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| <p style="text-align: center;">AGENDA</p> <p style="text-align: center;">HISTORIC LANDMARK COMMISSION COUNCIL CONFERENCE ROOM CITY OF MANSFIELD, TEXAS THURSDAY, MARCH 27, 2008 6:00 PM</p> |
|---|

1. Call to Order
2. Approval of Last Meeting Minutes
3. Public Hearings:
 - A. HLC#08-001: Public hearing to consider a request for a Historic Landmark Overlay District classification on property located at 309 E. Broad Street and the approval of a parking lot
4. Other Agenda Items:
 - A. HLC#07-003: Discussion and possible action on the Historic Mansfield Vision and Action Plan
 - B. HLC#08-002: Discussion and possible action on a proposed amendment of Section 5400.E.1 of the Zoning Ordinance to allow the Historic Landmark Designation process to be initiated by owner of a property or by the City.
5. Adjournment of Meeting

I certify that the above agenda was posted on the bulletin board next to the main entrance of City Hall on March 21, 2008, in accordance with Chapter 551 of the Texas Government Code.

Delia Jones, Secretary

- This building is wheelchair accessible. Disabled parking spaces are available. Request for sign interpreter services must be made 48 hours ahead of meeting to make arrangements. Call 817 473-0211 or TDD 1-800-RELAY TX, 1-800-735-2989.

**HISTORIC LANDMARK COMMISSION
CITY OF MANSFIELD**

March 13, 2008

The Historic Landmark Commission of the City of Mansfield, Texas, convened in session in the **Council Conference Room** at City Hall, 1200 East Broad Street, with the meeting being open to the public and notice of said meeting, giving date, place, and subject thereof, having been posted as prescribed by Chapter 551, Texas Government Code with the following members present, to-wit:

| | |
|-----------------|----------------------|
| Robert Smith | Chairman |
| Donnie Anderson | Vice-Chairman |
| Kathryn Howard | Commissioner |
| Mark Walker | Commissioner |
| JoAnn Harris | Commissioner |
| Pam Holland | Commissioner |
| and | |
| Felix Wong | Director of Planning |
| Art Wright | Planner |
| Delia Jones | Secretary |

Call to Order

Chairman Smith called the meeting to order at 6:00 p.m.

Approval of Last Meeting Minutes

Commissioner Howard made a motion to approve the minutes as submitted. Seconded by Commissioner Harris, the motion carried by a vote of 6 ayes and 0 nays. Commissioners Nifong, Crocker, and Gilmore were absent.

Members of the Chamber of Commerce Steering Committee and other visitors were present which included Mary Saltarelli, Consultant, Tom Eastman, Jessica Davis, Jim McMillen, Shane Farrar, Denise Castillo and Sandi Kunasek.

HLC#07-003 Review and possible action on the Historic Mansfield Vision and Action Plan

Mr. Wong reviewed the Action Plan with all present.

Chairman Smith recommended that the Commission meet again to review the final document before forwarding it to City Council for their review and approval

Commissioner Howard made a motion to table HLC#07-003 until Thursday, March 27, at which time the Commission will take action on the document. Commissioner Holland seconded the motion, which carried by a vote of 6 ayes and 0 nays.

Adjournment

With no further business, the meeting was adjourned at 8:50 p.m.

Robert Smith, Chairman

ATTEST:

Delia Jones, Secretary

HISTORIC LANDMARK COMMISSION COMMUNICATION

Agenda Date: March 27, 2008

Case Number: HLC#08-001

Applicant: Chris Harris

Subject Land Use: Single-family residence

Zoning: SF-7.5/12

Subject: Public hearing to consider a request for a Historic Landmark Overlay District classification on property located at 309 E. Broad Street and the approval of a parking lot

COMMENTS AND CONSIDERATIONS

The applicant is seeking to rezone the property to a Planned Development District with OP uses and limited residential, service and retail uses. As part of the zoning request, the applicant is also seeking a Historic Landmark Overlay District Classification.

The Historical Landmark Overlay designation will allow the Commission to review future alterations to the structure and protect the house's historic significance. In addition, the applicant is seeking the Commission's approval for the parking lot as shown on the site plan. The applicant intends to change the use of the building from a residence to an office, with limited residential, retail, and service uses. The parking lot is required with the change of use.

The historic background of the house is described in the Tarrant County Historic Resources Survey as follows:

"An impressive house with two-story portico, the present structure probably was built around 1880 for W.S. Nuckolls. Abner and Mattie Pyles bought the property in 1886. Abner Pyles moved from Alabama to Texas in 1870 with his father, who bought a 160-acre farm near Mansfield. Mattie was a daughter of the Rev. Charles W. Berry, who came to Mansfield in 1874 and bought one-half interest in the Feild and Man Mill. Abner Pyles was a successful farmer and merchant who also engaged in the building trade; it is reasonable to assume that the existing large house was built by him for his family of ten children. After Abner Pyles' death in 1897, Mattie Pyles operated a boarding house until moving to California in 1909. The house was bought by John and Jessie Hubbard in 1932. Descendents of the Hubbard family still live in the house. It is intact except for an extensive interior remodeling and the addition of asbestos siding in 1945. The house is one of the focal points of a potential historic district along E. Broad and E. Elm Streets, and may be eligible for the National Register following a more precise documentation of the building's construction history and the removal of the asbestos siding."

The Historic Landmark Overlay District designation should be considered in light of the following:

1. Although the house has been clad with asbestos siding, the overall architecture of the house still retains historic value.
2. The Pyles-Hubbard House is located on East Broad Street in the Original Town of Mansfield. It is close to the Harrison House (the former Mansfield Senior Citizens Center), the Hackler House, and other historic homes and buildings along East Broad Street.
3. The Pyles-Hubbard House is one of the focal points of a potential historic district along East Broad Street and East Elm Street, and may be eligible for the National Register following better documentation of its history and removal of the asbestos siding.

Staff recommends approval.

Attachments

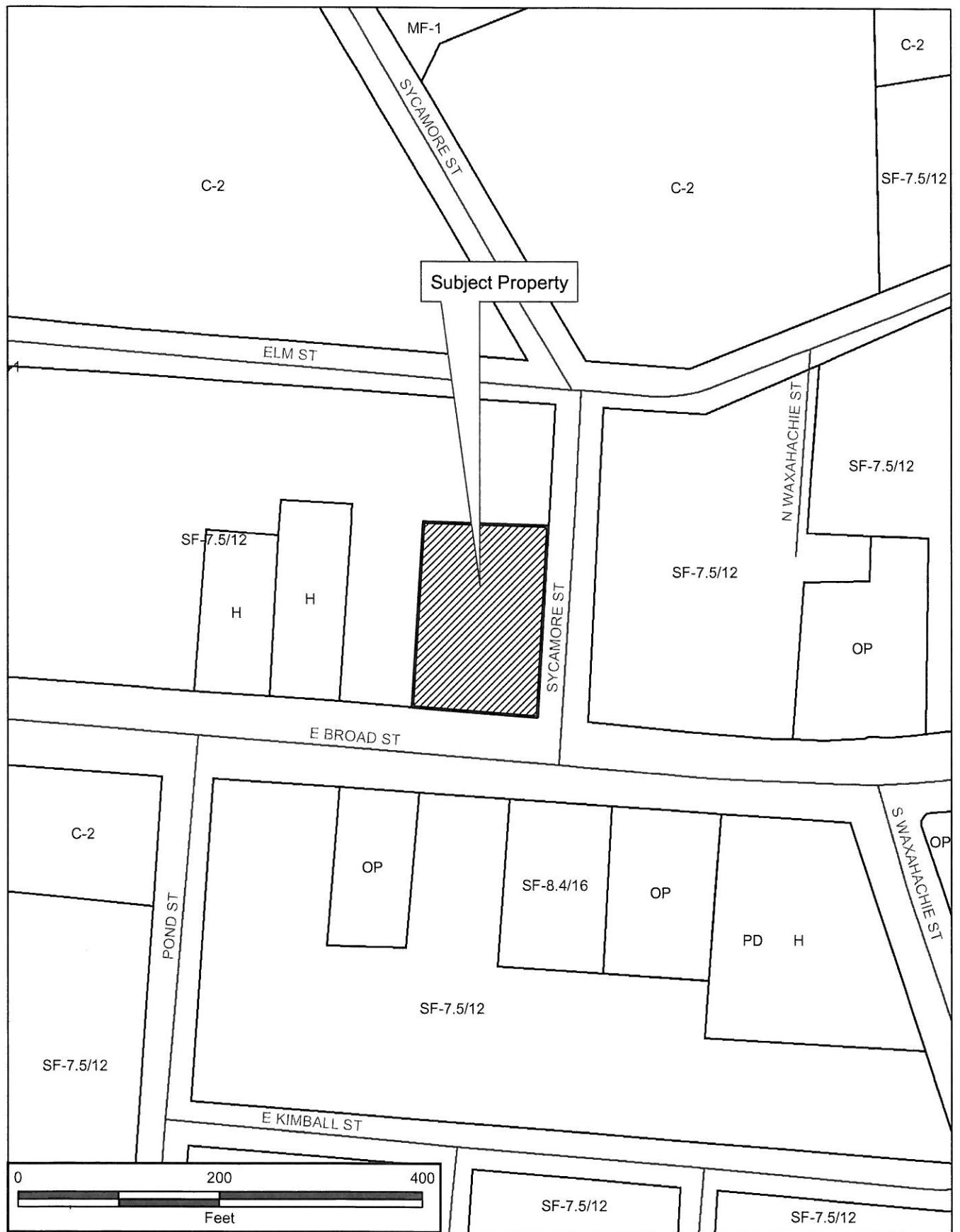
Location map and aerial photograph

Site Plan

Current photographs

List of property owners notified

Section 5400.D of the Zoning Ordinance



HLC# 08-001

This information is for illustrative purposes only. Not for design or development purposes. Site-specific studies may be required to obtain accurate feature locations. Every effort is made to ensure the information displayed here is accurate; however, the City of Mansfield makes no claims to its accuracy or completeness.

