



ECONOMIC & COMMUNITY DEVELOPMENT

CITY OF NEW BRAUNFELS
PROPOSED
BOND 2023



ECONOMIC AND COMMUNITY DEVELOPMENT

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

Goals and objectives

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

Community input

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

ECD – PRIORITY FACTORS

- *High quality public and private places*
- *Financially productive and sustainable*
- *Attraction and retention of talent*
- *Safe, purposeful, comfortable, and interesting pedestrian infrastructure*
- *Authenticity*

ECD – PRIORITY RANKING

Priority	Project	Estimated Cost
1	Castell Ave Corridor	\$30,286,000
2	Downtown Parking Facilities	\$22,842,000
3	Downtown Right-of-Way Enhancements	\$3,102,000
TOTAL		\$56,230,000

ECD – FUNDING SOURCES

Fund 1

- General Fund

Fund 2

- Economic Development Corporation

1. CASTELL AVE CORRIDOR

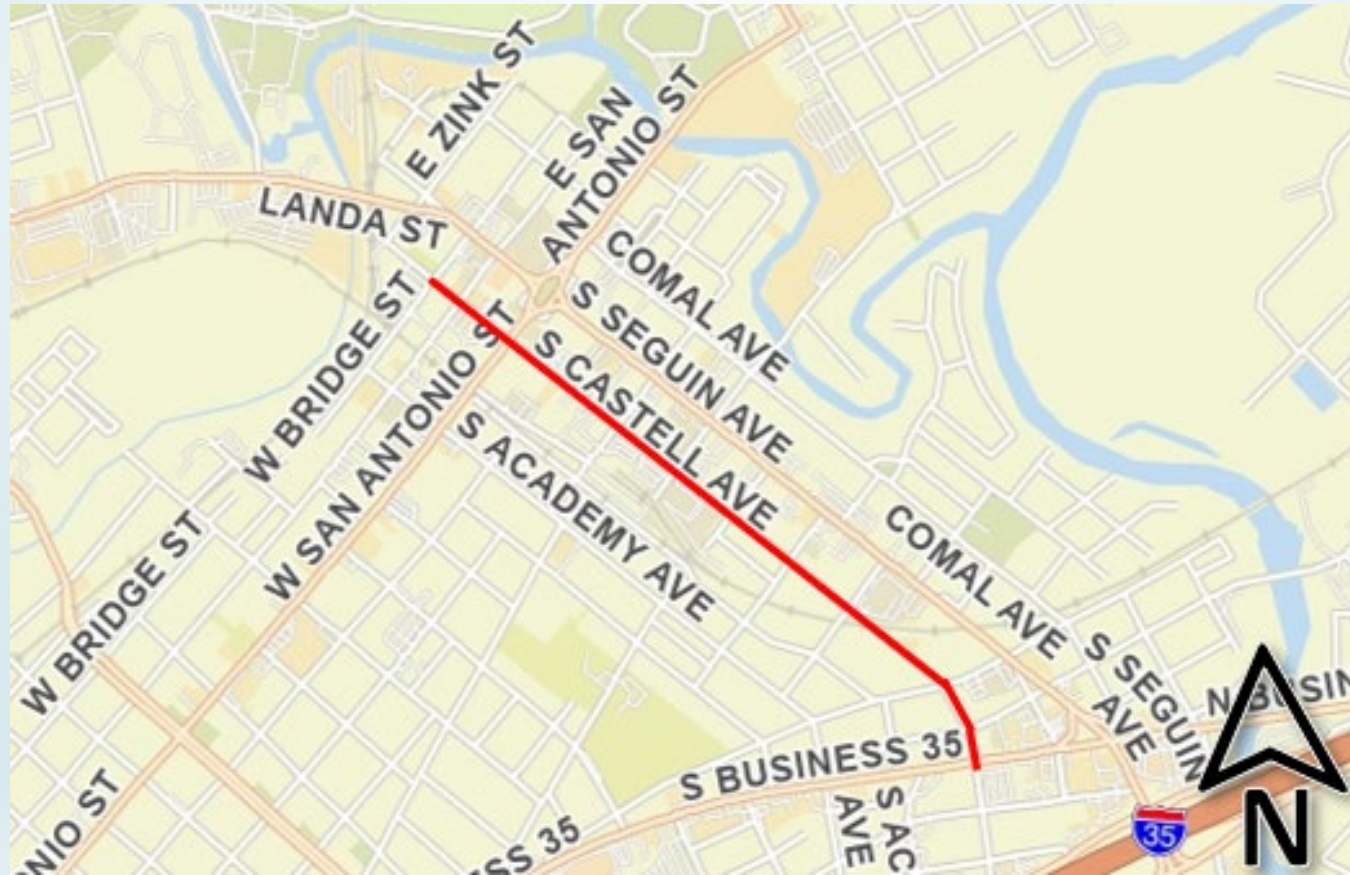
Project objectives

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

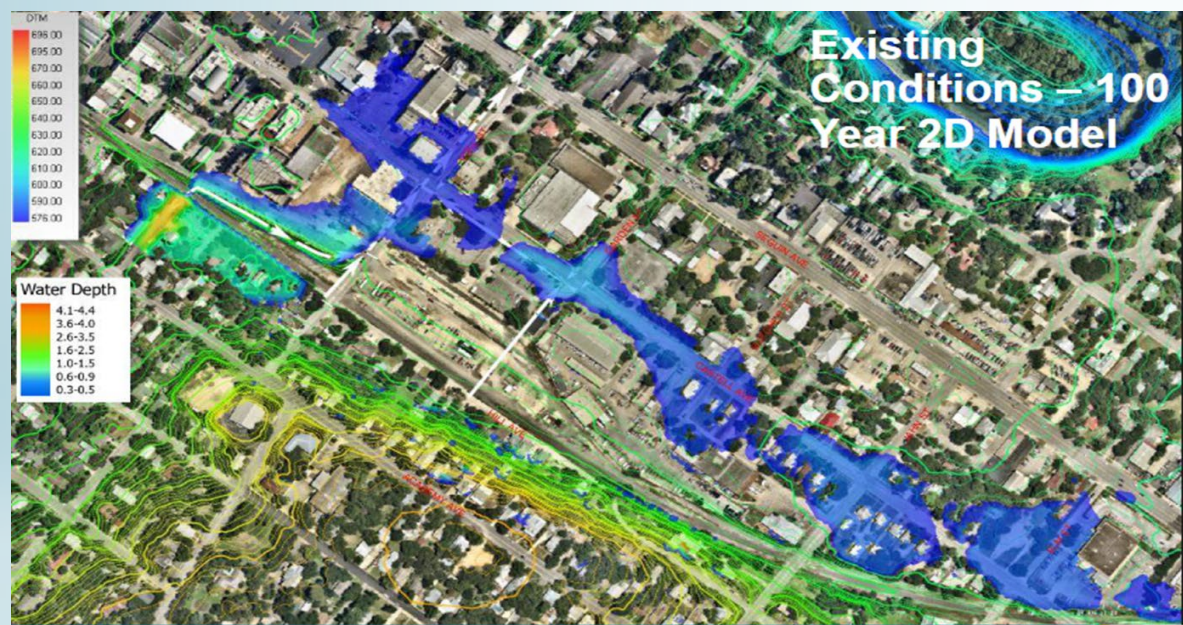
Project scope

- Remove overhead utilities
- Extensive drainage improvements
- Physical infrastructure to enhance safety, comfort and pedestrian experience such as street trees, pocket gardens, multi-use sidewalk zone, curb extensions/bulbouts, street furniture, lighting, and other pedestrian amenities like seating, bike racks, kiosks, gateway monuments, wayfinding signage

