

Regular Meeting of the Mt. Pleasant City Commission
Monday, April 10, 2023
7:00 p.m.

AGENDA

CALL TO ORDER:

PLEDGE OF ALLEGIANCE:

LAND ACKNOWLEDGEMENT STATEMENT:

ROLL CALL:

PROCLAMATIONS AND PRESENTATIONS:

1. Introduce and swear in Mt. Pleasant Police Officer Cole McGregor.

ADDITIONS/ DELETIONS TO AGENDA:

PUBLIC INPUT ON AGENDA ITEMS:

RECEIPT OF PETITIONS AND COMMUNICATIONS:

2. Monthly report on police related citizen complaints received.

CONSENT ITEMS:

3. Approval of the minutes from the regular meeting held March 27, 2023.
4. Consider approval of a resolution authorizing an amendment to the Standard Lighting Contract with Consumers Energy for removing streetlights at no cost to the City at Packard and Pickard (M-20) for MDOT road reconstruction.
5. Consider approval of a budget amendment for downtown visual enhancements.
6. Receive proposed 2024-2029 Capital Improvement Plan and set a public hearing for May 22, 2023, on the same.
7. Consider approval of Payrolls and Warrants.

PUBLIC HEARINGS:

8. Public hearing on an ordinance to amend Chapter 110: General Licensing and consider approval of the same.

NEW BUSINESS:

9. Presentation on 2024 Goals and Objectives and consider adoption.
10. Consider adoption of the 2023 downtown strategic plan.

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.

City Commission Agenda

April 10, 2023

Page 2

11. Consider setting a public hearing for April 24, 2023, on the Public Gathering Spaces Initiative grant proposal as required by the Michigan Economic Development Corporation (MEDC).
12. Consider approval to continue with the 2022 hybrid approach for Broadway Central for the 2023 season and engage in discussions with business owners on expansion.

ANNOUNCEMENTS ON CITY-RELATED ISSUES AND NEW BUSINESS:

PUBLIC COMMENT ON AGENDA AND NON-AGENDA ITEMS:

RECESS:

WORK SESSION:

CLOSED SESSION:

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

APRIL 10, 2023

FROM: AARON DESENTZ, CITY MANAGER

SUBJECT: CITY MANAGER REPORT ON AGENDA ITEMS

Proclamations and Presentations:

Receipt of Petitions and Communications:

Consent Items:

4. Consider approval of a resolution authorizing an amendment to the Standard Lighting Contract with Consumers Energy for removing streetlights at no cost to the City at Packard and Pickard (M-20) for MDOT road reconstruction.
 - a. The City is asked to grant permission to the Michigan Department of Transportation (MDOT) to remove a set of streetlights on Pickard Road between Packard and Mission during the Pickard reconstruction project. Consumers Energy requires permission be granted for this project. There is no cost to the City and the lights will be replaced once the reconstruction is completed. The new lights will be L.E.D. and should result in a reduction in energy usage and a related reduction in the monthly energy and maintenance charges to the City.
5. Consider approval of a budget amendment for downtown visual enhancements.
 - a. Staff is requesting a budget amendment from the General Fund Assigned Balance for Economic Initiatives for the purpose of downtown visual enhancements at a cost of \$17,500. This will include CMU banners in the downtown, sidewalk stickers, and rain activated sidewalk art.

Public Hearings:

8. Public hearing on an ordinance to amend Chapter 110: General Licensing and consider approval of the same.
 - a. The City Commission is set to hold a public hearing to consider a proposed ordinance amendment related to food trucks and transient merchants. A copy of the proposed ordinance and a redlined copy of the changes can be found in your packet. The proposed ordinance amendment:
 - i. Clarifies language related to the types of businesses that require a license and the context in which a license is not required such as at the Farmers Market.
 - ii. Sets requirements for operation in a City park
 - iii. Requires operation be conducted 150 feet away from a permanent business with a food license during regular hours of operation
 - iv. Designates areas in the City which food trucks can operate

Recommended Action: After the public hearing, a motion to adopt the proposed amendment to the General Licensing Code.

New Business:

9. Presentation on 2024 Goals and Objectives and consider adoption.
 - a. City Manager Aaron Desentz will present the proposed goals and objectives at the next City Commission meeting.

Recommended Action: A motion to adopt the proposed 2024 goals and objectives.

10. Consider adoption of the 2023 downtown strategic plan.
 - a. Downtown Development Director Michelle Sponseller has prepared a downtown strategic plan in accordance with our 2023 goals and objectives. Director Sponseller will present the proposed plan and answer any questions that the City Commission may have.

Recommended Action: A motion to adopt the proposed downtown master plan.

11. Consider setting a public hearing for April 24, 2023, on the Public Gathering Spaces Initiative grant proposal as required by the Michigan Economic Development Corporation (MEDC).
 - a. The City Commission is asked to set a public hearing to consider a grant application for funds to be used to reconstruct Town Center/parking lot 3. The project proposes to leverage \$710,000 in City funds (previously allocated from ARPA funds by the City Commission) while requesting \$1,568,462 in grant funds. A proposed layout of the redeveloped Town Center is found in your City Commission packet. Downtown Development Director Michelle Sponseller will present the concept to the City Commission at our April 10th meeting.

Recommended Action: A motion to set the public hearing for April 24, 2023, on the Public Gathering Spaces Initiative grant proposal as required by the Michigan Economic Development Corporation (MEDC)

12. Consider approval to continue with the 2022 hybrid approach for Broadway Central for the 2023 season and engage in discussions with business owners on expansion.
 - a. Staff is requesting confirmation to move forward with the Broadway Central concept from last year in 2023. Staff is also interested in discussing a possible expansion of the Broadway Central concept into other areas of the downtown based on feedback from other businesses and their interest to participate in an expanded concept. If approved, set up would begin May 15th, 2023, and run until November 1st, 2023. Expansion of the concept beyond what was installed in 2022 could result in additional costs and a possible budget amendment request.

Recommended Action: A motion to approve the Broadway Central concept as proposed for 2023 and to allow staff to engage in discussions with business owners on the expansion of outdoor seating opportunities.

Work Session:

Closed Session:

[illegible]

Minutes of the regular meeting of the City Commission held Monday, March 27, 2023, at 7:00 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.

Land Acknowledgement statement was recited.

Commissioners Present: Mayor Amy Perschbacher and Vice Mayor Mary Alsager; Commissioners Brian Assmann, Liz Busch, Bryan Chapman, Maureen Eke & Boomer Wingard

Commissioners Absent: None

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

Moved by Commissioner Eke and seconded by Commissioner Wingard to approve the agenda as presented. Motion unanimously approved.

Receipt of Petitions and Communications

Received the following petitions and communications:

1. Airport Joint Operations and Management Board February Meeting Minutes.

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

2. Minutes of the regular meeting of the City Commission held March 13, 2023.
3. Commitment to purchase 500 tons of road salt for the 2023-2024 season through the State of Michigan MiDeal Extended Purchasing Program.
4. Michigan Department of Transportation (MDOT) Resolution authorizing a five year contract for continued operation and maintenance of the AWOS system at the Mt. Pleasant Airport.

WHEREAS, the Michigan Department of Transportation provides services consisting of data dissemination and maintenance related to the AWOS system at the Mt. Pleasant Municipal Airport; and

WHEREAS, the City of Mt. Pleasant supports these services for providing an added level of safety at the airport; and

WHEREAS, the annual costs to the City of Mt. Pleasant are on a 50% cost sharing formula with MDOT;

NOW, THEREFORE, BE IT RESOLVED, that Aaron Desentz, City Manager, be authorized to execute MDOT contract 2023-0310 on behalf of the City of Mt. Pleasant.

5. Receive proposed ordinance to amend Chapter 110: General Licensing of the Mt. Pleasant Code of Ordinances and set a public hearing for Monday, April 10, 2023 at 7:00 p.m. on same.

6. Bid of McGuirk Sand and Gravel of Mt. Pleasant, Michigan for the 2023 Local Streets Reconstruction Project in the amount of \$416,908 and budget amendment of \$33,230 in Local Street fund and \$1,690 in Storm Sewer fund and a corresponding transfer from Local Street fund.
7. Purchase of a 2022 Ford Transit Van from Krapohl Ford of Mt. Pleasant, Michigan in the amount of \$33,911 for the City's Recreation Department.
8. Warrants dated March 22, 2023 all totaling \$448,914.74.

Motion unanimously adopted.

Moved by Commissioner Eke and seconded by Commissioner Busch to authorize City staff to seek funding opportunities of approximately \$10,000 to construct a universally accessible community garden/orchard at Horizon Park and consider resolution to set the rental fee for plots as follows.

WHEREAS, the City Parks & Recreation Commission at the January 31, 2023 special meeting considered and recommended that the City Commission take action to approve City staff to seek funding opportunities for a universally accessible community garden/orchard at Horizon Park; and

WHEREAS, the City Commission approved City staff to seek funding opportunities for a universally accessible community garden/orchard at Horizon Park; and

WHEREAS, the City Commission adopted fee/charges policy guidelines in July 2017; and

WHEREAS, the policy allows for exceptions to charging a fee set to cover the entire cost of program that doesn't benefit all taxpayers; and

WHEREAS, a review of the charges by similar communities shows the average rate of \$30; and

NOW THEREFORE, BE IT RESOLVED that the annual fee for the plot rental be set at \$30.

Motion unanimously adopted.

Approved submission of City requests for Saginaw Chippewa Indian Tribe two percent allocations with a summary of the Commission's top priorities.

WORK SESSION - Discussion on Central Michigan University Strategic Planning.

Joe Garrison, Executive Director of Financial Planning and Budgets led a discussion regarding Central Michigan University's Strategic Plan.

Moved by Commissioner Eke and seconded by Commissioner Wingard to adjourn the meeting at 8:37 p.m. Motion unanimously adopted.

Amy Perschbacher, Mayor

Heather Bouck, City Clerk

City of Mt. Pleasant, Michigan



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

March 24, 2023

TO: Aaron Desentz, City Manager

FROM: Stacie Tewari, City Engineer

SUBJECT: Approval of Authorizations and Resolutions for Changes in the Standard Lighting Contract with Consumers Energy for Removing Street Lights on Pickard (M-20) for MDOT Road Reconstruction

The Michigan Department of Transportation (MDOT) has requested temporary removal of streetlights on Pickard Road between Mission and Packard in order to facilitate their Pickard (M-20) reconstruction project. The road will be temporarily widened to allow for traffic control during construction. The streetlights are owned by Consumers Energy with a contract with the city for payment of electricity and maintenance. The streetlights will be replaced after construction is complete on Pickard.

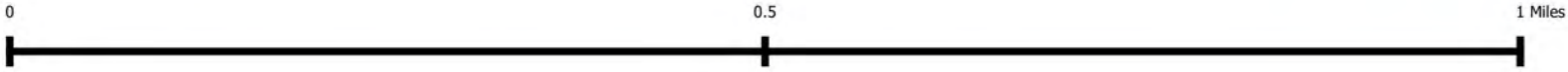
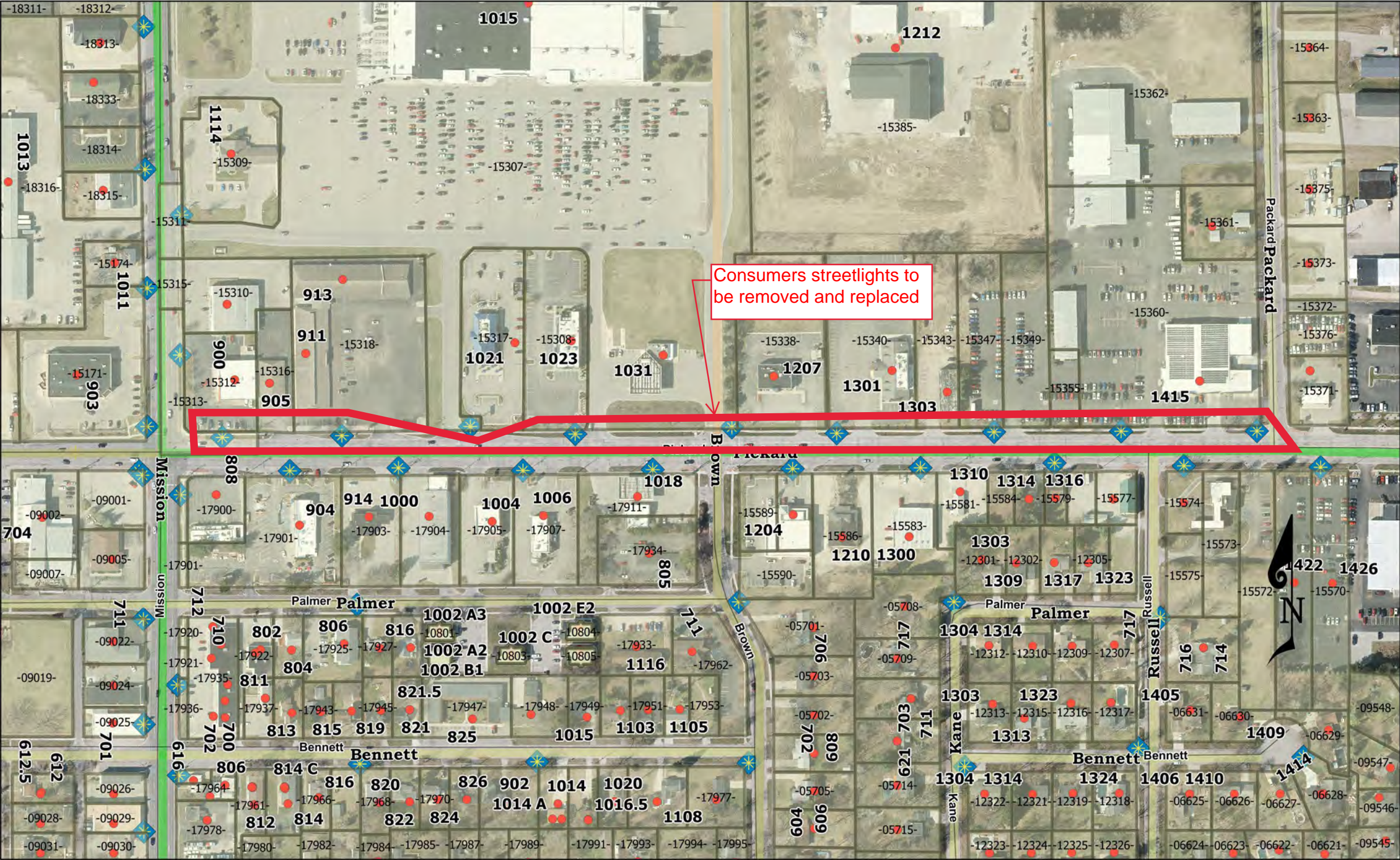
The streetlight at the northwest corner of Pickard and Packard will be removed this spring. Seven other lights will be removed in the second phase of the project later this year or early 2024.

Consumers Energy requires approval of changes to the existing lighting contract to complete this work. The contract changes would also remove billing to the city on these streetlights until they are replaced. A separate resolution will be sent to replace the streetlights after construction.

I recommend that the attached resolutions and authorizations be approved by the City Commission including authorization of the City Clerk to execute the documents on behalf of the city.

GIS Map

City of Mt. Pleasant



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**AUTHORIZATION FOR CHANGE IN STANDARD LIGHTING
CONTRACT (COMPANY-OWNED) FORM 547**

Contract Number: 100000217057

Consumers Energy Company is authorized as of _____ by the City of MT PLEASANT, to make changes, as listed below, in the lighting system(s) covered by the existing Standard Lighting Contract between the Company and the City of MT PLEASANT, dated 5/1/2011.

Lighting Type: General Service Unmetered Lighting Rate GUL, Standard High Intensity Discharge

Except for the changes in the lighting system(s) as herein authorized, all provisions of the aforesaid Standard Lighting Contract dated 5/1/2011 shall remain in full force and effect.

Contract Number: 103017033103

Consumers Energy Company is authorized as of _____ by the City of MT PLEASANT, to make changes, as listed below, in the lighting system(s) covered by the existing Standard Lighting Contract between the Company and the City of MT PLEASANT, dated 10/1/2014.

Lighting Type: General Unmetered Light Emitting Diode Lighting Rate GU-LED

Except for the changes in the lighting system(s) as herein authorized, all provisions of the aforesaid Standard Lighting Contract dated 10/1/2014 shall remain in full force and effect.

Notification Number(s): 1065918678

Comments: Removal of streetlights for MDOT road construction. (Streetlights to be reinstall after road consturction is completed.)

City of MT PLEASANT

By: _____

(Signature)

(Printed)

Its: _____

(Title)

This Agreement may be executed and delivered in counterparts, including by a facsimile or an electronic transmission thereof, each of which shall be deemed an original. Any document generated by the parties with respect to this Agreement, including this Agreement, may be imaged and stored electronically and introduced as evidence in any proceeding as if original business records. Neither party will object to the admissibility of such images as evidence in any proceeding on account of having been stored electronically.

RESOLUTION

RESOLVED, that it is hereby deemed advisable to authorize Consumers Energy Company to make changes in the lighting service as provided in the Standard Lighting Contract between the Company and the City of MT PLEASANT, dated 5/1/2011, in accordance with the Authorization for Change in Standard Lighting Contract dated _____,

RESOLVED, that it is hereby deemed advisable to authorize Consumers Energy Company to make changes in the lighting service as provided in the Standard Lighting Contract between the Company and the City of MT PLEASANT, dated 10/1/2014, in accordance with the Authorization for Change in Standard Lighting Contract dated _____,

heretofore submitted to and considered by this ☐ commission ☐ council ☐ board; and

RESOLVED, further, that the _____ Clerk be and are authorized to execute such authorization for change on the behalf of the City.

