

# ENVISION NEW BRAUNFELS

# PLAN IMPLEMENTATION STATUS

*Envision New Braunfels* was adopted by City Council in August 2018. This Comprehensive Plan reflects the community's vision, as well as a guide for the future of New Braunfels. The *planning area for the comprehensive plan* includes the corporate limits of the City of New Braunfels and its extraterritorial jurisdiction (ETJ) in unincorporated Guadalupe and Comal counties. Envision New Braunfels is a long-range plan with an anticipated life span of fifteen years. It aids our community in making key decisions for our future and provides big picture direction for implementing strategies for growth in future places throughout the city. The Plan provides an evaluation framework for land development applications, and an action plan for revisions to the *Code of Ordinances* and the City's official Zoning Map. It also provides information and a context by which New Braunfels can make key capital investments, as well as providing priorities for more detailed plans for key areas of town. Broad based implementation of the plan will involve community organizations, city and county government, and school districts.

Updates will be made every five years to the Envision New Braunfels Comprehensive Plan to help insure it remains current during a time of rapid growth for both the community and the surrounding counties. This is the second implementation status report since adoption of the plan and reflects the plan's current progress. The purpose of the report is to promote implementation accountability, highlight the components of the Comprehensive Plan, and provide an annual picture of the progress New Braunfels has made towards implementation of the plan's action items.

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#### *Service Highlights - Streets and Sidewalks*

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# ENVISION NEW BRAUNFELS

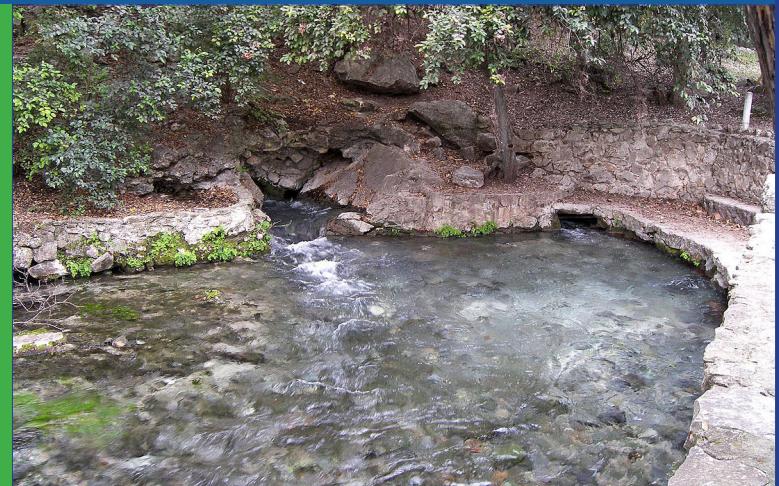
# AWARDS AND RECOGNITION



The American Planning Association (APA) Texas Chapter presented the Statewide 2018 Comprehensive Plan Award to the City of New Braunfels - Envision New Braunfels. The document is an update to the 1999 Comprehensive Plan, which was last updated in 2006. It is a community driven planning initiative that will guide strategic decision making around core issues such as housing, transportation, urban design, economic development and natural resource protection, all to sustain quality of life in the face of tremendous growth over the next 15 years. Envision New Braunfels was developed over a 2-year process that included data collection, technical expertise, and continuous public input. This public input involved the engagement of 8863 total participants and 1436 written comments with feedback about the plan. Envision New Braunfels addresses projected growth through goals, strategies and actions that will drive policies, projects and partnerships to improve the built environment, guide development patterns, enhance mobility, increase housing options and encourage regional collaboration.



American Planning Association Texas Chapter Planning Official Award was presented to Ron Reaves, who led the Envision New Braunfels Steering Committee.



# FOUNDATION

New Braunfels has a long history of community driven long-range planning efforts, beginning in 1964 with the city's first comprehensive plan. Envision New Braunfels, adopted in 2018, is the city's fourth comprehensive plan and establishes a vision and framework for the future of New Braunfels. The Comprehensive Plan was created through public dialog and review and is a tool to help ensure that our quality of life is maintained amidst the tremendous growth occurring in central Texas. Relevant provisions of the Plan should be used to guide decisions on land use, the environment, the economy, transportation, housing and any topic that has the potential to impact the quality of life in New Braunfels.



# VISION

Due to its rapid growth, a planning horizon of fifteen years was selected for Envision New Braunfels. Centered between Austin and San Antonio, each year more than 3 million visitors come to the New Braunfels area to explore the shopping and recreational activities and to enjoy the unique culture and heritage of the area. Comal County and the City of New Braunfels have consistently been rated within the fastest growing areas in the country for the past several years.

## *Community Dialogues*



# FOUNDATION



Community Input, Workshops and On-going Dialogue



## Community Driven Plan Elements

are primary components of Envision New Braunfels and are the organizing foundation upon which the **Plan Goals** were developed. Chosen by the residents of New Braunfels, each Plan Element was developed by an Advisory Group comprised of community members. **Plan Elements** were evaluated, information about them was gathered and existing conditions were noted. Strengths and opportunities were identified, as were goals of past comprehensive plans. Where applicable, lists of resources related to the plan element were also created. Nine Plan Elements produced a total of 46 goals. As goals were identified, the Advisory Groups developed a list of strategies that supported the goals and provided the framework for implementation.

# GOALS



Community Advisory Groups



## Plan Elements



Growth and Future Land Use



Urban Design Cultural Heritage and Historic Preservation



Parks, Recreation and Open Space



Economic Competitiveness



Tourism



Transportation



Facilities, Services and Capital Improvements



Education and Youth



Natural Resources and Infrastructure

# IMPLEMENTATION ROADMAP

# STRATEGIES



## Goals

Goals are broad guiding statements that describe community hopes for the future. A goal is a point towards which we strive.

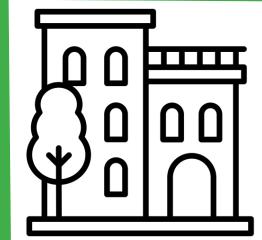
## Strategies

Describe what is needed to move the community in the direction of completing the goals. Strategies guide decisions and future actions.

