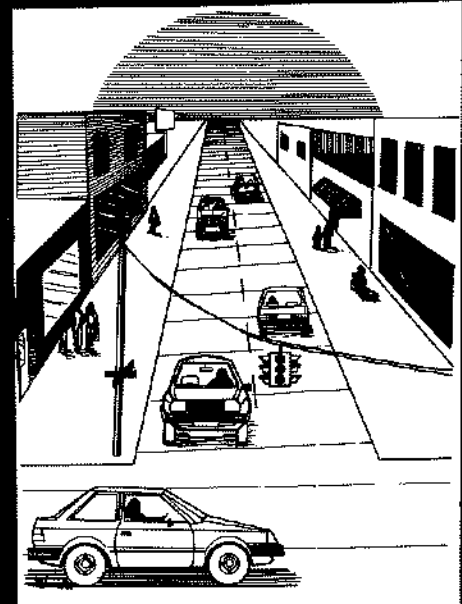
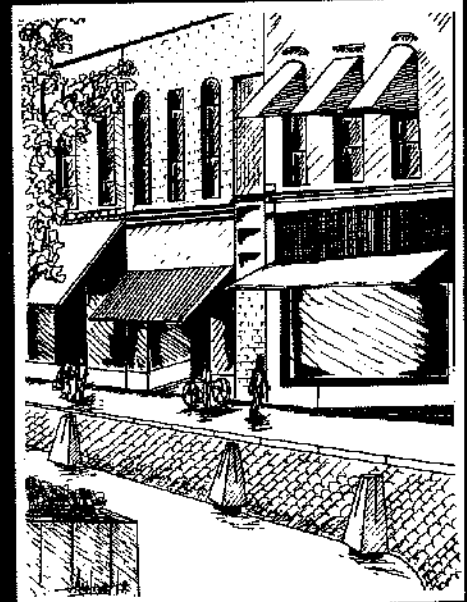


City of
Mt. Pleasant,
Michigan
**MASTER
PLAN**



CITY OF MT. PLEASANT
PLANNING & COMMUNITY DEVELOPMENT
301 N. MAIN
MT. PLEASANT, MI 48858

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FOREWORD

The City of Mt. Pleasant Master Plan provides guidance on long- and short-range issues which the City will face as it develops in the future. It represents a community-wide effort in which elected officials, appointed boards and commissions, City employees, consultants and many other Mt. Pleasant citizens participated. The evolution of the Plan is described later in the Foreword.

The Plan reviews current resources, discusses community needs and establishes goals for future City action. A much longer companion document, The Reference Master Plan, which may be read at City Hall or in the public library, provides statistical, survey and other background detail.

Although the City has completed its Master Plan, it is important that the City communicate with and understand the concerns of Isabella County, Union Township and Central Michigan University--each of which currently is preparing its own master plan. The City should seek agreement with these neighboring jurisdictions on developmental issues.

Each fall, following a review of the overall goals of the Master Plan and the progress achieved, the Planning Commission will draft an addendum to the Master Plan to bring it up to date and to make modifications suggested by changing circumstances. The annual addendum also will include a prioritized list of specific objectives (capital and non-capital) to be met in the following twelve-month period and the next five years. The City Commissioners will meet with the Planning Commission thereafter to review the addendum draft, to familiarize themselves with the Commission perspective on planning issues, and to provide appropriate guidance or direction to the Planning Commission. The Planning Commission will review the proposed addendum in light of this meeting and adopt a text which it considers appropriate.

* * * * *

In 1981, the Mt. Pleasant Planning Commission took initial steps toward the development of a new master plan to replace the existing 1965 plan. However, most of the work was delayed until 1984 so that a new Zoning Ordinance could be written and approved first.

By mid-1986, City staff, commissions and outside consultants had completed various planning studies, and these were merged into a single document. During the second half of the year, the Planning Commission reviewed each of the assumptions, recommendations and implementation strategies. Many modifications were made before the Planning Commission approved a draft Master Plan on January 8, 1987. Following a public hearing on February 19, 1987, and a meeting with the City Commission on March 23, 1987, the Planning Commission adopted this document as the 1987 Master Plan of the City of Mt. Pleasant on April 2, 1987.

* * * * *

The Planning Commission expresses special appreciation to

- * Michael E. Coughlin, George F. Garland, Glenn E. Lowery and Jon H. MacLeod, former members who in 1986 spent numerous hours discussing and reviewing drafts of the Master Plan,
- * Amy Lumetta for the drawings on the cover and the chapter headings, and
- * Wanda Cluley, Karen Humm, and Diane Robertson for the typing of this plan and its earlier drafts.

1987 Mt. Pleasant Planning Commission

Mary Ellen Brandell, Chairman	Robert W. Nims
Willard Allan, Vice Chairman	Herman L. Otto, Jr.
Gerald D. Cassel	Pamela J. Rzepecki
Robert L. DeBruin	Steven M. Silverberg
Cordelia B. Kohrman	David M. Pasquale, Secretary

RESOLUTION

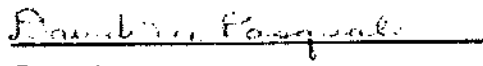
Whereas, the Planning Commission has undertaken the intensive review and study of the community to provide guidance on long-and short-range issues which the City will face as it develops in the future, and

Whereas, a document has been prepared which reviews problems and issues and establishes recommendations and implementation strategies for the areas of Housing and Neighborhoods, Historic Preservation, Parks and Recreation, Economic Development, Central Business District, Major Thoroughfare, Mission Street/Pickard Avenue Corridor Improvements, Public Utilities, and Land Use, and

Whereas, the Planning Commission has, under the authority of Public Act 285 of the Michigan Public Acts of 1931 as amended, duly advertised and conducted a public hearing according to the statute on Thursday, February 19, 1987 to receive public comments,

NOW, THEREFORE, BE IT RESOLVED that the Planning Commission of the City of Mt. Pleasant, Michigan, formally adopt this plan, its narrative, maps and other descriptive data as its guide for growth and development.


Chairman


Secretary

April 2, 1987

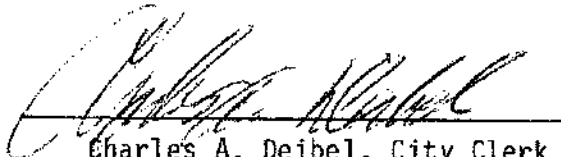
RESOLUTION

Whereas, the Planning Commission has prepared a Master Plan as a guide for future City development, and

Whereas, comments from the Public were sought to more accurately reflect the views of the community, and

Whereas, the Planning Commission has adopted the Plan on April 2, 1987, after devoting several months to amending the document,

NOW, THEREFORE, BE IT RESOLVED, that the City Commission of the City of Mt. Pleasant, Michigan, in its role as implementation body, endorses the Master Plan in principle, seeking a continuing dialogue with the Planning Commission to further address the issues raised within the document.



Charles A. Deibel, City Clerk

April 20, 1987

HOUSING AND NEIGHBORHOODS PLAN



I. Introduction

The Housing and Neighborhoods Plan provides a series of recommendations for actions to upgrade the City's housing and to ensure the quality of its neighborhoods. These recommendations are based on an analysis of the 1965 Master Plan, the 1977 Neighborhood Unit Plan, U.S. Census reports, Central Michigan University data, and comments and concerns expressed by various interested groups.

It is clear from Mt. Pleasant's population and neighborhood profiles that a wide range of housing types are required to meet the City's diverse housing needs. In addition to the single-family market, a relatively large amount of rental property is required for Central Michigan University students who live off campus as well as for family rentals utilized by the highly mobile employees of the oil and gas industry and the university.

The 1980 U.S. Census reports that only 43% of the dwelling units in the City are owner-occupied, which means that Mt. Pleasant does have a substantial supply of rental housing, a characteristic of a university town. Of the approximately 3,000 rental units licensed by the City, over 1,500 are defined as rooming houses by the Housing Licensing Code. While the remaining units are classified as family housing, many are used by university students.

Census data also show that the median value for owner-occupied housing is \$40,200, slightly above the state average of \$39,000; that Mt. Pleasant has a moderate amount of pre-1940 housing units, slightly below the state average; and that 4.5% of the housing units are classified as overcrowded, using the Census Bureau definition that housing which statistically has 1.01 or more persons per room is overcrowded. Overcrowding is a common characteristic of housing in university communities.

The most important single impact on the future of the City's neighborhoods and housing needs may be the projected enrollment patterns for the university. If the enrollment declines projected for the 1990's occur, the City will have an oversupply of rooming houses in the City core. If plans are not made now, those areas face deterioration and a large number of vacant properties.

II. Problems and Issues

An analysis of comments from various interested groups, as well as those gathered from independent sources, reveals several problems and issues that require attention.

A. An Oversupply of Student Rental Units

An oversupply of student rental units could cause deterioration and eventual vacancy of many older student housing units over the next ten years. Enrollment at Central Michigan University is projected to drop from its current level of over 16,000 students to about 15,000 by 1996. Assuming no further building, it is projected there will be an oversupply of approximately 750 occupancy spaces by 1996.

B. Concern Over the Appearance of Older Neighborhoods

There is a need to upgrade the appearance of older neighborhoods, particularly housing exteriors and landscaping.

C. Lack of Sufficient Family Rental Units

It is difficult for families to find suitable rental housing, especially in single-family dwellings.

D. Need for Better Communication Between Residents, Students and the City

Tensions between the City, students and residents have grown, in part, because of insufficient information and dialogue.

E. Shortage of Senior Citizen Housing

Nearly 15% of the non-student population is over 65 years old and there is a need for additional senior citizen housing units available to senior citizens of all income levels.

F. Stagnant Economy

Slow economic growth has resulted in a loss of jobs which, in turn, has lowered property values and increased the tax burden on existing properties.

III. Recommendations

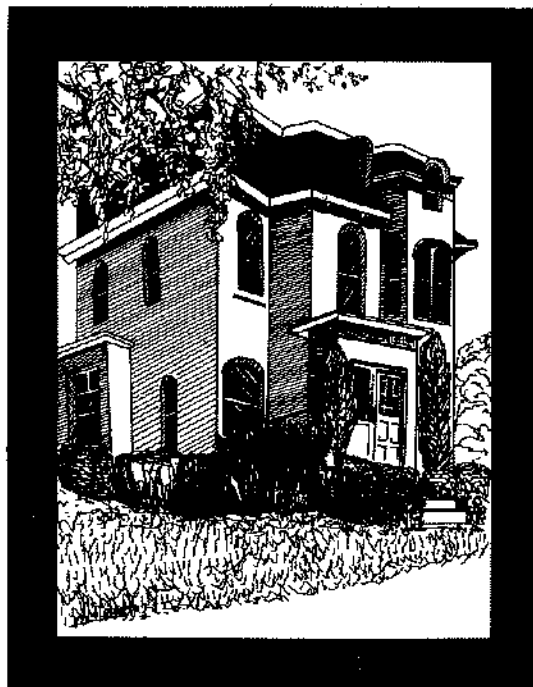
- A. Retain the boundary integrity of all residential "R" zoning districts.
- B. Upgrade the quality and appearances of the City's rental housing units.
- C. Promote conversion of old rooming houses in the South Neighborhood for family occupancy.
- D. Encourage family rental housing throughout the City.
- E. Encourage redevelopment of the City core, placing emphasis on the appearance of the older neighborhoods.
- F. Increase communication between the City and the public.
- G. Increase the amount of senior citizen housing.
- H. Emphasize an economic development program to encourage more jobs, thus creating more demand for housing.

IV. Implementation Strategy

- A. Enforce strictly the Zoning Ordinance and Housing Licensing Code provisions, to improve the appearance of the older residential neighborhoods so that homes will become more attractive investments for family housing, and to discourage conversion to and construction of additional student housing units.
- B. Continue to allow duplex housing in all "R" zones, subject to lot size requirements.
- C. Do not permit owners of dilapidated rooming houses, which are non-conforming in zoning, continued usage through such devices as rezoning and variances.

- D. Provide financial resources to aid those who wish to buy or rehabilitate homes or convert rooming houses to family rentals, through the use of non-profit corporations, City-sponsored and operated rehabilitation loan funds, and federal and state rehabilitation funds.
- E. Develop a program to recognize the historic value of homes in older neighborhoods. As a means to further promote these homes, consider allowing family duplex usage for those historic dwellings which do not meet the minimum lot size requirements.
- F. Improve communications by:
 - * Posting color-coded maps with information on zoning and public areas and messages on bulletin boards and display cases in the City Hall, Library, parks and bus stops;
 - * Increasing the use of the media;
 - * Conducting periodic meetings with neighborhood groups;
 - * Encouraging dialogue with residents and students;
 - * Providing public relations training to City staff who work with City Hall visitors, complainants and violators.
- G. Encourage both single-family cluster housing and high-rise senior citizen housing developments for persons of all income levels.

HISTORIC PRESERVATION PLAN



I. Introduction

The conservation of Mt. Pleasant's significant older structures is important to the preservation of the community's heritage. To identify these structures, all of the buildings in the mile-square area bounded by Mission Street, Pickard Avenue, Bellows Street, and the old Ann Arbor Railroad tracks were surveyed, using guidelines from the Michigan Bureau of History.

Researchers examined the 1,800 residential, commercial and public buildings in the area. They identified structures and districts of historical significance, based upon a study of Mt. Pleasant history that focused on four aspects: settlement, commercial and industrial development, educational development, and community architecture.

The Michigan Bureau of History, after reviewing the results of the study, has recommended five districts for further research to determine if they are eligible for the National Register of Historic Places. The districts are:

- * Chippewa-Fancher Residential District
- * Downtown Commercial District
- * University-High Residential District
- * Railroad Complex No. 1
- * Railroad Complex No. 2

In addition to the historic districts, several individual residential and educational structures have been identified as possibly eligible for the National Register.

II. Issues Related to Historical Designation

By recognizing the significance of historic properties, the City can act wisely when planning housing rehabilitation, commercial and industrial development, transportation, and recreational programs. Described below are several approaches to the historical designation of properties.

