

City of Seabrook

# MASTER LANDSCAPING AND CITY BRANDING PLAN

August 2017

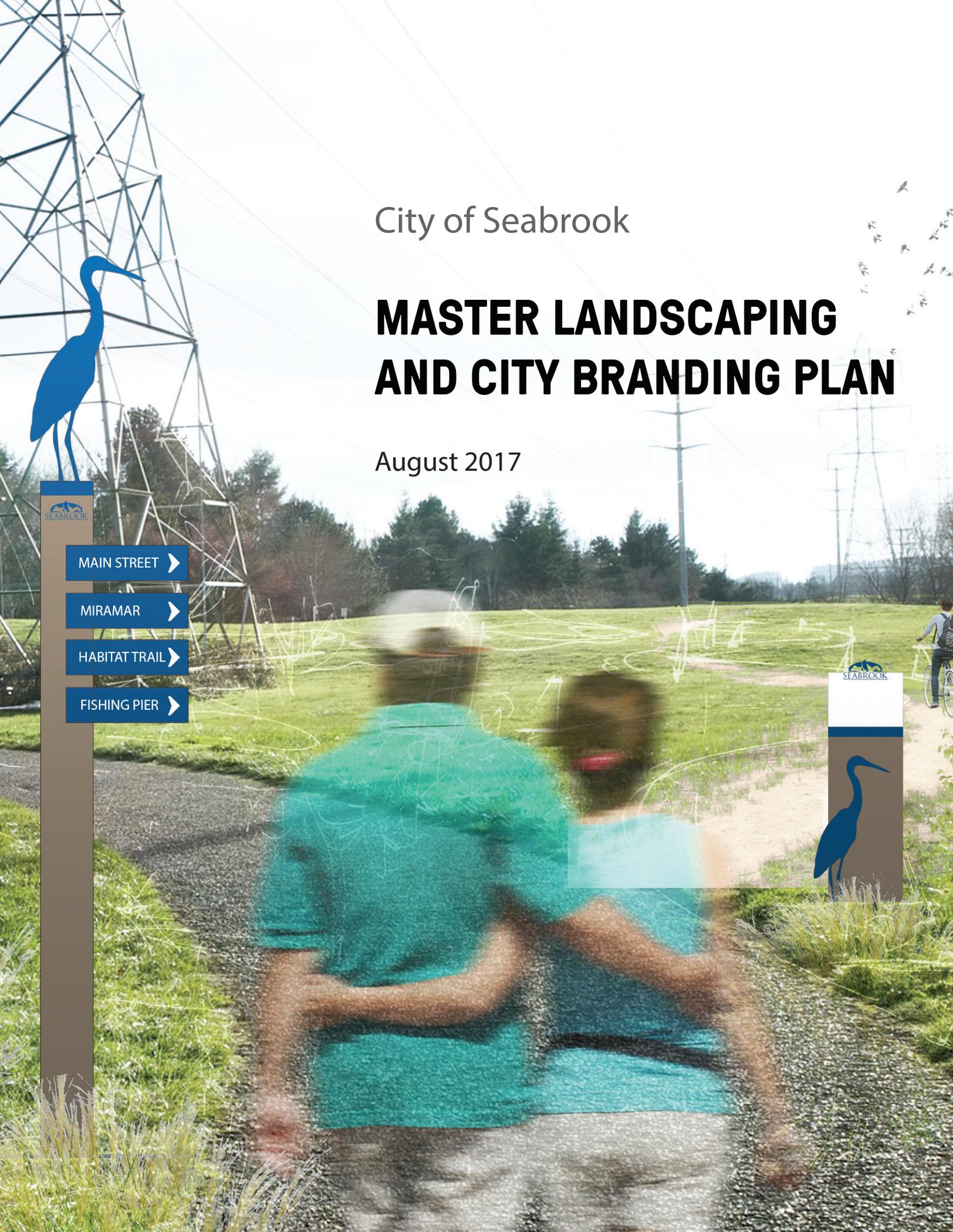


MAIN STREET ▶

MIRAMAR ▶

HABITAT TRAIL ▶

FISHING PIER ▶





City of Seabrook

# **MASTER LANDSCAPING AND CITY BRANDING PLAN**

August 2017

## **Seabrook's Vision**

Seabrook is a sustainable, energetic and beautiful coastal community that embraces environmental stewardship, fosters safe neighborhoods and promotes tourism and economic diversity.

## **Seabrook's Mission**

The City of Seabrook is responsive, innovative and fiscally sound in delivering services that preserve, protect and enhance quality of life.

Prepared by:

**SWA Group**



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SEABROOK

# 1

## INTRODUCTION

# SEABROOK MASTER LANDSCAPING AND CITY BRANDING

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## Project Vision

### SH146 and Seabrook

The Seabrook Master Landscaping and City Branding project was conceived as a mechanism for establishing collective goals for maintaining and enhancing the cultural and historic elements that have made the City of Seabrook a local and regional destination. With the expansion of SH146 as an evacuation route, the city has an opportunity to reinforce itself as an iconic gateway anchored with unique destinations.



*CITY BRANDED MSE WALLS AT INTERSECTIONS*



MONUMENTATION AT RED BLUFF



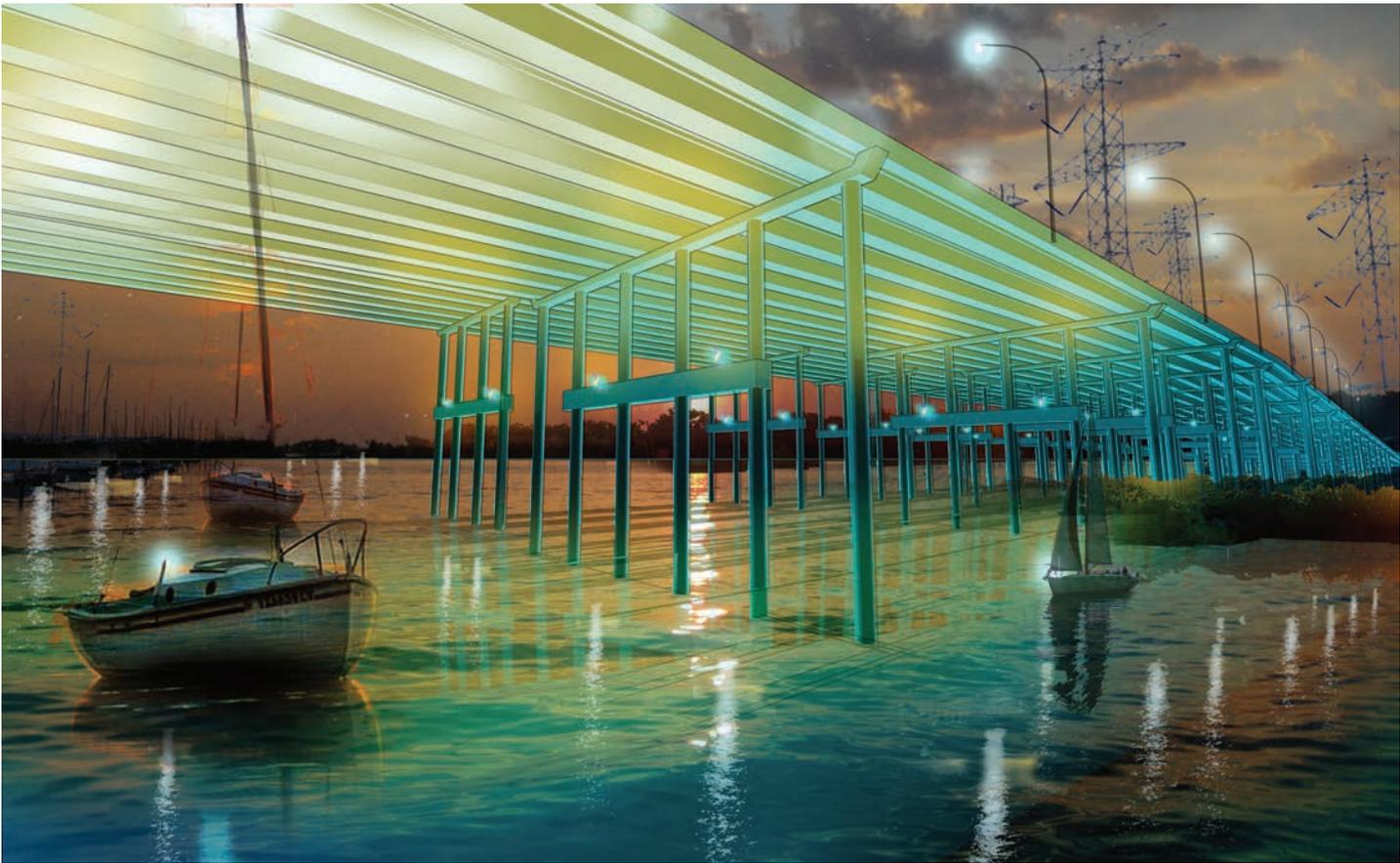
MONUMENTATION AT NORTHBOUND SEABROOK OFF-RAMP



LINEAR DETENTION TRAIL AND LANDSCAPE



NEW BOARDWALK AND PUBLIC SPACE AT SHIPYARD DRIVE



AESTHETIC BRIDGE LIGHTING OVER CLEAR CREEK



IMPROVED BOARDWALK CONNECTING TO THE POINT



# 2

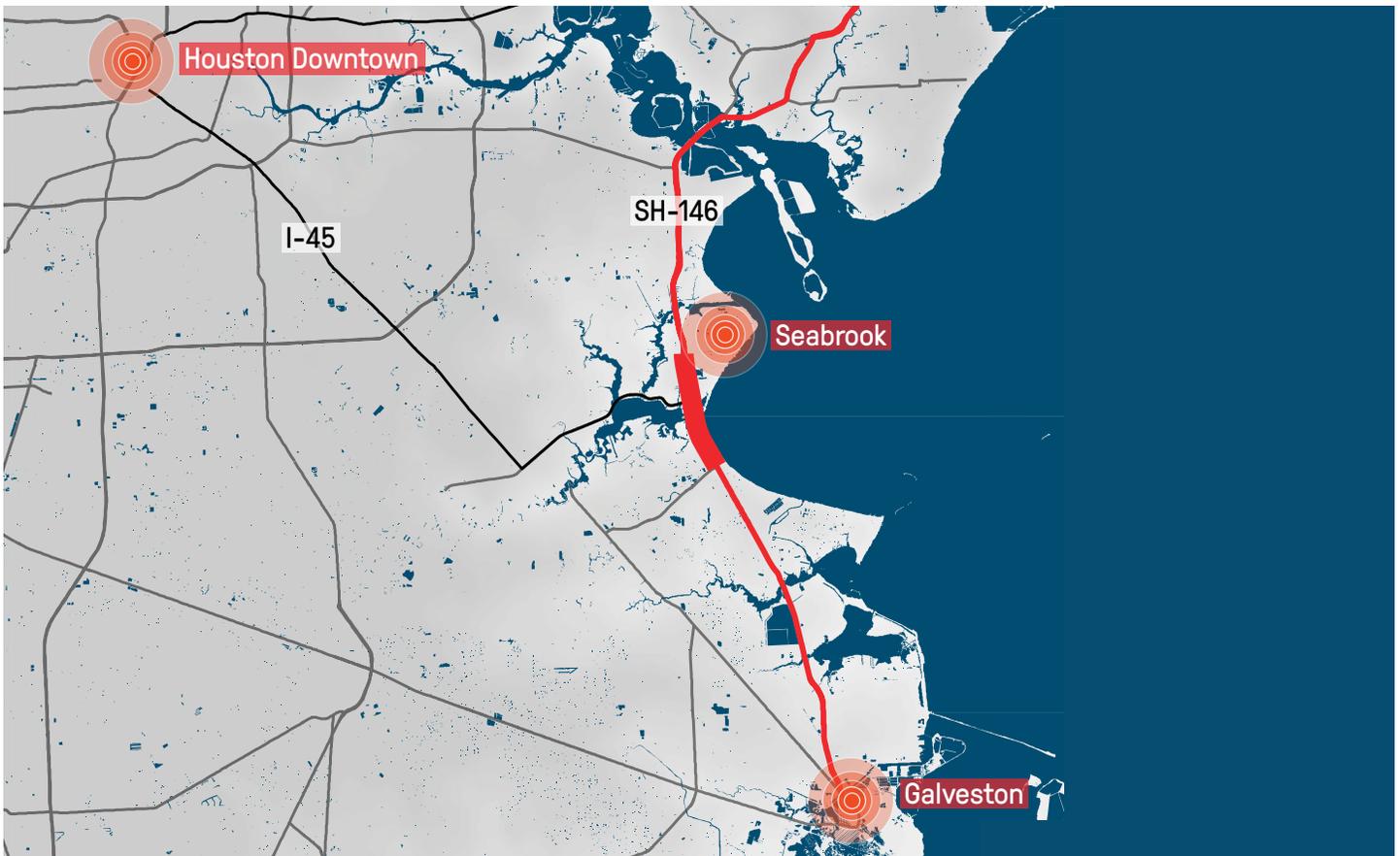
## SITE BACKGROUND AND CONDITIONS

# SEABROOK MASTER LANDSCAPING AND CITY BRANDING

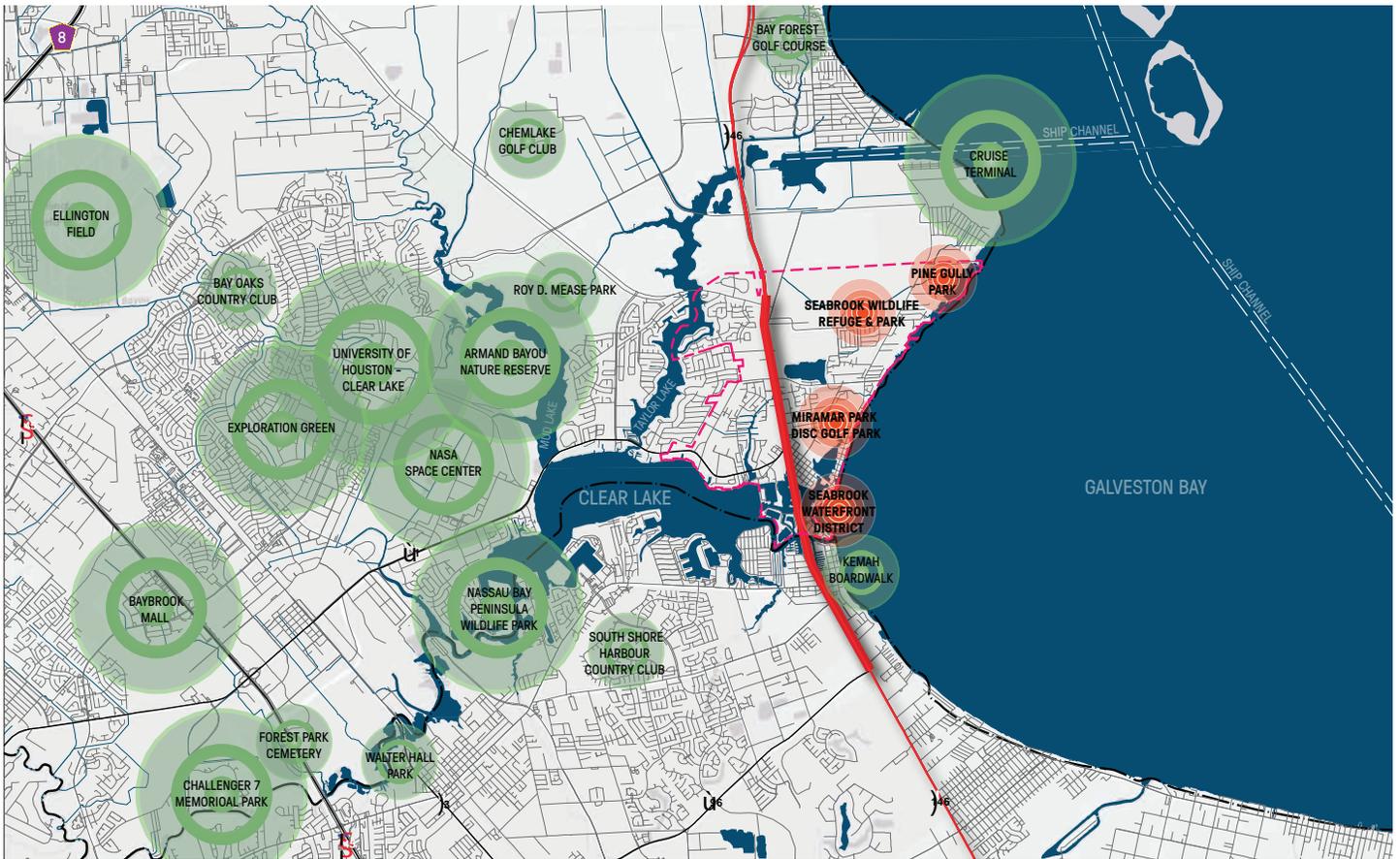
## Seabrook Regional Significance

### Site Analysis

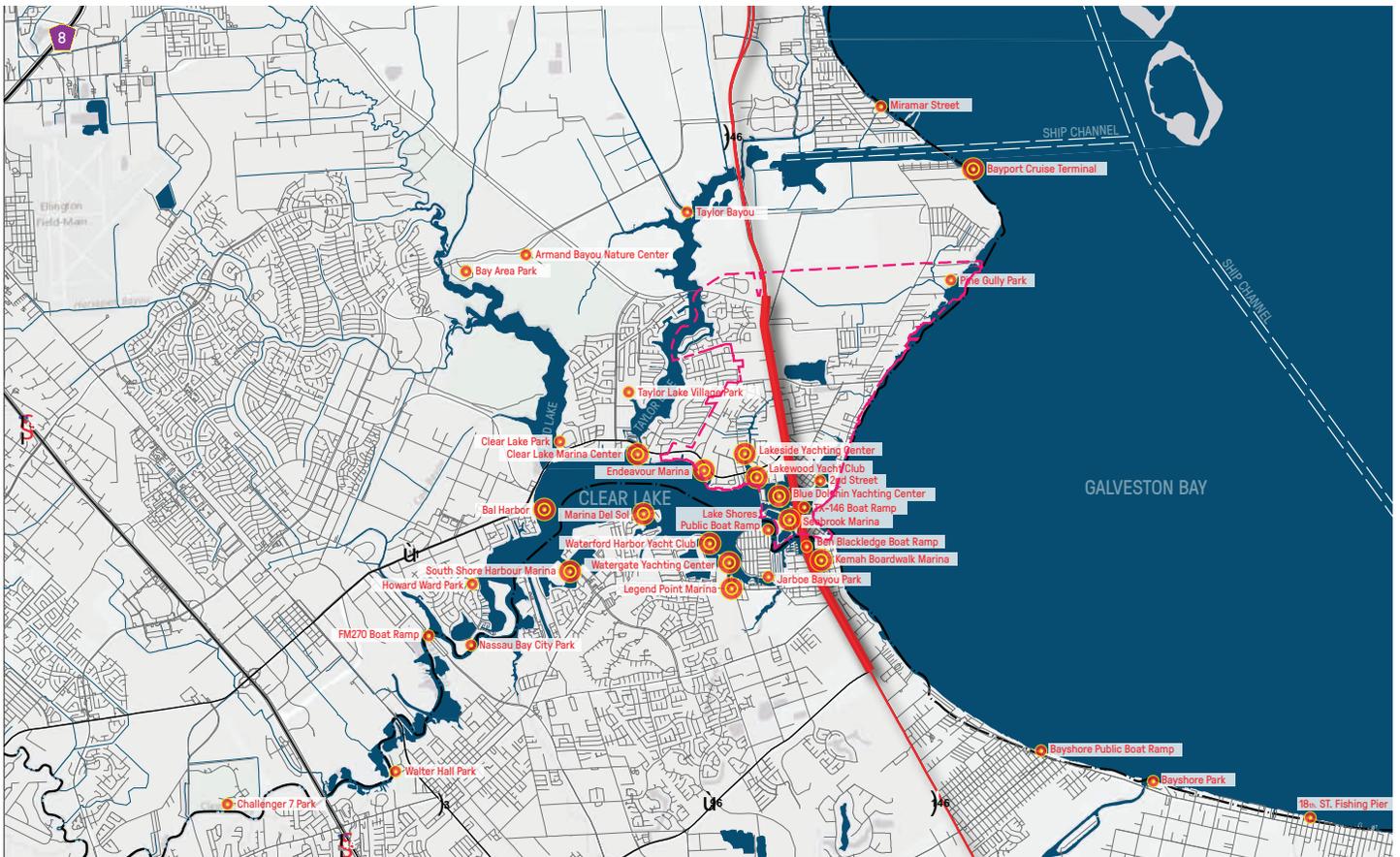
Seabrook has an opportunity to reinforce itself as a regional gateway and destination point between Galveston and Houston. This includes capitalizing on energy from nearby points of interest and local activities that provide access to the waterfront.



