



City of Mt. Pleasant

Master Land Use Plan



*Adopted
September 2006*

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INTRODUCTION



This City of Mt. Pleasant Master Land Use Plan is a statement of policy whereby decisions are guided regarding the physical growth and development of the community. The plan is long-term and comprehensive in nature. This means it looks ten to twenty years into the future and is all inclusive in scope – including plans for future land uses, thoroughfares, parks, open space, and any other significant physical elements. The Master Land Use Plan contains policies, target area summaries, a transportation plan, and a land use plan. Major changes to the Plan require approval of the City Planning Commission and the City Commission.

Once adopted, the Master Land Use Plan is the official policy guide to be used by the City Commission and Planning Commission to solve the existing and anticipated community development problems identified in this document. Through the text and maps, the Plan illustrates the attitude and desire of the community toward future growth and development. Furthermore, the Plan also promotes continuity in development policy as appointments to the Planning Commission and City Commission change over the years.

Since the last full master plan was adopted in 1987, a series of amendments were added, including updated census figures and the *1996 Beyond 2000 Strategic Plan*.

This major update of the City's Master Land Use Plan incorporates the results of the following major planning efforts conducted since 2000: the *Mt. Pleasant Downtown Blueprint 2003*, the *2000 Mt. Pleasant Urban Area Traffic Master Plan*, the *2003 Central Michigan University Bike System Feasibility Report*, the City's *Capital Improvement Plan 2004-2008*, and the *2004 Mt. Pleasant Parks and Recreation Master Plan*. Other planning efforts considered include the *2001 Central Michigan University Campus Master Plan* and the *2001 Isabella County Master Plan*.

What is Planning?

Planning is a process which involves the conscious selection of policy choices relating to land use, growth, and development in the community. The Master Plan is the primary official City document which sets forth growth and development policies for the future of the community. The City derived its authority for the preparation of a Master Plan from the Municipal Planning Act P.A. 285 of 1931. Section 6 of the Act states, in part:

The commission shall make and adopt a master plan for the physical development of the municipality, including any areas outside of its

boundaries, which, in the commission's judgment, bear relation to the planning of the municipality. The plan, with the accompanying maps, plats, charts, and descriptive matter shall show the commission's recommendations for the development of the territory, including, among other things, the general location, character, and extent of streets, viaducts, subways.

How is the Plan to be Used?

The plan serves many functions and is to be used in a variety of ways:

- 1) The Plan is a general statement of the City's goals and policies and provides a single, comprehensive view of the community's desire for the future.
- 2) The Plan serves as an aid in daily decision-making. The goals and policies outlined in the Plan guide the Planning Commission and City Commission in their deliberations on zoning, subdivision, capital improvements, and other matters relating to land use and development. This provides a stable, long-term basis for decision-making.
- 3) A third function the plan serves is providing the statutory basis upon which zoning decisions are based. The City and Village Zoning Act (P.A. 207 of 1921, as amended) requires that the zoning ordinance be in accordance with a plan designed to meet the residents' need for natural resources, places of residence, recreation, industry, trade, service, and other uses, and to insure they are situated in appropriate locations. However, it is important to note that the Master Plan and accompanying maps do not replace other City Ordinances, specifically the Zoning Ordinance and Map. Zoning is only one of the many legal devices used to implement the Master Plan.
- 4) The Plan attempts to coordinate public improvements and private development. For example, public investments such as road improvements should be located in areas identified in the Plan as having the greatest benefit to the City and its residents.
- 5) Finally, the plan serves as an educational tool and gives citizens, property owners, developers, and adjacent communities a clear indication of the City's direction for the future.

In summary, the City Master Plan is the only officially adopted document which sets forth an agenda for the achievement of land use goals and policies. The plan is not a panacea for the numerous conflicting desires of citizens and City officials. It is a long-range statement of general goals and policies aimed at unified and coordinated development of the City. As such, it provides the basis upon which zoning and land use decisions are made.

How was Public Input Obtained?

Citizen input is the core of any planning effort. In order for the goals of the plan to be achievable, general consensus regarding the issues vital to the community must be reached. One tool used to facilitate the gathering of citizen input was a Vision Fair held September 16, 2003. The visioning process provides a vehicle for people of diverse viewpoints to identify common dreams for their community and to verbalize those dreams in terms of a desired future.

September's highly successful vision fair was the largest of the public meetings with over 200 participants providing comments on six (6) general topic areas. Participants were encouraged to move from topic station to topic station, and were assisted by facilitators in each category. The topic areas were Downtown, Neighborhood, Public Facilities and Services, Recreational and Cultural Activities and Facilities, Community Economic Vitality, and Public Safety. The remaining public meetings (Focus Group #1 and #2) were more targeted, taking the results of the vision fair and developing specific strategies. Those attending Focus Group #2 voted on and ranked themes in order of preference.



**Planning the Future,
Vision Fair 2020**

How is the Plan Organized?

The City of Mt. Pleasant Master Plan is comprised of four basic sections. The *Background Studies* section discusses current demographics, land uses, historical trends and projections, illustrating the point from which planning must begin. The *Goals and Strategies* section outlines strategies or policies that provide a framework for a final plan. The *Future Land Use Plan* and *Transportation Plan* are the end results. The land use plan provides the community's vision for the future imposed upon the present scenario. The transportation plan is provided to identify road and intersection designations and improvements, as well as to discuss further opportunities for pedestrian enhancement. In the years following plan adoption, these final sections should be reviewed and amended when necessary.

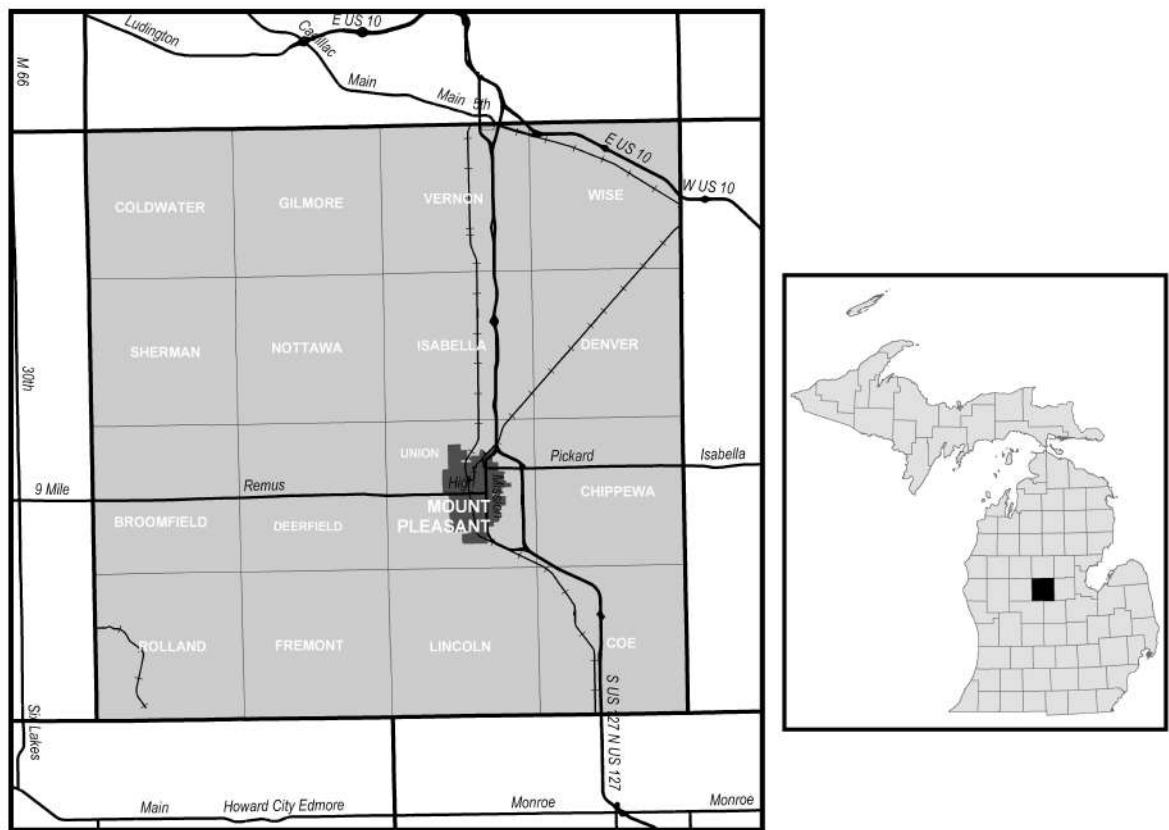
BACKGROUND
STUDIES

Location and Regional Context

Location

Mt. Pleasant is located in the heart of Michigan's Lower Peninsula along the banks of the Chippewa River. The City is located near the center of Isabella County at the crossroads of US-127 and M-20 and serves as the County Seat. The home of Central Michigan University (CMU), Mt. Pleasant consists of traditional neighborhoods, student residential areas, and a historic downtown. Each reflects the City's long and rich history. The communities of Midland, Big Rapids, Clare, Ithaca, Alma, and St. Johns are all within 40 miles. Mt. Pleasant is less than two and a half hours driving time from all major Michigan market areas such as Detroit, Traverse City, Grand Rapids, Saginaw, and the State Capitol, Lansing. Major out of state cities such as Chicago, Cleveland and Indianapolis are within 350 miles. The City is centered in one of the prime agricultural areas in Michigan and is in close proximity to many popular recreational areas located in Northern Michigan.

Figure 1. Regional Setting

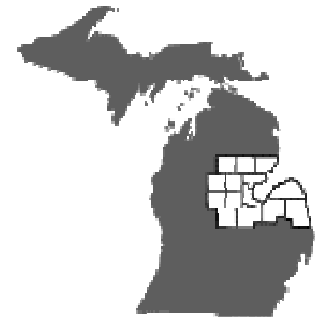


Regional Context

Mt. Pleasant is influenced by what is occurring outside of the City. The following is a brief description of planning for the region, as well as a sketch of Union Charter Township and the outlying areas of Isabella County.

Regional Planning

Mt. Pleasant is located within the East Central Michigan Planning & Development Region Commission (ECMPDR). The ECMPDR includes 14 counties throughout central Michigan. The goal of the ECMPDR is to promote intergovernmental cooperation and to retain local governmental control. To do this, the ECMPDR provides a number of planning services, including the development of local and regional plans, to public and private organizations.



**Counties within the
ECMPDR**

Charter Township of Union

Mt. Pleasant is surrounded totally by the Charter Township of Union. The relation between the Township and Mt. Pleasant is similar to the relationship of other adjacent city/townships throughout the state. Union Charter Township has had considerable growth in the last few decades. A large portion of this growth has been residential in nature, with new subdivisions and land splits occurring on roads which lead into the City. Commercial and industrial growth has occurred along the main thoroughfares, in association with the City's commercial and industrial uses and benefiting from direct access to US-127 and M-20.

Isabella County

Isabella County is in the geographical center of the Lower Peninsula. Mt. Pleasant serves as the County Seat for Isabella County. Most of the County is well suited to agriculture and it is among the top ten counties in many areas of Michigan agricultural production. Based on Michigan Department of Agriculture 1997 estimates, Isabella County is in the top ten for dry beans, oats, hay, all cattle, and milk cows. For hay production, Isabella County is number two in the state.

According to 1992 Government Statistics information, there are over 199,733 acres of land being farmed in the County. This accounts for nearly 55 % of all County land. Major crops are corn, various beans, wheat and hay-alfalfa. The region is one of the nation's leaders in the production of beans. Much of the land is naturally wet, swampy and poorly drained thus many fields have been tiled and drainage ditches developed. Each year some of the

agricultural land is converted to urban uses, particularly in areas adjacent to existing incorporated areas.

Historical Context

The history of the Mt. Pleasant area begins with the settlement by Native Americans. A treaty signed by the United States Government on August 2, 1855 permitted the Native Americans to claim lands, much of which was used for farming. The effects of this early settlement can be seen in the large number of Native American people, particularly of the Saginaw-Chippewa Tribe, currently residing in the area.

The founding of Mt. Pleasant resulted largely from the actions of David Ward who purchased the land in 1855 to log the extensive woodlands located along the Chippewa River. After completing the logging on the site, Mr. Ward surveyed the property into lots and named the new village Mt. Pleasant. With the passage of the Homestead Act in 1862, a wave of new settlers arrived in the community.

With the settlement of Mt. Pleasant, services and amenities in the community began to be established. One of those features was the Mt. Pleasant College, which would eventually become Central Michigan University. The school started as the Mt. Pleasant Business College in 1890, becoming the Mt. Pleasant Business College and Normal in 1891. As it grew, the school became the Central Michigan Normal School and Business Institute in 1892. With the continued expansion, there was a push for the school to become a state institution. Following legislative denial and continued rivalry between Central and the Michigan State Normal School in Ypsilanti (later to become Eastern Michigan University), the Michigan legislature approved Central Michigan as a state school in 1895.

In the 20th Century, the growth of the town shifted largely from farming and farm-related industries to chemical industries and oil. The first oil well in Isabella County was discovered in 1928, with others soon to follow. As a result of this, Mt. Pleasant became a boom town full of new residents from such oil regions as Pennsylvania, Texas, and Oklahoma. The oil industry continued throughout the century, though at a continual decline. However, many of the settlers and their descendants remained in Mt. Pleasant and made it their permanent home. In recent years, the continued expansion of Central Michigan University as well as the development and success of the Soaring Eagle Casino has contributed to the growth of Mt. Pleasant and surrounding area.

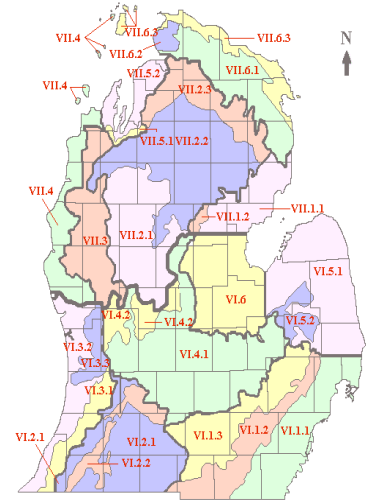
Physical Characteristics

Landscape Ecosystems

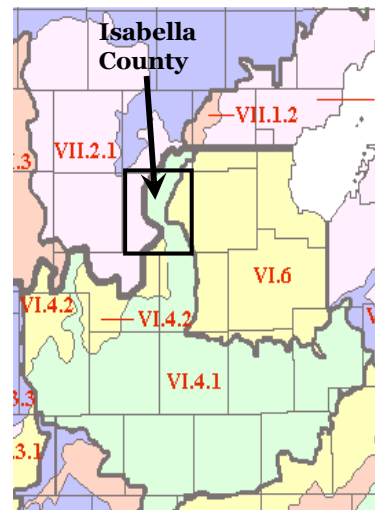
The State of Michigan is made up of numerous landscape ecosystems. These ecosystems include abiotic characteristics and biotic components. Isabella County includes four landscape ecosystems, the Saginaw Bay Lake Plain, Lansing, Greenville, and Cadillac. Based on maps and information provided by the United States Geological Survey (USGS), the City of Mt. Pleasant is located in the area of the former three categories. A description of the four ecosystems is provided below, followed by individual qualities associated with these ecosystems.

Table 1. Landscape Ecosystem of Isabella County

Sub-Section	Ecosystem Name	Description
Southern Lower Michigan (Section VI)		
VI.4.1	Lansing	Broad till plain with rich, loamy soils. This sub-section is the largest in Lower Michigan
VI.4.2	Greenville	Considered a transition from Section VI to Section VII because of sandy soils, intermediate elevations, and increased conifer dominance.
VI.6	Saginaw Bay Lake Plain	A flat glacial plain, broken by extensive sand channels. Originally home to one of the state's pineries on the somewhat poorly to poorly drained sands and clays.
Northern Lacustrine-Influenced Lower Michigan (Section VII)		
VII.2.1	Cadillac	Hilly topography and steep, sandy moraines resulting in good drainage.