A. National Register of Historic Places

Structures recognized by the National Register of Historic Places are promoted as economic assets to the community where a rich architectural heritage has been kept alive. Benefits include investment tax credits for income-producing properties. The Michigan Bureau of History works with local communities to guide the research necessary before districts and sites are nominated for the National Registry program.

B. State Register of Historic Places

Michigan also has a Register of Historic Places and often districts and sites found to be ineligible for the National Register can be nominated for the state designation because the level of physical integrity is more flexible and the application of criteria is somewhat more lenient.

C. Local Register Programs

Local register programs can be established so that structures of local historic significance can be designated. Such programs can be more flexible and a city may define for itself what is or is not significant.

D. Local Historic Districts

Under Michigan Public Act 169, a city can adopt a local historic district ordinance to establish local districts and create an historic district commission to oversee rehabilitation, preservation and new construction within the districts. Alternatively, a city can use zoning ordinances to govern what can and cannot be done within historic districts it designates. Such districts are designated as "special use" zones, with the Planning Commission responsible for assuring that construction in the areas is in keeping with historical appearance.

III. Recommendations

Recommendations for the historical designation of historic districts, individual structures and education sites follow.

A. Recognize the Following Historic Districts:

- * Chippewa-Fancher Residential District. Some of the oldest homes in the community are located within this area north of the Central Business District. The Wilkinson Doughty house, already on the National Register, is a pivotal structure within the proposed district. This district includes:
 - 200-522 North Fancher Street (east side)
 - 209-517 North Fancher Street (west side)
 - 208-517 Chippewa Street (east and west sides)
 - 218-312 North Lansing Street (east side)
 - 219 North Lansing Street
 - Northwest Corner of Lincoln and Fancher Streets
- * Downtown Commercial District. Composed of about 55 buildings, this area is the historic and still active commercial center of the community. The proposed district includes:
 - 102-226 South Main Street (east side)
 - 115-225 South Main Street (west side)
 - 100-222 East Broadway Street (south side)
 - 101-215 East Broadway Street (north side)

- * University-High Residential District. This area is composed of late nineteenth and early twentieth century homes associated with people significant to the commercial, educational, and industrial development of the City. The proposed district includes:

634-906 South University Avenue (east side)
 619-905 South University Avenue (west side)
 208-518 East High Street (south side)
 215-409 East High Street (north side)
 708-750 South Fancher Street (east side)
 701-715 South Fancher Street (west side)
 814 South Kinney Street

- * Railroad Complex No. 1. The complex of railroad-associated commercial structures includes the Bader Building, which is already listed on the National Register, the Honegger Feed Mill and the Mill Railroad Station.

- * Railroad Complex No. 2. This small complex includes the Flint and Pere Marquette Railroad Depot and homes at 418, 420 and 422 North Main Street. These residences were used by employees of the railroad and represent the impact of the railroads on passenger travel.

B. Recognize the individual structures below as having historical significance.

Although these structures are not part of a proposed historic district, they do display a high level of physical integrity and architectural importance and strong historical associations with significant events and people and thus appear eligible for the National Register:

614 East Broadway Street	601 South Main Street
805 Douglas Street	1002 South Main Street
1015 Douglas Street	206 West Maple Street (on the
302 South Fancher Street	628 Oak Street Register)
520 South Fancher Street	316 North University Avenue
629 South Franklin Street	410 North University Avenue
205 North Kinney Street	721 North University Avenue
221 North Kinney Street	201 South University Avenue
304 North Kinney Street	330 South University Avenue
604 North Kinney Street	402 South University Avenue
801 South Kinney Street	502 South University Avenue
115 North Lansing Street	508 South University Avenue

109 West Locust Street	510 South University Avenue
201 West Locust Street	601 South University Avenue
309 North Main Street	214 South Washington Street
420 South Main Street	404 South Washington Street
500 South Main Street	430 South Washington Street
514 South Main Street	630 South Washington Street

C. Consider a historical designation for two educational sites:

- * U.S. Indian Industrial School (currently the site of the Mt. Pleasant Regional Center for Developmental Disabilities). The complex is a significant feature of the educational history of Mt. Pleasant. With its high level of physical integrity, the complex may be eligible for the National Register. The proposed designation would include all buildings on the site constructed fifty or more years ago. They are the Older Boys' Dormitory, Cottage #1; the Boy's Dormitory, Cottage #2; the Boys' Cottage #1; the Gymnasium; the Carpenter Shop; the Superintendent's Residence; and the Central Regional Office: Administrative.
- * Central Michigan University. Because the university is such a key factor in the development of the community, it could possibly be included in the National Register program. Buildings that should be considered for the campus district are Barnard, Powers, Sloan, Warriner, and Wightman Halls.

IV. Implementation Strategy

In order to encourage historic preservation efforts, the following actions need to be taken:

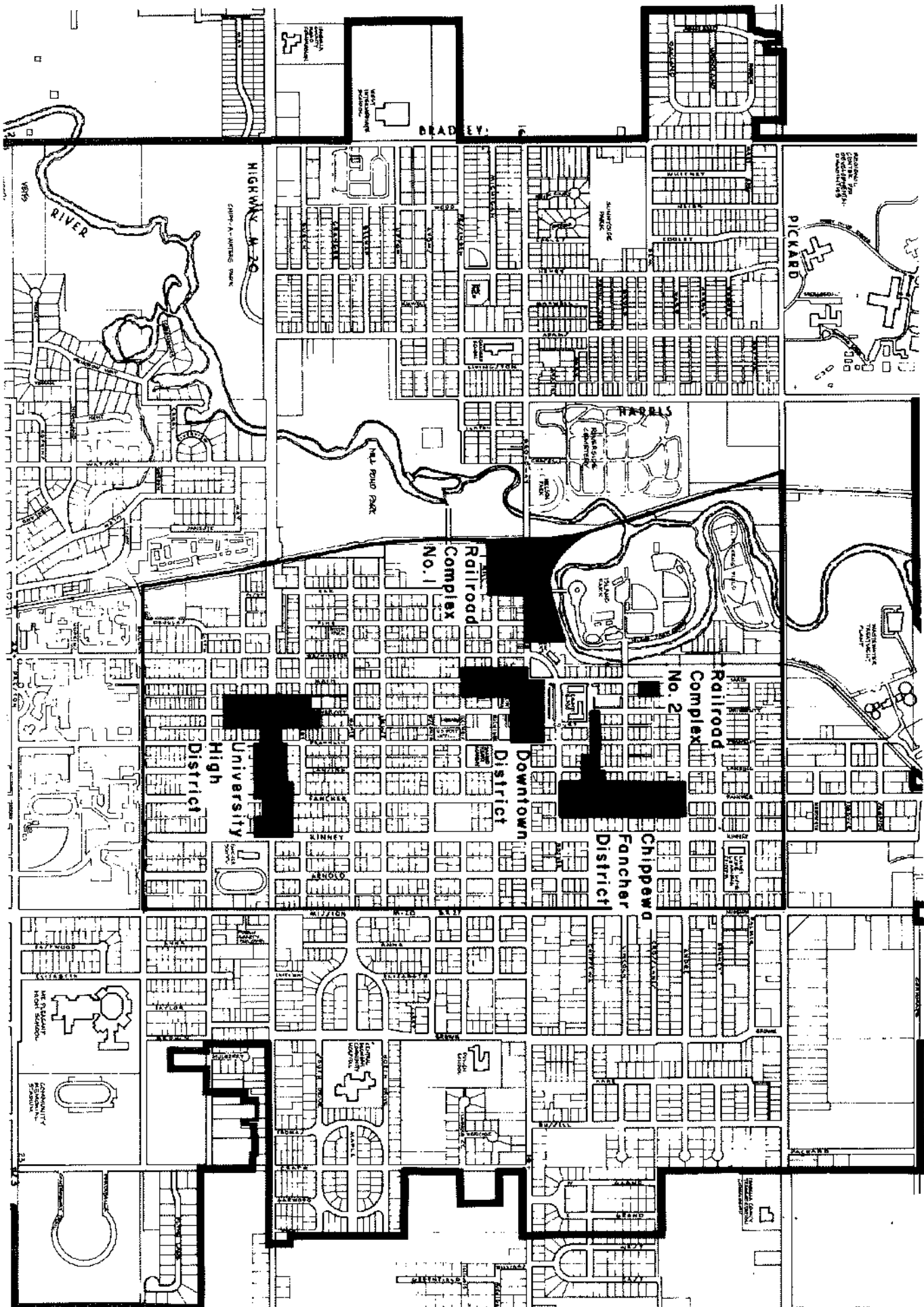
- A. Investigate National Register of Historic Places status for the proposed districts and sites.
- B. Consider State Register designations for those structures not eligible for the National Register.
- C. Initiate a local register program to expand the Chippewa-Fancher Residential District, the University-High Residential District and the Downtown Commercial District.

- D. Include as additional individual sites in the local register program those listed below as well as other sites that property owners bring to the City's attention:

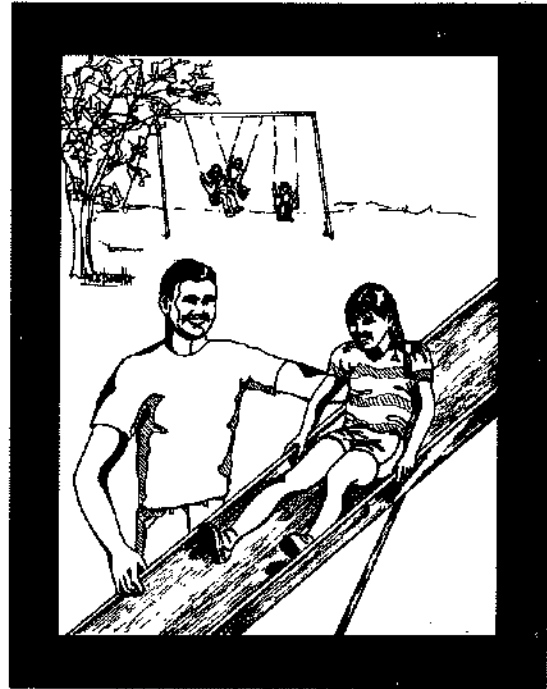
117 South Fancher Street	810 South Main Street
401 South Fancher Street	814 South Main Street
421 South Fancher Street	906 South Main Street
612 South Franklin Street	916 South Main Street
624 South Franklin Street	1016 South Main Street
314 East Illinois Street	1026 South Main Street
320 East Illinois Street	403 East Michigan Street
720 North Kinney Street	515 East Michigan Street
114 North Lansing Street	221 South Pine Street
121 North Lansing Street	310 North University Avenue
431 South Main Street	204 South Washington Street
604 South Main Street	302 East Wisconsin Street
605 South Main Street	

- E. Support educational activities promoting the recognition, care and maintenance of historic structures.

THE CITY OF MOUNT PLEASANT, MICHIGAN



PARKS AND RECREATION PLAN



I. Introduction

The Parks and Recreation Plan evaluates existing public and private recreational facilities and programming in the Mt. Pleasant area and sets forth anticipated needs for improvements and additions.

The analysis and recommendations come from a study of City records, school district data, Central Michigan University data, surveys of citizen attitudes, U.S. Census material and the 1983 Recreation, Park, and Open Space Standards and Guidelines published by the National Recreation and Parks Association, and from discussion with those who provide recreational services.

The City has 317 acres of public park land, of which 237 acres (or 5% of the City area) are located within the corporate limits. These lands provide a wide variety of recreational opportunities including playfields and picnic grounds, large natural areas and a community zoo. In addition, the schools provide both indoor and outdoor recreational facilities.

The public and private recreational facilities include:

A. Parks

- * Island Park/Pickens Field. These adjoining parks, located off North Main Street, are separated by the Chippewa River. Together they offer 35 acres of active play area with Little League baseball, youth and adult softball diamonds; basketball, shuffleboard and tennis courts; picnic tables, shelters and grills; outdoor swimming pools; playgrounds; rest rooms; horseshoe pits; canoeing, fishing and ice skating.
- * Nelson Park. Located on the Chippewa River, west of Island Park, this five-acre park has a small children's zoo and facilities for picnicking, fishing and canoeing.
- * Chipp-A-Waters Park. This 30-acre park, located along M-20 at the City's western boundary, has picnic tables, grills, a picnic shelter, nature trails, cross-country skiing, canoeing, fishing, a playground, horseshoe pits and rest rooms.
- * Indian Pines. Currently undeveloped, this 80-acre natural area is located outside the city just north of the airport.
- * Mission Creek Woodland. Mission Creek Woodland is a sparsely developed 60-acre wooded area with hiking and cross-country skiing trails, picnic facilities and sledding hills.
- * Potter Park. This neighborhood park of less than one acre has hard-surface play areas, a playfield, picnic tables, a shelter building and play equipment.
- * Sunnyside Park. In a residential neighborhood located near the City's western boundary, this 17-acre park is less than half developed. It has hard-surfaced play areas, a softball diamond, basketball courts, open playfields, play equipment, picnic tables, shelters and grills.
- * Canal Street Park. This one-acre undeveloped park is located on the south side of the Chippewa River opposite Chipp-A-Waters Park. It is unofficially used as a canoe launch site.

- * Mill Pond Park. This 90-acre tract of land, acquired in 1985 through the state's Kammer Land Trust Fund, was formerly used as a ponding area for Mt. Pleasant's lumbering industry. Though currently undeveloped, this park will provide many recreational opportunities, taking advantage of the Chippewa River and natural land areas within the site.

B. County Facilities

- * The Senior Citizens Center, also known as the county multi-purpose building, is located east of the City limits on Isabella Road. It offers space for meetings, lectures and classes.
- * The Isabella County Fairgrounds are located on a 150-acre parcel about two miles north of the City on Mission Road. Various exhibitions and entertainment events are offered throughout most of the year.