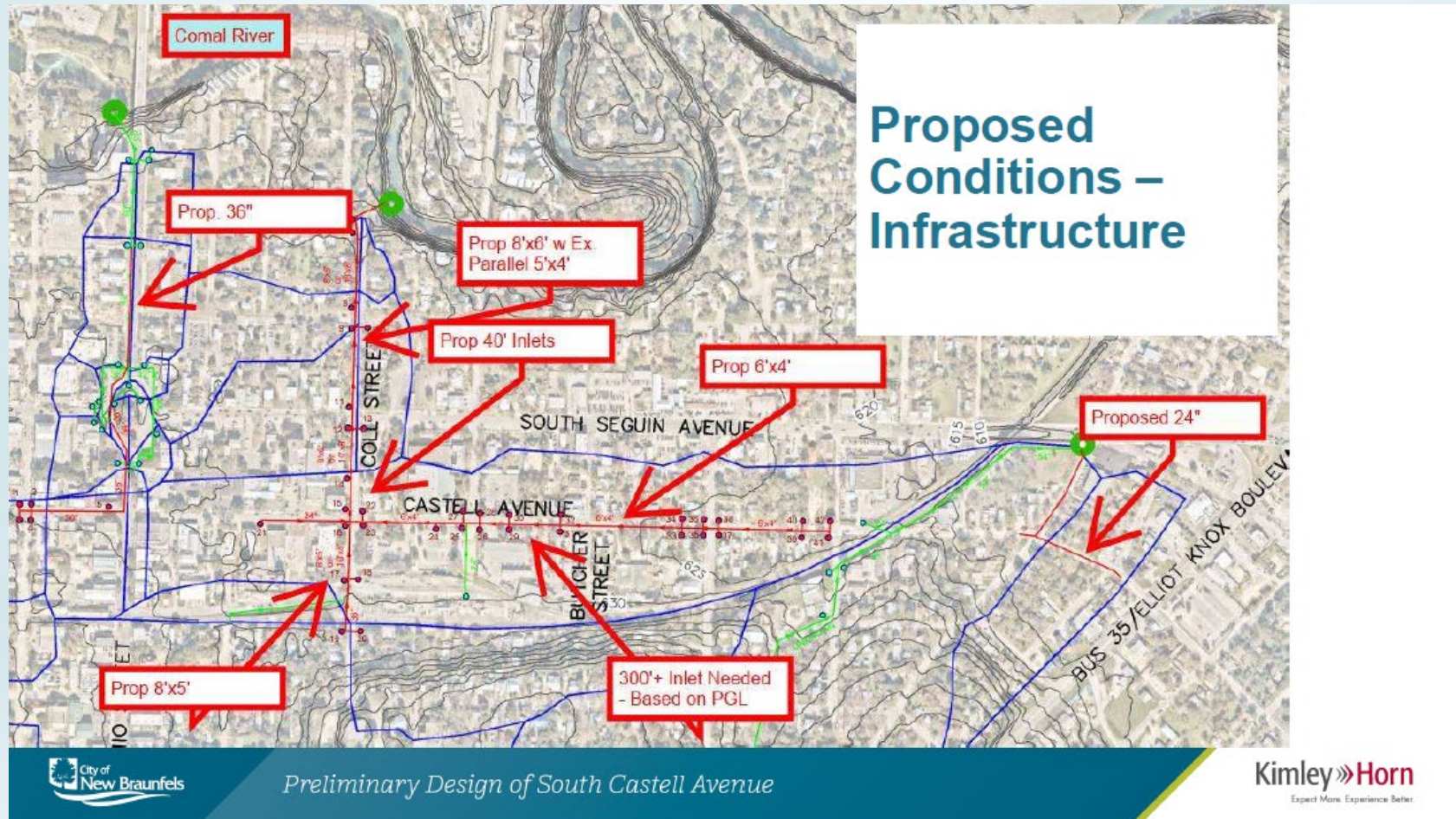
1. CASTELL AVE CORRIDOR



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STATION 3 | PUBLIC R.O.W. & SPACES



