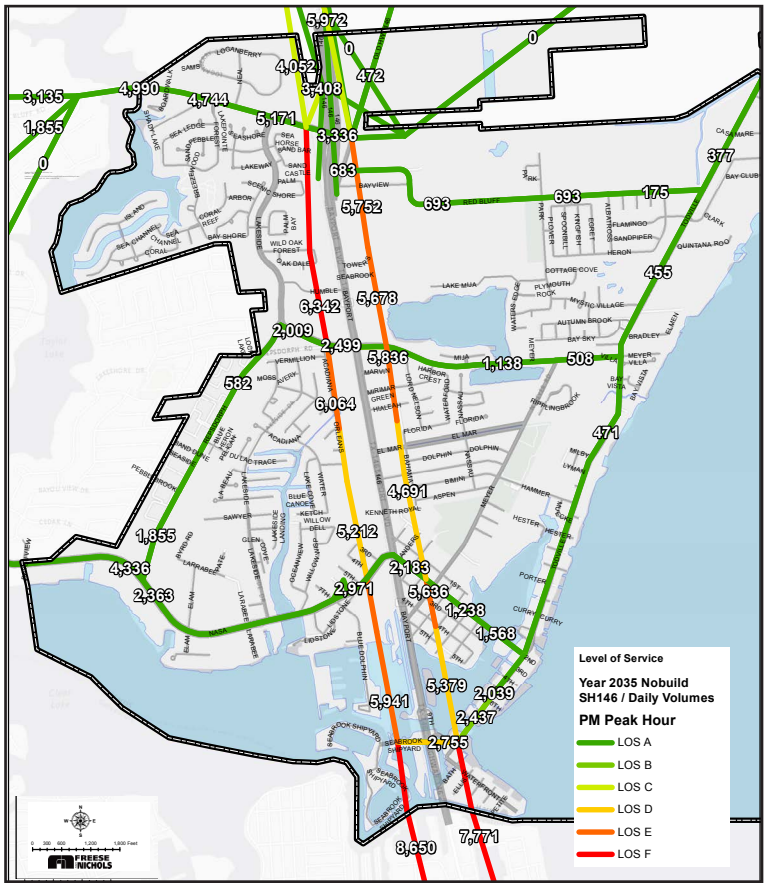
The segment of SH 146 between Fairmont Parkway and Red Bluff Road includes a six (6) lane freeway section with two frontage lanes in each direction and a third shared lane in each direction. The two main frontage lanes (in each direction) will provide continued vehicle access to the adjacent land uses while the shared lane will help facilitate multimodal access within the corridor.

Overall, the segment is projected to accommodate about 54,600 vehicles per day in the main lanes with about 28,000 north bound vehicles and 26,500 south bound vehicles. However, during the p.m. peak hours it is only projected to carry about 9,500 vehicles at a LOS A southbound and 7,600 vehicles per day northbound at a LOS A. A.M. peak hour volumes for this segment are about 6,200 northbound at LOS C and 3,900 southbound and LOS B.

Proposed SH 146 Six Lane Typical Section – Fairmont Parkway to Red Bluff Road




Level of Service
Year 2035 Nobuild
SH146 / Daily Volumes
AM Peak Hour
LOS A
LOS B
LOS C
LOS D
LOS E
LOS F
FREESE NICHOLS


5,972
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0
4,052
472
3,135
4,930
3,408
4,744
1,855
5,171
3,386
0
377
683
693
175
5,752
693
455
5,678
6,342
2,009
2,499
5,836
1,138
508
582
6,064
471
4,691
1,855
5,212
4,336
2,133
2,363
2,971
5,636
1,238
1,368
5,379
2,039
5,941
2,437
2,755
8,650
7,771
Level of Service
Year 2035 Nobuild
SH146 / Daily Volumes
PM Peak Hour
LOS A
LOS B
LOS C
LOS D
LOS E
LOS F
FREESE NICHOLS

The south bound frontage lanes along this segment are projected to carry about 650 vehicles per day compared to about 350 in the north bound lanes during A.M. peak period traffic. Frontage roads in both directions are projected to operate at LOS A during the AM Peak period. Interestingly, the south bound lanes are projected to carry an even higher proportion of the PM Peak period traffic along SH 146, carrying 1,700 vehicles compared to only 109 in the north bound lanes. Both frontage roads are projected to operate at LOS A.

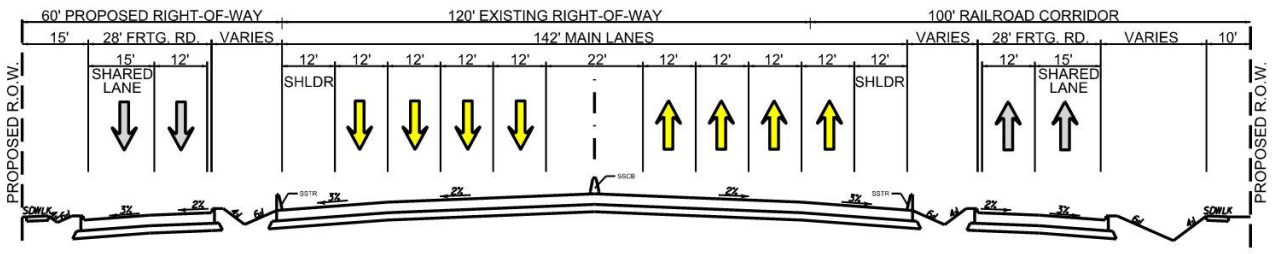
SEGMENT	TOTAL VOLUMES	AM VOLUMES	AM LOS	PM VOLUMES	PM LOS
Fairmont Parkway to Red Bluff Road NB	*28,035*	*6,178*	*C*	*7,579*	*C*
Fairmont Parkway to Red Bluff Road SB	*26,519*	*3,906*	*B*	*7,547*	*C*
Total	*54,554*				
Frontage N	*757*	*356*	*A*	*109*	*A*
Frontage S	*4,635*	*657*	*A*	*1,739*	*A*

SH 146 – RED BLUFF ROAD TO REPSDORPH ROAD

The mid-segment, between Red Bluff Road and Repsdorph Road is an eight lane freeway section with two-two lane frontage roads. The eight main lanes should provide enough capacity to improve traffic flow through the corridor, and the frontage roads will allow access to land uses on both sides of SH 146.

The eight (8) main lanes in this segment of SH 146 are projected to carry about 49,800 vehicles per day. The majority of the traffic, about 31,800 vehicles, is traveling in the south bound lanes. Northbound lanes carry about 17,900 vehicles. Congestion is projected to be relatively low during the AM Peak period with the roadway operating at LOS A. directional traffic is about even

Proposed SH 146 Eight Lane Typical Section – Red Bluff Road to Repsdorph Road



SH 146 PROPOSED TYPICAL SECTION
REPSDORPH TO NASA 1

with about 4,400 vehicles traveling north compared to 4,700 south bounds vehicles. The split between north and south bound trips in this segment is greater during the PM peak period with nearly three times as many vehicles headed south (11,440) as traveling north (4,458). Despite the higher volumes in the south bound lanes, the entire segment still operates at LOS A during the PM Peak period.

Despite the much higher volumes in the south bound main lanes, the south bound frontage lanes are projected to carry much lower volumes than the north bound frontage lanes. The south bound frontage lanes along this segment are projected to carry about 2,000 vehicles per day compared to about 12,500 in the north bound lanes. During A.M. peak period, a much higher level of congestion is projected in the north bound frontage lanes. Over 3,000 vehicles are projected in the north bound lanes (LOS C) compared to only 200 heading south (LOS A). A similar split is projected for the PM peak period with about 3,600 north bound vehicles operating at LOS C compared to only about 760 vehicles projected for the south bound frontage lanes. This difference in volumes indicates more intense development east of SH 146, where the north bound lanes provide access.

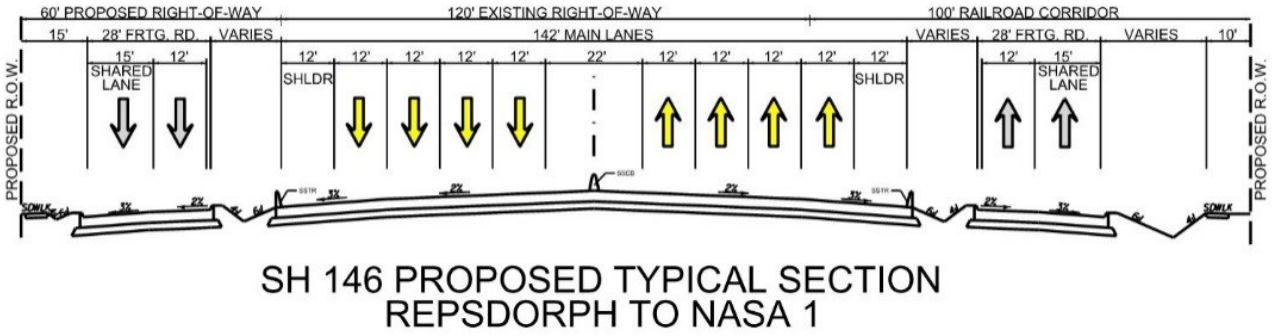
SEGMENT	TOTAL VOLUMES	AM VOLUMES	AM LOS	PM VOLUMES	PM LOS
Red Bluff Road to Repsdorph Drive NB	*17,970*	*4,427*	*A*	*4,458*	*A*
Red Bluff Road to Repsdorph Drive SB	*31,854*	*4,775*	*A*	*11,440*	*A*
Total	*49,824*				
Frontage NB	*12,561*	*3,005*	*C*	*3,626*	*C*
Frontage SB	*2,032*	*202*	*A*	*762*	*A*

SH 146 – REPSDORPH ROAD TO NASA PARKWAY

The segment of SH 146 between Repsdorph Road and NASA Parkway has the same cross-section as the segment between Red Bluff Road and Repsdorph Road—an eight lane freeway section with two two-lane frontage roads.

This eight lane segment is projected to carry nearly 37,000 vehicles per day with about 17,900 in the north bound lanes and about 19,000 in the south bound lanes. During the AM peak period, volumes are slightly higher in the north bound lanes with 4,400 vehicles compared to roughly 2,700 in the south bound lane. Despite a difference of about 1,700 vehicles, traffic on both sides of SH 146 operate at LOS A during the AM Peak Period. PM Peak period traffic was projected to be greater in the south bound lanes with about 6,900 vehicles operating at LOS B. North bound volumes were projected at about 4,400 vehicles at a LOS A.

Proposed SH 146 Eight Lane Typical Section – Repsdorph Drive to NASA Parkway



SH 146 PROPOSED TYPICAL SECTION
REPSDORPH TO NASA 1

The north bound frontage roads along this segment are projected to carry slightly higher volumes than the south bound frontage lanes throughout the day at about 12,200 vehicles per day compared to about 11,917. AM Peak Period trips were similarly distributed with about 2,600 trips in the north bound lane (LOS C) and 1,900 in the south bound lane (LOS B). The projected distribution of PM Peak Period volumes was the opposite with 4,300 south bound trips (LOS C) and about 3,600 (LOS C) in the north bound lane.

SEGMENT	TOTAL VOLUMES	AM VOLUMES	AM LOS	PM VOLUMES	PM LOS
Repsdorph Drive to NASA Parkway N	*17,970*	*4,427*	*B*	*4,458*	*A*
Repsdorph Drive to NASA Parkway S	*19,001*	*2,692*	*A*	*6,890*	*B*
Total	*36,971*				
Frontage N	*12,238*	*2,573*	*C*	*3,913*	*C*
Frontage S	*11,917*	*1,951*	*B*	*4,369*	*C*

SH 146 – NASA PARKWAY TO SOUTHERN SEABROOK CITY LIMITS

The southern segment of the corridor, between NASA Parkway and the Harris County- Galveston County line, will be a six (6) lane arterial facility with four (4) parallel express lanes. There are no frontage roads in this segment of the road because the arterial class section will provide access to the adjacent land uses.

This segment of the roadway will carry about 40,000 vehicles per day in the four express lanes with 19,600 north bound vehicles and 20,300 south bound vehicles. During the AM Peak Period, the express lanes are projected to accommodate about 4,600 northbound trips at LOS B and about 3,000 southbound vehicles at LOS A. Northbound PM Peak Period volumes were slightly higher than the AM volumes at nearly 5,000 and operated at a LOS B. Southbound PM Peak Period volumes more than doubled to roughly 7,200 vehicles and operated at a LOS B.

Similar to the express lanes, the arterial section of this road segment is projected to carry roughly 40,000 total vehicles per day with 19,000 in the northbound lanes and 20,000 in the southbound lanes. The northbound lanes are projected to carry about 3,800 vehicles at LOS C during the AM peak hour period compared to the 2,800 vehicles at LOS B in the southbound lanes. PM Peak period volumes are projected to be higher in both directions with 5,600 vehicles projected in the northbound lanes at LOS C and roughly 7,200 vehicles in the southbound lanes at LOS D.

SEGMENT	TOTAL VOLUMES	AM VOLUMES	AM LOS	PM VOLUMES	PM LOS
NASA Parkway to South City Limits N	*19,611*	*4,577*	*B*	*4,996*	*B*
NASA Parkway to South City Limits N	*20385*	*2,976*	*A*	*7,162*	*B*
Total	*39,996*				
Arterial N	*19,044*	*3,796*	*C*	*5,627*	*C*
Arterial S	*20,017*	*2,752*	*B*	*7,170*	*D*

SCENARIO 2: NO-BUILD

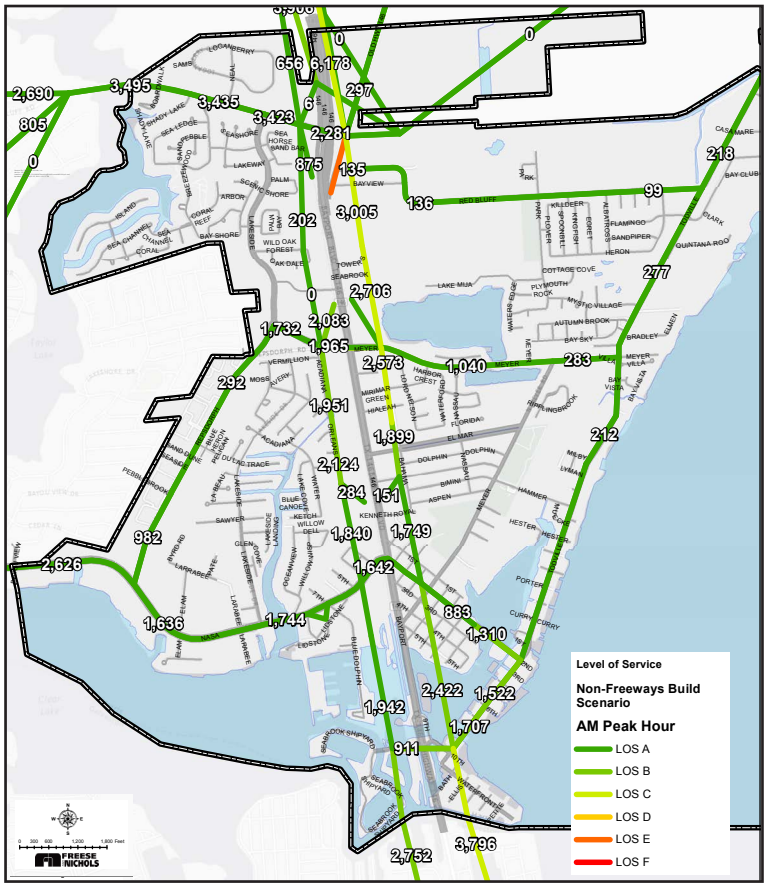
The Scenario 2 model run for SH 146 corridor included SH 146 in its existing configuration as a five (5) lane arterial facility with two (2) north bound lanes two (2) south bound lanes, and a center turn lane. It is important to note that although the model run includes SH 146 as an arterial facility within in Seabrook city limits, the facility was coded as a freeway facility outside the city. This difference may have a significant impact on the model results because the tighter section of roadway through Seabrook may act a bottleneck in the overall network and not produce the same results as a model run with the entire length of SH 146 coded as an arterial facility. Additionally, the segment between Fairmont Parkway and Red Bluff Road was not included in this analysis as it was coded as a freeway in the model run and not compatible with the rest of the analysis. The following section provides an illustration of the 2035 projected thoroughfare network performance in Seabrook, Texas if SH 146 was not upgraded to a freeway facility.

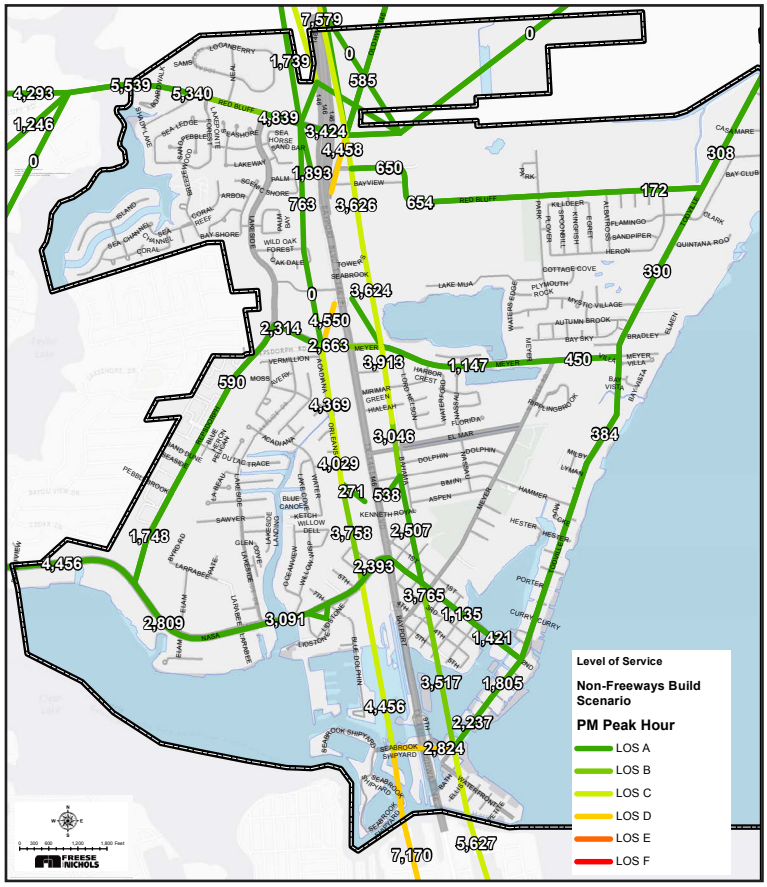
SH 146 – RED BLUFF ROAD TO REPSDORPH ROAD

In the No-Build Scenario, this segment will remain a five (5) lane section with two 11-foot lanes in each direction and a 15-foot center turn lane. The ROW for this segment is about 120 feet.

The segment of SH 146 from Red Bluff Road to Repsdorph Road will be a five (5) lane arterial facility projected to carry about 43,700 vehicles per day in 2035. Traffic will be relatively even split between the north and southbound lanes with 22,400 headed north and 21,300 headed south. During the peak AM peak period, the segment will carry about 4,900 vehicles in the northbound direction at LOS F and about 3,600 southbound at LOS D. The segment will carry about 5,800 vehicles at LOS E in the northbound lanes during PM peak hour conditions and 6,300 in the southbound lanes at LOS F.

SEGMENT	TOTAL VOLUMES	AM VOLUMES	AM LOS	PM VOLUMES	PM LOS
Red Bluff Road to Repsdorph Road N	*22,400*	*4,899*	*F*	*5,752*	*E*
Red Bluff Road to Repsdorph Road S	*21,372*	*3,638*	*D*	*6,342*	*F*
Total	*43,772*				


Level of Service
Non-Freeways Build Scenario
AM Peak Hour
LOS A
LOS B
LOS C
LOS D
LOS E
LOS F
FREESE NICHOLS


Level of Service
Non-Freeways Build Scenario
PM Peak Hour
LOS A
LOS B
LOS C
LOS D
LOS E
LOS F
FREESE NICHOLS

SH 146 – REPSDORPH ROAD TO NASA PARKWAY

This segment of SH 146 will remain a five (5) lane section with two 11-foot lanes in each direction and a 14-foot center turn lane.

The segment of SH 146 from Repsdorph Road to NASA Parkway is projected to carry about 42,000 vehicles per day in 2035. Traffic will be relatively even split between the north and southbound lanes with 21,600 headed north and 20,500 headed south. During the peak AM peak period, the segment will carry about 4,400 vehicles in the northbound direction at LOS E and about 3,400 southbound at LOS C. The segment will carry about 5,800 vehicles at LOS E in the northbound lanes during PM peak hour conditions and 6,000 in the southbound lanes at LOS E.

SEGMENT	TOTAL VOLUMES	AM VOLUMES	AM LOS	PM VOLUMES	PM LOS
Repsdorph Road to NASA Parkway N	*21,558*	*4,404*	*E*	*5,836*	*E*
Repsdorph Road to NASA Parkway S	*20,504*	*3,443*	*C*	*6,064*	*E*
Total	*42,062*				

SH 146 – NASA PARKWAY TO SOUTHERN CITY LIMITS

This segment of SH 146 will remain a five (5) lane section with two 11-foot lanes in each direction and a 14-foot center turn lane.

The segment of SH 146 from NASA Parkway to the southern city limits is projected to carry about 58,000 vehicles per day in 2035. Traffic will be relatively even split between the north and southbound lanes with roughly 28,900 projected for both the north and southbound. During the peak AM peak period, the segment will carry about 5,500 vehicles in the northbound direction at LOS F and about 4,400 southbound at LOS CE The segment will carry about 7,800 vehicles at LOS F in the northbound lanes during PM peak hour conditions and 8,700 in the southbound lanes at LOS F.

SEGMENT	TOTAL VOLUMES	AM VOLUMES	AM LOS	PM VOLUMES	PM LOS
NASA Parkway to Southern City Limits N	*28,943*	*5,498*	*F*	*7,771*	*F*
NASA Parkway to Southern City Limits S	*28,941*	*4,397*	*E*	*8,650*	*F*
Total	*57,884*				

Network Comparison

As a freeway facility, SH 146 will be designed to carry significantly higher traffic volumes than the current arterial configuration. As a freeway it is designed to efficiently move traffic at high speeds between major destinations and/or cities with little to no land use access. As such, the main lanes in the analysis efficiently handled the projected traffic volumes, with levels-of-service ranging from A to C in the comparable areas between Red Bluff Road and the southern city limits.

Conversely, the arterial lanes in the No-build scenario performed at a relatively low levels-of-service with LOS ranging from C to F. This was largely due to the connecting freeway sections north and south of Seabrook funneling large volumes of traffic from six (6) and eight (8) lanes respectively onto a five lane section. The roadways performance may have been different in the model run had the sections north and south of Seabrook been coded as arterial facilities as well.

However, given the reality of the cities north and south of Seabrook electing to widen SH 146 to a freeway facility, Seabrook would be, in essence, a corridor bottleneck should SH 146 remain a five (5) lane arterial within Seabrook city limits. In addition, to increased operational issues such as congestion and traffic accidents, the corridor would suffer economically as well. The goal of most cities, from an economic standpoint, is to have traffic on commercial corridors operate at LOS C or D. If the traffic moves too fast (LOS A or B), vehicles will move too fast through the corridor for commuters to notice the adjacent businesses. Conversely, a poor LOS (E or F) slows traffic down too much, and commuters are too frustrated to care about adjacent businesses. The frontage roads in the build scenario accomplish this by having LOS ranging from A to C. The northbound frontage roads, where the majority of the businesses are located, operate primarily at LOS B or C, which indicate ideal traffic conditions for a commercial corridor.

PART 2: ACCESS MANAGEMENT

What is Access Management?

Access management refers to the practice of coordinating access connection points onto a roadway by considering specific design criteria for the location, spacing, design and operation of driveways, median openings and intersections. Generally, as the mobility and capacity of a roadway are increased, the access to a specific facility is decreased in order to maintain the roadway efficiency and enhance traffic safety.

Access Management limits the number of driveways and turning movements to improve corridor safety and reduce congestion.

Access management provides a significant benefit to the mobility and function of the roadway, and more importantly, reduces the potential for accidents by minimizing speed differentials between vehicles and turning movements. Research has shown that accident rates increase consistently with an increase in the number of roadway access points, while accident rates decrease with the construction of raised medians and controlled signalized cross access.

Other benefits of access management include:

- Improving safety conditions
- Reducing traffic congestion and delay
- Aesthetically improves corridors
- Provides safe access to/from adjacent development
- Creates a more pedestrian friendly environment

FIGURE 3.2, ACCESS MANAGEMENT ALONG SH 146





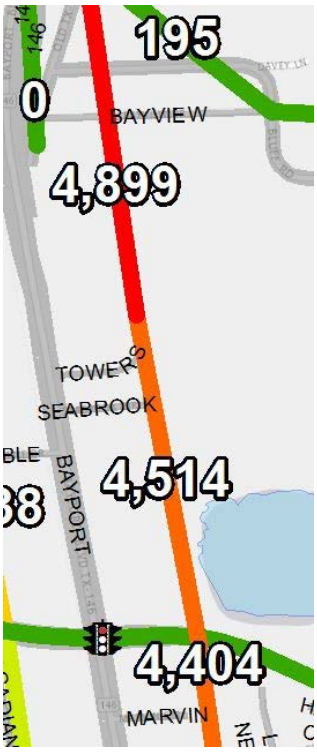
Current Conditions

There are currently six (6) signalized intersections located along the SH 146 Corridor; four (4) are within a half mile stretch between El Mar Drive and NASA 1 Road An additional 20 roadways intersect SH 146 at non-signalized intersections along the 3 mile corridor. Other turning movements include 43 northbound driveways and 34 southbound driveways.

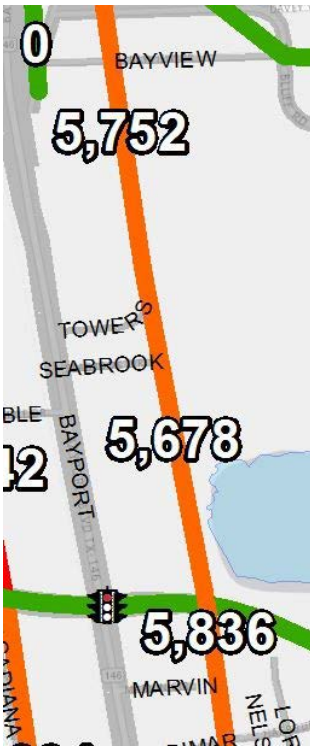
Figure 3.2, on the left, illustrates the number driveways between El Mar Drive and NASA Parkway. There are currently 37 driveways in this road segment alone. The high level of access along the roadway is typical of most commercial corridors, but not ideal for efficiently moving. This segment currently carries about 28,000 vehicles per day and operates at a LOS C during the PM peak period. If the roadway were to continue under its current roadway configuration in 2035, the segment would be projected to carry as many as 36,000 vehicles per day and operate at LOS D during PM peak hour conditions.

The high number of turning movements may also be affecting LOS along the corridor due to speed differentials. The number of vehicles slowing down and/or turning into and out of the corridor can cause spikes in congestion within certain segments at given time periods that might otherwise flow freely. This phenomenon can cause lane volumes to creep closer to capacity and/or reduce the average speeds through the corridor, which lower LOS. It is one of the possible explanations for the poorer LOS during AM peak hour traffic between the northern city limits and Repsdorph Road in the 2015 base model outputs and 2035 no build scenario. The images on this page illustrate the SH 146 Segment between Red Bluff Road and Repsdorph Road where the 2035 PM peak period volumes are around 5,700 at LOS E, but the AM peak period volumes are 4,900, but LOS F. This segment has currently has 21 turning movement and is projected to accommodates about 40,000 vehicles per day in the 2035 no-build scenario.