03/18/2008

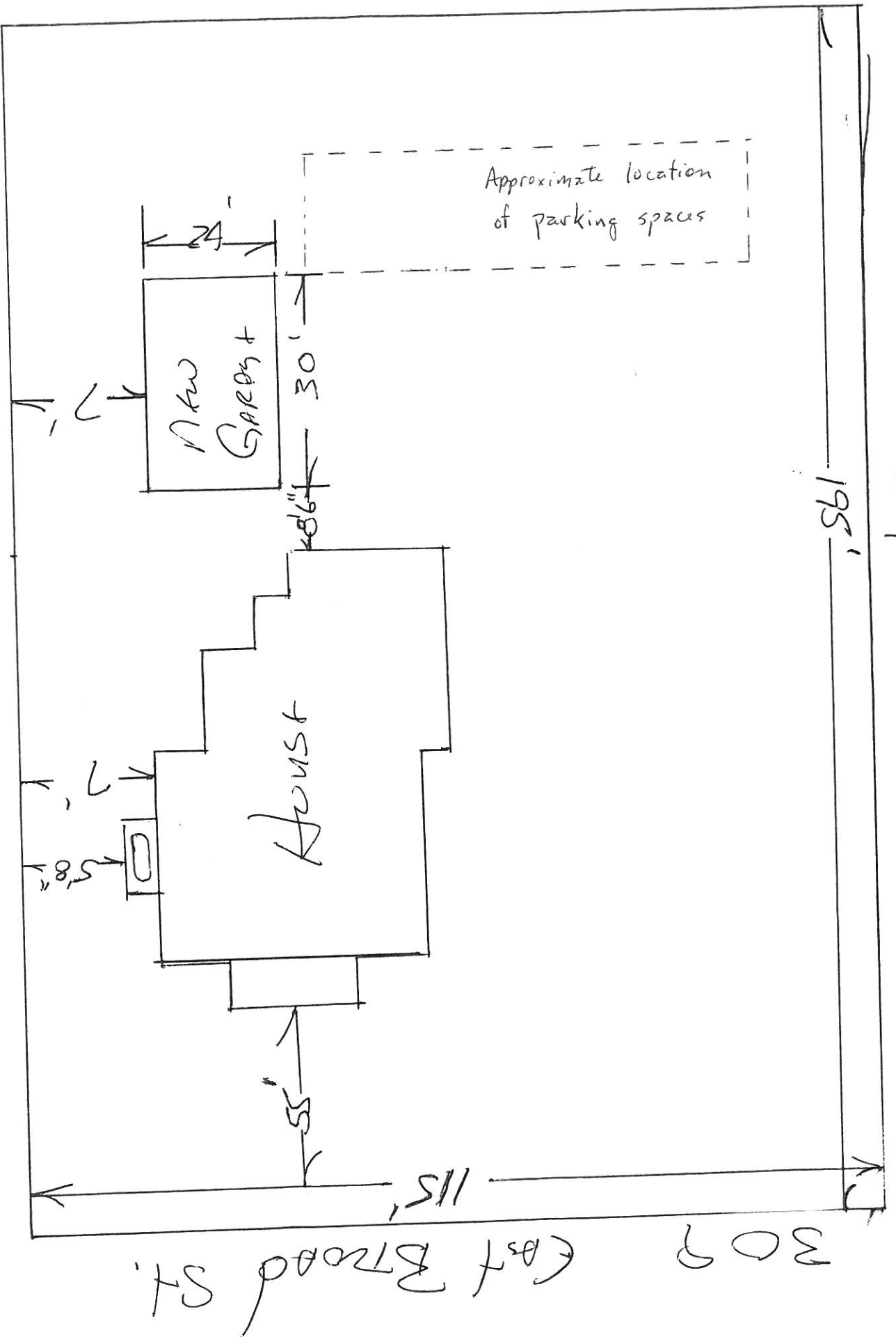


HLC# 08-001

This information is for illustrative purposes only. Not for design or development purposes. Site-specific studies may be required to obtain accurate feature locations. Every effort is made to ensure the information displayed here is accurate; however, the City of Mansfield makes no claims to its accuracy or completeness.

03/18/2008

Sycamore St.























Property Owner Notification for HLC# 08-001

| LEGAL DESC 1 | LEGAL DESC 2 | OWNER NAME | OWNER ADDRESS | CITY | ZIP |
|--------------------|---------------------------|--------------------------------|-----------------|---------------|------------|
| MANSFIELD, CITY OF | BLK 14 N 100' E 115' LT 2 | BUCHHOLZ, STEPHEN B & PATRICIA | 107 SYCAMORE ST | MANSFIELD, TX | 76063-1735 |
| MANSFIELD, CITY OF | BLK 14 N 124' W 75' LT 2 | MARTIN, GARY P ETUX DONNA T | 306 ELM ST | MANSFIELD, TX | 76063-1719 |
| MANSFIELD, CITY OF | BLK 14 S 171' W 75' LT 2 | MANN, ANN WATSON | PO BOX 1664 | MANSFIELD, TX | 76063-0009 |
| MANSFIELD, CITY OF | BLK 14 S 195' E 115' LT 2 | LOGAN, CONNIE S | 309 E BROAD ST | MANSFIELD, TX | 76063-1705 |

Section 5400

D. Landmark Designation Criteria: In making such designations as set forth in paragraph C above, the City Council shall consider, but shall not be limited to, one or more of the following criteria:

- a. Character, interest or value as part of the development, heritage or cultural characteristics of the City of Mansfield, State of Texas, or the United States.
- b. Recognition as a Recorded Texas Historic Landmark, a National Historic Landmark, or entered into the National Register of Historic Places.
- c. Appear to be eligible for the National Register and also may be eligible for designation as a Recorded Texas Historic Landmark as indicated in the 1983 Tarrant County Historic Resource Survey; included as an authoritative reference for this purpose.
- d. Embodiment of distinguishing characteristics of an architectural type or specimen.
- e. Identification as the work of an architect or master builder whose individual work has influenced the development of the City.
- f. Embodiment of elements of architectural design, detail, materials or craftsmanship which represent a significant architectural innovation.
- g. Relationship to other distinctive buildings, sites or areas which are eligible for preservation as described in Section 8700, Paragraph E, "Powers and Duties", based on architectural, historic or cultural motif.
- h. Portrayal of the environment of a group of people in an area of history characterized by a distinctive architectural style.
- i. Archaeological value in that it has produced or can be expected to produce data affecting theories of historic or prehistoric interest.
- j. Exemplification of the cultural, economic, social, ethnic, or historical heritage of the City, State, or United States.
- k. Location as a site of a significant historic event.
- l. Identification with a person or persons who significantly contributed to the culture or development of the City, County, State or Nation.
- m. A building, structure, or place that because of its location has become of historic or cultural value to a neighborhood or community.

HISTORIC LANDMARK COMMISSION COMMUNICATION

Agenda: March 27, 2008

Case No.: HLC#07-003

Subject: Discussion and possible action on the Historic Mansfield Vision and Action Plan

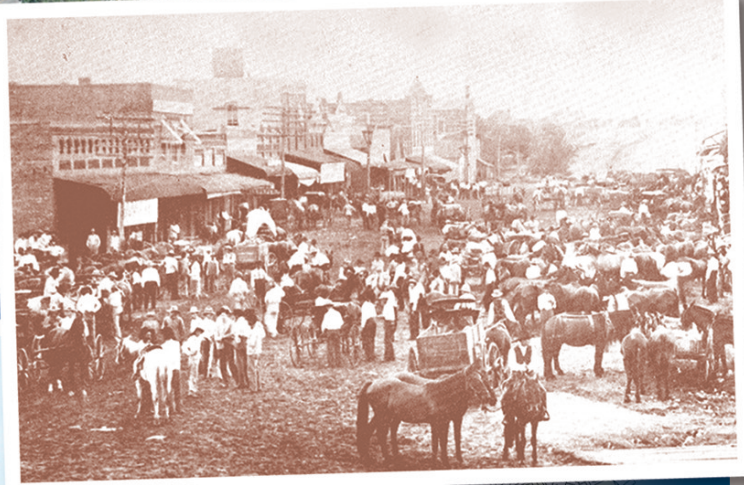
COMMENTS AND CONSIDERATIONS

Staff has revised in the Historic Mansfield Vision and Action Plan as discussed at the Commission's last meeting with the Mansfield Chamber of Commerce steering committee. The final draft of the Plan is attached. Staff will be seeking the Commission's recommendation to the City Council on adoption of the Historic Mansfield Vision and Action Plan.

Attachments:

Historic Mansfield Vision and Action Plan

A Vision and Plan for Historic Mansfield




MANSFIELD
TEXAS

A VISION
AND
PLAN
FOR
HISTORIC MANSFIELD

March 2008

Prepared for the
City of Mansfield Historic Landmark Commission

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ACKNOWLEDGEMENTS

This Vision and Action Plan is a preservation project sponsored by the Mansfield Historic Landmark Commission. Acknowledgement is extended in particular to the following groups and individuals for their participation and commitment to the revitalization and vision of Historic Mansfield.

Historic Landmark Commission:

Dr. Robert Smith, *Chair*
Donnie Anderson, *Vice-Chair*
Matt Crocker
Justin Gilmore
JoAnne Harris
Pam Holland
Kathryn Howard
Fran Nifong
Mark Walker

City Council:

Michael McSpadden, *Mayor Pro Tem*
Larry Broseh
Darryl Haynes
Cory Hoffman
Greg Kunasek
Mike Leyman

Clayton Chandler, *City Manager*
Chris Burkett, *Assistant City Manager*
Cathy Anderson, *Assistant City Manager*
Felix Wong, *Director of Planning*
Art Wright, *Planner II*
Delia Jones, *Planning & Zoning Secretary*
Mary G. Saltarelli, *Consultant*

Friends of Historic Mansfield:

Pete Altman
Johnny Bratton
Denise Castillo
John and Jan Cox
Dee Davey
Jessica Davis
Liz Dujka
Tom Eastman
Tim Eaton
Shane Farrar
Sandy Kunasek
Jim McMillen
Brenda Scarborough
Andrea Sheldon
Ann Smith
Jane Tecklenburg

Special thanks to these businesses and organizations who hosted planning and community-wide meetings:

Farr Best Theater
Steven's Garden and Grill
Mansfield Chamber of Commerce

Plan Structure and Use

This Vision and Plan for Historic Mansfield is intended to be a dynamic document that provides a framework for downtown property owners, businesses, residents and all interested community members to follow as they work to implement their shared vision for the heart of the city. This working plan should be flexible; it should be revised as goals and objectives are satisfied or modified.

In Chapter I, the plan describes the contexts that influenced the visioning and planning process. Chapter II presents the Mansfield of yesterday, the Mansfield of today, and the geographic boundaries of Historic Mansfield.

Chapter III presents the vision statement for Historic Mansfield developed during community-wide meetings. It explains the current situation in Historic Mansfield and outlines the four general goals that the community set for the future of Historic Mansfield. The plan also recommends objectives and action steps that must be undertaken to enable the community to move forward and achieve its vision and goals for Historic Mansfield.

Chapter I

Introduction

Once a small farming town, Mansfield grew up around a circa-1860 steam-powered grist mill established by settlers Ralph Man and Julian Feild. Most of the buildings in Mansfield's Central Business District were built in the late 1800s and early 1900s of brick with cast-iron embellishments. Through the years, the buildings in Mansfield's Central Business District have housed retail shops, restaurants, and other service businesses. Set in a cohesive streetscape along either side of North Main Street, Mansfield's Central Business District is surrounded by once-thriving historic neighborhoods.

