

October 1977



**The  
Clear Lake Area.  
Where your future is beginning.**





# General Information.

Experiencing the varied lifestyles of the Clear Lake area is somewhat like following the strokes in a painting. You first see the palms, the water and the colorful sails in the harbor. But as you look deeper into the picture, you find much more than originally met your eye.

The Clear Lake area is a montage of healthy recreation, diversified industry, unsullied beauty and unique opportunities. It's a composite community of eight incorporated cities (Webster, Nassau Bay, El Lago, Taylor Lake Village,

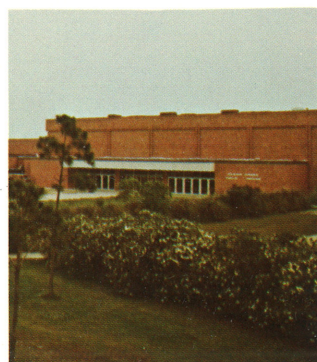
Seabrook, Kemah, Clear Lake Shores and League City), major non-incor-

porated developments and related industrial, government and suburban areas.

Its population is growing daily and it is only 35 minutes from bustling downtown Houston.

The following pages explain why the growth

and potential of the area are so robust. So open up a new chapter in your life and give your future a happy beginning in the Clear Lake area.







# Living in the

Life in the Clear Lake area is easy to come home to with a wide selection of residential developments

and architectural styles. Single family homes, contemporary condominium townhouses and many

apartment complexes are available at attractive prices, in convenient locations.

Many of the present and planned developments are enhanced by tennis courts, swimming pools, marinas and modern clubhouses. They focus on the most outstanding characteristic of life in the Clear

Lake area—the great outdoors which is literally right at your doorstep. Residences nestle among oaks, pines and palms, which are so much a part of the surroundings. Bay swells lap at backyard greenery, while pelicans and gulls crisscross the sky, calling above the rooftops. Yes, life in the

Clear Lake area is a world away from the ills of the city, yet everyday conveniences are in full supply.

The highly regarded Clear Creek School district provides the community with quality education facilities, teachers and administrators. Sixteen modern schools are spread evenly over the area, offering students a wide choice of curricula. In addition, the University of Houston operates a campus here on more than 400 acres. New university construction





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continually modernizes the school and its study facilities.

Medical care also rates a high priority, with Clear Lake Hospital in Webster meeting area patients' needs with more than 300 beds. The medical staff is composed of specialists of all kinds contributing their various technical skills at this complex. Clear Lake Care Center, a profes-

sionally run nursing home just off of Nasa Road 1, provides excellent care for the aged.

More than 40 churches and a synagogue await worshipers of all faiths. Many of these also are engaged in a variety of community services and programs in which you might choose to become active.

Shopping is a delight,

rather than a chore, in the Clear Lake area. Several retail centers and a potpourri of small specialty shops offer household needs, imaginative fashions and a variety of odds 'n ends. Shopping is conducted in a relaxed atmosphere completely foreign from the congestion of the big cities. Yet a record of continued store expansion helps to maintain and widen the selection of merchandise.

Many fine restaurants with delicious fare, especially fresh seafood, com-

plement the area. Some of them even perch atop stilts in the water, where the day's catch can be viewed as it arrives at the dock.

Yes, the Clear Lake

area offers a rich mixture of good living. Perhaps that's why such an increasing number of people are experiencing the future now around Clear Lake.







# Playing in the

The Clear Lake area is, quite simply, a sportsman's paradise. Its location, facilities and moderate climate all combine to offer recreational opportunities that are hard to equal.

Situated by Galveston Bay, just 25 miles from the Gulf of Mexico, Clear Lake features mild winters and relatively cool summer nights. Sunshine is the rule for sports enthusiasts here

and, with water the dominant theme, aquatic endeavors of all types are pursued with relish.

Leisure and commercial boating is a giant industry here with more than 3,500 boats berthed in the numerous marinas and yacht clubs sprinkled about Clear Lake. This number represents the largest gathering of pleasure boats between St. Petersburg, Florida, and Los Angeles, with the value of boats in

the water exceeding \$70 million. And with the many boats and clear days on the lake come other related pleasures like fishing, water skiing and swimming, as well as surfing in the nearby Gulf.

The area encourages picnicking around the lakes, furnishing attractive tables and camping grounds in many cases. Or hike your way through the beautiful forests along Armand Bayou, where nature's

cloak is green year-round.

For those interested in a slightly faster paced option, there's tennis at the many courts in the area. For the golfers, par has never been pursued more enjoyably than amidst the scenic beauty of the Clear Lake area courses.

