

# Appendix Contents

- W San Antonio St - Live Oak Ave Roundabout Concepts
- New Braunfels - West End Market Trends Summary
- New Braunfels - West End Housing Demand Summary
- Catalyst Sites Implementation Memo
- New Braunfels Land Development Ordinance Memo
- Engagement Summary



TRANSPORTATION ANALYSIS

BASE MAP  
NEW BRAUNFELS  
WEST END AREA PLAN

NOTES

SCALE REFERENCE

Townhomes (120' X 50')

A row of 5 units, 24'X 50' each

Parking ( 300' X 125')

Approx. 110 spaces

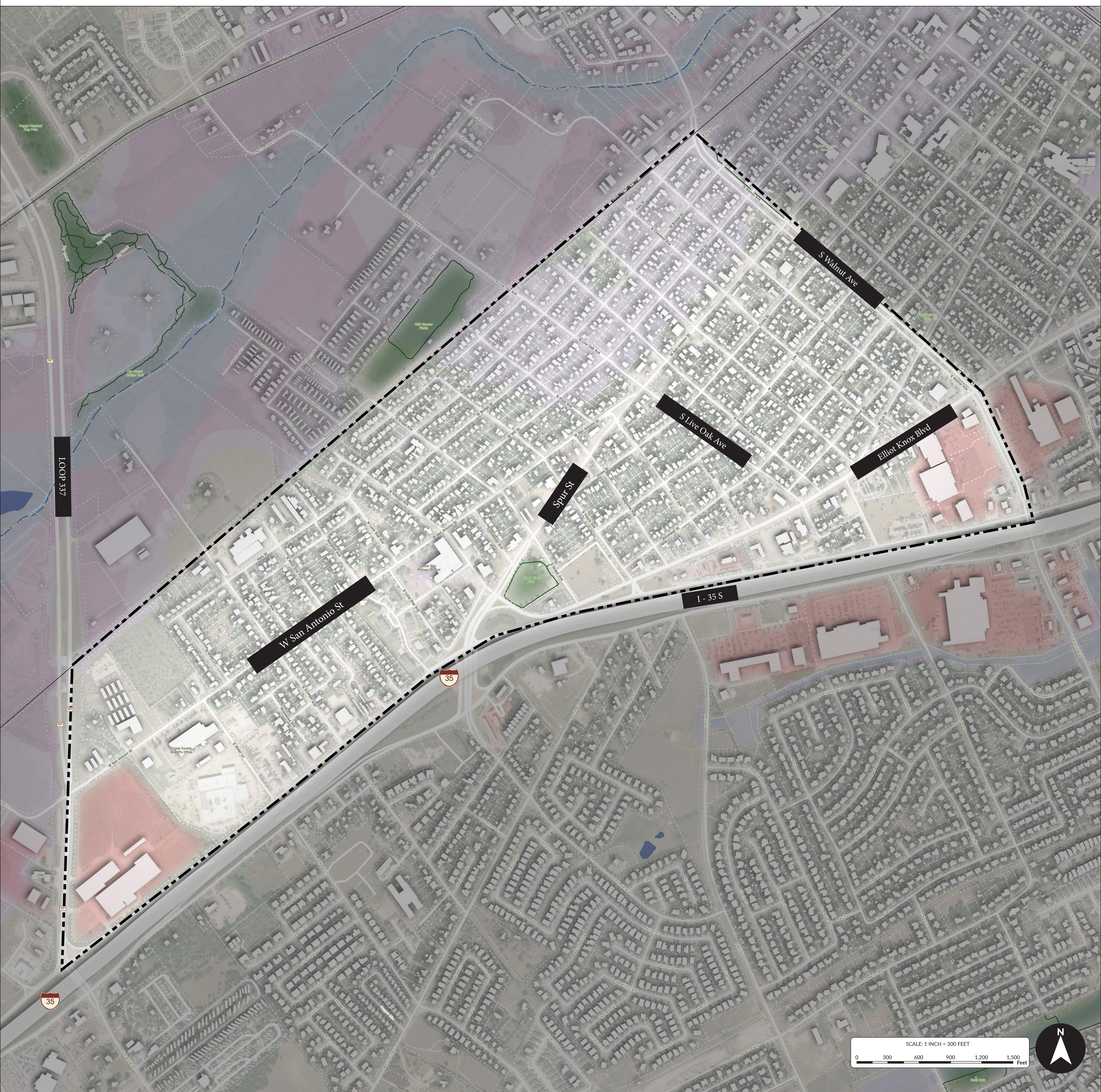
Apartment Building (200' x 65')

Approx. 11 one-two bedroom units per floor; Avg. 1,000 sq ft per unit

1 Acre Square (200' X 220')

Office Building (225' X 125')

Approx. 30,000 sq ft per floor





TRANSPORTATION ANALYSIS

2025 TDM FORECASTED CONGESTION  
NEW BRAUNFELS  
WEST END AREA PLAN

Key Intersections

- A Loop 337 & San Antonio St.
- B Hidalgo Ave. & San Antonio St.
- C Live Oak Ave. & San Antonio St.
- D Walnut Ave. & San Antonio St.

Travel Demand Modeling - Forecasted congestion for the Alamo Area Metropolitan Planning Organization region.

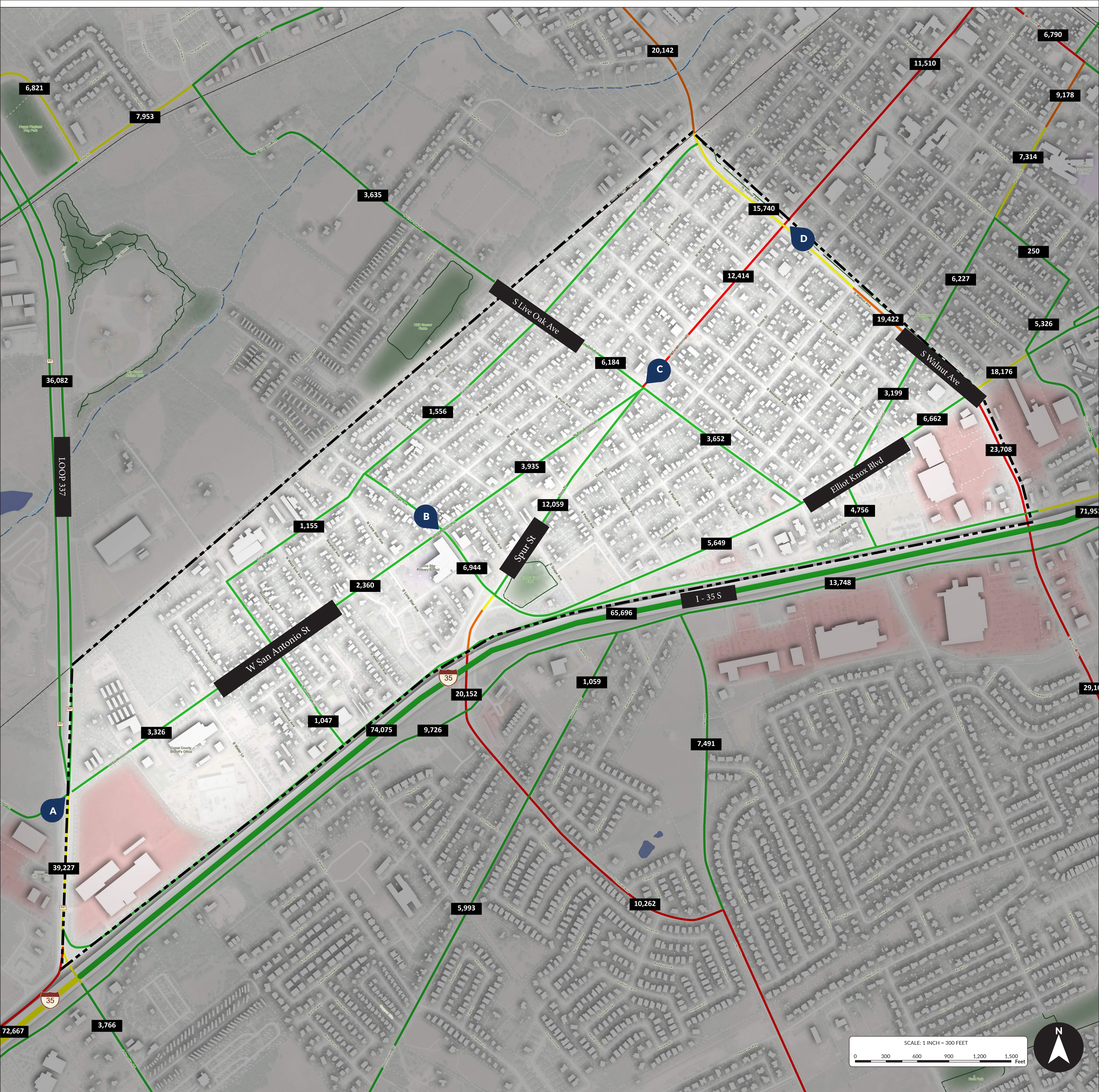


LEGEND

VOL - V/C 2025

- 1.00 - 20.00
- 0.90 - 1.00
- 0.75 - 0.90
- 0.00 - 0.75

- - - Study Area





TRANSPORTATION ANALYSIS

2045 TDM FORECASTED CONGESTION  
NEW BRAUNFELS  
WEST END AREA PLAN

Key Intersections

- A Loop 337 & San Antonio St.
- B Hidalgo Ave. & San Antonio St.
- C Live Oak Ave. & San Antonio St.
- D Walnut Ave. & San Antonio St.

Travel Demand Modeling - Forecasted congestion for the Alamo Area Metropolitan Planning Organization region.

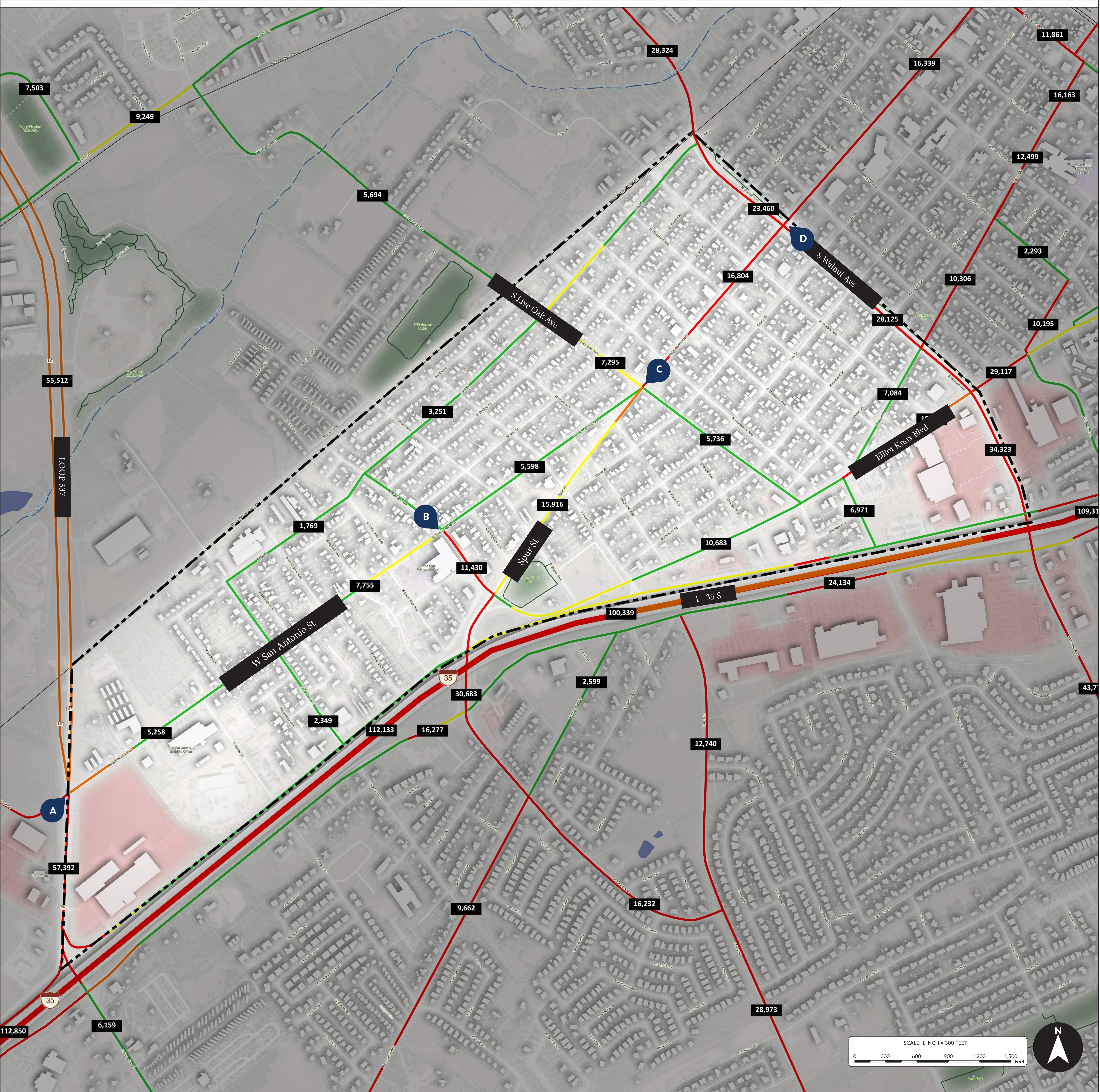


LEGEND

VOL - V/C 2045

- 1.00 - 20.00
- 0.90 - 1.00
- 0.75 - 0.90
- 0.00 - 0.75

--- Study Area





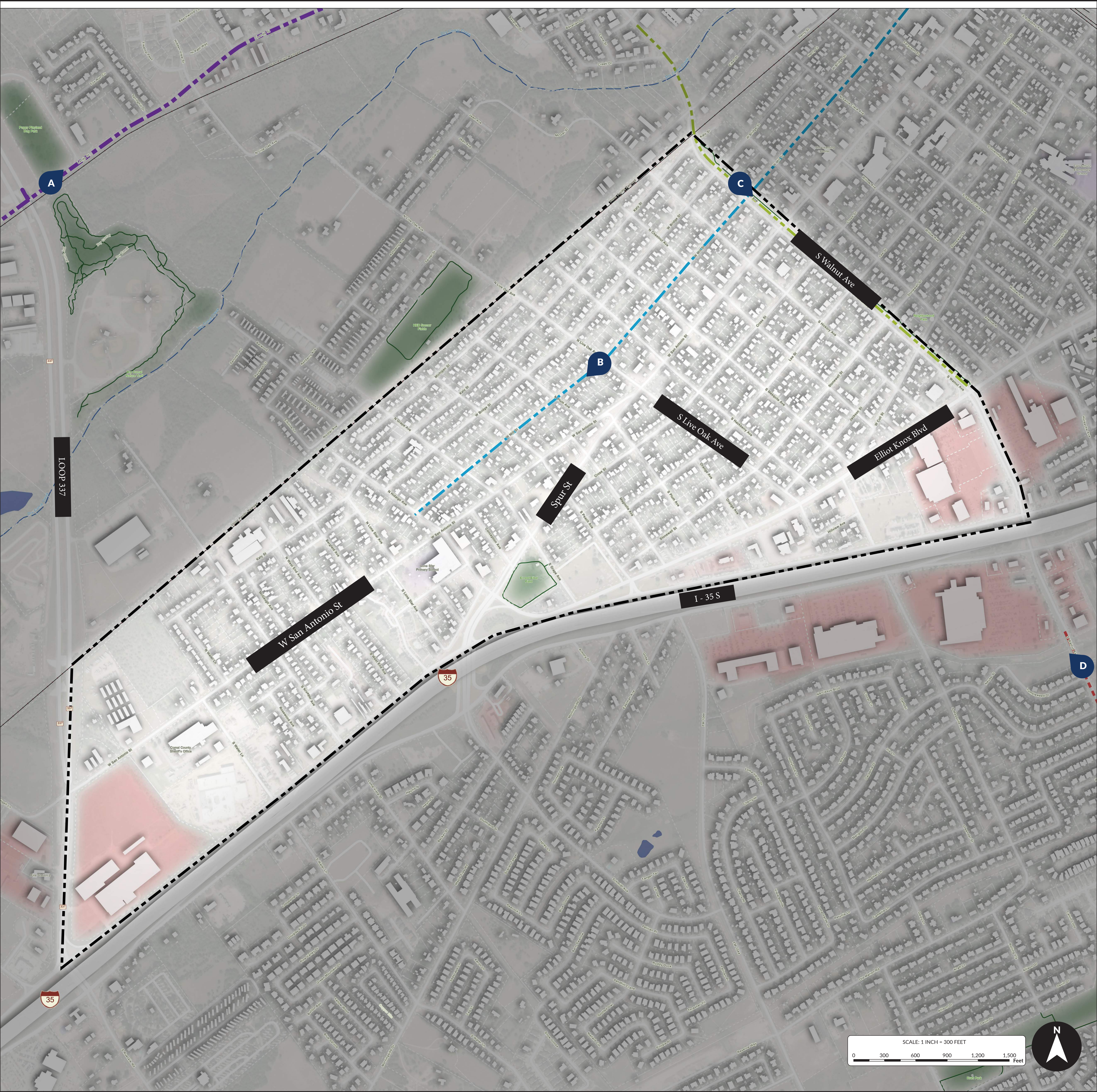
# TRANSPORTATION ANALYSIS

## BICYCLE FACILITIES NEW BRAUNFELS WEST END AREA PLAN

- Key Facilities**
- A** TxDOT Bicycle Tourism Trail.
  - B** Mill Street Route
  - C** Walnut Avenue Shared Path
  - D** Walnut Street Conventional Bike Lane



- LEGEND**
- Study Area
  - TxDOT Bicycle Tourism Trails Network
  - Bicycle Route
  - Bicycle Path
  - Bicycle Lane





# TRANSPORTATION ANALYSIS

## BICYCLE LEVEL OF TRAFFIC STRESS NEW BRAUNFELS WEST END AREA PLAN

### Key Segments

- A** Spur St. heading east.
- B** San Antonio St. heading west.
- C** Walnut Ave. heading south.
- D** Walnut Ave. heading north.

Level of Traffic Stress (LTS) is a rating given to a road segment or crossing indicating the traffic stress it imposes on bicyclists.

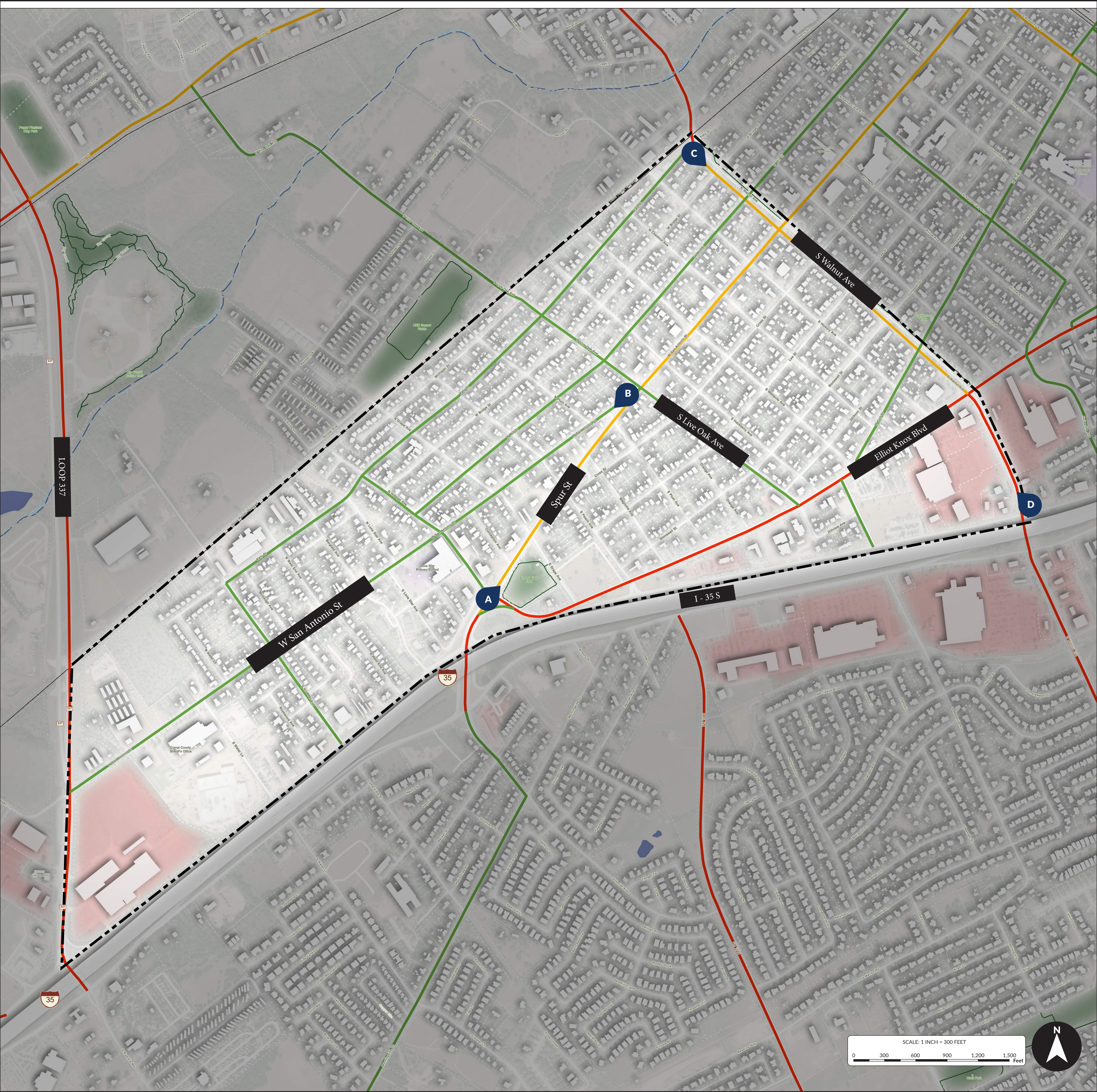


### LEGEND

#### BICYCLE LEVEL OF TRAFFIC STRESS (BLTS)

- Strong:** Few adults will bicycle these segments. Generally, these are streets with posted speeds of 40 mph or higher that are four lanes wide or wider.
- Confident:** Some adults will bicycle these segments. Generally, these are streets with posted speeds of 35 mph and that are three to four lanes wide.
- Comfortable:** Most adults will bicycle these segments. Generally, these are streets with posted speeds of 30-35 mph and fewer than four lanes wide.
- Green:** Everyone will feel comfortable bicycling on this segment. These segments include trails, shared use paths, and roads with low speeds and fewer than four lanes.

