

MISSION STREET - PICKARD AVENUE DISTRICT DEVELOPMENT PLAN

*Downtown Development Authority
Mt. Pleasant, Michigan*

Adopted: November 26, 1990

Amended: June 25, 1993

I. INTRODUCTION

This report describes the Development Plan for the Downtown Development Authority District established along Mission Street and Pickard Avenue (east of Mission Street) in the City of Mt. Pleasant. The Mission Street - Pickard Avenue District is a commercial corridor located less than .5 mile east of Mt. Pleasant's downtown area and 1.5 miles west of U.S. 27. The District includes 2.7 miles along Mission Street and approximately .5 mile on Pickard Avenue.

A. The District's Role within the Community

Mission Street and Pickard Avenue are important gateways to the city, Central Michigan University, and the downtown area. These corridors play a significant role in establishing the community's image in the minds of residents and visitors. Over the years, Mission Street and Pickard Avenue have also become an important shopping and service area. With almost 300 acres zoned for commercial use, the corridor is now Mt. Pleasant's largest business district.

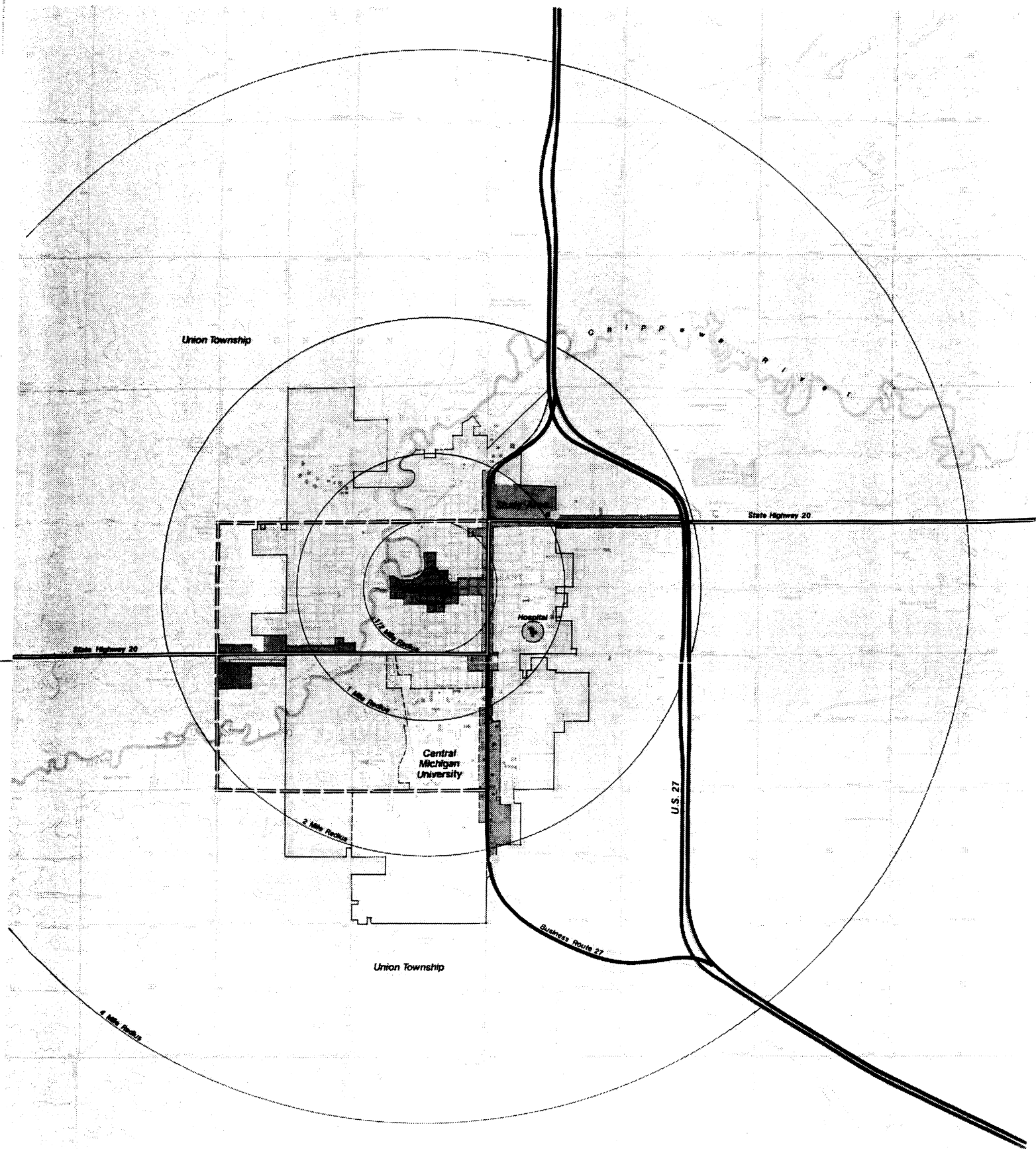
Almost every stage in the evolution of a commercial corridor is represented within the District, including a few remaining homes, older commercial development on small lots, commercial use in converted residential structures, newer strip centers, offices, fast food outlets, large shopping centers, and vacant parcels. As a result, "curb appeal", functional efficiency, and business vitality vary among the corridor's subdistricts.

Mission Street and Pickard Avenue are major through traffic routes, as well as heavily travelled commercial streets. Mission Street is Mt. Pleasant's only continuous north-south roadway and has been designated as Business Route 27. A one-mile portion of Mission Street (from High Street to Pickard Avenue) is also a state trunkline (M-20). M-20 continues to the east within the District along Pickard Avenue. The high incidence of turning conflicts (at driveways and cross street intersections) compromises carrying capacity, operational efficiency, and traffic safety on these important roadways.

B. Purpose of the Development Plan

The Development Plan describes public improvements and programs recommended to improve traffic operations on Mission and Pickard; upgrade the appearance of these major entries to the community; and promote increased business vitality on the corridor. The Plan has been tailored to maximize coordination with the Michigan Department of Transportation's (MDOT) proposed widening of Mission Street from four to five lanes between Maple Street and Corporate Drive (approximately 1.2 miles). The addition of a center turn lane will make the roadway cross section in this area consistent with the 5-lane cross section in the balance of the District. Traffic carrying capacity will be improved and accident potential will be reduced as a result. Appraisals for necessary right-of-way acquisition are completed, purchase negotiations are underway, and construction of the widening project is planned for the summer of 1993.

This major state-funded improvement project provides a unique opportunity for abutting property owners and the DDA. By "piggybacking" DDA and privately funded improvements with the MDOT construction project, the impact of each local and state dollar invested can be stretched and the overall impact of the



Mission Street/Pickard Ave.
Mount Pleasant, Michigan

Figure 1: Regional Analysis

combined investments can be maximized. By taking advantage of the opportunity to complement MDOT's planned improvements, property owners and businesses -- and the DDA -- can significantly enhance the project area's overall image and its appeal as a business location. As a result, the first phase of Development Plan implementation focuses on the MDOT project area. The Development Plan also proposes initiatives for improving traffic operations, appearance, and business vitality in other District sub-areas, as well.

It is important to recognize that the public sector activities outlined in this Development Plan are only a part of the overall strategy for corridor improvement. Private investment in new development and the upgrading of existing properties are equally important to the ultimate success the corridor improvement plan. As a result, many of the Development Plan's initiatives are designed to serve as incentives for private investment and upgrading. In addition, the Plan recommends the creation of a District property owner/business organization to promote wide-spread support for, and long-term participation in, corridor improvement. It is anticipated that this group will help to refine and prioritize DDA-funded improvement efforts and will undertake the development and implementation of other activities, including a market/business recruitment strategy and a range of promotional programs.

While this Development Plan emphasizes DDA-funded capital improvements and incentive programs which will promote private participation, it also includes proposed modifications to existing development regulations (see Appendix D). Over time, these zoning ordinance revisions can have a significant impact in improving both traffic operations and appearance within the District. In turn, these improvements will promote the long-term vitality of the District as a commercial area.

C. Planning Issues and Objectives

Early in the planning process, District property owners, business people, and the general public were invited to participate in defining a "vision" for the future of the Mission Street - Pickard Avenue corridor. Significant issues and opportunities were identified and a set of planning objectives was established.

1. Planning Issues

Land Use/Economics: The Mission Street - Pickard Avenue District is the largest commercial area in the city and a major contributor to its property tax base. In addition, it is an important shopping and service destination for residents of the city and the surrounding area, as well as a stopping-off point for travelers on U. S. 27. Clearly, the continued viability of this commercial district is of tremendous importance to the community.

Although most of the corridor appears to be doing well, there are an increasing number of vacancies on the older, northern portion on Mission Street where lot sizes are small, accessibility and off-street parking are limited, and buildings are outdated. Steps must be taken as soon as possible to reverse this trend and to forestall potential disinvestment.

In choosing a location, businesses tend to pass over older commercial areas in favor of newly developing districts with more modern buildings, better access and parking, and more visual appeal. If the market for commercial growth is limited,

and there is an abundance of vacant "greenfields" sites on high-traffic corridors zoned for commercial use, existing businesses may be tempted to re-locate out of older areas. The vacancies which are created can be hard to fill and properties may be tenanted with marginal uses, allowed to run down, or simply abandoned. Once it begins, this cycle of decline can be difficult to reverse.

As a preventive measure, it is important for the City and surrounding townships to cooperate in using their planning and zoning powers to carefully balance the supply of land available for new commercial construction -- especially along major through-traffic corridors. In addition, the DDA, property owners, and businesses must work cooperatively to define strategies for maintaining and enhancing the value of their investment in the Mission Street - Pickard Avenue District.

Circulation: Traffic volumes at a number of intersections on Mission Street already exceed capacity (for example, at High Street and Broomfield). Traffic projections suggest that by the year 2005 (WBDC, 1986) volumes will be twice the design capacity of these intersections. This suggests that the balance between Mission Street's local and through traffic roles will have to be reconsidered and that a by-pass route will be needed to accommodate at least some through traffic.

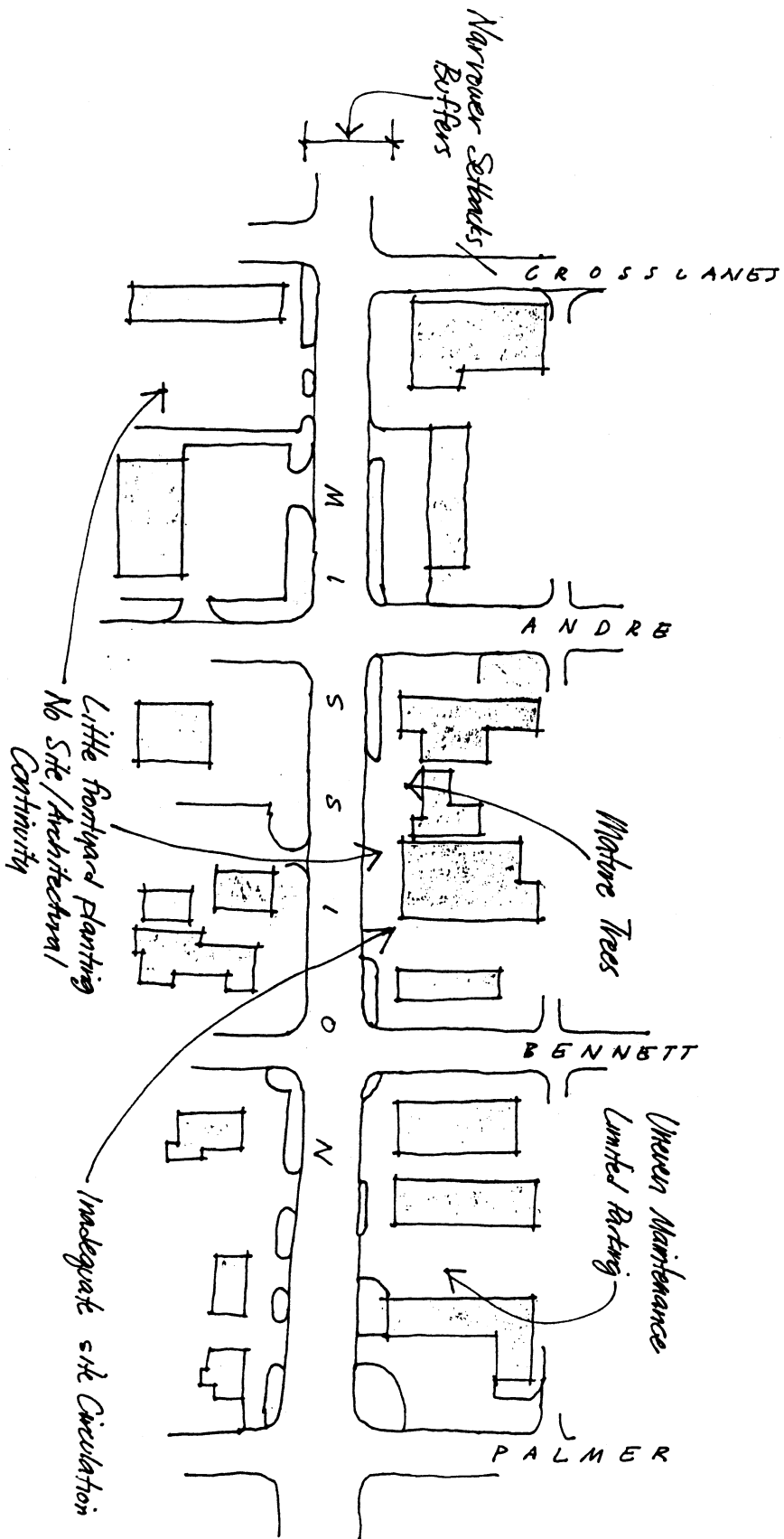
The City's 1985 Major Thoroughfare Plan and 1986 Master Plan recommend such a by-pass using Pickard, Lincoln, and Broomfield. Steps should be taken to initiate an MDOT evaluation of the feasibility of this **by-pass route** as an alternate alignment for M-20 in the longer-term and as a detour during the MDOT widening of Mission Street in 1993.

The ease and safety of vehicular movement on the Mission Street - Pickard Avenue corridor are important to the community overall and to abutting property owners, in particular. Left turn movements are one of the most significant causes of **accidents, congestion, and delay**, especially in the area north of Maple where there is no center left-turn lane. MDOT's **widening project** will have a major impact in reducing congestion and increasing safety in this portion of the corridor. In addition, the timing of exclusive **left-turn phases at all signalized intersections** should be re-evaluated to achieve the best possible balance between efficiency and convenience.

The number and location of **driveway curb cuts** along the roadway edge also have a significant impact on traffic operations. Each of these driveways is a potential conflict point at which traffic is slowed and accident potential increases. Too many curb cuts can contribute to congestion, reduce convenience, increase accident potential, and add greatly to the level of shopper frustration. The Development Plan recommends a number of **access management strategies** to better control curb cuts within the District, for example: the development of shared off-site parking lots; coordinated parking lot layouts and shared driveways; and/or the reservation of a service drive easement in new development areas.

Pedestrian safety is also an issue, especially on Mission Street south of Bellows adjacent to the Central Michigan University campus. With the campus on one side of the corridor, and student apartments and commercial destinations on the

Figure 3: Older Corridor Development



other, there is a significant volume of crossing movement. **Pedestrian crossings** at intersections -- and even more importantly, the unsignalized crossing point at Appian Way -- should be given high visibility by using bold pavement striping, signs, and adequate night-time illumination.

Appearance: As important entrances to the community, the appearance of development along Mission Street and Pickard Avenue has a significant impact on the image of Mt. Pleasant for residents and visitors. Development along the roadway edge which is disorganized, unattractive, and looks like "Anyplace U.S.A." will detract not only from the image of the community overall, but also from the District's appeal as a business location.

Mission Street also plays a special role as an approach to Central Michigan University, the hospital, and as an entrance to the downtown area along Broadway. As the connection between two major commercial areas, the Broadway/Mission intersection is of particular importance. The large parcel which is now available for redevelopment at the southwest corner of this intersection presents a unique opportunity to establish a special treatment -- and a signature development -- at this key **downtown "gateway"** location.

The most important overall visual improvement objective for the Mission Street - Pickard Avenue corridor is to **simplify, unify and upgrade the foreground** -- in other words, to reduce clutter and confusion in the zone between the buildings which frame the corridor and the curb. The burial of overhead utilities, street tree planting (and the protection of existing mature trees), and modified regulations for sign location, height, size, and design are all important strategies for achieving this objective.