C. Schools

- * The high school, the intermediate school, and the six elementary schools of the Mt. Pleasant Public Schools system, two private schools, Sacred Heart Academy and Mt. Pleasant Baptist Academy, and Central Michigan University all have indoor and outdoor facilities available to the public. The elementary schools function as neighborhood parks, while the high schools and intermediate school serve community-wide needs. The university has racquetball and indoor tennis courts, indoor swimming pools, bowling lanes, theaters and exhibit buildings.

D. Commercial Recreational Facilities

- * Commercial facilities in the area include bowling alleys, six golf courses, a canoe livery, six indoor theaters, riding stables, an indoor roller rink, a drive-in theater and a miniature golf course/driving range. A local motel permits public use of its racquetball courts, tennis courts and swimming pools for a fee.

Most area recreational programs are sponsored by the City Parks and Recreation Department, the Isabella County Commission on Aging, and the Mt. Pleasant Public Schools' Adult Education program. Fraternal organizations and area commercial establishments also assist in supporting these programs.

II. Problems and Issues

To evaluate recreational facilities and programming, the study considered the 1983 National Recreation and Park Association standards and guidelines, surveys of community and neighborhood attitudes, Parks and Recreation Commission input, and an analysis of future community growth.

A. Surveys

The majority of citizens responding to a community-wide survey indicated that parks and recreation facilities and programs are adequate to excellent. The results of a survey taken in the Sunnyside Park neighborhood indicate that residents would like improved maintenance and landscaping, an additional ball diamond, picnic and playground equipment, an improved jogging trail, tennis courts and a swimming pool.

B. Parks and Recreation Commission and Staff

The citizens on the Parks and Recreation Commission and the staff of the City Parks and Recreation Department have expressed a need to upgrade the existing parks and their facilities, improve the geographic distribution of recreational facilities, and increase winter activities and programs.

III. Recommendations

To improve the quality of living in Mt. Pleasant by providing clean, pleasant outdoor recreational opportunities and to coordinate the activities and programs of those who provide recreational programs and facilities in the community, the following actions are recommended:

A. Planning and Funding

- * Encourage the Parks and Recreation Commission to continually update the Parks and Recreation Plan to meet changing long-range needs, as well as to solve immediate problems through promoting greater citizen and neighborhood involvement in the planning process.
- * Encourage the City Commission to continue providing adequate outdoor recreational facilities in its long-range plans and annual budgets.

- * When appropriate, utilize state and federal recreation grants, loans and technical assistance.

B. Acquisition and Development

- * Place priority on fully developing the City's present parks system, encouraging local volunteer beautification efforts.
- * Consider acquisition of open space for future park development to meet neighborhood needs as the City expands and to protect areas of scenic, scientific, natural, and historical significance.
- * Prepare an economic analysis of the anticipated additional costs and operating expenses when the City is contemplating land acquisition or significant improvements to the parks system.
- * Promote joint sponsorship of recreational facilities and programs. In particular, a park-school concept should be actively sought to address park land deficiencies for the east side of the City.

C. Chippewa River Corridor

- * Coordinate efforts with other governmental jurisdictions and interest groups to establish the Chippewa River corridor as a major regional recreational attraction, preserving the corridor through cleanup, public acquisition and development of recreational facilities.

D. Programming

- * Broaden interpretative educational programs to promote appreciation and understanding of the out-of-doors.
- * Expand the recreation trails near activity centers for hiking, biking, running, skiing, and horseback riding.
- * Improve the accessibility of recreational facilities to physically and mentally handicapped persons, senior citizens and youth.
- * Coordinate recreation programming with other governmental agencies and community recreation centers.
- * Develop recreation programs for all age groups.

IV. Implementation Strategy

To implement the recommendations, the following planning priorities have been developed:

A. Short-Range Priorities

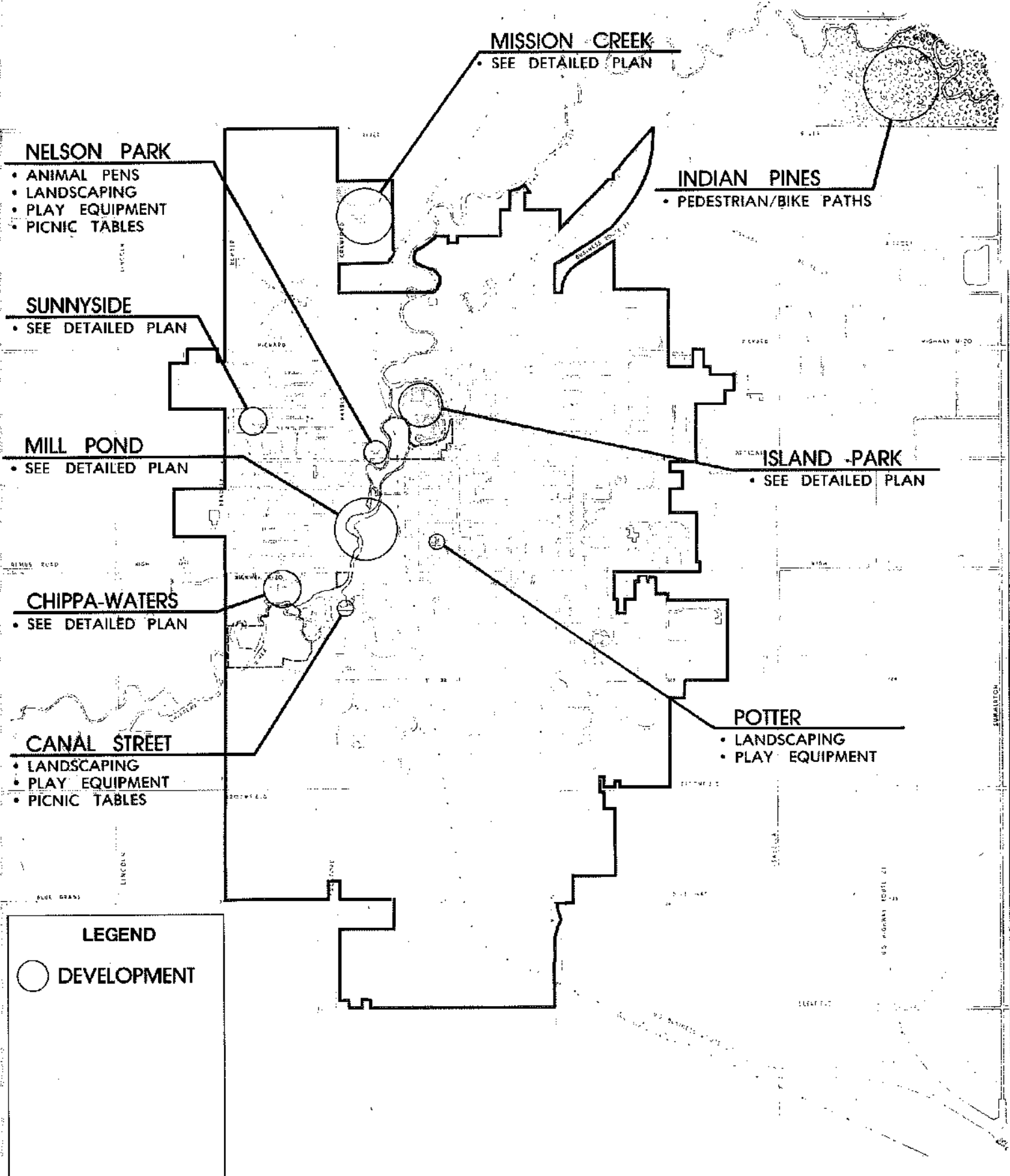
- * Construct canoe launches at the Mill Pond and Chipp-A-Waters sites, an outdoor ice rink at the Mill Pond, parking at the Mill Pond, pedestrian and bike paths in all parks and connectors between major parks, and a paved walking path around the animal pens at Nelson Park.
- * Improve the animal pens at Nelson Park.
- * Improve the landscaping in all parks by adding shrubbery, trees and flowers.
- * Install new play equipment in all parks, where appropriate, to ensure safe and attractive park settings.
- * Consider acquisition of additional park land on the east side of Chipp-A-Waters Park, a low wet land which ties to the Mill Pond site.

B. Medium-Range Priorities

- * Consider acquisition of neighborhood park land east of Mission Street, utilizing the park-school concept as an option.
- * Construct additional outdoor hard surface basketball courts, a community center, pedestrian and bike paths at the Indian Pines site, and a sledding hill at the Mill Pond site.

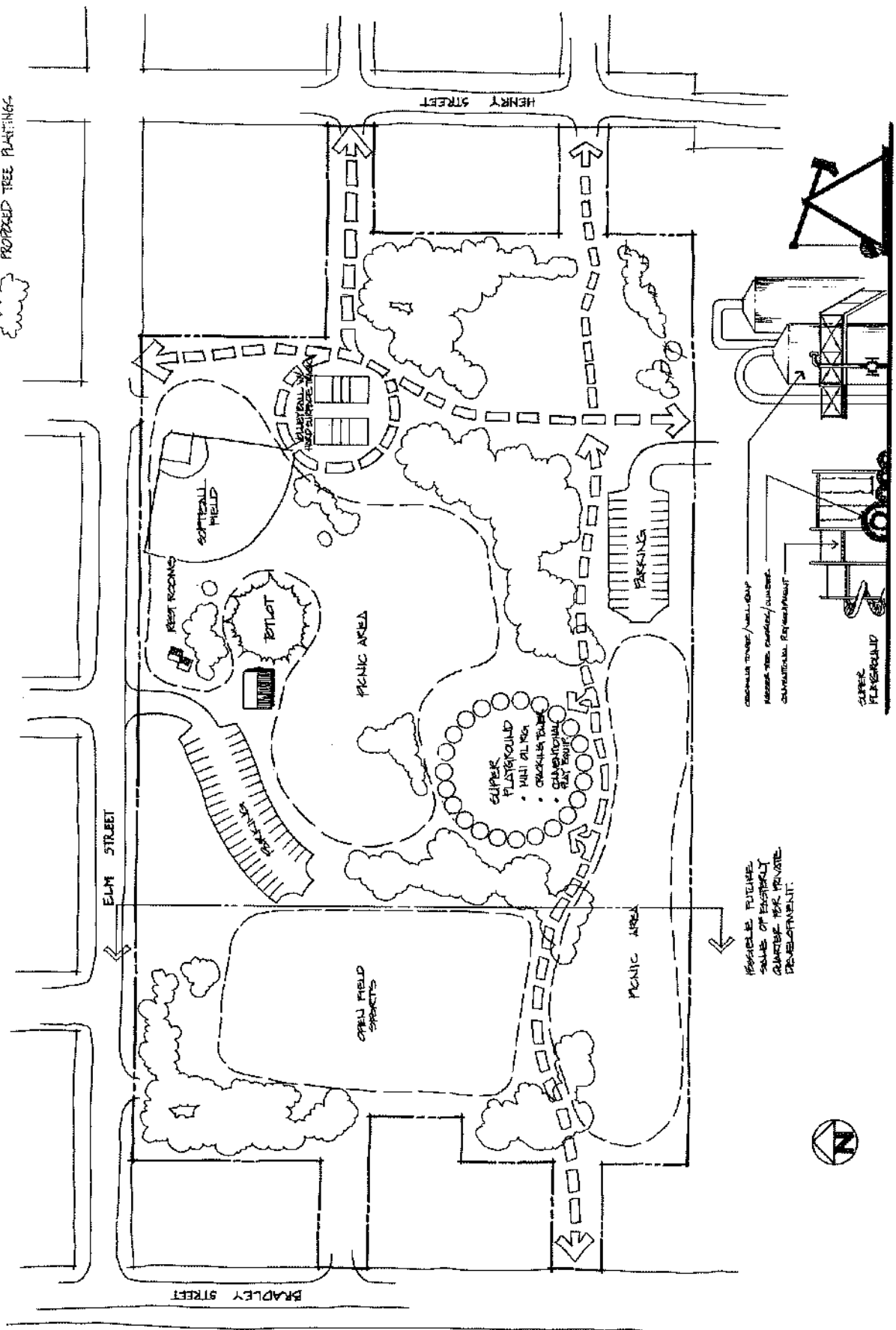
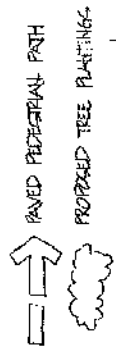
C. Long-Range Priorities

- * Acquire additional park land south of the Chipp-A-Waters site.
- * Construct a bandshell/amphitheater, an indoor ice rink, an interpretive nature center, an additional outdoor swimming pool, large picnic shelters at the Chipp-A-Waters and Sunnyside sites, additional tennis courts, additional softball diamonds, and a warming house at Mission Creek.



