



**CITY OF NEW BRAUNFELS, TEXAS  
CITY COUNCIL MEETING**



**CITY HALL - COUNCIL CHAMBERS  
550 LANDA STREET**

**MONDAY, APRIL 10, 2017 at 6:00 PM**

Barron Casteel, Mayor	Chris Monceballez, Councilmember (District 4)
George Green, Councilmember (District 1)	Wayne Peters, Mayor Pro Tem (District 5)
Justin Meadows, Councilmember (District 2)	Leah A. García, Councilmember (District 6)
Ron Reaves, Councilmember (District 3)	Robert Camareno, City Manager

***MISSION STATEMENT***

*The City of New Braunfels will add value to our community  
by planning for the future, providing quality services, encouraging  
community involvement and being responsive to those we serve.*

**AGENDA**

**CALL TO ORDER**

**CALL OF ROLL: City Secretary**

**INVOCATION: Mayor Pro Tem Wayne Peters**

**PLEDGE OF ALLEGIANCE & SALUTE TO THE TEXAS FLAG**

**REQUEST ALL PHONES AND OTHER DEVICES BE TURNED OFF, EXCEPT  
EMERGENCY ON-CALL PERSONNEL.**

**PROCLAMATIONS:**

- A) Child Abuse Prevention Month  
[proclamation](#)
- B) Fair Housing Month  
[proclamation](#)
- C) Sexual Assault Awareness Month  
[proclamation](#)

**1. MINUTES**

- A) Discuss and consider approval of the minutes of the special and regular City Council meetings of March 27, 2017.  
*Patrick Aten, City Secretary*

[Minutes - March 27, 2017 Special Meeting](#)

[Minutes - March 27, 2017 Regular Meeting](#)

**2. CITIZENS' COMMUNICATIONS**

This time is for citizens to address the City Council on issues and items of concerns not on this agenda. There will be no City Council action at this time.

**3. CONSENT AGENDA**

*All items listed below are considered to be routine and non-controversial by the City Council and will be approved by one motion. There will be no separate discussion of these items unless a Councilmember or citizen so requests, in which case the item will be removed from the consent agenda and considered as part of the normal order of business.*

*Resolutions & Action Items*

- A) Approval of the appointment of one individual to the Airport Advisory Board for a term ending May 12, 2020.  
*Patrick Aten, City Secretary*
- B) Approval of the appointment of one individual to the Central Texas Technology Center Advisory Board for a term ending April 26, 2020.  
*Patrick Aten, City Secretary*
- C) Approval of the Mayoral appointment of four individuals to the Reinvestment Zone No. 1 (TIRZ) Board of Directors and the New Braunfels Development Authority for terms ending May 29, 2019.  
*Patrick Aten, City Secretary*
- D) Approval of the Arts Commission recommendations for allocating grant awards from hotel occupancy tax to various arts organizations of the City and authorizing the City Manager to execute contracts with the aforementioned organizations for the purpose of disbursement and use of funding.  
*Patrick Aten, City Secretary*
- E) Approval of the Heritage Commission recommendations for allocating grant awards from hotel occupancy tax to various heritage organizations of the City and authorizing the City Manager to execute contracts with the aforementioned organizations for the purpose of disbursement and use of funding.  
*Patrick Aten, City Secretary*
- F) Approval of the ratification of the submission of a grant application to the Bayer's Bee Care Program for the Bayer's Feed A Bee Grant Program in the amount of \$5,000 to supplement the purchase of native seed mixtures, and seed drilling (planting) services and authorizing the City Manager to accept funds and to execute all contract documents associated with the grant, if awarded.  
*Stacey Laird Dicke, Parks and Recreation Director*

- G) Approval of the renewal of annual contracts for alarm management services and for the purchase of road construction materials.  
*Jennifer Gates, Buyer*
- H) Approval of an expenditure of \$384,318 to the Alamo Area Council of Governments under an existing interlocal agreement for demand response transit services.  
*Robert Camareno, City Manager*  
[Interlocal Agreement - AACOG Amendment](#)  
[AACOG Demand-Response Route](#)
- I) Approval of a Lease Agreement between the City of New Braunfels Industrial Development Corporation (Lessor) and the City of New Braunfels (Lessee) for the property located at 302 S. Castell Avenue.  
*Matthew Eckmann, Real Estate Manager*  
[Final Lease Agreement \(302 S. Castell\)](#)
- J) Approval of a Lease Agreement between the City of New Braunfels (Lessor), First Protestant Church (Lessee) and the Boy Scouts of America Troop 133 (Occupant) for the property located at 294 E. Coll Street, commonly known as the "Boy Scout Hut."  
*Matthew Eckmann, Real Estate Manager*  
[Final Lease Agreement \(Boy Scouts\) - 3-30-17](#)

*Ordinances*

*(In accordance with Section 3.10 of the City Charter, a descriptive caption of each ordinance shall be read on two separate days.)*

- K) Approval of the first reading of an ordinance amending Section 126-346 of the Code of Ordinances to add a no parking zone on Comal Avenue at East Jahn Street.  
*Garry Ford, City Engineer*  
[2017-04-10 Ordinance - Comal at Jahn NPZ](#)  
[Comal at Jahn Proposed NPZ](#)
- L) Approval of the second and final reading of an ordinance designating approximately 0.29 acre, part of Lots 282 and 283, City Block 1035, addressed as 195 Jahn Street as a Local Historic Landmark to be known as the Brietzke Haus.  
*Christopher J. Looney, Director of Planning and Community Development*

[Maps](#)

[Notification and Map](#)

[Photos](#)

[Article III Section 66-54](#)

[Article III Section 66-56](#)

[Excerpt from the February 14, 2017 Historic Landmark Commission](#)

[Meeting Minutes](#)

[Excerpt from the March 7, 2017 Planning Commission Meeting](#)

[Ordinance](#)

**4. INDIVIDUAL ITEMS FOR CONSIDERATION**

- A) Discuss and consider approval of the appointment of two individuals to the Watershed Advisory Committee for terms ending April 18, 2020.  
*Patrick Aten, City Secretary*
- B) Discuss and consider possible direction to staff for roadway and drainage improvements to Goodwin Lane at Alligator Creek through a development agreement.  
*Garry Ford, City Engineer*
- C) Discuss and consider approval of a resolution adopting the Economic Development Strategic Plan.  
*Jeff Jewell, Economic Development Manager*  
[NBEDSP-Final - Attachment A](#)  
[Resolution - EDSP - Attachment B.docx](#)
- D) Discuss and consider approval of the first reading of an ordinance to restore the speed limit of 30 mph on Fredericksburg Road.  
*Garry Ford, City Engineer*  
[2017-04-10 Ordinance - Fredericksburg Rd Speed Limit](#)  
[Fredericksburg Speed Study Locations map](#)
- E) Discuss and consider approval of the first reading of an ordinance to remove the through truck restrictions on Encino Drive and Laurel Lane between Kerlick Lane and Wood Road and on Fredericksburg Road from Landa Street to Ohio Avenue and Ohio Avenue from Fredericksburg Road to North Walnut Avenue.  
*Garry Ford, City Engineer*  
[2017-04-10 Ordinance - Thru Truck Restriction Removal](#)  
[Thru Truck Restriction Removal Map](#)
- F) Public hearing and first reading of an ordinance amending Section 126-354 of the City of New Braunfels Code of Ordinances to revise Parking by Permit Area B.



*Garry Ford, City Engineer*

[2017-04-10 Ordinance - Amend Parking by Permit Area B](#)

[Area B amendment map-revised](#)

[Revised Redline Ordinance - Area B](#)

- G) Public hearing and consideration of a resolution amending the 2006 Future Land Use Plan and the second and final reading of an ordinance rezoning approximately 98 acres out of the A. M. Esnaurizar Survey No. 1 Abstract 98, addressed at 253 S. Kowald Lane, from "APD" Agricultural/ Pre-Development and "C-3" Commercial Districts to "Solms Landing" Planned Development (SLPD) District with a Concept Plan.

*Christopher J. Looney, Planning and Community Development Director*

[Aerial Map](#)

[Application](#)

[Concept Plan & Development Standards](#)

[Land Use Maps](#)

[Notification & Responses](#)

[Ordinance Sections](#)

[Draft Minutes](#)

[Ordinance](#)

[Resolution](#)

- H) Discuss and consider approval of a Conditional Sign Permit for subdivision entry signage at the Settlement at Gruene Subdivision, located at the intersection of Oaklawn Drive and Rock Street.

*Christopher J. Looney, Planning and Community Development Director*

[Aerial Map](#)

[Application](#)

[Proposed Signs](#)

[Site Plan.pdf](#)

[Comparison Chart](#)

## **5. EXECUTIVE SESSIONS**

In accordance with Texas Government Code, Subchapter D, the City Council may convene in a closed session to discuss any of the following items; any final action or vote taken will be in public.

- A) Deliberate pending/contemplated litigation, settlement offer(s), and matters concerning privileged and unprivileged client information deemed confidential by Rule 1.05 of the Texas Disciplinary Rules of Professional Conduct in accordance with Section 551.071, of the

Texas Government Code, specifically:

- New Braunfels Housing Authority
- B) Deliberate and consider the purchase of, exchange, lease or value of real property, in accordance with Section 551.072, of the Texas Government Code, including but not limited to:
  - acquisition of land for city facilities
- C) Deliberate the appointment, employment, evaluation, reassignment, duties, discipline, or dismissal of the Municipal Court Judge in accordance with Section 551.074 of the Texas Government Code.

*NOTE: The City Council reserves the right to retire into executive session concerning any of the items listed on this Agenda whenever it is considered necessary and legally justified under the Open Meetings Act (Chapter 551 of the Texas Government Code).*

**6. RECONVENE INTO OPEN SESSION AND TAKE ANY NECESSARY ACTION RELATING TO THE EXECUTIVE SESSION AS DESCRIBED ABOVE.**

**CERTIFICATION**

I hereby certify the above Notice of Meeting was posted on the bulletin board at the New Braunfels City Hall on April 5, 2017, at 2:00 p.m.

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Patrick Aten, City Secretary

NOTE: Persons with disabilities who plan to attend this meeting and who may need auxiliary aids or services such as interpreters for persons who are deaf or hearing impaired, readers, or large print, are requested to contact the City Secretary's Office at 221-4010 at least two (2) work days prior to the meeting so that appropriate arrangements can be made.



## City Council Agenda Item Report

550 Landa Street  
New Braunfels, TX

**4/10/2017**

Agenda Item No. A)

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## City of New Braunfels



# Proclamation

THE STATE OF TEXAS           §  
COUNTY OF COMAL           §  
CITY OF NEW BRAUNFELS       §

**WHEREAS**, there were more than 58,000 confirmed victims of child abuse and neglect in Texas during 2016, with more than 400 of those children living in Comal County; and

**WHEREAS**, effective child abuse prevention is a community responsibility that depends on all people involved in finding solutions; and

**WHEREAS**, everyone in the community should take an active role in abuse prevention by attending a prevention training, becoming a mentor, becoming a foster parent, advocating for children, volunteering in a youth serving organization, supporting local, child focused nonprofit organizations, raising children in a safe, nurturing environment; and

**WHEREAS**, it is everyone's legal and moral duty to report suspected abuse and neglect; and

**WHEREAS**, effective child abuse prevention succeeds because of partnerships among state agencies, schools, religious organizations, law enforcement agencies, non-profit organizations and the business community; and

**WHEREAS**, community organizations such as Big Brothers and Big Sisters of Comal County, Comal County Child Welfare Board, Court Appointed Special Advocates (CASA), Children's Advocacy Center of Comal County, Connections Individual and Family Services, Inc., Comal County District Attorney's Office, The Crisis Center of Comal County, Texas Department of Family and Protective Services, Comal County Sheriff's Office, New Braunfels, Bulverde, and Garden Ridge Police Departments, New Braunfels ISD, Comal ISD, St. Jude's Ranch for Children – Bulverde Campus and emergency shelter work together to stop child abuse and neglect.

**NOW THEREFORE, I, BARRON CASTEEL**, Mayor of the City of New Braunfels, Texas, do hereby proclaim the month of April, 2017 as

### **"CHILD ABUSE PREVENTION MONTH"**

in New Braunfels, Texas and I urge all citizens to work together and take action to stop child abuse and neglect.

**IN WITNESS WHEREOF**, I have hereunto set my hand and caused the Seal of the City of New Braunfels to be affixed this the 10<sup>th</sup> day of April, 2017.

**CITY OF NEW BRAUNFELS**

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**BARRON CASTEEL, Mayor**



## City Council Agenda Item Report

550 Landa Street  
New Braunfels, TX

**4/10/2017**

Agenda Item No. B)

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## City of New Braunfels



# Proclamation

THE STATE OF TEXAS §

COUNTY OF COMAL §

CITY OF NEW BRAUNFELS §

**WHEREAS**, Title VIII of the Civil Rights Act of 1968, prohibits discrimination in housing and declares it a national policy to provide, within constitutional limits, for fair housing in the United States; and

**WHEREAS**, the principle of Fair Housing is not only national law and national policy, but a fundamental human concept and entitlement for all Americans; and

**WHEREAS**, the National Fair Housing Law, during the month of April, provides an opportunity for all Americans to recognize that complete success in the goal of equal housing opportunity can only be accomplished with the help and cooperation of all Americans; and

**WHEREAS**, the City of New Braunfels supports fair housing efforts to eliminate discrimination in housing, and, in order to heighten public awareness, the City of New Braunfels wishes to focus public attention on April as “Fair Housing Month.”

**NOW, THEREFORE, I, BARRON CASTEEL**, Mayor of the City of New Braunfels, do hereby proclaim the month of April, 2017 as

**“FAIR HOUSING MONTH”**

And urge all citizens of this locality to become aware of and support the Fair Housing law.

**IN WITNESS WHEREOF**, I have hereunto set my hand and caused the Seal of the City of New Braunfels to be affixed on this the 10<sup>th</sup> day of April, 2017.

**CITY OF NEW BRAUNFELS**

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**BARRON CASTEEL, Mayor**



## City Council Agenda Item Report

550 Landa Street  
New Braunfels, TX

**4/10/2017**

Agenda Item No. C)

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## City of New Braunfels



# Proclamation

THE STATE OF TEXAS       §  
COUNTY OF COMAL       §  
CITY OF NEW BRAUNFELS   §

**WHEREAS**, Sexual Assault Awareness Month is intended to draw attention to the fact that sexual violence is widespread and impacts every community member of Comal County; and

**WHEREAS**, statistics indicate that one in five women and one in twenty men in Texas have experienced sexual assault and in 2015, the Crisis Center of Comal County provided support services for 400 victims of sexual abuse including child victims. Approximately 80% of sexual assault victims know the person who assaulted them; and

**WHEREAS**, we must work together to educate our community about sexual violence prevention, supporting survivors, and speaking out against harmful attitudes and actions; and

**WHEREAS**, staff and volunteers of sexual assault prevention programs at the Crisis Center of Comal County encourage every person to speak out when witnessing acts of violence however small; and

**WHEREAS**, with leadership, dedication, and encouragement, there is evidence that we can be successful in preventing sexual violence in Comal County through prevention education, increased awareness, and holding perpetrators who commit acts of sexual violence responsible for their actions; and

**WHEREAS**, we recognize the compassion and dedication of the individuals who first respond to provide services to survivors, such as the Crisis Center of Comal County, the Comal County Sheriff's Office, the New Braunfels Police Department, and our emergency medical workers; and

**WHEREAS**, it is important that sexual assault is recognized as a problem and vital to understand that alerting the public about this issue can help empower victims and their loved ones.

**NOW, THEREFORE, I, BARRON CASTEEL**, Mayor of the City of New Braunfels, Texas, do hereby proclaim the month of April, 2017 as

### **“SEXUAL ASSAULT AWARENESS MONTH”**

And encourage every resident to actively engage in public and private efforts, including conversations about what sexual violence is, how to prevent it, how to help survivors connect with services, and how every segment of our society can work together to better address sexual violence.

**IN WITNESS WHEREOF**, I have hereunto set my hand and caused the seal of the City of New Braunfels to be affixed the 10<sup>th</sup> day of April, 2017.

**CITY OF NEW BRAUNFELS, TEXAS**

**BY:** \_\_\_\_\_  
**BARRON CASTEEL, Mayor**



## City Council Agenda Item Report

550 Landa Street  
New Braunfels, TX

**4/10/2017**

Agenda Item No. A)

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Presenter/Contact

*Patrick Aten, City Secretary*  
*(830) 221-4010 - [paten@nbtexas.org](mailto:paten@nbtexas.org)*

**SUBJECT:**

Discuss and consider approval of the minutes of the special and regular City Council meetings of March 27, 2017.

**BACKGROUND / RATIONALE:**

N/A

**ADDRESSES A NEED/ISSUE IN A CITY PLAN OR COUNCIL PRIORITY:**

N/A

**FISCAL IMPACT:**

N/A

**COMMITTEE RECOMMENDATION:**

N/A

**STAFF RECOMMENDATION:**

Staff recommends approval of the minutes of the special and regular City Council meetings of March 27, 2017.

**SPECIAL MINUTES  
OF THE NEW BRAUNFELS CITY COUNCIL  
SPECIAL MEETING OF MONDAY, MARCH 27, 2017**

The City Council of the City of New Braunfels, Texas, convened in a Special Meeting on March 27, 2017, at 4:30 p.m.

City Councilmembers present were:

**Present**     5 - Mayor Barron Casteel, Councilmember Justin Meadows, Councilmember Ron Reaves, Councilmember Chris Monceballez, and Mayor Pro Tem Wayne Peters

**Absent**     2 - Councilmember George Green, and Councilmember Leah García

City Staff present were:

City Manager Robert Camareno, Assistant City Manager Kristi Aday, City Attorney Valeria Acevedo, City Secretary Patrick Aten, and Parks and Recreation Director Stacey Dicke.

The meeting was called to order by Mayor Casteel in the New Braunfels City Hall Tejas Room at 4:33 p.m.

**1.     WORKSHOP**

Discussion and possible adoption of the River Properties Visioning Plan.

**Mayor Casteel read the aforementioned caption.**

**Stacey Dicke introduced the item. Cody Richardson and Matt Milano with Freese and Nichols presented the item.**

**Ted Omohundro spoke regarding the item.**

**A motion was made by Councilmember Monceballez, seconded by Mayor Pro Tem Peters, to accept the River Properties Visioning Plan. The motion passed unanimously.**

This special meeting adjourned at 5:04 p.m.

Date Approved: April 10, 2017

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BARRON CASTEEL, MAYOR

Attest:

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PATRICK ATEN, CITY SECRETARY

**MINUTES  
OF THE NEW BRAUNFELS CITY COUNCIL  
REGULAR MEETING OF MONDAY, MARCH 27, 2017**

The City Council of the City of New Braunfels, Texas, convened in a Regular Session on March 27, 2017, at 6:00 p.m.

City Councilmembers present were:

**Present:** 7 - Mayor Barron Casteel, Councilmember George Green, Councilmember Justin Meadows, Councilmember Ron Reaves, Councilmember Chris Monceballez, Mayor Pro Tem Wayne Peters, and Councilmember Leah García

City Staff present were:

City Manager Robert Camareno, Assistant City Manager Kristi Aday, City Attorney Valeria Acevedo, City Secretary Patrick Aten, Assistant City Secretary Andrea Cunningham, Economic Development Manager Jeff Jewell, Public Works Director Greg Malatek, Planning and Community Development Director Christopher Looney, Planner Matthew Simmont, Finance Director Martie Simpson, and Assistant Finance Director Jared Werner.

The meeting was called to order by Mayor Casteel in the New Braunfels City Hall Council Chambers at 6:00 p.m. Councilmember Reaves gave the invocation; and Mayor Casteel led the Pledge of Allegiance and the Salute to the Texas Flag.

**PROCLAMATIONS:**

Mayor Casteel proclaimed April 1, 2017, as NB Kidfest - NB Bully Free Day.

**PRESENTATIONS:**

- A) New Braunfels Housing Authority Executive Director Nadine Mardock presented the annual reports of the New Braunfels Housing Authority and the New Braunfels Community Resources, Inc.
  
- B) Jeff Jewell, President and CEO of the Greater New Braunfels Chamber of Commerce Mike Meek, and President of Pegasus Planning and Development Sean Garretson, presented the Fiscal Years 2017-2021 Economic Development Strategic Plan, and the outcomes of economic development agreements with local businesses from 2010-2016.

**1. MINUTES**

- A) Discuss and consider approval of the minutes of the regular City Council meeting of March 13, 2017.

**Mayor Casteel read the aforementioned caption.**

**A motion was made by Councilmember Reaves, seconded by Mayor Pro Tem Peters, that this item be approved. The motion passed unanimously.**

**2. CITIZENS' COMMUNICATIONS**

Kevin Robles spoke regarding streets and safety.

**3. CONSENT AGENDA**

- A) Approval of a resolution amending Resolution 2014-R38 to support structural and design changes to the San Antonio Street Bridge over the Comal River.
- B) Approval of acquisition funds in the amount of \$300,000.00 for purchasing Right of Way, Drainage Easements, and Utility Easements on the Klein Road Reconstruction Project.
- C) Approval of an amendment to the contract between the City of New Braunfels and the Greater New Braunfels Chamber of Commerce Inc. concerning the use of Hotel Occupancy Tax.
- E) Approval of the issuance of an invitation for competitive sealed proposals for the remodel of Fire Station #1 since the City Council finds that this delivery method will provide the best value to the City.
- F) Approval of the first reading of an ordinance amending Chapter 86-4 - Additional Rules and Regulations for control of Parks and Recreation areas and facilities, to redefine the term "smoking".

**Approval of the Consent Agenda**

**Mayor Casteel read the aforementioned captions, except for Item D which was pulled for further discussion. A motion was made by Councilmember Green, seconded by Councilmember Monceballez, to approve the Consent Agenda. The motion passed unanimously.**

- D) Approval of a contract with The Resource Professional Group for

hotel/motel tax collection services.

**Mayor Casteel read the aforementioned caption.**

**Martie Simpson presented the item.**

**A motion was made by Mayor Pro Tem Peters, seconded by Councilmember García, that this item be approved. The motion passed unanimously.**

**4. INDIVIDUAL ITEMS FOR CONSIDERATION**

A) Public hearing and first reading of an ordinance amending Section 126-354 of the City of New Braunfels Code of Ordinances to revise Parking by Permit Area B.

**Mayor Casteel read the aforementioned caption.**

**Greg Malatek presented the item.**

**No one spoke during the public hearing.**

**No action was taken. The item died for lack of a motion.**

B) Public hearing and consideration of the first reading of an ordinance designating approximately 0.29 acre, part of Lots 282 and 283, City Block 1035, addressed as 195 Jahn Street as a Local Historic Landmark to be known as the Brietzke Haus.

**Mayor Casteel read the aforementioned caption.**

**Christopher Looney presented the item.**

**No one spoke during the public hearing.**

**A motion was made by Councilmember Reaves, seconded by Councilmember García, that this item be approved. The motion passed unanimously.**

C) Public hearing and first reading of an ordinance rezoning approximately 98 acres out of the A. M. Esnaurizar Survey No. 1 Abstract 98, addressed at 253 S. Kowald Lane, from "APD" Agricultural/Pre-Development and "C-3" Commercial Districts to "Solms

Landing" Planned Development (SLPD) District with a Concept Plan.

**Mayor Casteel read the aforementioned caption.**

**Christopher Looney presented the item.**

**William Lockett and Burt Wellman spoke during the public hearing.**

**A motion was made by Councilmember Green, seconded by Mayor Pro Tem Peters, that this item be approved with staff recommendations. The motion passed unanimously.**

D) Discuss and consider approval of the City of New Braunfels FY 2016-17 first quarter investment report.

**Mayor Casteel read the aforementioned caption.**

**Martie Simpson presented the item.**

**A motion was made by Mayor Pro Tem Peters, seconded by Councilmember Meadows, that this item be approved. The motion passed unanimously.**

E) Presentation and discussion regarding the FY 2016-17 first quarter financial report.

**Mayor Casteel read the aforementioned caption.**

**Jared Werner presented the item.**

**No action was taken.**

F) Discuss and consider acceptance of the FY 2015-16 Audit and Comprehensive Annual Financial Report performed by CliftonLarsonAllen LLP.

**Mayor Casteel read the aforementioned caption.**

**Martie Simpson introduced the item. CliftonLarsonAllen Principal Raul Anaya, presented the item.**

**A motion was made by Mayor Pro Tem Peters, seconded by**

Councilmember Reaves, to accept the FY 2015-16 Audit and the Comprehensive Annual Financial Report. The motion passed unanimously.

5. **EXECUTIVE SESSIONS**

A) Deliberate the appointment, employment, evaluation, reassignment, duties, discipline, or dismissal of the City Attorney in accordance with Section 551.074 of the Texas Government Code.

**Mayor Casteel read the aforementioned caption.**

**The City Council recessed into Executive Session from 7:51 p.m. - 8:13 p.m.**

**No action or vote was taken.**

6. **RECONVENE INTO OPEN SESSION AND TAKE ANY NECESSARY ACTION RELATING TO THE EXECUTIVE SESSION AS DESCRIBED ABOVE.**

**City Council reconvened into Open Session at 8:13 p.m.**

**No action or vote was taken.**

This regular City Council meeting adjourned at 8:13 p.m.

Date Approved: April 10, 2017

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BARRON CASTEEL, MAYOR

Attest:

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PATRICK ATEN, CITY SECRETARY



4/10/2017

Agenda Item No. A)

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Presenter/Contact

*Patrick Aten, City Secretary*  
(830) 221-4010 - [paten@nbtexas.org](mailto:paten@nbtexas.org)

**SUBJECT:**

Approval of the appointment of one individual to the Airport Advisory Board for a term ending May 12, 2020.

**BACKGROUND / RATIONALE:**

The Airport Advisory Board is made up of seven members serving three year staggered terms. Five members serve at-large, and two members serve as city/ETJ residents with aviation experience.

The vacancy for this position was posted from February 16, 2017, through March 16, 2017

The following qualified application was submitted:

- Frank Yannuzzi (incumbent)

Applicant's current & prior service on Boards and Commissions

Frank Yannuzzi currently serves on the Airport Advisory Board and the Impact Fee Advisory Board.

**ADDRESSES A NEED/ISSUE IN A CITY PLAN OR COUNCIL PRIORITY:**

N/A

**FISCAL IMPACT:**

N/A

**COMMITTEE RECOMMENDATION:**

N/A

**STAFF RECOMMENDATION:**

Staff recommends approval of the appointment of one individual to the Airport Advisory Board for a term ending May 12, 2020.

4/10/2017

Agenda Item No. B)

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Presenter/Contact

*Patrick Aten, City Secretary*  
(830) 221-4010 - [paten@nbtexas.org](mailto:paten@nbtexas.org)

**SUBJECT:**

Approval of the appointment of one individual to the Central Texas Technology Center Advisory Board for a term ending April 26, 2020.

**BACKGROUND / RATIONALE:**

The Central Texas Technology Center Advisory Board is comprised of ten members. Five members are appointed by the City Council of the City of Seguin, and the other five members are appointed by the City of New Braunfels. Of the five appointees from the City of New Braunfels, one shall be a member of the Greater New Braunfels Chamber of Commerce, one shall be a member of the New Braunfels Industrial Development Board of Directors, one shall be appointed on the recommendation of the New Braunfels Independent School District, one shall be appointed on the recommendation of the Comal Independent School District, and one shall be appointed as representative of the City.

One vacancy for a city representative was published January 17, 2017, through March 16, 2017.

The following qualified application was received:

- Jeff Fowler (incumbent)

Applicant's current & prior service on Boards and Commissions

Jeff Fowler currently serves on the Central Texas Technology Center Advisory Board.

**ADDRESSES A NEED/ISSUE IN A CITY PLAN OR COUNCIL PRIORITY:**

N/A

**FISCAL IMPACT:**

N/A

**COMMITTEE RECOMMENDATION:**

N/A

**STAFF RECOMMENDATION:**

Staff recommends the appointment of one individual to the Central Texas Technology Center Advisory Board for a term ending April 26, 2020.

**4/10/2017**

Agenda Item No. C)

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Presenter/Contact

*Patrick Aten, City Secretary*  
(830) 221-4010 - [paten@nbtexas.org](mailto:paten@nbtexas.org)

**SUBJECT:**

Approval of the Mayoral appointment of four individuals to the Reinvestment Zone No. 1 (TIRZ) Board of Directors and the New Braunfels Development Authority for terms ending May 29, 2019.

**BACKGROUND / RATIONALE:**

Reinvestment Zone No. 1 serves the Creekside Development by facilitating a program of public improvements within the Zone. The ordinance that created the Zone provides that the Mayor appoints the members with City Council approval. The TIRZ has seven members, designated by place number, serving two year staggered terms. Place one through five are selected at-large, place six must be a representative of Comal County, and place seven must be a representative of the Comal Independent School District

The vacancies for four positions (place one, three, five, and seven) were posted February 16, 2017, through March 16, 2017.

The following applicants were selected by the Mayor for appointment:

- John Malik (incumbent, place one)
- Todd Keller (incumbent, place three)
- Tobin Hoffmann (incumbent, place five)
- Kathy Hanlon (incumbent, place seven)

Applicant's current & prior service on Boards and Commissions

John Malik currently serves on the TIRZ, and previously served on the NBIDC and the CTTC.

Tobin Hoffmann currently serves on the TIRZ as the Chair, and previously served on the Downtown Board.

Todd Keller currently serves on the TIRZ.

Kathy Hanlon currently serves on the TIRZ as the Comal ISD representative.

**ADDRESSES A NEED/ISSUE IN A CITY PLAN OR COUNCIL PRIORITY:**

N/A

**FISCAL IMPACT:**

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N/A

**COMMITTEE RECOMMENDATION:**

N/A

**STAFF RECOMMENDATION:**

Staff recommends approval of the Mayoral appointment of four individuals to the Reinvestment Zone No. 1 (TIRZ) Board of Directors and the New Braunfels Development Authority for terms ending May 29, 2019.

**4/10/2017**

Agenda Item No. D)

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**Presenter/Contact***Patrick Aten, City Secretary*  
(830) 221-4010 - [paten@nbtexas.org](mailto:paten@nbtexas.org)**SUBJECT:**

Approval of the Arts Commission recommendations for allocating grant awards from hotel occupancy tax to various arts organizations of the City and authorizing the City Manager to execute contracts with the aforementioned organizations for the purpose of disbursement and use of funding.

**BACKGROUND / RATIONALE:**

The City Secretary's Office posted notice of the application process for hotel occupancy tax (HOT) grants via the City's bulletin board, press release, the City website, and in the Herald-Zeitung; and made the application available for interested arts organizations in January. The Arts Commission met on March 21, 2017, to review applications and make recommendations to the City Council.

**ADDRESSES A NEED/ISSUE IN A CITY PLAN OR COUNCIL PRIORITY:**

N/A

**FISCAL IMPACT:**

City ordinance requires that 15 percent of HOT collections be allocated to the "enhancement of arts and cultural organizations and programs". Customarily these proceeds are divided equally between the Arts and Heritage Commissions who then make recommendations to City Council on the disbursement of their respective halves of the funding. This year, \$281,583 was made available to the Arts Commission based on 2016 HOT collections.

**COMMITTEE RECOMMENDATION:**

The Arts Commission voted unanimously for the allocation as listed in this table:

Name of Organization	2016 Award	2017 Request	2017 Recommendation
Brauntex Performing Arts Theatre Association, Inc.	58,234.06	98,000.00	\$59,652.17
Christian Youth Theater San Antonio	23,733.07	48,368.00	\$19,151.17
Circle Arts Theatre	37,301.63	49,950.00	\$39,156.33
Greater New Braunfels Arts Council	10,290.22	15,000.00	\$5,299.50
Mid-Texas Symphony Society, Inc.	37,797.07	48,500.00	\$35,332.83
New Braunfels Art League	27,334.43	55,900.00	\$34,648.67
New Braunfels Community Chorale	3,142.86	3,500.00	\$2,333.33
New Braunfels Parks Foundation	6,241.05	10,000.00	\$3,874.67

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<b>New Braunfels Science Education Foundation</b>	0.00	1,500.00	<b>\$916.67</b>
<b>New Braunfels Theatre Company</b>	20,198.79	27,750.00	<b>\$17,864.83</b>
<b>Outdoor Gallery of Art of New Braunfels, Inc.</b>	24,372.68	52,570.00	<b>\$22,093.00</b>
<b>Performing Arts Academy of New Braunfels</b>	36,979.14	71,000.00	<b>\$32,949.33</b>
<b>Texas Hill Country Opera &amp; Arts</b>	0.00	12,800.00	<b>\$8,310.50</b>
<b>TOTAL</b>	<b>\$285,625.00</b>	<b>\$494,838.00</b>	<b>\$281,583.00</b>

**STAFF RECOMMENDATION:**

Staff recommends approval of the recommended allocations for the arts organizations as listed in the above table.

**4/10/2017**

Agenda Item No. E)

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**Presenter/Contact***Patrick Aten, City Secretary  
(830) 221-4010 - [paten@nbtexas.org](mailto:paten@nbtexas.org)***SUBJECT:**

Approval of the Heritage Commission recommendations for allocating grant awards from hotel occupancy tax to various heritage organizations of the City and authorizing the City Manager to execute contracts with the aforementioned organizations for the purpose of disbursement and use of funding.

**BACKGROUND / RATIONALE:**

The City Secretary's Office posted notice of the application process for hotel occupancy tax (HOT) grants via the City's bulletin board, press release, the City website, and in the Herald-Zeitung; and made the application available for interested arts organizations in January. The Heritage Commission met on March 21, 2017, to review applications and make recommendations to the City Council.

**ADDRESSES A NEED/ISSUE IN A CITY PLAN OR COUNCIL PRIORITY:**

N/A

**FISCAL IMPACT:**

City ordinance requires that 15 percent of Hotel Occupancy Tax (HOT) collections be allocated to the "enhancement of arts and cultural organizations and programs". Customarily these proceeds are divided equally between the Arts and Heritage Commissions, who then make recommendations to City Council on the disbursement of their respective halves of the funding. This year, \$281,583 was made available to the Heritage Commission based on 2016 HOT collections.

**COMMITTEE RECOMMENDATION:**

The Heritage Commission voted unanimously for the allocation as listed in this table:

Name of Organization	2016 Award	2017 Request	2017 Recommendation
Heritage Society of New Braunfels	53,516.00	68,500.00	<b>\$60,644.40</b>
Historic Museums Association of New Braunfels	41,681.00	39,290.00	<b>\$34,784.21</b>
New Braunfels Conservation Society	62,217.00	62,000.00	<b>\$54,889.82</b>
New Braunfels Historic Railroad & Modelers Society, Inc.	59,691.00	56,840.00	<b>\$50,321.57</b>
Sophienburg Archives and Museum of History	68,512.00	91,428.00	<b>\$80,943.00</b>

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<b>TOTAL</b>	<b>\$285,617.00</b>	<b>\$318,058.00</b>	<b>\$281,583.00</b>
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**STAFF RECOMMENDATION:**

Staff recommends approval of the recommended allocations for the heritage organizations as listed in the above table.



4/10/2017

Agenda Item No. F)

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Presenter/Contact

*Stacey Laird Dicke, Parks and Recreation Director  
(830) 221-4350 - [sdicke@nbtexas.org](mailto:sdicke@nbtexas.org)*

**SUBJECT:**

Approval of the ratification of the submission of a grant application to the Bayer's Bee Care Program for the Bayer's Feed A Bee Grant Program in the amount of \$5,000 to supplement the purchase of native seed mixtures, and seed drilling (planting) services and authorizing the City Manager to accept funds and to execute all contract documents associated with the grant, if awarded.

**BACKGROUND / RATIONALE:**

Bayer is a global enterprise with core competencies in the Life Science fields of health care and agriculture. Its products and services are designed to benefit people and improve their quality of life. Feed a Bee is one of several programs sponsored by Bayer's Bee Care Program, continuing nearly 30 years of supporting bee health.

The purpose of this proposal is to supplement the purchase of native seed mixtures, and seed drilling (planting) services to establish pollinator forage via habitat restoration at Fischer Park and the work performed will be led by NB PARD staff in partnership with volunteer groups.

Funding will be distributed in grants of \$1,000; \$2,500 or \$5,000, and proposals will be accepted on a rolling basis. Proposals submitted before March 31, 2017 will be considered for initiatives and events to occur July - September 2017. The first projects funded will be announced during National Pollinator Week, June 19-25, 2017.

**ADDRESSES A NEED/ISSUE IN A CITY PLAN OR COUNCIL PRIORITY:**

<input checked="" type="checkbox"/>	Yes	<b>City Plan/Council Priorities:</b>	<b>Strategic Priorities:</b> Infrastructure Objective 1a - Use a variety of funding sources for operational and capital needs.
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**FISCAL IMPACT:**

There is no match requirement for this grant.

**COMMITTEE RECOMMENDATION:**

N/A

**STAFF RECOMMENDATION:**

Staff recommends approval to ratify the submission of a grant application to the Bayer's Bee Care Program for the Bayer's Feed A Bee Grant Program in the amount of \$5,000 to supplement the

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purchase of native seed mixtures, and seed drilling (planting) services and authorizing the City Manager to accept funds and to execute all contract documents associated with the grant, if awarded.

4/10/2017

Agenda Item No. G)

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Presenter/Contact*Jennifer Gates, Buyer**(830) 221-4383 - JGates@nbtexas.org***SUBJECT:**

Approval of the renewal of annual contracts for alarm management services and for the purchase of road construction materials.

**BACKGROUND / RATIONALE:**

On November 14, 2016, the City Council provided consent for a quarterly review and approval of renewals for various annual contracts that occur throughout the course of a fiscal year which are routine in nature and in accordance with the terms and conditions of the associated awarded contracts (which were originally approved by City Council). Quarterly approvals manage staff resources more efficiently as well as ensure compliance with the contracts' terms and conditions. Contract renewals that have any requested modifications, such as a significant increase or decrease in services or costs, will continue to be presented to City Council for individual consideration.

The City Council has previously reviewed and approved the following annual contracts for various goods and services utilized for City operations; the contracts described below require Council authorization for contract renewal. All goods and services have been competitively vetted and contracts have subsequently been executed on various dates in previous years. All awarded contractors have provided satisfactory performance during the term of their associated contract.

**Renewal of Annual Contract for the Purchase of Road Construction Materials:**

- Goods/services provided: Purchase of road construction materials such as asphalt, base material, concrete, and crushed stone.
- City department: citywide
- Solicitation method: Invitation for Bid
- Contract award date: April 28, 2014
- Awarded contractors: Brauntex Materials (*primary contractor*), Cemex, Century Asphalt, Ltd. (*secondary contractor*), and Lhoist North America.
- Contract expiration date: April 30, 2018; with one additional renewal option remaining
- Annual cost of services during renewal period: Cost is estimated as the materials are purchased on an as-needed basis. Funding has been incorporated into the appropriate FY 2016-17 departmental budgets as needed; City has spent \$140,963 fiscal year to date.

**Renewal of Annual Contract for Alarm Management Services:**

- Goods/services provided: Operation of the False Alarm Reduction Program provided by the awarded contractor. The program includes a False Alarm Management Solution to provide an interface to upload data from the New Braunfels' Police Department, computer-aided

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dispatch system and GIS, and billing and payment collection services in accordance with the rates established by the City's alarm ordinance.

- City department: Police Department
- Solicitation method: Request for Proposal
- Contract award date: May 13, 2013
- Awarded contractor(s): PM AM Corporation
- Contract expiration date: May 31, 2018; with no renewal options remaining.
- Annual cost of services during renewal period: Awarded contractor has agreed to renew the contract with no change in the initially awarded revenue sharing agreement of 20% to the company and remitting the remaining 80% to the City for alarm violations and permit fees. The City has received an average of \$110,000 per year since 2013.

**ADDRESSES A NEED/ISSUE IN A CITY PLAN OR COUNCIL PRIORITY:**

Yes	<b>Strategic Priorities:</b> 9. Maintain fiscal stability of City operations
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**FISCAL IMPACT:**

Funding for all expenditures and contracts described above have been incorporated into the appropriate FY 2016-17 departmental budgets as needed. Therefore, sufficient funds are available.

**COMMITTEE RECOMMENDATION:**

N/A

**STAFF RECOMMENDATION:**

Staff recommends approval of the renewal of annual contracts for alarm management services and for the purchase of road construction materials.

4/10/2017

Agenda Item No. H)

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Presenter/Contact

*Robert Camareno, City Manager*  
(830) 221-4280 - [rcamareno@nbtexas.org](mailto:rcamareno@nbtexas.org)

**SUBJECT:**

Approval of an expenditure of \$384,318 to the Alamo Area Council of Governments under an existing interlocal agreement for demand response transit services.

**BACKGROUND / RATIONALE:**

On January 13, 2014 the New Braunfels City Council approved an interlocal agreement with the Alamo Area Council of Governments (AACOG) for demand response transit services. The term of the existing agreement was for a period of one year and renews automatically for successive one-year periods. The City has received funding from the Federal Transit Administration (FTA) formula apportionments from VIA Metropolitan Transit as the designated recipient for the San Antonio urbanized area (which New Braunfels became a part of after the 2010 census). However, this funding requires a local match.

The local match for FY 2016-17 totals \$384,318. The City will pay AACOG the full amount. Comal County will reimburse the City in an amount equal to their contribution (\$70,000). Therefore, the net local match for the City of New Braunfels is (\$314,318).

FY2016-17 will mark the fourth year in which the City has participated in this agreement. In FY 2015-16, the local match was \$325,533. The increase stems from increased ridership in the program.

**ADDRESSES A NEED/ISSUE IN A CITY PLAN OR COUNCIL PRIORITY:**

<input checked="" type="checkbox"/>	Yes	<b>City Plan/Council Priority:</b>	Strategic Priorities: (Infrastructure) - Continue an ongoing program of infrastructure construction and maintenance.
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**FISCAL IMPACT:**

As mentioned above, the City will pay the full amount (\$384,318) of the local match requirement. This expenditure was anticipated and included in the Non-Departmental division FY 2016-17 General Fund Budget. Comal County will reimburse the City their share (\$70,000); this revenue is accounted for in the General Fund Budget as well.

**COMMITTEE RECOMMENDATION:**

N/A

**STAFF RECOMMENDATION:**

Staff recommends approval of an expenditure of \$384,318 to the Alamo Area Council of

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Governments under an existing interlocal agreement for demand response transit services.

**THIRD AMENDMENT TO INTERLOCAL AGREEMENT FOR**  
**City of New Braunfels Demand-response Route**

This third amendment to the Interlocal Agreement for City of New Braunfels Demand-response Route (the "Agreement") is hereby entered into by and between the City of New Braunfels (the "City") and the Alamo Area Council of Governments ("AACOG"), to be effective October 1, 2016.

WITNESSETH:

WHEREAS, the City and AACOG entered into that certain interlocal agreement ("the Agreement"), dated October 1, 2013 in which the City agreed to provide a matching fund payment for demand-response services to AACOG and AACOG agreed to provide demand-response public transportation for the City; and

WHEREAS, the parties desire to amend and revise the Agreement as hereinafter set forth.

NOW, THEREFORE, the parties by mutually executing this Third Amendment, agree that the Agreement is amended as follows:

1. Add to Section 4.1 a subsection "a" to read as follows: "a. The City's Financial Contribution for Fiscal Year 2017 shall be \$384,318.00, payable in 4 payments, due as follows:

December 15, 2016:	\$96,079.50
March 15, 2017:	\$96,079.50
June 15, 2017:	\$96,079.50
September 15, 2017:	\$96,079.50"

IT IS HEREBY AGREED BY THE PARTIES HERETO, that with the exception of those terms and conditions specifically modified and amended herein, the herein referenced Interlocal Agreement shall remain in full force and effect in all its terms and conditions.

EXECUTED the day and year first above written.

CITY OF NEW BRAUNFELS:

ALAMO AREA COUNCIL OF  
GOVERNMENTS:

By: \_\_\_\_\_  
Robert Camareno  
City Manager

By: \_\_\_\_\_  
Diane Rath  
Executive Director

Date: \_\_\_\_\_

Date: \_\_\_\_\_

**INTERLOCAL AGREEMENT FOR  
City of New Braunfels Demand-Response Route**

**Article 1. Parties and Purpose**

- 1.1 The Alamo Area Council of Governments ("AACOG") is a regional planning commission and political subdivision of the State of Texas, organized and operating under the Texas Regional Planning Act of 1965, as amended, Chapter 391 of the Local Government Code.
- 1.2 The City of New Braunfels (the "City") is a home rule municipality, located in Comal and Guadalupe Counties, Texas.
- 1.3 This Interlocal Agreement (the "Agreement") for provision of demand-response public transportation services by AACOG for the City is entered into by and between the City and AACOG, as authorized under Chapter 791 of the Texas Government Code. VIA Metropolitan Transit is providing Federal funding for the expanded San Antonio UZA, based on the 2010 census. This Agreement provides for the City's portion of local match required to supplement that funding.

**Article 2. Definitions**

- 2.1 Curb-to-curb. Picking up and discharging passengers at the curb or driveway in front of their home or destination. The driver does not assist or escort passengers to the door.
- 2.2 Demand-response. A non-fixed route system of transporting individuals in which individual passengers may, at least one day in advance, request a trip from one specific location to another specific location at a certain time.
- 2.3 Designated holidays. Christmas Day, Independence Day, Labor Day, Memorial Day, New Year's Day, and Thanksgiving Day.

**Article 3. Goods and Services**

- 3.1 For the City's financial commitment below, AACOG agrees to furnish the City with a demand-response, curb-to-curb, public transportation service in response to requests made by residents of City to AACOG's Alamo Regional Transit (ART). The service will be open to the public and run Monday through Friday from 7:00 a.m. to 6:00 p.m. for 52 weeks per year, excluding designated holidays as defined. AACOG will provide for the following:
  - a. Vehicles having wheelchair accessibility;
  - b. Necessary, trained personnel to operate the demand-response service;
  - c. Operating & administrative activities and expenses associated with operation of the demand-response transportation service;



- d. A quarterly status report; and
  - e. Ensuring all vehicles used in service to City are well maintained to afford comfortable, safe, and reliable transportation for the City's residents.
- 3.2 In return for provision of AACOG's demand-response transportation service, the City agrees:
- a. To provide AACOG with financial support for Fiscal Year 2014 operations in the amount of two hundred nine thousand, eight hundred, sixty dollars (\$209,860 -- the "Financial Contribution" -- see Attachment A) as local match to Federal funding provided by VIA Metropolitan Transit for the demand-response service;
  - b. To continue financial support of the demand-response service to AACOG in succeeding fiscal years, so long as the City wishes the transportation services to continue;
  - c. That the vehicles used shall not be for the exclusive use by or benefit of City's residents, residents shall have no expectation of riding alone or only with other City residents, and the City shall have no ownership right in the vehicles engaged in these services; and
  - d. The City shall, for both Fiscal Year 2014 and all subsequent years it may wish to continue this service, make contributions for performance of the transportation services from current revenues available to it.

#### **Article 4. Agreement Sum and Payment Terms**

- 4.1 The parties have agreed to the City's Contribution for Fiscal year 2014 as defined in Attachment A.
- 4.2 The City and AACOG agree to meet annually, at a mutually agreeable time sufficiently in advance of the City's budget cycle for the fiscal year to which the Financial Contribution is to apply, to negotiate and agree to the City's Financial Contribution for the next fiscal year.
- 4.3 The City shall contribute to AACOG the total Financial Contribution for FY 2014 by January 31, 2014. The City shall contribute all agreed upon Financial Contributions for succeeding years by October 15th of the applicable fiscal year.

#### **Article 5. Effective Date and Term of Agreement**

- 5.1 This Agreement shall be for a period of one (1) year, beginning October 1, 2013 and ending on September 30, 2014.
- 5.2 On or before June 1<sup>st</sup> of the then current term, the Parties shall initiate contact to discuss and seek mutual agreement on funding for demand-response transportation services for the City for the succeeding term. This Agreement shall

renew automatically for successive one-year periods unless either party notifies the other at the address provided at Article 9 at least sixty (60) days prior to the then current expiration date of its intention to not renew the Agreement.

#### **Article 6. Nondiscrimination and Equal Opportunity**

- 6.1. Neither AACOG nor the City shall exclude anyone from participating in and receiving benefits of the services provided under this Agreement, or otherwise unlawfully discriminate against anyone in carrying out this Agreement because of race, color, religion, sex, age, disability, veteran status, or national origin.

#### **Article 7. Early Termination of Agreement**

- 7.1 If either AACOG or the City breaches a material provision of this Agreement, the other party may notify the breaching party, describing the breach and demanding corrective action be taken. The breaching party shall have five (5) business days from its receipt of notice to correct the breach or to begin and continue with reasonable diligence and in good faith to correct the breach. If the breach cannot be corrected within a reasonable time, despite the breaching party's reasonable diligence and good faith effort to do so, the parties may agree to terminate this Agreement or either party may invoke the dispute resolution process of Article 8.
- 7.2 Termination for breach under Section 7.1 does not waive either party's claim for damages resulting from the breach.

#### **Article 8. Dispute Resolution**

- 8.1 The parties desire to resolve disputes arising under this Agreement without litigation. Accordingly, if a dispute arises, the parties agree to attempt in good faith to resolve the dispute among them. To this end, the parties agree not to sue one another, except to enforce compliance with this Article 8, until they have exhausted the procedures set out in this Article.
- 8.2 At the written request of a party, each party shall appoint one representative to negotiate informally and in good faith to resolve any dispute arising under the Agreement. The representatives appointed shall determine the location, format, frequency, and duration of the negotiations.
- 8.3 If the representatives cannot resolve the dispute within thirty (30) calendar days after the first negotiation meeting, the parties agree to refer the dispute to the Bexar County Dispute Resolution Center for mediation in accordance with the Center's mediation procedures. A mediator assigned by the Center will conduct the mediation. Each party participating in the mediation shall pay one-half the cost of the Center's mediation services.
- 8.4 Unless the dispute is for non-payment of funds due under the Agreement, the parties agree to continue performing their duties under the Agreement, which are unaffected by the dispute during the negotiation and mediation process.

- 8.5 All terms of this Agreement are to be construed in accordance with the laws of the State of Texas with venue lying exclusively in Bexar County.

#### **Article 9. Notice to Parties**

- 9.1 Notice to be effective under this Agreement must be in writing and received by the party against whom it is to operate. Notice is deemed received by a party as follows: (1) when delivered to the party personally; (2) on the date shown on the return receipt if mailed by registered or certified mail, return receipt requested, to the party's address specified in paragraph 8.2 and signed on behalf of the party; or (3) three business days after its deposit in the United States mail, with first-class postage affixed, addressed to the party's address specified in paragraph 9.2.
- 9.2 AACOG's address is 8700 Tesoro Drive, Suite 700, San Antonio, Texas 78217, Attention: Dean J. Danos, Executive Director. The City's address is 424 South Castell Avenue, New Braunfels, Texas 78130, Attention: Robert Camareno, City Manager.
- 9.3 A party may change its address or designated representative by providing notice of the change in accordance with paragraph 9.1.

#### **Article 10. Limitation of Liability**

- 10.1 AACOG agrees to maintain all vehicle, liability, and workers compensation insurance as legally required by the Texas Department of Transportation.
- 10.2 Damages. In no event shall AACOG be liable to the City for any indirect, special, incidental, punitive, or consequential damages, including, but not limited to, loss of profits, loss of business, or other loss arising out of or resulting from this agreement even if AACOG has been advised of the possibility of such damages.

#### **Article 11. Miscellaneous**

- 11.1 Each individual signing this Agreement on behalf of a party warrants that he or she is legally authorized to do so and that the party is legally authorized to perform the obligations undertaken.
- 11.2 This Agreement states the entire agreement of the parties, and an amendment to it is not effective unless in writing and signed by both parties.
- 11.3 This Agreement is binding on and inures to the benefit of the parties' successors in interest.
- 11.4 This Agreement is executed in duplicate originals.
- 11.5 The invalidity, illegality, or unenforceability of any provision of this Agreement shall not affect the validity, legality, or enforceability of any other provision of this Agreement.


11.6 Nothing in this Agreement shall be construed as a waiver either Party's statutory or common law immunities.

**CITY OF NEW BRAUNFELS**

By   
**ROBERT CAMARENO**  
**CITY MANAGER**

Date 1/21/14

**ALAMO AREA COUNCIL OF GOVERNMENTS**

By   
**Dean J. Danos**  
**Executive Director**

Date 1-21-2014

**Attachment A**  
**Sources of City's Match Funding for FY 2014**

For Fiscal Year 2014, the City of New Braunfels has forged agreements with Comal County and the McKenna Foundation to share in match funding for demand-response transportation service to the City in the following amounts:

City of New Braunfels	\$70,000.00
Comal County	\$69,860.00
McKenna Foundation	<u>\$70,000.00</u>
Total	\$209,860.00

As the McKenna Foundation is a non-profit, 501(c)(3) organization, the City has arranged for the McKenna Foundation to make their matching share contribution to AACOG through the Alamo Area Development Corporation, another 501(c)(3) non-profit organization.

Distribution of match contributions for service to the City, if applicable, for Fiscal Years 2015 and beyond shall be arranged annually by the City in accordance with Article 4.



## City Council Agenda Item Report

550 Landa Street  
New Braunfels, TX

4/10/2017

Agenda Item No. I)

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Presenter/Contact

*Matthew Eckmann, Real Estate Manager  
(830) 221-4089 - meckmann@nbtexas.org*

**SUBJECT:**

Approval of a Lease Agreement between the City of New Braunfels Industrial Development Corporation (Lessor) and the City of New Braunfels (Lessee) for the property located at 302 S. Castell Avenue.

**BACKGROUND / RATIONALE:**

The New Braunfels Industrial Development Corporation (NBIDC) acquired the former Chase Bank drive through building located at 302 S. Castell Avenue in January 2017. The NBIDC wishes to lease this property, for a term of five years, to the City for the purposes of insuring, maintaining and operating a paved automobile parking facility.

The Lease agreement attached was approved by the NBIDC at their regular meeting on March 30, 2017.

**ADDRESSES A NEED/ISSUE IN A CITY PLAN OR COUNCIL PRIORITY:**

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**FISCAL IMPACT:**

There will be no monetary compensation for this lease.

**COMMITTEE RECOMMENDATION:**

N/A

**STAFF RECOMMENDATION:**

Staff recommends approval of the lease agreement.

## **LEASE AGREEMENT**

**STATE OF TEXAS           §**  
**§**       **KNOW ALL MEN BY THESE PRESENTS:**  
**COUNTY OF COMAL       §**

**WHEREAS**, the NEW BRAUNFELS INDUSTRIAL DEVELOPMENT CORPORATION, purchased the real property located at 302 S. Castell, New Braunfels, Texas for economic development purposes, in part, to provide facilitate a convention hotel project to the adjacent New Braunfels Civic Convention Center. Currently, the Property can be immediately used as a paved automobile parking facility to support the convention center and to support tourist parking for nearby downtown New Braunfels.

**WHEREAS**, this lease agreement will serve the foregoing public purpose by allowing THE CITY OF NEW BRAUNFELS, TEXAS to effectively manage the Property as a paved automobile parking facility on behalf of the NEW BRAUNFELS INDUSTRIAL DEVELOPMENT CORPORATION.

**WHEREAS**, the NEW BRAUNFELS INDUSTRIAL DEVELOPMENT CORPORATION, acting by and through its President, Stuart Hansmann, hereinafter referred to as “Lessor” and, THE CITY OF NEW BRAUNFELS, TEXAS, a home rule municipal corporation, acting by and through its City Manager, Robert Camareno, hereinafter referred to as “Lessee”, have entered into the following lease agreement (the “Lease”) effective as of the date indicated below:

**W I T N E S S E T H:**

### **Section I** **Leased Premises**

The Lessor, in consideration and subject to the conditions set herein, agrees to lease to the Lessee, the following described property (the “Property”), to wit:

Real property, together with improvements described as a 0.989 acre tract situated in the Juan Martin De Veramendi, Survey Number 1, Abstract Number 2, Comal County, Texas; being all of Lots 84 and 87 and a portion of Lot 83, New City Block 1013, City of New Braunfels, Comal County, Texas, according to the map or plat of the City of New Braunfels as recorded in Volume G, Page 127 of the Deed Records of Comal County Texas, being more particularly described in survey plat attached hereto as Exhibit “A” and incorporated herein by reference for all purposes.

together with all rights, privileges, easements and appurtenances belonging to or in any way pertaining to the Property. The Property has a street address of 302 S. Castell.

## **Section II Lease Term**

The term of this Lease shall be for a period of five (5) years commencing on the \_\_\_\_ day of \_\_\_\_, 2017 and ending on the \_\_\_\_ day of \_\_\_\_, 2021.

## **Section III Consideration**

The consideration for this Lease shall be the Lessee's performance of the terms and conditions hereinafter set forth.

## **Section IV Terms and Conditions**

The Lessor agrees to lease the Property to the Lessee and the Lessee agrees to lease the Property from the Lessor pursuant to the following terms and conditions:

- A. The Lessee shall obey all laws, ordinances, orders, rules, regulations, and covenants applicable to the use, condition, and occupancy of the Property;
- B. The Lessor shall not incur any expenses under this Lease. All expenses, including any construction or maintenance expenses, shall be the sole responsibility of the Lessee;
- C. The Lessee shall be responsible for all utilities on the property;
- D. The Lessee shall not sublease or assign the Property to any other person or entity without the express prior written consent of the Lessor. No improvements, changes, or modifications to the Property may be made without the express prior written consent of the Lessor. All approved improvements, changes, or modifications to the Property shall be in accordance with all City codes, ordinances and regulations and shall be at the sole expense of Lessee;
- E. Lessee shall maintain the premises in a neat, well-groomed conditions at all times;
- F. No debt, lien, or encumbrance of any kind shall be allowed to be placed against the Property or improvements thereon;
- G. Lessee shall be responsible for providing all necessary insurance to cover the property during the term of this agreement.



**Section V**  
**Acceptance of Property; Maintenance and Repair**

- A. The Lessee accepts the Property in its present condition "AS IS".
- B. Lessee agrees that all repairs, alterations, additions or improvements on the property shall be done in accordance with all City Codes and shall have the appropriate permits issued by the City whenever applicable.