In the older portion of the corridor, the replacement of **paved front yards** -- which often have inadequate dimensions for parking -- with lawn areas and shade trees could also contribute significantly to the corridor's visual image. The provision of nearby replacement off-street parking (on publicly acquired parcels) could serve as a powerful incentive in leveraging these private property improvements. In addition, the DDA could assist in funding shade tree planting in front yards where there is inadequate space available for this purpose within the right-of-way. In exchange for a landscape easement and guaranteed maintenance by the property owner, front yard landscape improvements could also be partially funded by the DDA.

Improved **screening of parking lots** (and other paved areas) located adjacent to the right-of-way, and **landscaping on the interior of large parking areas**, are also needed to reduce the negative impact of pavement and parked cars on the image of the corridor. Screening requirements already included in the Mt. Pleasant zoning ordinance can be improved (and more consistently enforced). Consideration can also be given to providing a parking reduction "bonus" in exchange for improved parking area screening on properties where space is limited.

Because they are important decision points, **major intersections** have a strong impact on motorists' image of the corridor. Major cross street intersections should be clearly defined and easy to identify in order to help orient business patrons. Overhead mast arm structures, which support both traffic signals and street signs, can reduce visual clutter at major intersections, while at the same

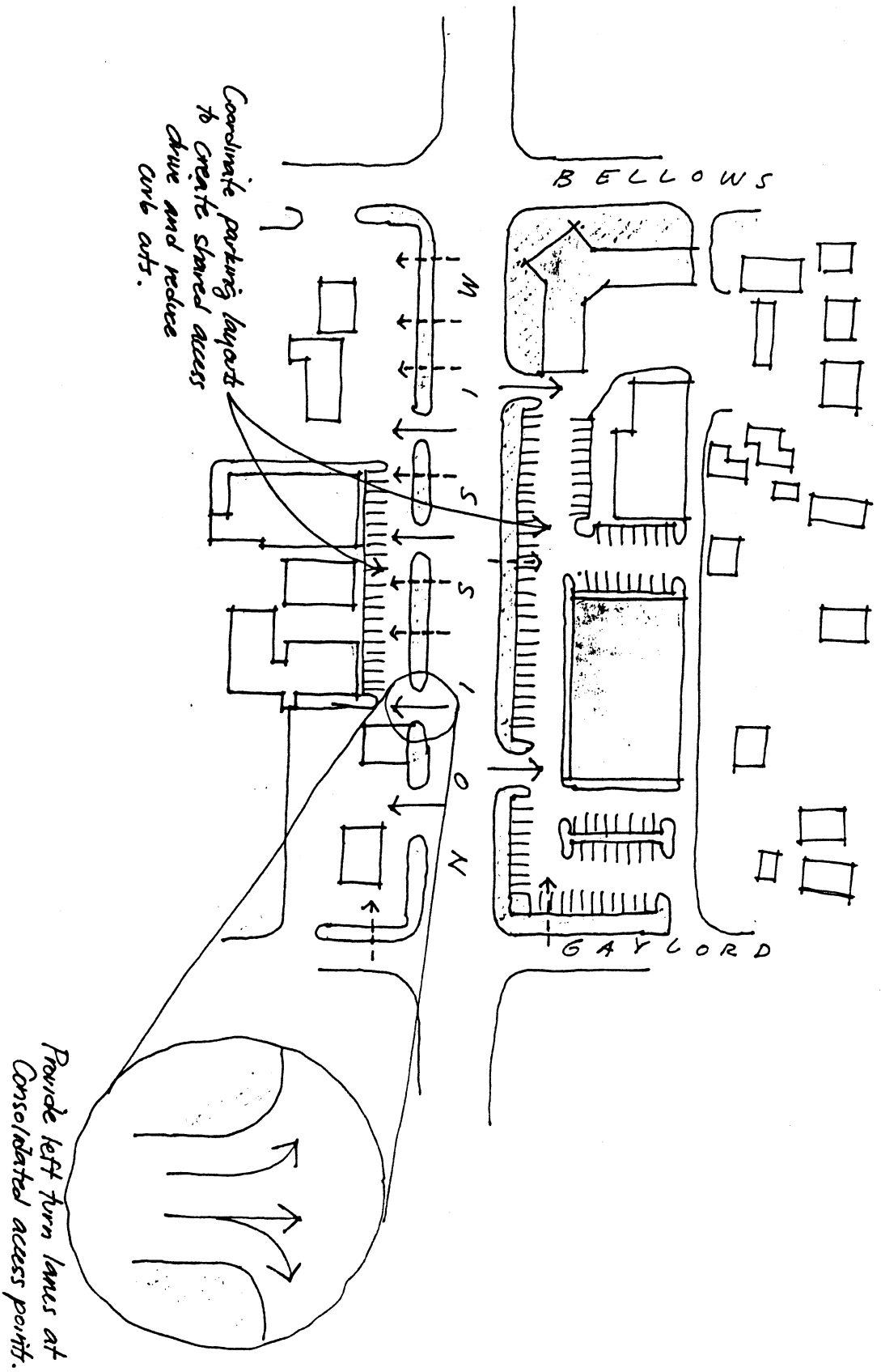
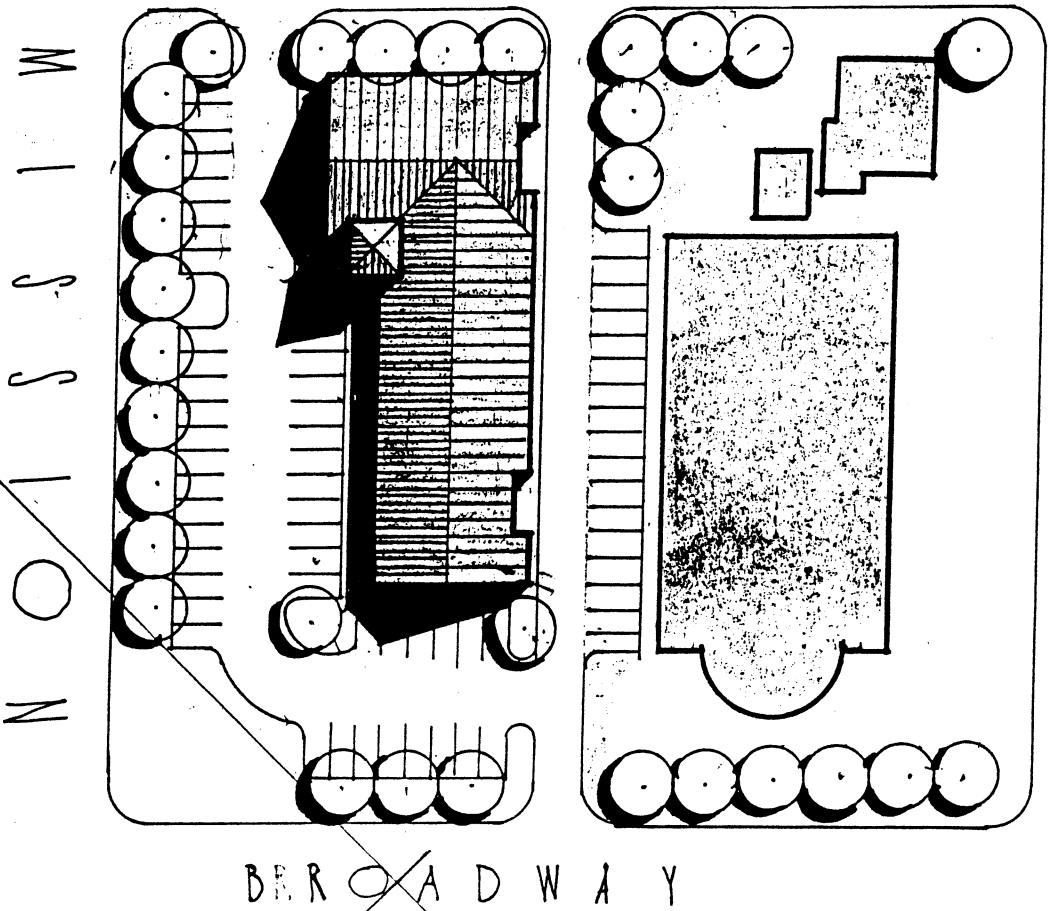
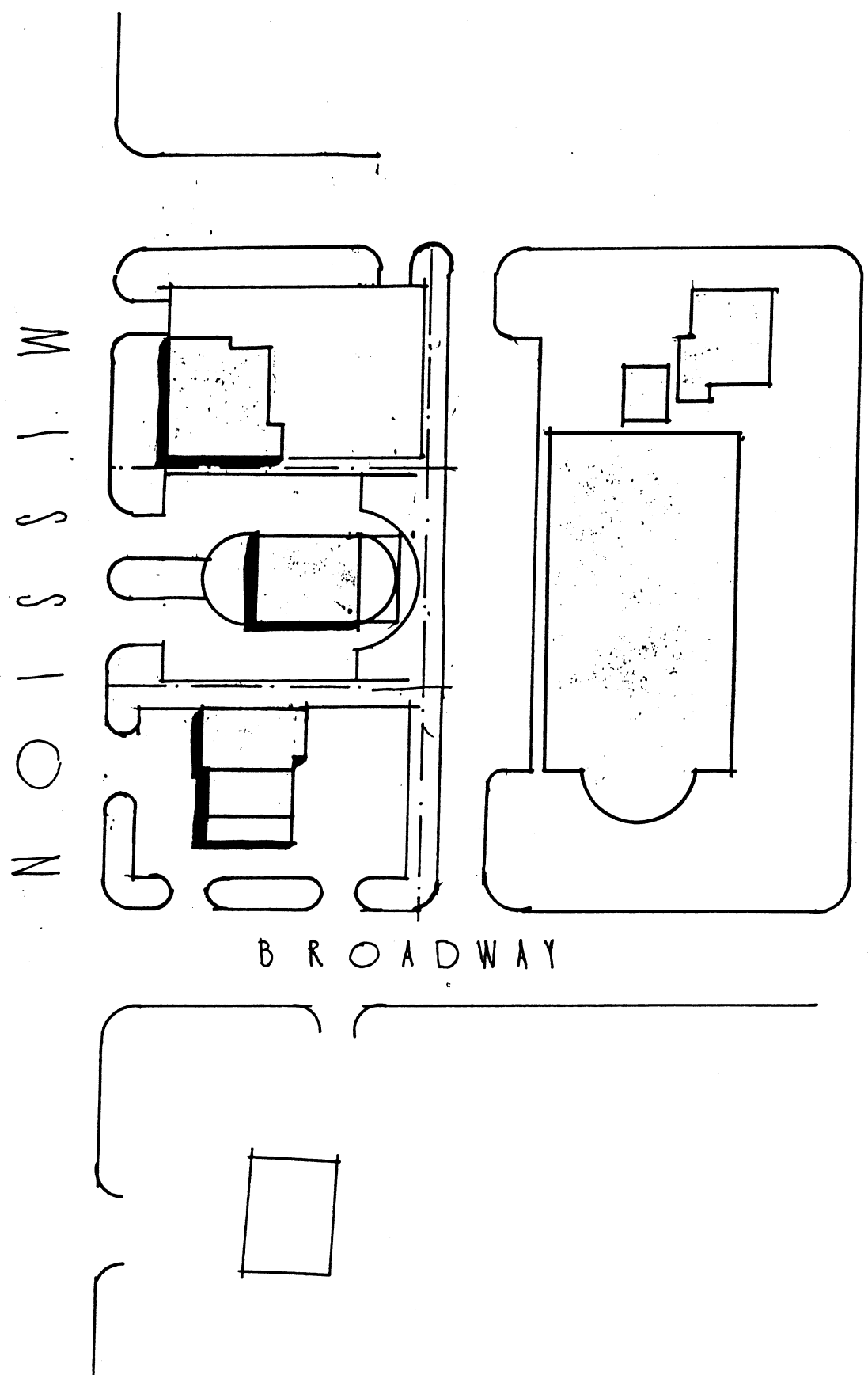


