

**Regular Meeting of the Mt. Pleasant City Commission**  
**Monday, February 28, 2022**  
**7:00 p.m.**

**AGENDA**

CALL TO ORDER:

PLEDGE OF ALLEGIANCE:

ROLL CALL:

PROCLAMATIONS AND PRESENTATIONS:

ADDITIONS/ DELETIONS TO AGENDA:

PUBLIC INPUT ON AGENDA ITEMS:

RECEIPT OF PETITIONS AND COMMUNICATIONS:

1. City Manager report on pending items.
2. Receive correspondence from Community Services and Economic Development Director Bill Mrdeza and Community Services and Economic Development Assistant Director Jacob Kain regarding Housing Study next steps and the Phase II report from Dr. Colarelli.

CONSENT ITEMS:

3. Approval of the minutes of the regular meeting held February 14, 2022.
4. Consider reappointment to the Tax Increment Finance Authority (TIFA) Board.
5. Consider award of contract to for the 2022 Pavement Marking Project and consider budget amendment for the same.
6. Consider setting a public hearing for March 14, 2022 as required for Green Tree Cooperative Grocery, Inc. through the Michigan Economic Development Corporation (MEDC) Community Development Block Grant (CDBG) program.
7. Consider approval of a budget amendment for \$895,460 for engineering services for the Water Resource Recovery Facility (WRRF) rehabilitation project.
8. Payrolls and Warrants.

PUBLIC HEARINGS:

NEW BUSINESS:

*All interested persons may attend and participate. Persons with disabilities who need assistance to participate may call the Human Resources Office at 989-779-5313. A 48-Hour advance notice is necessary for accommodation. Hearing or speech impaired individuals may contact the City via the Michigan Relay Service by dialing 7-1-1.*

9. Consider approval of spending plan for PEAK Childcare Stabilization Grant funds and consider budget amendment on the same.
10. Consider award of contract to for the 2022 Sidewalk Project and consider budget amendment for the same.
11. Correspondence from City Engineer Stacie Tewari regarding downtown alley reconstruction project fire suppression evaluation.

ANNOUNCEMENTS ON CITY-RELATED ISSUES AND NEW BUSINESS:

PUBLIC COMMENT ON AGENDA AND NON-AGENDA ITEMS:

RECESS:

CLOSED SESSION:

RECESS:

WORK SESSION:

12. Discussion on development philosophy.

ADJOURNMENT:

*All interested persons may attend and participate. Persons with disabilities who need assistance to participate may call the Human Resources Office at 989-779-5313. A 48-Hour advance notice is necessary for accommodation. Hearing or speech impaired individuals may contact the City via the Michigan Relay Service by dialing 7-1-1.*

TO: MAYOR AND CITY COMMISSION

FEBRUARY 23, 2022

FROM: AARON DESENTZ, CITY MANAGER

SUBJECT: CITY MANAGER REPORT ON AGENDA ITEMS

Proclamations and Presentation: None

Receipt of Petitions and Communications:

2. Receive correspondence from Community Services and Economic Development Director Bill Mrdeza and Community Services and Economic Development Assistant Director Jacob Kain regarding Housing Study next steps and the Phase II report from Dr. Colarelli.
  - a. The staff of the Community Services and Economic Development Department has provided eight (8) different reports for the City Commission. The memorandum "City Manager Memo on Housing Study Next Steps" provides a clear history of the housing projects that the City staff has reviewed and researched. This document references a number of other documents in this packet. The report "Mount Pleasant Rental Property Owner Focus Groups Technical Report" is the latest in the City's reports on housing. Staff is providing these reports to you at the 02/28/2022 City Commission meeting. We plan to conduct a City Commission work session to have a follow up conversation on the City Commission's desired outcome for housing in our city limits in March of this year.
    - i. Attachments: City Manager Memo, Rental Property Owner Focus Group Report, 2001 PILOT Policy, November 2019 Housing Report, EX Fact Sheet, Mission Street Commons Report, Summary of PILOT Projects, Survey Increasing Home Ownership.
    - ii. Recommended Action: No action is required for this item.

Consent Items:

5. Consider award of contract to for the 2022 Pavement Marking Project and consider budget amendment for the same.
  - a. The City received two (2) bids for pavement markings for 2022. The work includes application of new crosswalk, stop bar, and other markings around the City. Staff is proposing approval of the contract with M&M Pavement Marking for \$27,339.40 and a budget amendment of \$1,100 for local streets and \$3,440 for Major Streets.
    - i. Attachments: Pavement Marking Memo
    - ii. Recommended Action: Approval of the consent agenda
6. Consider setting a public hearing for March 14, 2022 as required for Green Tree Cooperative Grocery, Inc. through the Michigan Community Development Block Grant (CDBG) program.
  - a. The City Commission will need to set a public hearing in accordance with the CDBG program used by Green Tree Cooperative Grocery and the City of Mount Pleasant. The public hearing would take place on March 14<sup>th</sup> and allows the public to comment on the project.
    - i. Attachments: Green Tree RLF Memo
    - ii. Recommended Action: Approval of the consent agenda.

7. Consider approval of a budget amendment for \$895,460 for engineering services for the Water Resource Recovery Facility (WRRF) rehabilitation project.
  - a. The City Commission approved an engineering contract in 2021 with Fishbeck for engineering related to our WRRF overhaul project. Of the \$1,060,000 approved by the Commission, \$164,540 was spent in 2021. The full amount was budgeted in 2021 with engineering costs for that year being unknown at the time. The remaining \$895,460 in work to be completed needs to be allocated to the 2022 budget.
    - i. Attachments: WRRF Budget Amendment Memo
    - ii. Recommended Action: Approval of the consent agenda.

Public Hearings: None

New Business

9. Consider approval of spending plan for PEAK Childcare Stabilization Grant funds and consider budget amendment on the same.
  - a. Following our work session on 02/14/2022 staff has prepared the following memorandum outlining the expenses for the Childcare Stabilization Grant to be used by the City's PEAK program. The proposal provides greater sustainability of the program by paying forward costs and allocates more money to the scholarship program to provide greater funds for families in need.
    - i. Attachments: PEAK Childcare Stabilization Grant Memo
    - ii. Recommended Action: The following could be stated as a single motion or as individual motions. All three parts are recommended. A motion to:
      1. Approve the spending plan as outlined in the memo provided by City staff.
      2. Approve a budget amendment in the amount of \$77,655 to cover the staff recruitment/retention payments, additional staffing costs, supplies, and contracted services.
      3. Approve a budget amendment in the amount of \$20,500 for the required bonus to be paid upon acceptance of the grant.
10. Consider award of contract to for the 2022 Sidewalk Project and consider budget amendment for the same.
  - a. The City's sidewalk project bids for 2022 have come in higher than estimated. Despite this, staff is still recommending approval to move ahead with the sidewalk projects as planned as the City has funds on hand to cover the overage. Those projects are included in your packet. The City Commission has two (2) other courses of action: remove an optional section and approve the work initially planned for 2022 or allow the City engineers to modify the contract to be within budget which would push some projects back to 2023.
    - i. Recommended Action: A motion to authorize contract with The Isabella Corporation for the 2022 Sidewalk Project for \$132,880 including the additional alternate sidewalk location and approve a budget amendment of \$27,510.

11. Correspondence from City Engineer Stacie Tewari regarding downtown alley reconstruction project fire suppression evaluation.
  - a. City Engineer Stacie Tewari will present her findings on the proposed water main construction in coordination with the City's alley repaving projects near Broadway, University, and Franklin. She is not recommending a water main be constructed along most of the route due to space issues and non-compliance with EGLE requirements. Stacie will discuss a portion of the alley that could accommodate a water main and the need for further study if the City Commission wishes to move forward with the project. Lastly, Stacie will discuss alternative sources for property owners to connect fire suppression lines in this area.
    - i. Attachments: Downtown Alley Reconstruction Fire Suppression Evaluation
    - ii. Recommended Action: Staff does not recommend the water line be constructed in the alley and will offer alternatives for consideration.

TO: MAYOR AND CITY COMMISSION

FEBRUARY 23, 2022

FROM: AARON DESENTZ, CITY MANAGER

SUBJECT: CITY MANAGER REPORT ON PENDING ITEMS

This report on pending items reflects the current status of tasks that were previously agreed to.

### 1. Task Related Issues:

SHORT DESCRIPTION OF TOPIC	MEETING TOPIC WAS AGREED TO	REQUESTED DUE DATE	STATUS AS OF 2-23-2022
<b>Housing Study Follow-Up</b> Staff to work with Planning Commission and others to recommend ordinance amendments and programs as generally agreed to for implementation	July 13, 2020	None	Dr. Colarelli's graduate class held focus groups on November 5th to solicit input from local housing providers on: (1) Insights about the future of existing student housing in Mt. Pleasant (2) Creative solutions for improving housing and neighborhoods in the city (3) Collaborative partnerships to improve housing and help Mt. Pleasant become more economically and culturally vibrant.  Initial feedback was that there was not a lot of engagement on items 2 and 3 even though the focus groups were well attended. Draft report will be available Jan 2022. Draft report is being reviewed and feedback given. <b>Staff will present on the findings on 03/28/2022.</b>
<b>Downtown Analysis Follow-Up</b> Staff to work with Planning Commission and complete additional research to recommend ordinance and programs/policies as generally agreed to for implementation	August 10, 2020	None	Analysis completed in 2021. All seven commissioners agreed to proceed. Staff is reviewing options for grant funding for design/build of Town Center.
<b>Charter Amendment</b> Provide resolution language for changing 3-year terms to 4-year terms in 2022 election	August 9, 2021	ASAP	Attorney General's Office reviewed the proposed charter amendment and now disputes the need for a Charter amendment. City Attorney's office is providing a reasoning behind the needed amendment. Assuming the AG's Office signs off on the language, we assume a 2022 ballot question on the proposed amendment.

SHORT DESCRIPTION OF TOPIC	MEETING TOPIC WAS AGREED TO	REQUESTED DUE DATE	STATUS AS OF 2-23-2022
<b>Local Economy</b> Based on listening sessions, research options for downtown façade grants, downtown fire suppression grants, and rent subsidy programs. Revisit Broadway Central Closure in March 2022.	September 27, 2021	ASAP	Will move forward with summary direction documented in September 27 memo. 200 Broadway remains the only outstanding item on this list.

Please note items that have changed since the last report are highlighted in **yellow** for easy reference.

# Memorandum

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TO: Aaron Desentz, City Manager

FROM: William R. Mrdeza  
Community Services & Economic Development Director

Jacob Kain  
City Planner

DATE: February 18, 2022

SUBJECT: Housing Study Next Steps

*W.R.M.  
JK*

## **Background:**

One of the City Commission priorities for 2019 was for staff to compile data on the City's existing housing stock by dwelling type, number of units, and occupancy type; determine trends in owner-occupancy; identify gaps in the market; and make recommendations on potential City interventions to address these issues. Staff prepared a memo on initial findings into these topics and presented this to the City Commission at a work session in September, 2019. Upon review of the data during that work session, the City Commission expressed interest in identifying strategies that would close the gaps in the types of housing available to residents and the ratio of rental to owner-occupied units.

At their November 25<sup>th</sup> work session later that year, staff presented the final housing report to the Commission. The report included six specific policy recommendations based upon the findings of the report, corresponding to three thematic areas:

Removing barriers to the construction of housing for extremely low-income households:

1. Eliminate overnight parking prohibitions.
2. Reconsider the City's policy on PILOTs (payment in lieu of taxes).

Removing barriers to the construction of missing middle housing:

3. Reduce or eliminate land area per unit requirements for multiple-family housing units.
4. Provide design assistance for missing middle types

Encouraging the conversion of non-conforming rooming occupancies to family occupancies:

5. Refocus and resume incentive program.
6. Establish a Neighborhood Enterprise Zone(s).

In summer 2020, the City Commission generally agreed to pursue certain recommendations outlined in the study. Recommendations 1, 3 and 4 have since been completed. The City Commission has also adopted numerous ordinance amendments related to ground-level residential uses in commercial districts; two-family dwelling standards; accessory dwelling standards; and redevelopment standards for non-conforming residential uses in the CD-3 district, all of which are connected to the findings of the report. The current status and potential next steps for recommendations 2, 5, and 6 is outlined below.

# Memorandum



## **Removing barriers to the construction of housing for extremely low-income households**

On the topic of affordable housing for extremely low income individuals, the 2019 Housing Report presented this finding:

Despite relative overall balance in the rental housing market, extremely low-income households (those with annual household incomes under \$35,000) are mostly cost-burdened (spending more than 30% of their monthly income on housing expenses). Ninety-five percent of households making less than \$20,000 per year are cost burdened. Seventy-two percent of households making between \$20,000 and \$35,000 per year are also cost burdened. That rate drops significantly for households making between \$35,000 and \$49,999 per year, with only 29% of such households spending more than 30% of their monthly income on housing expenses. This illustrates that a major market gap exists in the provision of rental housing for extremely low-income households.

As a means of producing additional housing to meet this need, the report recommended that the City Commission review their current policy of not allowing PILOTs (Payment In Lieu Of Taxes). A PILOT is an investment incentive negotiated between the City and a developer of multi-unit affordable rental housing. The PILOT replaces a traditional property tax assessment with a limited and/or deferred payment, in place, or in "lieu", of the summer and winter property taxes. A PILOT is required when developers apply for federal tax credits which make it possible for developers to invest in communities and neighborhoods where it would be difficult to develop if the property was subject to taxation on the assessed value of the property.

On the topic of the City's current policy prohibiting entering into new PILOT agreements with developers, the 2019 Housing Report concluded:

In 2001, the City Commission adopted a policy eliminating consideration of PILOTs in association with low- and moderate-income housing citing a limited amount of available land for new development and a desire to expand the tax base. Nevertheless, extremely low income households require housing, and so those households either wait for years for suitable housing, accept substandard housing that may or may not be affordable, face extraordinary cost burdens by renting housing at market rates, or face homelessness.

In the meantime, substandard housing products linger in our marketplace as an option-of-last-resort. Substandard housing can produce health, safety, and welfare consequences for the households as well as for other property owners whose values flounder due to the blighting effects of such housing. Incentives – including abatements and PILOTs – are a necessary component of the financing of low-income housing projects. The unavailability of those incentives insures that additional housing for extremely low income households will not be constructed in the City.

At that same time, staff provided the Commission with a proposal from TWG Development indicative of the types of inquiries the City regularly receives from interested developers. The proposal sought to develop 50-60 affordable senior or family housing units targeted toward families with income levels in the range of 30-60% of Area Median Incomes. Like other similarly

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interested developers of this type of affordable housing, TWG required incentives from the local community, including PILOTs, in order to be successful in attracting State funding assistance.

At a follow up work session on June 8, 2020 the City Commission discussed the 2019 goal reports related to the issues of housing (based on the 2019 housing report by the City Planner) and downtown development (specifically the 10-10-10 concept). In the work session, the Commission was asked to provide direction on five questions related to the findings in the housing report:

1. Does the Commission have an interest in addressing the demand for low income housing types in the community?
2. Is the Commission willing to consider marketing public spaces downtown as sites for higher density development, thereby contributing to the City's tax base and/or addressing low income housing needs?
3. Is the Commission willing to consider removing prohibitions on overnight on-street parking (outside of Downtown) as a way of increasing available parking without additional investment of City resources?
4. Is the City Commission interested in exploring any of the program(s) (identified in a table of options) that would encourage the development of missing middle housing types?
5. Is the City Commission interested in exploring any of the program(s) (identified in a table of options) that would encourage the conversion of rental housing to single family units?

The work session also included specific discussion on the use of PILOTs as a tool to incent certain housing types. As background for the discussion, staff provided the Commission with a summary of projects with PILOT contracts as well as the terms of those contracts. In addition, the Commission was presented with seven questions or possible parameters related to PILOTs for consideration. These included:

1. Length of PILOT -- no longer than state/federal funding?
2. What % net rents charged -- flat or escalating %?
3. Minimum number of units in project?
4. Limit where they can be located in the City?
5. Don't allow PILOT to generate less than current taxes (pre demo) on property?
6. Should we limit number of PILOT agreements?
7. Would PILOT be for:
  - a. low-income?
  - b. elderly low-income?
  - c. transition housing to move from homeless?

Among other decisions resulting from the work session, the City Commission indicated they were not interested in reconsidering the City's PILOT policy to assist low income housing developments at that time. Some of the Commissioners did indicate a willingness to reconsider the PILOT policy at a future date after it was seen how the current housing/apartment market reacted to economic changes as well as any changes in CMU enrollment.

The City has continued to receive inquiries for affordable housing development. Most recently, the City was approached by Spire Development with an interest in constructing 50-65 affordable workforce housing units on a long-vacant functionally obsolete property located at 1329 S. Mission Street (former Ponderosa Steak House). Much like the earlier proposal from TWG

# Memorandum



Development discussed above, Spire would require consideration of a PILOT from the City in order to be competitive for state funding assistance through the Michigan State Housing Development Authority (MSHDA).

## **Encouraging the conversion of non-conforming rooming occupancies to family occupancies**

From 2009-2016, the City offered financial incentives to buyers of existing rental properties in the central neighborhoods provided those properties were converted to owner-occupancy for a period of at least five years. Over seven years, 15 homebuyers received incentives. A 2016 review of the program found that the program did not have a significant impact on the percentage of rentals within the target neighborhoods and that most incented purchases would have occurred without the incentive dollars. The program was ultimately paused in 2016 and no owner-occupancy incentives have been active since.

The 2019 Housing Report recommended that the City Commission revisit the issue and determine if a new incentive program(s) was desired. In 2020, the City Commission deferred action on owner-occupied incentive programs, desiring additional information in order to create an effective program. At the request of the City Commission, staff worked with Dr. Stephen Colarelli and his CMU fall 2020 graduate level class to perform survey work. For this phase of study, two surveys were mailed to solicit input – one to all owners of detached rental homes, and the other to recent owner-occupied homebuyers. The final report on this information was provided to the City Commission in 2021.

At the time of that presentation, the City Commission requested that staff continue to work with Dr. Colarelli and his CMU fall 2021 graduate level class to perform additional research. The key purpose of this additional research was to gather information from rental property owners on potential incentives that the City could offer to sell or reduce occupancy of student detached rental properties. This research was conducted using focus groups to interview a select group of rental property owners, primarily composed of owners with large property portfolios. As indicated in the report, the research did not identify any specific incentive programs that would promote the conversion of rental occupied housing except the purchase of those properties by the City at fair market value.

Objective 1.6 of the City Master Plan calls for the following actions, which are consistent with the recommendations of the 2019 Housing Report:

1. Implement an incentive program which targets the conversion of non-conforming rooming dwellings in residential areas into conforming residential uses.
2. Explore establishment of a Neighborhood Enterprise Zone(s) to encourage neighborhood revitalization, owner occupied housing, and stimulate new investment.

## **Suggested Items for Discussion:**

There are distinct items for policy discussion before the Commission. As explained above, the first deals with the Commission's interest in addressing demand for affordable housing in the community. The second relates to understanding the Commission's priority for creating strategies to convert rental units to owner-occupied housing. Each item is important since the

# Memorandum

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direction provided by the Commission will provide guidance to staff on what implementation strategies need to be developed, but should be addressed as two separate issues.

## Affordable Housing

1. Is addressing the demand for affordable housing in the City a priority for the City Commission?
2. If affordable housing is a priority of the City Commission, is the Commission willing to reconsider the current policy prohibiting PILOT contracts and/or other incentives necessary for this type of housing to be built? As noted in the housing study discussed above (and still relevant today), "The unavailability of ... incentives insures that additional housing for extremely low income households will not be constructed in the City."

## Owner-Occupied Housing

1. Does the City Commission wish to consider implementing incentives for the conversion of rental housing to owner-occupied housing?  
If yes,
2. Is the City Commission interested in reinstating the owner-occupied incentive program that was active from 2009-2016?
3. Is the City Commission interested in implementing an owner-occupied incentive program with new parameters or focus areas?
4. Is the City Commission interested in pursuing the creation of Neighborhood Enterprise Zone(s) as a tool to promote the creation of owner-occupied housing? [Within a NEZ, property taxes may be reduced for up to 15 years in association with new construction or rehabilitation of an existing structure.]

## Attachments:

1. 2019 Housing Report
2. Summary of PILOT projects
3. 2001 City PILOT Policy
4. Spire Development housing proposal
5. Phase 1 Housing Report
6. Phase 2 Housing Report
7. NEZ fact sheet from MEDC

**Housing Report**  
**City of Mt. Pleasant, Michigan**

November 2019

Prepared By:  
Jacob Kain, AICP, City Planner  
Planning & Community Development Department

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## INTRODUCTION

This report examines the housing stock in the City of Mt. Pleasant in terms of dwelling type, number of units, and occupancy type; trends in owner-occupancy; and gaps in the market and makes recommendations on potential regulatory or program responses available to the City government.

Information used in this report comes from a variety of sources including the 2016 housing study; current and past City master plans; the U.S. Census; and data from City departments including Assessing, Building Safety, Engineering, Fire, and Planning. In addition, new data was created in the City's Geographic Information System to classify all existing structures consistent with *missing middle* housing terminology.

## EXISTING HOUSING STOCK

There are approximately 8,300 housing units in the City (not including on-campus housing, short- or long-term care facilities, or homeless shelters). A detailed breakdown of housing types

### What is Missing Middle Housing?

The term "Missing Middle Housing" was coined by the founder of Opticos Design to describe "a range of multi-unit or clustered housing types—compatible in scale with detached single-family homes—that help meet the growing demand for walkable urban living."

According to Opticos:

*These building types, such as duplexes, fourplexes and bungalow courts, provide diverse housing options to support walkable communities, locally-serving retail, and public transportation options. We call them "Missing" because they have typically been illegal to build since the mid-1940s and "Middle" because they sit in the middle of a spectrum between detached single-family homes and mid-rise to high-rise apartment buildings, in terms of form and scale, as well as number of units and often, affordability. Missing Middle Housing helps solve the mismatch between the available U.S. housing stock and shifting demographics combined with the growing demand for walkability.*



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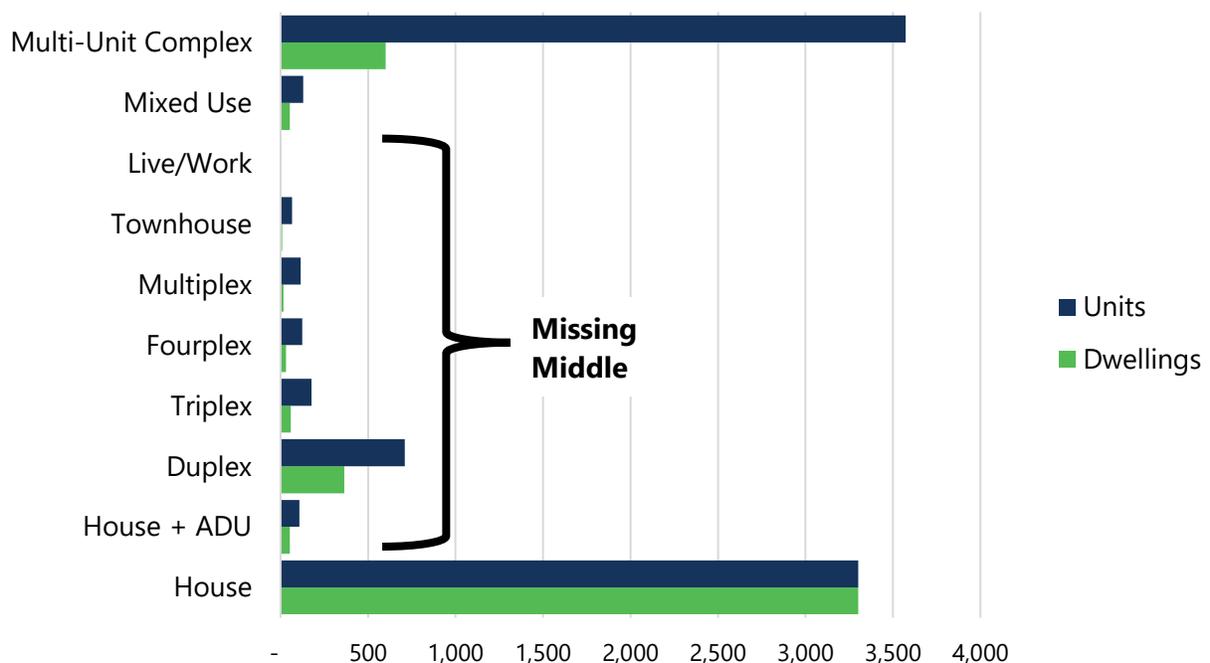
by type, occupancy, zoning, neighborhood, and other characteristics can be found in the appendix.

The predominant unit type is located in a multi-unit complex, which is defined as four or more units, attached or detached, either on a single lot or with common shared grounds and typically not fronting on a public street. Over 3,500 dwelling units are located in multi-unit complexes, 43% of all units citywide. These units are located in 67 distinct developments with over 600 dwellings (a dwelling in this case would be a distinct building containing multiple units). These units are on average newer than the average housing unit, overwhelmingly tenant occupied (92%), and equally likely to be family occupancy (occupied by no more than two unrelated individuals) or rooming occupancy (occupied by 3 or more unrelated individuals). Multi-unit complex units are generally located in the southern portion of the community.

Houses (detached, single-unit dwellings on a single lot) are nearly as common, with 3,300 units – 40% of units citywide. Nearly three-quarters of houses have a principal residence exemption. Only 4% of houses are licensed for rooming occupancy.

Duplexes are the third most common dwelling unit type – 9% of all units. Most duplexes are tenant occupied (only 13% have a principal residence exemption) and only 18% are licensed for rooming occupancy. Duplexes – like other missing middle housing types – are on average older than the average housing unit.

**UNITS AND DWELLINGS BY TYPE,  
JUNE 2019**



All other dwelling types combined (house with an accessory dwelling unit; triplex; fourplex; multiplex; townhouse; live/work; and mixed use) account for the remaining 9% of dwelling units.

These housing types are overwhelmingly located within the neighborhoods nearer to downtown and north of campus.

## **OCCUPANCY STATUS**

The influence of Central Michigan University on the local housing market has contributed to a generally low owner-occupancy rate. The City’s owner-occupancy rate is 39.1% in the most recent 2017 U.S. Census estimates. That rate is comparable with that of the Charter Township of Union (40.7) as well as other university communities such as Big Rapids (38.1) and Kalamazoo (44.8).

Between 1950 and 2000, the owner-occupancy rate dropped from 57.2% to 34.3%. That period corresponds with student enrollment growth at the university and the development of most of the multi-unit complexes in the City, which are overwhelmingly tenant-occupied. Since 2000, the owner-occupancy rate has remained relatively steady. Staff developed figures, using Assessor’s data, finds a 2019 owner-occupancy rate of 34.6%.

### **HOMEOWNERSHIP RATE (PERCENT), CITY OF MT. PLEASANT**

Sources: U.S. Census, 1987 Master Plan, 1965 Master Plan

<b>1950</b>	<b>1960</b>	<b>1980</b>	<b>2000</b>	<b>2010</b>	<b>2011</b>	<b>2012</b>	<b>2013</b>	<b>2014</b>	<b>2015</b>	<b>2016</b>	<b>2017</b>
57.2	55.3	43.0	34.3	35.1	36.7	36.6	35.3	35.1	36.8	38.3	39.1

The owner-occupancy rate of houses is not evenly distributed across all neighborhoods. Neighborhoods east of Mission Street and the southwest neighborhood (south of High, north of Broomfield, and west of campus) have owner-occupancy rates between 83-91%. This compares to 58% for houses between campus and downtown and 63% for houses in the Westside neighborhood.

Rental housing licenses distinguish between occupancy types. Family occupancies permit a family or up to 2 unrelated individuals, whereas rooming occupancies allow for 3 or more unrelated individuals (the number varies by property). In the local market, units licensed for rooming occupancies are typically considered “student housing” and are marketed as such. Just over one-quarter of all housing units are licensed for rooming occupancy (3 or more unrelated individuals) with a total licensed occupancy of almost 6,900 occupants. Nearly a quarter of existing missing middle housing types are rooming occupancy. For townhouses, 95% of units are licensed for rooming occupancy.

## **MARKET GAPS**

A Residential Target Market Analysis (TMA) conducted for the East Central Michigan Prosperity Region 5 in 2016 provides further insights into gaps in the local market. This study included specific analysis of the Mt. Pleasant market and a market strategy to meet the unsatisfied demand for missing middle housing types.

The TMA confirmed the impact the student population has on the local housing market, particularly the frequency of unit turnover from tenant to tenant. The TMA further found that there is an undersupply of triplex and fourplex, townhouse, multiplex and midrise housing formats, whereas there was a surplus of duplex units and lower relative demand for houses.

Additional analysis using U.S. Census data illuminates other market gaps.

The median income for households living in owner-occupied units was \$65,318 in 2017. There is currently a mismatch between the number of owner households in each income bracket and the number of affordable homes supplied. In particular, for the approximately 300 households making less than 30% of the median income and the approximately 1,300 households making above 75% of the median income there is an insufficient supply of homes. In particular, there is a lack of homes available at \$200,000 and up which are affordable to households making more than the median income.

The median income for households living in rental units was \$22,720 in 2017. The rental market may be somewhat more in balance than the ownership market. In particular, when accounting for the significant number of student households with individuals that fall beneath the federal poverty level due to income, the lack of units available for rent at \$500 or less per month is likely offset to a significant degree by the excessive number of units available for between \$500-875 per month. Furthermore, as with owner units, it appears there is an undersupply of units available with rents of \$875 and up, affordable to renter households making well above the median income.

Despite relative overall balance in the rental housing market, extremely low-income households (those with annual household incomes under \$35,000) are mostly cost-burdened (spending more than 30% of their monthly income on housing expenses). Ninety-five percent of households making less than \$20,000 per year are cost burdened. Seventy-two percent of households making between \$20,000 and \$35,000 per year are also cost burdened. That rate drops significantly for households making between \$35,000 and \$49,999 per year, with only 29% of such households spending more than 30% of their monthly income on housing expenses. This illustrates that a major market gap exists in the provision of rental housing for extremely low-income households.

## **OTHER FINDINGS**

In the production of this report, additional valuable insights were made which add further context to the housing market and may be useful in the consideration of other policy topics.

- Approximately half of the City's 25,711 residents (2017 U.S. Census estimate) are students enrolled in higher education. In the fall of 2017, over 16,000 undergraduate students and 2,000 graduate students were enrolled at CMU, the vast majority enrolled full-time. Of those, approximately 13,000 resided in the City –half living in on-campus housing and half residing elsewhere in the City.

- Using a methodology developed by the University of Virginia, staff developed an adjusted poverty rate for the City which accounts for the significant impact the student population has on the base poverty rate as developed by the U.S. Census. The 2017 U.S. Census poverty rate for Mt. Pleasant was 37.8%. Adjusted to account for the student population, the poverty rate drops to 19.5%.
- The median age was 22.1 in 2017. More than 40% of the City population in 2017 fell within the age bracket associated with the Millennial generation (born 1981-1996). Members of Generation Z (born 1997-2012) made up 28% of the population. Between 2000 and 2017, the number of residents between the ages of 25 and 34 – the “young professional” demographic – increased 22%

## STRATEGIES

There are many potential strategies to address the market gaps identified by this report. Those strategies have been broken into three categories: those that encourage the development of housing for extremely low-income households; those that encourage the development of missing middle housing types; and those that encourage the conversion of non-conforming rooming occupancy housing to family occupancy housing (whether tenant- or owner-occupied).

### Removing barriers to the construction of housing for extremely low-income households

- *Eliminate overnight parking prohibitions.*  
Studies have increasingly demonstrated the connection between transportation costs and housing affordability, which has resulted in the State of Michigan refocusing affordable housing incentive programs toward projects located in walkable communities or near transit.

The City has already taken an important step in fostering affordability by eliminating minimum parking requirements for private development. However, the inability of on-street parking to act as a true substitute for on-site parking combined with the challenge for some households to eliminate the need for a vehicle leads to a direct increase in construction and operation costs for housing developers which is passed on to tenants through monthly rent. The land area consumed by on-site parking also reduces the potential unit count in such developments, further constraining the supply of housing and reducing the potential efficiency of project development.

- *Reconsider the City's policy on PILOTs (payment in lieu of taxes).*  
In 2001, the City Commission adopted a policy eliminating consideration of PILOTs in association with low- and moderate-income housing citing a limited amount of available land for new development and a desire to expand the tax base.

Nevertheless, extremely low income households require housing, and so those households either wait for years for suitable housing, accept substandard housing that may or may not be affordable, face extraordinary cost burdens by renting housing at

market rates, or face homelessness.

In the meantime, substandard housing products linger in our marketplace as an option-of-last-resort. Substandard housing can produce health, safety, and welfare consequences for the households as well as for other property owners whose values flounder due to the blighting effects of such housing.

Incentives – including abatements and PILOTs – are a necessary component of the financing of low-income housing projects. The unavailability of those incentives insures that additional housing for extremely low income households will not be constructed in the City.

### **Removing barriers to the construction of missing middle housing**

- *Reduce or eliminate land area per unit requirements for multiple-family housing units.*  
Since 1984 the City has limited multiple family density in most areas of the community to no more than 15 units per acre. This means that for a typical Mt. Pleasant city lot, triplexes, fourplexes, or other housing styles not permitted. It also means makes townhouse style development impractical and incentivizes rooming style development (as such uses have a lower land area per occupant requirement than family style units). A reduction or elimination of that land area per unit standard would significantly increase the opportunity for missing middle housing development as well as decrease the expense of such development.
- *Provide design assistance for missing middle types*  
Because most missing middle housing types have not been permitted in our city (and most communities) for several decades, context sensitive missing middle housing designs are not readily available. The City – through staff or contracted professionals – could provide design support to individuals looking to create missing middle housing types as an incentive toward the production of that housing in the community. If desired, parameters could be established (such as a maximum number of hours per project or the development of prototypes for general use) to minimize program costs.

### **Encouraging the conversion of non-conforming rooming occupancies to family occupancies**

- *Refocus and resume incentive program.*  
From 2009-2016, the City offered financial incentives to buyers of existing rental properties in the central neighborhoods provided those properties were converted to owner-occupancy for a period of at least five years. Over seven years, 15 homebuyers received incentives.

A 2016 review of the program found that the program did not have a significant impact on the percentage of rentals within the target neighborhoods and that most incented purchases would have occurred without the incentive dollars.

A new incentive program might be tailored to focus on non-conforming uses within certain residential districts in an effort to eliminate those non-conformities and stabilize family neighborhoods.

- *Establish a Neighborhood Enterprise Zone(s).*

The State of Michigan provides local units of government with the opportunity to establish Neighborhood Enterprise Zones (NEZs) in order to promote neighborhood revitalization, encourage owner occupied housing, and stimulate new investment. Within a NEZ, property taxes may be reduced for up to 15 years in association with new construction or rehabilitation of an existing structure.

## **APPENDIX**

**CITY OF MT. PLEASANT HOUSING UNITS, JUNE 2019**

Dwelling Type	Dwellings	Units	% All Units	<i>Principal Residence Exemption Status</i>		<i>Rooming Status*</i>	
				Units	%	Units	%
<b>House</b>	3,301	3,301	40%	2,459	74%	120	4%
<b>House + ADU</b>	54	108	1%	38	35%	18	17%
<b>Duplex</b>	365	710	9%	92	13%	128	18%
<b>Triplex</b>	59	177	2%	6	3%	60	34%
<b>Fourplex</b>	31	124	1%	-	0%	36	29%
<b>Multiplex</b>	17	115	1%	-	0%	13	11%
<b>Townhouse</b>	9	66	1%	-	0%	63	95%
<b>Live/Work</b>	1	1	0%	-	0%	-	0%
<b>Mixed Use</b>	53	129	2%	2	2%	10	8%
<b>Multi-Unit Complex</b>	601**	3,572	43%	275	8%	1,695	47%
<b>TOTAL UNITS</b>	3,890	8,303		2,872	35%	2,143	26%

\*Rooming status indicates a dwelling unit licensed for occupancy by 3 or more unrelated individuals.

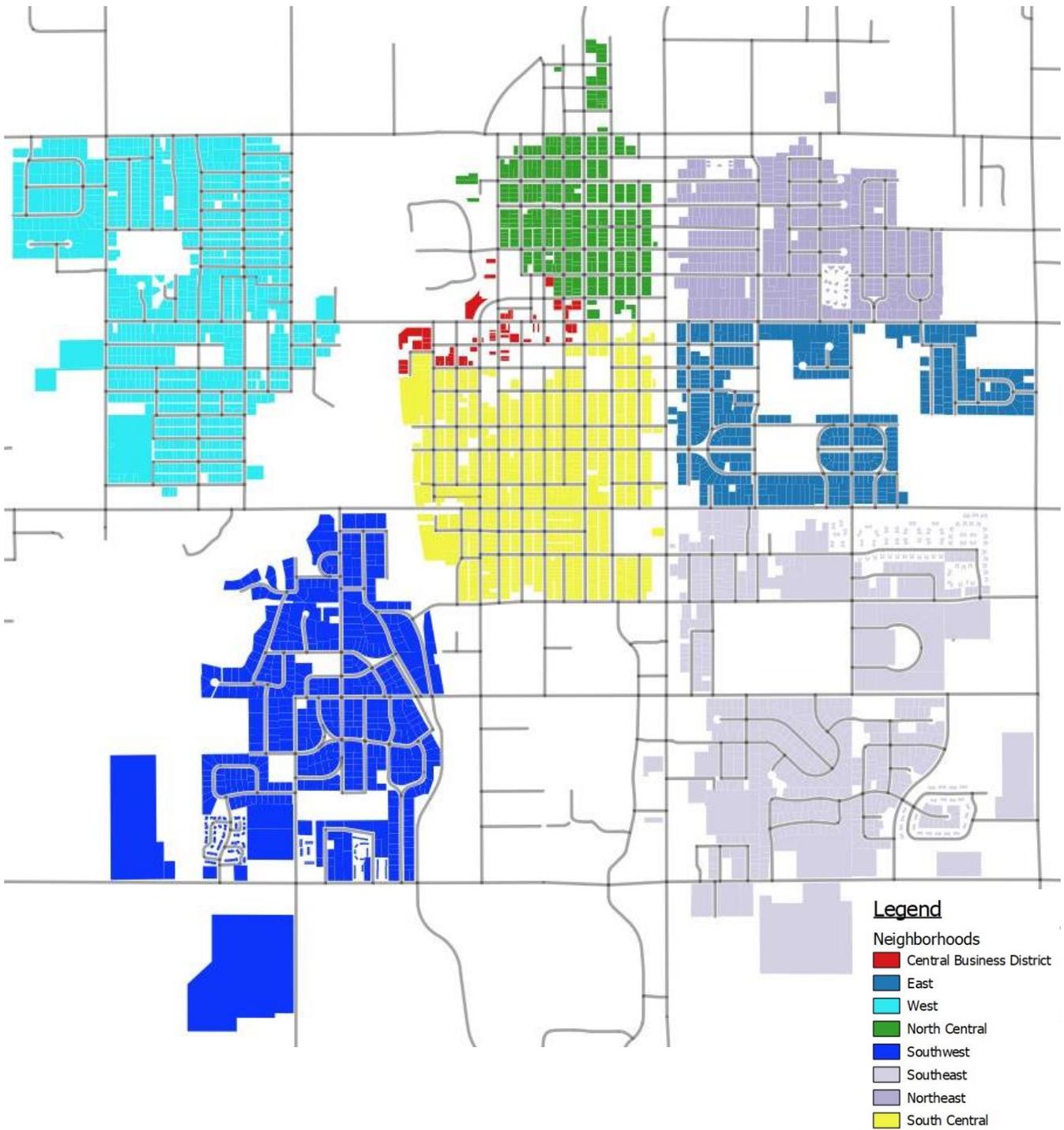
\*\*601 dwellings in 67 distinct multi-unit complex developments

**CITY OF MT. PLEASANT HOUSING UNITS BY TYPE BY NEIGHBORHOOD, JUNE 2019**

	<b>CBD</b>	<b>East</b>	<b>North Central</b>	<b>North east</b>	<b>South Central</b>	<b>South east</b>	<b>South west</b>	<b>West</b>
<b>House</b>	18	406	279	382	554	443	386	837
<b>House + ADU</b>	-	8	24	10	52	2	-	10
<b>Duplex</b>	16	44	52	38	270	42	56	192
<b>Triplex</b>	9	3	36	6	120	-	-	3
<b>Fourplex</b>	4	-	20	12	76	-	4	8
<b>Multiplex</b>	6	-	11	8	63	17	10	-
<b>Townhouse</b>	-	-	-	3	43	20	-	-
<b>Live/Work</b>	-	-	-	-	-	-	-	1
<b>Mixed Use</b>	88	2	3	9	15	6	-	4
<b>Multi-Unit Complex</b>	114	-	-	61	219	2,137	877	164
<b>TOTAL UNITS</b>	<b>255</b>	<b>463</b>	<b>425</b>	<b>529</b>	<b>1,412</b>	<b>2,667</b>	<b>1,333</b>	<b>1,219</b>
<b>% Missing Middle</b>	14%	12%	34%	15%	44%	3%	5%	18%
<b>% House</b>	7%	88%	66%	72%	39%	17%	29%	69%
<b>% Rooming</b>	7%	0%	3%	1%	36%	38%	33%	1%
<b>Mean Year Built</b>	Insufficient data	1958	1906	1960	1917	1987	1973	1953
<b>% Principal Residence Exemption</b>	4%	79%	52%	65%	25%	23%	30%	49%
<b>% Principal Residence Exemption, Houses Only</b>	44%	84%	72%	83%	58%	87%	91%	63%
<b>Est. Population*</b>	616	1,119	1,027	1,279	3,413	6,446	3,222	2,946

\*Calculated using an average of the owner and rental occupied household size from the 2017 ACS Estimates multiplied by the number of dwelling units per district. Does not include individuals living in institutional settings, including students residing in on-campus housing.