STATE OF MICHIGAN
COUNTY OF ISABELLA

I, _____, clerk of the City of MT PLEASANT do hereby certify that the foregoing resolution was duly adopted by the

☐ commission ☐ council ☐ board of said municipality, at the meeting held on _____.

Dated:

Municipal Customer Type: City

GENERAL SERVICE UNMETERED LIGHTING RATE GUL, STANDARD HIGH INTENSITY DISCHARGE

- (4) 100 watt HPS Cobrahead Non-Cutoff to Remove at location North side of E Pickard Rd, between Mission Rd and Packard Rd;

GENERAL UNMETERED LIGHT EMITTING DIODE LIGHTING RATE GU-LED

- (3) 85 watt LED Cobrahead Cutoff to Remove at location North side of E Pickard Rd, between Mission Rd and Packard Rd;



**AUTHORIZATION FOR CHANGE IN STANDARD LIGHTING
CONTRACT(COMPANY-OWNED) FORM 547**

Contract Number: 103017033103

Consumers Energy Company is authorized as of _____ by the City of MT PLEASANT, to make changes, as listed below, in the lighting system(s) covered by the existing Standard Lighting Contract between the Company and the City of MT PLEASANT, dated 10/1/2014.

Lighting Type: General Unmetered Light Emitting Diode Lighting Rate GU-LED

Except for the changes in the lighting system(s) as herein authorized, all provisions of the aforesaid Standard Lighting Contract dated 10/1/2014 shall remain in full force and effect.

Notification Number(s): 1066552215

Comments: Removal of streetlight for MDOT road construction

City of MT PLEASANT

By: _____

(Signature)

(Printed)

Its: _____

(Title)

This Agreement may be executed and delivered in counterparts, including by a facsimile or an electronic transmission thereof, each of which shall be deemed an original. Any document generated by the parties with respect to this Agreement, including this Agreement, may be imaged and stored electronically and introduced as evidence in any proceeding as if original business records. Neither party will object to the admissibility of such images as evidence in any proceeding on account of having been stored electronically.

RESOLUTION

RESOLVED, that it is hereby deemed advisable to authorize Consumers Energy Company to make changes in the lighting service as provided in the Standard Lighting Contract between the Company and the City of MT PLEASANT, dated 10/1/2014, in accordance with the Authorization for Change in Standard Lighting Contract dated _____,

heretofore submitted to and considered by this ☐ commission ☐ council ☐ board; and

RESOLVED, further, that the _____ Clerk be and are authorized to execute such authorization for change on the behalf of the City.

STATE OF MICHIGAN
COUNTY OF ISABELLA

I, _____, clerk of the City of MT PLEASANT do hereby certify that the foregoing resolution was duly adopted by the

☐ commission ☐ council ☐ board of said municipality, at the meeting held on _____.

Dated:

Municipal Customer Type: City

GENERAL UNMETERED LIGHT EMITTING DIODE LIGHTING RATE GU-LED

- (1) 85 watt LED Cobrahead NA to Remove at location NORTHWEST CORNER OF THE INTERSECTION OF PICKARD AND PACKARD;

Memorandum



TO: Aaron Desentz, City Manager

CC: William R. Mrdeza, Director of Community Services and Economic Development
Mary Ann Kornexl, Director of Financial Services and Treasurer

FROM: Michelle Sponseller, Downtown Development Director

DATE: March 29, 2023

SUBJECT: Budget Amendment – Visual Enhancements Between Downtown and Central Michigan University Campus

Background

Staff is requesting an amended budget of \$17,500 to fund a variety of visual enhancements aimed at creating a more inviting and unified connection between the Central Michigan University (CMU) campus and our downtown area. These enhancements will include CMU banners, alternated with Art Reach Festival of Banners, sidewalk stickers, and rain activated sidewalk art. These additions will serve to strengthen the visual connection and create a more vibrant, cohesive atmosphere for businesses, residents, students, and visitors.

These visual enhancements hold great potential for promoting economic growth and community engagement. By creating a strong visual connection between the CMU campus and downtown, students, faculty, and visitors will be encouraged to explore and patronize local businesses, thereby boosting sales and stimulating economic growth in the community. Additionally, a visually appealing and connected environment will foster a sense of pride and belonging among residents, students, and business owners, leading to increased community engagement and collaboration on various initiatives and events that benefit the entire city. The proposed visual enhancements will not only serve a practical purpose but will also contribute to the overall aesthetics of the city, ultimately enhancing the quality of life and satisfaction of residents and visitors alike.

The installation of the proposed visual enhancements is scheduled to begin the week of May 15.

Staff recommends approval of this amended budget request.

Recommendation Summary

Approve budget amendment of \$17,500 for downtown visual enhancements from the General Fund Balance Assigned for Economic Initiatives.

Memorandum

Mt. Pleasant
[meet here]

Rain Activated Mural Examples



CHECK REGISTER FOR CITY OF MT PLEASANT

CHECK DATE FROM 03/24/2023-04/06/2023

Check Date	Vendor Name	Description	Amount
Bank COMM	COMMON CASH		
03/29/2023	KRAPOHL FORD LINCOLN MERC	CAPITAL ACQUISITIONS	\$34,244.00
04/06/2023	AARON DESENTZ	REIMBURSEMENT	91.83
04/06/2023	AIRGAS USA, LLC	CONTRACT SVCS	48.75
04/06/2023	ALMA TIRE SERVICE INC	SUPPLIES/VEHICLE MAINT	381.85
04/06/2023	ANDY KEEHBAUCH	REIMBURSEMENT	96.28
04/06/2023	ART REACH OF MID MICHIGAN	CONTRACT SVCS	1,440.00
04/06/2023	ASTRO WOOD STAKE, INC	SUPPLIES	1,288.00
04/06/2023	BIO-CARE, INC	CONTRACT SVCS	750.00
04/06/2023	BOUND TREE MEDICAL, LLC	SUPPLIES	993.96
04/06/2023	BRANDON BLISS	REIMBURSEMENT	169.00
04/06/2023	BUSCH SYSTEMS INT'L INC.	SUPPLIES	2,453.77
04/06/2023	C & O SPORTSWEAR	SUPPLIES	4,689.45
04/06/2023	CAR WASH PARTNERS, INC.	SUPPLIES/VEHICLE MAINT	312.00
04/06/2023	CARMEUSE AMERICAS	CHEMICALS	8,049.60
04/06/2023	CDW GOVERNMENT, INC	SUPPLIES	2,757.33
04/06/2023	CENTRAL PLUMBING, INC.	CONTRACT SVCS	333.64
04/06/2023	CINTAS CORP	SUPPLIES/CONTRACT SVCS	267.66
04/06/2023	CLARK HILL P.L.C.	CONTRACT SVCS	412.02
04/06/2023	CONSUMERS ENERGY	UTILITIES	16,724.10
04/06/2023	COYNE OIL CORPORATION	FUEL	4,978.27
04/06/2023	EQUATURE - DSS CORPORATION	CONTRACT SVCS	3,492.48
04/06/2023	ETNA SUPPLY	SUPPLIES	188.50
04/06/2023	FISHBECK - ENGINEERS/ARCHITECTS/	CONTRACT SVCS	92,490.15
04/06/2023	FLEX ADMINISTRATORS	FSA ADMINISTRATIVE FEE	247.80
04/06/2023	FOSTER, SWIFT, COLLINS & SMITH, P.C	CONTRACT SVCS	10,343.88
04/06/2023	FRONT LINE SERVICES, INC	SUPPLIES	137.46
04/06/2023	GRAINGER	SUPPLIES	48.50
04/06/2023	GREEN SCENE LANDSCAPING, INC.	CONTRACT SVCS	1,660.00
04/06/2023	JACK WESTBROOK	CEMETERY SPACE BUY BACK	175.00
04/06/2023	JASON HAINES	REIMBURSEMENT	20.00
04/06/2023	JOHNSON & WOOD	CONTRACT SVCS	1,049.00
04/06/2023	JONATHON STRAUS	REIMBURSEMENT	56.00
04/06/2023	JOSEPH VODICKA	REFUND	180.00
04/06/2023	KATI MORA	REFUND	180.00
04/06/2023	KINETICO WATER SYSTEMS	CONTRACT SVCS	313.00
04/06/2023	LANSING SANITARY SUPPLY, INC.	SUPPLIES	77.74
04/06/2023	MANNIK SMITH GROUP	CONTRACT SVCS	996.50
04/06/2023	MARY KAEHELE	REFUND	30.00
04/06/2023	MASTER ELECTRIC, INC	CONTRACT SVCS	1,616.00
04/06/2023	MCKENNA	CONTRACT SVCS	310.00
04/06/2023	MEDLER ELECTRIC COMPANY	SUPPLIES	11.06
04/06/2023	MICHIGAN PIPE & VALVE	SUPPLIES	345.00
04/06/2023	MICHIGAN SOLAR SOLUTIONS	REFUND	425.00
04/06/2023	MID MICHIGAN AREA CABLE	CONTRACT SVCS	450.00
04/06/2023	MID-MICHIGAN INDUSTRIES	CONTRACT SVCS	8,110.00
04/06/2023	MIKA MEYERS	CONTRACT SVCS	1,375.00
04/06/2023	MISSION COMMUNICATIONS, LLC	CONTRACT SVCS	4,421.40

CHECK REGISTER FOR CITY OF MT PLEASANT

CHECK DATE FROM 03/24/2023-04/06/2023

Check Date	Vendor Name	Description	Amount
Bank COMM COMMON CASH			
04/06/2023	MPPS FOOD & NUTRITION SERV	SUPPLIES	10,810.60
04/06/2023	MT PLEASANT HEATING	CONTRACT SVCS	560.00
04/06/2023	MWEA	TRAINING	375.00
04/06/2023	NCL OF WISCONSIN	CHEMICALS	570.26
04/06/2023	NETSOURCE ONE INC	CONTRACT SVCS	216.00
04/06/2023	NYE UNIFORM COMPANY	UNIFORMS	335.00
04/06/2023	ON DUTY GEAR, LLC	UNIFORMS	1,265.68
04/06/2023	O'NEIL & DUSO PLLC	PROSECUTORIAL SVCS	7,785.98
04/06/2023	ORKIN	CONTRACT SVCS	119.99
04/06/2023	PRO COMM, INC	SUPPLIES	2,570.00
04/06/2023	PVS TECHNOLOGIES, INC	CHEMICALS	9,655.49
04/06/2023	RENT-RITE, INC - ALMA	EQUIPMENT RENTAL	273.72
04/06/2023	RICHARD JOHNSON	REIMBURSEMENT	334.84
04/06/2023	ROBERT W LAMSON, PHD	CONTRACT SVCS	465.00
04/06/2023	ROULA TARKALAS	CEMETERY SPACE BUY BACK	500.00
04/06/2023	SARAH PARROTT	REIMBURSEMENT	10.00
04/06/2023	SHERWIN INDUSTRIES, INC	SUPPLIES	15,750.00
04/06/2023	STERICYCLE, INC.	CONTRACT SVCS	331.68
04/06/2023	SUMMIT FIRE PROTECTION	CONTRACT SVCS	361.00
04/06/2023	SUN BADGE COMPANY	UNIFORMS	518.00
04/06/2023	SUPERIOR GROUND COVER INC.	SUPPLIES	15,458.75
04/06/2023	SUSANNE GANDY	REIMBURSEMENT	86.59
04/06/2023	TAPCO SAFE TRAVELS	SUPPLIES	2,653.91
04/06/2023	THE BIRD	REFUND	15.00
04/06/2023	TIMOTHY MIDDLETON	REIMBURSEMENT	1,567.23
04/06/2023	TODD LOWELL	REFUND	15.00
04/06/2023	TOPCON SOLUTIONS INC	SUPPLIES	12,420.00
04/06/2023	TRACE ANALYTICAL LABORATORIES, INC.	CONTRACT SVCS	636.00
04/06/2023	UNIFIRST CORPORATION	CONTRACT SVCS	121.76
04/06/2023	USABBLUEBOOK	SUPPLIES	256.34
04/06/2023	UTILITY TECHNOLOGIES, LLC	SUPPLIES	598.80
04/06/2023	VERIZON CONNECT NWF, INC.	CONTRACT SVCS	210.47
04/06/2023	YEO & YEO CONSULTING, LLC	CONTRACT SVCS	234.00

COMM TOTALS:

Total of 81 Checks:	\$296,313.07
Less 0 Void Checks:	0.00
Total of 81 Disbursements:	<u>\$296,313.07</u>

Memorandum



TO: Aaron Desentz, City Manager

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

DATE: April 1, 2023

SUBJECT: Set Public Hearing for Amendments to the General Licensing Code

Background:

At their March 27, 2023 meeting, the City Commission set a public hearing for April 10, 2023 regarding changes to Chapter 110 of the City Code regarding General Licensing requirements. Specifically the proposed changes target language in the code related to vendor licensing and requirements for mobile food service providers.

Changes to the original ordinance language related to the above general description include 1) clarifying the types of businesses and activities that do not require vendor licensing, 2) clarifying that vendors selling at an art fair, farmers' market, festival or similar city endorsed and/or city sponsored event shall be licensed but are not required to pay the annual license fee, 3) removal of "transient merchant" as a classification under the definition of "Mobile Food Service Provider" so the ordinance now recognizes only one licensing category, and 4) providing a distinction between public and private property when discussing allowable activities. The revisions also clarify the documentation required at the time of application.

Other changes to the ordinance include 1) a requirement to obtain permission from the Parks Director when proposing to operate in a City Park, 2) that Mobile Food Service Providers shall not be located within 150 feet of a permanent business with a food license during the business's hours of operation when operating on private property, and 3) identifies several exceptions for providers when operating on private property. Finally, the ordinance is changed from the original C-2 Central Business District zoning classification to the CBD-TIFA District in regard to where Mobile Food Service Providers are allowed to operate. This change was necessary because the zoning districts were reclassified when the current zoning ordinance was adopted and the current CD-5 district does not encompass the same geographic area as the previous C-2 district. Additional on-street parking places where Mobile Food Service Vendors can operate besides in the downtown area remain unchanged. The revised ordinance has been reviewed by staff and legal counsel and is ready for City Commission consideration.

Memorandum



Requested Action:

The City Commission is requested to conduct a public hearing date at their April 10, 2023 meeting, after which the Commission is asked to adopt the proposed amended General Licensing Code.

Attachments:

Chapter 110, City of Mt. Pleasant General Licensing Code as amended
Chapter 110, City of Mt. Pleasant General Licensing Code (redline/strike out)

CHAPTER 110: GENERAL LICENSING

Section

General Provisions

110.01	Business licenses required; state license no exemption
110.02	Application for license; investigations
110.03	Exhibition of license
110.04	Suspension or revocation of licenses
110.05	Expiration date; renewal of license
110.06	Licenses non-transferable
110.07	Compliance with laws required
110.08	Payment of fees; exemption
110.09	License Review Board
110.10	Delegation of duties
110.11	Required licenses

Regulations for Specific Businesses

110.25	Junk dealers
110.26	Pawnbrokers
110.27	Vendors
110.28	Mobile food service providers
110.29	Going out of business sales
110.30	Pedicabs
110.99	Penalty

GENERAL PROVISIONS

§ 110.01 BUSINESS LICENSES REQUIRED; STATE LICENSE NOT EXEMPTION.

- (A) No person shall, directly or indirectly, operate, conduct, maintain or manage any business or premises for which any license or permit is required by any provision of this chapter or code without first procuring a license or permit from the city in the manner prescribed in this chapter.
- (B) The fact that a license or permit has been granted to any person by the state to engage in the operation, conduct, maintenance or management of any business or premises shall not exempt such person from the necessity of procuring a license or permit from the city if such license is required by the chapter.
- (Ord. 888, passed 2-24-03) Penalty, see § 110.99

§ 110.02 APPLICATION FOR LICENSE; INVESTIGATIONS.

- (A) *Application.* Each person or entity required to procure a license from the city shall make application for said license to the City Clerk in the form and manner prescribed by him or her. The application shall include the following:

- (1) The full names, dates of birth, business addresses of the applicant or entity and residence addresses of all owners, proprietors, officers, members, partners and managers of applicant's business;
 - (2) The place or places in the city where it is proposed to maintain applicant's business and the length of time during which it is proposed that such business be conducted.
 - (3) The wares, merchandise or services to be sold or offered for sale by applicant in the city;
 - (4) The nature and kind of business which applicant proposes to conduct and the manner of operating the same;
 - (5) Whether or not the applicant or person conducting or managing applicant's business has been convicted of a felony, misdemeanor or the violation of any municipal ordinances and, if so, full particulars in connection therewith.
- (B) *Investigations.*
- (1) Upon receipt by the City Clerk of an application for the license required § 110.01, the City Clerk or his or her designee shall investigate the applicant's business and moral character for the protection of the public good. The investigation shall be conducted within two business day. The investigation shall include criminal history records inquiry (CHR) through the State of Michigan. The applicant will be charged a non-refundable state filing fee for the investigation.
 - (2) If as a result of such investigation the applicant's character or business responsibility is found to be unsatisfactory, the disapproval of the City Clerk of his or her designee and the reasons for the same shall be indicated on the application. The City Clerk shall notify the applicant that his or her application is disapproved and that no license will be issued.
 - (3) If as a result of such investigation the character and business responsibility of the applicant are found to be satisfactory, the City Clerk or his or her designee shall endorse on the application his or her approval and upon payment of the prescribed license fee and filing of proof of insurance, if required, issue a license. (Ord. - - ; Am. Ord. 753, passed 7-11-94; Am. Ord. 888, passed 2-24-03)

§ 110.03 EXHIBITION OF LICENSE.