According to the TxDOT's 2011 Access Management Manual, 20 access points in 1 mile can reduce free flows speeds up to 5 mph. The segment of SH 146 between Red Bluff Drive and Repsdorph Drive is just over 3/4 of a mile.



Red Bluff Road to Repsdorph Road AM



Red Bluff Road to Repsdorph Road PM

WHAT DOES SEABROOK NEED?

One of the simplest solutions to improving access along SH 146 is reducing the number of driveways within the corridor. An overabundance of driveways not only increases congestion, but is dangerous for pedestrian and business patrons. If adjacent businesses share parking, patrons can park at a single location and walk between venues. This not only reduces the amount space needed for parking (and thus increasing the amount of developable land), but creates place making opportunities such as landscaping and pedestrian amenities which help make a corridor a destination rather than just a road to drive through. Additionally, the cost of improving parking areas can be split between adjacent businesses.

In addition to shared parking, SH 146 needs sidewalks, benches, street trees, and other pedestrian amenities to defragment the environment and improve corridor aesthetics. Pedestrian amenities and landscaping not only calms traffic, but add to the sense of place within a corridor as well. To help improve corridor walkability and bridge the gap between adjacent land uses, a sidewalk stretching the entire length of the corridor was proposed as part of the overall corridor plan.

Critical Access Locations

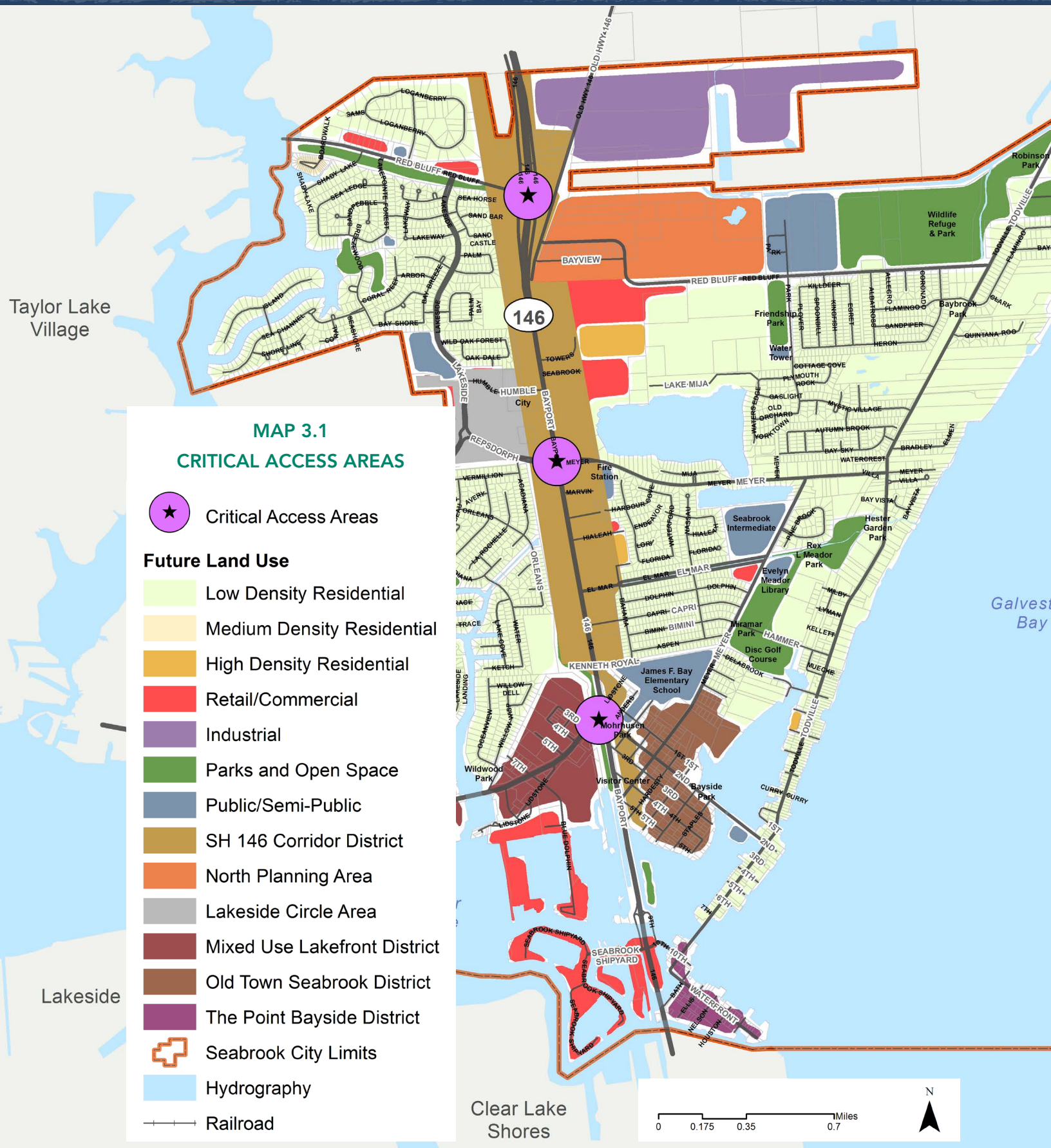
When SH 146 is widened, a number of the existing commercial developments along the corridor will have to be relocated to accommodate right-of-way needs. Although many of the existing businesses will remain in place, the corridor will be poised for new commercial development opportunities. This presents a tremendous opportunity for the city to capitalize on the redevelopable land. Freeway sections typically have limited access to adjacent land development. SH 146 is not different with only three entrance/exit points within the city: Red Bluff Rd, Repsdorph Rd., and NASA Parkway. However, the new frontage lane will provide land use access along the entire corridor.

The following section details three critical access locations along the corridor that will help the city capitalize on the development potential in the corridor.

Critical Access Locations:

- Red Bluff Road
- Repsdorph Road/ Meyer Road
- NASA Parkway

Similar to current development patterns, the future land use maps depicts the majority of the commercial development along the corridor east (northbound) of SH 146. The adjacent land west (southbound) of SH 146 will be primarily undeveloped parkland with intersecting minor arterial and local roads providing access to residential development. The three freeway entrance ramps were chosen as the critical access points because they provide the highest projected traffic volumes entering and exiting the SH 146 frontage lanes. These access locations are also critical because of the planned development areas they provide access to.


MAP 3.1
CRITICAL ACCESS AREAS
Critical Access Areas
Future Land Use
Low Density Residential
Medium Density Residential
High Density Residential
Retail/Commercial
Industrial
Parks and Open Space
Public/Semi-Public
SH 146 Corridor District
North Planning Area
Lakeside Circle Area
Mixed Use Lakefront District
Old Town Seabrook District
The Point Bayside District
Seabrook City Limits
Hydrography
Railroad
Taylor Lake Village
Lakeside
Clear Lake Shores
Galvest Bay
146
RED BLUFF
BAYVIEW
HUMBLE
BAYPORT
REPSDORPH
MEYER
EL MAR
CAPRI
BIMINI
KENNETH ROYAL
HAMMER
TODVILLE
LAKESIDE
LAKE MIJA
SEABROOK SHIPYARD
WATERFRONT
Fire Station
Seabrook Intermediate
Evelyn Meador Library
Miramar Park
Disc Golf Course
James F. Bay Elementary School
Mohrhusen Park
Visitor Center
Bayside Park
Wildwood Park
Hester Garden Park
Rex L Meador Park
Friendship Park
Water Tower
Baybrook Park
Wildlife Refuge & Park
Robinson Park
0 0.175 0.35 0.7 Miles
N



Repsdorph Road

RED BLUFF ROAD

The Red Bluff Road exit from SH 146 is a critical access location because it provides an essential connection to the Lakepoint Forest residential neighborhood to the west of SH 146 (southbound) and the North Planning Area to the east of the SH 146 (northbound). Although there is currently limited commercial development at this access location, the North Planning Area provides a number of development opportunities. The Future Land Use Plan envisions the area accommodating a range of commercial, industrial, and residential uses. High visibility from SH 146 makes the location ideal for either high density commercial or light-industrial development. To capitalize on the access location's development potential visual enhancements and design standards, such as gateways, landscaping, and other complete streets elements, need to be developed.

REPSDORPH ROAD/ MEYER ROAD

Repsdorph Road/ Meyer Road is a critical access location because it provides access to the SH 146 Corridor District and Lake Side Circle Area development zones. The SH 146 Corridor District, located along SH 146 between the Red Bluff Drive and Capri Lane is one of the primary commercial corridors in the city. To access this area from widened SH 146, commuters will need take the Repsdorph Road exit. Existing developments along the stretch include retail outlets such as CVS, AutoZone, and Miramar Shopping Center, the Bayport Commercial Park, and a number of other shops, grocery stores and restaurants. Beautification will be a priority in the future, and design standards will be developed to create a unique corridor image. An emphasis will be on incentivizing more desired commercial uses and limiting residential development.



NASA Parkway

The Lakeside Circle Area, located west of SH 146, is a master planned development that emphasizes mixed use commercial retail. The area is a potential new location for many of the businesses that may be displaced by the SH 146 widening. Though in its fledgling stages, the development may eventually become a major destination within the city.

In addition to the development potential at the access location, the planned freeway underpass at Repsdorph Road and widened SH 146 will make the location even more pivotal to the corridor. It will provide one of two connections between the east and west sides of the city. Without this grade separation, fire rescue vehicles from the Seabrook Fire Station would have to travel north to the Red Bluff Road underpass to access homes on the west side of Seabrook.

NASA PARKWAY

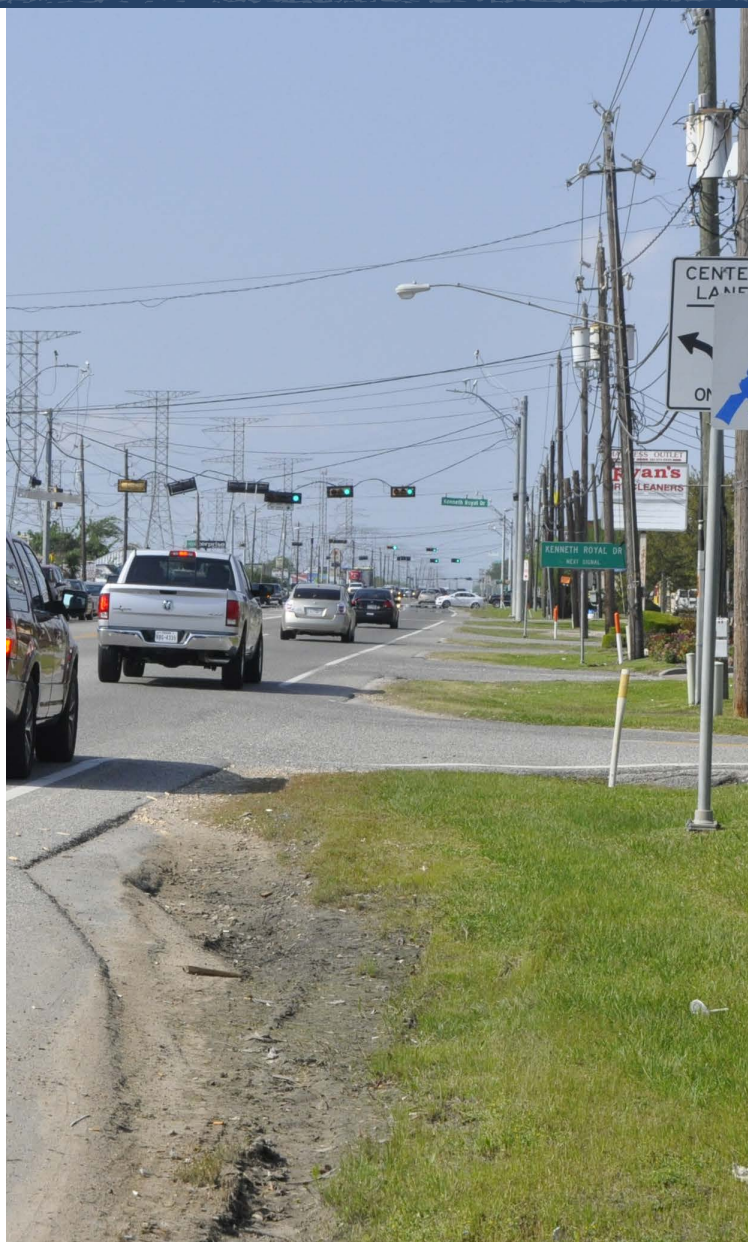
The NASA Parkway exit will be a critical access location because it provides key connections to the Old Town Seabrook District and the Mixed Use / Lakefront District. The Mixed Use/ Lakefront District will place an emphasis on high density residential and mixed use retail and restaurant developments that take advantage of the lake front.

The Old Town Seabrook District is already a tourist destination, offering tourists and city residents a chance to shop and dine in unique local establishments. Additional uses proposed for the area include micro-breweries, dance halls, and theaters. Plans are underway to expand this historic district to SH 146, which will mean more visibility and potentially more congestion.

The change in residential density, coupled with intensified commercial development, may generate more overall vehicle trips than currently projected for in this critical access location. As development unfolds and plans are finalized, a full traffic impact analysis will be needed to determine the full impact of the developments on the thoroughfare network.

Traffic Control Optimization

A number of strategies can be used to manage traffic along arterial and freeway frontage roads. The following strategies are designed to mitigate congestion and facilitate a more balanced land use and transportation connection.



ACCESS CONNECTION SPACING

Access connections are facilities for entrance and/or exit from a roadway such as a connecting street (intersection) or driveway. Access connection spacing has a major impact on the relative flow of traffic through a corridor. It is not only based on the distance between intersections or driveways, but the speed in which commuters travel through a corridor.

As mentioned above, speed differential can have a negative impact on LOS in a corridor. Proper intersection spacing can limit speed differentials and improve traffic flow within a corridor. Table 3.2 details TxDOT's recommended access connection spacing for state managed (off-system) facilities below the freeway functional classification. These recommendations can be applied to non-state managed (off-system) roadways as well. Because Texas frontage road speed limits typically range between 40 and 55 miles per hour, intersections should be between 305 feet and 425 feet depending on the posted speed limit.

TABLE 3.2, RECOMMENDED ACCESS CONNECTION SPACING

SPEED LIMIT (MPH)	STATE FACILITIES*	ONE-WAY FRONTAGE ROAD	TWO-WAY FRONTAGE ROAD
≤ 30	200	200	200
35	250	250	300
40	305	305	360
45	360	360	435
≥ 50	425	425	510

**Precludes new highways on new alignments, freeway mainlines, and frontage roads.*

Source: TxDOT Access Management Manual, 2011

CHARTING THE COURSE
*your city * your future*

MAP 3.2
THOROUGHFARE PLAN

- Proposed Connections
- Future PHA Railroad
- Future Cruise Terminal Road
- Controlled Access Facility
- Principal Arterial
- Minor Arterial
- Collector
- Industrial Street
- Local Street
- Seabrook City Limits

0 0.175 0.35 0.7 Miles

N

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AUXILIARY LANES

Auxiliary lanes are designed to facilitate turning movements outside the general flow of traffic. Rather than commuters turning right or left from the main lanes, traffic is funneled to an auxiliary right or left turning lane or entrance ramp. This reduces the number of speed differentials in the corridor by separating the slowing or halting traffic from the main lanes. Turn lanes are usually installed at busy intersections or the entrances of major traffic generators. In addition to providing a separate lane for right and left turning traffic, raised turn lanes can provide a pedestrian refuge and reduce traffic accidents.



Auxiliary Lanes at NASA Parkway and Interstate 45 South facilitate on- and off-ramp movements onto smaller roadways.

SIGNALIZED INTERSECTION SPACING

Signalized intersections, if properly timed, can significantly reduce the start and stop traffic along a corridor. Too many intersections in a short span or poor timing of traffic can cause delays and headaches for drivers. According to TxDOT access management guidelines, every traffic signal added per mile reduces travel speeds 2 to 3 mph. This can lead to serious corridor congestion and delays.

Table 3.3 describes the increase in travel time for every traffic signal added within a mile span. Increasing from two (2) to three (3) traffic signals can increase travel time nine percent. The segment of SH 146 between El Mar and NASA Parkway is less than a half mile in length and has four (4) traffic signals. This, coupled with the 37 existing turning movements, reduces level-of-service along the SH 146 frontage roads to LOS D in the build scenario.

TABLE 3.3, INTERSECTION SPACING VERSUS TRAVEL TIME

SIGNALS PER MILE	PERCENT INCREASE IN TRAVEL TIME*
2	0
3	9
4	16
5	23
6	29
7	34
8	39

**Compared to two (2) signals per mile.*
Source: TxDOT Access Management Manual, 2011

To improve traffic signal optimization, the City of Seabrook should develop traffic timing plans to interconnect traffic signals along the SH 146 frontage road and other key commercial corridors. According to the Federal Highway Administration (FHWA), every dollar invested in traffic signal optimization saves $40 in time and fuel savings.

SHARED ACCESS OR CONSOLIDATED PARKING

Shared access allows multiple adjacent businesses to utilize a single parking entrance. This improves congestion by reducing the number of turning movements within a corridor.

TRANSPORTATION AND CIRCULATION RECOMMENDATIONS

3.1 ***Coordinate with TxDOT for SH 146 design enhancements and other impacts (refer to the text box, below).***

3.2 ***Establish key locations to preserve public access to Clear Lake and ensure that the zoning, subdivision, and site plan approval processes preserve those access corridors.***

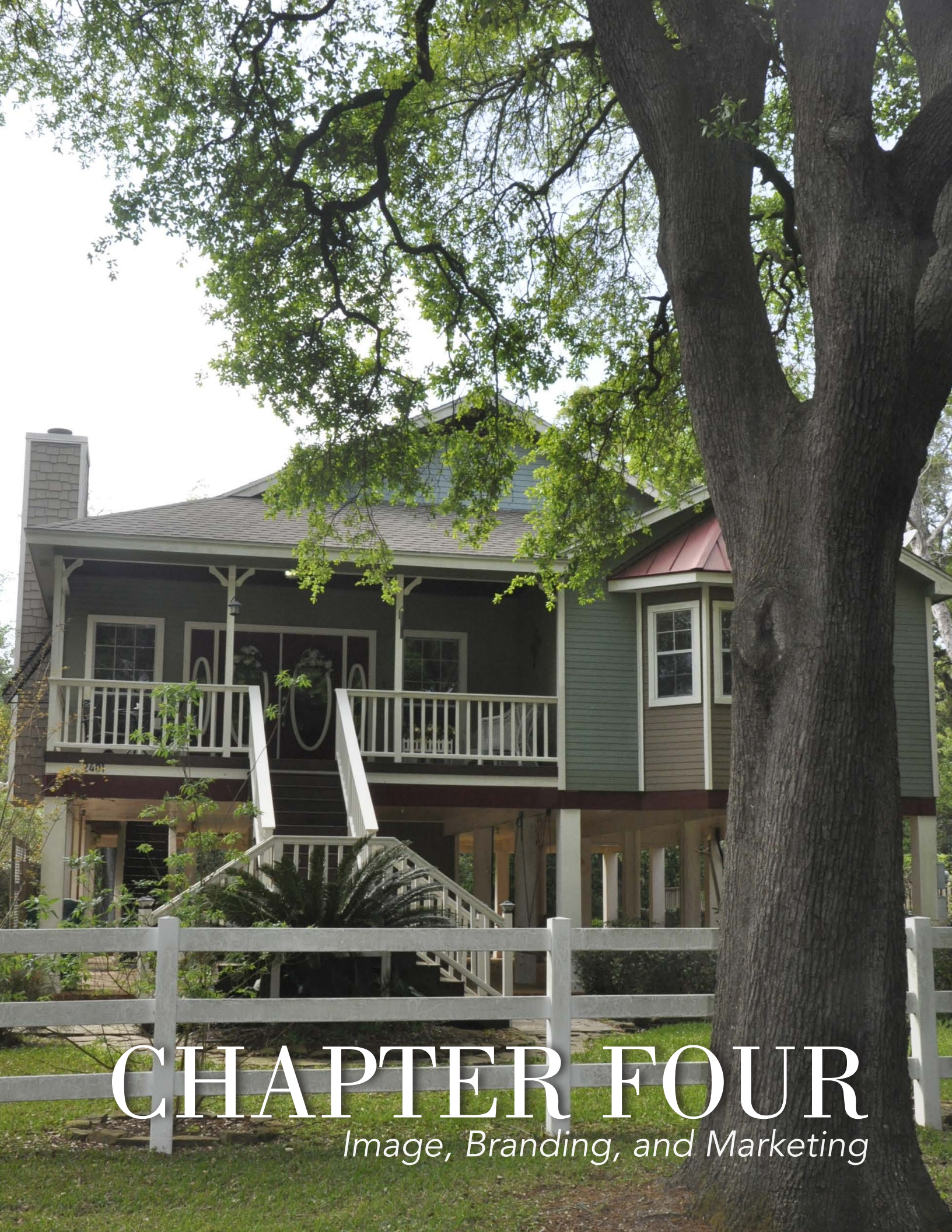
3.3 ***Improve pedestrian crossing facilities on NASA Parkway in the Mixed Use/ Lakefront District in order to provide connectivity for pedestrian activities along both sides of the roadway.***

3.4 Prioritize funding and implement adopted Open Space Master Plan.

**Note: The recommendations in bold are discussed in greater detail in Chapter 6, Implementation Plan.*

REQUEST FOR QUALIFICATIONS (RFQ) FOR COMMUNITY-WIDE BRANDING PLAN AND SH 146 ENHANCEMENTS

In 2016, the City published an RFQ seeking a qualified consultant to help the City develop a conceptual design for a city-wide signage and branding plan. The RFQ also requests assistance in seeking grant funding from TxDOT and coordination with TxDOT for design enhancements along SH 146. Publishing the RFQ is the first step in the process of building a cooperative partnership between the City of Seabrook and TxDOT so that both parties can achieve long-term goals and mitigate the impacts of such a project. Refer to *Chapter 4, Image, Branding, and Marketing*, for more details and descriptions about potential design treatments and enhancements that would be suitable for Seabrook—including gateways, signage, streetscapes, landscaping, and edge treatments.



CHAPTER FOUR

Image, Branding, and Marketing



WHAT DETERMINES A COMMUNITY'S IDENTITY AND IMAGE?

What do people mean by character? The *Lexicon Webster Dictionary* defines character as "a distinctive trait, quality or attribute," something's "essential quality or nature," and "reputation." But, what attributes make up the basic quality of a place?

The character of a place is often reduced to individual characteristics, which can lead to protecting some traits and not others. However, community character should be approached as a holistic experience that requires the maintenance of a system of social, urban design, economic and environmental characteristics.

The purpose of this chapter is to highlight Seabrook's existing characteristics in the form of housing characteristics, livability, wayfinding/signage, development patterns, community assets, and the City's image, as well as marketing and branding campaigns. With the community on the brink of many physical changes, it is crucial for Seabrook to identify what aspects of the community should be preserved and reinvested in.



Characteristics to Consider:

The character of developed areas can be explained by looking at a number of characteristics:

- *Site and configuration of lots;*
- *Site design;*
- *Street design;*
- *Intensity of development;*
- *Building location, dimensions, and orientation;*
- *Natural features*
- *Location, extent and type of public and semi-public spaces; and*
- *Interactions among users.*

Many of these characteristics are present regardless of the individual use (offices, homes, shops, etc.). Thus, the characteristics are primarily based on form and pattern, rather than individual land uses.

The most important component of most traditional plans has always been land use. Planning tends to focus on the issues of physical forms of development, as described by the types and locations of individual land uses, to address issues with compatibility and public infrastructure provisions. However, this location-specific focus has often resulted in a lack of attention to the overall pattern of development that is taking place. Recent trends, reflected in today's Smart Growth and New Urbanist concepts, focus more on a city's overall pattern of development, rather than individual uses. The patterns of development taking place in a community can create individual areas with unique character and identity—much like the planning areas and special districts highlighted in this plan. Character areas meet the following criteria:

» Have unique or special characteristics;

» Have potential to evolve into a unique area when given strategic and intentional guidance; or

» Require special attention due to unique development issues.[1]

1 *Discovering and Planning Your Community Character. Georgia Department of Community Affairs. 2013*

What is Important to the Community?

The public input process was successful considering the amount of responses received from multiple sources. Citizens gave input on what they treasure and want to preserve, how residents envision future development, key destinations for branding, and what types of developments would enhance the quality of life in their neighborhoods. There were concerns raised about the changing flood maps, and their potential to change the look and feel of infill development in older neighborhoods, disrupting and degrading the community's historic character. To counter this, citizens championed for a well defined vision of the Old Town Seabrook District that will preserve the community's historic character, as well as offer unique local shopping and dining experiences. Residents also advocated for boardwalk access to connect waterfront destinations, which led to a larger accessibility discussion. Some east-side residents expressed a feeling of disassociation from the Seabrook community on the west side of SH 146, indicating a need for more equal distribution of public facilities, services and amenities, as well as identification with current city events. Residents raved about popular community events and parades, like Trash Bash and Keels and Wheels, of which they would like to see more of in the future.

According to many of the comments received, citizens are relatively satisfied with the appearance of their community. In fact, over a quarter of citizens believe that existing neighborhoods make Seabrook attractive and distinguishable from surrounding communities. Residents were asked to rate how important or unimportant each amenity was to Seabrook's quality of life; the following list are the top amenities identified:

- Parks and Trails System
- Appearance of the City
- Availability of Single Family Homes
- An Effective Roadway Network
- Enhancing the City's Identity
- Establishing Community Focal Points
- Local Retailers and Specialty Shops
- Safe and Easy to Walk
- Mixed Use Development



Imagine Seabrook as you want it to be in 10 to 15 years. What is it like?

UPDATED AMENITIES

COMMUNITY EVENTS

MORE ARTS AND CULTURAL AMENITIES

SMALL-TOWN FEEL

SEABROOK BOARDWALK

UNIQUE LOCAL SHOPPING AND DINING

LESS TRAFFIC

PRESERVATION OF HISTORIC CHARACTER

Expanded Parks and Trails System

WATERFRONT ACCESS

ACCESSIBLE AND MEMORABLE

NEW GROCERY STORE

FAMILY-ORIENTED

DEVELOP OLD SEABROOK AS A DENSE, WALKABLE TOWN CENTER

Waterfront Recreation

DEVELOPMENT OF THE POINT



The Gateways input board was presented at the Community Workshop to have residents identify on the map where key community gateways and focal points should be located for maximum visual impact.

NEIGHBORHOOD AND COMMUNITY CHARACTER

The community input discussed in the previous section is necessary to consider alongside current housing trends portray a complete picture of Seabrook. The following sections provide an overview of Seabrook's current housing mix and inventory in order to establish the community's character and the best strategies to maintain, preserve and enhance them.