**Section VI**  
**Default**

In the event of default by the Lessee of any condition set out herein, the Lessor will notify the Lessee of such default and the Lessee will have thirty (30) days to correct the default. In the event the Lessee fails or refuses to correct the default or if the particular default is repeated, the Lessor may immediately terminate the Lease. Upon termination of the Lease, the Lessee agrees to immediately surrender possession of the Property to the Lessor without further notice.

**Section VII**  
**Binding Effect**

The terms, conditions and covenants contained in this Lease shall be binding upon and inure to the benefit of the parties hereto and their respective successors and assigns.

**Section VII**  
**Lease Extension**

Upon thirty (30) days written notice by Lessee, this lease may be extended for an additional five (5) year term. Said extension may be subject to modification in terms or consideration as agreed to by both Lessor and Lessee.

**Section VIII**  
**Lease Termination**

At any time during the course of this Agreement, either party may have the option to terminate this lease upon thirty (30) days written notice to the other party.

**Section VIII**  
**Notices**

All notices required to be furnished in writing under the terms of this Lease shall be furnished to the Lessor at the following address:

New Braunfels Industrial Development Corporation  
550 Landa Street  
New Braunfels, TX 78130  
Attention: President

and shall be provided to Lessee at the following address:

City of New Braunfels  
550 Landa Street  
New Braunfels, TX 78130  
Attention: City Manager

Any notice sent to any other address shall be insufficient to comply with the provisions of this Lease. Notices will be deemed furnished when deposited in the United States mail postage prepaid.

### **Section IX Miscellaneous**

- A. *Venue.* Venue is in Comal County, the county in which the Property is located.
- B. *Entire Agreement.* This Lease is the entire agreement of the parties, and there are no oral representations, warranties, agreements, or promises pertaining to this Lease.
- C. *Amendment of Lease.* The Lease may be amended only by an instrument in writing approved and signed by the Lessee and the Lessor.

**EXECUTED** on this the \_\_\_\_\_ day of \_\_\_\_\_, 2017.

### **NEW BRAUNFELS INDUSTRIAL DEVELOPMENT CORPORATION, LESSOR**

By: \_\_\_\_\_  
Name: \_\_\_\_\_  
Title: \_\_\_\_\_

By: \_\_\_\_\_  
Name: \_\_\_\_\_  
Title: \_\_\_\_\_

**CITY OF NEW BRAUNFELS, LESSEE**

By: \_\_\_\_\_  
Robert Camareno, City Manager

**APPROVED AS TO FORM:**

\_\_\_\_\_  
Valeria M. Acevedo, City Attorney



4/10/2017

Agenda Item No. J)

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Presenter/Contact

*Matthew Eckmann, Real Estate Manager  
(830) 221-4089 - meckmann@nbtexas.org*

**SUBJECT:**

Approval of a Lease Agreement between the City of New Braunfels (Lessor), First Protestant Church (Lessee) and the Boy Scouts of America Troop 133 (Occupant) for the property located at 294 E. Coll Street, commonly known as the "Boy Scout Hut."

**BACKGROUND / RATIONALE:**

The City of New Braunfels is the owner of a property and improvements located at the corner of East Coll Street and South Market Street known as 294 East Coll Street. The Boy Scouts of America, Troop 133, have occupied this property since 1959.

The current lease agreement expired on June 22, 2014 and Tenant has been on a month to month lease since this date. The City wishes to extend a new lease for a term of 5 years, with an option to renew for an additional 5 years, to the First Protestant Church as Lessee and the Boy Scouts of America, Troop 133, as Occupant.

The attached lease agreement stipulates the responsibilities of each of the parties to the agreement.

**ADDRESSES A NEED/ISSUE IN A CITY PLAN OR COUNCIL PRIORITY:**

N/A

**FISCAL IMPACT:**

There will be no monetary compensation for this lease. Consideration will be the Lessee and Occupant's performance of the terms and conditions of the lease agreement.

**COMMITTEE RECOMMENDATION:**

N/A

**STAFF RECOMMENDATION:**

Staff recommends approval of the lease agreement.

## LEASE AGREEMENT

STATE OF TEXAS       §  
                                  §  
COUNTY OF COMAL   §

**KNOW ALL MEN BY THESE PRESENTS:**

**WHEREAS**, the CITY OF NEW BRAUNFELS, TEXAS, a home rule municipal corporation, acting by and through its City Manager, Robert Camareno, hereinafter referred to as “Lessor”, and the FIRST PROTESTANT CHURCH, New Braunfels, Texas, hereinafter referred to as “Lessee” and the Boy Scouts of America, Troop 133, acting by and through its Troop Leader, Tobin Hoffmann hereinafter referred to as “Occupant”, have entered into the following lease agreement (the “Lease”) effective as of the date indicated below:

**WHEREAS**, the Boy Scouts of America Troop 133 have occupied the premises since 1959 and the City of New Braunfels wishes to continue to grant occupancy of the property and building;

W I T N E S S E T H:

### **Section I Leased Premises**

The Lessor in consideration and subject to the conditions set out below, agrees to lease to the Lessee, the following described property (the “Property”), for continued use by the Boy Scouts of America Troop 133, to wit:

Real property, together with improvements located at the intersection of East Coll Street and South Market Street, known as 294 East Coll Street, New Braunfels, TX 78130, as more particularly described in survey plat attached hereto as Exhibit “A” and incorporated herein by reference for all purposes.

together with all rights, privileges, easements and appurtenances belonging to or in any way pertaining to the Property.

### **Section II Lease Term**

The term of this Lease shall be for a period of five (5) years commencing on the \_\_\_\_\_ day of \_\_\_\_\_, 2017 and ending on the \_\_\_\_\_ day of \_\_\_\_\_, 2022.

### **Section III Consideration**

The consideration for this Lease shall be the Lessee's and Occupant's performance of the terms and conditions hereinafter set forth.

### **Section IV Terms and Conditions**

The Lessor agrees to lease the Property to the Lessee and the Lessee agrees to lease the Property from the Lessor pursuant to the following terms and conditions:

- A. The Lessee and Occupant shall obey all laws, ordinances, orders, rules, regulations, and covenants applicable to the use, condition, and occupancy of the Property;
- B. The Lessee and Occupant agree that the City and its Agents shall have access to the property at all times;
- C. The Occupant agrees that, at the request of the City of New Braunfels, the Boy Scout Troop shall assist in River Clean Up activities along the Comal River and provide volunteer hours and service to the City of New Braunfels as part of Boy Scout programs;
- D. The Lessor shall not incur any expenses under this Lease. All expenses, including any construction or maintenance expenses, excluding Lessor's flood control siren, related to the Property shall be the sole responsibility of the Occupant;
- E. The Lessee and Occupant shall be responsible for all utilities on the property including the electricity required to operate Lessor's flood control siren;
- F. Lessee and Occupant shall not engage in any direct sale or rental of any goods or services on the premises, without prior written consent of the Lessor;
- G. Lessee and Occupant shall have the authority to secure the Property against unauthorized vehicular traffic;
- H. Lessee and Occupant understand that the Property is located in parking by permit area "T" and shall obey all rules and regulations as set forth by the City as it pertains to parking by permit areas;
- I. Lessee and Occupant may erect a sign on the property provided said sign conforms with all City of New Braunfels Ordinances and Building Codes, and provided the content of the sign shall be approved by Lessor;

- J. Lessee and Occupant shall not permit any overnight occupancy in the building located on the Leased Premises;
- K. The Lessee shall not sublease or assign the Property to any other person or entity other than the Occupant without the express prior written consent of the Lessor. No improvements, changes, or modifications to the Property may be made without the express prior written consent of the Lessor. All approved improvements, changes, or modifications to the Property shall be in accordance with all City codes, ordinances and regulations and shall be at the sole expense of Lessee or Occupant;
- L. Lessee or Occupant shall maintain the premises in a neat, well-groomed condition, pursuant to all City codes and ordinances, at all times;
- M. The Lessor shall have the authority to conduct inspections of the property. Should any of these inspections call for repairs or modifications to be made to the Property, such repairs or modifications shall be completed within 90 days of written notice of and at the sole expense of Lessee or Occupant;
- N. No debt, lien, or encumbrance of any kind shall be allowed to be placed against the Property or improvements thereon;
- O. Subject to the above, all permanent improvements placed upon the premises by Lessee or occupant during the term of this lease shall revert to Lessor on termination of this lease. Furthermore, the Lessor may retain, destroy, or dispose of any property left on the Premises by Lessee at the end of the Lease term;
- P. The Lessee shall indemnify and hold the Lessor harmless against any and all claims arising from the construction, use, or maintenance of the Property during the period of time that Lessee has use of the Property. Lessee shall not be liable for claims that result from occurrences when the Lessor has use of the Property unless such claim results from the negligence of the Lessee;
- Q. The Lessee shall maintain and keep in force liability insurance and shall protect the Lessor from claims which may arise out of or in connection with Lessee's or their invitees use of the Property: The minimum amounts of liability insurance required are as follows:

Bodily Injury:

Per Person	\$500,000.00
Per Accident	\$1,000,000.00

Property Damage Liability:

Per Accident	\$100,000.00
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Aggregate

\$100,000.00

The required insurance shall be written so that the Lessor will be notified in writing, in the event of cancellation, restrictive amendment or non-renewal at least thirty (30) days prior to action. Certificates of Insurance shall be filed with the Lessor. All required insurance shall be written with the Lessor as an additional insured. In any event, the Lessee is fully responsible for all losses arising out of, resulting from or connected with its use of the Property under this Lease whether or not the losses are covered by insurance. All insurance required under this section shall be primary over any other insurance coverage the Lessor may have. The burden of maintaining proper insurance coverage and compliance with this subsection lies solely with the Lessee;

- R. Notwithstanding anything to the contrary herein, the Lessor does not waive any of its rights, defenses, or immunity provided under the Texas Tort Claims Act;

### **Section V**

#### **Acceptance of Property; Maintenance and Repair**

- A. The Lessee and Occupant accept the Property in its present condition "AS IS".
- B. Should Lessee or Occupant fail to perform any repairs on the Property pursuant to Items "J" and "L" above, the Lessor shall notify the Lessee promptly, in writing and Lessee shall have 90 days to make repairs. Should Lessee fail to make the required repairs within the 90 days, this lease shall immediately terminate.
- C. Lessee and Occupant agree that all repairs, alterations, additions or improvements on the property shall be done in accordance with all City Codes and shall have the appropriate permits issued by the City whenever applicable.

### **Section VI**

#### **Default**

In the event of default by the Lessee or Occupant of any condition set out herein, the Lessor will notify the Lessee or Occupant of such default and the Lessee or Occupant will have forty five (45) days to correct the default. In the event the Lessee or Occupant fail or refuse to correct the default or if the particular default is repeated, the Lessor may immediately terminate the Lease. Upon termination of the Lease, the Lessee and Occupant agree to immediately surrender possession of the Property to the Lessor without further notice.

### **Section VII**

#### **Binding Effect**

The terms, conditions and covenants contained in this Lease shall be binding upon and inure to the benefit of the parties hereto and their respective successors and assigns.

## **Section VII Lease Extension**

Upon ninety (90) days written notice by Lessee, this lease may be extended for an additional five (5) year term. Said extension may be subject to modification in terms or consideration as agreed to by both Lessor and Lessee.

## **Section VIII Notices**

All notices required to be furnished in writing under the terms of this Lease shall be furnished to the Lessor at the following address:

City of New Braunfels, Texas  
550 Landa Street  
New Braunfels, TX 78130  
Attention: City Manager

and shall be provided to Lessee at the following address:

First Protestant Church of New Braunfels  
172 West Coll Street  
New Braunfels, TX 78130  
Attn. \_\_\_\_\_

and shall be provided to Occupant at the following address:

Boy Scouts of America Troop 133  
447 South Seguin Avenue  
New Braunfels, TX 78130  
Attn. Tobin Hoffmann

Any notice sent to any other address shall be insufficient to comply with the provisions of this Lease. Notices will be deemed furnished when deposited in the United States mail postage prepaid.

**Section IX  
Miscellaneous**

- A. *Venue.* Venue is in Comal County, the county in which the Property is located.
- B. *Entire Agreement.* This Lease is the entire agreement of the parties, and there are no oral representations, warranties, agreements, or promises pertaining to this Lease.
- C. *Amendment of Lease.* The Lease may be amended only by an instrument in writing approved and signed by the Lessee and the Lessor.

**EXECUTED** on this the \_\_\_\_\_ day of \_\_\_\_\_, 2017.

**CITY OF NEW BRAUNFELS, LESSOR**

By: \_\_\_\_\_  
Robert Camareno, City Manager

**FIRST PROTESTANT CHURCH, LESSEE**

By: \_\_\_\_\_  
Name: \_\_\_\_\_  
Title: \_\_\_\_\_

**BOY SCOUTS OF AMERICA TROOP 133,  
OCCUPANT**

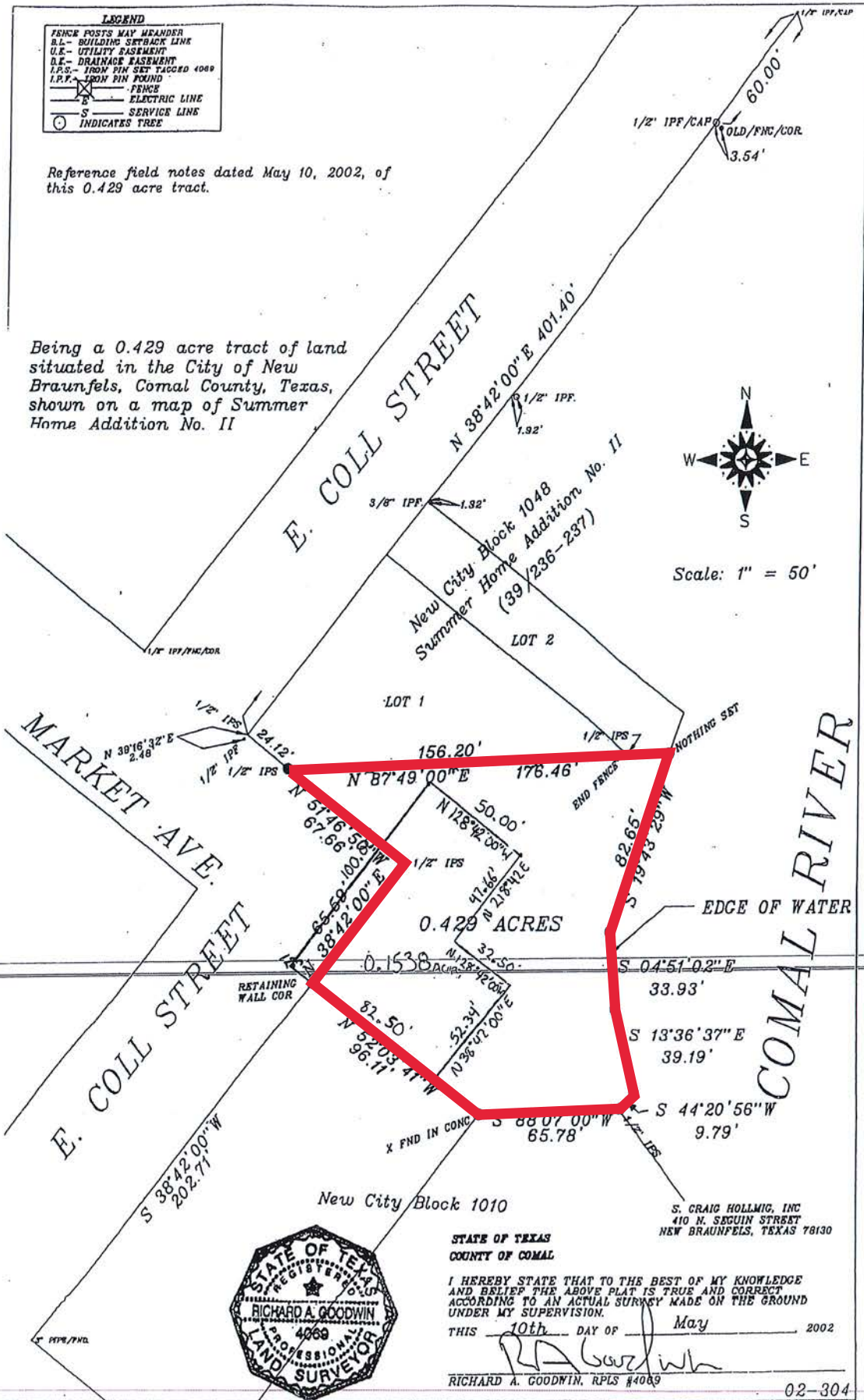
By: \_\_\_\_\_  
Name: \_\_\_\_\_  
Title: \_\_\_\_\_

**APPROVED AS TO FORM:**

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Valeria M. Acevedo, City Attorney

## Exhibit "A"



4/10/2017

Agenda Item No. K)

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Presenter/Contact

Garry Ford, City Engineer  
(830) 221-4020 - [gford@nbtexas.org](mailto:gford@nbtexas.org)

**SUBJECT:**

Approval of the first reading of an ordinance amending Section 126-346 of the Code of Ordinances to add a no parking zone on Comal Avenue at East Jahn Street.

**BACKGROUND / RATIONALE:**

**Council District: 5**

A citizen has requested a no parking zone on Comal Avenue at the intersection with East Jahn Street to address sight distance issues at this intersection.

Comal Avenue is a two lane roadway with a speed limit of 30 mph. Vehicles parked within the intersection that restricts sight distance can create hazards for drivers on East Jahn Street attempting to make left or right turns.

Public Works evaluated the intersection and found vehicles consistently parked near or at the fire hydrant and stop sign, and within the intersection restricting intersection sight distance. Additionally, vegetation was restricting intersection sight distance.

Public Works installed supplemental signs on East Jahn Street to post the state law restrictions related to parking at a fire hydrant and stop sign. Furthermore, staff worked with the property owner to remove the vegetation restricting sight distance. Staff also worked with the property owner to locate the proposed no parking signs while maintaining parking for the affected properties. The proposed no parking zones on both sides of East Jahn Street will allow for two vehicles to park along the affected properties while still maintaining the sight distance at the intersection with Comal Avenue.

**ADDRESSES A NEED/ISSUE IN A CITY PLAN OR COUNCIL PRIORITY:**

2006 Comprehensive Plan: Transportation Goal 21: Provide a system of convenient and safe transportation facilities through comprehensive, cooperative, and continuing transportation system planning and development.

**FISCAL IMPACT:**

Traffic control signs cost approximately \$135 each. Sufficient funding is available in the FY16-17 approved streets and drainage budget.

**COMMITTEE RECOMMENDATION:**

The Transportation and Traffic Advisory Board unanimously approved the recommendation to add a

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no parking zone on Comal Avenue at East Jahn Street on March 9, 2017.

**STAFF RECOMMENDATION:**

Staff recommends approval of establishing a no parking zone on the southwest side of Comal Avenue for 40 feet on the north side of the intersection with East Jahn Street and for 50 feet on the south side of the intersection with East Jahn Street to prevent obstruction of intersection sight distance.

**ORDINANCE NO. 2017-\_\_\_\_\_**

**AN ORDINANCE OF THE CITY COUNCIL OF THE CITY OF NEW BRAUNFELS, TEXAS, AMENDING SECTION 126-346 OF THE CITY OF NEW BRAUNFELS CODE OF ORDINANCES TO RESTRICT PARKING ON COMAL AVENUE AT EAST JAHN STREET.**

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WHEREAS, after engineering and field investigation, the Transportation and Traffic Advisory Committee and the City Engineer have recommended that traffic control signs be installed on certain streets, avenues, thoroughfares and boulevards within the corporate limits of the City of New Braunfels in order to protect the health, safety and welfare of the citizens.

NOW, THEREFORE, BE IT ORDAINED BY THE CITY COUNCIL OF THE CITY OF NEW BRAUNFELS, TEXAS:

**I.**

THAT the City of New Braunfels Code of Ordinances Section 126-346 (f) is hereby amended as follows:

- (102) On the southwest side of Comal Avenue for 40 feet on the north side of the intersection with East Jahn Street and for 50 feet on the south side of the intersection with East Jahn Street. Such no parking zone shall be designated as a tow away zone.

**II.**

THAT the Public Works Department is directed to obtain and install the traffic control signs in the locations as set forth in this ordinance, and is directed to maintain the signs in a manner that provides for the health, welfare and safety of the citizens of New Braunfels.

**III.**

THAT all provisions hereof declared to be severable and if any provisions hereof is declared to be invalid or unconstitutional, such shall not invalidate or affect the remaining provisions hereof which remain in full force and effect.

**IV.**

All other ordinances or parts of ordinances in conflict herewith are repealed to the extent that they are in conflict.



**V.**

This Ordinance shall become adopted and effective upon its second reading, signature required by City Charter, and filing with the City Secretary's Office. This Ordinance must also be published in a newspaper of general circulation at least one time within ten (10) days after its final passage, as required by the City Charter of the City of New Braunfels.

PASSED AND APPROVED: First reading this the 10<sup>th</sup> day of April, 2017.

PASSED AND APPROVED: Second reading this the 24<sup>th</sup> day of April, 2017.

CITY OF NEW BRAUNFELS, TEXAS

\_\_\_\_\_  
*BARRON CASTEEL, MAYOR*

ATTEST:

\_\_\_\_\_  
*PATRICK D. ATEN, CITY SECRETARY*

APPROVED AS TO FORM:

\_\_\_\_\_  
*VALERIA M. ACEVEDO, CITY ATTORNEY*



Proposed No Parking Zones on Comal Avenue at East Jahn Street

**4/10/2017**

Agenda Item No. L)

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Presenter

*Christopher J. Looney, Director of Planning and Community Development  
clooney@nbtexas.org*

**SUBJECT:**

Approval of the second and final reading of an ordinance designating approximately 0.29 acre, part of Lots 282 and 283, City Block 1035, addressed as 195 Jahn Street as a Local Historic Landmark to be known as the Brietzke Haus.

**BACKGROUND / RATIONALE:**

**Case No.:** HLC-17-004

**Council District:** 6

**Owner/Applicant:** David A. & Sandra K. Huddleston  
P.O. Box 310647  
New Braunfels, TX 78131  
(830) 625-7502

**Staff Contact:** Amy McWhorter, Historic Preservation Officer  
(830) 221-4057  
amcwhorter@nbtexas.org

**City Council held a public hearing on March 27, 2017 and voted unanimously to approve the ordinance.**

The subject property comprises 0.24 acres situated at the corner of South Castell Avenue and Jahn Street. The subject property is currently zoned "C-2" (Central Business District), but includes a single-family dwelling dating to 1902.

In 1902, Charles Brietzke purchased the property in the then recently platted Jahn Addition from Charles and Louise Alves. According to the original building permit, Brietzke received permission to construct the dwelling on November 26, 1902. This original building permit states that the subject structure was to be a 38-foot by 44-foot wooden frame dwelling with a metal roof.

Charles Brietzke is listed in the 1910 Comal County Census as a 50 year old head of a household located on Jahn Street. The household included his wife Agnes and children: Herbert, Etelka and Carlon. The document also lists his step-daughter Linda Rinnartz residing at the property. This document indicates that Charles, a German-speaker, immigrated to America in 1872 and was employed as an engineer at a local cotton gin. However; the 1920 census indicated that he did not immigrate until 1883 and was naturalized in 1918.

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Census records further indicate that by 1920, his household had expanded to include a son named Norman and that he continued to work as an engineer at a cotton gin and continued to reside on Jahn Street. In 1930, the Census records depict that the widowed Agnes Brietzke resided with her daughter Etelka and son-in-law August Kronkosky on Sycamore Street between Lee and Stonewall Streets, but by 1940 was living in the family home on Jahn Street. Following Agnes' death in 1957, Etelka and August Kronkosky purchased the subject property from her estate. The Kronkoskys and their descendants owned the property until 2013 when the current owners, David and Sandra Huddleston purchased the property.

The subject property includes the original 1902 Brietzke family home. The structure is a t-plan dwelling formed by a central hipped block with projecting wings with Queen Anne stylistic influences. The structure has a metal roof with narrow eave overhang with decorative milled brackets. The front-facing gable end has a cut-away bay window with decorative millwork in the cut away sections and fish scale shingles in the gable end. The secondary gable end (facing Castell Avenue) has a returned eave and shuttered window with a decorative wooden pediment above.

The exterior is clad in wooden lapped siding. The windows appear to be original 4/4 wooden units with functional wooden shutters and the primary entry is a single wooden, hinged door located in the primary ell. The structure also has a shed-roof porch in the primary ell, although it appears to have been modified more than once throughout the home's history.

Character-defining features of the structure include the overall form of the structure, the cut away bay window, the original wooden windows and the decorative mill work that is characteristic of the Queen Anne style.

**General Information:**

Size: 0.24 of an acre

*Surrounding Zoning and Land Use:*

North - C-2 / Commercial - insurance office

East - C-2 Residential - single-family residence

South (across Castell Avenue) - M-1 / Residential - single-family residences

West - C-2 / Commercial - law office

*Comprehensive Plan / Future Land Use Designation:* Commercial

*Floodplain:* No portion of the property is within the 1% annual chance flood zone.

*Improvement(s):* 1902 wood house

*Determination Factors:*

In making a decision on zoning, the following factors are to be considered:

- Whether the permitted uses will be appropriate in the immediate area, and their relationship to the area and to the City as a whole (*The proposed historic landmark designation is a zoning overlay and therefore, would not change the base zoning of the property*).
- Whether the change is in accord with any existing or proposed public schools, streets, water supply, sanitary sewers, and other utilities to the area (*The proposed historic landmark*

designation zoning overlay would not impact the aforementioned entities or infrastructure).

- How other areas designated for similar development will be affected (*There should be no negative effect on other properties in the vicinity.*);
- Any other factors that will substantially affect the public health, safety, morals, or general welfare (*The historic landmark designation of the property should contribute retention of a historically significant structure, which provides a community benefit.*); and
- Whether the request is consistent with the Comprehensive Plan (*Comprehensive Plan Goal 69 recommends that the City enhance the heritage image of the City by designating historic areas and structures that should be preserved, restored, and used for adaptive reuse.*)

#### **ADDRESSES A NEED/ISSUE IN A CITY PLAN OR COUNCIL PRIORITY:**

	Yes	<b>City Plan/Council Priority:</b> <b>2006 Comprehensive Plan</b> <b>Pros and Cons Based on</b> <b>Policies Plan</b>	<b>Pros:</b> Goal 69: Enhance the heritage image of the City by <u>designating historic areas and structures that should be preserved, restored, and used for adaptive reuse.</u> The designation of this property will enhance the heritage image of the City and encourage the preservation and adaptive reuse of the property. <b>Cons:</b> None
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#### **FISCAL IMPACT:**

None

#### **COMMITTEE RECOMMENDATION:**

The Historic Landmark Commission held a public hearing on February 14, 2017 and recommended approval of the designation (9-0-0)

The Planning Commission held a public hearing on March 7, 2017 and recommended approval of the designation (7-0-0, Commissioners Elrod and Nolte absent).

#### **STAFF RECOMMENDATION:**

Staff recommends approval of the proposed Historic Landmark Designation as the structure meets three of the six criteria for designation as defined in Chapter 65 of the City's Code of Ordinances which states a historic landmark or district may be designated if it meets at least one of the following criteria:

- (1) Possesses significance in history, architecture, archeology, or culture. *The structure is an excellent local example of a modest iteration of the Queen Anne style which owed its popularity to expansions in the railroad and manufacturing.*
- (2) Is associated with events that have made a significant contribution to the broad patterns of local, regional, state, or national history. *No such associations are known.*
- (3) Is associated with the lives of persons significant in our past. *No such associations are known.*
- (4) Embodies the distinctive characteristics of a type, period, or method of construction. *The subject structure is a distinctive example of late Queen Anne style architecture.*
- (5) Represents the work of a master designer, builder, or craftsman. *No such representation is known.*

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(6) Represents an established and familiar visual feature of the neighborhood or city. *The structure has been located at this site since 1902.*

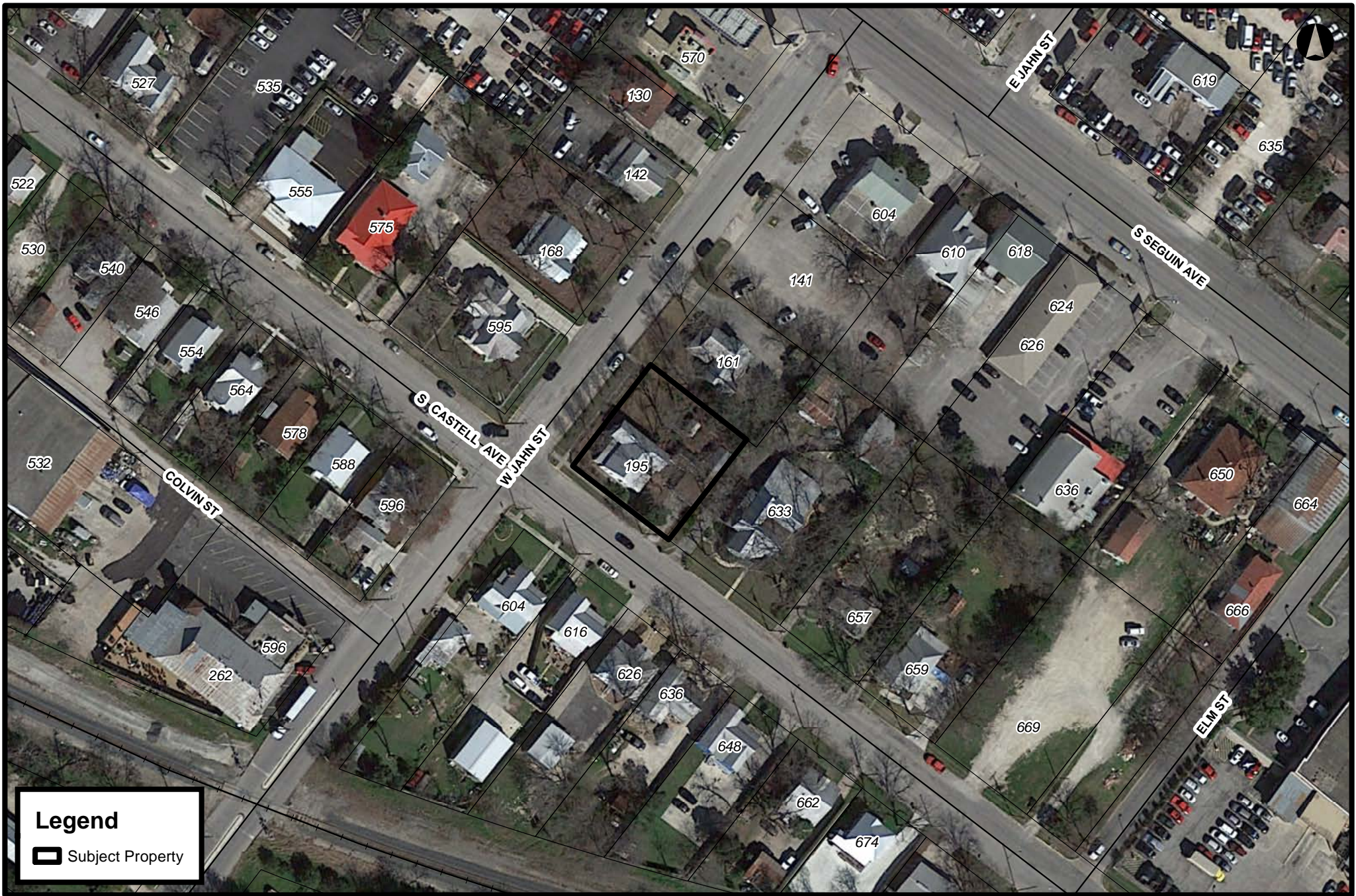
Notification:

Public hearing notices were sent to 24 property owners representing 24 tracts of land located within 200 feet of the subject site. The Planning and Community Development Department has received 6 responses in favor (#3, 12, 13, 14, 15 and 17) and one in objection (#10).

Attachments:

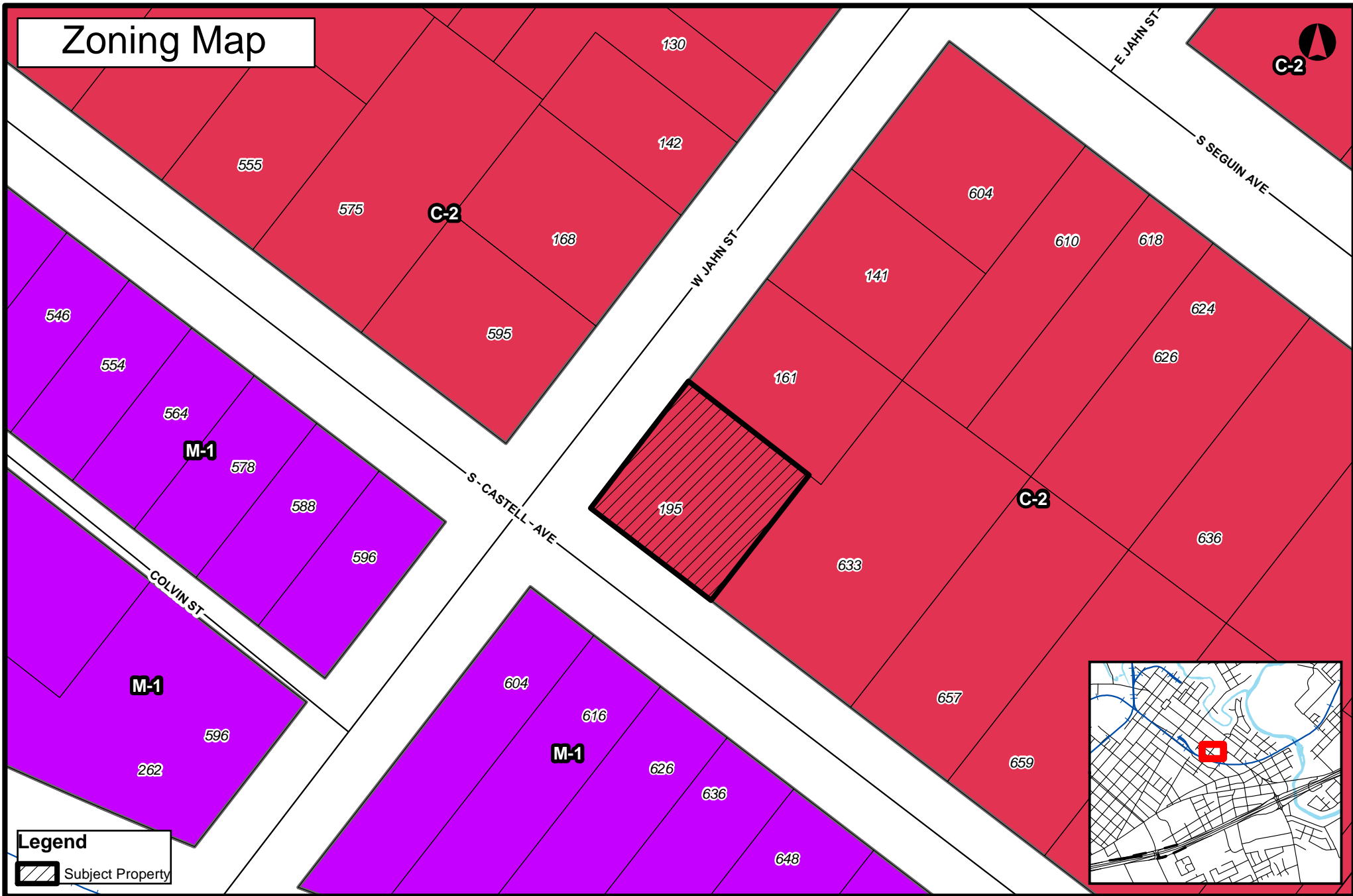
1. Maps
2. Notification Map and responses
3. Photograph of Subject Property
4. Article III, Sec. 66-54
5. Article III, Sec. 66-56
6. Excerpt from the February 14, 2017 Historic Landmark Commission minutes
7. Excerpt from the March 7, 2017 Planning Commission minutes
8. Ordinance





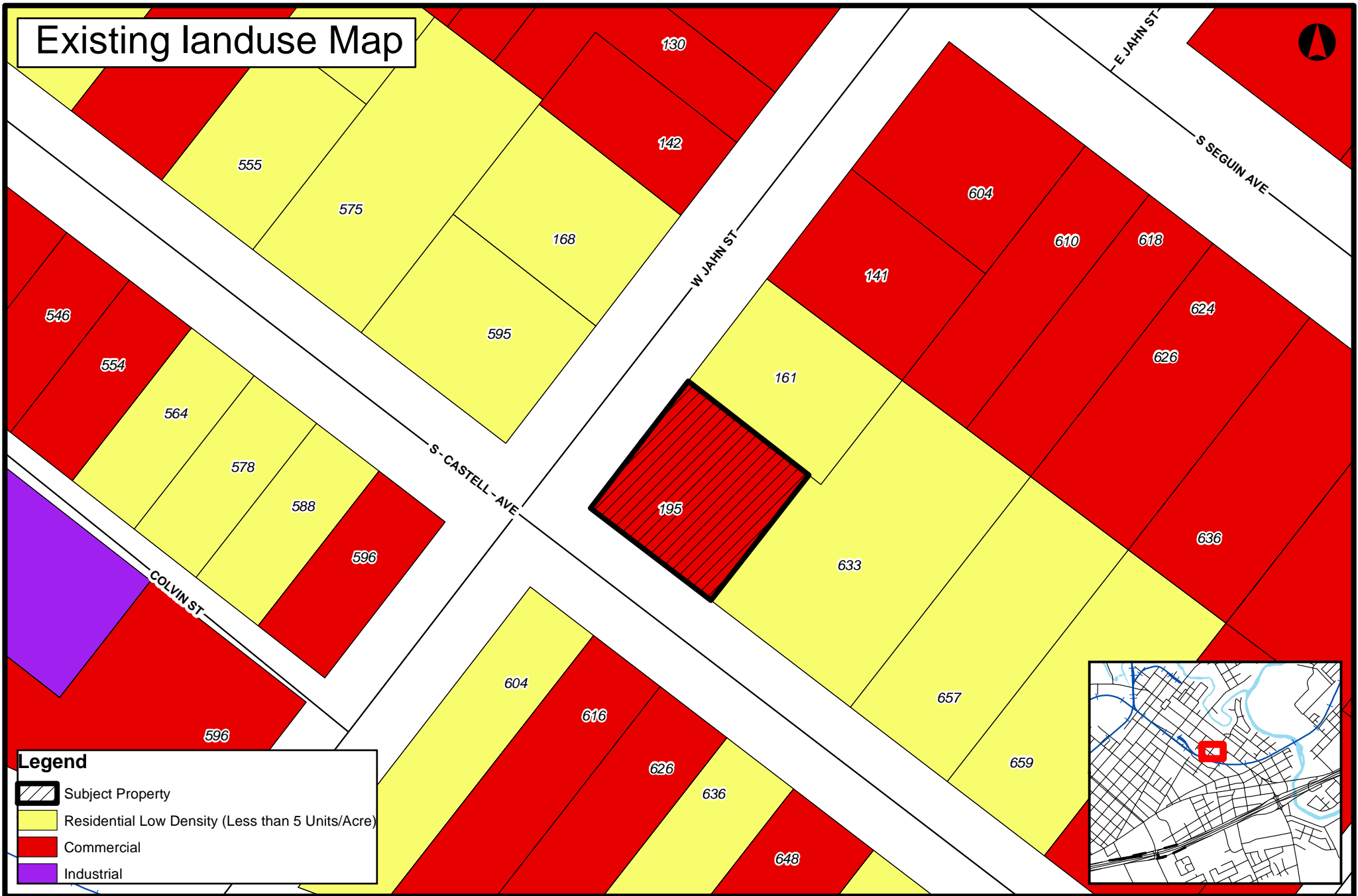


# Zoning Map





# Existing landuse Map



**PLANNING COMMISSION – March 7, 2017 – 6:00PM**

New Braunfels Municipal Building, Council Chambers

**Applicant:** David Huddleston

**Property Location:** 195 Jahn Street

**PROPOSED Historic Landmark Designation – CASE #HLC-17-004**

The circled numbers on the map correspond to the property owners listed below. All information is from the Comal Appraisal District Records. The property under consideration is marked as "SUBJECT".

- |    |   |    |   |
|----|---|----|---|
| 1  | AYALA JOSE L & CLARA A                        | 13 | CMF REAL ESTATE HOLDINGS LLC              |
| 2  | RODRIGUEZ VICTOR R & ROSIE A                  | 14 | NORRIS WILLIAM M                          |
| 3  | DUMENIL DAVID                                 | 15 | NORRIS WILLIAM L ET AL                    |
| 4  | EDWARD & REBECCA FOSTER LLC                   | 16 | OVERALL WILLIAM F & REBECCA J             |
| 5  | GAYTAN ANDRES JR                              | 17 | HUDDLESTON DAVID A & SANDRA K             |
| 6  | GAYTAN ANDRES JR & MARY                       | 18 | OVERALL WILLIAM F & REBECCA J             |
| 7  | TRUESDELL KATHERINE                           | 19 | STNB INVESTMENTS LLC                      |
| 8  | MCGLOTHLIN VOL FORREST &<br>MARCIA B          | 20 | R & V PERRY SECOND FAMILY LTD<br>PRTNRSHP |
| 9  | HILL COUNTRY INVESTMENT GROUP<br>LLC          | 21 | GOREE FRED D & CHARLENE                   |
| 10 | BORMANN JOHN W                                | 22 | GOREE FRED D & CHARLENE                   |
| 11 | MY LITTLE GIRL LLC                            | 23 | COUVILLON BERNICE                         |
| 12 | WILLIAMS ROBERT W &<br>CHRISTOPHER W WILLIAMS | 24 | BIG DIAMOND INC                           |

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**SEE MAP ON REVERSE SIDE**

# Notification Map





Photograph of subject structure, camera facing northeast

**Sec. 66-54. Designation of historic landmarks.**

(a) These provisions pertaining to the designation of historic landmarks constitute a part of the comprehensive zoning plan of the city. Each historic landmark shall bear the words "Historic Landmark" (HL) in its zoning designation. Such designation shall indicate that such property is subject to the terms of this article; however, with regard to site plans, uses, setbacks, and other development land use regulations, such property shall be governed by its zoning district.

(b) A historic landmark shall be considered by the commission only with the written application of the property owner expressly requesting that the property be so designated. Property owners of proposed historic landmarks shall be notified prior to the commission hearing on the recommended designation. At the commission's public hearing, owners, interested parties, and technical experts may present testimony or documentary evidence which will become part of a record regarding the historic, architectural, or cultural importance of the proposed historic landmark.

(c) Upon recommendation of the commission, the proposed historic landmark shall be submitted to the planning and zoning commission within 30 days from the date of submittal of designation request. The planning and zoning commission shall give notice and conduct its hearing on the proposed designation within 45 days of receipt of such recommendation from the commission. Such hearing shall be in the same manner and according to the same procedures as specifically provided in the general zoning ordinance of the city. The planning and zoning commission shall make its recommendation to the city council within 45 days subsequent to the hearing on the proposed designation.

(d) The city council shall schedule a hearing on the commission's recommendation to be held within 45 days of receipt of the recommendation of the planning and zoning commission. The city council shall give notice, follow the publication procedure, hold hearing, and make its determination in the same manner as provided in the general zoning ordinance of the city.

(e) Upon designation of a building, object, site, or structure as a historic landmark or district, the city council shall cause the designation to be recorded in the Official Public Records of Real Property of Comal County, the tax records of the city and the Comal Appraisal District as well as the official zoning maps of the city.

(Ord. No. 96-9, § 1, 2-26-96; Ord. No. 2005-53, § 2, 6-27-05)

**Sec. 66-56. Criteria for the designation of historic landmarks and districts.**

A historic landmark or district may be designated if it meets at least one of the following criteria:

- (1) Possesses significance in history, architecture, archeology, or culture.
- (2) Is associated with events that have made a significant contribution to the broad patterns of local, regional, state, or national history.
- (3) Is associated with the lives of persons significant in our past.
- (4) Embodies the distinctive characteristics of a type, period, or method of construction.
- (5) Represents the work of a master designer, builder, or craftsman.
- (6) Represents an established and familiar visual feature of the neighborhood or city.

(Ord. No. 96-9, § I, 2-26-96)

## **Draft Minutes for the February 14<sup>th</sup>, 2017 Historic Landmark Commission Regular Meeting**

**HLC-17-004: Discuss and consider case HLC-17-004, a recommendation to the Planning Commission and City Council on an application for Historic Landmark Designation for 195 Jahn Street, to be known as the Brietzke House.**

Mrs. McWhorter presented the staff report, described the history of the property, and listed the previous property owners. She concluded by stating her recommendation of approval based on the following criteria:

- The property possesses significance in history, architecture, archeology, or culture. Mrs. McWhorter said the structure is an excellent local example of a modest iteration of the Queen Anne style which owed its popularity to expansions in the railroad and manufacturing.
- The property embodies the distinctive characteristics of a type, period, or method of construction. Mrs. McWhorter said the subject structure is a distinctive example of late Queen Anne style architecture.
- The property represents an established and familiar visual feature of the neighborhood or city. Mrs. McWhorter said the structure has been located at this site since 1902.

Discussion ensued in regards to the original builder of the home.

David Huddleston, 838 Oak Lane, said the home was originally the Alves house that was sold to the Brietzke Family. He elaborated on the historical elements of the property. Mr. Huddleston invited the Commission for a site visit. Discussion continued in regards to the materials of the home.

Motion by Commissioner Hoffmann, seconded by Commissioner Davis, to recommend approval to the Planning Commission and City Council on an application for Historic Landmark Designation for 195 Jahn Street, to be known as the Brietzke House. The motion carried. (9-0-0)

**Draft Minutes for the Marc 7<sup>th</sup>, 2017 Planning Commission Regular Meeting**

**HLC-17-004: Public hearing and recommendation to the City Council regarding an application for Historic Landmark Designation for a structure located at 195 Jahn Street, to be known as "BRIETZKE HAUS".**

(Applicant: David Huddleston; Case Manager: A. McWhorter)

Mrs. McWhorter presented the Staff report and recommended approval of the Historic Landmark Designation.

Vice Chair Edwards asked if anyone wished to speak in favor.

No one spoke.

Vice Chair Edwards asked if anyone wished to speak in opposition.

No one spoke.

Motion by Commissioner Laskowski, seconded by Commissioner Hoyt, to close the public hearing. The motion carried (6-0-0).

Motion by Commissioner Sonier, seconded by Commissioner Hoyt, to recommend approval to City Council regarding an application for Historic Landmark Designation for a structure located at 195 Jahn Street, to be known as "BRIETZKE HAUS". Motion carried (7-0-0).



**ORDINANCE NO. 2017-**

**AN ORDINANCE OF THE CITY COUNCIL OF THE CITY OF NEW BRAUNFELS, TEXAS, DESIGNATING THE PROPERTY ADDRESSED AS 195 JAHN STREET, APPROXIMATELY 0.24 ACRE, CITY BLOCK 1034, LOTS 1&2, AS A HISTORIC LANDMARK TO BE KNOWN AS THE BRIETZKE HAUS ACCORDING TO CHAPTER 66, ARTICLE III, AND AMENDING THE ZONING MAP; REPEALING ALL ORDINANCES IN CONFLICT; CONTAINING A SAVINGS CLAUSE; AND DECLARING AN EFFECTIVE DATE.**

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**WHEREAS**, the City Council of the City of New Braunfels has complied with all requirements of notice of public hearing as required by the Zoning Ordinance of the City of New Braunfels; and

**WHEREAS**, this property has been recommended for historic designation by the Historic Landmark Commission; and

**WHEREAS**, the City Council wishes to protect this structure as a part of the heritage of New Braunfels for future generations; and

**WHEREAS**, the City Council desires to amend the Zoning Map by designating the suffix "HL" in addition to the conventional zoning designation established by the zoning ordinance; **now, therefore;**

**BE IT ORDAINED BY THE CITY COUNCIL OF THE CITY OF NEW BRAUNFELS, TEXAS:**

**SECTION 1**

**THAT** the following described property is hereby designated as a Historic Landmark to be known as the Brietzke Haus in accord with the provisions of Chapter 66, Article III of the Code of Ordinances of the City of New Braunfels, Texas:

"The property, approximately 0.24 acre, Lots 1& 2, City Block 1034, addressed as 195 Jahn Street, as shown on the attached map, marked as Exhibit A".

## **SECTION 2**

**THAT** the above property is hereby restricted as to the amount or method of change, construction, or demolition that can take place in accord with Chapter 66, Article III of the Code of Ordinances of the City of New Braunfels.

## **SECTION 3**

**THAT** the above described property is hereby entitled to all rights and privileges that are accorded to historically designated property, or which may be accorded such property in the future.

## **SECTION 4**

**THAT**, the zoning map is amended to add "HL" by designating the subject property as a Historic Landmark in addition to the existing zoning.

## **SECTION 5**

**THAT** all other ordinances or parts of ordinances in conflict herewith are hereby repealed to the extent that they are in conflict.

## **SECTION 6**

**THAT** if any provisions of this ordinance shall be held void or unconstitutional, it is hereby provided that all other parts of the same which are not held void or unconstitutional shall remain in full force and effect.

## **SECTION 7**

**THIS** ordinance will take effect upon the second and final reading of same.

**PASSED AND APPROVED:** First Reading this the 27<sup>th</sup> day of March, 2017.

**PASSED AND APPROVED:** Second Reading this the 10<sup>th</sup> day of April,  
2017.

## **CITY OF NEW BRAUNFELS**

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Barron Casteel, Mayor

**ATTEST:**

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Patrick Aten, City Secretary

**APPROVED AS TO FORM:**

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Valeria M. Acevedo, City Attorney



4/10/2017

Agenda Item No. A)

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Presenter/Contact

*Patrick Aten, City Secretary*  
(830) 221-4010 - [paten@nbtexas.org](mailto:paten@nbtexas.org)

**SUBJECT:**

Discuss and consider approval of the appointment of two individuals to the Watershed Advisory Committee for terms ending April 18, 2020.

**BACKGROUND / RATIONALE:**

The Watershed Advisory Committee is made up of ten members serving three year staggered terms. Two members serve as representatives of Home Owners Associations, one member must be an agricultural landowner within the watershed, one member serves at-large, one member each serves from one of the following professional categories: engineering, development, business community, landscape planning/arborist/architect, and biology/environmental; and one member serves as the chair and is appointed by the Mayor.

One seat for a representative of the engineering profession and one seat for an individual with environmental/biological interest are available. The open seats were advertised from January 17, 2017, through March 16, 2017.

The following qualified applications were submitted for the environmental/biological interest:

- Cutter Gonzalez
- Lynn Lindsay (incumbent)

The following qualified application was submitted for the engineering professional:

- Rick Myrick

Applicants current & prior service on Boards and Commissions

Cutter Gonzales previously served on the Building and Standards Commission and the Community Development Advisory Committee.

Lynn Lindsay currently serves on the Watershed Advisory Committee.

Rick Myrick previously served on the Watershed Advisory Committee and the Planning Commission.

**ADDRESSES A NEED/ISSUE IN A CITY PLAN OR COUNCIL PRIORITY:**

N/A

**FISCAL IMPACT:**

N/A

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**COMMITTEE RECOMMENDATION:**

N/A

**STAFF RECOMMENDATION:**

Staff recommends the approval of the appointment of two individuals to the Watershed Advisory Committee for terms ending April 18, 2020.

4/10/2017

Agenda Item No. B)

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Presenter/Contact

Garry Ford, City Engineer  
(830) 221-4020 - [gford@nbtexas.org](mailto:gford@nbtexas.org)

**SUBJECT:**

Discuss and consider possible direction to staff for roadway and drainage improvements to Goodwin Lane at Alligator Creek through a development agreement.

**BACKGROUND / RATIONALE:**

The Developer, Chesmar Homes, of the Wasser Ranch Subdivision on Goodwin Lane is working with city staff to improve Goodwin Lane at Alligator Creek. The low water crossing at Alligator Creek is prone to high water and road closures during heavy rains. Furthermore, the crossing typically carries water over the road for long durations after a storm event. Goodwin Lane is in a fast growing area and serves many residential developments and Oak Creek Elementary School.

The proposed improvements to Goodwin Lane include widening the roadway to 24 feet and adding concrete box culverts to raise the roadway out of the 25-year flood event. It is anticipated that the improvement will allow Goodwin Lane to be open during most storm events. The improvements will be a limited to the area adjacent to Alligator Creek. Goodwin Lane is on the Roadway Impact Fee Capital Program and is eligible for capacity improvements utilizing roadway impact fee funds.

The current estimate for the project is \$3,000,000. The Developer is interested in designing and constructing the improvements with the use of roadway impact fees. This would include the offset of the impact fees assessed with the Wasser Ranch Subdivision and city participation. It is anticipated that the development will provide \$750,000 in impact fees and that the city will participate with \$2,250,000. There is currently \$2,620,000 in the roadway impact fee fund that is in Service Area 3.

With City Council direction, staff will continue to work with the Developer on preparing a development agreement specifying the offset with platted and future subdivision phases, city participation, design and construction requirements, and the timing and delivery of the project. Staff anticipates taking a development agreement to City Council in May/June 2017.

**ADDRESSES A NEED/ISSUE IN A CITY PLAN OR COUNCIL PRIORITY:**

2006 New Braunfels Comprehensive Plan

Goal 15: Ensure that the developer provides impact analysis and contributes toward capital improvement programs proportionate to the development's impact.

Goal 21: Provide a system of convenient and safe transportation facilities through comprehensive, cooperative and continuing transportation system planning and development.

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**FISCAL IMPACT:**

The current estimate of the proposed improvements to Goodwin Lane at Alligator Creek is \$3,000,000. Based on the current assessed roadway impact fees for the service area, the development will be contributing \$750,000 toward the improvement. It is anticipated that the city will participate with \$2,250,000. There is currently \$2,620,000 in the roadway impact fee fund for Service Area 3.

**COMMITTEE RECOMMENDATION:**

N/A

**STAFF RECOMMENDATION:**

Staff recommends starting the process of drafting a development agreement that authorizes the owner of the Wasser Ranch Subdivision development to design, construct and finance with city participation for proposed improvements to Goodwin Lane at Alligator Creek.



4/10/2017

Agenda Item No. C)

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Presenter/Contact

*Jeff Jewell, Economic Development Manager  
(830) 221-4621 - [jjewell@nbtexas.org](mailto:jjewell@nbtexas.org)*

**SUBJECT:**

Discuss and consider approval of a resolution adopting the Economic Development Strategic Plan.

**BACKGROUND / RATIONALE:**

The City and its economic development stakeholders completed an economic development strategic planning process in the fall of 2012. This five year plan served as a single document to greater align strategies and resource allocation decisions for the various entities focused on economic development in the community, including the New Braunfels Industrial Development Corporation, City of New Braunfels, Economic Development Foundation, and Chamber of Commerce. This plan led to many accomplishments such as the Central Texas Technology Center Phase 2 expansion; the addition of more than 600,000 square feet of new commercial and industrial space; a partnership with People Fund for micro loans for small start-up businesses; and a plan nearing completion for the redevelopment of Castell Avenue.

In September 2016, the New Braunfels Industrial Development Corporation hired Pegasus Planning and Development to assist them in updating this economic development strategic plan. This process engaged a variety of community stakeholders in individual and group interviews and a steering committee oversaw the progress.

Broadly, the plan recommends goals, objectives and strategies that reflect the latest research regarding the best ways for a community to grow its local economy. Generally, a community's recommended economic development strategies have changed dramatically in the last couple of decades to more accurately reflect the realities and dynamics of an integrated and global economy where much more value is derived from "knowledge workers." Over time, communities have placed much more focus on the recruitment of these knowledge-based workers, and communities have continued to deliberate how they can continue to be a place attractive to talent. Understanding how the community can continue leveraging, strengthening and developing these assets and stimulating interest among that key demographic - talented workforce - will be essential for New Braunfels to continue to embrace and address.

The plan resulted in the creation of five goals and related objectives in different categories economic and community development:

**Workforce Housing**

**Goal:** Create an environment that offers the same social and economic mobility for all New Braunfels residents by focusing on building more housing options that are affordable for core portions of the middle class workforce.

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**Objective:** Develop a funding and implementation engine for public-private partnerships to increase affordable housing for households earning at or below 80% MFI.

Housing affordability became an issue identified during many stakeholder interviews and is increasingly cited as a barrier to businesses attracting qualified and reliable workforces. This is a problem identified in many communities and the plan ultimately recommends the City adopt some policies to identify how and where it will support the creation of housing affordable to a mix of different incomes.

### **Quality of Place**

**Goal:** Invest in creating more sustainable, connected, culturally rich, mixed-use community hubs built on a people- or labor-centric approach to economic growth to strengthen business attraction & expansion efforts.

**Objective:** Improve the Quality of Place, recognizing that “place” matters to a very mobile workforce by facilitating redevelopment/rejuvenation in key areas of the City.

Quality of Place consists of those characteristics of a community or region that make it distinctive from other places and attractive as an area to reside, work, and/or visit. This concept encompasses a community’s environment, civic traditions, cultural amenities, and recreational opportunities, and quality of Place improvements have increasingly become a focus for economic development leaders as a way to attract talent. Many of the stakeholders interviewed acknowledged New Braunfels unique quality of place, and suggested various methods to improve upon it. The suggested strategies involve focused investments to support the urbanization naturally occurring in the downtown area, more detailed planning strategies to assist in the emergence of other areas as unique nodal hubs to include the Historic Milltown and Westside areas. Finally, the plan recommends connectivity strategies to ensure these places are linked to be accessible by methods other than a personal automobile.

### **Entrepreneurship**

**Goal:** Strengthen the existing entrepreneurship resources with investments across the entrepreneurial ecosystem that will increase local investment capacity, local funding sources, and marketing efforts.

**Objective:** Implement final phase of a 3-phased strategy to support Entrepreneurship by creating a more sophisticated space and infrastructure.

Small business growth and Entrepreneurship became one of the core areas of focus for New Braunfels during the last Economic Development Strategy. Much of the “heavy lifting” for entrepreneurship was completed during these first two years of implementing the 2012 strategy, including the creation of a three-phase plan for supporting small business and entrepreneurship. The strategies supporting this goal include the strengthening of existing opportunities for entrepreneurs to network and access financing and the development of a larger physical space to support an emerging culture of entrepreneurs.