1. CASTELL AVE CORRIDOR – FUNCTIONAL ELEMENTS

MULTI-USE SIDEWALK ZONE

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



STREET TREES/ POCKET GARDENS

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



PEDESTRIAN PRIORITIZED SHARED STREETS

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



STRATEGIC BULB-OUTS/ PARKLETS

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

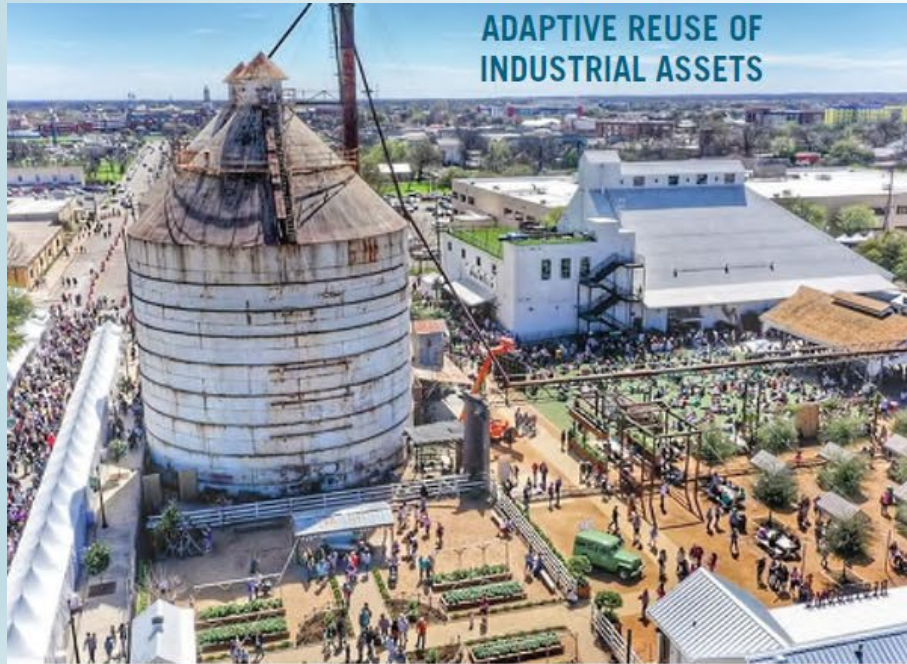


PEDESTRIAN AMENITIES/ SITE FURNISHINGS

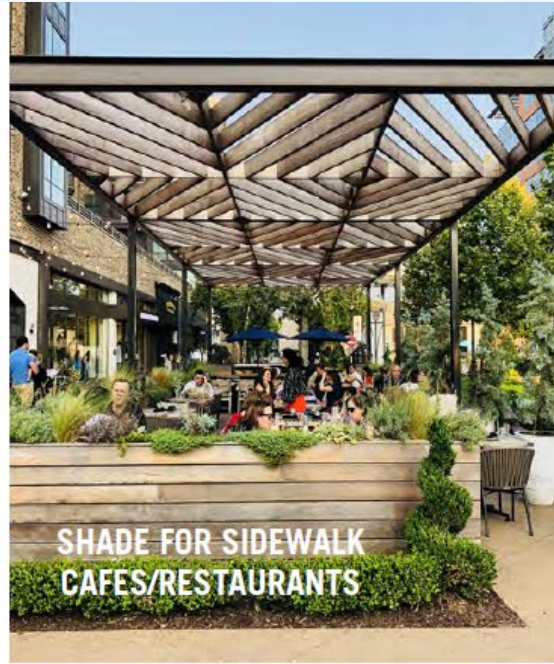
Site furnishings announce that pedestrians are welcome and that the street is a comfortable place to be. These amenities provide a functional service to the pedestrian and provide visual detail that makes a place comfortable and interesting. This can include: benches and seating, bicycle racks, bollards,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



1. CASTELL AVE CORRIDOR



**ADAPTIVE REUSE OF
INDUSTRIAL ASSETS**



**SHADE FOR SIDEWALK
CAFES/RESTAURANTS**



**INTERSTITIAL SPACES
FOR CELEBRATING RIVER/BEER
GARDEN CULTURE**



**COMBINE
ELEMENTS**



**INFRASTRUCTURE FOR
SIDEWALK MARKETS AND
SHELTER/COMFORT**

1. CASTELL AVE CORRIDOR – SIMILAR ROW

CASE STUDIES

TRADE STREET AT GREER STATION, GREER SC [.22 MI, ~55' ROW]

KIMLEY-HORN, LANDSCAPE FORMS

<https://www.kimley-horn.com/project/downtown-streetscape-at-greer-station/>



1. CASTELL AVE CORRIDOR – SIMILAR ROW



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CASE STUDIES

DALLAS STREET, ENNIS TX [.25 MI, ~80' ROW]

