

New Braunfels Parks and Recreation Master Plan Key Findings

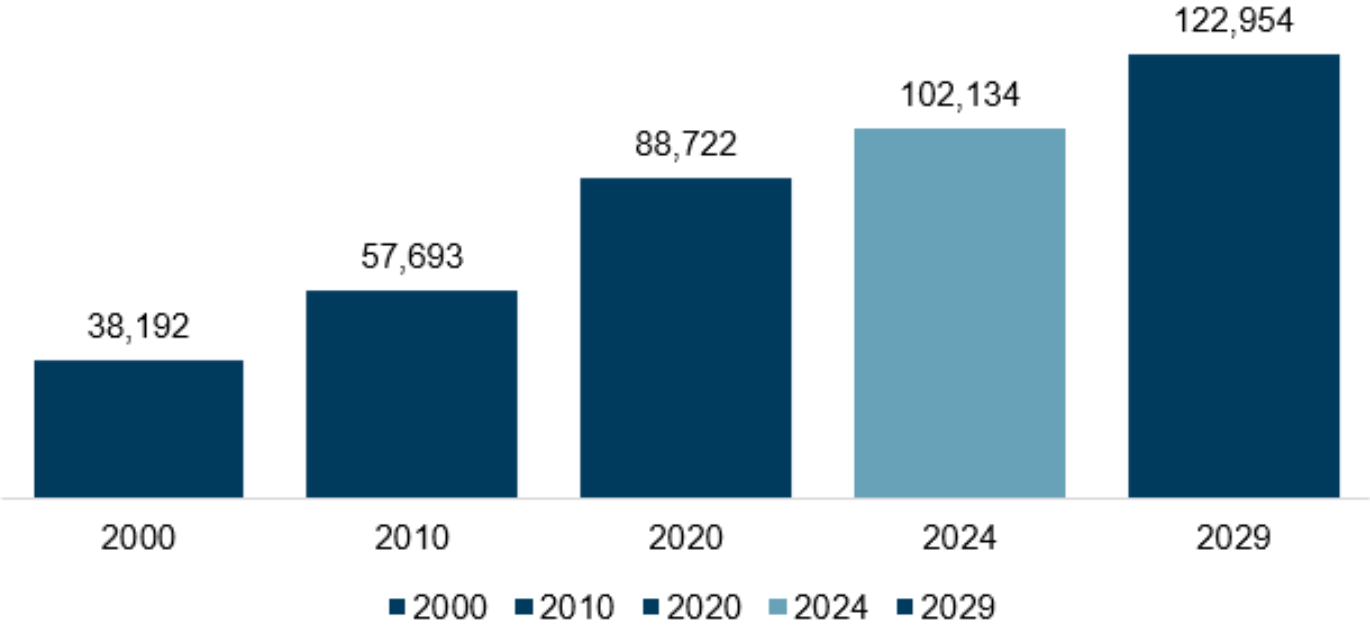
June 24, 2025



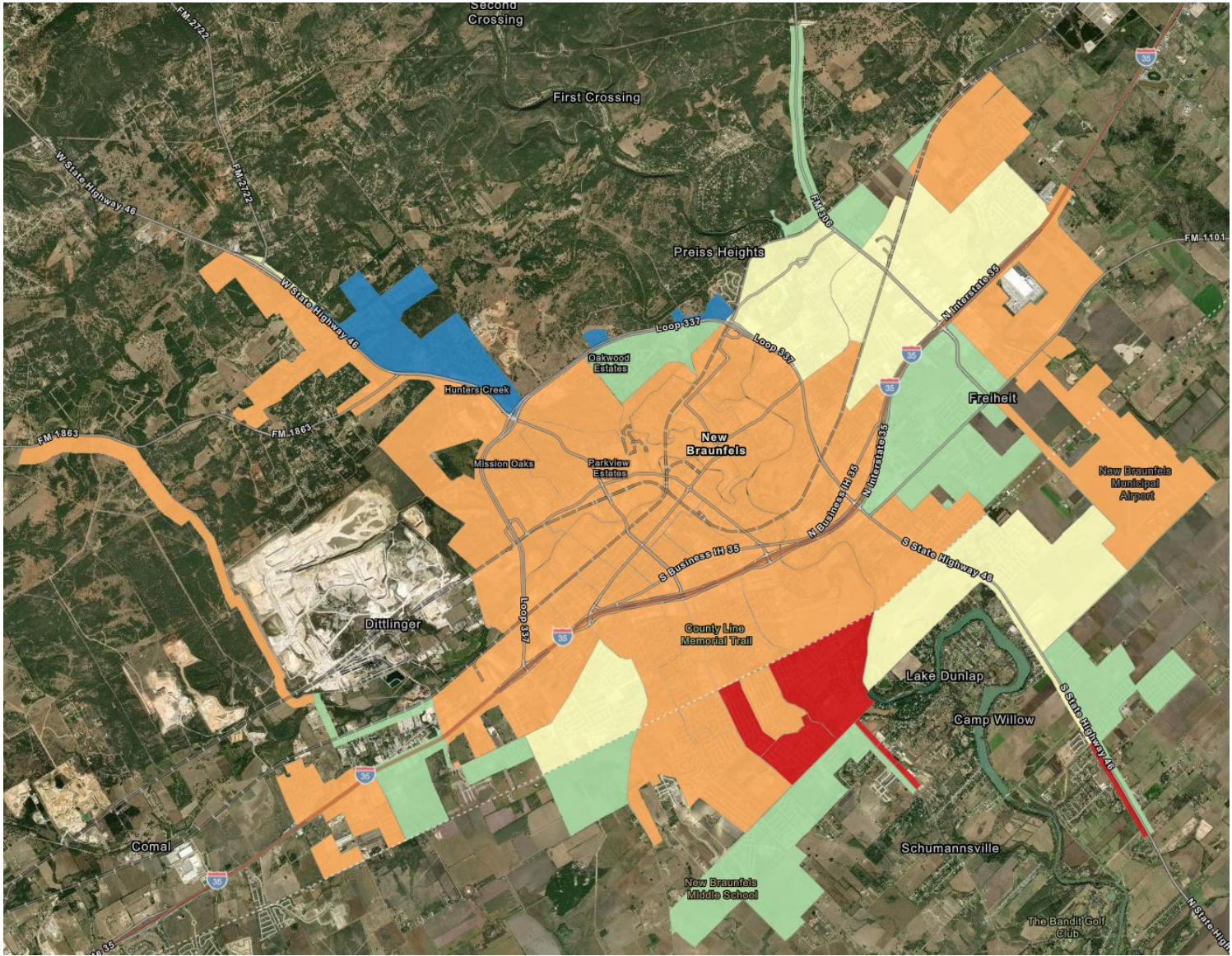
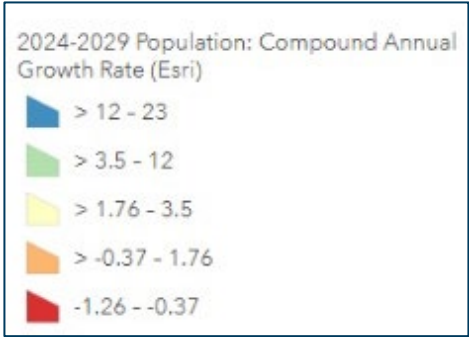