# CITY NEIGHBORHOODS



**CITY OF MT. PLEASANT HOUSING UNITS BY TYPE BY ZONING DISTRICT, JUNE 2019**

	<b>CD-3L</b>	<b>CD-3</b>	<b>CD-4</b>	<b>CD-5</b>	<b>SD-I</b>	<b>SD-A</b>	<b>CZ</b>	<b>PRD</b>
<b>House</b>	854	2,236	183	4	20	3	1	-
<b>House + ADU</b>	-	100	6	-	2	-	-	-
<b>Duplex</b>	72	474	162	2	-	-	-	-
<b>Triplex</b>	3	120	51	3	-	-	-	-
<b>Fourplex</b>	-	76	36	-	-	-	-	-
<b>Multiplex</b>	-	44	71	-	-	-	-	-
<b>Townhouse</b>	-	16	50	-	-	-	-	-
<b>Live/Work</b>	-	-	1	-	-	-	-	-
<b>Mixed Use</b>	-	2	38	89	-	-	-	-
<b>Multi-Unit Complex</b>	-	14	2,903	359	-	-	-	296
<b>TOTAL UNITS</b>	929	3,082	3,501	457	22	3	1	296

## HOUSING STATISTICS BY HOUSING TYPE

### House

*Single, detached unit on a single lot.*

3,301 dwelling units (40% of all units)

2,459 dwelling units with a Principal Residence Exemption (74%)

120 rooming dwelling units (4%)

Average year built 1948



### House + Accessory Dwelling Unit (ADU)

*Single, detached unit with a second single, detached unit on a single lot.*

108 dwelling units (1% of all units)

38 dwelling units with a Principal Residence Exemption (35%)

18 rooming dwelling units (17%)

Average year built 1918



### Duplex

*Two attached units (either stacked or side-by-side) on a single lot.*

710 dwelling units (9% of all units)

92 dwelling units with a Principal Residence Exemption (13%)

128 rooming dwelling units (18%)

Average year built 1946



**Triplex**

*Three attached units (either stacked or side-by-side) on a single lot.*

177 dwelling units (2% of all units)  
6 dwelling units with a Principal Residence Exemption (3%)  
60 rooming dwelling units (34%)  
Average year built 1901



**Fourplex**

*Four attached units (either stacked or side-by-side) on a single lot, typically with a common entrance.*

124 dwelling units (1% of all units)  
No dwelling units with a Principal Residence Exemption  
36 rooming dwelling units (29%)  
Average year built 1931



**Multiplex**

*More than 4 attached units (either stacked or side-by-side) on a single lot.*

115 dwelling units (1% of all units)  
No dwelling units with a Principal Residence Exemption  
13 rooming dwelling units (11%)  
Average year built 1886



**Townhouse**

*Attached units (typically 2-8) placed side-by-side with individual entrances.*

66 dwelling units (1% of all units)  
No dwelling units with a Principal Residence Exemption  
63 rooming dwelling units (95%)  
Average year built 1982



**Mixed Use**

*One or more attached units co-located with a non-residential use on a single lot.*

129 dwelling units (2% of all units)  
2 dwelling units with a Principal Residence Exemption (2%)  
10 rooming dwelling units (8%)  
Average year built (Insufficient data)



**Multi-Unit Complex**

*Four or more units, attached or detached, either on a single lot or with common shared grounds and typically not fronting on a public street*

3,572 dwelling units (43% of all units)  
275 dwelling units with a Principal Residence Exemption (8%)  
1,695 rooming dwelling units (47%)  
Average year built 1996



## HOUSING STATISTICS BY NEIGHBORHOOD



### Central Business District

Population estimate: 616

255 dwelling units (3% of all units)

10 dwelling units with a Principal Residence Exemption (4%)

8 houses with a Principal Residence Exemption (44% of houses)

18 rooming units (7%)

35 missing middle units (14%)

Average year built (Insufficient data)



**East**

Population estimate: 1,119

463 dwelling units (6% of all units)

365 dwelling units with a Principal Residence Exemption (79%)

341 houses with a Principal Residence Exemption (84% of houses)

No rooming units

55 missing middle units (12%)

Average year built 1958



### North Central

Population estimate: 1,027

425 dwelling units (5% of all units)

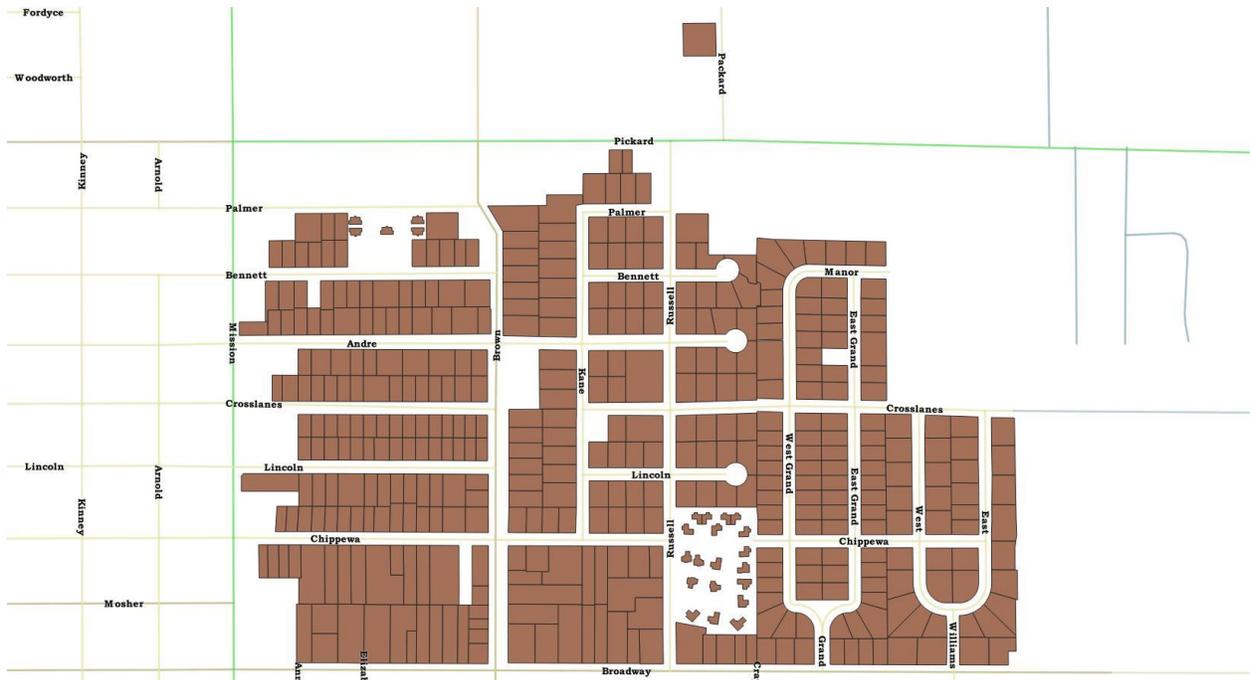
221 dwelling units with a Principal Residence Exemption (52%)

201 houses with a Principal Residence Exemption (72% of houses)

12 rooming units (3%)

143 missing middle units (34%)

Average year built 1906



**Northeast**

Population estimate: 1,279

529 dwelling units (6% of all units)

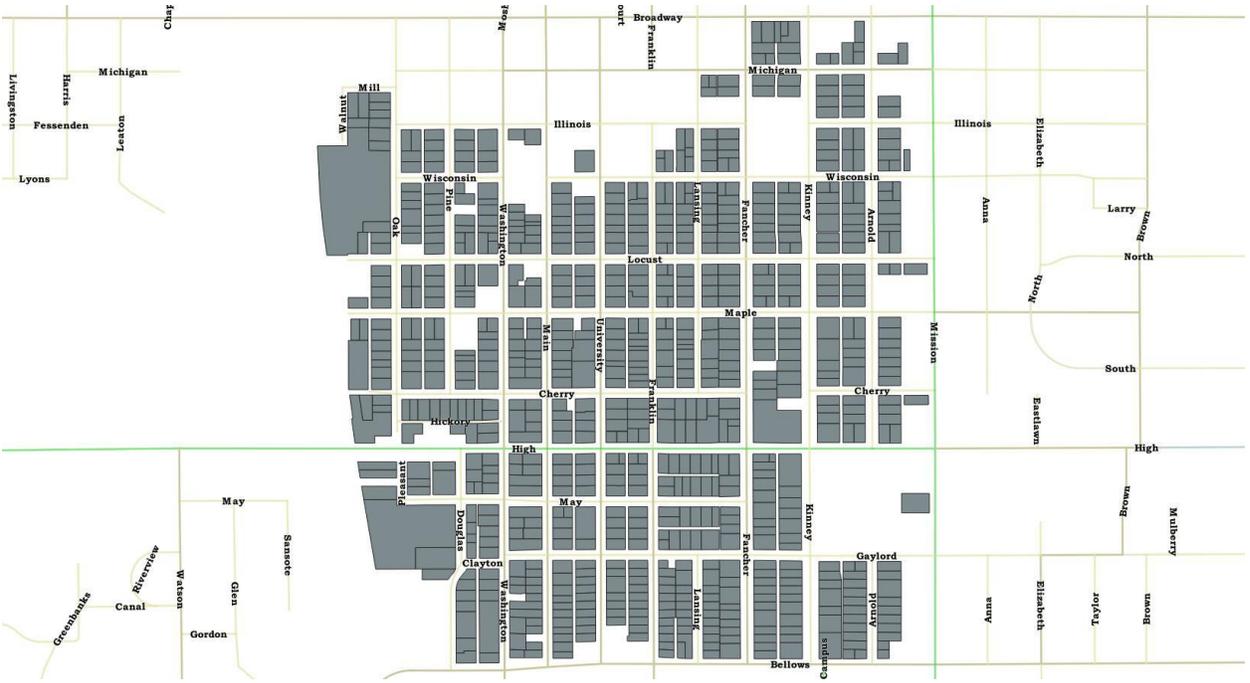
343 dwelling units with a Principal Residence Exemption (65%)

317 houses with a Principal Residence Exemption (83% of houses)

7 rooming units (1%)

77 missing middle units (15%)

Average year built 1960



**South Central**

Population estimate: 3,413

1,412 dwelling units (17% of all units)

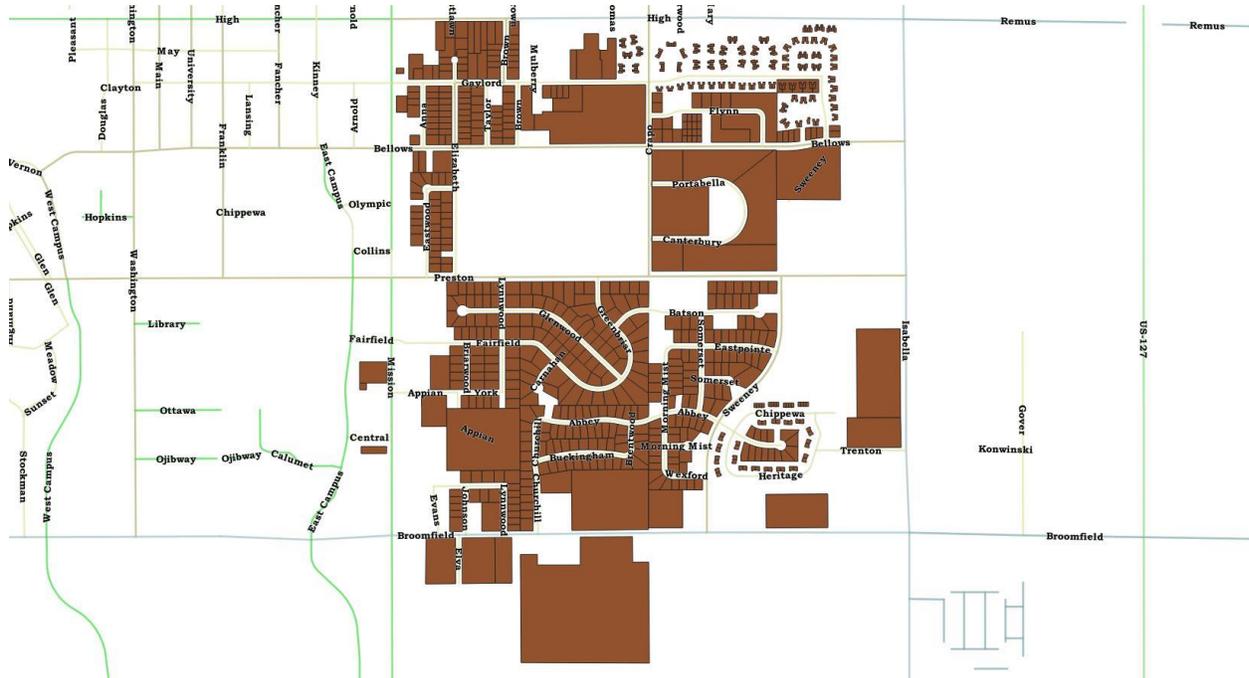
356 dwelling units with a Principal Residence Exemption (25%)

321 houses with a Principal Residence Exemption (58% of houses)

514 rooming units (36%)

624 missing middle units (44%)

Average year built 1917



### Southeast

Population estimate: 6,446

2,667 dwelling units (32% of all units)

603 dwelling units with a Principal Residence Exemption (23%)

385 houses with a Principal Residence Exemption (87%)

1,005 rooming units (36%)

81 missing middle units (3%)

Average year built 1987





### West

Population estimate: 2,946  
 1,219 dwelling units (15% of all units)  
 593 dwelling units with a Principal Residence Exemption (49%)  
 527 houses with a Principal Residence Exemption (63%)  
 17 rooming units (1%)  
 214 missing middle units (18%)  
 Average year built 1953

City of Mt. Pleasant  
Payment in Lieu of Taxes  
Summary

<u>Project</u>	<u>Ordinance #</u>	<u>Date Granted</u>	<u>Expiration Date</u>	<u>Market</u>	<u>PILOT Rate</u>
Devine House	554	12/18/1978	Mortgage Loan Term	Mentally handicap -low moderate	4%
Riverview Apartment	Resolution	11/21/1966	As long as HAA contract remains	Low income	10%
Pheasant Run	Resolution	11/21/1966	As long as HAA contract remains	Low income	10%
Oak Tree Village	478	12/17/1973	Not in ordinance	Low-moderate	10%
Oxford Row I	477	12/17/1973	Not in ordinance	Elderly	10%
Winchester Towers	549	6/19/1978	Mortgage Loan Term	Elderly - low-moderate	4%
Dover Court	801/812	6/23/1997	Mortgage Loan Term	Elderly - Low	\$1.00 per Unit
Chase Run	1011	7/25/2016	August 1, 2038	Low - moderate	4% to 10%
Mill II	856	6/11/2001	20 years or Mortgage Loan Term whichever is sooner	Low - moderate	4% to 10%

Note: we bill all July 1 the same as the summer tax bill regardless of payment date per ordinance

MISHDA Projects

#21



Policy Statement Regarding  
Requests For PILOTs For  
Construction Of New Qualifying Housing Projects  
In The City Of Mt. Pleasant

For a number of years the City of Mt. Pleasant has provided Payment In Lieu Of Taxes to encourage the development of low and moderate-income housing in the City. In fact, the City has authorized 12 PILOTs over the last 35 years. Since 1996 the City has granted 5 PILOTs.

The City now feels, however, that with the limited availability of developable land in the City, and the desire to increase its tax base, it is no longer in the City's best interest to grant PILOTs for low and moderate-income housing projects.

It is therefore the policy of the City of Mt. Pleasant that it will no longer grant PILOTs for construction of new qualifying housing projects in the City.



Mr. Aaron Desentz  
City Manager  
City of Mount Pleasant  
320 W Broadway St  
Mount Pleasant, MI 48858

RE: Mission Street Commons  
Proposed Workforce Housing Development  
1329 S Mission St  
Mount Pleasant, MI 48858

Mr. Desentz,

On behalf of Spire Development, Inc. (“Spire”), please accept this letter as an introduction to the proposed Mission Street Commons (the “Project”), a 50 to 65-unit workforce housing development to-be-located at 1329 S Mission Street. Please also accept this letter as a formal request to the City of Mount Pleasant (the “City”) to consider lifting its current 21-year-old policy prohibiting Payment in Lieu of Taxes (“PILOT”) tax incentives to facilitate the construction of moderate-income housing.

#### Project Introduction

Mission Street Commons is a workforce, missing-middle, multifamily development affordable to low and moderate-income individuals that will directly fulfill needs identified in the recently completed *2019 City of Mount Pleasant Housing Report* (the “Report”) and *2050 Mount Pleasant Master Plan* (the “Master Plan”). Specifically, the Project will seek to provide 50-65 units of energy efficient missing-middle housing on an infill lot along the Mission Street corridor that has remained vacant for years.

Spire Development will serve as the developer and long-term owner of the Project, which we anticipate will be managed by KMG Prestige. KMG Prestige is one of the largest affordable housing management companies in the state of Michigan and has partnered with Spire on prior projects, the most recent being Center City Lofts, a 55-unit workforce housing development in Midland, Michigan.

Mission Street Commons will benefit the City in multiple ways. The Project will re-develop a vacant infill lot in a manner consistent with the Master Plan, which will further encourage redevelopment along the Mission Street corridor. The Project will create jobs and support local businesses by employing numerous local subcontractors and tradesmen who will construct and consume in the vicinity. Working families will benefit from the Project’s proximity to major employers and seniors looking to downsize from single family homes will have a new housing option built to modern accessibility standards. Finally, residents will be able to live in an environment where they are not rent burdened and therefore will have disposable income to support the local economy.

#### PILOT

Spire respectfully requests that Mount Pleasant consider removing its prohibition on PILOT agreements in association with low- to moderate-income housing so that projects such as Mission Street Commons can competitively pursue funding consideration through the Michigan State Housing Development Authority (“MSHDA”).

The construction of Mission Street Commons will be financed in part using federal tax credits administered through MSHDA. It is a competitive application process and MSHDA essentially requires a PILOT for an

application to score competitively. Tax credit financing was created during the Reagan Administration and is used to attract private investment to offset hard construction costs associated with new housing development. In turn, the Project is capped on the rent it can charge to ensure high-quality housing may be newly constructed yet remain affordable to moderate income individuals. Since a fluctuating rent ceiling tied to the area's median income is required for funding, a PILOT agreement ties property tax liability to actual collected rents so the Project can successfully operate long-term.

Should council remove the current prohibition on PILOT agreements, Spire will seek to work with the City on developing a PILOT for the Project so that it can competitively apply for funding consideration. It is our goal to create a PILOT that is mutually beneficial for the City, the Project, and its future residents so that Mission Street Commons may serve as an asset to Mount Pleasant for years to come. Please do not hesitate to contact the undersigned with any questions you may have.

Sincerely,

Thomas Grywalski  
President  
Spire Development, Inc.

Attachments

- Exhibit 1 – Example Spire Development projects

**Exhibit 1**  
**Example Spire Development projects**

The Lofts at Milnes Plaza  
- Coldwater, Michigan



**Exhibit 1 Continued**  
**Example Spire Development Projects**

The Lofts at Milnes Plaza  
- Coldwater, Michigan



**Exhibit 1 Continued**  
**Example Spire Development Projects**

Center City Lofts  
- Midland, Michigan



# *Mt. Pleasant* [meet here]

## INCREASING OWNER-OCCUPIED HOUSING IN MOUNT PLEASANT

*Project Conducted for:*

**The City of Mount Pleasant**

**Mount Pleasant, MI**

Charles Fales

Savana Holmes

Katherine Klein

Gina Rossitto

Michael Trease

*Under the advisement of Stephen Colarelli, Ph.D.*

Department of Psychology

Central Michigan University

December 2020

## Executive Summary

The City of Mount Pleasant is concerned with low rates of owner occupancy and homeowner satisfaction with their neighborhoods. Many homes in the city are rental properties, many rented by college students. Given the large number of student rentals and low rates of owner occupancy, the City commissioned this survey for the following reasons:

- Among homeowners in areas with high concentrations of student rentals, how satisfied are they with their neighbors and neighborhoods?
  - How does homeowner satisfaction compare across the five major areas of the city?
- What are homeowners' biggest concerns about their neighbors and neighborhoods?
- To what extent are rental property owners interested in selling some of their rental homes to individuals who would own and occupy them?
- What factors would motivate property owners to sell some of their rental properties?

To examine avenues for increasing owner occupancy, the CMU project team developed two surveys. Results from 111 homeowners and 89 rental property owners indicated several interesting trends. Several findings were assessed in terms of geographic region. Please reference Appendix A for a map showing the geographic regions of Mount Pleasant.

Regarding homeowner respondents, some key findings include:

- Across all regions, a common response regarding how to make living in the neighborhood better was to improve amenities such as by adding more sidewalk or better streetlights.
- Respondents from the central region, northwest region, and southwest region most commonly reported that they have student residents in their neighborhood.
  - Within the central region, respondents most commonly reported no complaints about student residents or complaints related to parties. Within the northwest region, respondents most commonly reported no complaints about student residents. Within the southwest region, respondents most commonly reported a complaint of bad driving in terms of student residents.

Regarding rental property owner respondents, some key findings include:

- Across all regions, the most commonly expressed benefit of renting out homes is the financial gain, and the most commonly expressed issue is city regulations.
- Respondents with properties in the central and southwest regions reported that they would be hesitant to sell their properties because these properties are investments, assets, or sources of income.

The project team recommends that the City of Mount Pleasant engage in a survey feedback process, sharing survey results with key stakeholders in small group settings. Action plans should be developed based on the results of these discussions.

### **Acknowledgements**

*The CMU project team would like to thank Mount Pleasant Mayor Will Joseph, Vice Mayor Amy Perschbacher, City Commissioners Mary Alsager, Lori Gillis, Kristin LaLonde, George Ronan, and Petro J. Tolas, City Manager Nancy Ridley, and City Planner Jacob Kain for spearheading and supporting the project. Jacob Kain worked with us throughout the process, providing valuable feedback on the project design. We would also like to thank graduate students in the Industrial and Organizational Psychology program at CMU for their contributions.*

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## Key Takeaways from the Surveys

Please reference Appendix A for a map showing the geographic regions of Mount Pleasant.

### Homeowners

- Across all regions of Mount Pleasant, location (e.g., proximity to campus, work, or downtown) was the most common reason for buying a home in their respective region.
- Across all regions, a common response regarding how to make living in the neighborhood better was to improve amenities such as by adding more sidewalk or better streetlights.
  - Within the central region, many respondents indicated that having fewer rental properties would make living in their neighborhood better.
- Respondents from the central region, the northeast region, the northwest region, and the southwest region most commonly reported satisfaction with having bought a home in that region.
  - Most respondents from the southeast region wish that they had bought a home in another area, some because of location and others because of taxes.
  - Respondents who wish that they had bought a home in a different area would have done so for better neighborhood amenities (e.g., more sidewalk or better streetlights), for lower property taxes, or to live in a rural area. Reported alternative areas include Union Township, downtown Mount Pleasant, and the Abbey Lane subdivision.
- Respondents from the central region, northwest region, and southwest region most commonly reported that they have student residents in their neighborhood.
  - Within the central region, respondents most commonly reported no complaints about student residents or complaints related to parties.
  - Within the northwest region, respondents most commonly reported no complaints about student residents.
  - Within the southwest region, respondents most commonly reported a complaint of bad driving in terms of student residents.

## Rental Property Owners

- Respondents most commonly expressed that the benefit of renting out homes is the financial gain.
- Across all regions of Mount Pleasant, the most commonly expressed concern was with city regulations.
  - Examples of these city regulation issues include complaints about “inconsistent city policies related to yearly inspections,” about inspection costs, and about “inconsistent application of code enforcement.”
  - Within the central region, respondents most commonly expressed that they have issues with city regulations.
  - Within the northeast and southeast regions, respondents most commonly expressed an issue with constant property maintenance/repairs.
- Respondents with college students as their typical tenants most commonly reported an issue with city regulations, and respondents with married couples as their typical tenants most commonly reported an issue of constant property maintenance/repairs.
- Across respondents with all types of tenants in all regions, a nearly equal number of respondents reported either that they would be willing to sell their rental home(s) or that they would not be willing to sell their rental home(s).
- Across all regions of Mount Pleasant, respondents most commonly reported that they would be hesitant to sell their properties because these properties are investments, assets, or sources of income or that they would be willing to sell.
  - Within the central region, respondents most commonly expressed that they would be hesitant to sell their properties because these properties are investments, assets, or sources of income or that they would be willing to sell.
  - Within the northwest region, respondents most commonly expressed that they would be willing to sell.
  - Within the southwest region, respondents most commonly reported that they would be hesitant to sell because their properties are investments, assets, or sources of income.
  - Within the southeast region, respondents most commonly expressed that they would be hesitant to sell because selling would not generate enough money or that they would be willing to sell.
  - Respondents with families as their typical tenants most commonly expressed that they would be hesitant to sell because their properties are investments, assets, or sources of income.
  - Respondents with college students as their typical tenants most commonly reported that they would be willing to sell.

### **Purpose**

The Mount Pleasant City Commission has expressed concern with the low volume of owner-occupied housing within their city. While the national average of owner-occupied housing within US college towns is roughly 50% (Gumprecht, 2003), the rate within Mount Pleasant is closer to 40%, indicating that a considerable portion of citizens are living without a stable place of residence. Literature indicates that a process called “studentification” occurs when there is a shift from a predominance of owner-occupied single-family homes to a predominance of rental properties which are shared by many, nonrelated college students (Powell, 2016). This results in a population that is transient and consisting of low levels of neighborhood attachment (Powell, 2016). Studentification may be one reason why the City of Mount Pleasant is witnessing low rates of owner-occupancy. (Please see Appendix G for a more extensive coverage of background information.)

The Mount Pleasant City Commission is interested in increasing the amount of owner-occupied housing within the city, as owning homes has been commonly found to have benefits for both cities and their citizens, such as helping citizens to build equity (Herbert, McCue, & Sanchez-Moyano, 2016). This is especially relevant to vulnerable and disadvantaged citizens, such as people of color, as homeownership and wealth disparities perpetuate racial and ethnic inequality (Flippen, 2001). While the city hopes to increase owner-occupied housing, it also wishes to remain on good terms with rental property owners in their city. Thus, the city is interested in hearing their thoughts along with the thoughts of current homeowners within Mount Pleasant neighborhoods.

Acknowledging this interest, the City Commission, the City Manager, and the City Planner met with Professor Stephen Colarelli of CMU’s psychology department during the summer of 2020 to talk about constructing a survey of the opinions of homeowners and rental property owners within the City of Mount Pleasant.

During the fall of 2020, graduate students in Dr. Colarelli’s graduate seminar, with the assistance of Jacob Kain, developed two surveys, one for homeowners and one for rental property owners. During the first two weeks of November, homeowners were surveyed to inquire why they bought houses in their particular neighborhoods and to examine the pros and cons of living in those neighborhoods, and rental property owners were surveyed to understand why they chose to invest in properties and what, if any, courses of action the city could pursue that would encourage them to sell their units to home buyers. The results of these surveys will help the City of Mount Pleasant and other stakeholders address and develop solutions to increase owner-occupied housing.

## Surveys

The CMU project team developed and administered two surveys, one for Mount Pleasant homeowners and one for Mount Pleasant rental property owners. These surveys were administered by mail with letters cordially requesting recipients to complete the surveys. The details of this development and administration are as follows. Additional survey details are presented in Appendix F.

- The two surveys were constructed via Qualtrics. (See Appendix F for the complete surveys.)
  - Information acquired from the team’s literature review and conversations with Jacob Kain and city planners from Kalamazoo, Albion, and Allendale informed the development of the survey questions.
  - The homeowners survey consisted of 18 questions and sought to identify how homeowners feel about living in their neighborhood and if there is anything that can be done to improve the experience of living in their neighborhood.
  - The rental property owners’ survey consisted of 16 questions and sought to identify how rental property owners feel about operating rental units and to survey their opinions regarding how the city could increase rates of owner occupancy.
  - Both surveys were comprised of the following question types:
    - Likert scale-type questions
    - Multiple choice questions
    - Open-ended questions
- In order to pilot test the surveys, other students in the CMU industrial/organizational psychology program were administered the surveys and asked to respond in the respective roles of homeowners and rental property owners.
  - Their feedback identified areas for improvement, and the project team made the recommended adjustments to both surveys.
- The City of Mount Pleasant mailed two letters out to prospective respondents. (See Appendix F for these letters.)
  - The letter addressed to homeowners was mailed to 358 recipients who had bought a home within the following time frame: January of 2017 – December of 2019.
  - The letter addressed to rental property owners was mailed to 468 recipients which included the owners of all licensed homes in the City. Duplicate licensees (such as those owners owning properties under multiple LLCs) were combined.
  - Each letter contained a URL and QR code in order to access the surveys.
- One week after the initial mailings, follow-up letters reminding participants of the survey were mailed out to all the recipients. (See Appendix F for these letters.)

A total of 111 homeowners and 89 rental property owners responded to the surveys, representing response rates of 31% and 19%, respectively. Regarding the homeowners survey, 27% of respondents live in the central region of Mount Pleasant, 26% live in the northeast region, 25% live in the northwest region, 12% live in the southwest region, and, finally, 10% live in the southeast region. Regarding the rental property owners survey, 45% of respondents mostly own detached home rental properties in the central region of Mount Pleasant. This is followed by the northwest region (28%), then by the southeast region (12%), next by the northeast region (9%), and finally by the southwest region (6%). Please see Appendix A for a map showing the geographic regions of Mount Pleasant.

After data collection closed, the project team analyzed the qualitative data using content analysis. The team used bottom-up processing, meaning that similar participant responses were grouped together to create themes. Quantitative data (i.e., Likert scale and multiple choice items) were examined using frequencies, modes, and medians.

Detailed findings in terms of geographic region and other factors can be found in Appendix B (homeowners) and Appendix C (rental property owners). In addition, detailed findings for each question can be found in Appendix D (homeowners) and Appendix E (rental property owners).

## Findings

### Homeowners Survey

#### *Opinions on Homeowning*

- Across all regions of Mount Pleasant, 34% of respondents reported that they bought their home because of the location (i.e., proximity to campus, downtown, or work).
- Across almost every region, the three most commonly reported positive aspects of owning a home were the location (30%), the friendly neighbors (27%), and the quiet nature of the area (21%).
- Also across all regions, improving amenities such as by adding more sidewalk or better streetlights was a commonly reported way to make living in one's neighborhood better (28%).
  - "Fewer rental properties" was found to be a recurring response theme among respondents from the central region and was reported at a higher rate (15%) than among respondents from other regions.
- Although planning on owning one's home for more than 6 years was the most commonly reported response (62%), only 41% of respondents from the northeast region reported that they plan on owning their home for more than 6 years, suggesting that more than half of respondents from the northeast region would consider moving sometime within the next 6 years.
- 96% of respondents from the central region reported satisfaction with the area within which they bought their home. 67% of respondents from the northeast region, 57% from the southwest region, and 55% from the northwest region also reported this satisfaction.

- 71% of respondents from the southeast region wish that they had bought a home in another area, 42% because of location and 29% because of taxes.
- Respondents who wish that they had bought a home in a different area would have done so for better neighborhood amenities (e.g., more sidewalk or better streetlights), for lower property taxes, or to live in a rural area. Reported alternative areas include Union Township, downtown Mount Pleasant, and the Abbey Lane subdivision.

### *Students and Other Renters as Neighbors*

- 54% of respondents indicated that there are student residents in their neighborhood.
  - Across all regions, 40%-75% of respondents indicated that student residents are not a nuisance.
  - Within the central region, 29% of respondents reported that student residents are somewhat of a nuisance, and within the southwest region, 40% of respondents also reported that student residents are somewhat of a nuisance.
- Across all regions, 54% of respondents indicated that there are no complaints about student residents. The main complaint (18%) by respondents is that the student residents disrupt them by partying.
  - Respondents from the central region, northwest region, and southwest region most commonly reported that they have student residents in their neighborhood.
    - Within the central region, 36% of respondents reported no complaints about student residents, and 32% reported a complaint of parties.
    - Within the northwest region, 62% of respondents reported no complaints about student residents.
    - Within the southwest region, 55% of respondents reported a complaint of bad driving in terms of student residents.
- Across all regions, more respondents reported having non-college student renters in their neighborhood (77%) than not having them (23%).
  - Across regions, non-college student renters are not perceived as a nuisance by 73% of respondents.
  - Within the northeast region, 29% of respondents reported that they perceive non-college student renters as a nuisance.
- 90% of respondents from the southeast region, 82% of respondents from the central region, 81% of respondents from the southwest region, 80% of respondents from the northeast region, and 76% of respondents from the northwest region reported being satisfied with other residents in their neighborhood.
  - Across all regions, 49% of respondents cited the friendliness of neighbors as the primary reason for their level of satisfaction with other residents.

## Rental Property Owners Survey

### *Region, Typical Characteristics, Benefits, and Issues*

- 82% of respondents own less than five rental properties.
- 28% of respondents reported that single/non-college students are their typical tenants, and 28% reported that families with children at home are their typical tenants.
- 67% of respondents expressed that the benefit of renting out homes is the financial gain.
- Across all regions of Mount Pleasant, the most commonly expressed issue was an issue with city regulations (19%).
  - Examples of these city regulation issues include complaints about “inconsistent city policies related to yearly inspections,” about inspection costs, and about “inconsistent application of code enforcement.”
  - Within the central region, 36% of respondents expressed that they have issues with city regulations.
  - Within the northeast region, 75% of respondents expressed constant property maintenance/repairs as an issue.
  - Within the southeast region, 30% of respondents expressed constant property maintenance/repairs as an issue.
- 32% of respondents with college students as their typical tenants reported an issue with city regulations, and 25% of respondents with married couples as their typical tenants reported constant property maintenance/repairs as an issue.

### *Tenants*

- Across all types of tenants, respondents most commonly indicated that tenants seldomly (24%) or never (68%) bring complaints to the respondent.
  - 10% of respondents with single/non-college students as their typical tenants sometimes receive complaints, and 9% of respondents with college students as their typical tenants often receive complaints.
- Across all regions, 64% of respondents never receive complaints about students, and 20% of respondents seldomly receive complaints about students.
  - Within the central region, 61% of respondents never receive complaints, and 20% seldomly receive complaints.
  - Within the northeast region, 80% of respondents never receive complaints, and 20% sometimes receive complaints.
  - Within the northwest region, 88% of respondents never receive complaints.
  - Within the southwest region, 60% of respondents never receive complaints, and 40% seldomly receive complaints.
  - Within the southeast region, 38% of respondents never receive complaints, and 50% seldomly receive complaints.

### *Willingness to Sell*

- Across all types of tenants, 31% of respondents perceive the market for single-family homes as growing, and 27% perceive the market as declining.

- 73% of respondents with both student and non-student tenants perceive the market for student housing/rental properties as declining.
- Regarding what would encourage respondents to participate in a program to sell their properties to owner-occupants, 43% of respondents across all regions cited that financial incentives would encourage their participation.
- Across all regions of Mount Pleasant, 26% of respondents reported that they would be hesitant to sell their properties because these properties are investments, assets, or sources of income, 25% reported that they would be willing to sell, and an additional 10% reported that they would be willing to sell as long as the price were right.
  - Within the central region, 32% of respondents expressed that they would be hesitant to sell because their properties are investments, assets, or sources of income, and 26% reported that they would be willing to sell.
  - Within the northwest region, 29% of respondents expressed that they would be willing to sell.
  - Within the southwest region, 50% of respondents reported that they would be hesitant to sell because their properties are investments, assets, or sources of income.
  - Within the southeast region, 29% of respondents expressed that they would be hesitant to sell because selling would not generate enough money, and 29% expressed that they would be willing to sell.
- 33% of respondents with families as their typical tenants expressed that they would be hesitant to sell because their properties are investments, assets, or sources of income.
- 29% of respondents with college students as their typical tenants reported that they would be willing to sell.

## Recommendations

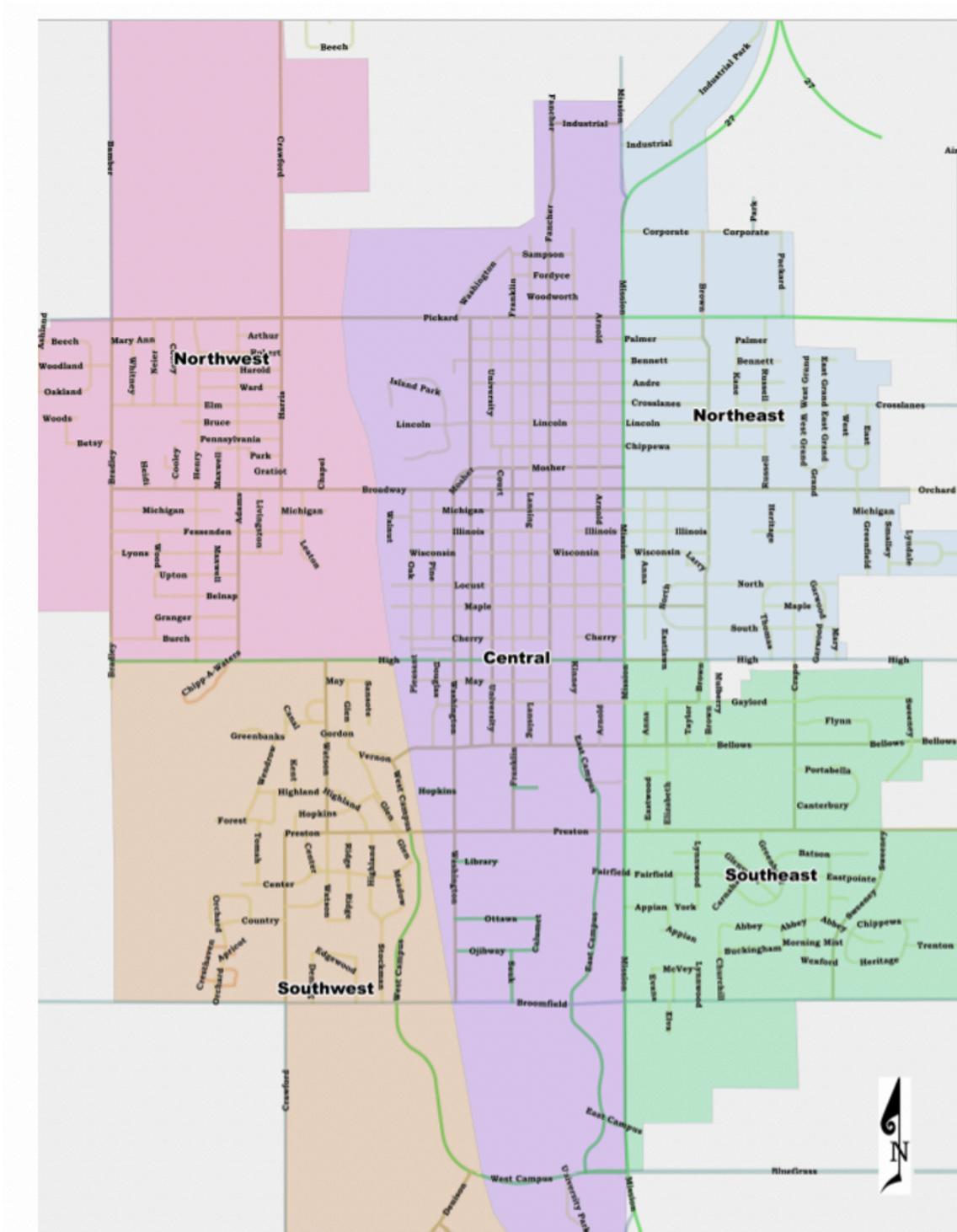
As the primary recommendation, the project team suggests that the City of Mount Pleasant engage in a survey feedback process whereby the results of the surveys are shared with key stakeholders in small group settings. Action plans should be developed based on the results of these discussions. The details of this recommended process are as follows:

- Over the next 6 months, create 5-10 small groups, each with representation from the following categories:
  - Mount Pleasant homeowners
  - Mount Pleasant rental property owners
  - Mount Pleasant city government
- Each group should also identify a group facilitator from among the group members.
- Disseminate this report with survey findings to all small group members.
- Each small group should meet to discuss the findings of the report.
  - The group facilitator should guide this discussion.
  - The group should aim to identify what they perceive as the major takeaways from the report.
    - These takeaways should then be used to inform the development of feasible action steps.
  - After feasible action steps are developed, the group facilitator should summarize the group's recommendations in writing.
- Each group should select one member who will meet with other selected group members at a later date.
  - One member from each of the 5-10 small groups should meet to discuss the findings of the small groups.
  - A group facilitator should be identified from this new group of 5-10 group members.
  - This new group of 5-10 group members should discuss the small groups' summarized recommendation documents.
  - As a result of this discussion, major takeaways should be identified, and feasible action steps should be clarified.
- This process should ultimately result in a shared understanding of the key report findings and the action steps that should stem from these findings.

## Appendices

- Appendix A: Geographic Regions of Mount Pleasant
- Appendix B: Homeowners Survey Findings by Geographic Region
- Appendix C: Rental Property Owners Survey Findings by Geographic Region, Typical Tenant, and Number of Units Owned
- Appendix D: Homeowners Survey Findings by Question
- Appendix E: Rental Property Owners Survey Findings by Question
- Appendix F: Survey Details
- Appendix G: Background Information

## Appendix A: Geographic Regions of Mount Pleasant



## Appendix B: Homeowners Survey Findings by Geographic Region

Please see Appendix A for a map showing the geographic regions of Mount Pleasant.

### Question 2: What are the key reasons why you bought a home in your neighborhood?

<i>Region</i>	<i>Responses</i>					
	<b>Family</b>	<b>Location</b>	<b>Price</b>	<b>Characteristics of Home</b>	<b>Neighborhood</b>	<b>Other</b>
<b>All Regions</b>	5%	34%	16%	18%	26%	1%
<b>Central</b>	5%	53%	10%	12%	20%	0%
<b>Northeast</b>	7%	27%	16%	18%	27%	5%
<b>Northwest</b>	3%	27%	35%	16%	19%	0%
<b>Southwest</b>	0%	29%	0%	33%	38%	0%
<b>Southeast</b>	14%	29%	7%	14%	36%	0%

The highest reported reason for buying a home across all regions was location (34%). For the central region, location was the highest reported reason for buying a home (53%). For the northeast region, both neighborhood and location were the highest reported reasons (both 27%). Price was the highest reported reason in the northwest region (35%). Neighborhood was the highest reported reason in the southwest region (38%) and in the southeast region (36%).

### Question 3: Are there any features that you desired in a house that were not available when you purchased your current home? If "yes", what were they?

<i>Region</i>	<i>Responses</i>									
	<b>No</b>	<b>Yard</b>	<b>Garage</b>	<b>Updates</b>	<b>Basement</b>	<b>Bathroom</b>	<b>Other</b>	<b>Central Air</b>	<b>Detached Building</b>	<b>Dishwasher</b>
<b>All Regions</b>	31%	6%	19%	7%	5%	6%	16%	5%	2%	2%
<b>Central</b>	29%	6%	8%	6%	3%	8%	13%	8%	0%	3%
<b>Northeast</b>	28%	4%	12%	4%	4%	16%	24%	8%	0%	0%
<b>Northwest</b>	44%	11%	22%	6%	0%	0%	17%	0%	0%	0%
<b>Southwest</b>	40%	0%	21%	7%	7%	7%	21%	0%	7%	0%
<b>Southeast</b>	30%	20%	20%	0%	0%	10%	10%	0%	10%	0%

Across all regions, ranging from central to southeast, 28-44% of respondents indicated that there were no desired characteristics that were not available when the home was purchased. The

highest reported desired characteristic was “garage” (e.g., larger, two-car, detached) for all regions (19%), the southwest region (21%), and the northwest region (21%). The highest reported desired characteristics for respondents in the central region are garage (8%) and central air (8%). The highest reported desired characteristic for respondents in the northeast region was bathrooms (16%; e.g., more bathrooms, master bath, bigger bathrooms). The highest reported desired characteristics for respondents in the southeast region are yard (20%) and garage (20%).

**Question 4: What are the positive aspects of living in your neighborhood?**

<i>Region</i>	<i>Responses</i>					
	<b>Cheap</b>	<b>Safety</b>	<b>Neighbors</b>	<b>Location</b>	<b>Ambiance</b>	<b>Quiet</b>
<b>All Regions</b>	1%	8%	27%	30%	13%	21%
<b>Central</b>	0%	7%	22%	44%	20%	7%
<b>Northeast</b>	0%	10%	24%	29%	12%	25%
<b>Northwest</b>	6%	6%	29%	29%	10%	20%
<b>Southwest</b>	0%	0%	37%	23%	7%	33%
<b>Southeast</b>	0%	15%	25%	15%	15%	30%

Across all regions of Mount Pleasant, the most common (30%) positive quality of purchasing homes in their respective neighborhood was “location,” which referred to whether their homes were near a place of interest to them (e.g., work, school, shopping, etc.). 27% of respondents reported that their neighbors represented a positive aspect of living in their neighborhood. Location was consistently the most common positive quality, except in the northwest, southwest, and southeast regions where “location” was either tied with or surpassed by “neighbors.” Of note is that “ambiance” is considered the aesthetics and or public amenities of an area (e.g., nice looking homes, wildlife, sidewalks, etc.).

**Question 5: What are the downsides to buying a home in your neighborhood?**

<i>Region</i>	<i>Responses</i>												
	<b>1.</b>	<b>2.</b>	<b>3.</b>	<b>4.</b>	<b>5.</b>	<b>6.</b>	<b>7.</b>	<b>8.</b>	<b>9.</b>	<b>10.</b>	<b>11.</b>	<b>12.</b>	<b>13.</b>
<b>All Regions</b>	19%	10%	2%	2%	12%	2%	6%	8%	9%	9%	3%	6%	12%
<b>Central</b>	14%	17%	0%	6%	6%	3%	0%	9%	6%	17%	9%	3%	10%
<b>Northeast</b>	24%	3%	3%	0%	7%	3%	3%	17%	10%	3%	0%	7%	20%
<b>Northwest</b>	12%	7%	7%	0%	27%	4%	9%	4%	15%	9%	0%	4%	2%
<b>Southwest</b>	28%	9%	0%	0%	0%	0%	18%	0%	9%	9%	9%	9%	9%
<b>Southeast</b>	20%	20%	0%	7%	13%	0%	13%	7%	0%	0%	0%	13%	7%

*Note.* **1.** Amenities, **2.** City Services, **3.** Physical Closeness of Homes, **4.** Lack of Privacy, **5.** Location, **6.** Municipal Policies, **7.** Neighbors, **8.** Noise, **9.** Old/Poorly Maintained Homes, **10.** Rental Homes, **11.** Students, **12.** Taxes, **13.** Traffic.