- (A) Persons licensed under this chapter are required to produce or exhibit their license upon request of any individual and any city police officer, Code Enforcement Officer or a representative from the City Clerk's Office.
- (B) A license issued under this chapter to a transient merchant shall be posted conspicuously in the place of business or vehicle named therein. If a person applying for such a license desires to do business in more than one place within the city, a copy of the license shall be posted conspicuously in each.
- (C) No licensee shall fail to display conspicuously on vehicles licensed by this chapter such tags or stickers as are furnished by the City Clerk and required by this chapter or code. (Ord. 753, passed 7-11-94; Am. Ord. 888, passed 2-24-03) Penalty, see § 110.99

§ 110.04 SUSPENSION OR REVOCATION OF LICENSES

- (A) Any license issued under this chapter may be suspended or revoked for any of the following reasons:
- (1) Fraud or misrepresentation on the application for license.
 - (2) Fraud or misrepresentation in the course of conducting the business of the vendor;
 - (3) Conducting the business of the vendor contrary to the conditions of the license; or
 - (4) Conducting the business of the vender in such a manner as to create a public nuisance or constitute a danger to the public health, safety or welfare.
- (B) Upon suspension or revocation of the license, the City Clerk or his or her designee shall deliver in person written notice to the license holder or their representative personally at the business location or by first class mail to the address listed in the licensee's application stating the action taken and the reasons supporting such action.
- (C) Persons who are denied licenses or whose licenses are suspended or revoked may appeal by filing a written notice of appeal with the License Review Board. The appeal must be filed within seven days after receipt of the notice of denial, suspension or revocation. The Board shall hear and determine the appeal and the decision of the Board shall be final.
- (Ord. 753, passed 7-11-94; Am. Ord. 888, passed 2-24-03)

§ 110.05 EXPIRATION DATE; RENEWAL OF LICENSE.

- (A) The license year shall terminate on December 31 of the current year at 12:00 noon next after the issuance of such license. In all cases where the provisions of this chapter permit the issuance of licenses for periods of less than one year, the expiration date shall be indicated on the fact of the license.
- (B) Unless otherwise provided herein, an application for renewal of a license shall be considered in the same manner as an original application.
- (Ord. 753, passed 7-11-94; Am. Ord. 888, passed 2-24-03)

§ 110.06 LICENSES NON-TRANSFERABLE.

No license or permit issued under the provisions of this chapter or code shall be transferable.

(Ord. 753, passed 7-11-94, Am. Ord. 888 passed 2-24-03)

§ 110.07 COMPLIANCE WITH LAWS REQUIRED.

- (A) No license or permit required by this chapter or code shall be issued to any person who is required to have a license or permit from the state until such person shall submit evidence of such state license or permit and proof that all fees appertaining thereto have been paid.

- (B) No license shall be granted to any applicant until such applicant has complied with all of the provisions of this chapter and code pertaining to the business for which application for the license is made, nor shall any license be granted where the approval of any officer of the city is required prior to the issuance until such approval is made.

(Ord. 888, passed 2-24-03)

§ 110.08 PAYMENT OF FEES; EXEMPTION.

- (A) No license shall be issued until the fees as set forth in this chapter or code shall be paid by the applicant to the City Treasurer.
- (B) No license fee shall be required from any person exempt from payment of the fee by state or federal law. Such persons shall comply with all other provisions of this chapter. The City Clerk shall, in all such cases, issue to such persons licenses which are clearly marked as to said exemption and the reason therefor.

(Am. Ord. 888, passed 2-24-03)

§ 110.09 LICENSE REVIEW BOARD.

- (A) The License Review Board shall be composed of the same persons who constitute the City Zoning Board of Appeals.
- (B) The Board shall meet from time to time as needed.
- (C) A quorum of the Board necessary to conduct a hearing shall be four members and the vote of a majority of the Board present shall be required to overturn any denial, suspension or revocation of a license.
- (D) Evidence of a type commonly relied upon by reasonably prudent persons in the conduct of their affairs is to be admitted and given probative effect. The decision of the Board shall be based upon the evidence produced and admitted in the course of a hearing.
- (E) Appeals of decision of the board may be reviewed in the County Circuit Court to determine whether sufficient evidence exists in the record to support the Board.

(Ord. 753, passed 7-11-94; Am. Ord. 888, passed 2-24-03)

§ 110.10 DELEGATION OF DUTIES.

The responsibilities of the City Clerk, Director of Public Safety, and/or Chief Building Official as required by this chapter may be fulfilled by his or her designees.

(Ord. 753, passed 7-11-94; Am. Ord. 888, passed 2-24-03).

§ 110.11 REQUIRED LICENSES.

- (A) No person shall engage in the following businesses or activities without first obtaining a license as provided in this Chapter which shall require payment of a license fee in amounts set from time to time by City Commission resolutions:

(1) Auctioneers;

(2) Circus, menagerie, carnival, exhibition, side show;

- (3) Junk dealers;
 - (4) Mobile food service providers;
 - (5) Pawnbrokers;
 - (6) Pedicab businesses, vehicles, and driver; and
 - (7) Vendors.
- (B) No person shall engage in a "going out of business sale," as defined in §110.29, without first obtaining a license which shall require payment of a license fee as provided in §110.29.
(Ord. passed - - ; Am. Ord. 753, passed 7-11-94; Am. Ord. 888, passed 02-04-03; Am. Ord. 982, passed 10-14-13; Am. Ord. 999, passed 7-13-15; Am. Ord. 1078, passed 5-9-22)

§ 110.25 JUNK DEALERS.

- (A) No person shall engage in the business of dealing in scrap iron, scrap metal, scrap wood, used or salvaged auto parts or any form of goods commonly considered as junk, nor assemble same at one location for the purpose of sale without first procuring a license.
- (B) No such license shall be granted:
- (1) Except upon approval of the Director of Public Safety or his or her designee, the Fire Department and the building Official;
 - (2) For conducting such business on a vacant lot or in a partially enclosed structure unless such property is enclosed with a properly maintained, tight board or other type fence in accordance with all specifications of the Director of Public Works to protect the health, welfare and safety of the public;
 - (3) Whenever 65% or more of all property-owners within a radius of 300 feet measured from the boundary lines of the premises object in writing to the City Clerk's office.
- (C) Each licensee shall on demand exhibit all goods bought or received and give the name, residence and a description of the person from whom the same was purchased or received to any officer of the Police Department. He or she shall keep a record or book written in ink in the English language containing the name, residence and description of all persons from whom purchases are made.
- (D) (1) Each such license granted shall designate the particular place where said business is to be conducted and no licensee shall engage in said business at any place other than that so designated.
- (2) No licensee shall purchase or receive any article:
 - (a) Between the hours of 7:00 p.m. and 7:00 a.m.;
 - (b) On Sunday;
 - (c) From any person intoxicated or under the age of 17 years without written consent of parent or guardian; or
 - (d) From a person known or suspected to be a thief or a receiver of stolen property.
- (Amd Ord. 888, passed 2-24-03) Penalty, see § 110.00

§ 110.26 PAWNBROKERS.

- (A) As used in this chapter, "pawnbrokers" mean those individuals identified in § 3 of Act No. 469, of the Public Acts 2002, being cited as MCLA § 446.203.
- (B) A person, corporation, or firm shall not carry on the business of pawnbroker in the city without first having obtained a license as authorized by Act No. 469, of the Public Acts 2002, being cited as MCLA §446.201 et seq.
 - (1) A license fee that shall be required to be paid to the city in order to acquire a pawnbroker license pursuant to this chapter shall be set by a resolution of the City Commission.
 - (2) As set forth in § 2 of 469 of Public Acts 2002, the bond that is required to be given to the city is \$3,000.
- (C) A pawnbroker shall comply with all of the requirements of Act No. 231 of the Public Acts of 1945, as amended, being cited as MCLA §§ 445.451 et seq, and Act No. 469 of the Public Acts 2002, being cited as MCLA §§ 446.201 et seq.
- (D) Every pawnbroker, except those exempted by operation of division (C), shall within 48 hours, transmit to the Director of Public Safety by means of electronic transmission through a modem or similar device or by delivery of a computer disk, in such a format that the data are capable of direct electronic entry into the city's computerized systems for identifying pawned property, all transactions in which the pawnbroker received used goods the preceding day by pawn, trade, purchase, or consignment. A transaction reported by electronic transmission under this subsection shall not be reported on paper forms unless the Director of Public Safety so requests.
- (E) When reporting, a thumbprint of the persons pawning property shall be electronically scanned and transmitted to the Director of Public Safety in the same manner as division (A).
- (F) A pawnbroker need not report electronically transactions taking place at a business location where the number of pawn transactions in each 90 day period does not exceed ten. A pawnbroker reasonably believing a location at which he or she conducts a pawn shop qualifies under this subsection for exemption from computerized reporting and wishing to be exempt from the requirements of division (A) shall sign, under penalty of perjury, a declaration to the effect in a form developed by the Director of Public Safety or the Director of Public Safety's designee, and once the declaration is signed, so long as the volume of transactions does not exceed ten each 90 day period, pawn transactions taking place at that pawnshop need not be reported electronically, but shall be reported on paper forms.
- (G) If a licensee under this chapter or any of his or her employees is found guilty of violating any of the provisions of this chapter, the Director of Public Safety shall report such violation to the City Clerk. The City Clerk shall:
 - (1) Notify the City Manager and the licensee and provide the licensee notice that the city intends to revoke his or her license; and
 - (2) Shall provide the licensee an opportunity to a hearing before the City Clerk. If the City Clerk determines that the licensee has been found guilty of violating any of the provisions of this chapter, the City Manager

shall then revoke the license. The violator, upon such revocations, shall not be issued a license as a pawnbroker for a period of one year from the date of revocation.

(Am. Ord. 888, passed 2-24-03; Am. Ord 906, passed 2-14-05)
Penalty, see § 110.00

110.27 VENDORS.

- (A) *Definitions.* For the purpose of this section, the following definitions shall apply unless the context clearly indicates or requires a different meaning.

PEDDLER. Any person who travels from place to place for the purpose of distributing leaflets, pamphlets, fliers, or other literature, displaying, selling, making sales, offer for sale, or leasing with the option to buy, takes orders for, or attempts to take orders for the retail sale of any goods, property, or services whatsoever for current or future delivery. Peddler includes any person who travels by foot, vehicle, wagon, cart or any other means displaying, selling, offering for sale, taking orders for sale, or leasing with the option to buy, at retail, any food, goods, property, or service. **PEDDLER** also includes any person who operates a pushcart, or other structure powered by bicycles or human power, with at least two operational wheels, which can be easily moved and which is used by a vendor to conduct sales.

PERSON. Any natural person, corporation or partnership, including both principals and agents thereof, or two or more persons having a joint or common interest.

TRANSIENT MERCHANT. Any persons, firm, association or corporation, while not traveling from place to place, engaging temporarily in a retail sale of goods, ware or merchandise in any place in the city and who for the purpose of conducting business temporarily occupies any private lot, building, room or structure of any kind. This section shall not be construed to permit sales on city-owned property unless authorized under a separate written agreement.

VENDORS. Any peddler or transient merchant as provided in this section.

- (B) *License required.* No vendor shall engage in such business within the city without first obtaining a license as provided under this chapter. Such licenses shall be subject to the application fees as may be set from time to time by the City Commission and paid in accordance with § 110.08 of this code.
- (C) *Regulations.* In addition to the license requirements in this chapter, and except as otherwise provided, the following regulations apply to vendors:
- (1) Vendors who conduct their business by going door-to-door shall not solicit at any premises posted with a “no solicitation” sign or other similar marking.
 - (2) No vendor shall have any exclusive right to any location in the public street, sidewalk, or right-of-way, or be permitted a permanent, stationary location, or be permitted to operate in any congested area where his or her operations impede or inconvenience the public. For the purpose of this section, the

judgment of a police officer or Code Enforcement Officer, exercised in good faith, shall be deemed conclusive as to whether the area is congested or the public has been impeded or inconvenienced.

- (3) Vendors shall dispose of their own trash including empty product containers into trash bags which shall be disposed of off-site by the vendor each day. The vendor shall keep the areas in which it operates clean, slightly, and free of trash. Vendors shall be completely self-contained, and are prohibited from utilizing any city electrical outlets, water from city hydrants, and disposing of liquid wastes, including but not limited to grease, into storm or sanitary sewers.
- (4) Unless otherwise first authorized in writing by the city, no vendor shall obstruct any street, alley, sidewalk or driveway, except as may be necessary and reasonable to consummate a sale or engage in any business regulated by this Chapter. Except with prior written permission of appropriate school officials, no vendor shall conduct any sale within 150 feet of the entrance of any school building between the hours of 8am and 5pm on the days when school is in session.
- (5) Applicants for a vendors license who are selling, or offering to sell food, goods, wares, and merchandise owned by themselves, who furnish the City Clerk, with all other license application materials, proof of an honorable discharge from the armed services and a copy of the license issued pursuant to 1921 PA 359, as amended, MCLA §§35.441 through 35.443, shall be required to pay the annual license fee.
- (6) Individuals or groups wishing to do their business under this section in any city park must first secure written permission from the Parks Director before applying for a license, and shall comply with all applicable park rental fees, rules and regulations.
- (7) Vendors shall present a valid license for inspection or examination when requested by any City Public Safety Officer or city official.
- (8) No vendor shall sell or offer for sale any unsound, unripe or unwholesome food or drink or any defective, faulty or deteriorated article of food.

(D) Exceptions.

- (1) Representatives of duly established businesses, located elsewhere, calling upon merchants or other established businesses for the purposes of selling them merchandise or services and who normally make repeated calls on such businesses at regular intervals, such as wholesale suppliers, office supply firms and similar businesses are not required to be licensed.
- (2) Solicitations including sale or distribution of goods, wares, merchandise, leaflets, pamphlets or other materials for religious, charitable or political purposes are not required to be licensed.
- (3) Applicants for a vendors license who are selling, or offering to sell food, goods, wares, and merchandise owned by themselves, who furnish the City Clerk, with all other license application materials, proof of an honorable discharge from the armed services and a copy of the license issued pursuant to 1921 PA 359, as amended, MCLA §§35.441 through 35.443, shall be licensed and are not required to pay the annual license fee.

- (4) Applicants for a vendor's license selling only at an art fair, farmers' market, festival or similar city-endorsed and/or city-sponsored event shall be licensed, but are not required to pay the annual license fee.
- (5) Any person exempt from the permitting requirements of this Ordinance by virtue of state or federal law.
(Ord. 753, passed 7-11-94; Am. Ord. 888, passed 2-2403; Am. Ord. 982, passed 10-14-13; Am. Ord. 990, passed 10-13-14) Penalty, see §110.99

§ 110.28 MOBILE FOOD SERVICE PROVIDERS.

- (A) *Purpose.* The purpose of this section is to license and regulate the movement, location, business practice and hours of operation of mobile food providers in the city, to reduce vehicular and pedestrian traffic congestion, to promote the safe use of the streets and sidewalks; and, to protect the health, safety, and welfare of the people of the city.
- (B) *Definitions.* For the purpose of this section the following definition shall apply unless the context clearly indicates or requires a different meaning.

MOBILE FOOD SERVICE PROVIDER. Any person, business or entity, whether a resident of the City or not, utilizing a motorized vehicle which, upon issuance of a license by the City Clerk and conformance with the regulations under this chapter, may temporarily park upon a public street or in a public parking lot, and engage in the preparation, service, sale or distribution of ready-to-eat food for individual portion service to the general public directly from the vehicle. For the purposes of this section, mobile food vehicle includes a trailer, cart, stand, or other fixture pulled by a motorized vehicle engaged in the preparation, service, sale, or distribution of ready-to-eat food for individual portion service to the general public directly from the trailer; and shall include cookers, grills, smokers or other similar apparatuses.

- (C) *License Requirements.* No mobile food service provider may engage in the service, sale, or distribution of food in the city without first obtaining a license from the City Clerk pursuant to this Chapter. The City Clerk shall charge an application fee for the mobile food service provider licenses. Such licenses shall be subject to the application fee as may be set from time to time by resolution of the City Commission and paid in accordance with §110.08 of this code. See license fee exceptions below.

- (D) *Regulation.*

FOR PROVIDERS ON PUBLIC PROPERTY:

- (1) Mobile food service providers may conduct business within the boundaries of the Central Business District, as set forth in the Central Business District Improvements Development Plan and Tax Increment Financing Plan, as well as on-street parking places on South Main Street from East High Street on the north to East Bellows Street on the South. Mobile food service providers may not conduct business on any other public property of the city.

