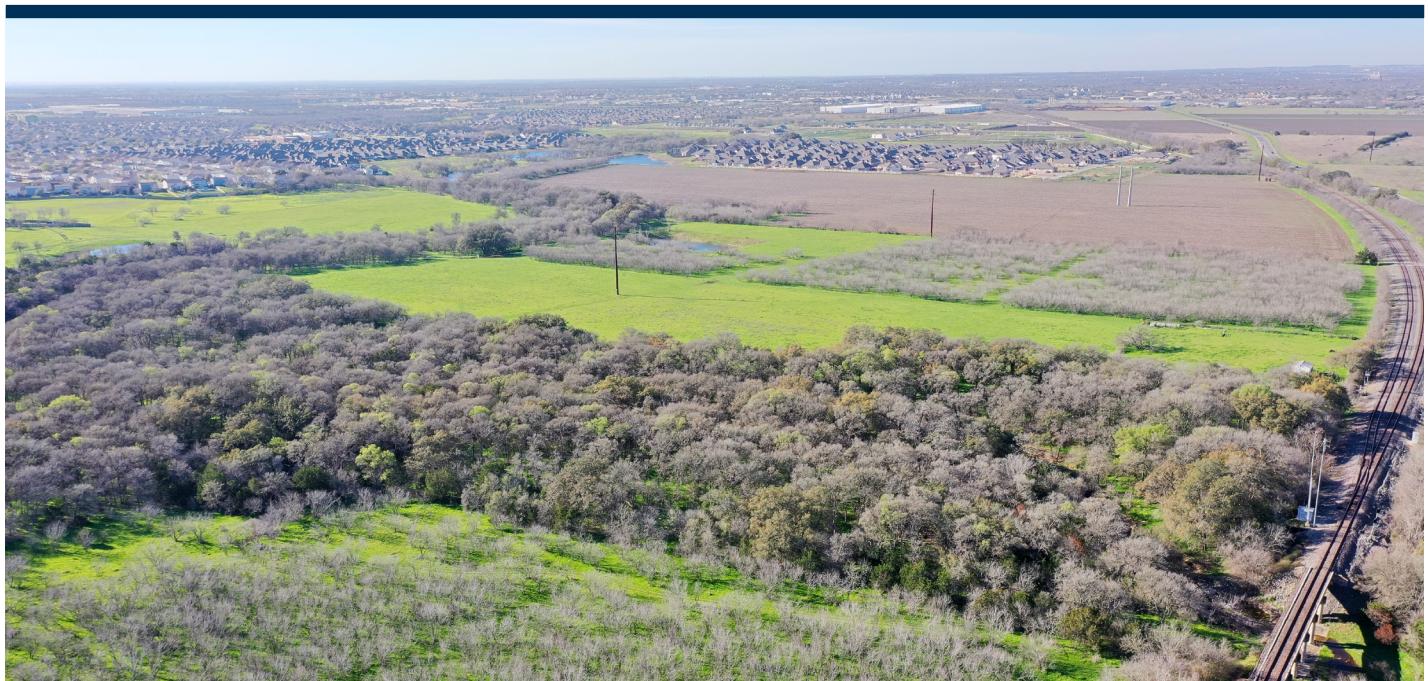


# Better NB

**Case Studies of City Initiatives  
Making New Braunfels a  
Better Community**

## **Bridging the Gap: NBEDC Investments Focus on Quality of Life for Residents**



*In February 2024, the City Council approved an \$8 million NBEDC expenditure to purchase 131 acres for a park on the northwest side of town at Conrads Lane and FM1102. This park will be the largest in the New Braunfels park system. The master planning process for this future park is currently underway.*

As New Braunfels continues to grow, one of the city's most powerful tools for enhancing community livability is the New Braunfels Economic Development Corporation (NBEDC). The NBEDC's recent investments in quality-of-life projects have demonstrated a long-term commitment to improving the everyday experiences of residents, creating a stronger, more vibrant community for all.

According to Jeff Jewell, the City of New Braunfels Economic and Community Development Director, residents have made it clear through surveys and feedback that they value several key aspects of livability: parks and recreation, the natural environment, mobility, education, and arts and culture. These elements not only contribute to a better quality of life for those who live in New Braunfels, but they also play a significant role in attracting businesses and creating job opportunities.

"Our residents care deeply about the community's livability, and that's a top priority for us," says Jewell. "A community's quality of life is something businesses consider when they decide where to locate or invest. We're fortunate that New Braunfels has an incredible resource in the NBEDC, which helps us make strategic investments in quality of life."

Over the past two years, through a careful, strategic planning process, the NBEDC has dedicated more than \$41 million to various capital projects that serve residents and the local workforce. These investments have focused on expanding parkland, improving recreational facilities, supporting local arts and culture initiatives, and enhancing mobility and infrastructure for better access and safety.

