



**FOR IMMEDIATE RELEASE**

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**Additional Public Input Sought on South Castell Avenue Master Plan**

**New Braunfels, Texas** — On Monday, July 17<sup>th</sup>, 5:30 p.m. at City Hall the public will have its fourth opportunity to provide their input and suggestions on the City’s South Castell Avenue Master Plan project. This joint meeting of the New Braunfels City Council and Industrial Development Corporation (NBIDC) will be facilitated by the City’s consultant Douglas Architects and will give residents, property and business owners the opportunity to see the evolution of the project since the last series of public meetings and provide their opinions and any additional input on the current status of the plan.

The City and the stakeholders have identified the South Castell Avenue site as a target area for redevelopment. The Master Plan, funded by the City’s NBIDC, will guide the redevelopment of the area into a vibrant extension of our downtown.

The purpose of the workshop is to review and discuss with the City Council and the NBIDC, the status of the project, key finding and program elements, and steps necessary before adoption of the plan.

“There were three formal public meetings in which an estimated 150 people participated. In addition, staff has presented the project to multiple service clubs and organizations, including the Downtown Association general membership meetings, the Downtown Rotary and New Braunfels Rotary clubs, the Economic Development Foundation, the Chamber of Commerce Board of Directors, and regular meetings of the Industrial Development Corporation,” said City Manager Robert Camareno.

“Each of the public meetings built upon the results and findings held in the previous one and have included property owners, residents and business owners from throughout the community. At each meeting attendees were asked their preferences on topics such as density, architectural character, public space, and historic considerations. Common themes heard included requests for pedestrian friendly design, enhanced aesthetics, quality development, and a complementary and catalytic destination project for the downtown area,” Camareno noted. “As a public entity, we take seriously our responsibility to address ideas and concerns from the various stakeholders and deliver a project that balances expectations and market realities. Ultimately, the Master Plan lays the groundwork to allow for the private sector to develop a project that fits with the downtown fabric of New Braunfels. With more than \$100M of potential private investment, it is important to strike a balance between the vision and desires of our citizens while presenting a realistic opportunity for the private sector to undertake.”

This extensive planning effort helps an eventual development group understand what will be acceptable to the community at large. The planning process also identified risks and opportunities for the City, and its information serves as a useful starting point for negotiations with the eventual private sector partner.

“The Master Plan is principally a discovery and vision document. Its purpose is to develop a guiding vision around a development concept for the site,” said Jeff Jewell, the City’s Economic Development Manager. “The Master Plan helps advance the goals of a citizen-led process from the 2012 Economic Development Strategic plan, which recommended the city facilitate the development of a large downtown investment to support cultural, recreational and tourism amenities in New Braunfels.”

Prior to construction, several more years of work will go into development of the project. Next steps include: finalizing the plan and adoption by the City Council, creating a new zoning district, constructing a public works facility to house City operations and equipment still at the Castell Avenue location, qualifying development groups that would be a good fit for New Braunfels, establishing a Design Review Committee, soliciting requests for proposal for construction and negotiating a final development agreement.

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