

NEW BRAUNFELS UTILITIES

MAIN PLAZA DEVELOPMENT

JULY 27, 2021





- NBU at Main Plaza Overview
- Unique Opportunity
- Area/Site Information
- Use Considerations
- Planning Analysis
- City of New Braunfels Overlay District Outline
- Redevelopment Selection Process

NBU AT MAIN PLAZA OVERVIEW

NBU BUILDINGS





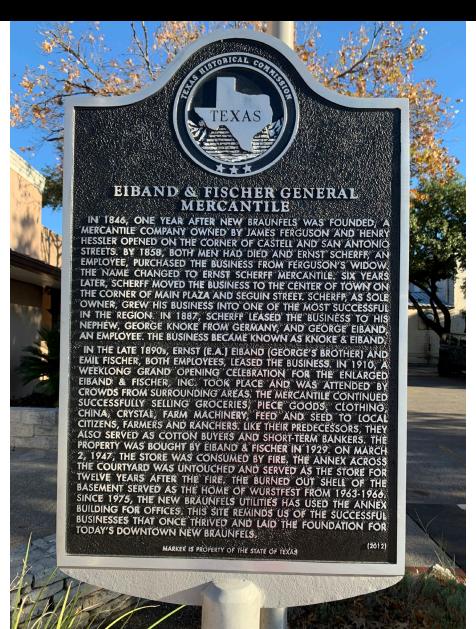




NBU[®] NEW BRAUNFELS UTILITIES



NBU <u>NEW BRAUNFELS</u> U T I L I T I E S



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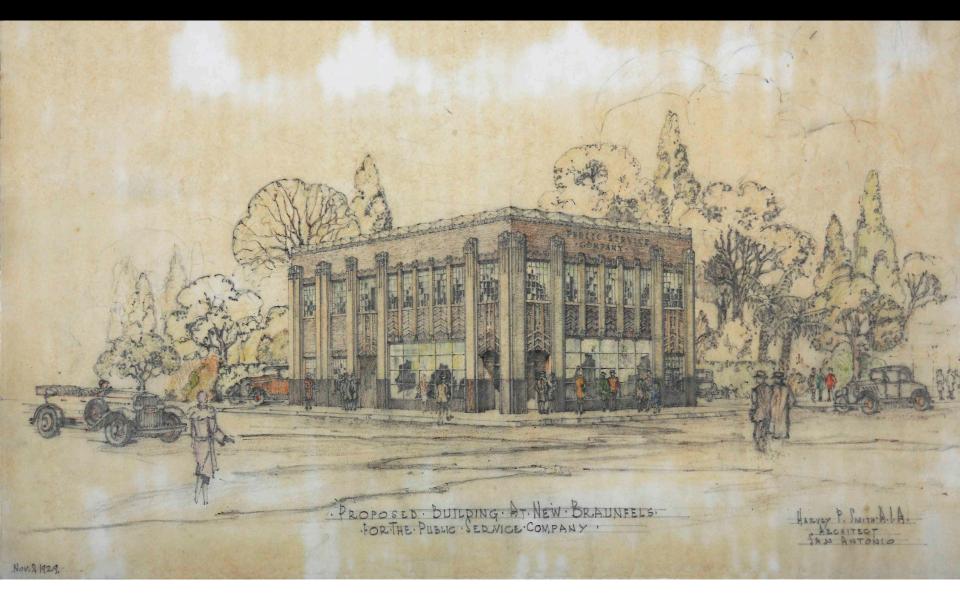
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DOUGLASARCHITECTS