MT. PLEASANT COMMUNITY RECREATION PLAN

PLANNED IMPROVEMENTS

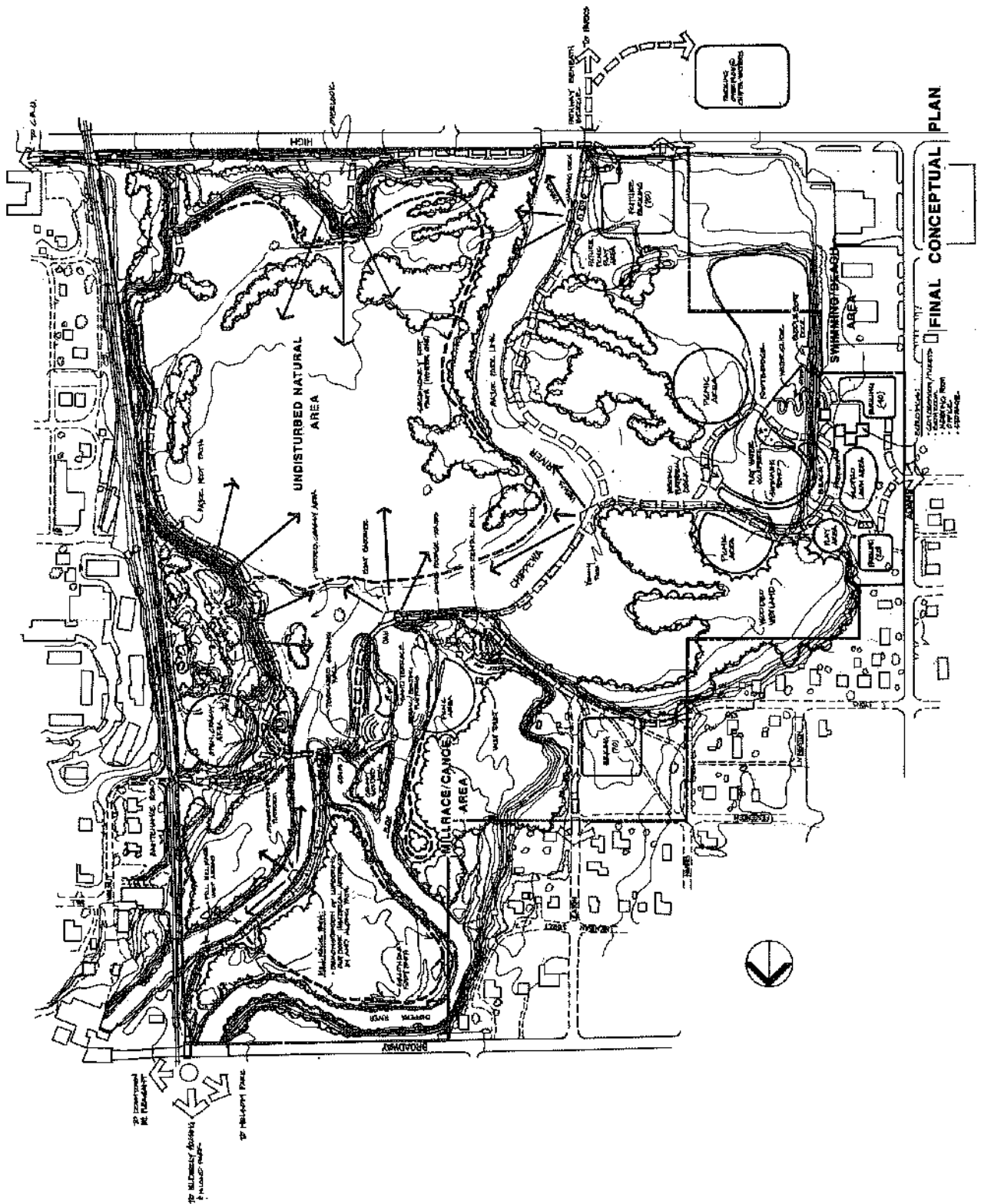


SUNNYSIDE PARK

MT. PLEASANT, MICHIGAN

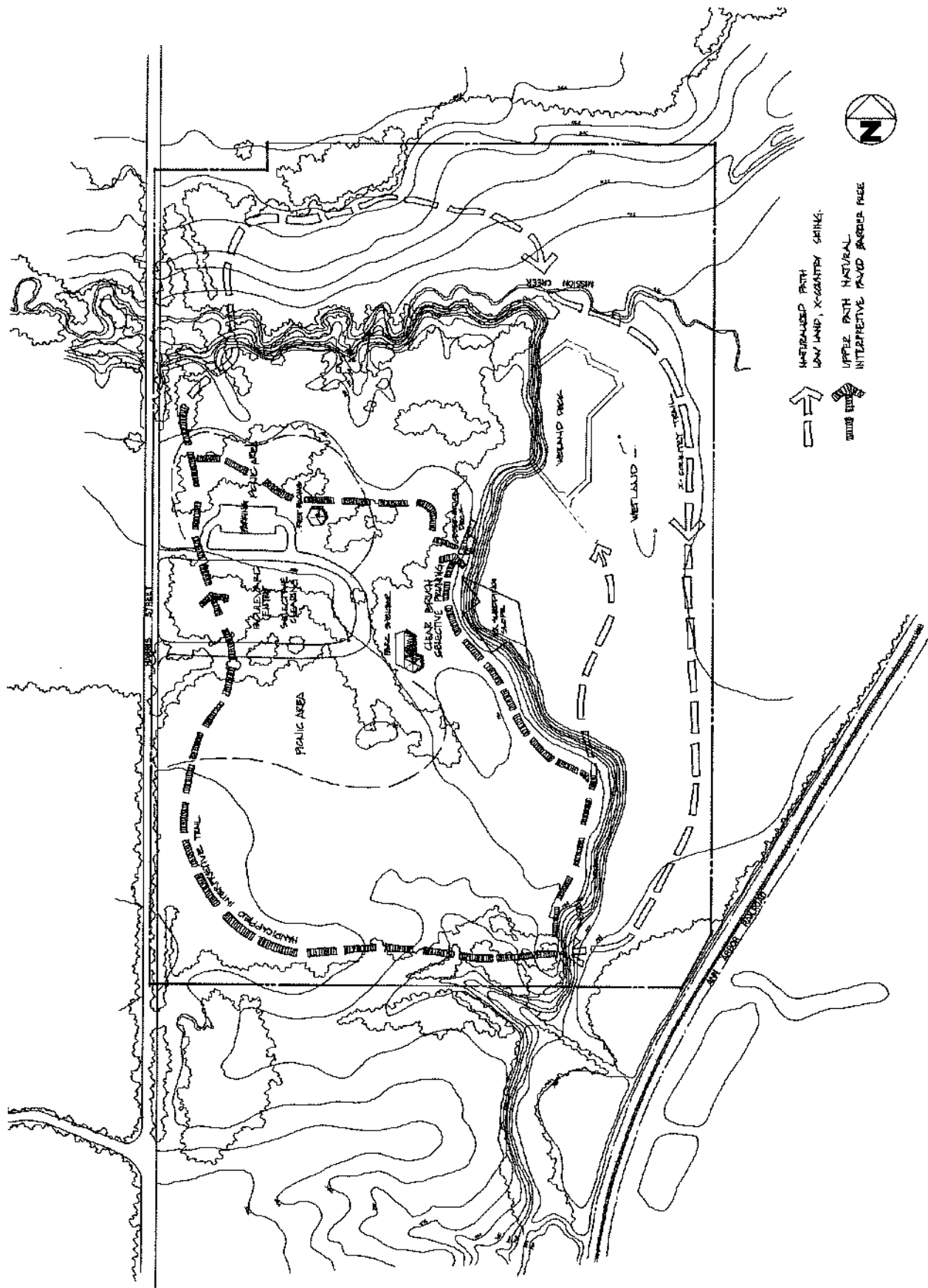


**THE
WBDC
GROUP**



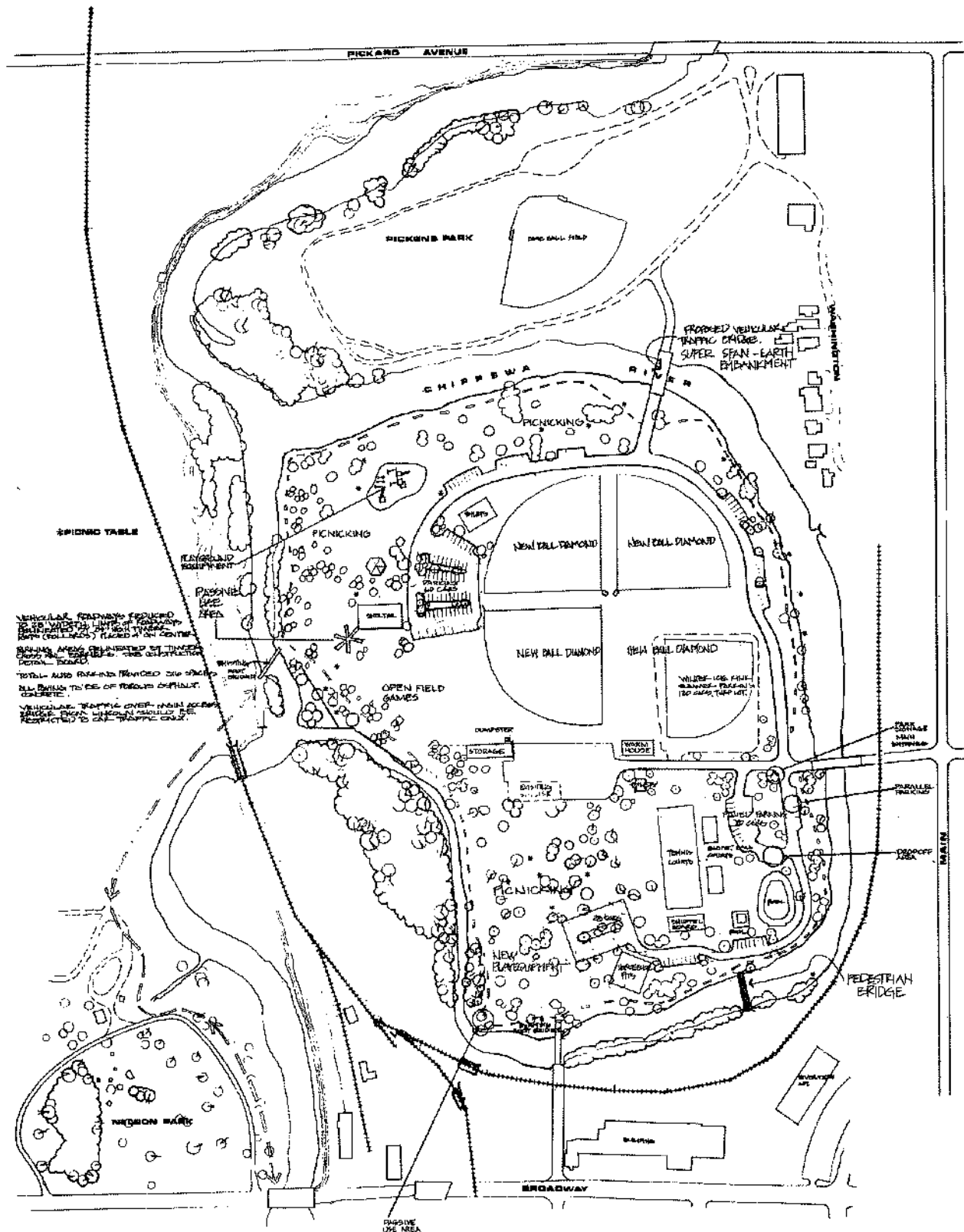
MILL POND SITE

MT. PLEASANT, MICHIGAN



MISSION CREEK PARK

MT. PLEASANT, MICHIGAN



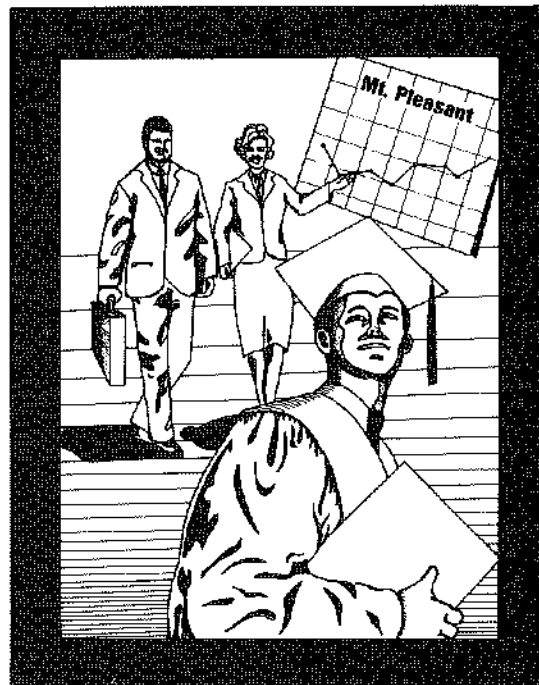
master plan

ISLAND PARK

MT. PLEASANT, MICHIGAN

THE WBDG GROUP
ARCHITECTS
PLANNERS
ENGINEERS
INTERIORS

ECONOMIC DEVELOPMENT PLAN



I. Introduction

The purposes of the Economic Development Plan are to clarify issues involved in economic development decisions and to ensure coordination of community investment programs. The plan presents a profile of the community's labor and facility resources as well as those aspects of the local economy that serve as barriers to development. It assesses potential courses of action and identifies new industries that could prosper in the community.

Community leaders representing the banks, Central Michigan University, small businesses, the oil and gas industry, professional services, local government, manufacturing, the media, the Industrial Development Corporation, the Chamber of Commerce, and the Planning Commission were asked to identify the strengths and weaknesses of the local economy and provided their own perspectives on trends and future directions.

II. Overview of the Mt. Pleasant Economy

A. The Unemployment Rate

Isabella County historically has had among the lowest unemployment rates in Michigan. In fact, from 1980 through 1982, it had the lowest rate in the state. In 1986, unemployment, at 7.6%, was the eighth lowest rate of Michigan counties.

B. Employment Sectors

Governmental units employ 36% of the local work force, with Central Michigan University, the Mt. Pleasant Regional Center for Developmental Disabilities and the Mt. Pleasant Public Schools being the three largest employers. Employment in retail trade and services had doubled since 1970 and currently stands at 57%. The remaining 7% are employed by industrial firms. Thus, the economy of Mt. Pleasant and Isabella County can be characterized as a "public sector, service-oriented" economy.

C. Personal Income

Based on the most recent census data (1981) per capita personal income of county residents was \$7,687 per year. This was less than Michigan and national averages. Median family income in the county was \$18,318 and in the City, \$20,940.

D. Place of Work

More residents of Isabella County travel to jobs in neighboring counties than the reverse. Of note, nearly 900 county residents commute to Midland County while over 450 journey in the opposite direction. Significant numbers of county residents also work in Clare and Gratiot counties.

E. Employment Profile

Central Michigan University, with about 2,000 employees, is the largest employer in the county. The Mt. Pleasant Regional Center for Developmental Disabilities, the Mt. Pleasant Public Schools, Delfield Corporation and Central Michigan Community Hospital are the next largest, respectively. However, more jobs are created collectively by the 65 area restaurants than by any single employer other than the university. Other significant employment categories are retail trade, agriculture, the oil and gas industry, and light manufacturing.