Figure 4: Access Management Coordinated Parking Lot Layout

Figure 5a: Gateway Parcel Recommended Development



**Figure 5b: Gateway Parcel Standard Development
(Not Recommended)**



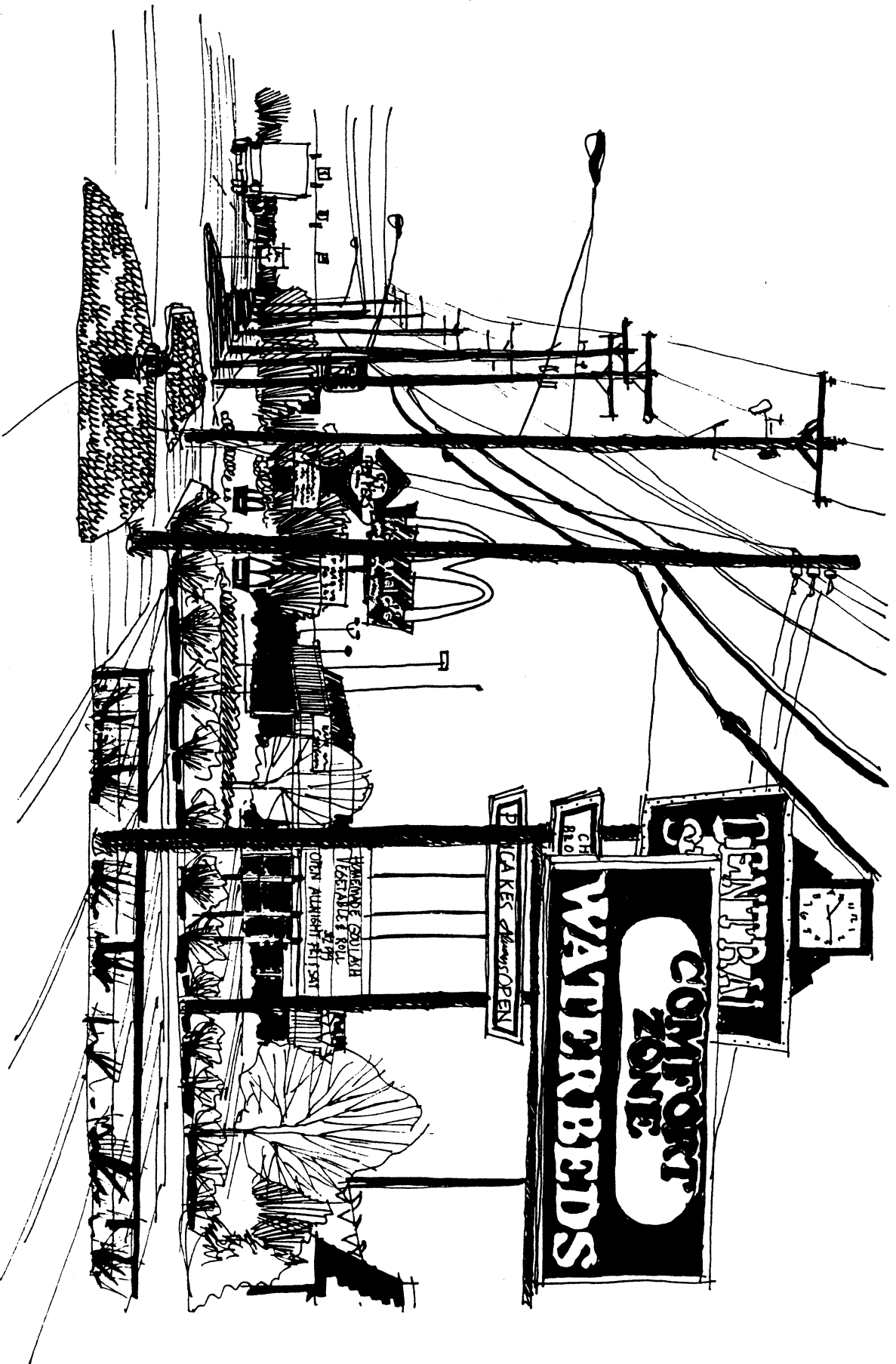


Figure 6a: Mission Street Foreground : Before

Figure 6b: Mission Street Foreground : After

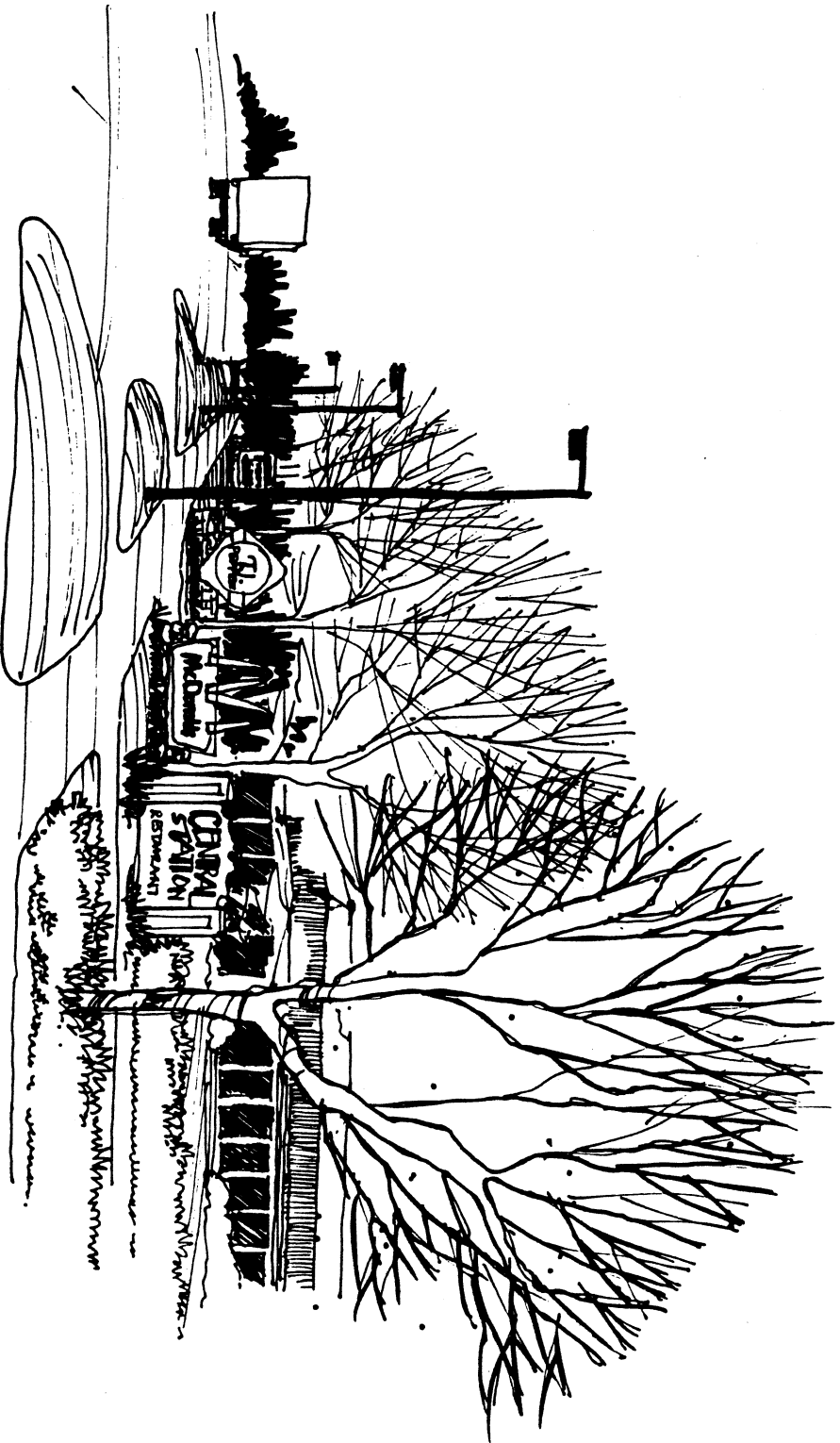


Figure 7a: Older Area Front Yards : Before



Figure 7b: Older Area Front Yards : After



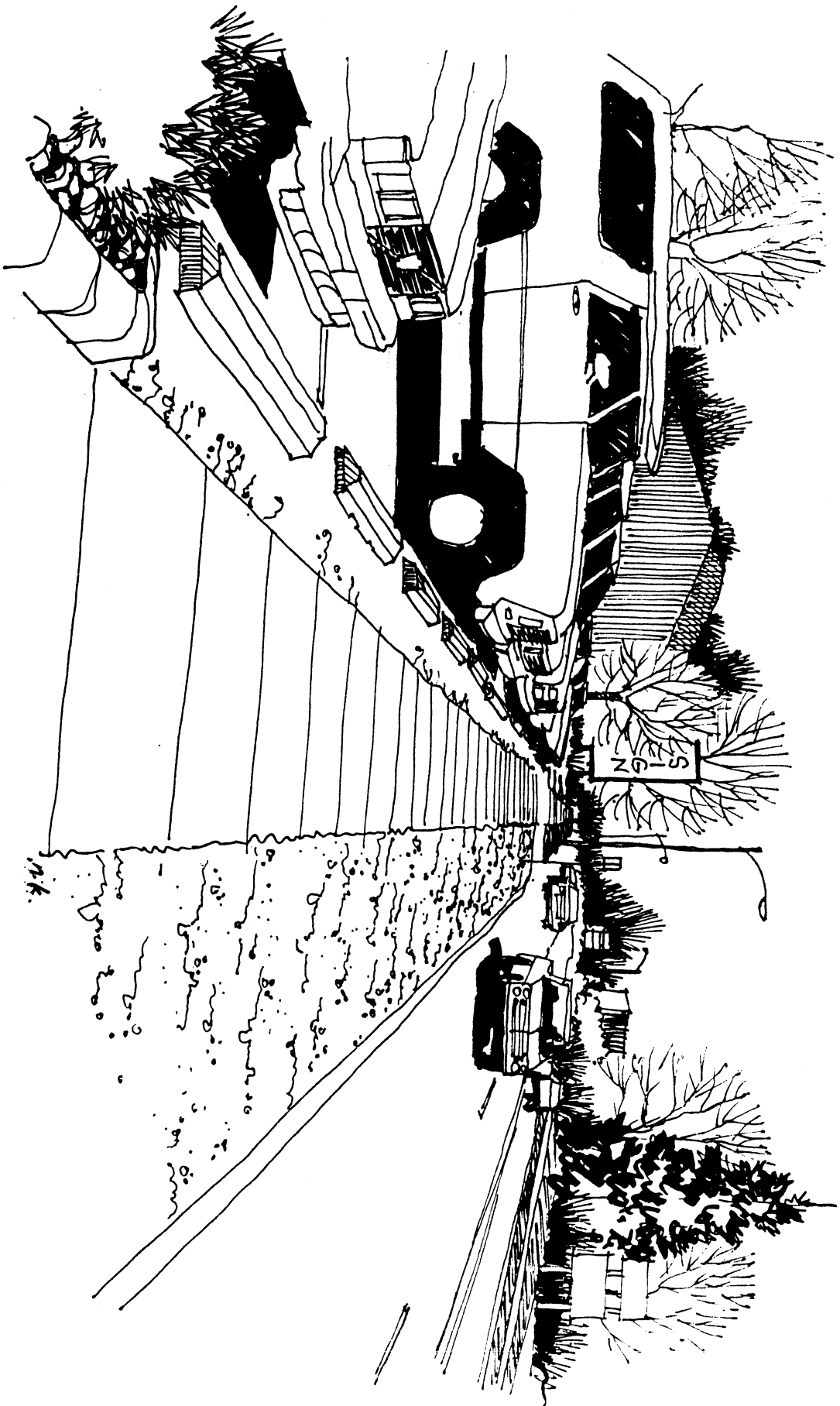
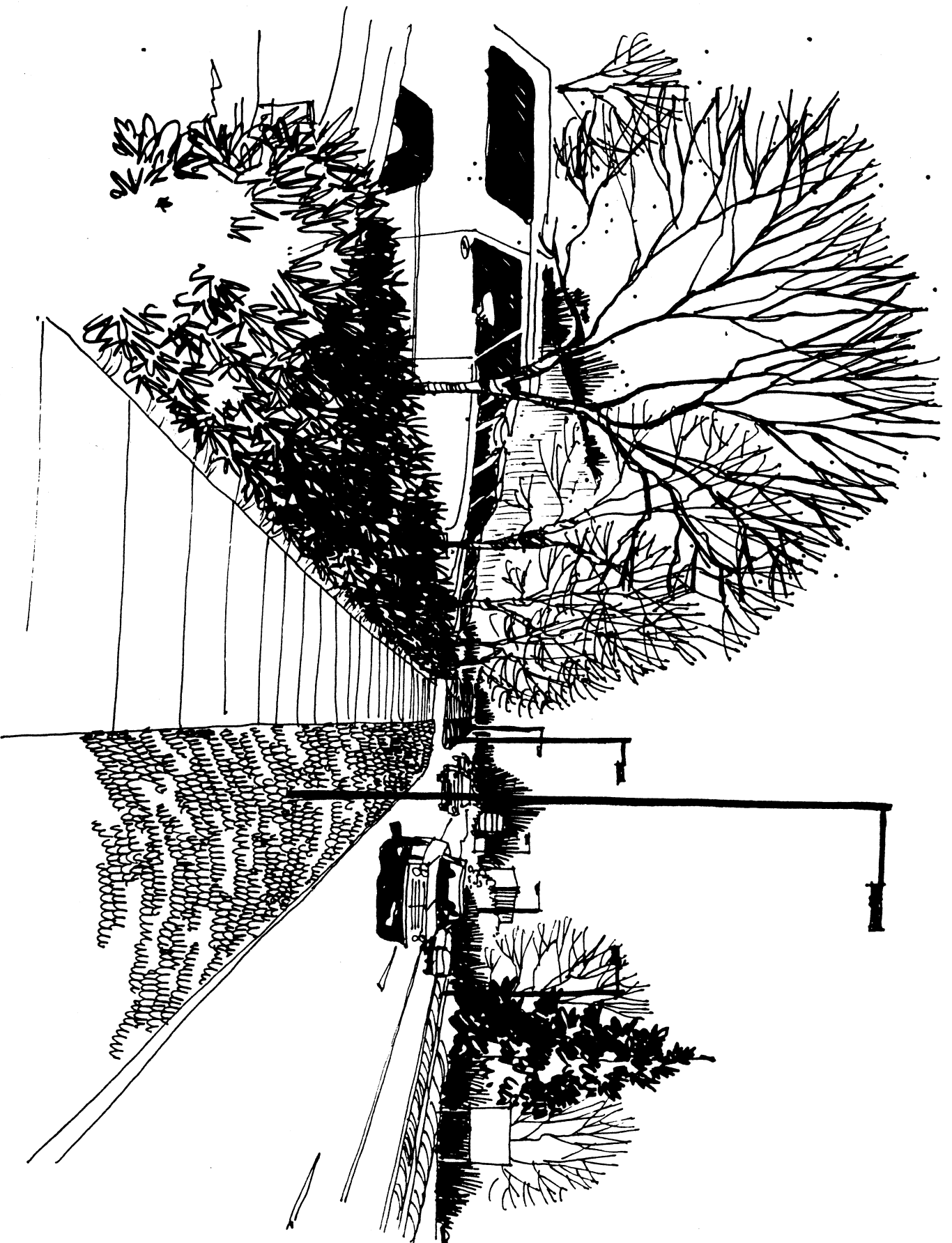


Figure 8a: Parking Lot Without Screening

Figure 8b: Parking Lot With Screening



time giving them special emphasis. It may also be possible to re-capture space at the corners of key intersections to create a special landscape statement. This special treatment would be particularly appropriate at the Mission/Pickard and Mission/Broadway intersections.

The appearance of the corridor is influenced not only by the foreground at the right-of-way edge, but also by the buildings which frame it. There are many opportunities for upgrading the appearance of existing buildings (both old and new); however, design guidelines will be needed to promote an improved sense of continuity and a consistently high standard of design. **Renovation** incentives might also be offered to encourage private property reinvestment.

b. Planning Objectives

The following Development Plan objectives are based on the conclusions of the "vision" workshop. Implementation strategies are listed below each objective.

1. Coordinate Development Plan improvements on Mission Street between Maple and Corporate with MDOT design and construction.

2. Establish an enhanced "green" image and a more unified foreground.

- Provide improved parking area screening
- Encourage landscaping of paved frontyards
- Plant street trees
- Provide landscaping within large parking lots
- Use special landscape treatments at key intersections
- Provide for massed annual plantings between the curb and sidewalk
- Consider installing a landscaped median in selected areas
- Relocate overhead utilities underground

3. Reduce/control the number of curb cuts to simplify circulation and minimize conflicts.

- Encourage coordinated parking layouts and shared driveways
- Pave the alley west of Mission for improved secondary access
- Require minimum lot frontages or the reservation of a service drive easement for new development (depending on lot depth)

4. Provide incentives to encourage private property improvements (landscaping, shared driveways, sign and facade improvements).

- Acquire/clear select properties to provide off-street parking
- Pave the alley west of Mission
- Provide technical and financial assistance for storefront renovation and sign replacement
- Offer parking reduction "bonus" in exchange for improved screening
- Acquire landscape easements (street tree planting/front yards, intersections, parking lot screening) and share costs for landscape improvements