## Actions

Specific actions for each strategy may be a project, program, policy, plan initiative or community partnership.

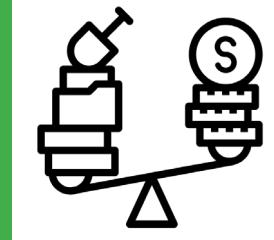
## Strategy 1 Support Vibrant Centers



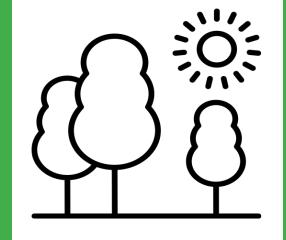
## Strategy 2 Activate Neighborhoods



## Strategy 3 Balance Jobs and Housing Choices



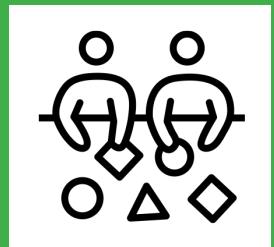
## Strategy 4 Innovate in Parks and Public Spaces



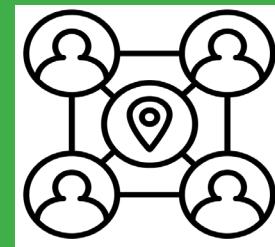
## Strategy 5 Bolster Resilient Infrastructure



## Strategy 6 Coordinate Community Investments



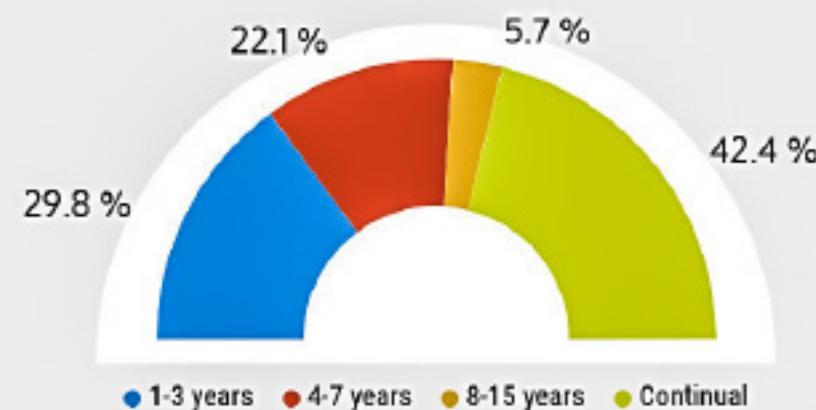
## Strategy 7 Connect All



## Strategy 8 Cultivate Local and Regional Partnerships



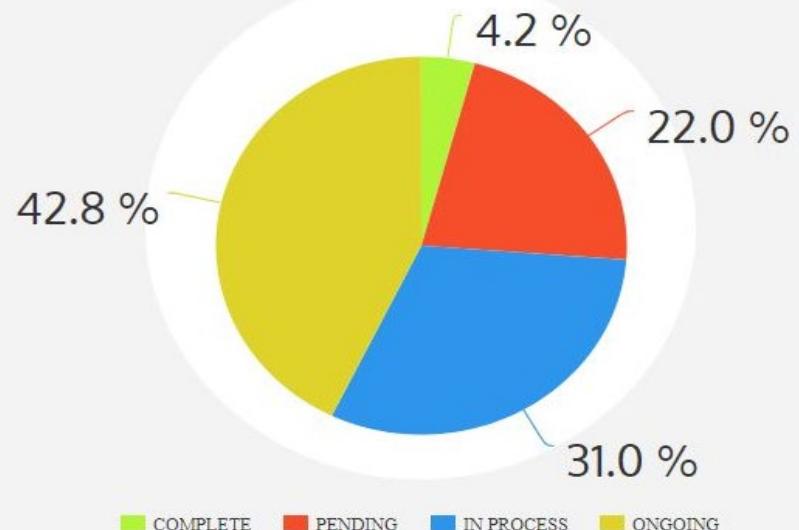
## IMPLEMENTATION ROADMAP



### Prioritization and Timeline

Action Items are categorized based on anticipated implementation timeframes. An action item may be designated for one-time implementation, or it may be implemented on a continual basis. Timelines for implementation are 1-3 years (short-term), 4-7 years (mid-term), 8-15 years (long-term), or continual for broad reaching action items that require ongoing implementation over multiple years to achieve completion. Envision New Braunfels Action Items are unique from other City's plans because not just City Departments are responsible. Rather, community organizations, businesses, school districts, neighborhoods and other entities are all participating with the City on Implementation.

## ACTION ITEMS



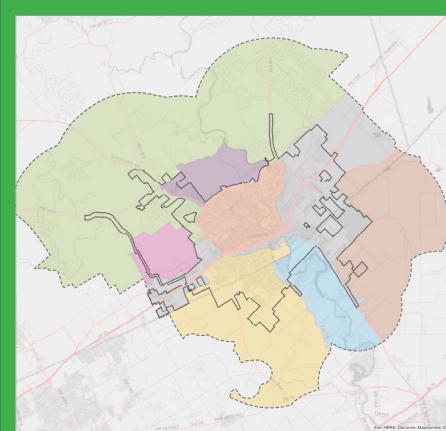
### Implementation Status

264 Action Items were identified in the Envision New Braunfels Plan. Going into the the 5th year of implementation, significant progress has been made. 78% of all action items have a current implementation status. Of these 43% are ongoing, 31% are in process and over 4 percent have been completed. Only 22% of all action items are pending. Most Comprehensive Plans typically have long planning horizons, of 15-25 years. Due to New Braunfels' rapid population growth and accompanying rapid Comprehensive Plan implementation, Envision New Braunfels' planning horizon is 15 years, with anticipated 5-year updates.