F. City Expenditures and Tax Burden

The implementation of this plan will be tempered by the extent to which financing will or could be made available. While future financing is unknown, recent funding, shown in the tables which follow, is likely to be indicative of what may be anticipated in the future. Capital expenditures exclude those financed by special assessments and enterprise funds.

City of Mt. Pleasant Expenditures

<u>Year</u>	<u>Total</u>	<u>Capital</u>
1982	\$ 8,530,000	\$1,962,000
1983	9,237,000	2,577,000
1984	10,361,000	1,833,000
1985	12,169,000	3,413,000
1986	11,864,000	679,000

1986 Millage Levy: Comparative Tax Burden

<u>City</u>	<u>City Tax Tax (Mills)</u>	<u>Total Tax Rate (Mills)</u>	<u>State Equalized Valuation</u>
Alma	15.10	58.66	\$ 77,538,000
Big Rapids	8.24*	48.36	68,093,000
Clare	16.00	60.89	31,130,000
Midland	9.52	46.68	983,891,000
Mt. Pleasant	14.38	59.63	145,020,000

(*Big Rapids has a city income tax)

III. Local Economic Development Organizations and Facilities

A. Middle Michigan Development Corporation (MMDC)

Created from an alliance of community leaders, MMDC is working to ensure economic diversification. This private, non-profit organization represents Central Michigan University, the City of Mt. Pleasant, Isabella County, Isabella County Economic Development Corporation, the Mt. Pleasant Area Chamber of Commerce, the Saginaw-Chippewa Indian Tribe, and the Industrial Development Corporation. As the umbrella agency for economic development, MMDC provides direction and staff for the planning and marketing of available business and industrial sites in the community and participates in regional and international trade shows and investment seminars.

B. Isabella County Economic Development Corporation (EDC)

The EDC is a quasi-municipal corporation that provides below-market interest rate loans by issuing tax-exempt bonds. To date, thirteen development projects have been approved for EDC funding with \$11 million in financing. The projects have provided or will provide an estimated 390 construction jobs and 420 permanent jobs. The recently enacted Federal Tax Reform Act of 1986 may have significant impact on this type of funding.

C. Tax Increment Finance Authority (TIFA)

Tax increment financing allows the City to make public improvements in a designated redevelopment district. It involves the earmarking of property tax revenues that result from redevelopment to pay for the cost of public improvements in the area. To date, TIFA has approved redevelopment plans for the Central Business District, University Park and the Mt. Pleasant Industrial Park.

D. Industrial Development Corporation (IDC)

The IDC is a non-profit organization that promotes industrial growth in the Mt. Pleasant area. The corporation is funded by area businesspeople who are interested in increasing the community's tax base and employment. The IDC developed the Mt. Pleasant Industrial Park and also administers the Mt. Pleasant Area Chamber of Commerce Park, both located adjacent to the US-27/M-20 interchange. Six companies have located in the industrial park, leaving 25 acres, as well as the 55 acres in the chamber park, available for development.

E. Mt. Pleasant Area Chamber of Commerce

A voluntary organization of individuals and businesses, the chamber works to advance the commercial, financial, industrial, professional, and civic interests of the community. It serves the roles of civic clearinghouse, public relations counselor, legislative representative, promotion medium, and information bureau.

F. University Park

The site is being developed for technological and research industries that would benefit from the faculty and student resources of Central Michigan University. Located on 480 acres at the southern edge of the university campus, the park is designed for such industries as oil and gas technology, computer software, biological and chemical research, geological studies, executive fitness programming, and communications research.

G. The Mt. Pleasant Municipal Airport

The general utility airport handles approximately 7,400 landings a year. There is a modern terminal/administration building, a fixed-base operator with facilities, three 8-unit hangars and five other hangars. Of the 575 acres of land, 265 are owned by the airport and 310 by the City. Plans have been developed for an industrial/office

subdivision on 94 acres of the site, for expansion of the runways and for upgrading landing instruments to a precision approach system.

IV. Problems and Issues

A. Strengths of the Economy

Mt. Pleasant offers:

- * a high quality of life with its good school system, attractive parks, excellent library facilities, sound health care facilities, well-run local government, and many civic-minded residents;
- * its central location with a good north-south freeway;
- * an established petroleum industry;
- * a large state university that provides stable employment as well as an identity to the rest of the state;
- * agriculture that is an integral part of the economy;
- * a highly educated work force;
- * a good airport;
- * a public transportation system, Isabella County Transportation Commission;
- * the Middle Michigan Development Corporation as a coordinating agency for economic development;
- * a diverse service-oriented economy;
- * traditionally, low unemployment.

B. Weaknesses of the Economy

Factors that could discourage development include:

- * the small industrial base, with only 4% of the City zoned for industrial use;
- * the City-Township conflict over servicing growth areas;
- * high property taxes, due to lack of industry and the large number of tax-exempt properties;
- * the state business climate with workers' compensation, liability insurance and single business tax problems;
- * too much reliance on service-oriented businesses;
- * the quality of water;
- * isolation from major industrial areas and traffic centers.

C. Trends in the Economy

It is predicted that:

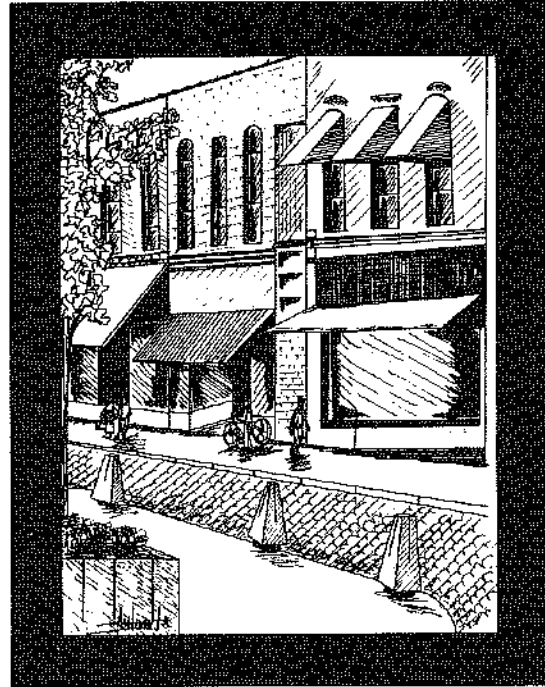
- * there will be continued growth in the retail/service area, with Mt. Pleasant serving as a regional shopping center;

- * Central Michigan University will continue to act as a stabilizing force in the local economy;
- * the oil industry will remain as a major factor in the local economy.

V. Recommendations

- A. Continue to support the Middle Michigan Development Corporation in its effort to fill University Park and to attract light industry, assembly plants, professional services, and distribution businesses.
- B. Explore the possibility of capitalizing on the presence of the oil and gas industry, for example, by establishing an oil and gas museum.
- C. Take steps to ensure the City is always ready to support local undertakings in appropriate ways, to retain those businesses already in the community and to encourage new business undertakings.
- D. Work to improve communication with the university, commerce and industry.
- E. Request that the state indicate Mt. Pleasant on more highway signs, notify Michigan business magazines of the Bovee Conference Center at the university and generally publicize the expressway access at the south end of town and the area's natural resources, particularly the river.
- F. Upgrade the quality of water.
- G. Cooperate with Union Township on servicing growth areas.
- H. Encourage industrial development by protecting industrially zoned properties in the City, and supporting efforts to revitalize the industrial area north of Pickard Avenue.
- I. Support the Mt. Pleasant Area Chamber of Commerce plans to promote the tourist trade.
- J. Maintain the vitality and appearance of the Central Business District and the commercial corridors by enforcing the Zoning Ordinance and using any other appropriate measures.
- K. Utilize assistance programs, available through state and federal agencies, which provide incentives for private investment to retain and expand business in Mt. Pleasant. (See Reference Plan for the listing of such programs.)

CENTRAL BUSINESS DISTRICT PLAN



I. Introduction

The Central Business District (CBD) Plan analyzes current conditions in the city's downtown area and evaluates the problems and opportunities that affect property owners, merchants and city government. Two major goals guided the development of this plan: to maintain a strong, healthy Central Business District that effectively competes with other commercial centers in the Mt. Pleasant area, and to establish the downtown as a focal point for the region.

An extensive study, which involved the Mt. Pleasant Area Chamber of Commerce, the Town Center Parking Board and the Downtown Business Association, focused on land use, parking, traffic circulation, and aesthetics.

The current land uses of the CBD, an area located near the geographic center of the City just east of the Chippewa River, are shown on adjoining page.

II. Problems and Issues

A. Pedestrians and Parking

The CBD needs to be pedestrian-oriented, yet at the same time to provide sufficient customer parking relatively close to the businesses. People should find the area convenient and safe, as well

as a pleasant place in which to walk. Availability of sufficient customer parking is essential.

B. Unification of the CBD

The CBD encompasses a large area with diverse uses. While variety and diversity should be encouraged, there should also be a unity or harmony that identifies the business district and visually links the various components. Additionally, the area along the east side of the Chippewa River (west edge of the CBD) should be developed in a way that allows for an activity space for the CBD and creates a unique aesthetic attraction complementing the business district.

C. Areas for Expansion

At present the CBD has the area within the present boundaries to accommodate new businesses and activities. If expansion became necessary, an appropriate location for such expansion should be identified.

III. Recommendations

A. Land Use

- * Redevelop the area west of Washington Street to provide for future expansion of the CBD. Retail development should be continued along Broadway Street, focusing on the Bader Building (former Borden Creamery) with retail stores at the street level and offices and residences on the upper floor. On the south side of Broadway Street between Washington and Pine Streets, develop retail stores on the street level, nonretail units on the upper levels (see drawing).
- * Develop office space to buffer retail uses from residential uses, increasing employment and the customer base for the retail goods and services in the area.
- * Consider acquisition of land for public open space along the Chippewa River, north of Broadway Street near the Bader Building to provide for business and community events.
- * Study possible locations for potential expansion of the CBD, particularly the area bounded by the Chippewa River, Broadway Street, Main Street, and Pickard Avenue.

B. Parking

- * Construct up to 350 spaces in the CBD, to accommodate future business expansion, with emphasis on the 60 spaces needed to address the current deficiency (see accompanying map).
- * Designate the lots nearest the retail and service businesses for customer parking, the outlying lots for employee parking, with the City and the downtown businesses cooperating to enforce such designations.

C. Circulation

- * Provide convenient and safe vehicular access to the CBD.

D. Streetscape

- * Incorporate the basic theme of the existing streetscape design elements--lampposts, trees and sidewalk paving--as development expands to the west, while refining the existing area with such items as pedestrian seating and brick paving.
- * Develop the Town Center Plaza as a visual center of the City, for example, through the placement of a sculpture or fountain, and soften the concrete appearance by providing additional landscaping (see accompanying drawings).
- * Improve the intersection of University Avenue and Broadway Street, facilitating better traffic and pedestrian flow and fine tuning the streetscape through new brick paving, bench seating and trash receptacles (see accompanying drawings).
- * Convert alleys that serve office buildings rather than retail establishments to pedestrian ways; improve other alleys by upgrading building exteriors and entryways, installing attractive lighting, and screening trash receptacles and storage areas.

E. Buildings

- * Improve buildings so that the original facades are retained to the greatest extent possible, using natural materials such as wood and brick.
- * Control building signs so that they are used only to identify businesses and not to advertise merchandise or hours of operations.
- * Provide customer access and improve the rear sides of buildings that abut alleys or parking lots (see accompanying drawing).

IV. Implementation Strategy

Much of the authority and capacity for implementation rests with the City, but many of the improvements must be made by the businesses. Among the tools available to bring about the improvements are:

A. Regulatory Measures

The City should review and revise zoning to control the use of the CBD, to ensure adequate parking, to provide for public open spaces, to control signage and to foster better building design.

B. Financial Incentives

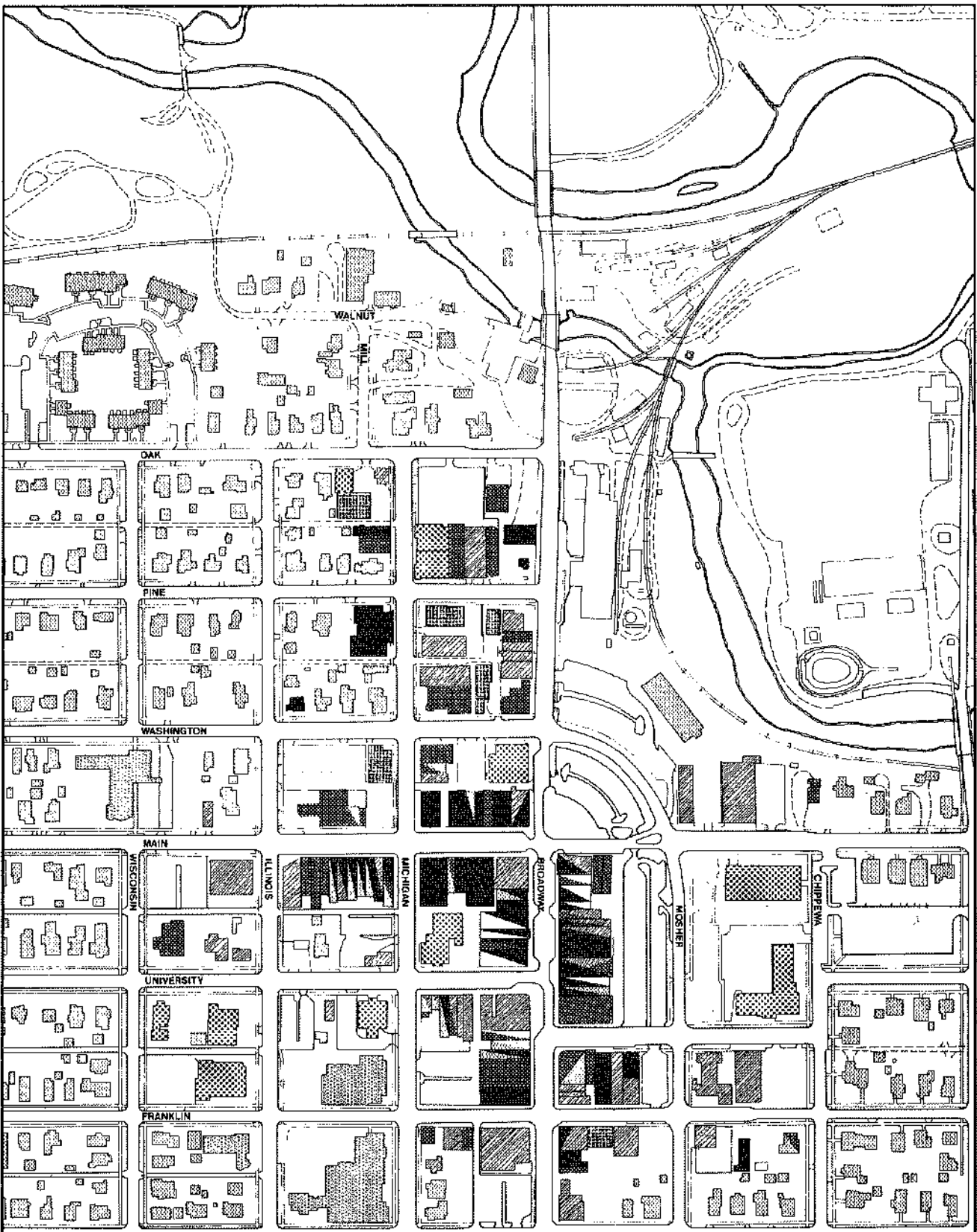
The City should take advantage of available state and federal assistance programs such as the Michigan Small Cities Community Development Block Grant.