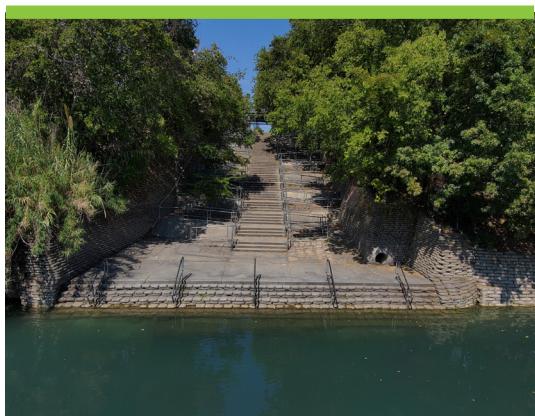
The NBEDC's commitment is already visible in several ongoing and upcoming projects designed to make New Braunfels an even better place to live, work, and play.



**\$41 Million**  
**NBEDC committed**  
**investments in capital**  
**projects since 2023**

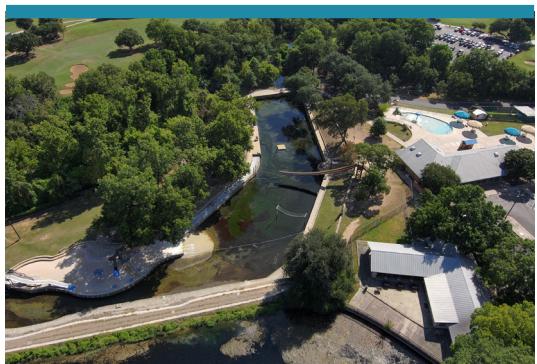
### **Common Street Pedestrian Improvement Project**

The Common Street Pedestrian Improvement Project is a \$1.6 million initiative aimed at improving pedestrian safety and accessibility in a busy part of New Braunfels. The project, which started in September, will add 5 to 6-foot sidewalks, ADA-compliant curb ramps, crosswalks, and two new Pedestrian Hybrid Beacons near Lamar Elementary and the New Braunfels Public Library. It also includes new driveway approaches for property owners. The partnership between the NBEDC and the Alamo Area Metropolitan Planning Organization ensures the project will serve the community for years to come.



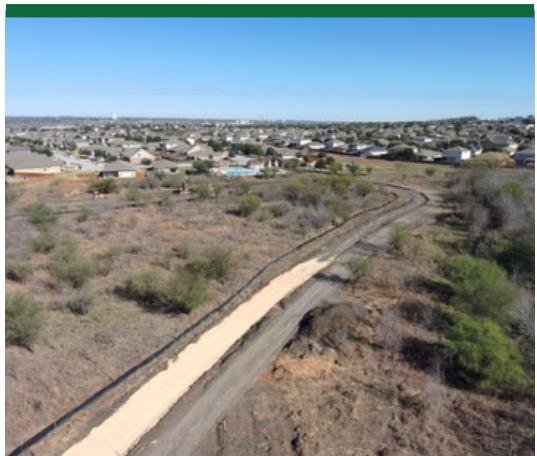
### **Last Public Exit Improvement Project**

Safety improvements are also underway at the Last Public Exit from the Comal River. This \$1.2 million project, which began in December 2024, will improve the safety and accessibility of the exit for river-goers. In addition to replacing the stairs, an underwater landing will be installed, and ADA accessibility will be improved. The project will also enhance the overall ease of exiting the river, making the experience safer for kayakers, paddleboarders, and tubers alike.



## Landa Lake Dam Improvement Project

In January, work began on the Landa Lake Dam Improvement Project, a \$1 million effort to enhance the structural integrity of this key landmark. The project will involve concrete reinforcements, erosion control, and the replacement of sluice gates to improve water flow into the Spring Fed Pool. The improvements will not only ensure the dam meets state safety standards but will also preserve this beloved location for generations to come.



## West Alligator Creek Trail Project

For outdoor enthusiasts, the West Alligator Creek Trail Project offers exciting developments. This \$1.6 million project will add approximately 1.1 miles of ten-foot-wide hike and bike trails, complete with pedestrian low-water crossings. The project will also include seating areas, trash cans, and mile markers, making it a pleasant and accessible destination for walkers, runners, and cyclists. In partnership with the Texas Parks and Wildlife Department, which awarded a \$300,000 grant, this trail will become an integral part of New Braunfels' growing outdoor infrastructure.