Survey respondents rated Seabrook's general appearance as

53% GOOD

35% FAIR

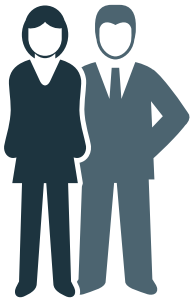


Existing Conditions and Housing Mix Analysis

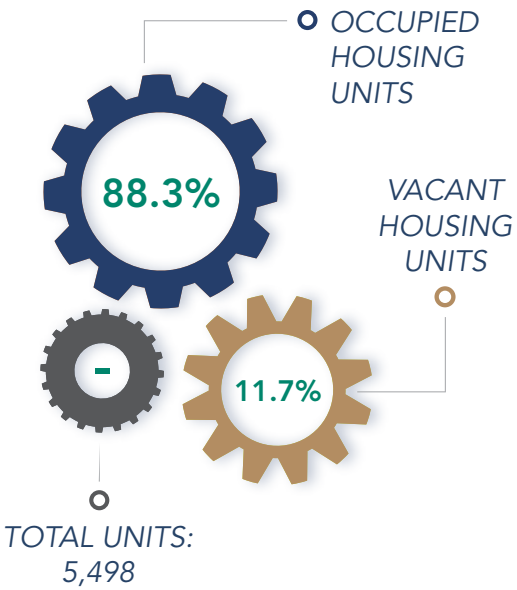
Roughly 56 percent of Seabrook's housing units are made up of single-family, one-unit detached homes. Nearly 18 percent of housing units are multifamily developments with anywhere from 10 to 19 units. Most of the housing stock in Seabrook was built after 1980, but there are some older sections of the City (north of Old Town Seabrook) that are beginning to show signs of aging and are becoming ripe for infill and reinvestment.

Because housing is the primary function for much of the land area within the city limits, it will be a priority for the city to continue to preserve the existing neighborhoods, but also to provide context-sensitive housing options for future populations with changing preferences. Reflective of national trends, residents identified a lack of senior and young professional housing options, such as townhomes, mixed use residential, and medium-density apartments.

It will be important for Seabrook to proactively maintain existing neighborhoods, as well as continue to enhance their quality of life by providing amenities and connectivity throughout the City. New development should take into consideration that the City is nearly built-out and residents are demanding more housing options, access to waterfront and other amenities, community identity, and unique destinations.



2.85
PERSONS
is the average household size of an owner-occupied unit

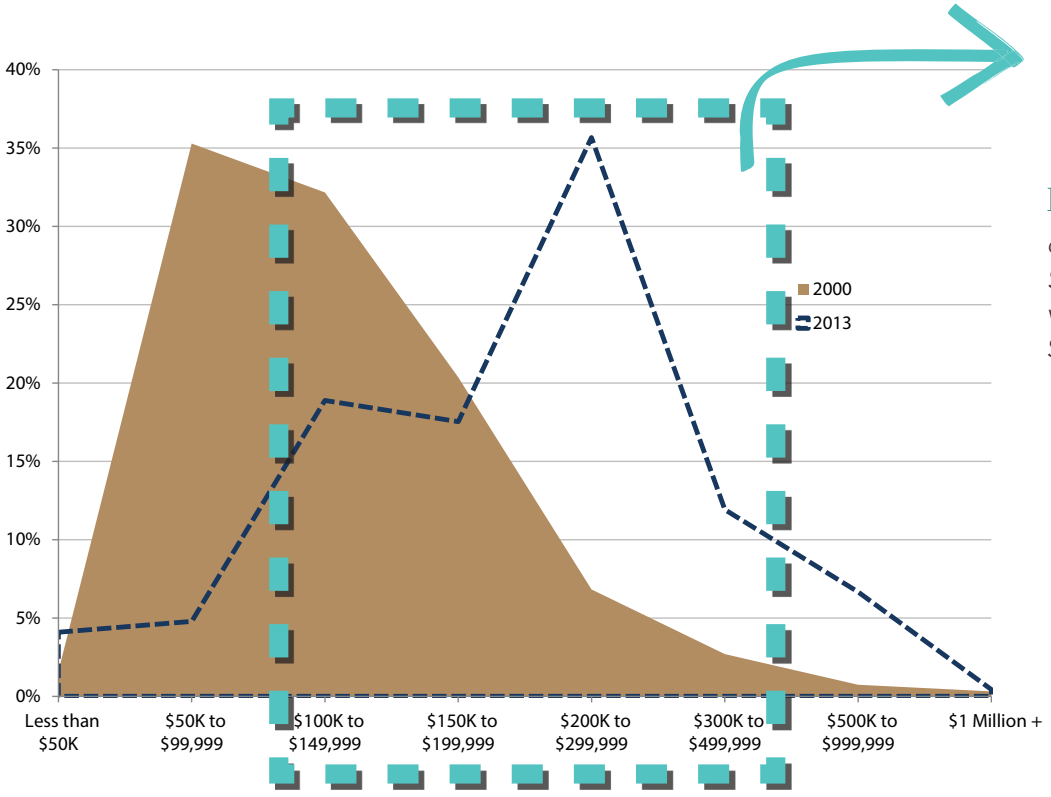


HOUSING INVENTORY

Much of Seabrook's housing was constructed between 1980 and 2009, with nearly 25 percent built between 2000 and 2009. Generally, Seabrook's housing stock is in good condition, well-maintained and regularly repaired.

Nearly 75 percent of Seabrook's housing stock is valued between $100,000 and $300,000. Out of that grouping, 32 percent is valued between $200,000 and $299,000. In the graphic below, it is also worth noting that the number of higher valued homes has significantly increased from 2000 to 2013. Even more significant is that 10 percent of the housing stock is valued at less than $100,000. From an affordability perspective, this data reveals that there is a lack of housing variety in Seabrook, which may prevent younger generations, single-parents, retirees, and even senior citizens from purchasing a home here.

As discussed in *Chapter 1, Overview*, the housing units are divided into a 60/40 split, with 60 percent of units being single family and 40 percent being multifamily. There is a 12 percent vacancy rate in renter-occupied units, and one percent for owner-occupied units—showing how well the market has absorbed the current housing stock and indicating future demands. See *Chapter 2, Future Land Use*, for the Ultimate Capacity calculations for each residential type.



75
PERCENT
of homes in Seabrook are valued between $100K and $300K.



EXISTING NEIGHBORHOODS:

- Baybrook
- Edgelake
- Miramar
- Lakepointe Forest
- Mystic Village
- Repsdorph - Pebblebrook
- Clearwater Estates
- Oak Ridge Meadows
- Lake Cove
- Harbour Cove Estates
- Parker Lake
- Lakeside Landing
- Wildwood
- Seaside Village
- Red Oak Acres
- The Oaks of Seabrook
- Villas by the Sea
- Upper Todville
- Seascape I and II
- Searidge
- Seabrook Island
- Harbour Cove
- Bay Vista
- Pelican's Nest

Source: nextdoor.com

MAP 4.1, EXISTING RESIDENTIAL LAND USE MAP



LEGEND

- Low Density Residential
- Medium Density Residential
- High Density Residential

0 0.175 0.35 0.7 Miles

N



Preservation is for the continued protection of homes in good condition with no visible issues to address.



Conservation is meant for homes that remain in good health, but have some small cosmetic repairs to address.



Rehabilitation is for structures that have been vacant and boarded up, experiencing substantial wear and tear.

Housing Strategies

Like most communities, Seabrook has limited financial resources that come from a combination of property taxes, sales taxes, and fees. In order to be fiscally sound, it is important for these limited resources to be used in the wisest and most effective ways. The following sections provide housing strategies and concepts that are appropriate for some of the conditions and needs in various areas of Seabrook.

PRESERVATION

Preservation strategies are for neighborhoods in good health and appearance—these are generally Seabrook's newer neighborhoods with minimal signs of wear and tear. The goal of preservation is to prevent the neighborhood from declining by maintaining the current [good] conditions of the neighborhoods. Neighborhoods can, at first, begin declining on one or two properties with small issues here and there, such as dilapidated fencing or code enforcement violations. What starts out as a localized problem, can quickly spread as perceptions of the area. Those seeking well-maintained neighborhoods will often look elsewhere, many times to the newest subdivision, effectively snowballing the decline of the existing neighborhood. See the *Existing Neighborhoods* graphic on Page 4.9.

CONSERVATION

Conservation neighborhoods are those of sound structural condition, just showing minor cosmetic signs of aging and wear (such as painting, yard maintenance, and fence repair). The majority of Seabrook's homes were built between 1980 and 2000, thus some maintenance is likely necessary in older neighborhoods. Living in a coastal community can sometimes be harsher on the exterior facades than living inland, thus many homes perform regular repairs and maintenance.

REHABILITATION AND REDEVELOPMENT

Rehabilitation areas are typically concentrated in the older parts of Seabrook, in some of the first neighborhoods like Old Town Seabrook. In this area, there are examples of vacant, boarded up structures in need of action. Rehabilitation and redevelopment of existing housing can revitalize older/historic neighborhoods, allow for housing options, and promote reinvestment in the area. However, Seabrook should create guidelines for housing rehabilitation in priority areas to ensure that rehabilitation efforts maintain the district's character, includes contemporary housing needs, is accessible to all age groups, and incorporates low-impact development and resiliency measures. Some examples of rehabilitation strategies that should be considered are:

» ***Area Branding.*** Use branding techniques to identify the neighborhood and generate a sense of place, and thus foster a sense of attachment and pride in residents.

» ***Quality of Life Improvements.*** The City can spur future development by making initial investments in public amenities like safety, parks, facilities, trails, art, and aesthetic improvements.

» ***Demolition.*** Dilapidated, vacant housing is more than visually unappealing, it can also be a hazard. Prolonged vacancies with signs of abandonment can begin to negatively impact the perception of the entire area.

» ***Property Acquisition.*** When structures are demolished, the City should consider purchasing the property—especially if the property is located in one of the targeted redevelopment areas like Old Town Seabrook. Today's property ownership is a challenge in Seabrook, but opportunities present themselves when a clear vision is established.

» ***Public-Private Partnerships (PPPs).*** PPPs are a combination of public and private support to create a catalyst project—one that generates excitement, energy and pride from residents. It is often followed by private investment; for example: retail sites, new housing, and employment generators.

» ***Infill Housing Incentives.*** While new development is cited in the northern areas of Seabrook, one of the goals of this plan relates to strengthening the City's core to make it vibrant again. The purpose of incentives is to reduce/mitigate the risks a builder may incur when undertaking infill projects. The goal of infill is to increase property values and invigorate the surrounding neighborhood.

» ***Redevelopment Incentives.*** Acquired properties can be used for public-private partnerships and development/redevelopment incentives, including shovel-ready development packages.

Housing Strategies for Preservation and Conservation in Existing Neighborhoods:

- *Code Enforcement & Compliance*
- *Access and Improvements to Parks & Recreation Facilities*
- *Neighborhood Organizations and Home Owners Associations (HOA's)*
- *Quality Neighborhood Design*
- *Quality Building Materials*
- *Compatible Non-Residential Development (Prohibiting Incompatible Uses)*

NEW DEVELOPMENT

There is new residential in Seabrook's future, and it will be important to ensure that the new housing developments include a variety of housing types to accommodate all citizens. New development will need to take into consideration changing design standards (see *Chapter 1, Overview* for discussion about changing FEMA maps), connectivity/accessibility, waterfront access, SH 146 access, pedestrian amenities, and coastal resiliency issues. Residential growth is anticipated to take place in several key areas:

North Planning Area. This area is currently a flexible planning area that could easily accommodate light industrial land uses, as it could single family neighborhoods.

Old Seabrook. This area is a historic mixture of small, older homes mixed with boutique shops and local businesses. This area will always have some form of residential, from grandfathered properties to live-work units above retail spaces.

Mixed use/Lake Front District. This area includes existing commercial and residential uses along NASA Parkway corridor. Vacant property provides an opportunity for additional high density retail and residential development for a more vibrant waterfront entertainment district.

Future Development of Neighborhoods

Coastal cities like Seabrook face unique challenges with regard to flooding and drainage issues. Rebuilding neighborhoods after flooding damage has occurred, in a manner that is both preventative of future damages and aesthetic (with regard to new minimum flooding elevation requirements), is a concern for residents and the City.







LIFE CYCLE HOUSING

Life cycle housing is an inclusive way of describing housing options that serve the needs of the population throughout the stages of their lives—from young singles to senior citizens. A need for senior housing and a variety of housing choices was noted during the public input process. Many residents want to stay in Seabrook for as long as possible, and having an adequate mix of housing options available gives them that opportunity. This concept is illustrated by the circle graphic below.



Rather than following the model of traditional suburban design where housing types are segregated, a distinct benefit of incorporating life cycle housing is the ability of families to put down roots in their neighborhood, children to stay in the same schools, social networks and bonds to remain in place, and seniors to live close to family and friends. In order to achieve these benefits, the appropriate mix of housing options should be considered. The following list identifies types of life cycle housing:

» Apartments
» Small / Medium / Large Single Family
» Duplex Homes
» Townhomes
» Live-Work / Loft Units
» Mixed Use Residential
» Senior Living



Low-Density housing units are typically single-family homes (attached or detached) of any size—small, medium, and/or large.



Medium-Density homes include duplexes and townhomes, as well as cottages and some garden-style condominiums.



High-Density units include apartments, townhomes, high-rises, and mixed-use residential.

Methods of Reducing Flood Losses.

In order to accomplish its purposes, this City's Code of Ordinances proposes the following methods to mitigate flood loss:

1. *Restrict or prohibit uses that are dangerous to health, safety or property in times of flood, or cause excessive increases in flood heights or velocities;*

2. *Require that uses vulnerable to floods, including facilities which serve such uses, be protected against flood damage at the time of initial construction;*

3. *Control the alteration of natural floodplains, stream channels, and natural protective barriers, which are involved in the accommodation of floodwaters;*

4. *Control filling, grading, dredging and other development which may increase flood damage;*

5. *Prevent or regulate the construction of flood barriers which will unnaturally divert floodwaters or which may increase flood hazards to other lands;*

6. *Promote uses of land in the floodplain that are consistent with the natural and beneficial functions of the floodplain.*

Source: Seabrook Code of Ordinances Section 38-29 (Ord. No. 2008-10, § 1, 7-15-2008)



Photographer: Jeff Hooge

Housing Funding Sources

There are a variety of different programs and incentives that can be used. The type and amount of incentives is directly related to the market itself. Redevelopment assumes a significant amount of risk, thus it is the purpose of incentives to reduce or mitigate some of the risks that a builder assumes when doing these projects. As with most other incentives, the primary goal of offering assistance is to stabilize and increase property values and invigorate neighborhoods. Stable neighborhoods benefit the community as a whole through tax generation. The following are incentives and programs that could be used to help maintain existing homes and attract infill housing. It is important to note that it is an example list and that program details are dependent on funding and partnerships.

» Housing Maintenance Programs (Grants)

» Housing Maintenance Incentives for Minor Repairs (Rebates or Matching Funds)

» Maintenance Assistance (Identification of Elderly or At-Need Households)

» Waiving development fees for infill housing

» Fast-track review & approval procedures

» Acquired land is given to developer at a significantly reduced cost;

» Rebates or grants awarded per housing unit constructed in focus area

» Infrastructure upgrades for infill projects over a certain value or number of units

» Tax abatements such as taxation for a specified amount of time at the original value when a home is demolished and rebuilt

» Density bonus for infill development, particularly with medium and high density projects

» City partnership with a specific developer(s) for construction of a certain type of housing on city-owned land (public-private partnership).

This is not, by any means, an exhaustive list of funding sources, but it does provide a starting point from which the City can craft it's own programs. The housing programs available should be heavily marketed to ensure that local and regional builders are aware of the opportunities available in Seabrook.

IMAGE AND DESIGN CHARACTER

Quality of life in Seabrook is enriched by its coastal location. Residents and visitors alike treasure Seabrook for its resort-style experiences along Clear Lake and Galveston Bay. Seabrook's relaxed lifestyle, business-friendly climate and affordable waterfront property make it one of the country's most attractive areas to live, work and visit. Both residents and visitors enjoy the many parks and amenities Seabrook has to offer, as well as the open spaces areas and land maintained for natural conservation. As discussed on pages 4.4 and 4.5, the community identified a number of their favorite things about Seabrook, which included the small-town feel, parks/trails/recreational opportunities, local restaurants, historic culture, and waterfront. It was widely agreed that Seabrook's essence and character is completely different than neighboring communities, like Kemah, and residents want to celebrate and build upon these differences in a way that is unique to Seabrook. In order to accomplish this, it is important that the City consider existing community assets, design guidelines for both nonresidential and residential uses, community branding, wayfinding and signage, as well as public communication methods.





Community Image and Appearance

Seabrook is a unique community with local history and charm, it still has many obstacles ahead when it comes to the physical appearance and perceptions of the City. These perceptions influence visitors and private investment choices. Cities everywhere are experiencing the effects of aging commercial corridors and residential areas, as well as major roadway expansions and right-of-way land takings. Until now, development in Seabrook has primarily been new construction, and has resulted in some discontinuity from one side of SH 146 to the other—such as in the provision of Seabrook's Hike and Bike Trails. Discontinuity can hinder community identity and limit continuity in design and service provision, as well as housing condition.

Seabrook will need to consider improved commercial development guidelines that specifically address building facades, materials, landscaping, and signage. New development should strive to improve the overall aesthetic appeal of nonresidential areas, and thus increase their longevity and viability into the future. The City should also consider adopting sign standards for commercial development to encourage consistency and reduce visual clutter along its major corridors like SH 146, NASA Parkway and Red Bluff Road. Essentially, the City's design guidelines will set the stage for what the community wants to see in the future. The vision for Seabrook cannot be accomplished without protecting the community's assets and ensuring that developers and businesses provide for the best interests of Seabrook and its residents.

Growth management, continuously improving social well-being, infill and redevelopment, housing, community appearance and design, and cultural preservation will be a priority as Seabrook develops. In an effort to be known as a livable city, Seabrook will need to address the following components:

» Neighborhoods

» Special Districts

» Corridors

» Entryways and Gateways

» Edges

NEIGHBORHOODS

Preservation is often overlooked in growing communities, but it is a way for cities to remember and preserve their local culture and history. Implementing preservation can help to conserve and protect buildings, neighborhoods, and other artifacts with historical and/or cultural significance to the community. Seabrook has a rich history that is seen in Old Town Seabrook, but also in its older neighborhoods. It is important to the livability and the overall character of Seabrook to promote and preserve these significant neighborhoods.

Neighborhoods can be designated as special districts, and then utilize enhanced design overlays and/or feature unique signage that will help generate and bring to life the unique identity and brand of the area. For example, the Old Town Seabrook District is well-known as and sited to become the heart of Seabrook, and home to the City's oldest buildings and neighborhoods, dating back to the early 1900s. The development of this area is characterized as low-density, single family homes; part of the charm of this area is the fact the architectural styles of the homes are from different time periods, due to hurricane damage and past redevelopment efforts. Other prominent and important neighborhoods include Miramar, Lake Cove, Mystic Village, and Lakepoint Forest, to name a few (see previous list of neighborhoods). These key neighborhoods and others should be identified and branded as special places; helping to add to the community's character.

SPECIAL DISTRICTS

Districts are larger areas of activity, such as downtowns and civic cores, that generate distinct environments. Special districts provide opportunities and choices that are specific to Seabrook with specialized uses and activities. Districts create their own identity in the form of building standards, signage, landscape, and other aesthetic features that help attract visitors from outside district boundaries.

So why are special district designations important to Seabrook? Because these areas will define the Seabrook experience. There is an underlying belief that vibrant and healthy destinations are the best tools to maintain Seabrook's significant role as a destination for waterfront activities, a headquarter for businesses, and a focal point for civic gatherings. Special districts shape the image of Seabrook as an attractive, desirable destination that supports private investment, visitor perceptions and community pride.

As identified in *Chapter 2, Future Land Use*, each of the six planning areas— the Old Town Seabrook District, the North Planning Area, the SH 146 Corridor District, the Lakeside Circle Area, the Mixed Use/Lakefront District, and The Point District—are considered special districts. The anticipated landscape and streetscape improvements that will be designed along SH 146 and along adjacent rights-of-way will help spur re-investment post-construction. In Old Town Seabrook daytime parking, walkability, and pedestrian safety issues need to be addressed to promote the future success in the area. The districts along the waterfront have only scratched the surface of their potential. Public comments convey a desire for continued improvement to build on the momentum made from previous investments along the waterfront. Creating special districts reinforces citizens' ability to identify with the area and generate special memories that bring people back to Seabrook to live, work, and play.



The Pelican Path Project

Fun Local Fact: the official bird of Seabrook is the Pelican. What better way to boost citizen and business enthusiasm and community pride than by bringing the City's mascot to life! Since the idea was "hatched" in 2000, there have been nearly 45 fiberglass six- to eight-foot tall Pelicans placed throughout the City of Seabrook. Each Pelican is a one-of-a-kind work of art, conceptualized and painted by professional artists and sponsored by local businesses. Each Pelican is unique and has its own personality that holds a special place in the hearts of residents. Some Pelicans illustrate the light-hearted side of the community, while other pelicans pay homage to our nation's armed forces or focus on Seabrook's reputation as a well-known bird sanctuary. The Seabrook Pelicans can be seen throughout Seabrook, as well as in Pelican Park by the Seabrook Community Center.

Source: McCann, Mike. "Pelican Path Project - The Birds that Unify." www.onthewaterlifestyle.com.

CORRIDORS

Corridors in Seabrook are important to circulation and connectivity, but also to the general appearance and attractiveness of the City. SH 146 is undergoing a massive expansion that will drastically change the look of Seabrook, as well as the experience—presenting a unique opportunity for Seabrook to refine and revitalize its identity for the future. Both major entrances into the City, along NASA Parkway and SH 146, lack pedestrian and streetscape improvements, as well as safe connections and crosswalks for cyclists. Economic development is also an important factor along these corridors, as many of the existing businesses will be moving or relocated due to the expanding right-of-way.

The SH 146 Corridor and NASA Parkway (bisecting the Mixed Use/Lakefront District) are both identified as key planning areas in *Chapter 2, Future Land Use*, and special area plans are necessary to further investigate the full potential of these corridors. Each corridor area is unique in functionality and character, and the future special area plans should build upon those elements to recommend strategies for the enhancement of these corridors. Although each is unique, the corridors face many common challenges today. Vacant buildings, deteriorating structures, inconsistent land use types, and unattractive areas are creating a lack of continuity that is limiting the area's full development potential. Additionally, Todville Road captures much of the local traffic going from north to south—from Pine Gully Park down to Old Town Seabrook and The Point. The corridor runs along the waterfront and serves as the main access road for residents along the waterfront. Future planning efforts along this road should work to preserve the natural elements and unique residential character, as well as enhance roadway safety features to accommodate bicycle traffic.

ENTRYWAYS AND GATEWAYS

When asked to think about your home, one would likely recall the welcome mat at the front door or the colorful decorations adorning your front porch. The entrances and street-oriented facades of today's homes are often the most personalized with plants, art, names or other details that help define who lives there. Much like a home, cities have main entrances and intersections that provide visitors with their first impressions and begins to describe the community and its residents. These gateways provide a statement about Seabrook—one that encompasses its' history, values and interests.

Gateway signage/landmarks can be designed at a variety of scales to accommodate specific locations, traffic volumes and traffic speeds along a corridor, as well as communicate important information about the area. Major gateways are typically located along freeways and major intersections; ideally these would be along SH 146 at the intersections of Red Bluff, Repsdorph Road/E Meyer Avenue, NASA Parkway, Main Street, and at The Point. Gateways are not necessarily limited to a single sign or element, but can also encompass an entire node or intersection. Gateways provide visitors with a sense of place and give the impression they are entering a special place.

Request for Qualifications (RFQ) for Master Landscaping and City Branding Plan as Part of the TxDOT SH 146 Expansion Project

In 2016, during this planning process, the City of Seabrook began taking strategic action on some of the recommendations made in this Plan. The City posted an RFQ seeking qualified landscape architectural consulting firms with experience in community design and environmental planning to develop a Master Landscaping and City Branding Plan to be implemented as part of TxDOT's SH 146 expansion project. The primary goal of the plan is to establish a higher level of visual appeal along the SH 146 corridor using landscape and architectural improvements to promote and enhance highway safety. The Master Landscaping and Branding Plan will be a collaborative effort and written expression of the community's long-term vision for the SH 146—as is generally outlined by this comprehensive planning effort. The Plan will define the character of SH 146 and the City's image. These improvements are Seabrook's opportunity to redefine its identity, and attract new investment to the area using landscaping and branding techniques in Seabrook's neighborhoods, special districts, corridors, entryways and gateways, and edges.

Source: City of Seabrook, www.seabrooktx.gov

EDGES

Similar to gateways, edges help tell a story about the community while providing a transition from one destination to another. The design and form that edges are given is important; ranging from open space and natural areas to urban development, edges will need to be envisioned and planned for in order to be preserved and appropriately designed.

Along the northern edge, industrial uses have started to infill around the port-owned properties along SH 146 and the railroad spur. The North Planning area is located here and is ideally situated for additional industrial uses or continuation of the residential uses nearby. The eastern edge is primarily made up of large waterfront homes, while the western edge is also primarily residential. The southern edge is located along the waterfront area and has the greatest potential for development due to the large number of vacant parcels available along such a coveted amenity. The southern edge also has the greatest potential to develop a memorable and welcoming edge that both defines contemporary Seabrook and draws visitors deeper into their experience of the City.

COMMUNITY ASSETS

The character of a community is identified by the culmination of existing, natural, historical, or other significant features associated with that place. The community should be aware of what assets it has, how they are being utilized, and where the gaps in facilities or services are in order to capitalize on what it has and plan for the future. Assets can be leveraged to improve other aspects of the community, specifically to revitalize public interest, spur economic development, and encourage new growth. Community assets, such as those listed below, directly contribute to the aesthetic appeal of the community through the incorporation of landscaping/greenspaces, aesthetic treatments, attractive public spaces, and natural amenities. Specifically, Seabrook is widely known for its hike and bike trails, parks, and waterfront—all of which are community assets that have major effects on overall image, branding and marketing strategies.



Public Facilities. Seabrook has a variety of public facilities that adequately serve the community, from the parks and trails system to the wastewater treatment plant and emergency services. All of Seabrook's public facilities received high satisfaction rates from residents, adding to the long list of amenities in Seabrook.



SH 146. The SH 146 expansion will potentially inspire massive changes in the surrounding areas—yielding both challenges and opportunities. The expansion will bring more visitors and increase commerce throughout the region; however, access issues will make it critical to consider signage, zoning, development standards, etc.



Main Street and Old Town Seabrook. Rich in history, Old Town Seabrook has an array of unique shops, fine dinning and cozy bed-and-breakfast-style lodging. Main Street is destined to become the vibrant spine of Old Town Seabrook. It is envisioned that this area will be programmed for community events and become a destination for community gatherings.



Waterfront. The waterfront provides Seabrook with a number of recreational opportunities that include, but are not limited to, fishing, sailing, boating, nature watching, cycling, walking/running, and exploration. Waterfront areas are also valuable real estate for high-quality development that can capitalize on and showcase this unique resource, as well as generate economic development.



Parks and Trails System. Seabrook is listed on the Great Texas Coastal Birding Trail and is home to approximately three hundred diverse species, essentially a bird-lovers paradise. The 1,000-foot fishing pier can be found at Pine Gulley Park, with over 13.3 miles of Hike and Bike Trails connecting some Seabrook's most frequently visited sites.