The City of Mansfield is currently experiencing the effects of rapid growth upon its historic resources and Central Business District. Mansfield is located in North Central Texas, a region where population growth has averaged 150,000 new residents each year since 2000.¹ Because Mansfield is an attractive suburb of Dallas and Fort Worth, families are moving there to raise their children. Additional development has brought retail stores and services. From 1990 to 2007, Mansfield's population has grown from 15,615 to 51,300. Mansfield was the second fastest growing city in Tarrant County from 2006 to 2007 with a growth rate of 5.23 percent and 2,550 new residents.²



View of Main Street

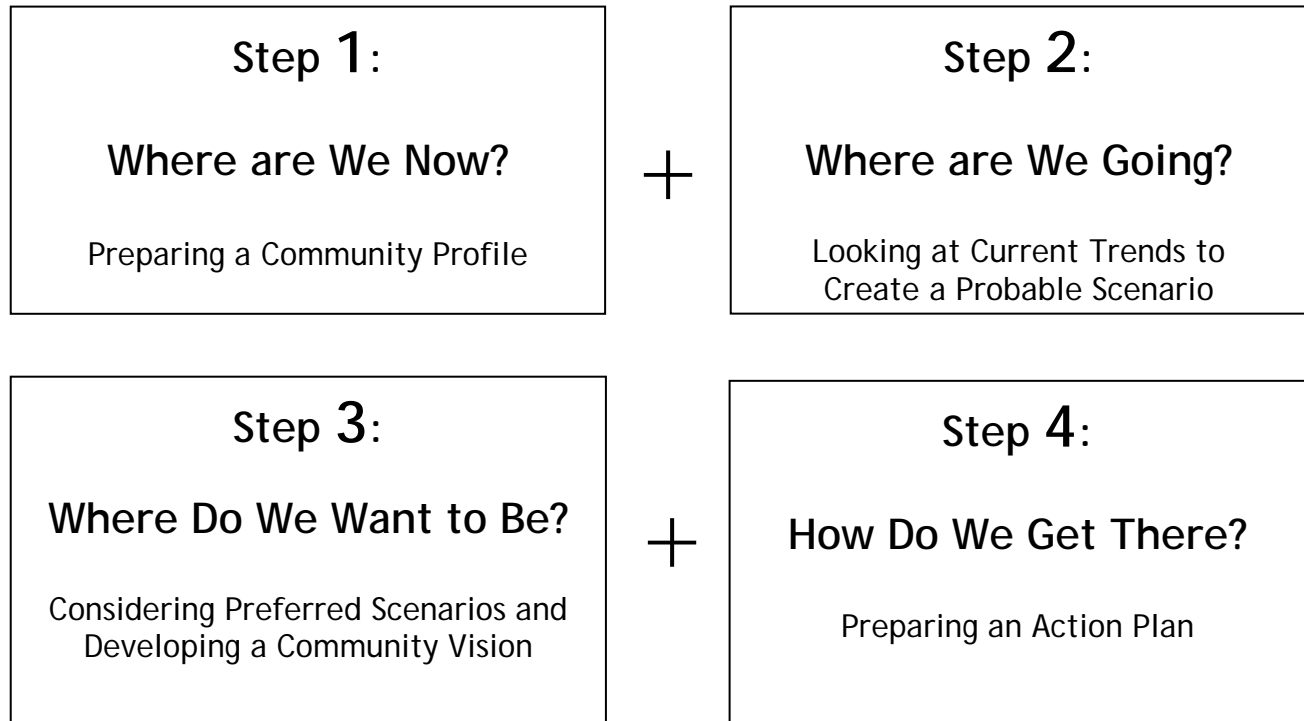
Realizing that preservation and revitalization of Historic Mansfield depends upon a cohesive vision among stakeholders, interested residents, and community leaders, the City of Mansfield's Historic Landmark Commission and Planning Department undertook a visioning and planning process in 2006 - 2007. The resulting preservation vision and plan presented in this report will be a driving force to revitalize Historic Mansfield, bringing locals and visitors there to shop, dine, entertain and enjoy special events. Helping local residents see Mansfield's special "sense of place" as a late-19th century prosperous farming community will bring greater appreciation of the city's historic resources.

Visioning and Planning Process

Historic Mansfield's Visioning and Planning Process began with a planning team, the "Friends of Historic Mansfield." The team consisted of Planning Department staff members, property and business owners in Historic Mansfield, community leaders, and a professional preservation consultant hired by the city.

For Historic Mansfield's visioning project, the planning team utilized the Oregon Model's four-step process presented by the Oregon Chapter of the American Planning Association in their 1993 *A Guide to Community Visioning*.

The four steps used for this project are described below:



From *A Guide to Community Visioning*, Oregon Visions Project,
Oregon Chapter, American Planning Association, 1993

The planning team began working in September 2006 with Steps 1 and 2, and the material they prepared is presented in this report as Appendix A—*Steps 1 and 2: Where Are We Now and Where Are We Going?* Team members presented this handout at the first community-wide visioning meeting held January 9, 2007, in Historic Mansfield. The meeting was promoted through mailing of postcards to all business owners and residents in Historic Mansfield and through press releases to media outlets.

Participants completed a written survey with 12 questions. A copy of the questionnaire is included in this report as Appendix B. The questions were designed to highlight the strengths and opportunities of the area and reveal the participants' outlooks. Their answers provided focus for a single future vision of Historic Mansfield.

Twenty-seven completed surveys were received after the first community-wide visioning meeting. All of the participants agreed that Historic Mansfield is important to the community, describing it as the “heart” of the town and “the starting place.” One respondent wrote “The past establishes the future; a dynamic Historic Mansfield reflects on the city as a whole.”

When asked to look into a crystal ball and envision Historic Mansfield 15 years from now, several participants used the word “vibrant” to describe the future they would like to see.

“A vibrant place where people want to be, where values are up and a sense of business and community exists,” one respondent wrote. Several participants depicted their ideal future of Historic Mansfield as “thriving” and “lively.” One participant envisioned “A more lively and rejuvenated downtown; busy sidewalks with visitors strolling through quaint shops,” and another described “Vibrant residential neighborhoods, shopping, and entertainment.”

Several participants envisioned a future for Historic Mansfield as the pedestrian-friendly center of community gatherings: “A place that you can bring a date to, bring the family to, everything in walking distance—parks, a family-fun place, a place to enjoy an evening of conversation,” one respondent described. “Lots of walking traffic, concerts in a park, bright lights at night, lots of unique retail shops, big farmers market, restaurants, parks, easy-access parking,” another respondent wrote.

Participants suggested several ways to accomplish their visions of a thriving and vibrant Historic Mansfield. Using historic buildings for both living and working, building a replica of the old mill that established Mansfield as an agricultural center, and establishing more incentives for historic preservation were among their suggestions. A synopsis of questionnaire answers received at the first community-wide meeting is presented as Appendix C.

Building upon questionnaire responses, team members worked together to develop a Vision for Historic Mansfield. They presented this proposed vision at the second community-wide meeting on March 1, 2007, where 52 attendees approved it.

Following discussion regarding the vision statement, participants viewed a presentation regarding possible preservation and economic development tools that could be implemented to achieve the group’s vision. This presentation is included as Appendix D.

Participants then discussed ideas for changes they believed could achieve their vision. At the end of the meeting, they completed forms presenting their action ideas in writing to the focus group. The action idea form they completed is included as Appendix E.

The March 1, 2007, community-wide meeting generated many recommendations, but many of the participant suggestions were goals rather than specific action ideas. The goals and objectives recommended in Chapter III are the result of the ideas generated during the second community-wide meeting.

¹ North Texas Council of Governments, *2007 Current Population Estimates*, March 2007, www.nctcog.org, p. 1.

Chapter II

Where Historic Mansfield is Now and Where It's Going

Recent Preservation Efforts

Citizens' efforts to revitalize and improve Historic Mansfield began in 1986. By 1988, the City of Mansfield adopted Historic Preservation Ordinance No. 782, which proclaims that "the protection, enhancement, preservation and the use of historic landmarks is a public necessity and is required in the interests of the culture, property, education, and general welfare of the people."³

In 1995, the Downtown Public Improvements Committee of the Mansfield Park Facilities Development Corporation worked to prepare and publish a Downtown Design Plan for Historic Mansfield. The results of their efforts were that many of the plan's designed improvements were accomplished, including sidewalk and curb improvements and installation of new light fixtures, planters, benches, and trash receptacles, making the central business district more business and pedestrian friendly.

Mansfield Yesterday

The Cross Timbers area of Southeast Tarrant County where Mansfield is located was first inhabited by Native Americans, including Tonkawa, Comanche, Kiowa, Wichita, and Hassinai Caddo. By the late 1840s, hardy settlers of Scotch-Irish descent were migrating from the American South to the Mansfield area.

In 1849, the U.S. Army established Fort Worth to protect settlers from roving bands of Comanche Indians. Early pioneer Charles Turner built a mill along what is now known as Walnut Creek, and settlers established the Cumberland Presbyterian Church and a school district.

By 1860, Julian Feild and Ralph S. Man were operating the first steam powered grist mill in North Texas. The mill, located in the heart of Historic Mansfield at the southeast corner of Broad and Main Streets, was the beginning of a bustling settlement that sprang up around it. The town became known as Mansfeild, although through misspellings, it evolved into today's Mansfield. The mill prospered amidst the surrounding wheat-growing farms.

The Fort Worth and New Orleans Railroad arrived in Mansfield in 1886, connecting it to Fort Worth. The town boomed as an agricultural trade center for area farms, which began growing cotton with the arrival of better transportation. Improved building materials arrived in Mansfield via train, leading to the construction of new two-story buildings in the late 1880s and early 1890s.

In 1870, city leaders platted Mansfield and laid the streets in a rectangular grid around the original center of Mansfield, which was the site of the Man and Feild Mill. Homes were built around the central business district. The neighborhoods within Historic Mansfield feature vernacular and Queen Anne-style houses from the late 19th century, as well as Arts and Crafts

bungalows from the early 20th century. Later houses feature Tudor, Minimal Traditional, and Ranch styling.

Community members incorporated the City of Mansfield in 1890, when it had a population of 418 residents. After World War II, the arrival of new US Highway 287 led to development east of the historic downtown along the highway. Rapid growth began in the 1960s because of Mansfield's proximity to Dallas and Fort Worth. Mansfield has gradually evolved from a rural agricultural and industrial town into a suburban community.