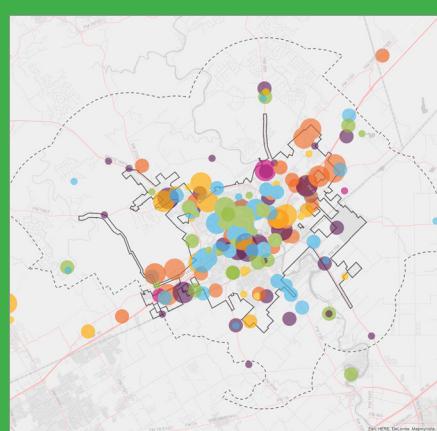
**OVERALL, 78% OF ALL ACTION ITEMS  
ARE ADVANCING IN STATUS**

# IMPLEMENTATION ROADMAP

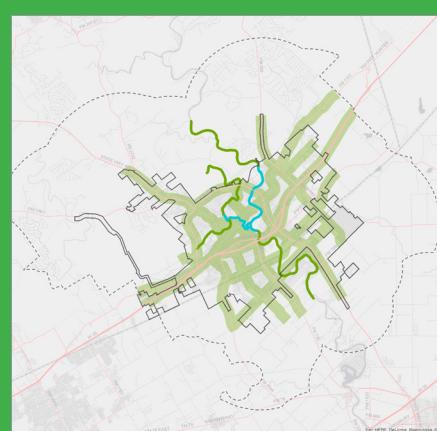
# FUTURE LAND USE PLAN



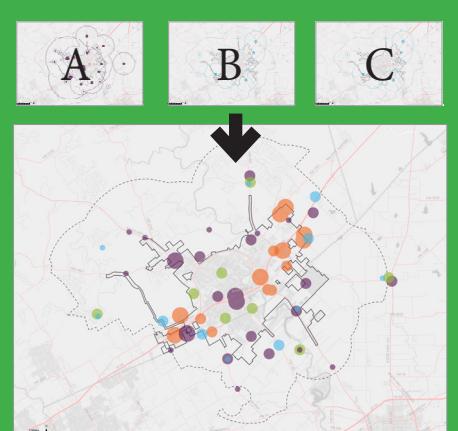
Sub Areas



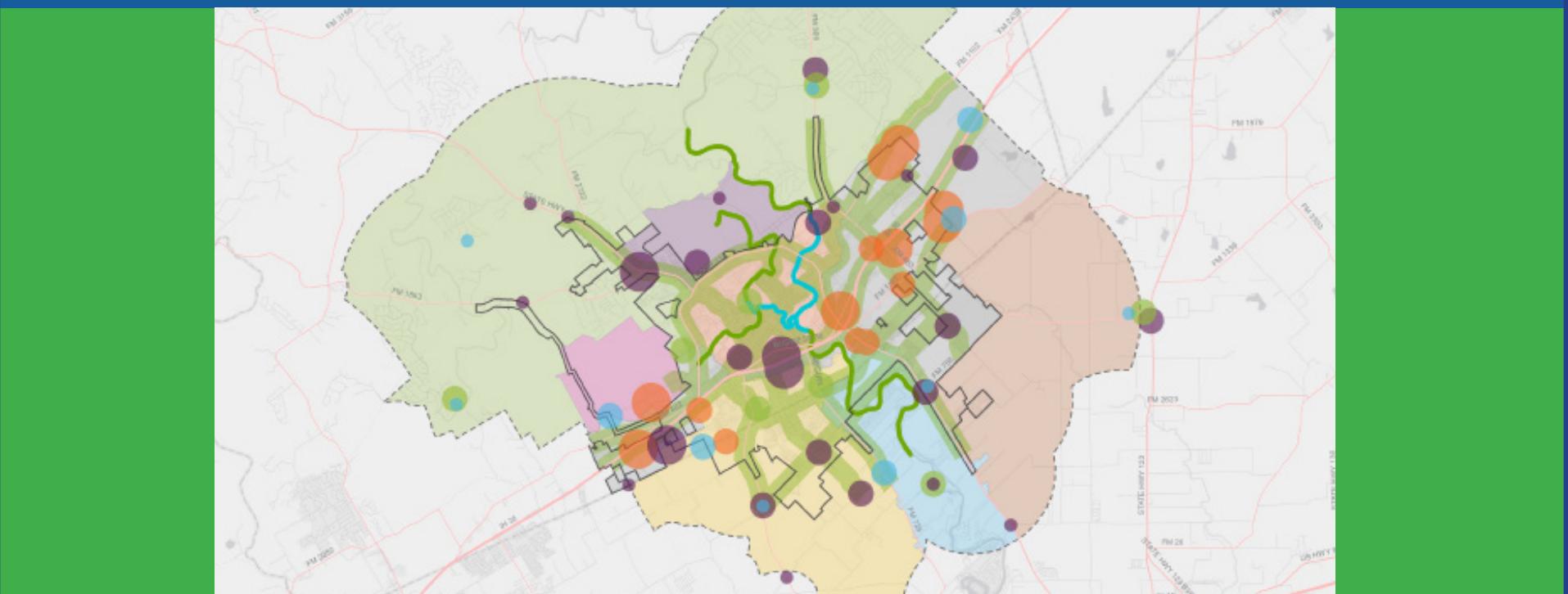
Existing Centers



Corridors



Future Centers



Future Land Use Map

# SERVICE HIGHLIGHTS

# PUBLIC SAFETY - POLICE



**2019 Bond Projects**

Police Station - Status: Completed

## Associated Action Items

6.14 Upgrade or construct new Police Station or Substations



New Braunfels Police Headquarters ground breaking  
January 2021



## SERVICE HIGHLIGHTS



Fire Station No. 2

## PUBLIC SAFETY - FIRE



Fire Station No. 3



Fire Station No. 7 above and Training Facility below



### 2019 Bond Projects

Fire Station No. 2 - Status: Completed

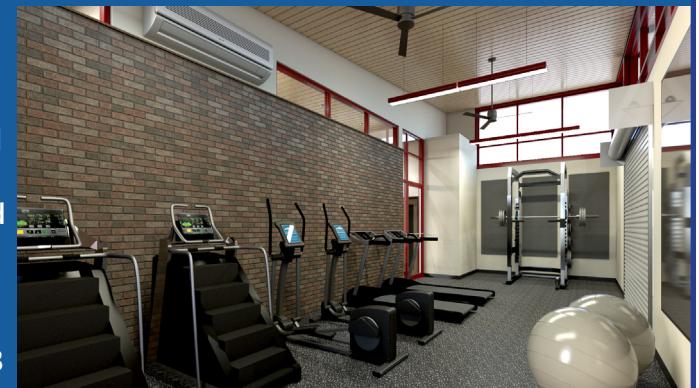
Fire Station No. 3 - Status: Completed

Fire Station No. 7 - Status:  
Groundbreaking August 10, 2022  
Completion estimate - December 2023

Fire Training Facility - Status:  
Site work to begin 2023

### Associated Action Items

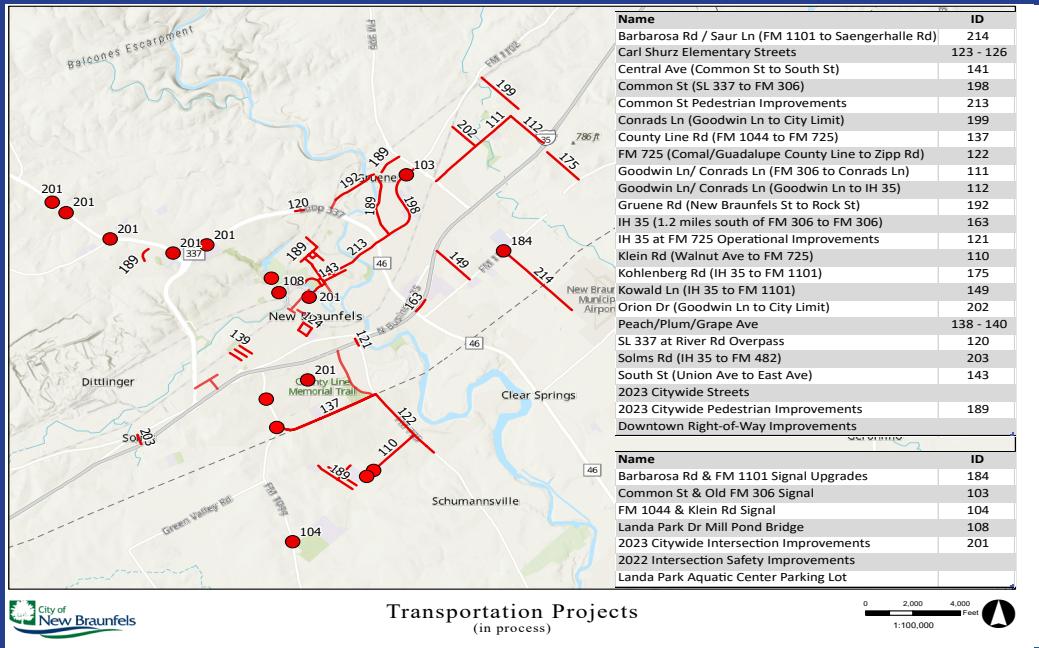
- 6.15 Renovate Fire Stations 2 and 3
- 6.16 Construct Fire Station 7 and a Fire Training Facility



