

## Legislation Text

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**File #:** 24-809, **Version:** 1

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**PRESENTER:**

Jeff Jewell, Economic and Community Development Director

**SUBJECT:**

Presentation and discussion on a proposed project expenditure to advance Phase 2 of the Gruene 16 Project

**DEPARTMENT:** Economic and Community Development

**COUNCIL DISTRICTS IMPACTED:** 4

**BACKGROUND INFORMATION:**

At the New Braunfels Economic Development Corporation (NBEDC) workshop on June 15<sup>th</sup>, 2023, the Board was introduced to a process to undertake predevelopment and feasibility work for the eventual development of the Gruene 16, Block 1, Lots 1-3 property. This property was purchased by the NBEDC in 2016 for HD Supply's planned expansion, which did not occur. The described process works with key stakeholders to conceptualize the project and objectives, develop a basic "vision" for the project, determine the market demand for the project as envisioned, and develop high level building and infrastructure budget estimates to determine the overall feasibility of the development concept(s) that receive the most support. This is intended to be the first steps in the feasibility and development concepts stage, with a second stage proposed to ultimately solicit a developer and negotiate a development agreement to bring the project to fruition. The NBEDC Board directed staff to move forward with the proposal.

The NBEDC Board, at its regular meeting on August 17, 2023, approved an expenditure to Economic & Planning Systems, Inc. (EPS), to begin the planning for a possible public/private partnership addressing the Gruene 16 property.

EPS facilitated a workshop with the NBEDC Board on November 14, 2023 and addressed objectives for the site, identified key questions for additional research, and established parameters for the next steps of the potential public/private partnership. EPS facilitated another workshop with the NBEDC Board on May 16, 2024 and reviewed the completed feasibility study, Council and NBEDC goals, economic, demographic, and market trends, discussed broker insights, highlighted opportunistic land uses, and reviewed themes and concepts discovered during the study.

The specific next steps include: urban planning, test fitting the site, completing financial feasibility studies, and drafting a Request for Proposals for development.

**ISSUE:**

The Gruene 16 feasibility study has been completed and Phase 2 has been identified. This presentation will address the next steps.

**STRATEGIC PLAN REFERENCE:**

☒ Economic Mobility ☐ Enhanced Connectivity ☐ Community Identity  
☐ Organizational Excellence ☐ Community Well-Being ☐ N/A

**FISCAL IMPACT:**

TBD

**RECOMMENDATION:**

The NBEDC Board provides direction to staff for next steps and direction surrounding phase 2 of the Gruene 16 project.