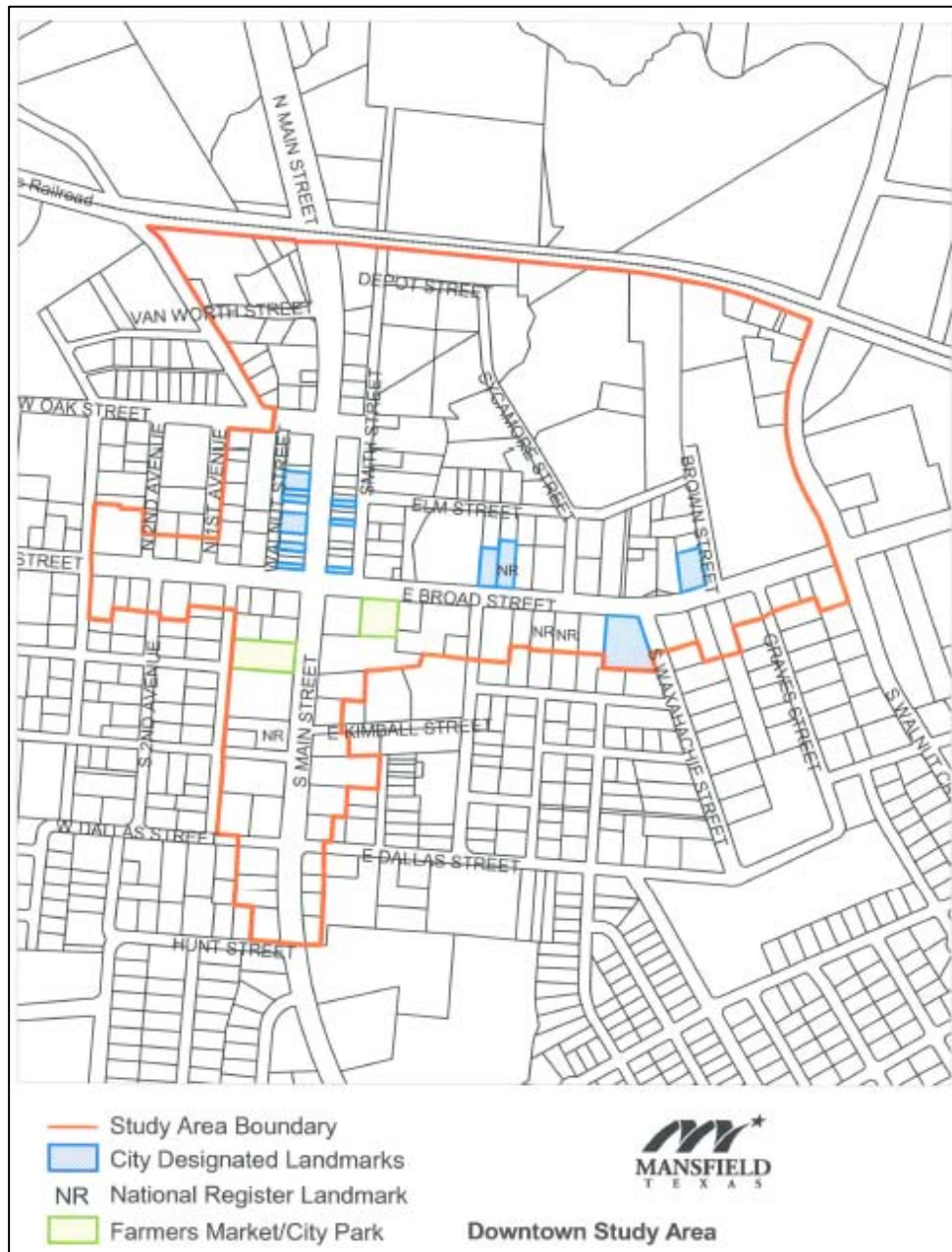
Mansfield Today

Today, Mansfield has an estimated population of 51,300; the city is continuing to experience rapid growth at a rate between 5 and 11 percent per year. Projections call for the city to have a population around 70,000 by 2010.⁴

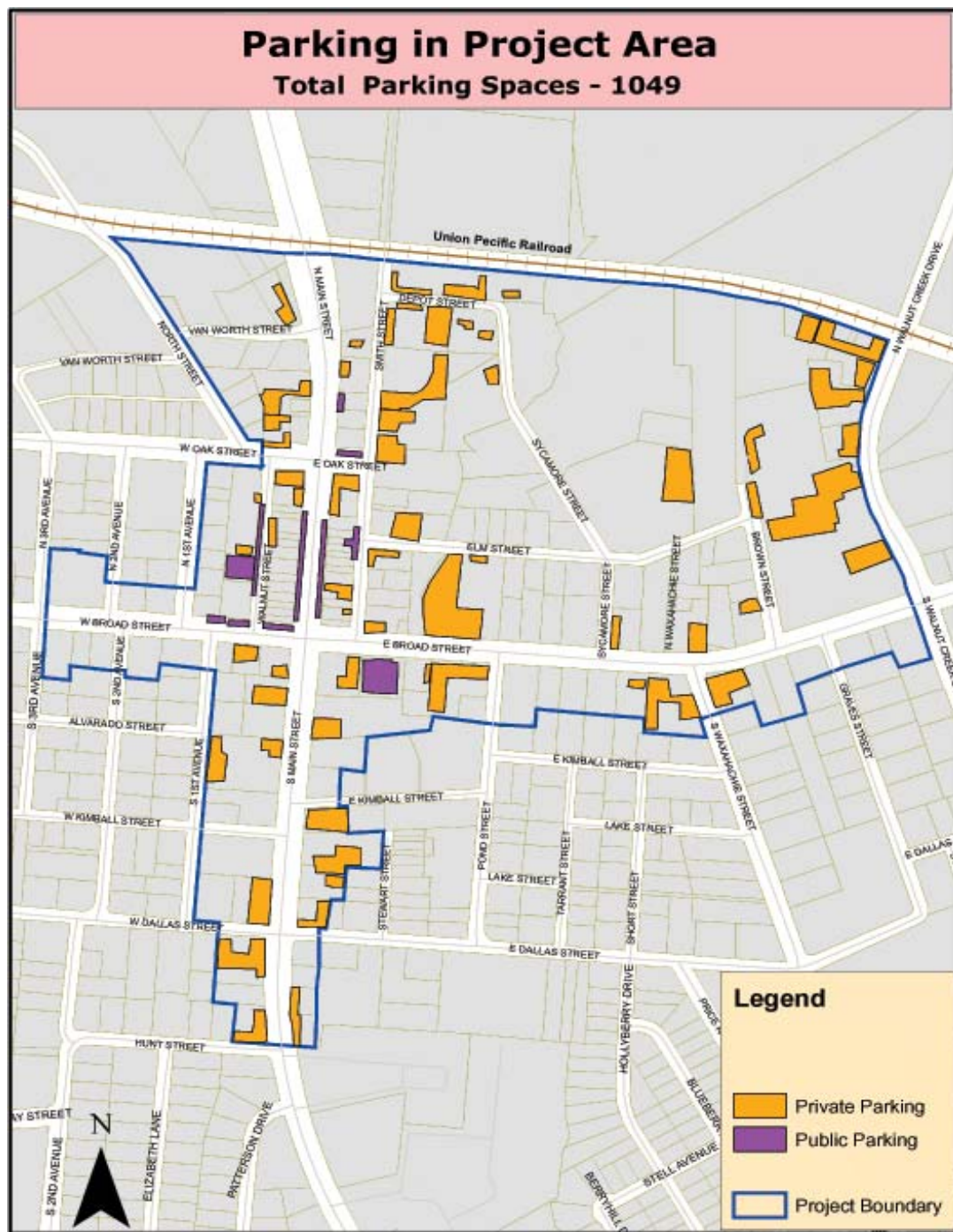
Approximately 45 percent of Mansfield's total land remains undeveloped. Development has occurred east of Historic Mansfield along US Highway 287 and State Highway 360. In 2003, developers built more than 1,300 new homes outside Historic Mansfield.⁵ Suburban strip development around US 287 includes big box stores and an outdoor pedestrian-friendly shopping center that will be marketing itself as the new "town center." All of these factors work together to direct shopping and other activities away from Historic Mansfield. Many suburban residents do not recognize their community's rich history and architectural heritage.

What is Historic Mansfield?

The area identified for this visioning and planning project is centered around the beginnings of early Mansfield, the intersection of Broad and Main Streets. The central business district is included, as well as an area north to the Union Pacific Railroad tracks and south to Hunt Street. Surrounding historic neighborhoods are also included, on the east to Walnut Creek Drive and the west to 3rd Avenue. See Figure 1 on the next page for a map of the Historic Mansfield visioning project area.



Within the project study area, there are 184 properties. Altogether there are 93 businesses, including 17 retail stores, 59 service businesses, three restaurants, and four churches. The ages and income levels of residents who live in Historic Mansfield are comparable with the rest of the city overall. See Appendix A, *Steps 1 and 2: Where Are We Now and Where Are We Going?* for specific comparisons.



Strengths and Weaknesses of Historic Mansfield

As part of Steps 1 and 2 in the visioning process, the planning focus group identified several existing strengths and weaknesses in Historic Mansfield.

Among the identified strengths are the existing attractions within Historic Mansfield, including the Mansfield Historical Society Museum, the Farr Best Theater, the Farmers Market, Hue Gallery and a blacksmith's workshop. Previous improvements to Historic Mansfield include those accomplished according to the Historic Mansfield Design Plan, as well as installation of traffic signals on Main Street, construction of Fire Station No. 1, construction of two public parking lots, and reconstruction of Walnut Street and Smith Street. In addition, the portion of Main Street within the project area was undesignated as a through truck route.

Another strength is the availability of parking in Historic Mansfield, which is more than focus group members believed. There are 1,049 parking spaces within the project study area. See Figure 2 for parking locations in Historic Mansfield. Available parking includes on-street spaces and two public parking lots, one on East Broad Street and the other on Walnut Street. During the 2007 Historic Mansfield Art Festival and the Music and Wine Festival, sufficient parking was available to accommodate the visitors. This further demonstrates that there is more parking downtown than commonly perceived.

Although there are many historic properties in Historic Mansfield, just 14 resources within the project study area are designated as landmarks with the city or state. This is largely in part due to the fact that Mansfield's preservation is dependent upon property owner initiative. Another reason for the low number of designated landmarks is the lack of incentives for rehabilitation or adaptive use of historic buildings. This lack of financial incentives is a deterrent to the preservation of historic buildings in Mansfield.

While property values all over the city have been on the rise, within Historic Mansfield property values have risen at a much slower rate. However, the lower property taxes in Historic Mansfield make the area an affordable place for workforce housing and start-up enterprises.

The Mansfield Economic Development Corporation, a division of the city, has recently developed an incentive for adaptive use of historic buildings. If a property owner reinvests more than \$75,000 rehabilitating a historic building, the City of Mansfield will grant an 100 percent property tax abatement for three years.

³ *Mansfield Residential Design Guidelines*, City of Mansfield, p. 1.

⁴ "Growth Projection," *Mansfield, Texas*, Mansfield Economic Development Corporation, www.mansfield-texas.com/growth.html.

⁵ Ibid.

Chapter III

Vision and Plan for Historic Mansfield

The Vision for Historic Mansfield

Historic Mansfield was founded on the vision of the pioneers who settled the area and made lives for themselves here. But over the last century, focus shifted away from downtown to other parts of the City. Historic Mansfield now faces different challenges and opportunities and a new vision for the future is needed:

Historic Mansfield will experience a renaissance as the center of community life much as it was 100 years ago. It will be a vibrant place where people live, work, and play in a unique business environment surrounded by revitalized neighborhoods. As the thriving heart of a dynamic city, Historic Mansfield will be the natural gathering spot for everyday life, festivals, and celebrations.

This vision statement, developed by the planning team and the participants of the community-wide visioning meetings, is a central component of the plan. It is the signpost that directs the actions that must be taken to turn the vision into reality.

This plan recommends goals, objectives and strategies that support the vision. The goals are listed below, and the objectives and action steps are identified in the Action Table. Among the first and most important of these objectives is the need to organize the property owners, business owners and residents to carry out the elements of the plan.