Rendering of Interior space



# SERVICE HIGHLIGHTS



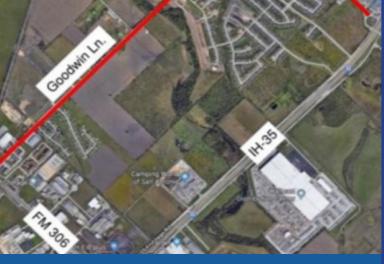
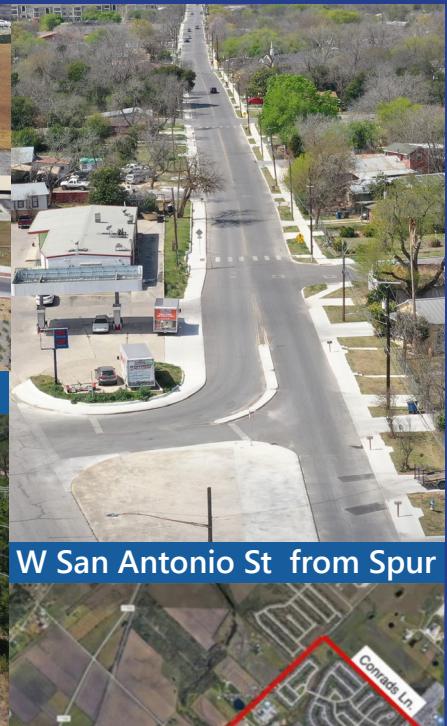
## 2013 Bond and 2019 Bond Projects



Rueckle Rd



Moringside Dr



Proposed reconstruction  
Pedestrian Walkways  
Drainage Improvements

# STREETS AND SIDEWALKS



## 2022 Street and Sidewalk Maintenance and Construction

# SERVICE HIGHLIGHTS



## Pedestrian Improvement Projects Completed in 2020 to include sidewalks, ramps, crosswalks and signage

**San Antonio Street** - from Walnut to Academy sidewalks on both sides of street for connectivity to downtown

**McQueeney Road** - from Briarbend to Northridge, sidewalks on both sides of street for connectivity to neighborhood, Memorial Hike/Bike Trail and Fischer Park

**Seele Elementary** - improves pedestrian facilities for the elementary school and enhances safe travel to Landa Park, Landa Street and North Walnut Street.

**South Walnut Avenue** - from IH35 frontage to Gardenia Drive, improvements to promote alternative means of travel in congested area

**Common Street** - from Gruene Road to Sundance Parkway maintenance and sidewalks, intersection improvements at Gruene Road and Common Street.