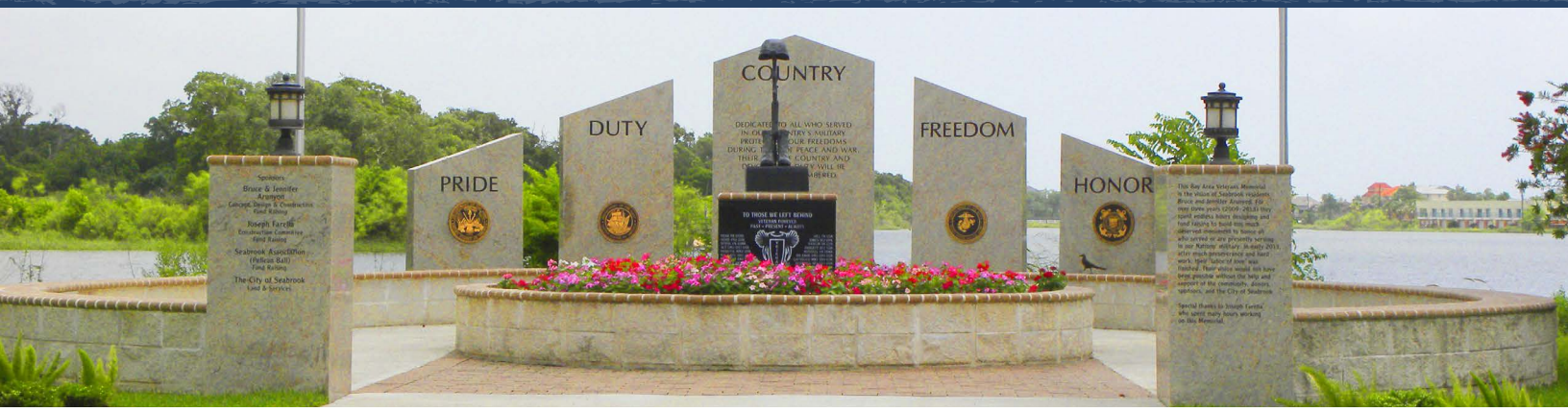


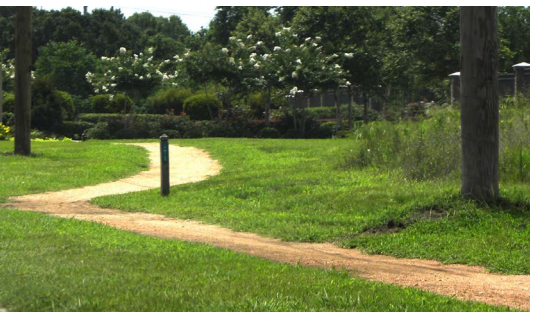
Community Events. The City regularly participates and hosts successful community events throughout the year—from Keels and Wheels to Celebration Seabrook. Much of the feedback received indicated that residents wanted more! Suggestions included live music, arts, cultural celebrations, and special entertainment.



Location. For those planning a vacation to the Texas Gulf, Seabrook is the ideal place stay. Seabrook is conveniently located just minutes from several Bay Area attractions including the Kemah Boardwalk and NASA Space Center. Seabrook is also just a short drive from the Port of Galveston for those taking a cruise.

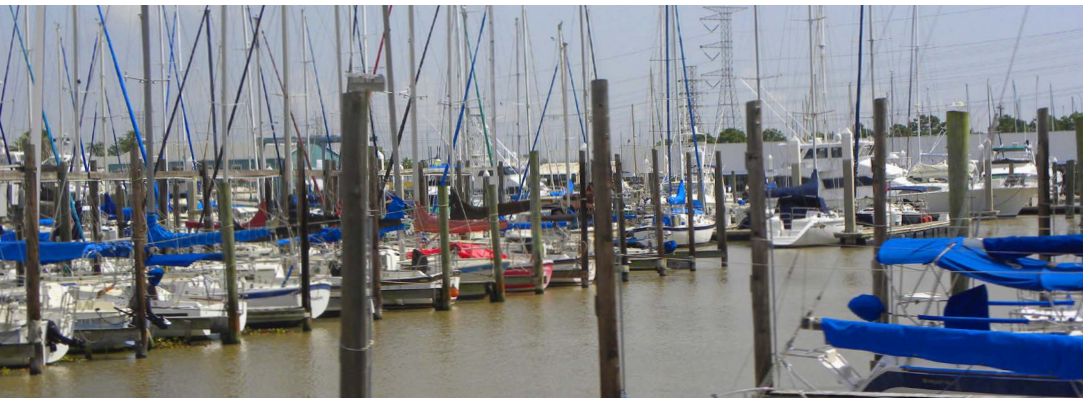














Community Assets and Economic Development

Sometimes communities lose their original or primary economic drivers (whether that is industry or another uncontrollable asset), but oftentimes there are other assets that can be elevated to spur the local economy. Most economic development strategies involve efforts to recruit major employers, such as manufacturers or large retailers; however, many small cities have successfully complemented these recruitment efforts by emphasizing their existing assets and distinctive resources.



WAYFINDING AND SIGNAGE DESIGN GUIDELINES

Wayfinding signage assists in establishing community character by creating brand identity and directing residents and visitors to the city's main attractions while also allowing them to discover new attractions and events. Orientation within a City involves the mix of images, monuments, and physical signs to establish where you are. Strategically placed signage for both pedestrian and vehicular use allows for maximum visibility and utilization. The design of signage throughout the city should maintain consistent and recognizable symbols, however it is not required to only include signs. Unique, yet complimentary signage design tailored to each district is an option as opposed to uniform signage across the city. The integration of art, landscaping and natural features, enhances the appearance and effectiveness of signage.

PUBLIC ART AND BRANDING ELEMENTS

Public art strategically located in public spaces is a powerful community asset. Unique art displays along roadways and in public parks make art more accessible to all residents, as well as enhancing roadsides, pedestrian corridors and community gateways. Art imagery is sometimes associated with a community and becomes a significant brand. Branding aims to establish a significant presence to create visual associations.

A city symbol and slogan located on city sponsored signage and public spaces helps to perpetuate a brand. In many cases, public art and branding are not mutually exclusive. Pelican Path is a public art display unique to Seabrook. The colorful displays involved are placed throughout the community and sponsored by various organizations building community pride and participation.

COMMUNITY GATEWAYS

Community gateways are a popular form of branding that can be used to distinguish special places or make lasting impressions on visitors. Gateway-style entry features can provide a strong sense of arrival to the city. Community gateways are a smaller version of gateway monumentation signifying the entry to a designated area or district. Using district specific designs for signage at the entrance of and within each district enhances the district brand, provides wayfinding guidance, and identifies the area as part of the same district. Enhanced landscaping and creative art displays should be integrated into the design of gateway signage. Distinct imagery and design should be used for each community gateway to clearly identify which district visitors are entering. Existing examples of community gateways and district signage are in Old Town Seabrook and The Point District area.

SIGNAGE

Since commercial signage is generally intended to be seen by the driving public, it is important to consider public safety in the regulation process. To achieve this goal, signs should be aesthetically pleasing and effective, but also sized appropriately. This requires context sensitive solutions. For example: along a freeway, signs may need to be larger to be seen from farther distances due to the high speeds of travel. However, in residential or pedestrian areas, effectiveness may be much smaller in scale. Additionally, sign standards should encourage integration of signage with the surroundings. Signage standards may include regulations for:

» Scale

» Landscaping

» Materials

» Location

» Building design



Public Art and Branding *is a unique tool that can capture a City's essence and leave lasting memories, as well as showcase local talent.*



Community Gateways *provide an important visual cue to both pedestrians and motorists, letting them know that they are entering a unique and memorable place.*



Signage *is an important element in promoting a community's assets and helping visitors to easily navigate a place, as well as contributing to the area's special identity.*



NONRESIDENTIAL DESIGN GUIDELINES

Achieving the goal of providing attractive, quality, commercial development requires considering both site design and architectural-design. Effective site design must produce safe site circulation for both automobile and pedestrian traffic. This is achieved through strategic ingress and egress points, proper building orientation, parking design and adequate land dedication for landscaping. When these elements work in unison, a commercial development can accommodate high traffic businesses and remain functional. The key elements in non-residential design standards are:

» Building orientation

» Lot coverage

» Setbacks

» Pedestrian circulation and trail connections

» Number and location of access points

» Access easements

» Parking lot design and parking requirements

» Landscaping requirements

» Screening and buffering requirements

» Location of refuse enclosures

DESIGN CONCEPT

Seabrook must determine what design aesthetic best compliments the vision of the city. An appropriately themed aesthetic will set the groundwork for how other codes and regulations should be changed to align with the goals of the design concept. Upon determining a concept the city should develop design regulations specifically for commercial development.



Design Concept *can be articulated in almost any aspect of urban design—pavement designs, landscaping, lighting, architecture, public art, color schemes, signage, etc.*

BUILDING ARTICULATION

Building articulation refers to different building elements, both horizontal and vertical, that create visual interest, a sense of security and community identity. Ground-floor building articulation is critical in creating a great street that welcomes and supports pedestrian activity. Monotonous building design is detrimental to the vibrancy of commercial development. Changes in building facades creates visual interests and increases investment. The city should set minimum standards for facade elements that break up the appearance, increase transparency, and create depth.



Building Articulation *refers to a building's visual elements that help to create an interesting facade. Attractive development typically encourages continued redevelopment and investment.*

FACADE MATERIALS

Non-residential design standards promote city image by restricting the type of materials used on the facade of commercial structures. Requiring high quality materials reinforces the desire to reflect a positive image. Design trends are important and should be researched prior to establishing the standards. Guidelines should keep design concept and consider long lasting, sustainable materials. City staff should define a list of approved building materials, percentages of masonry coverage, roofing materials and other design-related standards to help guide future development.



Facade Materials *can positively and negatively reinforce a City's image, depending on the quality and maintenance that is provided.*



Screening is often used to conceal parking areas or unsightly uses from the public eye.



Buffering techniques, like berms and walls, are used to transition from higher-intensity land uses to lower-intensity land uses without allowing one to negatively impact the other.



Landscaping is a key component of an attractive community. From parking lots to open spaces, landscaping treatments are responsible for defining much of the City's aesthetics.

SCREENING AND BUFFERING

The purpose of screening and buffering is to enhance the visual appearance of the community by separating incompatible land uses, improving the appearance of parking areas and public right-of-ways, minimizing soil erosion, and reducing storm water runoff. Screening typically focuses more on the visual impacts of the use while buffering focuses more on light and sounds.

There are many techniques for screening and buffering, including fences, walls, trees, or large shrubs placed strategically to help blend a "use" into the surrounding environment or prevent unsightly items from being seen. Natural screening, such as trees and shrubs, help to mitigate the visual impacts between residential and non-residential uses, particularly if parking lighting is present.

Screening of trash receptacles through a masonry or brick wall, an opaque gate enclosure or required landscaping materials

» Screening of loading docks, when present, through the use of walls,berms or landscaping

» Use of screening walls to hide commercial outside storage areas from the public view and for abutting residential areas includes strips of land such as hills or berms, clumps of trees and shrubs, or other landscape features, which are used to reduce headlight glare and traffic noises.

LANDSCAPING

Establishing landscape requirements for commercial properties and public right-of-ways can enhance the image of the City. Upgrading and ensuring future landscaping along major thoroughfares and high traffic areas such as, SH146 and NASA Parkway will provide noticeable visual enhancements to both residents and visitors. Regulations should include minimum caliper and spacing requirements for street trees, minimum buffers along major thoroughfares, use of native and drought tolerant plants, and minimum landscaping requirements for parking lots. Consideration should be made to require enhance landscaping design at major intersections.

PARKING STANDARDS AND DESIGN

Parking standards should provide sufficient parking while avoiding large expanses of impermeable land. Parking lots should be broken up with landscape-medians. Landscape islands containing at least one 3–inch caliper tree should be provided at the terminus of each row of parking, and additionally every twelve spaces. Surface parking in the front of businesses should be discouraged in pedestrian-oriented environments. In these areas parking should be encouraged on the side or at the back of a business. In the Old Town Seabrook District and other districts with pedestrian oriented design, considerations should be made for alternative parking options such as centralized parking for the district instead of parking requirements for each individual property.

LAND USE INTEGRATION

The integration of land uses allows for better connectivity and more sustainable development. While reorganizing existing development is difficult, new development should focus on mixing different land uses. When possible, existing development should promote mixing uses or introducing new uses in areas where appropriate. There are several strategies that help to ensure pedestrian and vehicular access to neighboring uses. The following strategies will aid in improving overall community connectivity:

- Encourage multiple street connections between adjacent developments by encouraging a minimum of two street connections in new subdivisions
- Ensure that neighborhoods provide access to parks and trails, when present
- Working with developers to incorporate parks and trails as development occurs, either through easement, land dedication or purchase
- Provide sidewalks in all future residential subdivision developments
- Provide multi-modal facilities, such as trails and bike paths through floodplain



Parking Standards and Design *can drastically impact the look and feel of commercial areas—not to mention the drainage and environmental benefits that result from well-designed facilities.*



Amenity Integration *also includes the incorporation of recreational trail systems, pedestrian networks, parks/bayous, and other local amenities into development decisions.*



Land Use Integration *allows a variety of businesses to be close to one another, in turn providing opportunities for multi-modal transportation.*

RESIDENTIAL DESIGN GUIDELINES

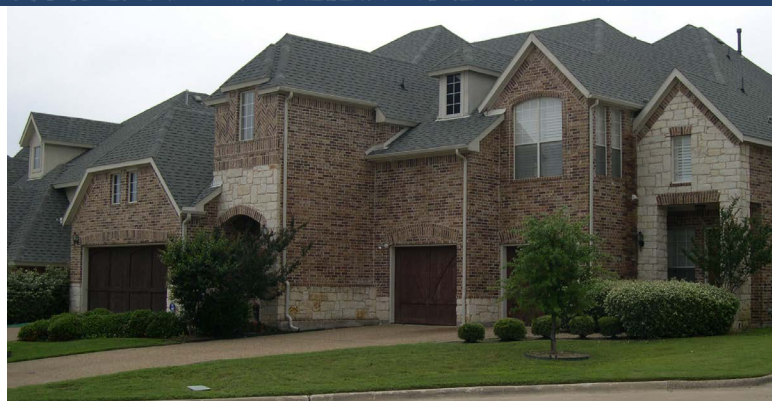
Preserving the character and maintaining the consistency of a neighborhood is important to the integrity of the area. Allowing homes to be built out of scale or character with the surrounding area can be detrimental to the identity of the neighborhood. Residential design guidelines are designed to minimize the impact of new construction, remodels, and additions to existing buildings on surrounding properties in residential neighborhoods by establishing expectations for residential development and ensuring neighborhoods retain their intended character. The following are considerations to be made in future policy decisions in reference to residential design regulations.

VARYING LOT SIZES

A variety of lot sizes results in a mix of housing options. Requiring minimum lot sizes sets the character of the neighborhood by determining the type of development intended for the neighborhood, however does not limit homes to be the same size and style. Regulations for new subdivisions should account for the existing predominant character of the area. Policy considerations should be made to ensure lot sizes are distributed among small, medium, and large estates within each neighborhood.

PARKS AND RECREATION

Inclusion of parks and recreation facilities in residential areas develops active and healthy communities. Neighborhood parks provide facilities within walking distance, typically within half a mile of neighborhoods. Parks do not always include play grounds, but should provide opportunities for recreation in different forms. Outdoor space is a desired amenity in neighborhoods and elevates quality of life. Parks and outdoor space should be included when developing new residential subdivisions.



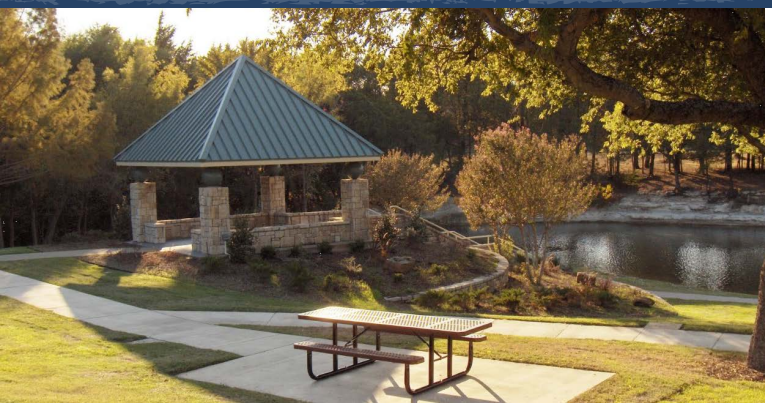
Varying Lot Sizes: Small lots increase density and provide a smaller housing product—with a smaller yard or house, for example.



Varying Lot Sizes: Large lots provide low-density neighborhoods, but also define the character of neighborhoods by allowing for expansive homes, lot sizes, and open spaces.



Parks and Recreation supports a sustainable and healthy community by ensuring outdoor play opportunities and gathering spaces. These assets often attract new populations.



Neighborhood Amenities contribute to quality of life aspects like safety, comfort and enjoyment. Examples include lighting, benches and pavilions.



Residential Landscaping provides more visually appealing living environments, fosters a healthier lifestyles, and promotes civic pride.



Connectivity supports a more sustainable and healthy community by ensuring ease of access between parts of the city.

NEIGHBORHOOD AMENITIES

Neighborhood amenities vary in size and impact, however in all cases provide beneficial service to the community. Generally, context determine what kind of amenities are most appropriate or possible in an area. Amenities can include spaces such as parks and walking paths; physical amenities such as benches and lamp posts; or services such as community centers and schools. The inclusion of neighborhood amenities should be a consideration in both new and existing subdivisions.

RESIDENTIAL LANDSCAPING AND APPEARANCE

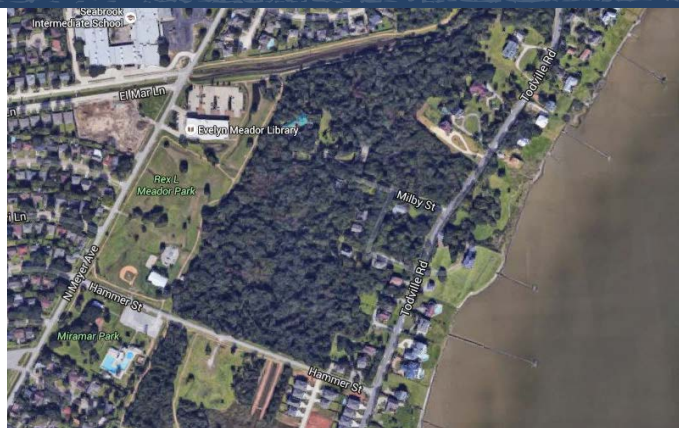
Residential landscaping standards should promote improvement while maintaining continuity with the neighborhood character. Minimum landscaping standards help to ensure a healthy and visually appealing amount of green space in neighborhoods. Code enforcement is also an important tool to ensure landscaping standards are achieved. Public spaces within residential areas are often overlooked in terms of appearance standards. Landscape regulations should involve minimum standards for medians, streetscapes, and major intersections. Entrances to neighborhoods should enhance landscaping regulations. Consideration should be made for pedestrian amenities and signage.

CONNECTIVITY

A city's walkability is determined by the availability of pedestrian connections and proximity of residential and retail land uses. Neighborhoods are typically separated from other uses promoting vehicular use. By creating better connectivity between neighborhoods and other uses with both vehicular and pedestrian facilities citizens have healthier options for completing daily tasks. With neighborhood support services incorporated within neighborhoods, citizens can walk or bike to a grocery store, restaurant, or convenience store. Alternative options to vehicular use allows for cost savings on gas and improved air quality. Sidewalks should be included throughout neighborhoods and provide connections to parks, schools, amenities and other neighborhoods, not only to commercial.

SCREENING

Screening nonresidential uses from residential areas create more desirable neighborhoods by reducing the negative impacts from non compatible uses. Screening techniques intended to screen residential areas generally include parking screens, screening for refuse areas, buffers from major roadways, subdivision screening walls and separating nonresidential uses. Regulations should be in place to determine the most appropriate screening method for different situations. Residential screening may involve berms, trees, shrubs, buffers, and screening walls or a mix of landscaping and structures. While, screening is intended to reduce negative impact on residential areas, it should not prevent connectivity between separate uses.

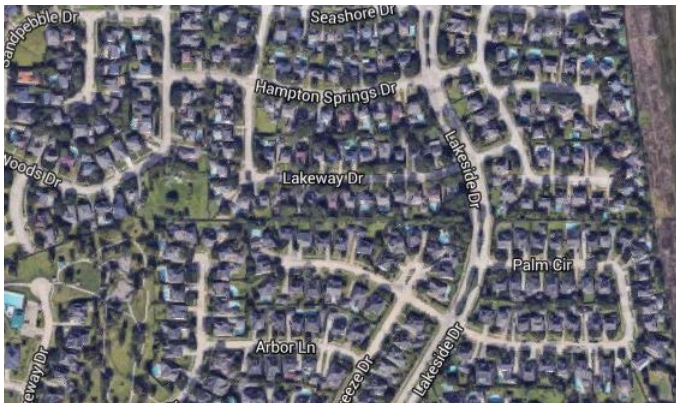


Open Space Layout

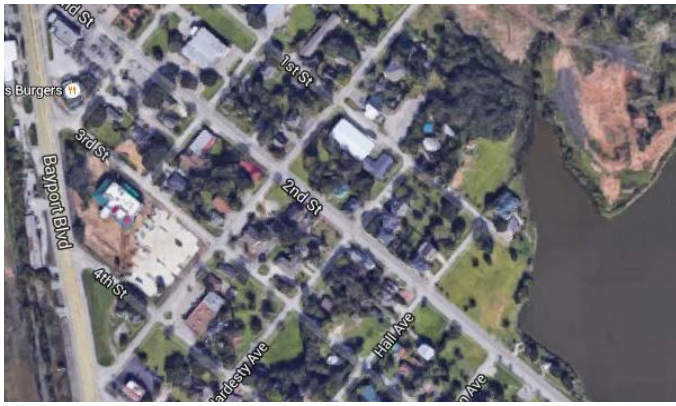
NEIGHBORHOOD LAYOUT

Neighborhood layout refers to the arrangement of homes, streets, open spaces, and services within a single neighborhood. Character and context varies among neighborhood, therefore, every neighborhood is not the same. The ideal configuration is reached by analyzing the physical environment, access, traffic patterns, and local amenities. When designing new residential neighborhoods or considering enhancements to existing neighborhoods, the following considerations should be made.

- » Encourage pedestrian access through permeable, well-connected, traditional grid street networks.
- » Avoid street networks with few access points and lengthy routes to nearby locations.
- » In new developments, provide safe and high-quality walking and cycling environments throughout. In existing developments, consider retrofitting footpaths and adding cycle lanes to improve the travel experience of walkers and cyclists.
- » Ensure integration between new development and adjacent developed areas in terms of street network, public transportation services, footpaths/cycle routes and design standards.



Suburban Layout



Grid Layout

AESTHETIC DESIGN GUIDELINES

Good design policies allow communities to maintain or enhance the aesthetics of building design, ensure efficient land use, and protect natural resources. Guidelines should include details for street design and amenities, facade materials, color schemes, appropriate landscaping, and preferred design motifs. Seabrook should develop design guidelines that reflect the aesthetic goals of the city and further the natural character of the community.

STREET DESIGN

It is imperative that roadway design standards be enhanced to ensure a positive aesthetic image is portrayed. Roadway aesthetics are impacted by both private and public investments. As new development and redevelopment occurs, it will be important for business owners to follow the landscaping and aesthetic guidelines listed previously. Additionally, as roadway improvement projects are performed, aesthetic elements should be included. Example of street design enhancements include:

» Landscaped medians

» Bricked medians

» Landscaped parkways (public right-of-way)

» Decorative overpasses/underpasses

» Use of street trees

» Enhanced street lighting fixtures

» Enhanced intersection signalization features

» Lighted street name signage

» Enhanced crosswalks

» Sidewalks

» Landscaped right-turn splits

» Pedestrian crossings (bridges or tunnels)

» Public art



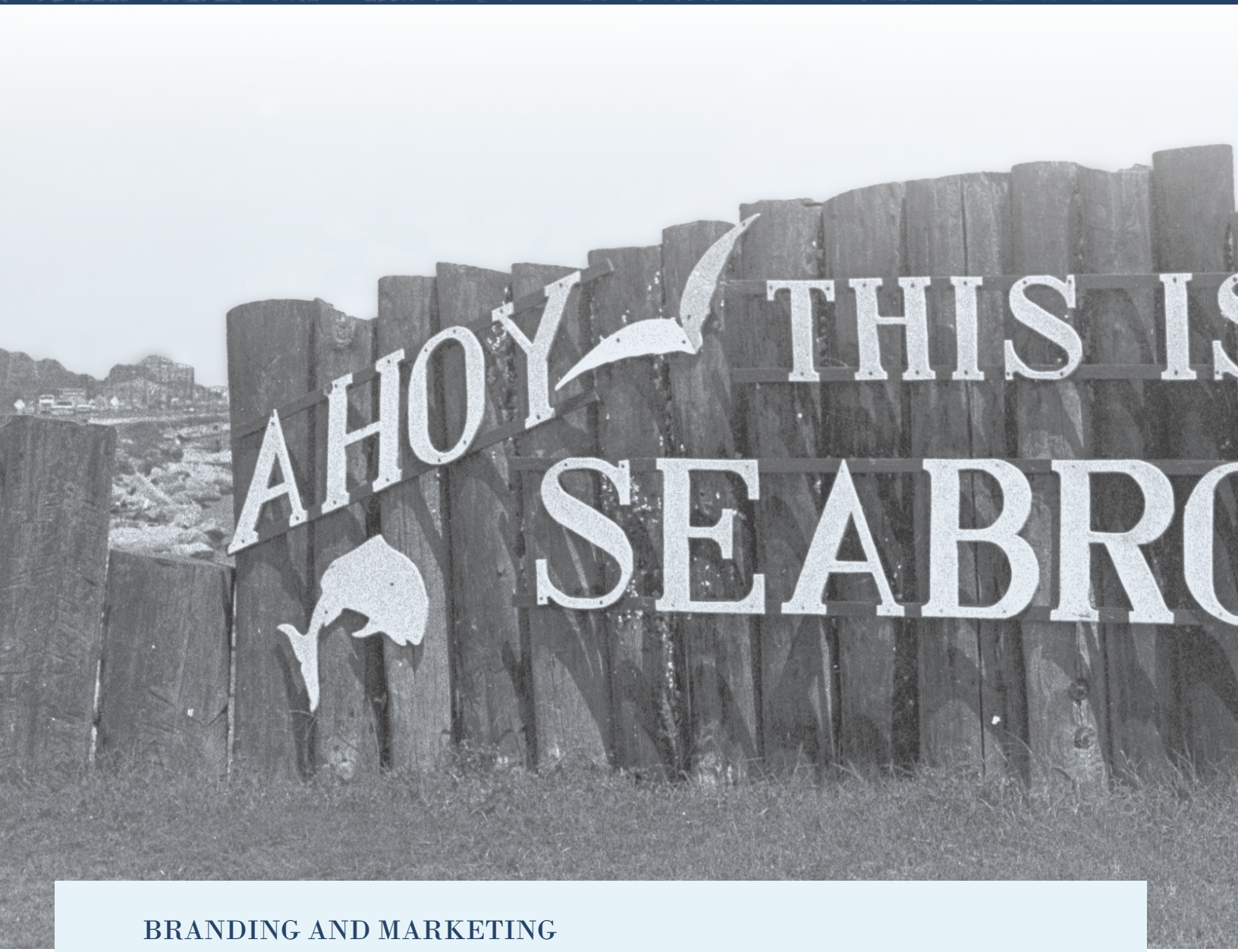
Highway Design improves the appearance of high speed roadways with architectural details and landscaping. Highway design improvement should be discussed with TXDOT in regards to SH 146.