Lack of neighborhood amenities (e.g. lack of sidewalk or adequate streetlights) was a commonly reported downside across all 5 regions. Regarding the central region, city services (17%) and rental homes (17%) were the most commonly reported downsides, suggesting that respondents from the central region tend to experience issues with city services (e.g. inadequate snowplowing or trash pickup) and rental homes. Traffic (20%) and noise (17%) were commonly reported downsides by respondents from the northeast region. Regarding the northwest region, old or poorly maintained homes (15%) was the most commonly reported downside and was reported at a higher rate than among respondents from other regions. 18% of respondents from the southwest region reported neighbors as being a downside of their neighborhood, a higher rate than among respondents from other regions. 13% of respondents from the southeast region reported taxes as being a downside of their neighborhood, a higher rate than among respondents from other regions.

**Question 6: Do you wish you bought a home in another area? If so, where and why?**

<i>Region</i>	<i>Responses</i>				
	<b>No</b>	<b>Yes, location</b>	<b>Yes, taxes</b>	<b>Yes, amenities</b>	<b>Yes, other</b>
<b>All Regions</b>	67%	19%	6%	6%	2%
<b>Central</b>	96%	4%	0%	0%	0%
<b>Northeast</b>	67%	18%	5%	5%	5%
<b>Northwest</b>	55%	22%	4%	14%	4%
<b>Southwest</b>	57%	29%	7%	7%	0%
<b>Southeast</b>	29%	42%	29%	0%	0%

96% of respondents from the central region reported that they are satisfied with the area within which they bought their home. 67% of respondents from the northeast region, 57% from the southwest region, and 55% from the northwest region also reported this satisfaction. 71% of respondents from the southeast region reported that they wish that they had bought a home in another area. Respondents from the southeast region who reported that they wish that they had bought a home in another area mentioned that they would have done so to move outside of the city for a lower tax rate or to move to a subdivision located away from heavy traffic. A common reason provided by northwest respondents for wanting to live in another area is a desire to have a larger yard.

**Question 7: How satisfied are you with other residents in your neighborhood?**

<i>Region</i>	<i>Responses</i>				
	<b>Extremely Satisfied</b>	<b>Somewhat Satisfied</b>	<b>Neither Satisfied nor Dissatisfied</b>	<b>Somewhat Dissatisfied</b>	<b>Extremely Dissatisfied</b>
<b>All Regions</b>	49%	31%	11%	8%	1%
<b>Central</b>	52%	30%	15%	3%	0%
<b>Northeast</b>	50%	30%	10%	10%	0%
<b>Northwest</b>	38%	38%	8%	12%	4%
<b>Southwest</b>	50%	31%	13%	6%	0%
<b>Southeast</b>	70%	20%	0%	10%	0%

90% of respondents from the southeast region, 82% of respondents from the central region, 81% of respondents from the southwest region, 80% of respondents from the northeast region, and 76% of respondents from the northwest region reported being satisfied with other residents in their neighborhood, suggesting that residents of all 5 regions tend to be satisfied with other residents in their neighborhood.

**Question 8: What do you primarily attribute to your level of satisfaction with other residents in your neighborhood?**

<i>Region</i>	<i>Responses</i>					
	<b>Family Homeowners</b>	<b>Friendliness</b>	<b>Other</b>	<b>Property Maintenance</b>	<b>Quiet</b>	<b>Similar Values</b>
<b>All Regions</b>	5%	49%	9%	17%	17%	3%
<b>Central</b>	8%	46%	12%	15%	19%	0%
<b>Northeast</b>	4%	56%	0%	28%	12%	0%
<b>Northwest</b>	0%	56%	10%	6%	22%	6%
<b>Southwest</b>	13%	46%	7%	7%	20%	7%
<b>Southeast</b>	0%	34%	22%	22%	11%	11%

Friendliness of neighbors was the most commonly reported (49%) primary reason for level of satisfaction with other residents in one’s neighborhood across respondents from all 5 regions. Quiet neighbors who keep to themselves was also a common primary reason among respondents from all 5 regions.

**Question 9: What would make living in your neighborhood better?**

<i>Region</i>	<i>Responses</i>									
	<b>1.</b>	<b>2.</b>	<b>3.</b>	<b>4.</b>	<b>5.</b>	<b>6.</b>	<b>7.</b>	<b>8.</b>	<b>9.</b>	<b>10.</b>
<b>All Regions</b>	28%	13%	7%	5%	9%	7%	7%	10%	6%	8%
<b>Central</b>	25%	20%	15%	0%	20%	10%	0%	10%	0%	0%
<b>Northeast</b>	26%	9%	0%	9%	13%	4%	9%	9%	4%	17%
<b>Northwest</b>	35%	9%	9%	0%	0%	9%	13%	17%	4%	4%
<b>Southwest</b>	26%	8%	8%	8%	8%	0%	0%	8%	26%	8%
<b>Southeast</b>	24%	24%	0%	13%	0%	13%	13%	0%	0%	13%

*Note.* **1.** Amenities, **2.** City Services, **3.** Fewer Rental Properties, **4.** Law Enforcement, **5.** Municipal Policies, **6.** Neighborhood Relations, **7.** Other, **8.** Property Maintenance, **9.** Taxes, **10.** Traffic Control.

Improved amenities (e.g. more sidewalk or better streetlights) were a commonly reported (28%) way to make living in one’s neighborhood better among respondents across all 5 regions. Lower taxes or better use of taxpayer money was a commonly reported way to make living in one’s neighborhood better among respondents from the southwest region (26%) and was reported at a higher rate than among respondents from other regions. “Fewer rental properties” was found to be a recurring response theme among respondents from the central region and was reported at a higher rate (15%) than among respondents from other regions.

**Question 10: How long do you plan on owning this home?**

<i>Region</i>	<i>Responses</i>			
	<b>1-2 Years</b>	<b>2-4 Years</b>	<b>4-6 Years</b>	<b>More Than 6 Years</b>
<b>All Regions</b>	7%	17%	14%	62%
<b>Central</b>	3%	18%	6%	73%
<b>Northeast</b>	7%	24%	28%	41%
<b>Northwest</b>	16%	13%	13%	58%
<b>Southwest</b>	6%	0%	13%	81%
<b>Southeast</b>	0%	33%	11%	56%

Planning on owning one’s home for more than 6 years was the most commonly (62%) reported response across all 5 regions. 52% of respondents from the northeast region reported that they plan on owning their home for another 2-6 years. 33% of respondents from the southeast region reported that they plan on owning their home for another 2-4 years. 16% of respondents from the northwest region reported planning on owning their home for another 1-2 years, the highest rate across all 5 regions for this response.

**Question 11: Are there college student residents in your neighborhood?**

<i>Region</i>	<i>Responses</i>	
	<b>Yes</b>	<b>No</b>
<b>All Regions</b>	54%	46%
<b>Central</b>	74%	26%
<b>Northeast</b>	30%	70%
<b>Northwest</b>	57%	43%
<b>Southwest</b>	64%	36%
<b>Southeast</b>	44%	56%

Across all regions from central to southeast, 30% - 74% of respondents indicated that there are students in their neighborhood. The highest reports of students are in the central region (74%), southwest region (64%), and northwest region (57%). The lowest reports of students in the respondents' neighborhoods are in the northeast region (30%) and southeast region (44%).

**Question 12: If "yes", are college student residents a nuisance?**

<i>Region</i>	<i>Responses</i>				
	<b>Not at all</b>	<b>Somewhat</b>	<b>Neutral</b>	<b>Very Much</b>	<b>Extremely</b>
<b>All Regions</b>	69%	28%	2%	2%	0%
<b>Central</b>	57%	29%	14%	0%	0%
<b>Northeast</b>	75%	0%	17%	8%	0%
<b>Northwest</b>	64%	14%	14%	7%	0%
<b>Southwest</b>	40%	40%	20%	0%	0%
<b>Southeast</b>	40%	2%	2%	2%	0%

Across all regions from central to southeast, 40%-75% of respondents indicated that students are not a nuisance. It is important to note that none of the respondents indicated that students are extremely problematic. The region with the most responses for the “somewhat” category and the “neutral” category is the southwest region. The region with the most responses for the “very much” category is the northeast region.

**Question 13: Do you have any complaints about college students in your neighborhood? If so, what are they?**

<i>Region</i>	<i>Responses</i>					
	<b>Parties</b>	<b>Noise</b>	<b>No Complaints</b>	<b>Littering</b>	<b>Bad Driving</b>	<b>Other</b>
<b>All Regions</b>	18%	10%	54%	5%	8%	5%
<b>Central</b>	32%	16%	36%	8%	0%	8%
<b>Northeast</b>	8%	8%	83%	0%	0%	0%
<b>Northwest</b>	15%	15%	62%	8%	0%	0%
<b>Southwest</b>	9%	9%	18%	0%	55%	9%
<b>Southeast</b>	0%	0%	57%	14%	14%	14%

Across all regions ranging from the central region to the southeast region, 18% - 62% of respondents indicated that they do not have any complaints about college students. The southwest region had lowest percentage of respondents who do not have complaints about students (18%). Additionally, the number one complaint among respondents in the southwest region is that students are bad drivers (55%). In the central region, the number one complaint among respondents is the loud parties (18%). In the northeast region and the northwest region, the main complaints were parties and noise, 8% and 15% respectively. Lastly, the southwest region respondents were equally concerned about littering and bad driving (14%).

**Question 14: How often do you experience these problems (if applicable)?**

<i>Region</i>	<i>Responses</i>				
	<b>Daily</b>	<b>Weekly</b>	<b>Bi-weekly</b>	<b>Once a Month</b>	<b>Every Couple Months</b>
<b>All Regions</b>	7%	30%	7%	20%	33%
<b>Central</b>	0%	8%	8%	39%	46%
<b>Northeast</b>	67%	0%	0%	0%	33%
<b>Northwest</b>	0%	33%	0%	67%	0%
<b>Southwest</b>	71%	14%	14%	0%	0%
<b>Southeast</b>	25%	25%	0%	0%	50%

The respondents in the southwest had the highest percentage (71%) in the “daily” category of complaints, indicating that student residents are a problem daily in that neighborhood. Respondents in the northeast region reported similar results (67%), indicating that student residents are a problem daily. It is important to note that the response rate for this question was very low in that only three people responded to this question from the northeast region. This means that only two respondents indicated that student residents are a problem daily. In the central region, most respondents indicated that they experience issues with student residents once a month (39%) or every couple of months (46%). The respondents in the northwest region indicated that student residents are a nuisance weekly (33%) and once a month (67%). Respondents in the southwest region indicated that they experience problems with student residents weekly (14%) and bi-weekly (14%). Lastly, respondents in the southeast region indicated that there are issues with student residents daily (25%), weekly (25%), and every couple of months (50%).

**Question 15: Are there other (non-college student) renters in your neighborhood?**

<i>Region</i>	<i>Responses</i>	
	<b>Yes</b>	<b>No</b>
<b>All Regions</b>	77%	23%
<b>Central</b>	100%	0%
<b>Northeast</b>	66%	34%
<b>Northwest</b>	80%	20%
<b>Southwest</b>	80%	20%
<b>Southeast</b>	60%	40%

77% of respondents reported that there are other (non-college student) renters in their neighborhood. The neighborhood where non-college student renters are most common is the central region (100%), whereas they are least common in the southeast region (40%).

**Question 16: If "yes", are the other renters a nuisance?**

<i>Region</i>	<i>Responses</i>				
	<b>Not at All</b>	<b>Somewhat</b>	<b>Neutral</b>	<b>Very Much</b>	<b>Extremely</b>
<b>All Regions</b>	73%	7%	13%	5%	2%
<b>Central</b>	56%	33%	11%	0%	0%
<b>Northeast</b>	42%	0%	29%	29%	0%
<b>Northwest</b>	42%	16%	42%	0%	0%
<b>Southwest</b>	66%	0%	17%	17%	0%
<b>Southeast</b>	33%	0%	34%	0%	33%

Across all regions, 73% of respondents do not consider their non-college student renters to be a nuisance, suggesting that many of the participants have no real issue with such neighbors. “Not at all” was the prevailing choice in the central (56%), northeast (42%), and southwest regions (66%). The only option to essentially tie with it was “neutral” in the northwest (42%) and southeast regions (34%). 33% of respondents in the southeast region stated that non-college student renters are an “extreme” nuisance, but given that there were only three total responses in the southeast region and that thus one response would make up the entirety of this 33%, this figure is not as troublesome as it may first appear.

**Question 17: Do you have any complaints about other residents in your neighborhood? If so, what are they?**

<i>Region</i>	<i>Responses</i>	
	<b>Domestic/Legal Violation</b>	<b>Poor Maintenance</b>
<b>All Regions</b>	58%	42%
<b>Central</b>	100%	0%
<b>Northeast</b>	25%	75%
<b>Northwest</b>	66%	34%
<b>Southwest</b>	50%	50%
<b>Southeast</b>	100%	0%

12 responses from all regions of Mount Pleasant shared specific examples of what problems they had with their non-college student renting neighbors. These responses fell into one of two categories: “domestic/legal violation,” which involves loud arguments, noise complaints, drug dealing, and other potentially unlawful acts, and “poor maintenance,” which encompasses comments having to do with poor lawn, garbage, or house care. Across all regions “domestic/legal violation” was the most prominent complaint type (58%), as was also the case in the central (100%), northwest (66%), and southeast regions (100%). Only in the northeast (75%) and southwest regions (50%) did “poor maintenance” tie or surpass “domestic/legal violation.”

**Question 18: How often do you experience these problems (if applicable)?**

<i>Region</i>	<i>Responses</i>				
	<b>Once Every Few Months</b>	<b>Once a Month</b>	<b>Bi-Weekly</b>	<b>Weekly</b>	<b>Daily</b>
<b>All Regions</b>	29%	7%	7%	21%	36%
<b>Central</b>	50%	0%	25%	25%	0%
<b>Northeast</b>	0%	34%	0%	33%	33%
<b>Northwest</b>	34%	0%	0%	33%	33%
<b>Southwest</b>	34%	0%	0%	0%	66%
<b>Southeast</b>	0%	0%	0%	0%	100%

In total, there were 14 responses from all regions of Mount Pleasant describing how often issues arose with their non-college student renters. Across all regions, the most common interval for annoying or problematic neighbor behaviors to occur was “daily” (36%), suggesting in tandem with question 16, that while not many neighbors cause issues, those that do so are frequent sources of annoyance. The other most common intervals across Mount Pleasant were “once every few months” (29%) and “weekly” (21%). While the southeast region does display “daily” as a 100% value, this is due to there only being one response in the region for this item and thus is also not as alarming as it may first appear.

## Appendix C: Rental Property Owners Survey Findings by Geographic Region, Typical Tenant, and Number of Units Owned

Please see Appendix A for a map showing the geographic regions of Mount Pleasant.

### Question 5: What issues do you experience in renting your detached home(s)?

<i>Region</i>	<i>Responses</i>					
	<b>Finding quality tenants</b>	<b>Issue of cleanliness /upkeep</b>	<b>Lack of rent payment</b>	<b>Issue with city regulations</b>	<b>Late rent payment</b>	<b>High taxes</b>
<b>All Regions</b>	4%	11%	11%	19%	7%	3%
<b>Central</b>	3%	11%	6%	36%	11%	3%
<b>Northeast</b>	0%	0%	0%	0%	0%	0%
<b>Northwest</b>	5%	15%	20%	5%	5%	5%
<b>Southwest</b>	0%	20%	20%	0%	0%	0%
<b>Southeast</b>	10%	0%	10%	0%	0%	0%

<i>Region</i>	<i>Responses (continued)</i>				
	<b>No issues</b>	<b>Declining demand</b>	<b>Property damages</b>	<b>Constant property maintenance/repairs</b>	<b>Other</b>
<b>All Regions</b>	11%	5%	7%	12%	12%
<b>Central</b>	6%	8%	3%	6%	8%
<b>Northeast</b>	25%	0%	0%	75%	0%
<b>Northwest</b>	10%	0%	15%	5%	15%
<b>Southwest</b>	20%	0%	20%	0%	20%
<b>Southeast</b>	20%	10%	0%	30%	20%

Across all regions of Mount Pleasant, 19% of respondents reported an issue with city regulations. Examples of these city regulation issues include complaints about “inconsistent city policies related to yearly inspections,” about inspection costs, and about “inconsistent application of code enforcement.” Within the central region, 36% of respondents expressed that they have issues with city regulations. Also within this region, 11% of respondents reported an issue of cleanliness/upkeep, and 11% reported an issue of late rent payment. Within the northeast region, 75% of respondents expressed constant property maintenance/repairs as an issue, and the remaining 25% reported no issues. Within the northwest region, 20% of participants reported an issue of a lack of rent payment, 15% reported an issue of cleanliness/upkeep, 15% reported issues with property damages, and 15% reported other issues. Within the southwest region, 20% of respondents reported issues with property damages, 20% reported an issue with cleanliness/upkeep, 20% reported an issue with a lack of rent payment, and 20% reported no issues. Finally, within the southeast region, 30% of respondents expressed constant property maintenance/repairs as an issue, 20% reported no issues, and 20% reported other issues.

<i>Tenants</i>	<i>Responses</i>					
	<b>Finding quality tenants</b>	<b>Issue of cleanliness /upkeep</b>	<b>Lack of rent payment</b>	<b>Issue with city regulations</b>	<b>Late rent payment</b>	<b>High taxes</b>
<b>All Tenants</b>	4%	11%	11%	19%	7%	3%
<b>Single/Non-College</b>	6%	15%	9%	12%	3%	3%
<b>Families</b>	3%	13%	18%	5%	8%	3%
<b>Married</b>	10%	10%	5%	5%	0%	5%
<b>College</b>	0%	11%	4%	32%	7%	4%
<b>Other</b>	0%	0%	14%	14%	0%	29%

<i>Tenants</i>	<i>Responses (continued)</i>				
	<b>No issues</b>	<b>Declining demand</b>	<b>Property damages</b>	<b>Constant property maintenance/repairs</b>	<b>Other</b>
<b>All Tenants</b>	11%	5%	7%	12%	12%
<b>Single/Non-College Families</b>	15%	3%	6%	9%	18%
<b>Married</b>	13%	5%	5%	13%	13%
<b>College</b>	15%	0%	0%	25%	25%
<b>Other</b>	4%	11%	11%	0%	18%
<b>Other</b>	0%	0%	0%	14%	29%

Regarding typical tenants, 15% of respondents with single/non-college students as their typical tenants reported an issue of cleanliness/upkeep, 12% reported an issue with city regulations, 15% reported no issues, and 18% reported other issues. 18% of respondents with families as their typical tenants reported an issue with lack of rent payment, 13% reported an issue of cleanliness/upkeep, 13% reported constant property maintenance/repairs as an issue, 13% reported no issues, and 13% reported other issues. 25% of respondents with married couples as their typical tenants reported constant property maintenance/repairs as an issue, 15% reported no issues, and 25% reported other issues. 32% of respondents with college students as their typical tenants reported an issue with city regulations, 11% reported an issue with cleanliness/upkeep, 11% reported an issue with declining demand, and 11% reported an issue of property damages. 29% of respondents with other typical tenants reported an issue with high taxes.

**Question 6: How often do your tenants of detached rental homes complain about other residents living in their neighborhood?**

<i>Region</i>	<i>Responses</i>			
	<b>Never</b>	<b>Seldom</b>	<b>Sometimes</b>	<b>Often</b>
<b>All Regions</b>	66%	27%	4%	3%
<b>Central</b>	68%	20%	6%	6%
<b>Northeast</b>	100%	0%	0%	0%
<b>Northwest</b>	58%	37%	5%	0%
<b>Southwest</b>	60%	40%	0%	0%
<b>Southeast</b>	63%	37%	0%	0%

Across all regions, the most common rates of complaints that respondents receive from their tenants about other residents were “never” (66%) and “seldom” (27%), suggesting that most respondents rarely receive any complaints from tenants. Tenant complaints seem most common in the central region with “sometimes” (6%) and “often” (6%) being most commonly selected in this portion of Mount Pleasant.

<i>Tenants</i>	<i>Responses</i>			
	<b>Never</b>	<b>Seldom</b>	<b>Sometimes</b>	<b>Often</b>
<b>All Tenants</b>	68%	24%	5%	3%
<b>Single/ Non-College Families</b>	59%	31%	10%	0%
<b>Married</b>	66%	30%	4%	0%
<b>College</b>	73%	23%	4%	0%
<b>Other</b>	78%	13%	0%	9%
	75%	0%	0%	25%

Analysis across all tenant types gives similar results as when assessing by region. Across all types of tenants, it appears that the least likely to complain regarding their neighbors are families with children at home given that they appear to “never” (66%) or “seldom” (30%) raise complaints to the respondents. Conversely, the type of tenant most likely to complain of other neighbors seem to be college students, who complain “often” (9%), single/non-college students who complain “sometimes” (10%), and other types of tenants who complain “often” (25%) as

well. Of note, there were only four instances of respondents claiming to serve other types of tenants, which included family members and “working females,” among other apparent categories.

**Question 7: What are some common complaints (if applicable)?**

<i>Region</i>	<i>Responses</i>			
	<b>Animals</b>	<b>City</b>	<b>Neighbors</b>	<b>Unkept Unit</b>
<b>All Regions</b>	18%	18%	50%	14%
<b>Central</b>	10%	33%	47%	10%
<b>Northeast</b>	0%	0%	0%	0%
<b>Northwest</b>	14%	0%	57%	29%
<b>Southwest</b>	0%	0%	0%	0%
<b>Southeast</b>	66%	0%	34%	0%

22 common complaint types were recorded across the various regions of Mount Pleasant. Of note, the complaint type “city” includes issues with city officials over issues like parking and/or with police officers, “unkept unit” refers to the unit that the tenants reside in not being sufficient in the eyes of the tenant or city officials, and “neighbors” refers to issues with neighbors such as their volume or demeanor. Across all regions, the most common complaint is “neighbors” (50%), whereas the least common is “unkept unit” (14%). “Neighbors” is the most common complaint in all regions with the exception of the southeast region, which ranks “animals” (66%) as the most common. However, the southeast region only had three responses for this item and thus may not be very indicative of the area.

<i>Tenants</i>	<i>Responses</i>			
	<b>Animals</b>	<b>City</b>	<b>Neighbors</b>	<b>Unkept Unit</b>
<b>All Tenants</b>	24%	13%	45%	18%
<b>Single/ Non-College Families</b>	22%	0%	66%	12%
<b>Married</b>	30%	20%	30%	20%
<b>College</b>	33%	0%	50%	17%
<b>Other</b>	14%	29%	43%	14%
<b>Other</b>	0%	0%	0%	100%

Results across all types of tenants were fairly similar in comparison to across all regions. The most common type of complaint that college students make relate to the “city,” whether it has to do with parking and/or police matters. The most common form of complaint from families with children at home was tied between “animals” (30%) being loud and running loose, and “neighbors” (30%) being loud, rude, and otherwise problematic. The most common type of complaint among married couples without children at home is “neighbors” (50%), which was also the most common type among single/non-college students (66%). Other types of tenants universally complain of “unkept units” (100%), but given that only one respondent could be recorded for this question, this is likely not indicative of very much regarding other tenants.

**Question 8: How often do homeowners complain about college students living in their neighborhood?**

<i>Region</i>	<i>Responses</i>			
	<b>Never</b>	<b>Seldom</b>	<b>Sometimes</b>	<b>Often</b>
<b>All Regions</b>	64%	20%	12%	4%
<b>Central</b>	61%	21%	15%	3%
<b>Northeast</b>	80%	0%	20%	0%
<b>Northwest</b>	88%	6%	6%	0%
<b>Southwest</b>	60%	40%	0%	0%
<b>Southeast</b>	38%	50%	13%	0%

Across all regions ranging from the central region to the southeast region, 38%-80% of respondents indicated that rental tenants never complain about student residents. The highest response for the central region was “never” (61%), indicating that the respondents never receive complaints about student residents. The second highest response for the central region was “seldom” (15%), meaning that the respondents seldomly receive complaints about student residents. The two most indicated responses for the northeast respondents were “never” (80%) and “sometimes” (20%). The most indicated response for northwest respondents was “never” (88%). The two responses from respondents in the southwest region were “never” (60%) and “seldom” (40%). Lastly, the two highest responses for the southeast region were “never” (38%) and “seldom” (50%).

**Question 9: What are some common complaints (if applicable)?**

<i>Region</i>	<i>Responses</i>					
	Noise	Parties	Increased Traffic	Property Upkeep	Substance Abuse	Other
<b>All Regions</b>	33%	17%	22%	11%	11%	6%
<b>Central</b>	50%	25%	0%	0%	0%	25%
<b>Northeast</b>	33%	0%	33%	33%	0%	0%
<b>Northwest</b>	17%	0%	33%	0%	17%	33%
<b>Southwest</b>	67%	0%	0%	0%	33%	0%
<b>Southeast</b>	25%	25%	0%	0%	50%	0%

Across all regions, the most common complaint (33%) is noise. However, the top complaint for the southeast region is substance abuse (50%). The other top complaint respondents receive in the central region is that of parties (25%). The proportion of complaints received by respondents in the northeast region are equal for noise, increased traffic, and property upkeep (33%). The second most commonly reported complaint to respondents in the northwest region is other (e.g., behavioral problems, littering) (33%). Lastly, the second most commonly reported complaint to respondents in the southwest area is substance abuse (33%).

**Question 10: What is your perception of the market for single-family homes? That is, how much demand is there in the local population to purchase single-family homes?**

<i>Tenants</i>	<i>Responses</i>				
	Growing	Declining	Stable	Depends	Unsure
<b>All Tenants</b>	31%	27%	8%	18%	16%
<b>Single/Non-College</b>	31%	27%	7%	21%	14%
<b>Families</b>	33%	29%	13%	8%	17%
<b>Married</b>	32%	26%	5%	26%	11%
<b>College</b>	25%	25%	5%	20%	25%
<b>Other</b>	33%	33%	33%	0%	0%

For respondents across all tenant types, the highest reported perception of the market for single-family homes was growing (31%). Those with single/non-college student tenants (31%), family tenants (33%), and married tenants (32%) reported that they perceive the market for single-

family homes as growing the most. Those with college tenants reported perceiving the market as growing, declining, and unsure equally (25%). For those with other tenants such as family member tenants or professionals, respondents perceived the market as growing, declining, and stable equally (25%).

**Question 11: What is your perception of the market for student housing/rental properties? Is there a growing or declining demand among CMU college students for rental housing?**

<i>Tenants</i>	<i>Responses</i>				
	<b>Growing</b>	<b>Declining</b>	<b>Stable</b>	<b>Depends</b>	<b>Unsure</b>
<b>All Tenants</b>	16%	73%	1%	1%	7%
<b>Student</b>	18%	65%	0%	6%	12%
<b>Non-Student</b>	16%	76%	2%	0%	6%

For respondents across all tenant types (73%), those with student tenants (65%), and those non-student tenants (76%), the highest reported perception of the market for student housing/rental properties was declining.

**Question 12: If it were a sellers' market for detached single family homes, would you be willing to sell your rental home or homes?**

<i>Tenants</i>	<i>Responses</i>		
	<b>Yes</b>	<b>No</b>	<b>Maybe</b>
<b>All Tenants</b>	40%	39%	21%
<b>Student</b>	44%	39%	17%
<b>Non-Student</b>	39%	39%	22%

40% of respondents across all tenant types and 44% of respondents with student tenants reported that they would be willing to sell their rental home(s). For those with non-student tenants, 39% reported that they would be willing to sell their rental home(s), and 39% reported that they would not be willing to sell their rental home(s).

<i>Region</i>	<i>Responses</i>		
	<b>Yes</b>	<b>No</b>	<b>Maybe</b>
<b>All Regions</b>	40%	39%	21%
<b>Central</b>	42%	33%	24%
<b>Northeast</b>	0%	40%	60%
<b>Northwest</b>	53%	47%	0%
<b>Southwest</b>	25%	50%	25%
<b>Southeast</b>	38%	38%	25%

40% of respondents across all regions, 42% of respondents with properties in the central region, and 53% with properties in the northwest region reported that they would be willing to sell their rental home(s). For those with properties in the northeast region, 60% reported that they would “maybe” be willing to sell their rental home(s). For those with properties in the southwest region, 50% reported that they would not be willing to sell their rental home(s). For those with properties in the southeast region, respondents reported yes and no equally (38%) in terms of willingness to sell their rental home(s).

**Question 13: If the city wanted to develop a program to encourage owners to sell their rental properties to prospective homeowners (i.e. rather than to a landlord), what would you like to see in the program to make you consider participating?**

<i>Region</i>	<i>Responses</i>				
	<b>Yes</b>	<b>Financial Reasons</b>	<b>Renovation</b>	<b>No Interest</b>	<b>Other</b>
<b>All Regions</b>	7%	38%	10%	29%	16%
<b>Central</b>	0%	43%	7%	25%	25%
<b>Northeast</b>	0%	0%	20%	60%	20%
<b>Northwest</b>	7%	36%	21%	29%	7%
<b>Southwest</b>	0%	75%	0%	25%	0%
<b>Southeast</b>	43%	29%	0%	29%	0%

For all regions (38%), the central region (43%), the northwest region (36%), and the southwest region (75%), respondents reported financial incentives as what they would like to see to make them interested in a program geared towards encouraging them to sell their properties. For those with properties in the northeast region, 60% reported no interest in a program. For those with

properties in the southeast region, 43% reported that they would be interested in a program but did not cite a reason.

<i>Tenants</i>	<i>Responses</i>				
	<b>Yes</b>	<b>Financial Reasons</b>	<b>Renovation</b>	<b>No Interest</b>	<b>Other</b>
<b>All Tenants</b>	8%	43%	10%	26%	13%
<b>Single/ Non-College</b>	12%	38%	12%	27%	12%
<b>Families</b>	5%	50%	9%	18%	18%
<b>Married</b>	11%	32%	16%	32%	11%
<b>College</b>	5%	50%	0%	32%	14%
<b>Other</b>	0%	50%	50%	0%	0%

Across all tenant types (43%), those with single/non-college tenants (38%), families as tenants (50%), and college tenants (50%), respondents reported financial incentives as what they would like to see to make them interested in a program encouraging them to sell their properties. For those with married tenants, respondents reported financial incentives and no interest equally (32%). For those with other tenants such as family member tenants or professionals, respondents reported financial incentives and renovation equally (50%) as what they would like to see to make them interested in a program. Renovation responses included renovations to their rental properties as well as renovations to the city.

**Question 14: Would you be interested in participating in such a program?**

<i>Region</i>	<i>Responses</i>		
	<b>Yes</b>	<b>No</b>	<b>Maybe</b>
<b>All Regions</b>	18%	40%	42%
<b>Central</b>	12%	42%	45%
<b>Northeast</b>	0%	60%	40%
<b>Northwest</b>	41%	35%	24%
<b>Southwest</b>	25%	50%	25%
<b>Southeast</b>	0%	25%	75%

42% of respondents across all regions, 45% with properties in the central region, and 75% with properties in the southeast region reported that they might be interested in a program. 60% of

respondents with properties in the northeast region and 50% with properties in the southwest region reported that they are not interested in a program. 41% of respondents with properties in the northwest region reported that they would be interested in a program.

<i>Tenants</i>	<i>Responses</i>		
	<b>Yes</b>	<b>No</b>	<b>Maybe</b>
<b>All Tenants</b>	21%	38%	40%
<b>Single/ Non-College</b>	19%	34%	47%
<b>Families</b>	29%	36%	36%
<b>Married</b>	19%	43%	38%
<b>College</b>	18%	41%	41%
<b>Other</b>	25%	50%	25%

40% of respondents across all types of tenants and 47% with single/non-college students as their typical tenants reported that they might be interested in a program. 43% of respondents with married couples as their typical tenants and 50% with other types of typical tenants reported that they would not be interested in a program. Those with families as their typical tenants reported no or maybe equally (36%). Those with college students as their typical tenants reported no or maybe equally (41%).

**Question 15: What would motivate you to sell your detached rental home(s) to prospective homeowners?**

<i>Tenants</i>	<i>Responses</i>				
	<b>Financial Reasons</b>	<b>Personal Reasons</b>	<b>Retirement</b>	<b>Other</b>	<b>Nothing</b>
<b>All Tenants</b>	72%	8%	4%	7%	8%
<b>Single/ Non-College</b>	66%	6%	9%	9%	9%
<b>Families</b>	72%	10%	3%	7%	7%
<b>Married</b>	73%	9%	0%	9%	9%
<b>College</b>	86%	5%	0%	0%	9%
<b>Other</b>	50%	25%	0%	25%	0%

For all types of tenants (72%), those with single/non-college student tenants (66%), family tenants (72%), married tenants (73%), college student tenants (86%), and other types of tenants

(50%), respondents most commonly cited financial incentives as what would motivate them to sell.

<i>Number of Rentals</i>	<i>Responses</i>				
	<b>Financial Reasons</b>	<b>Personal Reasons</b>	<b>Retirement</b>	<b>Other</b>	<b>Nothing</b>
<b>All Rentals</b>	66%	12%	6%	9%	7%
<b>Less than 5</b>	64%	15%	4%	9%	9%
<b>5 – 10</b>	83%	0%	17%	0%	0%
<b>10 – 50</b>	71%	0%	14%	14%	0%

Financial incentives was the most commonly cited reason as what would motivate respondents to sell for all rentals (66%), for those with less than 5 rentals (64%), for those with 5-10 rentals (83%), and for those with 10-50 rentals (71%).

**Question 16: Would you be hesitant to sell your detached home(s), and if so, why?**

<i>Region</i>	<i>Responses</i>			
	<b>Yes, selling would not generate enough money</b>	<b>Yes, selling would mean I have to move as I live in one of the units</b>	<b>Yes, my child/children live(s) or will live there</b>	<b>Yes, it's an investment/asset/source of income</b>
<b>All Regions</b>	5%	3%	3%	26%
<b>Central</b>	0%	0%	0%	32%
<b>Northeast</b>	0%	0%	0%	20%
<b>Northwest</b>	0%	7%	7%	21%
<b>Southwest</b>	25%	0%	25%	50%
<b>Southeast</b>	29%	14%	0%	0%

<i>Region</i>	<i>Responses (continued)</i>			
	<b>Yes, because of the tax consequences of selling</b>	<b>No, as long as the price is right</b>	<b>No</b>	<b>Other</b>
<b>All Regions</b>	7%	10%	25%	21%
<b>Central</b>	6%	16%	26%	19%
<b>Northeast</b>	20%	20%	20%	20%
<b>Northwest</b>	7%	0%	29%	29%
<b>Southwest</b>	0%	0%	0%	0%
<b>Southeast</b>	0%	0%	29%	29%

Across all regions of Mount Pleasant, 26% of respondents reported that they would be hesitant to sell their properties because these properties are investments, assets, or sources of income, 25% reported that they would not be hesitant to sell, and an additional 10% reported that they would not be hesitant to sell as long as the price were right. Within the central region, 32% of respondents expressed that they would be hesitant to sell their properties because these properties are investments, assets, or sources of income, 26% reported that they would not be hesitant to sell, and 16% reported that they would not be hesitant to sell as long as the price were right. Within the northeast region, 20% of respondents reported that they would be hesitant to sell their properties because these properties are investments, assets, or sources of income, 20% reported that they would be hesitant to sell because of the tax consequences of selling, 20% reported that they would not be hesitant to sell, and 20% reported that they would not be hesitant to sell if the price were right. Within the northwest region, 29% of respondents expressed that they would not be hesitant to sell, 21% expressed that they would be hesitant to sell because these properties are investments, assets, or sources of income, and 29% expressed other reasons for their hesitation. Within the southwest region, 50% of respondents reported that they would be hesitant to sell their properties because these properties are investments, assets, or sources of income, 25% reported that they would be hesitant to sell because selling would not generate enough money, and 25% reported that they would be hesitant to sell because their child/children live(s) or will live in the property. Finally, within the southeast region, 29% of respondents expressed that they would be hesitant to sell because selling would not generate enough money, 29% expressed that they would not be hesitant to sell, and 29% reported other reasons for their hesitation.

<i>Tenants</i>	<i>Responses</i>			
	<b>Yes, selling would not generate enough money</b>	<b>Yes, selling would mean I have to move as I live in one of the units</b>	<b>Yes, my child/children live(s) or will live there</b>	<b>Yes, it's an investment/asset/source of income</b>
<b>All Tenants</b>	5%	3%	3%	26%
<b>Single/Non-College</b>	7%	3%	7%	21%
<b>Families</b>	7%	4%	4%	33%
<b>Married</b>	5%	0%	5%	16%
<b>College</b>	0%	5%	5%	24%
<b>Other</b>	0%	25%	0%	0%

<i>Tenants</i>	<i>Responses (continued)</i>			
	<b>Yes, because of the tax consequences of selling</b>	<b>No, as long as the price is right</b>	<b>No</b>	<b>Other</b>
<b>All Tenants</b>	7%	10%	25%	21%
<b>Single/Non-College</b>	10%	3%	17%	31%
<b>Families</b>	7%	4%	22%	19%
<b>Married</b>	11%	11%	21%	32%
<b>College</b>	5%	14%	29%	19%
<b>Other</b>	0%	0%	25%	50%

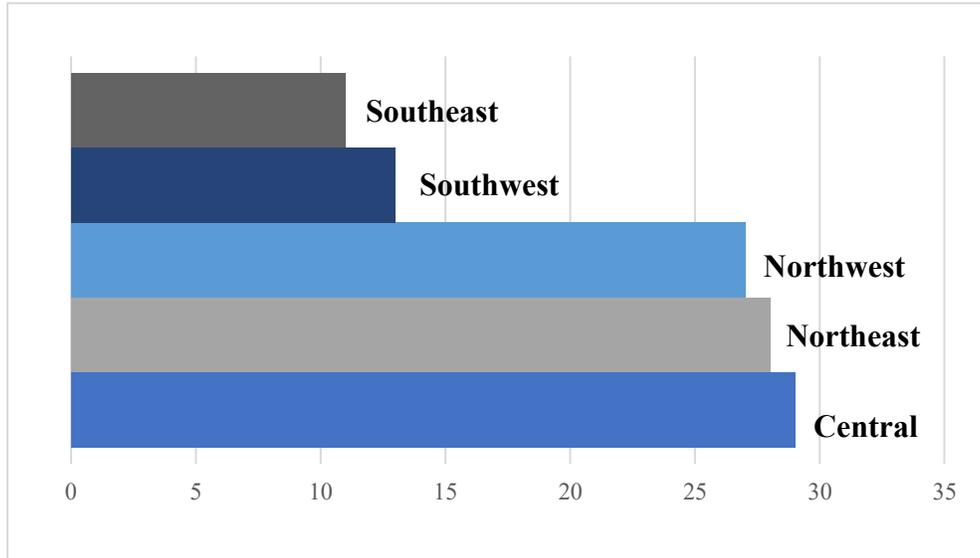
21% of respondents with single/non-college students as their typical tenants reported that they would be hesitant to sell their properties because these properties are investments, assets, or

sources of income, 17% reported that they would not be hesitant to sell, and 31% reported other reasons for their hesitation. 33% of respondents with families as their typical tenants expressed that they would be hesitant to sell because their properties are investments, assets, or sources of income, 22% expressed that they would not be hesitant to sell, and 19% expressed other reasons for their hesitation. 16% of respondents with married couples as their typical tenants reported that they would be hesitant to sell because their properties are investments, assets, or sources of income, 21% reported that they would not be hesitant to sell, and 32% reported other reasons for their hesitation. 24% of respondents with college students as their typical tenants reported that they would be hesitant to sell because their properties are investments, assets, or sources of income, 29% reported that they would not be hesitant to sell, and 19% reported other reasons for their hesitation. 25% of respondents with other types of typical tenants expressed that they would be hesitant to sell because selling would mean that they would have to move as they live in one of their rental units, 25% reported that they would not be hesitant to sell, and 50% reported other reasons for their hesitation.

## Appendix D: Homeowners Survey Findings by Question (All Regions)

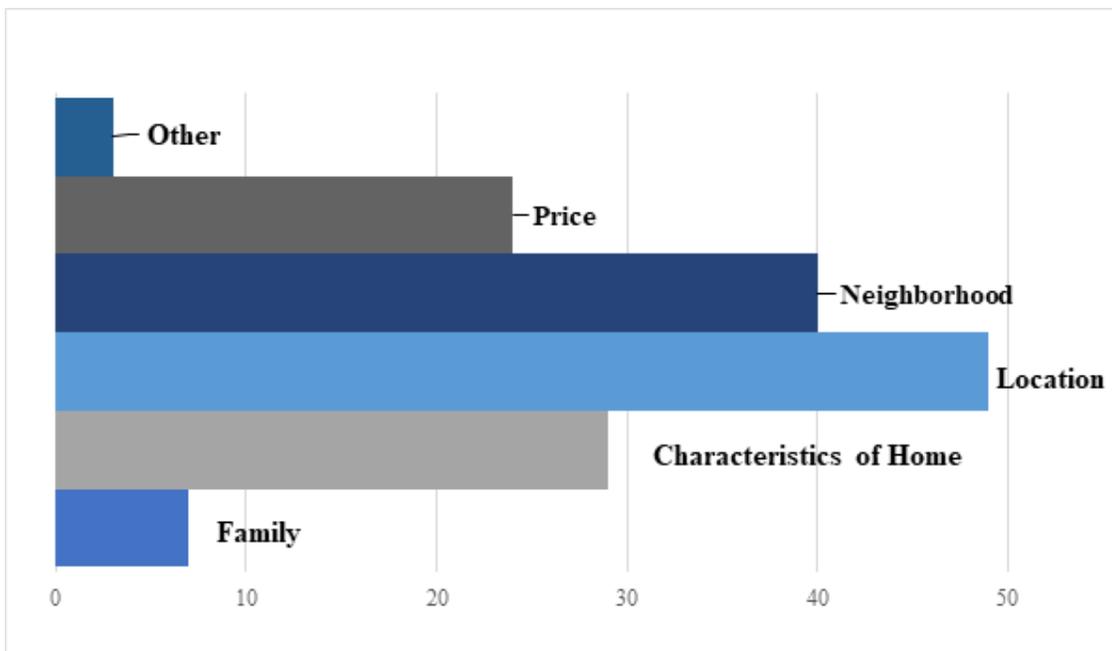
Please note that the graphs display how many respondents reported each response. The text below the graphs describes these findings in terms of percentages.

### Question 1: What region do you live in?



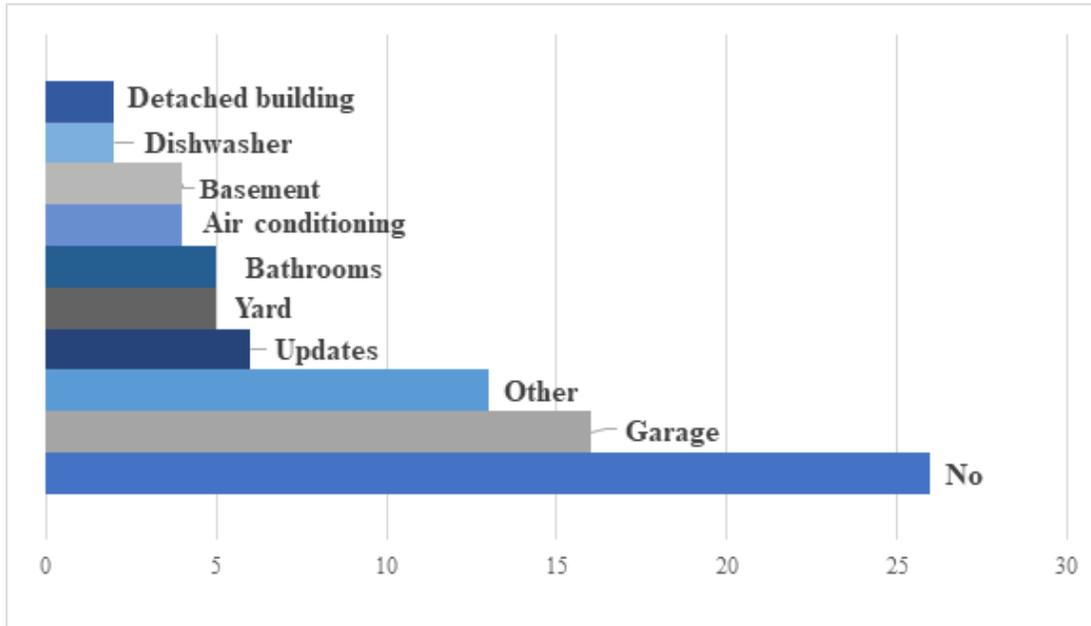
27% of respondents live in the central region of Mount Pleasant, 26% live in the northeast region, and 25% live in the northwest region. Finally, 12% of respondents live in the southwest region, and 10% live in the southeast region.

