



FARMERS BRANCH
TEXAS

Farmers Branch Housing Redevelopment Strategy

Study Session | 8/12/2025

Requested By: City Management



Farmers Branch Housing Redevelopment Strategy

Transforming City-Owned Lots into Sustainable, Equitable Communities

- 1** Establish a unified, long-term housing strategy
- 2** Maximize value from City-owned lots
- 3** Align with Council's strategic goals
- 4** Deliver sustainable and inclusive revitalization

Where are we today?

- ❑ Over \$4.4 MM invested in lot purchases through the Neighborhood Renaissance Program
- ❑ Initiatives: Branch Crossing, Valwood Area

CHALLENGES:



No City-wide housing strategy



Inconsistent Outcomes



Fragmented Implementation



District-driven



What's Missing?

Comprehensive housing strategy

Defined affordability or workforce housing goals

Zoning considerations

Impact metrics to guide policy



What We Aim to Achieve



Maximize public investment returns



Expand housing options for all demographics



Ensure equitable redevelopment across districts



Attract quality private investment



Improve the neighborhood quality of life citywide



CITYWIDE HOUSING POLICY FRAMEWORK

Develop a Housing Action Plan that will address:

Affordability & workforce needs

Market trends & zoning barriers

Infrastructure & environmental constraints

Target high-impact redevelopment zones





Defined Housing Goals

TARGETS:

Set unit targets by type and affordability

FOCUS AREAS:

- ☐ Infill development
- ☐ Mixed-income housing
- ☐ Homeownership for the underrepresented groups

Public-Private Partnerships

The infographic features a central light blue circle with a dark teal border. Six white lines radiate from the circle's edge to six text blocks. The background is a dark teal aerial photograph of a city street with trees and buildings.

**Establish clear
developer selection
criteria**

**Offer incentives tied to
community outcomes**

Alignment with goals

**Use RFPs/RFQs for
transparency**

**Experience in housing
development**

**Design & community
value**



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Community Engagement and Vision



**Inclusive
Outreach**



**Build trust and
transparency**



**Align plans with
resident needs
and priorities**

PERFORMANCE METRICS

ANNUAL TRACKING

- ☐ Homes built
- ☐ % affordable/workforce units
- ☐ Tax base increase
- ☐ Resident satisfaction

REPORTING

- ☐ Transparent reporting

What's Next?

MILESTONE 01

Hold Strategic Housing Workshop



MILESTONE 02

Pause lot sales until plan is adopted



MILESTONE 03

Assign ED & Community Services to lead with support from Finance



MILESTONE 04

Review benchmark peer cities



MILESTONE 05

Review current lot holdings for fit with new strategy



WHY IT MATTERS

- ❑ Opportunity to transform scattered assets into a cohesive, equitable housing strategy
- ❑ Diverse economic, social, and community benefits
- ❑ Supports long-term vitality and strategic growth for Farmers Branch



Questions



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