Landscape Ecosystems of Michigan



Geology and Topography

The existing terrain in and around the City of Mt. Pleasant was created by the Wisconsin ice sheet, which retreated from the region about 13,000 years ago. Mt. Pleasant is characterized by a gently sloping ground moraine of the Lansing ecosystem and the extremely flat lakebeds of the Saginaw Bay Lake Plain.

The only grade variation of note is located in areas located adjacent to the Chippewa River which flows through Mt. Pleasant to the east.

Soils

Four soil associations are mapped in the Isabella County Soil Survey for the City of Mt. Pleasant. The well drained to poorly drained Guelph-Londo-Parkhill Association is found on the nearly level to gently rolling southwest and northwest corners of town. The Pipestone-Kingsville Association occupies most of Mt. Pleasant's eastern portion. These loamy soils, formed in glacial deltas and till plains, are nearly level and poorly to somewhat poorly drained. The Londo-Parkhill Association includes nearly level and somewhat poorly to poorly drained loamy soils on till plains. Finally, the Mecosta-Cohoctah Association is found along the Chippewa River. These soils are nearly level, somewhat excessively drained and poorly drained sand and loamy soils associated with the floodplain area.

Vegetation

Mt. Pleasant is situated in the transition region between the northern coniferous forests and the southern deciduous forests. Thus many species are at the extreme edge of their natural range. Pre-settlement vegetation in the area included mesic beech maple woodlots, black maple, oaks and their associates, and white ash. Typical hydric species found in wetlands and along the floodplains included red and silver maples, cottonwoods, and elms. Isabella County was extensively wooded at one time, and is known to have included one of the largest stands of pine and hardwoods in the Great Lakes Region, but was logged and cleared within the first years of settlement of the City. Humans have modified much of the vegetation within and around the City limits and many exotics have been introduced into the community plantings. The natural habitat has changed significantly but many urban-loving fauna have proliferated.



Chipp-A-Waters Park

Water Resources

The Chippewa River is the major surface water resource in the vicinity. The river flows through Isabella County and Mt. Pleasant from the southwest to the northeast. It joins the Tittabawassee River in Midland which, in turn, joins the Shiawassee in Saginaw to form the Saginaw River.

The river has a relatively large floodplain due in part to the flatness of the adjacent lands and the meandering aspect of the river. This has provided an opportunity for the City, as most of the lands adjacent to the river have



**Chippewa River
Island Park**

remained undeveloped or are owned by the City. Most City parks are located in these areas and have direct physical and visual frontage to the river. To a lesser extent, the river also winds through residential and industrial areas. It is recognized as a prime asset to the community and the community has recognized the need for its protection.

Mission Creek is an additional body of water located in the City. The creek flows through the northwest corner of the City before joining the Chippewa River just north of town. No natural lakes of significant size are within walking distance of Mt. Pleasant.

The City receives its drinking water from groundwater, the sources being seven wells and the Ranney Collector. This water is pumped to the Water Treatment Plant prior to distribution for use of the public.

Fish and Wildlife

The Chippewa River is the City's and County's largest linear waterway and is frequently used for outdoor recreation. A number of public access sites have been developed by the County and the City Parks and Recreation. The access sites are located downstream from the Lake Isabella Dam. Canoeing along the river is popular, and tributaries of the river such as Schofield, Cedar, Indian, Squaw, and Walker Creeks have been designated as trout waters by the Michigan Department of Natural Resources.

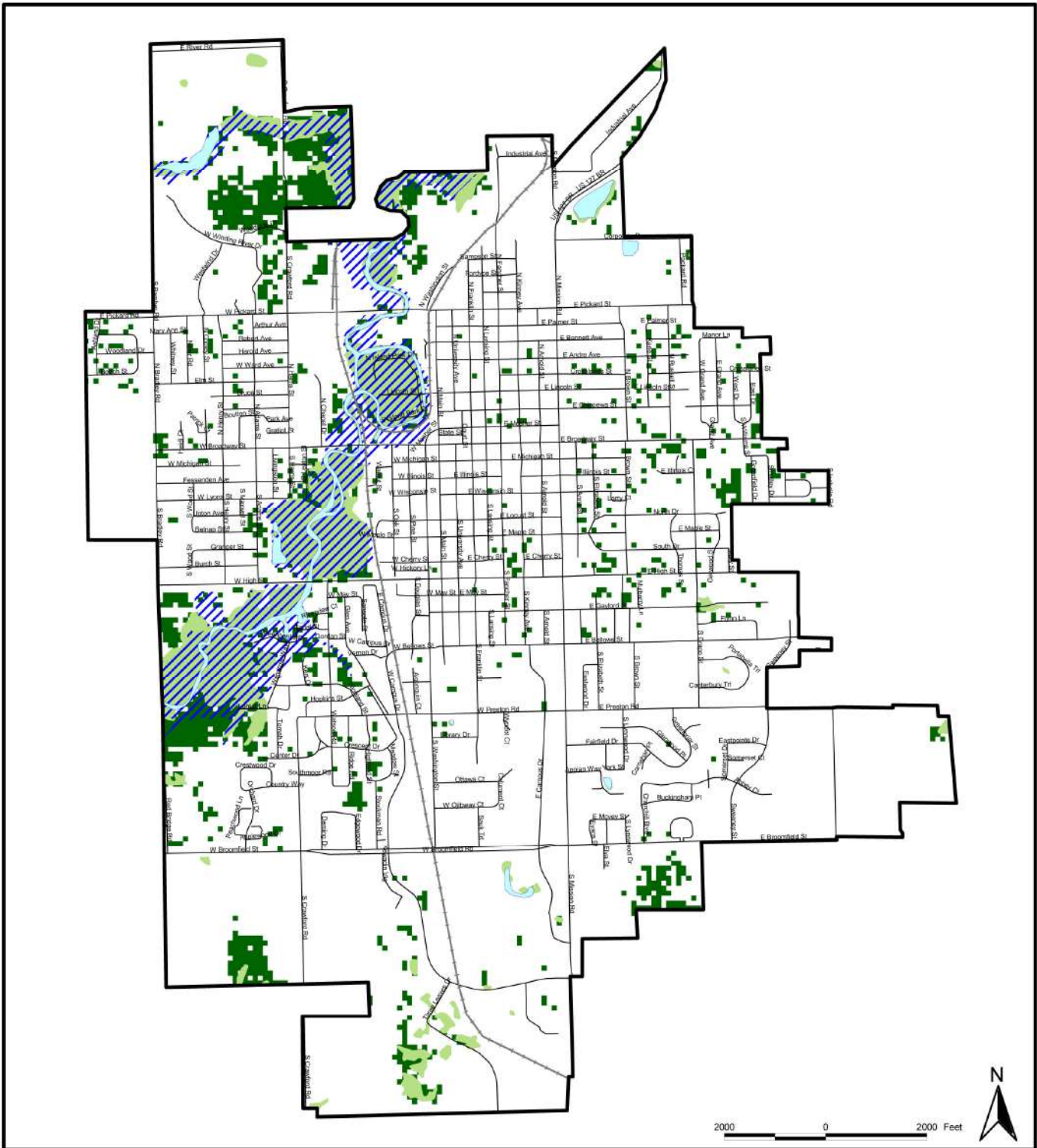


Chippewa River

Wildlife in Isabella County is similar to that found in other counties within mid-Michigan. Hunting of deer, pheasant, turkey and grouse is popular, particularly due to the abundance of agricultural lands in the county which serves as a ready source of food and habitat for these species.

Drainage

Many impervious surfaces have been developed with urban expansion over the past few years and there are some minor localized problems. Care should be taken that these are not exacerbated. Problems may arise during spring melt or summer thunderstorm activity on streets and in local depressions where development has taken place. Significant runoff from adjacent agricultural lands is minimal but still has the potential to be a localized problem.



LEGEND

- Lakes / Rivers
- Flood Plain
- Wetlands
- Wooded Areas

Figure 2: NATURAL FEATURES

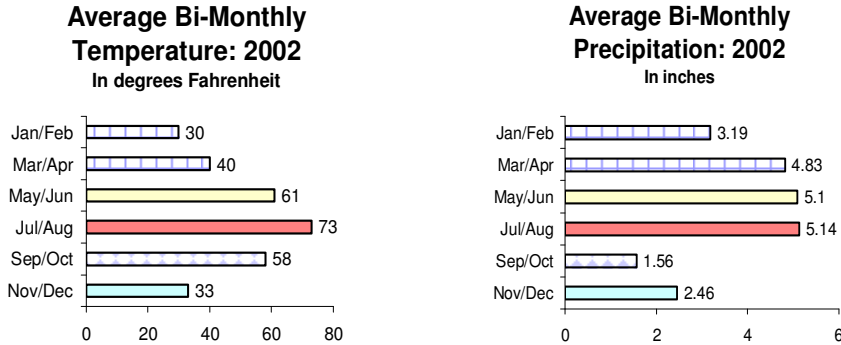
Mount Pleasant
Isabella County, Michigan

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Community Planners & Landscape Architects

Issued: 3/22/05
Source: 1992 National Land Cover Dataset
National Wetlands Inventory

Climate

The climate in Mt. Pleasant is generally uniform with that of the region. In January, the average high temperature is 29 degrees Fahrenheit, with an average low of 13 degrees Fahrenheit. In July, the average high temperature is 84 degrees Fahrenheit, with an average low of 58 degrees Fahrenheit. The average annual rainfall is 30 inches, with average annual snowfall at 36 inches.



Population

As part of the initial planning activities undertaken, which were preparatory to the formation of the City of Mt. Pleasant Master Plan, population characteristics and related demographics were compiled and analyzed. Familiarity with this information is essential to recognizing and ultimately addressing demographic and physical development trends, including land use patterns and infrastructure, community facilities, and housing needs. The primary sources used in compiling this data include the 1990 and 2000 U.S. Censuses, as well as the Michigan Department of Career Development (MDCD) and the Michigan Economic Development Corporation (MEDC).

Population Trends and Growth

Mt. Pleasant's 2000 population of 25,946 followed a general increase in population that had occurred in the City throughout the preceding 70 years. The largest increase occurred in the three decades following World War II, when the City's population increased by nearly 150 %.

In recent years, however, the population increased at a smaller rate than in the outlying townships. While Mt. Pleasant has historically been the population center for Isabella County, growth in the outlying communities reflects both the limited land in the City available for additional growth, and the general suburbanization trends seen throughout the state.

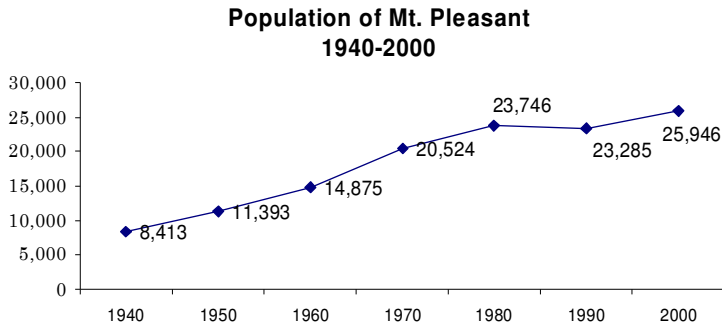
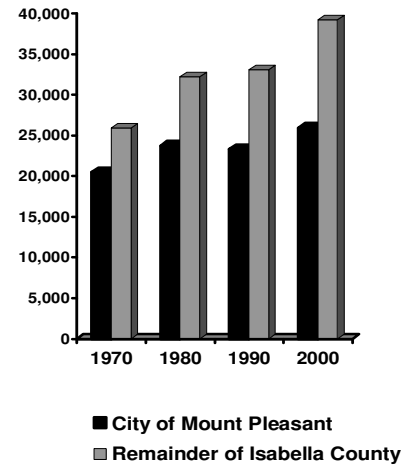


Table 2. Historical Population Data: Mt. Pleasant & Environs

	1970	1980	1990	2000	% Increase 1970-2000
Mt. Pleasant	20,524	23,746	23,285	25,946	26%
Broomfield*	727	1,246	1,266	1,579	217%
Chippewa	2,552	3,784	4,130	4,617	81%
Coe*	2,806	3,141	2,967	2,993	7%
Coldwater	531	714	732	774	46%
Deerfield	1,419	2,160	2,598	3,081	117%
Denver	921	1,059	1,019	1,147	25%
Fremont	1,010	1,215	1,217	1,358	34%
Gilmore	606	966	1,072	1,317	117%
Isabella*	1,757	1,916	2,025	2,145	22%
Lincoln	1,254	1,698	1,794	1,936	54%
Nottawa	1,758	2,042	1,968	2,278	30%
Rolland	927	1,105	1,138	1,157	25%
Sherman*	819	1,405	1,725	2,625	220%
Union Charter**	4,611	5,306	5,139	7,615	65%
Vernon	1,310	1,389	1,308	1,377	5%
Wise	1,065	1,218	1,233	1,306	23%
Total - Remainder in County	24,076	30,364	31,331	37,305	55%
Total - County	44,600	54,110	54,616	63,351	36%



*: Includes the Villages' population
Source: 2000 U.S. Census

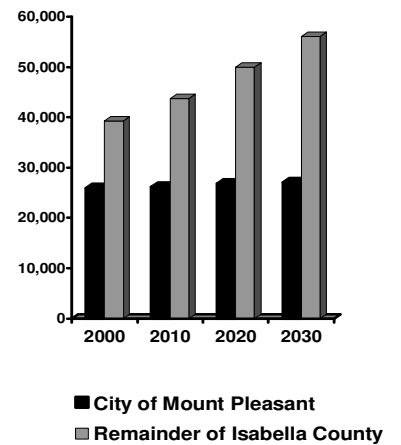
** See Page 18 for Mid-term Census numbers

Population Projections

Projections provided by the ECMPDR indicate a similar pattern. Growth will occur at a much smaller rate for the City (4 %), while Union (98 %) and most of the other outlying townships (45 %) will continue to experience substantial growth.

Table 3. Population Projections: Mt. Pleasant & Environs

	2000	2010	2020	2030	% Increase 2000-2030
Mt. Pleasant	25,946	26,205	26,764	27,021	4%
Broomfield	1,579	1,846	2,159	2,569	63%
Chippewa	4,617	5,032	5,333	5,759	25%
Coe	2,993	3,022	3,052	3,081	3%
Coldwater	774	744	751	763	-1%
Deerfield	3,081	3,419	3,692	3,987	29%
Denver	1,147	1,296	1,412	1,539	34%
Fremont	1,358	1,480	1,613	1,774	31%
Gilmore	1,317	1,651	1,997	2,396	82%
Isabella	2,145	2,230	2,341	2,481	16%
Lincoln	1,936	2,090	2,257	2,414	25%
Nottawa	2,278	2,596	2,855	3,111	37%
Rolland	1,157	1,279	1,355	1,409	22%
Sherman	2,625	3,153	3,941	4,689	79%
Union Charter	7,615	9,127	12,322	15,040	98%
Vernon	1,377	1,382	1,409	1,453	6%
Wise	1,306	1,353	1,420	1,462	12%
Total - Remainder in County	37,305	41,700	47,909	53,927	45%
Total - County	63,251	67,905	74,673	80,948	22%



*: Includes the Villages' population
Source: 2000 U.S. Census and ECMPDR data

Population Characteristics

In addition to examining the number of people in Mt. Pleasant and environs, it is important to understand the population characteristics of the community. The following presents basic information about the population of Mt. Pleasant and environs obtained from the 2000 U.S. Census.