# STREETS AND SIDEWALKS

## Associated Action Items

- 1.12 Collaborate with Internal and external partners and stakeholders to identify and connect sidewalk and bicycle lanes to trails to improve access and connectivity to key hubs and desirable destinations
- 2.12 Use trails, shuttles and complete streets to connect existing and new destinations and experiences.
- 3.19 Improve walkability across town to attract younger generations seeking pedestrian connections.
- 5.14 Provide annual funding level, including inflation, to fund street and drainage improvements.
- 7.12 Correct drainage problems that inhibit walking/accessibility.
- 7.21 Ensure there is connected multimodal access to all public facilities and from all parts of town.
- 7.26 Improve mobility through regular maintenance of infrastructure.
- 7.3 Prioritize connecting existing sidewalk gaps through development requirements or public investment.
- 7.5 Continue development of sidewalks and trails to increase interconnectivity by 5% each year to support reduction of carbon footprint.
- 7.51 Continue to annually increase road repair budget.

## Recently Completed Pedestrian Improvement Projects



**San Antonio from Gilbert at the Comal River Bridge to Academy, and Hill to Academy** - sidewalk, lighting and signal



**Elizabeth Avenue** - street, sidewalk, lighting and parking improvements



**Live Oak Ave. Bridge Update**

# IMPLEMENTATION

# DOWNTOWN REVITALIZATION

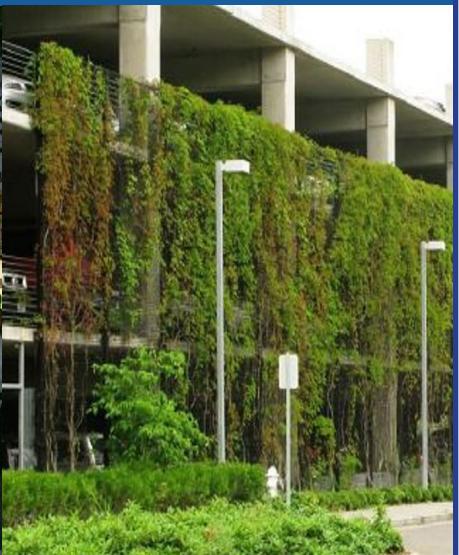


## Associated Action Items

- 2.5 Encourage diversification of commercial activity Downtown to build on and sustain existing historic resources and maximize structure utilization for economic expansion.
- 2.26 Achieve and update Downtown Implementation Plan goals for quality places downtown and along



## Key Locations Provide Unique Opportunities



Streetscape Improvements

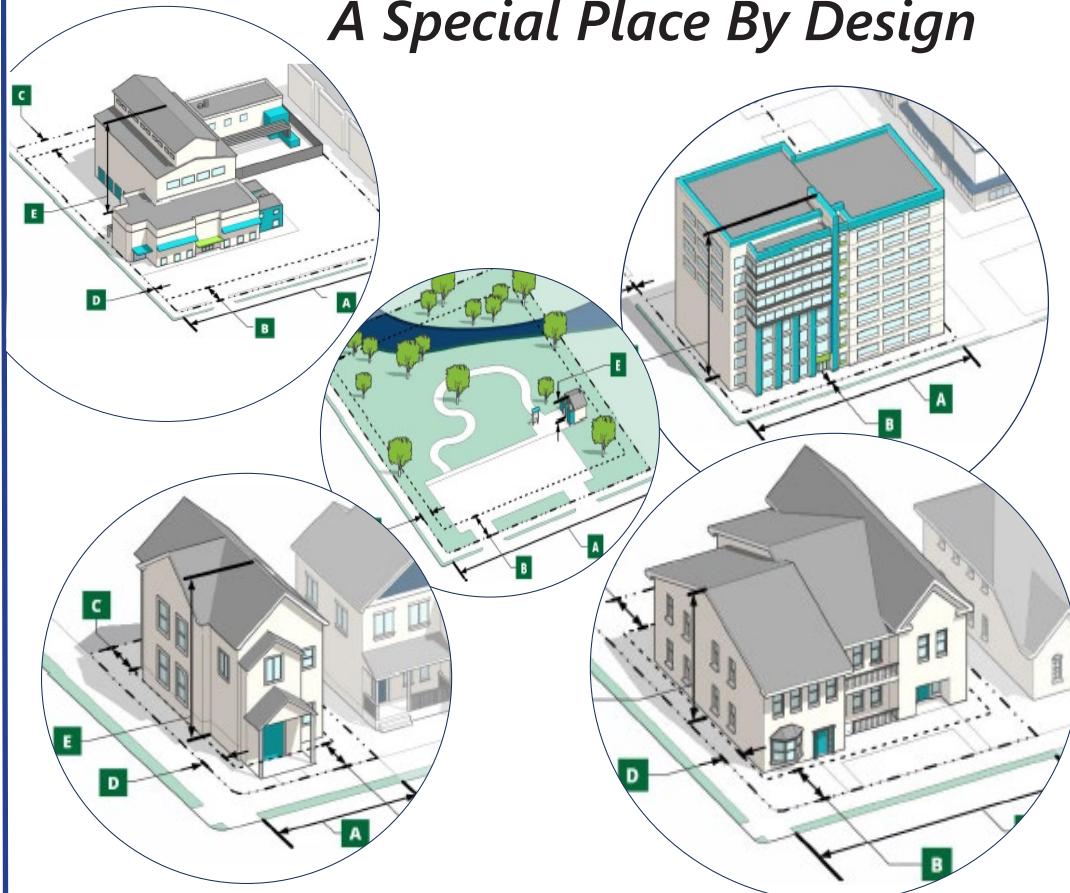
Pedestrian Activity  
Supports Business

Innovative Solutions

## *Incremental Code Improvements - A Pathway to a Unified Development Code*

Since adoption of Envision New Braunfels a series of Incremental Code Improvements have been implemented. Improvements have focused on balancing neighborhoods and commercial activities, providing for innovative and workforce housing, amending tree and landscaping regulations, minimizing commercial impacts to neighborhoods, and creating new districts that encourage redevelopment. A number of Action Items are impacted by these improvements.