### **Regional Transit**

**Goal:** Create a car-alternative environment with transportation options implemented at the local,

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intercity, and regional level designed to connect, enhance and revitalize a strategic network of mixed-use districts, denser residential/commercial hubs, attractions, and unique districts.

**Objective:** Create a short and long-range alternative transportation plan based on targeted, proactive land use planning and multi-modal connectivity.

New Braunfels has a commuter pattern that is disproportionately large for the population size and is also concentrated along very few corridors. Although some additional and expanded highway infrastructure will be built in the coming years, congestion will ultimately return due to the limited land available for outward expansion, sensitive environmental resources, and the continued need to use land for development opportunities to strengthen fiscal sustainability.

There was great interest across every aspect of the community in local transit in the short term while also pursuing intercity and regional commuter-transit options.

### **Real Estate Development**

**Goal:** Maintain fiscal responsibility and support growth through expanding and strategically marketing for new commercial/industrial development with a focus on Corporate Campus & Class A office space expansion in strategic or higher density mixed-use nodes.

**Objective:** Continue to increase commercial real estate investment with the addition of a diversified portfolio through boosting Class A Corporate Office plats by at least 300,000 sf.

Commercial real estate investments over the past approximately 8 years have been largely focused within the retail and industrial markets. New Braunfels has successfully leveraged its strategic location to increase employment in Manufacturing and Warehousing, Transportation and Logistics sectors. New Braunfels' strong demographics-high levels of educational attainment, available workforce, high incomes, high real estate values-as well as quality of life, natural resources and attractive housing market make it a competitive market for the construction of a Class A corporate campus development. Smart design, land use and product alignment should be considered heavily and in tandem with a standard recruitment process.

Just as modern economic development philosophy has shifted toward a talent-focused model, corporate office spaces are imparting the same place-making methods to site selection and spatial design as urban planners or life-style center developers.

The goals discussed above outline the efforts of the City and its economic development stakeholders over a five year period. Staff will work with the community and other stakeholders to begin implementing the recommendations, with more detailed conversations about specific related initiatives coming in the near future.

### **ADDRESSES A NEED/ISSUE IN A CITY PLAN OR COUNCIL PRIORITY:**

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	Yes	<b>City Plan/Council Priority:</b>	16. Foster opportunities for affordable housing 21. Ensure sustainable quality development. 25. Implement the vision for the future of the City of New Braunfels. 27. Ensure a variety of transportation options for pedestrian, cycling and vehicular mobility.
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**FISCAL IMPACT:**

While there is not a fiscal impact associated with adoption of the plan, there will be fiscal impacts as strategies are fully developed and executed. As there is a decision regarding resource allocation, the item will be brought forward to the appropriate entities for consideration and action.

**COMMITTEE RECOMMENDATION:**

The New Braunfels Industrial Development Corporation met on February 16, 2017 and adopted the plan as its program of work. It was presented to the Chamber of Commerce Board for approval on March 20, 2017 and to the Economic Development Foundation on March 15, 2017.

**STAFF RECOMMENDATION:**

Staff recommends adoption of the plan.

Economic Development Strategic Plan  
New Braunfels, Texas

FINAL REPORT

February 2017

Prepared by Pegasus Planning & Development  
[www.PegasusPlanningandDevelopment.com](http://www.PegasusPlanningandDevelopment.com)  
Austin, Texas



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## I: Executive Summary

An award-winning economic development strategic plan was created for New Braunfels in 2012 through a wide-reaching, inclusive process. All of the goals of that strategy were accomplished and final outcomes even exceeded targets in several cases. This strategy is an update to that plan, involving less time and resources to create but focused on qualitative participation and performance-based strategies.

In September 2016, New Braunfels Industrial Development Corporation hired Pegasus Planning and Development to assist them in updating their economic development strategic plan. Concurrent with the strategy update is a citywide Comprehensive Plan process, which the consultants for the Economic Development Strategy are also involved in, focusing on the Economic Competitiveness and Tourism Strategies for the Comprehensive Plan. The Comprehensive Plan process is an 18-month process, whereas the Economic Development Strategy is a 7-month process and culminates in this document.

The strong, positive growth trends and economic opportunity in New Braunfels has continued since the last strategy, and new opportunities have emerged as Austin and San Antonio remain two of the top economies in the United States, with New Braunfels in the middle of these two growing metropolises. What has changed since the last planning effort are some emergent challenges, namely related to attracting and sustaining a quality workforce and having economic assets to support the growth of entrepreneurship, and commercial development. The following goals are focused on building upon existing economic development efforts and placing a stronger focus on new objectives that will improve the sustainable impact of continued growth.

Workforce Housing - Develop a funding and implementation engine for public-private partnerships to increase affordable housing for households earning at or below 80% MFI.

Quality of Place - Improve the Quality of Place, recognizing that “place” matters to a very mobile workforce by facilitating redevelopment/rejuvenation in key areas of the City.

Entrepreneurship - Implement final phase of a 3-phased strategy to support Entrepreneurship by creating a more sophisticated space and infrastructure.

Regional Transit - Create a short and long-range alternative transportation plan based on targeted, proactive land use planning and multi-modal connectivity.

Real Estate Development - Continue to increase commercial real estate investment with the addition of a diversified portfolio through boosting Class A Corporate Office plats by at least 300,000 sf.

Strategies and Metrics for each of the five areas above are listed below in each of the respective Goal sections.

## II. Economic Development Strategic Plan

### INTRODUCTION

This Economic Development Strategy is an update to the 2012 Strategy that has been largely completed. This Strategy is not meant to supplant any existing community and economic development effort, but rather to give community leaders a specific focus for additional actions that will be taken to shore up areas of weakness and leverage existing assets to take advantage of opportunities that exist in Greater New Braunfels.

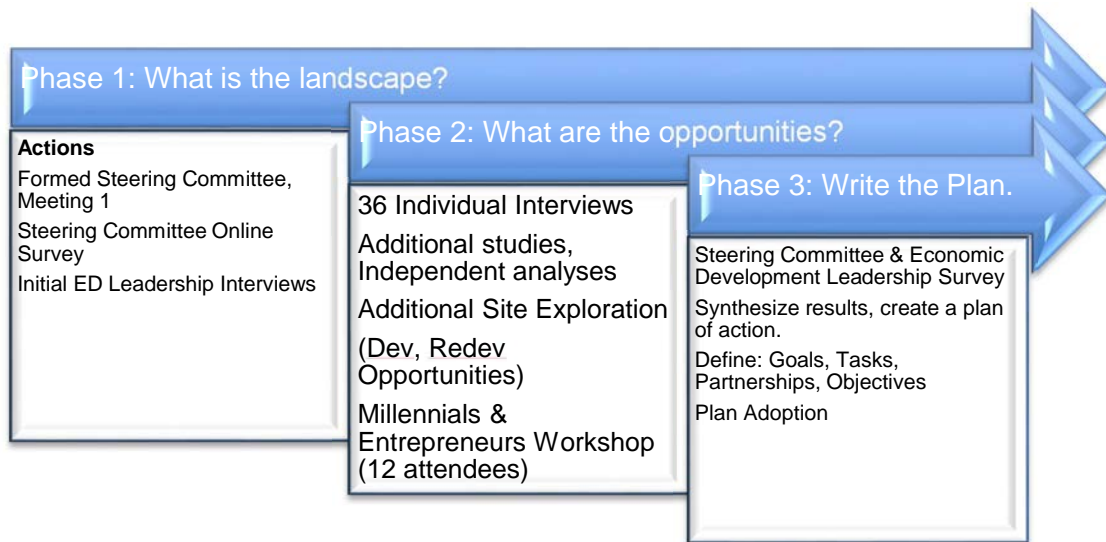
### WHAT IS ECONOMIC DEVELOPMENT?

Economic Development is a process that aids in the creation of wealth in a certain area. Others have defined it as how the public sector stimulates private sector investment. This could take the form of investing in an industrial park, creating an innovation center, creating marketing to get attention of site selectors and companies, or fostering better education and workforce programs so that companies come here for a great workforce. Economic development has changed dramatically over the last 20 years where it used to be more about “smoke stack chasing” and is now about a Knowledge-Based Workforce”. This transformation means that the traditional commercial and industrial efforts should maintain, but be supplemented with a focus on what makes a local “talent” excited about being in New Braunfels? Is it the bikeability, the downtown shops that are so walkable, the heritage and culture? Understanding these assets and how to further stimulate interest among that key demographic – talented workforce – will be essential for New Braunfels to continue to embrace and address.

### PROCESS & METHODOLOGY

Beginning in September 2016, the consultant team at Pegasus Planning & Development facilitated the creation of a comprehensive and inclusive strategic plan that reflects the needs of an economically diverse and culturally vibrant community rich in natural resources. The Graphic below demonstrates the specific actions involved in the Economic Development Strategic Planning process.

Figure 1: Planning Process Phasing



The IDC & Chamber have done well in recent years to increase community wealth, facilitate job creation, and diversify the tax base; however, the community has recognized that growth has come with some costs and not all have been able to access the benefits of growth in New Braunfels. Therefore, the approach to sourcing input during this project was a blend of both traditional economic data analysis and a more nuanced, creative approach by pursuing additional qualitative information that the numbers might not otherwise make apparent.

- Literature Review: Approximately 85 reports, studies, documents and plans were reviewed as part of this process.
- Field Research: Primary analyses included: spatial/market analyses to understand development opportunities, community tours and feedback sessions with locals to understand to what extent citizens carry a similar message and sentiment as that of the economic development leadership.
- Phase 1 Steering Committee Meeting Online Survey
- Economic Analysis: Public & private quantitative data review to understand demographics, fiscal/economic trends, and regional context.
- Millennials & Entrepreneurship Workshop: An informal, interactive workshop with local Millennials and members of the startup community to understand the needs of the city's next generation of innovation and leadership.
- One-on-One Interviews: Conducted over 30 interviews with local CEOs, Elected Officials, Chamber, Community Stakeholders, Public Servants, Young Professionals, and others.

- Phase 2 Steering Committee & Economic Development Leadership Survey

#### Supplementary Analysis: Ongoing New Braunfels Comprehensive Planning Process

In addition to serving as the prime consultants for the economic development strategic plan, Pegasus is simultaneously serving as sub-consultants on the City's Comprehensive Plan which began in October 2016. The planning process will span 18 months and focuses on nine subject areas, of which Pegasus is charged with ongoing support for two areas: Economic Competitiveness and Tourism. As of January 2017, Pegasus has completed the following tasks for the comprehensive plan which also provided additional substantive input in the formation of the economic development strategy:

- Comprehensive Plan Community Dialogue #1: Facilitated Group discussion for Economic Competitiveness & Tourism groups at a public gathering with more than 300 attendees. The dialogue covered some preliminary assessments of strengths and opportunities for each focus area. The economic competitiveness group was comprised of 24 attendees, while Tourism had 16.
- Existing Conditions Technical Report: Completed full draft as of January 17. Economic Competitiveness and Tourism sections of the report involved asset mapping, data highlights & summary statistics, and preliminary insights into secondary focus areas.

#### Additional Ongoing Community Planning & Implementation Efforts

In addition to both the Economic Development strategy and the Comprehensive Plan, New Braunfels community leaders are also being engaged in several ongoing planning and implementation efforts, including: Parks & Recreation Master Plan (the implementation of the 2013 bond program for \$86 million, part of which includes a Community Recreation Center; and the Current City Hall Master Plan<sup>1</sup>. Despite the concurrence with the aforementioned complex ongoing efforts across the city, the proud refrain of "we are a community of doers" became all the more salient in interviews and discussion groups with leaders across the public and private sectors. This planning effort was able to leverage access to a well-established and informed set of stakeholders whose shared experiences and collaborations generally led to consistent goals and objectives that painted a cohesive vision for the next phase of economic development in New Braunfels.

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<sup>1</sup> March 2016 Public Meeting #1 <http://www.nbtexas.org/DocumentCenter/View/9452>; July 2016 Public Meeting #2 <http://www.nbtexas.org/DocumentCenter/View/9470>

## VISION & MISSION STATEMENTS

The following Vision and Mission Statements were developed through (1) consideration of the veracity of the process and results under the existing Vision & Mission Statements, as per the 2012 EDSP, and (2) qualitative analysis of primary data collected during the course of this study. They reflect a new evolutionary stage or chapter for New Braunfels that speaks to the increased complexity of their challenges and a balanced approach to finding New Braunfels' voice and place between two large and fast-growing urban centers and an emerging mega region.

### Vision Statement

New Braunfels' will continue to demonstrate to the region a unique brand of leadership that promotes economic growth, job creation and a supports talented workforce through sustainable, equitable investments that create the fertile soil for business-led wealth creation and prosperity across a diverse and thriving community.

### Mission Statement

New Braunfels will provide proactive support to facilitate the private sector 's ability to grow and compete through collaborative development of plans, policies and implementation tools that also balance the need to protect the community's vital natural resources and the quality of life of residents, visitors and a regional workforce.

### III. Summary of Goals & Strategies

Table 1: Summary of Goals & Strategies

Focus Area	Objectives & Strategies
Workforce Housing	<p>Objective: Develop a funding and implementation engine for public-private partnerships to increase affordable housing for households earning at or below 80% MFI.</p> <p>Strategy (1): Conduct Feasibility Analysis and identify census tracts, relevant designations and pre-approval for various federal, state, local, and philanthropic affordable housing, mixed-income or commercial funds.</p> <p>Strategy (2): Conduct a Gap Analysis on the number of units needed at various income levels as a framework for understanding the size of the gap between construction and available financing (Strategies 1 and 2 can be conducted simultaneously).</p> <p>Strategy (3): Once target areas and gap financing levels have been identified, a public education and marketing campaign to steer implementation where most feasible and with greatest overall impact (highest resulting number of affordable units).</p> <p>Strategy (4): Create a specific set of incentives/deterrents for developers and businesses—including but not limited to density bonuses, inclusionary zoning, fees in lieu or higher/lower impact fees. This should include a critique of existing codes and practices.</p>
Quality of Place	<p>Objective: Improve the Quality of Place, recognizing that “place” matters to a very mobile workforce.</p> <p>Strategy (1): Continue to look for urbanization opportunities in Downtown by convening partners across the development community, banks &amp; lenders, young adults, entrepreneurship, investors, and employer recruitment.</p> <p>Strategy (2): Plan (Jan 2018) and implement (2022) a redevelopment strategy for the Historic Milltown area of town.</p> <p>Strategy (3): Plan (Jan 2018) and implement (2022) a redevelopment strategy for the Westside area of town.</p> <p>Strategy (4): Leverage connectivity and place-making opportunities in emerging mixed use communities identified in this plan and emerging areas within the future land use plan in the 2017/18 Comprehensive Plan.</p> <p>Strategy (5): Improve connectivity to key areas of town via a strategically implemented bicycle and pedestrian mobility with an assigned fund for implementation.</p>
Entrepreneurship	<p>Objective: Implement final phase of a 3-phased strategy to support Entrepreneurship by creating a more sophisticated space and infrastructure.</p>

	<p>Strategy (1): Set up the existing startup hub, SPARK, and the partnership it represents, for success in an expanded space with smart design and a strategic location (preferably downtown, but potentially as part of a Veramendi Corporate Campus).</p> <p>Strategy (2): Funding a sophisticated, user-focused program to increase networking, Angel Investor Fund creation, and mentoring programs for the Greater New Braunfels that pulls in entrepreneurs from a 30-mile radius. Austin and San Antonio investors should also be sought for their involvement and to create links to Venture funds.</p> <p>Strategy (3): Create a benchmark survey and conduct ongoing needs assessment entrepreneurs in terms of their satisfaction of New Braunfels as a place to start a business.</p>
Regional Transit	<p>Objective: Create a short and long-range alternative transportation plan based on targeted, proactive land use planning and multi-modal connectivity.</p> <p>Strategy (1): Leverage the current ongoing Comprehensive Planning Process to engage the public, identify appropriate city/county tools (land use, infrastructure, transportation plans), incorporate commercial/mixed-use opportunities, and align phased implementation.</p> <p>Strategy (2): Engage stakeholders across public &amp; private sectors, and target riders, both within and across the corridor (Ex: Schertz, Seguin, etc) to create a local &amp; corridor transit plan with strategic links to a land use plan, multi-modal accessibility.</p> <p>Strategy (3): Align marketing and business attraction efforts to attract ideal tenants from subsectors within target markets [see Box below]</p> <p>Strategy (4): Within regional transit planning efforts, lead efforts to foment the identity and self-determination of communities within the I-35 corridor and their interdependence with economic centers of San Antonio and Austin.</p>
Real Estate Development	<p>Objective: Continue to increase Commercial Real Estate investment with the addition of a diversified portfolio through boosting Class A Corporate Office plats by at least 300,000 sf.</p> <p>Strategy (1): Assess feasibility for a Class A Corporate Campus anchor tenant within current and projected commercial real estate opportunities with access to or potential for incorporating quality of place amenities.</p> <p>Strategy (2): Conduct in depth target industry analysis to identify white-collar recruitment opportunities within subsectors or strongly-linked service sectors.</p> <p>Strategy (3): Be prepared with a refined marketing strategy to promote the existing local talent &amp; labor pool but also relocation assistance and a “welcome-mat” strategy for assisting targets with rapid expansion and likely domestic or international recruitment.</p>

## IV. Workforce Housing

Goal: Create an environment that offers the same social and economic mobility for all New Braunfels residents by focusing on building more housing options that are affordable for core portions of the middle class workforce.

### Relevant Findings

New Braunfels boasts relatively high median incomes compared to San Antonio and the State of Texas; and despite rapid population growth, 68.5% of New Braunfels residents earn their salary elsewhere in the San Antonio and Austin metros. Local wages for people who actually work in New Braunfels are lower and have not grown fast enough to keep up with rising land values, rents, and transportation costs. This is to say that the proportion of housing and transportation costs are rising faster than wages. Housing unit growth has also lagged behind the rate of population increase, and the vast majority of new units have been in single-family development or rentals at the higher end market rates. Since 2003, the New Braunfels population has increased by 58% while only increasing housing units by 23% and Taxable Property Valuations have increased by an incredible 153%.

Table 2: New Braunfels Median Household Income & Wages, 2015

	Texas	San Antonio	New Braunfels
Median Household Income	53,207	46,744	59,721
Median Earnings for Workers	30,263	26,213	31,774

Source: American Community Survey, 5 Year Estimates

Table 3: Market Rents v HUD Fair Market Rents

	Efficiency	1 BR	2 BR	3 BR	4 BR
New Braunfels Median Market Rent*		\$890	\$1,090		
Comal County Median Market Rent*		\$860	\$1,150		
HUD 2016 Fair Market Rent **	\$596	\$739	\$929	\$1,222	\$1,430

Source: New Braunfels Housing Partners, 2016

\*Important Note: Apartment List Rentonomics[Aparmentlist.com]. Measuring base rent and does not include costs of utilities, internet/cable, as with HUD measurements.

\*\*HUD amount includes ALL housing costs including utilities. Use this figure to establish income limits—FMR = 30% of income.



To afford a Fair Market Rent for a 2 bedroom apartment (\$929), a household would need to earn a wage of \$17.87 per hour or an annual income of \$37,160; at minimum wage, a household would need 2.5 full-time wage earners<sup>2</sup>. The table below is a compilation of locally-reported wages by approximately 318 New Braunfels wage-earners. Much of the workforce in New Braunfels earn wages that put them into a position of spending more than 30% of their income on housing.

Table 4: Locally-Reported Occupational Wages<sup>3</sup>

	Hourly Wage
Certified Nurse Assistant	\$10.57
Licensed Vocational Nurse	\$18.72
Office Manager	\$15.83
Sales Associate	\$9.40

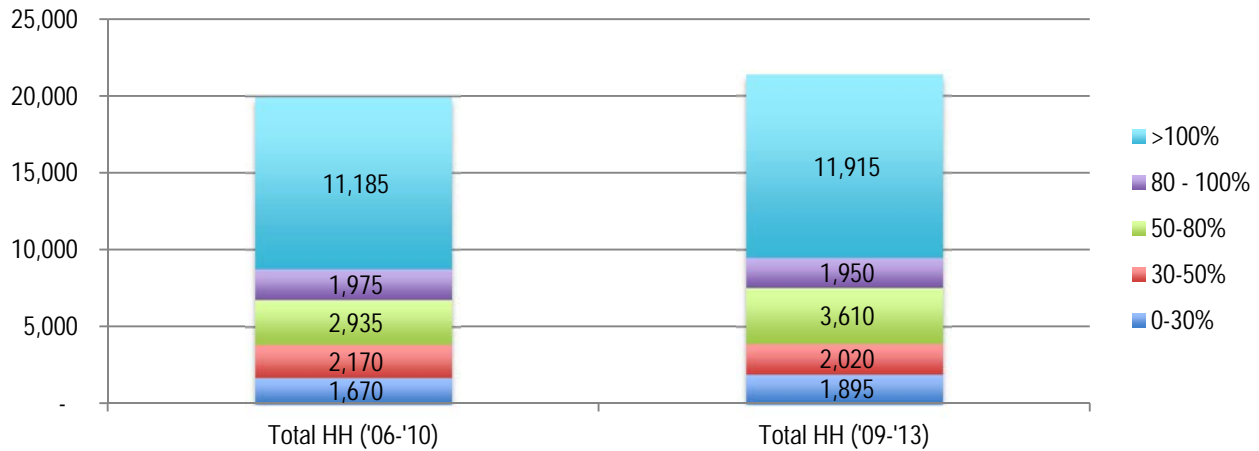
Source: Payscale.com\*, December 2016

The affordability crisis is impacting a large part of the city's middle-class. For example, a household earning 50%-80% of area Median Family Income would earn a salary between \$29,861 and \$47,776; a local Office Manager in a standard service industry job earns an average of \$40,000 (Payscale.com). Graphic 1 shows the total change in the number of households by income bracket, with a focus on the number of those earning above Median Family Income, or MFI (>100%), and four income brackets below the MFI.

<sup>2</sup> Nlich.org; NBHP, 2016

<sup>3</sup> Via Payscale a user-/labor-focused site for individuals seeking to learn more about what they could make in other areas, what others in their area are making with the same job with similar qualifications. Wages/salaries published do not necessarily reflect all data points for this position/skill level. Published results go through rigorous analysis before making information part of the public survey for an area to ensure these are wages for comparable work, education/certifications, hours, etc. It is a somewhat more granular level of data reported by local people. The results are also cross-referenced with existing public data sources on wages and salaries to verify that user-generated results are within a reasonable margin, as determined by Payscale.com.

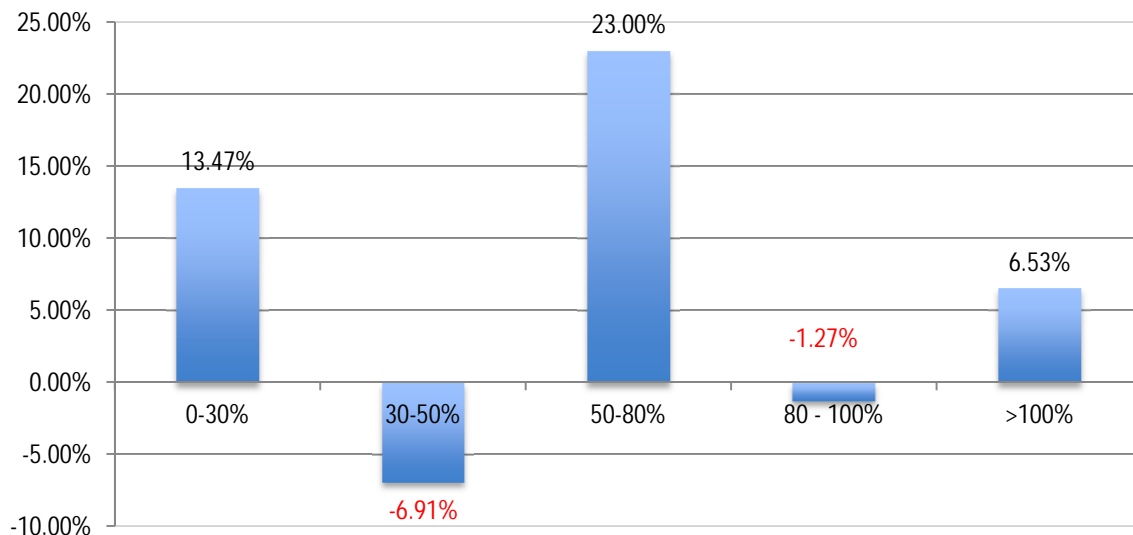
Graphic 1: New Braunfels Household Growth by Income Level  
(as a percent of Area Median Family Income)



Source: US Department of Housing and Urban Development, HudUser Datasets – FMR (2016)

Though the number of households earning above Median Family Income increased, the overall trend was downward, meaning there was a far greater increase in the number and percentage of households earning below the median income; however the larger increase in incomes at the top continued to draw median wages upward. In New Braunfels, the number of households earning between 50-80% MFI increased by 23% from 2008-2013 (2,935 to 3,610) which is a far larger increase than any other population or income group; and households living on incomes between 0-30% MFI increased by over 13%. Only 6.5% of households crossed into the above median side of the equation.

Graphic 2: Percent Change in Households by Income Level



Furthermore, nearly 65% of households earning less than 80% MFI report they spend more than 30% of their income on housing.

It is important to understand these figures do not account for household size or marital status, and amid this trend the Median Family Income was also increasing. However, these trends still demonstrate that the increasing wealth of some can obfuscate the fact that income disparities are also widening for those in a more precarious economic position--that the rising economic tide is not necessarily raising all ships.

The lack of the provision of affordable housing presents a classic market failure: without more housing priced at rates that are affordable, consumers are forced to spend more on housing which in turn signals property owners to maximize rents and charge more, which then leads to new developers to analyze the market and build for what seems like obviously high demand for high rents. Meanwhile the renter is sacrificing saving, buying a home, saving to afford moving or for maintenance on their car, placing them in an increasingly vulnerable situation. Beyond the market failure, the gap has now reached levels that make the construction of affordable housing very challenging for any developer, even non-profits, particularly given the state of zoning ordinances that limit higher density development.

Through interviews, surveys and discussions we have identified some valuable tools for addressing the issue that focus on filling the gaps as ways of incentivizing the incorporation of affordable housing into the same moderate density, mixed-use developments or redevelopment areas that this entire report is also promoting and identifying means to implement. Such innovative projects offer the best opportunities to leverage a wide range of funding streams to achieve wins on all sides, including: a balanced pro forma for the public and private sector; equity and security for the gainfully employed resident; creating an accessible, multi-modal node of activity; and a talent attraction tool for business & industry.

### Objectives & Strategies

Objective: Develop a funding and implementation engine for public-private partnerships to increase affordable housing for households earning at or below 80% MFI.

Strategy (1): Conduct Feasibility Analysis to identify census tracts, relevant designations and pre-approval for various federal, state, local, and philanthropic affordable housing, mixed-income or commercial funds.

Strategy (2): Conduct a Gap Analysis on the number of units needed at various income levels and a framework for understanding the size of the gap between construction and available financing (Strategies 1 and 2 can be conducted simultaneously).

Strategy (3): Once target areas and gap financing levels have been identified, a public education and marketing campaign to steer implementation where most feasible and with greatest overall impact (highest resulting number of affordable units).

Strategy (4): Create a specific set of incentives/deterrents for developers and businesses—including but not limited to density bonuses, inclusionary zoning, fees in lieu or higher/lower impact fees. This should include a critique of existing codes and practices.

#### Metrics for Workforce Housing

- At least four community and civil servant education initiatives or events to inform the public of the range of tools, products, partnerships, costs and benefits of affordable housing in the community by November 2017.
- Completed Affordable Housing Gap Analysis by June 2017.
- Identify & continue to benchmark the total number of affordable housing units that exist in New Braunfels (owner and renter occupied) and compare this to the Gap Analysis “demand” figures to truly determine size of the gap by units and households.
- Geographic & target zone funding opportunity analysis by census tract completed by August 2017.
- New Affordable Housing Policy on how and where to stimulate mixed-income housing completed by November 2017.
- Conduct a baseline analysis to determine the current ratio of leveraged affordable housing development funds per public dollar invested. Establish this baseline and then create a goal for the community to achieve. Discuss with other Cities, but striving for a 10-20% affordable housing amount (of overall development density) would be good goal.

## V. Quality of Place

Goal: Invest in creating more sustainable, connected, culturally rich, mixed-use community hubs built on a people- or labor-centric approach to economic growth to strengthen business attraction & expansion efforts.

### Relevant Findings

In any strategy it is critical to consider macroeconomic trends, or demographic trends, when making long-term decisions. Gone are the days of traditional economic development methods of “smoke-stack chasing.” Today’s economy is driven by knowledge & talent—or simply, people! The demographic cohorts below are important to consider for their relative amounts of experience, education levels and diversity (both within their cohort and across the talent pool) in terms of age, race/ethnicity, values, and life stages.



There are some things that all demographic groups value when deciding where to live, take a job, buy a home, invest or travel. Access to a job, good schools, safety--these are considered fundamental or “basic” needs. As our population ages healthcare is increasingly important, and all generations now consider accessible outdoor recreation or fitness a need, particularly Millennials and Gen X-ers with children. Central Texas has many natural amenities, but few communities are able to leverage the opportunities of their geography quite like New Braunfels; though we should note that our research did find that access to these natural resources is far more catered to tourists.

In recent decades (since approximately the mid-1990s) we are also seeing that now a majority of Americans also prioritize a more diversified environment that offers mobility, a strong local business base, and a stronger sense of community<sup>4</sup>. From historical, small towns to car-oriented suburban neighborhoods, and even within inner-urban industrial mega blocks, we are now seeing consumer preferences demonstrating that investments in alignment with the values below yield stronger, more sustainable economic, fiscal, and environmental outcomes. Many individuals (Boomers entering retirement, and Millennials) will even vote with their feet to find a car-optional lifestyle, accessibility to entertainment & recreation and a diversity of activities—what we call “Quality of Place.” Businesses understand this more than any; CBRE, a

Quality of Place consists of those characteristics of a community or region that make it distinctive from other places and attractive as an area to reside, work, and/or visit. Quality of place encompasses a community's environment, civic traditions, cultural amenities, and recreational opportunities. Quality of Place improvements have increasingly become a focus for economic development leaders as a way to attract Talent, which then attract companies.

global consulting and commercial firm, states that 38% of businesses in the country report that they have a hard time filling available positions. CBRE's clients look for places to attract and keep their workers happy and they seek communities who are actively promoting strategies for a live/work/play environment.

Talented, creative people seek areas where they are constantly exposed to inspiring spaces, places, and people. New Braunfels' rich cultural heritage, stunning natural resources, tourism amenities, small town feel, and quality of life give it a distinct sensibility. However, there is limited access to much of its rich amenities for local residents. There are relatively few areas with walkable, accessible, small-scale retail or dining establishments. There are gaps in bike & pedestrian networks to make it easy for residents to maximize their proximity to such attractive resources. Investing in these resources is not only a direct investment in what people want; it will also make the community more competitive for attracting businesses who offer higher-wages and are looking for a place that will keep their people happy and productive.

“Businesses looking to attract and retain the best employees need to make strategic decisions not just about who they hire, but where. That means setting up operations in cities and towns where top talent in a particular industry is most likely to want to live, work and play.”

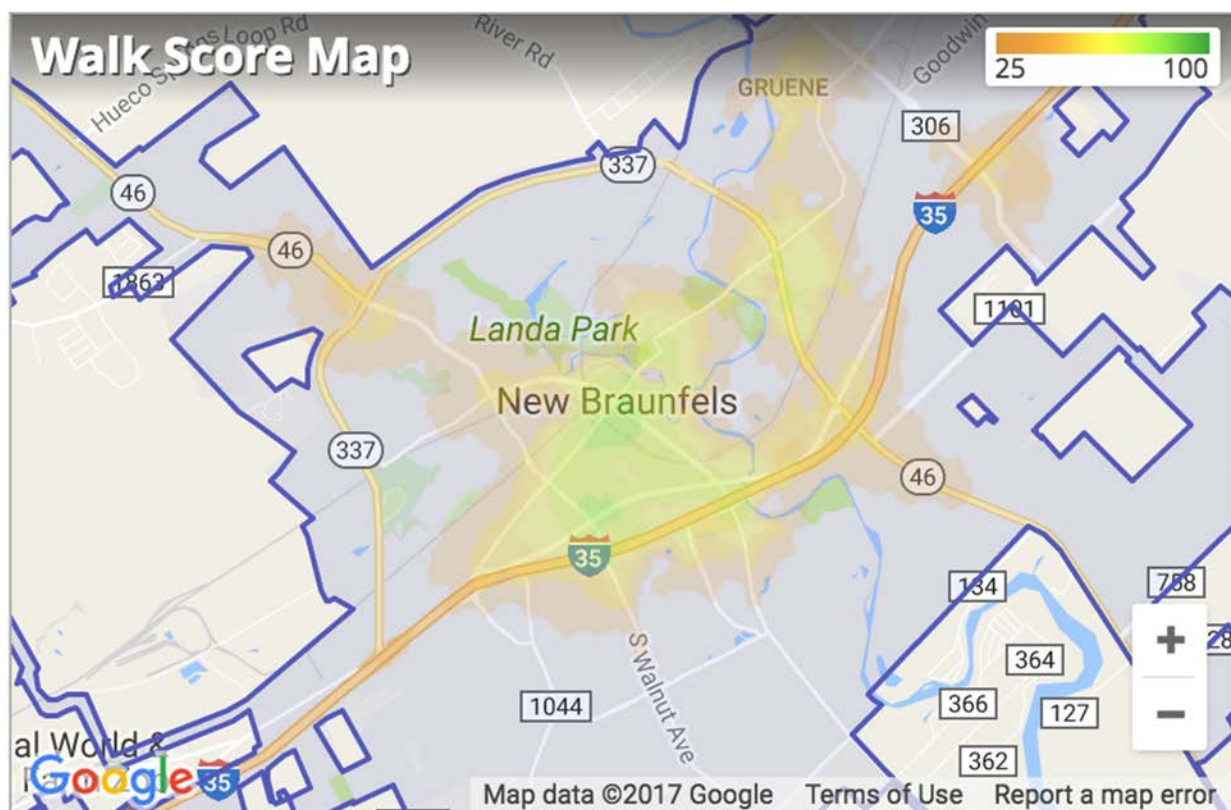
--CBREVoice, Forbes.com, Nov 2016

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<sup>4</sup> Source: Urban Land Institute Community Surveys (2013-2015); Blog.Walkscore.com (2009); CityLab (3/15/16); StrongTowns.org (7/6/16)

Throughout the strategic planning process frequent discussions related to the need to improve the pedestrian experience on the sidewalks and more walkable areas around the historic downtown. This is corroborated by a look at Walkscore.com, a database of neighborhood level analyses of walkability and related forms of mobility across a community, including the concentrations of retail, dining, parks, and multi-modal access (sidewalks, bike lanes, transit, etc). Below is a Walkscore heat map of New Braunfels; while the city has an overall walkscore of 22 (ranking it a “very car dependent city”), the downtown has a score of 74.

Graphic 3: Walkscore Heatmap of New Braunfels



Walk Score®	Description
90-100	<b>Walker's Paradise</b> Daily errands do not require a car.
70-89	<b>Very Walkable</b> Most errands can be accomplished on foot.
50-69	<b>Somewhat Walkable</b> Some errands can be accomplished on foot.
25-49	<b>Car-Dependent</b> Most errands require a car.
0-24	<b>Car-Dependent</b> Almost all errands require a car.



Source: Walkscore.com, January 2017.

Additionally, during interviews, casual spontaneous conversations with young residents, and a focused workshop with young adults and entrepreneurs, there was significant discussion on the need for more independent businesses across retail, food, bars and nightlife that caters to a range of audiences including local residents. The desire for more diversity was a key descriptor of much of these critiques. In addition, public transportation or increased paths and sidewalk connectivity for car-alternate evenings out were mentioned several times. Overall, field data gathered from interviewees indicated the following:

- Young people and young families are far more likely to leave New Braunfels to spend their money on food and entertainment. This is not enough to push them to leave, but they would rather spend their money locally.
- There is a great desire more social activities for locals to mingle, network, and become active in planning and implementing projects or businesses that are not focused around tourism destinations or in chain retail corridors. They have many ideas but little awareness of resources or steps to implement.
- While historic or culturally significant small businesses are interesting and a source of local pride, there is not a diversity of options for arts, culture, cuisine, low- to high-budget entertainment, and transportation to what places exist.
- Many indicated a desire for more affordable, small scale residential living alternatives closer to walkable areas or downtown – specific home types mentioned include 1-2 bedroom lofts, townhomes, and “shotgun homes.”
- Bike connectivity and public transportation for locals were high on the list for creating more connections between residents and activity centers.
- There is a great need to understand the long-term fiscal impacts & viability of current development trends and the future land use map currently being designed for the city’s Comprehensive Plan.

### Objectives & Strategies

Objective: Improve the Quality of Place, recognizing that “place” matters to a very mobile workforce.

Strategy (1): Continue to look for urbanization opportunities in Downtown by convening partners across the development community, banks & lenders, young adults, entrepreneurship, investors, and employer recruitment.

Strategy (2): Plan (Jan 2018) and implement (2022) a redevelopment strategy for the Historic Milltown area of town.

Strategy (3): Plan (Jan 2018) and implement (2022) a redevelopment strategy for the Westside area of town.

Strategy (4): Leverage connectivity and place-making opportunities in emerging mixed use communities identified in this plan and the 2017/18 Comprehensive Plan. Create specific, tangible goals and recommendations across economic & community development institutions that directly impact infrastructure, transportation and future land use planning.

Strategy (5): Improve connectivity to key areas of town via a strategically implemented bicycle and pedestrian mobility plan with an assigned fund for implementation.

### Metrics for Quality of Place

- Measure the average “house to grocery store” distance (or other retail amenity) throughout the City. Use this as a baseline number, and then create a “walkable” goal to achieve for every neighborhood. This should lead to land use policy regarding stimulating of infill development in certain areas of New Braunfels who may be, for example, in a food desert.
- Analyze bicycle and walkable habits of residents and visitors to help guide any new bikeline/connectivity project in New Braunfels. Conduct several surveys to gauge seasonal interests and issues and gather key insight into larger tourism markets. This will provide insight into the best locations to stimulate the most bikability and walkability.
- Redevelopment strategy for at least 2 nodes or urbanization areas of New Braunfels completed by February 2017.



- Conduct baseline analyses for redevelopment areas that are identified in the Comprehensive Plan. Analyze the existing tax base contribution, existing residential base, asset map items such as schools and public facilities, and key job and retail markets. .
- Use walkscore as an evaluation metric<sup>5</sup> to increase the city's score from 22 to 50 by 2022 targeted expansions in high score areas (current high score of Downtown is a 74).
- Increase Housing density and Jobs density in target zones & Downtown by 5% annually.

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<sup>5</sup> Data tools for planning efforts available at <https://www.walkscore.com/professional/research.php>

## VI. Entrepreneurship

Goal: Strengthen the existing entrepreneurship resources with investments across the entrepreneurial ecosystem that will increase local investment capacity, local funding sources, and marketing efforts.

### Relevant Findings

Small business growth and Entrepreneurship became one of the core areas of focus for New Braunfels during the last Economic Development Strategy. Economic Development leaders sought to create a Center for Entrepreneurship by creating partnerships with the Small Business Development Center (SBDC) and University of Texas – San Antonio (UTSA). The Center for Entrepreneurship was created and is now SPARK Small Business Center, and the SBDC is now a vendor of SPARK.

Much of the “heavy lifting” for entrepreneurship was completed during these first two years of implementing the 2012 strategy, including the creation of a three-phase plan for supporting small business and entrepreneurship, including: (1) shoring up base of operations by creating the partnerships and base resources (UTSA/SBDC/Staff/Data Analysis) (2) rebranding & enhance marketing which is in its final stages with a new website and a new building, and (3) have local dollars chase local opportunities. Phases 1 and 2 are nearly complete, so the strategy should now focus on the third phase.

Before delving into strategies for Phase 3, it is important to understand that currently there is not a strong culture for entrepreneurship in New Braunfels. Great, visible examples of new ventures exist, such as in the tourism industry, but not a real culture of innovation or encouraging the start of something new, better and different at whatever scale or size of business. There is also a perception that new developments, firms or innovations are stymied by a culture of conservatism and maintaining a status quo. This perception can be overcome but the important thing is to start somewhere and build on even small existing resources. For example, Houston's tech-focused START cowork space is growing a startup culture by teaching its in-house entrepreneurs to leverage local industries that have lagged behind in interactions with outside startup communities such as Oil & Gas, Logistics, and Healthcare; however, conference space rentals, pitch nights and events are also open to startups and supporters across Food & Beverage service, music, entertainment and culture.



According to those interviewed as part of this project, there is a relatively high population of high net worth individuals, or accredited investors, in NB but most of them continue to invest in real estate. There is no local investor group, no meaningful pipeline to link entrepreneurs to investors, and no established programs to offer well-vetted opportunities for local investors to assess. SPARK is building infrastructure to do this but this needs to be a systematic and strongly-supported initiative. Creating a Local Angel Investor Network, with a moderate pool of risk capital, is necessary before a sophisticated, self-realizing Venture Capital Fund can exist. Such a Network can use SPARK/SBDC as a hub to organize and look at local investment opportunities.

There is insufficient space and limited infrastructure for entrepreneurs to gather, network, receive trainings and meet with local mentors & investors. New Braunfels IDC recently provided additional funding for some minor improvements to the SPARK building but it is woefully small and inadequate for NB's needs. The current 1400 sf space needs should be located in a between 5,000-10,000 square feet; spaces for startup companies to grow, source entrepreneurial talent and generate momentum. For New Braunfels, it could be a space where more traditional investors and business elite feel comfortable to stop in for programs, meet new entrepreneurs in casual and structured settings, or leverage the opportunity to telecommute from shared office space on an hourly or monthly basis. This is similar to an executive suites—cowork space hybrid, where large investor pitches, trainings and networking events can occur, with several small and a large conference rooms, and where mentorship between the VCs and the local startups can be facilitated. Such a space would work well within or near a unique, mixed-use corporate campus in line with recent trends to keep young talented workers inspired and offering outgoing executive populations more opportunities to pass on their leadership capacity to the emerging business & community leaders.

### Objectives & Strategies

Objective: Complete implementation of the Three-phase small business and entrepreneurship strategy to bridge the final links between local dollars to local opportunities.

Strategy (1): Set up the existing startup hub, SPARK and the partnership it represents, for success in an expanded space with smart design and a strategic location (preferably downtown, but potentially as part of a Veramendi Corporate Campus).

Strategy (2): Funding a sophisticated, user-focused program to increase networking, Angel Investor Fund creation, and mentoring programs for the Greater New Braunfels that pulls in entrepreneurs from a 30-mile radius. Austin and San Antonio investors should also be sought for their involvement and to create links to Venture funds.

Strategy (3): Create a benchmark survey and conduct ongoing needs assessment entrepreneurs in terms of their satisfaction of New Braunfels as a place to start a business.

## Metrics for Entrepreneurship

- 25% annual increase of participants at networking events, year over year starting with 1-event per month and targeting an initial benchmark of 20 attendees.
- Form an Angel Investor Capital Fund by January 2018.
- One annual pitch competition to venture fund at end of year one and growing to quarterly pitch events by 2022.  
Entrepreneurs Survey satisfaction levels indicate that 80% of participants rate New Braunfels as a great place to start a business.
- Creation of an entrepreneurs mentor program by January 2018.
- Formation of a new facility (>5,000 sf) for SPARK by December 2020.

## VII. Regional Transit

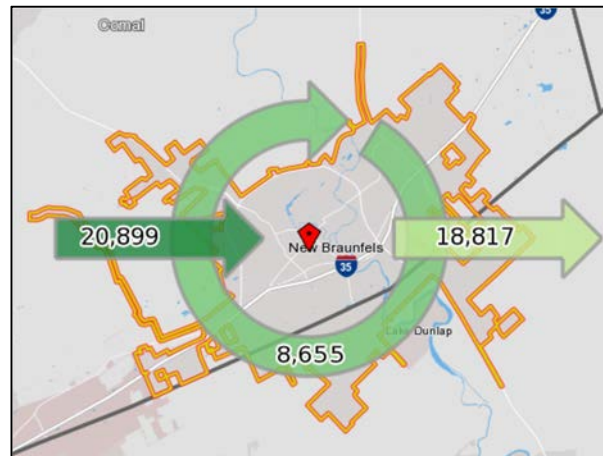
Goal: Create a car-alternative environment with transportation options implemented at the local, intercity, and regional level designed to connect, enhance and revitalize a strategic network of mixed-use districts, denser residential/commercial hubs, attractions, and unique districts.

### Relevant Findings

According to 2014 US Census job inflow/outflow data, 27,472 people had were employed in New Braunfels and 68.5% (18,817) of residents leave the city for work everyday. At the same time, 70.7% of the 29,554 local jobs are filled by people outside the community who commute into the city for work. This type of commuter pattern is not only disproportionately large for the population size, but it is also concentrated along very few corridors and results in clogged arterials. Although some additional and expanded highway infrastructure will be built in the coming years, ultimately congestion will return due to the limited land available for outward expansion, sensitive environmental resources, and the continued need to use available land to increase density and commercial uses for fiscal sustainability.

Figure 2: Inflow/Outflow

Job Counts in 2014



According to VIA's Long Range Comprehensive Transportation Plan, "Vision 2040" Northeast Transit Service Study (completed February 2016), the San Antonio-New Braunfels Metro area is expected to grow nearly 300,000 people by 2040, causing unacceptable congestion levels unless mitigated by public transit, rideshares, and other auto-alternative transportation modes are not pursued<sup>6</sup>. Given that most local jobs are filled by commuters and most New

<sup>6</sup> "VIA Vision 2040: Northeast Transit Service Study" by HNTB (Feb 2016)

Braunfels work outside the area, the greatest impact on congestion will come from reducing cars on the road by the commuting population.

Currently the community is connected to the VIA network through limited vans or demand-based service; however full service, fixed bus routes will be needed in as soon as the next three years. Based on projected local and regional employment and population growth, by 2020 New Braunfels will have sufficient demand to support 1 local and an intercity route linked to both Seguin and Schertz/Cibolo. By 2040, New Braunfels demand is projected to support 4 local fixed routes and 6 intercity routes between Seguin, Schertz and Cibolo. Additional demand will support growing from 2 to 5 regional routes connecting to employment centers & economic hubs such as the New Braunfels Municipal Airport, Fort Sam Houston and regional Medical Centers. Additionally, all routes are planned to connect via a commuter rail line linking Austin and San Antonio. Below is a graphic demonstrating the connected principal cities and routes of the Vision 2040 Plan.

Implementation for commuter transit solutions would be relatively distant, but VIA's resources and linkages to the region are critical to consider and pursue to address regional traffic flows and potentially damaging congestion. Without thoughtful, strategic land use and infrastructure planning, capital investment and operating funds will be wasted. Operating just one fixed local service route for a 9-12 mile distance will cost on average \$1.5 million per year, and intercity peak-level commuter service will cost \$922,000 for a 42-50 mile route, as per a connection from New Braunfels to Seguin.

There was great interest across every aspect of the community in local transit in the short term while also pursuing intercity and regional commuter-transit options. New Braunfels is a relatively small Mid-sized city<sup>7</sup> and is not exceptionally dense, however there are some strong existing and emerging hubs to begin conceptualizing a plan that starts locally and expands into the regional transit network. The objectives and strategies below are built on this "think global, act local" approach. Lastly, these efforts will enhance the chambers' efforts in attracting office and white-collar jobs.

#### Objectives & Strategies

Objective: Create a short and long-range alternative transportation plan based on targeted, proactive land use planning and multi-modal connectivity.

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<sup>7</sup> Defined as those with populations between 50,000-200,000.

Strategy (1): Leverage the current ongoing Comprehensive Planning Process to engage the public, identify appropriate city/county tools (land use, infrastructure, transportation plans), incorporate commercial/mixed-use opportunities, and align phased implementation.

Strategy (2): Engage stakeholders across public & private sectors, and target riders, both within and across the corridor (Ex: Schertz, Seguin, etc) to create a local & corridor transit plan with strategic links to a land use plan, multi-modal accessibility.

Strategy (3): Align marketing and business attraction efforts to attract ideal tenants from subsectors within target markets [see Box below]

Strategy (4): Within regional transit planning efforts, lead efforts to foment the identity and self-determination of communities within the I-35 corridor and their interdependence with economic centers of San Antonio and Austin.

#### Metrics for Regional Transportation

- By January 31, 2019, have a regional mobility plan for the New Braunfels – San Marcos-Schertz-San Antonio Region that focuses on connecting cities via a rural and regional mobility strategy, designated bike lanes for commuters, and other forms of smart commuting.
- By January 31, 2018, have a large Employers Summit for the New Braunfels region that focuses on regional transportation solutions.
- Creation of a fixed-local transportation line starting between tourism centers, major retail corridors (Ex: Creekside), and Downtown New Braunfels by 2020.
- 2 Fixed Intercity connections between targeted commuter centers by 2022.



Award-winning Mountain Express – Flagstaff, AZ

Population (2015): 70,320

Area:

<http://mountainline.az.gov/>

"Mountain Line is Flagstaff's award-winning public transit system, serving residents and visitors on eight routes throughout town and stopping at many of the area's biggest attractions. Don't hassle with parking and leave the driving to them on their fleet of primarily hybrid-electric buses. Visit the Mountain Line website for trip planning assistance and information on fares and passes."<sup>8</sup>



Bend Area Transit, operated by Cascade East Transit – Bend, OR

Population: 87,014

Area: 33.27

See: Bend Area Transit Plan (Completed 2013) Website at [BendOregon.gov](http://BendOregon.gov)

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<sup>8</sup> <http://www.flagstaffarizona.org/plan-your-trip/transportation/bus/>



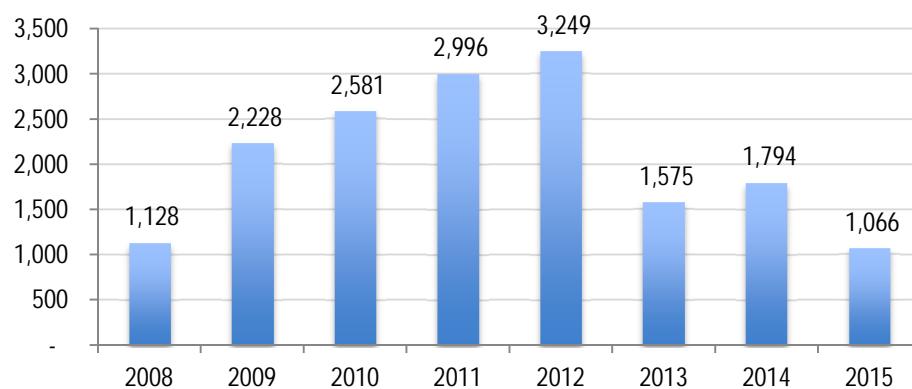
## VIII. Real Estate Development

Goal: Maintain fiscal responsibility and support growth through expanding and strategically marketing for new commercial/industrial development with a focus on Corporate Campus & Class A office space expansion in strategic or higher density mixed-use nodes.

### Relevant Findings

Commercial real estate investments over the past approximately 8 years have been largely focused within the retail and industrial markets. The following indicator demonstrates the amount of commercial investment the local economy is able to attract on a per capita basis.

Graphic 4: Commercial Real Estate Investment Per Capita



Source: New Braunfels EDC

Like many peer communities along the I-35 corridor, New Braunfels has successfully leveraged their strategic location to increase employment in Manufacturing and Warehousing, Transportation and Logistics sectors. The Industrial Development Board's previous five year plan (2010-2015) targeted adding 350,000 new sq ft into the market and far exceeded this target with the opening of the new, 96-acre Titan Industrial Park and the early capture of some key anchor tenants (namely, CGT). These efforts resulted in the adding 740,000 industrial sq ft—more than double their target objective.

Industrial real estate is projected to remain competitive as e-commerce and warehousing/logistics companies expand further into niche retail subsectors like personal shopping—or trunk-delivery—and food & grocery. Cushman &

Wakefield global chief economist, Kevin Thorpe also notes the projected impact of these innovations and autonomous vehicles to continue boosting the market for years to come<sup>9</sup>. New Braunfels should continue to leverage what strategically located industrial land it has and can be acquired privately or publicly along the I-35 corridor while it can; however, as community leaders have recognized, such land is limited and competition with other communities in the I-35 and I-10 corridors can push communities to consider the speed of absorption or quantity jobs above the quality of jobs and complementarity with the community's needs and assets. For example, industries with highly seasonal swings that align with seasonal swings in tourism could increase local economic volatility.

New Braunfels' strong demographics—high levels of educational attainment, available workforce, high incomes, high real estate values—as well as quality of life, natural resources and attractive housing market make it a competitive market for the construction of a Class A corporate campus development.

The Greater San Antonio-New Braunfels office market has witnessed strong absorption, falling vacancies, and steady rents for Class A & B office space since 2012 (CBRE, 2016). Submarkets in the northeast sector, areas inside the 1604 Loop metro lag behind other submarkets for existing gross square feet and new construction. In New Braunfels, vacancies exist at the low end of the market while top tier products are limited in size and quantity. Local inquiries and interest among potential Class A tenants indicate existing demand for plats of larger than 50,000 sf feet. With the San Antonio market rents overheating and vacancies low in primary job centers, New Braunfels can capitalize on the pull factors of lower rents, a higher population of Millennials, & rich natural and cultural amenities offered by the city and counties of the north-central metro.

"Downtown office markets have led this cycle, but experts are projecting a shift in performance to suburban markets [in 2017]... This growth is thanks in large part to the shift in suburban development that is catering to Millennials and young professionals' live/work/play preferences. As for downtown markets, vacancies are projected to increase by 30 bps to 10.9%.

"This may be a good year to take advantage of pricing dislocation in the suburbs," [Kevin] Thorpe, Cushman & Wakefield Global Economist told us.

"Suburban office is a growth story in the making and the fundamentals are improving more than most people realize."

-- CBREVoice, Jan 2017

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<sup>9</sup> "Office & Industrial Fundamentals to Remain Strong this Year, Cushman & Wakefield Reports (Jan 2017)  
<https://www.bisnow.com/national/news/office/office-industrial-real-estate-to-be-pretty-good-bet-for-investors-in-2017-69482>

Smart design, land use and product alignment should be considered heavily and in tandem with a standard recruitment process<sup>10</sup>. Just as modern economic development philosophy has shifted toward a talent-focused model, corporate office spaces are imparting the same place-making methods to site selection and spatial design as urban planners or life-style center developers. Walkability, bikability, accessible recreation, retail and entertainment and proximity to housing—quality of place amenities—are all part of a way for the businesses to build efficiency, creativity, and quality of life as talent attraction and retention tools built into their entire setting. Below the objectives & strategies section are some illustrative descriptions and marketing materials of modern corporate campus.

Figure 3: Box Relocates from Palo Alto to Suburban Transit-Adjacent Campus



Box decided to relocate to a new suburban campus in Redwood City next to a regional rail stop not only to escape the excessive rents of Silicon Valley. In fact, it was a labor-first decision. The move would bring their educated but young workforce nearer to a more affordable, livable community that could still offer a car-optional lifestyle. In addition, they recognized the economic and personal strain on their support staff—from administrators to janitors—who were dealing with the rent crisis that had reached the entire. Their lower wage workers were often forced to drive to their campus or spend hours on buses and trains to reach them. This reflects an ongoing trend in the office market, particularly for tech or software-as-a-service companies who need lower-rents and room for exponential growth.

--Source: SPUR.org, Reimagining the Corporate Campus

#### Objectives & Strategies

Objective: Continue to increase Commercial Real Estate investment with the addition of a diversified portfolio through boosting Class A Corporate Office space by at least 300,000 sf of net leasable space.

<sup>10</sup> <http://www.spur.org/publications/urbanist-article/2016-09-21/corporate-campus-local-history>; <http://www.spur.org/publications/urbanist-article/2016-09-21/rethinking-corporate-campus>

Strategy (1): Assess feasibility for a Class A Corporate Campus anchor tenant within current and projected commercial real estate opportunities with access to or potential for incorporating quality of place amenities.

Strategy (2): Leverage existing industry reports done for San Antonio, but further examine a few areas for New Braunfels that will provide in depth target industry analysis and identify white-collar recruitment opportunities within subsectors or strongly-linked service sectors.

Strategy (3): Be prepared with a refined marketing strategy to promote the existing local talent & labor pool but also relocation assistance and a “welcome-mat” strategy for assisting targets with rapid expansion and likely domestic or international recruitment.

#### Metrics for Real Estate

- Complete feasibility for corporate campus by July 2017, which would include recommended next steps, immediate opportunities and examples of how other cities have stimulated similar projects.
- By December 2017, Complete industry analysis of regional companies who could move their headquarters to New Braunfels. This may include a labor-shed analysis for some of the major employers who may be on northside of San Antonio.
- By June 2018, launch (with local partners) a Real Estate Marketing Strategy to invest in New Braunfels for Industrial, Office and Retail. Identifiable areas from Redevelopment Strategy work and analysis from the Real Estate section will support the identifiable markets for growth.

#### Case Studies & Illustrative Examples

##### Pearl Brewery Redevelopment – San Antonio, Texas<sup>11</sup>



Images: (Above) Redeveloped Pearl Brewery/Full Goods Warehouse, 2013, via Inhabitat.com

Description: 26 acres, Northeast of Downtown San Antonio along the San Antonio River.

<sup>11</sup> <http://mjmmg.com/pearl-brewery-case-study/>

"Today, Pearl Brewery is a culinary and cultural destination set amid a tapestry of historic and contemporary structures, gardens, plazas, public pathways, open spaces and tree-lined streets." – MJM Managemnt Group Case Study

Emphasis on green design and high building standards; 350 residential units; office + retail; restaurants; Culinary Institute of America campus; open-air amphitheater, sculpture garden, cafes & open-air dining areas; balance of destination and neighborhood services tenants.

