



## **2006 NEW BRAUNFELS COMPREHENSIVE PLAN**

### **INTRODUCTION**

The New Braunfels Comprehensive Plan is a guide for making decisions about the future growth and development of New Braunfels. Although the Plan must be flexible to respond to changing conditions and needs, it must be steadfast in its vision and support for the community goals and objectives.

The primary goal of the comprehensive plan is to continue to make New Braunfels a great community in which to live and work. As New Braunfels moves through the 21st Century, the community needs to focus on objectives and actions that will achieve this primary goal.

Goals for the future of the community are aimed at achieving stable and efficient development, sustaining the value of community investment, and creating and preserving the best possible environment for its citizens. Achievement of these goals requires a well thought-out program of decision-making guidelines, referred to as policies and objectives. The final step in the planning process is to translate these into specific recommended actions for implementation.

The Plan has been organized for the sake of brevity and to eliminate duplication. Many of the goals and objectives apply to more than one element.

The Plan has 13 elements as follows:

- A. Land Use and Zoning
- B. Housing/ Neighborhoods
- C. Transportation
- D. Water Resources, Drainage, and Flood Damage Prevention
- E. Economic Development
- F. Utilities
- G. Environmental Protection
- H. Downtown
- I. Historic Preservation
- J. Parks and Recreation
- K. Education and Youth
- L. Capital Improvements
- M. Implementation

## LAND USE AND ZONING

**Goal 1: Promote manageable growth to achieve a proper balance of economic expansion and environmental quality while maintaining the community's unique qualities.**

**Objectives:**

- A. Evaluate proposed zone changes to **maintain land use compatibility**, as well as the integration of mixed land uses as a component of achieving better places to live.
- B. Utilize existing land use inventory and official zoning district map to identify parcels that are legally developed with a use that is more or less intensive than the permitted uses in the zoning district in which they are located and **consider proposed zone changes** as appropriate.
- C. Consider rezoning, as necessary, to ensure existing and future **land use compatibility**.
- D. **Establish and use criteria** for considering applications for zone changes, such as the character of the neighborhood, zoning on adjacent parcels, and the extent to which a zone change would adversely affect adjacent properties.
- E. Provide required **public notice** to property owners and citizens prior to considering proposed zoning changes.
- F. Locate **future industrial development** in areas that are suitable and appropriate for industrial zoned property, such as adjacent to existing industrial development and along railroad tracks.
- G. **Evaluate capacity and adequacy** of existing and planned public facilities and services to determine feasibility of expansion.
- H. Evaluate the City's objectives to establish **consensus concerning restrictions on manufactured home development** and objectives for home ownership, non-discriminatory housing opportunities, and availability for low-to-moderate income households.
- I. Industrial and commercial development should be planned and designed to **avoid truck access through residential neighborhoods**.
- J. **Major traffic generators**, including secondary schools, should be planned and designed to **avoid** access through residential neighborhoods.
- K. **Provide for streets and streetscapes** that serve pedestrian, bicyclists, and automobiles.

**Goal 2: Encourage the mixing of land uses to create a sense of community in the neighborhoods.**

**Objectives:**

- A. Allow **differing uses in close proximity** to help streets, public spaces and pedestrian-oriented retail become places where people meet, attracting pedestrians back onto the street and helping to revitalize community life.
- B. Enable residents to **live within walking or a short commuting distance** from their work, school, and shopping.
- C. Change the zoning ordinance to provide **district(s) that allow mixed uses**.
- D. Approve rezonings that provide for a **mix of land uses**.
- E. Integrate **compact design** into mixed use developments.

**Goal 3: Encourage innovative and flexible design patterns, such as cluster development.**

**Objectives:**

- A. Encourage designs that provide for the preservation and **protection of open space and natural resources** and minimize disturbance of native vegetation.
- B. Work with developers to make a **more efficient use of land** and resources and **discourage sprawl**.
- C. Promote development patterns which make it **less expensive to provide municipal infrastructure** and services.

**Goal 4: Establish and maintain communication between the City, Comal and Guadalupe Counties, New Braunfels Utilities and other public utilities, and the area school districts to ensure that the best information, including growth patterns, transportation needs and plans, and utility service facilities and extensions, is utilized in making decisions for new school campus locations and site plan layouts.**

**Goal 5: Have an effective code enforcement program.**

**Objective:**

- A. Follow an **active code compliance program** to correct code violations.
- B. **Review current code compliance procedures** and make appropriate and timely recommendations.
- C. Hire sufficient **code compliance personnel** based upon International City Management Association (ICMA) and/or Texas Municipal League (TML) recommended guidelines.
- D. Review the City's adopted building code to identify acceptable **structure code standards** and consider other provisions as appropriate.

**Goal 6: Refine or add zoning requirements to be compatible with the community's overall intentions and the best interests of the community as a whole.**

**Objectives:**

- A. Review existing **zoning ordinance and subdivision regulations** and make appropriate and timely recommendations.

**Goal 7: Ensure zoning is compatible with historic properties.**

**Objectives:**

- A. Carefully **review any request for rezoning** for a development that would impact any historic structure or place.
- B. Require **protective buffering** between new construction and historic structures or places.
- C. Encourage new construction to be **compatible in scale and design** to the existing historic structures.
- D. Consider an **original town overlay district** to provide flexibility for new development or redevelopment of existing structures in the older areas of the City. Allow waivers or reductions from height and area requirements of the underlying zoning district which are procedurally approved by the Planning Commission.

**Goal 8: Protect the City's future growth through proper annexation.**

**Objectives:**

- A. Annex areas that **extend the protection of the City** from encroachment of other communities.

- B. Annex areas to assure **consistent land use controls**.
- C. Prepare an **annexation management program** including analysis to determine the impacts of annexation on the City's fiscal resources, provision of public facilities and services, and to identify areas appropriate for annexation.
- D. Consider developing a **public policy statement** regarding the City's position on voluntary and involuntary annexation and the use of eminent domain.
- E. Research previous **Extraterritorial Jurisdiction agreements** with neighboring communities and consider adjustment or adoption of inter-local agreements regarding the ETJ of nearby cities.
- F. Establish appropriate zoning for **newly annexed areas** compatible with adjacent areas.
- G. Consider annexing property adjacent to arterial roadways to **allow expansion of commercial development**.

**Goal 9: Better regulation for non residential development.**

**Objectives:**

- A. Consider establishing **architectural standards and building material standards** for nonresidential structures.
- B. Use **tax incentives** to encourage redevelopment of vacant commercial buildings.
- C. Consider **buffering** of commercial uses adjacent to existing or proposed residential areas.

**Goal 10: Prevent premature development in the City's peripheral areas by considering an adequate facilities ordinance whereas no development application is approved unless public facilities and services are available which are adequate to serve the development or will be provided as a condition of the application.**

**Goal 11: Improve the provision of information regarding the city's codes, requirements and policies for development or redevelopment in New Braunfels.**

**Objectives:**

- A. Create a **development information counter** (one-stop-shop) to distribute all development related policies, ordinances, standards, specifications, and requirements.
- B. Develop **public information brochures** to describe the City's requirements and procedures for reviewing and considering development applications and permits.
- C. Consider development of a **visual interactive code**, which is an illustrated commentary with explanation of requirements such as building setbacks, parking ratios, and tree planting standards.
- D. Consider use of the City's Internet **web site** to make available information about city regulations, codes, and the comprehensive plan.

**Goal 12: Protect and enhance the visual environment of the City.**

**Objective:**

- A. Maintain fair and reasonable **regulations for signs** so that signs harmonize with the special qualities and appearance of New Braunfels (specifying, size, height, locations).

