

**Special Use Permit Application: 1533 Interstate Highway 35 North Frontage Road,  
New Braunfels, TX**

The proposed Project involves redevelopment of an existing 75-room motel as a 75-unit residential apartment complex. The Property contains two lots—one includes the existing motel, and the adjacent one is vacant—totaling 2.1985 acres. The vacant lot will be improved with resident-serving amenities, including lounge areas, barbecues, a community garden, bocce court, and dog park.

Allows for compatible and orderly development

The Property contains the 75-room Quality Inn, a three-story motel. The proposed Project includes development of multifamily residential uses, which are allowed by right in the C-3 (Commercial District) zone. By revitalizing an underperforming commercial motel with 75 residential housing units, the proposed Project fulfills the City's demand for new housing suitably located near employment centers, supporting commercial uses, and transportation. Accordingly, the proposed Project is a compatible and appropriate development that advances the City's land use goals.

Consistent with Comprehensive Plan

The New Braunfels community has grown rapidly in the past decade, which has highlighted a need to not only increase the supply of housing, but also to preserve affordability and economic diversity. The proposed Project, located within the Transitional Mixed-Use Corridor identified in the Envision New Braunfels comprehensive plan, supplies much-needed housing near the City's job centers, such as the nearby Town Center at Creekside along the Interstate Highway 35 corridor. In particular, the proposed Project will provide 75 studio/efficiency units of new workforce housing, with anticipated rental rates of \$825-\$950. This will serve local moderate to low-income households and renters, including those in the City's tourism, healthcare, and industrial sectors.

Indeed, the proposed Project is consistent with several of the goals and policies delineated in Envision New Braunfels. By creating new housing opportunities—especially workforce housing—it supports the City's economic competitiveness goals of creating new permanent lodging in an underutilized neighborhood and corridor, and expanding the live/work/play destination along Interstate Highway 35 (Economic Competitiveness Goals 1 and 2).

And by re-using an existing, developed site along a commercial corridor, the proposed Project also supports the City's policies of: concentrating future investment in industrial and employment centers near existing and emerging hubs, such as along existing high capacity transportation networks, such as Interstate Highway 35 (ACTION 1.8); incentivizing infill development and redevelopment to take advantage of existing infrastructure (ACTION 1.6); cultivating an environment where a healthy mix of different housing products at a range of sizes, affordability, densities, amenities and price points can be provided across the community

as well as within individual developments (ACTION 3.13); and incentivizing home development that is affordable and close to schools, jobs and transportation (ACTION 3.15).

#### Consistent with Zoning District

The Property is zoned C-3 (Commercial District), which allows multifamily residential uses by right. Accordingly, the proposed residential use is consistent with the general purpose and intent of the C-3 zoning district regulations.

#### Meets Supplemental Standards

The proposed Project is consistent with the applicable development standards as follows:

- Provides 83 parking spaces, which satisfies the City's parking standards for studio/efficiency units (i.e., 1.1 spaces/unit).
- The 2.1985-acre (95,766 sf) site meets minimum lot area standard of 15,000 square feet.
- Meets minimum lot width (60 feet) and lot depth (100 feet) standards
- Meets setback requirements: Front – 25 feet; Rear – 25 feet; Side – 5 feet

The Applicant's entitlement request is to allow the conversion of the existing 75 motel rooms to individual residences (i.e., studio/efficiency units). Based on the Property's size (2.1985 acres), the City's lot area standard currently allows for 64 units. As detailed herein, the proposed Project provides essential workforce housing at a suitable and appropriate location in furtherance of the City's planning, economic development, and land use goals.

#### Compatible with and preserves the character and integrity of adjacent development

By adding new housing along the Interstate Highway 35 corridor, the proposed Project capitalizes on the opportunity to meet the increasing demand for residential uses in an area ripe for an appropriate transition. As noted above, the applicable zoning allows for multifamily residential uses by right, and the proposed Project complements existing residential development to the west and north. The Project site is also located in close proximity to schools (Goodwin Frazier Elementary, Church Hill Middle School, Memorial Early College High School, and Canyon High School), and resident-serving commercial uses (e.g., New Braunfels Marketplace, and intersection of Interstate Highway 35 and Highway 46 W).

#### Not materially detrimental to the public health, safety, convenience and welfare

The proposed Project will benefit the New Braunfels community by converting an underutilized motel to a more viable, full-time residential living environment. The redevelopment will add no additional intensity to the Property, but will create new workforce housing opportunities for City residents. Reimagining an urban infill site with multifamily residential uses, including resident-serving amenities such as a dog park, bocce ball court, barbecues, and community lounge areas and garden, will not adversely affect surrounding properties or the natural environment; in fact, residents will have easy access to serve their everyday needs, and also be able to take advantage of existing and planned public transit. The introduction of multifamily residential dwellings is appropriate for this location, which is close to retail, commercial, and employment uses intended to serve the residents of surrounding neighborhoods.