C. Public/Private Partnerships

The City could designate the CBD as a Special Assessment District so that the City and the property owners could share the costs of improvements such as the construction and maintenance of sidewalks, driveway openings or closings, public parking, lighting, landscaping, and common use areas. The City has designated the CBD as a Tax Increment Financing Improvement District whereby the future increases in the district's property tax revenues are applied to payments for public improvements made to attract new private investment within the district. In the tax increment financing plan adopted in March, 1985, the improvement and extension of streetscapes as well as expansion of public parking areas were highlighted as major elements.

D. Improvement Priorities

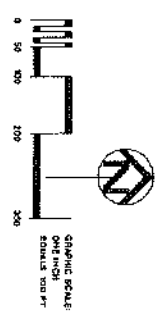
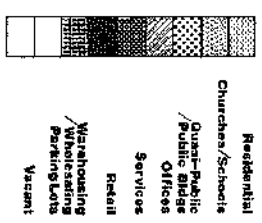
The Mt. Pleasant Planning Commission and the Downtown Business Association should establish priorities for improvements in the CBD by developing a capital improvements program to cover a period of five to ten years. This program would list all major projects, their costs and their priority.



Central Business District Plan Mt. Pleasant Michigan

Existing Land Use

LEGEND



WMDC
WATERMAN DEVELOPMENT CONSULTANTS
ARCHITECTS
PLANNERS
ENGINEERS

Central Business District Plan

Mt. Pleasant Michigan

FUTURE
LAND USE

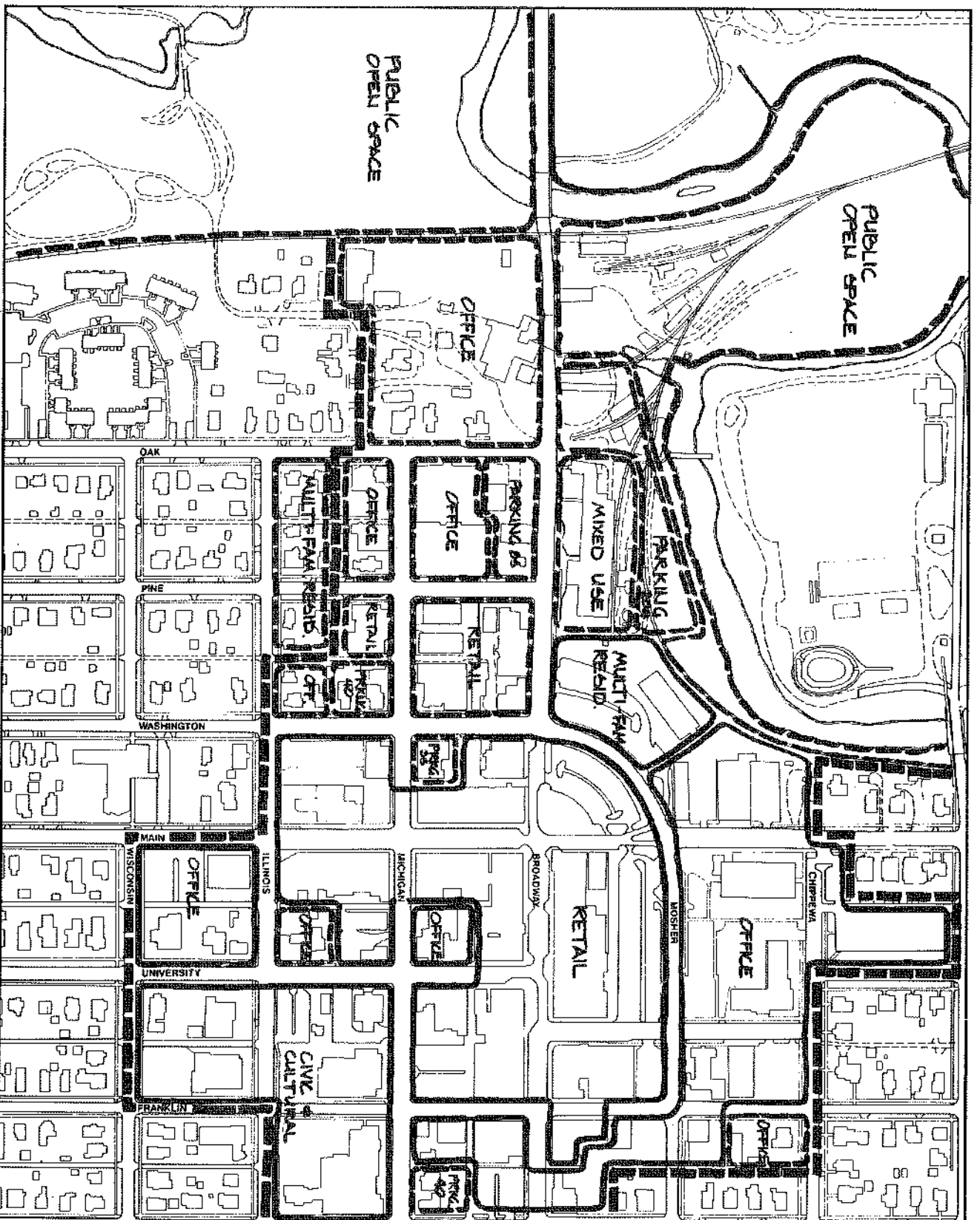
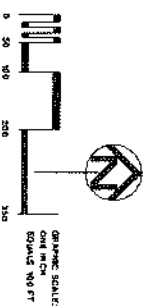
LEGEND

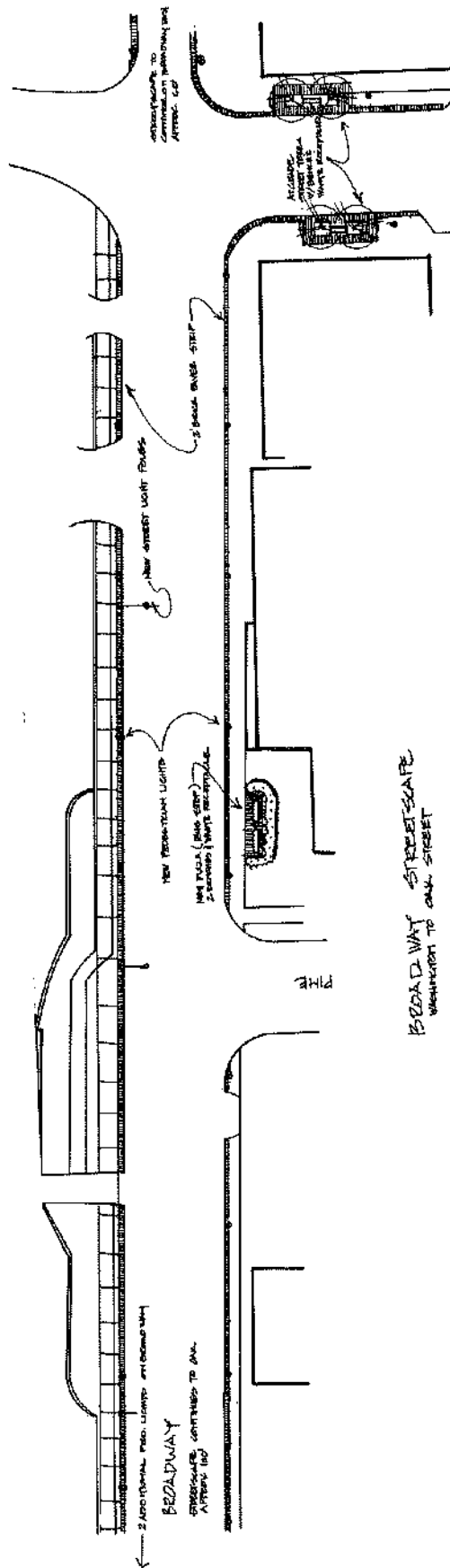
Retain Existing

Redevelop

CBD Boundary

WIDE
STREET
REDEVELOPMENT



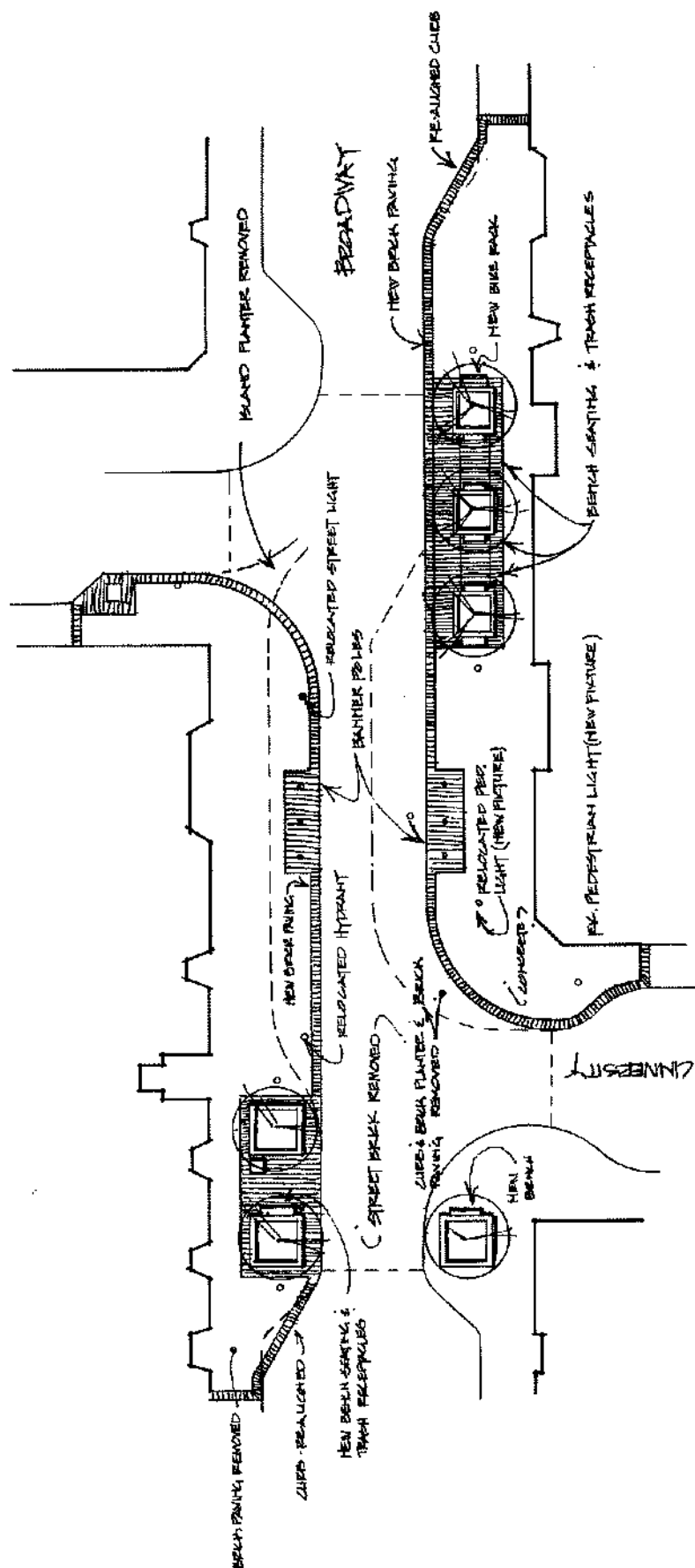


STREETSCAPE DESIGN

MT. PLEASANT, MICHIGAN

MT. PLEASANT, MICHIGAN

MT. PLEASANT, MICHIGAN

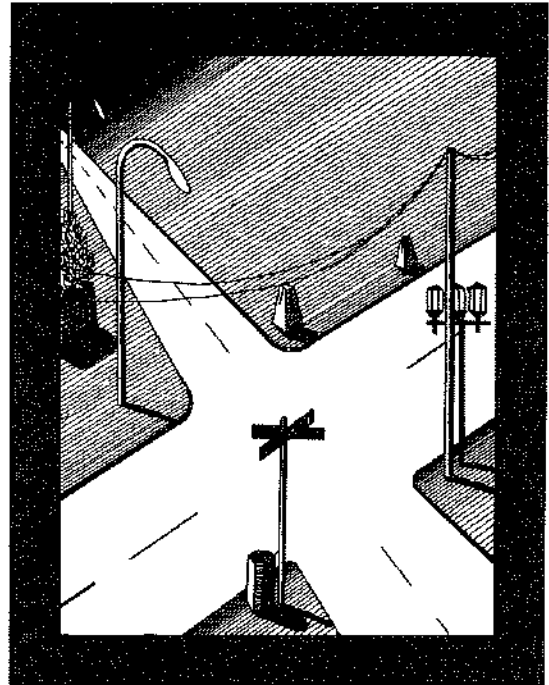


**THE
WBDC
GROUP**

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MAJOR THOROUGHFARE PLAN



I. Introduction

The goals of the Major Thoroughfare Plan are to improve the City street network so that existing and anticipated traffic can move efficiently and effectively through the City, to reduce congestion and accidents on Mission Street, to avoid disruption of residential neighborhoods by major through streets, to protect the traffic carrying function of major streets, and to coordinate land use decisions with the thoroughfare plan.

