

Broadway  
Development  
Area

Galveston  
Texas

Master Plan

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# Broadway Development Area Master Plan

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*"Understand the Committee's deep feeling for the Street and the improvement of it's Image  
for the betterment of our Lives and Businesses"*

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# Synopsis

## Introduction

The Broadway Development Area Master Plan is about the discovery of a vision for Broadway and its related lands, from the Causeway east to Seawall Boulevard and the Gulf of Mexico, and the establishment of an agenda for realization. Born from the mutual interest of citizens and the City of Galveston, the Master Plan was developed and nurtured by the Broadway Beautification Committee, the City of Galveston Department of Urban Planning, Broadway property owners and businesses, and the input of countless individuals and civic organizations.

To assist the B.B.C. and City of Galveston, Slaney Santana Group and their consultant team began, in December of 1995, a seven phase planning and urban design process built upon community involvement. Through the results of the planning process phases of analysis, Conceptual Master Planning, Master Plan Design, Urban Design Standards, Implementation, Planning and Zoning Recommendations, and Summary, the Broadway Development Area Master Plan was created. The primary components of this comprehensive Master Plan are: an Analysis of the History and Patterns of Broadway, Urban Design Directives, the Broadway Development Area Master Plan, Implementation, and Planning and Zoning Recommendations. The key results of each of these components can be summarized as follows.

## History and Patterns of Broadway

To creatively preserve and enhance an urban environment, an understanding of its history and basic patterns of development/organization is essential. Through investigations a Broadway Corridor emerges that is without question one of this state's most historically significant areas. Sensitivity to its context and grandeur is required. Since the 1950's Broadway has become increasingly automobile oriented and more of a commercial strip. A balance must be achieved that permits and encourages growth and change within a framework that is respectful of Broadway's history. A large part of its history are Broadway's basic urban patterns, its infrastructure, and systems. The heart of the Broadway Corridor is Broadway itself: a grand esplanade street, terminated by the Gulf of Mexico and landmarked by the Texas Heroes Monument at 25th Street. From Seawall to 59th Street its graciously planted esplanade is a signature for Galveston. West of 59th Street, the Broadway Corridor is dominated by Interstate 45 which has influenced a development pattern that is primarily highway related and commercial. Broadway is then a linear chronology of the urban development of Galveston.

## Urban Design Directives

Developed by the consultant team in tandem with committee work sessions and public meetings, notions or solutions become the Urban Design Directives, or conceptual ideas, that guide the development of the Master Plan.

- a. To establish a Development Area: a vehicle for for developing and ensuring a "Sense of Place."
- b. To recognize two image areas within the Broadway Corridor: from the Causeway to 59th Street the City should capitalize on the potential to create a parkway setting; from 59th to Seawall, Broadway's urbanity should be reinforced.
- c. Through connectivity, monumentation, and enclosure, heighten identity: connectivity, or common thread, by means of reinforcing the Oleander median and esplanade; monumentation, by perpetuating the tradition of monuments throughout the Development Area; enclosure, in terms of architecture and streetscape enhancement reinforcing urban Broadway, and by omission reinforcing the Parkway Image Area.
- d. To establish a sequence for Broadway: a person's ability to perceive a large urban area as a place is dependent upon the organization of spaces.
- e. To establish orientation within the Development Area: points such as 59th Street, 25th Street, and Seawall Blvd. should become memorable public open spaces. The Parkway Image Area should focus on the Offatts Bayou edge as a great public open space.
- f. Points of orientation create the opportunity for expression: approach should communicate the "Island City;" entrances at 59th Street and Seawall should communicate "festivity;" 25th Street should communicate the corridor's "focal point."
- g. Context: should evoke permanence and encourage non-homogeny.
- h. Paving, street trees, garden walls, and architecture: responsible for providing definition to Broadway.
- i. To improve the management of the automobile: through clarifying on-street parking, encouraging non-frontage parking, adaptive re-use of side streets for parking courts.
- j. Side street width reduction establishing a clear hierarchy: side streets can be narrowed yet remain functional, and simultaneously diminish through traffic, thereby insulating neighborhoods.
- k. A signage precedent: to establish a new signage precedent that results in effective signage and control of visual clutter.

## The Broadway Development Area Master Plan

With the Broadway Beautification Committee, Urban Planning Department, and public adoption of the urban design directives, the basis for the development of this comprehensive Master Plan was created. The Master Plan represents a comprehensive vision for the Broadway Development Area and includes urban design recommendations that are its key components. In terms of achievability these recommendations are both long-term and short-term. Those of the short-term nature are those urban design standards outlined in the Planning and Zoning Recommendations. These are the recommendations which, with the amendment of Galveston's current zoning ordinance, represent the initial step in the realization of this comprehensive Master Plan. With these short-term recommendations in place, the City and citizens of Galveston can then incrementally take on additional long-term recommendations. The Master Plan, as a management tool, becomes the guide for this gradual evolution and enhancement of the Broadway Development Area. As a marketing tool it provides a means to communicate the desires and ambitions of the City with regard to Broadway and Galveston's continuing renaissance.

## Implementation

The Broadway Development Area Master Plan is conceived as a phaseable and achievable series of recommendations that come together to provide a "Sense of Place": a clarity in structure, meaning, and identity that permits both public and private sector interests to benefit from its end result. With this duality of benefit follows the opportunity for both the public and private sector to contribute to implementation. The Master Plan Implementation Section outlines those improvements that are most appropriately undertaken by the public sector and those most appropriate to the private sector. To facilitate the management of this partnership the Master Plan provides an itemization of construction cost and maintenance cost estimates for the key urban design components within the Broadway Development Area.

## Planning and Zoning Recommendations

The first step in the implementation of the Broadway Development Area Master Plan is the formal adoption, by the City of Galveston, of the recommendations outlined in this section of the Master Plan. While other recommendations contained in the Master Plan should be encouraged and remain as a goal for the City of Galveston, the following four key recommendations are those that the Master Plan recommends to become an integral part of the City of Galveston's Zoning Ordinance by amendment:

1. Legally establish the Broadway Development Area. In doing so, properties within its limits will receive a zoning overlay (B.D.A.) that will permit land-use, urban design standards, and project approval process to apply to their development.
2. Land-use Refinements for the B.D.A.: While maintaining existing zoning classifications, permitted, non-permitted, and specific use permitted land-uses are to be refined to enhance the economic and visual quality of the Broadway Development Area.
3. Urban Design Standards for the B.D.A.: Emerging from the Master Plan are several design standards that will apply to private property within the B.D.A. when adopted by the City of Galveston in amending the zoning ordinance. These design standards will not apply to existing properties but only to proposed development properties or properties undertaking significant renovation.
4. Project Approval Process: To provide the means for the City of Galveston to enforce adherence to the Broadway Development Area zoning amendments it is recommended that an expanded plan/project approval process be adopted.

The plan/project approval process will apply to properties only within the B.D.A. It will be required for new development, renovation adding or taking away from useable building area or undertaking significant site modifications.

## Legacy

It is the intent of the Broadway Development Area Master Plan to be both descriptive and prescriptive. Its legacy, in the descriptive sense is to spark the imagination of Galveston's business, civic, cultural, and public leaders to provide an initiative for both public and private investment in the improvement of Broadway.

The Master Plan's legacy in the prescriptive sense is to initiate, through city adoption and public consensus, active planning, land-use, design standards, and project approval processes, that establish a functional and aesthetic format for growth and preservation within the Broadway Development Area.

Through the crystallization of a vision for the Broadway Development Area as an imageable "place" within the City of Galveston, the Master Plan establishes the role of this grand, historically significant corridor in the bright future of Galveston.

# Introduction

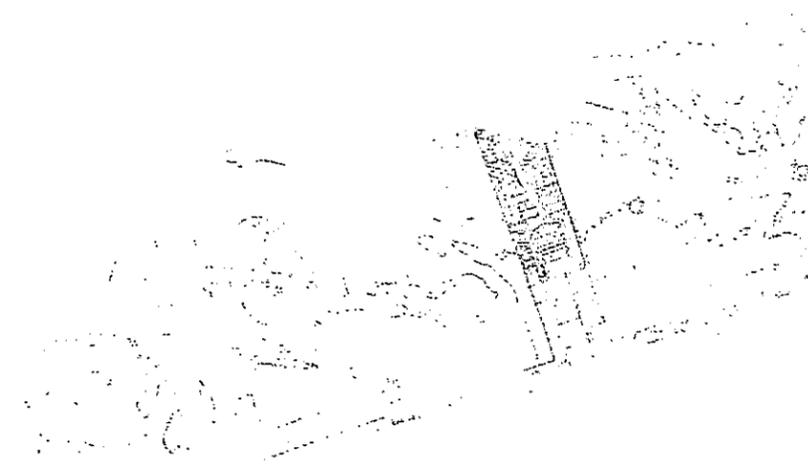
## Beginnings

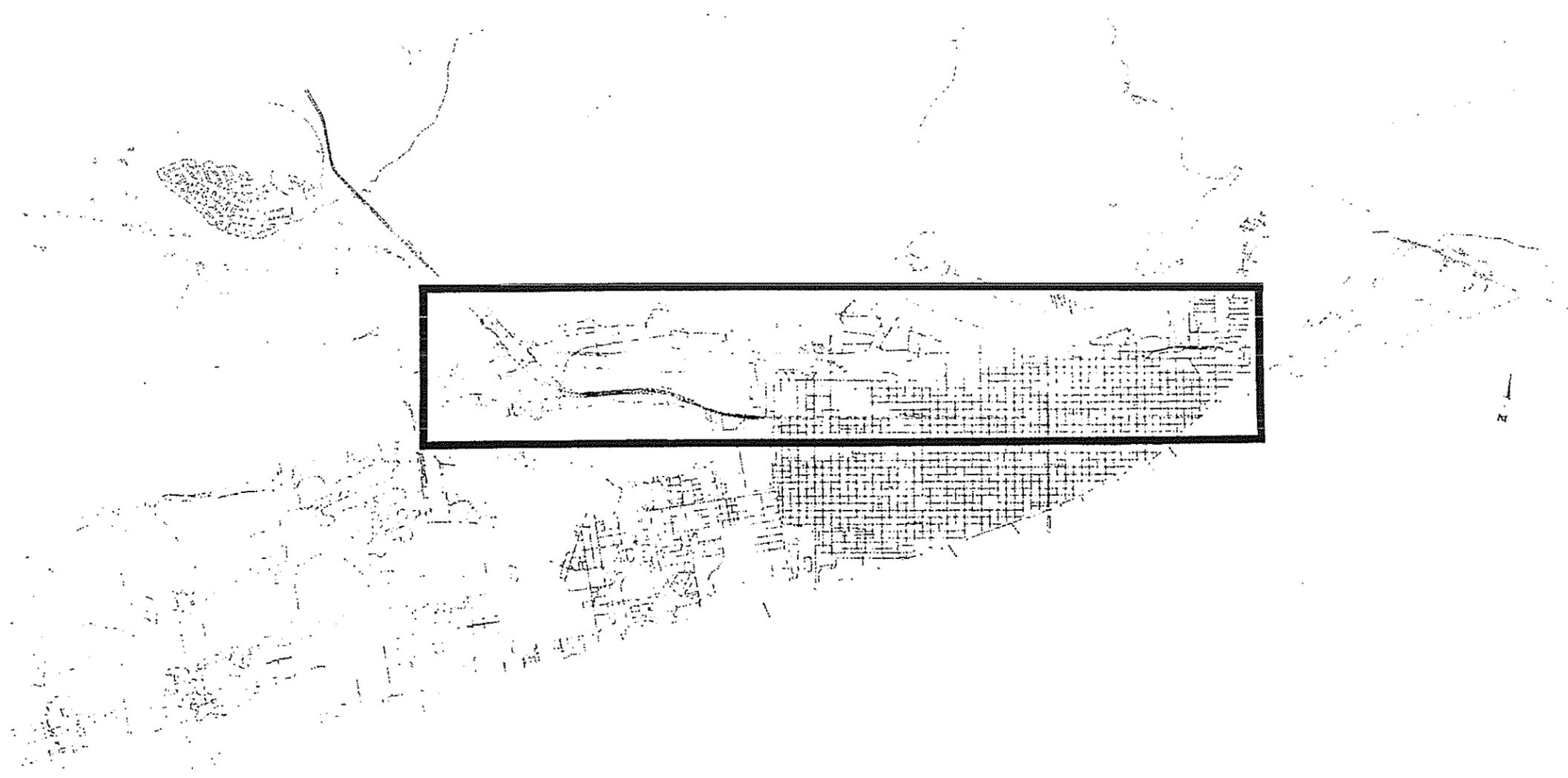
The Broadway Development Area Master Plan is about the establishment of a vision for Broadway, one of Galveston's and the State's most historically, culturally, commercially, and environmentally significant streets. A 1985 proposed development for an historically significant site on Broadway alarmed the sensibilities of a group of passionate Galvestonians who banded together to convince the parties involved to abandon the effort. Born from this brush with unguided urbanization were three vital beginnings that are responsible for initiation of the Master Plan. First, the beginning of a reawakened awareness of the importance of Broadway to the people and City of Galveston and the realization that they as a community lack formal influence to guide Broadway's future. Secondly, the formulation of the Broadway Beautification Committee, an eventual 700 member citizen's organization comprised of interested citizens, Broadway property and business owners who came together to chart a course for Broadway. Thirdly, the successful partnership with the city of Galveston and its Department of Urban Planning whose direction established the path for the realization of the Broadway Development Area Master Plan.

## Approach

The Broadway Development Area Master Plan is a product of the Broadway Beautification and Urban Design Study initiated in December of 1985. The study, conducted in seven phases, centered around input from the Broadway Beautification Committee, Broadway property owners and businesses, the City of Galveston, and countless interested individuals and civic organizations. Together with the leadership of the Consultant Team, the design journey proceeded as follows: *Programming*: Establishment of Project Goals and discovery of existing conditions synthesized to create the project's Urban Design Directives. *Conceptual Master Plan*: Site application of the urban design directives formulating the components of the Master Plan. *Master Plan Design*: The Conceptual Master Plan evolved into form, space and pattern. *Urban Design Standards*: Delineation of the elements that comprise the Master Plan. *Implementation*: Cost estimates, funding and phasing strategies for the Master Plan components. *Planning and Zoning Recommendations*: Documentation of zoning requirements and design standards to be adopted by the City and undertaken by the private sector. *The Master Plan Summary*: The Consolidation of the seven phase effort into this publication. The Broadway Development Area Master Plan.

*"Broadway is 83 blocks that represents a Melting Pot of the affluence and non-affluence of a Seaport City....not ugly....there is not a more beautiful Street anywhere in the World..."*





## Content

The Broadway Development Area Master Plan is an agenda for the growth, enhancement and preservation of Broadway from the Galveston Bay Causeway, east to Seawall Boulevard and the Gulf of Mexico. Its scope north and south of Broadway varies in response to existing conditions and Master Plan goals. The Master Plan will first present the project purpose and goals for Broadway. To begin the design journey a brief history of Broadway and its urban patterns follows leading to the synthesis of Urban Design Directives. With these understandings a discussion of the Broadway Development Area Master Plan ensues. It includes an overview and specific design recommendations that comprise the vision for the Broadway Development Area. Implementation strategies are followed by Planning and Zoning Recommendations which, when adopted by the City, begins the process of realization. Master Plan footnotes end this plan. These are recommendations for streets related to Broadway that can initiate future community action in Galveston's continuing renaissance.

## Legacy

It is the intent of the Broadway Development Area Master Plan to be both prescriptive and descriptive. Its agenda in the prescriptive sense is to initiate through city adoption and public consensus active planning, zoning and design standards that establish a functional and aesthetic format for growth and preservation. These are outlined in the Planning and Zoning Recommendations portion of the Master Plan.

Its agenda in the descriptive sense is to spark the imagination of Galveston's business, civic, cultural, and public leaders; to provide an initiative for both public and private investment in the improvement of the quality of Broadway as the City's front door and living room. In the descriptive sense the Master Plan will provide a tool to attract future residents and investors to Galveston, provide guidance for those who are fortunate enough to currently participate in Broadway, illustrate a vision that will improve the quality of enterprise, public, and private life along this grand boulevard. In the end, though, its primary success will have been to perpetuate the deep feelings that Galvestonians have for this street, honoring its significance to the City's past as well as crystallizing its role in Galveston's bright future.

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# Master Plan Purpose

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## Master Plan Purpose

The Broadway Development Area Master Plan was initiated and evolved based on a defined set of purpose statements. Developed by the Broadway Beautification Committee and the City of Galveston, these statements form the basis of the Master Plan effort and the tools for continual evaluation of its progress.

To Provide/Develop a "Sense of Place" when Entering Galveston and Driving Broadway

To Improve Broadways Visual Appearance and Provide a Positive Entrance Image for Galveston.

To develop a Plan for the Improvement, Preservation, and Beautification of Broadway, Broadway Properties, Broadway Businesses.

To Develop a Plan that will Compliment Existing and Proposed Development, Preservation, and Renovation Minimizing Negative Images on Broadway.

To Create Urban Design Standards for the Broadway Corridor including, Landscaping and Beautification, Signage, Traffic Patterns and Parking, Curb Cuts, Intensity of Development, Building Height/Setback, Zoning Classifications and Land Use.

# Goals for Broadway

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## Form

- Respect the Integrity of the Original City Plan for Broadway.
- To Create an Identity for Broadway as a Place Separate from but Related to other Prominent Places in Galveston.
- To Allow Galveston to Portray its Unique Physical, Economic, Cultural, and Historic Character.
- To Create an Attractive/Inviting Place for People and the Automobile.
- To Create an Attractive Setting for Commercial Property along Broadway.
- To Create the Opportunity for Galveston to Show Itself as a Healthy Community.

## Function

- To Create Broadway "The Place" involving Public Lands, R.O.W. and Easements, and Private Property.
- To Make Efficient Use of Available Lands while Respecting Historic Places and Neighborhoods.
- To Create a Clear Family of Urban Design Standards/Ordinances for the Broadway Corridor.
- To Create a Plan to Effectively Manage the Automobile.

## Time

- To Create a Visionary Plan built upon Immediately Attainable Increments.

## Economy

- To Create a Plan that is Phaseable, Maintainable, and Enforceable.
- To Create a "Financial Imperative" for Properties within the Broadway Corridor which will Benefit/Attract Existing and Future Property Owners.

## Broadway Goals

The initial step in programming or analyzing a design project is a thorough understanding of what the design should accomplish. The goals for Broadway listed to the left are the aspirations for the area as developed through work sessions and public meetings with the Broadway Beautification Committee, the City of Galveston, and the consultant design team. The goals are organized to address four design significant issues: form, function, time, and economy.

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# History and Patterns of Broadway

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## Introduction to the History of Broadway

To creatively preserve and enhance an existing environment, an understanding of where it has evolved from is essential. The history of Broadway is rich, diverse, colorful and impressive. In fact, Broadway is a kind of linear chronology portraying the evolution of the City through the man-made constructions of the many generations that have shaped this grand avenue. Moving from east to west Broadway tells a story of the evolution of a City and its urban archaeology. Significant to the Master Plan are the variety and diversity of images and archetypes. These range from lavish mansions of the late 19th Century, to civic monuments and beautification programs of the City Beautiful movement of the early 20th Century, to the storefront structures of the 1930's and 1940's, to the automobile oriented development of the 1950's and 1960's, to the commercialization of the street responding to the automobile, and increased suburbanization and industrialization surrounding the Interstate Highway on Broadway's west end. As with most American cities Galveston evolved as a result of changes in technology and means of access. Broadway was most affected by this evolution. In its beginning Broadway was the city's parlor, lined with residences large and small. It was the means to visit neighbors, buy goods, and worship. Development was concentrated and within walking distance to the Strand and the beach. The Galveston Trolley promoted this cell of growth from 33rd to 11th and up and down 21st Street. Broadway made its most dramatic change however in the early 1900's when the causeway provided access to and from the mainland and shifted Galveston's front door from the Port to Broadway. The Interurban train from Houston brought people over the Causeway into Galveston making Broadway Galveston's front door.

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## Introduction to the Patterns of Broadway

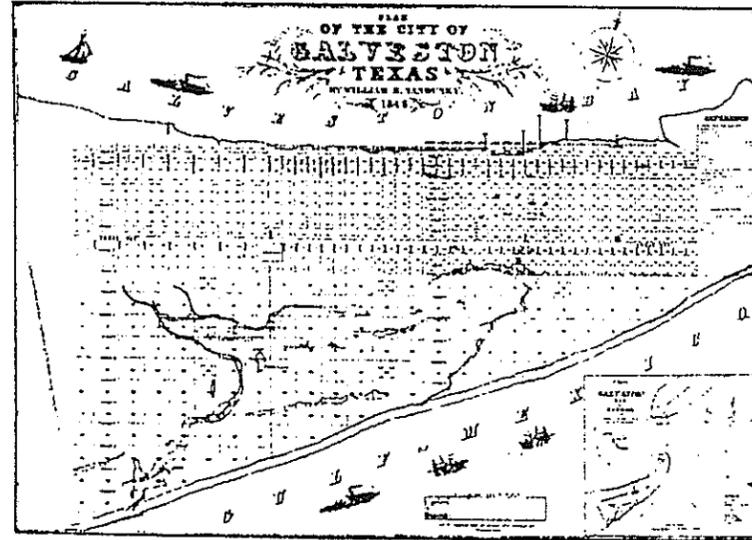
The Interurban would connect to the Trolley and provide transit to downtown for business and the beach for recreation. Broadway continued to develop as a primary residential corridor with the benefit of convenient transit to locations on and off of the island. The advent of the automobile, opening of the causeway for its movement, and Broadway's connection to State Highway 3 from the mainland intensified the use of Broadway. Tourism boomed as most people could now visit Galveston and access all parts within the City from Broadway by automobile. Gambling in the 40's and 50's heightened tourism. Traffic became a problem, and the automobile began to drastically change the use and character of the street. What was predominantly residential began to be commercialized to capitalize on the visibility a Broadway location meant. The pedestrian character was becoming overruled by the need to accommodate the automobile. The Interurban couldn't compete and was lost. The 60' wide esplanade through which the train and trolley moved was reduced to 30' to accommodate additional traffic lanes and parallel parking dramatically altering Broadway. Demand then sparked the need to provide an interstate highway. I-45 leading to Broadway at 59th Street was opened in the late 1960's, fueled by a new automobile only causeway over Galveston Bay. In summary, what emerges is a Broadway from 6th to 59th Street structured as a grand residential avenue that has become a predominantly commercial corridor serving Galvestonians and visitors alike. From 59th Street to the Causeway, Broadway or I-45 has the unsolidified character of typical American highway frontage with commercial or industrial use lining its edges and pockets of suburban scaled housing. While Broadway has dramatically evolved in the past 150 years it still benefits from a charm, pleasantness of scale, and simplicity of organization that has allowed it to remain special. With its orderliness of infrastructure, efficiency of platting, and effectiveness of civic improvement it has endured. These existing patterns are the basis for the current success of the street and corridor and the elements that the Broadway Development Area Master Plan is built upon. An analysis of these key patterns is provided on pages 11 through 20.

# History and Evolution of Broadway

## Chronology of the Development of Broadway

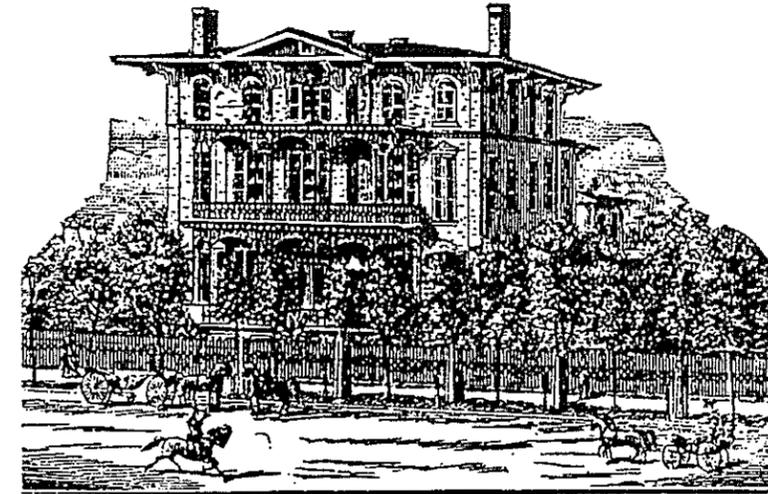
1838

1838: City plan established with Broadway or Avenue J as the major east-west street. Broadway was to be dedicated to the heroes of the Texas Revolution. 25th Street (Rosenberg) as the major north-south axis. This cross plan was based on the Roman town plan concept, the use of north-south and east-west streets around a pair of major axes or boulevards. Further, this plan follows the spirit of the "Great American Grid Planned Cities" where a grid stretches from a linear major event (whereas the colonial grid plan is generated from a point center as a town square or commons). The densest development occurred in the center and to the north of the grid.



1859

1859: First grand villa on the north side of Broadway: Ashton Villa



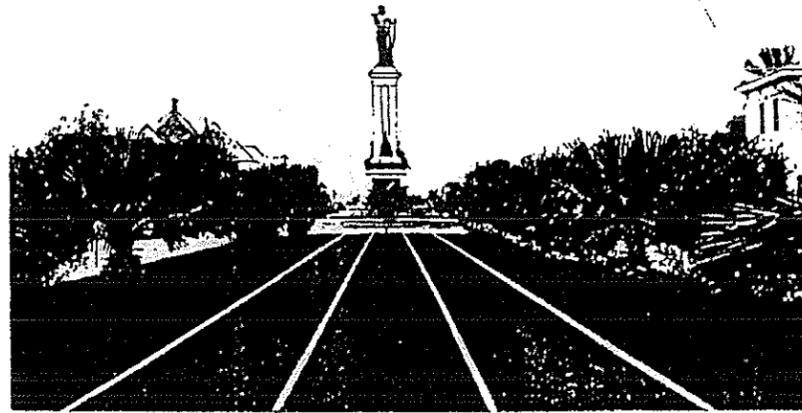
1865-1900

1865-1900: Still unpaved the boulevard develops as a "great street" with magnificent houses on the north side of the street and more modest houses and churches on the south. The heterogeneous development of residences and churches extends from 27th to 13th streets. St Mary's University is established and grows at 13th and Broadway.





Picturesque Broadway Boulevard, at 25th St., Galveston, Texas.



## 1840

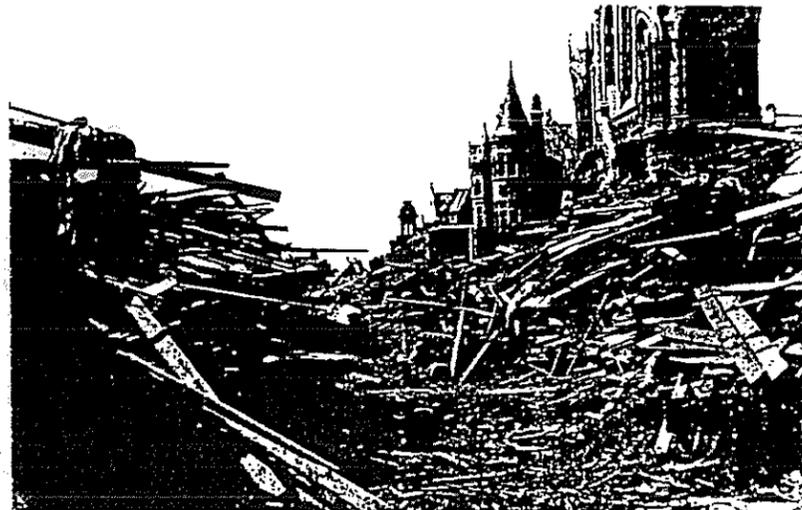
1840: Cemetery formed the western edge of the early town; later industrial growth and working class housing grew beyond that. A few enclaves of management houses dotted the area characterized by better construction and materials.

## 1870

1870: Street railroad charter granted (initially horse drawn trolleys, electrified in 1891) where middle 20 feet of 60 foot wide esplanade given as right of way. Remaining width of esplanade given over to residents and property owners to plant and maintain as they like ("to ornament with statues, vases and flowers.") The city would "enclose and protect" the plantings. Apparently few residents took up the offer.

## April 21 1900

April 21, 1900: Texas Heroes Monument erected on Broadway at 25th Street (Rosenberg). A posthumous gift of the Galveston philanthropist Henry Rosenberg.



## September 1900 The Hurricane

September, 1900: The Hurricane resulted in an overwhelming loss of life and property and spawned regrading and elevating of the Island City as well as the construction of the seawall.

# History and Evolution of Broadway

## 1904-1909

1904-1909: Following the years of regrading and elevating the island, Broadway is finally paved and a consistent approach to the planting of the esplanade is taken. The planting was financed through and carried out by the Women's Health Protection Association. Landscape planning at this point was done under the influence of the City Beautiful movement; esplanade planted with Live Oaks, Washingtonia Palms, and Oleanders. More and more grand houses established on the street. Interurban and its rail causeway built. Rail line down the middle of Broadway's esplanade enlivening the street. Lines turn north at Rosenberg.

## 1910 and After

1910 and After: Heavy rail, port related, commercial development continues at the west end of Broadway and the island.

## 1914

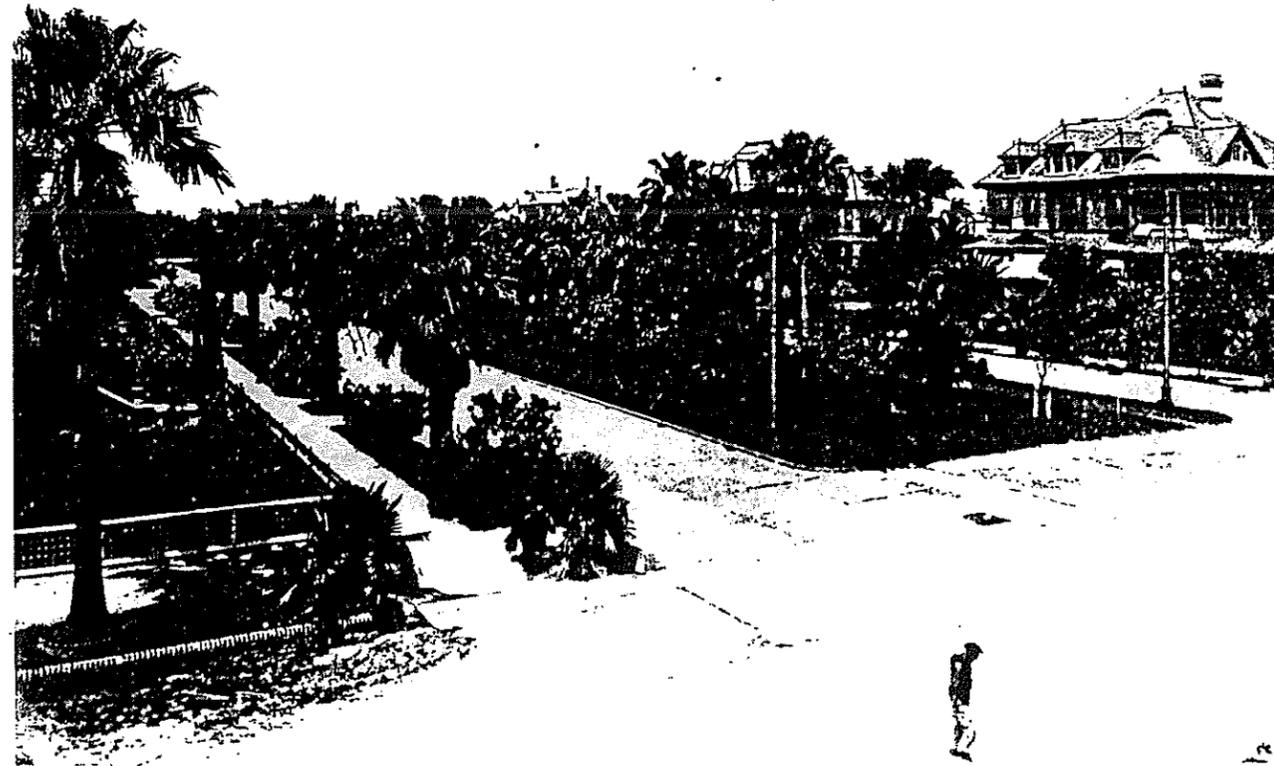
1914: Broadway ceremonially lighted. Consistent 150 foot wide boulevard established along length of Broadway.

## 1927

1927: Cotton Concentration Company Warehouses built on the west end of Broadway.

## 1940-1960

1940-1960: Deterioration, as Broadway evolves from a residential street to a commercial street oriented to "King Car."



## Fate of Famous Broadway Esplanade in Citizens' Hands

Heretofore presented in pictorial evidence of the great number of trees and the amount of shrubbery involved in the proposed Broadway widening plan, through the reduction of the esplanade.

Virtually every flowering palm tree, which has taken years to reach present proportions, and virtually every oak tree, most of them planted as memorials to World War I dead, would have to be removed.

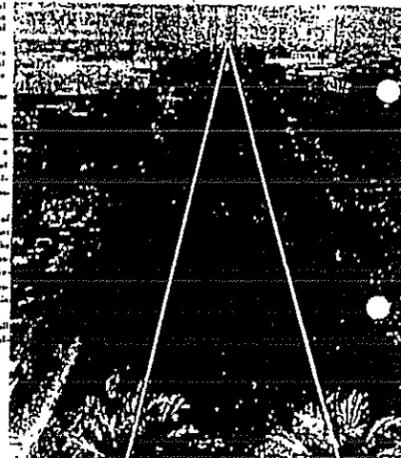
Many of the oaks would have to be removed, or trimmed back drastically, under the widening plan.

Proponents of the plan to widen Broadway by cutting the esplanade from 64 feet to 30 feet in width claim that half-way many of the trees will be replanted in the center but a specific explanation of how this can be accomplished without severe losses has been lacking. Actual experience in transplanting mature palms and other trees in Galveston show such transplantations have been failures in the majority of cases.

Under state highway department plans, the esplanade of Broadway would be reshaped, possibly stepped—which means bulldozers would be at work. Opponents predict that, in the event the widening plan is accepted by the citizens of Galveston in the opinion poll of Saturday, the bulldozers, in all likelihood, will do a good job of tearing up every foot of the esplanade. They say Broadway and the esplanade never again will be the same beauty spot and Galveston "trademark."

The question will be decided in the public opinion poll Saturday. The fate of esplanade is up to the citizens of Galveston.

Register your opinion Saturday.



This is Broadway from 11th street, looking toward the Texas House of Representatives. The lines denote how the esplanade is to be reduced.



1950

1950: Because of traffic problems, esplanade is reduced from 60 feet wide to 30 feet wide. After much public debate and opposition the narrowing proceeds with the major replanting and transplanting of the esplanade ensuing. Rail lines are abandoned.

1963

1963: Galveston and Broadway become connected to the Federal Interstate Highway system with the construction of the Galveston Bay "new" causeway and Interstate 45 from Virginia Point to Broadway.

1970-1974

1970 - 1974: Ashton Villa saved from demolition and restoration complete for public opening in 1974.

1971

1971: East End Historic District established as well as public attention to historic preservation.

1975

1975: Silk stocking precinct established.

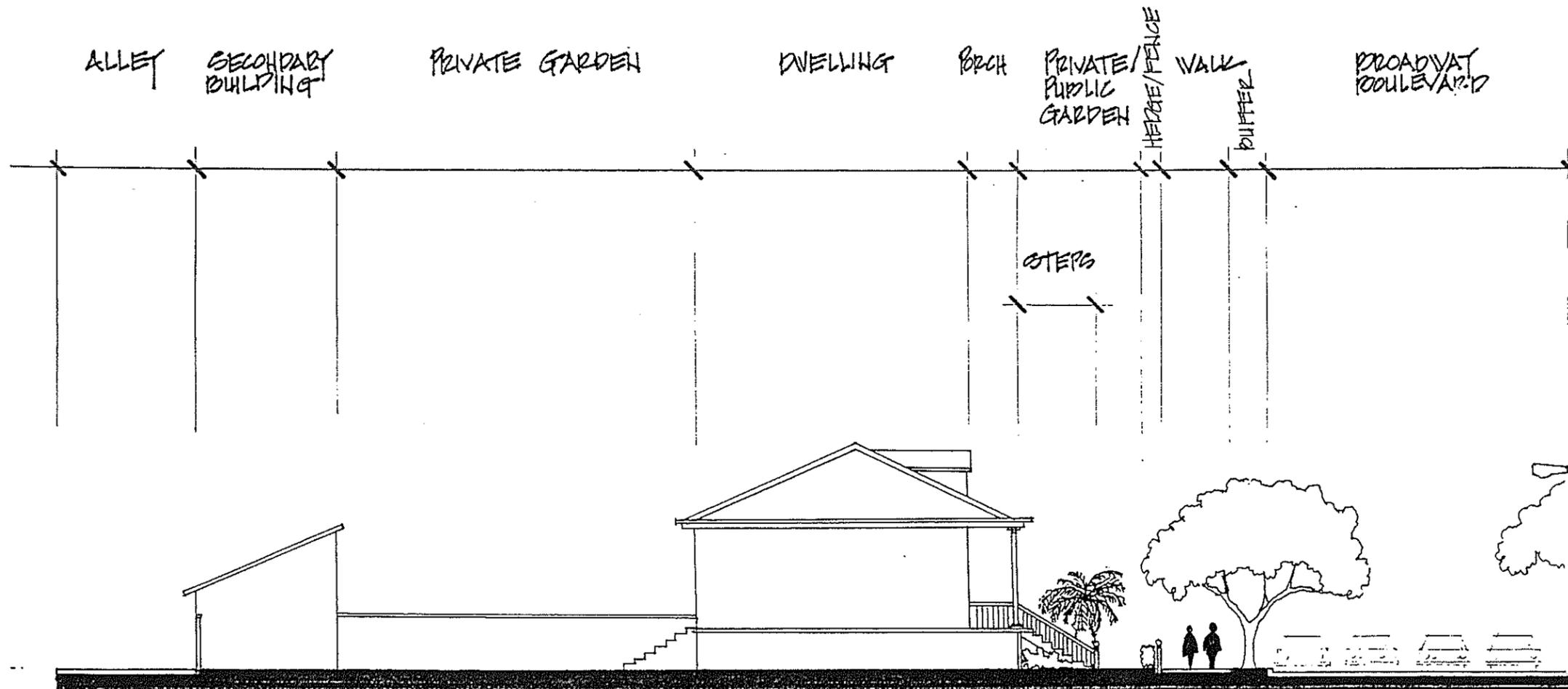
1985

1985: Broadway Beautification Committee established and together with the City of Galveston Department of Urban Planning commissioned Stanley Santara Group and consultant team members to undertake the Broadway Urban Design and Beautification Study.

# Patterns of Broadway

## Historic Order

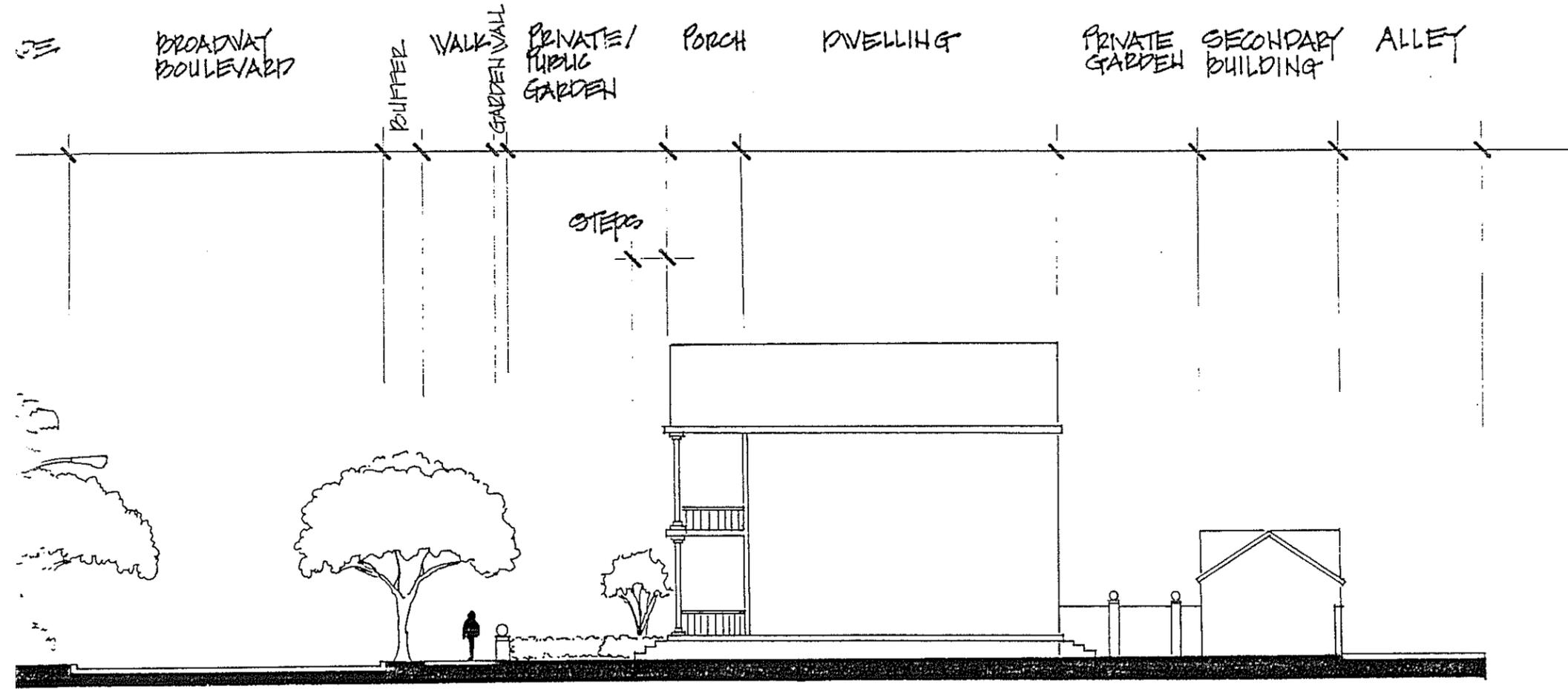
To a large degree the success of existing Broadway as a "place" is due to the cohesiveness of its historic development pattern. Intended for residential use the arrangement of open spaces and dwellings on individual lots reflects a simple sensibility indigenous to Galveston's cultural, environmental, and economic conditions in the late 18th and early 19th centuries. As noted in the section to the right Broadway is the focus of structures which oriented their public side to benefit from the Broadway address. The street itself and in particular the esplanade was an extension of the grounds and lushly planted with Live Oaks, Washingtonia Palms, Oleanders, and lawn. Although diminished in size from 60' to 30' the esplanade still serves as a lush garden continuum within the street. On street edges a constant 5' wide green buffer provides for an extension of esplanade plantings and separation of the pedestrian from Broadway's traffic. This buffer is a key in creating Broadway's image as a residential street. Moving out from Broadway are a series of spaces and elements that were basic to the historic life of Broadway's residents and that are today still vital in expressing the neighborly quality of the street. Taken together they represent the outdoor parlor of Galveston which includes the sidewalk, garden wall, front yard or public/private garden, steps and porch. This is where Galveston socialized, visited, and played. The generous sidewalk was the way to work, worship, shop, or socialize. The garden wall was the demarcation of public and private property. Passing through it one entered the front yard, a private garden public enough for the appropriate introductions and salutations, courting or chatting. The garden was the opportunity for individual expression and the opportunity to contribute to the aesthetic of the street. The steps and porch were functional as well as social necessities. Dwellings were elevated to guard against the flood potential and the porch became the ideal place to sit outside protected against hot summer's sun and frequent rains of this sub-tropical environment.



PUBLIC SPACE  
20' ALLEY X

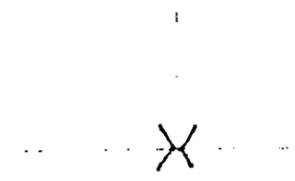
PRIVATE SPACE  
120' DEPTH X

BROADWAY



Socially the steps and porch were points of congregation and observance, the place to watch street life go by and take advantage of shaded southern breezes. The porch also represented the passage from exterior to interior space and point of entrance to a dwelling. The fabric of residential structures, punctuated by the great mansions and institutions along the street, created a scale of enclosure that is perceived but not overwhelming. These one to four story structures with their setbacks and gardens address the street in a manner that allows for a pleasant balance of architecture and open space. The result is Broadway's gracious garden ambiance. Behind the dwelling a back yard or private garden usually occurs, as well as carriage house, garages, or outbuildings accessed by alleys. The service function was intelligently removed from Broadway to permit a sophisticated separation of function and convenient access to and from the dwelling.

20.V.



PRIVATE SPACE  
120' DEPTH

PUBLIC SPACE  
20' ALLEY

# Patterns of Broadway

## Building Envelope

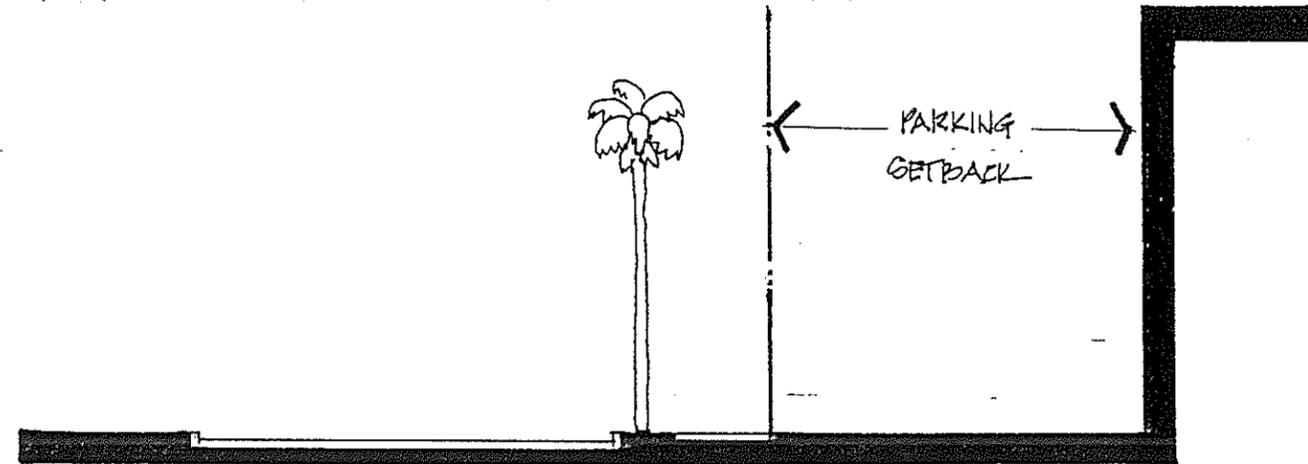
As Broadway evolved from a residential street to a commercial street the relationship of building to street changed. Two patterns emerged that have increasingly dominated the landscape of the street.

## Commercial Pattern

In response to automobile oriented commercial development a building's relationship to the street placed it in predominantly two positions on the site. (1) Buildings are set back from the R.O.W. line to provide parking for its patrons between the street/sidewalk and building. The result, prior to the City's landscape ordinance is generally an unbroken paved space from sidewalk to building, breaking the prominent historic order of the front yard garden. (2) Buildings are placed on the R.O.W. line with access and parking behind. This results in a real dismantling of the historic order when occurring in the context of the typical setback pattern.

## Storefront Pattern

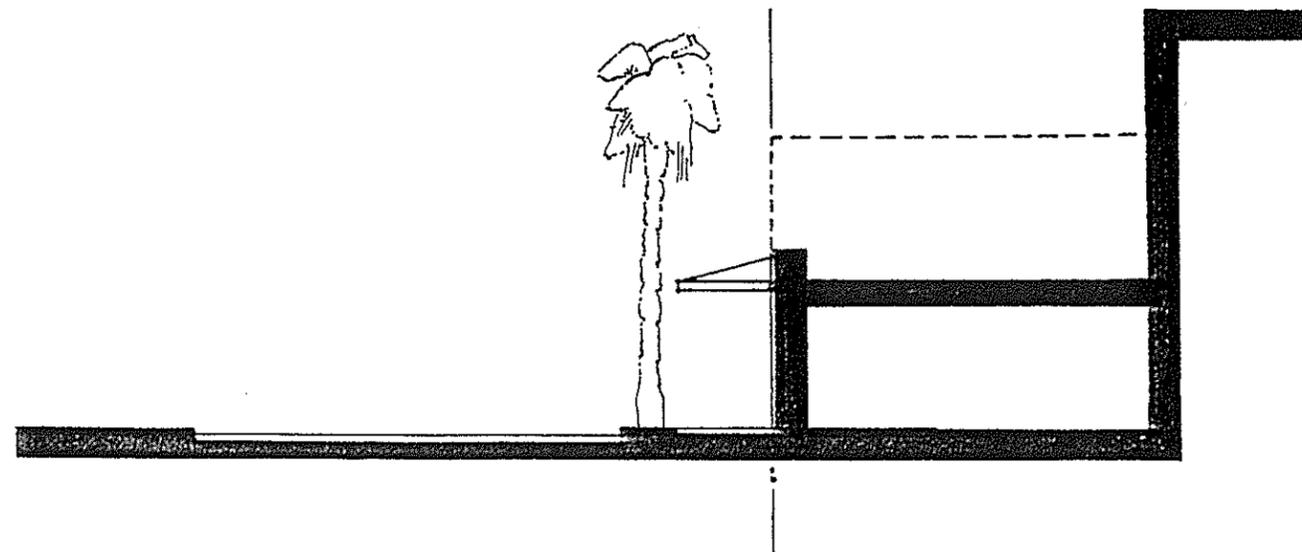
A special pattern or district, influenced by a small lot block type, along Broadway from approximately 40th Street to 59th Street, can be found that is unique in terms of the relationship of building to street. This storefront pattern is characterized by a series of shops/buildings placed on the R.O.W. with its entrance being from Broadway's sidewalk. With narrow frontages this series of Mom and Pop din stores services adjacent neighborhoods who may not have available transportation to travel and buy daily goods and services. Located within lower income areas this building type, usually no more than two stories and predominantly one story, is an important player in dynamics of Broadway's form. It responds to a special culture, and results in a unique commercial orientation to the pedestrian.



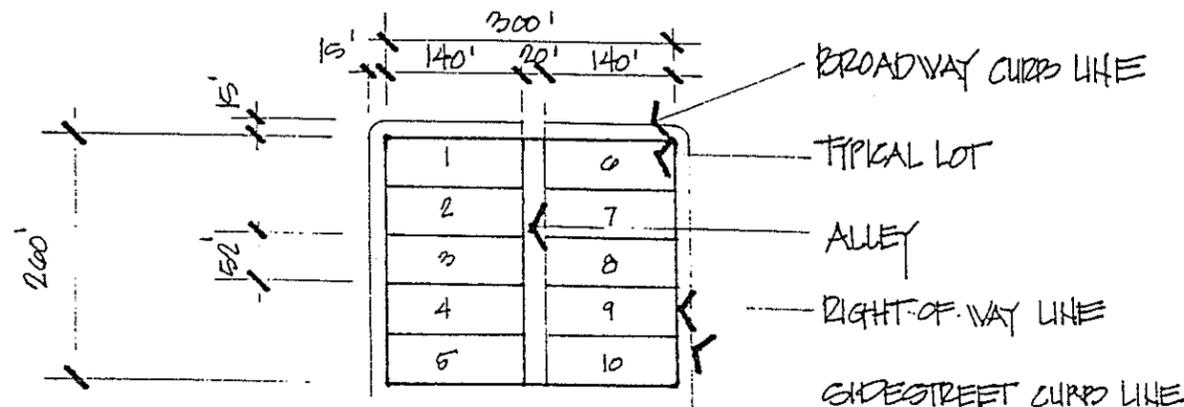
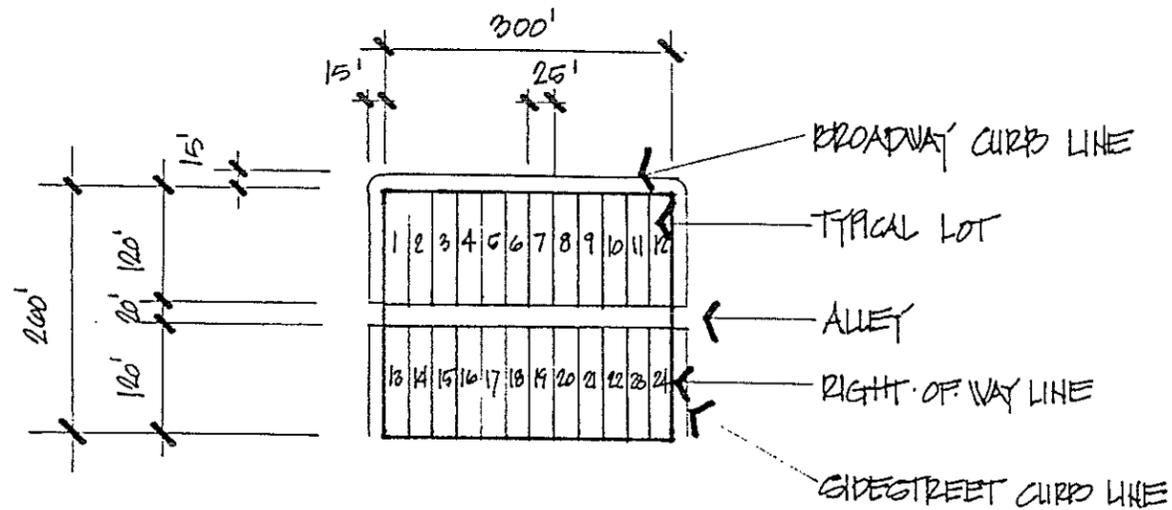
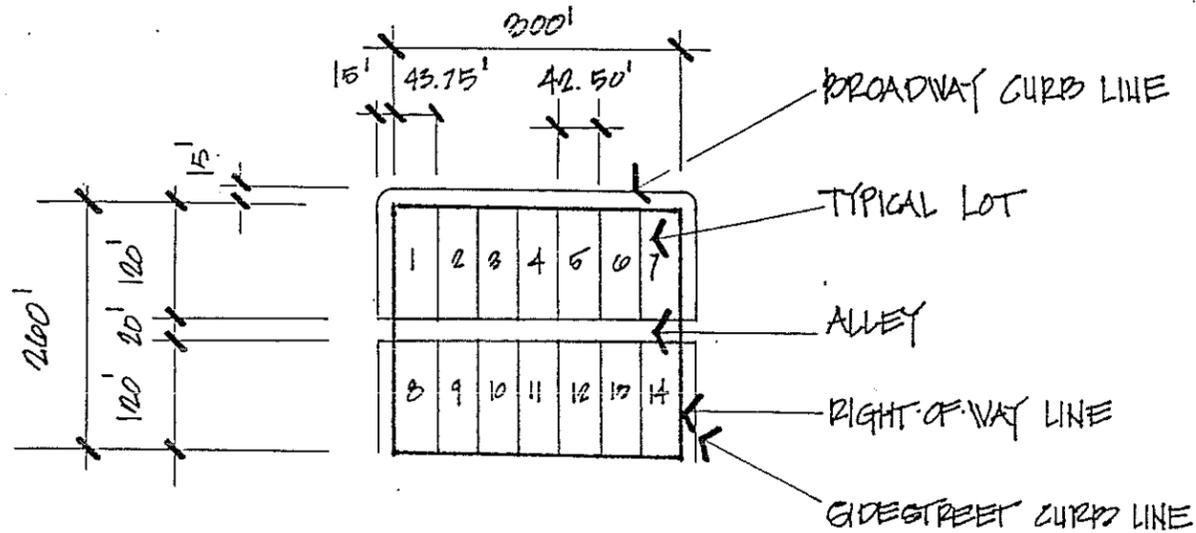
ESPLANADE

BROADWAY  
BOULEVARD

BUFFER  
SIDEWALK  
R.O.W.---



# Patterns of Broadway



## Block Geometry

With its center at the intersection of Broadway and 25th Street/Rosenberg (the Texas Heroes Monument), the city of Galveston is elegantly platted into a classic American grid pattern from 59th Street to the Seawall. The resultant blocks and lots along Broadway are of three types.

## Prominent Block Type

Includes 14 lots per block with narrow sides occupying the most valuable Broadway frontage. These approx. 42.5' wide x 120' deep lots are serviced by a 20' alley R.O.W. shared by lots fronting on avenues. While some lots have been joined or subdivided throughout time this 42.5' wide lot is the dimensional building block of the street. It is within this block and lot format that the historic order pattern, and residential building type, dominated and flourished. It is within this format that commercial development has also evolved and will continue.

## Small Lot Block Type

Originally located on both sides of Broadway from 40th Street to 59th Street their location is currently diffused from the joining of adjacent lots. This block type includes 24 lots per block with a narrow 24' Broadway frontage and 120' depth. Lots are backed by alley R.O.W. providing side street access to lots fronting Broadway and adjacent avenues. This narrow lot type spawned a building which expanded out beyond the traditional setback to compensate for the narrowing of the available property.

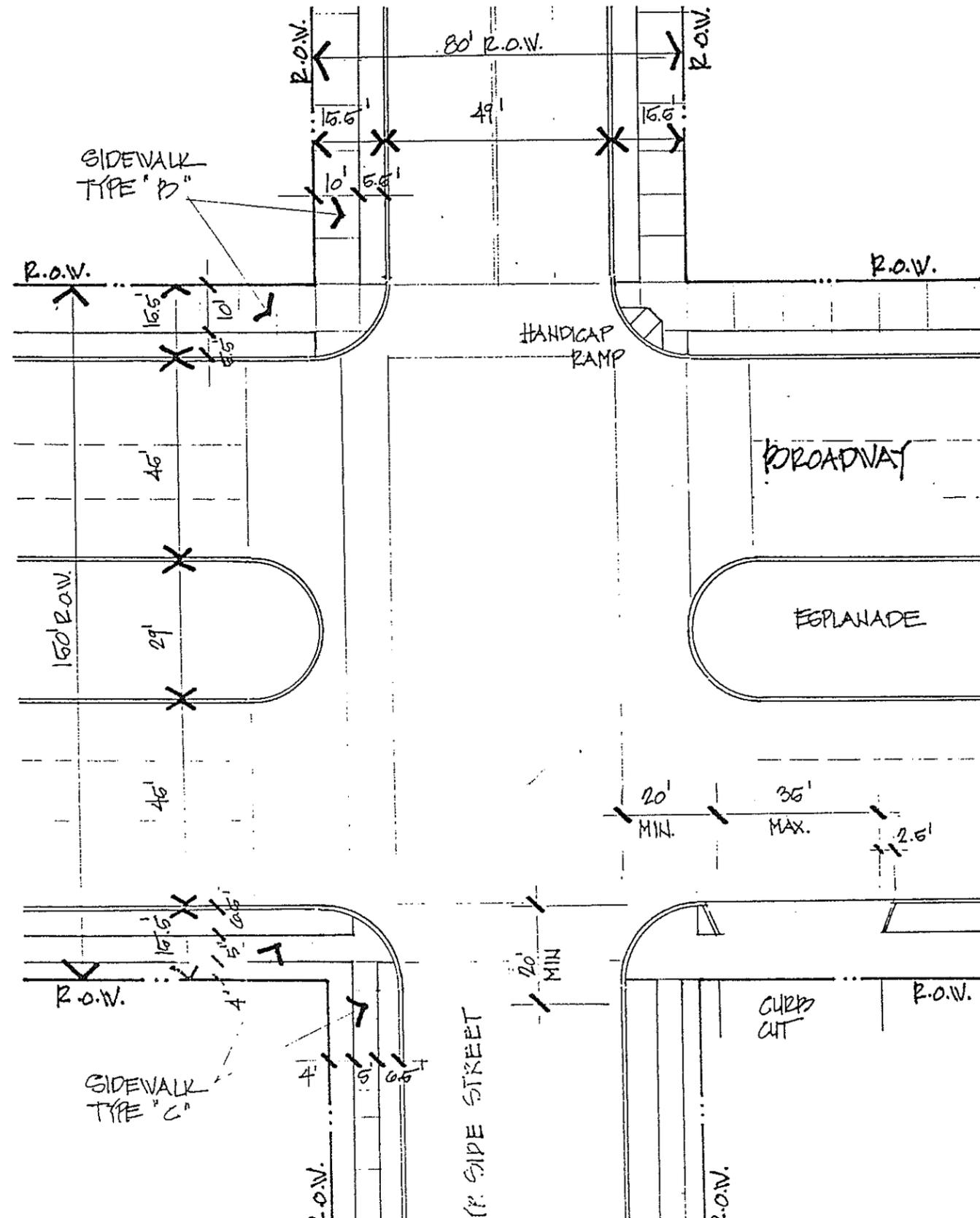
## Variant Block Type

Between 30th and 33rd Streets on both sides of Broadway block orientation shifts. While block dimensions remain 300' x 240' with the 300' frontage facing Broadway the lots are turned to orient to front side streets. The alley R.O.W. provides rear lot access from Broadway running north/south in lieu of the typical east/west. This is presumably intended to provide direct service access to the waterfront. The lot sizes increase to 52' x 140' and are dominated by residential use with some commercial use fronting Broadway.

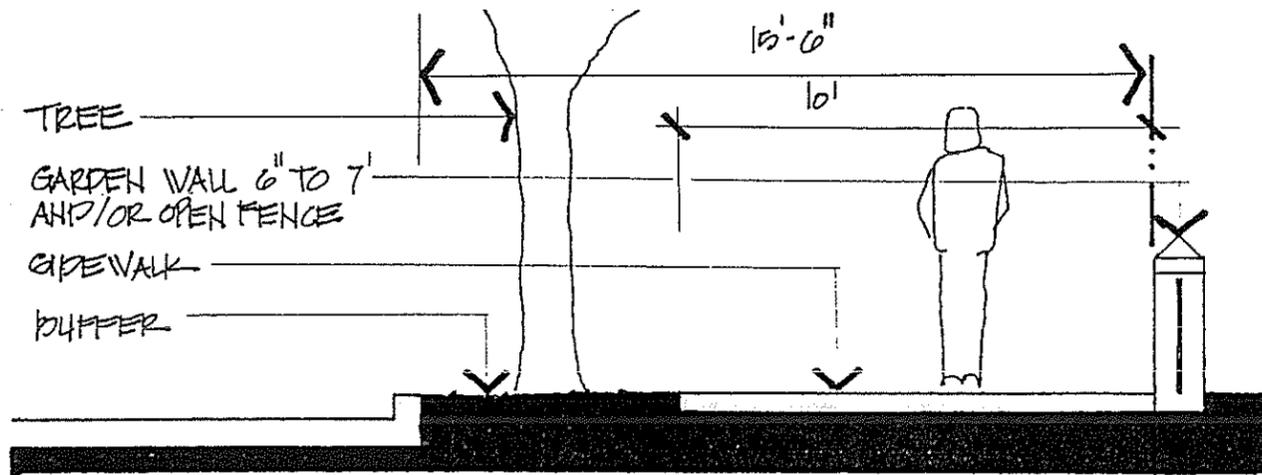
# Patterns of Broadway

## Intersections

With the various block types being separated by an 80' side street right of way and a 150' Broadway right of way, street intersections from 59th to 7th Streets, excluding 25th Street take on a typical pattern as shown in diagram to the right. Pedestrian space is typically 15.5' from R.O.W. line to curb along both Broadway and side streets. The resultant street width provides for a 45' vehicular pavement section for Broadway in each direction separated by a 30' wide esplanade, (originally 60') and a 49' wide pavement section for side streets. Handicap ramps while required, are inconsistent and, (in many locations), encumbered by an old storm drainage system that has street paving spanning an open ditch at radiuses. Curb cut locations along Broadway are a problem in terms of frequency, size, and location. Currently curb cuts are permitted anywhere within 20' of a street intersection in either direction.

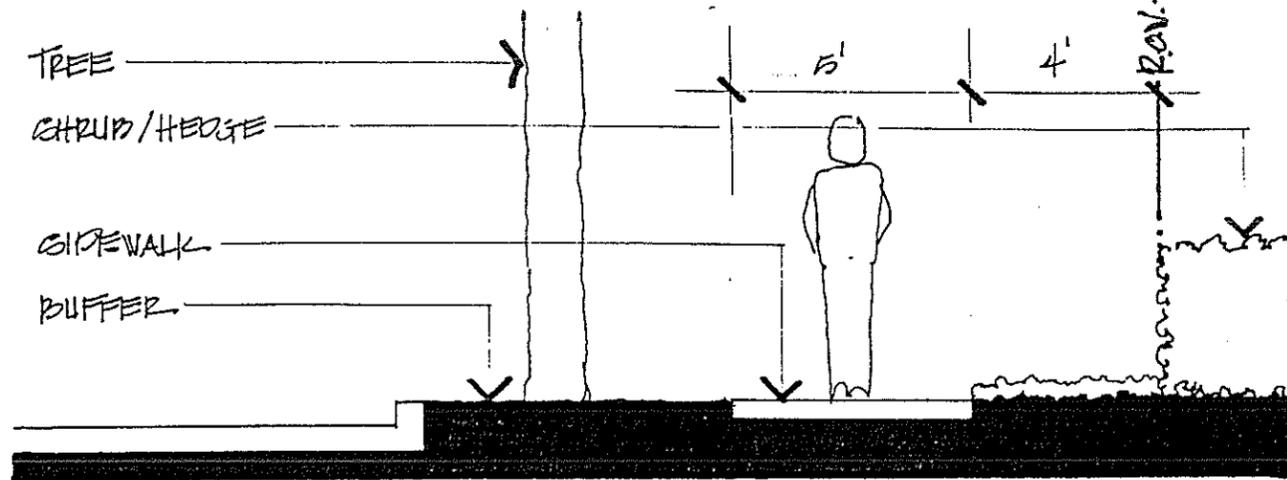


# Patterns of Broadway



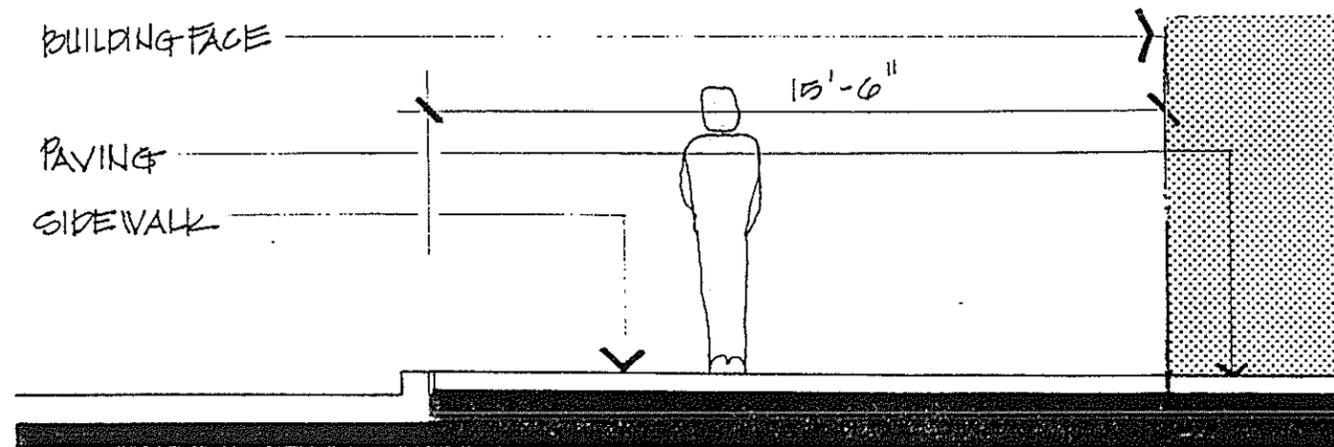
## Sidewalks and Street Edges Type "A"

This predominant sidewalk system occurs along most of Broadway, along 25th Street, and some side streets. The composition of garden wall or hedge as private property definition, a 10' wide sidewalk, and 5.5' wide green buffer between sidewalk and street together create a gracious promenade unique to Galveston and important to Broadway's ambiance.



## Type "B"

Occasionally found on Broadway but prominent along side streets is this more modest contemporary sidewalk system positioned between R.O.W. and curb.



## Type "C"

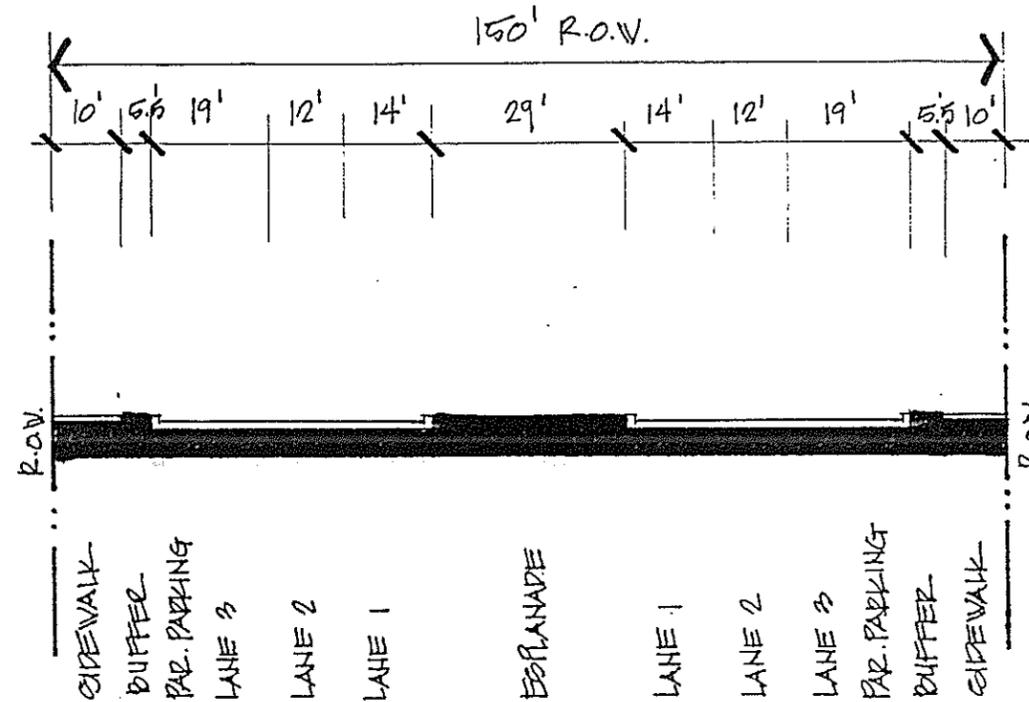
Characteristic of auto related commercial or storefront commercial development pattern is the sidewalk that is paved from R.O.W. to curb. While, perhaps less costly to install and maintain, this creates an unsettling interruption of Broadway's simplicity and buffer, diffusing the garden ambiance of the street. It is an apron to a building instead of the originally intended promenade.

# Patterns of Broadway

## Streets

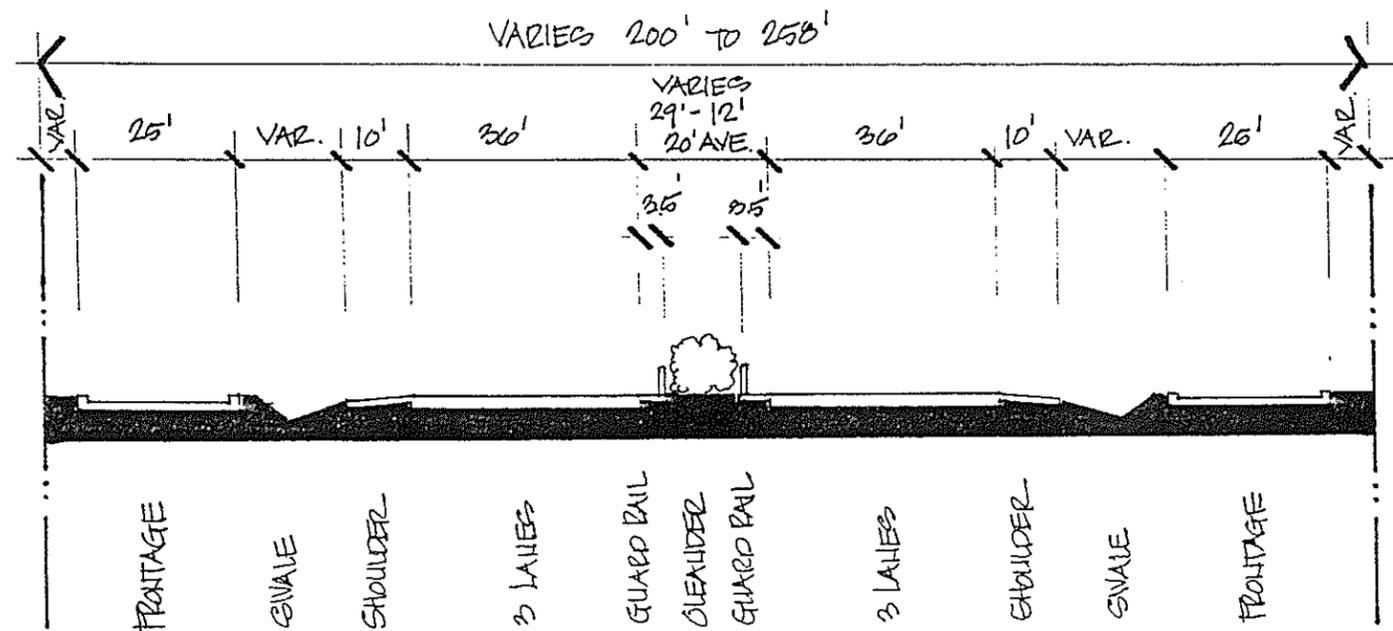
### Broadway Existing Section 6th Street to 59th Street

Within its city owned 150' R.O.W. Broadway's street pavement section includes three lanes in both the east and west directions separated by a 30' wide esplanade. The outside lane is used for both moving traffic and parallel parking. Streets drain from the esplanade to the outside curb. On average Broadway will carry, at 35 mph, 20 to 46,000 cars per day with a summer seasonal increase of approximately 10%. Street installation, maintenance, repair, and upgrading is the responsibility of the State Department of Highways and Public Transportation. Installation of traffic signaling and signage is the responsibility of the S.D.H.&P.T. and maintenance is the city's responsibility. Street lighting installation is a shared cost between the S. D. H. T. and the City of Galveston who is also responsible for lighting maintenance.

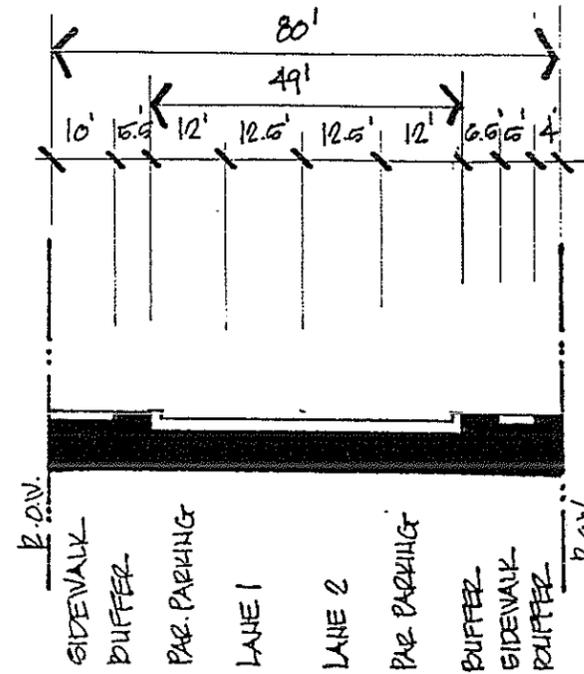


### Broadway/Interstate 45 Existing Section 61st Street to Causeway

A federally aided highway (with a 200-250' wide R.O.W.), I-45 is managed and maintained by the State Department of Highways and Public Transportation. The highway consists of three lanes in each direction separated by a median that varies in width from 12-29'. A point of pride, the median is consistently planted with Oleander providing a delightful color display throughout the summer months. The highway and frontage roads drain from the inside edges to open swales in green space between the highway and frontage roads. The highway will carry at 55 mph an average of 58,000 cars per day which will increase seasonally.



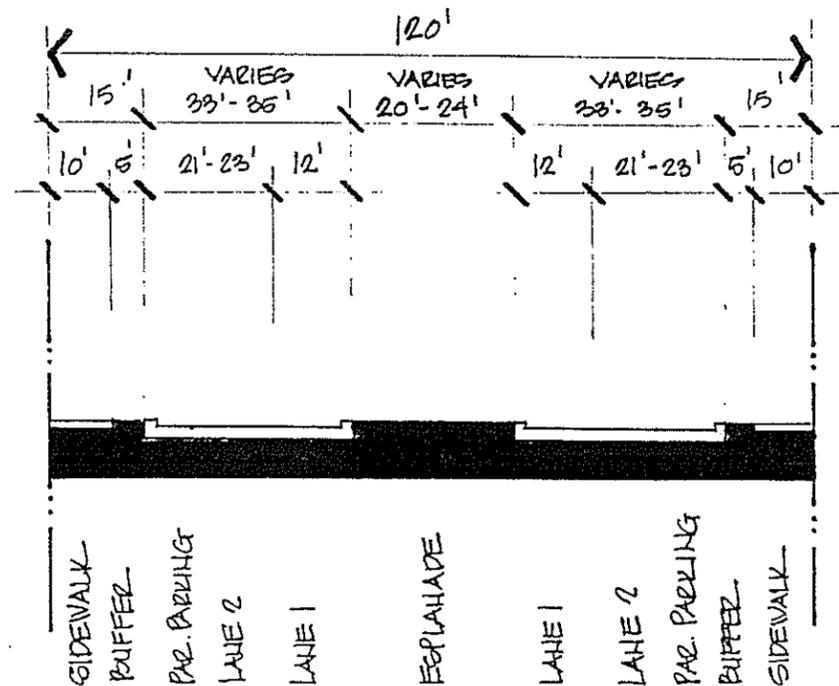
# Patterns of Broadway



## Streets

### City Street Existing Section

These are the city's numbered streets running north/south intersecting with Broadway. Within its city owned 80' right of way a typical side street's pavement section is 49' back to back accommodating two way traffic as well as parallel parking and/or left/right hand turn lanes. The street is crowned to drain from center to edges. Street maintenance and repair is the responsibility of the City.



### 25th Street/Rosenberg Avenue Existing Section

This is the primary north/south artery crossing Broadway, point of beginning of the city grid and location of the Texas Heroes Monument. Within its city owned 120' R.O.W. 25th street's pavement section includes two lanes of traffic in each direction separated by an esplanade varying in width from 20-24'. The street also incorporates tracks and access way for Galveston's trolley, connecting downtown to the Seawall. The outside lane accommodates both moving traffic and parallel parking. The street drains from esplanade to the outside curb. On average 25th Street will carry approx. 6-10,000 cars per day. Street maintenance and repair is the responsibility of the City.

# Patterns of Broadway

## Esplanade Planting

Broadway's 30' wide esplanade is unquestionably the street's greatest asset. This green continuum that extends from 59th Street east to 6th Street creates and substantiates Broadway as a grand avenue, and Broadway as a garden street. Its simplicity of form, repetition, and design is the hallmark of the street. Although its materials remain constant, their arrangement has slightly varied with time and site conditions. The following describes its various arrangements.

### Prominent Pattern

The alternating use of Live Oak trees and Washingtonia Palm trees is Broadway's, and consequently Galveston's, environmental signature. Interspersed between trees are Oleanders, the adopted symbol of Galveston. The ground plane is lawn that due to shading from maturing trees and wear is in need of repair. Street lights occur within each esplanade at ends and middle. Their effectiveness is currently being diminished by the natural maturation of the trees.

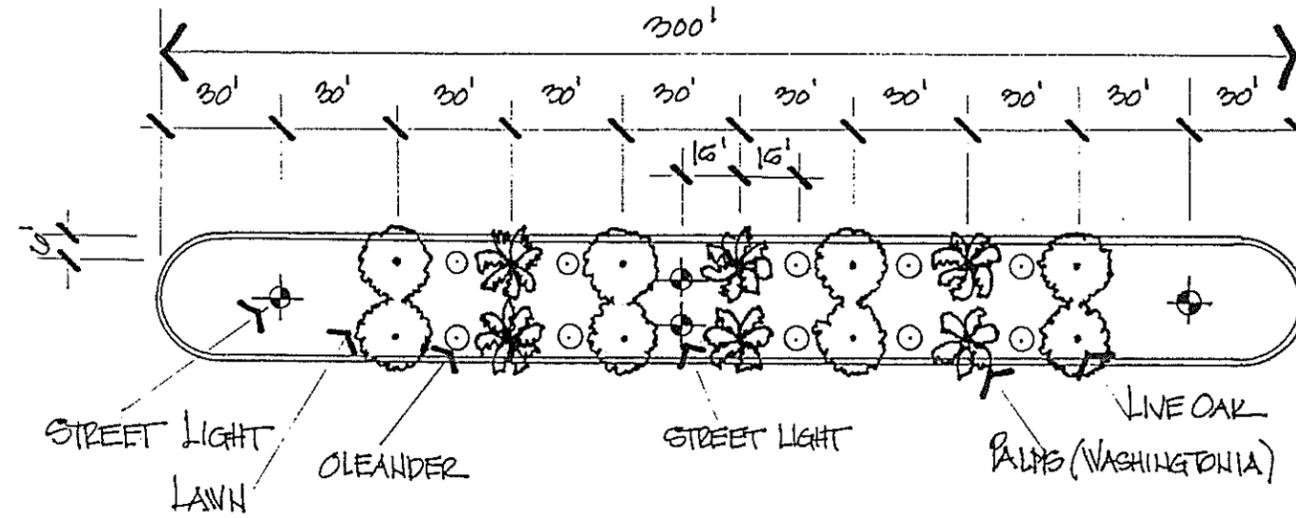
### Secondary Pattern

Within Broadway's Historic District the planting pattern was condensed. The close spacing of the typical Live Oak, Oleander, and Palm alternating palette created a competition between plants that has resulted in some die out and consequent pattern interruption. In several cases the esplanade is planted with only Live Oak at this condensed spacing.

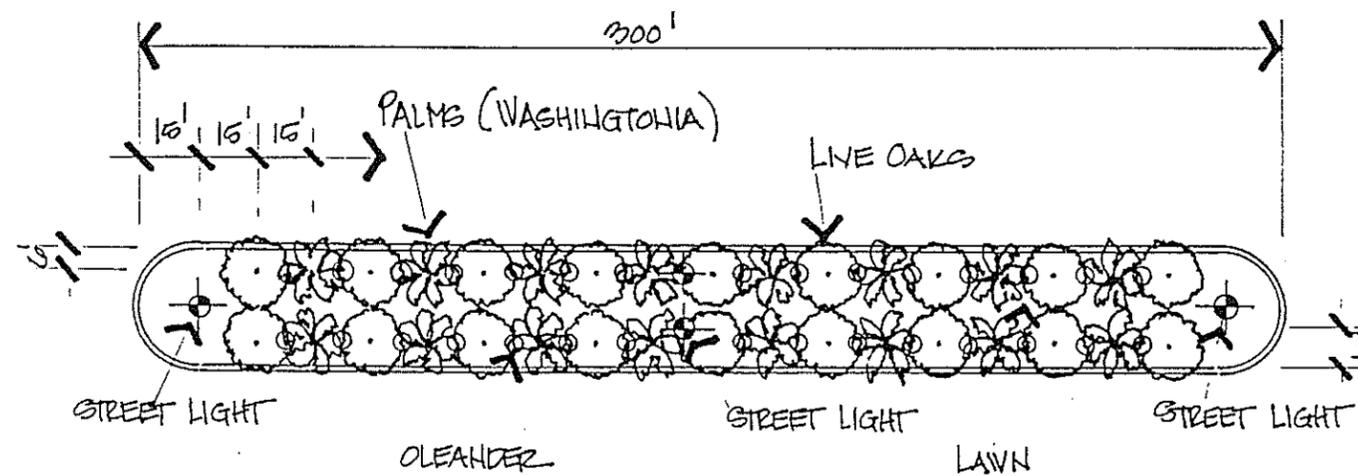
### Tertiary Pattern

By design or out of climactic necessity, i.e. salt spray, winds, ground water, etc., a series of esplanade segments, approaching the Gulf of Mexico, changes from the typical pattern to one of Washingtonia Palm and Oleander only. The Live Oak is not included. Although it breaks the esplanade continuity this pattern has adapted to its condition and is a successful announcement of a person's approach to the Gulf of Mexico.

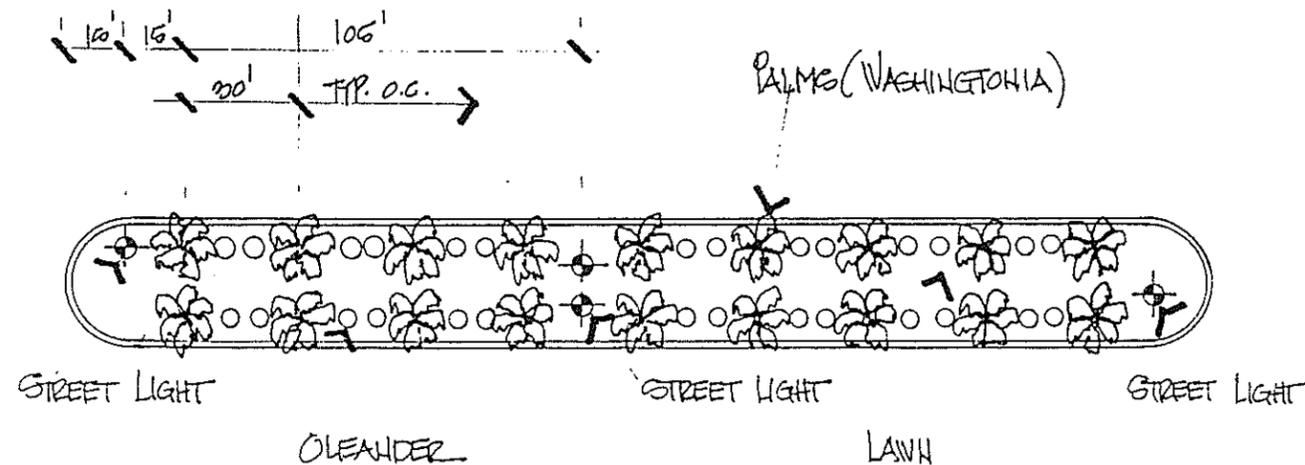
Prominent



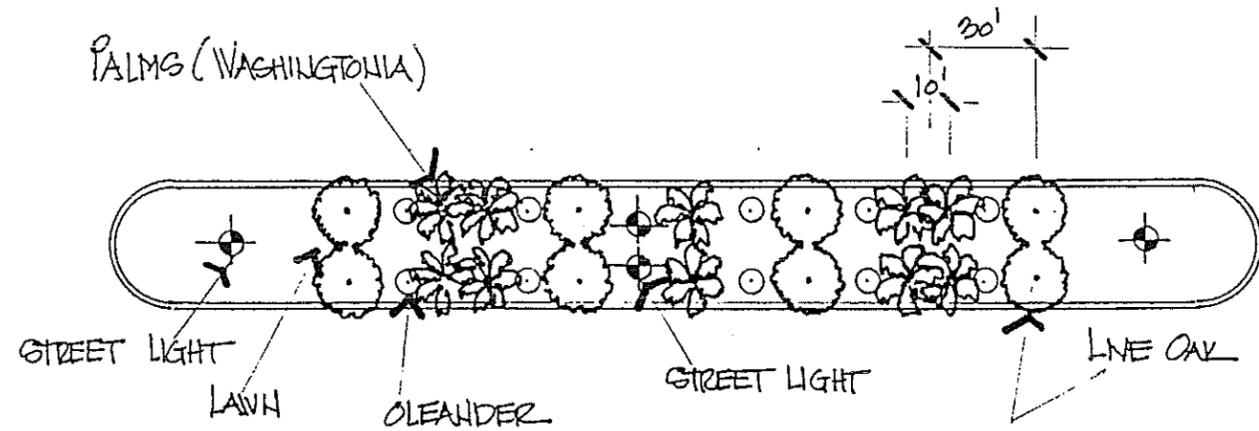
Secondary



Tertiary

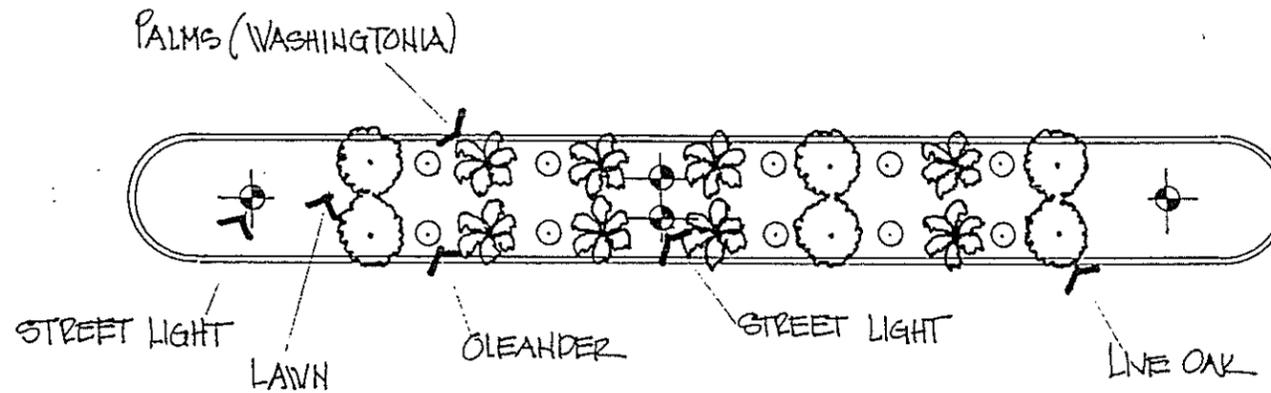


# Patterns of Broadway



## Variation A

Either purposely or out of availability the prominent alternating pattern of Live Oak, Palm, Oleander was occasionally modified as shown to the left. This pattern is most frequent west of 27th street.



## Variation B

Almost certainly done through availability or cost concerns this pattern maintains the prominent 30' spacing but uses the Palm in lieu of Live Oak. This pattern is most frequent west of 27th Street.

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# Urban Design Directives

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## Process

The following Urban Design Directives are organized as Issues and Notions. They will coalesce understandings of purpose, goals, history, and physical pattern and formulate them into key urban design issues. The issues are in a sense problem statements resulting from the wishes of the community and analysis of its urban systems and characteristics. The issues are identified from observations of the positive things about Broadway to be enriched, and the negative aspects of Broadway to be improved. Abstracted from each issue or problem statement is its notion or recommendation. These recommendations are really the opportunities for the improvement of Broadway. Isolated as individual ideas they become the Urban Design Directives that, when applied to the site, will become the building blocks for the Broadway Development Area Master Plan.

*"Broadway needs to express a sense of Direction for the City"*

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## Content

The following issues and notions are the Urban Design Directives for the Broadway Development Area. Their order begins with macro-issues of the project area and continually focuses on individual urban elements or systems. The issues are:

1. Sense of Place
2. Image of Place
3. Sequence
4. Identity
5. Orientation
6. Expression
7. Context
8. Automobile Management
9. Definition
10. Hierarchy
11. Signage

## Sense of Place

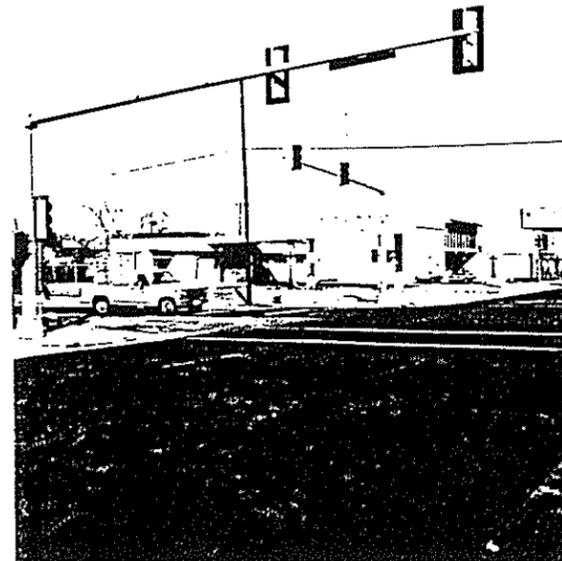
Sense of place is defined as the creation of a clarity of structure and vividness of identity that enables the enhancement of every aspect of human activity, culture, historical tradition and natural setting to be legible.

The Broadway corridor is graced with several elements that begin to establish a sense of place. They include:

- a. The beginning and end, entrance and exit function of Broadway as the main conduit for people's perception of Galveston Island. Few cities can boast of the fact that a national interstate highway begins and ends in its city and that it does so with the ceremony of the Gulf of Mexico at one end, and a bridged bay crossing at the other.
- b. The presence of some of Galveston's most historic and notable constructions, such as the Texas Heroes Monument, Ashton Villa, Sealy House, Moody Mansion, the Bishops Palace and the Cotton Concentration Company warehouses.
- c. The richness of setting, and residential quality of the street that has been derived from Broadway's historic order. Concentrated from 11th to 19th Street its influence extends west to the cemetery at 40th Street.
- d. The patterns and lush quality of plantings along and within Broadway. These plantings clearly communicate its tropical, romantic island quality and symbolize the garden nature of the city.
- e. The West Bay, Offatts Bayou, and Gulf of Mexico water bodies. All are visually delightful, economic and recreational natural assets that express the physical boundaries of the island city.

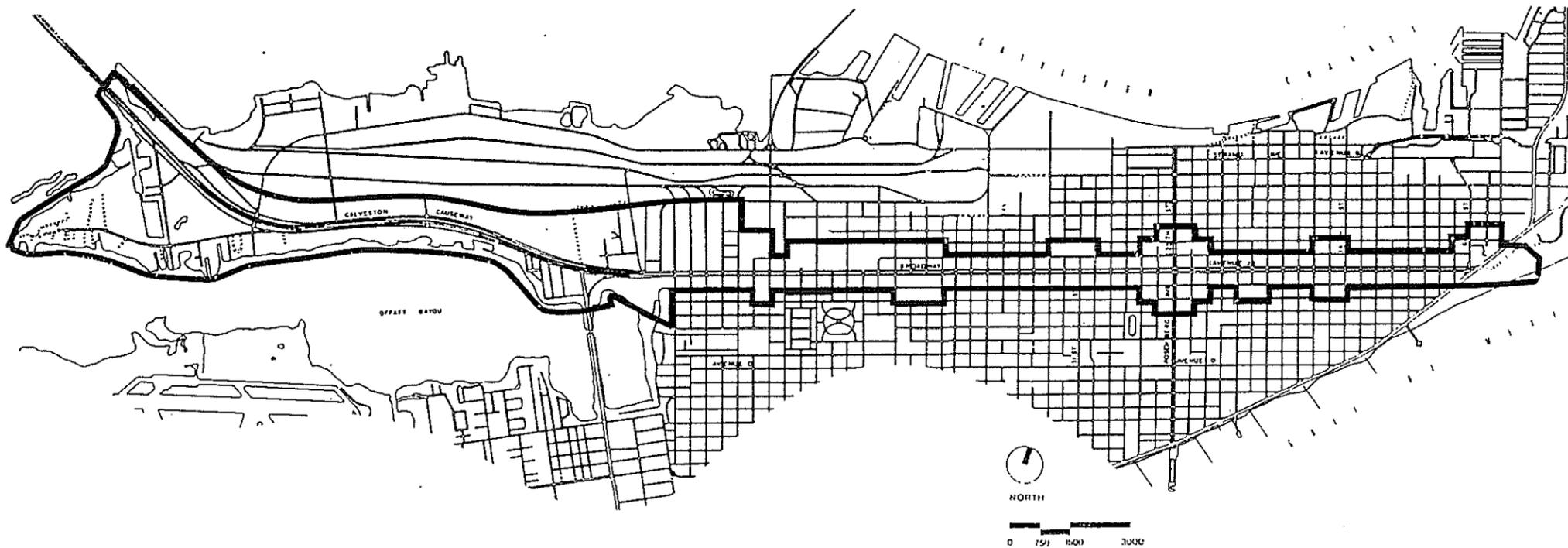
Broadway's sense of place also has its distracting conditions that dilute its ability to be clearly perceived and enjoyed. They are:

- a. Contemporary, generic development along Broadway that doesn't respond to the historic order of development.
- b. Visual clutter in terms of ancillary elements associated with private development that express a chaotic character to the street.
- c. The lack of continuity in key elements along the street such as edges, curbs and plantings.
- d. A wide variety of permitted zoning and land uses without enforceable design and development guidance.
- e. The limits of the Historic District which preserves Broadway's historic fabric.



## Development Area

The primary step in creating and assuring a sense of place is to define its existence as a place. To respond to this need the creation of a development area is a necessity. The development area is seen as a legally and physically defined area which establishes guidance in terms of planning, development, and design. Its boundaries should respond to the physical, visual, and spiritual limits of Broadway's influence and be responsive to master plan recommendations and their impact on adjacent areas or neighborhoods. Within these boundaries the development area should respond to particular districts and zones to assure a sensitivity to the area's diversity.



59 57 46 43 40 36 33 27 25 23 20 12 6

## Image of Place

The image of a place has to do with the art of a person's observation of and reaction to a setting. The image then is the mental picture created by the shapes, colors, and arrangements of objects and characteristics of the environment. The legibility of the character of a place can dramatically heighten its image and usefulness as an environmental mental picture.

The Broadway corridor has the basis for the creation of two different image areas:

A. Highway corridor, Causeway to 59th Street characterized by:

1. Proximity to Offatts Bayou physically and visually.
2. Large tracts of land undeveloped or sporadically developed, mostly highway oriented.
3. Bayside or resort quality of development along Offatt's Bayou.
4. Large percentage of the area remaining in a natural state including highway right of ways.
5. The tremendous presence of water and sky with little interruption by built elements.
6. Casual nature of plantings, lushness of the Oleander median, presence of fresh and salt water marshes.

B. Urban corridor, 59th Street to 6th Street characterized by:

1. Disciplined organization of the city grid and block geometry.
2. Density of lot parcels, and concentration of development.
3. Commercial prominence of land use along Broadway.
4. Density and presence of Historic Galveston and seaside community residential/commercial areas.
5. Presence of street life and activity both of a tourism and commerce nature.
6. The orderly and planned arrangement of plantings in the esplanade and along streets.

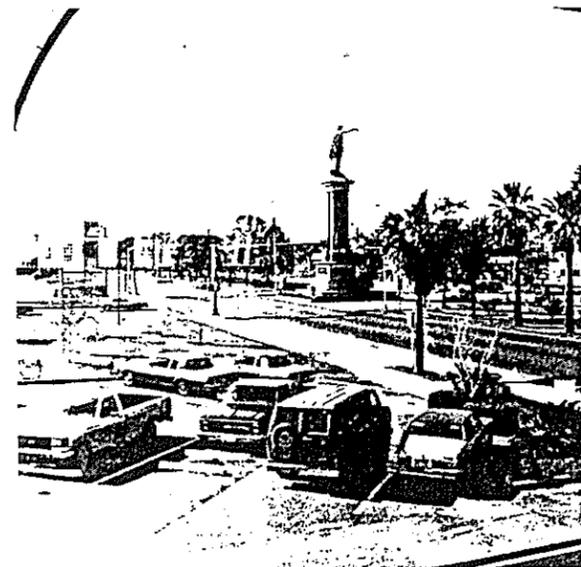
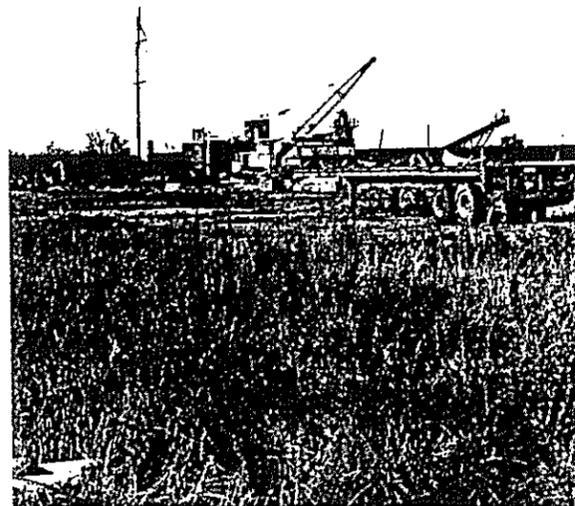
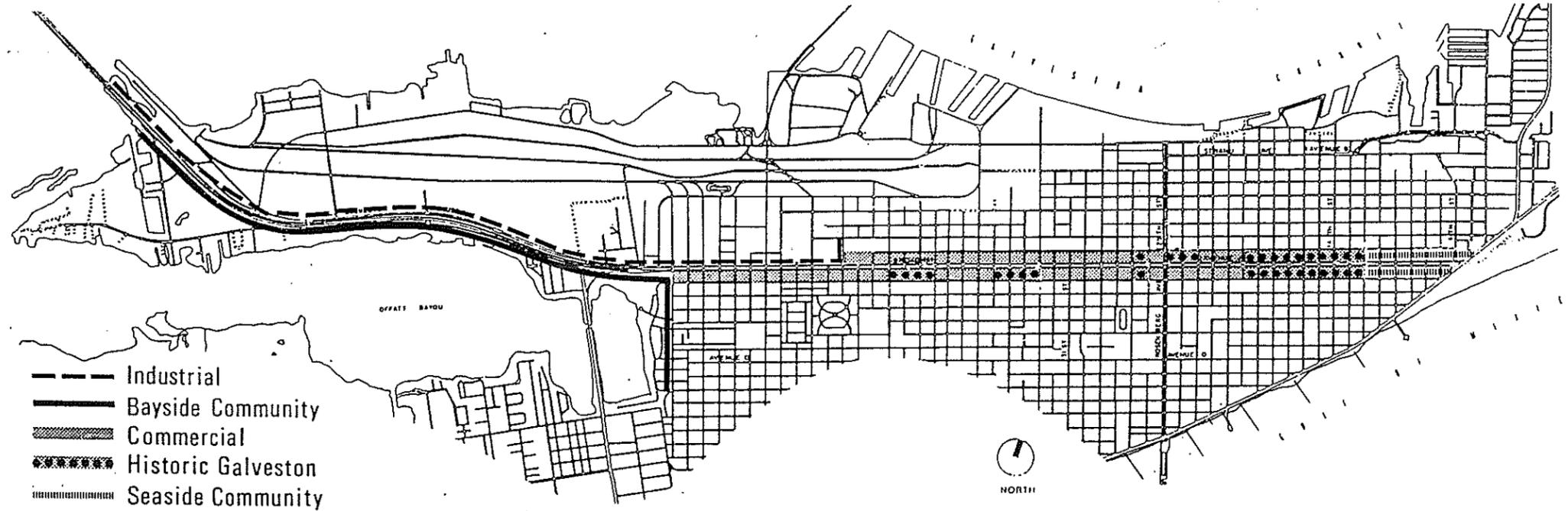
Unfortunately the Broadway corridor also includes conditions that detract from the legibility of these two image areas. They include:

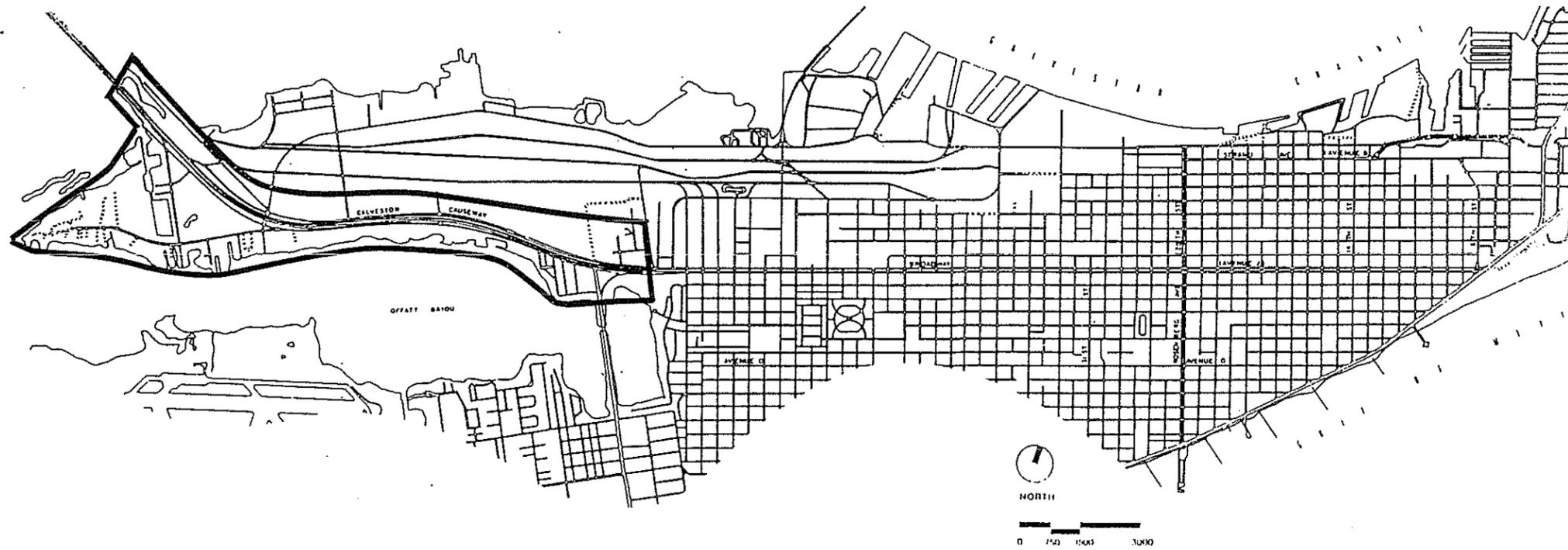
A. Highway corridor, Causeway to 59th Street.

1. Visibility of industrial uses on the north side of I-45.
2. Limited visual and physical access to Offatt's Bayou.
3. Overbuilding of parcels creating an image of density without balancing open space.

B. Urban Corridor, 59th Street to 6th Street.

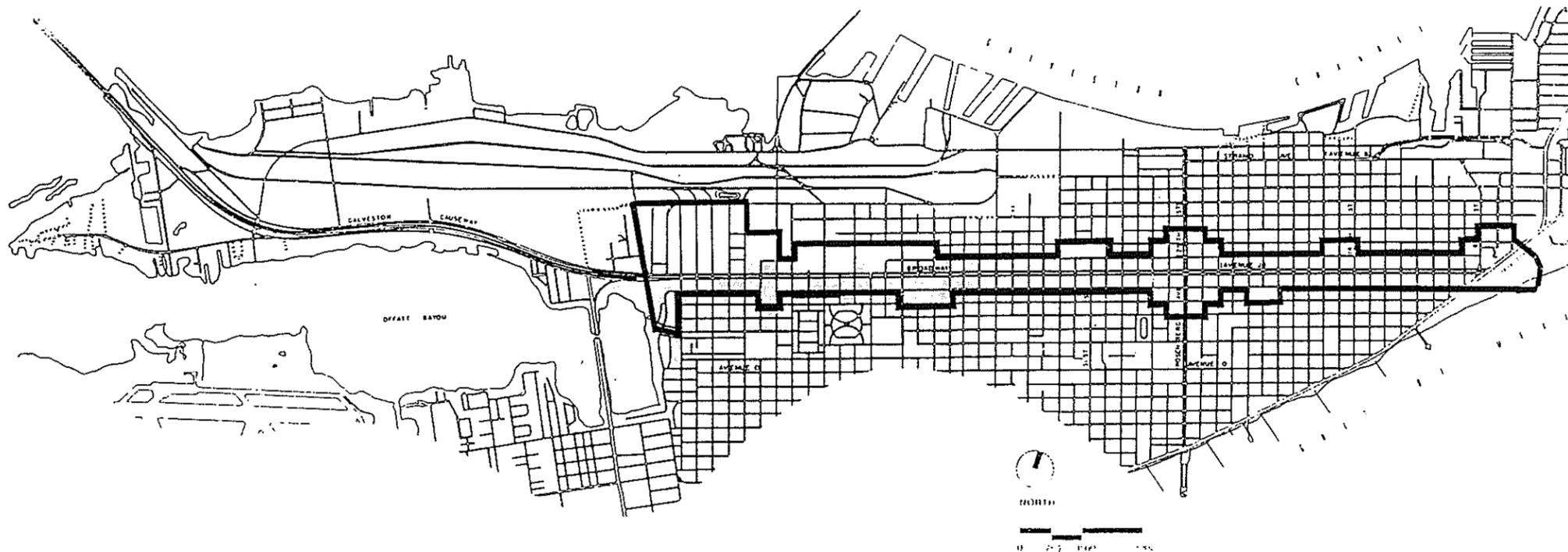
1. Departures from city grid, block geometry and lot pattern disrupting the fabric established by the historic order of development.
2. Great amount of unbuilt or vacant space.





## Parkway Image Area

From the Causeway to 59th Street is a portion of the Broadway Development Area that has the opportunity to take advantage of an abundance of visual and physical natural resources. With an appropriate balance of developed and open space this area achieves the image of a park that people drive through, live, work, shop and recreate within. Compatible with the existence of large open tracts and the necessity to respond to the speeds and distances of a highway environment, the parkway can provide an environment to enhance the image of the city, quality of life of its inhabitants and the sensitive ecology systems within it.



## Broadway Image Area

From 59th Street east to 6th Street is a portion of the Broadway Development Area that has the opportunity to flourish and communicate itself as an urban environment. This image of urbanity is not one of a central business district, but one based upon the historic order or development pattern that gives Broadway its own special character and ambiance. This is a genteel urbanity closely associated with the street's residential beginnings and human scale. Its real urbanity will derive from the density and health of development, a respect for the existing city fabric, repetition of block geometry, expression of cultural variety found along the street, the enhancement of street life in a commercial, recreational, and entertainment sense, and a quality of architecture that maintains a reference to historic Galveston not in style but in scale and format.

## Identity

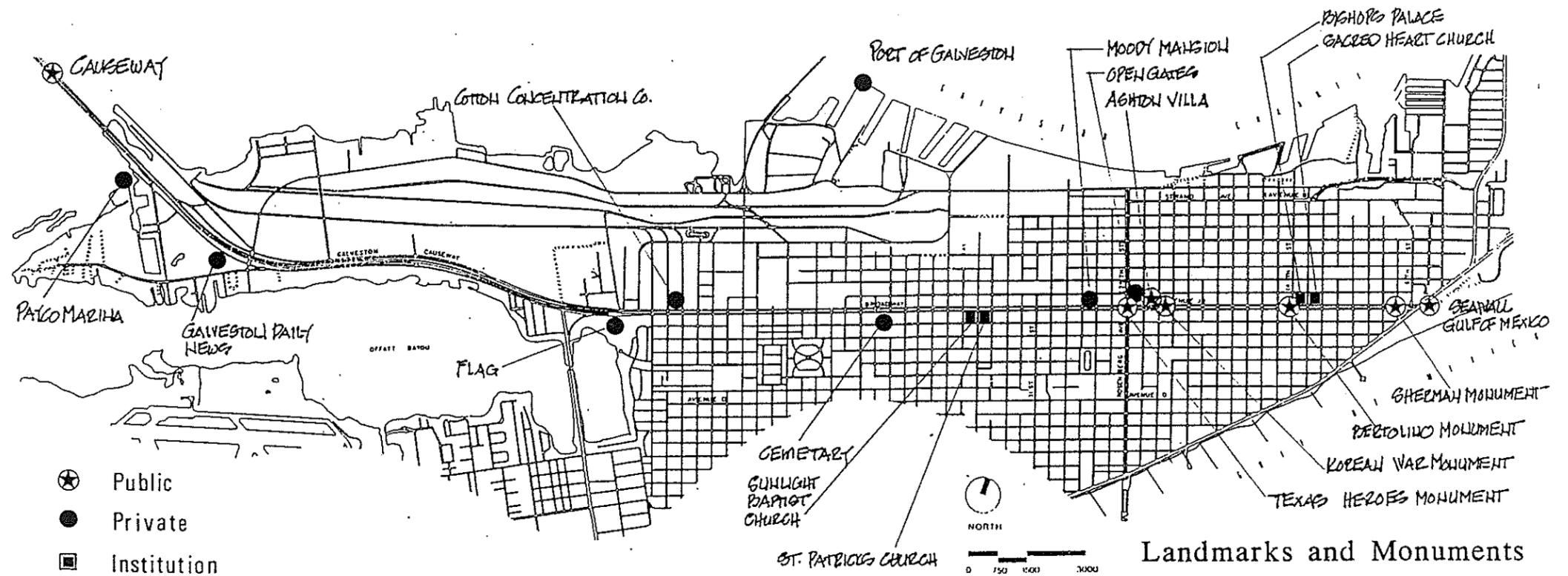
To create individuality and reinforce an environment's structure, in terms of sense and image of place, meaning, and sequence, is the role of identity in an urban environment. Distinction from other environments is a vital clarification that will enable Broadway to develop a special personality derived from special qualities that are inherent.

Broadway has existing elements that are strong communicators of identity. They include:

- a. The Texas Heroes Monument and the other public monuments placed in Broadway's esplanade.
- b. Privately held structures and places, such as the Teichman's Point Marinas, Galveston Daily News Building, the Cotton Concentration Co. Warehouse Walls, the cemetery, and the Moody mansion.
- c. Institutional structures such as churches, the Bishop's Palace, Open Gates, and Ashton Villa.
- d. Natural environmental features such as Offatts Bayou and the Gulf of Mexico.
- e. Man-made environmental features most noticeably the I-45 median and Broadway esplanade, both planting patterns of Oleander, and Live Oak/Palm being living signatures for Broadway.

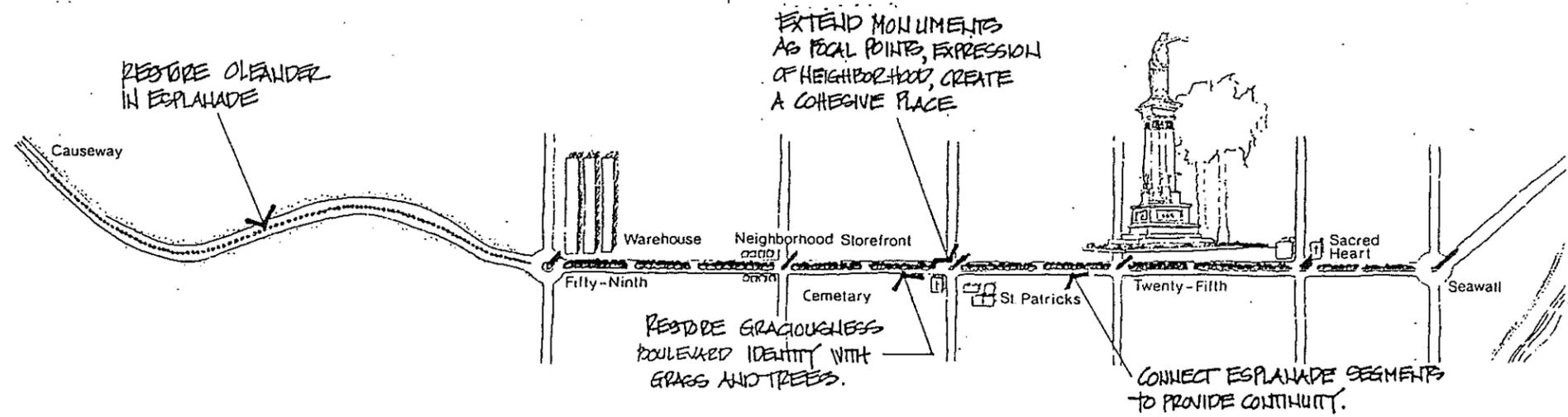
Broadway's individuality is however weakened by conditions such as:

- a. Permitted zoning/land-uses that allow development that is not compatible with the city fabric, i.e. light industrial, large tract uses within the small tract areas of Broadway.
- b. An aesthetic of site elements such as signage and lighting that is generic and not evocative of Broadway's character.
- c. Dissolving edges, and incompleteness of patterns including building inconsistent with historic setbacks, and sizes, frequent and excessive curb cuts, street tree and esplanade planting lost or modified over time.
- d. Limits of monumentation not permitting the whole corridor to benefit from the history and culture of Galveston as does the section from 25th Street to 6th Street.



Landmarks and Monuments



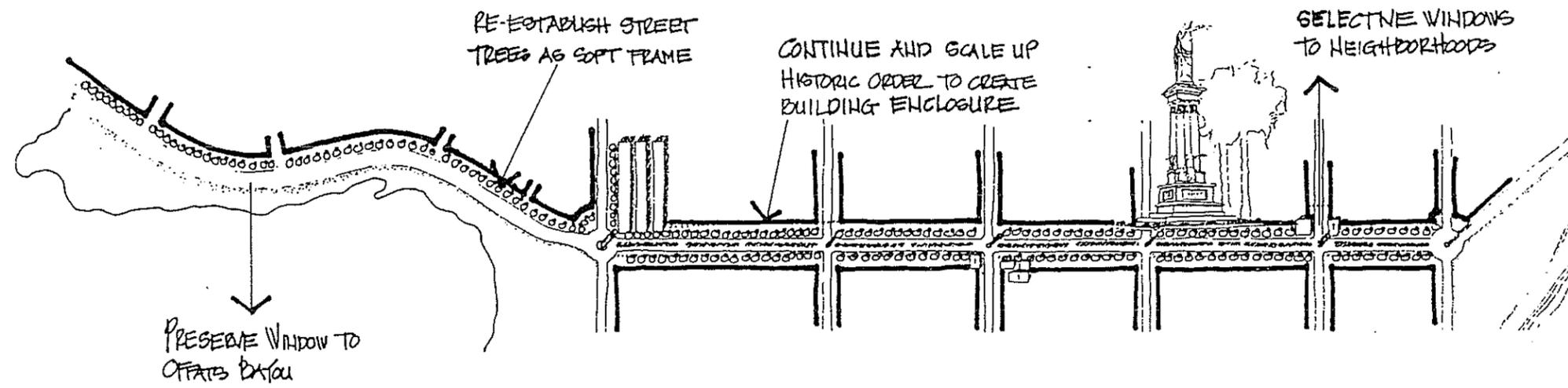


## Connectivity

The Olive and Olive median of Interstate 45 and the gracious esplanade of Broadway together form a key identity element for the entire Broadway Development Area. As a continuum they join and are shared by all becoming the melody in the composition of sequence. They evoke the garden personality of the street and hence Broadway's environmental signature. The Olive and Olive in both the median and esplanade need to be completed and maintained in a healthy condition. The esplanade tree planting, Broadway's signature pattern, of Live Oak and Palm needs restoration and maintenance to allow it to flourish and make a clear statement.

## Monumentation

Broadway's monuments, most notably the Texas Heroes Monument, at 25th Street, establishes a tradition of civic pride that is an invaluable expression of identity. In the tradition of the Texas Heroes Monument, which may be the state's most significant civic monument, there is the opportunity to extend monumentation in the esplanade periodically along Broadway. These monuments and esplanade focal points can respond to the diversity of culture along Broadway and provide a cohesiveness to the area.



## Enclosure

Third dimension elements such buildings, garden walls, street trees, curbs, etc. are the walls that create the theater of space. The opportunity exists to use these vertical elements and the opening they create when not present to reinforce and crystallize the identity of place. Street trees and building walls on the north side of I-45 can be used to screen creating an emphasis on the parkway and its natural resource Offatts Bayou. Along Broadway these walls should be used to reinforce an urban enclosure and the density and pattern of historic Galveston. Openings created by streets and accentuated by monumentation then become prominent visual and physical paths.

