Envision New Braunfels was adopted by City Council in August 2018. This Comprehensive Plan reflects the community's vision, as well as a guide for the future of New Braunfels. The planning area for the comprehensive plan includes the corporate limits of the City of New Braunfels and its extraterritorial jurisdiction (ETJ) in unincorporated Guadalupe and Comal counties. Envision New Braunfels is a long-range plan with an anticipated life span of fifteen years. It aids our community in making key decisions for our future and provides big picture direction for implementing strategies for growth in future places throughout the city. The Plan provides an evaluation framework for land development applications, and an action plan for revisions to the Code of Ordinances and the City's official Zoning Map. It also provides information and a context by which New Braunfels can make key capital investments, as well as providing priorities for more detailed plans for key areas of town. Broad based implementation of the plan will involve community organizations, city and county government, and school districts.

Updates will be made every five years to the Envision New Braunfels Comprehensive plan to help insure it remains current during a time of rapid growth for both the community and the surrounding counties. An status report tracking progress and implementation of the plan will be provided annually to City Council. This is the first implementation status report, and reflects the progress made since adoption. The intent of this report is to promote implementation accountability, to highlight the components of the Comprehensive Plan, and to provide an annual picture of the progress New Braunfels has made towards implementation of the plan’s action items.
The American Planning Association (APA) Texas Chapter presented the Statewide 2018 Comprehensive Plan Award to the City of New Braunfels - Envision New Braunfels. The document is an update to the 1999 Comprehensive Plan, which was last updated in 2006. It is a community driven planning initiative that will guide strategic decision making around core issues such as housing, transportation, urban design, economic development and natural resource protection, all to sustain quality of life in the face of tremendous growth over the next 15 years. Envision New Braunfels was developed over a 2-year process that included data collection, technical expertise, and continuous public input. This public input involved the engagement of 8863 total participants and 1436 written comments with feedback about the plan. Envision New Braunfels addresses projected growth through goals, strategies and actions that will drive policies, projects and partnerships to improve the built environment, guide development patterns, enhance mobility, increase housing options and encourage regional collaboration.

American Planning Association Texas Chapter Planning Official Award was presented to Ron Reaves, who led the Envision New Braunfels Steering Committee.
New Braunfels has a long history of community driven long-range planning efforts, beginning in 1964 with the city’s first comprehensive plan. Envision New Braunfels, adopted in 2018, is the city’s fourth comprehensive plan and establishes a vision and framework for the future of New Braunfels. The Comprehensive Plan was created through public dialog and review and is a tool to help ensure that our quality of life is maintained amidst the tremendous growth occurring in central Texas. Relevant provisions of the Plan should be used to guide decisions on land use, the environment, the economy, transportation, housing and any topic that has the potential to impact the quality of life in New Braunfels.

Due to its rapid growth, a planning horizon of fifteen years was selected for Envision New Braunfels. Centered between Austin and San Antonio, each year more than 3 million visitors come to the New Braunfels area to explore the shopping and recreational activities and to enjoy the unique culture and heritage of the area. Comal County and the City of New Braunfels have consistently been rated within the fastest growing areas in the country for the past several years.

Envision New Braunfels will remain special by design fostering an unequaled quality of place with a culture of cooperation.
Community Driven Plan Elements are primary components of Envision New Braunfels and are the organizing foundation upon which the Plan Goals were developed. Chosen by the residents of New Braunfels, each Plan Element was developed by an Advisory Group comprised of community members. Plan Elements were evaluated, information about them was gathered and existing conditions were noted. Strengths and opportunities were identified, as were goals of past comprehensive plans. Where applicable, lists of resources related to the plan element were also created. Nine Plan Elements produced a total of 46 goals. As goals were identified, the Advisory Groups developed a list of strategies that supported the goals and provided the framework for implementation.
### Implementation Road Map

