



MANSFIELD DOWNTOWN DEVELOPMENT STRATEGIES

ACKNOWLEDGMENTS

MANSFIELD CITY COUNCIL

David Cook - Mayor
Brent Newsom - Place 2
Mike Leyman - Place 3
Casey Lewis - Place 4
Julie Short - Place 5
Terry Moore - Place 6
Larry Broseh - Place 7

REVITALIZATION OF HISTORIC DOWNTOWN

MANSFIELD SUB-COMMITTEE

Brent Newsom, Chair
David Cook
Casey Lewis

CITY STAFF

Shelly Laners, Assistant City Manager
Matt Jones, Planning Director
Lisa Sudbury, Assistant Planning Director
Bart VanAmburgh, Director of Public Works
Matt Young, Director of Parks and Recreation
Richard Nevins, Director of Economic Development
Theresa Cohagen, Director of Convention and Visitor's Bureau
Bernadette McCranie, Special Projects Manager

CONSULTANT TEAM

HALFF ASSOCIATES, INC

Lenny Hughes - Principal-In-Charge
Matt Bucchin - Project Manager
Kendall Howard - Deputy Project Manager
Brennan Kane - QA/QC
Kelsey Ryan - Planner
Dean Stuller - Traffic Engineer
Cesar Murillo - Traffic Engineer

HR&A ADVISORS

Joseph Cahoon - Senior Advisor
Thomas Simpson - Director
Madison Morine - Analyst

TABLE OF CONTENTS

EXECUTIVE SUMMARY	
PRIORITY STRATEGIES.....	VI
I - PURPOSE AND VISION	
BACKGROUND.....	1
PAST PLANNING EFFORTS.....	4
STAKEHOLDER ENGAGEMENT.....	8
UPDATED VISION.....	10
II - ASSESSMENT	
LAND USE.....	13
PARKING SUPPLY AND DEMAND.....	22
MARKET ASSESSMENT.....	34
TIRZ PERFORMANCE.....	44
III - DEVELOPMENT STRATEGIES	
INTRODUCTION.....	47
REGULATORY STRATEGIES.....	50
PUBLIC SPACE IMPROVEMENTS.....	60
CIRCULATION & CONNECTIVITY.....	66
PARKING STRATEGIES.....	72
MARKET ACTIVATION STRATEGIES.....	80
FUTURE DEVELOPMENT IMPACTS AND VALUES.....	86
SUMMARY.....	94
APPENDIX	
STAKEHOLDER LISTENING SESSION SUMMARY.....	103
MARKET ASSESSMENT PRESENTATION.....	106

LIST OF FIGURES & TABLES

LIST OF FIGURES

Figure 1.1 - Plan Process.....	2
Figure 1.2 - Downtown Study Area Limits.....	3
Figure 2.1 - Existing Land Use.....	14
Figure 2.2 - City-Owned Property in Downtown.....	17
Figure 2.3 - Areas of Growth and Change.....	19
Figure 2.4 - Revenue Per Acre.....	20
Figure 2.5 - Parking Survey Study Area	23
Figure 2.6 - Existing Parking Supply - Northwest Quadrant.....	25
Figure 2.7 - Existing Parking Supply - Southwest Quadrant.....	25
Figure 2.8 - Existing Parking Supply - Southeast Quadrant.....	26
Figure 2.9 - Existing Parking Supply - Northeast Quadrant.....	26
Figure 2.10 - Parking Demand - Northwest Quadrant - Day 1.....	27
Figure 2.11 - Parking Demand - Northwest Quadrant - Day 2.....	28
Figure 2.12 - Parking Demand - Southwest Quadrant - Day 1.....	28
Figure 2.13 - Parking Demand - Southwest Quadrant - Day 2.....	29
Figure 2.14 - Parking Demand - Southeast Quadrant - Day 1.....	29
Figure 2.15 - Parking Demand - Southeast Quadrant - Day 2.....	30
Figure 2.16 - Parking Demand - Northeast Quadrant - Day 1.....	30
Figure 2.17 - Parking Demand - Northeast Quadrant - Day 2.....	31
Figure 2.18 - Walking Distance Times from Main Street/Broad Street Intersection.....	33
Figure 2.19 - Percent Change of Total Population (2013-2017).....	35
Figure 2.20 - Population Change 2013-2017.....	35
Figure 2.21 - Housing Units by Type - ACS 2017.....	36
Figure 2.22 - New Housing Units Added City-Wide (2014-2018).....	37
Figure 2.23 - Downtown Multi-Family Rents.....	37
Figure 2.24 - Active Residential Subdivisions.....	37
Figure 2.25 - Office Market Percent Change.....	38
Figure 2.26 - Office Market Total Change.....	38
Figure 2.27 - Mansfield City-Wide Office Absorption, Vacancy, Delivery	39
Figure 2.28 - Office Rents.....	39
Figure 2.29 - Mansfield Office Space Since 2015.....	39
Figure 2.30 - Retail Development Since 2015.....	40
Figure 2.31 - Average Retail Rents.....	41
Figure 2.32 - Downtown Square Footage.....	41
Figure 2.33 - Average Appraised Value Per SF.....	41
Figure 2.34 - Actual Taxable Value Growth vs. Projections - Downtown TIRZ.....	45
Figure 2.35 - Future Tax Increment.....	45

Figure 3.1 - Components of a Successful Downtown.....	48
Figure 3.2 - Downtown Zoning Sub-District Map.....	51
Figure 3.3 - Recommended Downtown Public Space Improvements.....	61
Figure 3.4 - Recommended Circulation Plan.....	67
Figure 3.5 - Residential Street Parking Closures for Special Events - Northwest Quadrant.....	74
Figure 3.6 - Residential Street Parking Closures for Special Events - Southwest Quadrant.....	74
Figure 3.7 - Residential Street Parking Closures for Special Events - Southeast Quadrant.....	75
Figure 3.8 - Residential Street Parking Closures for Special Events - Northeast Quadrant.....	75
Figure 3.9 - Recommended Catalyst Projects.....	81
Figure 3.10 - Future Cumulative Tax Increment by Scenario.....	93
Figure 3.11 - Annual Absorption by Product Type.....	93
Figure 3.12 - Overall Recommendations Map.....	95

LIST OF TABLES

Table 2.1 - Existing Land Use Breakdown.....	13
Table 2.2 - Average Revenue Per Acre By Land Use.....	21
Table 2.3 - Total Parking Demand During Surveys.....	31
Table 2.4 - Household Characteristic Comparison.....	35
Table 3.1 - Suggested Modifications to Downtown Sub-District Characteristics	52
Table 3.2 - Recommended Parking Requirements by Sub-District.....	77
Table 3.3 - Redevelopable Acreage in the Downtown Sub-Districts.....	87
Table 3.4 - Breakdown of Future Product Mix (%).....	88
Table 3.5 - Value by Use Per Acre.....	88
Table 3.6 - Downtown Sub-District Build-out by Product Mix (Acre).....	90
Table 3.7 - Downtown Sub-District Build-out by Product Mix (\$).....	90
Table 3.8 - Build-Out Scenario Summary.....	91
Table 3.9 - Build-Out Scenario Value and Revenue.....	92
Table 3.10 - Downtown Development Strategies Implementation Summary.....	96

LIST OF ACRONYMS

ACS = American Community Survey
 ADA = Americans with Disabilities Act
 CDBG = Community Development Block Grant
 DFW = Dallas-Fort Worth
 EDC = Economic Development Corporation
 FAR = Floor Area Ratio
 GFA = Gross Floor Area
 ISD = Independent School District

PD = Planned Development
 PPP = Public-Private Partnership
 ROW = Right-of-Way
 SF = Square Feet
 TAS = Texas Accessibility Standards
 TIRZ = Tax Increment Reinvestment Zone
 TOD = Transit-Oriented Development

EXECUTIVE SUMMARY

PRIORITY STRATEGIES

The overall purpose of this effort is to identify specific strategies for the continued development of Historic Downtown Mansfield. As presented in Part III of this compendium, there are a total of 32 recommended development strategies ranging from regulatory changes to physical improvements. Of these strategies, a total of eight are identified as high-priority. These are generally short-term, high-impact actions that involve minimal investment from the City rather than staff time. The eight strategies listed below should be the immediate implementation focus for Council and staff. The strategies are shown in the order they are presented in the compendium.