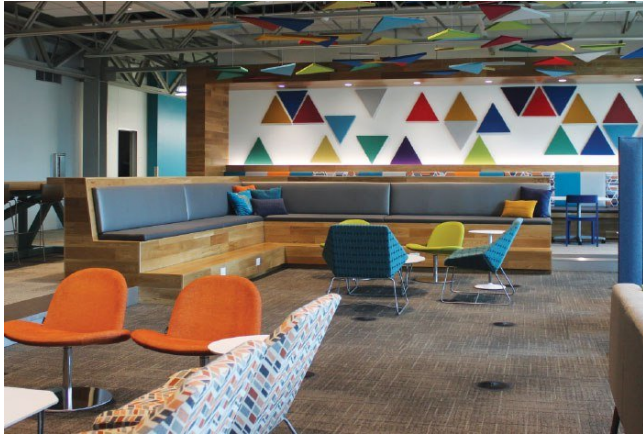
#### NXP & SolarWinds Shared Campus – South Austin, Texas<sup>12</sup>

"Andrew Smith, senior vice president of developer Lincoln Property Co., said he has seen the types of amenities incorporated into the design of office properties change dramatically in the past 30 years as businesses have changed to become "employee-centric,"

"NXP Semiconductors N.V. can hold meetings with colleagues at its expansive outdoor courtyard, practice yoga and join groups in the fitness center, then have lunch at its multi-option food court. [Nearby] information technology management company SolarWinds offers catered lunch twice a week from local vendors in a cafeteria with a gaming area. Kitchens throughout the building provide free drinks. Open space as well as casual meeting rooms decorated with murals of local sights and attractions are located on every floor...Office spaces in suburban areas include showers in designated restrooms because employees may ride their bicycles to work or during an exercise break, Smith said. With past experience in Dallas, Houston and New Orleans, showers as a standard amenity is unique to Austin..."

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<sup>12</sup> <https://communityimpact.com/austin/top-stories/2016/04/27/area-offices-offer-silicon-valley-inspired-amenities/>





Graphic 5: Advertisement of Vonage Campus—Holmsdel, NJ


## The Vonage Campus

Vonage's state-of-the-art corporate headquarters is located in Holmsdel, New Jersey, which is a stone's throw from the Jersey Shore and less than an hour from New York City.

- **Vonage Offices** Vonage maintains an open atmosphere that is conducive to communication, which is after all our business.
- **Décor** – Exciting, welcoming and comfortable.
- **Recreation Facilities** - Fitness facility with TV's at every cardio machine, basketball court, tennis court, baseball field and driving range. Don't forget our beautifully landscaped courtyard where employees go to relax, eat lunch or catch some sun.
- **Vonage Café** - Our café offers a variety of foods from our Grill, Salad Bar, Sandwich Bar, Brick-Oven Pizza and Specialty Station. The only thing better than fresh food is free fresh food. All full time Vonage employees receive a monthly \$100 credit towards any food purchased in the Vonage Café.
- **Break Rooms** - Cold drinks and snack machines are available throughout the building.

The company also has offices located in Atlanta, Chicago, Dallas-Fort Worth, Denver, Minneapolis, Phoenix, Salt Lake City, the United Kingdom and Israel.

[VIEW ALL JOBS](#)



## IX: Economic Overview

### Regional Context

New Braunfels is strategically located in the Central Texas region and is a city of regional significance, with a growing number of residents and jobs and an exceptional quality of life. Centered between Austin (the State Capital) and San Antonio (the home of the Alamo), each year “more than three million visitors come to explore the shopping and recreational activities steeped in German and Hispanic culture and heritage” (New Braunfels Economic Development Council, 2016). Comal County and New Braunfels are “ranked as the fifth fastest-growing county and second fastest-growing city in the nation [and] are experiencing an unprecedented growth rate—growing at an average of 4-5 percent per year, or a 58 percent increase in the last decade.” (New Braunfels Economic Development Council, 2016).

Located 30 miles from San Antonio and 45 miles from downtown Austin, New Braunfels is easily accessible by Interstate Highway 35. Loop 337 circles the town’s center and connects Interstate 35 at the north and south of town. Conveniently located within a four-hour drive of larger cities such as Houston, Corpus Christi, Fort Worth and Dallas, New Braunfels is also just a three-hour flight to international trade centers in Mexico, Central and South America. New Braunfels is an increasingly popular place for residents, businesses and employers.

### Recent Initiatives & Other Emerging Opportunities

There have been several planning initiatives in the last ten years that have recognized New Braunfels’ growth. These initiatives have led, in part, to the shape and built forms of New Braunfels today, and that will continue to shape the city’s future through 2030. The city’s amenities and proximity and key roadways solidify its standing as a growing center between Austin and San Antonio.

### Transportation

New Braunfels is accessible by Interstate Highway 35 and by Greyhound bus, which provides seven northbound and six southbound routes daily. (New Braunfels Economic Development Council, 2016) The City of New Braunfels 2012 Regional Transportation Plan was coordinated with the City of Seguin, the counties of Comal and Guadalupe, the Texas Department of Transportation and the Alamo Area Metropolitan Planning Organization. Though the Lone Star Rail District project was exploring possibilities for an intercity passenger rail service (LSTAR), the project’s environmental clearance process has been temporarily suspended (Lone Star Rail District, 2017).



Beginning in 2016, New Braunfels' EDF hired Angelou Economics to study the construction costs and economic impacts if a 30 mile "Southern Connector" between Interstate 35 and State Highway 130<sup>13</sup>. The economic impacts of the Southern Connector—including from job creation, increased productivity, savings from reduced congestion, reduced commute times, tax revenues, etc— of this project are in the billions of dollars. Although the study indicates that the Connector will only delay and not prevent inevitable regional congestion, such an investment will still improve regional mobility in the short- to medium-term and provide an additional strategic investment for industry and labor mobility.

In addition, delaying oncoming congestion by several years will provide a useful buffer of time and access new financial resources for studying and investing in other strategic, long-term transportation investments to increase economic competitiveness in attracting primary employers. One such opportunity is to access an industrial rail connection via the existing spur at the Texas General Land Office site along Interstate 35 in the northeast sector of Greater New Braunfels. Access to a spur would greatly increase New Braunfels business attraction efforts, as many industrial, warehousing, and logistics firms require a rail connection as a minimum standard for relocation. Economic development leaders in New Braunfels should continue to study this emerging opportunity and be prepared to be opportunistic and aggressive in pursuing it as such opportunities arise.

### Community Growth

In 2013, the Alamo Area Metropolitan Planning Organization Mobility 2040 Plan identified New Braunfels as one of 34 activity centers in the region in which future transportation investments will support growth. Within New Braunfels itself, three sub-regional attractions—New Braunfels Center, New Braunfels Retail and Schlitterbahn Water Park—were also noted as areas needing interconnectivity to other cities by highway and public transportation.

As New Braunfels continues to grow, it will densify, creating new centers of activity. It will also become more urban in its form. It is an imperative that economic development opportunities are identified and investments are aligned with a thoughtful approach to land use, transportation and infrastructure plans. Concerning upcoming trends in the future, more urban development can be seen in New Braunfels' planned 2400-acre mixed-use Veramendi community, the development agreement for which was finalized in 2015. This project, once completed, will add 5,000 new dwellings, 480 acres of parkland, and a new elementary school to the community. "Even more development is coming, as work begins on Veramendi, with housing and retail planned, just outside New Braunfels' northwestern city limits. Over the next 25 years, more than 12,000 to 15,000 people could move into Veramendi, essentially the equivalent of adding another town on top of New Braunfels." (The Dallas Morning News, 2016) This is just one example of a recent effort but there are numerous initiatives taking place to harness new opportunities brought about by growth in the county and city.

Environment: New Braunfels' Parks and Recreation Master Plan represents the vision for the parks system over the next 10 years. In 2012, the Edwards Aquifer Recovery Implementation Program (EARIP) developed a Habitat Conservation Plan (HCP) for the

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<sup>13</sup> InNewBraunfels.com (September 2016) <<https://innewbraunfels.com/chamber/2016/09/12/traffic-congestion-south-central-texas-seeks-solutions/>>

protection of the endangered species in the Comal and San Marcos springs and Rivers. This plan recommends a slew of habitat protection and flow protection projects, including the removal of non-native vegetation, restoration of native habitat, and limited channel modification in both the Comal and San Marcos Rivers. The Edwards Aquifer Recovery Implementation Program also addresses water conservation from the Edwards Aquifer for the five-county aquifer region.

In 2014, New Braunfels established a Stormwater Management Program, which details New Braunfels' approach to protecting water quality. In addition to identifying the best management practices necessary to reduce the discharge of pollutants into its waters, the Program also provides an implementation schedule. Many of these concepts—preserving native habitats, enhancing water quality and restoring riparian ecologies—will be on display at the Headwaters at the Comal environmental education center, located at a former New Braunfels Utilities site.

### Economy

In 2012, New Braunfels completed an award-winning Economic Development Strategic Plan which explored the community's success and goals across topics such as: real estate development; entrepreneurship and small business development; tourism, cultural and recreational development; and workforce development. This Plan is an update to the 2012 plan. In addition, City Council approved the Downtown Implementation Plan in 2010, which serves as a roadmap for the City, development community, and stakeholders to spur economic development and direct public revitalization projects in Downtown New Braunfels. The City is also completing a redevelopment plan for the former City Hall facilities to add a significant amount of hotel rooms near the historic downtown. Implementing the Downtown Plan and downtown urbanization near the new hotel facility present strong opportunities to achieve economic development objectives detailed in this Plan.

Commercial real estate expansion efforts of the last five years were primarily focused on retail, healthcare and industrial growth along the Interstate 35 corridor which is likely to continue given population trends and remaining developable commercial lands. The growth of retail can be attributed to new developments such as Westpointe Village, Town Center at Creekside, Village at Creekside and various others. Together these developments alone will have over 3.5 million square feet of retail space at full build-out. Retail growth will continue demonstrating strong growth due to local demographics and as indicated by the \$1 billion retail leakage for New Braunfels and Comal County<sup>14</sup>.

Additional commercial opportunities exist at the Veramendi development, New Braunfels Regional Airport and remaining pads at Titan Industrial Park. Veramendi will offer 480 acres of parks and open space and 380-acres of commercial space in a largely residential community, including a town center, office, retail, new schools and a higher education campus—making it a preeminent opportunity for an integrated liver-work-play community hub. In recent years, the New Braunfels Regional Airport has increased and renovated hangar space & aviation repair capacity<sup>15</sup>, extended the taxi land runway from 5,300 to 6,500 ft<sup>16</sup>, and is

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<sup>14</sup> 2015 Retail Gap Analysis, The Retail Coach (September 2015)

<sup>15</sup> <http://10-35economicalalliance.com/target-industries/>; [http://herald-zeitung.com/business/article\\_4871eee6-61c7-11e6-a5fd-a732e430c2ba.html](http://herald-zeitung.com/business/article_4871eee6-61c7-11e6-a5fd-a732e430c2ba.html)

<sup>16</sup> [http://seguingazette.com/news/article\\_d47ac81e-67cb-11e5-9505-a39e0064e2de.html](http://seguingazette.com/news/article_d47ac81e-67cb-11e5-9505-a39e0064e2de.html)

adding a new business access road connection toward Farm to Market 758. Investments have increased the Airport's self-sufficiency and are attracting increased interest from businesses. The 96-acre Titan Industrial Park will continue to focus on filling the approx. 720,000 sf of build-to-suit pad sites with nearly direct connections to Interstate 35<sup>17</sup>.

### Small Business Development

One major success of the 2012 Economic Development Strategic Plan's efforts to strengthen the pipeline to start and grow local businesses was the creation of the Hispanic Business Alliance (HBA)—a partnership between the New Braunfels Chamber of Commerce and the Comal County Hispanic Council. The first initiative of the program is to assist the City's minority and small business lending program, an idea born directly from the City's 2012 economic development strategic plan<sup>18</sup>. The board of directors and early membership base continue to demonstrate their excitement, ambition and vigor through proactive outreach and networking programs, including frequent mixers with strong and consistent attendance<sup>19</sup>. The HBA program and initiatives will not only assist in directly increasing funding for the small business community, but it also increases visibility of the community's cultural diversity which will encourage new diverse groups to engage in and enrich the economic development stakeholder network. The entrepreneurial culture within the Hispanic communities is well documented and the rate of new business ownership among Latinos/Hispanics far exceeds that of other demographic groups<sup>20</sup>, and given national and state demographics and growth projections foretell that by investing in Hispanic and Latino's education, access to capital and growth opportunities will directly impact overall growth in small business and entrepreneurship. Additionally, the efforts of the HBA provide a strong local model for scaling outreach and adding programs to reach more demographic groups or different tiers in the small business development arena.

### Recreation

In 2013, voters approved a \$15.7 million bond to fund a \$23.5 million Community Recreation Center at Landa Park<sup>21</sup>. The Industrial Development Corporation has committed \$5.8 million toward the facility, and additional \$2.2 million was provided by New Braunfels School District. Construction broke ground in October 2016. The funding and progress on the facility demonstrates the community's strong relationships and proactive collaboration across public and private institutions. The wealth of programs and activities to be hosted at the rec center will directly impact and improve local quality of life, youth development and community health & wellbeing. Economic development leadership should continue to support construction and programming budgetary needs of the facility, as its success directly impacts talent attraction efforts detailed in this report.

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<sup>17</sup> <http://3cb0o248woo330xjry6tpusb6.wpengine.netdna-cdn.com/business/wp-content/uploads/sites/11/2016/03/TIPNewBraunfels-MktgPkg-2016.pdf>

<sup>18</sup> <https://innewbraunfels.com/work/expand-a-business/microloan/hispanic-business-alliance/>

<sup>19</sup> <https://www.facebook.com/NBHispanicBusinessAlliance/>

<sup>20</sup> <http://www.cnn.com/2016/04/18/latinos-the-force-behind-small-business-growth-in-america.html>

<sup>21</sup> <http://www.nbtexas.org/1905/Community-Recreation-Center>; <http://radionb.com/news/local-news/article32238/new-community-recreation-center-design>

## Tourism & Hospitality

In 2010, the City completed a Downtown Implementation Plan with detailed findings and goals for a more urbanized, connected and vibrant mixed-use Downtown corridor. The plan is full of recommendations for parking, traffic management, bikability, pedestrian improvements, promotion, incentives, and governance & accountability. Many elements of the plan have been implemented; however, implementation has been inconsistent and there must be continued commitment to achieving these goals and putting funds behind those initiatives. The City is also implementing a promising redevelopment for the former City Hall property, which will bring a major hotel into the Downtown, a much-needed tool to increase pedestrian activity and bring more tourism dollars into the urban core.

## X: Economic Development Delivery System

### The City Government of New Braunfels, TX

The City staff works directly with the New Braunfels economic development stakeholders and has established a strong communication channel, through the development director staff position, to regularly inform the City Council of the economic development process as it unfolds, no matter the size and scope of the prospective deal. The City staff is required to assess the risk of each Type B investment to prepare and accurately inform the City Council before a vote is taken on any financial allocation. Specifically, the City staff is involved in all economic development negotiations and it performs return on investment (ROI) calculations to provide specific data points for the New Braunfels Industrial Development Corporation and City Council to cite when affirming the use of economic development funding mechanisms. Also, the New Braunfels Industrial Development Corporation has an Advisory Team composed of the Mayor, City Manager, Type B President, EDF Chairman, County Auditor and NBU CEO that is briefed monthly on all economic development activity by the Chamber President.

### Economic Development Finance Tools

The City's economic development financing tools include various tax abatements, Type B investments, tax increment reinvestment zones (TIRZ), Chapter 380/381 economic development agreements as well as grants and loans that can be provided to eligible prospects by the City Council and Commissioners Court.<sup>60</sup> The New Braunfels City Council reviews and votes to approve all tax abatement and Type B economic development outlays. The City also receives economic development funding through the State of Texas, including the following types:

- CDBG (e.g. housing rehabs, façade improvements, drainage)
- HOME funds (Texas Dept. of Housing and Community Affairs)
- FEMA (e.g. post-disaster funding)
- Homeland Security Grants

The City of New Braunfels's Type B Economic Development Corporation (i.e. New Braunfels Industrial Development Corporation or NBIDC) administers an estimated \$6 million in economic development investments per year. The NBIDC issues loans and

grants funded by the Type B sales tax to support business retention and expansion. The revenues from the Type B sales tax can be used to fund a wide variety of projects including land, buildings, equipment, facilities expenditures and improvements related to projects defined in Section 2 of the Act or found by the NBIDC to be required or suitable for use for other projects, including quality of life projects.

Each Type B investment is tailored for a company's needs and based on the number of jobs, amount of wages above the average county or industry wage and capital investment to the community. The Chamber and City staff work with each prospect to better understand their site and facility needs and workforce requirements to create jobs in New Braunfels. Then, an incentive package is organized with a blended package of economic development incentives/investments that leverage Type B funding.

A Tax Increment Reinvestment Zone (TIRZ), or "Tax Increment Financing" (TIF), is a tool that local governments can use to publicly finance needed structural improvements and enhance infrastructure within a defined area. New Braunfels has one established a TIRZ district in the city limits that covers the Town Center at Creekside development.<sup>61</sup>

The City of New Braunfels and Comal County also offer economic development incentives in accordance with Chapter 380/381 of the Texas Local Government Code. Grants and loans can be provided to eligible prospects by the City Council and Commissioners Court to promote development and diversification of the economy of the state, elimination of unemployment or underemployment in the state, and development and expansion of commerce in the state.<sup>62</sup> These have been employed most recently at the Westpointe Village development.

#### Census□Designated Urbanized Area

As a result of the 2010 Census, the City of New Braunfels achieved the census□designated urbanized areas threshold (i.e., UZA), with a population of 57,740. In 1962, the United States Congress passed legislation requiring MPOs for all census designated urbanized areas (UZAs) with populations greater than 50,000 to provide program funding for transportation projects at a regional level. This establishes region□wide plans developed through intergovernmental collaboration, rational analysis and consensus□based decision making.

#### Main Street Program

There is a Main Street Program that is supported by the City's Downtown Board. It is currently implementing a design and connectivity plan that is infrastructure□based. The plan was completed in 2009, and it provides a set of catalytic design and development actions and policies to strengthen market opportunities and enhance the look and feel of the downtown core to make it an attractive, vibrant, walkable, community□oriented district.

### The New Braunfels Chamber of Commerce

The Chamber of Commerce, under contract with Comal County, the Greater New Braunfels Economic Development Foundation (which is a private sector-funded, non-profit foundation), New Braunfels Utilities (NBU) and New Braunfels Industrial Development Corporation, provide the business recruitment and attraction services for economic development projects in New Braunfels. The 17-member Chamber staff is also responsible for tourism development and the New Braunfels Convention and Visitor's Bureau is housed inside the Chamber facilities. In addition to its staff members, the Chamber has a 24-member board of directors as well as a six-member executive committee. The Chamber is a part of TexasOne, which is a state program that facilitates visits to global cities to market Texas communities. The Chamber has also developed a social media marketing strategy that includes up-to-date information sharing as well as engagement through Facebook, Twitter, LinkedIn, SlideShare, Flickr, YouTube and ZoomProspector.

### New Braunfels Economic Development Corporation

The Chamber, City and Foundation are represented under the Economic Development Corporation or EDC<sup>22</sup>. The EDC brand, which is managed by the Chamber, serves as the single point of contact that offers corporate support for businesses looking to create new jobs—either by relocating new businesses or helping existing businesses expand in New Braunfels.

The EDC is staffed by four personnel, consisting of a Director of Economic Development, an Marketing and Research Director, an administrative assistant and the President and Executive Director of the Economic Development Foundation. The city sales tax corporation (NBIDC) expends supports salaries and benefits of all four positions (including insurance, benefits, taxes, etc.) which equates to approximately 3.3 percent of the NBIDC's annual revenues. Public funding for the EDC comes from the New Braunfels Industrial Development Corporation, New Braunfels Utilities (NBU) and Comal County. Private funding comes from entities including Goodwill, engineering firms, banks and the real estate, medical and manufacturing companies. Additionally, private funding comes from the Greater New Braunfels Economic Development Foundation (GNBEDF), a private foundation that partners with the EDC to pay a matching amount toward these professional services and staffing costs. The EDC was also built to help the Chamber market its services to specific clusters and the following industry targets:

- Aviation-Related Activities
- Healthcare and Related Medical Technologies
- Data Centers
- Logistics/Distribution
- Telecom/Information
- Specialty Food
- Automotive Suppliers
- Music Industry

### 10/35 Economic Development Alliance

Regionally, the Chamber has formal economic development partnerships with neighboring cities. The 10/35 Economic Development Alliance is a partnership between New Braunfels Economic Development Corporation and Seguin Economic

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<sup>22</sup> NB EDC, Feb 2017

Development Corporation with a primary goal to recruit and retain business and industry within the region. The Alliance focuses on the following clusters: Aviation, IT/Data Centers, Manufacturing, Specialty Foods and Warehouse/Distribution.

#### Small Business Development Center

The New Braunfels Industrial Development Corporation funded an initial phase of The Center for Entrepreneurship (TCE – Now SPARK) that initially created a culinary arts incubator. SPARK now utilizes the University of Texas at San Antonio's SBDC to operate a satellite office located in a downtown building offering a full range of services. They are currently raising funds and implementing improvements to a new 1,400 sf space and are seeking opportunities to expand further into a 5,000-10,000 sf space in order to launch a more comprehensive entrepreneurship effort with the establishment of a local angel investor fund, networking, and mentorship program.

Funding for the SBDC's services are provided by the New Braunfels Industrial Development Corporation in New Braunfels (66%) and the the Type A Board in the City of Seguin (33%). The Center for Entrepreneurship funds the SBDC operations through a Sponsored Program Agreement with the UTSA to rent and operate the SBDC Satellite Office. The Center of Entrepreneurship's Board currently acts in an advisory capacity to the SBDC and is exploring ways to further expand upon the SBDC's offerings and networks.

Appendix



# Envision New Braunfels Technical Report Highlights

Note: The following pages were drawn from the Technical Report to the New Braunfels Comprehensive Planning process. Highlights and tables were drawn from sections on Growth & Future Land Use [specifically sections on population demographics, household statistics, and current land use data], Economic Competitiveness, Tourism, and Transportation.

## Existing Conditions

New Braunfels is a part of a growing megalopolis from San Antonio to Austin. “Of the 15 fastest-growing cities in the U.S. from 2014 to 2015, four of them—Georgetown, first, New Braunfels, second, Frisco, fourth and Pflugerville, 11<sup>th</sup>--were in this region. (The Dallas Morning News 2016) New Braunfels’ affordable cost of living is 15 percent below the national average and made possible by low city, county and school district taxes. (New Braunfels Economic Development Council 2016)

### POPULATION PROFILE

In the last 20 to 30 years, the population of New Braunfels has grown by 158 percent. New Braunfels went from 27,334 residents in an incorporated area of 25.44 square miles in 1990 to more than 70,000 residents in 44 square miles in 2016. The community’s current population of 70,543 is 82 percent larger than just six years ago (57,740 as of census 2010). This equates to a population density, or people per square mile, of 1,603 for New Braunfels. By comparison, there are 2,007 people per square mile in San Marcos, 3,004 people per square mile in Austin and 3,188 people per mile in San Antonio, Texas (as of 2016).

Year	Population	Area (Square Miles)	People per Square Mile (Population Density)
2016	70,543	44.00	1,603
2010	57,740	29.25	1,974
2000	36,494	29.25	1,248
1990	27,334	25.44	1,074
Population Growth Source: New Braunfels EDC 2016 Economic Benchmarks Report			

Year	Population Projection
2031	96,538
2026	87,269
2021	78,158
Projected Population Growth Source: PROS Consulting City of New Braunfels Parks and Recreation Strategic Plan Key Findings, November 2016	

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2016 and 2021.

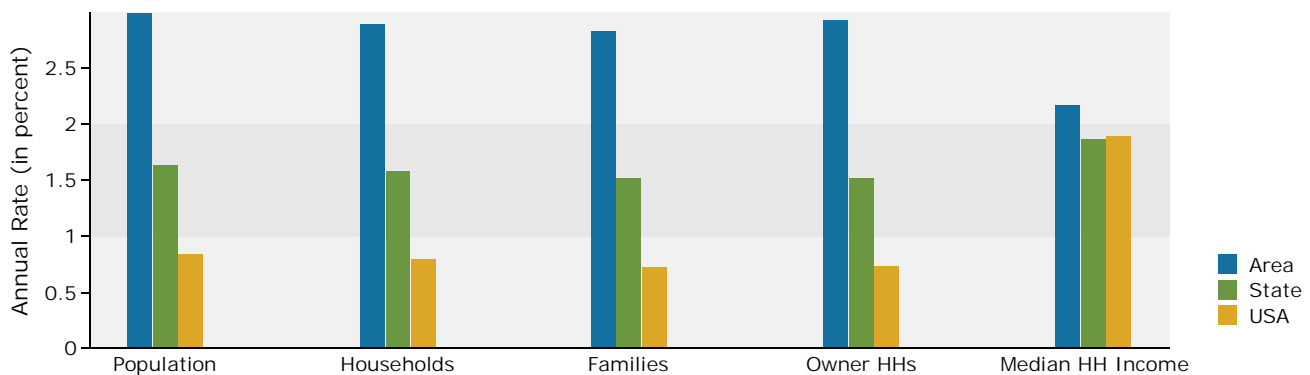
## Household Income

In 2016, the median household income for New Braunfels was \$59,055 with the average household earning \$74,758. Those numbers are indicative of an upper middle income community, with 3.4 percent exceeding \$200,000 of annual income. By 2021, New Braunfels median and average household incomes will increase by nearly \$6,000, a larger increase than the per capita income increase of only \$2,000.

	2016		2021	
Households by Income	Number	Percent	Number	Percent
<\$15,000	2,367	9.0%	2,661	8.8%
\$15,000 - \$24,999	2,131	8.1%	2,354	7.8%
\$25,000 - \$34,999	2,959	11.3%	3,726	12.4%
\$35,000 - \$49,999	3,307	12.6%	2,594	8.6%
\$50,000 - \$74,999	5,044	19.3%	5,278	17.5%
\$75,000 - \$99,999	4,174	16.0%	5,555	18.4%
\$100,000 - \$149,999	4,133	15.8%	5,382	17.8%
\$150,000 - \$199,999	1,163	4.4%	1,501	5.0%
\$200,000+	880	3.4%	1,116	3.7%
Median Household Income	\$59,055		\$65,737	
Average Household Income	\$74,758		\$80,756	
Per Capita Income	\$27,906		\$29,884	

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2016 and 2021.

Trends 2016-2021

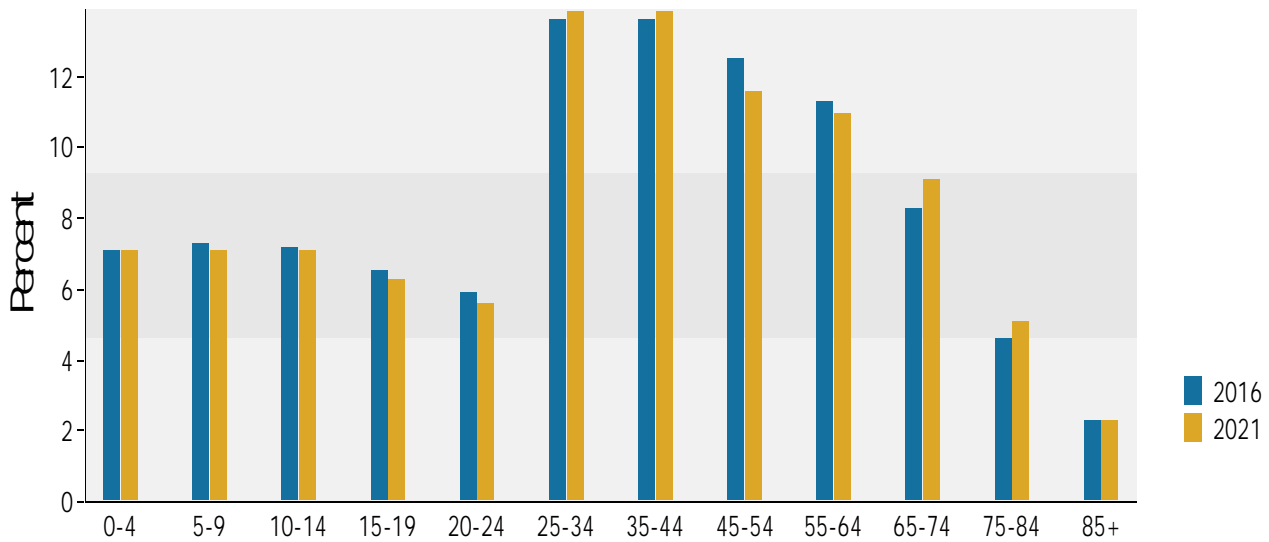


Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2016-2021.

## AGE DISTRIBUTION

The chart below illustrates estimated age trends in New Braunfels through 2021. The city population has a lower proportion of persons aged 15-24, and a growing number of middle aged people that are 25-44 years old. Seniors and empty nesters are expected to continue to comprise a large proportion of the population.

## Population by Age



Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2016 and 2021.

Summary	Census 2010	2016	2021	2016-2021 Change	2016-2021 Annual Rate
Population	57,744	71,869	83,274	11,405	2.99%
Households	21,261	26,157	30,167	4,010	2.89%
Median Age	35.6	36.8	37.0	0.2	0.11%
Median Male Age	34.3	35.6	35.8	0.2	0.11%
Median Female Age	36.9	38.1	38.3	0.2	0.10%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2016 and 2021.

## Ethnicity

New Braunfels' population includes many households of German, Hispanic and Anglo descendants. Today the population by race-ethnicity is 1.3 percent Asian, 2.6 percent Black or African-American, 84.3 percent Anglo, 0.8 percent American Indian, 0.1 percent Pacific Islander and 8.4 percent another race or ethnicity. 38 percent are of Hispanic origin (any race). This table indicates that in the future New Braunfels will become more diverse and multicultural, as growing percentages of individuals moving to the area will be of Hispanic, Asian, Black, or African-American or mixed race descent.

	Census 2010		2016		2021	
Race and Ethnicity	Number	Percent	Number	Percent	Number	Percent
White Alone	50,136	86.8%	60,564	84.3%	68,655	82.4%
Black Alone	1,081	1.9%	1,879	2.6%	2,789	3.3%
American Indian Alone	385	0.7%	541	0.8%	688	0.8%
Asian Alone	595	1.0%	904	1.3%	1,275	1.5%
Pacific Islander Alone	24	0.0%	42	0.1%	56	0.1%

Some Other Race Alone	4,212	7.3%	6,005	8.4%	7,326	8.8%
Two or More Races	1,311	2.3%	1,935	2.7%	2,486	3.0%
<b>Hispanic Origin (Any Race)</b>	<b>20,231</b>	<b>35.0%</b>	<b>27,328</b>	<b>38.0%</b>	<b>33,985</b>	<b>40.8%</b>

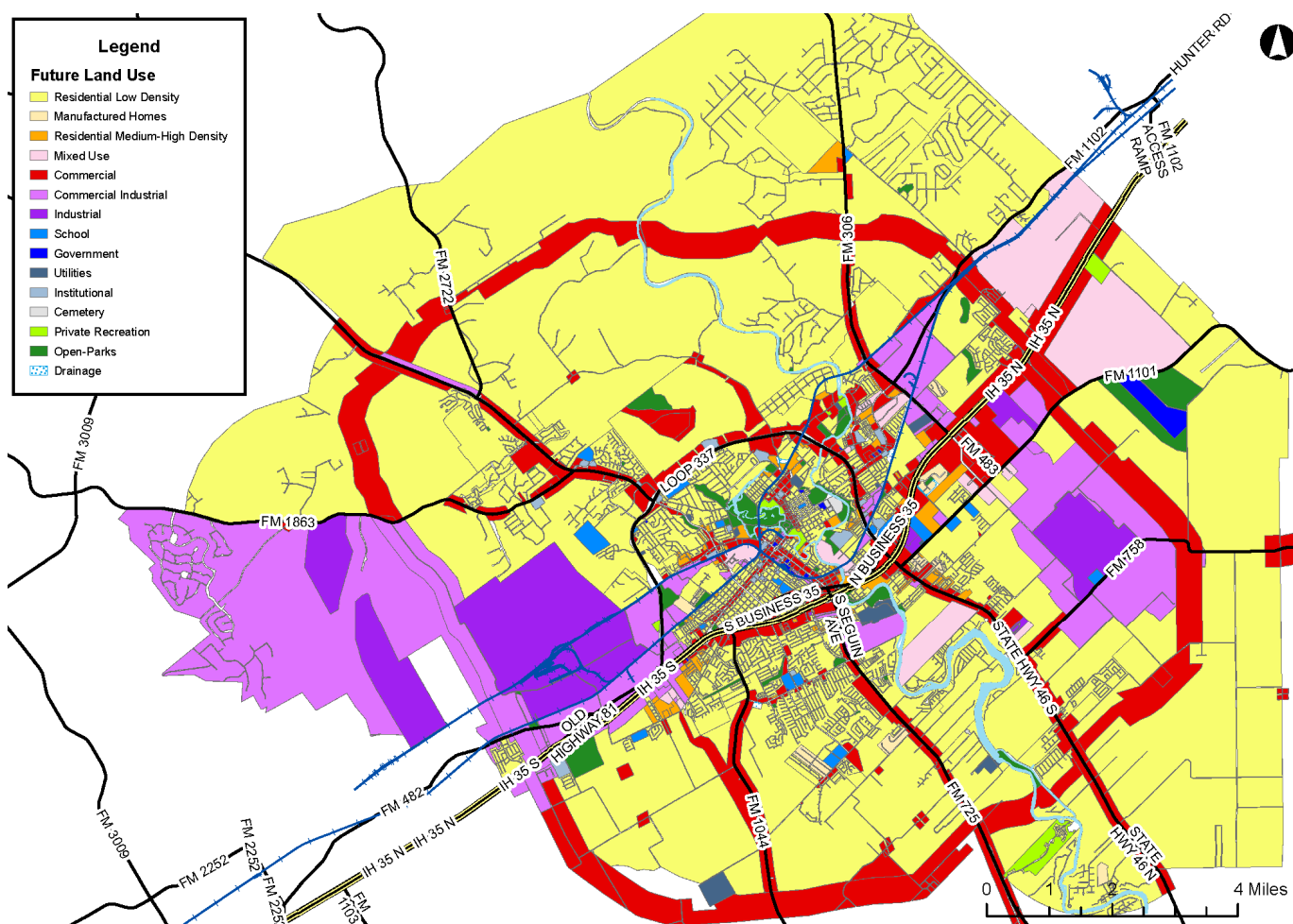
Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2016 and 2021.

## Land Uses

How land is used, how goods and services support daily life, and how residents travel around New Braunfels is central to quality of life in New Braunfels. Envision New Braunfels hopes to ensure quality of life for all residents, and to create equitable, healthy and attractive places for present and future generations. Envision New Braunfels aligns land uses with investments in transportation and other public infrastructure, and comprehensively considers the many related issues. How land is used does not happen in isolation from other topics important to the community, such as affordability, sense of community, health and environmental quality.

As the Future Land Use Map (2006) shows, residential low density, commercial and commercial industrial are the three dominant land uses in New Braunfels. Park land along waterways, together with open space, is integrated into residential and commercial spaces. Several mixed-use areas, such as Gruene, represent a moderate amount of New Braunfels current overall land use.

**Figure: Land Use (2006)**

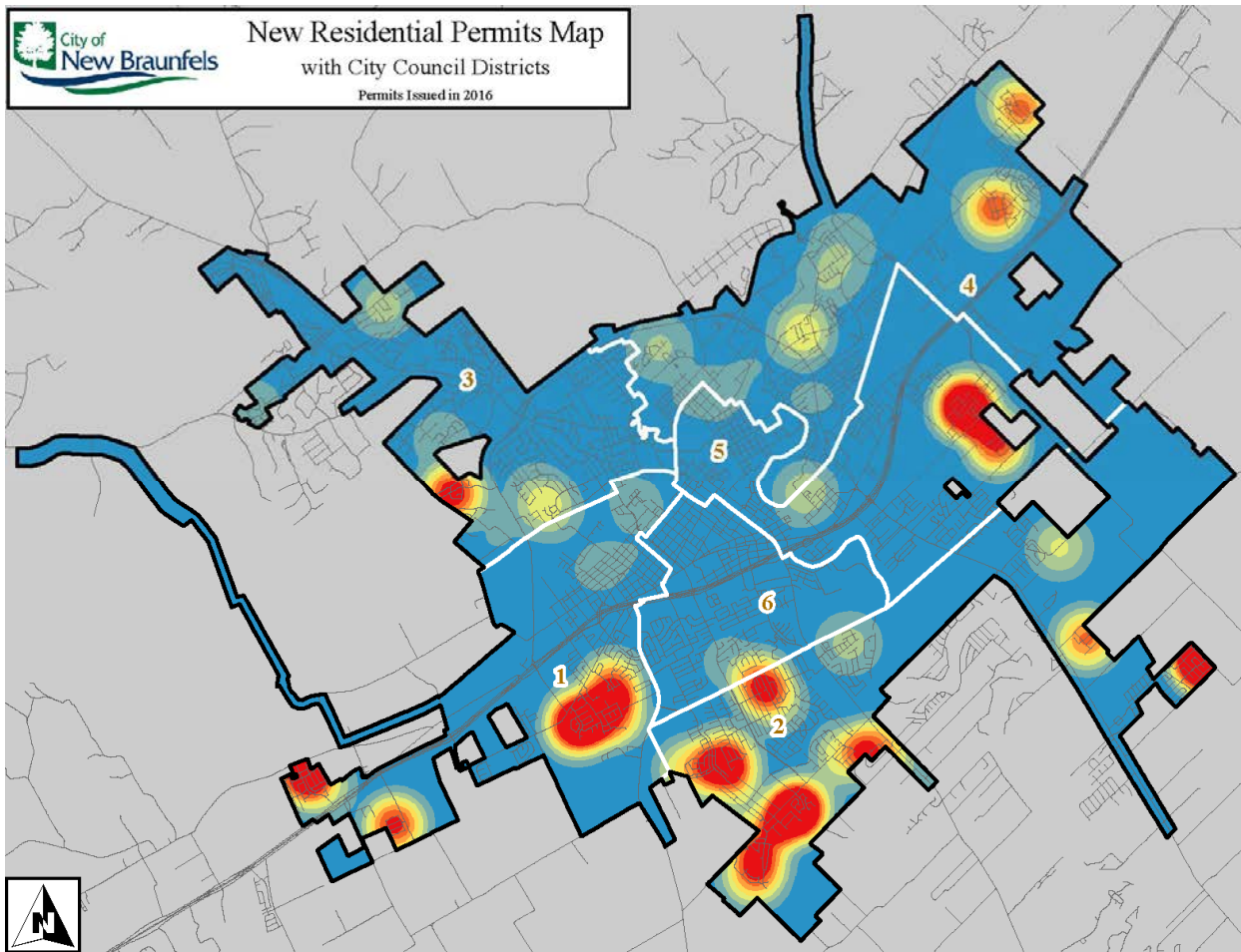


**Figure: Land Use (2006)**

Land Use	Acre	Percent
Central Business District	28	1%
Cemetery	41	0%
Commercial Industrial	3,575	2%
Commercial Resort	263	1%
Commercial	8,551	3%
Commercial General	6,384	17%
Commercial Neighborhood	280	3%
Commercial Office	330	3%
Commercial General	9	0%
Drainage	48	0%
Government	298	1%
Heavy Industrial	2	0%
Institutional	333	2%
Light Industrial	3,229	2%
Low Density Residential	3	0%
Manufactured Homes	473	1%
Mixed Use	5,058	2%
Open-Parks	1,499	3%
Park	36	0%
Private Recreation	353	0%
Quarry	4,433	0%
Residential High Density	520	2%
Residential Large Lot	36,378	6%
Residential Low Density	42,982	47%
Residential Medium Density	278	2%
Residential Low Density	18	0%
Resort Commercial	5	0%
School	511	1%
Utilities	325	1%
Grand Total	116,245	100%

## Residential Land Use

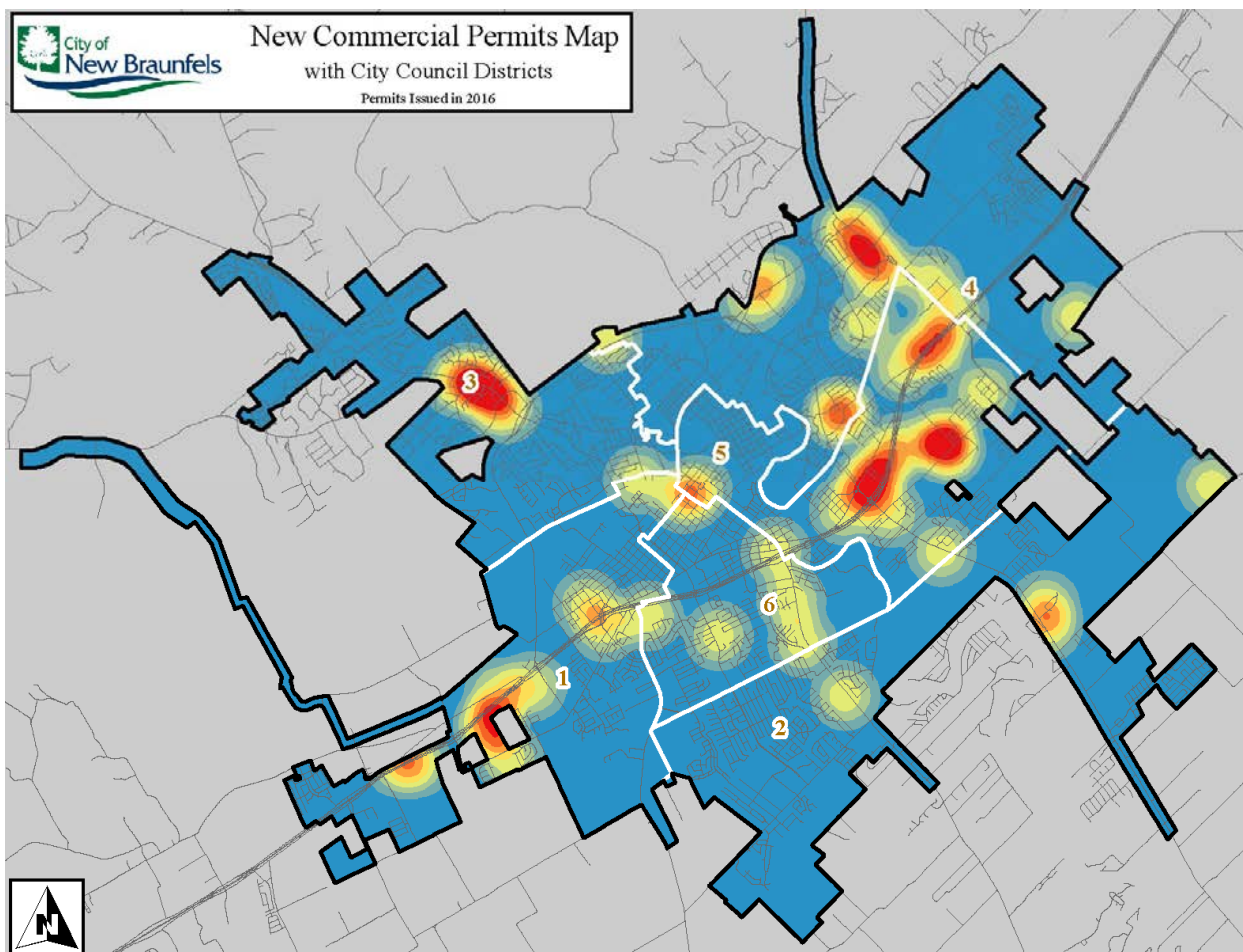
New Braunfels is primarily a residential community with a strong commercial and industrial base that emerged from the town's founding settlers. Types of neighborhoods vary, ranging from conventional subdivisions to gated communities and multifamily complexes. Elegant older homes, narrow shaded streets and beautiful yards often characterize more historic long-standing neighborhoods. Many homes are situated near the town's rivers and area lakes. Rural residential landscapes, with homes featuring larger lot acreage, are typically found along the outskirts of the city and extraterritorial jurisdiction, where large tracts of land are beginning to see infill development.



## Commercial Land use

Today commercial land uses, shopping, goods and services are clustered downtown and along Interstate Highway 35, Loop 337 and other key transportation corridors. Types of commercial land uses range from general commercial to neighborhood commercial. Diverse commercial uses employ workers in a variety of professions from aerospace, automotive, construction, engineering, finance, health care and manufacturing. In the last nine years, the workforce has increased 44 percent and new primary jobs doubled since 2003, averaging 982 primary jobs per year. (New Braunfels Economic Development Council 2016) Commercial developments provide important sales tax revenue to the city. More commercial land uses help to diversify the tax base and ease tax burdens on both existing and future residential homeowners. New commercial permits indicate that commercial businesses and developers are interested in areas along Interstate Highway 35, as well as emerging places for residents or visitors to shop and work along Walnut Avenue, FM 725 and FM 306.





## Economic Competitiveness

The following bulleted lists are summary or snapshot of Strengths & Opportunities identified by community dialogues and initial committee discussions.

### Existing Strengths & Opportunities

- Downtown New Braunfels
- Historic Gruene District
- New Braunfels Regional Airport & Industrial Park,
- CHRISTUS Santa Rosa Hospital, 600 N Union Ave; CHRISTUS Ambulatory Surgical Center; CHRISTUS Santa Rosa Emergency Center @ Creekside;
- Resolute Health Hospital, 555 Creekside Crossing --128 beds, 56 acres, I-35 access.
- UTSA Small Business Development Center & Center for Entrepreneurship, 940 W San Antonio St
- Alamo Colleges – Central Texas Technology Center, 2189 FM758 -- Set to double the size of their current facility (adding 30,000 sf to current 25,000 sf facility) to increase higher education and workforce training.
- Wayland Baptist University NB Campus, 1650 Independence Dr

### Emerging Opportunities

- Downtown Master Plan to redevelop former City Hall into Downtown Hotel & parking garage.
- Milltown Historic District & Faust Street Bridge

- One of the few areas with moderate to large land/existing buildings for redevelopment, ideally a walkable, mixed use opportunity zone for leveraging affordable housing funds & density bonus programs.
- Titan Industrial Park [\[Link 1\]](#)
  - 96 acres, I-35 access, large lots/dock facilities, Class A Industrial, Footprints between 50k-1M sf, Walmart Distribution Center (employs over 1000) nearby. Already captured major tenant (Canadian General Towers, auto industrial materials & supply) who purchased 28 acres for 240,000 sq ft facility and will invest \$50 million and employ 80+ FT workers by Jan 2018.
- Veramendi Development [\[Link\]](#):
  - Will improve EDC's ability to attract an anchor for Corporate Campus.
  - Future Howard Payne University Campus & New CHRISTUS Campus
  - "380 acres of non-residential uses including a town center, corporate campus, resort hotel, higher-ed campus and 2 elementary schools"
- Recreation Center will spur additional development activity in surrounding area.

#### Ongoing planning & implementation efforts:

- Economic Development Strategic Plan, New Braunfels Industrial Development Corporation, (2010-2015), Completed
- Economic Development Strategic Plan, New Braunfels Industrial Development Corporation, (2010-2015), Currently ongoing and to be completed & adopted February 2017.
- City of New Braunfels Downtown Implementation Plan (2010)

Economic competitiveness in the context of comprehensive planning refers to examining and strengthening the ability of New Braunfels to compete effectively and prosper in the regional, state, national and global economy. Understanding economic competitiveness involves an examination of New Braunfels' relative performance on core metrics that measure how the community satisfies the needs of job creators, such as unemployment, economic growth, job growth, access to a qualified workforce, K-12 and higher education, and the needs of people to fill those jobs, such incomes and wages, regional mobility, housing, health care, accessible recreation and entertainment. For sustainable economic growth, communities must invest on both sides of the equation New Braunfels is highly competitive in its ability to satisfy the needs of business and industry; however regional and local growth have precipitated challenges on the people-side of the equation: namely, in offering affordable housing, regional mobility, and accessible recreation and entertainment to all residents. Businesses understand that without a strong people-focused strategy, the talent and skilled labor pool can and will eventually be compromised.

The Economic Competitiveness Plan Element Advisory Group works to establish a coordinated approach to economic development. Their goal is to ensure the community is well positioned to attract workers and businesses, and to retain and sustain existing businesses.

#### Industry Growth

New Braunfels' economic development entities (including Industrial Development Corporation, Economic Development Foundation, Chamber of Commerce, City of New Braunfels Economic Development Manager and the New Braunfels Downtown Association) work together to create sustainable economic growth through quality job growth, diversifying the tax base, and diversifying & expanding the community's portfolio of employers.



Businesses grow by having access to resources in their regional vicinity—like natural resources, unique infrastructure, access to suppliers or consumers, or a talent pool with specialized training & education. Strong industry subsectors tend to grow in clusters of complementary, competitive, or cooperative businesses and associations leveraging their unique resources<sup>23</sup>. The US Economic Development Administration defines a cluster as a regional concentration of related industries in a particular location. Understanding the regions assets and historic growth trends provide insights into how to formulate a targeted approach to cultivating growth in a regional context.

New Braunfels is part of the San Antonio-New Braunfels metropolitan area, as defined by the US Census Bureau. The metro spans across the following counties: Atascosa County, Bandera County, Bexar County, Comal County, Guadalupe County, Kendall County, Medina County and Wilson County. According to the US Census, in 2015 the metro ranked 25<sup>th</sup> in the nation by population (2,384,075), and 1<sup>st</sup> in the nation in terms of economic growth according to the US Department of Commerce.

New Braunfels is also located adjacent to the Austin—Round Rock—San Marcos metropolitan area, the 33<sup>rd</sup> largest metro with a population of just over 2 million and the 2<sup>nd</sup> fastest growing economy (US Census, US Department of Commerce).

The New Braunfels economy is built on a foundation of primary industry sectors that create output which exceeds what the local economy can absorb, thereby growing the economy. New Braunfels' primary sectors include: Tourism and Hospitality; Manufacturing; Health care; and Logistics. Efforts to grow primary jobs are focused around a list of target industries (specific business categories within each primary sector) which are industries that are strategically aligned with regional economic development efforts and with community's unique advantages and specific objectives.

New Braunfels Target Industries
Music Industry
Healthcare and Medical Technologies
Specialty Foods
Data Centers
Logistics and Distribution
Telecommunications and Information
Aviation Suppliers

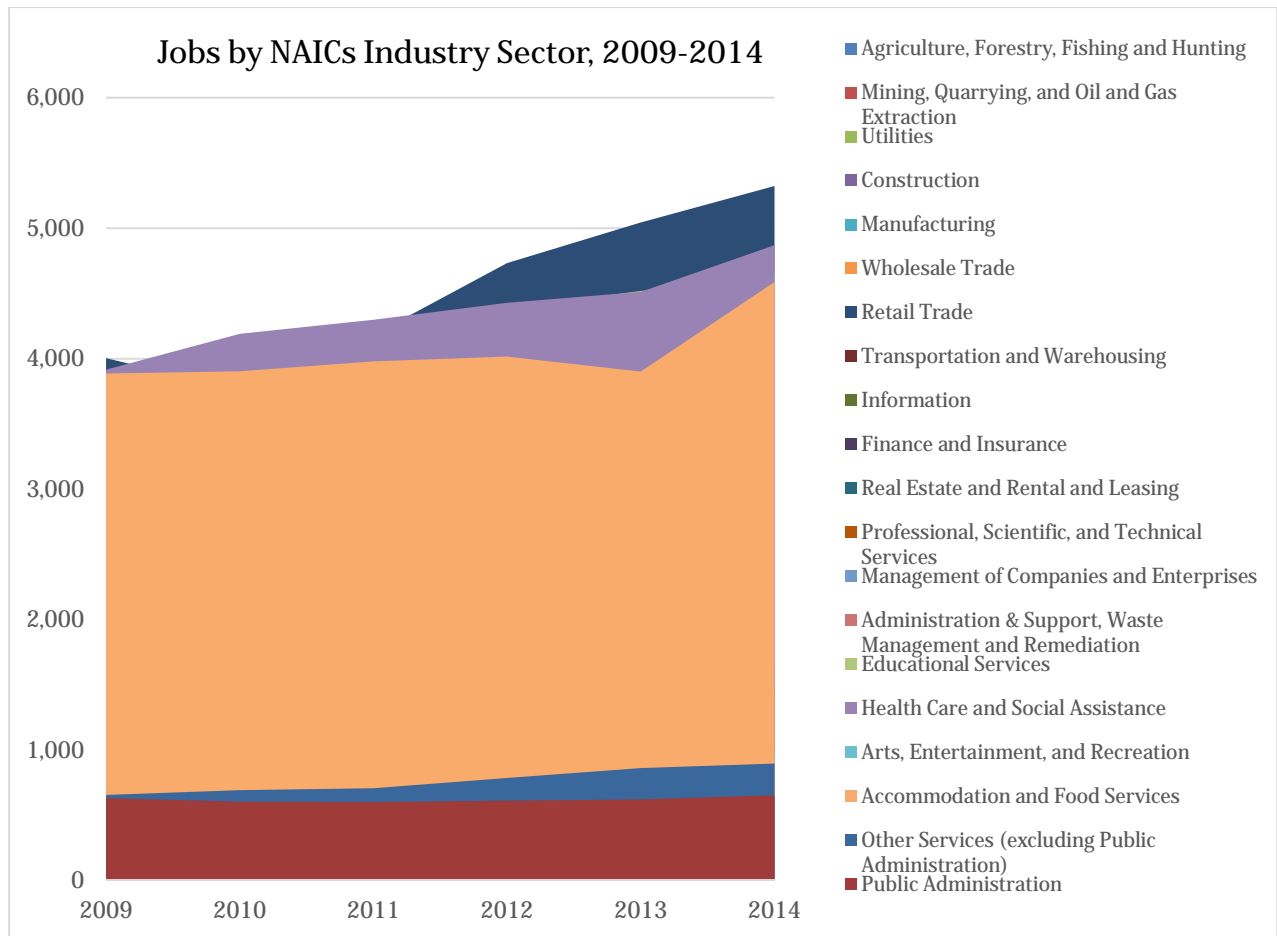
The table to the right lists New Braunfels' current target industries.

The Chamber of Commerce, Industrial Development Corporation, and the City work together to promote the growth of these industries through marketing, business attraction & expansion, providing necessary infrastructure for their continued growth, and coordinating workforce development programs across the K-20 educational pipeline. These entities have leveraged a range of tools depending on

Trending Growth Sectors:

- Retail: 111 percent growth in retail sales tax collections since 2003; 200,000 more sq. ft. coming online; primarily focused in the Creekside Development area off the Interstate Highway 35 corridor.
- Healthcare: Creekside also added Resolute Health Hospital, CHRISTUS Santa Rosa Campuses, medical/professional office as well as accessible, proximate senior and assisted living housing units.

<sup>23</sup> International Economic Development Council: Economic Development Reference Guide, Regional Clusters sections, 2016



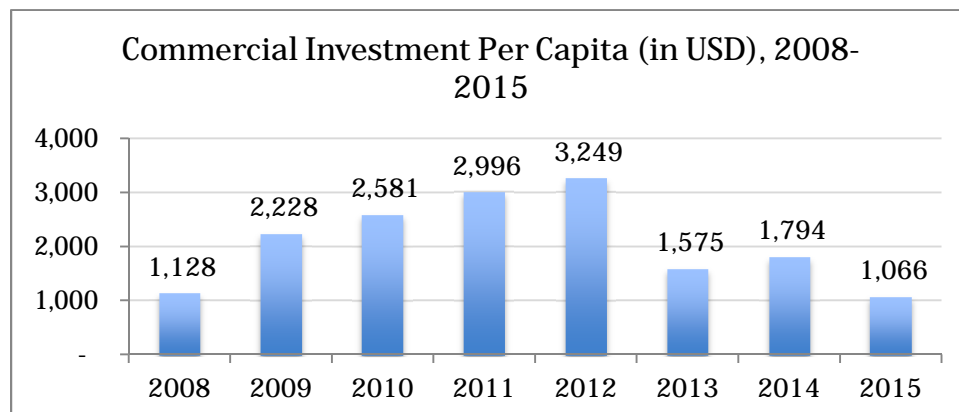
Local Jobs by NAICS Industry Sector, 2009-2014							
	2009	2010	2011	2012	2013	2014	% +/-*
Agriculture, Forestry, Fishing and Hunting	7	5	0	19	12	10	8.57%
Mining, Quarrying, and Oil and Gas Extraction	26	136	28	27	37	47	16.15%
Utilities	298	333	243	235	247	238	-4.03%
Construction	1,108	988	861	1,015	1,265	1,655	9.87%
Manufacturing	1,754	1,584	1,685	1,558	1,447	1,539	-2.45%
Wholesale Trade	2,077	2,247	2,396	2,420	1,361	879	-11.54%
Retail Trade	4,003	3,759	4,182	4,733	5,043	5,324	6.60%
Transportation and Warehousing	1,377	1,220	1,256	1,355	1,351	1,435	0.84%
Information	202	164	192	216	203	200	-0.20%
Finance and Insurance	493	716	657	677	568	588	3.85%
Real Estate and Rental and Leasing	385	349	334	339	323	398	0.68%
Professional, Scientific and Technical Services	535	560	623	721	789	838	11.33%
Management of Companies and Enterprises	387	401	501	473	556	618	11.94%
Administration and Support, Waste Management and Remed...	536	669	738	663	847	978	16.49%
Educational Services	1,505	1,465	1,534	4,385	4,520	4,644	41.71%
Health Care and Social Assistance	3,915	4,189	4,298	4,429	4,512	4,871	4.88%
Arts, Entertainment and Recreation	700	743	886	872	875	1,010	8.86%
Accommodation and Food Services	3,886	3,902	3,980	4,016	3,901	4,588	3.61%
Other Services (excluding Public Administration)	654	690	705	785	860	895	7.37%

Public Administration	631	604	600	610	621	653	0.70%
*Average Annual % Change, 2009-2014							

Source: U.S. Census On the Map, 2015 5-Year Estimates

## Commercial Development

Commercial real estate investments over the past approximately eight years has been focused within the retail and industrial market. The following indicator demonstrates the amount of commercial investment the local economy is able to attract on a per capita basis.



Source: New Braunfels EDC

**Industrial Growth:** Industrial Growth: New Braunfels is located directly along the Interstate Highway 35 corridor (referred to as “the corridor” below) the primary auto, commuter and distribution fleet connection between the two fastest growing metro regions in the country (San Antonio and Austin) and the most expedient distribution connection to other networks and connections to major population centers stretching from Mexico to Canada. The Central Texas region’s growing incomes, population, and competitive set of economic development tools—from direct incentives to a flexible local taxing toolbox—has long attracted businesses who require a robust supply chain of goods. Growth in manufacturing, retail, ecommerce, and material processing have driven a boom in industrial real estate & services growth along the Interstate 35 corridor.

