



Community Identity

Objectives

1. Initiate the update to Envision New Braunfels, the City's comprehensive plan, and use the Land Use Fiscal Assessment to bring a data-driven element to the Future Land Use Map.
2. Adopt the new Land Development Ordinance that implements goals of our residents identified in Envision New Braunfels, including but not limited to protecting historic structures, preserving and increasing green space and tree canopy, protecting natural resources, and safeguarding the character, integrity, and stability of neighborhoods.
3. Develop and implement comprehensive brand identity that represents the entire organization, clearly articulates and celebrates the culture of New Braunfels, highlights the unique assets of the community, and supports economic development and tourism efforts as well as City operations, including recruitment and retention.
4. Develop an Arts and Culture Master Plan to define the role of the City and key community partners in supporting arts and culture to improve quality of life and economic development in New Braunfels and to guide the City's strategic plans and future investments.
5. Continue engagement with the arts and culture sector to preserve and support the community's culture and identity through community events, arts programming, and classes via the Library and Parks & Recreation.

OUR GOAL

**Foster a sense of community
for all City residents,
preserve the City's key
historic and cultural assets,
expand cultural programming,
and take advantage of
development opportunities
that complement the
City's unique heritage.**



Community Identity

Performance Measures

Milestone

1. Begin the adoption process for the Land Development Ordinance by December 2024.
2. Adopt updated Envision New Braunfels by Summer 2026.
3. Complete Brand Strategy by Summer 2026.
4. Allocate resources and recurring funding dedicated to community wide beatification and streetscape enhancement.



Output

1. Increase Library items per capita.
2. Increased historic preservation programming and outreach.
3. Increased Library program participants.
4. Increased public art and/or placemaking installations.

Outcome

1. Increase National Citizen Survey overall satisfaction with “Preservation of the historical or cultural character of the community.”
2. Maintain National Citizen Survey overall satisfaction with “Opportunities to attend cultural/arts/music activities” above the national benchmark.
3. Maintain National Citizen Survey overall satisfaction with “Opportunities to attend special events and festivals” above the national benchmark.