MESA DESIGN GROUP, GRESHAM SMITH

http://mesadesigngroup.com/portfolio_page/historic-downtown-ennis-streetscape/



1. CASTELL AVE CORRIDOR – SIMILAR ROW



1. CASTELL AVE CORRIDOR

Risks and constraints

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

Estimated project costs

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

Project and preliminary design considerations

- Walkability and pedestrian experience
- Drainage and flooding concerns

2. DOWNTOWN PARKING FACILITIES

Project objectives

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

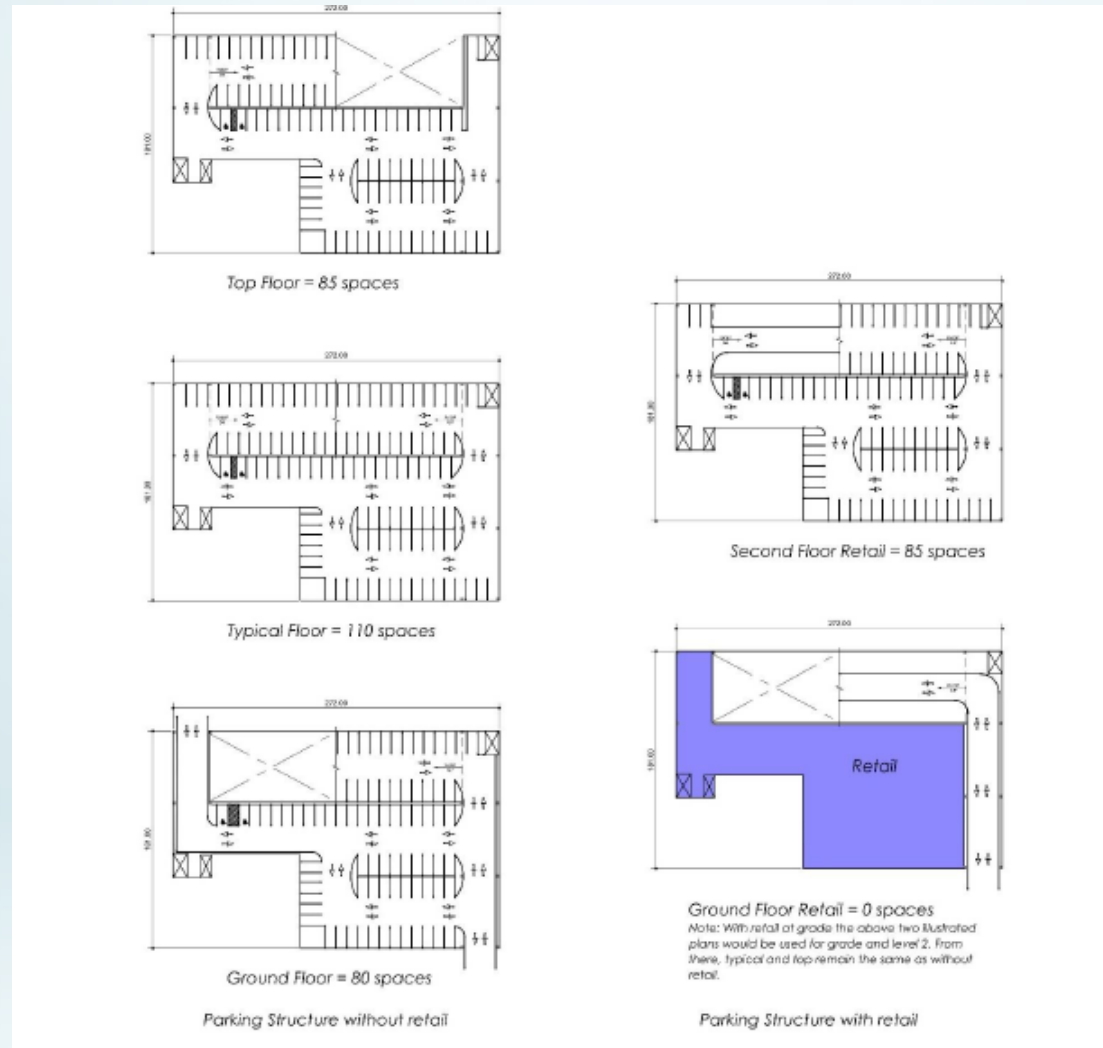
Project scope

- Identify feasible locations and possible combinations of solutions
- PERs to develop conceptual site plans indicating proposed footprint, setbacks, entry/exit points, location of proposed non-parking uses within the structure as well as any other required programmatic items
- Conceptual Site plan including general overall site layout, vehicular entry/exit locations, etc.
- Final phase would include any acquisition, design and construction

2. DOWNTOWN PARKING FACILITIES



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Risks and constraints

Limited lot sizes

Available properties

Cost per parking space varies greatly based on multiple factors (size of structure, ownership, configuration)

Estimated project costs

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

Project and preliminary design considerations

- Preservation of historic downtown aesthetics and building codes
- Proximity to demand areas
- Ongoing operations, maintenance and capital replacement funding