Current Situation

In addition to the Mansfield Historic Landmark Commission, an informal group, the “Friends of Historic Mansfield,” served as part of the team that led the work in developing this plan. It is not an organized non-profit association with elected or appointed leadership. Members of the planning team seek to tap into the enthusiasm and ideas of the participants at the community-wide planning meetings. The Mansfield Chamber of Commerce also formed a steering committee

As part of the visioning and planning process for Historic Mansfield, the city engaged the services of a preservation consultant to lead the meetings and work with the focus group to develop a vision and plan. The City’s Director of Planning, a professional planner from city staff, and the City’s Economic Development Director are all members of the task force. The City of Mansfield has provided staff support and expertise to develop this plan.

In order to achieve this vision and plan for the future of Historic Mansfield, an organized non-profit association, defined leadership, and staff support will be needed. Obtaining funding to accomplish the vision's specific goals and objectives will also be a priority.

Goals

Defined as something an organization wants and expects to accomplish in the future, a goal should be directed toward the vision. "Friends of Historic Mansfield" developed four goals that members believe are necessary to accomplish the vision for Historic Mansfield. These goals were presented, discussed, and agreed upon at the second community meeting.

1. Revitalize Neighborhoods in Historic Mansfield.

Neighborhoods began developing around the Central Business District in Mansfield as the town became an agricultural trading center during the middle of the 19th century. Today, these neighborhoods feature houses from the Victorian period through the Arts and Crafts period through 1960s ranch-style houses.



As suburban development has expanded east of the historic district, demand for living in Historic Mansfield has declined. Existing houses in Historic Mansfield's neighborhoods tell the story of the development of family life and culture in Mansfield. New life and adaptive use in these historic neighborhoods will retain the town's essential character and attract new vitality to Historic Mansfield.

2. Preserve Historic Mansfield's Authentic, Unique Built Environment.

Adapting and reusing historic buildings in Mansfield's Central Business District makes good sense, too. Property tax evaluations within Historic Mansfield are lower than other sites within the city, making it a profitable place to do business.



View of Main Street, circa 1900

According to *Historic Preservation at Work for the Texas Economy*, historic designations can increase property values by as much as 20 percent.⁶ So preserving and rehabilitating historic buildings pays off financially.

Historic preservation is economic development, and the cities that have active preservation programs are among the most successful with economic development efforts. According to Donovan Rypkema in *The Economics of Historic Preservation*, "Historic preservation and other quality-of-life factors are particularly important" in attracting businesses like high-tech firms to a community.⁷

Most importantly, historic buildings reflect a community's historical and cultural development. "Utilizing a community's historic resources is a strategy absolutely exclusive to that community," Rypkema wrote. "Someone else can duplicate your water lines, industrial park, tax rate or permitting process. No one can duplicate your historic resources."⁸

3. Make Historic Mansfield a Gathering Spot.

Historically, downtown Mansfield was always the community's center and gathering spot. A vibrant downtown reflects upon the entire community. It nurtures the community's architectural heritage and contains years of investments in construction and infrastructure. It is important in Mansfield that suburban residents feel a sense of ownership for their community's historic downtown.

Many participants in this visioning and planning process called Historic Mansfield the "heart" of the town and "the starting place." One participant wrote, "Every community needs a center piece or focal point. You need to make people aware of the roots, or beginnings. Making the original section of town shine is something to bring in new people." And another participant noted, "The past establishes the future. A dynamic Historic Mansfield reflects on the city as a whole."

Many participants said that making Historic Mansfield as pedestrian friendly as possible is important to its vitality. When Rypkema wrote, “pedestrian orientation is crucial for vibrant, active public spaces,” he concurred.⁹

4. Create a Thriving Business Environment.

“Historic downtowns sustain communities and are the focus of the Texas Historical Commission’s Texas Main Street Program . . . Since the program’s inception in 1981, Main Street cities averaged \$97 million annually in reinvestments, \$56 million in income and added \$87 million in Gross State Product to the state’s economy,” wrote the economists who prepared the report *Historic Preservation at Work for the Texas Economy*.¹⁰

A thriving business environment in Historic Mansfield will benefit the entire community economically and culturally. Historic Mansfield is on the way to becoming a cultural center for the town, with an art gallery, winery, historical museum, photography studios, music studios, blacksmith, theater, farmers market, and textile center located in the existing buildings there. In addition to these artisans are several service businesses that bring a healthy economic diversity to the Central Business District.

Participants in the visioning process want to bring more restaurants, bars, coffee shops, eateries, bookstores, and unique retail shops to Historic Mansfield. Residents want Historic Mansfield to be “A place that you can bring a date to, bring the family to, everything in walking distance—parks, family fun place, place to enjoy an evening of conversation,” wrote one visioning participant.

Recommended Objectives and Action Steps

The plan identifies objectives and action steps needed to achieve the vision for Historic Mansfield and the goals of the plan. These are set out in the following Action Chart. Each objective is a measurable “milepost” along the path towards meeting the community’s goals. An action step is a broad theme for future action; there may be several specific actions needed to achieve an objective. Each action step is assigned to the responsible party or parties needed to carry out the action.

⁶ The Center for Urban Policy Research at Rutgers University, Texas Perspectives, and The LBJ School of Public Affairs at the University of Texas at Austin, *Historic Preservation at Work for the Texas Economy*, (Austin: Statewide Preservation Partnership, 1999), p. 3.

⁷ Donovan D. Rypkema, *The Economics of Historic Preservation, A Community Leader’s Guide*, (Washington, D.C.: National Trust for Historic Preservation, 1994) pp. 16 and 100.

⁸ Ibid., p. 27.

⁹ Ibid., p. 59.

¹⁰ *Historic Preservation at work for the Texas Economy*, p. 3.

ACTION CHART

| Objectives and Recommended Action Steps | | Responsible Parties |
|---|--|----------------------------|
| ORGANIZATION | | |
| Objective 1: | Organize—Establish a structured association that can work together to accomplish Historic Mansfield’s vision, goals, and objectives. | |
| Action Step: | Identify, organize, and utilize the abilities and energies of the residents, business owners, and property owners within Historic Mansfield. | BUS, DPOA, HMNA |
| Action Step: | Develop a non-profit association. | BUS, DPOA, HMNA |
| Action Step: | Elect leaders. | BUS, DPOA, HMNA |
| Action Step: | Recruit membership from interested citizens. | BUS, DPOA, HMNA |
| Objective 2: | Build Partnerships— Work together with other groups within the Mansfield community. | |
| Action Step: | Contact other like-minded businesses and organizations and present the vision and plan for Historic Mansfield. | BUS, DPOA, HMNA |
| Objective 3: | Raise Awareness—Make others in the community aware of Historic Mansfield and its value to the community. | |
| Action Step: | Plan special events and festivals showcasing Historic Mansfield. | BUS, DPOA, HMNA, CITY |
| Action Step: | Educate the City about Historic Mansfield through presentations, promotions, advertising and word-of-mouth. | BUS, DPOA, HMNA, CITY, MHS |
| Objective 4: | Obtain Support—Secure staff support and funding to make the plan a reality. | |
| Action Step: | Ask the City Council to support Historic Mansfield’s vision and plan. | DPOA, HMNA, CITY |
| Action Step: | Ask the City Council to provide funding to help achieve the vision and goals. | DPOA, HMNA, CITY |
| Action Step: | Work with the Mansfield Economic Development Corporation to accomplish the vision and plan for Historic Mansfield | BUS, DPOA, CITY, MEDC |

| Objectives and Recommended Action Steps | | Responsible Parties |
|---|---|---------------------------------|
| Action Step: | Ask the City to apply to join the Texas Main Street program. | DPOA, HMNA, CITY, MEDC |
| NEIGHBORHOOD REVITALIZATION | | |
| Objective 1: | Create incentives for rehabilitating existing houses. | |
| Action Step: | Revise the historic preservation ordinance to allow for creation of residential historic districts and preservation incentives. | CITY, HLC |
| Action Step: | Create a residential historic district or conservation district. | CITY, HLC, HO |
| Action Step: | Create a residential preservation incentive grant program. | CITY, HLC, HO |
| Action Step: | Develop a rehabilitation code for historic buildings. | CITY |
| Objective 2: | Create commercial uses within neighborhoods surrounding Broad and Main Streets. | |
| Action Step: | Revise zoning in neighborhoods to allow for multi-use development in existing houses. | BUS, CITY |
| Action Step: | Consider special parking requirements for neighborhood businesses. | CITY |
| Objective 3: | <u>Improve streetscapes and install sidewalks throughout the area.</u> | |
| Action Step: | Research funding mechanisms for neighborhood improvements. | DPOA, HMNA, CITY |
| Action Step: | Pursue funding for street and sidewalk improvements. | DPOA, HMNA, CITY |
| <u>Action Step:</u> | <u>Complete the remaining improvements recommended by the adopted Historic Mansfield Downtown Design Plan</u> | DPOA, HMNA, CITY |
| Objective 4: | Encourage renovations and new construction to be compatible with the fabric of Historic Mansfield. | |
| Action Step: | Design special signage with historic photographs and architectural renderings to show builders and homeowners what the house on a property might look like. | BUS, HLC, MHS, DPOA, HMNA, CITY |

| Objectives and Recommended Action Steps | | Responsible Parties |
|---|--|---------------------------------|
| Action Step: | Develop compatible streetscapes for future street reconstruction projects | BUS, HLC, MHS, DPOA, HMNA, CITY |
| Objective 5: | Improve the appearance of structures and properties in the neighborhood. | |
| Action Step: | Work with the City's Code Enforcement Department to resolve code violations in the neighborhood. | DPOA, HMNA, BUS, HO, CITY |
| Action Step: | Conduct workshops to assist homeowners with grant applications for rehabilitation and home improvements | DPOA, HMNA, BUS, HO, CITY |
| PRESERVATION | | |
| Objective 1: | Promote Historic Mansfield's heritage as a frontier agricultural center. | |
| Action Step: | Work with the Mansfield Independent School District to bring students to Historic Mansfield for educational tours. | MHS, DPOA, HMNA |
| Action Step: | Work with the Mansfield Historical Museum and Heritage Center to share the human stories and history of Mansfield. | MHS, DPOA, HMNA |
| Action Step: | Provide creative signage and plaques to identify historic properties. | DPOA, HMNA, BUS, HLC, MHS, CITY |
| Objective 2: | Create incentives for rehabilitating existing buildings. | |
| Action Step: | Create historic districts within Historic Mansfield. | BUS, HO, DPOA, HMNA, HLC, CITY |
| Action Step: | Revise the C-2 and C-4 commercial zoning regulations to accommodate the special needs of Historic Mansfield. | BUS, HO, DPOA, HMNA, HLC, CITY |
| Action Step: | Develop tax and economic development incentives for businesses and historic buildings. | BUS, DPOA, CITY, MEDC |
| Action Step: | Develop a revolving low-interest loan program for commercial improvements and investments. | BUS, DPOA, CITY, MEDC |
| Action Step: | Develop a rehabilitation code for historic buildings. | CITY |
| Action Step: | Streamline the permitting process at the city. | CITY |
| Action Step: | Educate property owners and developers regarding the federal income tax incentives. | BUS, DPOA, MEDC, CITY |