**EVACUATION ROUTE:** *Seabrook Opportunity as Regional Gateway*



**POINTS OF INTEREST:** Capitalize on Regional Energy



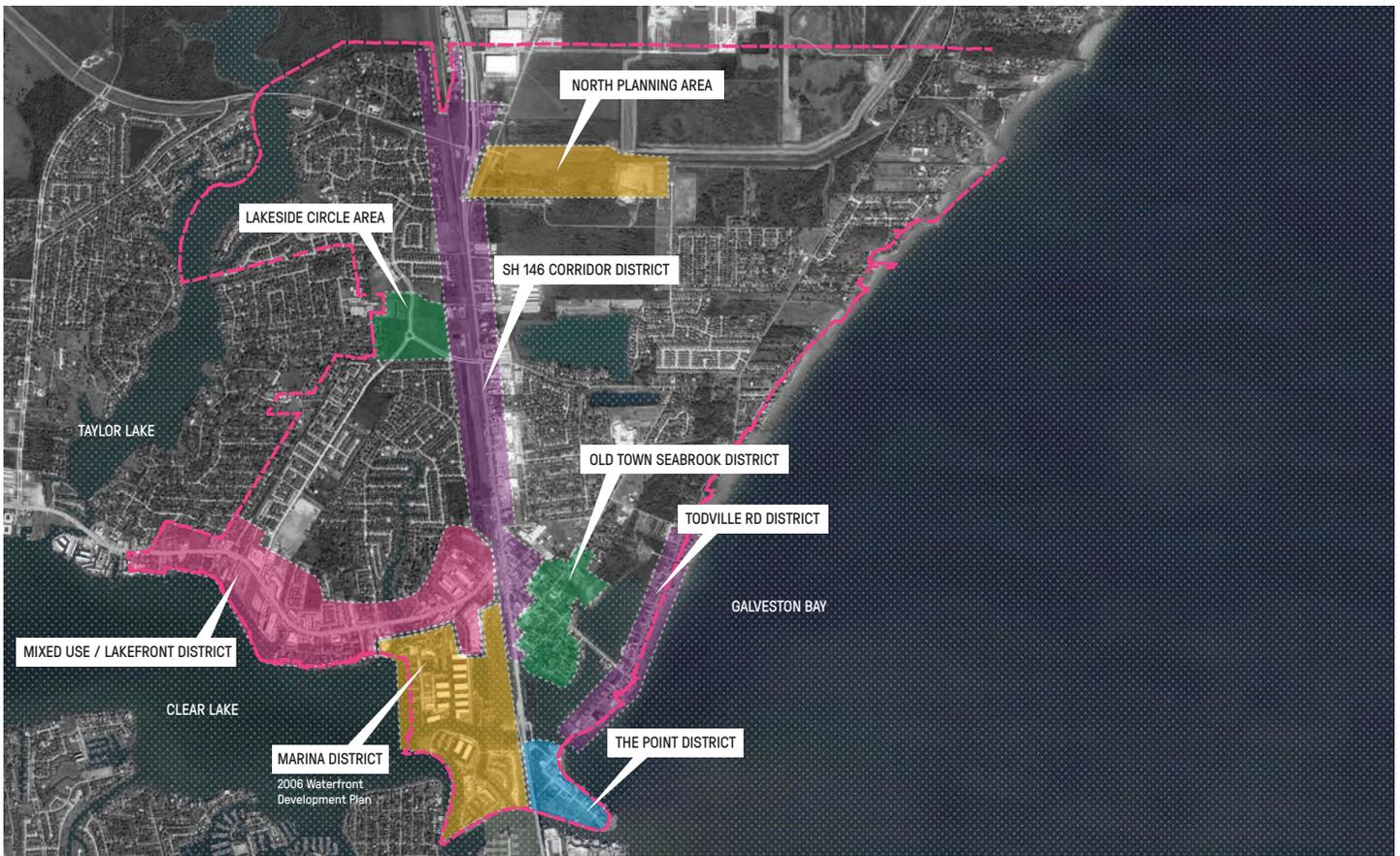
**WATERFRONT ACTIVITIES:** Capitalize on Regional Activities

# SEABROOK MASTER LANDSCAPING AND CITY BRANDING

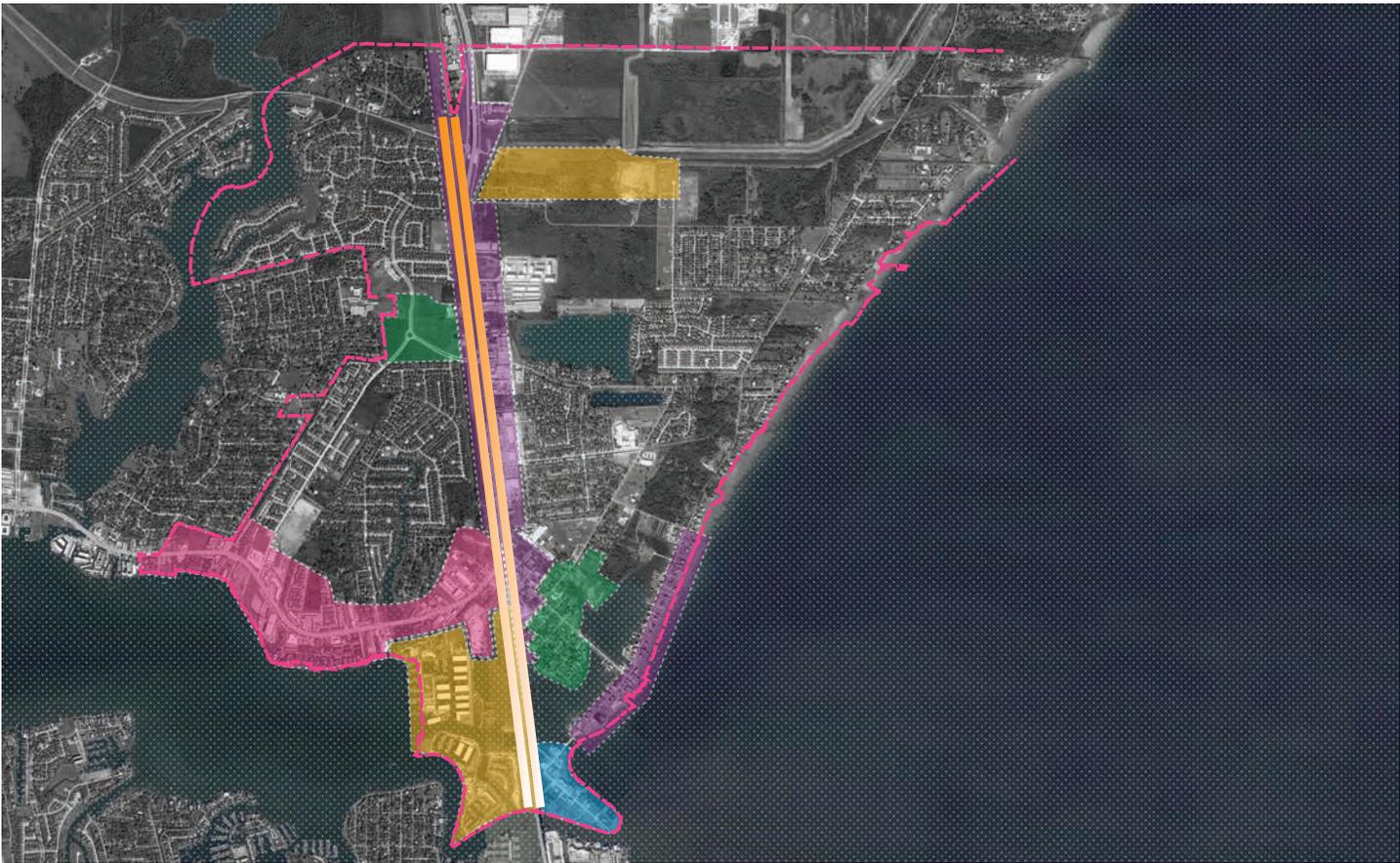
## City Scale Analysis

### SH146's Impact on Seabrook

The primary driving factor for this project is the TxDOT SH146 project and finding opportunities for elevating the City's landscaping and branding efforts. The following diagrams represent the relationship of SH146 to the city while identifying landscaping and branding opportunities.



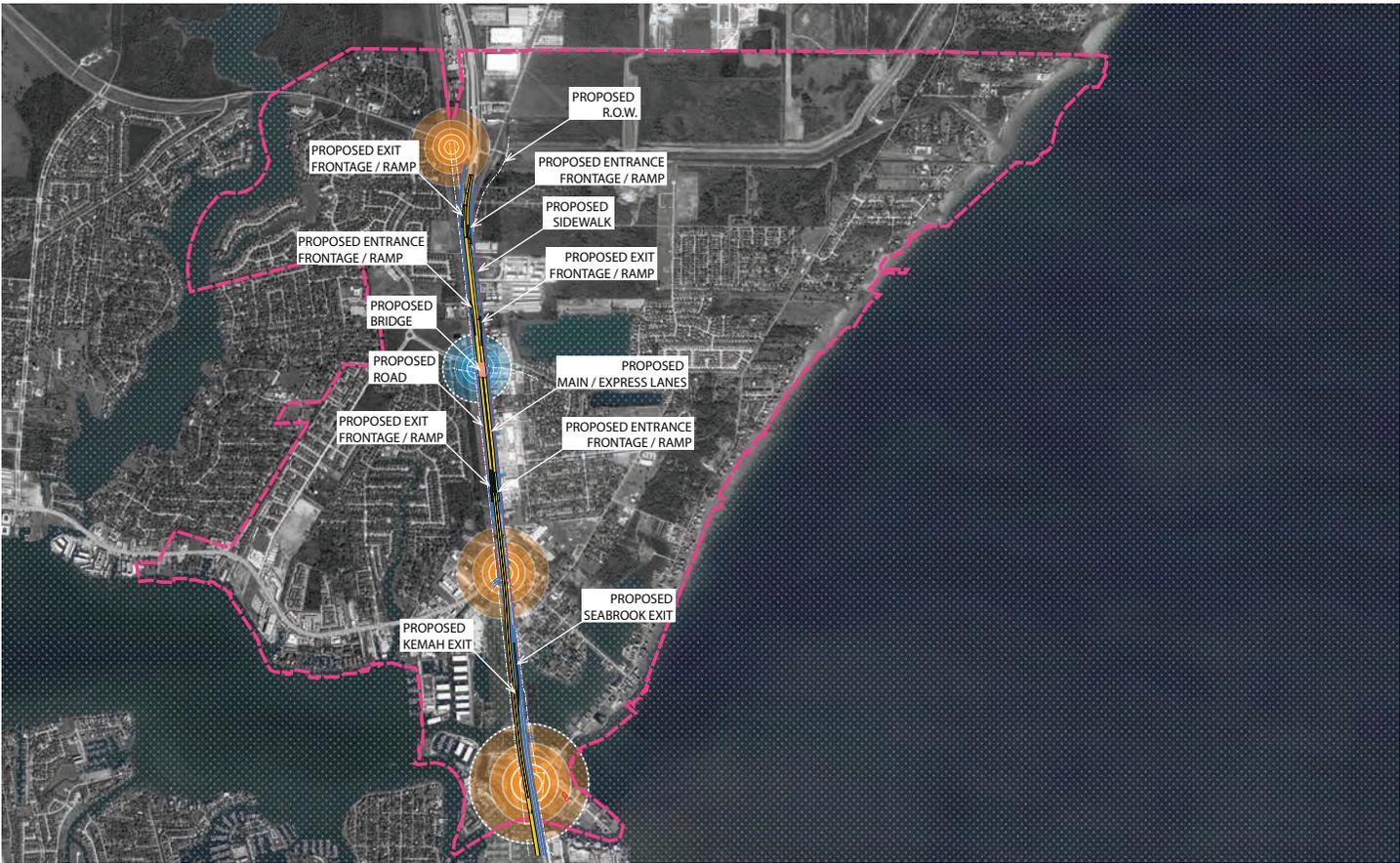
**CITY DISTRICTS:** SH146 Impact to Districts



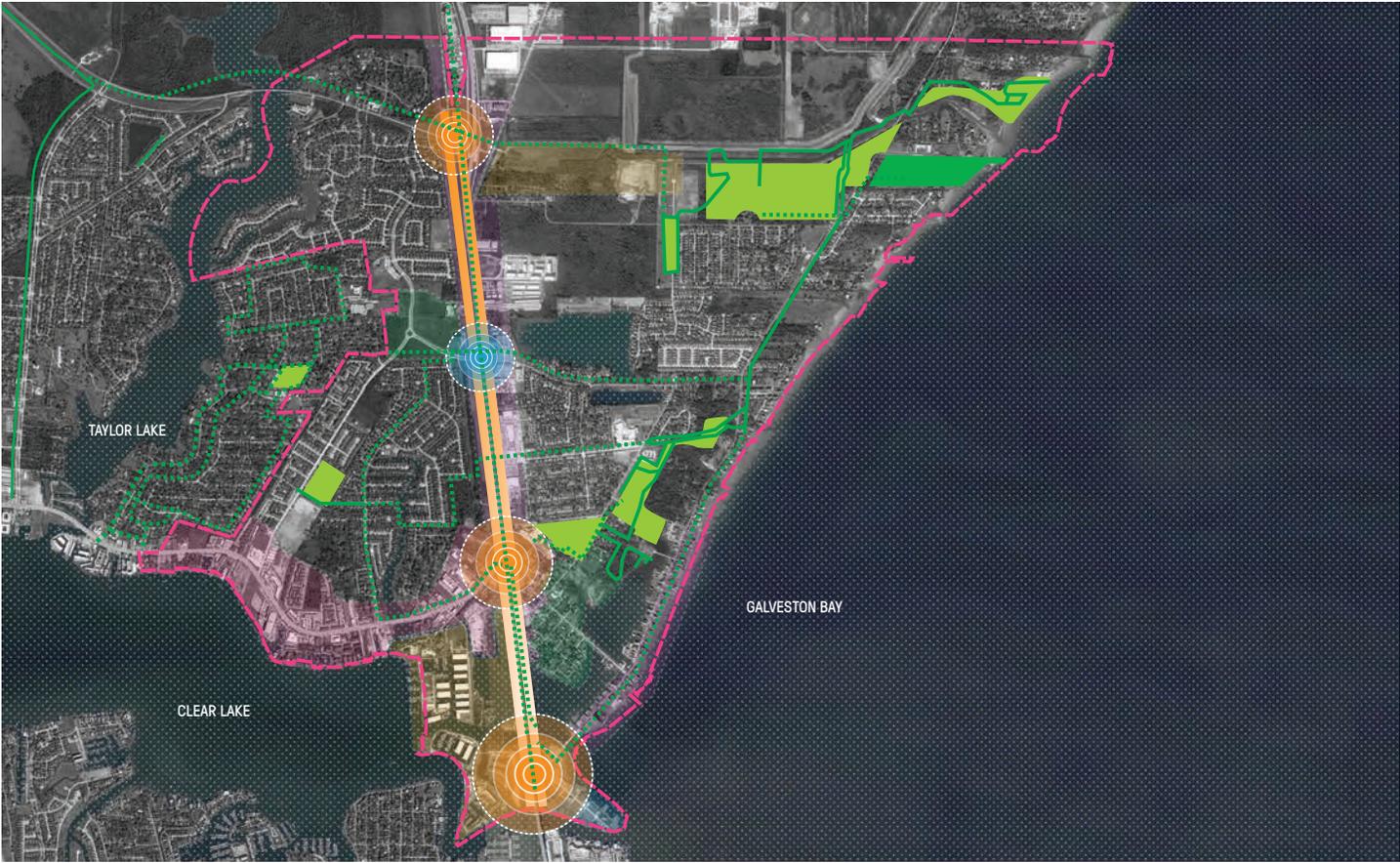
**HIERARCHY OF EXPERIENCES:** *Influenced by Districts*



**DIVERSE CONDITIONS:** *Driver of Character*



**SH146 FLOW AND LOGIC:** *Impacts Gateways and Districts*



**CONNECTING TO ASSETS:** *Existing and Planned Trails and Parks*



# FREEWAY EXPERIENCE

SCENIC HIGHWAY  
THEMATIC INTERVENTIONS  
R.O.W. ACCESSIBLE PUBLIC SPACE

**FREEWAY EXPERIENCE:** Experience Associated with SH 146 Involving Opportunities for Branding and Iconic Gateways

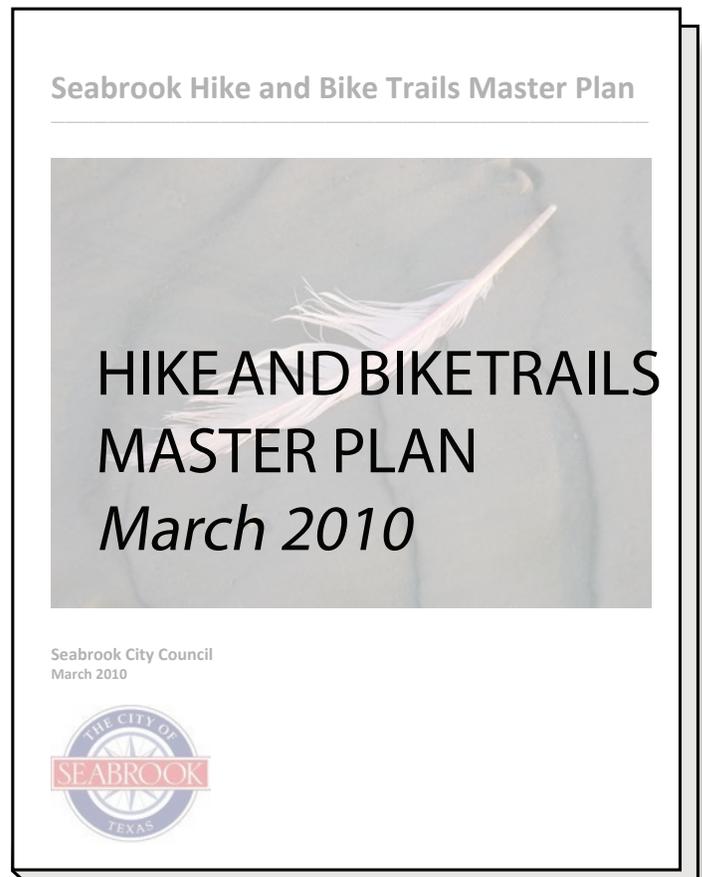


# CITY EXPERIENCE

FREEWAY INTERVENTIONS TRANSFORMING  
STREETS CAPES

**CITY EXPERIENCE:** Experience at Streetscapes, Trails and Boardwalks

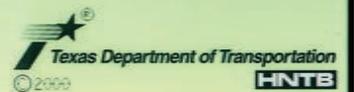
▼ > The design team studied a number of existing Seabrook planning documents and applicable design guidelines to ensure that the design is not only fresh, but also accounts for any existing requirements and findings.