## Downtown Pedestrian Improvement Project

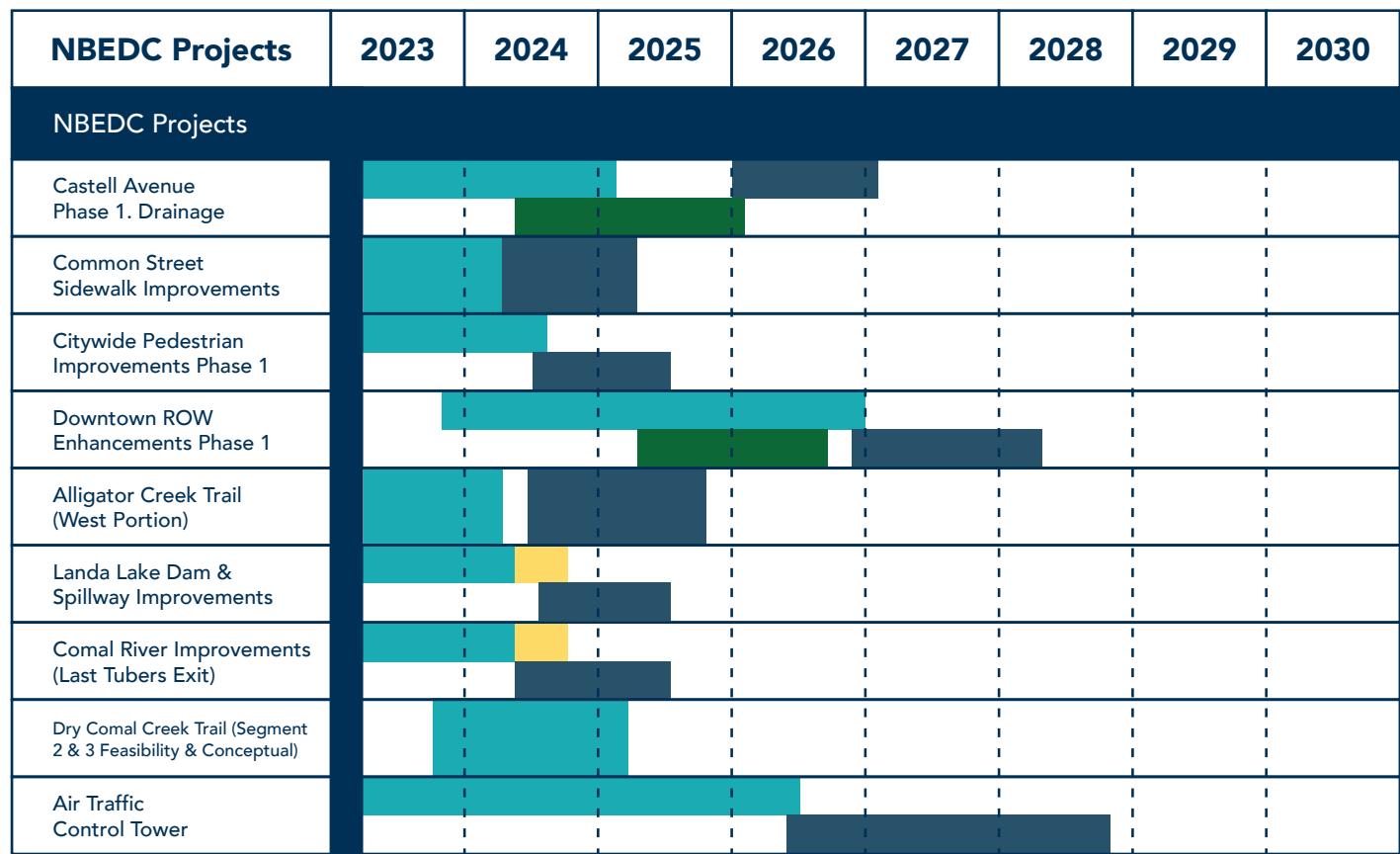
For those who enjoy New Braunfels' historic downtown, the Downtown Pedestrian Improvement Project promises to enhance the pedestrian experience. With an initial investment of nearly \$475,000, this project will focus on right-of-way enhancements, including design, planning, and infrastructure improvements. Once completed, the project will make downtown more walkable and attractive, benefiting residents and visitors alike.

These projects represent just a fraction of the NBEDC's vision for New Braunfels' future. With continued support from the City's leadership and the active involvement of local residents, the NBEDC will remain a catalyst for growth and improvement, ensuring that New Braunfels remains a place where residents can thrive and businesses can grow.

"By investing in quality-of-life projects, the NBEDC is not just improving infrastructure. We're enhancing the very fabric of our community," Jewell explained. "The parks, trails, public spaces, and improvements to mobility all contribute to a more vibrant New Braunfels - a city that is not just a great place to live, but also an attractive place for businesses to invest and create jobs."

As the city continues to grow, these strategic investments will pay lasting dividends, strengthening the community's economy while improving the overall quality of life for all who call New Braunfels home.

## NBEDC Project Timeline



 Seasonal Delay  
  Design  
  Utility Relocation  
  Bidding & Construction