| Objectives and Recommended Action Steps | | Responsible Parties |
|---|--|------------------------------|
| PROMOTION | | |
| Objective 1: | Create a more pedestrian-friendly environment. | |
| Action Step: | Ask the City and TxDOT to designate part of Main Street as a non-truck route. | BUS, DPOA, TXDOT, CITY |
| Action Step: | Ask TxDOT to allow Main Street to be closed occasionally for special events. | BUS, DPOA, HMNA, TXDOT, CITY |
| Action Step: | Modify sidewalks, crosswalks and traffic signal timing on Main Street to enhance pedestrian safety. | BUS, DPOA, TXDOT, CITY |
| Objective 2: | Bring more residents and visitors to Historic Mansfield. | |
| Action Step: | Hold special events to showcase Historic Mansfield. | BUS, DPOA, HMNA, CITY |
| Action Step: | Offer discount coupons to residents who use a downtown business. | BUS, DPOA |
| Action Step: | Work with existing organizations and establishments to develop tours of Historic Mansfield. | BUS, DPOA, HMNA, MHS |
| Action Step: | Revise zoning to allow for mixed use throughout the central business district. | BUS, DPOA, HMNA, CITY |
| Action Step: | Establish pedestrian connections to the nearby City park system. | BUS, HO, DPOA, HMNA, CITY |
| ECONOMIC DEVELOPMENT | | |
| Objective 1: | Retain existing businesses. | |
| Action Step: | Offer discount coupons to residents who use downtown businesses. | BUS, DPOA |
| Action Step: | Develop a “Shop Historic Mansfield” night with special offers and entertainment. | BUS, DPOA |
| Objective 2: | Attract new shops, restaurants, galleries, entertainment and other attractions. | |
| Action Step: | Offer incentive programs to retail, restaurant and entertainment businesses to occupy existing buildings or construct new buildings within Historic Mansfield. | DPOA, CITY, MEDC |
| Action Step: | Educate area realtors regarding the incentive programs and the property opportunities within Historic Mansfield. | DPOA, CITY, MEDC |

| Objectives and Recommended Action Steps | | Responsible Parties |
|---|--|------------------------------|
| Objective 3: | Match particular areas within the downtown commercial district with suitable businesses to encourage the economic growth of Historic Mansfield. | |
| Action Step: | Encourage retail, cultural, entertainment, and restaurant uses to locate on Main Street. | DPOA, CITY, MEDC |
| Action Step: | Offer incentives and assistance for professional businesses and other low-intensity uses to locate to side streets such as Broad Street. | DPOA, CITY, MEDC |
| Objective 4: | Promote the various parking options in Historic Mansfield. | |
| Action Step: | Modify the 2-hour time limit on the parking spaces along North Main Street. | BUS, DPOA, CITY, MEDC |
| Action Step: | Explore the feasibility of changing the parallel parking spaces along North Main Street to angled parking. | BUS, DPOA, TXDOT, CITY, MEDC |
| Action Step: | Develop signage to direct visitors to public parking in the area. | DPOA, CITY, MEDC |
| Objective 5: | Address environmental issues that are hindering the redevelopment of properties in Historic Mansfield. | |
| Action Step: | Identify properties with underground contamination. | BUS, DPOA, CITY |
| Action Step: | Establish programs to assist property owners and developers to overcome the environmental issues. | DPOA, CITY, MEDC |

| Abbreviation | Entity |
|--------------|---|
| BUS | Local business owners |
| HO | Home owners |
| CITY | City of Mansfield |
| DPOA | Downtown Property Owners Association |
| HLC | Historic Landmark Commission |
| HMNA | Historic Mansfield Neighborhood Association |
| MEDC | Mansfield Economic Development Corp. |
| MHS | Mansfield Historic Society |
| TXDOT | Texas Department of Transportation |

APPENDIX A
STEPS 1 and 2: WHERE ARE WE NOW AND WHERE ARE WE GOING?

Project Title: “Meet Me in Historic Mansfield” or “Making New Memories in Downtown Mansfield”

Timeframe: Mid-September 2006 to Mid-March 2007

Focus: Future of Downtown Mansfield—Ensuring Its Preservation and Revitalization

Target Area: Historic Downtown Mansfield— from the railroad tracks on North Main Street south to Dallas Street, and from 3rd Street to the west to Graves St. to the east

Step 1: Where are We Now?

Profile of Historic Downtown Mansfield

1. Overall population of city - 54,363
2. Ages and income levels of population – See attached
3. Number of historic resources -
4. Number of property owners in downtown area -
5. Number of businesses -
6. Types of businesses
 - retail shops -
 - art galleries - 1
 - restaurants - 1
 - services like CPA
7. Number of attractions
 - Museum –1
 - Parks - 1
8. Number of parking spaces
9. Previous improvements to downtown already in place
 - Sidewalks, planters built from Historic Mansfield Downtown Design Plan, developed by Mansfield Main Street Project, Inc.
10. Status of Historic Preservation Program
 - how many and which buildings are actually protected by historic preservation zoning – 13 downtown, see attached

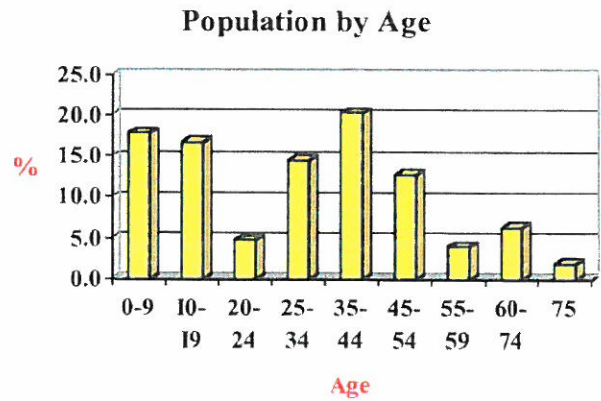
- what incentives exist for historic preservation and redevelopment? - None
11. Current zoning status
 - what is current zoning downtown and how does that affect development? C-4, C-2, C-1, SF-7.5/12, SF-7.5/16, PD
 12. Downtown's greatest assets or the best things about downtown
 13. Downtown's greatest liabilities or the worst things about downtown
 14. Best-used resources downtown
 15. Downtown's greatest untapped resources

Step 2: Where are We Going?

1. Current growth rates in Mansfield and surrounding area
2. Look at trends in tax appraisals downtown
3. How resources like theater are being utilized
4. Results of not having tools in place to encourage historic preservation and redevelopment or to protect historic resources
5. Current development trends that will impact downtown
 - New pedestrian outdoor mall to be promoted as "new town square"
 - Suburban growth, retail and service businesses developing on eastern fringes of city

Population by Age

| Age | Percentage |
|----------|------------|
| 0 to 9 | 17.9% |
| 10 to 19 | 16.8% |
| 20 to 24 | 4.9% |
| 25 to 34 | 14.6% |
| 35 to 44 | 20.4% |
| 45 to 54 | 12.9% |
| 55 to 59 | 4.1% |
| 60 to 74 | 6.5% |
| 75 plus | 2.0% |



Population by Race

| | |
|---------------------------------|-------|
| American Indian & Alaska Native | 0.3% |
| Asian | 1.2% |
| Black or African American | 4.3% |
| Caucasian | 80.6% |
| Hispanic or Latino | 12.3% |
| Other | 6.0% |

Population by Education

| | |
|------------------------------|-------|
| Graduate/Professional Degree | 8.9% |
| Bachelor | 22.7% |
| Associate | 5.8% |
| Some College - No Degree | 26.9% |
| High School | 22.7% |
| 0-12 No Diploma | 13.2% |

Population by Income

| | |
|-----------------------|-------|
| Below \$14,999 | 5.1% |
| \$15,000 - \$24,999 | 6.7% |
| \$25,000 - \$34,999 | 6.5% |
| \$35,000 - \$49,999 | 14.6% |
| \$50,000 - \$74,999 | 23.9% |
| \$75,000 - \$99,999 | 18.3% |
| \$100,000 - \$149,999 | 16.3% |
| \$150,000 - \$199,999 | 3.6% |
| \$200,000 - or more | 5.0% |

DOWNTOWN HISTORIC LANDMARK PROPERTIES

| Street Address | Subdivision Name | Legal | Deed Date | Deed Book | Deed Page | Owner Name |
|-----------------------|-------------------------|----------------------------------|------------------|------------------------|------------------|-------------------------------|
| 131 N MAIN ST | MANSFIELD, CITY OF | BLK 2 N1/2' LOT 2 | 06/10/86 | 8575 | 2139 | SMITH, ROBERT A ETUX ANN B |
| 127 N MAIN ST | MANSFIELD, CITY OF | BLK 2 S1/2 LT 2 & N1/2 LT 3 | 09/10/82 | 7355 | 1596 | WRIGHT, DENNIS L |
| 119 N MAIN ST | MANSFIELD, CITY OF | BLK 2 N1/2 LOT 4 | 05/25/90 | 9938 | 2192 | CROCKER, JAMES ETUX BARBARA |
| 115 N MAIN ST | MANSFIELD, CITY OF | BLK 2 S30' LT 5 & N1/2 LT 6 | 04/20/99 | 13797 | 319 | DORSEY, TROY ETUX LESLIE |
| 111 N MAIN ST | MANSFIELD, CITY OF | BLK 2 S1/2 LOT 6 | 10/04/84 | 7969 | 1432 | JORDAN, DON ETUX DEBBIE |
| 303 E BROAD ST | MANSFIELD, CITY OF | BLK 14 LTS 3B & 4 | 06/20/02 | 15776 | 295 | ANDERSON, DONNIE JOE |
| 109 N MAIN ST | MANSFIELD, CITY OF | BLK 2 S1/2 LT 7 & N1/2 LT 8 | 08/25/04 | Instrument# D204294201 | | MORALES, CHARLES |
| 301 E BROAD ST | MANSFIELD, CITY OF | BLK 13 S 147 1/2' E 67 1/2' LT 5 | 06/01/90 | 10565 | 114 | MORALES, RICARDO ETUX MARIA |
| 100 W BROAD ST | MANSFIELD, CITY OF | BLK 2 S1/2 LOT 9 | 11/23/92 | 10867 | 1681 | CROCKER, JAMES M ETUX BARBARA |
| 126 N MAIN ST | MANSFIELD, CITY OF | BLK 1 LOT 15 | 02/03/93 | 63 | 53 | SMITH, ROBERT A |
| 116 N MAIN ST | MANSFIELD, CITY OF | BLK 1 LOT 5C | 08/18/91 | 10369 | 576 | MANSFIELD CHAMBER OF COMMERCE |
| 102 N MAIN ST | MANSFIELD, CITY OF | BLK 1 LOT 9B | 02/28/97 | 12691 | 57 | MANSFIELD HISTORICAL SOCIETY |
| 404 E BROAD ST | MANSFIELD, CITY OF | BLK 9 LOT 9E | 10/22/02 | 16074 | 131 | MORALES, CHARLES |

APPENDIX B Historic Mansfield Visioning and Action Plan Questionnaire

Historic Mansfield Visioning and Action Plan

VI·SION [vīzh-uh n] - *noun*

A VIVID, IMAGINATIVE CONCEPTION OR ANTICIPATION

Introduction

Visioning is a process by which a community envisions the future it wants and plans how to achieve it. A **vision statement** is the formal expression of that vision. It's developing a preferred scenario based on key trends and community values.