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**Goal 13: Maintain and enhance the green appearance of New Braunfels.**

**Objectives:**

- A. Encourage **environmentally sensitive development**.
- B. The subdivision review process should include consideration of **environmental sensitivity** to site grading, storm drainage, building location and orientation and parking lot configuration.
- C. Promote **xeriscape landscaping** through incentive programs.
- D. **Acquire or set aside** as much land as possible along the Guadalupe and Comal Rivers, and creeks within the 100-year flood plain and develop that land as **greenbelts** for public attraction.

**Goal 14: Establish and maintain trail and green belts in near proximity to major residential areas.**

**Objectives:**

- A. As part of the City's transportation plan, maintain the city-wide **trails and greenbelt plan** to identify a comprehensive network of hike and bike trails, bike routes, pedestrian facilities, based on the analysis of existing conditions and user needs.
- B. Investigate the possibility of developing public access **trails and greenways along creeks, drainageways and waterways** throughout the community.
- C. Evaluate alternatives for development of **hike and bike trails connecting neighborhoods** to schools, parks and other public buildings and facilities.
- D. Identify potential **new parks and greenways**.

**Goal 15: Ensure that the developer provides impact analysis and contributes toward capital improvement programs proportionate to the development's impact.**

**Goal 16: Update and streamline regulations to reduce regulatory complexity, to encourage both economic development and quality of life, and to control administrative and development costs.**

## **HOUSING / NEIGHBORHOODS**

**Goal 17: Provide sufficient housing opportunities to meet the future needs and demands for people of all income levels in New Braunfels.**

**Objectives:**

- A. Make **opportunities for home ownership** available to as many citizens as possible on a non-discriminatory basis in accordance with the Fair Housing program.
- B. Locate **housing for elderly and disabled persons** in near proximity to social and health services and public facilities.
- C. Consider innovative site built homes and manufactured housing as **potential sources of low and moderate income housing**.
- D. Research **innovative home building practices** and identify other communities with adaptable building code provisions.
- E. Maintain a committee of building code officials and local builders and contractors to identify **innovative building practices** and the feasibility of adoption.

- F. Establish **streamlined procedures** for consideration of innovative building and development principles such as Smart Growth principles.
- G. Provide adequate space for **future development** of all types and densities of residential dwellings, including single and two family residences, tri-plexes, fourplexes, townhouses, and multiple family apartments.
- H. Encourage a **mix of high, medium, and low-cost housing** throughout the City.
- I. Encourage a **range of housing opportunities**, including varied lot sizes and housing choices.
- J. Encourage the integration of **single-family and multi-family structures in new developments with commercial centers** which would serve the varied needs of today's diverse households.

**Goal 18: Increase inventory of affordable housing.**

**Objectives:**

- A. Establish **appropriate zoning and incentives** for redevelopment in older neighborhoods of New Braunfels to increase availability of quality housing alternatives for working families.
- B. Ensure that specific area plans and master plans for undeveloped areas provide for a **diversity of housing types**.
- C. Increase **public information dissemination** on obtaining fair housing, obtaining rehabilitation funding, lodging complaints, and participating in assistance programs.
- D. Promote the development of **alternative housing concepts** in the public/private sectors as a strategy to provide additional affordable housing.
- E. Investigate **programs** to increase low-income and moderate-income housing ownership in New Braunfels. Moderate-income households are those households whose incomes are between 81 and 95 percent of the median income.
- F. Encourage **membership in non-profit, national organizations** to assist low- and moderate-income households in locating and coordinating funding sources.
- G. Support creation of **public/private partnerships** for rehabilitation of existing residential properties.
- H. Encourage affordable housing by allowing location in residential districts that have **greater density levels**.
- I. Provide **incentives** to builders and developers to offer affordable housing. For example, the City may waive service connection, impact, or other building fees in joint ventures.

**Goal 19: Provide an appropriate amount of land for various residential densities and ensure the highest quality living environment.**

**Objectives:**

- A. Encourage **location of medium and high density residential development** in areas considered appropriate and compatible with existing development.
- B. Consider an **original town overlay district** with flexible provisions permitting waivers of height and area requirements to encourage development and redevelopment of high density residential dwellings.

- C. Locate **high density** residential development (more than 12 units per acre) in areas with direct access to arterial roadways.
- D. Locate **medium density** residential development (5 to 12 units per acre) in areas with convenient arterial roadway access.
- E. Encourage **infill development** on vacant tracts within existing developed areas.
  - 1. Conduct a vacant lot inventory and identify lots suitable for infill development.
  - 2. Prepare an inventory list of all vacant properties within established neighborhoods and developed areas.
  - 3. Consider reduced development and zoning standards in overlay districts such as reduced height and area requirements for infill development.
  - 4. Work with area builders to create an infill development program by building speculative homes with community investment grants provided by the City to offset incurred construction loan interest.
  - 5. Consider approval of requests for variances and exceptions to City standards and requirements.

**Goal 20: Protect character and boundaries of existing neighborhoods.**

**Objectives:**

- A. **Protect and improve each neighborhood** of the City to be a desirable and attractive residential environment.
- B. Develop **neighborhood enhancement strategies** and identify a prioritized list of public improvements, such as streets, sidewalks, street lights, signs, and green spaces for inclusion in the City's capital improvement program (CIP).
- C. Task neighborhood associations to conduct an **inventory and condition assessment and survey** to identify areas of their neighborhood regarding quality of life issues, and public facilities and infrastructure such as parks, sidewalks, signage, streets, curbs and gutters.
- D. Respond to **changing market trends**, consumer preferences, economic realities, and design technology relating to housing types and densities.
- E. Periodically review and revise as needed the zoning ordinance, platting regulations, the Thoroughfare Plan, and the Future Land Use Plan to **incorporate contemporary standards and requirements**.
- F. **Utilize design sensitivity and buffering** for commercial uses adjacent to existing or proposed residential area, including existing natural features and physical barriers to buffer incompatible land use.
- G. **Discourage incompatible land uses** from abutting residential areas.
- H. Utilize existing natural features and physical barriers to **buffer incompatible land uses**.
- I. **Discourage through traffic** on local streets within residential areas to lessen traffic hazards while maintaining accessibility for school buses, postal delivery, and emergency vehicles.
- J. Consider **traffic calming techniques** within residential neighborhoods, such as speed tables and humps, traffic islands, and curvature.
- K. Maintain and improve **public facilities** in existing residential areas thereby increasing its economic viability and market attractiveness.

- L. Establish a **neighborhood coalition** with a goal of organizing neighborhood associations.
- M. Develop an **overall target neighborhood improvement program** with recommended public improvements and order of magnitude cost estimates prepared by the City Engineer.
- N. Establish a **neighborhoods-to-standards program** with a prioritized program of neighborhood improvements on a city-wide basis for inclusion in the City's capital improvement program.
- O. Use the street and pavement management systems and establish a **sidewalk pavement management system** to identify priorities for neighborhood public improvement needs.
- P. Require adequate **lot maintenance**.
- Q. Provide **incentives to improve substandard housing** to bring into compliance with building code regulations.

## TRANSPORTATION

**Goal 21:** Provide a system of convenient and safe transportation facilities through comprehensive, cooperative and continuing transportation system planning and development.