STRATEGIC PLAN  
2016

WATERFRONT  
DEVELOPMENT PLAN  
*June 2006*

Houston District  
Design Guidelines for the Construction of  
Highways, Streets, & Bridges



© 2000

December 2000

# SEABROOK MASTER LANDSCAPING AND CITY BRANDING

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## Character of Seabrook



> This Series of photos is representative of the unique character of Seabrook.

Photo By: City of Seabrook



“1210 Bayport Blvd, 1705121403” by Patrick Feller. CC-BY 2.0



“Seabrook Marina” by Katie Haugland Bowen. CC-BY 2.0



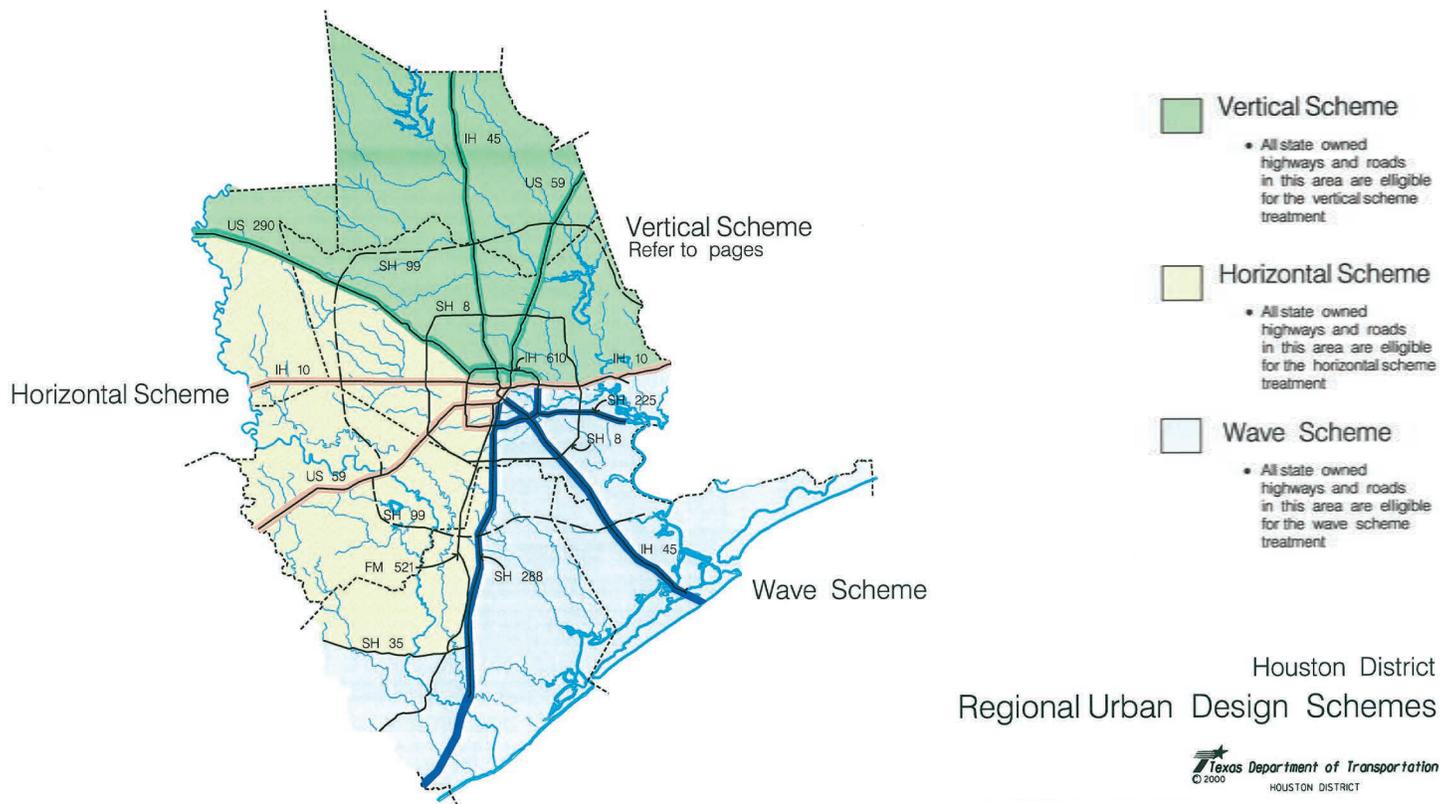
“Fishing pier at Pine Gully Park 2014” by Eric Enfermero. CC-BY-SA 3.0

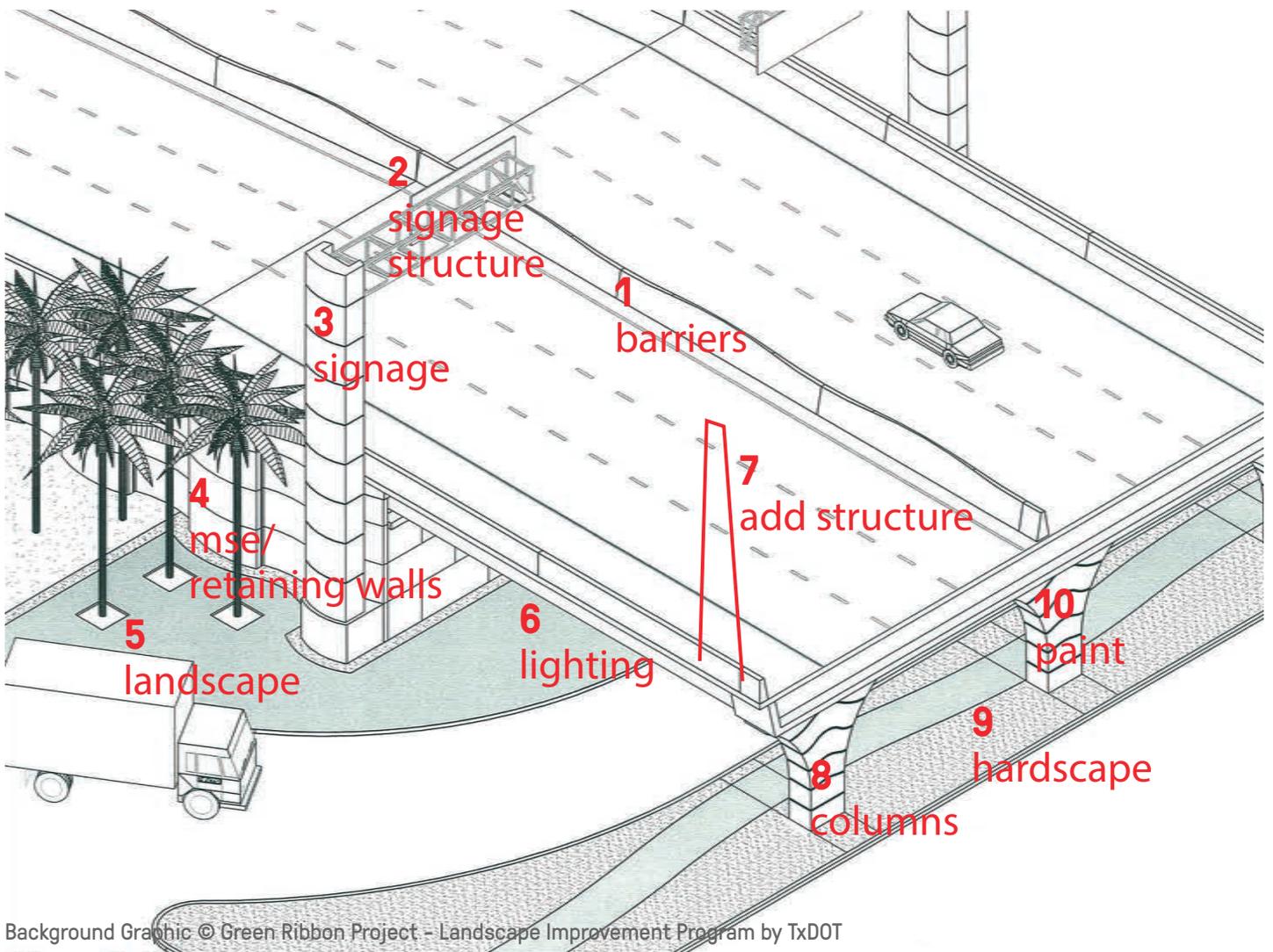
# SEABROOK MASTER LANDSCAPING AND CITY BRANDING

## SH146 Infrastructural Design Opportunities

### Infrastructure Opportunities

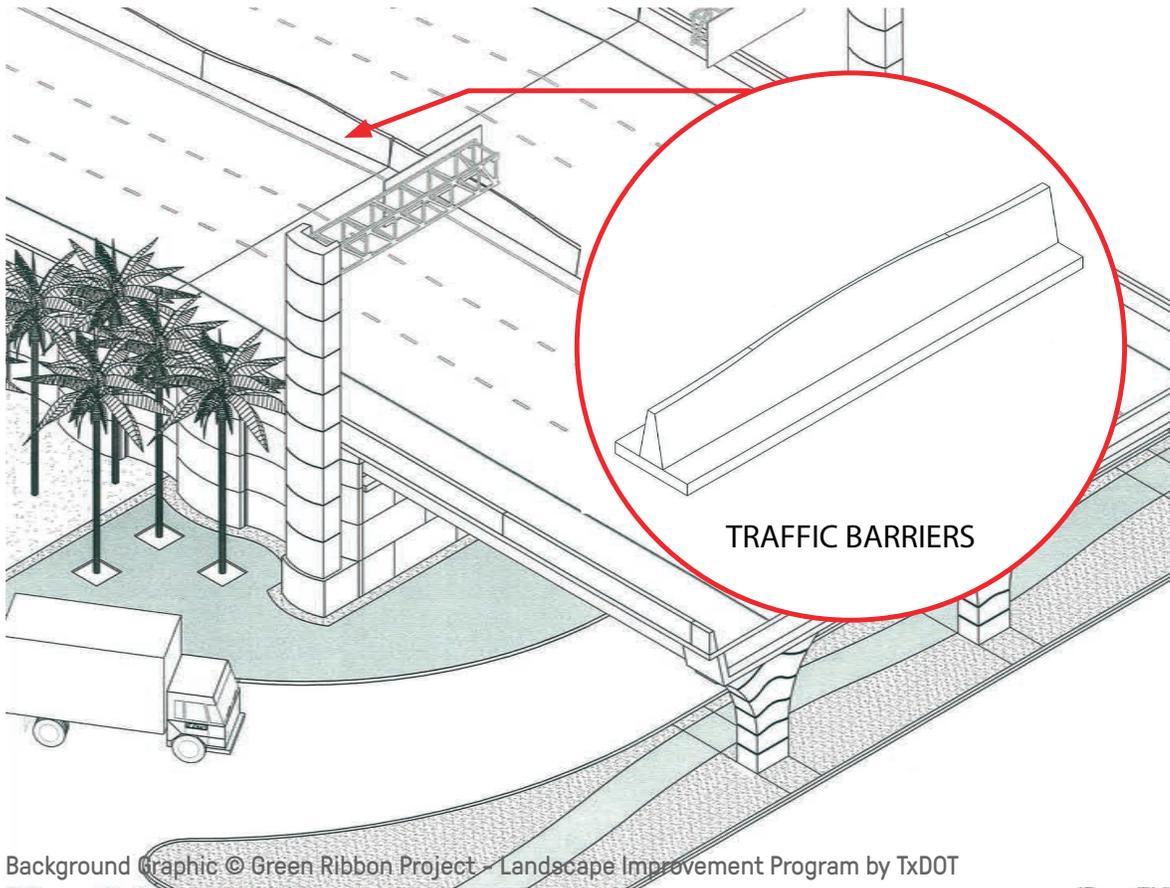
With the forthcoming SH146 Expressway and modifications to the existing SH146 configuration, Seabrook will face a series of dramatic changes. In response, the design team has identified several possible opportunities to improve upon the TxDOT design standards. Ranging from infrastructural to landscape elements, the following opportunities represent key interventions for the city to apply its unique identity.





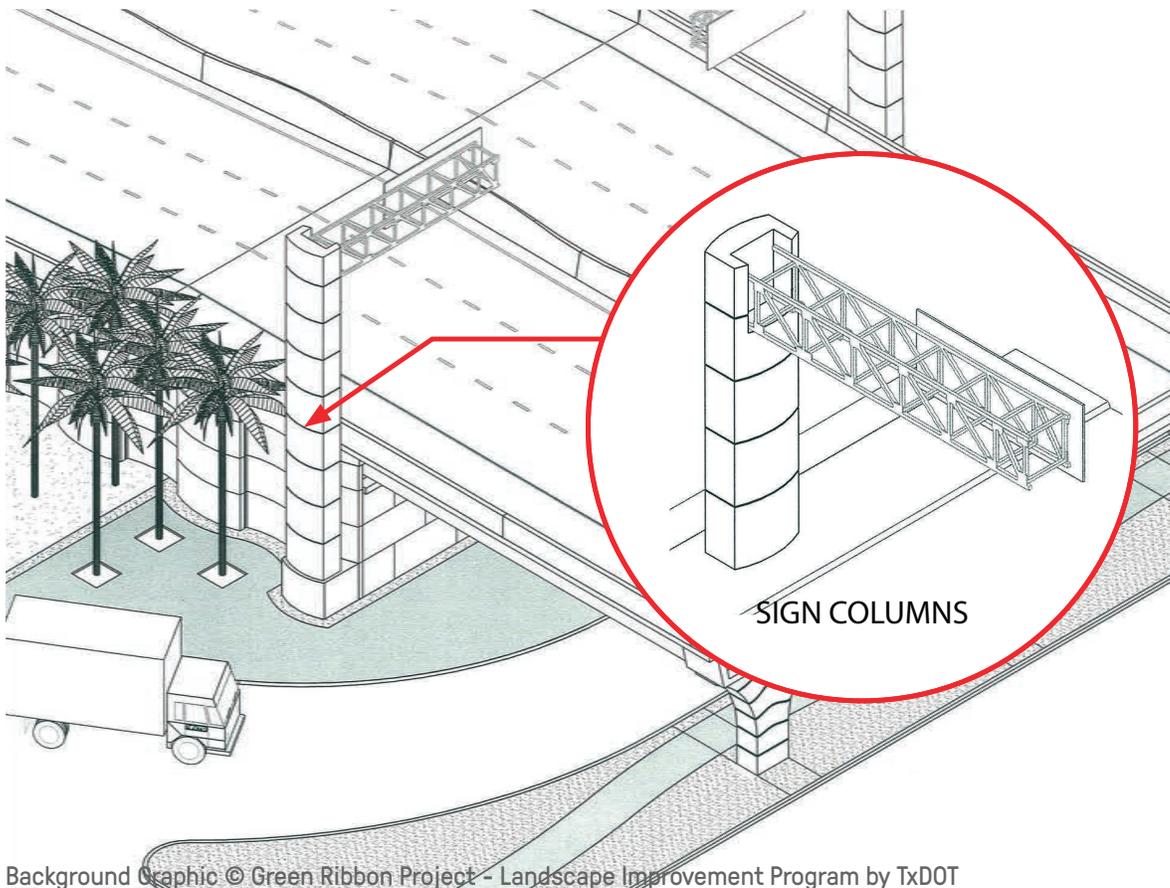
Background Graphic © Green Ribbon Project - Landscape Improvement Program by TxDOT