### Question 2: What are the key reasons why you bought a home in your neighborhood?



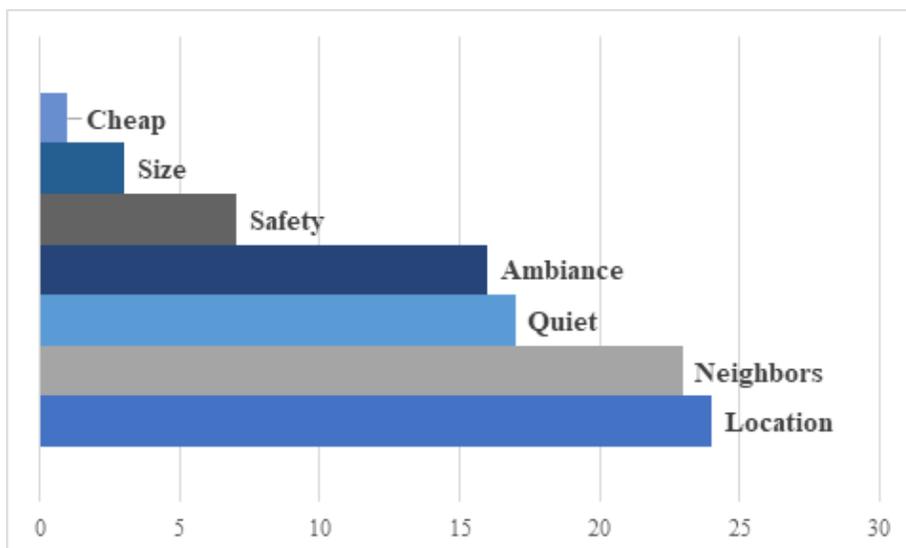
34% of respondents stated location as the main reason for buying a home in their neighborhood. This is followed by neighborhood (26%), characteristics of home (18%), price (15%), and family (5%). One person stated, “process of elimination,” and 2 people stated that they did not know. This made up the “other” category (1%).

**Question 3: Are there any features that you desired in a house that were not available when you purchased your current home? If "yes", what were they?**



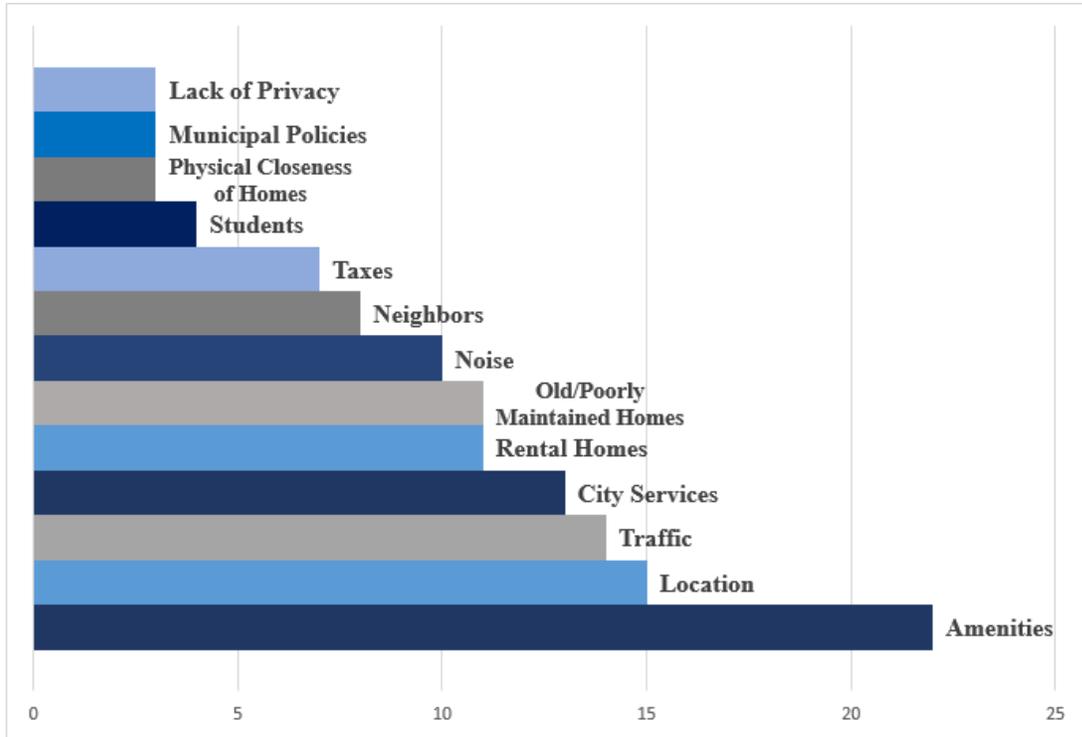
68% of respondents stated that there were no desired characteristics that they were unable to find. The two main characteristics that respondents were unable to find were a desired type of garage (e.g., two-car garage) (20%) and other characteristics (16%). The other characteristics consisted of responses such as a fenced in yard and living on a lake or river.

**Question 4: What are the positive aspects of living in your neighborhood?**



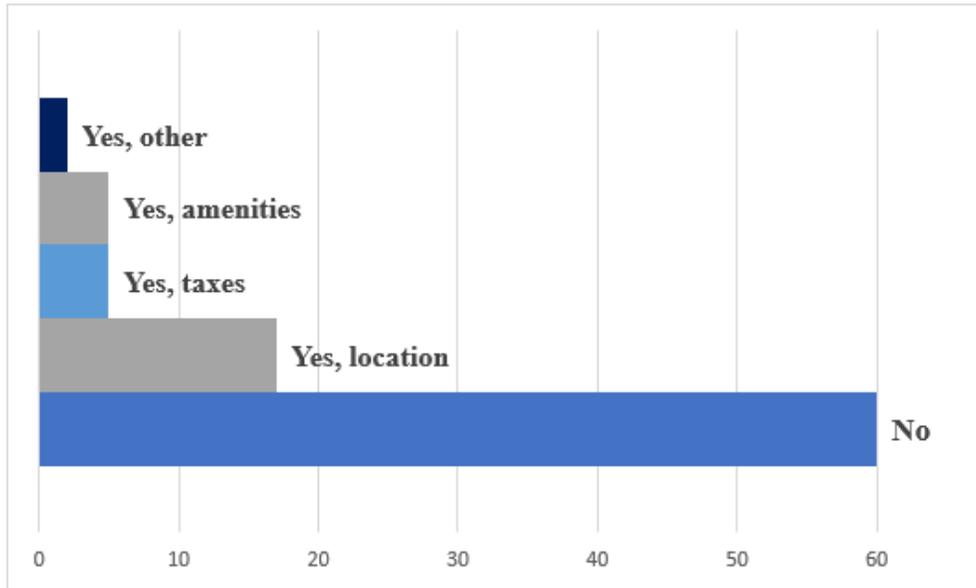
This graph displays what respondents feel are positive aspects of their respective neighborhoods. Referring to the more ambiguous terms: “ambiance” refers to qualities of the homes or neighborhood, such as wildlife, sidewalks, public amenities, etc., while location refers to proximity to something of value such as a place of work or shopping. Responses suggest that location (26%) and neighbors (25%) rank as the best aspects of homebuying for many in Mount Pleasant. The quietness (19%), ambiance (17%), safety (8%), size (3%), and price (1%) also factored into the opinions of respondents.

**Question 5: What are the downsides to buying a home in your neighborhood?**



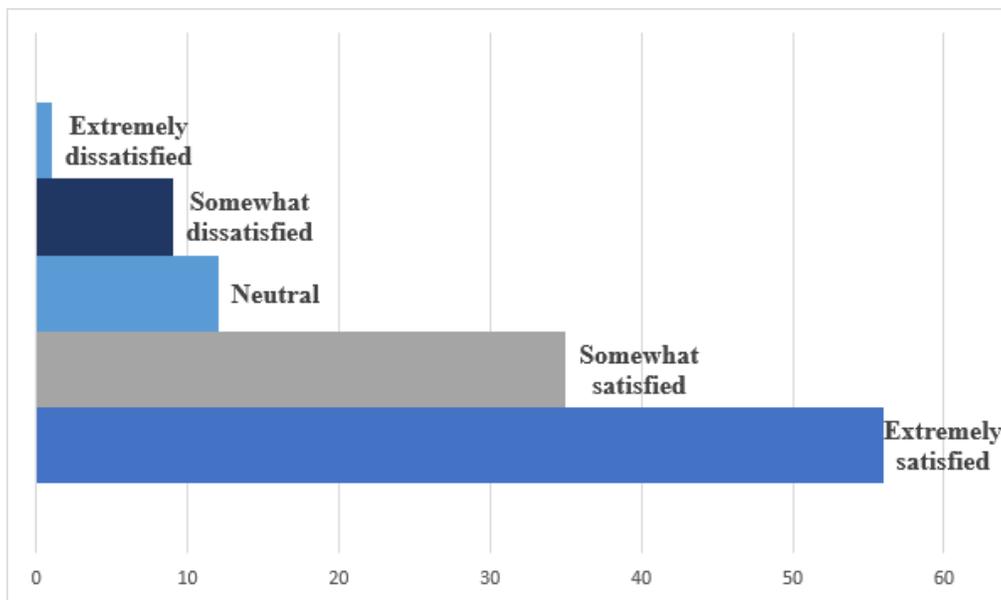
The above graph depicts a variety of downsides to buying a home in the neighborhoods of respondents. Poor neighborhood amenities such as a lack of streetlights or sidewalks (19%), neighborhood location (12%), and traffic (12%) were commonly reported downsides. Only 3% of respondents identified students as a neighborhood downside.

**Question 6: Do you wish you bought a home in another area? If so, where and why?**



The above graph depicts whether respondents wish they bought a home in another area and reasons why if they answered “yes”. 67% of respondents reported that they do not wish that they bought a home in another area. Respondents who wish that they had bought a home in a different area would have done so for better neighborhood amenities (e.g. more sidewalk or better streetlights), for lower property taxes, or to live in a rural area. Reported alternative areas include Union Township, downtown Mount Pleasant, and the Abbey Lane subdivision.

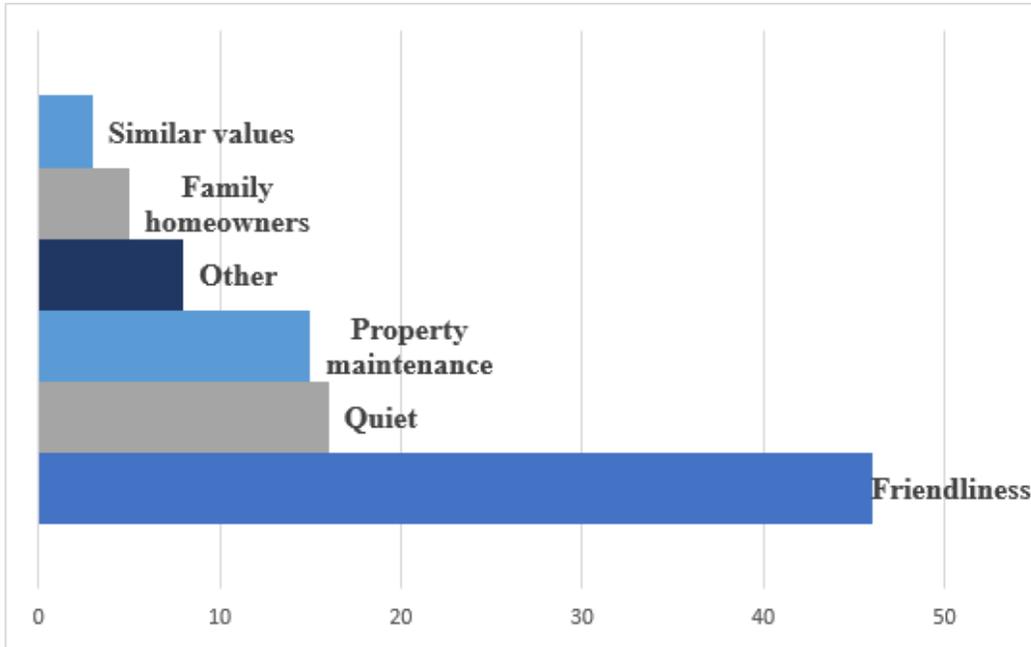
**Question 7: How satisfied are you with other residents in your neighborhood?**



The above graph depicts how satisfied or dissatisfied respondents are with other residents in their neighborhood. 80% of respondents reported being satisfied with other residents in their

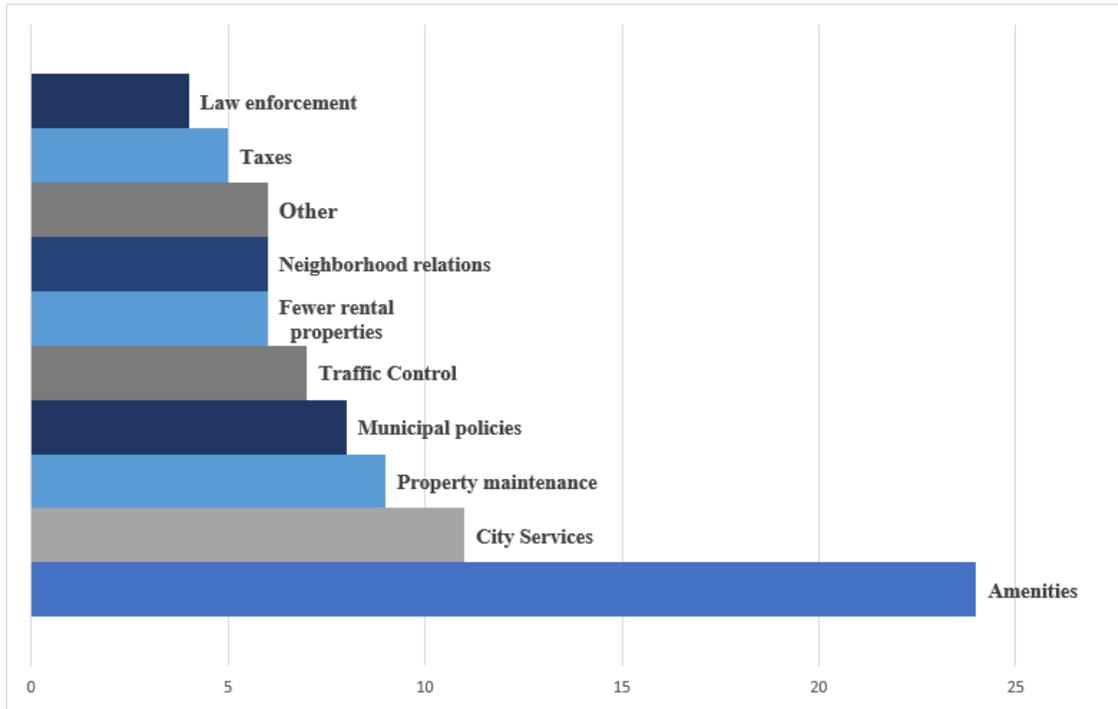
neighborhood, with the most common response being “extremely satisfied” and the second most common response being “somewhat satisfied”.

**Question 8: What do you primarily attribute to your level of satisfaction with other residents in your neighborhood?**



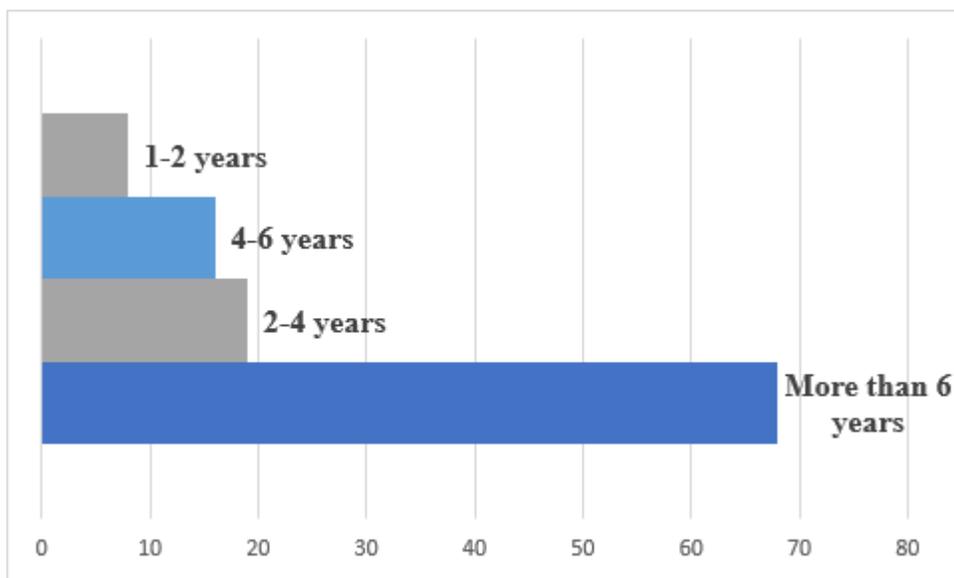
The above graph depicts what respondents primarily attribute to their level of satisfaction with other residents in their neighborhood. 49% of respondents attributed their level of satisfaction with residents in their neighborhood to the friendliness of their neighbors. Quiet neighbors who keep to themselves (17%) and well-maintained properties (17%) were other recurring responses.

**Question 9: What would make living in your neighborhood better?**



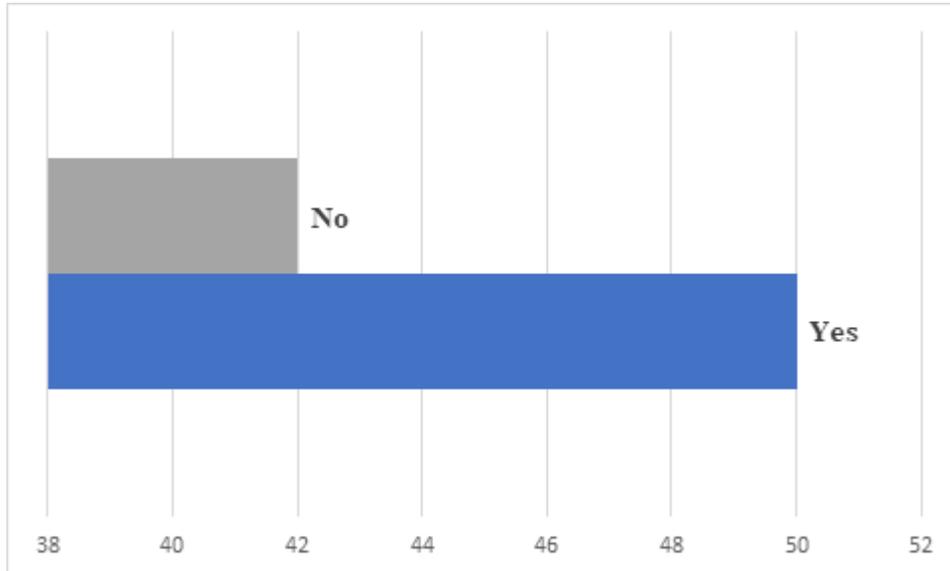
The above graph depicts what respondents reported could improve the living conditions in their neighborhood. 28% of the potential improvements that the respondents provided involved amenities (e.g., more streetlights or sidewalks), 12% involved the improvement of city services (e.g., sidewalk snowplowing or weekly yard waste pickup), and 10% involved improvement of property upkeep.

**Question 10: How long do you plan on owning this home?**



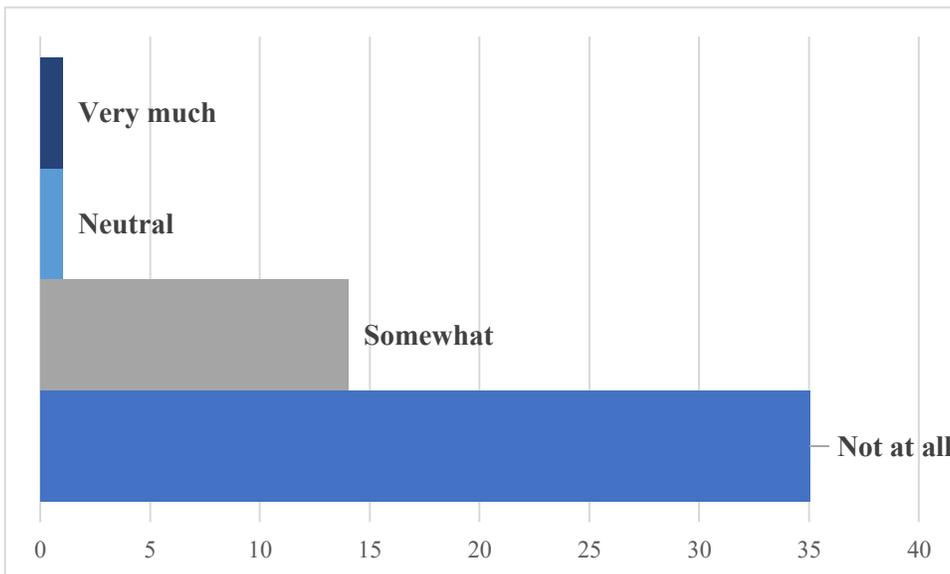
The above graph depicts how long respondents intend to own their home. 62% of respondents reported that they would like to own their current home for at least 6 more years, whereas only 7% of respondents reported that they would like to own their home for 1-2 more years.

**Question 11: Are there college student residents in your neighborhood?**



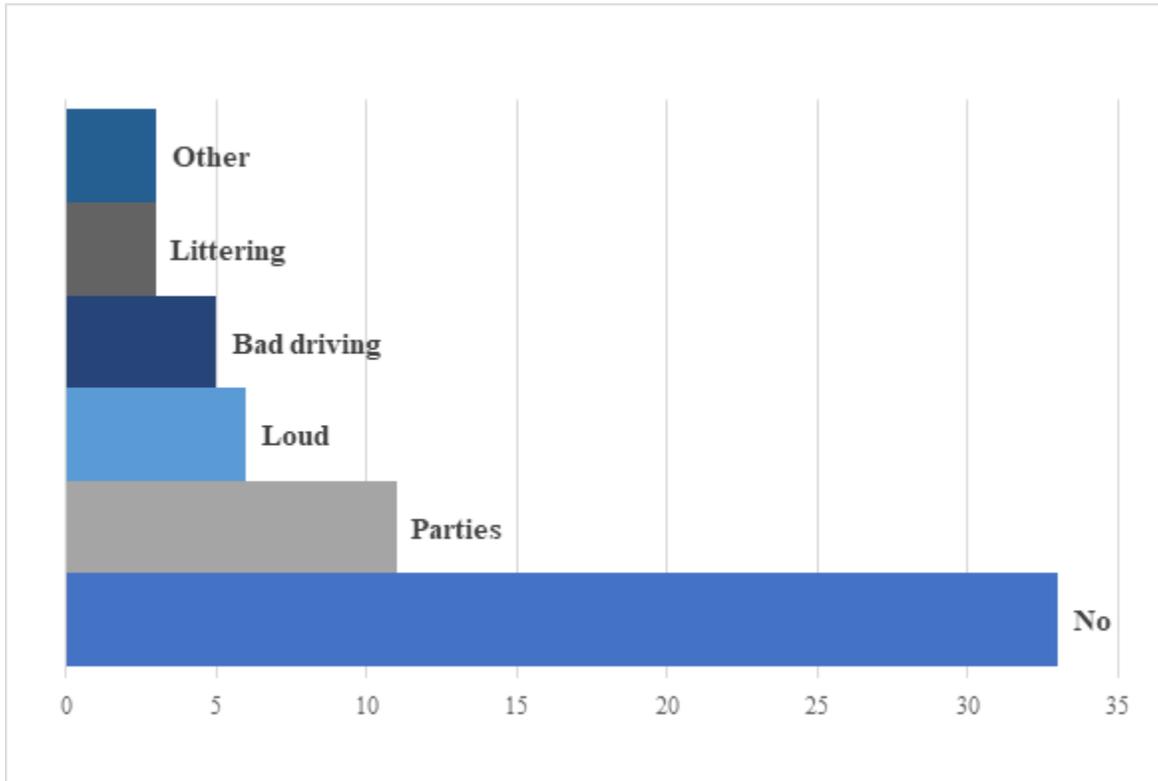
54% of respondents indicated that there are student residents in their neighborhood.

**Question 12: If "yes", are college student residents a nuisance?**



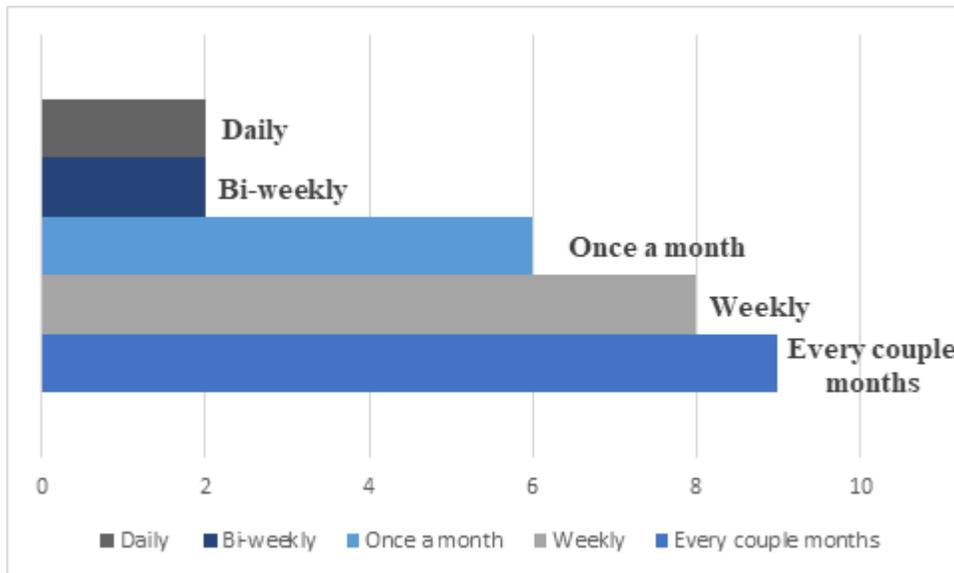
69% of respondents with college student residents as neighbors reported that students are never a nuisance, while 15% reported that students are somewhat of a nuisance.

**Question 13: Do you have any complaints about college students in your neighborhood? If so, what are they?**



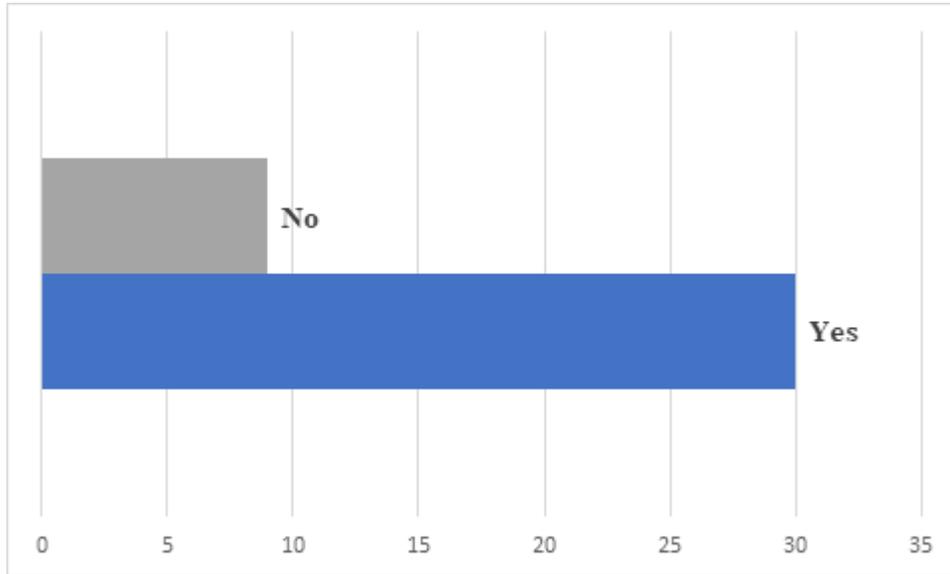
54% of respondents indicated that there are no complaints about student residents. The main complaint (18%) by respondents is that the students disrupt them by partying.

**Question 14: How often do you experience these problems (if applicable)?**



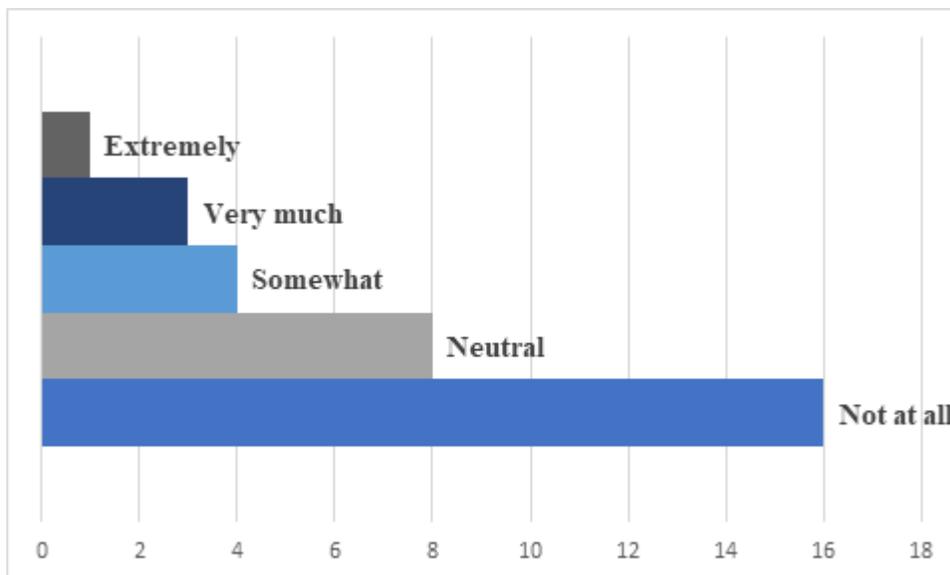
33% of respondents indicated that they only experience issues with students every couple of months, and this was the most frequent response. The second most common response (30%) was that they experience student issues weekly.

**Question 15: Are there other (non-college student) renters in your neighborhood?**



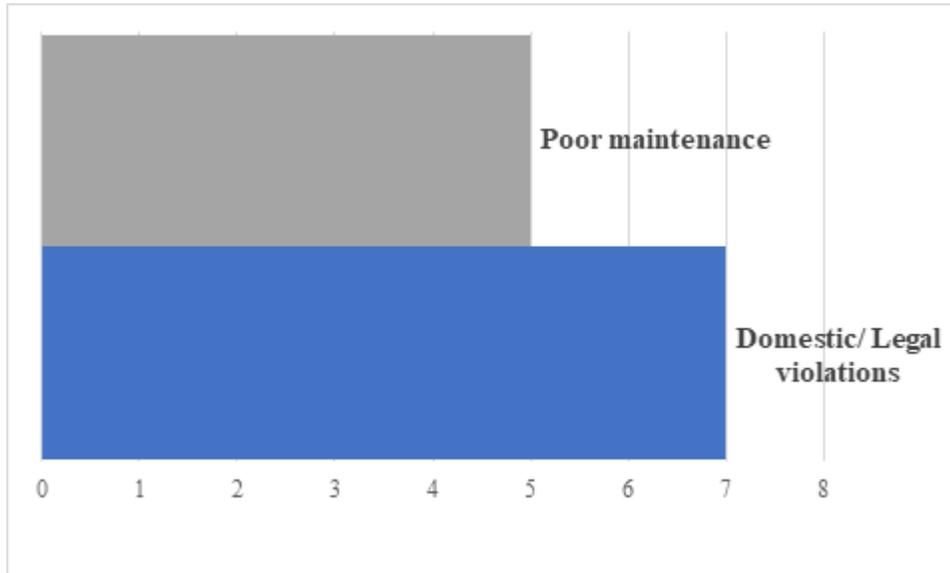
This graph displays 39 respondents who state whether or not they have renters in their neighborhood aside from college students. It seems that many respondents do have non-college student renters in their neighborhood (77%).

**Question 16: If "yes", are the other renters a nuisance?**



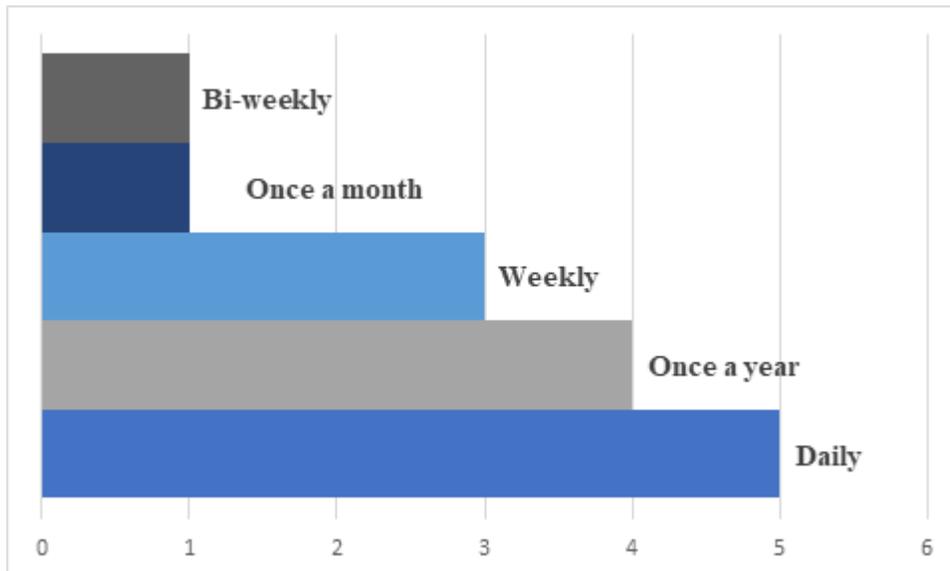
This graph displays the degree to which 32 respondents feel that their non-college student renting neighbors are a nuisance. While a number of respondents suggest that they have some issues with their neighbors, 50% state that they have no issues with them at all.

**Question 17: Do you have any complaints about other residents in your neighborhood? If so, what are they?**



This graph displays the 12 respondents’ most common complaints regarding neighbors. Many chose not to respond which may imply that they do not have issues with their neighbors, but among those who did respond, domestic/legal violations (58%) and poor maintenance of neighbors’ homes (42%) represent the two types of complaints.

**Question 18: How often do you experience these problems (if applicable)?**

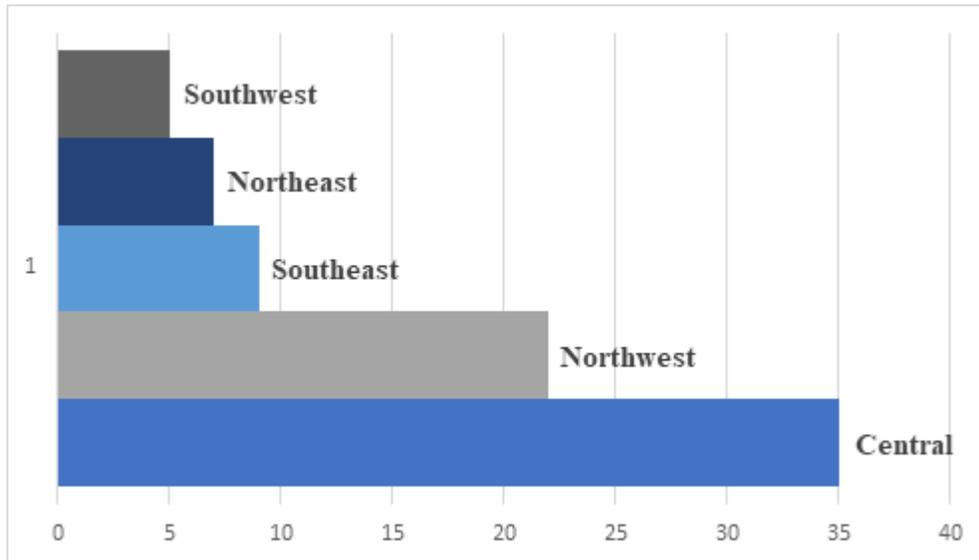


This graph displays how often 14 respondents experienced issues with their neighbors, if at all. The most common responses were the most often option, “daily” (36%), and the least often option, “once every few months” (29%). This might suggest that most neighbors tend to be at one end of the extreme, either being constant issues or rarely issues at all.

## Appendix E: Rental Property Owners Survey Findings by Question (All Regions)

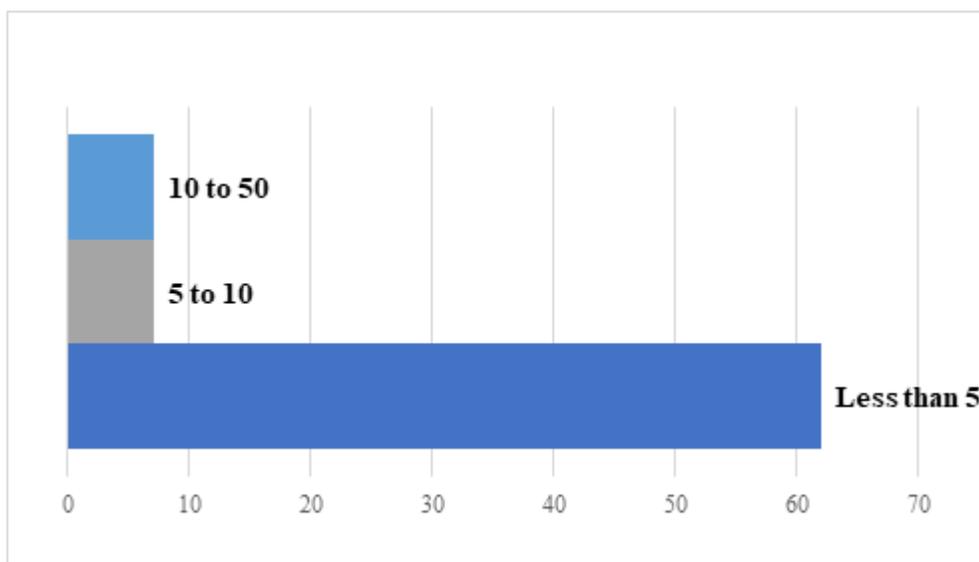
Please note that the graphs display how many respondents reported each response. The text below the graphs describes these findings in terms of percentages.

### Question 1: What region do you own the most detached home rental properties in?



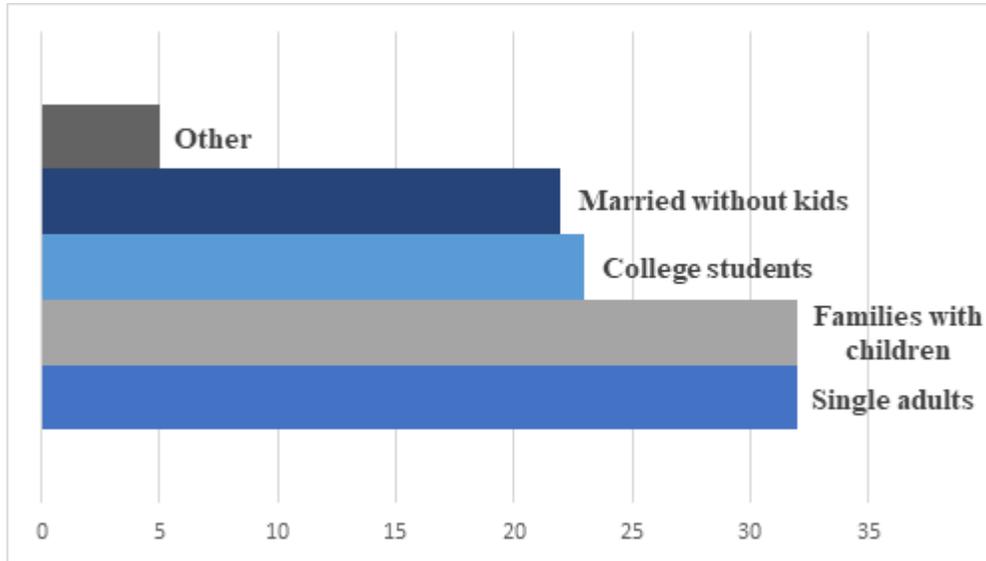
45% of respondents mostly own detached home rental properties in the central region of Mount Pleasant. This is followed by the northwest region (28%), then by the southeast region (12%), next by the northeast region (9%), and finally by the southwest region (6%).

### Question 2: How many rental properties classified as detached homes do you own for rent within the region that you selected?



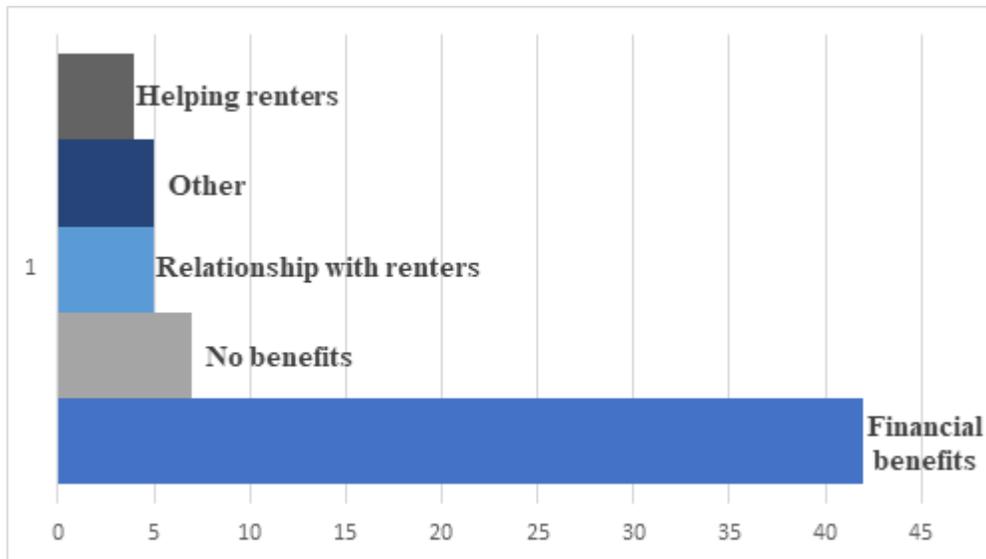
82% of respondents own less than 5 rental properties classified as detached homes. 9% of respondents own 5-10 rental properties, and 9% of respondents own 10-50 rental properties.

**Question 3: Who is your typical tenant?**



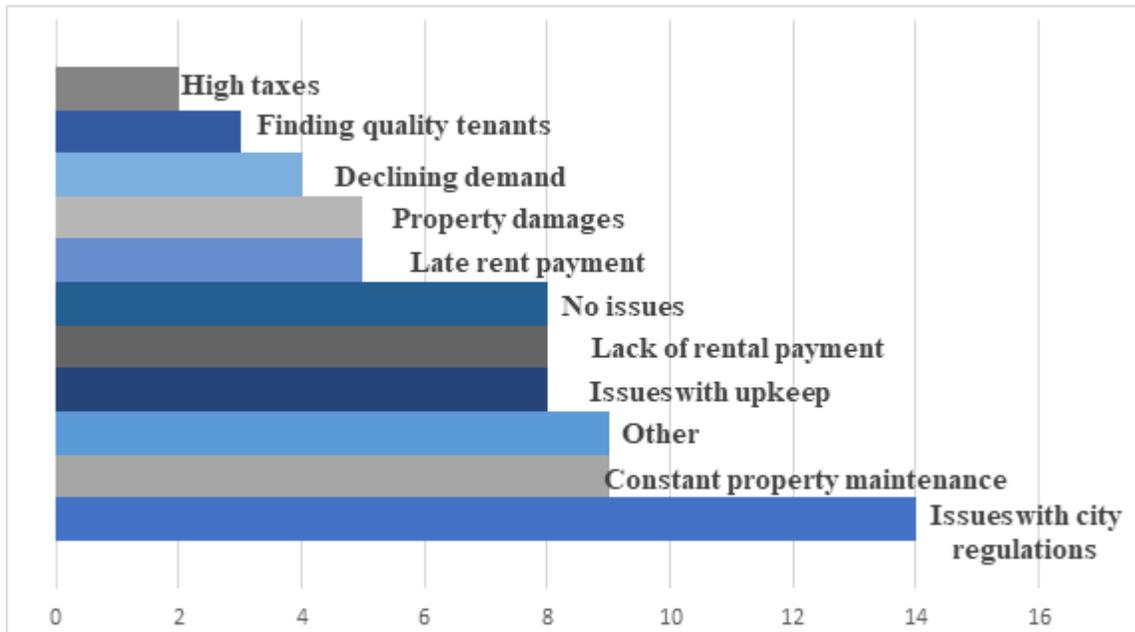
28% of respondents reported that single/non-college students are their typical tenants, and 28% reported that families with children at home are their typical tenants. This is followed by college students (20%) and by married couples without children at home (19%). 4% of respondents reported “other” regarding their typical tenant. These “other” responses included the following: “weekend use for our students,” “professionals,” “PhD,” “single working female teacher,” and “family members.”