## Sequence

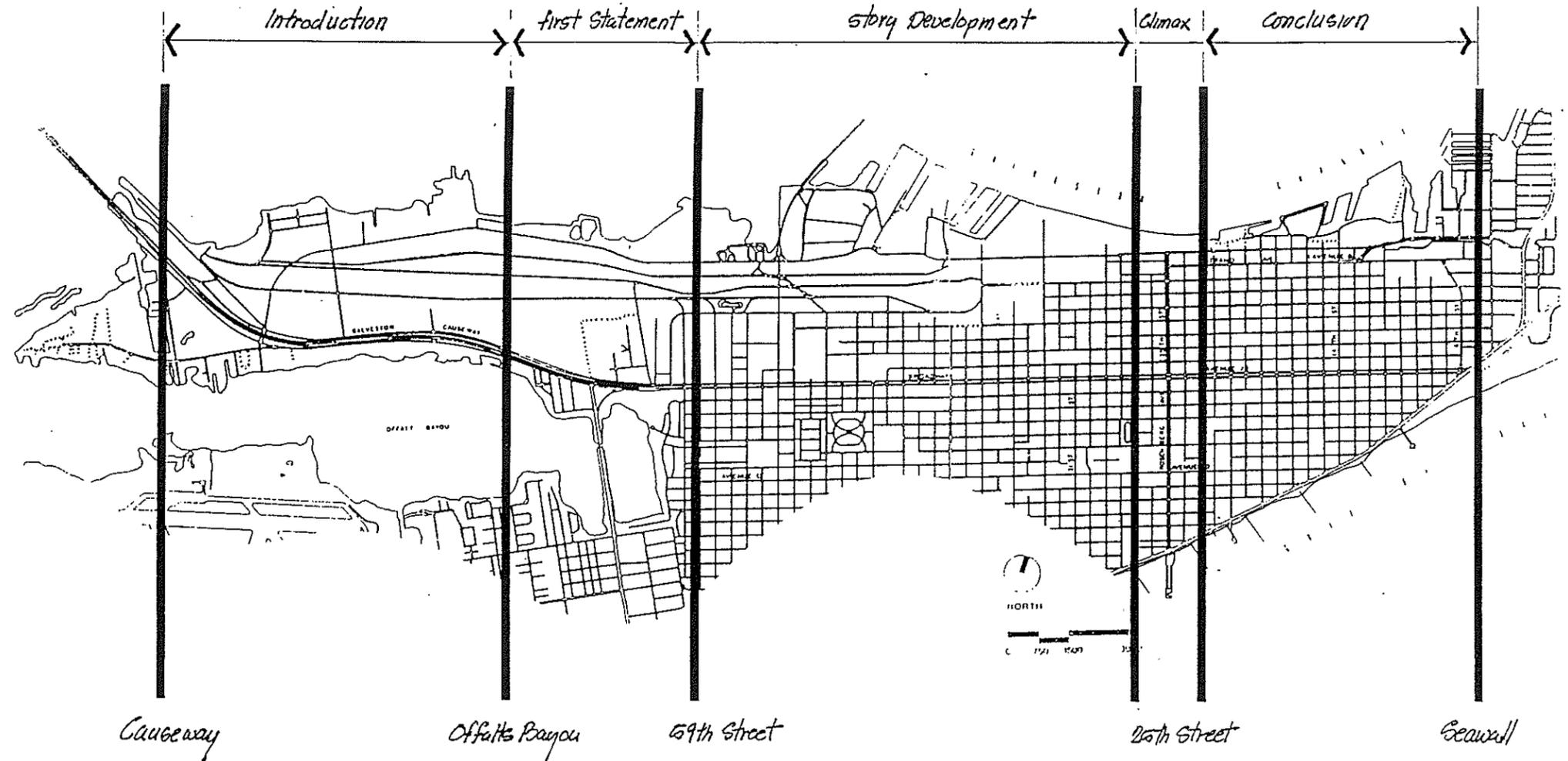
A person's ability to perceive a large urban area as a place has to do with how one experiences its organization of space, events, and elements. As in music, drama, literature, or dance, success in communicating, or portraying its message is through a carefully constructed sequence of introduction, first statement, development to a climax, and conclusion. The same principal can be applied to Broadway as linear event experienced while one is in motion either as a driver or pedestrian.

Within the Broadway Development Area several existing elements can be drawn out and built upon to construct sequence. They include:

- a. The strong sense of introduction to the island that results from entering the Broadway area by the elevated causeway over the West Bay.
- b. The first statement provided by the "parkway" zone.
- c. The point at 59th Street where the Cotton Concentration Company walls and city grid begin the real urban development of Broadway.
- d. The climactic Texas Heroes Monument, its symbolic importance to Broadway and Galveston, and its physical marking of the genesis of the urban grid.
- e. The historic district which explains the physical and visual quality of the area.
- f. The vista, to the Gulf of Mexico upon arrival at Seawall Blvd, the end of the path, a great natural destination.

The structure of a potential sequence for the Broadway Development Area is also blurred. The elements promoting this distraction include:

- a. A weak sense of passage onto the island at the causeway.
- b. Current site utilization from the Causeway to 59th Street that results in the dilution of the parkway image.
- c. The missed opportunity of celebrating the beginning of Broadway's urbanity at 59th Street.
- d. Dissolving of edge conditions along Broadway.
- e. The lack of ceremony and responsiveness in development at, and adjacent to, the Texas Heroes Monument.
- f. Visual clutter at the Seawall that prohibits a clear line of sight to the Gulf of Mexico.



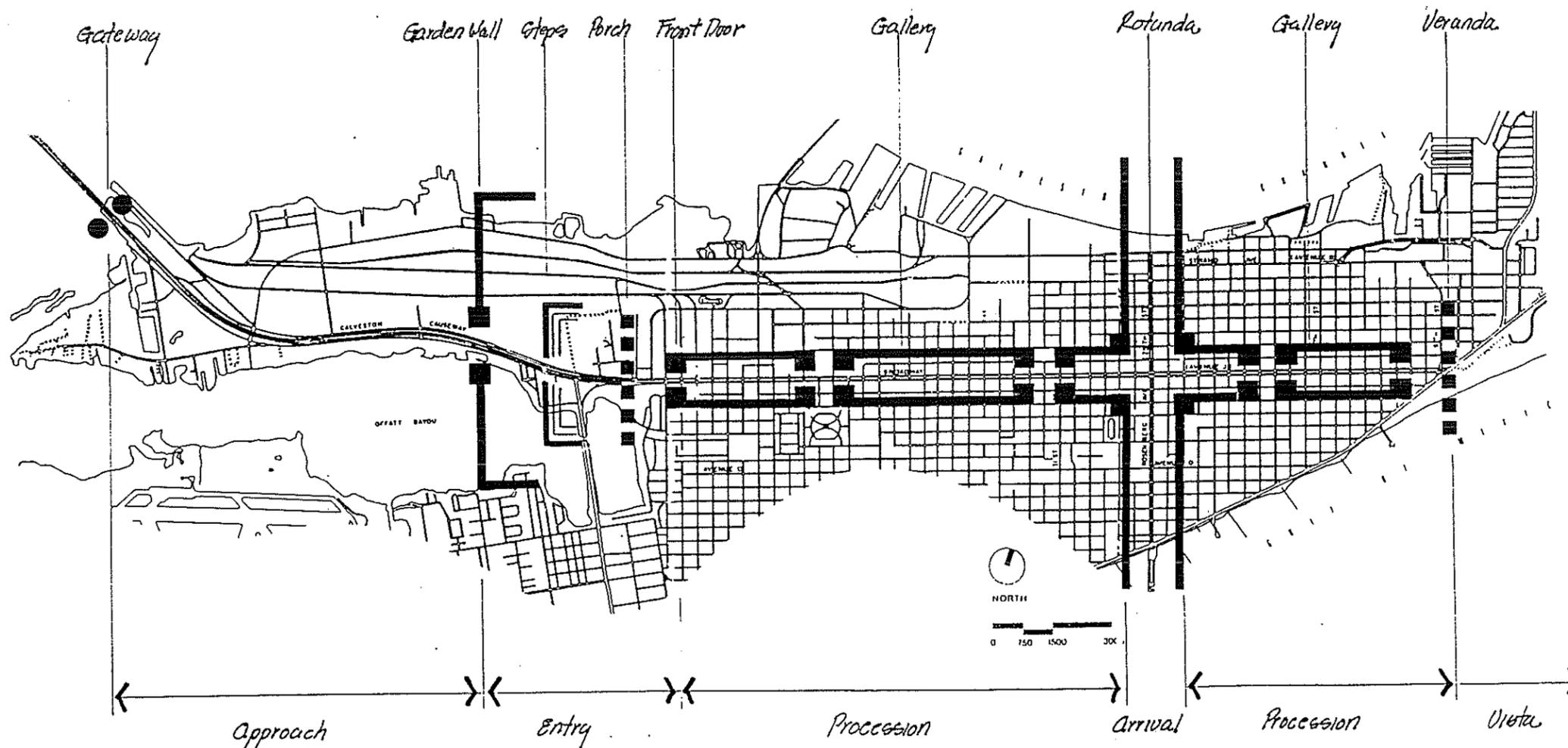
## Abstraction of Historic Order

The existing positive elements within the Broadway Development Area and the understanding of Broadway's historic order of development when studied together crystalize a clear structure to the sequence of Broadway. As a neighbor experienced, from a pedestrian point of view, the ceremony of visiting an historic Galveston home (see historic order pg. 12), so can a visitor, at a macro scale, experience from an automobile or on foot the ceremony of moving through the linear event of Broadway.

This applied sequence is a "macro estate", an abstraction of the Historic Order and provides a person with a series of experiences scaled up to respond to the speed, distance, and context of the environment.

We begin our journey through this macro estate called Broadway by creating the gateway that marks its outer boundary and welcomes. The interstate then becomes the drive through a kind of public/private garden, or parkway that leads to the front door of our dwelling. Before entering at 59th Street, development begins to transition from a park-like environment to an urban environment as the steps and porch of a dwelling creates a transition from exterior to interior. At 59th Street the door to dwelling is defined and entered. Broadway then becomes a delightful, informative, and ordered gallery that shows off to all, the wonders of the city. At 25th Street our traveler has arrived. He is experiencing the soul of the dwelling, a rotunda that holds the city's most cherished civic possession. Passing beyond, the gallery leads through the bedroom of Galveston, the intimate delicate Historic District, the living or residential center along Broadway. Moving out from the shade of its Live Oak lined street, the traveler then is in the play section of the dwelling that rises up to Seawall Blvd. Here a kind of veranda is created that permits the view of a real wonder, Galveston's backyard, the Gulf of Mexico.

This sequence, story, or composition provides a structure to work within, that, while not apparent to all, will create an inner feeling of organization and purpose that will heighten this large urban area's ability to be perceived as a place.



# Issue

## Orientation

When people are easily able to become acquainted with and located within an urban environment they are at ease. Instead of spending their energies sorting out chaos, they can absorb a much greater portion of the positive things that are presented. With this clarity, attention can be oriented to key points in the environment and memorized. This is especially important for Broadway, as the vehicle by which tourists form first and last impressions of the city.

Inherent within Broadway are several existing features which people should be oriented towards. They include:

a. Offatts Bayou: Given flat topography the opportunity for vistas from elevated positions is great. This is most notable along I-45, when entering/leaving the city, from the elevated causeway and overpasses at Port Industrial, 71st Street and 61st Street. Here overviews give the opportunity to focus on positive features in the environment such as Offatts Bayou and city wide landmarks.

b. Other positive orientation is gained at grade level either in a vehicle or as a pedestrian including views to open spaces and Offatts Bayou from I-45 at 87th Street, 66th Street, and to the Gulf of Mexico at the intersection of Broadway and Seawall Blvd.

c. Three intersections along Broadway: 59th Street and Broadway, landmarked by its beginning of the disciplined city grid, sense of entrance and Cotton Concentration Company Buildings. 25th Street and Broadway, landmarked by the Texas Heroes Monument. Broadway and Seawall Blvd., landmarked by the arrival to the Gulf of Mexico.

d. Other intersections of functional importance, such as 61st Street, which are important as key directional points to and from other destinations on the island.

Other conditions create a strong distraction from a person's orientation towards and memories of the Broadway area. They include:

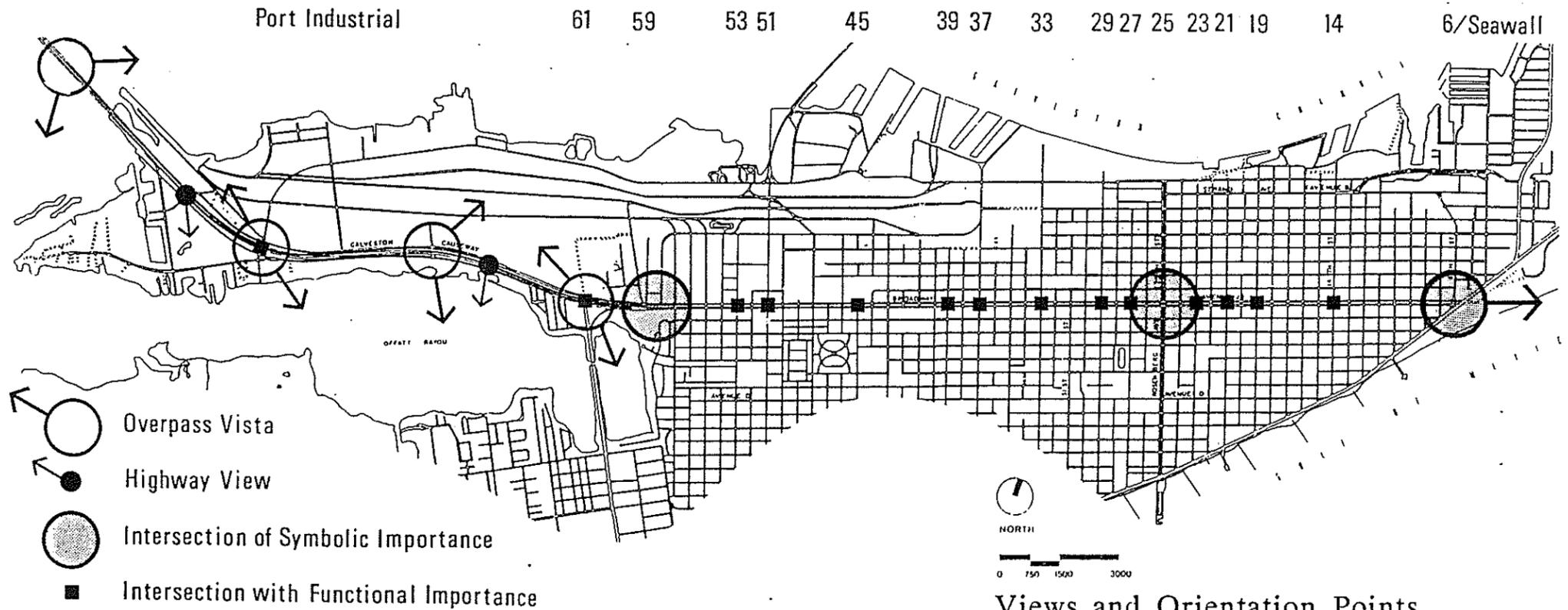
a. The disorder, and prominence of outdoor advertising structures (billboards) on both sides of I-45, distracting from Offatts Bayou and surrounds.

b. The industrial, open storage, refuse piling, conditions of development on the north side of I-45.

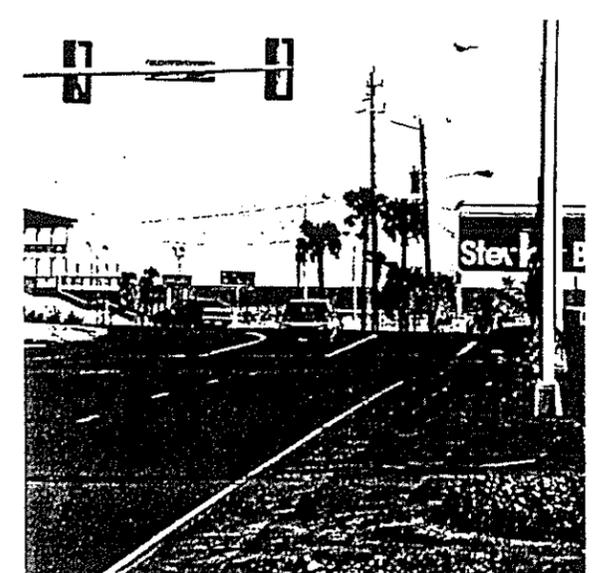
c. Visual clutter/oversigning tendency along Broadway from 59th Street to 6th Street.

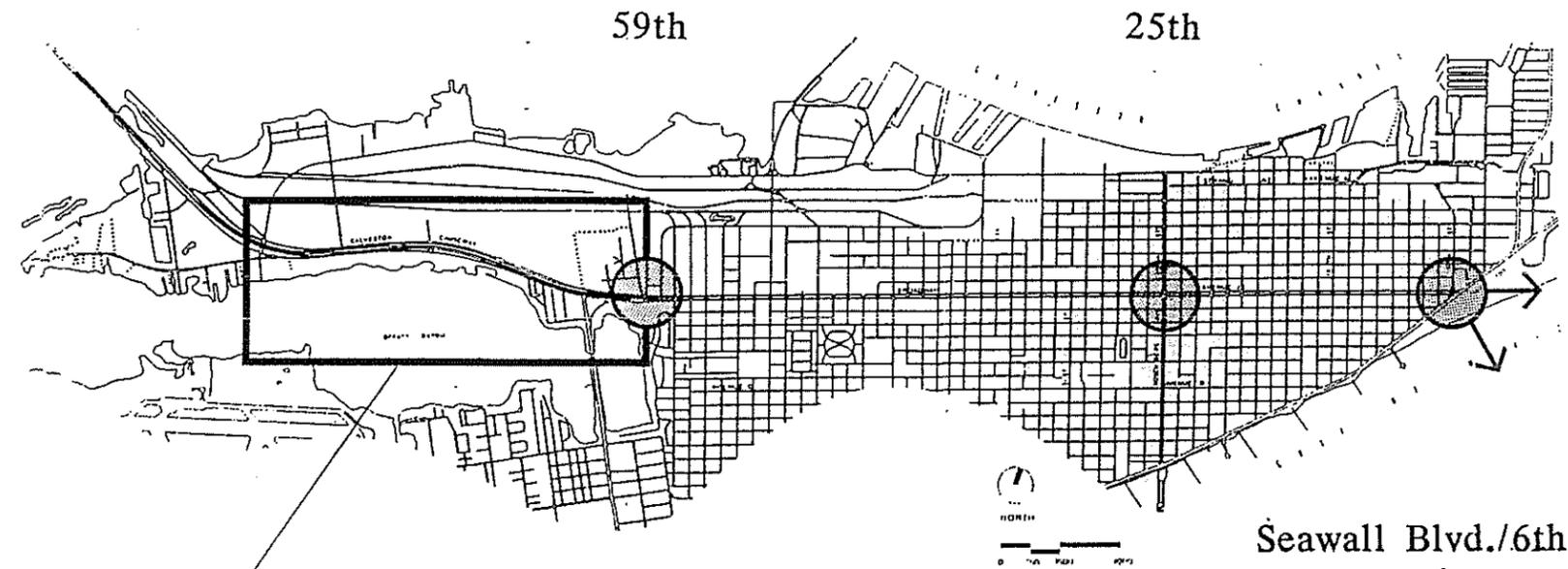
d. Foreground development on the south side of I-45 and at 6th Street that limit visual access to key landmarks such as Offatts Bayou and the Gulf of Mexico.

e. Lack of development giving meaning to intersections of symbolic and functional importance.



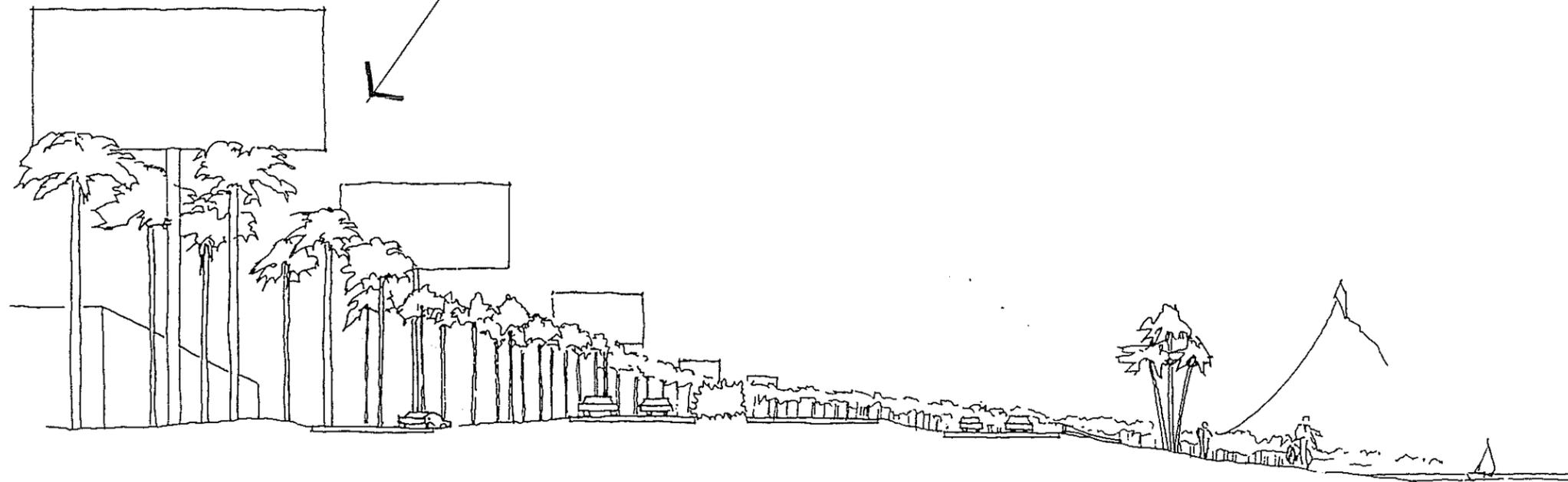
Views and Orientation Points





## Reference and Remembrance

Special places within the Broadway area should become memories. These special places should also be reference points. Through the development of key spaces such as Offatts Bayou, the parkway edge, 59th Street intersection, 25th Street intersection and the Broadway/Seawall Blvd. intersection in an expressive and positive way, we can provide strong points of orientation and positive memories for people to take with them and return to see again and again. Other functionally important points should be developed as well to communicate key directional paths to and from Broadway.



Parkway Approach

## Edges and Openings

A person's memory of the I-45 Parkway Image Area should be oriented towards the abundance of natural amenities present in Offatts Bayou and its adjacent lands. Here wonderful foreground views and city vistas are possible. To heighten this positive experience of the parkway, views and uses on the south side should be opened and distractions removed. The north side should become the Parkway enclosure, a prominent landscaped edge that buffers industrial use to the north. While not supported by the committee at this time, the consultant team feels that the relocation of billboards from the south to the north side of I-45 would reinforce the north landscaped edge and remove prominent barriers from the south. As highway architecture, this buffer of billboards and planting would become an edge that would permit a focused orientation towards Offatts Bayou and any development or amenities that can associate with it. For advertisers the parkway then becomes a beautiful setting for customers to associate their business with. For tourists the parkway becomes a delightful first impression and lasting memory of Galveston. For residents the parkway becomes a point of pride to orient towards and potentially an inland water oriented recreation asset. For property owners the parkway becomes a beautiful setting for investment advantaged by visibility, access and the parkway amenity.

## Expression

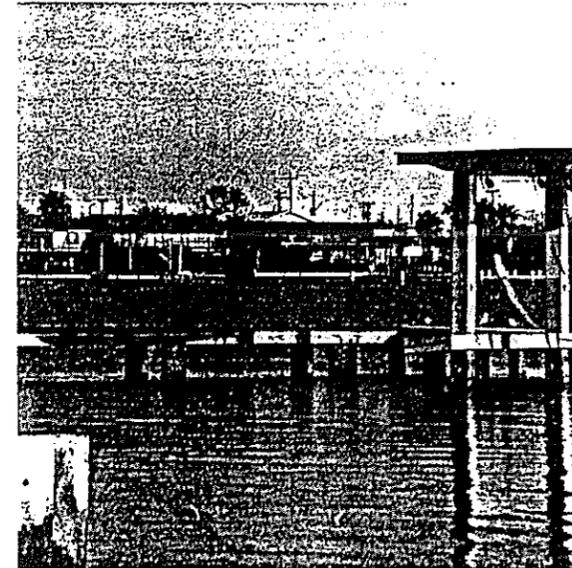
Developing symbols that represent the unique qualities of an urban environment heightens the ability of a "place" to communicate or express. Broadway and Galveston are rich with cultural, historical, and architectural images and symbols that can be reinterpreted to reinforce a sense of place, sequence and orientation. In being expressive in the environment a dialogue is created between observer and observed to permit an individual the opportunity to differentiate and appreciate the individuality of the city, and Broadway.

Key qualities exist within the Broadway area that can be drawn upon and expressed: They include:

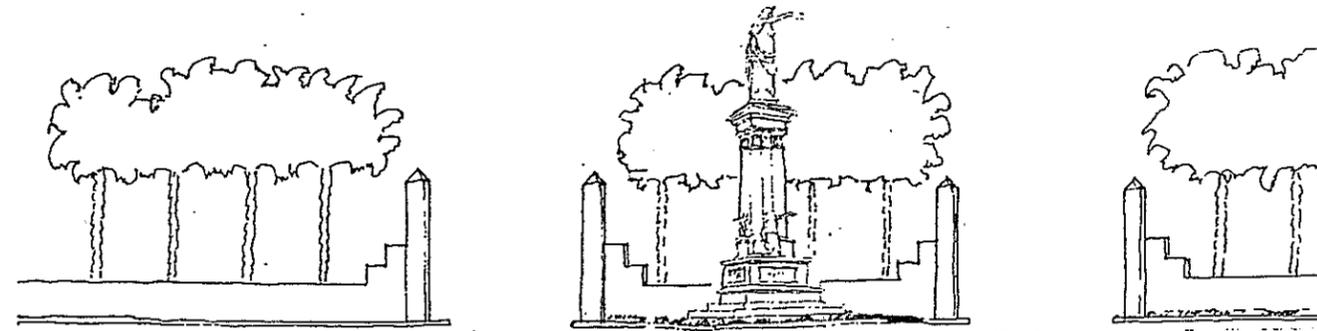
- a. Historic Galveston, its quality of life, architecture, and civic monuments.
- b. The ethnicity of the people who inhabit the Broadway area.
- c. Cultural and tourism events that take place throughout the year in Galveston.
- d. Water, the table cloth that Galveston, the island center piece, sits within.
- e. The garden quality of the city and the lushness it conveys.

Conversely conditions exist which dilute the expressive quality of Broadway. They include:

- a. The character of the causeway, an elevated road, which doesn't provide a clear perception of the fact that people are crossing from a mainland to an island.
- b. The forgotten-looking quality of Teichman's Point which creates a lack of presence of a city, the island city, a destination.
- c. A night-time image which doesn't differentiate an interstate environment from the intimate Broadway environment.
- d. The lack of vital spaces that express real moments of entrance and arrival within and along Broadway.
- e. The preponderance of generic, automobile oriented development, and franchise architecture. This is only a franchise message not a response to place or setting.



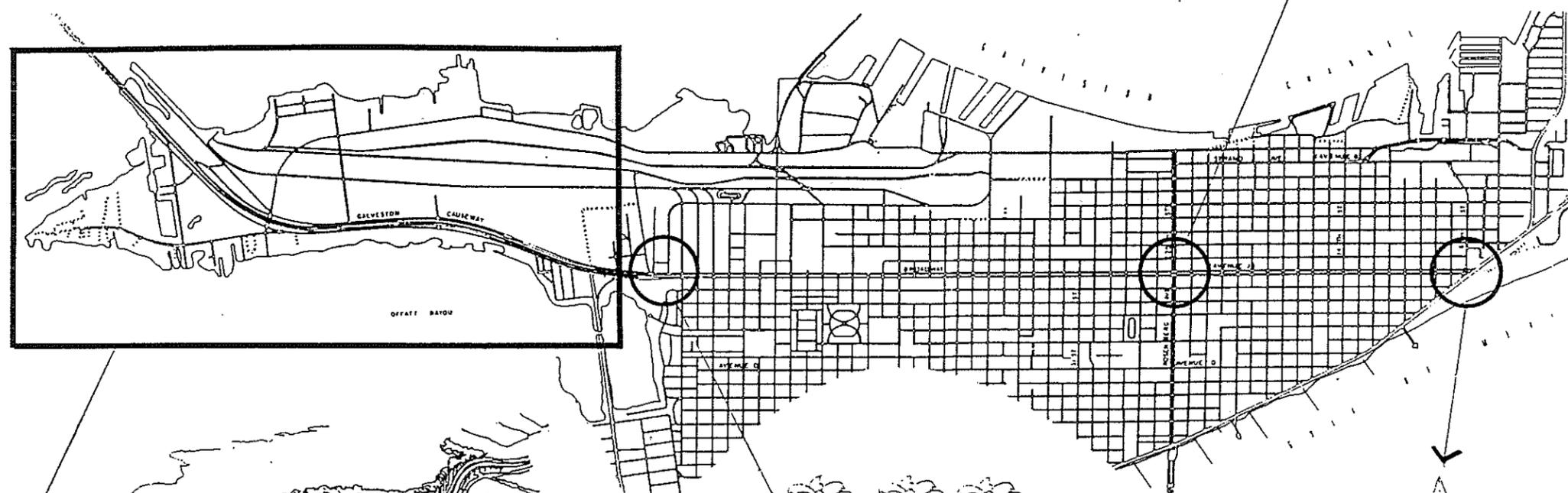
# Notions



## Arrival

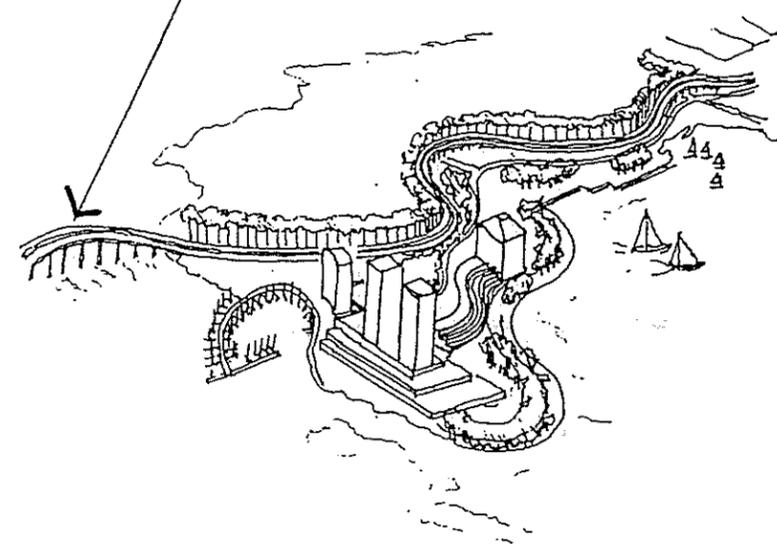
Express the ceremonial moment of arrival at the Texas Heroes Monument and 25th Street. Here at the heart of the city and Broadway, adjacent development should pull back to create a memorable urban open space which is punctuated by the monument. Entering the space should be an event that communicates the power of the place and the history of Broadway.

Arrival "Focal Point"

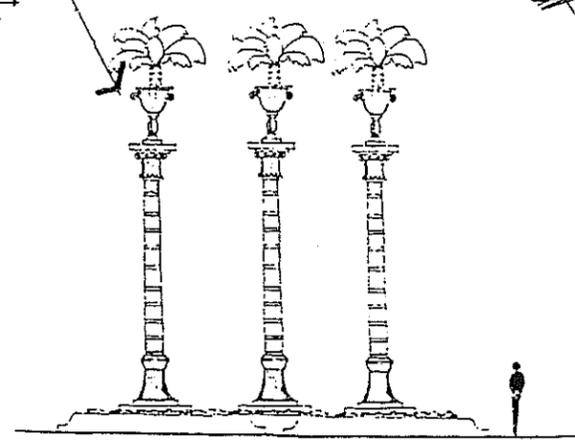


## Approach

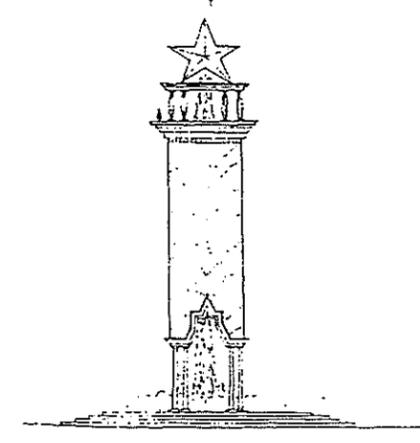
The idea of crossing onto an island should be expressed by providing a real destination. Teichman's point can be that initial destination. It can incorporate dense development, the charm of existing marinas, fishing/shipyards, all set within the freshness of a park setting by the bay, assuring a sound balance of essential ecosystems and economics.



Approach - "Architecture Water Park"



Entry "Festivity"



Entry/Terminus "Celebration"

## Entry

The two points of entry to the city proper should celebrate their individual moments. At 58th Street the festivity of entering the city should be expressed perhaps highlighting cultural and tourism events as well as the personality of Galveston. At Seawall Blvd. the celebration of reaching the Gulf of Mexico, that discovery, should be expressed. Introducing water as a feature and communicating the spirit of the third coast, the Texas coast, are all important symbols to be made apparent.

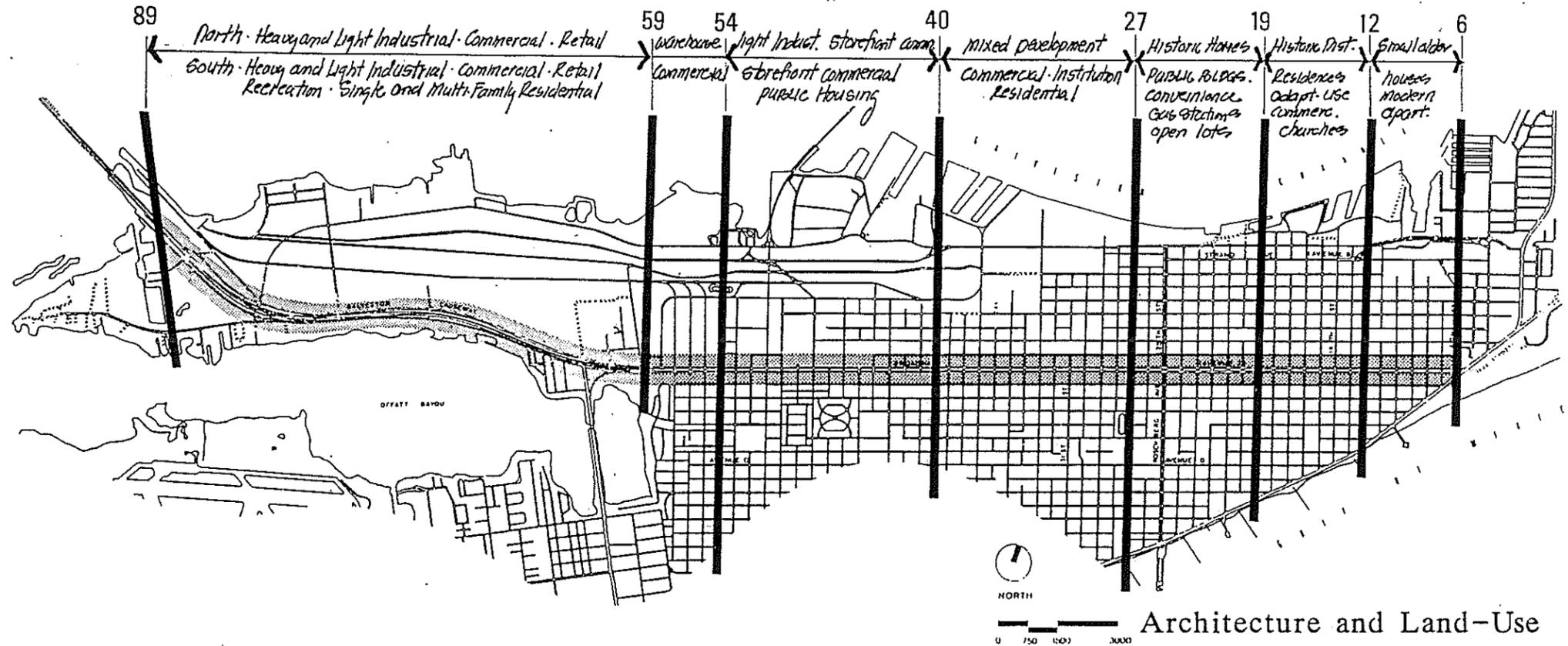
## Context

Most vividly expressed in its architecture, the context of Broadway shifts and changes with time, needs, and economics. As depicted in the diagram to the right, this has resulted in a kind of archaeological display of the development of Broadway and how and by whom it has been settled and inhabited. The result is an incredibly diverse setting which incorporates all extremes of building and culture. It includes the very rich and the very poor, the grand and the modest, the genuine and the generic, the delightful and the disgusting. Out of all this diversity emerges contextual patterns that are worthy of reinforcement and perpetuation. They include:

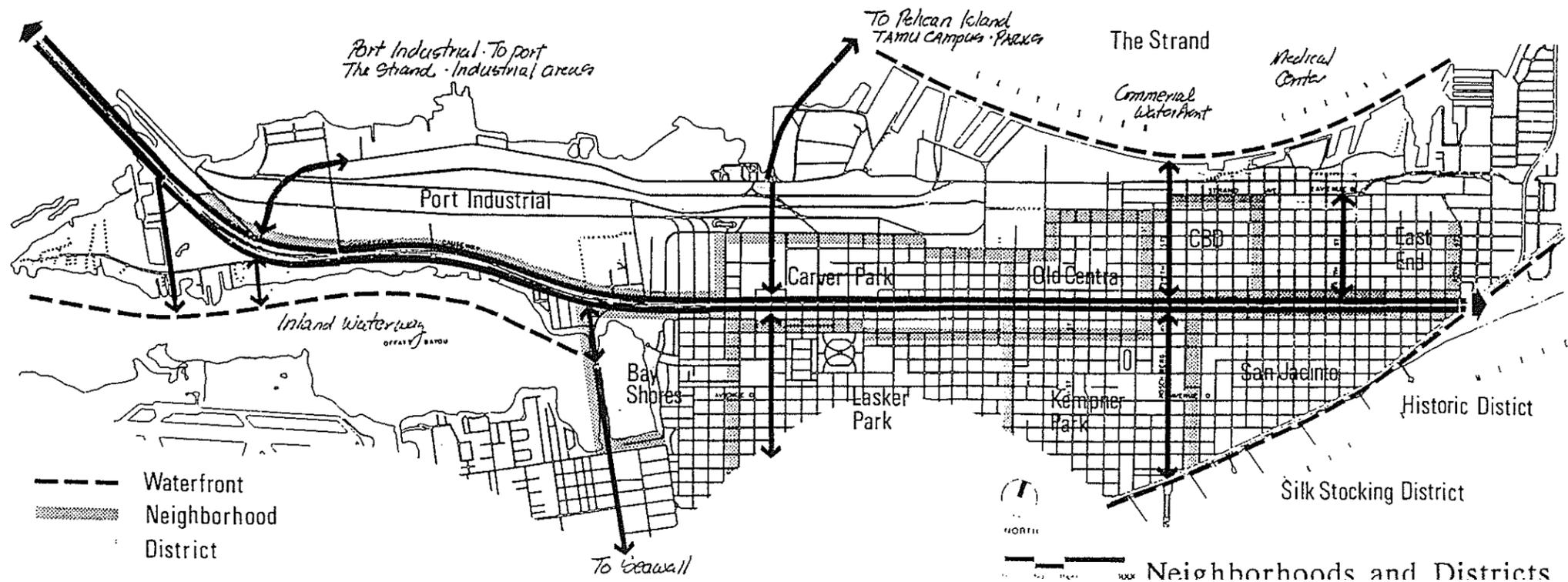
- The visible evolution, time-line quality of Broadway.
- The historic district and neighborhoods that are a part of Broadway.
- The cultural richness that evolves from a great variety of ethnic and economic mixtures all sharing a common setting.
- The storefront commercial neighborhood district catering to lower income neighborhoods.
- The suburban pattern of Broadway from the Causeway to 59th Street, played against its urban counterpart from 59th Street to the Gulf of Mexico.
- The fabric, texture and proportion provided the street by its smaller residentially scaled structures.

Conversely, situations also exist that create or permit a disruption in context. They include:

- Lack of guidance or determined standards of how architecture relates to the street in terms of height and setback.
- Lack of guidance of how height and setback can respond to the context of its setting.
- Limits of the historic district and the endangered status of significant historic structures outside of its limits.
- Generic construction that has no relationship to its context, but is rather a transplant based on an economy of scale.
- Over urbanization of Broadway's suburban zone.
- The disparity of a temporary kind of development along this great street.



Architecture and Land-Use



Neighborhoods and Districts



## Permanence

An underlying notion for the perpetuation of the context of Broadway is permanence. This should be thought of in several ways or recommendations. First, through preservation by expanding the historic district to include areas of importance historically and culturally. Also, through protecting those significant historic structures, large and small, outside of a historic district. Secondly, to respond to inevitable change, adaptive re-use of existing structures of value should be advocated and promoted. Thirdly, new buildings should be evocative of the privilege of building and addressing on Broadway. Guidance must be provided that will help those understand the investment required to build up to the level of permanence and history found along Broadway.



## Non-Homogeny

The need for individual expression, a person's requirement to respond to the market place, culture of the clientele, and demands of the times, should not be overlooked or forced into one archetype. However, the need to develop a format responsive to existing patterns is apparent. This should provide guidance about compatible land-use and appropriate height and setback of building, but not dictate style or structure.

## Definition

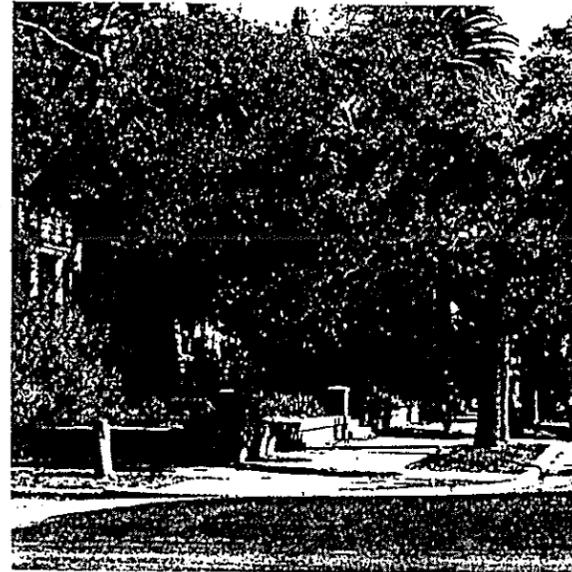
Focusing on Broadway from 59th Street to Seawall Blvd. it can be seen that the gallery/street lacks the boundary and distinct outline that is historically present in Broadway's early development. It is the preservation of this definition that provides the gallery with a cohesive feeling much as a baseboard does in an interior gallery of a building.

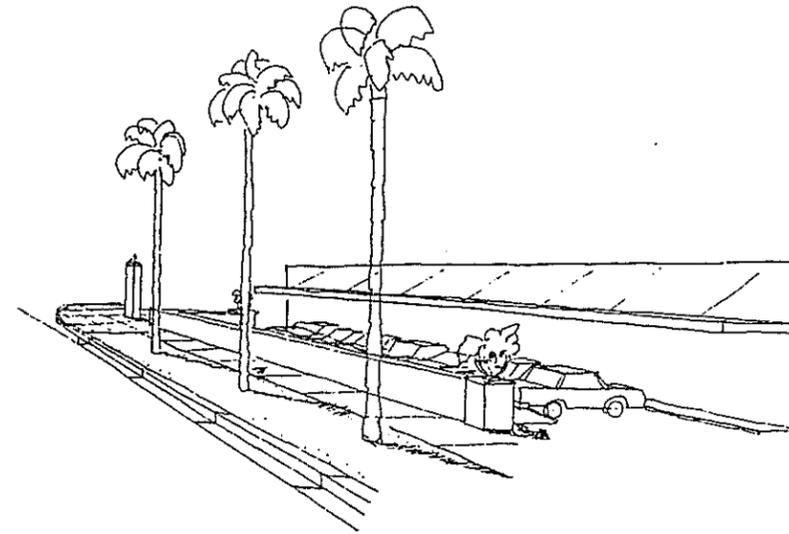
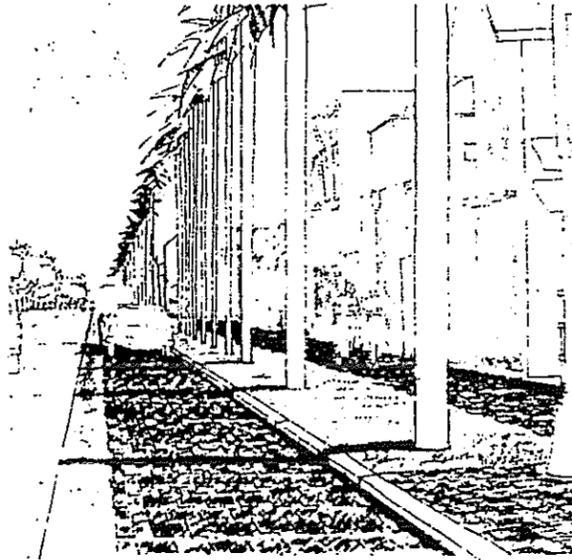
Broadway's historic order of development involved several elements which can be expanded and interpreted to provide definition. They include:

- a. The consistency, density, and scale of buildings that provide the walls of the corridor.
- b. Historic streetscape elements including the curb, the consistent green space between curb and sidewalk, street trees planted within this green space, and the continuity of dimension and materials of Broadway's gracious sidewalk.
- c. The garden wall tradition, on private property, at the street right of way line, which defines public space as separate from private space.

Broadway's evolution has contributed to conditions which weaken this definition, and result in dissolving edges to a point where clarity of the street/gallery as a cohesive place is lost. Factors contributing to this include:

- a. A great amount of vacant or under-utilized property along Broadway.
- b. The new automobile oriented site utilization which results in buildings well back from the street to accommodate convenient parking and access.
- c. Conditions along Broadway where buildings have become block-long or greater, disrupting the consistency of residentially scaled structures of Broadway, and/or have disrupted the city grid by combining blocks.
- d. The tendency for auto related uses to be excessive with curb cuts, ignoring the tradition of a green space from curb to sidewalk, and paving from curb to building creating an image of functionality.
- e. The loss of street trees through time and development, so that the garden quality of the street is lost.
- f. The tendency to not continue the tradition of the garden wall historically present on Broadway.





## Paving

The reality of Broadway as an automobile oriented commercial street is that curb cuts must occur to access properties and businesses. Broadway's dense lotting could mean a tremendous frequency of cuts which break this element of street definition. They however can be improved to accommodate need and not excess. More importantly, this leads to a shift of focus in paving definition from the curb to new elements of definition and continuity. Consequently the sidewalk and related areas should be thought of as the new defining element shifting the visual focus to it in lieu of the curb.

## Street Trees

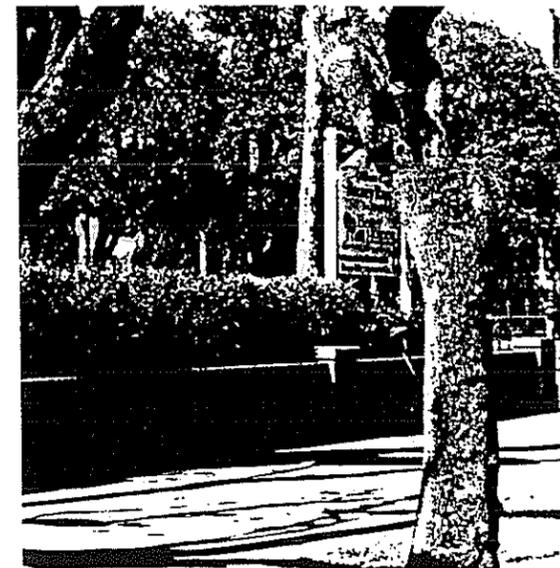
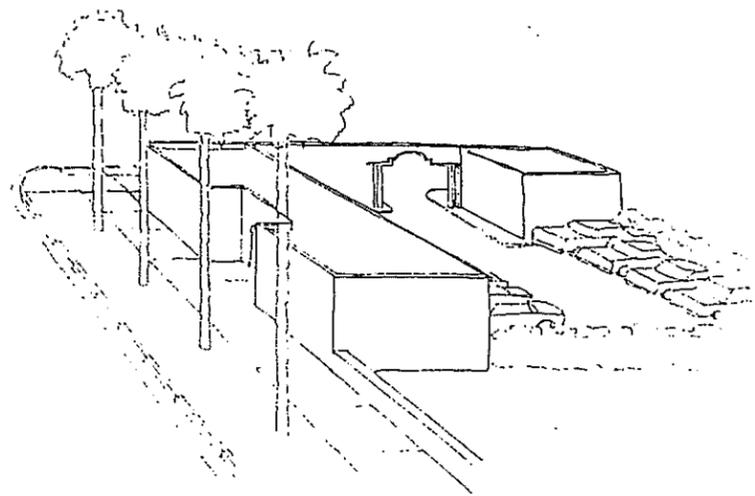
Trees between curb and sidewalk in a consistent green space are of vital importance to Broadway's definition. While buildings will need to respond to their markets and situations, trees in public right of way can provide an uninterrupted element of continuity and definition. Just as importantly, they would reinforce the garden quality of the street and extend the influence of the esplanade beyond its bounds to street edges. Key to their success on this commercial street is to also maintain visibility so that street trees are an asset to business settings and not a liability.

## Garden Wall

The perpetuation of the tradition of the garden wall can be a wonderful asset in maintaining the pedestrian and automobile scaled definition of Broadway. The garden wall should be a continuum along the street that provides a subtle definition of property, and in automobile related uses provides a screen for parking fronting Broadway. Taking little private property land area, this element can become the baseboard of the gallery. It is a positive means of successfully overlaying the traditions of historic Broadway with the needs and results of its changing uses.

## Architecture

To restore the tradition of enclosure and density, or the gallery walls, architecture on Broadway should be placed with some consistency as it relates to the street. To accommodate the automobile as well as the integrity of the street, building should either be set at the traditional point on the lot, or on the right of way line with parking behind. Where back from the street to accommodate frontage parking site development items should carry the role of definition.



## Automobile Management

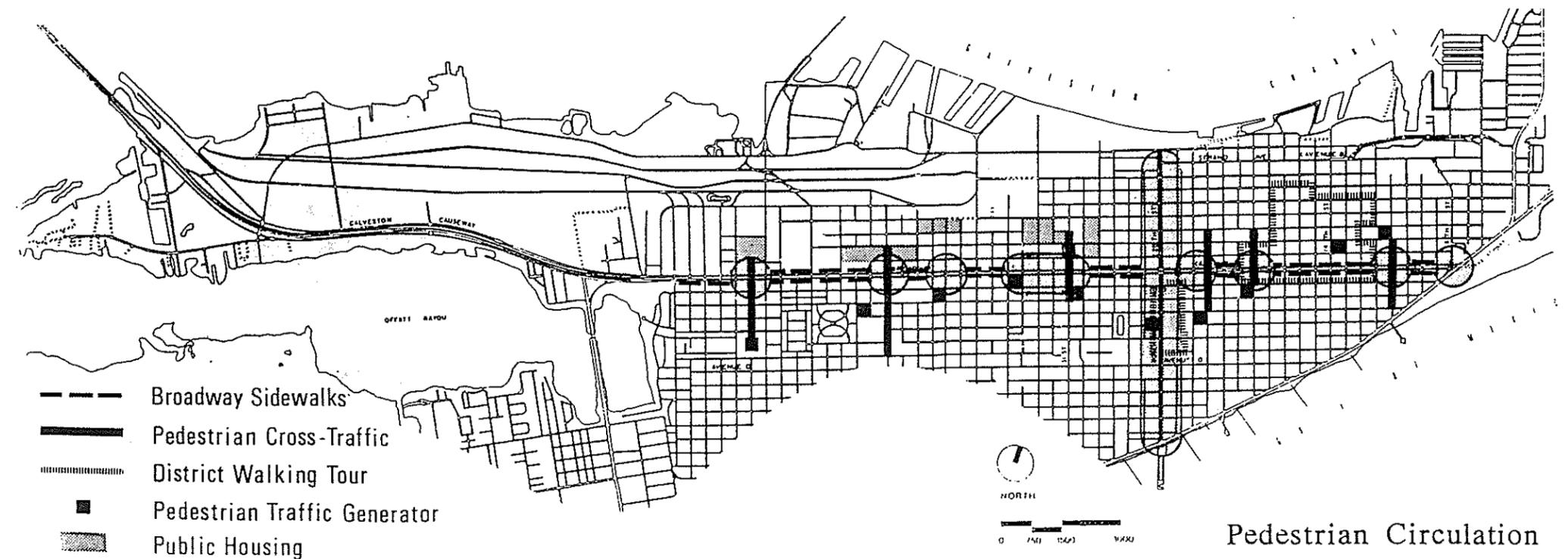
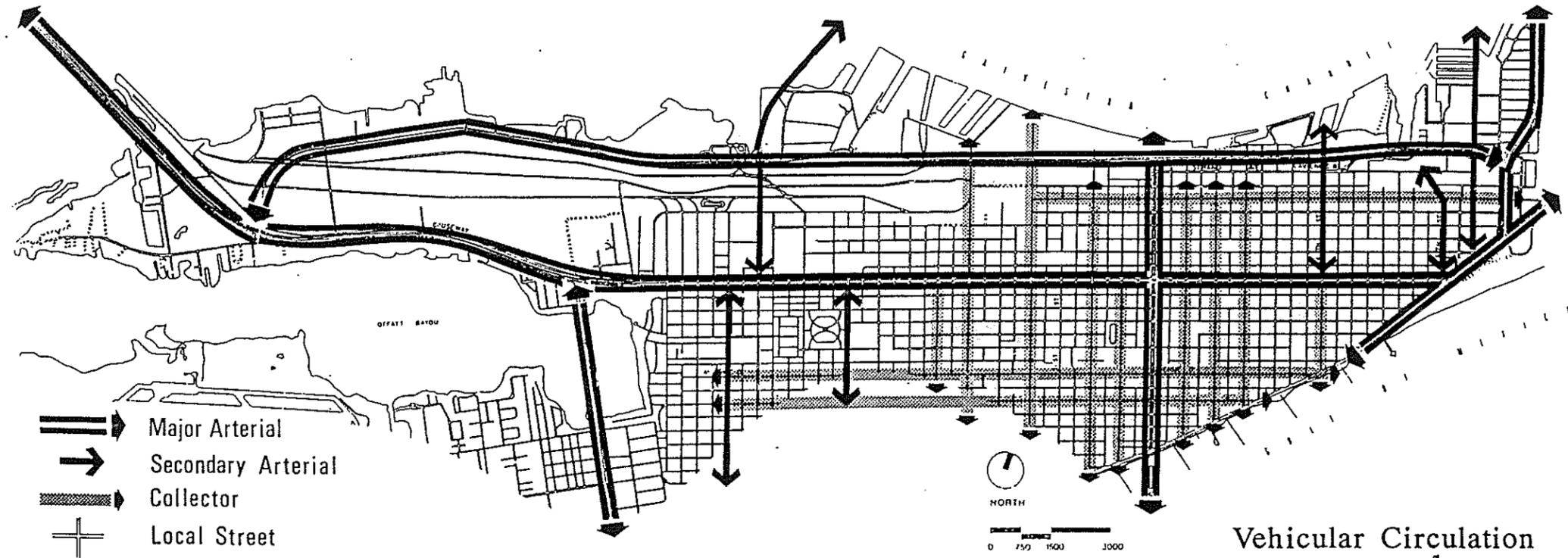
The automobile is the Broadway area's double edged sword. On the one hand it is the life blood of the area and the city. On the other hand it, more than anything, is responsible for a shift in character that has compromised the individuality of the area. The pedestrian quality of the street has shifted as roads have gotten larger to accommodate traffic. Business now orients to the car rather than the pedestrian. While this is a natural product of the times it is important to recognize and create a balance between the automobile and pedestrian so that a place can be created that is a successful setting for both audiences. By accomplishing this, business can capture a broader consumer clientele who spends more time on the street purchasing goods and enjoying its ambiance. This in turn results in a stable and more successful selection of shops, services, and goods, and consequently a healthy economic and visual setting.

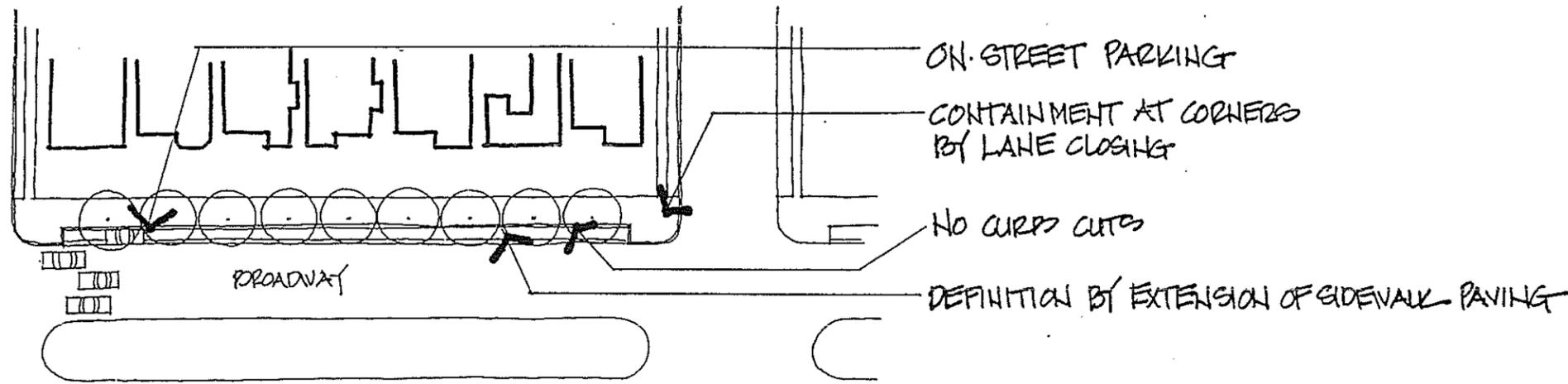
The automobile provides the Broadway area with several key assets to be built upon. They include:

- a. The convenience to access businesses and homes by car.
- b. The ease of accessing the city for tourists and visitors by way of I-45 and Broadway and from these points of accessing other vital areas within Galveston.
- c. Visibility gained by businesses fronting Broadway provides economic life.
- d. On-street parallel parking and on-site parking both make using businesses or visiting acquaintances convenient.

The automobile also creates problems for the Broadway area visually, functionally, and economically. These include:

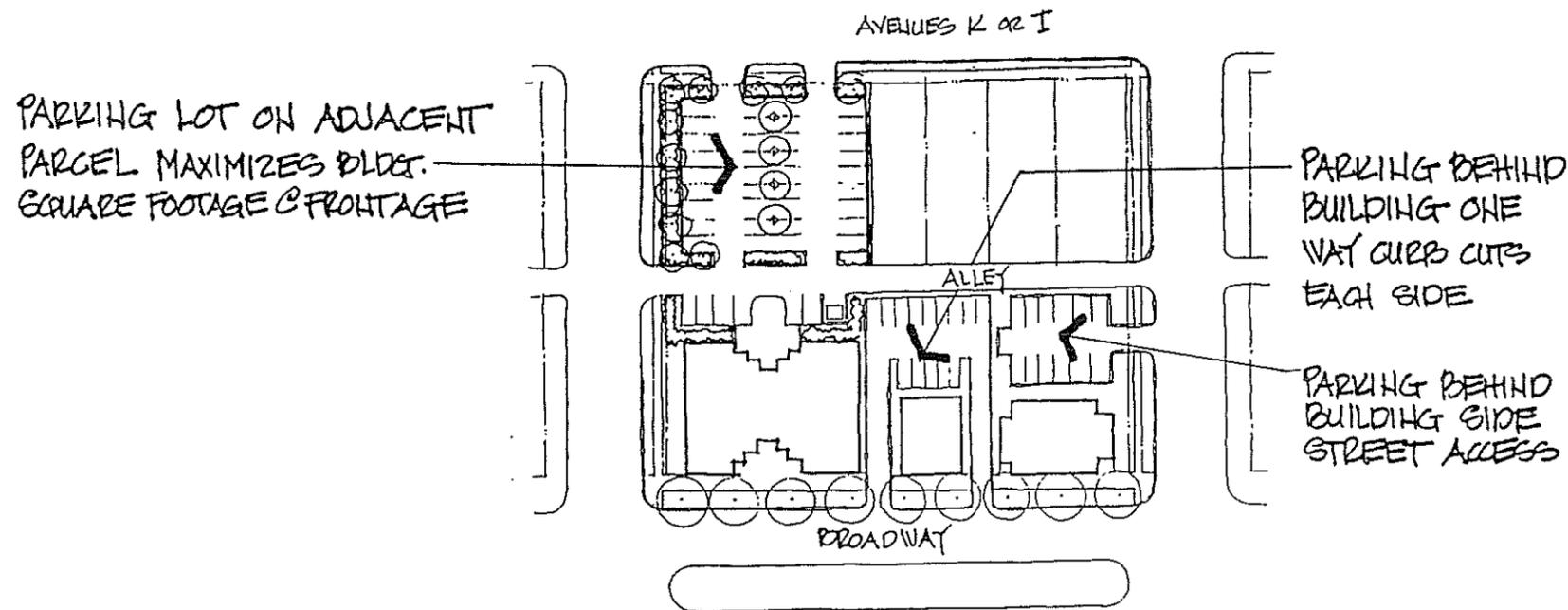
- a. The necessity of accommodating both parking and building on a small lot.
- b. The visual dominance of paved area continually weakening the garden quality of Broadway.
- c. Pedestrian auto conflicts created by crossing the expanse of Broadway and sidestreets.
- d. Danger of on-street parking where people are both in cars and on foot adjacent to three lanes of fast moving traffic without definition of one area as road and one area as parking.
- e. Conflict for pedestrians participating in historic walking tours or shopping on such a highly automobile oriented street.
- f. The narrow scope of enterprise that results from a commercial corridor dominated by the car.
- g. Continual traffic through residential neighborhoods between Broadway and other areas of Galveston, i.e., the Seawall.





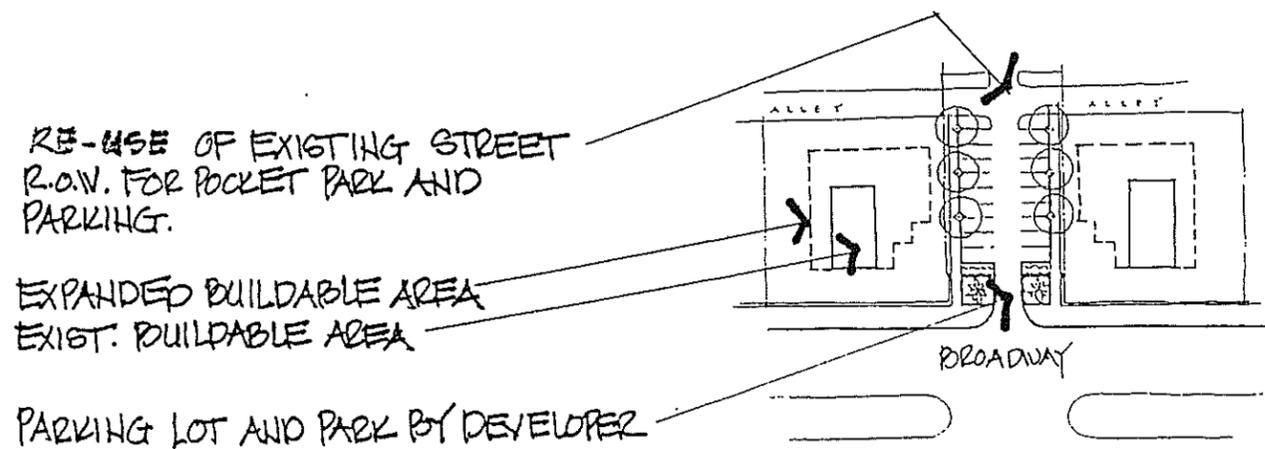
## On-Street Parking

On-street parallel parking on Broadway is an important function to maintain. It perpetuates a neighborly quality to the street, makes frequenting a business establishment convenient and by using Broadway's parking area towards required parking it enables adaptive re-use of existing buildings to occur. As a semi-pedestrian space this fourth lane of Broadway where parallel parking occurs is undefined and dangerous. The fourth lane should be defined and thought of as an extension of Broadway's pedestrian system or sidewalk. This demarcation as a simple extension of sidewalk paving communicates a separation from moving traffic, expands the presence of Broadway's pedestrian zone, and can create a continuum to enhance the continuity of the street.



## Off-Street Parking

Broadway frontage is unquestionably prime commercial property. To make the most of the advantages of this location, its visibility and convenience to both auto and pedestrian, parking in front of a store should more appropriately be placed behind, either on the same property or across the alley. This provides several real economic bonuses. It removes the car as an obstruction and allows merchandise to be the focus of a consumer's attention. It permits valuable Broadway frontage land to be used for revenue generating building space with convenient parking behind, or on adjacent lots. Lastly it opens up the opportunity of a business to expand its market by creating a setting along Broadway that is pleasant and accommodating to the pedestrian. As evidenced by the suburban shopping center, the pedestrian looks for and purchases merchandise of greater quality and substance than those convenience items purchased by the person bound to an automobile.



## Side Street Adaptive Re-use

At several locations along Broadway side streets, of little functional importance, have been closed or built across within close proximity to Broadway. This condition, coupled with a desire to insulate neighborhoods from the tendency of drivers to pass from Broadway through neighborhoods to other destinations, results in the notion of closing selected side streets and reusing them as parking for adjacent businesses or as parks. With this opportunity adjacent business owners or a collection of businesses or a block or two could use this right of way for customer parking enhancing the development opportunities of their individual parcels. -- Under parks these closures could advance adjacent properties, become great pedestrian bases on Broadway, be used as outdoor cafes and plazas and stimulate visible street life.

## Hierarchy

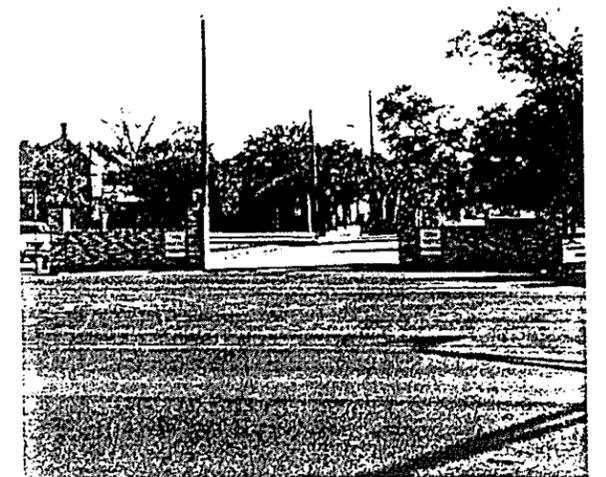
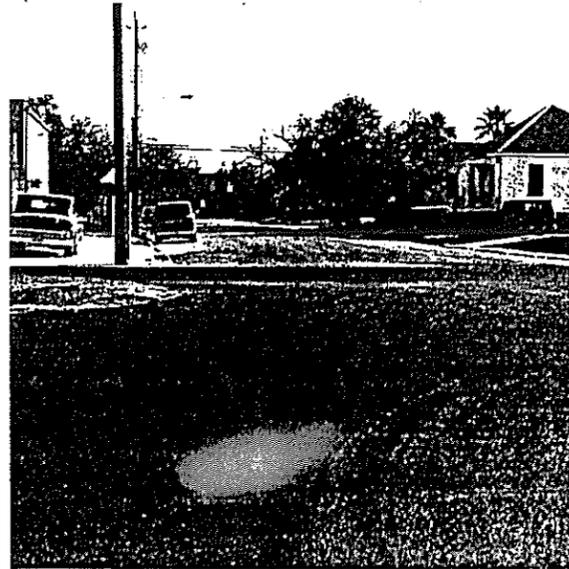
The ability for a person to distinguish primary path from secondary path is vital in reinforcing the clarity of an urban environment. While this is not a problem along Interstate 45 from the causeway to 59th Street, the problem does arise on Broadway from 59th Street to 6th Street.

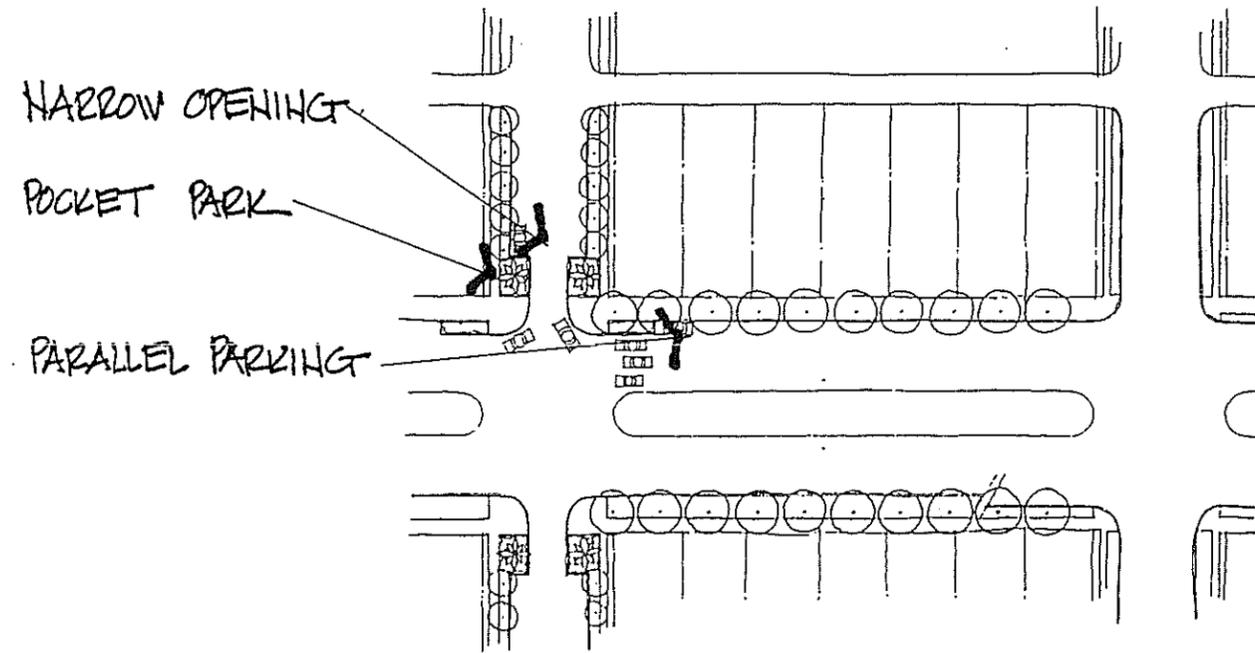
Broadway does benefit from existing elements and conditions which reinforce it as a primary path. They include:

- a. The esplanade which establishes the sense of a grand avenue.
- b. The right of way dimensions of Broadway being almost twice that of its secondary intersecting side streets.
- c. The occasional existing condition of side streets that have been closed to return to pedestrian or parking use.

Conversely several conditions exist which weaken the legibility of Broadway as the primary path and grand avenue. They include:

- a. The sameness of paving width of one side of Broadway, 48', and the paving width of an intersecting side street, 49'.
- b. The frequent overgrown condition of plantings in the Broadway esplanade which creates a tunnel vision such that a person is not able to perceive both edges of Broadway, thereby reducing its effective width in half.
- c. Lack of vertical edge elements, previously discussed in "Definition" that allow a person to perceive the street's opposite edge through the esplanade.





## Side Street Reduction

With the exception of the secondary arterial streets which intersect Broadway (pg. 38), other remaining side streets can be narrowed. This reduction in width of the street pavement section can still accommodate two way traffic and parallel parking or two way traffic and turn lane. This reduction will reinforce Broadway as the primary path and still accommodate traffic and parking needs. To further enhance the pedestrian and garden quality of the Broadway area the space that was street can then become space for people to walk and trees to be planted in, giving forgotten side streets a new life and visibility. By reducing most side streets while leaving secondary arterials at present width, the paths to other prominent points in the city become clearer, and continuous cross traffic through neighborhoods on every side street is reduced.

## Signage & Visual Clutter

As Broadway has evolved from a residential street to an automobile oriented commercial strip visual clutter largely created by escalating signage has followed. This is anything but unique to Broadway and Galveston, but here it is particularly distracting in that overbearing commercial advertising is so contradictory to the heritage and ambiance of this grand avenue. On the other hand it must be recognized that the Broadway area is evolving as a commercial corridor and to survive and take advantage of location, businessmen must make their presence known. Again a striking of a balance is in order.

Throughout the Broadway corridor positive conditions do exist that should be models and inspirations for appropriate signage. They include:

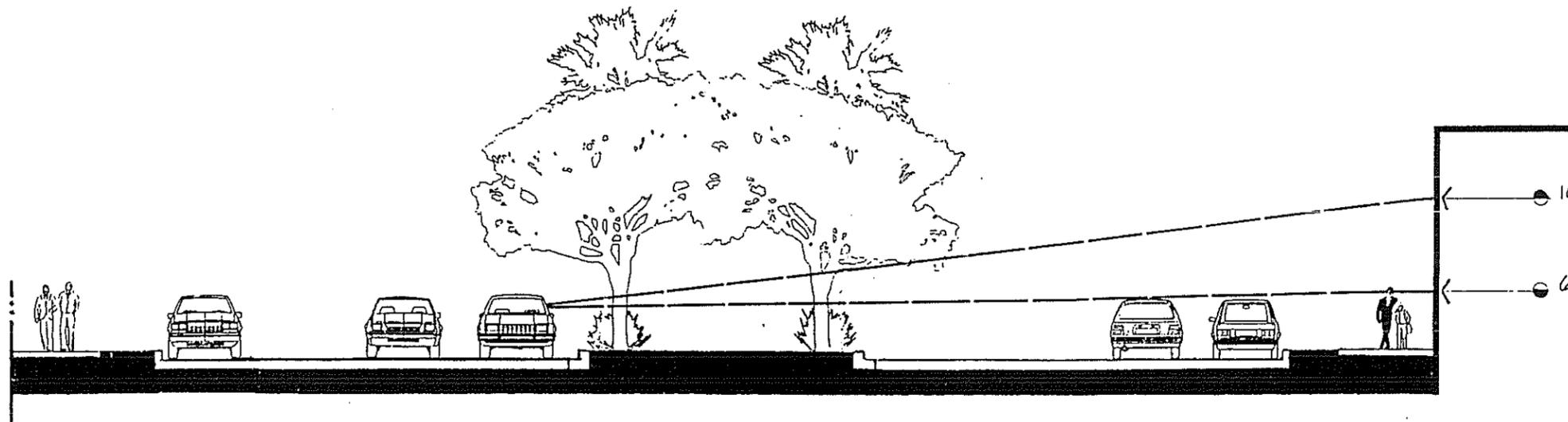
- a. The strict enforcement and design constraint exhibited in the historic district.
- b. Occasional private restraint in signage that respects, in adaptive re-use and new development, the ambiance of the street. (Refer to page 43 and the 27th Street block on the south side of Broadway.)
- c. Uniformity of tourist information signage along Broadway.
- d. Restrictive signage in the esplanade.
- e. The inspiration in design provided by Galveston richness of imagery.
- f. Current signage regulations.

Even with signage regulations in place there still exists a preponderance of distracting visual clutter and ineffective signage. This results from:

- a. Non-enforcement and non-compliance with existing guidelines.
- b. Visual randomness in design and location.
- c. Inconsistent illumination.
- d. Signing for visibility through the esplanade which has become obsolete with plant maturity.
- e. The allowance of both on-premise and off-premise signage along Broadway from 59th Street to 6th Street.
- f. The allowance of off-premise signage throughout the I-45 parkway area. (Refer to page 32.)
- g. The density of development along Broadway from 59th Street to 6th Street that results in many commercial businesses on one block each trying to put communicate the next.



## Window of Visibility

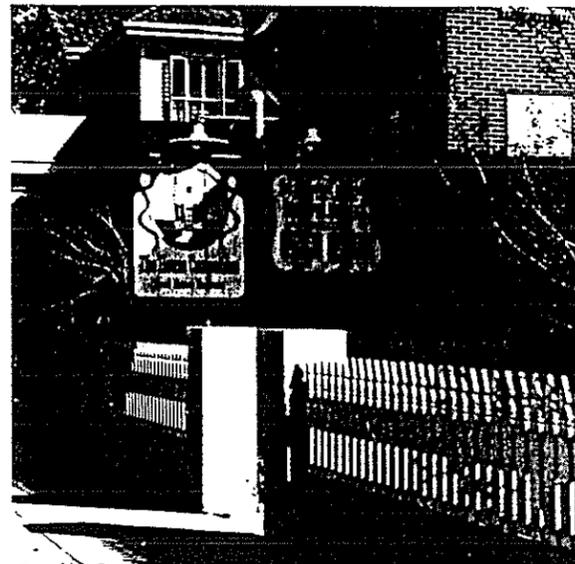


Given the reality of the esplanade planting and the real line of vision of drivers and pedestrians on an opposite side of the street, it can be determined that an effective window of visibility for signage on Broadway can be established that is from 6' above

ts grade to 16' above grade. It is within this zone that signage should occur. Even though a person can look ahead and perceive taller objects, the effectiveness and value could not be justified given the distance away and time to be disassociated. Also, taller objects result in blocking or cluttering the environment and landmarks that create the reason for people wanting to spend time on Broadway and to return.

## Signage Precedent

With the exception of off-premise signage/outdoor advertising/billboards (as recommended by the consultant team, refer page 32) current signage regulations should be adequate and effective within the parkway zone of the Broadway area. Because of the opportunity for density and frequency of commercial development along Broadway from 59th Street to 6th Street, and the real window of visibility, a more effective and simplified set of guidelines should be developed. These guidelines should reinforce the clarity of place, history and ambiance of the street. They should be a framework within which expression is flexible and merchants can promote their interests. Lastly, they should strike a balance between commercial and civic interests and be a vehicle for enrichment of both economic and aesthetic life on Broadway.



# The Broadway Development Area Master Plan

## Process

With a knowledge of purpose, goals, history, and pattern a clear understanding of the Broadway Development Area was achieved. The aspirations of the committee were evaluated and analyzed along with the site deriving a set of problem statements or issues to be resolved to achieve those aspirations. With issues defined, and site conditions good and bad investigated, notions were created that speak to the resolution of the bad by building upon the good. These notions, which are the basis of the Broadway Development Area Master Plan, can be summarized as follows:

1. To create a legally and physically definable Development Area that establishes a vehicle for the creation of a sense of place unique to Broadway.
2. To respond to the site by identifying two legible image areas: The Parkway, from the causeway to 59th Street, Broadway, from 59th to 6th Street.
3. To apply a perceptible meaning to the length of this large urban area through the Abstraction of Broadway's Historic Order of development into a residential-like sequence of events and spaces.
4. To heighten the individuality of Broadway and its sense of place by Connectivity, restoring the signature that is the esplanade and median, by Monumentation, extensions of the tradition established by the Texas Heroes Monument, by Enclosure, to reinforce the difference between image areas.
5. To create five key spaces of Reference and Remembrance: the island crossing at the causeway, Offatts Bayou Park, 59th Street entrance, 25th Street arrival, 6th Street terminus/entrance. Also the reinforcement of the Parkway by establishing through enclosure the industrial buffer.
6. To develop symbols to communicate approach to the island, entry to Broadway and or terminus at the Gulf of Mexico, and arrival at 25th Street that are expressive of the urban environment.
7. To promote, in building, a sense of permanence responding to the honor of addressing on Broadway, also encouraging non-homogeny perpetuating expression of cultures and times in a way that responds to Broadway's context.
8. To provide continuity to the street through architecture, and its relationship to the street, street trees, paving, and the historic garden wall as definers of the street.
9. To strike a balance in the ability of Broadway to accommodate both vehicular and pedestrian traffic through definition of on-street parking, encouragement of non-frontage parking, and side street adaptive re-use together as incentives for development and automobile management.
10. To clarify Broadway as a grand avenue and side streets as secondary paths by side street reduction creating a legible hierarchy of paths.
11. To define a balanced approach to signage that responds to Broadway's window of visibility, by establishing Broadway specific signage guidelines.

Although these notions or urban design directives are identified, they are still abstract ideas that must be tested and creatively applied to the site. It is the Broadway Development Area Master Plan that will portray these ideas as physical solution in the urban environment of Broadway.

*"Broadway can become a Fifth Avenue in a sense that is Inviting to users, Enticing for businesses and development, and represents a Healthy Community"*

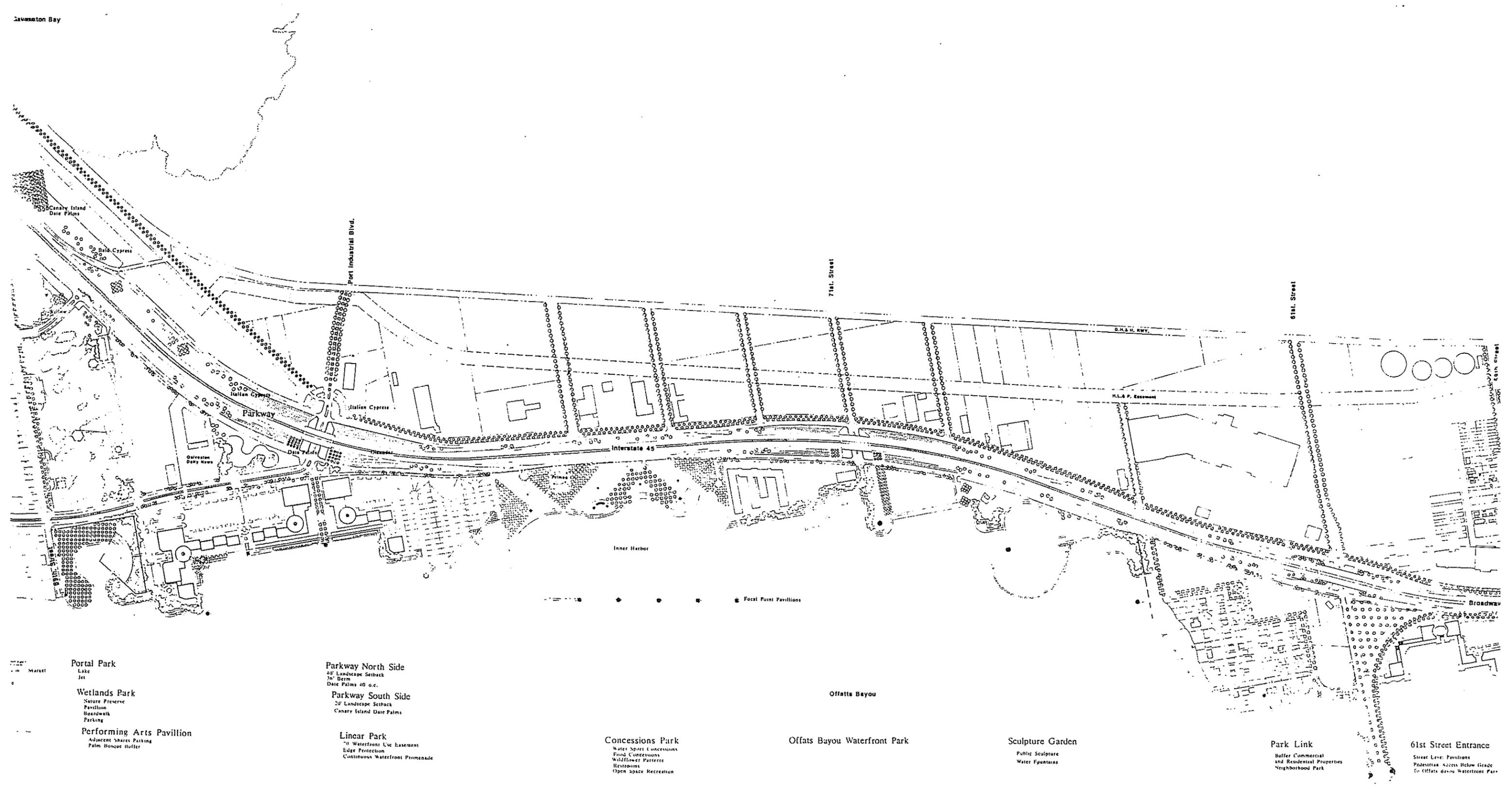
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## Content

The Broadway Development Area Master Plan is a graphic portrayal of "what" it is that should be considered for the Broadway area to achieve the aspirations defined by the Broadway Beautification Committee, the City of Galveston, Broadway property and business owners, and public input. The following Master Plan section will first provide an overview of the Broadway Development Area Master Plan focusing on the wholistic notions that make it a place. The Master Plan will then be discussed in terms of its two primary image areas, "the Parkway" from the Causeway to 59th Street, and "Broadway" from 59th Street to Seawall Blvd. Detailed discussion of the Master Plan design components that collectively and interrelatedly create the image areas follows. Beginning at the Causeway and moving towards Seawall Blvd. the discussion of the elements is structured to heighten the reader's awareness by providing a feeling of what the new experience of moving through the Broadway corridor will be and to reinforce the "notion" of the Abstraction of Broadway's Historic Order in providing meaning. It must be remembered that the Broadway Development Area Master Plan is a long range vision of this most vital of areas within Galveston. Its intent as mentioned in the introduction is both prescriptive and descriptive. In the prescriptive sense it will establish an agenda for change in the near term and mid-term. How and which immediately achievable near term recommendations will be undertaken will be outlined in the Planning and Zoning Recommendations. In the descriptive sense the Broadway Development Area Master Plan hopes to inspire and influence those who at some point may want to participate in the renaissance of Broadway and Galveston, with the security of the knowledge that both public and private sector support is behind its eventual realization. Whether it be an existing or potential shop keeper, a businessman, developer, resident, or civically interested individual, opportunities abound within the Master Plan for all to participate and benefit.

While the Master Plan has been compiled within a two year time span and benefited from input of many concerns during that time it is realized that times change, attitudes change, and economic conditions change that may modify specific design recommendations. That is as it should be. The intent, however, is that its underlying notions and systems will endure.

# R O A D W A Y D E V E L O



Saverton Bay

Canary Island Date Palms  
Bald Cypress

Port Industrial Blvd.

71st Street

61st Street

Parkway

Interstate 45

Inner Harbor

Offatts Bayou

Broadway

Focal Point Pavilions

**Portal Park**  
Lake  
Jet

**Wetlands Park**  
Nature Preserve  
Pavilion  
Boardwalk  
Parking

**Performing Arts Pavilion**  
Adjacent Shared Parking  
Palm Bouque Huffer

**Parkway North Side**  
45' Landscape Setback  
10' Berm  
Date Palms 40 o.c.

**Parkway South Side**  
20' Landscape Setback  
Canary Island Date Palms

**Linear Park**  
10' Waterfront Use Easement  
Edge Protection  
Continuous Waterfront Promenade

**Concessions Park**  
Water Spout Concessions  
Food Concessions  
Wildflower Parterre  
Restrooms  
Open Space Recreation

**Offatts Bayou Waterfront Park**

**Sculpture Garden**  
Public Sculpture  
Water Fountains

**Park Link**  
Buffer Commercial and Residential Properties  
Neighborhood Park

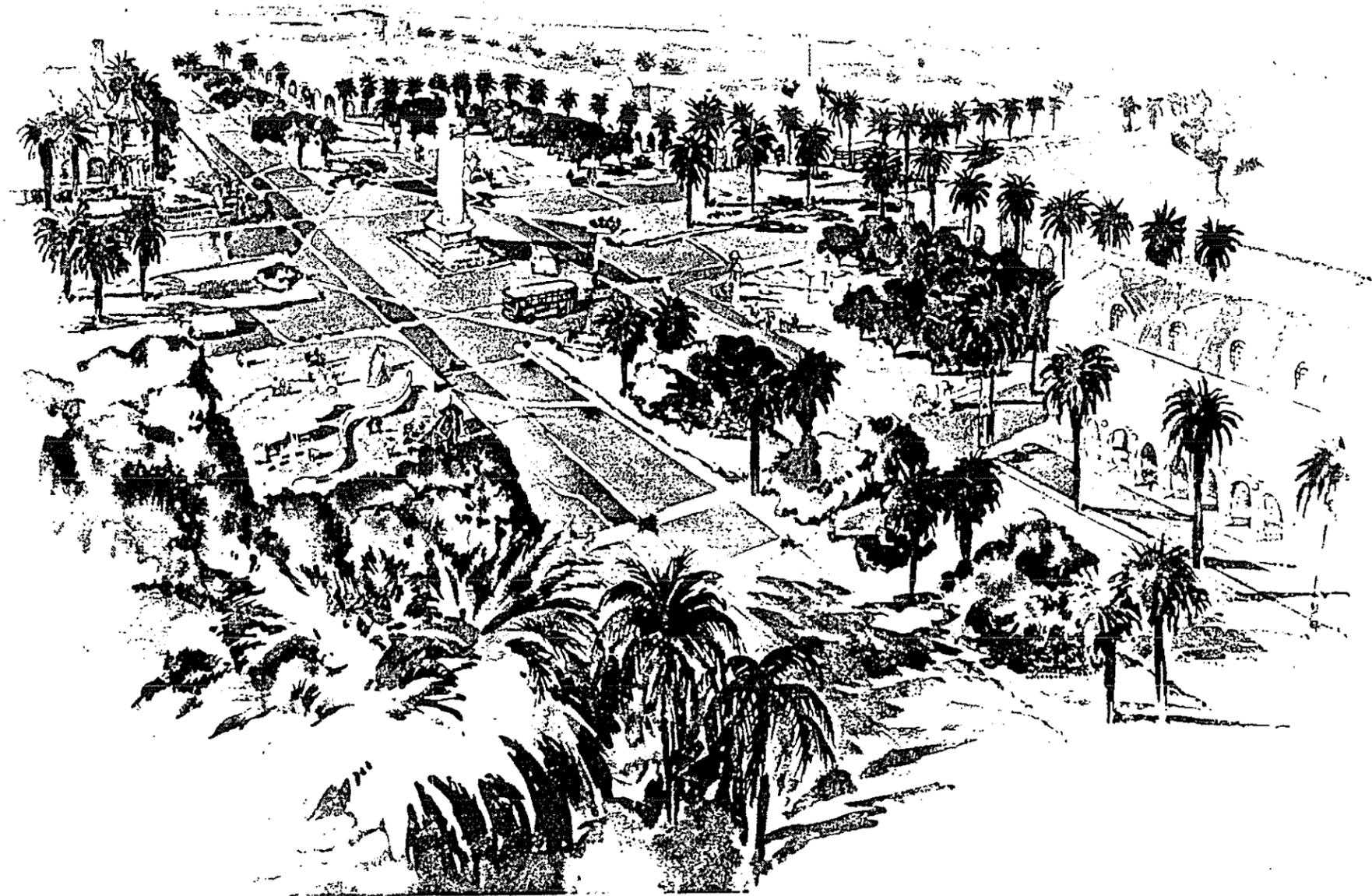
**61st Street Entrance**  
Street Level Pavilions  
Pedestrian Access Below Grade  
To Offatts Bayou Waterfront Park

# The Broadway Development Area Master Plan

## Broadway

Perpetuating Broadway's Historic Order of Development while promoting the vitality of this evolving urban environment is the underlying theme of the Broadway Image Area. The priorities here are three-fold. First, to clarify and enrich Broadway's genteel king of urbanity and in doing so provide a simple continuity to the area. Secondly, to make legible, to Galvestonians and visitors, the city's richness of history and culture by the development of key entrance and arrival spaces such as 59th Street, 25th Street, and Seawall, and other civic monuments throughout the area. Thirdly, to create a setting that promotes a higher quality of investment with return of both residential and substantive commercial land-uses. The Broadway portion of the Master Plan from 59th Street to Seawall Blvd. is composed of the following features:

- a. The Broadway Forecourt, a public open space and entrance plaza to the city proper at 59th Street, a transition space from the Parkway Image Area to the urban, Broadway Image Area.
- b. Guidelines for the Broadway streetscape, or the collection of elements which establishes the quality and context of Broadway. Elements include architecture, site planning, garden wall, street paving, and planting recommendations.
- c. Victory Square, a public open space honoring the Texas Heroes Monument by development of a town square, point of arrival, within the Broadway area.
- d. Historic preservation recommendations to continue the tradition of ensuring the presence of Broadway's past.
- e. Monumentation recommendations perpetuating, and extending the tradition of civic monuments in the Broadway esplanade.
- f. Side street closures to encourage adaptive reuse and new development by providing, off-site, the opportunity for parking and or parks for adjacent properties.
- g. Side street narrowing recommendations to clarify hierarchy, accompanied by sidewalk, planting and alley recommendations.
- h. Parking recommendations for adjacent properties off Broadway, and associated beautification efforts to improve the quality of adjacent streets and neighborhoods.
- i. Lighting recommendations for Broadway and the entire development area.
- j. Broadway signage guidelines to curtail visual clutter and promote visitor understanding of the island.
- k. Seawall Blvd. Plaza, a public open space at the intersection of Seawall Blvd., University Blvd., and Broadway, a space that is both city entrance and Broadway terminus that celebrates the meeting of Broadway and the Gulf of Mexico.



# An Overview

Broadway, as a corridor, has a definable sphere of influence. The boundaries that define its limits are formed as a result of its physical, visual, cultural, and economic realm. The Master Plan represents Broadway's sphere of influence and the boundaries that define its development area.

To the west the development area is bounded by the natural barrier of the West Bay. To the north from the West Bay to 59th Street, its boundary is the S.W. & H. right of way. Between I-45 and the R.O.W. properties are closely aligned with highway visibility and transportation. To the south of I-45, from the West Bay to 59th Street, Offatts Bayou and English Bayou create the corridor's boundary. Entering the city over the causeway on I-45, Teichman's Point is wholly visible as a first impression. With this visibility and access from I-45, Teichman's Point becomes the southwestern end of the Development Area. A significant element on this edge is 61st Street south from I-45. This heavily traveled street is the primary path leading visitors and residents to Galveston's west end. It creates a tremendous opportunity to mark the Broadway corridor and introduce visitors to the City. As an interruption in the flow of land along Offatts Bayou/English Bayou, the 61st Street bridge is seen as a valuable tool to begin the transition from a suburban parkway environment to Broadway's urban environment.

Clearly the Gulf of Mexico and Seawall Boulevard, natural and man-made features, are its eastern-most boundary. Boundaries north and south of Broadway are somewhat more difficult to define as the corridor is strongly interwoven into the Galveston city grid, districts and neighborhoods. However, there are several factors which guide a configuration. These include the economic influence of Broadway, visibility to and from Broadway, access and orientation to and from Broadway, and significant streets, neighborhoods, and districts along Broadway.

Commercialization along Broadway primarily occurs between the street and the alley. This area must be evaluated in relationship to the balance of the city which is predominantly residential. Consequently the boundary for the majority of Broadway from 59th to Seawall, is the full block immediately north and south. Beyond that, the neighborhoods generally coalesce creating their own sphere of influence. There are exceptions, however, where Broadway's influence and potential impact reach beyond this one block depth. One is the condition where several blocks have been accumulated into one contiguous tract that is commercial in nature, accessing from and orienting towards Broadway. These include:

- The Cotton Concentration Company property on Broadway's north side between 59th and 54th Streets.
- The Moody compress site on Broadway's north side between 53rd and 51st Streets.
- The Broadway Theater Commercial Center on Broadway's south side between 53rd and 51st Streets.
- The Globe property on Broadway's north side between 48th and 46th Streets.
- The Jack Tarr Motel property on Broadway's south side occupying the vital wedge between Seawall, 6th Street, the entrance to the University of Texas, and Broadway.

f. The triangular blocks on Broadway's south side at 7th Street which again contribute to the setting of this vital intersection of Broadway, Seawall Blvd., and 6th Streets.

Other sites along Broadway of an institutional, public, or residential use have pulled together blocks into contiguous properties that orient towards and contribute to Broadway. They include:

- The public housing property on Broadway's north side between 46th and 41st Streets one half to one block from Broadway.
- The old city cemetery on Broadway's south side between 43rd and 40th Streets.
- The St. Patrick Church and school site on the south side of Broadway between 35th and 33rd Streets.
- The Central middle school property one block north of Broadway between 33rd and 30th Streets.
- The San Jacinto School property one block south of Broadway between 21st and 19th Streets.

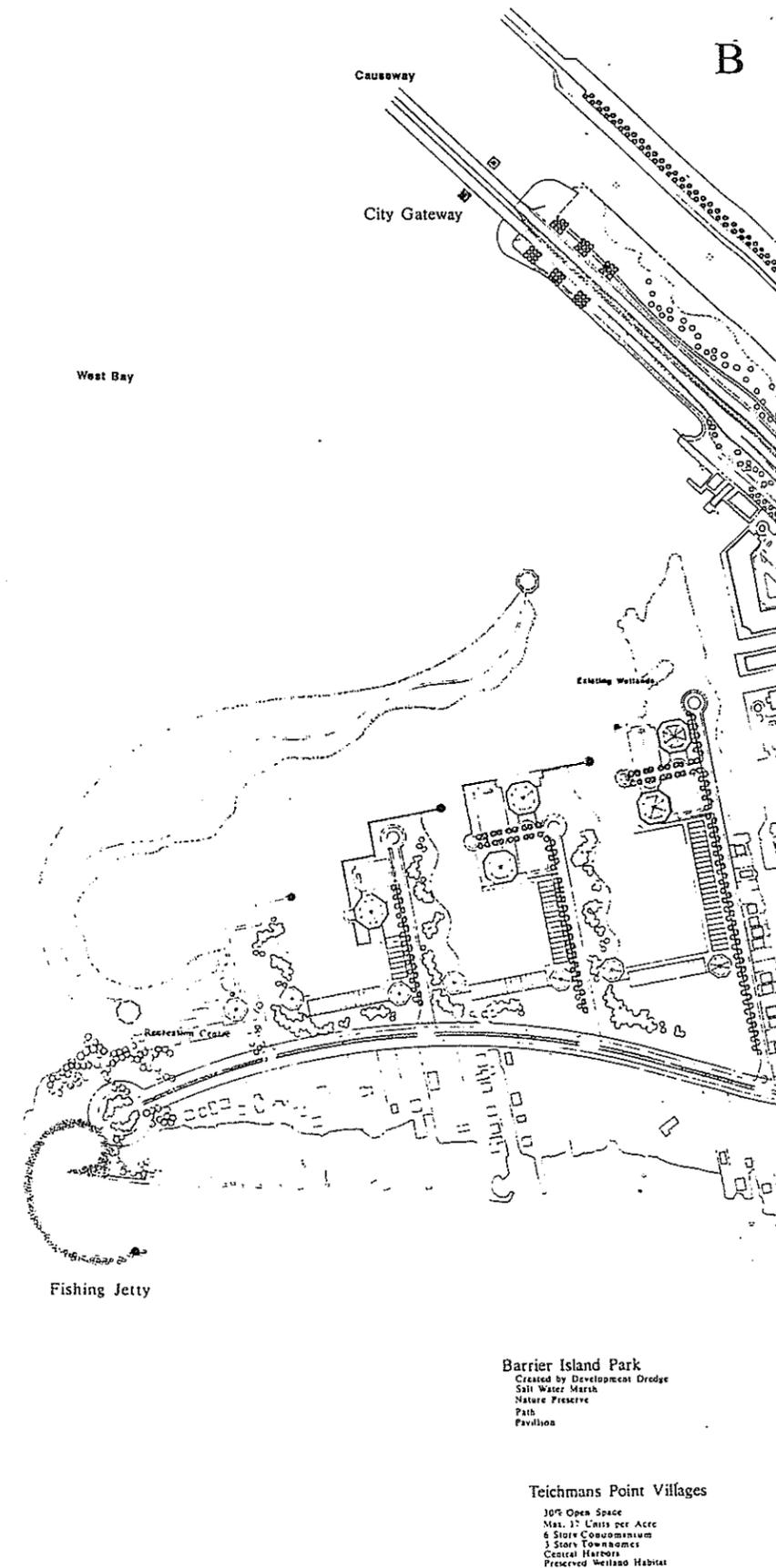
To complete the delineation of the Broadway Development Area, sites must be included that have a less functional association, but nonetheless are vital locations either as symbolic points, important linkages by pedestrians, auto, or trolley, and/or areas that will be influenced by recommendations of the Master Plan itself. These include:

- Most notably the 25th Street intersection and its surrounding blocks, the location of the Texas Heroes Monument. Its proximity to City Hall, trolley, vehicular, and pedestrian linkages to both Galveston's CBD and Seawall, and its current development pattern make this area significant in the Broadway Development Area Master Plan.
- The blocks on the north and south side of Broadway between 21st and 19th Streets. To the north is a prominent vehicular and pedestrian connection to the Galveston County Courthouse. To the south is an important pedestrian connection from the high school to Broadway and neighborhoods to the north.
- The blocks on the north and south side of Broadway between 14th and 12th streets which have the potential to be an important pedestrian link on Galveston's Historic District Walking Tour connecting the historic district to the north and south of Broadway.

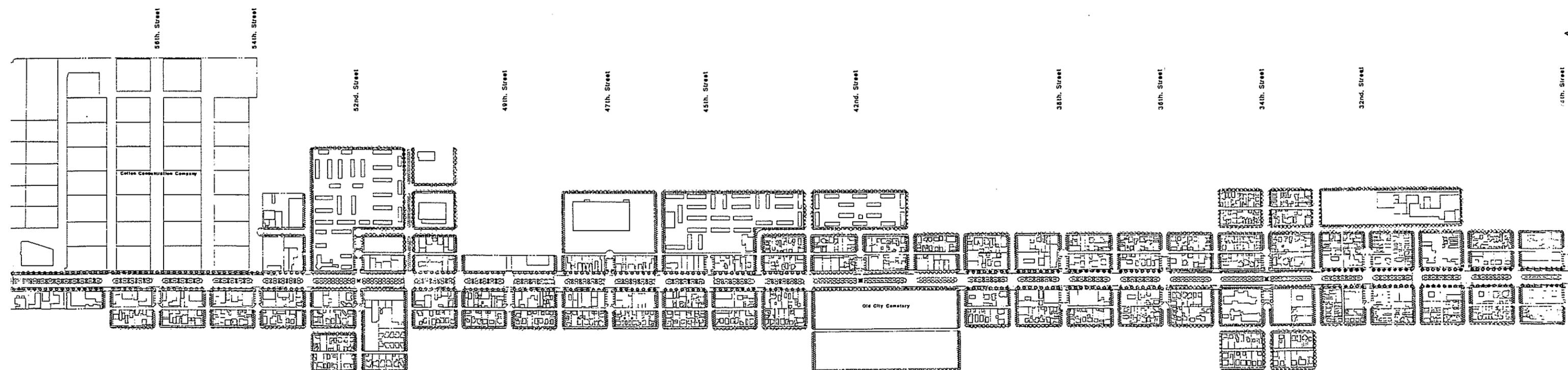
Defined by these natural, man-made and urban boundaries, the Broadway Development Area takes shape as illustrated by the Master Plan. Within its bounds a comprehensible and legible "place" is created. At this macro-level of the Master Plan, "sense of place" is established by the adoption of a sequence structured by five spaces. These include: the City Gateway at the Causeway, the Parkway from the Causeway to 59th Street, the 59th Street Forecourt, the development of Victory Square at 25th Street, and the Broadway Entrance/Terminus Plaza at the Seawall. To heighten these punctuation points and establish a sense of place through continuity at the macro-scale, street trees beginning at the old causeway established a continuum on the north side of I-45 that then splits at 59th Street to line both sides of Broadway. Also important as a continuum is the enhancement of the I-45 median of Oleanders and Broadway's gracious esplanade. Within this macro-environment two image areas have evolved. "The Parkway" from the causeway to 59th Street, as shown on pgs. 46 and 47, and "Broadway" as shown on pgs. 48 and 49.

It is the counterpoint of the image of these two areas that begins the diversity of place that enriches the experience and individuality of each. Being able to pass through a park-like suburban environment heightens the qualities of the urban Broadway and conversely Broadway's urbanity heightens the passive experience of the parkway. The Master Plan is based upon the development, to its fullest, of these two image areas into identifiable places brought together at the macro-level by the subtle sharing of a few simple continuum elements previously mentioned.

Folding over page 49 will begin an illustration and discussion of "Broadway". Re-opening and folding over of page 52 will begin an illustration of "The Parkway." This continues in detail with the Parkway urban design standards commencing a sequential journey through this new vision of the Broadway Development Area and illuminating the components that establish its "sense of place."



# M E N T A R E A M A S



**Broadway/59th Street Forecourt**  
 Restored Rosenberg Fountain  
 Palm Colonnade  
 Cicander Society Monument

**Broadway Esplanade**  
 Restored Live Oak/Washingtonia Palm Pattern  
 Oleander  
 Lawn

**Street Closures**  
 20 Parking Spaces  
 Pocket Park

**Monumentation**  
 Closed Esplanade Deck

**Broadway Streetscape**  
 Garden Wall on Property Line  
 Broadway Pavers for Sidewalk and Fourth Lane  
 Controlled Curb Cuts  
 Date Palm Dominant Street Tree

# City Gateway

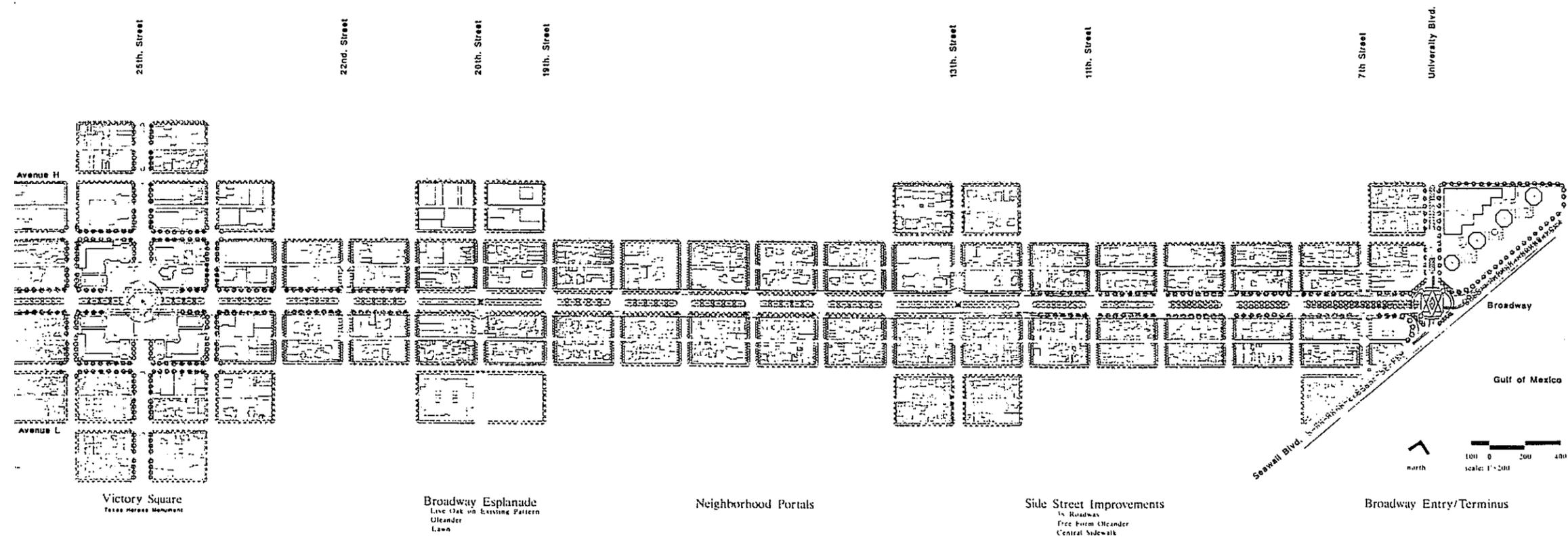
## Existing Approach to Galveston on the Causeway

You've driven from Indiana or Houston with Galveston Island as a long awaited destination. For the past days and hours your life has been dominated by the landscape of Interstate 45, a landscape of concrete lanes, concrete barriers, galvanized metal railings, and cobra headed light fixtures. You've made it to Texas City, "Galveston 7 miles ahead." You proceed with great expectations and before long the road elevates and there are great vistas ahead to a city in the far distance. There's water to either side, you zoomed past a sign that said, something city limit, and as you come down the same interstate landscape continues. Seven miles has to have elapsed by now. You make the first exit at Port Industrial, turn to the closest gas station, go in and ask "hey, how far is it to Galveston Island?"

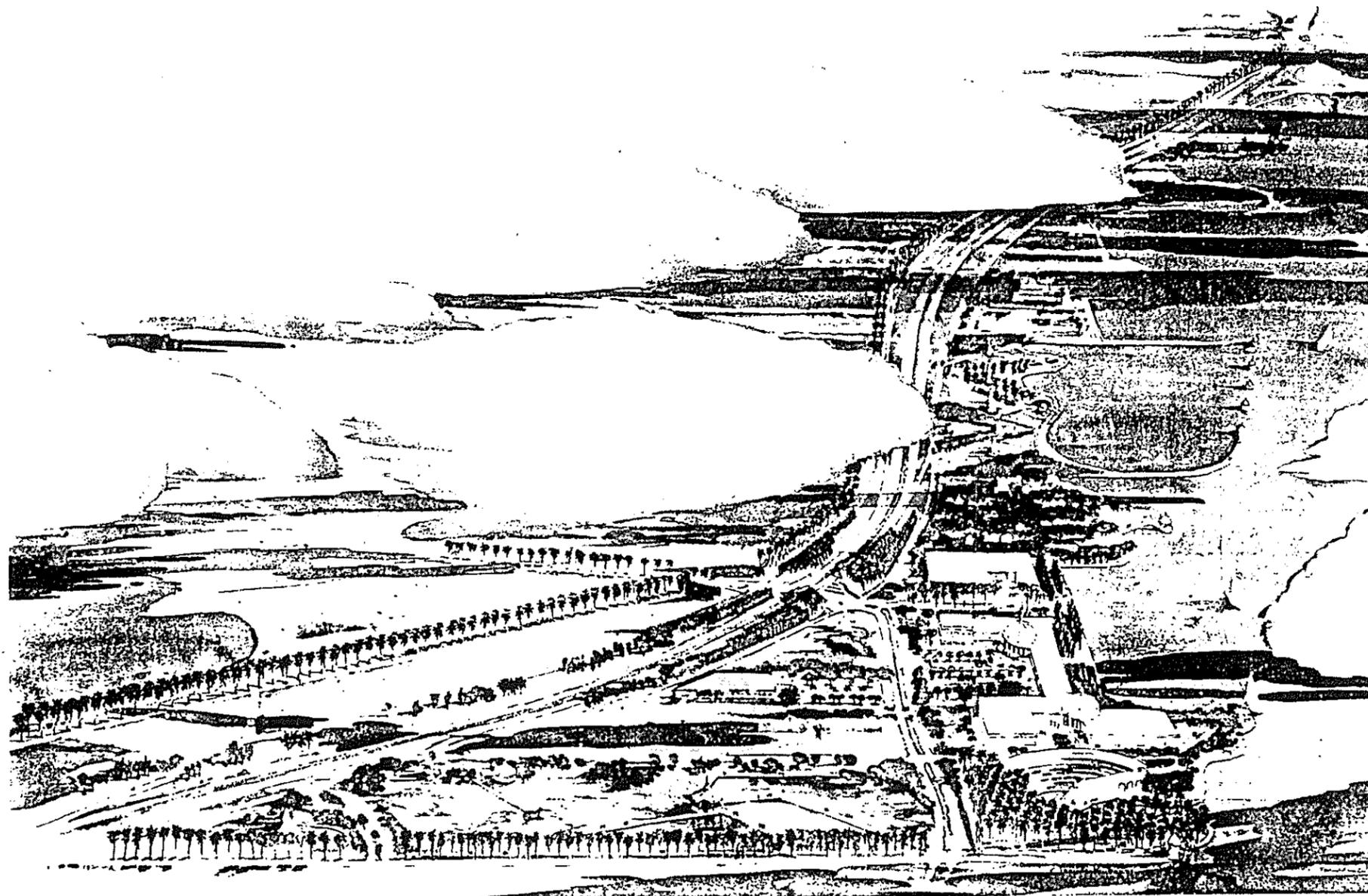
This is a story conveyed all too often during resident interviews and public meetings. An important moment, the crossing to the island, is being missed not only by visitors and tourists, but by residents as well. It's Galveston's and Broadway's chance at a first impression and opportunity to fulfill a great expectation and implant a great memory. The causeway is individually a great piece of highway engineering. It slowly elevates vehicles in a familiar highway setting over a tremendous span allowing shipping to continue below uninterrupted. What is missing are the cues of a crossing - the kind of traditional cues that are inherent in a bridge spanning some great natural barrier - a punctuation point in the sameness of the highway landscape.



# E R P L A N



# The Broadway Development Area Master Plan



## Parkway

Preserving and enhancing this environmentally significant area, while accommodating the realities of development, is the underlying theme of the Parkway area. Here the priority is on the quality and quantity of open space. The parkway portion of the Master Plan from the Causeway to 59th Street is composed of the following key features:

- a. The City Gateway marking the arrival to Galveston Island at the Causeway.
- b. Opportunities for site utilization at Teichman's Point where the existing ecosystems, charm of commercial fisheries and private marinas, residential development, and park-open space can work together as a successful first impression of an island city.
- c. Opportunities for site utilization of lands along Offatts Bayou a slender piece of land with the opportunity for both commercial and residential development benefiting from I-45 visibility and access, and amenity provided by a linear park along Offatts Bayou.
- d. Offatts Bayou Waterfront Park which is the armature of the Parkway, opening park windows to Offatts Bayou from I-45, providing active and passive water related recreation, in a park setting. A destination gathering place for visitors and residents, and an unparalleled setting for selective development.
- e. Parkway Frontage Development providing guidelines for the enhancement of properties fronting I-45 reinforcing the parklike quality of the area.
- f. Architectural and site planning guidelines that enable realistic development in a fashion that maximizes the Parkway image and contributes to the investment in public and private quality of place.
- g. The consultant team recommendation for an outdoor advertising corridor reinforcing a north edge as industrial buffer and opening up southern vistas to Offatts Bayou and Galveston Island.

As a highway related suburban/pastoral setting the Parkway becomes the path through the garden to the front door of Broadway. Its clarity of identity is dependent upon achieving a balance of development that is perceived to be weighted toward preservation and enhancement of the natural environment. Realization of the Parkway Image Area will require enlightened development that understands the economics of amenity as a means to increase the viability and vitality of private development.

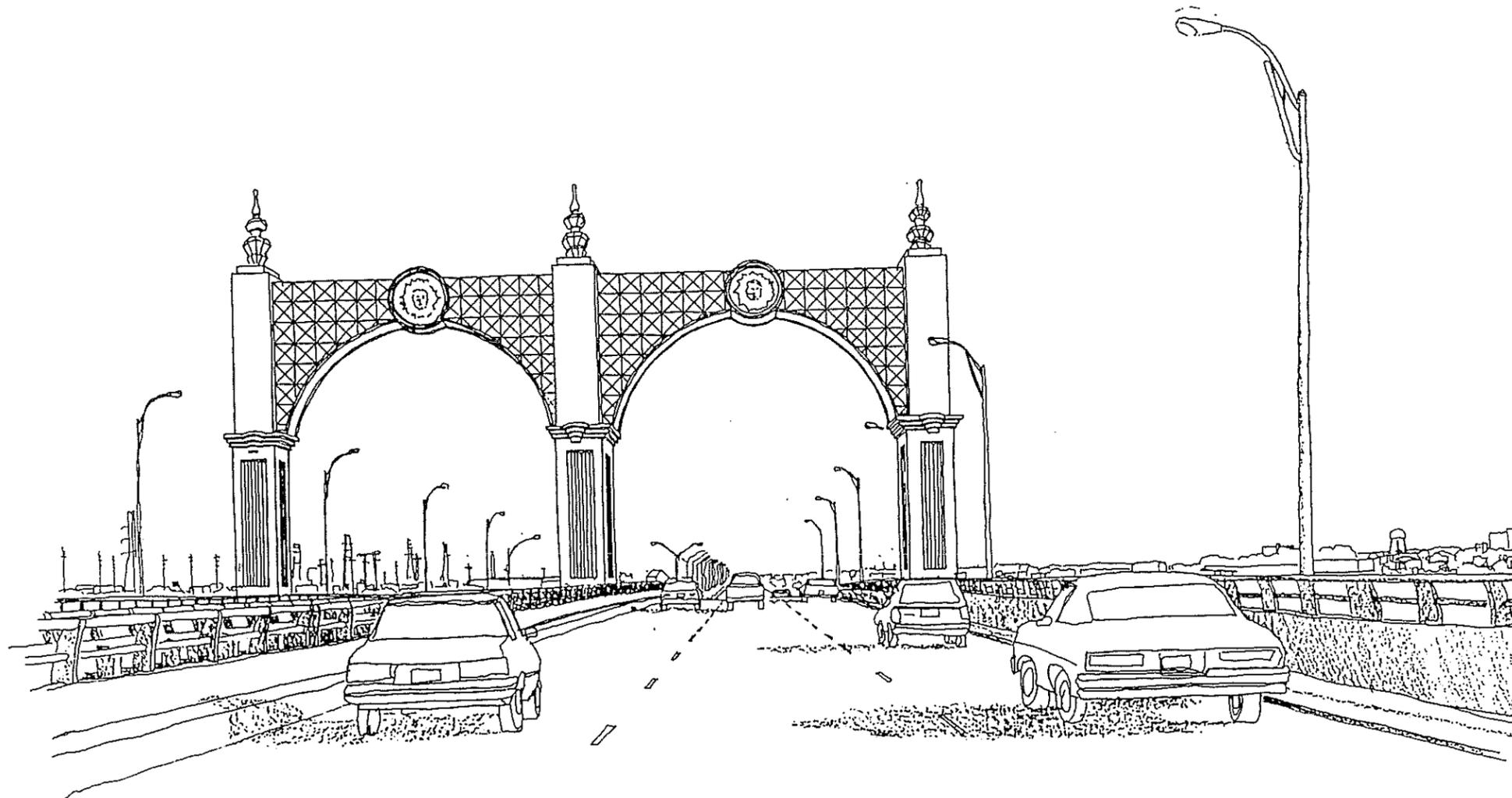
# City Gateway

## Proposed Gateway to Galveston at the Causeway

As the buttresses of the Brooklyn Bridge are monuments marking the crossing of the East River into New York City, the city gateway to Galveston establishes the sense of crossing to or from the island by passing through this "bridge-like" construction. German to a new tradition in Galveston, its form and intent is to become a permanent arch celebrating the crossing, and providing a symbol of welcome fulfilling one's expectation of Galveston as a great destination, and beginning the Broadway experience.

In its ideal form there should be two gateways, one on the Galveston Island end, and one on the Virginia Point end of the causeway. The gateways should be sited at either end on the flat portion of causeway between the beginning/end of its incline and its joining with land. The gateways are seen as simple constructions of a grand scale. Stone clad columns can rise out of West Bay to either side of both lanes and one between. A metal arched space frame spans the columns and is punctuated by medallions. The columns and space frame arch can be permanently and seasonally illuminated and be used to carry banners or flags for community events and seasonal gatherings.

Its installation will need to be carefully coordinated with the State Department of Highways and Public Transportation in order to be placed within its right of way. It should respond to the possibility of adding lanes onto the causeway, although the current direction established by the regional mobility plan and S.D.H.&P.T. is to focus on another causeway connecting the west end of Galveston island to I-45 in lieu of adding lanes which would be practically as expensive as a new crossing. The gateway would also need to be carefully coordinated with the Corps of Engineers to assure the maintenance of safe boat traffic, and the Texas Fish and Wildlife Dept. to assure no significant disruption of ecosystems. At this writing all preliminary investigations are positive.