Like many peer communities along the corridor, New Braunfels has focused economic development efforts on leveraging their location along the I-35 corridor<sup>24</sup>. It assists the community’s efforts to increase, diversify the property tax base and diversify the economic strengths of the community. The Industrial Development Board’s previous five-year plan (2010-2015) targeted adding 350,000 new sq. ft. into the market and far exceeded this target with the opening of the new, 96-acre Titan Industrial Park and the early capture of some key anchor tenants (namely, CGT). These efforts resulted in the community ultimately adding 740,000 industrial sq. ft.—more than double their target objective.

<sup>24</sup> [http://www.mysanantonio.com/news/local\\_news/article/I-35-corridor-booming-northward-3537685.php](http://www.mysanantonio.com/news/local_news/article/I-35-corridor-booming-northward-3537685.php);  
<http://bexarwitness.com/market-watch-ih-35-corridor-gaining-more-industrial/#.WJQGwLYrIb0>;  
<https://www.planetizen.com/node/89260/massive-growth-along-i-35-corridor-texas>;  
<http://www.bizjournals.com/sanantonio/news/2016/10/10/how-big-is-the-growth-along-the-i-35-corridor-and.html>

## Opportunities in Office market

The San Antonio-New Braunfels metro has witnessed strong absorption, falling vacancies, and steady rents for Class A and B office space since 2012 (CBRE, 2016) while continuing to be one of the strongest markets for new construction for the last three years (Transwestern, 2013-2016). In the last 24 months alone, the San Antonio metro added 1.59 million sq feet of Class A & B office space most of which has focused on the Central Business District and the North-Northcentral submarkets. Despite this tremendous pace of added sq ft, rents remain high, which is continuing to drive construction demand in a small set of submarkets (north central and central business) while Markets in the northeast sector of the San Antonio metro along I-35 have attracted mostly industrial, including New Braunfels.

New Braunfels is centrally located within the Greater San Antonio region and has lagged behind other submarkets for new construction. And given the relatively small size, age and location of available office in New Braunfels, the area shows surprisingly low vacancies and higher than expected rents. In summary, despite the less-than-ideal quality of inventory, rents are still high and the region continues to boom. These data indicate a need for New Braunfels to proactively position itself within the metro for office redevelopment, reinvestment or new construction of office space. New Braunfels' strong demographics—high levels of educational attainment, available workforce, high incomes, high real estate values—as well as quality of life, natural resources and attractive housing market make it a competitive market for the construction of a Class A corporate campus development. With a targeted marketing strategy, alignment of land use policy and a forward-looking financing approach, New Braunfels could position itself as a relatively lower-cost alternative for land acquisition with a more accessible and equally competitive talent pool that has already proven to be an attractive place for a white collar/management level workforce to live, work, and play.

## Education and Workforce

The City of New Braunfels currently has limited options for higher education. The Alamo Colleges offer courses through NBISD's Learning Center and the Central Texas Technology Center (CTTC). CTTC opened in 2004 at New Braunfels's municipal airport and offers workforce training solutions in addition to freshman and sophomore-level courses, allowing students to carry out the first two years of a degree to complete requirements for licensing and certification in special trades in Texas as well.

In spring 2012, Howard Payne University in Brownwood, Texas announced it will be making a long-term commitment to the City of New Braunfels with a new campus at the Veramendi development. Howard Payne University will be building a multi-million dollar campus and its educational offerings will include courses in computer information systems, nursing, engineering, and hospitality and tourism.

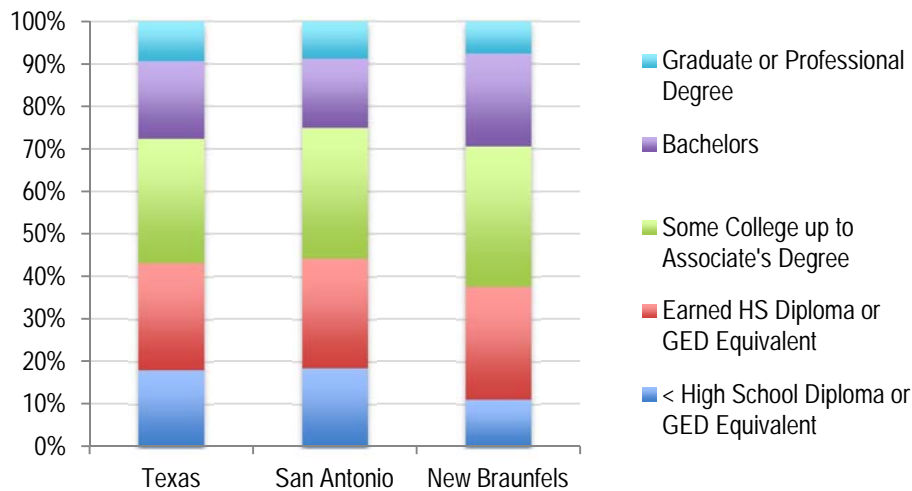
In Guadalupe County, Texas Lutheran University (TLU) is located in Seguin, which is about 15 miles from downtown New Braunfels. TLU offers four-year degree programs. Several other colleges and universities are within an hour's drive of New Braunfels, including Texas State University in San Marcos (about 18 miles from New Braunfels); the University of Texas and St. Edward's University in Austin (about 50 miles away); and several San Antonio-area schools including the University of Texas at San Antonio, Trinity University, St. Mary's University, University of the Incarnate Word and several Alamo Colleges campuses (all about 30 to 40 miles away).

Educational Attainment of the population over 25 in New Braunfels is higher than that of the State or the City of San Antonio<sup>25</sup>. Nearly 89 percent have earned at least a high school diploma, and 29.3 percent of this working-age population has earned at or above a bachelor's degree. At the state and metro level, the population lacking a minimum of a High School Diploma or equivalent GED certificate is almost double that of New Braunfels.'

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<sup>25</sup> City Limits

## Educational Attainment, 2015 Population 25 Years or Older



Source: American Community Survey, 5-year estimates, S1501

Educational Attainment for the Population 25 years and older, 2015			
	Texas	San Antonio	New Braunfels
< High School Diploma or GED Equivalent	18.1%	18.5%	11.2%
Earned Diploma or GED Equivalent	25.2%	25.8%	26.5%
Some College up to Associate's Degree	29.2%	30.6%	32.9%
Bachelor's Degree	18.2%	16.2%	21.7%
Graduate or Professional Degree	9.4%	8.8%	7.6%

Source: American Community Survey, 5-year estimates, S1501

New Braunfels also boasts access to a regional labor shed—the working age population living within the area New Braunfels draws labor from—of more than 450,000 and nine institutions of higher learning across the region (NB EDC, 2016). The community's preeminent workforce development institution, Alamo Colleges—Central Texas Technology Center—is more than doubling the size of their New Braunfels campus from 25,000 to 55,000 and correspondingly expanding program capacity<sup>26</sup>.

<sup>26</sup> INNewBraunfels.org: <https://innewbraunfels.com/chamber/2016/08/08/grow-cttc-expansion-set-open/>; 2016 IEDC Awards in Economic Development Application, NBIDC

## Emerging Challenges – Workforce Housing and Regional Mobility

Despite the size of the regional workforce and high median incomes of the local population, local wage growth and the wages of newly added jobs remain insufficient to keep pace with the pace of rising rents and home values. According to the New Braunfels EDC, from 2003-2015, the New Braunfels population has increased by 58 percent while only increasing housing units by 23 percent over the same period (US Census, American Community Survey 5-Year Estimates, Selected Housing Characteristics). Additionally, Median Household Income has grown by 74 percent. Rapid population growth among high income individuals that far exceeds new residential growth leads to rapidly rising rents and property values—which is great for existing property owners but presents a drastic effect on local moderate to low-income households and renters. Taxable Property Valuations have increased by 153 percent, and as of 2016 asking rents for 1-2 bedroom for rent units are priced at 20% above Department of Housing and Urban Development Fair Market Rents<sup>27</sup>.

Median HH Income and Wages for Workers, 2015			
	Texas	San Antonio	New Braunfels
Median Household Income	53,207	46,744	59,721
Median Earnings for Workers	30,263	26,213	31,774

Source: American Community Survey, 5-year estimates

Local Market Rent versus HUD Fair Market Rents					
	Efficiency	1 BR	2 BR	3 BR	4 BR
New Braunfels Median Market Rent*		\$890	\$1,090		
Comal County Median Market Rent*		\$860	\$1,150		
HUD 2016 Fair Market Rent **	\$596	\$739	\$929	\$1,222	\$1,430

Source: New Braunfels Housing Partners, 2016

\*Apartment List Rentonomics[Apartmentlist.com]. Measuring base rent; does not include costs of utilities, internet/cable.

\*\*HUD amount includes ALL housing costs including utilities. Use this figure to establish income limits—FMR = 30 percent of income.

To afford a Fair Market Rent for a 2-bedroom apartment (\$929), a household would need to earn a wage of \$17.87 per hour or an annual income of \$37,160; at minimum wage, a household would need 2.5 full-time wage earners (Nlch.org; NBHP, 2016). The table below is a compilation of locally-reported wages by approximately 318 New Braunfels wage-earners. Much of the workforce in New Braunfels earn wages that put them into a position of spending more than 30 percent of their income on housing.

### Locally-Reported Occupational Wages

<sup>27</sup>NB EDC 2016; New Braunfels Housing Partners, 2016; HUDuser, 2016 FMR

[https://www.huduser.gov/portal/datasets/fmr/fmr\\_il\\_history.html](https://www.huduser.gov/portal/datasets/fmr/fmr_il_history.html); <http://www.expressnews.com/real-estate/article/Shortage-of-affordable-homes-could-worsen-in-10840935.php?cmpid=gsa-mysa-result>;

	Hourly Wage
Certified Nurse Assistant	\$10.57
Licensed Vocational Nurse	\$18.72
Office Manager	\$15.83
Sales Associate	\$9.40

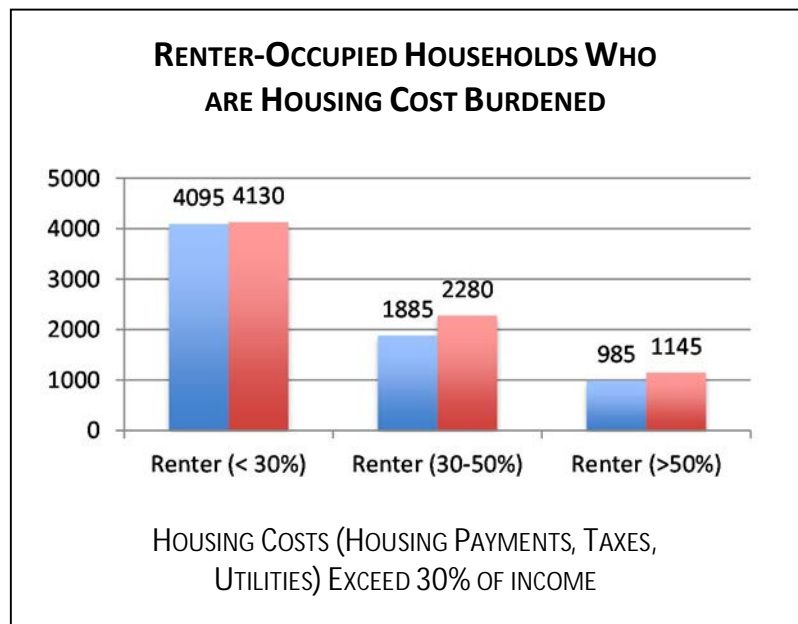
Source: Payscale.com\*

\*Payscale is a user-focused site for individuals seeking to learn more about what they could make in other areas, what others in their area are making with the same job, etc. Published wages/salaries go through rigorous analysis before making information part of the public survey for an area to ensure these are wages for comparable work, education/certifications, hours, etc. It is a somewhat more granular level of data reported by local people. This helps us to put a more familiar set of faces closer to the issue.

The affordability is impacting a large part of the city's middle-class.

For example, a household earning 50 to 80 percent of area Median Family Income would earn a salary between \$29,861 and \$47,776; a local Office Manager in a standard service industry job earns an average of \$15.83/hr (Payscale.com). Among renter-occupied households in New Braunfels increase by 23 percent from 2008-2013 (2,935 to 3610), and 64 percent of households in this income bracket report they spend more than 30 percent of their income on housing.

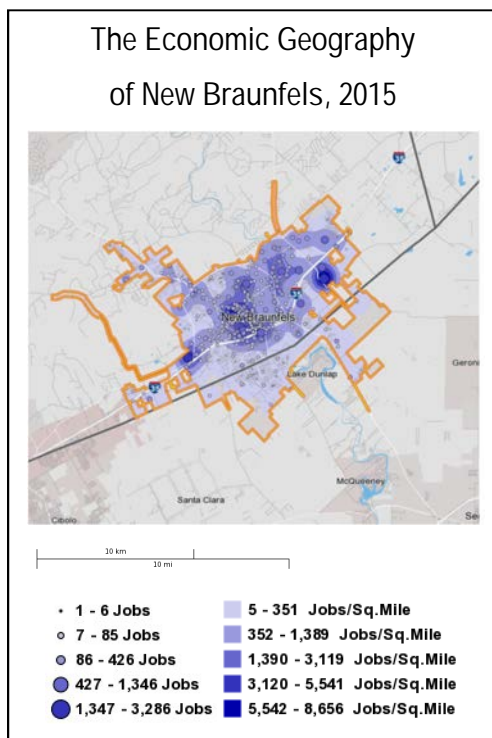
The challenge remains a combination of a need to increase wages and the availability of housing that is affordable to income groups below 80% MFI.





Primary job growth is a benchmark measure for number of jobs added by employers who produce a good or service that is primarily sold outside the trade area. New Braunfels EDC conducts an annual survey of job growth of more than 50 such local employers (both new and existing) in this category and which indicates that 982 jobs annually since 2004 (NB EDC, 2016 Benchmark Report).

Unemployment levels are also consistently lower than state and metro levels, as indicated by NB EDC reports since 2008. It was last reported as 3.7 percent in October 2016, with the 8-county area measuring at 4.5 percent, and the state at 4.8 percent. Job centers are concentrated along the Interstate Highway 35 corridor, as indicated in the map below. The highest concentration is around the Creekside market which has a combination of high Retail, Healthcare, Logistics and Manufacturing employers.



The outlook among the area's primary employers and business leaders is overwhelmingly positive, according to recent surveys. The primary concerns for future expansion remain two-fold:

- (1) Fast-paced regional growth potentially causing mobility challenges in the movement of people, goods and services;
- (2) The need for public investments to grow, attract and retain a talented and skilled workforce.

New Braunfels' sits in an ideal location to leverage the explosive growth in startups, research and development and entrepreneurial culture of the San Antonio and Austin metropolitan areas. It is a community rich in wealthy, experienced managers and executives—as described by real estate developers, investment managers, economic development leadership and philanthropic fund leaders in the region<sup>28</sup>—in a region rich in both stable industries that are often resistant to cyclical shifts (government, military, education, etc.) and innovation and technology. New Braunfels' is also seeing its share of influx of Millennials—talented, highly educated, tech-savvy class of labor born between approx. 1982-2000<sup>29</sup>. The table below shows the competitive balance of young and old by demographic group.

	Texas	San Antonio	New Braunfels
Median Age	34.5	36.1	33.1
Young and Mobile Emerging Talent Pool			
Population 25-29 years	7.3%	8.2%	7.4%
Population 30-34 years	7.2%	7.4%	7.5%
Population 35-39	6.8%	6.5%	7.0%
Total	21.3%	22.1%	21.6%
Outgoing Manager/Executive Talent Pool			
Population 55-59	5.9%	5.6%	5.4%
Population 60-64	5.0%	4.8%	4.7%
Population 65-69	3.8%	3.7%	4.0%
Total	14.7%	14.1%	14.1%

However, despite these strong demographics, entrepreneurial activity is lagging in New Braunfels, relative to the region. The following emerging opportunities can catalyze entrepreneurial growth in the community: Howard Payne University's new campus, developing a cutting edge corporate campus, the small but burgeoning network of creative entrepreneurs, cowork spaces, and the emergence of a local angel network.

In addition to building the complex infrastructure of an entrepreneurial ecosystem, increasing the community's place-based amenities will make the city more attractive to the creative minds that will fuel the entrepreneurial engine, such as by increasing access to and visibility of trails and open spaces and a push to expand startup resources to small, independent food, arts and culture related businesses.

<sup>28</sup> Pegasus Planning & Development, interviews conducted vis-a-vis Economic Development Strategic Plan, Oct 2016-Jan 2017.

<sup>29</sup> <http://www.newstrategist.com/store/files/BB8.SamplePgs.pdf>

## Quality of Place

Talented, creative people seek areas where they are constantly exposed to inspiring spaces, places, and people. New Braunfels' rich cultural heritage, stunning natural resources, tourism amenities, small town feel, and quality of life give it a distinct sensibility. Downtown New Braunfels and the Gruene Historic District qualify as unique places that are also real assets for economic development. Other services, such as the CHRISTUS Santa Rosa Hospital, CHRISTUS Ambulatory Surgical Center, Resolute Health Hospital, UTSA Small Business Development Center and Center for Entrepreneurship, Central Texas Technology Center and Wayland Baptist University New Braunfels Campus enhance both the city's economic productivity, and its appeal for employers and investment.

However, there is limited access to much of its rich amenities for residents. There are relatively few areas with walkable, accessible, small-scale retail or dining establishments. There are gaps in bike and pedestrian networks to make it easy for residents to maximize their proximity to such attractive resources. Investing in these resources is not only a direct investment in what people want; it will also make the community more competitive for attracting businesses who offer higher-wages and are looking for a place that will keep their people happy and productive. As one of the few areas with moderate to large land/existing buildings for redevelopment, the Milltown Historic District and Faust Street Bridge area are ideal opportunities to target mixed use development, and to leverage affordable housing funds and density programs.

## Dialogue 1 Summary

At the Visioning Workshop held on November 29, 2016, the public identified strengths and opportunities related to Economic Competitiveness. The following represents key takeaways from each group's discussion regarding strengths and opportunities in New Braunfels. These strengths and opportunities will be further addressed in subsequent chapters.

### Strengths

- Cultural and natural resource-based tourism are critical to New Braunfels' economy.
- New Braunfels' strategic location along the Interstate Highway 35 corridor offers a variety of economic development opportunities.
- City officials and community members approach economic development with a shared "can do" spirit.
- New Braunfels and its development community have mobilized large real estate development projects, including the Veramendi development and Titan Industrial Park, with significant economic upside for the city.

### Opportunities

- Enhanced regional and local transportation options, including public transportation, could improve the movement of people and goods into and out of New Braunfels.
- As New Braunfels grows and its demographics shift, economic development initiatives need to involve all members of the community.

## Tourism

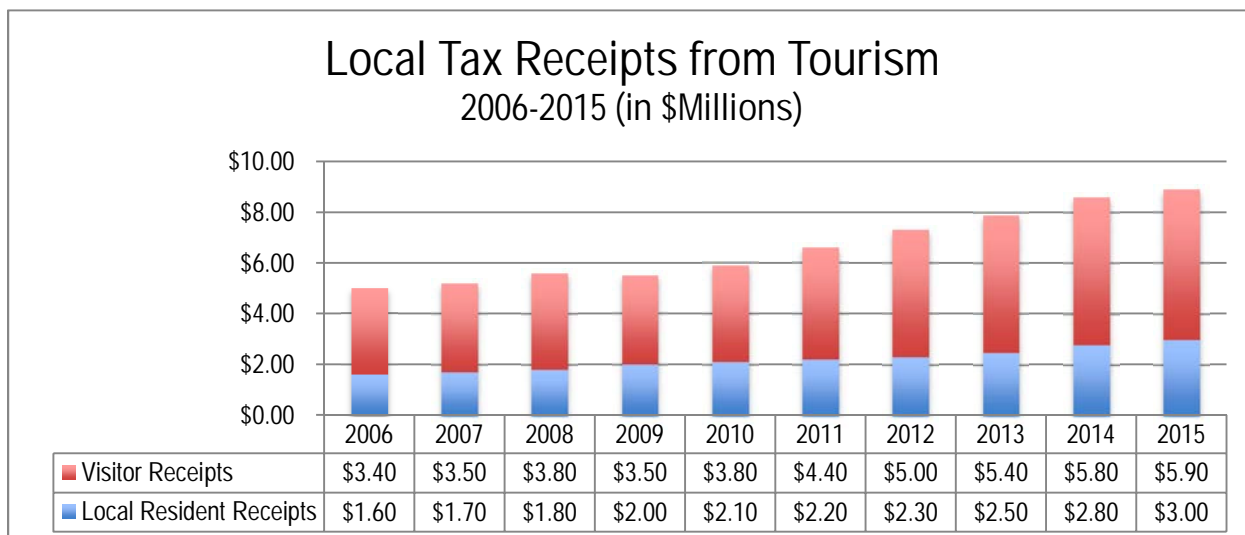
New Braunfels has long been one of Texas' premier tourism destinations. New Braunfels has diversified its tourism assets from summer-related assets such as the Guadalupe and Comal Rivers, or Schlitterbaun Water Park, to Fall and Spring festivals such as Wurstfest and Gruene.

The Tourism Plan Element Advisory Group focuses on goals and policies to capitalize on the positive impacts of tourism on the community. This includes the economy and the unique sense of place it engenders, as well as goals and policies that address tourism's impacts on infrastructure, public safety and the environment.

One of the largest industries worldwide and certainly in New Braunfels, Tourism and Hospitality not only provides direct employment opportunities but also gives indirect employment (2013 Economic Impact Study demonstrated a \$531 Million per year impact).

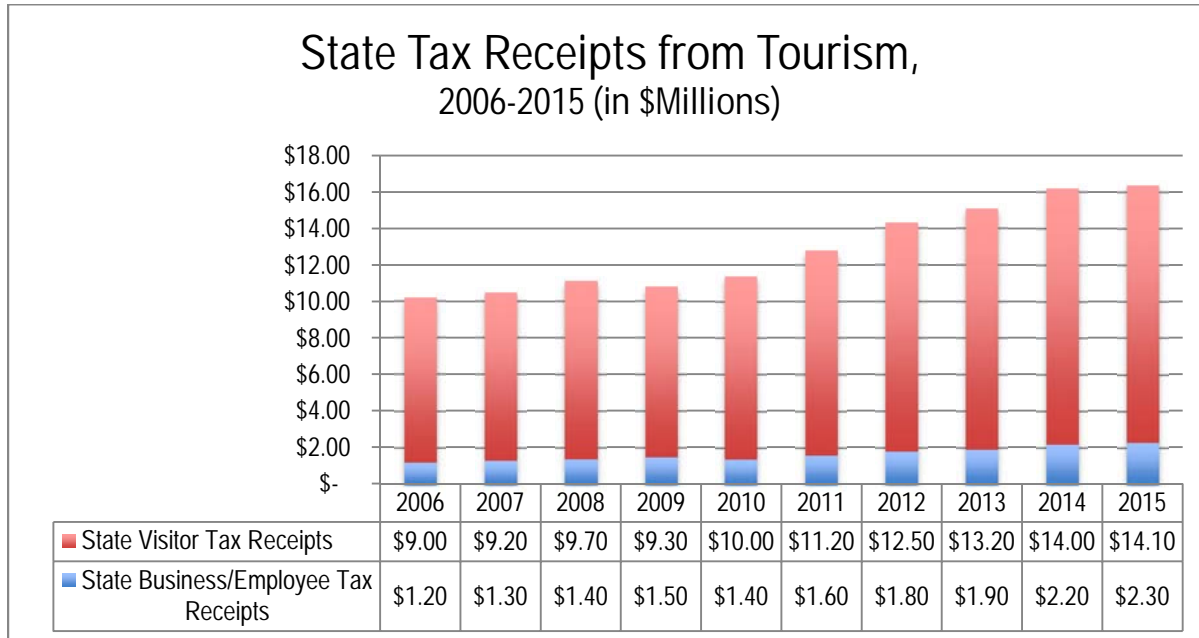
It is important to understand that Tourism is one of the most immediately impacted industries during an economic downturn, therefore continued economic diversity is important for New Braunfels. Yet, strengthening this industry is equally important. To that end, the most important areas to focus on for tourism include:

- Workforce Housing for the relatively lower wage tourism employees. Tourism is highly seasonal, therefore wage and salary data tend to sit below area median figures; however, seasonal labor from peak tourism months (particularly the summer months) can also counterbalance their employment cycles with local opportunities in other off-season opportunities trade and logistics (Ex: Walmart Distribution). Through strategic implementation and targeting, the community can convert some transient labor that is clogging regional infrastructure into established, gainfully employed residents.
- Downtown and Redevelopment Growth for perennial tourism (local and out of town)
- Residents generate approximately one third of gross tax receipts; and, annual tax receipts from locals increased at a faster rate (approx. 7.5 percent), than that of visitor receipts since 2006 (approx. 6 percent). Residents could be a strong source of anticyclical spending at tourism sites.



Source: Dean Runyan and Texas Department of Economic Development and Tourism

- Connectivity through bike-lanes, bike-share and reliable transit throughout New Braunfels but also to other regional tourism destinations such as the San Marcos Outlets, downtown Austin or Downtown San Antonio.
- Our regions' population centers are a tremendous opportunity for a day-trip length destination like New Braunfels. Transit connections could be used inflow/outflow of tourists and commuters.
- Young, talented workers and Millennials are increasingly seeking communities which offer a car-optional life-style.
- Local and regional bike paths and greenway connections could service tourists and reduce parking pressure in concentrated tourism hubs; especially if focusing on connections between corridor communities (ex: Seguin, Schertz, etc.) where much of the city's workforce inflow is coming from.



Source: Dean Runyan and Texas Department of Economic Development and Tourism

## Hotels

Part of New Braunfels' tourist economy are the lodging resources needed to accommodate the influx of visitors during peak visitation season. As of November 2016, New Braunfels has 147 hotels, lodgings or short-term rental facilities. Of those, 80 met the minimum threshold to report sales revenue or taxable sales to the State Comptroller.

Of those that reported, 14 had between 10 and 20 rooms, 37 between 20 and 74 rooms, and 12 had more than 75 rooms. The largest hotel is the Resort at Schlitterbahn, with 147 rooms. Gross monthly receipts were \$2,560,374 (\$2,178,851 taxable).

**RESOLUTION NO. 2017-R \_\_\_\_\_**

**A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF NEW BRAUNFELS, TEXAS, ENDORSING THE CITY OF NEW BRAUNFELS ECONOMIC DEVELOPMENT STRATEGIC PLAN OF 2017-2021.**

WHEREAS, the City of New Braunfels Industrial Development Corporation (“IDC”) Board of Directors in September 2016 retained the services of Pegasus Planning and Development to update the economic development plan; and

WHEREAS, through a six month strategic planning process with economic development stakeholders including the City of New Braunfels, the New Braunfels IDC , the Greater New Braunfels Economic Development Foundation (GNBEDF), and the Chamber of Commerce, provided input to develop a five year plan to align strategies and resource allocation decisions for the community; and

WHEREAS, the Plan as completed focuses on five objectives relating to workforce housing, quality of place, entrepreneurship, regional transportation, and real estate development; and

WHEREAS, through these objectives, the overall goal to grow and strengthen New Braunfels’ economy will be accomplished; and

WHEREAS, the IDC Board of Directors, the GNBEDF and Chamber of Commerce have all adopted and endorsed the plan.

**NOW, THEREFORE, BE IT RESOLVED BY THE CITY COUNCIL OF THE CITY OF NEW BRAUNFELS, TEXAS:**

SECTION 1: That the City Council of the City of New Braunfels hereby approves the City of New Braunfels Economic Development Strategic Plan.

SECTION 2: That the City Council of the City of New Braunfels will consider its support of the strategies and action items that fulfill completion of the Plan as they are brought forward.

SECTION 3: That this resolution shall become effective from and after the date of its passage.

PASSED, ADOPTED AND APPROVED this \_\_\_\_\_ day of \_\_\_\_\_, 2017.

CITY OF NEW BRAUNFELS, TEXAS

By: \_\_\_\_\_  
Barron Casteel, Mayor

ATTEST:

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Patrick D. Aten, City Secretary

**4/10/2017**

Agenda Item No. D)

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Presenter/Contact

*Garry Ford, City Engineer*  
(830) 221-4020 - [gford@nbtexas.org](mailto:gford@nbtexas.org)

**SUBJECT:**

Discuss and consider approval of the first reading of an ordinance to restore the speed limit of 30 mph on Fredericksburg Road.

**BACKGROUND / RATIONALE:**

**Council District: 3**

On March 9, 2015, New Braunfels City Council issued an ordinance to reduce the speed limit on Fredericksburg Road from 30 mph to 25 mph. The reduction was in response to increased traffic on Fredericksburg Road due to construction activities on Walnut Avenue from Kerlick Lane to Landa Street.

Now that the construction activities on Walnut Avenue no longer restrict traffic on that roadway, this speed limit reduction was reviewed by staff to determine if it is still necessary. Speed limits on Texas roads, including city streets, are set by statute in Section 545.352 of the Texas Transportation Code. The statute includes the following prima facie speed limits:

- Street in Urban District - 30 mph
- Alley in Urban District - 15 mph

The current speed limit on most city residential streets is 30 mph. In Section 545.356 of the Texas Transportation Code, a city may lower the state-mandated speed limit by performing an engineering and traffic investigation and determining that the prima facie speed limit is unreasonable or unsafe. A city may lower the state-mandated speed limit without a traffic investigation to as low as 25 mph if the governing body determines that the prima facie speed is unreasonable or unsafe.

Speed studies were conducted in two locations on Fredericksburg Road (near Wood Road and Deer Trot). One speed study was conducted in 2015, prior to the reduced 25 mph speed limit; the second study was conducted in 2015, after the speed limit was reduced to 25 mph; and another study was conducted in spring 2017, after the construction on Walnut Avenue no longer restricted traffic on that roadway. The results of these speed studies are shown below.

85<sup>th</sup> percentile speed, 2015 (30 mph posted):

- Deer Trot Street = 30 mph



- 
- Wood Road = 33 mph

85<sup>th</sup> percentile speed, 2015 (25 mph posted):

- Deer Trot Street = 28 mph
- Wood Road = 32 mph

85<sup>th</sup> percentile speed, 2017 (25 mph posted):

- Deer Trot Street = 30 mph
- Wood Road = 29 mph

It is recommended that the speed limit on Fredericksburg Road be restored to 30 mph based on the speed data, characteristics of the street, and the fact that Fredericksburg Road functions as a residential collector. Other than Kentucky Boulevard which is posted at 20 mph, local streets connecting to Fredericksburg Road have a speed limit of 30 mph.

**ADDRESSES A NEED/ISSUE IN A CITY PLAN OR COUNCIL PRIORITY:**

2006 Comprehensive Plan: Transportation Goal 21: Provide a system of convenient and safe transportation facilities through comprehensive, cooperative, and continuing transportation system planning and development.

**FISCAL IMPACT:**

Traffic control signs cost approximately \$135 each. Sufficient funding is available in the FY16-17 approved streets and drainage budget.

**COMMITTEE RECOMMENDATION:**

The Transportation and Traffic Advisory Board unanimously approved the recommendation to restore the speed limit of 30 mph on Fredericksburg Road on February 9, 2017.

**STAFF RECOMMENDATION:**

Staff recommends approval of restoring the speed limit of 30 mph on Fredericksburg Road.

**ORDINANCE NO. 2017-\_\_\_\_\_**

**AN ORDINANCE OF THE CITY COUNCIL OF THE CITY OF NEW  
BRAUNFELS, TEXAS, ESTABLISHING THE SPEED LIMIT ON  
FREDERICKSBURG ROAD.**

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WHEREAS, it has been determined by an engineering and traffic investigation that the maximum, reasonable and prudent speed on Fredericksburg Road is the state-mandated prima facie speed limit of 30 miles per hour.

NOW, THEREFORE, BE IT ORDAINED BY THE CITY COUNCIL OF THE CITY OF NEW BRAUNFELS, TEXAS:

**I.**

THAT the following speed limits are established:

The speed limit on Fredericksburg Road shall be no greater than 30 miles per hour.

**II.**

THAT the Public Works Department is directed to obtain and install the traffic control signs in the locations as set forth in this ordinance, and is directed to maintain the signs in a manner that provides for the health, welfare and safety of the citizens of New Braunfels.

**III.**

THAT all provisions hereof are hereby declared to be severable and if any provisions hereof is declared to be invalid or unconstitutional, such shall not invalidate or affect the remaining provisions hereof which will be and remain in full force and effect.

**IV.**

This Ordinance shall become adopted and effective upon its second reading, signature required by City Charter, and filing with the City Secretary's Office. This Ordinance must also be published in a newspaper of general circulation at least one time within ten (10) days after its final passage, as required by the City Charter of the City of New Braunfels.

PASSED AND APPROVED: First reading this the 10<sup>th</sup> day of April, 2017.

PASSED AND APPROVED: Second reading this the 24<sup>th</sup> day of April, 2017.

CITY OF NEW BRAUNFELS, TEXAS

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*BARRON CASTEEL, MAYOR*

ATTEST:

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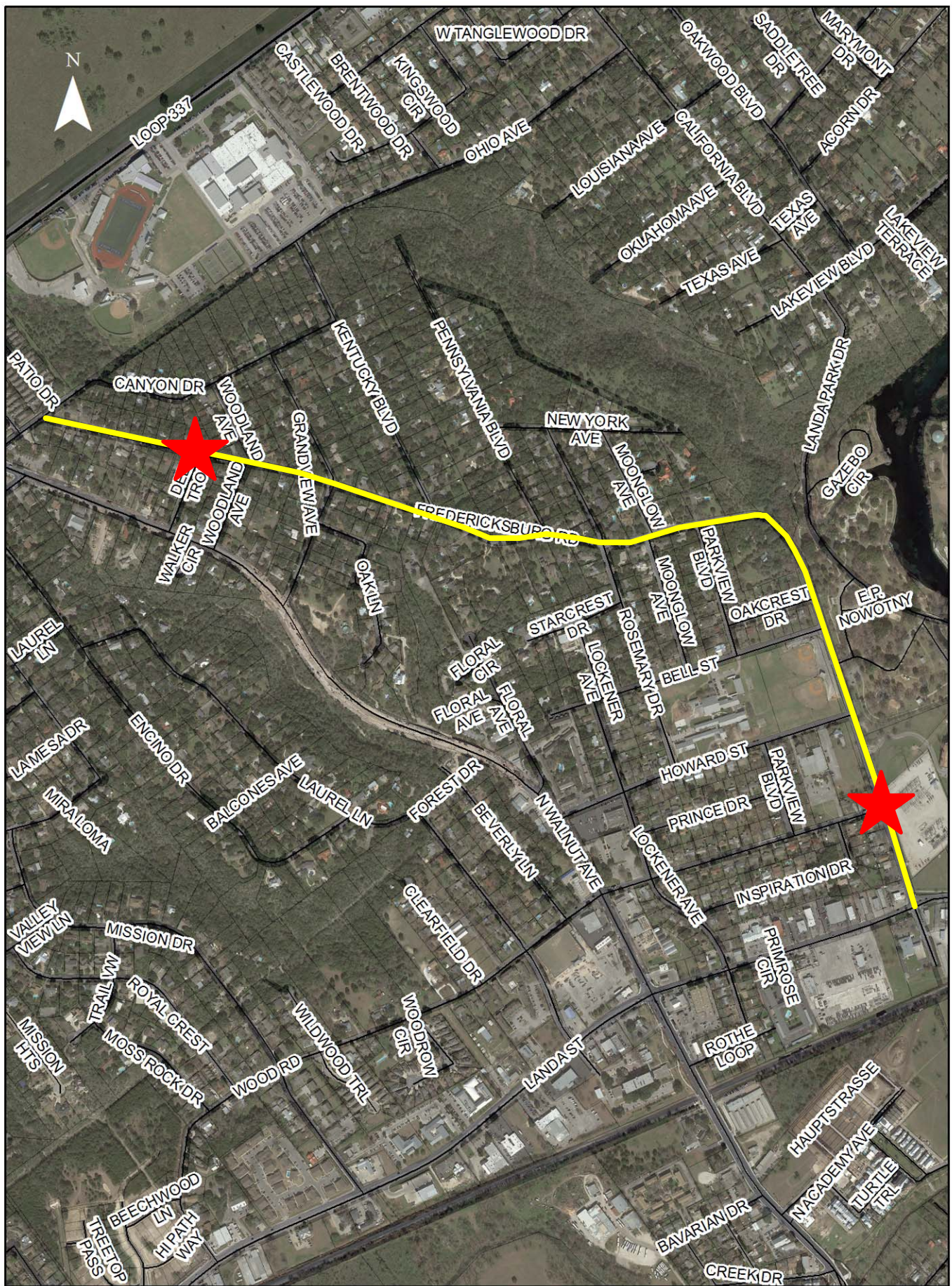
*PATRICK D. ATEN CITY SECRETARY*

APPROVED AS TO FORM:

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*VALERIA M. ACEVEDO, CITY ATTORNEY*





Locations of Speed Studies on Fredericksburg Road



4/10/2017

Agenda Item No. E)

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Presenter/Contact

Garry Ford, City Engineer  
(830) 221-4020 - [gford@nbtexas.org](mailto:gford@nbtexas.org)

**SUBJECT:**

Discuss and consider approval of the first reading of an ordinance to remove the through truck restrictions on Encino Drive and Laurel Lane between Kerlick Lane and Wood Road and on Fredericksburg Road from Landa Street to Ohio Avenue and Ohio Avenue from Fredericksburg Road to North Walnut Avenue.

**BACKGROUND / RATIONALE:**

**Council District: 3**

On December 14, 2015 and April 13, 2015, New Braunfels City Council approved ordinances to restrict through truck traffic on Encino Drive and Laurel Lane between Kerlick Lane and Wood Road and on Fredericksburg Road from Landa Street to Ohio Avenue and Ohio Avenue from Fredericksburg Road to North Walnut Avenue, respectively. These restrictions were implemented as a result of a full closure of Business 46 (Walnut Avenue) between Loop 337 and Landa Street. The closure resulted in traffic, including truck traffic, using Encino Drive, Laurel Lane and Fredericksburg Road as an unofficial detour between Loop 337 and Landa Street.

The construction on Walnut Avenue is complete and additional travel lanes have been added between Loop 337 and Landa Street; therefore, city staff has determined that the restrictions are no longer required and are proposed to be removed. City staff will reevaluate the through truck traffic restrictions if there is a reported and documented issue of truck traffic using the roadways after removal.

**ADDRESSES A NEED/ISSUE IN A CITY PLAN OR COUNCIL PRIORITY:**

2006 Comprehensive Plan: Transportation Goal 21: Provide a system of convenient and safe transportation facilities through comprehensive, cooperative, and continuing transportation system planning and development.

**FISCAL IMPACT:**

N/A

**COMMITTEE RECOMMENDATION:**

The Transportation and Traffic Advisory Board unanimously approved the recommendation to remove the through truck restrictions on Encino Drive and Laurel Lane between Kerlick Lane and Wood Road and on Fredericksburg Road from Landa Street to Ohio Avenue and Ohio Avenue from Fredericksburg Road to North Walnut Avenue on February 9, 2017.

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**STAFF RECOMMENDATION:**

Staff recommends approval of remove the through truck restrictions on Encino Drive and Laurel Lane between Kerlick Lane and Wood Road and on Fredericksburg Road from Landa Street to Ohio Avenue and Ohio Avenue from Fredericksburg Road to North Walnut Avenue.

**ORDINANCE NO. 2017-\_\_\_\_\_**

**AN ORDINANCE OF THE CITY COUNCIL OF THE CITY OF NEW BRAUNFELS, TEXAS, AMENDING ORDINANCE 75-10 OF THE CITY OF NEW BRAUNFELS CODE OF ORDINANCES TO ALLOW OVERSIZED VEHICLES UPON ANY PORTION OF ENCINO DRIVE AND LAUREL LANE BETWEEN KERLICK LANE AND WOOD ROAD, FREDERICKSBURG ROAD BETWEEN LANDA STREET AND OHIO AVENUE, AND OHIO AVENUE BETWEEN NORTH WALNUT AVENUE AND FREDERICKSBURG ROAD.**

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WHEREAS, after engineering and field investigation, the City Engineer and Chief of Police have recommended that traffic control signs be installed on certain streets, avenues, thoroughfares and boulevards within the corporate limits of the City of New Braunfels in order to protect the health, safety and welfare of the citizens.

NOW, THEREFORE, BE IT ORDAINED BY THE CITY COUNCIL OF THE CITY OF NEW BRAUNFELS, TEXAS:

**I.**

THAT Ordinance Number 75-10 dated April 28, 1975, is hereby amended to authorize the removal of existing traffic control signs to allow oversized vehicles at the following location in the corporate limits of the City of New Braunfels, Texas:

**THRU TRUCK TRAFFIC PROHIBITION REMOVED:**

- 1372. ENCINO DRIVE between KERLICK LANE to LAUREL LANE shall be designated as an allowable route for all classes of through traffic.
- 1373. LAUREL LANE between ENCINO DRIVE to WOOD ROAD shall be designated as an allowable route for all classes of through traffic.
- 1374. FREDERICKSBURG ROAD between LANDA STREET to OHIO AVENUE shall be designated as an allowable route for all classes of through traffic.
- 1375. OHIO AVENUE between FREDERICKSBURG ROAD to NORTH WALNUT AVENUE shall be designated as an allowable route for all classes of through traffic.

**II.**

THAT the Public Works Department is directed to obtain and install the traffic control signs in the locations as set forth in this ordinance, and is directed to maintain the signs in a manner that provides for the health, welfare and safety of the citizens of New Braunfels.

**III.**

THAT all provisions as set forth in Ordinance Number 75-10 dated April 28, 1975, will be and remain in full force and effect as though written in full in this ordinance.

**IV.**

THAT all provisions hereof are hereby declared to be severable and if any provisions hereof is declared to be invalid or unconstitutional, such shall not invalidate or affect the remaining provisions hereof which will be and remain in full force and effect.

**V.**

This Ordinance shall become adopted and effective upon its second reading, signature required by City Charter, and filing with the City Secretary's Office. This Ordinance must also be published in a newspaper of general circulation at least one time within ten (10) days after its final passage, as required by the City Charter of the City of New Braunfels.

PASSED AND APPROVED: First reading this the 10<sup>th</sup> day of April, 2017.

PASSED AND APPROVED: Second reading this the 24<sup>th</sup> day of April, 2017.

CITY OF NEW BRAUNFELS, TEXAS

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*BARRON CASTEEL, MAYOR*



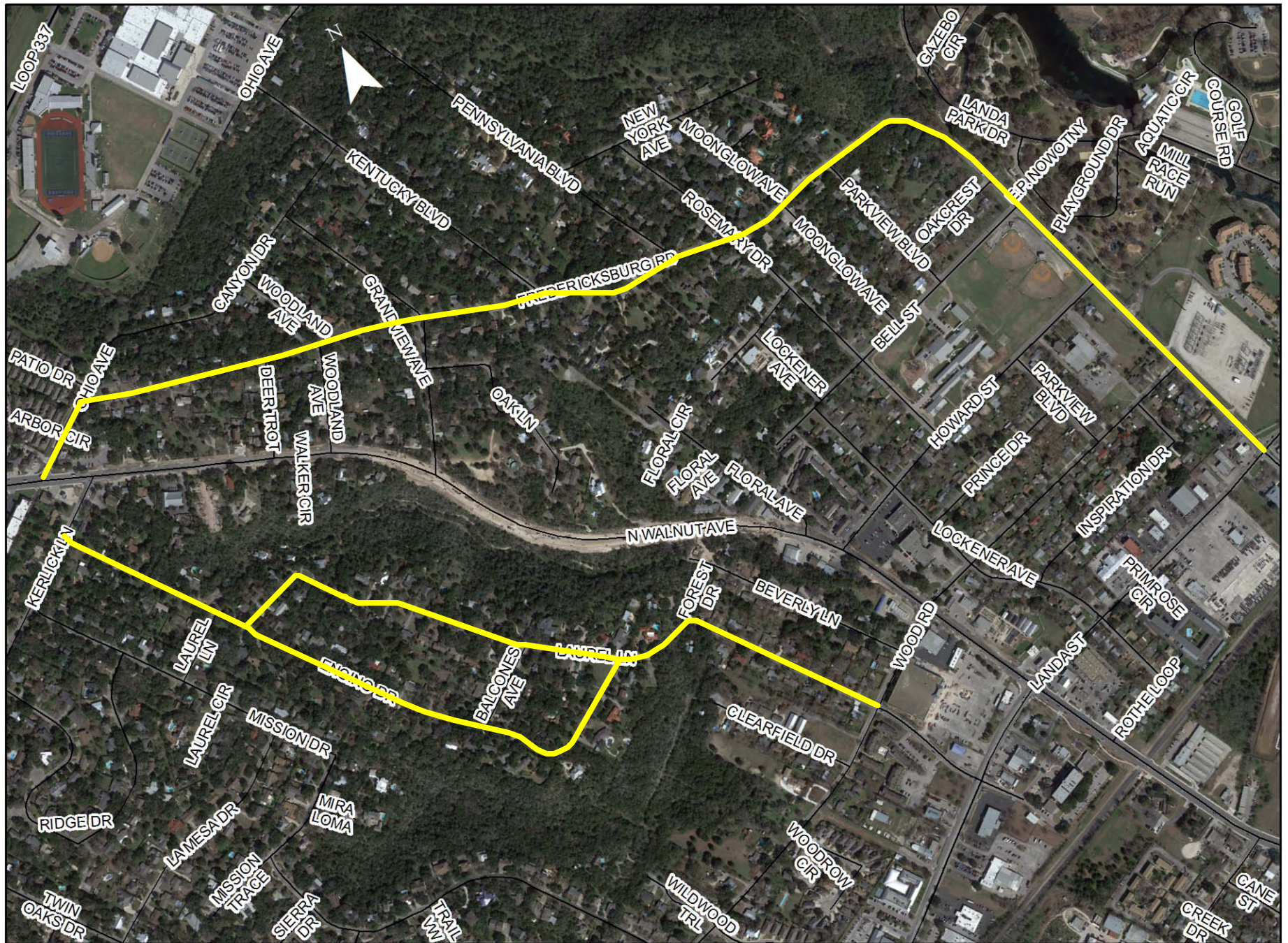
ATTEST:

PATRICK D. ATEN, CITY SECRETARY

APPROVED AS TO FORM:

VALERIA M. ACEVEDO, CITY ATTORNEY





Existing Thru Truck Restrictions Resulting from Walnut Avenue Construction Proposed to be Removed



4/10/2017

Agenda Item No. F)

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Presenter/Contact

Garry Ford, City Engineer  
(830) 221-4020 - [gford@nbtexas.org](mailto:gford@nbtexas.org)

**SUBJECT:**

Public hearing and first reading of an ordinance amending Section 126-354 of the City of New Braunfels Code of Ordinances to revise Parking by Permit Area B.

**BACKGROUND / RATIONALE:**

**Council District: 5**

The city has received a signed petition by two-thirds of the property owners on Cross River Street between South Veramendi Avenue and South Grant Avenue requesting that their properties be removed from Parking by Permit Area B. The area consists of single-family homes.

The proposed amendment to Parking by Permit Area B will not affect the contiguous nature of the existing parking by permit restrictions.

A public hearing on the amendments shall be conducted by City Council. Notices of the public hearing were mailed to all persons listed on the petition as being an occupant of each of the single family homes and to any other persons who may not be listed in the petition but are shown on the latest tax roll as owning property within the designated permit area.

**ADDRESSES A NEED/ISSUE IN A CITY PLAN OR COUNCIL PRIORITY:**

Strategic Priority: Public Safety; Objective 5: Develop comprehensive program for river related issues which includes addressing river related issues in a timely manner and reviewing options to address river related activities and quality of life issues.

**FISCAL IMPACT:**

N/A

**COMMITTEE RECOMMENDATION:**

Due to the timing of this request and the upcoming parking by permit season, this request was not brought before the Transportation and Traffic Advisory Board for their consideration.

**STAFF RECOMMENDATION:**

Staff recommends approval of the amendment to Parking by Permit Area B to remove Cross River Street between South Veramendi Avenue and South Grant Avenue.

**ORDINANCE NO. 2017-\_\_\_\_\_**

**AN ORDINANCE OF THE CITY COUNCIL OF THE CITY OF NEW  
BRAUNFELS, TEXAS, AMENDING SECTION 126-354 (c) TO AMEND  
PARKING BY PERMIT AREA B.**

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WHEREAS, the City Council has determined that Section 126-354 (c)(2) Parking by Permit Only, Designated Permit Areas, Area B be amended in order to protect the health, safety and welfare of the citizens.

NOW, THEREFORE, BE IT ORDAINED BY THE CITY COUNCIL OF THE CITY OF NEW BRAUNFELS, TEXAS:

**I.**

THAT Section 126-354 (c) is hereby amended to read:

- (2) Area B, between the hours of 8:00 a.m. and 8:00 p.m. from May 1<sup>st</sup> through September 30<sup>th</sup>.
- a. On both sides of E. Mather Street from the intersection of S. Union Avenue to S. Central Avenue.
  - b. On both sides of E. Basel Street from the intersection of S. Union Avenue to S. Central Avenue.
  - c. On both sides of E. Dittlinger Street from the intersection of S. Washington Avenue to S. Central Avenue.
  - d. On both sides of Heinen Lane from the intersection of S. Union Avenue to S. Washington Avenue.
  - e. On both sides of W. South Street from the intersection of Union Avenue to S. Central Avenue.
  - f. On both sides of Central Avenue from the intersection of E. Common Street to E. Mather Street.
  - g. On both sides of S. Houston Avenue from the intersection of E. Common Street to E. South Street and from E. Dittlinger Street to E. Mather Street.
  - h. On both sides of S. Washington Avenue from the intersection of E. Common Street to E. Mather Street.
  - i. On east side of S. Union Avenue from the intersection of E. Based Street to E. Mather Street.
  - j. On east side of S. Liberty Avenue from the intersection of W. Common Street to E. San Antonio Street.
  - k. On the north side of E. San Antonio Street from the intersection of S. Liberty Avenue to S. Union Avenue.
  - l. On the north side of E. Mather Street from S. Central Avenue to Labor Avenue.
  - m. On the west side of S. Grant Avenue From E. Basel Street to Cross River Street.

- n. On the east side of S. Grant Avenue from 333 S. Grant Avenue to E. Mather Street.
- o. On the east side of S. Veramendi Avenue from E. Mather Street to Cross River.

## II.

THAT the Public Works Department is directed to obtain and install the traffic control signs in the locations as set forth in this ordinance, and is directed to maintain the signs in a manner that provides for the health, welfare and safety of the citizens of New Braunfels.

## III.

THAT all provisions hereof are hereby declared to be severable and if any provisions hereof is declared to be invalid or unconstitutional, such shall not invalidate or affect the remaining provisions hereof which will be and remain in full force and effect.

## IV.

This Ordinance shall become adopted and effective upon its second reading, signature required by City Charter, and filing with the City Secretary's Office. This Ordinance must also be published in a newspaper of general circulation at least one time within ten (10) days after its final passage, as required by the City Charter of the City of New Braunfels.

PASSED AND APPROVED: First reading this the 10<sup>th</sup> day of April, 2017.

PASSED AND APPROVED: Second reading this the 24<sup>th</sup> day of April, 2017.

CITY OF NEW BRAUNFELS, TEXAS

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BARRON CASTEEL, MAYOR

ATTEST:

PATRICK D. ATEN, CITY SECRETARY

APPROVED AS TO FORM:

VALERIA M. ACEVEDO, CITY ATTORNEY





Proposed Amendment to Parking by Permit Area B

Sec. 126-354. - Parking by permit only.

(c) *Designated permit areas.* No person shall park and leave standing any vehicle whether attended or unattended between the times listed and locations designated below without first having obtained a valid parking permit for the designated permit area from the city. Said designated permit area shall be designated as a tow-away zone:

- (2) Area B, between the hours of 8:00 a.m. and 8:00 p.m. from May 1<sup>st</sup> through September 30<sup>th</sup>.
- a. On both sides of E. Mather Street from the intersection of S. Union Avenue to S. Central Avenue.
  - b. On both sides of E. Basel Street from the intersection of S. Union Avenue to S. Central Avenue.
  - c. On both sides of E. Dittlinger Street from the intersection of S. Washington Avenue to S. Central Avenue.
  - d. On both sides of Heinen Lane from the intersection of S. Union Avenue to S. Washington Avenue.
  - e. On both sides of W. South Street from the intersection of Union Avenue to S. Central Avenue.
  - f. On both sides of Central Avenue from the intersection of E. Common Street to E. Mather Street.
  - g. On both sides of S. Houston Avenue from the intersection of E. Common Street to E. South Street and from E. Dittlinger Street to E. Mather Street.
  - h. On both sides of S. Washington Avenue from the intersection of E. Common Street to E. Mather Street.
  - i. On east side of S. Union Avenue from the intersection of E. Based Street to E. Mather Street.
  - j. On east side of S. Liberty Avenue from the intersection of W. Common Street to E. San Antonio Street.
  - k. On the north side of E. San Antonio Street from the intersection of S. Liberty Avenue to S. Union Avenue.
  - l. On the north side of E. Mather Street from S. Central Avenue to Labor Avenue.
  - m. On the west side of S. Grant Avenue From E. Basel Street to Cross River Street.
  - n. On the east side of S. Grant Avenue from 333 S. Grant Avenue to E. Mather Street.
  - o. On the east side of S. Veramendi Avenue from E. Mather Street to Cross River.
  - ~~p. On the north side of Cross River from S. Veramendi Avenue to S. Grant Avenue.~~
  - ~~q. On the south side of Cross River Street from 490 to 590 Cross River Street (inclusive).~~

**Comment [mkh1]:** Requested by 2/3 of the property owners in this area.



**4/10/2017**

Agenda Item No. G)

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Presenter

*Christopher J. Looney, Planning and Community Development Director  
clooney@nbtexas.org*

**SUBJECT:**

Public hearing and consideration of a resolution amending the 2006 Future Land Use Plan and the second and final reading of an ordinance rezoning approximately 98 acres out of the A. M. Esnaurizar Survey No. 1 Abstract 98, addressed at 253 S. Kowald Lane, from "APD" Agricultural/ Pre-Development and "C-3" Commercial Districts to "Solms Landing" Planned Development (SLPD) District with a Concept Plan.

**BACKGROUND / RATIONALE:**

**Case No.:** PZ-16-065

**Council District:** 5

**Applicant:** Solms Landing Development LLC (James Mahan)  
648 S. Castell Avenue  
New Braunfels, TX 78130  
(830) 387-4032  
info@solmslanding.com

**Owner:** Jerome Timmermann Family Trust (Betty Timmermann)  
253 S. Kowald Lane  
New Braunfels, TX 78130  
(830) 625-0174

**Staff Contact:** Holly Mullins  
(830) 221-4054  
hmullins@nbtexas.org

**City Council held a public hearing on March 27, 2017 and approved the first reading of the requested rezoning ordinance as presented.**

The subject property consists of approximately 98 acres of unplatted land, east of IH-35 between Creekside Crossing (FM 306) and Kowald Lane. The property is adjacent to the Village at Creekside, West Village at Creekside Subdivision, and the Comal Farms community.

A planned development (PD) district is a free-standing zoning district designed to provide for the development of land as an integral unit for single or mixed uses in accordance with a City Council approved plan that may vary from the established regulations of other zoning districts. It is the intent in such a district to insure compliance with good zoning practices while allowing certain desirable departures from the strict provisions of specific zoning districts. A concept plan is the first stage in creating PD zoning.

The proposed Solms Landing Planned Development (SLPD) would be a mixed-use development with a base zoning district of "MU-B" High Intensity Mixed Use District. The applicant states the intent of SLPD is to bring together

restaurants, shopping, a boutique hotel, and a variety of living options for a range of ages. The development standards and guidelines are intended to provide building layout, streetscapes, and open space that encourage internal walkability and pedestrian connection to other development in the Creekside area. The development standards and guidelines incorporate concepts such as vertical mixed use (VMU) and low impact development (LID) features that are not required by standard MU-B zoning. But, standards require objective criteria and clearly defined terms in order to be enforceable by the City.

The proposed allowed uses are based on MU-B zoning, with most of the more intensive or industrial-type uses removed and zero lot line/patio homes added (see Attachment 3 Development Standards and Guidelines).

The concept plan consists of three “zones”, each with slightly different development guidelines and standards, but all of the identified uses are allowed in the three zones without restriction. Zone 1 is the preferred zone for VMU and will include layering of building heights as development moves away from the public right-of-way. Zone 2 is the preferred zone for high density residential and neighborhood retail, incorporating greenspace and parks. The MU-B base zoning does not set a maximum residential density; however, the Concept Plan indicates an overall gross density for the project of approximately 10 units per acre for single-family development and 20 units per acre for multifamily. Zone 2 also includes a proposed connector road to West Village at Creekside Subdivision. Zone 3, with frontage on Kowald Lane, is the preferred location for neighborhood commercial and business offices.

An integrated network of trails and pocket parks are proposed to connect the three zones internally, and provide connectivity to bike and walking trails in West Village at Creekside, along FM 1101, and at Resolute Hospital. Trail locations will be identified in the Detail Plan to follow, which is considered by the Planning Commission. Greenspace, pocket parks, and parking lots will offer opportunities to implement LID design features such as bioswales and vegetated filter strips, which are encouraged by the developer but not required in the development standards and guidelines.

Modifications to the MU-B standards include a reduction in the maximum building height for non-residential and multifamily buildings from 120 feet to 100 feet.

Other proposed enhancements to the development not otherwise required by the Zoning Ordinance include additional landscaping and lighting guidelines and standards, an allowance for alternative paving materials for trails within the development, maximum building coverage limits, and building design standards that are overseen by an internal architectural review committee to be created by the developer and project architect. See the table below for detailed comparison.

A concept plan establishes a layout of the development along with development standards for the planned development district and is followed by a detail plan illustrating compliance with the standards. The rezoning with concept plan and development standards are considered by City Council, while the Planning Commission has final authority on PD detail plans.

