

O WATSON LANE E | NEW BRAUNFELS, TX 78130



17.75 ^{+/-} ACRE LOT | \$2,950,000

This 17.775-acre tract on Watson Lane in New Braunfels, TX 78130 offers a strong opportunity for industrial or commercial development. The site includes approximately 389 feet of road frontage and features a 12-inch waterline running along the property's frontage. Land contour favorable to drainage. Conveniently situated near Interstate 35, the property provides excellent access to the Central Texas corridor. It is also located near the Mayfair master-planned community (4,000 homes and 2 million sq ft of retail planning) and the Texas Ski Ranch, contributing to the area's growing commercial activity and visibility. With mostly level topography, utility accessibility, and proximity to major growth areas, the tract is well-suited for a variety of industrial or service-commercial uses, subject to local zoning and development requirements. Call for more information or to schedule a showing.



COLUM MALCOLMSON

Commercial Advisor

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**Prices and statuses subject to change without notice.*

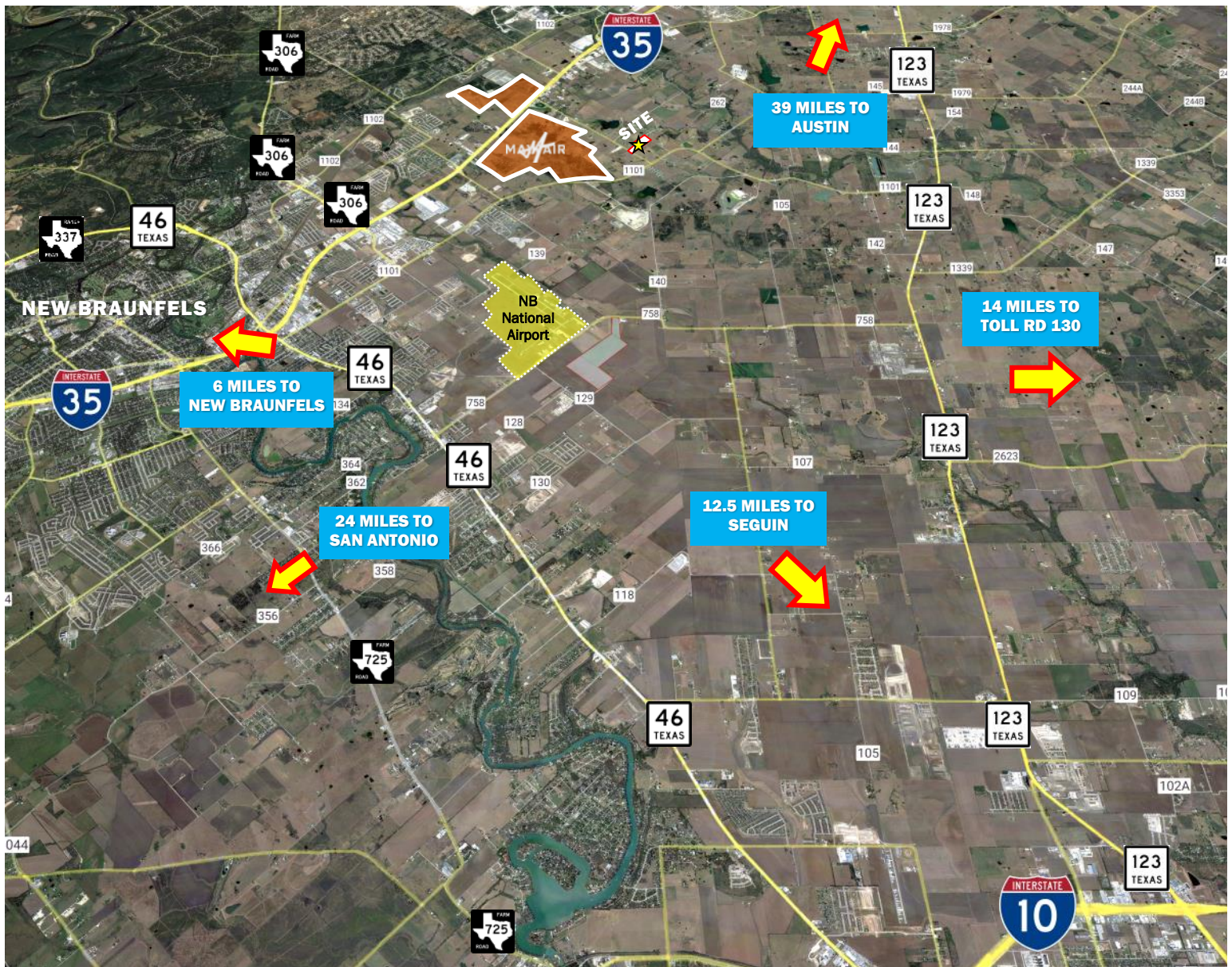




EDWARDS
COMMERCIAL
REAL ESTATE

AREA PROXIMITY MAP

O WATSON LANE E | NEW BRAUNFELS, TX 78130

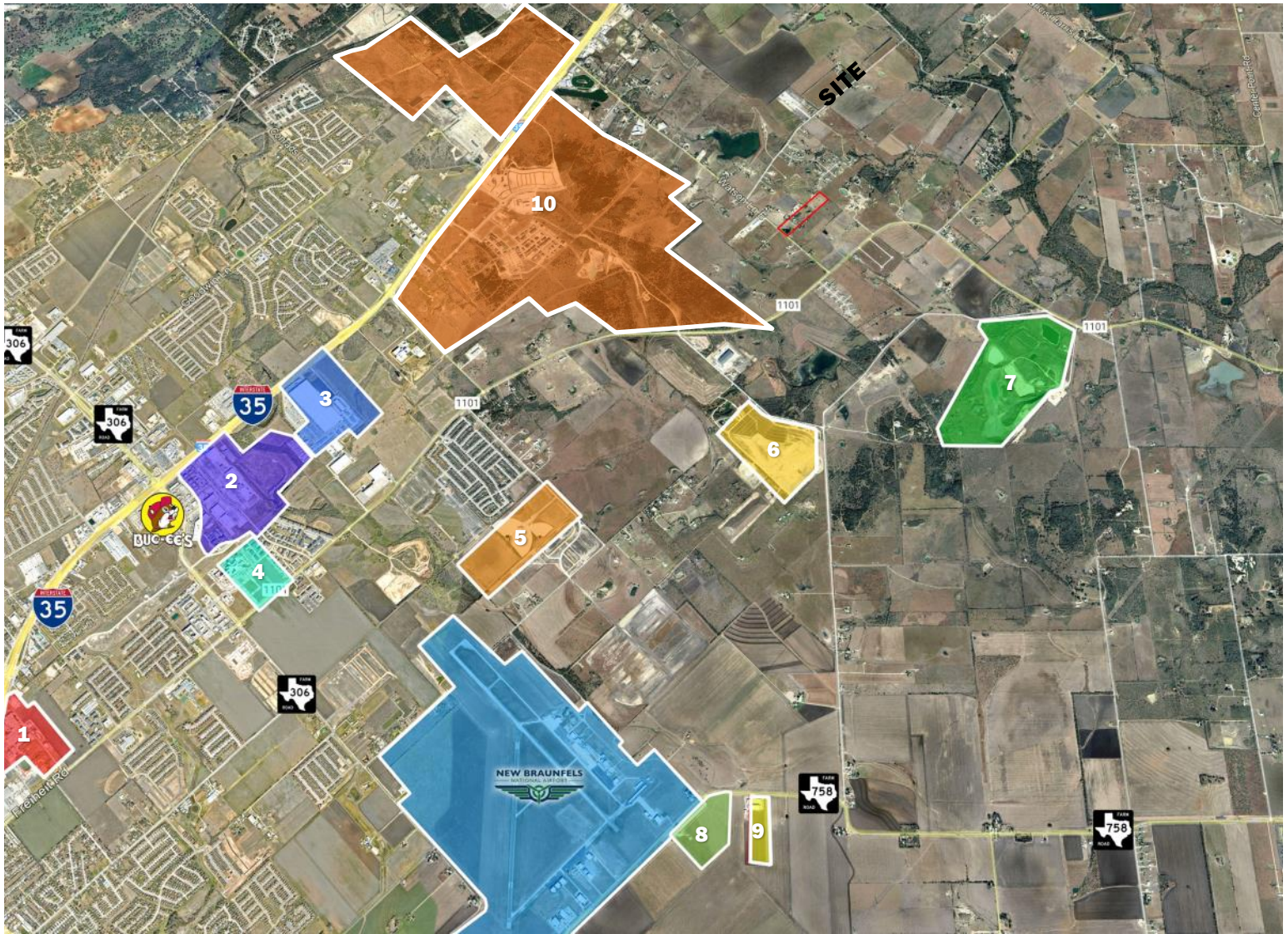




**EDWARDS
COMMERCIAL