# Teichmans Point

## Site Utilization Opportunities

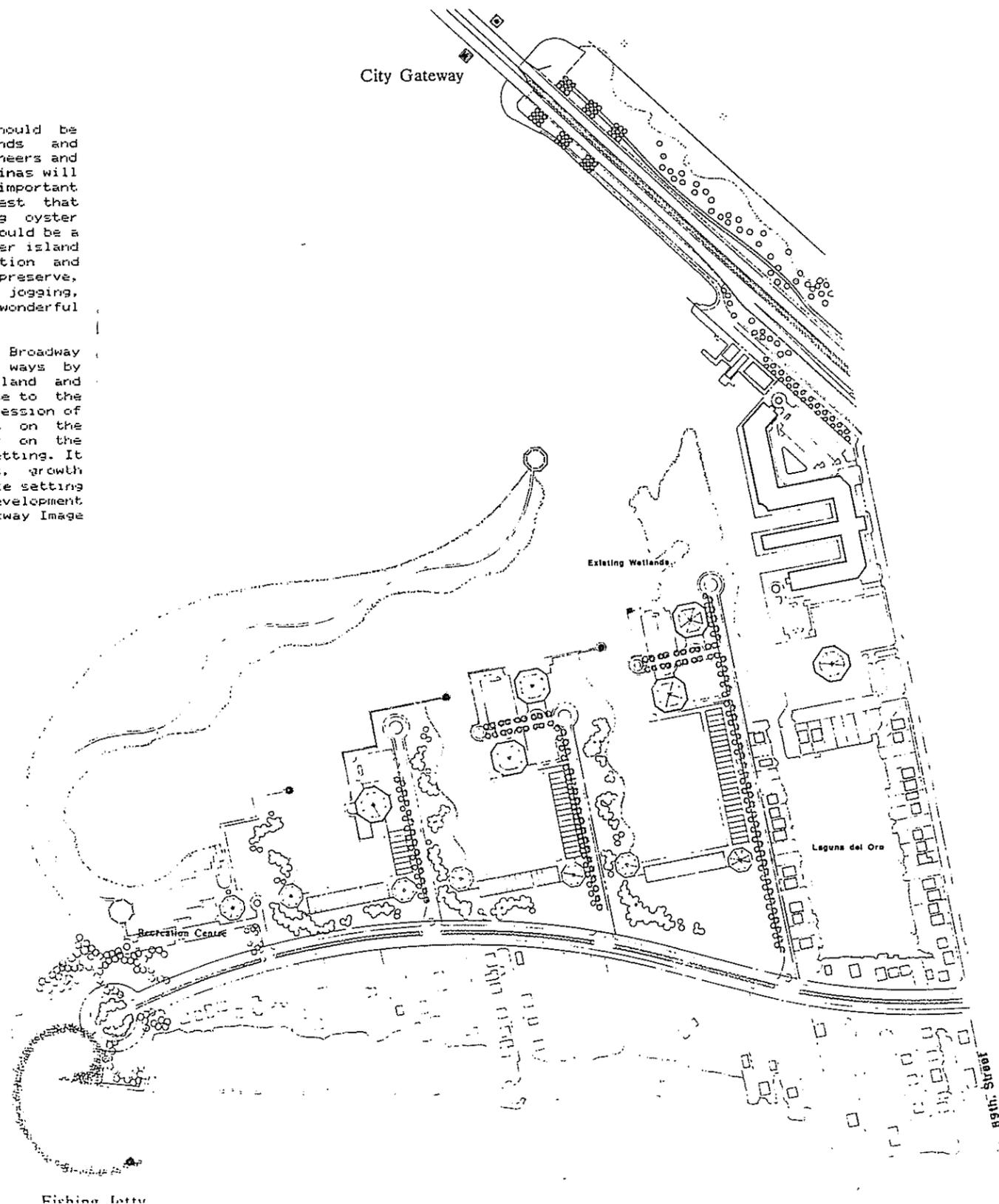
The Master Plan does not advocate or promote change in the Teichmans Point Area, but recognizes that the amenities enjoyed by its current residents may not go unnoticed in the future, and that change may be inevitable. Guiding that change to be of greatest benefit to all, in terms of development density, open space dedication/ environmental protection, and development pattern, is the intent of this site utilization model.

Teichmans Point is bounded by 89th Street on the east, Offatts Bayou on the south, West Bay on the west and Interstate 45 on the north. The area's current land-uses are highly varied including fisheries, trailer homes, single family, canal communities, and a working shipyard. This resultant triangle of land is largely undeveloped open space with a valuable ecosystem of both fresh and salt water estuaries and wetlands. It is a kind of escape from urban life with tremendous natural amenities. These include access to water for recreation or enterprise, tremendous views and vistas to both Offatts Bayou and West Bay water bodies, convenient access to I-45 and points west to the mainland and east to Galveston, most city services, and of course the relatively untouched quality of the land.

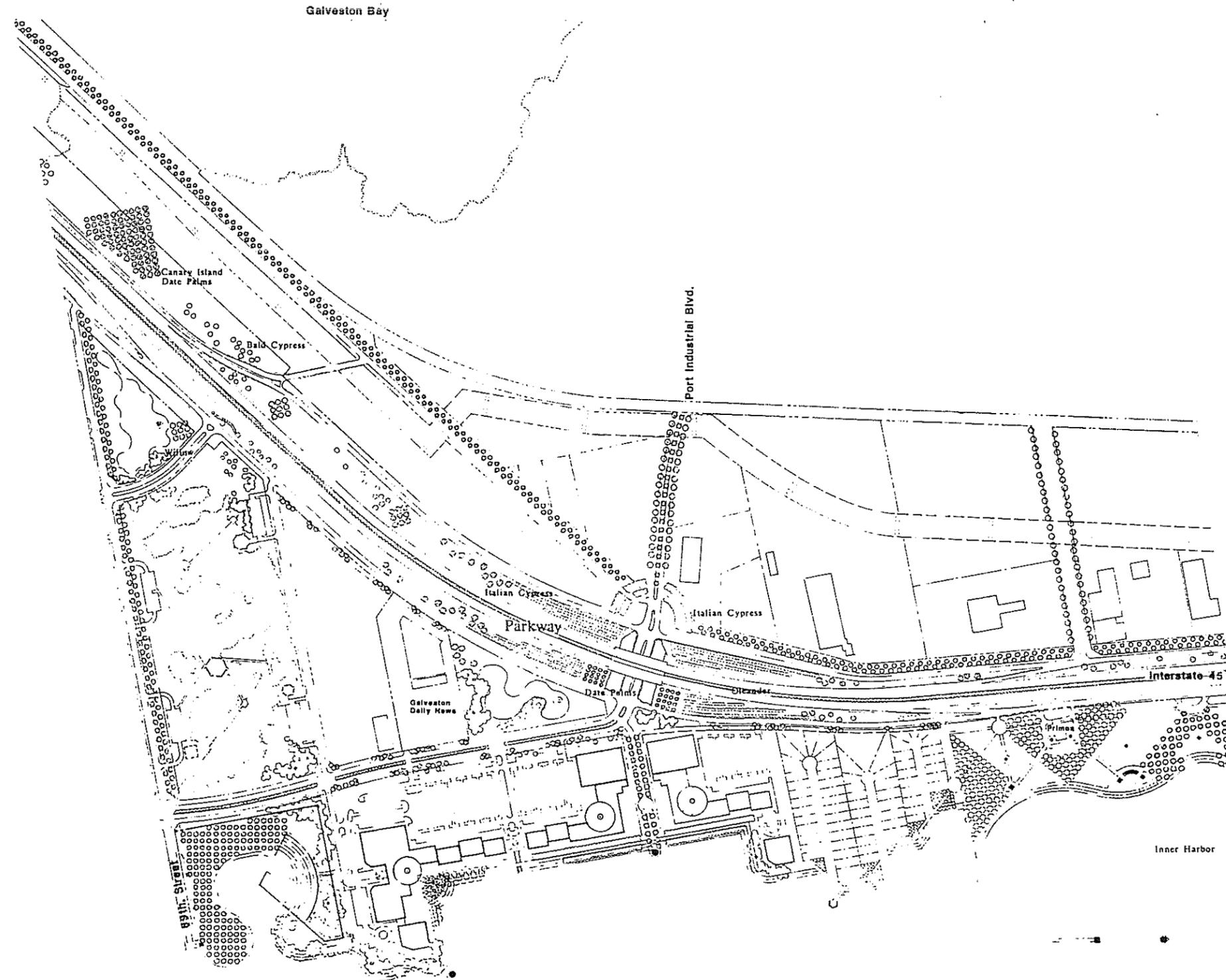
The Master Plan attempts to influence development. It explores the opportunity for development here to be the initial statement of the island city. Key elements of this potential site utilization include: (a) Land-use: development primarily of water oriented high-rise residential units. These condominiums or apartments are the focal point of a marina wrapped by mid-rise townhouse or condominiums; (b) Retaining open space, especially delicate ecosystems, is critical. To this end, the Master Plan recommends a density of approximately 17 units per acre coupled with a requirement of 30% open space dedication. Retail uses can also be included to provide daily goods and services to residents. Payco Marina could expand its scope. It's fishing operations should remain with expansion of both outdoor and indoor fresh seafood markets and restaurants. (c) Character of development would be that of four marina oriented residential villages. Key to its success is a density of development tightly clustered around a marina leaving large contiguous open spaces dedicated as environmental reserve, park open spaces. Density will realize an economy in construction and retain a graciousness of open space protecting the amenity that is the site's prime attraction. The pattern of dense development of villages and allocation of large open spaces is in the end the least impactful use on the land compared to single family residential. Access would be from the improvement of Teichman's Road. Entering through dedicated open space these roads would lead to parking areas and terminate in cul-de-sacs with views open to existing wetlands and West Bay. Teichman's Road would end in a traffic circle and public park focal point. Amenities such as private gardens and pools can be incorporated. A recreation center providing health and fitness facilities, pools, tennis, jogging, and cycling paths can be a focal point site near the point. This can also incorporate day care centers for working residents. The primary amenity is water related sports with the added amenity of docking a boat within walking distance of your home. Half or 15% of the 30% of dedicated open space should be a public park. As a use easement this land should be maintained and developed by the private sector. Public park

Environmental protection and mitigation should be planned to preserve significant wetlands and estuaries identified by the Corps of Engineers and Fish and Wildlife. The construction of marinas will result in mitigation and restoration of important habitats. Preliminary investigations suggest that creating a barrier island upon existing oyster shoals in West Bay from marina excavation could be a successful mitigation technique. The barrier island would be replanted with native vegetation and perhaps become "Salt Grass Park" a nature preserve, with pedestrian access for bird watching, jogging, strolling or to take advantage of its wonderful setting out on the water.

This kind of development contributes to the Broadway Development Area Master Plan in several ways by reinforcing the residential use of the land and influencing heavy and light industrial use to the north side of I-45. It allows a first impression of Galveston to be one that capitalizes on the freshness of image of architecture/city on the water, sensitively placed within a park setting. It presents a vitality in terms of economics, growth and life style. It establishes a park-like setting which contributes to and benefits from development within it: the underlying theme of the Parkway Image Area.



# Offatts Bayou



## Site Utilization Opportunities

Along the south side of Interstate 45 from 89th Street on the west and 61st Street on the east is a slender length of land that separates I-45 from Offatts Bayou varying in depth from 50 to 400 feet. This area has the advantage of two tremendous assets. One, its visibility and access from I-45, and two, the inherent amenity provided by Offatts Bayou. Currently, land-uses are varied ranging from heavy industrial at 89th Street, single family residential, multi-family residential, bait stores and boat storage, an historic restaurant, offices, hotel and gas stations. While all these uses are legitimate in their own right it may not be long before the area's assets of access, visibility and amenity force change to occur. As it does, it is the intent of the Master Plan to influence its growth in a manner that maximizes its development opportunities and its value as a vital part of the Broadway Development Area's Parkway zone. The following items are encouraged to be considered in evaluating development.

a. Land-Use: Single family residential is appropriate here, however, as growth occurs uses will no doubt be more commercial in nature. Several uses are most compatible and should be encouraged such as: multi-family apartments, condominiums, townhomes, canal oriented patio homes; retail uses including destination shopping villages, daily goods and services, restaurants, and entertainment facilities; recreation uses including both indoor and outdoor facilities.

b. Location: Successful development will need convenient access to and from I-45 and pedestrian access to adjacent properties along Offatts Bayou. To maximize I-45 access, development should be encouraged to concentrate around the three overpasses along I-45 at Port Industrial, 71st Streets and 61st Streets. With these as centers, lower scaled, lower visibility development should extend east and west from these points. This should then result in the opportunity for open undeveloped space between the limits of development influenced by the centers at overpasses. The undeveloped space can be used as grade level park windows from I-45 to Offatts Bayou. Orienting this visual amenity to people arriving into Galveston brings the Parkway's greatest natural assets to the forefront of park and water.

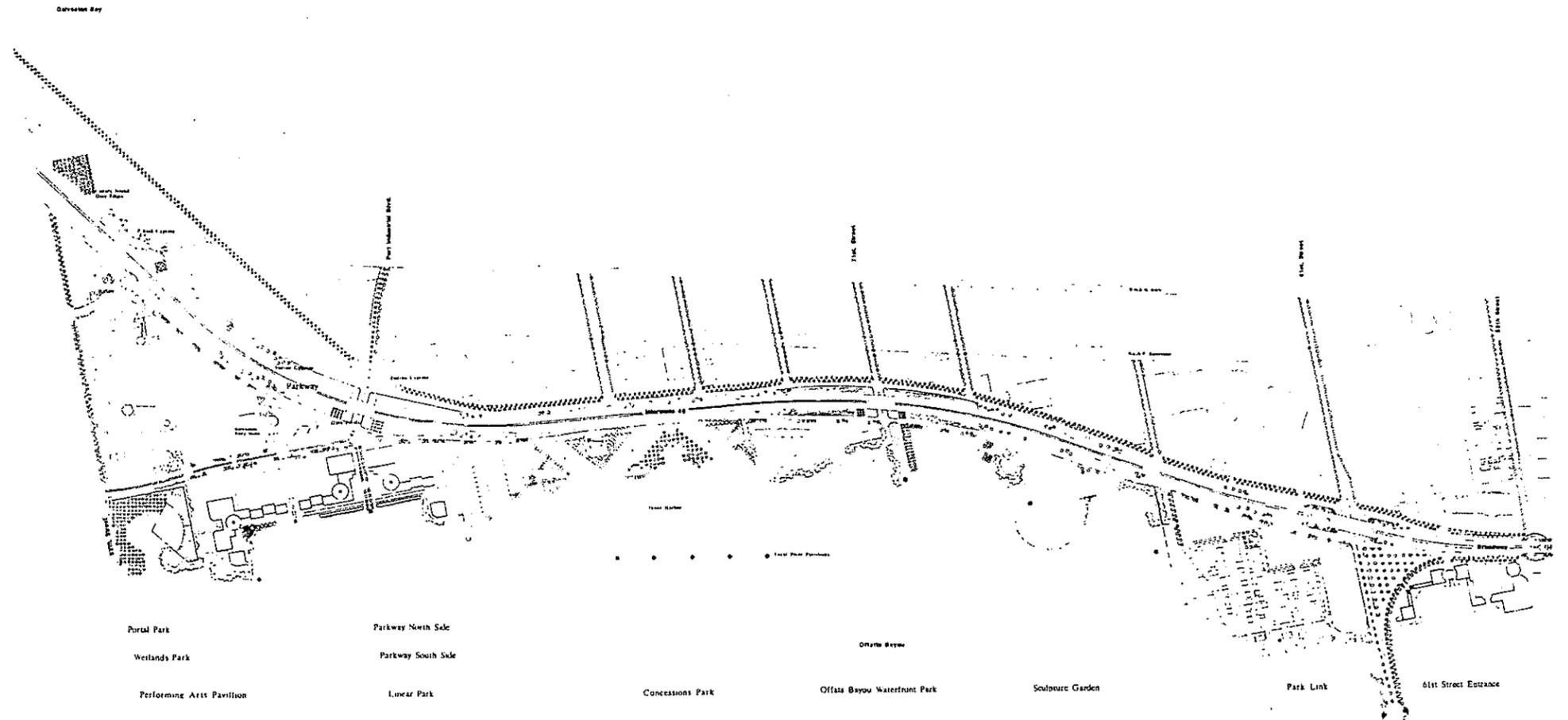
c. Orientation of Development: Development here should take full advantage of the inherent visibility and amenity and be dually oriented. Its auto-visibility orientation should be to I-45; site planning and architecture should respond. Along its Offatts Bayou edge site planning and architecture should permit this to be the development focal point. For retail uses parking should be on the I-45 side with architecture and signage communicating tenants. Pedestrians can pass through paseos, plazas, and courts to the Offatts Bayou edge where storefronts, entrances, etc. are oriented onto a common waterfront market place, a place for people, with outdoor cafes, seating, vending, etc. Convenience oriented use should be located away from the Bayou with north/south streets used as customer or service access. Building and parking areas should allow for landscape setbacks on all streets and incorporate tree covered islands throughout parking areas to reinforce its belonging to the Parkway. On the Offatts Bayou edge a use easement and setback from the shore lines should permit a generous outdoor market place and the opportunity for a public linear pedestrian park connecting the property to its adjacent neighbors and to Broadway. For residential uses the same orientations are valid. However, the Offatts Bayou side may best be

# Offatts Bayou Waterfront Park

## The Linear Waterfront Park

Offatts Bayou and English Bayou are perhaps Galveston's most beautiful and useable water bodies. To raise the elevation of Galveston Island and construct its seawall after the 1900 storm, soil was excavated from Offatts and English Bayous. Consequently, the depths of these two areas are greater than usual resulting in accessibility for boating, beautiful color and water quality. It can be used, it can be played in, it can be lived next to and looked at with pleasure and pride. The Master Plan encourages, at present by voluntary action, and in the future through more formal means, that this asset be uncovered and sensitively developed as a public recreation and park setting. To perpetuate the tradition of parks along its shore it is encouraged that Galveston begin the creation of a linear waterfront park along Offatts and English Bayous. The linear waterfront park can provide a site for recreation and in addition a continuous promenade connecting Broadway at 59th Street along Offatts and English Bayous shores to 89th Street and Teichmans Point to the west, and to the north along 89th to the old causeway and Virginia Point. It is this linear waterfront park that gives purpose to the B.D.A.'s Parkway Image Area and allows Offatts Bayou to become a real place of orientation.

Land area for the park can be accumulated by several means: by use of existing street right of ways and public land; by use of lands which are undevelopable due to their status of protected ecosystem; by the dedication of park use easements along Offatts Bayou by owners who gain from the added exposure and vitality provided by a linear waterfront park; also by donation or acquisitions of key pieces of property. One of the linear park's and Parkway goals is to provide visual and physical access to Offatts Bayou. This most importantly and compatibly needs to occur where I-45 is on grade. Here between more viable development centers the linear park should expand to meet the I-45 right of way. This occurs in three locations: between 89th and 87th Streets, between 79th and 74th Streets, and between 69th and 65th Streets. The first open space between 89th and 87th Streets forms the western most anchor of the linear park system and is composed of three tracts from north to south. The first is a small parcel between the I-45 frontage road and minor access road to 89th Street. This partial wetland habitat is undevelopable without mitigation. The second, between this minor access road and Teichmans Road, is a protected fresh water estuary. The third surrounding an existing inlet from Offatts Bayou is partially used by a concrete pre-casting company, and a few single family residences. The northern most of the three spaces may be used as a portal next to I-45, a pastoral greenspace and introduction to the Parkway. The fresh water wetland



# Offatts Bayou Waterfront Park

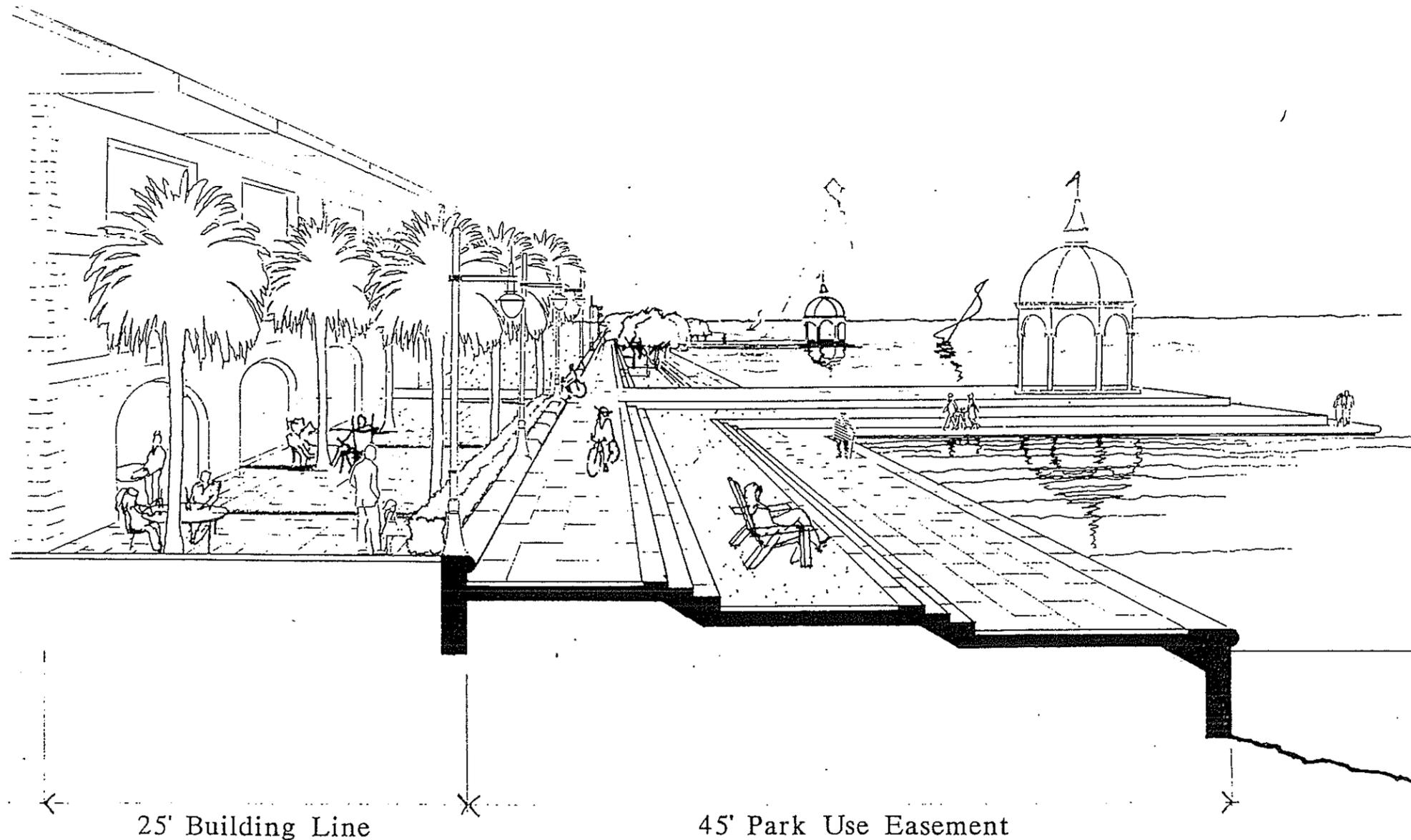
## Waterfront Park Section

should be preserved but enhanced to allow for people to move within it on walks and boardwalks to take advantage of its resources such as bird watching. Across Teichmans Point a major element in the linear waterfront park, an outdoor performing arts center, easily accessible from I-45, can be a generator of activity and special events to give life to the area and adjacent retail centers.

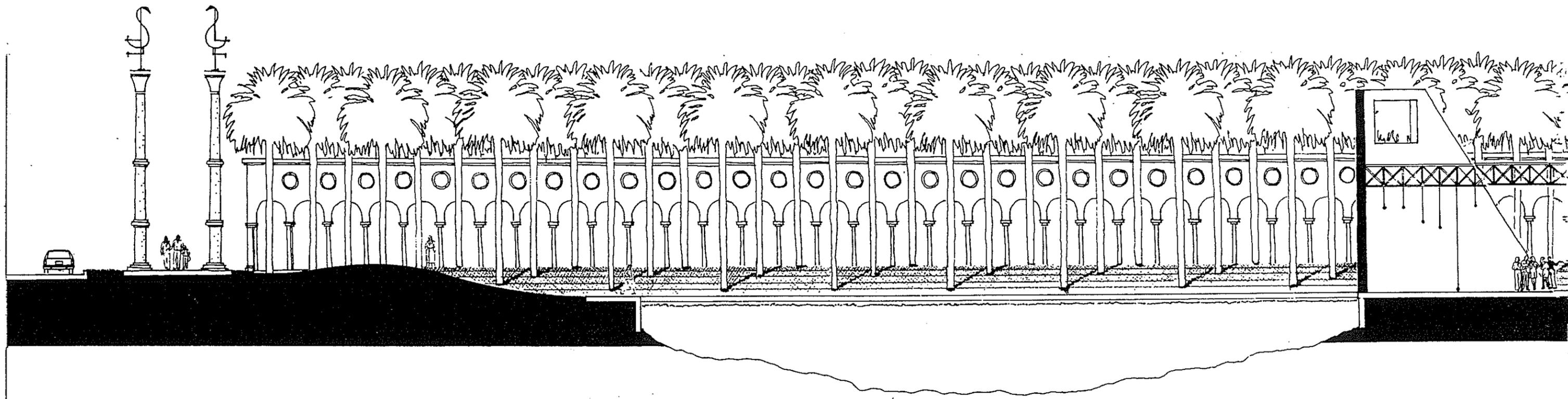
The second major park space between 79th and 74th Streets is seen as a center of active land and water oriented recreation. Currently the area is comprised of several properties with widely varying uses. Most significantly though, is Primo's, an historic restaurant which should remain as the focal point of this active park. Here an inner harbor can be created to define a safe place for swimming, windsurfing, paddleboating, etc. On land other active recreation such as roller skating, skateboarding, sunning, casual field games can occur. Active recreation equipment, food and drink concessions can be provided by private enterprise. Leased from the City Parks Department, the revenues can be used for park maintenance and development.

The third major park space between 69th and 65th Streets is a special moment in the Parkway sequence. Here an inlet from Offatts Bayou gradually curves in toward I-45 almost touching the frontage road. The water is right there, and the opportunity exists to heighten that visual experience. As an art statement this park should make a strong reference to water through jets or water sculpture with the land area used as a sculpture garden. Predominantly unoccupied, this area is practically undevelopable being a landfill composed of rubble resulting from the construction of I-45.

Connecting these three "windows on the water" to one another and points beyond is the linear waterfront park. (Refer left.) Seen here it is a kind of terraced promenade. In section it consists of two parts, the 45' park use easement and a 25' building setback. Within the 45' linear park area is an upper terrace - a continuous, lighted, paved promenade for walking, biking, roller skating, etc. which can access adjacent properties; a second green terrace for sunning, recreation, play, picnicing, etc.; and a third lower terrace for boat docking, water sports, etc. A 25' building line permits adjacent owners space to benefit from and enhance the waterfront park. Whether it be used as outdoor cafe, or greenspace, it should contribute to and benefit from the waterfront park.



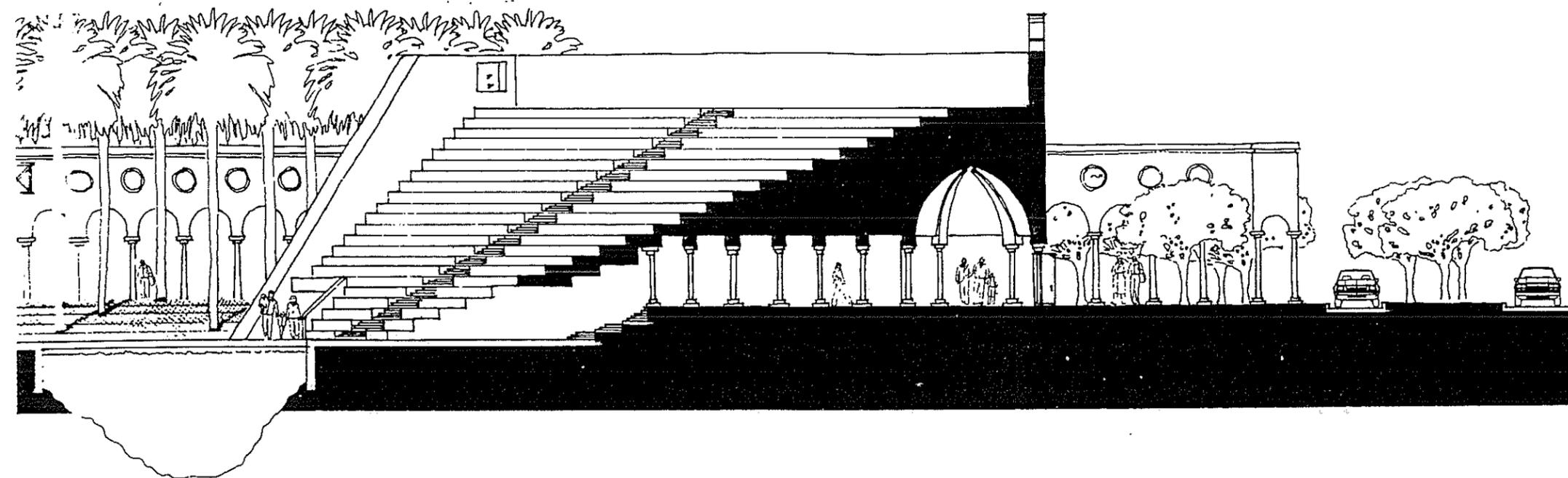
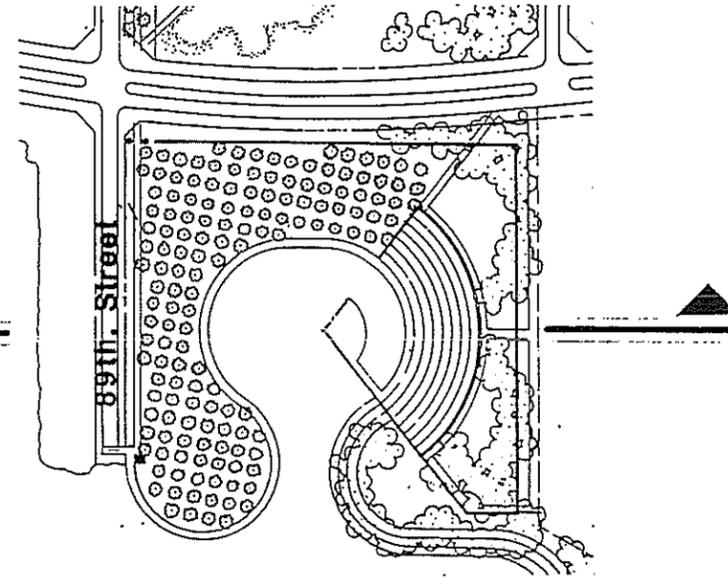
# Offatts Bayou Waterfront Park



## Performing Arts Pavillion

Located at 89th Street and Taichmans Parkway the arts pavilion would create the western most anchor to the waterfront park. Sited around an existing inlet this outdoor pavilion and its associated palm orchard park could stage concerts, plays, meetings, reunions, and public gatherings. Oriented toward the water it would create a dramatic setting for its patrons seeing sunsets over the bay, enjoying music and theater over the water, and benefiting from Galveston's year around mild climate and evening breezes off the water. The facility could complement activities of the island's west end Mary Mood Northern amphitheater. With close proximity to the mainland from I-45 and Port Industrial, its crowd could move in and out of the site without contributing to further traffic congestion in town. The pavilion can generate revenue for the city either through lease of the land for private development or by construction of the facility by the city which would manage and lease it to users theater companies, symphonies, etc. Parking and support facilities could be shared with adjacent commercial development benefiting and promoting growth.

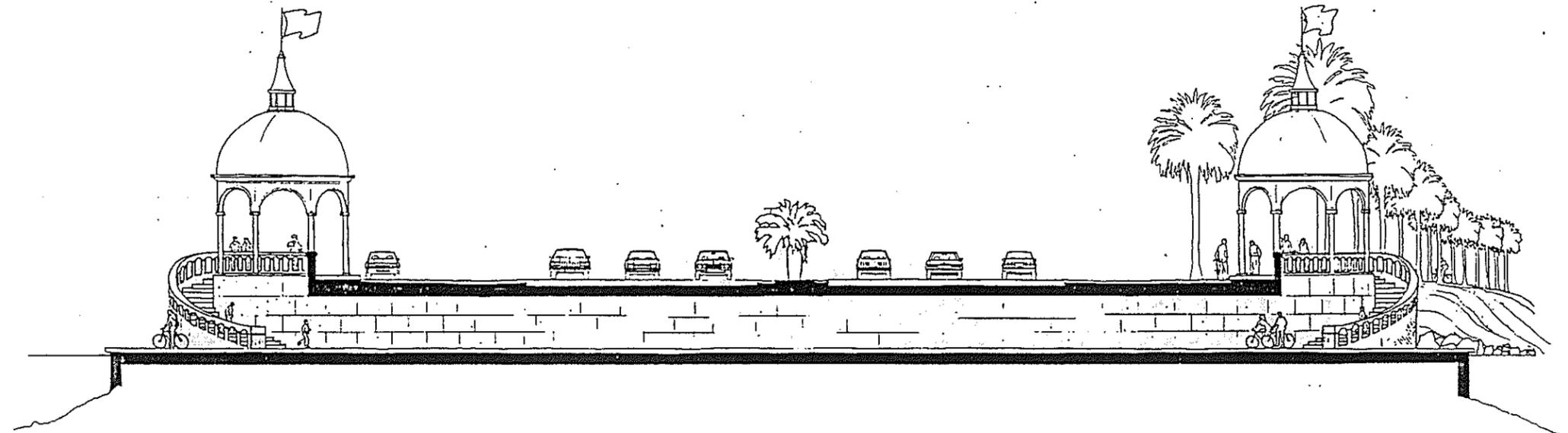
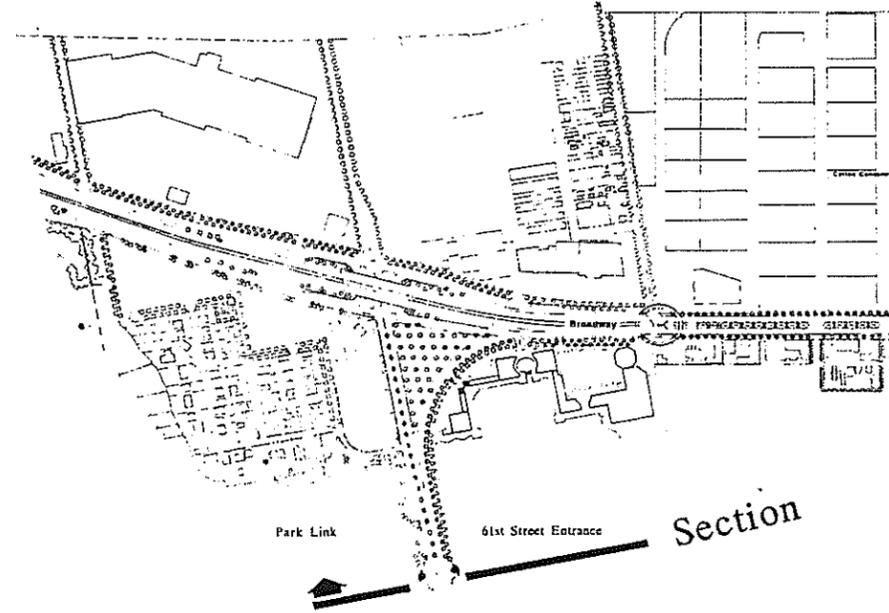
Section



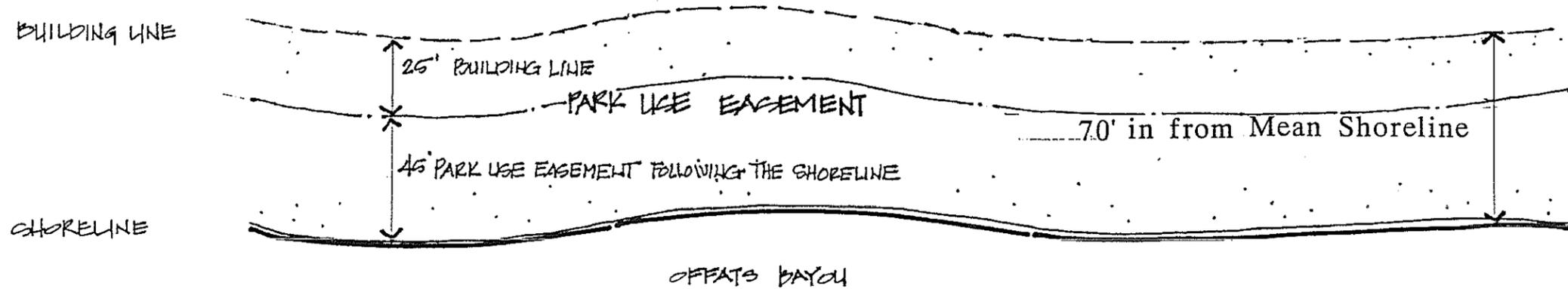
# 61st Street Entrance

## Pavilions and Pedestrian Underpass.

Anchoring the east end of the Offatts Bayou Waterfront Park, heralding the arrival into and out of the B.D.A., and providing a connection of uninterrupted pedestrian flow to and from Broadway are the roles of this proposed element. Located at the point where 61st Street leaves an on grade condition to become a structured bridge the entrance marks the crossing of Offatts and English Bayous identifying the passage from the Broadway Development Area to 61st Street. At street level its key identity elements are pavilions that create the gate and frame the street. Situated within small at grade plazas the pavilions can be an extension of pavilions within the Waterfront Park and provide a simplified and reinterpreted aesthetic based on elements of Broadway's historic architecture. The pavilion is the punctuation point of a Palm Allee and walk extending from Broadway and 59th Street within the proposed landscape setback. Given the tremendous traffic volumes experienced on 61st Street especially during summer months traveling to and from Galveston's west end beaches a safe uninterrupted pedestrian connection from Broadway to the Waterfront Park is desirable. To accomplish this functional need curved steps and ramps extend from the pavilion's plaza down to a pedestrian underpass open to the water on one side and retained by the bridge headwall on the other. At the water level the continuation of the walk on grade leads the pedestrian to the park link easement between commercial and residential properties along the I-45 frontage road and to the Waterfront Park.



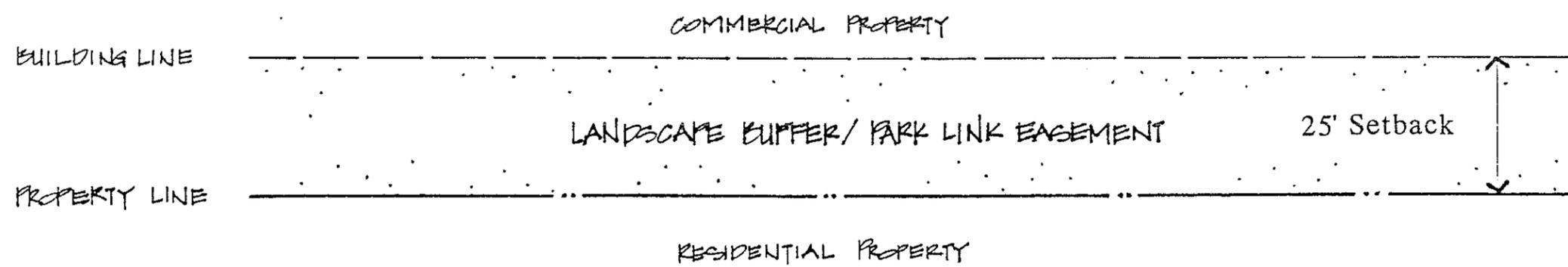
# Setbacks and Easements



## Offatts Bayou Waterfront Park Use Easement

To benefit from the amenity, visibility and access that can be provided by the Offatts Bayou Waterfront Park, adjacent multi-family and commercial developments are encouraged to allow for land area adjacent to the shoreline for implementation. This use easement, which may responsibly occur for erosion and storm protection, would be encouraged to be provided in the following manner:

- a. A 45' park use easement dedicated to the city following the mean shoreline providing a continuous uninterrupted land area for the length of a property's frontage along Offatts Bayou for properties between 65th Street and 89th Street.
- b. Inland from the 45' park use easement, property owners would be encouraged to respect a 25' building line on which private outdoor space can be developed to capitalize on the opportunity. Buildings for occupation would be held behind this line while other structures of a recreational and non-inhabitated nature would be permitted, as well as open fencing for security.



## Park Link Use Easement

The opportunity to connect pedestrian access from Broadway at 59th to the Offatts Bayou Waterfront Park will dramatically enhance the parks viability and use. Through existing public right of way the connection can be made to 61st Street. By the enlightened private contribution of the Waterfront Park Use Easement access can be provided east up to 65th Street. The missing park link between 61st and 65th Streets is critical in meeting this objective. The opportunity exists here to allow commercial properties fronting I-45 and 61st to also take advantage of the park amenity by encouraging the dedication of a 25' Park Link Use Easement along their southern and western boundaries. The use easement, dedicated to the city, would be used for walks and plantings extending from the Waterfront Park. The connection and increased activity would benefit these commercial properties by expanding their visibility and market. Currently, this commercial property along I-45 wraps a pocket of single family residences fronting Offatts Bayou. The park link easement would allow a green buffer to separate the two uses and turn what is typically a negative, living next to the back of a commercial property, into a positive through park link

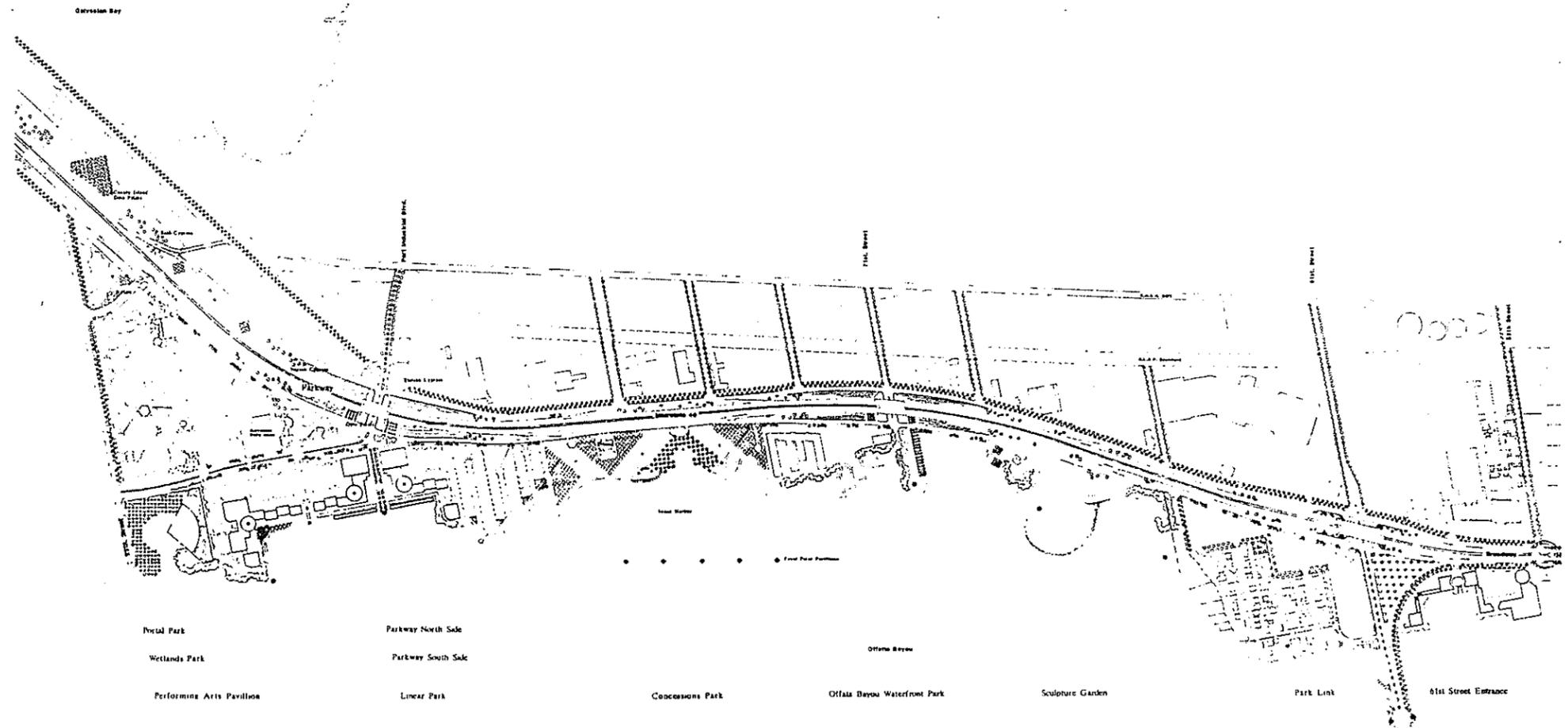
# Parkway Frontage Improvements

## I-45 Right-of-Way and Frontage Development

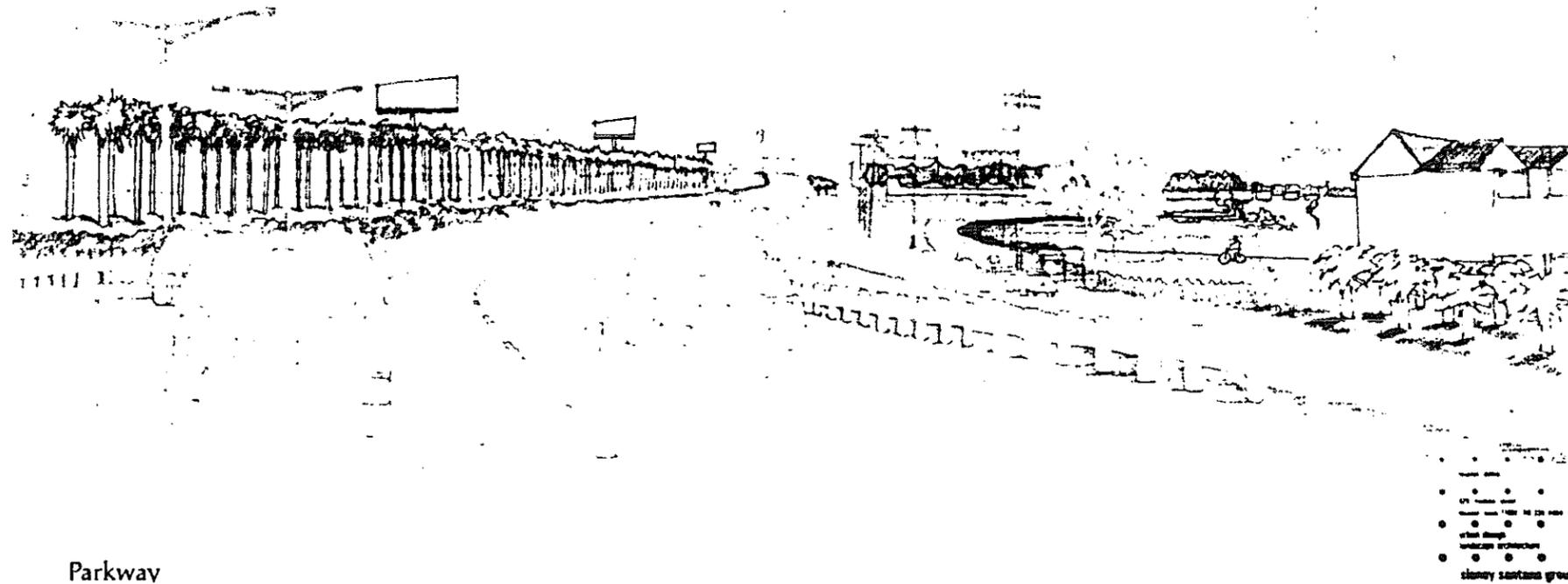
The Interstate 45 corridor from the Causeway on the west to 59th Street on the east carries thousands of people a day to and from Galveston. It is a captive audience that provides Galveston, The Broadway Development Area, and adjacent property owners with the opportunity to create a memory and focus attention on its environment expressed through the Parkway Image Area. To reinforce and complete the parkway, highway and street related environmental improvements should be implemented. These highway related, Parkway reinforcing improvements focus on five key land areas: the Interstate 45 right of way under the jurisdiction of the State Department of Highways and Public Transportation; the private property frontages along the north side of Interstate 45; the private property frontages along the south side of Interstate 45 right of way; private property frontages on 59th through 59th streets north of Interstate 45; and key entrance spaces at Port Industrial Blvd., Teichmans Point intersection with I-45 and the entrance space from 61st Street to Broadway.

The Interstate 45 right of way has the opportunity to become a kind of highway garden with plantings of trees, shrubs, groundcovers, native grasses and wildflowers as its palette. Its continuum and strongest element is the oleander median which should be kept in an immaculate and thriving condition by plant replacement and pruning. Adding trees, spaces can be created, views defined and a lushness of environment expressed. Shrubs and groundcovers can be used to heighten exit and entrance conditions as well as intersections. The planting of the right of way has already been initiated by a joint effort of Galveston Foundation Inc. and the Highway Department through palm plantings on the south side in the summer of 1987 and the north side in 1988. Oleanders have also been replaced under this program establishing a basis for continued beautification.

The improvement of the frontage along the north side of I-45 is seen as an opportunity for a profound environmental improvement within the parkway. Given the industrial nature of the land-use to the north, which is an important and compatible use, there derives a need to buffer its visual impact on the parkway while enhancing their individual value. To accomplish this and provide a simple, strong, statement that is the environmental backbone of the parkway, a landscape setback is recommended. Within the landscape setback an ordered planting of Palm trees should be planted creating a dramatic common thread from the Causeway to 59th Street. The landscape setback and Palm Allee will buffer negative views of industrial properties, enhance the curb appeal of individual properties while maintaining good visibility for frontage, road traffic.



# Parkway Frontage Improvements



## Parkway Image

Approaching 59th Street this same simple and dramatic palm planting in a landscape setback follows the frontage from 61st Street to Broadway, enhancing properties. Narrowing down the Parkway with the symmetry of a deliberately man-made planting, the Palms lead to the point of city entrance at 59th Street.

The south side of I-45, in contrast to the north side, should reinforce the soft, lush pastoral quality established by land uses, and proposed park developments. Because of the small amount of land available for development here, and the quality of environment offered by Offatts Bayou, a minor landscape setback is recommended to provide continuity to the area without creating an impairment to development. Its primary intent is to wrap development in a park-like setting. Its role as continuity will clarify the parkway image, remove foreground clutter and allow the primary focus of parks, Offatts Bayou, and development to be prominent in the Parkway.

Two key entrance areas should be developed to respond to their importance and function. The Port Industrial/Teichmans Point intersection should be enhanced and clarified through site development as important portals to adjacent areas. To the north Port Industrial is the new front door to the Port of Galveston, The Strand, UTMB, and eventually Galveston's Navy Homeport and Boliver Ferry. Of likewise significance is the triangle created by 61st Street, I-45's south lane and the feeder road from 61st Street to Broadway. Currently the location of a gas station and mobile home park, this land may be dramatically changed by the proposed ramp and fly over entrance to I-45 north. This space should be preserved as much as possible as a simple green space reinforcing the transition to urban Broadway at 59th Street. With its importance as the most heavily traveled intersection by tourists and visitors heading to Galveston's beaches this site should be strongly considered as a location for a tourist information center. It would provide a convenient stopping point for visitors to obtain information on the things to see and do in Galveston and become oriented to their destination.

The last component of frontage improvements is the enhancement of the public environment along 59th through 89th Streets north of I-45. These present and future streets are visually part of the scope of the Parkway and should also benefit from and contribute to the quality of setting. Minor landscape setbacks along streets will allow simple plantings to aid in defining the street, screening undesirable foreground conditions, while creating a positive visible setting for business.

It is through these Parkway right of way and frontage improvements that a cohesive, pastoral and vibrant parkway setting can be established and reinforced. An image of place will evolve that will remove chaos and bring one of Galveston's most treasured assets, its garden-like environment to the forefront. Quality of life will be enhanced, quality investment will be elevated. Quality of return will increase and an awakened environment will make impressions and create positive memories.

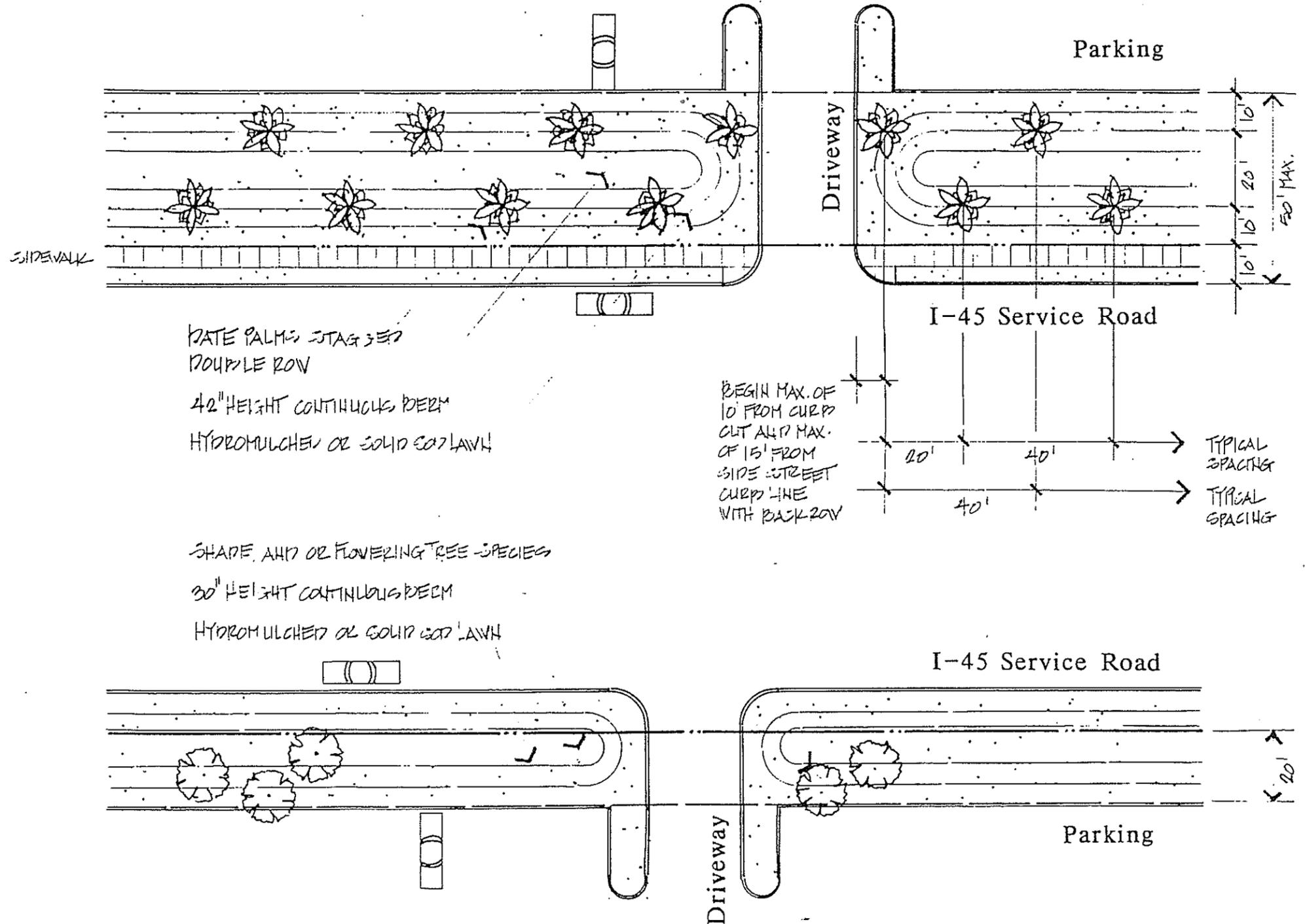
# Parkway Frontage Planting

## Interstate 45 North Landscape Setback Planting

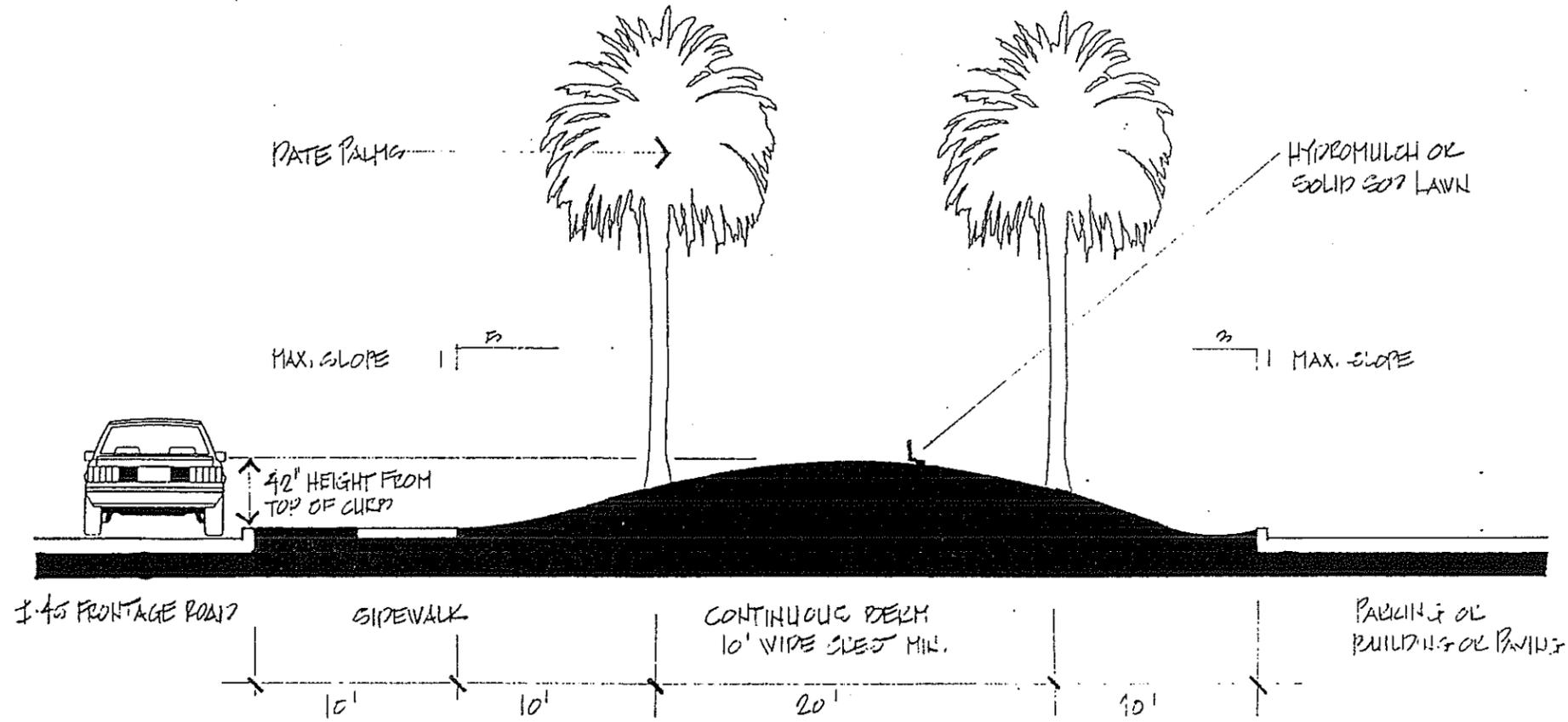
The landscape setback responds to the setting on two levels. From I-45 with its distance and traveling speeds it must be in scale with its surrounds, a simple, clear, and effective element that can be implemented easily. From the vantage point of the frontage road at slower speeds and close proximity it must be a gracious enhancement of the property and permit open sight lines while screening foreground clutter and parking. To meet these objectives the setback responds with three elements. First, an ordered planting of Date Palms, Galveston's most stately and durable Palm, in a staggered double row providing the scale of statement required. Second, a simple continuous berm to elevate the ground plane and expand the size of the space visually without taking up excess property and provide screening of parking. Third, a simple lawn reinforcing the perception of graciousness provided by the berm creating a pastoral effect of palms and grass, trees and shadows.

## Interstate 45 South Landscape Setback Planting

Here the landscape setback is primarily responding to the proximity of the frontage road. The macro-level is focused on the more holistic park environment along the south side of I-45 and Offatts Bayou. It is similar to the north side in its three basic elements: trees, continuous berm and grass. In contrast, however, the south side takes on an informal quality. Trees should be planted in casual drifts of Palms, shade trees and/or ornamental trees. Drifts should be homogeneous with a good balance of open space and planted space. The berm is continuous and of a height that screens cars and elevates the ground plane. The ground plane should be primarily a simple lawn, although plantings of low shrubs, and annuals, etc. could enrich entrances and reinforce the more intimate nature of this area.



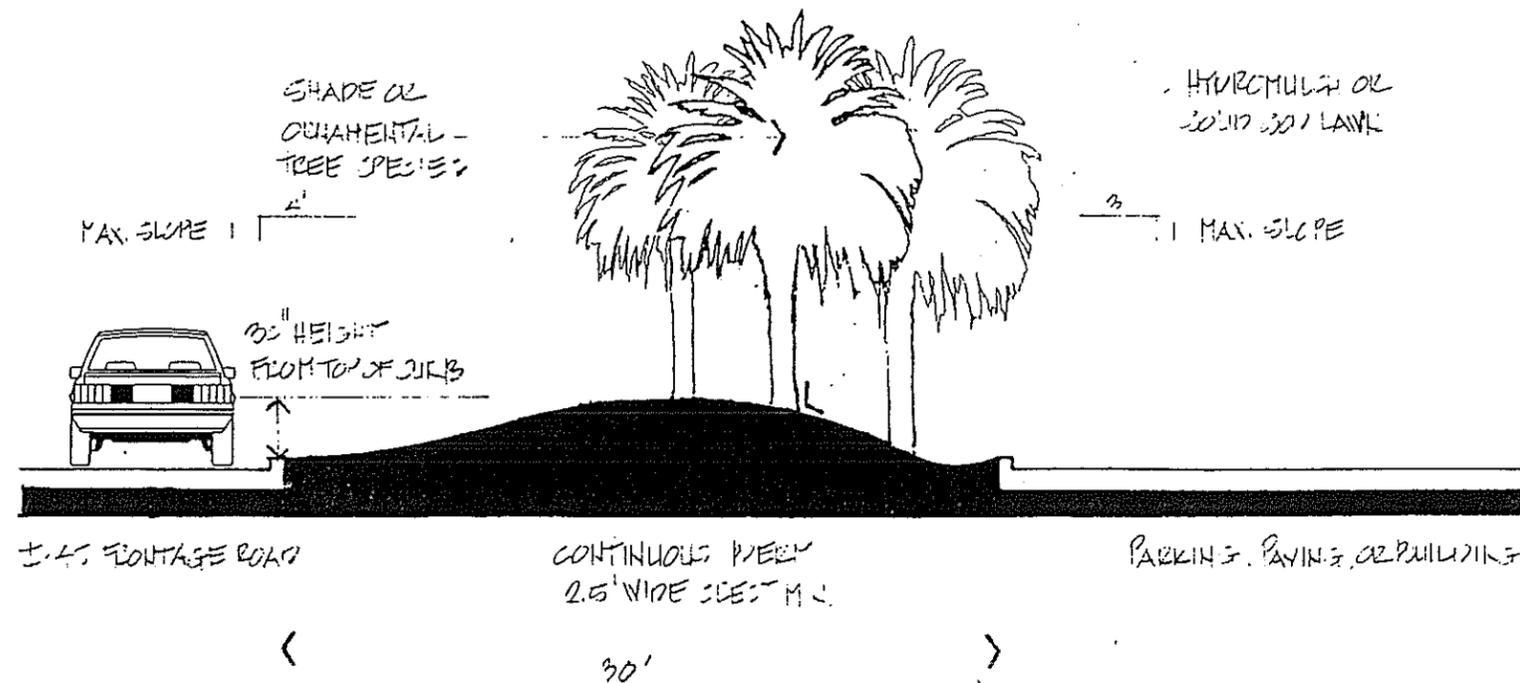
# Parkway Frontage Planting



## Interstate 45 North Landscape Setback Section

To adequately accommodate the three elements that comprise the landscape setback and respond to the scale of the setting the setback required is 40' from the interstate r.o.w. line or 50' from the back of curb whichever is the lesser distance. Within this distance elements can be simply installed and efficiently maintained. Beginning at the back of the frontage road curb a green space should be maintained to separate the sidewalk from the street. At the back of the sidewalk the berm should begin flat at first rising at modest slope to a broad crown of a 42" height before falling to the outer edge of the setback. Here a reverse swale should be constructed to catch surface water run-off. The berm should be constructed as a series of compound curves in section. Drainage water behind the berm should be carried on grade or by underground pipe to storm systems. Breaking the berm to drain to the street other than at drives should be avoided. Palm trees should be centered within the 40' space in straight rows at spacings shown. Lawns and trees can be easily maintained and irrigated with this configuration to avoid erosion or unhealthy conditions.

## Interstate 45 South Landscape Setback Section

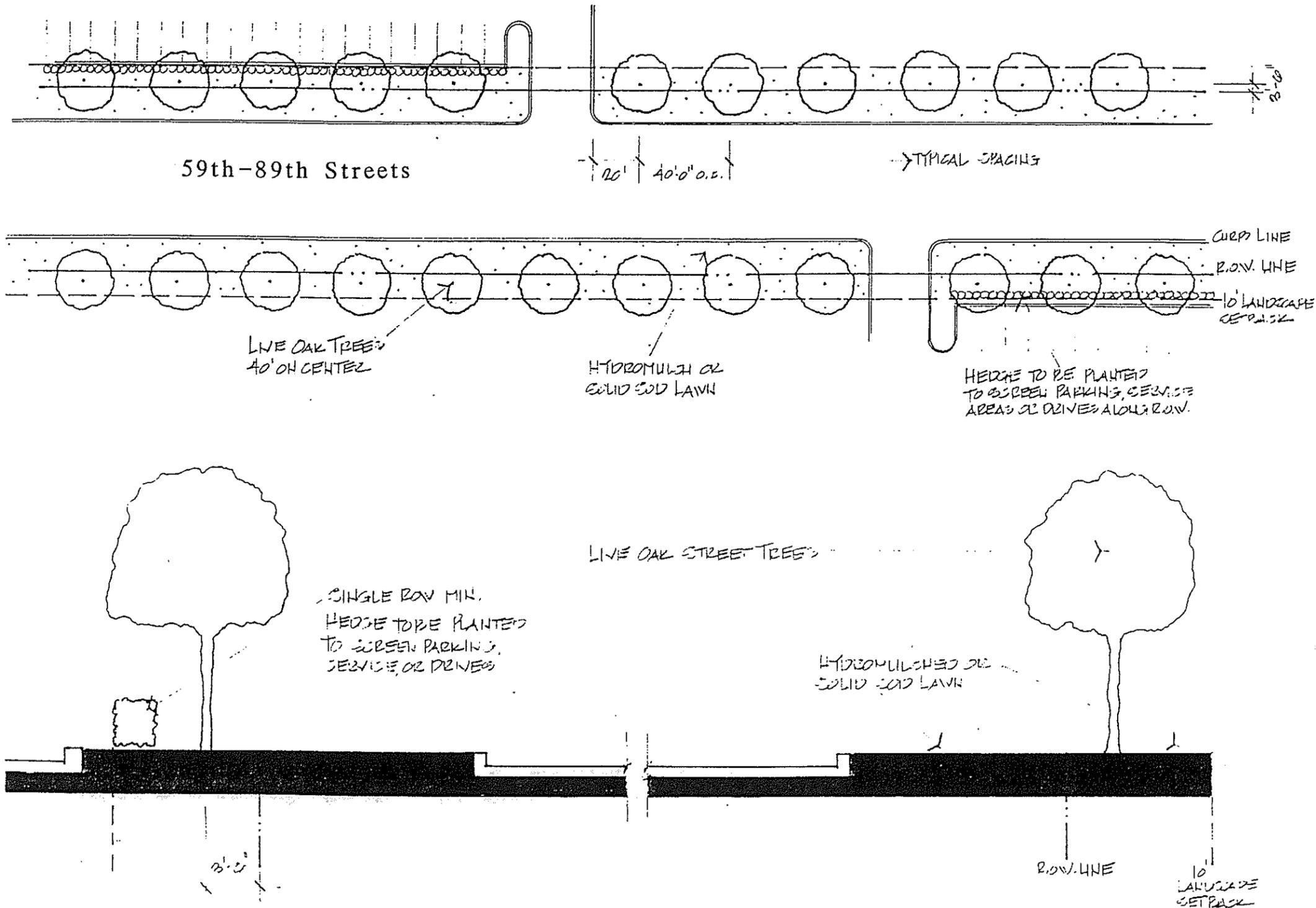


To adequately provide space for its elements and respond to an intimate scale of perception the landscape setback required is 20' from the interstate r.o.w. line or 30' from the back of the frontage road curb whichever is the lesser distance. Here a sidewalk is not necessary in light of the pedestrian system created by the Offatts Bayou Waterfront Park. Beginning at the back of the curb the frontage berm should begin flat and rise at a gradual slope to a flat crown at a 30" height, then fall to a reverse swale at the outer edge of the setback or private curb. The berm should be a sequence of compound curves in section unbroken along its length. Drainage should go to storm systems and/or drive cuts. Plantings of trees should be outside the R.O.W. line in from private curbs to avoid conflicts with automobiles. Lawns and trees can be efficiently irrigated and maintained with this configuration to avoid erosion problems or unsightly conditions.

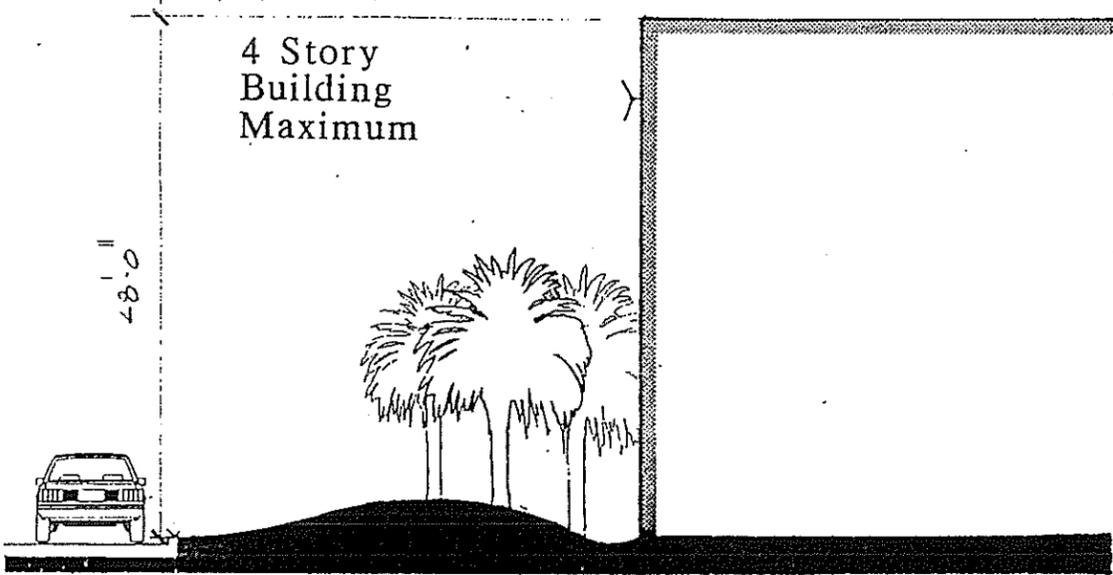
# Parkway Frontage Planting

## Numbered Streets North of I-45 Landscape Setback Planting

North from I-45 to the limits of the Broadway Development Area, the numbered streets 59th through 89th Streets should also benefit from an improved setting for private property and the public image of the Parkway. To accomplish this a landscape setback, along frontages, of 10' is needed. This will permit the inclusion of three simple elements: Live Oak street trees, lawn, and shrubs to screen parking. Development within the setback will be used solely for landscaping and property identity signage. Live Oaks shall be planted 40' O.C. as shown to soften and define the street while maintaining excellent sight lines to businesses. Lawns should be sloped at a minimum of 2% and a maximum of 4% from back of setback to back of street curb. Shrubs should be used to screen parking, service areas, or drives fronting streets, and, as desired, design elements in the landscape. Although modest, this simple planting will be an effective addition to the area and allow it to contribute to and benefit from the Parkway Image Area.

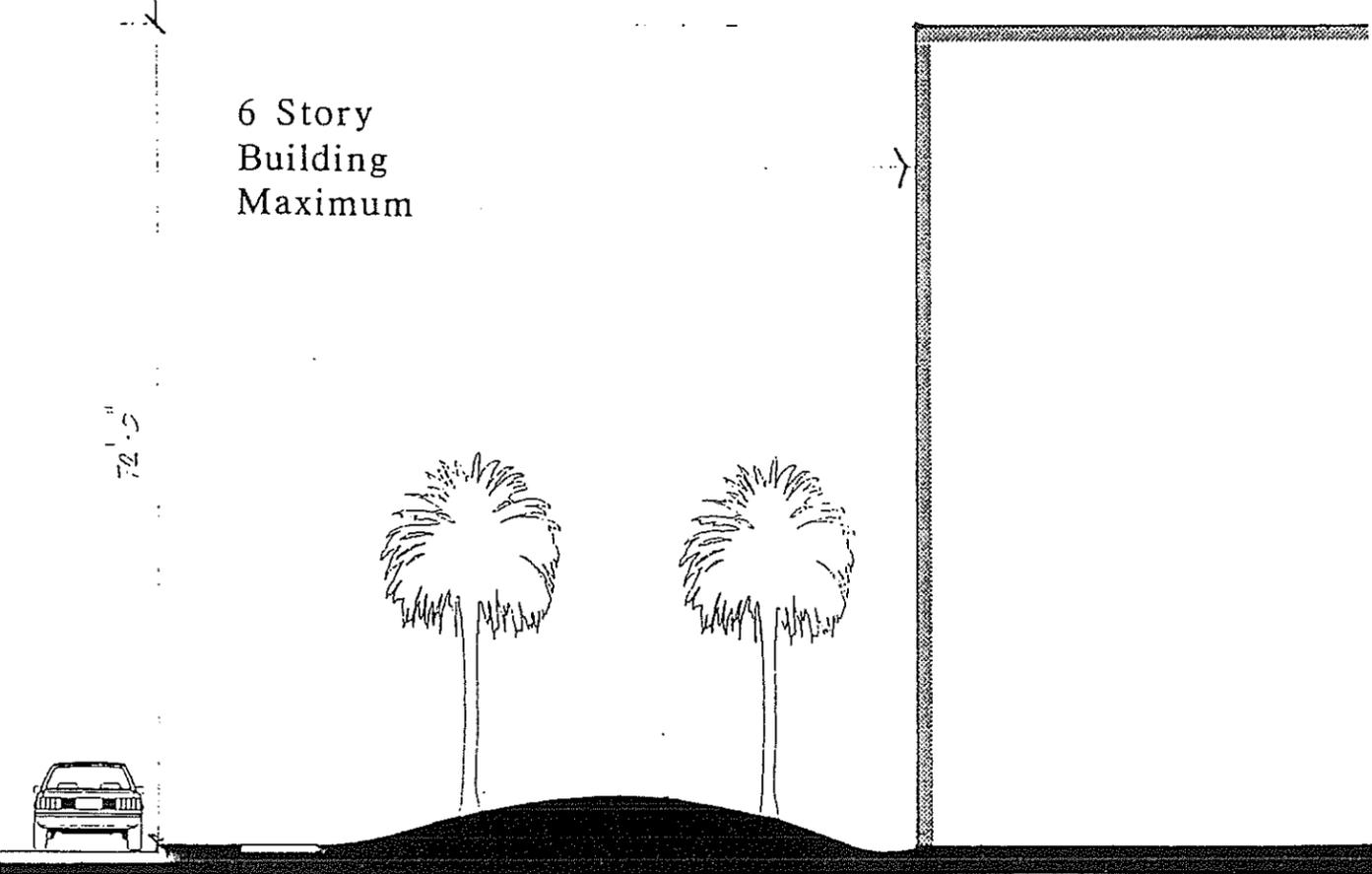


# Parkway Architecture



## I-45 South Side Building Height Requirements

Creating a balanced setting of open space and architecture is a primary goal of the Parkway Image Area. Consequently, it is important that architecture remain at a human scale to complement an area that has the potential to become a viable place for people. To be sympathetic to its setting and mindful of visibility to architecture as well as to Offatts Bayou, a height requirement of 4 stories or 48' is recommended. This would apply to building on the south side of I-45 between 89th and 59th Streets.



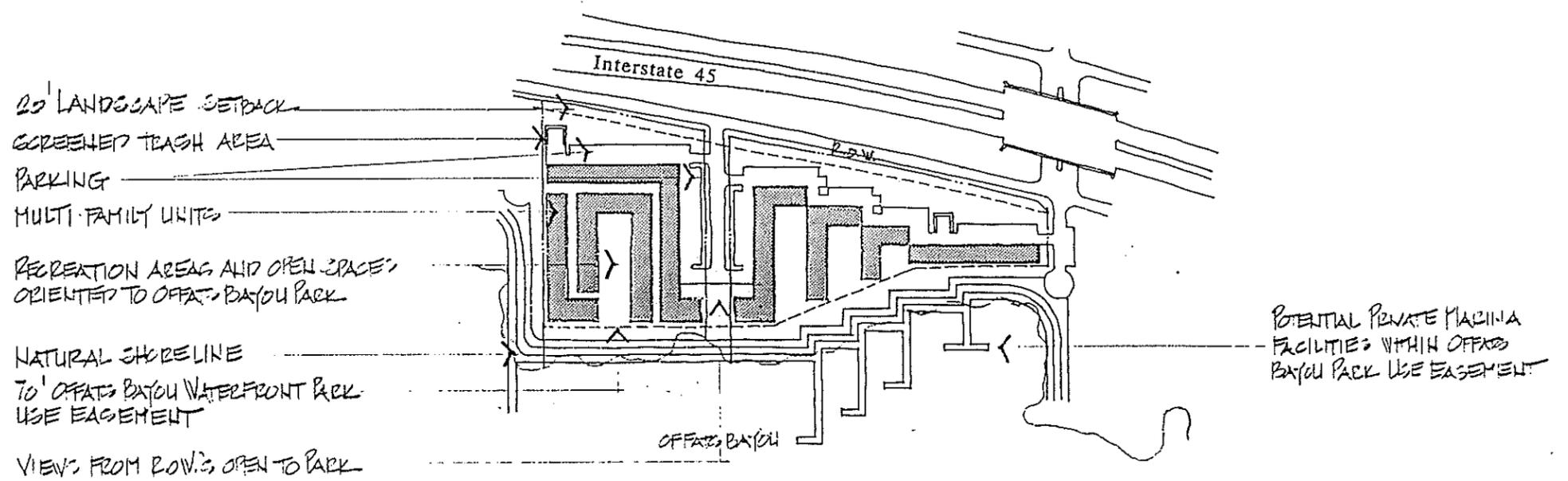
## I-45 North Side Building Height Requirements

With the benefit of the landscape setback and the need to respond to speeds and distances, architecture can take on a larger scale on the north side of I-45 and on the south side of I-45 from 89th Street west, or Teichmans Point, here larger tracts will attract larger users with the potential for greater structures. To respond to this a height requirement of 6 stories or 72' is recommended. This would apply to the north side of I-45 between the Old Causeway and 59th Streets, as well as in the Teichmans Point area.

# Site Planning Parkway South

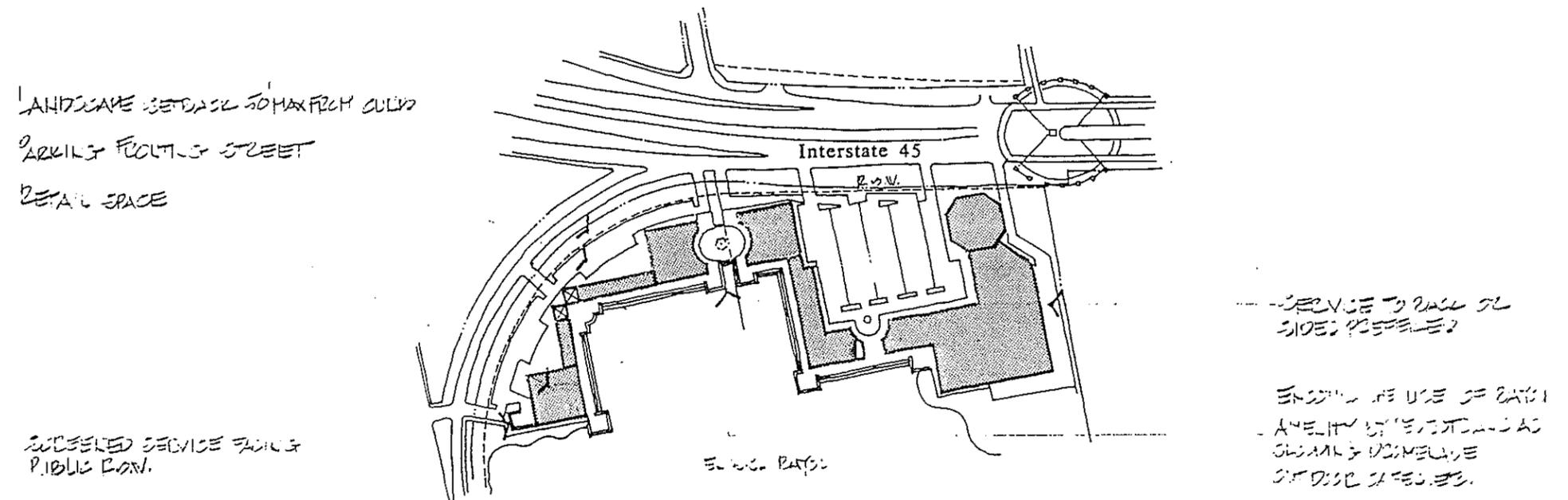
## Multi-Family Parcel

On the south side of I-45 from 89th Street to 59th Street the site planning of a multi-family parcel is encouraged to utilize the model shown to the right. With proposed Parkway elements the diagram illustrates a workable development density, building arrangement, parking arrangement, access and service points, as well as how development should relate to the amenity provided by the Offatts Bayou Waterfront Park.

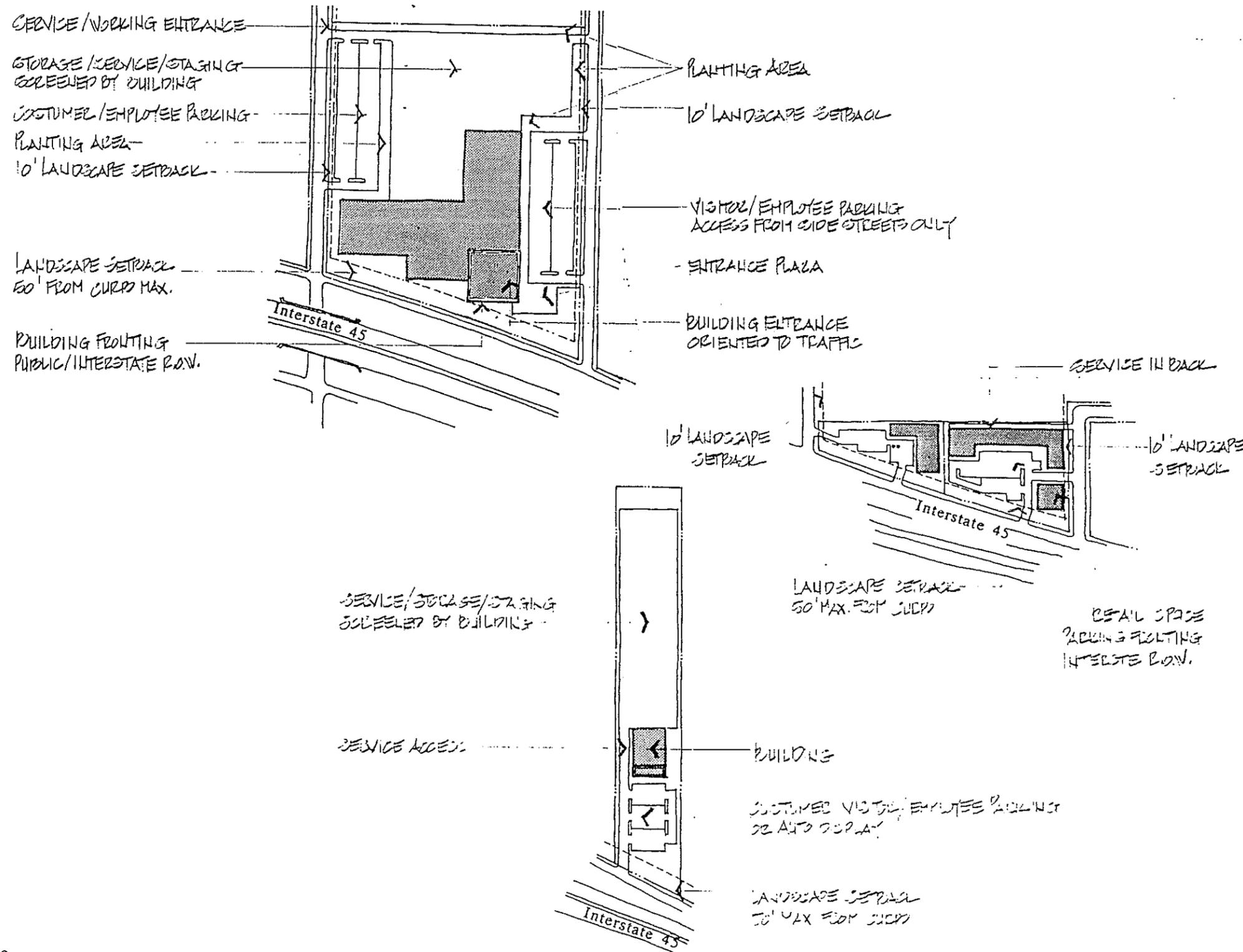


## Retail Parcel

On the south side of I-45 from 89th Street to 59th Street, the site planning of a retail parcel is encouraged to utilize the model shown to the right. The relationship of Parkway elements creates a balance of visibility and access with amenity and environmental quality. Convenience for the shopper is maintained by surface parking fronting I-45, but, as important, a destination has been created that boasts of the vitality of a place for people, a meeting place that not only draws from the automobile traffic but also the pedestrian traffic, access and visibility provided by the Offatts Bayou Waterfront Park. As these kinds of retail/market environments will draw people, they will also draw the attention and interest of tenants who will want to capitalize on a captive audience/customer group.



# Site Planning Parkway North



## Light Industrial Parcel Side Street Access

On the north side of I-45 from the causeway to 59th Street, the site planning of light or heavy industrial parcel is encouraged to benefit from and contribute to the Parkway by utilizing the model shown to the left. For non-retail oriented uses access from side streets is preferred avoiding excess turning traffic on busy frontage roads and leaving the landscape setback uninterrupted. Architecture placed on the setback line unobstructed by parking provides improved presence of the user's building and helps reinforce the need for enclosure along this edge of I-45. The resultant image will not only contribute to the overall image of the Parkway but also to the image of the business.

## Retail Parcel Side Street Access

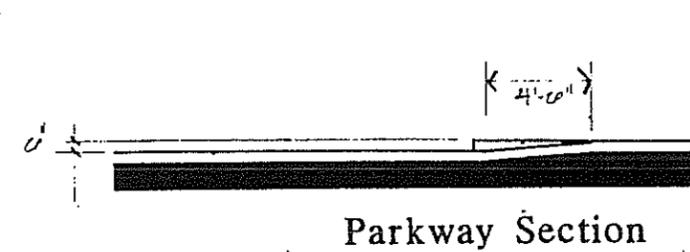
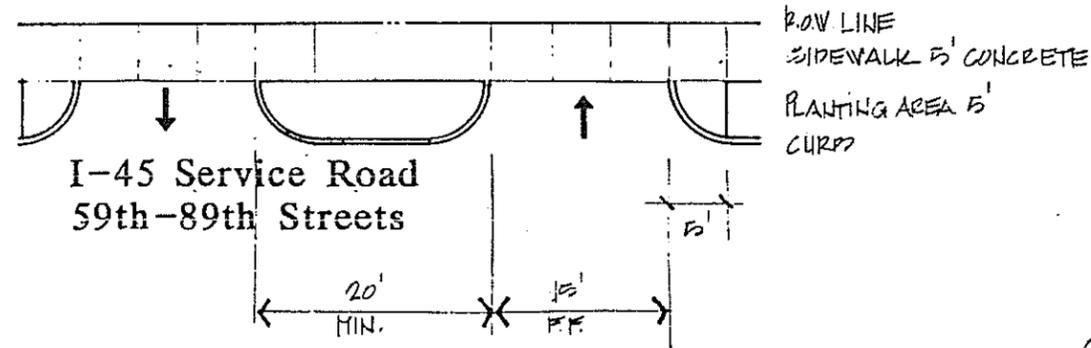
On the north side of I-45 from the causeway to 59th Street the site planning of a retail parcel is encouraged to benefit from and contribute to the Parkway by utilizing the model shown to the left. While access from the frontage road is beneficial for such users, providing convenience for its customers, side street access should also be utilized to minimize disruption of the landscape setback and maximize the amenity provided to the property by the landscape setback. Parking lots of sufficient size for multiple bays should also include landscaped islands to extend the landscape setback amenity into the property.

## Retail or Light Industrial Parcel Frontage Access

On the north side of I-45 from the causeway to 59th Street the site planning of these uses is encouraged to benefit from and contribute to the Parkway by utilizing the model shown to the left. Access to predominantly narrow frontage parcels should be consolidated to retain the continuity of the landscape setback and avoid traffic problems on frontage roads.

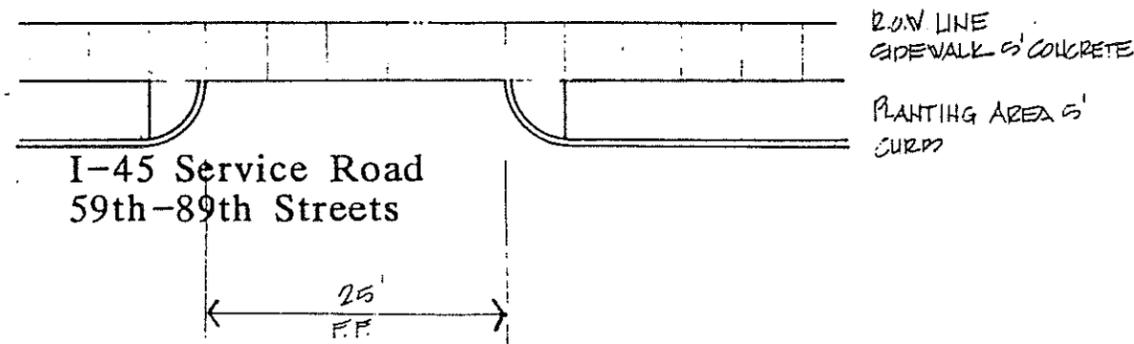


# Parkway Curb Cuts



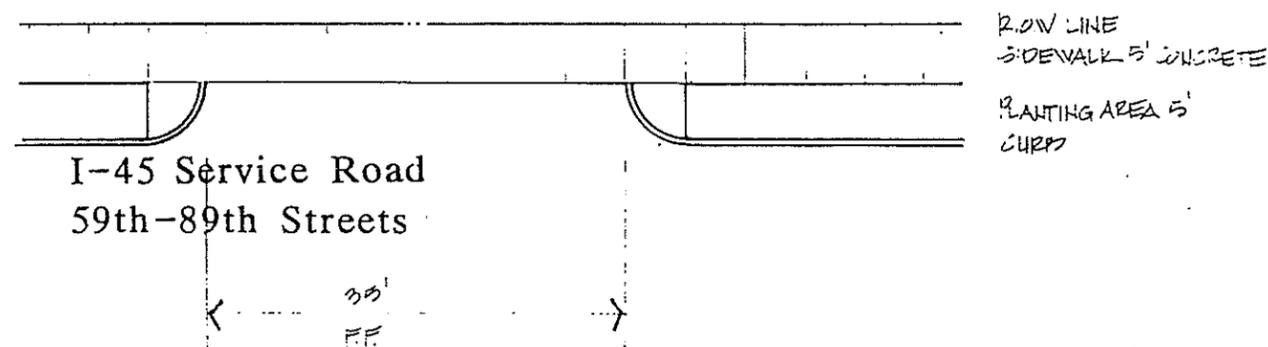
## One Way

Can be used as an effective means of access and egress from private property that diminishes the impact of an expanse of pavement through the landscape setback. The two lanes should be separated by a landscaped island that is a minimum of 20' in width at the r.o.w. line. The island can be used as an amenity to either allow the landscape of the setback to continue or be used for plantings and/or signage to heighten the property's visibility and public image.



## Two Way

For busier properties with a large amount of traffic in and out a two way curb cut may be advisable. It should be located centered between tree locations.



## Light Industrial/Service

Vehicles providing service/delivery functions for properties generally require greater widths of curb cuts to assure an ease of ingress and egress to private property. Specifically for this purpose, and not for general automobile access, this curb cut should be employed. Properties who only require one curb cut may utilize this width if both service and automobile traffic is needed to the property.

# Parkway Signage

## Consultant Team Proposed Outdoor Advertising Corridor North Side I-45

The primary intent of a Parkway is to create a pleasurable and memorable drive through an area that brings to the forefront the beauty of its natural environment. It is meant to delight, relax inform and inspire a visitor or daily user. For the Broadway Development Area and Galveston this is of even greater importance. As the City's primary and only entrance, the Parkway is the opportunity to create a memory of a place that is referred to always and returned to frequently. What Galveston has to offer is its environment, this lush, seaside, sub-tropic, retreat, rich with history and human achievement. Within the Parkway area the goal has been to bring the environmental amenities to forefront, and enhance their presence and legibility. This is strongly evident on the south side of I-45 where vistas to the city beyond and views to Offatts Bayou and related parks have the opportunity to establish the focal point of the Parkway and the basis of memories. The north side of I-45 while contributing to the Parkway also serves to buffer a primarily industrial area and again allow environmental attributes to take a lead role in the perception of the place. As it would be unconscionable to most people to think of billboards within the Hudson Valley Parkway in New York, or the George Washington Parkway in Washington, D.C., it should also be difficult to justify billboards within this Parkway. Some Galvestonians feel that billboards should be removed completely from the city. There is, however, an undeniable need in a city like Galveston for the presence of billboards, with hundreds of thousands of visitors traveling to the city each year billboards are effective in orientation of a person to the city and his destination within the city. Conversely they are also the vehicle for local businesses to promote themselves to potential patrons. They contribute to their economic well being and therefore the well being of the city. In a uniquely American way billboards are also visual contributors, not only in the commercial art sense but also as traditional pieces of highway architecture. They represent a kind of commercial energy that responds to the symbol of American mobility, the car. A balance is required here, however, that allows the Parkway to become prominent and billboards to exist in symbiosis.

The issue of billboards along public thoroughfares is complex. The industry is highly regulated at the federal, state, and local level, as well as by competition. Recent legislation has provided the parameters under which billboards along federally aided interstate highways, such as I-45 from the Causeway to 59th Street, are regulated. A synopsis of these regulations affecting the area are presented to the right.

While not supported by the Broadway Beautification Committee at this time, the consultant team recommends the initiation of a process that would remove billboards from the Parkway on the south side of I-45 placing them on the north side within the landscape setback. The result would be an outdoor advertising corridor between the Causeway and 59th Street. Here, within the landscape setback, billboards would be placed on a regular interval from 89th Street to 61st Street. Situated within and rising above the Palm Allee, billboards would then take on the role of highway architecture. Views to the south of the island city, Offatts Bayou, and the Parkway would be uncovered

The message of the billboard would be heightened by the combination with the environmental image of the Palm Allee. Accomplishing this recommendation will require a true partnership and sensitivity on the parts of all concerned. This includes the outdoor advertising industry, the city, local business advertising interests, and public groups who both support and oppose billboards. An agenda for its realization may proceed in the following manner:

1. Citizens and civic leaders in Galveston initiate and express to elected officials a public wish to achieve this proposal.
2. City officials in concert with industry representatives petition state and then federal agencies to declare the Parkway a special scenic area that would entail two items related to billboards:

a. All billboards would be removed from the south side of I-45. To accomplish this it would be hoped that the industry would take this on voluntarily. It should be noted here that billboard companies spend thousands of dollars a year maintaining signs that are currently non-conforming. This includes removing sign panels at the hint of a major storm to reduce wind load on older grandfathered sign locations. Once damaged these non-conforming locations must be removed. Perhaps dollars spent every year on signs that will not be permanent would be better spent constructing new signs on the north side that would be conforming and a permanent investment in their business future. Aside from voluntary relocation, the city has two options. One is to reimburse billboard companies for the removed signs. The second is to declare the billboards unlawful, say as of Jan. 1, 1989. The billboard companies would be compensated by allowing south side locations to remain for a period of time that would allow revenues gained by their existence to equal the compensation for their removal, as done and upheld by the city of Houston.

2. New locations, precisely located ground lease areas, would have to be identified along the north side of I-45 within the landscape setback. Preferably, these small ground areas should share and be within the landscape setback line. To be fair to the industry a spacing criteria would need to be reduced. To accommodate the current number of "conforming" billboards on both sides of I-45, on the north side, the city would need to gain authorization from state and federal regulatory agencies to utilize a spacing of 700' between locations in lieu of the recent 1500' spacing adopted by state law. It should be noted that this 700' is the current requirement of the city of Galveston in its zoning ordinance. Each sign location should then be permitted to be a double reading sign so that the industry can provide advertising directed towards both inbound and outbound traffic along I-45. Most billboards along I-45 currently are single readers. The double reader should permit the industry to gain higher revenues given a base cost to erect being little more than a single reader. Allocation of these new billboard locations on the north side of I-45 should be fairly awarded perhaps by lottery or bid administered by the City, or by awarding locations by maintaining a percentage of ownership by each company as it exists today on both sides of I-45 based on current conforming signs. Individual property owners whose land and landscape setback these new billboard locations fall within should receive ground lease

## Synopsis of Regulations

Three sets of laws including Local City Ordinances, House Bill 1330, and Highway Beautification Act Revisions regulate outdoor advertising. Depending upon the sign location in relationship to incorporated city limits, rural areas, or federally aided highways, each set of laws regulates independently, or in many cases, jurisdiction overlaps such that permits are required by more than one set of ordinances.

The most controversial legislation for the billboard industry is House Bill 1330, originally sponsored by the industry itself. The law became effective in September, 1985, but went through a series of revisions until March, 1986 when it was adopted in its present form. Statutes of the law must be read carefully by each city as it applies to off premise sign removal within city limits and regulates sign permitting only in areas outside city limits. Advertising signs may not be removed by a city unless the sign owner and property owner are paid fair market value as determined by a board comprised of property owners, sign owners, and outdoor advertising industry members. In cities where sign ordinances include pre-existing amortization laws, signs may be removed in accordance with those laws. City of Houston grants amortization for the life expectancy of the sign beyond six years. The City of Galveston has no pre-existing amortization clause and therefore cannot remove a non-conforming sign without buying it for fair market value. However, if the non-conforming sign is damaged beyond 50%, the sign must be torn down.

House Bill 1330 regulates sign spacing outside city limits on the basis of sign face square feet. Signs up to 150 s.f. must be placed at least 150 feet apart. Those over 150 s.f., but less than 300 s.f. can occur at 500 foot intervals. Minimum spacing for signs over 300 s.f. is 1,500 feet.

Inside the city limits, the Galveston Sign Ordinances regulate outdoor advertising. The City of Galveston Sign Ordinance stipulates that advertising signs conform to the following key items:

1. Advertising signs must be approved by the Director of Planning before being issued a permit by the Building Official.
2. Irrespective of the Zoning District, advertising signs are prohibited (a) between Seawall Blvd., and the waters of the Gulf of Mexico, (b) within 120' of the nearest right-of-way line of Broadway, east of 27th Street, (c) within 200' of the north right-of-way line of Seawall Blvd., unless a sign is being removed within 60 days before or after issuance of a permit for a new advertising sign.
3. Advertising signs are permitted in five zoning districts including Retail, CBD, Commercial, Light Industrial, Heavy Industrial.
4. Advertising signs may have a maximum height of 40' measured from the crown of the adjacent roadway to which the sign is oriented. A permit may be issued for a height not to exceed 50' where in the discretion of the Director of Planning, a proposed sign at a lower height would block an existing sign or structure or be so blocked. No existing sign can be raised in height and no replacement sign can exceed the

Director of Planning determines that the raised height would alleviate a blocked view.

5. A minimum setback of 10' from the right-of-way of the street to which the sign is oriented is required for any part of the sign and supporting structure.
6. Minimum distance between advertising signs on the same side of the street is 700'.

The third set of laws regulating outdoor advertising applies to federally aided highways under the Highway Beautification Act of 1972, administered in Texas by the Texas State Highway Commission.

In September, 1985 the State Highway Commission upgraded Highway Beautification to meet House Bill 1330 standards. As of March, 1986, Highway Beautification Standards for spacing became 1,500' for freeways, 700' for secondary roads, and 300' for secondary roads within city limits. In all cases however, advertising signs must be placed within 800' of 2 adjacent business and minimum setback of 5' from the R.O.W.

The City has the power to pass a sign ordinance to eliminate billboards from 59th Street to Seawall, so that no new advertising signs could be permitted by the City or Highway Commission in accordance with the new law. The city can negotiate with sign owners for voluntary removal of the existing non-conforming billboards. An example of this technique occurred in Houston under a citizen initiated program of City Council designated scenic right-of-ways and districts. Citizens present City Council with a petition of 1,000 signatures, 20% business, asking for the creation of a scenic right-of-way or district. A scenic designation restricts height of ground signs to 12' and 75 s.f. with no illumination for a specified distance to both sides of the R.O.W. There are 10 such districts or R.O.W.'s in Houston including Allen Parkway, Heights Blvd., T.C. Jester, Post Oak at 610, a portion of Richmond Ave., and a section of Memorial Drive.

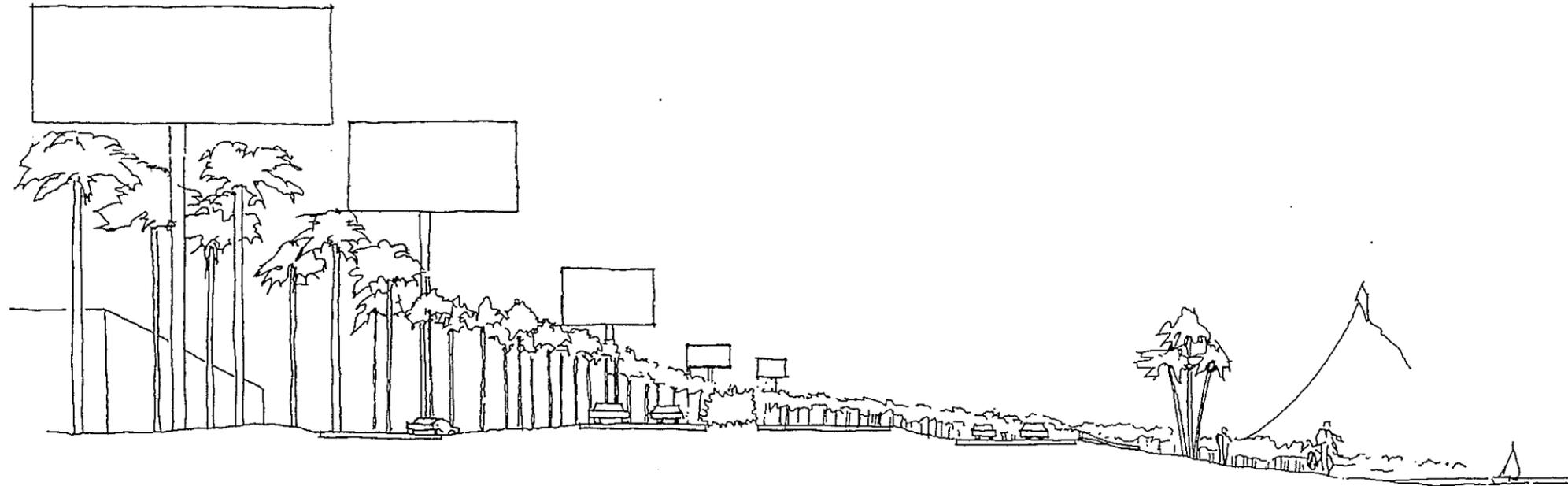
Another opportunity for the creation of an outdoor advertising corridor in Galveston is inherent in the administration of the Highway Beautification Act by the State Highway Commission. Before the Commission upgraded Highway Beautification, the federal guidelines recommended 500' spacing and proximity of one adjacent business. This criteria is considerably less restrictive than Texas Highway Commission revisions of 1985. The City of Galveston along with the local billboard industry can petition the State Highway Commission to allow the City Sign Ordinance of 700' spacing regulating outdoor advertising along the north side of I-45 from the Causeway to 61st Street. Within this framework the city can assume control of sign regulation within the city limits by working together with the sign industry for beautification benefits.

The information presented in this letter is based on interviews with Mr. Brent Cameron, State Department of Highways and Public Transportation, Right-of-Way Section, Sign Permit Division; Mr. Clarence Wehmer, City of Houston, Sign Administration; "Zoning Standards" prepared by the Department of Urban Planning and Transportation, City of Galveston Amended 1985; House Bill 1330 and Highway Beautification Revisions prepared by the Texas State

# Parkway Signage

## Outdoor Advertising Corridor North Side I-45

Local business leaders and other potential outdoor advertisers should get behind this effort to beautify the city. They should promote this change and show interest in left hand reader signage on the north side of I-45. Currently, the billboard industry's most demanded and profitable locations are those right hand reading sign locations on the south side of I-45. Their removal will make the north side left hand readers the only means of attracting inbound traffic. Advertising clients should recognize the fact that left hand readers while not ideal can be effective, and that the benefits of greatly improved environment will attract more customers to Galveston offsetting if not increasing their business as a result. Supply and demand also tells us that if left hand readers are the sole means of communication to inbound traffic that the industry can expect their worth and demand to rise concurrently. Left hand readers today however are not consistently effective in the space because of the overgrown condition of the Oleander in the I-45 median. Here the city and state can contribute to the effort of realizing this goal by committing to regular, at least annual selective pruning of the Oleanders. Kept to a height of 6-8' the Oleanders would not block sight lines to left hand reading signs. This level of care would also be good for the Oleanders keeping them fuller, healthier plants, and encouraging new growth and greater bloom production. This recommendation can become a reality and when truly studied and understood by all concerned will result in a winning situation for the city, the industry, business, and the quality of the environment.



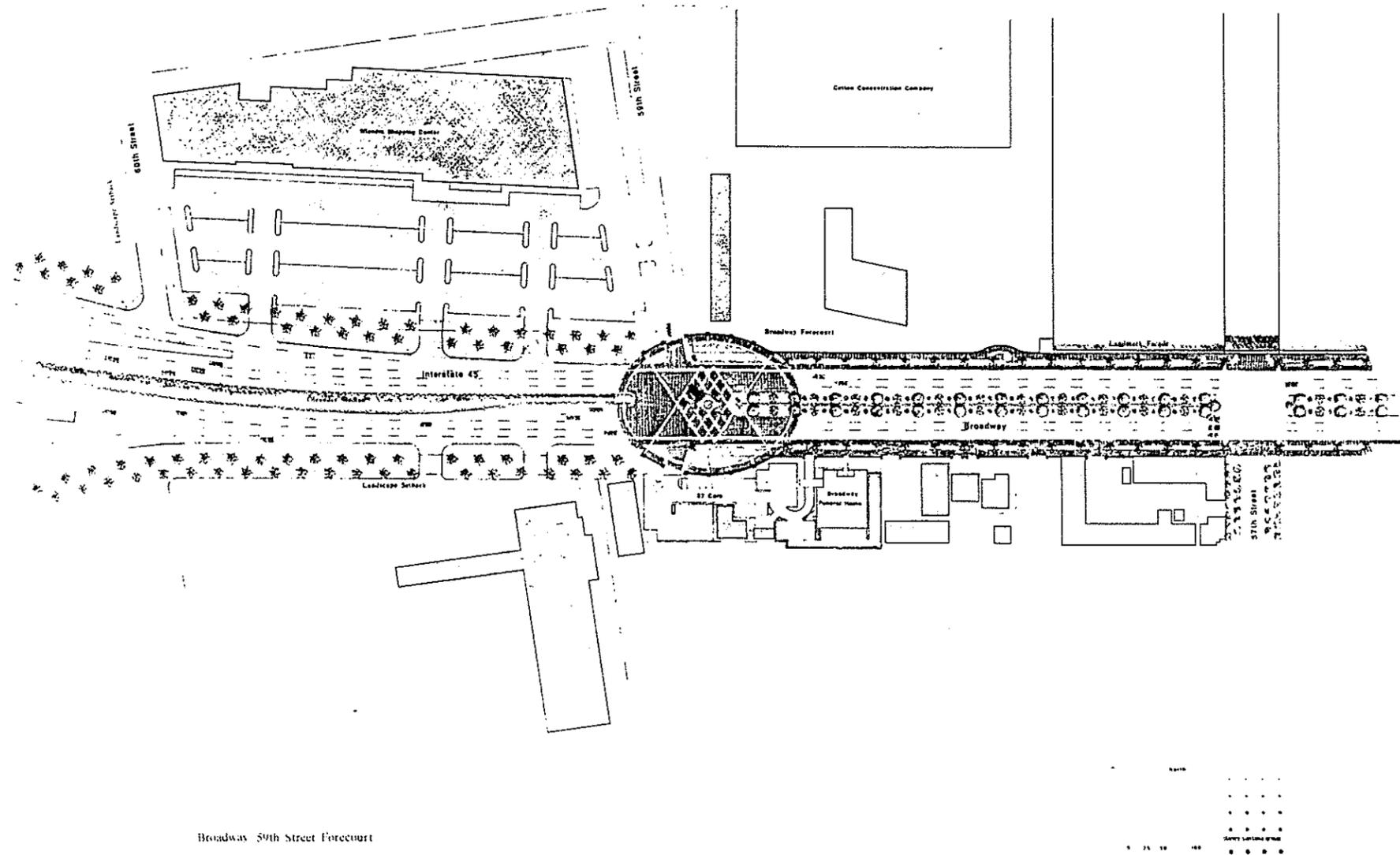
# Broadway Forecourt

## 59th Street City Entrance

Passing through the Parkway a key point of orientation is reached at 59th Street. It is the beginning of the city grid, the urban Broadway image, and a point of transition from the pastoral quality of the Parkway to the urban qualities unique to Broadway. This is an opportunity to express the entrance to the city proper and celebrate the passage through the front door of Galveston. To symbolize this event of passage the Broadway Forecourt has been created. More than a singular object the Forecourt is seen as a plaza to drive through and be a part of. Its real importance is this opportunity of being within it, if only for a minute, the space, as a place, communicates entrance.

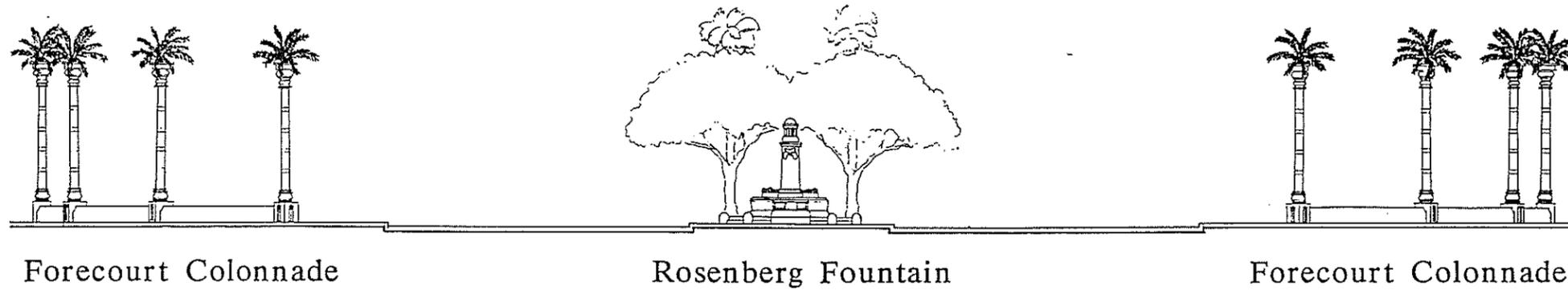
Delineated and expressed through site development the design for the Forecourt is composed of three interrelated elements; the landmark, edge definition, and path enrichment. This simple elliptical space encompasses the Broadway/I-45 and 59th Street intersection with its center at the head of the esplanade. At its center the landmark of the space is an historic Rosenberg fountain. Its restoration would symbolize the reawakening of the street and bring the tradition of fountain back to the grand avenue. Framing the focal point and defining the parameters of the elliptical forecourt on both sides is the forecourt colonnade. The colonnade symbolizes the marriage of architecture, or urban Broadway, and the natural features of the parkway. The colonnade defines an enclosure that begins the transition down from the vastness of space experienced in the Parkway to the enclosure and scale to be experienced along Broadway. These masonry columns and urns, capped with living palms, are heroic elements which respond to the speeds and distance of interstate travel to create a real point of destination or landmark as you approach the space. At the ground the colonnade is joined by a garden wall. Extending this tradition out to 59th Street, it screens the driver from adjacent parking and foreground conditions further reinforcing the feeling of being within the space. Uniting the space and enriching the path is then the role of paving. Within the street and sidewalks an interlocking concrete paver is recommended as the field to provide a color and textural enrichment to the forecourt. Flush concrete bands are incorporated delineating geometries and providing a ground plane pattern to the space. The forecourt maintains all current traffic flow, and movements. Between the curb and colonnade two garden plots are available so Galveston can show through annual plantings the richness of its environment.

Each of these three key elements begin the Broadway streetscape. The Rosenberg fountain begins the esplanade. To heighten the anticipation of those about to reach the space leaving the city, the existing non-functioning esplanade cut at 58th Street would be closed and planted. The colonnade and its garden begin the enclosure and reinforce the magnificence of the walls of the Cotton Concentration Co. Warehouse facing Broadway. These landmark structures should be retained as vital elements establishing the feeling of entrance and enclosure that is the inherent quality that the Forecourt Colonnade is building upon. Paving as well begins a tradition here that will become a new delineation of continuity for Broadway's streets and sidewalks. Together these elements of the 59th Street Forecourt begin the establishment of Broadway's streetscape.



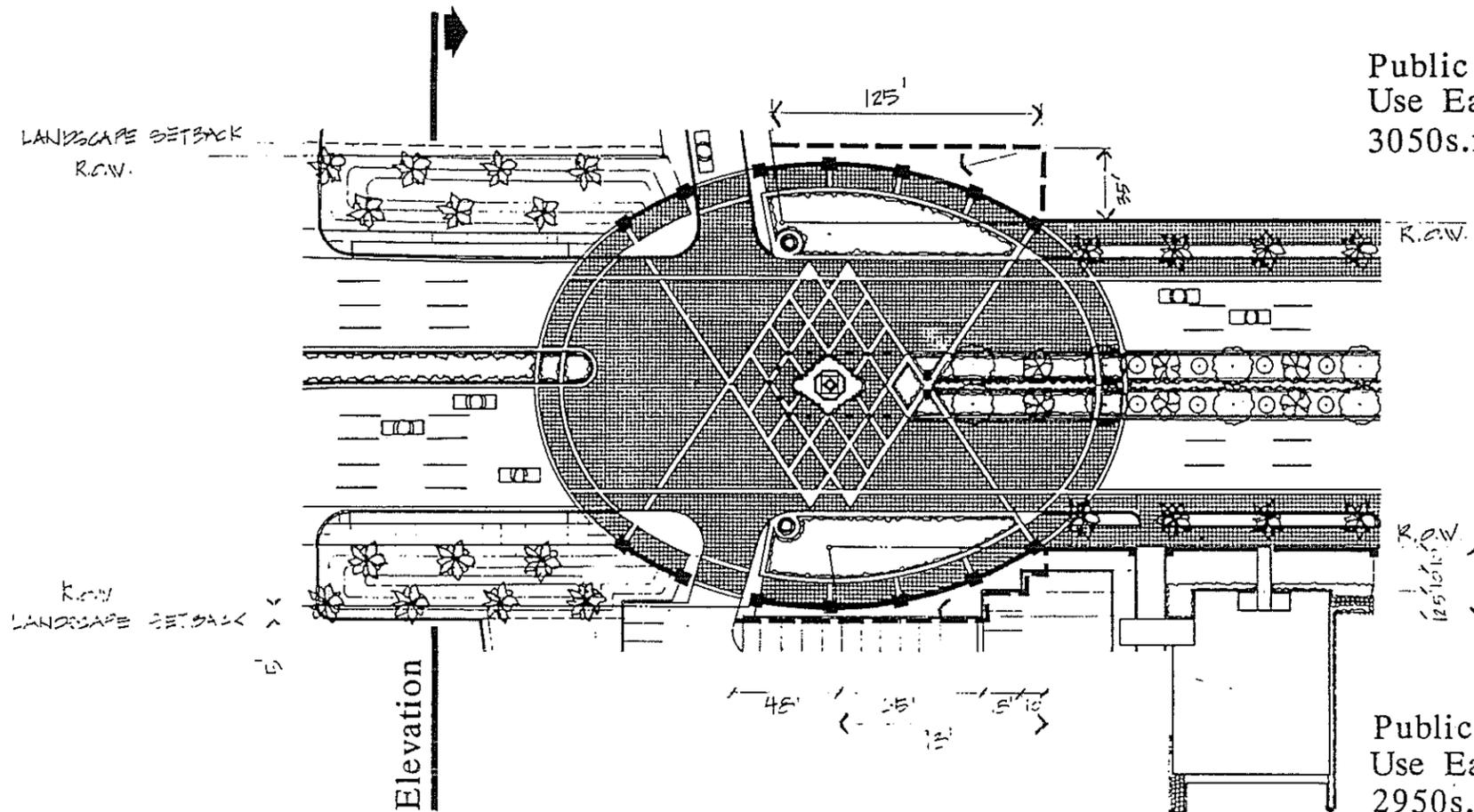
# Broadway Forecourt

## Elevation 59th Street City Entrance



It is the vertical elements of the Broadway Forecourt that create the opening and sense of passage. The focal point element in the center of the space is the restored Rosenberg Fountain. The granite fountain, currently disassembled, will require some work to restore it to usefulness, as well as support equipment to assure its proper operation and maintainability. This process of renovation can, however, be as exciting as the finished piece, as teams of architects, sculptors, engineers, and contractors work towards its realization. The Forecourt Colonnade, composed of urn topped columns, and the garden wall should also be of a stone construction. They should be compatible with the fountain and in the Nicholas Clayton tradition of detail and pattern. Civic club emblems can punctuate each column base and provide a new visible location for the current emblems displayed in the esplanade. Planting living Palms in urns topping the columns will require necessary irrigation and drainage, and a commitment to their maintenance. Costs for the required level of maintenance should be a vital part of the commitment to implement the space and all efforts to assure maintainability should be made as the design is refined as a part of implementation.

As the front door to Broadway, this is the right place to make a statement in the environment and consequently to commit the necessary monies in installation and maintenance to create a spectacular landmark represented by the Broadway Forecourt.



Public Open Space  
Use Easement  
3050s.f.

## 59th Street Use Easement

To implement the Broadway Forecourt and in particular the Forecourt Colonnade and gardens, land area will be required on both the north and south sides of Broadway. While the land area required is less than that needed for the landscape setbacks west of 59th Street, it becomes complicated here due to existing development. This is particularly true south of Broadway where 2950 s.f. of area is required from the Broadway Funeral Home Property. The needed land area requested is within the site's parking area. Meetings with the Owner raised the concern about their parking needs after the dedication of the use easement. In hope of allaying their concerns the Forecourt plan has demonstrated that, by simple reorganization, the 52 parking spaces needed by the funeral home can be achieved and exceeded, and circulation improved. With this knowledge of improvements to this property that the Forecourt will provide, it is hoped that the use easement may be possible. On the north side an almost equivalent area, 3050 s.f. is required, and will certainly enhance, through the Forecourt implementation, this visible corner of the Cotton Concentration Company property.