Strategy 1: Downtown Zoning District (pg. 50)

The base zoning in downtown today does not reflect the character of development intended for an urban, walkable area. First recommended in the 2013 Downtown Plan, this strategy focuses on replacing the existing zoning in downtown with updated zoning regulations with distinct sub-district boundaries that reflect the desired intensity of development. Staff has already begun the process of developing the regulations and should complete the update in the near-term future.

- **Added Value:** Increase predictability with development and achieve desired character.
- **Initial Steps:** Convene public meetings with affected property owners within the proposed zoning district; continue drafting zoning district regulations.

Strategy 11: Gateways (pg. 63)

Gateways are monumentation features meant to mark an entry to an area of significance, such as Downtown Mansfield. There is significant momentum for this strategy currently; the City has recently completed a wayfinding study and has also constructed a gateway on the northern entrance of downtown. Additional gateway features should be developed in conjunction with the implementation of the wayfinding features within downtown.

- **Added Value:** Improve recognition of downtown district.
- **Initial Steps:** Convene stakeholder meetings to discuss design concepts for major and minor gateways.

Existing downtown gateway feature (right).



Strategy 21: Parking Awareness Campaign (pg. 72)

Part II of this compendium shows that Downtown Mansfield has an oversupply of parking for most times of the day. Therefore, strategically investing in ways to advertise existing parking is important. The completion of the wayfinding project will aid in directing drivers to parking lots. The City should also work to create maps locating public and shared parking and place them prominently on the City's website as well as on pertinent downtown group's pages.

- **Added Value:** Develop public understanding of available parking.
- **Initial Steps:** Set up a meeting with the various downtown groups to discuss disseminating parking information on various online and social media platforms.

Online map of parking options for Downtown McKinney (right). Source: City of McKinney.



Strategy 22: Residential Street Parking for Special Events (pg. 73)

Demand for parking in downtown is highest during special events, which occur throughout the year in Mansfield. During events, attendees will park in the neighborhoods immediately surrounding Main Street, sometimes causing issues with traffic circulation. The City should formalize a process to restrict parking to one side of residential streets during special events to ensure adequate circulation for both residents and visitors.

- **Added Value:** Improves circulation and identifies available on-street parking during special events, maintains emergency access.
- **Initial Steps:** Implement the residential street parking restrictions during the next large event in downtown and record any needed adjustments.

Example of proposed restricted street parking for special events (right).



Strategy 23: Downtown Sub-District Parking Requirements (pg. 76)

The allowable uses in the proposed downtown zoning district (Strategy 1) will vary by sub-district, so the parking requirements should vary as well. Required parking in the downtown area should be subject to additional standards intended to protect the urban character and walkability essential to a downtown area. This strategy recommends specific parking considerations to be incorporated into the downtown zoning district accompanied with additional performance standards.

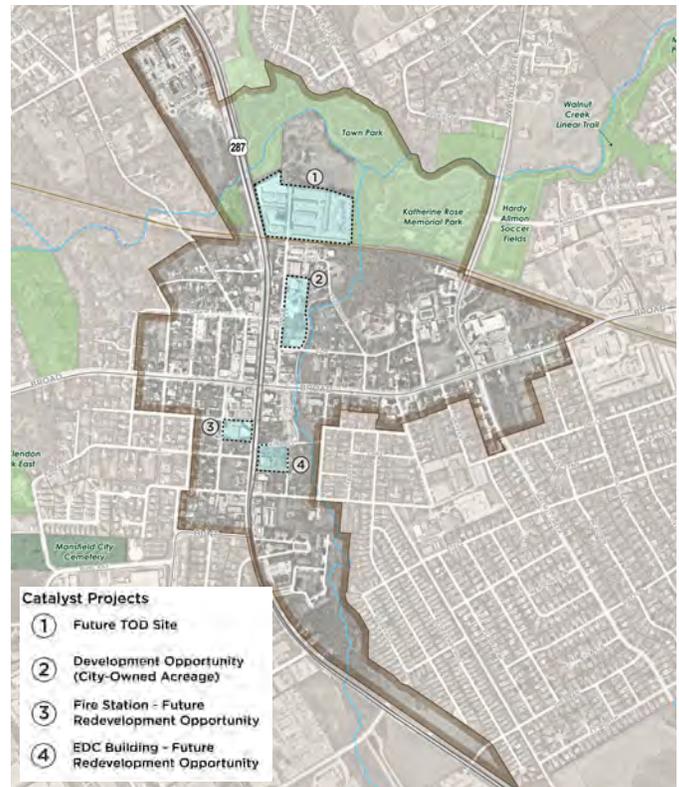
- **Added Value:** Predictability about parking requirements.
- **Initial Steps:** Incorporate the recommended parking requirements into the draft downtown zoning district regulations.

Strategy 25: Promote Development of 4-Acre Sites (pg. 80)

Existing market conditions suggest that the most viable use of the city-owned land in the northeastern part of downtown is moderate density residential. In order to successfully promote the site to developers, the City should clarify its goals for development to ensure that the site is developed in a manner that reflects the overall character of downtown.

- **Added Value:** Promote context-appropriate development to serve as catalyst for future activity.
- **Initial Steps:** Re-engage development community to better understand lack of response to previous solicitation.

Development catalyst sites, including the four acre site (right).



Strategy 31: Downtown Coordinator Position (pg. 84)

There are many staff members who dedicate part of their time to the development of downtown, however, a dedicated downtown development staff person could solely focus on activities such as promotion and marketing, recruiting businesses, and serving as a liaison for local businesses. This position is also important to create as the Texas Historical Commission’s Main Street program requires cities to hire a full-time downtown manager to participate.

- **Added Value:** Dedicated staff whose sole focus is on revitalization of downtown.
- **Initial Steps:** Budget for a full-time downtown coordinator position and identify duties, which should be focused on bringing development to downtown initially.

Strategy 32: Coordination with Property Owners and Downtown Groups (pg. 84)

There are several existing groups within downtown; in order to share resources and be more productive, the City should continue to develop a strategy for more cohesive engagement amongst the downtown groups and property owners. More coordinated engagement and marketing will likely increase activity in Downtown Mansfield.

- **Added Value:** Increased coordination among varying downtown-focused groups
- **Initial Steps:** Continue regular meetings with existing downtown groups to discuss issues and partnership opportunities.

Priority Development Strategy Implementation Summary

Strategy		Added Value	Associated Goal(s)	Timing	Partners	Relative Cost	Relative Impact
1	Downtown Zoning District	Increase predictability with development and achieve desired character	Identity, Activity, Connectivity, Livability	(S)	Property Owners, Neighborhood Associations	(\$\$)	(H)
11	Gateways	Improve recognition of downtown district	Identity	(S)	Design community	(\$\$)	(M)
21	Parking Awareness Campaign	Develop public understanding of available parking	Connectivity	(S)	Downtown Association	(\$)	(H)
22	Residential Street Parking for Special Events	Improves circulation and identifies available on-street parking during special events, maintains emergency access	Connectivity	(S)	Public Safety, Neighborhood Association Leaders, Special Event Coordinators	(\$)	(H)
23	Downtown Sub-District Parking Requirements	Predictability about parking requirements	Connectivity	(S)	Property Owners	N/A	(H)
25	Promote Development of 4-Acre Site	Promote context appropriate development to serve as a catalyst for future activity	Activity	(S)	Developers	(\$)	(H)
31	Downtown Coordinator Position	Dedicated staff whose sole focus is on the revitalization of downtown	Identity, Activity	(S)	N/A	(\$)	(H)
32	Coordination with Property Owners & Downtown Groups	Increased coordination among varying downtown-focused groups	Identity	(S)	Downtown groups, property owners	N/A	(H)

The full implementation summary with all of the strategies is located on pages 96-99.