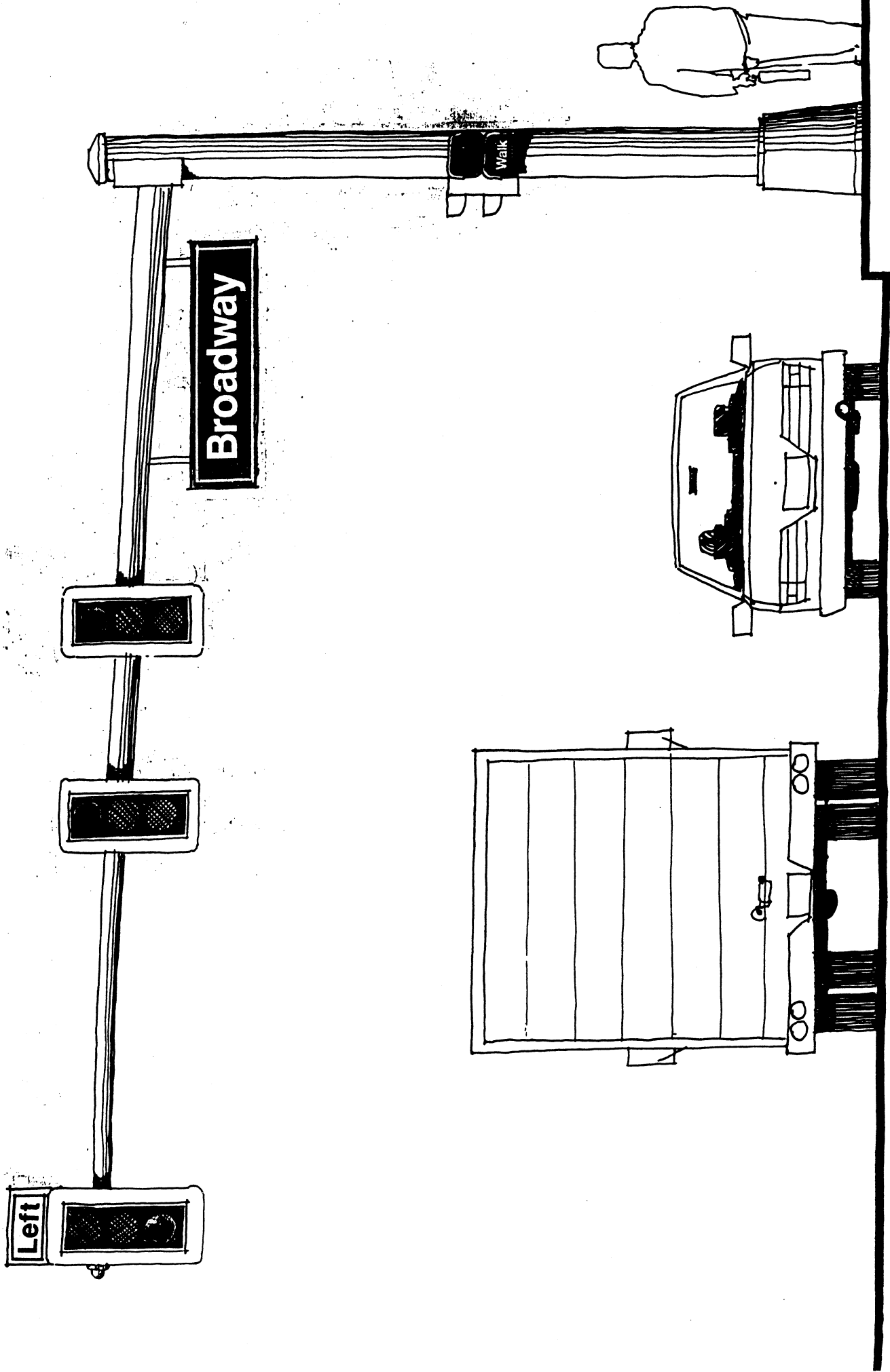


Figure 9: Proposed Mast Arm Structure

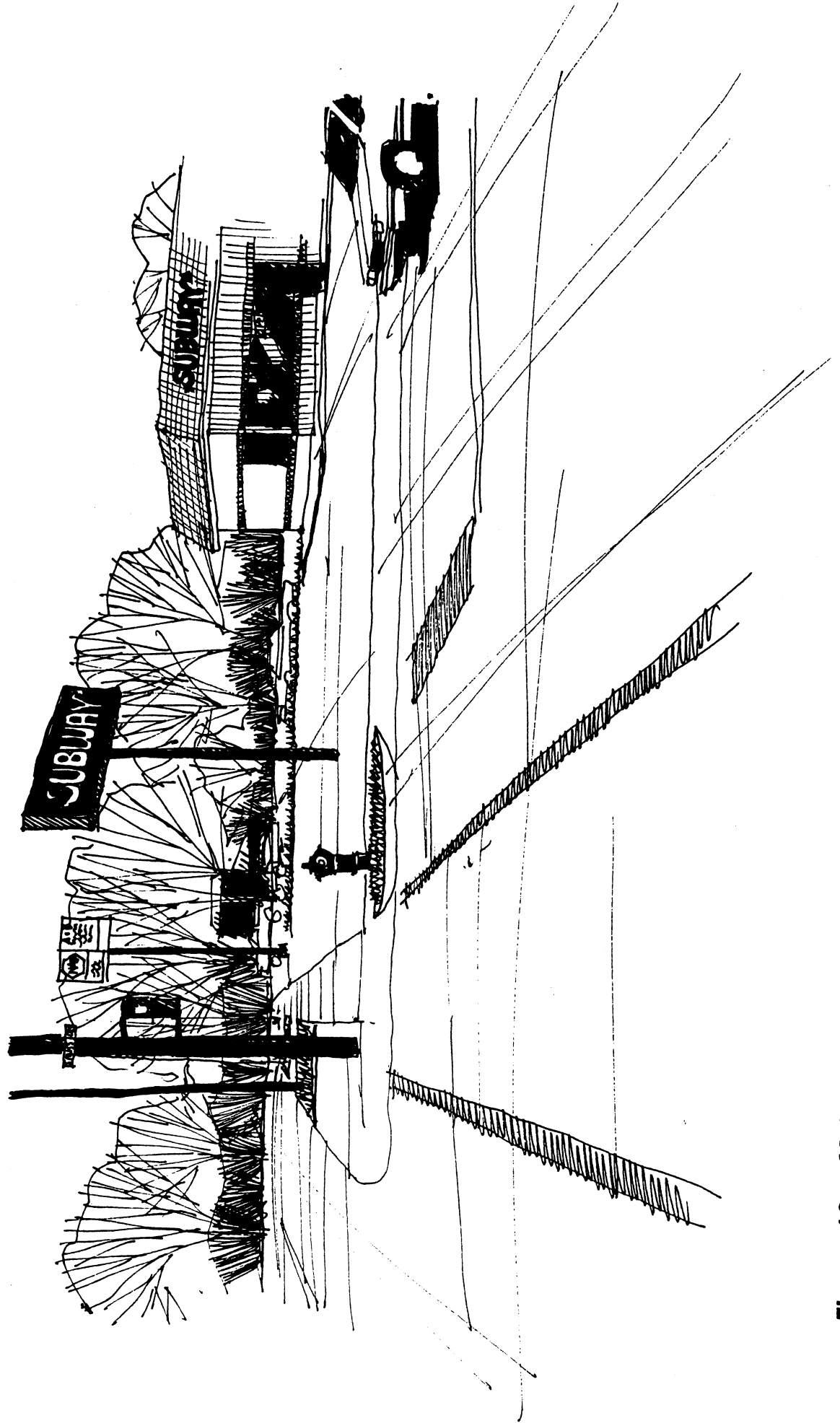


Figure 10a: Major Intersection Landscape Treatment : Before

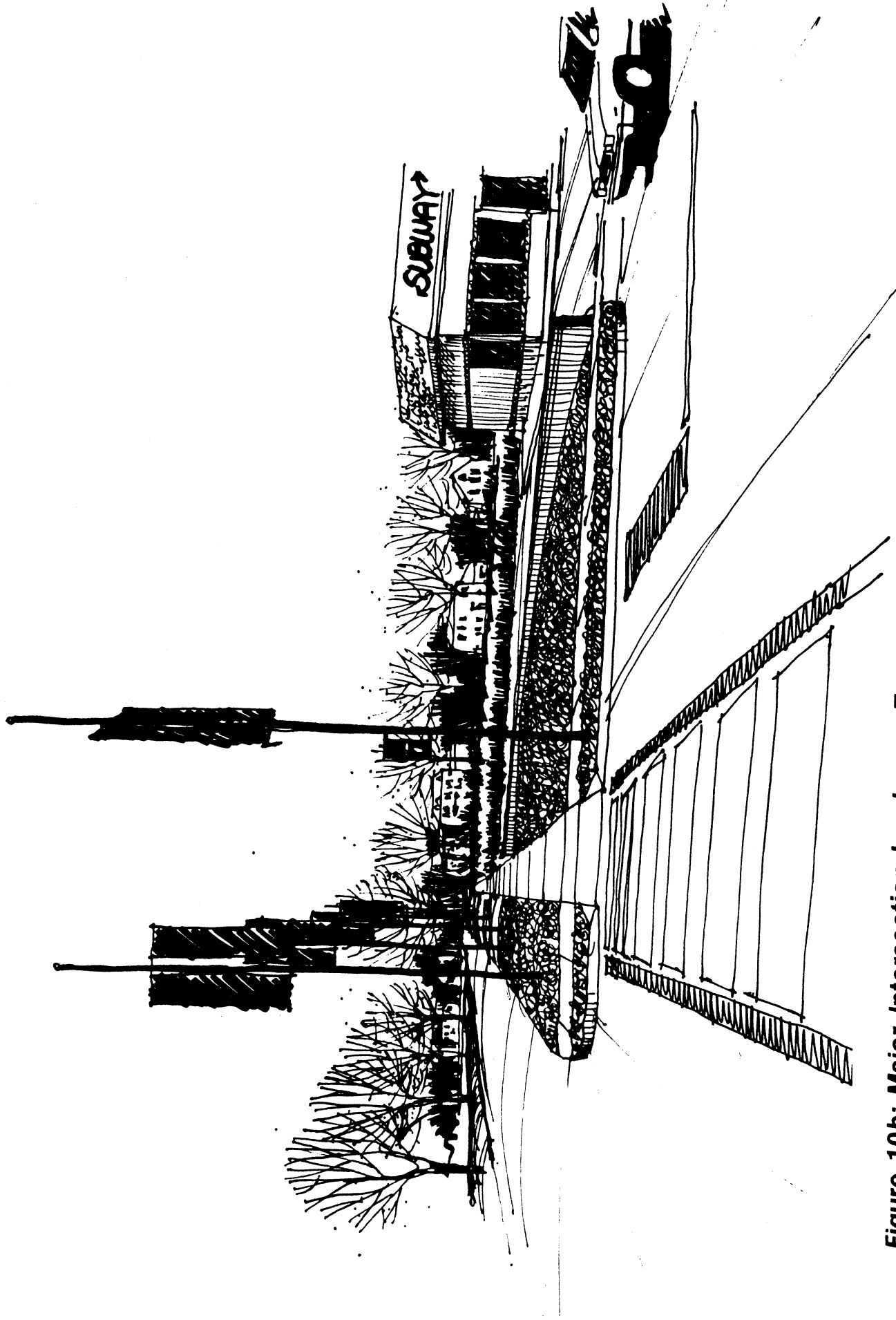
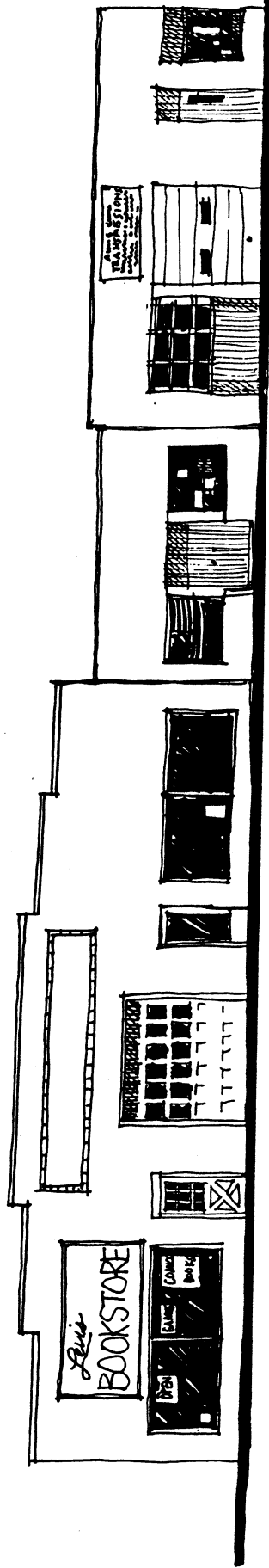
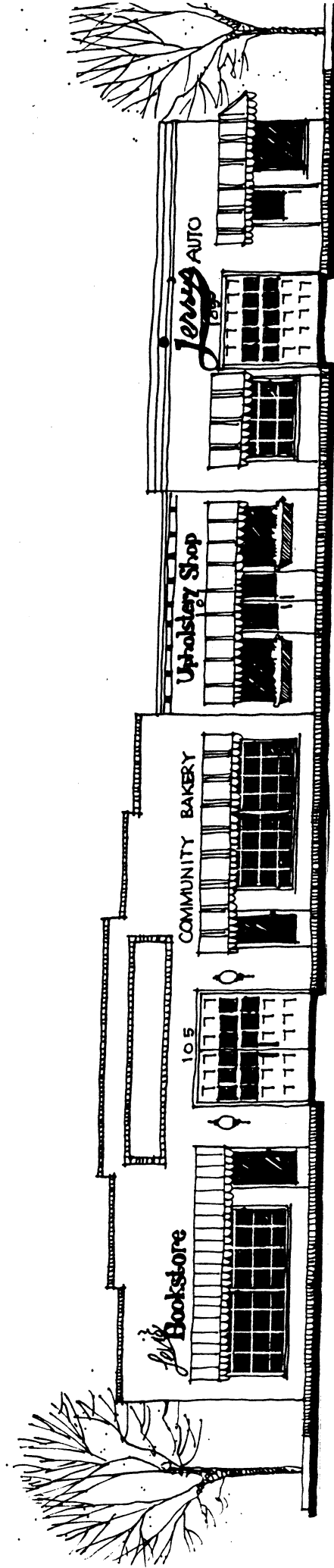


Figure 10b: Major Intersection Landscape Treatment : After

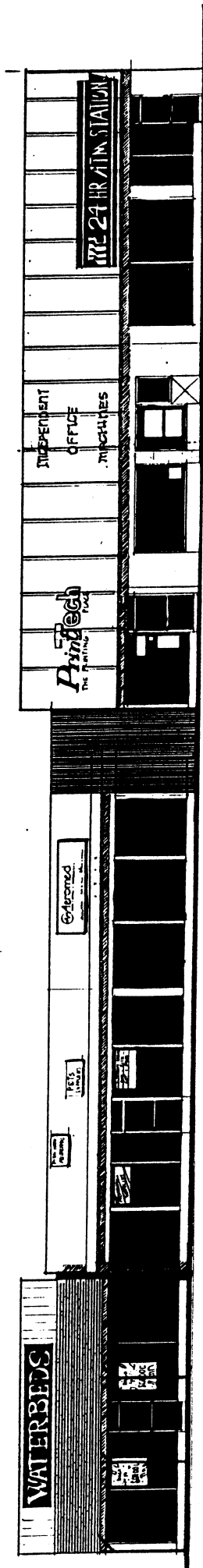


Before

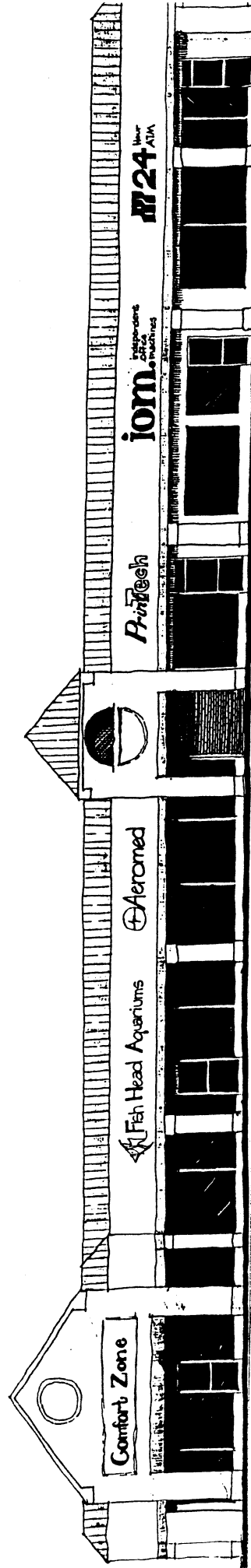


After

Figure 11: Building Renovation Potential



Before



After

Figure 12: Building Renovation Potential

5. ***Create a downtown gateway at Mission/Broadway by ensuring high quality development.***
 - Provide a special intersection landscape treatment
 - Acquire parcel for re-sale with deed restrictions; install interim landscape improvements
6. ***Revise sign control regulations to reduce clutter.***
 - Modify ordinance
 - Provide sign replacement incentive program (design assistance; low interest loans)
7. ***Enhance shopper/motorist orientation by providing more readable street signs, especially at major intersections.***
 - Acquire easements and install special landscape treatments
 - Install mast arm structures with traffic signals and illuminated signs
 - Encourage use of street numbers on business signs
8. ***Improve pedestrian crossing safety.***
 - Install pedestrian activated crossing signals
 - Improve crosswalks and provide signs and illumination
9. ***Support the formation of a District property owner/business organization to encourage participation in Plan implementation and to undertake cooperative initiatives.***
 - Provide administrative support (staff, part-time director)
 - Offer matching grants for special studies/projects (e.g., business mix and recruitment strategy; joint advertising and promotional programs)

II. DESCRIPTION OF THE DEVELOPMENT AREA

A. Boundaries

The Mission Street - Pickard Avenue District includes 2.7 miles along Mission Street between Corporate Drive and Bluegrass Road, as well as a .5 mile portion of the Pickard Avenue corridor. The boundaries of the District are illustrated in Figure 2 (Site Analysis). The legal description of the District boundaries is included in Appendix A.

B. Location and Extent of Streets and Other Public Facilities; Existing and Proposed Land Use

1. *Streets and Public Facilities*

The District includes 319.5 acres. Public rights-of-way account for approximately 19% (60 acres) of this area. Ten acres are occupied by public uses, including:

- Fancher School, located on Kinney Street between High and Gaylord;
- Mt. Pleasant Public School Central Kitchen at Gaylord and Mission
- Mt. Pleasant Public Safety Building at High and Mission
- Kinney School, located on Kinney Street between Palmer and Bennett;
- State Police Department, located on the west side of Mission Street north of Pickard.

2. *Existing Land Use*

An inventory of existing land use by parcel (WBDC, 1986) showed the following composition on Mission Street. (It should be noted the boundaries of the area inventoried do not correspond exactly to the District boundaries. In addition, it should be remembered that parcels can differ significantly in size.)

Commercial	58%
Retail	14%
Restaurant	18%
Auto-related	15%
Mixed-use center	9%
Motel	2%
Office	21%
Medical	3%
Personal service	5%
Banks	3%
General	10%
Industrial	2%
Residential	10%
Single	9%
Multiple	1%
Public	2%
Vacant	7%

In the Pickard Avenue portion of the District, existing land use is also predominantly commercial. However, substantial areas are occupied by industrial use (approximately 17 acres) and vacant land (16 acres). In addition, a

significant percentage of the Pickard Avenue frontage (approximately 37%) is occupied by single-family homes. This portion of the District is still in a relatively early stage of land use transition.