### *A Special Place By Design*



Adopt a Unified Development Code that encourages great urban design for existing and future centers. Actions to adopt a Unified Development Code will align the City's regulations with Envision New Braunfels goals and strategies. These updates could include the incorporation of incentives for specific types of development, design standards for mixed-use development, and consideration of new historic districts and accompanying standards. Design in Envision New Braunfels Centers should:

- Have a mix of uses.
- Be pedestrian-oriented and scaled.
- Provide pedestrian amenities such as sidewalks, shade, lighting, trees, and landscaping.
- Provide safety throughout including cross-walks and driveway consolidation.
- Use Context Sensitive Solutions (CSS).
- Exhibit green building rating systems.
- Emphasize identity through design through elements such as signage, public art and elements that create a sense of identity.
- Place parking to the rear of development.
- Encourage shared parking, on-street parking, parking garages and bicycle parking where possible.

# IMPLEMENTATION

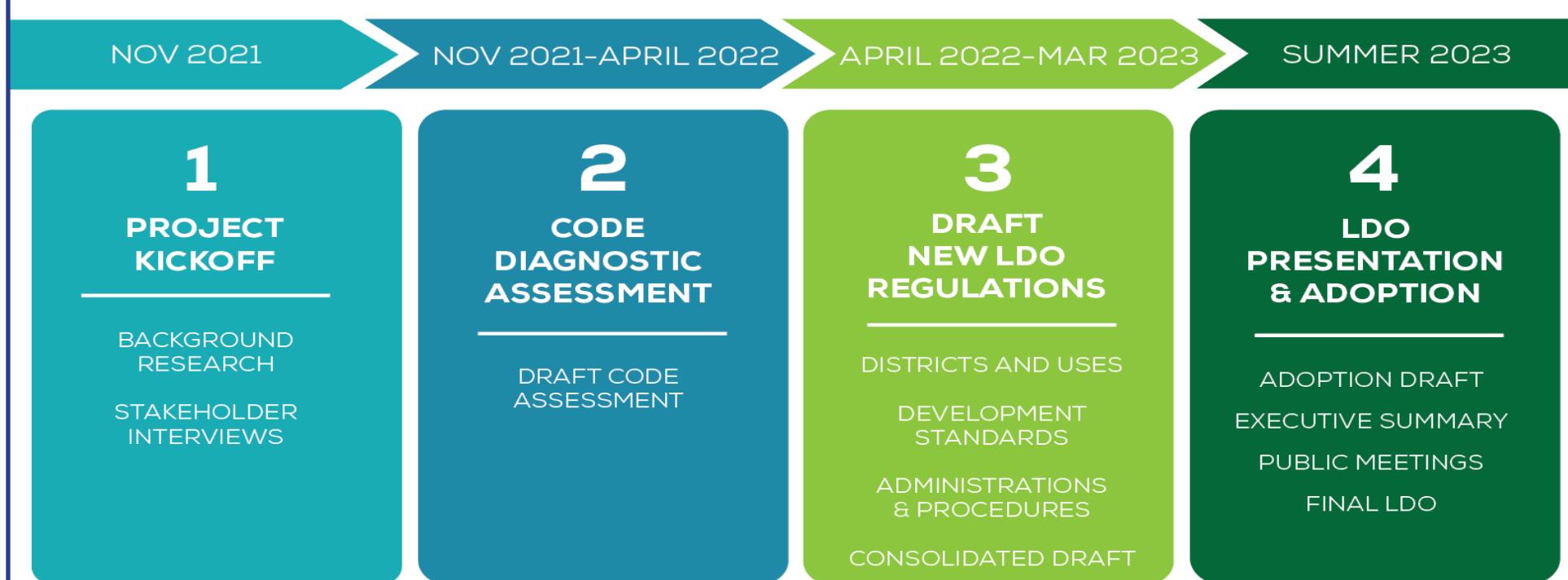
# LAND DEVELOPMENT ORDINANCE (LDO)

The City of New Braunfels is conducting a community-wide process to update the zoning, subdivision platting, historic preservation and sign ordinances. This multi-year project represents the first update to these ordinances which have been piecemealed since the 1960s. It will result in the integration of the separate ordinances into a single, unified land development ordinance (LDO). The new LDO will be illustration heavy with clear, plain text making for a user-friendly guide.

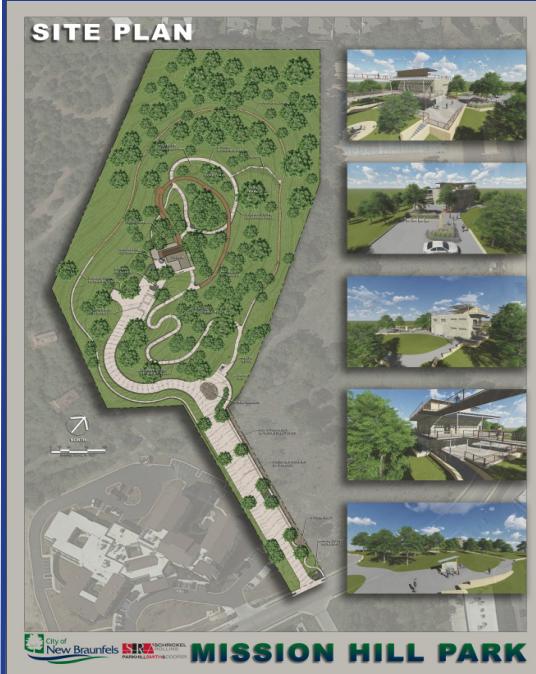
**Goals in Envision New Braunfels** to be addressed include focusing on neighborhood and commercial transitions, removing barriers to allow for innovative housing and lot layout variety, improving tree, landscaping, parking, and lighting requirements, better accommodating redevelopment, providing for a safer pedestrian environment, improving connectivity and mobility across the community, ensuring adequate and proper preservation tools for our local historic districts, and updating the sign ordinance to comply with state and federal law.