3. DOWNTOWN RIGHT-OF-WAY ENHANCEMENTS

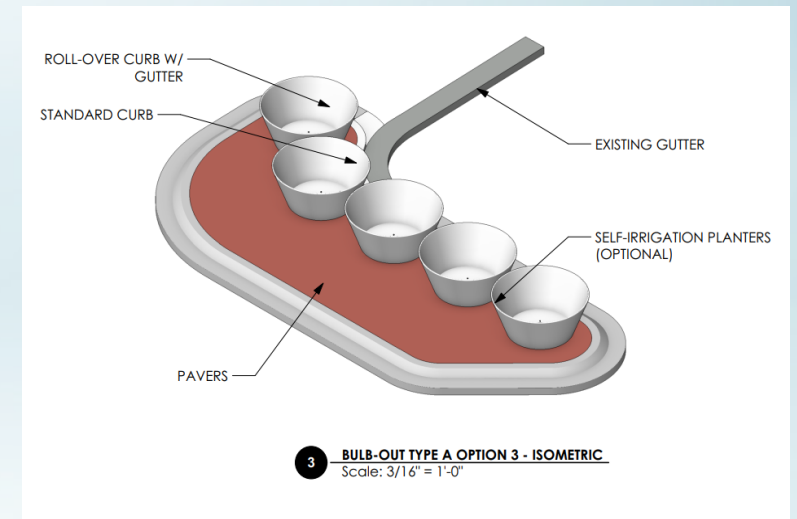
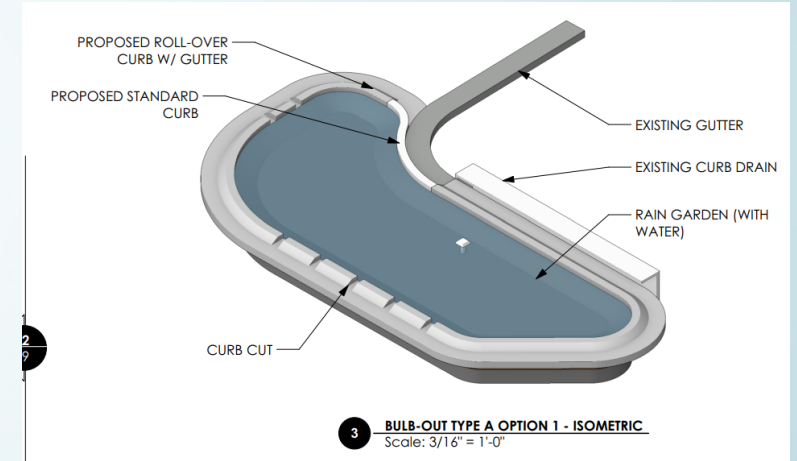
Project objectives

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

Project scope

- Repair existing sidewalks
- Add new pedestrian facilities
- Add wayfinding signage, landscaping and lighting