Values are what is important about Historic Mansfield to you. There are **key trends** now, like pedestrian-friendly village design and outdoor shopping centers with a historic "sense of place" that could impact the revitalization of Historic Mansfield.

The graphic entitled "Community Visioning for Historic Mansfield, Texas" maps out the visioning process in four simple steps.

Geographic Area and Time Frame

The geographic area defined as Historic Mansfield is shown on the map displayed tonight. The visioning statement and action plan are being developed for the next 10 years (defined as short-term) to 25 years (defined as long-term).

Step 1: Where Are We Now and Step 2: Where are We Going?

A group of downtown Mansfield leaders met and developed a list of existing strengths and weaknesses and a probable scenario of where downtown Mansfield is headed if no future vision is developed. This is presented in the graphic list of *Strengths, Weaknesses, Opportunities, and Threats*.

Step 3: Where do We Want to Be?

Please fill out the attached questionnaire. Your input will be used to prepare a vision statement for Historic Mansfield that will be presented and agreed upon at the next community meeting.

Historic Mansfield Visioning and Action Plan Questionnaire

Use the back of this form if you need more space or for additional comments

APPENDIX B
Historic Mansfield Visioning and Action Plan Questionnaire

1. Is Historic Mansfield important to the community and why?
2. What do you think will attract people to Historic Mansfield? *Check all that apply.*
☐ Historic Sites ☐ Service Businesses ☐ Retail Businesses ☐ Specialty Shops
☐ Restaurants ☐ Parking ☐ Special Events ☐ Entertainment
☐ Cultural Venues ☐ Other _____
3. What may detract from Historic Mansfield? *Name up to three things.*
4. What are the best things or features of Historic Mansfield? *Name up to three.*
5. If you could add two things to Historic Mansfield, what would they be?
6. If you could remove two things from Historic Mansfield, what would they be?
7. Give an adjective or metaphor that sums up Historic Mansfield.
8. What is Historic Mansfield's greatest untapped, or under-utilized, resource?
9. What resource have we made the best use of in Historic Mansfield?
10. Imagine you are looking in a crystal ball at Historic Mansfield fifteen years from now. Describe what you want to see.
11. If your vision comes to be, which activities would you pursue in Historic Mansfield?
Check all that apply.
☐ Reside ☐ Work/Business ☐ Shopping
☐ Entertainment/Dining ☐ Special Events ☐ Other _____
12. What would keep your vision from happening?

Optional Information

Your Name _____ Phone Number _____
Address _____

E-Mail _____

Use the back of this form if you need more space or for additional comments

APPENDIX B
Historic Mansfield Visioning and Action Plan Questionnaire

Task Forces

After the community has prepared a vision statement for Historic Mansfield, we will be forming four task forces to work on an action plan to help us achieve our vision. These task forces are based upon the Main Street Program approach to revitalization: 1. **Organization and Planning**, which includes assembling appropriate human and financial resources to implement an action plan; 2. **Design**, which means getting Historic Mansfield into top physical shape; 3. **Promotion**, which includes selling a positive image of Historic Mansfield; and 4. **Economic Restructuring**, which includes helping existing businesses and recruiting compatible new businesses. Please be sure and indicate on the questionnaire where you would like to serve.

11. Which visioning task force interests you? Organization and Planning _____, Design _____, Promotion _____, Economic Restructuring _____

Your Name _____

Phone Number _____

Address _____

E-Mail _____

Use the back of this form if you need more space or for additional comments

APPENDIX C
Synopsis of Questionnaire Answers

**Responses to Selected Questions
from
The Mansfield Historic Visioning Survey**

1. Why historic Mansfield is important:

“We are the heart of the town.”

“It is the starting place.”

“It allows residents to connect with the history of the city by incorporating downtown into future development.”

“Every community needs a center piece or a focal point. You need to make people aware of the roots, or beginnings. Making the original section of town shine is something to bring in new people.”

“The past establishes the future. A dynamic Historic Mansfield reflects on the city as a whole.”

“It is the heart of the business community and where roots are continuing to grow.”

“Existing history cannot be recreated.”

4. Best features of Historic Mansfield:

“Number of historic structures.”

“Old buildings, easy to meet people.”

“Historic preservation of existing buildings.”

“The history, the vision, the commitment.”

7. An adjective or metaphor that sums up Historic Mansfield:

“Unique; a secret place; the Mansfield people moved here to find.”

“History with a Hometown Feel; Real History for Real People.”

“Businesses working together to build up the area—family.”

“Live, work, and shop in our Historic Mansfield community.”

8. Historic Mansfield's greatest untapped resource:

"People, customer service, no chain stores."

"Its vitality of the people that want to invigorate it."

10. Mansfield 15 years from now:

"Downtown full of 3 to 4 restaurants, 2 to 3 bars, active theater, retail open at night."

"Coffee shops, a good bookstore and/or combo would be great."

"Large art museum, renovated theater for live performances and movies with surround sound."

"Thriving mixed-business use area."

"A vibrant/active/fun area of town if city hall and people work together."

"A thriving business area that holds a look that a developer cannot recreate on 287."

"Pedestrian-oriented, thriving downtown."

"A place that you can bring a date to, bring the family to, everything in walking distance—parks, family fun place, place to enjoy an evening of conversation."

"Lots of walking traffic, concerts in a park, bright lights at night, lots of unique retail shops, big farmers market, restaurants, parks, easy access parking, head-in parking on Main."

"A vibrant community for shopping, dining, and special events."

"A vibrant place where people want to be, where values are up and a sense of business and community exists."

"A vibrant downtown like Granbury or Grapevine and a fun place to spend a day."

"A more lively and rejuvenated downtown. Busy sidewalks with visitors strolling through quaint shops."

"Vibrant area, great drive-up appeal, shopping for all with a marketing program for continued success."

"Vibrant residential neighborhoods-shopping-entertainment."

General Comments:

Build a public hall/restaurant with a historic theme, such as the old mill—

- "Even if it was new but built on a historical theme (old mill)."

- “A reconstructed mill building on the original site that would become a really great restaurant with artifacts, etc.”
- Reconstruct a mill replica, maybe a restaurant inside.”

“I love the live/work option and might even do that one myself!”

“Make downtown the safest part of Mansfield.”

“Mixed-use facilities would be great. Open during day as professional but use for something else at night (soda fountain). Difficult, but not impossible.”

“Where the Pioneer Spirit Roams, Imagination Explodes and Business Booms (Blossoms).”

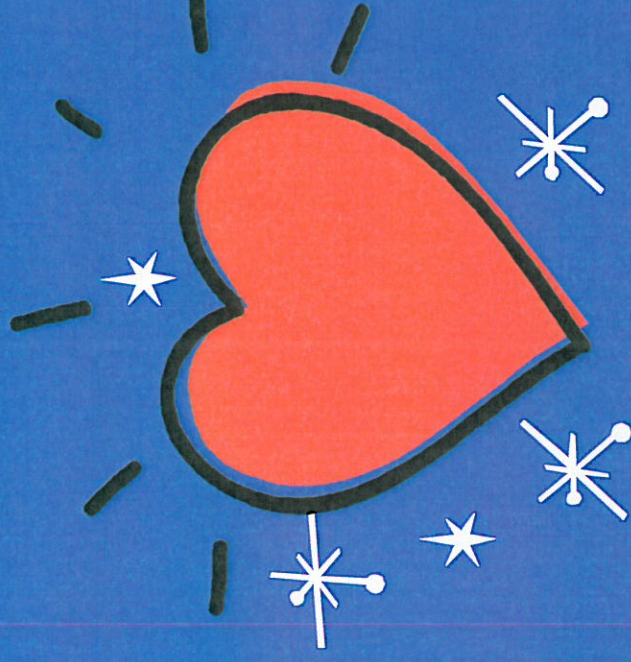
“City needs to help with more incentives.”

“I would like to see things that would make people want to live in the older part of the city.”

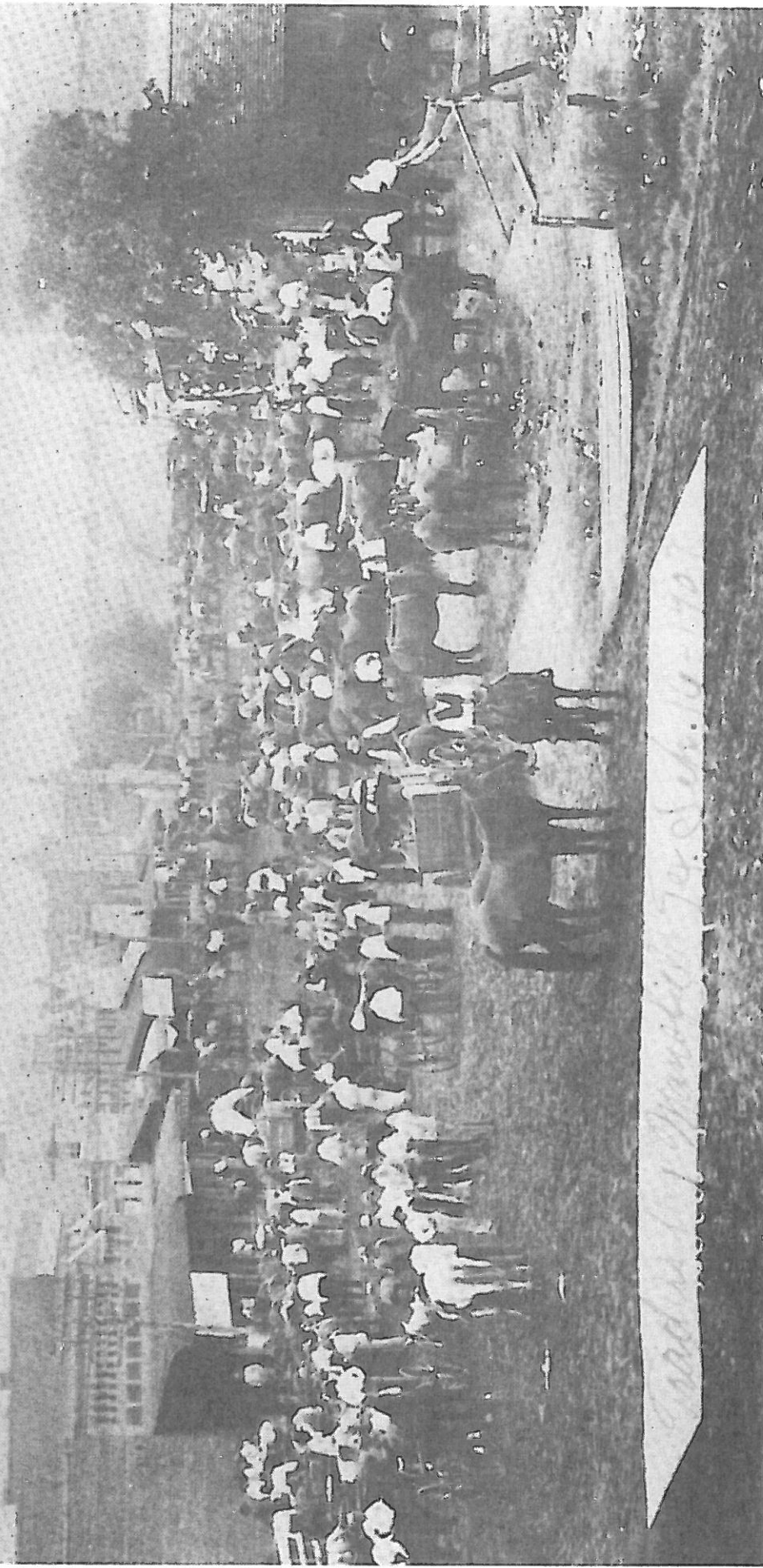
“Have a downtown ‘open house’ event—showcase downtown buildings and history.”