**Objectives:**

- A. The transportation system should offer **efficient accessibility** to all residential areas as well as major traffic generators such as the downtown area, Gruene, Schlitterbahn, Landa Park, the airport, shopping centers, major employment facilities, and hospitals.
- B. The planning and implementation of **transportation system improvements should be coordinated** through a cooperative effort between the responsible local, state and federal agencies.
- C. The City should plan, fund and construct **improvement projects** to provide for the free flow of people, goods and services, and to ensure minimum response time for emergency vehicles.
- D. Periodic checks of **unsignalized major intersections** should be made to determine if signal warrants are being met. If warrants are met, only traffic actuated signal systems or later technology should be used, except where other signalized intersections are in the near vicinity; then, interconnected signal systems should be considered to provide for progression movement. Simple time-activated systems could be used on one-way streets to encourage smooth traffic flow and control speeds. All traffic-actuated signals must provide for activation by pedestrians and bicyclists.
- E. **Loading space requirements** in the zoning ordinance should be changed to require that truck loading and unloading facilities for new industrial or commercial development be designed to occur off the public street right-of-way.
- F. Review **off-street loading requirements** to determine potential improvements and modifications, and identify design criteria for use in designing new loading facilities.
- G. **Priorities for implementation** of transportation system improvement should be established on the basis of need, cost and funding requirements.
- H. **Costs for improvement/expansion** of the transportation system should be equitably distributed to the responsible governmental agencies and to the private sector, where applicable.
- I. The City should **develop and maintain roadway facilities and improvements** in accordance with acceptable design standards to assure public safety and maximize their traffic carrying capacities.

1. Improve coordination between the city departments and utility companies for the construction and maintenance of utilities within street right-of-way.
2. Establish a Traffic Control Device Preventive Maintenance Program, consisting of periodically inspecting and maintaining traffic signals, signs and pavement markings to improve effectiveness, safety and savings in related costs.

**Goal 22: The City should plan and develop a unified roadway system of thoroughfares based on function and relative importance, providing a proper balance of arterials, collectors and local streets.**

**Objectives:**

- A. The transportation system should adequately **accommodate and encourage through traffic** on the arterial street system and discourage it on collector and local neighborhood streets.
- B. The City should **cooperate with the Texas Department of Transportation (TXDOT)** and other local jurisdictions to develop a thoroughfare system that adequately meets the demands for intra-city and intrastate trips.
- C. Review all **subdivision plats and proposed developments** for conformance with the City's Subdivision Regulations, Thoroughfare Plan and driveway standards. The review should evaluate adequate access yet minimize interference of traffic on the adjacent roadway network, and ensure the provision of collector and local streets integrated with the arterial street system.
- D. **Additional public street right-of-way** should be acquired on existing facilities as needed to facilitate turn lanes in order to provide additional traffic capacity at intersections.
- E. **Dedication of public right-of-way and construction of street improvements** should be required as development occurs, in accordance with thoroughfare requirements shown on the City's adopted Thoroughfare Plan.
- F. **Lesser right-of-way dedications** may be approved to avoid significant environment, social or neighborhood impacts while accommodating the necessary traffic movements.
- G. The City should **maximize State and Federal participation** in funding transportation improvements to alleviate high accident locations and alleviate traffic congestion.
- H. **Through truck traffic** should be encouraged to utilize the Interstate and State Highway System and other designated truck routes along major arterials, to avoid or minimize impact on residential neighborhoods.
- I. The City should require that **traffic impacts on affected transportation facilities** should be considered in review of zoning changes and subdivision applications, with developer participation in improvements needed to maintain adequate level of service.
- J. The City should **implement the adopted Thoroughfare Plan** to develop a balanced roadway network that includes arterial streets and collector streets. As further development occurs, ensure that provision and adequate arterial, collector and local streets that serve to provide traffic access and circulation and are functionally integrated with the existing arterial and collector street system.
- K. In planning and developing the transportation system, the City should encourage the **preservation and enhancement of green space**.

**Goal 23: Transportation agencies should coordinate their planning activities to ensure consistency and avoid conflicts in planning state and local transportation improvements.**

**Objectives:**

- A. The City should coordinate efforts with TxDOT, Comal County and Guadalupe County to define the exact location of an **extension of FM 306** from IH 35 southeasterly, southerly and southwesterly, passing along the west side of the New Braunfels Airport, crossing FM 758, SH 46 and crossing the Guadalupe River downstream of the Lake Dunlap Dam, and tying to FM 725. Proposed design criteria should be enumerated. The City, through its ordinance powers, must protect and acquire the needed future right-of-way until funding for construction can be secured.
- B. The City, in cooperation with the Texas Department of Transportation (TxDOT), should promote **improvements to the State and Federal Aid highway system**.
- C. The City should coordinate with the Union Pacific Railroad Company to develop an **alternate route for through freight trains**, i.e., use of the old Southern Pacific track between San Antonio and Seguin and SH 130 right-of-way from Seguin to Lockhart and Austin and points northward.
- D. Coordinate with the railroad to provide **railroad/street grade separations** on all future throughfare crossings.

**Goal 24: Provide for the increasing demand for transportation facilities while still maintaining and enhancing the special beauty and unique appeal of the City of New Braunfels.**

**Objectives:**

- A. Cooperate in providing **commuter rail service** in the San Antonio/Austin corridor.
  - 1. The City and County should stay informed as to the feasibility of a commuter rail service in the San Antonio/Austin corridor by participating and cooperating with other governmental organizations in further studies to determine the economic justification for providing such a service at public expense.
- B. Provide a **public transit system** as the need develops.
  - 1. The City and County should periodically evaluate the need for public transit service and initiate action to provide such service when feasible.
  - 2. Land use and zoning should be designed so that destinations are clustered to facilitate potential future transit service and simplify route planning. Transportation plans should include possible future bus stops at major intersections, in Gruene, and downtown.
  - 3. Monitor the need for public transit service every five years and re-evaluate the feasibility of transit service including alternative operating and funding options.
- C. In all transportation project planning, include consideration of **historic and cultural resources**.
  - 1. Any proposed transportation project that impacts designated historical structures or districts should be reviewed in accordance with applicable Federal and State requirements, including coordination with the City's Historical Landmark Commission.
  - 2. Historic bridge structures and retaining wall materials should be reused as much as possible.
  - 3. Wherever possible, alignment and design techniques should be used in all transportation projects to avoid or mitigate impacts on designated historic structures and districts as well as significant archeological sites.
- D. In all transportation project planning, include consideration of **landscaping, visual attractiveness, and the preservation of green space**.
- E. Design of bridges, overpasses, retaining walls, etc. should include **consideration of visual impact** and utilize design features and materials that enhance the aesthetic appearance of the structures.

**Goal 25: Encourage pedestrian and bicycle transportation including provision of safe transportation facilities for pedestrians and bicycles.**

**Objectives:**

- A. Include **pedestrian and bicycle issues** in the planning of all transportation facilities.
- B. Provide **improved pedestrian and bicycle transportation facilities**.
  - 1. The City and TxDOT should jointly establish a pedestrian and bicycle coordinator for the New Braunfels area. This should be accomplished by expanding the responsibilities of a current staff member, by the development of a Civic Volunteer position, or by the addition of a paid staff position contingent upon available grant funds to provide such personnel. The coordinator should promote consideration of pedestrian and bicycle issues in transportation system planning and development, and seek to maximize access to available State and Federal funding for transportation projects that include pedestrian and bicycle facilities.
  - 2. Seek input from the public and school district personnel during the early planning phases of transportation projects, including pedestrian and bicycle access issues.
  - 3. Work with City, County, and State agencies and officials to promote and coordinate the provision of facilities for pedestrian and bicycle transportation.
  - 4. Coordinate with sponsors of local running/walking, bicycling, and in-line skating events to recognize these alternative modes of transportation.
  - 5. Provide for sidewalks on major roadways.
  - 6. Sidewalks should be provided for all new development, offset from street whenever possible.
  - 7. Sidewalks should be added to pre-existing roadways in high pedestrian and vehicle usage areas (commercial areas, school areas, park access areas). Also add crosswalks and appropriate traffic control devices where warranted.
  - 8. Acquire and utilize alternative funding sources for sidewalk improvements along existing roadways in established neighborhoods, including special assessment districts, block grants, transportation enhancement funds, and public-private partnerships.
  - 9. Implement planned improvements for off-street bike and jog trails and on-street bikeways which are identified in the adopted Bikeway and Trail Plan.
  - 10. Ensure that bike lanes are included in road planning and building.
  - 11. Ensure that pedestrian traffic is addressed as part of the platting process.
  - 12. Develop a trail system connecting the Downtown District with the rivers and other historical/natural sites using greenbelts and working with "Rails to Trails" program.
  - 13. Seek to obtain Federal and State financial assistance grants for pedestrian and bicycle transportation projects.
  - 14. Seek to obtain available transportation enhancement funds for implementation of pedestrian and bicycle improvement projects.