(S) = SHORT-TERM (1 - 2 YEARS)	(H) = HIGH IMPACT	(\$\$) = RELATIVE COST RANGE (\$ - \$\$\$)
(M) = MEDIUM-TERM (3 - 5 YEARS)	(M) = MEDIUM IMPACT	
(L) = LONG-TERM (5+ YEARS)	(L) = LOW IMPACT	

PARKING SUPPLY AND DEMAND

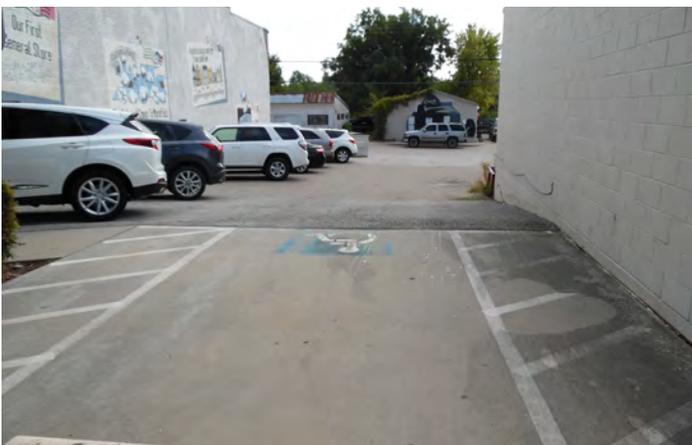
PARKING SURVEY METHODOLOGY

As part of this study, parking surveys were conducted to determine the existing parking supply and demand in the study area. The study area was divided into four quadrants formed by the intersection of Main Street and Broad Street. Based on discussions with city staff, the streets to include in the surveys were identified in each quadrant. To determine the supply of parking on a given street, the side of the street that provided the most room for parking was chosen assuming the parking on the other side of the street would be restricted to ensure traffic flow (the restriction of parking on one side of a street would only be implemented for large special events in the downtown area). Specific off-street parking lots were also identified and included in the parking survey. **Figure 2.5** depicts the four study quadrants, identified streets for the surveys, and off-street parking lots included in the surveys.

EXISTING PARKING CONDITION IMAGERY



Back in angled parking on Main Street.



Handicap Parking.



Signage for back in angled parking.

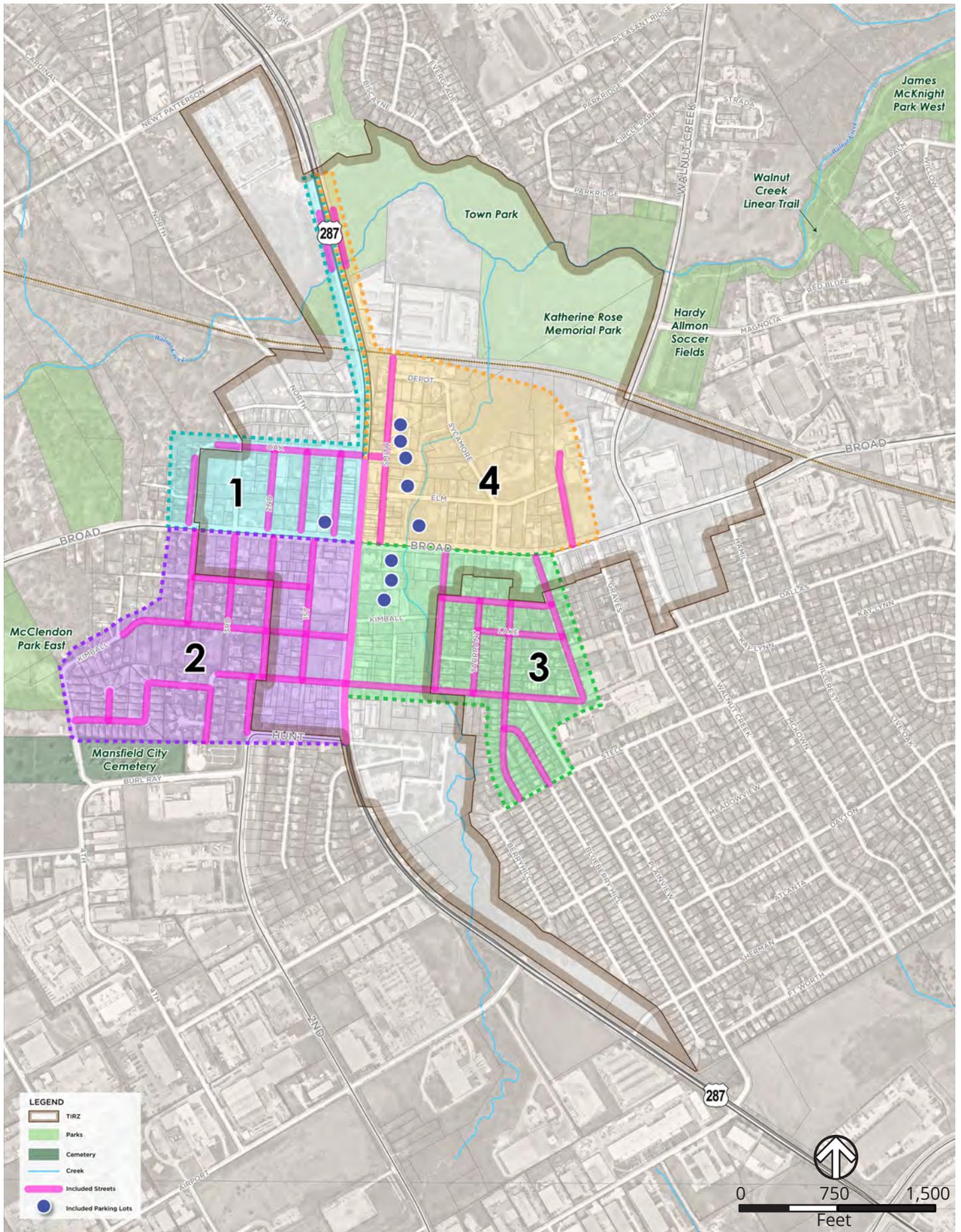


Figure 2.5 | Parking Survey Study Area

PARKING SURVEY RESULTS

Two parking surveys were conducted for the study on Saturday, November 2, 2019 and Thursday, January 16, 2020. The Saturday date was a typical weekend day with no events scheduled in the downtown area. The Thursday date was held on a “Third Thursday” which is when businesses in the downtown area stay open later than usual to provide more time for people to visit and shop. For each day, the following four one-hour time periods were chosen for the surveys: 11 AM – 12 PM; 12 PM – 1 PM; 5 PM – 6 PM; and, 6 PM – 7 PM. During the Saturday survey, on-street parking along S. Main Street was unavailable due to ongoing construction. During the Thursday survey, most of the on-street parking along the east side of S. Main Street was available. On-street parking along the west side of S. Main Street was still under construction.

Figures 2.6 – 2.9 on the following pages display the calculated total parking supply for each quadrant for on-street (assuming parking is allowed on only one side of a street) and off-street in the identified parking lots. Each figure displays the number of parking spaces available and the location of those spaces. The type of parking is color coded in each figure. Types of parking include parallel, head-in, angle-in, or back-in angle spaces. Dedicated parking refers to any on-street parking spaces that are marked. Also included in each figure is the total available parking spaces in the quadrant broken out by type of parking space (handicap parking can be either on or off-street).

Note: To determine the total parking supply for the southwest and southeast quadrant, it was assumed that all on-street parking along S. Main Street was available for use.

Figure 2.6 | Existing Parking Supply - Northwest Quadrant

LEGEND

- # On-Street Parking
- # On-Street Dedicated Parking
- # Off-Street Parking
- # Handicap Parking (on/off-street)