Table 4. Population Characteristics: Mt. Pleasant & Isabella County

	City of Mt. Pleasant		Isabella County	
	#	%	#	%
Gender				
Male	11,724	45%	30,252	48%
Female	14,222	55%	33,099	52%
Age				
Under 5 years	891	3.5%	3,317	5.2%
5 to 9 years	808	3.1%	3,513	5.5%
10 to 14 years	788	3.0%	3,737	5.9%
15 to 19 years	5,848	22.5%	8,798	13.9%
20 to 24 years	8,679	33.5%	12,173	19.2%
25 to 34 years	2,553	9.8%	7,299	11.5%
35 to 44 years	1,823	7.0%	7,751	12.2%
45 to 54 years	1,683	6.5%	6,775	10.7%
55 to 59 years	563	2.2%	2,349	3.7%
60 to 64 years	403	1.6%	1,917	3.0%
65 to 74 years	801	3.1%	3,078	4.9%
75 to 84 years	754	2.9%	1,995	3.1%
85 years and over	352	1.4%	649	1.0%
Median age	21.8		25.1	
Race				
White	23,124	89%	57,970	92%
Black or African American	951	4%	1,224	2%
American Indian and Alaska Native	399	2%	1,745	3%

	City of Mt. Pleasant		Isabella County	
Race (cont.)				
Asian	739	3%	886	1%
Native Hawaiian and Other Pacific Islander	17	0.1%	29	0%
Some other race / two or more races	716	3%	1,497	2%

Source: 2000 U.S. Census

As the table notes, the City's median age is relatively young. This is consistent with other college towns throughout the state. Median ages in the outlying areas are mostly in the mid-thirties, reaching as high as 38 years of age in Deerfield Township.

Children make up 32 % of the total population in Mt. Pleasant. This number is similar to the number for the County (35 %). The number of young adults, however, is greater for the City (34 %) than the County (19 %). This can be explained by the location of Central Michigan University within City limits. The number of people 65 years and over (7 %) is similar to the number for the County (9 %).

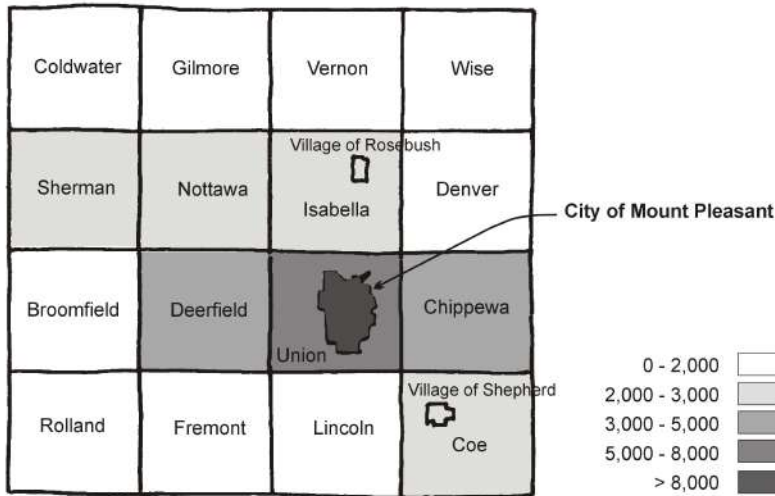
Mt. Pleasant is predominantly white. Native Americans, African Americans, and other races make up 11 % of the total population. Within Isabella County, 38 % of the minority population is Native American. The second largest minority group, with nearly 25 % of the minority population is African American. In addition, 1,419 persons, or 2 % of the total population in Isabella County, are of hispanic heritage. According to the U.S. Census, persons of hispanic origin are included in one or more of the race categories described above.

Population Distribution

Population is distributed unevenly throughout the County. The majority of the population is concentrated in the south-central section, around the county seat, the City of Mt Pleasant, which is by far the County's largest population center with a 2000 population of 25,946, nearly 41 % of the total County's population.

The northern half of the County is significantly less populated than the southern half. The three most densely populated Townships in the County are Union, Chippewa, and Deerfield located closest to the City. This is due to the fact that Mt. Pleasant is the County's largest employment center and that M-20 runs east-west through all three townships. The 2000 population

of these three townships combined with that of the City represents over 65 % of the total County's population.



Although the population of the City is only 25,946, Mt. Pleasant serves a much larger population because it is the cultural, entertainment, shopping, health care, educational, and employment center of the mid-Michigan region. The high quality of life, recreational facilities, and health care is starting to lead to increased numbers of retirees in the City and especially Isabella County around lakes and resort areas. Substantial growth in adjacent townships is anticipated and has already been observed for Union Township. Union Township's mid-term census (2005) shows an increase of almost 3,000 residents (35%) compared to Census 2000.

Increased construction of new apartments for the CMU student population in Union Township has lead to high vacancy rates of traditional student housing units in the City. This trend may lead to a lower total population in future census counts. However, it may also provide opportunities to reclaim neighborhoods for traditional families.

Households and Housing Characteristics

Households

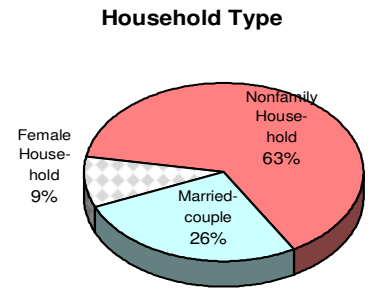
The City has a total of 8,449 households. The presence of Central Michigan University's student population has an appreciable effect on the overall household composition of the City. The City of Mt. Pleasant has a comparatively higher percentage of non-family households (63 %) than the

State of Michigan (32 %), and an average number of persons per household (2.38) that is relatively lower than the State average (2.56). Both of these characteristics are typical of a college town, where the number of individuals living on their own or rooming with classmates drives down the proportion of family households as well as average household size.

Table 5. Household Characteristics: Mt. Pleasant and Isabella County

	City of Mt. Pleasant	Isabella County	State of Michigan
Total Households	8,449	22,425	3,785,661
Family households	37%	58%	68%
--Married-couple family	--26%	--45%	--52%
--Single parent households	--11%	--13%	--15%
Non-Family households	63%	42%	32%
Households with individuals under 18	20%	30%	36%
Households with individuals 65 +	15%	18%	23%
Average household size	2.38	2.55	2.56
Average family size	2.88	3.03	3.10

Source: 2000 U.S. Census



The tenure of householders in the City of Mt. Pleasant is illustrated in Table 6. Compared to the State of Michigan, the statistics suggest that the City's population is relatively more transient. This is reasonable in light of the City's substantial student population.

Table 6. Tenure of Householder by Year Occupied

	City of Mt. Pleasant	Isabella County	State of Michigan
1999 to March, 2000	47%	29%	18%
1995 to 1998	26%	26%	28%
1990 to 1994	8%	13%	16%
1980 to 1989	9%	14%	16%
1970 to 1979	5%	9%	11%
1969 or earlier	5%	8%	11%

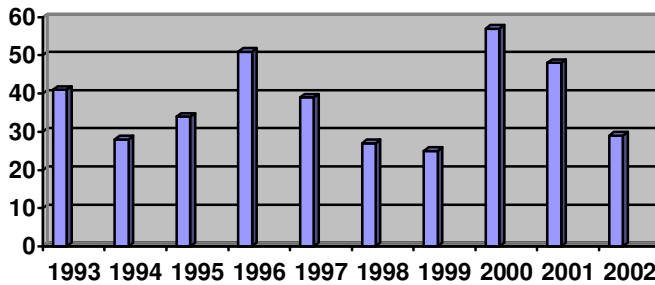
Source: 2000 U.S. Census

Housing Units

Mt. Pleasant has a total of 8,878 housing units as of the 2000 Census with 8,449 or 95 % occupied, and 429 or 5 % vacant. Of the occupied units, only 34 % are owner-occupied, which is substantially lower than the average for the State of Michigan (74 %). The rate of renter-occupied housing units (66 %) is considerably higher than the rate of renter-occupied housing units for the County. This is due to the large university population residing in Mt. Pleasant.

Analysis of the number of residential building permits issued can offer insight into the demand for residential development in the community. The graph below, displays the number of residential building permits for any type of residence issued on an annual basis in the ten years between 1993 and 2002. As the graph indicates, residential construction has fluctuated in the last decade. However, the fluctuation has been mostly minimal above and below the average of 38 new residential building permits per year.

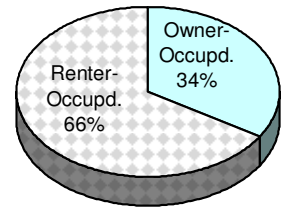
New Residential Unit Building Permits



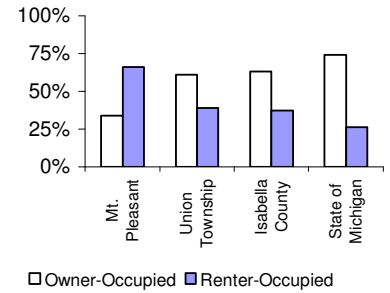
Source: City of Mt. Pleasant Building Department, 2002

Fourteen percent of the City's housing units were built prior to 1950, with 52 % of units built after 1970. Mt. Pleasant has new homes built to today's building standards, as well as older homes located in proximity to downtown. However, a number of the older homes, as may be expected, may need updating and modernizing. A comparison of the City of Mt. Pleasant's housing stock with that of the State of Michigan is provided below. As the table indicates, the housing stock of Mt. Pleasant is generally younger than that of the state.

Occupancy Types



Occupancy Types



Year Structure Built

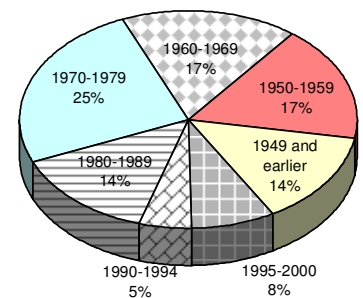


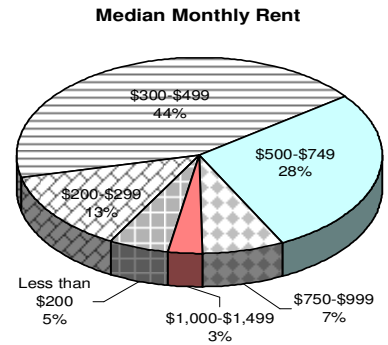
Table 7. Age of Housing Stock by Year Built, 2000

	City of Mt. Pleasant	State of Michigan
1995 to March, 2000	8%	9%
1990 to 1994	5%	6%
1980 to 1989	14%	11%
1970 to 1979	25%	17%
1960 to 1969	17%	14%
1950 to 1959	17%	27%
1949 or earlier	14%	17%

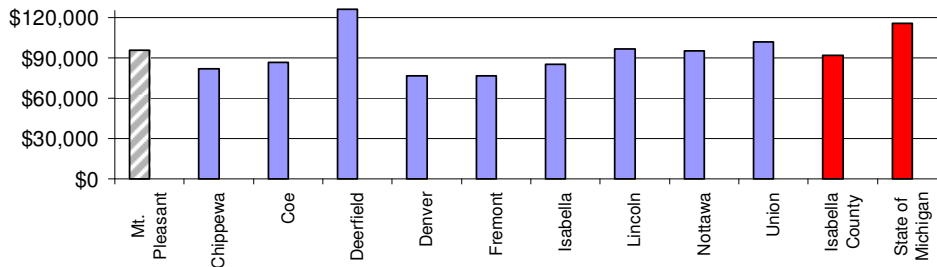
Source: 2000 U.S. Census

Of 2,900 owner-occupied housing units in the City of Mt. Pleasant, 34 % did not have a mortgage as of the 2000 Census. Median housing value for owner-occupied units in the City was \$95,500 in 2000, nearly one-fourth less than that of the State of Michigan (\$115,600). Median monthly housing costs for homeowners with a mortgage was \$873, while those without a mortgage paid \$288 monthly.

Renter-occupied units amount to 5,549 units. Median monthly rent for the City was \$446; only 38 % of renters paid over \$500 per month.



Median Housing Values

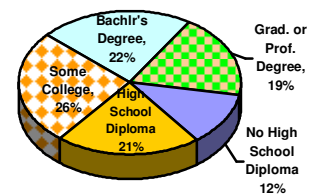


Socioeconomic Characteristics

Educational Achievement

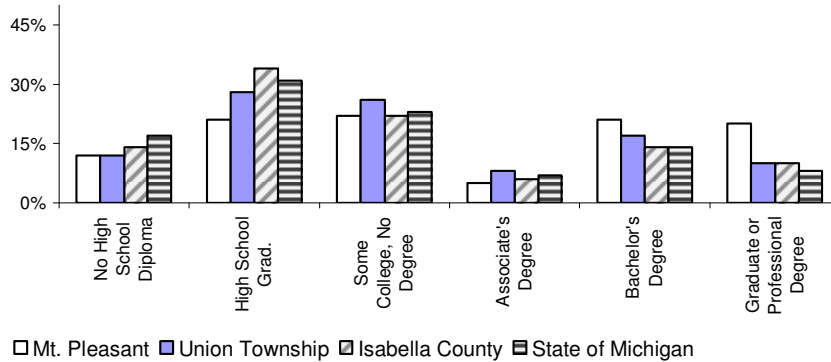
Mt. Pleasant’s residents are very well educated. Of the community’s adult population (25 years and older), 41 % of residents are college graduates (bachelor’s degree or higher). Moreover, 19 % of the population has a graduate degree or professional degree. The number of people having a

Educational Attainment of Mt. Pleasant



bachelor's degree or higher is considerably more than that for the County (24 %) or the State (22 %).

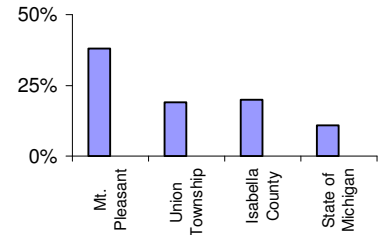
Educational Attainment Comparison



Income and Poverty

According to Census information, personal income for Mt. Pleasant residents increased by 22 % between 1990 and 2000. The 2000 census median household income is \$24,572. However, median family income is \$43,927, which is quite different than the figure for the median household income. The difference can be explained by the large number of students, typically in non-family households, earning little or no income.

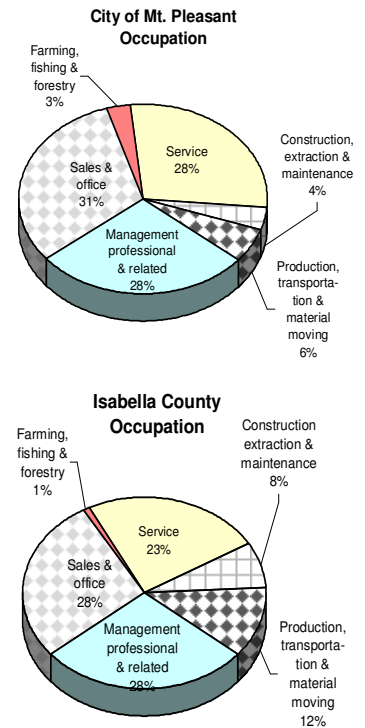
Individuals Below Poverty Level 2000

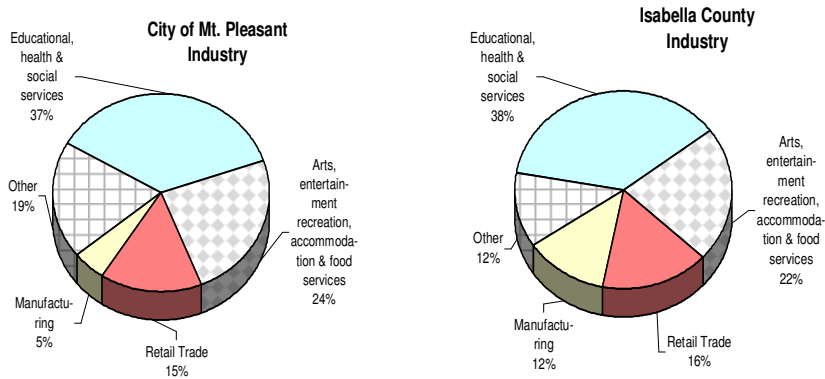


The percentage of people living in poverty increased by one percent in the last ten years, to 38 % of the population. As the figure indicates, Mt. Pleasant also has a higher percentage of individuals living below poverty than the County or State. Again this is due to the large number of students earning little or no income.