Standard	MU-B	SLPD
<b>Permitted Uses</b>	Various non-residential, see MU-B. Various residential including TH, MF, mixed residential/non-residential use.	<b>Many Industrial uses removed; Zero lot line (patio homes) added</b>
<b>Maximum Building Height</b>	• Non-residential/MF - 120 ft • TH - 35 ft • ZLL - N/A	• <b>Non-residential/multifamily: Zone 1: 100 ft Zone 2: 60 ft Zone 3: 40 ft • TH/ZLL: 30 ft</b>
<b>Minimum Setbacks</b>	• Non-residential Front - 0 Side - 0 Rear - 5 ft + 2 ft per story above 24 ft; 25 feet max; no encroachment • MF Front - 25 ft Side - 20 ft; Street side - 15 ft Rear - 25 ft • TH Front - 10 ft; Garage - 20 ft Side - 0; 20 ft corner Rear - 10 ft • ZLL - N/A	<b>Same: Non-residential, MF, and TH • ZLL Front - 10 ft; Garage - 20 ft Side - 0 and 10 ft; or 5 ft and 5 ft Rear - 10 ft; 20 ft if adjacent to another residential zoning district</b>

<b>Minimum Lot Standards</b>	• Non-residential Area: 6,000 sf Width: 60 ft Depth: 100 ft • MF Area: 20,000 sf Width: 60 ft Depth: 100 ft • TH Area: 2,500 sf Width: 25 ft Depth: 100 ft • ZLL - N/A	<b>Same: Non-residential, MF, and TH • ZLL Area - 4,000 sf Width - 40 ft Depth - 100 ft</b>
<b>Maximum Building Coverage</b>	• Non-residential: Lot size minus the minimum building setbacks • MF: 50% (60% w/ covered parking) • TH: None	<b>• Non-residential: 40% • All Residential: 60% • Maximum FAR: 1.5 : 1</b>
<b>Vertical Mixed Use</b>	N/A	<b>• If provided, ground floor use must differ from use on an upper floor; • And at least one floor must contain residential or office use.</b>
<b>Building Design Standards</b>	• Non-residential & MF: Sec. 144-5.22 • TH: None • ZLL: N/A	<b>Same</b>
<b>Landscaping</b>	• Sec. 144-5.2 • Minimum 1-1/2 inch caliper trees	<b>• Same • Minimum 2 inch caliper trees</b>
<b>Greenspace Standards</b>	N/A	<b>• Continuous walkway or public use area along all greenways; and, • Green spaces to be connected by walking trails</b>
<b>Parking Standards</b>	Sec. 144-5.1 based on use	<b>Same</b>
<b>Sign Standards</b>	Chapter 106 Sign Code standards	<b>Same</b>

### **General Information:**

**Size:** Approximately 98 acres

### ***Surrounding Zoning and Land Use:***

North - M-1A/ Commercial

South - Across Kowald, R-2, C-3/ Residential, commercial, agricultural

East - West Village PD, Creekside Wellness PD/ Single-family residences; commercial

West - B-1B, MU-B/ Manufactured home community, mini storage, RV park

### ***Comprehensive Plan/ Future Land Use Designation:***

Medium-High Density Residential; Commercial

### ***Floodplain:***

No portion of the property is within the 1% annual chance flood zone (100-year floodplain).

### ***Regional Transportation Plan:***

The property has frontage on Creekside Crossing and Kowald Lane, and 60 feet of frontage on the IH-35 access road. Kowald Lane is designated as a 60-foot wide Minor Collector. A right-of-way dedication of approximately five feet will be required when the property is platted. A new Minor Collector is proposed between Kowald Lane and Creekside Crossing. That connection is indicated on the concept plan.

The 60 feet of IH-35 frontage provides a connection to the frontage road just south of Buc-ee's that may reduce traffic at the FM 306/IH-35 intersection by creating a bypass to the new Minor Collector and providing much needed connectivity in the area. The concept plan also includes a street

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connection and drainage right-of-way connection into the West Village at Creekside residential subdivision to the east.

*Improvement(s):*

Single-family residence, to be removed.

**Determination Factors:**

In making a decision on zoning, the following factors are to be considered:

- Whether the permitted uses will be appropriate in the immediate area, and their relationship to the area and to the City as a whole (*A mixed-use project is appropriate for this location to complement the existing development trends in the Creekside area.*);
- Whether the change is in accord with any existing or proposed public schools, streets, water supply, sanitary sewers, and other utilities to the area (*The proposed SLPD would provide a collector street between Kowald Lane and Creekside Crossing as identified on the Regional Transportation Plan, and should enhance pedestrian connectivity to nearby public schools and other developments.*);
- How other areas designated for similar development will be affected (*There should be no negative impact on other areas designated for similar development.*);
- Any other factors that will substantially affect the public health, safety, morals, or general welfare (*There should be no other factors that will substantially affect the public health, safety, morals, or general welfare. Drainage and utility issues will be addressed through the platting process.*); and
- Whether the request is consistent with the Comprehensive Plan (*The proposed SLPD is consistent with several objectives of the Comprehensive Plan and the Future Land Use Plan designation on the property is a combination of Medium-High Density Residential and Commercial. If the rezoning is approved, Staff recommends a Future Land Use Plan Amendment to Mixed-Use.*)

**ADDRESSES A NEED/ISSUE IN A CITY PLAN OR COUNCIL PRIORITY:**

Yes	<b>City Plan/Council Priority: 2006 Comprehensive Plan Pros and Cons Based on Policies Plan</b>	<b>Pros: Goal 2:</b> <i>Encourage the mixing of land uses to create a sense of community in the neighborhoods. Object 2A:</i> <i>Allow differing uses in close proximity to help streets, public spaces and pedestrian- oriented retail become places where people meet, attracting pedestrians back onto the street and helping to revitalize community life. The proposed SLPD will incorporate a variety of uses into an integrated development. By providing pocket parks, community spaces and walking trails, the developer's intent is to create lively places where people meet.</i>
		<b>Goal 3:</b> <i>Encourage innovative and flexible design patterns, such as cluster development. The SLPD is a high density development that encourages vertical rather than horizontal development, allowing for greenspace and interconnectivity of hike and bike trails.</i>

		<b>Goal 9:</b> <i>Better regulation of non-residential development.</i> Proposed development standards include architectural guidelines and an internal review committee, maximum building coverage, alternative paving materials and enhanced landscaping that may result in a higher level development than one constructed under the City's minimum non-residential standards.
		<b>Goal 14:</b> <i>Establish and maintain trail and green belts in proximity to major residential areas.</i> <b>Objective 25B:</b> <i>Provide improved pedestrian and bicycle transportation facilities.</i> SLPD will have trails throughout the development and will connect to hike and bike trails planned along FM 1101 and at Resolute Health.
		<b>Goal 80:</b> <i>Develop collaborative efforts with other public, non-profit, schools, and private organizations to develop a system of efficient park and recreation resources.</i> SLPD plans a set of pocket parks where local art and cultural references can be displayed. The developer states he will collaborate with the City Parks and Recreation Department and the New Braunfels Arts Commission to implement the designs.
		<b>Cons:</b> None

#### **FISCAL IMPACT:**

N/A

#### **COMMITTEE RECOMMENDATION:**

The Planning Commission held a public hearing on March 7, 2017 and recommended approval of the requested rezoning with Staff recommendations. (6-0-0)

#### **STAFF RECOMMENDATION:**

Staff recommends approval of the proposed rezoning to Solms Landing Planned Development. The applicant's proposal for a mixed-use development is consistent with ongoing development in the area and is supported by goals and objectives of the Comprehensive Plan. The proposed SLPD is primarily the MU-B district with a few adjustments to standards, the inclusion of single family residences (patio homes) and design guidelines intended to encourage an enhanced and integrated mixture of uses that are connected to the surrounding mixed use development. Staff's recommendation of approval includes the following requirements/conditions:

1. Revise alternate paving standards to indicate materials other than concrete or asphalt are acceptable for trails within the private property and not authorized for public sidewalks, or for parking, without approval from the City Engineer pursuant to Section 5.1-1 of the Zoning Ordinance.
2. A Future Land Use Plan amendment from "Medium-High Density Residential" and "Commercial" to "Mixed Use."

#### **Notification:**

Public hearing notices were sent to owners of 21 properties within 200 feet of the subject property. The Planning and Community Development Department has received three responses in favor (#7, 8, 18) and none in objection.

#### **Attachments:**

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1. Aerial Map
  2. Application
  3. Concept Plan and Development Standards
  4. Land Use Maps (Zoning, Future Land Use)
  5. Notification Map and Responses
  6. Ordinance Sections - MU-B; PDD
  7. Planning Commission Minutes
  8. Ordinance
  9. Resolution



# Aerial and Regional Transportation Plan Map



## Legend

- Subject Property
- Regional Transportation Plan**
  - Interstate
  - Principal Arterial (150')
  - Principal Arterial - Proposed
  - Minor Arterial (120')
  - Major Collector (90')
  - Major Collector - Proposed
  - Minor Collector (60')
  - Minor Collector - Proposed

PZ-16-065

Solms Landing Planned Development  
Concept Plan







PLANNING

APPLICATION FOR  
ZONE CHANGE

550 LANDA STREET  
NEW BRAUNFELS TX 78130

E-MAIL: [planning@nbtexas.org](mailto:planning@nbtexas.org)

PHONE: (830) 221-4050

Case Number: P2-16-065

1. Applicant - If owner(s), so state; If agent or other type of relationship, a letter of authorization must be furnished from owner(s) at the time submitted.

Name: SOLMS LANDING DEVELOPMENT, LLC

Mailing Address: 648 S. CASTELL AVE, NEW BRAUNFELS, TX 78130

Telephone: (830) 387 - 4032

Fax: \_\_\_\_\_

Mobile: \_\_\_\_\_

Email: INFO@SOLMSLANDING.COM

2. Property Address/Location: APPROX. 0.5 MILES SOUTH FROM THE IH-35 AND FM 306 INTERSECTION

3. Legal Description:

Name of Subdivision: SOLMS LANDING

Lot(s): N/A

Block(s): N/A

Acreage: 97.97 ACRES

4. Existing Use of Property: AGRICULTURAL

5. Proposed Use of Property (attach additional or supporting information if necessary): \_\_\_\_\_

COMMERCIAL AND MULTI-FAMILY DEVELOPMENT, PDD

6. Zoning Change Request: Current Zoning: APD Proposed Zoning: PDD

For "PDD Planned Development District", check if: Concept Plan ☒ OR Detail Plan ☐

7. Reason for request (please explain in detail and attach additional pages if needed): \_\_\_\_\_

PLEASE SEE ATTACHED PLANNED DEVELOPMENT DISTRICT DEVELOPMENT STANDARDS

8. ATTACHMENTS:

- \_\_\_\_\_ Metes and bounds description and survey if property is not platted.
- \_\_\_\_\_ TIA worksheet and Traffic Impact Analysis if required.
- \_\_\_\_\_ Location in 100-year floodplain: Please provide a map of the floodplain overlaying the property proposed for zoning or, at a minimum, a copy of the proper FEMA flood map, with panel number. (Current floodplain maps are those most recently adopted by the City Council.)
- \_\_\_\_\_ Map of property in relation to City limits/major roadways or surrounding area.
- \_\_\_\_\_ If requesting a Planned Development (PD), applicant must provide development standards on the detail plan and/or provide the standards in a separate document as described in the Zoning Ordinance, Section 3.5. Provide 14 copies of the standards and Concept plan (1":200') for distribution with 4 copies of the survey (1":200') (if preparing revisions to existing Planned Development (PD) please provide one legible 11x17).
- \_\_\_\_\_ Copy of deed showing current ownership.

The undersigned hereby requests rezoning of the above described property as indicated.

[Signature]  
Signature of Owner(s)/Agent

Date

12-16-16

James E. Mcken - Principal  
Print Name & Title

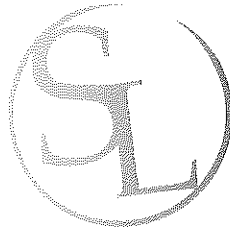
For Office Use Only

Fee Received By: \_\_\_\_\_ Amount: \_\_\_\_\_ Receipt No.: \_\_\_\_\_

Date Received: \_\_\_\_\_ Zoning signs issued: \_\_\_\_\_ Date: \_\_\_\_\_ No.: \_\_\_\_\_

Cash/Check Number: \_\_\_\_\_ Case Number: P2-16-065





# SOLMS LANDING

NEW BRAUNFELS, TX

## THE VISION FOR SOLMS LANDING

Solms Landing, named after the founder of New Braunfels, Prince Carl of Solms-Braunfels, will integrate the cultural history of New Braunfels into a modern mixed use development. Once fully developed, Solms Landing will be a \$200 Million development featuring a variety of high end shopping, national and local restaurants, luxury apartments and residences and over 10 acres of greenspace and parks.

Spanning 98 acres the development will bring together a variety of local and national cuisines, a boutique hotel, upscale shopping, and a variety of high end living options. Centered on a proposed 3 acre park, the development will provide guests and residents walkability to a variety of dining, shopping and entertainment options.

The Solms Landing plan envisions a vibrant urban district that builds on the area's history and character and compliments the adjacent Creekside Shopping Center, Resolute Hospital Facility and numerous established businesses in the adjacent area. Walkability to and from the "Landing" and the surrounding shopping areas is a key element in the masterplan.

Residents of Solms Landing will have the ability to choose between ownership and leasing. Through a variety of living options such as high end condos, Loft style apartments and multifamily above retail, Solms Landing will provide a solution to residents searching for an urban style living option within the Texas Hill Country.

Solms Landing aims to maintain the cultural appeal of New Braunfels that has made the city a top destination for growing families and retirees alike. The project will establish architectural standards to ensure a uniform design throughout the development as well as integrate over 1.5 miles of biking and walking trails that integrate the history and heritage of New Braunfels from its beginning.

In addition to the living and dining options, Solms Landing will bring several different office concepts to life. Solms Landing envisions over 100,000 square feet of Class A office space through executive office space, flex office space, and office condos. Solms Landing office space will have the ability to grow alongside the city of New Braunfels with the goal of attracting not just local and regional companies but national and international companies as well.

### 3.4-11. "MU-B" high intensity mixed use district.

*Purpose.* The MU-B High Intensity Mixed Use District is intended to provide for a mixture of more intense retail, office, and industrial uses in close proximity to enable people to live, work and shop in a single location. Bed-and-breakfast establishments could also be located in this district. Pedestrian walkways and open areas are desired in order to promote a pedestrian-friendly environment.

#### (1) Uses permitted by right:

##### **Residential uses:**

Accessory building/structure  
Bed and breakfast inn (see Sec. 5.6)  
Boardinghouse/lodging house  
Community home (see definition)  
Dormitory (in which individual rooms are for rental)  
Hospice

Multifamily (apartments/condominiums – at least five units)

~~Rental or occupancy for less than one month~~

Residential use in buildings with the following non-residential uses

Townhouse (at least five lots)

Zero lot line / patio homes

##### **Non-residential uses:**

Accounting, auditing, bookkeeping, and tax preparations

Adult day care (no overnight stay)

Adult day care (with overnight stay)

~~Aircraft support and related services~~

~~Airport~~

~~All terrain vehicle (ATV) dealer / sales~~

Ambulance service (private)

Amphitheater

Amusement devices/arcade (4 or more devices)

Amusement services or venues (indoors)

Amusement services or venues (outdoors)

Animal grooming shop

Answering and message services

Antique shop

~~Appliance repair~~

~~Archery range~~

Armed services recruiting center

Art dealer / gallery

Artist or artisan's studio

Assembly/exhibition hall or areas

Assisted living facility / retirement home

Athletic fields

~~Auction sales (non-vehicle)~~

~~Auto body repair, garages (see Sec. 5.11)~~

~~Auto glass repair/tinting (see Sec. 5.11)~~

~~Auto interior shop / upholstery (see Sec. 5.11)~~

~~Auto leasing~~

~~Auto muffler shop (see Sec. 5.11)~~

~~Auto or trailer sales rooms or yards (Sec. 5.12)~~

~~Auto or truck sales rooms or yards—primarily new~~

~~Auto paint shop~~

~~Auto repair as an accessory use to retail sales~~

~~Auto repair garage (general) (see Sec. 5.11)~~

~~Auto supply store for new and factory rebuilt parts~~

~~Auto tire repair /sales (indoor)~~

~~Automobile driving school (including defensive driving)~~

Bakery (retail)

Bank, savings and loan, or credit union

Bar/Tavern

Barber/beauty college (cosmetology school)

Barber/beauty shop, haircutting (non-college)

~~Barns and farm equipment storage (related to agricultural uses)~~

Battery charging station

Bicycle sales and/or repair

Billiard / pool facility

~~Bingo facility~~

Bio-medical facilities

~~Blacksmith or wagon shops~~

Book binding

Book store

~~Bottling or distribution plants (milk)~~

~~Bottling works~~

Bowling alley/center (see Sec. 5.13)

~~Broadcast station (with tower) (see Sec. 5.6)~~

~~Bus barns or lots~~

Bus passenger stations

Cafeteria / café / delicatessen

Campers' supplies

~~Car wash (self service; automated)~~

~~Car wash, full service (detail shop)~~

~~Carpenter, cabinet, or pattern shops~~

~~Carpet cleaning establishments~~

Caterer

~~Cemetery and/or mausoleum~~

~~Check cashing service~~

~~Chemical laboratories (no noxious fumes/odors)~~

Child day care / children's nursery (business)

Church/place of religious assembly

Civic/conference center and facilities

~~Cleaning, pressing and dyeing (non-explosive fluids used)~~

Clinic (dental)

Clinic (emergency care)

Clinic (medical)

Club (private)

Coffee shop

~~Gold storage plant~~

Commercial amusement concessions and facilities

Communication equipment - installation or repair

Computer and electronic sales

Computer repair

Confectionery store (retail)

Consignment shop

~~Contractor's office/sales, with outside storage including vehicles~~

~~Contractor's temporary on-site construction office~~

Convenience store with or without fuel sales

Country club (private)

Credit agency

Curio shops

Custom work shops

Dance hall / dancing facility (see Sec. 5.13)

Day camp

Department store

Drapery shop / blind shop

Driving range

Drug sales/pharmacy

~~Electrical repair shop~~

~~Electrical substation~~

Electronic assembly/high tech manufacturing

~~Electroplating works~~

~~Engine repair, manufacturing/re-manufacturing~~

~~Exterminator service~~

Fair ground

Farmers market (produce market - wholesale)

~~Farms, general (crops)~~

~~Farms, general (livestock/ranch)~~

Feed and grain store

Filling station (tanks must be below the ground)

Fire Station

Florist

Food or grocery store with or without fuel sales

Food processing (no outside public consumption)

~~Forge (hand)~~

~~Forge (power)~~

Fraternal organization/civic club (private club)

~~Freight terminal, rail/truck (when any storage of freight is outside an enclosed building)~~

~~Freight terminal, truck (all storage of freight in an enclosed building)~~

Frozen food storage for individual or family use

~~Funeral home/mortuary~~

~~Furniture manufacture~~

Furniture sales (indoor)

~~Galvanizing works~~

~~Garden shops and greenhouses~~

Golf course (public or private)

Golf course (miniature)

Governmental building or use with no outside storage

~~Greenhouse (commercial)~~

Handicraft shop

Hardware store

Health club (physical fitness; indoors only)

Heating and air-conditioning sales / services

~~Heavy load (farm) vehicle sales/repair (Sec. 5.14)~~

~~Heliport~~

Home repair and yard equipment retail and rental outlets

Hospital, general (acute care/chronic care)

Hospital, rehabilitation

Hotel/motel

Hotels/motels - extended stay (residence hotels)

Ice delivery stations (for storage and sale of ice at retail only)

~~Ice plants~~

~~Industrial laundries~~

Kiosk (providing a retail service)

Laboratory equipment manufacturing

Laundromat and laundry pickup stations

~~Laundry, commercial (w/o self serve)~~

~~Laundry/dry cleaning (drop off/pick up)~~

~~Laundry/washateria (self serve)~~

~~Lawnmower sales and/or repair~~

Leather products manufacturing

~~Light manufacturing~~

Limousine / taxi service

~~Locksmith~~

~~Lumberyard (see Sec. 5.15)~~

~~Lumberyard or building material sales (Sec. 5.15)~~

~~Machine shop~~

~~Maintenance/janitorial service~~

Major appliance sales (indoor)

~~Manufactured home sales~~

~~Manufacturing and processes~~

Market (public, flea)

Martial arts school

Medical supplies and equipment

~~Metal fabrication shop~~

Micro brewery (onsite manufacturing and sales)

~~Mini-warehouse/self storage units (with or without outside boat and RV storage)~~

Motion picture studio, commercial film

Motion picture theater (indoors)

Motion picture theater (outdoors, drive-in)

~~Motorcycle dealer (primarily new / repair)~~

~~Moving storage company~~

~~Moving, transfer, or storage plant~~

Museum

Needlework shop

~~Non-bulk storage of fuel, petroleum products and liquefied petroleum~~

Nursing/convalescent home/sanitarium  
 Offices, brokerage services  
 Offices, business or professional  
 Offices, computer programming/ data processing  
 Offices, consulting  
 Offices, engineering, architecture, surveying or similar  
 Offices, health services  
 Offices, insurance agency  
 Offices, legal services - including court reporting  
 Offices, medical offices  
 Offices, real estate  
 Offices, security/commodity brokers, dealers, exchanges and financial services

~~Outside storage (as primary use)~~

Park and/or playground (private or public)  
 Parking lots (for passenger car only) (not as incidental to the main use)  
 Parking structure / public garage

~~Pawn shop~~~~Personal watercraft sales (primarily new / repair)~~

Pet shop / supplies (10,000 sq. ft. or less)  
 Pet store (more than 10,000 sq. ft.)  
 Photo engraving plant  
 Photographic printing/duplicating/copy shop  
 Photographic studio (no sale of cameras or supplies)  
 Photographic supply

~~Plant nursery~~~~Plant nursery (growing for commercial purposes with retail sales on-site)~~~~Plastic products molding/reshaping~~~~Plumbing shop~~~~Portable building sales~~~~Propane sales (retail)~~

Public recreation/services building for public park/playground areas  
 Publishing/printing company (e.g., newspaper)

~~Quick lube/oil change/minor inspection~~

Radio/television shop, electronics, computer repair

~~Rappelling facilities~~

Recreation buildings (public or private)

~~Recycling kiosk~~

Refreshment/beverage stand

Research lab (non-hazardous)

Restaurant with drive through

Restaurant/prepared food sales

Retail store and shopping center

Retirement home/home for the aged

Rodeo grounds

~~RV park~~~~RV/travel trailer sales~~

School, K-12 (public or private)

School, vocational (business/commercial trade)

Security monitoring company

Security systems installation company

~~Sheet metal shop~~

Shoe repair shops

~~Shooting gallery—indoor (see Sec. 5.13)~~

Shopping center

~~Sign manufacturing/painting plant~~

Specialty shops in support of project guests and tourists

~~Storage—exterior storage for boats and recreational vehicles~~~~Storage in bulk~~~~Studio for radio or television (with tower) (see Sec. 5.7)~~

Studios (art, dance, music, drama, reducing, photo, interior decorating, etc.)

Tailor shop

Tattoo or body piercing studio

~~Taxidermist~~

Telemarketing agency

Telephone exchange (office and other structures)

Tennis court (commercial)

Theater (non-motion picture; live drama)

~~Tire sales (outdoors)~~~~Tool rental~~~~Transfer station (refuse/pick-up)~~

Travel agency

~~Truck or transit terminal (with outside storage)~~~~Truck Stop~~

University or college (public or private)

Upholstery shop (non-auto)

Used or second hand merchandise/furniture store

~~Vacuum cleaner sales and repair~~

Veterinary hospital with or without outside animal runs or kennels) with the exception that outdoor kennels may not be used between the hours of 9:00 p.m. and 7:00 a.m. and are prohibited adjacent to residential

Video rental / sales

~~Warehouse/office and storage/distribution center~~~~Waterfront amusement, berthing, sales, rentals~~~~Waterfront amusement facilities—boat fuel storage / dispensing facilities~~~~Waterfront amusement facilities—boat landing piers/launching ramps~~

Waterfront amusement facilities – swimming / wading pools / bathhouses

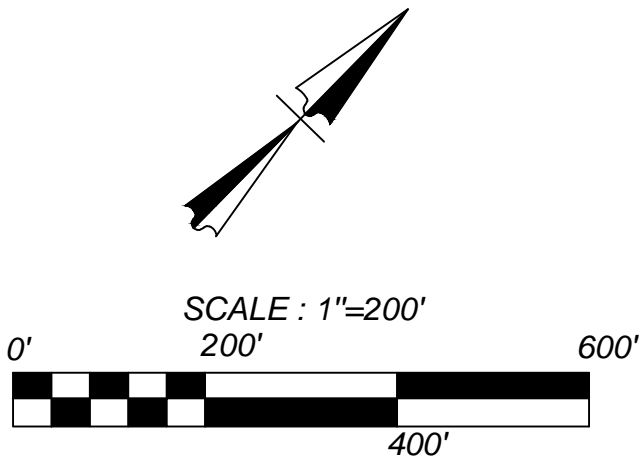
Water storage (surface, underground or overhead), water wells and pumping stations that are part of a public or municipal system

~~Welding shop~~

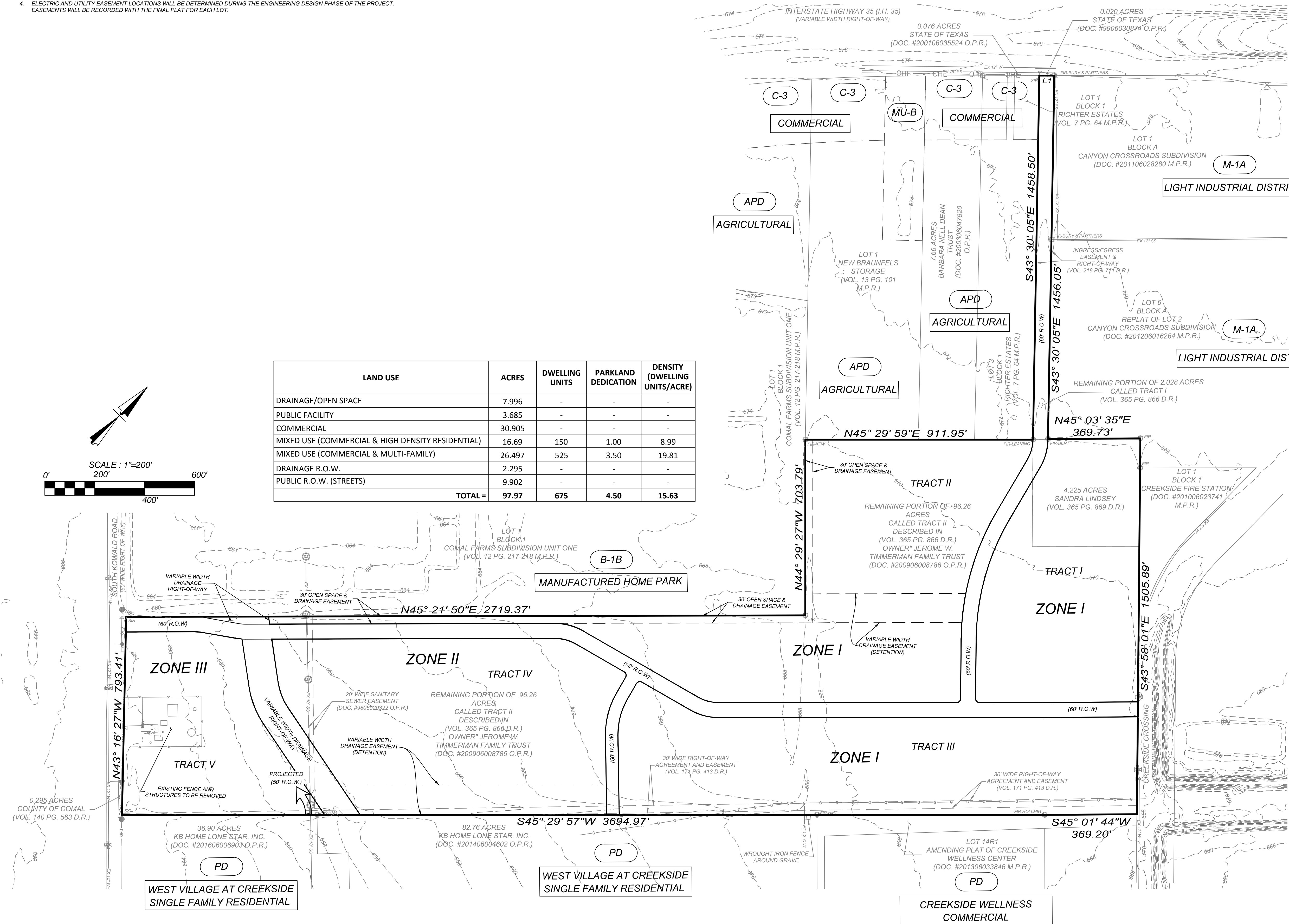
Wholesale sales offices and sample rooms

Woodworking shop (ornamental)

- GENERAL NOTES
1. THE PROPOSED LAND USE WITHIN THIS CONCEPT PLAN IS A MIXED USED DEVELOPMENT INCLUDING COMMERCIAL, MULTI-FAMILY, AND HIGH DENSITY RESIDENTIAL.
  2. THIS CONCEPT PLAN PROPOSES A 60' RIGHT-OF-WAY MINOR COLLECTOR WITH MULTIFAMILY/COMMERCIAL USE TO CONFORM TO THE NEW BRAUNFELS 2012 REGIONAL TRANSPORTATION PLAN. ALL STREETS OUTSIDE OF THE MINOR COLLECTOR WILL BE THE TYPICAL 50' RIGHT-OF-WAY RESIDENTIAL COLLECTOR / NO PARKING UNLESS OTHERWISE SHOWN.
  3. ALL PUBLIC STREETS WILL BE CONSTRUCTED TO THE CITY OF NEW BRAUNFELS DESIGN STANDARDS.
  4. ELECTRIC AND UTILITY EASEMENT LOCATIONS WILL BE DETERMINED DURING THE ENGINEERING DESIGN PHASE OF THE PROJECT. EASEMENTS WILL BE RECORDED WITH THE FINAL PLAT FOR EACH LOT.



LAND USE	ACRES	DWELLING UNITS	PARKLAND DEDICATION	DENSITY (DWELLING UNITS/ACRE)
DRAINAGE/OPEN SPACE	7.996	-	-	-
PUBLIC FACILITY	3.685	-	-	-
COMMERCIAL	30.905	-	-	-
MIXED USE (COMMERCIAL & HIGH DENSITY RESIDENTIAL)	16.69	150	1.00	8.99
MIXED USE (COMMERCIAL & MULTI-FAMILY)	26.497	525	3.50	19.81
DRAINAGE R.O.W.	2.295	-	-	-
PUBLIC R.O.W. (STREETS)	9.902	-	-	-
<b>TOTAL =</b>	<b>97.97</b>	<b>675</b>	<b>4.50</b>	<b>15.63</b>



LEGEND	
	= PROPERTY BOUNDARY
	= ZONING BOUNDARY
	= PROJECTED RIGHT-OF-WAY
	= SURROUNDING ZONING
	= SURROUNDING LAND USE
	= EXISTING SEWER LINE
	= EXISTING SEWER MANHOLE
	= EXISTING WATER MAIN
	= EXISTING GAS MAIN
	= EXISTING FIRE HYDRANT
	= EXISTING OVERHEAD UTILITY
	= EXISTING OVERHEAD ELECTRIC
	= EXISTING 2' CONTOURS

Line Table		
LINE #	LENGTH	DIRECTION
L1	60.01'	N45°22'17"E

OWNER/DEVELOPER:  
SOLMS LANDING, LLC  
648 S CASTELL AVE  
NEW BRAUNFELS, TX  
PHONE: (830) 387-4110

ENGINEER:  
KFW ENGINEERS  
3421 PAESANOS PKWY, STE. 200  
SAN ANTONIO, TX 78231  
PHONE: (210) 979-8444  
FAX: (210) 979-8441



CONCEPT PLAN - SOLMS LANDING  
PLANNED DEVELOPMENT DISTRICT  
NEW BRAUNFELS, TX.

JOB NO. 583-01-01  
DATE: DECEMBER 2016  
DRAWN: NR CHECKED: BW

SHEET NUMBER:

PDD

ISSUE DATE:

REVISIONS:

THIS DOCUMENT HAS BEEN PRODUCED FROM MATERIAL THAT WAS STORED AND/OR TRANSMITTED ELECTRONICALLY AND MAY HAVE BEEN INADVERTENTLY ALTERED. RELY ONLY ON FINAL HARDCOPY MATERIALS BEARING THE CONSULTANT'S ORIGINAL SIGNATURE AND SEAL.





# SOLMS LANDING

NEW BRAUNFELS, TX

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## Planned Development District

Zoning Standards and Guidelines

# Development Standards

MU-B" high intensity mixed use district.

Purpose. The MU-B High Intensity Mixed Use District is intended to provide for a mixture of more intense retail, office, and industrial uses in close proximity to enable people to live, work and shop in a single location. Bed-and-breakfast establishments could also be located in this district. Pedestrian walkways and open areas are desired in order to promote a pedestrian-friendly environment.

Authorized uses. Uses permitted by right shall be those set forth in the Land Use Matrix in Section 4 of this Chapter. The allowed uses in the district, which are intended to be identical with those listed in the Land Use Matrix, are as follows

1. Uses permitted by right:

- Residential uses:
  - Accessory building/structure
  - Bed and breakfast inn (see Sec. 5.6)
  - Boardinghouse/lodging house
  - Community home (see definition)
  - Dormitory (in which individual rooms are for rental)
  - Hospice
  - Multifamily (apartments/condominiums – at least five units)
  - Residential use in buildings with the following non-residential uses
  - Townhouse (at least five lots)
  - Zero lot line / patio homes
- Non-residential uses:
  - Accounting, auditing, bookkeeping, and tax preparations
  - Adult day care (no overnight stay)
  - Adult day care (with overnight stay)
  - Ambulance service (private)
  - Amphitheater
  - Amusement devices/arcade (four or more devices)
  - Amusement services or venues (indoors) (see Sec. 5.13)
  - Amusement services or venues (outdoors)
  - Animal grooming shop
  - Answering and message services
  - Antique shop
  - Armed services recruiting center
  - Art dealer / gallery
  - Artist or artisan's studio
  - Assembly/exhibition hall or areas
  - Assisted living facility / retirement home
  - Athletic fields

- Bakery (retail)
- Bank, savings and loan, or credit union
- Bar/Tavern
- Barber/beauty College (barber or cosmetology school or college)
- Barber/beauty shop, haircutting (non-college)
- Battery charging station
- Bicycle sales and/or repair
- Billiard / pool facility
- Bio-medical facilities
- Book binding
- Book store
- Bowling alley/center (see Sec. 5.13)
- Bus passenger stations
- Cafeteria / café / delicatessen
- Campers' supplies
- Child day care / children's nursery (business)
- Church/place of religious assembly
- Civic/conference center and facilities
- Clinic (dental)
- Clinic (emergency care)
- Clinic (medical)
- Club (private)
- Coffee shop
- Commercial amusement concessions and facilities
- Communication equipment - installation and/or repair
- Computer and electronic sales
- Computer repair
- Confectionery store (retail)
- Consignment shop
- Convenience store with or without fuel sales
- Country club (private)
- Credit agency
- Curio shops
- Custom work shops
- Dance hall / dancing facility (see Sec. 5.13)
- Day camp
- Department store
- Drapery shop / blind shop
- Driving range
- Drug sales/pharmacy
- Electronic assembly/high tech manufacturing
- Fair ground
- Farmers market (produce market - wholesale)
- Fire Station



- Florist
- Food or grocery store with or without fuel sales
- Food processing (no outside public consumption)
- Fraternal organization/civic club (private club)
- Frozen food storage for individual or family use
- Furniture sales (indoor)
- Golf course (public or private)
- Golf course (miniature)
- Governmental building or use with no outside storage
- Handicraft shop
- Hardware store
- Health club (physical fitness; indoors only)
- Heating and air-conditioning sales / services
- Home repair and yard equipment retail and rental outlets
- Hospital, general (acute care/chronic care)
- Hospital, rehabilitation
- Hotel/motel
- Hotels/motels - extended stay (residence hotels)
- Ice delivery stations (for storage and sale of ice at retail only)
- Kiosk (providing a retail service)
- Laboratory equipment manufacturing
- Laundromat and laundry pickup stations
- Leather products manufacturing
- Limousine / taxi service
- Market (public, flea)
- Martial arts school
- Medical supplies and equipment
- Microbrewery (onsite manufacturing and sales)
- Motion picture studio, commercial film
- Motion picture Theater (indoors)
- Motion picture Theater (outdoors, drive-in)
- Museum
- Needlework shop
- Nursing/convalescent home/sanitarium
- Offices, brokerage services
- Offices, business or professional
- Offices, computer programming and data processing
- Offices, consulting
- Offices, engineering, architecture, surveying or similar
- Offices, health services
- Offices, insurance agency
- Offices, legal services - including court reporting
- Offices, medical offices
- Offices, real estate

- Offices, security/commodity brokers, dealers, exchanges and financial services
- Park and/or playground (private or public)
- Parking lots (for passenger car only) (not as incidental to the main use)
- Parking structure / public garage
- Pet shop / supplies (10,000 sq. ft. or less)
- Pet store (more than 10,000 sq. ft.)
- Photo engraving plant
- Photographic printing/duplicating/copy shop or printing shop
- Photographic studio (no sale of cameras or supplies)
- Photographic supply
- Public recreation/services building for public park/playground areas
- Publishing/printing company (e.g., newspaper)
- Radio/television shop, electronics, computer repair
- Rappelling facilities
- Recreation buildings (public or private)
- Recycling kiosk
- Refreshment/beverage stand
- Research lab (non-hazardous)
- Restaurant with drive through
- Restaurant/prepared food sales
- Retail store and shopping center
- Retirement home/home for the aged
- Rodeo grounds
- School, K-12 (public or private)
- School, vocational (business/commercial trade)
- Security monitoring company
- Security systems Installation Company
- Shopping center
- Specialty shops in support of project guests and tourists
- Studios (art, dance, music, drama, reducing, photo, interior decorating, etc.)
- Tailor shop
- Tattoo or body piercing studio
- Telemarketing agency
- Telephone exchange (office and other structures)
- Tennis court (commercial)
- Theater (non-motion picture; live drama)
- Travel agency
- University or college (public or private)
- Upholstery shop (non-auto)
- Used or second hand merchandise/furniture store
- Veterinary hospital with or without outside animal runs or kennels) with the exception that outdoor kennels may not be used between the hours of 9:00 p.m. and 7:00 a.m. and are prohibited adjacent to residential
- Video rental / sales

- Waterfront amusement facilities – swimming / wading pools /bathhouses
- Water storage (surface, underground or overhead), water wells and pumping stations that are part of a public or municipal system
- Wholesale sales offices and sample rooms
- Woodworking shop (ornamental)
- Any comparable business or use not included in or excluded from any other district described herein.

(2) Conflict. In the event of conflict between the uses listed in the Land Use Matrix and those listed in Subsection (1), the uses listed in this subsection shall be deemed those authorized in the district.

(b) Maximum height, minimum area and setback requirements:

(1) Non-residential uses.

(i) Height. 100 Feet

(ii) Front building setback. No front building setback required.

(iii) Side building setback. No side building setback is required.

(iv) Rear building setback. Five feet minimum with an additional two feet required for each story above 24 feet, up to a maximum setback of 25 feet; there shall be no encroachment or overhangs into this required rear building setback.

(v) Residential setback. Where a non-residential building or a multifamily development of more than three units abuts a one or two family use or zoning district, the setback from the residential property line shall be at least 20 feet plus one foot for each foot of building height over 20 feet.

(vi) Minimum lot area. The minimum internal lot area shall be 6,000 square feet or 7,000 square feet for a corner lot.

(viii) Minimum lot frontage: 60 feet.

(ix) Lot depth. 100 feet.

(x) Parking. See Section 5.1 for other permitted uses' parking.

(2) Multifamily dwellings.

(i) Height. 100 Feet

(ii) Front building setbacks. 25 feet.

(iii) Rear building setback. 25 feet.

(iv) Side building setback. A side building setback of 20 feet shall be provided. Buildings on corner lots shall have 15-foot side building setbacks adjacent to the street where the rear lot lines of the corner lots coincide with the rear lot lines of the adjacent lots. Buildings on corner lots shall have 25-foot side building setbacks adjacent to the street

where the rear lines of the corner lots coincide with the side lot lines of the adjacent lots.

(v) Garage setback. Where a driveway is located in front of a garage, the garage shall be setback 20 feet from the right-of-way or the driveway to the garage shall be at least 20 feet long to provide enough space for a vehicle to park without overhanging into the right-of-way, if the garage door is closed. (See Illustration 8 in Sec. 5.1-1)

(vi) Parking and accessory uses. Parking may encroach into the interior side and rear building setback as long as a solid screening fence or wall of six to eight feet in height is erected along the interior side and rear property lines. Accessory uses such as swimming pools, tennis courts and playgrounds will not be permitted within any required yard.

(vii) Width of lot. The minimum width of an interior lot shall be 60 feet and the minimum width of a corner lot shall be 70 feet.

(viii) Density. No maximum.

(ix) Lot area 20,000 square feet.

(x) Distance between structures. There shall be a minimum of 10 feet between structures side by side; a minimum of 20 feet between structures side by front or rear; a minimum of 40 feet between structures front to front; a minimum of 20 feet between structures backing rear to rear, and a minimum of 20' between structures front to rear.

(xii) Lot depth. 100 feet.

(xiii) Parking.

For apartments, apartment hotel units and other multifamily dwellings, off-street parking spaces shall be provided in accord with the following schedule:

1. One-bedroom apartment or unit . . . 1 1/2 spaces
2. Two-bedroom apartment or unit . . . 2 spaces
3. Each Additional bedroom . . . 1/2 space
4. Each dwelling unit provided exclusively for low income elderly occupancy . . . 3/4 space ("Low income elderly" is defined as any person 55 years of age or older with low or moderate income, according to HUD standards.)

### (3) Townhouses.

(i) Height. 30 feet

(ii) Front building setback. 10 feet. If front entry garages/carports are provided, a minimum front yard of 20 feet shall be provided to the garage/carport.

(iii) Side building setback. No side building setbacks are required for interior lots except the minimum distance between two building groups shall be 20 feet and the minimum distance between a building group and any abutting subdivision boundary or zoning

district boundary line shall be 20 feet. Buildings on corner lots shall have 15-foot side building setbacks adjacent to the street, except where the rear lot line of a corner lot coincides with a side lot line of an adjacent lot, then 25-foot minimum side yards adjacent to the street shall be provided.

(iv) Garage setback. Where a driveway is located in front of a garage, the garage shall be setback 20 feet from the right-of-way or the driveway to the garage shall be at least 20 feet long to provide enough space for a vehicle to park without overhanging into the right-of-way, if the garage door is closed.

(v) Rear building setback. No building shall be constructed closer than ten feet from the rear property line. If the rear of the lots abut any other residential zoning district, the rear building setback shall have a minimum depth of 20 feet.

(vi) Width of lot. Interior lots shall have a minimum width of 25 feet. Corner lots shall have a minimum width of 40 feet except where the rear lot line of a corner lot coincides with a side lot line of an adjacent lot, then the corner lot shall have a minimum width of 50 feet.

(vii) Lot depth. 100 feet.

(viii) Lot area per family. 2,500 square feet.

(ix) Common open space. A minimum of 250 square feet of common open space per lot shall be provided within the townhouse project. In computing the required common open space, individually owned townhouse lots, required front, rear, or side setbacks, streets, alleys, or public rights-of-way of any kind, vehicular drives, parking areas, service drives, or utility easements containing or permitting overhead pole carried service shall not be included. Drainage easements and detention ponds may be used in computing common open space.

(x) Building group. There shall be no less than five lots. There shall be no less than two nor more than eight individual dwelling units in each building or dwelling group. Each building group shall be at least 20 feet from any other building group, measured from the nearest points of their foundations. Each building or building group shall be at least 20 feet from any subdivision or zoning district boundary line. (xi) Accessory buildings. Any detached accessory buildings permitted, except carports open on at least two sides, shall be set at least three feet away from the side lot line unless their walls are equal in fire resistance to the common walls of the main structure. Detached carports, open on at least two sides, may be built to the property line with no common wall required. Rear building setback for an accessory building shall be three feet. Any accessory building permitted in district "R-1" shall be permitted in district "TH."

(xii) Parking. There shall be at least two off-street parking spaces for each townhouse.

(4) Zero lot line / patio homes.

(i) Height. 30 feet.

(ii) Front building setback. 10 feet. If front entry garages/carports are provided, a minimum front yard of 20 feet shall be provide to the garage/carport.

(iii) Side building setback. There shall be no side building setback required on one side of the lot and a minimum of 10 feet in the opposite side yard. If the side of the lot abuts any other residential zoning district, that side building setback shall have a minimum of ten feet. The dwelling on the “no side building setback required” side may be off-set from the property line by no more than one foot.

(iv) Corner lots. Buildings on corner lots shall provide a minimum exterior side building setback of 10 feet. If entry to a garage/carport is provided on the exterior side, a minimum yard of 20 feet shall be provided to the garage/carport.

(v) Rear building setback. If rear entry garages/carports are provided from an alley, the rear building setback shall have a minimum depth of 20 feet. If no alley is provided and garage/carport entries are from the front, the rear building setback shall have a minimum depth of 10 feet. If the rear of the lots abut any other residential zoning district, the rear building setback shall have a minimum depth of 20 feet.

(vi) Width of lot. 35 feet.

(vii) Lot area. 3000 square feet.

(viii) Lot depth. 80 feet.

(ix) Minimum area zoned. Not less than three lots with common side lot lines will be zoned for zero lot line homes. When facing on the same street within the same block, mixing of ZH structures and other residential structures will not be allowed. However, this does not preclude other residential uses on one side of a street with ZH uses on the opposite side of the street within the same block or different blocks.

(x) Zero lot line wall. No door or window openings shall be built into the side wall facing the zero lot line except those that are more than three feet from the property line and screened by a masonry wall at least eight feet in height so that the opening(s) is not visible from the adjoining property. (See Illustration 3, “ZH-A” district)

(xi) Maintenance, drainage and overhang easement. A maintenance, drainage and overhang easement of five feet shall be provided on each lot that is adjacent to a lot with a zero setback allowance. This easement shall be for the purpose of maintaining the wall and foundation that is adjacent to one side property line to provide for proper maintenance and drainage.

(xii) Overhang. Eaves and gutters may overhang the zero lot line side of the lot by no more than 18 inches. If there is an overhang over the lot line, a gutter is required such that roof runoff shall not be deposited over the lot line onto adjoining property.

(xiii) Parking. There shall be at least two off-street parking spaces for each zero lot line home. See Section 5.1 for other permitted uses’ parking.

(5) Additional Standards- Whenever there appears to be a conflict between the Solms Landing PDD and the base zoning, the requirements specifically set forth in this document shall prevail unless otherwise stated.

#### Design-

- Design all sites and buildings, and the lower floors of buildings in particular, so that they promote pedestrian activity and provide an active, continuous pedestrian-oriented street edge along public sidewalks.
- Design buildings and sites to provide visual variety and enhance the overall sense of place.
- Regulate building heights and orientation so as to protect and enhance views to and from established landmarks, natural features and skylines.
- Choose Primary Materials in compliance with Section 5.22-4 of the New Braunfels standards that are important to shaping a coherent urban form. In addition to visual attractiveness, exterior building materials serve as the primary form of the interior space of the building.
- Ensure the building facades visible from public spaces contribute to an attractive streetscape and skyline.
- Locate surface parking, individual garages and parking garages to reduce their visual impact.

#### Vertical Mixed Use-

- A use on the ground floor must be different from a use on an upper floor.
- The second floor may be designed to have the same use as the ground floor so long as there is at least one more floor above the second floor that has a different use from the first two floors.
- At least one of the floors shall contain residential dwelling units or office space.
- Any commercial uses allowed in the base zoning district within proposed PDD may be allowed at the ground-floor level in VMU buildings.
- All VMU buildings will conform to the standards of the base zoning

#### Building Standards-

- Galleries and arcades shall be a minimum of 6 feet in width
- Utilizing rooftops for restaurants, bars, amenities, and gardens is allowable.
- Exhaust / venting, trash containers and noise-generating mechanical systems shall not be placed adjacent to the walkway in a manner that diminishes the comfort of pedestrians.
- Ventilation devices shall not be located in the pedestrian zone.
- Mechanical Equipment and Dumpsters whether located on the ground or rooftop shall be screened from public view.
- Ground Floors of Nonresidential Buildings- Minimum 12 feet, measured floor to floor
- Ground Floors of Residential Buildings- Minimum 8 feet measured floor to ceiling
- Upper Floors All Buildings- Minimum 8 feet measured floor to ceiling. Parking structures are exempt from this requirement

- Height maximums will be lower than the base zoning across Solms Landing. Unless otherwise stated in Zone specific standards, the height requirements will be as follows:
- Non-Residential uses- 100 feet
- Multi Family Dwellings- 100 feet
- Townhomes- 30 feet
- Zero Lot Line Homes- 30 feet
- Building Coverage ratio for non-residential uses is not to exceed 40%
- Building Coverage ratio for residential and multifamily uses is not to exceed 60%
- Maximum floor to area ratio is not to exceed 1.5 : 1

#### Greenspace Standard-

- A continuous walkway or public use area shall be located along the greenway.
- Connect green spaces to establish an unified network of pocket parks, green spaces and walking trails

#### Landscaping

- Developments that are set back from the street shall incorporate landscaping such as bushes, flowers and other plantings.
- Pots and planters shall be of 50% clay, concrete, ceramic, resin or masonry materials.
- Irrigation shall be provided to ensure the life of the tree.
- Trees shall be a minimum of 2" caliper.
- Refer to the City of New Braunfels' Zoning Ordinance Section 5.2 for acceptable trees and bushes.

#### Lighting Standards

- Pedestrian lights shall be spaced a maximum of 60 feet apart in the urban greenway areas.
- Pedestrian lights shall be made of steel, aluminum, or any other material that is proven to be equally durable, cost effective and easy to maintain.
- Pedestrian light poles shall provide easy serviceability, maintenance and replacement.
- Light source height shall not exceed 16 feet above grade.

#### Bollard Standards

- Concealed mounting.
- 24" to 30" in height.
- Removable bollards shall be provided where necessary for emergency / service functions.

Paving Materials- Paving materials shall be easy to maintain, attractive and sustainable. The materials shall not detract from the primary purpose of the space. Appropriate materials include the following:

- Concrete / Pervious Concrete
- Crushed stone meeting TDLR requirements- only allowed on trails within the private property and not authorized for public sidewalks or for parking without approval from the City Engineer pursuant to Section 5.1-1 of the Zoning Ordinance.



- Masonry Pavers
- Composite Decking
- Any other similarly primary material that meets and is in compliance with City Design Standards

#### Residential Standards-

- Ground floor residential uses shall provide a clear delineation between public and private space through the use of a patio, landscaped yard, or raised landing. Such delineation shall not conflict with any pertinent accessibility requirements
- Zero lot line homes and townhomes will be designed with front porch configurations that front onto a private or public street or onto a pedestrian open space with a pedestrian walkway.
- Require homes to have alley access to garages with the exception of lots directly adjacent to water or green features

#### Parking Standards-

- Parking ratios will adhere to city guidelines dependent upon end use tenant mix based on requirements laid out in Section 5.1-3 of Planning's Zoning Ordinance
- Parking lots shall provide cross access across property lines to adjacent parking lots to encourage internal circulation and reducing on street conflicts.
- Landscaped parking lot islands, planting beds, and vegetated filter strips will be provided throughout various areas to enhance the overall "beautification" of this development.
- Planting beds and/or vegetated filter strips will serve as a landscape buffer between the parking lots and "business development" areas

#### Zone 1

- Development shall include layering of building heights and styles increasing in height as development moves away from the public right-of-way. Styles of buildings shall vary in design elements, scale, height, building orientation and features to prevent a monotone feel
- Maximum height for Non-Residential and Multi Family- 100 feet

#### Zone 2

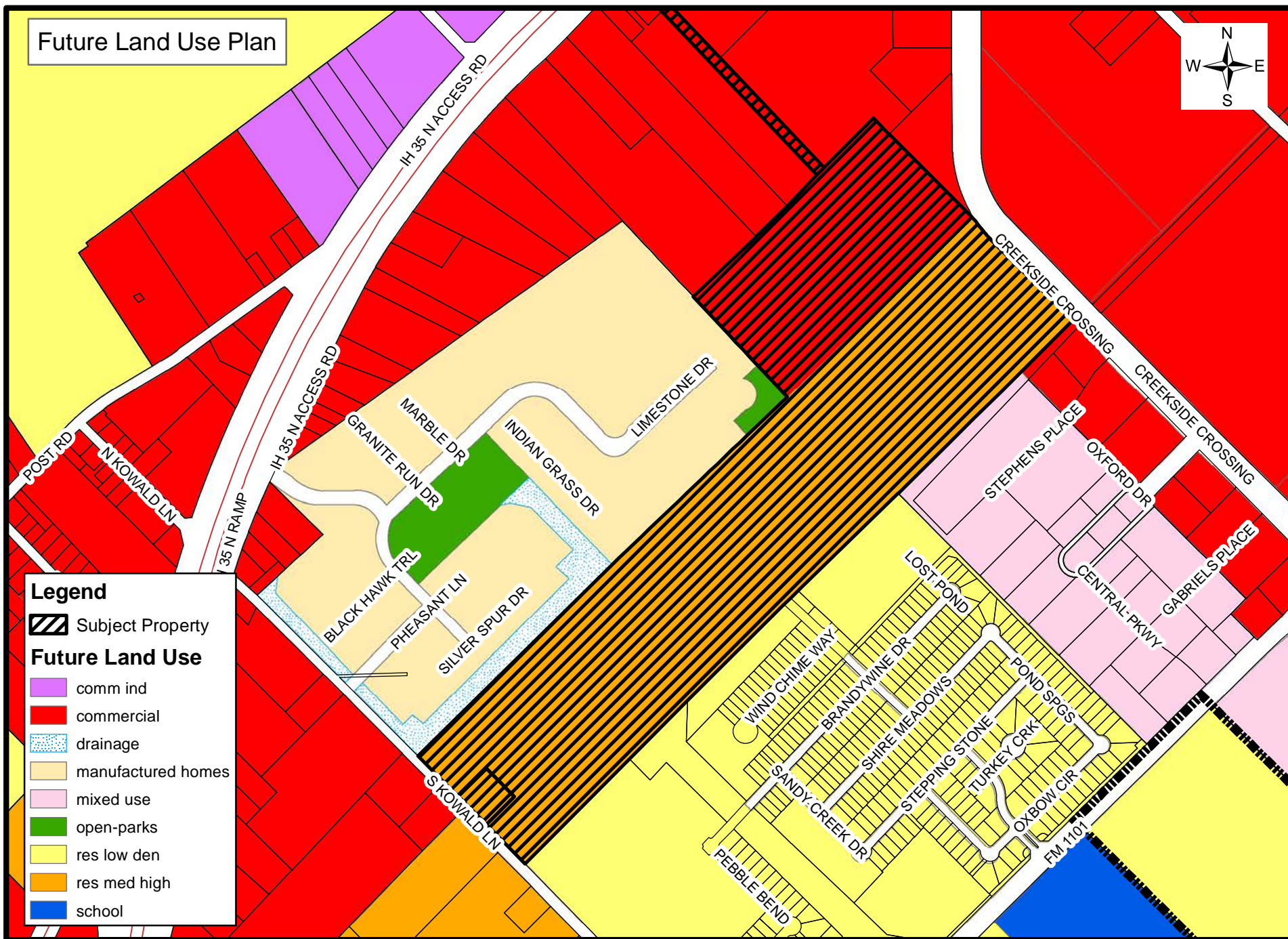
- Maximum height for Non-Residential and Multi Family- 60 feet

#### Zone 3

- Maximum height for Non-Residential and Multi Family- 40 feet



**PZ-16-065**



**PLANNING COMMISSION – March 7, 2017 - 6:00PM**

New Braunfels City Hall, Council Chambers

**Applicant:** Solms Landing Development, LLC

**Address/Location:** 253 S. Kowald

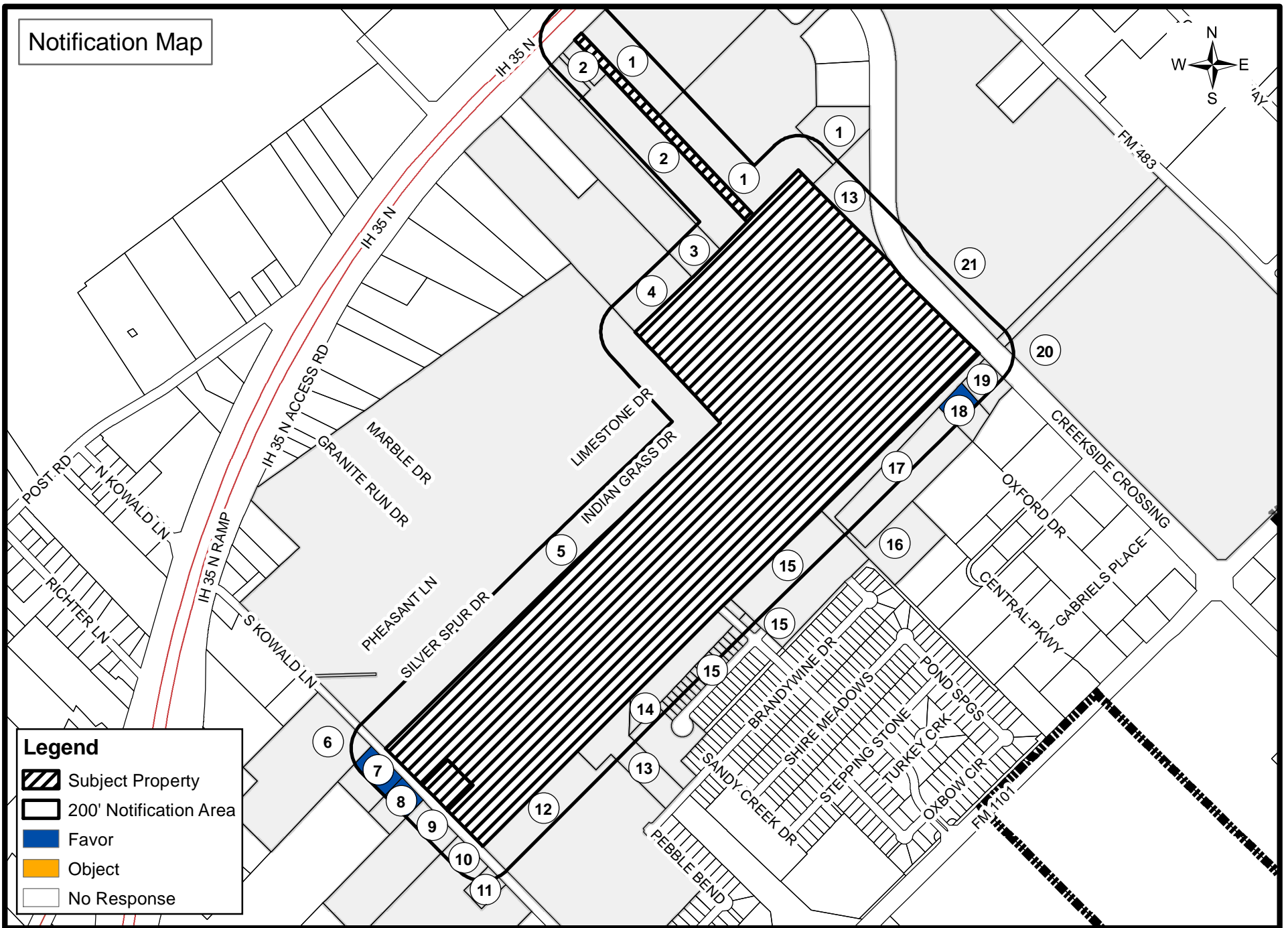
**REQUEST FOR REZONING**

The circled numbers on the map correspond to the property owners listed below.  
All information is from the Comal Appraisal District Records.