--- Study Area



SCALE: 1 INCH = 300 FEET  
0 300 600 900 1,200 1,500 Feet





TRANSPORTATION ANALYSIS

PEDESTRIAN EXPERIENCE  
NEW BRAUNFELS  
WEST END AREA PLAN

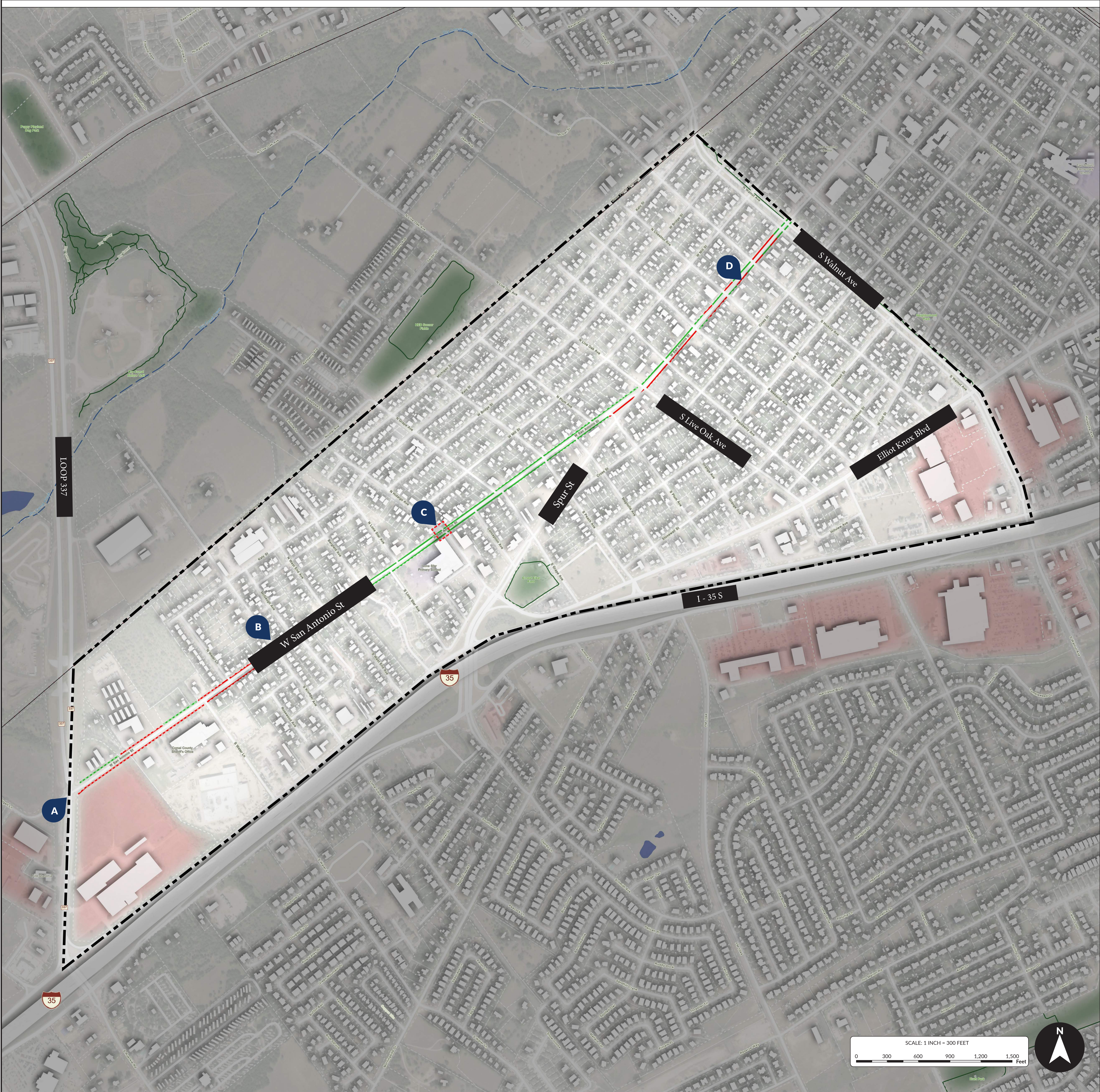
Key Intersections

- A** Loop 337 & San Antonio St.
- B** Krueger Ave. & San Antonio St.
- C** Hidalgo Ave. & San Antonio St.
- D** San Antonio St. east of Chestnut Ave.



LEGEND

- Study Area
- Sidewalk Segment Exists
- Sidewalk Segment Does NOT Exist
- Intersection Crossing Intervention Needed





# TRANSPORTATION ANALYSIS

## SAFETY ANALYSIS NEW BRAUNFELS WEST END AREA PLAN

### Key Intersections

- A** Loop 337 & San Antonio St.
- B** Water Ln. & San Antonio St.
- C** Live Oak Ave. & San Antonio St.
- D** Walnut Ave. & I-35 Business



**LEGEND**

--- Study Area

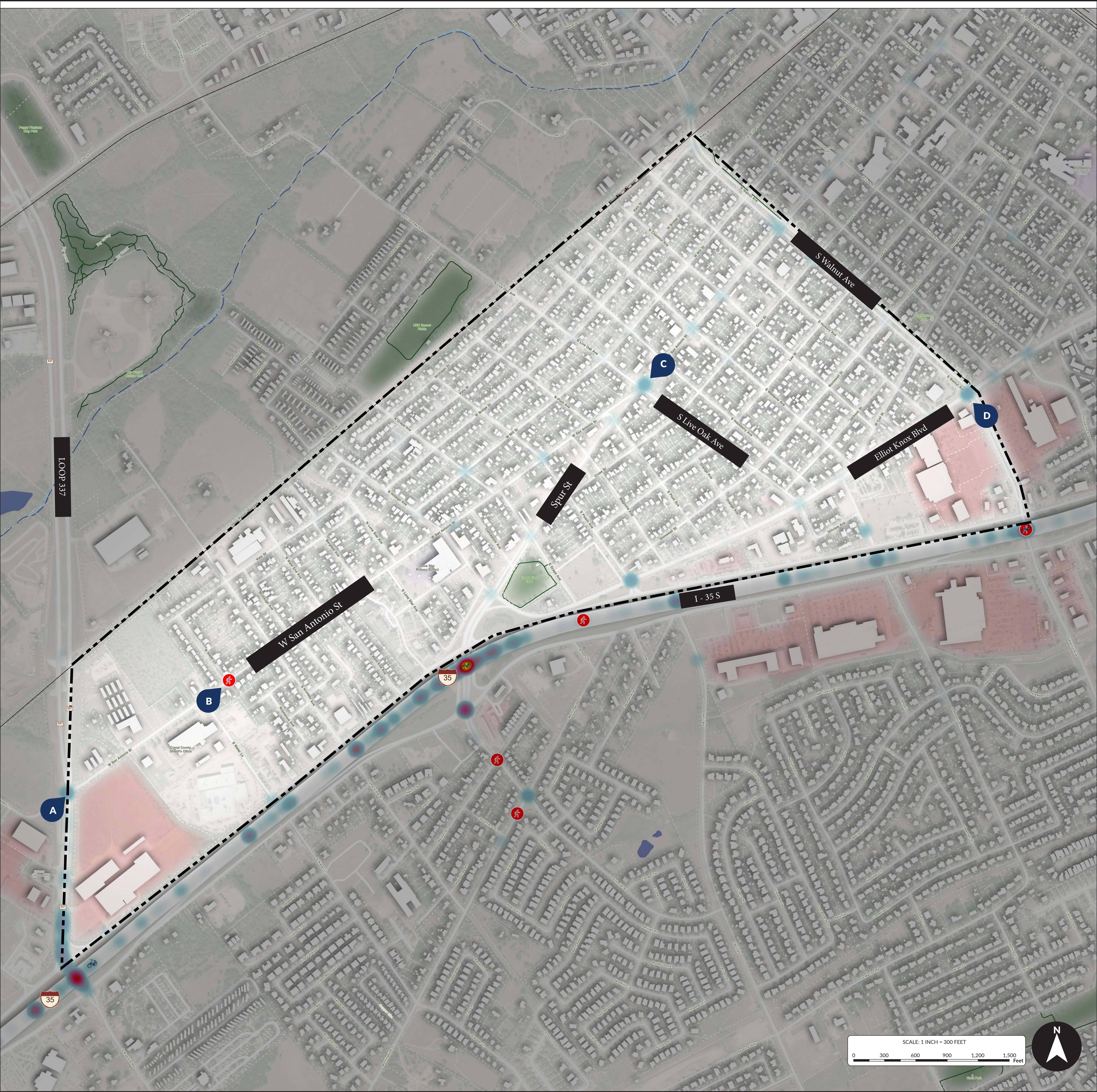
Vehicle Crashes (2019 - 2024)  
218 total crashes WITHIN study area

Less Occurrences

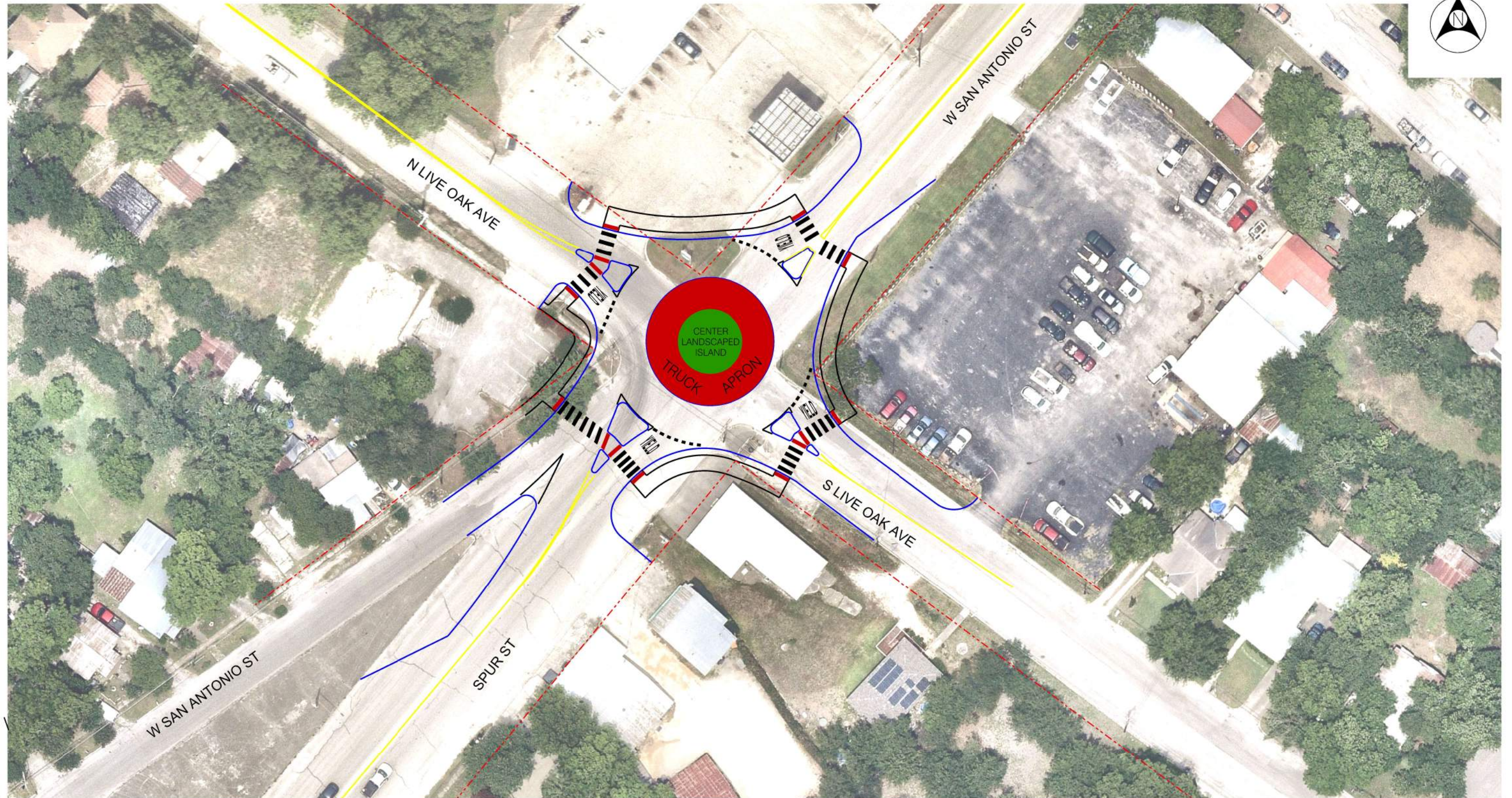
More Occurrences

Pedacyclist Involved Crash  
1 crashes WITHIN study area

Pedestrian Involved Crash  
0 crashes WITHIN study area







NOTES:  
THIS CONCEPT DESIGN USES A 105FT  
INSCRIBED CIRCLE DIAMETER (ICD) THAT  
RESULTS IN A 33FT DIAMETER CENTER  
LANDSCAPED ISLAND.

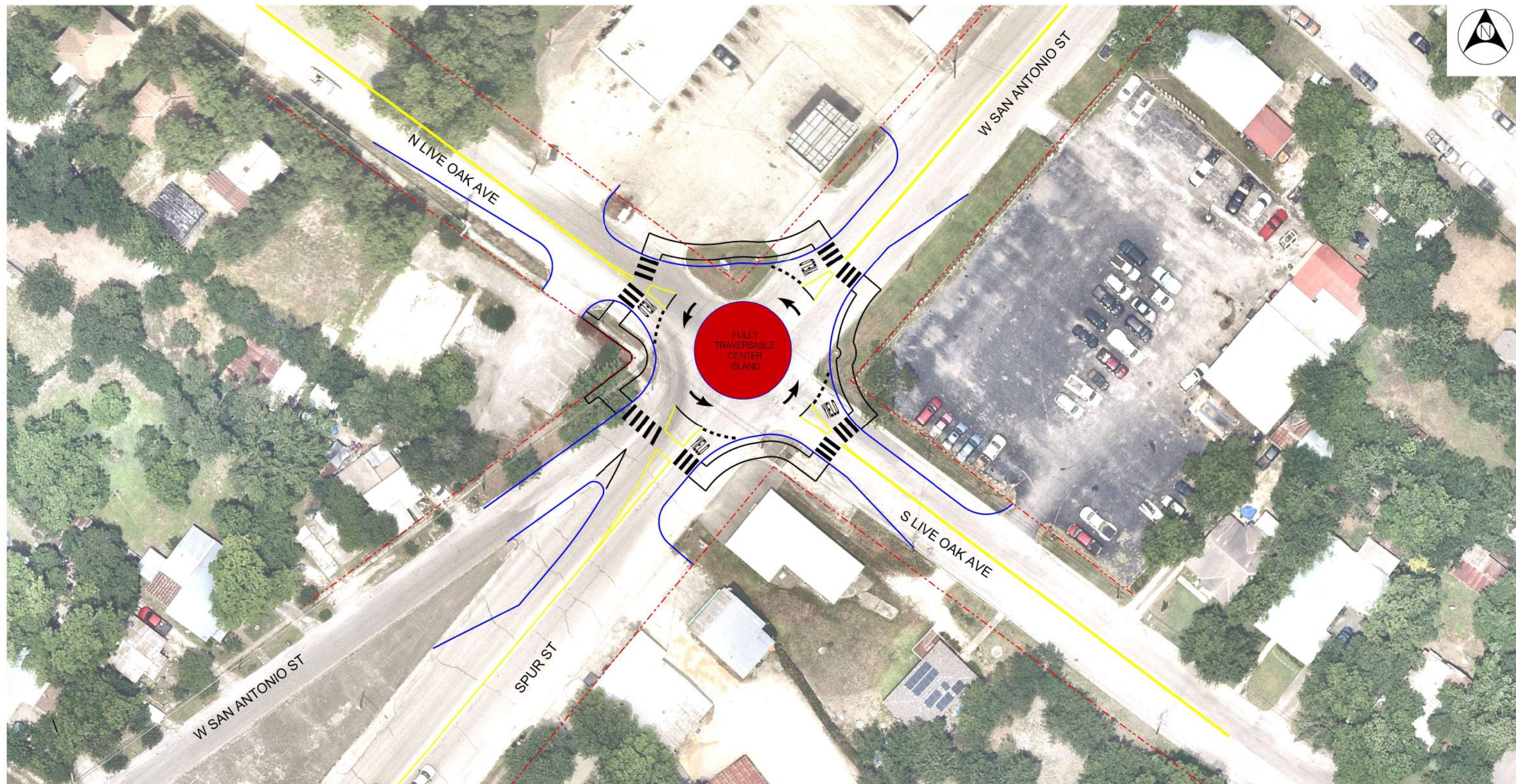
**Kimley»Horn**  
Engineering, Planning, and Environmental Consultants  
13455 Noel Road, Suite 700, Dallas, TX 75240  
(972) 770-1300

SPUR ST / W SAN ANTONIO ST at LIVE OAK AVE  
NEW BRAUNFELS, TX

**CONCEPTUAL COMPACT SINGLE-LANE ROUNDABOUT**  
**105' ICD**

SCALE  
0 25 50  
EXHIBIT: 1.0





NOTES:  
THIS CONCEPT DESIGN USES A 90FT INSCRIBED  
CIRCLE DIAMETER (ICD) MINI ROUNDABOUT  
THAT RESULTS IN A 50FT DIAMETER FULLY  
TRAVERSABLE CENTER ISLAND.