Occupation

Residents of Mt. Pleasant are employed in a range of employment categories. As the chart indicates, the largest categories include sales and office occupations, management, professional and related occupations, and service occupations.





Note: "Other" within the industry Chart includes categories with 5% of total employment or less, including Agriculture, Construction, Wholesale Trade, Information, FIRE, and Professional Services.

The largest employers in the Mt. Pleasant area include:

- the Saginaw-Chippewa Indian Tribe,
- Central Michigan University,
- Morbark Industries,
- the Delfield Company,
- Meijer Corporation,
- LaBelle Management,
- CME Corporation, and
- Randell Manufacturing.
- Central Michigan Community Hospital (CMCH)

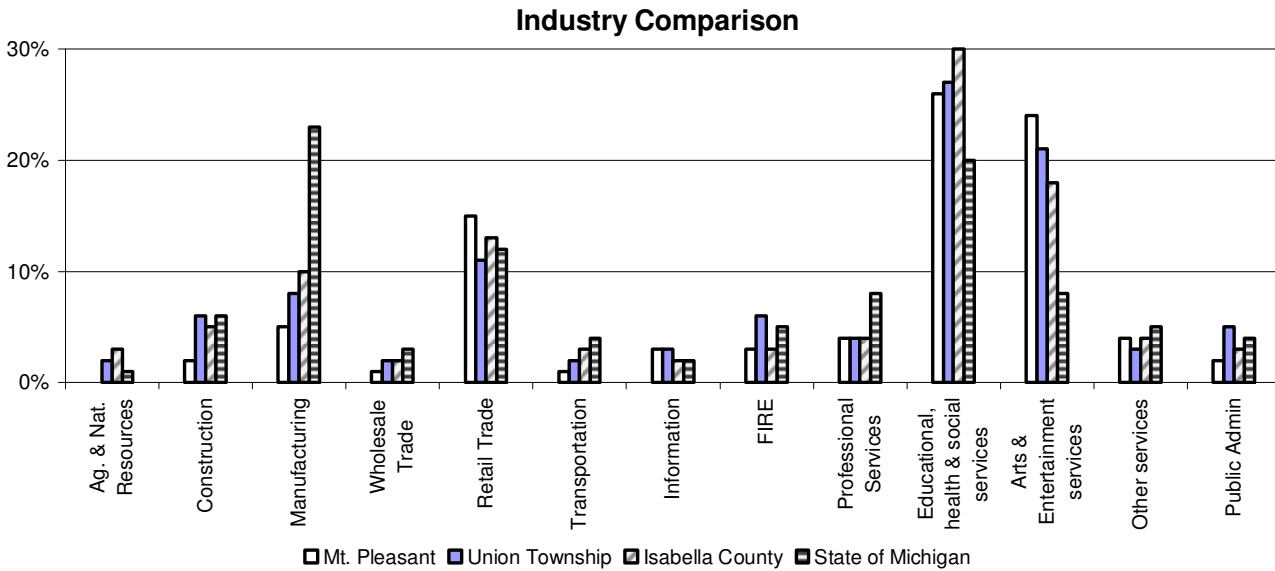
Mt. Pleasant has the largest labor force in Isabella County with nearly half of the total employed work force. Since 1970, the total labor force in Mt. Pleasant has increased by approximately 80 %, which lags behind the County's increase of 96 %. Historically, the City's unemployment rate has been lower than the County average. Unemployment percentages within the City are consistent when comparing the rates of 1970 and 2003. However, the table below indicates rates as high as 6 % in 1990 and decrease to as low as 3.8 % in 2000.

A general economic slowdown across the nation caused a rise in the City of Mt. Pleasant's unemployment rate to 4.6 % in 2003; this is, however, much lower than the State of Michigan's rate of 7.2 %.

Table 8. Labor Force and Unemployment Trends: Mt. Pleasant & Environs

	1970	%	1980	%	1990	%	2000	%	2003	%
Mt. Pleasant	7,925	4.7%	10,800	5.4%	10,550	6.0%	13,875	3.8%	14,300	4.6%
Isabella County	17,150	5.1%	24,575	7.1%	24,900	6.1%	32,750	3.9%	33,750	4.7%
State of Michigan	3,564,000	5.4%	4,243,000	10.4%	4,546,000	9.1%	5,082,000	4.0%	5,029,000	7.2%

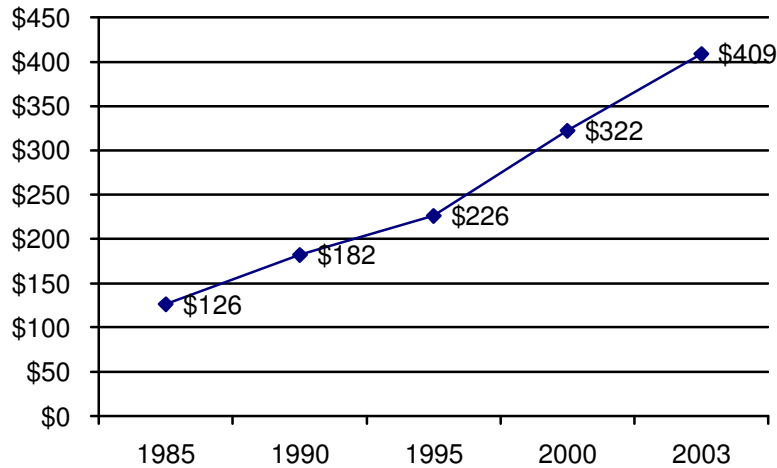
Note: All figures are from January of each indicated year.
 Source: Michigan Career Development Council, 2003



Note: a. FIRE is Finance, insurance, real estate and rental and leasing;
 b. Professional Services includes professional, scientific, management, administrative and waste management services
 c. Arts & Entertainment includes arts, entertainment, recreation, accommodation and food services

City Assessment History

The assessed values of the City of Mt. Pleasant from 1985 through 2003 are illustrated below. As the figure indicates, the City experienced a steady increase during the time period, reflecting the development and investment that took place within the City during that period.



Note: Figures are in hundreds of millions (\$126 = \$126,000,000)
Source: City of Mt. Pleasant Assessing Department, 2003

Community Services

The City of Mt. Pleasant has a commission-manager form of government, in which a City Manager is appointed by the City Commission. The Commission is made up of seven non-partisan members, each elected at-large. The Mayor is a member of the Commission and is selected on an annual basis by his or her colleagues. The City Manager and City Commission oversee the operations of Mt. Pleasant, which includes the provision of a variety of community services. A description of these services is provided below.

Fire and Police Services

Fire service in the City is provided by the fire department with 11 full-time and 18 part-time firefighters, a Chief Fire Marshall, a lieutenant, a captain, and an administrative assistant. The fire department is overseen by the Fire Chief. Protection services are provided to the City and to Union Charter Township. The fire department also works in mutual aid with all other county departments when assistance is needed.

Police protection is provided within the City limits by 23 sworn officers, a captain, an inspector, a community services officer, three members of the youth services unit, three detectives, and a chaplain. The police department also includes eight sergeants and some record professionals. Both departments are administered by the Public Safety Director.



National Night Out



National Night Out

Utilities

Mt. Pleasant provides both water and sewer to the entire community. The municipal water supply comes from nine deep wells and the Ranney Collector. This water is pumped to the Water Treatment Plant prior to distribution for use of the public. The treatment plant was constructed in 1995 at a cost of \$8.5 million. While the plant has a capacity of 8 million gallons a day, usage averages only approximately 2.7 million gallons, with maximum usage of approximately 4.8 million gallons in the summer. The plant also has a storage capacity of 4.5 million gallons.



Waste Water Treatment Plant

Streets

Streets within Mt. Pleasant are overseen by the City's Street Department. Comprised of 14 full-time and seasonal employees, the Department is responsible for over 70 miles of City streets. Responsibilities of the Department include maintenance and improvements to the City's streets, sidewalks, and sanitary and storm sewer systems associated with the streets. Maintenance of the streets is expansive and includes street sweeping, snow removal, sign maintenance, and street repair, all overseen by the Street Department.

Refuse and Recycling

The City provides a refuse collection service based on a bag/tag system. Residents may purchase bags or tags from local merchants to participate in the program and collection dates vary across the City. Bins are also provided to residents for recycling. A material recovery center is available for residents with yard waste, used motor oil, or various household hazardous wastes. Residents with bulk items may call licensed haulers or may haul bulk items to the Northern Oaks Landfill in Harrison.

Schools

The Mt. Pleasant School District teaches over 4,000 students. The district is comprised of the following school facilities.

Four K-4 elementary schools:

- Ganiard,
- Pullen,
- Rosebush, and
- Vowles.



Ganiard

Two 5-6 elementary schools:

- Fancher and
- McGuire.

Two middle/intermediate schools:

- West Intermediate, 7-8, and
- Oasis, 6-8.

Two high-schools:

- Oasis, 9-12, and
- Mt. Pleasant High, 9-12.

The District encompasses all of the City of Mt. Pleasant, as well as portions of Chippewa, Deerfield, Denver, Fremont, Isabella, Lincoln, Nottawa, Union Charter, Vernon, and Wise Townships.

Mt. Pleasant also contains two parochial schools. Sacred Heart Academy includes an elementary (K-6) and a high school (7-12), both located on the same campus. Mt. Pleasant Christian Academy (renamed from Baptist Academy) is a traditional Christian school providing educational opportunities through high school.

The Mt. Pleasant area also includes Renaissance Public School Academy, a charter school offering curriculum choices unique to charter schools.

Central Michigan University is a public institution offering over 200 programs at the bachelor's, master's, specialist's and doctoral levels. The university had an enrollment of nearly 20,000 students in 2002. The university also employs nearly 2,400 staff members, including over 600 teaching staff.

Health Care

Central Michigan Community Hospital (CMCH) is a 137-bed acute care hospital located in Mt. Pleasant and the only hospital in Isabella County. CMCH is a not-for-profit, locally-governed community hospital, offering a full range of health and wellness services from the hospital campus and off-site locations.

CMCH is licensed by the Michigan Department of Public Health and holds high marks of accreditation from the American Osteopathic Association. It is also accredited by the American Academy of Blood Banks. CMCH has 60



Fancher School



High School



CMU



Central Michigan Community Hospital

active medical staff physicians and over 150 courtesy, consulting, adjunct, and honorary and health professional affiliates. CMCH is one of the largest employers in the region with over 700 employees. Another 300 people fulfill volunteer roles. In 2005, CMCH opened the Norval K. Morey Cancer Center which offers both radiation and chemotherapy treatment. This cancer center is a partnership between CMCH and the University of Michigan's Department of Radiation Oncology.



Norval K. Morey Cancer Center

The region is also served by Mid-Michigan Health System which has several medical offices in Mt. Pleasant. Mid-Michigan Health System is primarily located in Midland County with satellite hospitals in Alma, Clare, and Gladwin.

Also serving as a resource for the Mt. Pleasant community-based health providers is the Herbert H. and Grace A. Dow College of Health Professions at Central Michigan University. The \$50 million facility offers 19 health-related programs supporting the training of approximately 3,000 students.

The community is also served by the Isabella County Medical Care Facility, a 100-bed short-term and long-term care facility including an Alzheimer's/ Dementia unit and Adult Day Program.

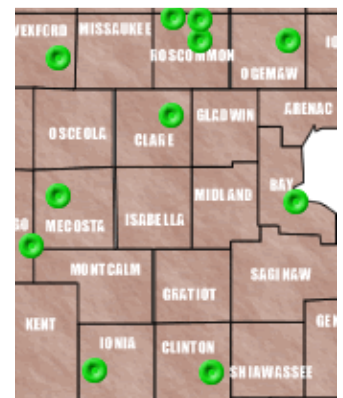
Parks and Recreation

The City of Mt. Pleasant has one of the finest park systems in the State of Michigan. These parks enhance the quality of life for citizens of the entire mid-Michigan region. The continued maintenance and expansion of these parks is important to the entire mid-Michigan region. Within the City limits there are ten public parks, nine public school facilities, and a number of quasi-public facilities such as Central Michigan University. The preservation and enhancement of these resources is an integral part of the future of Mt. Pleasant. To this end, a separate Community Parks and Recreation Master Plan was completed with an inventory of all available recreational opportunities, in conjunction with the master plan.



State Parks

The nearest Michigan State Parks are outside of Isabella County in Clare and Mecosta Counties. Wilson Park, to the north, is located in the city limits of Harrison. To the west, White Pine Trail State Park consists of a 92 mile trail system which is the newest state park in Michigan. An 88 mile section of the trail connects Cadillac and Belmont, with additional connection to Grand



Michigan State Parks and Recreation Areas

Rapids. Numerous other state recreation areas are located within a short drive from Mt. Pleasant.

County Parks

The Isabella County Park system includes eight county parks. These include:

- Coldwater Lake Family Park,
- Deerfield Nature Park,
- Maynard S. Gilmore Park,
- Herrick Recreation Area,
- Lawrence McDonald Wildlife Sanctuary,
- Majeske Landing,
- Meridian Park, and
- Pere Marquette Rail-Trail of Isabella County.



The Pere Marquette Rail-Trail is a recent park of note. The 8.5 mile section of the trail located within the County was completed in August of 2001. The trail links to other sections of trails constructed within Clare and Midland Counties, and will directly link the City of Clare and the City of Midland. The entire Pere Marquette Trail also connects with the aforementioned White Pine Trail in Reed City, which upon completion, creates one of the largest trail systems in the Midwest.

City Parks

Within the City limits are two neighborhood parks (Potter Park and Yost Field) and eight City-wide parks (Chipp-A-Waters Park, Island Park/Pickens Field, Mill Pond Park, Sunnyside Park, Nelson Park, Mission Creek Woodland Park, and Horizon Park). Island Park is home to the Mt. Pleasant Skate Park and to the Riverwalk Trail, both of which opened in 2003.



Island Park

Community Education and Recreation Opportunities

The City of Mt. Pleasant Parks and Recreation Department provides a variety of educational programs and recreational activities. Activities include, but are not limited to, tennis, swimming, soccer, softball, tee ball and volleyball. The Department also organizes the Farmers' Market, the Hershey Track and Field events, the Great Escape, and others.

The Parks and Recreation's Special Recreation Services (SRS) are another opportunity for programs such as aquatics, health and fitness, bowling and arts and crafts. SRS is a community-based recreation program which provides participants of all ages or abilities the opportunity to socialize, learn new skills and have a good time in a supportive environment.



Youth Soccer League

In collaboration with the Mt. Pleasant Public Schools, the City runs the successful Partners Empowering All Kids (PEAK) program, an after-school and summer program available to local K-12 grade students.

The Parks and Recreation Department Scholarship Fund is also available for residents. The scholarship provides opportunities for participation in the Department's programs for those who are eligible.

School Facilities

The community's many schools include a variety of recreation facilities such as soccer, basketball, volleyball, classroom activities, tennis and track. Although the Parks and Recreation Department has used these facilities, they can do so only if not in use and in some cases for a fee.

Central Michigan University

Central Michigan University has a great variety of facilities, which include indoor and outdoor activities. The Student Activity Center is one of the finest recreation centers in the country and includes many recreation facilities.

The Parks and Recreation Department currently uses some of the University facilities including the softball fields, bowling lanes, and the Rose Center swimming pool. Most of the City's residents, however, must buy memberships to use the Center or pay a fee to use university facilities. The Department also uses the Finch Fieldhouse for basketball, volleyball, and exercise programs. As with schools, the Parks and Recreation Department can use these facilities only if not in use and for a fee.



University Sports Field

ICE Arena

The Cultural and Recreation Commission of Isabella County (CRC) is a quasi-public organization formed by Isabella County, the City of Mt. Pleasant, Mt. Pleasant Schools, the Saginaw-Chippewa Tribe, Central Michigan University, and the Townships of Union and Chippewa. The ICE Arena, owned by the commission and located in Union Township, has gained importance in the community as it offers the only indoor ice arena available to the public. A number of programs are offered including figure skating and ice hockey, as well as martial arts, yoga, and exercise programs..