**TXDOT OPPORTUNITIES**



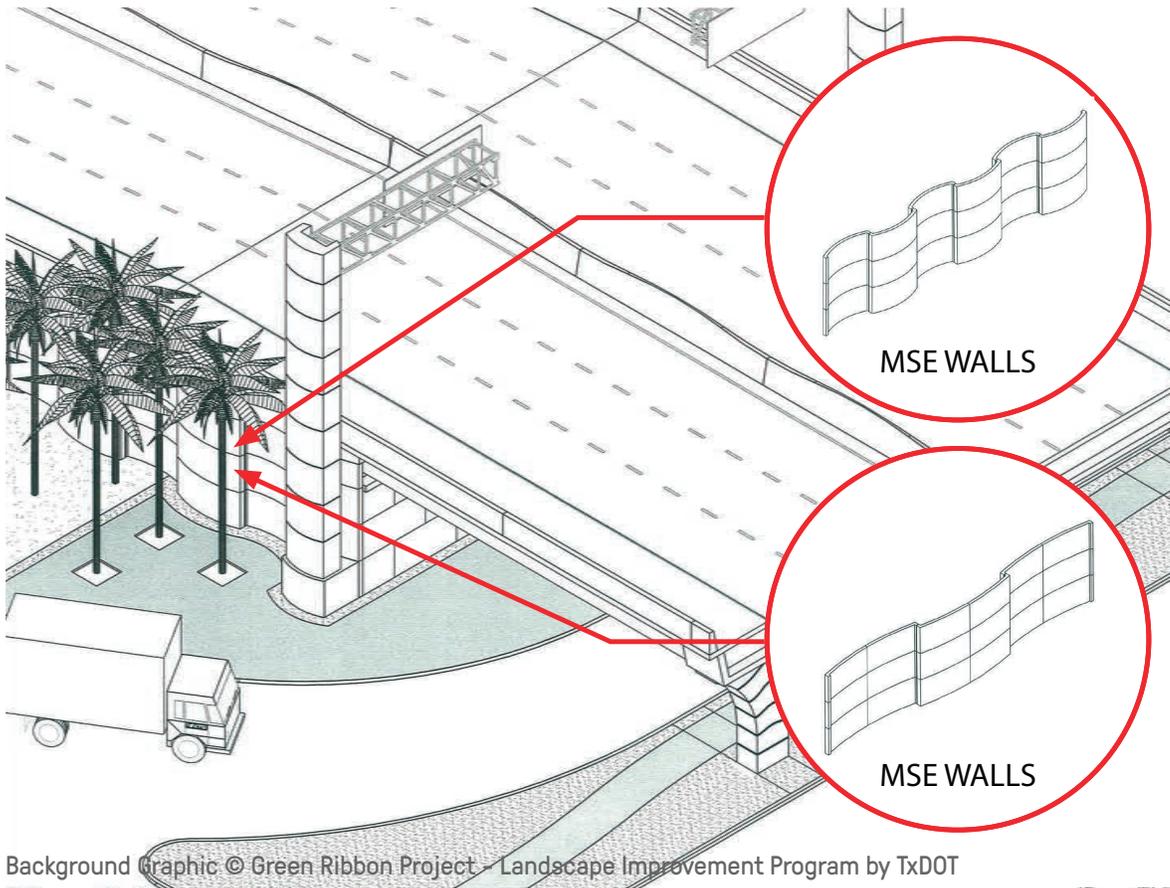
Background Graphic © Green Ribbon Project - Landscape Improvement Program by TxDOT

**TXDOT OPPORTUNITY:** *Traffic Barriers*

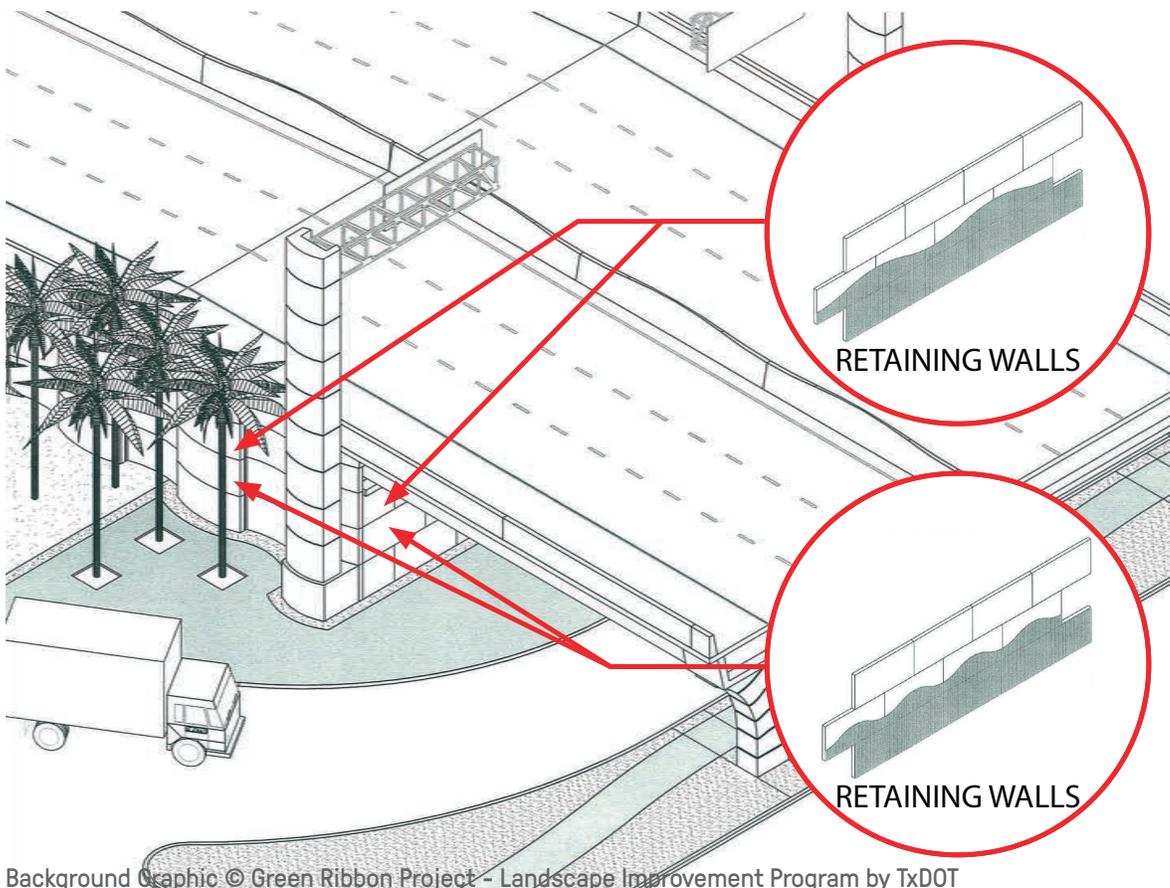


Background Graphic © Green Ribbon Project - Landscape Improvement Program by TxDOT

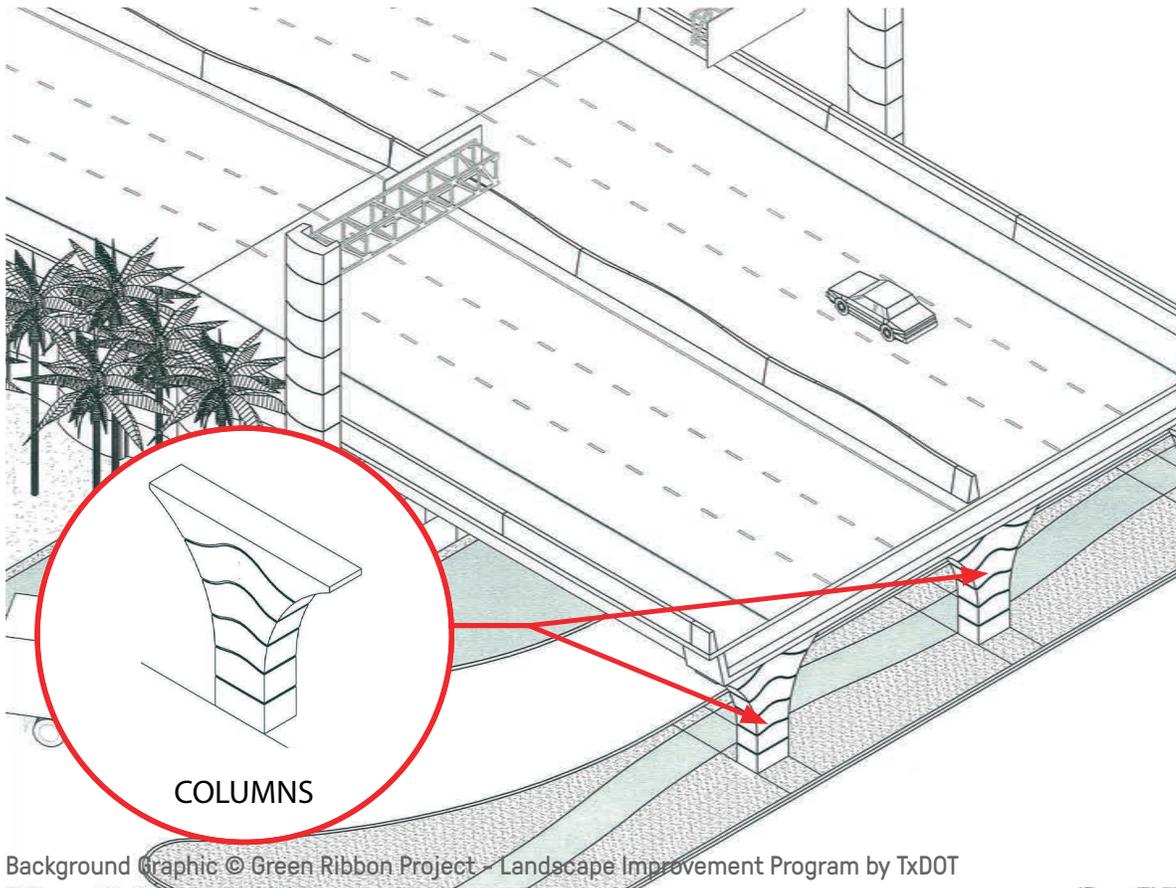
**TXDOT OPPORTUNITY:** *Sign Columns*



**TXDOT OPPORTUNITY: MSE Walls**

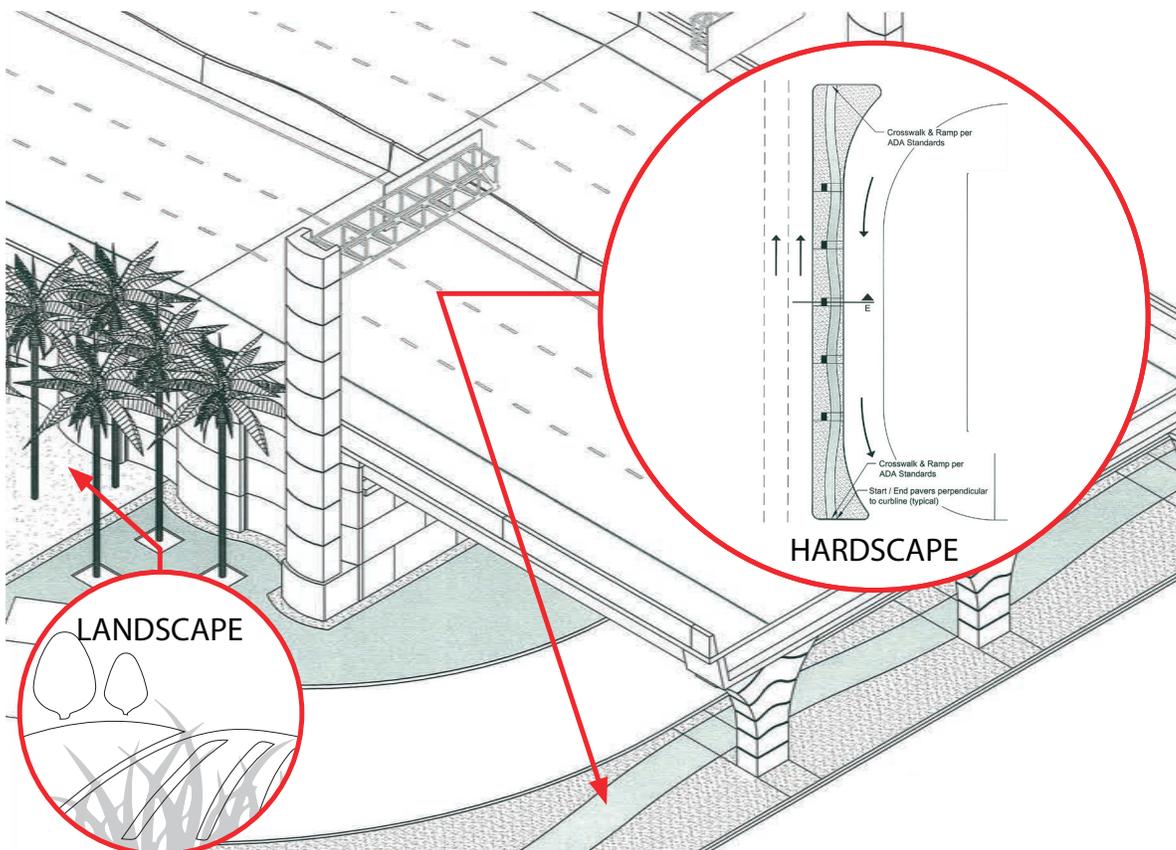


**TXDOT OPPORTUNITY: Retaining Walls**



Background Graphic © Green Ribbon Project - Landscape Improvement Program by TxDOT

**TXDOT OPPORTUNITY: Structural Columns**



Background Graphic © Green Ribbon Project - Landscape Improvement Program by TxDOT

**TXDOT OPPORTUNITY: Hardscape and Planting**



**TXDOT OPPORTUNITY: MSE Wall Locations**

MEYER  
OVERPASS

NASA 1  
OVERPASS

SEABROOK EXIT  
RAMP



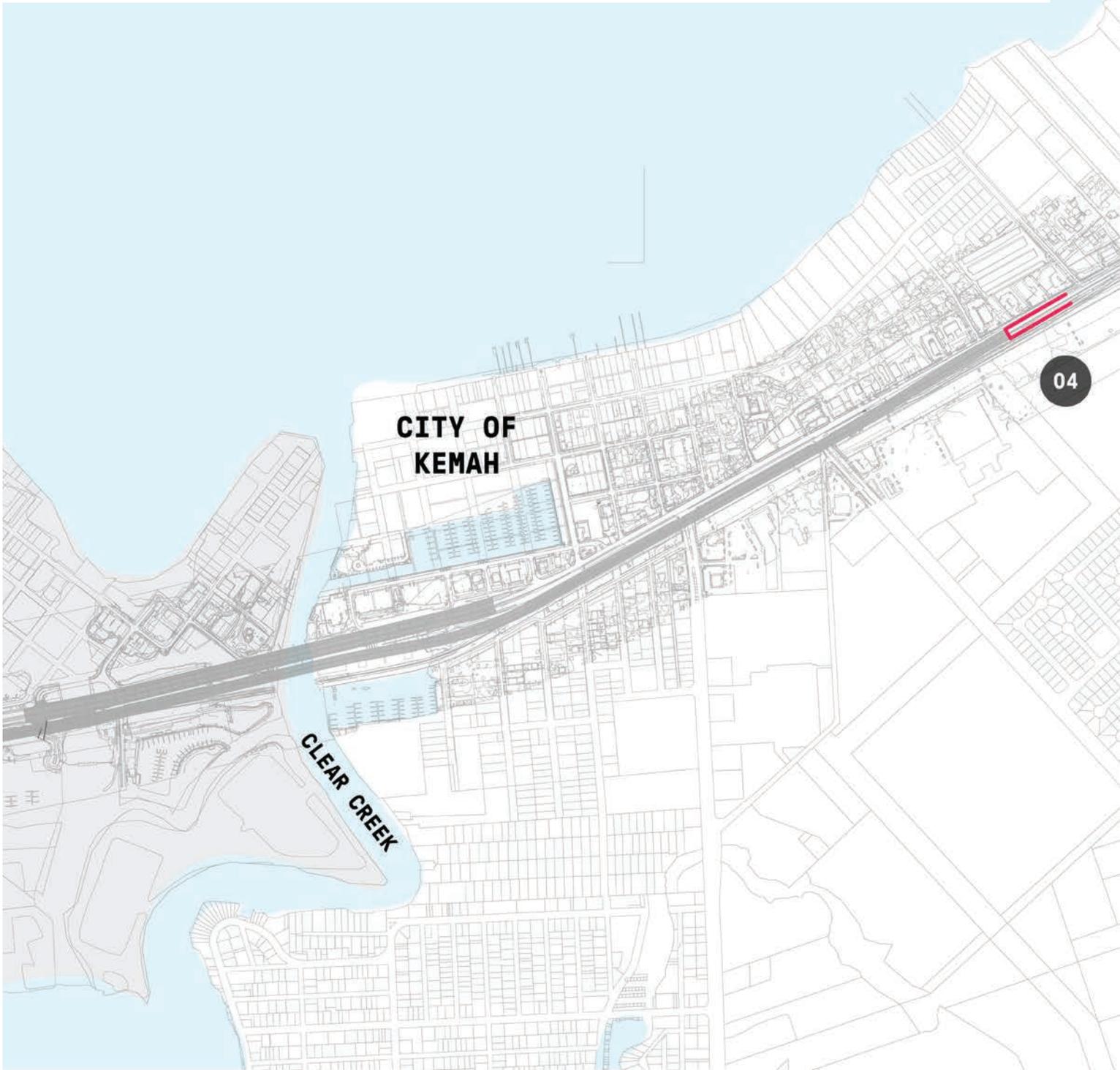
**01**  
MEYER  
OVERPASS

**02**  
NASA 1  
OVERPASS

**03**  
SEABROOK EXIT  
RAMP

CLEAR CREEK  
BRIDGE

KEMAH



04

CITY OF  
KEMAH

CLEAR CREEK

04  
CLEAR CREEK  
BRIDGE

05  
KEMAH



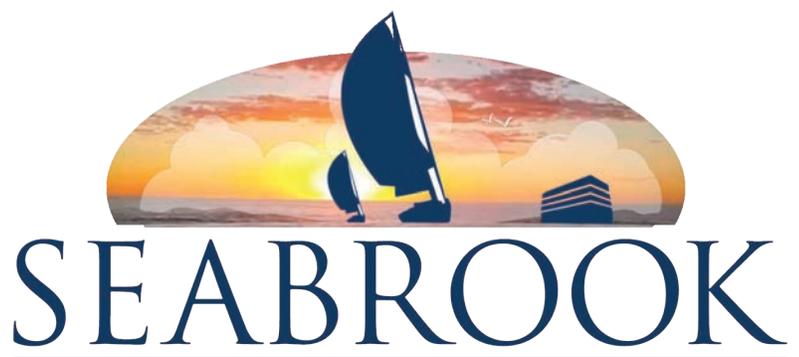
# 3

## BRANDING OPPORTUNITIES

**SEABROOK MASTER  
LANDSCAPING AND  
CITY BRANDING**

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Taking Inspiration from  
Seabrook's Identity



> The design team took inspiration from the Seabrook logo by breaking it down to its core values. there were three primary themes: Sailing Culture, Birds in Flight, and the Horizon.

