

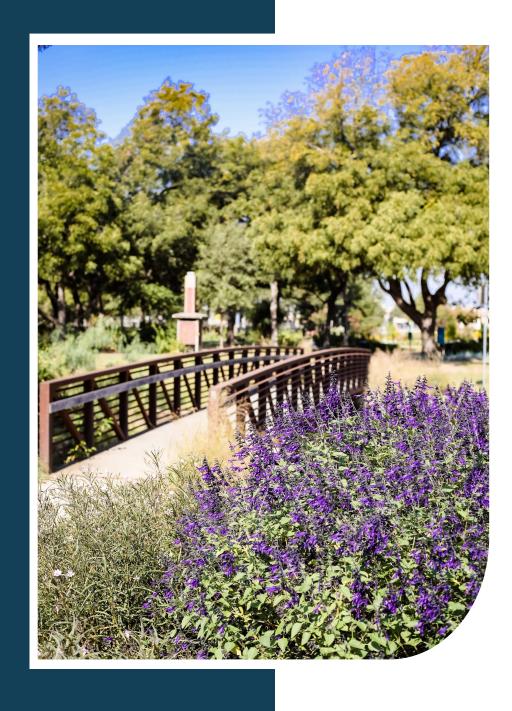
Study Session | 8/12/2025

Requested By: City Management



Transforming City-Owned Lots into Sustainable, Equitable Communities

- Establish a unified, long-term housing strategy
- Maximize value from City-owned lots
- Align with Council's strategic goals
- 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

Establish clear developer selection criteria

Public-Private Partnerships

Offer incentives tied to community outcomes

Alignment with goals

Use RFPs/RFQs for transparency

Experience in housing development

Design & community value





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

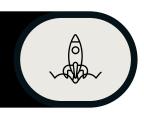
Review benchmark peer cities



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