Private Commercial Facilities

The majority of the private facilities in Mt. Pleasant are composed of bowling alleys, movie theaters, roller rink, canoe livery, miniature golf/driving range, and an indoor fitness center and pool at the Holiday Inn.

Mt. Pleasant is within a short drive of a number of golfing opportunities, available for both residents and visitors to the community. Some of these include:

- Holiday Greens: 18 hole course located on M-20, just east of the City;
- PohlCat: 18 hole course located on East Airport Rd, just east of the City;
- Bucks Run Golf Club: 18 hole course located on South Chippewa Rd, five miles east of the City;
- The Emerald: 18 hole course located in St. Johns on U.S. 127, 35 miles south of the City;
- Hidden Oaks: 18 hole course located in St. Louis on West Monroe Rd, 15 miles south of the City;
- The Pines at Lake Isabella: 18 hole course located on Lake Isabella in Weidman, nine miles west of the City;
- Pleasant Hills Golf Club: 18 hole course located on Millbrook Road, two miles south of the City;
- St. Ives Golf Club: 18 hole course located in Stanwood, 30 miles west of the City;
- Tullymore Golf Club: 18 hole course located adjacent to St. Ives Golf Club, 30 miles west of Mt. Pleasant;
- Mt. Pleasant Country Club: 18 hole course located on East River Road, one mile north of the City;
- Riverwood Resort: 27 hole course located on Broomfield Road, one mile west of Mt. Pleasant; and
- Winding Brook Golf Club, 18 hole course on S. Genuine Road, seven miles south of Mt. Pleasant.

Roadways and Transportation

Regional Road Network

Mt. Pleasant benefits not only from its central location in the state, but in being well connected to the outlying areas of the state. The north-south US-127 provides a direct connection to Lansing to the south and to Houghton Lake and eventually to the Mackinaw Bridge to the north. The east-west M-



20 connects the City to Midland to the east and Big Rapids to the west. It also provides one of the few east-west routes of travel in Isabella County.

Automotive travel in the City is provided via a network of major roadways and arterial streets. Within the City, BR-127 and M-20, as well as Broadway, Pickard, Broomfield, Isabella, and Washington serve as the major travel routes.

National Functional Classification

All public roads are classified according to function - this allows roads to be studied and compared across different regions of the state or the entire country. The National Functional Classification (NFC) is used to determine which roads are eligible to receive federal funds for improvements. Roads that are classified as collector or arterials are eligible to receive federal funds for improvements under the Federal Surface Transportation Program. A map identifying this roadway classification can be found in the Transportation Plan section later in this report.

- **Principal arterials** are at the top of the NFC hierarchal system. Principal arterials generally carry long distance, through-travel movements. They also provide access to important traffic generators, such as major airports or regional shopping centers. Mission Road (US-127BR) and E. Pickard Road are the principal arterials.
- **Minor arterials** are similar in function to principal arterials, except they carry trips of shorter distance and to lesser traffic generators. Minor arterials in Mt. Pleasant include Broomfield Road and Street, W. High St., W. Pickard St., and Isabella Road.
- **Collectors** tend to provide more access to property than do arterials. Collectors also funnel traffic from residential or rural areas to arterials. Major collectors in Mt. Pleasant include S. Bradley Rd., N. Harris, S. Adams, S. Crawford, Main St., S. Washington, N. and S. Brown, E. and W. Broadway, E. High St., E. and W. Preston, E. and W. Mosher, E. and W. Michigan.
- **Local** roads primarily provide access to property. Examples of these include residential streets and lightly traveled county roads. They are not eligible to receive federal funds for improvement.



Broadway Street

Traffic Counts

The City of Mt. Pleasant has a database of traffic count information, overseen by the Planning Department. Traffic counting for these streets and others throughout the City is continually being done to keep information as

current as possible. Based on this, the majority of the counts have been completed within the last five years. Traffic counts for the major streets within the City are provided later in this report under the Transportation Plan.

Traffic counts for state highways are completed by the Michigan Department of Transportation. The figure at right indicates the average daily travel (ADT) numbers as compiled by MDOT in 2001.

All of the available traffic count information offers a picture of where the majority of traffic flow occurs in the City. For the most part, major traffic flows are accommodated by the City's primary and minor arteries.

Transit Services

The Isabella County Transportation Commission (ICTC) provides public transportation for Mt. Pleasant and the rest of the County on weekdays and on Saturdays. Dial-A-Ride service was established in the City in 1974. Following the establishment of the ICTC between the City and County in 1977, service was extended countywide and now covers an area of 575 square miles. ICTC has a late night service, contracted to Central Michigan Transit, which allows the system to be open every day of the year. In 2001, ICTC busses carried 347,753 passengers a total of 931,223 miles.

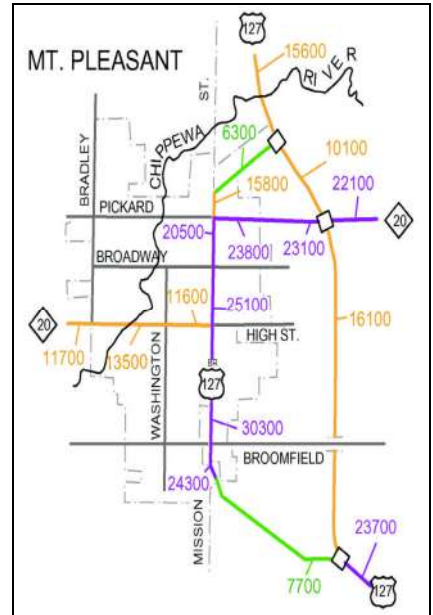
Railroads

The Tuscola and Saginaw Bay railroad is used for freight only and traverses town as the main north-south rail line running from Durand to Cadillac with connections to points beyond.

Airports

Air travel is provided by two airports within the region, Mt. Pleasant Municipal Airport and the Tri-City (MBS) Airport, located approximately 40 miles to the east in Saginaw. The Mt. Pleasant Municipal Airport is administered as a department within the Division of Public Works. The airport is categorized as a General Utility Airport, and can accommodate all general aviation business aircraft. Thirty-two T-hangars and a large corporate hangar owned by the City are available for rent.

In addition to the Tri-City (MBS) Airport, Lansing (LAN), Flint (FNT), and Grand Rapids (GRR) are commercial airports within easy distance. These airports provide those in need of air transport easy access to the rest of the world through a number of commercial carriers.



2001 MDOT Average Daily Travel

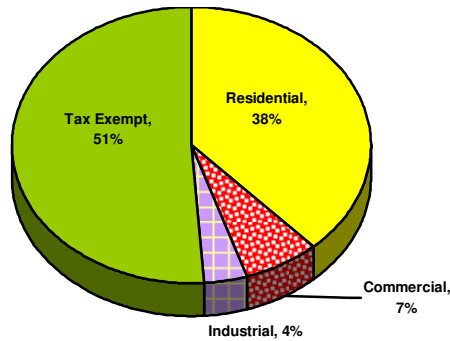


Municipal Airport

Existing Land Use

As the following data indicates, land use within the City has remained consistent through the last decade. The largest change between the figures was the growth of residential uses and the reduction in land dedicated to industrial use. Tax exempt land continues to hold the greatest percentage of land in the City, 51 %, though this is largely due to Central Michigan University, the State-owned Mt. Pleasant Center, and the City's vast parkland. Residential continues to account for the second largest category of use. Multiple-family residential also remains considerably high, though this is due to the amount of rental housing used for students of CMU. The land uses indicated in the following graph are defined below.

2003 Existing Land Use



Source: Mt. Pleasant Assessing Department

Residential

Single-Family: Improved land parcels having a predominately residential use comprised of one family per unit.

Multiple Family: Improved land parcels having a predominantly residential use, including apartments, condominiums, row houses, and terraces plus any streets, service drives, and community areas such as yards, clubhouses, and pools. Hotels, motels, campgrounds, and manufactured housing parks are excluded from this category.

Manufactured Housing Park: Improved land parcels having multiple manufactured housing structures that are in the nature of a community or "park" plus any streets, service drives, and community area such as yards, clubhouses, and pools. **Duplexes are permitted in all residential districts.**

Commercial and Office

Commercial: Improved land parcels used for wholesale, retail, entertainment, or services, including those uses predominately at street level

on multi-functional structures, plus related contiguous accessory uses such as parking areas and service drives.

Office: Improved land parcels used for office, including those uses predominately at street level on multi-functional structures, plus related contiguous accessory uses such as parking areas and service drives.

Industrial

Industrial: Improved land parcels used predominately for manufacturing or on which materials or articles are processed or semi-processed, but not retail, including related storage areas, and warehousing.

Exempt

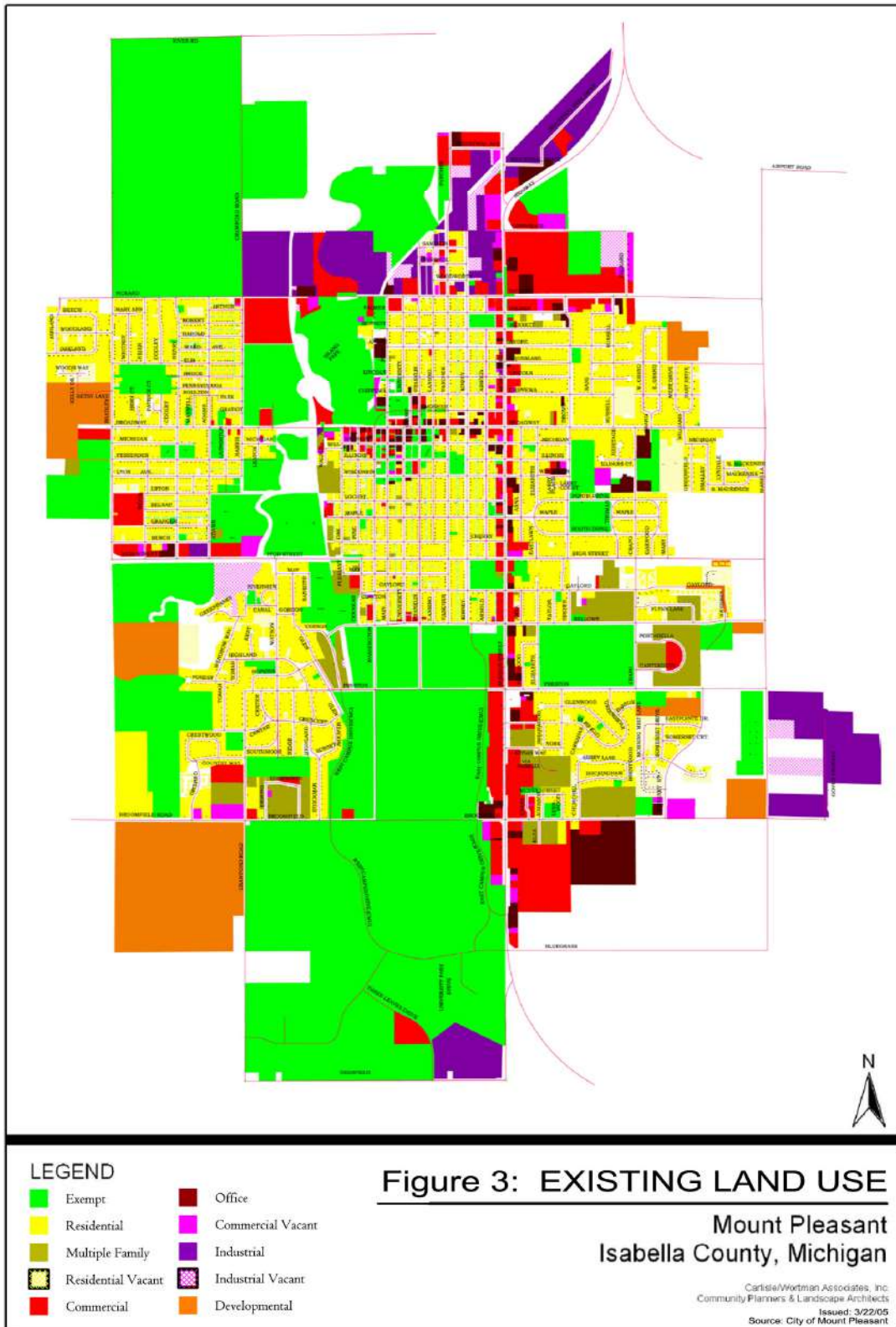
Exempt: Improved land parcels and facilities that are held in the public interest, exempt from real property taxation plus any service drives or roads inside the actual parcel. Examples of this category are churches, educational facilities, governmental offices, hospitals, municipal parking facilities, day care centers, and cemeteries. This category also includes parks and recreation areas, utility or communication facilities, airports, railroads, and similar.

Developmental: All parcels not included in one of the above definitions. These are non-improved areas not in a committed use or not in a use that is accessory to an adjacent parcel with use described above.

Table 9. 2003 Existing Land Use

Land Use Classification	2003 Acreage	2003 % of Total	1997 % of Total	1997-2003* Change in %
Single Family	947	26%		
Multi-Family	375	10%		
Residential Vacant	76	2%		
Total Residential	1398	38%	26%	+ 12%
Commercial	116	3%		
Commercial Vacant	61	2%		
Office	93	2%		
Total Commercial/Office	270	7%	9%	-2%
Industrial	109	3%		
Industrial Vacant	29	1%		
Total Industrial	138	4%	11%	-7%
Exempt	1769	47%		
Developmental	144	4%		
Total Exempt	1913	51%	50%	+1%

* : Based on the combined categories of residential, commercial/office, industrial & exempt/developmental. Source: Mt. Pleasant Assessing Department and 1997 Mt. Pleasant Master Plan.



Historical Resources

The historic buildings of Mt. Pleasant represent the strong and varied history of the City. Much of these resources have been retained and are visible throughout the community.

The City has a clear understanding of the value of these resources. These buildings provide a unique character to the City, furthering the traditional urban characteristics missing in many of the state's communities. These resources indicate the importance of the City from its formation to the present as a hub for commerce, industry and transportation, as a center for government, education, religion, and entertainment, and most significantly, as a residential community.

Historical Survey

In order to better understand these historical resources, the City sponsored a Historical Survey completed by the Michigan Bureau of History in 1986. The survey started with an introduction and history of Mt. Pleasant. This was followed by a description of the architecture styles of the community, much of which is directly related to the historical timeline of the City. According to the survey, the following architectural styles are located in the City:

- Vernacular Styling,
- Victorian,
- Gothic,
- Greek Revival,
- Gothic Revival,
- Italianate or Renaissance Revival,
- French Revival,
- English Revival,
- Stick,
- Eclectic,
- Neo-Classical,
- Arts and Crafts,
- Period Styles, and
- Art Deco.

The survey includes a list of all commercial, industrial, residential, educational, public buildings, and religious buildings of historical architectural merit. Based on this information, the survey recommended further investigation into the following areas / properties:

- Chippewa-Fancher Residential District,
- Downtown District,
- University-High Residential District,
- Railroad Complex No. 1,
- Railroad Complex No. 2, and
- Designation for Various Individual Sites.

With this information, the survey created an implementation guideline to further historic preservation within the City. To achieve this, the survey recommended:

1. Investigate National Register Status for the proposed districts and sites.
2. Consider State Register Designations.
3. Initiate a local register program.
4. Research local protection activities.
5. Tie historic preservations to other elements of the Master Plan
6. Support educational activities promoting the recognition, care and maintenance of historic structures.

Current Status of Historical Resources

The survey was invaluable in providing a detailed listing of Mt. Pleasant's historical resources. Although no additional homes have been added to the National Register of Historic Places since the survey was completed, other work has been completed which furthers historic preservation within the City. For example, many of the structures designated under the State of Michigan Register have been added since the survey was completed.

