



CITY OF MANSFIELD

1200 E. Broad St.
Mansfield, TX 76063
mansfieldtexas.gov

Meeting Minutes - Draft

City Council - Revitalization of Historic Downtown Mansfield Sub-Committee

Tuesday, October 22, 2019

10:30 AM

MULTI-PURPOSE ROOM

CALL TO ORDER

Chairman Brent Newsom called the meeting to order at 10:34 a.m.

INTRODUCTION

Interim Director of Planning Lisa Sudbury introduced Halff Associates Representatives Matt Bucchin, Project Manager and Kendall Howard, Deputy Project Manager.

CITIZEN COMMENTS

There were no Citizen Comments.

PLAN BACKGROUND

Matt Bucchin stated that the focus of the meeting is to present early public engagement and get strategic thoughts of the committee members. He mentioned they would discuss implementation details and capitalize on the current progress.

PLAN PROCESS

Kendall Howard discussed the following Plan Process: Confirming the Communities Vision, Assessing Existing Conditions, Real Estate Market Analysis, Downtown Development Strategies, and Implementation. She mentioned that Halff Associates will be conducting a parking count survey. Matt Bucchin touched on what makes a downtown successful and discussed the current downtown momentum.

REVIEW STAKEHOLDER FEEDBACK

Matt Bucchin explained the Downtown Activation Physical Aspects. This included land use, pedestrian traffic, walkability connectivity, and signage.

Kendall Howard went over the stakeholder feedback received during focus group meetings with downtown businesses. She discussed identity, activity, connectivity, and livability.

Deputy City Manager, Shelly Lanners discussed wayfinding signage and replacing of street signs, mentioning that some of those items are already in the process.

Director of Convention and Visitor's Bureau, Theresa Cohagen stated that some businesses close during City events downtown and we need to find a way to keep them

open during these events.

DISCUSSION

Committee Member, Casey Lewis discussed having banners along the street lights and poles advertising events. Mr. Lewis added that he would like to see downtown lit up during the holidays. There also needs to be available parking and more family oriented businesses such as a Bowling Alley and restaurants.

Chairman, Brent Newsom discussed reducing the speed and having crosswalks; as well as finding a way to divert traffic around downtown instead of through downtown. He would also like for Mansfield to be a Destination City.

Director of Public Works, Bart VanAmburgh explained that crosswalks will take time and will need to be evaluated after a pedestrian study is done.

Committee Members gave examples of other cities with linear downtowns that are considered Destination Cities; Grapevine, Fredericksburg, Georgetown, Roanoke, McKinney and Lewisville.

Issues and Opportunities

Committee Member, Casey Lewis stated that retail business is needed that is willing to participate in City events. Kendall Howard mentioned that a passenger rail is possible. Chairman, Brent Newsom stated that currently Mansfield has a limited variety and needs to be advertised more. Committee Member, Casey Lewis suggested private investments and more density. He also suggested public restrooms and a Visitor's Center.

City Manager, Clayton Chandler suggested an incentive to upgrade property and bring in certain business. He also suggested designating someone specifically to manage downtown development.

Chairman, Brent Newsom suggested having a solid plan with zoning that allows for productivity already in place. This will cut down on time in the development process and give Administration the ability to approve downtown development without going to Council. It needs to be flexible to allow for redevelopment and new development.

Project Goals

Matt Bucchin summarized the committee's suggestions for creating regulatory guidelines and policy specifically for downtown development and redevelopment. Also, designate someone specifically to manage those guidelines and policies along with the businesses downtown and the events.

Committee Member, Casey Lewis suggested working with Discover Historic Mansfield and the local businesses to promote the City.

NEXT STEPS

Kendall Howard gave a breakdown on important deadline dates: traffic count and parking survey in November; return with a report in January 2020; and finalize plan in May 2020.

Shelly Lanners finished with an update on current projects and Bart VamAmburgh gave an update on street lighting.

ADJOURNMENT

Chairman, Brent Newsom adjourned the meeting at 12:52 p.m.

ATTEST: Brent Newsom, Chairman

Susana Marin, City Secretary