**Question 4: What benefits do you experience in renting your detached home or homes?**



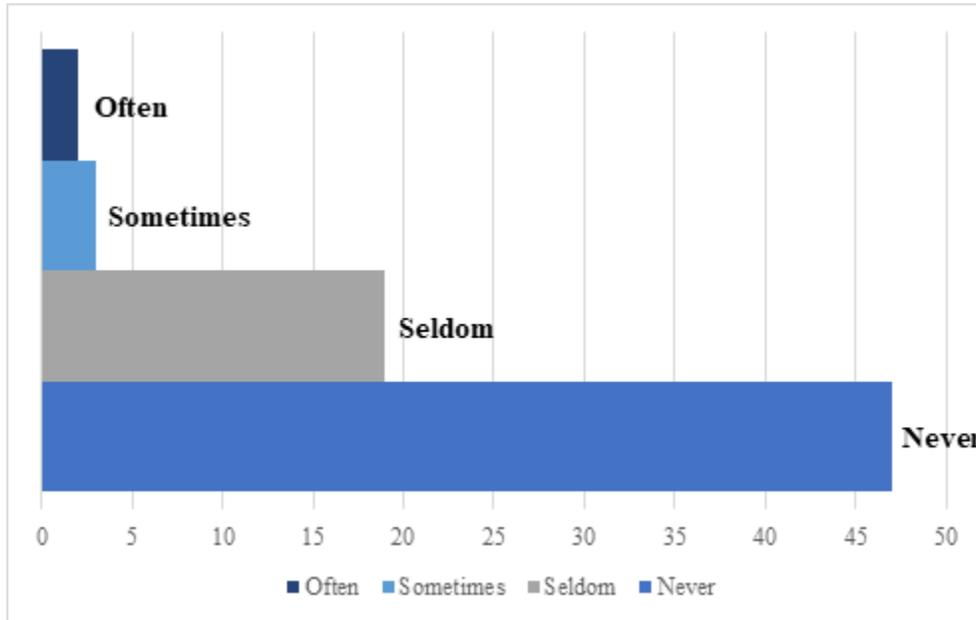
67% of respondents expressed that renting their detached home(s) provides them with financial benefits. 11% of respondents expressed that they receive no benefits from renting their detached home(s). In addition, 8% expressed that they experience the benefit of having a relationship with their renters, and 6% expressed that they experience the benefit of helping their renters. Lastly, 8% of respondents expressed other benefits, and these benefits included responses such as “pride in ownership,” “active work,” and “generally decent tenants.”

**Question 5: What issues do you experience in renting your detached home(s)?**



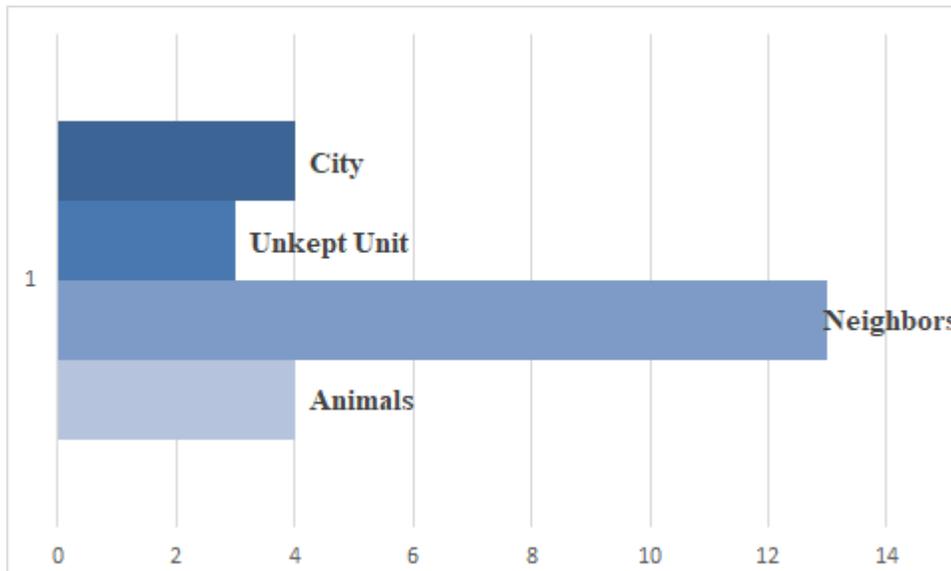
When renting their detached home(s), 19% of respondents experience an issue with city regulations. Examples of these city regulation issues include complaints about “inconsistent city policies related to yearly inspections,” about inspection costs, and about “inconsistent application of code enforcement.” 12% report constant property maintenance/repairs as an issue, 11% report a lack of rent payment, and 11% report issues with cleanliness and upkeep. In order of most to least commonly expressed, remaining issues include: late rent payment (7%), property damages (7%), declining demand (5%), finding quality tenants (4%), and high taxes (3%). 11% reported that they have no issues with renting their detached home(s). In addition, 12% expressed other issues that do not fit with any of these identified themes. A few examples of these responses are as follows: “eviction expenses,” “tenants disregard for neighbors,” and “garbage pick-up, recycling, no auto pay for water bill, tree trimming on residential easement along streets, sidewalk repair in residential neighborhoods.”

**Question 6: How often do your tenants of detached rental homes complain about other residents living in their neighborhood?**



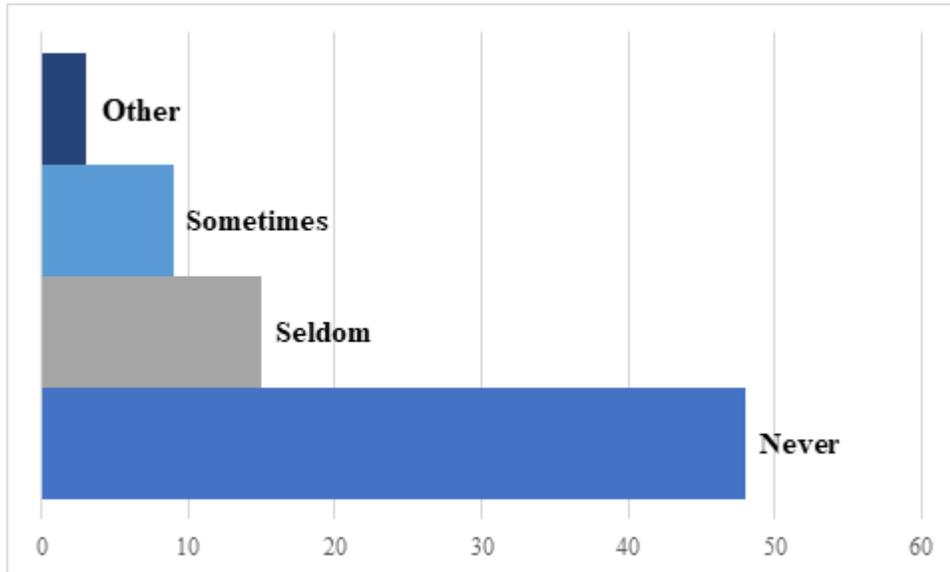
66% of respondents, out of a total of 71, “never” receive complaints about other residents living in their neighborhood, and 25% of respondents “seldom” do, suggesting that their tenants are generally content with their neighbors.

**Question 7: What are some common complaints (if applicable)?**



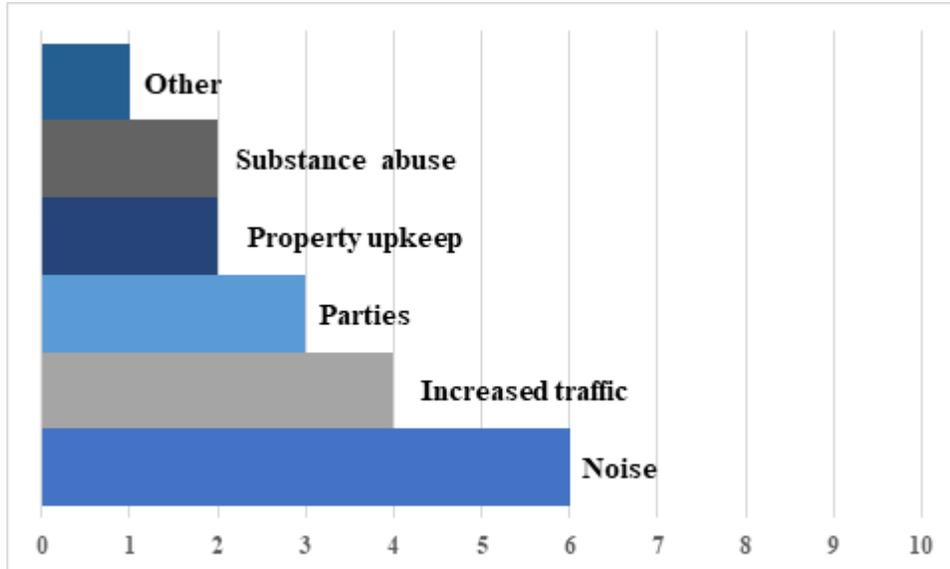
This graph displays the types of complaints that the 24 respondents receive from their tenants. The most common complaints revolve around problematic neighbors (50%), though there are also concerns with animals (18%), city officials such as police and parking regulators (18%), and the units they reside in not being maintained to the tenants’ standards (14%).

**Question 8: How often do homeowners complain about college students living in their neighborhood?**



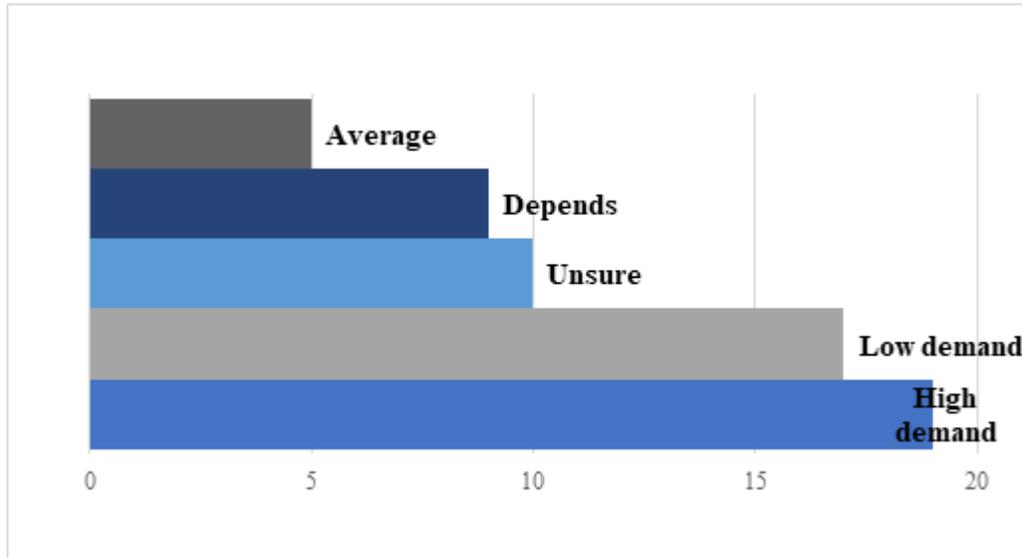
64% of respondents indicated that they never hear complaints from homeowners about students. 20% of respondents indicated that the frequency of complaints is “seldom.”

**Question 9: What are some common complaints (if applicable)?**



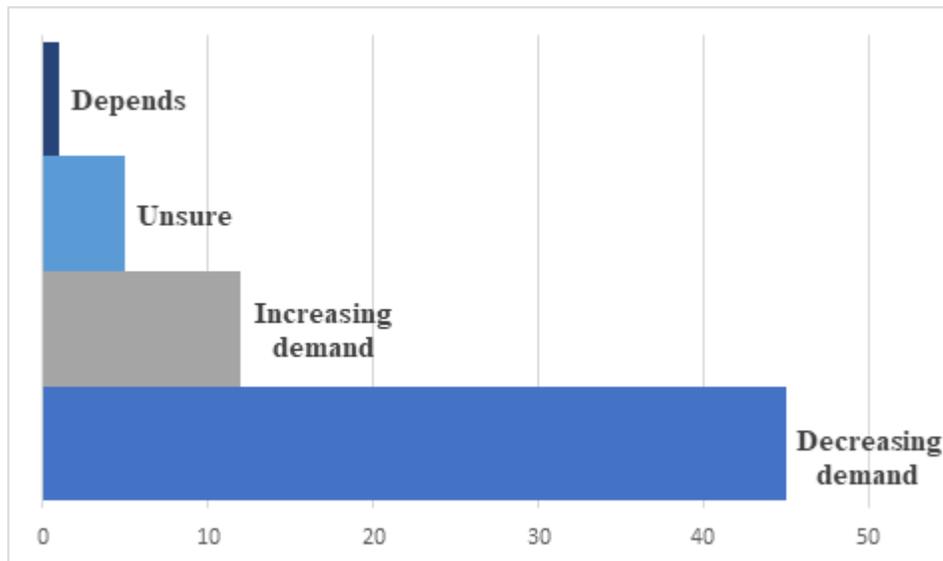
The most frequent complaint that respondents hear from homeowners about neighboring student tenants is noise (33%), and the second most frequent complaint is increased traffic on the streets (22%).

**Question 10: What is your perception of the market for single-family homes? That is, how much demand is there in the local population to purchase single-family homes?**



31% of respondents perceive the market to be growing for single-family homes, and 27% of respondents perceive the market as declining. 15% of respondents were unsure, and 18% indicated that the market depends on the location of the house. Finally, 8% of respondents perceive the market as stable.

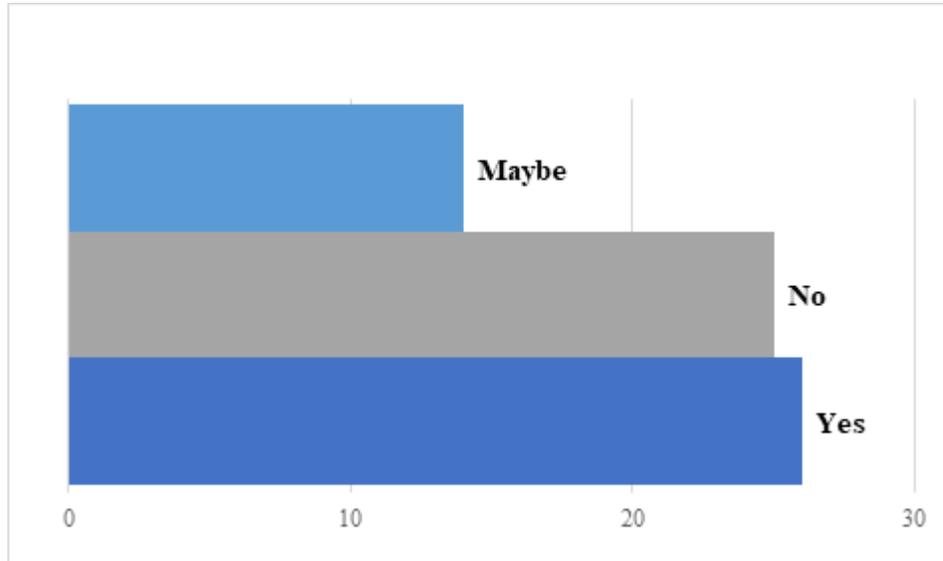
**Question 11: What is your perception of the market for student housing/rental properties? Is there a growing or declining demand among CMU college students for rental housing?**



74% of respondents perceive the market for student housing or rental properties as declining. 16% of respondents perceive the market as growing. 7% of respondents were unsure about the

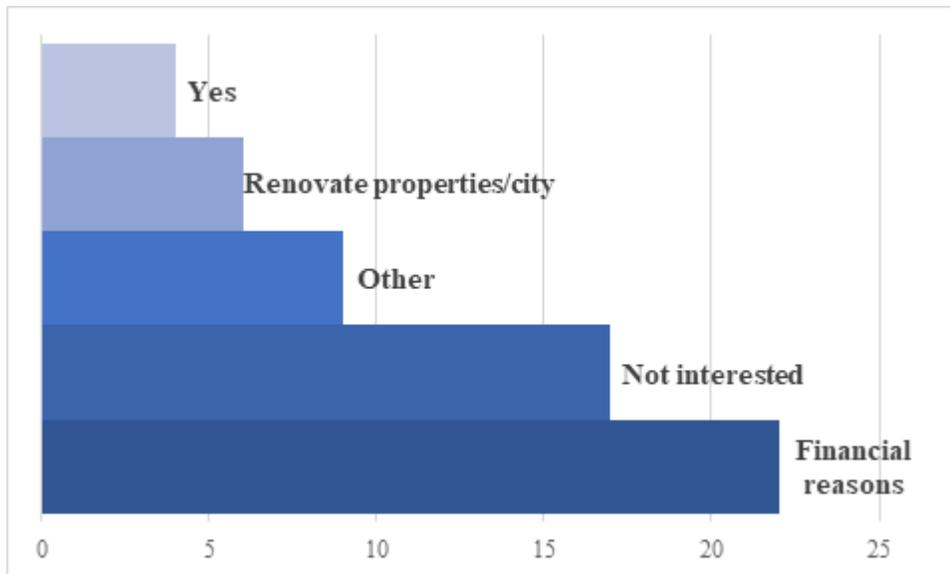
market, 1% perceived the market as stable, and 1% responded that it depends stating, “In certain areas there has been a growing demand due to location and proximity to campus.”

**Question 12: If it were a sellers' market for detached single family homes, would you be willing to sell your rental home or homes?**



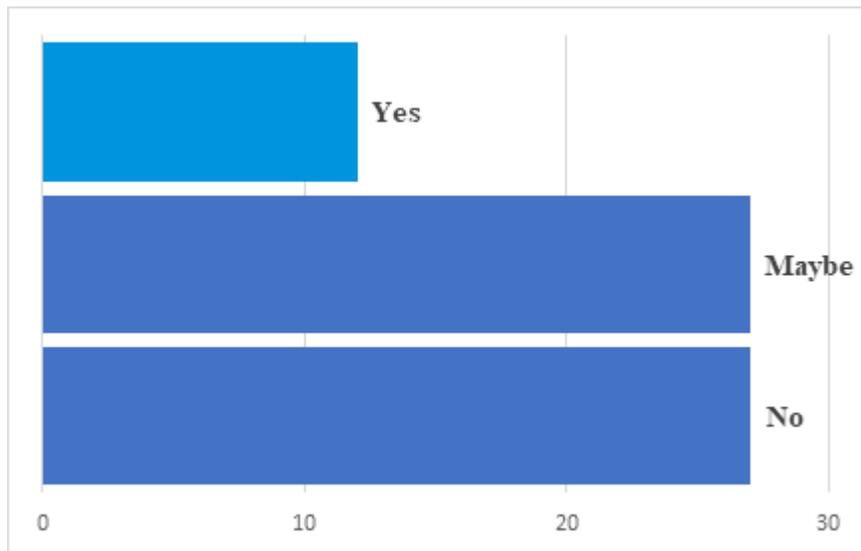
40% of respondents expressed that yes, they would be willing to sell their rental home(s), yet 39% expressed that they would not be willing to sell their rental home(s). The final 21% responded that they would maybe be willing to sell their rental home(s).

**Question 13: If the city wanted to develop a program to encourage owners to sell their rental properties to prospective homeowners (i.e. rather than to a landlord), what would you like to see in the program to make you consider participating?**



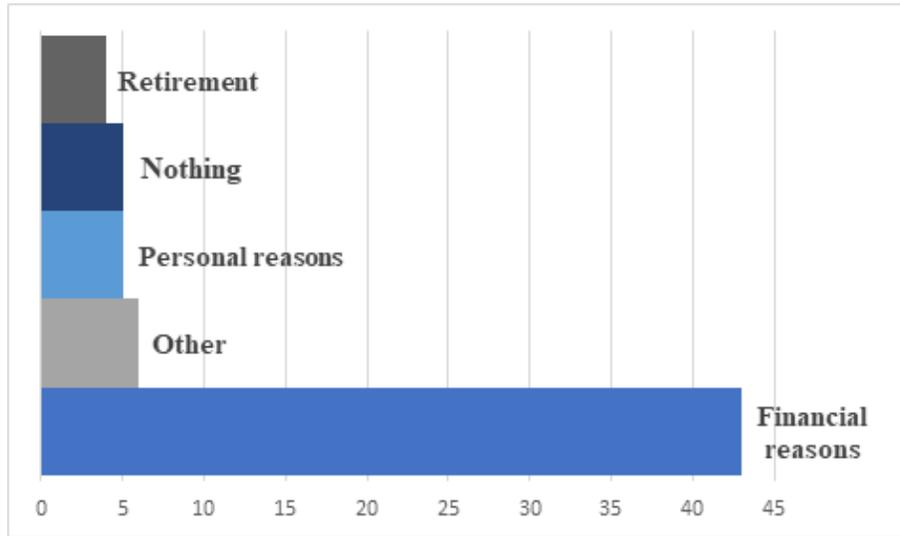
44% of respondents expressed that they would like to see financial incentives in a program encouraging them to sell their properties. 26% of respondents indicated that they were not interested in any program. 13% of participants indicated other responses. Some examples of these responses are “The city already tried this and it was unsuccessful,” “Close CMU,” and “You need to have more jobs available. Houses are useless without decent paying jobs.” 10% of respondents indicated that they would like to see renovation to either the properties or the city. Examples of these responses include, “Allow improvements to property that are non-conforming uses,” “Help in upgrading property,” and “Make the city attractive to home-owners and they will come.” Finally, 8% of respondents indicated yes with no reason.

**Question 14: Would you be interested in participating in such a program?**



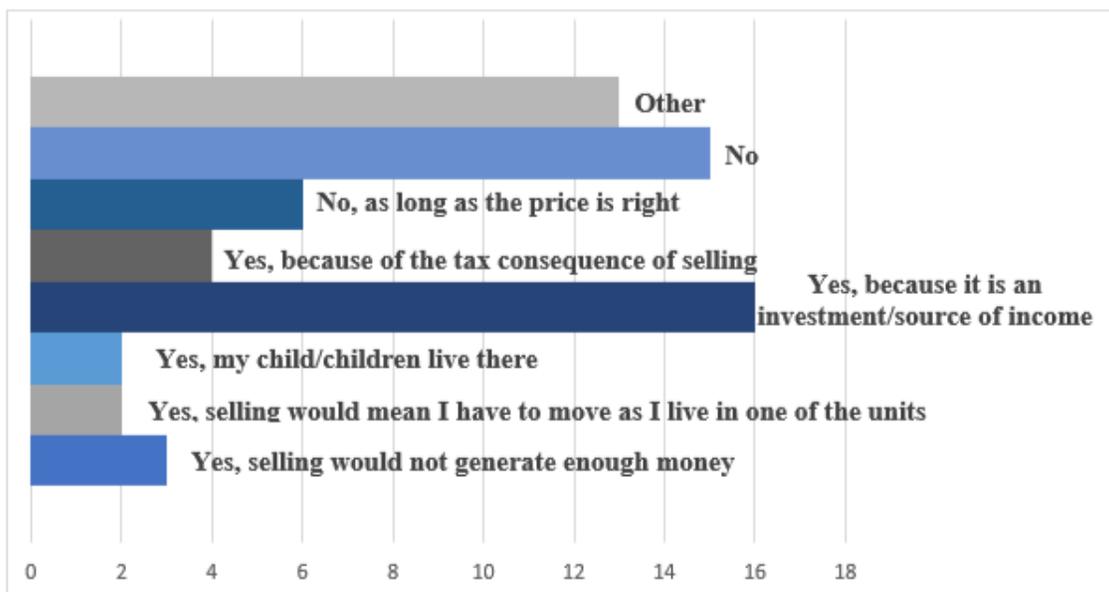
As depicted in the graph, 39% of respondents reported no, they would not be interested in a program encouraging them to sell their properties, and 40% of respondents reported “maybe.” 21% of respondents indicated that they would be interested in participating in such a program.

**Question 15: What would motivate you to sell your detached rental home(s) to prospective homeowners?**



72% of respondents cited financial reasons as motivators to sell their detached rental home(s). 7% of respondents indicated other reasons as motivators. Some examples of these responses are as follows: “To be relieved of the responsibilities of maintaining a rental property, “To use investment proceeds in other ways,” “When property is vacant,” and “To get away from dirtbag, deadbeat tenants.” 8% of respondents indicated personal reasons as motivators such as “I would only sell if my son moved out of the city.” 8% of respondents indicated that there is nothing that would motivate them to sell their detached rental home(s). Finally, 4% of respondents indicated that retirement would motivate them to sell their detached rental home(s).

**Question 16: Would you be hesitant to sell your detached home(s), and if so, why?**



26% of respondents expressed that yes, they would be hesitant to sell their detached home(s) because these homes are investments, assets, or sources of income. Notably, 25% reported that they would not be hesitant to sell, and an additional 10% reported that they would not be hesitant to sell as long as the price were right. Respondents also cited additional reasons as to why they would hesitate to sell their detached home(s), and these included the following: because of the tax consequences of selling (7%), because selling would not generate enough money (5%), because selling would mean that they would have to move as they live in one of the units (3%), and because their child/children live(s) or will live in their detached home(s) (3%). 21% of respondents expressed other responses that do not fit with these identified themes. Some examples of these alternative responses include the following: “Yes, I don’t want to see rentals turned into single homes,” “Right now we have a mortgage,” “We use the garage as our storage,” “Yes, depends who the buyer is and why my house,” and “Yes. I don’t believe in the city’s naive plan.”

## Appendix F: Survey Details

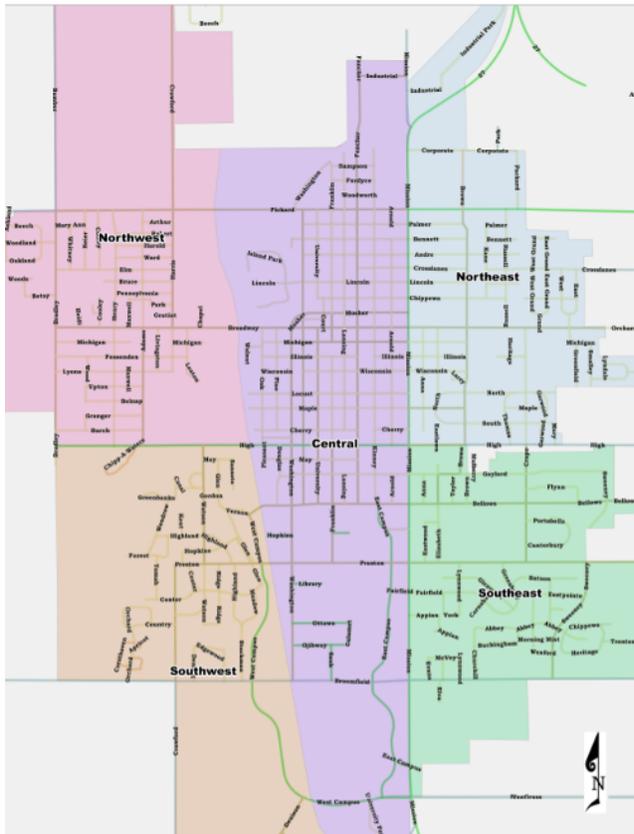
Below, please find the homeowners survey as it appeared on Qualtrics:

# Survey of Mt. Pleasant Homeowners

Q1.1 The City of Mt. Pleasant is working with a team from CMU's psychology department to survey Mt. Pleasant homeowners. We would like to know how you feel about living in your neighborhood. In addition, we would like to know if there is anything that can be done to improve the experience of living in your neighborhood. Your opinion may influence how Mt. Pleasant shapes policy. Thank you for participating in our survey. Your opinion is of great value to us!

The survey should take about 10 minutes to complete. Your responses will be anonymous.

Q2.1



Q2.2 What region do you live in? If you are unsure, you can zoom in on the map (Simultaneously press the "control" and "+" keys on your keyboard to zoom in, and to zoom out press the "control" and "-" keys).

- Northwest (1)
- Northeast (2)
- Central (3)
- Southwest (4)
- Southeast (5)

Q3.1 What are the key reasons why you bought a home in your neighborhood?

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Q19 Are there any features that you desired in a house that were not available when you purchased your current home? If "yes", what were they?

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Q3.3 What are the positive aspects of living in your neighborhood?

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Q3.4 What are the downsides to buying a home in your neighborhood?

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Q3.5 Do you wish you bought a home in another area? If so, where and why?

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Q3.6 How satisfied are you with other residents in your neighborhood?

- Extremely satisfied (1)
- Somewhat satisfied (2)
- Neither satisfied nor dissatisfied (3)
- Somewhat dissatisfied (4)
- Extremely dissatisfied (5)

Q3.7 What do you primarily attribute to your level of satisfaction with other residents in your neighborhood?

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Q3.8 What would make living in your neighborhood better?

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Q3.9 How long do you plan on owning this home?

- 1-2 years (1)
- 2-4 years (2)
- 4-6 years (3)
- More than 6 years (4)

Q20 Are there college student residents in your neighborhood?

- Yes (4)
- No (5)

Q3.10 If "yes", are college student residents a nuisance?

- Not at all (1)
- Somewhat (2)
- Neutral (3)
- Very much (4)
- Extremely (5)

Q21 Do you have any complaints about college students in your neighborhood? If so, what are they?

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Q22 How often do you experience these problems (if applicable)?

- Daily (1)
- Weekly (2)
- Bi-weekly (3)
- Once a month (4)
- Once every few months (5)

Q23 Are there other (non-college student) renters in your neighborhood?

Yes (4)

No (5)

Q17 If "yes", are the other renters a nuisance?

Not at all (1)

Somewhat (2)

Neutral (3)

Very much (4)

Extremely (5)

Q3.11 Do you have any complaints about other residents in your neighborhood? If so, what are they?

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Q3.12 How often do you experience these problems (if applicable)?

Daily (1)

Weekly (2)

- Bi-weekly (3)
- Once a month (4)
- Once every few months (5)

Q4.1 END OF SURVEY.

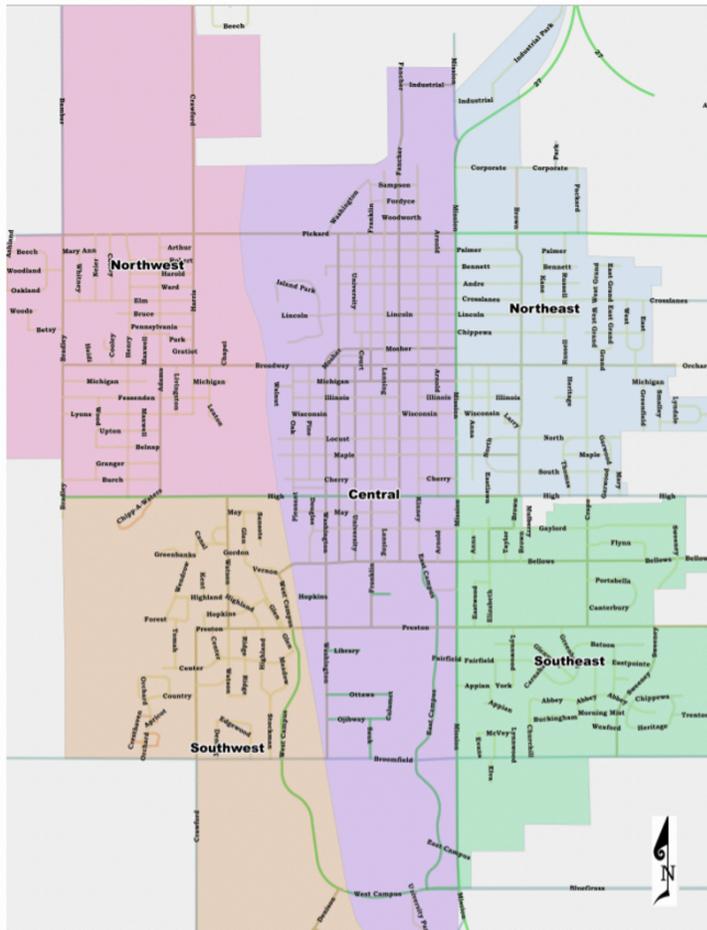
Below, please find the rental property owners survey as it appeared on Qualtrics:

# Rental Property Owners' Survey

Q1.1 The city of Mt. Pleasant is working with a team from CMU's psychology department to survey rental property owners. We are interested in your views on operating rental units in Mt. Pleasant. The team would like your opinions on how the city could increase rates of owner occupancy. Your opinions may influence how Mt. Pleasant shapes policy. Thank you for participating in our survey. Your opinion is of great value to us!

This survey should take about 10 minutes to complete. Your responses will be anonymous.

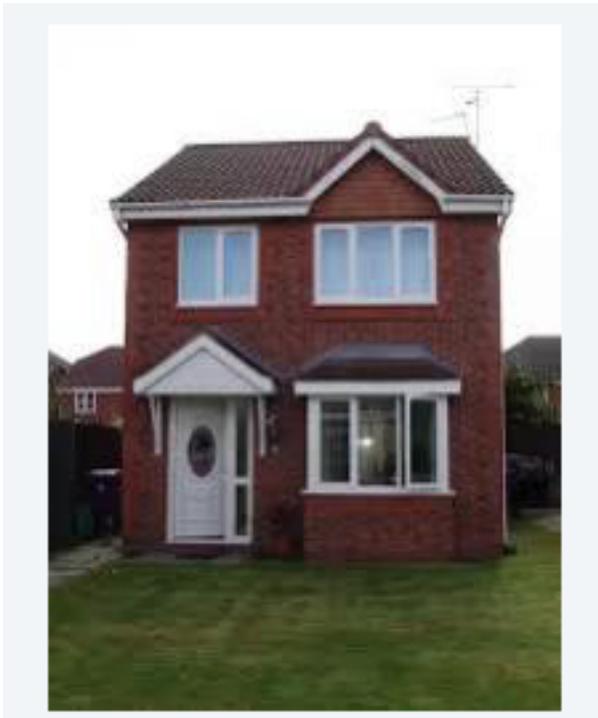
Q2.1



Q2.3 What region do you own the most detached home rental properties in? If you are unsure, you can zoom in on the map (simultaneously press the "Ctrl" and "+" keys on your keyboard to zoom in and the "Ctrl" and "-" keys on your keyboard to zoom out).

- Northwest (1)
- Northeast (2)
- Central (3)
- Southwest (4)
- Southeast (5)

Q2.2 Keep in mind that a **detached home** (pictured below) refers to a free-standing residential building.



Q2.4 How many rental properties classified as detached homes do you own for rent within the region that you selected?

- Less than 5 (1)
- 5-10 (2)
- 10-50 (3)
- More than 50 (4)

Q2.5 Who is your typical tenant? Select any of the applicable options.

- Families with children at home (1)
  - College Students (2)
  - Married couples without children at home (3)
  - Single/non-college students (5)
  - Other (please describe) (4)
- 

Q2.6 What benefits do you experience in renting your detached home or homes?

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Q2.7 What issues do you experience in renting your detached home(s)?

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Q2.8 How often do your tenants of detached rental homes complain about other residents living in their neighborhood?

- Very often (1)
- Often (2)
- Sometimes (3)
- Seldom (4)
- Never (5)

Q2.9 What are some common complaints (if applicable)?

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Q2.10 How often do homeowners complain about college students living in their neighborhood?

Very often (1)

Often (2)

Sometimes (3)

Seldom (4)

Never (5)

Q2.11 What are some common complaints (if applicable)?

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Q2.12 What is your perception of the market for single-family homes? That is, how much demand is there in the local population to purchase single-family homes?

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Q2.13 What is your perception of the market for student housing/rental properties? Is there a growing or declining demand among CMU college students for rental housing?

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Q2.14 If it were a sellers' market for detached single family homes, would you be willing to sell your rental home or homes?

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Q2.15 If the city wanted to develop a program to encourage owners to sell their rental properties to prospective homeowners (i.e. rather than to a landlord), what would you like to see in the program to make you consider participating?

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Q2.16 Would you be interested in participating in such a program?

Yes (1)

Maybe (2)

No (3)

Q2.17 What would motivate you to sell your detached rental home(s) to prospective homeowners?

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Q2.18 Would you be hesitant to sell your detached home(s), and if so, why?

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Q3.1 END OF SURVEY.

Please see below for the initial letter sent to homeowners:

## City of Mt. Pleasant, Michigan

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CITY HALL  
320 W. Broadway • 48858  
(989) 779-5300  
(989) 773-4691 fax

PUBLIC SAFETY  
804 E. High • 48858  
(989) 779-5100  
(989) 773-4020 fax

PUBLIC WORKS  
320 W. Broadway • 48858  
(989) 779-5400  
(989) 772-6250 fax

October 26, 2020

Dear Homeowner:

The City of Mt. Pleasant is working with a team from Central Michigan University's psychology department to survey Mt. Pleasant homeowners. We would like to know how you feel about living in your neighborhood. In addition, we would like to know if there is anything that can be done to improve the experience of living in your neighborhood. Your opinions may influence how our city shapes policy, and thus I hope that you will take an interest in participating and sharing your thoughts with us. Your survey responses will be anonymous.

If you are interested in participating, please use the URL or the QR code below to access the internet survey. It should only take about 10 minutes to complete the survey.

URL: [https://cmich.co1.qualtrics.com/jfe/form/SV\\_bHMw8e8iNrPS5Hn](https://cmich.co1.qualtrics.com/jfe/form/SV_bHMw8e8iNrPS5Hn)



Because of the compressed schedule at CMU this fall, it would help us if you could complete the survey before November 11<sup>th</sup>.

If you have questions or comments regarding the survey or project, please feel free to reach out to me at (989) 779-5346 or [jkain@mt-pleasant.org](mailto:jkain@mt-pleasant.org). Thank you for your time and consideration.

Sincerely,

Jacob Kain  
City Planner

Please see below for the initial letter sent to rental property owners:

## City of Mt. Pleasant, Michigan

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October 26, 2020

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The City of Mt. Pleasant is working with a team from Central Michigan University's psychology department to survey rental property owners. We would like to know how you feel about operating rental units in Mt. Pleasant. In addition, the team would like your opinions on how the city could increase rates of owner occupancy. Your opinions may influence how our city shapes policy, and thus I hope that you will take an interest in participating and sharing your thoughts with us. Your survey responses will be anonymous.

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Sincerely,

Jacob Kain  
City Planner

Please see below for the follow-up letter sent to homeowners:

## City of Mt. Pleasant, Michigan

*Mt. Pleasant*  
[meet here]

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320 W. Broadway • 48858  
(989) 779-5300  
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(989) 779-5400  
(989) 772-6250 fax

November 5, 2020

Dear Homeowner:

We recently sent you a survey regarding how you feel about living in your neighborhood and what can be done to improve the experience of living in your neighborhood. If you have already completed your survey, thank you! If you have not, we continue to welcome your feedback.

Your opinion is important to us, and your participation will help us improve our neighborhoods and community.

Please use the URL or the QR code below to access the internet survey.

URL:

[https://cmich.co1.qualtrics.com/jfe/form/SV\\_bHMw8e8iNrPS5Hn](https://cmich.co1.qualtrics.com/jfe/form/SV_bHMw8e8iNrPS5Hn)



Please complete the survey before November 11<sup>th</sup>. It should only take about 10 minutes. This will be your final opportunity to participate. Your survey responses will be anonymous.

If you have questions or comments regarding the survey or project, please feel free to reach out to me at (989) 779-5346 or [jkain@mt-pleasant.org](mailto:jkain@mt-pleasant.org). Thank you for your time and consideration.

Sincerely,

A handwritten signature in blue ink that reads "Jacob Kain".

Jacob Kain  
City Planner

Please see below for the follow-up letter sent to rental property owners:

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November 5, 2020

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Sincerely,

A handwritten signature in blue ink that reads "Jacob Kain".

Jacob Kain  
City Planner

## Appendix G: Background Information

Seventy percent of U.S. residents lived in owner-occupied homes in 2000 (Gumprecht, 2003). However, less than 50% of college-town residents owned their homes in 2000 (Gumprecht, 2003). A process called “studentification” involves a shift from a predominance of owner-occupied single-family homes to a predominance of rental properties shared by many, nonrelated college students (Powell, 2016). Studentification results in a population characterized by transient dwellers and low levels of neighborhood attachment (Powell, 2016). Literature indicates that in these areas, there are low levels of interaction between older adults who own their homes and transient college residents of rental properties (Powell, 2016).

College towns have been described as unique urban places, defined as “any city where a college or university and the cultures it creates exert a dominant influence over the character of the community” (Gumprecht, 2003). As an example of a college town, the surrounding area of Cornell University has three main areas forming distinct types of residential districts (Gumprecht, 2006). The first of these is “fraternity row,” which is a Greek housing district consisting of a single street with a line of fraternity and sorority houses (Gumprecht, 2006). The second area consists of “student ghettos,” which are typically one neighborhood large and primarily the home of undergraduate students who live in apartments or rent large houses with friends (Gumprecht, 2006). Student ghettos consist of “dilapidated houses, beat-up couches sitting on porches, cars parked on lawns, and bicycles chained to anything that will not move” (Gumprecht, 2006). The third area is the “faculty enclave,” which consists of one neighborhood near campus where a large number of professors and college staff live (Gumprecht, 2006). The faculty enclave has “resisted the invasion of undergraduates” (Gumprecht, 2006). Findings from a survey of 269 freshmen’s living preferences show that they preferred the student ghettos because of the proximity to campus and the high quality housing in that area (e.g., new, big rooms and washing facilities; Kinton et al., 2018). The researchers argue that given that students want to live in the student ghettos largely due to the high quality of housing, studentification does not necessarily downgrade the urban environment.

Kenyon (1997) found that traditional university students living in privately rented student houses in residential neighborhoods are perceived by both residents and themselves to form a separate ‘community within the community’. ‘Town and gown’ (i.e., non-academic locals and university population) interactions are a concern because for those living within a neighborhood, thoughts of the ideal home and neighborhood are often filled with expectations of privacy, personal choice, control, and security within a defensible space. Some long-term residents of college towns may perceive students as a threat to such thoughts of the ideal home and neighborhood. Localized social and physical environmental problems, both exhibited in the presentation of properties and permeated in the local reputation of the area, can extend beyond the neighborhood to influence outsiders’ perceptions of the economic and social value of residence there. This can subsequently create concern for those who have invested, not only socially in the neighborhood and the development of a home, but also economically in property purchase and maintenance. Local residents have three areas of concern associated with student

residents in their communities: physical, social, and economical. Physical concerns consist of physical hazards resulting from neglected properties and burglary. Social concerns consist of perceived decay of a fixed and cohesive residential community. Economic concerns consist of perceived negative impact on insurance costs, house prices, and business viability.

Hubbard (2008) examined studentification in Loughborough, an English market town whose population of 55,262 at the time included 10,126 full-time students, mainly registered in courses at Loughborough University. This high proportion of students relative to long-term residents suggested that the social impacts of studentification might be more intensely felt in Loughborough than in a larger city where the proportion is typically much smaller. Student residents of Loughborough were often uninterested in contributing to local community life. The Storer Road Residents Association (i.e., an organized group of concerned locals) assembled a compilation of fifty noise complaints made after 11 p.m., which was shown on a local news station. Evidence from university towns throughout the United Kingdom suggested that residents living near student neighborhoods were more likely to report alcohol-related disturbances (e.g., noise, drunkenness, littering, vomiting, and public urination). While some Loughborough residents acknowledged the difficulty of distinguishing between student and nonstudent perpetrators, lower rates of disturbances during school breaks implicated students as a major source of such objectionable behavior. Long-term residents also claim that studentification has created traffic and parking issues in numerous streets, arguing that too many three-car households on small streets causes major problems characterized by a shortage of off-street parking.