The discussion of historic preservation within this Master Plan is another example of the City's commitment to implementing the survey to further historic preservation. It is now a policy of the City to incorporate a consideration of Mt. Pleasant's historical resources during the formation of any future visions for the City. Linking preservation with discussion of the City's downtown, its neighborhoods, and the formation and implementation of goals and strategies, is a priority.

Mt. Pleasant has made an effort to initiate a local register program. To begin this effort, the City performed an update of the historic survey in 1993-1994. The committee who worked on this survey included members of the Mt. Pleasant Area Historical Society and City residents. Based on this effort, new survey cards were submitted to the Michigan History Division and a new ordinance to create a Historic District Commission and Historic Districts

within Mt. Pleasant was drafted. The ordinance was discussed at the Planning Commission and City Commission, but was not adopted due to a lack of public support. Although the ordinance has not been passed at this time, City staff have indicated that it will be reexamined in the future.

A list of the historical resources under National and State designation and a description of each structure follows. The descriptions, including text from the State Historical Designation Markers or narratives, and various photographs, are from the Michigan State Historic Preservation Office (MSHPO).

Table 10. Mt. Pleasant Historical Resources

Structure	State Desig.	National Desig.	Description
CMU Informational Designation	1957		The State Marker details the formation of the school, from its beginning as a state-supported normal school in 1895, through its expansion to a four-year teachers college, and by 1959, university status.
CMU First Class Commemorative Designation	1968		See above.
Doughty House	1973	1974	“Built about 1865 this oldest remaining house in Mt. Pleasant was purchased by Wilkinson Doughty in 1869. An early hardware and dry goods merchant, Doughty was a town trustee, and a founder of Central Michigan Normal School, now Central Michigan University. A carefully preserved example of balloon frame pioneer architecture, the house has remained in the family since Doughty's death in 1909. It was listed on the National Register of Historic Places in 1974.”



Structure	State Desig.	National Desig.	Description
Isaac A. Fancher Building	1982		State description details the life of attorney Isaac A. Fancher who was instrumental in the economic and political development of Mt. Pleasant. Fancher's contributions include helping to secure construction of the Coleman branch of the Pere Marquette Railroad that tied Mt. Pleasant and other nearby communities into a regional transportation system and construction of the subject commercial block at the heart of the district's main intersection following the 1875 fire that destroyed the downtown. The first floor level of the two-story brick Italianate structure housed a wide variety of dry goods, drug, hardware, and department stores over the years while the second floor housed Fancher's business.
Michigan Condensed Milk Factory		1983	"The Michigan Condensed Milk Factory (Borden Creamery) at Mt. Pleasant recalls the successful effort of Samuel Whaley Hopkins (1845-1923), town attorney and benefactor, to bring a needed milk factory to Mt. Pleasant and the surrounding community. Architecturally, it is a vernacular example of a Commercial Italianate building constructed for specific use as a milk creamery. Designed by William D. Kyser, Superintendent of the Borden Creamery in Fairport, New York, the creamery was completed in 1908 and operated as a creamery until 1960".



Structure	State Desig.	National Desig.	Description
Mission Creek Cemetery	1986		“In the 1850s the Methodist Episcopal (Indian) Church established the Bradley Mission School and Indian Cemetery in this area. The cemetery served the mission until the late 1860s. Only a few grave markers are visible, and it is not known how many Indians were buried here. The best-known Indian buried here was Chief Shawshawwawnabeece (1817-1868). As leader of the Saginaw Swan Creek and Black River Band of Chippewa, he signed the Treaty of 1855, which set aside six adjoining townships of land in Isabella County for his tribe.”
Sacred Heart Academy	1989		“In 1889, Sacred Heart Academy was organized as a school for St. Charles Church, which was established in 1872. That year a new church was built here and the parish was renamed Most Sacred Heart of Jesus. Father John J. Crowley moved the old church to an adjacent lot and used it as a school, which was run by Dominican Sisters. Saginaw architect Clarence W. Cowles designed this building, constructed in 1908. The addition was built in 1955; the elementary school in 1964.”
Saint John's Episcopal Church	1972	1982	“A mission was organized in Mount Pleasant in 1876, and in 1882 the present building was begun. Local businessman William N. Brown contributed most of the building funds, and the bricks and lumber were made in his plants. The interior design of St. John's was adopted from a chapel on the English estate of the Duke of Devonshire. The Right Reverend George D. Gillespie consecrated the church in a three-hour ceremony on January 10, 1884, after which parishioners repaired to a local hotel for a ten-course dinner.”



Structure	State Desig.	National Desig.	Description
Frank S. Sweeney House	1987		Details Frank S. Sweeney, a native of Scarborough, Ontario, who operated a grocery, produce, crockery and seed business in Mt. Pleasant under the name of Sweeney and Company for nearly 50 years following 1881. Sweeney was elected City treasurer in 1883 and 1884. The Frank S. Sweeney House has historical significance as the residence of a prominent Mt. Pleasant grocer, merchant and civic official.
United States Indian School-School Building	1986		“In 1891, Congress established the Mount Pleasant Indian Industrial School and appropriated \$25,000 for land and buildings. Local citizens contributed an additional \$3,400 for the land. First occupied on June 30, 1893, the school building contained eight classrooms and an auditorium. The school, emphasizing academics and vocational training, operated until 1934, with an average enrollment of three hundred. That year the property was transferred to the state of Michigan becoming the Mount Pleasant branch of the Michigan Home and Training School.”





***GOALS AND
STRATEGIES***



The Public Participation Process

The core of any community planning effort is the input of the citizenry. As the City of Mt. Pleasant began its Master Planning and Strategic Planning efforts, it was vital, therefore, that residents and business owners of Mt. Pleasant were made aware of the critical nature of planning and their importance to the process. Extraordinary measures were taken by the City to get the “word out” on the planning process and the three meetings that were designed exclusively to solicit citizen opinions, including:

- The development of a Public Education / Public Relations campaign to help coordinate publicity activities regarding the planning process and the workshops.
- Publication of regular articles in “Connections,” the City’s quarterly newsletter, and a special edition of the newsletter devoted to planning and public input.
- Informational “post cards” mailed to every resident in the City explaining public participation opportunities.
- Specific invitations encouraging the participation of parents and teachers, businesses, service clubs, major institutions, community leaders and neighborhood volunteers, former mayors, members of the City Boards and Commissions, educators, and high school government teachers.
- Electronic media productions including the creation of a specific web site link, a public service commercial for Channel 26, radio talk show appearances of City personnel explaining the Master Plan, and public workshops.
- Telephone follow-ups to key invitees to help ensure their attendance.

The first public meeting was designed as a visioning exercise. The visioning process provides a vehicle for people of diverse viewpoints to identify common dreams for their community and to verbalize those dreams in terms of a desired future. Vision Fair 2020 solicited vision statements via a brainstorming process based upon the following principles:

- Visions should generate new and bold ideas for the future,
- All ideas and visions are welcome,
- No ideas or visions will be criticized, and
- Participation from all is encouraged.

September’s highly successful vision fair was the largest of the public meetings with over 200 participants providing comments on six general topic areas. Participants were encouraged to move from topic station to topic



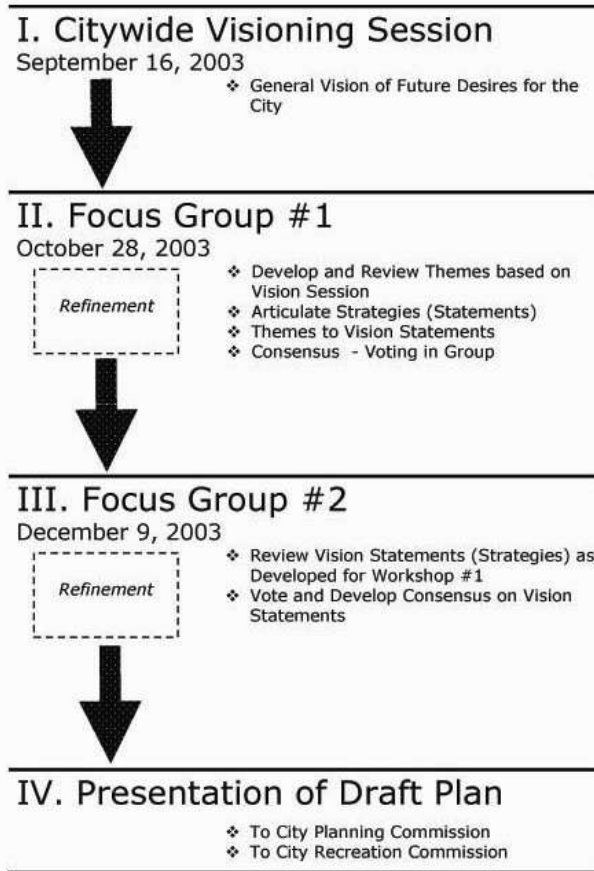
City-wide Vision Fair 2020, Finch Field House, September 16, 2003



Citizen Review at Vision Fair 2020

station, and were assisted by facilitators in each category. The topic areas were Downtown, Neighborhood, Public Facilities and Services, Recreational and Cultural Activities and Facilities, Community Economic Vitality, and Public Safety.

The remaining public meetings (Focus Group #1 and #2) were more targeted, taking the results of the vision fair and developing specific strategies. Those attending Focus Group #2 voted on and ranked them in order of preference.



The vision statements developed at Finch Field House during Vision Fair 2020, and further refined during the focus group meetings, have served as the basis for many of the critical planning functions that make-up the completed Vision 2020 project which has included the Mt. Pleasant Master Plan, the 2004 Parks and Recreation Master Plan, and the Community Strategic Plan.

This section attempts to illustrate in broad strokes the image of Mt. Pleasant's desired future as seen by its residents. The many goals and strategies introduced here have served as the catalyst for providing a concrete

direction for residents and City officials alike and help to accomplish the following:

- Create a picture of the physical environment desired by the citizens of the City of Mt. Pleasant.
- Provide direction for eventual changes in existing regulations, programs and facilities.
- Establish a framework to assist governing bodies and staff in targeting and assessing the impact of their collective decisions.

The following pages list many Visions and Strategies. A Vision will illustrate a desired outcome and the strategies are specific actions aimed at achieving those results. All the visions, comments, and desired outcomes received by the public at the three workshop meetings were organized around the following themes.

- Downtown,
- Neighborhood,
- Public Facilities and Services,
- Recreational and Cultural Activities and Facilities,
- Community Economic Vitality, and
- Public Safety.

Downtown

Participants of the vision sessions prioritized their desire for a healthy Downtown. It was generally accepted that the role and tradition of the Downtown should continue and be strengthened. There were numerous concerns discussed by participants, particularly in reference to variety of businesses, parking, aesthetics, and the lack of people shopping or visiting the Downtown.

In reviewing the comments made at the vision fair and focus group meetings, it was apparent that many people had similar concerns or suggestions for the Downtown. (It should be noted that the City and the downtown business community had recently completed an additional review of the strengths and challenges of the central business district. The results of that study will be combined with the residents' visions when establishing concrete and detailed action plans.) From those comments the following general goals and strategies emerged and are ranked in order of preference based on voting that occurred at Focus Group #2.



Downtown Mt. Pleasant

General Goals for the Downtown

- A. *Make the Downtown more user-friendly, including increasing the variety of businesses, flexible hours of operation, and entertainment and events.*
- B. *Examine parking, determining existing strengths and weaknesses, and plan for improvement.*
- C. *Create a greater focus on historic buildings within the Downtown, particularly the preservation of historic structures.*
- D. *Investigate methods of drawing more people to the Downtown throughout the year.*
- E. *Encourage public and private partnerships to improve the Downtown, particularly the streetscape and public facilities.*
- F. *Improve pedestrian access and walkability within the Downtown and the connections to surrounding neighborhoods and parks.*



Crowds at Downtown Event

A. Make the Downtown more user-friendly, including variety in businesses, flexible hours of operation and entertainment and events.

Strategies

1. Improve the range of uses in the Downtown beyond just office uses, including entertainment, groceries, services, restaurants, art galleries and other businesses and activities that keep people Downtown. Existing zoning may have to be examined to promote this strategy.
2. Encourage the increase of startup businesses in the Downtown. This could be accomplished via a City-sponsored business incubator or various grant or loan programs.
3. Develop architectural control standards to encourage improved facades and improve the overall condition of buildings.
4. Encourage businesses to have more flexible or longer hours of operation, including evenings and Sundays.
5. Encourage ICTC (Isabella County Transit Commission) to create better routes and increase their use within the Downtown.
6. Provide or retain zoning which may encourage the attraction of a hotel and/or a convention facility to draw tourists and to benefit existing businesses.
7. Continue efforts to make Downtown an attractive location for an anchor business downtown.
8. To ensure a continued environment of safety in the Downtown, provide an increased police presence on bicycle or on foot.
9. Develop a consistent logo and signage design for the City that compliments street signs.



Sidewalk Sales Downtown

B. Examine parking, determining existing strengths, weaknesses and plan for improvement.

Strategies

1. Investigate opportunities for additional on-street parking, including angled parking as part of any future streetscape projects in the Downtown.
2. Develop public and private partnerships for the construction of parking ramps or surface parking lots. Future large surface parking lots should be constructed outside of the core Downtown business area.
3. Work with local merchants and property owners to restrict employees parking on the street by setting aside other parking areas for employees.
4. Review and improve directional signage to the Downtown. Provide signs indicating routes to parking and businesses.

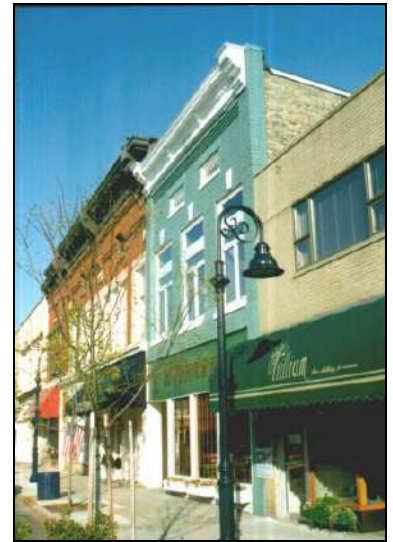


On-Street Parking

C. Create a greater focus on historic buildings within the Downtown, particularly the preservation of historic structures.

Strategies

1. Utilize existing inventory of historic properties for future land use decisions.
2. Consider a design board to review rehabilitations in the Downtown, enforcing a consistent historic theme throughout the Downtown.
3. Consider programs to preserve and renovate historic buildings, particularly the Bader Building.
4. Revisit possibility of creating a historic district or a historic district overlay zone.



Downtown Businesses

D. Investigate methods of drawing more people to the Downtown throughout the year.

Strategies

1. Coordinate transportation, activities, and events with Central Michigan University.
2. Develop more youth-centered activities. Consider the creation of a children's museum in the Downtown.
3. Consider bringing back a downtown Farmers Market and locating it in the Town Center.

4. Encourage more outdoor activities such as outdoor festivals, parades, and concerts.
5. Continue to permit second-floor residential uses for a vital mixed-use Downtown.

E. Encourage public and private partnerships to improve the Downtown, particularly improvements to the streetscape and public facilities.

Strategies

1. Improve landscaping in the Downtown including the planting of more flowers.
2. Extend downtown ornamental lighting to areas not previously completed.
3. Install more art in the Downtown such as water sculptures and fountains. Continue “lost and found” brass sculptures as a unique Mt. Pleasant art-form.
4. Install public bathrooms within the Downtown.
5. Increase funding for Downtown improvements. Look to special assessments on businesses, contributions from the City’s budget, donations or grants.



City Hall

F. Improve pedestrian access and walkability within the Downtown.

Strategies

1. Increase walkability in the Downtown by constructing a promenade, providing safe paths and crosswalks, and developing more places to sit and enjoy the historic Downtown.
2. Be attentive to safety of crosswalks in the Downtown. Periodically review existing crosswalks for adequacy and safety and make recommendations to the City Commission based on this review.
3. Provide park benches, litter barrels, and other pedestrian amenities along sidewalks.
4. Designate bike/pedestrian routes throughout the City in areas not currently served and make sure these routes link to the Downtown.
5. Utilize funding from the TIFA or Principal Shopping District where possible for pedestrian walkability improvements.