PUBLIC SERVICE COMPANY





BU NEW BRAUNFELS

DOUGLASARCHITECTS

1 /21 **CONSTRUCTION DURING 1980'S**

NBU <u>NEW BRAUNFELS</u> UTILITIES

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CONSTRUCTION DURING 1980'S

UNIQUE OPPORTUNITIES

UNIQUE OPPORTUNITY

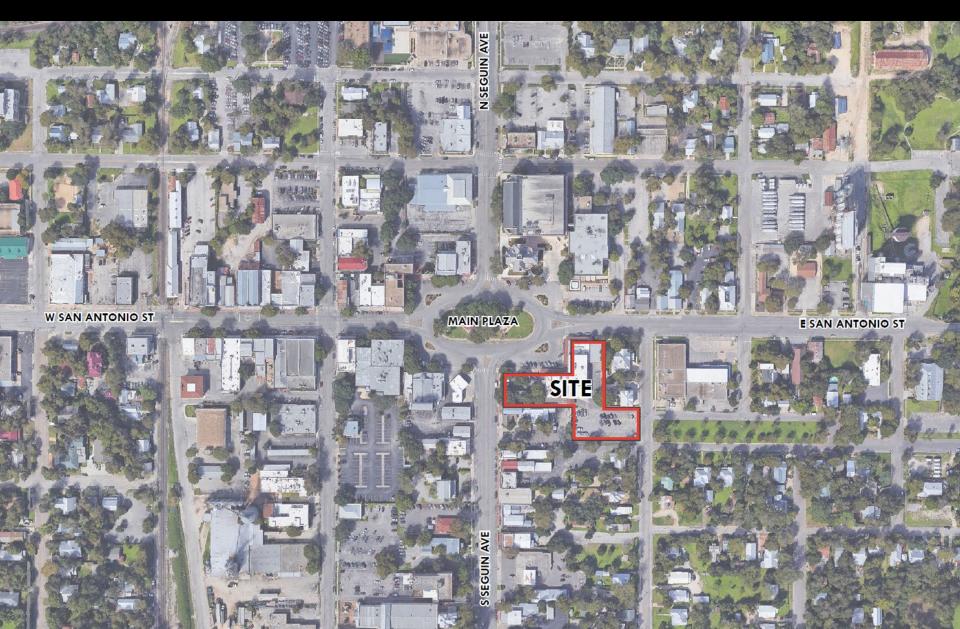


- 1. Publicly controlled property
- 2. Unique downtown location on Main Plaza
- 3. Opportunity to craft Development Plan that best aligns with Community/Downtown goals and the Comprehensive Plan
- 4. Enhance Main Plaza with infill development
- 5. Optimum program/use opportunities
- 6. Improve retail activity and connectivity
- 7. Strategic location further activate East San Antonio St
- 8. Significant economic impact (public/private)