▲ Key Findings

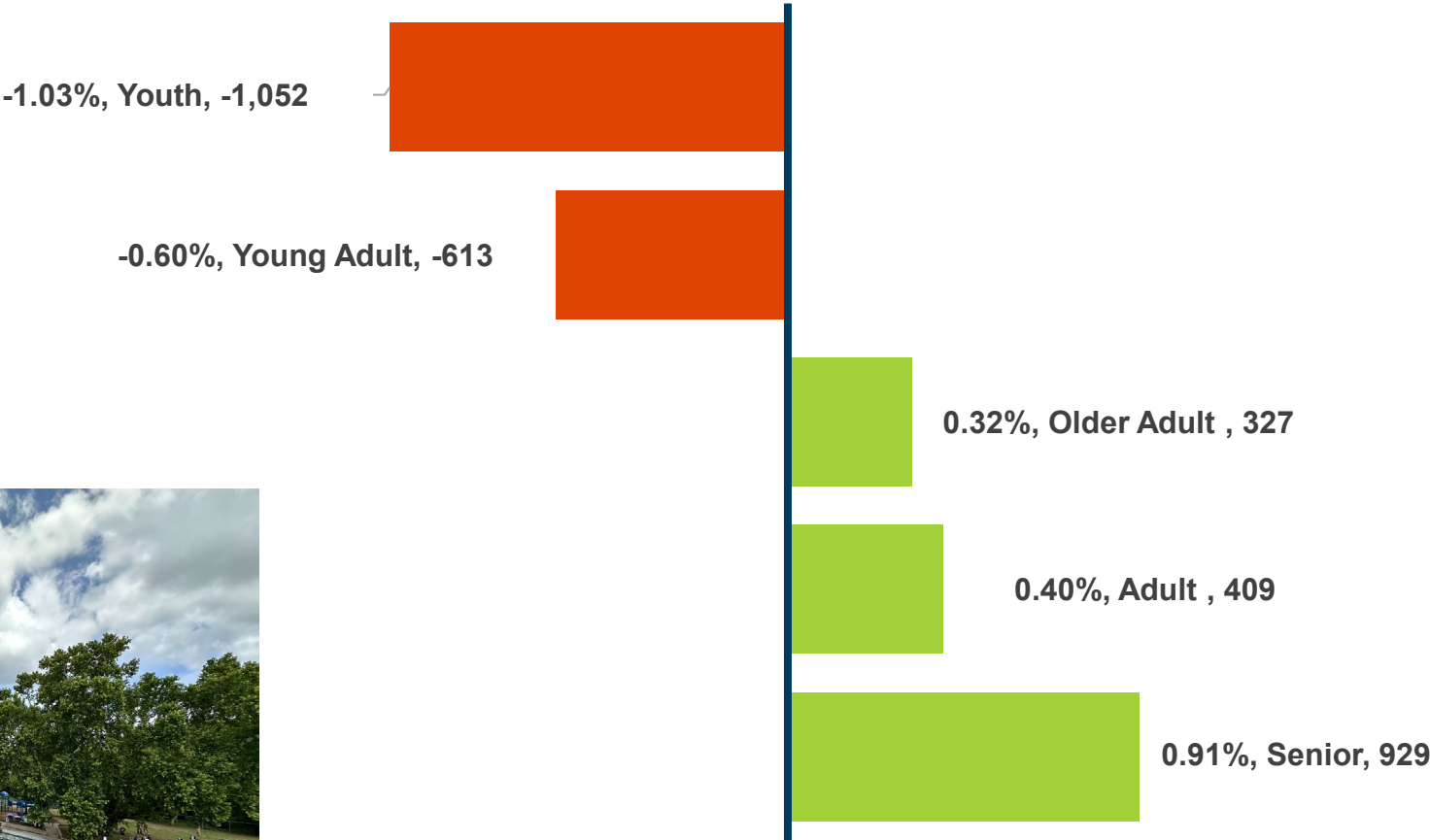
Market Analysis: Population



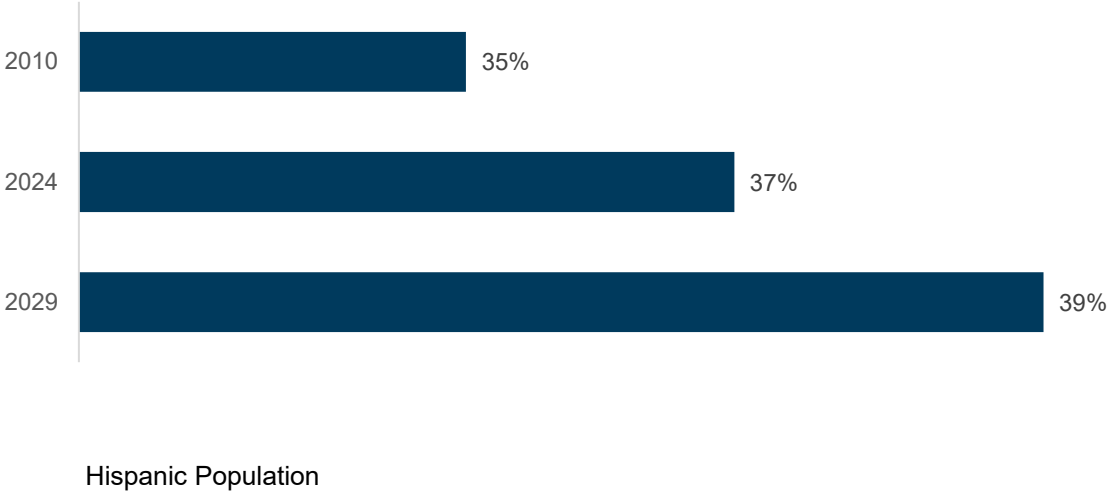
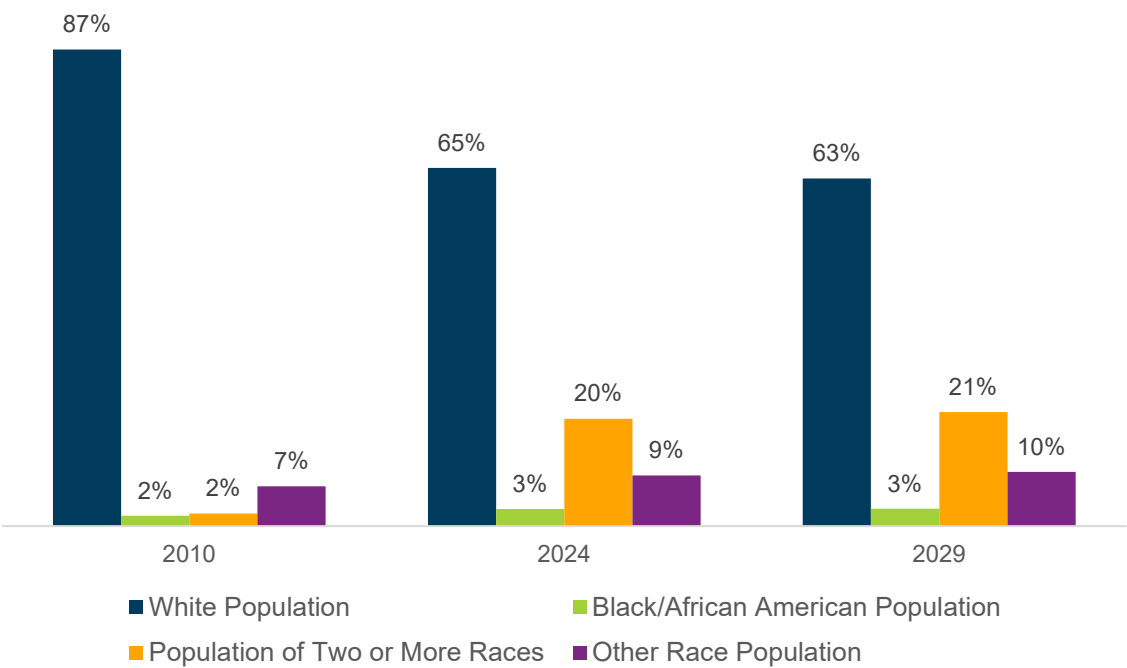
Market Analysis: Population



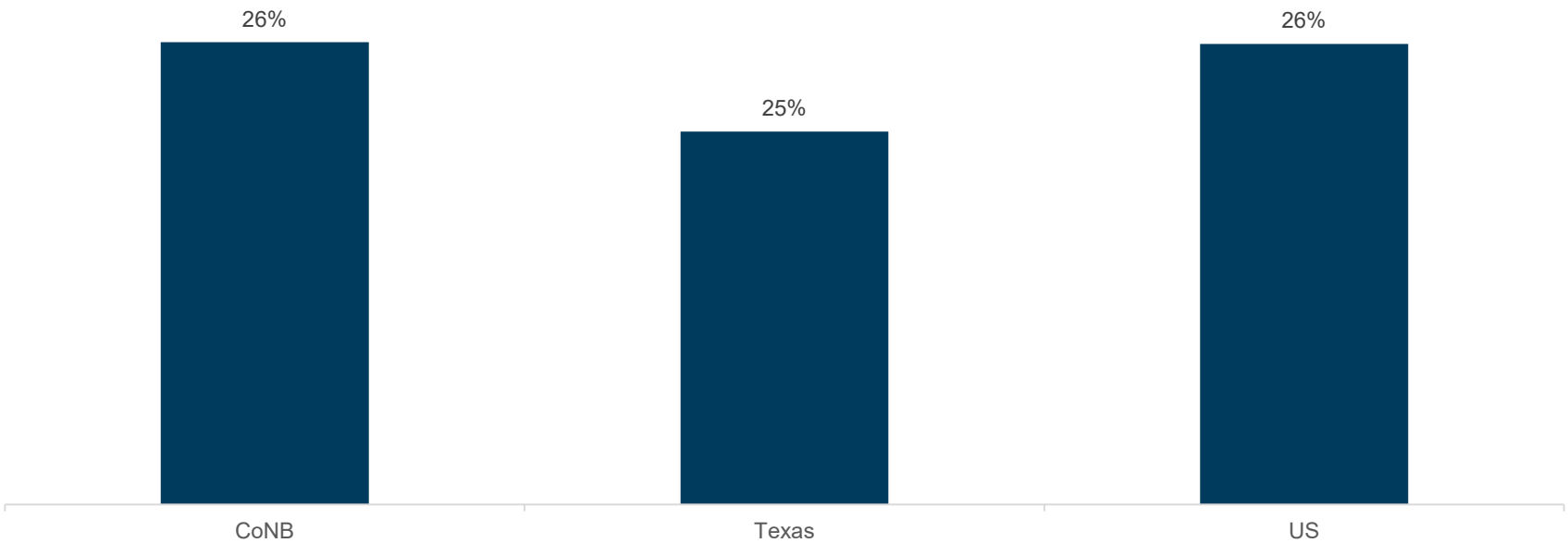
Market Analysis: Population Change (to 2029)



Market Analysis: Population Change (to 2029)