Studies of City streets used in preparing this plan include the 1973 Thoroughfare Plan, three Michigan Department of Transportation studies (1968 and 1978 Origin and Destination studies, and the 1984 TOPICS plan), and City traffic counts.

These studies indicate that the major traffic areas are Central Michigan University, the shopping areas and businesses along the Mission Street corridor, and the Central Business District. Other traffic activity centers are the Mt. Pleasant Regional Center for Developmental Disabilities and Central Michigan Community Hospital. Traffic volumes fluctuate greatly because of the university and associated activities during the school year and the recreational travel during the summer.

A traffic growth of approximately 9% a year has been most pronounced in the campus area and along the south end of Mission Street. Growth in the remainder of the community has been between zero and 6%.

The recent traffic count studies indicate that four locations are currently experiencing capacity problems:

- * High Street at Watson Road
- * High Street, west of Mission Street
- * Mission Street at High Street
- * Mission Street at Broomfield Road

By projecting increases at a rate of 3% a year, the following locations will begin to approach or exceed capacity by the year 2005:

- * Bellows Street, west of Main Street
- * Broadway Street, east of Fancher Street
- * Broadway Street, west of Washington Street
- * Mission Street, north of Pickard Avenue
- * Pickard Avenue at Mission Street
- * Preston Street, east of Franklin Street

II. Problems and Issues

An analysis of the information from the studies, coupled with comments and concerns expressed by City officials, has revealed several problems and issues that require attention:

A. Relief for High and Mission Streets

The two most heavily traveled streets in the City correspond with the routing of state highway M-20 and business route US-27BR. High accident rates and diminished levels of service must be addressed.

B. Access Controls

The problems of unrestricted access are evident along Mission Street. Other streets (notably Broomfield Road) may experience similar problems as development occurs, unless the number and location of access points can be controlled.

C. Truck Routes

Designation of truck routes within and through the City has been an expressed concern. The location of these routes, their impact on residential areas, and their impact on streets must be considered in the plan.

D. Circulation around Central Michigan University

As the City's largest traffic generator, the university campus has a tremendous impact on the street network. Its sprawling physical layout also presents challenges in terms of unifying the campus without disrupting traffic flow through the southern half of the City.

E. Broomfield/Crawford Area

This area of the City has great potential for development. It is adjacent to the university campus, has excellent street access, and contains large undeveloped parcels of land. Improper land use and uncontrolled access, however, could have detrimental impacts upon Broomfield and Crawford Roads. In particular, as the only east-west arterial providing complete access across the southern half of the City, the traffic-carrying capacity of Broomfield must be protected.

F. Pedestrian Safety

The large numbers of pedestrians associated with the university must be considered in the plan. One major concern is pedestrian safety. The worst location in the City relative to pedestrian safety is the intersection of Broomfield Road and Mission Street.

G. Accidents Along Mission Street

The eight most frequent accident intersections in the City are all located along Mission Street. The volumes of traffic along with heavy turning movements at each of these locations contribute to the accident rate. Specific improvements must be considered for each location.

H. Downtown Traffic and Operations

Unlike most other areas of the City, streets in the downtown serve many functions. They not only carry traffic but provide parking, accommodate pedestrian activity, and contain a variety of furnishings and fixtures to enhance the area's appearance. These competing functions and demands must be carefully considered in terms of their

impact on traffic flow, safety and capacity. Some typical problems include trees obstructing pedestrian signals and planters obstructing traffic sight distances.

I. US-27 Access

The limited access to and from US-27 forces university and downtown trips onto Mission Street. These added trips exacerbate an already serious condition.

J. Routing of M-20

The Mission Street and Pickard Avenue corridors developed because of the high traffic volumes carried along these portions of M-20. The High Street portion of the highway has remained residential. Even though the street is congested, the minimal building setbacks and the residential character have made any major improvements (such as widening) costly and unpopular.

K. Bradley Street

Although no capacity problems on Bradley Street are anticipated during the study period (to 2005), there is a significant amount of vacant land along this street. The intensity of development when it occurs and the internal circulation system created could impact Bradley. As plans are prepared for this development, they should be scrutinized to accommodate this issue.

III. Recommendations

Based on the above problems and issues, both short-range and long-range goals and recommendations are made.

A. Short-Range

- * Implement the provisions of the TOPICS (Traffic Operations to Increase Capacity and Safety) plan as the document is updated by the state. The TOPICS plan includes low-cost recommendations to improve the traffic safety and operational efficiency at major intersections.
- * Adopt the Institute of Transportation Engineers "Guidelines for Major Street Design" (available at the City Engineer's Office) as the City's Major Street Design Standards.

- * Create a bypass route around Mission and High Streets using Pickard/Lincoln on the north and Lincoln/Broomfield on the south or perhaps an alternate route. This bypass route should be identified clearly by signs and adequately maintained to ensure its use.
- * Review the Downtown Traffic Control Plan and determine traffic control requirements.
- * Request that Central Michigan University develop a traffic impact study as a part of the proposed traffic changes near the campus. The plans should be approved and the staging of the traffic solutions implemented before any streets are closed.
- * Require the developer of all major new developments proposed in Mt. Pleasant to provide a City-prepared traffic impact study.
- * Adopt a road classification system for all City streets.

B. Long-Range

- * Request an additional interchange at Broomfield Road and US-27.
- * Implement improvements on Mission Street as recommended in the Corridor Improvements Plan.
- * Improve the Pickard/Lincoln bypass by widening and strengthening the roadway and upgrading signage.
- * Improve the Broomfield/Lincoln bypass by widening and strengthening the roadway and upgrading signage.
- * Extend the following collectors: Bradley Street, Broadway Street, Brown Street, Crapo Street, and either Bellows Street or Preston Street.
- * As development occurs along Broomfield Road west of Crawford Road, limit access to permit Broomfield to serve the area. Future collector streets should also be accommodated in this area.
- * As development occurs, use alignments for local streets that do not introduce traffic onto the local street system.

IV. Implementation Strategy

- A. Request a periodic status report of the TOPICS plan from appropriate state agencies.

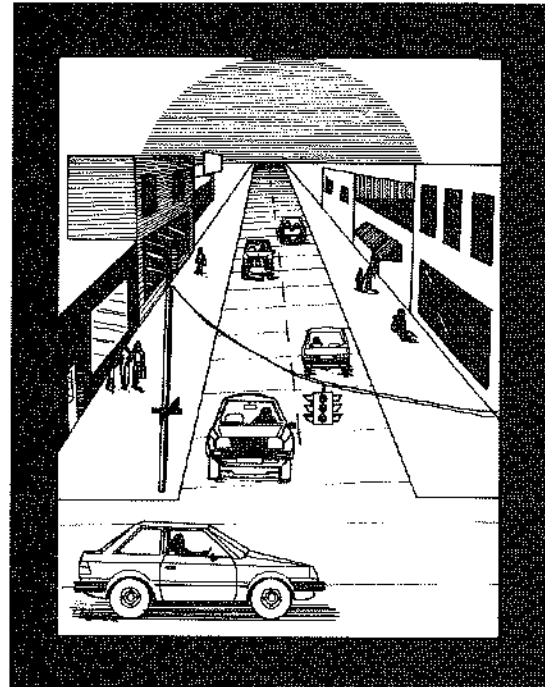
* Collectors

- Adams Street, Broadway Street to High Street
- Bamber Road, north of Pickard Avenue
- Bellows Street, Washington Street to Isabella Road
- Bradley Street, Broomfield Road to Pickard Avenue
- Broadway Street, Lincoln Road to Isabella Road
- Brown Street, High Street to Corporate Drive
- Crapo Street, Broadway Street to Broomfield Road
- Crawford Road, Deerfield Road to Preston Street
- Crawford Road, north of Pickard Avenue
- East Campus Drive
- Fancher Street, Pickard Avenue to Industrial Drive
- Harris Street, Broadway Street to Pickard Avenue
- Industrial Drive, Fancher Street to Mission Street
- Main Street, Mosher Street to Pickard Avenue
- Maple Street, Brown Street to Mission Street
- Preston Street, Crawford Road to Isabella Road
- Watson Road, Preston Street to High Street
- West Campus Drive

* Locals

- All remaining streets

MISSION STREET/PICKARD AVENUE CORRIDOR IMPROVEMENTS PLAN



I. Introduction

The purposes of the Mission Street/Pickard Avenue Corridor Improvements Plan is to identify and analyze specific problems of Mission Street and Pickard Avenue and to suggest ways to solve them. The area studied was Mission Street from Bluegrass Road to Corporate Drive and Pickard Avenue from Harris Street to Isabella Road (see map). Additionally, three representative areas on Mission and Pickard were selected for planning to illustrate how the recommendations presented in this document could be implemented. These area plans are located within the Reference Master Plan.

Mission Street is a heavily traveled commercial corridor located near the center of the eastern half of Mt. Pleasant, with traffic volumes that range from 11,700 vehicles per day north of Pickard Avenue to 29,000 vehicles per day at High Street. Capacity and congestion problems are experienced at nearly every major intersection with a number having significant accident histories. Pedestrian-related problems occur at the Mission Street-Broomfield Road intersection.

D. Land Use Along Mission Street

- * Conduct a comprehensive land use study to determine where lot depths can be increased to accommodate general business district (C-3 zoning) development.
- * Encourage adjacent commercial properties to share parking, access and signage.
- * Pave and improve alleys on the west side of North Mission Street to allow one-way commercial traffic. Screen walls should be replaced with landscaping to allow vehicular access. Where a building is located on the alley, access points should be at least 20 feet from the corner of the building. No parking or unloading should be permitted in the alleyway although service access for deliveries should be provided.

E. Traffic Operations

- * Implement the Major Thoroughfare Plan recommendation that Pickard/Lincoln and Lincoln/Broomfield bypass routes be established to decrease through traffic, and install signs at the M-20/Lincoln Road intersection to indicate downtown and Mission Street services.
- * Adopt a driveway ordinance, using the Institute of Transportation Engineers' "Guidelines for Driveway Design and Location" as a guide.

F. Lot Requirements

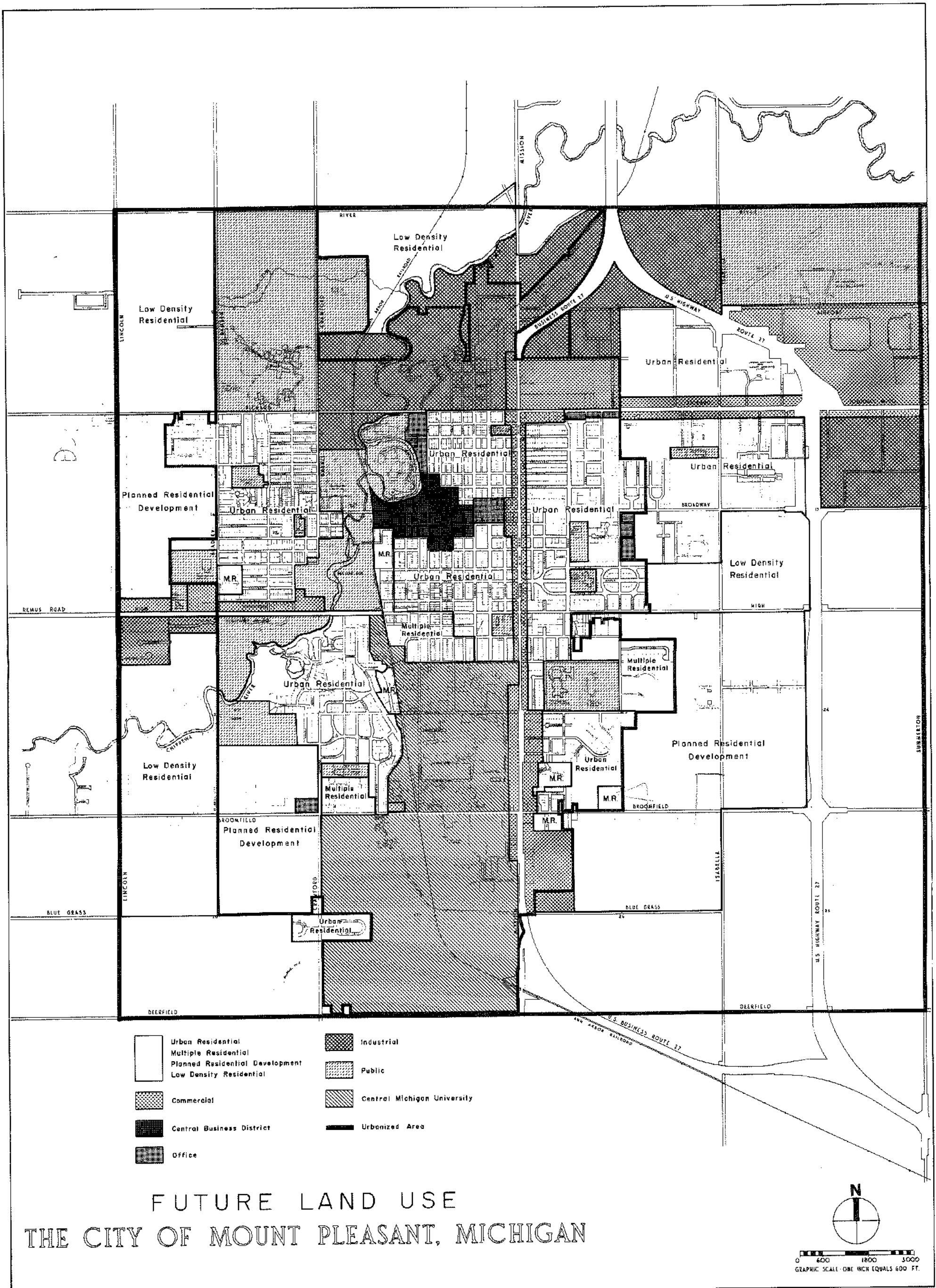
- * Increase the lot width requirement in the C-3 district to 80 feet to allow for adequate on-site circulation and parking.
- * Reduce the front yard requirement in the C-3 district to 35 feet and prohibit front yard parking.
- * Increase the rear yard requirement to 40 feet to permit a greater buffer between the commercial area and adjacent residential areas and to permit more parking in the rear yards.
- * Amend the Zoning Ordinance provisions regarding setback requirements for buildings located between non-conforming buildings to require full setbacks.
- * Require sufficient lot depth (300') for new growth areas in commercial zoning along Mission Street.