- (2) Mobile food service providers may conduct business only between the hours of 8pm and 2am. Mobile food service providers shall not conduct business at any other time.
- (3) Mobile food service providers may conduct business in on-street parking places and public parking lots during the permitted hours of operation. While conducting business, mobile food service providers shall operate in such a manner so as not to interfere with pedestrian or vehicular traffic. If directed by city staff or public safety personnel for snow plows or in response to emergency situations, mobile food services shall promptly relocate.
- (4) Mobile food service providers shall serve customers only on the curb, lawn, or sidewalk side of the mobile food service vehicle while parked in on-street parking spaces. Mobile food service providers shall not provide food service in any right-of-way. Mobile food service providers may serve customers only when parked.
- (5) If operating on sidewalks or while parked on city streets or in public parking lots, mobile food service providers shall not supply or provide tables and chairs, booths, stools, benches, tents or other similar dining areas for customers.
- (6) Mobile food service providers shall provide adequate dining utensils as reasonably necessary for its customers. Mobile food service providers shall place a trash receptacle outside the mobile food service vehicle which shall be emptied and disposed of off-site by the mobile food service provider each day. The mobile food service provider shall keep the area in which it operates clean, sightly, and free of trash. Mobile food service providers shall be completely self-contained, and are prohibited from utilizing any city electrical outlets, water from city hydrants, and disposing of liquid wastes, including but not limited to grease, into storm or sanitary sewers.
- (7) Mobile food service providers shall not be parked on the street or in public parking lots in which they intend to provide service overnight, nor shall they be left unattended and unsecured at any time food is in the vehicle.
- (8) Mobile food service providers shall comply at all times with all city nuisance regulations as provided in Chapter 96 of this code and any other applicable city ordinances.
- (9) Mobile food service providers shall not be located within 150 feet of a permanent business with a food license during the business's hours of operation.
- (10) A license is valid only for each individual vehicle or trailer operated by a mobile food service provider and shall not be transferred among vehicles or trailers.
- (11) Mobile Food service providers shall present a valid license for inspection or examination when requested by any City Public Safety Officer or city official.
- (12) Mobile food service providers shall comply with all applicable law, rules, regulations and licensing or permit requirements including, but not limited to those issued by the Isabella County Health Department or the Michigan Department of Agriculture and Rural Development or its successor agency,

the Michigan Secretary of State, the Michigan Liquor Control Commission, and any other agency with licensing or regulatory jurisdiction over the mobile food service provider.

- (13) Mobile food service providers must produce with application for license the following items: driver license; Isabella County Health Department License; Mount Pleasant Fire Department Inspection; Proof of liability insurance; and such other information as the City deems reasonably necessary to determine that the requirements of this ordinance have been met.
- (14) Mobile food service providers shall not offer or advertise the offering of beer, wine, or other alcoholic beverages.
- (15) Mobile food service providers wishing to do their business under this section in any city park must first secure written permission from the Parks Director before applying for a license, and shall comply with all applicable park rental fees, rules and regulations.

FOR PROVIDERS ON PRIVATE PROPERTY:

- (1) Mobile food service providers shall provide adequate dining utensils as reasonably necessary for its customers. Mobile food service providers shall place a trash receptacle outside the mobile food service vehicle which shall be emptied and disposed of off-site by the mobile food service provider each day. The mobile food service provider shall keep the area in which it operates clean, sightly, and free of trash. Mobile food service providers shall be completely self-contained, and are prohibited from utilizing any city electrical outlets, water from city hydrants, and disposing of liquid wastes, including but not limited to grease, into storm or sanitary sewers.
- (2) Mobile food service providers shall not be parked on the street or in public parking lots in which they intend to provide service overnight, nor shall they be left unattended and unsecured at any time food is in the vehicle.
- (3) Mobile food service providers shall comply at all times with all city nuisance regulations as provided in Chapter 96 of this code and any other applicable City ordinances.
- (4) Mobile food service providers shall not be located within 150 feet of a permanent business with a food license during the business's hours of operation.
- (5) A license is valid only for each individual vehicle or trailer operated by a mobile food service provider and shall not be transferred among vehicles or trailers.
- (6) Mobile Food service providers shall present a valid license for inspection or examination when requested by any City Public Safety Officer or city official.
- (7) Mobile food service providers shall comply with all applicable law, rules, regulations and licensing or permit requirements including, but not limited to those issued by the Isabella County Health Department or the Michigan Department of Agriculture and Rural Development or its successor agency, the Michigan Secretary of State, the Michigan Liquor Control Commission, and any other agency with licensing or regulatory jurisdiction over the mobile food service provider.

- (8) Mobile food service providers must produce with application for license the following items: driver license; Isabella County Health Department License; Mount Pleasant Fire Department Inspection; Proof of liability insurance; and such other information as the City deems reasonably necessary to determine that the requirements of this ordinance have been met.
- (9) Mobile food service providers shall not offer or advertise the offering of beer, wine, or other alcoholic beverages.

(E) *Exceptions.*

- (1) Applicants for a mobile food service providers license who are selling, or offering to sell food, owned by themselves, who furnish to the City Clerk, with all other license application materials, proof of an honorable discharge from the armed services and a copy of the license issued pursuant to 1921 PA 359, as amended, MCLA §§35.441 through 35.443, shall be licensed and are not required to pay the annual license fee.
- (2) Applicants for a mobile food service providers license selling at an art fair, farmers' market, festival or similar city endorsed and/or city sponsored event shall be licensed but are not required to pay the annual license fee.
- (3) Applicants for a mobile food service provider's license who operate a duly established brick and mortar establishment are required to be licensed but are waived of the annual license fee.

(F) *License revocation or suspension.* Any mobile food service provider that violates any provision of this section may, in addition to any other penalties, have its license suspended or revoked as provided by §110.04 of this code.

(Ord. 982, passed 10-14-13; Am. Ord. 990, passed 10-13-14)

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110.08	Payment of fees; exemption
110.09	License Review Board
110.10	Delegation of duties
110.11	Required licenses

Regulations for Specific Businesses

110.25	Junk dealers
110.26	Pawnbrokers
110.27	Vendors
110.28	Mobile food service providers
110.29	Going out of business sales
110.30	Pedicabs
110.99	Penalty

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§ 110.01 BUSINESS LICENSES REQUIRED; STATE LICENSE NOT EXEMPTION.

- (A) No person shall, directly or indirectly, operate, conduct, maintain or manage any business or premises for which any license or permit is required by any provision of this chapter or code without first procuring a license or permit from the city in the manner prescribed in this chapter.
- (B) The fact that a license or permit has been granted to any person by the state to engage in the operation, conduct, maintenance or management of any business or premises shall not exempt such person from the necessity of procuring a license or permit from the city if such license is required by the chapter.
(Ord. 888, passed 2-24-03) Penalty, see § 110.99

§ 110.02 APPLICATION FOR LICENSE; INVESTIGATIONS.

- (A) *Application.* Each person or entity required to procure a license from the city shall make application for said license to the City Clerk in the form and manner prescribed by him or her. The application shall include the following:

- (1) The full names, dates of birth, business addresses of the applicant or entity and residence addresses of all owners, proprietors, officers, members, partners and managers of applicant's business;
 - (2) The place or places in the city where it is proposed to maintain applicant's business and the length of time during which it is proposed that such business be conducted.
 - (3) The wares, merchandise or services to be sold or offered for sale by applicant in the city;
 - (4) The nature and kind of business which applicant proposes to conduct and the manner of operating the same;
 - (5) Whether or not the applicant or person conducting or managing applicant's business has been convicted of a felony, misdemeanor or the violation of any municipal ordinances and, if so, full particulars in connection therewith.
- (B) *Investigations.*
- (1) Upon receipt by the City Clerk of an application for the license required § 110.01, the City Clerk or his or her designee shall investigate the applicant's business and moral character for the protection of the public good. The investigation shall be conducted within two business day. The investigation shall include criminal history records inquiry (CHR) through the State of Michigan. The applicant will be charged a non-refundable state filing fee for the investigation.
 - (2) If as a result of such investigation the applicant's character or business responsibility is found to be unsatisfactory, the disapproval of the City Clerk of his or her designee and the reasons for the same shall be indicated on the application. The City Clerk shall notify the applicant that his or her application is disapproved and that no license will be issued.
 - (3) If as a result of such investigation the character and business responsibility of the applicant are found to be satisfactory, the City Clerk or his or her designee shall endorse on the application his or her approval and upon payment of the prescribed license fee and filing of proof of insurance, if required, issue a license. (Ord. - - ; Am. Ord. 753, passed 7-11-94; Am. Ord. 888, passed 2-24-03)

§ 110.03 EXHIBITION OF LICENSE.

- (A) Persons licensed under this chapter are required to produce or exhibit their license upon request of any individual and any city police officer, Code Enforcement Officer or a representative from the City Clerk's Office.
- (B) A license issued under this chapter to a transient merchant shall be posted conspicuously in the place of business or vehicle named therein. If a person applying for such a license desires to do business in more than one place within the city, a copy of the license shall be posted conspicuously in each.
- (C) No licensee shall fail to display conspicuously on vehicles licensed by this chapter such tags or stickers as are furnished by the City Clerk and required by this chapter or code. (Ord. 753, passed 7-11-94; Am. Ord. 888, passed 2-24-03) Penalty, see § 110.99

§ 110.04 SUSPENSION OR REVOCATION OF LICENSES

- (A) Any license issued under this chapter may be suspended or revoked for any of the following reasons:
 - (1) Fraud or misrepresentation on the application for license.
 - (2) Fraud or misrepresentation in the course of conducting the business of the vendor;
 - (3) Conducting the business of the vendor contrary to the conditions of the license; or
 - (4) Conducting the business of the vendor in such a manner as to create a public nuisance or constitute a danger to the public health, safety or welfare.
- (B) Upon suspension or revocation of the license, the City Clerk or his or her designee shall deliver in person written notice to the license holder or their representative personally at the business location or by first class mail to the address listed in the licensee's application stating the action taken and the reasons supporting such action.
- (C) Persons who are denied licenses or whose licenses are suspended or revoked may appeal by filing a written notice of appeal with the License Review Board. The appeal must be filed within seven days after receipt of the notice of denial, suspension or revocation. The Board shall hear and determine the appeal and the decision of the Board shall be final.
(Ord. 753, passed 7-11-94; Am. Ord. 888, passed 2-24-03)

§ 110.05 EXPIRATION DATE; RENEWAL OF LICENSE.

- (A) The license year shall terminate on December 31 of the current year at 12:00 noon next after the issuance of such license. In all cases where the provisions of this chapter permit the issuance of licenses for periods of less than one year, the expiration date shall be indicated on the fact of the license.
- (B) Unless otherwise provided herein, an application for renewal of a license shall be considered in the same manner as an original application.
(Ord. 753, passed 7-11-94; Am. Ord. 888, passed 2-24-03)

§ 110.06 LICENSES NON-TRANSFERABLE.

No license or permit issued under the provisions of this chapter or code shall be transferable.

(Ord. 753, passed 7-11-94, Am. Ord. 888 passed 2-24-03)

§ 110.07 COMPLIANCE WITH LAWS REQUIRED.

- (A) No license or permit required by this chapter or code shall be issued to any person who is required to have a license or permit from the state until such person shall submit evidence of such state license or permit and proof that all fees appertaining thereto have been paid.

- (B) No license shall be granted to any applicant until such applicant has complied with all of the provisions of this chapter and code pertaining to the business for which application for the license is made, nor shall any license be granted where the approval of any officer of the city is required prior to the issuance until such approval is made.

(Ord. 888, passed 2-24-03)

§ 110.08 PAYMENT OF FEES; EXEMPTION.

- (A) No license shall be issued until the fees as set forth in this chapter or code shall be paid by the applicant to the City Treasurer.
- (B) No license fee shall be required from any person exempt from payment of the fee by state or federal law. Such persons shall comply with all other provisions of this chapter. The City Clerk shall, in all such cases, issue to such persons licenses which are clearly marked as to said exemption and the reason therefor.

(Am. Ord. 888, passed 2-24-03)

§ 110.09 LICENSE REVIEW BOARD.

- (A) The License Review Board shall be composed of the same persons who constitute the City Zoning Board of Appeals.
- (B) The Board shall meet from time to time as needed.
- (C) A quorum of the Board necessary to conduct a hearing shall be four members and the vote of a majority of the Board present shall be required to overturn any denial, suspension or revocation of a license.
- (D) Evidence of a type commonly relied upon by reasonably prudent persons in the conduct of their affairs is to be admitted and given probative effect. The decision of the Board shall be based upon the evidence produced and admitted in the course of a hearing.
- (E) Appeals of decision of the board may be reviewed in the County Circuit Court to determine whether sufficient evidence exists in the record to support the Board.

(Ord. 753, passed 7-11-94; Am. Ord. 888, passed 2-24-03)

§ 110.10 DELEGATION OF DUTIES.

The responsibilities of the City Clerk, Director of Public Safety, and/or Chief Building Official as required by this chapter may be fulfilled by his or her designees.
(Ord. 753, passed 7-11-94; Am. Ord. 888, passed 2-24-03).

§ 110.11 REQUIRED LICENSES.

- (A) No person shall engage in the following businesses or activities without first obtaining a license as provided in this Chapter which shall require payment of a license fee in amounts set from time to time by City Commission resolutions:
- (1) Auctioneers;
 - (2) Circus, menagerie, carnival, exhibition, side show;

- (3) Junk dealers;
 - (4) Mobile food service providers;
 - (5) Pawnbrokers;
 - (6) Pedicab businesses, vehicles, and driver; and
 - (7) Vendors.
- (B) No person shall engage in a "going out of business sale," as defined in §110.29, without first obtaining a license which shall require payment of a license fee as provided in §110.29.
(Ord. passed - - ; Am. Ord. 753, passed 7-11-94; Am. Ord. 888, passed 02-04-03; Am. Ord. 982, passed 10-14-13; Am. Ord. 999, passed 7-13-15; Am. Ord. 1078, passed 5-9-22)

§ 110.25 JUNK DEALERS.

- (A) No person shall engage in the business of dealing in scrap iron, scrap metal, scrap wood, used or salvaged auto parts or any form of goods commonly considered as junk, nor assemble same at one location for the purpose of sale without first procuring a license.
- (B) No such license shall be granted:
- (1) Except upon approval of the Director of Public Safety or his or her designee, the Fire Department and the building Official;
 - (2) For conducting such business on a vacant lot or in a partially enclosed structure unless such property is enclosed with a properly maintained, tight board or other type fence in accordance with all specifications of the Director of Public Works to protect the health, welfare and safety of the public;
 - (3) Whenever 65% or more of all property-owners within a radius of 300 feet measured from the boundary lines of the premises object in writing to the City Clerk's office.
- (C) Each licensee shall on demand exhibit all goods bought or received and give the name, residence and a description of the person from whom the same was purchased or received to any officer of the Police Department. He or she shall keep a record or book written in ink in the English language containing the name, residence and description of all persons from whom purchases are made.
- (D) (1) Each such license granted shall designate the particular place where said business is to be conducted and no licensee shall engage in said business at any place other than that so designated.
- (2) No licensee shall purchase or receive any article:
- (a) Between the hours of 7:00 p.m. and 7:00 a.m.;
 - (b) On Sunday;
 - (c) From any person intoxicated or under the age of 17 years without written consent of parent or guardian; or
 - (d) From a person known or suspected to be a thief or a receiver of stolen property.
- (Amd Ord. 888, passed 2-24-03) Penalty, see § 110.00

§ 110.26 PAWNBROKERS.

- (A) As used in this chapter, "pawnbrokers" mean those individuals identified in § 3 of Act No. 469, of the Public Acts 2002, being cited as MCLA § 446.203.
- (B) A person, corporation, or firm shall not carry on the business of pawnbroker in the city without first having obtained a license as authorized by Act No. 469, of the Public Acts 2002, being cited as MCLA §446.201 et seq.
 - (1) A license fee that shall be required to be paid to the city in order to acquire a pawnbroker license pursuant to this chapter shall be set by a resolution of the City Commission.
 - (2) As set forth in § 2 of 469 of Public Acts 2002, the bond that is required to be given to the city is \$3,000.
- (C) A pawnbroker shall comply with all of the requirements of Act No. 231 of the Public Acts of 1945, as amended, being cited as MCLA §§ 445.451 et seq, and Act No. 469 of the Public Acts 2002, being cited as MCLA §§ 446.201 et seq.
- (D) Every pawnbroker, except those exempted by operation of division (C), shall within 48 hours, transmit to the Director of Public Safety by means of electronic transmission through a modem or similar device or by delivery of a computer disk, in such a format that the data are capable of direct electronic entry into the city's computerized systems for identifying pawned property, all transactions in which the pawnbroker received used goods the preceding day by pawn, trade, purchase, or consignment. A transaction reported by electronic transmission under this subsection shall not be reported on paper forms unless the Director of Public Safety so requests.
- (E) When reporting, a thumbprint of the persons pawning property shall be electronically scanned and transmitted to the Director of Public Safety in the same manner as division (A).
- (F) A pawnbroker need not report electronically transactions taking place at a business location where the number of pawn transactions in each 90 day period does not exceed ten. A pawnbroker reasonably believing a location at which he or she conducts a pawn shop qualifies under this subsection for exemption from computerized reporting and wishing to be exempt from the requirements of division (A) shall sign, under penalty of perjury, a declaration to the effect in a form developed by the Director of Public Safety or the Director of Public Safety's designee, and once the declaration is signed, so long as the volume of transactions does not exceed ten each 90 day period, pawn transactions taking place at that pawnshop need not be reported electronically, but shall be reported on paper forms.
- (G) If a licensee under this chapter or any of his or her employees is found guilty of violating any of the provisions of this chapter, the Director of Public Safety shall report such violation to the City Clerk. The City Clerk shall:
 - (1) Notify the City Manager and the licensee and provide the licensee notice that the city intends to revoke his or her license; and
 - (2) Shall provide the licensee an opportunity to a hearing before the City Clerk. If the City Clerk determines that the licensee has been found guilty of violating any of the provisions of this chapter, the City Manager

shall then revoke the license. The violator, upon such revocations, shall not be issued a license as a pawnbroker for a period of one year from the date of revocation.
(Am. Ord. 888, passed 2-24-03; Am. Ord 906, passed 2-14-05)
Penalty, see § 110.00

110.27 VENDORS.

(A) *Definitions.* For the purpose of this section, the following definitions shall apply unless the context clearly indicates or requires a different meaning.