AREA/SITE INFORMATION

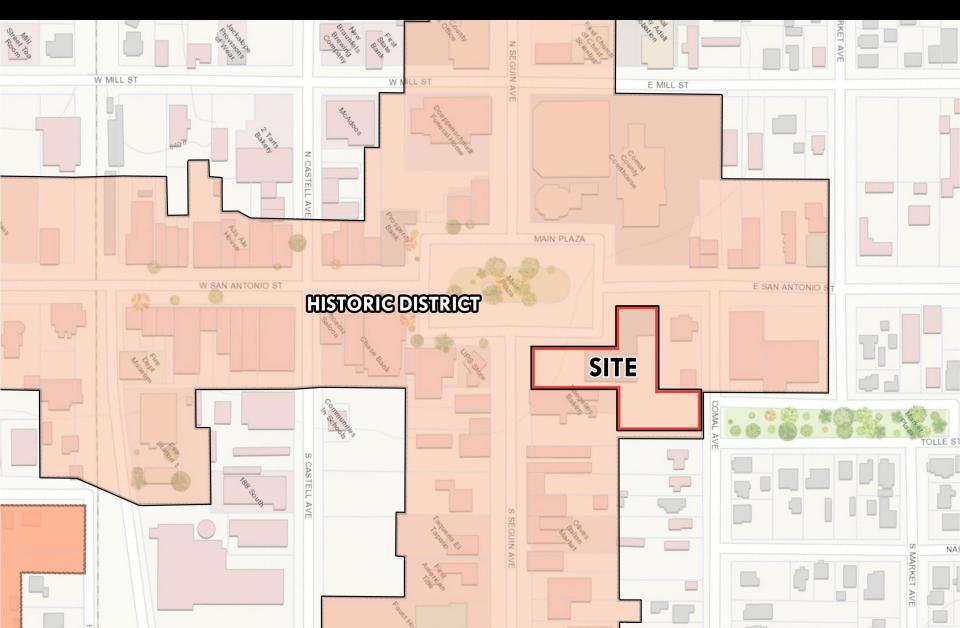
AREA MAP

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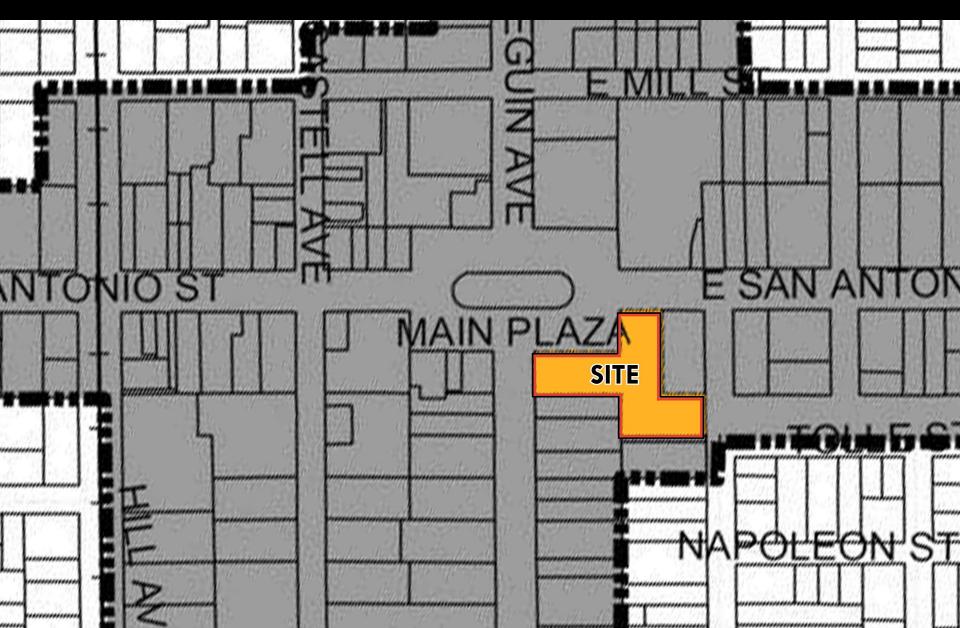
HISTORIC DISTRICT