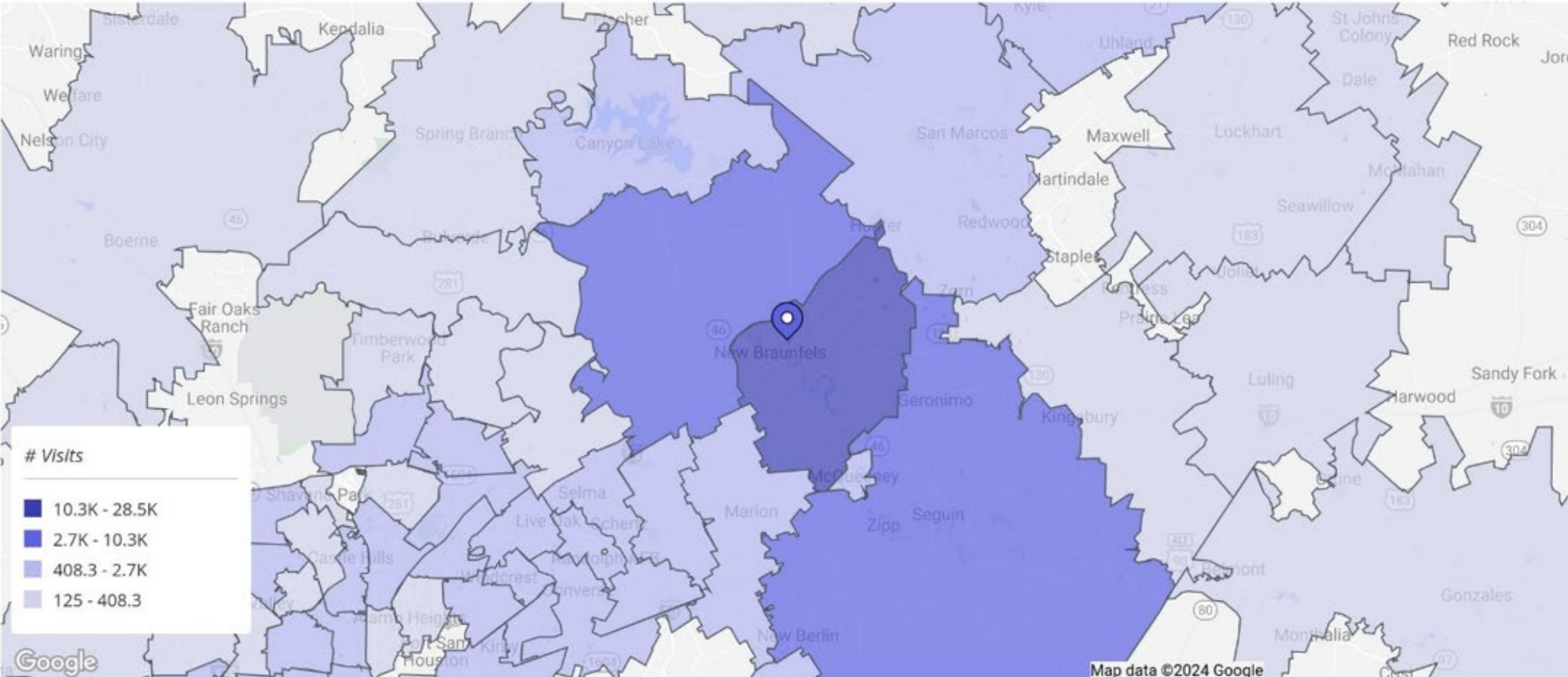
Market Analysis: % Living with Disability



Mobility Analysis – Preliminary Findings – Cypress Bend

Visitors By Origin

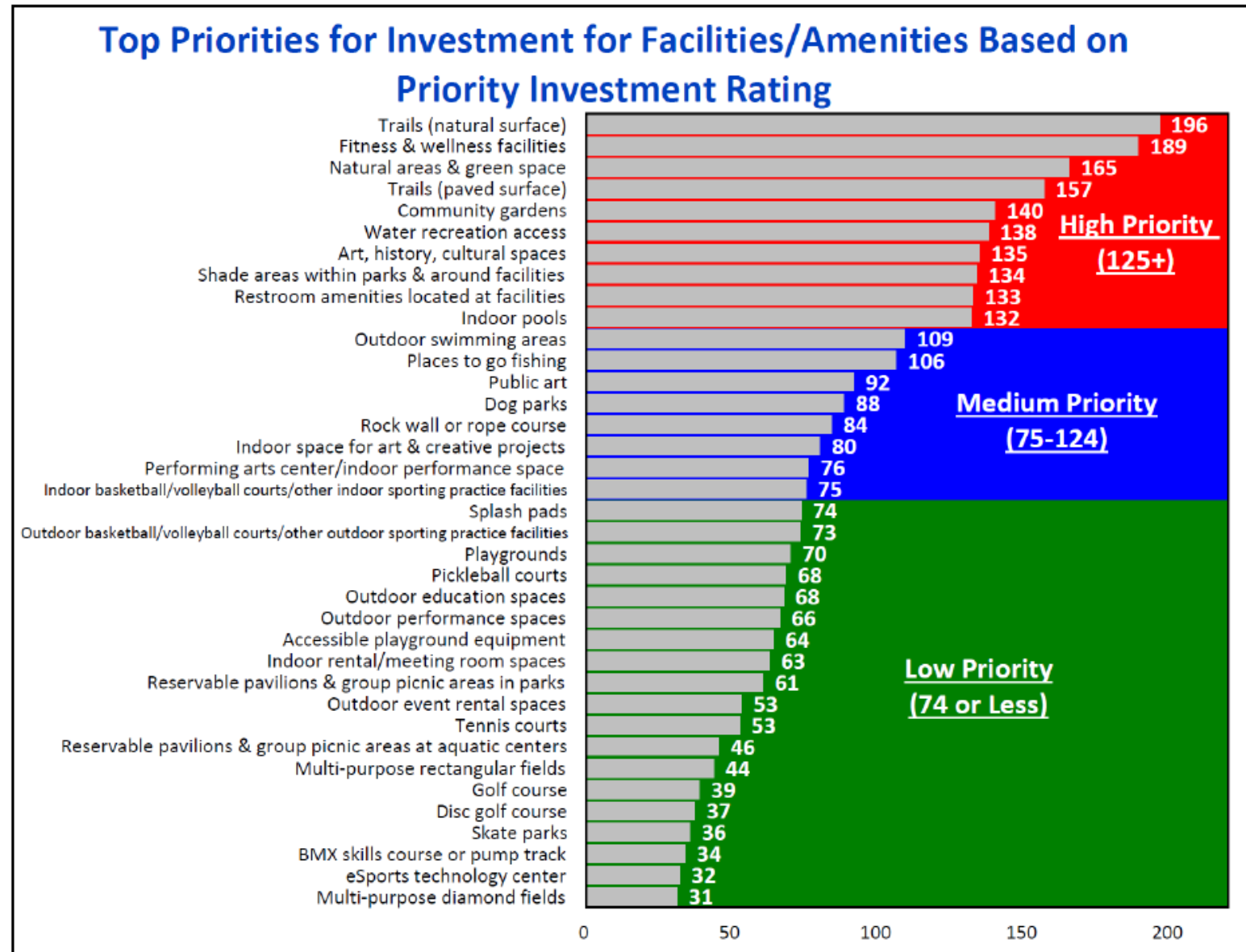
Cypress Bend
Jesse Guerrero, New Braunfels, TX 78130





▲ Engagement Findings

Survey Highlights – Facilities



Survey Highlights – Facilities

Unmet Needs

1. Restroom amenities located at facilities
2. Shaded areas within parks & around facilities
3. Natural areas & green space

