

Co-Op Marketplace Objectives

- Promote Pedestrian Circulation¹
 - o Open spaces
 - o Splashpad
 - o Restrooms
 - o Lighting, Benches & trees
 - o Close existing driveways
 - o Improve pedestrian connectivity to underutilized parking areas

- Create Green Space¹
 - o Help ensure green spaces are within a one mile walk or bike ride of NB households
 - o Meet regional green infrastructure goals

- Provide Outdoor Exhibition Facilities²
 - o Build upon New Braunfels' strong program of downtown events and activities
 - o Potential alternative to street closures

- Encourage Retail Growth along South Castell³
 - o Broaden downtown retail development area

- Support the Civic Center³
 - o Mitigate isolation issues
 - o Make it a more attractive site to investors

- Meet Main Street Program Objectives⁴
 - o Maintains downtown identity and preserves a historic site
 - o Reflects larger planning and design efforts
 - o Stimulates investment and economic vitality

¹ New Braunfels Downtown Action Plan, January 7, 2021

² 2018 Envision New Braunfels comprehensive plan

³ City of New Braunfels Downtown Implementation Plan, January 2010

⁴ Texas Historical Commission, Texas Main Street Program 2023

Co-Op Marketplace Narrative

The goal of the Co-Op Marketplace is to create a new and unique destination by converting the former producers Co-Op into a space that promotes pedestrian circulation via open spaces that provide lighting, benches, trees and other enhanced furnishings to the public that improve downtown's aesthetic quality, provide entrepreneurs an opportunity to flourish and preserve New Braunfels' historic resources.

The current site plan of the Co-Op Marketplace forgoes the typical developers' focus on maximizing profitability in favor of recognizing the unique opportunity to make significant progress towards fulfilling the goals of Envision New Braunfels and the Downtown Implementation Plan. This unique site can provide connectivity and promote pedestrian circulation between the main streets that anchor it. The Co-Op Marketplace site plan contributes significant streetscape and amenity improvements to downtown that very few sites will be able to provide in the future while maintaining the character of this historic business district.

The design of this site is strongly focused on providing open spaces with enhanced amenities accessible to the public including lighting, sitting areas, trees, restrooms, a splashpad and a stage that provides enhanced opportunities to celebrate the community's unique identity via downtown events while preserving an important historical landmark. Outdoor exhibition facilities have been designed to build upon New Braunfels' strong program of downtown events and activities such as the New Braunfels Farmers Market.

The network of trails is designed to improve pedestrian access for locals and tourists to desirable destinations and connect the South Castell Avenue Visioning Plan to the downtown core. The site's promotion of walkability will serve to help attract younger generations seeking pedestrian connections and improve public safety by eliminating existing driveways. The current site plan provides for increased automobile parking on Hill Street that would otherwise be unavailable. Outdoor restrooms are designed to provide facilities to the public which support the public's use of these open space improvements.

The Co-Op Marketplace site provides a unique opportunity to achieve the Downtown Implementation Plan goal for quality places downtown and along South Castell Avenue while taking the City a step closer to ensuring green spaces are within a one mile walk or bicycle ride for every household in New Braunfels. This unique opportunity to immediately collaborate with local partners in the private sector to develop these downtown open spaces aligns with regional green infrastructure goals while reducing the City's regular maintenance costs typically associated with this type of infrastructure.

The current plan includes a large 15,000 square foot building designed to be a destination marketplace that blends retail and food concepts in a stylish indoor space designed to attract the growing number of consumers who are looking for an alternative to internet, mall and big box shopping experiences. The goal is to provide a space where entrepreneurs can have an opportunity in downtown where retail and restaurant spaces would likely be unavailable or inaccessible otherwise. The entire Co-Op Marketplace site would serve as a destination to promote these new business enterprises so that they can grow, attract talent, and generate enough momentum to be successful elsewhere in the community once they have outgrown this space.

The Co-Op Marketplace is a unique opportunity to accomplish many of the communities' goals on a unique site in downtown New Braunfels.