Land use surrounding the District is predominantly residential. However, industrially zoned land is located to the north and northwest. The campus of Central Michigan University borders the corridor to the west, south of Bellows. Mt. Pleasant's Central Business District is located less than .5 mile west of Mission Street; Broadway Street serves as the primary connector.

3. *Proposed Land Use*

No significant changes in land use are proposed in the Development Plan. However, it is anticipated that the transition from residential to commercial use will continue, consistent with existing zoning. In addition, the Development Plan recommends the acquisition of vacant commercial buildings for redevelopment as public off-street parking in areas where additional parking could enhance business viability and allow for the removal of substandard frontyard parking. In addition, the acquisition of the southwest corner of Broadway and Mission is recommended in order to better influence the future character of this "gateway" linking Mission Street to the downtown area.

III. PLAN RECOMMENDATIONS

A. Existing Improvements to Be Demolished, Altered, or Repaired

A number of improvements are proposed within public rights-of-way which will involve demolition, alteration and/or repair. These include:

- Elimination of driveway curb cuts; replacement with landscaping and sidewalk
- Creation of new driveway curb cuts
- Relocation of overhead utilities underground; other utility improvements, as needed
- Replacement of existing street lights; replacement of existing traffic signals and street signs at major intersections
- Removal of existing roadway pavement to install a landscaped median in selected locations
- Removal of pavement to install landscaping at selected locations

In addition, the Plan proposes that the DDA acquire and demolish vacant commercial buildings in a limited number of locations in the older portion of the corridor in order to provide off-street parking, if and when opportunities are presented.

The Development Plan also offers incentives for private property owner improvements which will involve alteration and repair. These include, for example:

- Storefront renovation
- Sign replacement
- Removal of paving to install landscaping for improved front yards, parking lot screening, and planting islands within large parking areas.

B. Planned Improvements

The location, extent, character, and estimated cost of improvements included in the Development Plan are listed in Appendix B. More specific location information is provided in the Plan Key (see Appendix C).

C. Construction Stages

The first phase of Plan implementation will be coordinated with MDOT's proposed widening of Mission Street from Maple to Corporate Drive in 1993. Other initiatives will be undertaken as funds become available. Initial improvements (Phase I) and additional Plan components are detailed in Appendix B.

D. Open Space

The Development Plan anticipates that the open spaces at Fancher and Kinney Schools will be retained; however, a strip of land 22 feet wide along the alley edge of Kinney School property may be converted to surface parking to serve nearby businesses. In addition, streetscape improvements are proposed within the public right-of-way to improve its open space character as an attractive and unified foreground. These improvements are intended to upgrade the visual quality of two important entries to Mt. Pleasant (Mission Street and Pickard Avenue) and to enhance the appeal of the community's largest commercial district as a business/shopping location.

The Development Plan also includes the acquisition of landscape easements on private property (at key intersections; front yards in the older portion of the Mission Street corridor; and for parking lot screening at the right-of-way edge). The Plan proposes that the DDA offer a landscape allowance for improvements within these easements in exchange for property owner investments of an equal value. Landscape improvements in these areas will have a significant impact in creating a unified "green" foreground.

E. Property to be Sold, Donated, Exchanged or Leased

The acquisition of privately owned parcels is proposed to accomplish the public purpose objectives of the Development Plan. The purpose of these potential acquisitions are described below.

- ***Downtown Gateway Parcel:*** This .8-acre vacant parcel is located at the southwest corner of Mission Street and Broadway. Because Broadway is the most direct route from Mission Street to Mt. Pleasant's downtown area, this parcel has been designated as the "downtown gateway". The parcel is unique not only because of its strategic location; it is also one of the few vacant sites on Mission between Pickard Avenue and High Street. A high quality image on this parcel could have a dramatic, positive impact on the overall appeal of this older portion of the corridor, as well as establishing a physical and psychological link to the downtown area.

If it were possible to acquire the entire parcel, it could be re-sold with deed restrictions in order to ensure that the desired high quality of site planning and design is accomplished. At this high visibility location, new, high quality development could establish a model for other District renovation and redevelopment projects and serve as an inspiration and catalyst. In the interim before re-sale, minimal landscape improvements (removal of paving and parking lot lights and planting of grass and street trees) could be made to improve the visual character of the parcel.

Alternatively, if only a portion of the parcel could be acquired, priority should be placed on the Mission/Broadway corner. At a minimum, a concerted effort should be made to obtain a landscape easement at this corner.

- ***Off-street Parking:*** Many businesses in the older portion of the Mission Street corridor are located on small lots with limited on-site parking capacity and inadequately dimensioned parking areas. To capture as much space as possible for vehicular access and parking, many front and side yards have been paved. As a result, paving and parked cars dominate the image of this portion of the corridor and detract from its visual appeal (see figures 7a and 7b).

Just as important, the frequency of driveway curb cuts in this portion of the corridor is exceptionally high. In addition, cross streets are located every 300' along this portion of Mission Street. As a result, the number of conflict points -- and the potential for accidents and overall congestion -- are great.

MDOT's addition of a center turn lane in this area will have a significant positive impact in improving safety and reducing congestion. Nevertheless, traffic operations and safety could be further enhanced by reducing the number of driveways. As a strategy for reducing driveway curb cuts, and replacing paved front yards with landscaping, the Development Plan proposes the acquisition of a limited number of vacant commercial properties for the development of shared parking areas to serve businesses in the abutting blocks. The new off-street parking lots would be acquired and developed by the DDA and deeded to the City. The Plan also proposes the development of surface parking (approximately 23 head-in spaces) on the Kinney School property adjacent to the alley west of Mission Street, between Palmer and Bennett. This parking can be used by the employees of nearby businesses to make more conveniently located parking available for customer use.

- ***Landscape Easements:*** As described above, the Development Plan also proposes the acquisition of landscape easements along the corridor to create a special image at key intersections; to eliminate paved front yards; and to provide parking lot screening adjacent to the right-of-way. In exchange for DDA assistance in funding landscape improvements, property owners will be requested to grant an easement to the DDA and to provide regular landscape maintenance (to meet a schedule and standards to be defined) and to make an equal investment in property improvements.

F. Zoning Changes and Changes in Streets, Street Levels, Intersections and Utilities

1. Zoning

The Development Plan does not propose any changes in the City's current zoning map. However, modifications to existing ordinance requirements are proposed, including:

- C-3, General Business District (Article XIII)
- Schedule of Regulations Limiting Height, Bulk, Density and Area by Zoning District (Article XVIII)
- Walls, Berms and Greenbelts (Article XIX)
- Off-Street Parking Provisions (Article XX)
- Signs (Article XXI)

These proposed modifications are presented in Appendix D and summarized below.

C-3 District and Related Regulations: The most significant recommended modifications will limit the number of curb cuts for new development by proposing that a minimum lot frontage (200') be specified for shallow lots (less than 200' deep) and that a 60- to 75-foot-wide service drive easement be required on deeper lots (over 200' deep). A greenbelt requirement (minimum width of 10') between the right-of-way and any paved drive or parking area is also recommended for all development.

Greenbelts: An increase in the minimum greenbelt width from 10' to 20' is recommended for all lots which exceed 200' in depth. A non-obscuring greenbelt requirement is proposed adjacent to the right-of-way for all uses/properties, except where a landscaped front yard occupies the entire area between the building and the right-of-way.

Off-Street Parking: An interior parking lot landscaping requirement is proposed for all parking lots over 5,000 S.F. (approximately 15 cars). A parking reduction "bonus" is also proposed as an incentive for coordinating parking lot layouts and sharing driveways (to reduce the number of driveway curb cuts) and for providing landscape screening of parking areas adjacent to the right-of-way.

Signs: Proposed ordinance modifications encourage the use of low-profile ground signs (rather than pylon signs) and promote the replacement of non-conforming signs.

2. *Streets*

The MDOT widening project will add a fifth (center turn) lane on Mission Street between Maple and Corporate. In addition, the Development Plan recommends the construction of a landscaped median (replacing the center turn lane) at selected locations between Bluegrass and Preston. Finally, the Development Plan offers incentives for reducing the existing number of driveway curb cuts. DDA funds will be used to eliminate curb cuts and construct a replacement landscape extension and sidewalk outside of the MDOT project area. Between Maple and Corporate, the elimination of curb cuts will be part of the scheduled MDOT widening project.

3. *Utilities*

The Development Plan recommends the relocation of overhead utilities underground at major corridor intersections (Pickard, Broadway, High, Preston), as well as on Pickard Avenue and the southern portion of Mission Street (south of Bellows). Other utility adjustments (for example, storm drainage and underground electrical conduit for street lights) are also anticipated.

G. **Estimated Cost of Development; Proposed Method of Financing; Ability to Arrange Financing**

The cost of implementing Phase I of the Development Plan (improvements on Mission Street from Maple to Corporate) is estimated to be approximately \$1.4 million. The cost of implementing the balance of the recommended Plan improvements is estimated to be approximately \$4.4 million. Development Plan cost estimates are shown in greater detail in Appendix B.

The proposed methods of financing include Tax Increment Financing. If available, state and federal funds will also be used to fund Plan implementation and special assessments may be used if approved by property owners.

The DDA proposes to issue a bond to be repaid from the anticipated tax increment. It is estimated that a 20-year bond will yield between \$1.2 and \$1.3 million for improvements on the Mission Street - Pickard Avenue corridor. Based on the 1993 SEV in the District (\$6,850,650) and a 31% capture rate not to exceed 50% (31% estimated), it is anticipated that a tax increment of approximately \$130,000-\$150,000 per year will be available over the life of the bond. Table 1 illustrates the projected captured tax increment revenues and debt service requirements through the year 2017. No debt millage levied by any governmental unit after 22 August 1991 will be captured. The TIFA Board and City Commission will set the annual capture rate annually as necessary to meet the bond payments, cost of contracted services, and annual maintenance costs for public spaces.

Projects listed under Phase I in Appendix B represent the DDA's recommended priority improvement projects (to be completed in the next three years). Other projects will be implemented over a 25 year period on a pay-as-you-go basis or as growth in capture permits future bond sales.

H. Persons to Whom Land will be Leased Sold or Conveyed; Project Benefit

At this time, there are no private interests, parties, or persons to whom commitments have been made to sell, lease or otherwise convey the single parcel (Mission at Broadway) which may be acquired for private development. If acquired, it is the Authority's intent to convey this property at the appropriate time and under terms and conditions to be approved by the Authority Board and the Mt. Pleasant City Commission.

Adoption and implementation of the Development Plan, and the purchase and re-sale of the downtown "gateway" parcel, will be undertaken for the benefit of the residents of the City of Mt. Pleasant, in general, and the property owners and businesses within the Mission Street - Pickard Avenue District, in particular, by seeking to improve traffic operations, appearance and business viability.

IV. RELOCATION PLAN

A. Residents and Residential Acquisition

Based on data contained in city rental licensing records, the 1980 United States Census, and the 1990 Johnson City Directory, the resident population of the District is estimated to be 97 persons. The Development Plan does not require the acquisition of any occupied residential property.

B. Relocation Priority

Not applicable. The Development Plan does not propose the acquisition of occupied dwellings or structures.

C. Relocation Costs

Not applicable. The Development Plan does not propose the acquisition of occupied dwellings or structures.

D. Compliance with Act 227

Not applicable. The Development Plan does not propose the acquisition of occupied dwellings or structures.

V. OTHER MATERIALS

Appendix A: Legal Description of District Boundaries

Appendix B: Location, Character and Extent, Estimated Cost and Time of Completion of Proposed Improvements

Appendix C: Key Plan

Appendix D: Proposed Zoning Ordinance Modifications

Appendix E: Bibliography

TABLE I
TAX INCREMENT FINANCE AUTHORITY OF THE CITY OF MT. PLEASANT
MISSION STREET DISTRICT BOND CASH FLOW ANALYSIS

Fiscal Year Ending 6/30	District SEV (1)	% of SEV Used for Debt Payment (2)	Captured SEV	Captured Millage (3)	Capture Tax Increment Revenues	Maximum Bonded Debt	Net 1 for Bond	Debt Service on Bonds	Annual Excess Cash Flow	Debt Service Coverage
1993	\$5,862,250	0.31	\$2,127,288	62.85	\$133,700.60	0.8	\$106,980.50		\$133,700.60	
1994	\$6,096,561	0.31	\$2,137,934	62.85	\$134,389.20	0.8	\$107,495.30	\$116,610	\$17,759.15	1.084791
1995	\$6,931,044	0.31	\$2,146,624	62.85	\$135,041.00	0.8	\$108,032.80	\$110,523	\$24,518.00	1.02305
1996	\$6,985,899	0.31	\$2,159,367	62.85	\$135,716.20	0.8	\$108,573.00	\$104,435	\$31,281.20	0.961888
1997	\$7,000,528	0.31	\$2,170,164	62.85	\$136,394.80	0.8	\$109,115.80	\$103,348	\$33,046.78	0.94714
1998	\$7,035,530	0.31	\$2,181,014	62.85	\$137,076.80	0.8	\$109,661.40	\$102,188	\$34,878.76	0.931941
1999	\$7,070,708	0.31	\$2,191,919	62.85	\$137,762.10	0.8	\$110,209.70	\$100,998	\$36,764.14	0.916417
2000	\$7,106,062	0.31	\$2,202,879	62.85	\$138,451.00	0.8	\$110,760.80	\$104,820	\$33,630.95	0.944566
2001	\$7,141,592	0.31	\$2,213,893	62.85	\$139,143.20	0.8	\$111,314.80	\$103,068	\$36,075.21	0.925917
2002	\$7,177,300	0.31	\$2,224,863	62.85	\$139,838.80	0.8	\$111,871.10	\$106,335	\$33,503.92	0.905613
2003	\$7,213,186	0.31	\$2,236,086	62.85	\$140,538.10	0.8	\$112,430.50	\$104,227	\$36,311.12	0.927035
2004	\$7,249,252	0.31	\$2,247,268	62.85	\$141,240.80	0.8	\$112,992.60	\$107,335	\$33,905.81	0.949928
2005	\$7,285,499	0.31	\$2,258,505	62.85	\$141,947.00	0.8	\$113,557.80	\$109,900	\$32,047.01	0.967791
2006	\$7,321,926	0.31	\$2,269,787	62.85	\$142,656.70	0.8	\$114,125.40	\$107,288	\$35,388.75	0.939913
2007	\$7,358,536	0.31	\$2,281,146	62.85	\$143,370.00	0.8	\$114,696.00	\$109,440	\$33,930.03	0.954174
2008	\$7,395,328	0.31	\$2,292,582	62.85	\$144,086.80	0.8	\$115,269.50	\$111,276	\$32,810.88	0.985355
2009	\$7,432,305	0.31	\$2,304,015	62.85	\$144,807.30	0.8	\$115,845.90	\$112,783	\$32,024.31	0.973561
2010	\$7,469,467	0.31	\$2,315,535	62.85	\$145,531.40	0.8	\$116,425.10	\$113,954	\$31,577.35	0.97875
2011	\$7,506,814	0.31	\$2,327,112	62.85	\$146,259.00	0.8	\$117,007.20	\$114,765	\$31,474.01	0.981008
2012	\$7,544,348	0.31	\$2,338,748	62.85	\$146,990.30	0.8	\$117,592.20	\$115,271	\$31,719.3	0.98026
2013	\$7,582,070	0.31	\$2,350,442	62.85	\$147,725.30	0.8	\$118,180.20	\$120,093	\$27,632.25	1.016165
2014	\$7,619,980	0.31	\$2,362,194	62.85	\$148,463.90	0.8	\$118,771.10	\$119,625	\$28,838.88	1.007189
2015	\$7,658,080	0.31	\$2,374,005	62.85	\$149,206.20	0.8	\$119,365.00	\$122,939	\$26,267.20	1.029942
2016	\$7,696,370	0.31	\$2,385,875	62.85	\$149,952.20	0.8	\$119,961.80	\$121,113	\$28,838.23	1.009597
2017	\$7,734,852	0.31	\$2,397,804	62.85	\$150,702.00	0.8	\$120,561.60	\$123,810	\$26,891.99	1.026844

(1) Total SEV in the Mission Street District. Assume .05 growth through 2017.
(2) Thirty-one (31%) of the total SEV utilized in captured revenues for the Mission Street District.
(3) The millage rate projections are estimated by the City and were assumed to remain constant.
(4) Maximum Debt Service allowable under the Act.

