



# Mixed-Use District Market, Financial Feasibility & Economic Impact Study

*Mansfield, Texas*

Hunden Partners was recently engaged to conduct a market analysis, financial feasibility, highest-and-best-use and economic impact study for a proposed mixed-use development known as the Lonestar 360 Plan. As advisors to the City, Hunden conducted an objective analysis of the potential developer's preliminary plans for the site, including a review of the preliminary feasibility study conducted by the developer. This review resulted in recommendations for programmatic adjustments and development scenarios, as well as detailed financial and economic impact projections.

Hunden studied the following mix of uses proposed in the Project plans:

- Permanent USL stadium,
- **Hotel conference center**,
- Performing arts center, and
- Mix of retail/restaurant, office and residential uses

Hunden's analysis included a deep-dive on the three main proposed public assembly facilities, along with an assessment of the mix of auxiliary uses including retail/restaurant, office and residential uses. Case studies for similar USL stadiums and stadium districts were profiled to provide the Client with reality-based data and implications.

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**Client Contact:** Mansfield Economic Development Corporation

**Time Period:** 2022 - 2023