G. Parking

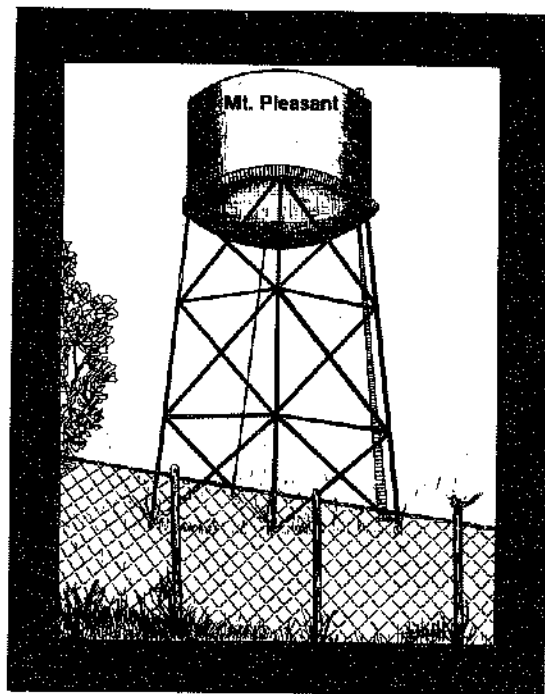
- * Declare all unpaved parking areas a nuisance and notify the owners that they have two years to either pave the areas or discontinue using them for parking.
- * Prohibit parking along side streets within at least 100 feet of an intersection and encourage businesses in these areas to provide additional on-site parking.
- * Reconstruct curbs where they have been removed and provide standard driveway openings either as redevelopment occurs or by the City in the right-of-way.
- * Prohibit parking in front yards.
- * Prohibit the conversion of a single-family home to a commercial business unless either the lot meets the minimum width of 80 feet or adequate parking and maneuvering areas are provided in the rear yard or through joint use of parking and drives.
- * Require shared access and shared parking where appropriate.

H. Signs

- * Amend the Zoning Ordinance to specify the number, type and size of signs in the C-3 district:
 - Pole Signs. One per property limited in size to two square feet for each five lineal feet of street frontage, with a maximum of seventy-five square feet.
 - Wall Signs. One wall sign per street frontage limited to ten percent of the wall area with a maximum of one hundred square feet per sign.
 - Directional Signs. Number of signs to be determined by the zoning administrator with the total area of signs limited to six square feet and each sign limited to three square feet.
- * Discontinue incentives for setting back pole signs from the property line.
- * Replace the temporary sign provision with a provision to allow a fifteen percent increase in sign area for a "reader board" or changeable message sign attached directly to the primary sign.
- * Discontinue provisions for roof and projecting signs.



PUBLIC UTILITIES PLAN



I. Introduction

The Public Utilities Plan is based on a study prepared by the engineering firm of Williams and Works. They studied four systems of the City's utilities--the storm sewer system, the water supply system, the water distribution system, and the sanitary sewer system--evaluating the adequacy of the systems for the present and for future development. The study area for the plan is the area bounded by Lincoln Road on the west, US-27 on the east, River Road on the north and Deerfield Road on the south.

Additionally, the plan briefly reviews Mt. Pleasant's solid waste system in terms of collection and disposal.

II. Issues and Problems

A. Storm Sewer System

The only short-term improvements in the storm sewer system appear to be those required to service University Park. For long-term development, a system of storm sewers and retention basins will be needed in outlying areas.

B. Water Supply

Although the water supply is adequate for the existing population, a 1986 citizen attitude survey suggests that the majority of the residents feel the quality of water is inadequate.

The ground water pumped by the water supply wells in the City, as noted below, contains calcium and magnesium hardness levels of 350 to 500 milligrams per liter (mg/l). These wells also have an iron content that varies between one and two mg/l. Because of these relatively high hardness levels, approximately 65 percent of the residents own or rent home water softeners.

The home softener (an ion exchange softening unit) changes the sodium level of drinking water. These units exchange sodium for the hardness present in water. If a resident whose water has an original sodium level of 60 mg/l and a hardness level of 450 mg/l softens the water with an ion exchange system, the sodium level of the softened water would be raised to 510 mg/l.

Thus, while the City's water is well within the standards of the Michigan Department of Health, the general public has become more concerned about water quality and the effect of sodium and other minerals upon individual health.

The City's Division of Public Works has supplied the following information about the water supply and distribution systems:

Source of supply:	7 ground water wells
Pumping capacity:	5.2 million gallons per day
Average use:	2.6 million gallons per day
Delivery data:	4" to 20" mains of cast iron, transite and PVC Approximately 76 miles of water main Approximately 4,500 customers
Storage facilities:	2.7 million gallons - ground storage 1.5 million gallons - elevated storage
Pressure:	50-60 p.s.i.

Water Characteristics: Treatments:
fluoride (1.0-1.5 mg/l)
chlorine
phosphate
Hardness: 350-500 mg/l (31 grains)
Sodium: 60-70 mg/l (raw water)
Iron: 1-2 mg/l
Turbidity: 0
pH: 7.2-7.3 (very slightly alkaline)
Temperature at wells: 48° F.

C. Water Distribution System

The water distribution system is adequate for handling the existing volume of flow used by the current population, but it would have to be expanded for serving a larger population or increased business and industrial uses.

D. Sanitary Sewer System

The sanitary sewer system is adequate for future development unless such development is concentrated in a particular area.

E. Solid Waste

The City collects residential and commercial solid waste by contract through an independent hauler. Approximately 1800 cubic yards (675 tons) of refuse are transported each month to the Isabella County Landfill. The landfill encompasses 120 acres, of which nine are used as a base. This facility collects about 100 tons of solid waste per day. The county has plans to construct a four to five acre cell for disposal within the landfill, subject to the approval of the Michigan Department of Natural Resources. While this new cell would meet the current needs of the City and the county, it must be viewed as an interim solution. Long term answers which provide reliability and reasonable cost must be found to the solid waste disposal issue.

III. Recommendations

A. Storm Sewer System

- * Construct a storm collection system for the University Park;
- * Construct a system of storm sewers and retention basins, as needed, for development to the east, south and west of the City;
- * Establish a capital improvements program to maintain a 100-year replacement schedule for existing storm sewers.

B. Water Supply System

- * Improve the quality of the water supply at the tap without the need of home softeners by reducing levels of
hardness to 125-190 mg/l,
iron to 0.05-0.3 mg/l, and
sodium to 80-100 mg/l.

This may be accomplished by the construction of a centralized treatment plant using a combination of Chippewa River and groundwater supplies.

C. Water Distribution System

- * Improve the system when street work is done by replacing 4-inch mains with 6- or 8-inch mains in single-family residential areas and 12-inch mains in multi-family, commercial or industrial areas;
- * Install hydrants at intersections where there now are none;
- * Add an 8-inch main in Fancher Street from Pickard Avenue to Broadway Street.
- * Expand the system as development occurs by installing four loops of 12-inch main in each quadrant of the study area;
- * Replace all cast iron mains within 15 years;
- * Establish a capital improvements program to maintain a 50- to 100-year replacement schedule for the entire system.

D. Sanitary Sewer System

- * Reevaluate the existing system each year to provide early detection of necessary improvements;
- * Complete the rehabilitation work recommended in the Sewer System Evaluation Survey (1979) within the next 10 years;
- * Replace the sewer system on a 100-year schedule, coordinating the work with street repairs and replacement.

E. Solid Waste

- * Reduce the dependence on the county landfill by considering alternative solid waste disposal methods such as the construction of a co-generation waste-to-energy facility. This plant could utilize the City's refuse as part of a fuel in the production of steam and electricity.

F. Financing

- * Set aside funds to meet the aforementioned construction and replacement schedule in an orderly manner.

LAND USE PLAN



I. Introduction

The purpose of the Land Use Plan is to provide guidance for consistency and coordination of proper land use when zoning decisions are being made. The future land use map was developed after consideration of recommendations presented in the other Master Plan elements.

Using aerial photography and site visits, a physical inventory of the City and its surrounding area was taken. The use of the 6.92 square miles of area within the city limits was categorized as follows:

A. Residential

Approximately 26% of the land--1,150 acres--in Mt. Pleasant is devoted to single-family, duplex and multiple-family dwellings.

B. Industrial

Approximately 4% of the City land area is used for industrial firms, mainly light manufacturing and warehousing. Most of the industrial uses occur north of Pickard Avenue and west of Mission Street.

C. Commercial

Shopping centers along Mission and High Streets, as well as the Central Business District, comprise 335 acres or approximately 8% of the City's land area.

D. Institutional

Churches, schools and government properties, including Central Michigan University, encompass 856 acres of land or approximately 20% of the total.

E. Open Space

Agricultural lands, woodlands, water areas, parks, and roads comprise nearly 40% of the total land area.

Of the total land area in the City, over 50% is exempt from property taxes.

II. Issues and Problems

Any attempt to project future land use in a city the size of Mt. Pleasant is subject to many variables. One large business moving into or out of the area could drastically change the scope of planning.

Despite the uncertainties, the need to formulate a realistic planning program must be based on some index of what is likely to occur. Therefore, future land use recommendations are based on the presumption that the community will grow at a relatively steady rate such as it has done in the past.

III. Recommendations

- A. Develop existing industrial parks and properties by retaining existing firms, by expanding the community's economic base, and by limiting commercial use in the industrially zoned properties, especially north of Pickard Avenue.
- B. Fully develop the City park system by upgrading equipment in the parks, acquiring Chippewa River frontage and linking parks with river frontage.
- C. Expand housing availability for the elderly and for families by:
 - * Avoiding commercial intrusions into single-family housing areas;
 - * Promoting family housing in established residential areas (designated as urban residential on the zoning map) through construction of duplexes, flexible zoning techniques, and conversion of older student housing;

- * Utilizing offices and family apartments as transition uses between commercial and residential areas;
 - * Controlling student oriented housing south of High Street and promoting the eventual phase-out of such housing north of High;
 - * Promoting historic homes through federal, state and local recognition.
- D. Establish, with the cooperation of Union Township, a joint Union Township-City of Mt. Pleasant committee to study and recommend how best to provide governmental services--utilities, public safety, roads, recreation--to the citizens of the Township and City. This study should include a discussion of the pros and cons of annexation of portions of or all of the Township into the City. The study committee should be composed of citizens of both Township and City, who currently are neither elected officials nor employees of the Township or City.
- E. Through the cooperation of the City and Union Township, establish an Urban Growth Area bounded by River, Summerton, Deerfield and Lincoln Roads where full urban services such as water, sanitary sewer and storm drainage are needed. To do this:
- * Provide flexible planned residential development zoning for projected growth areas;
 - * Plan for urban services in all residential areas, with low density residential areas (see map) the last to be developed;
 - * Adopt guidelines for public utilities development recommended in the Public Utilities Plan;
 - * Construct a centralized water treatment facility.
- F. Upgrade the appearance of the commercial areas by:
- * Creating a strong, vital Central Business District;
 - * Adopting the landscaping and screening provisions of the Mission Street/Pickard Avenue Corridor Improvements Plan;
 - * Maintaining and upgrading the signage, sidewalks and curb cuts along commercial corridors;
 - * Considering professional office usage as an alternative to commercial zoning where there is insufficient depth of lots.

IV. Implementation Strategy

The Future Land Use Map presented here forms the basis for consideration of zoning decisions as development in the area occurs. It is important to note that the map is not intended as a zoning map, but rather as a guide for determining long-range general land use.

OVERVIEW AND PERSPECTIVE

A plan which makes multiple recommendations under nine disparate headings calls implicitly--if it is to be of practical value--for ranking the various goals according to some sort of a priority system. No complete ranking has been attempted, however, due both to the complexity and non-comparability of the many objectives and to the certainty that changing circumstances will outdate any listing.

Alternatively, this Mt. Pleasant Master Plan sets forth a single, multi-plan goal toward which it recommends that the City move. The goal is no less than to make Mt. Pleasant the most desirable city in the State of Michigan. It is suggested that when future resources limit the number of recommended actions which can be undertaken at any one time, those be selected which do the most toward meeting this single goal.

The future value of specifically defined, direct actions may be difficult to assess, but the indirect value of this goal is incontrovertible: to the extent that Mt. Pleasant becomes the most desirable city in the state, businesses and individuals will go out of their way to be located here, and when here will support the growth and wellbeing of the community they have chosen.

In order to establish specific planning priorities for Mt. Pleasant, each year as it writes the annual Master Plan addendum, the Planning Commission will set goals for the next several years. This action will help to focus the City's attention on the more immediate needs of the community.