3. DOWNTOWN RIGHT-OF-WAY ENHANCEMENTS



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Risks and constraints

Limited space for new sidewalks

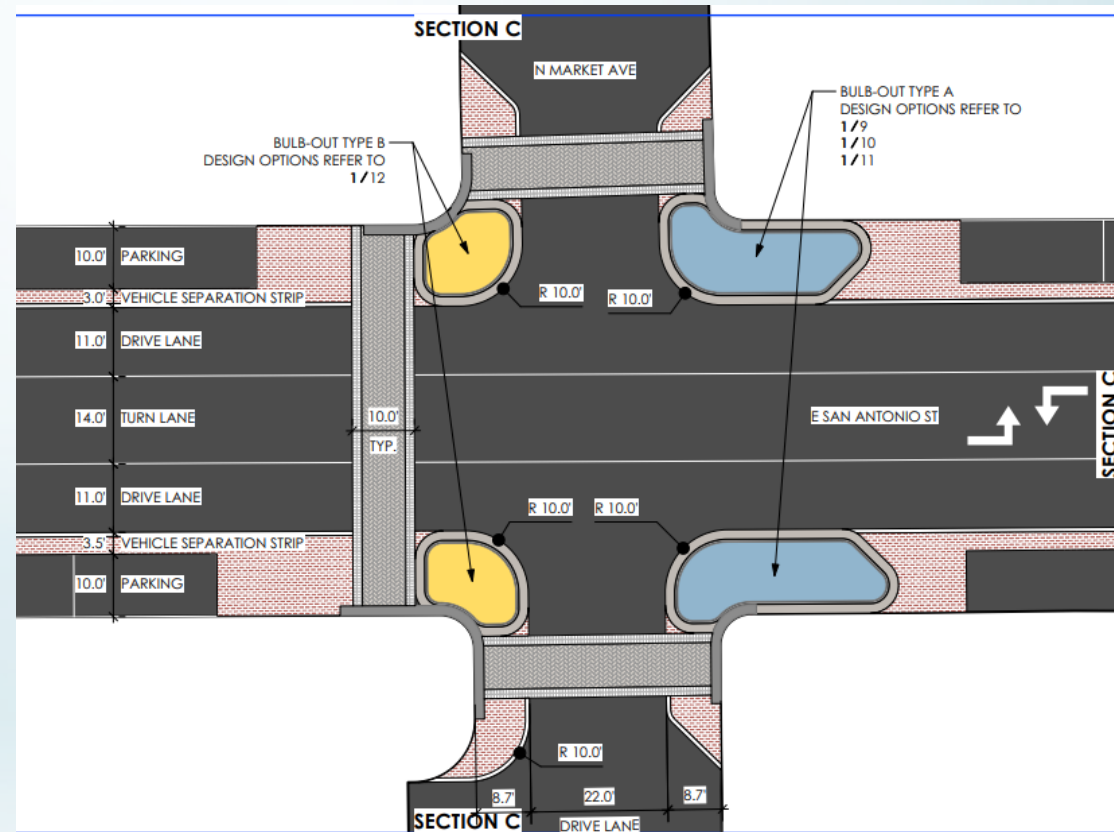
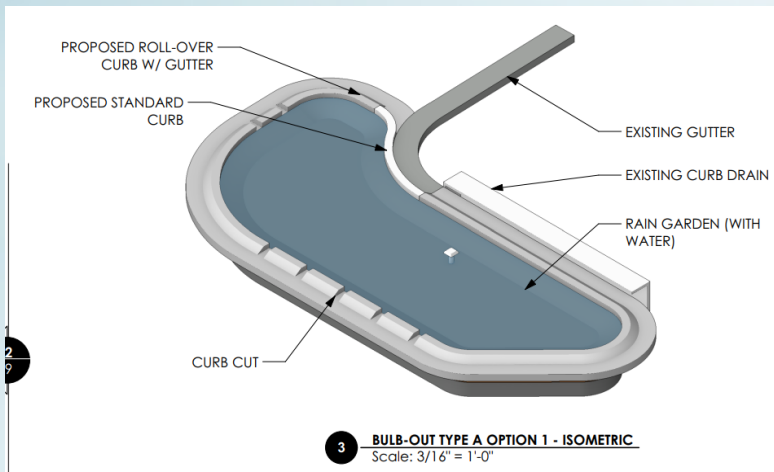
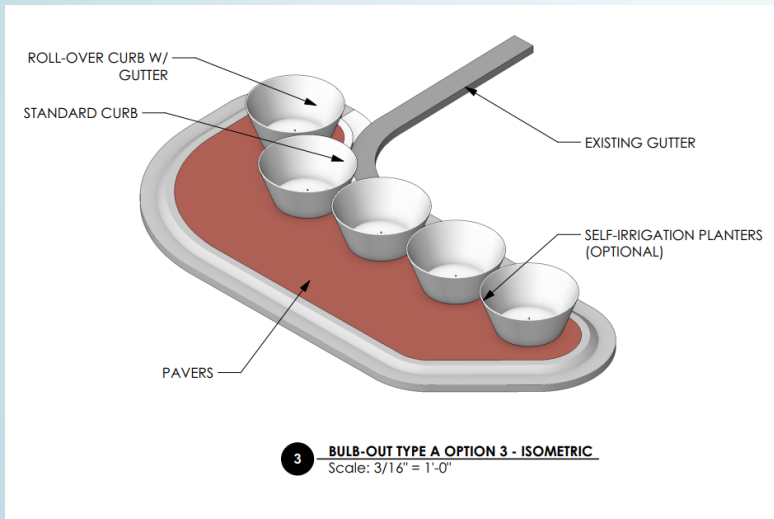
Estimated project costs

\$3.1M Total | \$3M Construction | \$105K Additional Costs

Project and preliminary design considerations

- Placemaking
- Preservation/enhancement of downtown aesthetics
- Ongoing maintenance and repair

3. DOWNTOWN RIGHT-OF-WAY ENHANCEMENTS



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DISCUSSION

OTHER PROJECT CONSIDERATIONS?



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QUESTIONS?