Broadway Looking East from the River

Neighborhood

Participants in the vision sessions and focus groups demonstrated a strong commitment to livable neighborhoods. The fact that this topic area drew the most responses from participants reinforces the importance of where we live and how that relates to our image of the City in general.

There are a number of factors particular to Mt. Pleasant that produce a level of interest in this area that may be higher than in other communities. The first is the impact that Central Michigan University and its students have on the City's neighborhoods and the proliferation of multiple-family and rental housing. Other factors include the age of the community, the age of its housing, enforcement activity, and similar issues typical of a "built-up" community.

The goals and strategies resulting from the public participation sessions are as follows, listed in order of preference according to the results of Focus Group #2.

General Goals for Neighborhoods

- A. *Ensure that an appropriate mix of residential uses is available in the City by increasing the opportunities for owner-occupied housing while discouraging conversions and expansions of non-family rentals.*
- B. *Retain the historical character of the City where possible.*
- C. *Encourage and prioritize neighborhood preservation and property maintenance.*
- D. *Improve street conditions and traffic controls to insure neighborhood safety and aesthetics.*
- E. *Improve pedestrian access and recreation opportunities.*
- F. *Improve neighborhood services and encourage creation of neighborhood organizations, particularly to strengthen the relationship between the City, local neighborhoods, CMU, and its students.*
- G. *Adopt new codes and ordinances where necessary to address nuisance and blight issues in all types of neighborhoods.*
- H. *Develop more options or encourage greater opportunities for senior and assisted living within the City as well as opportunities for first-time homebuyers.*



Mt. Pleasant Neighborhood



A. Ensure that an appropriate mix of residential uses is available in the City by increasing the opportunities for owner-occupied housing while discouraging conversions and expansions of non-family rentals.

Strategies

1. Encourage the conversion of multiple-family units and rooming/boarding units in older homes to owner-occupied type units.
2. Investigate and develop ordinances and/or zoning provisions that promote conversions to owner-occupied and discourage further conversion of single-family homes to multiple-family.
3. Update City code enforcement provisions, increase the number of code officers, and increase enforcement.
4. Investigate strengthening the zoning ordinance, including architectural control standards, regarding multiple-family and duplexes in single-family neighborhoods. Allow these uses only where they do not compromise the integrity of an existing neighborhood.



Mt. Pleasant Neighborhood

B. Retain the historical character of the City where possible.

Strategies

1. Create a plan to preserve historic buildings throughout the City including those in residential neighborhoods.
2. Investigate and provide information to make residents aware of available funding sources for historic preservation.
3. Consider adopting the historic district ordinance to further historic preservation in the City.
4. Continue tree planting and replacement as well as sidewalk repair and new sidewalk installation where needed.



Mt. Pleasant Neighborhood

C. Encourage and prioritize neighborhood preservation and property maintenance.

Strategies

1. Inform City residents of grants, programs, and incentives to low to moderate income residents, senior citizens, or other appropriate groups to clean up or repair their homes.
2. Improve code enforcement activities throughout the City by providing additional resources for this important function.
3. Provide more information to the public on how to report ordinance and zoning violations.



Mt. Pleasant Neighborhood

4. Investigate a free City-wide spring/fall cleanup.
5. Investigate creating an air quality ordinance.
6. Consider improvements to the City's noise ordinance.
7. Create or improve ordinances which regulate pets and pet waste.
8. Encourage neighborhood associations.

D. Improve street conditions and traffic controls to assure neighborhood safety and aesthetics.

Strategies

1. Investigate traffic calming methods in neighborhoods to slow and/or reduce traffic and make streets safer.
2. Install and designate more bicycle paths throughout the City.
3. Increase number of officers to increase enforcement of traffic laws.
4. Encourage development of the ring road plan to reduce intra-neighborhood traffic by encouraging alternate north/south routes.
5. Increase enforcement of the truck route ordinance throughout the City.
6. Maintain public road network within the CMU campus to maintain adequate traffic flow within the City.
7. Prioritize funding for paving and maintenance.



Repaving of Street

E. Improve pedestrian access & recreation opportunities.

Strategies

1. Provide sidewalks at major access points to all parks.
2. Ensure sidewalks can be used all year through a snow-removal ordinance, plowed sidewalks, or similar.
3. Install additional bicycle paths in the City. Work with the railroad company for a north/south route along the railroad.
4. Investigate where sidewalks are necessary or should be improved. Include a new sidewalk from Walnut Street to Mill Pond and west of the railroad from High to Broadway.
5. Develop additional neighborhood parks where land opportunities are available for such development.
6. Consider needs and accessibility of young children for all new park development or redevelopment.



Mt. Pleasant Neighborhood

F. Improve neighborhood services & organizations, particularly to strengthen the relationship between the City, local neighborhoods, CMU, and its students.

Strategies

1. Ensure that information is available and being dispersed to residents on how to create and improve neighborhood associations, receive mini-grants, and similar.
2. Continue to provide free trees to improve aesthetics, reduce pollution, and preserve the historic character of neighborhoods.
3. Create meeting sessions where neighborhood associations/residents, City staff, and CMU administrators, staff and students can meet together and discuss ways to improve the City's neighborhoods.
4. Provide information on existing volunteer programs and create more opportunities to volunteer with the City. Coordinate efforts with schools, churches, CMU, and other local organizations.



Mt. Pleasant Neighborhood

G. Develop more options or encourage greater opportunities for senior and assisted living in the City.

Strategies

1. Provide an inventory of existing resources for assisted living and senior housing in the City.
2. Construct a community center with an integrated senior center.
3. Improve senior transportation whether it is better bus service or subsidized cab services.



Riverview Apartments

Public Facilities & Services

Participants had a number of specific comments for this category. In particular, significant concerns were voiced in regards to pedestrian access and public transit. It was felt that a number of improvements should be considered for these and other public services. The goals and strategies that resulted from this are as follows and are listed in preference based upon the voting results of Focus Group #2.

General Goals for Public Facilities & Services

- A. *Improve streets, traffic circulation, and reduce congestion.*
- B. *Improve the City sidewalk network and pedestrian/bicycle opportunities.*
- C. *Improve parks and recreation opportunities in the City.*
- D. *Strengthen cooperation between the City and other communities and organizations.*

- E. Improve environmental services and regulations in the City, particularly recycling opportunities.
- F. Expand public transit opportunities in the City.
- G. Continue to develop public facilities to serve the needs of City residents and visitors.
- H. Insure that the Mt. Pleasant Municipal Airport provides added value to the community.



Mill Pond Bridge

A. Improve streets and traffic circulation and congestion.

Strategies

- 1. Encourage development of the ring road plan to reduce intra-neighborhood traffic by encouraging alternate north/south routes.
- 2. Improve parking within Sunnyside Park.
- 3. Coordinate with County Road Commission and CMU on improving the intersections of East Campus Drive and West Campus Drive with Broomfield and Preston.



Traffic on City Streets

B. Improve the City sidewalk network and pedestrian/bicycle opportunities.

Strategies

- 1. Develop a public awareness program to educate residents on the benefits of citywide bike and walking routes.
- 2. Install sidewalks in parts of the City where they are lacking or inconsistent, where needed for schools, and to improve handicap accessibility.
- 3. Identify neighborhoods that do not have adequate pedestrian access to the Downtown. Prioritize those missing links for sidewalk construction.
- 4. Look at ways to improve the safe interaction of bicyclists, pedestrians and cars on City sidewalks and streets.



City Sidewalk

C. Improve parks and recreation opportunities in the City.

Strategies

- 1. Provide a direct connection between the Downtown area and Island Park.
- 2. Develop a community center close to Downtown.

3. Continue to utilize volunteers and community service workers to plant flowers and pick up trash and other debris in parks and public spaces.
4. Continue to focus on the maintenance of existing parks and public facilities.

D. Strengthen cooperation between the City and other communities and organizations.

Strategies

1. Strengthen cooperation between the City, Isabella County, Union Township, CMU, the Chippewa River District Library and the Tribe.
2. Enhance multi-jurisdictional traffic teams. Increase enforcement on West Pickard, East Broomfield, and Isabella Road.
3. Encourage mutual agreements and cooperation between code enforcement officers, other city staff, landlords, and similar groups.

E. Improve environmental services and regulations in the City, particularly recycling opportunities.

Strategies

1. Explore ways to increase the numbers of items that are acceptable for local recycling.
2. Encourage the City's use of benches, trash cans, and other items to be made from recycled materials.
3. Strengthen and enforce lighting regulations to require environmentally friendly lighting and to prevent "light spill" and off-site impacts.
4. Improve the appearances of dumpsters throughout the City. Require proper landscaping and screening.

F. Expand public transportation opportunities in the City.

Strategies

1. Work with ICTC to identify and improve transportation options for citizens within the City, particularly senior citizens.
2. Increase and improve taxicab services within the City.



Nelson Park



Recycling Center

G. Continue to develop public facilities to serve the needs of City residents and visitors.

Strategies

1. Develop a public/private partnership to construct attractive public restrooms downtown.
2. Examine re-use opportunities for the Bader Building (potentially as a Mt. Pleasant Historical Museum). If re-use seems improbable, remove the structure.
3. Consider a parking structure within the Downtown with a year-round farmers market or other uses on the lower level.
4. Provide continued maintenance of the buried infrastructure of the City including sanitary sewer and watermain.
5. Continue utilization of PASER street rating system to maintain the quality of local streets.
6. Improve quality of cablecasting of City meetings. Update agendas more quickly and improve sound quality of televised meetings.

H. Insure Mt. Pleasant Municipal Airport provides added value to community.

Strategies

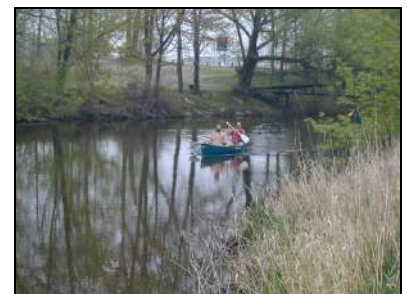
1. Review the hours of operation of the airport. Mitigate negative impacts on adjacent City neighborhoods where needed.
2. Investigate necessary expansions to the airport. Any expansion should be designed to provide consideration to existing neighborhoods and the future land use maps of both the City and Union Township.



City Airport

Recreational and Cultural Activities and Facilities

Recreational facilities and programs are generally considered to be a key component of a successful and healthy community. Based on the results of the visioning session, residents fully agree with this and expect to receive a variety of recreational opportunities. Improvements to pedestrian paths and a new recreation center were two of the suggestions made by the participants in the vision sessions. As required by the State, the City has prepared a new Parks and Recreation Master Plan that was approved in 2004. A brief



Canoeing on Chippewa River

discussion of the goals and strategies outlined in the Master Plan document is provided below.

General Goals for Recreational and Cultural Activities and Facilities

- A. *Develop a family recreation center.*
- B. *Develop a City-wide bike/hike/path system.*
- C. *Continue and enhance park development, improvements, and maintenance.*
- D. *Continue, expand and improve recreation programs.*
- E. *Develop partnerships with County, townships, CMU, schools, and the Tribe.*
- F. *Coordinate recreation programming to assist community in meeting other needs.*



Potter Park

A. Develop a family recreation center.

Strategies

1. Support the efforts of the Family Center Task Force in the development and implementation of the feasibility study currently underway.

B. Develop a City-wide bike/hike/path system.

Strategies

1. Develop a multi-use pathway system linking parks, community facilities, schools, businesses, employment centers, and neighborhoods, as well as providing connections in and outside the City.
2. Continue the Riverwalk Trail linking Pickens Field to Mission Creek Woodland Park.
3. Prioritize these connections:
 - a. Downtown to Island Park;
 - b. To Mission Creek Park and Horizon Park;
 - c. To the Community Ice Facility; and
 - d. Parks to schools.



Island Park Pathway

C. Continue and enhance park development, improvements and maintenance.

Strategies

1. Continue to maintain and update park equipment and facilities as needed, especially playground equipment, hard pavement surfaces, and buildings/pavilions.
2. Identify and acquire land for additions and expansions as it becomes available.
3. Work with the City Commission, adjacent Township Boards, and Planning Commissions to ensure open space and recreation are considered in new development and to encourage developers to set aside land for active recreation and neighborhood parks.
4. Improve parking within Sunnyside Park.
5. Expand or develop the following types of recreation facilities:
 - a. Community gardens;
 - b. Sports fields;
 - c. Spray park;
 - d. Play equipment development and restroom at Mission Creek Woodland Park; and
 - e. Band stand/amphitheater along the river for outdoor music festivals.



School

D. Continue, expand and improve recreation programs.

Strategies

1. Continue to monitor program needs, participation and interests as well as facilitate open dialogue to insure recreational programming meets the needs of the community.
2. Expand or develop programs related to:
 - a. Teens;
 - b. High-risk kids;
 - c. Seniors:
 - Water-based with trained professionals,
 - Senior transportation;
 - d. Intergenerational programs;
 - e. Family-oriented cultural and art activities:
 - Music,
 - Visual arts,
 - Dance,
 - Theater; and



Parade, Downtown Mt. Pleasant

- f. Programs for special needs population.

E. Develop partnerships with County, townships, CMU, schools and the Tribe.

Strategies

1. Foster intergovernmental cooperation to achieve better services.
2. Increase awareness and availability of CMU services as well as programs and special events targeting CMU students.
3. Continue to support afterschool and summer programs with public school's assistance.
4. Support the development of a community-wide event calendar combining City, County, Tribe, CMU, and school activities.
5. Support community events and programs coming from the Downtown effort.
6. Foster partnerships with the business community and service clubs that provide additional community recreation leisure activities.

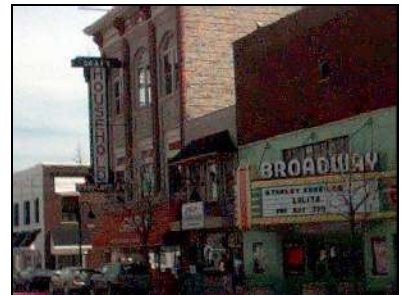


National Night Out Performance

F. Coordinate recreation with other City issues.

Strategies

1. Encourage and support the renovation, use, or development of the following facilities:
 - a. a public library,
 - b. a children science center, and
 - c. the Broadway Theater.



Broadway Theater

Community Economic Vitality

This category produced discussion on a range of topics, many of which were covered in previous topic areas. For example, this topic generated significant comments on the economic viability of Downtown businesses. Other themes that surfaced include employment issues, tourism, and aesthetics. Comments have been translated into the goals and strategies that follow, ranked according to voting that occurred at Focus Group #2.

General Goals for Community Economic Vitality

- A. Increase tourism and marketing of the City to draw more people to the Downtown.
- B. Strengthen the City's tax base through economic diversity.



Michigan Condensed Milk Factory

- C. Enhance and improve employment opportunities and training for higher paying/non-service sector jobs.
- D. Increase cooperation and coordination between governments and other organizations.
- E. Improve City aesthetics to encourage business retention and recruitment.

A. Examine needed Downtown improvements and increase tourism and marketing of the City to draw more people to the Downtown.

Strategies

- 1. Consider a parking structure close to shopping areas. Undertake a parking management study for the downtown.
- 2. Investigate an amphitheatre/ice rink to draw people to the City without demolishing existing buildings.
- 3. Consider providing shuttles to and from the casino to encourage more people Downtown.
- 4. Prioritize historic preservation to preserve the uniqueness of the Downtown.
- 5. Investigate and provide a more uniform lighting plan, employing attractive and “quaint” lighting.
- 6. Encourage more boutiques, cafes, specialty shops, and a similar range of uses within the Downtown.
- 7. Encourage additional attractions, beyond the casino, to bring people into the City or pull travelers off of the freeway. Improve marketing of existing facilities, including the Ziibiwing Cultural Center.
- 8. Coordinate marketing activities with CMU.
- 9. Expand marketing for the Chippewa River and associated greenways and other natural or recreation features, as these features are unique to Mt. Pleasant and should be publicized.