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SPUR ST / W SAN ANTONIO ST at LIVE OAK AVE  
NEW BRAUNFELS, TX

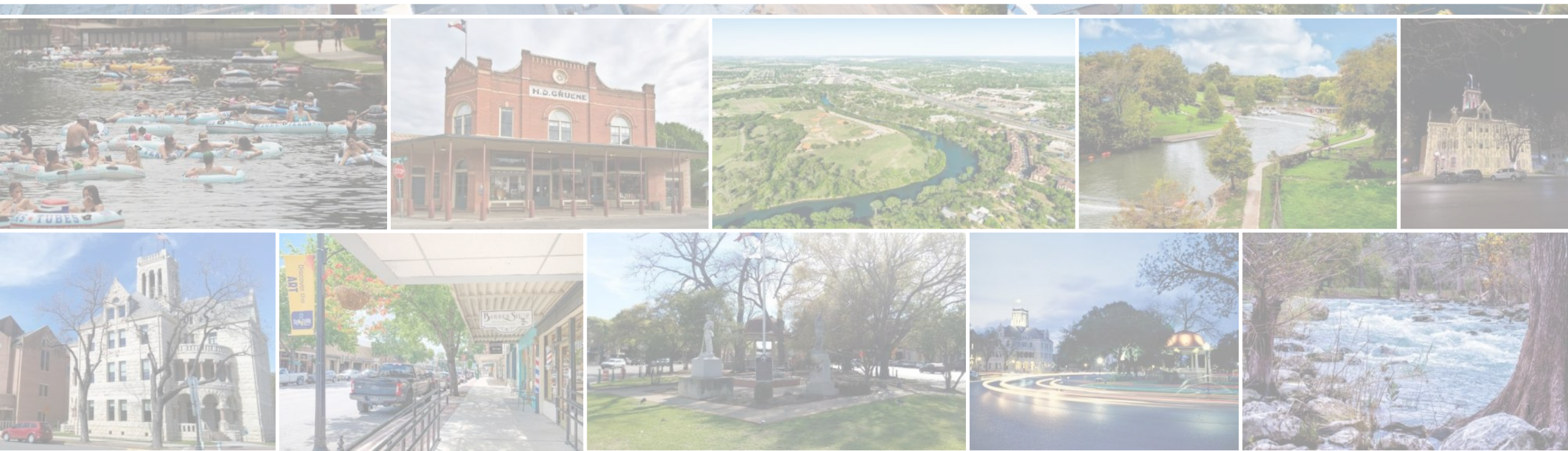
CONCEPTUAL MINI ROUNDABOUT  
90' ICD

SCALE  
0 25 50  
EXHIBIT: 2.0





# NEW BRAUNFELS – WEST END MARKET TRENDS





# CONTENTS

**01** Economy

**02** Commercial Uses

**03** Housing Trends



# CONTENTS

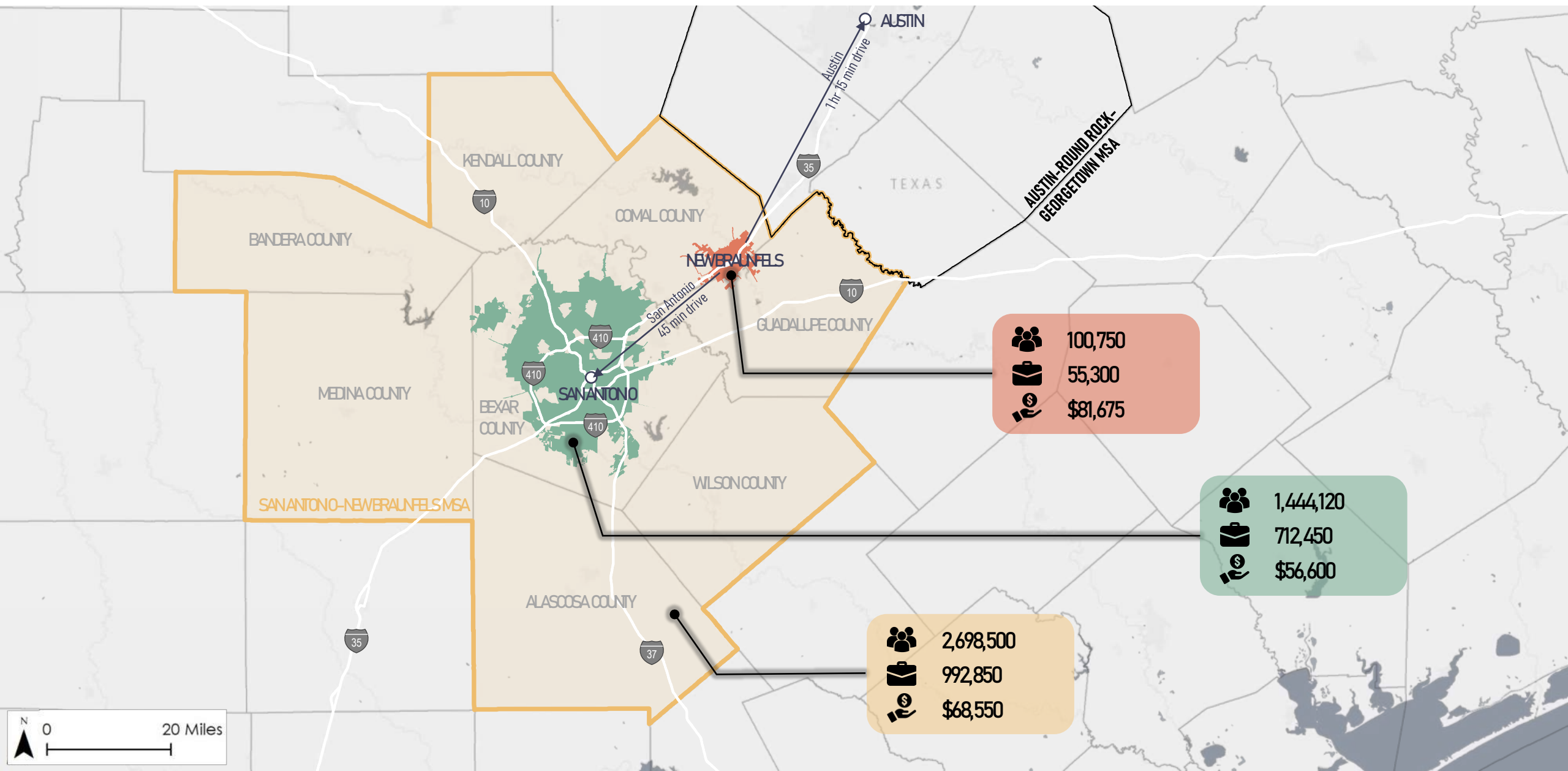
**01** Economy

02 Commercial Uses

03 Housing Trends



# REGIONAL CONTEXT

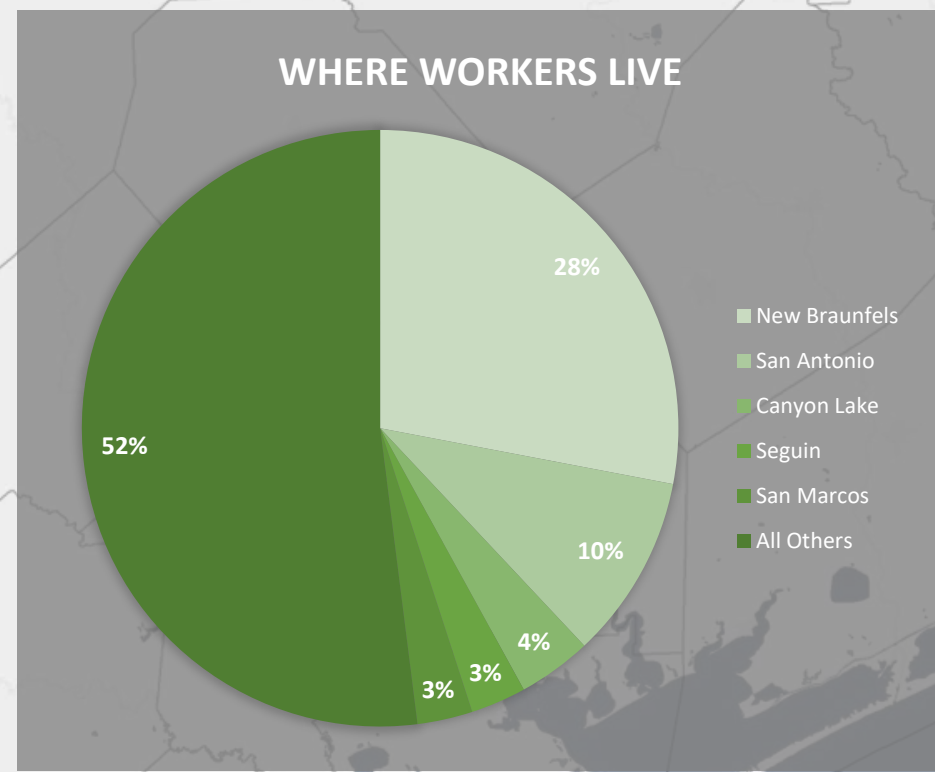
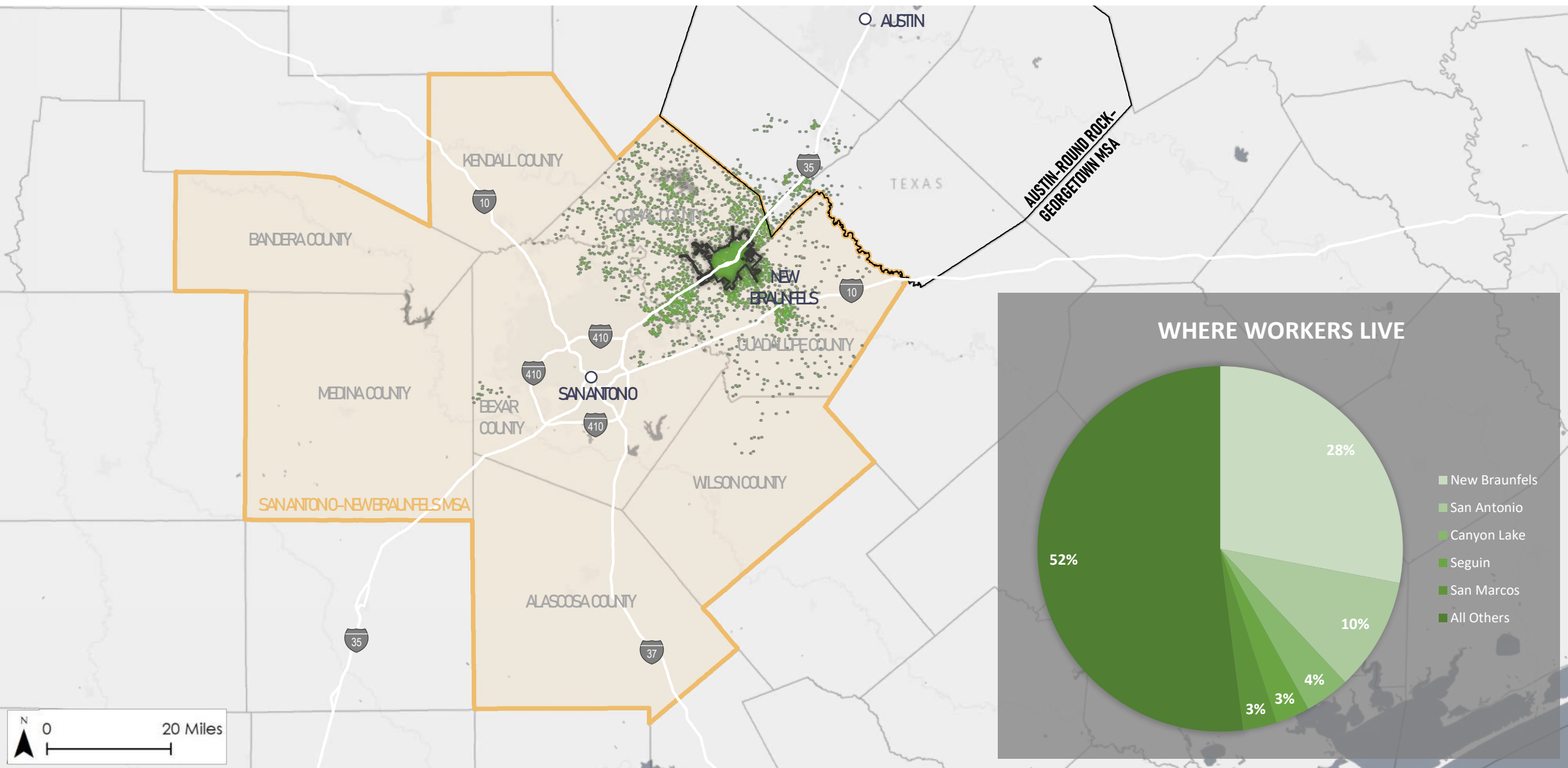


Note: Commute distances based on peak weekday (Tuesday at 9:00 am) traffic.  
Source: Landwise Advisors (data retrieved from TIGER/Line Shapefiles)