**Goal 26: Reduce through traffic downtown by encouraging alternative routes.**

**Objectives:**

- A. In the Thoroughfare Master Plan, address possible **improvements to Walnut** to serve as an alternate route to and from IH 35 for residents. Modify Fredericksburg Road to serve as an alternate route.
- B. Establish "**no through traffic**" and "**no trucks**" designations on local and activity center streets.
- C. Slow traffic in the downtown area using **traffic calming measures** on local streets to discourage non-local traffic.
- D. Direct **commercial truck traffic around the City** on Highway 46 and Loop 337.

**Goal 27: Increase efficiency of movement of goods and services via New Braunfels roads, rail and air service amenities.**

**Objectives:**

- A. Complete **funding of IH 35 widening** project.
- B. Develop **more direct route to New Braunfels Municipal Airport** from IH 35.
- C. Maintain **rail service to New Braunfels** primary industries.
- D. Develop an **outer loop** on the south.

**Goal 28: Link the major activity areas and the major commerce areas in efficient yet high quality ways, including sidewalks linking destinations and activity centers.**

## **WATER RESOURCES, DRAINAGE AND FLOOD DAMAGE PREVENTION**

**Goal 29: Implement a Watershed Management Program to address drainage and flooding problems and needs in New Braunfels and its tributary watershed areas.**

**Objectives:**

- A. **Implement and enforce a storm water management program** consistent with National Pollution Discharge and Environmental Standards (NPDES) requirements designed to reduce the discharge of pollutants from the municipal in accordance with EPA requirements, including:
  - Public involvement/participation;
  - Public education and outreach on storm water impacts;
  - Illicit discharge detection and elimination;
  - Construction site storm water run off control;
  - Post-construction storm water management in new development and redevelopment; and,
  - Pollution prevention/good housekeeping for municipal operations.
- B. Incorporate watershed management program **requirements into the City's Subdivision Regulations** coupled with continued coordination with Comal County.
- C. **Revenue requirements** for Watershed Management Program should be established to include allowances for the following:
  - 1. Existing and future facility maintenance;
  - 2. Administrative costs;
  - 3. Capital improvement projects for drainage; and
  - 4. Personnel costs

- D. Address the requirements of the EPA's proposed Phase II **Storm Water Regulations**. Work with the TCEQ to establish local stormwater requirements and permit procedures.
- E. **Coordinate efforts with Comal and Guadalupe Counties** to see that adequate drainage improvements are provided as new development occurs. The City must coordinate with Comal County, the City of San Antonio, and other jurisdictions to develop and implement a sound approach to regional watershed management.
- F. Update the Drainage Master Plan to **identify needed drainage improvements** and recommend plans for watershed management and flood protection in each major drainage basin for the City and its ETJ (Comal Creek, Blieders Creek, Alligator Creek, Comal River, and Guadalupe River.)
- G. Coordinate with the U.S. Geological Survey Water Resources Division and FEMA to **expand the hydrology monitoring program and hydrologic study** for the major drainage channels and watersheds that are tributary to the Comal and Guadalupe Rivers affecting the New Braunfels area.

**Goal 30: Provide stewardship for natural water resources including the Comal Springs and River and the Guadalupe River.**

**Objectives:**

- A. Develop and maintain a **River Conservation and Management Plan**.
- B. Provide **public access** to the rivers while considering their ability to withstand intense use.
- C. Provide **effective law enforcement** to insure safety and positive experiences.
- D. Secure **funding** designated for river management.
- E. Acquire and set aside as much land as possible along the Comal and Guadalupe Rivers and creeks within the flood plain for **development as greenbelts and/or additional river access**.

**Goal 31: Develop a regional drainage system that protects personal property, traffic flow, and the environment.**

**Objectives:**

- A. Adopt appropriate **development rules and regulations** for the purpose of protecting the watersheds within its jurisdiction by ensuring the installation and maintenance of an adequate drainage system as development occurs.
- B. **Revise ordinances** that adequately govern drainage problems created by new development.
- C. **Update** at least every five years a **citywide drainage master plan** for infrastructure improvements developed.
- D. **Develop impact fees** or similar funding for meeting drainage infrastructure needs for new development and redevelopment.
- E. Determine best methods of **funding drainage infrastructure improvements**.
- F. Require **storage and retention of stormwater** to be used where the conveyance approach is inadequate or not practical.
- G. The **Drainage Utility System** has been established and should support the Watershed Management Program, to be funded by user drainage utility fees, impact fees paid by new development for new capital improvements, and the general fund.

**Goal 32:** **Protect groundwater and surface water sources and prevent pollution in natural drainage channels and structures, i.e. (Comal Creek, Blieders Creek, Alligator Creek, Comal River, and Guadalupe River, Edwards Aquifer, Trinity Aquifer).**

**Objectives:**

- A. Develop **program to protect the Edwards Aquifer** from contamination from non-point source pollution.
- B. Establish **protection against storm water runoff pollution.**
- C. Establish policy for development using **Best Management Practices** such as filter barriers, settling ponds, and to remove major contaminants from storm water before water leaves development site.
- D. Enforce State and Federal laws and regulations governing **underground and above ground storage tanks** for gasoline and other toxic chemicals.
- E. Make sure **spill response and hazardous materials emergency procedures** are up to date at the City.
- F. Enforce requirements for commercial and industrial businesses to provide **notification of hazardous materials** stored on site and notification of the Fire Department.
- G. Regulate **development over the Edwards Aquifer Recharge Zone** and along the Guadalupe and Comal Rivers.
- H. Develop and/or strengthen **erosion and sedimentation control standards** for all construction and development.
- I. Utilize **drainage channel improvements** to convey stormwater runoff to minimize and/or eliminate damage and disruption in areas to be protected.
- J. Promote use of **pretreatment devices** and other Best Management Practices to remove trash and major contaminants from storm water before leaving the site.
- K. Require, in the development standards, the provision of **on-site filter barriers and settling ponds** to remove any major contaminants before water is released from a development site.
- L. Publicize the **regular emergency management drills** for hazardous materials spills as part of a public awareness program of how the City addresses emergencies.

**Goal 33:** **Protect citizens and existing and future development from flood damage.**

**Objectives:**

- A. Rigorously enforce requirements of the City's **flood damage prevention ordinance** to regulate new development, redevelopment and major renovation within the designated flood hazard areas and ensure that sound flood plain management principles and practices are implemented.
- B. **Regulate development within tributary watersheds** that affect the 100-year flood plain to maintain the regulatory floodway and restrict filling and encroachment within the floodplain.
- C. Utilize **mitigation programs** available from the Federal Emergency Management Agency to assist residents and businesses occupying structures in high-risk flood hazard areas to relocate to other areas outside the flood plain.
- D. Encourage FEMA to **update flood maps** every 5 years.

