Promote a compact urban fabric that includes walkable streets, mixed use development, and high-quality public spaces and create new and special destinations and experiences that build on New Braunfels’ historic resources

**Goals and objectives**
- Quality of place for talent and business attraction
- New Braunfels as a walkable, livable, and interesting place that appeals to locals and tourists alike
- Foster an animated vibe of year-round, day-to-evening, and seasonal activity that is authentic to New Braunfels

**Community input**
- Envision New Braunfels
- Economic Development Strategic Plan
- EDC Strategic Priorities
- Downtown Implementation Plan
- South Castell Area Master Plan
- Workforce Housing Study
- CDBG Consolidated Plan
- Hike & Bike Trail Plans
- Community requests and identified priorities
ECD – PRIORITY FACTORS

- High quality public and private places
- Financially productive and sustainable
- Attraction and retention of talent
- Safe, purposeful, comfortable, and interesting pedestrian infrastructure
- Authenticity
## ECD – PRIORITY RANKING

<table>
<thead>
<tr>
<th>Priority</th>
<th>Project</th>
<th>Estimated Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Castell Ave Corridor</td>
<td>$30,286,000</td>
</tr>
<tr>
<td>2</td>
<td>Downtown Parking Facilities</td>
<td>$22,842,000</td>
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<tr>
<td>3</td>
<td>Downtown Right-of-Way Enhancements</td>
<td>$3,102,000</td>
</tr>
<tr>
<td></td>
<td><strong>TOTAL</strong></td>
<td><strong>$56,230,000</strong></td>
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</tbody>
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ECD – FUNDING SOURCES

Fund 1
• General Fund

Fund 2
• Economic Development Corporation
1. CASTELL AVE CORRIDOR

**Project objectives**

- Translate public’s preference for design and desired streetscape into preliminary design
- Utilize existing ROW to design and construct a thriving complete street
- Design streetscape improvements to enhance the pedestrian safety and comfort and elevate the experience of walking downtown
- Facilitate connections between public and private assets to reinforce the public realm of the Castell Avenue Corridor
- Create a downtown gateway/public plaza in and around the Civic Center that can serve as an additional space for public/private events and prepares for future mixed-use and infill development

**Project scope**

- Remove overhead utilities
- Extensive drainage improvements
- Physical infrastructure to enhance safety, comfort and pedestrian experience such as street trees, pocket gardens, multi-use sidewalk zone, curb extensions/bulbouts, street furniture, lighting, and other pedestrian amenities like seating, bike racks, kiosks, gateway monuments, wayfinding signage
1. CASTELL AVE CORRIDOR
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**STATION 3 | PUBLIC R.O.W. & SPACES**

1. 51 Votes
2. 34 Votes
3. 28.5 Votes
4. 28 Votes
5. 24 Votes
6. 21 Votes
## 1. CASTELL AVE CORRIDOR – FUNCTIONAL ELEMENTS

### Multi-Use Sidewalk Zone

Sidewalks play a vital role in city life. As conduits for pedestrian movement and access, they enhance connectivity and promote walking. As public spaces, sidewalks serve as the front steps to the city, activating streets socially and economically. Just as roadway expansions and improvements have historically enhanced travel for motorists, superior sidewalk design can encourage walking by making it more attractive.

### Street Trees/Pocket Gardens

Street trees calm motor vehicle traffic by visually narrowing the street and providing a well-defined roadside edge. Trees can be used to break up long rows of on-street parking and play a role in a street’s livability, creating shade, dampening noise pollution, improving mental well-being, reducing stress, adding aesthetic value, and contributing to a sense of place. Pocket gardens add aesthetics, habitat, and ecological value to the city’s right of way.

### Pedestrian Prioritized Shared Streets

Shared streets prioritize walking over all other movement, while allowing motor vehicle access at extremely low speeds. Commercial shared street environments are most suitable in places where pedestrian activity is high and vehicle volumes are either low or discouraged. Street furniture, including bollards, benches, planters, and bicycle parking, can help define a shared space, delineating the traveled way from the pedestrian-only space.