Public Open Space  
Use Easement  
2950s.f.

# Broadway Streetscape

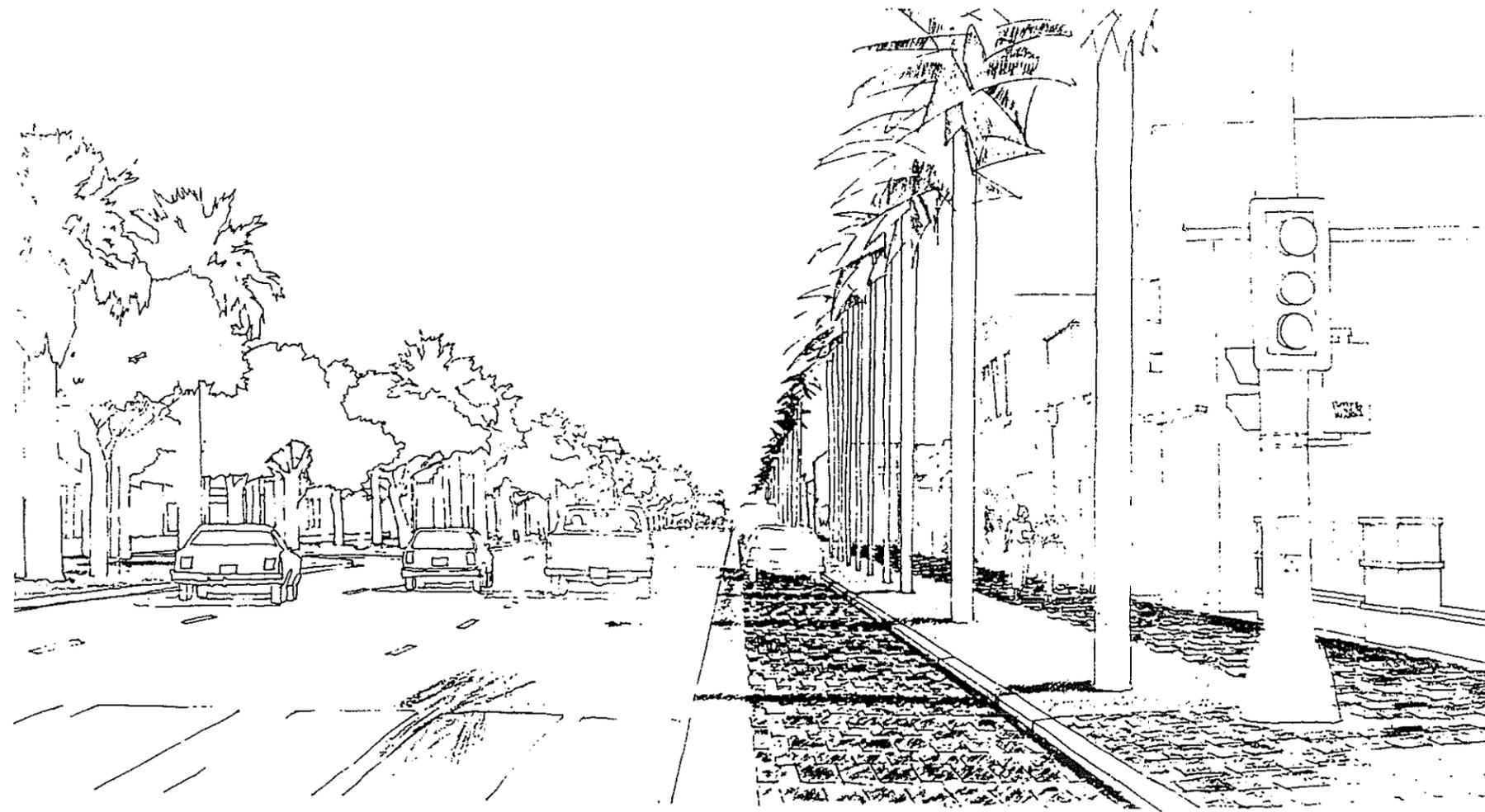
## Broadway Master Plan Streetscape Elements

Sense of place within the Broadway Image Area is expressed through the patterns and relationships of urban elements. These elements, in contrast to the Parkway, emphasize the built environment heightening the quality and character of urban Broadway from 59th Street to 6th Street. The intention of the Master Plan is to heighten existing elements that are unique to Broadway's streetscape and illuminate other opportunities that allow the street to evolve in terms of use while maintaining a continuity of identity. The key elements that establish the character of existing Broadway from 59th to 6th Street are its buildings and their relationship to the street: the utilization of a site, the definition of private property, sidewalks and street pavements, plantings between the sidewalk and curb, the curb itself, the esplanade, lighting standards and signage.



# Broadway Streetscape

## Broadway Master Plan Streetscape Elements



The Master Plan intent is to create a legible place. To accomplish this the direction is to establish a simple continuity along the street. The following pages will discuss the recommendations which together build the new vision for Broadway. In contrast to the Parkway, the emphasis for Broadway as an urban corridor is the built environment. Consequently the order of recommendations is as follows:

- A. Development Patterns: a development area wide delineation of relationship of building to street.
- B. Architecture: urban design standards for the buildings within the Broadway Image Area delineating height and setback for the two development patterns recommended for the street.
- C. The Garden Wall as the element of historic definition of private and public property.
- D. Paving of streets and sidewalks which establishes the opportunity for continuity along Broadway.
- E. Curb cuts which contribute to the definition of auto versus pedestrian area.
- F. Street trees which can reinforce the definition of the street and express its character.
- G. The esplanade, the element of connectivity for Broadway, the signature or common thread.

When taken together the result of these elements becomes more significant than the individual part. This wholistic vision for Broadway's streetscape expresses the urban nature of the setting by creating one identity that is unique to the street. The elements provide definition and continuity required to form Broadway, "The Galley" in the sequence of the street. Also inherent in the composition of the streetscape is a dynamic quality that draws from subtle shifts in composition. Aside from aesthetic recommendations the elements also create an efficiency of the urban systems that make up Broadway. These functional improvements together with aesthetic improvement all contribute to enhance the quality of enterprise and life on Broadway.



## Development Patterns Intent

The relationship of building to street is the primary element that establishes the volume and scale of a space. This relationship of building to street is the development pattern. Its influence on the character and quality of a space is unquestionable. A 10 story building placed on the street creates an intense urban character, whereas a 4 story building set back from the street creates a more humane urbanity. Hence it is this character, or theater of space, which can be established through a development pattern guideline. The development patterns will perpetuate historic order, reinforce image areas, and consider the highest and best use of private property. The intent of development patterns for the Broadway Development Area is to accomplish all of the above and to utilize them to create a drama of sequence in the theater of space.

## Parkway Pattern

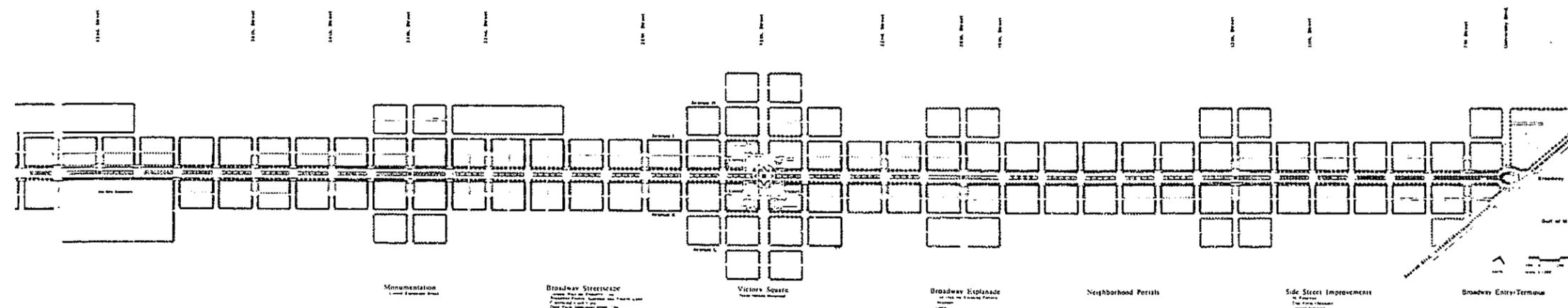
From the causeway to 59th Street is the development pattern of the Parkway. On the north side of I-45 it is characterized by a maximum six story building being built to within 50' of the curb line and on the south side of I-45 a 4 story building built to within 30' of the curb line. With setback and height, a volume of space results in a park-like quality of environment, hence the parkway pattern.

## Storefront Pattern

From 59th Street to 40th Streets there exists the remnants of a special development pattern where buildings are largely one to two story, and of a commercial nature placed on the right of way line of Broadway. This is the storefront pattern. The Master Plan recommends the formal establishment of the storefront pattern as the desired means of building within this area for three reasons: one, to perpetuate this historic pattern; two, to respond to the unique lot dimension found here; three, to heighten the experience of passage from the gracious Parkway Development Pattern to the unmistakable density and enclosure that is effectively created by the storefront pattern. This narrowing in of the theater of space results in a real dynamic for the Broadway Development Area.

## Residential Pattern

From 40th Street to 6th Street is an area that was originally platted and developed primarily for residential use. The result is a pattern of development characterized by residentially scaled buildings comfortably set back from the right of way line. This is the arrangement outlined in the historic order. The Master Plan recommends the formal establishment of this residential pattern as the desired pattern of development within this area for three reasons: one, to perpetuate this historic pattern most visible in Broadway's historic district from 19th Street to 11th Street; two, to encourage the utilization of the originally platted lots for evolving land uses; three, to capture the charm and human scale that this pattern of development establishes.



Parkway Pattern



Storefront Pattern

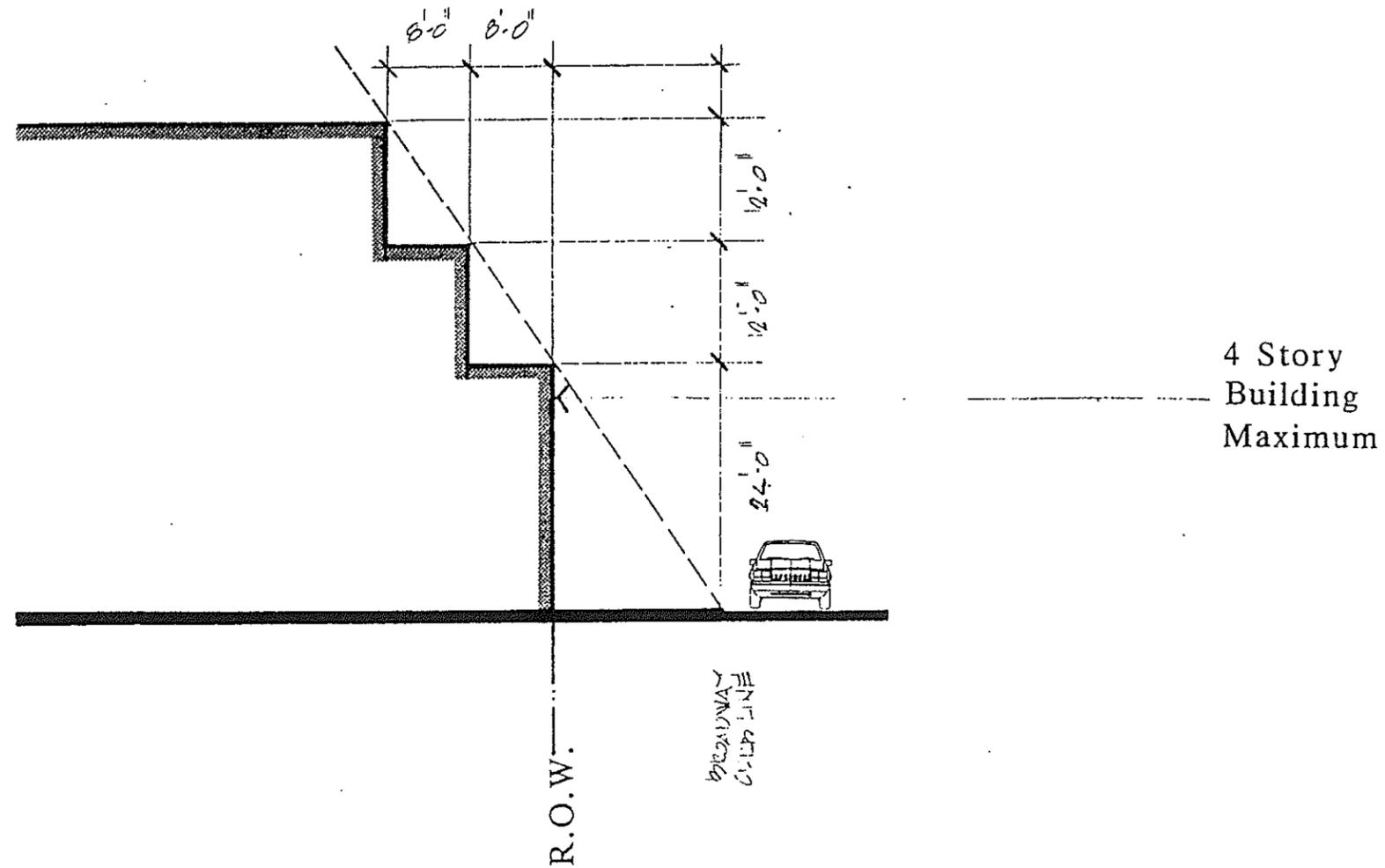


Residential Pattern



## Storefront Pattern Building Height and Setback Requirements

Beginning at 59th Street and extending east to 40th Street on both the north and south sides of Broadway the storefront pattern becomes the desired development pattern. It includes the encouragement of buildings to be placed on the Broadway right of way line, with a building height up to 4 stories. To perpetuate the historic scale of structures within this area a building facade placed on the right of way line may extend to a two-story height only. Then each story above that should be set back away from the street as shown. With this pattern of development the building takes on the role of definer of private property and addresses the street in such a manner that permits an immediate dialogue with both the pedestrian and automobile. Storefront windows allow a merchant's wares to be visible. This quaint pattern of development will heighten the urban quality of Broadway upon entering or leaving the area by establishing a strong sense of enclosure.



## Storefront Pattern

This is a special pattern within the Broadway corridor. It developed historically to compensate for a unique lot platting that saw the typical Broadway fronting block being changed from 7 lots at a nominal 42.5' width to a block with 12 lots at a nominal 25' width. It is special as well in that it brought or encouraged a retail use on Broadway that was a natural. Small storefront shops provided goods and services to surrounding neighborhoods. Shops were on the street and oriented to the pedestrian who could walk or take the trolley to shop. It was adjacent to an automatic market in both the thriving Cotton Concentration Company and Moody Compress. Workers could purchase needed items or services to or from work conveniently. These buildings then came to the street to capture a market. Frontage was valuable and little was really required, just enough to show one's wares and provide access to the store. Shops became narrow and long, a series of small individually owned enterprises, in a kind of mom-and-pop retail district.

The decline of adjacent employment centers, shifts in neighborhoods, and the automobile altered the balance of things here and changed the ability of these small pedestrian oriented shops to succeed. The preservation of this pattern however is vital to dynamics of the street, and can be adapted to regain its ability to succeed in an automobile oriented world. Its market is still present and probably greater than before in that it occupies the first and last location to be passed in Galveston on Broadway. The task is then to utilize the land in such a manner that allows for convenient access by automobile, encourages a mix of retail shops that become a destination for Galvestonians and tourists, provides convenient transit to reach the area from other points in Galveston, and enhances the pedestrian experience within the area encouraging a greater market than just the one stop automobile shopper. The following pages provide ten models of how properties can be developed to preserve and enhance the storefront pattern, and accommodate the need for convenient parking and access while maintaining the advantages of visibility and pedestrian access inherent in the storefront pattern.

The site planning models provide prototype site utilizations based on the originally platted 25' x 120' lot. Over time these original lots have been joined to accommodate evolving development types. To reflect this evolution models are shown for properties consisting of one, two, and three original lots. They are also differentiated in terms of location. One group deals with mid-block lots which entail one set of access and site utilization issues. Another group deals with corner lots which encompass another set of opportunities related to access visibility and site utilization. The site planning models provide the following information for each scenario:

- Parking to building ratio.
- Height and area of building that the model will yield.
- Parking distribution on-site and off-site that should be credited to the development.
- The building to area ratio illuminating how efficiently the site planning model is in utilizing the site.



# Site Planning Storefront Pattern

## Two Lots Midblock Property

- A**
- 2 spaces per 1000 s.f. of building
  - 2 story building maximum height
  - 3400 s.f. building
  - 6 on site parking spaces
  - 1 on street parking space

- B**
- 2 spaces per 1000 s.f. of building
  - 2 story building maximum height
  - 4500 s.f. of building
  - 7 on site parking spaces
  - 2 on street parking spaces
  - building to area ratio 1:1.3

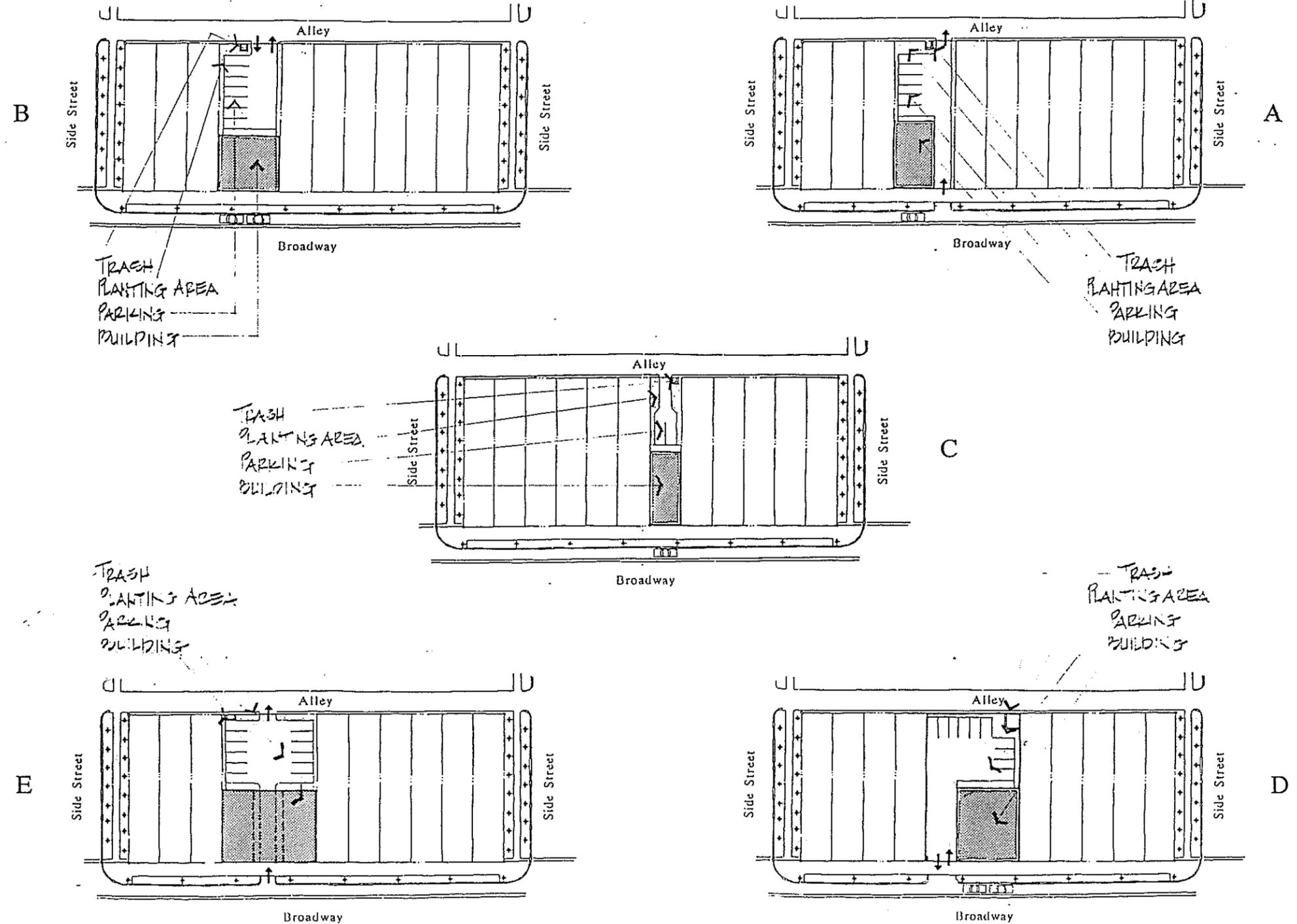
## Single Lot Midblock Property

- C**
- 1 space per 1000 s.f. of building
  - 2 story building maximum height
  - 3000 s.f. building
  - 2 on site parking spaces
  - 1 on street parking space
  - building to area ratio 1:1

## Three Lots Midblock Property

- D**
- 2 spaces per 1000 s.f. of building
  - 2 story building maximum height
  - 6000 s.f. building
  - 10 on site parking spaces
  - 2 on street parking spaces
  - building to area ratio 1:1.5

- E**
- 2 spaces per 1000 s.f. of building
  - 2 story building maximum height
  - 7000 s.f. building
  - 12 on site parking spaces
  - 2 on street parking spaces
  - building to area ratio 1:1.3



# Site Planning Storefront Pattern

## Two Lots Corner Property

**A** 2 spaces per 1000 s.f. of building  
 2 story building maximum height  
 3500 s.f. building  
 7 on site parking spaces  
 no on street spaces  
 building to area ratio 1:1.71

**B** 2 spaces per 1000 s.f. of building  
 2 story building maximum height  
 4500 s.f. building  
 8 on site parking spaces  
 1 on street parking space  
 building to area ratio 1:1.3

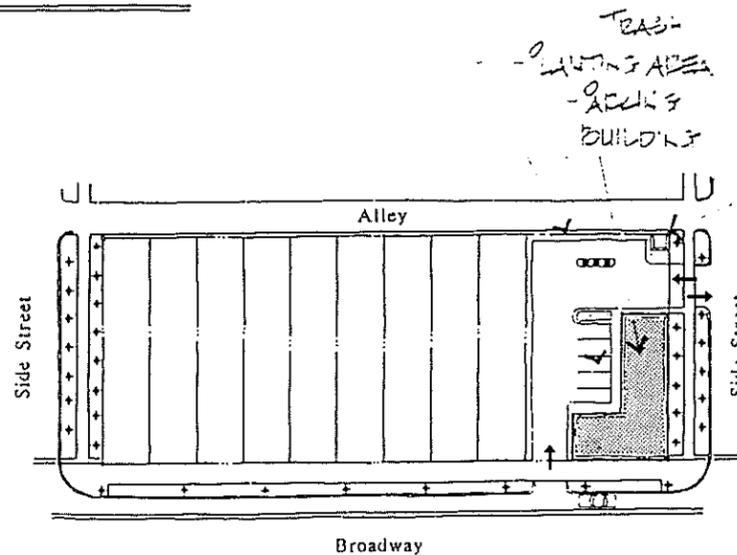
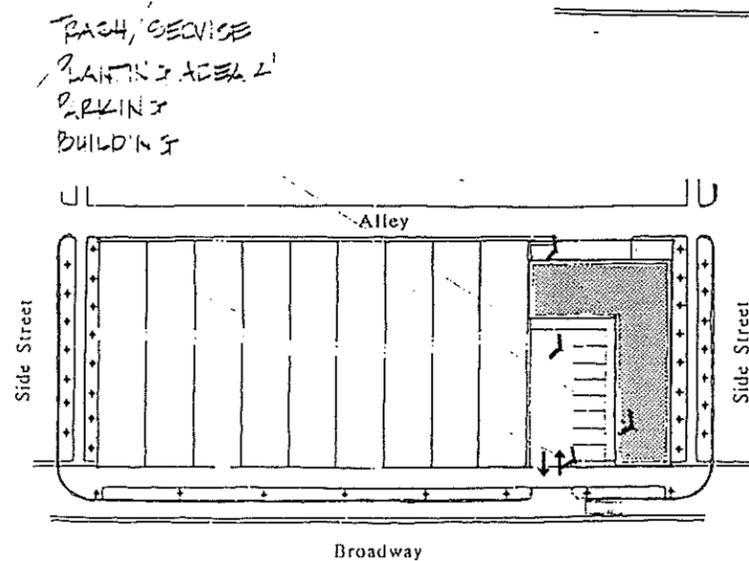
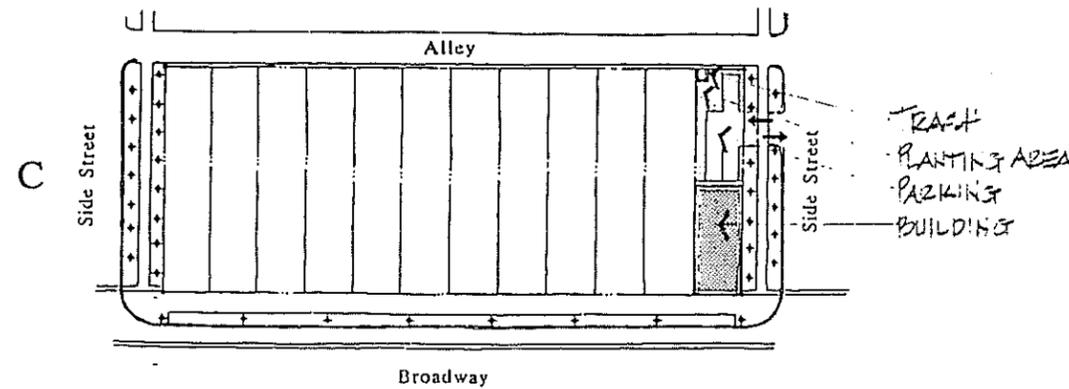
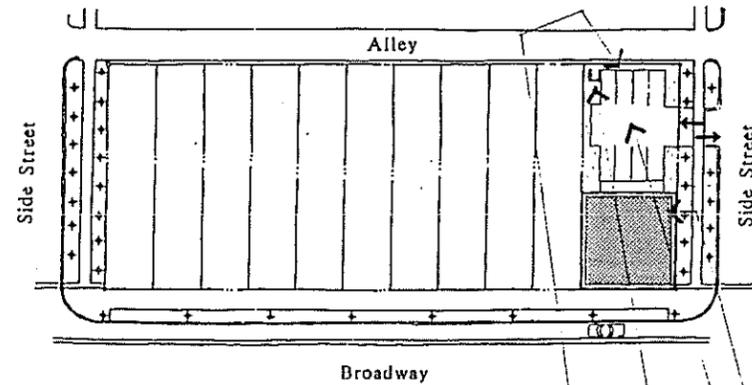
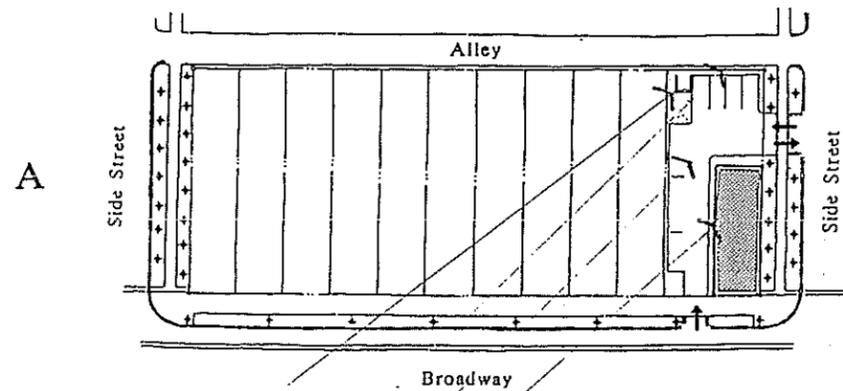
## Single Lot Corner Property

**C** 1 space per 1000 s.f. of building  
 2 story building maximum height  
 3000 s.f. building  
 3 on site parking spaces  
 no on street spaces  
 building to area ratio 1:1

## Three Lots Corner Property

**D** 2 spaces per 1000 s.f. of building  
 1 story building  
 4650 s.f. of building  
 8 on site parking spaces  
 1 on street parking space  
 building to area ratio 1:1.8

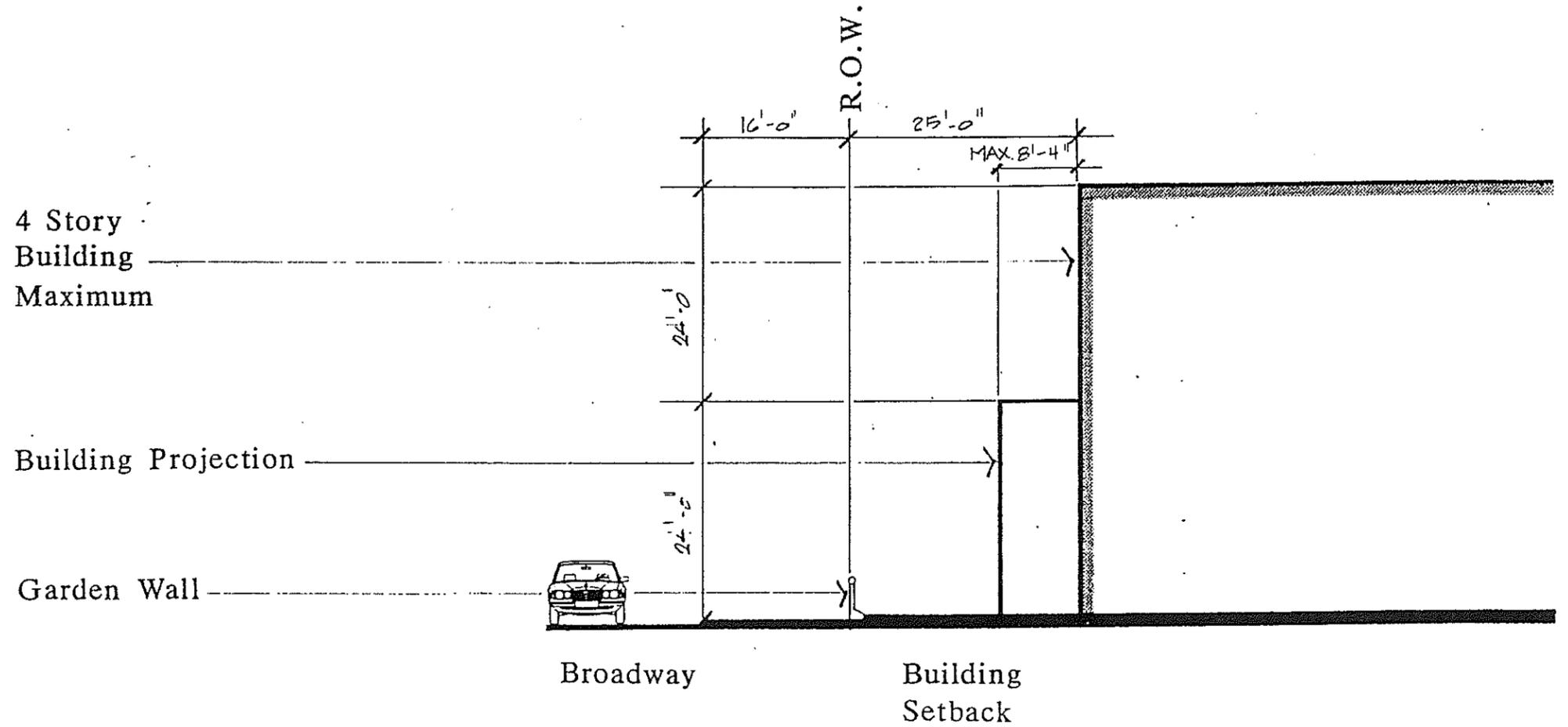
**E** 2 spaces per 1000 s.f. of building  
 1 story building  
 1200 s.f. of building  
 5 on site parking spaces  
 1 on street parking space  
 gas service island  
 building to area ratio 1:2.8



# Architecture

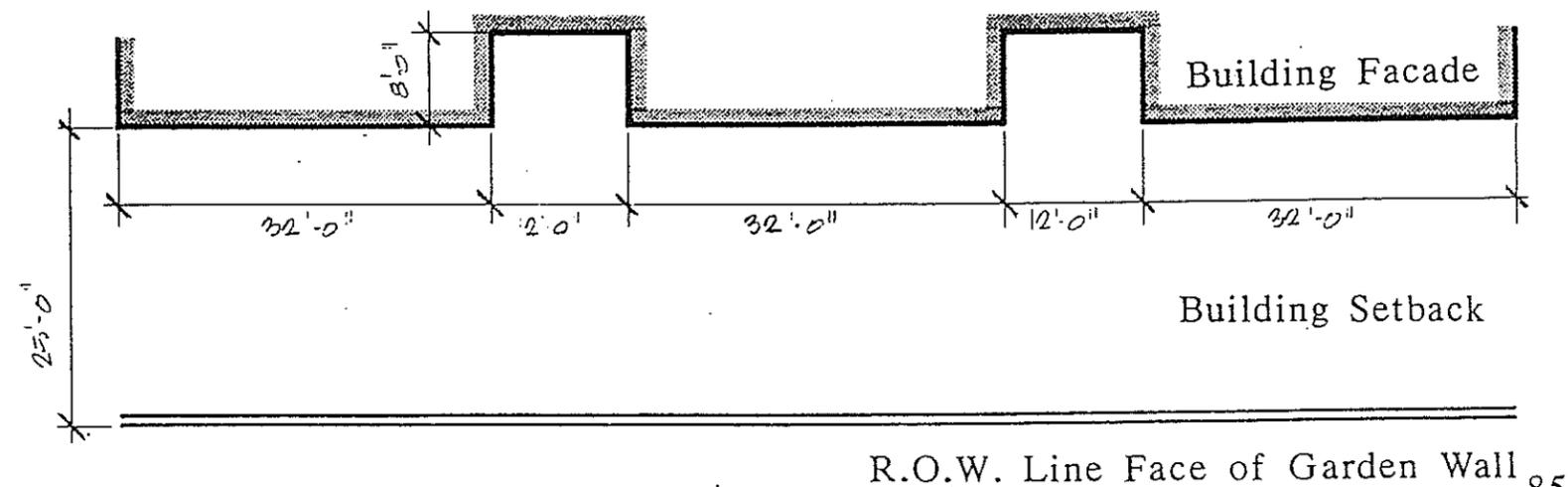
## Residential Pattern Building Height and Setback Requirements

To provide a continuity in the volume of space that defines Broadway, the residential pattern is the desired development pattern from 40th to 6th Street on the north and south sides of Broadway. This pattern provides a continuity based upon Broadway's Historic Order of Development. Its basic components are setback and building height guidelines. The 25' setback shown is based upon distances noted through extensive field surveys and studies. The setback also permits extensions into the setback for building projections such as the tradition of porches, stoops, bay windows. The building height guideline of 4 stories is intended to perpetuate the human scale of the street, respond to an appropriate proportion of height and setback and to insure the prominence of landmark structures and monuments on Broadway. These historic elements such as the Texas Heroes Monument, at 6 stories, the Bishops Palace at 6 stories, and Open Gates at 5 stories should always maintain their historic, symbolic, and physical prominence in the Broadway Image Area.



## Residential Pattern Building Articulation Plan

As important to the visual quality of Broadway as building height and setback, is the wonderful texture created by the light and shadow of residentially scaled structures. This texture created by separate building facades within each 42.5' lot, and separation from one to the next is a vital characteristic of building on Broadway that provides a unique delicacy and richness to the street. To perpetuate this characteristic and respond to the contemporary tendency of accumulating lots and erecting long unbroken Broadway fronting facades, an articulation guideline for facades is encouraged. Its intent is to encourage periodic insets in building facades longer than one original lot width that perpetuate the light and shadow pattern, or texture, of building facades historically found on Broadway.



## Residential Pattern

The residential pattern is envisioned as the predominant development pattern within the Broadway Image Area. Formally it extends from 40th Street on the west to 6th Street on the east for both north and south sides of Broadway. It also indigenously extends beyond Broadway to other adjacent streets establishing it as the prominent development fabric in this originally platted area of Galveston. The intent of the Master Plan is not just the recognition of this pattern but the establishment of its characteristics as the guidelines for future private development. The guidelines, previously noted, of setback, height, and facade articulation are key characteristics. The following pages provide ten models or scenarios of how properties can be successfully utilized to preserve and enhance the residential pattern while accommodating evolving development needs. These site planning models then provide the following information for each scenario:

- Parking to building ratio.
- Height and area of building that the model will yield.
- Parking distribution on-site and off-site that should be credited to the development.
- The building to area ratio illuminating how efficiently the site planning model is in utilizing the site.

The residential pattern site planning models provide prototypes based on the original 42.5' x 120' lot. To reflect the contemporary tendency of the accumulation of these original lots, models are provided for properties of sizes of one and two original lots. The models are further differentiated by location. The first group are mid-block properties, the second are corner properties. Based on these models, the following conclusions can be drawn:

- The most efficient use of a lot is achieved by adherence to the preferred residential pattern characteristics: whether a mid-block or corner property, when a building is placed on the setback line, with adequate parking behind and on-street, a site is ideally utilized as well as being a contributor to visual enhancement of Broadway.
- The least efficient use of a site is a result of the least desired site planning model which is unfortunately the tendency of a more automobile oriented development. In these conditions where buildings are placed well back from the street to accommodate frontage parking, access, and gas pump islands, the site is poorly utilized.
- With the knowledge that the historic residential pattern is the most efficient use of a site the Master Plan strongly recommends that adaptive re-use of existing structures, following the residential pattern be given priority in evaluating the development of a site. Incentives to encourage adaptive re-use should be considered by the city. These may include a reduction in a parking to building area ratio requirement, and/or credits for on-street parking. Also to be considered is the improvement of alleys that will provide a means for access, rear property parking, and service.

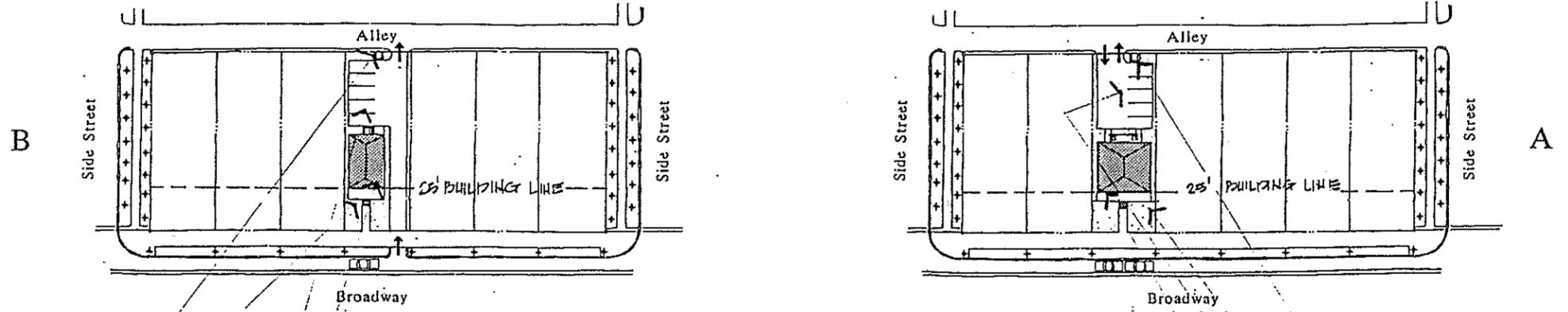
In summary the site planning models demonstrate that the most desired site utilization within the residential pattern for aesthetic and urban design reasons is the most efficient economic use of a site.



# Site Planning Residential Pattern

## Single Lot Midblock Property

- A** 2 parking spaces per 1000 s.f. building  
 3 story building height  
 3500 s.f. building  
 5 on site parking spaces  
 2 on street parking spaces  
 building to area ratio 1:1.47
- B** 2 parking spaces per 1000 s.f. building  
 3 story building height  
 3000 s.f. building  
 5 on site parking spaces  
 1 on street parking space  
 building to area ratio 1:1.7



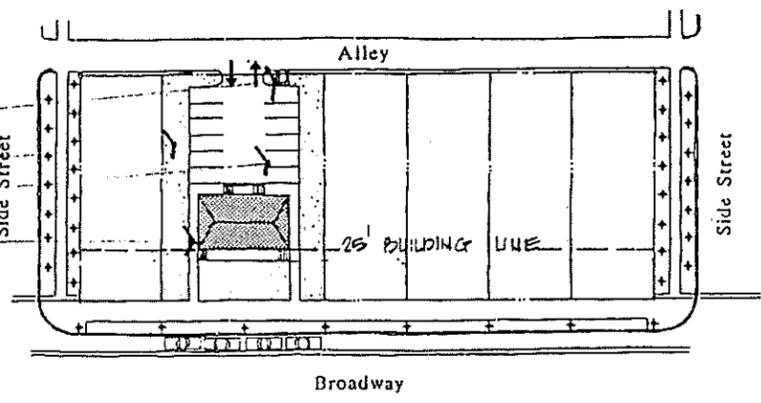
## Two Lots Midblock Property

- C** 2 parking spaces per 1000 s.f. building  
 3 story building height  
 5350 s.f. building  
 12 on site parking spaces  
 4 on street parking spaces  
 building to area ratio 1:1.92

TRASH  
 PLANTING AREA  
 PARKING  
 BUILDING

TRASH  
 PLANTING AREA  
 PARKING  
 BUILDING

TRASH  
 PLANTING AREA  
 PARKING  
 BUILDING



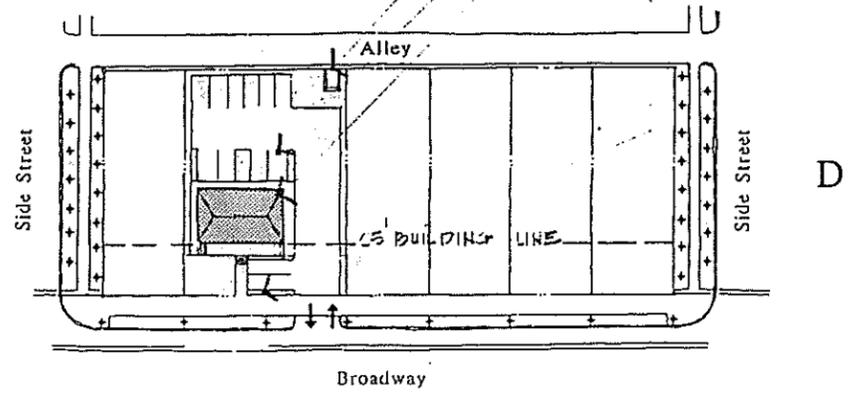
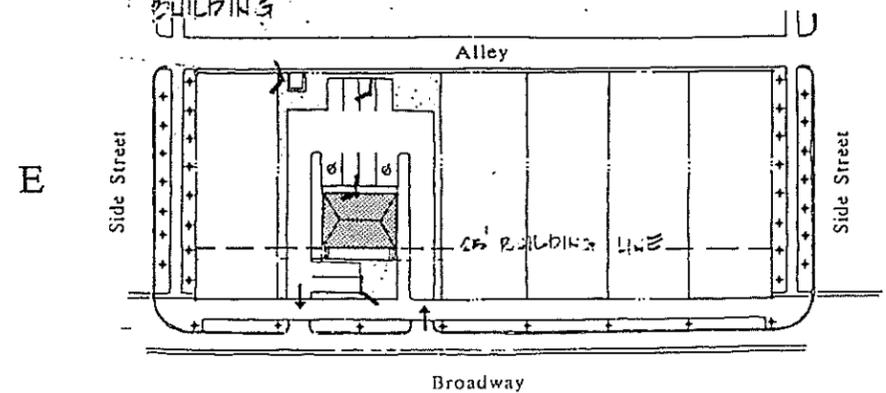
## Two Lots Midblock Property

- D** 2 parking spaces per 1000 s.f. building  
 3 story building height  
 6000 s.f. building  
 12 on site parking spaces  
 no on street parking spaces permitted  
 parking in 25' B.L. max. 60% of area  
 building to area ratio 1:1.7

TRASH  
 PLANTING AREA  
 PARKING  
 BUILDING

TRASH  
 PLANTING AREA  
 PARKING  
 BUILDING

- E** 2 parking spaces per 1000 s.f. building  
 3 story building height  
 5000 s.f. building  
 10 on site parking spaces  
 no on street parking spaces permitted  
 parking in 25' B.L. max. 60% of area  
 building to area ratio 1:2.04



# Site Planning Residential Pattern

## Two Lots Corner Property

- A** 2 spaces per 1000 s.f. of building  
 3 story building height  
 7200 s.f. of building  
 12 on site parking spaces  
 2 on street parking spaces  
 building to area ratio 1:1.42

- B** 3 spaces per 1000 s.f. of building  
 1 story building height maximum  
 3000 s.f. of building  
 9 on site parking spaces  
 no on street spaces permitted  
 building to area ratio 1:3.42

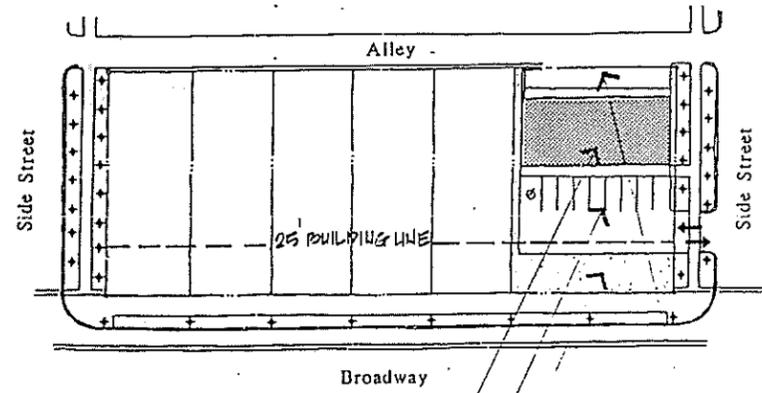
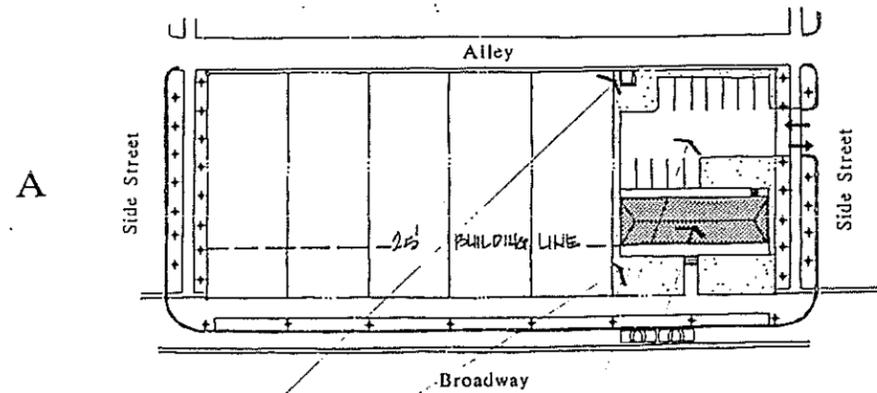
## Single Lot Corner Property

- C** 2 spaces per 1000 s.f. of building  
 3 story building height  
 3500 s.f. of building  
 5 on site parking spaces  
 2 on street parking spaces  
 building to area ratio 1:1.47

## Two Lots Corner Property

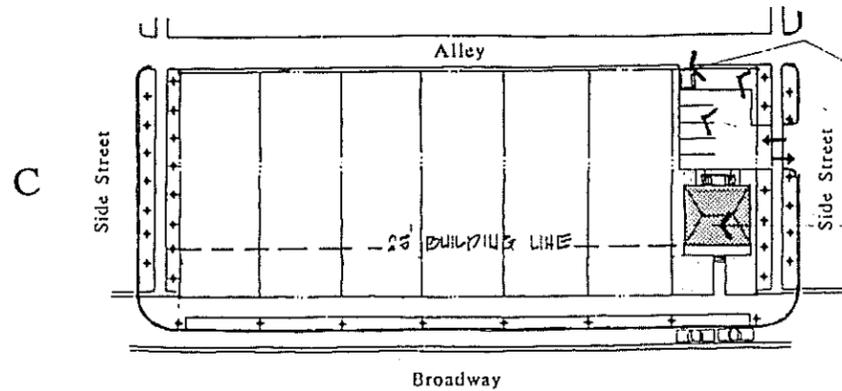
- D** 3 spaces per 1000 s.f. of building (fronting parking)  
 1 story building height maximum  
 3000 s.f. building  
 2 on site parking spaces  
 no on street spaces permitted  
 no island service  
 building area ratio 1:3.42

- E** 3 spaces per 1000 s.f. of building (fronting parking)  
 1 story building height maximum  
 4000 s.f. of building  
 12 on site parking spaces  
 no on street parking spaces permitted  
 building to area ratio 1:2.57



TRASH  
 PLANTING AREA  
 PARKING  
 BUILDING

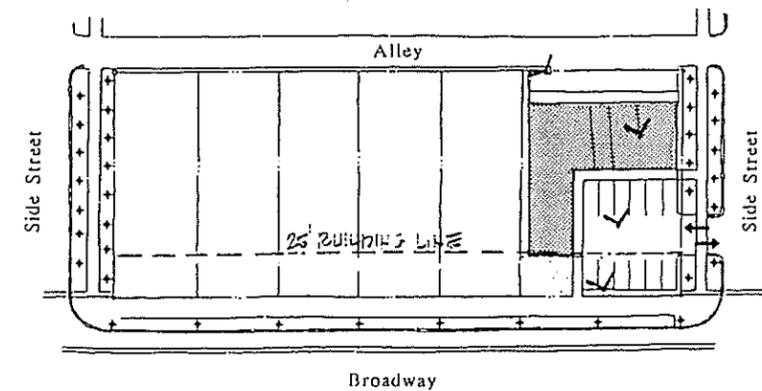
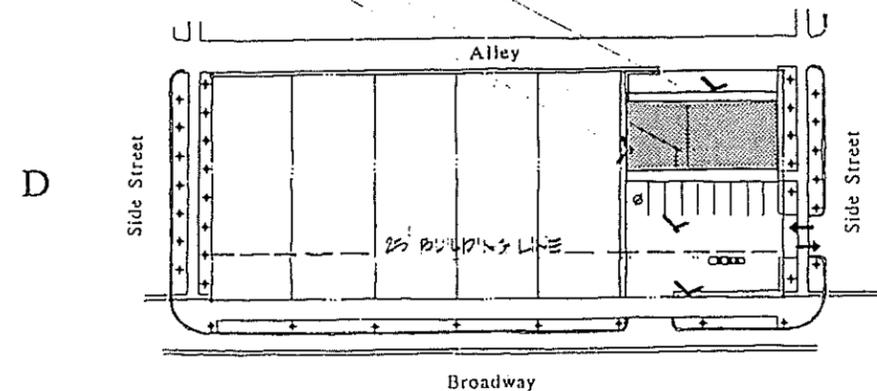
TRASH/SERVICE  
 PLANTING AREA  
 - PARKING  
 - BUILDING



TRASH  
 PLANTING AREA  
 PARKING  
 BUILDING

TRASH, SERVICE  
 PLANTING AREA 4' MIN.  
 PARKING  
 BUILDING

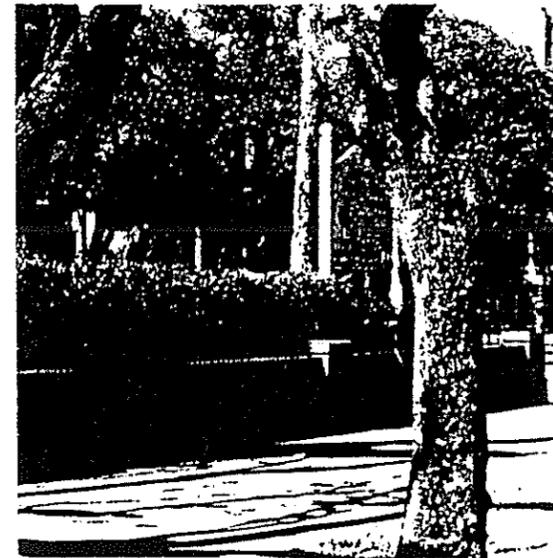
TRASH, SERVICE  
 PLANTING AREA 4' MIN.  
 - PARKING  
 BUILDING



# Garden Wall

## Existing Tradition

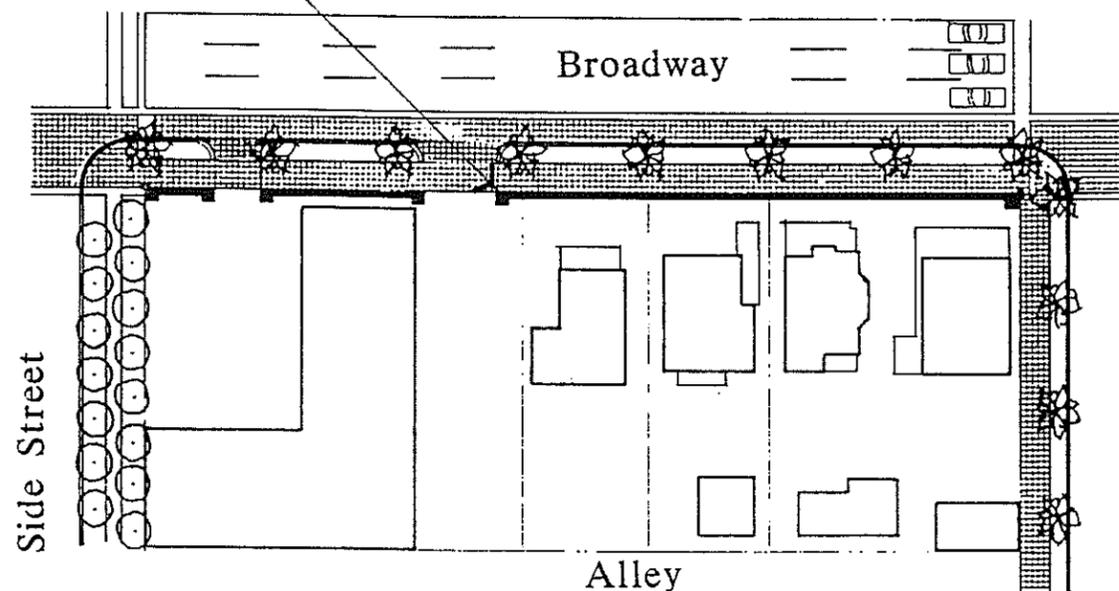
In the discussion of Broadway's historic order the role of the Garden Wall as the definer of private property was illuminated. Its role was to define. It was a visual frame to the property, a social definition, and a physical expression of the dwelling. Historically the garden wall took many shapes, forms, and compositions. It predominantly consisted of a masonry wall, or an iron fence, or hedge of planting, or any combination of the above. Surprisingly, however, there are consistencies in height and scale. When present, the garden wall is nominally at a height of 16" above the sidewalk but no taller than 48". The lower height, generally used for smaller dwellings, creates definition without overpowering the building. For larger buildings, the taller height is used to be in keeping with scale. The unique quality of the garden wall reinforces the special identity of the Broadway Image Area and the residential pattern of development. It provides definition and continuity to the street and a means to extend the personality of building out to the sidewalk in a manner and scale that is friendly to the pedestrian. It is a special element that the Master Plan preserves and perpetuates.



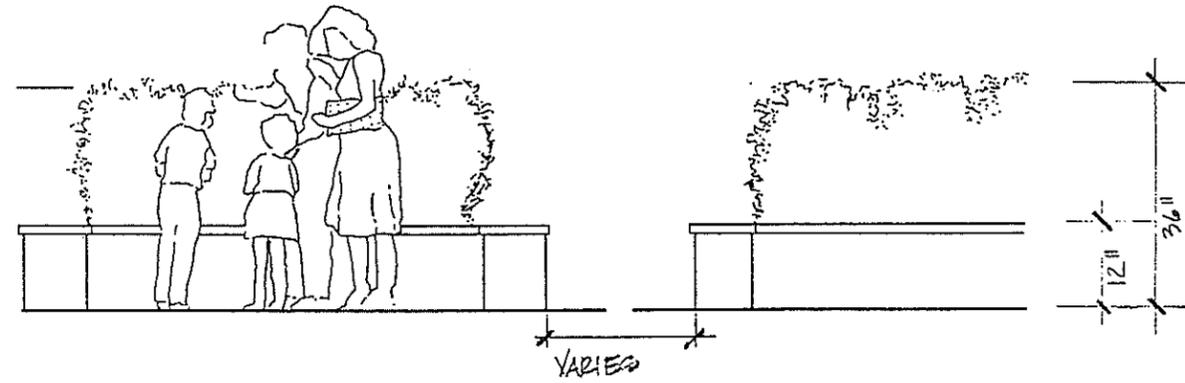
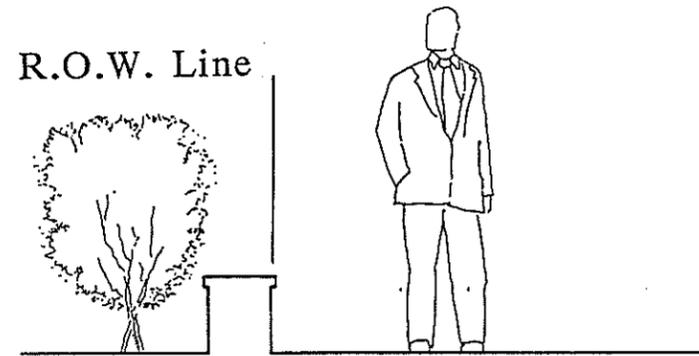
## Proposed Extension

The heritage of the garden wall is one that has a new relevance for Broadway. As Broadway emerges as a primarily commercial corridor, the garden wall can respond to an even greater need for definition and continuity of the street and screen for Broadway fronting property. It is the kind of gesture that enhances the image of commercial properties to its patrons, and allows the building to communicate to its audience at the street. Its value to non-commercial uses remains as relevant as it is for the more historic section of Broadway. The Master Plan proposes that the garden wall be present along all Broadway fronting properties from 59th Street to 6th Street for properties utilizing the residential pattern. In other words, if a building is set back from the R.O.W. line the garden wall should be present. While the garden wall can take many design directions, please see the following pages for examples, it is the heights and proportions that are in need of guidance to assure an historically founded continuity. These basic heights are 12", a base line to be represented in all designs, 24" or median height, and 36", its height limit. Seen as the baseboard of the Broadway "gallery" the garden wall begins with the 59th Street entrance forecourt and terminates in the edge elements of the Seawall boulevard Plaza.

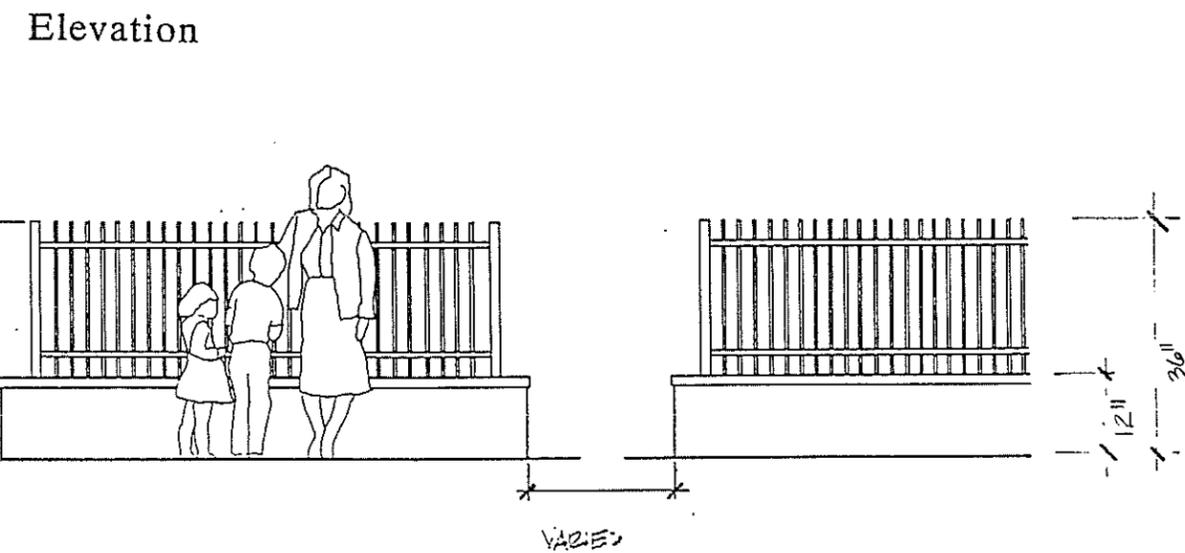
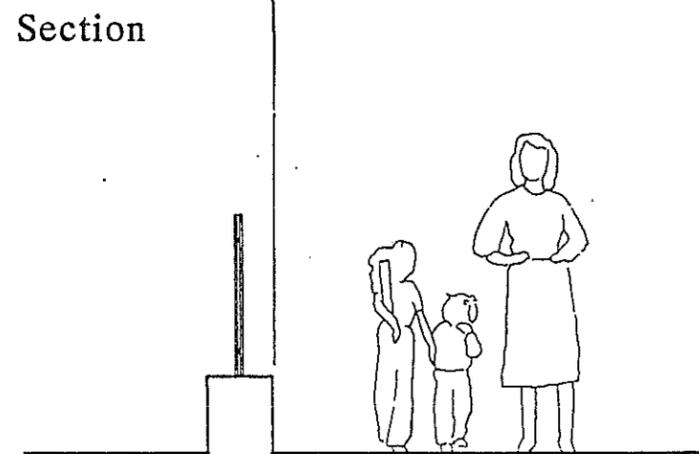
Garden Wall on R.O.W. Line



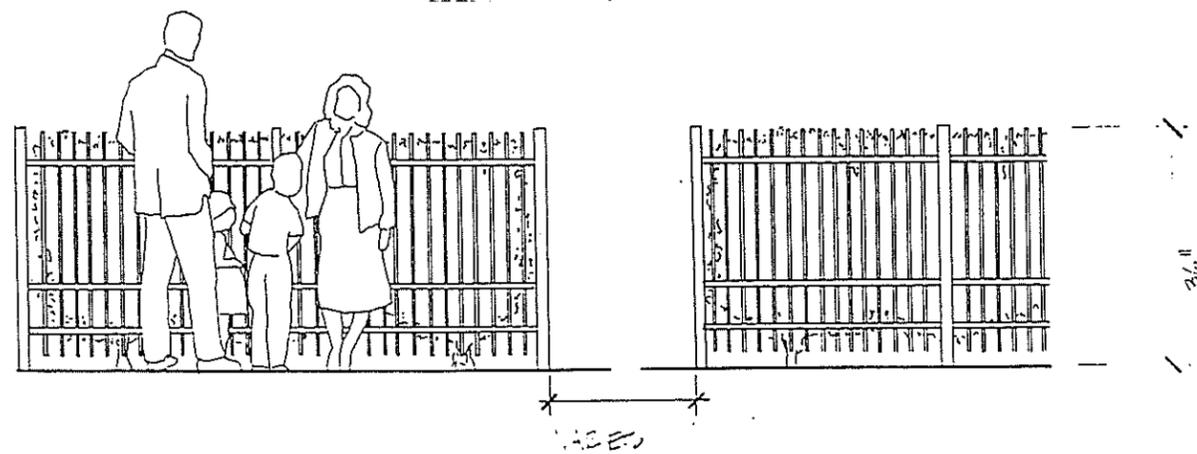
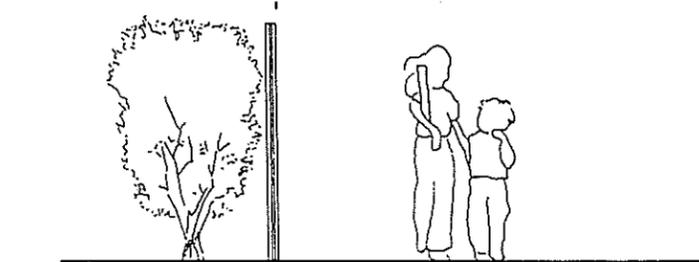
# Garden Wall



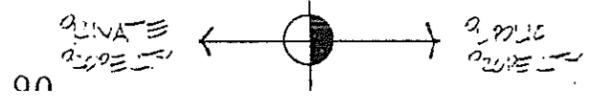
Low Masonry Wall  
with Planting



Low Masonry Wall  
with Steel Fence

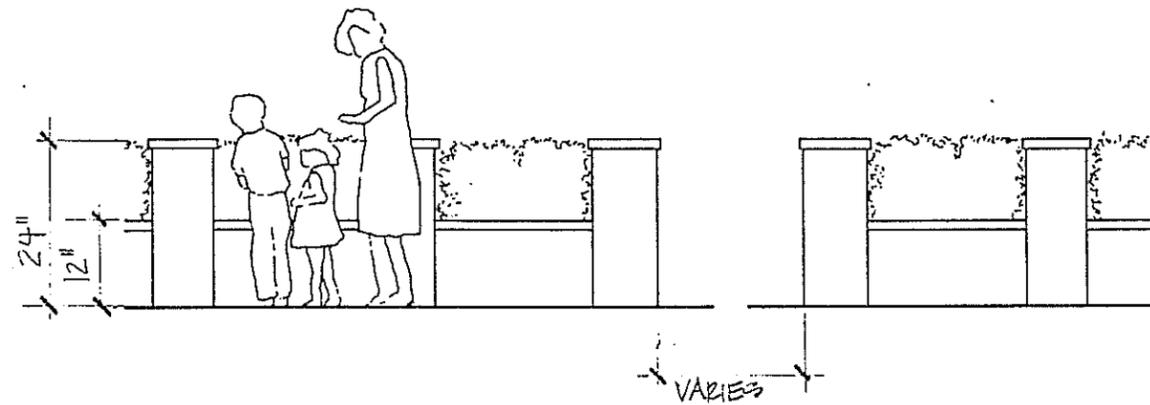


Steel Fence with Planting

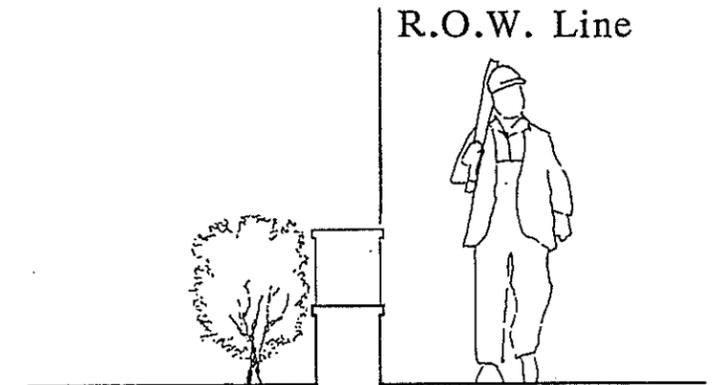


# Garden Wall

## Low Masonry Wall with Pier

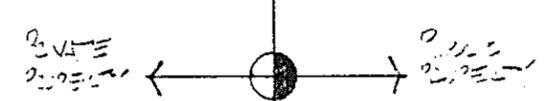
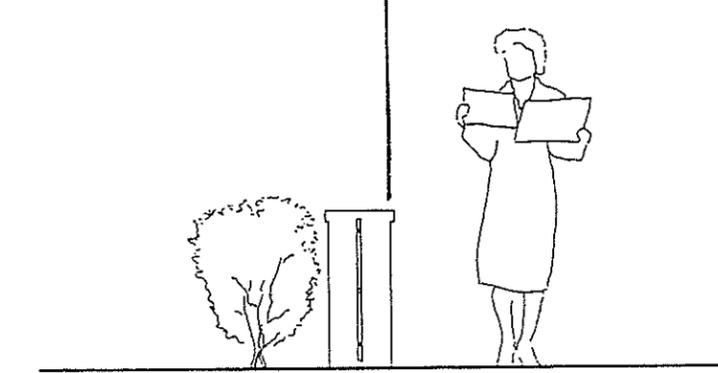
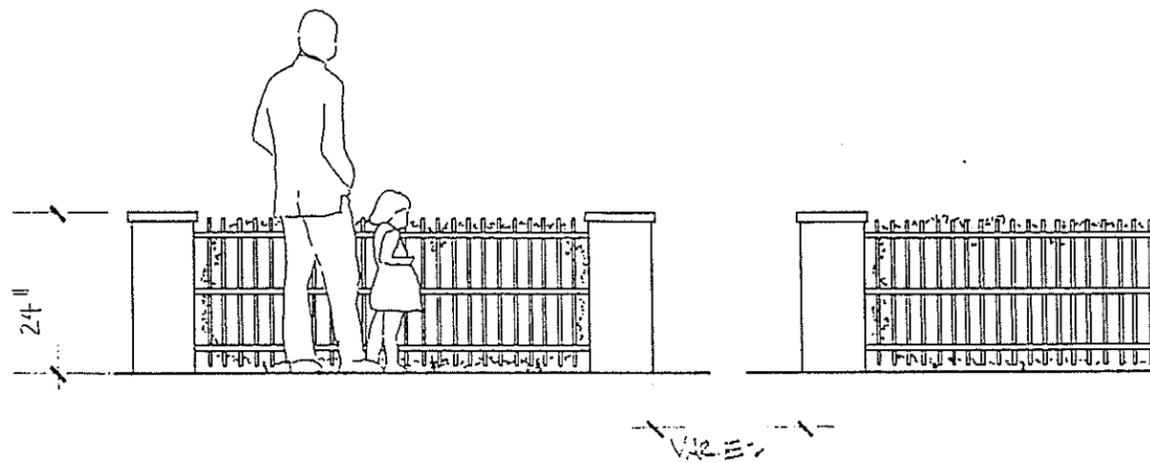


Elevation

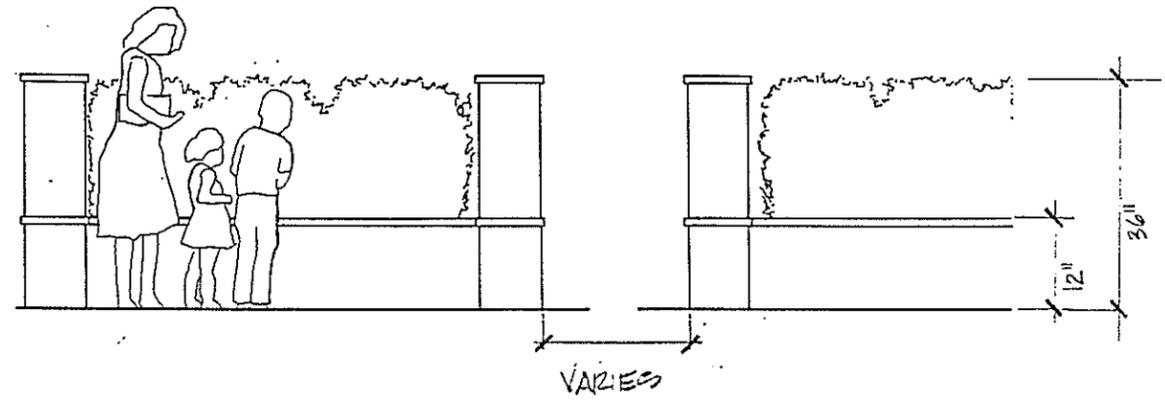
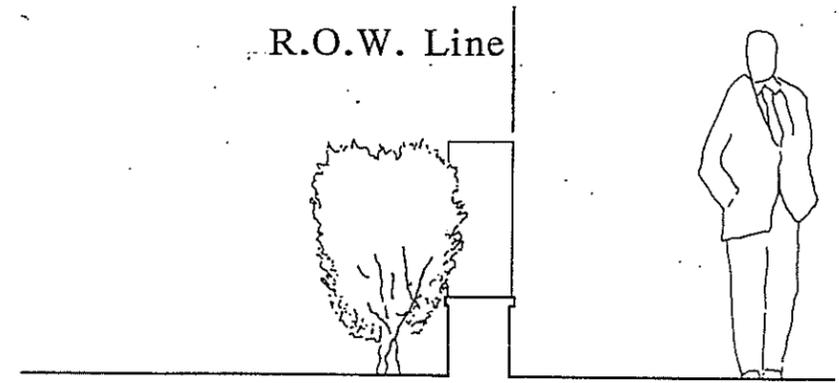


Section

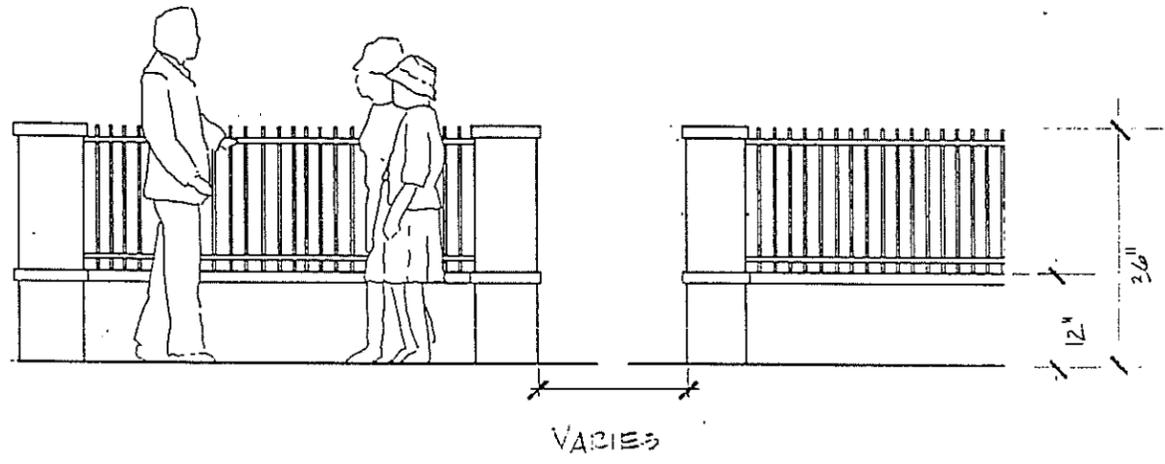
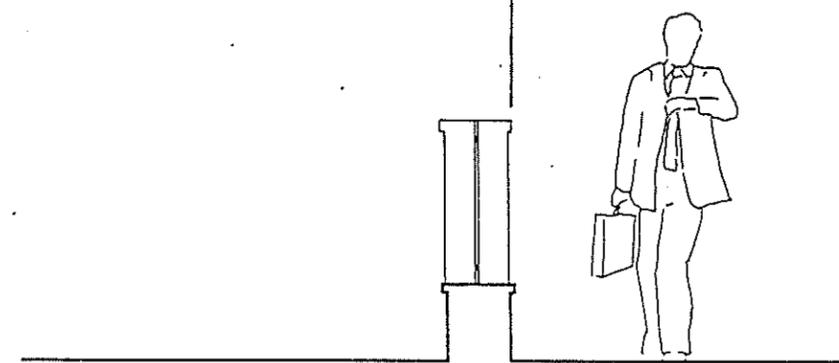
## Masonry Pier with Steel Fence



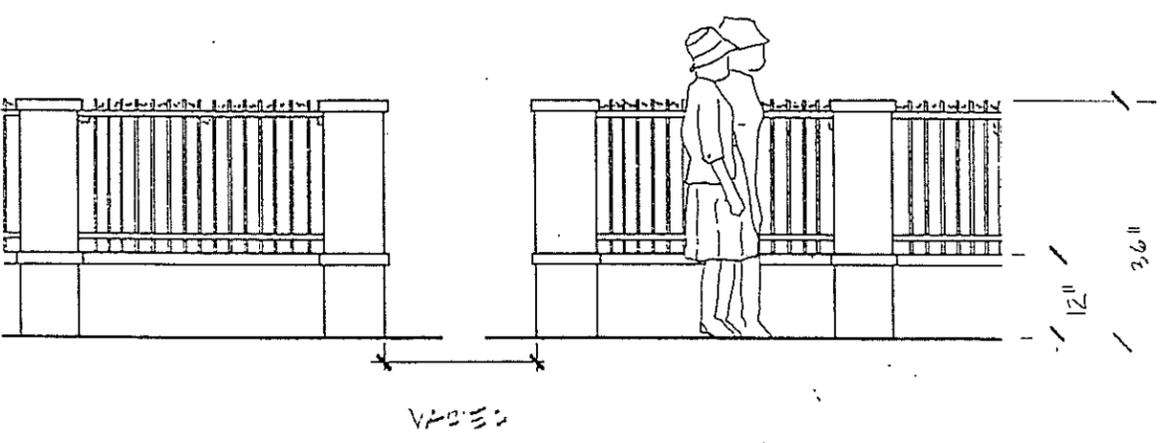
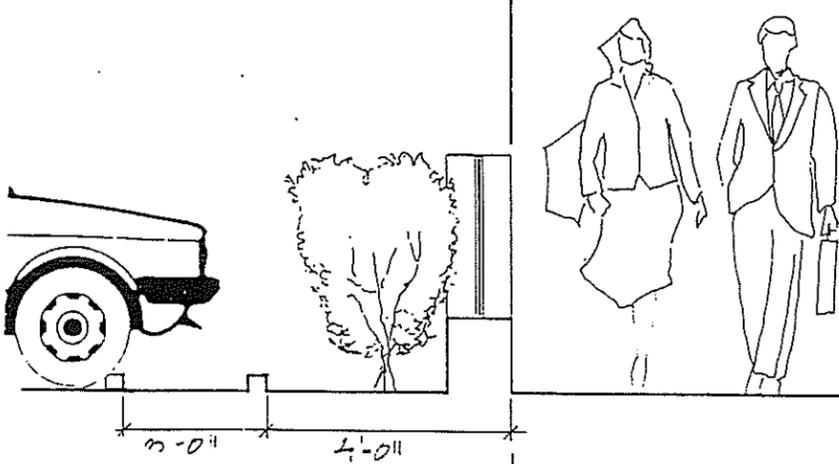
# Garden Wall



Low Masonry Wall with Tall Pier



Low Masonry Wall with Tall Pier and Steel Fence



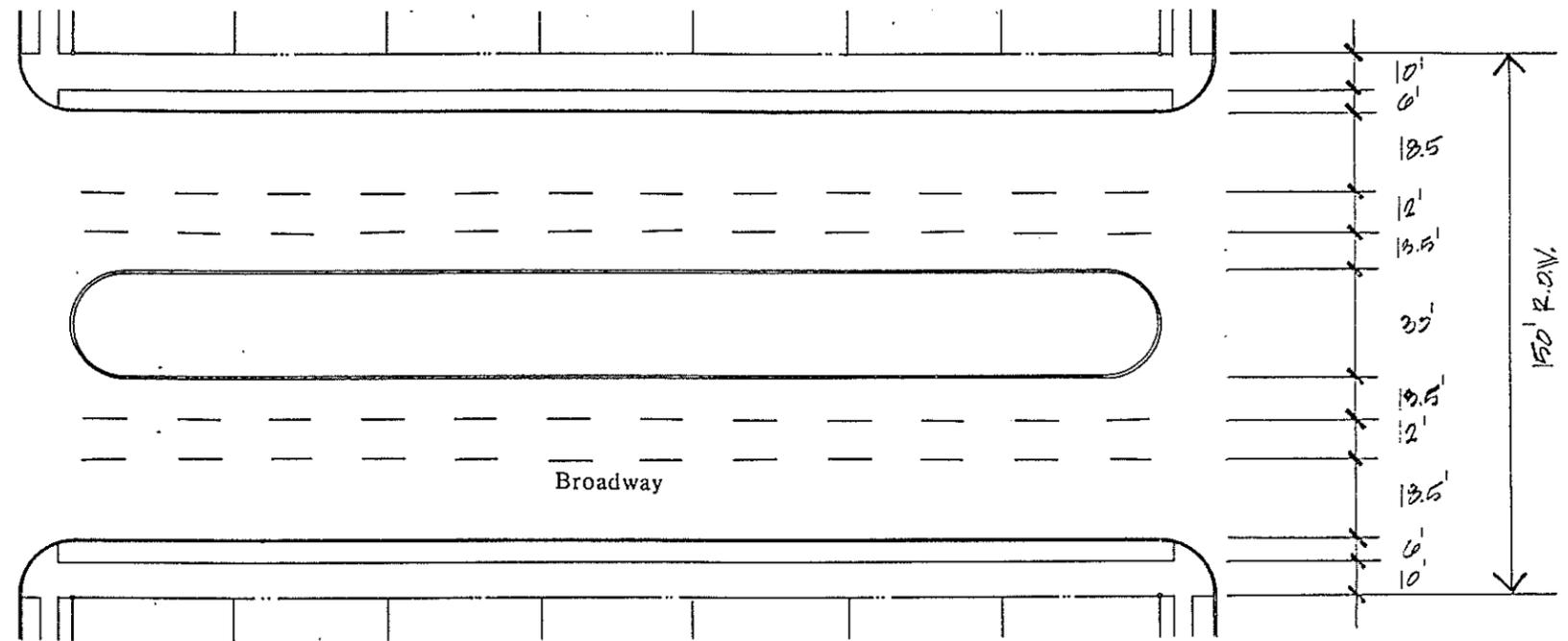
Garden Wall Requirement for Parking Fronting Broadway

# Streets & Sidewalks

## Broadway Existing Plan

The next element in the Broadway streetscape composition is the street and sidewalk system. While street and sidewalk systems are effective functionally, their dual role as a contributor to the unique quality of the Broadway image area needs strengthening. Traffic concerns do exist that primarily revolve around the undefined fourth lane commonly used for parallel parking. These concerns are twofold. One, that there is no definition between moving lanes of traffic and parallel parking. This creates a somewhat hazardous condition with people getting in and out of cars next to moving traffic. The parallel parking lane is as much if not more of a pedestrian space as it is street vehicular space. Secondly, in emergency or peak flow the lane undefined is imperceptible and generally not used, therefore a missed opportunity to quicken outbound traffic.

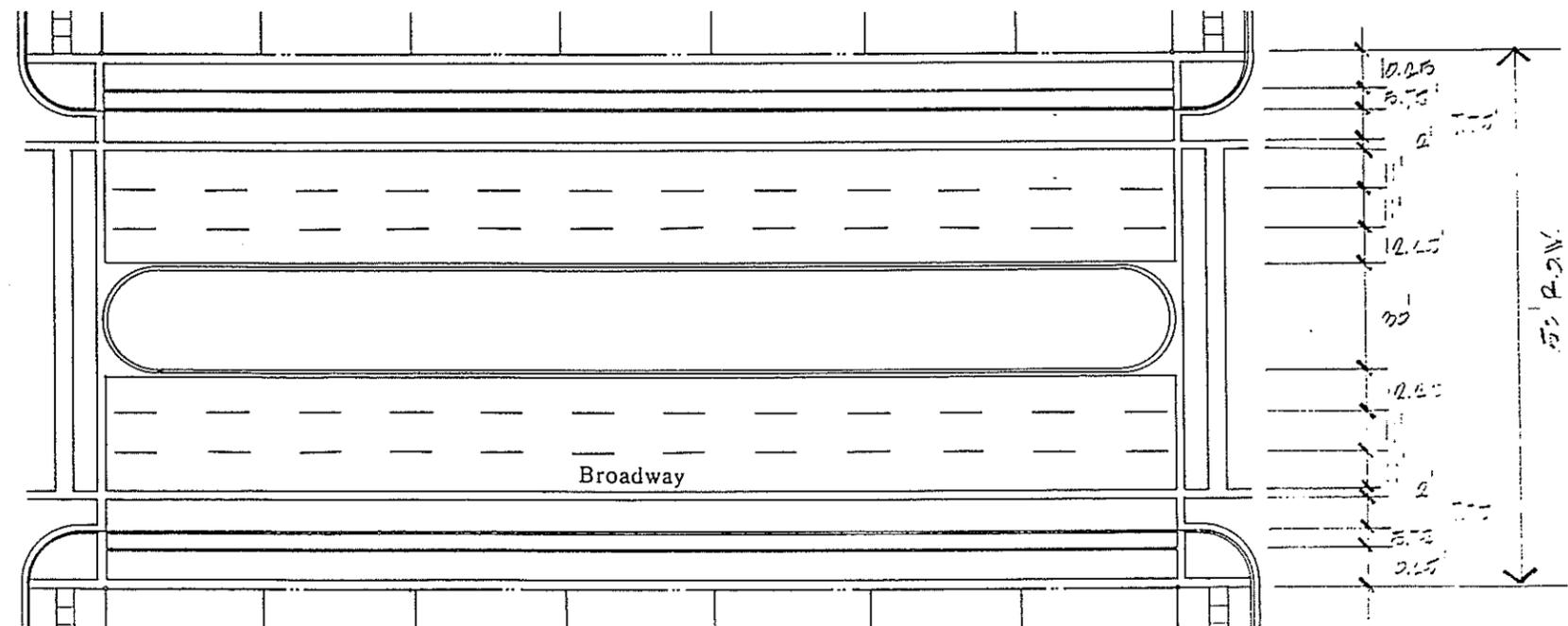
As a contributor to the street environment streets and sidewalks can be much more. Its character is that of any major thoroughfare, generic and ineffective. The opportunity present is to heighten its performance as a thoroughfare while enabling it to become a major contributor to the visual and environmental quality of the Broadway Image Area.



## Broadway Proposed Plan

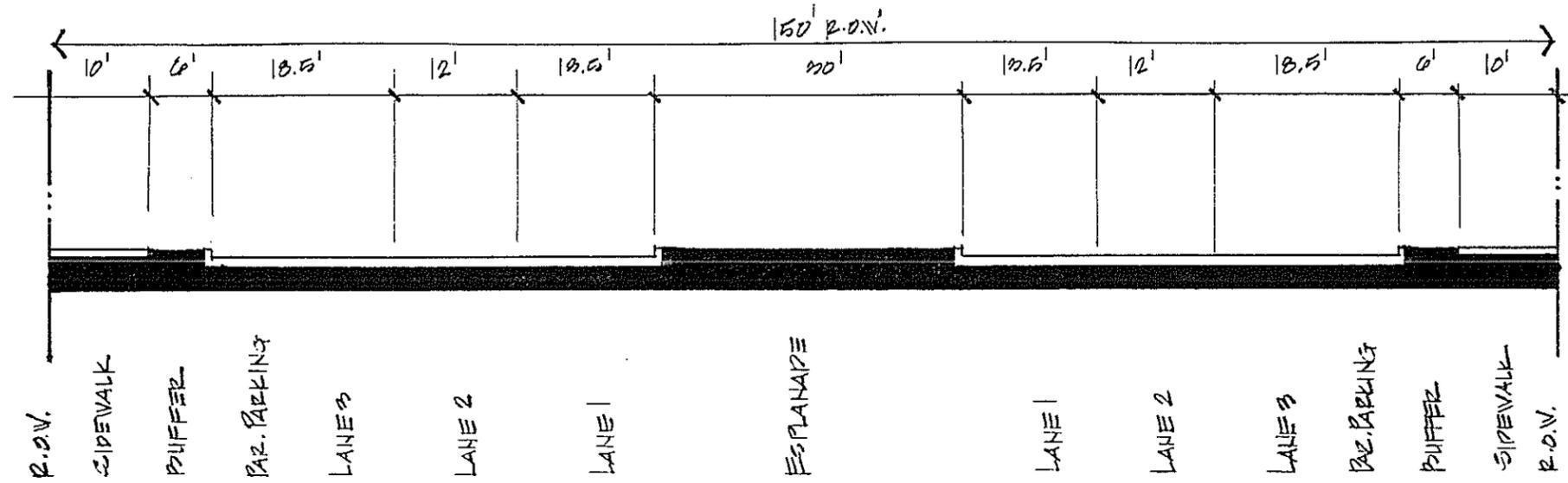
Beginning at 59th Street and extending to 6th Street the recommendation is to slightly reorganize Broadway's existing lane dimensions to capture and define a fourth lane. Its definition would permit parallel parking within a defined area along Broadway, and provide for the opportunity to increase peak hour, or evacuation traffic flow along Broadway. The three active lanes remain and are slightly condensed but remain within the proper S.D.H.&P.T. guidelines for lane width for a thoroughfare of this nature. This new composition of street also serves the dual role of enhancing the quality of the street. The Fourth lane is defined from the three active lanes by a continuous, flush, concrete band. This element then becomes the element of continuity for the street that the curb cannot provide due to the need for frequent curb cuts. Inside that band paving materials can be an extension of the sidewalk system expanding its presence and clarifying the fourth lane parallel parking area as more of a pedestrian zone than a moving traffic lane.

SIDEWALK  
 BUFFER  
 PAR. PARKING  
 LANE 3  
 LANE 2  
 LANE 1  
 ESPLANADE  
 LANE 1  
 LANE 2  
 LANE 3  
 PAR. PARKING  
 BUFFER  
 SIDEWALK

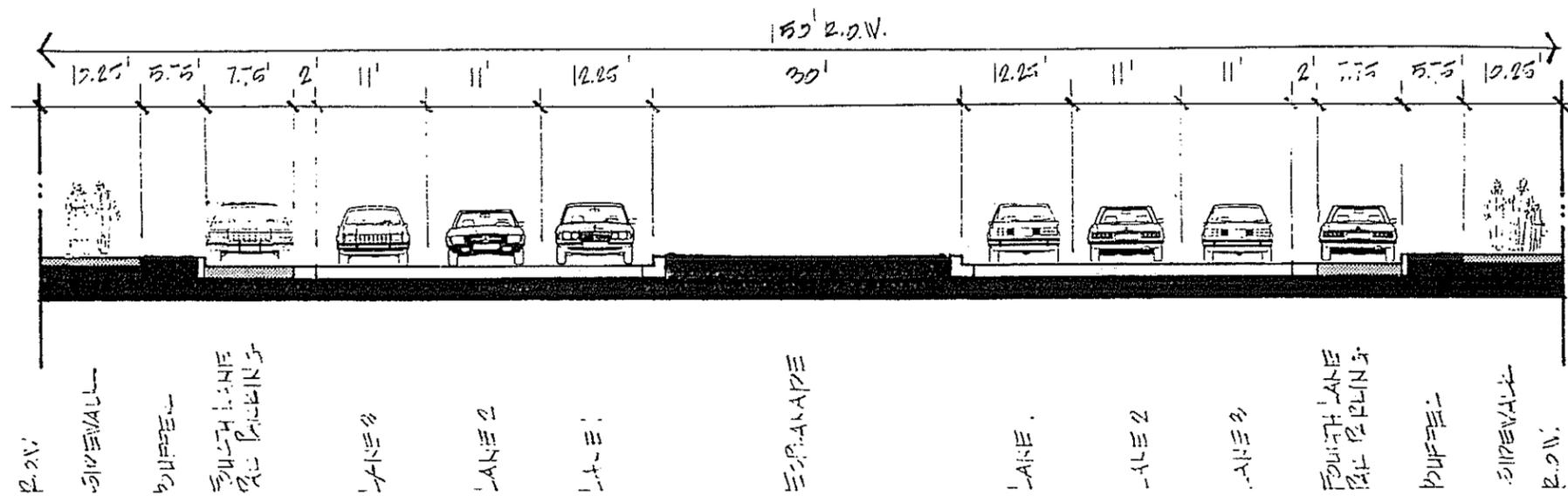


# Streets & Sidewalks

Broadway Existing Section



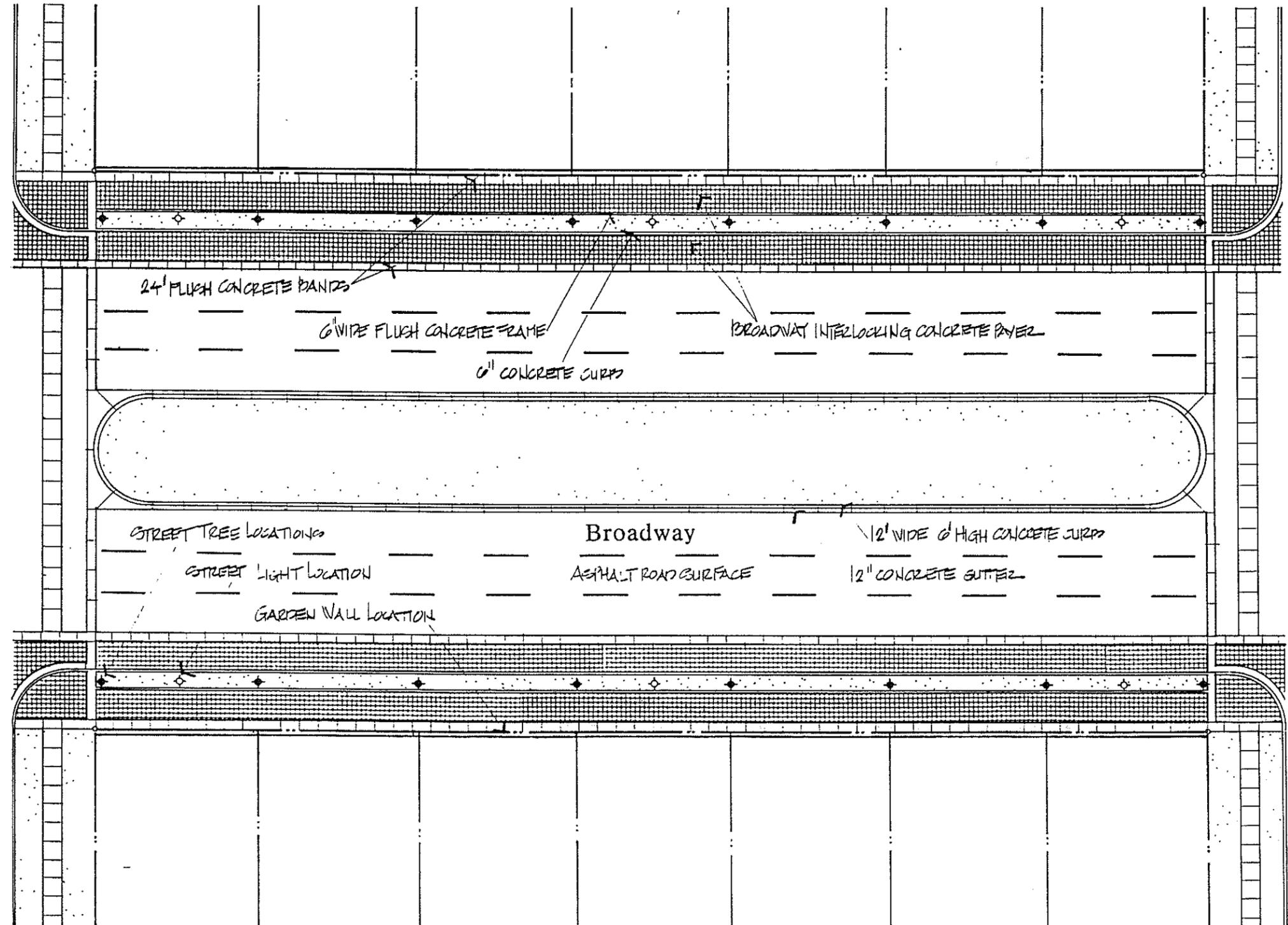
Broadway Proposed Section

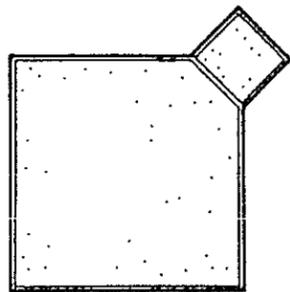


# Paving

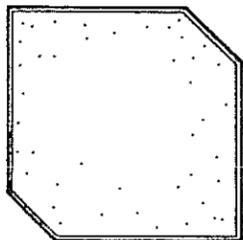
## Broadway Typical Block Plan

With the delineation of the fourth lane on Broadway follows the opportunity to communicate it as part of the sidewalk/pedestrian zone of the street. The Master Plan recommends an ultimate paving of Broadway that would see the sidewalk and fourth lane, between its framing flush concrete bands, being paved in an interlocking concrete paver specifically designed in pattern and color for Broadway based on its historic sidewalks. With a shared material these two spaces become one creating a continuous border for Broadway, expanding the pedestrian quality of the street. Moreover these pavers provide the city with great functional advantages beyond durability. Set onto a sufficient base, the pavers, laid on sand, are recycleable in that they can be picked up for repairs and reused. Because of this the fourth lane becomes an excellent location for any future underground utilities along Broadway. Framed within, and heightened by the Broadway pavers in the sidewalk and fourth lane, is the vital green space along the back of the 6" stand-up curb of Broadway. Here street trees can be safely planted enhancing the quality of the street and in particular the pedestrian edge of Broadway. Within the existing asphalt street, the flush concrete bands delineate crosswalks. They also join the esplanade, its curb and gutter to make the esplanade an integral part of the composition.

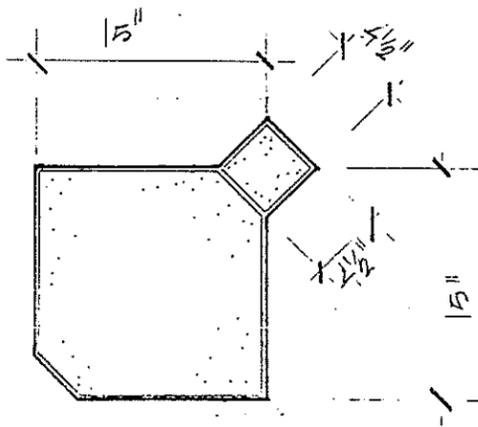




Edge Stone



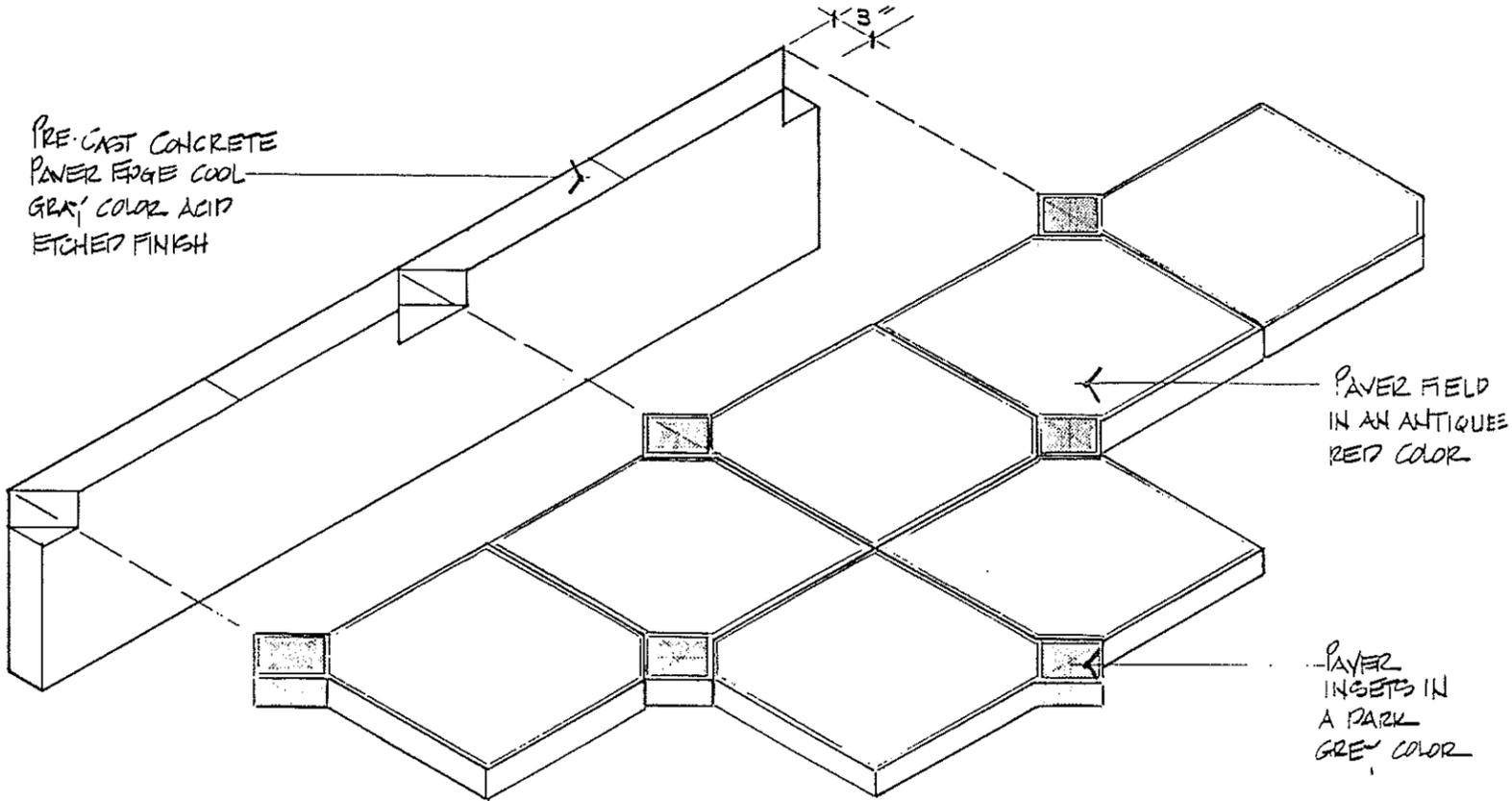
Secondary Stone



Primary Stone

### Broadway Paver

This modular interlocking concrete paving system for Broadway is based upon observed patterns found along the street. For continuity of the street, the Master Plan recommends that all sidewalks and fourth lane areas be paved in a consistent material, pattern, and color. Three basic stone shapes can be fabricated to become Broadway's paver, a system specifically designed for its character and function. It is useable and durable in both streets and sidewalks.



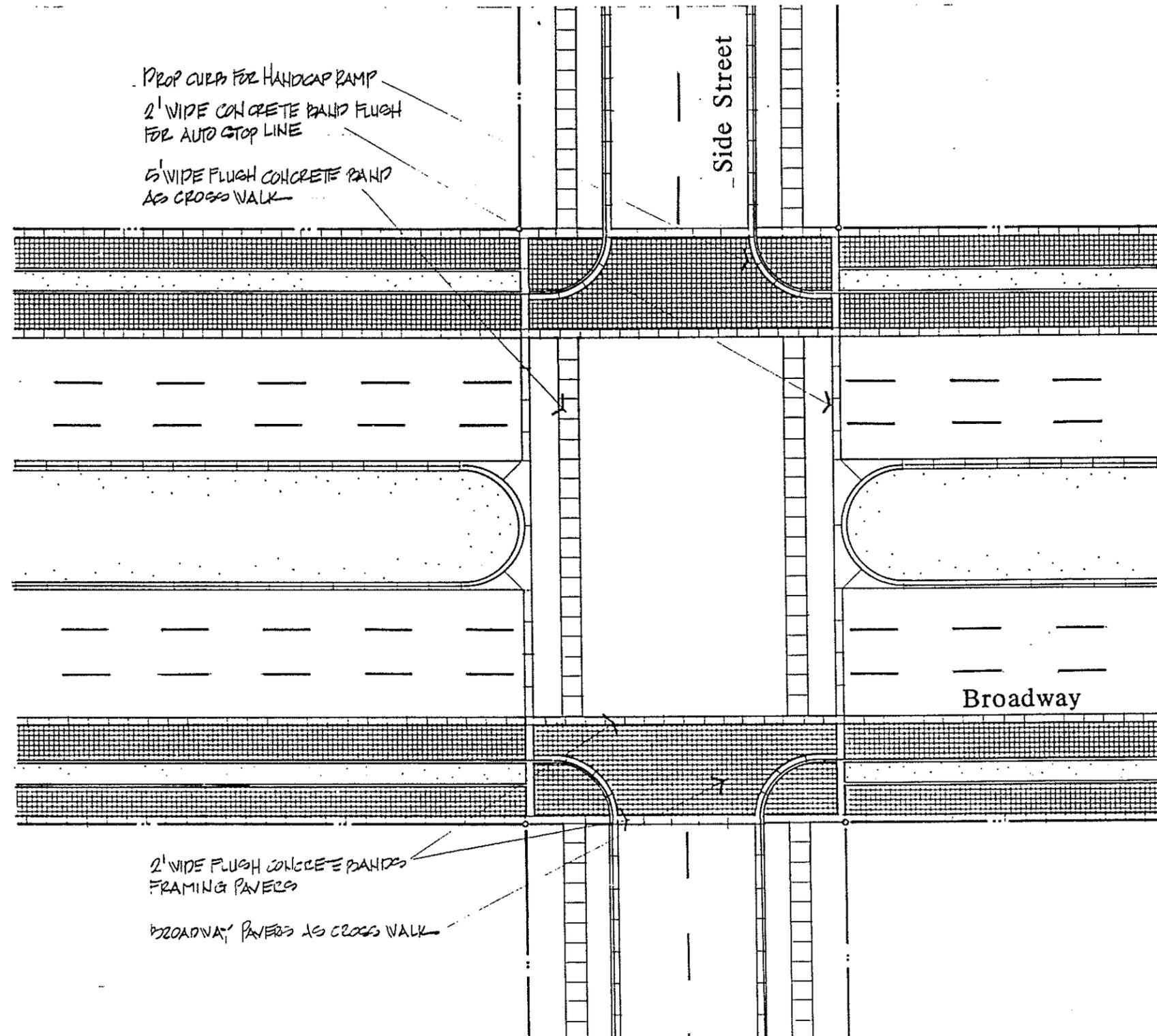
### Broadway Paver Assembly

Placing the three stones together, the historic pattern of squares and diamonds is formed from the pieces of the puzzle. A brick red field with slate gray diamonds reinforces historic colors of Galveston. Edge containment required is also of a pre-cast, interlocking, modular nature, matching the slate gray patterns.

# Broadway Intersections

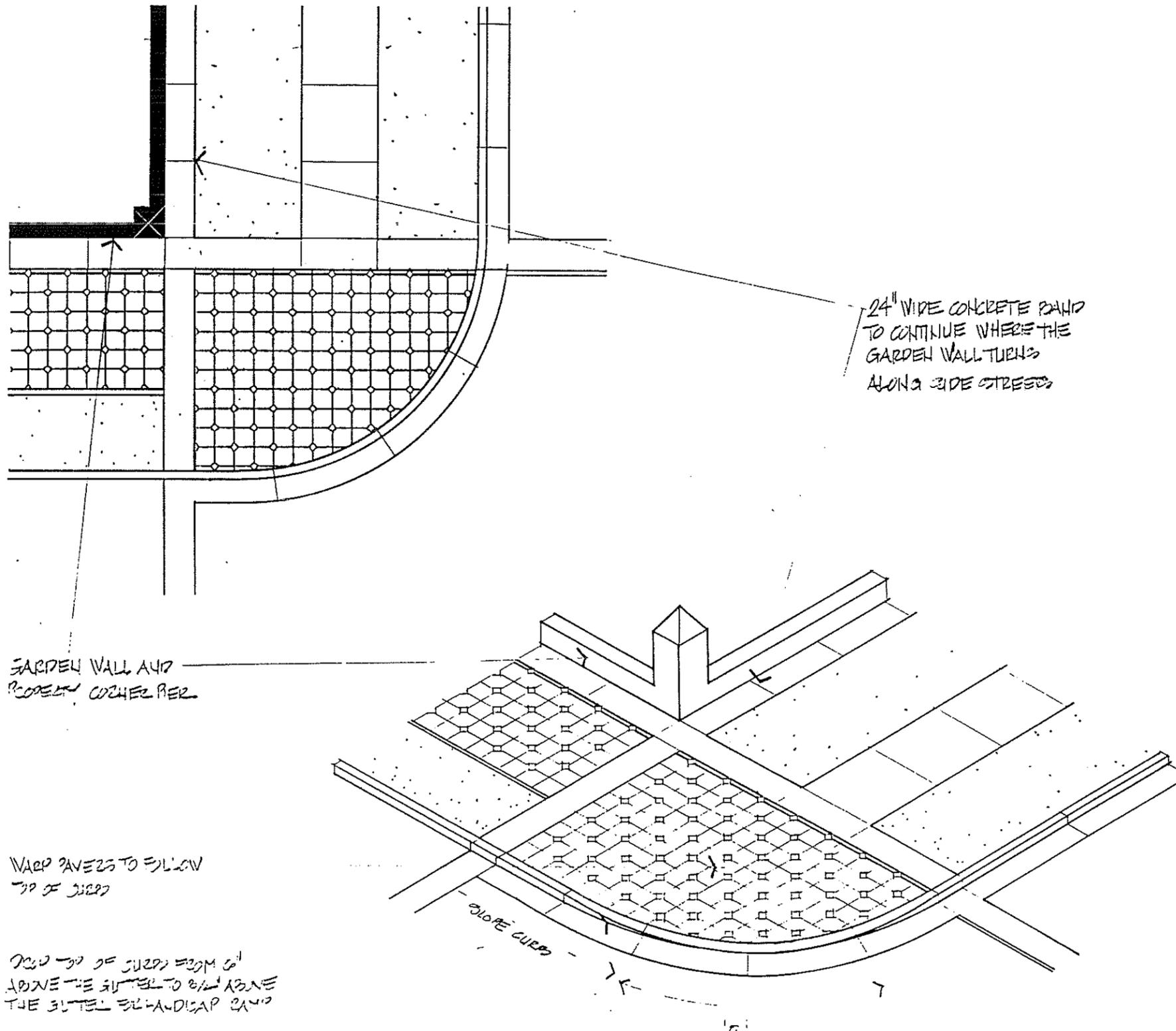
## Typical Broadway Intersection Plan

As the places along Broadway where automobiles and pedestrians coexist, intersections should be functional and distinctive. This proposed plan for intersections along Broadway from 59th Street to 6th Street addresses these two concerns. Functionally, it preserves traffic flow and turning movement to and from Broadway. The demarcation of the fourth lane continues though retaining its legibility as special zone. Pedestrian crosswalks become enhanced in both directions and handicap needs provided for at radiuses. Flush concrete bands form both definition of crosswalks and automobile stop lines at the required distance back from the intersection needed to assure traffic light visibility. The distinctive qualities of the intersection are most visible in composition of paving patterns and materials. Based on simple geometries of bands, curbs and gutters, and paving, a composition is created that involves not only Broadway's edges but esplanade as well. The intent is to allow the entire street to read wholistically as a space.



## Typical Handicap Ramp Plan at Broadway Intersection

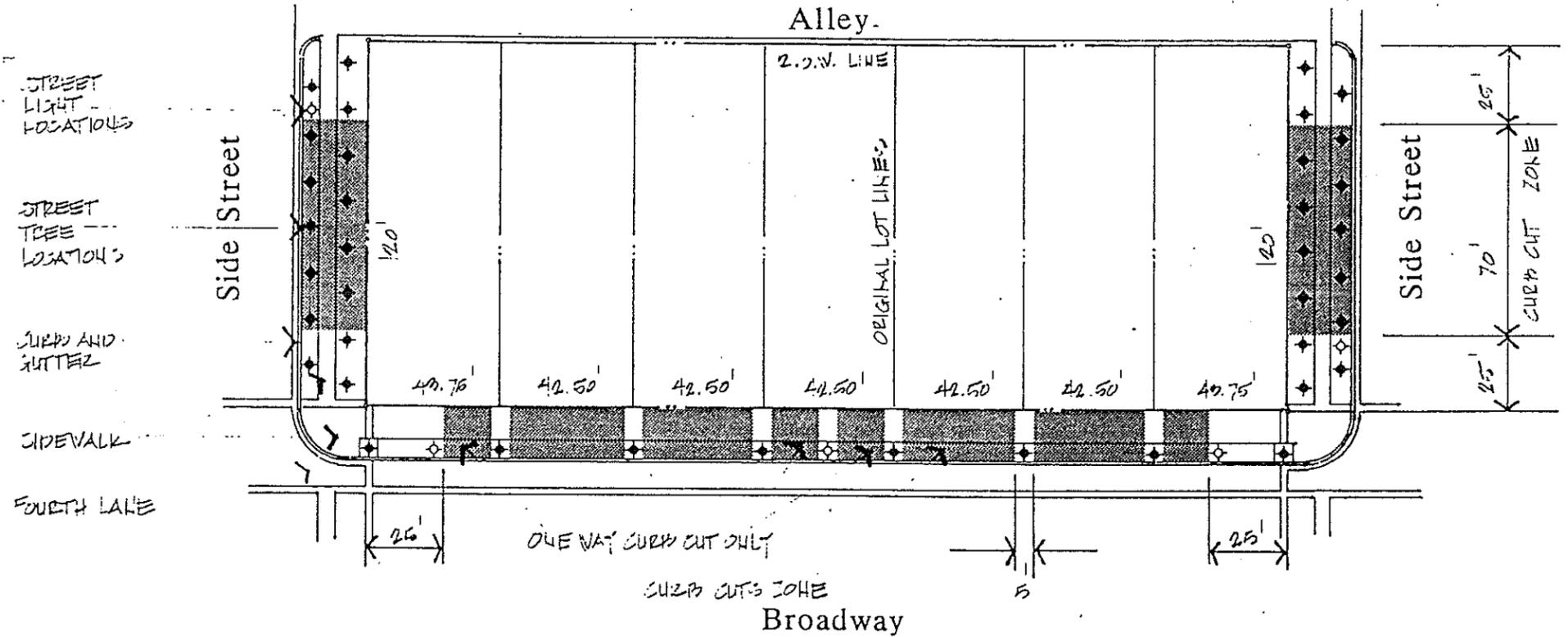
With the renovation of intersections there is the opportunity of providing currently missing handicap ramps and correcting open drainage structures at several intersections. Handicap ramps should be of a simple configuration as shown to the left. The top of curb drops to provide a ramp of sloped sidewalk pavers to an opening which provides continuation in both directions for handicap and bicycle purposes. The expanded paving area out to radiuses, encloses traffic signal poles, signage, and other traffic related items into one simple, and generous paved area, thereby improving the clarity, accessibility, and maintainability of intersections.



# Broadway Curb Cuts

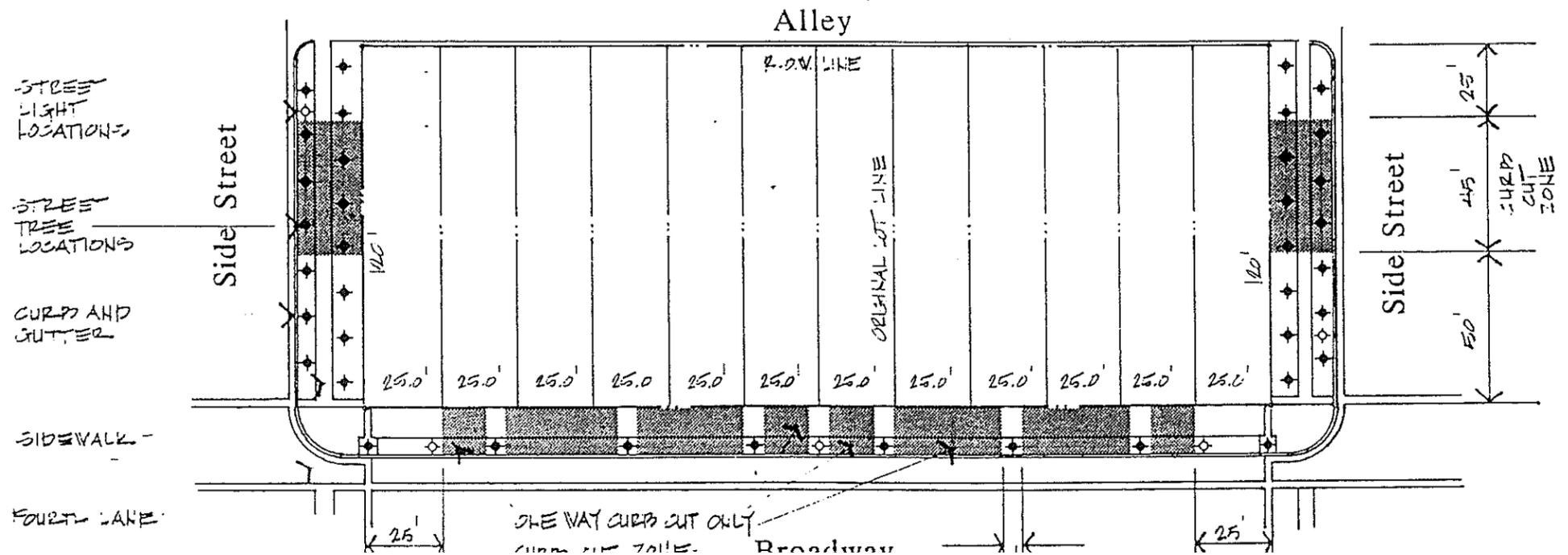
## Residential Pattern

An important aspect in the Broadway streetscape is the curb cut. Considerations are both functional and aesthetic. The functional goal is to provide adequate private property access from Broadway and its side streets. Aesthetically, the goal is to give prominence to those items that help enrich the visual quality of the Broadway area. To accommodate both, curb cut location criteria is needed that coordinates all the elements at work, property configurations, street trees, street lights, curb cuts, in such a manner that each can be truly effective. For the residential pattern of development, approximately 42.5' lots/25' setback, recommended curb cut locations, which provide access, while allowing for dedicated street tree and future street light locations, are shown by shaded areas in the typical block diagram to the right. Here the original 42.5' lot becomes a basis for curb cut locations. While some properties are larger, most are some multiple of this original platted pattern. It is at the extensions of lot lines that street tree locations can be dedicated while not interfering with curb cut access. It is the space centered between the original lot lines that is dedicated for access allowing for a consistent planting of street trees along Broadway. From side streets, permitted curb cut locations can occur as needed within a designated zone that preserves a reasonable space back from intersections and the alley.



## Storefront Pattern

Along Broadway within the storefront pattern, 25' original lots, the curb cut locations need to remain as located in the residential pattern, between dedicated street tree locations, which retain the same spacing established by the prominent residential pattern. Access from side streets is positioned further back from the intersection of Broadway to provide appropriate access to parking behind the storefront building located on the R.O.W. line of Broadway.