# SAN ANTONIO METRO AREA

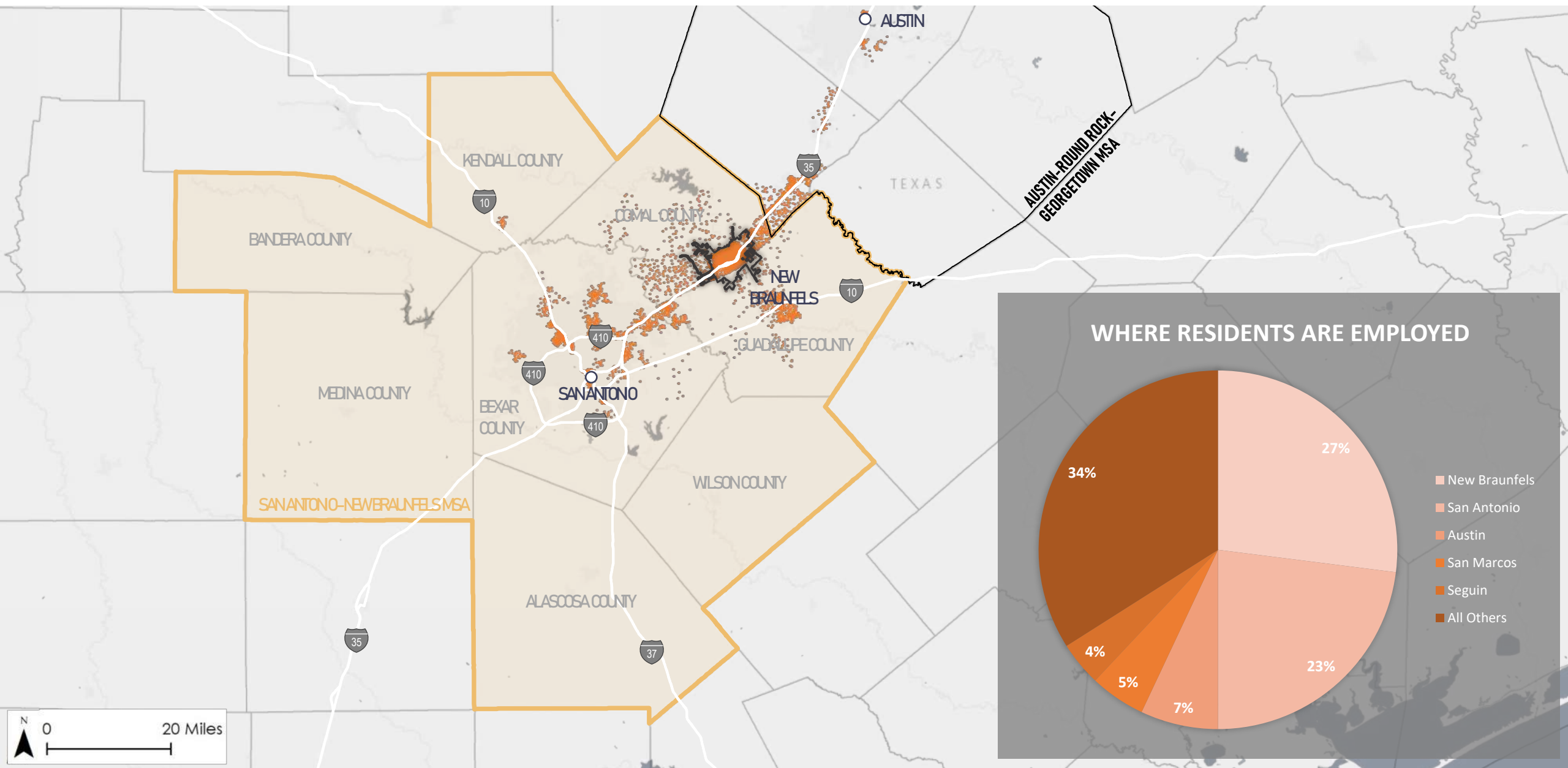
Where Workers Live





# SAN ANTONIO METRO AREA

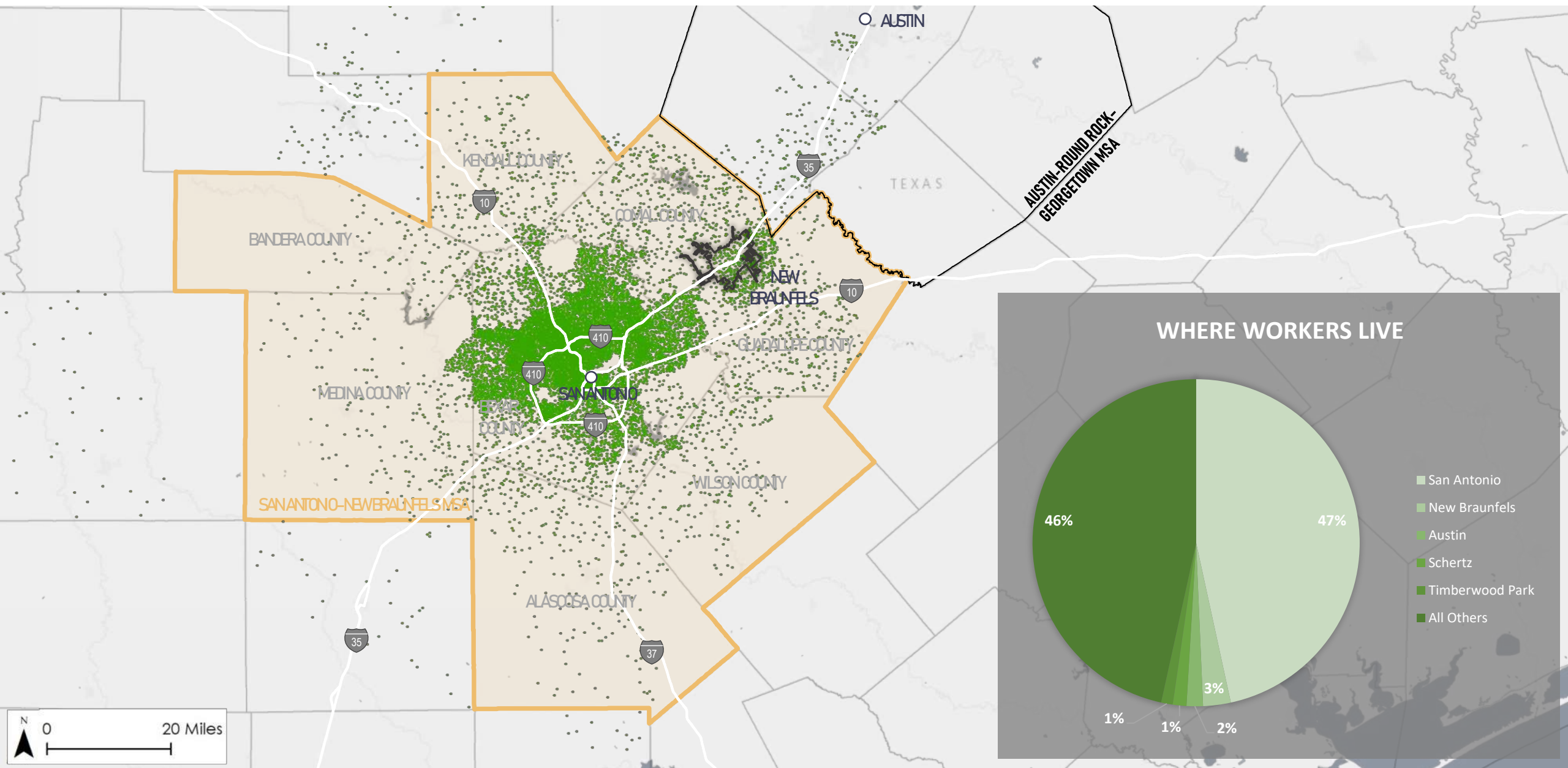
Where Residents Are Employed





# SAN ANTONIO METRO AREA

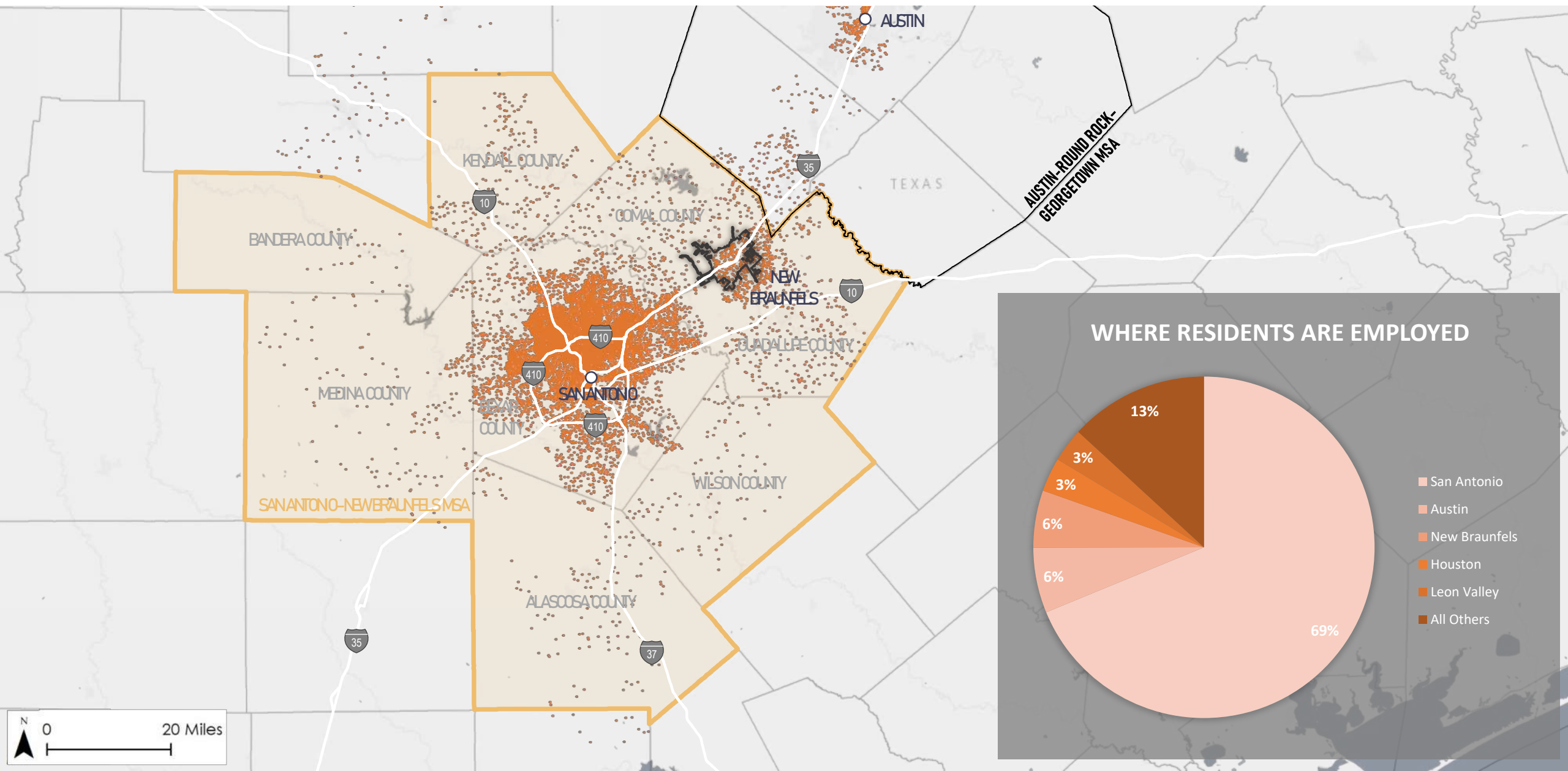
Where Workers Live





# SAN ANTONIO METRO AREA

Where Residents Are Employed





# EMPLOYMENT BY INDUSTRY Comal County

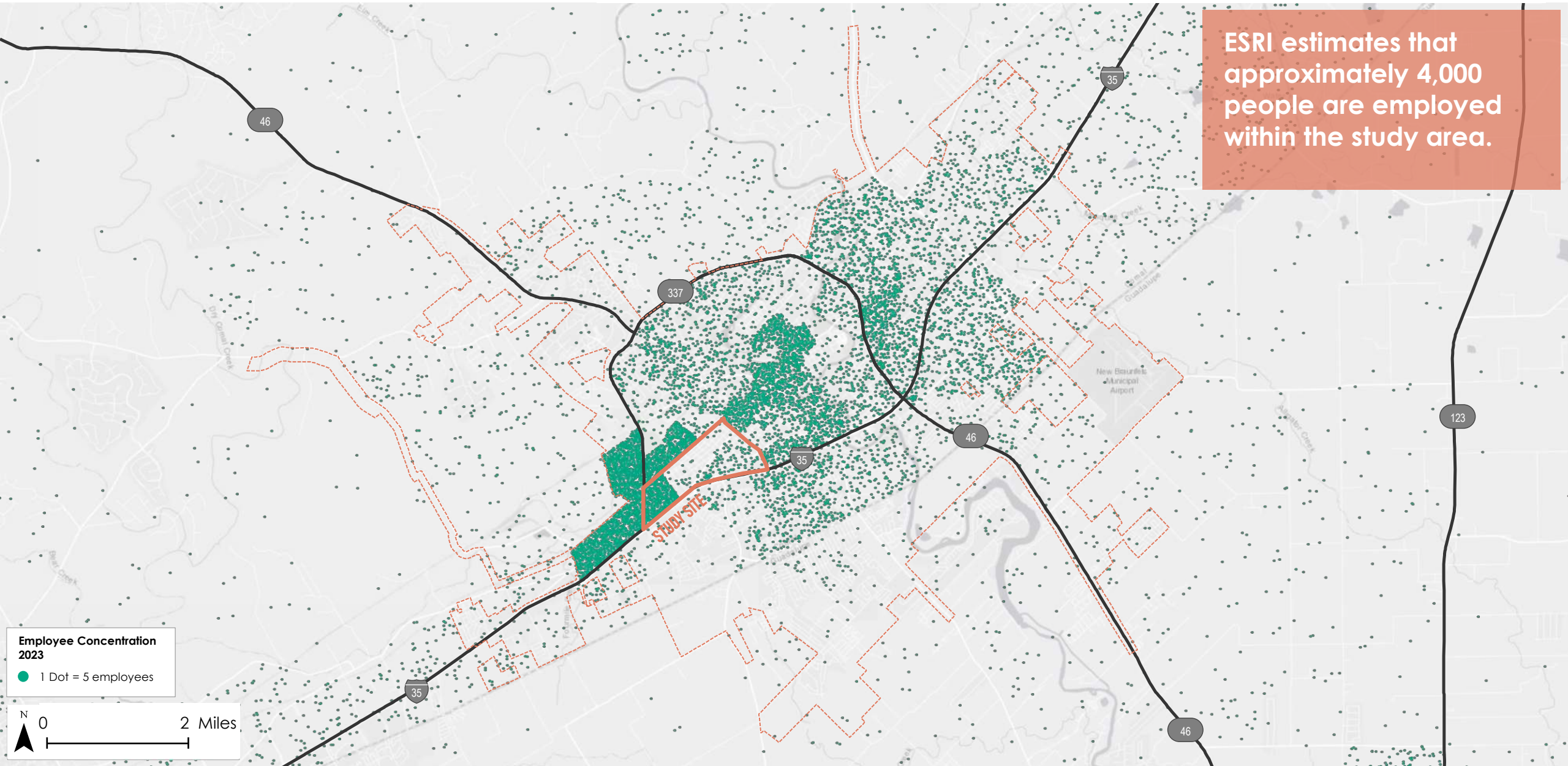
NAICS Code - Industry	Employment: Comal County			
	2015 - Q4	2021 - Q4	Change	Annual % Change
11 - Agriculture	62	118	56	18.1%
21 - Mining	541	716	175	6.5%
22 - Utilities	332	524	192	11.6%
23 - Construction	5,535	8,445	2,910	10.5%
31-33 - Manufacturing	3,271	3,732	461	2.8%
42 - Wholesale Trade	2,045	3,456	1,411	13.8%
44-45 - Retail Trade	6,508	8,412	1,904	5.9%
48-49 - Transportation and Warehousing	2,425	4,219	1,794	14.8%
51 - Information	481	560	79	3.3%
52 - Finance and Insurance	738	1,138	400	10.8%
53 - Real Estate and Leasing	478	890	412	17.2%
54 - Professional, Scientific, and Technical Services	1,805	2,548	743	8.2%
55 - Management of Companies and Enterprises	757	957	200	5.3%
56 - Administrative, Support, and Waste Services	2,116	3,231	1,115	10.5%
61 - Educational Services	4,861	5,905	1,044	4.3%
62 - Health Care and Social Assistance	5,252	6,077	825	3.1%
71 - Arts, Entertainment, and Recreation	1,347	1,327	(20)	-0.3%
72 - Accommodation and Food Services	5,500	6,508	1,008	3.7%
81 - Other Services (except Public Administration)	1,546	2,268	722	9.3%
92 - Public Administration	618	731	113	3.7%
<b>Total, All Industries</b>	<b>46,218</b>	<b>61,762</b>	<b>15,544</b>	<b>6.7%</b>

**Job growth in Comal County has been very strong at over 6% annually since 2015. Construction and Retail Trade are currently the largest industries.**

**Notably, industries such as retail trade and accommodation/food services have been growing.**



# EMPLOYEE CONCENTRATION 2023



ESRI estimates that approximately 4,000 people are employed within the study area.

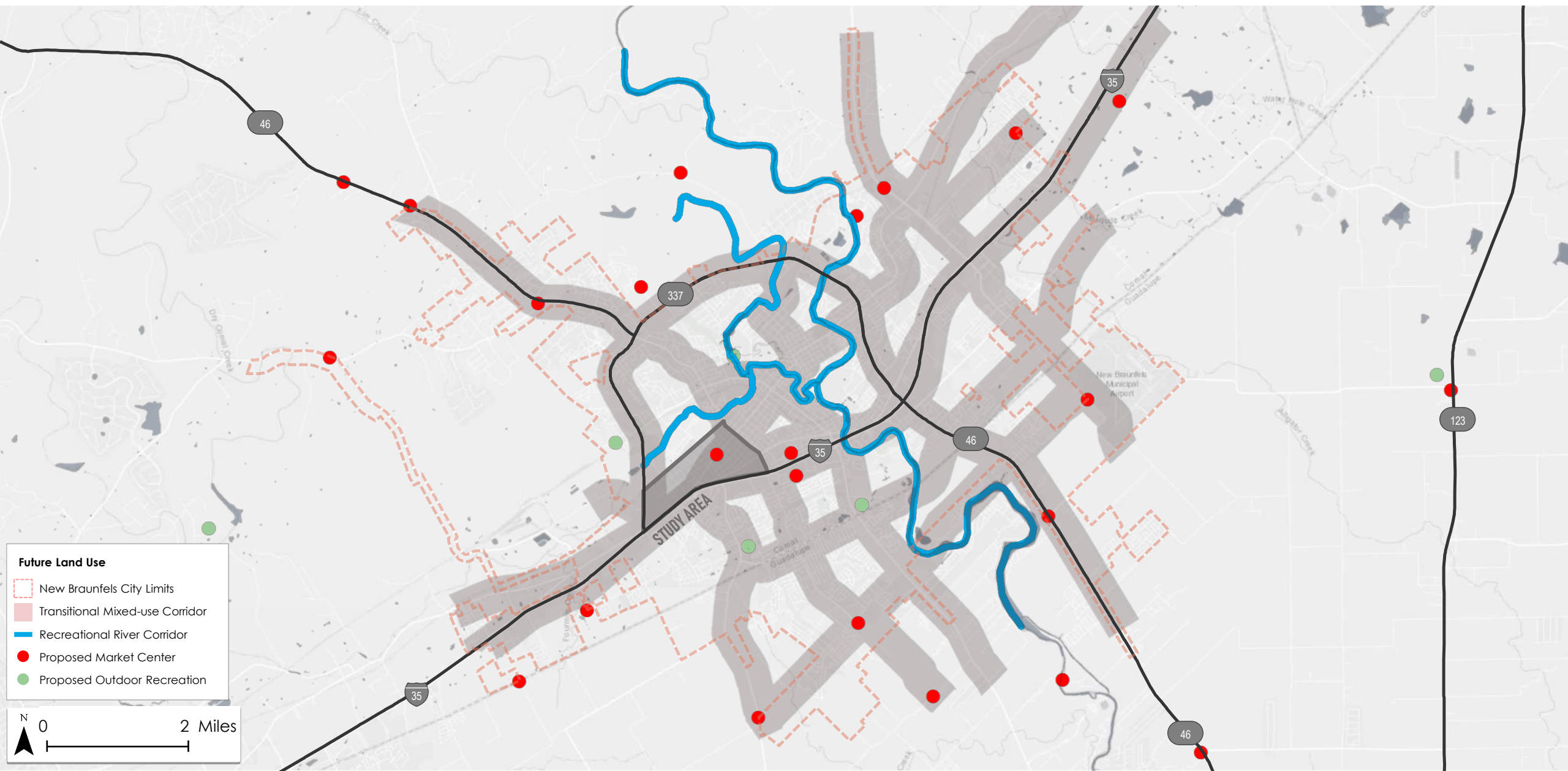
Employee Concentration  
2023  
1 Dot = 5 employees

N  
0 2 Miles



# STUDY AREA

Future Land Use





# EARLY ECONOMIC TAKEAWAYS

- The New Braunfels ***economy is strong and growing a rapid clip***. The rate of growth puts New Braunfels in the company of some of the fastest growing economies in the nation.
- The I-35 corridor is a ***major economic engine*** connecting New Braunfels to the larger metro markets of San Antonio and Austin.
- ***A large number of workers are commuting on I-35*** between New Braunfels and San Antonio (in both directions). The study area with its close proximity and easy access from the interstate should be able to benefit from this activity.
- There is a ***small commercial cluster*** at the intersection of Spur and West San Antonio Streets that could ***potentially be improved and expanded*** as part of this planning effort.