- E. Consider becoming involved in the **Community Rating System (CRS)**. Update the flood plain ordinance and seek lower insurance rates.
- F. Expand the ongoing **flood monitoring program** that uses flood gauges on rivers and streams that use telemetry.

## ECONOMIC DEVELOPMENT

**Goal 34: Address community-wide economic development strategy in a coordinated, multifaceted effort.**

**Objectives:**

- A. Identify **realistic and attainable objectives** related to geographic sectors or corridors of the City, each of which presents unique opportunities and constraints for business and industrial activity.
  - Downtown,
  - IH-35 Corridor,
  - Walnut Corridor,
  - Gruene,
  - Airport Business Park,
  - New Braunfels Industrial Parks, and
  - Other target areas for economic development.
- B. Develop and provide an **economic development portfolio** of business development opportunities and supportive resources available for each sector or corridor. Disseminate the portfolios in printed and electronic media formats as information for attracting potential new or expanded industries and businesses to locate in New Braunfels.
- C. Support and encourage state-of-the-art **information technology**.

**Goal 35: Address community infrastructure improvement and expansion related to economic development.**

**Objectives:**

- A. Keep the availability of **infrastructure and utilities** at competitive rates and maintain favorable expansion policies as important attractants for business and industry.
- B. **Survey other competing cities** in the region to determine their **current policies** for extending and improving infrastructure to accommodate business development and industrial growth. Compare these policies to those existing in New Braunfels and identify recommended revisions or additions.
- C. Consider **access requirements** for areas with new and existing business and industry in updates to the City's Thoroughfare Plan and in roadway improvement projects included in the Capital Improvement Program. Maintain acceptable pavement condition for streets serving business and industrial areas.
- D. Provide an **adequate supply of appropriately zoned areas** for future and existing business and industrial development and expansion.
- E. Develop and promote **New Braunfels Municipal Airport** as the site for airport business and industrial development, including aviation- related and other business types.
- F. Subdivision plats and proposed developments located within the airport environs should be reviewed for conformance with the **New Braunfels Airport Master Plan** to assure protection of airspace requirements and through ordinance powers, etc. Proposed right-of-way for runway extensions must be protected from private development.

**Goal 36: Support economic development programs to recruit and attract new businesses, and to retain and expand existing businesses.**

**Objectives:**

- A. **Market New Braunfels** to those types of businesses and industries identified in the target industry list.
- B. Recognize and support the **private sector organizations** including the Greater New Braunfels Economic Development Foundation, Chamber of Commerce and other allied organizations for assisting and retaining existing businesses and industries.
- C. Conduct an **annual survey of existing businesses and industries** to identify their needs relating to business retention and expansion.
- D. Evaluate and revise the existing **economic development incentive** policy as applicable to retention and expansion of existing businesses and industries.
- E. Create a City-sponsored **awards program** for businesses creating the most new jobs, adding sales tax revenue, and expanding the property tax base.

**Goal 37: To provide quality economic growth which can be supported by available human and natural resources.**

**Objectives:**

- A. **Identify and plan for employers/industry** that the community proactively seeks to attract.

**Goal 38: Recruit, expand, and retain primary industries that pay above average wages.**

**Objectives:**

- A. Encourage economic development organizations to **target high skill, high income** jobs as a priority for recruitment and incentives.
- B. **Support recruitment, retention and expansion efforts** with sufficient funding to be competitive and successful.
- C. Encourage **continued use of sales tax funds** for maximum effectiveness in economic development efforts.
- D. Continue use of targeted and **competitive incentives** to increase quality of primary jobs in New Braunfels.
- E. Provide **adequate zoning** of future development sites in appropriate locations for industrial development served by necessary utilities.
- F. Provide **financial assistance** in the planning and development of industrial parks where appropriate via 4B funding.
- G. Maintain a progressive and conservative **tax policy** in local government entities.

**Goal 39: Identify needs of regional and national tenants.**

**Goal 40: Identify areas where public and private funds can be used for business development.**

**Objective:**

- A. Have the **financial services industry** educate the private sector about how to obtain grants and loans from available federal, state and nonprofit sources for continuing education needs.

**Goal 41:** Continue working with tourism based organizations to promote the City as a place to meet, visit and vacation.

**Goal 42:** Increase the availability of training programs which will provide skills needed to enter the workforce and to promote business development.

**Objectives:**

- A. Encourage the continued utilization of 4B funds for **workforce development programs**.
- B. **Support the CTTC** via 4B funds and community awareness programs.
- C. Encourage and support **School-To-Work programs** with local ISDs like Tech Prep, Texas Scholars and others.
- D. Establish **local technical training programs** that will provide training for a work force for desired businesses/industries and meet needs of existing industries.
- E. Ensure provision for a **trained work force**, along with retraining opportunities.
- F. Establish **local college and technical school programs** in New Braunfels through satellite programs of colleges and universities.

**Goal 43:** Promote heritage tourism.

**Goal 44:** Work to attract recreational facilities for tourists that may also address the City's lack of year-round family entertainment.

## UTILITIES

**Goal 45:** Coordinate the provision of utilities with New Braunfels Utilities (NBU) and other public utilities in a timely and efficient manner to help guide development and adequately serve the demands of a growing city.

**Goal 46:** Set underground standards for utilities.

**Objectives:**

- A. Encourage utility suppliers to **participate in construction cost and incentives** for underground location and relocation.
- B. **Standardize requirements** for underground and perimeter locations for utility lines. Residential drops in new development and redeveloped areas should all be underground.
- C. **Relocate utility lines** in older areas to underground or perimeter locations, where feasible.

**Goal 47:** Expand possibilities to reuse treated wastewater.

**Objectives:**

- A. Seek out **existing industries** that could utilize reuse water.
- B. Study and **install infrastructure** required to use treated wastewater to irrigate city parks.
- C. Attempt to attract **new industry** that will utilize reuse water.

**Goal 48:** Maintain water conservation rebate or incentive programs.

**Goal 49:** Ensure New Braunfels maintains and expands pumping rights in the Edwards Aquifer.

**Objectives:**

- A. Stay **involved with the Edwards Aquifer Authority** providing input as rules are formulated and permits issued.
- B. Continue to **acquire additional water rights** for the City as New Braunfels expands in area through annexation.

**Goal 50:** Consider and secure additional water supplies from sources other than the Edwards Aquifer.

**Objectives:**

- A. Continue **dialogue with GBRA** to make sure that **adequate water** is available for future requirements of New Braunfels.
- B. Continue to evaluate **surface water treatment plant capacity** in advance of need for additional water supply in order to decrease demand on aquifer.
- C. Continue to pursue **additional pumping rights** from other aquifers wherever they become available.
- D. Continue to acquire **additional water rights** for the City by assumption of rights for newly annexed areas as the City expands and continued development of agreements with the Guadalupe-Blanco River Authority for future water supply needs.

**Goal 51:** Increase Edwards Aquifer recharge to the maximum economically feasible.

**Objective:**

- A. Seek **funding** for potential of additional small dams to recharge the Edwards Aquifer.
- B. Utilize the future land use information about generalized future land uses from the comprehensive plan as a basis for determining the **service demand characteristics and needs** of future development areas.

## ENVIRONMENTAL PROTECTION

**Goal 52:** Safeguard natural resources through acquisition, preservation, and eco-friendly planning.

**Objectives:**

- A. Identify areas for **open space protection**.
- B. Acquire **natural areas** for linear park development.
- C. Implement **environmental standards** to be used in the care and development of parks.
- D. Ensure **Tree City designation** criteria are met annually.

**Goal 53:** Reduce and control air pollution.

**Objectives:**

- A. Educate public on **ozone problems/EPA laws and rules**. Attend TCEQ seminars to provide specific information on ozone and other air pollutants in New Braunfels.
- B. Increase enforcement on **vehicle exhaust systems**.