# Broadway Curb Cuts

## One Way

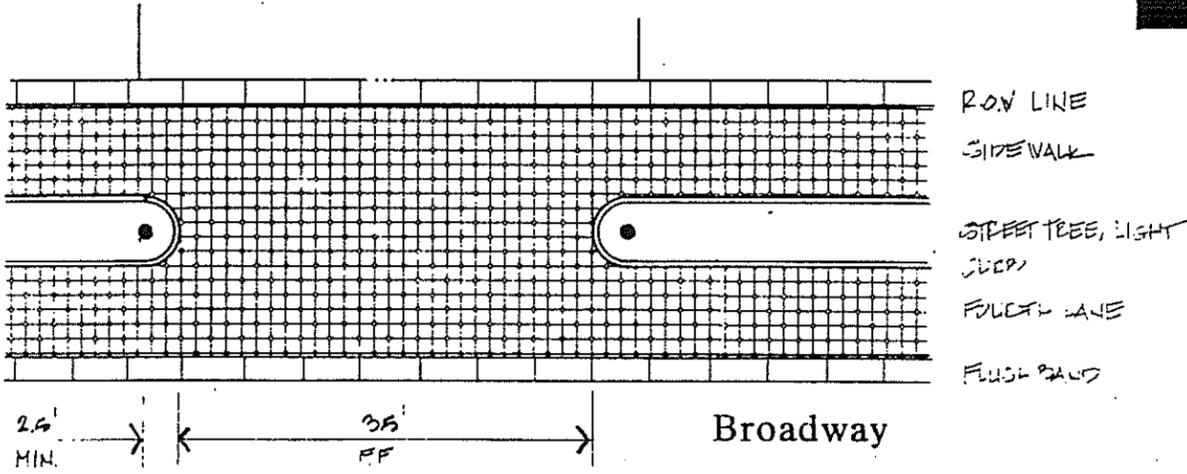
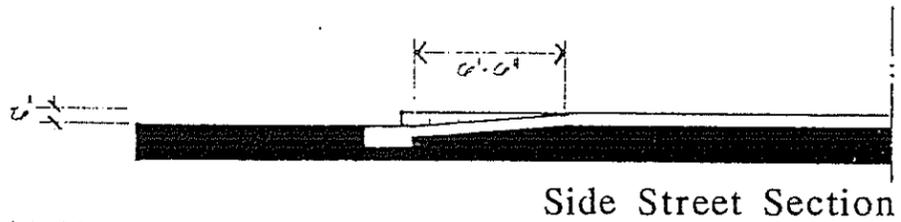
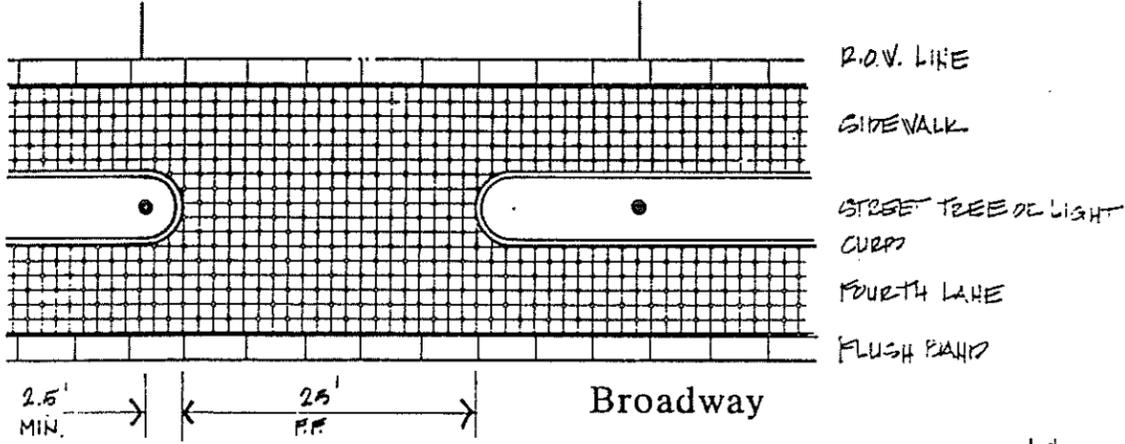
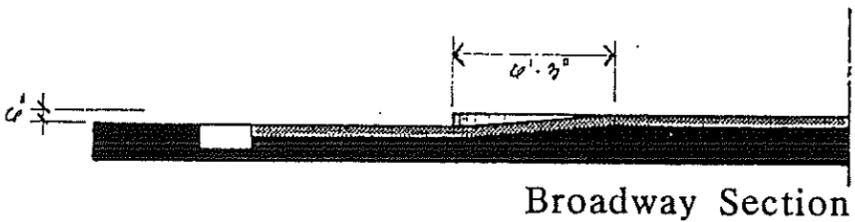
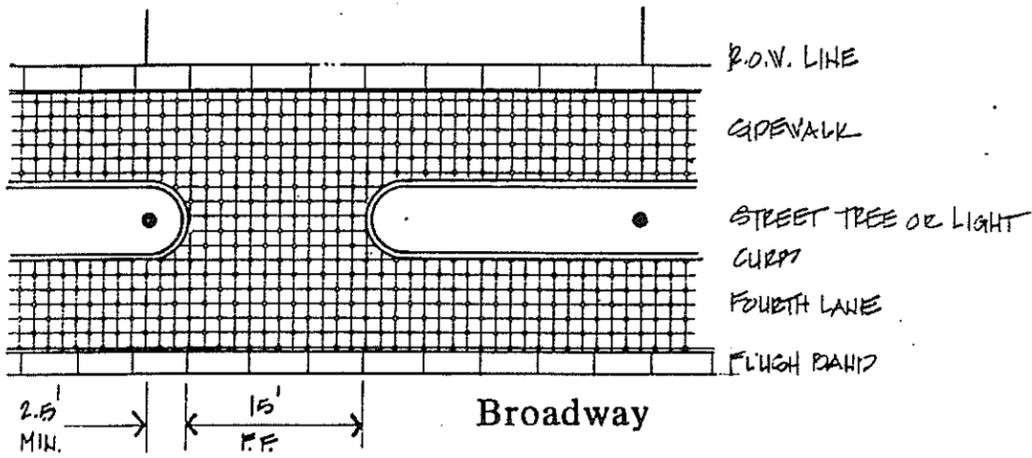
Most germane to residential properties, or as one way in/one way out access to commercial properties. In the residential pattern this type of curb cut is needed for access from Broadway to corner and mid-block original lots to maintain adequate distances from intersections and respect street tree and street light dedicated locations.

## Two Way

Most germane to commercial properties with greater volume of ingress and egress traffic.

## Light Industrial

This curb cut is solely meant for light industrial zoned land-uses that are present on Broadway to assure adequate access for large trucks and service vehicles required in their operation. This is not to be a useable curb cut for gas stations, convenience facilities, etc.



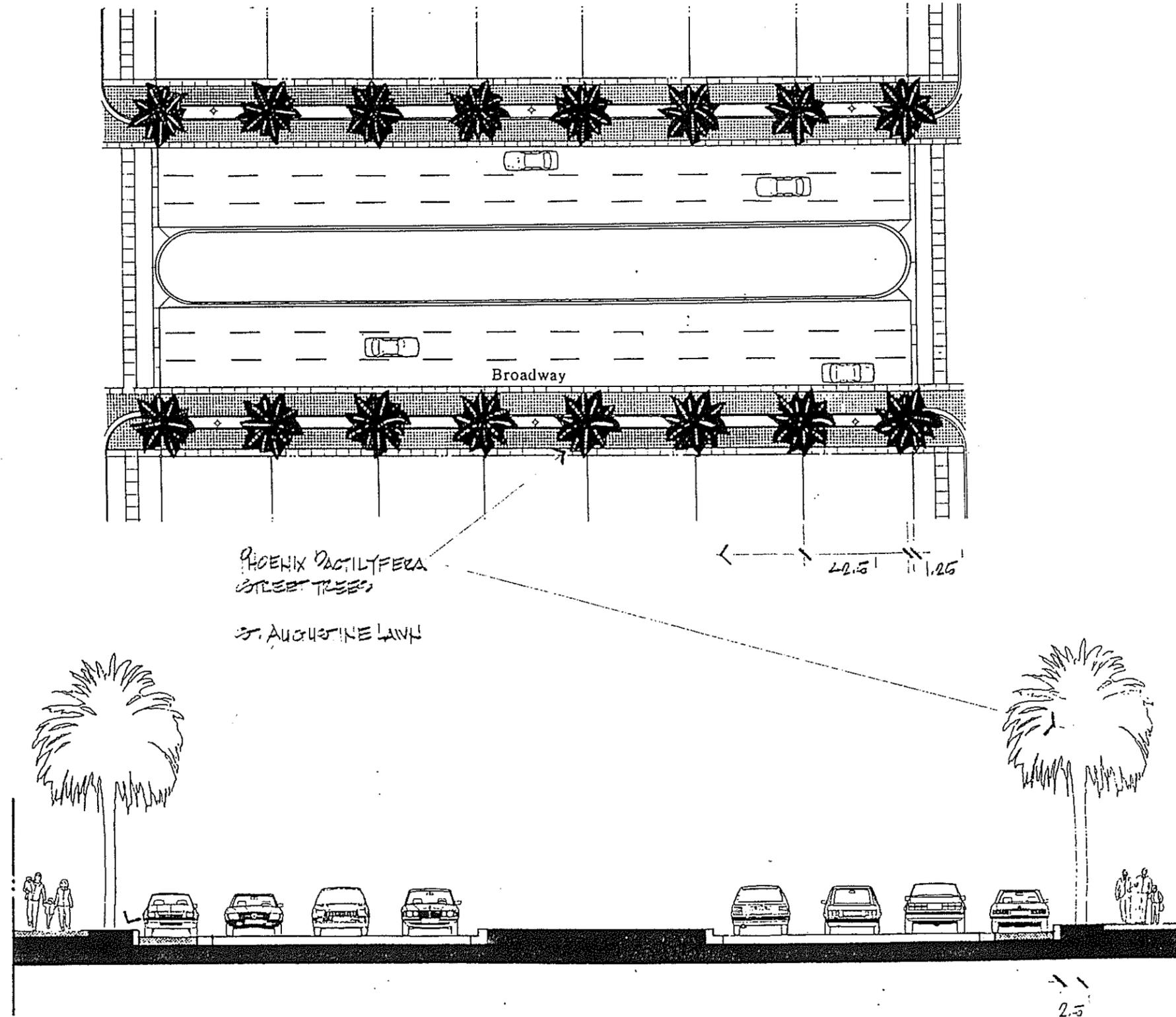
# Planting

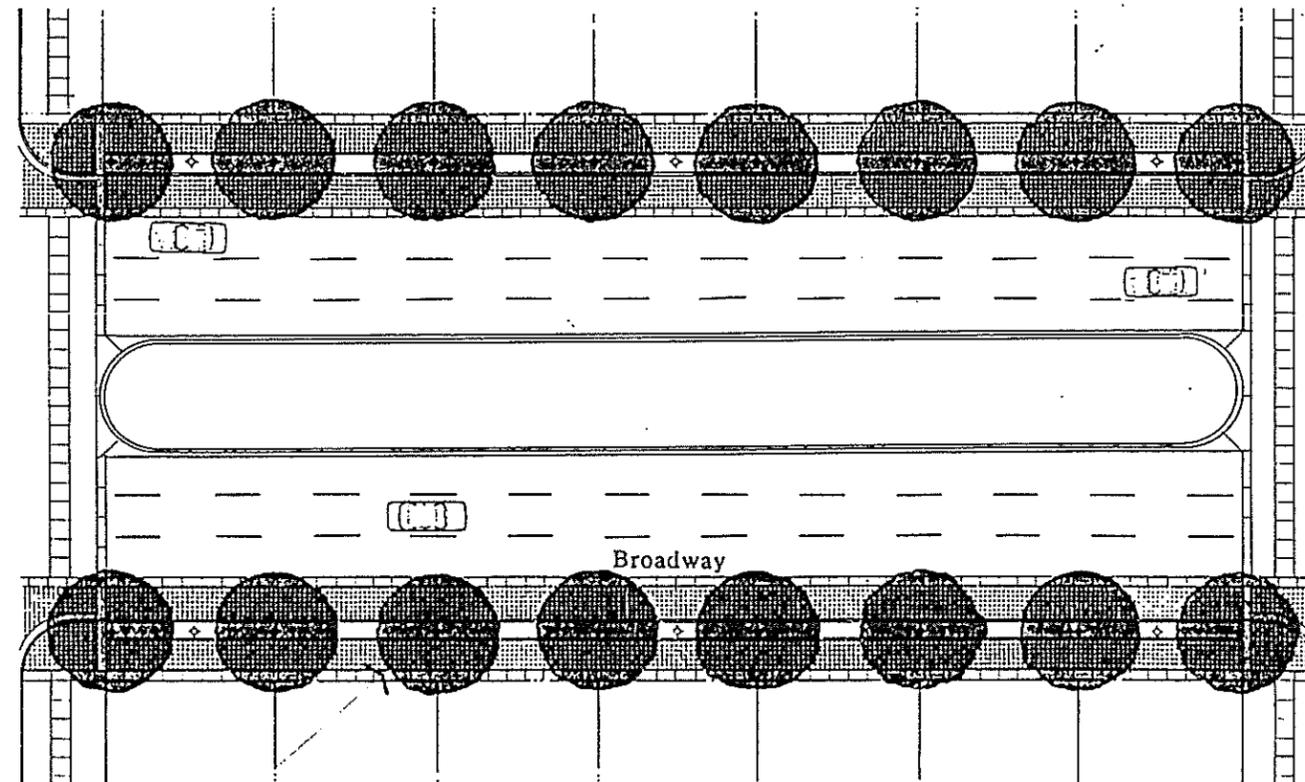
## Broadway Date Palm Street Tree Planting Plan

There is perhaps no stronger more appropriate image to Broadway and Galveston than the palm street tree. Planted in the continuous greenspace between the sidewalk and curb this stately and evocative tree becomes the prominent street tree for Broadway. The architectural quality of palms, and their ability to create a living colonnade creates the need to dedicate locations for planting that will result in an unbroken repetition of spacing within blocks. To accomplish this, tree locations have been established at the extension of original lot lines permitting curb cut access to occur between trees. The resultant 42.5' spacing results in density that establishes a continuous edge to the street while permitting good visibility for business and traffic considerations. With its slender trunk and high canopy, the palm is ideally suited as a street tree for a commercial street, and provides the kind of presence needed to become an image making, strong, thread of continuity for Broadway.

## Broadway Date Palm Street Tree Planting Section

Indigenous to Galveston, the Date Palm is one of the area's more durable and climactically suited palms. Without a doubt its smooth trunk, feather-like fronds and full arching canopy result in Galveston's most stately palm, a striking image from afar, and a pleasant object to be next to as a pedestrian.

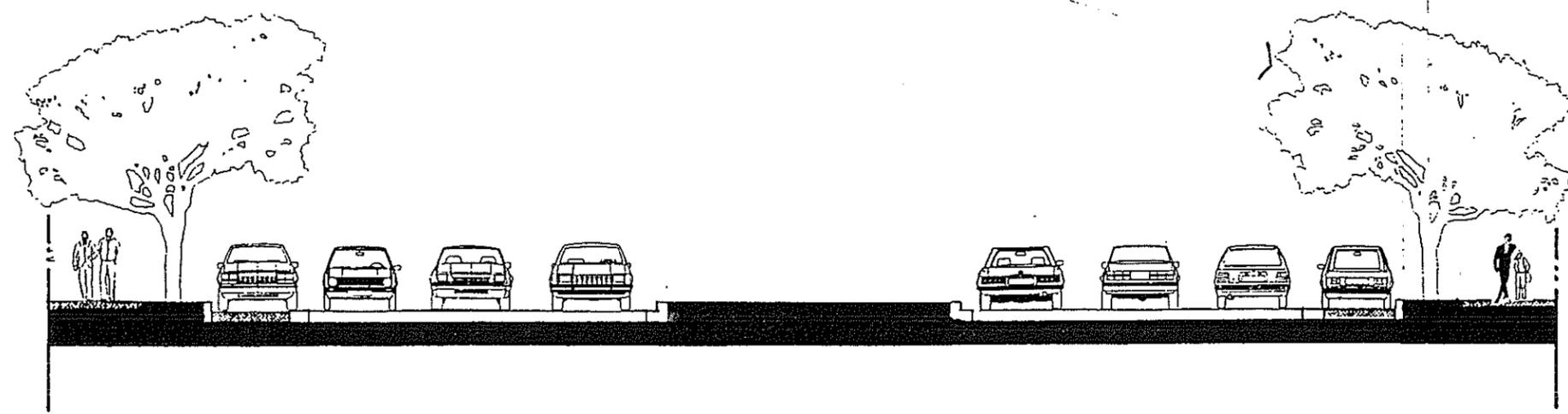




LIVE OAK STREET TREES  
ALIGNED WITH ORIGINAL  
BROADWAY LOT LINES

42.5'  
O.C.

2.5'  
P.A.C.L.  
P.A.C.L.



## Broadway Live Oak Street Tree Planting Plan

The Live Oak is as much a part of the environmental image of Broadway as is the Palm. It is Broadway's historic street tree creating the body of the esplanade planting. The Live Oak with its graceful arching form is perhaps Galveston's most treasured evergreen tree. Its canopies arching over the street form rooms below that create a more intimate scale on Broadway. As you pass through, enclosure and shade surround you. The tree canopy replaces sky and you are part of a wonderful residentially scaled micro-environment.

While the Date Palm is the proposed prominent street tree, the presence of existing Live Oak street trees in certain locations, coupled with the desire to make certain moments along Broadway special, results in the Live Oak being used in lieu of the Palm as a street tree. These special locations in general center around proposed monument locations and Broadway's Historic District. In specific Live Oak street trees are to be used in the following areas:

- a. Between 59th and 51st streets on both north and south sides of Broadway.
- b. Between 43rd and 40th Streets on both north and south sides of Broadway.
- c. Between 36th and 33rd Streets on both north and south sides of Broadway.
- d. Between 21st and 12th Streets through the Historic District on both sides of Broadway.

## Broadway Live Oak Street Tree Planting Section

Planted at the same spacing as the Palms street tree, Live Oaks can also take on an unbroken rhythm along the street which permits curb cut areas between.

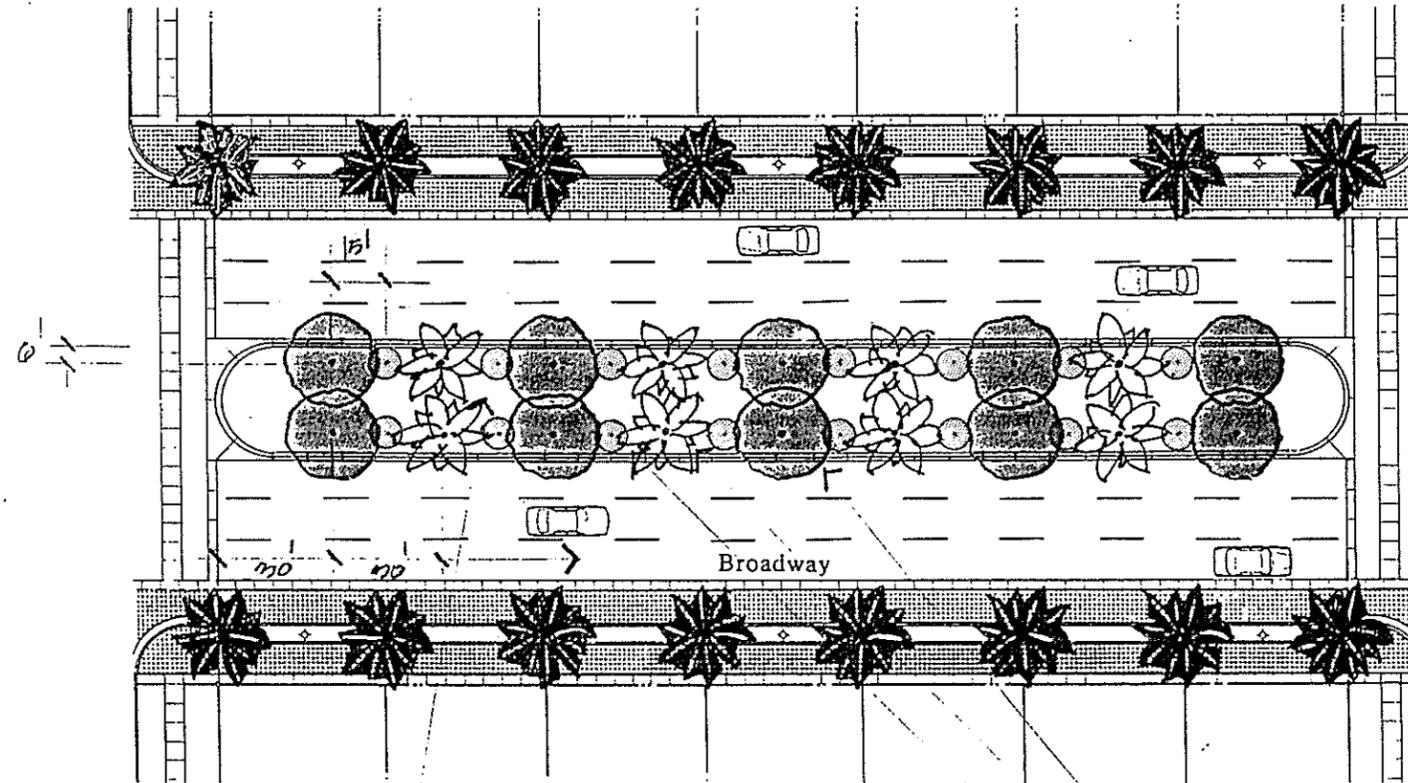
# Esplanade Planting

## Live Oak/Palm Pattern

Without a doubt Broadway's esplanade is its greatest asset. It provides continuity from 59th Street to 6th Street. It is the element that creates a garden quality in the street reducing its scale weaving this thoroughfare into the city fabric. Its inherent planting pattern of Live Oak, Oleander, and Washingtonia Palm presents a unique image and one that in its own way is the environmental signature of Galveston.

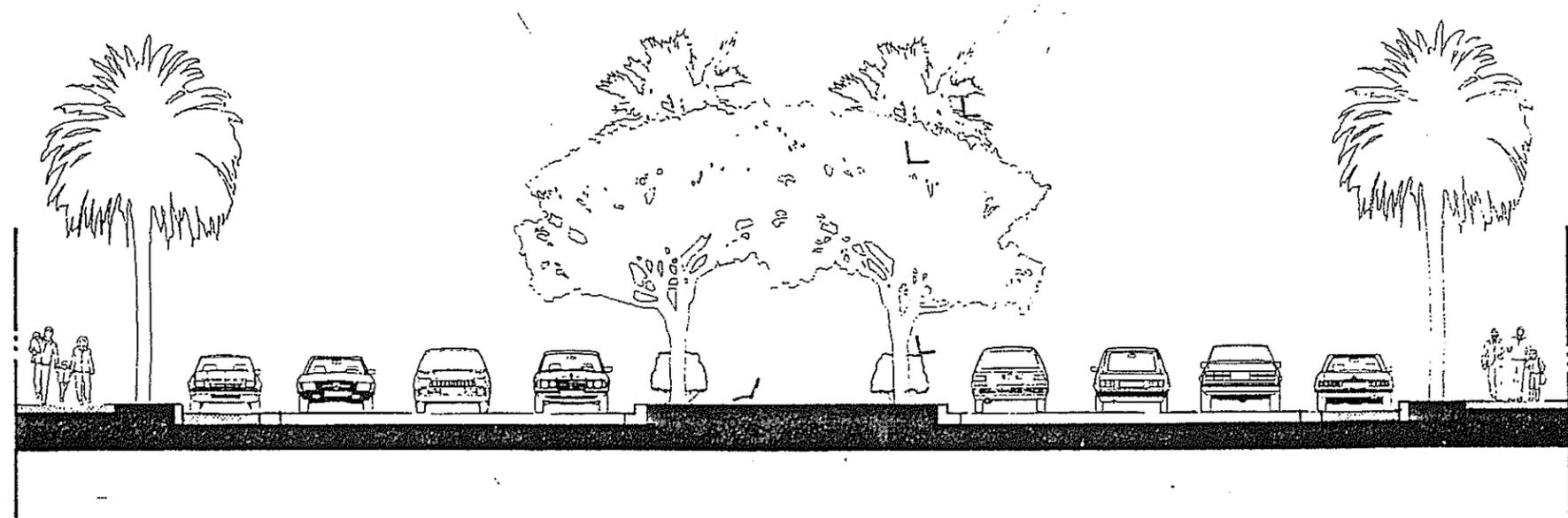
It is the intent of the Master Plan to restore this original pattern of Live Oak, Oleander, and Washingtonia Palm. On the ground plane, lawns and grades should be restored by planting St. Augustine grass that will endure the shaded conditions resulting from existing tree canopies. Oleanders should be replanted where missing, and both existing and new plants pruned to a 4' height annually to encourage denser growth and greater bloom. Live Oaks should be relocated or replanted to restore the pattern as should Washingtonia Palms. Emphasis should be given to transplanting existing trees in restoring the pattern so that the esplanade has a consistent maturity.

Together the planting of the esplanade and street edges will provide an environmental composition that is historically appropriate and horticulturally enduring. Broadway will assume its role as a garden street, a grand avenue, a gracious and pleasant environment to walk or drive through, as well as remarkable setting for living, working, and shopping.



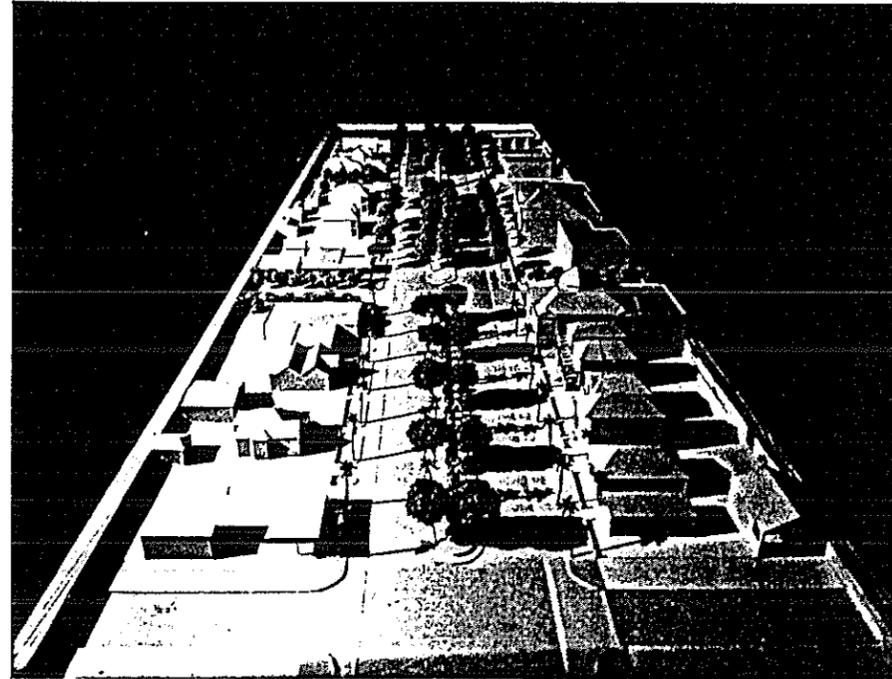
ST. AUGUSTINE LAWN

- > LIVE OAK
- > WASHINGTONIA ROBUSTA
- > OLEANDER "SEAL PINK"



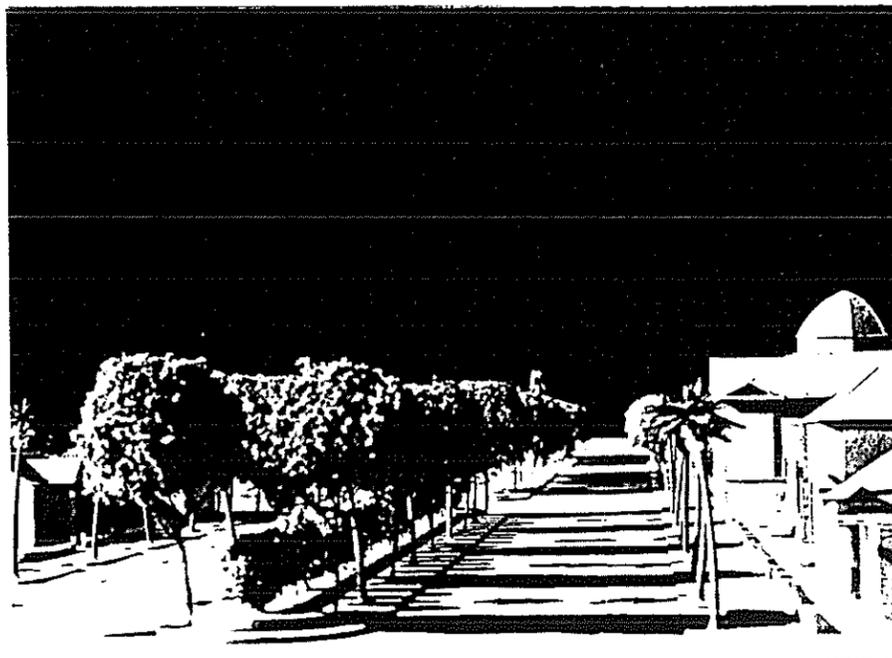
# Streetscape Composition

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## Broadway Streetscape

While each element of the Broadway streetscape is important to the street it is the composition of these elements taken together that creates the vision for the street. The composition of development patterns, architecture, site planning, the garden wall, street and sidewalk improvements, paving improvements, curb cut criteria, street tree planting, and esplanade planting restoration are the elements that establish Broadway's envisioned theater of space: an evolved environment that provides continuity to the street and heightens the ability of each participant in Broadway to truly gain from location and setting.



## The Pedestrian Street

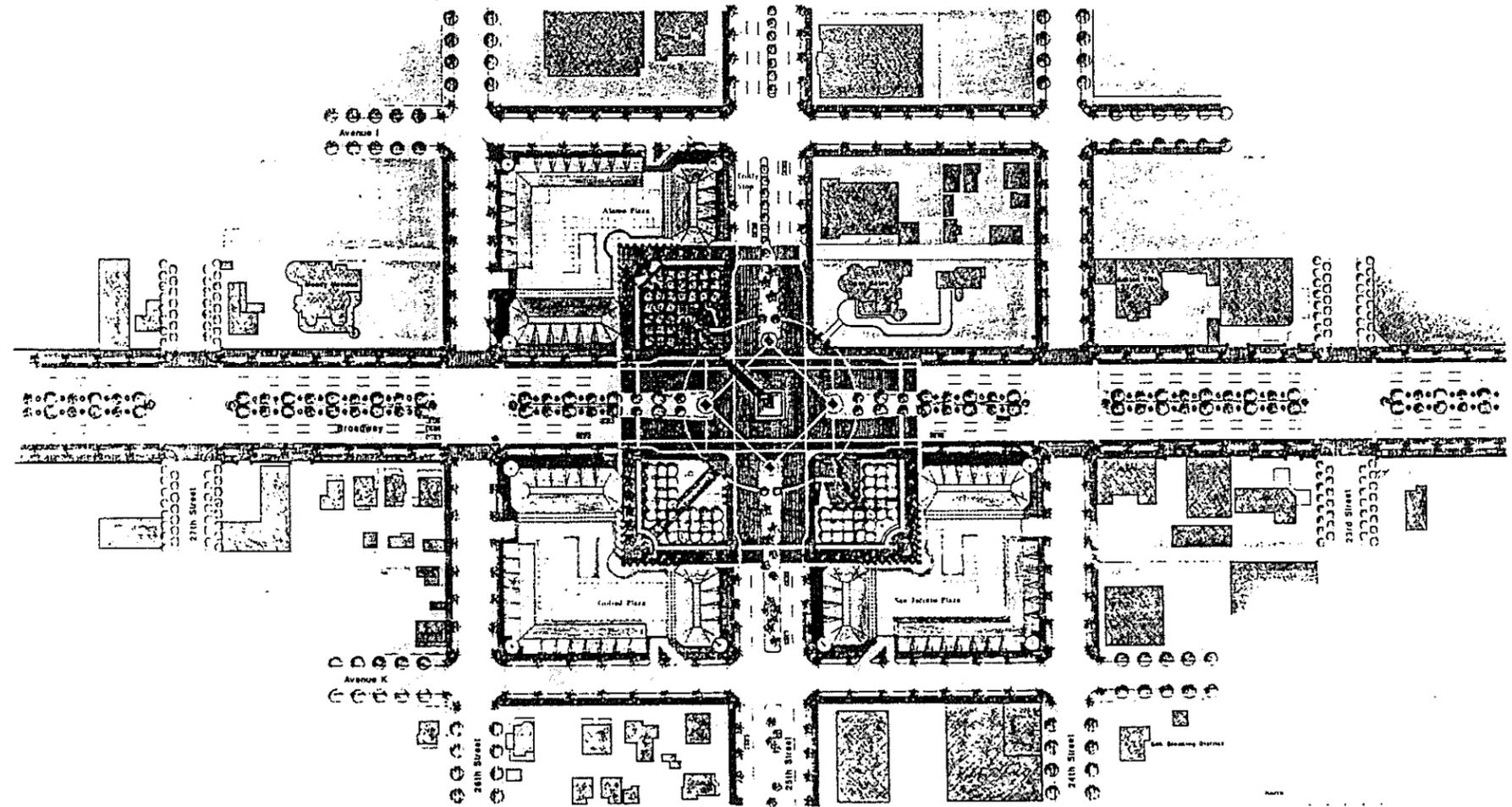
Expanded and enriched pedestrian paved areas in sidewalks, intersections, and the fourth lane, as well as the introduction of human scaled elements in architecture, garden walls, and the introduction of street trees all address the need to reinterpret Broadway, the automobile thoroughfare, into a street equally suited for the pedestrian. The proposed Broadway streetscape elements are really a rediscovery of elements, lost through time and the reaction to the automobile, that historically made Broadway a grand pedestrian avenue. This rediscovery will create a street not just oriented towards the automobile, but also towards people, resulting in an avenue for strolling, shopping, and gathering.

# Victory Square

## Broadway at 25th Street Plan

The heart of the Broadway Development Area is the Broadway and 25th Street intersection. This is the point of arrival landmarked by one of the state's most significant civic monuments, the "Texas Heroes Monument", a gift to the city of Galveston and people of Texas by the noted Galveston philanthropist, Henry Rosenberg. Erected in 1900, and located at the center of both Broadway and 25th Streets, its granite base forms a pedestal for "Victory", the bronze figure symbolizing Texas' victory over Mexico for independence in 1836. Charged with emotion and elegance, the Texas Heroes Monument reaches a height of seventy two feet to become Broadway's most prominent landmark both physically and symbolically. It is only appropriate that the fabric of the city respond to the significance of this monument. In turn the Broadway Development Area Master Plan envisions the establishment and development of a town square or "Victory Square" composed of three adjacent quadrants of the intersection, with its keystone being the "Open Gates" mansion on the northeast corner. This great civic urban open space will be a delightful gathering place for people, residents and visitors alike, an appropriate setting for the Texas Heroes Monument and adjacent private/public development. There are several conditions, some existing, some to be initiated that come together to create "Victory Square." They include the enclosure of private or public development, linkages to other parts of the city, and its role as the center of the Broadway Image Area.

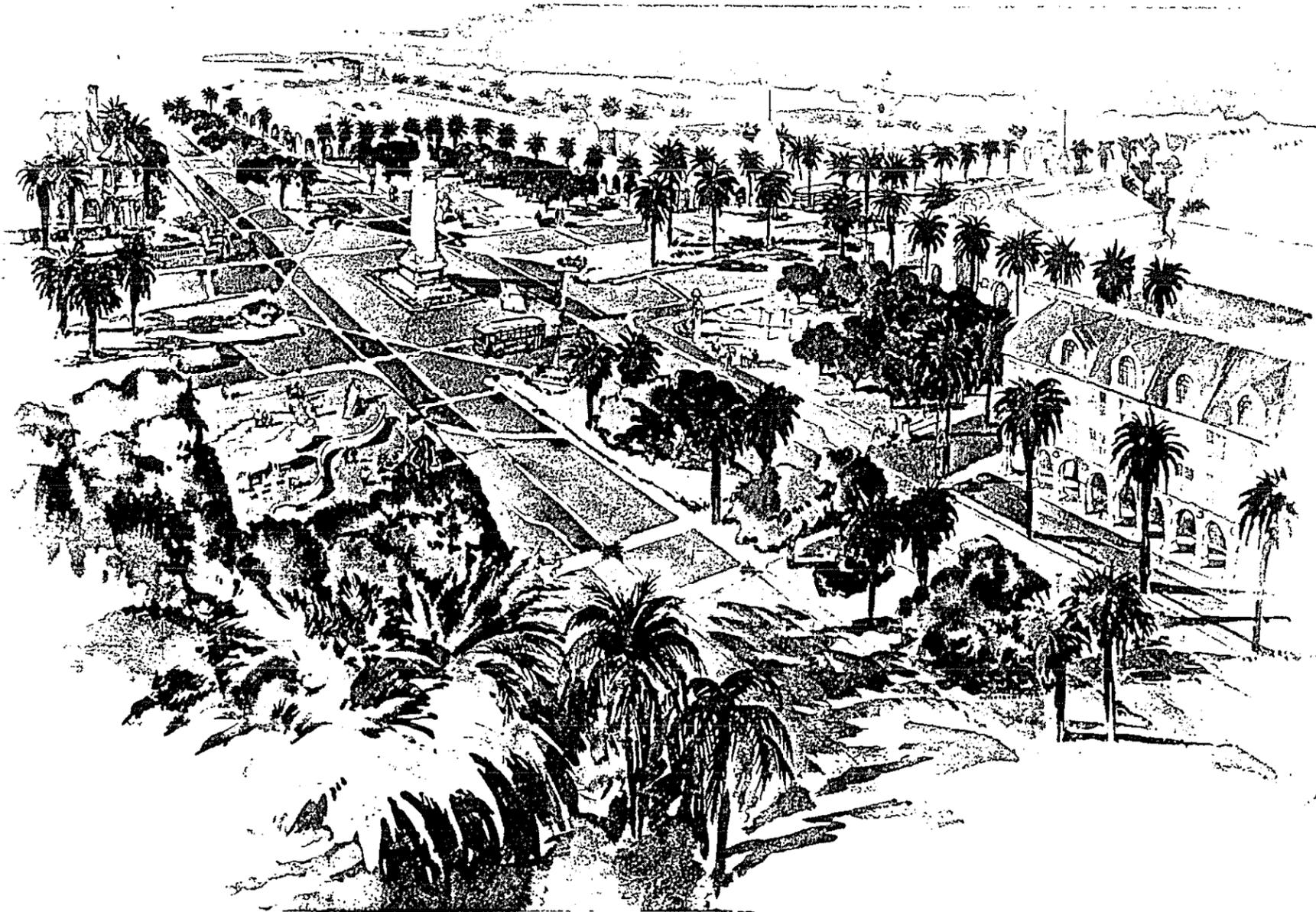
The enclosure of private and/or public development around Victory Square needs to provide three essential ingredients to assure the success of the space: definition, density, and diversity. New development framing the square and infilling the three blocks should be of a four story height permitting the monument and Open Gates to remain prominent. As new development occurs on these three blocks it is the recommendation of the Master Plan that building be permitted up to the right of way lines. This results in an expanded building area offsetting the needed space for each square and the opportunity for architecture to create defined passages into the square along Broadway and 25th Streets. Arcades along the street and plazas can provide a wonderful transition of architecture and pedestrian space creating a soft definition at the street. Density of new development should be encouraged within the buildable area of the blocks. With the four story height limitation an acceptable development yield can be realized in many fashions. One scenario developed in the Master Plan is that of an "L" shaped structure, each end being a four story building connected by a 3 level internal parking structure accessed from side streets and avenues. On the Victory Square facade an arcade links the two end structures with a common facade. On the ground level of the parking structure, retail uses can be added. Wrapping the parking garage along side streets and avenues, additional lease space can be added. Three story street front office/retail can occur either as extensions of main buildings at Broadway and 25th or separate uses. Its importance is both to increase the density and to present adjacent neighborhoods with compatible development in lieu of the harshness of an exposed parking structure. With this kind of density and site utilization a development of some 95,000 square feet



Broadway 25th Street Arrival Court 'Victory Square'

# Victory Square

## The Vision for Victory Square



can occur on each block with adequate space for an internal structured parking garage of 3 levels accommodating the required cars at a ratio of 2 spaces per thousand square feet.

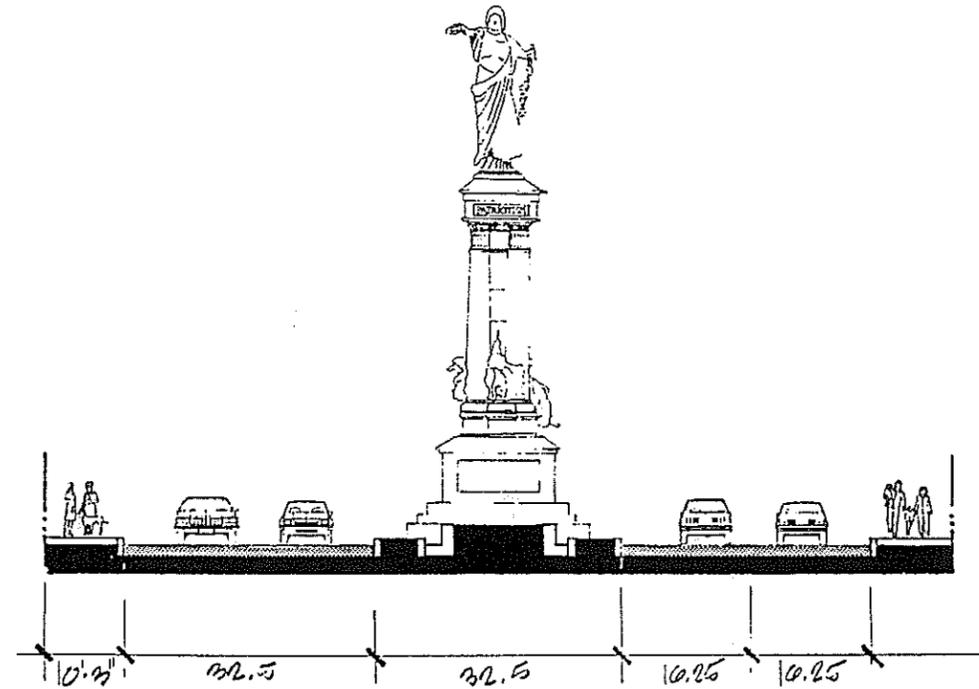
Diversity is also vital and will result from a variety of uses which can compatibly exist around Victory Square. It would be ideal for all three blocks to be developed as a unified piece, however, the square would benefit from a diversity of uses. The southeast block, occupied by Citizens Bank, who initiated the idea of developing the corner of the block for open space, would be greatly enhanced by the bank's expansion which may also include other, office space, and plaza related retail/restaurant uses. The southwest block currently a commercial, strip center facing Broadway, offices and residences facing Avenue K, holds tremendous opportunity and flexibility. Compatible uses might be speculative office, medical office, hotel or bed and breakfast, galleries, restaurants, outdoor cafes or theaters on the square. The northwest block which is currently gas stations, fast food establishments, car sales with its proximity to City Hall, the Moody Mansion and Open Gates might evolve into a civic or institutional use. City Hall could expand here establishing a civic use on the square. All or part could be offices for related institutions, meeting rooms, mini convention facilities, or Chamber of Commerce offices. The central idea is to provide a generator of people to the space throughout the day to animate it, and to bring it to life day and night.

As the most prominent of the three urban open spaces in the Broadway Image Area, Victory Square should be a culmination of the elements of the beautification of Broadway and go beyond that to represent the symbolic nature of the space. The three corner open spaces and the related spaces should be developed as one space with the monument as its focal point. Selected elements that create Broadway's envisioned streetscape should be expanded throughout the square and street to create a unity for the entire space. This includes the Broadway paver as the common paving material in streets, sidewalks and plazas, the continuation of flush concrete banding to delineate corner crosswalks, provide patterning and definition to the space. Date Palm street trees should follow the buildings to further enhance and reinforce the enclosure form of the square. The esplanades should be restored to their historic planting pattern, and enriched on the ground plane with annuals and other plantings to further reinforce the square as a special place. As Live Oaks have been used on Broadway for shade and intimacy, so should they be used within Victory Square. These should be the shade trees that canopy the square creating outdoor rooms for people to relax or enjoy lunch or dinner under. While these elements should be common to all three corner open spaces, their form and arrangement should vary to build interest into the space. Thematically each space should represent or reference the Texas Heroes Monument and its mission of memorializing the key events in the struggle for Texas' independence. Representations of the bronze reliefs on the monument could be displayed or revealed in the third dimension in each plaza. The plazas should be an event to visit, participate in, use, and enjoy. They should be the heart of an enriched street life on Broadway and consequently a destination in the City.

# Streets & Sidewalks at Victory Square

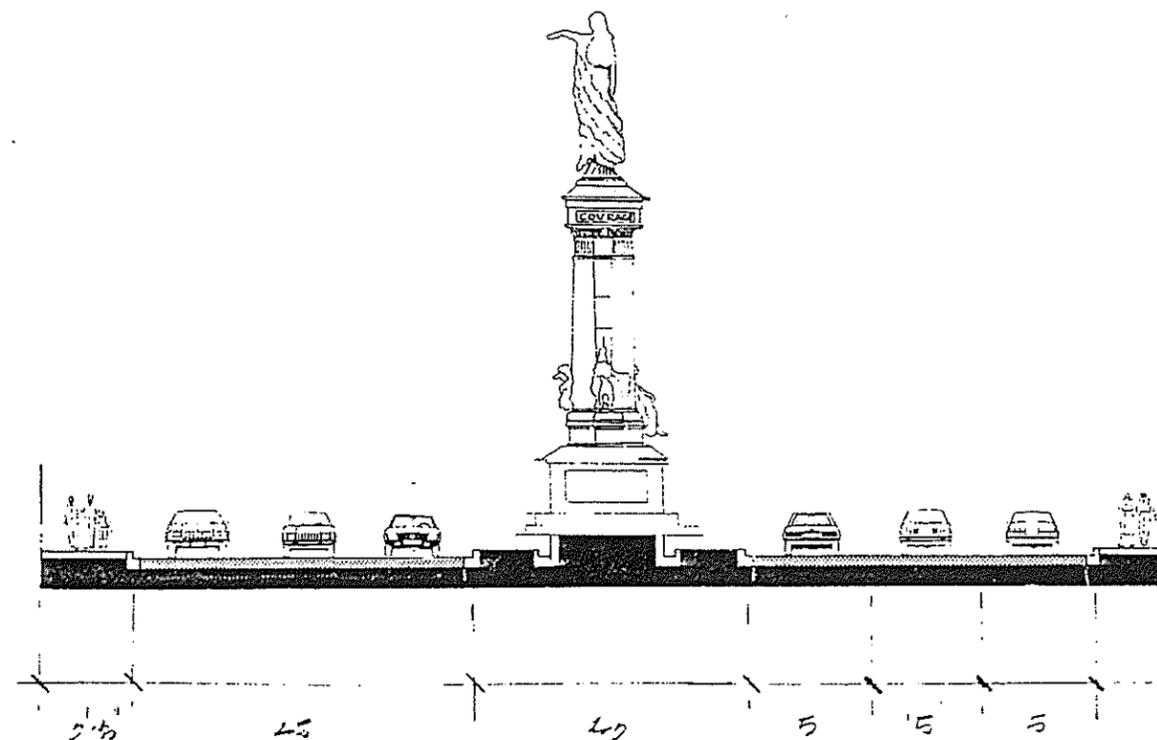
## 25th Street Section at Monument

As occurs currently, the esplanade of 25th street widens as it approaches the intersection of Broadway guiding automobile traffic around the monument base. The Master Plan suggests that the esplanade begin its widening at mid-block. The street edge curbs also widen out transferring the 5' green space between sidewalk and curb to street space assuring adequate movement of both traffic lanes and trolley around the monument. Parallel parking along 25th Street should be discouraged within these blocks between Avenue K and Avenue L to Broadway.



## Broadway Section at Monument

As occurs currently, the esplanade of Broadway widens as it approaches the intersection of 25th Street guiding automobiles around the monument base. The Master Plan suggests that the esplanade begin its widening at mid-block. To accommodate the five foot increase in the esplanade width on both sides of its centerline the street edge curbs widen out five feet transferring the typical five foot green space between sidewalk and curb to street space. This assures adequate movement of the three lanes of traffic around the monument base in fifteen foot lanes. These lanes, wider than the typical lane widths of Broadway in the Master Plan, allow generous room for required maneuvering. This widening of the street and esplanade begins at mid-block between 26th and 24th Street approaching 25th Street. At this point the fourth lane becomes useable for right hand turn or through traffic. To allow for safe transition parallel parking should be discouraged between 26th and 24th Streets and the 25th Street intersection along Broadway. The 45' width of Broadway at the monument will, however, permit four lanes of moving traffic for purposes of evacuation, and large events avoiding a bottleneck at Broadway and 25th Street.



# Victory Square Use Easement

## Broadway/25th Street "Victory Square"

The creation of Victory Square as a great public, urban open space will require the dedication or acquisition of the needed land area within the three adjacent blocks. For the square to be effective, accommodate its symbolic and functional needs, and to be an asset physically, visually, and economically to the city and private concerns, it is recommended that an area 120' from the right of ways of both Broadway and 25th Street be dedicated for its development. While public acquisition is one method of obtaining the land, it would seem advantageous, for both private and public parties, for this land area to be set aside by private sector dedication, as a specific use easement for the expressed purpose of the development of Victory Square through public funds. This would represent a model example of the benefits of both the private and public sectors sharing in the revitalization of Broadway creating opportunities for both sectors to benefit through cooperation. For the private sector the dedication of land area would yield these possible incentives:

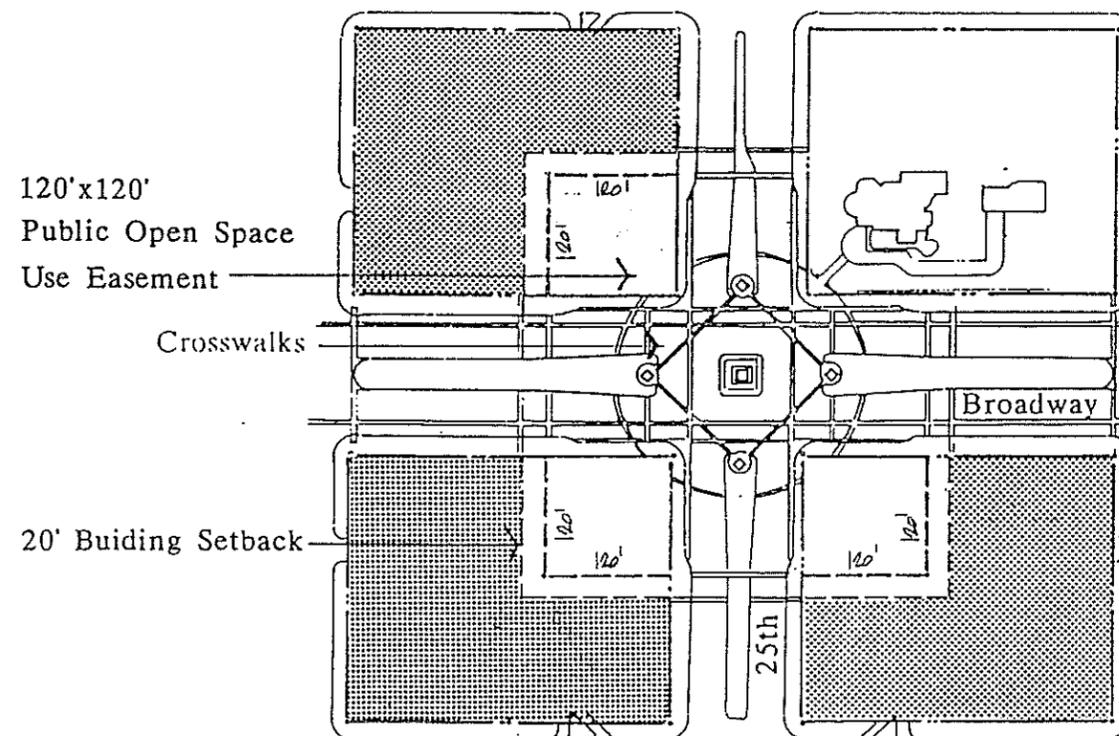
- a. The opportunity to discuss a property tax abatement with the City for the land area involved in the use-easement or a greater area dependent upon the contribution a development makes to the success of Victory Square and Galveston.
- b. The opportunity for private sector development to gain from the amenity and visibility that will result from the implementation of Victory Square.
- c. The opportunity to be associated with a landmark location, and consequently become the focus of the public's good will, gaining a tremendous presence in the market place.

For the public sector, acceptance of the use easement will result in several advantages:

- a. The opportunity to dedicate scarce funds to the implementation of Victory Square and not exhaust resources on land acquisition.
- b. To provide the private sector with real economic incentives to encourage and influence quality revitalization for this most important place in the City.
- c. The opportunity to utilize the land value as in kind contributions that can be used to attract other grants and funds for the implementation of the space.

In tandem with the dedication of the use easement is a recommended internal 20' building setback. Within this area private development should take advantage of the amenity of Victory Square by utilizing it as ceremonial automobile pick-up and drop-off, the front door of the development oriented to the square. It can be a plaza for both the car and the pedestrian. It can be space for outdoor cafes on the square, or a landscaped plaza, or gardens related to development and character of Victory Square. These positive and complementary uses are encouraged in lieu of its use for parking, driveways, service, above grade utilities, and the like.

Although taken together the use easement and building setback represent approximately 25% of the block area, private development remains practical and economically feasible. As represented in the plan, a creative development can be realized that yields a useable building area exceeding 1 square foot of building per square foot of land area (area of the entire block) accommodating on-site parking



# Historic Preservation



## Extended Historic District

To fully preserve an historic district along Broadway it is recommended that the boundaries of the existing district be extended east to 7th Street and west to 20th Street. The expanded area should receive the resultant historic suffix in the zoning regulations and be subject to the existing guidelines established and enforced within the current Historic District. This extension would ensure the preservation of a district of remarkable early 1900 structures.

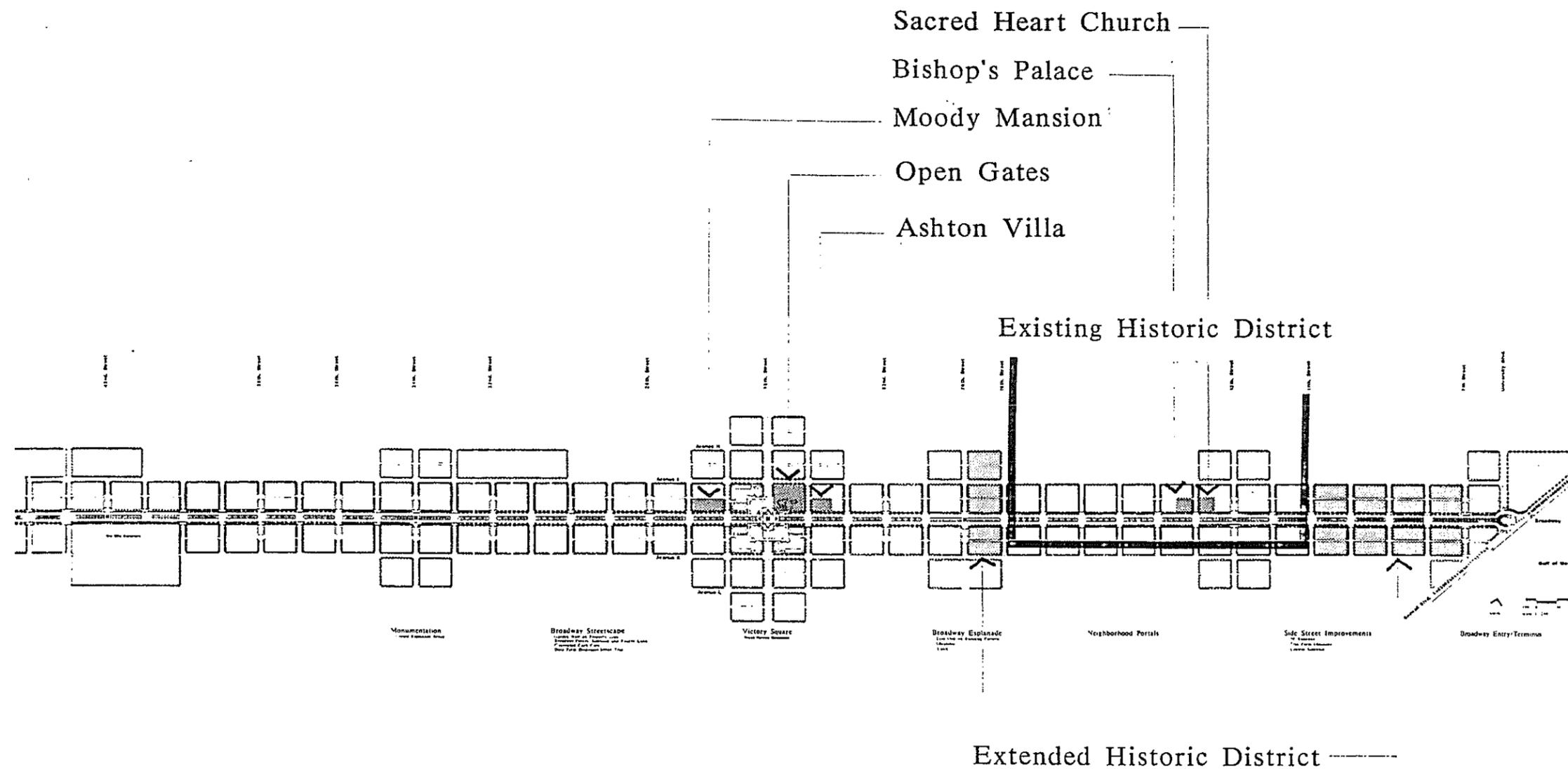
## Landmark Status Structures

Broadway is graced with several magnificent historic structures which because of their absolute importance to the past, present, and future of the street, community, and success of the Master Plan should be given protection as a local landmark. It is the recommendation of the Master Plan that the process of designating and creating local landmark guidelines for the following structures be initiated immediately.

- The facade facing Broadway of the Cotton Concentration Company Warehouse from 59th Street to 54th Street.
- The Texas Heroes Monument
- The Moody Mansion
- Open Gates (The Sealy Mansion)
- Ashton Villa
- The Bishops Palace
- Sacred Heart Church

## Fabric Preservation

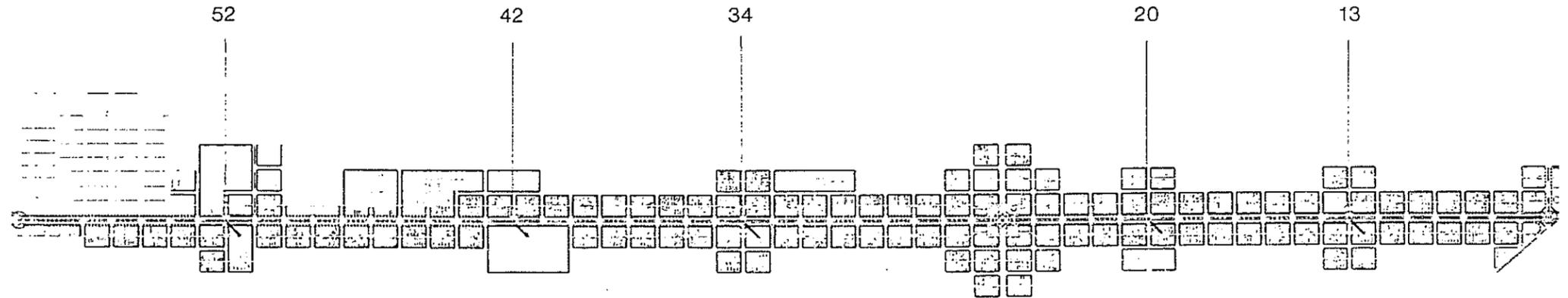
The Master Plan has recognized and built its composition around the Historic Order of Broadway. It was derived from the typical, modest dwelling that established a residential character. It is the texture or fabric created by these modest structures, taken together, that means so much today in communicating the delightful quality of place that is unique to Broadway. The loss of these modest historic structures would result in a loss of the inherent character of the street. To encourage their preservation the Master Plan has created and illuminated incentives for adaptive re-use but additional measures are needed. To assure the preservation of these "fabric" structures it is recommended that the guidelines of the existing east end Historic District be applied to certain structures identified in the Galveston survey of historic, noteworthy or architecturally significant houses/structures. It is hoped that this coupled with the passage of the demolition ordinance, currently proposed by the Galveston Historic Foundation, will ensure the opportunity of preserving these structures and the fabric of Broadway.



# Monumentation

## Monument Locations

The locations of additional monuments along Broadway are derived from both aesthetic and functional criteria. Aesthetically the goal is to create an equidistant repetition of locations that would not overburden the street as a common occurrence, but become selectively sited, punctuation points. An equally important aesthetic criteria is the opportunity to be related to special areas or neighborhoods, with historic, cultural, or contextual significance. These aesthetic needs of repetition, punctuation, representation are balanced with the functional need to maintain vehicular circulation. The proposed monuments located at the extension of the centerline of Broadway's esplanade and side streets result in the loss of turning or through traffic from side streets. The chosen locations, coordinated with the Traffic Department, do not occur at signalized or important intersections. They occur at locations where side street traffic may best be closed or minimized to help insulate neighborhoods, or to respond to a side street that leads to no particularly significant destination. Taken together aesthetic and functional needs resulted in the following monument locations: 13th, 20th, 34th, 42nd, and 52nd Streets at Broadway.



## Monumentation Location Plan

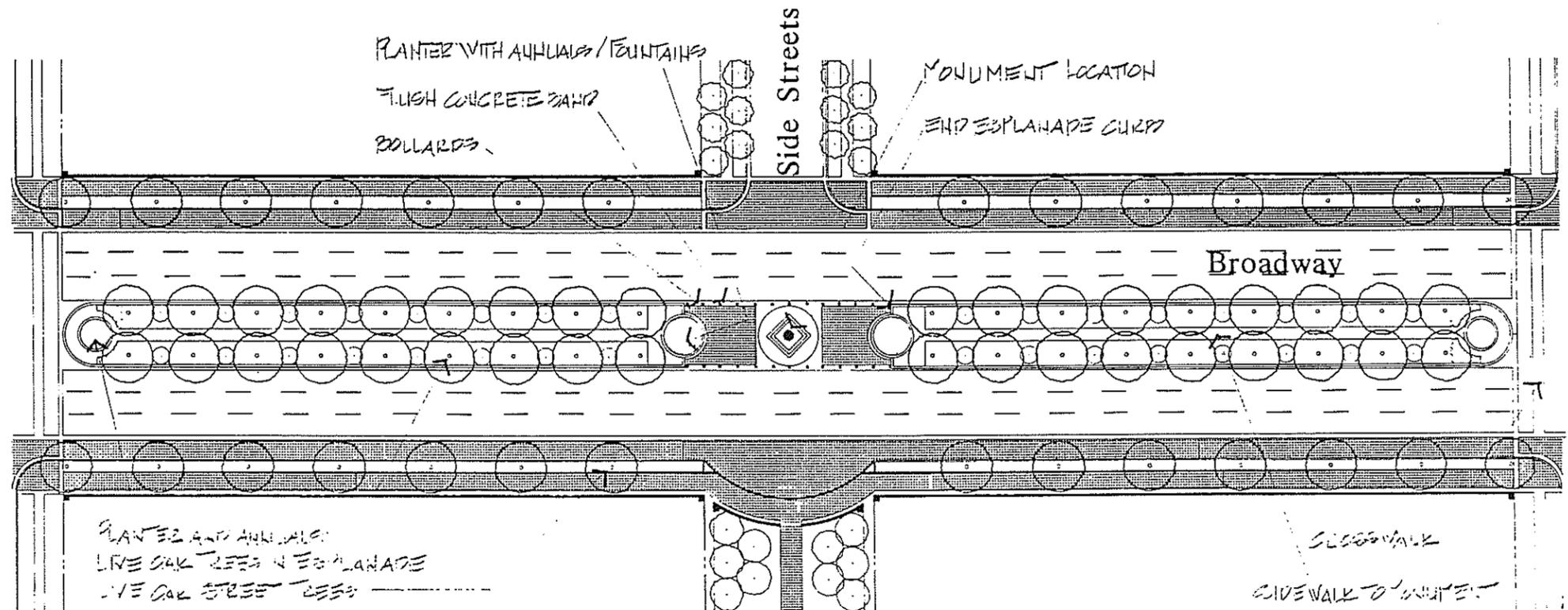
The plan for the new locations of monuments along Broadway is founded in the tradition of the Texas Heroes Monument, and the desire to make these punctuation points along Broadway special moments in the experience of the street. As exemplified at 25th Street, monuments, to be successful in this setting, must be able to be experienced from all sides. This results in locationing the monument in the center of the esplanade and centered on adjacent side streets within existing esplanade curbs for side streets. This is an important tradition that permits the monument visibility and the opportunity to be a true landmark along the street. It is also important however to maintain the rhythm and length of the esplanades; consequently, esplanades should not appear to be connected but ended at their consistent 300' lengths. While it is hoped each monument location will be designed in relationship to its individual spirit, there are a few elements which should be consistent for each.

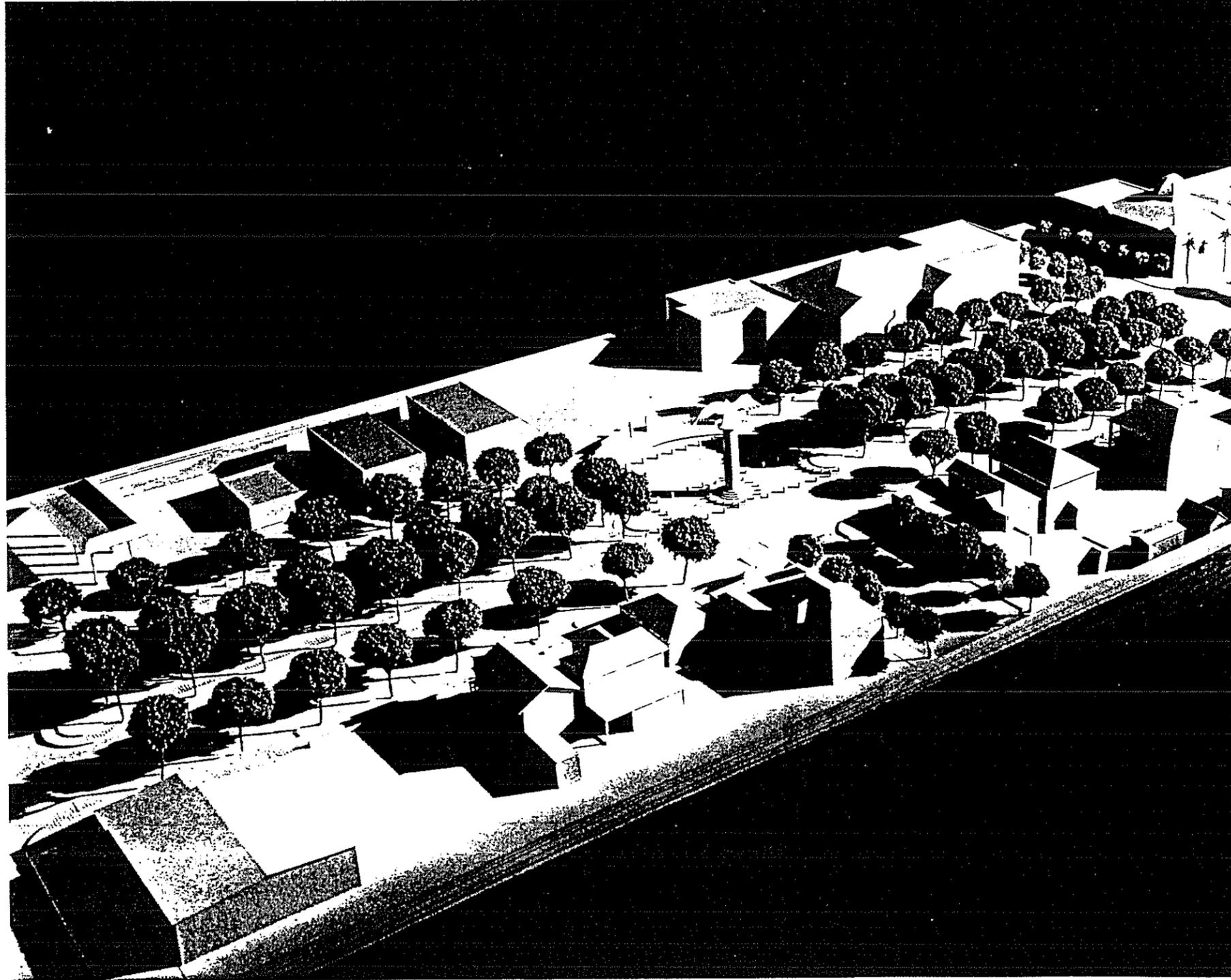
a. The area related to each monument should be of at least one block to either side of its location. Within this area, street trees and esplanade trees should become all Live Oaks. This reinforces one's arrival at a special moment on the street, creating a more intimate feeling.

b. Annuals in planters should be introduced at both esplanade ends 1 block to either side of the monument signaling approach and arrival at the monument.

c. A walk should be considered through the center of the esplanade leading from the end points of the esplanade to the monument area. The pedestrian should be encouraged to cross Broadway and enjoy the promenade leading to a monument through the canopy of Live Oaks and enclosure of Oleander from the esplanade ends 1 block away where crosswalks and traffic signals remain.

d. In lieu of extending a curb connecting the two esplanades closed for the placement of a monument, bollards should be utilized placed within the





## Monumentation Intent

Galveston is a rich community, not just in the economic sense, but more so in its history, culture, ethnicity, and noteworthy citizenry. This richness, coupled with the tradition established by the Texas Heroes Monument, creates an ideal opportunity to perpetuate monumentation so that Galveston may portray itself, its pride of community, its civic mindedness, and unique spirit to its citizens and guests.

For the Broadway Image Area the extension of the tradition of monumentation through these additional locations provides an order and armature to the street. The monuments themselves are seen to be just that; monuments, not sculpture or art for art sake, but civic objects representing significant events, individuals, peoples, institutions, and figures. Physically it is recommended that these five new monument locations be secondary in size and stature to the Texas Heroes Monument. Its prominence is essential in maintaining the sequence and structure of Broadway. For its 72' height to remain prominent a recommended maximum height of 48' should be considered for the new monuments. While these new monuments should be artfully conceived and executed their primary role should be of communication and presence within this thoroughfare environment. Several topics for monumentation easily come to mind such as: monuments to Galveston's rebuilding after the 1900 hurricane, the architect Nicholas Clayton and the philanthropist Mary Moody Northen. The implementation of a monument in one of the five new locations would be most appropriately initiated, funded and undertaken, by a community organization, interest group, foundation, neighborhood, or institution. To assure a coordinated approach, consistent with Master Plan intent, to their location, design, execution, and maintenance, it is recommended that a specific committee be established. The Broadway Monumentation Committee, comprised of representatives of the Broadway Beautification Committee, the City of Galveston Department of Urban Planning and Traffic, local artists, and perhaps a regionally recognized authority in the arts, should aid in selecting appropriate sites, review and approve plans and or maquettes for the monuments, and assist/assure that funding for implementation and maintenance is in place. Monumentation is then a true community endeavor, initiated, coordinated, and maintained through private and public sector partnership.

# Side Street Parking & Parks

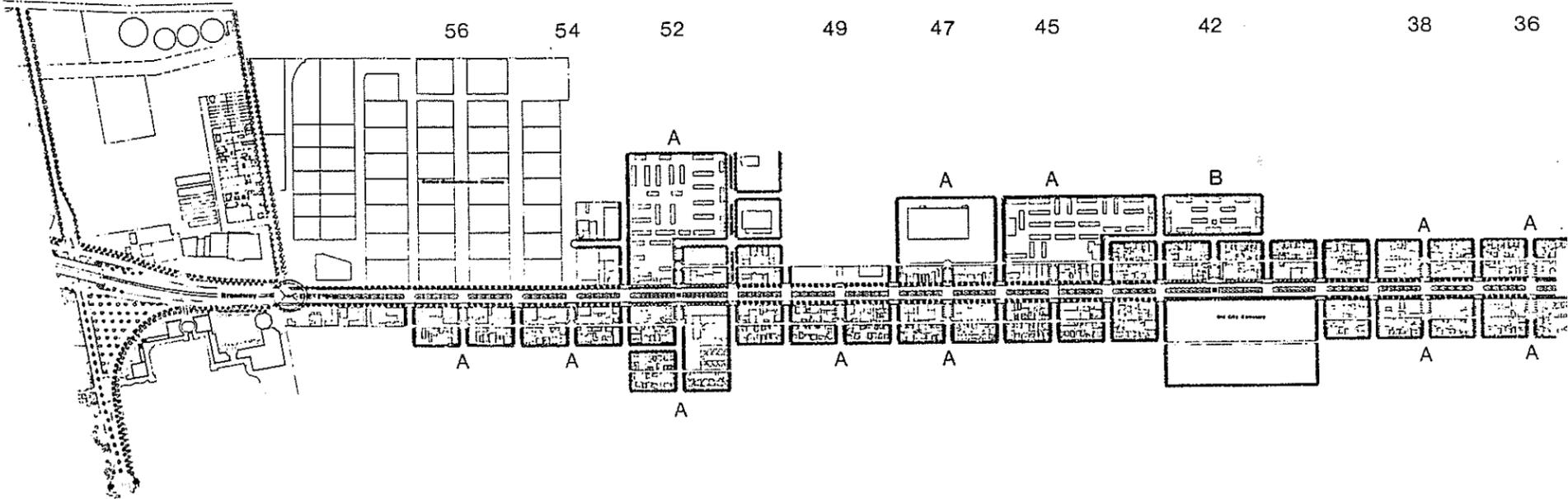
## Side Street Parking & Parks Intent & Locations

The opportunity to re-use carefully selected side streets along Broadway, from 59th Street to 6th Street, for parking and/or parks, is a simple means of better managing the automobile and enhancing the clarity and quality of the street. The recommendation's intent is to accomplish the following:

1. Provide an incentive for development by utilizing side street R.O.W. areas, of minor use for through traffic, for surface parking to be utilized by adjacent properties and businesses.
2. Provide space for required development parking on-site, in adjacent side street R.O.W.'s, to encourage adaptive re-use of existing structures, and/or the opportunity to construct a greater amount of building area on a given property by not utilizing valuable Broadway frontage property for surface parking.
3. Provide parking that is convenient to adjacent businesses or properties that would reduce the need for on-Broadway parallel parking.
4. Provide spaces for public parking that would permit the pedestrian patron the ability to park and stroll without taking up valuable on-site spaces of an individual business.
5. To insulate neighborhoods adjacent to Broadway from constant through traffic along every intersecting side street, thereby influencing traffic to the Port, Downtown, Medical Center, and Seawall, to utilize prominent streets which are for the most part signalized and safer.
6. To create the opportunity for these seldom used side street R.O.W.'s to be used as pocket parks to improve the quality of the street and adjacent institutions or properties. It may happen that a business would benefit from a pocket park or outdoor cafe, to capitalize on a pedestrian market, or improve the quality of its setting for its patrons.

Determining locations where side streets may be closed and re-used for parking or parks resulted from an accumulation of criteria that came together at certain sites. They include:

1. A non-signalized intersection.
2. A side street that, based on traffic information, and input from Galveston's Traffic Department, is of no special significance as a connector or path to a frequented destination.
3. A point where the side street ends or has been closed to through traffic by the placement of development over the R.O.W. in proximity to Broadway.
4. A location where pedestrian traffic crossing Broadway is currently or potentially frequent.

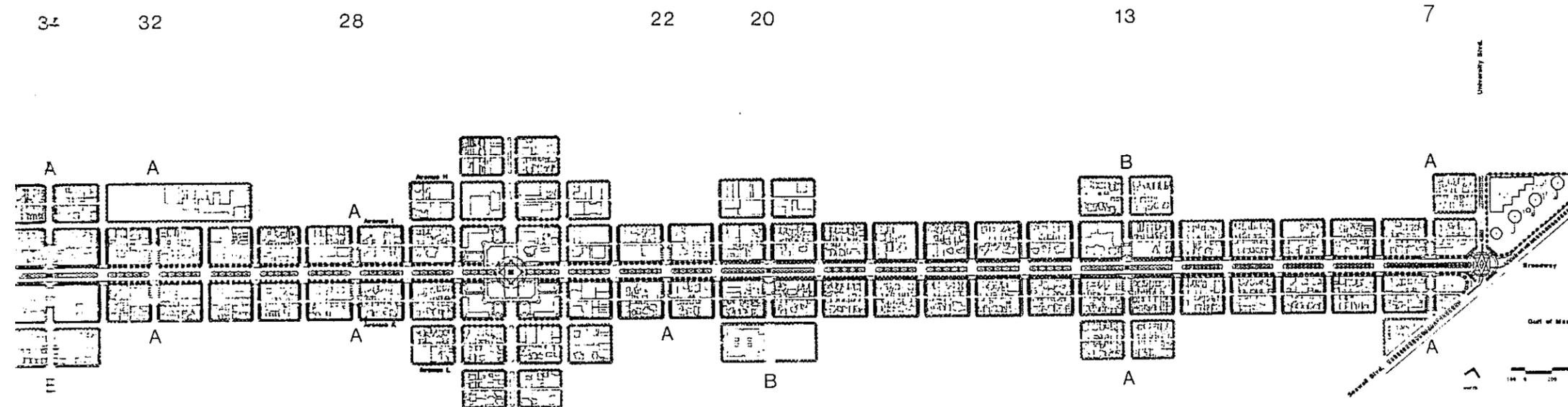


## Side Street Parking & Parks Intent & Locations

These criteria taken together, and in conjunction with locations where land-uses and existing conditions show a need, formed the basis for determining recommended locations for side street parking courts and parks. In summary these locations are Broadway's intersection with:

- 56th Street south side
- 54th Street south side
- 52nd Street north and south sides, related to a monument location
- 49th Street south side
- 47th Street north and south sides. This is the center of a recommended restoration of lots facing Broadway per original platting on a currently consolidated parcel. The Globe Property.
- 45th Street north side
- 38th Street north and south sides
- 36th Street north and south sides
- 34th Street north and south sides, related to a monument location. The south side being currently closed by St. Patricks Church.
- 32nd Street north and south sides
- 28th Street north and south sides
- 22nd Street south side
- 13th Street south side, related to a monument location
- 7th Street north and south sides

Of these selected locations an individual or group of businesses has the opportunity to lease from the City of Galveston the side street R.O.W. from Broadway to beyond the alley R.O.W. for purposes of developing parking courts or pocket parks, as will best suit their needs.



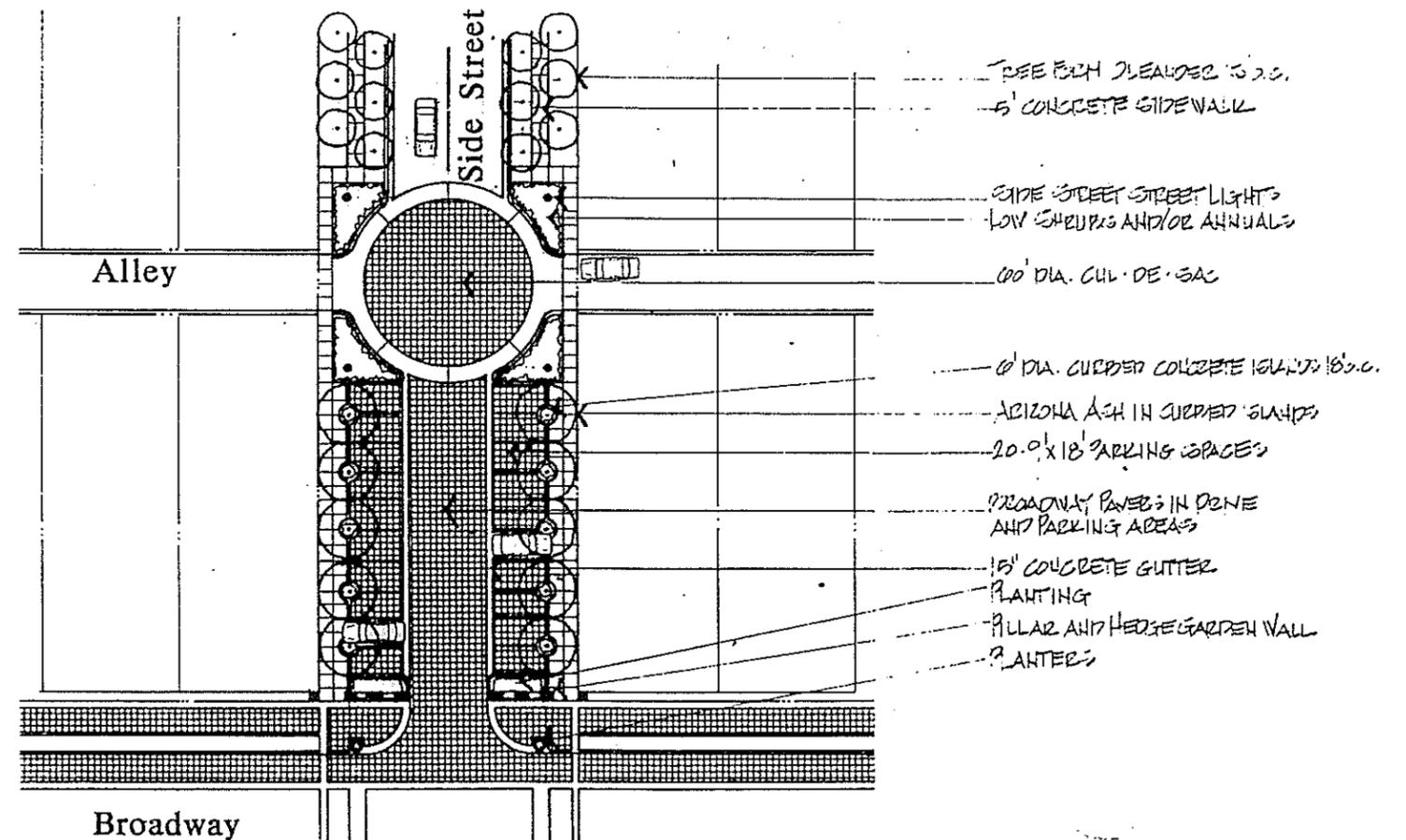
Parking Court A

Pocket Park B

# Side Street Parking Courts

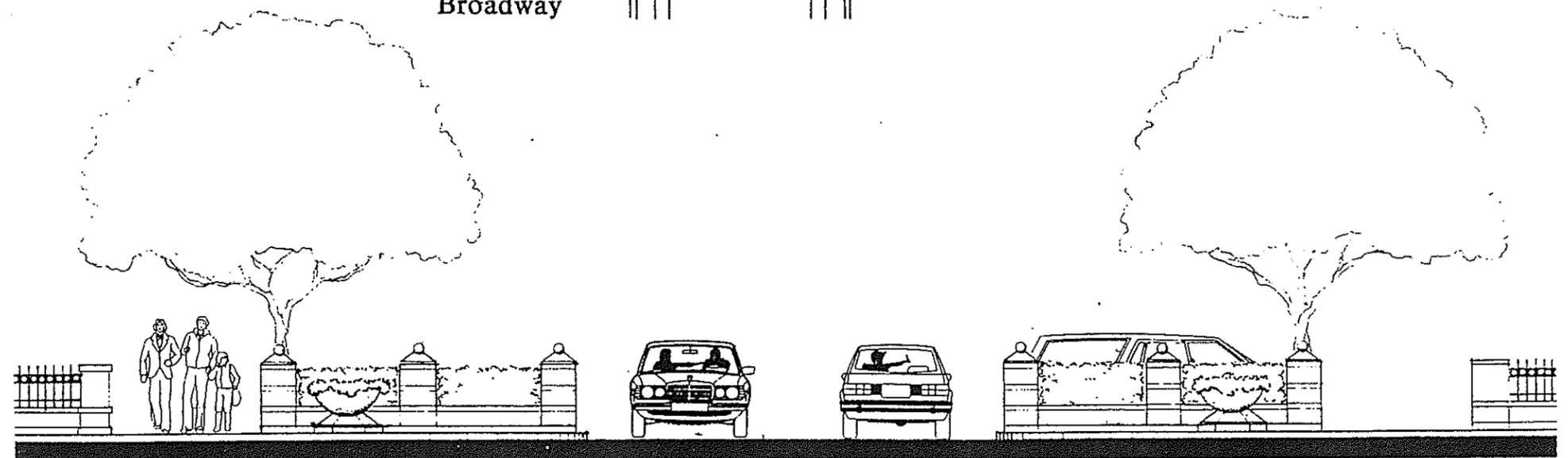
## Parking Court Plan

To assure that parking courts developed within side street right of ways become an asset to Broadway as well as an asset to the individual it is recommended that every court be developed in the manner and configuration shown. The parking courts with access from Broadway terminate in a cul-de-sac centered on the alley R.O.W. Its aisle permits two way, through traffic, with head in parking to either side. Twenty 9 x 18 foot spaces can be created at maximum. Ten foot sidewalks with islands for trees are included to soften the parking area, with other plantings at the entrance and cul-de-sac. Please review the drawing to the right for further design criteria.

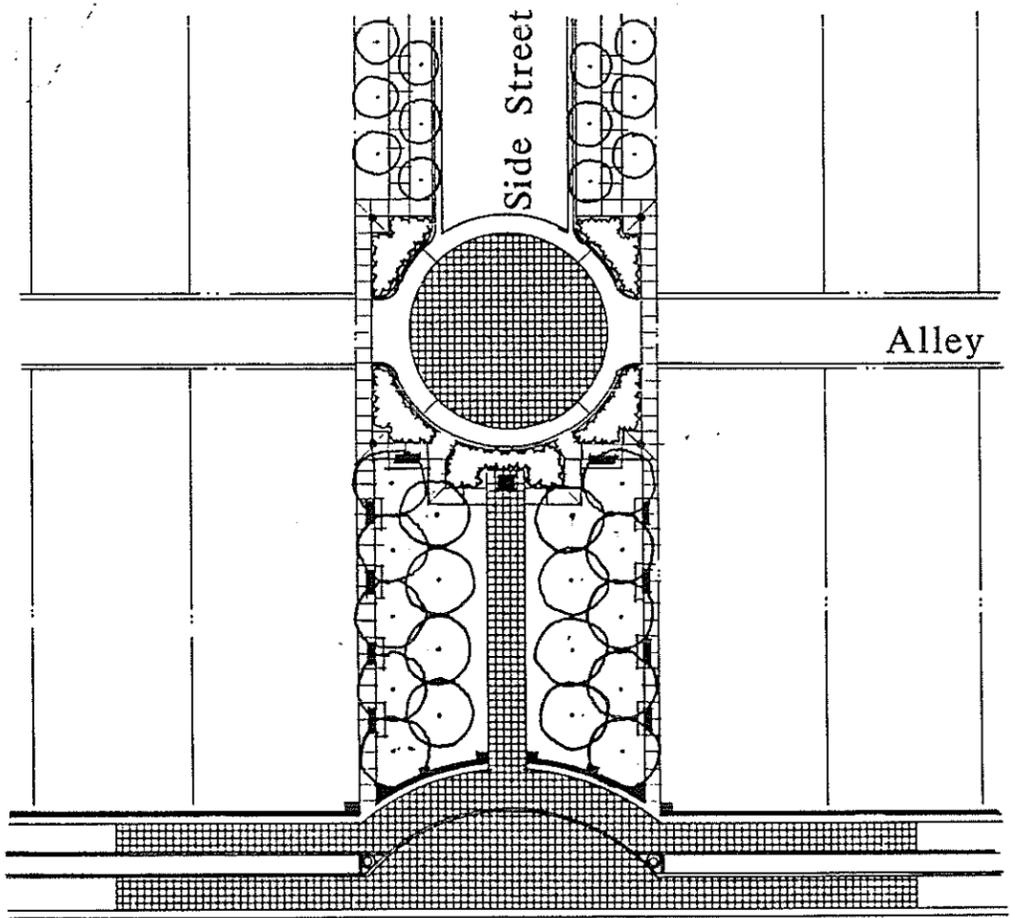


## Parking Court Broadway Elevation

Parking courts should be differentiated from typical side streets by the use of Broadway streetscape elements. The most notable of these is the garden wall. The garden wall should be of the type required for situations where parking is fronting Broadway. It should include a low masonry wall, piers, and hedge. Planters, benches and furnishing would enhance the parking court as a special place and add to the richness of Broadway. Sidewalk paths should remain unobstructed and framed by adjacent property and the parking court garden walls.



# Side Street Parks

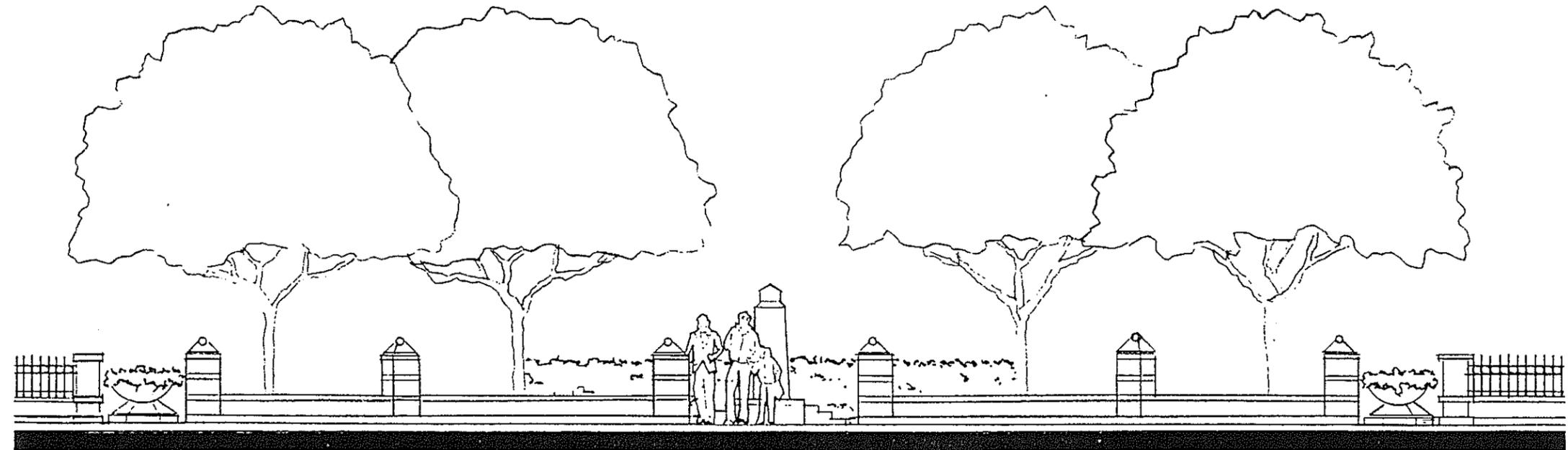


## Pocket Park Plan

Pocket Parks created within side street right of ways can take any form and function. Their emphasis should be in creating delightful gathering places for people, a garden oasis distinct from the urban nature of the street. It would be encouraged that the design be simple, easy to maintain, primarily relying on pedestrian pavements, lawn, and trees for shade and canopy. Seating and site furnishings should be abundant. Being truly closed to through traffic these parks include a cul-de-sac for pick-up, drop-off, turning, and access to alleys. The parks orientation should address Broadway primarily and side streets secondarily. Night lighting should be provided, and the space designed to assure visibility and a feeling of safety day and night. All plants installed by individuals should be automatically irrigated and maintained by the individual.

## Pocket Park Broadway Elevation

To be consistent with the Broadway streetscape a garden wall should be utilized to define the park and establish points of entrance. Sculpture and/or monuments can be delightful focal points at the park in that they can be experienced intimately in an automobile free environment.



# Streets & Sidewalks

## Side Streets Existing Plan

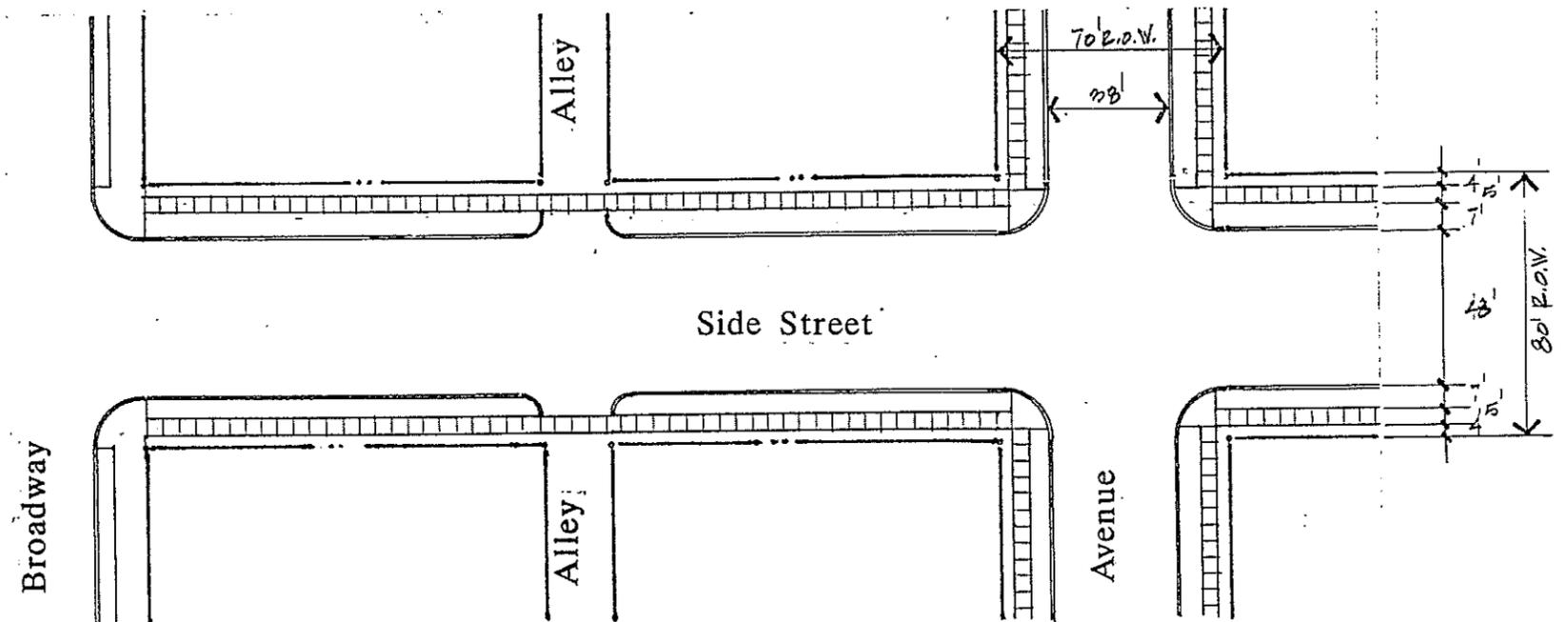
With the existing forty-eight foot width of street paving side streets present a point of confusion when intersecting with Broadway. A width wider than that of one side of Broadway results in an unclear understanding of hierarchy and the impression of a sea of paving at intersections that is functionally unnecessary and aesthetically inconsistent with the quality of Broadway. While this will be corrected on some side streets with their closure, the majority take on this configuration and result in this condition. Through simple reorganization, side streets can become secondary in impression to Broadway, remain functional for their traffic needs, and become more beautiful neighborhood scaled streets that complement the Broadway Image Area.

BUFFER  
SIDEWALK  
BUFFER

LANE 1

LANE 2

BUFFER  
SIDEWALK  
BUFFER



## Side Streets Proposed Plan

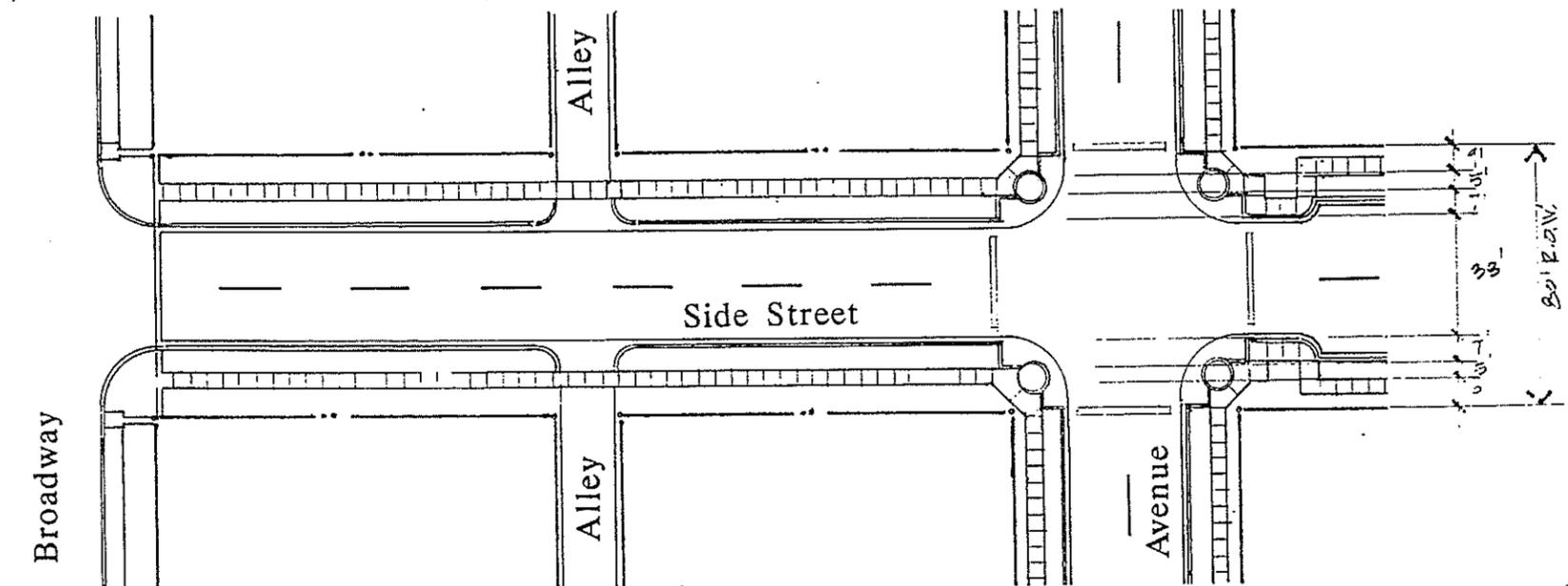
The narrowing of side streets from 59th Street to 7th Street from a 48' street pavement section to a 38' street pavement section is recommended to differentiate side streets. This can occur on all side streets for a one block distance back from the Broadway right of way, except for the major collectors: 53rd south of Broadway, 51st north of Broadway, 45th south of Broadway, 25th Street, and 14th Street. With the narrowing of side streets the basic traffic functions of two way through traffic, right or left hand turn lanes where present, and parallel parking can be maintained. At signalized intersections with Broadway the 38' street area should be utilized for two way through traffic and right/left hand turn. Consequently parallel parking should be permitted within blocks along side streets only at non-signalized intersections. In addition to the benefit of differentiating a hierarchy, reducing side street width also provides a safer, more pleasant pedestrian environment. With previous street space reverted to green space, the opportunity arises to provide a central sidewalk with a generous planted area to either side. The result is a street that is neighborhood-like in scale and quality, while maintaining and enhancing safe automobile and pedestrian circulation systems.

BUFFER  
SIDEWALK  
BUFFER

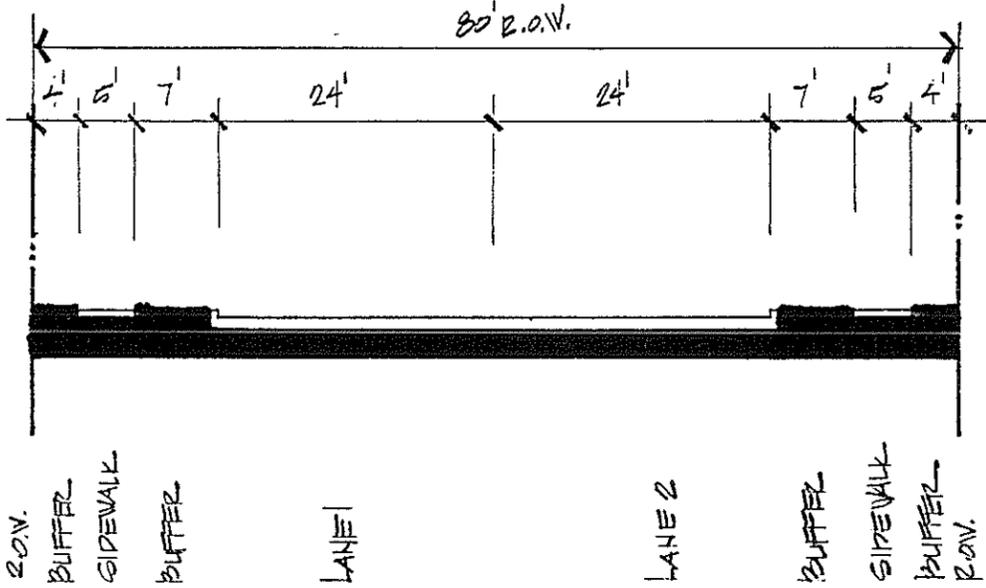
LANE 1

LANE 2

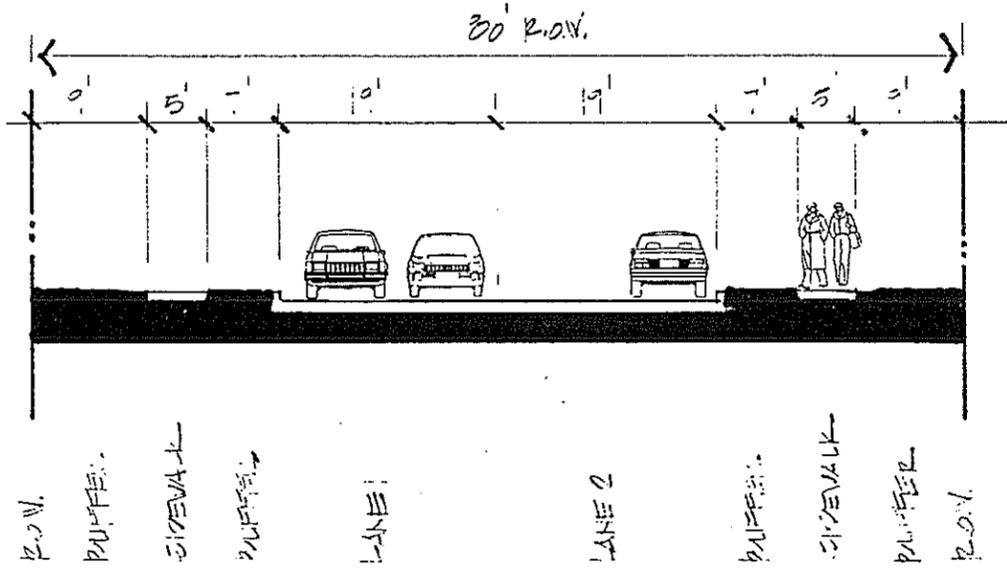
BUFFER  
SIDEWALK  
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# Streets & Sidewalks



Side Streets Existing Section

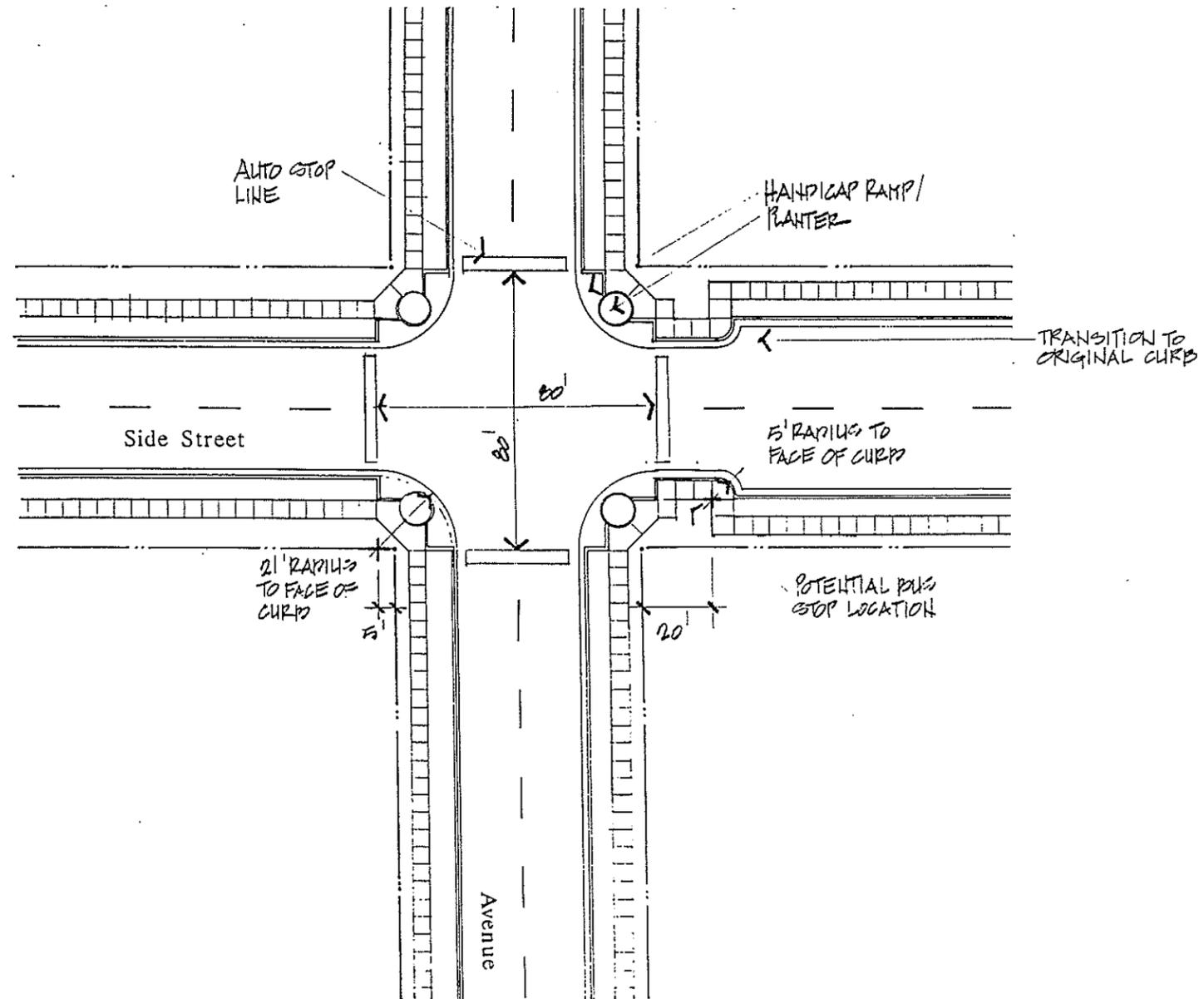


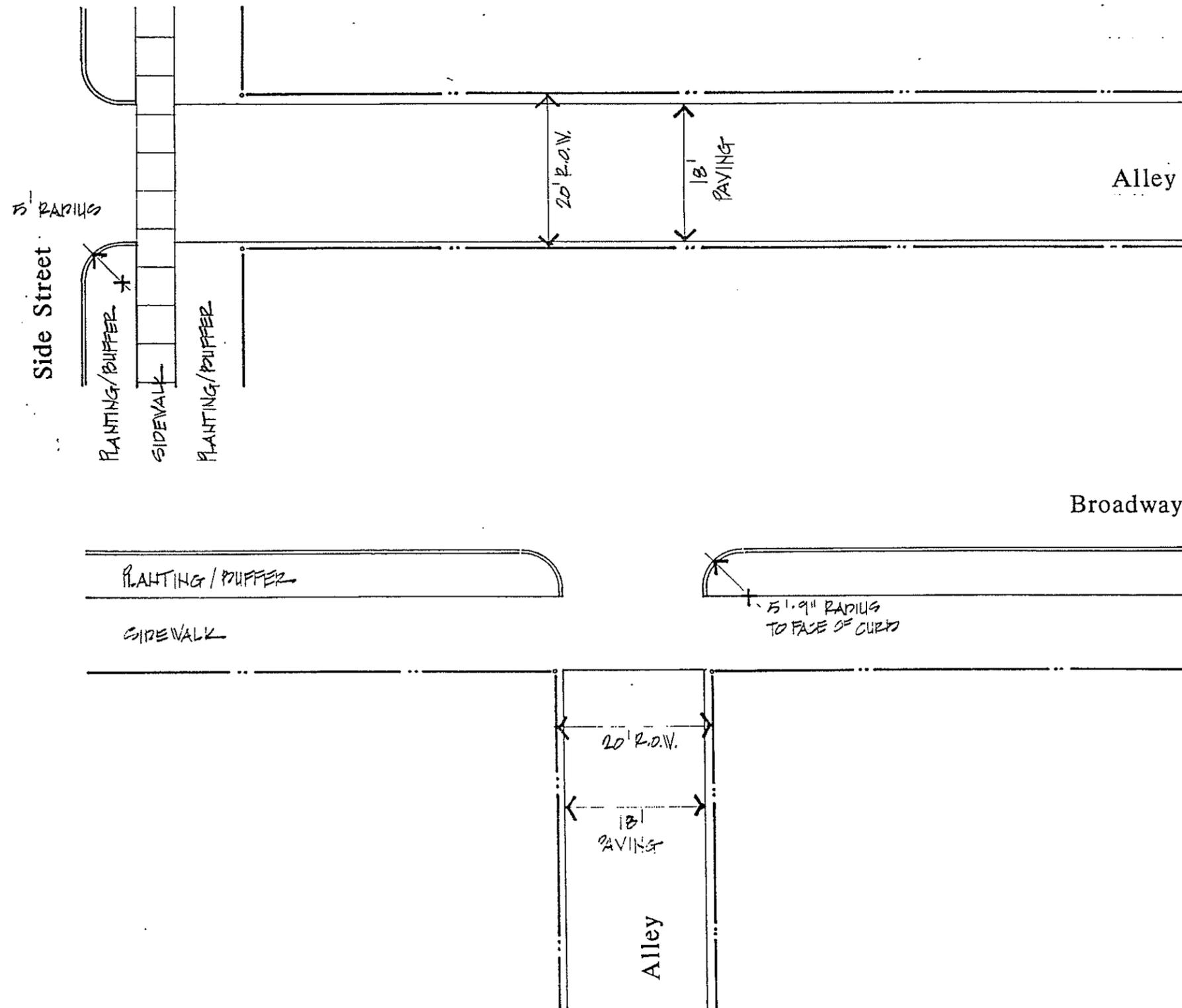
Side Streets Proposed Section

# Intersections

## Side Streets at Avenues Intersection Plan

The transition from the narrowed side street, beginning at Broadway and extending one block back, occurs at the intersection with Avenues I and K, or farther dependent on the street. (Refer Master Plan.) At this point solving the situation can also lead to creating opportunities for the enhancement of the area. These transition points would create ideal settings for bus stops and shelters. Planters used to separate handicap ramps can become locations for points of neighborhood identity. An entire neighborhood or district could develop these thematically through consistent plantings at the four corners of each intersection, or the design and construction of identity elements, gates, or passages that mark and characterize the neighborhood.





## Alley Paving Plans

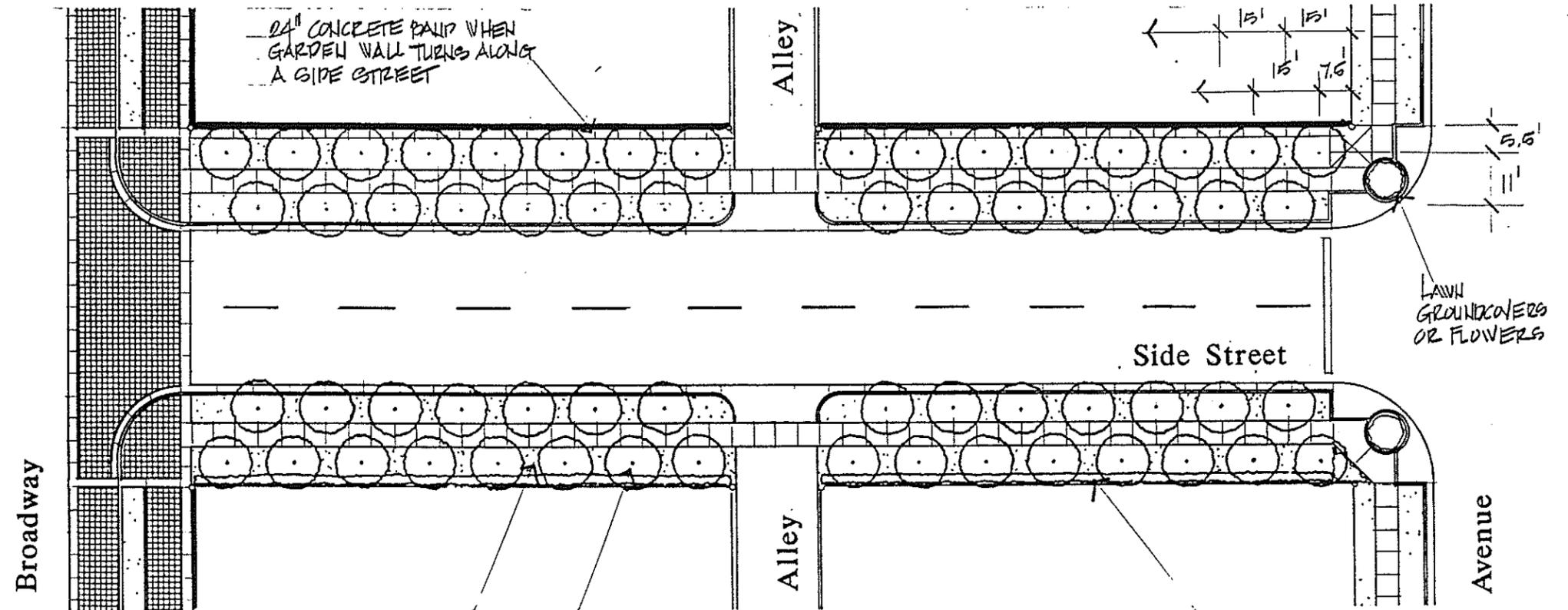
As Broadway evolves into a commercially dominated street, the useability of alleys will dramatically improve Broadway's ability to become the uncluttered, grand avenue foreseen in the Master Plan. In most blocks alley R.O.W.'s remain open and accessible. When the opportunity presents itself alley R.O.W.'s should be recovered for public use. To be a useable and effective tool to enhance Broadway, alleys should be paved. Doing so will permit them to accept their many potential roles. Alleys should be used for trash collection and service access to properties fronting Broadway placing the resultant effects behind buildings. Alleys can be used for automobile access to parking, again behind buildings, providing the opportunity for a choice of parking locations and hopefully resulting in less frequent or intense use of parking fronting Broadway. Alleys also provide a means of access to residential garages and properties helping to reduce the need for excessive curb cuts on Broadway. The physical paving system for alleys can be concrete, however, with its other use as a utility corridor, an interlocking concrete paver system, similar to the Broadway paver may result in a more economically feasible system. Its recyclability, flexibility, and durability will result in a long term surface, with long term savings for the City.

# Side Street Planting

## Side Street Planting Plan

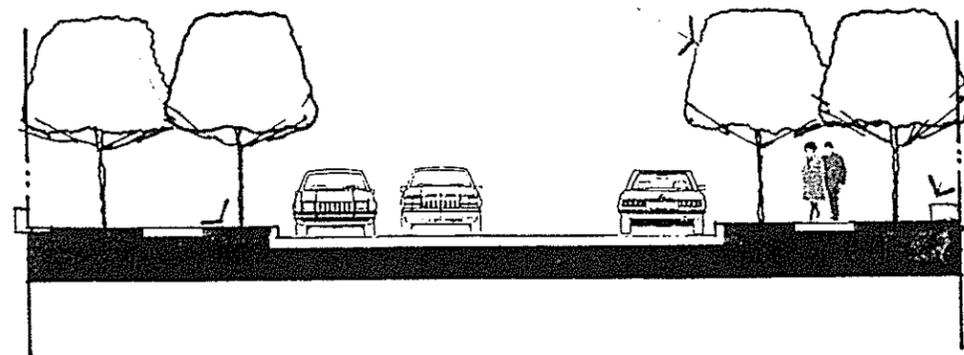
From the narrowing of side street pavement area and resultant increase in pedestrian space, the environmental quality of side streets can be greatly enhanced. With this additional space the sidewalk can take people through an allee of street trees. To reinforce the intimate scale of side streets the Master Plan recommends planting homogeneous rows of a smaller scaled ornamental shade tree. Tree form Oleander is the recommended street tree. Grown to a height that permits walking under their canopies, these evergreen street trees provide a shaded promenade for the pedestrian. At the automobile level this consistent pattern of Oleander street trees reinforces Broadway's esplanade and Galveston's reputation as the "Oleander City." Throughout the summer these rows of vibrant flowering trees will be a delightful counterpoint to the lush quality of Broadway.

The tree form Oleander will permit excellent visibility to adjacent property through a setting embellished with shade and flowers. Defining public property from private property is no less important along side streets than it is along Broadway. It is recommended that corner properties extend the Broadway fronting garden wall along side streets, particularly when parking is visible from Broadway, or extend a hedge continued from the garden wall along Broadway as this definition.



TREE FORM OLEANDER "PURPLE PINK"  
ST. AUGUSTINE LAWN

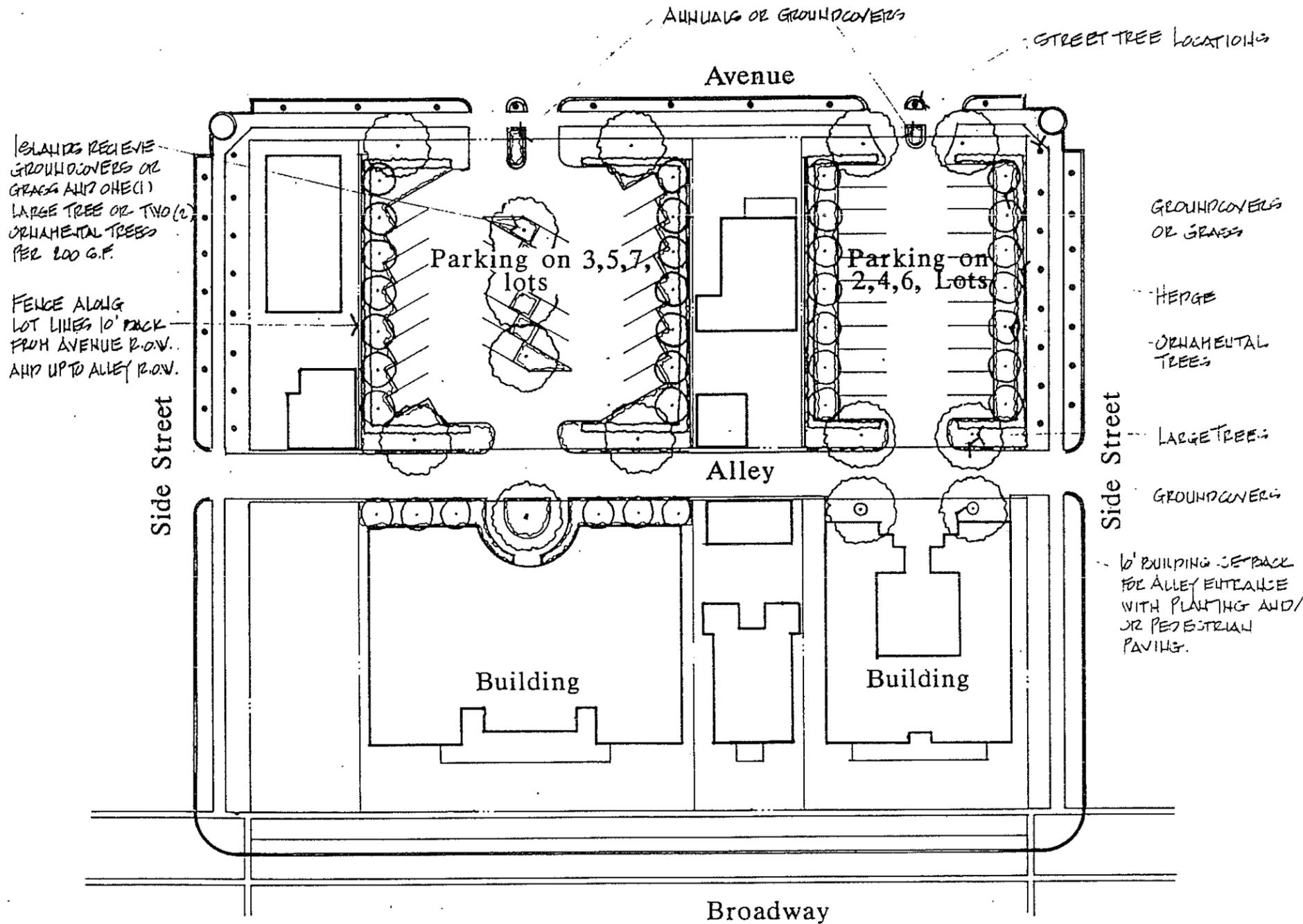
LOW SHRUBS OR  
GROUNDCOVERS BY  
PRIVATE PROPERTY  
ON THE W. END GARDEN  
WALL DOES NOT  
CONTINUE ALONG  
SIDE STREETS



# Parking and Planting

## Adjacent Property Parking

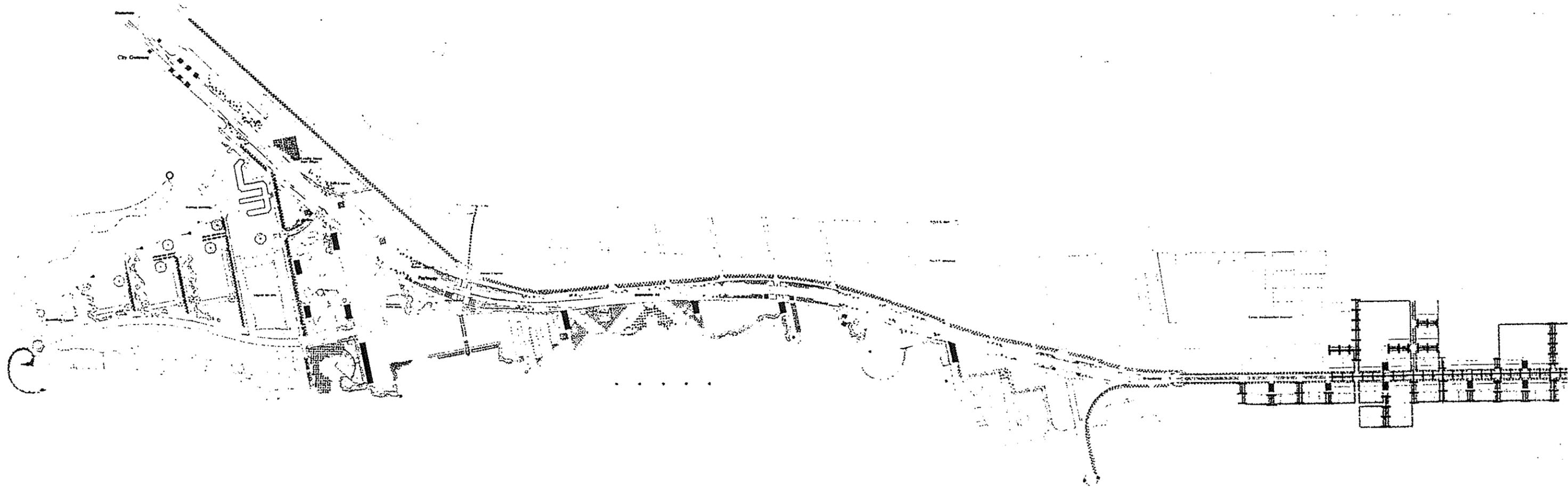
Within the Broadway area from 59th to 6th Street, utilizing land for parking between the parallel Avenues and Broadway, in lieu of parking fronting on Broadway, is encouraged. This permits greater development opportunities for valuable land along Broadway and removes the clutter of parked automobiles from the street. Parking lots can be efficient, easily accessed by avenues, side streets or alleys, and successfully oriented to building entrances and courtyards. With these benefits also comes the responsibility of developing these parking lots in a manner that they are responsive to the residential character of the majority of these areas, and so become assets to a neighborhood. To accomplish this, parking density should be such that space remains for planting. Planting should be installed to soften these areas and screen their impact from adjacent streets. Fencing should be considered where parking is adjacent to an existing residence or building. Lighting should be provided in such a manner that parking areas are well illuminated, but not bothersome to neighbors. Most importantly it should be remembered that enhancement of these areas is also an enhancement of the property and related business. A sensitively designed parking lot will respect the neighborhood, and be appreciated by patrons. For planning purposes two conditions are portrayed. One configuration is based upon the dimension of 2, 4, and 6 originally platted lots. (42.5' each) Here head-in parking is most efficient. Landscape areas of 12.5' should be provided between side streets and adjacent buildings, and 10' landscape setbacks from alleys and avenues. Lots large enough to include center bays should provide a curbed island with trees approximately 27' o.c. The second configuration is based upon the dimension of 3, 5, or 7 originally platted lots. Its dimension results in diagonal parking being most efficient. Equivalent landscape setbacks and internal bay islands with trees apply here as well.