**CITY BRANDING AS INSPIRATION:** *Breaking down the City logo*



**CULTURE AS INSPIRATION:** *Pine Gulley Pier*



**CULTURE AS INSPIRATION:** *Great Texas Coastal Birding Trail*



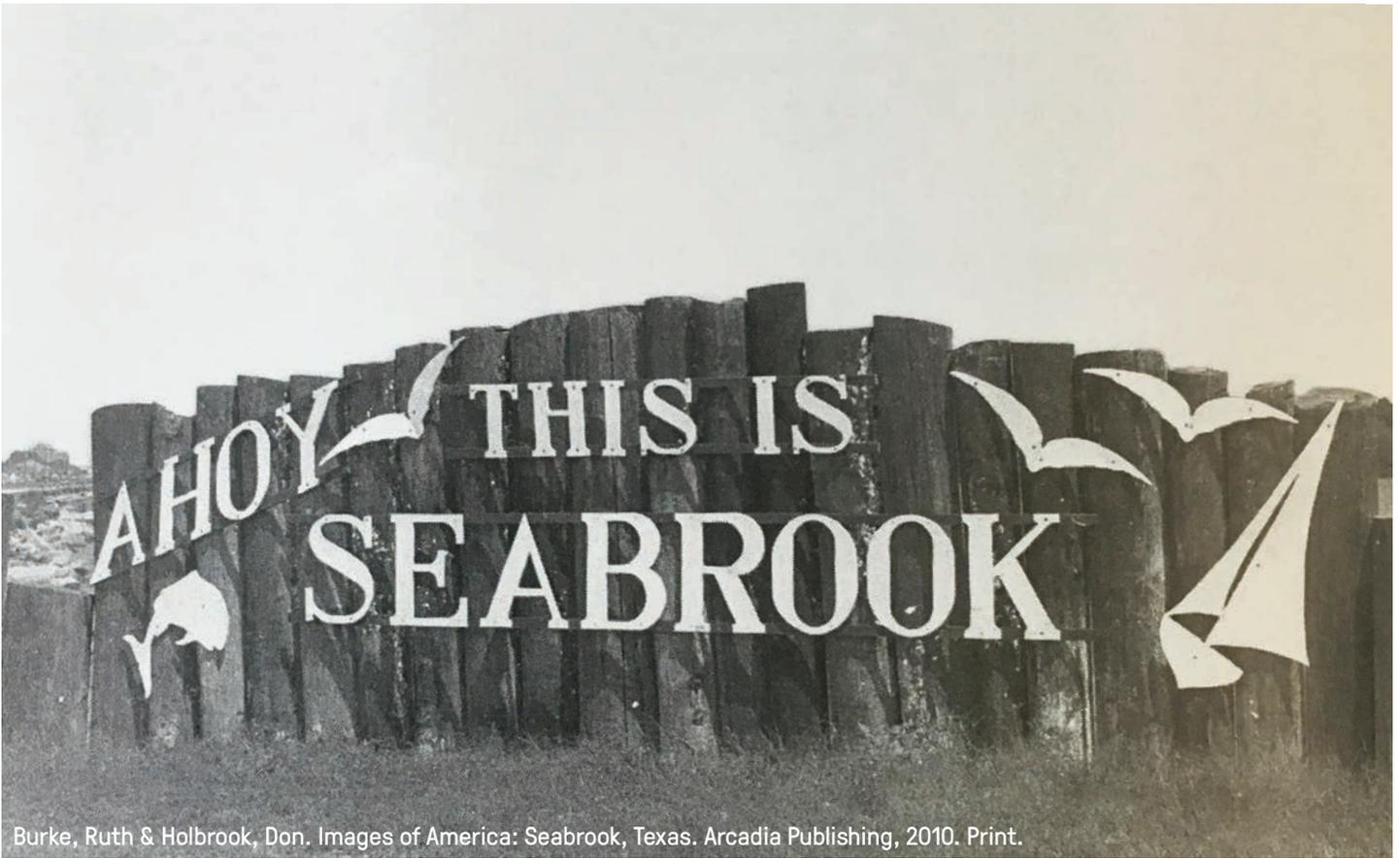
“Seabrook Marina” by Katie Haugland Bowen. CC-BY 2.0

**CULTURE AS INSPIRATION:** *Sailboat Culture*



Image courtesy of seabrookpelicanpath.com

**CULTURE AS INSPIRATION:** *The Pelican Project*



Burke, Ruth & Holbrook, Don. Images of America: Seabrook, Texas. Arcadia Publishing, 2010. Print.

**CULTURE AS INSPIRATION:** *Historic Seabrook Identity*



Burke, Ruth & Holbrook, Don. Images of America: Seabrook, Texas. Arcadia Publishing, 2010. Print.

**CULTURE AS INSPIRATION:** *A History with Water*



# 4

## FRAMEWORK VISION

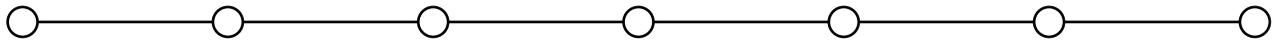
**FRAMEWORK VISION:  
TxDOT PARTNERSHIP  
PROJECTS**

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The following projects require collobartion with Texas Department of Transportation.



# TxDOT PARTNERSHIP PROJECTS



INFRASTRUCTURE  
MODIFICATIONS

BLUE STAR  
MEDALLIONS  
ON BRIDGE  
COLUMNS

LANDSCAPE  
AMENITIES

LIGHTING  
MODIFICATIONS  
  
Underpass  
Aesthetic  
Lighting

LIGHTING  
MODIFICATIONS  
  
Clear Creek  
Bridge  
Aesthetic  
Lighting

LIGHTING  
MODIFICATIONS  
  
Continuous  
Expressway  
Lighting

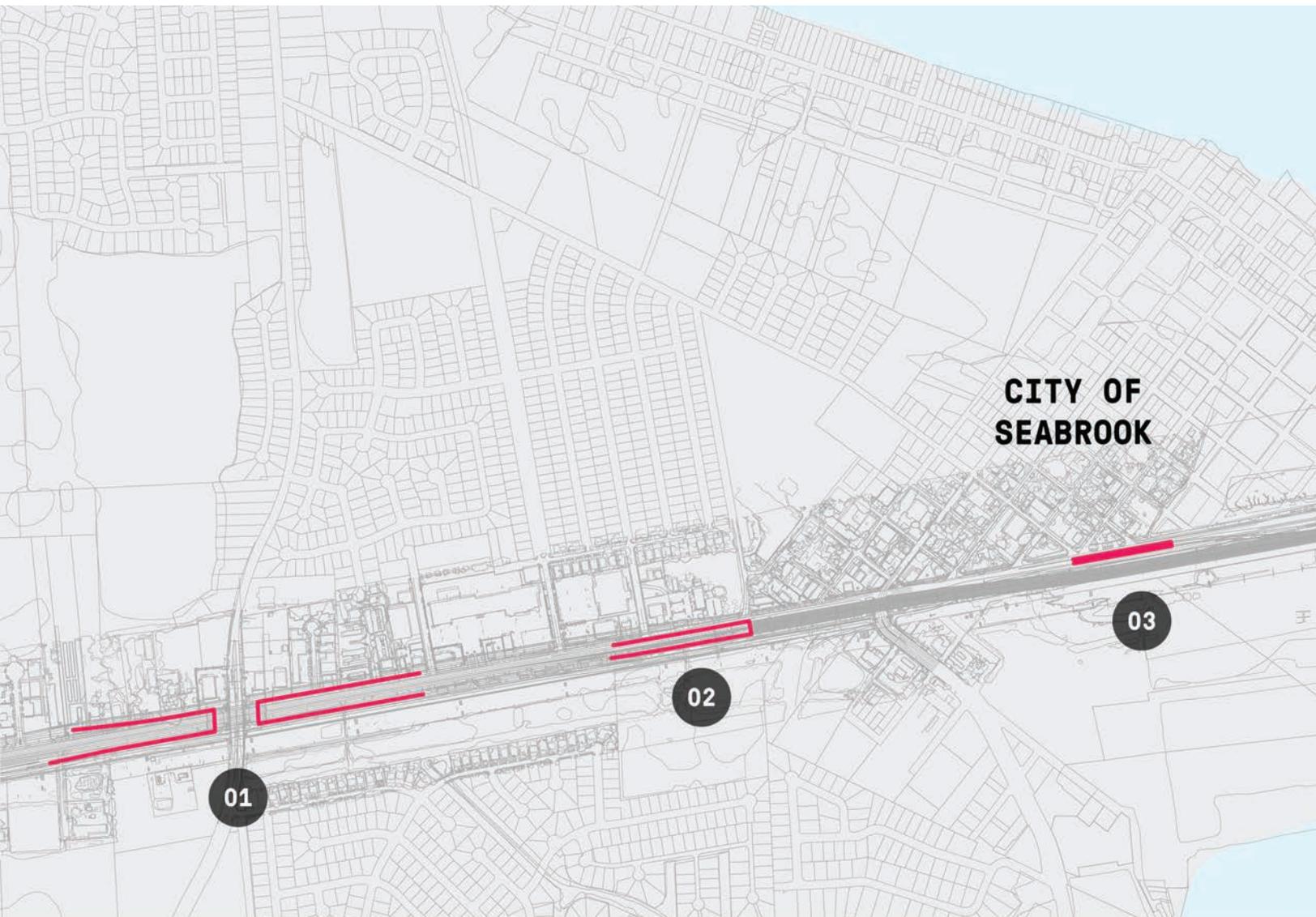
TRAFFIC  
CONTROL  
MODIFICATIONS

# FRAMEWORK VISION: TxDOT PARTNERSHIP PROJECTS

## Infrastructure and Landscape

### Infrastructure Modifications: Grade Separation / Underpass

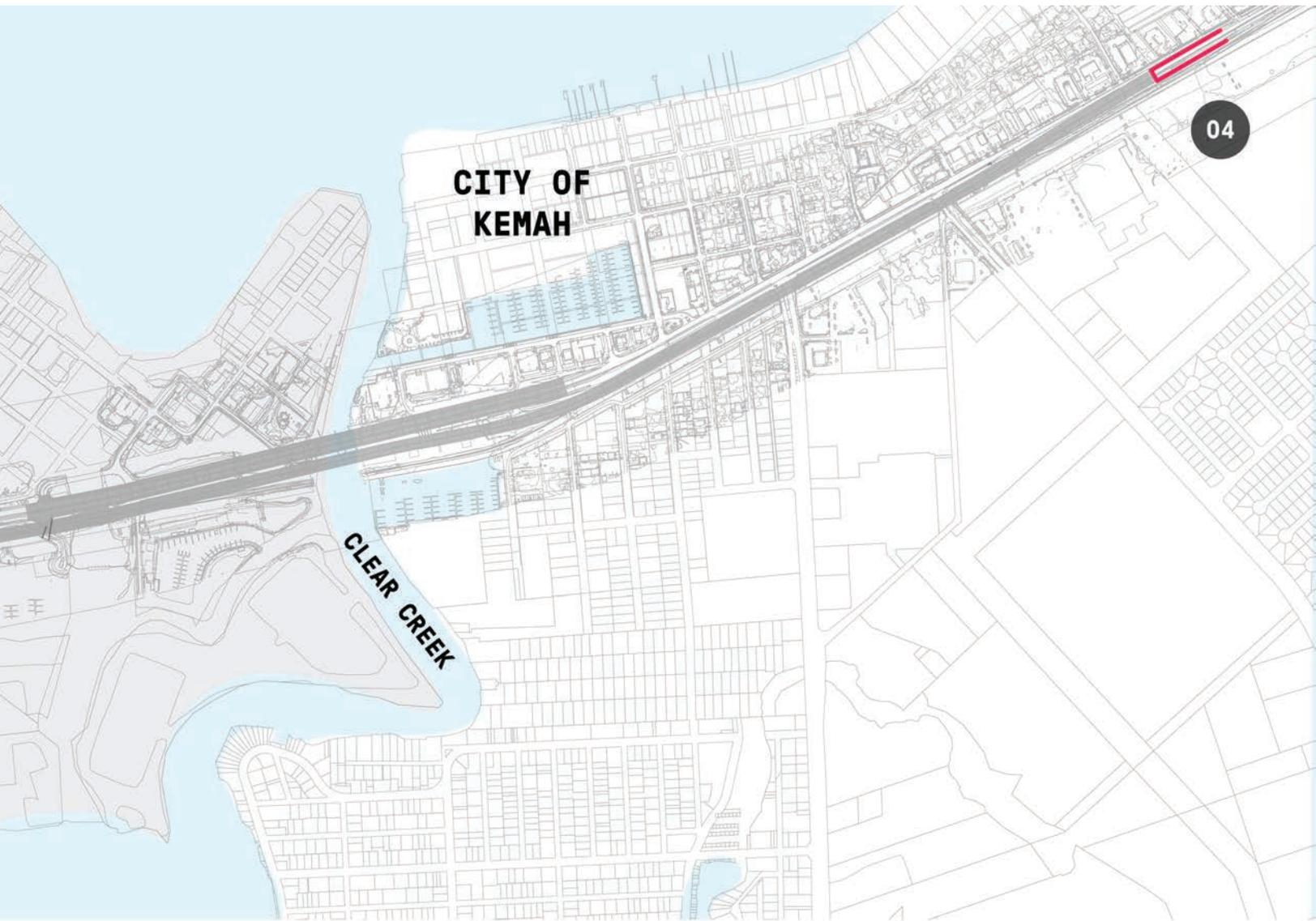
As part of the TxDOT SH146 project, there will be construction of several underpasses resulting in the extensive use of mechanically stabilized earth walls (MSE Walls). These MSE Wall conditions create an opportunity to showcase the unique and culturally significant values of Seabrook.



**01**  
MEYER  
OVERPASS

**02**  
NASA 1  
OVERPASS

**03**  
SEABROOK EXIT  
RAMP



**CITY OF  
KEMAH**

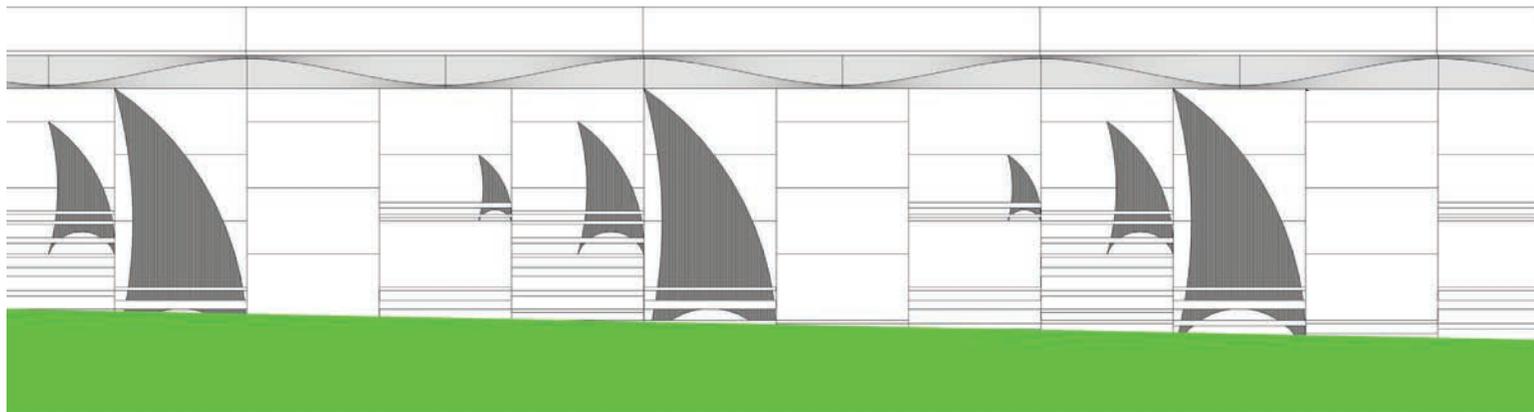
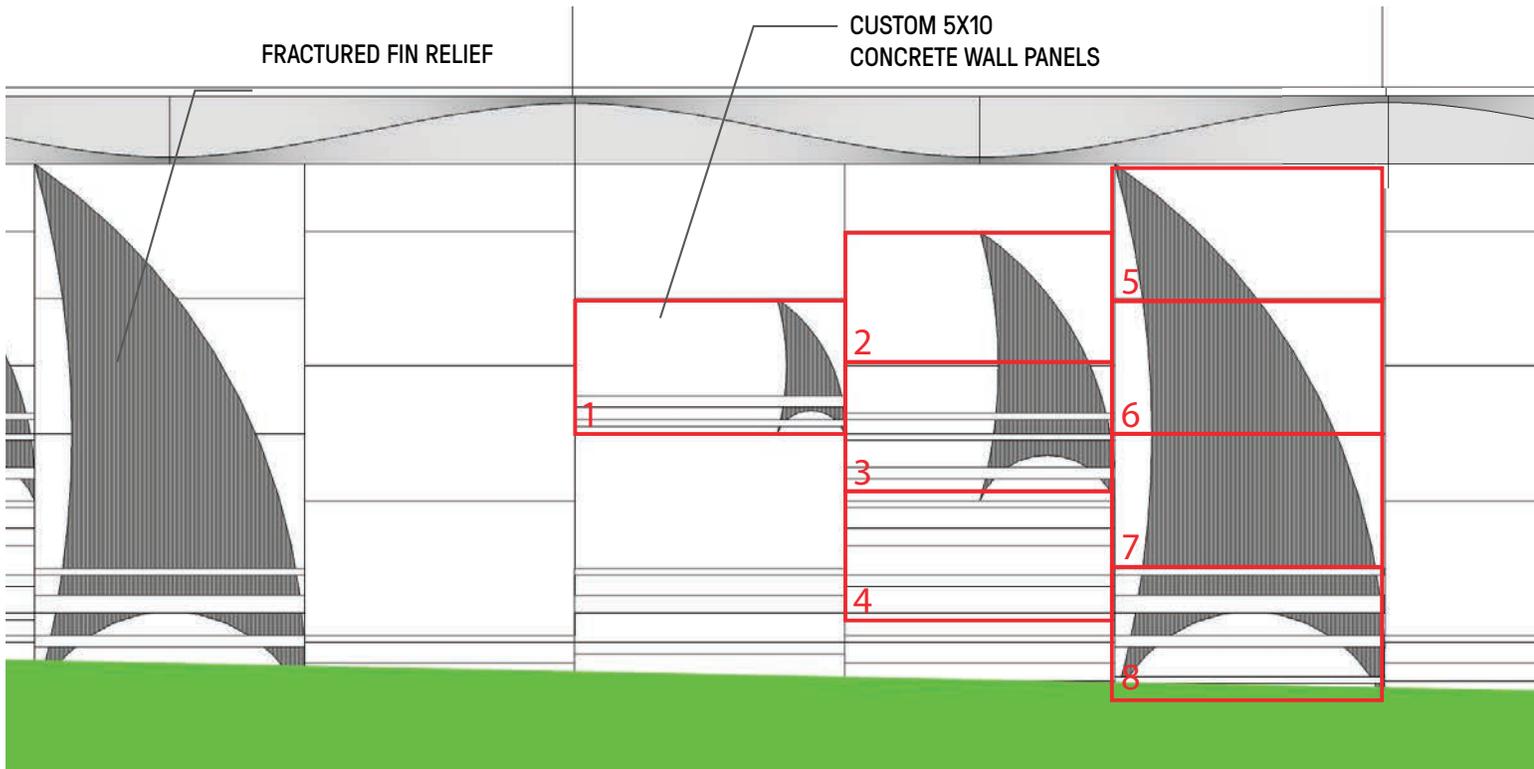
**CLEAR CREEK**