PEDDLER. Any person who travels from place to place for the purpose of distributing leaflets, pamphlets, fliers, or other literature, displaying, selling, making sales, offer for sale, or leasing with the option to buy, takes orders for, or attempts to take orders for the retail sale of any goods, property, or services whatsoever for current or future delivery. Peddler includes any person who travels by foot, vehicle, wagon, cart or any other means displaying, selling, offering for sale, taking orders for sale, or leasing with the option to buy, at retail, any food, goods, property, or service. **PEDDLER** also includes any person who operates a pushcart, or other structure powered by bicycles or human power, with at least two operational wheels, which can be easily moved and which is used by a vendor to conduct sales.

PERSON. Any natural person, corporation or partnership, including both principals and agents thereof, or two or more persons having a joint or common interest.

TRANSIENT MERCHANT. Any persons, firm, association or corporation, while not traveling from place to place, engaging temporarily in a retail sale of goods, ware or merchandise in any place in the city and who for the purpose of conducting business temporarily occupies any private lot, building, room or structure of any kind. This section shall not be construed to permit sales on city-owned property unless authorized under a separate written agreement.

VENDORS. Any peddler or transient merchant as provided in this section.

(B) *License required.* No vendor shall engage in such business within the city without first obtaining a license as provided under this chapter. Such licenses shall be subject to the application fees as may be set from time to time by the City Commission and paid in accordance with § 110.08 of this code.

(C) *Regulations.* In addition to the license requirements in this chapter, and except as otherwise provided, the following regulations apply to vendors:

- (1) Vendors who conduct their business by going door-to-door shall not solicit at any premises posted with a "no solicitation" sign or other similar marking.
- (2) No vendor shall have any exclusive right to any location in the public street, sidewalk, or right-of-way, or be permitted a permanent, stationary location, or be permitted to operate in any congested area where his or her operations impede or inconvenience the public. For the purpose of this section, the

judgment of a police officer or Code Enforcement Officer, exercised in good faith, shall be deemed conclusive as to whether the area is congested or the public has been impeded or inconvenienced.

- (3) Vendors shall dispose of their own trash including empty product containers into trash bags which shall be disposed of off-site by the vendor each day. The vendor shall keep the areas in which it operates clean, slightly, and free of trash. Vendors shall be completely self-contained, and are prohibited from utilizing any city electrical outlets, water from city hydrants, and disposing of liquid wastes, including but not limited to grease, into storm or sanitary sewers.
- (4) Unless otherwise first authorized in writing by the city, no vendor shall obstruct any street, alley, sidewalk or driveway, except as may be necessary and reasonable to consummate a sale or engage in any business regulated by this Chapter. Except with prior written permission of appropriate school officials, no vendor shall conduct any sale within 150 feet of the entrance of any school building between the hours of 8am and 5pm on the days when school is in session.
- (5) Applicants for a vendors license who are selling, or offering to sell food, goods, wares, and merchandise owned by themselves, who furnish the City Clerk, with all other license application materials, proof of an honorable discharge from the armed services and a copy of the license issued pursuant to 1921 PA 359, as amended, MCLA §§35.441 through 35.443, shall be required to pay the annual license fee.
- (6) Individuals or groups wishing to do their business under this section in any city park must first secure written permission from the Parks Director before applying for a license, and shall comply with all applicable park rental fees, rules and regulations.
- (7) Vendors shall present a valid license for inspection or examination when requested by any City Public Safety Officer or city official.
- (8) No vendor shall sell or offer for sale any unsound, unripe or unwholesome food or drink or any defective, faulty or deteriorated article of food.

(D) Exceptions.

- (1) Representatives of duly established businesses, located elsewhere, calling upon merchants or other established businesses for the purposes of selling them merchandise or services and who normally make repeated calls on such businesses at regular intervals, such as wholesale suppliers, office supply firms and similar businesses are not required to be licensed.
- (2) Solicitations including sale or distribution of goods, wares, merchandise, leaflets, pamphlets or other materials for religious, charitable or political purposes are not required to be licensed.
- (3) Applicants for a vendors license who are selling, or offering to sell food, goods, wares, and merchandise owned by themselves, who furnish the City Clerk, with all other license application materials, proof of an honorable discharge from the armed services and a copy of the license issued pursuant to 1921 PA 359, as amended, MCLA §§35.441 through 35.443, shall be licensed and are not required to pay the annual license fee.

(4) Applicants for a vendor's license selling at an art fair, farmers' market, festival or similar city endorsed and/or city sponsored event shall be licensed, ~~but and~~ are not required to pay the annual license fee if ~~selling at an art fair, farmers' market, festival or similar city endorsed and/or city sponsored event.~~

(4)(5) Any person exempt from the permitting requirements of this Ordinance by virtue of state or federal law.

(Ord. 753, passed 7-11-94; Am. Ord. 888, passed 2-2403; Am. Ord. 982, passed 10-14-13; Am. Ord. 990, passed 10-13-14) Penalty, see §110.99

Commented [AL1]: This is unclear. Consider re-wording.

§ 110.28 MOBILE FOOD SERVICE PROVIDERS.

- (A) *Purpose.* The purpose of this section is to license and regulate the movement, location, business practice and hours of operation of mobile food providers in the city, to reduce vehicular and pedestrian traffic congestion, to promote the safe use of the streets and sidewalks; and, to protect the health, safety, and welfare of the people of the city.
- (B) *Definitions.* For the purpose of this section the following definition shall apply unless the context clearly indicates or requires a different meaning.

MOBILE FOOD SERVICE PROVIDER. Any person, business or entity, whether a resident of the City or not, utilizing a motorized vehicle which, upon issuance of a license by the City Clerk and conformance with the regulations under this chapter, may temporarily park upon a public street or in a public parking lot, and engage in the preparation, service, sale or distribution of ready-to-eat food for individual portion service to the general public directly from the vehicle. For the purposes of this section, mobile food vehicle includes a trailer, cart, stand, or other fixture pulled by a motorized vehicle engaged in the preparation, service, sale, or distribution of ready-to-eat food for individual portion service to the general public directly from the trailer; and shall include cookers, grills, smokers or other similar apparatuses.

- (C) *License Requirements.* No mobile food service provider may engage in the service, sale, or distribution of food in the city without first obtaining a license from the City Clerk pursuant to this Chapter. The City Clerk shall charge an application fee for the mobile food service provider licenses. Such licenses shall be subject to the application fee as may be set from time to time by resolution of the City Commission and paid in accordance with §110.08 of this code. See license fee exceptions below.

- (D) *Regulation.*

FOR PROVIDERS ON PUBLIC PROPERTY:

- (1) Mobile food service providers may conduct business within the boundaries of the Central Business District, as set forth in the Central Business District Improvements Development Plan and Tax Increment Financing Plan, as well as on-street parking places on South Main Street from East High Street on the north to East Bellows Street on the South. Mobile food service providers may not conduct business ~~in on~~ any other ~~area~~ public property of the city.

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- (2) Mobile food service providers may conduct business only between the hours of 8pm and 2am. Mobile food service providers shall not conduct business at any other time.
- (3) Mobile food service providers may conduct business in on-street parking places and public parking lots during the permitted hours of operation. While conducting business, mobile food service providers shall operate in such a manner so as not to interfere with pedestrian or vehicular traffic. If directed by city staff or public safety personnel for snow plows or in response to emergency situations, mobile food services shall promptly relocate.
- (4) Mobile food service providers shall serve customers only on the curb, lawn, or sidewalk side of the mobile food service vehicle while parked in on-street parking spaces. Mobile food service providers shall not provide food service in any right-of-way. Mobile food service providers may serve customers only when parked.
- (5) If operating on sidewalks or while parked on city streets or in public parking lots, mobile food service providers shall not supply or provide tables and chairs, booths, stools, benches, tents or other similar dining areas for customers.
- (6) Mobile food service providers shall provide adequate dining utensils as reasonably necessary for its customers. Mobile food service providers shall place a trash receptacle outside the mobile food service vehicle which shall be emptied and disposed of off-site by the mobile food service provider each day. The mobile food service provider shall keep the area in which it operates clean, sightly, and free of trash. Mobile food service providers shall be completely self-contained, and are prohibited from utilizing any city electrical outlets, water from city hydrants, and disposing of liquid wastes, including but not limited to grease, into storm or sanitary sewers.
- (7) Mobile food service providers shall not be parked on the street, or in public parking lots in which they intend to provide service overnight, nor shall they be left unattended and unsecured at any time food is in the vehicle.
- (8) Mobile food service providers shall comply at all times with all city nuisance regulations as provided in Chapter 96 of this code and any other applicable city ordinances.
- (9) Mobile food service providers shall not be located within 150 feet of a permanent business with a food license during the business's hours of operation.
- (10) A license is valid only for each individual vehicle or trailer operated by a mobile food service provider and shall not be transferred among vehicles or trailers.
- (11) Mobile Food service providers shall present a valid license for inspection or examination when requested by any City Public Safety Officer or city official.
- (12) Mobile food service providers shall comply with all applicable law, rules, regulations and licensing or permit requirements including, but not limited to those issued by the Isabella County Health Department or the Michigan Department of Agriculture and Rural Development or its successor agency,

the Michigan Secretary of State, the Michigan Liquor Control Commission, and any other agency with licensing or regulatory jurisdiction over the mobile food service provider.

- (13) Mobile food service providers must produce with application for license the following items: driver license; Isabella County Health Department License; Mount Pleasant Fire Department Inspection; ~~and~~ Proof of liability insurance; and such other information as the City deems reasonably necessary to determine that the requirements of this ordinance have been met.
- (14) Mobile food service providers shall not offer or advertise the offering of beer, wine, or other alcoholic beverages.
- (15) Mobile food service providers wishing to do their business under this section in any city park must first secure written permission from the Parks Director before applying for a license, and shall comply with all applicable park rental fees, rules and regulations.

FOR PROVIDERS ON PRIVATE PROPERTY:

- (1) Mobile food service providers shall provide adequate dining utensils as reasonably necessary for its customers. Mobile food service providers shall place a trash receptacle outside the mobile food service vehicle which shall be emptied and disposed of off-site by the mobile food service provider each day. The mobile food service provider shall keep the area in which it operates clean, sightly, and free of trash. Mobile food service providers shall be completely self-contained, and are prohibited from utilizing any city electrical outlets, water from city hydrants, and disposing of liquid wastes, including but not limited to grease, into storm or sanitary sewers.
- (2) Mobile food service providers shall not be parked on the street, or in public parking lots in which they intend to provide service overnight, nor shall they be left unattended and unsecured at any time food is in the vehicle.
- (3) Mobile food service providers shall comply at all times with all city nuisance regulations as provided in Chapter 96 of this code and any other applicable City ordinances.
- (4) Mobile food service providers shall not be located within 150 feet of a permanent business with a food license during the business's hours of operation.
- (5) A license is valid only for each individual vehicle or trailer operated by a mobile food service provider and shall not be transferred among vehicles or trailers.
- (6) Mobile Food service providers shall present a valid license for inspection or examination when requested by any City Public Safety Officer or city official.
- (7) Mobile food service providers shall comply with all applicable law, rules, regulations and licensing or permit requirements including, but not limited to those issued by the Isabella County Health Department or the Michigan Department of Agriculture and Rural Development or its successor agency, the Michigan Secretary of State, the Michigan Liquor Control Commission, and any other agency with licensing or regulatory jurisdiction over the mobile food service provider.

(8) Mobile food service providers must produce with application for license the following items: driver license; Isabella County Health Department License; Mount Pleasant Fire Department Inspection; ~~and~~ Proof of liability insurance; and such other information as the City deems reasonably necessary to determine that the requirements of this ordinance have been met.

(9) Mobile food service providers shall not offer or advertise the offering of beer, wine, or other alcoholic beverages.

(E) *Exceptions.*

(1) Applicants for a mobile food service providers license who are selling, or offering to sell food, owned by themselves, who furnish to the City Clerk, with all other license application materials, proof of an honorable discharge from the armed services and a copy of the license issued pursuant to 1921 PA 359, as amended, MCLA §§35.441 through 35.443, shall be licensed and are not required to pay the annual license fee.

(2) Applicants for a mobile food service providers license selling at an art fair, farmers' market, festival or similar city endorsed and/or city sponsored event shall be licensed but are not required to pay the annual license fee ~~if selling at an art fair, farmers' market, festival or similar city endorsed and/or city sponsored event.~~

(3) Applicants for a mobile food service provider's license who operate a duly established brick and mortar establishment are required to be licensed but are waived of the annual license fee.

(F) *License revocation or suspension.* Any mobile food service provider that violates any provision of this section may, in addition to any other penalties, have its license suspended or revoked as provided by §110.04 of this code.

(Ord. 982, passed 10-14-13; Am. Ord. 990, passed 10-13-14)

2024 City Commission Goal Statements:

Goal #1: Maintain Stable and Financially Responsible Operations

- Complete required landfill remediation efforts
- Prepare a climate change preparedness plan
- Adopt best practices in asset management
- Look for ways to cut down or find ways to compensate for services provided to non-city customers without payment
 - Identify services provided to non-city taxpayers without payment and look for ways to reduce impact on city taxpayers
- Monitor the City's tax base and develop interventions to stabilize

Goal #2: Continue Positive and Productive Relationships with Community Partners and Residents/Businesses

- Create a workforce development program in partnership with Gratiot Isabella Technical Education Center (GI TEC) — CMU & Mid-Michigan
- Renew the City's Redevelopment Ready Communities Certification

Goal #3: Provide Safe Accommodations for pedestrians and Bicyclists

- Expand walkability in Mt. Pleasant
- Identify grants and partners to expand MMPGKB Trail and increase signage on trail

Goal #4: Create a Community Friendly Space in our Downtown Area

- Create a community friendly green space in the downtown area

Goal #5: Provide a Great Parks System and Expand our Sports, Events, and Recreation Offerings

- Upgrade and add universal access to Chipp-A-Waters Park playground structure
- Create recreation programs identified in the recreation needs assessment

Goal #6 Create a Sense of Place by Promoting the "Meet Here" Branding and Working to Become a Cool Destination

- Promote that Mt. Pleasant is centrally located
- Work with community partners to support an event that brings more people to Mt. Pleasant
- Continue to monitor the analytics on our communication channels and make sure our information stays fresh and relevant.

Goal #7: Address the Housing Market Demands in Our Community, Including Home Ownership Opportunities

- Monitor and evaluate the performance of our PILOT and NEZ programs

Goal #8: Maximize Economic Viability on Mission Street

- Engage stakeholders in future development options for the corridor
- Determine interest in continuing the DDA and TIFA Districts beyond 2025

Goal #9: Prepare Mt. Pleasant Center for Future Development Opportunities

- Consider long-term development options for former Mt. Pleasant Center property

DOWNTOWN MT. PLEASANT STRATEGIC PLAN
MARCH 23, 2023



EXECUTIVE SUMMARY

The Downtown Mt. Pleasant Strategic Plan is a comprehensive document outlining the strategic objectives and initiatives aimed at revitalizing, enhancing, and sustaining the economic and social vitality of Downtown Mt. Pleasant. This plan serves as a guide for the stakeholders to collaborate, invest, and undertake projects that will collectively contribute to the growth and development of downtown.

BRIEF OVERVIEW OF THE STRATEGIC PLAN OBJECTIVES

The primary objectives of the Downtown Mt. Pleasant Strategic Plan are as follows:

1. Enhance economic development and create opportunities for businesses and entrepreneurs.
2. Improve the overall aesthetic appeal, walkability, and accessibility of the downtown area.
3. Strengthen community engagement, cultural expression, and social connections.
4. Promote redevelopment and new construction opportunities throughout downtown.
5. Foster collaboration among public, private, and nonprofit sectors to achieve shared goals.

HIGHLIGHTS OF KEY STRATEGIC INITIATIVES

The Downtown Mt. Pleasant Strategic Plan features several key strategic initiatives designed to address the identified objectives. Some highlights include:

1. Establishing business attraction programs/methods and support network to attract entrepreneurs and startups.
2. Implementing streetscape improvements and pedestrian-friendly infrastructure to enhance walkability and accessibility.
3. Hosting community events, festivals, and cultural programming to engage residents and draw visitors.
4. Developing green spaces, parks, and sustainable infrastructure to promote environmental responsibility.
5. Creating partnerships with local, regional, and national organizations to leverage resources and expertise.

EXPECTED OUTCOMES AND BENEFITS FOR DOWNTOWN MT. PLEASANT

The successful implementation of the Downtown Mt. Pleasant Strategic Plan is expected to yield numerous positive outcomes and benefits for the community. These include:

1. Increased economic activity, job creation, and a diverse mix of businesses and services.
2. An attractive and vibrant downtown that encourages residents and visitors to explore, live, shop, and dine.
3. A strong sense of community pride, engagement, and social cohesion, fostered through shared experiences and cultural activities.
4. Improved environmental quality and sustainability practices, contributing to the overall well-being of downtown residents and visitors.
5. A collaborative and innovative environment where public, private, and nonprofit stakeholders work together to achieve the vision outlined in the strategic plan.

INTRODUCTION

The Downtown Mt. Pleasant Strategic Plan is designed to provide a comprehensive and actionable roadmap for the revitalization and long-term growth of the downtown area in Mt. Pleasant, Michigan. This plan acknowledges the importance of fostering a vibrant, thriving downtown district to create a strong sense of community, support local businesses, and promote economic development. In this introduction, we will provide background information on Mt. Pleasant, discuss the importance of a revitalized downtown, and outline the purpose and scope of this strategic plan.