# CONTENTS

01 Economy

**02** Commercial Uses

03 Housing Trends



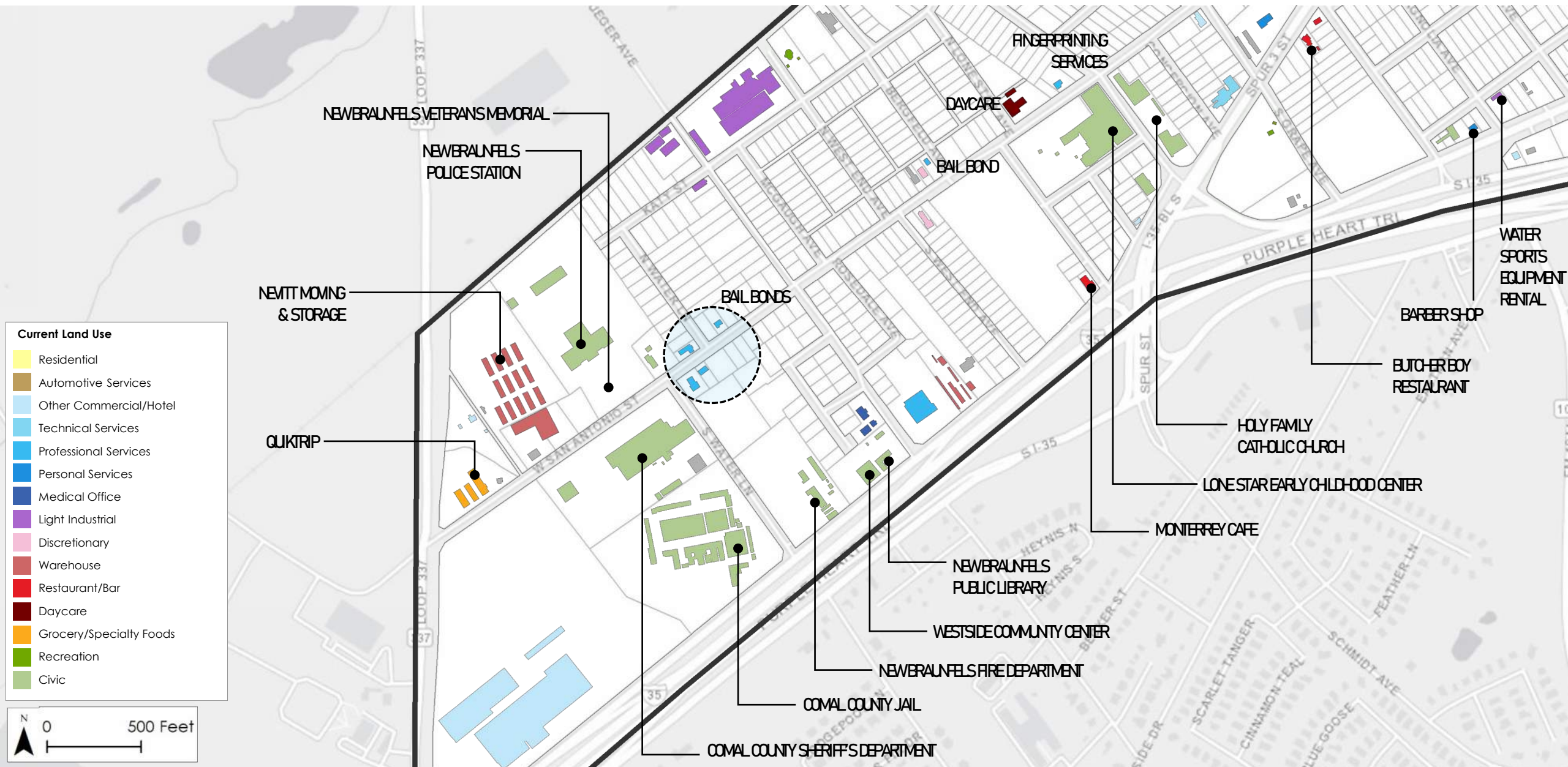
# STUDY AREA

Current Land Use





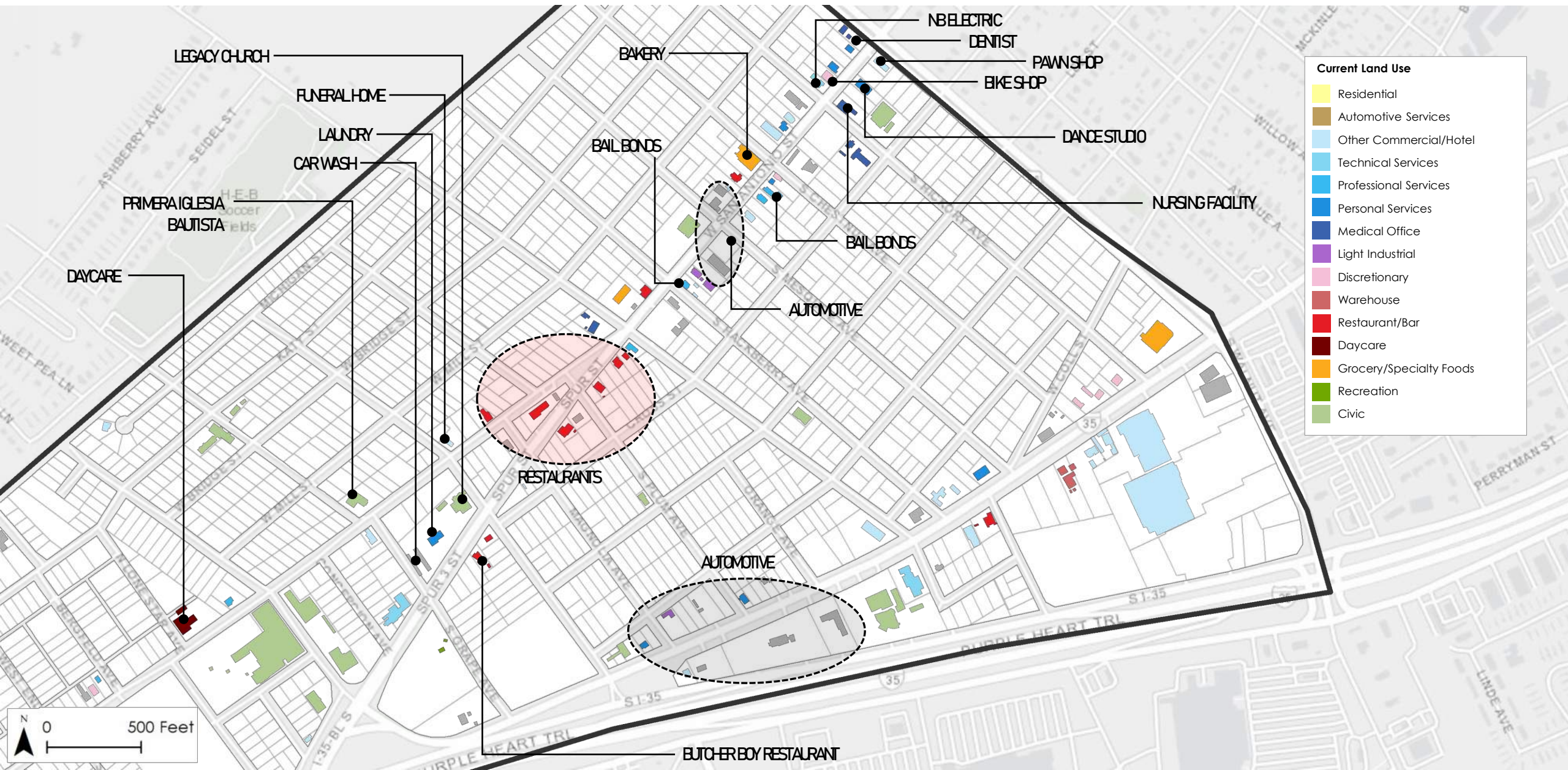
## STUDY AREA Current Inventory





# STUDY AREA

Current Inventory



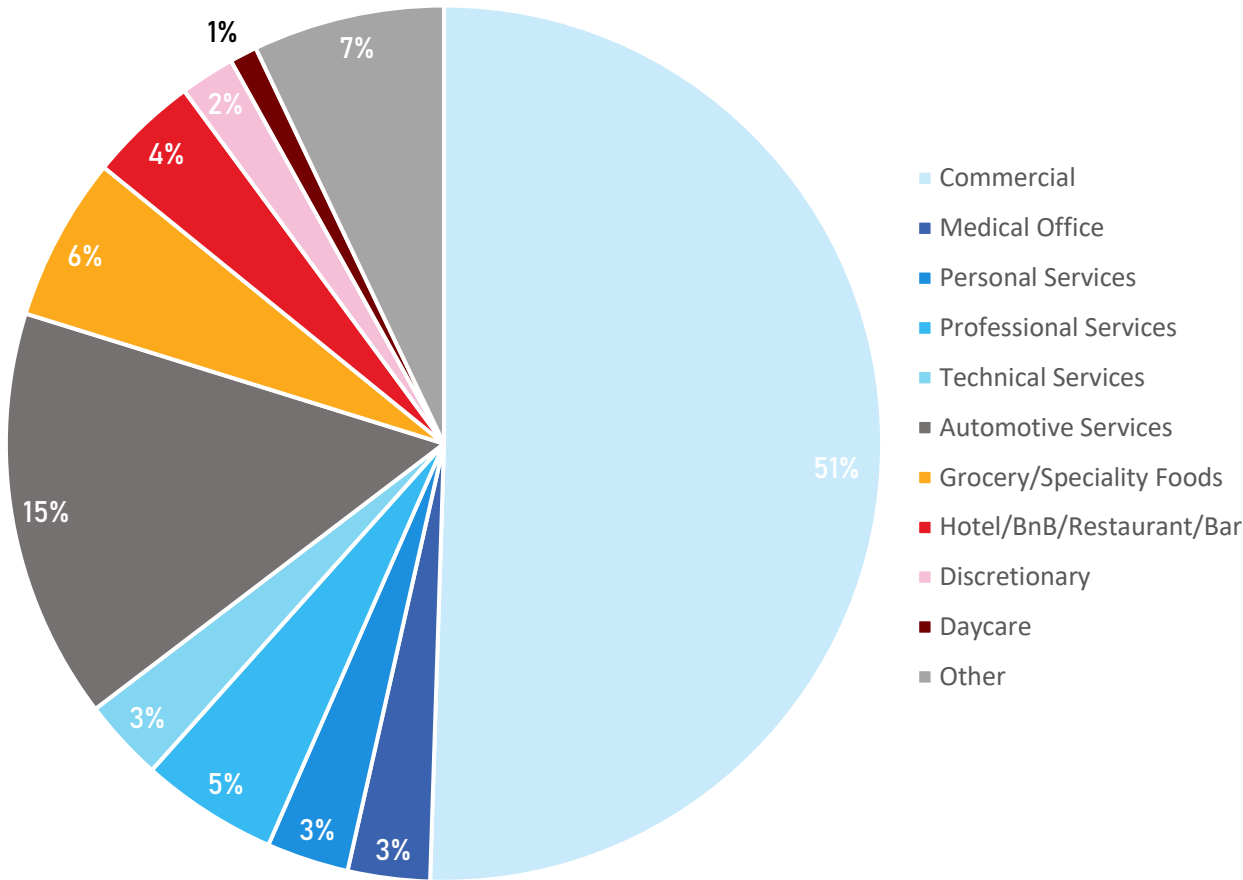


# DISTRIBUTION OF SQUARE FOOTAGE By Use

Use	Total	Percent of total GSF	Description
Residential	2,396,354	63%	<i>homestead, single-family, multifamily, apartments</i>
Personal Services	20,929	1%	<i>hair salon, barber, nail salon</i>
Civic	476,591	13%	<i>public facilities, church, school</i>
Automotive Services	111,175	3%	<i>body shop, mechanic, gas station, taxi, auto school</i>
Grocery/Speciality Foods	44,545	1%	<i>convenience store, market, liquor store</i>
Hotel/BnB/Restaurant/Bar	32,633	1%	<i>sit down restaurants, fast casual restaurants, bars</i>
Medical Office	23,932	1%	<i>dentist, nursing services, chiropractor, accupunctrist</i>
Professional Services	35,246	1%	<i>bail bonds, insurance, tax, law</i>
Technical Services	23,754	1%	<i>electrician, plumbing</i>
Discretionary	15,909	0%	<i>cell phones, jewelry, flowers, motorcycle sales</i>
Daycare	8,906	0%	<i>daycare, after school</i>
Light Industrial	94,738	3%	
Warehouse	78,768	2%	
Recreation	3,485	0%	
Commercial	362,728	10%	<i>small retail, shopping mall, indoor adventure</i>
Other	52,634	1%	<i>office space, dance studios, pet clinic, pawn shop</i>
<b>Total GSF</b>	<b>3,782,327</b>		
<b>Total Commercial Use GSF</b>	<b>732,391</b>		



# DISTRIBUTION OF COMMERCIAL SQUARE FOOTAGE By Use



Use	Description
Commercial	small retail, shopping mall, indoor adventure
Medical Office	dentist, nursing services, chiropractor, accupunctrist
Personal Services	hair salon, barber, nail salon
Professional Services	bail bonds, insurance, tax, law
Technical Services	electrician, plumbing
Automotive Services	body shop, mechanic, gas station, taxi, auto school
Grocery/Speciality Foods	convenience store, market, liquor store
Hotel/BnB/Restaurant/Bar	sit down restaurants, fast casual restaurants, bars
Discretionary	cell phones, jewelry, flowers, motorcycle sales
Daycare	daycare, after school
Other	office space, dance studios, pet clinic, pawn shop



# EARLY COMMERCIAL LAND USE TAKEAWAYS

- The commercial/retail uses in the study area are fairly ***spread out and lack a critical mass*** of activity.
- The small clustering of restaurants/food establishments near the intersection of Spur and West San Antonio Streets could potentially be ***improved/expanded*** to create more of a ***branded food destination*** with the district
- Bail ***bonds shops are scattered throughout*** the study area. They may detract from the other commercial uses along the corridor.
- Many of the commercial buildings fronting West San Antonio street ***read as residential buildings*** to drive by traffic. One can pass through the commercial area without really noticing it.
- The existing mix and quantity of small retail and restaurants in the district would be more effective if it was clustered in one area with ***quality signage, walkable streetscapes, and easy parking***.