Total Parking Spaces: 218

On-Street Parking: 59

On-Street Dedicated Parking: 88

Off-Street Parking: 63

Handicap (on/off-street parking): 8

Figure 2.7 | Existing Parking Supply - Southwest Quadrant

Total Parking Spaces: 255

On-Street Parking: 195

On-Street Dedicated Parking: 54

Off-Street Parking: 3

Handicap (on/off-street parking): 3

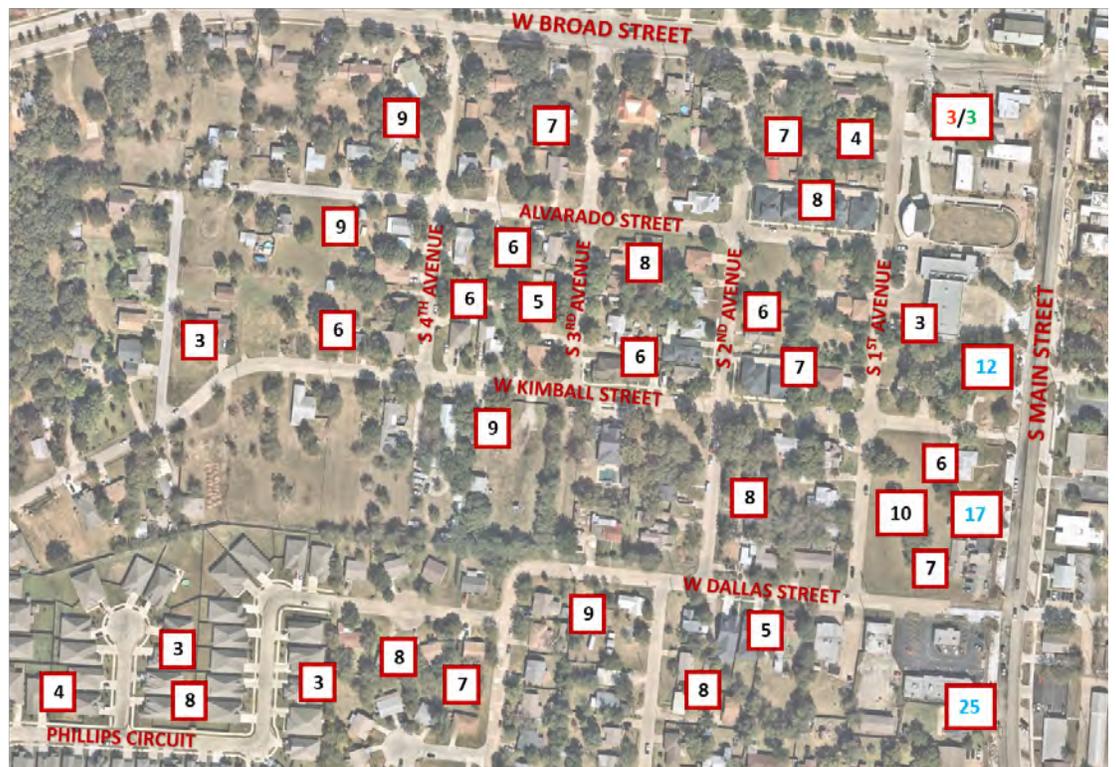


Figure 2.8 | Existing Parking Supply - Southeast Quadrant

LEGEND

- # On-Street Parking
- # On-Street Dedicated Parking
- # Off-Street Parking
- # Handicap Parking (on/off-street)

Total Parking Spaces: 360

On-Street Parking: 163

On-Street Dedicated Parking: 58

Off-Street Parking: 131

Handicap (on/off-street parking): 8

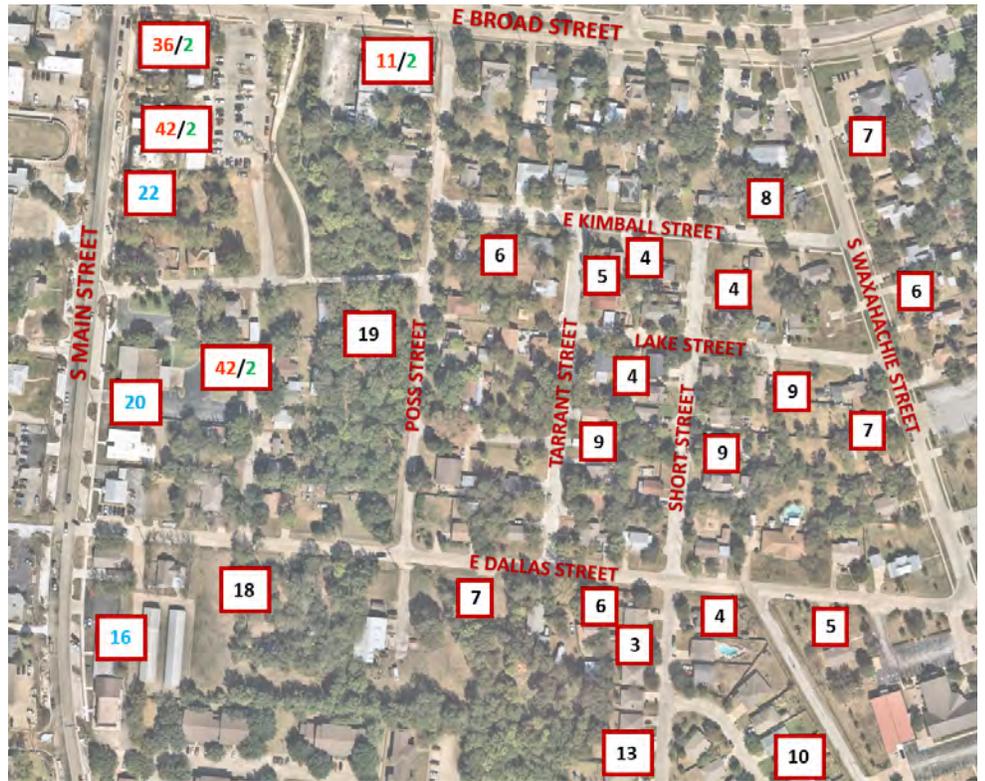


Figure 2.9 | Existing Parking Supply - Northeast Quadrant



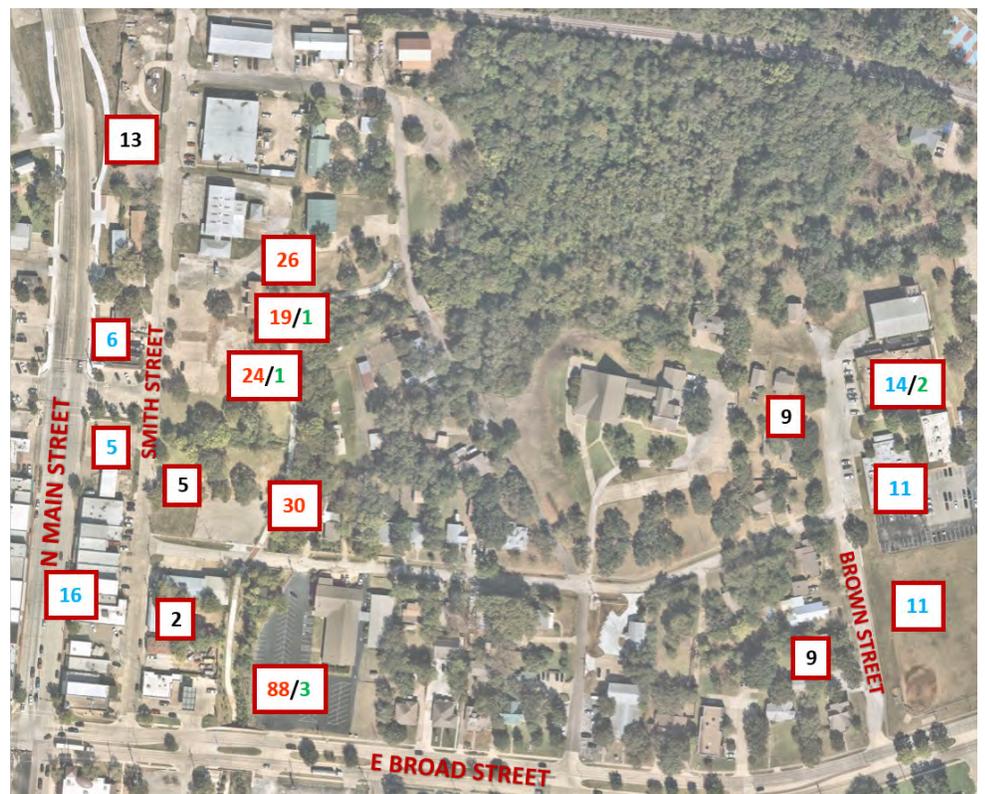
Total Parking Spaces: 307

On-Street Parking: 38

On-Street Dedicated Parking: 75

Off-Street Parking: 187

Handicap (on/off-street parking): 7



In addition to supply, the project team also assessed parking demand in the study area. **Figures 2.10 – 2.17** indicate the results of the parking counts in each of the four quadrants for both the Saturday and Thursday surveys. Each figure depicts when the peak hour of demand occurred at each of the identified locations (on and off-street) within the quadrant.

Note: Locations with a count of 0 did not observe any parked vehicles during the count survey.