Several adopted policies and plans will serve as supplemental guides as well including the **South Castell Avenue Visioning Plan**, **Workforce Housing Study**, and the **Economic Development Strategic Plan**. Public engagement and document input opportunities can be found on the LDO project webpage at <https://www.nbtexas.org/3449/Land-Development-Ordinance>.

## PROJECT SCOPE & TIMELINE



# SERVICE HIGHLIGHTS



Mission Hill Park  
(Phase 1 completed)



Market Plaza Park Improvements (Phase 1 completed)

# PARKS PROJECTS

## Associated Action Items

- 2.14 Create opportunities for youth to be physically active, thereby reducing childhood obesity.
- 4.1 Ensure parks and green spaces are within a one mile walk or bicycle ride for every household in New Braunfels.
- 4.2 Maintain a variety of park types: regional, community, neighborhood and greenbelts.
- 4.24 Construct Mission Hill Park as designated by the Mission Hill Park Master Plan (2016).
- 4.25 Create multi-purpose facilities that maximize productivity of space while providing flexibility to address new and emerging trends.
- 4.3 Ensure adequate facilities in number and in size for local citizen use, and to attract outside markets for tournaments and conventions.
- 7.5 Continue development of sidewalks and trails to increase innerconnectivity by five percent each year to support reduction of carbon footprint.
- 7.13 Increase the number of accessible public spaces of all sizes.
- 8.14 Collaborate with local partners, in public and private sectors, to develop innovative parks and open spaces to achieve community needs and that are aligned with regional green infrastructure
- 8.15 Continue to partner with local ISDs and private schools to leverage facilities for community use.



All Abilities Parks Improvements completed for Morningside, Fischer and Landa Parks

# SERVICE HIGHLIGHTS



## Parks and Recreation Programs

Core Services

Youth Programs

Adult Programs

## Special Events

### Associated Action Items

- 2.11 Partner with stakeholders to improve cultural/art/heritage digital presence.
- 2.14 Create opportunities for youth to be physically active, thereby reducing childhood obesity.
- 2.16 Increase after-school, weekend and summer programs for teens.
- 2.17 Add programming at Das Rec and parks specifically for teens, as well as a cafe or teen specific space at the library.
- 2.20 Expand/create multi-day midweek and non-peak season events.
- 2.21 Support multicultural, diverse events on and off season and during the weekend/weekday.
- 2.24 Support new and evolving holiday installations/events.



# PARKS AND RECREATION



## Special Events and Park Programs

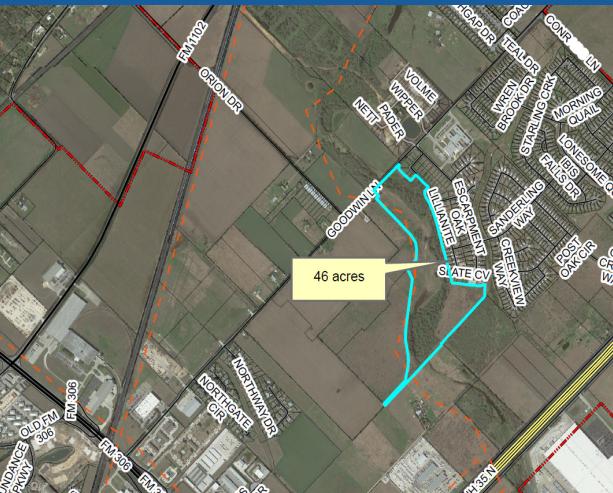
## SERVICE HIGHLIGHTS

## PARKS AQUISITIONS AND INNOVATIONS



Timmerman Park  
serves Stonegate and August Fields area neighborhoods

46 Acre Greenbelt in NW New Braunfels



New Parkland Aquisitions

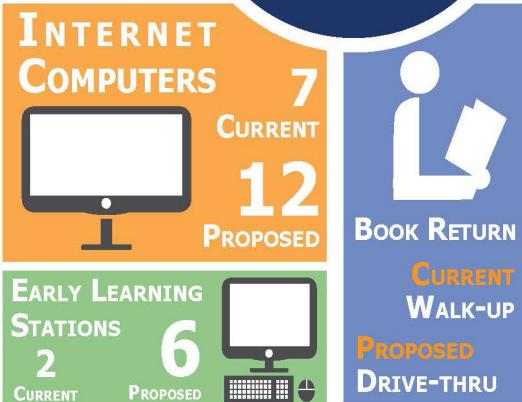
CycloViva!

## SERVICE HIGHLIGHTS

## LIBRARIES AND PUBLIC SPACES

### NEW BRAUNFELS PUBLIC LIBRARY **WESTSIDE** COMMUNITY CENTER BRANCH

**2019  
BOND  
AS PROPOSED**



### *Westside Community Center Library Expansion*

*(under construction)*

#### Associated Action Items

- 1.13 Use Community Development Block grants, NBEDC funds, and other dollars to fund commercial facade grants and other incentives for redevelopment
- 2.18 Build library branches and expand community spaces commensurate with population growth
- 2.19 Expand library services and facilities to meet recommended square footage per capita
- 3.48 Create student friendly spaces for studying and project related work
- 4.26 Enhance community sense of place by creating spaces and facilities that reflect the community (e.g. arts and culture, community gardens)