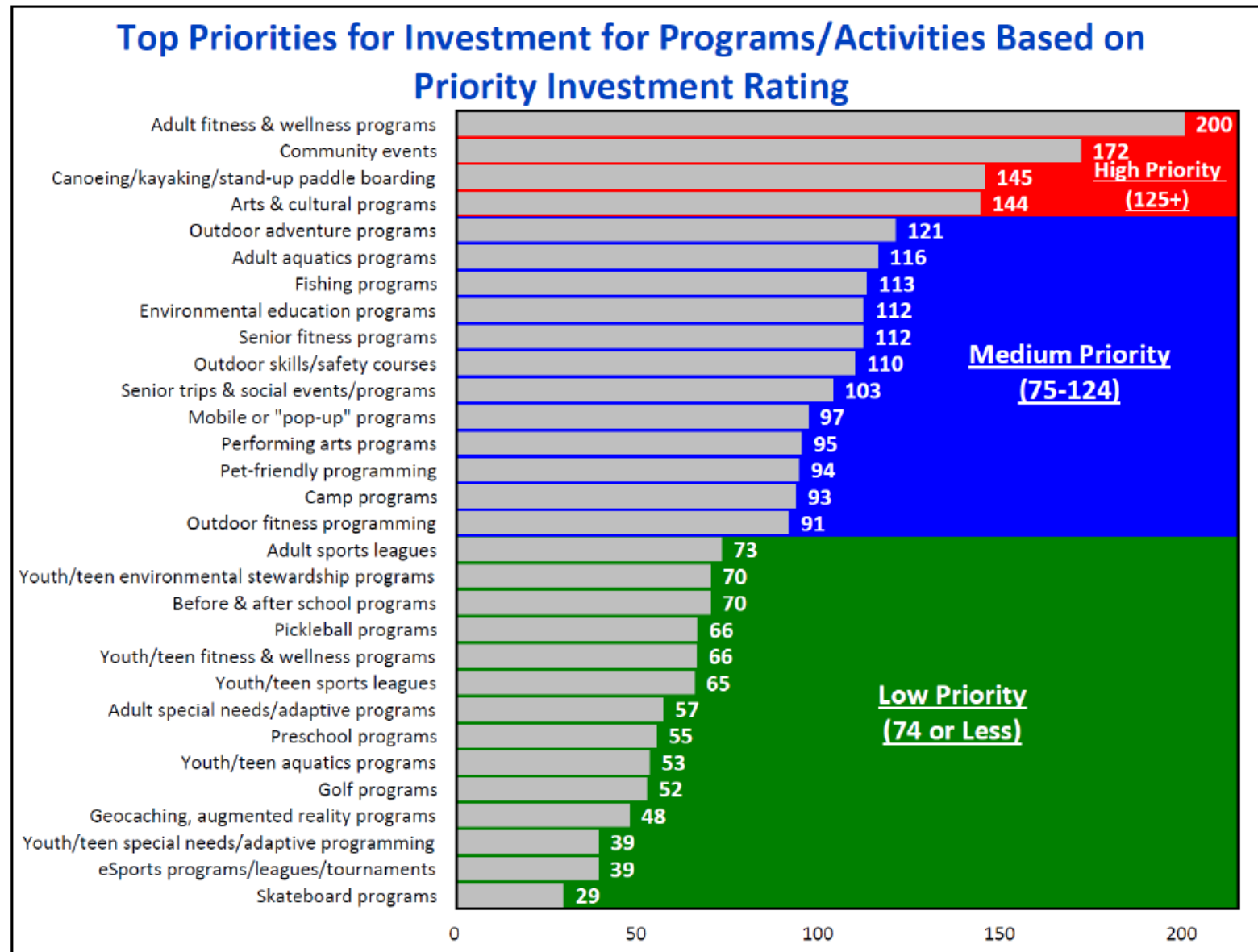
Importance

1. Trails (natural surface)
2. Fitness & wellness facilities
3. Natural areas & green space
4. Trails (paved surface)

Priority Investment Rating

1. Trails (natural surface) (PIR=196)
2. Fitness & wellness facilities (PIR=186)
3. Natural areas & green space (PIR=165)
4. Trails (paved surface) (PIR=157)
5. Community gardens (PIR=140)
6. Water recreation access (PIR=138)

Survey Highlights – Programs



Survey Highlights – Programs

Unmet Needs

1. Community events
2. Adult fitness & wellness programs
3. Arts & cultural programs

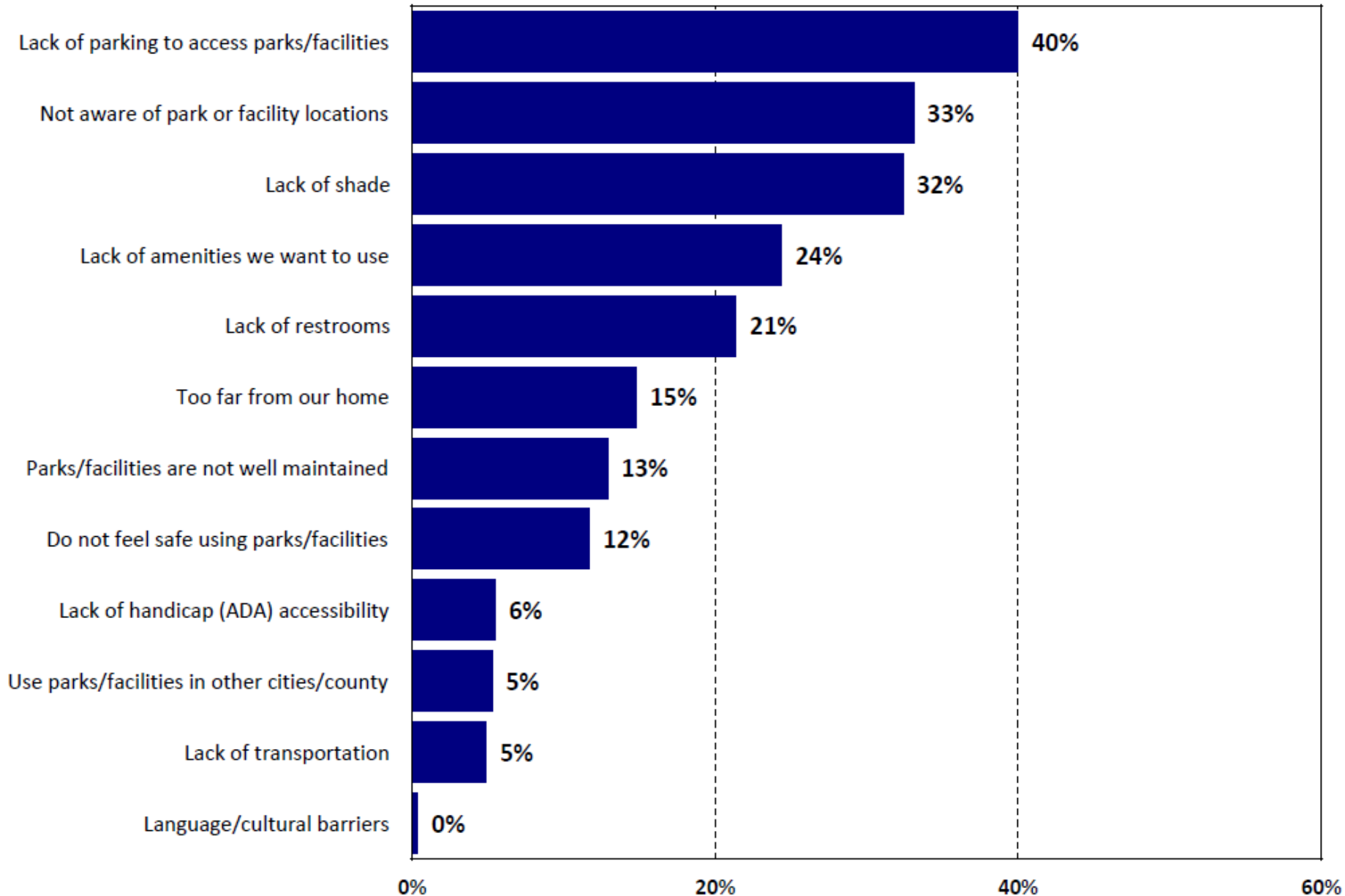
Importance

1. Adult fitness & wellness programs
2. Community events
3. Arts & cultural programs
4. Canoeing/kayaking/stand-up paddle boarding

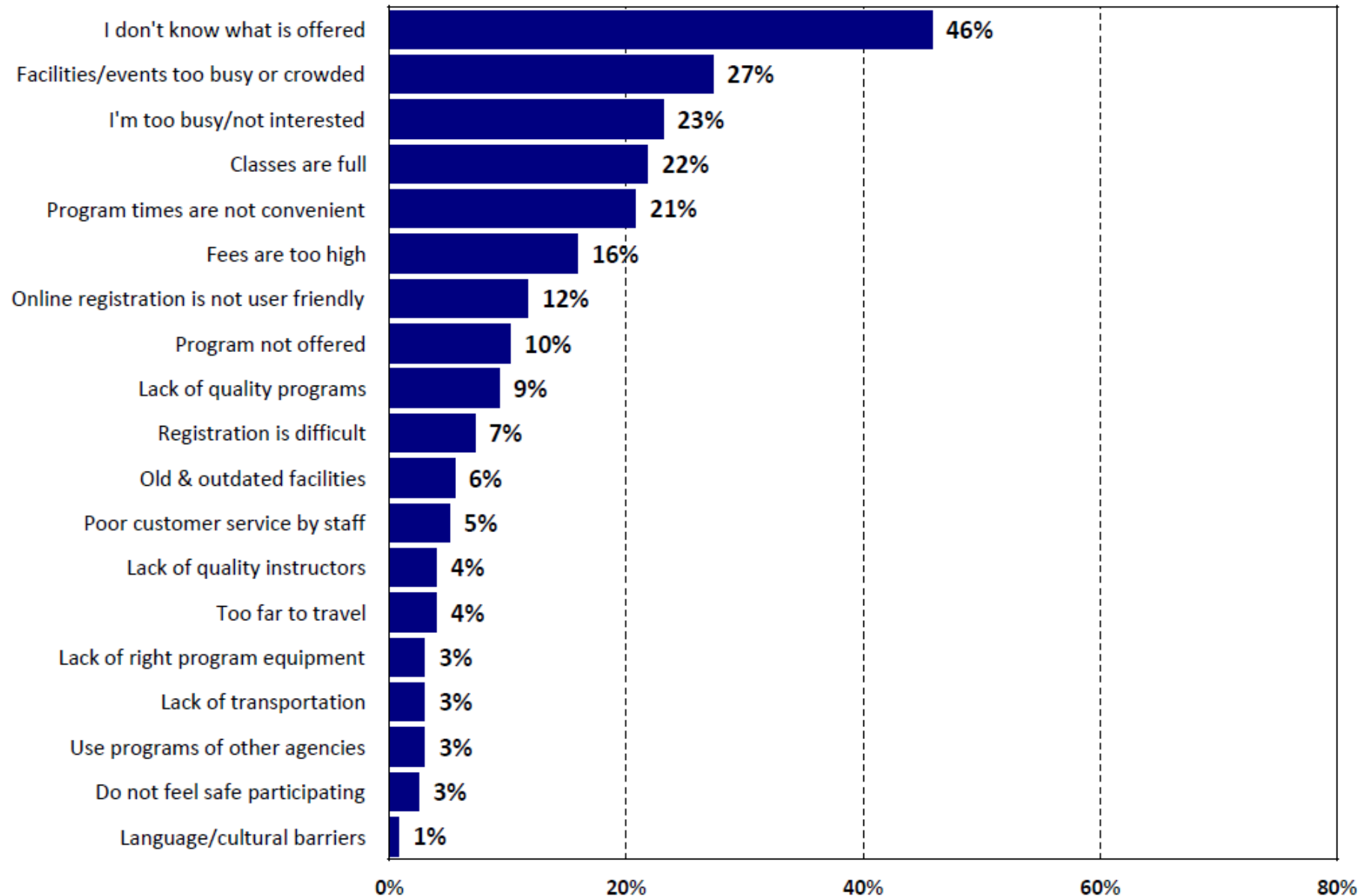
Priority Investment Rating

1. Adult fitness & wellness programs (PIR=200)
2. Community events (PIR=172)
3. Canoeing/kayaking/stand-up paddle boarding (PIR=145)
4. Arts & cultural programs (PIR=127)