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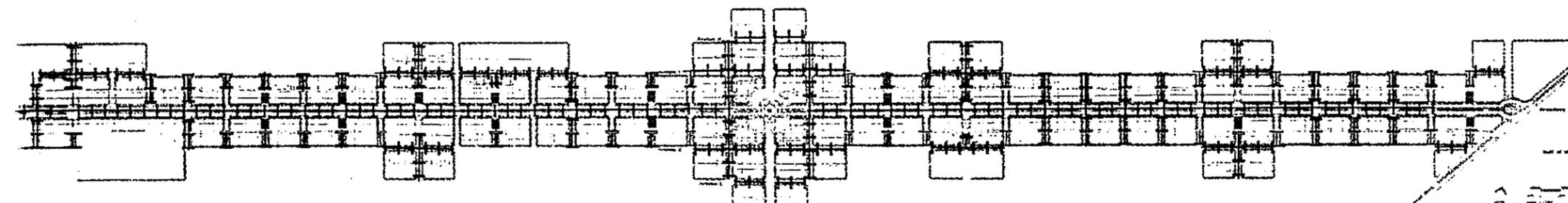
# Parking Diagram

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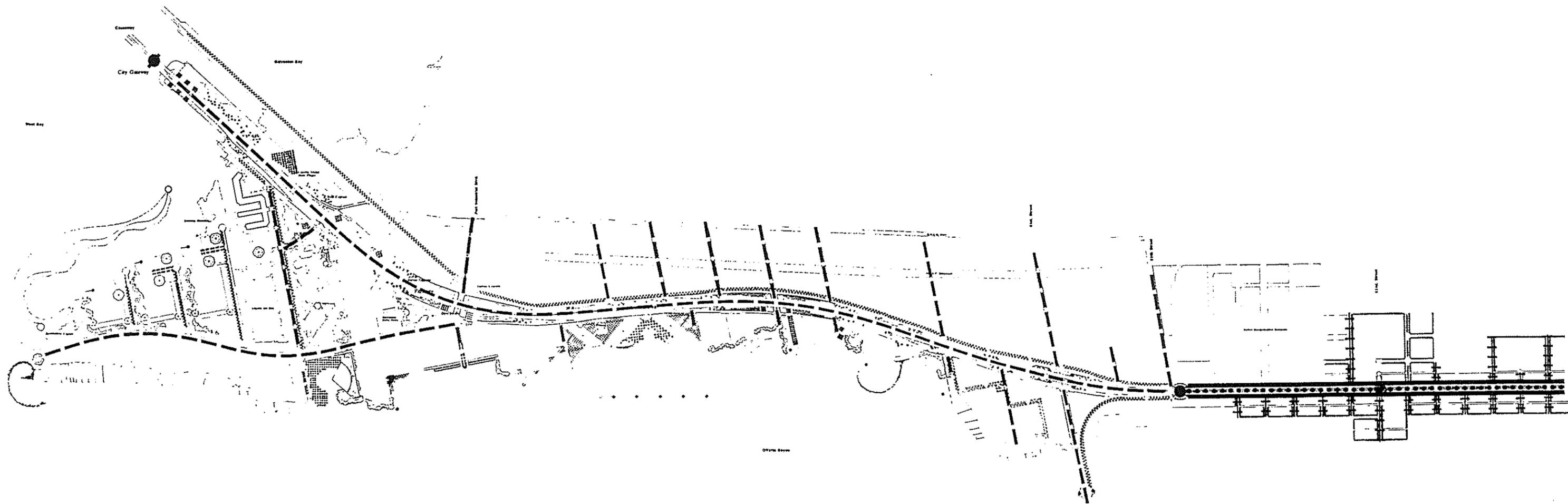
## Parallel Parking Areas

The area of on-street parking within the Broadway Development Area is summarized in the accompanying diagram. On-street parking will remain within the fourth lane on both north and south sides of Broadway as well as along narrowed side streets at non-signalized intersections. On-street parking on Broadway's north side may, at times, be disallowed to accommodate peak hour, or event traffic flow. On-street parking is not recommended along Broadway between 59th and 54th Streets, north side, between 26th and 24th Streets, both sides, and between 8th and Seawall Blvd., both sides, due to the potential for congestion and turning requirements at these locations.



Parallel Parking Areas    - - - - -  
Public/Private Parking    ————

# Lighting Diagram



## Lighting Recommendations

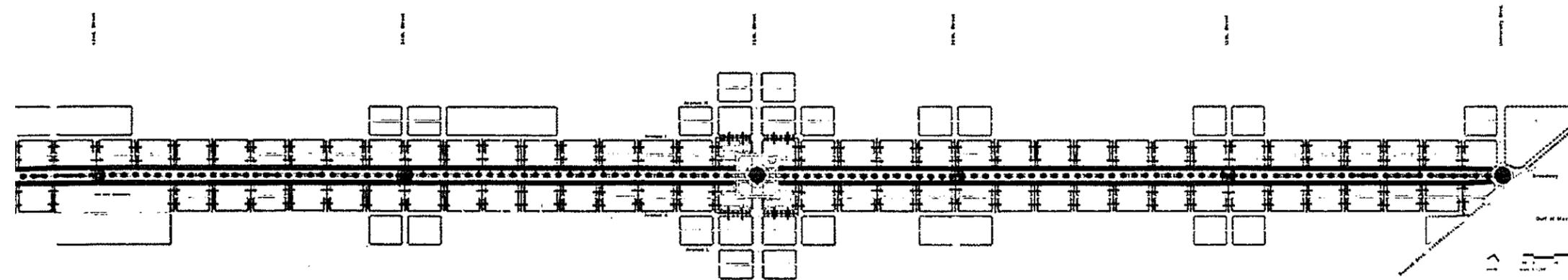
Any vital and imageable urban area depends upon its night time image as well as daylight image to become a complete space. Lighting presents an opportunity to reinforce the unique qualities of the area, create an ambiance, assure safe and comfortable illumination, and extend the useability of the area beyond that of daylight hours. Coupled with the aspects of illumination, lighting and its fixtures become important components of the daytime quality of the street. The design of fixtures, their placement and scale, can and should greatly contribute to the aesthetic of the area. In evaluating the area, the following needs become apparent:

a. The Broadway Development Area should utilize a street light fixture that by design is special and related to the envisioned aesthetic established by the Master Plan, in lieu of a generic interstate highway fixture.

b. There is the need to provide illumination for pedestrian areas, sidewalks, along Broadway from 59th to 6th Street.

c. There is the need to anticipate the problems related to the current location of street lights within the Broadway esplanade between 59th Street and 6th Street. As trees have matured they have begun to block light to the street, in many cases reducing current illumination levels on the road surface below those required by State Department of Highways. While this does not occur everywhere, it undoubtedly will as trees continue to mature. The consequences are the periodic and potentially severe pruning of trees, or relocation of street lights to a more appropriate location. The latter would certainly be preferable.

d. Lighting design needs to be undertaken in a way that, aside from assuring basic path and street illumination, it complements the assets of the area, highlights important focal points along the path, and complements the color, materials, and romantic ambiance of Galveston. Given these needs the Master Plan recommends adaptation and/or rethinking of lighting within the Broadway Development Area. Basic to the Master Plan is the establishment of a family of street lights, compatible in design, historically derived, and utilizing light sources that provide functional illumination as well as a sympathetic aesthetic quality. The following pages expand upon each recommendation.

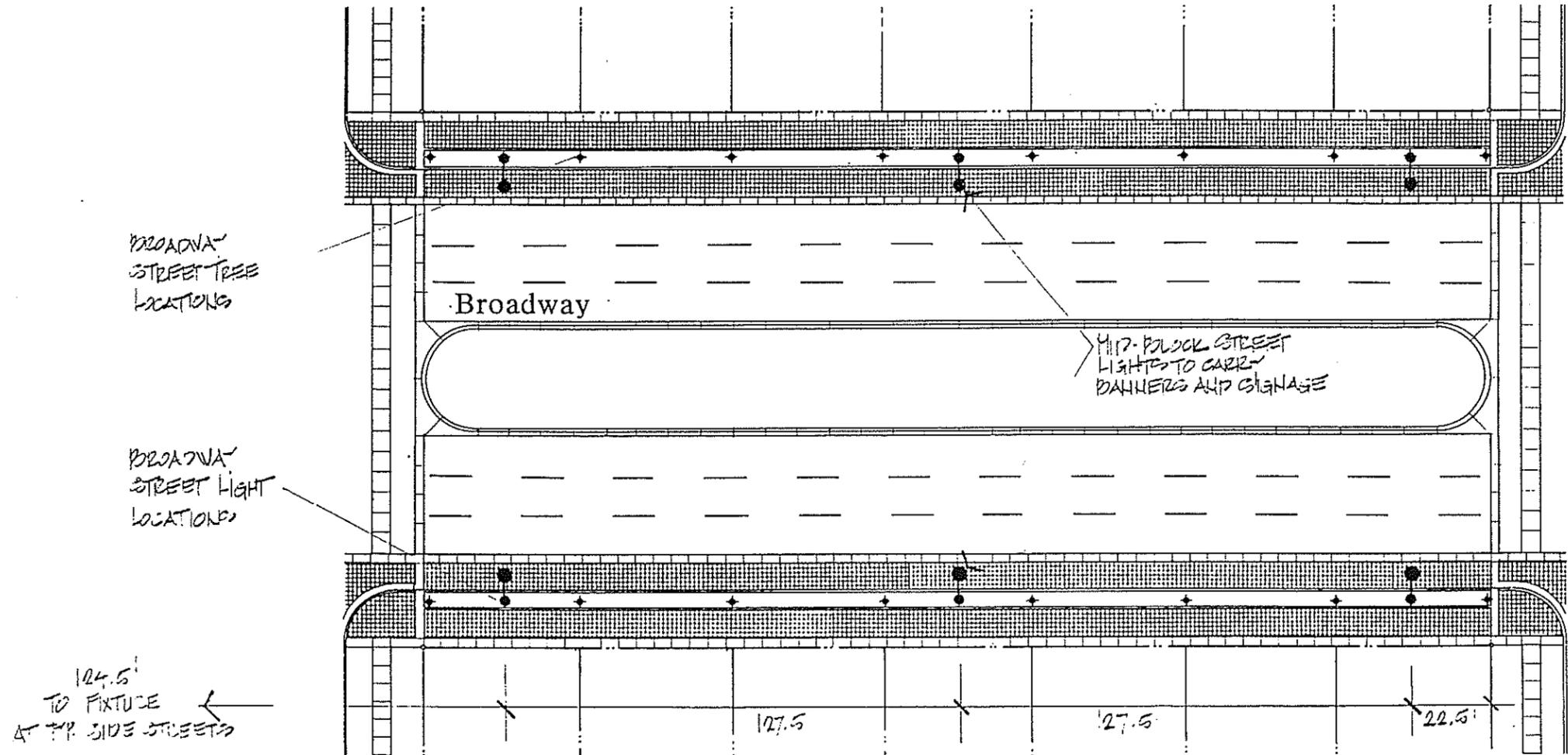


- Parkway Streetlight     - - - -
- Broadway Streetlight    —————
- Side Street Streetlight   ++++++
- Live Oak/Esplanade Uplight   .....
- Focal Point Lighting     ●

# Lighting

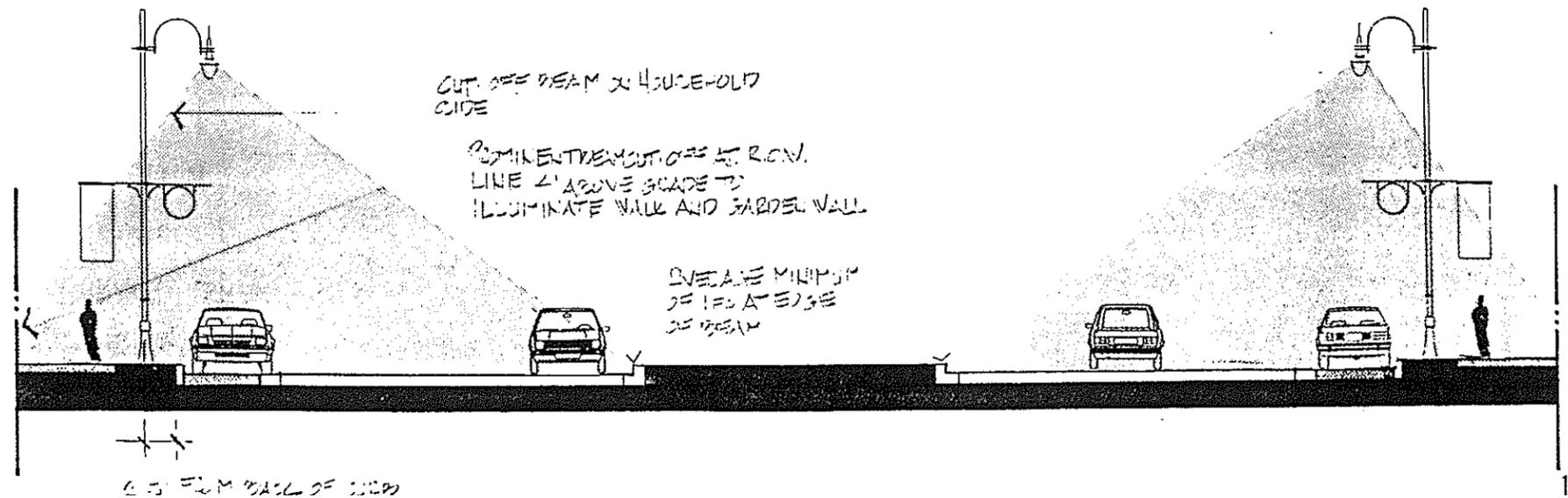
## Broadway Street Lighting Typical Block Plan

To respond to the problem of esplanade tree growth, shielding street lights, and the need to provide adequate illumination for sidewalks, it is recommended that Broadway street lights be relocated to street edges. With the recommended prominent Palm street tree along the majority of Broadway and its natural character of high foliage canopies and slender trunks, effective long term lighting can harmoniously coexist with street tree plantings. Additionally this provides for adequate illumination of sidewalks creating a safe, enjoyable walking environment, extending the vitality of the street for pedestrians beyond daylight hours. Equally spaced along the block these street light poles are placed between tree locations resulting in a consistent spacing and simplicity of pattern that can remain unbroken from 59th Street to 6th Street. Dimensions between poles are equidistant within the block and equidistant between blocks as well. With the Broadway curb cut criteria in place, these locations can be preserved and lighting installed without interfering with private property access.



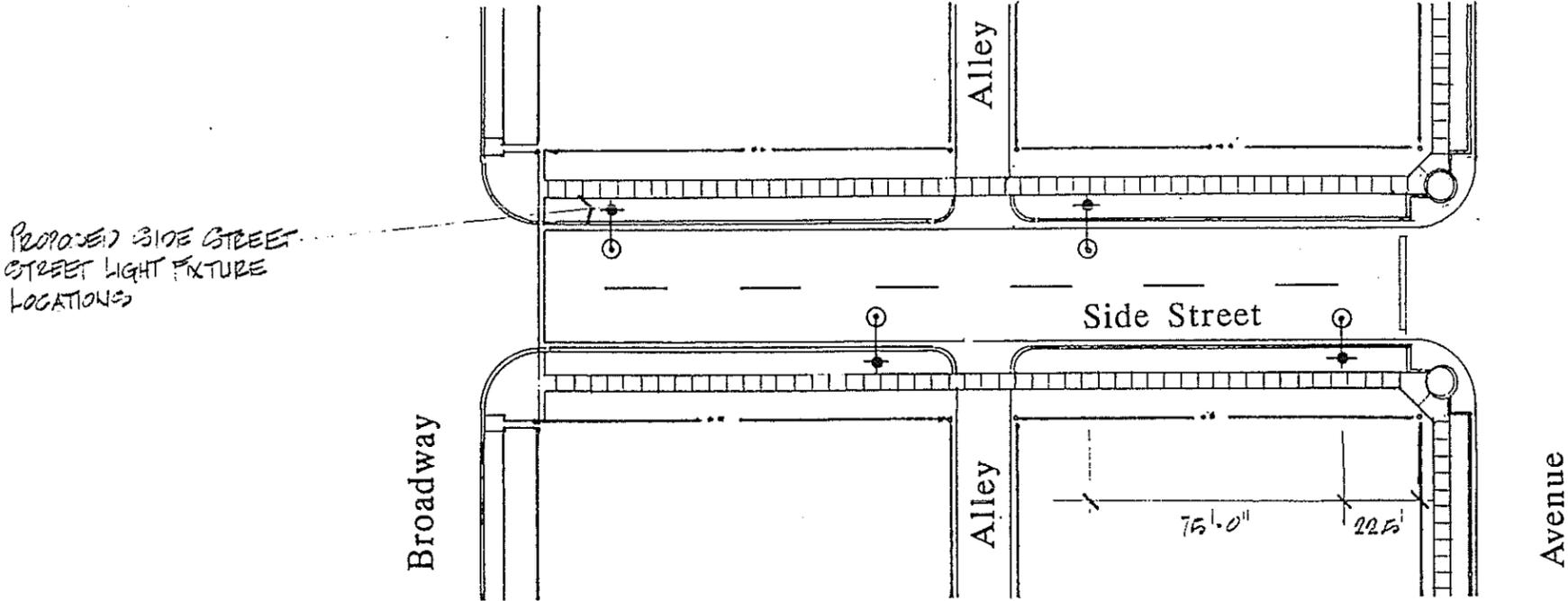
## Typical Mid-block Section

With this spacing, the Broadway street light will provide illumination to the street area at the needed State Highway Department standard of 1 f.c. average maintained at farthest points of the roadway. On the private property side, household shields should be utilized to cut off streetlight glare into private property focusing light on the sidewalk.



Side Street Lighting  
Typical Block Plan

The illumination of side streets is recommended to be improved utilizing a complementary fixture and location pattern to that of Broadway. Currently under-illuminated side streets become uncomfortable areas at night. With the addition of four street lights per block, adequate illumination will be provided. At the locations shown these street lights, scaled down in size and light intensity, will provide a nighttime atmosphere softer than Broadway, and more in keeping with the intimate scale of the street. The locations shown integrate with alley, street trees, and Master Plan curb cut criteria such that side street lights can be placed consistently on all streets without interference.

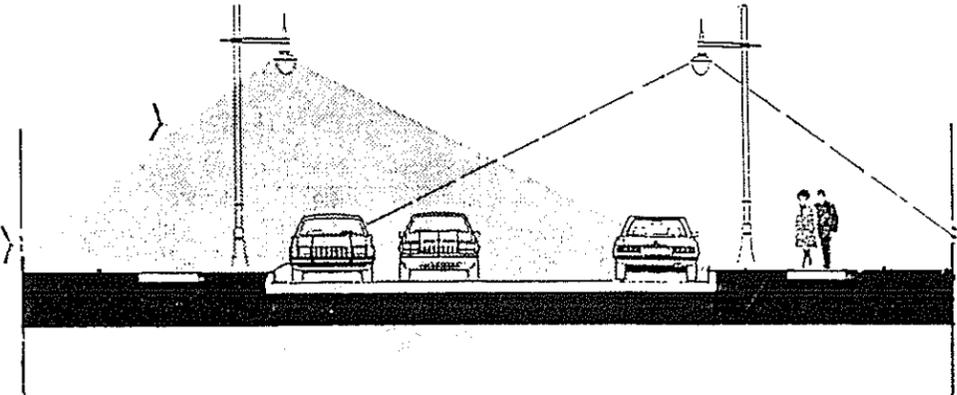


Typical Street Elevation

The recommended street light positions provide safe and adequate illumination throughout the right of way. Placed in front of and extending beyond street trees, the potential for conflict is minimized. Household shields are used to cut out spillage of light into private property while focusing light on sidewalks.

OUT-OF-WAY ON HOUSEHOLD SIDE

HOUSEHOLD SHIELDS AT CURB CUTS TO MINIMIZE SPILLAGE



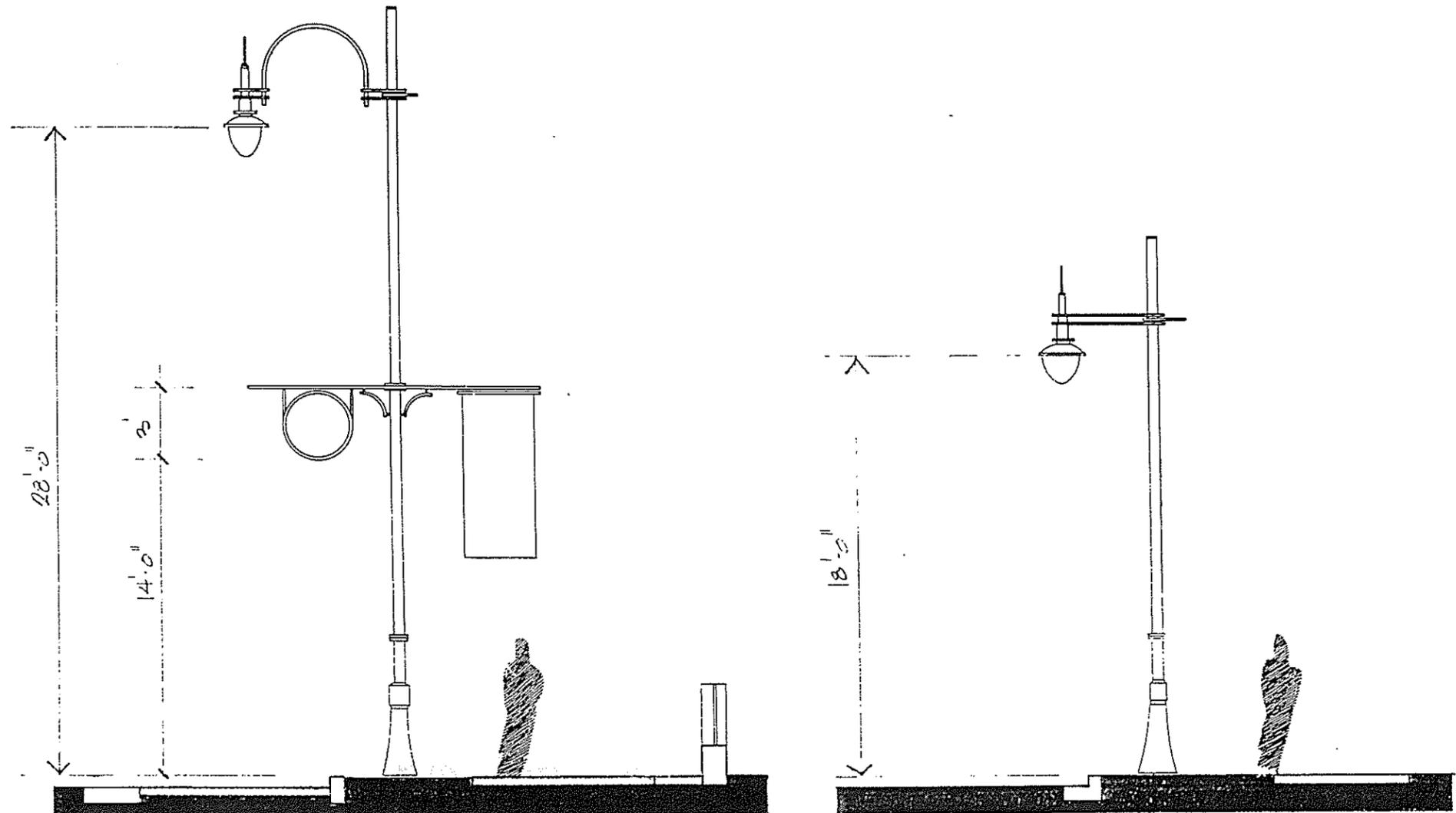
# Lighting

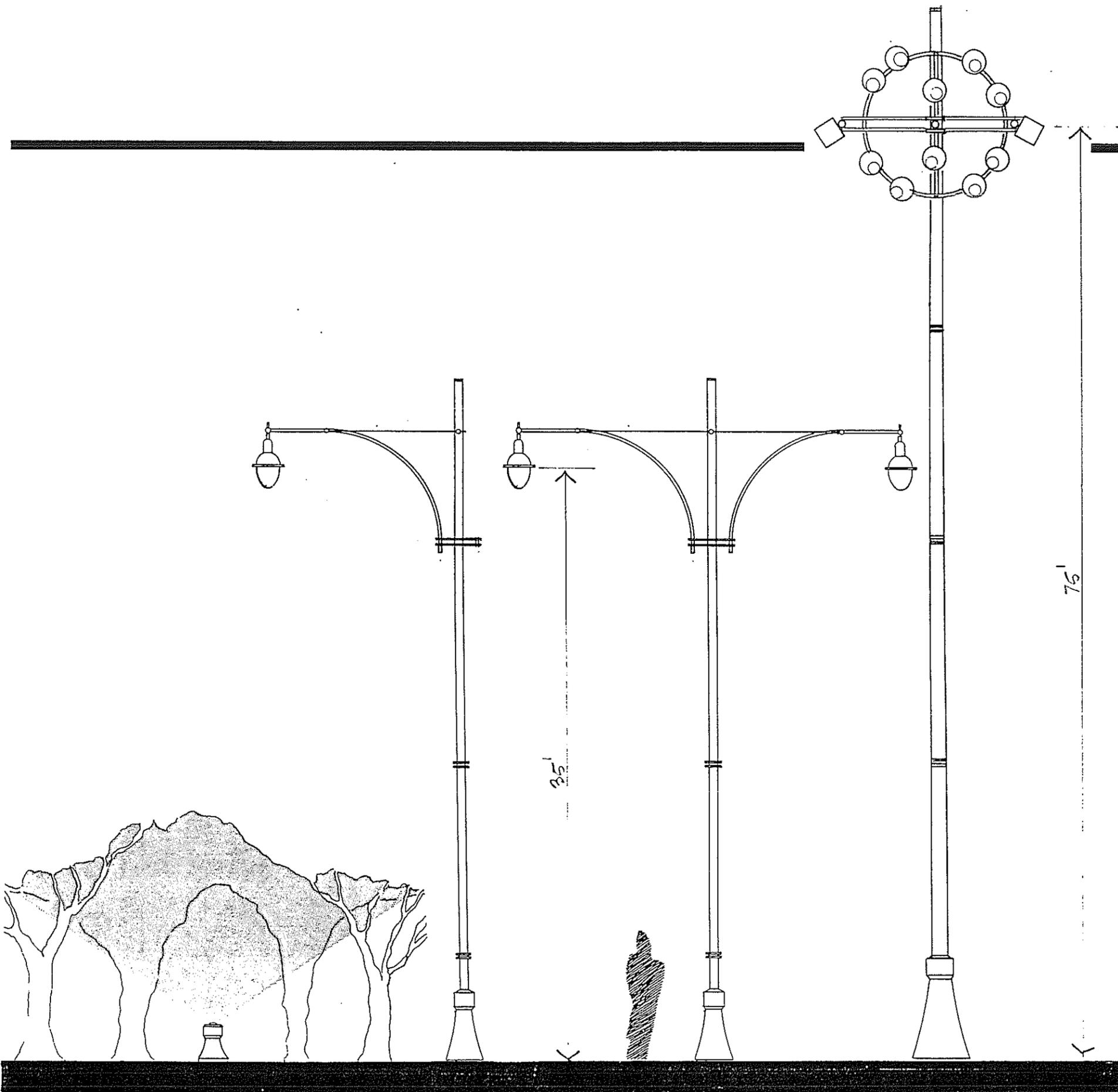
## Broadway Streetlight

Derived from a contemporary abstraction of a light fixture used along Broadway, circa 1920, the Broadway street light becomes the prominent light fixture in a family of fixtures recommended for the Broadway Development Area. Its use would begin after the 59th Street Forecourt and extend east the length of Broadway to 6th Street. Its daylight intent is to provide a delightful addition to the Broadway streetscape, that, in its unbroken repetition of spacing, lends continuity to the street, and in its design expresses a character special to Broadway. The Broadway street light's basic components include a 33' straight round 6" diameter fiberglass pole with breakaway base. The pendant hung fixture is chrome finish with vandal resistant prismatic glass lens. Arms, brackets, and poles are finished in a dark gray green. Broadway street light source is recommended to be a 250 W Metal Halide. Two sources are commonly used for street light application, Metal Halide and High Pressure Sodium. Recently H.P.S., a yellow light, has been used along Broadway which results in a coloration of people and plant materials that is untrue and unflattering. Metal Halide, a white light, provides a true color rendition and with recent technological advances has become a cost effective alternate. The result of the Metal Halide source will be a color rendition that enables a true appreciation of the garden quality of Broadway. A soft illumination on the ground complimented by the refracted crystalline like quality of the light through its prismatic glass lens creates, at night, an unbroken string of pearls the length of Broadway.

## Side Street Streetlight

A simplification of the Broadway street light evolves into the street light to be used along side streets within the Broadway Development Area. Constructed of materials consistent with the Broadway street light its lamp is less intense at 175 W Metal Halide. Its scale is reduced to respond to the intimate nature of the street while remaining effective and functional.





## Focal Point

### Lighting Standard

The lighting of Broadway's three key public open spaces, the 59th Street Forecourt, Victory Square, and the 6th Street Plaza, should be executed so that the pole and fixture become non-elements in the space, and in such a manner that lighting can be theatrical in nature. This tall standard can be placed well away from the heart of these locations amongst stands of trees or structures remote enough so that they are not elements in the space, but near enough to be effective. On its retractable top armature several fixtures can be utilized to achieve a variety of effects. From here general illumination of roadways can be provided. Special objects such as the Texas Heroes Monument, fountain and columns at 59th, and those at 6th Street can be spot lighted. A variety of light color and sources can be used to enhance the rendition of materials. Its height and location at each space should be carefully studied, however the approach will enable the lighting of spaces to become special and differentiated within the Broadway area.

### Parkway Streetlight Esplanade & Street Edge

From 59th Street west to the Causeway and throughout the Parkway Image Area it is recommended that a fixture be used that is a scaled up member of the Broadway street light family. Currently I-45 is illuminated with double armed cobra head fixtures appropriately placed in its median. The Master Plan recommends retaining these poles and locations with a slight modification to the arms and fixtures. In lieu of the generic cobra head, a pendant hung fixture and arms similar to the Broadway fixture will provide an image that reinforces the Parkway Image of the area, provide design continuity between Broadway and the Parkway, and again by simple renovation of the light differentiate the Broadway Development Area as a special place. This fixture should also be used along all roadways in the Parkway Image Area in either the single or double headed configuration.

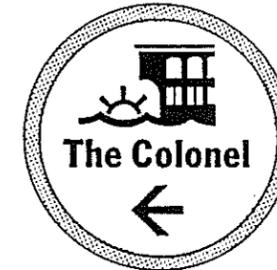
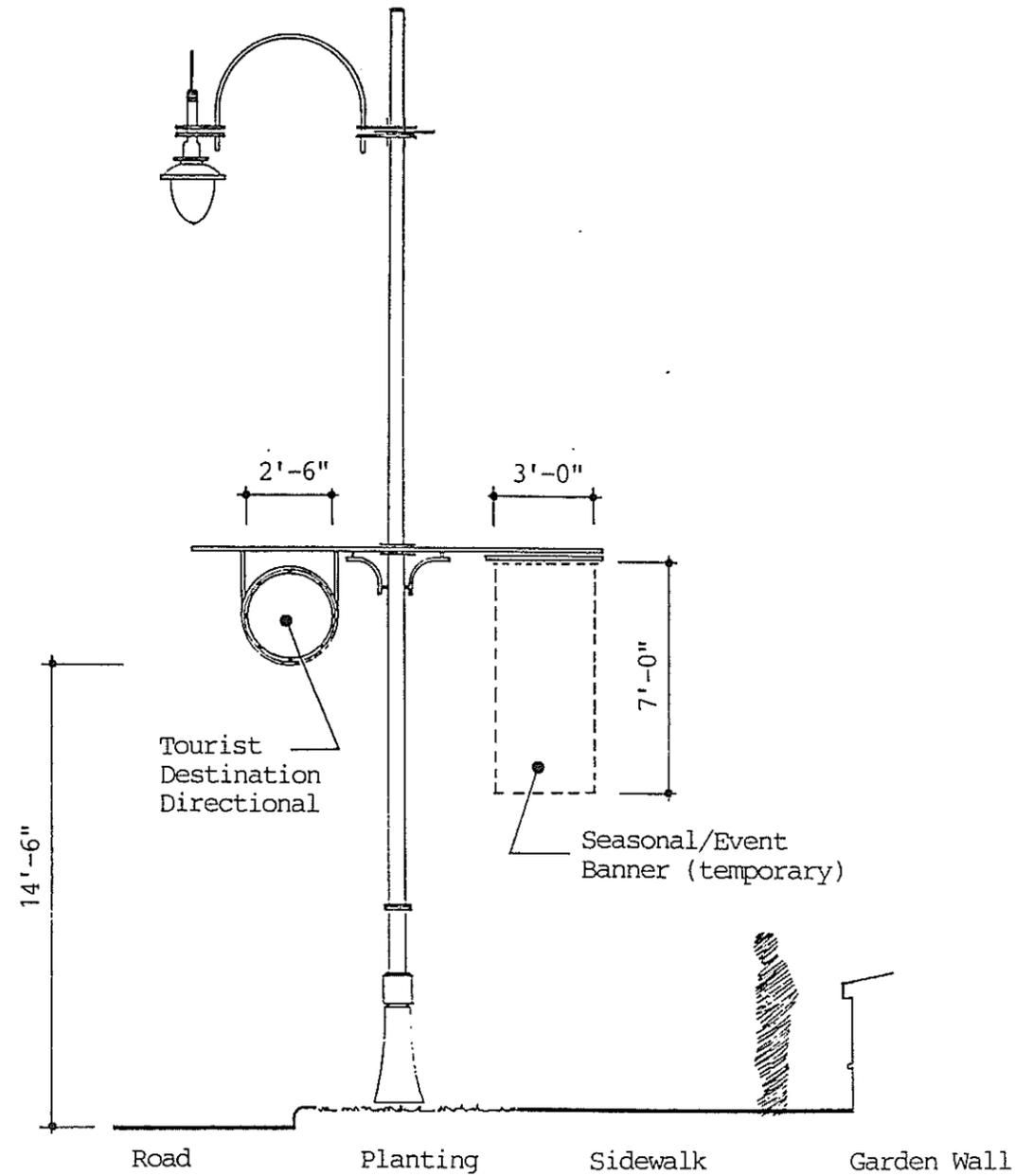
### Live Oak/Esplanade Uplighting

The grandeur of the existing Live Oaks within Broadway's esplanade suggests the opportunity to uplight their canopies highlighting form and structure along Broadway from 59th Street to 12th Street. Uplights from bollard height objects centered in the esplanade Live Oak canopies can be flooded with 150 W Mercury Vapor lights dramatizing their rich green color. This romantic up-lighting is made simple and effective by utilization of existing electricity in the median remaining after the Broadway street lights have been repositioned to the street edges.

# Broadway Signage

## Event and Visitor Directional Signage

Occuring in each block from 59th Street to 6th Street along Broadway, both north and south sides, will be a "Tourist Destination Directional" 2'-6" diameter disc that will direct tourists to various locations of interest within Galveston. Each disc will have the name of the attraction, a graphic symbol for the attraction and a directional arrow. Discs will be predominantly used for public attractions and destinations. On no less than a 1500 foot spacing (every five blocks) discs may be used for private tourist destinations as approved by the City of Galveston. In addition banners can also be installed on a removeable bracket at the same locations. This creates the opportunity to animate Broadway through the display of seasonal or event banners (i.e. Dickens on the Strand, Mardi Gras, 4th of July). Tourist destination directional discs and banners should be mounted to the Broadway street light poles at each mid-block location.



Possible Symbols/Banners

# Broadway Signage

		min. ht.	max. ht.	max. face	comments
Occuring below 6'-0"	Single Occupant	3'-0"	6'-0"	6 sq. ft.	
	Multi-Occupant	1'-6"	6'-0"	10 sq. ft.	maximum 6 listings Re: Alternates/ Garden Wall Mounted
Occuring between 10'-0" and 16'-0"	Single Occupant/ Freestanding or Building Mounted	10'-0"	16'-0"	36 sq. ft.	building mounted not to exceed ht. of building
	Multi-Occupant/ Freestanding	10'-0"	16'-0"	36 sq. ft.	to identify one entity only (tenant or project)
	Multi-Occupant/ Building Mounted	10'-0"	16'-0"	36 sq. ft. per tenant	total graphics area not to exceed 7½% of facade, not to exceed ht. of building
Alternates	Garden Wall Mounted	1'-6"	top of wall	3 sq. ft.	permanently attached (not suspended or projected), in a material compli- mentary to wall or fence and shall not be electrified
	Glass Storefront	6" from bottom of glass	6" from top of glass	not to exceed 50% of glass area	applied to interior surface of glass using non-water soluble paints or inks; Photo-silkscreening and gold leaf preferred

## On-Premise Signage Guidelines

The chart at left lists maximum and minimum mounting heights as well as maximum face sizes for on-premise business identification signs along Broadway.

Generally, all signs occur within the Garden Wall, with the exception of those that are attached to the fence or wall.

Each business is allowed 1 sign from the chart for each 150 feet of Broadway frontage, not to exceed a total of 2. If the "Garden Wall Mounted" sign is used for the street address, this may be in addition to a sign used to identify the business.

Examples follow.

## Off-Premise Signage

It is the recommendation of the consultant team, although not supported by the Broadway Beautification Committee at this time, that off-premise signage (billboards) not be erected along Broadway between 59th Street and Seawall Blvd. within the limits of the Broadway Development Area. The scale of these structures is overpowering in this genteel urban setting. They obstruct landmarks and focal points and establish a baseline for visual competition in signage.

# Signage

## Signage Examples

1

Single Occupant/Freestanding  
6 square feet  
No higher than 6' above sidewalk

2

Glass Storefront  
Not to exceed 50% of glass area

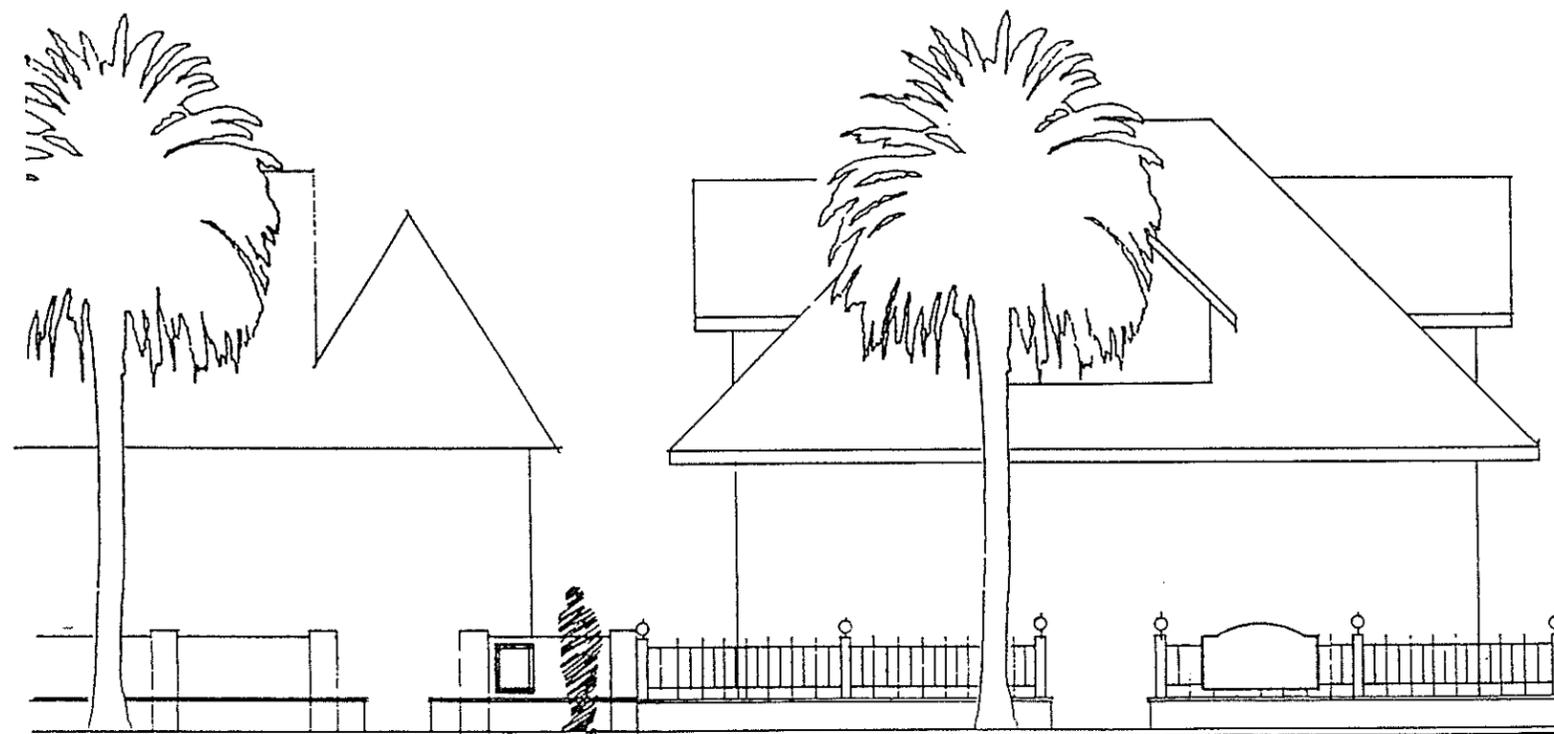


3

Garden Wall Mounted  
3 square feet

4

Multi-Occupant/  
Garden Wall Mounted  
10 square feet  
No higher than 6' above sidewalk



## Signage Examples

5

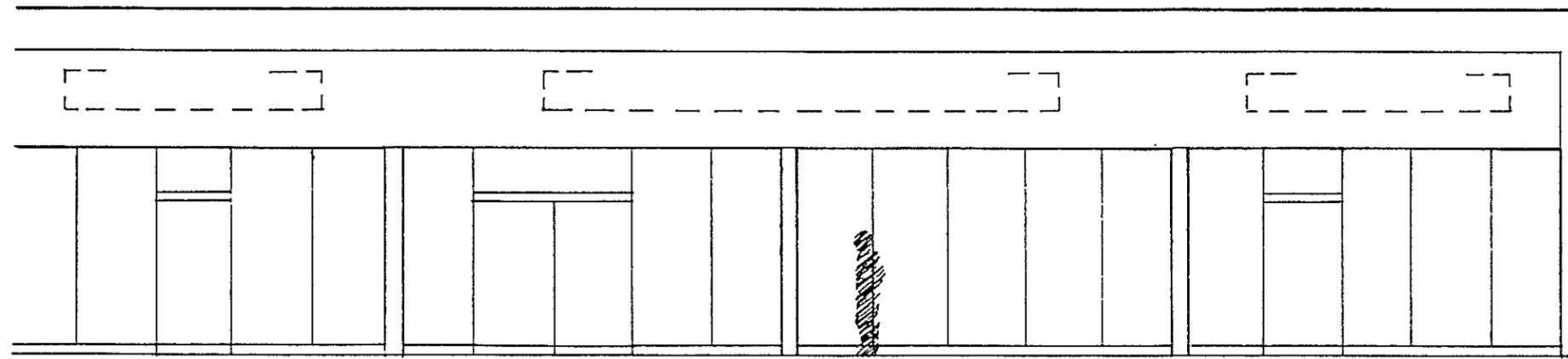
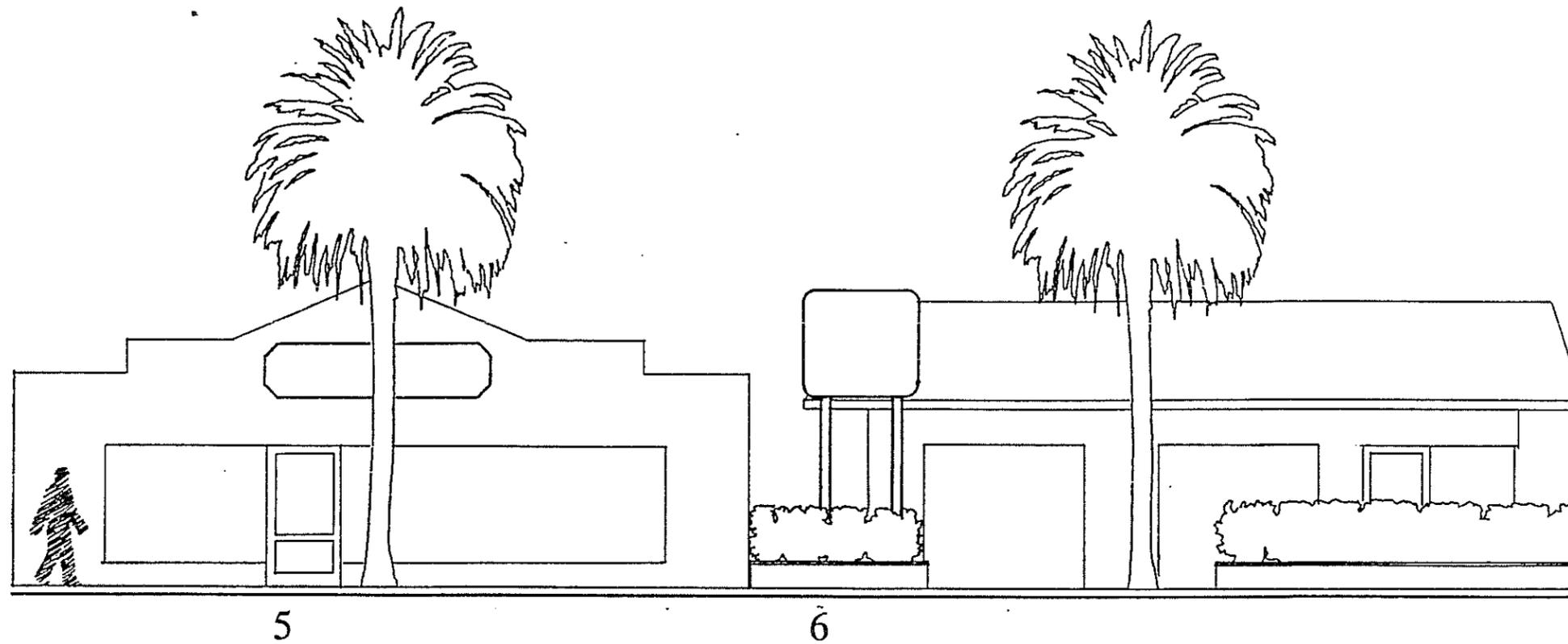
Single Occupant/Building Mounted  
36 square feet, not to exceed  $7\frac{1}{2}\%$  of facade  
At least 10' above sidewalk,  
not to exceed 16'

6

Single or Multi-Occupant/Freestanding  
36 square feet  
At least 10' above sidewalk,  
not to exceed 16'

7

Multi-Occupant/Building Mounted  
36 square feet/Tenant, total not  
to exceed  $7\frac{1}{2}\%$  of facade  
At least 10' above sidewalk,  
not to exceed 16'

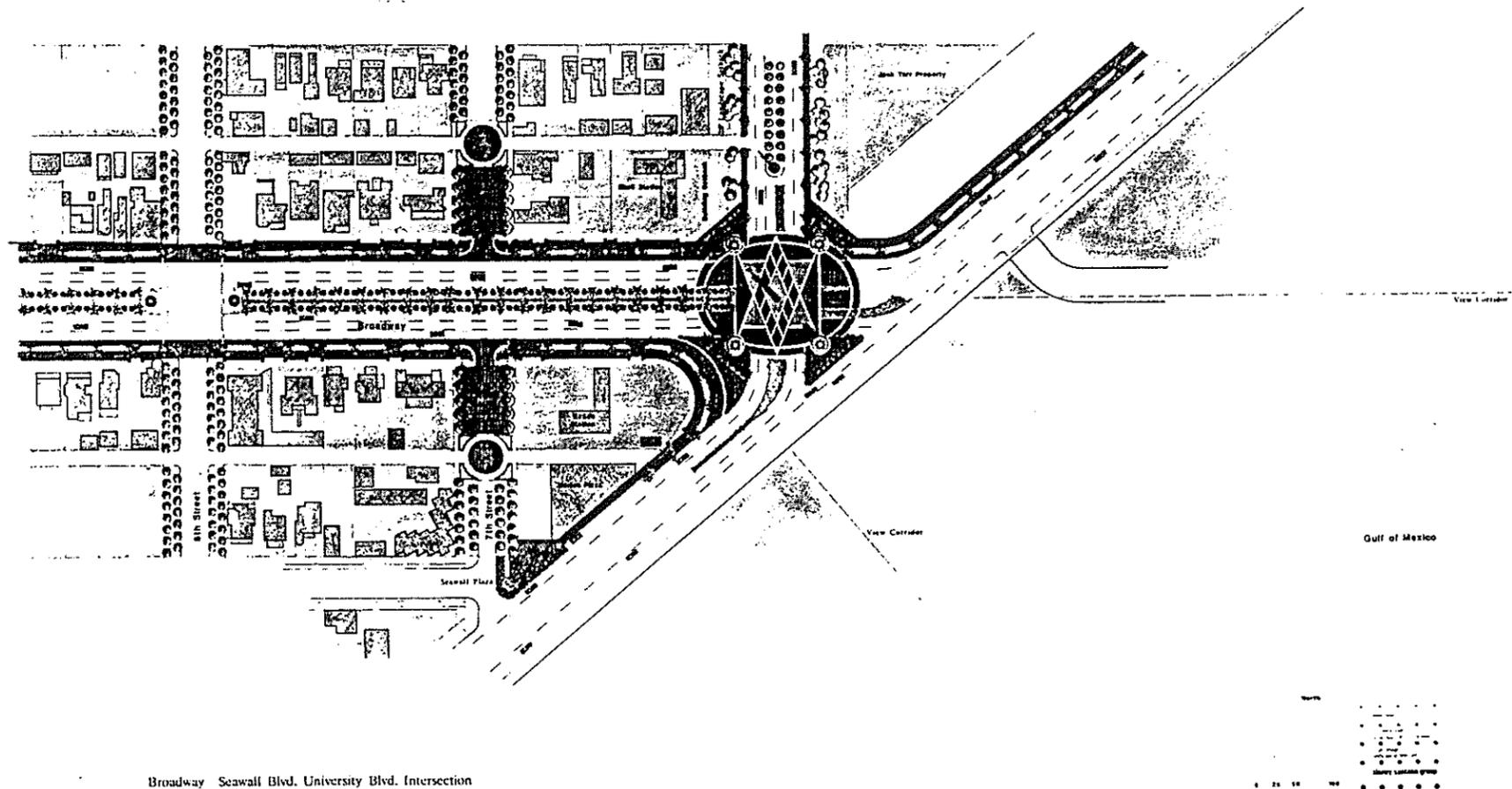


# Seawall Boulevard Plaza

## Broadway, University, Seawall Blvd., Plaza Plan

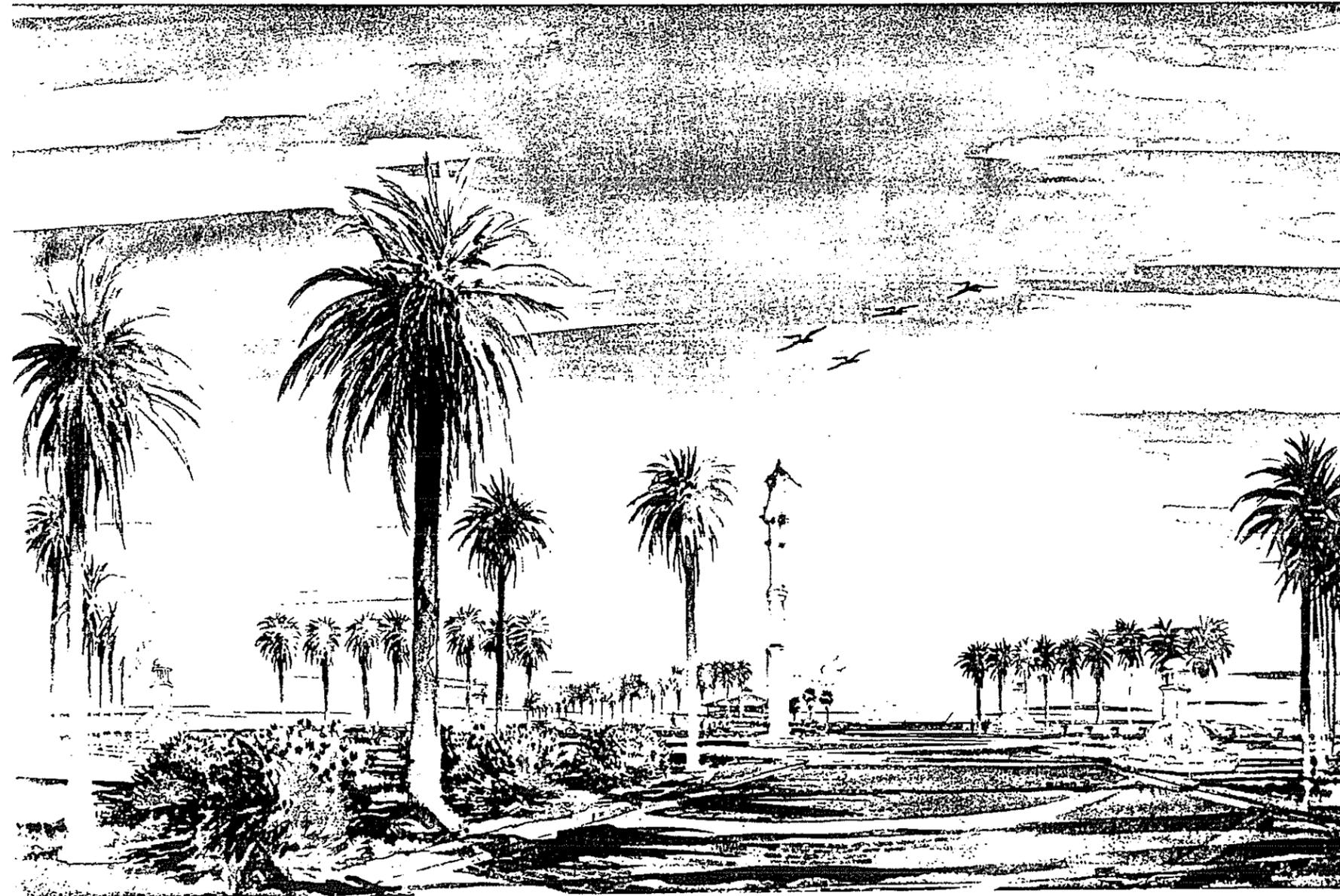
Here where Broadway meets the Gulf of Mexico, here where the active and vibrant Seawall Blvd. brings people to the beginning of their experience of Broadway, here where Broadway brings people to Galveston's renowned University of Texas Medical Center, here Broadway must make a statement about itself and about Galveston the Island City! The result is Seawall Plaza, the eastern most great public open space within the Broadway Image Area. This is a space of powerful proportions with its proximity to the Gulf. It is a gateway and a terminus to Broadway. It is a focal point of convergence and should be celebrated as such.

The plan for Seawall Plaza seeks to recognize these conditions, and clarify the setting so improvements can make a lasting and dramatic impact on this key space. Challenging the effort of simplification is a difficult traffic pattern and resultant paving configurations. The plan retains traffic patterns with minor improvements such as a generous right hand turn lane from Broadway to Seawall Blvd., from Seawall to University and University to Broadway. Most significant however is the simplification of paving configurations through the use of the Broadway paver as a means of uniting and providing pattern and scale to this currently visually disorganized space. The character of Seawall Plaza should be strongly influenced by the Gulf of Mexico. Vistas to the Gulf should be opened and maintained. Water is also seen as an integral part of the space with its four corners marked by fountains similar in character to the Rosenberg fountains gracing Galveston and recommended at the 59th Street Forecourt. The fountains become gates, points of transition from the Broadway Area to other destinations and districts and vistas. For University Blvd., fountains have an opportunity to become entrance development. The stature of the Medical Center should be made prominent and extended to Broadway. Along University Blvd. landscape setbacks should be considered and implemented. The esplanade provides additional opportunities to mark entrances with landscaping, and perhaps monumentation. Here at the beginning of the University Blvd. esplanade an appropriate monument to Ashbel Smith can be erected presenting the Medical Center's Heritage at this important point of confluence. The approach to Seawall Plaza should be enhanced as well. Anticipation of arrival to the Gulf should be heightened by creating one extended esplanade from 6th Street to 8th Street, begun by planting of flowers at its point and leading to Seawall Plaza. The recommended closing of 7th Street for use as parking courts reinforces the extended esplanade and this tremendous sequence of driving up to Broadway's veranda capturing this powerful vista.



# Seawall Boulevard Plaza

## The Vision for Seawall Blvd. Plaza

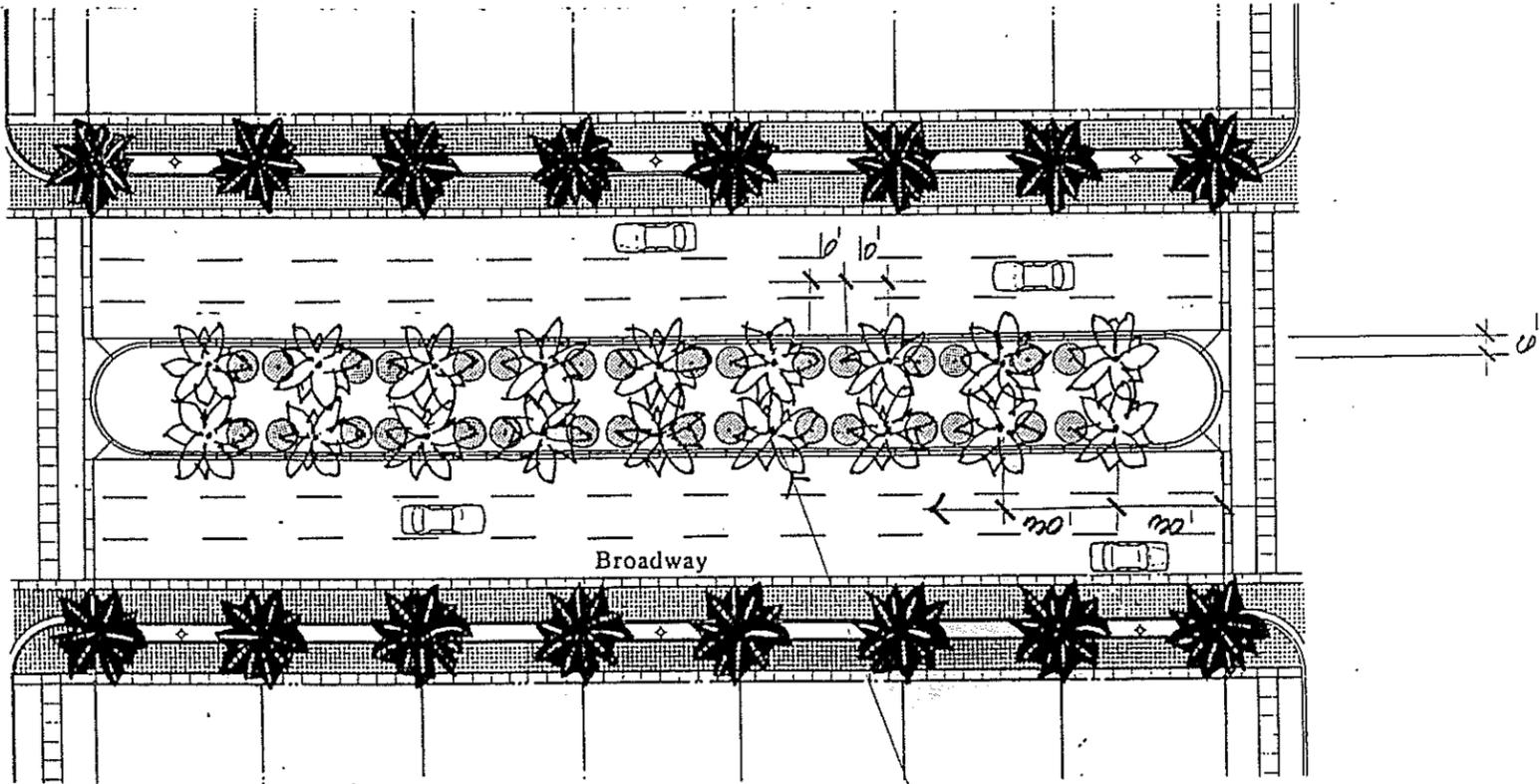


A simplification and enhancement of the existing infrastructure and edges permits the opportunity to landmark this great urban open space. One simple heroic column and monument is its landmark. Approximately 43' in height the object becomes the terminus of the Broadway esplanade and destination point for the radial axes of University Blvd., Seawall Blvd. north, and Seawall Blvd. south. The object monument gestures to the Gulf of Mexico and invites the traveler to experience Broadway. The monument placed in the center of the intersection, and acting as a silent policeman, can be designed to organize automobile traffic, and give clarity to the path while not being an obstruction or hazard. Seawall Boulevard Plaza with edges defined by the garden wall along street R.O.W.'s, spacially defined by rows of Palms and fountains, becomes a great "place", celebrating the Gulf of Mexico and announcing the Broadway Development Area.

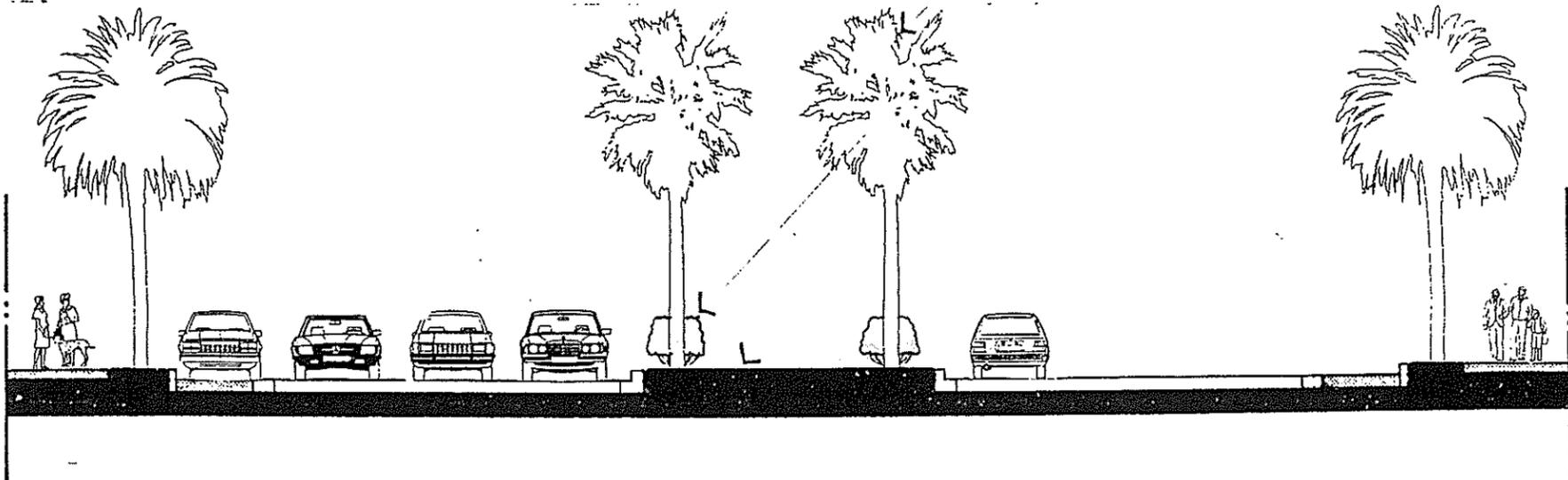
# Seawall Plaza Esplanade Planting

## Palm Pattern

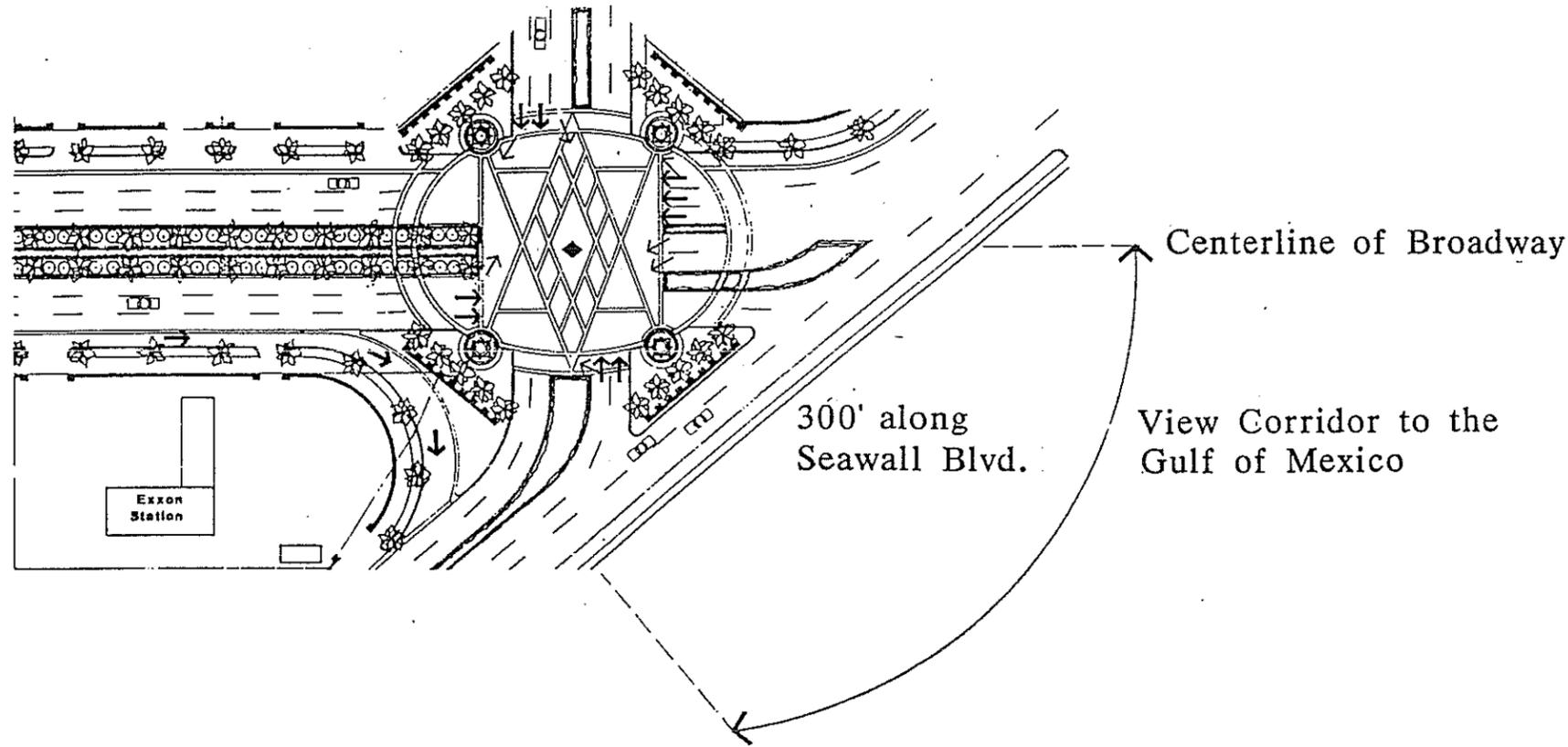
To signify and reinforce the approach to the Gulf of Mexico and Seawall Plaza, the esplanade planting shifts, as it does presently, to an ordered planting of Washingtonia Palm and Oleander. Beginning at 12th Street, this unique pattern continues to the esplanade's terminus at Seawall Blvd. Plaza. The spacing and pattern of Palms should be 30' o.c. consistent with the typical esplanade, however Oleander should be increased with two between each Palm. With improved lawns and irrigation, this special section of esplanade will reinforce and heighten the experience of destination and vista at Seawall Plaza.



WASHINGTONIA ROBUSTA  
OLEANDER "SEALY PINK"  
ST. AUGUSTINE LAWN



# Seawall Plaza Setbacks and Easements



## Broadway View Corridor

At the end of a tourist's long journey to vacation in Galveston, enjoy the sun, beach and Gulf of Mexico, he should be rewarded with an opportunity to see the landmark that symbolizes the end of the journey: the Gulf of Mexico. Currently the vista is obstructed with a variety of objects, billboards, buildings, amusement equipment and structures. Maintaining an open vista is possible with little disruption to these uses by means of establishing a view corridor. Bounded by a line that is the extension of the centerline of Broadway to the north and 300' south along the Seawall the view corridor would permit development below the Seawall but would prohibit any structure, sign, etc. to extend vertically above the elevation of the Seawall, approx. 14' tall.

## Seawall Plaza Use Easement

To create Seawall Boulevard Plaza, minor modifications to the available R.O.W. area are needed. At the northwest corner, the limits of the development require an additional land area. Most of the area is within the building setback along University Blvd., with a small amount needed from within buildable private property. The same condition occurs on the northeast corner. Here on the Jack Tarr property the land area needed is within a previously dedicated park area and may require no acquisition or dedication of private property. At the southwest corner Exxon Station where an added right hand turn lane eases flow from Broadway to Seawall, a combination of obtaining private property and returning public property to private use is required to provide this smooth transition.

### Public Use Easement

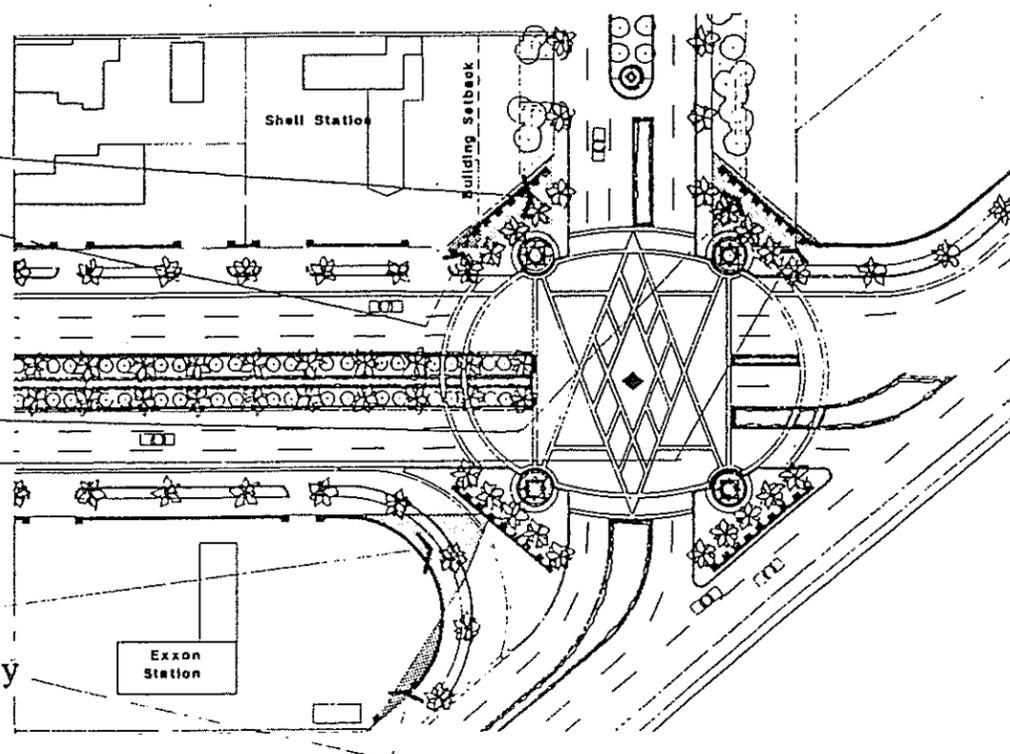
1320 S.F. Building Setback  
300 S.F. Buildable Area

### Public Use Easement

1505 S.F. Building Setback  
245 S.F. Buildable Area

### Public Use Easement

1500 S.F. Private Property  
550 S.F. Return to Private Property



## Implementation Through Public/Private Partnership

The complete realization of the Broadway Development Area Master Plan will be, and needs to be, a long term process. As times change, cities change, consequently the Master Plan recommendations should be considered flexible enough to adapt to that change. A phased process permits change to occur, as it should, to provide an end result that is responsive in detail and execution. The Master Plan should, however, be seen as the guiding vision for the Broadway Development Area. Its systems, patterns, and relationships, all carefully thought out and evolved through input from a number of committed and thoughtful Galvestonians, will create a basic format that will permit individual Master Plan recommendations to be implemented in their most effective and efficient manner. The amendment of the City's existing zoning ordinance, to include the recommendations outlined in the Planning and Zoning Section of the Master Plan will implement this format. With these adopted, the Broadway Beautification Committee and the City of Galveston can now shift their focus towards implementation of the remaining Master Plan recommendations. For an outline of these projects, funding opportunities and strategies, please refer to page 159.

With this information as a beginning point, an agenda for implementation should be created. The Master Plan becomes the tool to attract private funds, direct local public funding processes, and coordinate with other state and federal agencies so that all those who can contribute towards implementation are aware of how they can best participate. This partnership at the policy level is the first step in implementation.

At the physical level an equivalent, and equally committed, partnership must be established between the private and public sector. It will require the coordinated resources of both to bring the Broadway development Area Master Plan to fruition step by step, project by project, until one day its entirety has been realized. As discussed throughout the Master Plan it is this partnership that must be galvanized to implement the plan. The continued participation of the Broadway Beautification Committee, together with the City of Galveston, in the phased implementation of the Master Plan is vital. There are several options open to the B.B.C., as an organization, that should be considered and resolved to define its future role in implementation. One option is to be an organized advocacy organization which persuades public opinion and private investment. The second option could see the B.B.C. become a not-for-profit association which, together with the City of Galveston, becomes a more active facilitator of the Master Plan. The third option, and the most vital one, is for the B.B.C., through state and local approval, to receive the status of a Galveston County Improvement District. This kind of organization could then levy taxes and take on improvements as approved by Broadway Development Area Property Owners. All three options should be discussed and weighed with the City of Galveston and its citizenry. Of vital importance is the continued participation of the B.B.C. in following through to project realization, based upon the Master Plan they have initiated and

*"A Realistic plan that is reasonable for the private and public sector to Accomplish"*

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# Implementation Public Sector Improvements

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## Public Sector Improvements

The following pages 141 through 153 outline those Master Plan implementation projects that are perceived to be most appropriately undertaken by the public sector. In the broadest sense, the public sector mentioned should also include philanthropists, foundations, community improvement organizations, and individuals who may, through public agencies, want to contribute towards the implementation of improvements for the Broadway Development Area.

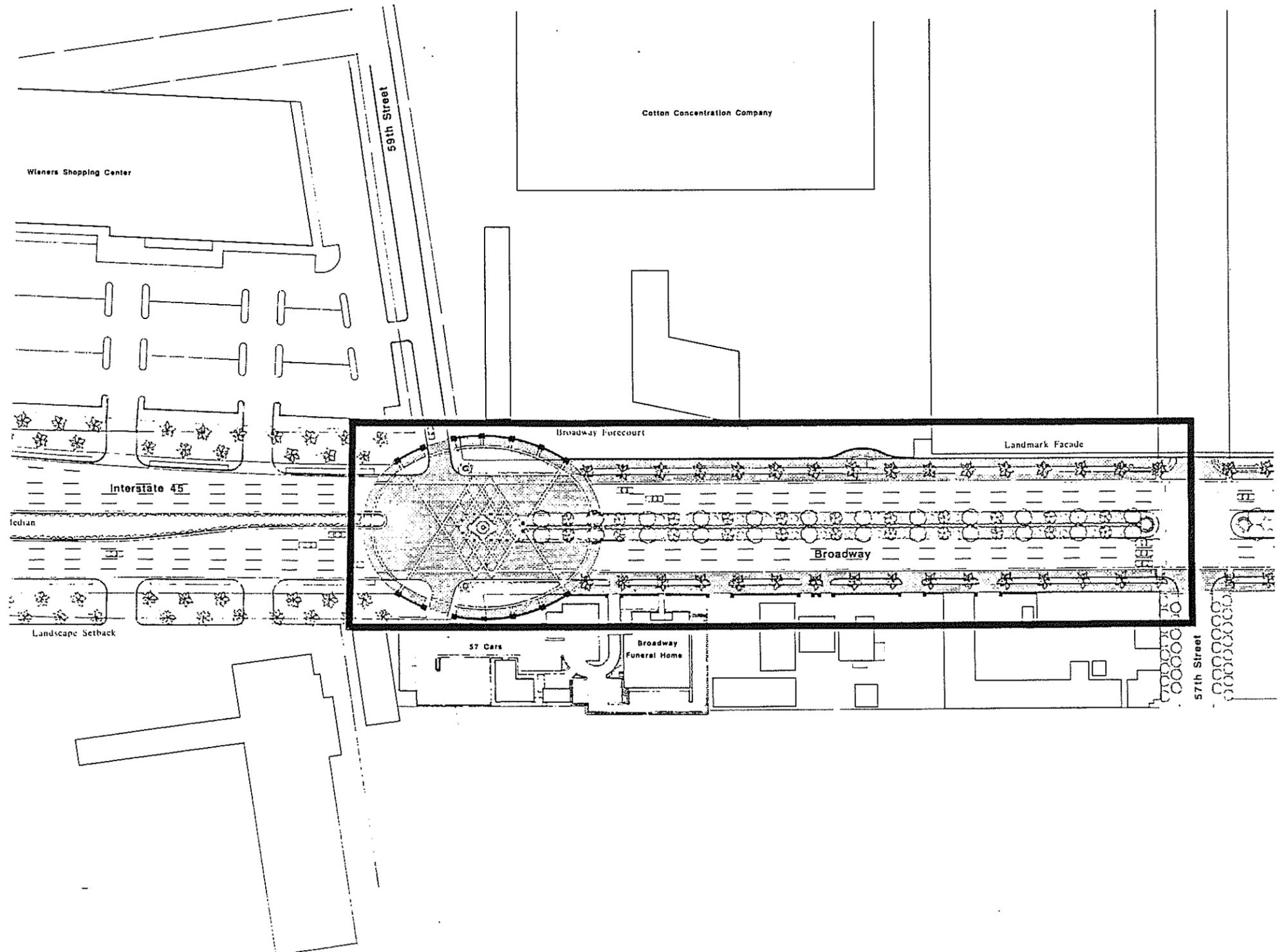
To assist these public sector organizations in budgeting and allocation of funds for improvements, the following cost estimates for installation and maintenance have been prepared. These projects are those contained in the Master Plan that show a near and mid-term feasibility for initiation. Others, while as important, are so dependent upon design variables that an estimate for construction and hence maintenance would better be accomplished at a point when serious consideration is being given to their execution. Cost estimates are based upon 1988 dollars and should be evaluated at the time of initiation for any necessary adjustments required due to inflation or other unforeseen conditions.

In evaluating the various public sector improvement projects it is important to understand the relative values involved in the cost of projects of this nature. When all of the improvements itemized in this section are totalled, an overall estimated expenditure of 10 to 12 million dollars is required. This expenditure would result in the implementation of the Master Plan as it relates to the complete renovation of Broadway from 59th to 6th Streets and some of the Parkway elements. The effect would be a new Broadway with an established "sense of place" throughout its public right-of-ways - a new image and improved functionalism day and night. To place this kind of expenditure in perspective, it may be helpful to compare it to the recently completed Galveston Trolley, an important addition to the City, which required an equivalent expenditure of funds. Both will be invaluable public improvements that will benefit the City and its people for years to come.

# Public Open Spaces

## 59th Street Entrance Forecourt Public Improvements Estimate

A. DEMOLITION	36,000
Curb & Gutter, Asphalt, Sidewalk Removal, Misc. Site Features, Utilities	
B. CONSTRUCTION	435,000
12" Curb & Gutter Esplanade 6" Stand-up Curb Street Edges Flush Concrete Bands Broadway Interlocking Street Pavers Broadway Interlocking Sidewalk Pavers Stone Planters at Esplanade Ends Concrete Bed Edge in Esplanade Utility & Drainage Modifications Concrete Wall at Annuals Utility & Drainage Modifications Concrete Wall at Annuals Esplanade Columns Elliptical Walls & Columns Fountain Restoration Bollards	
C. LIGHTING	60,000
Traffic Signal Relocation Intersection Lighting (For street lighting refer page 150)	
D. IRRIGATION	13,000
Esplanade Lawn, Planting & Planter Irrigation Street Edges Lawn Irrigation Tree Drip Irrigation	
E. PLANTING	59,000
Date Palm Street Trees - 10' Groundcovers & Annuals Street Edge Lawns Hydromulched Esplanade Lawns Solid Sod Tree Relocation	



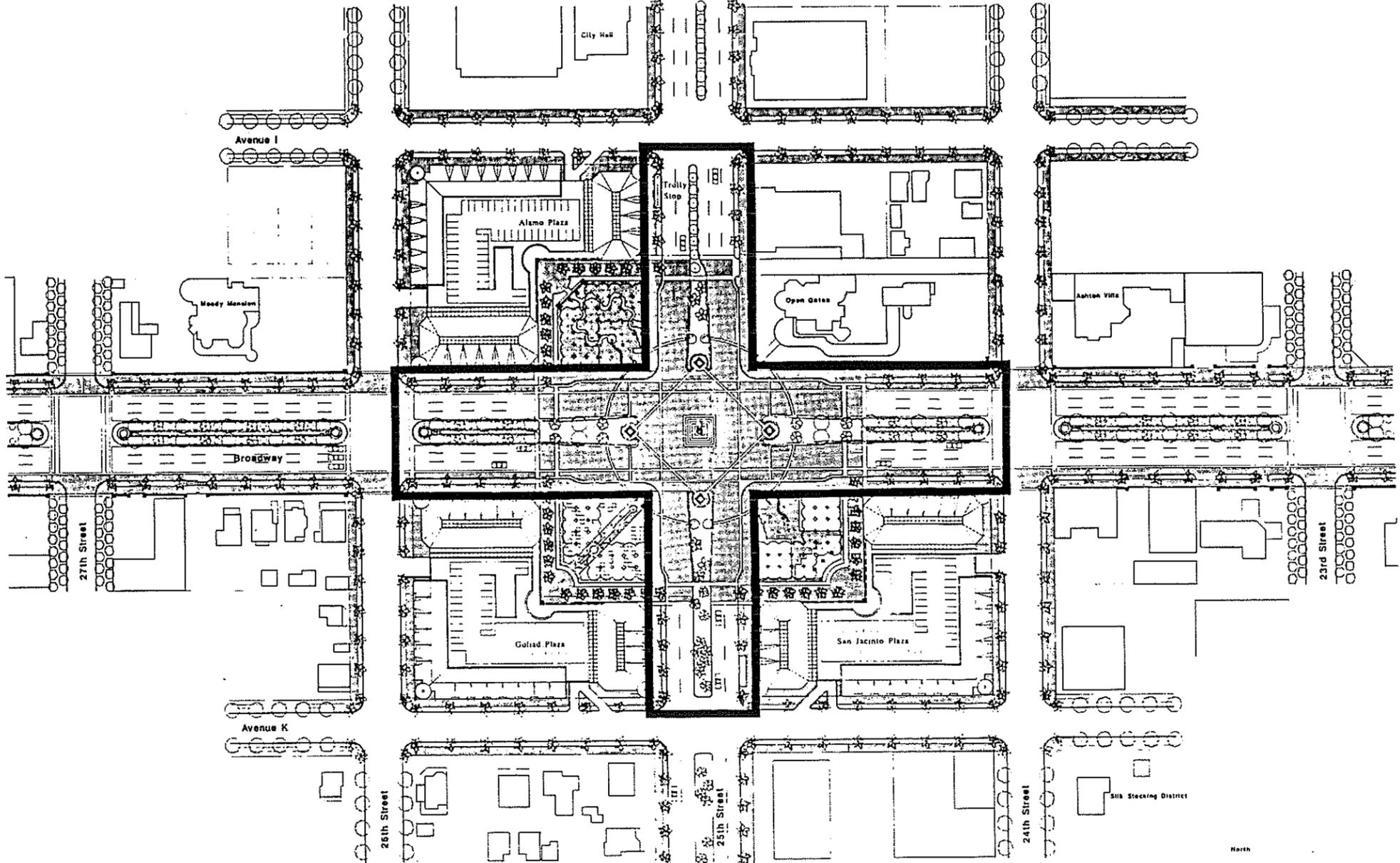
Cost Estimate Total      \$603,000  
Annual Maintenance      \$ 35,000

# Public Open Spaces

## 25th Street Public Improvements Estimate

A. DEMOLITION	82,700
Curb and Gutter Removal	
Asphalt Removal	
Sidewalk Removal	
Misc. Site Features, Utilities	
 B. CONSTRUCTION	 367,500
12" Curb & Gutter Esplanade	
6" Stand-up Curb Street Edges	
Flush Concrete Bands	
Broadway Interlocking Street Pavers	
Broadway Interlocking Sidewalk Pavers	
Stone Planters at Esplanade	
Concrete Bed Edge in Esplanades	
Utility and Drainage Modifications	
 C. LIGHTING	 108,000
Relocation of Traffic Signals	
Monument Lighting	
 D. IRRIGATION	 15,500
Esplanade Lawn Spray Irrigation	
Esplanade Planting Spray Irrigation	
Street Edge Lawn Irrigation	
Tree Drip Irrigation	
 E. PLANTING	 116,300
Magnolia Tree Relocation	
15-20' Date Palm Street Trees	
Groundcover in Esplanade	
Annuals in Planters	
Street Edge Lawns Hydromulched	
Esplanade Lawns Solid Sod	

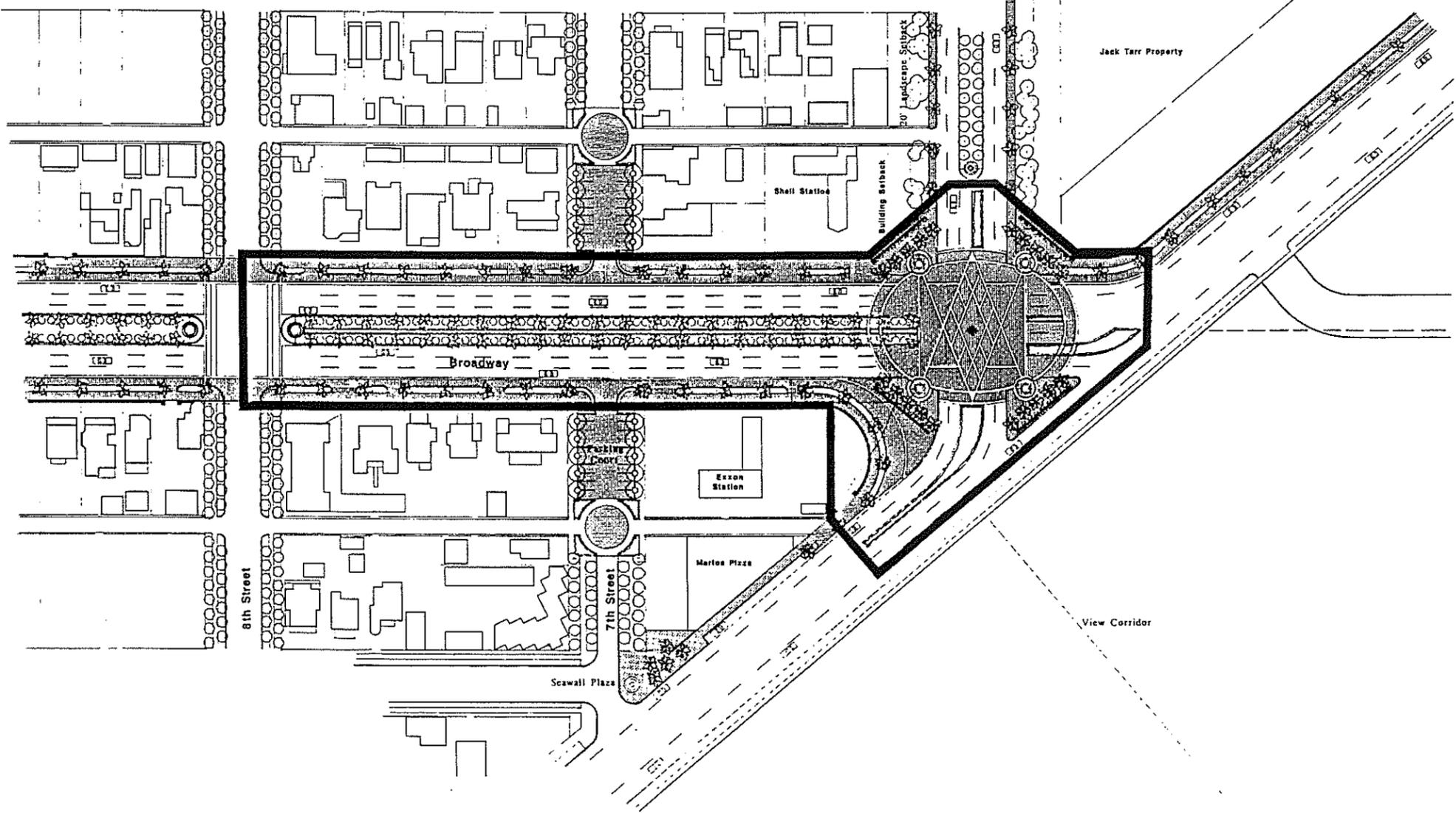
Cost Estimate Total	\$690,000
Annual Maintenance	\$ 22,000



# Public Open Spaces

## Seawall Intersection Public Improvements Estimate

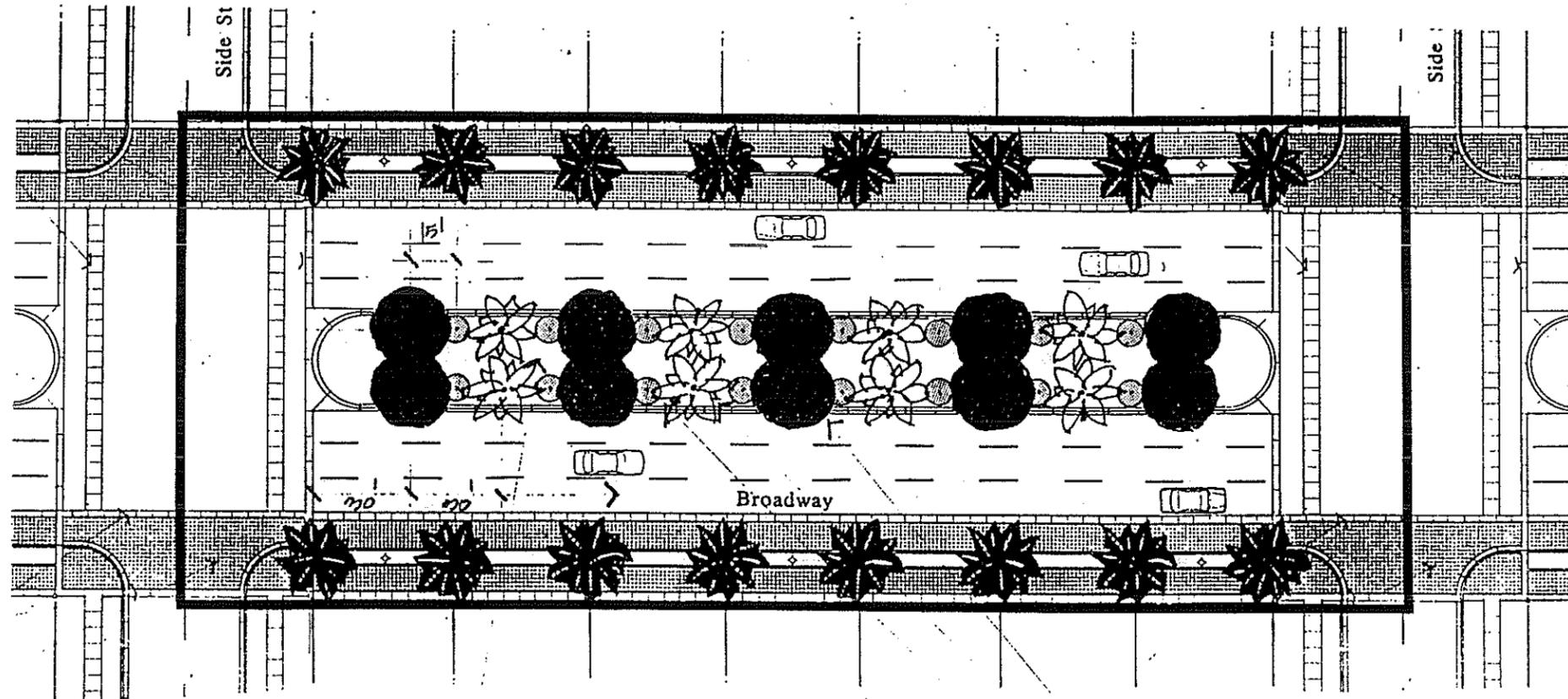
A. DEMOLITION	36,000
Curb & Gutter, Asphalt, Sidewalk Removal Misc. Site Features, Utilities	
B. CONSTRUCTION	510,500
12" Curb & Gutter Esplanade 6" Stand-up Curb Street Edges Flush Concrete Bands Broadway Interlocking Street Pavers Broadway Interlocking Sidewalk Pavers Stone Planters at Esplanade Ends Concrete Bed Edge in Esplanade Utility & Drainage Modifications Marble Column 35' Tall Bronze Statue 48" Ht. Walls with Fountain Pools Rosenberg Fountain Replicas Fountain Mechanical Allowance	
C. LIGHTING	70,000
Traffic Signal Relocation Intersection Lighting	
D. IRRIGATION	14,000
Esplanade Lawn, Planting & Planter Irrigation Street Edge Lawn Irrigation Tree Drip Irrigation Boring, Controller, Sleeves	
E. PLANTING	83,000
10' Date Palm Street Trees Groundcovers & Annuals Street Edge Lawns Hydromulched Esplanade Lawns Solid Sod Tree Relocation	



Broadway Seawall Blvd. University Blvd. Intersection

Cost Estimate Total	\$510,500
Annual Maintenance	\$ 22,500

# Broadway Streetscape Public Improvements

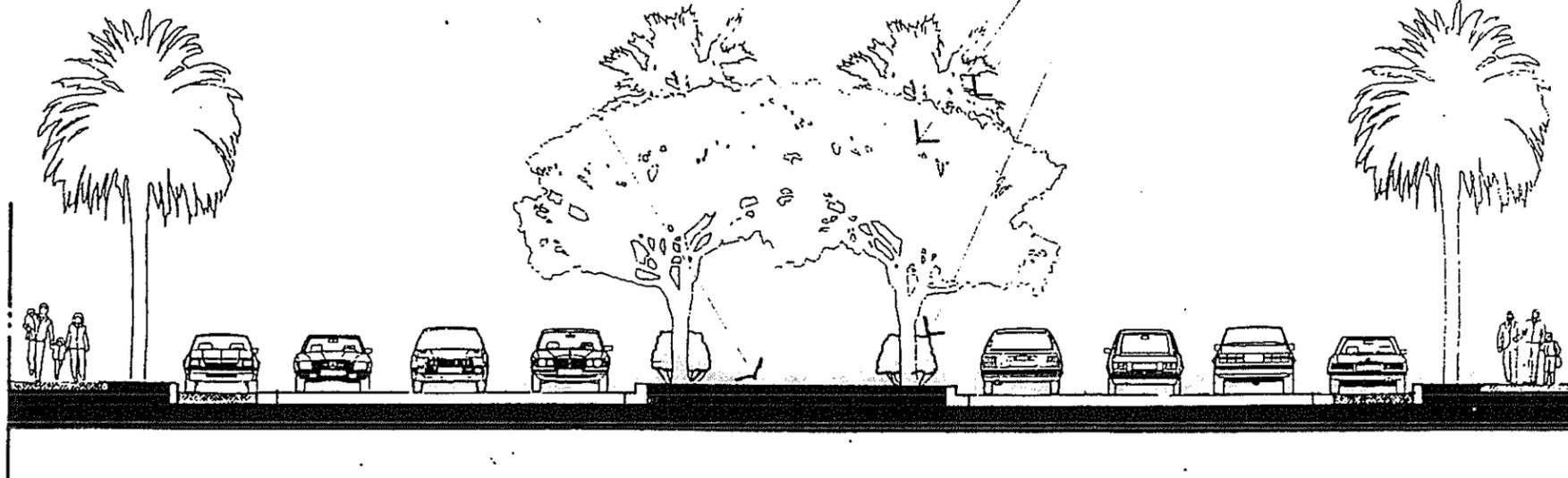


## Palm Street Trees/ Live Oak and Palm Esplanade Pattern

<b>A. DEMOLITION</b>	
Street Edges & Intersections	22,500
Curb & Gutter, Asphalt, Sidewalk Removal	
Misc. Site Features, Utilities	
<b>Esplanade</b>	<b>2,500</b>
Curb & Gutter Removal	
<b>B. CONSTRUCTION</b>	
Street Edges & Intersections	90,500
6" Stand-up Curb Street Edges	
6" Curb & Gutter Handicap Ramp	
Flush Concrete Crosswalk Bands	
Flush Concrete Bands Sidewalk	
Broadway Interlocking Street Pavers	
Broadway Interlocking Sidewalk Pavers	
Street Asphalt Resurfacing	
Striping & Traffic Buttons	
<b>Esplanade</b>	<b>9,000</b>
12" Curb & Gutter	
<b>C. IRRIGATION</b>	
Street Edges & Intersections	3,000
Street Edges Lawn Spray Irrigation	
Tree Drip Irrigation	
Boring, Sleeving, Controllers, etc.	
<b>Esplanade</b>	<b>4,500</b>
Esplanade Lawn Spray Irrigation	
Boring, Sleeving, Controllers, etc.	
<b>D. PLANTING</b>	
Street Edges & Intersections	15,000
10' Date Palms	
Hydromulched Lawn	
<b>Esplanade</b>	<b>11,000</b>
8" Cal. Live Oak	
Washingtonia Palms Replace by Trans.	
5 Gal. Oleander	
Esplanade Solid Sod Lawn	

ST. AUGUSTINE LAWN

LIVE OAK  
WASHINGTONIA ROBUSTA  
OLEANDER "SEAL PINK"

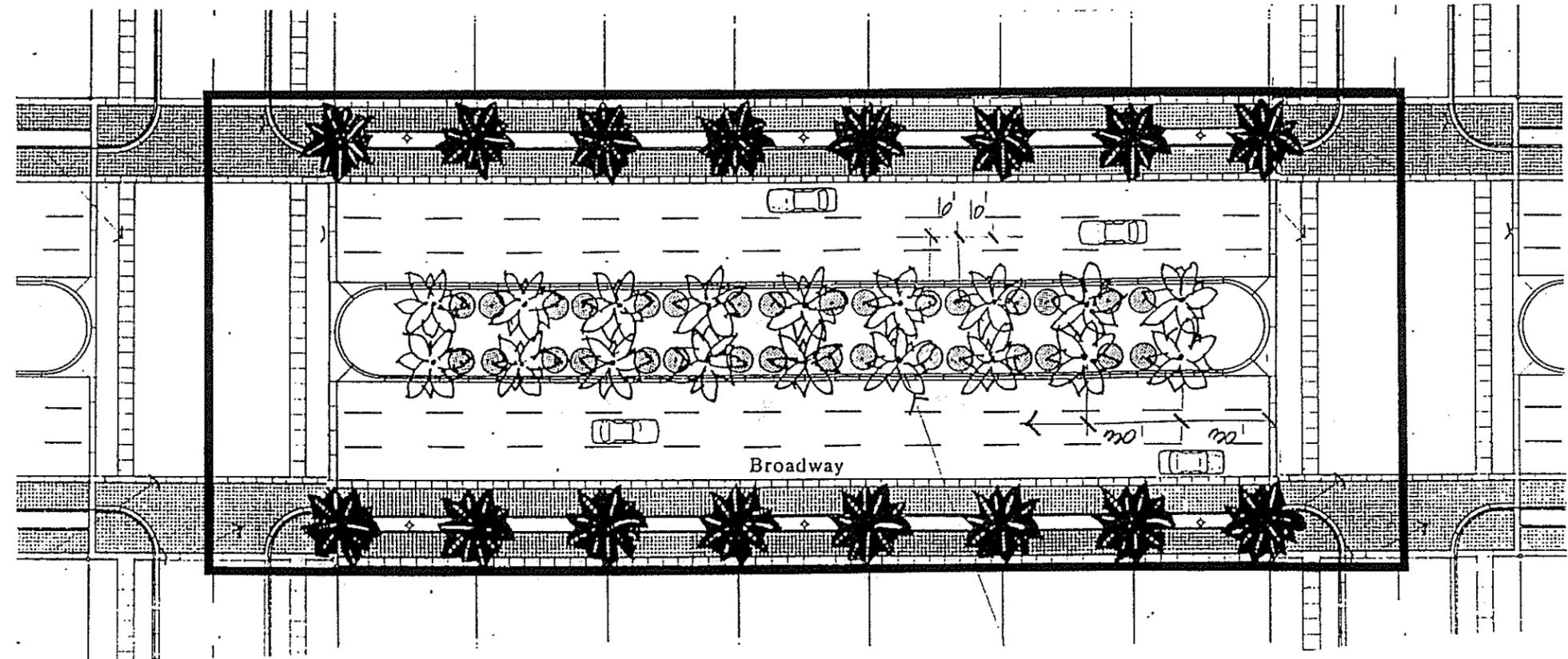


Cost Estimate Total \$158,000  
Annual Maintenance \$ 2,700

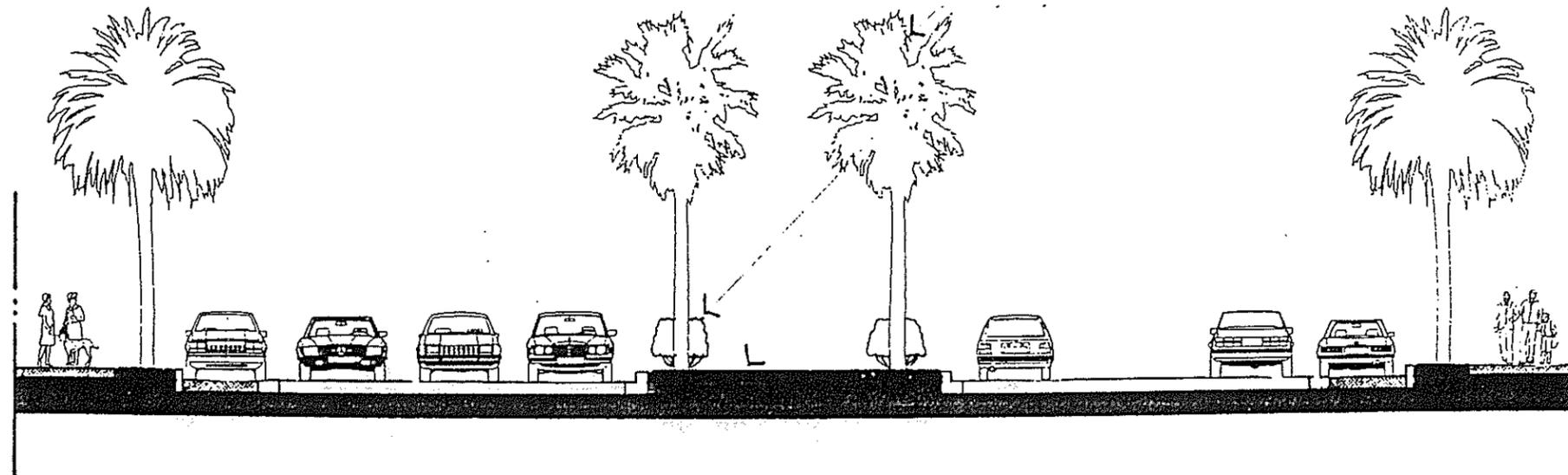
# Broadway Streetscape Public Improvements

## Palm Street Trees/ Palm Esplanade Pattern

- A. DEMOLITION
- Street Edges & Intersections 22,500
  - Curb & Gutter, Asphalt, Sidewalk Removal
  - Misc. Site Features, Utilities
  - Esplanade
  - Curb & Gutter Removal
- B. CONSTRUCTION
- Street Edges & Intersections 90,500
  - 6" Stand-up Curb Street Edges
  - 6" Curb & Gutter Handicap Ramp
  - Flush Concrete Crosswalk Bands
  - Flush Concrete Bands Sidewalk
  - Broadway Interlocking Street Pavers
  - Broadway Interlocking Sidewalk Pavers
  - Asphalt Street Resurfacing
  - Striping & Traffic Buttons
  - Esplanade 9,000
  - 12" Curb & Gutter
- C. IRRIGATION
- Street Edges & Intersections 3,000
  - Street Edges Lawn Spray Irrigation
  - Tree Drip Irrigation
  - Boring, Sleeving, Controllers, etc.
  - Esplanade 4,500
  - Esplanade Lawn Spray Irrigation
  - Boring, Sleeving, Controllers
- D. PLANTING
- Street Edges & Intersections 15,000
  - 10' Date Palms
  - Hydromulch Lawn
  - Esplanade 9,500
  - Washingtonia Palm Replace by Trans.
  - 5 gal. Oleander
  - Esplanade Solid Sod Lawn

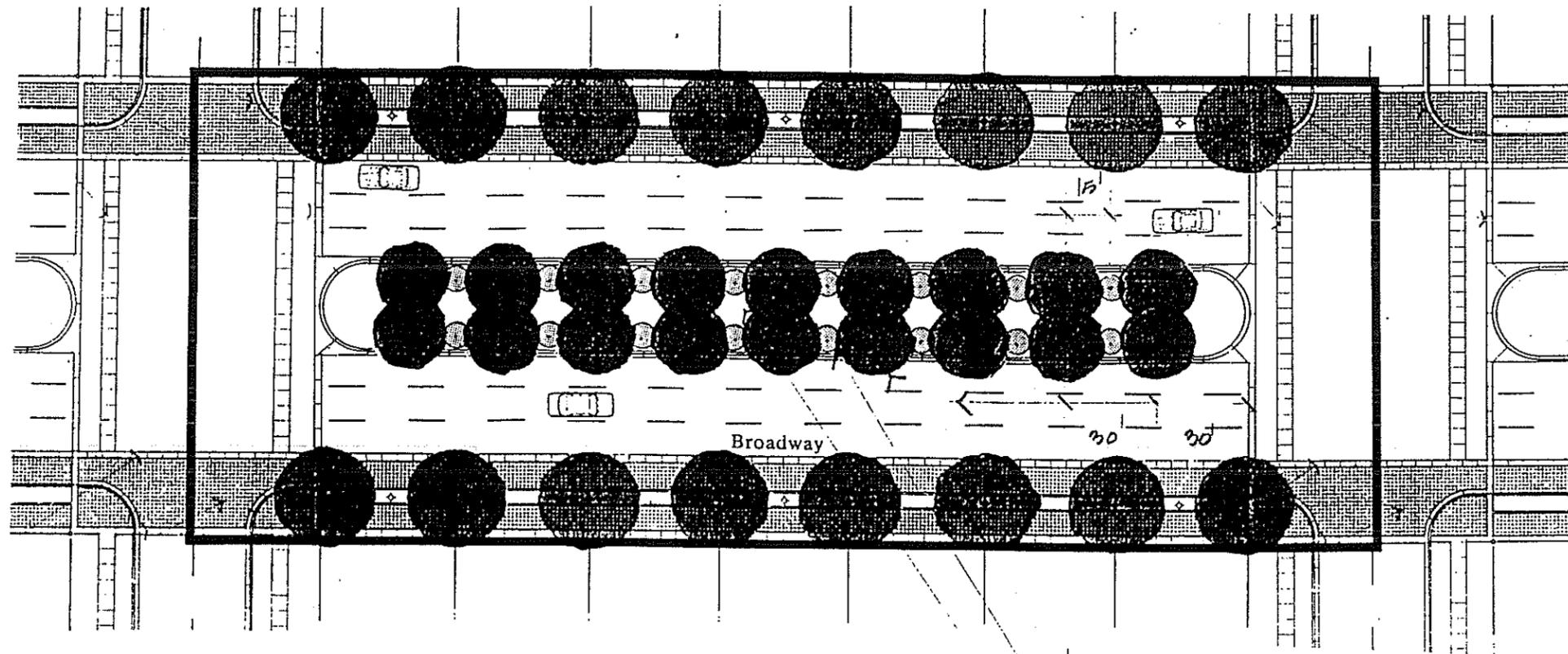


WASHINGTONIA ROBUSTA  
OLEANDER "SEAL PINK"  
ST. AUGUSTINE LAWN



Cost Estimate Total \$156,500  
Annual Maintenance \$ 2,700

# Broadway Streetscape Public Improvements

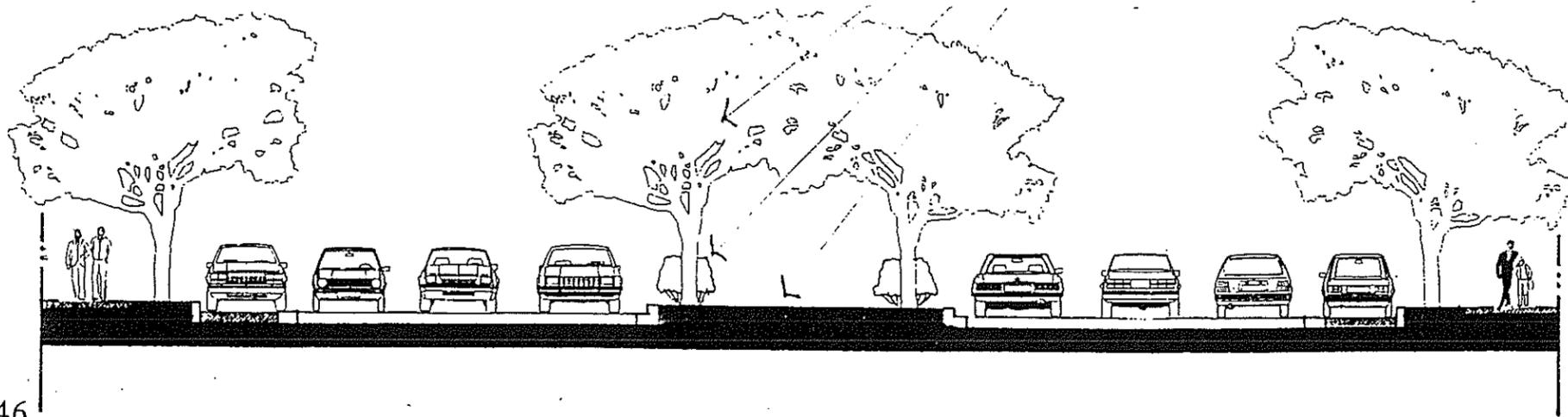


- ✓ LIVE OAK
- ✓ OLEANDER "SEALY PINK"
- ✓ ST AUGUSTINE LAWN

## Live Oak Street Trees/ Live Oak Esplanade Pattern

<b>A. DEMOLITION</b>	
Street Edges & Intersections	22,500
Curb & Gutter, Asphalt, Sidewalk Removal	
Misc. Site Features, Utilities	
Esplanade	2,500
Curb & Gutter Removal	
<b>B. CONSTRUCTION</b>	
Street Edges & Intersections	90,500
6" Stand-up Curb at Street Edges	
6" Curb & Gutter Handicap Ramp	
Flush Concrete Crosswalk Bands	
Flush Concrete Bands Sidewalk	
Broadway Interlocking Street Pavers	
Broadway Interlocking Sidewalk Pavers	
Asphalt Street Resurfacing	
Striping & Traffic Buttons	
Esplanade	17,500
12" Curb & Gutter	
Stone Planter at Esplanade Ends	
Concrete Bed Edge in Esplanade	
<b>C. IRRIGATION</b>	
Street Edges & Intersections	3,000
Street Edges Lawn Spray Irrigation	
Tree Drip Irrigation	
Boring, Sleeving, Controllers, etc.	
Esplanade	4,500
Lawn, Annuals Spray Irrigation	
Boring, Sleeving, Controllers, etc.	
<b>D. PLANTING</b>	
Street Edges & Intersections	2,500
30 Gal. Live Oak	
Hydromulched Lawn	
Esplanade	22,500
8" Cal. Live Oak	
5 Gal. Oleander	
Annuals	
Esplanade Solid Sod Lawn	

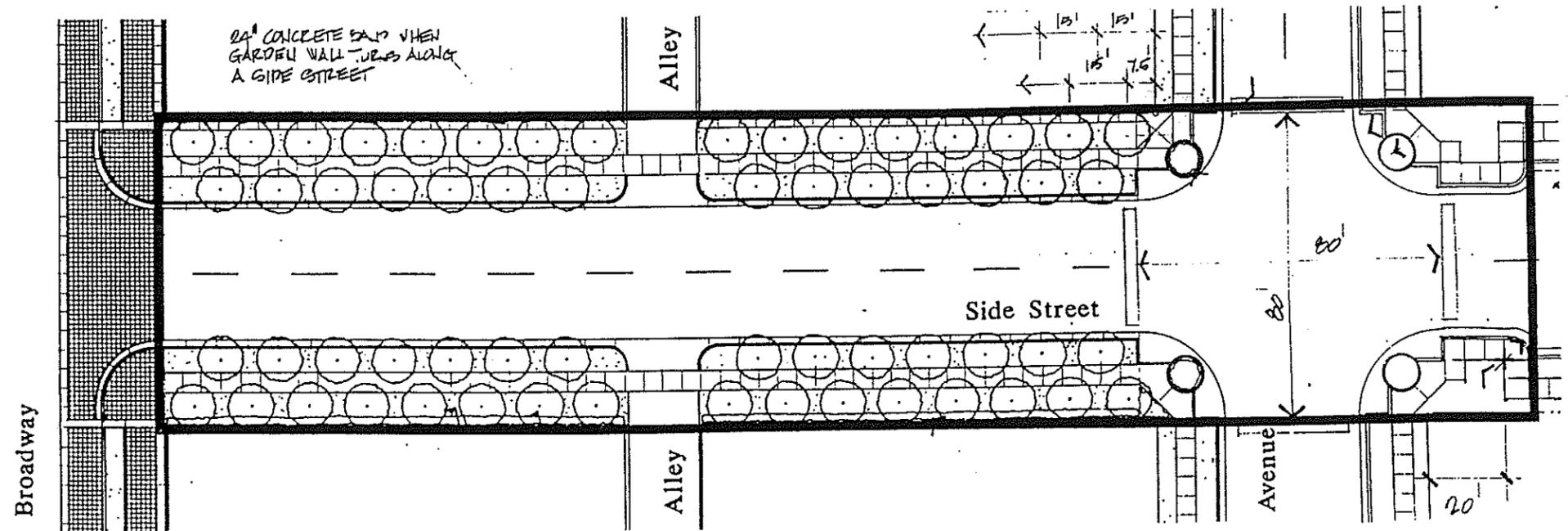
Cost Estimate Total \$165,500  
Annual Maintenance \$ 11,500



# Side Street Public Sector Improvements

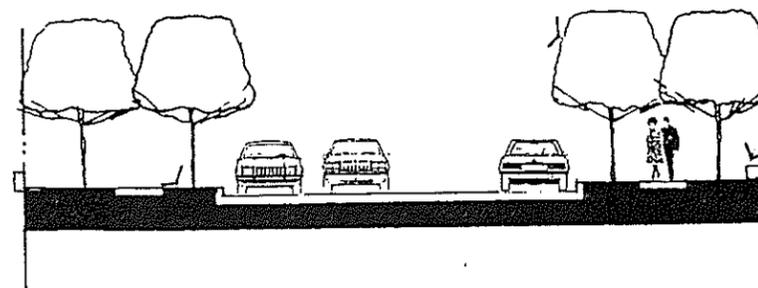
## Side Street Narrowing and Streetscape Improvements

A. DEMOLITION	11,500
Curb & Gutter, Asphalt, Sidewalk Removal Misc. Site Features, Utilities	
B. CONSTRUCTION	55,500
6" Curb & Gutter Streets Flush Concrete Concrete Sidewalk Asphalt Street Resurfacing Striping & Traffic Buttons Utility & Drainage Modifications	
C. IRRIGATION	5,500
Street Edges Lawn Irrigation Tree Drip Irrigation Planter Irrigation Handicap Ramp Controller, Boring, Sleeve	
D. PLANTING	7,500
15 Gal. Tree Oleander Annuals Street Edge Lawns Hydromulched	



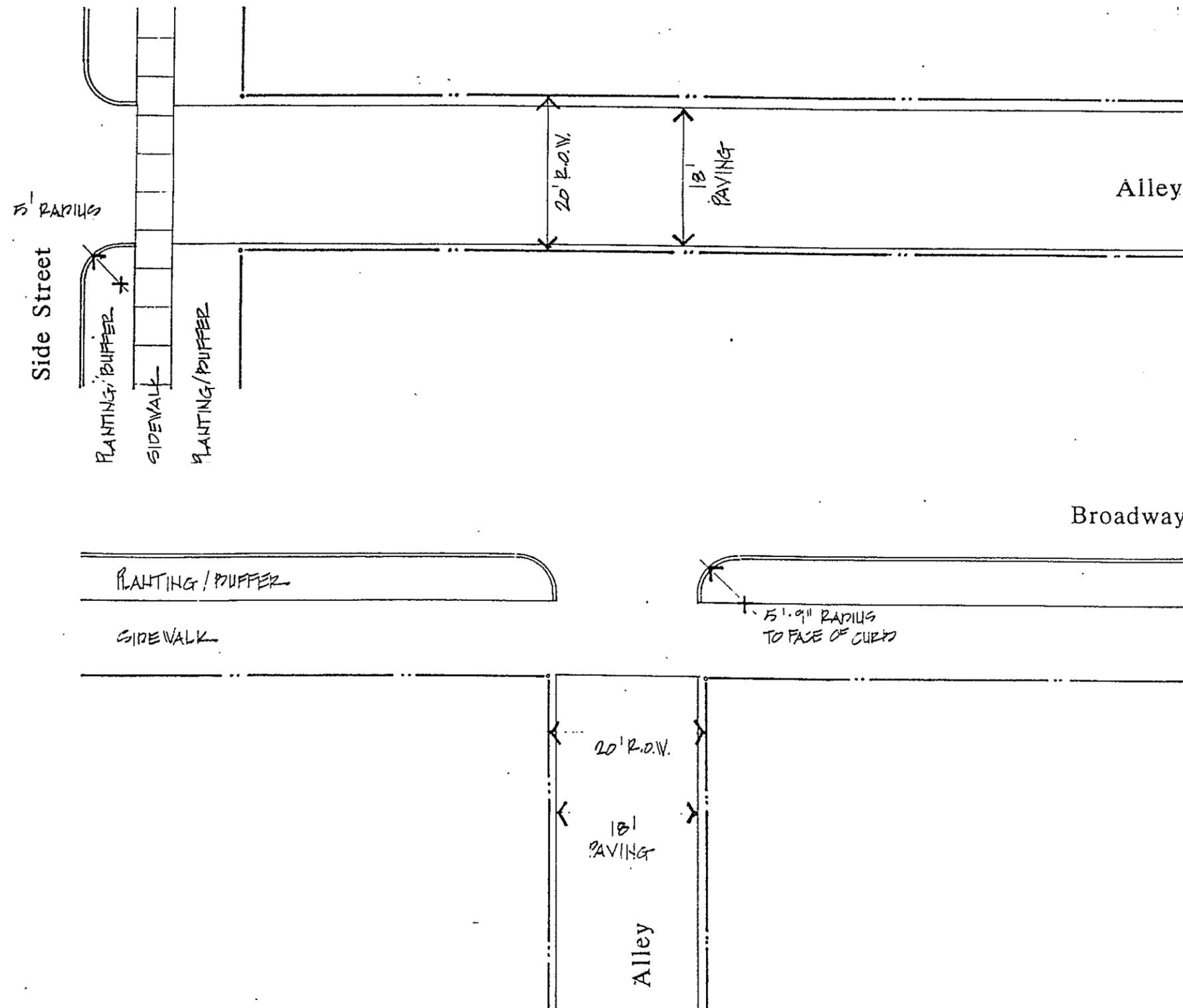
TREE FORM O.E.L. PER WINDIE PARK  
ST. AUGUSTINE LANE

LOW-SHEDDING  
SHOULDERED BY  
PRIVATE RESIDENTS  
WHEEL WREN GAUGE,  
WALL RESIST  
CONTINUE ALONG  
SIDE STREETS



Cost Estimate Total	\$ 80,000
Annual Maintenance	\$ 1,300

# Service and Utility Public Sector Improvements



## Alley Paving Improvements

### East/West Alley Paving

- A. DEMOLITION  
Excavation, Rough Grading, Misc. Demolition Included Item B.
- B. CONSTRUCTION 18,400  
6" Conc. Paving Includes Reinforcing Steel  
Side Street Approach

Cost Estimate Total \$ 18,400

### North/South Alley Paving

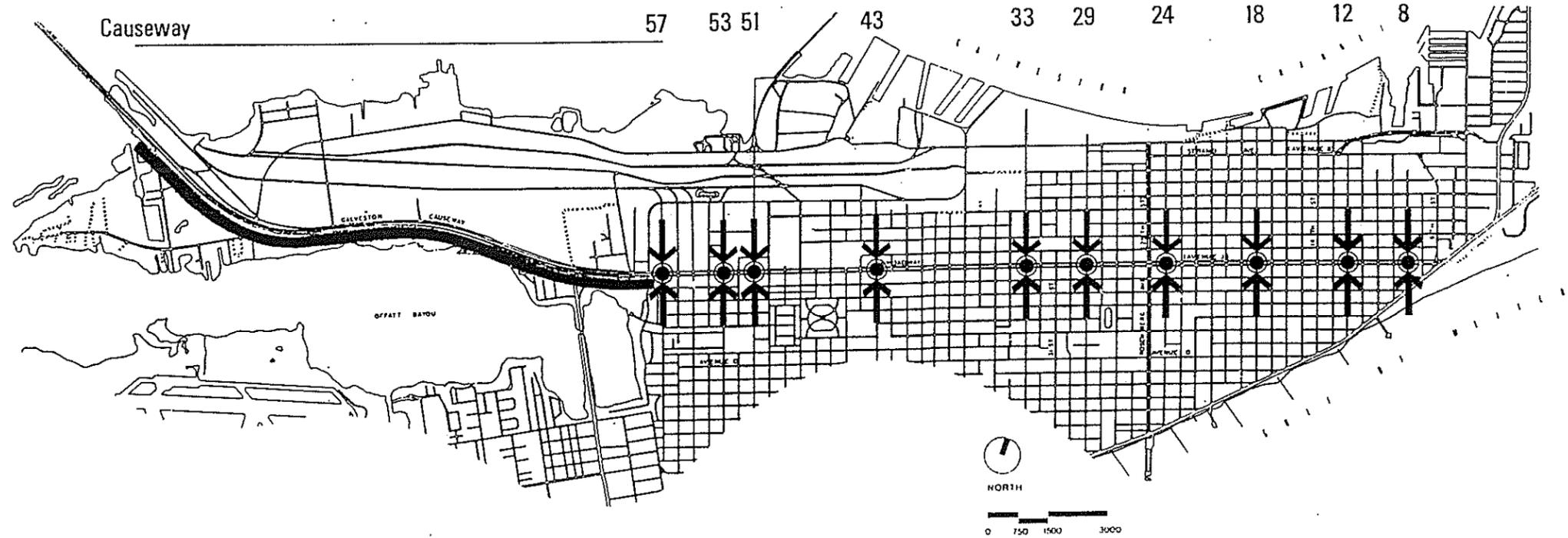
- A. DEMOLITION  
As Above
- B. CONSTRUCTION 16,000  
6" Conc. Paving as Above  
Broadway Approach Includes Conc. Pavers  
Avenue Approach

Cost Estimate Total \$ 16,000

# Service and Utility Public Sector Improvements

## Burial of Overhead Electricity Service

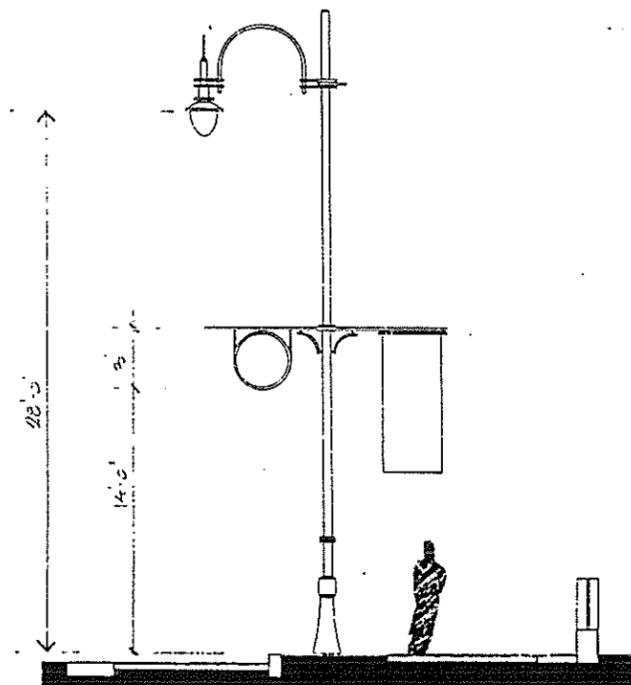
- A. CAUSEWAY TO 57th STREET 2,187,000  
Bury 16,200 l.f.
- B. BROADWAY CROSSINGS AT 526,500  
57th, 53rd, 51st, 43rd,  
33rd, 29th, 24th, 18th,  
12th and 8th Streets  
Bury 390/l.f. per crossing.