There are always special events to consider too, when looking for fun in the bay area. In December, the Christmas Boat Lane features a festive water spec-





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tacle with sparkling lights and spectacular decorations. Sailing between the Sea-brook and Kemah channel entrance, these gaily displayed boats strike a color-

ful Yuletide pose. Summer ushers in the famous Clear Lake Rendezvous Festival, two weeks of fun and festivity. Other events dot the Clear Lake calendar, as

well, and residents join in to make each a community affair.

The geography of the region and the active lifestyles of its residents places a major emphasis on outdoor fun throughout the Clear Lake area. From rowing to riding, baseball to badminton, sunning to

snorkeling, the atmosphere couldn't be better. And the time couldn't be better

than now to take an active step toward a bright future in the Clear Lake area.







# Working in th

Clear Lake area residents are as enthusiastic about their work as about their play. With good reason. A profusion of varied businesses generates a strong economy in the area. Local banks have recorded such a steady, healthy growth in the past few years that their percentage increases have even outdistanced Houston.

Because Clear Lake is close to the Gulf, shipping and shrimping are big business. And the Gulf Intra-

coastal Canal offers a remarkable transportation advantage for area businesses. The waterway links the Port of Houston with South Gulf waters, from Brownsville, Texas to the Eastern Seaboard, intersecting the Mississippi River along its route. This provides a low cost barge transport route through the nation's inland water systems.

Taking advantage of this convenient transportation linkup, Bayport

has emerged in the Clear Lake area as an important international business complex. It houses companies from Europe and the Middle East, as well as highly respected American firms. Total plant investment exceeds \$700 million at Bayport with over 40 companies owning land on the premises.

The famed 1,200 mile "Spaghetti Bowl" pipeline network along the Gulf Coast gives the Clear Lake area another big economic

advantage. The system connects dozens of chemical plants with refineries, salt domes and gasoline producing plants from Freeport, Texas to Lake Charles, Louisiana. The convenient low cost transfer of feedstocks, fuels and chemical products between these

plants is a substantial Bayport benefit.

The economic boom is not only in the water, but also in the air. The Johnson Space Center continues to contribute richly to the area's robust economy. With many local residents employed there, the Center





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is a hotbed of activity. The Space Shuttle Program and solar energy research will keep the wheels turning briskly at NASA far into the next decade.

Besides the flourishing activity at Johnson Space Center, other aerospace companies in the area have been highly successful diversifying their technology, too . . . into the fields of communications, medicine and transportation.

Furthermore, the Lunar Science Institute is

housed in a renovated mansion just off of Nasa Road 1. World-respected scientists come to the institute to examine rock samples brought back by astronauts from their lunar visits.

Aside from these industries indigenous to the Clear Lake area, hundreds of other important businesses are also thriving. Real estate continues to play an important role in the area's growth. Manufacturing concerns are appearing in growing numbers. And

lawyers, geologists, doctors and other business people continue to fill the beautiful new office structures that are a part of the Clear Lake area's burgeoning business district.

It is all here for a person's choosing. Whatever your livelihood or lifestyle, the Clear Lake area offers a welcome way to follow it to its fullest potential. That's because the real business of Clear Lake is in molding a happy, well-rounded community for years to come.





# A Message from the Clear Lake Area Economic Development Foundation.

Working, playing, living . . . all have a sunny disposition in the Clear Lake area. That's because each is an integral part of the total experience here. Ask the homeowner, the boatsman, the fisherman on the pier, the businessperson. You'll find the answers are the same because in many cases each individual is doing all of these things and enjoying them with equal pleasure.

And herein lies the secret to the success of the Clear Lake area. The people. They are a relaxed, friendly, yet progressive-minded breed. A multi-talented group on the whole with a wide range of ages, each brings his or her own individual style to the area.

As a result of this diversity, the community offers a varied mixture of ideas and aims. They've all been channeled into one basic goal . . . the pursuit of a life that's vibrant 24 hours a day.

Perhaps it's time you look at the many happy faces of the Clear Lake area yourself and make it a part of your future. The location is perfect . . . midway between Houston and Galveston. The natural attractions are boundless . . . refreshing water and beaches, quiet woods. The business prospects are unlimited . . . aerospace, chemicals, real estate, development, manufacturing and many more satisfying profitable enterprises. The people are intriguing . . . lawyers, scientists, engineers, fishermen—they run the gamut.

So why not trade that busy intersection near your home for a sloop in your backyard canal? Could be it's time to actually *live* the good life instead of to merely *plan* it. The future is now in the Clear Lake area. Walk into it as it's beginning. You'll find it a unique adventure from the very start.







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