# SERVICE HIGHLIGHTS

*Library Programs  
and Calendar*

*Youth Programs*

*Tween Programs*

*Adult Programs*

*Library Services*



Westside - Hispanic Heritage Celebration



Community Garden

Fitness - Tai Chi



Children's Winter  
Reading Campout



Adult Crafts Class



Lego Camp

# LIBRARY PROGRAMS

## **Associated Action Items**

- 2.11 Partner with stakeholders to improve cultural/art/heritage digital presence.
- 2.14 Create opportunities for youth to be physically active, thereby reducing childhood obesity.
- 2.16 Increase after-school, weekend and summer programs for teens.
- 2.17 Add programming at Das Rec and parks specifically for teens, as well as a cafe or teen specific space at the library.
- 2.20 Expand/create multi-day midweek and non-peak season events.
- 2.21 Support multicultural, diverse events on and off season and during the weekend/weekday.
- 2.24 Support new and evolving holiday installations/events.
- 2.30 Increase access to nutritional education and healthy food resources.
- 2.32 Undertake an educational program to increase public awareness and understanding of historic preservation and protection of cultural assets.
- 3.24 Include technology components in summer camps.
- 3.29 Keep parent work schedules in mind when developing early childhood education programs in order to accommodate a wide variety of different family needs necessary to address affordable housing and childcare.
- 3.22 Prepare children/future workforce entrants for a work environment characterized by fast paced change and innovation.
- 3.33 Create partnerships with various entities and employers to expand early education programs to reach more families.
- 3.41 Foster talent through education for all ages and job training programs.
- 3.46 Expand bilingual education and increase bilingual staff to remove language barriers.
- 3.47 Establish a youth services coordination board to include volunteerism opportunities.
- 3.49 Promote the development of a "one-stop-shop" center for higher education opportunities and career technical education.

# HERITAGE AND HISTORIC PRESERVATION

## ASSOCIATED GOALS

## IMPLEMENTATION

- 1** Grow and target historic preservation efforts.
- 2** Increase and improve the understanding, appreciation and learning of historic and cultural assets.
- 3** Create new and unique destinations and experiences that build on New Braunfels' resources

**Historic Preservation Month 2022:** Engaged both community members, HLC, and County Historical Commission members with a Proclamation declaring May 2022 as Preservation Month. This was presented at a City Council Meeting.

Organized a free social run through Downtown New Braunfels.

Launched a photo challenge encouraging citizens to share places that matter to them. This may also help bring to the forefront significant structures and sites that may be eligible for historic designation and recognition.

## FUTURE INITIATIVES (6-12 MONTHS, TARGET)

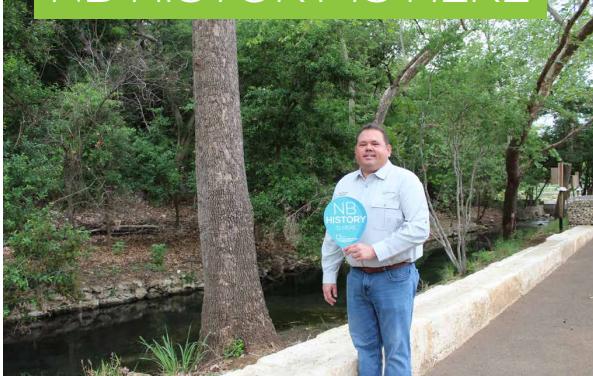
**Realtor Training - Purpose:** This initiative will help educate realtors, property owners, and anyone working on historic structures about historic preservation in New Braunfels including the Certificate of Alteration process, design review, demolition review, the designation process, etc. Continuing education credits may also be offered to realtors.

**Survey/Documentation - Purpose:** In compliance with Certified Local Government (CLG) requirements, CoNB must maintain a system for the survey and inventory of local historic properties. Staff is working closely with our GIS team to create an electronic survey through Survey123/ArcGIS that can be used in the field to capture property information citywide.

**Hands-on preservation workshops - Purpose:** To bring the crafts such as masonry repair, wood window restoration, and historic assessments to the forefront and make them easily accessible to the general public and average historic homeowner. To also encourage the growth of the traditional trades.

# PRESERVATION MONTH HIGHLIGHTS

## NB HISTORY IS HERE



## HISTORIC SOCIAL RUN



## PROCLAMATION



# SERVICE HIGHLIGHTS

# RELATED STUDIES AND LINKS

**New Braunfels Public Transit Study**

**Regional Transportation Plan**

**AAMPO Regional Bicycle Pedestrian Plan Study**

**Airport Master Plan**

**Downtown Implementation Plan**

**Hike and Bike Trail Master Plan**

**Dry Comal Creek Master Plan**

**River Properties Vision Plan**

**Landa Park & Arboretum Master Plan**

**Mission Hill Park Master Plan**

**Economic Development Strategic Plan**

**Workforce Housing Study**

**Comprehensive Solid Waste Management Plan**

**Capital Programs Information**

**Library Master Plan**

**S. Castell Vision Plan**

**Parks and Recreation Master Plan**

**New Braunfels Stormwater Management Strategy**

**Habitat Conservation Plan**

**Regional Bicycle & Pedestrian Planning Study**

## Associated Action Items

- 7.24 Consider destinations both inside and outside the community when building connections.
- 7.29 Explore park and ride models to satisfy compatibility needs.
- 7.34 Provide a loop shuttle service, including between public parking facilities.
- 7.36 Address parking deficiencies by encouraging other modes of access.
- 7.53 Upgrade existing arterials and major collectors and identify new alignments to create a network of expressway parkway or beltway on the City's thoroughfare plan as it pertains to relieving congestion.
- 7.56 Identify missing linkages across town that create barriers to efficient mobility; Implement a plan to correct.
- 7.57 Include cross-town transit routes in all directions on major arterials.
- 8.18 Collaborate with regional partners to improve public transportation/transit within the city and destinations beyond.
- 8.19 Collaborate with regional partner VIA Metropolitan Transit whose long range plan includes New Braunfels.
- 8.20 Provide multi-modal transportation networks that create "physical connections" particularly between or through historic/cultural destinations, Wurstfest grounds, and trails.
- 8.22 Establish solid waste reduction strategies including realistic and achievable goals for percentage of waste recycled.
- 8.23 Continue to expand recycling to items not typically recycled.
- 8.26 Continue and expand the bulky goods drop-offs to curb illegal dumping.



Envision  
New Braunfels

A SPECIAL PLACE BY DESIGN



***City of New Braunfels Planning and  
Development Services Department  
830-221-4050***