

# 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.*

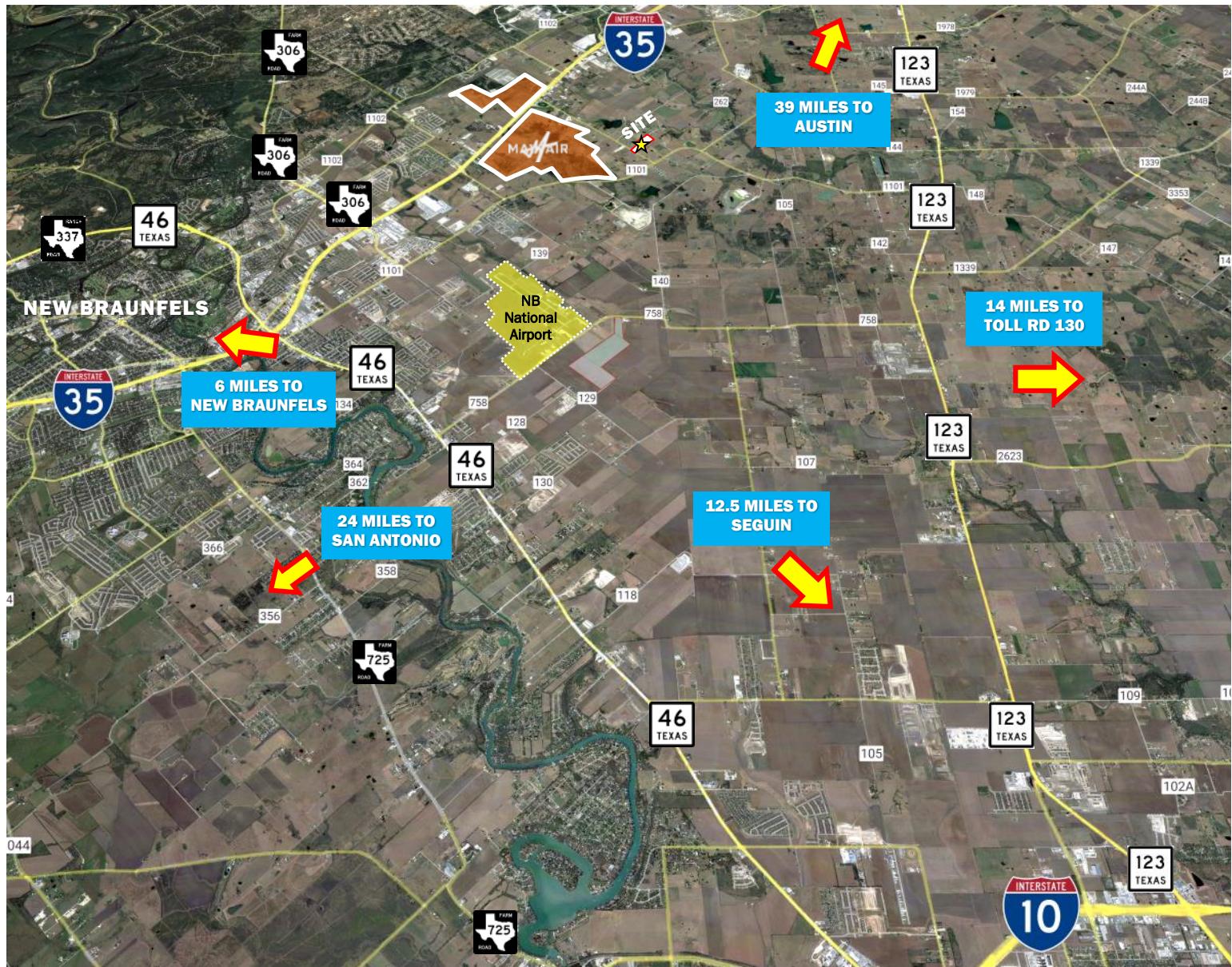