Street Trees create a more aesthetically pleasing pedestrian environment, as well as a physical and mental safety barrier between sidewalks and roadways.



Enhanced Light Fixtures improve the appearance of the street while performing a utilitarian function to illuminate the roadway and sidewalks.



BRANDING AND MARKETING

It is important for Seabrook to distinguish itself from surrounding communities by continuously improving and creating a genuinely unique experience. The visual appearance of the community and the perception by visitors are two factors that contributes the character. Development codes with requirements for site design, landscaping, streetscapes, amenities, and signage are tools the City can use to maintain an image that reflects the guiding principles. Crafting the perfect image, establishing a brand, and investing in a quality marketing strategy ultimately come together to generate what makes people feel good in a place and determines if they will choose to live in that place. A quality-designed community draws visitors to the area and creates a sense of place. The following section addresses different branding and marketing tools to further the image of Seabrook.



Photographer: Ruth Burke
www.ruthburke.photoshelter.com

Successful marketing efforts include:

- Utilizing multiple media outlets and platforms
- Active marketing campaigns
- Implementing a robust communications and public relations plan
- Hosting community events
- Coastal resiliency / emergency management information system

Branding and marketing efforts are often the first exposure that most people encounter on a daily basis—from the morning newspaper to the car decal. Cities are beginning to use these powerful tools to influence people's perceptions, to market local amenities and strengths, attract new populations and economic development, and generate community pride and identity.

Media Outlets

Communication media sources provide the ability to engage the community through a variety of methods. The following are a few of the tools currently utilized by the City:

The **City's website** is an open source of information for citizens displaying a variety of information.
www.seabrooktx.gov

Print Media and Publications include newsletters, brochures, advertisements, and more. Many traditional print communications are also available online.

Social Media encompasses a variety of applications and websites for engaging citizens in a social environment, such as Facebook, Twitter, YouTube, Instagram, Nextdoor, LinkedIn, and Google Plus.

A subscription based **Priority Notification System** allows the City to send email and text alerts and updates to citizens in the event of an emergency.

The **City of Seabrook TV Channel [Comcast Channel 16]** is an official government access channel providing educational city-relevant programming.



Seabrook's New Logo

In August of 2012 the City Council voted to replace Seabrook's previous red and blue seal with the blue sailboat logo used by the Seabrook Economic Development Corporation. Unifying the City's governing bodies will help to present a cohesive brand to potential businesses and visitors. The sailboat amongst the clouds with an office building in the background illustrates what Seabrook is all about, according to Mayor Glen Royal, "Come live here, work here, play here."

SEABROOK

Source: Martin, Florian. "City of Seabrook slowly phasing in new logo." Bay Area Citizen. February 6, 2012.

COMMUNICATIONS AND MEDIA

Communication is a key component that is essential to the successful achievement of Seabrook's vision and goals. The Communication Department is responsible for developing and implementing goals, objectives and tactics needed to effectively inform and listen to the citizens, businesses, and visitors of Seabrook. The Department's mission is to inform and engage the public, local businesses and visitors by providing and responding with timely, reliable and accurate information. New technologies have changed the way cities and the public communicate with one another; there are more platforms and options available to receive and provide information than ever before. Today's citizens have increased expectations of transparency and involvement by their local governments and expect their Cities to accept and embrace new and evolving methods of engagement. The City currently hosts several media platforms, including: a city website, multiple social media accounts, email subscriptions, and print media campaigns to send information as well as provide access to public information. According to a recent survey conducted by the City, nearly 35 percent of respondents get their city news from social media platforms rather than printed sources. Utilizing these tools is one of the easiest ways to ensure the city is accountable and citizens are informed about important changes in the community.

The Parks and Recreation Department need to actively use the City's media sources to advertise events and activities at community parks. Having a line of communication such as surveys and polling allows the City to maintain a dialogue with the community for the purpose of providing the best services and fulfilling the desires of the Community.

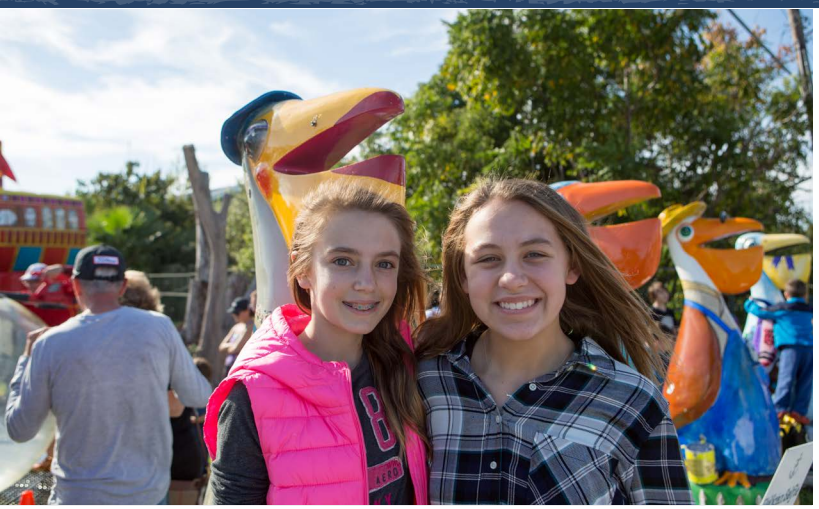
As previously summarized in *Chapter 1, Overview,* the City adopted a Communications Master Plan in 2012. The plan outlines tactics to reach departmental goals by utilizing media options like the City's website, social media, TV channel, education and outreach, marketing, and emergency management needs. The Master Plan has accomplished many things since it was adopted, including the re-branding of the City under a new logo and reinvigoration of the City's communication lines making them easier to understand, available in multiple formats/locations, up-to-date, and most importantly, accessible. The Texas Association of Municipal Information (TAMI) has awarded the City the TAMI Award of Honor for Internal Communications (2012) and the TAMI Award of Honor for Best Website for Populations Under 90,000 (2013).

STRATEGIC INFORMATIONAL, MARKETING, AND BRANDING EFFORTS:

The City strives to establish and maintain a positive municipal image and identity across numerous branding and marketing campaigns. Recent efforts have included:

- » Shop, Dine Stay… Experience Seabrook.
- » 2014 Bond Election
- » SH 146 Expansion Project
- » Police Recruitment
- » My Business Belongs in Seabrook
- » Charting the Course: Comprehensive Master Plan
- » Celebration Seabrook: Signature City Event









City Events and City Sponsored Events

- *Yachty Gras (Seabrook Channel)*
- *Lucky Trail Marathon, Half-Marathon and 5K*
- *City's Easter Egg Hunt*
- *Keels and Wheels Concours D'Elegance*
- *City 4th of July Kids' Parade*
- *City Kids' Fish*
- *Seabrook Saltwater Derby*
- *JFest Southwest*
- *Celebration Seabrook*
- *City's Christmas Tree Lighting*
- *City's Breakfast with Santa*
- *Seabrook Volunteer Fire Department Santa Run*
- *Bay Area Access Youth Sailing Programs*
- *Bay Area Houston Ballet and Theater*





EMERGENCY MANAGEMENT

As a coastal, community the threat of major environmental disasters such as hurricanes and tropical storms is an ongoing concern. A partnership between the Communications and Emergency Management Departments was formed to develop an Emergency Communications Strategy for the express purpose of providing residents with critical information in the event of an emergency or crisis. Information is the most valuable tool in an emergency, and the system allows the City to inform and empower residents, in real-time, during an emergency.

The Priority Notification System is a communication system administered by the City's Emergency Management Department and is designed to send email and text alerts to residents in the event of an emergency. These notifications include information and updates on emergencies, traffic, road construction, severe weather conditions, evacuation, amber alerts, water issues and other important safety alerts. The Emergency Management Department also provides resources available at City Hall and online for residents to further their emergency preparedness and education for a variety of situations (including videos, checklists, print materials, and maps, to name a few).

Having clearly designated methods of communication from readily identifiable sources makes emergency preparedness more accessible and effective during an emergency. Providing residents with the tools and the resources through which they can protect themselves and their property benefits Seabrook and improves the community's resiliency before, during and after an event.



Photographer: Jeff Hooge



"I feel very confident that in the event of an emergency or disaster that the City of Seabrook is prepared to communicate with residents through social media and email blasts the status of the area. During Hurricane Ike, we learned the importance of texting to communicate with our family and friends."

- Survey Response

IMAGE, BRANDING AND MARKETING RECOMMENDATIONS

Using the community's vision and image as a guiding mantra, future development will occur on track with the demands of Seabrook residents. With many aspects and parties involved in the development of the community's image, branding and marketing efforts, it is easy to lose focus on larger goals and community-wide objectives.

Brands are perceptions—essentially, what people think of a city—are built upon a product (what the City has to offer). It is for this reason that a great deal of this plan is centered around five key planning areas and their respective land uses. It takes a whole community to develop a strong and lasting image/impression, where businesses and organizations collaborate and work toward shared goals. The following list outlines five strategic recommendations related to community-wide image, branding and marketing efforts:

4.1 ***Conduct a professionally-facilitated community branding exercise culminating in a cohesive branding strategy reflective of the vision of the Comprehensive Master Plan and consistent with the place-making efforts for the five priority planning areas.***

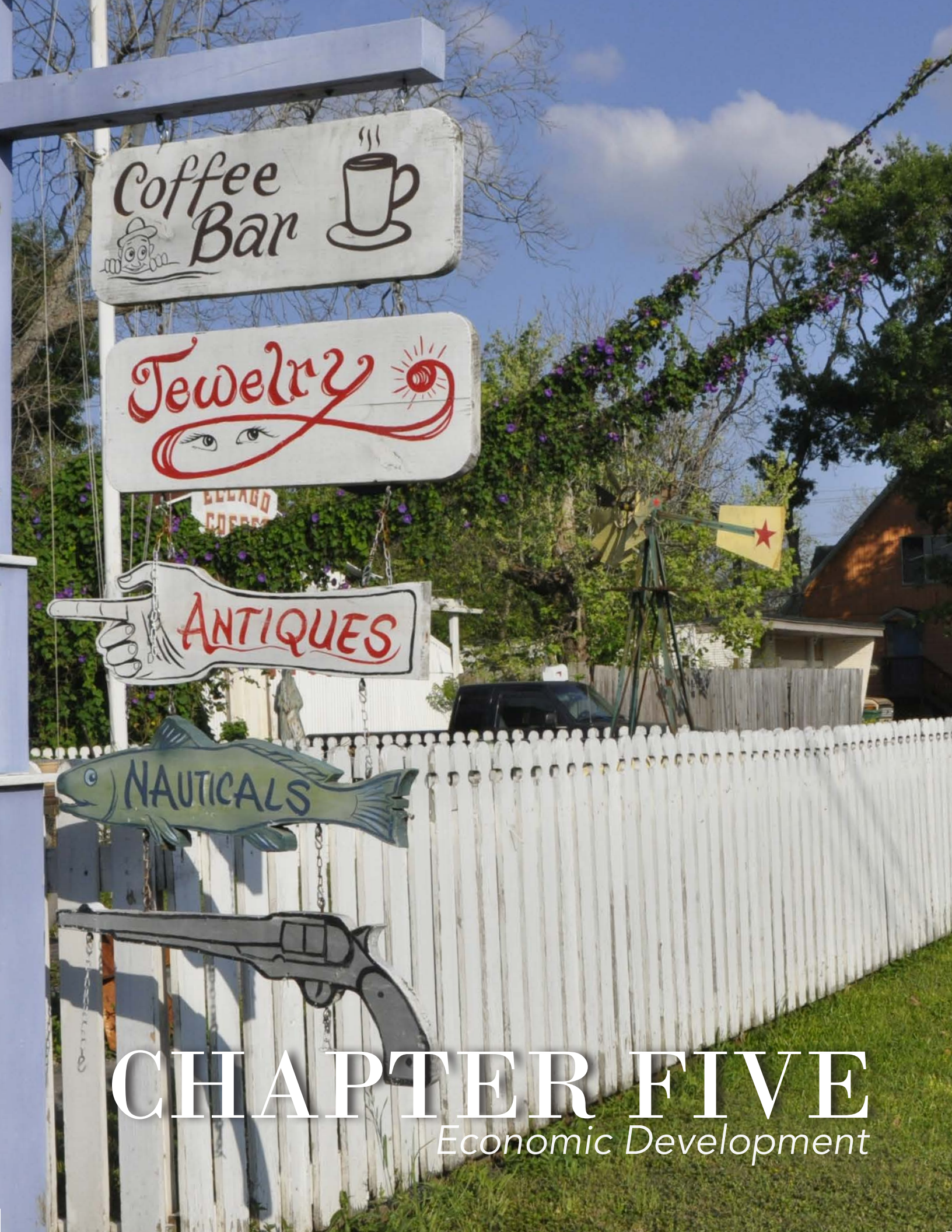
4.2 ***Prepare an Urban Design and Gateways Master Plan that will reinforce the images cultivated by the branding strategy.***

4.3 ***Promote revitalization of housing stock through code enforcement, appropriate incentives, and monitoring transition of land use.***

4.4 ***Develop a marketing campaign in support of the branding strategy and special events.***

4.5 ***Identify human and capital resources that will champion the programming and execution of special events focused on entertainment for local residents and the nearby community.***

**Note: The recommendations in bold are discussed in greater detail in Chapter 6, Implementation Plan.*



CHAPTER FIVE

Economic Development



HOW IS ECONOMIC DEVELOPMENT DEFINED?

Responsible economic development policies and activities maximize the value of the tax base to the benefit of residents, businesses, visitors, and government. Economic development should raise and enhance the standard of living in the community resulting in:

» Broadened employment and business investment opportunities

» Improved and cost-effective public services, including education

» Expanded commercial and retail enterprises to serve and employ residents

» Enhanced quality of life and community appeal as a good place to live, work, play, invest, etc.



Seabrook Economic Development Corporation

The Seabrook Economic Development Corporation (SEDC) is about enhancing and expanding the local tax base with quality, sustainable businesses and amenities consistent with the community's vision. The SEDC was launched in 1992 and spent the first several years delivering quality of life improvements to Seabrook residents and boosting tourism. In 2006, the SEDC shifted gears and adopted a more traditional economic development organizational focus that embraces development projects. This Comprehensive Master Plan project was a direct result of EDC financing and investment.

Source: City of Seabrook

Economic development activities include:

» Business Development

» Real Estate Development

» Job Creation / Job Retention

» Public Infrastructure Investments

» Improved Public Services

» Water/Sewer/Drainage

» Streets/Roads

» City Administration/Departmental Operations/ Parks/Libraries/Quality of Life Amenities

» Fire/Police/EMS

» Education

ECONOMIC DEVELOPMENT EXISTING CONDITIONS

Like many maturing cities, Seabrook, which was incorporated in 1961, has certain needs to:

» Improve/rehabilitate infrastructure

» Create and maintain jobs

» Attract retail, restaurants, entertainment venues, including recreation, valued by residents

» Revitalize declining areas or promote new development

» Change image or perception, establish branding

» Expand housing options for empty-nesters and to attract young residents

» Increase revenue to keep pace with demands

As it develops strategies for addressing its needs going forward, Seabrook has the advantage of a great bayside and lakefront location at the intersection of two regional transportation corridors, SH 146 and NASA Parkway. This strategic location, coupled with the pending expansion of SH 146, affords the City a generational opportunity to fulfill a few of the above mentioned needs:

» Improve/rehabilitate infrastructure

» Revitalize declining area and promote new development

» Create and maintain jobs in new businesses

» Change the visual image and brand Seabrook as a very special place

Furthermore, the community has expressed its support for revitalization efforts not only along SH 146, but in the redevelopment of The Point District, the Old Town Seabrook District, and the Mixed-Use/Lakefront District. Participants in the Community Workshop, held July 30, 2015, summarized what they felt was missing in Seabrook as:

» Waterfront Amenities to promote Seabrook's "seaside village" image and attract tourists

» Landscape Elements/Aesthetics to create a "destination image" to promote tourism

» Restaurants to broaden dining variety for residents and visitors

» Entertainment Venues including a cultural and arts presence and events as destinations

» Boutique Retail to promote locally-serving businesses and contribute to tourism

Each of the planning districts mentioned above can contribute to fulfilling the community's wish-list of increased economic diversity and activity.



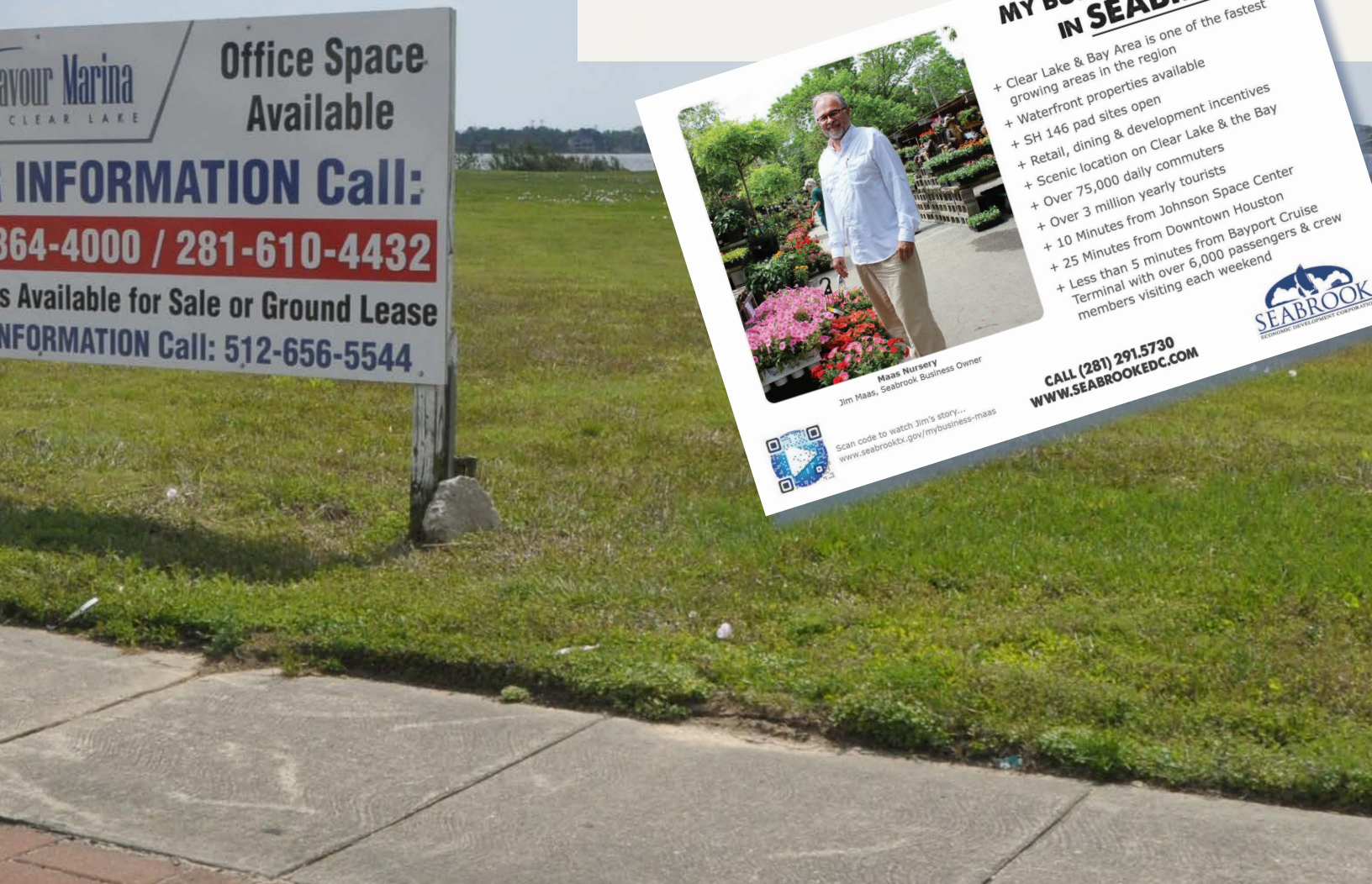
My Business Belongs in Seabrook

2015 and 2016 SEDC advertising campaign that not only encourages business owners and developers to consider Seabrook, but it also highlights existing Seabrook businesses. There are three main components to the campaign:

- *A 1 to 2-minute video of a local business discussing WHY they chose Seabrook*
- *A monthly printed advertisement that runs in the Houston Business Journal*
- *Social media posts to Facebook and Twitter*

The production of the video and graphics is done in-house by the Communication Department and is done free of charge to business owners. By developing the media in-house the SEDC does not charge the business owner to participate in the campaign. There has been very positive feedback on social media and now businesses are reaching out to the SEDC directly to find out how they can participate. All the videos are posted online at:

seabrooktx.gov/mybusiness.



Seabrook's City Council, through its strategic planning process, has a track record of providing vision and direction to the SEDC. The SEDC is funded through a voter-approved one-half cent sales tax dedicated to programs, activities, and capital investments to enhance and maximize the tax base of the City. The opportunities for maximizing the tax base are linked to appropriate land uses provided with sufficient infrastructure that can be readily accessed by residents and visitors who value and will pay for the goods and services offered.

A look at Seabrook's tax base for the fiscal years 2010 to 2015 indicates a steady and healthy growth in taxable values as indicated in the table below.

TABLE 5.1, SEABROOK TAX BASE: 2010 - 2015

FISCAL YEAR	TAXABLE VALUE	DIFFERENCE	PERCENT INCREASE
2010	$839,559,310		
2011	$834,174,939	-$5,384,371	-0.64%
2012	$847,336,806	$13,161,867	1.58%
2013	$895,870,873	$48,534,067	5.73%
2014	$956,695,184	$60,824,311	6.79%
2015	$1,048,845,796	$92,150,612	6.63%

This increase in taxable value has allowed the City to lower its ad valorem tax rate from $0.6665/$100 in 2012 to $0.6126/$100 in 2015. The impact of a growing tax base is tangible to individual tax payers. By way of example, the U.S. Census Community Survey 2010-2014 lists median home price for Seabrook as $194,800. The owner of a median-priced home in 2012 would have paid $1,296 in city taxes. In 2015, that same-valued home would have generated $1,193 in city taxes, an 8% savings.

ECONOMIC DEVELOPMENT GUIDING PRINCIPLES

The MPRC expressed the Guiding Principle for economic development as follows:

Utilize economic development policies and tools to maintain and enhance Seabrook's tax base, economic activity, and implementation of the elements of this Plan.

As part of the consideration of preferred Future Land Use for Seabrook, the MPRC was introduced to and discussed the concept of the City's economic development activities working in tandem with the City's regulatory framework. The chart on the following page, *Achieving Preferred Land Uses*, shows the types of things cities can compel through their zoning and development ordinances. It also lists the activities of the private sector which cities by and large cannot control, along with the activities of other governmental agencies. It is in the realm of economic development that cities can influence outcomes that they cannot compel. The "take-away" is that economic development goals must be supported by the codes and ordinances affecting land use and development. And, in the alternative, economic development tools should be used to enhance development outcomes above and beyond those produced by regulatory compliance and pure market forces.

The linkage between the regulatory framework and economic development can form the cornerstone of action for the Economic Development Guiding Principle.



FIGURE 5.1

ACHIEVING PREFERRED LAND USES

CITIES CONTROL

Regulatory Environment

- Zoning – Land Uses, Form Based, Overlay Districts
- Platting, Lot Size, Setbacks
- Right-of-Way Widths
- Access Management
- Roadway Alignments
- Parking
- Health & Safety Code Compliance
- Sidewalk Widths
- Public Realm
  - Lighting
  - Landscaping
  - Signage
  - Public Art
- Tax Rates, Budgets

CITIES DON'T CONTROL

Private Sector Activity

- Ownership
- Parcel Size
- Third Party Transactions
- Building Architectural Appeal
- Edge Conditions in abutting cities
- "The Market"
  - Competition
  - Demographics
  - Demand
  - Risk Assessment
- Other Governmental Activity
  - TXDOT
  - FEMA

CITIES CAN INFLUENCE

Via Economic Development

- Visual Aesthetics
- Urban Design
- Enhancements to Public Realm Improvements
- Branding and Marketing
- Infrastructure Upgrades
- Commercial Renovations
- Range of Housing
- Risk Mitigation
- Land Acquisition / Land Swaps
- Interest and Support of Commercial Property Owners
- Resident Support

ECONOMIC DEVELOPMENT TOOLS AND EVALUATIVE METRICS

Good public policy aims to achieve long-term, sustainable improvements through the prudent use of economic development tools. With very rare exceptions any public participation in an economic development project should be in the form of a reimbursement funded from the revenues created by the project. Any form of public participation should only be considered when the proposed project furthers overall city goals and implements one or more of the City's economic development priorities.

The list below of the most often-used economic development tools available to Texas cities along with their statutory cites, is intended to inform future councils, SEDC boards, and the general public of the breadth of options for achieving economic development goals:

» Chapter 380 of the Local Government Code loans, grants or rebates

» Tax Abatements (Chapter 312 Tax Code)

» Tax Increment Reinvestment Zone (Chapter 311, Tax Code)

» Type 4B Economic Development Sales Tax (Chapters 501, 504, 505, Local Government Code)

» Public Improvement Districts (Chapter 372, Local Government Code)

» Neighborhood Empowerment Zone (Chapter 378, Local Government Code)

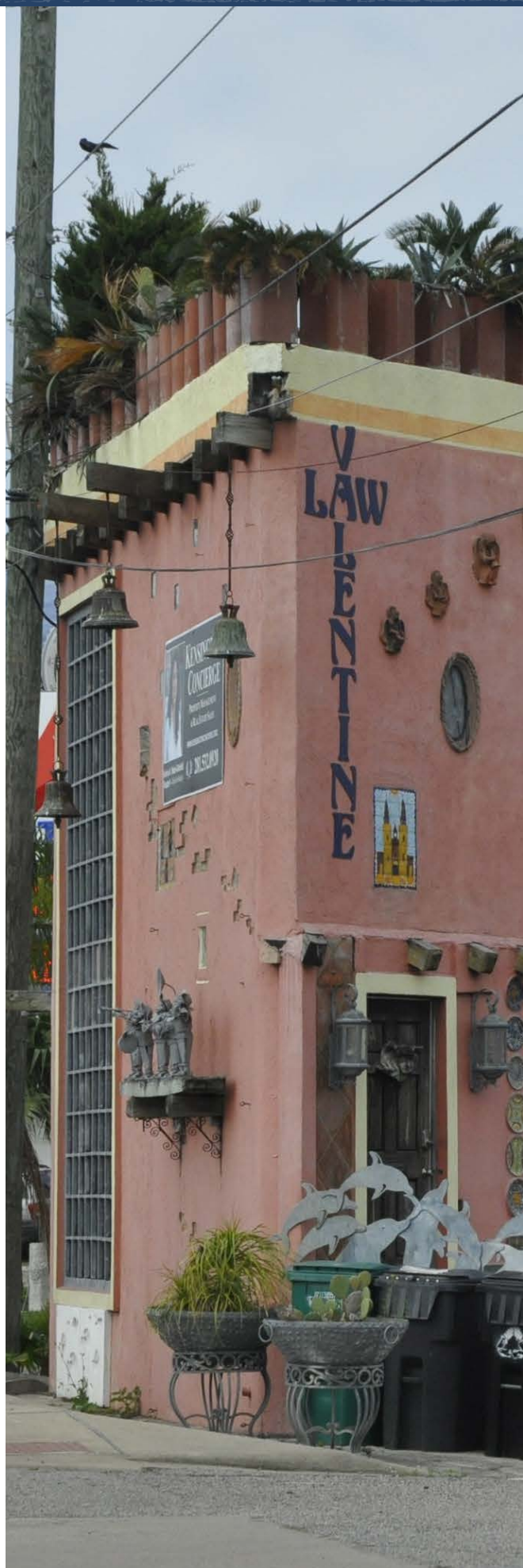
» Municipal Utility Districts (Chapter 54, Water Code)

» Municipal Management District (Chapter 375, Local Government Corporation)

» Local Government Corporations (Chapter 431, Transportation Code)

» Crime Control and Prevention Districts (Chapter 363, Local Government Code)

» Hotel Occupancy Tax (Chapter 351, Tax Code)



The following chart provides a brief summary of the types of projects that might be eligible for each of these tools:

TABLE 5.2, FISCAL TOOLS AND PROJECT EXAMPLES

ECONOMIC DEVELOPMENT / FISCAL TOOL	PROJECT TYPE
CHAPTER 380 AGREEMENTS	City may loan, grant or rebate money and other municipal resources to promote economic development it deems worthwhile
TAX ABATEMENTS	Foregoing of tax usually for creation or retention of jobs and/or new business entity relocating
TAX INCREMENT REINVESTMENT ZONE (TIRZ)	Public improvements to promote new or re-development of specifically designated area
TYPE 4B ECONOMIC DEVELOPMENT SALES TAX	Projects as voted by referendum usually related to industrial expansion, job creation and/or public quality of life improvements
PUBLIC IMPROVEMENT DISTRICTS (PID)	Public improvements for a specific geographic area where costs are shared pro-rata by those who benefit from the improvements through an assessment
NEIGHBORHOOD EMPOWERMENT ZONE (NEZ)	City may contract with private sector for tax rebates, tax abatement, or loans, for both private and public sector improvements if related to enhancement of economic development
MUNICIPAL UTILITY DISTRICTS (MUD)	Provides for construction of and repayment of the costs of water, sewer, drainage and road facilities to serve development through a tax approved by voters in the MUD
MUNICIPAL MANAGEMENT DISTRICTS (MMD)	Public improvements for a specific geographic area where costs are shared through assessments or additional tax levy
LOCAL GOVERNMENT CORPORATION (LGC)	Assists with issuance of debt and public ownership
CRIME CONTROL AND PREVENTION DISTRICT	Law enforcement facilities, equipment, crime control prevention programs
HOTEL OCCUPANCY TAX (HOT)	Programs or projects to attract or promote tourism, hotel and convention business in the city

It should be noted that not all land uses are equal in the eyes of governments. When considering investing in economic development, governments need to determine what uses cost them more to serve than they generate in taxes (single family residential) and which fill the gap (commercial and industrial). At the end of the life of an economic development investment, governments want to know that the tax base created can generate sufficient revenue either directly or indirectly to cover the "cost of service."