**04**



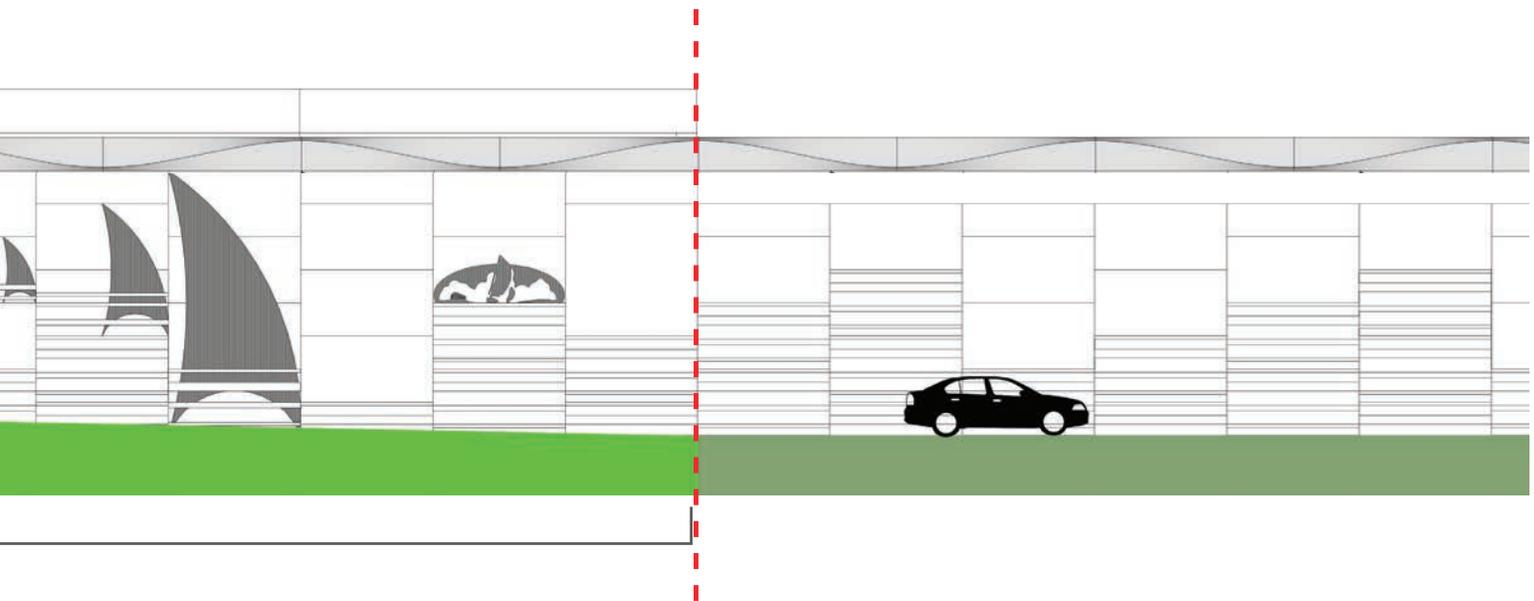
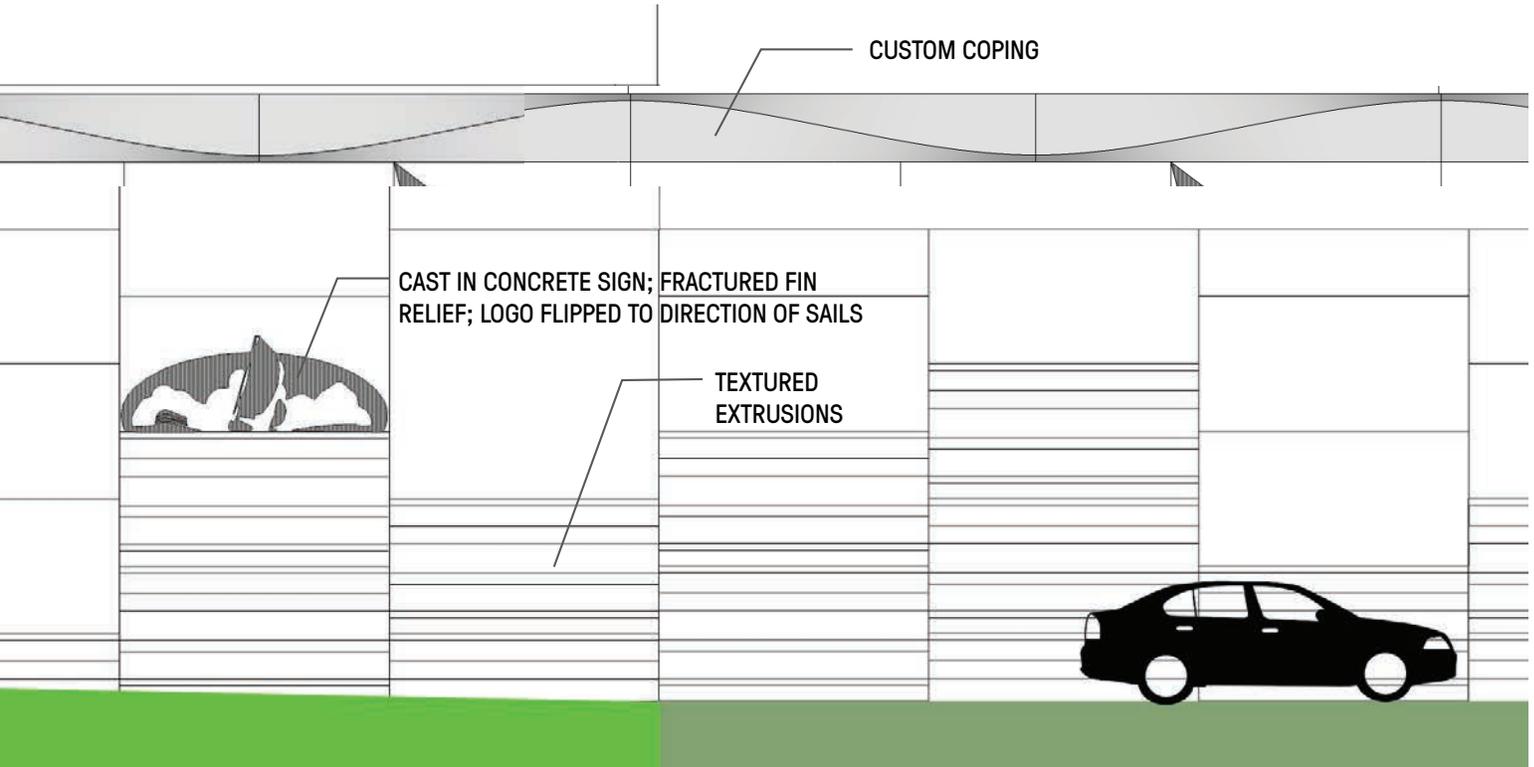
**04**  
CLEAR CREEK  
BRIDGE

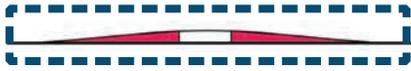
**05**  
KEMAH



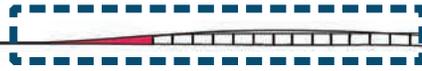
SAIL DIRECTION CAN BE FLIPPED

**TYPICAL MSE WALL CONDITION:** *Non-Standard MSE Walls, Non-Standard Coping, City Seal at Intersections*





MEYER  
OVERPASS



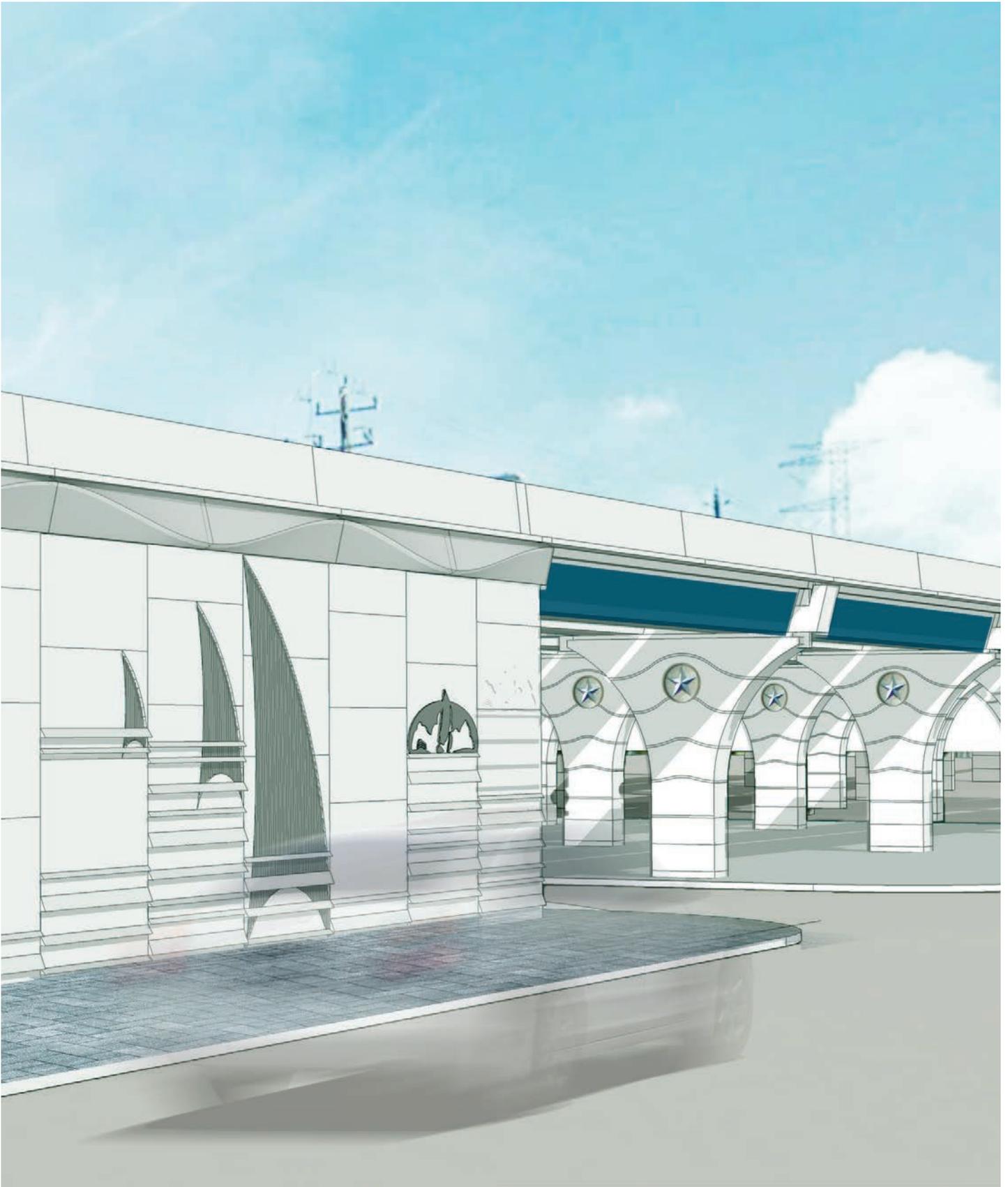
NASA 1  
OVERPASS



SEABROOK EXIT  
RAMP



**TYPICAL MSE WALL CONDITION:** *Non-Standard MSE Walls, Non-Standard Coping, City Seal at Intersections*





MEYER  
OVERPASS

NASA 1  
OVERPASS

SEABROOK EXIT  
RAMP



OPPORTUNITIES FOR ARTFUL  
LANDSCAPE AMENITIES

**GALLERY STYLE UNDERPASS CONDITION:** Custom Paver Pattern at Intersections, Custom Bollards, Concrete Barrier Wall



# FRAMEWORK VISION: TxDOT PARTNERSHIP PROJECTS

## Lighting Modifications

### Aesthetic Lighting Strategy

The lighting strategy for Seabrook is comprised of several components which together help to unify the identity of Seabrook. These consist of bridge lighting, continuous expressway lighting and traffic control lighting.

These concepts consider:

- Aesthetic rgb led lighting of clear creek bridge allowing the city to control lighting schemes for different events and seasons
- Custom fixtures and poles for continuous expressway lighting along SH146 that convey the concept of birds in flight and reinforce Seabrook's branding and identity
- Fully custom traffic signals at all intersections along SH146 including replacement of existing signals at red bluff that reinforce the MSE wall sail theme with nautical style traffic signal poles.



**LIGHTING STRATEGY:** *Clear Creek Bridge Aesthetic Lighting*

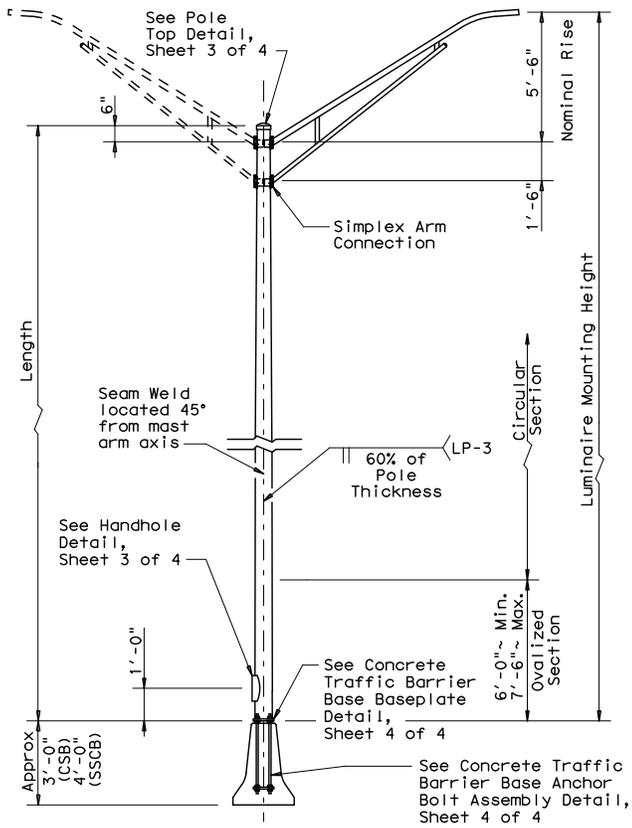


RED BLUFF  
OVERPASS

MEYER  
OVERPASS

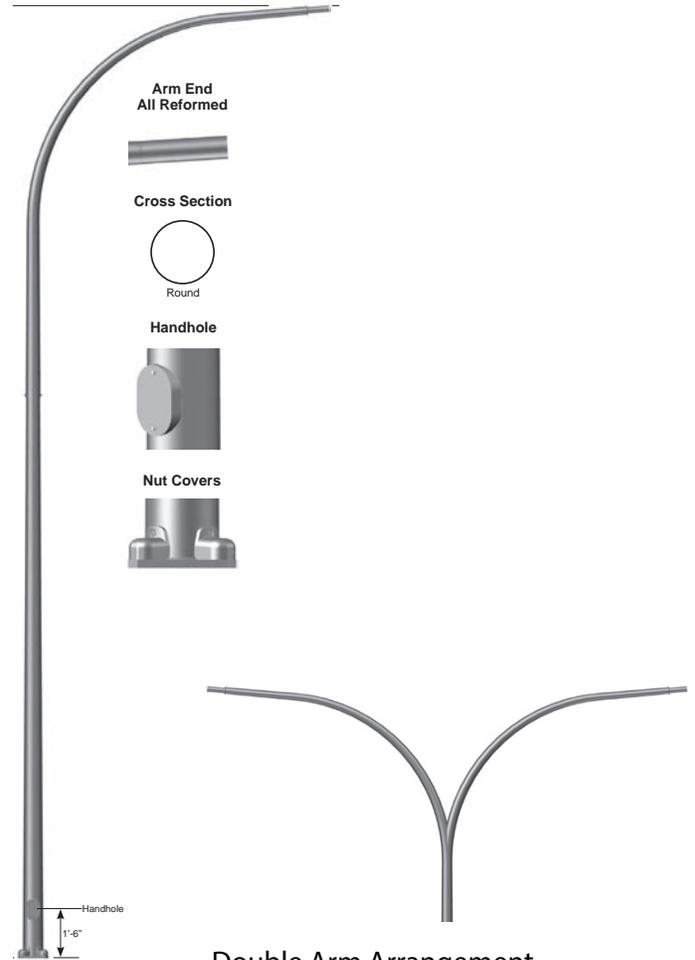
NASA 1  
OVERPASS

# TxDOT's Light Poles



**CONCRETE TRAFFIC BARRIER BASE POLE**

# Valmont's Light Poles (or Center Point Approved)



**LIGHTING STRATEGY:** *Continuous Expressway Lighting*



SEABROOK EXIT RAMP

CLEAR CREEK BRIDGE



**LIGHTING STRATEGY:** *Traffic Control Modifications-Galvanized and Painted Traffic Poles*



**FRAMEWORK VISION:  
CITY FINANCED  
PROJECTS**

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The following concepts are potential projects that require public funding.



# CITY FINANCED PROJECTS



RED BLUFF  
DETENTIONPARK

GATEWAY  
MONUMENT  
AT RED BLUFF

LINEAR  
DETENTION  
TRAIL AND  
LANDSCAPE

GATEWAY  
AT SEABROOK  
ISLAND

BOARDWALKAND  
PUBLIC SPACE  
NEAR SHIPYARD  
DR.AND 10THST.

BOARDWALK  
AND PUBLIC  
SPACE NEAR  
BOAT RAMP

WAYFINDING  
PACKAGE

**FRAMEWORK VISION:  
CITY FINANCED  
PROJECTS**

**North Gateway Monument and Public Amenity**

Gateway Monument and Detention Park at Red Bluff provide iconic experiences at North entrance to Seabrook. The monument represents Seabrook's characteristics, of sails and birds in flight.