BACKGROUND ON DOWNTOWN MT. PLEASANT, MICHIGAN

Located in the heart of Michigan, Mt. Pleasant is a charming city with a rich history and a strong sense of community. Established in 1889, the city of Mt. Pleasant, has grown to become the largest city in Isabella County, with a population of 21,688 according to 2022 Census data. Home to Central Michigan University, Mid Michigan College and the Saginaw Chippewa Indian Tribe, the Mt. Pleasant area offers a unique blend of cultural, educational, and recreational opportunities. Downtown serves as the city's historic and cultural center, hosting various events and festivals throughout the year.

IMPORTANCE OF A REVITALIZED DOWNTOWN

A vibrant, thriving downtown is crucial for the overall health and well-being of a community. It not only serves as a hub for local businesses and economic growth but also provides a gathering place for residents and visitors to connect, socialize, and celebrate their shared heritage. By investing in the revitalization of Downtown Mt. Pleasant, the City can:

1. Foster a strong sense of community and identity.
2. Attract and retain businesses, creating jobs and stimulating economic growth.
3. Encourage tourism by offering unique experiences, events and cultural attractions.
4. Improve the quality of life for residents by providing access to essential services, amenities, and recreational opportunities.
5. Enhance the city's overall aesthetic appeal, making it a more desirable place to live, work, and visit.

PURPOSE AND SCOPE OF THE STRATEGIC PLAN

The Downtown Mt. Pleasant Strategic Plan aims to provide a clear vision and actionable steps to create a vibrant, thriving downtown district that meets the needs of residents, businesses, and visitors. The plan focuses on several key areas, including economic development, infrastructure, public spaces, and community engagement. Specific goals and objectives are outlined, along with a timeline for implementation and evaluation. The scope of this strategic plan includes:

1. Identifying and prioritizing short-term and long-term projects that support downtown revitalization.
2. Engaging stakeholders, including residents, business owners, community organizations, and local government, to collaborate on the plan's development and implementation.
3. Establishing measurable goals and objectives to assess progress and success.
4. Developing strategies and tactics to address challenges and capitalize on opportunities.
5. Fostering partnerships and securing funding sources to support the plan's initiatives.

VISION AND MISSION

LONG-TERM VISION FOR DOWNTOWN MT. PLEASANT

In the next 20 years, Downtown Mt. Pleasant, Michigan, will be a vibrant, inclusive, and sustainable community hub that serves as a destination for residents, students, visitors, and businesses alike. We will foster economic growth, preserve our cultural heritage, and enhance the overall quality of life by investing in diverse amenities, green spaces, and innovative infrastructure.

Our downtown will be characterized by a unique blend of historic charm and modern amenities, featuring a thriving and walkable business district with diverse retail, dining, and entertainment options. We will celebrate our rich cultural heritage and promote public art, cultural events, and recreational activities that highlight our community's spirit and diversity.

Sustainable urban design principles and green technologies will be integrated into our infrastructure to improve the environment, reduce our carbon footprint, and support a healthy, active lifestyle for all. We will prioritize the creation of pedestrian-friendly streets, bike lanes, and accessible multi-modal transportation options, connecting downtown to other neighborhoods and regional attractions.

MISSION STATEMENT FOR THE STRATEGIC PLAN

The mission of the Downtown Mt. Pleasant Strategic Plan is to cultivate a thriving, connected, and sustainable downtown district that serves as the social, cultural, and economic heart of our community. In collaboration with residents, students, visitors, business and property owners as essential stakeholders, we will utilize innovative urban planning, and strategic investments, to enhance the quality of life for all members of our community, foster economic growth, and celebrate the unique heritage and identity of Mt. Pleasant.

SITUATIONAL ANALYSIS

DEMOGRAPHIC PROFILE OF MT. PLEASANT, MICHIGAN

The demographic profile of Mt. Pleasant, Michigan, provides essential information to guide the strategic planning process. Based on 2022 census data, the population of Mt. Pleasant consists of:

- Total Population: Approximately 21,688
- Age Distribution: 59% under 24, 32% between 25-64, and 9% over 65 years old
- Gender Distribution: 48% male and 52% female
- Racial and Ethnic Composition: 79% White, 6% African American, 3% Asian, 3% Native American, 2% from other races, and 7% from two or more races; 6% Hispanic or Latino
- Median Household Income: \$38,324
- Educational Attainment: 31% high school diploma, 32% some college, 22% bachelor's degree, and 15% graduate or professional degree

ECONOMIC TRENDS AND CHALLENGES

Several economic trends and challenges are shaping the development of Downtown Mt. Pleasant, Michigan, including:

- Employment: Central Michigan University and the Soaring Eagle Casino and Resort are major employers in the area, but there is a need for more diverse and high-paying job opportunities to attract and retain skilled workers. The limited variety of job opportunities in the area can result

in difficulty attracting and retaining a skilled workforce. This can lead to a less competitive economy and a reduced quality of life for residents.

- **Decline In Central Michigan University Enrollment:** The drop in enrollment numbers has led to adverse effects on the downtown Mt. Pleasant community, negatively impacting local businesses and property owners. The reduced consumer spending and lower demand for housing necessitate the development of strategies to work with CMU to increase enrollment and devise strategies for student attraction and retention while also focusing on diversifying the local economy and supporting property owners in adapting to these changes.
- **Increased Competition From Online Retailers:** The growth of e-commerce platforms and online shopping has led to a significant shift in consumer behavior, with many customers preferring the convenience of online shopping over visiting physical stores. This trend has negatively impacted brick-and-mortar operations for local businesses and property owners, leading to reduced foot traffic, lower sales revenues, increased vacancy rates, and challenges in maintaining a vibrant and thriving downtown area. A future challenge for downtown will be to find ways to address this change in consumer spending patterns while still being able to be relevant and recognizing downtown as a destination for visitors.
- **Business Development:** While there has been an increase in small businesses and entrepreneurial ventures, a lack of available commercial space in the downtown area limits further expansion.
- **Inability to meet new construction demand:** Limited availability of space for new construction may hinder the city's ability to accommodate expanding needs for housing and commercial spaces.
- **Poorly maintained and/or absentee landlords:** In some cases, landlords who are not actively selling or leasing commercial space or who do not adequately maintain their properties can hinder business expansion. This issue can create a stagnant environment in the downtown area, discouraging new businesses from entering the market and negatively impacting the local economy.
- **Housing:** The demand for affordable housing is growing, . Limited housing options, especially in the downtown area, contribute to inadequate housing types. As the demand for affordable housing grows, the limited availability of reasonably priced options can exacerbate issues such as overcrowding, long commutes, and inequality.
- **Infrastructure:** Aging infrastructure, including roads, sidewalks, and public facilities, requires significant investment to ensure safety and support future growth.
- **Economic downturns:** Fluctuations in the broader economy can negatively impact local businesses, leading to job losses, reduced consumer spending, and difficulties for small businesses and entrepreneurs in particular.

- Competition from neighboring towns and cities: Surrounding towns and cities may offer a more competitive business climate for certain business types, making it challenging for Downtown Mt. Pleasant to attract and retain businesses and residents.
- Natural disasters and climate change: Climate change and the increasing risk of natural disasters, such as floods and storms, can impact infrastructure and development, leading to additional costs and potential disruptions to businesses and the community.
- Potential loss of historic and cultural assets: Inadequate preservation efforts can result in the loss of historic and cultural assets, eroding the unique character and identity of the downtown area. This can negatively affect tourism, as well as the quality of life for residents who value their community's heritage.

CURRENT DOWNTOWN ASSETS AND OPPORTUNITIES

Downtown Mt. Pleasant also offers numerous opportunities that can be harnessed for the benefit of the community and the local economy. These opportunities include:

- Historic District and Architectural Charm: In 2014, downtown Mt. Pleasant was proudly designated as a National Historic District, showcasing its rich heritage and architectural appeal. This prestigious recognition not only attracts tourists but also fosters a sense of pride among residents. The preservation and celebration of the city's unique history are further enhanced by opportunities for adaptive reuse, allowing historic buildings to be repurposed for contemporary needs while maintaining their original charm.
- Green Spaces: A network of parks and open spaces, including Island Park and Nelson Park, offers recreational opportunities and enhances the city's overall appeal.
- Cultural and Arts Scene: Various cultural institutions, including galleries, dance studios and theaters contribute to a vibrant arts scene. Supporting cultural events, galleries, and performances can stimulate the local economy and help to define the area's unique identity.
- Walkability: The downtown area's walkable layout promotes foot traffic and supports local businesses and can be promoted to encourage a healthy, active lifestyle for residents and make the area more appealing for businesses and visitors alike. Ensuring pedestrian-friendly infrastructure and amenities can further enhance the area's livability.
- Strong sense of community: Building on the existing strong sense of community can help to create an atmosphere where residents feel connected and invested in the area's success. Encouraging community involvement and fostering local partnerships can result in a more resilient and thriving downtown.
- Attract new businesses to diversify the local economy: By actively attracting new businesses to the area, Downtown Mt. Pleasant can diversify its local economy and generate additional employment opportunities. This can be achieved through incentives, streamlined permitting processes, and targeted marketing efforts.
- Improve transportation options to support downtown accessibility: Enhancing public and multi-modal transportation options, such as I-RIDE bus services, e-scooters and ride-sharing, can

improve accessibility to and from the downtown area. This can make it easier for residents and visitors to explore local businesses, attractions, and events, while also reducing traffic congestion and parking demand.

- **Skilled Workforce:** Partnerships with Central Michigan University and Mid Michigan College can help develop a skilled workforce tailored to the needs of the local economy. Programs such as internships, apprenticeships, and continuing education opportunities can bridge the gap between education and the job market, fostering a more competitive and sustainable economic environment.

STRATEGIC INITIATIVES AND ACTION PLANS

INITIATIVE 1: PLACEMAKING AND PUBLIC SPACE IMPROVEMENTS

ACTION PLAN: DEVELOP AND IMPLEMENT CAPITAL IMPROVEMENT PROJECTS.

1. CIP Financial Alternatives:

In accordance with current practices, we will continue examining financing sources for all downtown CIP projects and seek out alternative funding opportunities.

- Work with local, state and federal granting agencies for funding opportunities.
- Apply for local, state and federal grant opportunities that align with CIP project scope.

2. Downtown Improvement Program:

Implementation of the CIP program focused on the addition of or replacement of aged streetscape elements, such as benches, trash cans, and bike racks, to improve the overall aesthetic and functionality of the downtown area by:

- Developing a comprehensive inventory of existing streetscape elements to identify those that require replacement or maintenance.
- Assessing the condition of current streetscape elements and prioritizing replacements or upgrades.
- Selecting high-quality, durable materials that complement the downtown's visual identity.
- Implementing a regular maintenance plan to keep streetscape elements in good condition and extend their lifespan.

3. Alleyway Reconstructions:

Revitalize and reconstruct underutilized alleyways to create safer, more inviting spaces that can be activated for various uses by:

- Evaluate the current condition of alleyways and identify necessary improvements.
- Upgrading paving, lighting, and drainage systems to improve safety and accessibility.
- Incorporating public art, greenery, or other design elements to enhance visual appeal.
- Identifying opportunities for programming or temporary activations to increase foot traffic and community engagement.
- Engaging the community in the design process to ensure that the new alleyways meet their needs and preferences.

4. Parking Lot Renovations/Reconstructions:

Improve and reconstruct downtown parking lots to address safety concerns, enhance aesthetics, and optimize space utilization by:

- Conducting assessments of current parking lots to determine their condition and identify necessary improvements.
- Resurfacing and restriping parking lots for improved functionality and safety.
- Implementing sustainable practices, such as permeable paving, stormwater management features, and electric vehicle charging stations.
- Implementing safety features, such as improved lighting and pedestrian walkways.
- Incorporating sustainable materials and practices, public art and electric vehicle charging stations where possible.

5. Streetscape Replacement:

Replace aging streetscape elements, such as sidewalks, curbs, and lighting, to enhance safety, walkability, and overall aesthetics by:

- Conducting an inventory of streetscape elements that are over 30 years old and prioritizing their replacement based on condition and community impact.
- Developing a phased replacement plan that minimizes disruption to downtown businesses and residents.
- Incorporating modern, durable materials to ensure that the new streetscape elements last for many years.
- Coordinating with utility providers to address any necessary infrastructure upgrades in conjunction with streetscape work.
- Implementing best practices in pedestrian-friendly design and accessibility.

ACTION PLAN: CREATE AND ENHANCE PUBLIC SPACES.

1. Town Center Civic Space Placemaking:

Reconstruct the existing parking lot and expand green space, creating a vibrant civic space for community events and activities by:

- Develop a flexible, multipurpose space that can accommodate various events, such as concerts, markets, and festivals.
- Upgrade the electrical service in this area to support events and activities.
- Incorporating seating, shade structures, and landscaping to create a comfortable, inviting environment.
- Ensuring the space is accessible and welcoming to all community members.
- Engaging the community in the planning process to ensure that the new space meets their needs and preferences.

2. Continuation Of Care - Downtown Public Spaces:

Ensure ongoing maintenance and care of downtown public spaces by the City's Parks and Public Spaces Department through special assessment funding. This could include:

- Developing a comprehensive maintenance plan that outlines the responsibilities and tasks required to keep public spaces in good condition.
- Consider the cost of maintenance when proposing new infrastructure investments with priority given to options that reduce the time and costs associated with future maintenance activities.

- Ensuring that adequate funding is allocated for the maintenance of public spaces through the special assessment process.
- Regularly evaluating the condition of public spaces and adjusting maintenance priorities as needed to address emerging issues or concerns.
- Identifying opportunities for improvements or enhancements to public spaces and allocating special assessment funding to support these efforts.

STRATEGIC INITIATIVES AND ACTION PLANS

INITIATIVE 2: BUSINESS DEVELOPMENT AND SUPPORT

ACTION PLAN: DEVELOP BUSINESS ATTRACTION PROGRAM/METHODS.

1. Research Local Market:

- Gather basic information on market trends and demographics to determine the types of businesses that would complement existing establishments and serve our community needs.

2. Business Incentive Programs And Resources:

- Promote and manage the wide range of City incentive programs to attract businesses, such as tax abatements, grants, reduced permit fees, and low-interest loans. Partner with economic development organizations to ensure these incentives are competitive and aligned with regional and state initiatives.
- Share information on available properties, rental rates, and other relevant information to make Downtown Mt. Pleasant an attractive option.

3. Grow Social Media Presence:

- Expand the social media presence for Downtown Mt. Pleasant on various platforms to showcase the benefits of locating in Downtown Mt. Pleasant, including its infrastructure, available properties, workforce, and quality of life.

4. Networking And Outreach:

- Engage with local business owners, community leaders, and social media platforms to promote Downtown Mt. Pleasant as a suitable location for new businesses.

5. Support Entrepreneurship:

- Encourage entrepreneurship and innovation by providing resources and support for startups, such as co-working spaces, mentorship programs, and access to funding.

6. Organize Business Attraction Events:

- Host events such as trade shows, networking sessions, and site visits to engage with potential businesses and showcase the advantages of Downtown Mt. Pleasant.

7. Foster Partnerships With Regional And State Economic Development Organizations:

- Collaborate with these organizations to leverage their resources and networks in attracting businesses to Downtown Mt. Pleasant.

8. Monitor And Evaluate The Results:

- Regularly assess the effectiveness of the business attraction program and adjust strategies as needed to maximize results.

ACTION PLAN: IMPLEMENT BUSINESS SUPPORT AND RETENTION PROGRAMS/METHODS.

1. Business Information And Support Hub:

- Engage with businesses to identify their needs, challenges, and opportunities for growth. Provide support and resources to help them overcome obstacles and expand their operations.
- Partner with local educational institutions and organizations to provide workshops, seminars, and courses on topics such as business planning, management, marketing, regulatory compliance, financial planning, and other services.
- Share links to free or low-cost online courses and resources on business management, marketing, and other relevant topics.
- Maintain open and regular communication with businesses, ensuring they are informed about relevant news, events, and opportunities in the community.
- Connect businesses with local banks, credit unions, and other financial institutions to offer financing options and resources looking to grow or improve their operations.
- Host informational gatherings to facilitate connections between businesses to encourage collaboration, support, and mutual growth.

2. Facilitate Local Procurement:

- Encourage businesses to source goods and services from each other, helping to strengthen the local economy.

3. Mentorship Connections:

- Connect new and existing businesses with experienced entrepreneurs and industry experts who can provide guidance, advice, and support.

4. Business Recognition:

- Celebrate the success of businesses by recognizing and promoting their achievements and contributions to the community.

5. Advocate For Business Interests:

- Act as a liaison between businesses and local government to address any concerns, issues, or opportunities that arise, and advocate for policies that support a thriving business environment.

6. Grow Social Media Presence:

- Expand the social media presence for Downtown Mt. Pleasant on various platforms to showcase businesses products and services, community events, and to communicate with the local community.

7. Community Events:

- Work with organizations, businesses and Recreation Department to plan events such as sidewalk sales, holiday celebrations, concerts, festivals, street fairs, etc. to increase foot traffic and promote local businesses.

8. Monitor And Adjust:

- Periodically evaluate the effectiveness of the business support and retention efforts, and make adjustments as needed based on available resources and staff capacity.

STRATEGIC INITIATIVES AND ACTION PLANS

INITIATIVE 3: TRANSPORTATION AND ACCESSIBILITY ENHANCEMENTS

ACTION PLAN: IMPROVE MULTI-MODAL TRANSPORTATION INFRASTRUCTURE AND MANAGEMENT OPTIONS.