DOWNTOWN PARKING DISTRICT





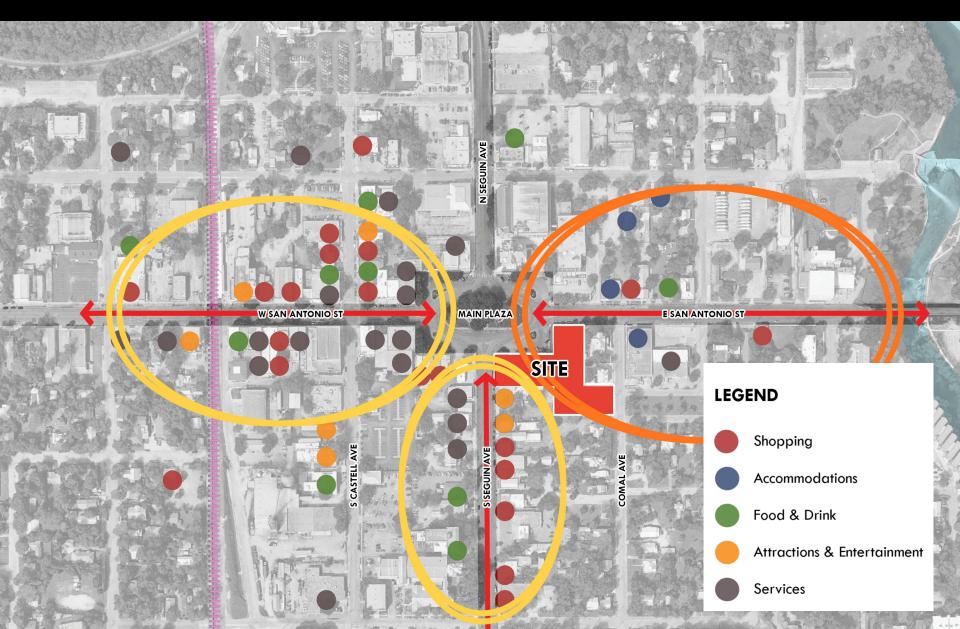
MAIN PLAZA

NEW BRAUNFELS UTILITIES



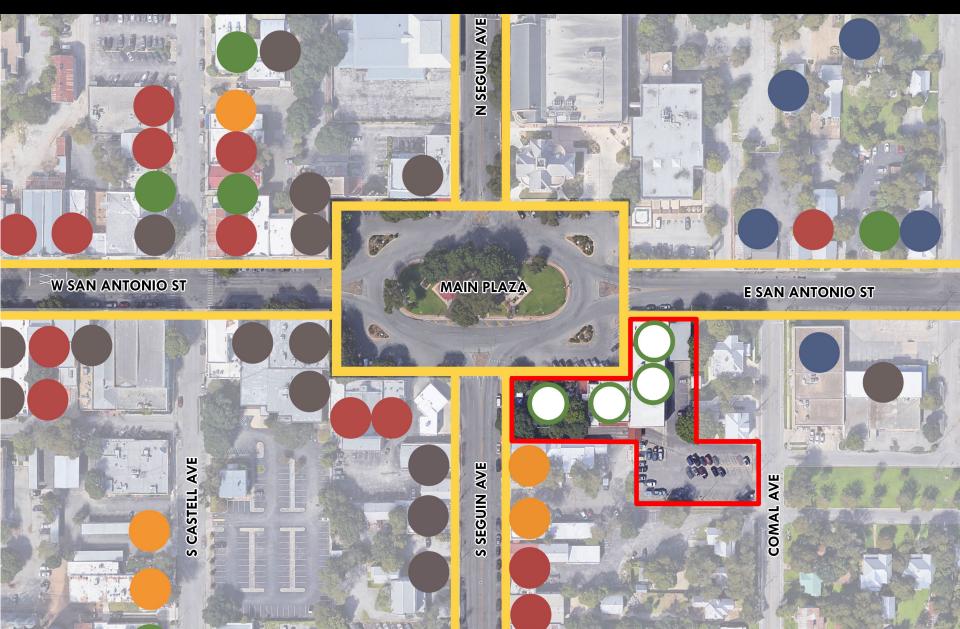
DOWNTOWN USES





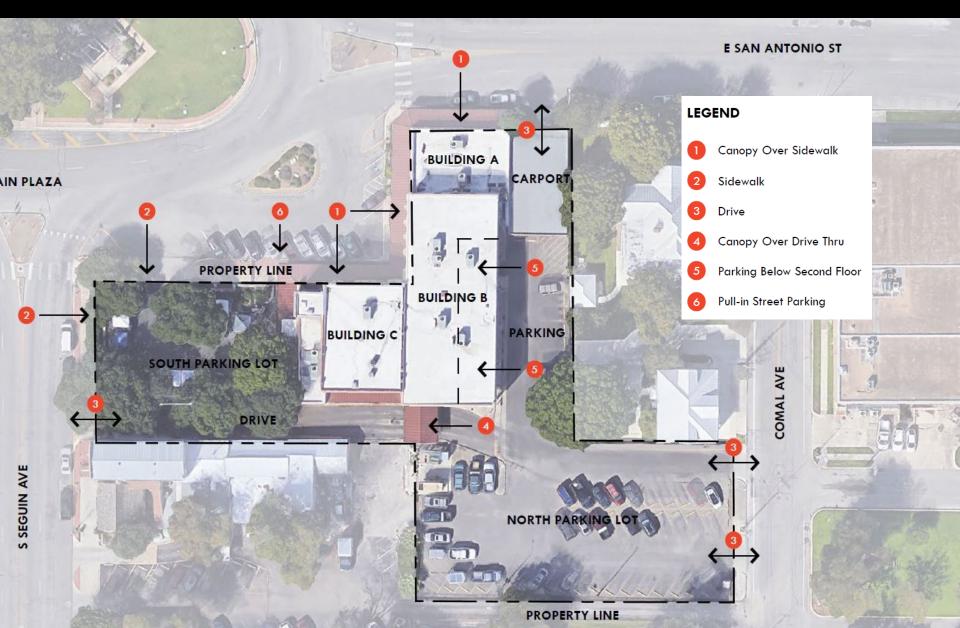
MAIN PLAZA

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EXISTING SITE / BUILDINGS





NBU BUILDINGS





BIRD'S EYE SITE VIEW





USE CONSIDERATIONS

PROGRAM CONSIDERATIONS