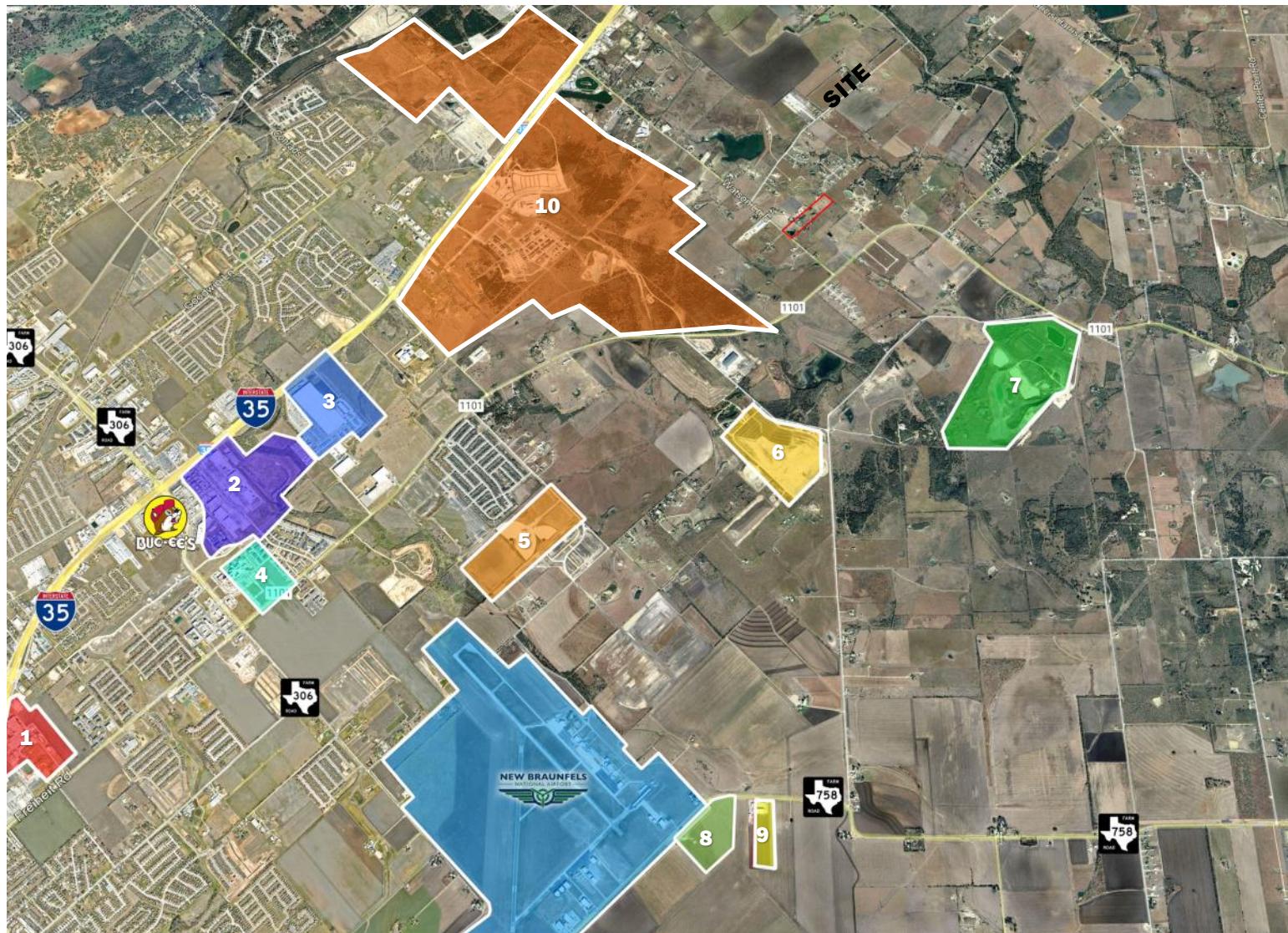
**EDWARDS  
COMMERCIAL  
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## AREA PROXIMITY MAP