**Red Bluff Monument and  
Detention Park**



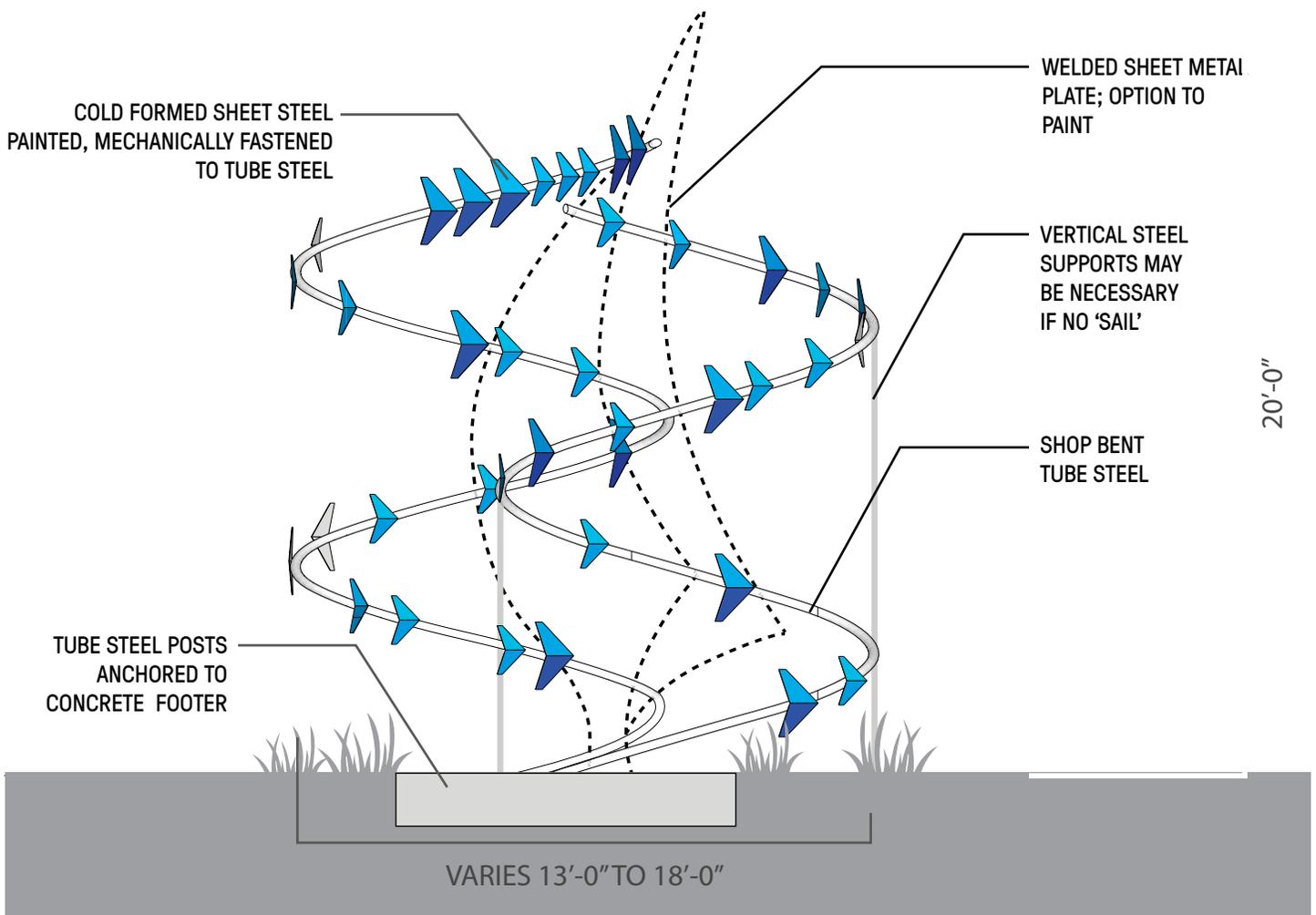
**RED BLUFF DETENTION PARK:** *Reforestation at Detention Area, Trail Amenity*



RED BLUFF  
OVERPASS

MEYER  
OVERPASS

NASA 1  
OVERPASS



**GATEWAY MONUMENT AT RED BLUFF:** *Bird and Sail Theme Monument*



SEABROOK EXIT  
RAMP

CLEAR CREEK  
BRIDGE



**GATEWAY MONUMENT AT RED BLUFF:** *Bird and Sail Theme Monument*



**FRAMEWORK VISION:  
CITY FINANCED  
PROJECTS**

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**Linear Detention Trail and Landscape**

This mini-project provides a recreational loop trail, rest stops, native landscaping and elements of wayfinding. The trail will connect with Seabrook's city wide trail master plan.

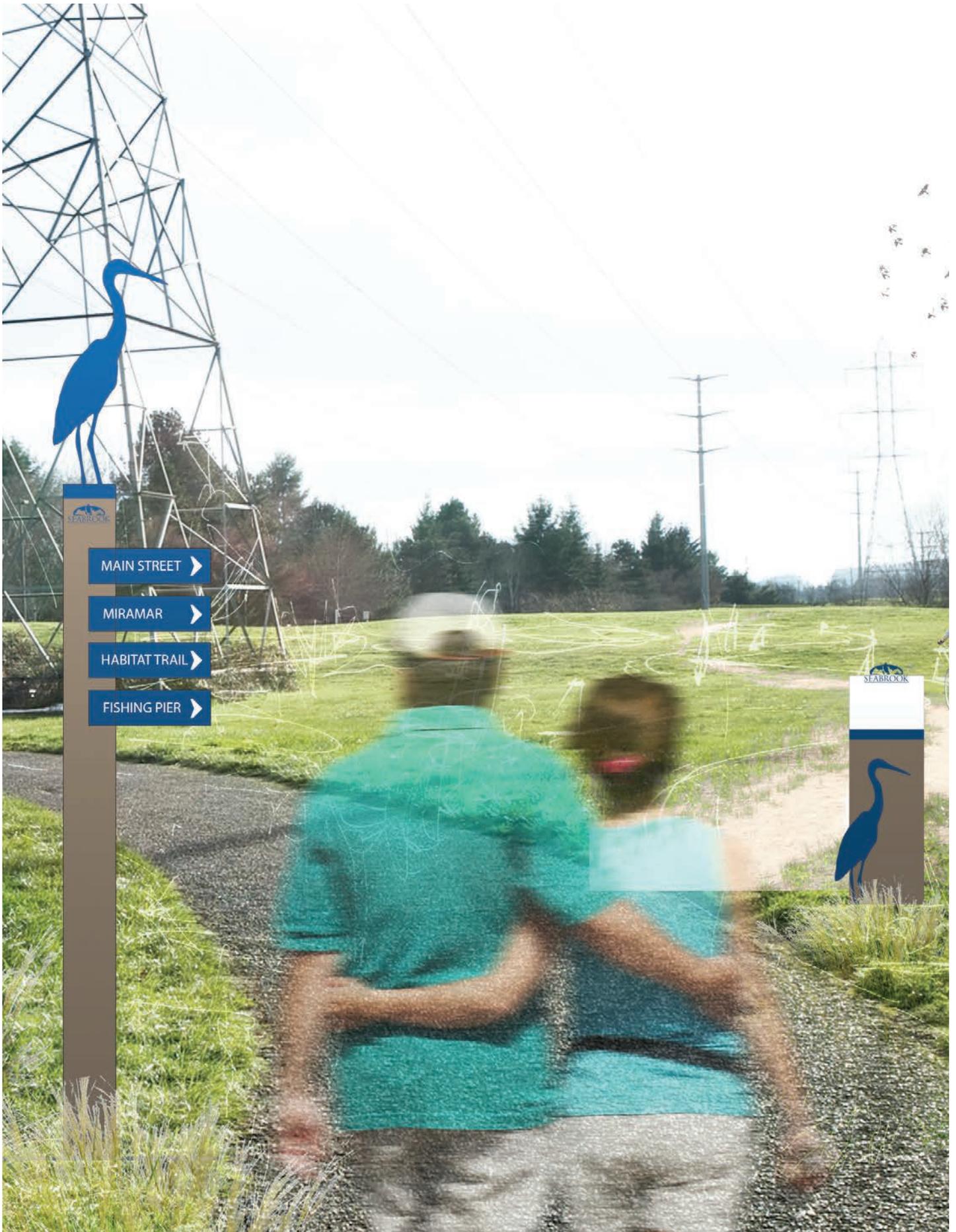
Linear Detention Trail







**LINEAR DETENTION TRAIL:** *Pedestrian Loop Trail with Bird Themed Wayfinding*



**FRAMEWORK VISION:  
CITY FINANCED  
PROJECTS**

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**Gateway at Seabrook  
Island**

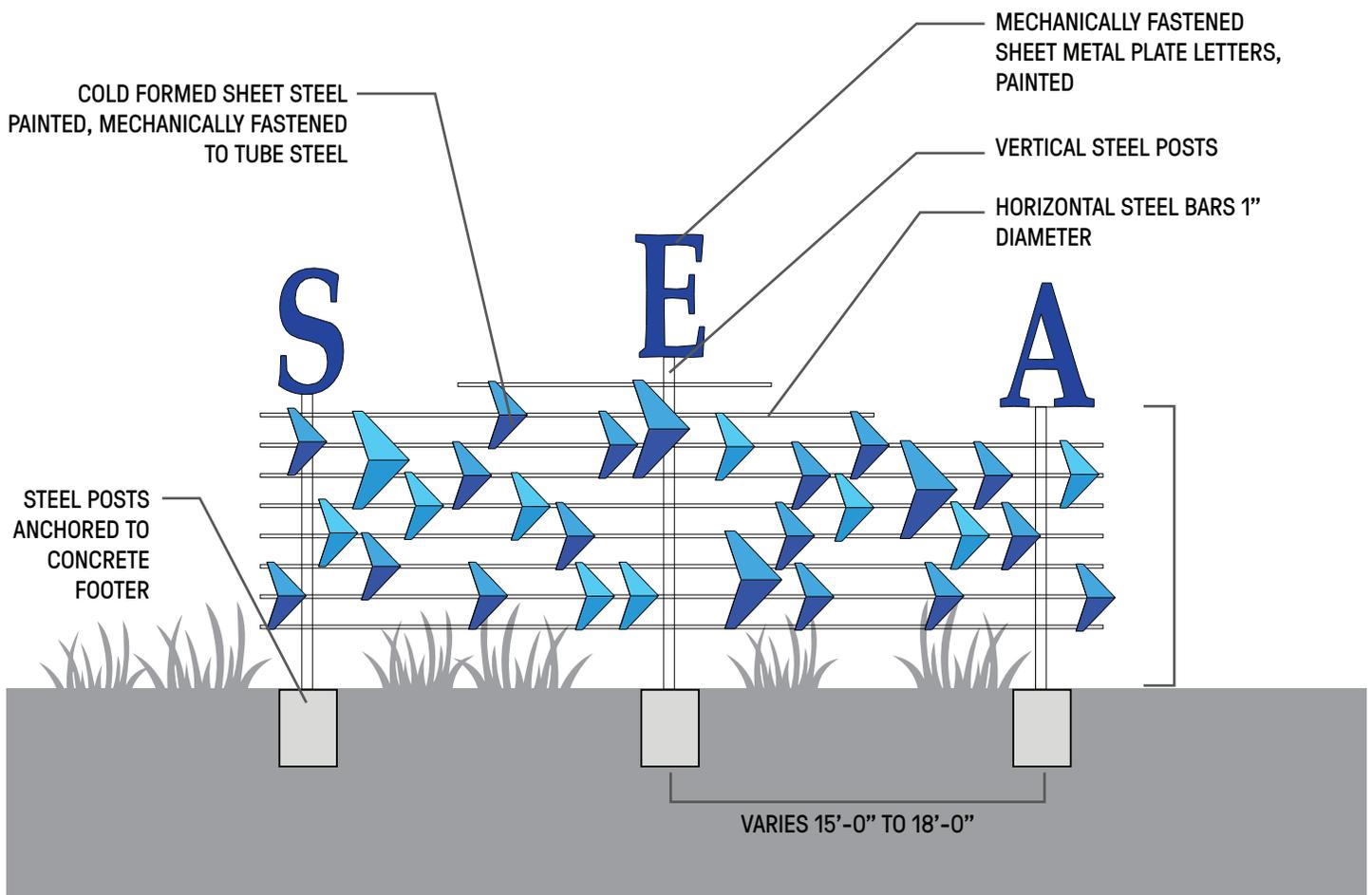
**“Epic Art” Sculpture**

As part of the SH146 project, Seabrook will gain a formal offramp exit from the northbound expressway. In response to this “entryway” it is necessary to showcase the unique identity of Seabrook at this location.

The design team has conceptualized an artistic expression of the character of Seabrook in the form of a sculptural gateway monument, representing birds in flight, located on an adjacent island.



**GATEWAY AT SEABROOK ISLAND:** *Sculptural Flyway “Themed” Installation*



**GATEWAY AT SEABROOK ISLAND:** *Conceptual Construction Method*



**GATEWAY AT SEABROOK ISLAND:** *Sculptural Flyway “Themed” Installation*

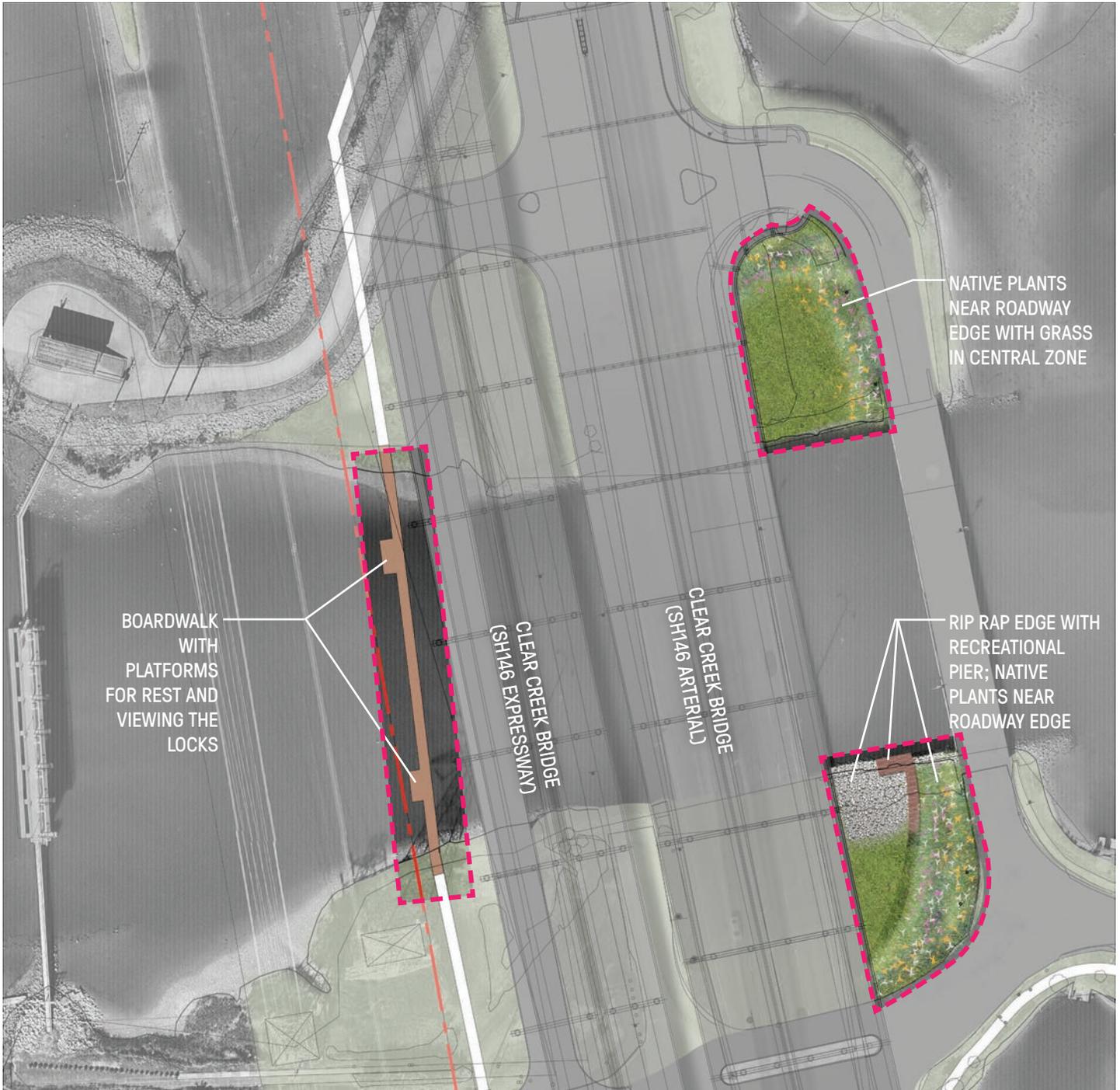


# FRAMEWORK VISION: CITY FINANCED PROJECTS

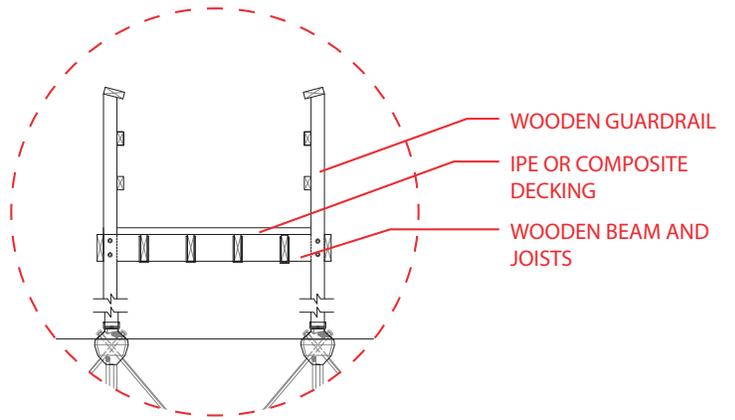
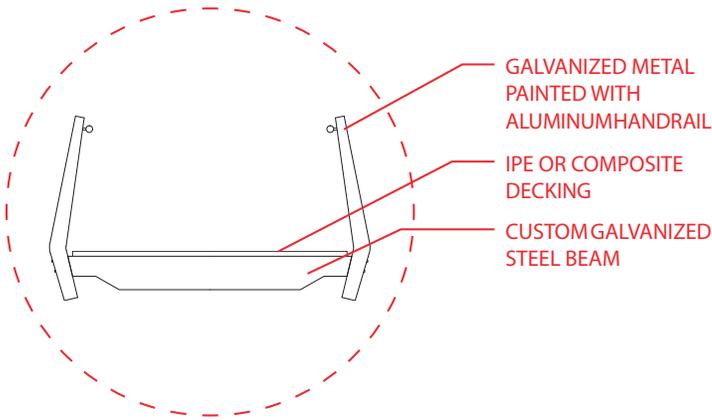
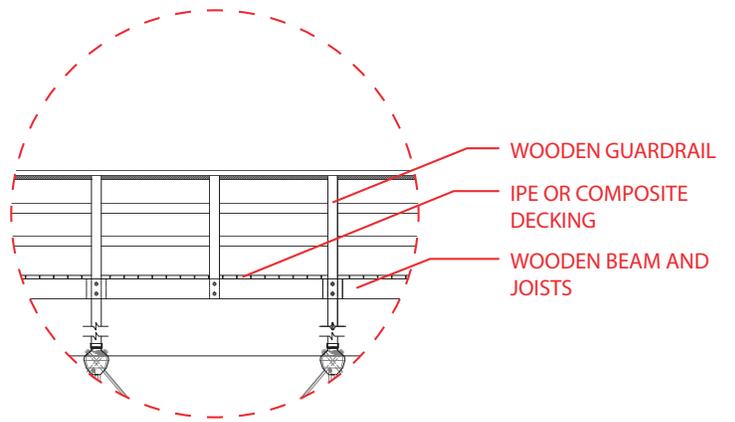
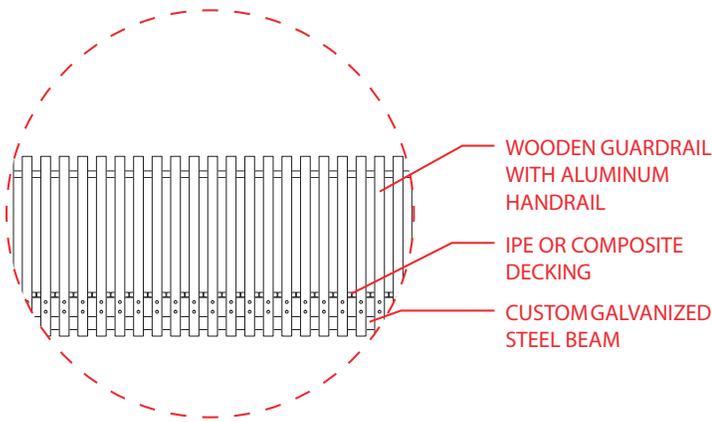
## Shipyard Drive Boardwalk and Public Space

### New Boardwalk and Public Space

A proposed boardwalk and observation platforms near the Lock Site, provide views to the Lock Site and connect surrounding neighborhoods. Amenities such as a recreational pier provide community with opportunities for fishing and social gathering.