REAL ESTATE**

IH 35 CORRIDOR BUSINESS AREA MAP

O WATSON LANE E | NEW BRAUNFELS, TX 78130

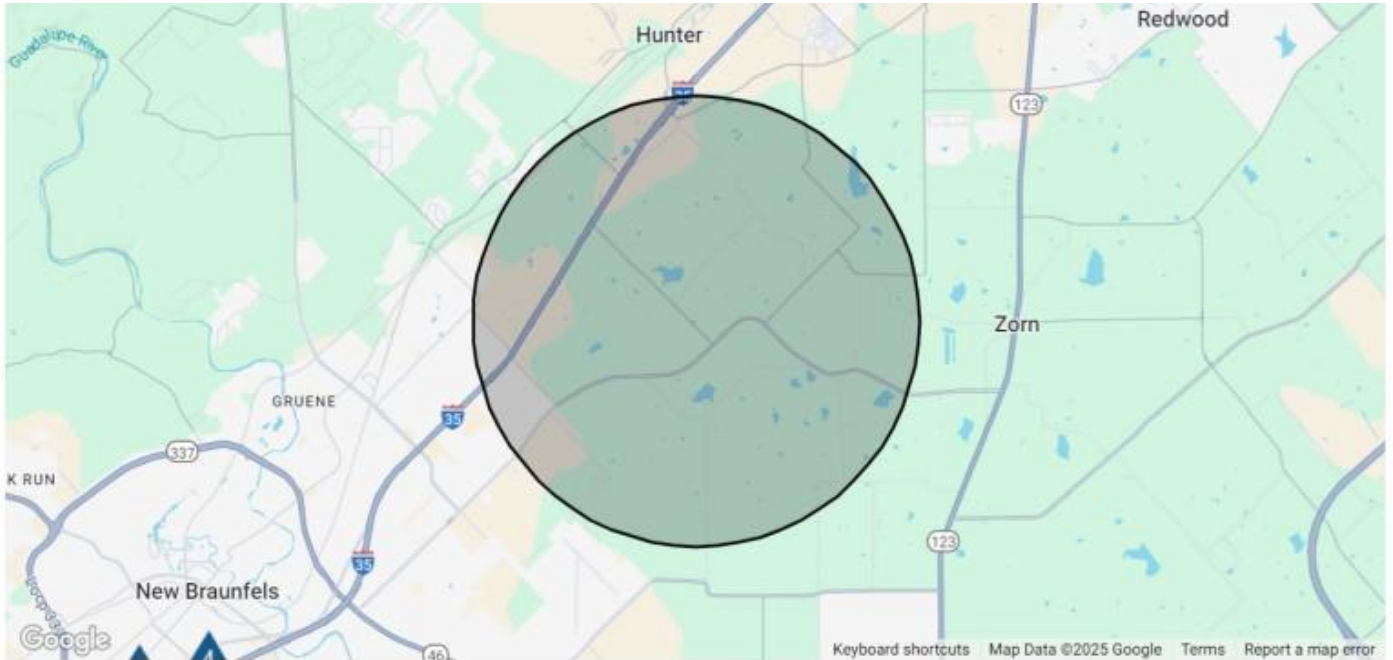


Businesses Legend

- | | |
|-------------------------------------|-----------------------|
| 1. Comal ISD | 6. Waste Management |
| 2. Town Center at Creekside | 7. TXI Cement Plant |
| 3. Walmart Distribution Center | 8. The Allen Farmhaus |
| 4. Resolute Health | 9. Tinker & Rasor |
| 5. Stars & Stripes Drive-In Theater | 10. Mayfair |



O WATSON LANE E | NEW BRAUNFELS, TX 78130



Daily Traffic Counts: ▲ Up 6,000 / day ▲ 6,001 – 15,000 ▲ 15,001 – 30,000 ▲ 30,001 – 50,000 ▲ 50,001 – 100,000 ▲ Over 100,000 / day