APPENDIX D

Restoring the Heart of Mansfield



9-16-1907



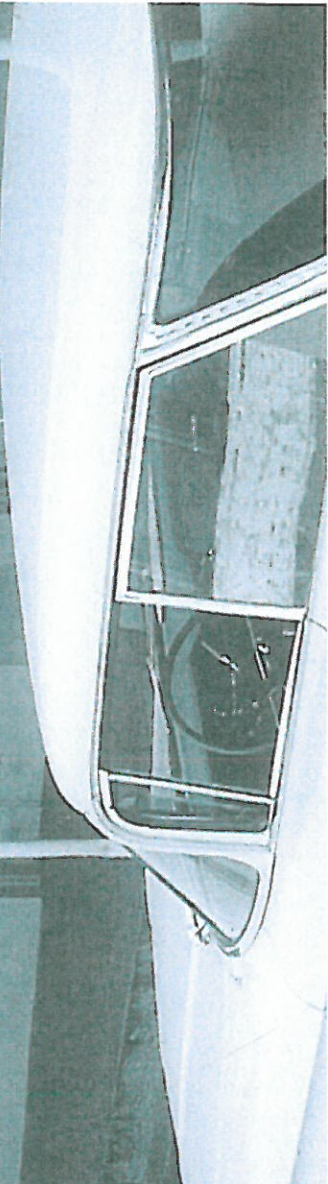
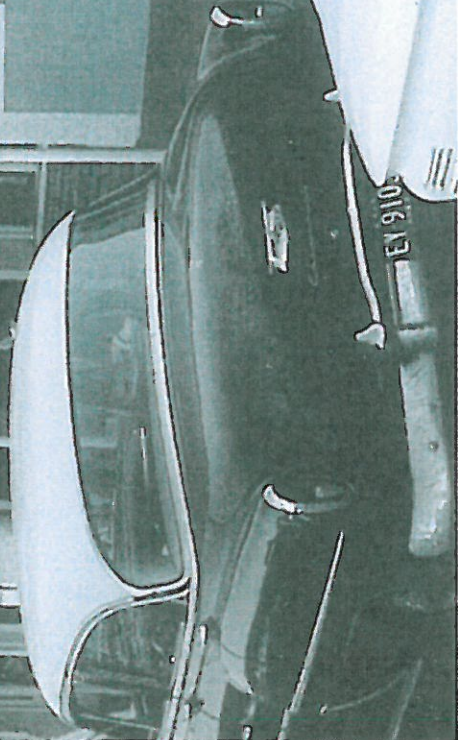
Trader's day in Mansfield - 1907

FARR BEST

FLIPPERS NEW ADVENTURE

NEW

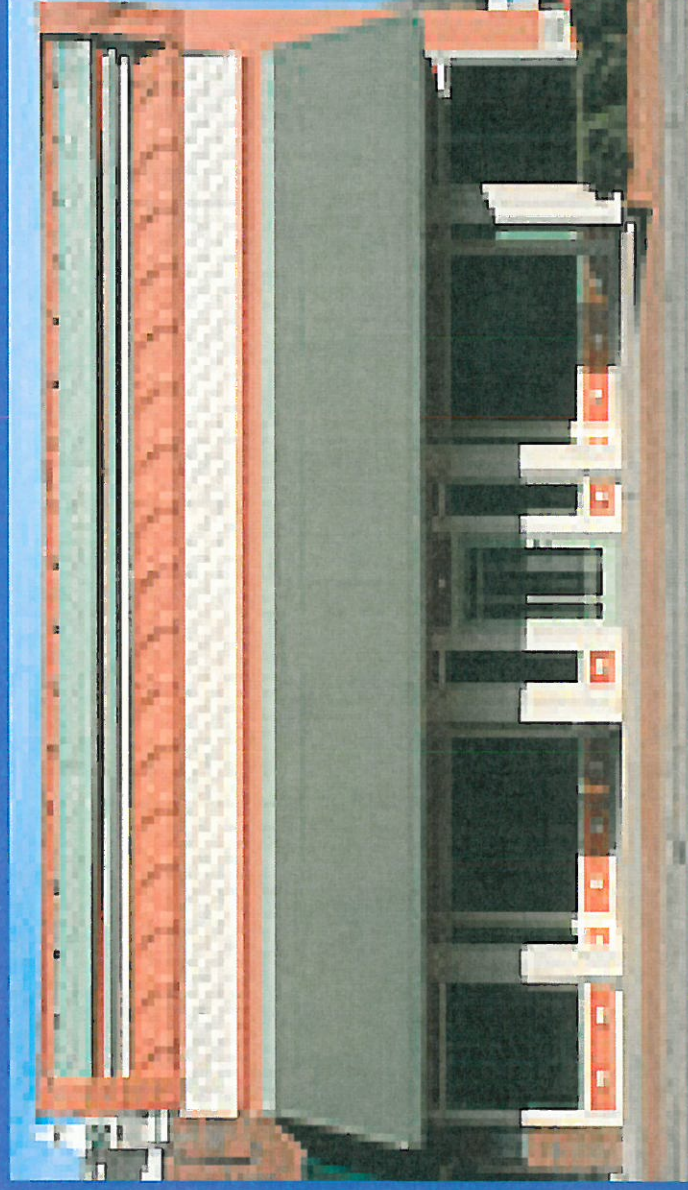
FLIPS



Draft Vision Statement for Historic Mansfield

Historic Mansfield will experience a renaissance as the center of community life much as it was 100 years ago. It will be a vibrant place where people live, work, and play in a unique business environment surrounded by revitalized neighborhoods. As the thriving heart of a dynamic city, Historic Mansfield will be the natural gathering spot for everyday life, festivals, and celebrations.

Possible Tools for Achieving the Vision of a Revitalized Historic Mansfield



“a renaissance as the center of community
life much as it was 100 years ago”

Create Historic District

- Local designation recognizes and protects Historic Mansfield.
- Creation of a historic district demonstrates public commitment to an area.
- Historical designations can increase property values by as much as 20 percent.

“a unique business environment surrounded
by revitalized neighborhoods”

Federal Income Tax Incentives

- Tax credits available for rehabilitation of income-producing historic properties.
- National Trust for Historic Preservation has programs available where tax credits are used to pay for loans to provide cash up front.

“a unique business environment surrounded
by revitalized neighborhoods”

Local Tax Incentives

- Mansfield Economic Development Corporation:
 - Up to 100 percent city tax abatement for three years if owner reinvests \$75,000 or more in existing building.
- 25 local governments in Texas have incentive programs to complement their preservation ordinance. Two cities in Texas, Austin and Plano, have tax abatement programs for historic properties that incorporate abatements from other local taxing authorities.

“a unique business environment surrounded
by revitalized neighborhoods”

Other Incentives

- City could waive or reduce permit and inspection fees.
- Paint discount programs developed with local retailers.
- Complimentary design assistance by volunteer local professionals.

“a vibrant place where people live,
work, and play”

Zoning Tools

- Mixed-use zoning encourages maximum use of buildings.
 - Living and working in same building
- Waiving parking requirements for new businesses.

“the thriving heart of a dynamic city”

Possible Funding Sources

- Public Improvement District (PID)
- Tax Increment Financing District (TIF)
- Community Development Corporation (CDC)
- Low-interest Loans
- Hotel-motel tax income - for projects that bring tourists.

“the natural gathering spot for everyday life, festivals, and celebrations”

Texas Main Street Program

- A program of National Trust for Historic Preservation, administered by Texas Historical Commission.
- More than 75 cities currently participate.
- Four-point approach to revitalization: Design, Promotion, Organization and Economic Restructuring.



Vision for Historic Mansfield

Historic Mansfield will experience a renaissance as the center of community life much as it was 100 years ago. It will be a vibrant place where people live, work, and play in a unique business environment surrounded by revitalized neighborhoods. As the thriving heart of a dynamic city, Historic Mansfield will be the natural gathering spot for everyday life, festivals, and celebrations.

Vision —→ Actions

Overall Strategies

- Revitalize neighborhoods in Historic Mansfield
- Preserve the authentic unique environment
- Make it a gathering spot
- Business retention and recruitment

APPENDIX E

ACTION IDEAS FOR HISTORIC MANSFIELD– Please share your ideas with us

| What | Purpose | When (circle one) |
|------|---------|-------------------------------------|
| | | 1-3 yeas 3 5 years 5-10 years |
| | | 1-3 yeas 3 5 years 5-10 years |
| | | 1-3 yeas 3 5 years 5-10 years |

Optional Information

Your Name _____

Phone Number _____

Address _____

E-Mail _____

HISTORIC LANDMARK COMMISSION COMMUNICATION

Agenda Date: March 27, 2008

Case Number: HLC#08-002

Subject: Discussion and possible action on a proposed amendment of Section 5400.E.1 of the Zoning Ordinance to allow the Historic Landmark Designation process to be initiated by owner of a property or by the City

COMMENTS AND CONSIDERATIONS

One of the recommendations of the Vision and Plan for Historic Mansfield is to designate portions of the downtown area as historic landmark or conservation districts for the protection of irreplaceable historic resources of the City. Under Section 5400.E.1 of the Zoning Ordinance, however, only a property owner may make an application for the Historic Landmark Overlay District zoning classification. This provision precludes the City from initiating a zoning change for the historic designation without the consent of the property owner.

Staff proposes an amendment to Section 5400.E.1 to allow the City to designate a property or district without the property owner's consent in order to protect, enhance and perpetuate landmarks and districts of historical or cultural importance that represent important elements of Mansfield's heritage. The proposed wording of the amendment is as follows:

E. Designation Procedure

1. The City Council may designate any property or properties as a Historic Landmark Overlay District upon the recommendations of the Historic Landmark Commission and the Planning and Zoning Commission, either on the application of the property owner or owners, or on its own motion. An application shall be filed with the Director of Planning on prescribed forms and shall include all data and proposed landmark guidelines required by the Historic Landmark Commission and the Planning and Zoning Commission.

Staff is seeking a recommendation from the Historic Landmark Commission to the Planning and Zoning Commission as the first step in amending the Zoning Ordinance.

Attachments

Current Section 5400.E.1 of the Zoning Ordinance

Section 5400

E. Designation Procedure

1. Designation of any property as a Historic Landmark Overlay District may be proposed only by the owner or the authorized agents of the individual property to be designated. Any such proposal shall be filed with the Planning and Development Director upon prescribed forms and shall include all data and proposed landmark guidelines required by the Historic Landmark Commission and the Planning and Zoning Commission.