- C. Target desirable **industries for economic development**.
- D. Promote **car-pooling and travel consolidation**. Establish “park and ride” locations for meeting/leaving vehicles.
- E. Encourage TxDOT to develop and maintain **parking (park and ride) lots** near major transportation routes to support carpooling and ride sharing.
- F. Encourage **public - privately maintained parking facilities** to serve the growing tourist industry.
- G. Utilize the zoning ordinance provisions that allow **public and private parking lots** in appropriate locations in the city.
- H. Add **parking facilities as a permitted use** in the C-4, C-4A, and C-4B resort commercial districts. Amended the text to provide permitted parking for larger vehicles in specific locations.
- I. Designate **staging areas for tour buses** and other larger means of passenger transportation.
- J. Encourage the development and utilization of **shuttle transportation** to activity centers from the city parking and private lots. Visitors and tourist to the city should be encouraged to use these remote lots by advertising and directional signage.
- K. Improve **traffic flows** to reduce idling time of vehicles.
- L. Encourage **Stage II recovery systems** at new and remodeled fueling stations.
- M. Work with the counties and regional government to develop and implement **regional air pollution remedies**.
- N. Increase the use of **alternative-fuel vehicles**.
  - 1. Where feasible, public vehicles (garbage trucks, school buses, city-owned cars, etc.) should be powered by alternative fuels.
  - 2. Provide information to the public about alternative-fueled vehicle options, local sources of alternative fuels, etc.
- O. In cooperation with state and regional air quality planning and regulatory agencies, **develop a plan for reduction of air pollution** which is produced by vehicle emissions. This should include all types of vehicles (city-owned, commercial, and privately-owned) and consideration of alternative fuels.

**Goal 54: Reduce and control river pollution.**

**Objectives:**

- A. Enforce laws and ordinances to **prohibit river pollution** by users (littering).
- B. Investigate alternatives for **reducing over-utilization** of the Comal and Guadalupe Rivers during peak recreation periods.
- C. Control **non-point sources** of storm water runoff pollution. (See Stormwater Drainage objectives)
- D. Promote and develop, with the cooperation of the county and state, **more and better public access** to both rivers.
- E. Implement city sponsorship of a "Friends of the Rivers" program to re-institute an **awareness of the littering** in the rivers.
- F. Provide more and obvious **trash receptacles** at strategic locations along the river and in parks and public spaces.

- G. Actively support the **recycling program** for paper, metal and glass. Provide recycling bins at major activity centers, particularly along the rivers.
- H. Contact property owners along the river to institute **conservation easements** to protect the river and adjacent land from inappropriate development and, in some cases, to allow additional access to the rivers.

**Goal 55:       Reduce and control noise pollution.**

**Objectives:**

- A. Improve traffic flow within the City to **reduce congestion and noise levels** in residential areas.
- B. Enforce noise limitations to **prohibit excessive muffler noise levels** for motor vehicles.
- C. Work with industries to **reduce excessive or nuisance noises**.
- D. Explore options to reduce **railroad horn noise and create quiet zones**.

**Goal 56:       Promote recycling and reuse of resources through the provision of accessible collection locations, opportunities for reuse of materials, (e.g. mulch) and education.**

**Goal 57:       Keep New Braunfels clean and beautiful.**

**Objectives:**

- A. Increase **penalties and enforcement** to reduce littering.
- B. Involve community organizations and citizens in helping to **clean up and maintain neighborhoods**, open spaces, riverfront areas and channels, and public property.
- C. Encourage private and civic groups to **maintain landscaping along roadways** and sidewalks.
- D. Create a program for “**Adopt a street, plaza, park, etc.**” program.

## **DOWNTOWN**

**Goal 58:       Maintain an attractive and lively downtown area that creates a deep sense of community.**

**Objectives:**

- A. Provide a **safe, pleasant environment**.
- B. Create a **streetscape design** with a historic flavor blending historic periods to ensure new aspects of the design are compatible with the existing historical buildings, emphasizing the uniqueness of the historical fabric.
- C. Sponsor **streetscape beautification** of Landa Street, San Antonio Street and Seguin Avenue and additional street trees on other streets as shown in historic photographs.
- D. Recognize downtown as the **center of commerce, the center of government, and a visitor destination**.
- E. Preserve the **Comal County Courthouse** as a recognizable county complex.
- F. Establish a **downtown walking (exercise) trail** program.

- G. Improve **pedestrian linkages** between downtown and the existing government center, to the Comal River, Faust Street Bridge and the Market Place/“Mill Village” area, and along Seguin Avenue and San Antonio Street. Install **signage** for the pedestrian linkages.
- H. Connect a **path from the river walk** along the Comal to the San Antonio Street bridge, grade separate the walking lanes on the bridge from the vehicle lanes when the bridge is widened to 4 lanes, and connect to a distinctive walk to the Courthouse to the Bandstand plaza.
- I. Clearly **delineate pedestrian crosswalks** with pavement markings and textured pavement, where feasible.
- J. Encourage development of **second floor spaces** in downtown buildings **for residential use** to add 24-hour activity to the downtown thus increasing safety and security.
- K. **Coordinate with TxDOT** and other public agencies so that street and utility improvements are in concert with the appearance in the city.
- L. Establish **distinctive area or use identifications** for downtown, historical homes, parks, water recreation and government. Identify on street signs with an area logo or have distinctive street signs for the different areas. They could be identified with seasonal banners on light posts and flagpoles or through customized street name signs that are a distinct color. These should coordinate with the location map in design and color.
- M. Encourage **reuse of the existing stone** or similar masonry materials in the reconstruction of the **railroad underpasses on Seguin and Landa Streets**.
- N. Develop and implement a **landscape ordinance for downtown**, the historical areas, existing and new residential and commercial developments.
- O. Encourage **sidewalk cafes and sidewalk vendors** selling street food and drinks.
- P. Keep an **NBU presence** for payments and applications somewhere on Main Plaza and essential services including government offices downtown.
- Q. Encourage the **relocation of industrial uses** from downtown to other areas with proper zoning.
- R. **Expand street lighting**, making sure it is pedestrian-scaled. Where historic photographs show an earlier style of lighting, consider establishing reproduction lighting or a close facsimile of the earlier lighting appropriate for the period of the square.
- S. Develop a program to **reduce/remove overhead utility lines** by placing them underground.
- T. **Coordinate the utility relocation** with street, waterline and sewer improvements to avoid repetition of construction work.

**Goal 59: Make downtown “user friendly”.**

**Objectives:**

- A. Provide **accessible public facilities and amenities** downtown including restrooms, drinking fountains, benches, trash receptacles and additional public parking. Provide landscaped “parking parks” on unused city-owned land.
- B. Develop a **relational location map** for the City showing the different areas of interest and destination to include downtown, parks, Schlitterbahn, Gruene, Faust Street Bridge and connecting corridors, etc.

- C. Install a **wayfinding system** that shows these general locations with specific locations for places of interest. Place at entrances to the City, at the tourist information center on IH 35 and in the parks and at major attractions.
- D. Develop **informational and directional signage** with common themes and styles.
- E. Create a **temporary pedestrian mall** around Main Plaza for special events only. Carefully orchestrate the timing of these events so traffic flow is not further restricted.
- F. The City should take the initiative, working with downtown businesses, to develop a **coordinated system of off-street parking** close to Seguin Avenue and/or San Antonio Street which should be free of charge and open to the public. These public parking areas should not be restricted to those shopping at specified businesses. There should be signs along the main streets directing shoppers to those parking areas. These public parking areas should be attractively landscaped and have marked walkways leading to the nearest main street. This should be a "shopper friendly" service.
- G. Establish a Tourist Information/Visitor **data and information facility** in a central downtown location with good visibility and access.