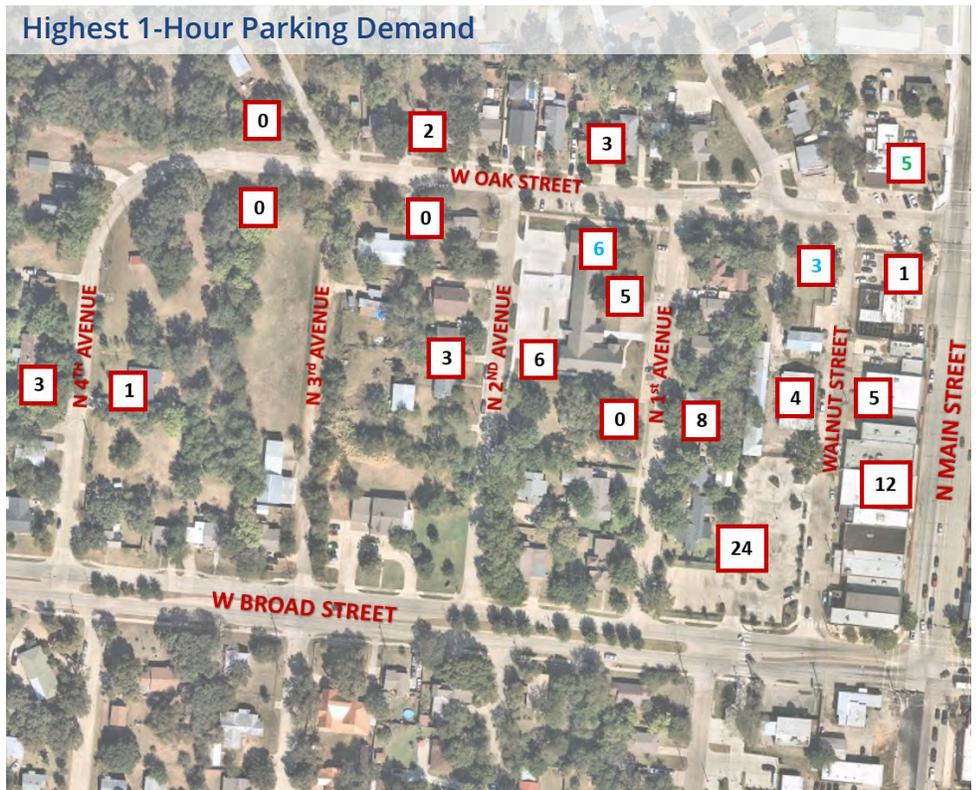
Figure 2.10 | Parking Demand - Northwest Quadrant - Day 1

LEGEND -
Day 1 (November)

- # 11am - 12pm
- # 12pm - 1pm
- # 5pm - 6pm
- # 6pm - 7pm



Highest 1-Hour Parking Demand



Peak Demand: 11AM - 12PM

84 parked cars/ 218 total parking supply in quadrant

Refer to Figure 2.6 for Parking Supply

Figure 2.11 | Parking Demand - Northwest Quadrant - Day 2

LEGEND -
Day 2 (January)

- # 11am - 12pm
- # 12pm - 1pm
- # 5pm - 6pm
- # 6pm - 7pm



Highest 1-Hour Parking Demand



Peak Demand: 6PM - 7PM

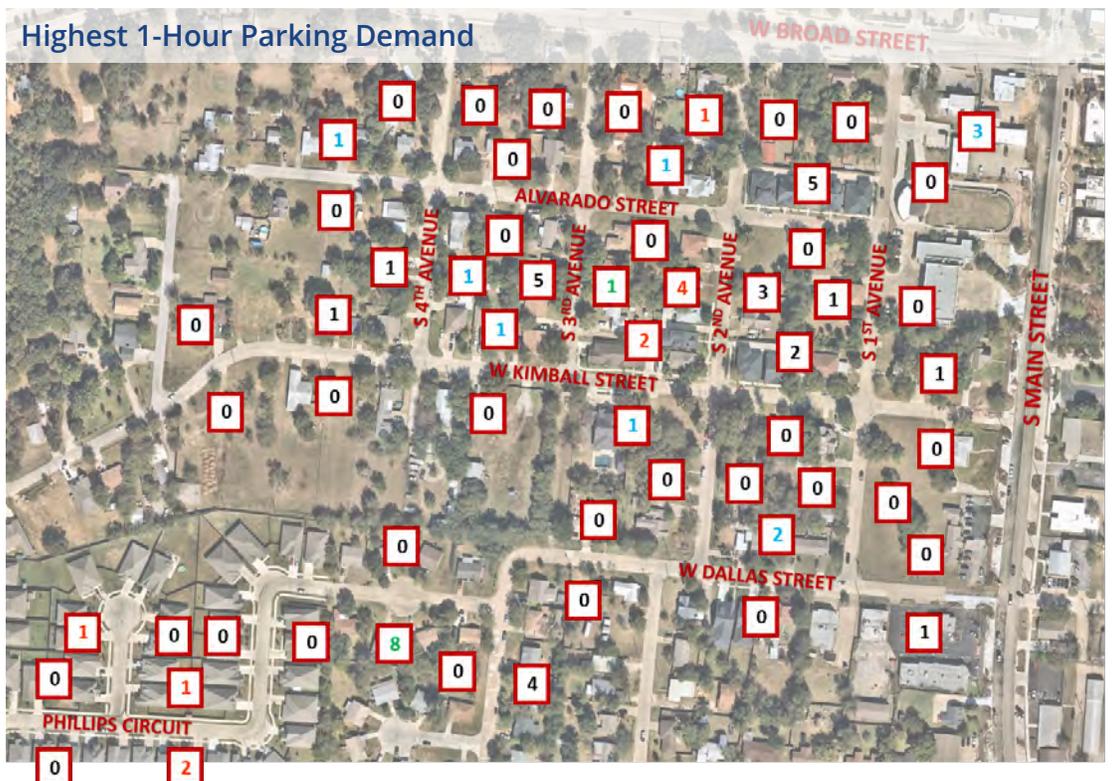
66 parked cars/ 218 total parking supply in quadrant

Refer to Figure 2.6 for Parking Supply

Figure 2.12 | Parking Demand - Southwest Quadrant - Day 1

LEGEND -
Day 2 (November)

- # 11am - 12pm
- # 12pm - 1pm
- # 5pm - 6pm
- # 6pm - 7pm



Peak Demand: 5PM - 6PM

37 parked cars/ 255 total parking supply in quadrant

Refer to Figure 2.7 for Parking Supply

Figure 2.13 | Parking Demand - Southwest Quadrant - Day 2

LEGEND -
Day 2 (January)

- # 11am - 12pm
- # 12pm - 1pm
- # 5pm - 6pm
- # 6pm - 7pm

Peak Demand: 6PM - 7PM

30 parked cars/ 255 total parking supply in quadrant

Refer to Figure 2.7 for Parking Supply

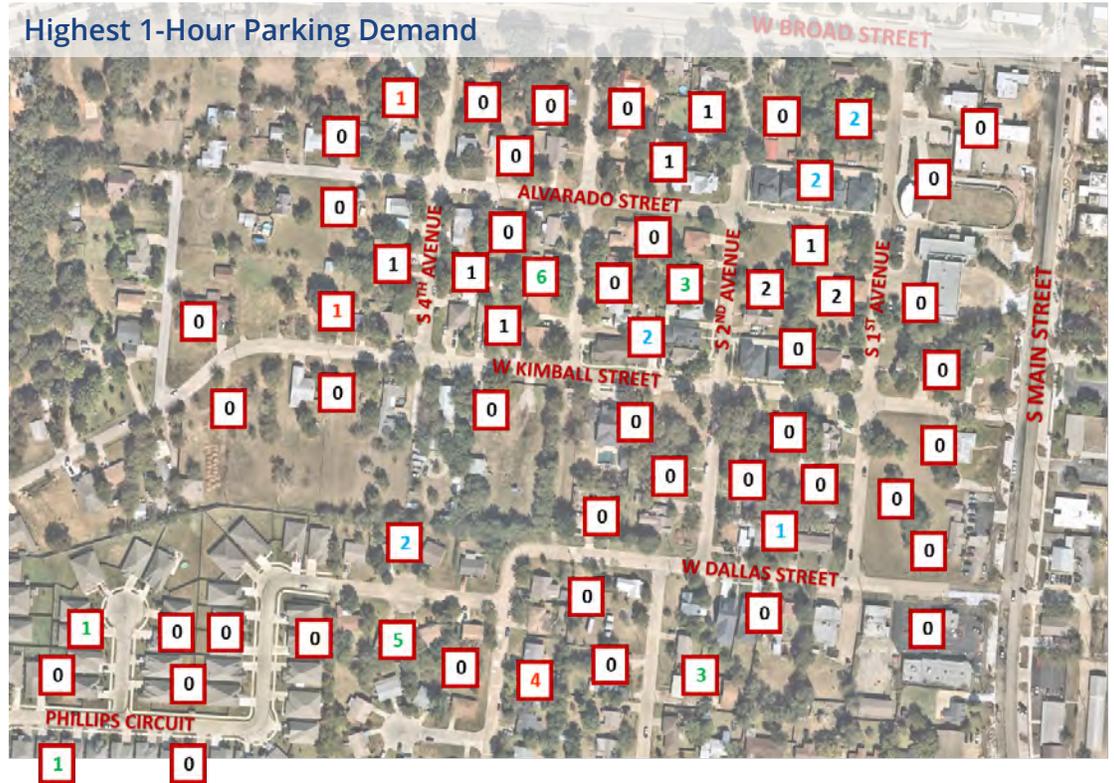


Figure 2.14 | Parking Demand - Southeast Quadrant - Day 1

LEGEND -
Day 2 (November)