Source: City of Mt. Pleasant

TABLE II

**ESTIMATED IMPACT OF TAX INCREMENT FINANCE
ON LOCAL TAXING JURISDICTION**

	<u>MILLS</u>	<u>% OF TOTAL</u>	<u>ESTIMATED 1993 LOST REVENUE</u>
City of Mt. Pleasant	14.38	22.07	\$ 23,474
Isabella County	6.61	10.44	14,061
Gratiot-Isabella Intermediate School District	2.68	4.23	5,701
ICTC	.60	.09	1,276
Mt. Pleasant Public Schools	38.56	61.64	<u>81,177</u>
TOTAL:			\$125,689

Appendix A: Legal Description of District Boundaries

MT. PLEASANT DOWNTOWN DEVELOPMENT AUTHORITY
LEGAL DESCRIPTION

Beginning at the center of the intersection of South Mission Street and Bluegrass Road thence east along the center line of Bluegrass Road to a point 301 feet east of the east right-of-wayline of S. Mission Street, thence north parallel to the east right-of-wayline of South Mission 832 feet, thence east parallel to the north right-of-wayline of Bluegrass Road 1020 feet, thence north parallel to the east right-of-wayline of South Mission Street 1380.35', thence west parallel to the south right-of-wayline of Broomfield Road 281 feet +/- to a point 1270 feet east of the east right-of-wayline of South Mission Street, thence north parallel to the east right-of-wayline 33 feet, thence west parallel to the south right-of-wayline of Broomfield Road 973.48 feet, thence north parallel to the east right-of-wayline of South Mission 470.37 feet to the south right-of-wayline of Broomfield Road, thence northerly to the intersection of the north right-of-wayline of Broomfield and the west right-of-wayline of Evans Street, thence northerly along the west right-of-wayline of Evans Street to a point 45 feet south of the north right-of-wayline of McVey Street. Thence west parallel to the north right-of-wayline of Broomfield Street 85 feet, thence north parallel to the east right-of-way of South Mission Street 163.06 feet, thence east parallel to the north right-of-wayline of Broomfield Road 256 feet, thence north parallel to the east right-of-wayline of South Mission Street 454.95 feet, thence west parallel to the north right-of-way of Broomfield Road 360 feet, thence north parallel to the east right-of-wayline South Mission Street 390 feet to a point on the north right-of-wayline of Appian Way, thence east along said right-of-way to a point 300 feet east of the east right-of-wayline of South Mission Street, thence north parallel to the east right-of-wayline of South Mission Street 445 feet to the south right-of-wayline of North Fairfield, thence west along said right-of-way to a point 200 feet east of the east right-of-wayline of South Mission Street, thence north parallel to said right-of-way 280 feet, thence east parallel to the north right-of-wayline of North Fairfield 270 feet to a point on the west lot line of Lot 13 Lynwood Subdivision, thence north along the west lot line of Lots 13 and 12 202.12 feet, thence west parallel to the south right-of-wayline of East Preston Road 335 feet, thence north parallel to the east right-of-wayline of South Mission Street 178 feet to the south right-of-way of East Preston Road, thence east along said right-of-way to a point 279 feet east of the east right-of-way of South Mission Street, thence north to a point on the west right-of-way of Eastwood Drive 280 feet north of the north right-of-way of East Preston Road, thence west parallel to said right-of-way 129.14 feet, thence north parallel to the west right-of-way of Eastwood Drive to the southwest corner of Lot 37 Eastwood Subdivision, thence north along the west lot lines of Lots 29, 30, 31, 32, 33, 34, 35, 36, 37 Eastwood Subdivision to the northwesterly corner of Lot 29 Eastwood Subdivision, thence north parallel to the east right-of-wayline of South Mission Street 22 feet to a point on the south right-of-way of Bellows Street, thence northerly to a point on the north right-of-way of Bellows 107 feet west of the west right-of-way of Anna Street, thence north parallel to the west right-of-way of Anna Street 101.35 feet, thence east along the south lot line of Lot 14 South Mission Heights to the west right-of-wayline of Anna Street, thence north along said right-of-wayline to the north lot line of Lot 18 South Mission Heights, thence west along said lot line to the northwest corner of said lot, thence north along the west lot lines of Lots 19, 20, 21 South Mission Heights to the south right-of-way of Gaylord Street. Thence northerly to a point on the north right-of-wayline of Gaylord and the west lot line of Lot 33 Assessor's Plat. Thence north along the west lot line of Lot 33 Assessor's Plat to the northwest corner of said lot, thence east along the north lot line of Lot 33 to the northeast corner of said lot, thence north along the west lot lines of Lots 38 and 39 Assessor's Plat to the south right-of-way of High Street, thence east along said right-of-way 346 feet, thence north 201 feet to the northwest corner Lot 2 Assessor's Plat. Thence east along the north lot line of said lot to the northeast corner of said lot, thence north along the east lot line of Lot 1 Assessor's Plat to the northeast corner of said lot. Thence west along the north lot line of said lot 310 feet to the southeast corner of Lot 1

Pleasant View I Subdivision, thence north along the east lot lines of Lots 1, 2, 3, 4, 5 Pleasant View I Subdivision to the northeast corner of said Lot 5, thence west along the north lot line of said lot to the southeast corner of Lot 6 Pleasant View I, thence north along the east lot line of said lot to the southwest corner of Lot 93 Pleasant View I, thence east along the north line of said lot to the southeast corner of Lot 95 Pleasant View I, thence north along the east line of said lot to the northwest corner of Lot 90 Pleasant View I, thence east along the north line of said lot to the northeast corner of said lot, thence north 66 feet along the west right-of-way of Anna Street, thence west 132.6 feet, thence north 109.1 feet to the southwest corner of Lot 7, Block 4, Bennett & Burrows Addition, thence east along the south line of said lot to the west right-of-way of Anna Street. Thence north along said right-of-way to the northeast corner of Lot 8, Block 4, Bennett & Burrows Addition, thence west along the north line of said lot 60.3 feet. Thence north parallel to the west right-of-way of Anna Street 198 feet to the north line of Wisconsin Street, thence west along said right-of-way to the southeast corner Lot 4, Block 3 Bennett & Burrows Addition to the south right-of-way of Illinois Street, thence north 66 feet to the southeast corner of Lot 4, Block 2 Bennett & Burrows Addition. thence north along the east lines of Lots 1, 2, 3, 4, Block 2, Bennett & Burrows Addition to the south right-of-way of Michigan Street, thence north 66 feet to the southeast corner of Lot 8, Block 1 Bennett & Burrows Addition. Thence north along the east lines of Lots 2, 5, 8, Block 1 Bennett & Burrows Addition to the south right-of-way of East Broadway. Thence east along said right-of-way 99 feet, thence north 66 feet to the southeast corner of Lot 2, Block 1 M. Brown Addition. Thence north to the northeast corner of said lot, thence west along the north line of said lot to a point 48 feet east of the southeast corner of Lot 19, Block 1

M. Brown Addition, thence north parallel to the east right-of-way of South Mission Street 115.5 feet to a point on the north line of said Lot 19. Thence west along said north line to a point 97 feet east of the east right-of-way of South Mission Street, thence north parallel to the east right-of-way of South Mission Street to the south right-of-way line of Chippewa Street, thence east along said right-of-way 90 feet, thence north 66 feet to the north right-of-way of Chippewa Street, thence north parallel to the east right-of-way of South Mission Street 132 feet to a point on the south line of Lot 14, Block 2 M. Brown Addition 187 feet east of the east right-of-way of South Mission Street, thence east along the south line of said lot to the southeast corner of said lot, thence north parallel to the east right-of-way of South Mission Street 462 feet to the northeast corner of Lot 14, Block 14, part of M. Brown Addition, thence north 66 feet to the southeast corner Lot 1, Block 4, part of M. Brown Addition, thence west along the south line of said lot 131.3 feet. Thence north parallel to the east right-of-way of South Mission Street 132 feet to a point on the south line of Lot 18, Block 4, part of M. Brown Addition. Thence east along the south line of said lot to the southeast corner of said lot. Thence north along the east line of said lot to the south right-of-way of Andre Street, thence north 70.5 feet to the north right-of-way of Andre Street, thence west along said right-of-way 165 feet to the southeast corner Lot 49 Assessor's Plat 4, thence north parallel to the east right-of-way of Mission Street 340 feet to the south right-of-way of Bennett Street, thence east 13 feet along said right-of-way. Thence north parallel to the east right-of-way of Mission Street 338 feet to the south right-of-way of Palmer Street. Thence east along said right-of-way 795.6 feet, thence north 66 feet to the north right-of-way of Palmer Street. Thence north parallel to the west right-of-way of Brown Street 153 feet, thence east parallel to the south right-of-way of Pickard Avenue 220 feet to the west right-of-way of Brown Street. Thence south along said right-of-way 131 feet, thence east 100 feet to the east right-of-way of Brown Street, thence east parallel to the south right-of-way of East Pickard Avenue to the west line of Lot 1 Solar Heights. Thence north to the northwest corner of said lot. Thence east along the north line of said lot extended 475.06 feet to a point on the east right-of-way of Russell Road 120 feet south of the South Pickard Avenue right-of-way. Thence south along the Russell Road easterly right-of-way to the northwest corner Lot 32, Gardenview Estates #2. Thence east along the north line of said lot extended 406 feet. Thence north parallel to the Russell Road right-of-way 326 feet to the south right-of-way of Pickard Avenue. Thence north parallel to Packard Street to the south right-of-way of Corporate Drive, thence west along said Corporate Drive

right-of-way to a point 1323.19 feet west of the west 1/8 corner of the southwest 1/4 of the southwest 1/4 of Section 11, Union Township, Isabella County. Thence north to the north right-of-way of Corporate Drive. Thence west along said right-of-way to the west right-of-way of Mission Street.

Thence south along said west right-of-way to the south right-of-way of Corporate Drive. Thence west along said south right-of-way 128.30 feet. Thence south parallel to the South Mission Street right-of-way 214 feet, thence west parallel to the Corporate Drive right-of-way 63.14 feet. Thence south parallel to the Mission Street right-of-way 115.15 feet, thence west parallel to Corporate Drive right-of-way 235.26 feet. Thence south parallel to the Mission Street right-of-way 584.85 feet, thence east parallel to the north right-of-way line of Pickard 143.61 feet, thence south parallel to the Mission Street right-of-way 250 feet to the north right-of-way line of Pickard Avenue. Thence south to the northeast corner Lot 2, Block 1 Kinney-Richmond Addition. Thence south along the east lines of Lots 2, 3, 6, 7, Block 1 Kinney-Richmond Addition to the north right-of-way of Palmer Street. Thence west along said right-of-way to the west right-of-way line of Kinney Avenue, thence south along said westerly right-of-way to the south right-of-way of Bennett Street. Thence east along said southerly right-of-way to the northeast corner, Lot 2, Block 5 Kinney-Richmond Addition, thence south along the east lot lines of Lots 2, 3, 6, 7, Block 5 and Lots 2, 3, 6, 7, Block 7, Kinney-Richmond Addition to the north right-of-way of Crosslanes. Thence south to the northeast corner, Lot 2, Block 1, part of Kinney Addition. Thence south along the east lines of Lots 2, 3, 6, 7, Block 1; Lots 2, 3, 6, 7, Block 8; Lots 2, 3, 6, 7, Block 9, part of Kinney Addition, to the north right-of-way of Mosher Street. Thence west along street northerly right-of-way to the west right-of-way of Arnold Street, thence south along said westerly right-of-way to a point 54 feet south of the northeast corner Lot 5, Block 14, part of Kinney Addition, thence west parallel to the Broadway Street right-of-way 59.4 feet, thence north parallel to the Arnold Street right-of-way to the northwest corner, Lot 5, Block 14, part of Kinney Addition. Thence west along the northerly lot line of Lot 5, Block 14, part of Kinney Addition extended to the west right-of-way of Fancher Street. Thence south along said westerly right-of-way to the northeast corner, Lot 7, Block 18, part of Kinney Addition. Thence east along said northerly lot line extended to west right-of-way line of Arnold Street, thence south along said westerly right-of-way line to the northeast corner, Lot 1, Block 22, part of Kinney Addition. Thence east along the south right-of-way of Michigan Street to the northeast corner, Lot 2, Block 23, part of Kinney Addition. Thence south along the east lot lines of Lots 2, 3, 6, 7, Block 23, Lots 2, 3, 6, 7, Block 24, and Lots 2, 3, 6, 7, 10, Block 31, part of Kinney addition; Lots 3, 4, Block 1, Lots 5, 6, 7, 8, Block 4, and Lots 3, 4, Block 5, Young & Vedders Addition; Lots 6, 7, 8, 9, 10, block 4, Lots 6, 7, 8, 9, 10, Block 1, Boulevard Park, to the north right-of-way line of High Street, thence west along said northerly right-of-way line to the west right-of-way of Kinney Avenue. Thence south along said westerly right-of-way to the south right-of-way of Gaylord Street, thence east along said southerly right-of-way line to the northeast corner, Lot 23 Yorba Linda Subdivision, thence south along the east line of said lot and the east line of Lots 6, 7, 8, 9, 10, 11, 12, 13, 14, 15, Mission Gardens. Thence south to the south right-of-way of Bellows Street, thence east along said right-of-way to the west right-of-way of Mission Street, thence south along said westerly right-of-way to a point 693 feet north of the north Preston right-of-way, thence west parallel to Preston Street 330 feet. Thence south 693 feet to the north right-of-way line of Preston Street, thence south to the south right-of-way of Preston Street, thence east along said southerly right-of-way 167 feet, thence south parallel to the Mission Street right-of-way 165 feet. Thence west parallel to the Preston Street right-of-way 150 feet. Thence south parallel to the Mission Street right-of-way 668 feet. Thence east parallel to the Preston Street right-of-way 313 feet to the west right-of-way line of Mission Street, thence south along said right-of-way 218.75 feet, thence west parallel to Preston Street right-of-way 330 feet. Thence south parallel to Mission Street right-of-way 397 feet, thence east parallel to Preston Street right-of-way 132 feet, thence south parallel to the Mission Street right-of-way 168 feet, thence west parallel to Preston Street right-of-way 66 feet, thence south parallel to Mission Street right-of-way 164 feet, thence west parallel to Preston Street right-of-way 66

feet, thence south parallel to Mission street 247.5 feet. Thence east parallel to Preston Street 95 feet, thence south parallel to Mission Street 200 feet, thence east parallel to Preston Street 33 feet, thence south parallel to Mission Street 154 feet. Thence east parallel to Preston Street 86.4 feet, thence south parallel to Mission Street to the north right-of-wayline of Broomfield Road. Thence west along said northerly right-of-way 260 feet, thence south to the south right-of-way of Broomfield. Thence south parallel to the right-of-way of Mission Street 419.8 feet, thence east parallel to Broomfield Road 170 feet to a point on the west lot line of Lot 6, Burdick's Southview, thence south along the west line of Burdick's Southview to the southwest corner of said plat. Thence east along the south line of said plat to the west right-of-way of Mission Street, thence south along said westerly right-of-way to the intersection of Mission Street and the center line of Bluegrass Road extended. Thence east to the point of beginning.