Studentification in Athens, Georgia represents a process that could be perceived as either the downgrading of a neighborhood or the exclusionary upscaling of a community, depending on the viewer's position along the social and economic hierarchy of the city (Pickren, 2012). Instead of students living in worsening housing or student ghettos, in Athens, students drove up the costs of housing. The market dynamics in Athens at the time favored students over the working-class residents because as one local government staffer put it, "investors and landlords are interested in: . . . buying land or houses, assembling parcels and then marketing to student's parents . . . They're not too interested in whether the little lady down the street can get a mortgage to buy one of those houses. They'd just as soon see her run out so that they can buy it. Put some blue paint on it, yellow shutters and sell it to some mom and dad!"

Nakazawa (2017) suggested that relationships between students and local residents are not always as hostile as some studies describe; they vary even among cities. Student residential areas serve not only to concentrate students away from nonstudent communities but also represent the embodiment of the identifiable student way of life, which is considered a key experience for the middle-upper classes. Colleges also provide benefits to communities such as access to cultural events, entertainment, and open spaces (Vandegrift, et al., 2012).

The formation of new frontiers of studentification results in a higher level of displacement/replacement of settled residents from parts of town that have not been previously impacted by studentification (Kinton et al., 2018). This can accelerate and intensify the 'broken housing market' by extricating families from owner-occupied housings (Kinton et al., 2018).

This can further lead to higher initial prices as landlords buy-in and then to drastic decreases in prices so that students can afford to live there (Kinton et al., 2018). As a result of studentification, older adults can become displaced and marginalized (Powell, 2016). Seventy-eight percent of adults 45 years of age and older prefer to remain in their current place of residence for as long as possible (Powell, 2016). However, remaining in their homes comes with lifestyle conflicts including competition for on-street parking, an increase of trash, and the late-night party culture (Powell, 2016). If older adults leave their home, their former residences are often converted to rental properties (Powell, 2016).

House prices in 4-year college towns were found to be 2.7% higher in a study in New Jersey (Vandegrift, et al., 2012). In addition, 4-year colleges were associated with higher tax bases (Vandegrift, et al., 2012). Studentification is influenced by the other types of neighborhoods. Specifically, increases in wealthier and middle-class neighborhoods have caused students to live closer to campus because they cannot afford to live in those neighborhoods (Foote, 2017). This is an important finding as it shows that it is not just students infiltrating owner-occupied housing; it is also the other types of residences pushing students close to campus given the higher prices of the surrounding areas.

Another factor influencing buyers is their economic circumstances. Compared to previous generations, millennials, who are now the largest generation in the country's history, suffer from a number of different external forces which limit their ability to purchase homes. Barriers to millennial homeownership include: student loan debt, the 2008 housing crisis resulting in higher standards of credit scores in order to obtain mortgages, and high rent payments which make saving for a house more difficult (Choi et al., 2018). Such factors would naturally deter individuals from purchasing a home. Millennials are not the only generation that is suffering, as all generations have shifted towards rental properties due in part to the economic downturns of the 2008 housing crisis and stagnating wages (Pew Charitable Trusts, 2018).

Younger respondents have lower buying probability and are more sensitive to down payments (Fuster & Zafar, 2016). Renters are also more sensitive to down payment requirements as compared to owners (Fuster & Zafar, 2016). This may be due to perceived asset price risk. When lengths of stay in houses are short, ownership is risky, and renters may not be willing to take the risk on a house with a higher down payment (Sinai & Souleles, 2005). However, when lengths of stay are long, home ownership trades off both asset price risk and fluctuating rent risk (Sinai & Souleles, 2005). Due to rent risk outweighing asset price risk, demand for owning is increased for longer horizons (Sinai & Souleles, 2005). Greater housing market volatility also increases demand for owning (Sinai & Souleles, 2005). This is also confirmed in that expectations of year-ahead rent inflation and improvements to financial situation increased probability of buying for renters (Fuster & Zafar, 2016).

For landlords, there are many things to consider when renting to college students. Such benefits of renting to college students include built-in demand, higher rental yield, lower expectations, and consistent income (Merrill, 2020). However, there are also risks associated with renting to college students. These risks include property damage, higher turnover rate, inconsistencies in receiving rent on time, and varying local regulations for renting (Merrill,

2020). Another risk that can result in money loss is partial renting meaning that, for example, only three out of four rooms are occupied by renters (Kinton et al., 2016). If landlord incentives do not work to recruit new renters, houses remain vacant. Research shows that if a house is vacant at the beginning of the year, it is likely to remain vacant for at least a year (Kinton et al., 2016). That being said, de-studentification occurs when there is an oversupply of student accommodation.

Another concern that landlords and city officials need to consider is the health ramifications of renting houses in multiple occupation (HMO; Barratt et al., 2012). HMOs are houses that contain residents from more than one household, within which residents share basic amenities (Barratt et al., 2015). In addition to the physical health safety regulations that come with managing any property, HMOs have been shown to negatively impact the mental health of their occupants, ranging from a lack of social support that renters receive from fellow tenants to feelings of non-control and insecurity stemming from poorly maintained living areas (Barratt et al., 2012). While such concerns have typically been exclusively examined in European countries, our similarities in culture suggest that a similar effect can be found in the US. Landlords and cities must be vigilant and willing to act in the face of mental health problems, or else both they and their tenants will suffer the consequences.

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<https://doi.org/10.1111/j.1468-2257.2012.00587.x>

# Mt. Pleasant



January 11, 2022

## **Mount Pleasant Rental Property Owner Focus Groups Technical Report**

*Project Conducted for:*

**The City of Mount Pleasant, MI**

Edward Frere, Holly Gasper, Young-Kook Moon, Anita Pai, and Cassandra Stockner

*Under the advisement of Stephen Colarelli, Ph.D.*

Department of Psychology

Central Michigan University

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## **Executive Summary**

### **BACKGROUND**

- Two focus groups were conducted on November 5, 2021, with nine rental property owners and one Central Michigan University administrator in attendance.
- Project Goals:
  1. Gather information from rental property owners on what incentives would motivate them to sell or reduce the occupancy of detached home rentals.
  2. Learn about rental owners' perceptions of the rental market in Mount Pleasant and, if they see it changing, their thoughts on how to adapt to it.
  3. Be a springboard for new ideas regarding the improvement of student rental areas just north and south of High Street.
  4. Gather ideas for improving the cultural and economic vitality of Mount Pleasant and assessing partnerships to help achieve those ends.

### **FOCUS GROUP RESULTS**

#### **Incentives for Selling Property**

- The only incentive that rental property owners suggested may motivate them to sell their rental properties is if the City were to purchase the properties based on their valuation as income properties.
- Property owners noted that it is unlikely that a family would want to be the first to purchase a home in an area surrounded by student rentals, and that the remodeling costs to convert a student rental to a single-family home would be prohibitive.
- It is the opinion of most focus group members that unless the city respects and considers rental property owners' concerns and opinions, it will be hard to work together.

#### **Rental Market Perceptions**

- Low CMU student enrollment is a citywide economic concern due to the strong influence of student rentals in Mount Pleasant's housing market. The focus group members believe the low enrollment is a result of high tuition rates and the University's two-year on-campus housing requirement.
- Focus group members believe families want larger, newer homes rather than smaller, older homes converted from student rentals to single families.

#### **Improving student rentals around High Street**

- Participants believe that the current zoning and tax policies prevent improvements from being made to properties that could attract single-family occupants.
- Participants believe that Mount Pleasant needs to have a solidified identity with a more welcoming stance towards students.

## **Improving Mount Pleasant via Partnerships**

- Focus group members believe that there should be greater job opportunities in Mount Pleasant for recent CMU graduates.
- Focus group members believe that the City needs to bring in more local businesses to attract people to live in Mount Pleasant.

## **Background and Project Goals**

In 2020, graduate students enrolled in Professor Stephen Colarelli's graduate seminar in organizational change and development at Central Michigan University surveyed property owners on behalf of the Mount Pleasant City Commission to learn about their opinions on reducing the number of rental homes in Mount Pleasant and increasing the number of single-family homes. The City Commission is interested in increasing the amount of owner-occupied housing within the city. In order to create a more flexible and resilient housing market in the long term, it is necessary to understand the perceptions and motivations of rental property owners, especially owners of single-family homes with rooms rented out to students. As such, the current project seeks to expand upon last year's project with the following goals in mind:

- Gather information from rental property owners on what incentives would motivate them to sell or reduce the occupancy of detached home rentals.
- Learn about rental owners' perceptions of the rental market in Mount Pleasant and, if they see it changing, their thoughts on how to adapt to it.
- Be a springboard for new ideas about how to improve the student rental areas just north and south of High Street.
- Gather ideas for improving the cultural and economic vitality of Mount Pleasant and assessing partnerships to help achieve those ends.

To gather information relevant to the goals of the project, rental property owners and CMU administrators were invited to participate in focus groups.

## **Focus Group Demographics & Methods**

Thirty-one individuals (18 landlords with large rental property portfolios, ten landlords with small property portfolios, and three CMU representatives) were invited to participate in focus group sessions via email. Ten individuals in total attended one of two sessions. The first focus group was comprised of four people: three rental property owners and one CMU administrator. All four participants were men. The second focus group was comprised of six people, all rental property owners. These six participants included three men and three women. All focus group participants in attendance for both sessions were White. Most of the participants have large rental property portfolios.

Focus groups were led by a graduate student, facilitating the discussion. Each focus group session lasted about 90 minutes. There were also one or two assistant facilitators and a note-taker who transcribed all statements made in the session. To assist with the transcription process, audio

recordings were taken to supplement notetaking; these were destroyed after the transcription process. Participants were informed that their contributions to the discussion would remain anonymous. Six questions were asked by focus group facilitators to prompt conversation among participants about the current state of Mount Pleasant’s housing market. These questions (see Appendix A) were developed through collaboration between the project team and City Planner Jacob Kain. These questions targeted three key areas of interest: (1) The current student rental market, (2) how rental property owners perceive the housing market’s prospects, and (3) potential incentives for property owners to sell to families or reduce rental house occupancy. Pamphlets (see Appendix B) containing information regarding examples of successful community partnerships, CMU enrollment projections, and the 2019 Mount Pleasant housing report were distributed among participants.

## **Results**

### **Focus Group Content**

Results of the focus groups will be discussed in terms of the four main purposes of this report and organized by common themes, which arose in the focus group sessions. Each main point is supported by specific quotes from the focus groups highlighted in blue. All statements in quotations represent an opinion expressed by a participant in the focus groups.

Overall, rental property owners believe that there needs to be better opportunities for communication and cooperation between the City, CMU, and rental property owners. They believe that making improvements to properties that would allow for single families could not be done under the current zoning and tax policies.

Additionally, they believe that the City needs to develop an identity and work to develop businesses downtown if the City would like to attract single-family homeowners. Low enrollment at CMU is also a concern of the rental property owners.

### **Incentives that Would be Attractive to Rental Property Owners for Selling or Reducing Occupancy of Students in Detached Home Rentals.**

#### **Incentives**

- The rental property owners do not believe that the City could provide any attractive incentives for selling their rental properties—other than the City purchasing their properties based on their valuation as income properties.
- The rental property owners believe it is unlikely that a family would want to be the first to purchase a home in an area surrounded by student rentals, and that the remodeling costs to convert a student rental to a single-family home would be prohibitive.

“If there’s eight houses on the block, and the city wants to convert eight of those from student possibly or a mixture, who’s going to buy **the first house that still has seven student rentals next to them**? Well, you hope and pray that those get converted... I’ll be honest, I wouldn’t want to live next to [students]. And between seven student rentals you hope and pray that they get converted.”

“The city has made it so difficult it is actually impossible to build that kind of housing. [The Commission will] say in front of everyone, ‘we want these young professionals, we want this, we want that.’ And you’re right, they can’t afford a house yet, but they can afford a nice rental, but the city won’t let me build any more of those. And if you do, you have to be owner occupied and it’s a little of what we said earlier, they are kind of talking one direction and they’re doing another direction and their making it impossible to pull that young recent graduates to this area with affordable housing. Nice affordable housing. You can’t build it and you can’t do anything with it anymore.”

### **Building an Identity and Collaboration among the City, CMU, and Rental Property Owners**

- Focus group participants believe that before initiating formal action, the *City of Mount Pleasant needs a clear vision for its identity*. The question is: does the City want to be a university community or not; if not, what are the other alternatives?
- Focus group participants believe the Saginaw Chippewa Indian Tribe and CMU students are fundamental to making Mount Pleasant what it is, but they believe that these groups are not a priority of the City Commission.
- The focus group participants mentioned that CMU created a liaison committee to improve collaboration among the city, the university, and the business community, but that no concrete actions or projects emerged from this group.
- It is the opinion of most focus group members that unless the city respects and considers rental property owners’ concerns and opinions, it will be hard to work together. They feel that the city does not respect them.
- Rental property owners in focus group meeting agreed they are “not trying to force families out and force students in, contrary to the City’s belief.” Rental owners’ perceptions are that this stems from the City’s distrust in the rental property owners.
- Focus group participants believe that low student enrollment and residential market conditions in Mount Pleasant are relevant issues because both contribute to increases in vacancy rates. However, they also believe the City and CMU view themselves as separate entities and that it will be important to find solutions collectively and take action.

“It also goes to a bigger issue in my mind: does the City of Mount Pleasant want to be a university community or don’t they?... I think the city needs to decide whether they want to be in the university community or not.”

“I think that’s one of the biggest problems...There is no more partnership between the City and Central. They almost view themselves as separate entities. As the city has set themselves up here with the decline of Central’s enrollment, they don’t realize how they play a part in that, nor do they care. They’re so focused on ‘well we’re going to shut this area down for student rentals and we’re going to do this’.”

“It just feels like between CMU, the City of Mount Pleasant, and the Tribe, they need to all work together in our community to make it the best possible. Have good relationships. Have open lines of communication. Get things done. Bring new projects.”

“And I think the Commission understands, the key is that we are all vested. We all want it to work. We all want it to do improvement and draw numbers of crowds. Selfishly because maybe our incomes would go back up. But more importantly the city is going to keep on going downhill unless you can pull that younger generation in.”

“And I’m willing to do whatever to do my part to change this train around. But I don’t know how to fix it completely. I have a fixer mentality to do my part, but I’m sure with everybody in this room, they’re the same way. They wouldn’t be here today. But we’re in a situation where we need to do something.”

## **Rental Owners’ Perceptions of the Current Rental market in Mount Pleasant and Their Thoughts on Adapting to Any Changes They See**

### **Low Enrollment Trends**

- Property owners believe they have a vested interest in the community, university, and City. Focus group participants agree that without partnership among these groups, as well as with the Saginaw Chippewa Indian Tribe, Mount Pleasant will suffer economically.
- Low CMU enrollment is a concern for both the university and the City. Some rental property owners perceived/believed that students do not want to attend CMU because of *high tuition rates and the two-year on-campus housing requirement*.
- Some focus group members mentioned that as student enrollments decline, they might be forced to rent to more problematic older adults.

“Kids aren’t considering CMU because of two things: One is the tuition rate and the other is the fact that they want them to live in the dorms for two years. That’s got to go.”

“And since I accepted the money and I couldn’t move her [a problematic tenant] out, I had to file for eviction again.... Then I have all this mess to clean up. ... It’s horrible, I am so ashamed of it. *And that’s a family.* I have never had a problem with [students]. Students, you tell them to clean it up, they clean it up.”

### Perceptions Regarding the City Commission’s Agenda

- Focus-group members believe the City Commission is not supportive of college students and the business community. For example, several participants believe that the city has gained a reputation for disliking college students.
- It is also the opinion of focus group members that the City Commission is trying to become a special interest group in which people with no expertise in certain areas can unanimously make decisions without hearing from others who are knowledgeable stakeholders.

“Yeah I remember those numbers. It was 106 against and 6 for, and they passed it anyway. And with both the City Planning Commission and the City Commission. It was the same situations. This was not an issue that was pushed from the community; this was pushed from the City Commission. What was ... disappointing [was]... they ignored everyone.”

“Three hours into the meeting, the line out the door. Thanks for the input. Boom. We’re voting the other way. That’s basically what it was: a slap in the face for everyone going to those meetings.”

“I was fortunate enough to talk to a lot of students. They don’t feel liked in this town anymore...I can almost say 100% of the kids I talked to don’t feel like they’re welcome in this town anymore. It’s almost like the city doesn’t want them here is the feeling that they had that they were telling me. It’s like ‘you know we’re here. We are paying lots of money. If we’re not wanted, then we’ll go somewhere else’.”

## Market Trends in Mount Pleasant

- According to the participants, the student rental market is lagging.
- Rental property owners indicated that they have already reduced the total number of tenants in individual properties due to a lack of applicants. When prompted during focus group questioning, rental property owners did not feel that they had any options for responding to the decline of potential renters in the area, other than – in some cases – to rent to non-students.
- According to the participants, the housing demand from families is mainly for larger, newer homes, with multiple bedrooms and bathrooms, and with a large lot. Thus, they believe there is unlikely to be a market for older student rental homes with none of these features to be converted to single-family use.

“It wasn’t students that forced families out of [these] neighborhoods [north and south of High street]. It was a natural progression. [Now, family home buyers want] a bigger house, a bigger place. So, what happened? It’s a natural progression. [Most home buyers ] don’t want to live in the small homes that people lived in 60 years ago.”

## Ideas on How to Improve Student Rental Areas Just North and South of High Street.

### Addressing Zoning and Tax Policy Issues

- Focus group participants perceived that many of the City's zoning ordinances prevent prospective renters and buyers from having choices. For example, if the City says garages need to be a certain height, people who want a bigger garage may look elsewhere.
- One rental property owner stated that many young adults (e.g., young couples) cannot afford to purchase houses, but they can afford nice rental properties (such as a duplex). However, focus group participants perceive that the City prevents rental property owners from developing properties for these individuals by strict zoning policies, which are difficult to navigate.
- Rental property owners are reluctant to invest in properties because they are not sure they will get that money back with the current zoning, so properties sit and become run down.

“To build strictly a residential house in the city compared to exactly the same house outside of the city limits, it was about 14 to 18 thousand dollar difference for the exact same house due to the city permits, regulations, and all the changes in codes....”

## **Improving the Culture and Economic Vitality of Mount Pleasant and Assessing Partnerships to Help Achieve Those Ends**

- Participants mentioned that *other universities* (e.g., MSU, GVSU) are in areas that provide job opportunities after graduation. They believe that the Mount Pleasant area has fewer economic opportunities for recent CMU graduates.
- Participants believe that enrollment at CMU needs to be stabilized; once this occurs, rental property owners will have a better sense of where and what to build.

“It’s like night and day [when you compare business development activity in Mount Pleasant to] Clare, Alma, and Midland...Our local city government doesn’t get that it is small businesses that really drive this community.”

“Yeah, [in other cities], they want to get projects done. And that’s not the attitude here: they say ‘nope, this is how you do it, or else you don’t do it. We don’t care.’ We recently did a development in Traverse City where we took it to the commission in one meeting and they said ‘hey, can we help you offset some of the costs on your water tap in this apartment building? We’ll take the payment over a period of ten years instead of whacking you with [all costs up front]. We try to develop projects.’ So there [in Traverse City] it’s like ‘how do we work with this person to develop properties so we can create a tax base.’ There’s no sense of that here [in Mt. Pleasant].

“Like Michigan State and Grand Valley...there’s a community outside of the university that draws those kids to jobs, which we don’t have. Those kinds of things matter.”

## **Examples of Successful Partnerships**

The following examples of partnerships should serve as examples of how beneficial partnerships can be in improving different aspects of a community, which are covered in a wide array of different types.

### **University of Pennsylvania & Philadelphia Community Partnership**

In 1992, the Netter Center for Community Partnerships was founded by Ira Harkavy to help improve, specifically, the community of West Philadelphia. This was created in part due to the “toxic” climate that existed in West Philadelphia in the 1960s and ‘70s, which demanded involvement in things outside of the school system. The core mission of the Netter Center has been the use of academically based community services to help improve the physical community as well as improving education. One example where this can be seen is a lecturer in the Department of Earth and Environmental Science, Richard Pepino, who would teach his students about the epidemiology of lead poisoning, the pathways of its exposure, and methods for community outreach and education. The students then would engage local

middle and high schoolers in exercises that measure lead exposures in neighborhood soil samples. After this, the students would then apply environmental research to assess lead poisoning risks in their homes from old paint and other sources. Without this partnership, knowledge of the dangers that exist around them may not have been noticed and consequently would not have been fixed.

Not only does the Netter Center help the community improve with academic programs, but also helps with University-Assisted Community Schools (UACS). Nine West Philadelphia schools so far are assisted by Netter Center programs. These programs assist them through the University of Pennsylvania, providing them with academic, human, and material resources during the school day, after school, in the evenings, on Saturdays, and in the summer. Site directors who are a part of the Netter center collaborate with each school and its community so that they can determine activities that best serve their specific needs and interests. Through collaborations with the community, there can be greater contributions to both the community and the school, promoting powerful learning and discovery.

Another partnership that was conducted between the University of Pennsylvania and the city of Philadelphia has been in the form of the White House's Metro Lab Network. This initiative aims to improve urban infrastructure and foster equitable development within cities. Much like through the Netter Center, the University will be able to identify and implement real world solutions to improve Philadelphia. The benefit of research universities assisting the community is that they have the physical and human resources to help cities with complex urban challenges through research, development, and deployment of innovative projects, all while keeping them at lower costs. An example of this partnership is in predicting fire risk for the city. This was accomplished by building a geospatial risk prediction model to estimate building fire risk for every property citywide. After this was conducted, they were then able to integrate the predicted risk with fire hydrant locations to create a tool that the fire department can use to allocate its limited hydrant inspection resources. Utilizing these two programs, the partnerships between the University of Pennsylvania and Philadelphia were able to not only create a safer and more appealing environment for those in the community, but also benefit the university through allowing students the experience of applying what they are learning to real world problems.

### **Grand Rapids Community Partnership**

Within the city of Grand Rapids, the Downtown Grand Rapids Inc. (DGRI) is responsible for city building and place-management in the urban core of the city. Since its beginnings in 2013, DGRI has acted as the singular management entity for the combined operations of the Downtown Development Authority, the Downtown Improvement district, and the Monroe North Tax Increment Finance Authority. On top of the boards of directors that have been appointed by the mayor to oversee the unique operations of those three entities, the DGRI is also guided by a Board of Advisors and five separate alliances comprised of citizen volunteers that help guide DGRI's work and investment. Within all groups, DGRI actively engages more than 100 individuals from metro Grand Rapids in the decision-making flow of the organization's fiduciary boards, advisory alliances, and project steering committees.

This leadership network ensures DGRI to bring together people with different knowledge, perspective, and experience to solve problems, identify opportunities, and support directly the day-to-day work of improving Grand Rapids' downtown neighborhoods. In 2018, a major example is the leveraging of public resources. During the fiscal year of 2018, DGRI invested more than \$1.33 million in public space design, beautification, and other infrastructure projects. This investment then leveraged more than \$6.3 million of public funding to support the projects, all achieving a return of \$4.68 for every DGRI managed dollar that was invested into public facilities. Another achievement that was reached through this partnership is through understanding the perceptions of Downtown Grand Rapids as welcoming and inclusive. As the community in Downtown has grown increasingly diverse, it must be able to evolve to appeal to and serve a variety of diverse interests to continue strengthening its economy and culture. By partnering with the Johnson center at Grand Valley State University, they were able to poll public opinion and measure community perception on this metric. Through this 2017 survey, they found that 65% of the residents felt either "very welcome" or "somewhat welcome" in Downtown Grand Rapids. Using these data, DGRI is able to understand how appealing or unappealing the area is so that they can respond with improvements to increase that score back to where it needs to be. The final example of DGRI's work that will be mentioned is the percentage of tree canopies within Grand Rapids. DGRI wanted to focus on this project due to trees delivering a tremendous "bang for your buck." The reasons that a healthy urban forest is remarkably valuable is due to the benefits of producing oxygen, encouraging walking, filtering out air pollution, slowing down traffic, absorbing rainwater and noise, improving property value, and reducing people's stress levels. Due to the work of the partnerships created, DGRI and partners in FY 2018 planted 201 trees and moved the Downtown tree canopy from 5.6% to 6.5%. While this has not quite reached their goal of 10% tree canopy, this is a good start to reach this goal as they continue to plant about 2,000 more trees.

### **University of Chicago**

The University of Chicago, through the use of their Office of Civic Engagement, builds partnerships within local areas around the university.

The partnerships invest time and resources into five key aspects: public safety within the neighborhoods, K-12 education, community health, economic opportunity and entrepreneurship, civic infrastructure, and arts and culture.

### **Hayesville, North Carolina**

Hayesville was a fading town in North Carolina until the start of community partnerships began with the Clay County Communities Revitalization Association.

Promoted, developed, and uplifted the places and experiences that residents and visitors could connect to, boosting economic opportunities throughout the area.

Includes attractions from forests and sacred Cherokee sites to the music and heritage of Appalachia.

Has led to the creation of 15+ miles of biking trails, development of several Cherokee heritage sites and an annual festival, a complete overhaul of the town square and preservation of the historic county courthouse, and a summer concert series.

Accomplished through a series of partnerships with federal and local governments, communities, businesses, landowners, land trusts, and NGOs

### **Pickens, South Carolina**

In 2011, the Pickens Revitalization Association (PRA) was created as an economic development partner for the City of Pickens to help improve the local communities, which later became Ascend Pickens Inc.

Uses the Main Street Four-Point Approach as a unique economic development tool to revitalize their districts by leveraging local assets – from cultural or architectural heritage to local enterprises and community pride.

Works alongside the city to empower the Pickens community with the skills, knowledge, tools, and organizational structure necessary to revitalize Pickens into a vibrant center of commerce and community.

PRA has been involved in several projects from beautification downtown, development of the amphitheater, Doodle trail and Doodle Park, to coming alongside businesses and shepherding them through the process of locating in Pickens using their Business Assistance Guide.

Its mission is to create jobs, enhance community character, promote events and activities, and form many partnerships to continue improving the community.

### **Fairfax County Redevelopment and Housing Authority**

The Fairfax County Redevelopment and Housing Authority and the Department of Housing and Community Development create increased opportunities throughout Fairfax County for housing that is affordable, particularly for people with low to moderate incomes.

It achieves this goal through three main activities:

- Develop, rehabilitate, and preserve affordable housing communities.
- Contribute to the financial investment of private and nonprofit development, rehabilitation, and preservation opportunities.
- Encourage the inclusion of affordable units within market housing projects through County policies.

### **Warr Acres, Oklahoma**

Created a partnership between the city and the community to improve the safety and quality of life for its citizens and businesses and encourages economic growth by developing a town center and a revitalization of the town center.

Accomplishing this using a five-phase plan:

- Dramatically improve infrastructure
- Create a business-favorable atmosphere
- Beautification of NW 50<sup>th</sup> street and Macarthur Boulevard
- Town center revitalization project
- Partnerships with multiple entities

### **Stratford, Ontario**

The advisory committee to the city council is mandated to:

- Foster civic pride, environmental protection, and beautification, through community participation.
- Improve the tidiness, appearance and visual appeal of neighborhoods, parks, open spaces and streets.
- Focus on environmental awareness and preservation of heritage and culture.
- Co-ordinate a host program as required.
- Be financially sustainable.

Works with many community partners to improve the community including the City of Stratford Parks Board, the Energy and Environment committee, the Stratford City Centre Business Improvement Area, as well as many others.

## **Appendix A: Focus Group Questions**

1. What are your concerns with the property and rental markets in Mount Pleasant?
2. Do you notice any trends that are impacting your operations?
3. What incentives might motivate you to sell your properties to families or reduce the number of occupants per rental house?
4. What steps are you taking, or might you consider taking, in response to ongoing lower levels of enrollment at CMU?
5. Do you see any opportunities to respond to the current and future changes in the market?
6. Have you ever considered partnerships with CMU, the city, or other businesses? What would motivate you to consider partnerships?

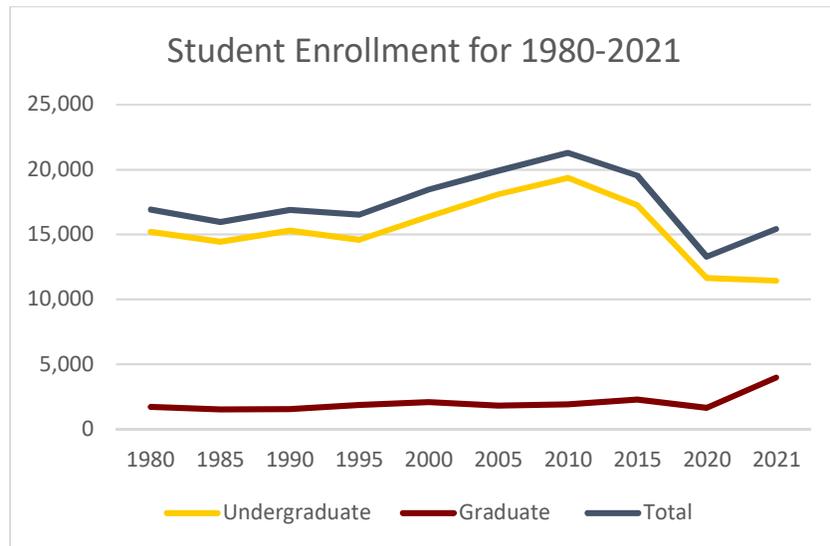
**Appendix B: Focus Group Information Pamphlet**

# City of Mount Pleasant Rental Housing Information



November 5th, 2021

### Past and Current CMU Student Enrollments



Data for past enrollment through 2020 are provided by the University's Academic Planning & Analysis Office and listed on its official website. Data for the fall of 2021 were recently reported by Bob Davies, CMU President, in an email and follow-up report posted by *Central Michigan Life*. The declines in student enrollment in 2010 began because of demographic changes (fewer 18-year-olds). The sharp decline that began in 2020 is likely due to the pandemic. President Davies noted that while the University is attempting to address decreasing enrollment, the University is anticipating lower enrollments over the next five years.

## **Mount Pleasant Housing Report: 2019**

### **Existing Housing Stock**

Approximately 8,300 housing units in the city: not including on-campus housing, short- or long-term care facilities, or homeless shelters.

Unit type: multi-unit complex (43%), single-unit Houses (40%), duplexes (9%), and others (9%)

### **Owner-Occupancy Status**

Owner-occupancy rate dropped from 57.2% to 34.3% between 1950 and 2000.

Since 2000, owner-occupancy rate has remained relatively steady.

Owner-occupancy rates across all neighborhoods: east of Mission Street & southwest (south of High, north of Broomfield, and west of campus) have owner-occupancy rates between 83-91%, whereas houses between campus and downtown for 58% and 63% for Westside.

### **The Influence of Central Michigan University**

Approximately half of the City's 25,711 residents (2017 U.S. Census estimate) are students enrolled in higher education. Of those, approximately 13,000 resided in the city—half living in on-campus housing and half residing elsewhere in the city.

The influence of Central Michigan University (CMU) on the local housing market has contributed to a generally low owner-occupancy rate and the frequency of unit turnover from tenant to tenant.

Owner-occupancy declines between 1950 and 2000 in Mount Pleasant correspond with student enrollment growth at the university and the development of most of the multi-unit complexes in the city.

## Housing Unit Composition

CITY OF MT. PLEASANT HOUSING UNITS, JUNE 2019

Dwelling Type	Dwellings	Units	% All Units	Principal Residence Exemption Status		Rooming Status*	
				Units	%	Units	%
House	3,301	3,301	40%	2,459	74%	120	4%
House + ADU	54	108	1%	38	35%	18	17%
Duplex	365	710	9%	92	13%	128	18%
Triplex	59	177	2%	6	3%	60	34%
Fourplex	31	124	1%	-	0%	36	29%
Multiplex	17	115	1%	-	0%	13	11%
Townhouse	9	66	1%	-	0%	63	95%
Live/Work	1	1	0%	-	0%	-	0%
Mixed Use	53	129	2%	2	2%	10	8%
Multi-Unit Complex	601**	3,572	43%	275	8%	1,695	47%
<b>TOTAL UNITS</b>	<b>3,890</b>	<b>8,303</b>		<b>2,872</b>	<b>35%</b>	<b>2,143</b>	<b>26%</b>

\*Rooming status indicates a dwelling unit licensed for occupancy by 3 or more unrelated individuals.

\*\*601 dwellings in 67 distinct multi-unit complex developments

CITY OF MT. PLEASANT HOUSING UNITS BY TYPE BY NEIGHBORHOOD, JUNE 2019

	CBD	East	North Central	North east	South Central	South east	South west	West
House	18	406	279	382	554	443	386	837
House + ADU	-	8	24	10	52	2	-	10
Duplex	16	44	52	38	270	42	56	192
Triplex	9	3	36	6	120	-	-	3
Fourplex	4	-	20	12	76	-	4	8
Multiplex	6	-	11	8	63	17	10	-
Townhouse	-	-	-	3	43	20	-	-
Live/Work	-	-	-	-	-	-	-	1
Mixed Use	88	2	3	9	15	6	-	4
Multi-Unit Complex	114	-	-	61	219	2,137	877	164
<b>TOTAL UNITS</b>	<b>255</b>	<b>463</b>	<b>425</b>	<b>529</b>	<b>1,412</b>	<b>2,667</b>	<b>1,333</b>	<b>1,219</b>
% Missing Middle	14%	12%	34%	15%	44%	3%	5%	18%
% House	7%	88%	66%	72%	39%	17%	29%	69%
% Rooming	7%	0%	3%	1%	36%	38%	33%	1%
Mean Year Built	Insufficient data	1958	1906	1960	1917	1987	1973	1953
% Principal Residence Exemption	4%	79%	52%	65%	25%	23%	30%	49%
% Principal Residence Exemption, Houses Only	44%	84%	72%	83%	58%	87%	91%	63%
Est. Population*	616	1,119	1,027	1,279	3,413	6,446	3,222	2,946

\*Calculated using an average of the owner and rental occupied household size from the 2017 ACS Estimates multiplied by the number of dwelling units per district. Does not include individuals living in institutional settings, including students residing in on-campus housing.

# COVID EMERGENCY RENTAL ASSISTANCE (CERA)



UP TO 12  
MONTHS  
OF RENT  
ASSISTANCE

WATER, SEWER,  
GAS, ELECTRICITY,  
AND INTERNET  
ASSISTANCE

*Are you behind on rent?* MSHDA has federal funds available to help tenants facing pandemic-related hardships.

The **COVID Emergency Rental Assistance (CERA)** program provides rental and utility assistance for residents who fell behind due to COVID-19. If you or someone you know is behind on rent or utilities, or in court for eviction, there may be resources to help.

TO START THE PROCESS GO TO [WWW.MICHIGAN.GOV/CERA](http://WWW.MICHIGAN.GOV/CERA)

LEARN MORE AT  
[UWGIC.ORG/CERA](http://UWGIC.ORG/CERA)

APPLY NOW AT  
[MICHIGAN.GOV/CERA](http://MICHIGAN.GOV/CERA)

## NEIGHBORHOOD ENTERPRISE ZONE (NEZ)

The Neighborhood Enterprise Zone (NEZ) Program was established by Public Act 147 of 1992, as amended. The program provides a tax incentive for the development and rehabilitation of residential housing. A qualified local unit of government may designate one or more areas as a NEZ within that local unit of government. The program was established to spur the development and rehabilitation of residential housing in communities where it may not otherwise occur. The program also encourages owner-occupied housing and new investment in communities.

### WHO IS ELIGIBLE TO APPLY?

A qualified local unit of government, as defined under Section 2 of the Obsolete Property Rehabilitation Act 2000 PA 146, or a county seat.

### HOW DOES IT WORK?

A community will reduce the taxes on property for up to 15 years in designated areas to promote the revitalization of those neighborhoods. Developers and owners must first seek approval for the NEZ benefits before starting a project. There are three different types of projects that can be undertaken in an NEZ:

- A homestead facility is defined as an existing structure, purchased by or transferred to an owner after December 31, 1996, that has as its primary purpose residential housing consisting of one or two units, one of which is occupied by an owner as their principle residence and that is located within a platted subdivision.
- A rehabilitated facility is defined as an existing structure or a portion of an existing structure with a current true cash value of \$80,000 or less per unit that has or will have as its primary purpose residential housing consisting of 1–8 units.
- A new facility is defined as a new structure or portion of a new structure that has as its primary purpose residential housing consisting of one or two units, one of which will be owner occupied as a principal residence. This definition includes a new individual condominium unit, in a structure

with one or more condominium units, that has as its primary purpose residential housing which will be owner-occupied as a principal residence. Except when project meet ALL of the following items, a new facility does not include apartments:

- > Rented or leased or is available for rent or lease.
- > A mixed use building or located in a mixed use building that contains retail business space on street level floor.
- > Located in a qualified downtown district (DDA, PSD, or boundaries identified by the local government in an area zoned and primarily used for business).

### WHAT IS THE PROCESS?

**Note:** The following steps are offered as general guidelines only and the legislation should be reviewed by local officials prior to starting the designation process.

#### Local Government Process to Designate a NEZ

1. The governing body of a qualified local unit of government by resolution may designate one or more NEZs within that local governmental unit. The NEZ must contain, at a minimum, platted parcels of land and the land must be compact and contiguous. Minimum number of parcels and maximum percent of acreage vary depending on type of designation.
2. Written notice is provided to the assessor and to the governing body of each taxing unit not less than 60 days before passing the resolution designating a NEZ.
3. The governing body makes a finding that the proposed NEZ is consistent with the master plan, neighborhood preservation and economic development goals of the local governmental unit.
4. The governing body adopts a statement of the local unit of government's goals, objectives and policies relative to the maintenance, preservation, improvement and development of housing for all persons regardless of income level living within the proposed NEZ.

5. The governing body passes a housing inspection ordinance that, at a minimum, requires that before the sale of a unit in a new or rehabilitated facility for which a NEZ certificate is in effect, an inspection is made of the unit to determine compliance with any local construction or safety codes and that a sale may not be finalized until there is compliance with those local codes.
6. The governing body holds a public hearing not later than 45 days after the date the notice is sent but before acting upon resolution.
7. Assessor determines and furnishes the governing body the amount of true cash value of the property located within the proposed NEZ and any other information considered necessary by the governing body.
8. The clerk of the governing body notifies the state tax commission of resolution passage, including a copy of the resolution and a listing of each parcel located in the NEZ, showing parcel code numbers and addresses.

### Owner/Developer Process for Obtaining a NEZ Certificate

1. An owner or developer (or prospective owner or developer) of a proposed new facility or proposing to rehab property in a NEZ files an application for an NEZ certificate with the clerk of the local government. The application must be filed BEFORE a building permit is issued for the new construction or rehabilitation of the facility, unless they qualify for the exceptions provided for in Section 4 (2) of the Act.
2. An owner/developer obtains a building permit and submits a copy to the local unit of government.
3. Upon project completion, the property owner must submit to the local unit of government the following:
  - > *New Facility/ Homestead Facility*—certificate of occupancy and/or an affidavit executed by the owner affirming that the facility is occupied by the owner as a principal residence.
  - > *Rehabilitated Facility*—an affidavit executed by the owner affirming that the facility is occupied

by the owner as a principal residence, a certificate that the improvements have met the minimum cost requirements and the local building code standards issued by the local building inspector, and a certificate of occupancy if required by the local building permits or codes.

4. The local government will forward an application approved by resolution and the appropriate documentation (building permit, resolution contractor estimates, legal description and parcel number) to the state tax commission within 60 days of receiving it.
5. The State Tax Commission will issue a certificate to the applicant if it is determined that the facility complies with the NEZ program requirements within 60 days of receipt of the complete application from local government. Copies of the certificate will be sent to the applicant, assessor's office and each affected taxing unit.

### Rehabilitation Cost Requirements

1. Improvements, if done by a licensed contractor, are estimated at more than \$5,000 per owner-occupied unit or 50% of the true cash value (whichever is less), or \$7,500 per non-owner-occupied unit or 50% of the true cash value (whichever is less).
2. If the owner proposes improvements that would be done by the owner, the cost of the materials must be in excess of \$3,000 per owner-occupied unit or \$4,500 per non-owner-occupied unit. Improvements estimated by the owner should not include the cost of labor.
3. These improvements must bring the structure into conformance with minimum building code standards. A rehabilitated facility does not include a facility rehabilitated with the proceeds of an insurance policy for property or casualty loss.

### NEZ Certificate

1. The NEZ certificate becomes effective December 31 of the year the new facility or rehabilitated facility is substantially completed and for a new facility occupied by an owner as a principal residence.

**OR**—If a new facility is substantially completed in a year but is not occupied by an owner as a principal residence until the following year, upon the request of the owner, the effective date of the NEZ shall be December 31 in the year immediately preceding the date of occupancy by the owner as a principal resident.

**OR**—Upon the request of the owner, the effective date of the NEZ for a rehabilitated facility shall be December 31 in the year immediately preceding the date on which the rehabilitated facility is substantially completed.

2. Certificates are effective for up to 15 years, depending on the local government unit and the type of project.
3. A certificate can be transferred to succeeding property owners within the 12 years provided that the new owner meets the NEZ requirements for the program.
4. A certificate expires if an owner fails to complete the filing within two years after the certificate is issued.
5. A certificate is automatically revoked if any one of the following exists:
  - > The new facility is no longer a homestead or residential facility.
  - > The NEZ tax is not paid or property tax is not paid.
  - > If the state tax commission is notified that the structure is not in compliance with local construction, building or safety codes.
6. Requests for certificate revocation must be made to the State Tax Commission.

### NEZ Tax

1. The NEZ tax is levied on NEZ certificate holders in place of ad valorem real property taxes on the new or rehabilitated facility (not on the land on which the facility is located). The property taxes levied on the land will continue to be collected as they would without the NEZ designation.

2. The NEZ tax is an annual tax payable at the same time, and in the same way, taxes under the general property tax act are collected.
3. Until paid, the NEZ tax is a lien on the real property upon which the new facility or rehabilitated facility subject to the certificate is located.
4. School taxes are reimbursed by the state.

### New Facility Property Tax Calculation

- *Financial Residence Property*—Apply one-half of the previous year's state average principal residence millage rate to the value of the facility.
- *Non-Principal Residence Property*—Apply one-half of the previous year's state average non-principal residence millage rate to the taxable value of the facility
  - > The NEZ tax on new construction attached to an existing facility will only apply to the addition. The rest of the facility will continue to be assessed regular property taxes.

### Rehabilitated Facility Tax Calculation

- Apply the current total millage rate to the previous year's taxable value of the rehabilitated portion of the facility (not including the land).

### WHY WOULD A COMMUNITY WANT TO ESTABLISH A NEZ?

A Neighborhood Enterprise Zone provides a tax incentive for the development and rehabilitation of residential housing and to spur the development and rehabilitation of residential housing in communities where it may not otherwise occur. A NEZ also promotes neighborhood revitalization, encourages owner occupied housing and new investment by lowering property taxes.

### SUPPORTING STATUTE

Public Act 147 of 1992, as amended

Minutes of the regular meeting of the City Commission held Monday, February 14, 2022, at 7:01 p.m., in the City Commission Room, 320 W. Broadway St., Mt. Pleasant, Michigan with virtual options.

Mayor Perschbacher called the meeting to order.

The Pledge of Allegiance was recited.

Commissioners Present: Mayor Amy Perschbacher and Vice Mayor Olivia Cyman; Commissioners Mary Alsager, Brian Assmann, Liz Busch, Maureen Eke & George Ronan

Commissioners Absent: None

Others Present: City Manager Aaron Desentz and City Clerk Heather Bouck

### Proclamations and Presentations

Officer Darryl Johns was introduced as the City's newest Police Officer and sworn in by Chief of Police Lauria.

### Additions/Deletions to Agenda

Moved by Commissioner Eke and seconded by Commissioner Busch to remove Item #11 from the agenda and place it on the March 14<sup>th</sup> meeting agenda. Motion unanimously adopted.

### Receipt of Petitions and Communications

Received the following petitions and communications:

2. City Manager report on pending items;
  - a. Monthly report on police related citizen complaints received.
3. Airport Joint Operations and Management Board Meeting Minutes. (December)
4. Traffic Control Committee Meeting Minutes. (December)
5. Zoning Board of Appeals Meeting Minutes. (December)
6. Planning Commission Meeting Minutes. (January)
7. Communication from Robert Backus in opposition to Special Assessment District #2-22.