1. Parking Management:

- Collaborate with stakeholders to assess parking needs and develop a comprehensive management plan, including time restrictions and signage.
- Continuously monitor, evaluate, and improve the parking strategy based on feedback and data analysis, while maintaining safe and user-friendly facilities.

2. Develop Safe Bike Infrastructure:

- Construct dedicated bike lanes, add bike racks at strategic locations, and integrate bike-sharing programs to encourage cycling.
- Offer bicycle maintenance and repair stations throughout downtown.

3. Encourage Walking:

- Enhance pedestrian walkways with clear signage, improved lighting, and streetscape beautification.
- Develop maps highlighting key attractions and pedestrian-friendly routes.

4. Promote e-Scooters And e-Bikes:

- Establish partnerships with e-scooter and e-bike sharing companies to provide affordable, sustainable, and convenient transportation options for short-distance trips within the downtown area.
- Develop designated scooter parking areas and ensure the city is equipped with proper infrastructure for safe e-scooter usage.

5. Support Ride-Sharing:

- Collaborate with ride-sharing companies like Uber and Lyft to establish designated pick-up and drop-off zones, and provide incentives for shared rides or rides to public transportation hubs.

6. IRIDE Bus System Adjustments:

- Work with the existing IRIDE bus system to optimize schedules and routes to better serve key downtown destinations.
- Encourage businesses to promote public transportation by offering incentives or discounts to employees and customers who use it.

ACTION PLAN: IMPLEMENT ACCESSIBILITY IMPROVEMENTS.

1. ADA Compliant Ramps And Tactile Paving:

- Construct ADA-compliant ramps at all intersections and prioritize the replacement of non-compliant ramps throughout downtown.
- Install tactile paving at crosswalks, transit stops, and other key locations to assist visually impaired individuals in navigating the downtown area.

2. Curbless Streets:

- Where feasible, design and implement curbless streets that provide a seamless transition between the sidewalk and street, improving accessibility for wheelchair users and people with mobility impairments.

3. Minimum 5' sidewalks:

- Widen existing sidewalks to a minimum of 5 feet to accommodate pedestrians, wheelchairs, and strollers, while ensuring sufficient space for outdoor seating and other amenities.

4. Conduct Accessibility Audits:

- Regularly assess public spaces and buildings for compliance with ADA standards and make necessary improvements to promote universal accessibility.

ACTION PLAN: IMPLEMENT TRAFFIC CALMING IMPROVEMENTS.

1. Trees and Vegetation:

- Integrate greenery to create a more inviting streetscape and encourage slower vehicle speeds. Trees also provide shade, making the area more comfortable for pedestrians and act as a natural barrier between pedestrians and vehicular traffic.

2. Implement Shared Street Designs:

- Create shared street spaces that prioritize pedestrian and bicycle traffic, with vehicle speeds limited to a maximum of 15-20 mph as a result of good street design principles.
- Convert underutilized streets or intersections into pedestrian plazas or shared spaces where pedestrians, cyclists, and motorists coexist at reduced speeds.

3. Curb Extensions:

- Install curb extensions at key intersections to reduce crossing distances for pedestrians and increase their visibility to motorists.

4. Speed Reduction Measures:

- Implement measures such as speed bumps, raised crosswalks, and lower speed limits in high pedestrian-traffic areas to slow down vehicle speeds and improve pedestrian safety.

5. Community Engagement:

- Host regular town hall meetings or workshops to educate the public about the benefits of traffic calming, accessibility enhancements, and multi-modal transportation.
- Engage the community in the planning and implementation process to build support.

STRATEGIC INITIATIVES AND ACTION PLANS

INITIATIVE 4: Community Engagement and Collaboration

ACTION PLAN: PARTNER WITH KEY DOWNTOWN AND COMMUNITY STAKEHOLDERS.

1. Continue Working With Various Downtown Stakeholders:

- Invite representatives from the Chamber of Commerce, Middle Michigan Development Corporation, Central Michigan University, and local social organizations (Rotary Club, Jaycee's, etc.) to join the committee.
- Schedule regular meetings to discuss downtown initiatives, share information, and facilitate communication between organizations.

2. Develop Joint Projects And Initiatives:

- Identify areas of common interest and collaboration opportunities between stakeholder organizations.
- Develop and implement projects that promote downtown revitalization, such as beautification, economic development, and cultural events.

3. Promote Cross-Promotion And Support:

- Encourage stakeholder organizations to support each other's events, programs, and initiatives through sharing resources, promotion, and volunteerism.
- Create a shared calendar of events and activities to streamline communication and planning.

ACTION PLAN: COLLABORATE WITH RECREATION DEPARTMENT AND EXTERNAL ORGANIZATIONS TO FOSTER COMMUNITY EVENTS AND INITIATIVES.

1. Identify Potential Community Events And Initiatives:

- Work with the Recreation Department and external organizations to identify potential events and initiatives that could be hosted in downtown Mt. Pleasant.
- Consider events and initiatives that cater to diverse interests, age groups, and cultural backgrounds to create a more inclusive and welcoming downtown.

2. Develop An Event Planning Framework:

- Establish a clear process for event planning, including coordination, and execution, including roles and responsibilities, budgeting, and timelines for internally planned events.
- Develop guidelines and resources for hosting events in downtown spaces, such as permits, street closures, and promotional materials.

3. Support Event Organizers:

- Provide event organizers with guidance and resources on best practices including logistics, sponsorships, and marketing to ensure successful events.
- Share event information on social media platforms to ensure widest audience reach.

4. Evaluate And Refine Community Events/Activities:

- Establish a post-event evaluation process to gather feedback from event organizers, attendees, and downtown stakeholders.
- Use feedback to make improvements to future events and initiatives and ensure they continue to serve the needs of the community and promote downtown vibrancy.

STRATEGIC INITIATIVES AND ACTION PLANS

INITIATIVE 5: REDEVELOPMENT AND NEW CONSTRUCTION

ACTION PLAN: IDENTIFY STRATEGIC REDEVELOPMENT AND NEW CONSTRUCTION LOCATIONS AND ASSIST WITH NEEDS.

1. Infrastructure Assessment And Identification Of Suitable Areas For Redevelopment And New Construction:

- Conduct a comprehensive evaluation of the existing infrastructure, vacant land and buildings in the downtown area to identify areas that are suitable for redevelopment and new construction.
- Work with developers to design mixed-use buildings that fit into the historic downtown area and promote walkability.

2. Zoning And Building Permitting Process Streamlining:

- Work to streamline the zoning and building permitting process through pre-application meetings for redevelopment and new construction projects, making it easier for developers to shorten timelines, and obtain necessary approvals and permits.

3. Financial And Technical Assistance For Developers:

- Facilitate financial and technical assistance to developers who are interested in pursuing construction projects in the downtown area.

4. Education On Sustainable Building Practices For Developers And Builders:

- Educate developers and builders about sustainable building practices, including the use of renewable energy sources, green building materials, and energy-efficient design principles.

5. Incentives For Sustainable Building Practices In Construction Projects:

- Offer incentives for developers who incorporate sustainable building practices into their projects, such as tax breaks where permitted by law or expedited permitting processes.

6. Integration Of Innovative Technologies For Energy Efficiency

- Encourage developers to incorporate innovative technologies, such as smart home automation and building automation systems, into their projects to improve energy efficiency and reduce costs.

STRATEGIC INITIATIVES AND ACTION PLANS

INITIATIVE 6: HOUSING OPTION EXPANSION

ACTION PLAN: ENCOURAGE DEVELOPMENT OF DIVERSE HOUSING OPTIONS IN AND AROUND DOWNTOWN.

- 1. Educate On Zoning Regulations:**
 - Inform developers of current zoning regulations that promote mixed-use buildings and walkability.
- 2. Promote Missing Middle Housing Types (e.g. duplexes, townhomes, small apartment buildings):**
 - Encourage the development of missing middle housing types to create a more diverse range of housing options that cater to various income levels and household sizes. This can be achieved through incentives such as density bonuses or streamlined permit processes for developers who build these types of housing.

ACTION PLAN: SUPPORT AFFORDABLE AND INCLUSIVE HOUSING INITIATIVES.

- 1. Access To Affordable And Inclusive Housing Options:**
 - Encourage developers to include a certain percentage of affordable units in redevelopment and new construction projects.
 - Provide rental assistance programs through the Mt. Pleasant Housing Commission, and work with community organizations to provide housing counseling and assistance.
- 2. Financial Incentives For Developers To Build Affordable Housing Units:**
 - Offer financial incentives for developers to build affordable housing units such as PILOT contracts, tax credits or grants can help developers offset the cost of building affordable housing units.

STRATEGIC INITIATIVES AND ACTION PLANS

INITIATIVE 7: PROPERTY STANDARDS IMPROVEMENT

ACTION PLAN: DEVELOP PROPERTY STANDARDS.

- 1. Develop, Implement And Enforce Property Maintenance Standards:**
 - Develop a comprehensive set of property maintenance standards that align with the vision and goals of the City.
 - Clearly communicate the property maintenance standards to all property owners in the downtown area through written materials and public meetings.
 - Establish a system for inspecting properties to ensure compliance with the standards. The inspections should be conducted regularly and consistently to maintain a high level of compliance.
 - Develop a process for notifying property owners of any violations and giving them a reasonable amount of time to address the issues and establish a set of consequences for non-compliance, such as fines or legal action.

ACTION PLAN: PROVIDE PROPERTY STANDARD RESOURCES.

1. Provide Resources And Support For Property Owners To Maintain And Improve Their Buildings:

- Develop a resource guide for property owners that includes information on best practices for property maintenance, available funding sources for building improvements, and contact information for local contractors and service providers.
- Host workshops and training sessions for property owners to learn about property maintenance and improvement topics, such as energy efficiency, historic preservation, and landscaping.
- Provide financial incentives for property owners who make improvements that align with the goals of the City. These incentives could include tax credits, grants, or low-interest loans.
- Develop partnerships with local organizations and businesses to provide additional resources and support to property owners. For example a local hardware store could provide discounts on building materials to property owners who are making improvements.

IMPLEMENTATION AND TIMELINE

INITIATIVE 1: PLACEMAKING AND PUBLIC SPACE IMPROVEMENTS

YEAR 1:

- Inventory of existing streetscape elements and evaluation of their condition.
- Evaluate the condition of alleyways and parking lots.
- Develop a phased-in, block-by-block replacement plan for streetscape elements.
- Initiate the design process for Town Center Civic Space Placemaking.
- Establish a maintenance plan for downtown public spaces.
- Allocate special assessment funding for maintenance and improvements.

YEAR 2:

- Continue implementation of the Downtown Improvement Program, Alleyway Reconstructions, and Parking Lot Renovations and Reconstructions.
- Complete construction on the Town Center Civic Space Placemaking project.
- Continue maintenance and care of downtown public spaces, adjust as needed.

YEAR 3:

- Continue implementation of the Downtown Improvement Program, Alleyway Reconstructions, and Parking Lot Renovations and Reconstructions.
- Continue maintenance and care of downtown public spaces, adjust as needed.
- Launch programming and activation of the Town Center civic space.

YEAR 4-5:

- Continue implementation of the Downtown Improvement Program, Alleyway Reconstructions, and Parking Lot Renovations and Reconstructions.
- Continue maintenance and care of downtown public spaces, adjust as needed.
- Evaluate the impact of capital improvement projects and public spaces initiatives.

- Conduct a comprehensive review of all initiatives to assess success and identify areas for future improvement.

METHODS OF MONITORING AND EVALUATION

- Regular progress reports on capital improvement projects, including budget tracking, project milestones, and any identified challenges or adjustments.
- Public surveys and community feedback sessions to gather input on the success of implemented projects and identify areas for improvement.
- Periodic assessments of the condition of streetscape elements, alleyways, parking lots, and public spaces to inform maintenance priorities and future initiatives.
- Evaluation of programming and activation efforts in public spaces, including attendance, engagement, and community feedback.
- Performance metrics to assess the impact of capital improvement projects and public spaces initiatives on downtown aesthetics, safety, walkability, and community engagement. These may include pedestrian counts, crime statistics, business revenue, and property values.

INITIATIVE 2: BUSINESS DEVELOPMENT AND SUPPORT

YEAR 1 - 5:

- Expand social media presence for Downtown Mt. Pleasant.
- Organize additional business attraction events.
- Advocate for business interests.
- Plan and execute community events in collaboration with businesses and other stakeholders.
- Continue supporting businesses through incentive programs, resources, and events.
- Evaluate the effectiveness of business attraction and support programs.
- Adjust strategies based on evaluation results.
- Monitor the impact of implemented initiatives on business growth and retention.
- Continue to foster partnerships with regional and state economic development organizations.
- Expand mentorship connections and local procurement initiatives.
- Enhance community events to further promote local businesses and attract new ones.

METHODS OF MONITORING AND EVALUATION

- Regular progress reports on business attraction and support efforts, including the number of businesses attracted, retained, and expanded.
- Public surveys and feedback sessions to gather input on the effectiveness of implemented programs and initiatives.
- Periodic assessments of local market trends, demographics, and business needs to inform future strategies.
- Evaluation of partnerships with regional and state economic development organizations to determine their effectiveness in attracting and supporting businesses.
- Performance metrics to assess the impact of implemented initiatives on the overall business environment, including job creation, investment, revenue generation, and business satisfaction.

INITIATIVE 3: TRANSPORTATION AND ACCESSIBILITY ENHANCEMENTS

YEAR 1:

- Expand bike infrastructure, pedestrian walkways, and partnerships with e-scooter/e-bike and ride-sharing companies.
- Support efforts of IRIDE bus system to expand service routes and bus shelters
- Continue installation and replacement of ADA-compliant ramps and tactile paving.
- Facilitate accessibility audits with downtown business and property owners.
- Continue street tree replacement for aging or diseased trees.

YEAR 2:

- Implement, where possible, street designs, curb extensions, curbless streets, bike repair stations, and maps for attractions/routes.
- Continue accessibility improvements.

YEAR 3-5:

- Monitor traffic calming measures and continue accessibility audits, adjust plans as needed.
- Review all initiatives, plan future enhancements, and continue supporting existing improvements.

METHODS OF MONITORING AND EVALUATION

- Regular progress reports on transportation and accessibility enhancements, including the number of implemented improvements and their usage by the public.
- Periodic assessments of traffic calming measures and multi-modal transportation infrastructure to ensure their effectiveness and safety.
- Accessibility audits to ensure compliance with ADA standards and identify areas in need of improvement.
- Performance metrics to assess the impact of implemented initiatives on overall transportation and accessibility, such as pedestrian and cyclist counts, traffic speed data, and public transportation ridership.

INITIATIVE 4: COMMUNITY ENGAGEMENT AND COLLABORATION

YEAR 1:

- Strengthen partnerships with key downtown and community stakeholders.
- Schedule regular meetings for communication and collaboration.
- Identify additional potential community events and initiatives.
- Develop an event planning framework and special event ordinance.
- Support event organizers with guidance and resources.
- Begin the event evaluation process.

YEAR 2:

- Launch joint projects and initiatives among stakeholders.
- Implement additional events and initiatives in collaboration with the Recreation Department and external organizations.
- Continue the event evaluation process.

YEAR 3:

- Strengthen cross-promotion and support among stakeholder organizations.
- Improve and expand community events and initiatives based on feedback.
- Enhance collaboration with the Recreation Department and external organizations.
- Continue supporting event organizers.

YEAR 4:

- Reassess partnerships and collaborations for improvements.
- Optimize the event planning framework and resources.
- Implement new events and initiatives based on community needs and feedback.
- Continue evaluating and refining community events and initiatives.

YEAR 5:

- Review all initiatives and collaborations, plan for future enhancements.
- Continue supporting and expanding community events and initiatives.
- Maintain strong partnerships with key downtown and community stakeholders.
- Ensure ongoing communication and collaboration among organizations.

MONITORING AND EVALUATION METHODS:

- Regular progress reports on partnerships, events, and initiatives.
- Public surveys and feedback sessions to assess community satisfaction.
- Post-event evaluations to gather feedback and improve future events.
- Assess the effectiveness of joint projects and collaboration among stakeholders.
- Track attendance and engagement in community events and initiatives.

INITIATIVE 5: REDEVELOPMENT AND NEW CONSTRUCTION**YEAR 1:**

- Conduct infrastructure evaluation and identify suitable areas for redevelopment and new construction.
- Streamline zoning and building permitting processes.
- Establish financial and technical assistance programs for developers.
- Develop educational resources on sustainable building practices.
- Begin working with developers on mixed-use buildings and promoting walkability.
- Encourage the integration of innovative technologies for energy efficiency in new projects.

YEAR 2:

- Launch education on sustainable building practices for developers and builders.
- Implement incentives for sustainable building practices in construction projects.
- Begin working with developers on mixed-use buildings and promoting walkability.
- Encourage the integration of innovative technologies for energy efficiency in new projects.

YEAR 3:

- Monitor ongoing redevelopment and new construction projects.
- Evaluate the effectiveness of streamlined permitting processes.
- Continue providing financial and technical assistance to developers.

- Support developers in implementing sustainable building practices and innovative technologies.

YEAR 4:

- Reexamine identified areas for redevelopment and new construction.
- Optimize financial and technical assistance programs based on feedback.
- Continue educating developers and builders on sustainable practices and technology integration.
- Monitor the impact of incentives on sustainable building practices in construction projects.

YEAR 5:

- Review all initiatives and programs, plan for future enhancements.
- Ensure ongoing support for redevelopment and new construction projects.
- Maintain strong relationships with developers, builders, and other stakeholders.
- Assess the overall success and impact of redevelopment and new construction initiatives.