**CONCEPTUAL PLAN:** Boardwalk, Observation Platforms and public space



**SOUTH TRAIL AND BOARDWALK DETAILS**



**REFERENCE BOARDWALK CONSTRUCTION**



**CONCEPTUAL VIEW:** *Boardwalk and Observaton Platforms at the Lock*

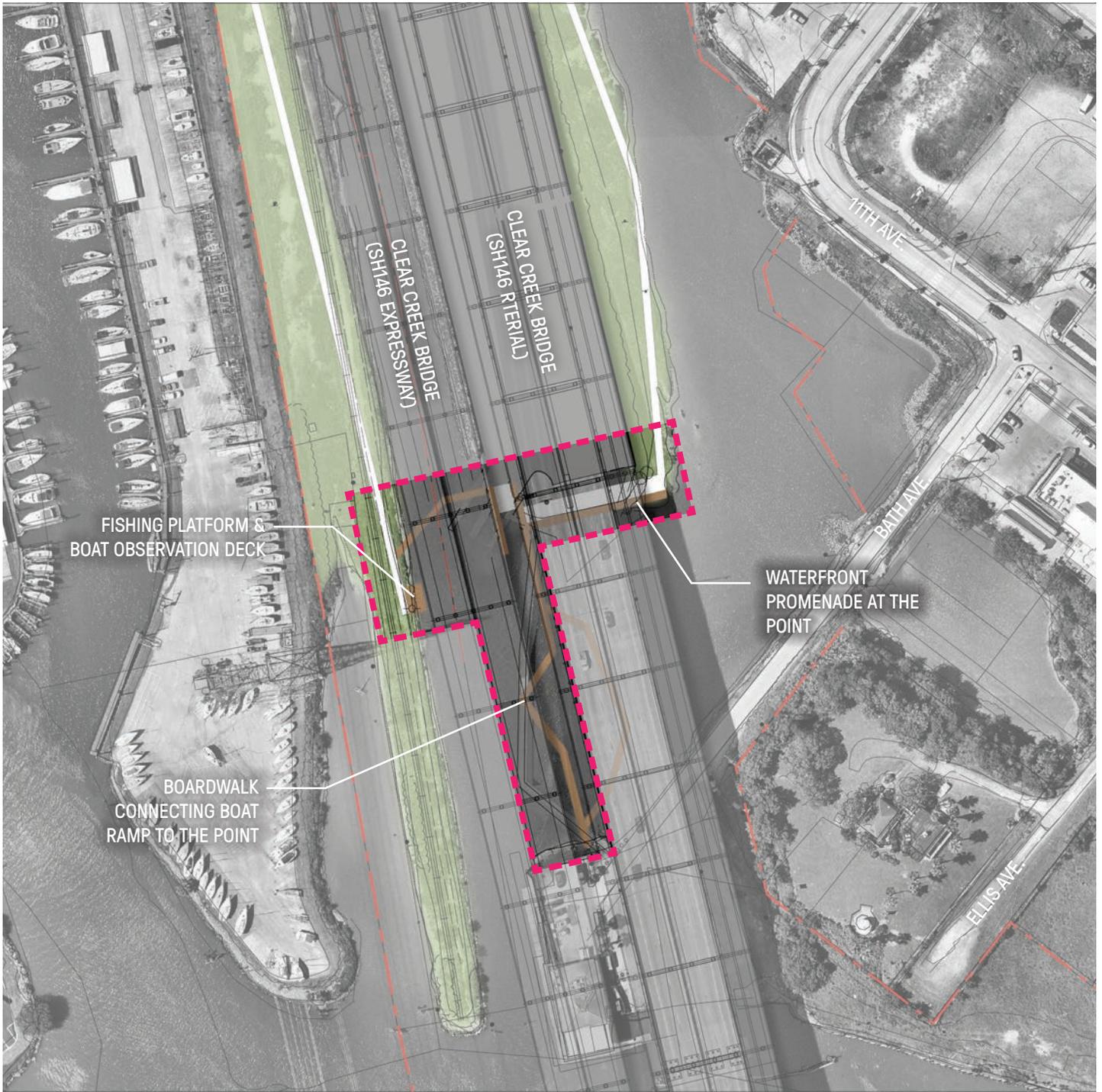


# FRAMEWORK VISION: CITY FINANCED PROJECTS

## New Boardwalk and Public Space

A proposed boardwalk connects surrounding neighborhoods and provides a recreational pier for the community with opportunities for fishing and social gathering.

### Boat Ramp Boardwalk and Public Space



**CONCEPTUAL PLAN:** Boardwalk, Boat Ramp and public space





**CONCEPTUAL VIEW:** *Boardwalk to the Point*



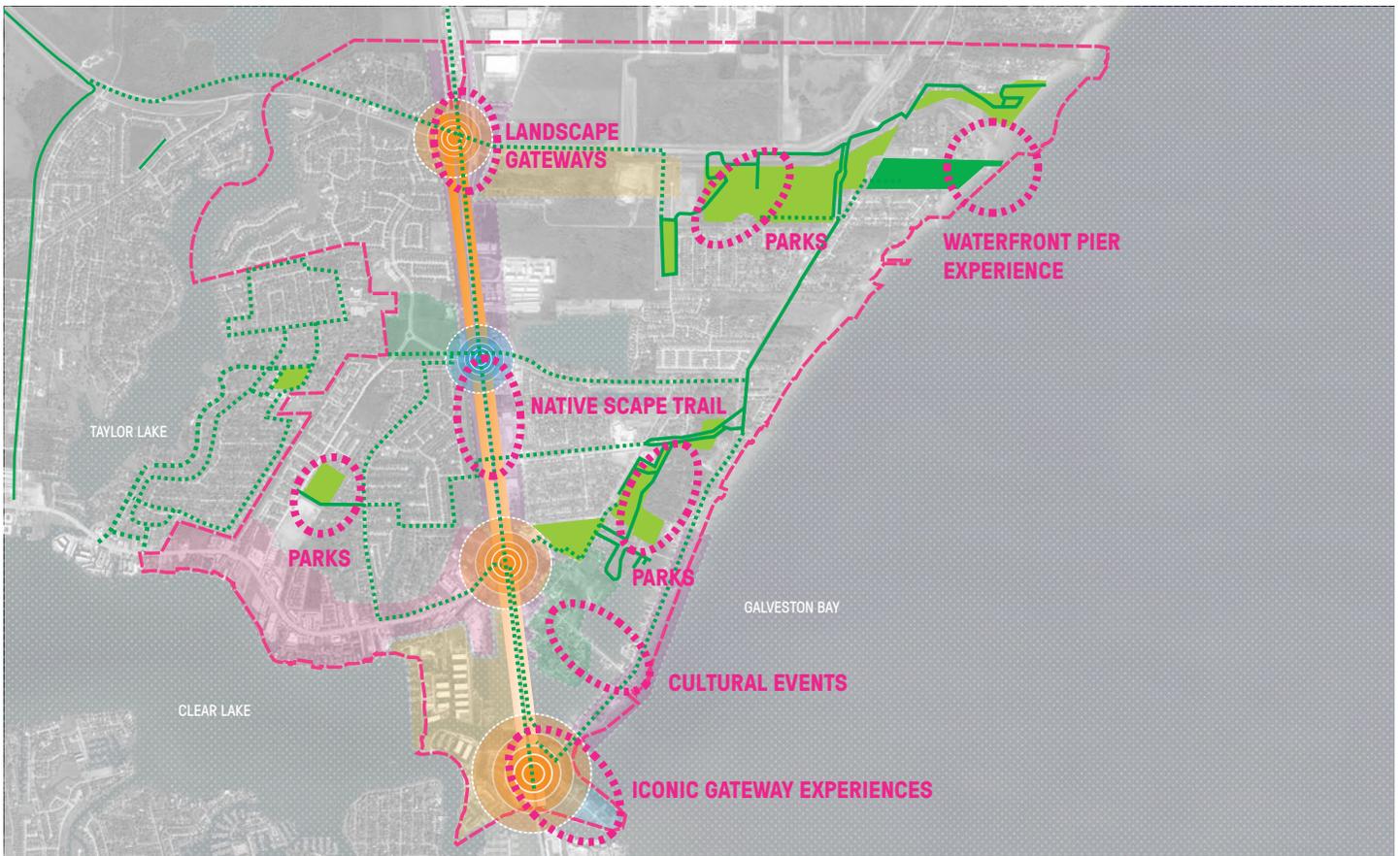
# FRAMEWORK VISION: CITY FINANCED PROJECTS

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## Wayfinding Studies for Branding Districts

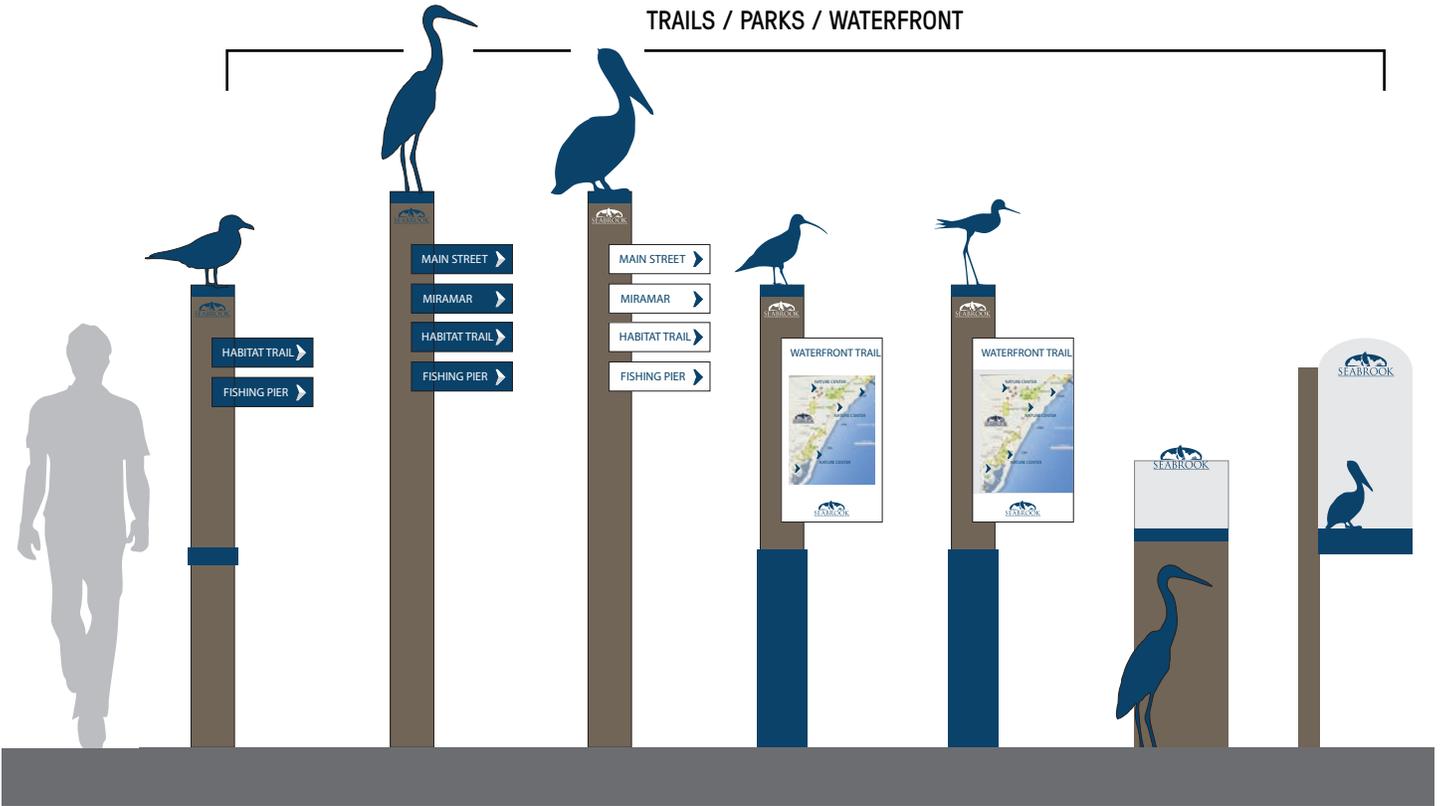
A signage and wayfinding strategy utilizes Seabrook themed elements to unify the image of the city and reinforce the character of the region. Design elements are consistent with the selected themes for the city branding and identity.

### Wayfinding Package



### ICONIC EXPERIENCES: Wayfinding Reinforcing Experiences

TRAILS / PARKS / WATERFRONT

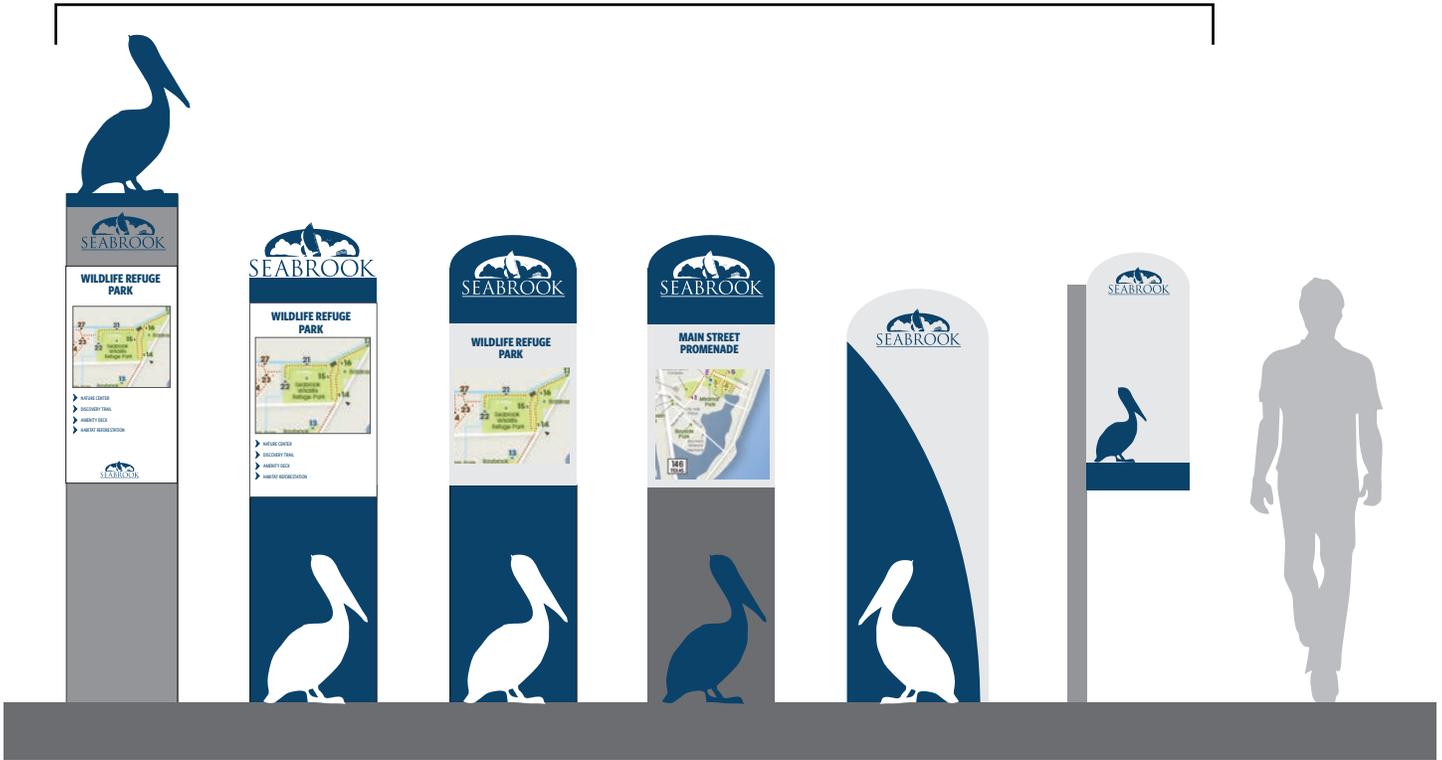


**WAYFINDING:** Bird Pier Theme Open Spaces and Trails



**WAYFINDING:** Bird Pier Theme Typical Trail Condition

URBAN / CITY DOWNTOWN



**WAYFINDING:** Bird Pier Theme Urban



**WAYFINDING:** Bird Pier Theme Typical Urban Condition



**FRAMEWORK VISION:  
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**Flock Family - Complementing Central City Experiences**

Streetscape furniture for all future city projects will follow the same design language. This will help pave the way for a more unified experience across all public areas of Seabrook. Visitors will recognize the consistency of furnishing and how it compliments the greater identity as a whole.

Streetscape Furniture





Forms+Surfaces Boardwalk Bench



Forms+Surfaces Trio Bike Rack



HESS America PARCO Light



Streetlife Millipede Bridge Railing



Streetlife Swan Corten Railing

**FURNISHING CONCEPT IMAGES:** *Flock Family*



**SEABROOK**

# 5

## ACKNOWLEDGMENTS





## **CITY OF SEABROOK**

### Board of Directors

Mayor	Thom Kolupski
Mayor (Former)	Glen Royal
Position #1:	Robert Llorente
Position #2:	Laura Davis
Position #3:	Gary Johnson
Position #4:	Natalie Picha
Position #5:	Glenna Adovasio
Position #5:	O.J. Miller

### City Management

City Manager	Gayle Cook
Deputy City Manager	Sean Landis

## **SEABROOK ECONOMIC DEVELOPMENT CORPORATION**

### Board of Directors

President	Paul Dunphey
Vice President	Terry Chapman
Secretary	Ernie Davis
Treasurer	Gary Bell
Board Member	Kevin Ferguson
Mayor	Thom Kolupski
Council Representative	Glenna Adovasio

### Seabrook EDC Support Staff

Economic Development Director	Paul Chavez
Marketing Manager	LeaAnn Dearman
Administrative Assistant	Pat Patel

Prepared by:

**SWA Group**

Prepared by

**swa**

1245 West 18th St.  
Houston, TX 77008