1

139,091

2024 Est. daily
traffic counts

Street: I 35
Cross: I- 35 Frontage
Cross Dir: NE
Dist: –

Historical counts

Year	Count	Type
2021	▲ 148,818	AADT
2020	▲ 112,782	AADT
2019	▲ 127,852	AADT
2013	▲ 109,391	AADT
2011	▲ 116,000	AADT

2

139,091

2024 Est. daily
traffic counts

Street: I 35
Cross: I- 35 Frontage
Cross Dir: NE
Dist: –

Historical counts

Year	Count	Type
2022	▲ 139,304	AADT

3

131,451

2024 Est. daily
traffic counts

Street: I- 35 Frontage
Cross: Linde St
Cross Dir: SE
Dist: –

Historical counts

Year	Count	Type
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4

129,345

2022 Est. daily
traffic counts

Street: Purple Heart Trail
Cross: Linde St
Cross Dir: SE
Dist: 0.03 miles

Historical counts

Year	Count	Type
2021	▲ 126,365	AADT
2020	▲ 132,318	AADT
2019	▲ 150,553	AADT
2018	▲ 124,534	AADT

5

128,704

2024 Est. daily
traffic counts

Street: I 35
Cross: S Grape Ave
Cross Dir: NW
Dist: –

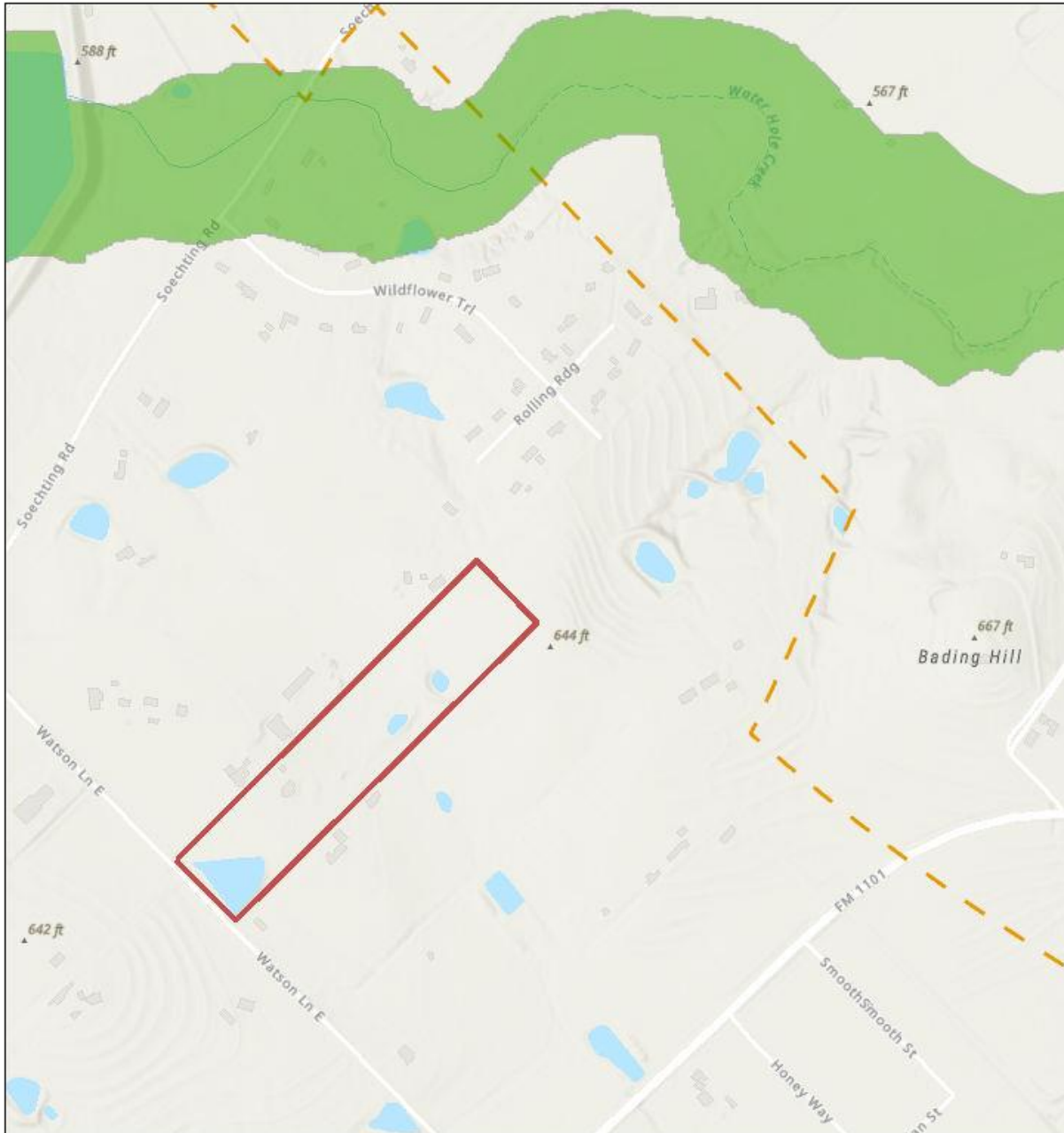
Historical counts

Year	Count	Type
2022	▲ 128,901	AADT

NOTE: Daily Traffic Counts are a mixture of actual and Estimates (*)




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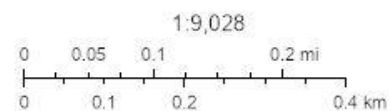


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Flood Hazard Zones

 1% Annual Chance Flood Hazard

 ETJ



Esri, NASA, NGA, USGS, FEMA, Sources: Esri, TomTom, Garmin, FAO, NOAA, USGS, © OpenStreetMap contributors, and the GIS User Community



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Criteria Used for Analysis

Median Household Income
\$83,980

Median Age
36.6

Total Population
104,321

1st Dominant Segment
Up and Coming Families

Consumer Segmentation

Life Mode

What are the people like that live in this area?

Sprouting Explorers

Young homeowners with families

Urbanization

Where do people like this usually live?

Suburban Periphery

The most populous and fastest-growing among Urbanization groups, Suburban Periphery includes one-third of the nation's population

Top Tapestry Segments	Up and Coming Families	Middleburg	Down the Road	Golden Years	Southern Satellites
% of Households	11,468 (28.7%)	5,086 (12.7%)	4,012 (10.0%)	2,342 (5.9%)	2,131 (5.3%)