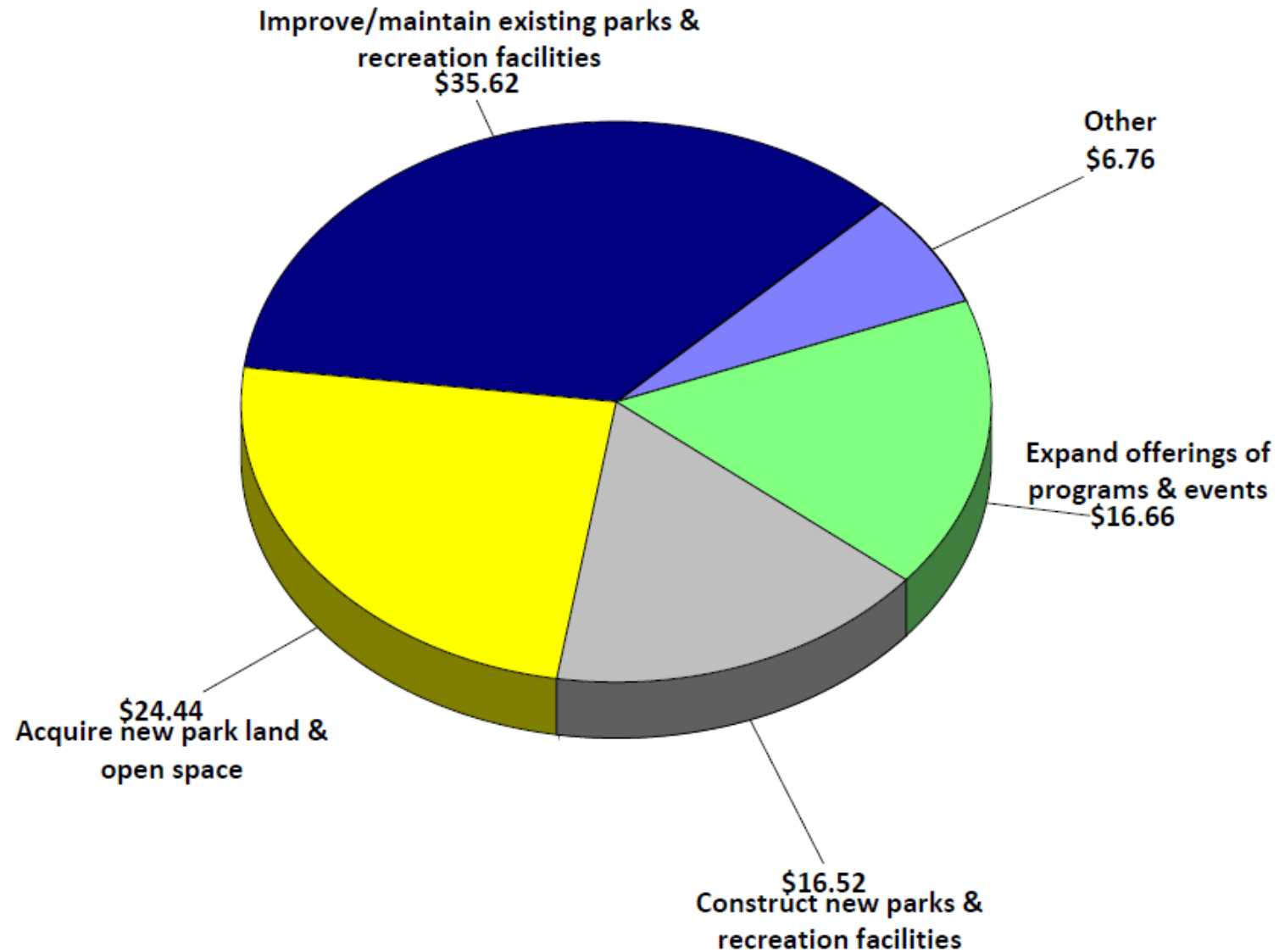
Survey Highlights – Barriers to Facility Access