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RETAIL



MULTIFAMILY



HOTEL



STREETSCAPE



PRELIMINARY PROGRAM EVALUATION

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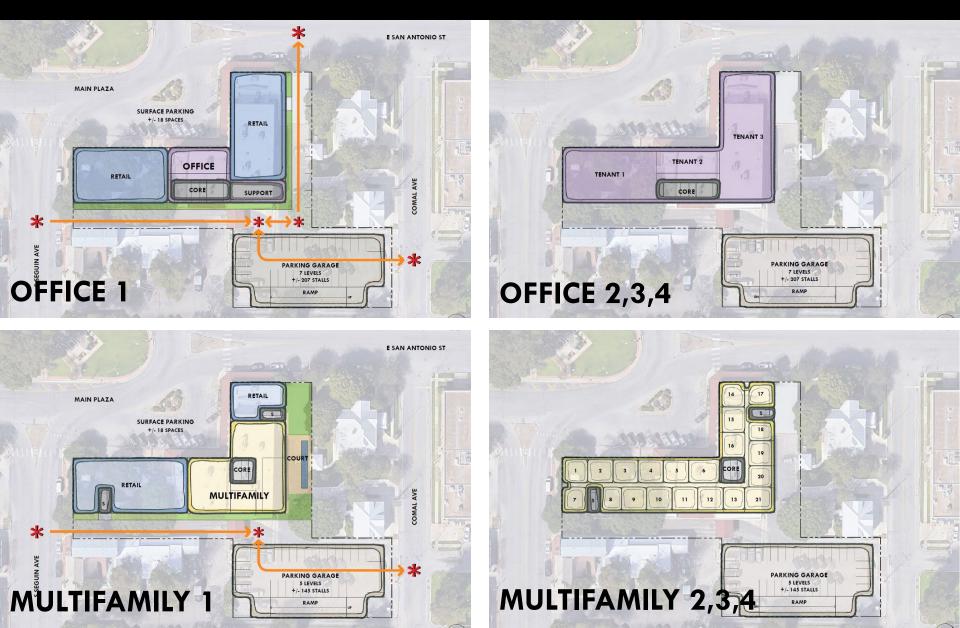
Parking DT DT Economic TOTAL Marketability **Daily Hrs** Program Flexibility Compatible Impact Impact 3 OFFICE 3 2 4 16 8hrs 4 RETAIL 5 5 22 12hrs 4 4 4 MULTIFAMILY 5 5 2 20 15hrs 4 4 HOTEL 5 5 5 5 24 18hrs 4