To protect the public interest and to provide decision makers, both elected and appointed, with the necessary information to make well-informed decisions, the use of any economic development tool should be preceded by a consistent, transparent, and standardized evaluation process. This process should include data-driven impact analysis both for revenue generation and cost-of-service demands.

ECONOMIC DEVELOPMENT RECOMMENDATIONS

GENERAL RECOMMENDATIONS:

5.1 ***Review the City's development ordinances, including zoning, signage, landscape, parking, lighting, etc. to ensure that they are supportive of economic development priorities.***

5.2 ***Establish guidelines for the types of applicant background and project-specific data that should be required to be submitted with economic development assistance applications.***

5.3 ***Establish parameters for evaluating economic development funding assistance applications, including sizing the economic development assistance to impact implications.***

5.4 ***Establish metrics for tracking the results and effectiveness of economic development programs.***

5.5 Identify in each planning district public realm improvements and/or design standards which could be planned, designed, and funded by SEDC.

5.6 Implement a policy of partnering with private sector entities through economic development reimbursements to achieve enhanced urban design and landscape standards.

MIXED USE / LAKEFRONT DISTRICT RECOMMENDATIONS:

5.7 *Evaluate the use of a TIRZ to fund the public infrastructure that will support the preferred higher density uses.*

5.8 *Establish a 380 reimbursement program to support development and redevelopment to meet the desired architectural and landscape overlay standards.*

5.9 *Utilize a municipal management district (MMD) to fund and maintain the proposed boardwalk or other public enhancements.*

NORTH PLANNING AREA RECOMMENDATIONS:

5.10 *Evaluate the use of a TIRZ to fund the public infrastructure that will support the preferred higher quality warehousing, logistics, offices, and low impact industrial uses.*

5.11 *Establish a 380 reimbursement program to support the preferred architectural, landscaping, and design enhancements for the planning area.*

5.12 *Utilize property tax abatements and Freeport exemptions to attract desired primary industry types.*

OLD TOWN SEABROOK DISTRICT RECOMMENDATIONS:

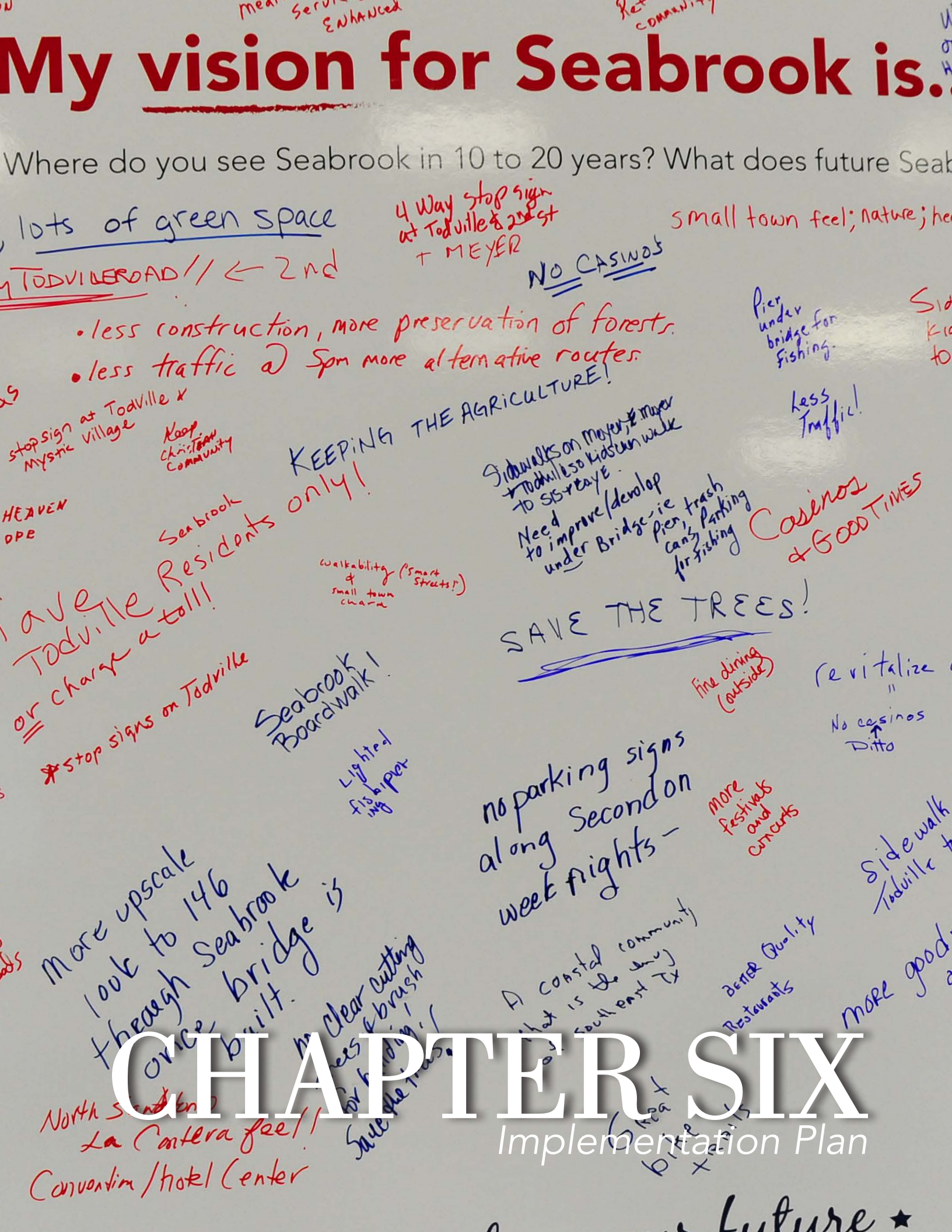
5.13 *Establish a 380 reimbursement program to support development and redevelopment to meet the desired architectural standards for the overall district and for the Main Street overlay in particular.*

THE POINT DISTRICT RECOMMENDATIONS:

5.14 *Evaluate the use of a TIRZ to fund the public infrastructure that will support the preferred uses.*

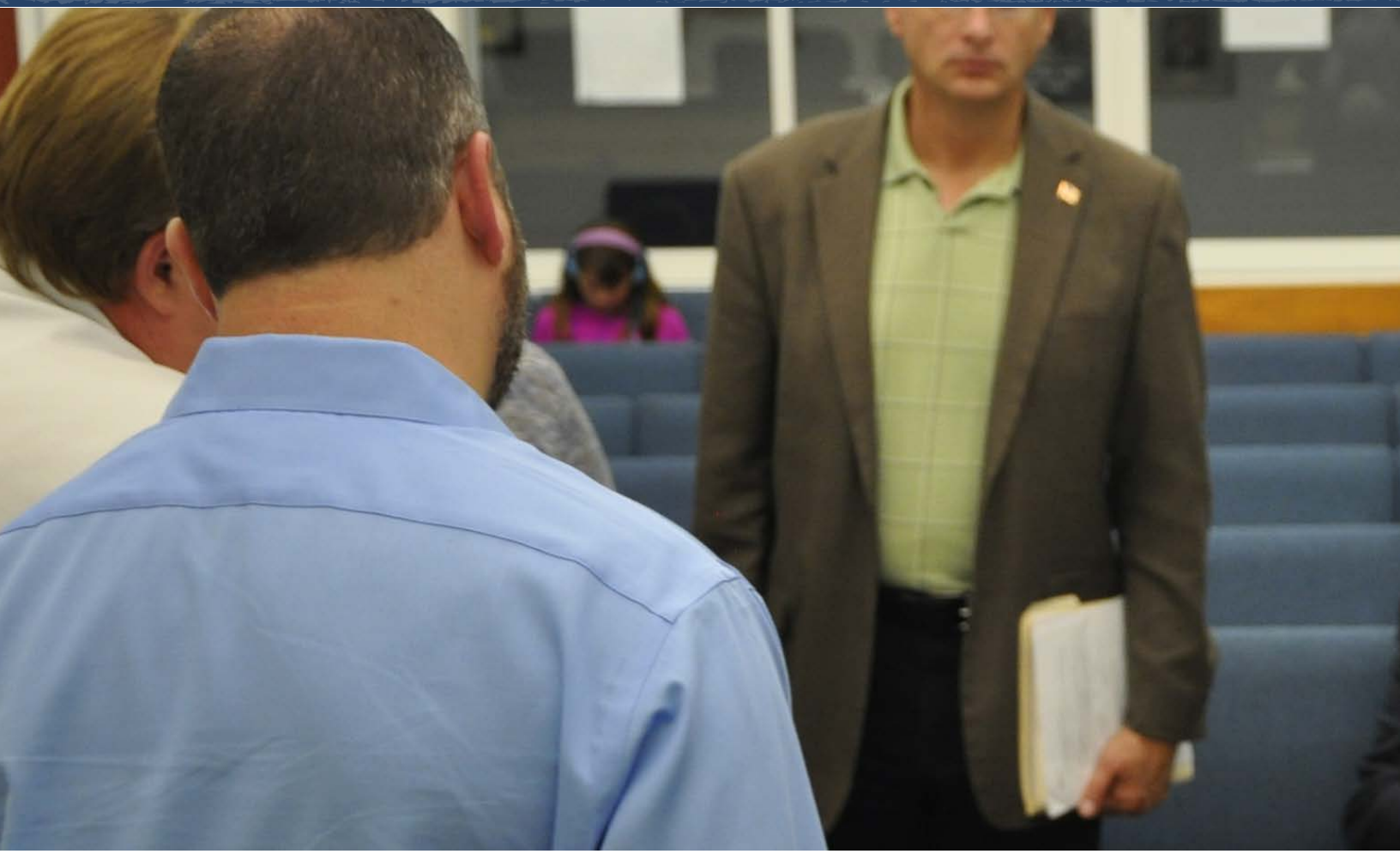
5.15 *Establish a 380 reimbursement program to support development and redevelopment to meet the desired architectural and landscape overlay standards.*

**Note: The recommendations in bold are discussed in greater detail in Chapter 6, Implementation Plan.*



CHAPTER SIX

Implementation Plan



IMPLEMENTATION OVERVIEW

This final section of the Comprehensive Plan describes specific ways in which the City of Seabrook can take the recommendations within this Plan from vision to reality.

The importance of planning can not be overstated—planning provides for the protection of private property and ensures future development occurs in a coordinated and organized fashion. The future of Seabrook will be shaped using the policies and recommendations developed in this Plan—decisions will be made that will influence many aspects of the City's built and social environments. The future quality of life in Seabrook will be substantially influenced by the manner in which Comprehensive Plan recommendations are administered and maintained.

Planning for the City's future should be a continuous process, with this plan being modified and updated periodically to stay relevant. Plan policies and recommendations may be implemented through adopted development regulations, such as zoning and subdivision ordinances, and through capital improvement programs. Many recommendations within the plan can be implemented through simple refinement of existing regulations or processes, while others may require the establishment of new regulations, programs, or processes. There are also recommendations that will involve additional community input and the continued support of local organizations and private partnerships.



Proactive and Reactive Implementation

There are two primary methods of plan implementation: proactive and reactive methods. To successfully implement the plan and fully realize its benefits, both methods must be used in an effective manner. Both proactive and reactive actions that could be used by Seabrook are described below.

» Examples of ***proactive methods*** include:

- Developing a capital improvements program (CIP), by which the City expends funds to finance public improvements to meet strategies cited within the Plan;
- Updating zoning regulations; and
- Updating subdivision regulations.

» Examples of ***reactive methods*** include:

- Approving a rezoning application submitted by a property owner consistent with the Comprehensive Plan;
- Site plan review; and
- Subdivision review.



EDUCATION AND TRAINING

A necessary first step is to conduct individual training workshops with the Planning and Zoning Commission, City Council, and key staff members, as well as others who have an individual and collective role in plan implementation. Training initiatives should include:

» Discussion of the roles and responsibilities of each individual entity, and its function with regard to plan implementation.

» A thorough overview of the entire plan, with particular emphasis on the segments that most directly relate to their responsibilities and purposes.

» Implementation tasking and priority-setting, allowing each group to establish their own one-, two-, and five-year agendas, in coordination with the City's Strategic Plan.

» Facilitation of a mock meeting to display the effective use of this plan's policies and recommendations.

» A concluding question-and-answer session.

Priority Recommendations

The efforts conducted to complete the Comprehensive Plan generated a wealth of information and direction for the City. In order to refine and focus future efforts, City staff worked to identify the top priorities of the plan. A review of approximately 58 recommendations yielded 44 key items to be considered as the City's top priorities for future implementation.

A number of the individual priorities are specific to the key planning areas and should maintain flexibility during implementation in order to capture the highest and best use for the remaining land within the City. Also, some of the recommendations may be implemented simultaneously to achieve multiple community-wide goals within the scope of a single project.

With a focus on the revitalization of key corridors and aesthetic enhancements, City staff prioritized special branding, landscaping and small area plans to help establish a cohesive identity and to address parts of the City that could have a major impact on community character if not planned for. The priority recommendations also identify opportunities to coordinate and partner with other cities and agencies, helping to spur investment in Seabrook. Additional recommendations that were identified during the process are listed in each respective chapter, and a continuous effort to revise the priorities of this Comprehensive Plan will be made, as needed.

Guiding Principles



Utilize economic development policies and tools to maintain and enhance Seabrook's tax base, economic activity, and implementation of the elements of this plan.



Encourage greater pedestrian connectivity and community cohesion by prioritizing and implementing the Parks and Trails Master Plan.



Promote Seabrook's reputation as a small town with unique identity and history through appropriately-scaled programs and community events.



Establish community character that enhances the city's aesthetics and sense-of-place through cohesive urban design, branding and neighborhoods preservation.



Capitalize on Seabrook's small town feel through appropriate land use regulations, development ordinances, and economic development.



Facilitate development that maximizes the utilization of Seabrook's waterfront.

IMPLEMENTATION ACTION PLAN WORKSHEETS

Implementation is the most important, yet most difficult, aspects of the planning process. Without viable, realistic strategies for implementation, the recommendations contained within this plan will be difficult to realize. It is important to note that the recommendations are derived from the guiding principles established previously in *Chapter 2, Future Land Use*, and re-stated on the previous page.

Few cities have the ability to implement every recommendation or policy within their comprehensive planning document immediately following adoption—Seabrook is no exception. Plan implementation, therefore, must be prioritized to guide short-, mid-and long-term/on-going priorities in order to balance timing, funding, and resources.

The most common issues with comprehensive plans is the lack of actionable recommendations that clearly outline the initial steps that a city must take in order to begin implementing recommendations. Thus, it was the goal of this plan to break down each prioritized recommendation into a checklist that clearly outlines the who, what, when, and where of each item—but, most importantly, HOW to accomplish it. The following Implementation Action Plan pre-project checklists identify the following information:

» The entity (or entities) and person(s) responsible for implementation;

» Most likely funding sources;

» Policies, programs, or initiatives to support actions;

» Regulations and standards support;

» Partnerships and coordination issues; and

» A short list of step-by-step action items to measure success.

The tables are organized and color-coded by topic and include the priority recommendations established by City staff and the MPRC during the planning process, as well as jump start action steps that outline how the City can make measurable progress toward implementation. Action items will be used to assess progress annually and determine priority budget items, successful projects, and obstacles to implementation. If a recommendation is evaluated in the future and found to have had little to no progress made toward accomplishment, it will indicate a need to reevaluate the relevancy of the recommendation or identify issues preventing its successful implementation.

The Implementation Action Plans are categorized into the following topics:



Future Land Use



Transportation and Connectivity



Image, Branding and Marketing



Economic Development

Future Land Use - SH 146 Corridor District

2.1 Create a unified zoning district for the entire SH 146 corridor incorporating consistent signage, landscaping, and building appearance upon redevelopment or new development in the corridor.

PRE-PROJECT CHECKLIST	STATUS

1 *Designate Champion or Implementing Entity*

Agency: City
Department: Community Development
Person: Director of Community Development

2 *Identify Most Likely Funding Sources*

General Fund Budget
Capital Improvements Plan (CIP)
Economic Development Corporation
Hotel Occupancy Tax
Grants
Transportation Funding
Special District Financing
Public Private Partnerships
Economic Development Incentives
Corporate, Philanthropic Sponsors

3 *Determine Regulations and Standards Support*

Subdivision Ordinance
Building Code
Other:
Zoning Ordinance
Landscape Ordinance
Sign Ordinance

4 *Identify Policies, Programs, or Initiatives to Support Project*

Economic Development Policy
Thoroughfare Plan
Open Space Master Plan
Branding Strategy
Other:
Comprehensive Plan
Council Strategic Plan
H-GAC Livable Centers Study
Waterfront Development Plan

5 *Identify Partnerships and Coordination Issues*

TxDOT
Harris County
Business Owners / Public
Chamber of Commerce
Private Sector Partners / Developers / Investors
Other(s):
Economic Development Corporation
The Seabrook Association
P&Z Commission / City Council

JUMP START ACTION STEPS	TIMELINE

A. Review area, refine need for change
B. Develop draft ordinance
C. Public input
D. Take recommendations to P&Z for comments
E. Council approval

Future Land Use - SH 146 Corridor District

2.2 Coordinate with TxDOT to incorporate Seabrook-specific design enhancements into the design of the freeway construction (as determined by the recommended master landscaping and city branding plan).

PRE-PROJECT CHECKLIST	STATUS

1 *Designate Champion or Implementing Entity*

Agency: City
Department: Community Development
Person: Director of Community Development

2 *Identify Most Likely Funding Sources*

General Fund Budget
Capital Improvements Plan (CIP)
Economic Development Corporation
Hotel Occupancy Tax
Grants
Transportation Funding
Special District Financing
Public Private Partnerships
Economic Development Incentives
Corporate, Philanthropic Sponsors

3 *Determine Regulations and Standards Support*

Subdivision Ordinance
Building Code
Other:
Zoning Ordinance
Landscape Ordinance
Sign Ordinance

4 *Identify Policies, Programs, or Initiatives to Support Project*

Economic Development Policy
Thoroughfare Plan
Open Space Master Plan
Branding Strategy
Other:
Comprehensive Plan
Council Strategic Plan
H-GAC Livable Centers Study
Waterfront Development Plan

5 *Identify Partnerships and Coordination Issues*

TxDOT
Harris County
Business Owners / Public
Chamber of Commerce
Private Sector Partners / Developers / Investors
Other(s):
Economic Development Corporation
The Seabrook Association
P&Z Commission / City Council

JUMP START ACTION STEPS	TIMELINE

A. Select branding consultant
B. Negotiate scope and contract
C. Develop themes and concepts from public input
D. Final design coordination with TxDOT
E. Establish funding target and allocate funds

Future Land Use - SH 146 Corridor District

2.3 Coordinate with TxDOT and property owners to consolidate driveways wherever possible during reconstruction.

PRE-PROJECT CHECKLIST	STATUS

1 *Designate Champion or Implementing Entity*

Agency: City
Department: Community Development
Person: Director of Community Development

2 *Identify Most Likely Funding Sources*

General Fund Budget
Capital Improvements Plan (CIP)
Economic Development Corporation
Hotel Occupancy Tax
Grants
Transportation Funding
Special District Financing
Public Private Partnerships
Economic Development Incentives
Corporate, Philanthropic Sponsors

3 *Determine Regulations and Standards Support*

Subdivision Ordinance
Building Code
Other:
Zoning Ordinance
Landscape Ordinance
Sign Ordinance

4 *Identify Policies, Programs, or Initiatives to Support Project*

Economic Development Policy
Thoroughfare Plan
Open Space Master Plan
Branding Strategy
Other:
Comprehensive Plan
Council Strategic Plan
H-GAC Livable Centers Study
Waterfront Development Plan

5 *Identify Partnerships and Coordination Issues*

TxDOT
Harris County
Business Owners / Public
Chamber of Commerce
Private Sector Partners / Developers / Investors
Other(s):
Economic Development Corporation
The Seabrook Association
P&Z Commission / City Council

JUMP START ACTION STEPS	TIMELINE

A. Establish early rapport with TxDOT while SH 146 design is in early stages
B. Based on new driveway spacing criteria, identify with TxDOT possible driveway consolidations
C. Meet directly with affected land and business owners to explain goals and benefits; hear and respond to concerns
D. Finalize driveway consolidation plans in SH 146 plans

Future Land Use - SH 146 Corridor District

2.4 Ensure City development codes require cross-access easements between parcels at time of platting or site plan approval.

PRE-PROJECT CHECKLIST	STATUS

1 *Designate Champion or Implementing Entity*

Agency: City
Department: Community Development
Person: Director of Community Development

2 *Identify Most Likely Funding Sources*

General Fund Budget
Capital Improvements Plan (CIP)
Economic Development Corporation
Hotel Occupancy Tax
Grants
Transportation Funding
Special District Financing
Public Private Partnerships
Economic Development Incentives
Corporate, Philanthropic Sponsors

3 *Determine Regulations and Standards Support*

Subdivision Ordinance
Building Code
Other:
Zoning Ordinance
Landscape Ordinance
Sign Ordinance

4 *Identify Policies, Programs, or Initiatives to Support Project*

Economic Development Policy
Thoroughfare Plan
Open Space Master Plan
Branding Strategy
Comprehensive Plan
Council Strategic Plan
H-GAC Livable Centers Study
Waterfront Development Plan

Other: Reconcile options for code to integrate site plan process

5 *Identify Partnerships and Coordination Issues*

TxDOT
Harris County
Business Owners / Public
Chamber of Commerce
Economic Development Corporation
The Seabrook Association
P&Z Commission / City Council

Private Sector Partners / Developers / Investors
Other(s):

JUMP START ACTION STEPS	TIMELINE

A. Identify codes that need to be changed to ensure cross-access enforced with plat approval or site plan approval (if platting not required)
B. Review changes with P&Z
C. Draft Text
D. Public Hearing
E. Council Approval

Future Land Use - SH 146 Corridor District

2.5 Establish minimum driveway spacing requirements.

PRE-PROJECT CHECKLIST	STATUS

1 *Designate Champion or Implementing Entity*

Agency: City
Department: Community Development
Person: Director of Community Development

2 *Identify Most Likely Funding Sources*

General Fund Budget	Transportation Funding
Capital Improvements Plan (CIP)	Special District Financing
Economic Development Corporation	Public Private Partnerships
Hotel Occupancy Tax	Economic Development Incentives
Grants	Corporate, Philanthropic Sponsors

3 *Determine Regulations and Standards Support*

Subdivision Ordinance	Zoning Ordinance
Building Code	Landscape Ordinance
Other:	Sign Ordinance

4 *Identify Policies, Programs, or Initiatives to Support Project*

Economic Development Policy	**Comprehensive Plan**
Thoroughfare Plan	Council Strategic Plan
Open Space Master Plan	H-GAC Livable Centers Study
Branding Strategy	Waterfront Development Plan

Other:

5 *Identify Partnerships and Coordination Issues*

TxDOT	Economic Development Corporation
Harris County	**The Seabrook Association**
Business Owners / Public	**P&Z Commission / City Council**
Chamber of Commerce	

Private Sector Partners / Developers / Investors
Other(s):

JUMP START ACTION STEPS	TIMELINE

A. Select appropriate driveway spacing criteria for the corridor
B. Review basis and benefits with stakeholders
C. Determine code changes necessary for enforcement
D. Review changes with P&Z
E. Council Approval

Future Land Use - SH 146 Corridor District

2.6 Require traffic impact analysis for new development to identify the need for right turn lanes or other traffic impact mitigation measures.

PRE-PROJECT CHECKLIST	STATUS

1 *Designate Champion or Implementing Entity*

Agency: City
Department: Community Development
Person: Director of Economic Development

2 *Identify Most Likely Funding Sources*

General Fund Budget
Capital Improvements Plan (CIP)
Economic Development Corporation
Hotel Occupancy Tax
Grants
Transportation Funding
Special District Financing
Public Private Partnerships
Economic Development Incentives
Corporate, Philanthropic Sponsors

3 *Determine Regulations and Standards Support*

Subdivision Ordinance
Building Code
Other:
Zoning Ordinance
Landscape Ordinance
Sign Ordinance

4 *Identify Policies, Programs, or Initiatives to Support Project*

Economic Development Policy
Thoroughfare Plan
Open Space Master Plan
Branding Strategy
Other:
Comprehensive Plan
Council Strategic Plan
H-GAC Livable Centers Study
Waterfront Development Plan

5 *Identify Partnerships and Coordination Issues*

TxDOT
Harris County
Business Owners / Public
Chamber of Commerce
Private Sector Partners / Developers / Investors
Other(s):
Economic Development Corporation
The Seabrook Association
P&Z Commission / City Council

JUMP START ACTION STEPS	TIMELINE

A. Identify codes that need to be changed to ensure enforcement with plat approval or site plan approval (if platting not required)
B. Review changes with P&Z
C. Draft Text
D. Public Hearing
E. Council Approval

Future Land Use - SH 146 Corridor District

2.7 Revisit the ordinances periodically as the plans for the SH 146 Corridor progress to ensure adjacent properties develop in an appropriate manner.