Also included are Section 11, T14NR4W, part of NW 1/4 of SW 1/4, commencing at W 1/4 corner, thence S 01° 00' W, 1312.63 feet, thence S 87° 44' 29" East, 197.68 feet, thence N 26° 36' 32" W, 206.36 feet, thence N 13° 47' 38" East 12.29 feet to the point of beginning, thence northeasterly 470.32 feet along a curve to the right, thence S 39° 17' 41" E, 192.28 feet, thence S 22° 47' 37" E, 164.8 feet, thence S 48° 20' 44" W, 174.13 feet, thence S 87° 44' 29" E 283.42 feet to the point of beginning. Except a parcel commencing at W 1/4 corner of Section 11, thence S 01° 00' W 1312.63 feet along Section line, thence S 87° 44' 29" E 224.68 feet along the northerly right-of-wayline of Corporate Drive, thence N 02° 15' 31" E 192.76 feet to the point of beginning, thence N 02° 15' 31" E 10.0 feet, thence S 87° 44' 29" E 169.64 feet, thence S 48° 20' 44" W 14.42 feet, thence N 87° 44' 29" W 159.26 feet to the point of beginning. (2.37 Acres M/L)

AND

Section 14, T14NR4W, part of NW 1/4 of SW 1/4, commencing at the W 1/4 corner, thence S 01° 00' W, 1312.63 feet, thence S 87° 44' 29" E, 197.68 feet to the point of beginning, thence N 26° 36' 32" W, 206.36 feet, thence northeasterly 12.29 feet, thence S 87° 44' 29" E, 283.42 feet, thence S 48° 20' 44" W, 18.40 feet, thence S 02° 15' 31" W, 180 feet, thence N 87° 44' 29" W, 173 feet to the point of beginning. Also a parcel commencing at W 1/4 corner of Section 11, thence S 01° 00' 1312.63 feet along the Section line, thence S 87° 44' 29" E 224.68 feet along the northerly right-of-wayline of Corporate Drive, thence N 02° 15' 31" E 192.76 feet to the point of beginning, thence N 02° 15' 31" E 10.0 feet, thence S 87° 44' 29" E 169.64 feet, thence S 48° 20' 44" W 14.42 feet, thence N 87° 44' 29" W 159.26 feet to the the point of beginning. (1 acre M/L)

**Appendix B: Location, Character and Extent, Estimated Cost and Time of Completion
of Proposed Improvements**

Mission - Pickard Corridor Development Plan

PHASE I - INITIATIVES

A. DDA Funded Public Improvements Mission, Maple to Corporate

IMPROVEMENT/PROGRAM	LOCATION	CHARACTER/EXTENT	COST	ESTIMATED COMPLETION
Mast arm structures	Pickard/Mission Broadway/Mission	Mast arms with traffic signals and internally illuminated street signs (4 at each of 2 intersections).	\$100,000	1993
Utility burial at intersections (2)	Pickard/Mission Broadway/Mission	Relocation of overhead utilities underground 50' east and west of, and below, Mission Street (360 L.F.).	\$90,000	1993
Intersection landscaping (2)	Pickard/Mission Broadway/Mission	Easements and landscape improvements on two corners of each intersection including demolition, curb replacement, landscaping and irrigation.	\$46,000	1993
Street lights	Mission, Corporate to Maple Broadway, Mission to Fancher	Replacement of existing poles on Mission with fiberglass poles; addition of 5 new poles. 9 - 12 lights on Broadway.	\$72,000	1993
Street tree planting	Mission, Corporate to Maple	3 1/2" caliper trees located 40' O.C. within easements on private property, both sides of Mission.	\$145,000	1993
Corridor entries	• North end Mission • South end Mission • Pickard at City/Twp Border	Illuminated sign and limited landscaping (400 SF) at each location.	\$19,200	1993
Driveway consolidation/shared parking	Corporate to Maple. Selected locations (see plan).	Removal of curb cuts; replacement with lawn parcel (8). Addition of curb cut (1).	MDOT cost if property owner agreements reached.	1993
Alley paving and off-street parking at Kinney school site	Alley west of Mission; approximate 1-mile length (Pickard to High). Parking adjacent to alley between Palmer and Bennett.	Alley asphalt paving only. Head-in parking for approximately 23 cars.	\$100,000	1993

Mission - Pickard Corridor Development Plan

PHASE I - INITIATIVES

A. DDA Funded Public Improvements Mission, Maple to Corporate

IMPROVEMENT/PROGRAM	LOCATION	CHARACTER/EXTENT	COST	ESTIMATED COMPLETION
Gateway Parcel	Southwest corner Mission/Broadway	Acquisition of approximately .8 acres for re-sale and re-development; interim landscape improvements.	\$220,000	1993
Water line replacement	Mission, Maple to Pickard	DDA contribution to watermain relocation and replacement.	\$150,000	1993

Phase I - A - Subtotal = \$942,200

Mission - Pickard Corridor Development Plan

PHASE I - INITIATIVES

B: Voluntary Improvements/Matching Landscape Allowance Mission, Maple to Corporate

IMPROVEMENT/PROGRAM	LOCATION	CHARACTER/EXTENT	COST	ESTIMATED COMPLETION
Frontyard landscaping allowance and guidelines	Mission, Corporate to Maple. Selected properties (see plan).	Landscape easement granted to DDA and maintenance guaranteed by owner in exchange for front yard landscape improvements allowance of \$3.60 SF. To be matched by equal private investment. Guidelines booklet.	\$135,200	1993
Phase I - B - Subtotal = \$135,200				

Mission - Pickard Corridor Development Plan

PHASE I - INITIATIVES

C: District-wide Programs

IMPROVEMENT/PROGRAM	LOCATION	CHARACTER/EXTENT	COST	ESTIMATED COMPLETION
District property owner/business organization	District-wide	Administrative support (2 years) and matching funds for consultant studies and pilot programs (e.g., promotion, business recruitment).	\$35,000	1994
Sign replacement incentives	District-wide	Design assistance and/or low interest loans for replacement or elimination of freestanding signs, in conformance with proposed ordinance revisions.	\$30,000	1994*
Storefront renovation	District-wide	Guidelines and/or "how to" booklet; design assistance as an incentive to private re-investment.	\$145,000	1994*
Parking lot screening	District-wide	Landscape easement granted to DDA and maintenance guaranteed by property owner in exchange for \$6/LF landscape screening allowance. To be matched by equal private investment.	\$10,000	1994*
M-20 bypass	Pickard, Lincoln, Broomfield	Submit resolutions requesting MDOT review of proposal.	None	1992
Commercial Zoning coordination	Adjacent townships (especially Pickard, Lincoln and Isabella corridors)	Coordinate/limit commercial zoning (especially strip) to avoid oversupply of "greenfields" sites and relocation of existing businesses away from existing commercial areas.	None	1992; Continuing
Sign ordinance modifications	City-wide	Encourage use of low-profile ground signs rather than pylon signs. Promote replacement of non-conforming signs.	None	1993

IMPROVEMENT/PROGRAM	LOCATION	CHARACTER/EXTENT	COST	ESTIMATED COMPLETION
Greenbelt ordinance modifications	City-wide	Require screening for all paved areas adjacent to R.O.W.	None	1993
C-3 ordinance modifications	City-wide	Reduce curb cuts by specifying minimum frontage for shallow lots and reservation of service drive easement for deeper lots (200').	None	1993
Off-street parking ordinance modification	City-wide	Require interior landscaping for lots over 5,000 S.F. (15 cars). Offer parking reduction bonus for shared driveways and landscaping adjacent to R.O.W.	None	1993
Left-turn signal timing changes	Mission/Pickard, Mission/Broadway, Mission/High, Mission/Preston, Mission/Broomfield, Mission/Bluegrass	Facilitate left-turn movements at six intersections.	MDOT	Unknown
Pedestrian crossing improvement	Mission at Appian Way	Illuminated sign; pavement striping.	MDOT	ASAP
Streetlights	Bluegrass to Broomfield	5 additional lights.	\$10,000	ASAP
Maintenance of Public Spaces	District-wide	Maintain improvements in district, including annual irrigation expense.	\$10,000/year	2017

*Incentive funds not used within two years of bond issue will be re-allocated for sidewalk installation, street light upgrading, utility burial and/or intersection mast arm structures.

Phase I - C - Subtotal = \$ 240,000

Phase I - Total = \$1,317,400

Engineering = \$ 100,000

Legal = \$ 6,500

Financial = \$ 5,000

Phase I - Grand Total = \$1,428,900

Mission - Pickard Corridor Development Plan

CONTINUING PHASES

A. DDA Funded Public Improvements

IMPROVEMENT/PROGRAM	LOCATION	CHARACTER/EXTENT	COST	ESTIMATED COMPLETION
Street tree planting	Pickard from east to west district boundaries; Mission street south of Maple.	3 1/2" caliper trees located 40' O.C. within R.O.W. both sides of Pickard and Mission. (Approx. 630 trees).	\$378,000	Unknown
Utility burial	Pickard from east to west district boundaries; Mission from Bluegrass to Preston; Mission/High intersection.	Relocation of overhead utility lines underground (8,400 L.F.).	\$2,100,000	Unknown
Street lights	Pickard from east to west district boundaries; Mission/Bluegrass to Maple.	35'-high street lights located 120' O.C. both sides of Pickard and Mission (approx. 190 lights).	\$950,000	Unknown
Acquire/redevelop selected properties for public, off-street parking (where needed to ensure business viability).	To be determined	Acquisition, demolition and parking lot construction.	\$150,000	Unknown
Driveway consolidation/shared parking	Mission, selected locations (see plan).	Removal of existing curb cuts; replacement with lawn panel (15). Addition of curb cuts (3).	\$63,000	Unknown
Landscaped median	Selected locations (see plan).	10'-wide landscaped median including demolition, utilities adjustment, curb, landscaping and irrigation. Estimated 1,750 L.F.	\$245,000	Unknown
Mast arm structures	Mission/Bluegrass Mission/Broomfield Mission/Preston Mission/High	Mast arms with traffic signals and internally illuminated street signs (4 each at 4 intersections).	\$200,000	Unknown

Continuing Phases - A - Subtotal = \$4,086,000

Mission - Pickard Corridor Development Plan

CONTINUING PHASES

B: Voluntary Improvements

IMPROVEMENT/PROGRAM	LOCATION	CHARACTER/EXTENT	COST	ESTIMATED COMPLETION
Front yard landscaping allowance	Pickard, selected parcels. Preston to Maple, selected parcels.	Landscape easement granted to City and maintenance guaranteed by property owner in exchange for \$3.60/SF front yard landscape allowance. Investment of equal value to be made by property owner.	\$27,000	Until funds exhausted
Sign replacement incentives	District-wide	Design assistance and/or low interest loans for replacement/elimination of freestanding signs, in conformance with proposed ordinance revisions. Estimated 86 properties.	\$43,000	Until funds exhausted
Storefront renovation	District-wide	Design assistance as an incentive for private reinvestment. Estimated 85 properties.	\$170,000	Until funds exhausted
Parking lot screening	Pickard from east to west district boundaries. Selected properties.	Landscape easement granted to City and maintenance guaranteed by property owner in exchange for \$6/LF landscape screening allowance. Equal investment to be made by property owner.	\$30,000	Until funds exhausted
District property owner/business organization	District-wide	Administrative support (10 years).	\$50,000	2004

Continuing Phases - B - Subtotal = \$320,000

Continuing Phases - Total = \$4,406,000

Appendix C: Key Plan

Graphic on file in Community Development Department, Mt. Pleasant City Hall.

Mission Street Improvements

	A	B	C	D	E	F	Traffic Operations
1							Coordinated parking layout/shared driveways
2							Develop shared parking
3							Pave alley (west side of Mission - Pickard to High) *
4							Pedestrian crossing improvements
5							Left turn signal timing
6							Pickard - Lincoln bypass
7							MDOT widening
							Appearance
8							Median in selected areas
9							Street tree planting *
10							Bury/relocate utilities
11							Eliminate paved front yards (landscape)
12							Parking lot screening (hedges)
13							New sign regulations
14							Redevelop selected parcels for parking *
15							Downtown gateway redevelopment parcel
16							Intersection landscape treatment
17							Improved interior landscaping for existing parking lots
18							Storefront renovation guidelines
19							Mast arm signal/sign structures at key intersections
20							New street lights
							Business Vitality
21							Cooperative district/market recruitment strategy
22							Joint advertising and promotion
23							Provide technical and financial assistance
24							Coordinate with townships on commercial zoning
*							Provide reinvestment/improvement incentives
							-Re-evaluate parking requirements ("Bonus" reductions)
							-DDA landscape easement
							-Acquire vacant property for off-street parking
							-See also * above

- A. Corporate to Pickard
- B. Pickard to Broadway
- C. Broadway to High
- D. High to Preston
- E. Preston to Broomfield
- F. Broomfield to Bluegrass

Appendix D: Proposed Zoning Ordinance Modifications

**MISSION STREET-PICKARD AVENUE CORRIDOR IMPROVEMENTS
Mt. Pleasant, Michigan**

PROPOSED C-3 DISTRICT ZONING MODIFICATIONS

1. Intent

The intent statement could be modified to more accurately reflect the character of the district, for example:

The C-3 Business Districts are designed to accommodate diversified business types including auto-oriented uses which would be incompatible with the pedestrian character of the Local Business District or the Central Business district.

2. Principal Uses Permitted

Office and professional uses as permitted in the OS-1 District should also be permitted as principal uses in the C-3 district. These office uses may be more appropriate for the redevelopment of parcels with limited depth (140 - 150 or less) than retail businesses. If possible, it may be appropriate to apply the C-3 District's area, height and bulk requirements to these office uses.

3. Principal Uses Permitted Subject to Special Use Permits

Tire, battery, muffler and undercoating stores, as well as *service stations*, should be required to provide a minimum 10-foot wide greenbelt between paved drive and/or parking areas and the public right-of-way.

Tire battery, muffler and undercoating stores should be required to park any vehicles in the process of being repaired inside an enclosed building if the vehicle must remain on-site overnight.

4. Area and Bulk Requirements

a. Lot Width and Curb Cuts

Required minimum lot width at the street has a significant impact on the number and frequency of driveway curb cuts. Relatively narrow lots will result in a greater number of curb cuts, if each business has its own driveway.

In new development areas, curb cuts can be limited in a number of ways. Different approaches will be most effective depending on lot depth.

1. On lots with a depth of less than 200', a minimum lot frontage of 200 feet should be required.
2. On lots with a depth of 200' or more, the reservation of a (60- to 75-foot wide) service drive easement should be required (see illustration).

Both of these approaches will be needed on the Mission Street-Pickard Avenue corridor because lot depths vary substantially in the areas which remain available for new development. For example, lot depths on the south side of Pickard are as limited as 120'. On the north side of Pickard, lot depths range from 280' and 430'. On Mission near Bluegrass, lot depths are approximately 300'.

In older, already developed portions of the corridor, many lots have a depth of approximately 140' and are about 60' wide. A minimum of four lots ($4 \times 60' = 240'$) would have to be assembled to meet requirement #1 above. Although lot assembly is certainly to be encouraged, a lot assembly requirement of this magnitude could constitute a significant disincentive to redevelopment/reinvestment. As a result, other options should be offered for allowing redevelopment while reducing curb cuts and traffic conflicts in these older, developed areas. For example, the 200' minimum frontage requirement could be waived if:

- a cross easement agreement has been established with neighboring property owners and parking lot layouts will be coordinated to allow the use of (a reduced number of) shared driveway
- the development of off-street parking will allow driveway curb cuts to be eliminated (e.g., as the result of cross street closures for the development of parking)

NOTE: Increasing the depth of lots in the C-3 District through the acquisition and re-zoning of residential property was considered a politically unacceptable alternative.

b. Minimum Yard Setback - Front

It has been suggested (WBDC, 1986 Corridor Improvement Plan) that front yard setbacks in the C-3 District be reduced to 35' and that no parking be allowed within that front setback zone. At the same time, rear yard setbacks should be increased to 40' to provide parking opportunities.

The relocation of parking from front to rear yards would have a beneficial impact on the visual character of the corridor if front yard setbacks were attractively landscaped and maintained. However, businesses are likely to prefer to maintain parking in front of the building to maximize visibility. Even so, landscape screening between the parking lot and the street can substantially improve the overall image and visual continuity of the corridor. As a result, JJR suggests that the minimum front yard setback of 50' be maintained, but that an increased minimum width (20') be established for "greenbelts" on properties with a lot depth exceeding 150'.

c. Minimum Yard Setback - Rear

Where a lot is bordered by a public alley right-of-way, a reduced rear yard setback could be permitted -- for example, 5 - 10 feet. In exchange for this rear yard setback reduction, an equivalent dimension of landscaped open space should be provided along the lot's street frontage.

The lot layouts shown in the attached diagrams illustrate the recommendations described above for:

- Service Drive Easements (lots with a frontage of less than 200 and a depth of 200' or more)
- Minimum Frontage Requirements (lots with a depth of less than 200' and no cross easement/coordinated parking agreement)

5. Outparcels/Frontage Development

Outparcels (also known as pad sites) provided on the frontage of larger shopping center developments must also be carefully controlled to limit driveway curb cuts; to establish clear, safe circulation patterns; and to present a unified and attractive visual image.