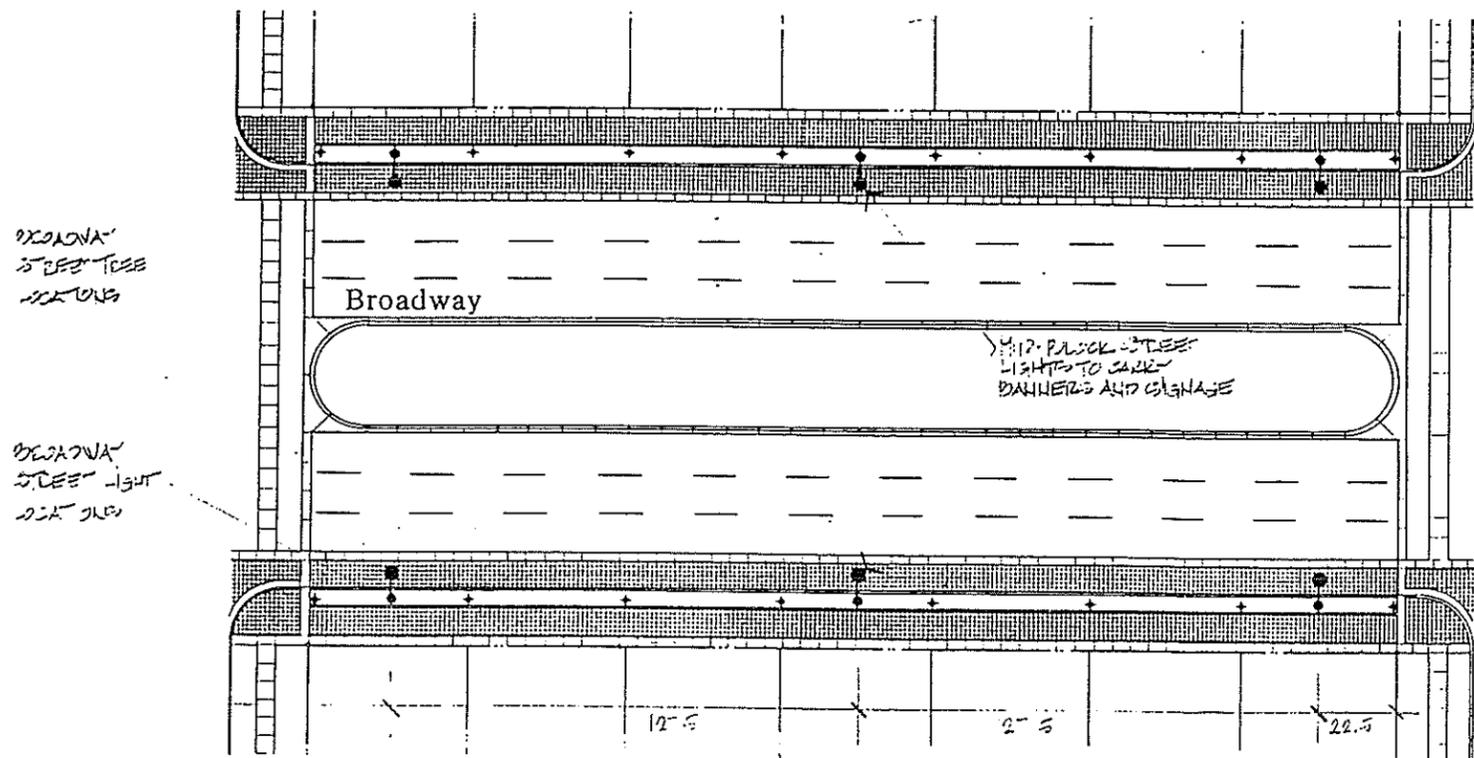
Cost Estimate Total \$2,713,500

# Lighting Public Sector Improvements

## Broadway Street Lighting



- |  |               |
|--|---------------|
| A. DEMOLITION  | 132,500       |
| Removal of Exist. Esplanade Fixtures   |               |
| Demolition of Underground, Controls, Footings                                |               |
| Misc. Structures & Utilities   |               |
| <br>B. INSTALLATION  | <br>1,223,000 |
| 250 W MH Glass Prismatic Luminair on   |               |
| 35' Fiberglass Pole with Stainless Steel Arms & Fasteners, Concrete Footings |               |
| Conduit, Controls, etc.  |               |
| <br>C. MID-BLOCK FIXTURES GRAPHICS/SIGNAGE                                   | <br>84,500    |
| Arms & Brackets  |               |
| Signage  |               |
| Banners 4 Sets   |               |

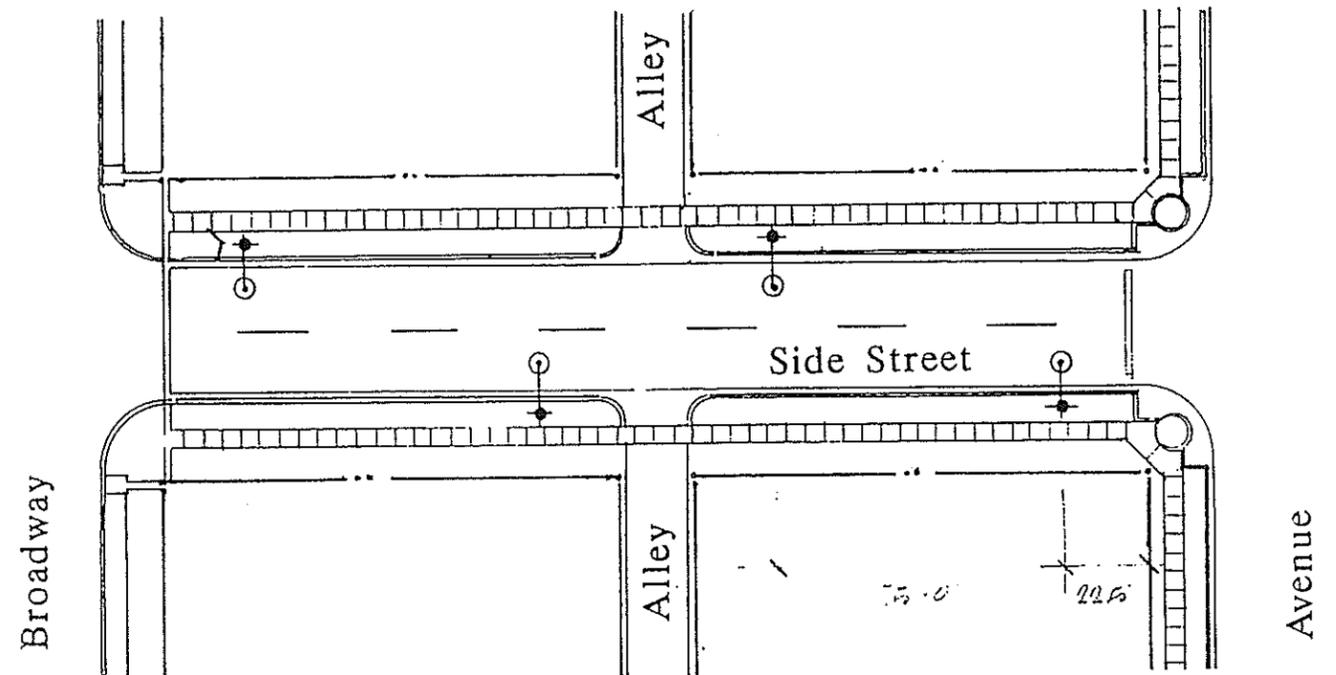
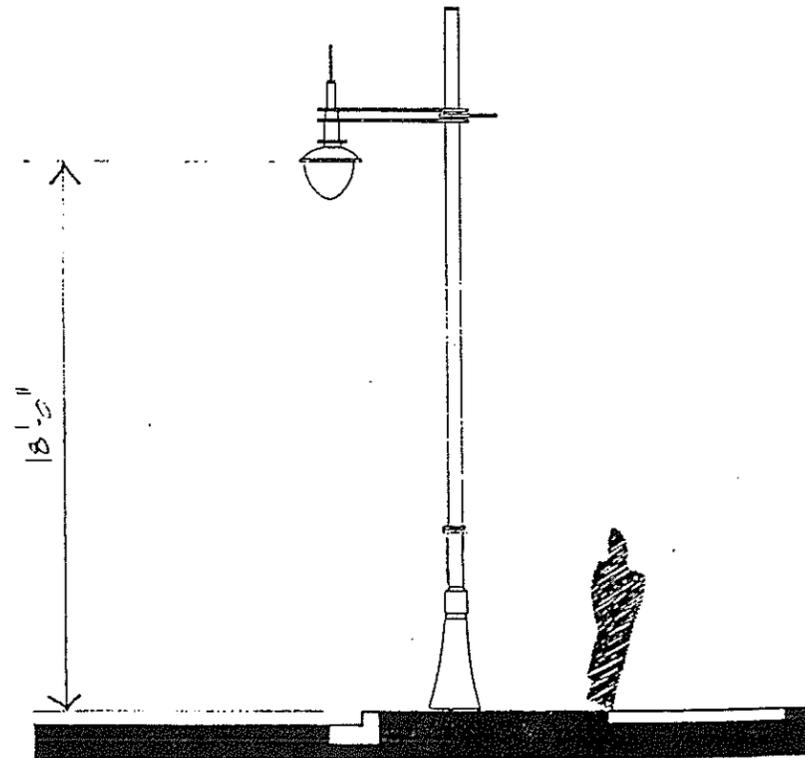


Cost Estimate Total \$1,440,000

# Lighting Public Sector Improvements

## Side Street Lighting

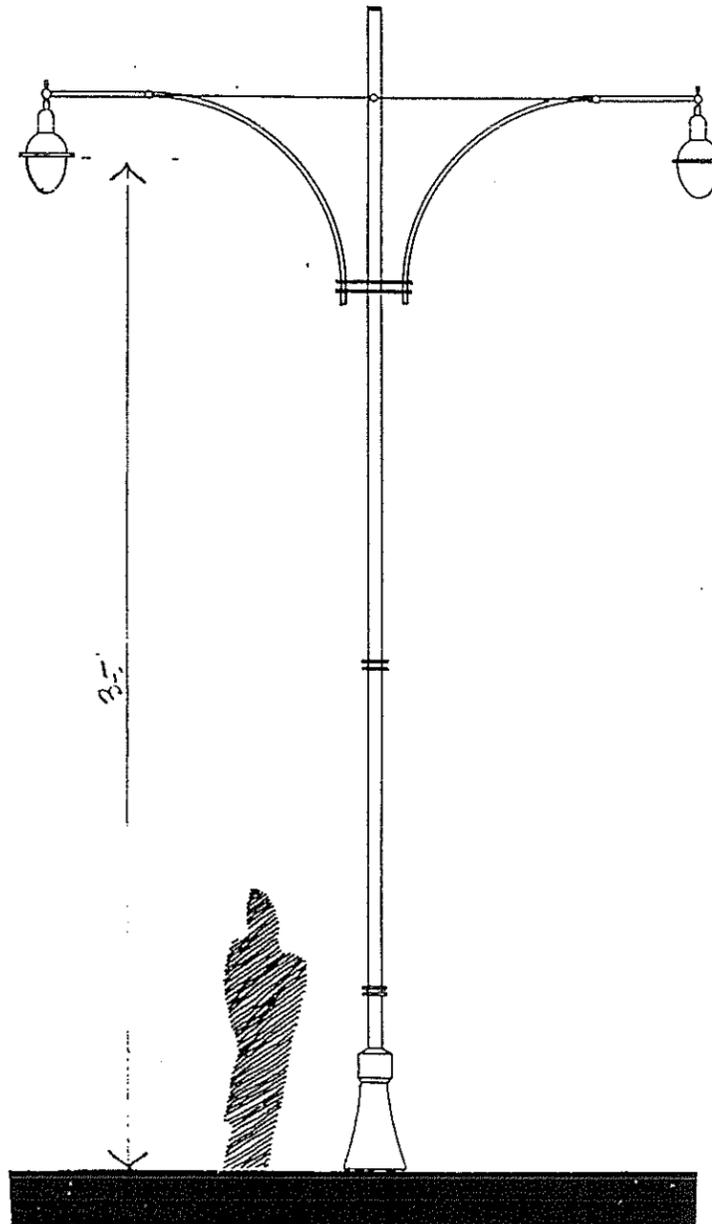
- A. DEMOLITION 26,500  
 Removal of Existing Fixtures  
 Removal of Underground, Controls,  
 Footings  
 Misc. Structures & Utilities
- B. INSTALLATION 1,022,000  
 175 W MH Glass Prismatic Luminair on  
 20' Fiberglass Pole with Stainless  
 Steel Arms, Fasteners, Concrete  
 Footings  
 Conduits, Controls, etc.



Cost Estimate Total \$1,048,500

# Lighting Public Sector Improvements

## Parkway Lighting I-45 59th Street to Broadway



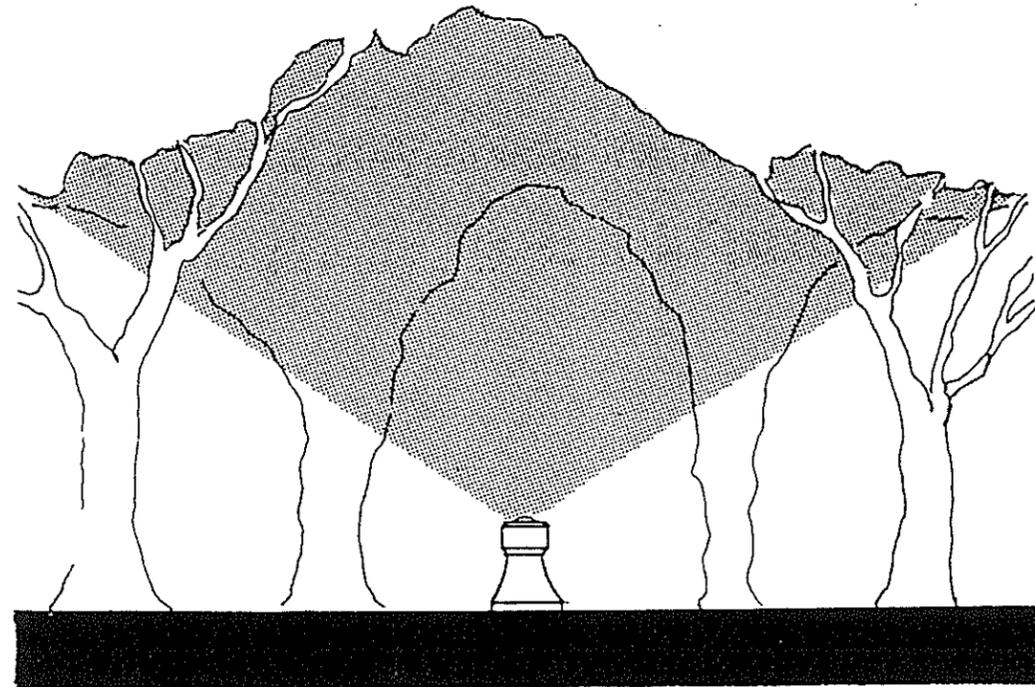
- A. DEMOLITION 48,500  
Removal of Exist. Poles & Fixtures Only  
Misc. Demolition Costs
  
- B. INSTALLATION 403,000  
Twin 250 W/H.P.S. W/ Glass Prismatic  
Luminair on 35' Fiberglass Pole  
With Stainless Steel Arms & Fasteners  
On Existing Footings Using Existing  
Power/Controls

# Lighting Public Sector Improvements

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## Broadway Esplanade Tree Up-Lighting

- A. INSTALLATION 387,500  
Installation of (2) 175 W MV Uplights  
in Stone Bollard Under Live Oaks  
Conduits, Controls, etc.



# Implementation Strategy

## Short Term Projects 1-5 Years

- \*ESTABLISH BROADWAY DEVELOPMENT AREA  
Zoning Ordinance Amendment
- \*LAND-USE REFINEMENTS B.D.A.  
Zoning Ordinance Amendment
- \*PARKWAY 59TH TO 89TH STREETS I-45 NORTH LANDSCAPE SETBACK AND DEVELOPMENT  
Zoning Ordinance Amendment  
Private Development  
Tax Abatement Full or Partial for Dedication of Setback
- \*PARKWAY FRONTAGE PLANTING I-45 NORTH LANDSCAPE SETBACK  
Zoning Ordinance Amendment  
Private Development  
Tax Abatement Full or Partial for Dedication of Setback
- \*PARKWAY FRONTAGE PLANTING I-45 SOUTH LANDSCAPE SETBACK  
Zoning Ordinance Amendment  
Private Development  
Tax Abatement Full or Partial for Dedication of Setback
- \*PARKWAY CURB CUT CRITERIA  
Zoning Ordinance Amendment  
Private Development
- \*PARKWAY ARCHITECTURAL DESIGN STANDARDS HEIGHT AND SETBACK  
Zoning Ordinance Amendment  
Private Development
- \*BROADWAY ARCHITECTURAL DESIGN STANDARDS HEIGHT AND SETBACK  
Zoning Ordinance Amendment  
Private Development
- \*BROADWAY CURB CUT CRITERIA  
Zoning Ordinance Amendment  
Private Development
- \*SIDE STREET CLOSURES, PARKING COURTS AND POCKET PARKS  
Zoning Ordinance Amendment  
Private Development  
Foundations  
Philanthropists  
Institutions  
Community Improvement Organizations  
Tax Allocation Financing
- \*ADJACENT PROPERTY PARKING IMPROVEMENTS  
Zoning Ordinance Amendment  
Private Development
- \*GARDEN WALL  
Zoning Ordinance Amendment  
Private Development
- BROADWAY SIGNAGE DESIGN STANDARDS  
Zoning Ordinance Amendment  
Private Development
- \*B.D.A. PROJECT APPROVAL PROCESS  
Zoning Ordinance Amendment
- HISTORIC PRESERVATION RECOMMENDATIONS  
Galveston Historic Foundation  
Zoning Ordinance Amendment
- PARKWAY IMPROVEMENTS HIGHWAY R.O.W.  
State Department of Highways and Public Transportation Matching Beautification Funds, State Level and District Level  
Foundations  
Philanthropists  
Community Improvement Organizations
- BROADWAY STREET TREE PLANTING - ESPLANADE PLANTING  
Philanthropists  
Foundations  
Community Improvement Organizations  
County Capital Improvement Funds  
Tax Allocation Financing
- EVENT AND VISITOR DIRECTIONAL SIGNAGE  
Events Committees  
Community Improvement Organizations  
Philanthropists  
Foundations

## Mid Term Projects 5-15 Years

- BROADWAY FORECOURT, 59TH STREET CITY ENTRANCE  
Philanthropist  
Foundation  
Community Improvement Organizations  
Capital Improvement Funds City/County  
Community Development Funds  
Tax Allocation Financing  
State Department of Highways and Transportation Matching Beautification Funds and 1% Beautification Fund  
Tax Abatements for Private Landowner's Dedicating Use Easement for Implementation  
National Endowment for the Arts  
Historic Foundations
- VICTORY SQUARE  
Private Development  
Tax Abatements Full or Partial for Dedicated Use Easements  
S.D.H.&P.T. 1% Beautification Fund  
S.D.H.&P.T. Basic Street Renovations  
Capital Improvements Fund City/County  
Community Development Funds  
Philanthropists  
Foundations/Institutions  
National Endowment for the Arts Funds  
Texas Heroes Monument Commission  
Community Improvements Organizations  
Tax Allocation Financing  
Events Committees
- SEAWALL BLVD. PLAZA  
Tax Abatements Full or Partial for Dedicated Use Easements  
S.D.H.&P.T. 1% Beautification Fund  
S.D.H.&P.T. Basic Street Renovations  
Capital Improvements Funds City/County  
Community Development Funds  
Philanthropists  
Foundations/Institutions  
National Endowment for the Arts Funds  
Community Improvement Organizations  
Tax Allocation Financing  
Events Committees
- THE CITY GATEWAY  
Philanthropist  
Community Improvement Organizations  
Foundations  
Events Committees  
Capital Improvement Funds City/County  
Community Development Funds  
Tax Allocation Financing
- BROADWAY MONUMENTS  
Philanthropists  
Foundations/Institutions  
National Endowment for the Arts  
Capital Improvements Funds  
Tax Allocation Financing  
Community Improvement Organizations Interest Groups  
Community Development Funds
- BROADWAY STREET AND SIDEWALK PAVING IMPROVEMENTS  
State Department of Highways and Public Transportation  
Basic Street Renovations  
S.D.H.&P.T. 1% Beautification Fund Street Pavers and Bands  
Capital Improvements Funds City/County  
Community Development Funds  
Tax Allocation Financing  
Philanthropists  
Foundations  
Community Improvement Organizations

- SIDE STREET REDUCTION AND PLANTING  
Capital Improvement Funds, City  
Community Development Funds  
Community Improvement Organizations/Interest Groups  
Tax Allocation Financing
- ALLEY PAVING  
Capital Improvement Funds, City  
Community Development Funds  
Community Improvement Organizations Interest Groups  
Tax Allocation Financing
- BROADWAY PARKWAY STREET LIGHTING  
S.D.H.&P.T.  
Capital Improvements Funds, City  
Community Development Funds  
Community Improvement Organizations Interest Groups  
Tax Allocation Financing  
Philanthropists  
Foundations  
Events Committees

## Long Term Projects 15 Years and Beyond

- TEICHMANS POINT  
Private Development  
City/County Funding for Primary Infrastructure  
Zoning Ordinance Amendment for Density/Open Space Criteria
- 61st STREET ENTRANCE  
Philanthropist  
Foundations  
Community Improvements Organizations  
Events Committees  
Capital Improvement Funds City/County/C.O.E.  
Community Development Funds  
S.D.H.&P.T. 1% Beautification Funds in Conjunction with Proposed Overpass  
Tax Allocation Financing
- OFFATS BAYOU WATERFRONT PARK  
Land Dedication Private Property Owner  
Tax Abatement Incentives for Land Dedication  
Park Development Capital Improvement Funds of City, County, Parks Board  
Tax Allocation Financing  
Corps of Engineers  
Texas Parks and Wildlife Grant Funds
- PERFORMING ARTS PAVILION  
Public Funds as Noted for Waterfront Park  
Private Development
- LIVE OAK ESPLANADE UP-LIGHTING  
Philanthropists  
Foundations  
Community Improvement Organizations  
Tax Allocation Financing  
Community Development Funds
- OUTDOOR ADVERTISING CORRIDOR I-45 NORTH  
Outdoor Advertising Industry  
Tax Allocation Financing  
Refer Master Plan for Further Funding Implementation Recommendations

## Synopsis of Projects Funding Opportunities and Incentives

The adjacent synopsis is provided as a beginning point in establishing an agenda for implementation. The projects listed are a summation of all those recommended throughout the Master Plan and include both public sector improvements and private sector improvements. The private sector improvements will occur once the planning and zoning recommendations presented in the Master Plan become a part of the city's zoning ordinance by amendment. Projects have been prioritized into three phased time periods: short-term, one to five years; mid-term, five to fifteen years; and long-term, fifteen and beyond years. Projects listed under each phasing period are complemented with a listing of potential funding sources and incentive notions that can be pursued to assist in project realization.

The time parameters applied to these projects should by no means be a limitation to their implementation. Should the opportunity arise to implement a project today that is recommended as a mid-term project, it should be looked into to assure a constructability interrelationship with its related Master Plan projects. Assuming all is in order, the project should be initiated immediately. The Master Plan is intended as a phased effort; consequently, various components can occur relatively independently of others.

It should also be noted that the projects listed have an internal phaseability. An example is the planting of street trees along Broadway. Following the Master Plan, trees can be planted where possible initially. When the renovation of Broadway's streets and sidewalks occurs and curb cut criteria are in effect, the balance of street trees can be installed to complete the planting. This kind of internal phaseability occurs with almost every project mentioned and should be considered in establishing an implementation agenda. Similarly, other projects require political and policy initiatives to be completed before their physical realization can take place. These are often complex and time consuming processes that can be initiated immediately expediting the implementation process.

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# Implementation Private Sector Improvements

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## Introduction to Private Sector Improvements

In fulfilling the private sector's role in the public/private partnership that will be required to implement the Master Plan, there are the following improvements to private property that will be requested. Items shown on pages 156 through 160 represent those private sector improvements that will result from the amendment of current zoning ordinances to include the design standards outlined in the Planning and Zoning Recommendations Section of the Master Plan.

To completely understand the investment required to implement these design standards the following implementation cost estimates and maintenance estimates have been prepared. Relative to new development or major renovation projects, these investments are modest. The intent of the Master Plan is to request modest individual contributions from the private sector that when taken together over time result in a simple and dramatic environmental improvement to the Broadway Development Area.

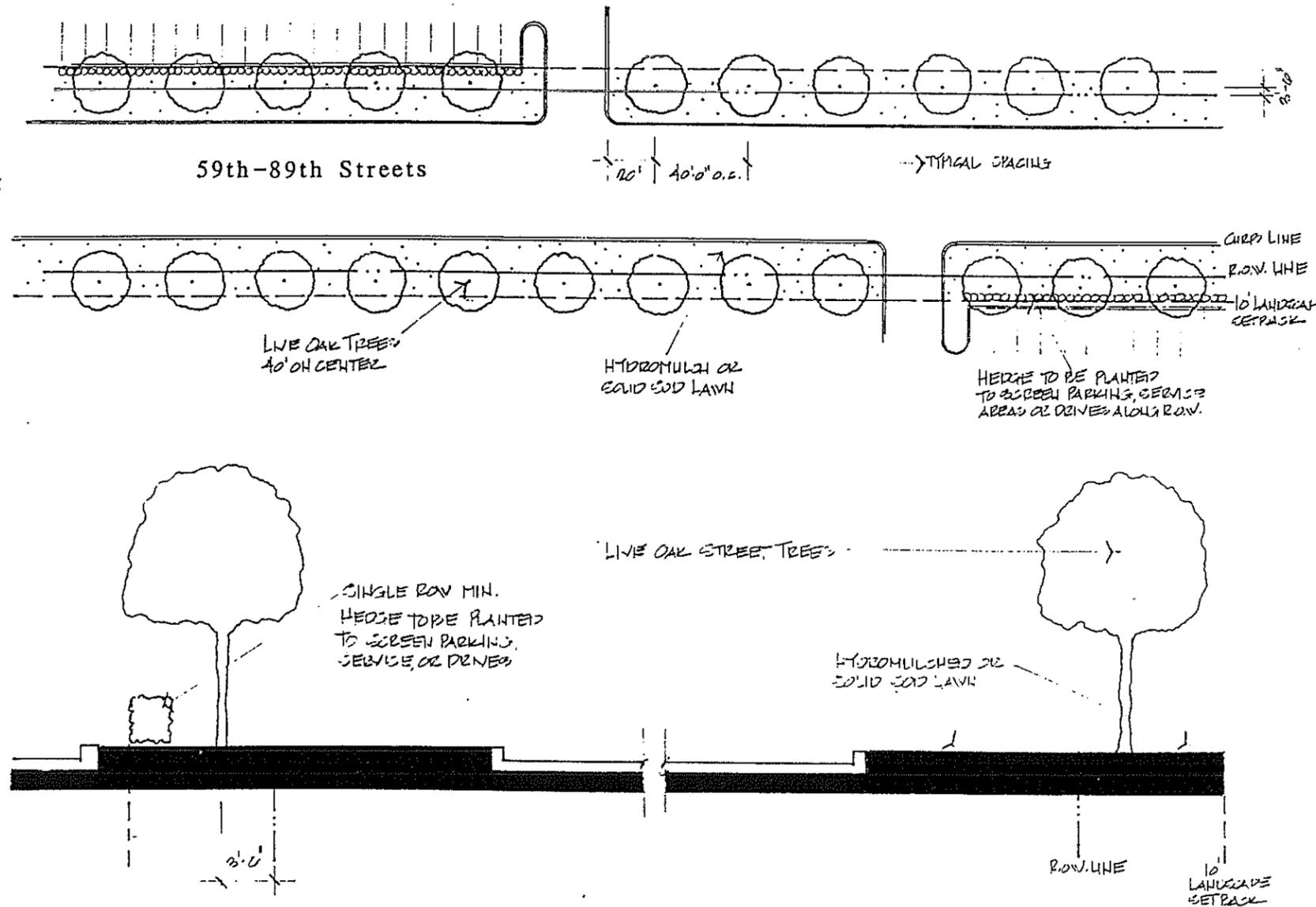
This method of private sector contribution towards an enhanced quality of environment has proven successful in several cities and development projects throughout the State. Its benefits to areas result in direct benefits for each individual as a part of a cohesive whole. Historically benefits have included:

- a. Increased property values.
- b. Increased marketability of property.
- c. Improved environment for commercial patrons and hence improvement in business activity.
- d. Improved living environment.
- e. A security in making property improvement investments.

Through these modest investments the private sector can make a dramatic and unified improvement to the quality of life and economics within the B.D.A., set the stage for public sector improvements, and realize the resulting benefits.

# Parkway Private Sector Improvements

## 59th to 89th Streets, North of Interstate 45 Landscape Setback Development



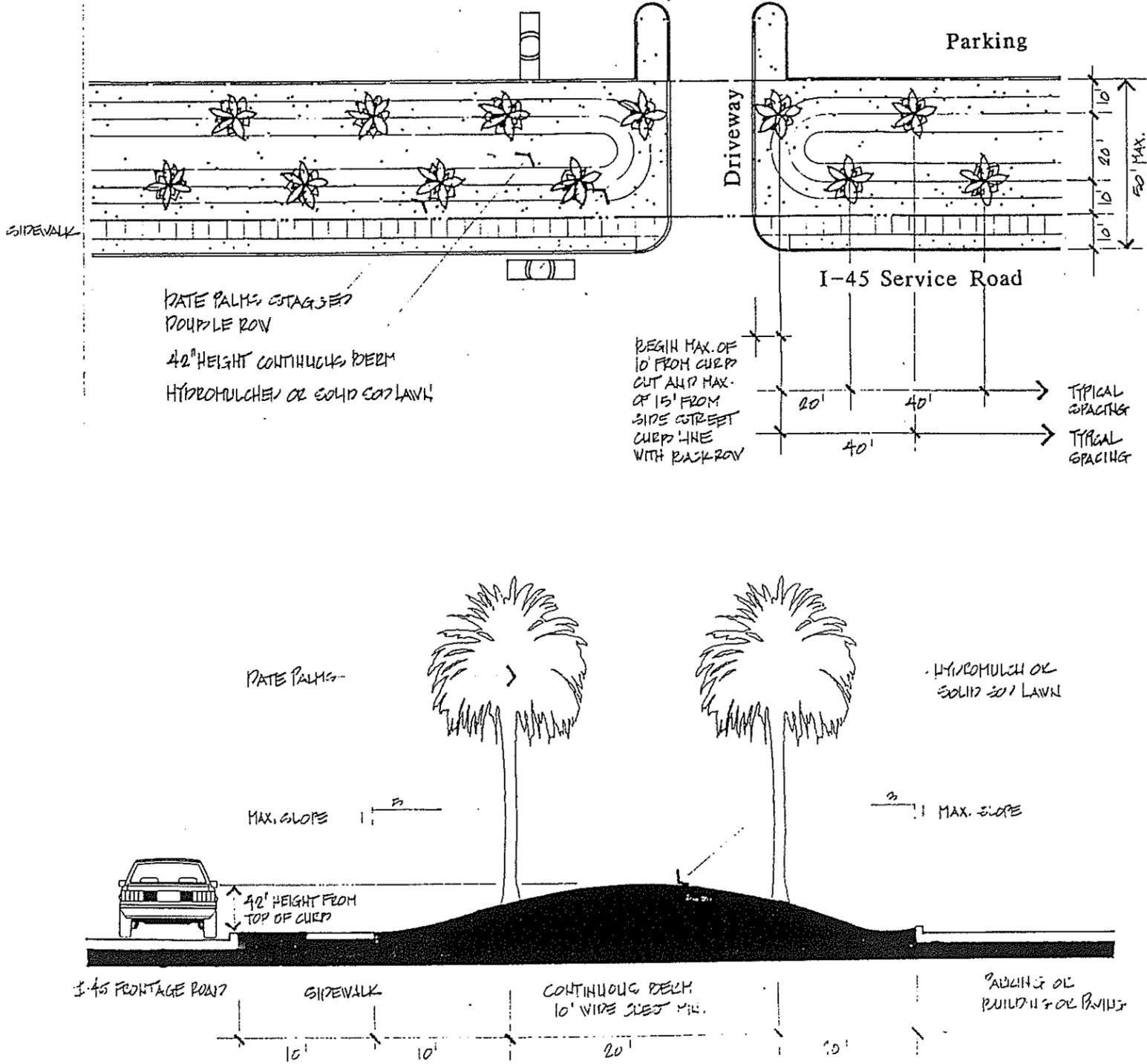
A. GRADING	150
2" Topsoil	
B. IRRIGATION	1,200
Spray Lawn Irrigation	
C. PLANTING	1,650
Live Oak 30 gal - 10'-12'ht.	
Shrub Hedge 5 gal - 30" o.c.	
Hydromulch Lawn	

Cost Estimate Total	
per 100' of Frontage	\$3,000
Annual Maintenance	\$ 500

# Parkway Private Sector Improvements

## I-45 North Side Landscape Setback Development

A. GRADING	2,500
Berm Fill Material	
2" Topsoil	
B. IRRIGATION	2,000
Rotary Spray Irrigation	
C. PLANTING	5,000
Date Palms 10' Ht.	
Hydromulch Lawn	

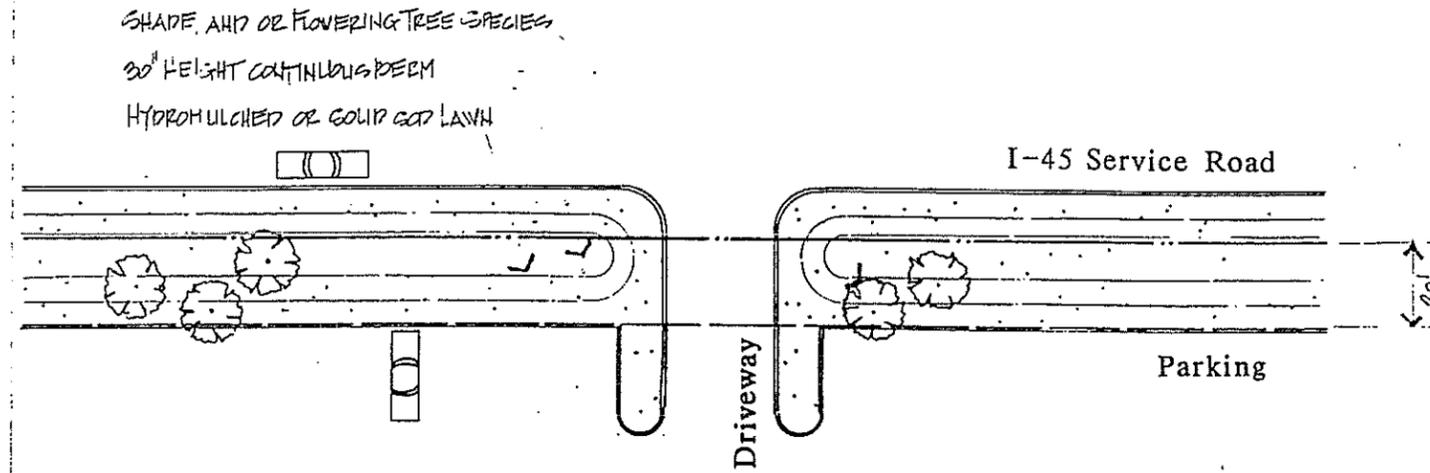


Cost Estimate Total per 100' of Frontage \$ 9,500

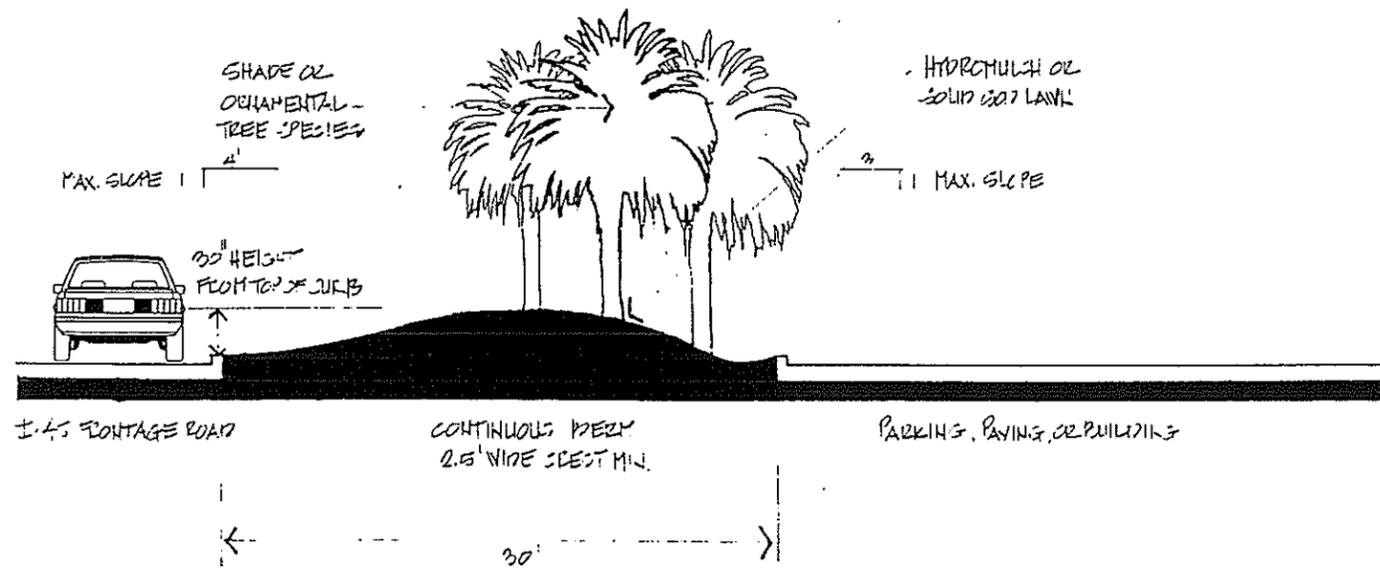
Annual Maintenance \$ 000

# Parkway Private Sector Improvements

## I-45 South Side Landscape Setback Development



A. GRADING	2,000
Berm Fill Material	
2" Topsoil	
B. IRRIGATION	1,500
Rotary Spray Irrigation	
C. PLANTING	1,000
Trees	
Hydromulch Lawn	

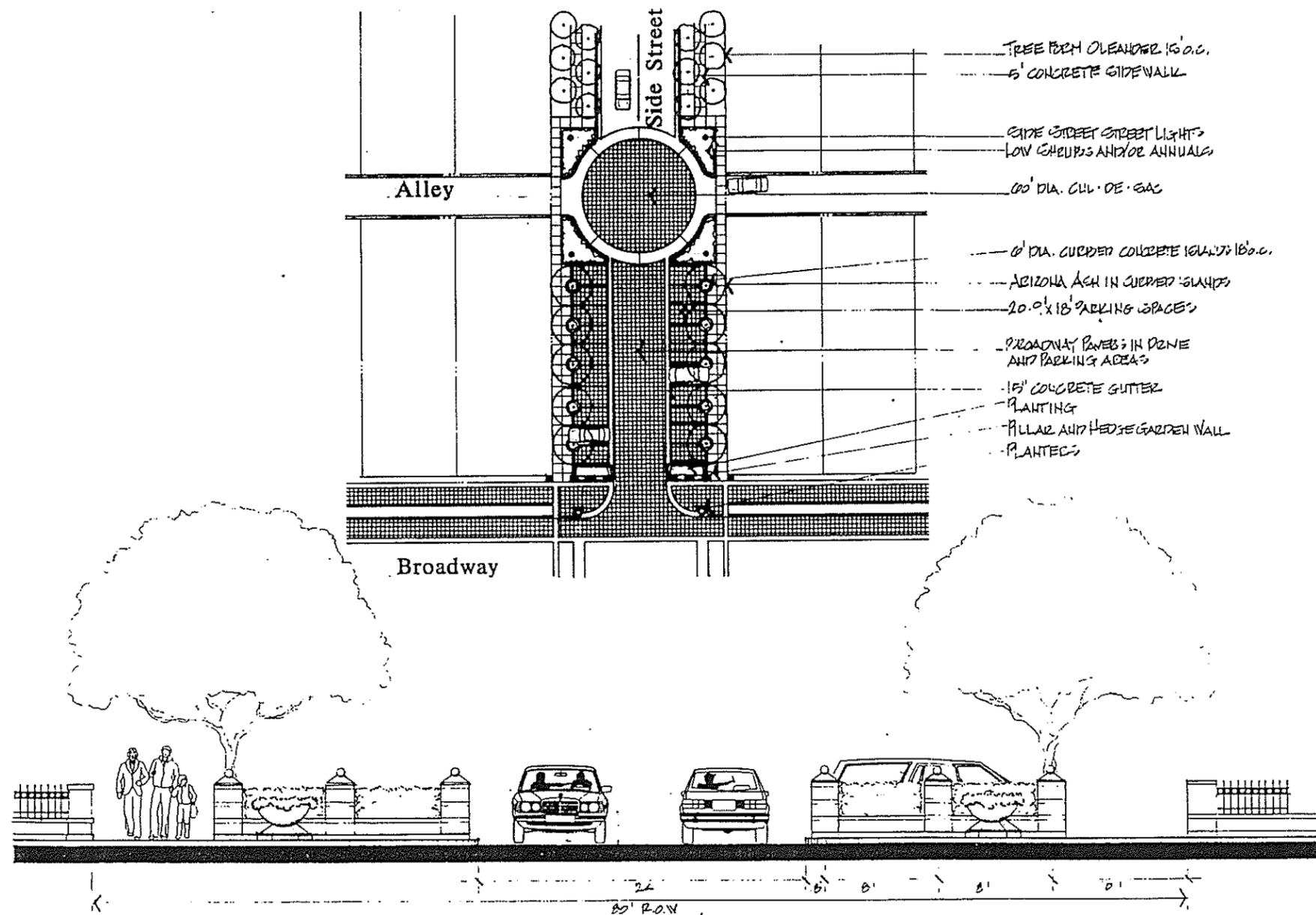


Cost Estimate Total	\$ 4,500
per 100' of Frontage	
Annual Maintenance	\$ 600

# Broadway Private Sector Improvements

## Side Street Parking Court Development

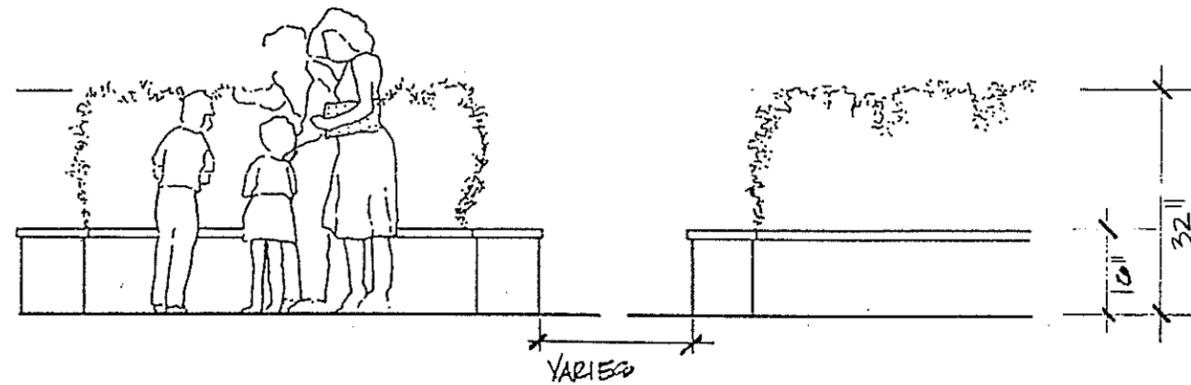
A. DEMOLITION	12,000
Curb & Gutter, Asphalt, Sidewalk Removal	
Misc. Site Features, Utilities	
B. CONSTRUCTION	60,000
6" Stand-up Curb	
6" Curb & Gutter Handicap Ramp	
Flush Concrete Bands	
Concrete Street Pavement @ Alley	
Sidewalk Concrete Bands	
Broadway Interlocking Street Pavers	
Broadway Interlocking Sidewalk Pavers	
Concrete Sidewalk	
Garden Wall & Hedge	
C. LIGHTING	8,000
Broadway Side Street Fixtures	
D. IRRIGATION	2,000
Planting Spray Irrigation	
Tree Bubblers	
Boring, Sleeving, Controllers	
E. PLANTING	8,500
Arizona Ash 30 Gal - 10-12' Ht.	
Shrubs, Groundcover Planting	
Urns with Planting	



Cost Estimate Total \$ 90,500

Annual Maintenance \$ 500

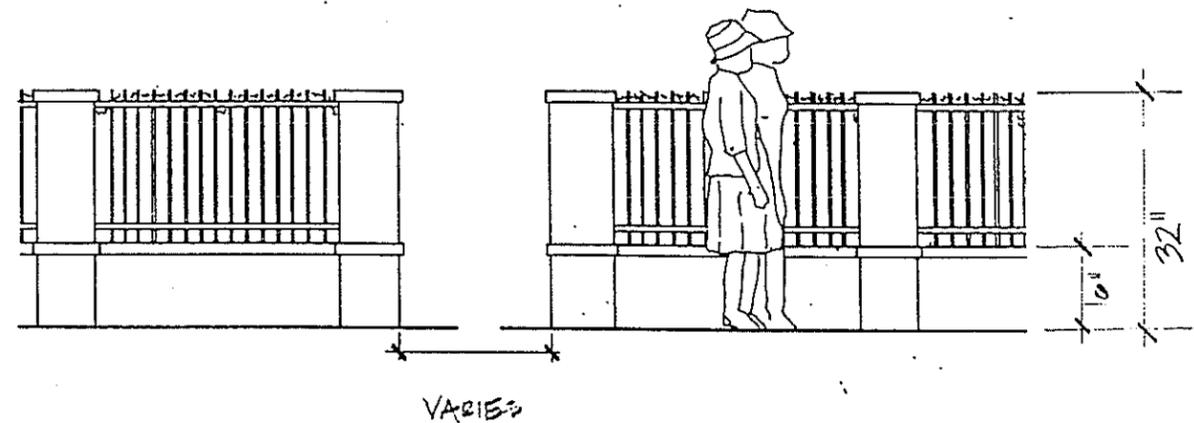
# Broadway Private Sector Improvements



## Garden Wall Broadway Frontage Garden Wall Masonry with Hedge

A. CONSTRUCTION	1,850
16" Ht. 12" Wide Masonry Wall Concrete Footing Grade Beam & Piers	
B. IRRIGATION	500
Planting Spray	
C. PLANTING	500
Shrubs 5 Gal - 30" O.C.	

Cost Estimate  
per 42.5' Parcel \$ 2,850



## Garden Wall Parking Fronting Broadway

A. CONSTRUCTION	3,200
16" Ht. 12" Wide Masonry Wall 32"Ht. 12" Square Masonry Piers Concrete Footing, Grade Beam & Piers Iron Fencing	
B. IRRIGATION	500
Planting Spray	
C. PLANTING	500
Shrubs 5 Gal. - 30" O.C.	

Cost Estimate  
per 42.5' Parcel \$ 4,200

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# Planning and Zoning Recommendations

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## Process

The Broadway Development Area Master Plan has provided a comprehensive vision for the Broadway Corridor. It has also delineated the urban design components that, taken together, create that vision. Implementation of that vision has been evaluated in terms of cost, strategy, and funding opportunities. The role of the following Planning and Zoning Recommendations is to identify those elements of the Broadway Development Area Master Plan that, through amendment of Galveston's Zoning Ordinance, are to become the first steps in the realization of the Master Plan. While other components outlined in the Master Plan should remain as goals to achieve in the future, these planning and zoning recommendations have been determined to be those most important needs for adoption in order to lay the foundation for the improvement of the Broadway Development Area.

The recommendations presented resulted from work sessions with and valuable input from the Broadway Beautification Committee, the City of Galveston Department of Urban Planning, Department of Traffic and Transportation, the Planning Commission, and countless interested individuals and civic organizations. Their adoption by amendment of the Zoning Ordinance will respond to the expressed Master Plan Purpose statements, and represent the initiation of the achievement of the Goals for Broadway, and hence the wishes of the people of Galveston who have taken Broadway's improvement to heart.

*"Establish a character for Broadway with Standards for current and future Development"*

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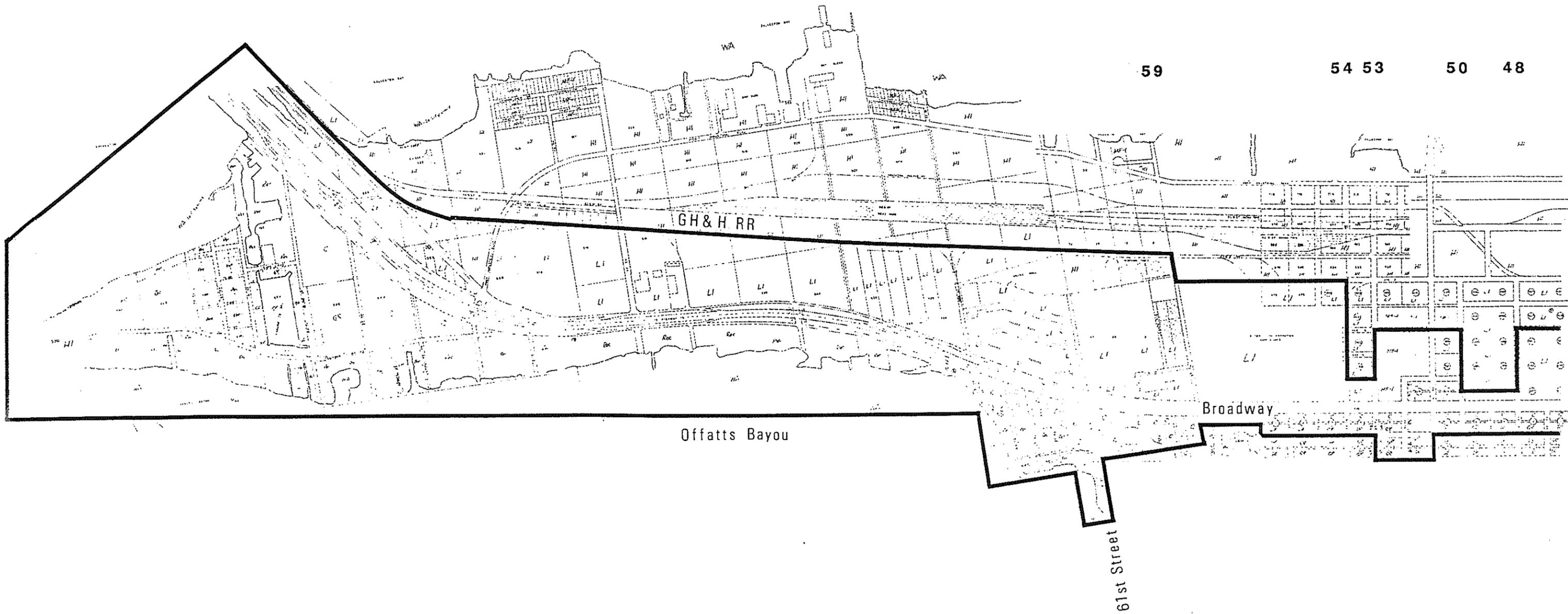
## Content

The Planning and Zoning Recommendations for the Broadway Development Area are comprised of four basic action items.

1. Establishment of the Broadway Development Area: a legally and physically defined planning area within the City of Galveston.
2. Land-use Refinements: a retention of existing zoning classifications within the B.D.A. while refining permitted land-uses.
3. Urban Design Standards: guidelines for planning and physical improvements related to private property within the B.D.A.
4. Project Approval Process: an enhanced plan review process to enable the City of Galveston a greater ability to enforce and implement these recommendations.

The following pages will further outline the specifics of each of the Planning and Zoning Recommendation action items. With the adoption of these four action items a significant yet responsible step will have been made towards the improvement of Broadway.

# The Broadway Development Area



# Intent and Configuration

By establishing the Broadway Development Area as a legally and physically defined planning area within the City of Galveston, the mechanism is provided that will enable land-use refinements, design standards, and project approval processes to be effectively applied to prescribed areas within the City. When adopted through Zoning Ordinance amendment, properties within the limits of the Broadway Development Area will receive a suffix designation onto existing zoning classifications. This "B.D.A." suffix will then request compliance with land-use, design standards, and plan approval processes.

To the west the development area is bounded by the natural barrier of the West Bay. To the north from the West Bay to 59th Street, its boundary is the G.H.&H. right-of-way. Between I-45 and the R.O.W., properties are closely aligned with highway visibility and transportation. To the south of I-45, from the West Bay to 59th Street, Offatts Bayou and English Bayou create the corridor's boundary. Entering the city over the causeway on I-45, Teichmans Point is wholly visible as a first impression. With this visibility and access from I-45, Teichmans Point becomes the southwestern end of the Development Area. Clearly, the Gulf of Mexico and Seawall Boulevard, natural and man-made features, are its eastern-most boundary.

Commercialization along Broadway primarily occurs between the street and the alley. Consequently, the boundary for the majority of Broadway from 59th to Seawall, is the full block immediately north and south. There are situations where Broadway's influence reaches beyond this one block depth. One is the condition where a contiguous commercial tract is accessing from and orienting towards Broadway. These include:

- The Cotton Concentration Company property on Broadway's north side between 59th and 54th Streets.
- The Moody compress site on Broadway's north side between 53rd and 51st Streets.
- The Broadway Theater Commercial Center on Broadway's south side between 53rd and 51st Streets.
- The Globe property on Broadway's north side between 48th and 46th Streets.
- The Jack Tarr Motel property on Broadway's north side occupying the vital wedge between Seawall, 6th Street, the entrance to the University Center, and Broadway.
- The triangular blocks on Broadway's south side at 7th Street which again contribute to the setting of this vital intersection of Broadway, Seawall Blvd., and 6th Streets.

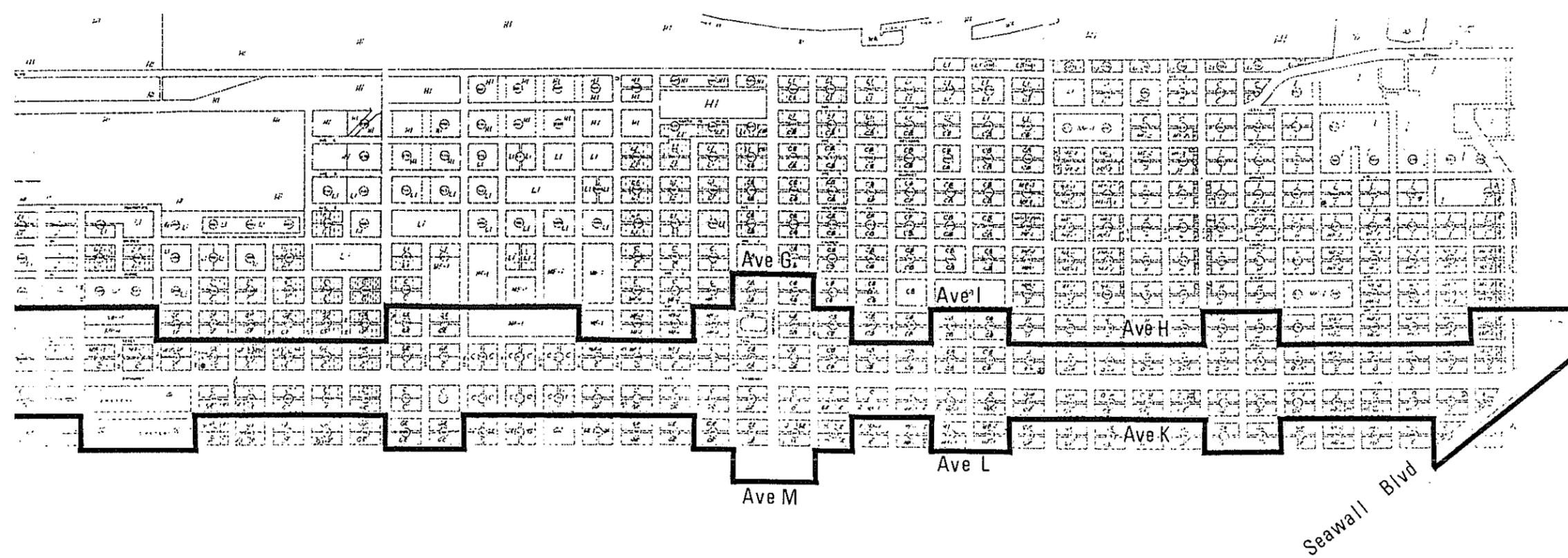
Other sites along Broadway of an institutional, public, or residential use are contiguous properties that orient towards and contribute to Broadway. They include:

- The public housing property on Broadway's north side between 46th and 41st Streets one half to one block from Broadway.
- The old city cemetery on Broadway's south side between 43rd and 40th Streets.
- The St. Patrick Church and school site on the south side of Broadway between 35th and 33rd Streets.
- The Central Middle School property one block north of Broadway between 33rd and 30th Streets.
- The San Jacinto School property one block south of Broadway between 21st and 19th Streets.

To complete the delineation of the Broadway Development Area, sites must be included that are symbolic points, important linkages by pedestrians, auto, or trolley, and/or areas that will be influenced by recommendations of the Master Plan itself. These include:

- Most notably the 25th Street intersection and its surrounding blocks, the location of the Texas Heroes Monument. Its proximity to City Hall, trolley, vehicular, and pedestrian linkages to both Galveston's CBD and Seawall, and its current development pattern make this area significant in the Broadway Development Area Master Plan.
- The blocks on the north and south side of Broadway between 21st and 19th Streets. To the north is a prominent vehicular and pedestrian connection to the Galveston County Courthouse. To the south is an important pedestrian connection from the high school to Broadway and neighborhoods to the north.
- The blocks on the north and south side of Broadway between 14th and 12th Streets which have the potential to be an important pedestrian link on

41                      35                      30                      27 26                      24 23                      21    19                      14    12                      7                      4



# Land Use Refinements

## Land Use Refinements

The intent of the following land-use refinements is primarily one of a house cleaning nature. While maintaining existing zoning classifications the allowable land-uses that are permitted, not permitted, or permitted by special-use permit have been refined. This refinement of land-uses will apply only to those properties within the established Broadway Development Area or Proposed "B.D.A." zoning suffix. The objectives of this refinement are three-fold:

- Disallow or allow by specific use permit only currently allowable land-uses that are presently or historically not occurring within the B.D.A. and that are physically, economically and/or visually incompatible.
- Encourage a compatibility of land-use with existing development patterns, land parcels and available infrastructure.
- Encourage the highest and best use of properties to preserve and enhance property values within the B.D.A.

To illustrate these recommended refinements, the following comparison charts have been prepared. Based on the summary charts from Galveston's current zoning ordinance, they list the schedule of uses on the left. To the right are two columns, for each current zoning category found within the B.D.A. The left column is the current status of each use. The right-hand column is the proposed status of each use. The asterisks appearing to the left of a use indicate places where refinements or changes are recommended to occur.

## Legend

The following charts illustrate the recommended land-use refinements for the existing zoning classifications with the B.D.A.

-  Currently not permitted land-use
-  Proposed not permitted land-use
-  Current and proposed permitted land-use
-  Current and proposed permitted land use

Current  
Proposed

Schedule of Uses	Current		Proposed		Rec.		O		Ho		R		CBD		C		LI		HI	
	GR General Residential	GR General Residential	MF-1 Multi-Family	MF-1 Multi-Family	Rec. Recreation	Rec. Recreation	O Office	O Office	Ho Neighborhood Service	Ho Neighborhood Service	R Retail	R Retail	CBD Central Business	CBD Central Business	C Commercial	C Commercial	LI Light Industrial	LI Light Industrial	HI Heavy Industrial	HI Heavy Industrial
One Family Dwelling Detached																				
One Family Dwelling Attached																				
Two Family Dwelling																				
Multi-Family Dwelling																				
Community Dev. Unit																				
Boarding or Rooming House	S	S																		
Bed and Breakfast	S	S	S	S	S	S	S	S	S	S	S	S	S	S	S	S	S	S	S	S
Hotel or Motel																				
Mobil Home Park			S		S												S	S		
Sec. Residential Struct.																				
Travel Trailer Park					S	S														
Access Bldg. Res.																				
Community Center	S	S																		
Farm Access Bldg.	S	S	S	S																
Garage or Cartrucks Quarters																			S	S
Swimming Pool (private)																				
Off-Street Parking Inc. to main use																				
Home Occupation																				

# Land Use Refinements

Schedule of Uses	Current		Proposed		Rec.		O		Ns		R		CB		C		LI		HI	
	GR General Residential	GR General Residential	MF-1 Multi-Family	MF-1 Multi-Family	Recreation	Recreation	Office	Office	Neighborhood Service	Neighborhood Service	Retail	Retail	Central Business	Central Business	Commercial	Commercial	Light Industrial	Light Industrial	Heavy Industrial	Heavy Industrial
Airport, Helipad or Landing Field	S	S	S	S	S	S	S	S			S	S	S	S	S	S	S	S	S	S
Cemetery or Mausoleum	S	S	S	S							S	S			S	S	S	S	S	S
Church or Rectory																				
Country Club (private)	S	S																		
Convent or Monastery																				
Day Nursery or Kindergarten	S	S	S	S																
Fairground or Exhibition Area																				
Farm Ranch or Orchard																				
Fraternity or Sorority Lodge or Civic Club	S	S																		
Hospital General Acute Care																				
Hospital Chronic Care																				
Hospital House			S	S											S	S				
Institution Religious or Philanthropic	S	S	S	S																
Literary Art Gallery Museum	S	S	S	S																
Public Playground or Comm. Center (Public)																				
Public Admin. Offices	S	S																		
Home for alcoholic, Seniors, Person. Patients			S	S			S	S			S	S								
Residence Home for Aged	S	S																		

# Land Use Refinements

Schedule of Uses	Current		Proposed		Rec.		O		Ns		R		CBD		C		LI		HI		
	General Residential	General Residential	Multi-Family	Multi-Family	Recreation	Recreation	Office	Office	Neighborhood Service	Neighborhood Service	Retail	Retail	Central Business	Central Business	Commercial	Commercial	Light Industrial	Light Industrial	Heavy Industrial	Heavy Industrial	
Schools private College or University	S	S																			
Schools Public or Parochial																					
Tennis or Swim Club	S	S	S	S																	
Elect. Substation	S	S	S	S	S	S		S				S		S		S					
Electrical Power Generating Plant														S		S					
Fire Station																					
Gas TRANSMISSION and Metering Station														S		S					
Local Utility and Distribution Lines																					
Radio, Television or Microwave towers	S	S	S	S	S	S	S	S				S		S		S					
Radio or TV transmitting Station, Commercial																					
Sewage Pumping Stat.		S		S										S		S					
Sewage Treatment Plant	S	S	S	S	S	S	S	S				S	S	S		S					
Railroad Tracks and Row														S		S					
Telephone Bus. Office																					
Telephone Exch. Switch Rels and Trans. Equip.																					
Utilities public or private Other than listed	S	S	S	S	S	S	S	S				S		S		S					
Utility shops or Storage yards and Bldgs.												S	S	S		S					
Water Treatment Plant								S	S			S	S	S		S					

# Land Use Refinements

Schedule of Uses	Current		Proposed		R1	R2	R3	R4	R5	R6	R7	R8	R9	R10	R11	R12	R13	R14	R15	
	GR	GR	GR	GR																
Amusement Comm. Outdoor																				
Amusement Comm. Indoor																				
Bath House: Similar Service Structures																				
Boat and Tackle Sales Stands																				
Boating Service																				
Rec Vehicle/Boat Storage Facility																				
Charter Fishing Base																				
Marina																				
Provisioning: Rec. Sporting Goods Sales																				
Souvenir and Sporting Goods Sales																				
miscellan Temp. Recreational Type																				
Cabanas Temp.																				
Fishing Piers																				
Clubs Related to Resort Activity																				
Recreational Activity Related to Resort Use																				

# Land Use Refinements

Schedule of Uses	Current		Proposed		Multi-Family		Recreation		Office		Neighborhood Service		Retail		Central Business		Commercial		Light Industrial		Heavy Industrial	
	GR General Residential	GR General Residential	MF-1 Multi-Family	MF-1 Multi-Family	Rec. Recreation	Rec. Recreation	O Office	O Office	NS Neighborhood Service	NS Neighborhood Service	R Retail	R Retail	CPB Central Business	CPB Central Business	C Commercial	C Commercial	LI Light Industrial	LI Light Industrial	HI Heavy Industrial	HI Heavy Industrial		
Auto Laundry					hatched	hatched								S	S	hatched	S	hatched	hatched	hatched	hatched	hatched
Auto Sales and Repair in Buildings														hatched	hatched	hatched	hatched	hatched	hatched	hatched	hatched	hatched
Auto Sale New/Used Car Lot open														S	S	hatched	S	hatched	hatched	hatched	hatched	hatched
Auto Painting and Body Shop																hatched	S	hatched	hatched	hatched	hatched	hatched
Drag Strip/Comm. Racing					S	solid black										S	solid black	S	hatched	hatched	hatched	hatched
Gasoline Service Station														hatched	hatched	hatched	hatched	hatched	hatched	hatched	hatched	hatched
Go-Cart Track					S	S										S	solid black	S	hatched	hatched	hatched	hatched
Parking Lots Structure Commercial - Auto					S	S	hatched	hatched						hatched	hatched	hatched	hatched	hatched	hatched	hatched	hatched	hatched
Parking Lot - Truck Storage														hatched	hatched	hatched	hatched	hatched	hatched	hatched	hatched	hatched
Sales Used Auto Parts in Bldg														hatched	hatched	hatched	hatched	hatched	hatched	hatched	hatched	hatched
Sale Auto Access. Parts in Bldg														hatched	hatched	hatched	hatched	hatched	hatched	hatched	hatched	hatched
Seat Cover or Muffler Installation Shop														S	S	hatched	hatched	hatched	hatched	hatched	hatched	hatched
Tire Retreading/Capping														hatched	hatched	hatched	hatched	hatched	hatched	hatched	hatched	hatched
Wrecking Salvage yard for Autos or Parts																hatched	hatched	hatched	hatched	hatched	hatched	hatched
Storage of Autos														S	solid black	S	solid black	hatched	hatched	hatched	hatched	hatched

# Land Use Refinements

Schedule of Uses	Current		Proposed		Rec.		O		Nb		R		CB		C		LI		HI		
	GR General Residential	GR General Residential	Mf-1 Multi-Family	Mf-1 Multi-Family	Recreation	Recreation	Office	Office	Neighborhood Service	Neighborhood Service	Retail	Retail	Central Business	Central Business	Commercial	Commercial	Light Industrial	Light Industrial	Heavy Industrial	Heavy Industrial	
Antique Shop																					
Art Supply Store																					
Animal Clinic or Pet Hosp. (No Outside pens)											S	S									
Bank or Savings and Loan Office																					
Book and Stationery Store																					
Barber and Beauty Shop																					
Bakery or Confectionery Shop (Retail Sales)																					
Cafeteria or Restaurant																					
Cleaning Shop or Laundry (Limited Area)																					
Cleaning or Laundry Pick-up Station																					
Cleaning or Laundry Self Service Shop																					
Clinic, Medical or Dental																					
Drug Store or Pharmacy																					
Department Store or Discount House																					
Grocery Store																					
Furniture or Appl. Store																					
Florist Shop																					

pg.

# Land Use Refinements

Current  
Proposed

Schedule of Uses	Current		Proposed		Recreation		Office		Neighborhood Service		Retail		Central Business		Commercial		Light Industrial		Heavy Industrial	
	GR General Residential	GR General Residential	MR-1 Multi-Family	MR-1 Multi-Family	Rec. Recreation	Rec. Recreation	O Office	O Office	NS Neighborhood Service	NS Neighborhood Service	R Retail	R Retail	CPD Central Business	CPD Central Business	C Commercial	C Commercial	LI Light Industrial	LI Light Industrial	HI Heavy Industrial	HI Heavy Industrial
Garden Shop and Plant Sales																				
Handcraft and Art Object Sale					S	S														
Hardware Store					S	S														
Hobby Store					S	S														
Key Shop																				
Laboratory, Medical or Dental																				
Letter or Mimeograph Shop							S	S												
Medical Appliances Fittings and Sales																				
Mortuary																				
Office, Professional, or General Business																				
Optical Shop or Laboratory																				
Package Store																				
Pharm Shop																				
Pet Shop, Small Animals, Birds or Fish																				
Personal Custom Services Such as Tailor, etc.																				
Retail Shops Apparel, and Gen. Consumer Items																				
Repair of Appliances																				

# Land Use Refinements

Current  
Proposed

Schedule of Uses	Current		Proposed		MR-1		Rec.		O		NS		R		CPB		C		LI		HI		
	GR General Residential	GR General Residential	MR-1 Multi-Family	MR-1 Multi-Family	Rec. Recreation	Rec. Recreation	O Office	O Office	NS Neighborhood Service	NS Neighborhood Service	R Retail	R Retail	CPB Central Business	CPB Central Business	C Commercial	C Commercial	LI Light Industrial	LI Light Industrial	HI Heavy Industrial	HI Heavy Industrial			
Shoe Repair																							
Signs Advertising																							
Studio, Photographer Artist, Music, Dance					✓	✓		✓															
Studio, Health, Reducing or Similar Service							✓	✓															
Studio, Decorator and Display of Art Objects							✓	✓															
Tavern					✓	✓																	
Travel Bureau or Consultant					✓	✓			✓	✓													
Veterinarian Office (No Animal Hospital)									✓	✓													
Variety Store																							
Camera Shop					✓	✓																	
Building Materials																							
Cabinet or Upholstery Shop										✓	✓												
Clothing Manufact. or Sim. Light Man. Process													✓										
Cleaning, Dyeing or Laundry Plant Comm.															✓								
Contractors Storage or Equipment Yard																							
Dance Hall or Night Club					✓	✓			✓	✓													
Adult Entertainment Facility																				✓	✓		

PSB.

# Land Use Refinements

Schedule of Uses	Current		Proposed		Multi-Family		Recreation		Office		Neighborhood Service		Retail		Central Business		Commercial		Light Industrial		Heavy Industrial	
	GR	GR	MF-1	MF-1	Rec.	Rec.	O	O	NS	NS	R	R	CPD	CPD	C	C	LI	LI	HI	HI		
Drive-in Theater																						
Ramsey Wholesale																						
Heavy Machinery Sales Storage Repair																						
Open Storage: Sale of Furn. Appt. Machinery																						
Lithographic or Print Shop																						
Milk Depot Dairy or Ice Cream Shop																						
Maintenance & Repair Service for Pkgs.																						
Laboratory Scientific Research																						
Laboratory Manufact.																						
Paint Shop																						
Plumbing Shop																						
Railroad or Bus Passenger Station																						
Railroad Team Traces Freight Depot or Pkgs.																						
Storage Warehouse																						
Mini-Warehouse																						
Trade or Comm. Schools																						
Trailer or Mobil Home Sales or Rental																						
Transp. Storage and Bus. Term.																						

# Land Use Refinements

Schedule of Uses	Current		Proposed																		
	GR General Residential	GR General Residential	MF-1 Multi-Family	MF-1 Multi-Family	Rec. Recreation	Rec. Recreation	O Office	O Office	NS Neighborhood Service	NS Neighborhood Service	R Retail	R Retail	CPB Central Business	CPB Central Business	C Commercial	C Commercial	LI Light Industrial	LI Light Industrial	HI Heavy Industrial	HI Heavy Industrial	
Veteran Hospital (Outside Parc)																					
Welding & Machine Shop																					
Wholesale Office Storage or Sales																					
Light Manuf. Process																					
Asphalt or Conc. Paving Plant																					
Storage of Shell Spoil Sand and Gravel																					
Commercial Extraction of Soil, Sand, Gravel, Oil Storage or Processing of Sulfur Cement, etc.																					
Docks, Port Facilities and Other Shipping Activity																					
Shipyards																					
Commercial and Aquaculture excavation																					
Commercial extraction of Hydrocarbons																					
Development excavations	S	S	S	S	S	S	S	S	S	S	S	S	S	S	S	S	S	S	S	S	S
Concrete casting facility																					
Off-shore training facility																					

pg. 10

# Design Standards

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## Introduction to Design Standards

Derived from the urban design components delineated in the Broadway Development Area Master Plan, these design standards are seen as the basis for the establishment of an improved "sense of place" throughout the Broadway Development Area. Their emphasis is in providing guidance to private development with regard to its opportunity to contribute to the aesthetic and economic improvement of the Broadway Development Area. When adopted by amendment of the zoning ordinance, in conjunction with the other planning and zoning recommendations, these guidelines will apply to properties undertaking new development or major renovation efforts within the B.D.A., those properties to receive the "B.D.A." suffix on current zoning classification.

The design standards are positive improvements based primarily on the perpetuation of historic patterns. They will result in improvements not only to the Broadway Development Area but more specifically to the value of each individual property. In summary the standards are:

- a. Landscape Setback Interstate 45 Frontage North Side.
- b. Landscape Setback 59th-89th Streets Frontage North of Interstate 45.
- c. Landscape Setback Interstate 45 Frontage South Side.
- d. Landscape Setback Planting Interstate 45 Frontage North Side.
- e. Landscape Setback Planting Interstate 45 Frontage South Side.
- f. Landscape Setback Planting 59th-89th Streets Frontage.
- g. Parkway Planting Design Installation, Maintenance, Irrigation Standards.
- h. Parkway Curb Cut Design Standards.
- i. Parkway Architecture Height and Setback Design Standards.
- j. Broadway Setback Design Standards.
- k. Broadway Architecture Design Standards.
- l. Broadway Curb Cut Design Standards.
- m. Broadway Side Street Parking Courts Design Standards.
- n. Broadway Adjacent Property Parking Design Standards.
- o. Broadway Garden Wall Design Standards.
- p. Broadway Planting Design, Installation, Maintenance, Irrigation Standards.
- q. Broadway Signage Design Standards.

The following pages will outline the specific requirements of each design standard.

# Parkway Setbacks and Easements Design Standards

## Landscape Setback Interstate 45 North Side

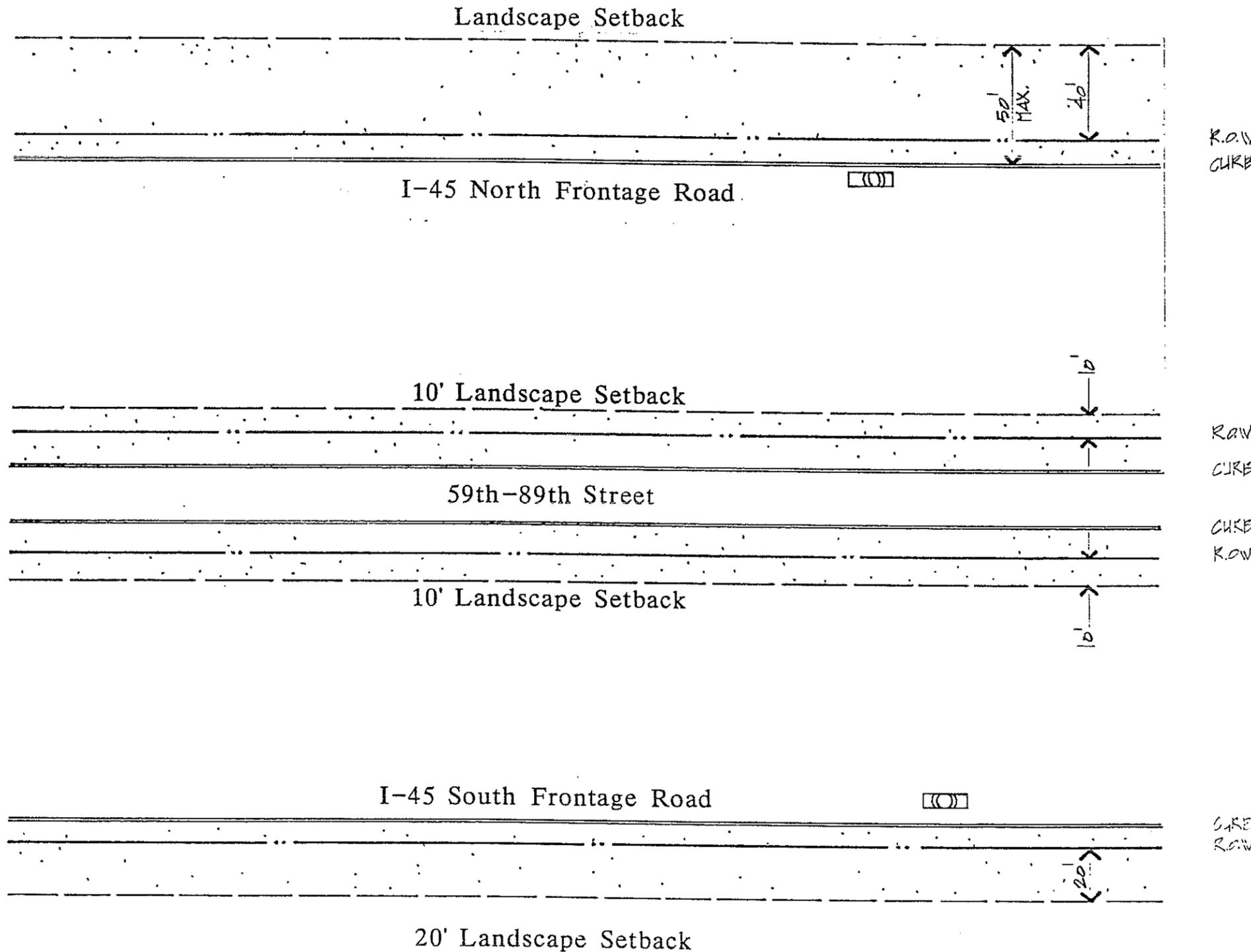
Landscape setback 40' from R.O.W. or 50' from curb whichever is less. Setback also applies to frontage from 61st Street to 59th Street south of Interstate 45. Setback solely used for landscaping and outdoor advertising.

## Landscape Setback Numbered Streets North of Interstate 45

10' landscape setback from I-45 north side setback, north to Port Industrial Blvd. R.O.W. Setback used for landscaping only.

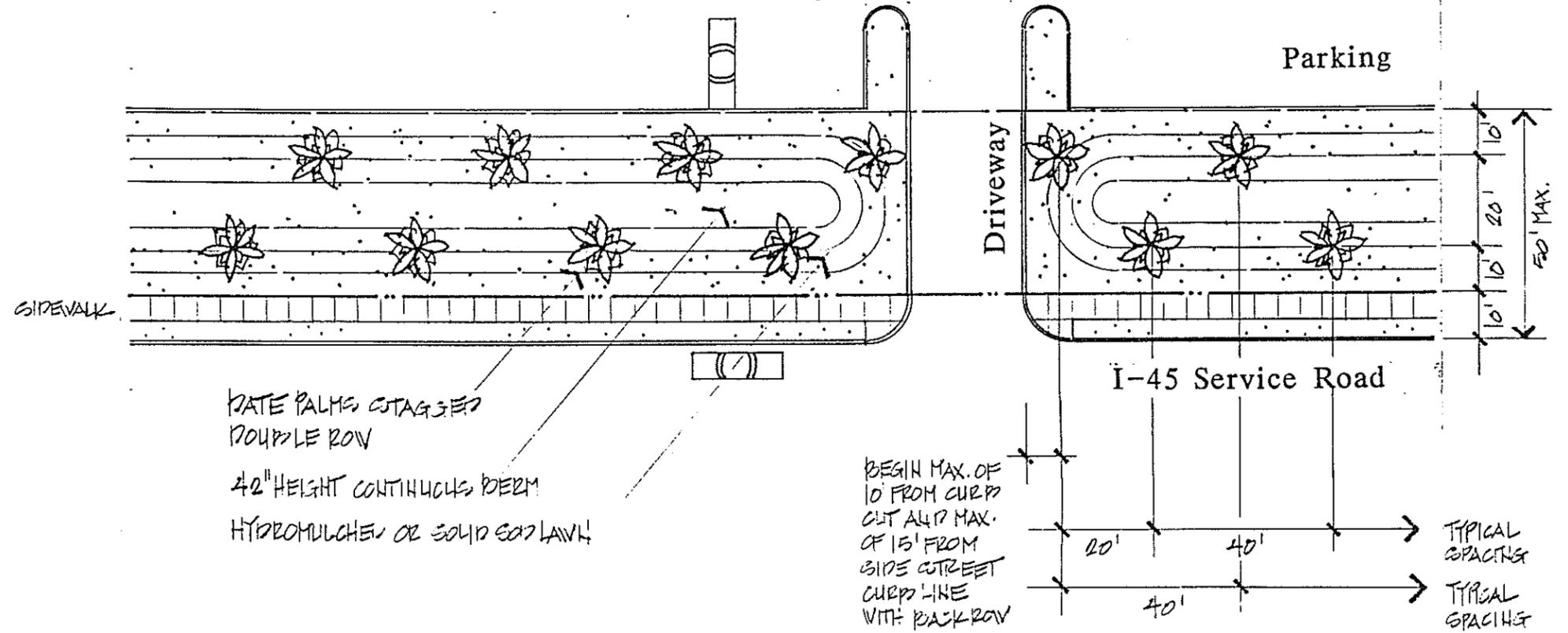
## Landscape Setback Interstate 45 South Side

20' landscape setback from 61st Street west R.O.W. line, west to Causeway/Galveston Bay. Setback used for landscaping only.

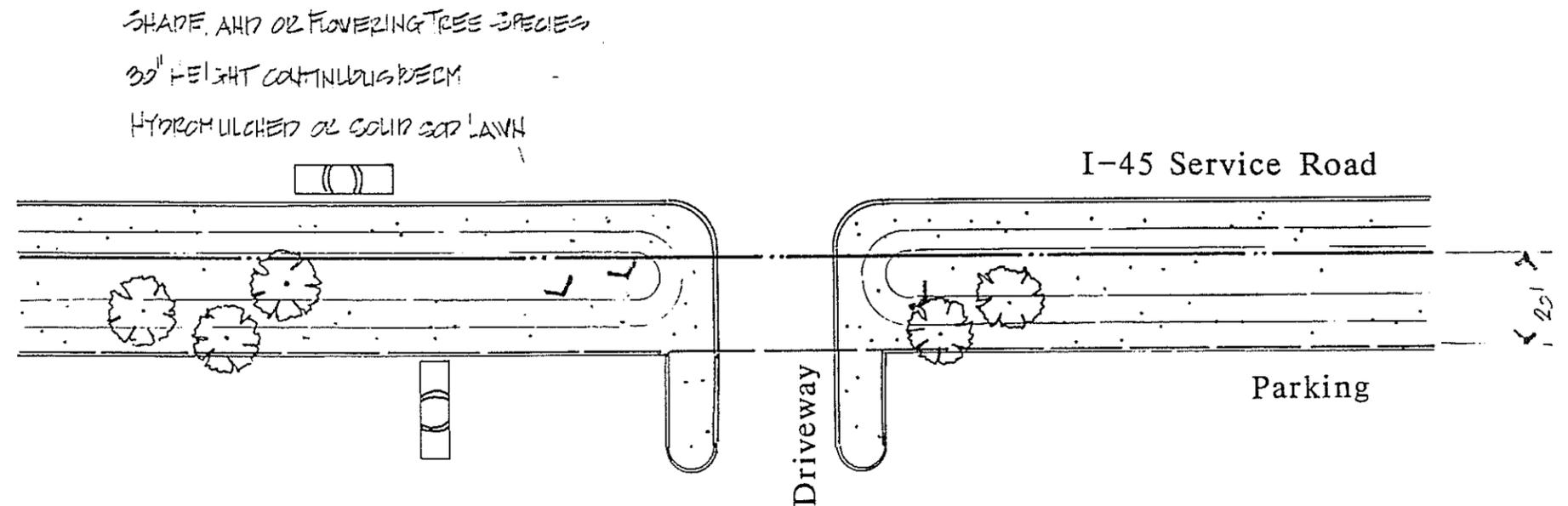


# Parkway Planting Design Standards

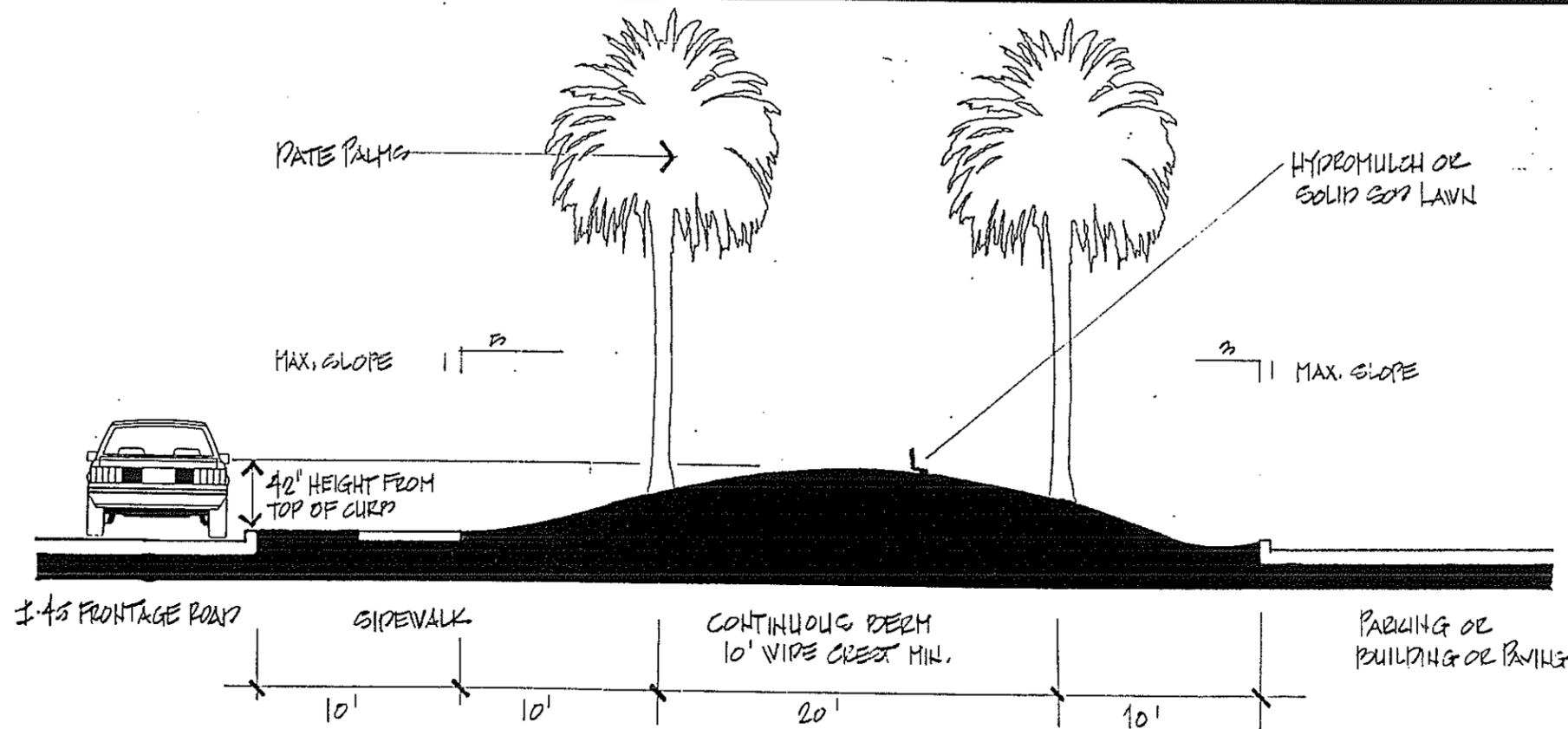
## Interstate 45 North Landscape Setback Planting



## Interstate 45 South Landscape Setback Planting



# Parkway Planting Design Standards



## Interstate 45 North Landscape Setback Section

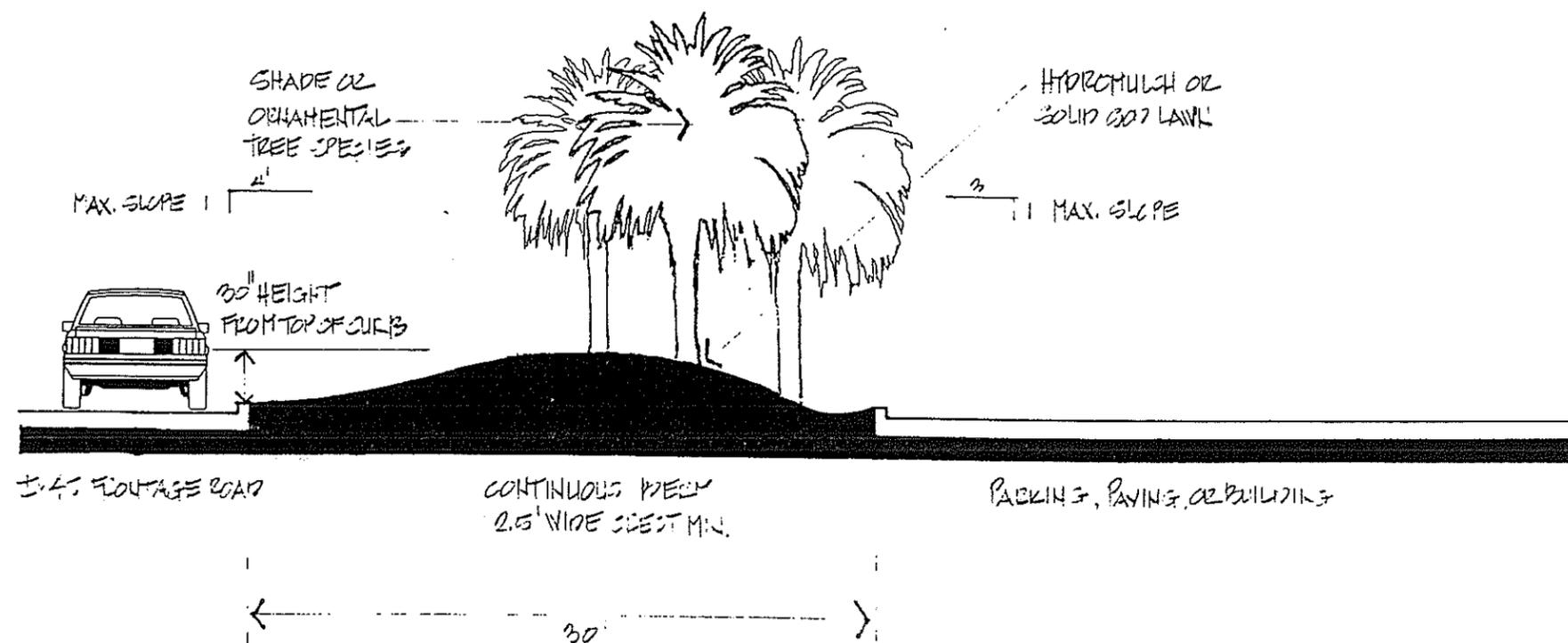
Development of the landscape setback to be accomplished by property owners with frontage along the north side of I-45 from the Causeway east to 59th Street, as well as from 59th Street west to the end of land meeting English Bayou on the south side of I-45. Development shall include:

**Grading:** Construction of a continuous 42" ht. berm as shown in plan and adjacent section. Drainage from the top of the berm to the street may be taken to street storm sewers. Drainage from top of berm to property shall be collected by private property storm sewer system. Avoid breaks in the berm except for vehicular access.

**Irrigation:** The landscape setback shall be irrigated by the private property owner with an automatic below grade system providing 100% coverage without spraying into public roads.

**Planting:** Date Palms (*Phoenix dactylifera*) shall be planted without varying from regular spacing shown. Ornamental trees, shrubs, groundcovers, and/or annuals may be used to accentuate points of entrance. Palms shall be planted at a min. size of 10' ht. and preferably 15-20' ht. Lawns shall be applied throughout and shall be hydromulched or solid sod Bermuda, common or hybrids, or solid sod St. Augustine.

Maintenance to the curb line necessary to keep the landscape setback in a healthy and presentable condition will be the responsibility of the private property owner.



## Interstate 45 South Landscape Setback Section

Development of the landscape setback to be accomplished by property owners with frontage along the south side of I-45 from the Causeway east to 61st Street. Development shall include:

**Grading:** Construction of a continuous 30" berm as shown in plan and adjacent section. Drainage from the top of the berm to the street may be taken to street storm sewer. Drainage from top of the berm to property shall be collected by private property storm sewer system. Avoid breaks in the berm except for vehicular access.

**Irrigation:** The landscape setback shall be irrigated by the private property owner with an automatic below grade irrigation system providing 100% coverage without spraying into public streets.

**Planting:** Encouraged to be a random planting of Palms, shade trees, and ornamental trees which are indigenous to Galveston and the micro-climate occurring along Offats Bayou. Quantity required are as follows:  
 Palms: 1 for every 40 lineal feet of frontage along I-45.  
 Shade trees: 1 for every 40 lineal feet of frontage along I-45.  
 Ornamental Trees: 3 for every 40 lineal feet of frontage along I-45.  
 Underplantings of shrubs, low shrubs, groundcovers, and/or annuals are encouraged but not required. At minimum lawns shall be applied throughout and shall be hydromulched or solid sod

# Parkway Planting Design Standards

## Numbered Streets North of Interstate 45 Landscape Setback Planting

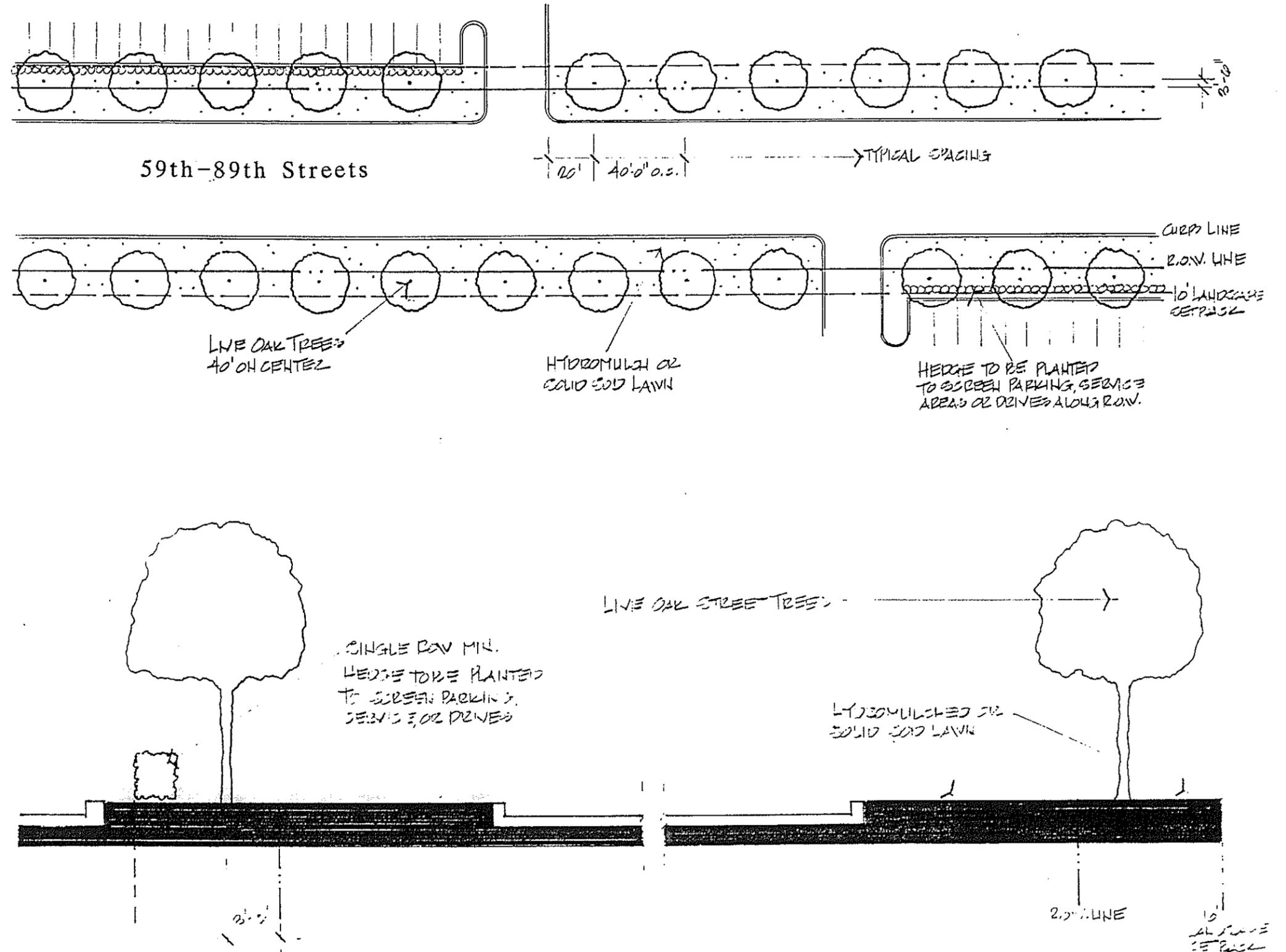
Development of the landscape setback to be accomplished by property owners with frontage along 59th Streets through 89th Streets on the north side of I-45. Development shall include:

**Grading:** Positive drainage from the easement to the street may be taken to street storm sewers.

**Irrigation:** The landscape setback shall be irrigated by the private property owner with an automatic below grade system providing 100% coverage without spraying into public roads.

**Planting:** Live Oaks (*Quercus virginiana*) shall be planted without varying from regular spacing shown. Ornamental trees, shrubs, groundcovers, and/or annuals may be used to accentuate points of entrance. Live Oaks shall be planted at a min. size of 30 gal. or 10-12' ht., 2 3/4-3" cal., 6-8' sp. Lawns shall be applied throughout and shall be hydromulched or solid sod Bermuda, common or hybrids, or solid sod St. Augustine. A single row hedge shall be planted wherever parking areas, service areas, or drives become visible from the R.O.W. Hedges shall be Oleander, Photinia, Ligustrum, Cherry Laurel, or Privet. At planting plants shall be a minimum of 5 gal. or 36" ht., 30" sp. Plants to be planted a max. of 30" o.c. and maintained at a 42" height.

**Maintenance** to the curb line necessary to keep the landscape setback in a healthy and presentable condition will be the responsibility of the private property owner.



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# Parkway Planting Design Standards

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## Introduction to Plant Matrix

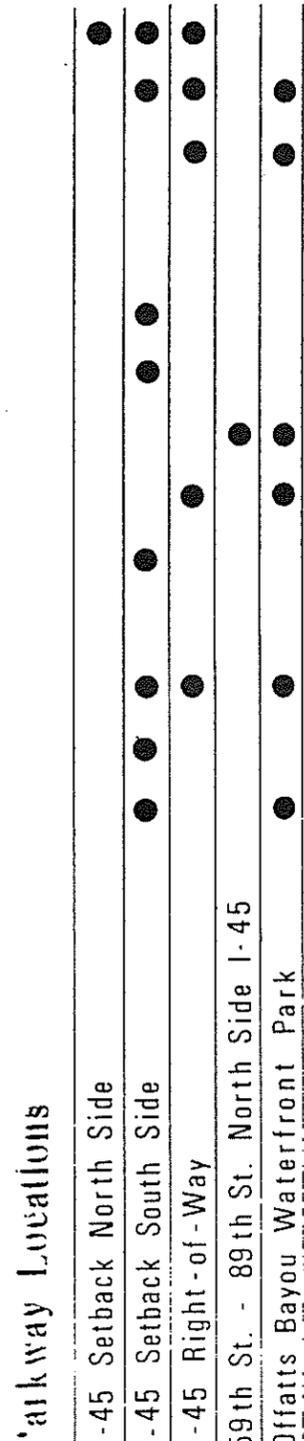
To assist both private and public sectors in the design and evaluation of planting proposed for the Parkway Image Area, the following matrix has been prepared. It provides guidance regarding which Palms, shade trees, ornamental trees, shrubs, groundcovers, and grasses/wildflowers should be considered for each of the areas to be developed within the Parkway Image Area. Supporting each plant is guidance concerning design application, planted spacing, purchase size, purchase condition, mature size, installation guidelines, irrigation guidelines, and maintenance guidelines.

While other materials should certainly be added to this list, it can be used as a basis for design. Those that are requested not to be modified are the planting design standards for the Interstate 45 North Landscape Setback and 59th through 89th Streets Landscape Setbacks.

Similar information has been provided for areas to be developed within the Broadway Image Area. Please refer to pages 197 and 198. Here adherence to design applications and species is vital to assure continuity and simplicity throughout this urban area.

# Parkway Plant List

## Parkway Plant Matrix

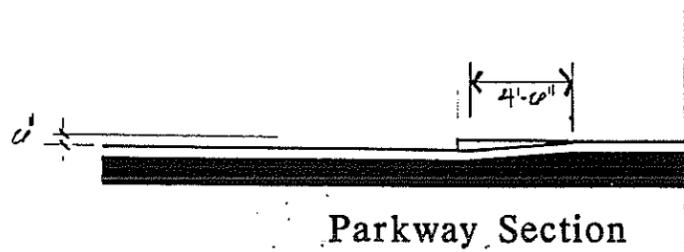
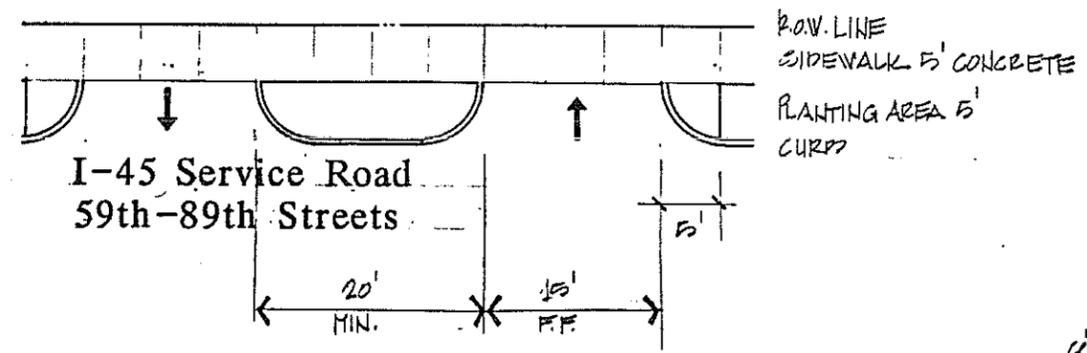


COMMON NAME	BOTANICAL NAME	DESIGN APPLICATION	PLANTED SPACING	PURCHASE SIZE	PURCHASE CONDITION	MATURE SIZE	IRRIGATION REQUIREMENTS BY CATEGORY	MAINTENANCE REQUIREMENTS BY CATEGORY	PLANTING REQUIREMENTS BY CATEGORY
<b>PALMS</b>									
Date Palm	Phoenix dactylifera	I-45 Setback North	40' o.c. staggered rows	10' trunk ht 10' spread	Cont. or B & B	40' ht	Drip Irrigation to provide maximum 30 gal/day summer 15 gal/day winter.	Fertilization-1 lb of 10-10-5 per 1" trunk cal. per year Prune dead fronds in Feb. of the year maintaining a 3' skirt at all times. Spray with pesticides as needed.	Plant Palms from early spring to no later than Sept. 1. Protect terminal buds during forecasted prolonged freezing temps. Plant in a backfill mix consisting of: 5 parts sandy loam 1 part humus 1 part sand Incorporate 4 lbs of 13-13-13 fertilizer per cubic yard.
Canary Island Date Palm	Phoenix canariensis	Informal groups	random	6-10' trunk ht 8-10' sp.	Cont. or B & B	40' ht			
Sabal Palm	Sabal palmetto	Informal groups	random	15' trunk ht 6' sp.	B & B	40' ht			
<b>SHADE TREES</b>									
Modesto Ask	Fraxinus velutina modesto	Informal groups	random		Cont. or B & B	30' ht	Drip irrigation to provide maximum 15 gal/day summer, 5 gal/day winter. Saturate root ball every other day after initial planting in spring/summer months for 90 days; fall/winter months 45 days. Avoid overwatering.	Fertilization-apply 1 lb of 10-10-5 per 1" of trunk cal. per year in February. Prune dead wood and trunk suckers in February of the year. Maintain 6' clear trunk as tree matures. Spray annually in January with dormant oil spray. Also wash foliage with fresh water in December and June of the year to remove accumulated salts.	Optimum planting time is October through May. Plant trees in a prepared soil mix of: 5 parts sandy loam 1 part humus 1 part sand Incorporate 4 lbs of commercial fertilizer per cubic yard.
Water Oak	Quercus nigra	Informal groups	random		Cont. or B & B	40' ht			
Live Oak	Quercus virginiana	Street tree	40' o.c.		Cont. B & B	40' ht.			
Pond Cypress	Taxodium ascendens		random		Cont. or B & B	40' ht.			
Evergreen Elm	Ulmus parvifolia		random		Cont. or B & B	30' ht			
<b>ORNAMENTAL TREES</b>									
Ascending Cypress	Cyprinus arizonica	Hedgerows	15' o.c.		Cont. or B & B	30' ht	Spray irrigation from the lawn system providing a total of 1" of water, including natural rainfall per week. Handwatering to soak the root ball will be required every other day in spring/summer months for 90 days; in fall/winter months for 45 days. Avoid overwatering.	Fertilization: 1 lb of 10-10-5 per 1" cal. of trunk per year. Prune dead wood in Feb. Spray with dormant oil spray in Jan. Also spray for Bag Worms as required. Apply systemic borer pesticide yearly in Feb.	Plant year round. Plant trees in a prepared soil mixture of: 5 parts sandy loam topsoil 1 part humus 1 part sand Incorporate 4 lbs of 13-13-13 fertilizer per cubic yard.
Crape Myrtle	Lagerstroemia indica	Informal groups	15' o.c.		Cont. or B & B	20' ht			
Tree form Oleander	Nerium oleander		15' o.c.		Cont. or B & B				



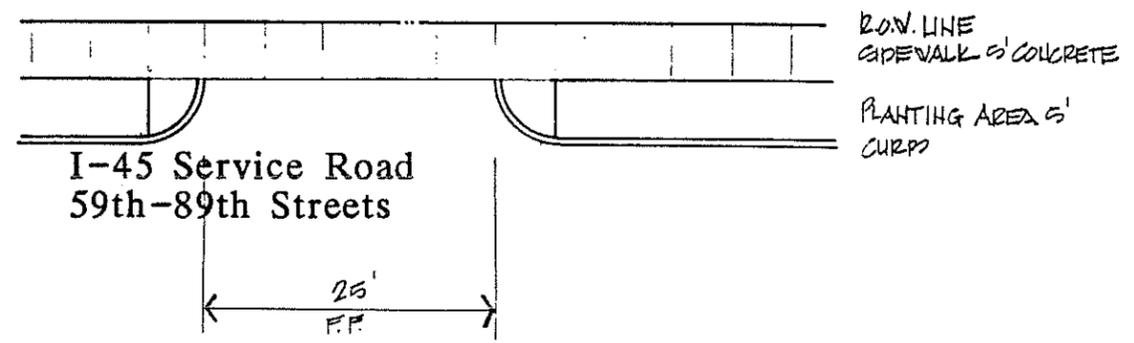


# Parkway Curb Cut Design Standards



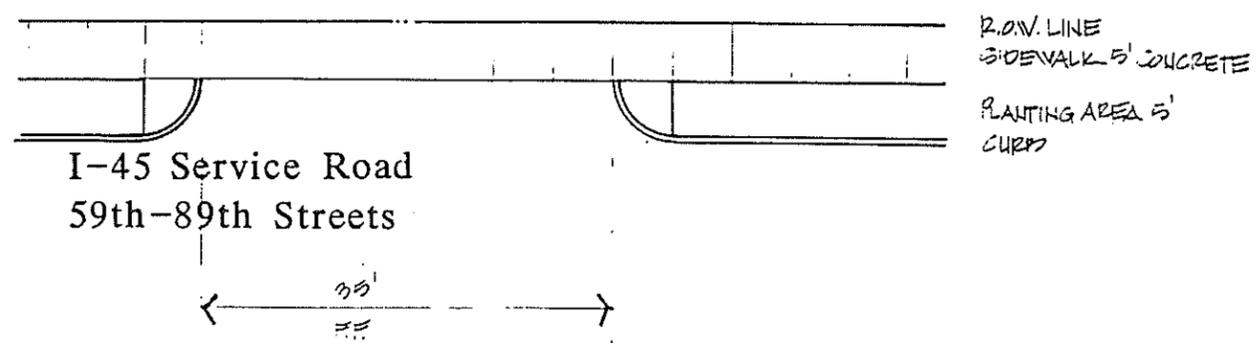
## One Way

15' wide from face of curb to face of curb.  
5' radius to face of curb.  
20' minimum separation between drives.



## Two Way

25' wide from face of curb to face of curb.  
5' radius to face of curb.



## Light Industrial/Service

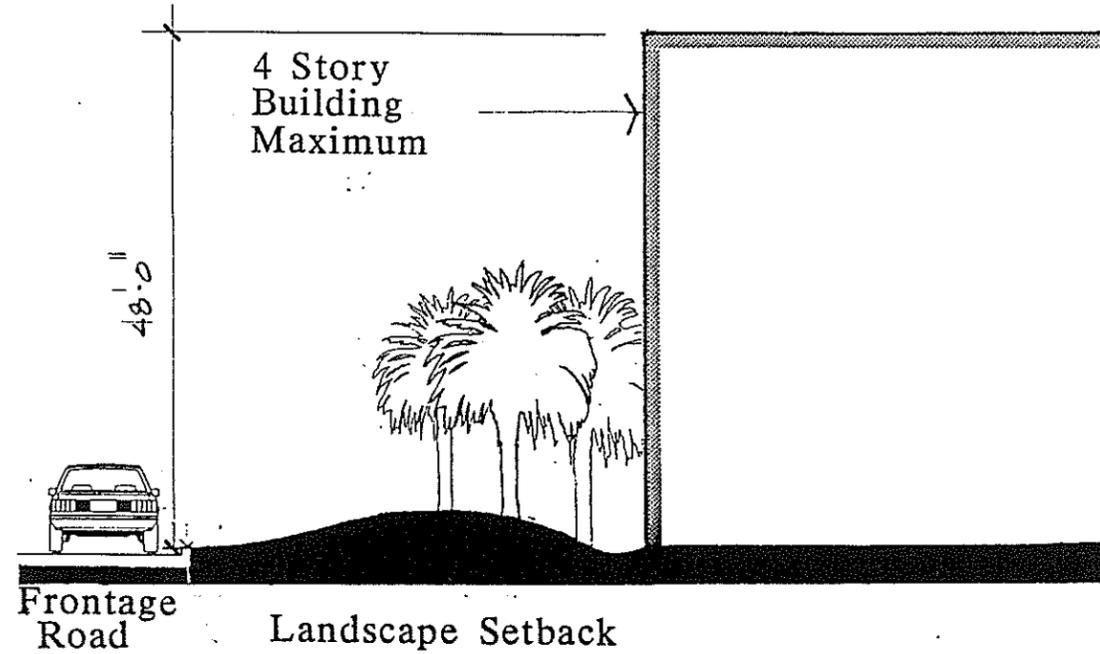
35' wide from face of curb to face of curb.  
5' radius to face of curb.  
One permitted per frontage per property for drives where semi-tractor trailer or three axle truck service is required.