1. Buc ees Ltd & Turner Family Prtnrshp Ltd
2. RBNT Investments LLC
3. Dean Barbara Nell
4. New Braunfels Storage Ltd
5. CP Comal Farms Ltd Prtnrshp
6. J E Properties LP
7. Ward Billy & Wetz William N
8. Wetz William & Billy Ward
9. Hubertus Lawrence F
10. Prade Connie A
11. Enterprise Texas Pipeline LP
12. B B L Properties Ltd
13. New Braunfels City Of
14. West Village HOA Inc
15. KB Home Lone Star Inc
16. CWC306 Master Community Inc
- 17a. Upriver Investments LLC
- 17b. NB Traeger Holdings LLC
- 17c. New Braunfels Enterprises LLC
- 17d. Rudisill John R
- 17e. AT Holding Creekside Poston LLC
- 17f. P & W Ranch GP
- 17g. Whitetail Comal Leasing LLC
- 17h. Shipp Lake Holdings LLC
- 17i. Nova Zemlya LLC
- 17j. KB Cattle Co LLC
- 17k. Sunrise Elite Properties LLC
- 17l. Belmarez Management LLC
- 17m. Monk John A & Mary L
18. Creekside 1101 Ltd
19. JMC Investments LLC
20. Central Texas Corridor Hospital Co LLC
21. A L 95 Creekside Town Center LP  
CISD

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**SEE MAP ATTACHED**



YOUR OPINION MATTERS - DETACH AND RETURN

Case: #PZ16-065 (SLPD) hm

Date Sent: 2/16/17

Name: William M. Metz

Address: 20286 FM 2252 - SA, TX 78266

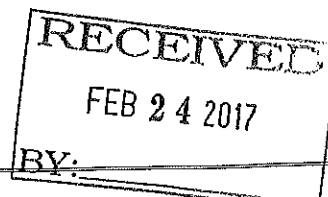
Property number on map: 7

I favor: ☒

I object: \_\_\_\_\_  
(State reason for objection)

Comments: (Use additional sheets if necessary)

Signature: 



YOUR OPINION MATTERS - DETACH AND RETURN

Case: #PZ16-065 (SLPD) hm

Date Sent: 2/16/17

Name: William Metz

Address: 20286 FM 2252 - San Antonio 78266

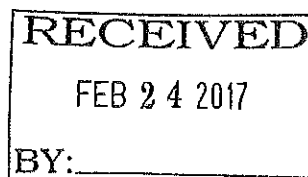
Property number on map: 8

I favor: ☒

I object: \_\_\_\_\_  
(State reason for objection)

Comments: (Use additional sheets if necessary)

Signature: 



YOUR OPINION MATTERS - DETACH AND RETURN

Case: #PZ16-065 (SLPD) hm

Date Sent: 2/16/17

Name: Metzside LLC

Address: 373 S. Joplin Ave N37 28130

Property number on map: 18

I favor: ☒

I object: \_\_\_\_\_  
(State reason for objection)

Comments: (Use additional sheets if necessary)

Signature:   
President



3.4-11. "MU-B" high intensity mixed use district.

*Purpose.* The MU-B High Intensity Mixed Use District is intended to provide for a mixture of more intense retail, office, and industrial uses in close proximity to enable people to live, work and shop in a single location. Bed-and-breakfast establishments could also be located in this district. Pedestrian walkways and open areas are desired in order to promote a pedestrian-friendly environment.

- (a) *Authorized uses.* Uses permitted by right shall be those set forth in the Land Use Matrix in Section 4 of this Chapter. The allowed uses in the district, which are intended to be identical with those listed in the Land Use Matrix, are as follows

(1) *Uses permitted by right:*

**Residential uses:**

Accessory building/structure  
Bed and breakfast inn (see Sec. 5.6)  
Boardinghouse/lodging house  
Community home (see definition)  
Dormitory (in which individual rooms are for rental)  
Hospice

Multifamily (apartments/condominiums – at least five units)  
Rental or occupancy for less than one month (see Sec. 5.17)  
Residential use in buildings with the following non-residential uses  
Townhouse (at least five lots)

**Non-residential uses:**

Accounting, auditing, bookkeeping, and tax preparations  
Adult day care (no overnight stay)  
Adult day care (with overnight stay)  
Aircraft support and related services  
Airport  
All terrain vehicle (ATV) dealer / sales  
Ambulance service (private)  
Amphitheater  
Amusement devices/arcade (4 or more devices)  
Amusement services or venues (indoors) (see Sec. 5.13)  
Amusement services or venues (outdoors)  
Animal grooming shop  
Answering and message services  
Antique shop  
Appliance repair  
Archery range  
Armed services recruiting center  
Art dealer / gallery  
Artist or artisan's studio  
Assembly/exhibition hall or areas  
Assisted living facility / retirement home  
Athletic fields  
Auction sales (non-vehicle)  
Auto body repair, garages (see Sec. 5.11)  
Auto glass repair/tinting (see Sec. 5.11)  
Auto interior shop / upholstery (see Sec. 5.11)  
Auto leasing  
Auto muffler shop (see Sec. 5.11)  
Auto or trailer sales rooms or yards (Sec. 5.12)  
Auto or truck sales rooms or yards - primarily new (see Sec. 5.12)

Auto paint shop  
Auto repair as an accessory use to retail sales  
Auto repair garage (general) (see Sec. 5.11)  
Auto supply store for new and factory rebuilt parts  
Auto tire repair /sales (indoor)  
Automobile driving school (including defensive driving)  
Bakery (retail)  
Bank, savings and loan, or credit union  
Bar/Tavern  
Barber/beauty college (cosmetology school)  
Barber/beauty shop, haircutting (non-college)  
Barns and farm equipment storage (related to agricultural uses)  
Battery charging station  
Bicycle sales and/or repair  
Billiard / pool facility  
Bingo facility  
Bio-medical facilities  
Blacksmith or wagon shops  
Book binding  
Book store  
Bottling or distribution plants (milk)  
Bottling works  
Bowling alley/center (see Sec. 5.13)  
Broadcast station (with tower) (see Sec. 5.6)  
Bus barns or lots  
Bus passenger stations  
Cafeteria / café / delicatessen  
Campers' supplies  
Car wash (self service; automated)  
Car wash, full service (detail shop)  
Carpenter, cabinet, or pattern shops

Carpet cleaning establishments  
 Caterer  
 Cemetery and/or mausoleum  
 Check cashing service  
 Chemical laboratories (not producing noxious fumes or odors)  
 Child day care / children's nursery (business)  
 Church/place of religious assembly  
 Civic/conference center and facilities  
 Cleaning, pressing and dyeing (non-explosive fluids used)  
 Clinic (dental)  
 Clinic (emergency care)  
 Clinic (medical)  
 Club (private)  
 Coffee shop  
 Cold storage plant  
 Commercial amusement concessions and facilities  
 Communication equipment - installation or repair  
 Computer and electronic sales  
 Computer repair  
 Confectionery store (retail)  
 Consignment shop  
 Contractor's office/sales, with outside storage including vehicles  
 Contractor's temporary on-site construction office (only with permit from Building Official; see Sec. 5.10)  
 Convenience store with or without fuel sales  
 Country club (private)  
 Credit agency  
 Curio shops  
 Custom work shops  
 Dance hall / dancing facility (see Sec. 5.13)  
 Day camp  
 Department store  
 Drapery shop / blind shop  
 Driving range  
 Drug sales/pharmacy  
 Electrical repair shop  
 Electrical substation  
 Electronic assembly/high tech manufacturing  
 Electroplating works  
 Engine repair, manufacturing/re-manufacturing  
 Exterminator service  
 Fair ground  
 Farmers market (produce market - wholesale)  
 Farms, general (crops) (see Chapter 6, Municipal Code and Sec. 5.9)  
 Farms, general (livestock/ranch) (see Chapter 6, Municipal Code and Sec. 5.9)  
 Feed and grain store  
 Filling station (tanks must be below the ground)  
 Florist  
 Food or grocery store with or without fuel sales

Food processing (no outside public consumption)  
 Forge (hand)  
 Forge (power)  
 Fraternal organization/civic club (private club)  
 Freight terminal, rail/truck (when any storage of freight is outside an enclosed building)  
 Freight terminal, truck (all storage of freight in an enclosed building)  
 Frozen food storage for individual or family use  
 Funeral home/mortuary  
 Furniture manufacture  
 Furniture sales (indoor)  
 Galvanizing works  
 Garden shops and greenhouses  
 Golf course (public or private)  
 Golf course (miniature)  
 Governmental building or use with no outside storage  
 Greenhouse (commercial)  
 Handicraft shop  
 Hardware store  
 Health club (physical fitness; indoors only)  
 Heating and air-conditioning sales / services  
 Heavy load (farm) vehicle sales/repair (Sec. 5.14)  
 Heliport  
 Home repair and yard equipment retail and rental outlets  
 Hospital, general (acute care/chronic care)  
 Hospital, rehabilitation  
 Hotel/motel  
 Hotels/motels - extended stay (residence hotels)  
 Ice delivery stations (for storage and sale of ice at retail only)  
 Ice plants  
 Industrial laundries  
 Kiosk (providing a retail service)  
 Laboratory equipment manufacturing  
 Laundromat and laundry pickup stations  
 Laundry, commercial (w/o self serve)  
 Laundry/dry cleaning (drop off/pick up)  
 Laundry/washateria (self serve)  
 Lawnmower sales and/or repair  
 Leather products manufacturing  
 Light manufacturing  
 Limousine / taxi service  
 Locksmith  
 Lumberyard (see Sec. 5.15)  
 Lumberyard or building material sales (Sec. 5.15)  
 Machine shop  
 Maintenance/janitorial service  
 Major appliance sales (indoor)  
 Manufactured home sales  
 Manufacturing and processes  
 Market (public, flea)  
 Martial arts school  
 Medical supplies and equipment



<p> Metal fabrication shop  Micro brewery (onsite manufacturing and sales)  Mini-warehouse/self storage units (with or without outside boat and RV storage)  Motion picture studio, commercial film  Motion picture theater (indoors)  Motion picture theater (outdoors, drive-in)  Motorcycle dealer (primarily new / repair)  Moving storage company  Moving, transfer, or storage plant  Museum  Needlework shop  Non-bulk storage of fuel, petroleum products and liquefied petroleum  Nursing/convalescent home/sanitarium  Offices, brokerage services  Offices, business or professional  Offices, computer programming/ data processing  Offices, consulting  Offices, engineering, architecture, surveying or similar  Offices, health services  Offices, insurance agency  Offices, legal services - including court reporting  Offices, medical offices  Offices, real estate  Offices, security/commodity brokers, dealers, exchanges and financial services  Outside storage (as primary use)  Park and/or playground (private or public)  Parking lots (for passenger car only) (not as incidental to the main use)  Parking structure / public garage  Pawn shop  Personal watercraft sales (primarily new / repair)  Pet shop / supplies (10,000 sq. ft. or less)  Pet store (more than 10,000 sq. ft.)  Photo engraving plant  Photographic printing/duplicating/copy shop  Photographic studio (no sale of cameras or supplies)  Photographic supply  Plant nursery  Plant nursery (growing for commercial purposes with retail sales on site)  Plastic products molding/reshaping  Plumbing shop  Portable building sales  Propane sales (retail)  Public recreation/services building for public park/playground areas  Publishing/printing company (e.g., newspaper)  Quick lube/oil change/minor inspection  Radio/television shop, electronics, computer repair  Rappelling facilities </p>	<p> Recreation buildings (public or private)  Recycling kiosk  Refreshment/beverage stand  Research lab (non-hazardous)  Restaurant with drive through  Restaurant/prepared food sales  Retail store and shopping center  Retirement home/home for the aged  Rodeo grounds  RV park  RV/travel trailer sales  School, K-12 (public or private)  School, vocational (business/commercial trade)  Security monitoring company  Security systems installation company  Sheet metal shop  Shoe repair shops  Shooting gallery - indoor (see Sec. 5.13)  Shopping center  Sign manufacturing/painting plant  Specialty shops in support of project guests and tourists  Storage - exterior storage for boats and recreational vehicles  Storage in bulk  Studio for radio or television (with tower) (see Sec. 5.7)  Studios (art, dance, music, drama, reducing, photo, interior decorating, etc.)  Tailor shop  Tattoo or body piercing studio  Taxidermist  Telemarketing agency  Telephone exchange (office and other structures)  Tennis court (commercial)  Theater (non-motion picture; live drama)  Tire sales (outdoors)  Tool rental  Transfer station (refuse/pick-up)  Travel agency  Truck or transit terminal (with outside storage)  Truck Stop  University or college (public or private)  Upholstery shop (non-auto)  Used or second hand merchandise/furniture store  Vacuum cleaner sales and repair  Veterinary hospital with or without outside animal runs or kennels) with the exception that outdoor kennels may not be used between the hours of 9:00 p.m. and 7:00 a.m. and are prohibited adjacent to residential  Video rental / sales  Warehouse/office and storage/distribution center  Waterfront amusement facilities - berthing facilities sales and rentals </p>
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Waterfront amusement facilities - boat fuel storage / dispensing facilities  
 Waterfront amusement facilities - boat landing piers/launching ramps  
 Waterfront amusement facilities – swimming / wading pools / bathhouses

Water storage (surface, underground or overhead), water wells and pumping stations that are part of a public or municipal system  
 Welding shop  
 Wholesale sales offices and sample rooms  
 Woodworking shop (ornamental)

Any comparable business or use not included in or excluded from any other district described herein.

- (2) *Conflict.* In the event of conflict between the uses listed in the Land Use Matrix and those listed in Subsection (1), the uses listed in this subsection shall be deemed those authorized in the district.

(b) *Maximum height, minimum area and setback requirements:*

(1) Non-residential uses.

- (i) *Height.* 120 feet.
- (ii) *Front building setback.* No front building setback required.
- (iii) *Side building setback.* No side building setback is required.
- (iv) *Rear building setback.* Five feet minimum with an additional two feet required for each story above 24 feet, up to a maximum setback of 25 feet; there shall be no encroachment or overhangs into this required rear building setback.
- (v) *Residential setback.* Where a non-residential building or a multifamily development of more than three units abuts a one or two family use or zoning district, the setback from the residential property line shall be at least 20 feet plus one foot for each foot of building height over 20 feet.
- (vi) *Minimum lot area.* The minimum internal lot area shall be 6,000 square feet or 7,000 square feet for a corner lot.
- (viii) *Minimum lot frontage:* 60 feet.
- (ix) *Lot depth.* 100 feet.
- (x) *Parking.* See Section 5.1 for other permitted uses' parking.

(2) Multifamily dwellings.

- (i) *Height.* 120 feet.
- (ii) *Front building setbacks.* 25 feet.
- (iii) *Rear building setback.* 25 feet.
- (iv) *Side building setback.* A side building setback of 20 feet shall be provided. Buildings on corner lots shall have 15-foot side building setbacks adjacent to the street where the rear lot lines of the corner lots coincide with the rear lot lines of the adjacent lots. Buildings on corner lots shall have 25-foot side building setbacks adjacent to the street where the rear lines of the corner lots coincide with the side lot lines of the adjacent lots.

- (v) *Garage setback.* Where a driveway is located in front of a garage, the garage shall be setback 20 feet from the right-of-way or the driveway to the garage shall be at least 20 feet long to provide enough space for a vehicle to park without overhanging into the right-of-way, if the garage door is closed. (See Illustration 8 in Sec. 5.1-1)
- (vi) *Parking and accessory uses.* Parking may encroach into the interior side and rear building setback as long as a solid screening fence or wall of six to eight feet in height is erected along the interior side and rear property lines. Accessory uses such as swimming pools, tennis courts and playgrounds will not be permitted within any required yard.
- (vii) *Width of lot.* The minimum width of an interior lot shall be 60 feet and the minimum width of a corner lot shall be 70 feet.
- (viii) *Density.* No maximum.
- (ix) *Lot area* 20,000 square feet.
- (x) *Lot coverage.* The combined area of all yards shall not be less than 50 percent of the total lot or tract; provided however, that in the event enclosed or covered parking is provided, the minimum total yard area requirement shall be 40 percent of the total lot or tract.
- (xi) *Distance between structures.* There shall be a minimum of 10 feet between structures side by side; a minimum of 20 feet between structures side by front or rear; a minimum of 40 feet between structures front to front; a minimum of 20 feet between structures backing rear to rear, and a minimum of 20' between structures front to rear. (See Illustration 1)
- (xii) *Access to an arterial roadway or state highway required.* Developments in this district must have direct access to either an arterial roadway or state highway.
- (xiii) *Lot depth.* 100 feet.
- (xiv) *Parking.*  
For apartments, apartment hotel units and other multifamily dwellings, off-street parking spaces shall be provided in accord with the following schedule:
  - 1. One-bedroom apartment or unit: 1 1/2 spaces
  - 2. Two-bedroom apartment or unit: 2 spaces
  - 3. Each Additional bedroom: 1/2 space
  - 4. Each dwelling unit provided exclusively for low income elderly occupancy: 3/4 space ("Low income elderly" is defined as any person 55 years of age or older with low or moderate income, according to HUD standards.)

See Section 5.1 for other permitted uses' parking.

(3) Townhouses.

- (i) *Height.* 35 feet.
- (ii) *Front building setback.* 10 feet. If front entry garages/carports are provided, a minimum front yard of 20 feet shall be provided to the garage/carport.

- (iii) *Side building setback.* No side building setbacks are required for interior lots except the minimum distance between two building groups shall be 20 feet and the minimum distance between a building group and any abutting subdivision boundary or zoning district boundary line shall be 20 feet. Buildings on corner lots shall have 15-foot side building setbacks adjacent to the street, except where the rear lot line of a corner lot coincides with a side lot line of an adjacent lot, then 25-foot minimum side yards adjacent to the street shall be provided.
- (iv) *Garage setback.* Where a driveway is located in front of a garage, the garage shall be setback 20 feet from the right-of-way or the driveway to the garage shall be at least 20 feet long to provide enough space for a vehicle to park without overhanging into the right-of-way, if the garage door is closed. (See Illustration 8 in Sec. 5.1-1)
- (v) *Rear building setback.* No building shall be constructed closer than ten feet from the rear property line. If the rear of the lots abut any other residential zoning district, the rear building setback shall have a minimum depth of 20 feet.
- (vi) *Width of lot.* Interior lots shall have a minimum width of 25 feet. Corner lots shall have a minimum width of 40 feet except where the rear lot line of a corner lot coincides with a side lot line of an adjacent lot, then the corner lot shall have a minimum width of 50 feet.
- (vii) *Lot depth.* 100 feet.
- (viii) *Lot area per family.* 2,500 square feet.
- (ix) *Common open space.* A minimum of 250 square feet of common open space per lot shall be provided within the townhouse project. In computing the required common open space, individually owned townhouse lots, required front, rear, or side setbacks, streets, alleys, or public rights-of-way of any kind, vehicular drives, parking areas, service drives, or utility easements containing or permitting overhead pole carried service shall not be included. Drainage easements and detention ponds may be used in computing common open space.
- (x) *Building group.* There shall be no less than five lots. There shall be no less than two nor more than eight individual dwelling units in each building or dwelling group. Each building group shall be at least 20 feet from any other building group, measured from the nearest points of their foundations. Each building or building group shall be at least 20 feet from any subdivision or zoning district boundary line.
- (xi) *Accessory buildings.* Any detached accessory buildings permitted, except carports open on at least two sides, shall be set at least three feet away from the side lot line unless their walls are equal in fire resistance to the common walls of the main structure. Detached carports, open on at least two sides, may be built to the property line with no common wall required. Rear building setback for an accessory building shall be three feet. Any accessory building permitted in district "R-1" shall be permitted in district "TH."
- (xii) *Parking.* There shall be at least two off-street parking spaces for each townhouse. See Section 5.1 for other permitted uses' parking.

### 3.5. *Planned Development Districts.*

3.5-1. *Purpose:* The planned development district is a free-standing district designed to provide for the development of land as an integral unit for single or mixed uses in accordance with a plan that may vary from the established regulations of other zoning districts. It is the intent in such a district to insure compliance with good zoning practices while allowing certain desirable departures from the strict provisions of specific zoning classifications.

3.5-2. *Application:* An application for a planned development district shall be processed in accordance with this Chapter. A pre-planning conference is required between the applicant and the Planning Director prior to the actual filing of the application.

3.5-3. *Base District.* A base zoning district shall be specified. The regulations in the base zoning district shall control unless specifically stated otherwise in the PD.

3.5-4. *District plans and requirements:* There are two types of plans that may be used in the planned development process. The general purpose and use of each plan is described as follows:

- (a) *Concept plan.* This plan is intended to be used as the first step in the planned development process. It establishes the most general guidelines for the district by identifying the land use types, development standards, approximate road locations and project boundaries and illustrates the integration of these elements into a master plan for the whole district.
- (b) *Detail plan.* The detail plan is the final step of the planned development process. It contains the details of development for the property. For smaller tracts or where final development plans are otherwise known, the detail plan may be used to establish the district and be the only required step in the planned development process.

3.5-5. *Concept plan requirements:* Said concept plan shall include the following:

- (a) *Relation to the comprehensive plan.* A general statement setting forth how the proposed district will relate to the city's comprehensive plan and the degree to which it is or is not consistent with that plan and the proposed base zoning district.
- (b) *Acreage.* The total acreage within the proposed district.
- (c) *Survey.* An accurate survey of the boundaries of the district.
- (d) *Land uses.* Proposed general land uses and the acreage for each use, including open space. For residential development, the total number of units and the number of units per acre.
- (e) *General thoroughfare layout.* Proposed streets, as a minimum to arterial street level. (Showing collector and local streets is optional.)
- (f) *Development standards.* Development standards, if different from the base zoning district, for each proposed land use, as follows:
  - (1) Minimum lot area.
  - (2) Minimum lot width and depth.
  - (3) Minimum front, side, and rear building setback areas.
  - (4) Maximum height of buildings.
  - (5) Maximum building coverage.
  - (6) Maximum floor to area ratios for nonresidential uses.
  - (7) Minimum parking standards for each general land use.
  - (8) Other standards as deemed appropriate.
- (g) *Existing conditions.* On a scaled map sufficient to determine detail, the following shall be shown for the area within the proposed district.
  - (1) Topographic contours of ten feet or less.

- (2) Existing streets.
- (3) Existing 100-year floodplain, floodway and major drainage ways.
- (4) City limits and E.T.J. boundaries.
- (5) Zoning districts within and adjacent to the proposed district.
- (6) Land use.
- (7) Utilities, including water, wastewater and electric lines.

3.5-6. *Detail plan requirements:* The application for a planned development district shall include a detail plan consistent with the concept plan. Said detail plan shall include the following:

- (a) *Acreage.* The acreage in the plan as shown by a survey, certified by a registered surveyor.
- (b) *Land uses.* Permitted uses, specified in detail, and the acreage for each use.
- (c) *Off-site information.* Adjacent or surrounding land uses, zoning, streets, drainage facilities and other existing or proposed off-site improvements, as specified by the department, sufficient to demonstrate the relationship and compatibility of the district to the surrounding properties, uses, and facilities.
- (d) *Traffic and transportation.* The location and size of all streets, alleys, parking lots and parking spaces, loading areas or other areas to be used for vehicular traffic; the proposed access and connection to existing or proposed streets adjacent to the district; and the traffic generated by the proposed uses.
- (e) *Buildings.* The locations, maximum height, maximum floor area and minimum setbacks for all nonresidential buildings.
- (f) *Residential development.* The numbers, location, and dimensions of the lots, the minimum setbacks, the number of dwelling units, and number of units per acre (density).
- (g) *Water and drainage.* The location of all creeks, ponds, lakes, floodplains or other water retention or major drainage facilities and improvements.
- (h) *Utilities.* The location and route of all major sewer, water, or electrical lines and facilities necessary to serve the district.
- (i) *Open space.* The approximate location and size of greenbelt, open, common, or recreation areas, the proposed use of such areas, and whether they are to be for public or private use.
- (j) *Sidewalks and bike paths.* Sidewalks or other improved ways for pedestrian or bicycle use.
- (k) If multifamily or non-residential development, a landscape plan.

A detailed plan, with all of the information required of a concept plan, may be submitted in lieu of a concept plan.

3.5-7. *Phasing schedule:* PD districts larger than 350 acres shall provide a phasing schedule depicting the different construction phases.

3.5-8. *Approval of district:* The City Council may, after receiving a recommendation from the Planning Commission, approve by Ordinance the creation of a district based upon a concept plan or a detail plan. The approved plan shall be made part of the ordinance establishing the district. Upon approval said change shall be indicated on the zoning maps of the city.

The development standards and requirements including, but not limited to, maximum height, lot width, lot depth, floor area, lot area, setbacks and maximum off-street parking and loading requirements for uses proposed shall be established for each planned development district based upon the particular merits of the development design and layout. Such standards and requirements shall comply with or

be more restrictive than the standards established in the base zoning district for the specific type uses allowed in the district, except that modifications in these regulations may be granted if it shall be found that such modifications are in the public interest, are in harmony with the purposes of this Chapter and will not adversely affect nearby properties.

3.5-9. *Planning Commission approval of detail plan:* The Planning Commission is authorized to approve a detail plan or the amendment of a detail plan for property for which a concept plan has been approved by the City Council. If the City Council initially approved a detail plan in establishing the district, the detail plan may only be amended by the City Council. The approved detail plan shall be permanently filed in the Planning Department. The Planning Commission shall approve the detail plan if it finds that:

- (a) *Compliance.* The plan complies with the concept plan approved for that property and the standards and conditions of the PD district;
- (b) *Compatibility.* The plan provides for a compatible arrangement of buildings and land uses and would not adversely affect adjoining neighborhood or properties outside the plan; and
- (c) *Circulation of vehicular traffic.* The plan provides for the adequate and safe circulation of vehicular traffic.

If no detail plan has been approved for the property within ten years of the date of approval of a concept plan, the detail plan must be approved by the City Council, after receiving a recommendation from the Planning Commission, after notice and hearing.

3.5-10. *Expiration of detail plan:* A detail plan shall be valid for five years from the date of its approval. If a building permit has not been issued or construction begun on the detail plan within the five years, the detail plan shall automatically expire and no longer be valid. The Planning Commission may, prior to expiration of the detail plan, for good cause shown, extend for up to 24 months the time for which the detail plan is valid.

3.5-11. *Appeals from Planning Commission action:* If the Planning Commission disapproves a detail plan over which it has final approval authority, or imposes conditions, or refuses to grant an extension of time for which a detail plan is valid, the applicant may appeal the decision to the City Council by filing a written request with the Planning Director within ten days of the decision.

3.5-12. *Changes in detail plan:* Changes in the detail plan shall be considered the same as changes in the zoning ordinance and shall be processed as required in Section 2.3. Those changes which do not alter the basic relationship of the proposed development to adjacent property and which do not alter the uses permitted or increase the density, floor area ratio, height, or coverage of the site, or which do not decrease the off-street parking ratio or reduce the yards provided at the boundary of the site, as indicated on the approved detail plan, may be authorized by the Planning Director. Any applicant may appeal the decision of the Planning Director to the Planning Commission for review and decision as to whether an amendment to the Planned Development District ordinance shall be required.

3.5-13. *Minimum development size:* The total initial development of any Planned Development District shall not be less than two acres for nonresidential developments and five acres for residential developments.

3.5-14. *Deviation from code standards:* The City Council may approve a PD concept plan with deviations from any provision in the Code of Ordinances. Such deviations shall be listed or shown as part of the Ordinance that approves the concept plan.

## **Draft Minutes for the March 7<sup>th</sup>, 2017 Planning Commission Regular Meeting**

**PZ-16-065: Public Hearing and recommendation to City Council regarding a requested rezoning of approximately 98 acres out of the A.M. Esnaurizar Survey No. 1, Abstract 98, addressed as 253 S. Kowald Lane, from “APD” Agricultural/Pre-Development and “C-3” Commercial Districts to “SLPD” Solms Landing Planned Development with a Concept Plan.**

(Applicant: KFW; Case Manager: H. Mullins)

Mrs. Mullins presented the Staff report with the recommendation of approval with the following conditions:

1. Revise Appendix 1 (b) to reflect the various maximum heights in Zones 1, 2 and 3 for each use.
2. Replace “durable materials” with the City’s defined term of Primary Materials and require compliance with City Design Standards at a minimum.
3. Revise alternate paving standards to indicate crushed pavestone is acceptable material for trails within the private property and not authorized for public sidewalks, or for parking without approval from the City Engineer pursuant to Section 5.1-1 of the Zoning Ordinance.
4. On the concept plan, replace references to “master plan” and “concept plan” in General Notes 1 and 2. Remove Notes 5 through 12.
5. A Future Land Use Plan amendment from “Medium-High Density Residential” to “Mixed Use.”

Vice Chair Edwards asked if anyone wished to speak in favor.

No one spoke.

Vice Chair Edwards asked if anyone wished to speak in opposition.

No one spoke.

Motion by Commissioner Laskowski, seconded by Commissioner Sonier, to close the public hearing. The motion carried (6-0-0).

Motion by Commissioner Laskowski, seconded by Commissioner Sonier, to recommend approval with staff recommendations to City Council regarding a requested rezoning of approximately 98 acres out of the A.M. Esnaurizar Survey No. 1, Abstract 98, addressed as 253 S. Kowald Lane, from “APD” Agricultural/Pre-Development and “C-3” Commercial Districts to “SLPD” Solms Landing Planned Development with a Concept Plan. The Motion carried (6-0-0).



**ORDINANCE NO. 2017-**

**AN ORDINANCE OF THE CITY COUNCIL OF THE CITY OF NEW BRAUNFELS, TEXAS REZONING APPROXIMATELY 98 ACRES OUT OF THE A M ESNAURIZAR SURVEY NO. 1 ABSTRACT 98, ADDRESSED AT 253 S. KOWALD LANE, FROM “APD” AGRICULTURAL/PRE-DEVELOPMENT AND “C-3” COMMERCIAL DISTRICTS TO “SOLMS LANDING” PLANNED DEVELOPMENT DISTRICT (SLPD) WITH A CONCEPT PLAN; REPEALING ALL ORDINANCES IN CONFLICT; CONTAINING A SAVINGS CLAUSE; AND DECLARING AN EFFECTIVE DATE.**

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**WHEREAS**, the City Council of the City of New Braunfels has complied with all requirements of notice of public hearing as required by the Zoning Ordinance of the City of New Braunfels; and

**WHEREAS**, in keeping with the spirit and objectives of the “PDD” Planned Development District, the City Council has given due consideration to all components of said district; and

**WHEREAS**, it is the intent of the City Council to provide harmony between existing zoning districts and proposed land uses; and

**WHEREAS**, the City Council desires to amend the Zoning Map by changing the zoning of approximately 98 acres out of the A M Esnaurizar C-1 Survey, addressed at 253 S. Kowald Lane from “APD” Agricultural/Pre-Development and “C-3” Commercial Districts to “Solms Landing” Planned Development District (SLPD); **now, therefore;**

**BE IT ORDAINED BY THE CITY COUNCIL OF THE CITY OF NEW BRAUNFELS, TEXAS:**

**SECTION 1**

**THAT** pursuant to Section 1.2-3, Chapter 144 of the New Braunfels Code of Ordinances, the Zoning Map of the City of New Braunfels is revised by changing the zoning on the following described tract of land from “APD” Agricultural/Pre-Development and “C-3” Commercial Districts to “Solms Landing” Planned Development District:

97.97 acres of land out of the A.M. Esnaurizar Survey No. 1, Abstract 98, Comal County, Texas, addressed at 253 S. Kowald Land, as depicted in Exhibit “A” and described in Exhibit “B”, and adopting the Solms Landing Concept Plan as depicted on Exhibit “C” and Development Standards as stated in Exhibit “D”, attached.

## **SECTION 2**

**THAT** all provisions of the Code of Ordinances of the City of New Braunfels not herein amended or repealed shall remain in full force and effect.

## **SECTION 3**

**THAT** all other ordinances or parts of ordinances in conflict herewith are hereby repealed to the extent that they are in conflict.

## **SECTION 4**

**THAT** if any provisions of this ordinance shall be held void or unconstitutional, it is hereby provided that all other parts of the same which are not held void or unconstitutional shall remain in full force and effect.

## **SECTION 5**

**THIS** ordinance will take effect upon the second and final reading of same.

**PASSED AND APPROVED:** First Reading this the 27th day of March, 2017.

**PASSED AND APPROVED:** Second and Final Reading this the 19th day of April, 2017.

**CITY OF NEW BRAUNFELS**

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**BARRON CASTEEL, Mayor**

**ATTEST:**

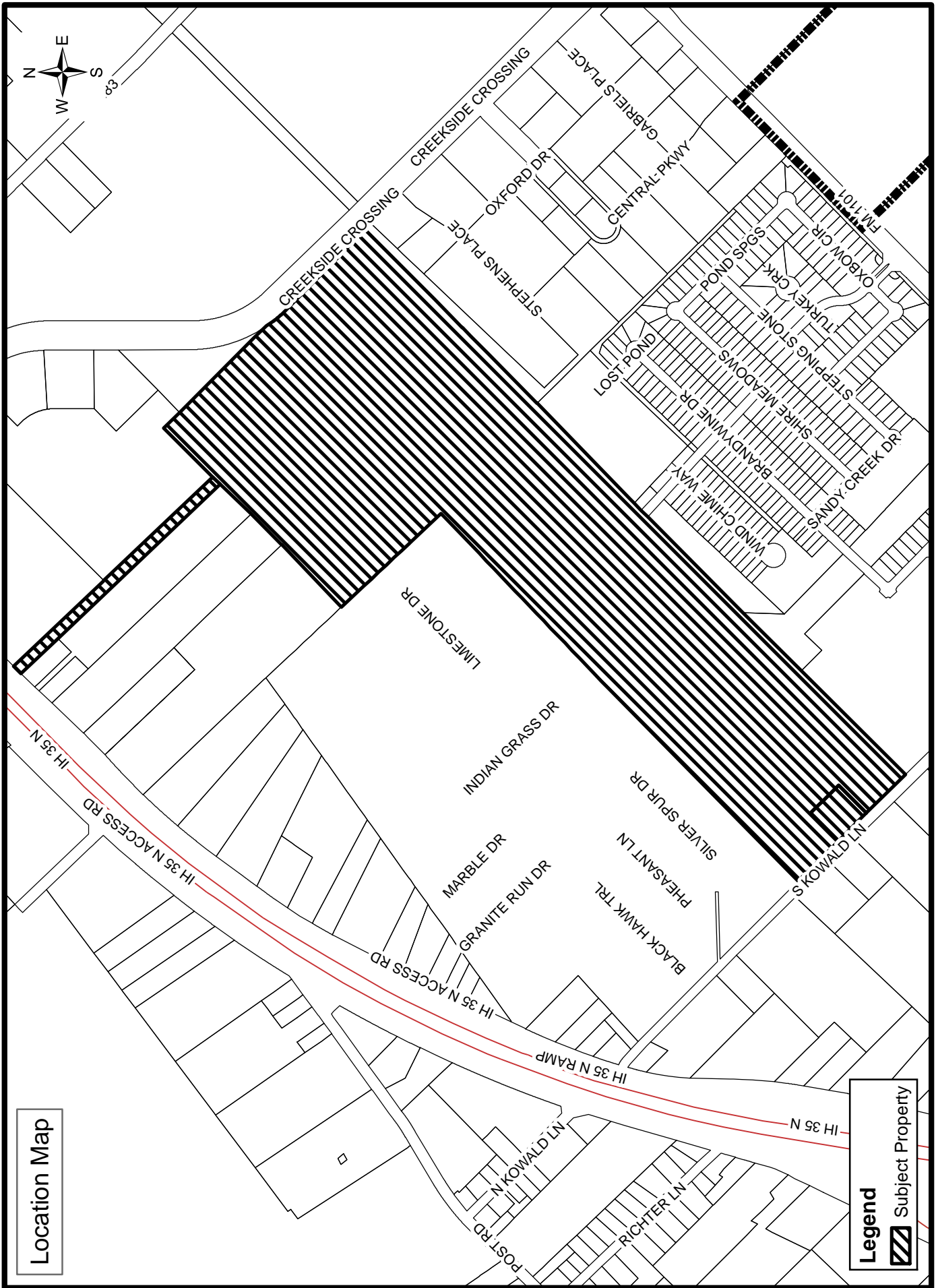
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**PATRICK D. ATEN, City Secretary**

**APPROVED AS TO FORM:**

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**VALERIA M. ACEVEDO, City Attorney**



**PZ-16-065**  
**Solms Landing Planned Development**  
**Concept Plan**



**FIELD NOTES  
FOR  
A 97.97 ACRE TRACT**

A 97.97 acre tract of land, situated in the City of New Braunfels, out of the A.M. Esnaurizar Survey No. 1, Abstract 98, Comal County, Texas, and being the remaining portion of a called 2.028 acre tract of land, Tract I, and the remaining portion of a called 96.26 acre tract of land, Tract II, both being described by Deed of Gift of record in Volume 365 Page 866 of the Deed Records of Comal County, Texas and also being all of a called 4.225 acre tract of land as described by Deed of Gift of record in Volume 365 Page 869 of the Deed Records of Comal County, Texas. Said 97.97 acre tract of land being more particularly described by metes and bounds as follows:

**BEGINNING** at a found  $\frac{1}{2}$ " iron rod with a plastic cap stamped "Bury & Partners" in the current southeast right-of-way line of Interstate Highway 35 (I.H. 35), a variable width public right-of-way, for the most easterly corner of a called 0.020 acre tract of land as conveyed to the State of Texas of record in Document No. 9906030874 of the Official Public records of Comal County, Texas, for the most west corner of Lot 1, Block "A", of the Canyon Crossroads Subdivision Plat of record in Document No. 201106028280 of the Map and Plat Records of Comal County, Texas, in the northeast line of said 2.028 acre tract and for the most northerly corner of the tract described herein, from which a found "x" in concrete for the west end of a cutback at the intersection of I.H. 35 and F.M. 306 bears, N 47° 22' 18" E, a distance of 1162.81 feet;

**THENCE:** S 43° 30' 05" E, departing the southeast right-of-way line of I.H. 35 and along and with the northeast line of said 2.028 acre tract and the southwest line of said Lot 1, at a distance of 657.49 feet passing a found  $\frac{1}{2}$ " iron rod with a plastic cap stamped "Bury & Partners" for the south corner of said Lot 1 and the west corner of Lot 6, Block "A", Replat of Lot 2, Canyon Crossroads Subdivision of record in Document No. 201206016264 of the Map and Plat Records of Comal County, Texas, and continuing along and with the southwest line of Lot 6 and the northeast line of said 2.028 acre tract, a total distance of **1456.05 feet** to a found  $\frac{1}{2}$ " iron rod (bent) for the east corner of said 2.028 acre tract, the south corner of said Lot 6, in the northwest line of said 4.225 acre tract, in the northwest line of said 96.26 acre tract and for an interior corner of the tract described herein;

**THENCE:** N 45° 03' 35" E, along and with the northwest line of the 4.225 acre tract and the 96.26 acre tract, and the southeast line of Lot 6, a distance of **369.73 feet** to a found  $\frac{1}{2}$ " iron rod for the an interior corner of Lot 6, the north corner of said 4.225 acre tract and 96.26 acre tract, and a north exterior corner of the tract described herein;

**THENCE:** S 43° 58' 01" E, along and with a southwest line of said lot 6, the southwest line of Lot 1, Block 1, of the Creekside Fire Station Subdivision Plat of record in Document No. 201006023741 of the Map and Plat Records of Comal County, Texas, the southwest line of a called 5.395 acre tract of land as conveyed to the City of New Braunfels of record in Document No. 200606042906 of the Official Public Records of Comal County, Texas (now known as Creekside Crossing, a 150 foot wide public right-of-way), the northeast line of the 4.225 acre tract and the 96.26 acre tract, a distance of **1505.89 feet** to a found  $\frac{1}{2}$ " iron rod for the most southerly corner of said 5.395 acre tract, the most westerly corner of a called 6.529 acre tract of land as conveyed to the City of New Braunfels of record in Document No.

200606042905 of the Official Public Records of Comal County, Texas, the most northerly corner of Lot 14R1, of the Amending Plat of lots 8R, 14R, and 32R of Creekside Wellness Center Establishing Lots 8R1, 14R1 and 32R of Creekside Wellness Center of record in Document no. 201306033846 of the Map and Plat Records of Comal County, Texas, for the east corner of the 96.26 acre tract and the tract described herein, from which a found ½" iron rod with a plastic cap stamped "TEAM" bears, S 38° 38' 50" E, a distance of 0.16 feet;

**THENCE:** S 45° 01' 44" W, along and with the westerly line of said Lot 14R1, a distance of 369.20 feet to a found ½" iron rod with a plastic cap stamped "Hollmig" for an interior corner of said Lot 14R1 and an exterior corner of the tract described herein;

**THENCE:** S 45° 29' 57" W, along and with the northwest lines of Lot 14R1, at a distance of 912.00 feet, a found ½" iron rod with a plastic cap stamped "HMT" for the west corner of said Lot 14R1 and the north corner of a called 82.76 acre tract of land as conveyed to KB Home Lone Star Inc., of record in Document No. 201406004602 of the Official Public Records of Comal County, Texas, continuing along and with the northwest line of the 82.76 acre tract, at a distance of 2001.79 feet, a found ½" iron rod with a plastic cap stamped "HMT" for the west corner of said 82.76 acre tract and a northwest exterior corner of a called 36.90 acre tract of land as conveyed to KB Home Lone Star Inc., of record in Document No. 201606006903 of the Official Public Records of Comal County, Texas, and continuing along and with the northwest line of said 36.90 acre tract, a total distance of 3694.97 feet to a set ½" iron rod with a blue plastic cap stamped "KFW SURVEYING" in the northeast right-of-way line of South Kowald Road (also being the northeast line of a called 0.295 acre tract of land as conveyed to the County of Comal of record in Volume 140 Page 563 of the Deed Records of Comal County, Texas), at the most westerly corner of said 36.90 acre tract, in the southeast line of said 96.26 acre tract and for the most southerly corner of the tract described herein;

**THENCE:** N 43° 16' 27" W, along and with the northeast right-of-way line of South Kowald Road and the 0.295 acre tract, a distance of 793.41 feet to a set ½" iron rod with a blue plastic cap stamped "KFW SURVEYING" for the north corner of said 0.295 acre tract, the most southerly corner of Comal Farms Subdivision, Unit One, a plat of record in Volume 12 Pages 217-218 of the Map and Plat Records of Comal County, Texas, in the northwest line of said 96.26 acre tract and for the most westerly corner of the tract described herein;

**THENCE:** Departing the northeast right-of-way line of South Kowald Road and along and with the common line between said Comal Farms Subdivision and the 96.26 acre tract, the following two (2) courses:

1. N 45° 21' 50" E, a distance of 2719.37 feet to a found ½" iron rod for the most easterly corner of said Comal Farms Subdivision, an interior corner of the 96.26 acre tract and the tract described herein, and
2. N 44° 29' 27" W, a distance of 703.79 feet to a found ½" iron rod with a blue plastic cap stamped "KFW SURVEYING" for the south corner of Lot 1 of the New Braunfels Storage Subdivision Plat of record in Volume 13 Page 101 of the Map and Plat Records of Comal County, Texas, a southwest exterior corner of the 96.26 acre tract and the tract described herein;

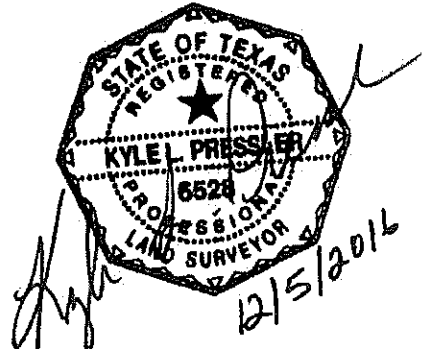
**THENCE:** N 45° 29' 59" E, along and with the northwest line of the 96.26 acre tract, the southeast line of said Lot 1, the southeast line of a called 7.66 acre tract of land as conveyed to Barbara Nell Dean of record in Document No. 200306047820 of the Official Public Records of Comal County, Texas and the southeast line of Lot 3, Block 1 of the Richter Estates Subdivision Plat of record in Volume 7 Page 64 of the Map and Plat Records of Comal County, Texas, a distance of 911.95 feet to a point for the west

corner of the 4.225 acre tract, the east corner of said Lot 3, the south corner of the 2.028 acre tract and an interior corner of the tract described herein, from which a found ½" iron rod (leaning) bears, N 19° 09' 21" W, a distance of 0.45 feet;

**THENCE: N 43° 30' 05" W**, along and with the northeast line of Lot 3 and Lot 1, both of said Richter Estates Subdivision, and the southwest line of the 2.028 acre tract, a distance of **1458.50 feet** to a set ½" iron rod in the current southeast right-of-way line of I.H. 35, for the south corner of the 0.020 acre tract, the most easterly corner of a called 0.076 acre tract of land as conveyed to the State of Texas of record in Document No. 200106035524 of the Official Public records of Comal County, Texas and for a southwest exterior corner of the tract described herein, from which a found ½" iron rod in the current southeast right-of-way line of I.H. 35 and for the south corner of said 0.076 acre tract bears, S 45° 22' 17" W, a distance of 227.32 feet;

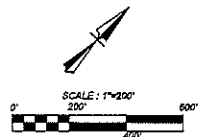
**THENCE: N 45° 22' 17" E**, along and with the current southeast right-of-way line of I.H. 35, also being the southeast line of said 0.020 acre tract, a distance of **60.01 feet** to the **POINT OF BEGINNING** and containing **97.97 acres**, more or less, in the City of New Braunfels, Comal County, Texas. Said tract being described in accordance with a survey prepared by KFW Surveying. Bearings are based on NAD83 (2011) Texas State Plane South Central Zone, 4204. Distances recited herein are surface distances using an average combined scale factor of 0.99985790106.

Job No.: 16-139  
Prepared by: KFW Surveying  
Date: December 2, 2016  
File: S:\Draw 2016\16-139 95 Acres Timmerman Tract - New Braunfels\DOCS\FN - 97.97 Acres



1. THE PROPOSED LOTS LIES WITHIN THE CONCEPT PLAN IS A MIXED USE DEVELOPMENT INCLUDING COMMERCIAL, MULTIFAMILY, AND HIGH DENSITY RESIDENTIAL.
2. THE CONCEPT PLAN REPRESENTS A FORTY-FOUR HUNDRED COLLECTOR WITH MULTITRAFFIC/COMMERCIAL USE TO CONFORM TO THE NEWSPAPER'S 2019 REGIONAL TRANSPORTATION PLAN. ALL STREETS OUTSIDE OF THE AVENUE COLLECTOR WILL BE THE TYPICAL 30' RIGHT-OF-WAY RESIDENTIAL COLLECTOR AND PARKING UNLESS OTHERWISE SPECIFIED.
3. ALL PUBLIC STREETS WILL BE CONSTRUCTED TO THE CITY OF NEWSPAPER'S DESIGN STANDARDS.
4. ELECTRIC AND UTILITY LOCATIONS WILL BE DETERMINED DURING THE ENGINEERING DESIGN PHASE OF THE PROJECT. CEMENTS WILL BE RECORDED WITH THE FINAL PAVE FOR EACH LOT.

LAND USE	ACRES	DWELLING UNITS	PARELAND DEDICATION	DENSITY (DWELLING UNITS/ACRE)
DRAINAGE/OPEN SPACE	7.936	-	-	-
PUBLIC FACILITY	3.682	-	-	-
COMMERCIAL	30.905	-	-	-
MIXED USE (COMMERCIAL & HIGH DENSITY RESIDENTIAL)	16.60	150	1.00	8.99
MIXED USE (COMMERCIAL & MULTI-FAMILY)	26.497	528	2.46	19.61
DRAINAGE R.O.W.	2.285	-	-	-
PUBLIC R.O.W. (STREETS)	9.902	-	-	-
<b>TOTAL =</b>	<b>97.07</b>	<b>678</b>	<b>4.50</b>	<b>16.63</b>



LOCATION MAP  
N.T.S.

- PROPERTY BOUNDARY
- FARMING BOUNDARY
- PROJECTED HIGHWAY
- STOPPING/TURNING ZONE
- DEPRESSING LAND USE
- DRAINING SENSITIVE AREA
- DRAINING SENSITIVE MAINTENANCE
- DRAINING WATER MAIN
- DRAINING GAS MAIN
- DRAINING FIRE HYDRANT
- DRAINING OVERHEAD UTILITY
- DRAINING OVERHEAD ELECTRIC
- DRAINING 2' CANTONMENT

Line Table		
LINE #	LENGTH	DIFF-C7
15	00.00"	FM3700

**OWNER/DEVELOPER:**  
SOLARS LANDING, LLC  
648 S CASTELL AVE  
NEW BRAUNFELS, TX  
PHONE: (830) 387-4110

**ENGINEER:**  
**KFW ENGINEERS**  
3421 PAESANDS PKWY, STE. 200  
SAN ANTONIO, TX 78231  
PHONE: (210) 979-8444  
FAX: (210) 979-8441

CONCEPT PLAN - SOLMS LANDING  
PLANNED DEVELOPMENT DISTRICT  
NEW BRAUNFELS, TX:

JOB NO.	50204-01
DATE:	DECEMBER 2016
DRAWN:	1st CHECKED: S
SHEET NUMBER	

PD

**EXHIBIT "C"**

THIS DOCUMENT HAS BEEN REPRODUCED FROM THE BEST AVAILABLE PHOTOCOPY OF THE ORIGINAL DOCUMENT. IT IS SUBJECT TO EXTENSIVE EDITING AND MAY CONTAIN TECHNICAL ERRORS.

## Development Standards

MU-B" high intensity mixed use district.

Purpose. The MU-B High Intensity Mixed Use District is intended to provide for a mixture of more intense retail, office, and industrial uses in close proximity to enable people to live, work and shop in a single location. Bed-and-breakfast establishments could also be located in this district. Pedestrian walkways and open areas are desired in order to promote a pedestrian-friendly environment.

(a) Authorized uses. Uses permitted by right shall be those set forth in the Land Use Matrix in Section 4 of this Chapter. The allowed uses in the district, which are intended to be identical with those listed in the Land Use Matrix, are as follows.

(1) Uses permitted by right:

- Residential uses:

Accessory building/structure  
Bed and breakfast inn (see Sec. 5.6)  
Boardinghouse/lodging house  
Community home (see definition)  
Dormitory (in which individual rooms are for rental)  
Hospice

Multifamily (apartments/condominiums – at least five units)  
Residential use in buildings with the following non-residential uses  
Townhouse (at least five lots)  
Zero lot line / patio homes

- Non-residential uses:

Accounting, auditing, bookkeeping, and tax preparations  
Adult day care (no overnight stay)  
Adult day care (with overnight stay)  
Ambulance service (private)  
Amphitheater  
Amusement devices/arcade (four or more devices)  
Amusement services or venues (indoors) (see Sec. 5.13)  
Athletic fields  
Bakery (retail)  
Bank, savings and loan, or credit union  
Bar/Tavern  
Barber/beauty College (barber or cosmetology school or college)  
Barber/beauty shop, haircutting (non-college)  
Battery charging station  
Bicycle sales and/or repair  
Billiard / pool facility  
Bio-medical facilities  
Book binding  
Book store

Amusement services or venues (outdoors)  
Animal grooming shop  
Answering and message services  
Antique shop  
Armed services recruiting center  
Art dealer / gallery  
Artist or artisan's studio  
Assembly/exhibition hall or areas  
Assisted living facility / retirement home  
  
Bowling alley/center (see Sec. 5.13)  
Bus passenger stations  
Cafeteria / café / delicatessen  
Campers' supplies  
Child day care / children's nursery (business)  
Church/place of religious assembly  
Civic/conference center and facilities  
Clinic (dental)  
Clinic (emergency care)  
Clinic (medical)  
Club (private)  
Coffee shop



Commercial amusement concessions and facilities  
 Communication equipment - installation and/or repair  
 Computer and electronic sales  
 Computer repair  
 Confectionery store (retail)  
 Consignment shop  
 Convenience store with or without fuel sales  
 Country club (private)  
 Credit agency  
 Curio shops  
 Custom work shops  
 Dance hall / dancing facility (see Sec. 5.13)  
 Day camp  
 Department store  
 Drapery shop / blind shop  
 Driving range  
 Drug sales/pharmacy  
 Electronic assembly/high tech manufacturing  
 Fair ground  
 Farmers market (produce market - wholesale)  
 Fire Station  
 Florist  
 Food or grocery store with or without fuel sales  
 Food processing (no outside public consumption)  
 Fraternal organization/civic club (private club)  
 Frozen food storage for individual or family use  
 Furniture sales (indoor)  
 Golf course (public or private)  
 Golf course (miniature)  
 Governmental building or use with no outside storage  
 Handicraft shop  
 Hardware store  
 Health club (physical fitness; indoors only)  
 Heating and air-conditioning sales / services  
 Home repair and yard equipment retail and rental outlets  
 Hospital, general (acute care/chronic care)  
 Hospital, rehabilitation  
 Hotel/motel  
 Hotels/motels - extended stay (residence hotels)  
 Ice delivery stations (for storage and sale of ice at retail only)

Kiosk (providing a retail service)  
 Laboratory equipment manufacturing  
 Laundromat and laundry pickup stations  
 Leather products manufacturing  
 Limousine / taxi service  
 Market (public, flea)  
 Martial arts school  
 Medical supplies and equipment  
 Microbrewery (onsite manufacturing and sales)  
 Motion picture studio, commercial film  
 Motion picture Theater (indoors)  
 Motion picture Theater (outdoors, drive-in)  
 Museum  
 Needlework shop  
 Nursing/convalescent home/sanitarium  
 Offices, brokerage services  
 Offices, business or professional  
 Offices, computer programming and data processing  
 Offices, consulting  
 Offices, engineering, architecture, surveying or similar  
 Offices, health services  
 Offices, insurance agency  
 Offices, legal services - including court reporting  
 Offices, medical offices  
 Offices, real estate  
 Offices, security/commodity brokers, dealers, exchanges and financial services  
 Park and/or playground (private or public)  
 Parking lots (for passenger car only) (not as incidental to the main use)  
 Parking structure / public garage  
 Pet shop / supplies (10,000 sq. ft. or less)  
 Pet store (more than 10,000 sq. ft.)  
 Photo engraving plant  
 Photographic printing/duplicating/copy shop or printing shop  
 Photographic studio (no sale of cameras or supplies)  
 Photographic supply  
 Public recreation/services building for public park/playground areas  
 Publishing/printing company (e.g., newspaper)  
 Radio/television shop, electronics, computer repair

Rappelling facilities  
 Recreation buildings (public or private)  
 Recycling kiosk  
 Refreshment/beverage stand  
 Research lab (non-hazardous)  
 Restaurant with drive through  
 Restaurant/prepared food sales  
 Retail store and shopping center  
 Retirement home/home for the aged  
 Rodeo grounds  
 School, K-12 (public or private)  
 School, vocational (business/commercial trade)  
 Security monitoring company  
 Security systems Installation Company  
 Shopping center  
 Specialty shops in support of project guests and tourists  
 Studios (art, dance, music, drama, reducing, photo, interior decorating, etc.)  
 Tailor shop  
 Tattoo or body piercing studio  
 Telemarketing agency  
 Telephone exchange (office and other structures)  
 Tennis court (commercial)

Theater (non-motion picture; live drama)  
 Travel agency  
 University or college (public or private)  
 Upholstery shop (non-auto)  
 Used or second hand merchandise/furniture store  
 Veterinary hospital with or without outside animal runs or kennels) with the exception that outdoor kennels may not be used between the hours of 9:00 p.m. and 7:00 a.m. and are prohibited adjacent to residential  
 Video rental / sales  
 Waterfront amusement facilities – swimming / wading pools /bathhouses  
 Water storage (surface, underground or overhead), water wells and pumping stations that are part of a public or municipal system  
 Wholesale sales offices and sample rooms  
 Woodworking shop (ornamental)  
  
 Any comparable business or use not included in or excluded from any other district described herein.

(2) Conflict. In the event of conflict between the uses listed in the Land Use Matrix and those listed in Subsection (1), the uses listed in this subsection shall be deemed those authorized in the district.

(b) Maximum height, minimum area and setback requirements:

(1) Non-residential uses.

- (i) Height. 100 Feet
- (ii) Front building setback. No front building setback required.
- (iii) Side building setback. No side building setback is required.
- (iv) Rear building setback. Five feet minimum with an additional two feet required for each story above 24 feet, up to a maximum setback of 25 feet; there shall be no encroachment or overhangs into this required rear building setback.
- (v) Residential setback. Where a non-residential building or a multifamily development of more than three units abuts a one or two family use or zoning district, the setback from the residential property line shall be at least 20 feet plus one foot for each foot of building height over 20 feet.