10 WATSON LANE E | NEW BRAUNFELS, TX 78130



0 WATSON LANE E | NEW BRAUNFELS, TX 78130

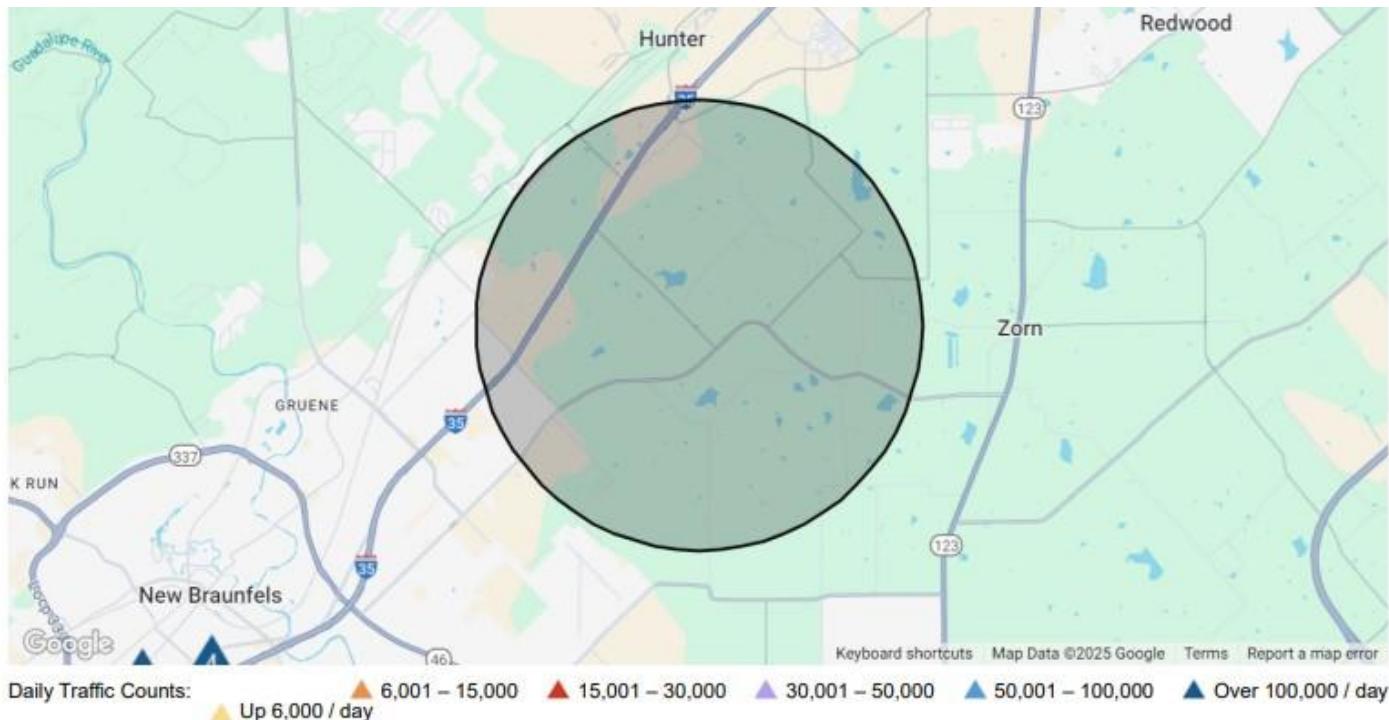


### **Businesses Legend**

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



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1	2	3	4	5
<b>139,091</b>	<b>139,091</b>	<b>131,451</b>	<b>129,345</b>	<b>128,704</b>
2024 Est. daily traffic counts	2024 Est. daily traffic counts	2024 Est. daily traffic counts	2022 Est. daily traffic counts	2024 Est. daily traffic counts
Street: I 35 Cross: I- 35 Frontage Cross Dir: NE Dist: -	Street: I 35 Cross: I- 35 Frontage Cross Dir: NE Dist: -	Street: I- 35 Frontage Cross: Linde St Cross Dir: SE Dist: -	Street: Purple Heart Trail Cross: Linde St Cross Dir: SE Dist: 0.03 miles	Street: I 35 Cross: S Grape Ave Cross Dir: NW Dist: -
Historical counts	Historical counts	Historical counts	Historical counts	Historical counts
Year Count Type	Year Count Type	Year Count Type	Year Count Type	Year Count Type
2021 ▲ 148,818 AADT	2022 ▲ 139,304 AADT		2021 ▲ 126,365 AADT	2022 ▲ 128,901 AADT
2020 ▲ 112,782 AADT			2020 ▲ 132,318 AADT	
2019 ▲ 127,852 AADT			2019 ▲ 150,553 AADT	
2013 ▲ 109,391 AADT			2018 ▲ 124,534 AADT	
2011 ▲ 116,000 AADT				

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



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## FLOOD MAP

O WATSON LANE E | NEW BRAUNFELS, TX 78130



10/10/2025, 2:37:27 PM

1.9.028

## 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.



## O WATSON LANE E, NEW BRAUNFELS, TX 78130

### 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
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Top Tapestry Segments	Up and Coming Families	Middleburg	Down the Road	Golden Years	Southern Satellites
<b>% of Households</b>	11,468 (28.7%)	5,086 (12.7%)	4,012 (10.0%)	2,342 (5.9%)	2,131 (5.3%)
<b>% of Comal County</b>	5,222 (6.8%)	7,788 (10.2%)	3,847 (5.0%)	2,342 (3.1%)	1,049 (1.4%)
<b>Lifestyle Group</b>	Sprouting Explorers	Family Landscapes	Rustic Outposts	Senior Styles	Rustic Outposts
<b>Urbanization Group</b>	Suburban Periphery	Semirural	Semirural	Suburban Periphery	Rural
<b>Residence Type</b>	Single Family	Single Family	Mobile Homes; Single Family	Single Family; Multi-Units	Single Family ; Mobile Homes
<b>Household Type</b>	Married Couples	Married Couples	Married Couples	Singles	Married Couples
<b>Average Household Size</b>	3.04	2.69	2.69	2.09	2.6
<b>Median Age</b>	33.9	37.6	36.6	51.5	41.6
<b>Diversity Index</b>	82	60.4	79.9	56.5	51.1
<b>Median Household Income</b>	\$99,800	\$83,700	\$56,000	\$95,100	\$66,600
<b>Median Net Worth</b>	\$301,800	\$277,100	\$130,000	\$378,600	\$240,600
<b>Median Home Value</b>	\$369,200	\$306,900	\$178,200	\$518,500	\$239,600
<b>Homeownership</b>	74.1 %	76.1 %	67.7 %	65.4 %	81.1 %
<b>Employment</b>	Professional or Mgmt/Bus/Financial	Professional or Mgmt/Bus/Financial	Services or Professional	Professional or Mgmt/Bus/Financial	Professional or Services
<b>Education</b>	Some College No Degree	High School Diploma	High School Diploma	Bachelor's Degree	High School Diploma
<b>Preferred Activities</b>	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.
<b>Financial</b>	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
<b>Media</b>	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
<b>Vehicle</b>	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