# Architecture Design Standards

## I-45 South Side Building Height Requirements

The following requirements apply to all new or renovated buildings along the south side of I-45 from 59th Street west to Teichmans Road.

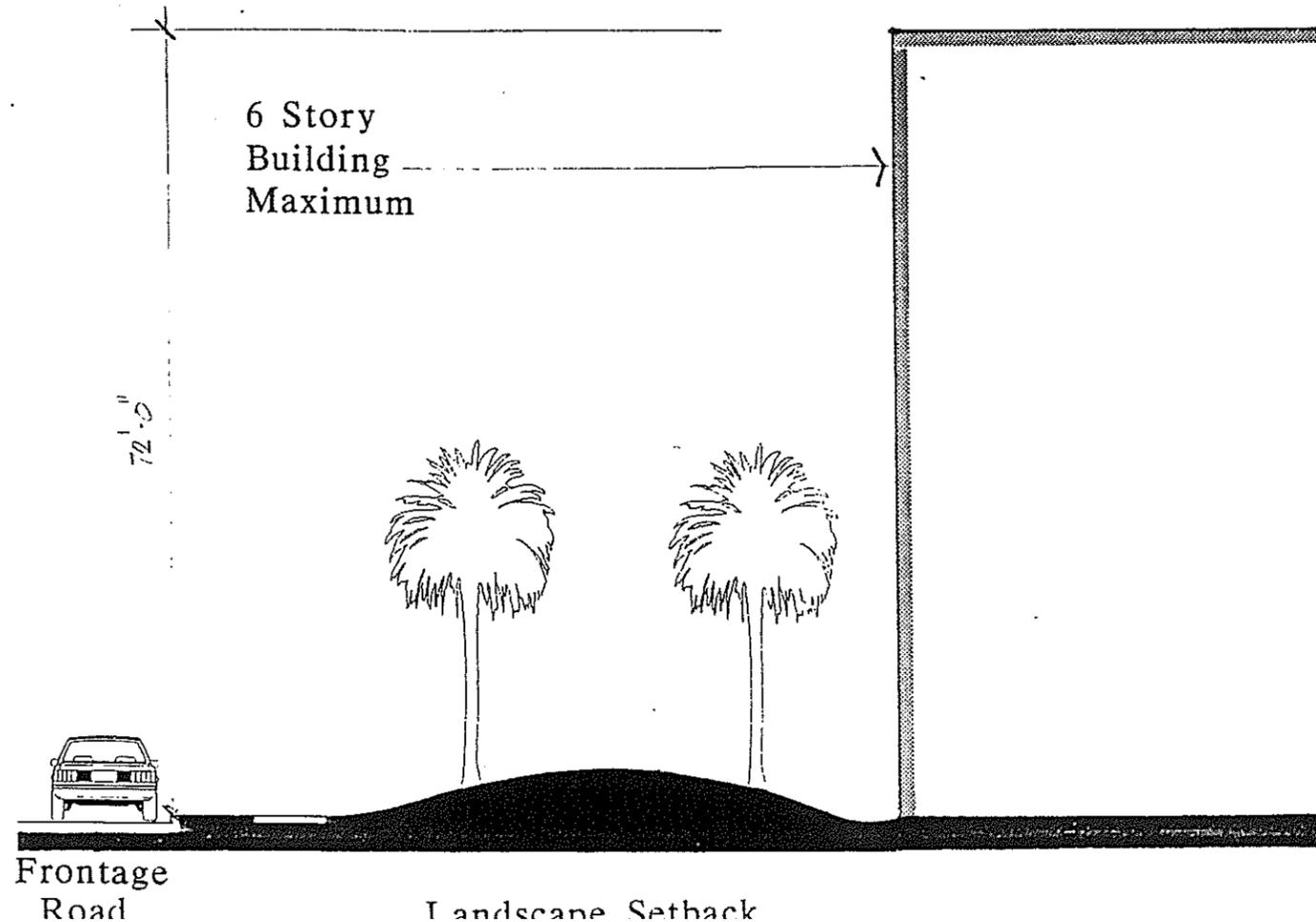
1. All buildings shall not exceed 48'-0" in height above existing mean natural grade at the building perimeter.
2. Parapet height may exceed 48'-0" building height by 24" for 100% of the facade and 48" for 50% of the facade.
3. Stoops, porches, bay windows, entrance canopies, entrance surrounds, and awnings may project 8'-4" beyond the 25'-0" building setback to a maximum height of 24'-0". Canvas awning projections above 24'-0" are also permitted.



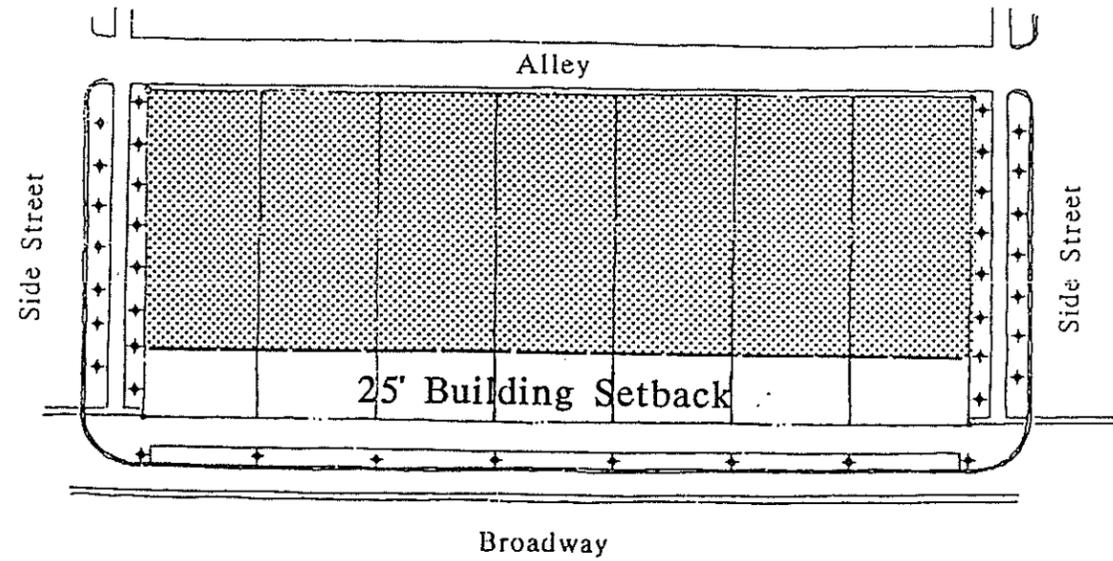
## I-45 North Side Building Height Requirements

The following requirements apply to all new or renovated buildings along the north side of I-45 from 59th Street west to the Causeway and on the south side of I-45 from Teichmans Road west to Offatts Bayou.

1. All buildings shall not exceed 72'-0" in height above existing mean natural grade at the building perimeter.
2. Parapet height may exceed 72'-0" building height by 36" for 100% of facade to 72" for 50% of the facade.
3. Stoops, porches, bay windows, entrance canopies, entrance surrounds, and awnings may project 8'-4" beyond the 25'-0" building setback to a maximum height of 36'-0". Canvas awning projections above 36'-0" are also permitted.

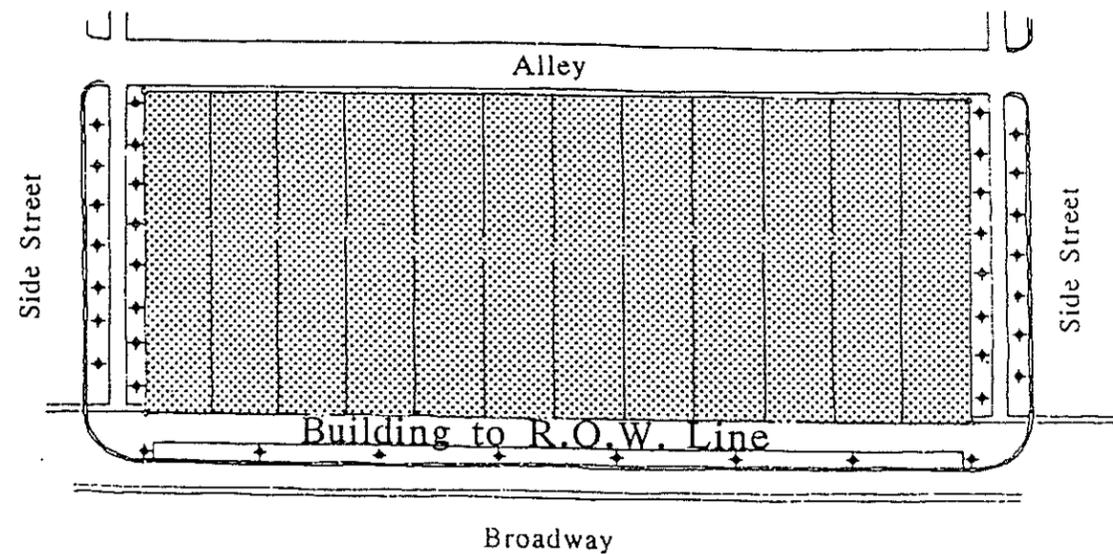


# Broadway Setbacks & Easements Design Standard



## Residential Pattern Setback

25' building setback with permitted projections.  
25' setback for fencing over 4' in height. Maximum of 60% to be paved for vehicular use.  
40% of setback minimum to be used as planting area or pedestrian paving.  
Corner properties with special use may pave 95% of setback area for vehicular use with 4' planting and garden wall screening.  
The residential pattern on the north and south sides of Broadway begins at 40th Street and extends east to Seawall Blvd.



## Storefront Pattern

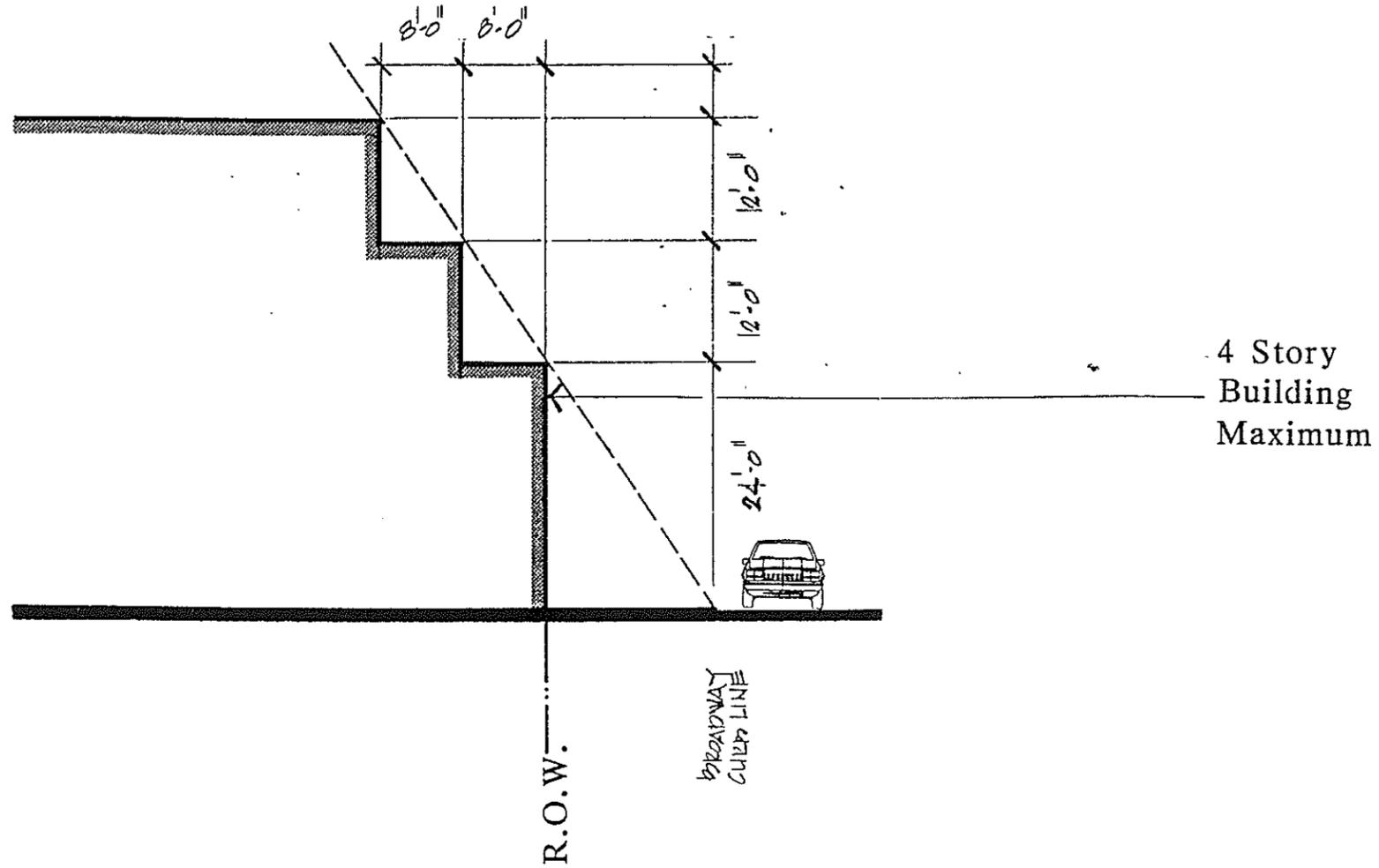
Building to R.O.W. line permitted and encouraged.  
Building not on R.O.W. line to adhere to residential pattern setback and standards.  
The storefront pattern on the north side of Broadway begins at 59th Street and extends east to 40th Street. On the south side of Broadway it begins at 59th Street and extends east to 43rd Street.

# Broadway Architecture Design Standards

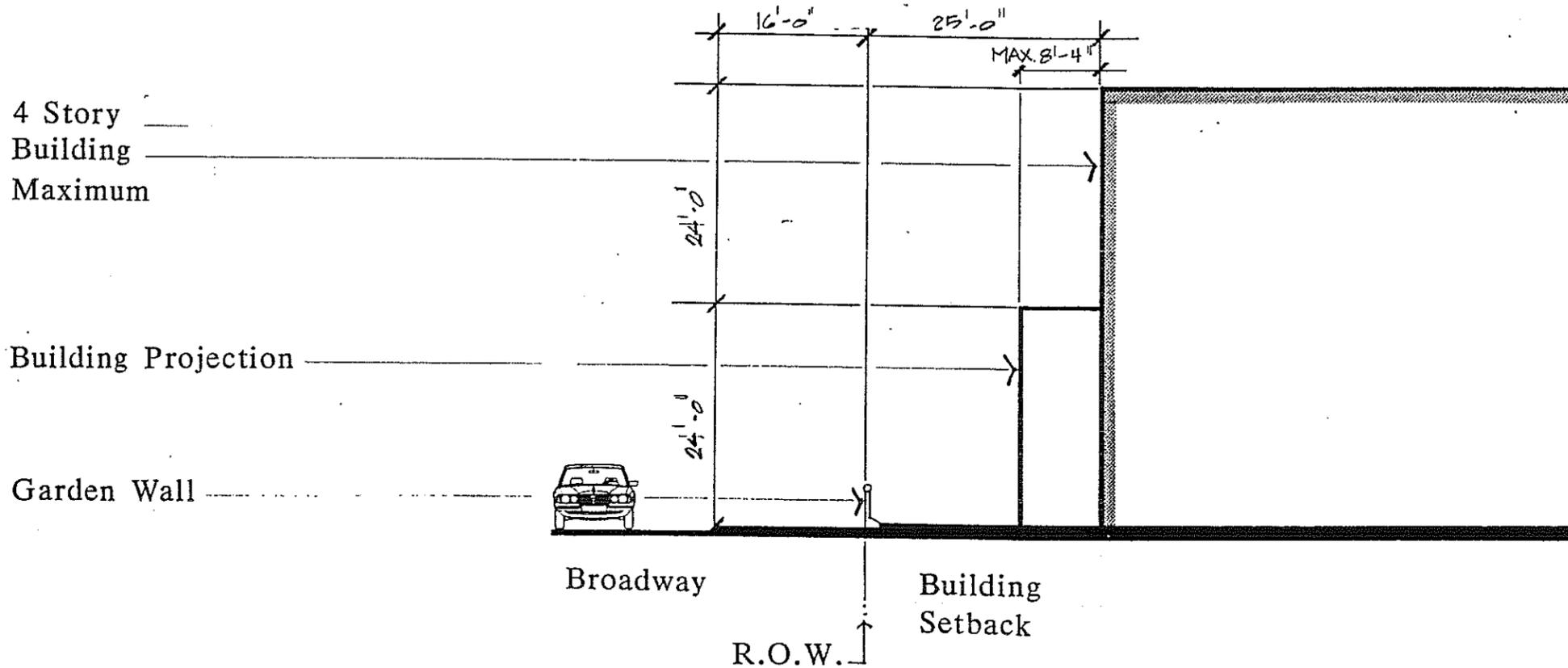
## Storefront Pattern Building Height and Setback Requirements

The following height and setback requirements shall apply to all new or renovated buildings from 40th Street west to 59th Street on the north and south side of Broadway.

1. Front building line at property allowed with a 48'-0" maximum building height. Buildings over 24'-0" must step back 8'-0" for every additional 12'-0" of building height.
2. Parapet height may exceed the maximum building height by 24" for 100% of the facade to 48" for 50% of the facade.
3. Buildings set back and not on the R.O.W. line shall follow the guidelines for the residential pattern from 6th Street to 40th Street.



# Broadway Architecture Design Standards



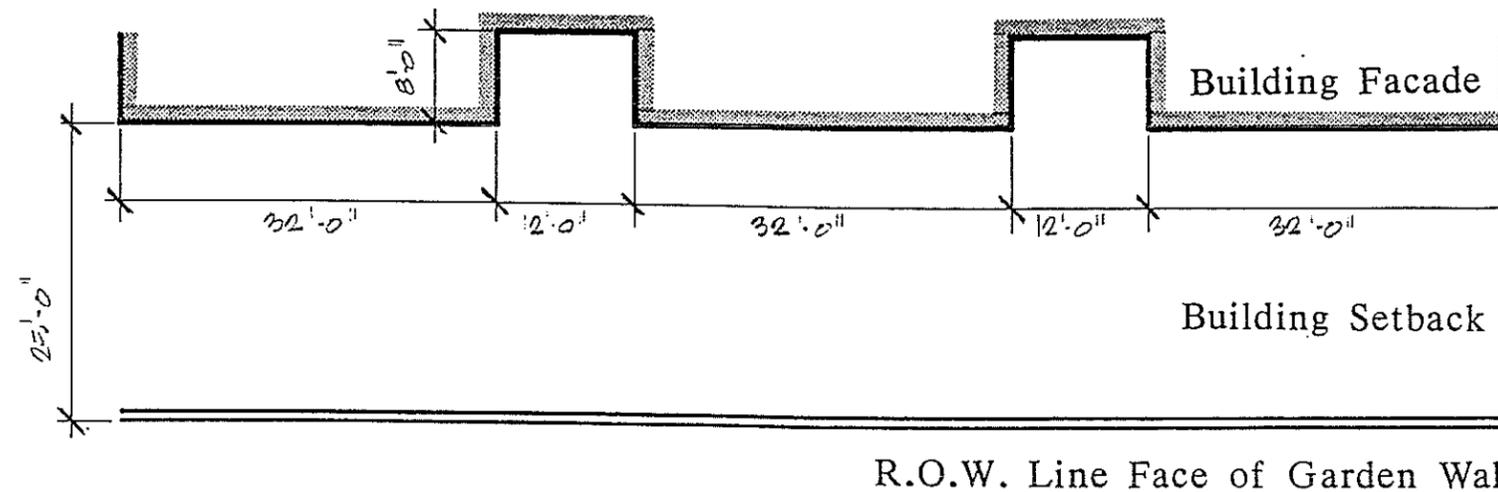
## Residential Pattern Building Height and Setback Requirements

The following height and setback requirements shall apply to all new or renovated buildings from Seawall Blvd. west to 40th Street on the north and south side of Broadway.

1. All buildings shall be set back a minimum of 25'-0" from the front property line and shall not exceed 48'-0" in height.
2. Parapet height may exceed 48'-0" building height by 24" for 100% of facade to 48" for 50% of the facade.
3. Stoops, porches, bay windows, entrance canopies, entrance surrounds, and awnings may project 8'-4" beyond the 25'-0" building setback to a maximum height of 24'-0". Canvas awning projections above 24'-0" are also permitted.

## Residential Pattern Building Facade Articulation Plan

This requirement pertains to all new or renovated buildings from Seawall Blvd. west to 40th Street on the north and south sides of Broadway. Any Broadway facing building facade which exceeds 32 feet in length must set in a minimum of eight (8) feet for a length of twelve (12) feet.



# Broadway Curb Cut Design Standards

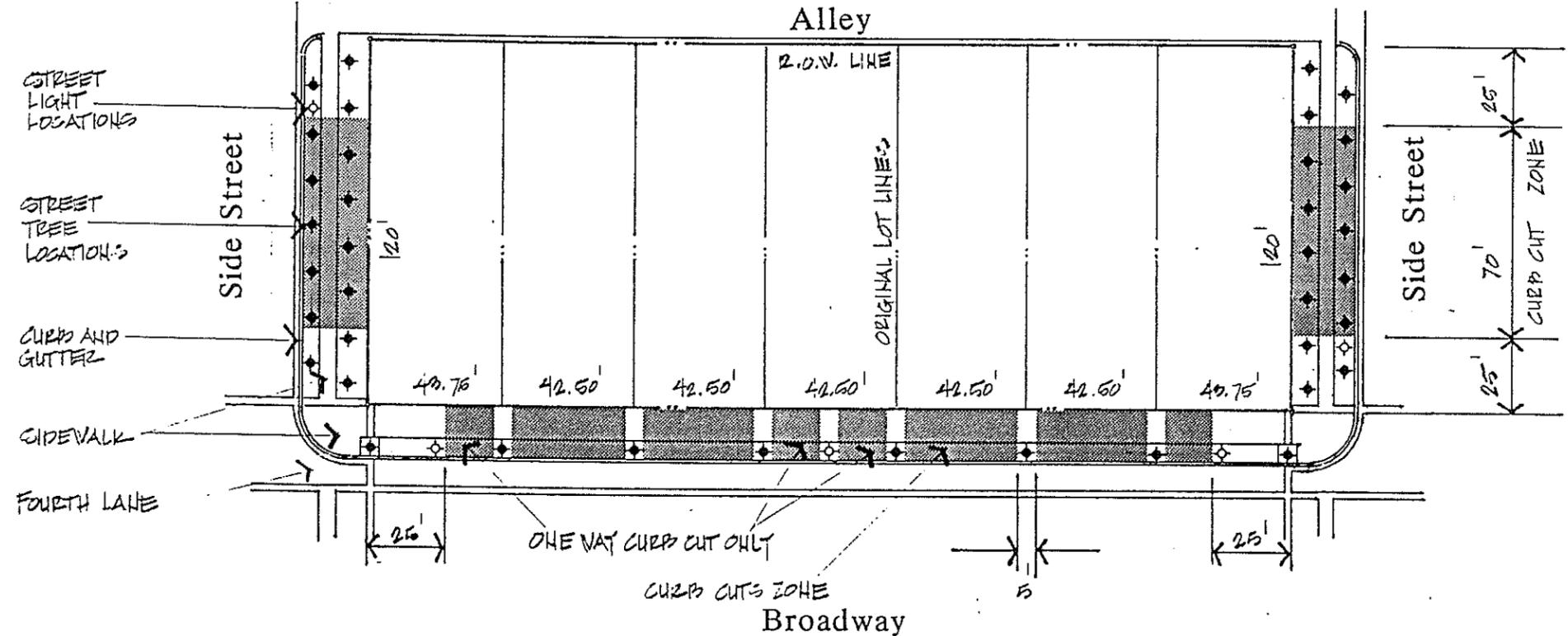
## Residential Patterns

Permissible curb cuts from Broadway per original lots as follows:

- Corner lot - one (1) one-way curb cut only.
- Single center lot - two (2) one-way curb cuts only.
- Single mid-block lot - two (2) one-way or one (1) two-way.
- Two to four accumulated lots - two (2) one-way or one (1) two-way.
- Five to seven accumulated lots - four (4) one-way or two (2) two-way.

Permissible curb cuts from side streets - two (2) one-way or one (1) two-way curb cut.

Broadway curb cuts to be 2.5' from center line in either direction from street tree or street light locations.



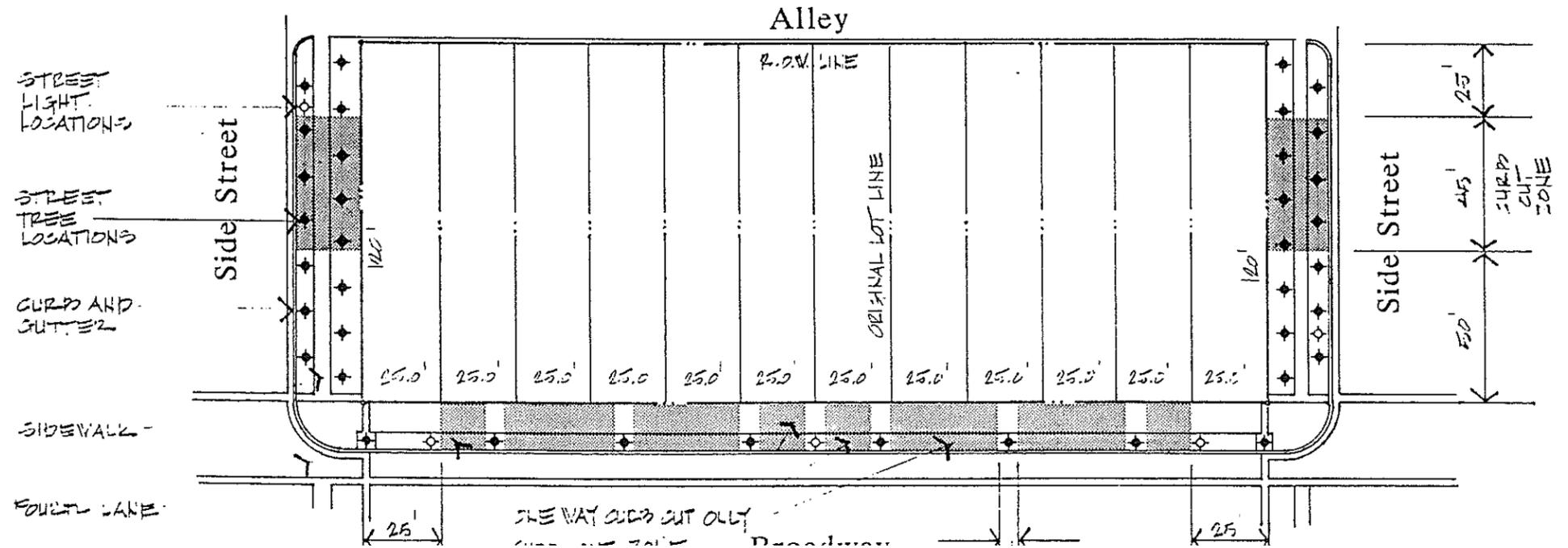
## Storefront Pattern

Permissible curb cuts from Broadway per original lots as follow:

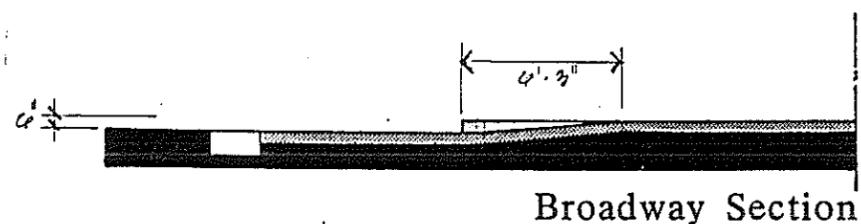
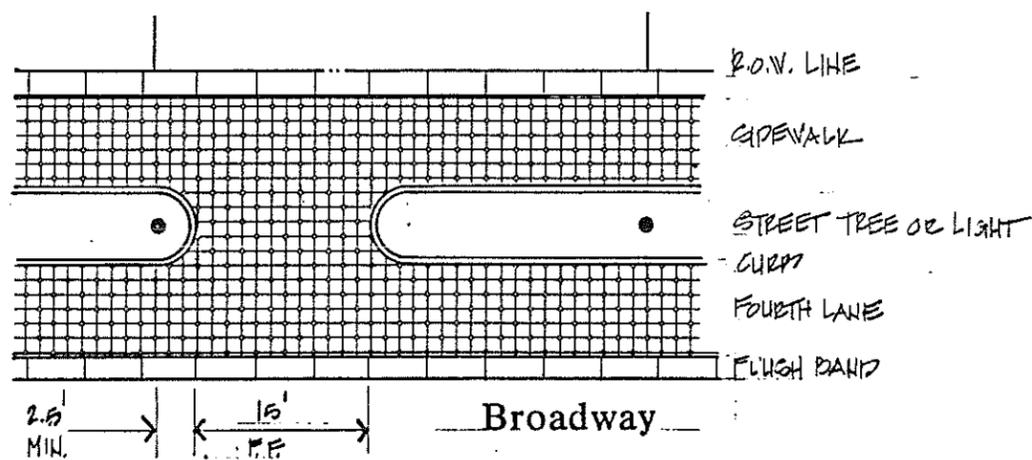
- Corner lot - none.
- Single mid-block lot - one (1) one-way curb cut only.
- Two lots at corner - one (1) one-way.
- Two lots mid-block - one (1) one-way or one (1) two-way.
- Three to six accumulated lots - two (2) one-way or one (1) two-way.
- Seven to twelve accumulated lots - four (4) one-way or two (2) two-way curb cuts.

Permissible curb cuts from side streets - two (2) one-way or one (1) two-way curb cut.

Broadway curb cuts to be 2.5' from center line of street tree or street light locations.

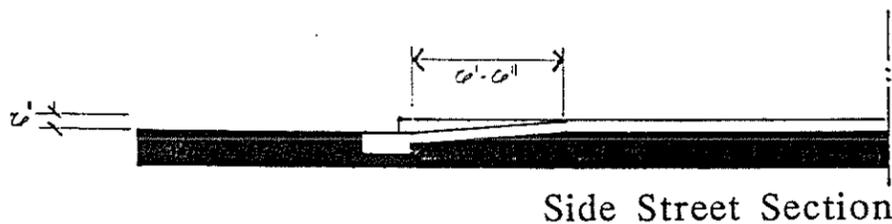
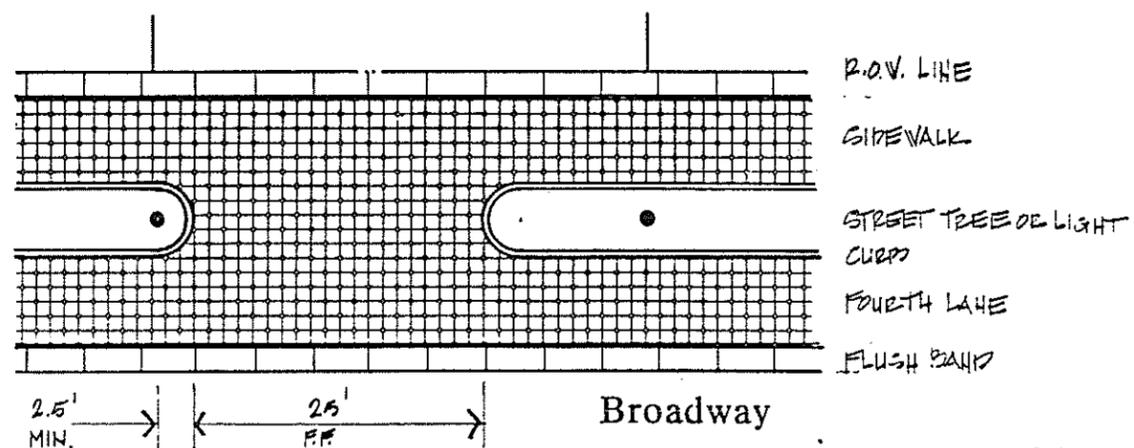


# Broadway Curb Cut Design Standards



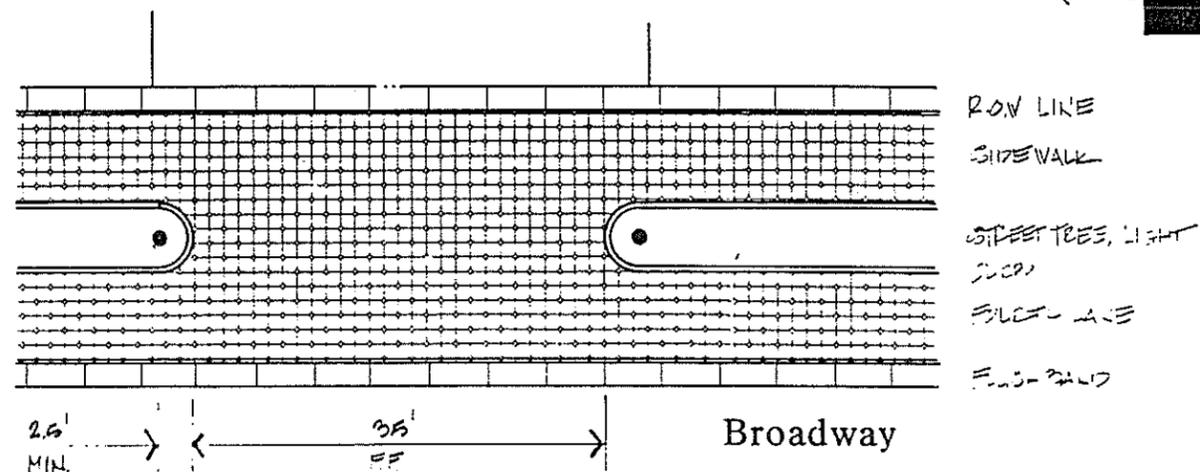
## One Way

15'-0" wide from face of curb to face of curb.  
3'-1 1/2" radius to face of curb.  
2'-6" min. to street tree or light location.  
5'-6" preferred.  
Broadway paver as apron paving.



## Two Way

25'-0" wide from face of curb to face of curb.  
3'-1 1/2" radius to face of curb.  
2'-6" min. to street tree or light location.  
5'-6" preferred.  
Broadway paver as apron paving.



## Light Industrial

For accessing properties zoned light ind. only.  
35'-9" wide from face of curb to face of curb.  
3'-1 1/2" radius to face of curb.  
2'-6" min. to street tree or light location.  
3'-9" preferred.  
Broadway paver as apron paving.

# Broadway Parking Design Standards

## Side Street Parking Court Plan

Parking courts to be developed by adjacent property owners to meet parking requirements and increase buildable area on adjacent properties.

Parking court to be developed per design at one time in entirety; cooperative development encouraged either by both corner properties or properties within adjacent blocks.

Right of way to be obtained by 99 year lease from the City of Galveston.

Parking court provides twenty (20) spaces.

Permissible locations on south side of Broadway are: 7th, 13th, 22nd, 28th, 32nd, 36th, 38th, 47th, 49th, 52nd, 54th, 56th.

Permissible locations on north side of Broadway are: 7th, 28th, 32nd, 34th, 36th, 38th, 45th, 47th, 52nd.

## Parking Court Broadway Elevation

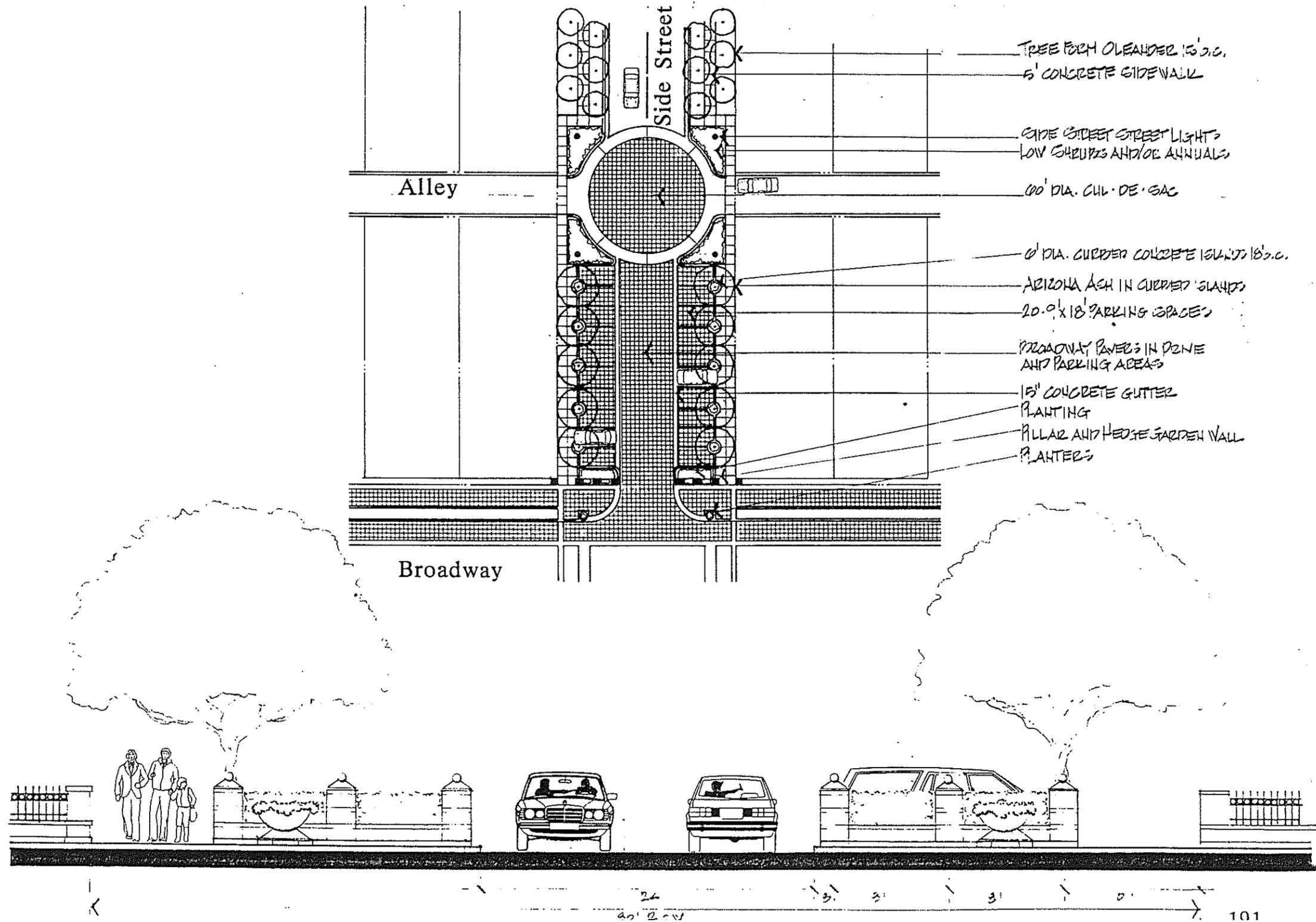
Parking courts screened from Broadway with pillar and hedge garden wall. Pillars 4' height plus cap and 2' wide by 2' deep of brick and limestone.

Hedge to be Oleander, Ligustrum, Photinia, Privet or Cherry Laurel planted at 36" ht. by 30" spread at 5 gal. min. container size 30" o.c., sheered and maintained at 48" ht. and 24" depth.

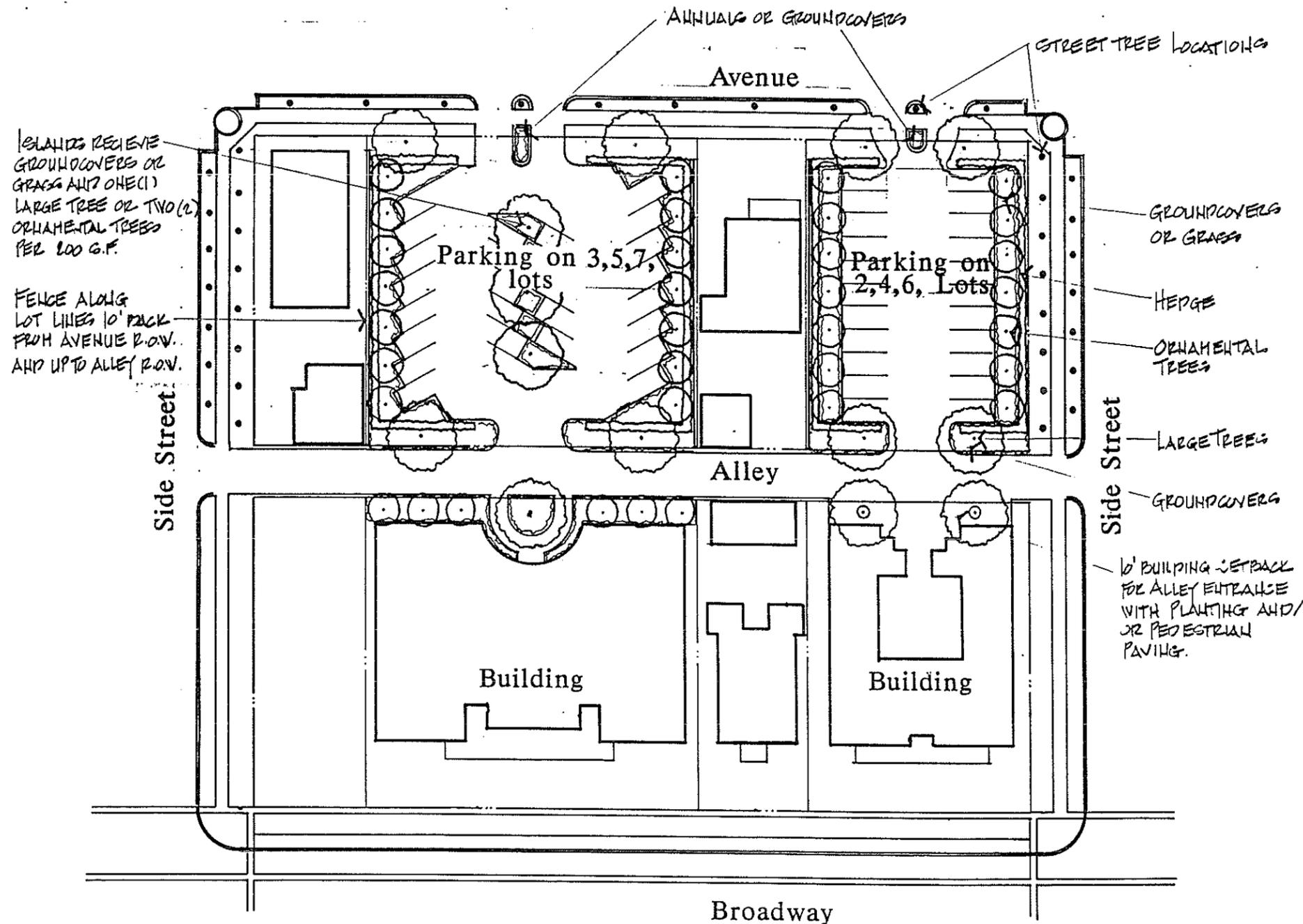
Plant materials to be irrigated throughout and maintained throughout by developer.

Street planters 4' dia. by 32" height stone, pre-cast, or metal with annuals by developer.

Arizona Ash trees 18' o.c. in curbed islands installed at 30 gal. size min.



# Broadway Parking Design Standards



## Adjacent Property Parking

- Allowable:** For properties/building wishing to maximize building area on Broadway by accommodating parking requirements on properties across alleys:
- Parking:** Parking lots may be developed on an area no less than two (2) originally platted lots or 85' x 120'.  
 Parking spaces to be 9' x 18'; aisle to be 24' wide.  
 For parking on 2, 4, 6, originally platted lots use 90 degree parking.  
 For parking on 3, 5, 7, originally platted lots use 60 degree parking.
- Access:** Curb cut standards for Broadway shall apply here.  
 Curb cuts shall honor proposed street tree locations on avenues and side streets.
- Paving:** Surfaces shall be either interlocking concrete pavers, concrete, or asphalt. Perimeter curbing is required.
- Setbacks:** For parking on 2, 4, 6, originally platted lots paving shall be kept 10' from avenue or alley R.O.W. lines and 12.5' back from neighboring lot lines and 12.5' back from side street R.O.W. lines and same as above for avenues, alleys, side streets.
- Fencing:** Along neighboring lot lines only. 7' ht. wood or masonry fence finished both sides or 7' ornamental metal fence. No chain link.
- Planting:** Large trees (4) min. Live Oak, Arizona Ash planted at 30 gal. size min.  
 Ornamental trees 15' o.c. max. along lot lines planted at 15 gal. size min. Tree form Holly, Oleander, Crape Myrtle, Pear, Hedge Ligustrum, Oleander, Photinia, Privat 5 gal. min. size 30" o.c. maintained at 36" ht.  
 All planting areas to be irrigated.

# Garden Wall Design Standards

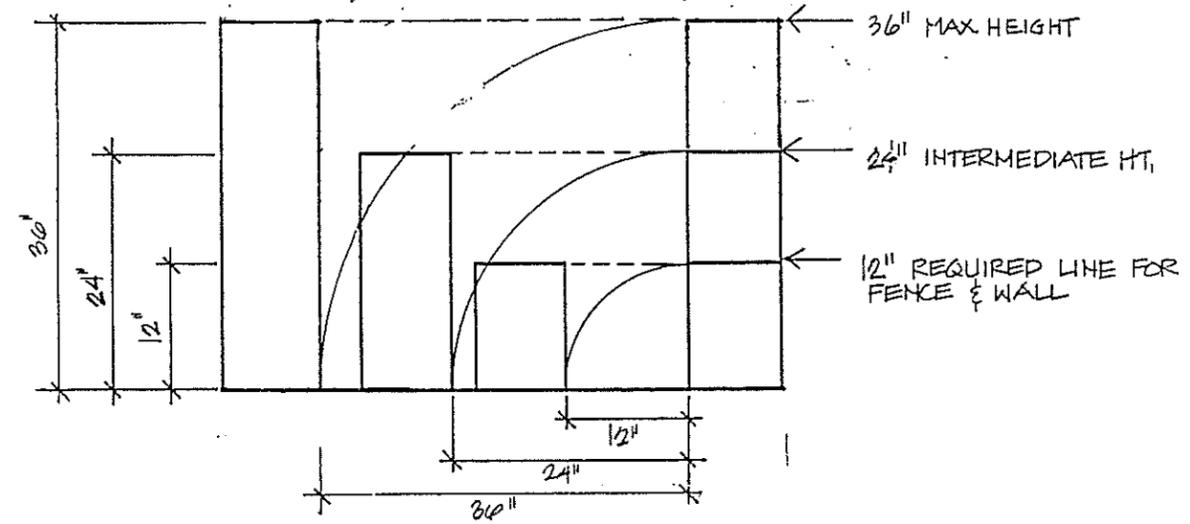
## Design Guidelines

For new construction or renovated properties a garden wall shall be constructed on and outside the Broadway R.O.W. line. The garden wall shall be required of all Broadway fronting properties from 59th Street to Seawall Blvd. on both north and south sides. Exceptions to this requirement are those where building walls are up to the Broadway R.O.W. line as encouraged in the storefront pattern. Please see setbacks and easements design standards.

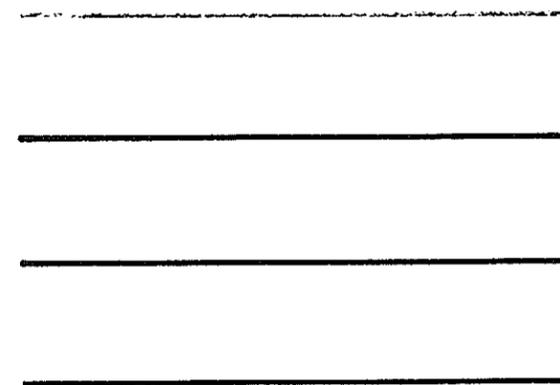
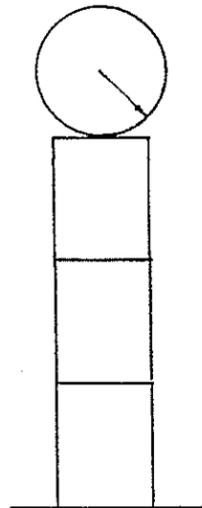
The garden wall shall be built according to the following options:

- A. 12" wide x 12" high masonry wall (brick, stone, stucco, or poured concrete).
- B. 12" wide x 12" high masonry wall with 12" wide x 24" high masonry piers separated by min. 24".
- C. 12" wide x 36" high masonry wall with 12" wide x 36" high masonry piers separated by min. 36".
- D. Painted steel rails between piers is permitted, or may be entirely constructed of steel rail at 12", 24", or 36" high. If entirely steel rail a horizontal bar must be included at 12" height.

A decorative cap, urn, or light fixture is permitted atop a pier within an 8.5' radius. Garden walls turning off Broadway along side streets shall adhere to guidelines. When a paved parking surface fronts Broadway the garden wall must be, at minimum, constructed of a 12" wide x 12" high masonry wall with 12" x 36" high masonry piers with painted steel rail infill to 48" high. When a paved parking surface faces the adjacent side street the garden wall as described in the preceding sentence must be constructed the length of the parking behind the garden wall with parking fronting Broadway and/or an adjacent side street. A hedge of either Oleander, Photinia, Ligustrum, Cherry Laurel, or Privet shall be installed. At planting, plants shall be min. 5 gal or 36" high x 30" spread. Plants shall be planted 30" o.c. and be maintained at a 36" height and 30" spread.



CAPPING ENVELOPE  
RADIUS = 8.5"



36" MAXIMUM GARDEN WALL AND PLANTING HEIGHT

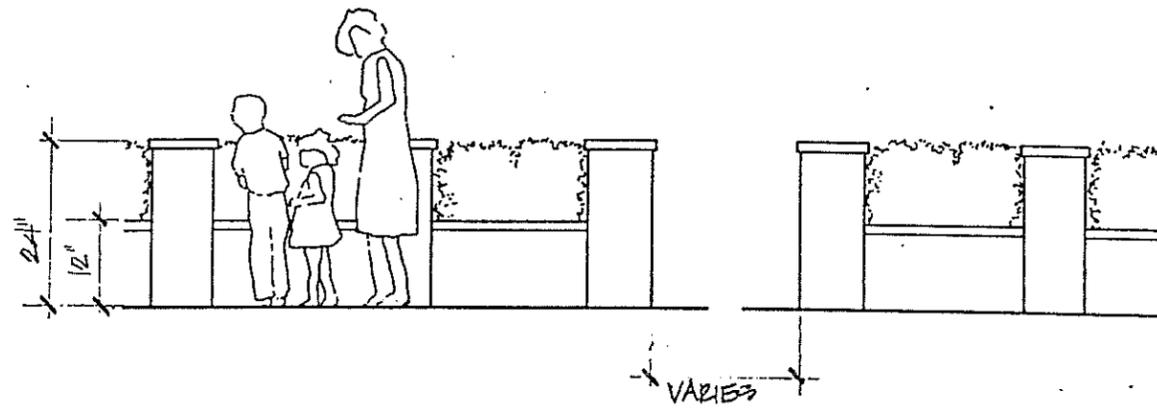
24" INTERMEDIATE HEIGHT SPECIAL CASES

12" REQUIRED HORIZONTAL LINE FOR BOTH GARDEN WALL & FENCE

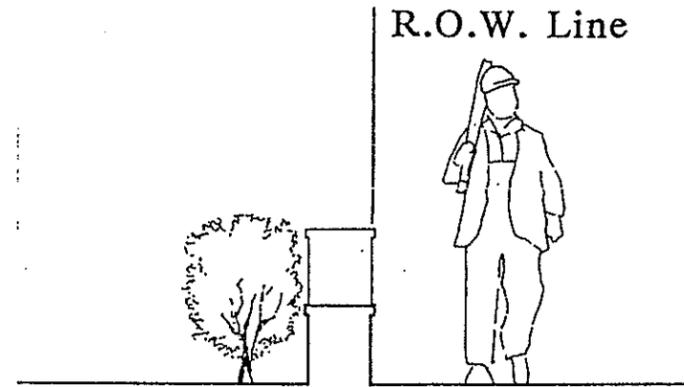
# Garden Wall Design Standards

## Option A

- 12" High Masonry Wall
- 24" High Masonry Piers
- 24" High Hedge



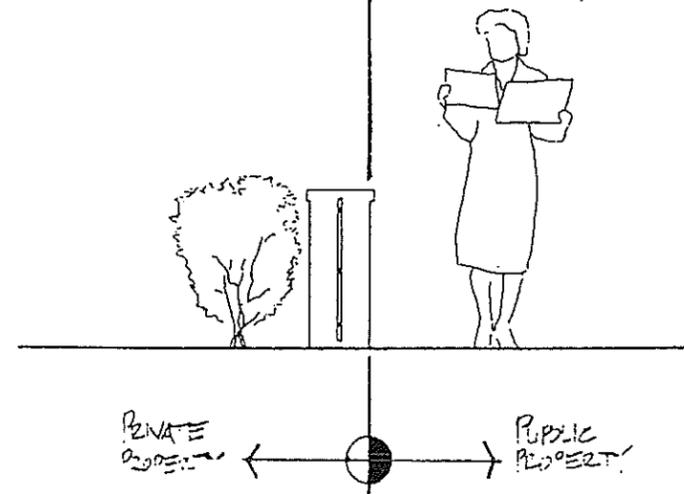
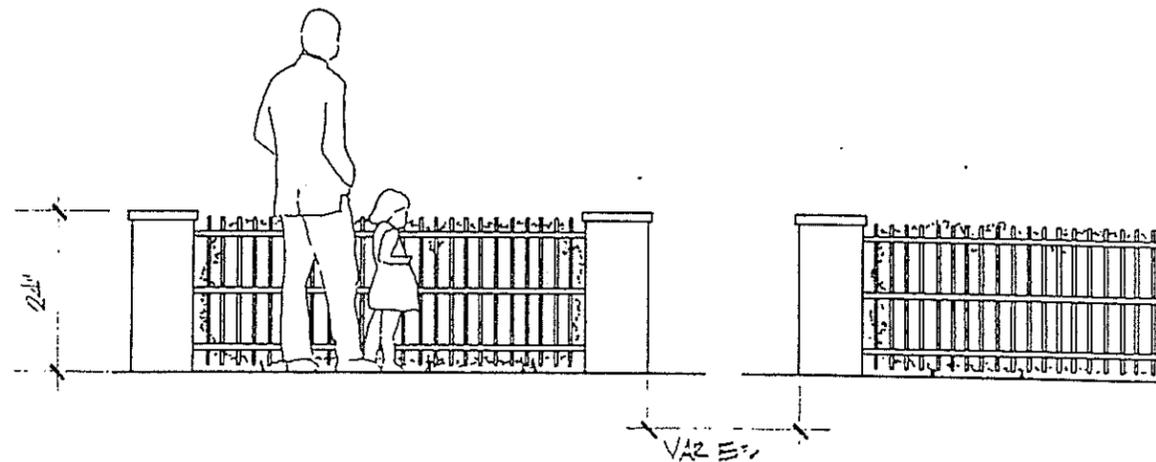
Elevation



Section

## Option B

- 24" High Steel Rail Fence
- 24" High Masonry Piers
- 24" High Hedge

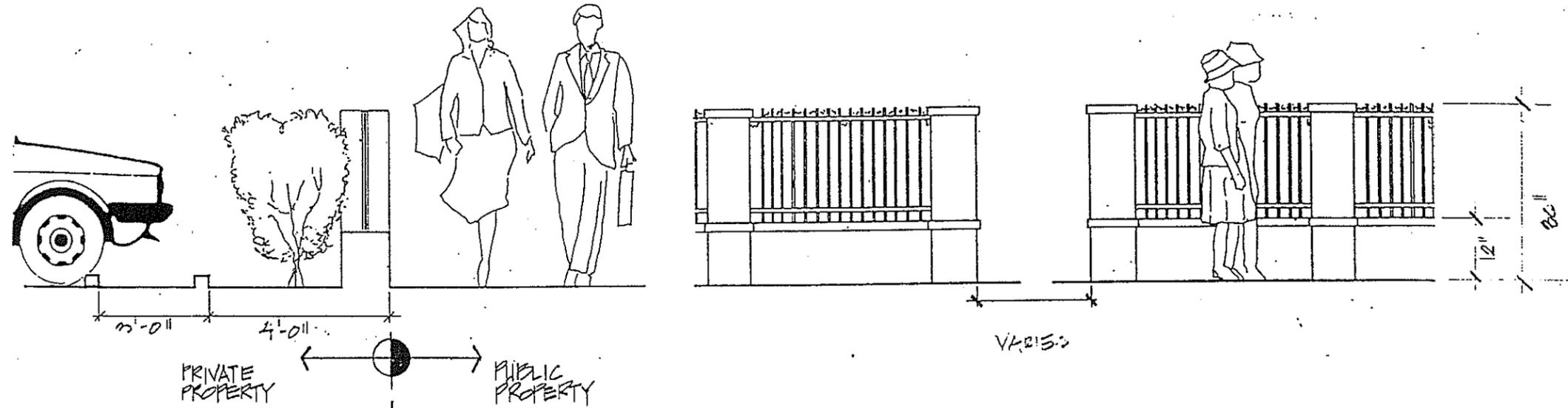


# Garden Wall Design Standards

## Option C

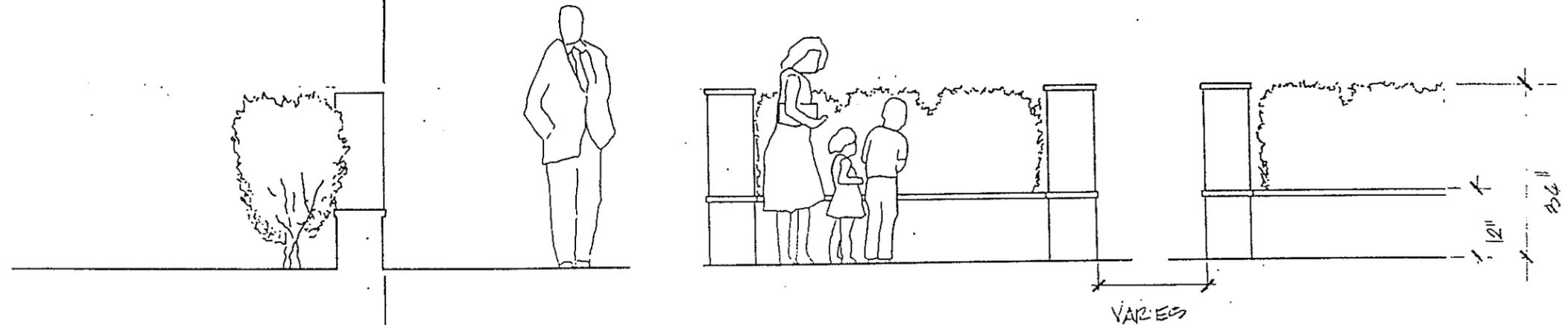
Required at minimum for parking fronting Broadway

- 12" High Masonry Wall
- 36" High Masonry Piers
- 24" High Steel Rail Fence
- 36" High Hedge



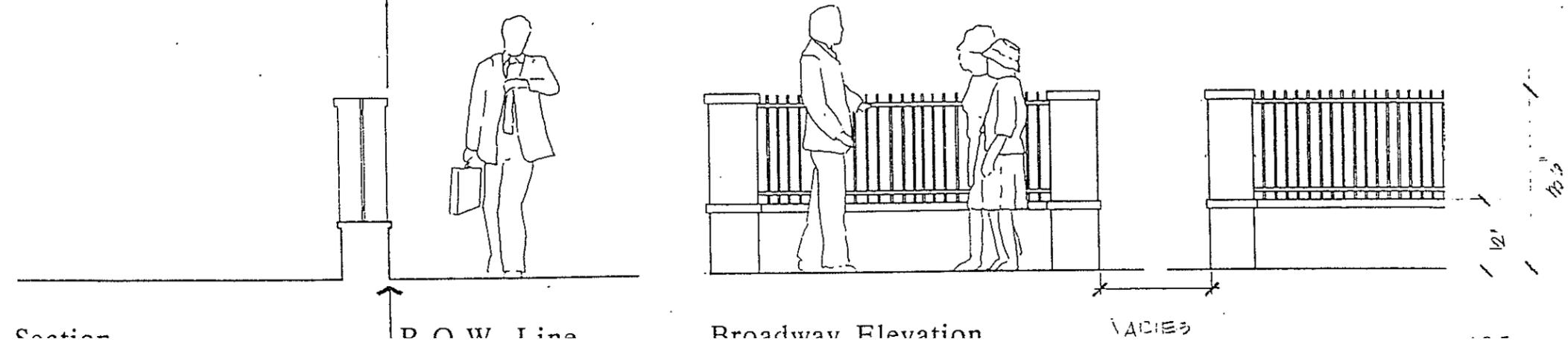
## Option D

- 12" High Masonry Wall
- 36" High Masonry Piers
- 36" High Hedge



## Option E

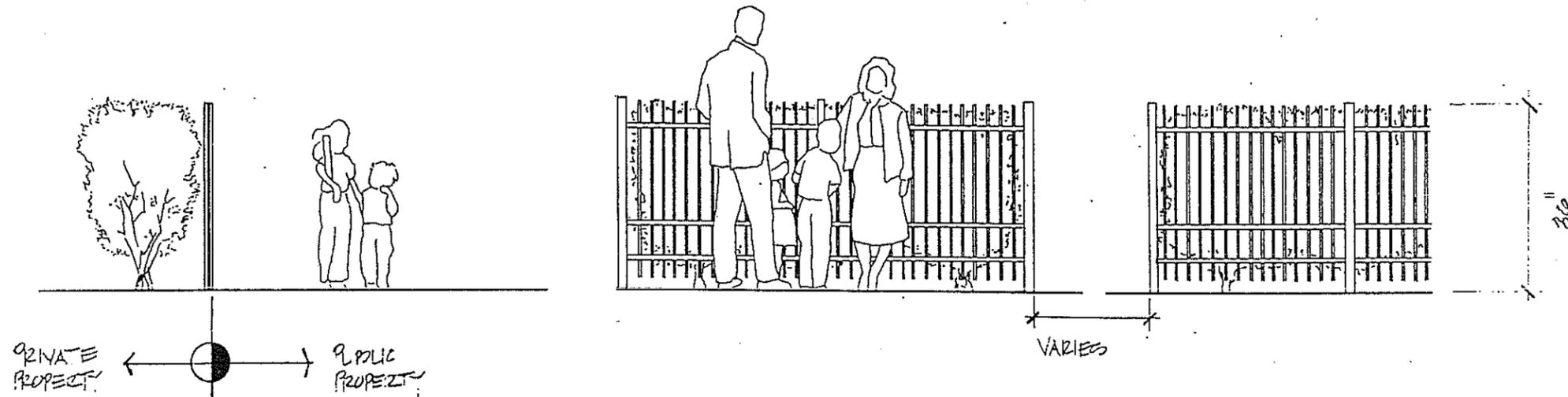
- 12" High Masonry Wall
- 36" High Masonry Piers
- 24" High Steel Rail Fence



# Garden Wall Design Standards

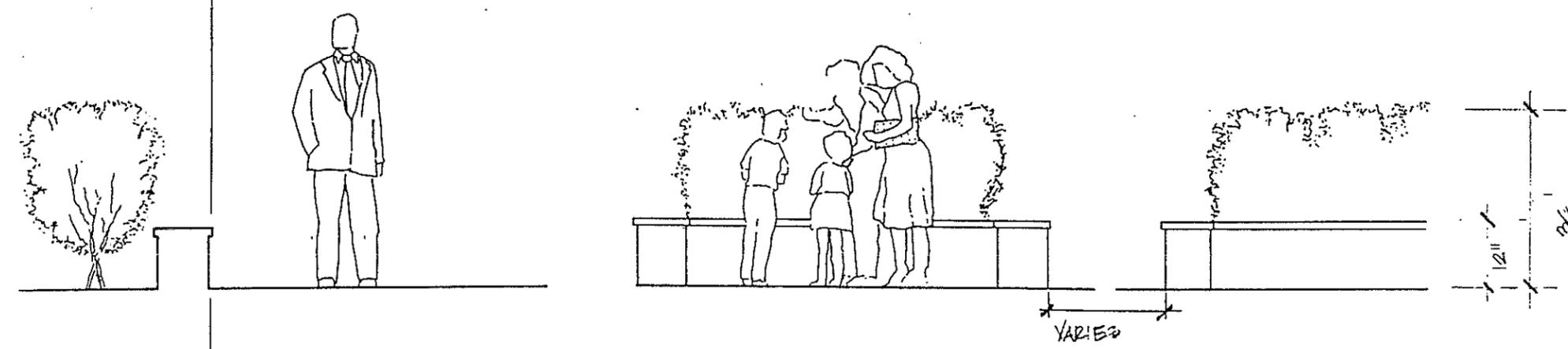
## Option F

36" High Steel Rail Fence  
 Bottom rail at 12"  
 36" Hedge



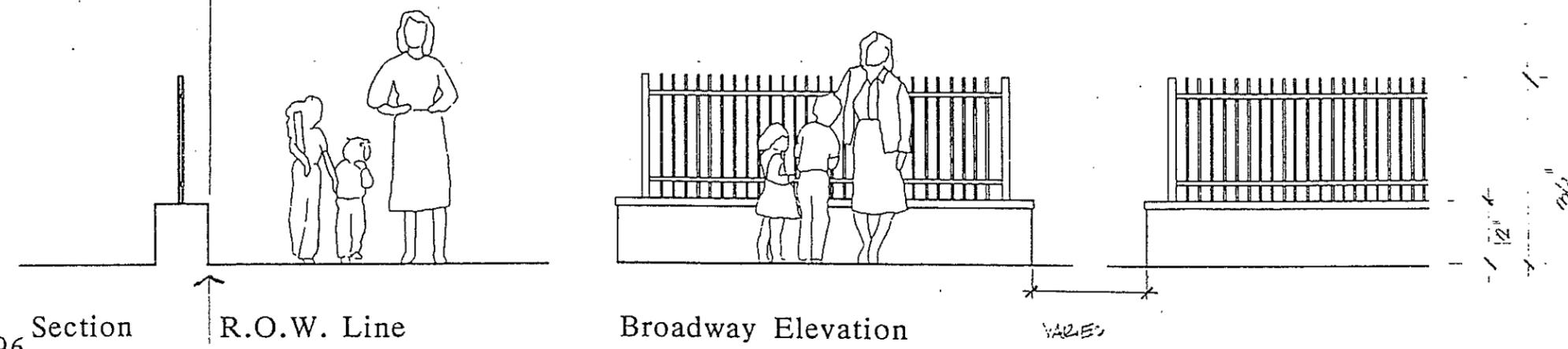
## Option G

12" High Masonry Wall  
 36" High Hedge



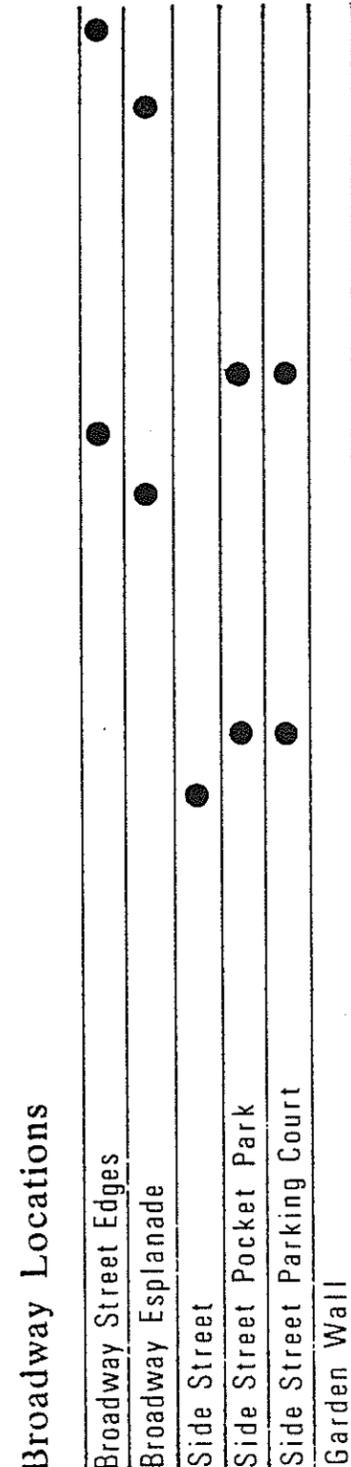
## Option H

12" High Masonry Wall  
 24" High Steel Rail Fence



# Broadway Plant List

## Broadway Plant Matrix

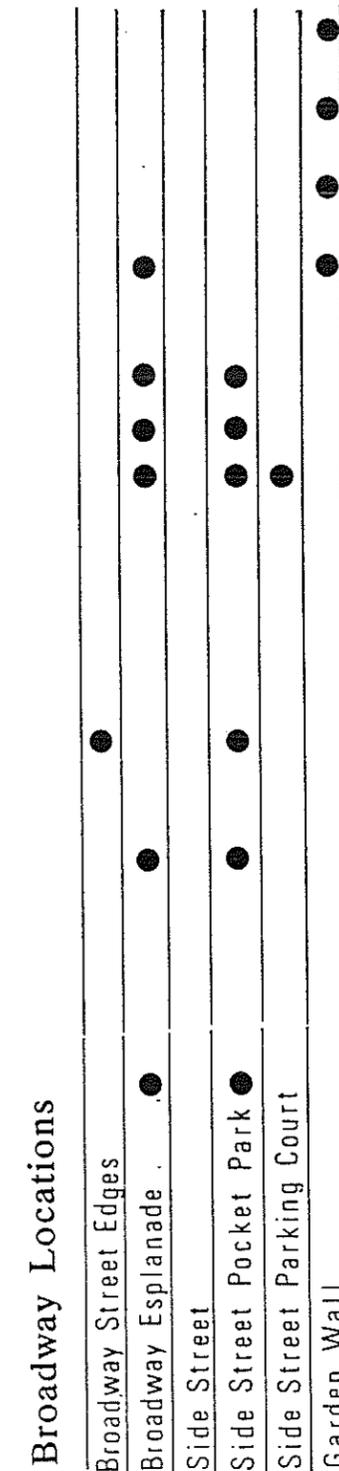


COMMON NAME	BOTANICAL NAME	DESIGN APPLICATION	PLANTED SPACING	PURCHASE SIZE	PURCHASE CONDITION	MATURE SIZE	IRRIGATION REQUIREMENTS BY CATEGORY	MAINTENANCE REQUIREMENTS BY CATEGORY	PLANTING REQUIREMENTS BY CATEGORY
<b>PALMS</b>									
Date Palm	Phoenix dactylifera	Formal Street Tree	42.5' o.c.	10' trunk ht. 10' spread	Ball and Burlap	40' ht. 20' sp.	Drip irrigation to provide max. 30 gal/day summer 15 gal/day winter months.	Fertilization: 1 lb of 10-10-5 per 1" trunk caliper per year. Prune: dead fronds in Feb. of the year maintaining a 3' skirt at all times. Spray: with pesticides as needed.	Plant palms from early spring to no later than Sept. 1. Protect terminal buds during forecasted prolonged freezing temperatures. Plant in a backfill mix consisting of: 5 parts sandy loam 5 parts sand 1 part humus Incorporate 4 lbs of 13-13-13 fertilizer per cubic yard.
Washingtonia Palm	Washingtonia robusta	Restore Formal Esplanade							
<b>SHADE TREES</b>									
Modesto Ash	Fraxinus velutina modesto	Formal				35' ht. 25' sp.	Spray irrigation from the lawn system providing a total of 1" of water, including natural rainfall, per week. Hand watering to soak the rootball will be required every other day after initial planting in spring/summer months for 90 days; in fall/winter months 45 days. Avoid overwatering.	Fertilization: 1 lb. of 10-10-5 per 1" of trunk caliper per year applied in February. Prune: Dead wood and trunk suckers in February of the year. Maintain 6' of clear trunk as tree matures. Spray: annually in January with dormant oil spray. Also wash with fresh water in December and June of the year to remove accumulated salts.	Optimum planting time is October through May. Plant trees in a prepared soil mix of: 5 parts sandy loam 1 part humus 1 part sand Incorporate 4 lbs of commercial fertilizer per cubic yard.
Live Oak	Quercus virginiana	Formal Street Tree	42.5' oc	30 gal	Cont. or B & B	50' ht. 75' sp.			
Live Oak	Quercus virginiana	Restore Formal Esplanade	30' o.c.	8" cal.	machine moved				
<b>ORNAMENTAL TREES</b>									
Savannah Holly	Ilex opaca 'Savannah'	Formal		30 gal	Cont.	25' ht. 20' sp.	Spray irrigation from the lawn system providing a total of 1" of water, including natural rainfall per week. Hand-watering to soak the root ball will be required every other day in spring/summer months for 90 days; in fall/winter months 45 days. Avoid overwatering.	Fertilization: 1 lb. of 10-5 per 1" cal. of trunk per year. Prune dead wood in Feb. Spray with dormant oil spray in Jan. Also spray for Bag Worms as required. Apply systemic borer pesticide yearly in Feb.	Plant year round. Plant trees in a prepared soil mixture of: 5 parts sandy loam topsoil 1 part humus 1 part sand Incorporate 4 lbs of 13-13-13 fertilizer per cubic yard
Tree-Form Oleander	Nerium oleander	Formal	15' o.c. staggered	15 gal.	Cont.	15' ht. 8' sp			

# Broadway Plant List

## Broadway Plant Matrix

COMMON NAME	BOTANICAL NAME	DESIGN APPLICATION	PLANTED SPACING	PURCHASE	PURCHASE CONDITION	MATURE SIZE	IRRIGATION REQUIREMENTS BY CATEGORY	MAINTENANCE REQUIREMENTS BY CATEGORY	PLANTING REQUIREMENTS BY CATEGORY
<b>SHRUBS/GROUNDCOVERS</b>									
Ligustrum "Waxleaf"	Ligustrum japonicum	Hedge/screening	30" o.c.	5 gal. or 36" ht. 30" sp.	Cont. or B & B	42" ht.	Spray irrigation providing a total of 1" of water including natural rainfall, per week.	Fertilization: 1 lb of 13-13-13 per plant per year, apply in February. Prune: shear sides and tops to form a dense hedge 42" high. Shear in Feb., July October.	Plant year round. Prepare beds for planting by excavating 12" and backfilling with a prepared soil mixture of: 5 parts sandy loam topsoil 2 parts humus 1 part sand Till into beds 4 lbs of 13-13-13 fertilizer per 100 square feet of bed area.
Red Tip Photinia	Photinia fraseri	Hedge/screening	30" o.c.	5 gal. or 36" ht. 30" sp.	Cont. or B & B	42" ht.			
Cherry Laurel	Prunus caroliniana	Hedge/screening	30" o.c.	5 gal. or 36" ht. 30" sp.	Cont. or B & B	42" ht.			
Oleander	Nerium oleander	Hedge or Formal Esplanade	30" o.c. or esplanade pattern	5 gal. or 36" ht. 30" sp.	Cont. or B & B				
Oleander	Nerium oleander 'dwarf'	Feature Areas	30" o.c.	5 gal. or	Cont. or B & B		Spray irrigation providing a total of 1" of water, including natural rainfall, per week.	Fertilization: February 15 and Sept. 1 with 13-13-13 5 lbs per 100 SF of bed area. Cultivate and water in thoroughly. Prune: Do Not Shear. Selectively hand prune branches that are irregular in height or orientation; remove deadwood yearly in Feb. Mulch: planting beds yearly in Feb with 2" of shredded pine bark mulch. Weed: Beds monthly	Bloom in early spring/summer. Prepare beds for planting by excavating 12" for shrubs/6" for gr. cover and backfilling with a prepared soil mixture consisting of: 5 parts sandy loam topsoil 2 parts humus 1 part sand Till into the bed 4 lbs of 13-13-13 fertilizer per 100 square feet of surface area.
Indian Hawthorn	Raphiolepis indica	Feature Areas	30" o.c.	5 gal. or	Cont. or B & B	3' ht. 4" sp.			
Giant Liriope	Liriope muscari	Planters/gr. cover Areas	18" o.c.	1 gal.	cont.	20" ht. 18" sp.			
<b>GRASSES/LAWNS</b>									
Common Bermuda	Cynodon dactylon	All Lawn areas in Full Sun		Plant by hydromulching using 2½ lbs. of seed, 50 lbs. of wood cellulose fiber, 1½ lb. fiber tack and 18 lbs. of 13-13-13 fertilizer per 1000 square feet or solid sod.			Spray irrigation providing a total of 1" of water including natural rainfall per week March 1 through November 15; reduce amount in winter.	Fertilization: 3 times yearly Mar 1, Jul 1, Sept. 15 at a rate of 4 lbs. per 100 SF. First application use 10-10-5, second and third use 5-15-10. Mow: weekly during growing season at 1" ht. Edge weekly. Pesticides: should be used to control grub worm yearly. Weeds to be treated with pre-emergent yearly. Dethatch: by close cutting and raking just before first fertilization.	Prepare grade for lawns by removing all existing vegetation. Spread 2" of sandy loam topsoil. Till in to a 6" depth. Hand rake to a fine uniform grade.
St. Augustine	Stenotaphrum secundatum	All Lawn Areas in Shade		Solid Sod					
<b>ANNUALS, SEASONAL COLOR</b>									
CHANGES 2 or 4 TIMES YEARLY		Feature Areas/Planters	9" o.c.	4" pots	Cont.		Spray irrigation providing a total of 1" of water including natural rainfall, per week.	Superbloom periodically through growing season.	Provide 5" of bed prep. consisting of: 1 part enriched mulch 1 part sandy loam topsoil 1 part #1 bank sand 4 lbs 13-13-13 per cu yd.



# Signage Design Standards

## Comparison of Existing and Proposed Signage Ordinances

In recognition of Broadway's window of visibility and successful on-premise signage precedent found along Broadway, it is proposed that the current signage ordinance be amended to respond to these important conditions and models. The table to the right compares the existing ordinance per zoning category with those proposed for the B.D.A.

Adoption of these new guidelines will make a real contribution to the gradual removal of visual clutter caused by on-premise signage within the B.D.A. This guideline is not intended to be retroactive, but to apply to new or renovated signage after adoption.

ZONING DISTRICT	PROJECTED SIGN		FREESTANDING SIGN		WALL MOUNTED SIGN	
	existing	proposed	existing	proposed	existing	proposed
1-F	N/A	N/A	15" Ht. 20 S.F.	6' Ht.= 6 S.F. 6' Ht.= 10 S.F.	N/A	3 S.F.
GR, MF-1, MF-2, P,O	20 S.F. No Ht. Limit	N/A	15 Ht. Res. Only No Ht. Limits Others 1 Sign/Frontage	6' Ht.= 6 S.F. 6' Ht.= 10 S.F. 16' Ht.= 36 S.F. 1 Sign Only	20 S.F.+ 1 $\frac{1}{2}$ /Ft. 15' Ht. in O, P No Ht. Limitation 1 Sign/ Frontage	7.5% Fascade or 36 S.F. Bldg. Ht. Only 1 Sign
B, RES, I * NS,WA	100 S.F. 1 Sign/Occ.	N/A	1S.F./1L.F. Frontage 100 S.F. 50' Ht.	6' Ht.= 6 S.F. 6' Ht.= 10 S.F. 16' Ht.= 36 S.F. 1 Sign Only	2.5 S.F./1 L.F. Frontage + 1 $\frac{1}{2}$ Over 15' 3 Signs/Occ.	7.5% Fascade or 36 S.F. Bldg. Ht. Only 1 Sign
PD,R,C, LI,HI,	200 S.F. 1 Sign/ Frontage	N/A	1 S.F./1L.F. Frontage 200 S.F. 1 Sign/Frontage 50'Ht.	6' Ht.= 6 S.F. 6' Ht.= 10 S.F. 16' Ht.= 36 S.F. 1 Sign Only	3.5 S.F./1L.F. Frontage + 1 $\frac{1}{2}$ Over 10" Ht. 4 Signs/ Occ.	7.5% Fascade or 36 S.F. Bldg. Ht. Only 1 Sign
CB	Roof Signs Permissible Extend 4'-6" Above Roof	N/A	1 S.F./1L.F. Frontage 200 S.F. 1 Sign/Frontage 50' Ht.	6' Ht.= 6 S.F. 6' Ht.= 10 S.F. 16' Ht.= 36 S.F. 1 Sign Only	2.5 S.F./1 L.F. Frontage + 1 $\frac{1}{2}$ Over 15' 3 Signs/Occ.	7.5% Fascade or 36 S.F. Bldg. Ht. Only 1 Sign

# Signage Design Standards

## On-Premise Signage Guidelines

The chart at left lists maximum and minimum mounting heights as well as maximum face sizes for on-premise business identification signs along Broadway between 59th Street and Seawall Blvd.

Generally, all signs occur within the Garden Wall, with the exception of those that are attached to the fence or wall.

Each business is allowed 1 sign from the chart for each 150 feet of Broadway frontage, not to exceed a total of 2. If the "Garden Wall mounted" sign is used for the street address, this may be in addition to a sign used to identify the business.

Examples follow.

		min. ht.	max. ht.	max. face	comments
Occuring below 6'-0"	Single Occupant	3'-0"	6'-0"	6 sq. ft.	
	Multi-Occupant	1'-6"	6'-0"	10 sq. ft.	maximum 6 listings
Occuring between 10'-0" and 16'-0"	Single Occupant/ Freestanding or Building Mounted	10'-0"	16'-0"	36 sq. ft.	building mounted not to exceed ht. of building
	Multi-Occupant/ Freestanding	10'-0'	16'-0'	36 sq. ft.	to identify one entity only (tenant or project)
	Multi-Occupant/ Building Mounted	10'-0"	16'-0"	36 sq. ft. per tenant	total graphics area not to exceed 7½% of facade, not to exceed ht. of building
Alternates	Garden Wall Mounted	1'-6"	top of wall	3 sq. ft.	permanently attached (not suspended or projected), in a material complimentary to wall or fence and shall not be electrified
	Glass Storefront	6" from bottom of glass	6" from top of glass	not to exceed 50% of glass area	applied to interior surface of glass using non-water soluble paints or inks; Photo-silkscreening and gold leaf preferred

# Signage Design Standards

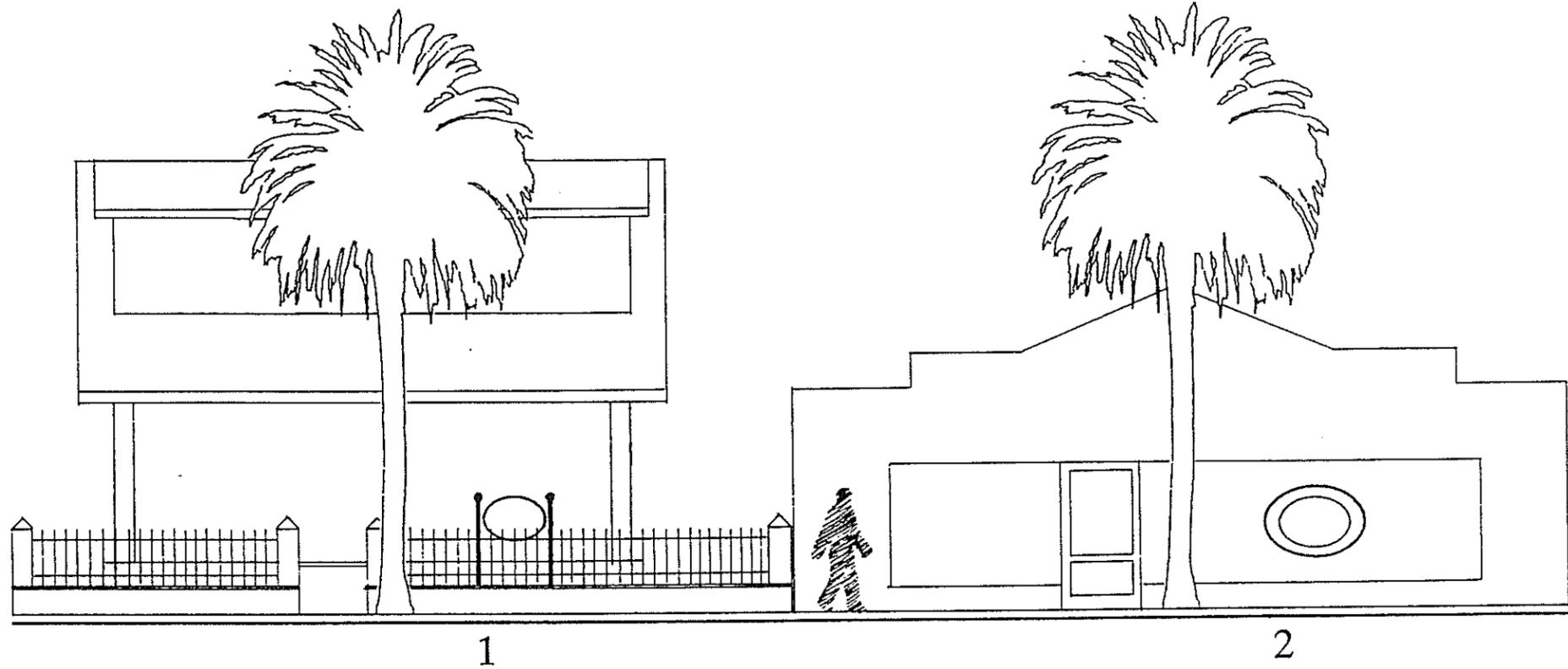
## Signage Examples

1

Single Occupant/Freestanding

6 square feet

No higher than 6' above sidewalk



2

Glass Storefront

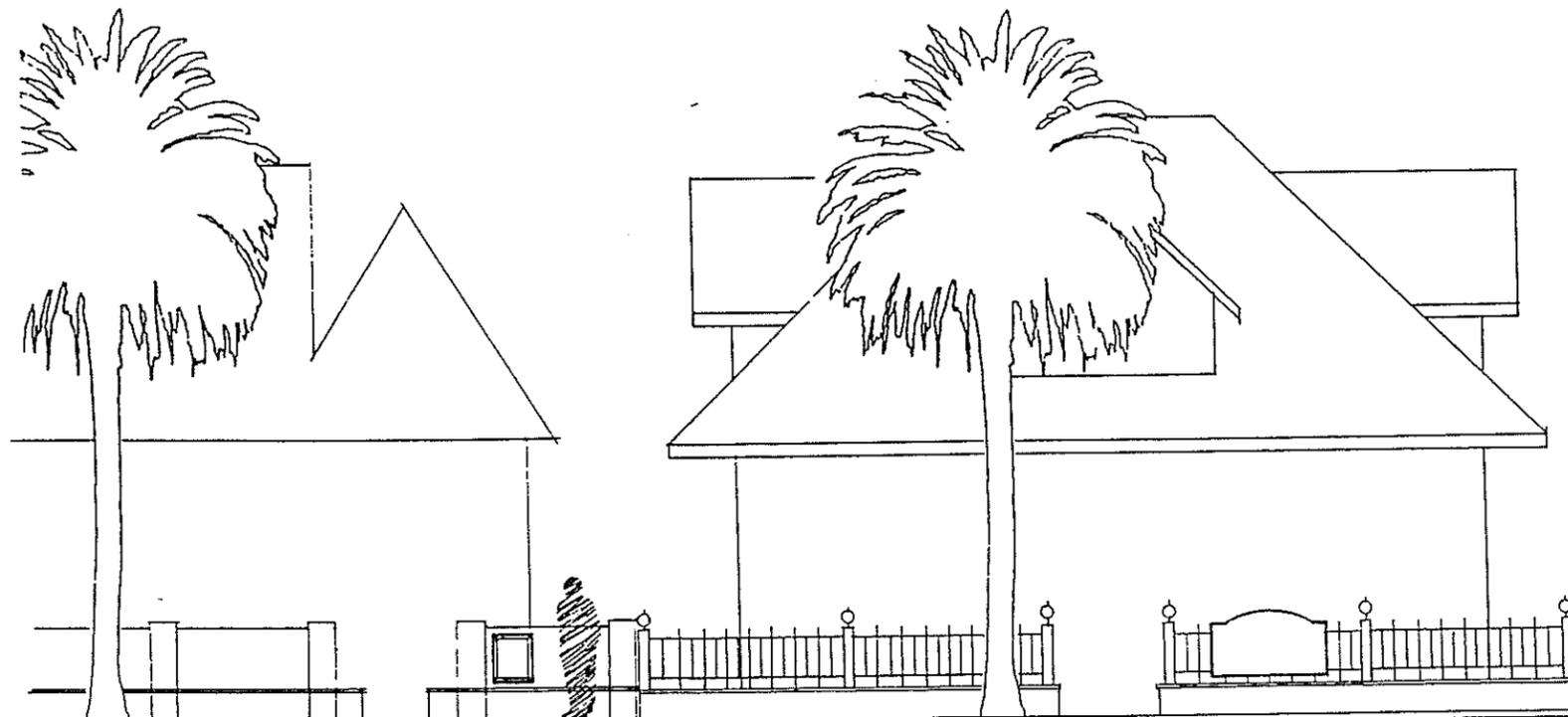
Not to exceed 50% of glass area



3

Garden Wall Mounted

3 square feet

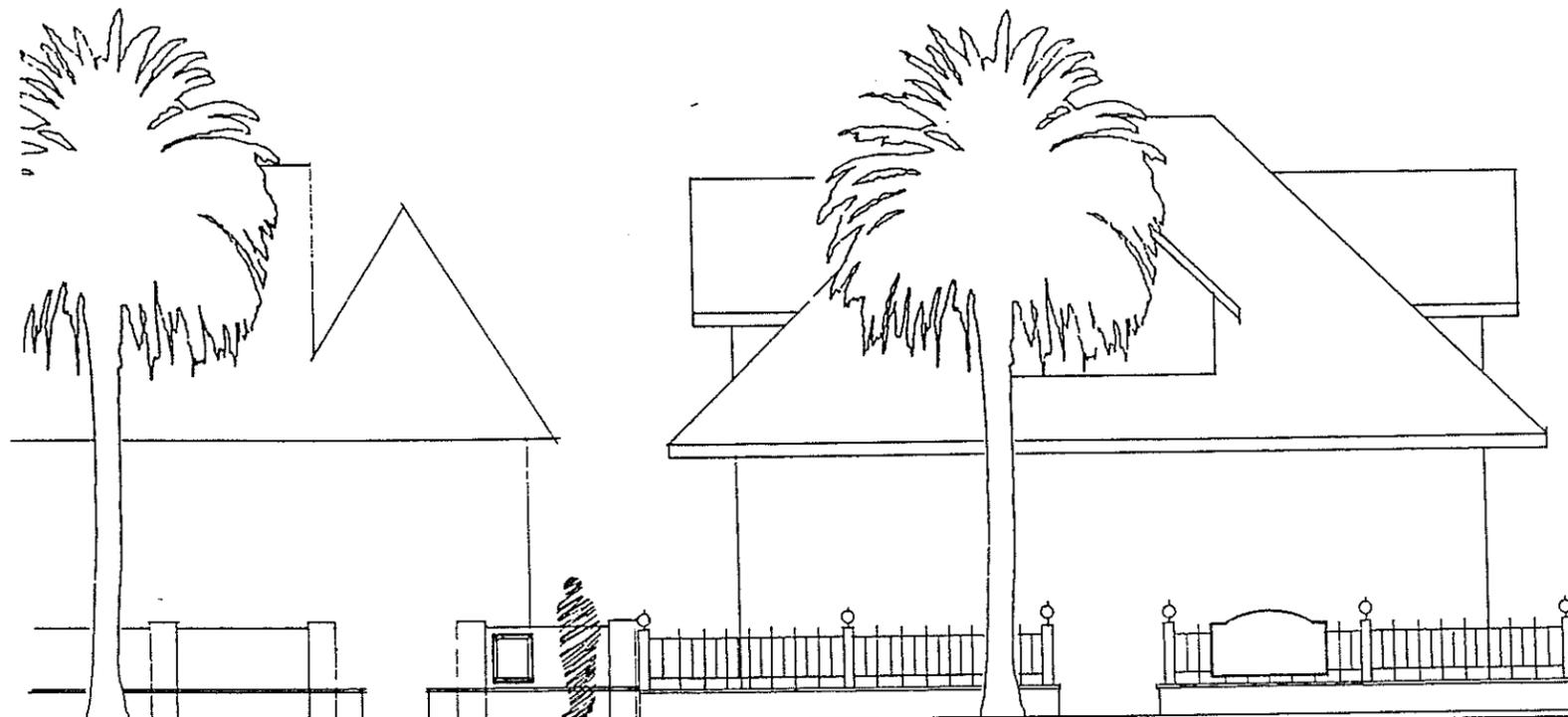


4

Multi-Occupant/Garden Wall Mounted

10 square feet

No higher than 6' above sidewalk



# Signage Design Standards

## Signage Examples

5

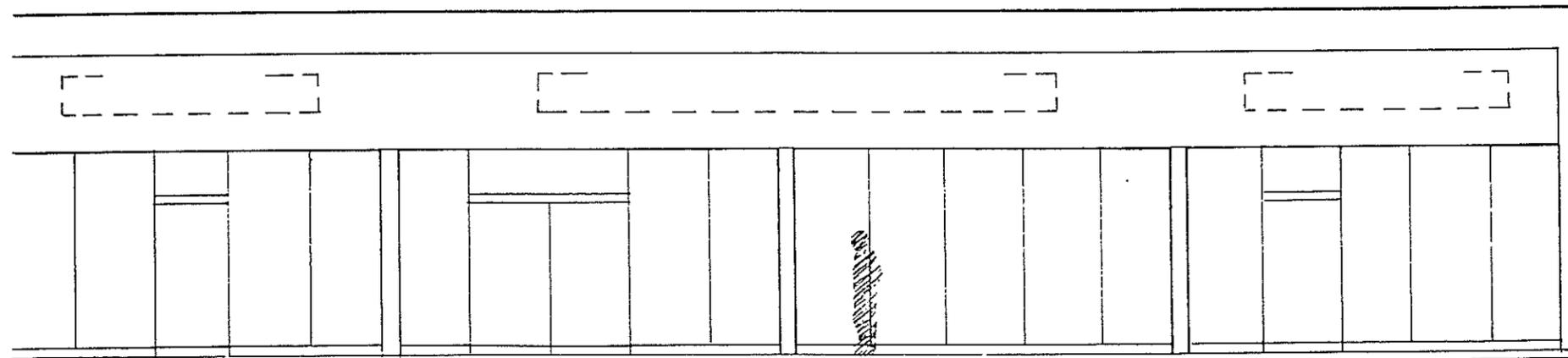
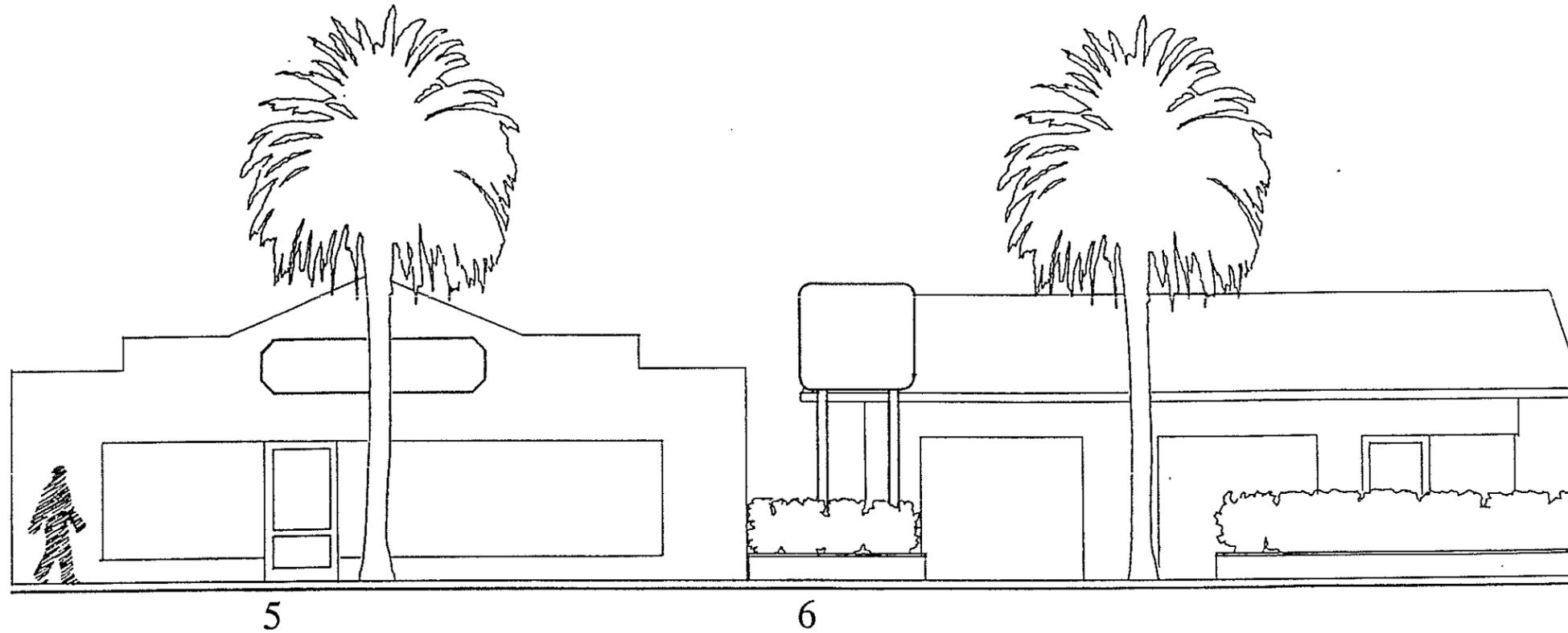
Single Occupant/Building Mounted  
36 square feet, not to exceed 7 1/2% of facade  
At least 10' above sidewalk, not to exceed 16'

6

Single or Multi-Occupant/Freestanding  
36 square feet  
At least 10' above sidewalk, not to exceed 16'

7

Multi-Occupant/Building Mounted  
36 square feet/Tenant, total not to exceed 7 1/2% of facade  
At least 10' above sidewalk, not to exceed 16'



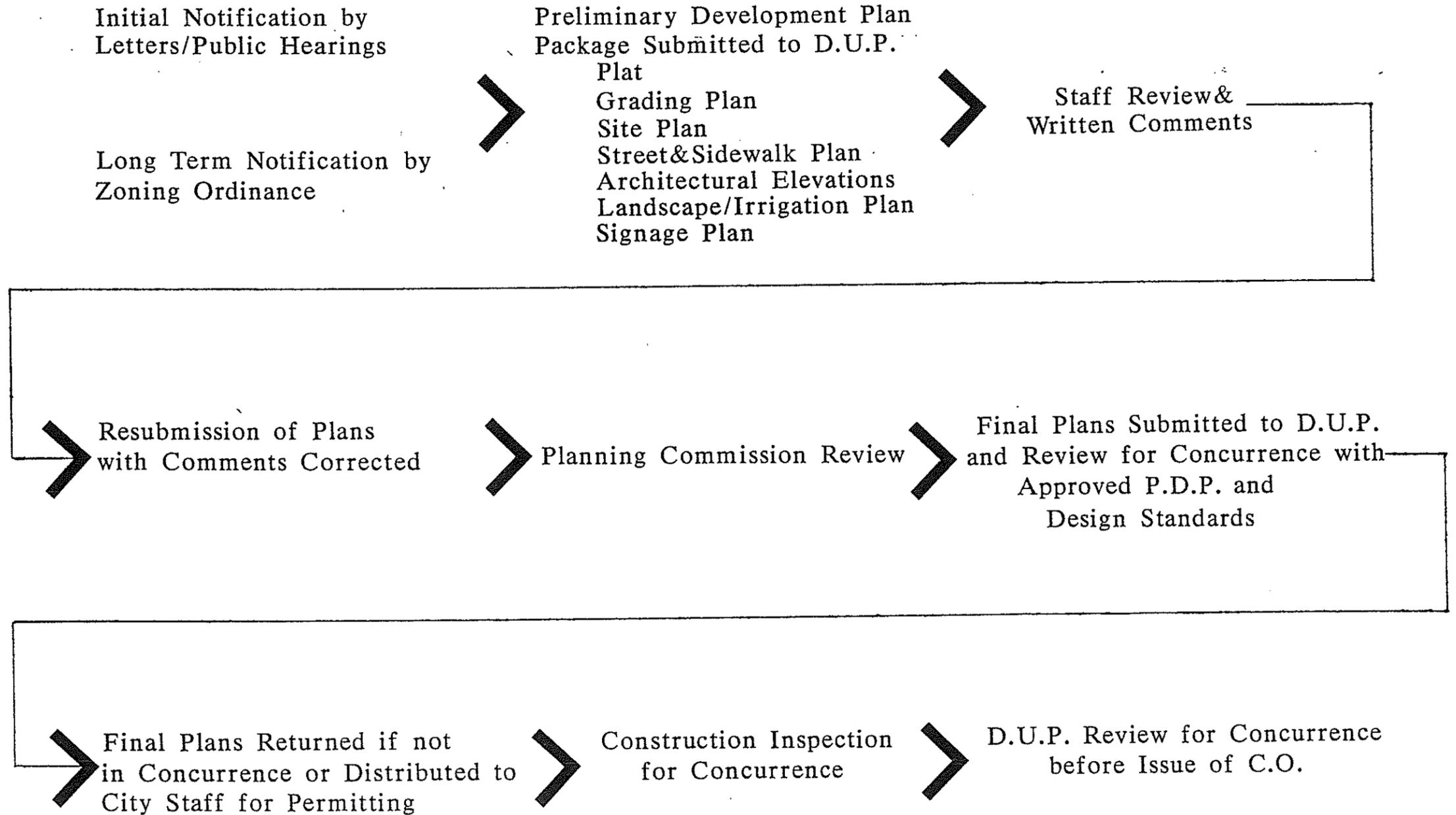
# Project Approval Process

## Project Approval Process

Throughout the Master Plan process the Committee expressed great concern about the ability of the City to enforce planning and zoning recommendations. Instead of enforcement in a punitive sense, it seems more appropriate to enforce through positive guidance. The intent of this expanded project/plan approval process is to accomplish enforcement by a pro-active means giving the City an early look at intended private property improvements. This preliminary review process will be at little cost to development and in the end better its product by encouraging early solutions for design issues, related to the site and Broadway, that are sometimes only afterthoughts. Therefore, the goal of this recommended project/plan approval process is to establish a project approval/plan review process than enables the City to provide timely input into the development of a property within the B.D.A. to assure conformance with land-use and design standards as well as existing zoning regulations.

In terms of applicability, property owners within the Broadway Development Area will need to provide the required information to meet all land-use and design standards and receive the necessary approvals from the City of Galveston when:

- A. A new development is considered for any property within the Broadway Development Area.
- B. An existing property is renovated adding to or taking away from existing useable building area on the site.
- C. An existing property is renovated in such a manner that the site is modified such as repaving parking or drive areas, installation or removal of underground tanks, or facilities, including storm sewer, addition to or removal of free standing structures such as gas pump canopies.
- D. Should signage be renovated or updated it shall comply with B.D.A. signage design standards, however compliance with other design standards shall not necessarily be required.



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# Broadway Development Area Master Plan Summary

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## Summary

The Broadway Development Area Master Plan is a comprehensive document that crystalizes a bright new vision of the existing Broadway Corridor. While the vision is exciting and desirable, it might also be seen as overwhelming. The Master Plan should always be thought of as the beginning of a new process that has a first step followed by many increments along the way towards complete fruition. When viewed in this light, it is not overwhelming.

The first step, the amendment of Galveston's zoning ordinance to include the four planning and zoning recommendations included in the Master Plan, is an important one. It will result in responsible and systematic improvements that, while not immediately visible, will be as profound as any other in the improvement of the Broadway Development Area. Beyond that first step, perhaps concurrently, the next one, two, or three efforts should be initiated and executed in a deliberate and planned fashion with those involved having the opportunity to participate and enjoy each small accomplishment along the way. The real importance of the Master Plan is as the definer of the path that shows the way. To be avoided at all costs is the tendency to get diverted from this path somewhere along the way. While the specific design related ideas in the Master Plan need to be refined with the implementation of each project (to respond to budgets and times), the systems and relationships the Master Plan components establish should be considered as the structural format of the path, the shape of which can be refined within its guidance.

The Broadway Development Area Master Plan should be periodically evaluated against the purpose statements and goals that initiated its preparation. As these remain valid, so should the Master Plan as a direct response.

The future for Broadway is bright and its vision exciting. With the energy, persistence, and dedication of those Galvestonians whose time, resources, and intellect have created this Master Plan, and those that they will inspire, the fruition of the Broadway Development Area Master Plan will be a reality.

# Acknowledgements

## Acknowledgements

A great deal of credit and admiration is extended to those Galvestonians whose efforts, commitments, generosity, and invaluable input have resulted in the Broadway Development Area Master Plan achievement in urban design and the improvement of Galveston.

Prepared for The Broadway Beautification Committee  
Sally Robinson, M.D., Chairperson  
and the 67 members and over 700 business and property owners who share a concern for Broadway

### The Broadway Beautification Committee

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Michael Elms, A.I.C.P., Director  
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Eliza and Harris Kempner Fund  
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University Area Association  
Friends of the Island

City of Galveston City Council  
The Honorable Jan Coggeshall, Mayor  
Don Brooks, Mayor Pro-Tem  
Barbara Crews  
Steve Greenberg  
Pat Hartnett  
Sonny Nelson  
Louis Pauls, Jr.

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City of Galveston Department of Traffic and Transportation  
Jeff Sargeant, Present Director  
Joseph Nadon, Director during preparation

### The Prime Consultant

Slaney Santana Group Urban Design/Landscape Architecture  
Scott Slaney, A.S.L.A. Lead Urban Designer, Landscape Architect, Principal-in-Charge  
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Susan Thurber, Landscape Architect  
Leticia Zavala, Landscape Architect

### The Consultant Team

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William F. Stern, A.I.A. Urban Design, Lead Architect  
Rives Taylor, Architect  
Eduardo Robles, Architect  
Babendure Design Group Environmental Graphic Design  
Bernie Babendure, Signage and Graphics Design  
Peter Boyle, Signage and Graphics Design  
Traffic Engineers, Inc. Traffic Engineering  
Dan Lynch, P.E., Lead Traffic Engineer  
Javier Mendoza, P.E., Traffic Engineer  
Marlene Lee Lighting Design  
Marlene Lee, Environmental Lighting Design

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## Footnotes

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### Footnotes

Resulting from the planning and design process that created the Broadway Development Area Master Plan are notions for streets and corridors adjacent to Broadway that, while not within the B.D.A., have a relationship to it and an importance to Galveston. These include:

- a. Notions for 51st Street
- b. Notions for University Boulevard

It is hoped that these ideas may initiate thinking by community organizations and result in further discussion regarding their enhancement.

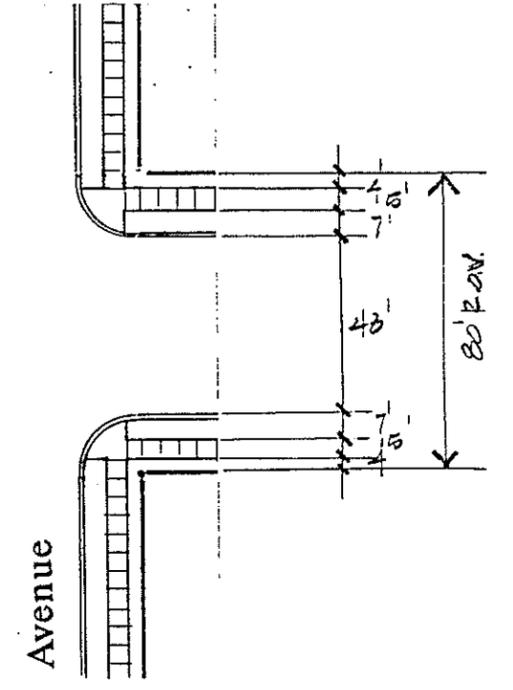
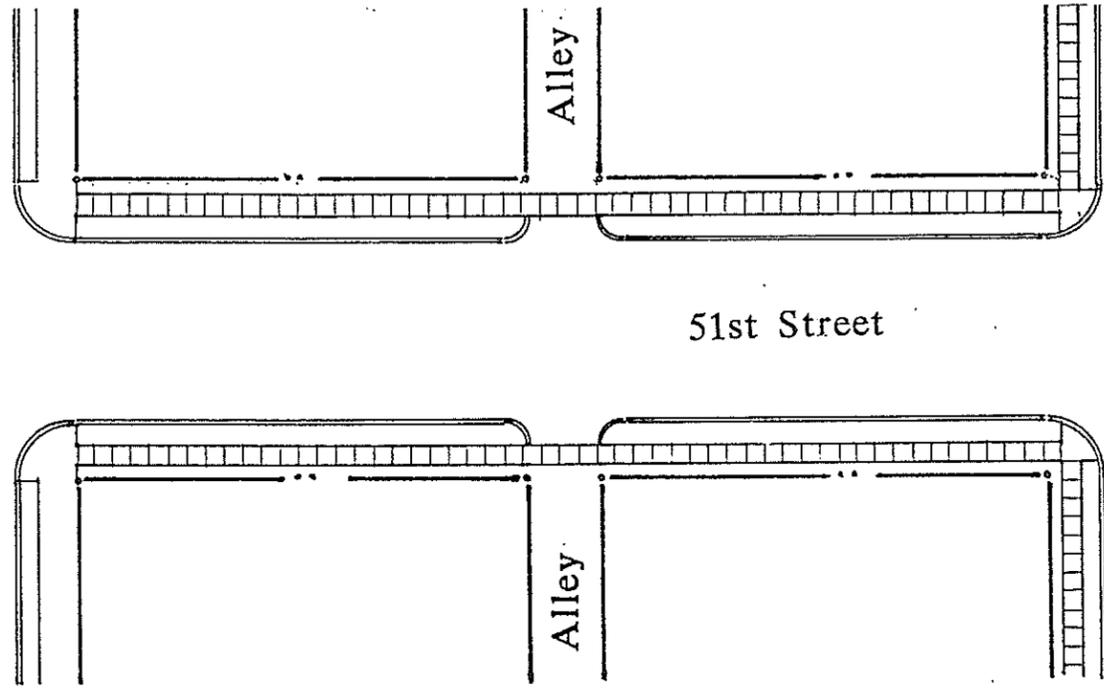
# Streets & Sidewalks

## 51st Street Existing Plan

51st Street North of Broadway is a significant corridor leading to Port Industrial Blvd., Pelican Island, and the local Texas A&M University Campus. This is a corridor of emerging importance that should be enhanced and emphasized functionally and aesthetically.

BUFFER  
SIDEWALK  
BUFFER  
PAR. PARKING / TURN  
LANE 1  
LANE 2  
PAR. PARKING / TURN  
BUFFER  
SIDEWALK  
BUFFER

Broadway



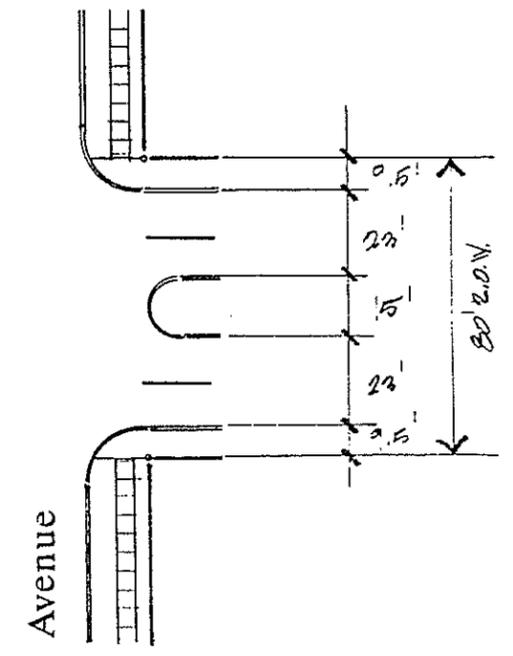
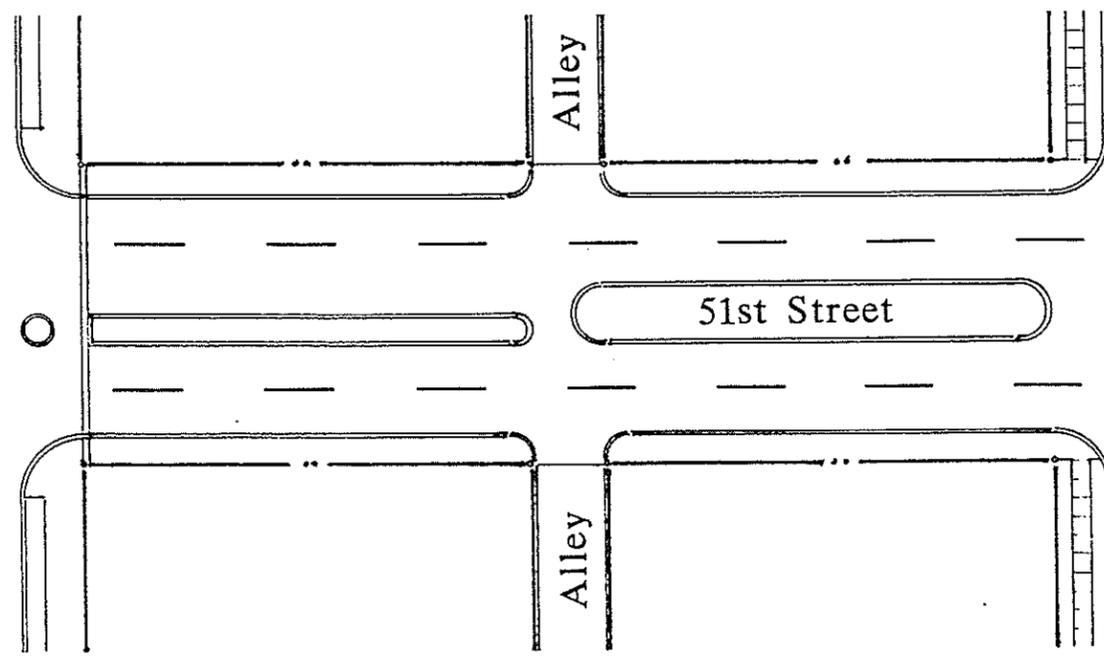
## 51st Street Proposed Plan

Within its 80' R.O.W., 51st Street can be made prominent by:

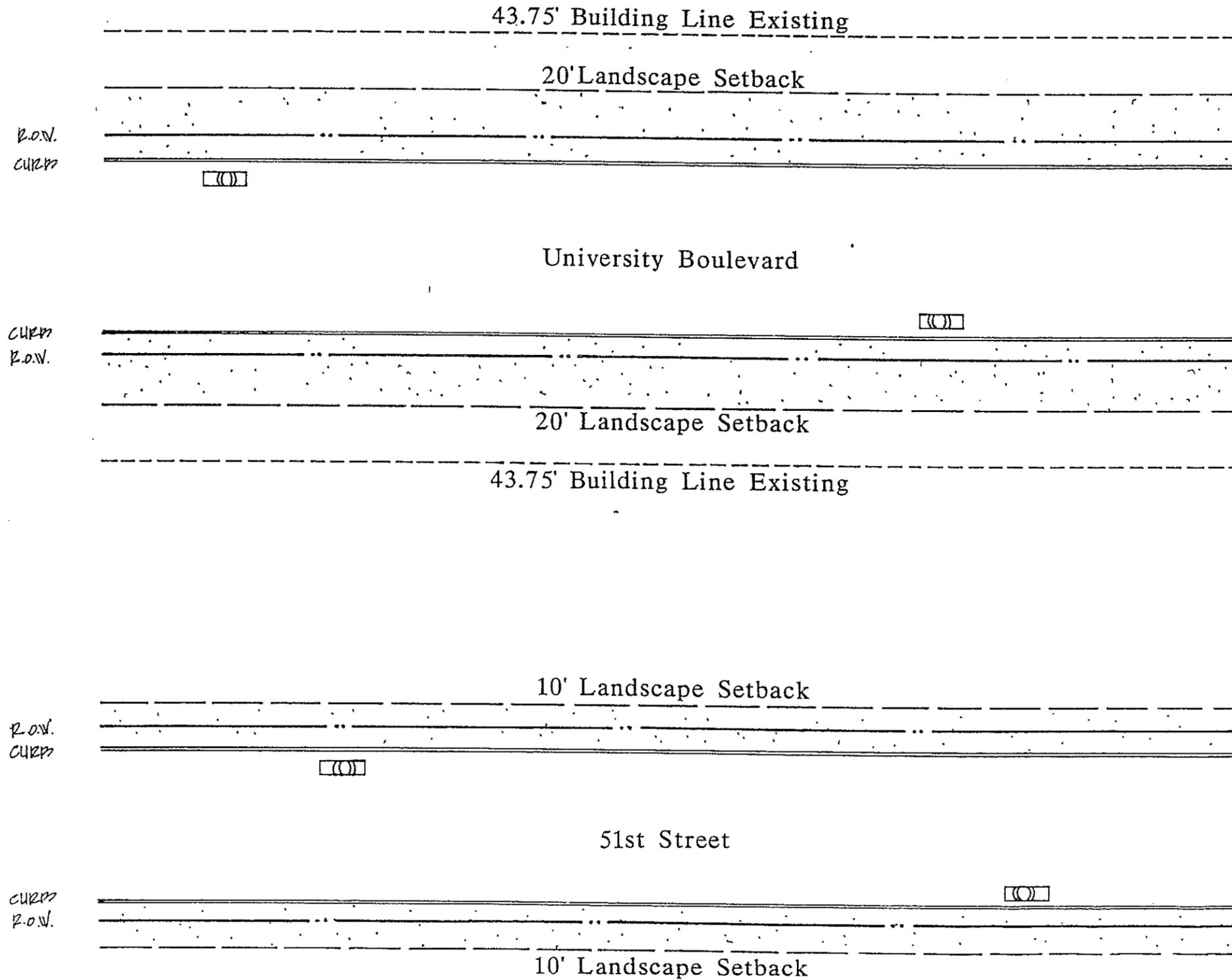
- Reorganization to create a 4 lane boulevard from Broadway to Port Industrial.
- Providing a planted esplanade to clarify and enhance this important corridor.
- Providing turn lanes as required to increase safe traffic flow.
- Provide a continuous pedestrian promenade along street edges.

SIDEWALK  
LANE 1  
LANE 2  
LEFT TURN  
ESPLANADE  
LANE 3  
LANE 4  
SIDEWALK

Broadway



# Setbacks & Easements



## Landscape Setback University Blvd.

As the entrance to U.T.M.B. and a key corridor connecting to Broadway at the proposed Seawall Plaza, University Blvd. is visible and vital. Its importance and character warrants the establishment of a landscape setback that will provide space for its enhancement as a prominent street, and for the enhancement of individual properties along it. University Blvd. was the original alignment of Galveston's seawall. Resulting from this is an existing condition that allows a landscape setback to easily occur. Currently a building line exists 43.75' back from the R.O.W. of University, the first typical lot width. Using this space, a landscape setback of 20' could be established that would be solely used for landscaping. The remaining 23.75' could then be used for parking or other site development purposes.

## Landscape Setback 51st Street

In conjunction with the proposed reorganization of 51st Street as an esplanaded major thoroughfare and entrance to Pelican Island, a landscape setback should also be considered. Due to the nature of the existing corridor, its density and amount of existing development, a minor landscape setback of 10' is appropriate. The treatment of the landscape setback should be modeled after the guidelines presented in the Master Plan for 59th through 89th Streets north of I-45. In tandem with the prominence gained by the street reorganization, this minor landscape setback will result in a simple but significant improvement of 51st Street north of Broadway.

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*"The Honor of addressing on Broadway leads to the Responsibility for the appearance of the Street"*