MONITORING AND EVALUATION METHODS:

- Regular progress reports on redevelopment and new construction projects.
- Analysis of permitting process efficiency and feedback from developers.
- Track participation in financial and technical assistance programs.
- Evaluate the adoption of sustainable building practices and innovative technologies.
- Evaluate the effectiveness of incentives for promoting sustainable building practices.

INITIATIVE 6: HOUSING OPTIONS EXPANSION

YEAR 1:

- Educate developers on zoning regulations promoting mixed-use buildings and walkability.
- Begin promoting missing middle housing types.
- Encourage developers to include affordable units in projects.
- Develop financial incentives for developers to build affordable housing units.
- Work closely with community organizations to provide housing counseling and assistance.

YEAR 2:

- Monitor the progress of diverse housing options in and around downtown.
- Evaluate the effectiveness of incentives for missing middle housing types.
- Continue supporting affordable and inclusive housing initiatives.
- Evaluate the impact of financial incentives for affordable housing development.

YEAR 3:

- Continue promoting diverse housing options and encouraging developers to pursue missing middle housing types.
- Monitor the impact of affordable and inclusive housing initiatives on the community.
- Evaluate and adjust financial incentives for affordable housing development if necessary.

YEAR 4:

- Reexamines the housing landscape in and around downtown, focusing on diverse housing options.

- Continue supporting affordable and inclusive housing initiatives.
- Evaluate the effectiveness of zoning regulations and financial incentives for promoting diverse housing options.
- Collaborate with developers, community organizations, and other stakeholders to address any emerging housing needs.

YEAR 5:

- Review all housing initiatives, plan for future enhancements.
- Monitor the success of diverse housing options and affordable housing initiatives.
- Evaluate the overall impact of housing initiatives on the community.
- Plan for the future development of housing options in and around downtown.

MONITORING AND EVALUATION METHODS:

- Regular progress reports on diverse housing options and affordable housing initiatives.
- Analysis of the effectiveness of zoning regulations and financial incentives.
- Track participation in affordable and inclusive housing programs.
- Examine the impact of diverse housing options and affordable housing initiatives on the community.

INITIATIVE 7: PROPERTY STANDARDS IMPROVEMENT

YEAR 1:

- Develop comprehensive property maintenance standards.
- Communicate standards to property owners through written materials and public meetings.
- Establish an inspection system and process for addressing violations.
- Develop a resource guide for property owners and initiate workshops and training sessions.

YEAR 2:

- Begin regular property inspections for compliance.
- Provide financial incentives for property improvements aligned with the City's goals.
- Continue hosting workshops and training sessions for property owners.
- Establish partnerships with local organizations and businesses for additional resources and support.

YEAR 3:

- Monitor the progress of property maintenance and improvements.
- Assess the effectiveness of resources, workshops, and financial incentives.
- Evaluate the impact of property standards on the overall downtown area.
- Make necessary adjustments to the property maintenance standards, if needed.

YEAR 4:

- Continue property inspections and enforcement of maintenance standards.
- Maintain support for property owners with resources, workshops, and financial incentives.
- Strengthen partnerships with local organizations and businesses.
- Assess the long-term impact of property standards improvement initiatives.

YEAR 5:

- Review property standards initiatives and plan for future enhancements.
- Evaluate the overall impact of property standards improvement on the downtown area.
- Continue supporting property owners through resources, workshops, and financial incentives.
- Plan for the future development of property standards and improvement initiatives.

MONITORING AND EVALUATION METHODS:

- Regular progress reports on property maintenance and improvement initiatives.
- Analysis of the effectiveness of property maintenance standards, resources, and financial incentives.
- Track compliance with property maintenance standards through inspections and enforcement actions.
- Assess the impact of property standards improvement initiatives on the overall downtown area.

CONCLUSION

In conclusion, the Downtown Mt. Pleasant Strategic Plan provides a comprehensive and well-structured roadmap for the revitalization and enhancement of the downtown area over the next five years. By focusing on key initiatives, such as transportation and accessibility enhancements, community engagement and collaboration, redevelopment and new construction, housing option expansion, and property standards improvement, the plan sets the stage for a vibrant, accessible, and thriving downtown that caters to the diverse needs of its residents, businesses, and visitors.

The implementation timelines and monitoring and evaluation methods outlined in this plan ensure a systematic approach to executing each strategic initiative, allowing for ongoing assessment, adaptation, and improvements. Regular progress reports, stakeholder engagement, and data-driven decision-making will be crucial in maintaining momentum and achieving the desired outcomes.

As the plan is implemented, it is essential to maintain strong collaboration among key downtown and community stakeholders, as well as engagement with the broader community. This collaborative approach will facilitate the sharing of resources, ideas, and expertise, ultimately contributing to the successful revitalization of Downtown Mt. Pleasant.

By diligently following this strategic plan, the City of Mt. Pleasant can anticipate a brighter and more prosperous future for its downtown area, fostering a strong sense of community, economic growth, and an enhanced quality of life for all who live, work, and visit this vibrant city.

Downtown Strategic Plan

Michelle Sponseller
Downtown Development Director

Mt. Pleasant
[meet here]

Executive Summary

- Downtown Mt. Pleasant Blueprint adopted in 2003; City Commission requested an updated plan in 2022
- Linked to 2050 Master Plan and Capital Improvement Plan (CIP)
- Strategic prioritization and effective coordination between plans optimize investment impact

Strategic Plan Objectives

1. Enhance economic development and opportunities for businesses and entrepreneurs
2. Improve aesthetic appeal, walkability, and accessibility
3. Strengthen community engagement, cultural expression, and social connections
4. Promote redevelopment and new construction opportunities
5. Foster collaboration among public, private, and nonprofit sectors

Vision

- Vibrant, inclusive, and sustainable community hub
- Foster economic growth, preserve cultural heritage, and enhance quality of life
- Unique blend of historic charm and modern amenities
- Thriving, walkable business district with diverse retail, dining, and entertainment options
- Celebrate rich cultural heritage through public art, events, and recreational activities
- Sustainable urban design principles and green technologies for improved environment
- Pedestrian-friendly streets, bike lanes, and accessible multi-modal transportation options

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Situational Analysis Highlights

Economic Trends and Challenges

- Need for diverse, high-paying job opportunities
- Decline in Central Michigan University enrollment
- Increased competition from online retailers
- Inability to meet new construction demand
- Poorly maintained and/or absentee landlords
- Demand for affordable housing options
- Aging roads, sidewalks, and public facilities
- Competition from neighboring towns and cities

Situational Analysis Highlights

Assets and Opportunities

- Historic District and architectural charm
- Green spaces and parks
- Vibrant cultural and arts scene
- Walkability and pedestrian-friendly infrastructure
- Strong sense of community
- Attracting new businesses to diversify the economy
- Improved transportation options for accessibility
- Skilled workforce through partnerships and programs

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Strategic Initiatives and Action Plans

1. Placemaking and Public Space Improvements
2. Business Development and Support
3. Transportation and Accessibility Enhancements
4. Community Engagement and Collaboration
5. Redevelopment and New Construction
6. Housing Option Expansion
7. Property Standards Improvement

Strategic Initiatives and Action Plans

1. Placemaking and Public Space Improvements

- Develop and implement capital improvement plans
- Create and enhance public spaces

Strategic Initiatives and Action Plans

2. Business Development and Support

- Develop business attraction programs/methods
- Implement business information and support hub

Strategic Initiatives and Action Plans

3. Transportation and Accessibility Enhancements

- Improve multi-modal transportation infrastructure and management options
- Implement accessibility improvements
- Implement traffic calming improvements

Strategic Initiatives and Action Plans

4. Community Engagement and Collaboration

- Partner with key downtown and community stakeholders
- Collaborate with recreation department and external organizations to foster community events and initiatives

Strategic Initiatives and Action Plans

5. Redevelopment and New Construction

- Identify strategic redevelopment and new construction locations and assist with needs

Strategic Initiatives and Action Plans

6. Housing Option Expansion

- Encourage development of diverse housing options in and around downtown
- Support affordable and inclusive housing initiatives

Strategic Initiatives and Action Plans

7. Property Standards Improvement

- Develop property standards
- Provide property standard resources

Implementation and Timeline

- Phases and milestones for each strategic initiative
- Estimated timelines for completion
- Used when developing CIP and annual budgets

Conclusion

- Comprehensive roadmap for downtown revitalization
- Focus on key initiatives
- Implementation timelines and evaluation methods
- Collaboration and stakeholder engagement
- Anticipate a brighter, prosperous future for downtown
- Foster strong community, economic growth, and enhanced quality of life for our citizens

Questions ?

Michelle Sponseller
Downtown Development Director
msponseller@mt-pleasant.org
(989) 779-5348

Memorandum



TO: Aaron Desentz, City Manager

CC: William R. Mrdeza, Director of Community Services and Economic Development
Mary Ann Kornexl, Director of Financial Services and Treasurer

FROM: Michelle Sponseller, Downtown Development Director

DATE: March 30, 2023

SUBJECT: 2023 Public Gathering Spaces Initiative Grant – Request to Set Public Hearing

Background

The Downtown Development Department is intending to apply for a Michigan Economic Development Corporation (MEDC) “Public Gathering Spaces” grant for the proposed Town Center Civic Space Project. The state requires applicants to hold a public hearing on their application and pass a resolution as part of the completed grant package.

Highlights of the grant application include:

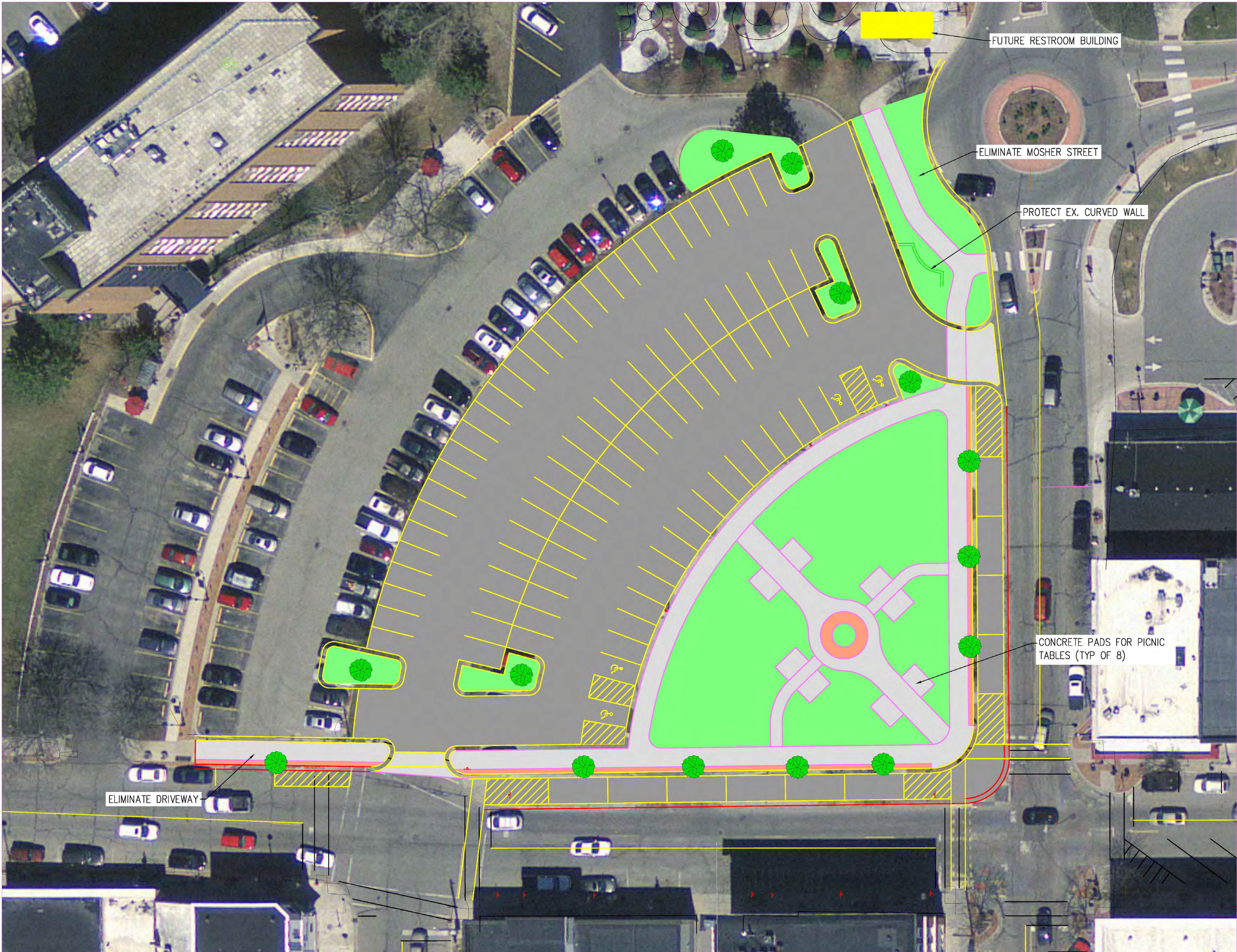
- \$710,000 City match for the reconstruction cost of the parking lot #3 (Town Center);
- Grant request for \$1,568,462 for enhancements to the basic parking lot reconstruction which includes an expansion of universally accessible green space to activate town center for a public gathering/event space area, along with related electrical enhancements, EV charging stations and public bathrooms.

The pursuit of grants continues to be a resource to help provide additional funds for capital projects. Staff looks at upcoming projects and analyzes the best funding opportunities for our proposed projects.

The Public Gathering Spaces grant carries an April 28 application deadline and awards are announced in August of 2023.

Recommendation Summary

Staff requests that the City Commission set a public hearing for their April 24 regular meeting to gather public input on the Public Gathering Spaces Initiative grant proposal as required by the MEDC.



0'20'40'60'

Scale 1" = 20'

LEGEND

SOIL BORING LOCATION

SANITARY MANHOLE

STORM MANHOLE

TREE

WATER SHUT OFF VALVE

FIRE HYDRANT

CURB STOP

CATCH BASIN

TRAFFIC CONTROL SIGN

LIGHT POLE

PROPOSED ASPHALT

PROPOSED CONCRETE

PROPOSED GRASS

PROPOSED STAMPED AND COLORED CONCRETE

NORTH

85 PARKING SPACES REMOVED
92 NEW PARKING SPACES
(INCLUDES 4 BARRIER FREE SPACES)
7 SPACES ADDED

NOTE – CAN ADD AN ADDITIONAL
11 SPACES WITH ON-STREET
PARKING ADDITIONS ON MAIN AND
BROADWAY AS SHOWN

CALL MISS DIG
BEFORE DIGGING UNDERGROUND OR
WORKING NEAR OVERHEAD WIRES,
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CITY OF MOUNT PLEASANT
DIVISION OF PUBLIC WORKS
1303 N. FRANKLIN ST.
MT. PLEASANT, MICHIGAN 48858
(989) 779-5401
WWW.MT-PLEASANT.ORG

PLAN CONCEPT

2023 PARKING LOT 3 RECONSTRUCTION

DESIGN BY: ST
DRAWN BY: ST
CHECKED BY: BB
APPROVED BY: JZ

CONSTRUCTED
DATE OF PLAN
SCALE: 1"=20'
SHEET 1 OF 1 SHEETS

REVISIONS

DATE/INITIALS

CONTROL SECT.

JOB NO.

FED. PROJECT

FED. ITEM NO.

PLOT DATE: SDATE

DRAWING PATH: FED. ITEM NO. FED. PROJECT: JOB NO. CONTROL SECTION: 2023 PARKING LOT 3 RECONSTRUCTION

Memorandum



TO: Aaron Desentz, City Manager

CC: William R. Mrdeza, Director of Community Services and Economic Development

FROM: Michelle Sponseller, Downtown Development Director

DATE: March 30, 2023

SUBJECT: Broadway Central 2023

BACKGROUND

Broadway Central was established in 2020 as a response to the COVID-19 pandemic to support downtown restaurants by providing additional outdoor dining capacity. The space has been utilized for various City and non-City events, such as the Saturday Farmers' Market and the Craft Beer Festival. In 2022, a hybrid approach was developed to balance outdoor dining and socializing opportunities with the concerns of the business community about keeping the street open to traffic.

2022 Hybrid Approach

The hybrid approach implemented in 2022 involved keeping the street open to traffic while placing picnic tables in parking spaces on either side of Broadway Street and the expanded sidewalk at 200 East Broadway. Six of these spaces were already designated for use by adjacent businesses. This approach allowed for outdoor dining and socializing while also addressing the concerns of the business community.

2023 Set-Up

Staff is requesting the City Commission's approval to continue with the 2022 hybrid approach for Broadway Central for the 2023 season. Set-up is scheduled to begin on May 15, 2023 and end November 1, 2023.

Expansion of Outdoor Seating Opportunities

Additionally, staff requests the City Commission's input regarding engaging with downtown businesses to discuss the expansion of outdoor seating opportunities in other locations. Expanding outdoor seating would provide additional support to local businesses and create a more vibrant and engaging downtown environment for residents and visitors. The expansion of outdoor seating into other areas of the downtown could involve additional costs for materials, in which case a budget amendment would be required.

RECOMMENDATION SUMMARY

Approval to continue with the 2022 hybrid approach for Broadway Central for the 2023 season and allow staff to engage in discussions with business owners on the expansion of outdoor seating opportunities.

Broadway Central Plan

City of Mt. Pleasant



- Legend
- Existing Outdoor Dining Decks
 - City Seating Areas
 - Picnic Tables
 - Adirondack Chairs