Survey Highlights – Barriers to Program Access

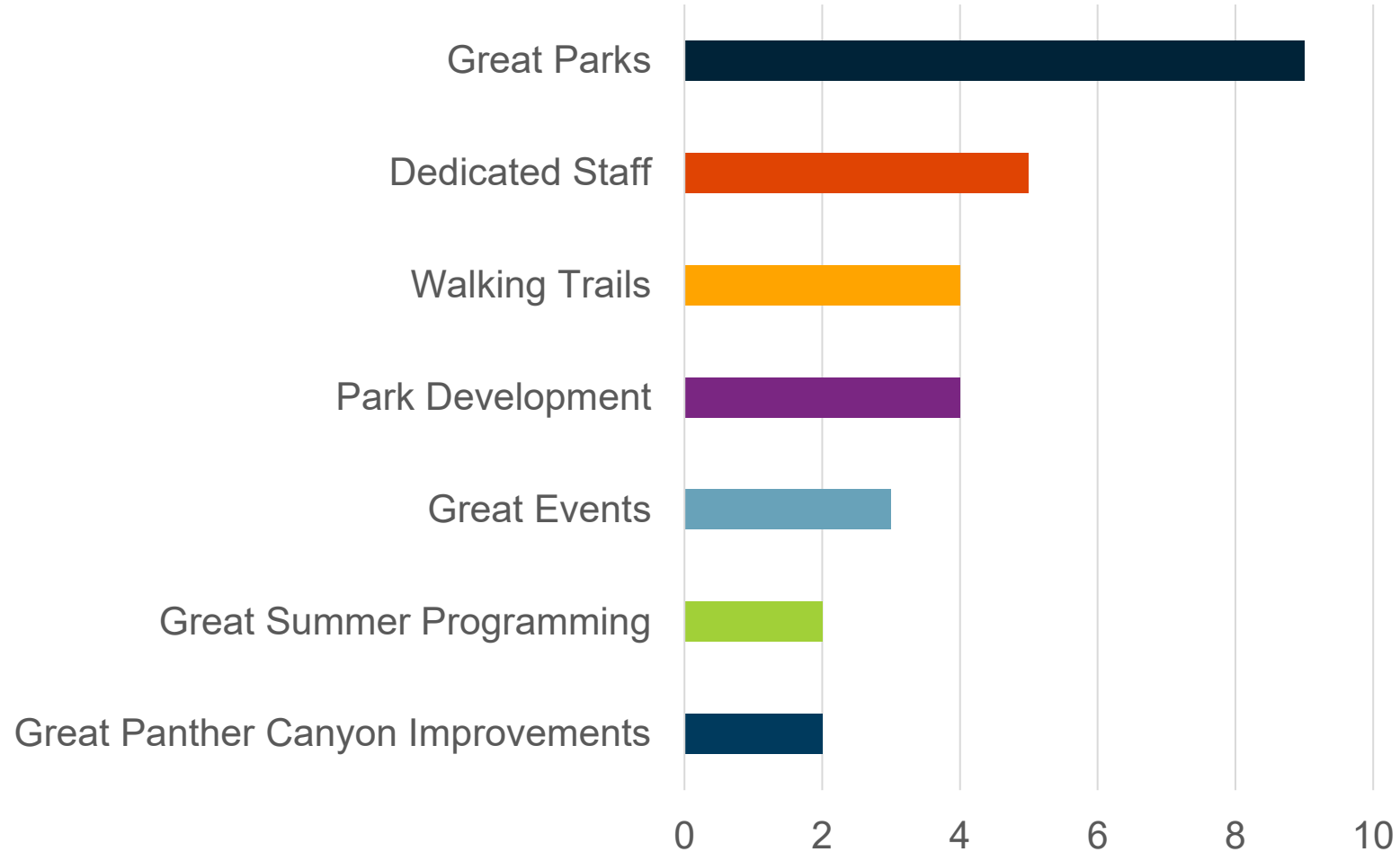


Survey Highlights – Focused Investments

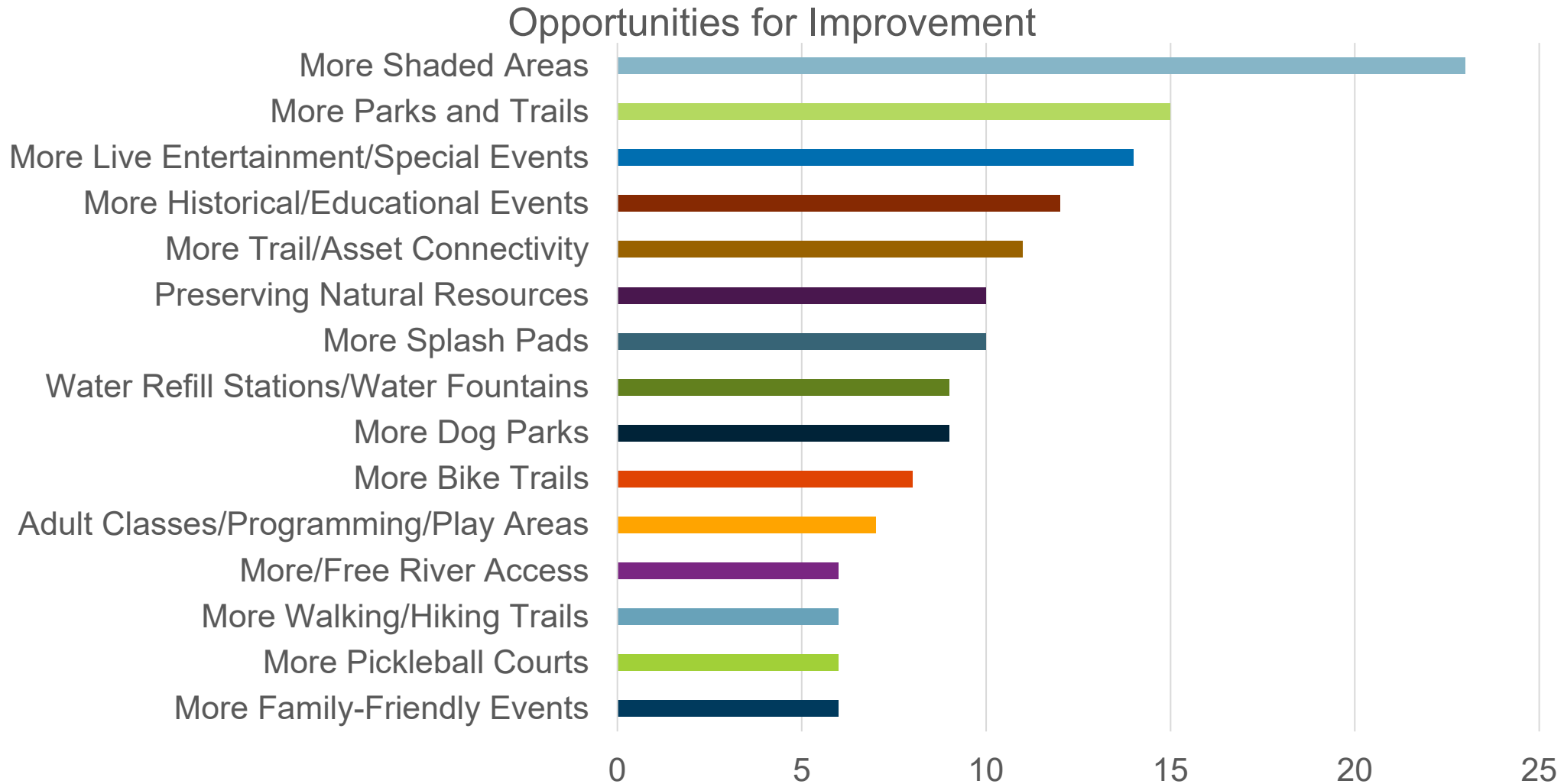


Engagements – Comment Cards

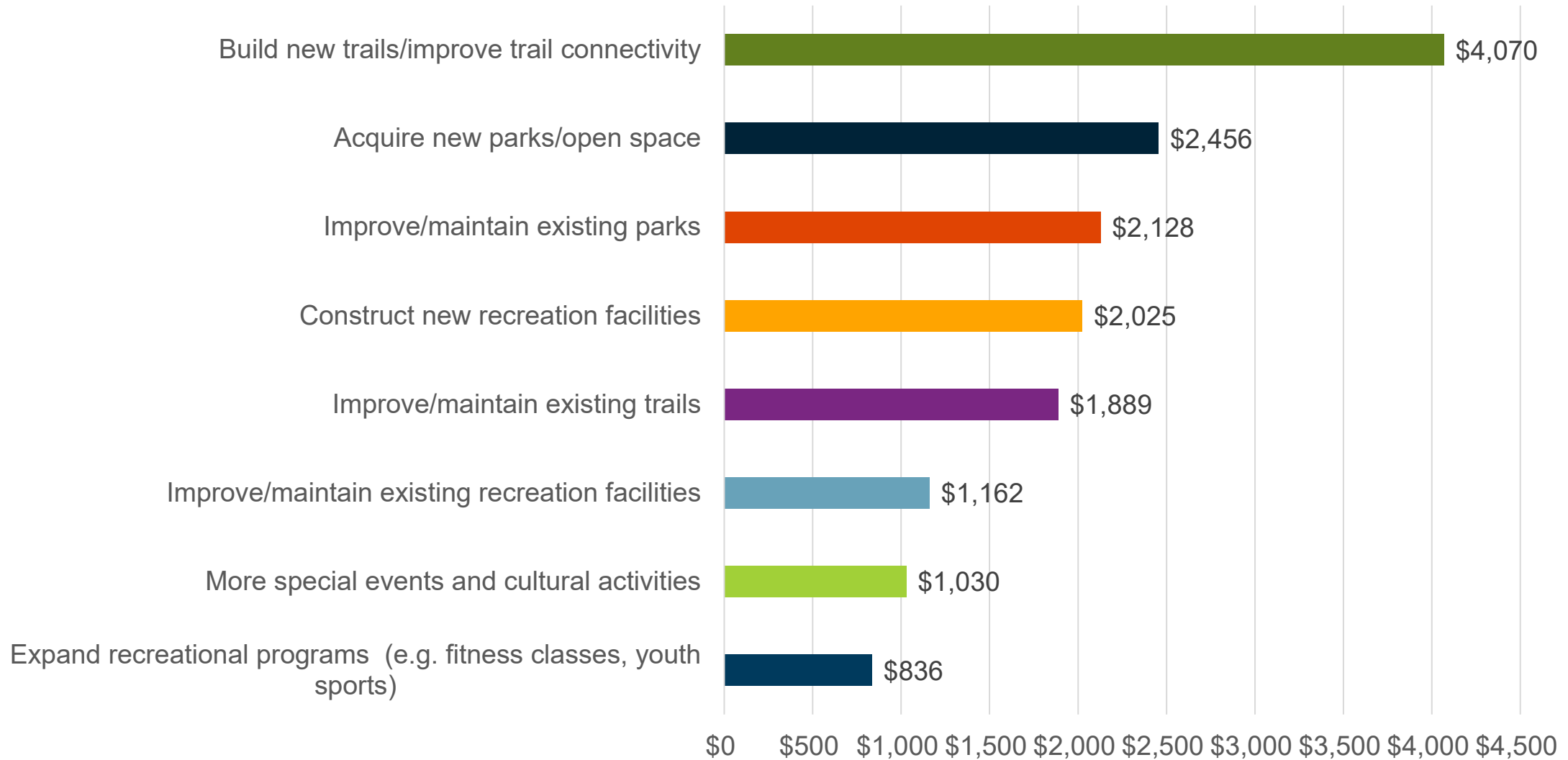
Things New Braunfels Parks and Rec Does Well



Engagements – Comment Cards



Engagements – Budget Exercise



Discovery Sessions

Parks and Facilities

- Staff acknowledged frequent complaints from park and facility visitors regarding **crowded conditions at most major attractions**, including Das Rec and Landa Park water access.
- **Deferred maintenance** was discussed in nearly every interview. There is a consensus that New Braunfels was struggling to keep up with park and facility infrastructure even before the recent uptick in population. The **spring-fed pool** at Landa was singled out as an asset in need of attention.
- Staff and stakeholders expressed a strong need to balance park expansion and renovations with the need to **preserve natural and historic resources**. Of particular concern is the need to better manage wildlife resources as well as invasive species.
- **Rental space** is limited—particularly with indoor venues at Landa Park. Also of concern is the growing demand for access to athletic fields.
- Staff and stakeholders are concerned with **ADA compliance**; while many places are covered by pre-existing provisions, there is a strong desire to help ensure equal access to park amenities across the park system.

Discovery Sessions

Recreation Programs

- Participants expressed concerns over a lack of **marketing and communication support**—especially during evenings and weekends when real-time communication is often needed. Staff also would like to see more frequent promotions in support of special events.
- Stakeholders would like to see **more free or low-cost special events**, which are a powerful tool for building a sense of community. Interview participants also expressed a desire to audit existing events, as some events might have reached the end of their life cycle. Additionally, there is a desire to stage events and activities “beyond the river”; stakeholders noted that outlying parks are infrequently activated.
- **Overcrowding** is not limited to Landa Park and river activities; participants noted that Das Rec has exceeded its capacity. Stakeholders would also like to increase capacity of summer camps.
- **Senior programs** (fitness and enrichment) were identified as a potential area of growth.