Moved by Commissioner Busch and seconded by Commissioner Eke to approve the following items on the Consent Calendar:

8. Minutes of the regular meeting of the City Commission held January 24, 2022, as amended.
9. Minutes of the closed session of the City Commission held January 24, 2022.
10. Receive recommended text change to Section 154.414 of the City of Mt. Pleasant Zoning Ordinances to update band sign standards and delete reference to downtown Mt. Pleasant signage design guidelines and set a public hearing for Monday, March 14, 2022 at 7:00 p.m. on same.
11. (Removed from the agenda and postponed until March 14, 2022 meeting.)

12. Bid of Insight Pipe Contracting of Harmony, Pennsylvania in the amount of \$137,402 for the 2022 Sewer Relining Project and budget amendment in the amount of \$26,260 for same.
13. Warrants dated January 24 & 27 and February 2, 9 & 10, 2022 and Payrolls dated January 21 and February 4, 2022 all totaling \$1,265,009.98.

AYES: Commissioners Alsager, Assmann, Busch, Cyman, Eke, Perschbacher & Ronan  
NAYS: None  
ABSENT: None  
Motion unanimously adopted.

A public hearing was held on Special Assessment District 1-22, reconstruct the alley in the block between Michigan, Main, Broadway & University in the City to consider approval of Resolution #5 to approve the roll and set the payment terms. Attorney Robert Backus, 115 S. University Ave., expressed his opposition to Special Assessment District 2-22 as it provides no increased value to his property.

There being no additional public comments or communications, the Mayor closed the public hearing.

Moved by Commissioner Alsager and seconded by Commissioner Eke to adopt Resolution #5 for Special Assessment District 1-22 as presented.

SPECIAL ASSESSMENT DISTRICT 1-22  
RESOLUTION NO. 5

WHEREAS, the City Commission held a public hearing on February 14, 2022 after due and legal notice and reviewed the special assessment roll to defray Special Assessment District No. 1-22, share of the cost of certain public expenditures, described as reconstruct the alley in the block between Michigan, Main, Broadway & University in the City Special Assessment District No. 1-22; and,

WHEREAS, after hearing all persons interested therein and after carefully reviewing the special assessment roll, the Commission deems said special assessment roll to be fair, just and equitable and that each of the assessments contained thereon are in accordance with the benefits to be derived by each parcel of land assessed;

NOW, THEREFORE, BE IT RESOLVED THAT:

1. Said special assessment roll as prepared by the City Assessor, in the amount of \$142,000.00 with \$62,812.85 being paid by the properties specifically benefited and with \$79,187.15 paid by the city-at-large is hereby confirmed.
2. Said special assessment roll is payable in thirteen (13) annual installments which shall be due and payable beginning on July 1, 2023.
3. Interest shall be charged on the unpaid balance of said special assessment roll at the rate of three percent (3%), commencing three (3) months after notification that the project has been completed. There will be no interest if paid within three (3) months of the written notification from the City Treasurer.
4. The City Clerk is directed to attach the warrant to a certified copy of this resolution within ten (10) days after its adoption requesting the City Assessor to spread and the City Treasurer to collect the sums and amounts as directed by the Commission.

5. The City Clerk is directed to endorse the date of confirmation on the roll.
6. All resolutions and parts of resolutions conflicting with the provisions of this resolution are rescinded.

AYES: Commissioners Alsager, Busch, Cyman, Eke, Perschbacher & Ronan

NAYS: Commissioner Assmann

ABSENT: None

Motion carried.

A public hearing was held on Special Assessment District 2-22, reconstruct the alley between Broadway and Michigan from University to 115.5 feet east of Franklin in the City to consider approval of Resolution #5 to approve the roll and set the payment terms. Attorney Robert Backus, 115 S. University Ave., indicated that his earlier comments from Item #14 stand for this District. Communication in opposition of the special assessment received from Attorney Backus listed in Receipt of Petitions and Communications section of the Minutes.

There being no additional public comments or communications, the Mayor closed the public hearing.

Moved by Commissioner Alsager and seconded by Commissioner Ronan to adopt Resolution #5 for Special Assessment District 2-22.

#### SPECIAL ASSESSMENT DISTRICT 2-22

#### RESOLUTION NO. 5

WHEREAS, the City Commission held a public hearing on February 14, 2022 after due and legal notice and reviewed the special assessment roll to defray Special Assessment District No. 2-22, share of the cost of certain public expenditures, described as reconstruct the alley between Broadway and Michigan from University to 115.5 feet east of Franklin in the City Special Assessment District No. 2-22; and,

WHEREAS, after hearing all persons interested therein and after carefully reviewing the special assessment roll, the Commission deems said special assessment roll to be fair, just and equitable and that each of the assessments contained thereon are in accordance with the benefits to be derived by each parcel of land assessed;

NOW, THEREFORE, BE IT RESOLVED THAT:

1. Said special assessment roll as prepared by the City Assessor, in the amount of \$132,000.00 with \$53586.96 being paid by the properties specifically benefited and with \$78,413.04 paid by the city-at-large is hereby confirmed.
2. Said special assessment roll is payable in eight (8) annual installments which shall be due and payable beginning on July 1, 2023.
3. Interest shall be charged on the unpaid balance of said special assessment roll at the rate of three percent (3%), commencing three (3) months after

notification that the project has been completed. There will be no interest if paid within three (3) months of the written notification from the City Treasurer.

4. The City Clerk is directed to attach the warrant to a certified copy of this resolution within ten (10) days after its adoption requesting the City Assessor to spread and the City Treasurer to collect the sums and amounts as directed by the Commission.

5. The City Clerk is directed to endorse the date of confirmation on the roll.

6. All resolutions and parts of resolutions conflicting with the provisions of this resolution are rescinded.

AYES: Commissioners Alsager, Busch, Cyman, Eke, Perschbacher & Ronan

NAYS: Commissioner Assmann

ABSENT: None

Motion carried.

### Announcements on City-Related Issues and New Business

Commissioner Ronan would like the Police Related Citizens Complaint Report posted to the City website.

Mayor Perschbacher announced the following activities and welcomed the public to participate: Michigan Economic Development Corporation's Match on Main, applications due by March 5<sup>th</sup>. For information and an application visit <https://www.miplace.org/small-business/match-on-main/application/>; Art Reach Festival of Banners. Entry deadline is February 18<sup>th</sup>. For information visit <https://www.artreachcenter.org/festival-of-banners>; and Central Michigan International Film Festival. The cost is \$5.00. More information is available at <https://cmfilmfest.com>. She further encouraged community involvement by applying for the many vacancies on the City's Boards and Commissions. [http://www.mt-pleasant.org/boards\\_and\\_commissions/](http://www.mt-pleasant.org/boards_and_commissions/).

Commissioner Busch announced Mt. Pleasant High School will be presenting The SpongeBob Musical, March 17<sup>th</sup> - 20<sup>th</sup>; the cost is \$10.00.

City Manager Desentz stated that he reached out to the owner of Taco Boy regarding the upcoming Planning Commission review and indicated there will be no enforcement at this time for continued operation of the drive through window. He further stated that a hearing on HB5586 is anticipated in the next couple of weeks in regard to the deed restrictions on the Mt. Pleasant City Property.

### Public Comment on Agenda and Non-Agenda Items

Deb Carey, 309 W. Michigan St., Mt. Pleasant is excited about the marijuana ordinance discussion on the work session agenda this evening and the suggestion of reciprocity. She reminded the Commission that there is community support for this which

was previously displayed through petitions from business owners and the prior citizen petition that did not make the ballot.

The Commission recessed at 7:59 p.m. and went into Work Session at 8:08 p.m.

**WORK SESSION:**

16. Discussion on the City's Medical Marihuana Facilities and Adult-Use Marihuana Establishments ordinances.

Discussion ensued.

17. Discussion on Childcare Stabilization Grant expenses.

Discussion ensued.

Moved by Commissioner Alsager and seconded by Commissioner Busch to adjourn the meeting at 9:13 p.m. Motion unanimously adopted.

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Amy Perschbacher, Mayor

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Heather Bouck, City Clerk

**To:** City Commission

**From:** Appointments Committee (Alsager, Cyman, Ronan)

**Re:** Recommended reappointment for the Tax Increment Finance Authority (TIFA)

The Appointments Committee unanimously recommends the following reappointment:

**Tax Increment Finance Authority:**

Rachel Blizzard

Term ending: December 31, 2025

# Memorandum



TO: Aaron Desentz, City Manager  
FROM: Stacie Tewari, City Engineer  
DATE: February 15, 2022  
SUBJECT: Award Contract for 2022 Pavement Marking Bid and Approve Budget Amendment

## Request:

The City Commission is requested to award the contract for the 2022 Pavement Marking Project to M & M Pavement Marking, Inc., of Grand Blanc, Michigan for \$27,340, and approve a budget amendment of \$4,540.

## Reason:

The bid specifications include application of pavement marking on local streets and major streets. These markings include crosswalks, stop bars, edge striping, railroad crossings, shared lanes, bike lanes on designated streets and stop bars and crosswalks at designated intersections. Attached to this memo is a map that indicates the streets and intersections, to be marked

On February 14, 2022 the following bids were received:

M & M Pavement Marking, Inc. - Grand Blanc, MI	\$27,339.40
P & K Contracting – Troy, MI	\$28,114.64

M & M Pavement Marking, Inc. is the low bidder. The City has previously contracted with this company in the past, and they have the necessary experience and skills to complete this project.

The pavement marking budget for Local Streets is \$1,800 and Major Streets is \$21,000. A budget amendment of \$1,100 for Local Streets and \$3,440 for Major Streets requires approval by the Commission.

## Recommendation:

I recommend award of the 2022 Pavement Marking bid to M & M Pavement Marking for \$27,340, and approval of a budget amendment of \$1,100 for Local Streets and \$3,440 for Major Streets. Funds are available in the 2022 Local and Major Streets budget.

# Memorandum

*Mt. Pleasant*  
[meet here]

TO: Aaron Desentz, City Manager

FROM: William R. Mrdeza  
Community Services & Economic Development Director *W.R.M.*

DATE: February 14, 2022

SUBJECT: Green Tree Revolving Loan Fund Public Hearing Request

## Background:

Previously, the Michigan Economic Development Corporation (MEDC) selected Northern Initiatives to be the Loan Fund Administrator for Community Development Block Grant Revolving Loan Funds (CDBG-RLF) in our region. The City subsequently entered into an agreement with Northern Initiatives to administer the City's portion of the regional CDBG-RLF. City staff have been working with Northern Initiatives and the Middle Michigan Development Corporation to help market the availability of these funds to potential business applicants. One recipient of these funds was Green Tree Cooperative Grocery, Inc. which recently expanded from their previous location north of downtown into their new, larger downtown space in the Broadway Lofts mixed use project located at 410 W. Broadway. In early 2021, Green Tree was approved for a loan of \$320,000 to be used for working capital toward the purchase of inventory and to meet employee payroll. A requirement of the loan was to create at least ten full time equivalent jobs over the next two years that met the definition of low-to-moderated income.

The City was recently informed that Green Tree Cooperative Grocery, Inc. exceeded the job creation requirement of the CDBG-RLF program, triggering the requirement to hold a public hearing. Green Tree continues to be current and in good standing with the other terms of the loan. The purpose of the hearing is to provide the public with a chance to comment on the job creation performance of the program participant, recognizing their satisfactory completion of this CDBG-RLF requirement.

## Requested Action:

At their February 28, 2022 meeting, the City Commission is requested to set a public hearing for March 14, 2022 for the purpose of receiving public comments related to the performance of Green Tree Cooperative Grocery, Inc. in meeting and exceeding its job creation requirement under the CDBG-RLF program as described above.

# Memorandum

TO: Aaron Desentz, City Manager  
FROM: Tim Middleton, Assistant DPW Director  
DATE: February 18, 2022  
SUBJECT: Approve Budget Amendment for WRRF Engineering

## Request

The City Commission is requested to approve an amendment to the 2022 budget for \$895,460 for engineering services for the WRRF rehabilitation project.

## Reason

At the August 9, 2021 meeting, the Commission approved a contract with Fishbeck Engineering for \$1,060,000 to provide design work for the Water Resource Recovery Plant upgrade. The amount of work completed in 2021 was estimated as best as possible and covered in the 2021 budget, leaving the remainder to be completed in 2022 or later. The work completed in 2021 was \$164,540, which leaves a contract balance of \$895,460. The funding for this project was previously approved and this amendment places those funds in the correct budget year. Funds are available in the Water Resource Reserve Fund. Going forward these expenses may be assigned to bond revenue as it becomes available.

## Recommendation

I recommend the City Commission approve an amendment to the 2022 budget for \$895,460 for engineering services for the WRRF rehabilitation project.

CHECK REGISTER FOR CITY OF MT PLEASANT  
CHECK DATE FROM 2/11/2022-2/24/2022

Check Date	Vendor Name	Description	Amount
Bank COMM COMMON CASH			
02/16/2022	CITY TREASURER - UTILITIES	UTILITIES	\$2,474.75
02/17/2022	KRAPOHL FORD LINCOLN MERC	CONTRACT SVCS	6,825.00
02/17/2022	R & T MURPHY TRUCKING, LLC	CONTRACT SVCS	5,073.00
02/23/2022	ABC FASTENER GROUP, INC	SUPPLIES	468.09
02/23/2022	AIRGAS USA, LLC	CONTRACT SVCS	96.08
02/23/2022	AVFUEL CORPORATION	AIRPORT FUEL	23,544.05
02/23/2022	BLOCK ELECTRIC COMPANY	CONTRACT SVCS	348.71
02/23/2022	BLUEGLOBES LLC	SUPPLIES	255.03
02/23/2022	BROWN & BROWN OF CENTRAL MI	ADMIN COSTS	11,250.00
02/23/2022	BS&A SOFTWARE	CONTRACT SVCS	16,064.00
02/23/2022	CDW GOVERNMENT, INC	SUPPLIES	1,981.39
02/23/2022	CENTRAL CONCRETE INC	SUPPLIES	99.40
02/23/2022	CENTURYLINK	COMMUNICATIONS	10.80
02/23/2022	CENTRAL PLUMBING, INC.	CONTRACT SVCS	225.00
02/23/2022	CMU ADVENTURE SEMINARS	CONTRACT SVCS	2,160.00
02/23/2022	CONSUMERS ENERGY	UTILITIES	20,467.37
02/23/2022	COYNE OIL CORPORATION	FUEL	6,262.63
02/23/2022	AARON DESENTZ	REIMBURSEMENT	160.29
02/23/2022	DINGES FIRE COMPANY	SUPPLIES	2,158.62
02/23/2022	DORNBOS SIGN & SAFETY, INC.	SUPPLIES	76.75
02/23/2022	FIDELITY SECURITY LIFE INSURANCE CO	OPTICAL INSURANCE	1,147.74
02/23/2022	SARAH MARSHALL	REIMBURSEMENT	97.24
02/23/2022	FOSTER, SWIFT, COLLINS & SMITH, P.C	CONTRACT SVCS	14,500.53
02/23/2022	GALGOCI OIL COMPANY	AIRPORT FUEL	400.02
02/23/2022	GRANGER	CONTRACT SVCS	68.96
02/23/2022	HACH COMPANY	SUPPLIES	202.54
02/23/2022	HALT FIRE	SUPPLIES	32.75
02/23/2022	HIRERIGHT	CONTRACT SVCS	100.94
02/23/2022	JACK DOHENY COMPANIES, INC	CONTRACT SVCS	2,644.70
02/23/2022	JOSH LOUDENSLAGER	REIMBURSEMENT	28.00
02/23/2022	MAGLOCLLEN, INC.	CONTRACT SVCS	400.00
02/23/2022	MCKENNA	CONTRACT SVCS	540.00
02/23/2022	MEDLER ELECTRIC COMPANY	SUPPLIES	59.75
02/23/2022	TIM LANNEN	REIMBURSEMENT	11.70
02/23/2022	MI ECONOMIC DEVELOPERS ASSOC.	DUES 2022	315.00
02/23/2022	MID MICHIGAN AREA CABLE	4TH QTR 2% FRANCHISE FEE	19,446.60
02/23/2022	MISSION COMMUNICATIONS, LLC	SUPPLIES	3,295.00
02/23/2022	MT. PLEASANT ABSTRACT & TITLE, INC.	CONTRACT SVCS	450.00
02/23/2022	MT PLEASANT HEATING	CONTRACT SVCS	317.00
02/23/2022	MPPS	SUPPLIES	3,093.20
02/23/2022	ALMA TIRE SERVICE INC	SUPPLIES/VEHICLE MAINT	168.51

CHECK REGISTER FOR CITY OF MT PLEASANT  
CHECK DATE FROM 2/11/2022-2/24/2022

Check Date	Vendor Name	Description	Amount
Bank COMM COMMON CASH			
02/23/2022	NYE UNIFORM COMPANY	UNIFORMS	691.50
02/23/2022	O'BOYLE, COWELL, BLALOCK & ASSOC.	CONTRACT SVCS	630.00
02/23/2022	OFFICE DEPOT	SUPPLIES	28.71
02/23/2022	ON DUTY GEAR, LLC	UNIFORMS	77.95
02/23/2022	P&A DEVELOPMENT LLC	FINAL BRDA PAYMENT	4,692.39
02/23/2022	PETTY CASH - ANGIE MCCANN	REIMBURSEMENT	217.40
02/23/2022	PREIN & NEWHOF	CONTRACT SVCS	679.80
02/23/2022	SHRED-IT USA LLC	CONTRACT SVCS	3,340.58
02/23/2022	JUDY SMITH	SUBSIDY GRANT	400.00
02/23/2022	STU'S ELECTRIC	CONTRACT SVCS/SUPPLIES	462.25
02/23/2022	SUNRISE ASSESSING SERVICES, LLC	CONTRACT SVCS	7,500.00
02/23/2022	TRACE ANALYTICAL LABORATORIES, INC.	CONTRACT SVCS	659.00
02/23/2022	KORY DAVIS	CONTRACT SVCS	30.00
02/23/2022	TIARA RAND	CONTRACT SVCS	105.00
02/23/2022	DREW PEREIDA	CONTRACT SVCS	30.00
02/23/2022	MAX SLY	CONTRACT SVCS	30.00
02/23/2022	THOMAS PACKARD	CONTRACT SVCS	60.00
02/23/2022	MATT THOMAS	CONTRACT SVCS	75.00
02/23/2022	MELISSA WANINK	CONTRACT SVCS	60.00
02/23/2022	JASON VANLIEW	REIMBURSEMENT	100.00
02/23/2022	VERIZON CONNECT NWF, INC.	CONTRACT SVCS	210.47
02/23/2022	VERMONT SYSTEMS, INC	CONTRACT SVCS	8,982.00
COMM TOTALS:			
Total of 63 Checks:			\$176,383.19
Less 0 Void Checks:			0.00
Total of 63 Disbursements:			<u>\$176,383.19</u>

# Memorandum



TO: Aaron Desentz, City Manager  
FROM: Ryan Longoria, Director of Recreation and Sports  
DATE: February 17, 2022  
SUBJECT: PEAK Childcare Stabilization Grant  
CC: Jacob Kain, Assistant Director of Community Services

Request:

The Recreation Department is seeking final approval for the spending plan developed in response to funds received for the PEAK program through the State of Michigan's Childcare Stabilization Grant.

Reason for Request:

In the fall of 2021, the State of Michigan passed a budget that included \$700 million in grant funding to support child care providers in the form of Childcare Stabilization Grants. Since PEAK operates five (5) licensed sites, grant funds were awarded to the program for Fancher, Ganiard, McGuire, Pullen, and Vowles Elementary schools in the amount of \$677,622.50.

Additional Grant Funds (\$657,162.50) – Must be spent by 5/30/2022

In accordance with the eligible grant expenses, staff is recommending that the bulk of the remaining grant funds be allocated toward reimbursement of program expenses within the allowable spending period (03/11/2021-03/31/2022), as well as the other allowable expenses outlined below.

Recommended spending plan:

**3/11 to 3/31/2022 Planned/Paid Program Costs**

Full-time and part-time staffing, including fringe benefits	\$ 477,347.50
2021 Supplies and contracted services	\$ 51,200.00
Overhead	<u>\$ 50,960.00</u>
	\$ 579,507.50

**Additional Program Costs from Grant Funds**

Staff retention/recruitment bonuses	\$ 21,500.00
2022 summer/fall staffing, supplies, contracted services	<u>\$ 56,155.00</u>
	\$ 77,655.00

Reimbursed Program Funds

As outlined in the previous CSG memo and discussed at February 14<sup>th</sup> City Commission work session, reimbursement of program funds will open up additional opportunities for the City to use those funds moving forward. Previously planned/paid funds would be used for additional scholarship funding for participating families, steady tuition rates, enhanced programming, increased staff wages, and long-term program stabilization.

Recommendation:

Approve the spending plan outlined in this memo and move forward with placing the reimbursed funds (\$579,507.50) into fund balance to ensure the sustainability and long-term health of the PEAK program.

A 2022 budget amendment in the amount of \$77,655.00 to cover the staff recruitment/retention payments and 2022 additional staffing costs, supplies, and contracted services (included in the above spending plan) is also requested as well as a 2022 budget amendment in the amount of \$20,500 for the required bonus to be paid upon acceptance of the grant.

RL/lmw

# Memorandum



TO: Aaron Desentz, City Manager  
FROM: Stacie Tewari, City Engineer  
DATE: February 15, 2022  
SUBJECT: Award Contract for the 2022 Sidewalk Project Bid

**Request:**

The City Commission is requested to award the contract for the 2022 Sidewalk Project to The Isabella Corporation of Mt Pleasant, Michigan for \$132,880.00 and approve a budget amendment of \$27,510.

**Reason:**

The 2022 Sidewalk Replacement Project includes complaint locations along with sections of sidewalk that need to be replaced due to conditions found during our PASER review process.

New sidewalk will be installed on Southmoor and Bellows Streets. The Southmoor location is, the south side, between Crawford and Watson Streets near Vowles Elementary. The Bellows location starts at Douglas and continues west to entrance of CMU parking lot #1, on the north side. CMU has agreed to reimburse the city for the additional costs to have the sidewalk installed to their specifications, which includes additional width and reinforcements for plow vehicles. The reimbursement would be billed to CMU following construction and deposited back to the General fund.

An alternate location for replacement sidewalk was included in the bid at the intersection of Crapo and Preston streets. DPW received complaints about the crossing at this intersection late in the planning process. This location currently does not have ADA compliant ramps for pedestrians to cross Preston Street. This section of sidewalk is highly traveled by Mt Pleasant High School students and residents who live in the area.

On February 14, 2022, the following bids were received.

	Base Bid	Alternate Bid	Total Bid
The Isabella Corporation, Mt. Pleasant	\$126,196.75	\$6,678.00	\$132,874.75
J & N Concrete Inc., Mt. Pleasant	\$137,273.00	\$8,988.00	\$146,271.00
Robbin Harsh Excavating, Clare	\$146,961.00	\$9,717.25	\$156,678.25

**Additional Costs:**

Base Bid:	Tree Removal (F & K Tree Service)	\$5,265.00
	Stump Removal (Streets Dept.)	\$3,500.00
	Railroad Flagger (GLC R.R.)	<u>\$2,250.00</u>
	Total	\$11,015.00
CMU Reimbursement (Estimate)		\$6,920.00
Total Budget		\$116,380

# Memorandum



## Options:

Option #1 – Authorize contract with The Isabella Corporation for the 2022 Sidewalk Project for \$132,880 including the additional alternate sidewalk location. The total project cost would be \$143,890 which requires a budget amendment of \$27,510 in the general fund budget.

Option #2 – Authorize contract with The Isabella Corporation for the 2022 Sidewalk Project for \$126,200 not including the additional alternate sidewalk location. The total project cost would be \$137,220 which requires a budget amendment of \$20,840 in the general fund budget.

Option #3 – Decrease scope of the project, by having Engineering hold back some locations to the 2023 Sidewalk project. This would include removing the alternate sidewalk location and any non-complaint locations first.

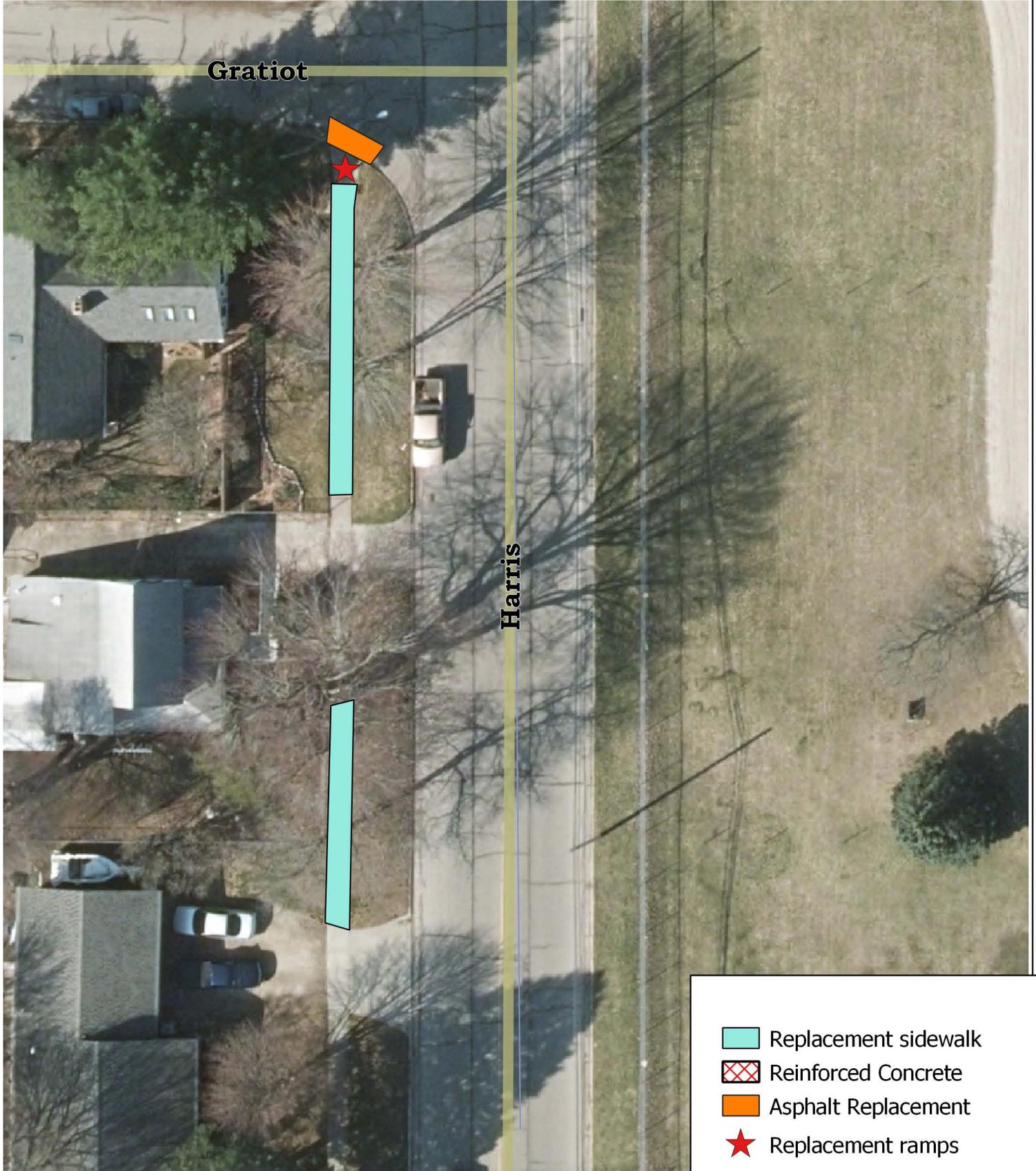
Sidewalks are paid for in the general fund with a corresponding transfer from the major streets funds. Budget amendment approvals for sidewalk must include approval of the fund transfers as well.

## Recommendation:

I recommend the City Commission award the contract for the 2022 Sidewalk Project to The Isabella Corporation for \$132,880 to include the base bid and bid alternate, and approve a budget amendment of \$27,510 in the general fund budget along with the corresponding transfer from the major streets fund. CMU would reimburse a portion of the Douglas sidewalk for an estimated cost of \$6,920.

# SIDEWALK REPLACEMENT

City of Mt. Pleasant



-  Replacement sidewalk
-  Reinforced Concrete
-  Asphalt Replacement
-  Replacement ramps



Public Works *Mt. Pleasant*  
Engineering [meet here]

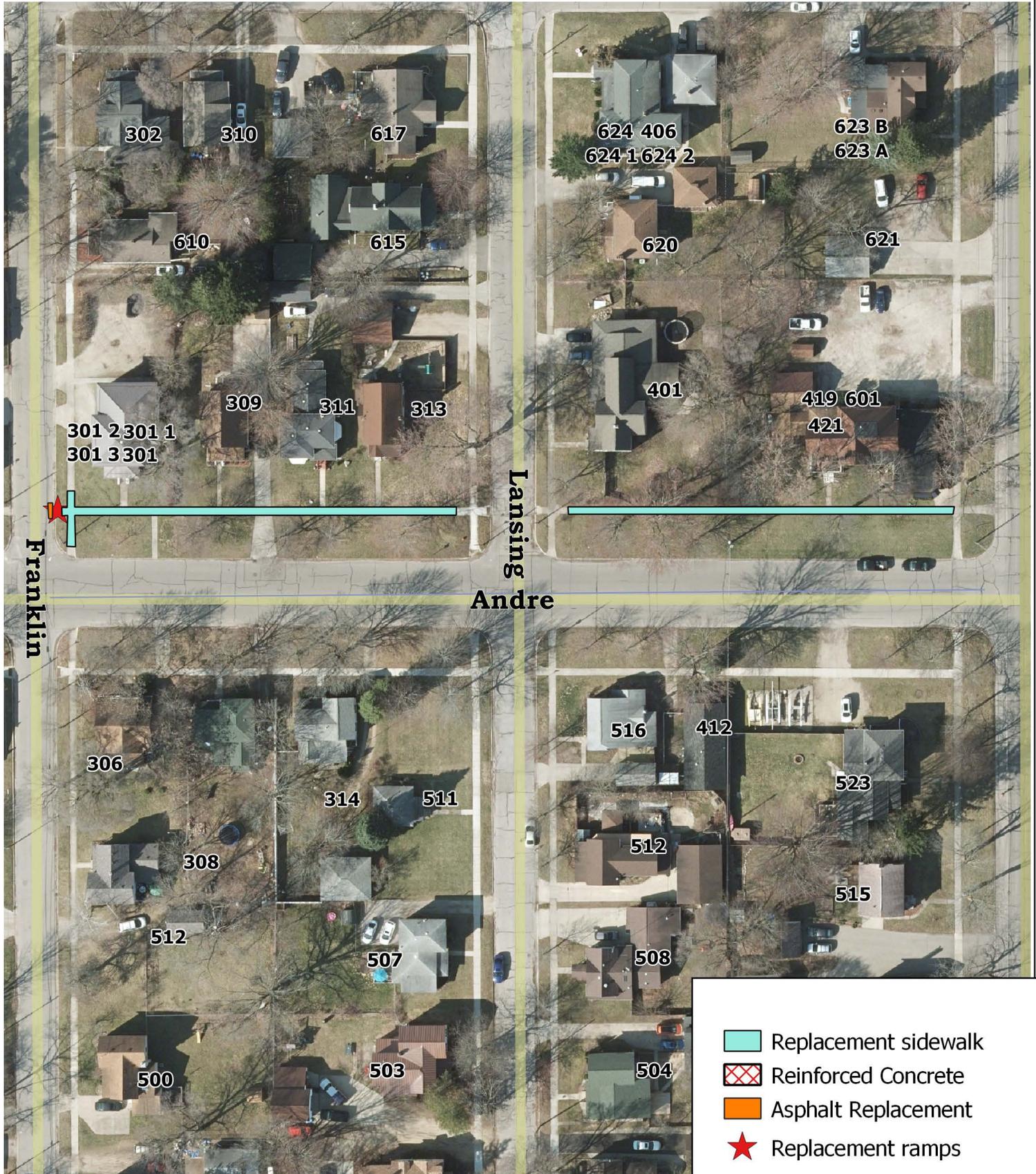
City of Mt. Pleasant - 320 West Broadway - Mt. Pleasant, MI 48858 - www.mtpleasant.org



Published: Dec-28-2021  
\\comppile\GIS\Departmental

# SIDEWALK REPLACEMENT

City of Mt. Pleasant



-  Replacement sidewalk
-  Reinforced Concrete
-  Asphalt Replacement
-  Replacement ramps



Public Works *Mt. Pleasant*  
Engineering [meet here]

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# SIDEWALK REPLACEMENT

City of Mt. Pleasant



**Broadway**

217

215

209

207

-  Replacement sidewalk
-  Reinforced Concrete
-  Asphalt Replacement
-  Replacement ramps



Public Works *Mt. Pleasant*  
Engineering City of Mt. Pleasant Engineering meet here

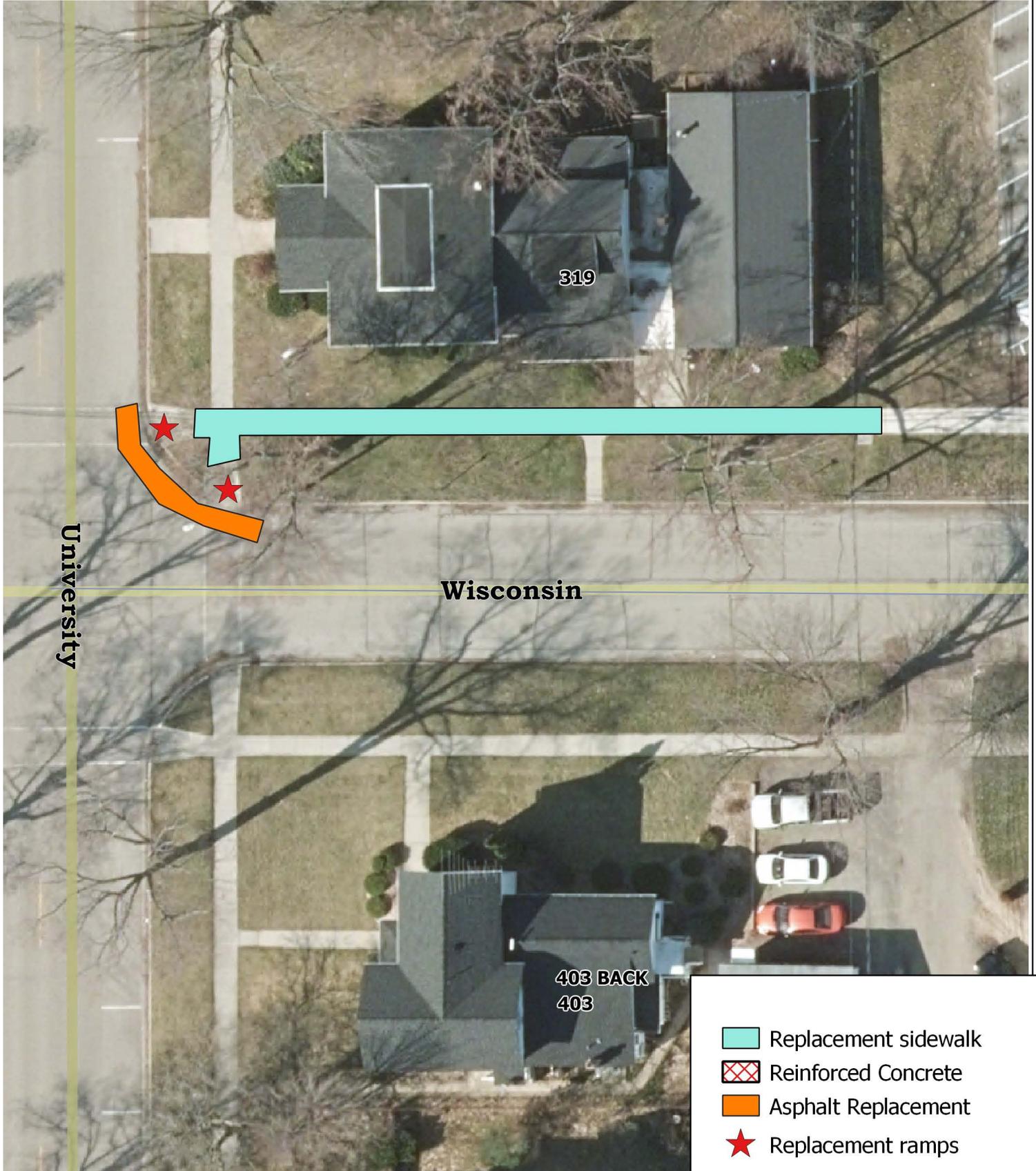
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Published: Dec-28-2021  
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# SIDEWALK REPLACEMENT

City of Mt. Pleasant



-  Replacement sidewalk
-  Reinforced Concrete
-  Asphalt Replacement
-  Replacement ramps



Public Works *Mt. Pleasant*  
Engineering [meet here]

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# SIDEWALK REPLACEMENT

City of Mt. Pleasant



Fancher

-  Replacement sidewalk
-  Reinforced Concrete
-  Asphalt Replacement
-  Replacement ramps



Public Works *Mt. Pleasant*  
Engineering [meet here]

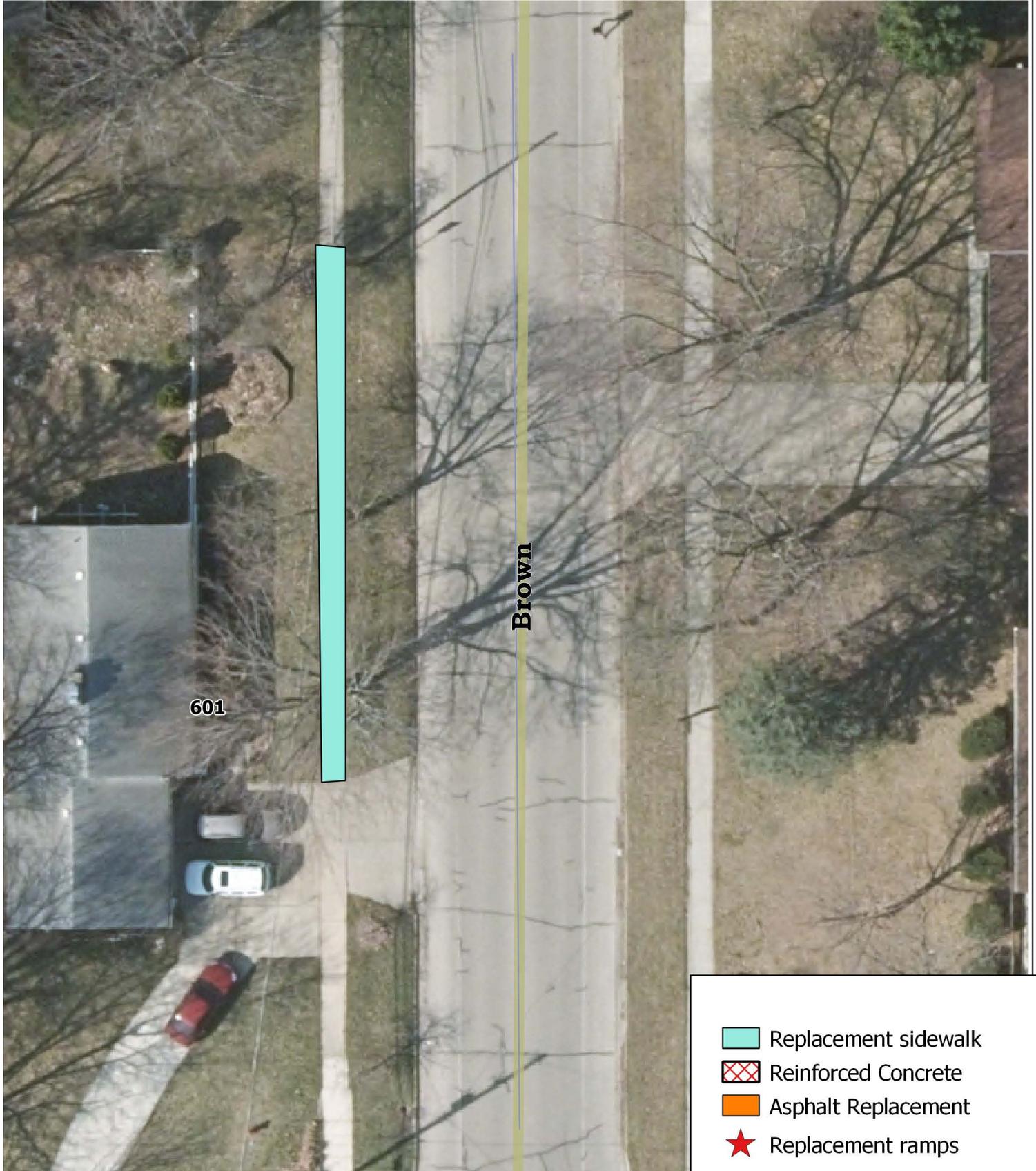
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# SIDEWALK REPLACEMENT

City of Mt. Pleasant



Public Works *Mt. Pleasant*  
Engineering [meet here]

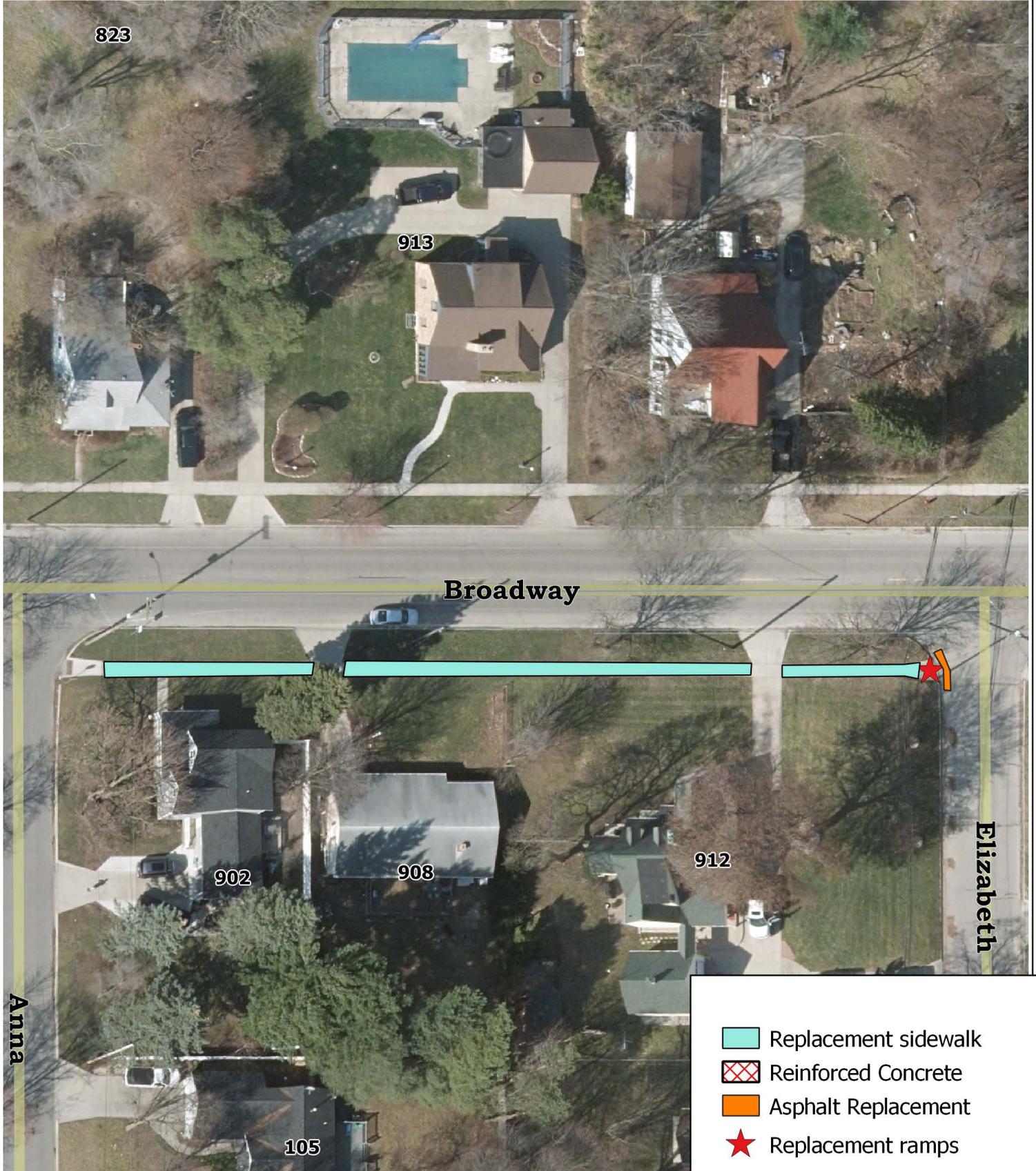
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# SIDEWALK REPLACEMENT