- # 11am - 12pm
- # 12pm - 1pm
- # 5pm - 6pm
- # 6pm - 7pm

Peak Demand: 6PM - 7PM

93 parked cars/ 360 total parking supply in quadrant

Refer to Figure 2.8 for Parking Supply

Highest 1-Hour Parking Demand

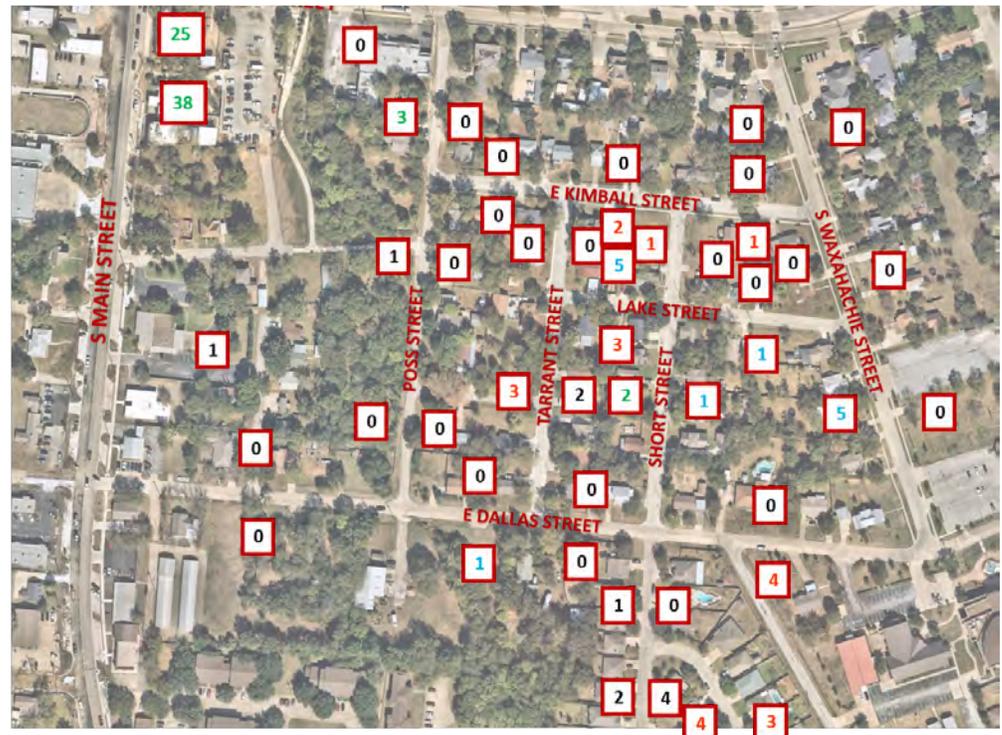


Figure 2.15 | Parking Demand - Southeast Quadrant - Day 2

LEGEND -
Day 2 (January)

- # 11am - 12pm
- # 12pm - 1pm
- # 5pm - 6pm
- # 6pm - 7pm

Peak Demand: 6PM - 7PM

75 parked cars/ 360 total parking supply in quadrant

Refer to Figure 2.8 for Parking Supply

Highest 1-Hour Parking Demand

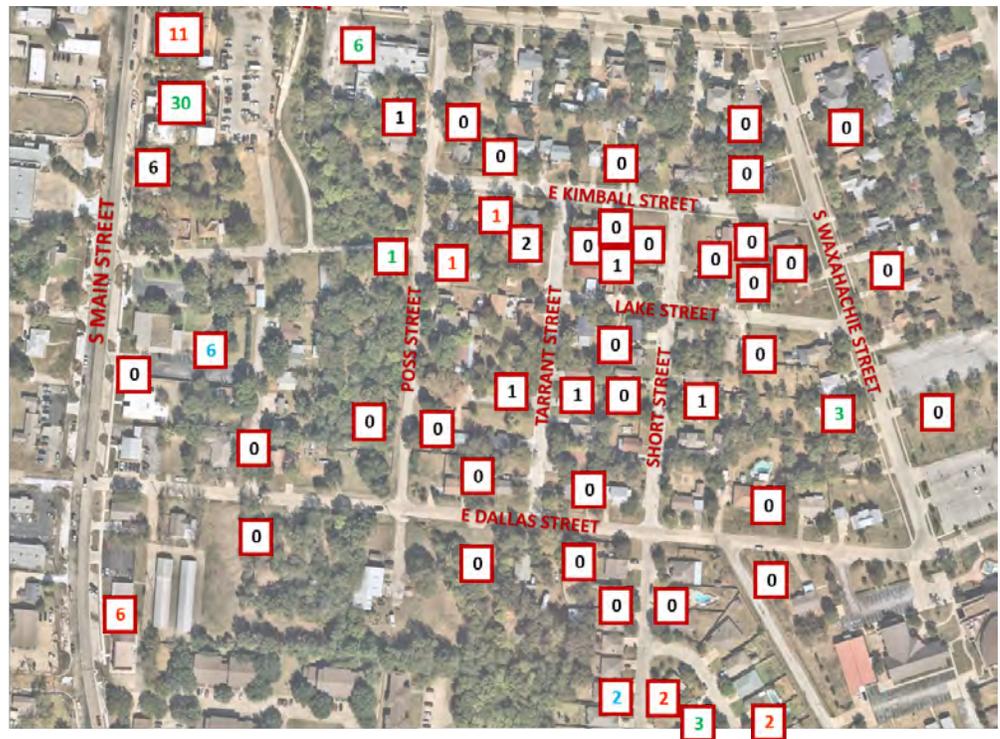


Figure 2.16 | Parking Demand - Northeast Quadrant - Day 1

LEGEND -
Day 2 (November)