### Strategic Bulb-Outs/Parklets

Curb extensions/bulb-outs visually and physically narrow the road, creating safer and shorter crossings for pedestrians while increasing the available space for street furniture, benches, plantings, and street trees. Parklets are typically applied where narrow or congested sidewalks prevent the installation of traditional sidewalk cafes, or where local property owners or residents see a need to expand the seating capacity and public space on a given street.

### Pedestrian Amenities/Site Furnishings

Site furnishings announce that pedestrians are welcome and that the street is a comfortable place to be. These amenities provide a functional service to the pedestrian and provide visual detail that makes a place comfortable and interesting. This can include: benches and seating, bicycle racks, bollards, flower stands, kiosks, gateway monuments, news racks, public art, sidewalk restrooms, wayfinding signage.
1. CASTELL AVE CORRIDOR

- Adaptive reuse of industrial assets
- Shade for sidewalk cafes/restaurants
- Interstitial spaces for celebrating river/beer garden culture
- Combine elements
- Infrastructure for sidewalk markets and shelter/comfort
1. CASTELL AVE CORRIDOR – SIMILAR ROW

CASE STUDIES
TRADE STREET AT GREER STATION, GREER SC [0.22 MI, ~55' ROW]
KIMLEY-HORN, LANDSCAPE FORMS
https://www.kimley-horn.com/project/downtown-streetscape-at-greer-station/
1. CASTELL AVE CORRIDOR – SIMILAR ROW
1. CASTELL AVE CORRIDOR – SIMILAR ROW

CASE STUDIES
DALLAS STREET, ENNIS TX [0.25 MI, ~80' ROW]
MESA DESIGN GROUP, GRESHAM SMITH
http://mesadesigngroup.com/portfolio_page/historic-downtown-ennis-streetscape/
1. CASTELL AVE CORRIDOR – SIMILAR ROW

CASE STUDIES
CLEMATIS STREEET W. PALM BEACH FL 4 MI. - 62 ROW
DOVER KOHL, KIMLEY-HORN
https://www.doverkohl.com/clematis-street
1. CASTELL AVE CORRIDOR

*Risks and constraints*

Drainage improvements needed, utility conflicts, zoning should support mixed use and infill priorities

*Estimated project costs*

$30.3M Total | $442K Design (funded) | $28.5M Construction | $1.3M Land Acq., Additional Costs

*Project and preliminary design considerations*

- Walkability and pedestrian experience
- Drainage and flooding concerns
2. DOWNTOWN PARKING FACILITIES

Project objectives

• Encourage park once district and centralize a parking facility
• Additional public parking capacity in the downtown area

Project scope

• Identify feasible locations and possible combinations of solutions
• PERs to develop conceptual site plans indicating proposed footprint, setbacks, entry/exit points, location of proposed non-parking uses within the structure as well as any other required programmatic items
• Conceptual Site plan including general overall site layout, vehicular entry/exit locations, etc.
• Final phase would include any acquisition, design and construction
2. DOWNTOWN PARKING FACILITIES
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*Risks and constraints*
Limited lot sizes
Available properties
Cost per parking space varies greatly based on multiple factors (size of structure, ownership, configuration)

*Estimated project costs*
$22.8M Total | $1.5M Design | $16.6M Construction | $4.8M Land Acq., Additional costs

*Project and preliminary design considerations*
• Preservation of historic downtown aesthetics and building codes
• Proximity to demand areas
• Ongoing operations, maintenance and capital replacement funding
3. DOWNTOWN RIGHT-OF-WAY ENHANCEMENTS

Project objectives

• Enhance pedestrian experience
• Improve circulation and walkability
• Improve safety and visibility

Project scope

• Repair existing sidewalks
• Add new pedestrian facilities
• Add wayfinding signage, landscaping and lighting
3. DOWNTOWN RIGHT-OF-WAY ENHANCEMENTS
3. DOWNTOWN RIGHT-OF-WAY ENHANCEMENTS

*Risks and constraints*
Limited space for new sidewalks

*Estimated project costs*
$3.1M Total | $3M Construction | $105K Additional Costs

*Project and preliminary design considerations*
• Placemaking
• Preservation/enhancement of downtown aesthetics
• Ongoing maintenance and repair
3. DOWNTOWN RIGHT-OF-WAY ENHANCEMENTS
DISCUSSION

OTHER PROJECT CONSIDERATIONS?