Discovery Sessions

Organizational Opportunities

- Parks and Recreation would benefit from **additional internal auditing (salary and programming)**. Staff indicated that expectations are not aligned with current resources.
- From a programming perspective, New Braunfels appears ready for **reevaluation of usage and entry fees**; stakeholders expressed concerns that multiple fee levels are confusing to residents and visitors. Additionally, there are concerns that low prices are causing an increase in usage from visitors who are from outside of New Braunfels' tax base. Fees for residents living in the ETJ continue to be a frequent point of contention for staff.
- Staff expressed frustration at the **inability to capture dedicated revenue**; unlike enterprise funds, revenue benefits the General Fund instead of being reinvested in needed maintenance and improvements.
- Staff would like **more involvement in planned park improvements**. Staff and stakeholders also noted that leadership appears resistant to change (e.g., the unwillingness to discuss alternate locations for popular events).

What We Heard – Facilities

High Priority	Medium Priority	Low Priority
Trails	Outdoor swimming expansion	Dedicated space for after-school programs
Additional fitness center	Fishing access	Space for adult sports
Green space (parks and open space)	Public art	Splash pads
Community gardens	Dog parks	Water fountains
Water access (river)	Climbing/ropes	Bike trails
Arts and culture spaces	Indoor sporting venues	*Pickleball courts
Shade		
Restrooms		
Indoor pool		
Maintenance of existing assets		*While pickleball is not currently viewed as a priority, the sport continues to trend strongly upwards across the United States.
ADA and enhanced accessibility improvements		
Expanded parking for parks		

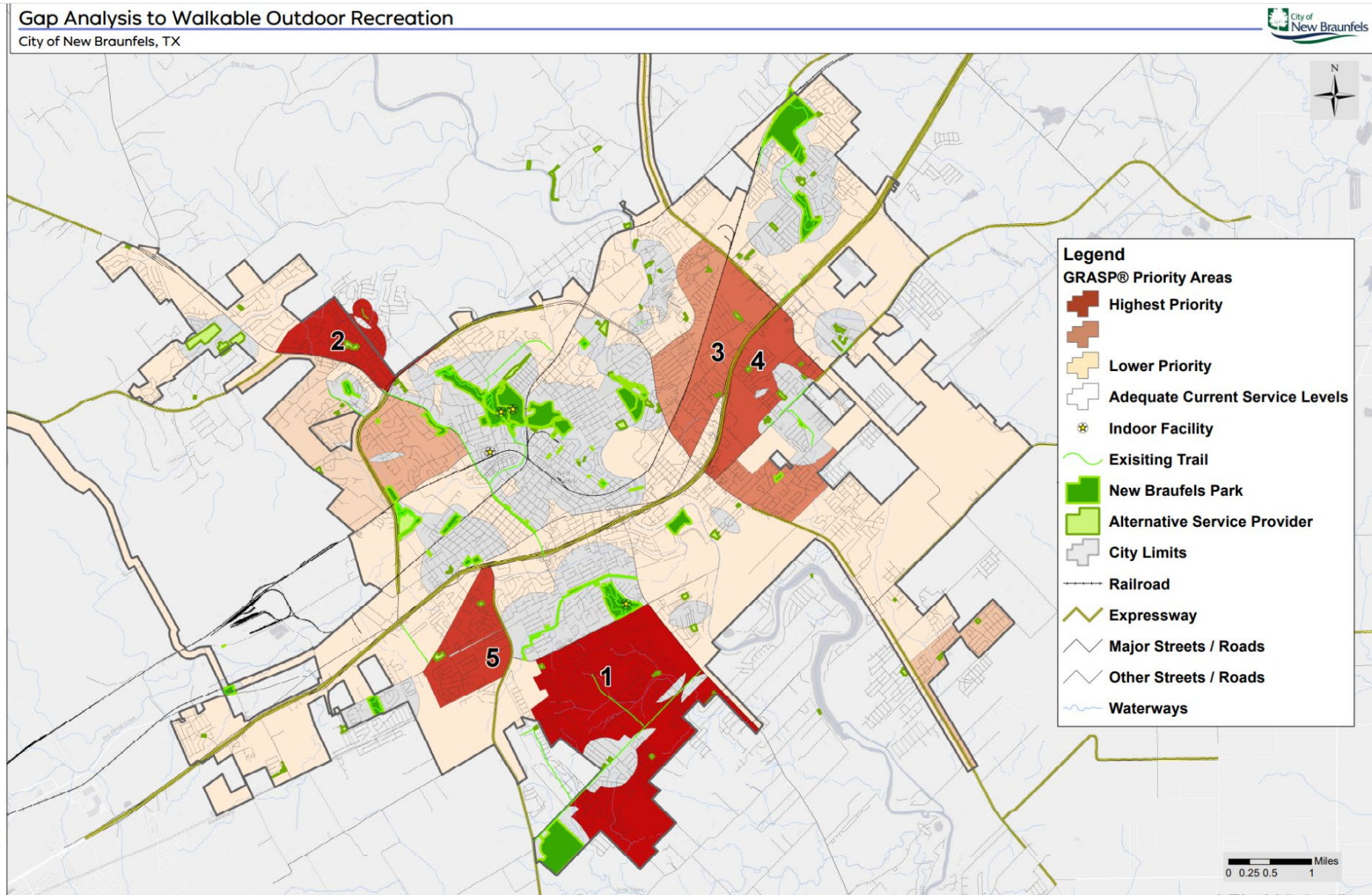
What We Heard– Programs

High Priority	Medium Priority	Low Priority
Wellness programs (across lifespan)	Outdoor adventure	*Pickleball
More special events	Adult aquatics	Golf programs
Watercraft programs	Fishing activities/instruction	Teen-specific programming
Arts/culture programming	Nature programs	After-school programs
	Safety courses	Adult sports leagues
	Mobile programming	E-sports programs
	Camp programs	Skateboarding
	Outdoor fitness classes/activities	
		*While pickleball is not currently viewed as a priority, the sport continues to trend strongly upwards across the United States.