PRE-PROJECT CHECKLIST	STATUS

1 *Designate Champion or Implementing Entity*

Agency: City
Department: Community Development
Person: Director of Community Development

2 *Identify Most Likely Funding Sources*

General Fund Budget
Capital Improvements Plan (CIP)
Economic Development Corporation
Hotel Occupancy Tax
Grants
Transportation Funding
Special District Financing
Public Private Partnerships
Economic Development Incentives
Corporate, Philanthropic Sponsors

3 *Determine Regulations and Standards Support*

Subdivision Ordinance
Building Code
Other:
Zoning Ordinance
Landscape Ordinance
Sign Ordinance

4 *Identify Policies, Programs, or Initiatives to Support Project*

Economic Development Policy
Thoroughfare Plan
Open Space Master Plan
Branding Strategy
Other:
Comprehensive Plan
Council Strategic Plan
H-GAC Livable Centers Study
Waterfront Development Plan

5 *Identify Partnerships and Coordination Issues*

TxDOT
Harris County
Business Owners / Public
Chamber of Commerce
Private Sector Partners / Developers / Investors
Other(s):
Economic Development Corporation
The Seabrook Association
P&Z Commission / City Council

JUMP START ACTION STEPS	TIMELINE

A. Establish an administrative policy for an annual review of relevant codes
B. Set up an annual review process (stakeholder input, staff review, P&Z review, City Council review)
C. Assign review responsibility and set up reminder system
D.
E.

Future Land Use - Mixed Use / Lakefront District

2.8 Expand the boundaries of the existing Waterfront Activity Zoning District (WAD) to encompass the entire Clear Lake frontage and the frontage on both sides of NASA Parkway including special architectural and landscape standards.

PRE-PROJECT CHECKLIST	STATUS

1 *Designate Champion or Implementing Entity*

Agency: City
Department: Community Development
Person: Director of Community Development

2 *Identify Most Likely Funding Sources*

General Fund Budget
Capital Improvements Plan (CIP)
Economic Development Corporation
Hotel Occupancy Tax
Grants
Transportation Funding
Special District Financing
Public Private Partnerships
Economic Development Incentives
Corporate, Philanthropic Sponsors

3 *Determine Regulations and Standards Support*

Subdivision Ordinance
Building Code
Other:
Zoning Ordinance
Landscape Ordinance
Sign Ordinance

4 *Identify Policies, Programs, or Initiatives to Support Project*

Economic Development Policy
Thoroughfare Plan
Open Space Master Plan
Branding Strategy
Other:
Comprehensive Plan
Council Strategic Plan
H-GAC Livable Centers Study
Waterfront Development Plan

5 *Identify Partnerships and Coordination Issues*

TxDOT
Harris County
Chamber of Commerce
Business Owners / Public
Private Sector Partners / Developers / Investors
Other(s): General Land Office (GLO)
Economic Development Corporation
The Seabrook Association
P&Z Commission / City Council

JUMP START ACTION STEPS	TIMELINE

A. Review area, refine need for change
B. Develop draft ordinance
C. Take recommendations to P&Z for comments
D. Public input
E. Council approval

Future Land Use - Mixed Use / Lakefront District

2.9 Designate an entry to the city on NASA Parkway as a gateway with enhanced entry signage and pedestrian improvements.

PRE-PROJECT CHECKLIST	STATUS

1 *Designate Champion or Implementing Entity*

Agency: City
Department: Community Development
Person: Director of Community Development

2 *Identify Most Likely Funding Sources*

General Fund Budget
Capital Improvements Plan (CIP)
Economic Development Corporation
Hotel Occupancy Tax
Grants
Transportation Funding
Special District Financing
Public Private Partnerships
Economic Development Incentives
Corporate, Philanthropic Sponsors

3 *Determine Regulations and Standards Support*

Subdivision Ordinance
Building Code
Other:
Zoning Ordinance
Landscape Ordinance
Sign Ordinance

4 *Identify Policies, Programs, or Initiatives to Support Project*

Economic Development Policy
Thoroughfare Plan
Open Space Master Plan
Branding Strategy
Other:
Comprehensive Plan
Council Strategic Plan
H-GAC Livable Centers Study
Waterfront Development Plan

5 *Identify Partnerships and Coordination Issues*

TxDOT
Harris County
Business Owners / Public
Chamber of Commerce
Private Sector Partners / Developers / Investors
Other(s):
Economic Development Corporation
The Seabrook Association
P&Z Commission / City Council

JUMP START ACTION STEPS	TIMELINE

A. Complete branding study/select signage theme
B. Secure design/construction funding
C. Select consultant to prepare schematic design options
D. Final Design
E. Bidding/Construction

Future Land Use - Mixed Use / Lakefront District

2.10 Promote connectivity throughout the district and city with directional signage.

PRE-PROJECT CHECKLIST	STATUS

1 *Designate Champion or Implementing Entity*

Agency: City
Department: Community Development
Person: Director of Community Development

2 *Identify Most Likely Funding Sources*

General Fund Budget
Capital Improvements Plan (CIP)
Economic Development Corporation
Hotel Occupancy Tax
Grants
Transportation Funding
Special District Financing
Public Private Partnerships
Economic Development Incentives
Corporate, Philanthropic Sponsors (possible advertising sponsorships)

3 *Determine Regulations and Standards Support*

Subdivision Ordinance
Building Code
Other:
Zoning Ordinance
Landscape Ordinance
Sign Ordinance

4 *Identify Policies, Programs, or Initiatives to Support Project*

Economic Development Policy
Thoroughfare Plan
Open Space Master Plan
Branding Strategy
Other:
Comprehensive Plan
Council Strategic Plan
H-GAC Livable Centers Study
Waterfront Development Plan

5 *Identify Partnerships and Coordination Issues*

TxDOT
Harris County
Business Owners / Public
Chamber of Commerce
Economic Development Corporation
The Seabrook Association
P&Z Commission / City Council
Private Sector Partners / Developers / Investors
Other(s):

JUMP START ACTION STEPS	TIMELINE

A. Complete branding study/select signage theme
B. Coordinate with stakeholders regarding specific sign locations/content
C. Secure design and installation funding (public/private possible)
D. Final design
E. Bidding/installation

Future Land Use - Mixed Use / Lakefront District

2.11 Revise the description of the WAD in section 3.10.01 to remove the "small town character" intent. The WAD should be a higher intensity urban area.

PRE-PROJECT CHECKLIST	STATUS

1 *Designate Champion or Implementing Entity*

Agency: City
Department: Community Development
Person: Director of Community Development

2 *Identify Most Likely Funding Sources*

General Fund Budget
Capital Improvements Plan (CIP)
Economic Development Corporation
Hotel Occupancy Tax
Grants
Transportation Funding
Special District Financing
Public Private Partnerships
Economic Development Incentives
Corporate, Philanthropic Sponsors

3 *Determine Regulations and Standards Support*

Subdivision Ordinance
Building Code
Other:
Zoning Ordinance
Landscape Ordinance
Sign Ordinance

4 *Identify Policies, Programs, or Initiatives to Support Project*

Economic Development Policy
Thoroughfare Plan
Open Space Master Plan
Branding Strategy
Other:
Comprehensive Plan
Council Strategic Plan
H-GAC Livable Centers Study
Waterfront Development Plan

5 *Identify Partnerships and Coordination Issues*

TxDOT
Harris County
Business Owners / Public
Chamber of Commerce
Private Sector Partners / Developers / Investors
Other(s):
Economic Development Corporation
The Seabrook Association
P&Z Commission / City Council

JUMP START ACTION STEPS	TIMELINE

A. Develop draft text amendment
B. Process change concurrently with Mixed-Use / Lakefront Recommendation #1
C.
D.
E.

Future Land Use - Mixed Use / Lakefront District

2.12 Implement the view corridor and boardwalk recommendations contained in the South Seabrook Marine District Waterfront Development Plan.

PRE-PROJECT CHECKLIST	STATUS

1 *Designate Champion or Implementing Entity*

Agency: City
Department: Community Development
Person: Director of Community Development

2 *Identify Most Likely Funding Sources*

General Fund Budget	Transportation Funding
Capital Improvements Plan (CIP)	**Special District Financing**
Economic Development Corporation	**Public Private Partnerships**
Hotel Occupancy Tax	**Economic Development Incentives**
Grants	Corporate, Philanthropic Sponsors

3 *Determine Regulations and Standards Support*

Subdivision Ordinance	Zoning Ordinance
Building Code	Landscape Ordinance
Other:	Sign Ordinance

4 *Identify Policies, Programs, or Initiatives to Support Project*

Economic Development Policy	**Comprehensive Plan**
Thoroughfare Plan	Council Strategic Plan
Open Space Master Plan	H-GAC Livable Centers Study
Branding Strategy	**Waterfront Development Plan**
Other:	

5 *Identify Partnerships and Coordination Issues*

TxDOT	**Economic Development Corporation**
Harris County	The Seabrook Association
Business Owners / Public	**P&Z Commission / City Council**
Chamber of Commerce	

Private Sector Partners / Developers / Investors
Other(s): Land Owners

JUMP START ACTION STEPS	TIMELINE

A. Establish a stakeholder's task force
B. Task force develop a consensus and champion for the project
C. Identify private developer partnerships
D. Develop schematic designs and cost estimates
E. Identify funding gaps that can be filled by public participation

Future Land Use - North Planning Area

2.15 Create a new zoning category between the intensities of Heavy Commercial (C3) and Light Industrial (LI) that would allow warehousing, logistics, offices, and low impact industrial uses, but preclude the more objectionable uses allowed in LI.

PRE-PROJECT CHECKLIST	STATUS

1 *Designate Champion or Implementing Entity*

Agency: City
Department: Community Development
Person: Director of Community Development

2 *Identify Most Likely Funding Sources*

General Fund Budget
Capital Improvements Plan (CIP)
Economic Development Corporation
Hotel Occupancy Tax
Grants
Transportation Funding
Special District Financing
Public Private Partnerships
Economic Development Incentives
Corporate, Philanthropic Sponsors

3 *Determine Regulations and Standards Support*

Subdivision Ordinance
Building Code
Other:
Zoning Ordinance
Landscape Ordinance
Sign Ordinance

4 *Identify Policies, Programs, or Initiatives to Support Project*

Economic Development Policy
Thoroughfare Plan
Open Space Master Plan
Branding Strategy
Other:
Comprehensive Plan
Council Strategic Plan
H-GAC Livable Centers Study
Waterfront Development Plan

5 *Identify Partnerships and Coordination Issues*

TxDOT
Harris County
Business Owners / Public
Chamber of Commerce
Economic Development Corporation
The Seabrook Association
P&Z Commission / City Council
Private Sector Partners / Developers / Investors
Other(s): BAHEP, Economic Alliance Port Region, Harris County

JUMP START ACTION STEPS	TIMELINE

A. Review area, refine need for change
B. Develop draft ordinance
C. Public Input
D. Take recommendations to P&Z for comments
E. Council Approval

Future Land Use - Old Town Seabrook District

2.18 Revise the existing OS zoning category – a) revise the description to include nautical and seaside motifs; b) add microbreweries, bars, dancehalls, and theaters by CUP; c) restrict new single family uses on Main Street to CUP; and d) revise maximum height and use restrictions.

PRE-PROJECT CHECKLIST	STATUS

1 *Designate Champion or Implementing Entity*

Agency: City
Department: Community Development
Person: Director of Community Development

2 *Identify Most Likely Funding Sources*

General Fund Budget	Transportation Funding
Capital Improvements Plan (CIP)	Special District Financing
Economic Development Corporation	Public Private Partnerships
Hotel Occupancy Tax	Economic Development Incentives
Grants	Corporate, Philanthropic Sponsors

3 *Determine Regulations and Standards Support*

Subdivision Ordinance	**Zoning Ordinance**
Building Code	**Landscape Ordinance**
Other:	**Sign Ordinance**

4 *Identify Policies, Programs, or Initiatives to Support Project*

Economic Development Policy	Comprehensive Plan
Thoroughfare Plan	Council Strategic Plan
Open Space Master Plan	**H-GAC Livable Centers Study**
Branding Strategy	Waterfront Development Plan
Other:	

5 *Identify Partnerships and Coordination Issues*

TxDOT	**Economic Development Corporation**
Harris County	**The Seabrook Association**
Business Owners / Public	P&Z Commission / City Council
Chamber of Commerce	
Private Sector Partners / Developers / Investors	
Other(s):	

JUMP START ACTION STEPS	TIMELINE

A. Apply for H-GAC Livable Centers Grant (results with public outreach)
B.
C.
D.
E.

Future Land Use - Old Town Seabrook District

2.19 Consider Overlay zoning ordinance for district specific design regulations for the proposed "small town seaside" motif.

PRE-PROJECT CHECKLIST	STATUS

1 *Designate Champion or Implementing Entity*

Agency: City
Department: Community Development
Person: Director of Community Development

2 *Identify Most Likely Funding Sources*

General Fund Budget
Capital Improvements Plan (CIP)
Economic Development Corporation
Hotel Occupancy Tax
Grants
Transportation Funding
Special District Financing
Public Private Partnerships
Economic Development Incentives
Corporate, Philanthropic Sponsors

3 *Determine Regulations and Standards Support*

Subdivision Ordinance
Building Code
Other:
Zoning Ordinance
Landscape Ordinance
Sign Ordinance

4 *Identify Policies, Programs, or Initiatives to Support Project*

Economic Development Policy
Thoroughfare Plan
Open Space Master Plan
Branding Strategy
Other:
Comprehensive Plan
Council Strategic Plan
H-GAC Livable Centers Study
Waterfront Development Plan

5 *Identify Partnerships and Coordination Issues*

TxDOT
Harris County
Business Owners / Public
Chamber of Commerce
Private Sector Partners / Developers / Investors
Other(s):
Economic Development Corporation
The Seabrook Association
P&Z Commission / City Council

JUMP START ACTION STEPS	TIMELINE

A. Fund/select a consultant to prepare the overlay guidelines
B. Establish a stakeholder task force
C. Develop consensus for proposed overlay guidelines
D. Conduct public hearing and adoption process
E.

Future Land Use - Old Town Seabrook District

2.20 Establish an overlay district for Main Street incorporating building architecture and maximum building size matching the desired small-scale nautical/seaside themes.

PRE-PROJECT CHECKLIST	STATUS

1 *Designate Champion or Implementing Entity*

Agency: City
Department: Community Development
Person: Director of Community Development

2 *Identify Most Likely Funding Sources*

General Fund Budget
Capital Improvements Plan (CIP)
Economic Development Corporation
Hotel Occupancy Tax
Grants
Transportation Funding
Special District Financing
Public Private Partnerships
Economic Development Incentives
Corporate, Philanthropic Sponsors

3 *Determine Regulations and Standards Support*

Subdivision Ordinance
Building Code
Other:
Zoning Ordinance
Landscape Ordinance
Sign Ordinance

4 *Identify Policies, Programs, or Initiatives to Support Project*

Economic Development Policy
Thoroughfare Plan
Open Space Master Plan
Branding Strategy
Other:
Comprehensive Plan
Council Strategic Plan
H-GAC Livable Centers Study
Waterfront Development Plan

5 *Identify Partnerships and Coordination Issues*

TxDOT
Harris County
Business Owners / Public
Chamber of Commerce
Private Sector Partners / Developers / Investors
Other(s):
Economic Development Corporation
The Seabrook Association
P&Z Commission / City Council

JUMP START ACTION STEPS	TIMELINE

A. Fund/select a consultant to prepare the overlay guidelines
B. Establish a stakeholder task force
C. Develop consensus for proposed overlay guidelines
D. Conduct public hearing and adoption process

Future Land Use - Old Town Seabrook District

2.21 Prepare and implement a pedestrian plan to connect the various key destinations, including a future centralized parking solution, within the District.

PRE-PROJECT CHECKLIST	STATUS

1 *Designate Champion or Implementing Entity*

Agency: City
Department: Community Development
Person: Director of Community Development

2 *Identify Most Likely Funding Sources*

General Fund Budget
Capital Improvements Plan (CIP)
Economic Development Corporation
Hotel Occupancy Tax
Grants
Transportation Funding
Special District Financing
Public Private Partnerships
Economic Development Incentives
Corporate, Philanthropic Sponsors

3 *Determine Regulations and Standards Support*

Subdivision Ordinance
Building Code
Other:
Zoning Ordinance
Landscape Ordinance
Sign Ordinance

4 *Identify Policies, Programs, or Initiatives to Support Project*

Economic Development Policy
Thoroughfare Plan
Open Space Master Plan
Branding Strategy
Other:
Comprehensive Plan
Council Strategic Plan
H-GAC Livable Centers Study
Waterfront Development Plan

5 *Identify Partnerships and Coordination Issues*

TxDOT
Harris County
Business Owners / Public
Chamber of Commerce
Private Sector Partners / Developers / Investors
Other(s):
Economic Development Corporation
The Seabrook Association
P&Z Commission / City Council

JUMP START ACTION STEPS	TIMELINE
A. Pursue concurrently with centralized parking solution (Recommendation #8) B. C. D. E.	

Future Land Use - Old Town Seabrook District

2.22 Research, evaluate, and implement a shared centralized parking solution.

PRE-PROJECT CHECKLIST	STATUS

1 *Designate Champion or Implementing Entity*

Agency: City
Department: Community Development
Person: Director of Community Development

2 *Identify Most Likely Funding Sources*

General Fund Budget
Capital Improvements Plan (CIP)
Economic Development Corporation
Hotel Occupancy Tax
Grants
Transportation Funding
Special District Financing
Public Private Partnerships
Economic Development Incentives
Corporate, Philanthropic Sponsors

3 *Determine Regulations and Standards Support*

Subdivision Ordinance
Building Code
Other:
Zoning Ordinance
Landscape Ordinance
Sign Ordinance

4 *Identify Policies, Programs, or Initiatives to Support Project*

Economic Development Policy
Thoroughfare Plan
Open Space Master Plan
Branding Strategy
Other:
Comprehensive Plan
Council Strategic Plan
H-GAC Livable Centers Study
Waterfront Development Plan

5 *Identify Partnerships and Coordination Issues*

TxDOT
Harris County
Business Owners / Public
Chamber of Commerce
Private Sector Partners / Developers / Investors
Other(s):
Economic Development Corporation
The Seabrook Association
P&Z Commission / City Council

JUMP START ACTION STEPS	TIMELINE

A. Fund/select a consultant to evaluate need and options
B. Establish an Old Seabrook parking stakeholder task force
C. Develop consensus for proposed solution
D. Identify funding method for the preferred solution
E. Final design and implementation

Future Land Use - Old Town Seabrook District

2.23 Review permitting requirements in the district to promote reinvestment in existing structures.

PRE-PROJECT CHECKLIST	STATUS
1 ***Designate Champion or Implementing Entity***	
Agency: City Department: Community Development Person: Deputy Building Official	
2 ***Identify Most Likely Funding Sources***	
General Fund Budget Capital Improvements Plan (CIP) Economic Development Corporation Hotel Occupancy Tax Grants Transportation Funding Special District Financing Public Private Partnerships Economic Development Incentives Corporate, Philanthropic Sponsors	
3 ***Determine Regulations and Standards Support***	
Subdivision Ordinance **Building Code** Other: Zoning Ordinance Landscape Ordinance Sign Ordinance	
4 ***Identify Policies, Programs, or Initiatives to Support Project***	
Economic Development Policy Thoroughfare Plan Open Space Master Plan Branding Strategy Other: **Comprehensive Plan** Council Strategic Plan H-GAC Livable Centers Study Waterfront Development Plan	
5 ***Identify Partnerships and Coordination Issues***	
TxDOT Harris County **Business Owners / Public** Chamber of Commerce Private Sector Partners / Developers / Investors Other(s): Economic Development Corporation **The Seabrook Association** P&Z Commission / City Council	

JUMP START ACTION STEPS	TIMELINE
A. Identify most common building code impediments to adaptive reuse of existing structures B. Evaluate building code amendments/variances that could address common impediments C. Conduct public hearing and adoption process D.	

Future Land Use - The Point District

2.28 Create new entertainment zoning district with form based code elements to encourage a pedestrian friendly design and entertainment uses.

PRE-PROJECT CHECKLIST	STATUS

1 *Designate Champion or Implementing Entity*

Agency: City
Department: Community Development
Person: Director of Community Development

2 *Identify Most Likely Funding Sources*

General Fund Budget
Capital Improvements Plan (CIP)
Economic Development Corporation
Hotel Occupancy Tax
Grants
Transportation Funding
Special District Financing
Public Private Partnerships
Economic Development Incentives
Corporate, Philanthropic Sponsors

3 *Determine Regulations and Standards Support*

Subdivision Ordinance
Building Code
Other:
Zoning Ordinance
Landscape Ordinance
Sign Ordinance

4 *Identify Policies, Programs, or Initiatives to Support Project*

Economic Development Policy
Thoroughfare Plan
Open Space Master Plan
Branding Strategy
Other:
Comprehensive Plan
Council Strategic Plan
H-GAC Livable Centers Study
Waterfront Development Plan

5 *Identify Partnerships and Coordination Issues*

TxDOT
Harris County
Business Owners / Public
Chamber of Commerce
Private Sector Partners / Developers / Investors
Other(s): Land Owners
Economic Development Corporation
The Seabrook Association
P&Z Commission / City Council

JUMP START ACTION STEPS	TIMELINE

A. Fund/select a consultant to prepare draft form-based code
B. Establish a stakeholder task force
C. Develop consensus for proposed form based code amendment
D. Conduct public hearing and adoption process
E.

Future Land Use - The Point District

2.29 Create new entertainment zoning district to limit residential and intense marine uses.

PRE-PROJECT CHECKLIST	STATUS

1 *Designate Champion or Implementing Entity*

Agency: City
Department: Community Development
Person: Director of Community Development

2 *Identify Most Likely Funding Sources*

General Fund Budget
Capital Improvements Plan (CIP)
Economic Development Corporation
Hotel Occupancy Tax
Grants
Transportation Funding
Special District Financing
Public Private Partnerships
Economic Development Incentives
Corporate, Philanthropic Sponsors

3 *Determine Regulations and Standards Support*

Subdivision Ordinance
Building Code
Other:
Zoning Ordinance
Landscape Ordinance
Sign Ordinance

4 *Identify Policies, Programs, or Initiatives to Support Project*

Economic Development Policy
Thoroughfare Plan
Open Space Master Plan
Branding Strategy
Other:
Comprehensive Plan
Council Strategic Plan
H-GAC Livable Centers Study
Waterfront Development Plan

5 *Identify Partnerships and Coordination Issues*

TxDOT
Harris County
Business Owners / Public
Chamber of Commerce
Private Sector Partners / Developers / Investors
Other(s):
Economic Development Corporation
The Seabrook Association
P&Z Commission / City Council

JUMP START ACTION STEPS	TIMELINE

A. Review area, refine need for change
B. Develop draft ordinance
C. Take recommendations to P&Z for comments
D. Public Input
E. Council approval

Future Land Use - The Point District

2.30 Establish unique character with district branding and signage.

PRE-PROJECT CHECKLIST	STATUS

1 *Designate Champion or Implementing Entity*

Agency: City
Department: Community Development
Person: Director of Community Development

2 *Identify Most Likely Funding Sources*

General Fund Budget
Capital Improvements Plan (CIP)
Economic Development Corporation
Hotel Occupancy Tax
Grants
Transportation Funding
Special District Financing
Public Private Partnerships
Economic Development Incentives
Corporate, Philanthropic Sponsors

3 *Determine Regulations and Standards Support*

Subdivision Ordinance
Building Code
Other:
Zoning Ordinance
Landscape Ordinance
Sign Ordinance

4 *Identify Policies, Programs, or Initiatives to Support Project*

Economic Development Policy
Thoroughfare Plan
Open Space Master Plan
Branding Strategy
Other:
Comprehensive Plan
Council Strategic Plan
H-GAC Livable Centers Study
Waterfront Development Plan

5 *Identify Partnerships and Coordination Issues*

TxDOT
Harris County
Business Owners / Public
Chamber of Commerce
Private Sector Partners / Developers / Investors
Other(s): Land Owners
Economic Development Corporation
The Seabrook Association
P&Z Commission / City Council

JUMP START ACTION STEPS	TIMELINE

A. Complete branding study / select signage theme
B. Secure design / construction funding
C. Select consultant to prepare schematic design options
D. Final Design
E. Bidding / Construction

Transportation and Circulation

3.1 Coordinate with TxDOT for SH 146 design enhancements and other impacts.

PRE-PROJECT CHECKLIST	STATUS

1 *Designate Champion or Implementing Entity*

Agency: City
Department: Community Development
Person: Director of Community Development

2 *Identify Most Likely Funding Sources*

General Fund Budget	Transportation Funding
Capital Improvements Plan (CIP)	Special District Financing
Economic Development Corporation	Public Private Partnerships
Hotel Occupancy Tax	Economic Development Incentives
Grants	Corporate, Philanthropic Sponsors

3 *Determine Regulations and Standards Support*

Subdivision Ordinance	Zoning Ordinance
Building Code	Landscape Ordinance
Other:	Sign Ordinance

4 *Identify Policies, Programs, or Initiatives to Support Project*

Economic Development Policy	Comprehensive Plan
Thoroughfare Plan	Council Strategic Plan
Open Space Master Plan	H-GAC Livable Centers Study
Branding Strategy	Waterfront Development Plan
Other:	

5 *Identify Partnerships and Coordination Issues*

TxDOT	Economic Development Corporation
Harris County	The Seabrook Association
Business Owners / Public	P&Z Commission / City Council
Chamber of Commerce	
Private Sector Partners / Developers / Investors	
Other(s):	

JUMP START ACTION STEPS	TIMELINE

A. Select branding consultant
B. Negotiate scope and contract
C. Develop themes and concepts from public input
D. Final design coordination with TxDOT
E. Establish funding target and allocate funds

Transportation and Circulation

3.2 Establish key locations to preserve public access to Clear Lake and ensure that the zoning, subdivision, and site plan approval processes preserve those access corridors.

PRE-PROJECT CHECKLIST	STATUS

1 *Designate Champion or Implementing Entity*

Agency: City
Department: Community Development
Person: Director of Community Development

2 *Identify Most Likely Funding Sources*

General Fund Budget
Capital Improvements Plan (CIP)
Economic Development Corporation
Hotel Occupancy Tax
Grants
Transportation Funding
Special District Financing
Public Private Partnerships
Economic Development Incentives
Corporate, Philanthropic Sponsors

3 *Determine Regulations and Standards Support*

Subdivision Ordinance
Building Code
Other: Building Site Plan Approval Process
Zoning Ordinance
Landscape Ordinance
Sign Ordinance

4 *Identify Policies, Programs, or Initiatives to Support Project*

Economic Development Policy
Thoroughfare Plan
Open Space Master Plan
Branding Strategy
Other:
Comprehensive Plan
Council Strategic Plan
H-GAC Livable Centers Study
Waterfront Development Plan

5 *Identify Partnerships and Coordination Issues*

TxDOT
Harris County
Business Owners / Public
Chamber of Commerce
Private Sector Partners / Developers / Investors
Other(s):
Economic Development Corporation
The Seabrook Association
P&Z Commission / City Council

JUMP START ACTION STEPS	TIMELINE

A. Establish a stakeholder task force
B. Identify specific locations and corridors
C. Revise relevant codes and processes
D. Public hearing and approval process
E.