<table>
<thead>
<tr>
<th>Goals</th>
<th>Strategies</th>
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<tbody>
<tr>
<td><strong>Goals</strong></td>
<td>Goals are broad guiding statements that describe community hopes for the future. A goal is a point towards which we strive.</td>
</tr>
<tr>
<td><strong>Strategies</strong></td>
<td>Describe what is needed to move the community in the direction of completing the goals. Strategies guide decisions and future actions.</td>
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<tr>
<td><strong>Actions</strong></td>
<td>Specific actions for each strategy may be a project, program, policy, plan initiative or community partnership.</td>
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<table>
<thead>
<tr>
<th>Strategy 1</th>
<th>Strategy 2</th>
<th>Strategy 3</th>
<th>Strategy 4</th>
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<tr>
<td>Support</td>
<td>Activate</td>
<td>Balance</td>
<td>Innovate</td>
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<tr>
<td>Vibrant</td>
<td>Neighborhoods</td>
<td>Jobs and Housing</td>
<td>in Parks and Public Spaces</td>
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<tr>
<td>Centers</td>
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<td>Choices</td>
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<th>Strategy 5</th>
<th>Strategy 6</th>
<th>Strategy 7</th>
<th>Strategy 8</th>
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<tr>
<td>Bolster</td>
<td>Coordinate</td>
<td>Connect</td>
<td>Cultivate</td>
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<tr>
<td>Resilient</td>
<td>Community</td>
<td>All</td>
<td>Local and</td>
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<tr>
<td>Infrastructure</td>
<td>Investments</td>
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<td>Regional</td>
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<th>Strategy 9</th>
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<tr>
<td>Connect</td>
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**Prioritization and Timeline**

Action Items are categorized based on anticipated implementation timeframes. An action item may be designated for one-time implementation, or it may be implemented on a continual basis. Timelines for implementation are 1-3 years (short-term), 4-7 years (mid-term), 8-15 years (long-term), or continual for broad reaching action items that require ongoing implementation over multiple years to achieve completion. Envision New Braunfels Action Items are unique from other City's plans because not just City Departments are responsible. Rather, community organizations, businesses, school districts, neighborhoods and other entities are all participating with the City on Implementation.

**Implementation Status**

264 Action Items were identified in the Envision New Braunfels Plan. In just the first year of implementation, progress has already been made on over 65% of the short-term action items, with 5% of them completed! 43% of the mid-term action items are in progress, and 7% of the long-term action items are advancing in status. 72% of the continual implementation action items are already ongoing. Comprehensive Plans typically have planning horizons of 25 years. Due to New Braunfels’ rapid population growth and accompanying rapid Comprehensive Plan implementation, Envision New Braunfels’ planning horizon is 15 years, with anticipated 5-year updates.

**Overall, 60% of all Action Items Are Advancing in Status**
<table>
<thead>
<tr>
<th>Sub Areas</th>
<th>Existing Centers</th>
<th>Corridors</th>
<th>Future Centers</th>
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<tbody>
<tr>
<td>[Image]</td>
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**Future Land Use Map**

[Image]
Service Highlights

Public Safety

2019 Bond Projects

Police Station
Status: In final design
Construction estimated to begin 2020

Fire Stations 2 and 3
Status: In final design
Construction estimated to begin 2020

Associated Action Items
6.14 Upgrade or construct new Police Station or Substations
6.15 Renovate Fire Stations 2 and 3
Service Highlights

Streets and Sidewalks

2013 Bond and Year 1 2019 Bond Projects

Klein Road Profile

Ongoing Street and Sidewalk Maintenance
Public Safety - Walkability

Roadway and Sidewalk Associated Action Items

1.12 Collaborate with Internal and external partners and stakeholders to identify and connect sidewalk and bicycle lanes to trails to improve access and connectivity to key hubs and desirable destinations.

2.12 Use trails, shuttles and complete streets to connect existing and new destinations and experiences.

3.19 Improve walkability across town to attract younger generations seeking pedestrian connections.

5.14 Provide annual funding level, including inflation, to fund street and drainage improvements.

7.12 Correct drainage problems that inhibit walking/accessibility.

7.21 Ensure there is connected multimodal access to all public facilities and from all parts of town.

7.26 Improve mobility through regular maintenance of infrastructure.

7.3 Prioritize connecting existing sidewalk gaps through development requirements or public investment.

7.5 Continue development of sidewalks and trails to increase interconnectivity by 5% each year to support reduction of carbon footprint.

7.51 Continue to annually increase road repair budget.

Pedestrian Improvement Projects Initiated in 2019 to include sidewalks, ramps, crosswalks and signage

San Antonio Street - from Walnut to Academy sidewalks on both sides of street for connectivity to downtown

McQueeney Road - from Briarbend to Northridge, sidewalks on both sides of street for connectivity to neighborhood, Memorial Hike/Bike Trail and Fischer Park

Seele Elementary - improves pedestrian facilities for the elementary school and enhances safe travel to Landa Park, Landa Street and North Walnut Street.

