

Economic Mobility

Objectives

1. Incentivize mixed-use developments and redevelopments in targeted locations to create a built environment with integrated housing, commercial centers, and opportunities for improved connectivity.
2. Support Confluence, the New Braunfels Chamber of Commerce Economic Development Strategic Plan, by helping to ensure a community that supports the targeted industries and increases the diversity of job opportunities in the community.
3. In partnership with the New Braunfels Economic Development Corporation (NBEDC) and New Braunfels Utilities, develop a cohesive framework for economic development incentives that encourage a built environment that results in enhanced walkability, mixed housing types, and the co-location of commercial and residential uses.
4. To support the development of additional workforce housing units, create an incentive policy to include variances for height restrictions, density limits, parking minimums and other requirements as well as encouraging the use of Public Facility Corporations and Tax Increment Financing.
5. Establish programs and opportunities that leverage private and public sector dollars for use as gap financing in the production and preservation of affordable workforce housing units.
6. Continue to develop a series of policies and programs to encourage the construction of different housing types, such as accessory dwelling units, to increase the diversity of the housing supply, especially in areas of the community that are undergoing changes to current development patterns and where demand is outpacing supply.
7. Look for opportunities to incentivize child development centers to increase the supply of high-quality childcare in the community that supports the local workforce.
8. In partnership with the NBEDC, undertake an asset and ecosystem mapping exercise to identify the entrepreneurial assets available in the community and work toward closing the gaps identified.
9. Identify and secure a mid-to-long-term leasing or ownership opportunity for a business incubator to help foster the development of new, locally grown businesses and support entrepreneurship.

OUR GOAL

Create an economic ecosystem where all people have access to housing and meaningful work to live self-reliantly within the community.



Economic Mobility

Performance Measures

Milestone

1. Complete an entrepreneurship asset inventory by the end of 2025
2. In partnership with the NBEDC, establish funding source(s) dedicated to the creation of additional workforce housing units
3. Issue Notice of Funding Availability (NOFA) to explore partnership opportunities for the creation of additional affordable housing units.

Output

1. Increase the number of new affordable housing units produced each fiscal year.
2. Increase the number of affordable housing units preserved each fiscal year.

Outcome

1. Two percent increase in median income annually year over year
2. Increased percentage of citizens who work and reside in New Braunfels.
3. Reduce collective percentage of household income dedicated to housing and transportation.
4. Decrease in percentage of cost-burdened households.
5. Increase National Citizen Survey rating of "Variety of housing options."
6. Increase National Citizen Survey rating of "Availability of affordable quality housing."
7. Increase National Citizen Survey rating of "Availability of affordable quality childcare/preschool."