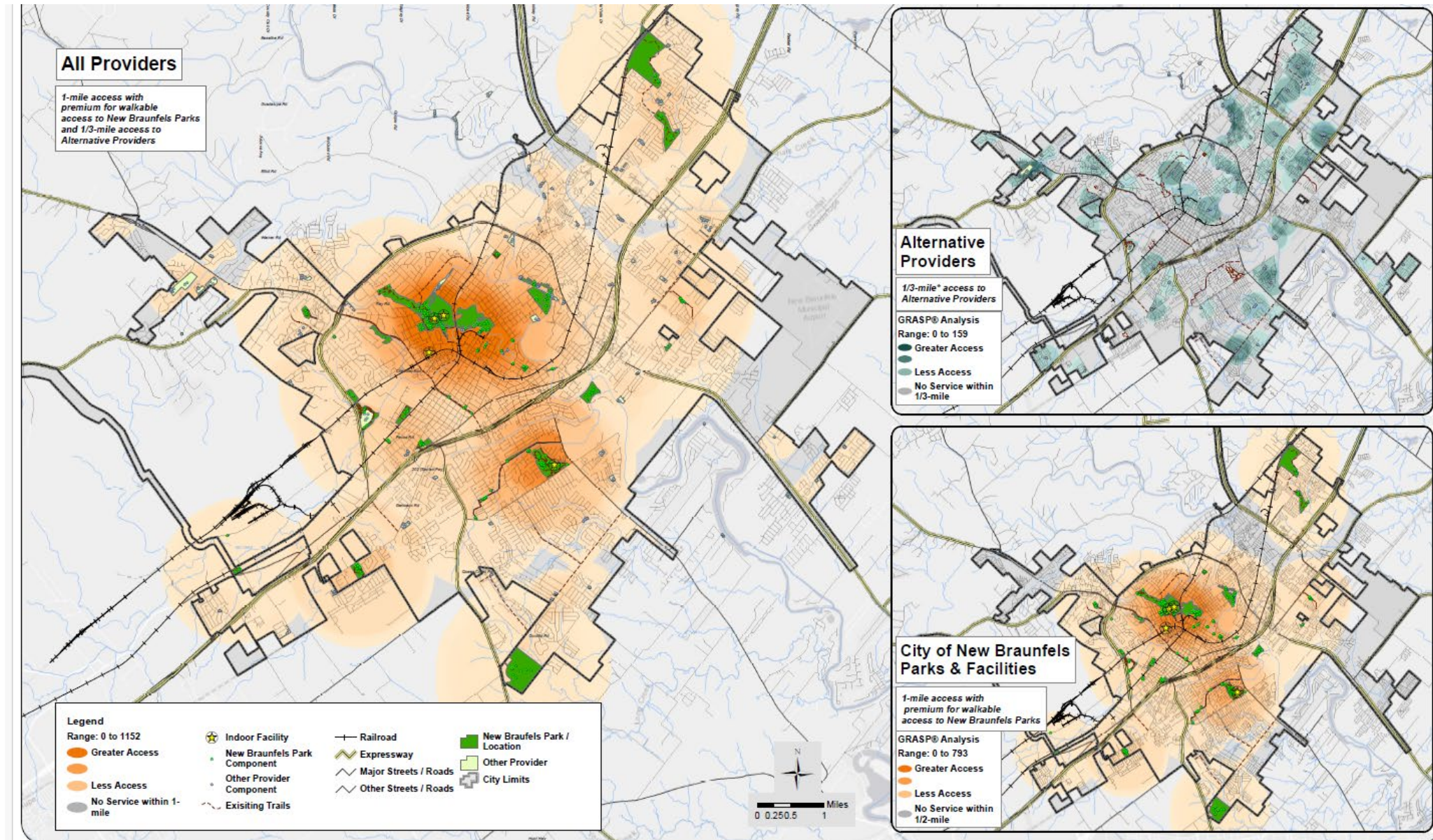


▲ Parks and Recreation Systems Analysis

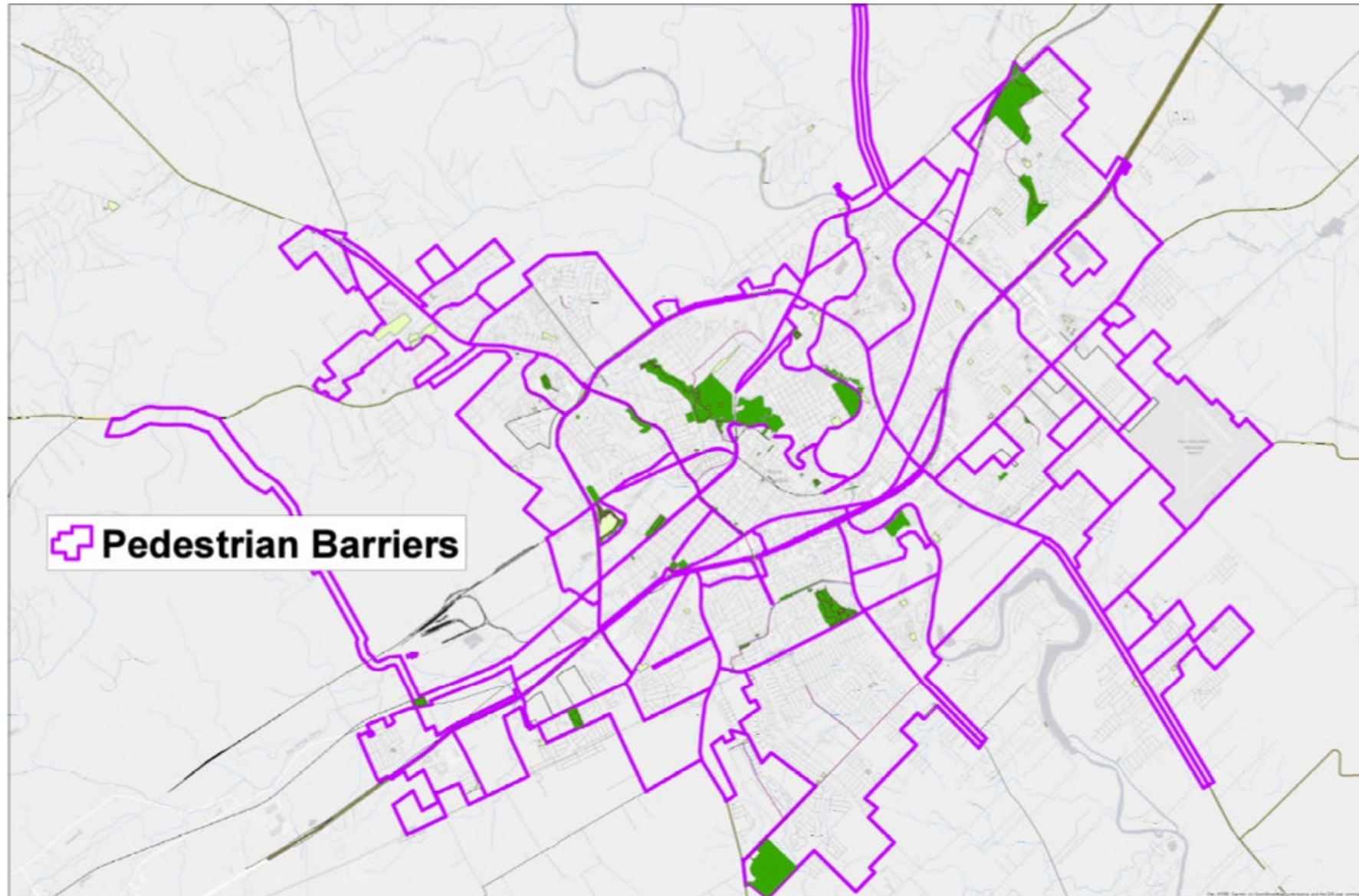
Level Of Service Analysis – Walkable Access to Recreation



Level Of Service Analysis – 1 Mile Access



Level Of Service Analysis – Pedestrian Barriers



Preliminary Condition Assessment

Location	Park Classification	Design & Ambiance	# Components	Neighborhood Score	Community Score
Comal Cemetery	Cemetery	2	5	13.2	13.2
New Braunfels Cemetery	Cemetery	2	4	4.4	4.4
Fischer Park	Community	2	32	148.2	153.4
Morningside Park	Community	2	22	63.6	63.6
Cypress Bend	Community	2	20	45.6	45.6
Solms Park	Community	2	20	36	36
Mission Hill Park	Community	1	7	14.3	17.6
County Line Memorial Trail	Greenbelt	2	11	22	22
Dry Comal Nature Trail	Greenbelt	2	10	22	22
Walnut Ave Park	Greenbelt	2	12	19.2	19.2
Alligator Creek Greenbelt	Greenbelt	1	1	11	11
Arroyo Verde Park Trail	Greenbelt	1	1	8.8	8.8
Crest Lane Greenbelt	Greenbelt	1	2	4.4	4.4
Alves Lane	Greenbelt	1	2	3.3	3.3
Sunbelt Park	Greenbelt	1	0	3.3	3.3
Timmerman Park	Neighborhood	2	18	40.8	40.8
Haymarket Plaza	Neighborhood	2	18	36	36
River Acres Park	Neighborhood	2	7	24.2	24.2
Hoffman Park	Neighborhood	2	15	24	24
Ernest Eikel Field	Neighborhood	1	20	22.8	27.6
Kraft Park	Neighborhood	2	17	21.6	21.6
Torrey Park	Neighborhood	2	17	19.2	19.2
Jesse Garcia Park	Neighborhood	1	20	14.4	16.8
Market Plaza	Neighborhood	2	11	13.2	17.6
Kerlick Park	Neighborhood	2	11	8.8	8.8

Preliminary Condition Assessment

Location	Park Classification	Design & Ambiance	# Components	Neighborhood Score	Community Score
Lindheimer Plaza	Pocket	2	6	13.2	13.2
Neighborhood Park	Pocket	1	5	4.4	4.4
Landa Park	Regional	2	28	218.4	244.4
Prince Solms Park	Regional	2	17	55.2	84
Panther Canyon	Regional	2	11	26.4	26.4
Tube Chute	Regional	2	6	24.2	24.2
Hinman Island	Regional	2	23	24	24
Northwest Park	Regional	1	2	2.2	2.2
Camp Comal	Special Use Areas	1	12	34.8	34.8
Zipp Family Sports Complex	Special Use Areas	1	16	27.5	67.1
Main Plaza	Special Use Areas	2	11	22	22
Faust Street Bridge	Special Use Areas	2	11	17.6	17.6
Union Street Tubers Exit	Special Use Areas	2	7	17.6	17.6
Puppy Playland Dog Park	Special Use Areas	2	11	15.4	15.4
Landa Park Golf Course	Special Use Areas	2	14	14.4	14.4
HEB Soccer Fields	Special Use Areas	1	13	13.2	24
Fredericksburg Fields	Special Use Areas	1	10	11	15.4
Garden Street Tubers Exit	Special Use Areas	2	3	11	11
Willard Canyon Park	Unknown	1	2	4.4	4.4

LOS General Findings

- Need turf reduction plan
- Some wayfinding and parks sign are weathered and outdated
- ADA accessible issues
- Lots of prohibitive signage
- No-parking and paid-parking signs are unwelcoming
- Park specific component quality issues
- Opportunities for trail and connectivity improvements
- Some areas of the city have greater access to services than others
- Evolving user interests and peak use periods may not have supporting infrastructure



LOS Park Specific Examples

- Torrey - Excellent tree cover; Many happy guests
- Arolo Verde and Alligator park - Need to add park amenities, access, signage
- Alves Park - Need to add park amenities and signage
- Camp comal - Consider adding trees, ornamental plantings, shade structures, and river access
- County Line Memorial Trail - Need to add signage, way finding, enhance pedestrian crossings, maintain fitness course
- Kraft Park - Need to add active recreation like pickleball, basketball. Add trees. Consider splash pad?
- Cypress Bend - Needs shade, ADA access to shelter, restroom, playground, water, add active recreation, rectangle fields



Programming Inventory and Analysis



Listing of all programs



Alignment with community need



Programming trends



Leveraging partnerships



Equitable distribution of programs



Key performance measures



Programming Inventory and Analysis – Preliminary Findings

- **Utilize the overall findings and recommendations from this master plan to help guide future programming decisions.**
- **Expand staffing levels by adding appropriate level of full-time program staff to address gaps and growing need of programs** (especially program gap areas like outdoor recreation and environmental exploration).
- **Review trending programs for applicability.**
- **Increase marketing and promotion** of programs to geographic areas with low participation.
- **Consider pursuing a new community center.**
- **Promote advertisement of scholarship opportunities** to enhance equity.
- **Establish geographical equity in special event locations.**
- **Partner with Human Resources (HR) to develop recruitment and retention strategies** to address staffing challenges for difficult-to fill positions.



Next Steps

- 1 Continued Analysis and Draft Deliverables
- 2 Draft Plan Development
- 3 Final Plan and Implementation Worksession