Transportation and Circulation

3.3 Improve pedestrian crossing facilities on NASA Parkway in the Mixed Use / Lakefront District in order to provide connectivity for pedestrian activities along both sides of the roadway.

PRE-PROJECT CHECKLIST	STATUS

1 *Designate Champion or Implementing Entity*

Agency: City
Department: Community Development
Person: Director of Community Development

2 *Identify Most Likely Funding Sources*

General Fund Budget	**Transportation Funding**
Capital Improvements Plan (CIP)	Special District Financing
Economic Development Corporation	Public Private Partnerships
Hotel Occupancy Tax	Economic Development Incentives
Grants	Corporate, Philanthropic Sponsors

3 *Determine Regulations and Standards Support*

Subdivision Ordinance	Zoning Ordinance
Building Code	Landscape Ordinance
Other:	Sign Ordinance

4 *Identify Policies, Programs, or Initiatives to Support Project*

Economic Development Policy	**Comprehensive Plan**
Thoroughfare Plan	Council Strategic Plan
Open Space Master Plan	H-GAC Livable Centers Study
Branding Strategy	Waterfront Development Plan

Other:

5 *Identify Partnerships and Coordination Issues*

TxDOT	Economic Development Corporation
Harris County	The Seabrook Association
Business Owners / Public	P&Z Commission / City Council
Chamber of Commerce	

Private Sector Partners / Developers / Investors
Other(s):

JUMP START ACTION STEPS	TIMELINE

A. Select a pedestrian safety consultant
B. Prepare a comprehensive pedestrian safety plan for NASA Parkway
C. Prioritize critical locations
D. Obtain design/construction funding for highest priority critical locations
E. Design/bid/build highest critical priority locations

Image, Branding and Marketing

4.1 Conduct a professionally-facilitated community branding exercise culminating in a cohesive branding strategy reflective of the vision of the comprehensive plan and consistent with the place-making efforts for the five priority planning areas.

PRE-PROJECT CHECKLIST	STATUS

1 *Designate Champion or Implementing Entity*

Agency: City
Department: Community Development
Person: Director of Community Development

2 *Identify Most Likely Funding Sources*

General Fund Budget
Capital Improvements Plan (CIP)
Economic Development Corporation
Hotel Occupancy Tax
Grants
Transportation Funding
Special District Financing
Public Private Partnerships
Economic Development Incentives
Corporate, Philanthropic Sponsors

3 *Determine Regulations and Standards Support*

Subdivision Ordinance
Building Code
Other:
Zoning Ordinance
Landscape Ordinance
Sign Ordinance

4 *Identify Policies, Programs, or Initiatives to Support Project*

Economic Development Policy
Thoroughfare Plan
Open Space Master Plan
Branding Strategy
Other:
Comprehensive Plan
Council Strategic Plan
H-GAC Livable Centers Study
Waterfront Development Plan

5 *Identify Partnerships and Coordination Issues*

TxDOT
Harris County
Business Owners / Public
Chamber of Commerce
Private Sector Partners / Developers / Investors
Other(s):
Economic Development Corporation
The Seabrook Association
P&Z Commission / City Council

JUMP START ACTION STEPS	TIMELINE

A. Select branding consultant
B. Negotiate scope and contract
C. Develop themes and concepts from public input
D. Final approval of concepts
E. Prioritize and fund specific improvements

Image, Branding and Marketing

4.2 Prepare an urban design and gateways master plan that will reinforce the images cultivated by the branding strategy.

PRE-PROJECT CHECKLIST	STATUS

1 *Designate Champion or Implementing Entity*

Agency: City
Department: Community Development
Person: Director of Community Development

2 *Identify Most Likely Funding Sources*

General Fund Budget
Capital Improvements Plan (CIP)
Economic Development Corporation
Hotel Occupancy Tax
Grants
Transportation Funding
Special District Financing
Public Private Partnerships
Economic Development Incentives
Corporate, Philanthropic Sponsors

3 *Determine Regulations and Standards Support*

Subdivision Ordinance
Building Code
Other:
Zoning Ordinance
Landscape Ordinance
Sign Ordinance

4 *Identify Policies, Programs, or Initiatives to Support Project*

Economic Development Policy
Thoroughfare Plan
Open Space Master Plan
Branding Strategy
Other:
Comprehensive Plan
Council Strategic Plan
H-GAC Livable Centers Study
Waterfront Development Plan

5 *Identify Partnerships and Coordination Issues*

TxDOT
Harris County
Business Owners / Public
Chamber of Commerce
Private Sector Partners / Developers / Investors
Other(s):
Economic Development Corporation
The Seabrook Association
P&Z Commission / City Council

JUMP START ACTION STEPS	TIMELINE

A. Complete branding study
B. Allocate funding for final design of prioritized gateway(s)
C. Complete final design
D. Bidding/construction
E.

Image, Branding and Marketing

4.3 Promote revitalization of housing stock through code enforcement, appropriate incentives, and monitoring transition of land use.

PRE-PROJECT CHECKLIST	STATUS

1 *Designate Champion or Implementing Entity*

Agency: City
Department: Community Development
Person: Director of Community Development

2 *Identify Most Likely Funding Sources*

General Fund Budget
Capital Improvements Plan (CIP)
Economic Development Corporation
Hotel Occupancy Tax
Grants
Transportation Funding
Special District Financing
Public Private Partnerships
Economic Development Incentives
Corporate, Philanthropic Sponsors

3 *Determine Regulations and Standards Support*

Subdivision Ordinance
Building Code
Other:
Zoning Ordinance
Landscape Ordinance
Sign Ordinance

4 *Identify Policies, Programs, or Initiatives to Support Project*

Economic Development Policy
Thoroughfare Plan
Open Space Master Plan
Branding Strategy
Other:
Comprehensive Plan
Council Strategic Plan
H-GAC Livable Centers Study
Waterfront Development Plan

5 *Identify Partnerships and Coordination Issues*

TxDOT
Harris County
Business Owners / Public
Chamber of Commerce
Economic Development Corporation
The Seabrook Association
P&Z Commission / City Council
Private Sector Partners / Developers / Investors
Other(s): Residents and Landlords

JUMP START ACTION STEPS	TIMELINE

A. Establish metrics for determining homes that should be rehabbed vs. demolished
B. Review policies to conform to metrics
C. Train staff in revised policies
D. Allocate funds for demolition as needed to meet goals
E.

Image, Branding and Marketing

4.4 Develop a marketing campaign in support of the branding strategy and special events.

PRE-PROJECT CHECKLIST	STATUS

1 *Designate Champion or Implementing Entity*

Agency: City
Department: Economic Development
Person: Director of Economic Development

2 *Identify Most Likely Funding Sources*

General Fund Budget
Capital Improvements Plan (CIP)
Economic Development Corporation
Hotel Occupancy Tax
Grants
Transportation Funding
Special District Financing
Public Private Partnerships
Economic Development Incentives
Corporate, Philanthropic Sponsors

3 *Determine Regulations and Standards Support*

Subdivision Ordinance
Building Code
Other:
Zoning Ordinance
Landscape Ordinance
Sign Ordinance

4 *Identify Policies, Programs, or Initiatives to Support Project*

Economic Development Policy
Thoroughfare Plan
Open Space Master Plan
Branding Strategy
Other:
Comprehensive Plan
Council Strategic Plan
H-GAC Livable Centers Study
Waterfront Development Plan

5 *Identify Partnerships and Coordination Issues*

TxDOT
Harris County
Business Owners / Public
Chamber of Commerce
Private Sector Partners / Developers / Investors
Other(s):
Economic Development Corporation
The Seabrook Association
P&Z Commission / City Council

JUMP START ACTION STEPS	TIMELINE

A. Advertise and select a marketing firm to assist the city
B. Prepare a marketing plan to highlight the new branding of the city
C. City Council approval and funding of marketing plan
D. Implement plan
E. Refresh and revise the plan

Image, Branding and Marketing

4.5 Identify human and capital resources that will champion the programming and execution of special events focused on entertainment for local residents and the nearby community.

PRE-PROJECT CHECKLIST	STATUS

1 *Designate Champion or Implementing Entity*

Agency: City
Department: Economic Development
Person: Director of Economic Development

2 *Identify Most Likely Funding Sources*

General Fund Budget
Capital Improvements Plan (CIP)
Economic Development Corporation
Hotel Occupancy Tax
Grants
Transportation Funding
Special District Financing
Public Private Partnerships
Economic Development Incentives
Corporate, Philanthropic Sponsors

3 *Determine Regulations and Standards Support*

Subdivision Ordinance
Building Code
Other:
Zoning Ordinance
Landscape Ordinance
Sign Ordinance

4 *Identify Policies, Programs, or Initiatives to Support Project*

Economic Development Policy
Thoroughfare Plan
Open Space Master Plan
Branding Strategy
Other:
Comprehensive Plan
Council Strategic Plan
H-GAC Livable Centers Study
Waterfront Development Plan

5 *Identify Partnerships and Coordination Issues*

TxDOT
Harris County
Business Owners / Public
Chamber of Commerce
Private Sector Partners / Developers / Investors
Other(s):
Economic Development Corporation
The Seabrook Association
P&Z Commission / City Council

JUMP START ACTION STEPS	TIMELINE

A. Solicit input from organizers/volunteers of last year's event
B. Assist setting up stable non-profit organization as needed
C. Provide on-going administrative and financial support as needed
D.
E.

Economic Development - General

5.1 Review the City's development ordinances, including zoning, signage, landscape, parking, lighting, etc. to ensure that they are supportive of economic development priorities.

PRE-PROJECT CHECKLIST	STATUS
1 ***Designate Champion or Implementing Entity*** Agency: City Department: Economic Development Person: Director of Economic Development	
2 ***Identify Most Likely Funding Sources*** General Fund Budget Capital Improvements Plan (CIP) **Economic Development Corporation** Hotel Occupancy Tax Grants Transportation Funding Special District Financing Public Private Partnerships Economic Development Incentives Corporate, Philanthropic Sponsors	
3 ***Determine Regulations and Standards Support*** **Subdivision Ordinance** **Building Code** Other: **Zoning Ordinance** **Landscape Ordinance** **Sign Ordinance**	
4 ***Identify Policies, Programs, or Initiatives to Support Project*** **Economic Development Policy** **Thoroughfare Plan** **Open Space Master Plan** **Branding Strategy** Other: **Comprehensive Plan** **Council Strategic Plan** H-GAC Livable Centers Study **Waterfront Development Plan**	
5 ***Identify Partnerships and Coordination Issues*** TxDOT Harris County **Business Owners / Public** Chamber of Commerce Private Sector Partners / Developers / Investors Other(s): **Economic Development Corporation** **The Seabrook Association** **P&Z Commission / City Council**	

JUMP START ACTION STEPS	TIMELINE
A. In light of comprehensive plan, systematically review existing codes and policies to ensure they promote and do not hinder the plan B. Establish a goal and schedule to complete the review C. Based on results of reviews, process changes as needed D. E.	

Economic Development - General

5.2 Establish guidelines for the types of applicant background and project-specific data that should be required to be submitted with economic development assistance applications.

PRE-PROJECT CHECKLIST	STATUS

1 *Designate Champion or Implementing Entity*

Agency: City
Department: Economic Development
Person: Director of Economic Development

2 *Identify Most Likely Funding Sources*

General Fund Budget
Capital Improvements Plan (CIP)
Economic Development Corporation
Hotel Occupancy Tax
Grants
Transportation Funding
Special District Financing
Public Private Partnerships
Economic Development Incentives
Corporate, Philanthropic Sponsors

3 *Determine Regulations and Standards Support*

Subdivision Ordinance
Building Code
Other:
Zoning Ordinance
Landscape Ordinance
Sign Ordinance

4 *Identify Policies, Programs, or Initiatives to Support Project*

Economic Development Policy
Thoroughfare Plan
Open Space Master Plan
Branding Strategy
Other:
Comprehensive Plan
Council Strategic Plan
H-GAC Livable Centers Study
Waterfront Development Plan

5 *Identify Partnerships and Coordination Issues*

TxDOT
Harris County
Business Owners / Public
Chamber of Commerce
Private Sector Partners / Developers / Investors
Other(s):
Economic Development Corporation
The Seabrook Association
P&Z Commission / City Council

JUMP START ACTION STEPS	TIMELINE

A. Survey other organizations for best practices
B. Prepare draft parameters
C. Review and approval of parameters by Board
D.
E.

Economic Development - General

5.3 Establish parameters for evaluating economic development funding assistance applications.

PRE-PROJECT CHECKLIST	STATUS

1 *Designate Champion or Implementing Entity*

Agency: City
Department: Economic Development
Person: Director of Economic Development

2 *Identify Most Likely Funding Sources*

General Fund Budget
Capital Improvements Plan (CIP)
Economic Development Corporation
Hotel Occupancy Tax
Grants
Transportation Funding
Special District Financing
Public Private Partnerships
Economic Development Incentives
Corporate, Philanthropic Sponsors

3 *Determine Regulations and Standards Support*

Subdivision Ordinance
Building Code
Other:
Zoning Ordinance
Landscape Ordinance
Sign Ordinance

4 *Identify Policies, Programs, or Initiatives to Support Project*

Economic Development Policy
Thoroughfare Plan
Open Space Master Plan
Branding Strategy
Other:
Comprehensive Plan
Council Strategic Plan
H-GAC Livable Centers Study
Waterfront Development Plan

5 *Identify Partnerships and Coordination Issues*

TxDOT
Harris County
Business Owners / Public
Chamber of Commerce
Economic Development Corporation
The Seabrook Association
P&Z Commission / City Council

Private Sector Partners / Developers / Investors
Other(s):

JUMP START ACTION STEPS	TIMELINE

A. Update application forms to reflect revised parameters as approved by board
B.
C.
D.
E.

Economic Development - General

5.4 Establish metrics for tracking the results and effectiveness of economic development programs.

PRE-PROJECT CHECKLIST	STATUS

1 *Designate Champion or Implementing Entity*

Agency: City
Department: Economic Development
Person: Director of Economic Development

2 *Identify Most Likely Funding Sources*

General Fund Budget
Capital Improvements Plan (CIP)
Economic Development Corporation
Hotel Occupancy Tax
Grants
Transportation Funding
Special District Financing
Public Private Partnerships
Economic Development Incentives
Corporate, Philanthropic Sponsors

3 *Determine Regulations and Standards Support*

Subdivision Ordinance
Building Code
Other:
Zoning Ordinance
Landscape Ordinance
Sign Ordinance

4 *Identify Policies, Programs, or Initiatives to Support Project*

Economic Development Policy
Thoroughfare Plan
Open Space Master Plan
Branding Strategy
Other:
Comprehensive Plan
Council Strategic Plan
H-GAC Livable Centers Study
Waterfront Development Plan

5 *Identify Partnerships and Coordination Issues*

TxDOT
Harris County
Business Owners / Public
Chamber of Commerce
Private Sector Partners / Developers / Investors
Other(s):
Economic Development Corporation
The Seabrook Association
P&Z Commission / City Council

JUMP START ACTION STEPS	TIMELINE

A. Survey other organizations for best practices
B. Prepare draft metrics
C. Review and approval of metrics by Board
D. Track and report metrics
E.

Economic Development - Mixed Use / Lakefront District

5.7 Evaluate the use of a TIRZ to fund the public infrastructure that will support the preferred higher density uses.

PRE-PROJECT CHECKLIST	STATUS

1 *Designate Champion or Implementing Entity*

Agency: City
Department: Economic Development
Person: Director of Economic Development

2 *Identify Most Likely Funding Sources*

General Fund Budget	Transportation Funding
Capital Improvements Plan (CIP)	Special District Financing
Economic Development Corporation	Public Private Partnerships
Hotel Occupancy Tax	Economic Development Incentives
Grants	Corporate, Philanthropic Sponsors

3 *Determine Regulations and Standards Support*

Subdivision Ordinance	Zoning Ordinance
Building Code	Landscape Ordinance
Other:	Sign Ordinance

4 *Identify Policies, Programs, or Initiatives to Support Project*

Economic Development Policy	**Comprehensive Plan**
Thoroughfare Plan	Council Strategic Plan
Open Space Master Plan	H-GAC Livable Centers Study
Branding Strategy	Waterfront Development Plan
Other:	

5 *Identify Partnerships and Coordination Issues*

TxDOT	
Harris County	Economic Development Corporation
Business Owners / Public	The Seabrook Association
Chamber of Commerce	P&Z Commission / City Council
Private Sector Partners / Developers / Investors	
Other(s):	

JUMP START ACTION STEPS	TIMELINE

A. Select a consultant to prepare a market analysis for a potential TIRZ
B.
C.
D.
E.

Economic Development - Mixed Use / Lakefront District

5.8 Establish a 380 reimbursement program to support development and redevelopment to meet the desired architectural and landscape overlay standards.

PRE-PROJECT CHECKLIST	STATUS

1 *Designate Champion or Implementing Entity*

Agency: City
Department: Economic Development
Person: Director of Economic Development

2 *Identify Most Likely Funding Sources*

General Fund Budget
Capital Improvements Plan (CIP)
Economic Development Corporation
Hotel Occupancy Tax
Grants
Transportation Funding
Special District Financing
Public Private Partnerships
Economic Development Incentives
Corporate, Philanthropic Sponsors

3 *Determine Regulations and Standards Support*

Subdivision Ordinance
Building Code
Other:
Zoning Ordinance
Landscape Ordinance
Sign Ordinance

4 *Identify Policies, Programs, or Initiatives to Support Project*

Economic Development Policy
Thoroughfare Plan
Open Space Master Plan
Branding Strategy
Other:
Comprehensive Plan
Council Strategic Plan
H-GAC Livable Centers Study
Waterfront Development Plan

5 *Identify Partnerships and Coordination Issues*

TxDOT
Harris County
Business Owners / Public
Chamber of Commerce
Economic Development Corporation
The Seabrook Association
P&Z Commission / City Council
Private Sector Partners / Developers / Investors
Other(s):

JUMP START ACTION STEPS	TIMELINE

A. Survey other organizations for best practices
B. Develop a draft 380 policy
C. EDC and City Council review of 380 policy
D. Revise marketing materials and applications to include 380 options
E.

Economic Development - Mixed Use / Lakefront District

5.9 Utilize a municipal management district (MMD) to fund and maintain the proposed boardwalk or other public enhancements.

PRE-PROJECT CHECKLIST	STATUS

1 *Designate Champion or Implementing Entity*

Agency: City
Department: Economic Development
Person: Director of Economic Development

2 *Identify Most Likely Funding Sources*

General Fund Budget
Capital Improvements Plan (CIP)
Economic Development Corporation
Hotel Occupancy Tax
Grants
Transportation Funding
Special District Financing
Public Private Partnerships
Economic Development Incentives
Corporate, Philanthropic Sponsors

3 *Determine Regulations and Standards Support*

Subdivision Ordinance
Building Code
Other:
Zoning Ordinance
Landscape Ordinance
Sign Ordinance

4 *Identify Policies, Programs, or Initiatives to Support Project*

Economic Development Policy
Thoroughfare Plan
Open Space Master Plan
Branding Strategy
Comprehensive Plan
Council Strategic Plan
H-GAC Livable Centers Study
Waterfront Development Plan
Other:

5 *Identify Partnerships and Coordination Issues*

TxDOT
Harris County
Business Owners / Public
Chamber of Commerce
Private Sector Partners / Developers / Investors
Other(s):
Economic Development Corporation
The Seabrook Association
P&Z Commission / City Council

JUMP START ACTION STEPS	TIMELINE

A. Select consultant to assist in the education and creation aspects of a MMD
B. Define draft MMD boundaries
C. Establish educational program for owners with the draft MMD
D. Move to creation if support is achieved.
E.

Economic Development - North Planning Area

5.10 Evaluate the use of a TIRZ to fund the public infrastructure that will support the preferred higher quality warehousing, logistics, offices, and low impact industrial uses.

PRE-PROJECT CHECKLIST	STATUS

1 *Designate Champion or Implementing Entity*

Agency: City
Department: Economic Development
Person: Director of Economic Development

2 *Identify Most Likely Funding Sources*

General Fund Budget
Capital Improvements Plan (CIP)
Economic Development Corporation
Hotel Occupancy Tax
Grants
Transportation Funding
Special District Financing
Public Private Partnerships
Economic Development Incentives
Corporate, Philanthropic Sponsors

3 *Determine Regulations and Standards Support*

Subdivision Ordinance
Building Code
Other:
Zoning Ordinance
Landscape Ordinance
Sign Ordinance

4 *Identify Policies, Programs, or Initiatives to Support Project*

Economic Development Policy
Thoroughfare Plan
Open Space Master Plan
Branding Strategy
Other:
Comprehensive Plan
Council Strategic Plan
H-GAC Livable Centers Study
Waterfront Development Plan

5 *Identify Partnerships and Coordination Issues*

TxDOT
Harris County
Business Owners / Public
Chamber of Commerce
Private Sector Partners / Developers / Investors
Other(s):
Economic Development Corporation
The Seabrook Association
P&Z Commission / City Council

JUMP START ACTION STEPS	TIMELINE

A. Select a consultant to prepare a market analysis for a potential TIRZ
B.
C.
D.
E.

Economic Development - North Planning Area

5.11 Establish a 380 reimbursement program to support the preferred architectural, landscaping, and design enhancements for the planning area.

PRE-PROJECT CHECKLIST	STATUS
1 *Designate Champion or Implementing Entity*	
Agency: City Department: Economic Development Person: Director of Economic Development	
2 *Identify Most Likely Funding Sources*	
General Fund Budget Capital Improvements Plan (CIP) **Economic Development Corporation** Hotel Occupancy Tax Grants Transportation Funding Special District Financing Public Private Partnerships Economic Development Incentives Corporate, Philanthropic Sponsors	
3 *Determine Regulations and Standards Support*	
Subdivision Ordinance Building Code Other: Zoning Ordinance Landscape Ordinance Sign Ordinance	
4 *Identify Policies, Programs, or Initiatives to Support Project*	
Economic Development Policy Thoroughfare Plan Open Space Master Plan Branding Strategy Other: **Comprehensive Plan** Council Strategic Plan H-GAC Livable Centers Study Waterfront Development Plan	
5 *Identify Partnerships and Coordination Issues*	
TxDOT Harris County **Business Owners / Public** Chamber of Commerce Private Sector Partners / Developers / Investors Other(s): Economic Development Corporation The Seabrook Association P&Z Commission / City Council	

JUMP START ACTION STEPS	TIMELINE
A. Survey other organizations for best practices B. Develop a draft 380 policy C. EDC and City Council review of 380 policy D. Revise marketing materials and applications to include 380 options E.	

Economic Development - North Planning Area

5.12 Utilize property tax abatements and Freeport exemptions to attract desired primary industry types.

PRE-PROJECT CHECKLIST	STATUS

1 *Designate Champion or Implementing Entity*

Agency: City
Department: Economic Development
Person: Director of Economic Development

2 *Identify Most Likely Funding Sources*

General Fund Budget
Capital Improvements Plan (CIP)
Economic Development Corporation
Hotel Occupancy Tax
Grants
Transportation Funding
Special District Financing
Public Private Partnerships
Economic Development Incentives
Corporate, Philanthropic Sponsors

3 *Determine Regulations and Standards Support*

Subdivision Ordinance
Building Code
Other:
Zoning Ordinance
Landscape Ordinance
Sign Ordinance

4 *Identify Policies, Programs, or Initiatives to Support Project*

Economic Development Policy
Thoroughfare Plan
Open Space Master Plan
Branding Strategy
Other:
Comprehensive Plan
Council Strategic Plan
H-GAC Livable Centers Study
Waterfront Development Plan

5 *Identify Partnerships and Coordination Issues*

TxDOT
Harris County
Business Owners / Public
Chamber of Commerce
Economic Development Corporation
The Seabrook Association
P&Z Commission / City Council
Private Sector Partners / Developers / Investors
Other(s):

JUMP START ACTION STEPS	TIMELINE

A. Update tax abatement policy and overall economic development policies as needed to include the North Planning Area
B. Educate land owners and real estate brokers on economic development incentives available within the North Planning Area
C.
D.
E.

Economic Development - Old Town Seabrook District

5.13 Establish a 380 reimbursement program to support development and redevelopment to meet the desired architectural standards for the overall district and for the Main Street overlay in particular.

PRE-PROJECT CHECKLIST	STATUS

1 *Designate Champion or Implementing Entity*

Agency: City
Department: Economic Development
Person: Director of Economic Development

2 *Identify Most Likely Funding Sources*

General Fund Budget
Capital Improvements Plan (CIP)
Economic Development Corporation
Hotel Occupancy Tax
Grants
Transportation Funding
Special District Financing
Public Private Partnerships
Economic Development Incentives
Corporate, Philanthropic Sponsors

3 *Determine Regulations and Standards Support*

Subdivision Ordinance
Building Code
Other:
Zoning Ordinance
Landscape Ordinance
Sign Ordinance

4 *Identify Policies, Programs, or Initiatives to Support Project*

Economic Development Policy
Thoroughfare Plan
Open Space Master Plan
Branding Strategy
Other:
Comprehensive Plan
Council Strategic Plan
H-GAC Livable Centers Study
Waterfront Development Plan

5 *Identify Partnerships and Coordination Issues*

TxDOT
Harris County
Business Owners / Public
Chamber of Commerce
Private Sector Partners / Developers / Investors
Other(s):
Economic Development Corporation
The Seabrook Association
P&Z Commission / City Council

JUMP START ACTION STEPS	TIMELINE

A. Survey other organizations for best practices
B. Develop a draft 380 policy
C. EDC and City Council review of 380 policy
D. Revise marketing materials and applications to include 380 options
E.

Economic Development - The Point District

5.14 Evaluate the use of a TIRZ to fund the public infrastructure that will support the preferred uses.

PRE-PROJECT CHECKLIST	STATUS

1 *Designate Champion or Implementing Entity*

Agency: City
Department: Economic Development
Person: Director of Economic Development

2 *Identify Most Likely Funding Sources*

General Fund Budget
Capital Improvements Plan (CIP)
Economic Development Corporation
Hotel Occupancy Tax
Grants
Transportation Funding
Special District Financing
Public Private Partnerships
Economic Development Incentives
Corporate, Philanthropic Sponsors

3 *Determine Regulations and Standards Support*

Subdivision Ordinance
Building Code
Other:
Zoning Ordinance
Landscape Ordinance
Sign Ordinance

4 *Identify Policies, Programs, or Initiatives to Support Project*

Economic Development Policy
Thoroughfare Plan
Open Space Master Plan
Branding Strategy
Other:
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Council Strategic Plan
H-GAC Livable Centers Study
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5 *Identify Partnerships and Coordination Issues*

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JUMP START ACTION STEPS	TIMELINE

A. Select a consultant to prepare a market analysis for a potential TIRZ
B.
C.
D.
E.

Economic Development - The Point District

5.15 Establish a 380 reimbursement program to support development and redevelopment to meet the desired architectural and landscape overlay standards.

PRE-PROJECT CHECKLIST	STATUS

1 *Designate Champion or Implementing Entity*

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Person: Director of Economic Development

2 *Identify Most Likely Funding Sources*

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Capital Improvements Plan (CIP)
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5 *Identify Partnerships and Coordination Issues*

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JUMP START ACTION STEPS	TIMELINE

A. Survey other organizations for best practices
B. Develop a draft 380 policy
C. EDC and City Council review of 380 policy
D. Revise marketing materials and applications to include 380 options

SEABROOK

FREESE AND NICHOLS

marshdarcy
PARTNERS