**Goal 60: Provide access to the Comal River and associated amenities.**

**Goal 61: Improve traffic flows through and around downtown without sacrificing pedestrian friendliness.**

**Objectives:**

- A. **Relocate existing industries** around or near Main Plaza to more convenient and accessible locations and rezone these industrial uses to C2A. Grandfather other existing uses in the Castell Street and Market Street areas.

**Goal 62: Provide street, drainage, sidewalk and tree maintenance in the downtown area.**

**Objectives:**

- A. The City should **maintain sidewalks and trim trees** within the public right-of-way and encourage adjacent property owners to assist in maintaining their street frontage.
- B. Involve the **community in downtown maintenance** by sponsoring an "Adopt a Street, flower bed, building, park etc." programs by businesses, schools, church groups.
- C. Encourage **cleaning of sidewalks** to keep sidewalks clear, trash picked up, trash receptacles emptied, trees trimmed, gutters clean etc.

**Goal 63: Encourage developing a themed downtown entertainment district.**

**Objectives:**

- A. New Braunfels should establish a **historic/theme overlay district** in the downtown area to promote and establish a downtown entertainment district. Boundaries could include the Comal River on the east, Coll Street on the north, Bridge Street on the west, and Academy Street on the south. The overlay zone would establish:
  - Architectural guidelines,
  - Street signs, and
  - Hours of operation.
- B. **Special zoning regulations and incentives** should be created to promote retail, eating and drinking establishments, bed and breakfast, lodging, and entertainment.

- C. At special times during the year when seasonal events are held in the Main Plaza area, **traffic should be routed around the** event and San Antonio Street should be closed to automobile traffic.
- D. Celebration of **festivals** should be promoted. These include but are not limited to Fasching, Spring Fest, Kris Kringle mart and October Fest (Wurstfest).
- E. Local banks should be encouraged to make **low interest loans** to new and existing businesses to encourage compliance with the theme zone.
- F. **Develop special incentives** to lure entertainment business into the district.

## HISTORIC PRESERVATION

**Goal 64: Assure positive impact of development and growth on the heritage of New Braunfels.**

**Objectives:**

- A. Encourage new **historic preservation initiatives** resulting from growth trends.
- B. Maintain and ensure **compatible uses** in existing historic districts.
- C. Ensure **compatibility of historic areas** with changes in adjacent and neighboring land uses due to growth.
- D. Adopt **historic preservation policies** that encourage the responsible rehabilitation of substandard homes and the revitalization of existing neighborhoods.
- E. Use the **International Building Codes'** provisions about existing and historic properties on projects where historic preservation is important.
- F. Establish a formal process and criteria for the **consideration of variances** for historical structures that can be reviewed and approved by the Construction Board of Adjustment.
- G. Using the historic inventory/survey of cultural assets, **propose historic districts** or areas where distinctive street name signs identify the limits of the defined area.

**Goal 65: Increase historic preservation efforts in New Braunfels.**

**Objectives:**

- A. Support the **work of the Historical Landmark Commission** and other groups interested in historical preservation.
- B. Develop **partnerships with preservation-minded interest groups.**
- C. Apply for **grant funds** for historic preservation available from state, federal and private sources.

**Goal 66: Development should be compatible with historic preservation sensibilities.**

**Objective:**

- A. **Recognize and protect historical features** from possible negative impacts of new development and construction.

**Goal 67: Preserve the unique character of downtown and historic New Braunfels through the combination of neighborhood revitalization, façade restoration and sensitive infill.**

**Goal 68: Continue to improve the level of knowledge regarding historic preservation.**

**Objectives:**

- A. Increase the understanding about the **positive economic impact of historic preservation.**
- B. Increase the understanding about **historic preservation techniques and resources.**
- C. The City of New Braunfels and the New Braunfels Historic Landmark Commission should develop and undertake an **educational and informational program** to improve public awareness and understanding of historic preservation issues in New Braunfels.
- D. **Host conferences** having to do with history and historic preservation sponsored by statewide special interest groups revolving around the theme of history, historical, antiquities, etc.
- E. Increase the community's knowledge of historic preservation by **holding seminars and publishing informational guidelines** for building inspectors, architects, engineers and contractors to encourage coordination and understanding of building codes and their effects on historic structures.
- F. Through educational features in the newspaper and other means of reaching property owners in New Braunfels, encourage everyone to be true to the City's authentic architectural heritage by increasing awareness that **"fake" architecture is not appropriate.**
- G. Increase the community's knowledge of historic preservation by carefully honing **"History Buff's Theme Tours of New Braunfels"**. This type of activity would appeal to the Heritage Tourist. Specific themes include:

- Heritage Tourism
- Prehistoric New Braunfels
- Native Americans in New Braunfels
- German settlements in New Braunfels
- Late 19<sup>th</sup> Century and early 20<sup>th</sup> Century New Braunfels
- El Camino Real as it passes through New Braunfels

**Goal 69: Enhance the heritage image of the City by designating historic areas and structures that should be preserved, restored, and used for adaptive reuse.**

**Goal 70: Improve building code policy concerning historic preservation.**

**Objectives:**

- A. Utilize the existing buildings and historic building portion of the building code for building code inspection and permitting for **qualifying older buildings** that contribute to the historic character of New Braunfels.
- B. When **new building codes** or revisions are adopted and the City updates the codes, they should address historic properties.

**Goal 71: Maintain New Braunfels "Certified Local Government" status through the Texas Historical Commission and partake in offerings the program affords.**

**Goal 72: The City should survey and inventory the historic structures and places.**

The resulting data can be used to:

- A. Identify properties that **contribute to the community's character**, or that of its neighborhoods, or that illustrate its historical and architectural development, and as a result merits consideration in planning.

- B. Identify properties or areas whose study **may provide information about the community's past**, and contribute to scholarship, which should be preserved or subjected to scientific investigation.
- C. Establish **priorities for conservation, restoration and rehabilitation efforts** within the community.
- D. Provide the **basis for using legal and financial tools** to protect and enhance historic resources.
- E. Provide planners with a database from which to **monitor and channel new development**.
- F. Increase awareness in the public and private sectors of the **manmade environment and the need for preservation efforts**.
- G. Enable local governments and Federal agencies to meet their **planning and review responsibilities** under existing Federal legislation and procedures.

**Goal 73:**        **Establish a multi-faceted incentive program to improve and broaden historic preservation efforts.**

**Objectives:**

- A. Consider **tax abatements, 4B funds, and hotel occupancy tax funds** as incentives to the redevelopment and adaptive reuse of significant historical structures.
- B. Seek public cooperation and support for **public/private partnerships** by providing funds and appropriate in-kind services for construction.
- C. Provide **financial recognition incentives** to those wanting to undertake historic preservation or restoration projects.

**Goal 74:**        **Refine or add zoning requirements to be compatible with the community's overall intentions toward historic preservation and the best interests of the community as a whole.**

**Objectives:**

- A. Creation of **historical and or conservation districts**.
- B. Encouraging **residential occupancy on the second floor** of downtown business.

**Goal 75:**        **Preserve and enhance the local historic, archeological and cultural resources.**

**Objectives:**

- A. Develop a **cultural resource plan** as part of the Parks, Recreation and Open Space Plan.
- B. Prioritize **preserving properties** with high historical, archeological and cultural significance.
- C. Promote **awareness of identified resources** through marketing, programs and events.