City of Mt. Pleasant



-  Replacement sidewalk
-  Reinforced Concrete
-  Asphalt Replacement
-  Replacement ramps



Public Works *Mt. Pleasant*  
Engineering meet here

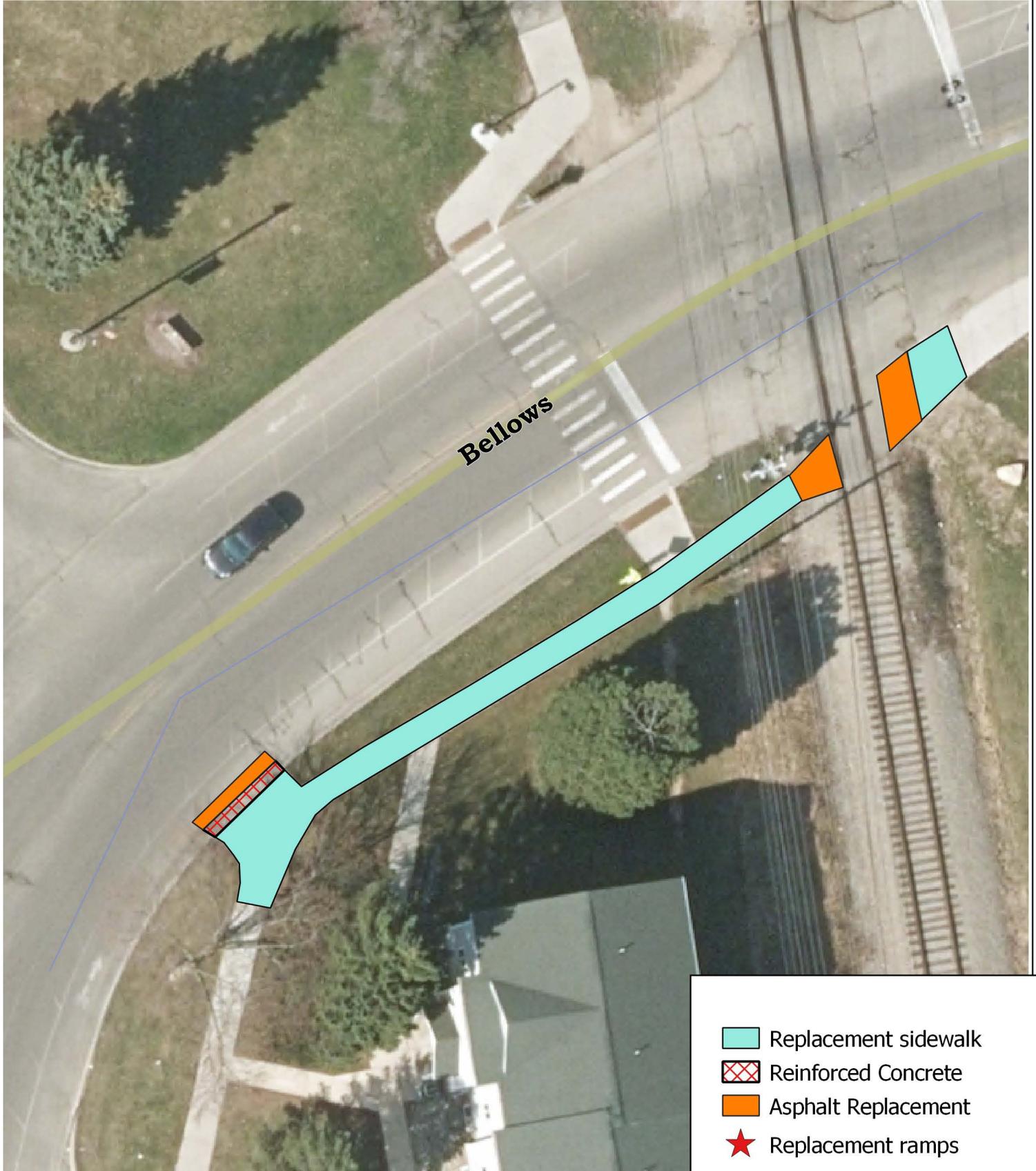
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# SIDEWALK REPLACEMENT

City of Mt. Pleasant



-  Replacement sidewalk
-  Reinforced Concrete
-  Asphalt Replacement
-  Replacement ramps



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# SIDEWALK REPLACEMENT

City of Mt. Pleasant



-  Replacement sidewalk
-  Reinforced Concrete
-  Asphalt Replacement
-  Replacement ramps



Public Works *Mt. Pleasant*  
Engineering [meet here]

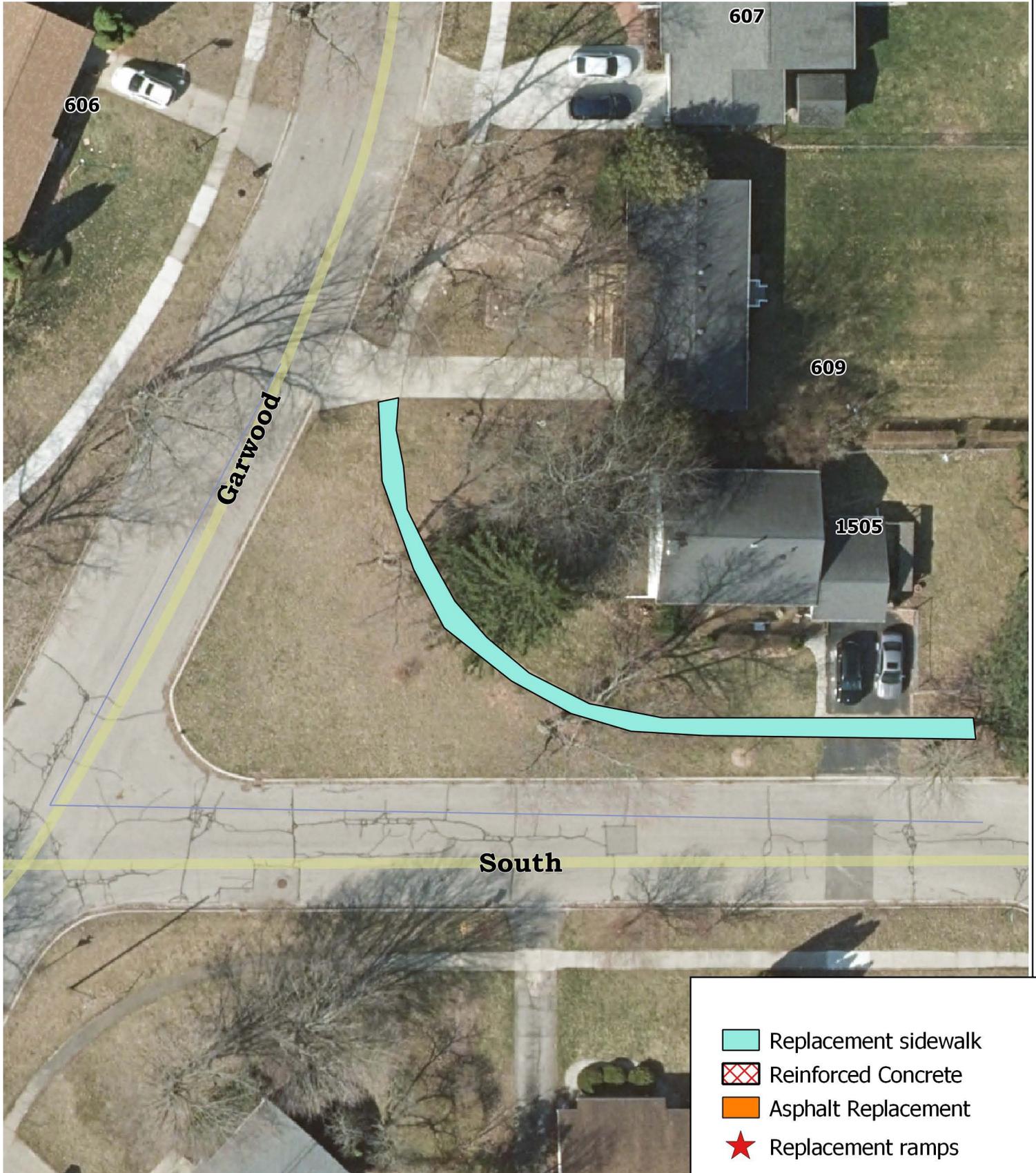
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# SIDEWALK REPLACEMENT

City of Mt. Pleasant



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# SIDEWALK REPLACEMENT

City of Mt. Pleasant



-  Replacement sidewalk
-  Reinforced Concrete
-  Asphalt Replacement
-  Replacement ramps



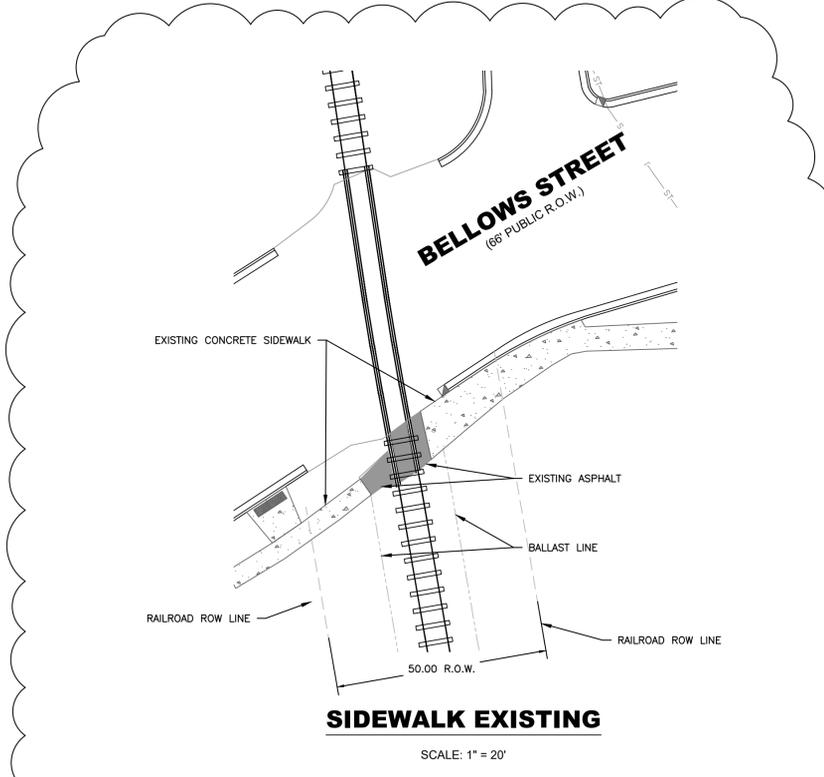
Public Works *Mt. Pleasant*  
Engineering Engineering meet here

City of Mt. Pleasant - 320 West Broadway - Mt. Pleasant, MI 48858 - [www.mtpleasant.org](http://www.mtpleasant.org)

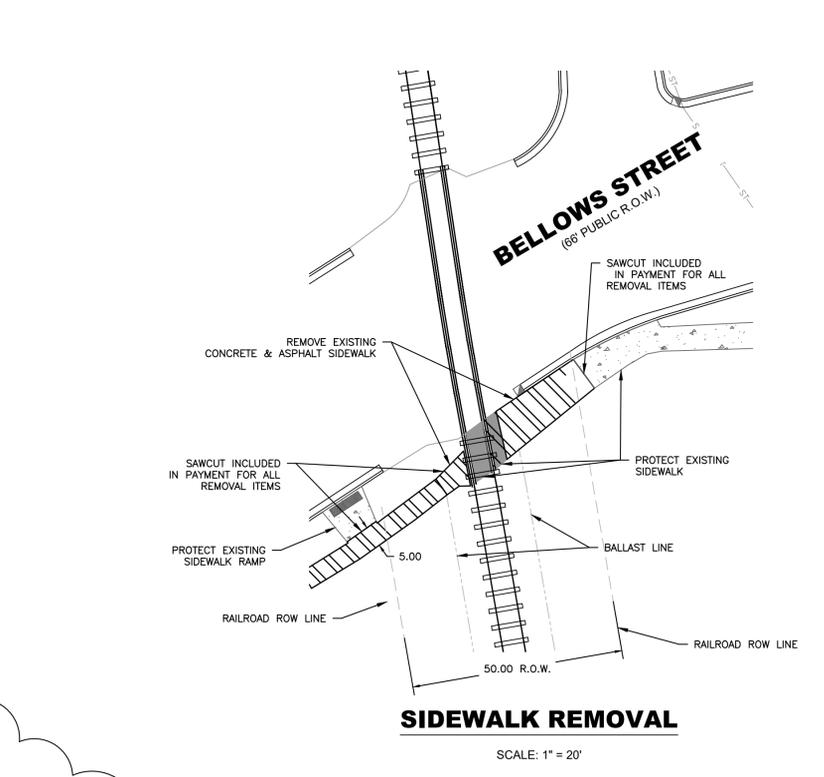


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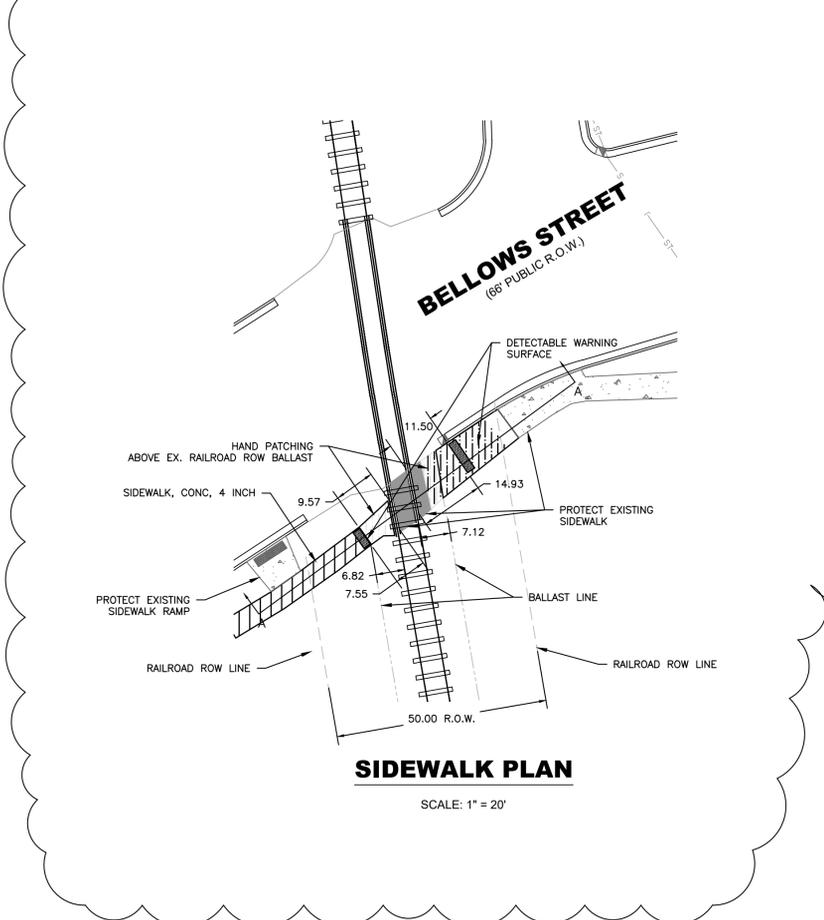
**CALL MISS DIG**  
 BEFORE DIGGING UNDERGROUND OR WORKING NEAR OVERHEAD WIRES, CALL MISS DIG AT LEAST 3 BUSINESS DAYS IN ADVANCE OF STARTING YOUR PROJECT. (800) 482-7171  
**IT'S THE LAW**



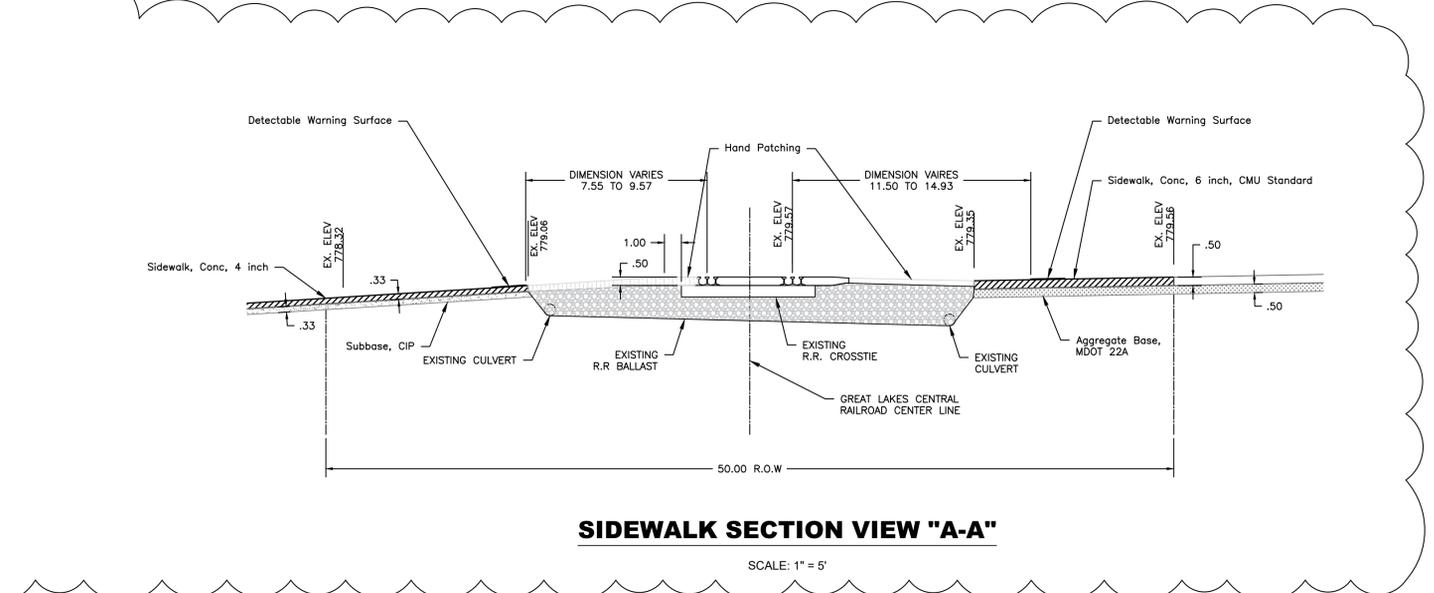
**SIDEWALK EXISTING**  
 SCALE: 1" = 20'



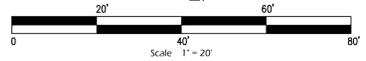
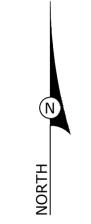
**SIDEWALK REMOVAL**  
 SCALE: 1" = 20'



**SIDEWALK PLAN**  
 SCALE: 1" = 20'



**SIDEWALK SECTION VIEW "A-A"**  
 SCALE: 1" = 5'



**RAILROAD NOTES**

1. PROVIDE TRAFFIC REGULATOR AT RAILROAD CROSSING IF MOVEMENT OF TRAFFIC IS RESTRICTED TO ALTERNATING ONE-WAY TRAFFIC THROUGH CONSTRUCTION AREA AT CROSSING. THE TRAFFIC REGULATOR WILL SERVE TO STOP TRAFFIC FOR VEHICLES TRAVELING IN THE DIRECTION OPPOSED TO NORMAL FLOW AND PREVENT THEM FROM ENTERING THE CROSSING UPON A TRAIN APPROACHING THE CROSSING. WHEN THE RAILROAD CROSSING IS IN THE INFLUENCE ZONE OF ACTIVE CONSTRUCTION WORK, BUT NOT IN A LANE CLOSURE, THE ROADWAY TRAFFIC REGULATOR WILL GIVE IMMEDIATE PREFERENCE TO CLEARING ANY TRAFFIC WHICH BACKUP OVER THE CROSSING AS A RESULT OF THE TRAFFIC REGULATOR CONTROL AWAY FROM THE CROSSING.
2. PAYMENT FOR INTERMEDIATE TRAFFIC REGULATOR(S) STATIONED AT THE CROSSING TO BE PAID DIRECTLY BY THE CITY.
3. DO NOT PLACE CONSTRUCTION TRAFFIC CONTROL DEVICES IN THE RAILROAD CROSSING OR CLOSER THAN 25 FEET FROM THE OUTSIDE RAIL ON EITHER CROSSING APPROACH.
4. CONTACT THE RAILROAD 30 CALENDAR DAYS PRIOR TO STARTING WORK IN THE VICINITY OF THEIR TRACKS.

**GENERAL CONSTRUCTION NOTES**

- 1. CONTRACTOR TO MAINTAIN DRIVEWAY ACCESS EVERY NIGHT, AND THROUGH THE WEEKEND.
- 2. CONTRACTOR TO INSTALL BARRICADES PRIOR TO REMOVALS.
- 3. CONTRACTOR TO VERIFY EXISTING SITE CONDITIONS AND UTILITY DEPTHS PRIOR TO CONSTRUCTION.
- 4. CONTRACTOR TO PROTECT EXISTING FENCES, TREES, LIGHTS AND POLES, EXCEPT AS SHOWN.
- 5. CONTRACTOR TO MAINTAIN SOIL EROSION CONTROL MEASURES UNTIL SEEDING IS ESTABLISHED.
- 6. ALL PAVEMENT, CURB AND SIDEWALK REMOVALS SHALL BE SAW CUT. PAYMENT INCLUDED IN REMOVAL ITEMS.
- 7. ALL STORM INLETS SHALL BE PROTECTED FROM SEDIMENT BY THE USE OF FILTER BAGS DURING THE CONSTRUCTION PROCESS UNTIL ADEQUATE STABILIZATION OF DISTURBED AREAS.
- 8. PROTECT ALL EXISTING STORM AND SANITARY STRUCTURES.
- 9. TREE REMOVALS SHALL INCLUDE REMOVAL OF THE STUMP.



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**CONSTRUCTION SHEET**  
**2022 BELLOWS RAILROAD**  
**SIDEWALK REPLACEMENT**

DESIGN BY **ES** CONSTRUCTED  
 DRAWN BY **ES** DATE OF PLAN **JAN 2022**  
 CHECKED BY **ST** SCALE **1" = 20'**  
 APPROVED BY **JM** SHEET **1** OF **1** SHEETS

REVISIONS DATE/INITIALS  
**BULLETIN 1: UPDATES PER RAILROAD MARK UPS 2-3-22 / ES**

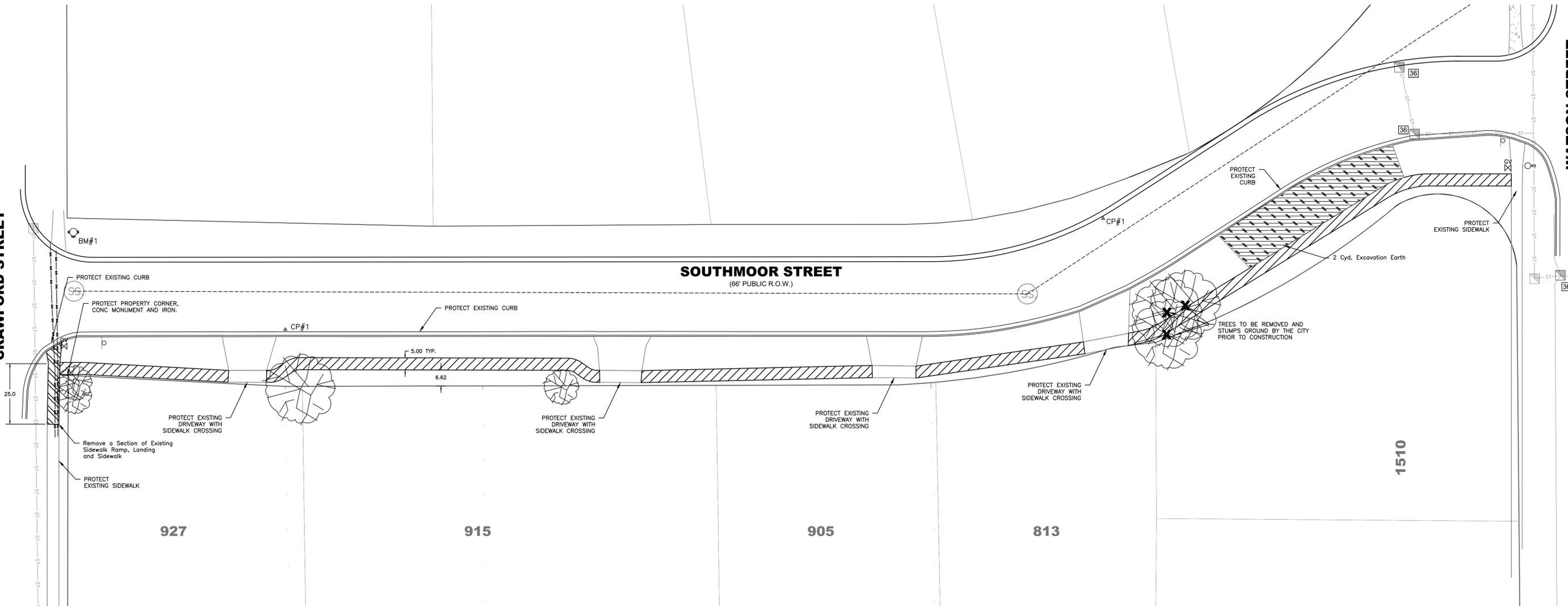
CONTROL SECT.	JOB NO.	FED. PROJECT	FED. ITEM NO.

PLOT DATE:

DRAWING PATH: J:\Construction\22 Const\Sidewalk\2022 Sidewalk\2022 Sidewalk\2022 BELLOWS RAILROAD CROSSING.dwg  
 FED. ITEM NO.  
 JOB NO.: 101-442-200-703.00  
 CONTROL SECTION: CAPITAL  
 2022 NEW SIDEWALK PROJECT

CRAWFORD STREET

WATSON STREET



### SOUTHMOOR STREET (WATSON TO CRAWFORD)

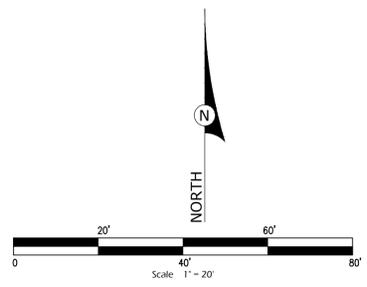
SCALE: 1" = 20'

- LEGEND**
- CONTROL POINT
  - SANITARY MANHOLE
  - CATCH BASIN
  - FIRE HYDRANT
  - WATER SHUT OFF VALVE
  - CURB STOP
  - UTILITY POLE
  - TRAFFIC CONTROL SIGN
  - TREE
  - PROPOSED SIDEWALK
  - REMOVAL LOCATION
  - EXCAVATION EARTH
  - SOIL EROSION KEY NUMBER
  - FILTER BAG REQUIRED

- POINTS**
- BM1  
LOCATION ON NE BOLT ON FIRE HYD.  
ELEVATION 798.71
  - BM2  
LOCATION ON NAIL IN UTILITY POLE  
(NOT SHOWN, EAST SIDE OF WATSON)  
ELEVATION 792.25
  - CP1  
ELEVATION 797.224
  - CP2  
ELEVATION 793.141

**SIDEWALK QUANTITIES**

3 Ea	Erosion Control, Filter Bag
160 Sft	Sidewalk, Rem
70 Cyd	Excavation, Earth
2686 Sft	Sidewalk, Conc, 4 inch
225 Sft	Sidewalk, Conc, 6 inch
39 Sft	Curb Ramp, Conc, 6 inch
10 Ft	Detectable Warning Surface, Modified
37 Cyd	Subbase, CIP
569 Lft	Restoration, Modified



**NOTE:**  
TREE REMOVAL AND STUMP GRINDING SHALL BE DONE BY THE CITY OF MT. PLEASANT STREET DEPARTMENT. IF SHRUBS ARE NOT RELOCATED BY THE PROPERTY OWNER SHRUBS SHALL BE REMOVED BY THE CONTRACTOR.

- GENERAL CONSTRUCTION NOTES**
- 1. CONTRACTOR TO MAINTAIN DRIVEWAY ACCESS EVERY NIGHT, AND THROUGH THE WEEKEND.
  - 2. CONTRACTOR TO INSTALL BARRICADES PRIOR TO REMOVALS.
  - 3. CONTRACTOR TO VERIFY EXISTING SITE CONDITIONS AND UTILITY DEPTHS PRIOR TO CONSTRUCTION.
  - 4. CONTRACTOR TO PROTECT EXISTING FENCES, TREES, LIGHTS AND POLES, EXCEPT AS SHOWN.
  - 5. CONTRACTOR TO MAINTAIN SOIL EROSION CONTROL MEASURES UNTIL SEEDING IS ESTABLISHED.
  - 6. ALL PAVEMENT, CURB AND SIDEWALK REMOVALS SHALL BE SAW CUT. PAYMENT INCLUDED IN REMOVAL ITEMS.
  - 7. ALL STORM INLETS SHALL BE PROTECTED FROM SEDIMENT BY THE USE OF FILTER BAGS DURING THE CONSTRUCTION PROCESS UNTIL ADEQUATE STABILIZATION OF DISTURBED AREAS.
  - 8. PROTECT ALL EXISTING STORM AND SANITARY STRUCTURES.
  - 9. TREE REMOVALS SHALL INCLUDE REMOVAL OF THE STUMP.

**CALL MISS DIG**  
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**IT'S THE LAW**



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**CONSTRUCTION SHEET**  
**2022 NEW SIDEWALK**  
**SOUTHMOOR STREET**

DESIGN BY **ES**  
DRAWN BY **ES**  
CHECKED BY **ST**  
APPROVED BY **JM**

CONSTRUCTED  
DATE OF PLAN **JAN 2022**  
SCALE **1" = 20'**  
SHEET **3** OF **5** SHEETS

REVISIONS

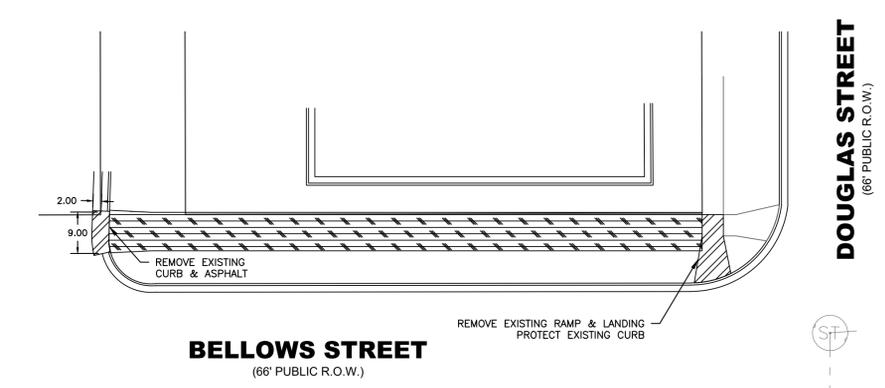
NO.	DESCRIPTION	DATE/INITIALS

CONTROL SECT.	JOB NO.	FED. PROJECT	FED. ITEM NO.

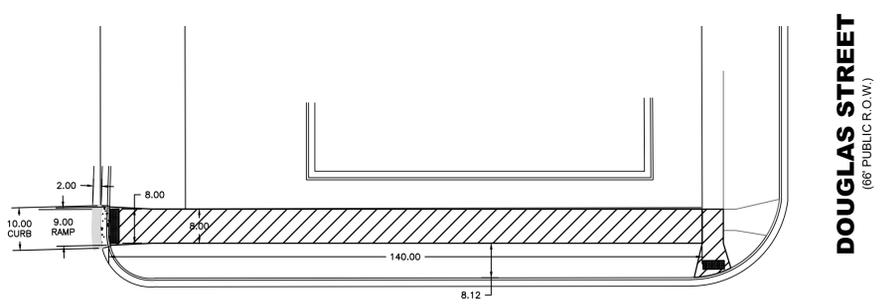
**PLOT DATE:**

DRAWING PATH: J:\Construction\22 Const\Sidewalk\2022 NEW SIDEWALK.dwg  
JOB NO.: 101-442-200-703.00  
CONTROL SECTION: CAPITAL  
FED. PROJECT:  
FED. ITEM NO.:  
2022 NEW SIDEWALK PROJECT

**CALL MISS DIG**  
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**IT'S THE LAW**



**REMOVALS**



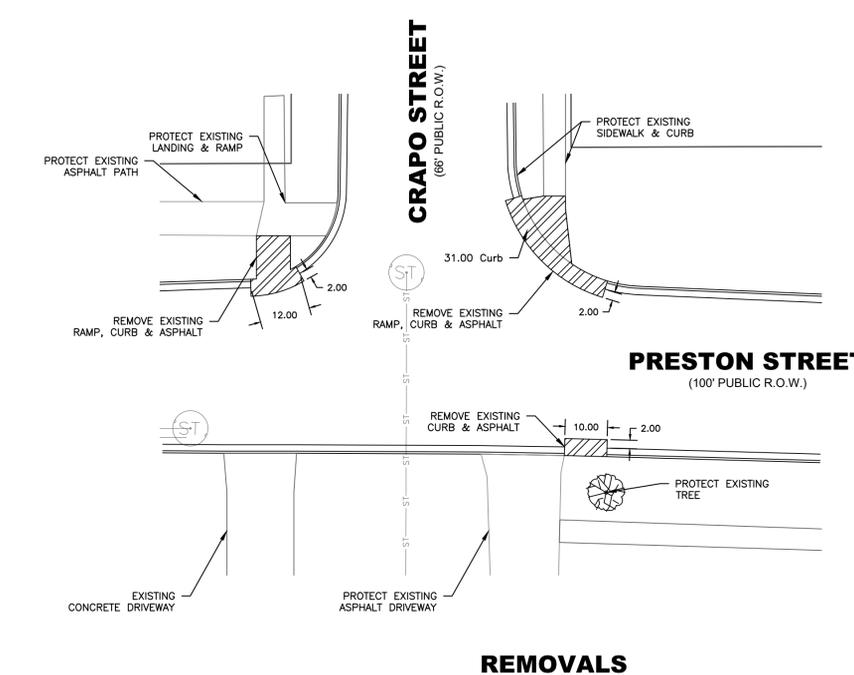
**PLAN**

**SIDEWALK QUANTITIES**

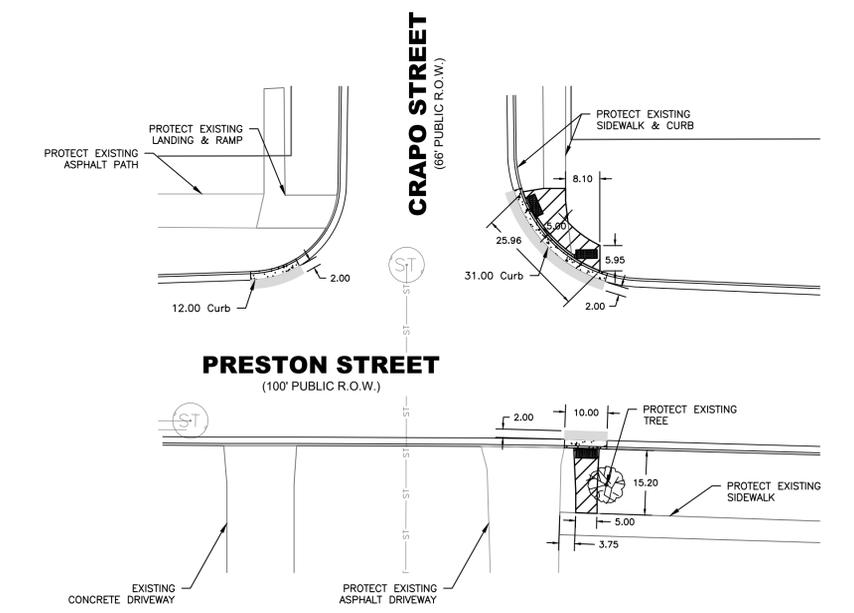
2	Syd	Pavt, Rem Modified
10	Ft	Curb and Gutter, Rem
1	Cyd	Subbase, CIP
11	Syd	Sidewalk, REM
47	Cyd	Excavation, Earth
49	Sft	Curb Ramp, Conc, 6 inch
1165	Sft	Sidewalk, Conc, 6 inch, CMU, Standard Duty
129	Syd	Aggregate Base, MDOT 22a, CIP, 6 inch, CMU
13	Ft	Detectable Warning Surface, Modified, CMU Yellow
.4	Ton	Hand Patching, HMA
147	Lft	Restoration, Modified

**BELLOWS ST & DOUGLAS ST**

SCALE: 1" = 20'



**REMOVALS**



**PLAN**

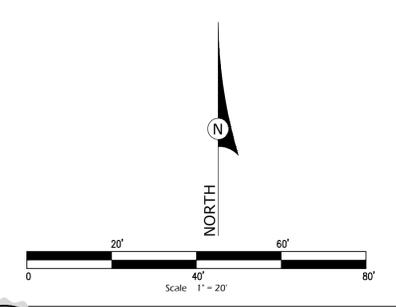
**SIDEWALK QUANTITIES**

12	Syd	Pavt, Rem, Modified
55	Ft	Curb and Gutter, Rem
19	Syd	Sidewalk, Rem
2	Cyd	Excavation, Earth
3	Cyd	Subbase, CIP
26	Ft	Curb and Gutter, Conc, Det 4, Modified
29	Ft	Curb Ramp Opening, Conc, Modified
15	Ft	Detectable Warning Surface, Modified
227	Sft	Sidewalk, Conc, 6 inch
60	Lft	Restoration, Modified

**PRESTON ST & CRAPO ST**

SCALE: 1" = 20'

- LEGEND**
- △ CONTROL POINT
  - ⊕ SANITARY MANHOLE
  - CATCH BASIN
  - ⊙ FIRE HYDRANT
  - WATER SHUT OFF VALVE
  - ⊖ CURB STOP
  - ⊕ UTILITY POLE
  - ⊖ TRAFFIC CONTROL SIGN
  - ⊙ TREE
  - ▨ PROPOSED SIDEWALK
  - REPLACE ASPHALT PAVEMENT
  - ▨ REMOVAL LOCATION
  - ▨ EXCAVATION EARTH



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 DIVISION OF PUBLIC WORKS  
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**CONSTRUCTION SHEET**  
**2022 PRESTON & BELLOWS**  
**NEW SIDEWALK**

DESIGN BY **ES**  
 DRAWN BY **ES**  
 CHECKED BY **ST**  
 APPROVED BY **JM**

CONSTRUCTED  
 DATE OF PLAN **JAN 2022**  
 SCALE **1" = 20'**  
 SHEET **4** OF **5** SHEETS

REVISIONS \_\_\_\_\_ DATE/INITIALS \_\_\_\_\_

CONTROL SECT.	JOB NO.	FED. PROJECT	FED. ITEM NO.

**PLOT DATE:** \_\_\_\_\_

DRAWING PATH: J:\Construction\22 Const\Sidewalk\2022 Sidewalk\2022 NEW SIDEWALK.dwg  
 FED. ITEM NO. \_\_\_\_\_  
 JOB NO.: 101-442-200-703.00  
 CONTROL SECTION: CAPITAL  
 2022 NEW SIDEWALK PROJECT

# Memorandum



TO: Aaron Desentz, City Manager  
FROM: Stacie Tewari, City Engineer  
DATE: February 18, 2022  
SUBJECT: Downtown Alley Reconstruction Projects Fire Suppression Evaluation

Staff from the engineering department, fire department, water department, and downtown development department reviewed the feasibility/constructability of providing fire suppression water mains in the alleys downtown that are planned to be reconstructed as part of the 2022-2023 alley reconstruction projects. The following summarizes the recommendations.

## **Alley between Franklin, Broadway Michigan and City Parking Lot 8 – Not Constructible**

It is not constructible to add a fire suppression main to this alley for the following reasons:

1. This alley is too narrow to accommodate a water main and maintain the EGLE required 10' separation from an existing sanitary sewer main.
2. There is also an existing fiber duct bank in this alley. Not enough space remains to install the water main.

## **Alley between University, Franklin, Broadway, and Michigan – Not Feasible or Cost Effective**

It is not feasible to construct a fire suppression main in this alley for the following reasons:

1. Due to an existing fiber duct bank and a proposed storm sewer extension for drainage and picking up existing downspouts, there is only space to reach approximately 1/3 of the way down the west end of this alley. Also the east half of the alley is narrower than the west half.
2. Because of the required 6' depth of the water main and limited space between buildings, we are concerned about undermining building foundations and future maintenance.
3. There are concerns about adequate pressures and volumes for fire protection, because the main at University is only 6". This is even more of a concern for buildings that have multiple floors, because fire pumps could be needed to reach higher elevations which are a high cost for the building owner.
4. Also a pressure concern is that the main in the alley cannot be looped, since there is not enough space to run the entire length of the alley and tie it in on both ends. It would be a dead-end line.
5. The dead-end line creates a maintenance issue requiring more frequent hydrant flushing into the alley.
6. Even if stubs are placed to the buildings off the main, the alley would have to be cut in areas to connect in the future if the property owners don't connect into the building during the project.

7. University Street would need to be cut to tap off the existing 6" water main. The alley reconstruction project did not include cutting into University Street. This is an extra expense.
8. A road cut on Broadway instead would allow for a tap into an existing 12" main that would provide more pressures and volumes from a larger main and a looped water system, assuming one tap could be made and other buildings serviced internally from this tap. This was the intent of the fire grant funds.
9. The 200 Broadway building already has fire suppression. It would be more cost effective given the other constraints to cut into University as needed to service 111 and 115 University in the future.

### **Alley between Main, University, Broadway, and Michigan (the "L alley") – Not recommended, Option for Further Study**

Installation of a water main in the north-south portion of the L alley is not constructible for the following reasons:

1. The alley is too narrow to accommodate a water main and maintain the EGLE required 10' separation from an existing sanitary sewer main.
2. There is also an existing fiber duct bank in this alley. Not enough space remains to install the water main.

A water main may be constructible in the east-west portion of the L alley, but staff does not recommend it for the following reasons:

1. The east-west main would be a dead-end, because the north-south portion is not constructible. There may not be adequate flows to service all of the buildings with fire protection, due to the fact that the main would not be able to be looped between Michigan and University on both ends.
2. The dead-end line creates a maintenance issue requiring more frequent hydrant flushing into the alley.
3. There are concerns about adequate pressures and volumes for fire protection, because the main at University is only 6". This is even more of a concern for buildings that have multiple floors, because fire pumps could be needed to reach higher elevations which are a high cost for the building owner.
4. Liability concern if the dead-end line is not adequate for required fire flows and volumes.
5. There is an existing storm main and fiber duct bank in the east-west portion. Space is limited to install the water main and maintain the EGLE required 10' separation. Construction will also be difficult in the narrow space at the required 6' depth for water main.
6. Even if stubs are placed to the buildings off the main, the alley would have to be cut in areas to connect in the future if the property owners don't connect into the building during the project.
7. University Street would need to be cut to tap off the existing 6" water main. The alley reconstruction project did not include cutting into University Street. This is an extra expense.

# Memorandum

*Mt. Pleasant*  
[meet here]

8. A road cut on Broadway instead would allow for a tap into an existing 12" main that would provide more pressures and volumes from a larger main and a looped water system, assuming one tap could be made and other buildings serviced internally from this tap. This was the intent of the fire grant funds.
9. We estimate the cost of the east-west main at approximately \$70,000. The fire grant fund has \$50,000 remaining funds.

If City Commission still wishes to investigate the east-west L alley option further, we recommend hiring a fire suppression consultant to evaluate if a dead-end water main tapped into the 6" main on University would provide adequate fire flow volumes to all of the potential building tie-ins.