# CONTENTS

01 Economy

02 Commercial Uses

**03 Housing Trends**



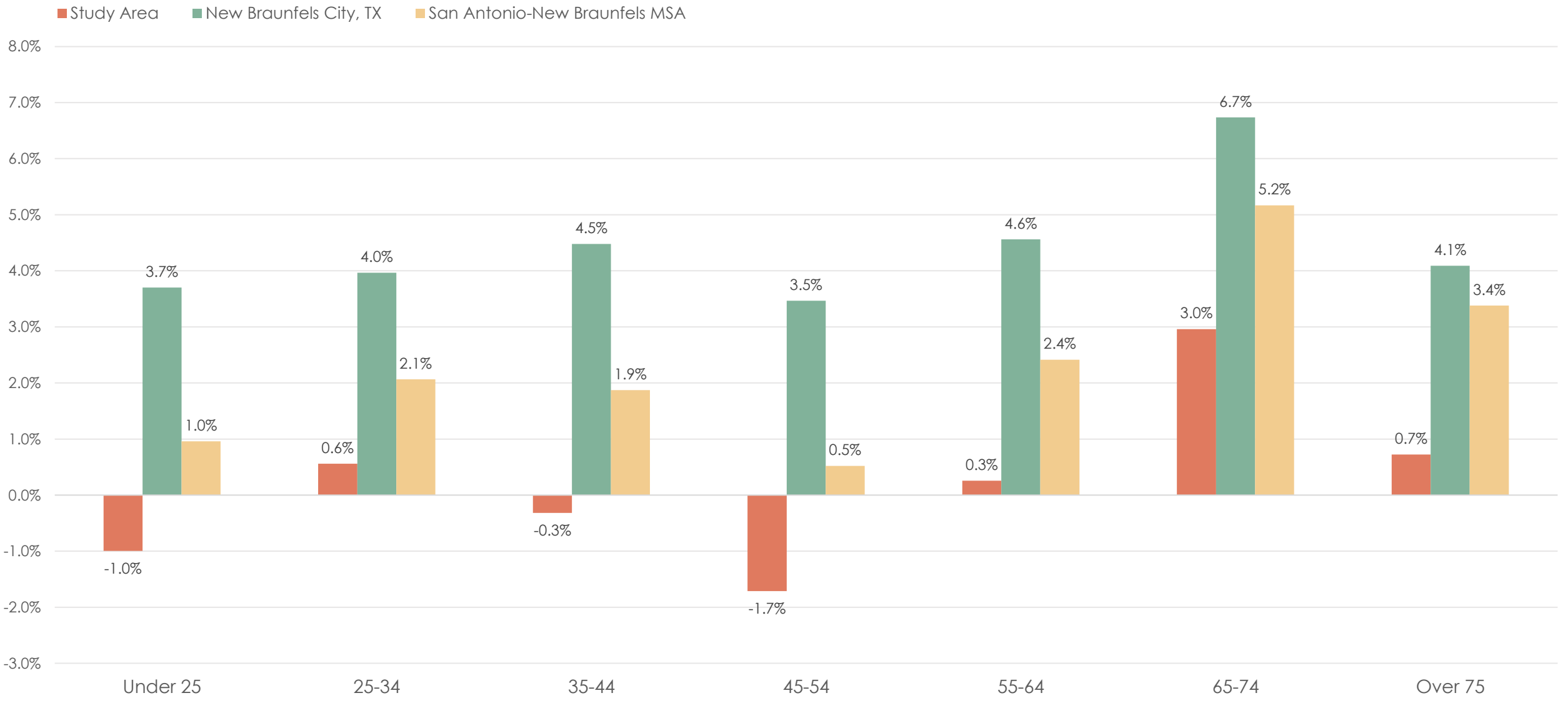
# CURRENT POPULATION GROWTH 2010-2023

Total Growth in Numbers





# CURRENT HOUSEHOLD GROWTH BY AGE 2010-2023 ESRI



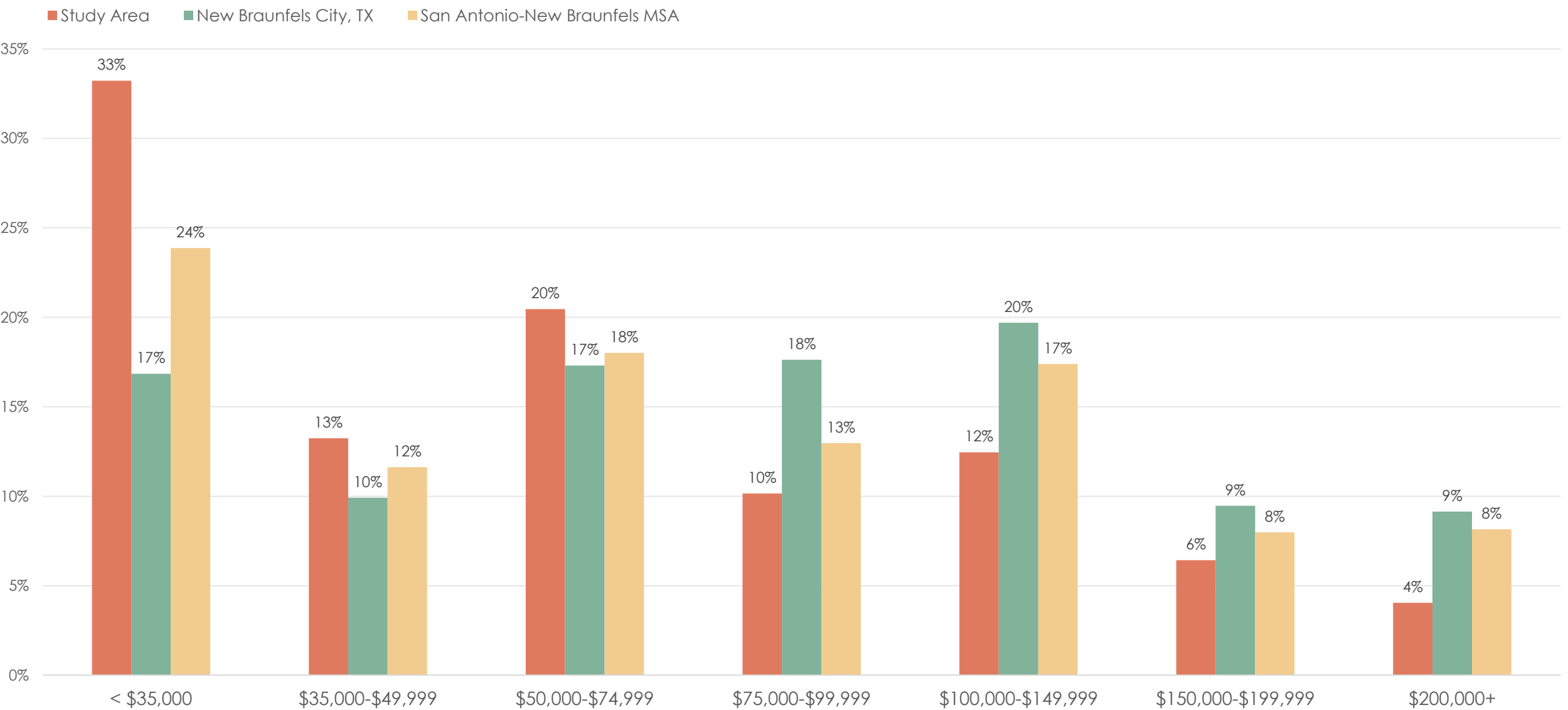


# MEDIAN HOUSEHOLD INCOME 2023 Current



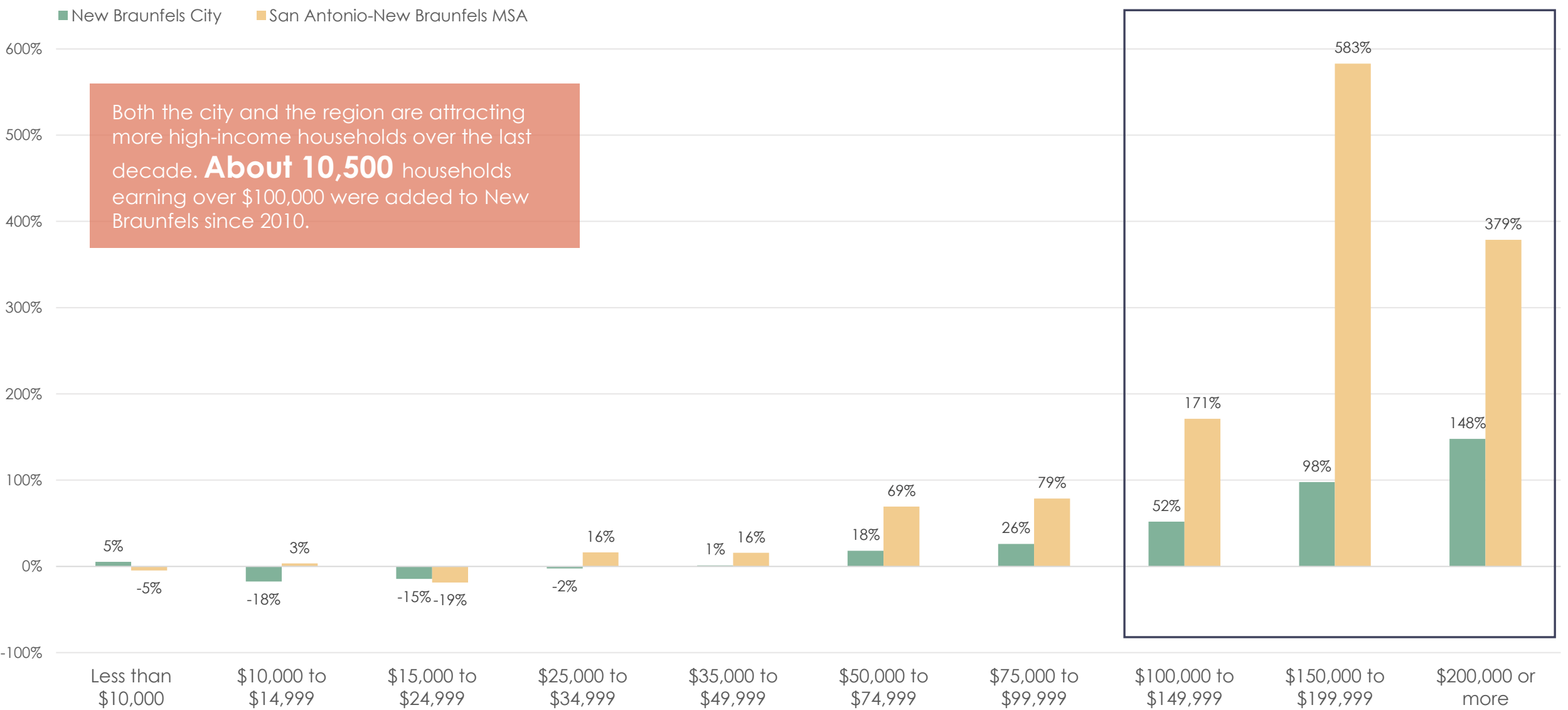


# HOUSEHOLDS BY INCOME (Current) ESRI



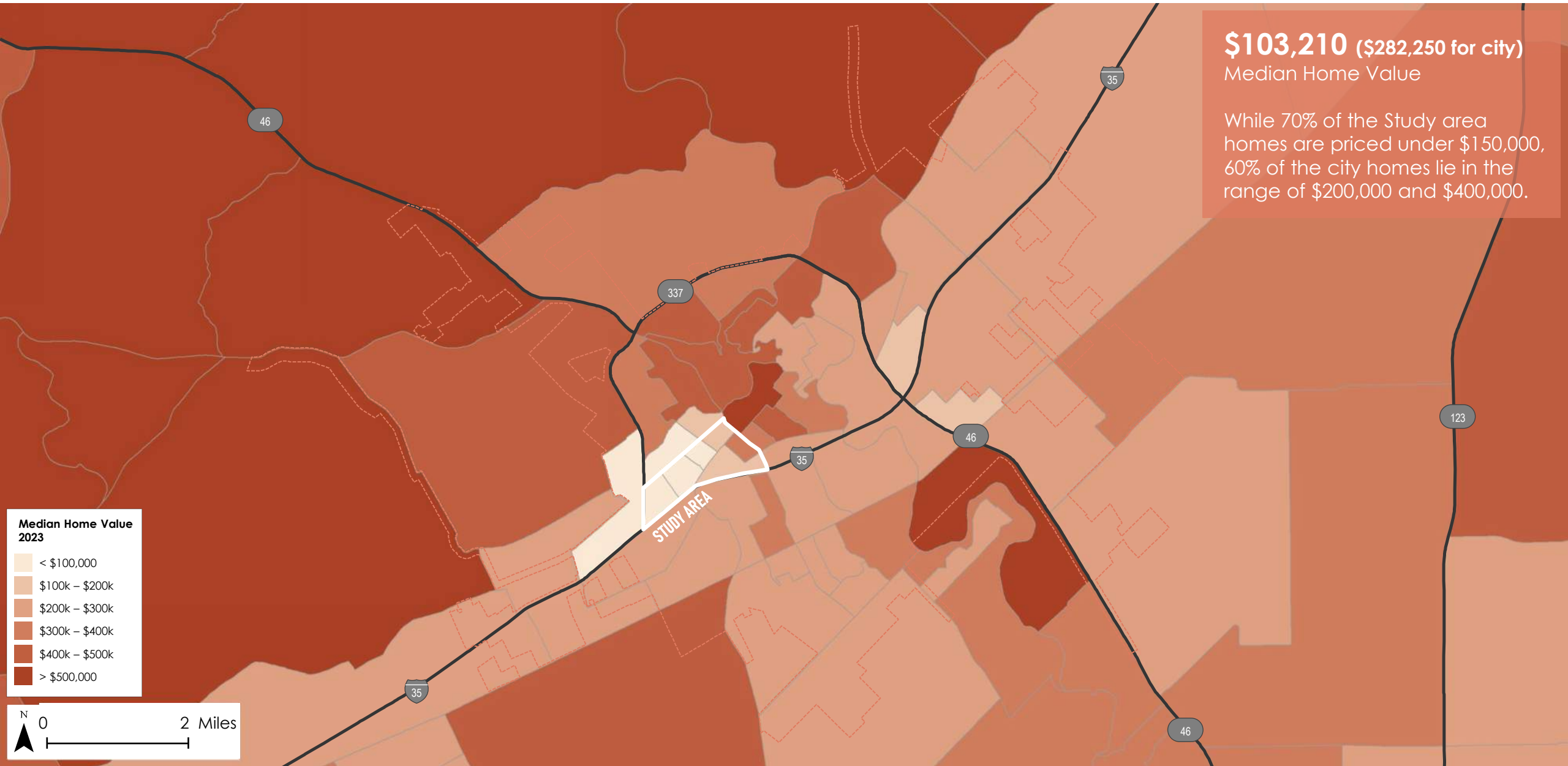


# CHANGE IN HOUSEHOLDS BY INCOME 2010-2022 Current



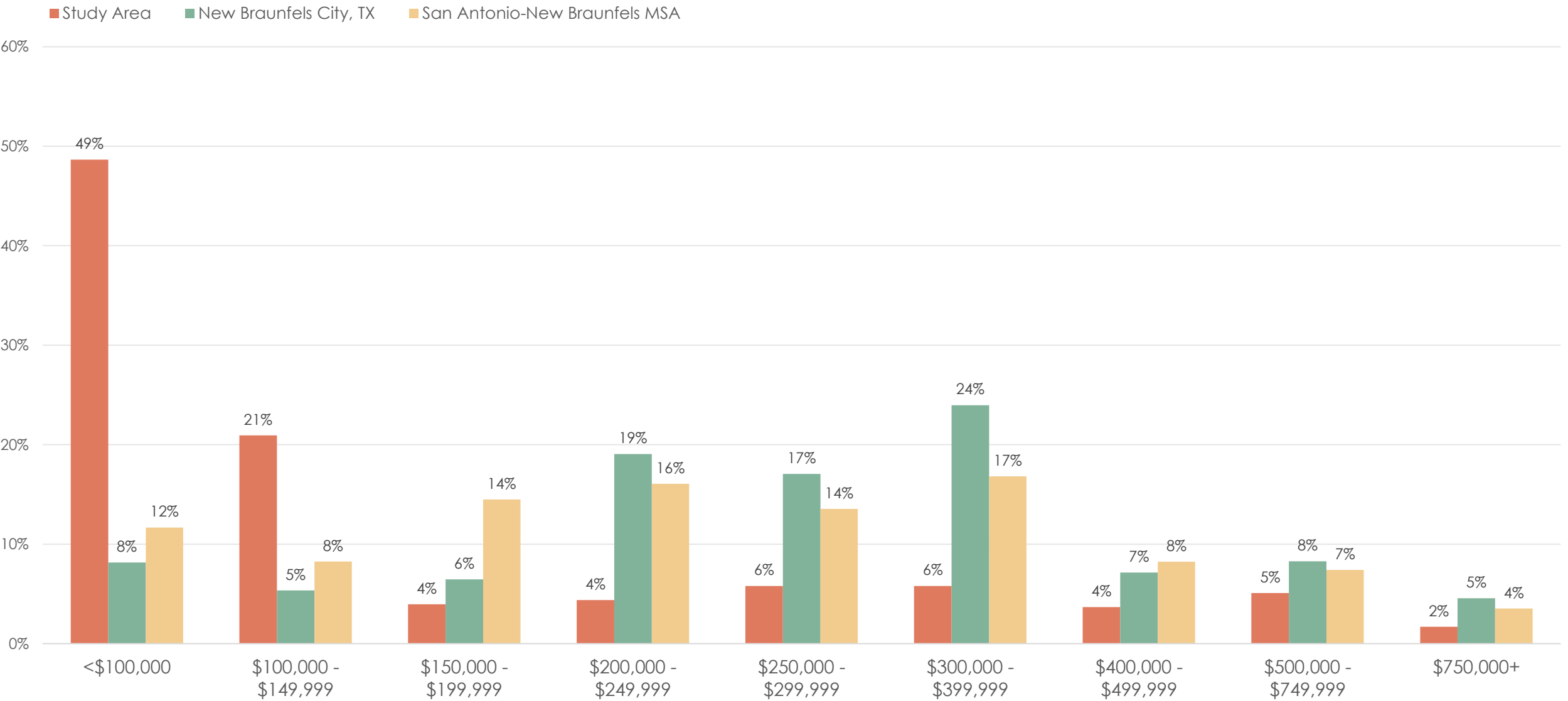


# MEDIAN HOME VALUES 2023 Current



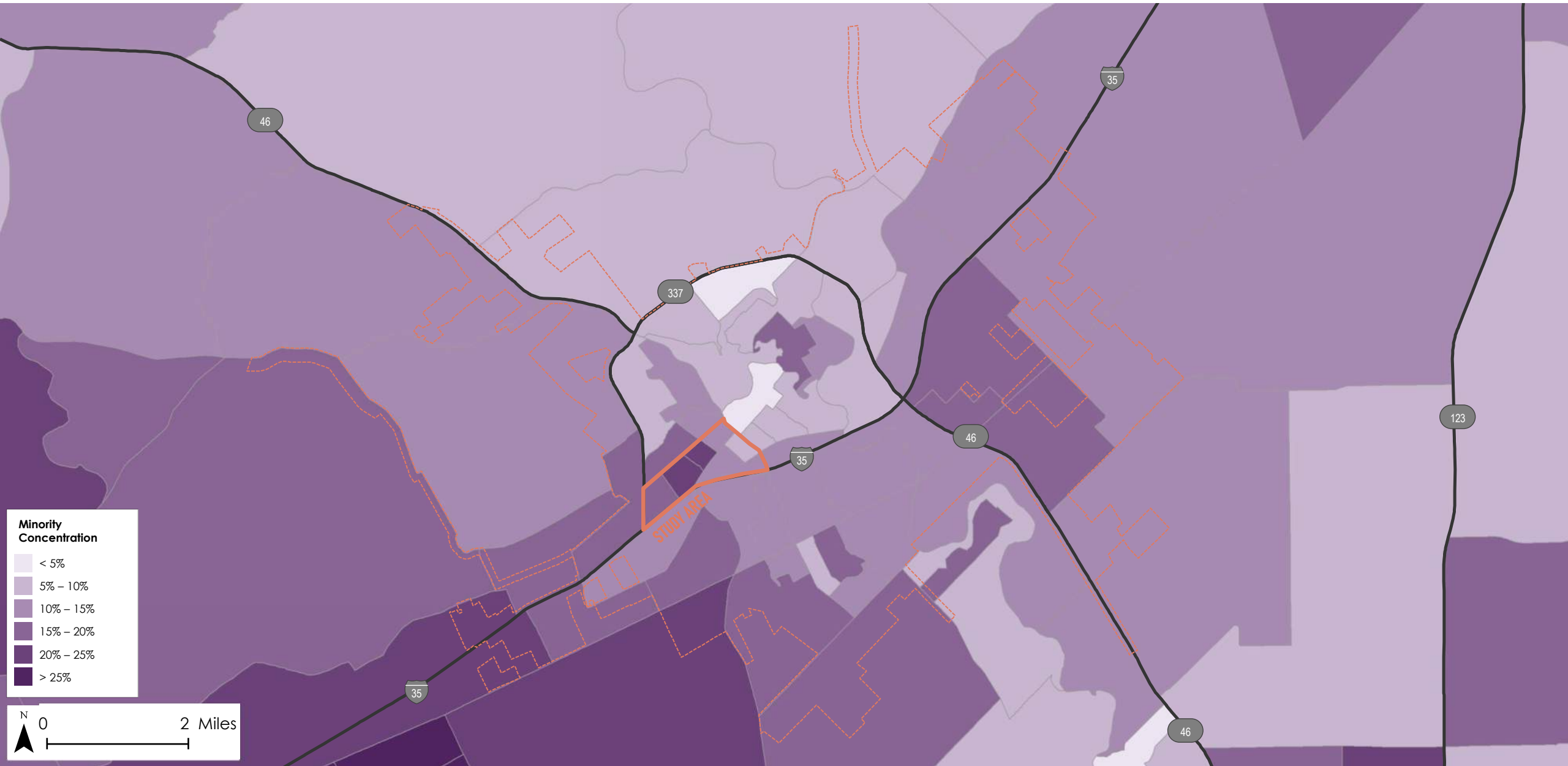


# DISTRIBUTION OF HOME VALUES 2023





# MINORITY CONCENTRATION



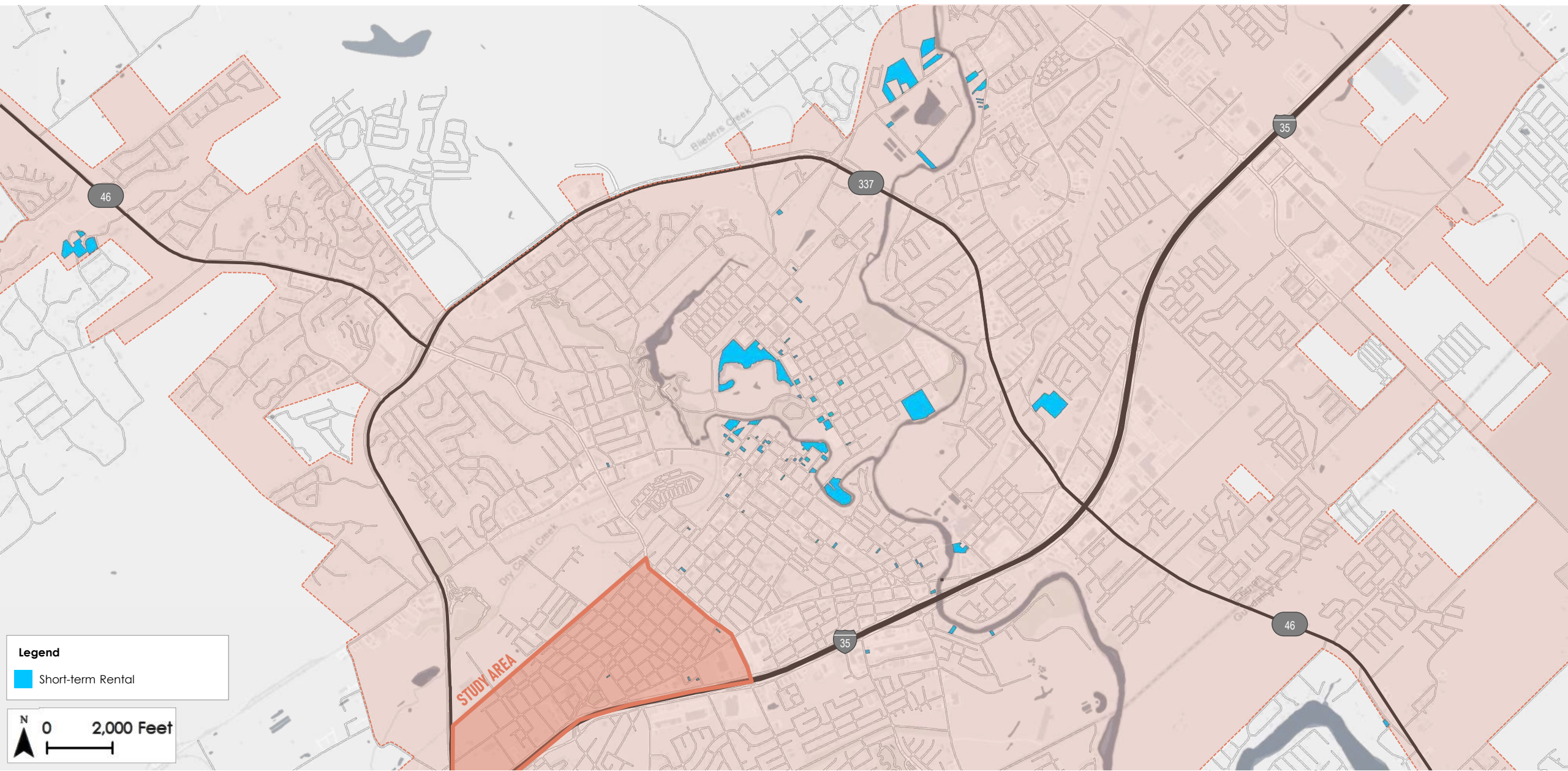


# OWNER OCCUPIED UNITS 2023 Current





# SHORT-TERM RENTALS Citywide





# EARLY HOUSING TAKEAWAYS

- The study area is one of the ***last affordable areas within the City*** of New Braunfels. The eastern portion of the district is showing ***early signs of gentrification***.
- The study area is one of the ***most diverse portions*** of the City of New Braunfels.
- The study area has a relatively ***high home ownership*** and a low-level of short-term rental stock.
- ***ALL OF THE ABOVE ARE LIKELY TO CHANGE SIGNIFICANTLY IN THE SHORT TERM IF THE MARKET IS LEFT TO ITS OWN DEVICES***
- If the goal is to ***slow gentrification and preserve affordable home ownership*** opportunities within the study area, ***policy interventions are likely necessary***



# HOUSING DEMAND

*CONFIDENTIAL DRAFT*



# MAJOR OCCUPATIONS AND PREVALENT WAGES 2023 Comal County

74,600 employment in Comal County or 6.84% of MSA (1.09M total employment in San Antonio – New Braunfels MSA)