## **PARKS AND RECREATION**

**Goal 76:**        **Ensure existing parks and recreation facilities are maintained and updated to provide high quality recreation experiences.**

**Objectives:**

- A. Maintain an updated **Parks, Recreation and Open Space Master Plan** to address current park inventory, needs analysis and comprehensive trails plan.
- B. Develop and maintain **park maintenance standards**.

C. Develop an annual **capital improvement program** to address infrastructure needs.

D. Renovate and update **existing facilities**.

**Goal 77: Acquire and develop park and recreation facilities in areas of the city where current acreages are below adopted standards.**

**Objectives:**

A. Continue to implement a **parkland dedication ordinance** for inclusion in the subdivision ordinance.

B. Develop a plan showing **locations for desired new park** and recreation areas.

C. **Acquire land** in identified future growth areas in advance of development.

D. Encourage the use of **greenways, greenbelts, plazas, courtyards, and natural areas**.

**Goal 78: Improve park access for citizens and visitors.**

**Objectives:**

A. Encourage, acquire and develop **neighborhood parks**, both public and private.

B. Encourage **linear parks, greenbelts, and greenways** along creeks and drainage areas wherever practical.

C. Ensure **safety and security** in all parks through design, maintenance and enforcement.

**Goal 79: Provide first class recreation and athletic facilities and programs for citizens.**

**Objectives:**

A. Create a **recreation center** to serve residents of all ages and abilities.

B. Renovate/construct **athletic facilities** for tournament and league play such as a sports complex or recreation center.

C. Encourage **healthy, active lifestyles**.

D. Provide **recreation programs and community events** for residents and visitors.

E. Promote **revenue generating opportunities** where appropriate in order to decrease financial dependency on the general fund.

**Goal 80: Develop collaborative efforts with other public, non-profit, schools, and private organizations to develop a system of efficient park and recreation resources.**

**Objectives:**

A. Encourage **public/private participation** in improving and maintaining park facilities.

B. Establish a **land dedication system** for development of new park facilities.

C. Develop **joint park planning processes** with school districts and the counties.

D. Develop linear parks by **tying the Master Parks Plan with the Master Drainage Plan** (Dry Comal Creek, Alligator Creek, Blieders Creek, North and South Tributaries).

E. Pursue **joint use sports field and natatorium facilities** (pool).

- F. Locate **park sites adjacent to and contiguous with school sites** to make maximum use of and compliment common facilities and grounds.

**Goal 81: Acquire grants and other sources of funding other than the General Fund.**

## **EDUCATION AND YOUTH**

**Goal 82: Provide quality post high school educational opportunities, including junior college, technical schools, public schools, and private schools to ensure a knowledgeable, responsible citizenry.**

**Objectives:**

- A. Enhance/expand present **post-high school courses** now offered post secondary institutions.
- B. Encourage universities (both public and private) to **offer programs locally**.
- C. Solicit the location and classes of **major universities** to provide post-high school educational opportunities.
- D. Enhance/expand post-secondary courses offered by **San Antonio College**.
- E. Encourage other universities (both public and private) to offer **satellite facilities/programs**.

**Goal 83: Provide facilities, services, and programs for youth.**

**Objectives:**

- A. Evaluate and **better utilize existing facilities, services, and programs**.
- B. Determine **specific types of programs/activities** that are needed and are likely to be used by specific age groups.
- C. Develop a **directory of youth-related services/programs** available in New Braunfels.
- D. Provide for a **coordinating mechanism** and/or center for overall organization of all facilities, services, and programs.
- E. Empower youth to help find **solutions through youth input and involvement**, such as youth committees, etc.

**Goal 84: Provide work opportunities for youth that complement their educational needs and that youth can access.**

**Objectives:**

- A. Develop awareness of and information for **work opportunities**, jobs, and different types of occupations.
- B. Promote and upgrade/enhance existing **business and education partnerships** through the Chamber, fraternal organizations, and civic groups.
- C. Promote **voluntary cooperation** between schools/businesses for youth jobs.
- D. Encourage the expansion or creation of **vocational classes and training** at the high school level.
- E. Provide **accessible work opportunities** for youth that complement their educational needs.
- F. Develop a job **outline and web page for jobs** and other information on work opportunities.

- G. Develop a **mentor program** to connect youth with experienced business people.
- H. Provide youth training for **job interviewing**.
- I. Utilize Job Training Partnership Act (JTPA) and other **work agencies**.
- J. Utilize the expertise and experience of **retired residents** to educate and train youth in different vocational opportunities.

**Goal 85:** To provide social opportunities for teens for after school/evenings in a supervised environment.

**Objectives:**

- A. Ensure a mechanism to **organize, plan and coordinate activities**, allowing for student input to planning.
- B. Provide a **sponsors' pool** of civic organizations service businesses, retired citizens that could provide and supervise activities on a rotation basis.

**Goal 86:** Better fund, coordinate and prioritize programs for "at risk youth" and for programs and organizations that are successfully intervening with families with potential "at risk youth".

## **CAPITAL IMPROVEMENTS**

**Goal 87:** In accordance with the City Charter, a Five Year Capital Improvement plan (CIP) should be considered when the city budget is considered in accordance with the following process.

1. The Mayor and City Council work with the City Manager to develop CIP Goals, a fiscal Goal and an administrative process.
2. Citizens, groups, appointed committees, and staff are invited to submit capital project requests upon pre-designed forms according to a timetable or calendar.
3. The City Manager reviews all requests.
4. The City Manager submits the recommended CIP to City Council.
5. The first year projects are budgeted.
6. After a year passes, the process is repeated. Year Two of the first CIP now becomes Year One, Year Five becomes Year Four, and an additional year added as Year Five. Individual projects within any of the years may be modified, added, or deleted. Approval of a project scheduled for Year Two, for example, doesn't mean that the project will receive automatic approval the next year.

## IMPLEMENTATION

Planning is a continuous process. As such, it is important to realize that this document is by no means an end in itself. Following are Plan implementation policies.

- Policy I 1.** The comprehensive plan must be **constantly scrutinized** to ensure that its goals, objectives, policies, and recommended actions continue to reflect changing community needs and attitudes.
- Policy I 2.** The comprehensive plan should **continually be referenced** in planning studies and zoning case reports, as well as informal discussion situations.
- Policy I 3.** Identification of potential **plan amendments** should be an ongoing process by the Planning Commission and City staff throughout the year. Requests for plan amendments can also be submitted by citizens, property owners, community organizations, and other governmental entities, and be made with zoning case or plat review.
- Policy I 4.** Proposed **plan amendments** should be reviewed and approved by the Planning Commission. Plan amendments should be adopted in a manner similar to the plan itself, including public hearings and consideration of action by the Planning Commission and City Council. Plan amendments should be adopted by resolution.
- Policy I 5.** The Planning Commission should prepare an **Annual Report** for submittal and presentation to the City Council. Status of implementation for the comprehensive plan should be included in the Annual Report. Significant actions and accomplishments during the past year should be included, as well as recommendations for needed actions and programs to be developed and implemented in the coming new year. The time schedule for preparation and submittal of the Annual Report should be coordinated with the City's annual budget development process so that the recommendations will be available early in the budgeting process.
- Policy I 6.** **Major updating** of the comprehensive plan should occur **every five years**. The result of the major plan updates will be a new comprehensive plan for the city, including new identification of up-to-date goals, objectives, policies, and implementation actions.
- Policy I 7.** **Citizens should continue to be involved** in implementation and maintenance of the comprehensive plan. Advisory committees, public meetings and community workshops, town meetings, public forums, newsletters, media releases, and public notices should be utilized to inform and involve citizens in continuing planning.
- Policy I 8.** Ensure a **broad range of community interests and geographical areas are represented** in City-appointed committees, etc. Create and maintain a pool of interested citizens to serve on the various boards and commissions.