- (vi) Minimum lot area. The minimum internal lot area shall be 6,000 square feet or 7,000 square feet for a corner lot.
  - (viii) Minimum lot frontage: 60 feet.
  - (ix) Lot depth. 100 feet.
  - (x) Parking. See Section 5.1 for other permitted uses' parking.
- (2) Multifamily dwellings.
- (i) Height. 100 Feet
  - (ii) Front building setbacks. 25 feet.
  - (iii) Rear building setback. 25 feet.
  - (iv) Side building setback. A side building setback of 20 feet shall be provided. Buildings on corner lots shall have 15-foot side building setbacks adjacent to the street where the rear lot lines of the corner lots coincide with the rear lot lines of the adjacent lots. Buildings on corner lots shall have 25-foot side building setbacks adjacent to the street where the rear lines of the corner lots coincide with the side lot lines of the adjacent lots.
  - (v) Garage setback. Where a driveway is located in front of a garage, the garage shall be setback 20 feet from the right-of-way or the driveway to the garage shall be at least 20 feet long to provide enough space for a vehicle to park without overhanging into the right-of-way, if the garage door is closed. (See Illustration 8 in Sec. 5.1-1)
  - (vi) Parking and accessory uses. Parking may encroach into the interior side and rear building setback as long as a solid screening fence or wall of six to eight feet in height is erected along the interior side and rear property lines. Accessory uses such as swimming pools, tennis courts and playgrounds will not be permitted within any required yard.
  - (vii) Width of lot. The minimum width of an interior lot shall be 60 feet and the minimum width of a corner lot shall be 70 feet.
  - (viii) Density. No maximum.
  - (ix) Lot area 20,000 square feet.
  - (x) Distance between structures. There shall be a minimum of 10 feet between structures side by side; a minimum of 20 feet between structures side by front or rear; a minimum of 40 feet between structures front to front; a minimum of 20 feet between structures backing rear to rear, and a minimum of 20' between structures front to rear.
  - (xii) Lot depth. 100 feet.
  - (xiii) Parking.

For apartments, apartment hotel units and other multifamily dwellings, off-street parking spaces shall be provided in accord with the following schedule:

1. One-bedroom apartment or unit . . . 1 1/2 spaces
2. Two-bedroom apartment or unit . . . 2 spaces
3. Each Additional bedroom . . . 1/2 space

4. Each dwelling unit provided exclusively for low income elderly occupancy . . . 3/4 space ("Low income elderly" is defined as any person 55 years of age or older with low or moderate income, according to HUD standards.)

(3) Townhouses.

- (i) Height. 30 feet
- (ii) Front building setback. 10 feet. If front entry garages/carports are provided, a minimum front yard of 20 feet shall be provided to the garage/carport.
- (iii) Side building setback. No side building setbacks are required for interior lots except the minimum distance between two building groups shall be 20 feet and the minimum distance between a building group and any abutting subdivision boundary or zoning district boundary line shall be 20 feet. Buildings on corner lots shall have 15-foot side building setbacks adjacent to the street, except where the rear lot line of a corner lot coincides with a side lot line of an adjacent lot, then 25-foot minimum side yards adjacent to the street shall be provided.
- (iv) Garage setback. Where a driveway is located in front of a garage, the garage shall be setback 20 feet from the right-of-way or the driveway to the garage shall be at least 20 feet long to provide enough space for a vehicle to park without overhanging into the right-of-way, if the garage door is closed.
- (v) Rear building setback. No building shall be constructed closer than ten feet from the rear property line. If the rear of the lots abut any other residential zoning district, the rear building setback shall have a minimum depth of 20 feet.
- (vi) Width of lot. Interior lots shall have a minimum width of 25 feet. Corner lots shall have a minimum width of 40 feet except where the rear lot line of a corner lot coincides with a side lot line of an adjacent lot, then the corner lot shall have a minimum width of 50 feet.
- (vii) Lot depth. 100 feet.
- (viii) Lot area per family. 2,500 square feet.
- (ix) Common open space. A minimum of 250 square feet of common open space per lot shall be provided within the townhouse project. In computing the required common open space, individually owned townhouse lots, required front, rear, or side setbacks, streets, alleys, or public rights-of-way of any kind, vehicular drives, parking areas, service drives, or utility easements containing or permitting overhead pole carried service shall not be included. Drainage easements and detention ponds may be used in computing common open space.
- (x) Building group. There shall be no less than five lots. There shall be no less than two nor more than eight individual dwelling units in each building or dwelling group. Each building group shall be at least 20 feet from any other building group, measured from the nearest points of their foundations. Each building or building group shall be at least 20 feet from any subdivision or zoning district boundary line. (xi) Accessory buildings. Any detached accessory buildings permitted, except carports open on at least two sides, shall be set at least three feet away from the side lot line unless their walls are equal in fire resistance to the common walls of the main structure. Detached carports, open on at least two sides,

may be built to the property line with no common wall required. Rear building setback for an accessory building shall be three feet. Any accessory building permitted in district "R-1" shall be permitted in district "TH."

- (xii) Parking. There shall be at least two off-street parking spaces for each townhouse.
- (4) Zero lot line / patio homes.
- (i) Height. 30 feet.
  - (ii) Front building setback. 10 feet. If front entry garages/carports are provided, a minimum front yard of 20 feet shall be provided to the garage/carport.
  - (iii) Side building setback. There shall be no side building setback required on one side of the lot and a minimum of 10 feet in the opposite side yard. If the side of the lot abuts any other residential zoning district, that side building setback shall have a minimum of ten feet. The dwelling on the "no side building setback required" side may be off-set from the property line by no more than one foot.
  - (iv) Corner lots. Buildings on corner lots shall provide a minimum exterior side building setback of 10 feet. If entry to a garage/carport is provided on the exterior side, a minimum yard of 20 feet shall be provided to the garage/carport.
  - (v) Rear building setback. If rear entry garages/carports are provided from an alley, the rear building setback shall have a minimum depth of 20 feet. If no alley is provided and garage/carport entries are from the front, the rear building setback shall have a minimum depth of 10 feet. If the rear of the lots abut any other residential zoning district, the rear building setback shall have a minimum depth of 20 feet.
  - (vi) Width of lot. 35 feet.
  - (vii) Lot area. 3000 square feet.
  - (viii) Lot depth. 80 feet.
  - (ix) Minimum area zoned. Not less than three lots with common side lot lines will be zoned for zero lot line homes. When facing on the same street within the same block, mixing of ZH structures and other residential structures will not be allowed. However, this does not preclude other residential uses on one side of a street with ZH uses on the opposite side of the street within the same block or different blocks.
  - (x) Zero lot line wall. No door or window openings shall be built into the side wall facing the zero lot line except those that are more than three feet from the property line and screened by a masonry wall at least eight feet in height so that the opening(s) is not visible from the adjoining property. (See Illustration 3, "ZH-A" district)
  - (xi) Maintenance, drainage and overhang easement. A maintenance, drainage and overhang easement of five feet shall be provided on each lot that is adjacent to a lot with a zero setback allowance. This easement shall be for the purpose of maintaining the wall and foundation that is adjacent to one side property line to provide for proper maintenance and drainage.

- (xii) Overhang. Eaves and gutters may overhang the zero lot line side of the lot by no more than 18 inches. If there is an overhang over the lot line, a gutter is required such that roof runoff shall not be deposited over the lot line onto adjoining property.
  - (xiii) Parking. There shall be at least two off-street parking spaces for each zero lot line home. See Section 5.1 for other permitted uses' parking.
- (5) Additional Standards- Whenever there appears to be a conflict between the Solms Landing PDD and the base zoning, the requirements specifically set forth in this document shall prevail unless otherwise stated.

#### Design-

- Design all sites and buildings, and the lower floors of buildings in particular, so that they promote pedestrian activity and provide an active, continuous pedestrian-oriented street edge along public sidewalks.
- Design buildings and sites to provide visual variety and enhance the overall sense of place.
- Regulate building heights and orientation so as to protect and enhance views to and from established landmarks, natural features and skylines.
- Choose Primary Materials in compliance with Section 5.22-4 of the New Braunfels standards that are important to shaping a coherent urban form. In addition to visual attractiveness, exterior building materials serve as the primary form of the interior space of the building.
- Ensure the building facades visible from public spaces contribute to an attractive streetscape and skyline.
- Locate surface parking, individual garages and parking garages to reduce their visual impact.

#### Vertical Mixed Use-

- A use on the ground floor must be different from a use on an upper floor.
- The second floor may be designed to have the same use as the ground floor so long as there is at least one more floor above the second floor that has a different use from the first two floors.
- At least one of the floors shall contain residential dwelling units or office space.
- Any commercial uses allowed in the base zoning district within proposed PDD may be allowed at the ground-floor level in VMU buildings.
- All VMU buildings will conform to the standards of the base zoning

#### Building Standards-

- Galleries and arcades shall be a minimum of 6 feet in width
- Utilizing rooftops for restaurants, bars, amenities, and gardens is allowable.
- Exhaust / venting, trash containers and noise-generating mechanical systems shall not be placed adjacent to the walkway in a manner that diminishes the comfort of pedestrians.
- Ventilation devices shall not be located in the pedestrian zone.
- Mechanical Equipment and Dumpsters whether located on the ground or rooftop shall be screened from public view.
- Ground Floors of Nonresidential Buildings- Minimum 12 feet, measured floor to floor
- Ground Floors of Residential Buildings- Minimum 8 feet measured floor to ceiling
- Upper Floors All Buildings- Minimum 8 feet measured floor to ceiling. Parking structures are exempt from this requirement

- Height maximums will be lower than the base zoning across Solms Landing. Unless otherwise stated in Zone specific standards, the height requirements will be as follows:
- Non-Residential uses- 100 feet
- Multi Family Dwellings- 100 feet
- Townhomes- 30 feet
- Zero Lot Line Homes- 30 feet
- Building Coverage ratio for non-residential uses is not to exceed 40%
- Building Coverage ratio for residential and multifamily uses is not to exceed 60%
- Maximum floor to area ratio is not to exceed 1.5 : 1

#### Greenspace Standard-

- A continuous walkway or public use area shall be located along the greenway.
- Connect green spaces to establish an unified network of pocket parks, green spaces and walking trails

#### Landscaping

- Developments that are set back from the street shall incorporate landscaping such as bushes, flowers and other plantings.
- Pots and planters shall be of 50% clay, concrete, ceramic, resin or masonry materials.
- Irrigation shall be provided to ensure the life of the tree.
- Trees shall be a minimum of 2" caliper.
- Refer to the City of New Braunfels' Zoning Ordinance Section 5.2 for acceptable trees and bushes.

#### Lighting Standards

- Pedestrian lights shall be spaced a maximum of 60 feet apart in the urban greenway areas.
- Pedestrian lights shall be made of steel, aluminum, or any other material that is proven to be equally durable, cost effective and easy to maintain.
- Pedestrian light poles shall provide easy serviceability, maintenance and replacement.
- Light source height shall not exceed 16 feet above grade.

#### Bollard Standards

- Concealed mounting.
- 24" to 30" in height.
- Removable bollards shall be provided where necessary for emergency / service functions.

Paving Materials- Paving materials shall be easy to maintain, attractive and sustainable. The materials shall not detract from the primary purpose of the space. Appropriate materials include the following:

- Concrete / Pervious Concrete
- Crushed stone meeting TDLR requirements- only allowed on trails within the private property and not authorized for public sidewalks or for parking without approval from the City Engineer pursuant to Section 5.1-1 of the Zoning Ordinance.
- Masonry Pavers
- Composite Decking
- Any other similarly primary material that meets and is in compliance with City Design Standards

#### Residential Standards-

- Ground floor residential uses shall provide a clear delineation between public and private space through the use of a patio, landscaped yard, or raised landing. Such delineation shall not conflict with any pertinent accessibility requirements
- Zero lot line homes and townhomes will be designed with front porch configurations that front onto a private or public street or onto a pedestrian open space with a pedestrian walkway.
- Require homes to have alley access to garages with the exception of lots directly adjacent to water or green features

#### Parking Standards-

- Parking ratios will adhere to city guidelines dependent upon end use tenant mix based on requirements laid out in Section 5.1-3 of Planning's Zoning Ordinance
- Parking lots shall provide cross access across property lines to adjacent parking lots to encourage internal circulation and reducing on street conflicts.
- Landscaped parking lot islands, planting beds, and vegetated filter strips will be provided throughout various areas to enhance the overall "beautification" of this development.
- Planting beds and/or vegetated filter strips will serve as a landscape buffer between the parking lots and "business development" areas

#### Zone 1

- Development shall include layering of building heights and styles increasing in height as development moves away from the public right-of-way. Styles of buildings shall vary in design elements, scale, height, building orientation and features to prevent a monotone feel
- Maximum height for Non-Residential and Multi Family- 100 feet

#### Zone 2

- Maximum height for Non-Residential and Multi Family- 60 feet

#### Zone 3

- Maximum height for Non-Residential and Multi Family- 40 feet



**RESOLUTION NO. 2017R-**

**A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF NEW BRAUNFELS, TEXAS, AMENDING THE 2006 FUTURE LAND USE PLAN BY CHANGING THE DESIGNATION OF APPROXIMATELY 98 ACRES OUT OF THE A. M. ESNAURIZAR SURVEY NO. 1, ADDRESSED AT 253 S. KOWALD LANE FROM “MEDIUM-HIGH DENSITY RESIDENTIAL” AND “COMMERCIAL” TO “MIXED USE”.**

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**WHEREAS**, the property owners submitted an application requesting a rezoning from “APD” Agricultural/ Pre-Development and “C-3” Commercial Districts to “SLPD” Solms Landing Planned Development on approximately 98 acres out of the A. M. Esnaurizar Survey No. 1 addressed at 253 S. Kowald Lane, which is designated “Medium-High Density Residential” and “Commercial” on the City’s Future Land Use Plan; and

**WHEREAS**, the proposed amendment to the Future Land Use Plan on said property is consistent with the goals and objectives of the 2006 Comprehensive Plan; and

**WHEREAS**, the Planning Commission held a public hearing and made recommendations to approve the zoning change and amend the Future Land Use Plan on March 7, 2017; and

**WHEREAS**, the City Council held a public hearing to amend the Future Land Use Plan on April 10, 2017, changing the designation of approximately 98 acres out of the A. M. Esnaurizar Survey No. 1, addressed at 253 S. Kowald Lane, from “Medium-High Density Residential” and “Commercial” to “Mixed Use”; and

**WHEREAS**, the property is proposed for mixed use; **now, therefore;**

**BE IT RESOLVED BY THE CITY COUNCIL OF THE CITY OF NEW BRAUNFELS, TEXAS:**

**THAT**, the document titled Amendment to 2006 Future Land Use Plan and attached hereto as Exhibit “A”, is hereby adopted as part of the City of New Braunfels Official Comprehensive Plan. A copy of said map along with a copy of this resolution

shall be maintained in the permanent records of the City of New Braunfels;

**THAT**, said document shall be used as a guide to facilitate other development and master plans that the City deems necessary for systematic growth and development;

**THAT**, said document shall depict generalized locations of land uses which are subject to modifications to fit local conditions and are subject to refinement as development occurs;

**BE IT FURTHER RESOLVED** that all recommendations to amend the New Braunfels Future Land Use Plan are first submitted to the New Braunfels Planning Commission for study and a recommendation prior to being presented to the New Braunfels City Council for consideration.

**PASSED, ADOPTED AND APPROVED** this the 10th day of April, 2017.

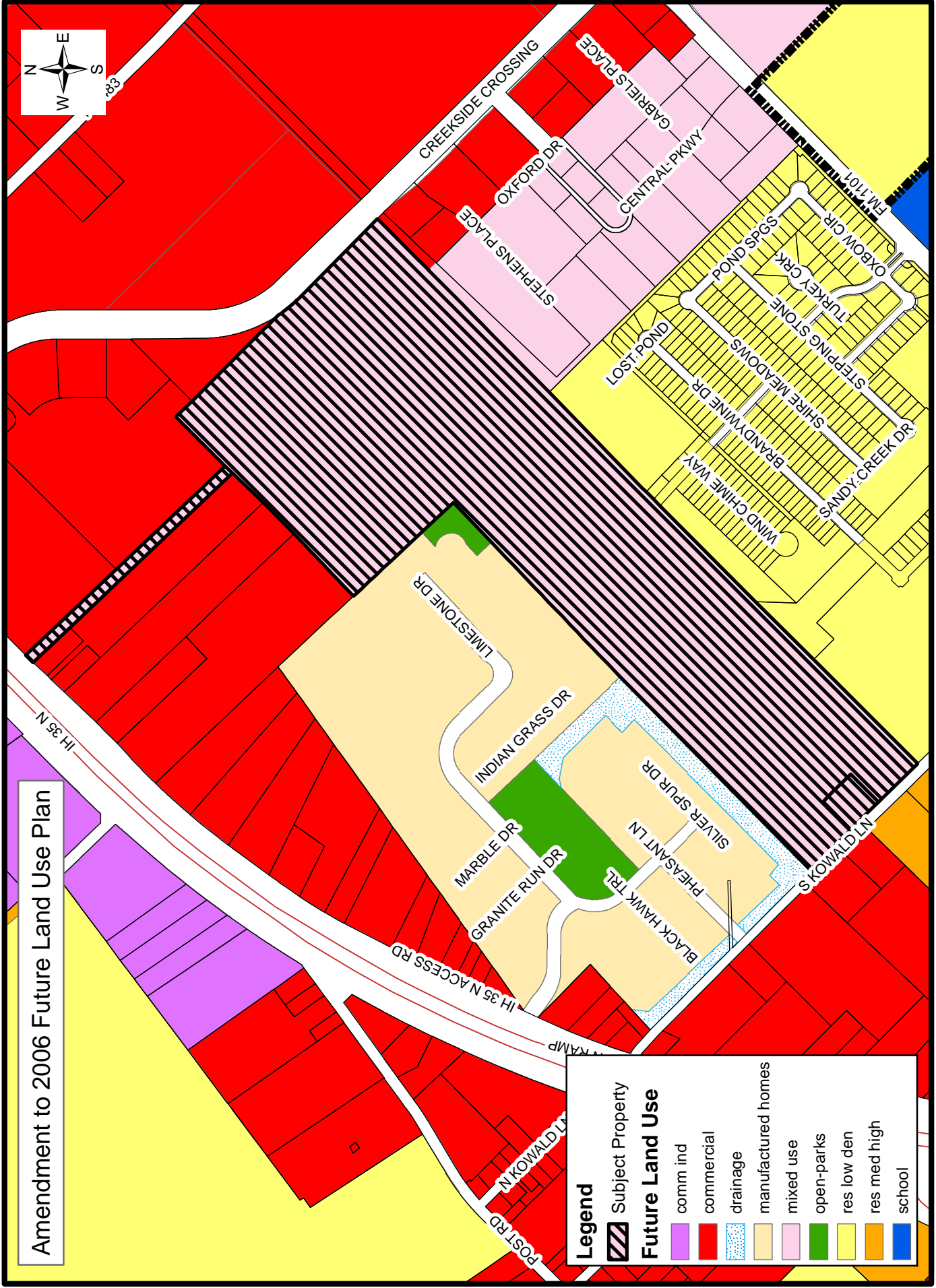
**CITY OF NEW BRAUNFELS**

**BY:** \_\_\_\_\_  
**BARRON CASTEEL**, Mayor

**ATTEST:**

\_\_\_\_\_  
**PATRICK ATEN**, City Secretary

# Amendment to 2006 Future Land Use Plan



**Legend**  
 Subject Property

**Future Land Use**  
 comm ind  
 commercial  
 drainage  
 manufactured homes  
 mixed use  
 open-parks  
 res low den  
 res med high  
 school

## PZ-16-065 Solms Landing Planned Development Concept Plan



4/10/2017

Agenda Item No. H)

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Presenter

*Christopher J. Looney, Planning and Community Development Director*  
*clooney@nbtexas.org*

**SUBJECT:**

Discuss and consider approval of a Conditional Sign Permit for subdivision entry signage at the Settlement at Gruene Subdivision, located at the intersection of Oaklawn Drive and Rock Street.

**BACKGROUND / RATIONALE:**

**Case No.:** PZ-17-002

**Council District:** 4

**Applicant/Owner:** Gruene Rock LLC (Darren Gerloff)  
14955 Bulverde Road  
San Antonio, TX 78247  
(219) 490-2777  
Darren@gerloffinc.com

**Staff Contact:** Holly Mullins, Sr. Planner  
(830) 221-4054  
hmullins@nbtexas.org

Settlement at Gruene is a new 240-lot residential subdivision accessed from Rock Street just north of Loop 337. The subdivision entrance and six residential lots are within the City limits and zoned "R-2" Single and Two-family District, but the remaining lots are outside the city limits.

The Sign Ordinance allows subdivision entry signs, but limits them to monument signage or a sign on a screening or decorative wall. They can be no larger than 40 square feet per sign face with a maximum height of six feet. Where a sign consists of individual letters, words or symbols the sign area is the area of the smallest geometrical shape that completely encompasses all such letters, words or symbols. Each word or symbol is calculated separately. Signs must be constructed of masonry, stone, brick, wood, or other material compatible with surrounding development, and include a landscaped area twice the size of the sign face.

Other than a subdivision entry sign, the Sign Ordinance does not permit freestanding signs in residential zoning districts.

**Proposal:**

The applicant is proposing a multifaceted subdivision entry design to identify the Settlement at Gruene Subdivision that consists of several freestanding features including rock walls, towers, columns and individual words carved out of metal suspended in air. The proposed entry design involves two open space lots located on either side of Oaklawn Drive at the intersection with Rock Street. The open space lots will also contain drainage and utility easements, and will be owned and maintained by the homeowners' association.

The suspended words consist of one-inch thick "rusted" metal letters suspended from steel tubing and attached to a stone structure (Attachment 3). The sign face (suspended lettering) on the main sign, located on Lot 1, Block 2 (Attachment 4), is approximately 67 square feet within an open area measuring approximately 19 feet wide by 6 feet tall

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(117 square feet). With the support, the entire sign structure is 30 feet wide and 11.5 feet in height.

The secondary sign, located on Lot 1, Block 1, has a sign face of approximately 27 square feet suspended within an open area measuring 11.5 feet wide and 4 feet tall (46 square feet). The entire sign structure is 14 feet wide and 9 feet in height.

Each sign structure includes a curved rock wall that serves as a backdrop, 9 feet tall for the main sign and 7 feet tall for the secondary sign. The main sign also has a 90 square foot landscape planter in front of it.

In addition to the sign support structures, the applicant proposes three randomly-spaced rock towers and eight columns as part of the entry design. There are two sizes of towers, Tower A is proposed to be 22 feet tall and Tower B would be 27 feet tall. Both are open-sided rock structures with metal roofs. The eight rock columns are 8 feet tall. The site plan (Attachment 4) illustrates one Tower A and six columns on Lot 1, Block 1; and two towers (one A and one B) plus two columns on Lot 1, Block 2. The structures are decorative, and not habitable.

**Rationale:**

The applicant's intent is for all of these structures together to give the effect of an old settlement, identifying and branding the Settlement at Gruene subdivision. Therefore, the Conditional Sign Permit was submitted as a complete package including signage, towers and columns.

**General Information:**

Size: Lot 1 Block 1 (secondary sign) - 0.43 acres;  
Lot 1, Block 2 (main sign) - 0.36 acres

**Surrounding Zoning and Land Use:**

North - R-2; Outside city limits/ Single-family residences  
South - Across Rock Street, C-1/ Undeveloped  
East - C-1, C-1A/ Railroad ROW  
West - R-2/ Single-family residences

**Comprehensive Plan/ Future Land Use Designation:**

Commercial; Low Density Residential

**Improvement(s):**

None

**ADDRESSES A NEED/ISSUE IN A CITY PLAN OR COUNCIL PRIORITY:**

	Yes	<b>City Plan/Council Priority: 2006 Comprehensive Plan Pros and Cons Based on Policies Plan</b>	<b>Pros: Objective 12A: Maintain fair and reasonable regulations for signs so that signs harmonize with the special qualities and appearance of New Braunfels.</b> The applicant believes the proposed signage is in harmony with and characterizes the special qualities of the Settlement at Gruene Subdivision.
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**FISCAL IMPACT:**

N/A

**COMMITTEE RECOMMENDATION:**

N/A

**STAFF RECOMMENDATION:**

The Sign Ordinance provides specific standards for subdivision entry signs and staff does not

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recommend deviations from those standards unless a hardship or other justification is demonstrated. However, the Conditional Sign Permit process is intended to allow an applicant the flexibility to create unique signage designs, and for City Council to consider such designs in the context of a specific location. The proposed subdivision entry design does provide an attractive entrance that could not otherwise be created within the current Sign Ordinance standards.

Should City Council be inclined to approve the request, staff recommends the Conditional Sign Permit be applied to the entire subdivision entrance including signage, towers and columns as indicated on the site plan (Attachment 4), and include the following conditions:

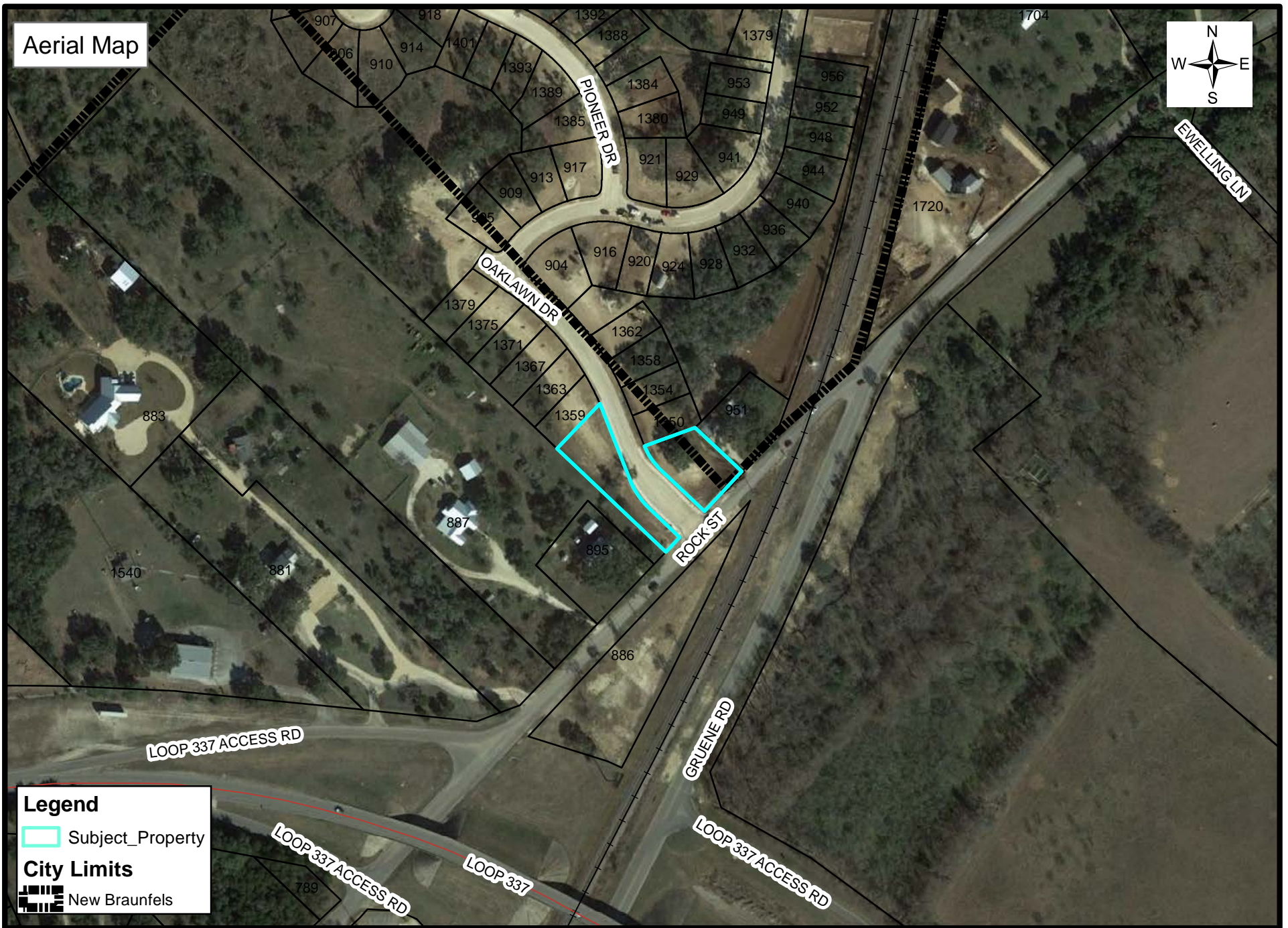
1. Any lighting must be fully shielded so the light source cannot be seen from the street rights-of-way.
2. Add a minimum 36 square foot landscape planter in front of the secondary sign.

**Attachments:**

1. Aerial Map
2. Application
3. Proposed Signs
4. Site Plan
5. Comparison Table



Aerial Map



**Legend**

Subject\_Property

**City Limits**

New Braunfels



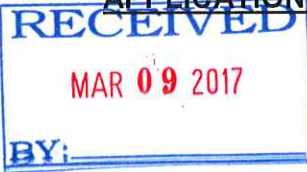
**CS-17-002**  
**Settlement at Gruene**  
**Conditional Sign Permit**





City of  
New Braunfels

PLANNING



# APPLICATION FOR CONDITIONAL SIGN PERMIT

Planning and Community Development  
550 Landa Street, New Braunfels, TX 78130

Phone: (830) 221-4050

Case No. CS-17-002

1. Applicant - If business owner or coordinator of special event, so state. If agent or other relationship, a letter of authorization must be furnished from owner when application is submitted.

Name: GRUENE ROCK, LLC

Mailing Address: 14955 BULVERORE S.A TX 78247

Email Address: DARREN@6FRLDPF INC.COM

Telephone: 210 490-2777 Mobile: 210-394-8400

2. Property Address/Location: 1310 OKLAHOMA ROCK STREET

3. Existing signs on property: NO

4. Number of requested signs: 2

5. Dimension & height of sign(s): MAIN SIGN 42.5 S.F SECONDARY SIGN 20 S.F

6. Business or event to be advertised: SETTLEMENT AT GRUENE

7. Reason for request (please explain in detail and attach additional pages if needed):

SEE ATTACHED

8. ATTACHMENTS: (The following items must be submitted with the application)

- ☒ A \$300.00 application fee.
- ☒ A scaled site plan showing the proposed location of the sign(s) on the property.
- ☒ A map showing the distance from sign(s) to business or event if signs are off-premise.
- ☒ A sketch showing the contents, dimensions and construction materials of the sign(s).
- ☒ Photographs of the property where the sign(s) will be located.
- ☒ Agent letter (if applicable).

The undersigned hereby requests a conditional sign permit for the location(s) described above.

Signature of Owner(s)/Agent

Date

3/9/17

## For Office Use Only

Fee Received By: M Simment Amount: \$300 Receipt No.: 230166

Date Received: 3-9-17 Cash/Check Number: 1094

Council Meeting Date: 4-10-17

\\chfs-1\departments\planning\applications\conditional sign permit.docx





**7. Reason for request:** We designed the sign towers and arbors out of rusted metal and stone and randomly spaced them to get the effect of an old settlement. We also allotted two large lots for openness which will be landscaped and maintained to enhance the beauty of the area and the Subdivision.

The sign its self will be cut out of 1" thick metal that will be allowed to rust. The water behind the "Settlement at Gruene" will be cut out of stainless steel.

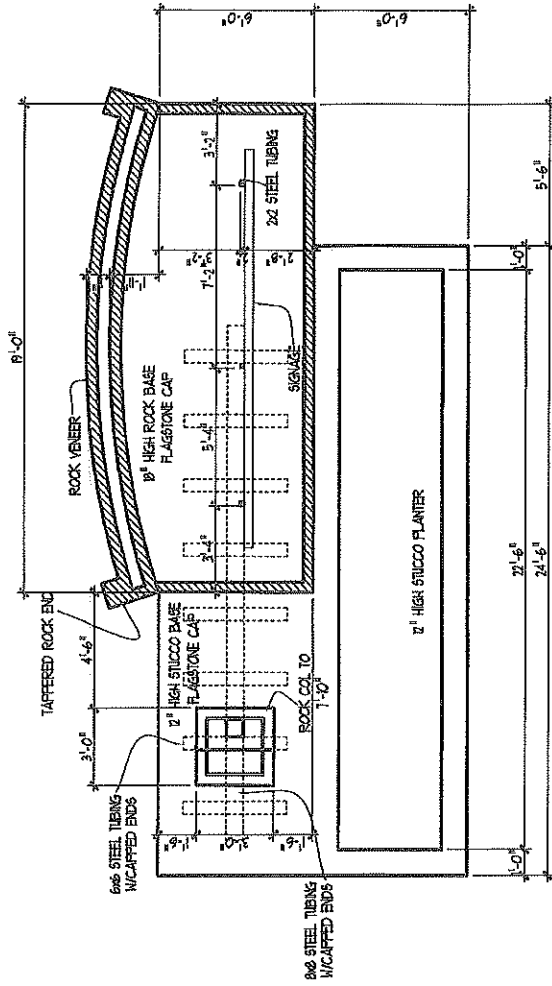
The Main sign will be on the right side and secondary sign one will be on the left

We have allowed very valuable property to enhance this entry as well.



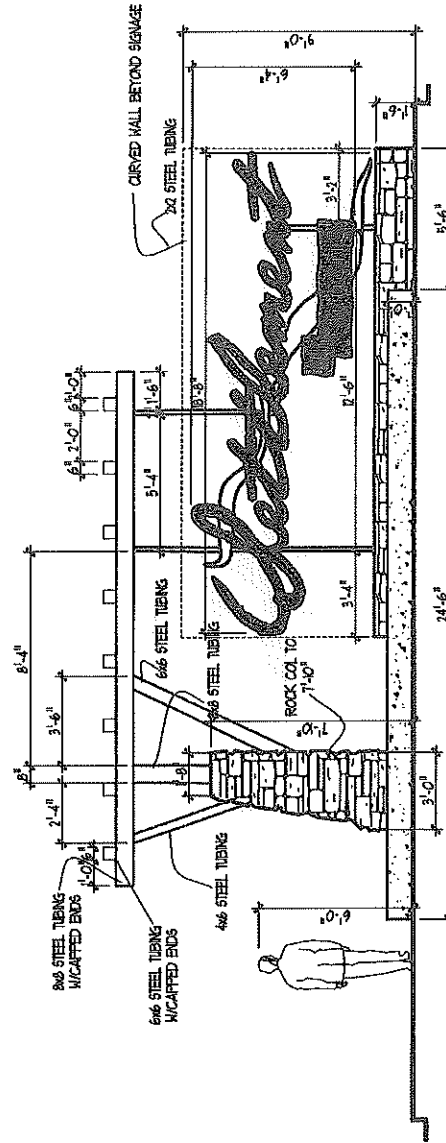






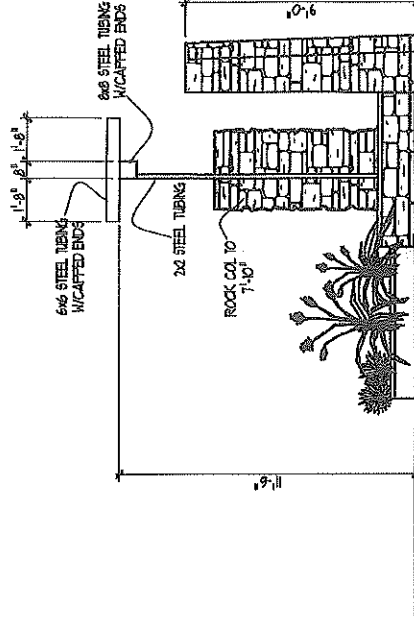
PLAN ② MAIN SIGNAGE

SCALE 1/8" = 1'-0"



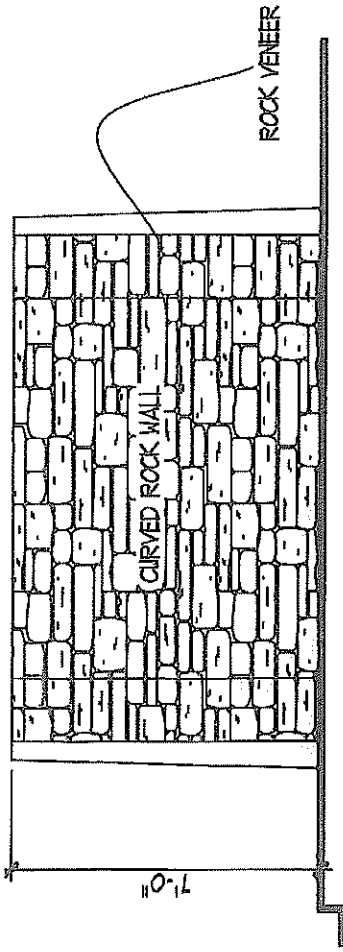
ELEVATION ② MAIN SIGNAGE

SCALE 1/8" = 1'-0"



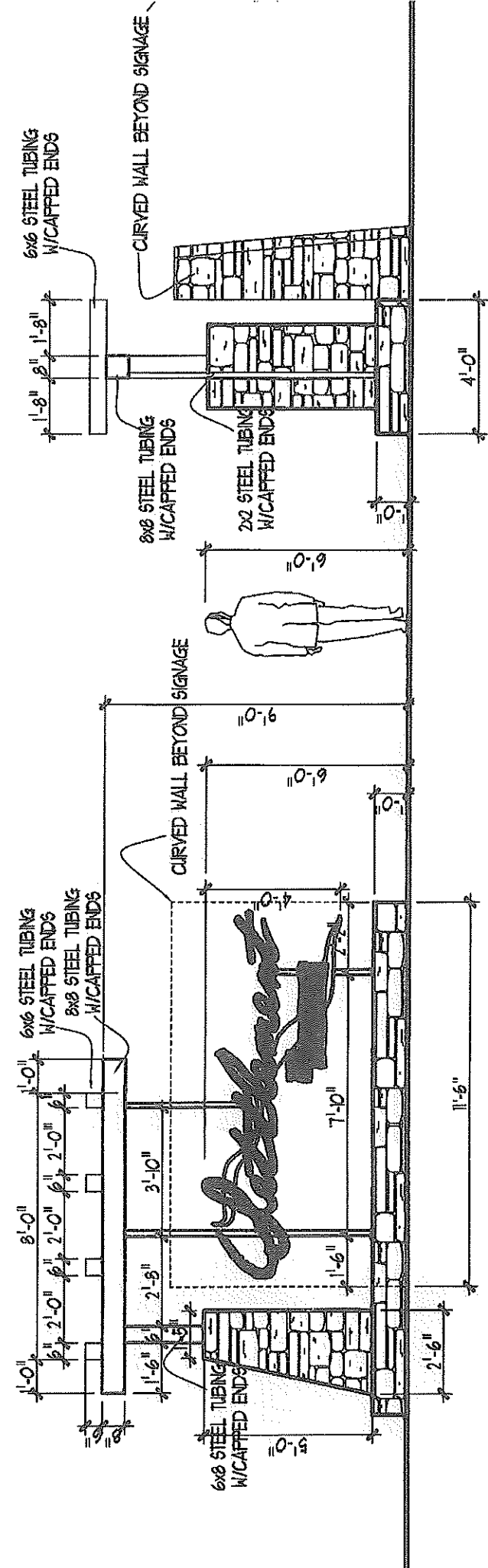
RIGHT ELEV. ② MAIN SIGNAGE

SCALE 1/8" = 1'-0"

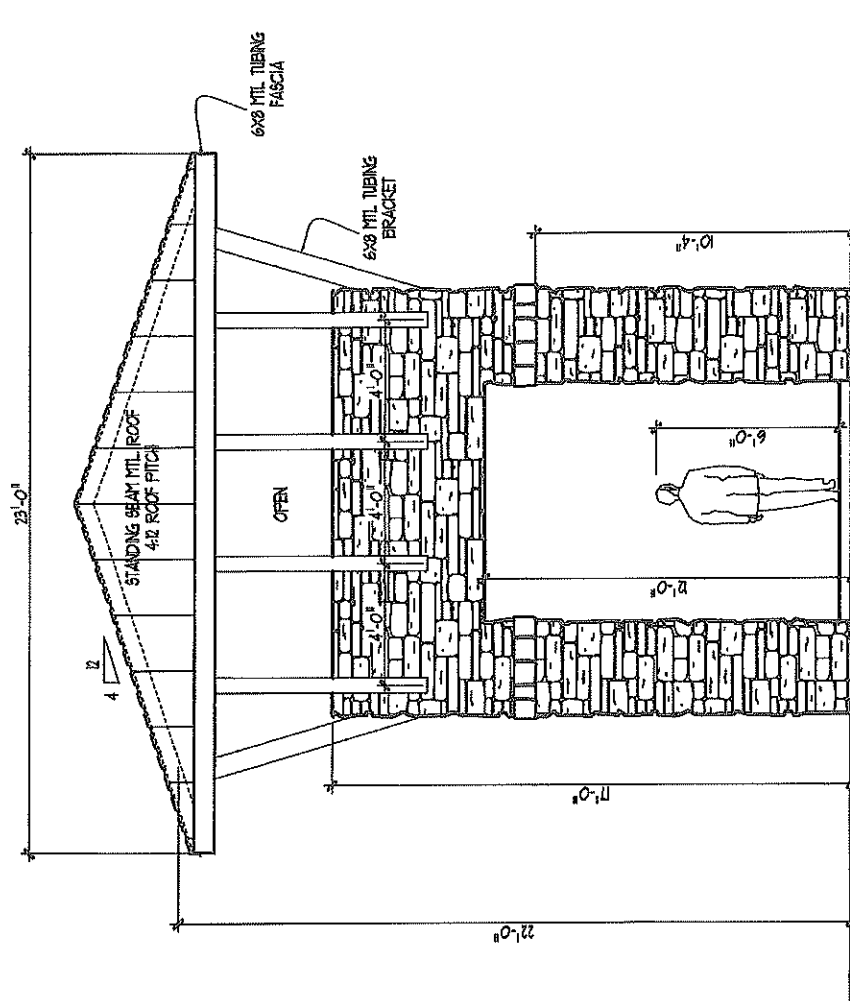


# WALL BEHIND SIGNAGE

SCALE: 1/4" = 1'-0"

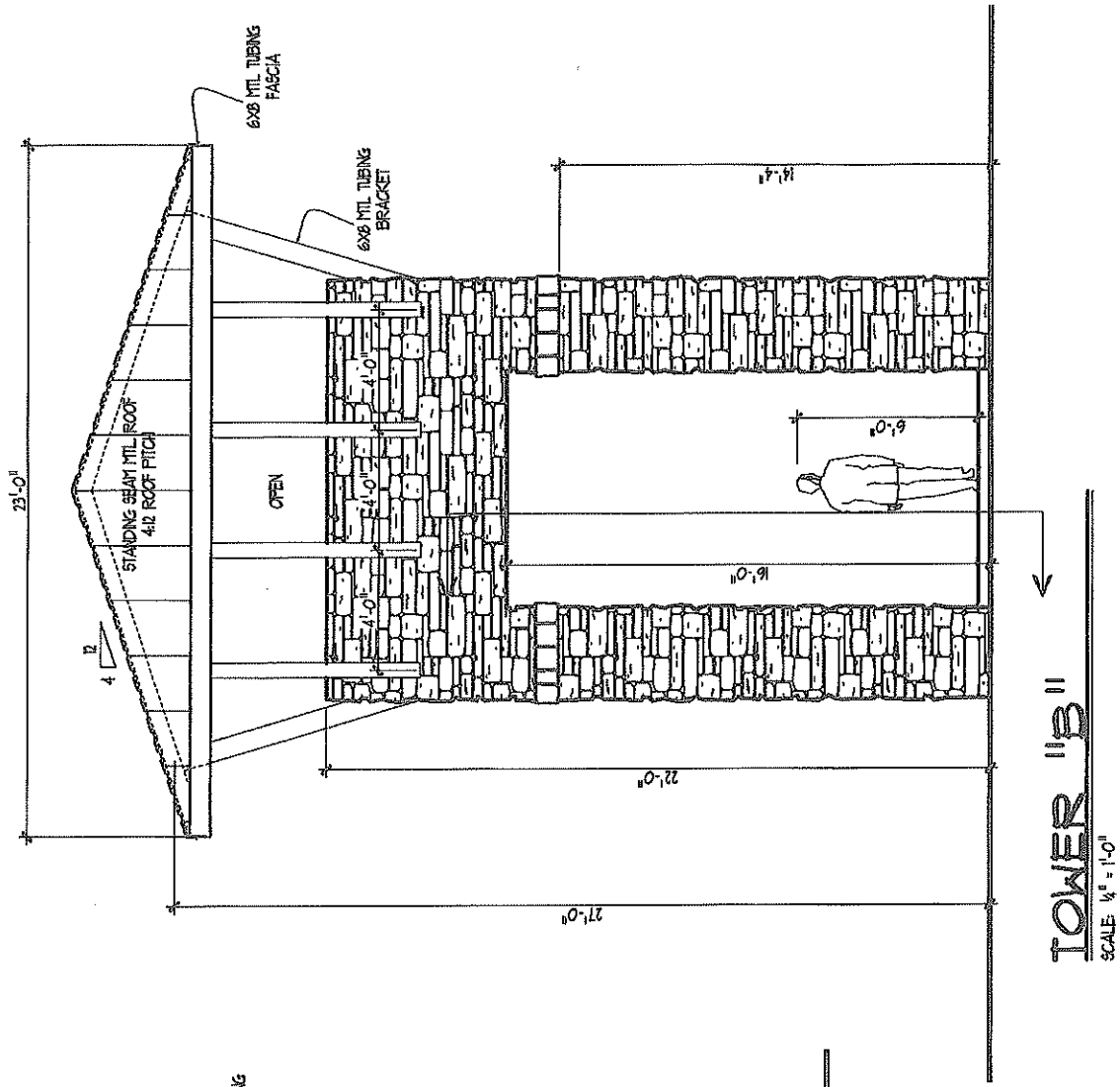


# SECONDARY ENTRANCE SIGN



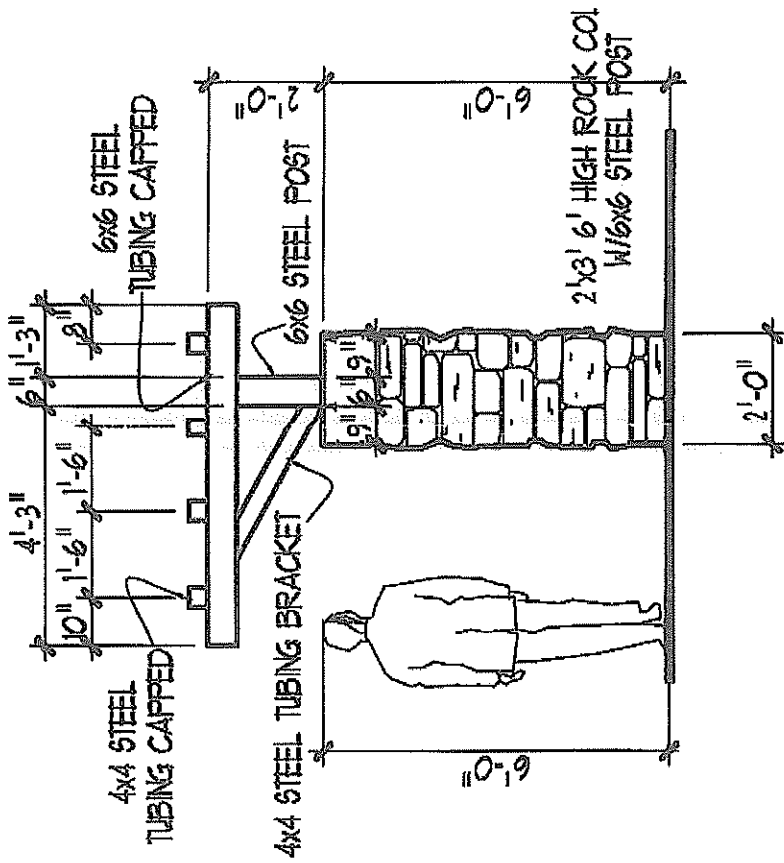
**TOWER "A"**

SCALE: 1/4" = 1'-0"



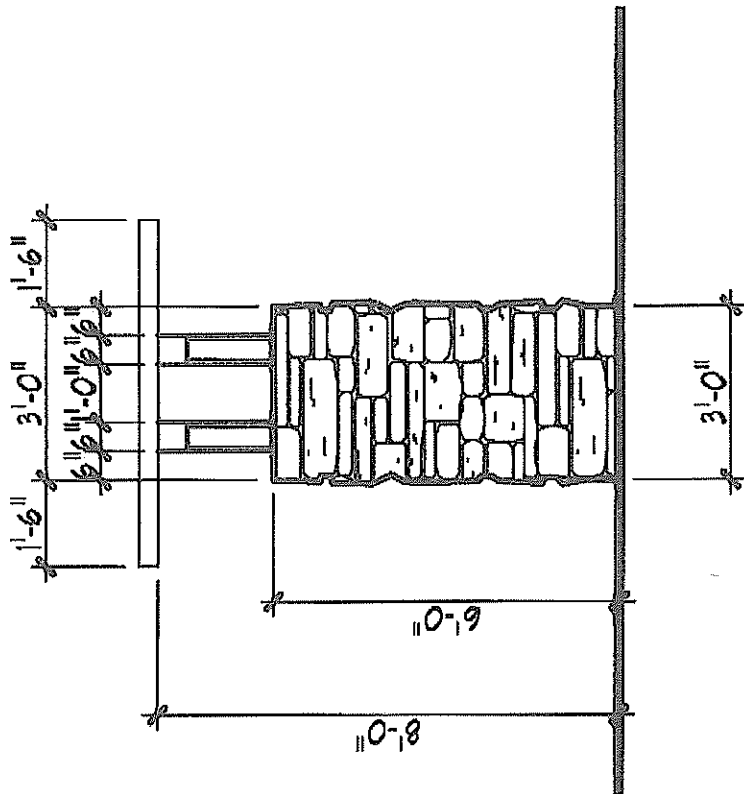
**TOWER "B"**

SCALE: 1/4" = 1'-0"



# COLUMN SIDE

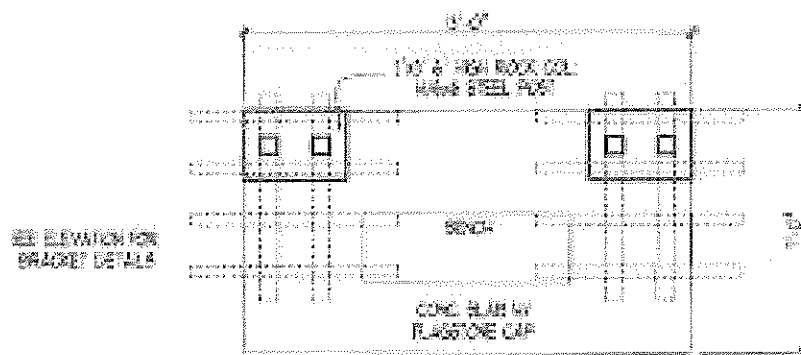
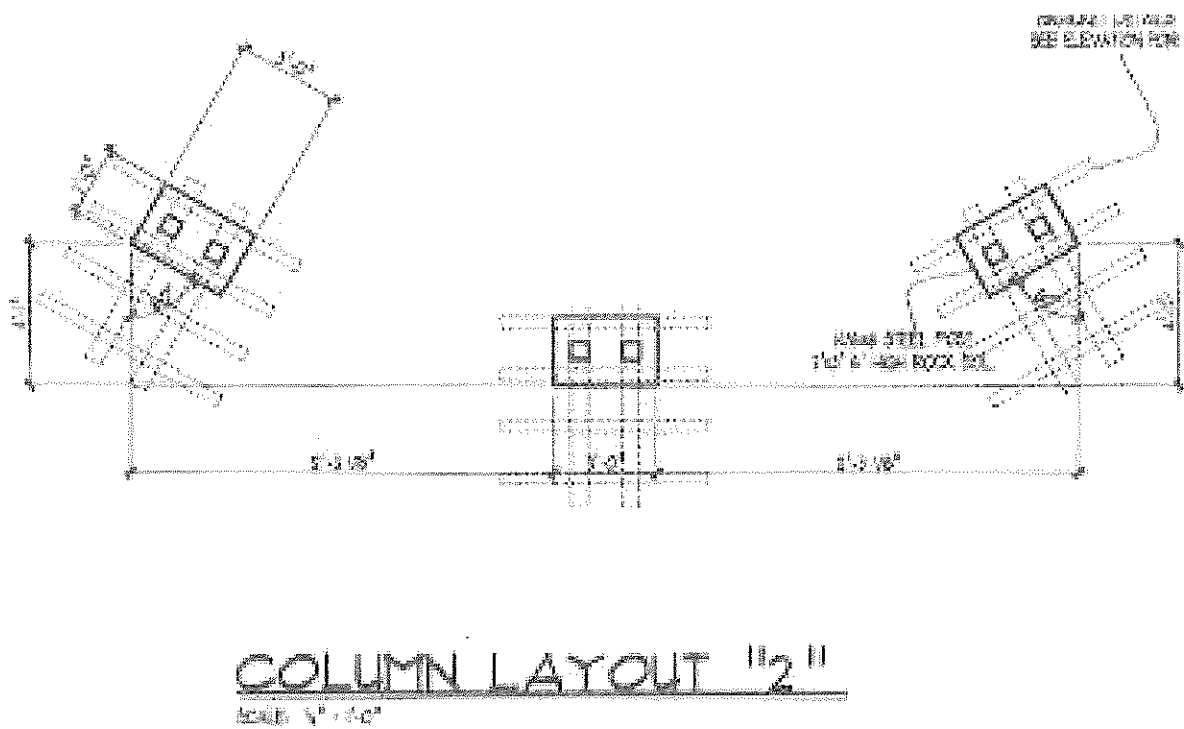
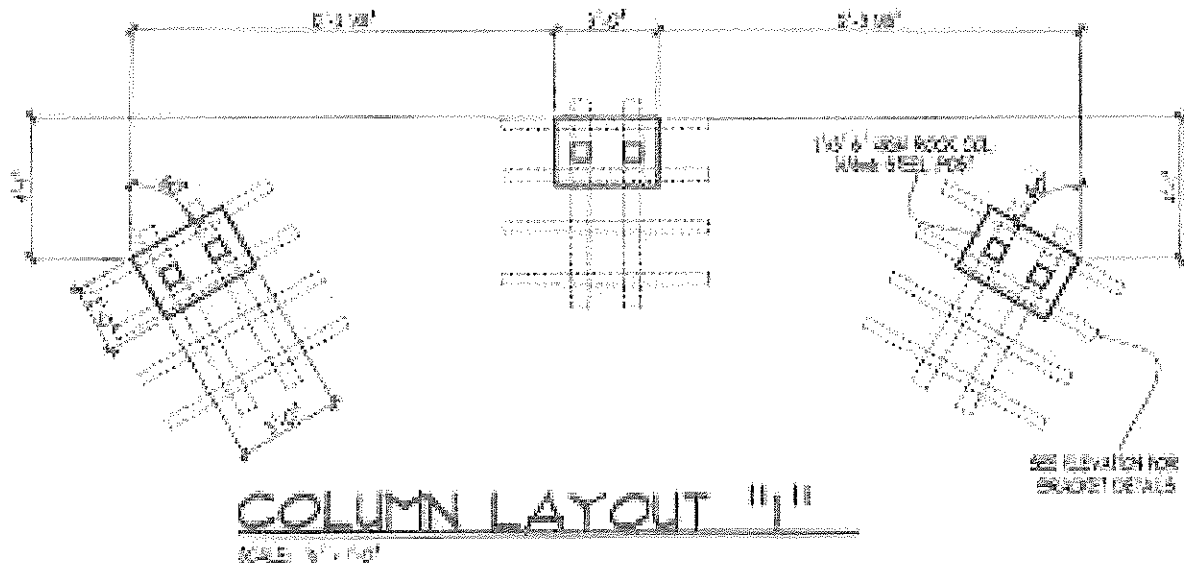
SCALE: 1/4" = 1'-0"



# COLUMN FRONT

SCALE: 1/4" = 1'-0"









Tower

Towers

MAIN  
S16N

SECONDARY  
S16N

S16N - COLUMNS



## Comparison Chart

	SIGN TYPE	MATERIALS	MAXIMUM AREA (square feet)	MAXIMUM HEIGHT (feet)	MINIMUM SETBACK (feet)	LANDSCAPING
<b>Subdivision Entry Sign</b>	Monument Sign or on a decorative or screening wall	Stone, brick, wood or other material compatible with surrounding development	40	6	5	Landscaped area twice the size of the sign face (80 sf for maximum sign face area)
<b>PROPOSED</b>	<b>Freestanding sign in front of rock wall; towers and columns</b>	<b>Rock, steel tubing, rusted metal, stainless steel</b>	<b>Sign Face only Main: 67 Secondary: 27</b>	<b>Main: 11.5 Secondary: 9 Towers: 22-27 Columns: 8</b>	<b>5</b>	<b>90 sf planter in front of the main sign; no landscaping on secondary sign</b>



## City Council Agenda Item Report

550 Landa Street  
New Braunfels, TX

**4/10/2017**

Agenda Item No. A)

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Deliberate pending/contemplated litigation, settlement offer(s), and matters concerning privileged and unprivileged client information deemed confidential by Rule 1.05 of the Texas Disciplinary Rules of Professional Conduct in accordance with Section 551.071, of the Texas Government Code, specifically:

- New Braunfels Housing Authority



## City Council Agenda Item Report

550 Landa Street  
New Braunfels, TX

**4/10/2017**

Agenda Item No. B)

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Deliberate and consider the purchase of, exchange, lease or value of real property, in accordance with Section 551.072, of the Texas Government Code, including but not limited to:

- acquisition of land for city facilities



## City Council Agenda Item Report

550 Landa Street  
New Braunfels, TX

**4/10/2017**

Agenda Item No. C)

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Deliberate the appointment, employment, evaluation, reassignment, duties, discipline, or dismissal of the Municipal Court Judge in accordance with Section 551.074 of the Texas Government Code.