South Walnut Avenue - from IH35 frontage to Gardenia Drive, improvements to promote alternative means of travel in congested area

Common Street - from Gruene Road to Sundance Parkway maintenance and sidewalks, intersection improvements at Gruene Road and Common Street.

Recently Completed Pedestrian Improvement Projects

Downtown Sidewalk, Lighting and Signal Improvements Phase 1

Along San Antonio Street from Gilbert Avenue (Comal River Bridge) to Academy Ave, and Hill Avenue to Academy Avenue, including surface pedestrian accessibility improvements, pedestrian signals at Castell Avenue and Academy Avenue, extends antique lighting, maintains and standardizes brick pavers, provides flush flagpole inserts (Morning Lions Club installs flags on holidays), and preserves historic elements such as curb inlays and horse rings.
### Implementation

**Downtown Revitalization**

**Associated Action Items**

**Action Item 2.5**

Encourage diversification of commercial activity Downtown to build on and sustain existing historic resources and maximize structure utilization for economic expansion.

---

**Key Location Provides Unique Opportunities**

**Streetscape Improvements**

**Pedestrian Activity Supports Business**

**Actions Implemented**

**Innovative Solutions**
Since adoption of Envision New Braunfels a series of Incremental Code Improvements have been implemented. Improvements have focused on balancing neighborhoods and commercial activities, providing for innovative and workforce housing, amending tree and landscaping regulations, minimizing commercial impacts to neighborhoods, and creating new districts that encourage redevelopment. A number of Action Items are impacted by these improvements.

A Special Place By Design

Adopt a Unified Development Code that encourages great urban design for existing and future centers. Actions to adopt a Unified Development Code will align the City’s regulations with Envision New Braunfels goals and strategies. These updates could include the incorporation of incentives for specific types of development, design standards for mixed-use development, and consideration of new historic districts and accompanying standards. Design in Envision New Braunfels Centers should:

- Have a mix of uses.
- Be pedestrian-oriented and scaled.
- Provide pedestrian amenities such as sidewalks, shade, lighting, trees, and landscaping.
- Provide safety throughout including cross-walks and driveway consolidation.
- Use Context Sensitive Solutions (CSS).
- Exhibit green building rating systems.
- Emphasize identity through design through elements such as signage, public art and elements that create a sense of identity.
- Place parking to the rear of development.
- Encourage shared parking, on-street parking, parking garages and bicycle parking where possible.
Service Highlights

Parks and Public Spaces

Associated Action Items

2.26 Achieve and update Downtown Implementation Plan goals for quality places downtown and along South Castell Avenue
4.1 Ensure parks and green spaces are within a one mile walk or bicycle ride for every household in New Braunfels.
4.2 Maintain a variety of park types: regional, community, neighborhood and greenbelts.
4.24 Construct Mission Hill Park as designated by the Mission Hill Park Master Plan (2016)
4.25 Create multi-purpose facilities that maximize productivity of space while providing flexibility to address new and emerging trends.
4.3 Ensure adequate facilities in number and in size for local citizen use, and to attract outside markets for tournaments and conventions.
8.14 Collaborate with local partners, in public and private sectors, to develop innovative parks and open spaces to achieve community needs and that are aligned with regional green infrastructure.
8.15 Continue to partner with local ISDs and private schools to leverage facilities for community use

2019 Bond Project - Sport Complex to include sports fields, concessions, public restrooms and public open space

Action Items with Active Implementation Status

Market Plaza Park Improvements, Construction began 2019

All Abilities Parks Improvements planned for Morningside and Landa Parks (Summer 2020)
Service Highlights

Parks Programs

Parks and Recreation Programs
Core Services
Youth Programs
Adult Programs
Special Events

Summer Camps

Special Events
Service Highlights

Libraries and Public Spaces

NEW BRAUNFELS PUBLIC LIBRARY
WESTSIDE COMMUNITY CENTER BRANCH

2019 BOND AS PROPOSED

INTERNET COMPUTERS
7 CURRENT
12 PROPOSED

BOOK RETURN STATIONS
CURRENT WALK-UP
PROPOSED DRIVE-THRU

SQUARE FOOTAGE
640 CURRENT
8,800 PROPOSED

COLLECTIONS

ADULT
1,100 CURRENT
9,000 PROPOSED

YOUNG ADULT
110 CURRENT
1,200 PROPOSED

CHILDREN’S
2,500 CURRENT
11,550 PROPOSED

STUDY ROOMS

CURRENT: 0 PROPOSED: 4

SITE PARKING SPACES

CURRENT: 67 PROPOSED: 99

SEATS FOR READING

11 CURRENT 41 PROPOSED

PROGRAM ROOM CAPACITY

SEATED AT TABLES: 0 PROPOSED
SEATED ON FLOOR: 0

Westside Community Center
Library Expansion

Associated Action Items

1.13 Use Community Development Block grants, NBEDC funds, and other dollars to fund commercial facade grants and other incentives for redevelopment