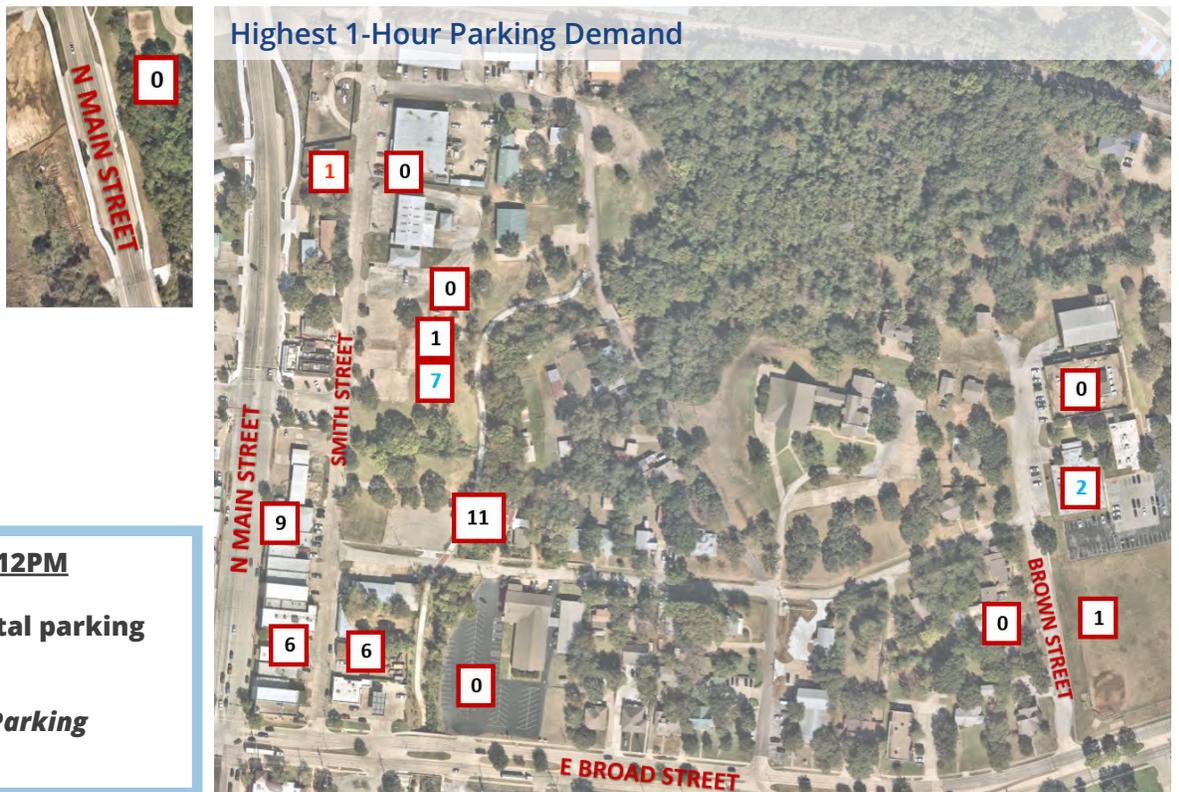
- # 11am - 12pm
- # 12pm - 1pm
- # 5pm - 6pm
- # 6pm - 7pm

Peak Demand: 11AM - 12PM

40 parked cars/ 307 total parking supply in quadrant

Refer to Figure 2.9 for Parking Supply

Highest 1-Hour Parking Demand



PARKING SURVEY KEY FINDINGS

The following are the key findings of the two days of parking surveys:

| Parking Supply |

Given the current demand, there is an abundant amount of existing parking within the study area. Based on the parking surveys, it is estimated that there are approximately 1,140 spaces within the study area. This includes:

- 403 off-street, 282 dedicated parallel, head-in, angle-in, or back-in angle parking spaces

| Parking Demand |

The majority of the on-street parking on residential streets appeared to be related to the adjacent properties, not businesses along Main Street. However, there was not a major event that took place during the parking surveys. The areas utilized for public parking during a typical week include:

- Public parking lot located at the intersection of W. Broad Street and Walnut Street (city-owned)
- Public parking lots adjacent to the Twisted Root Burger/The Backyard development (city-owned)
- Dedicated parking spaces along N. Main Street between Broad Street and Oak Street
- Dedicated parking Spaces along W. and E. Oak Street at N. Main Street

Parking lots that appear underutilized currently based on the surveys include:

- Parking lot serving the Heritage Baptist Church (privately owned)
- Parking lot serving the Mansfield Economic Development Corporation building (city-owned)
- 4-acre tract in Northeast Quadrant (city-owned)

| Proximity of Parking |

The majority of on-street dedicated parking spaces and parking lots are within a 5 to 10-minute walking distance from the Broad/Main intersection. Figure 2.18 depicts the general area that one can walk within 5 minutes and 10 minutes from the intersection of Main and Broad. This represents a reasonable time for locals and visitors traveling to the area to walk for a special event.

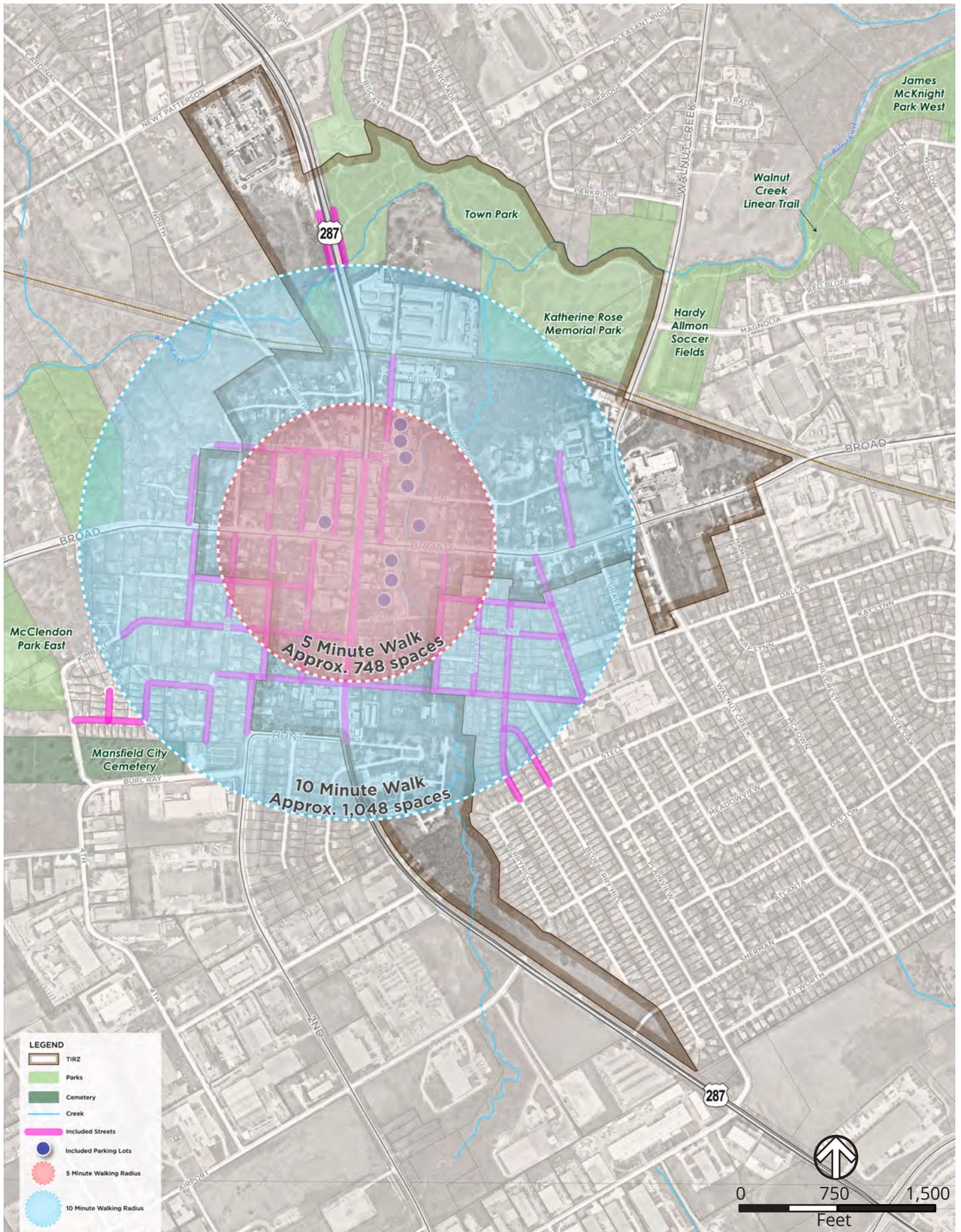


Figure 2.18 | Walking Distance Times from Main Street/Broad Street Intersection

PARKING STRATEGIES

STRATEGY 20: SHARED PARKING AGREEMENTS

Shared parking is an agreement in which the City manages private parking to be used as public parking. Either the entire lot or a portion of the lot would be designated and open for use as public parking. The City of Mansfield already has a shared parking agreement with the Heritage Baptist Church for certain times of the day. As the number of offices increase in the downtown area, those are other types of uses to target for shared parking agreements as the lots or structures typically are empty at night. Shared parking is most important at times of high demand, including weekends, nighttime and during special events.

Initial Steps: Identify properties to approach to request shared parking agreements as demand for parking warrants.