PLANNING ANALYSIS

OFFICE & MULTIFAMILY PROGRAM

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HOTEL PROGRAM

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BIRD'S EYE SITE VIEW





CITY OF NEW BRAUNFELS ADOPTED OVERLAY DISTRICT



- 1. Area
- 2. Purpose
- 3. Development Standards
- 4. Uses
- 5. Special Requirements

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Purpose

The Overlay District is being established to ensure:

- A. Appropriate uses for the site
- B. Any redevelopment is compatible to the unique location on Main Plaza
- C. Historic contributing elements are preserved
- D. The significance of the northeast corner of Main Plaza is maintained

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Development Standards

- A. Building Height
- B. Build-to Line
- C. Building Massing
- **D.** Building Materials
- E. Facades and Fenestration
- F. Building Exterior Details
- G. Parking Structure with Screening

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Permitted Uses

- A. Retail, Restaurant, Bar, Office, Multifamily, Hotel, and/or any combination thereof
- B. Parking structure with enhanced screening treatments at rear of site (northeast portion of site off Comal Ave)

DOUGLASARCHITECTS

Special Requirements

- A. Program uses **Retail, Hotel, Office, Multifamily**, and/or any combination thereof
- **B. Parking structure** with enhanced screening treatments at rear of site (northeast portion of site off Comal Ave)
- C. Preservation of Building A and facade of Building C
- D. Opportunity to add a second floor to Building A per original design of Harvey P. Smith, Architect
- E. Design enhancements of building frontage onto plaza (triangle area), currently controlled by TXDOT
- F. Development to fit into character of Historic Downtown District

PRECEDENTS

BU <u>NEW BRAUNFELS</u> U T I L I T I E S



REDEVELOPEMENT SELECTION PROCESS



PURPOSE

To **solicit proposals** from **qualified organizations** with whom to enter into definitive documents pertaining to the Sale, Lease or Joint Venture of the NBU property to enable a **transformational project** and income event and/ or income stream **to NBU**.

SELECTION PROCESS



PROCESS

Issue public Request for Qualifications (RFQ).

• To market and attract the best candidates and determine a shortlist of viable developers based on submitted qualifications.

Issue Request for Proposal (RFP).

• Provides a variety of proposals (3-5) that NBU can evaluate and make the best-informed decision.

Enter into an Interim Agreement (IA).

• Provides a period of exclusive negotiation with the selected respondent.



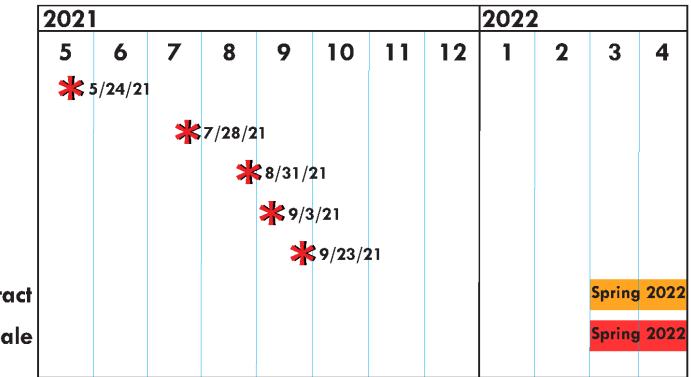
STRUCTURE

If **NBU selects** a successful **respondent**, the parties **will negotiate** and **enter into an Interim Agreement**. During the term of the Interim Agreement, NBU and successful respondent shall **negotiate terms** and **conditions of a sale** and/or **long-term lease** of the property inclusive of all development and financial considerations.

SCHEDULE



- 1. Issue RFP
- 2. Proposals Due
- 3. Interviews
- 4. Evaluations Due
- 5. Selection
- 6. Negotiation of Contract
- 7. Board of Approval Sale





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