The following recommendations address these concerns:

a. Driveway curb cuts

Frontage outparcels should be served from the driveway curb cuts which provide access to the major shopping center development. Frontage outparcels should not have separate driveway entrances from Mission or Pickard.

b. Entrance open spaces

To ensure that major entrance drives are clearly visible, open space setbacks should be preserved on either side. Buildings on frontage outparcels should be setback a minimum of 25' from the edge of an entrance drive. This setback should be treated as landscaped open space and parking within the entrance drive setback should be prohibited.

c. Freestanding Signs

The location of a freestanding sign identifying a frontage outparcel business must be coordinated with the location of any other freestanding signs identifying the major shopping center (of which the outparcel is a part) and/or businesses on other outparcels which are part of the same development. The shopping center identification sign should take precedence over outparcel business signs.

6. Other Requirements

a. Preservation of Mature Trees

Existing mature trees should be preserved and protected in the development and/or redevelopment of parcels located within the C-3 District. Existing trees of 6" caliper and greater should be shown on the site plan submitted for review. Existing trees to be cleared should be indicated.

b. Underground Utility Connections

Unless addressed elsewhere in the City's development requirements, the ordinance for the C-3 District should include a requirement that all electrical, telephone and cable connections to buildings from the public right-of-way be located underground.

c. Minimum Parking Area Dimensions

In order to prevent the future development of paved front yards which are inadequate for parking, the off-street parking portion of the ordinance (Article XX) might include a minimum required parking lot width. If State and City traffic engineers will allow a one-way site circulation pattern, this minimum dimension would be approximately 34'; if two-way circulation is required, the minimum dimension will be 44'. An additional 10' will be required for the greenbelt separating the parking area from the street. JJR also suggests that a 10-foot-wide transitional zone (including walkway and landscaping) be required between the parking lot and the building (at least the front building facade).

MISSION STREET PICKARD AVENUE CORRIDOR IMPROVEMENTS
Mt. Pleasant, Michigan

PROPOSED WALLS, BERMS AND GREENBELTS ORDINANCE REVISIONS

1. Intent

The intent paragraph could be re-written to give primary emphasis to the main objectives of the ordinance.

The intent of this Section is to (1) improve the appearance of off-street parking and vehicle use areas; (2) define the physical improvements which separate land uses and minimize the adverse effects which such uses may have on one another; and (3) maintain and add to the overall beauty of Mt. Pleasant. The standards described below provide flexibility in meeting these objectives and encourage the implementation of creative concepts.

2. Application

It might be helpful to have a paragraph summarizing the circumstances in which transition treatments are required (rather than relying on familiarity with other sections of the city's ordinance). The existing requirements are as follows:

a. Walls

P-1 Vehicular Parking District	4'-6" wall
Off-street parking area (other than P-1, M-1, and M-2 Districts)	4'-6" wall
C-1, C-2, C-3 and) OS-1 Districts	4'-6" wall
M-1 and M-2 Districts open storage areas, loading/unloading areas, service areas, off-street parking areas	6' - 8' wall
Autowash, drive-in restaurant (all drive-through establishments?)	6' wall
Hospital (ambulance and delivery areas)	6' wall
Utility Buildings, stations or substations	6' wall

b. *Non-obscuring greenbelt (C-3 District)*

New and used vehicle dealer outdoor display area	10' green-belt adj. to row
Off-street parking areas	same

JJR recommends that all uses in the C-3 District be required to provide a non-obscuring greenbelt adjacent to street rights-of-way for the full frontage of the lot, except where a landscaped yard occupies the entire area between the building and the right-of-way. In addition, we recommend that the minimum greenbelt width be increased to 20' for all lots which exceed 200' in depth. Finally, walls to screen dumpster/trash receptacles from public view should be required for all uses except single family residential.

It may also be helpful to make clear in the ordinance the circumstances under which the implementation of these transition zone requirements will be expected. For example:

Transition treatments shall be required as part of site plan submission and review for all new building construction; for building additions which increase exterior dimensions or usable floor area; for changes to parking layout, driveways, landscaped areas, screening walls, and public walkways; for changes in use that require an increase in parking.

3. Minimum Standards - Walls

Are solid wood fences considered to be an acceptable alternative to masonry walls? If so, the circumstances in which fences may be substituted for walls should be clearly stated.

4. Minimum Standards - Greenbelts, General

a. Trees

In addition to height and caliper, the standards should require a minimum canopy spread of 10' at time of planting. Along street frontages, trees should be planted in a regularly spaced pattern to create a unified foreground.

b. Non-living Landscape Materials

JJR suggests that grass or ground cover only be used as surface treatments in landscaping greenbelts. The simpler the palette of materials, the more consistent the results will be.

c. Landscaped Area Protection

Greenbelts located adjacent to vehicular use areas (including parking lots) should be protected with bituminous or concrete curbing.

d. Irrigation

Water outlets should be provided within 150' of all planted areas.

4. Minimum Standards - Non-obscuring Greenbelts

a. Width

The minimum width of the required greenbelt within the C-3 District should be increased to 20' where parcel depth exceeds 200'.

b. Parking Area Screening

JJR recommends that greenbelts required between the street and off-street parking and/or vehicle use areas include continuous screening to a height 36 inches above the grade of the street. This screening may be provided by a masonry wall, hedge, berm or some combination thereof.

MISSION STREET - PICKARD AVENUE CORRIDOR IMPROVEMENTS
Mt. Pleasant, Michigan

PROPOSED OFF-STREET PARKING ORDINANCE MODIFICATIONS

1. Location, Layout, Construction Standards

To reduce the number of curb cuts by allowing businesses to share driveways (cross easements and coordinated parking lot layout), it will be necessary to delete or modify paragraph I. (page 71).

2. Greenbelt

As noted elsewhere, it is recommended that the minimum greenbelt width between a parking area and an abutting street be increased to 20', except on parcels less than 200' in depth. (See Paragraph L., page 72.)

3. Interior Parking Lot Landscaping

The following requirements are recommended for parking lots of over 5,000 square feet (approximately 15 cars).

Off-street parking areas larger than 5,000 square feet must meet the following requirements for interior landscaping.

- a. Within the interior of the parking lot there shall be one square foot of landscaped area for every 15 square feet of paved parking lot. In computing the lot areas, the area 20' from required perimeter greenbelts may be excluded.*
- b. Each interior landscaped area shall have at least 150 square feet.*
- c. The landscaped areas shall be located to break up the expanse of paving throughout the parking lot and to help define parking and circulation aisles.*
- d. There shall be one deciduous tree for each 100 square feet, or fraction thereof, of interior landscaped area.*
- e. All interior landscaped areas shall be protected by concrete or bituminous curbs.*
- f. Landscape areas shall be covered with grass or ground cover. If the landscaped area is wider than 10 feet, grass shall be used.*

3. Deferred Parking Requirements

Many cities allow the construction of a portion of total required parking to be deferred. This deferred parking option could be offered as an incentive for a wider street edge greenbelt and increased landscaping.

If the parking required by this Article is determined by the owner to be in excess of the immediate need for parking, the provision of up to 40 percent of the parking spaces may be deferred if those spaces are shown on an approved site plan. If the Building Inspector determines that some or all of the deferred parking spaces are needed, those spaces must be installed.

4. Parking Reduction Bonus

A reduction of up to 20 percent of the total required parking spaces could be offered in exchange for (1) reducing curb cuts by coordinating the layout of neighboring parking lots to allow driveways to be shared or (2) providing additional landscaping adjacent to the street.

MISSION STREET-PICKARD AVENUE CORRIDOR IMPROVEMENTS
Mt. Pleasant, Michigan

PROPOSED SIGN ORDINANCE MODIFICATIONS

1. Overall Ordinance Organization and Content

a. Statement of Purpose

A statement of purpose helps to make the city's objectives clear and to demonstrate the public interest served by the ordinance provisions. For example:

The purpose of these sign regulations are to:

Encourage the effective use of signs as a means of communication by keeping the number of signs at a level reasonably necessary to identify a business and its products/services;

Maintain and enhance the city's aesthetic environment in order to protect existing investments and attract additional economic development;

To keep signs within reasonable scale with respect to the buildings to which they relate;

To improve pedestrian and traffic safety by reducing visual confusion and obstructions;

To minimize the possible adverse effect of signs on nearby public and private property.

b. Definitions

Conceptually, it would be useful to introduce the distinction between ***freestanding*** and ***building*** signs. The freestanding sign category (signs supported by a structure independent from a building) includes both ground signs and pylon/pole signs. Building signs include a variety of sign types which are attached to a building, including for example, wall signs, canopies, marquees, roof signs, etc. A clear distinction between ***permanent*** and ***portable/temporary*** signs would also be helpful.

In terms of the more detailed definitions:

Canopy signs generally include awnings, which are not necessarily supported by a frame which touches the ground.

The ***maximum height of ground signs*** might be increased to include signs in a vertical format (like the shopping center south of Bluegrass), as well as those with a dominant horizontal dimension.

Signs mounted on wheels should be considered as portable/temporary signs and not included in this definition.

The definitions of ***portable and temporary signs*** could be combined for simplicity. However, we suggest that portable signs be prohibited and

that the use of temporary signs be limited to real estate (sale/lease) and construction signs.

The *street sign* definition is confusing. Are there instances where wall signs project beyond the lot boundaries? In any case, a separate definition of *wall signs* is appropriate, for example:

Any sign attached parallel to, and within 15 inches of a wall; painted on the wall surface; or erected and confined within the limits of an outside wall of any building and which displays only one sign surface.

c. *Sign Area Computation*

For wall signs, the background area --- if it differentiates the sign area from the building against which it is placed -- is usually also counted as part of the sign face.

Counting only one side of a two-sided sign in computing the total permitted sign area could be limited to ground signs only. As a result, an added incentive for the use of ground signs (as opposed to pylon signs) would be established.

d. *Invalid Signs (Non-conforming signs)*

This is a critical section of the ordinance because it defines the circumstances under which signs which are made non-conforming by ordinance revisions must be replaced. The second paragraph provides the most powerful tool in requiring the replacement of non-conforming signs by allowing the Building Inspector to order the removal of a sign that no longer advertises an existing business. To be effective, however, this ordinance provision must be applied soon after a business closes. The reference to provisions which apply to other non-conforming uses raises a question as to whether this is intended.

The non-conforming use provision (Section 15.404, Paragraph D) states that if a non-conforming use is discontinued for a period of one year, any subsequent use must conform. In addition, the change of a non-conforming use to a similar non-conforming use is allowed, if the degree of non-conformity is decreased. When no structural alterations (and Building Permit) are required, a non-conforming use can be converted to a similar non-conforming use of the same basic intensity and character (Paragraph E).

This ambiguity suggests the need for a clearer statement of the circumstances under which non-conforming signs must be replaced. These might include, for example:

No non-conforming sign:

- *Shall be changed to another non-conforming sign.*
- *Shall have any changes made in the words, symbols or message displayed unless the sign is specifically designed for periodic change of message.*

- *Shall be structurally altered to prolong the life of the sign or to change the shape, size, type or design of the sign.*
- *Shall be re-established or maintained after the business, activity or use to which it relates has been discontinued for 60 days or longer.*
- *Shall be repaired or erected after being damaged if the repair or erection of the sign would cost more than 50 per cent of the cost of an identical new sign.*

The relocation of signs required by the widening of Mission Street between Maple and Corporate could be exempted from these provisions, if necessary. Alternatively, the money which would be spent to relocate existing signs could be offered to the owner as a cash incentive for installing new signs which conform to the proposed ordinance provisions.

The City may also want to offer incentives for the replacement of older and nonconforming signs. These could include:

- Sign removal at no charge to the property owner.
- Nominal cash compensation for removal.
- Prohibition on the installation of any new signs on the property while the non-conforming sign remains in place.

e. Portable and Temporary Signs

Because these signs can be significant contributors to visual clutter and because enforcement is difficult, the use of portable and temporary signs might be prohibited, except for construction and real estate signs.

f. Prohibited Signs

In addition to portable and temporary signs, the following types of signs might be prohibited:

Any sign on a motor vehicle or trailer which is parked in front of a business for the purpose of advertising a business, product or service on the same premises where the vehicle is parked.

Any business sign or sign structure now or hereafter existing which no longer advertises a bona fide business conducted or product sold.

g. Limiting The Amount of Information

Some communities limit the amount of information that can be presented in sign format in an effort to simplify the visual environment and promote more effective communication and sign design. Limits are set on the number of "message units" which a business can use. A message unit is defined as a word, abbreviation, a number of up to seven digits, a symbol, a geometric shape, or a person's or firm's initials containing up to seven letters. Letters or numbers under four inches in height and punctuation marks are not counted. Ten message units per street frontage (total for

all signs) are usually allowed. Certain exceptions are often included, for example:

- gasoline signs on each pump island
- changeable message theater signs
- rear/alley business entrances

If message unit limits are adopted as part of the sign ordinance, they can be liberalized as an incentive for choosing one type of sign over another. For example, an increase in number of message units permitted (e.g., 20 - 25 percent) could be provided if no pylon sign is used.

2. Signs in the C-3 District

a. Total permitted sign area

A maximum total sign area of 200 square feet (three square feet for each lineal foot of lot frontage) appears reasonable.

For clarity, the exemptions from these area limitations should be presented as sub-parts of this paragraph. For example:

- Exemption for filling stations, car dealers and public garages (NOTE: Are both new and used car dealers included in this exemption? What is the definition of a public garage?) As noted below under sign heights, the 50 square foot pylon sign included in this exemption may well have a height less than 30 feet.
- Exemption from area limitations for pylon signs located within 1,000 feet of a limited access interchange (maximum size 250 square feet; Paragraph E).
- Permitted sign area for shopping centers i.e., one shopping center identification sign plus individual business signs.

The shopping center identification sign should not list the individual businesses within the center and should probably be limited to a size of 100 square feet. Individual business signs should be building signs only (not freestanding); should follow common rules for placement, design and materials; and should not exceed 100 square feet in size or 25% of building facade area, whichever is less.

- Exemption for rear or side business entrances direct from a parking area.

b. Permitted sign types

Wall signs; roof signs; marquee signs; canopy signs; projecting signs; ground signs; pylon signs. Only one freestanding sign should be permitted per business/property frontage (i.e., a pylon sign or a ground sign and only one roof sign).

c. Maximum sign area by sign type

Pylon signs: 75 - 100 square feet

Ground signs: 50 square feet
(Today, the maximum area of a ground sign is 16 square feet.)

Wall and roof signs: 10 - 20% of wall surface area

c. Sign placement and height

Experts state that the ideal sign height for auto visibility on a street with a 35-mile-per-hour speed limit is a height that puts a sign comfortable within the windshield frame at a distance of 80 to 400 feet. The 400 foot limit should be lowered if other signs or street trees obscure visibility. A sign height of 15 to 20 feet is appropriate at this travel speed. A sign of 25 feet or more is likely to be impossible to see as the auto nears it. (Source: Street Graphics.) Lower signs are not only more readable; they are less costly because of reduced pole height.

The underlying concept in the approach outlined below is to relate sign height to setback from the front property line. The lower the sign, the closer it can be placed to the street and the more visible/readable it will be. This will create the desired incentive for choosing ground signs over pylon signs. Alternatively, the ordinance could be modified to permit ground signs only (with pylon signs prohibited); this is the approach which JJR recommends.

Ground signs: Signs 5 feet or less in height may be located 5 feet from the front property line. Two lineal feet of additional setback from the front property line is required for each additional foot in height, to a maximum height of 10 feet.

Pylon signs: Pylon signs no greater than 15 feet in height may be located 25 feet from the front property line. Two lineal feet of additional setback from the front property line is required for each additional foot in height. The maximum permitted height of a pylon sign is 25 feet.

15' high = 25' setback
20' high = 35' setback
25' high = 45' setback

Alternatively, a fixed height and setback could be specified for pylon signs (e.g., Pylon signs must be setback 25' from the front property line and may be no greater than 15' in height). This approach gives the property owner less flexibility, but will avoid the visual clutter which varied sign locations can create.

Roof sign: A roof sign may not exceed the permitted building height within the C-3 district (35'). The minimum building setback of 50' from the front property line must be observed.

d. Bonus for not using pylon sign

The ordinance could allow an increase in total permitted sign area of 25% (50 square feet) if a pylon sign is permitted by ordinance, but not used.

Appendix E: Bibliography

Bibliography

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WBDC, Inc. (for the Mt. Pleasant Planning Commission), Corridor Improvement Plan, Mission/Pickard Streets, Mt. Pleasant, Michigan. May 1986.