Added Value: Maximize use of existing parking
Associated Goals: Connectivity, Activity
Timing: Medium-Term

Partners: Property Owners
Relative Cost: \$
Relative Impact: Medium

STRATEGY 21: PARKING AWARENESS CAMPAIGN

In many communities, lack of parking in downtown or other destinations is often a perception and does not represent reality. As shown in Part II, Downtown Mansfield actually has an oversupply of parking for most times of the day. Therefore, strategically investing in ways to spread awareness of parking is more cost-effective than adding significant amounts of new parking. The City of Mansfield is currently working on a wayfinding project that will incorporate additional signage directing to downtown parking with a consistent brand that will be easily recognizable. In addition to the wayfinding project outcomes, the City should work with downtown associations to create maps locating public and shared parking in downtown and place them on the City's website as well as on the downtown association's websites or mobile applications.

Initial Steps: Set up a meeting with the various downtown groups to discuss disseminating parking information on various online and social median platforms.

Downtown wayfinding signage design (right).



Added Value: Develop public understanding of available parking
Associated Goals: Connectivity
Timing: Short-Term

Partners: Downtown Associations
Relative Cost: \$
Relative Impact: High

STRATEGY 22: RESIDENTIAL STREET PARKING FOR EVENTS

In the downtown transition and downtown neighborhood sub-districts, parking is almost entirely on-street. According to the parking surveys done for this study, parking in the residential areas is primarily used by residents and their visitors. Only during special events is there a need for public parking in the residential neighborhoods. The City has been considering a process to temporarily restrict parking on one side of residential streets during special events so as to ensure that traffic circulation is not impeded. The City should formalize this process and restrict parking on the sides of the residential streets designated in the following images. The red dashed lines represent sides of the streets within the study area where parking should be restricted during special events. **Figures 3.5 - 3.8** on the following pages represent where the streets should be blocked off during events.

Initial Steps: Implement the residential street parking restrictions during the next large event in downtown and record any needed adjustments.

Added Value: Improves circulation and identifies available on-street parking during special events, maintains emergency access
Associated Goals: Connectivity
Timing: Short-Term

Partners: Public Safety, Neighborhood Association Leaders, Special Event Coordinators
Relative Cost: N/A
Relative Impact: High

Parking Awareness Highlight | McKinney, TX

The City of McKinney has a bustling downtown and conducts a parking study every five years to assess the change in supply and demand for parking. The latest parking study conducted in 2019 recommended improvements to online outreach to increase awareness of public parking options in downtown.

The image to the right depicts McKinney’s online map that shows the different types of parking facilities (lots, on-street, and garage) and all of the major destinations within downtown. The map also highlights where commonly sought amenities like public restrooms and ATM’s are located.

As the City of Mansfield wraps up the wayfinding project, easily understood maps like the one McKinney has created should be developed and put on the City’s website.



Online map of parking options for Downtown McKinney (Source: City of McKinney).

Figure 3.5 | Residential Street Parking Closures for Special Events - Northwest Quadrant



Figure 3.6 | Residential Street Parking Closures for Special Events - Southwest Quadrant



Figure 3.7 | Residential Street Parking Closures for Special Events - Southeast Quadrant



Figure 3.8 | Residential Street Parking Closures for Special Events - Northeast Quadrant



STRATEGY 23: DOWNTOWN SUB-DISTRICT PARKING REQUIREMENTS

As discussed in Strategy 1, the proposed downtown zoning district will be composed of five sub-districts. The allowable uses in each sub-district vary, so the parking requirements should vary as well. In order to create a more walkable downtown with urban character, parking requirements should vary from typical requirements found elsewhere in the city. To provide for adequate parking without negatively impacting the walkability and character of what makes a downtown a “downtown,” a balance is needed between on-site, off-street spaces and that which can be provided in the public parking in and around the downtown area.

In general, a primary focus should be on maximizing the use of on-street parking and publicly owned parking lots, while at the same time minimizing the amount of parking as part of each individually owned private lot. Required parking in the downtown area will also be subject to additional standards intended to protect the urban character and walkability essential to a downtown area.

The parking requirements shown in **Table 3.2** should be incorporated into the updated downtown zoning district. These examples are provided as a starting point for discussion and would be accompanied with additional performance standards highlighted in the following paragraph.

Beyond efforts to minimize the number of new off-street parking spaces in downtown, additional provisions should be considered to minimize parking’s impact on the downtown environment. Accordingly, required parking spaces should be able to be achieved through a variety of different strategies. These could include, but are not limited to, allowing existing or improved on-street spaces (abutting the parcel) to be counted as meeting minimum requirements, providing and/or incentivizing shared parking agreements, or for paying into a fee-in-lieu thereof fund which supports City efforts to develop or improve public parking lots or garages. For the latter, fee-in-lieu funds collected could only be used for constructing or improving public parking on public property within the downtown district including on-street spaces, public surface parking lots, and public garages. Beyond requirements for limiting parking to the side and rear yards, additional standards could include such things as screening off-street parking by the building or other alternative approved method, requiring driveway alley access, etc. Each of these would need to be developed in conjunction with the other building use, siting, and form requirements necessary to achieve an urban character environment.

An additional consideration for incorporating modified parking requirements is if a proposed use has a high demand for parking. In that case, the recommendations shown in Table 3.2 may not be appropriate and would need to be reviewed on a case-by-case basis.

Initial Steps: Incorporate the recommended parking requirements as shown in **Table 3.2** into the draft downtown zoning district regulations.

Added Value: Predictability about parking requirements

Associated Goals: Connectivity

Timing: Short-Term

Partners: Property Owners

Relative Cost: N/A

Relative Impact: High

Table 3.2 | Recommended Parking Requirements by Sub-District

	Single-Family	Apartment / Multi-Family ³	Hotel ³	All Other Non-Residential Uses
Historic Main Street	N/A ¹			
Downtown Mixed-Use	N/A	No parking required up to four dwelling units. 1 space per dwelling unit starting with the fifth dwelling unit.	0.5 space per guest room, plus parking at a rate of 1 space per 2,000 sf GFA for additional public use areas (e.g., restaurant)	No new/additional parking required for existing square footage. 1 space per 1,000 sf GFA for new or additional square footage ³
Broad Street Corridor	N/A	1 space per unit ³	1 space per quest room	1 space per 500 sf GFA ³
Downtown Transition	1 space per residential unit	1 space per unit ³	N/A	1 space per 500 sf GFA ³
Downtown Neighborhood	1 space per residential unit ²	N/A	N/A	N/A

1. No new off-street parking is required in the Historic Main Street Sub-District. Additional spaces, if provided, shall be required to be located on the back sides of the building (i.e., the non-Main Street side) and shall be configured as parallel parking along the entire length of the right-of-way line as may be approved by the City, depending on street specifications and the provisions for pedestrian accommodations.

2. Residential parking should be provided for no more than one off-street surface and garage space located behind the building façade. Additional spaces may be allowed provided that they are accessed via an existing or new alley.

3. Surface parking should be limited to side or rear yards.

4. High demand uses like event centers or large restaurants need a case by case review.

5. Shared parking agreements are encouraged.

ADA PARKING

ADA parking in Texas is regulated by the Standards (TAS) which has been certified as being equivalent to the American with Disabilities Act (ADA). Improvements, including re-striping, can trigger the need for establishing accessible parking spaces as part of commercial/nonresidential development, and in some instances (e.g., multi-family) residential development. As it relates to new required ADA spaces in Downtown Mansfield, there are two different courses of action.

In the Historic Main Street sub-district, although there is no new off-street parking required, there is also very little opportunity for new development. As such, no additional parking is needed beyond what is already being provided by public on-street or off-street spaces. As it relates to ADA spaces, the property owner could partner with the City to submit a TAS Inspection Report using already existing publicly available ADA spaces in proximity to the new development along that core historic Main Street block.

In all other sub-districts, there are minimum parking requirements for hotels and other nonresidential developments which would need to meet include the required number of ADA parking spaces.

STRATEGY 24: BIG EVENT STUDY

The two parking surveys conducted as part of this study did not include a major event due to weather and the COVID-19 pandemic, however, based on anecdotal evidence from staff, it is known that parking demand increases significantly during special events. Once the previous parking strategies are implemented, a parking study during a large special event should be conducted to assess how the strategies are working and how they are alleviating parking concerns. The study should be broken up by quadrant similar to the assessment as part of this project.

Initial Steps: Initiate a parking assessment during a big event in downtown that is expected to be well attended.

Added Value: Assess if strategies are working
Associated Goals: Connectivity, Activity
Timing: Medium-Term

Partners: Special Event Coordinators
Relative Cost: \$
Relative Impact: Medium



This page is intentionally left blank.