% of Comal County	5,222 (6.8%)	7,788 (10.2%)	3,847 (5.0%)	2,342 (3.1%)	1,049 (1.4%)
Lifestyle Group	Sprouting Explorers	Family Landscapes	Rustic Outposts	Senior Styles	Rustic Outposts
Urbanization Group	Suburban Periphery	Semirural	Semirural	Suburban Periphery	Rural
Residence Type	Single Family	Single Family	Mobile Homes; Single Family	Single Family; Multi-Units	Single Family; Mobile Homes
Household Type	Married Couples	Married Couples	Married Couples	Singles	Married Couples
Average Household Size	3.04	2.69	2.69	2.09	2.6
Median Age	33.9	37.6	36.6	51.5	41.6
Diversity Index	82	60.4	79.9	56.5	51.1
Median Household Income	\$99,800	\$83,700	\$56,000	\$95,100	\$66,600
Median Net Worth	\$301,800	\$277,100	\$130,000	\$378,600	\$240,600
Median Home Value	\$369,200	\$306,900	\$178,200	\$518,500	\$239,600
Homeownership	74.1 %	76.1 %	67.7 %	65.4 %	81.1 %
Employment	Professional or Mgmt/Bus/Financial	Professional or Mgmt/Bus/Financial	Services or Professional	Professional or Mgmt/Bus/Financial	Professional or Services
Education	Some College No Degree	High School Diploma	High School Diploma	Bachelor's Degree	High School Diploma
Preferred Activities	Busy with work and family . Shop around for the best deals.	Spending priorities also focus on family . Enjoy hunting, fishing, bowling and baseball.	Place importance on preserving time-honored customs . Go hunting, fishing.	Active social lives include traveling abroad . Good health is a priority.	Go hunting, fishing . Own a pet dog.
Financial	Carry debt, but also maintain retirement plans	Carry some debt; invest for future	Shop at Walmart Supercenters, Walgreens and dollar stores	Maintain actively managed financial portfolios	More concerned about cost rather than brand
Media	Rely on the Internet for entertainment and information	TV and magazines provide entertainment and information	Use the Internet to stay connected, listen to radio at work	Internet is used for everything, avid readers as well	Obtain most of their information from TV
Vehicle	Own late model import SUVs or compacts	Like to drive trucks, SUVs, or motorcycles	Bought used vehicle last year	Prefer late-model vehicle	Own 1 or 2 vehicles likely a truck