2.18 Build library branches and expand community spaces commensurate with population growth

2.19 Expand library services and facilities to meet recommended square footage per capita

3.48 Create student friendly spaces for studying and project related work

4.26 Enhance community sense of place by creating spaces and facilities that reflect the community (e.g. arts and culture, community gardens)
Service Highlights

Library Programs and Calendar

Youth Programs

Adult Programs

Library Services

Library Programs

Associated Action Items

2.11 Partner with stakeholders to improve cultural/art/heritage digital presence.
2.14 Create opportunities for youth to be physically active, thereby reducing childhood obesity.
2.16 Increase after-school, weekend and summer programs for teens.
2.17 Add programming at Das Rec and parks specifically for teens, as well as a cafe or teen specific space at the library.
2.20 Expand/create multi-day midweek and non-peak season events.
2.21 Support multicultural, diverse events on and off season and during the weekend/weekday.
2.24 Support new and evolving holiday installations/events.
2.30 Increase access to nutritional education and healthy food resources.
2.32 Undertake an educational program to increase public awareness and understanding of historic preservation and protection of cultural assets.
3.24 Include technology components in summer camps.
3.29 Keep parent work schedules in mind when developing early childhood education programs in order to accommodate a wide variety of different family needs necessary to address affordable housing and childcare.
3.22 Prepare children/future workforce entrants for a work environment characterized by fast paced change and innovation.
3.33 Create partnerships with various entities and employers to expand early education programs to reach more families.
3.41 Foster talent through education for all ages and job training programs.
3.46 Expand bilingual education and increase bilingual staff to remove language barriers.
3.47 Establish a youth services coordination board to include volunteerism opportunities.
3.49 Promote the development of a “one-stop-shop” center for higher education opportunities and career technical education.
### Service Highlights

- New Braunfels Public Transit Study
- Regional Transportation Plan
- Downtown Implementation Plan
- Hike and Bike Trail Master Plan
- Dry Comal Creek Master Plan
- River Properties Master Plan
- Landa Park Master Plan
- Mission Hill Park Master Plan
- Economic Development Strategic Plan
- Workforce Housing Study
- Comprehensive Solid Waste Management Plan
- Capital Programs Information

### Related Studies and Links

- Regional Transportation Plan
- Downtown Implementation Plan
- Hike and Bike Trail Master Plan
- Dry Comal Creek Master Plan
- River Properties Master Plan
- Landa Park Master Plan
- Mission Hill Park Master Plan
- Economic Development Strategic Plan
- Workforce Housing Study
- Comprehensive Solid Waste Management Plan
- Capital Programs Information

### Associated Action Items

7.24 Consider destinations both inside and outside the community when building connections.
7.29 Explore park and ride models to satisfy compatibility needs.
7.34 Provide a loop shuttle service, including between public parking facilities.
7.36 Address parking deficiencies by encouraging other modes of access.
7.53 Upgrade existing arterials and major collectors and identify new alignments to create a network of expressway parkway or beltway on the City’s thoroughfare plan as it pertains to relieving congestion.
7.56 Identify missing linkages across town that create barriers to efficient mobility; Implement a plan to correct.
7.57 Include cross-town transit routes in all directions on major arterials.
8.18 Collaborate with regional partners to improve public transportation/transit within the city and destinations beyond.
8.19 Collaborate with regional partner VIA Metropolitan Transit whose long range plan includes New Braunfels.
8.20 Provide multi-modal transportation networks that create “physical connections” particularly between or through historic/cultural destinations, Wurstfest grounds, and trails.
8.22 Establish solid waste reduction strategies including realistic and achievable goals for percentage of waste recycled.
8.23 Continue to expand recycling to items not typically recycled.
8.26 Continue and expand the bulky goods drop-offs to curb illegal dumping.