Average Wage - \$42,350

**10,200 or 13.7%**  
(Office and Administrative Support)



Average Wage - \$29,700

**7,980 or 10.7%**  
(Food Preparation and Serving Related)



Average Wage - \$43,250

**7,590 or 10.2%**  
(Sales and Related)



Average Wage - \$107,400

**5,440 or 7.3%**  
(Management)



Average Wage - \$52,970

**4,380 or 5.9%**  
(Educational Instruction and Library)

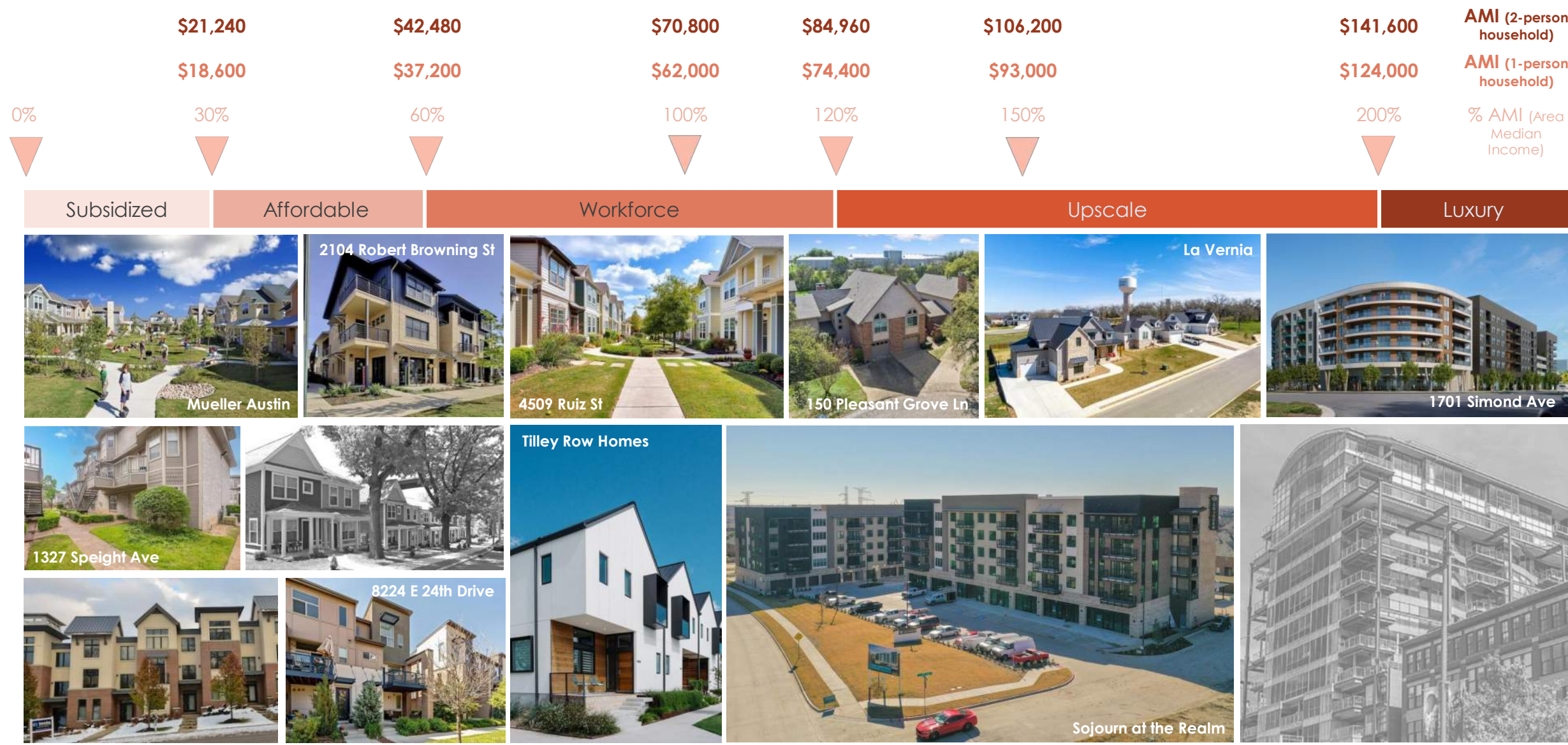


Average Wage - \$95,000

**3,190 or 4.3%**  
(Healthcare Practitioners and Technical)

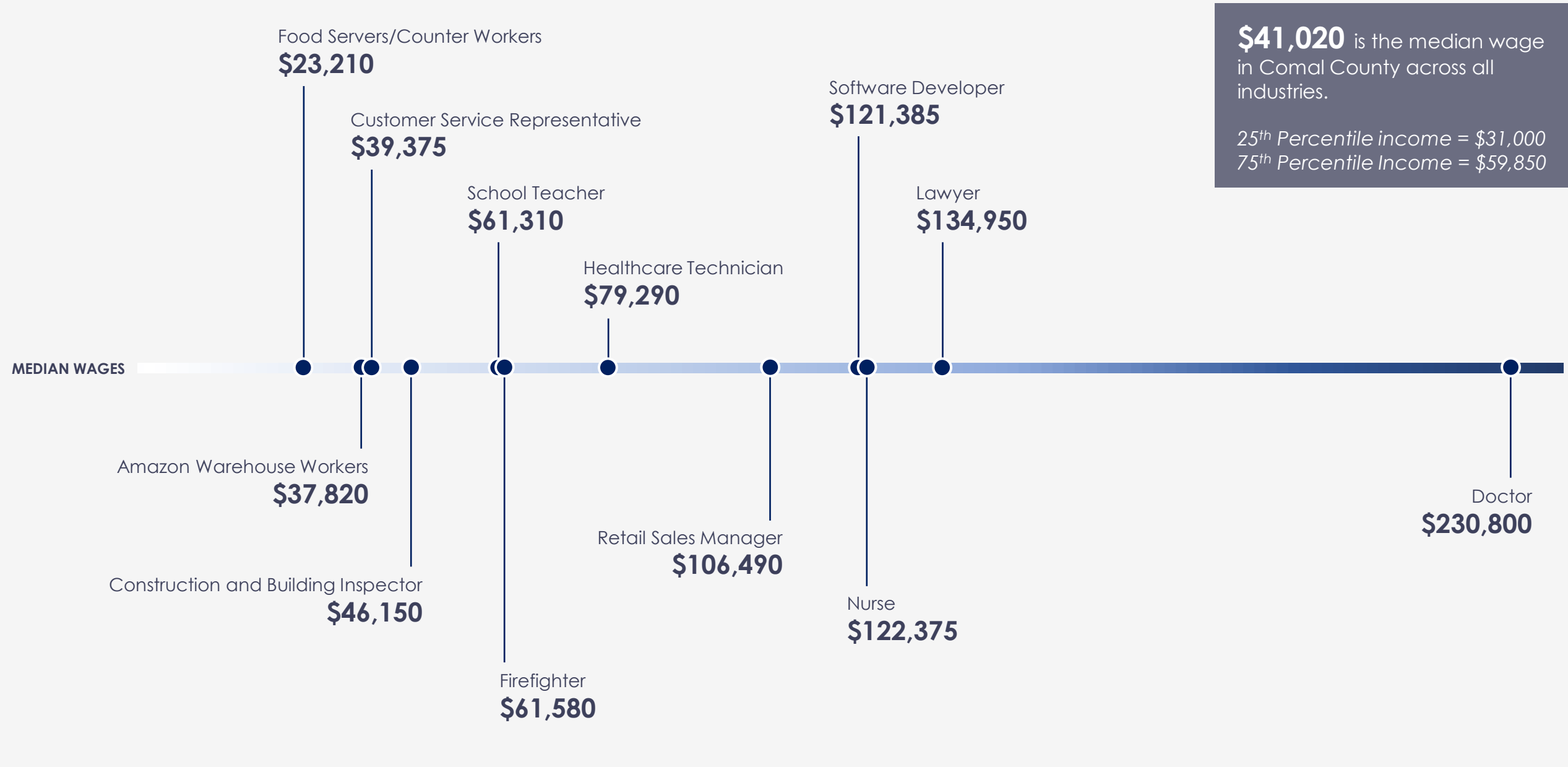


# EXAMPLE AFFORDABLE PRODUCT TYPES





# WHAT DO TYPICAL INCOMES LOOKS LIKE FOR RESIDENTS?





# WHAT DOES AFFORDABILITY LOOK LIKE FOR TYPICAL RESIDENTS?



**Subsidized/Affordable**

Food Server/Cook  
**\$23,210**

Affordable Rent  
**~ \$650**

Affordable Home Price  
**< \$125k**

**< 60% AMI**



**Workforce**

Teacher  
**\$61,310**

Affordable Rent  
**~ \$1,700**

Affordable Home Price  
**\$125k - \$260k**

**60% - 120% AMI**



**Upscale**

Sales Manager  
**\$106,490**

Affordable Rent  
**~ \$2,950**

Affordable Home Price  
**< \$260 - \$430k**

**120% - 200%**



**Luxury**

Lawyer  
**\$134,950**

Affordable Rent  
**~ \$3,750**

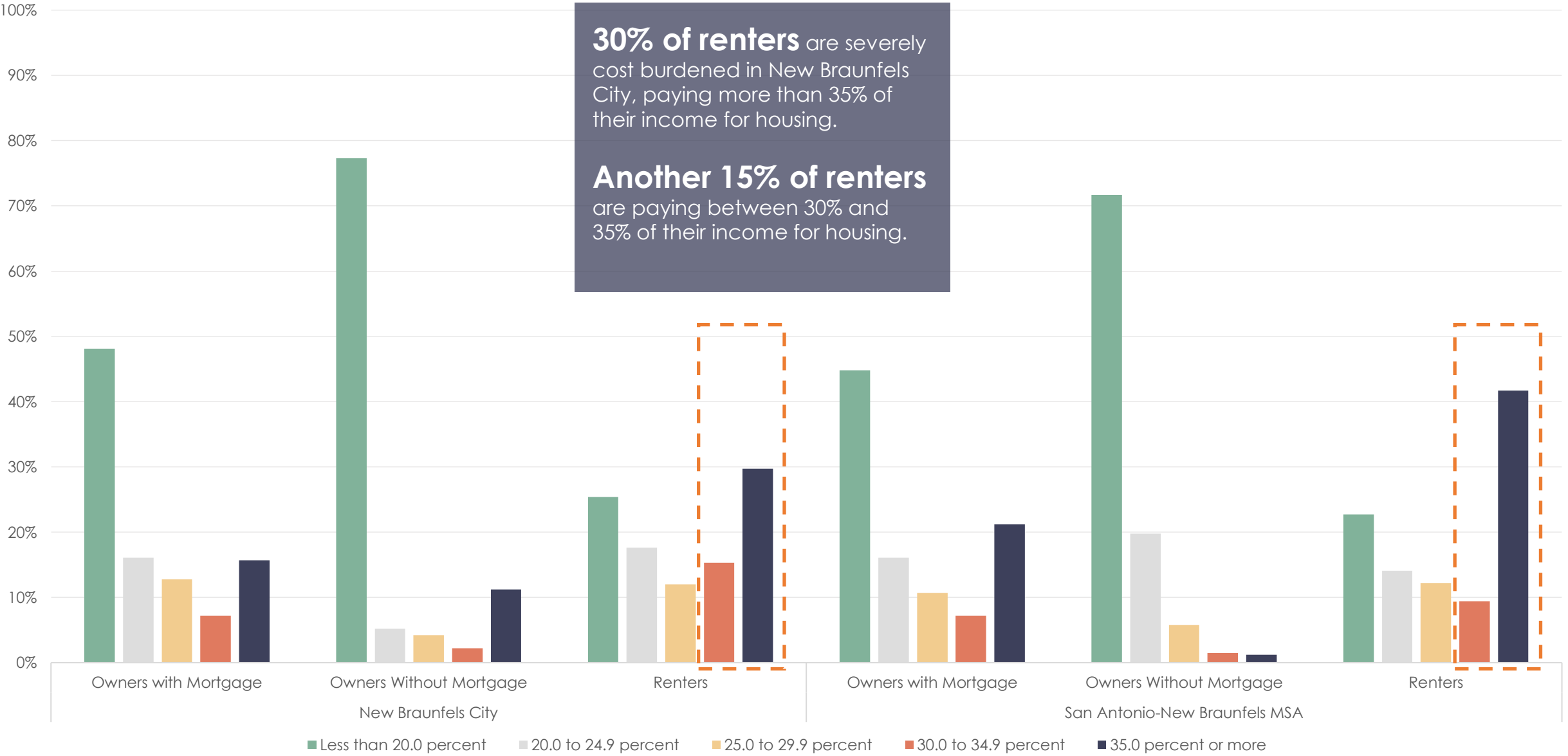
Affordable Home Price  
**> \$430k**

**> 200% AMI**



# COST BURDENED 2022

Homeowners and Renters

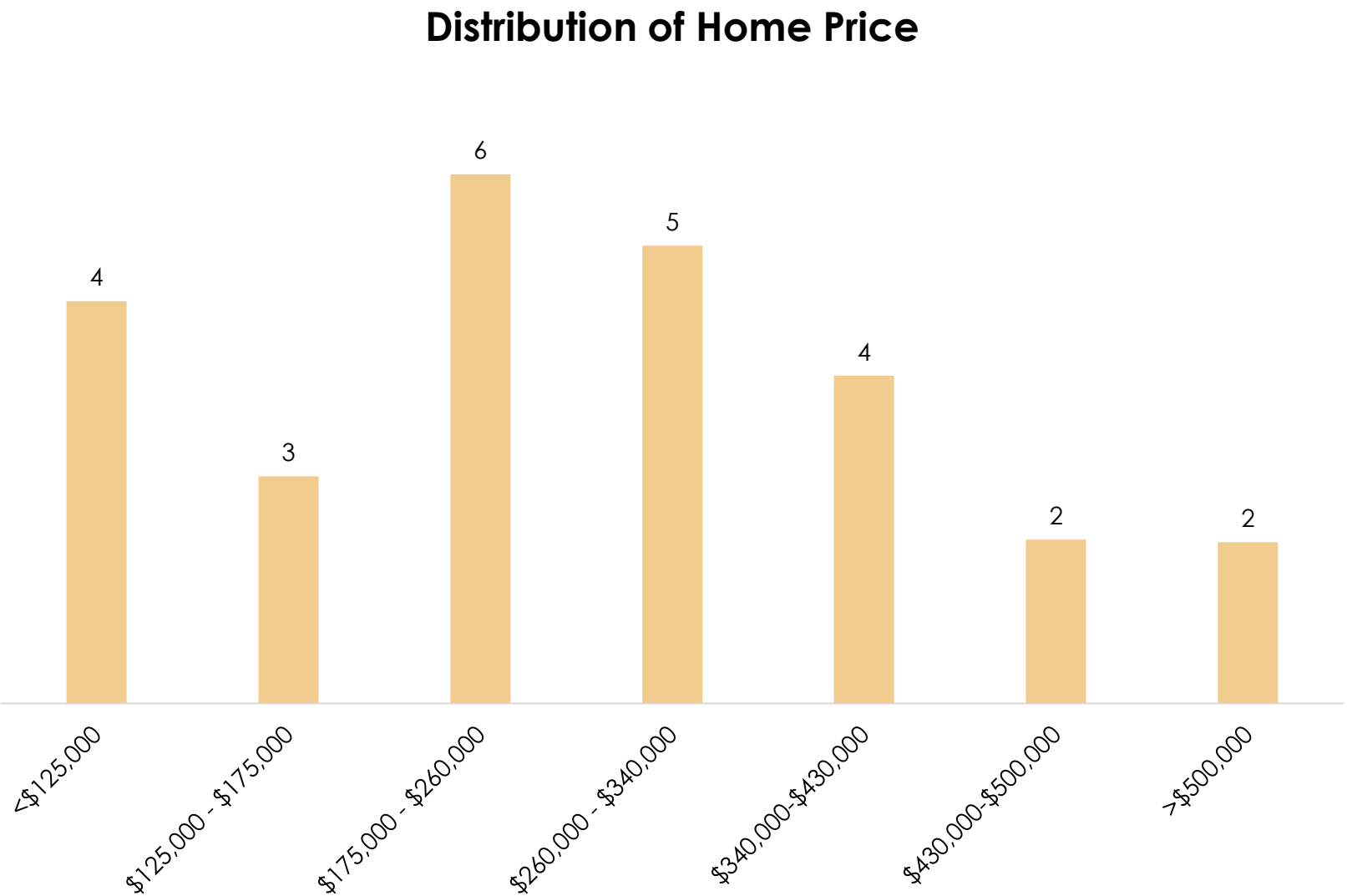




# ANNUAL SINGLE-FAMILY DEMAND

The Westside could capture an estimated **4% of New Braunfels single family demand**

**Annual: 25 units**  
5-year demand: 125 units

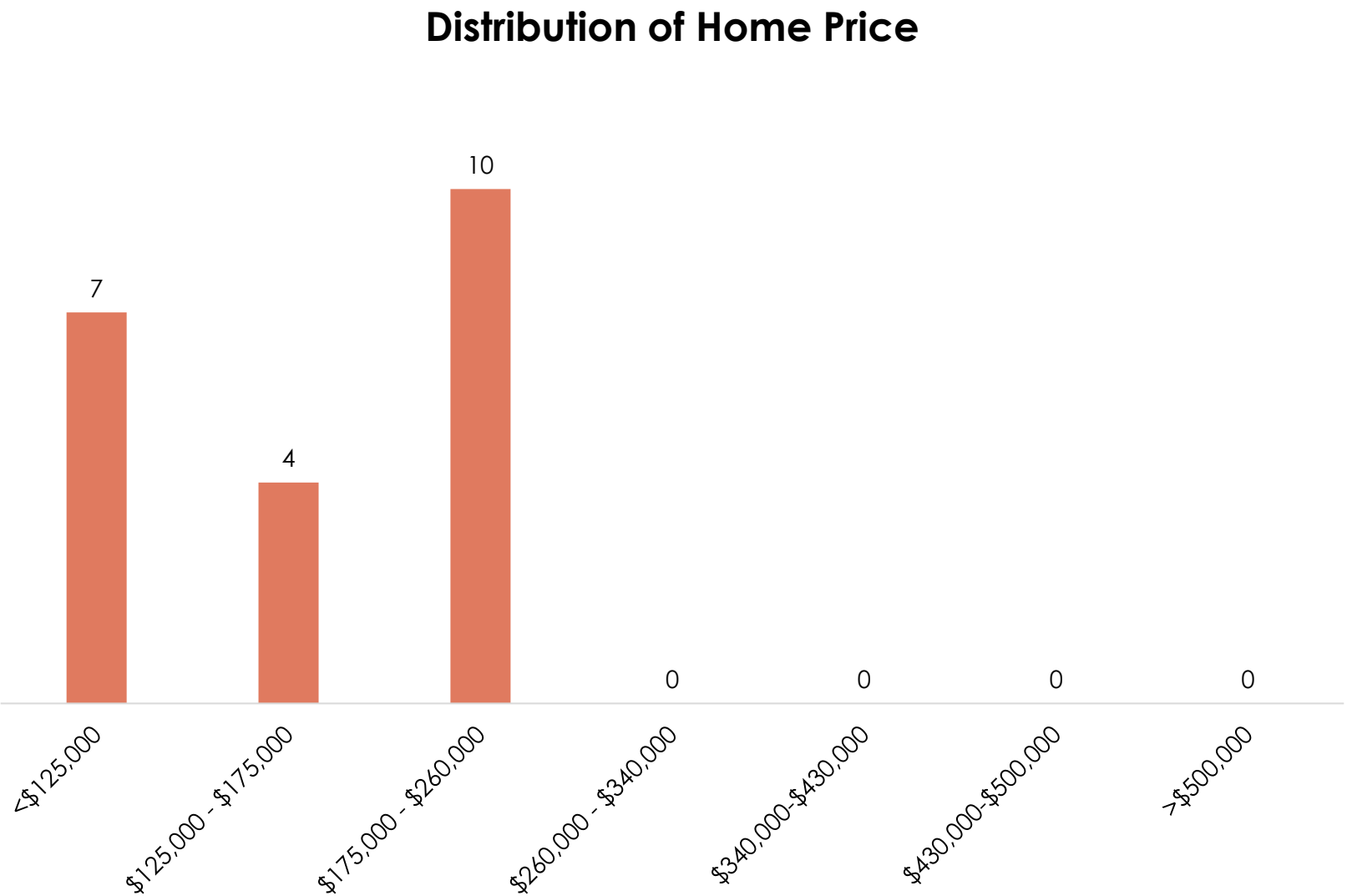




# ANNUAL MULTIFAMILY DEMAND

The Westside could capture an estimated **20% of New Braunfels attached affordable demand**

**Annual: 22 units**  
5-year demand: 110 units





# ADDRESSING THE MARKET GAP

To avoid widespread displacement, housing product in the Westside should target prices in the “workforce” range, which is below the current trend level in New Braunfels





# HOUSING TAKEAWAYS

- The Westside is one of the ***last affordable areas within the City*** of New Braunfels. The eastern portion of the district is showing ***early signs of gentrification***.
- The Westside is one of the ***most diverse portions*** of the City of New Braunfels.
- The Westside has a relatively ***high home ownership*** and a low-level of short-term rental stock.
- ***ALL OF THE ABOVE ARE LIKELY TO CHANGE SIGNIFICANTLY IN THE SHORT TERM IF THE MARKET IS LEFT TO ITS OWN DEVICES.***
- If the goal is to ***slow gentrification and preserve affordable home ownership*** opportunities within Westside, ***policy interventions are likely necessary***.



# HOUSING RECOMMENDATIONS

- There is a wide range of **“middle-density” housing product** that is not currently available in the neighborhood. This include cottages, duplexes, quadplexes, townhomes, mansion flats, etc.
- There is deep demand for both **single-family housing priced between \$150,000-\$320,000** (rental price between \$1,070-\$2,285) and **multifamily housing priced \$125,000 - \$270,000** (rental price between \$875-\$1,930). To deliver product at these levels the units need to be cost and design efficient. This likely means small units with nice, but not high-end finishes.
- The private market can likely **deliver product at the high end of the range** but may require subsidy to deliver at the lower end.
- **Adjustments to zoning regulations** may be required to encourage smaller single-family units and middle-density multifamily. This could include the ability to add accessory dwelling units, subdivide existing single-family lots, or build multiple housing units on single-family lots (under certain conditions).





## **Site 1 - Spur St. & W San Antonio St.**

### Design Intent:

The triangle at Spur Street and W San Antonio Street is a unique opportunity to highlight local food enterprises that cluster along Spur Street. Currently a leftover space, its transformation into a community plaza will be both a gateway into the West End and a symbol for its revitalization. The plaza will offer shady green spaces that soften an area that today is defined by asphalt and concrete; it will offer a variety of neighborhood amenities that serve residents and the restaurants across the street. Potential design elements include:

- shaded areas with tables and chairs for eating outdoors,
- garden areas and large trees for passive enjoyment,
- a small play area for young children, protected from traffic (could feature a playable sculpture commissioned to a local artist, or "nature play" features that offer something new to local children)
- and family amenities such as a paleta vendor, outdoor reading room, etc.

The plaza will be enlarged and made safe and accessible to pedestrians by calming traffic and potential reallocation of Spur Street's right-of-way. In addition, W San Antonio Street will be closed at the south end so that the plaza can extend and attach to the existing sidewalks, meaning that families can reach the plaza without ever having to cross a street.

### Design Implementation:

As a public realm project, the creation of this plaza will fall to the City to plan and implement. It is important that the planning and design consider the following elements:

1. Stakeholder outreach to adjacent properties:
  - a) the adjacent restaurants should be involved, as they are key beneficiaries of the plaza and may have ideas for what kinds of amenities will best support their customers' use of the plaza. They may also have concerns about the impacts of the road redesign and construction.
  - b) neighborhood residents will have many questions about the proposed closure of the W. San Antonio Street intersection with Live Oak Avenue. It will be important to communicate how the design improves safety, pedestrian conditions, and may even improve traffic operations.



2. Maximizing public space: while it is necessary to accommodate the movements of emergency vehicles on W. San Antonio Street, the era of single purpose public investment is over. Rather than dedicated street space for these maneuvers, use the plaza itself as a shared space that vehicles and firetrucks can occasionally mount as needed to turn around.
3. Involve local artists in the design of plaza features, such as play sculptures, mosaics, furniture, etc.
4. Maximize the opportunity for tree canopy. A large specimen tree could be the single most impactful improvement to this space, providing both shade and a potentially iconic entrance feature into the West End.
5. Explore potential programming partners with area institutions: schools, the library, farmers markets, etc. The plaza is highly visible and on a busy route. It may be an ideal location for some of these activities.
6. Keep the space flexible: while garden beds should be part of the design, enough unencumbered open space is needed so that different setups can be tried for furniture and programming.

## **Site 2 - Buena Vista Addition, Block 1, Lots 10-17**

### Design Intent:

Site 2 is a large (one acre) tract in a visible location on Spur Street facing Ernest Eikel Field, a public park. Currently this site is not being utilized, and the owner has expressed an interest in options that would bring economic use to the site, but in feasible ways.

Considering the size and location of the site, there are many businesses that could thrive here. The following ideas represent a spectrum of opportunities that range from very simple to the more ambitious. All of these proposals will depend in part on finding a local entrepreneur(s) to become partners in implementation.

1. The simplest proposal is to identify a local barbeque operator to set up on the lot, either with a simple shed, or simply parking an existing BBQ trailer on the site. The owner's investment would be very modest - limited to cleaning up the site and setting aside a designated area for cars to pull over and park.
2. A more ambitious proposal would be to create a food truck park, with three to six trucks that meet on designated days. Improvements to the site would include the provision of tables, chairs and umbrellas, with simple string lights or other decoration.



3. Moving up the scale of complexity, the metal shed that sits on the site may be an excellent structure for an ice house, similar in look and scale to the Katy Trail Ice House in Dallas.
4. Another version of the ice house could be a dog-friendly beer garden, similar to Mutt's Canine Cantina in Dallas, which has become a regional attraction
5. Yet another possibility is to find a partner who wants to open an outdoor music venue, such as at the Far Out Lounge and Stage in Austin.
6. The most ambitious proposal would be to find a partner to develop the site - but even this could be done with an "incremental development" approach, focusing on small-scale, community-driven real estate projects. For example, the shed could be converted to a mix of retail and services that are needed in the neighborhood, with local partners and financing. Once these businesses are open and creating revenues, future phases could break ground that develop more of the site. No single phase of investment needs to be overextending financially, and all development can contain costs by being modest in scale and built with local builders - even small contractors living in the West End.

#### Design Implementation:

Incremental development, as practiced by Texas developers such as [Monte Anderson](#) and others in his circle, focuses on small-scale, community-driven real estate projects. Here's how it typically works:

1. Start Small: Begin with small, manageable projects that require minimal investment, such as renovating a single building or developing a small plot of land. This reduces financial risk and allows for testing the viability of ideas.
2. Engage the Community: Involve local banks, businesses, and stakeholders from the outset. This builds support and uncovers partners who can co-invest. This helps to ensure that the development aligns with the community's interests.
3. Flexible and Adaptive: Develop the project in phases, allowing for adjustments based on feedback and changing circumstances. This iterative process helps to refine the approach and address issues as they arise.
4. Reinvest Locally: Profits from initial projects are reinvested into the community to fund subsequent phases of development. This creates a sustainable cycle of growth and improvement and can attract new partners.
5. Create a Place: Create a unique mix of commercial uses with public space to create vibrant neighborhood destinations. This diversity draws more people who become supporters of the venture.



6. Preserve Local Character: Maintain and enhance the unique cultural and historical aspects, such as the shed building.
7. Long-Term Commitment: Adopt a long-term perspective, focusing on steady, incremental progress rather than quick, large-scale transformations. This ensures that developments are sustainable and not risky.

### **Site 3 - Welsch 4.29 Acre Block, Lot 6 N PT**

#### Design Intent:

The building at 2007 Spur Street holds local historical and architectural interest and was owned by the same family for many years. Located on a prominent corner parcel, it has housed various businesses over the years, including a bar, and has always been a community touchstone. While not in use today, the property has great potential to once again become a community anchor.

Given the poor state of the structure, it may be more feasible in the short term to utilize the property's exterior. The distinctive shape of the façade makes it an excellent candidate for a mural, one that highlights local culture, commissioned for a West End artist. A building mural could also serve as a large sign graphic that becomes festive branding for future business endeavors.

With the popular Butcher Boy taqueria next door, there is a potential opportunity for a synergistic redevelopment of the property that would be complimentary to its neighbor. Depending upon the level of interest, there could even be a partnership where the taqueria could expand into the yard of 2007 Spur Street, creating a shared outdoor area for dining and drinking.

#### Design Implementation:

1. Assess the structural condition of the building. Assuming that only the exterior will be used as a sort of set backdrop, the roof should be sound so that future problems do not arise. Ask a local muralist to evaluate the condition of the facade and whether it makes a solid underlayment for painting.
2. Work with local community members and city staff to identify potential artists for a mural. Request at least one and possibly more to draw up a proposal and drawing for how their artwork would look on the building. There could also be a collaboration with the Sophienburg Museum to coordinate desired storytelling narratives which could involve interviewing local residents and their family members.
3. Draft a simple business plan that encompasses the additional seating and parking that the parcel can carry, the products that would be sold in this new seating area,



the additional income produced as a result, additional staff that may be needed to serve more people, and the appropriate rent paid to the property owner.

4. Estimate the costs of site improvements, including mural, cleaning up the site, furniture and lighting, decorative fencing if needed, paving if needed, and landscaping.
5. Draw up a site plan for proposed improvements and submit for approval to the City.
6. "Start with the petunias." Make simple, inexpensive improvements and open for business sooner rather than later. With the existing traffic at the adjacent property, it is likely that business will thrive even with small improvements, such as: string lighting, potted plants, colorful tables and chairs (which can be purchased used and renewed with fresh paint).
7. Begin conversations with the neighboring business and explore where there is an overlap of interests.
  - a) For example, 2007 Spur could offer the taqueria opportunity to expand its presence with a larger site, great branding (with the mural) and possibly additional parking
  - b) In return there would be cash compensation in the form of rent, and a chance to collaborate on a community improvement project
8. If necessary, reach out and apply for local resources:
  - a) SPARK Small Business Center offers free assistance for business advising, training, and referrals for entrepreneurs.
  - b) The City offers Arts & Heritage grants to "support the enhancement of historical restoration and preservation projects or activities", however a nonprofit organization will need to submit the proposal, such as a local arts organization. USGrants.org also offers grants to small businesses.





## **Sitio 1 - Spur St. y W San Antonio St.**

### Intención de diseño:

El triángulo en Spur Street y W San Antonio Street es una oportunidad única para resaltar las empresas de alimentos locales que se agrupan a lo largo de Spur Street. Actualmente es un espacio sobrante, su transformación en una plaza comunitaria será a la vez una puerta de entrada al West End y un símbolo de su revitalización. La plaza ofrecerá espacios verdes con sombra que suavizan un área que hoy está definida por asfalto y concreto; Ofrecerá una variedad de servicios vecinales que atenderán a los residentes y a los restaurantes al otro lado de la calle. Los posibles elementos de diseño incluyen:

- áreas de sombra con mesas y sillas para comer al aire libre,
- zonas ajardinadas y grandes árboles para el disfrute pasivo,
- una pequeña área de juegos para niños pequeños, protegida del tráfico (podría incluir una escultura jugable encargada a un artista local o elementos de "juego en la naturaleza" que ofrezcan algo nuevo a los niños locales)
- y comodidades familiares como vendedor de paletas, sala de lectura al aire libre, etc.

La plaza se ampliará y se hará segura y accesible para los peatones al calmar el tráfico y una posible reasignación del derecho de paso de Spur Street. Además, la calle W San Antonio se cerrará en el extremo sur para que la plaza pueda extenderse y unirse a las aceras existentes, lo que significa que las familias podrán llegar a la plaza sin tener que cruzar una calle.

### Implementación del diseño:

Como proyecto de ámbito público, la creación de esta plaza recaerá en la Ciudad para planificarla e implementarla. Es importante que la planificación y el diseño consideren los siguientes elementos:

1. Divulgación de las partes interesadas a propiedades adyacentes:
  - a) Los restaurantes adyacentes deben participar, ya que son beneficiarios clave de la plaza y pueden tener ideas sobre qué tipos de servicios respaldarán mejor el uso de la plaza por parte de sus clientes. También pueden tener preocupaciones sobre los impactos del rediseño y la construcción de la carretera.



- b) Los residentes del vecindario tendrán muchas preguntas sobre el cierre propuesto de la intersección de W. San Antonio Street con Live Oak Avenue. Será importante comunicar cómo el diseño mejora la seguridad, las condiciones de los peatones e incluso puede mejorar las operaciones de tráfico.
- 2. Maximizar el espacio público: si bien es necesario dar cabida a los movimientos de los vehículos de emergencia en W. San Antonio Street, la era de la inversión pública de propósito único ha terminado. En lugar de dedicar un espacio en la calle para estas maniobras, utilice la plaza misma como un espacio compartido en el que los vehículos y camiones de bomberos puedan montar ocasionalmente según sea necesario para dar la vuelta.
- 3. Involucrar a artistas locales en el diseño de los elementos de la plaza, como esculturas de juego, mosaicos, muebles, etc.
- 4. Maximice la oportunidad para la cobertura de los árboles. Un gran ejemplar de árbol podría ser la mejora más impactante de este espacio, proporcionando sombra y una característica de entrada potencialmente icónica al West End.
- 5. Explore posibles socios de programación con instituciones del área: escuelas, la biblioteca, mercados de agricultores, etc. La plaza es muy visible y se encuentra en una ruta muy transitada. Puede ser un lugar ideal para algunas de estas actividades.
- 6. Mantenga el espacio flexible: si bien los parterres del jardín deben ser parte del diseño, se necesita suficiente espacio abierto sin obstáculos para poder probar diferentes configuraciones de muebles y programación.

## **Sitio 2 - Ampliación de Buena Vista, Bloque 1, Lotes 10-17**

### Intención de diseño:

El sitio 2 es un terreno grande (un acre) en una ubicación visible en Spur Street frente a Ernest Eikel Field, un parque público. Actualmente este sitio no se está utilizando y el propietario ha expresado interés en opciones que le brindarían un uso económico al sitio, pero de manera factible. Teniendo en cuenta el tamaño y la ubicación del sitio, hay muchas empresas que podrían prosperar aquí. Las siguientes ideas representan un espectro de oportunidades que van desde las más simples hasta las más ambiciosas.



Todas estas propuestas dependerán en parte de encontrar empresarios locales que se conviertan en socios en la implementación.

1. La propuesta más sencilla es identificar un operador de barbacoa local para instalarlo en el lote, ya sea con un cobertizo simple o simplemente estacionando un remolque para barbacoa existente en el sitio. La inversión del propietario sería muy modesta: se limitaría a limpiar el sitio
2. Una propuesta más ambiciosa sería crear un parque de camiones de comida, con tres a seis camiones que se reunirían en días designados. Las mejoras al sitio incluirían la provisión de mesas, sillas y sombrillas, con simples guirnaldas de luces u otra decoración.
3. Avanzando en la escala de complejidad, el cobertizo de metal que se encuentra en el sitio puede ser una estructura excelente para una casa de hielo, similar en apariencia y escala a la Casa de Hielo Katy Trail en Dallas.
4. Otra versión de la casa de hielo podría ser una cervecería al aire libre que admita perros, similar a Mutt's Canine Cantina en Dallas, que se ha convertido en una atracción regional.
5. Otra posibilidad más es encontrar un socio que quiera abrir un local de música al aire libre, como el Far Out Lounge and Stage en Austin.
6. La propuesta más ambiciosa sería encontrar un socio para desarrollar el sitio, pero incluso esto podría hacerse con un enfoque de "desarrollo incremental", centrándose en proyectos inmobiliarios de pequeña escala impulsados por la comunidad. Por ejemplo, el cobertizo podría convertirse en una combinación de comercio minorista y servicios necesarios en el vecindario, con socios y financiación locales. Una vez que estos negocios estén abiertos y generen ingresos, se podrían iniciar fases futuras que desarrollen una mayor parte del sitio. Ninguna fase de la inversión necesita extenderse excesivamente financieramente, y todo desarrollo puede contener los costos si tiene una escala modesta y se construye con constructores locales, incluso pequeños contratistas que viven en el West End.

#### Implementación del diseño:

El desarrollo incremental, tal como lo practican los desarrolladores de Texas como Monte Anderson y otros en su círculo, se centra en proyectos inmobiliarios de pequeña escala impulsados por la comunidad. Así es como suele funcionar:



1. Comience con algo pequeño: comience con proyectos pequeños y manejables que requieran una inversión mínima, como renovar un solo edificio o desarrollar un pequeño terreno. Esto reduce el riesgo financiero y permite probar la viabilidad de las ideas.
2. Involucrar a la comunidad: involucrar a los bancos, empresas y partes interesadas locales desde el principio. Esto genera apoyo y descubre socios que pueden coinvertir. Esto ayuda a garantizar que el desarrollo se alinee con los intereses de la comunidad.
3. Flexible y adaptable: desarrolle el proyecto en fases, permitiendo ajustes basados en la retroalimentación y las circunstancias cambiantes. Este proceso iterativo ayuda a perfeccionar el enfoque y abordar los problemas a medida que surgen.
4. Reinvertir localmente: las ganancias de los proyectos iniciales se reinvierten en la comunidad para financiar fases posteriores de desarrollo. Esto crea un ciclo sostenible de crecimiento y mejora y puede atraer nuevos socios.
5. Crear un lugar: crear una combinación única de usos comerciales con espacio público para crear destinos vecinales vibrantes. Esta diversidad atrae a más personas que apoyan la empresa.
6. Preservar el carácter local: Mantener y mejorar los aspectos culturales e históricos únicos, como el edificio del cobertizo.
7. Compromiso a largo plazo: Adoptar una perspectiva a largo plazo, centrándose en un progreso constante e incremental en lugar de transformaciones rápidas y a gran escala. Esto garantiza que los desarrollos sean sostenibles y no riesgosos.

### **Sitio 3 - Bloque Welsch de 4,29 acres, lote 6 N PT**

#### Intención de diseño:

El edificio en 2007 Spur Street tiene interés histórico y arquitectónico local y fue propiedad de la misma familia durante muchos años. Ubicado en una parcela de esquina destacada, ha albergado varios negocios a lo largo de los años, incluido un bar, y siempre ha sido una



piedra de toque de la comunidad. Si bien hoy en día no está en uso, la propiedad tiene un gran potencial para convertirse una vez más en un ancla comunitaria.

Dado el mal estado de la estructura, puede ser más factible a corto plazo utilizar el exterior de la propiedad. La forma distintiva de la fachada la convierte en una excelente candidata para un mural, uno que resalte la cultura local, encargado para un artista del West End. Un mural de edificio también podría servir como un gran letrero gráfico que se convierta en una marca festiva para futuros proyectos comerciales.

Con la popular taquería Butcher Boy al lado, existe una oportunidad potencial para una remodelación sinérgica de la propiedad que sería complementaria para su vecino. Dependiendo del nivel de interés, incluso podría haber una asociación donde la taquería podría expandirse al patio de 2007 Spur Street, creando un área compartida al aire libre para comer y beber.

#### Implementación del diseño:

1. Evaluar el estado estructural del edificio. Suponiendo que sólo se utilizará el exterior como telón de fondo, el techo debe estar en buen estado para que no surjan problemas en el futuro. Pídale a un muralista local que evalúe el estado de la fachada y si constituye una base sólida para pintar.
2. Trabaje con miembros de la comunidad local y personal de la ciudad para identificar artistas potenciales para un mural. Solicite al menos uno y posiblemente más que elaboren una propuesta y un dibujo de cómo se vería su obra de arte en el edificio. También podría haber una colaboración con el Museo de Sophienburg para coordinar las narrativas deseadas, lo que podría implicar entrevistar a los residentes locales y sus familiares.
3. Redacte un plan de negocios simple que abarque los asientos y estacionamiento adicionales que el paquete puede contener, los productos que se venderían en esta nueva área de asientos, los ingresos adicionales producidos como resultado, personal adicional que puede ser necesario para servir a más personas y pagar el alquiler correspondiente al propietario.
4. Calcule los costos de las mejoras del sitio, incluidos los murales, la limpieza del sitio, los muebles y la iluminación, las cercas decorativas si es necesario, la pavimentación si es necesario y el paisajismo.



5. Elaborar un plano del sitio para las mejoras propuestas y presentarlo para su aprobación a la Ciudad.
6. "Empieza con las petunias". Realice mejoras sencillas y económicas y abra sus puertas lo más pronto posible. Con el tráfico existente en la propiedad adyacente, es probable que el negocio prospere incluso con pequeñas mejoras, como: guirnaldas de luces, plantas en macetas, mesas y sillas coloridas (que se pueden comprar usadas y renovar con pintura fresca).
7. Inicie conversaciones con la empresa vecina y explore dónde existe una superposición de intereses.
  - a) Por ejemplo, Spur 2007 podría ofrecer a la taquería la oportunidad de ampliar su presencia con un sitio más grande, una excelente marca (con el mural) y posiblemente estacionamiento adicional.
  - b) A cambio, habría una compensación en efectivo en forma de alquiler y la oportunidad de colaborar en un proyecto de mejora de la comunidad.
8. Si es necesario, comuníquese y solicite recursos locales:
  - a) SPARK Small Business Center ofrece asistencia gratuita para asesoramiento empresarial, capacitación y referencias para emprendedores.
  - b) La ciudad ofrece subvenciones para Artes y Patrimonio para "apoyar la mejora de proyectos o actividades de restauración y preservación histórica", sin embargo, una organización sin fines de lucro deberá presentar la propuesta, como una organización artística local. USGrants.org también ofrece subvenciones a pequeñas empresas.



08/06/24



TBG

Ms. Jean Drew  
Assistant Director of Planning and Development  
City of New Braunfels  
550 Landa St  
New Braunfels, TX 78130

Ms. Drew,

TBG Partners has completed a review of the publicly available drafts of the proposed zoning code as it applies to the West End study area. The items included in this memo were discussed during the project team meeting on July 31<sup>st</sup>.

Our team understands that the observations included are made viewing the code exclusively through the lens of what our team has heard from stakeholder meetings, public engagement opportunities and our professional experience exclusive to the West End study area. We recognize that there are compromises needed to be made for zoning districts that apply to different development contexts than the unique nature in the West End. We would encourage the properly calibrated zoning tools to allow the West End to develop in an appropriate way but know the zoning also needs to work city wide. Given the unique nature of development in the West End many of the comments below are coming from a place of avoiding creating non-conformities in building form and use as much as possible. Therefore, the zoning observations should be reviewed accordingly.

Additionally, we want to convey that overall, the proposed code is a helpful step in the right direction to create development standards that in inline with both the City's Comprehensive Plan and the vision and direction that has emerged from the West End Vision Plan. Therefore, the positive items have not been highlighted but rather just the opportunities for improvement are indicated.

**Zoning Map:**

The draft code implies that there will be a simple transition from an existing zoning category to a corresponding new zoning category. City Staff clarified that the evaluation and application of the zoning map will be the last step in the process. The TBG team believes that some of the existing nonconformities or incongruities between existing uses and proposed zoning can be addressed at that stage. Given the older nature of the development in the West End study area and the mix of uses that has been common in this area over the decades it will be important to give this area extra attention when allocating zoning districts.



## Installment 1: Districts and Uses

### Article 2: Zoning Districts:

#### Transition to Proposed Zoning Districts

Existing Zoning Categories	New Zoning Categories
<b>Major Zoning Categories</b>	
<b>R-2</b>	RMX – Mixed Residential District
<b>C-2</b>	CBD – Central Business District
<b>C-3</b>	CR – Regional Commercial
<b>M-1</b>	LI – Light Industrial
	MXC – Mixed-Use Corridor (new category)
<b>Minor / Stand Alone Lot Zoning Categories:</b>	
<b>R-1A-6.6</b>	R6.6 – Residential District
<b>R-3</b>	RMF1 – Small-Scale Multi-Family District
<b>C-3 SUP</b>	CR – Regional Commercial

#### Notes on Proposed Residential Zoning Districts

##### **RMX – Mixed Residential District:**

Much of the residential portion of the study area is R-2 (which is being transitioned to RMX)

- Challenge: The 60' lot width minimum is a down zone in practice. Much of the residential portion of the study area has a typical lot width of 50' so the zoning category translation is creating hundreds of non-conforming lots. The residential lots range from 100' to 150' deep, so the 6,600-lot area minimum can create nonconforming lots as well.
- Challenge: The 20' front setback also creates many nonconformities. Many of the older homes in the RMX area are closer to the street. We understand there is a need to allow driveway parking but there could be a separate setback requirement for garages with the building form and porches are allowed to be closer to the sidewalk. This both matches existing conditions but also creates a more friendly streetscape.

##### **R6.6 – Residential District:**

In large portions of the study area R-1A-6.6 serves as a transition between R-2 and corridor commercial uses. These parcels are being transitioned to R6.6

- Challenge: The 60' lot width minimum is a down zone in practice. Most of the existing R-1A-6.6 lots have a typical width of 50' so the zoning category translation is creating hundreds of non-conforming lots.
- Challenge: The 20' front setback is a reduction from the existing standard of 25' but still does not match many of the older homes that are closer to the street. We understand there is a need to allow driveway parking but there could be a separate setback requirement for garages with the building form and porches are allowed to be closer to the sidewalk. This both matches existing conditions but also creates a more friendly streetscape.



### **RMF1 – Small-Scale Multi-Family District**

Much of the existing R-3 areas in the study area that would translate to RMF1 have churches as the existing use. It seems like the number of units allowed by this category would make it an appropriate zoning category if two or more lots in the existing R-1A-6.6 could be combined.

- Challenge: There are several existing standalone lots that are zoning R-3 that only have a 50' lot width so the 60' lot width minimum would create non-conforming lots.

### **Notes on Proposed Non-Residential Zoning Districts**

#### **CBD – Central Business District**

The commercial lots fronting on San Antonio Northeast of Live Oak are C-2, which is transitioning to CBD. These lots are all 180 feet deep with parking access from San Antonio or the side street. The elimination of minimum lot dimensions is helpful for this area.

- Challenge: The 75' height limit and 0' rear setback may create conflicts with adjacent residential uses.

#### **CR – Regional Commercial**

The commercial lots fronting on San Antonio and Spur Southwest of Live Oak are C-3 which is transitioning to CR. These lots vary dramatically in size with parking access from San Antonio or the side street.

- Challenge: The description of the CR zoning category does not seem to reflect the more fine-grained nature of commercial in the study area. This is further highlighted by the 150' minimum lot width and 50,000 SQFT minimum lot area. Many of the lots currently zoned C-3 to become CR are only 50-80' wide which would create non-conforming lots.
- Challenge: The 120' height limit with only a 20' rear setback may create conflicts with adjacent residential uses.
- Proposal: The MXC zoning category seems like a better fit for both the existing condition of the corridor in this area as well as the right zoning for the vision for the corridor.

#### **LI – Light Industrial**

The largest parcels on the southwestern edges of the study area are currently zoned M-1 which is transitioning to LI. These lots vary dramatically in current use, from self-storage to police department to multifamily.

- Challenge: Given the wide range of existing uses it does not make sense to just transition all of these to LI. The parcels northeast of Jesse Garcia Park would be good candidates for RMF1.

#### **MXC – Mixed-Use Corridor**

The zoning description references this as a potential replacement for some zoning along the San Antonio Street Corridor. It would be an appropriate fit for many of the lots in the study area. However, the minimum lot area and width would either create non-conformities or exclude lots that would otherwise be a good fit for these standards.



### **Article 3: Land Uses:**

#### **Notes on Land Uses in New Zoning Categories**

RMX – Mixed Residential District  
 R6.6 – Residential District  
 RMF1 – Small-Scale Multi-Family District  
 CBD – Central Business District  
 CR – Regional Commercial  
 LI – Light Industrial

The permitted uses as they are assigned to the different to the zoning categories make sense for this study area.

The primary exception to this is the mapping of the existing zoning categories as mentioned in the “Notes on Proposed Zoning Districts” above. This is especially evident in the mismatch of the LI category to the existing uses; the residential conflicts are the most glaring conflict.

In addition, there are a few minor Land Use Concerns:

- **Drive-Through Facility** is a permitted Accessory use in CR (current zoning - C-3) This may be appropriate in other. Per discussion with staff, as this use may exist on some parcels in the study area it may need to be regulated through other criteria to ensure it does not become more of a nuisance or incompatible use.
- **Itinerant Merchant** (formally called Temporary Vending Operation)
  - o This use should be facilitated in the study area (Allowed temporary use in CBD and CR (Current Zoning – C-2 and C-3)
  - o Parking for this use has special standards in the “limited parking area” that is the greater downtown area. This could be expended on San Antonio further southwest past Walnut.

### **3.3 Use Specific Standards**

- **Accessory Dwelling Unit**  
**Notes:** On-street parking should meet the requirement for ADU parking. Allow ADU’s to have access from the side of a lot not just front or rear (with alley).
- **Tiny Home, Pocket Neighborhood Development**  
**Notes:** There is a note in the proposed zoning – “Should there be a minimum/maximum project size for this kind of development, e.g., 5,000 square foot minimum, but no larger than 1 acre?” If a minimum and maximum project size is added to the standards, ensure it is a wide spectrum to allow for flexibility, so this category is able to be used. 5,000 SQFT is a good minimum to match the existing typical minimum lot size in the study area.



## Installment 2: Development Standards

### Article 4: Development Standards

The new additions to the development standards are beneficial overall. There are several suggested modifications that may facilitate the appropriate redevelopment in the West End.

- 4.2.3 The alternative landscaping plan is complicated. Consider Relief is needed for complicated infill sites. Conser staff role to help facilitate these alternative landscape plans as they will be required on nonconforming lots/ buildings and infill sites (this staff role could be a facilitator for infill in general)
- 4.2.5 Street trees should be able to be used to meet minimum landscaping standards. This encourages a better public realm and is often the best place for trees when using more dense missing middle housing. Per staff discussion- while this suggestion may work in ideal cases NBU utility easement makes execution more complicated. It can be an option as it may not be appropriate / feasible in many cases)
- 4.3.5 Tree preservation requirements. This is well intentioned but there needs to be a minimum threshold for incentives to apply. 50% preservation of total DBH of protected trees for 500" of protected trees is much different than 50% preservation of 50" of protected trees. (Protected tree is defined as 25" DBH.)
- 4.4.1 There are instances where the landscape buffer distances are greater than rear setback requirements. Especially in many instances in this study area where C-2 and C-3 share real lot lines with residential lots. How is this reconciled? Does the buffer requirement override setbacks?
- Loading zone screening. Should not landscaping be on residential side rather than requiring solid masonry fence on residential edge?
- 4.5.3 Minimum Off-Street Parking
  - o These are helpful improvements overall - the "reduced tier" for parking standards makes sense for the West End study area.
  - o The 25% reduction made by administrative decision makes sense.
  - o Regarding the comment box - Option 1: Simple 50%, is the preferred shared parking requirement from the West End perspective. The code updates are needed but are also complicated, so any opportunity to simplify the code is appreciated.
- 4.6.6 Additional Standards for Mixed Use Development. These standards are good for creating a good urban streetscape. However, it is unclear if these standards only apply to actual mixed-use development in the mixed-use category or single-use development in those zoning districts.



- The menu of pedestrian amenity options is a good idea and useful for achieving objectives but perhaps they could be simplified.
- These standards would also be appropriate to CBD and CR along key corridors not just MXT, MXC and MXR.

#### **Article 5: Subdivision Standards**

Combining legal lots to streamline development is very helpful for infill lots in the West End study area.

Please reach out with any questions on our proposed code observations. We look forward to further updated drafts that will help give the West End the tools to help it see the types of development that the community desires.

Sincerely,

Rob Parsons