Parade, Downtown Mt. Pleasant



Downtown Mt. Pleasant

B. Strengthen the City’s tax base, particularly through economic diversity.

Strategies

- 1. Provide for a wider diversity of business and industry in appropriate locations. Recruit businesses other than retail such as industry, high-tech, and office research.
- 2. Continue support of Industrial Facility Tax Exemption and other State and Federal programs when appropriate.

3. Install needed infrastructure to support expanding economic development within the City.
4. Continue to support small business start-up entrepreneurial grants and loans.

C. Enhance and improve employment opportunities and training particularly for higher paying/non-service sector jobs.

Strategies

1. Employ more aggressive marketing for the City to showcase the quality of life, parks, green spaces, university, and similar to prospective employers and employees.
2. Target specific “high-tech” industries to encourage those companies to locate in the City.
3. Offer appropriate tax incentives and abatements to lure businesses to the City.
4. Work with CMU to market the City to existing businesses and prospective business.



Industrial Park - South

D. Increase cooperation and coordination between governments and other organizations.

Strategies

1. Examine a unified or strengthened government entity.
2. Continue support of Middle Michigan Development Corporation for coordinated marketing for enhanced business opportunities in the City and the greater Mt. Pleasant area.

E. Improve City aesthetics to encourage business retention and recruitment.

Strategies

1. Prioritize installation and maintenance of public landscaping.
2. Continue to install additional trees throughout the City.
3. Install benches along sidewalks in Downtown to improve appearance and walkability.
4. Encourage replacement or improvement of store canopies throughout the City.
5. Encourage greater consistency in business appearance along Mission Street.



Neighborhood Street

6. Encourage/use appropriate design features in neighborhoods, Downtown and elsewhere that reflect the individual character of those areas.
7. Encourage shared parking to limit large paved areas and provide more room for growth.
8. Improve the appearance and adequacy of garbage dumpsters within the City.
9. Improve gateways to the City, particularly from the north.

Public Safety

Participants in the vision sessions were quick to point to items or City services which they felt were satisfactory. Such was the case with police and fire services; however, there were many concerns raised about traffic safety and congestion; youth and community programs; and issues relating to CMU and its students. A discussion of the resulting goals and strategies is provided below based upon voting at the Focus Group #2 session.

General Goals for Public Safety

- A. *Coordinate enforcement of codes and ordinances between all enforcement-type agencies including code, police, fire, and others.*
- B. *Encourage greater community involvement and coordination with public safety to help identify community issues.*
- C. *Make the City better-prepared to respond to issues of homeland security.*
- D. *Improve the image of the City's neighborhoods.*
- E. *Focus on reducing crime and increasing safety in the City.*



Mt. Pleasant Fire Truck

A. Coordinate enforcement of code and ordinances between all agencies including code enforcement, police, and fire.

Strategies

1. Consider increasing the number of enforcement personnel to enforce all ordinances.
2. Consider creating a separate Inspection Department within the Fire Department.
3. Jointly enforce all ordinances and laws.



Mt. Pleasant Police on Scene of Accident

B. Encourage greater community involvement and coordination with public safety to help identify community issues.

Strategies

1. Consider adding public safety articles to the newspaper, newsletter, or the internet. Crime prevention tips and contact numbers should be included.
2. Develop a partnership between Community Mental Health agencies and Police Department to investigate additional methods for responding to calls involving residents with mental illnesses.
3. Expand the Citizen Academy to help provide a better understanding of police and fire services.



Citizens Academy

C. Make the City more-prepared to respond to issues of homeland security.

Strategies

1. Support the program and personnel designated for emergency preparedness and homeland security.
2. Better utilize the emergency radio network as an element of emergency preparedness.
3. Develop greater coordination, planning and education between the City and CMU to ensure that all students and citizens are properly prepared in case of emergency or disaster.

D. Improve the image of the City's neighborhoods.

Strategies

1. Hire additional Code Enforcement personnel to handle increased needs.
2. Consider adding a foot patrol at night or other initiative to curb vandalism and the noise problems that come from people walking from bars.
3. Investigate property maintenance codes that could be used to enhance the upkeep and appearance of City neighborhoods.



Painting over Graffiti

E. Focus on reducing crime and increasing safety in the City.

Strategies

1. Develop alcohol awareness programs geared to college and high school students.
2. Target the drug problems coming into the City from other communities with a drug task force, a drug tip line or similar.
3. Increase policing to address the influx of gangs into the City.
4. Increase police outreach education to decrease crime in the City.
5. Investigate a 24-hour transportation system to increase pedestrian safety at all times and reduce drunk driving.
6. Enhance multi-jurisdictional traffic teams.



National Night Out



***FUTURE LAND USE
PLAN***



As indicated earlier, the Master Plan is more than a series of maps. Goals and strategies establish a direction. Planning strategies, represented in both graphic and narrative form, identify the more specific manner in which the goals and strategies are to be implemented.

The Future Land Use map, provided on the following page, serves as a graphic representation of the City's goals and policies. The Future Land Use map is not a zoning map, but rather a generalized guide to the desired future land use patterns both within the City and in the adjacent Union Charter Township area. It is not intended to follow existing lot lines. Generally, the future land use categories follow established boundaries such as streets, alleys, rivers, etc.

In the course of preparing the plan, several factors were considered: existing development patterns, demographic trends, regional influences, sewer and water service areas, natural resource conditions, and street patterns. In addition to these factors, the plan considered the comments and opinions gathered during the community-wide visioning session and public meetings as well as numerous meetings with the City Planning Commission and City staff. To this extent, it reflects general policy toward development and redevelopment within the City.

Land Use Plan Categories

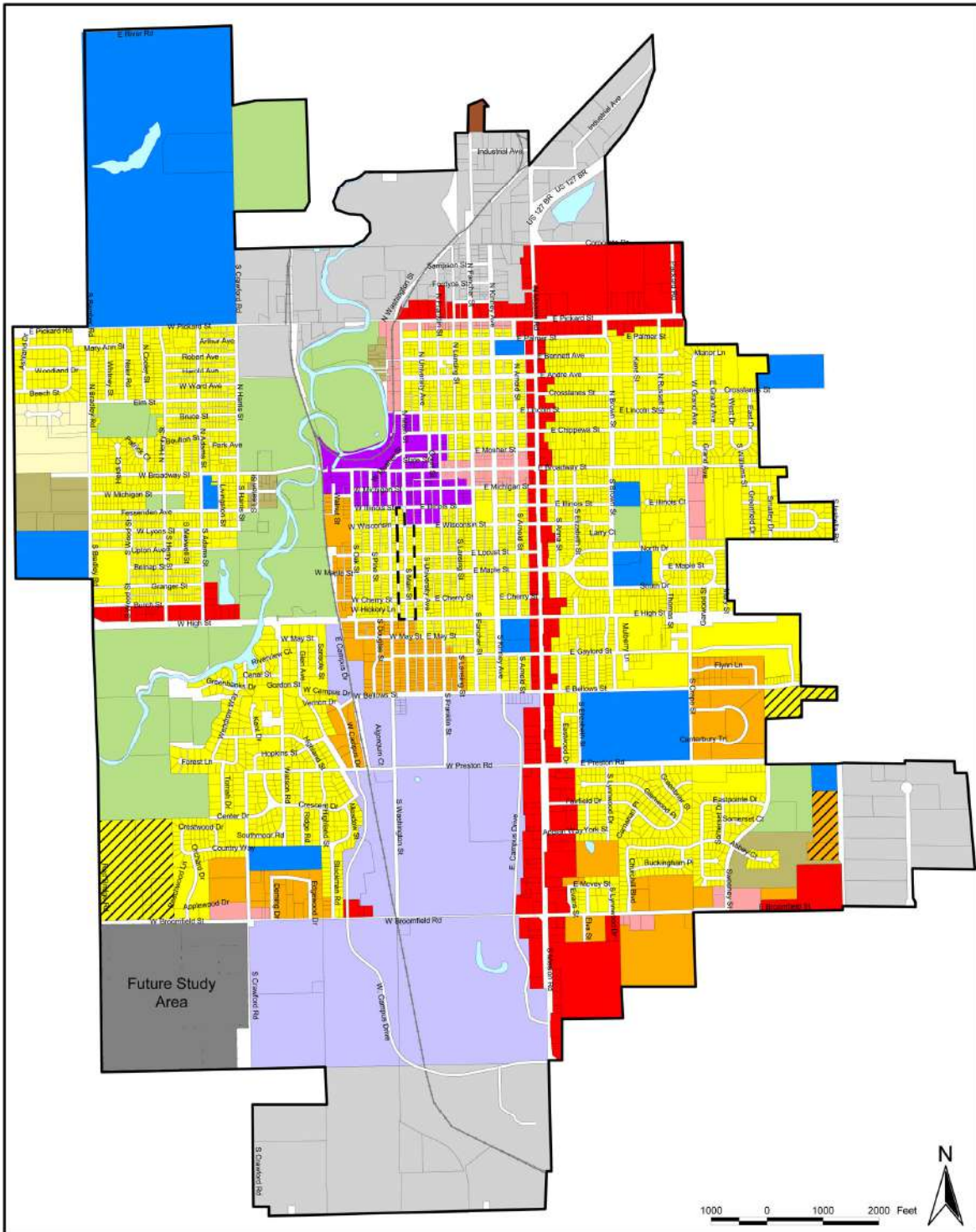
The section below provides a description of each of the future land use categories used in the future land use map. Each category below provides a general description and intent, and a listing of appropriate uses and their corresponding zoning classifications, where applicable.

Low Density Single-Family Residential

Intent – The intent of this category is to encourage a larger-lot residential development pattern outside of the City center and to provide direction for the development of vacant lands that is compatible with the City center.

Description – The recommended density in these areas is for an average of two to three dwelling units per acre and is planned for areas compatible with existing low density development patterns. Such areas are planned as low density in order to mitigate the impact on natural resources, roads and utilities as well as to provide a transition to the adjacent township.

Appropriate Use – Single-family detached dwellings with a density of two to three dwelling units per acre.



LEGEND

Low Density Residential	Commercial
Urban Residential	Central Business District
Attached Residential	Office
Multiple Residential (Medium)	Industrial
Multiple Residential (High)	Public Parks
Planned Residential Development	Institutional
Mixed Use	Central Michigan University
	Mixed Use Overlay District

Figure 4: FUTURE LAND USE

**Mount Pleasant
Isabella County, Michigan**

Carlisle/Wortman Associates, Inc.
Community Planners & Landscape Architects
September 25, 2006

Urban Residential

Intent - The intent of this category is to maintain the well-established character, scale and density of the single-family neighborhoods that are characteristic of the City of Mt. Pleasant.

Description – The recommended density in these areas is for over three but not more than seven dwelling units per acre and is planned for areas compatible with existing residential development and most capable of supporting additional development due to the availability of utilities, natural resource conditions and the adequacy of roads. The characteristics of the older neighborhoods, including detached family homes on varying lot sizes, as well as duplexes, should be maintained by encouraging programs and techniques that improve existing neighborhoods and housing conditions. Development on vacant lots within this residential classification should only occur if the character, scale and development pattern of the new development is compatible with the older, existing structures and development patterns of these residential neighborhoods.

Appropriate Use – Single-family detached dwellings and duplexes with a density of three to seven dwelling units per acre.

Attached Single-Family Residential

Intent - The intent of this category is to encourage new and redevelopment of attached residential units within neighborhoods that are compatible with the character and scale of the older single-family units.

Description – The recommended density in these areas is for not more than four dwelling units per acre and is planned for areas that are located in close proximity to the City center. Development on vacant lots within this residential classification should be encouraged and the character, scale and development pattern of the new development should be compatible with the older, existing structures and development patterns of these residential neighborhoods. The maximum number of units allowed to be attached is four units.

Appropriate Use – Single-family attached dwellings with a density of up to four dwelling units per acre.

Multiple-Family Residential–Medium Density

Intent – The intent of this category is to provide sites for multiple-family dwellings near the City center and the University, as well as to provide areas

which will serve as transition between non-residential areas and single- and two-family areas.

Description – The recommended density in these areas is for multiple family dwelling units at a density ranging from ten to 15 units per acre depending on site conditions and up to three stories high. Multiple-Family Residential is planned for areas that have utilities and direct access to adequate paved roads.

Appropriate Uses – Attached dwellings and two to three story multi-family buildings.

Multiple-Family Residential–High Density

Intent – The intent of this category is to provide sites for multiple-family dwellings which would allow fraternities, sororities, boarding houses near the University, as well as to provide areas which will serve as transition between non-residential areas and residential areas.

Description – The recommended density in these areas is for multiple family dwelling units at a density greater than 15 units per acre depending on site conditions and from three to six stories high. Multiple-Family Residential is planned for areas that have utilities and direct access to adequate paved roads.

Appropriate Uses – Attached dwellings and three to six story multi-family buildings.

Planned Residential Development

Intent – The intent of this category is to provide for flexible residential development for projected growth areas, which would allow a mixture of residential units: single-family, two-family, attached single-family, multiple-family, and utilization of the Open Space Community Overlay ordinance provisions.

Description - The recommended density in these areas is for an average of two to three dwelling units per acre and a maximum of four dwelling units per acre. Such areas are planned as a unit to:

- Allow flexibility in the regulation of land development;
- Encourage innovation in land use and variety in design, layout, and type of structures constructed;

- Achieve economy and efficiency in the use of land, energy, public services, and utilities;
- Encourage useful open space; and
- Provide a variety of housing opportunities.

Natural features within these areas must be considered and preserved where possible and include wetlands, woodlands, steep slopes and floodplain.

Appropriate Uses – Single-family dwellings, two-family dwellings and multiple-family dwellings with an average density of two to three dwelling units per acre. Additional density may be considered by the City for projects which demonstrate design excellence.

Commercial

Intent – The intent of this category is to provide suitable locations for day-to-day convenience shopping and service needs of nearby residents as well as meet the general retail and service establishment needs of a larger population.

Description – This land use is primarily located along major thoroughfares such as Mission Street, Pickard Avenue, Broadway and High Streets. The uses typically found include larger supermarkets, discount stores, department stores, appliance, furniture stores and specialty shops. Commercial land uses may take the form of either a shopping center or groups of buildings sharing common access, architectural style and design elements.

The commercial land use designation also includes special retail and service uses, such as garden sales, building supplies and auto dealerships. These types of commercial uses are generally developed along major roads. Usually, the types of business activities located in such a general business district are not related to each other and consequently need not be compatible in terms of their ability to strengthen customer drawing power.

Appropriate Uses – Desirable land uses and elements of the commercial designation are:

- Retail stores,
- Personal service establishments,
- Public open spaces,
- Grocery stores,
- Restaurants,
- Shopping centers,

- Convenience stores,
- Gas stations,
- Home improvement showrooms, and
- Auto sales and services.

Central Business District

Intent – The Central Business District is intended to be the heart and soul of the City as a center for commerce and also as a place for residents to gather and socialize. The Central Business District conveys the image of Mt. Pleasant to residents and visitors alike. As such, an appropriate mixture of office, retail, residential uses, and public space are desirable.

The Central Business District designation incorporates a mix of uses within downtown Mt. Pleasant. The intensity of the development within the district tends to be higher than the rest of the City due to the smaller lot sizes. Parking cannot be accommodated on most sites and the buildings cover the majority of the parcel. The Central Business District is characterized by pedestrian-oriented groupings of commercial establishments served by common parking areas.

This designation is intended to promote the center of the City as a special business area offering a range of convenience commercial, specialty shops, personal services, restaurants, offices, and banking uses. In addition, the use of upper floors for residential purposes is encouraged.

Description – This land use is centered on Main Street. Uses customarily found in a Central Business District include municipal services, restaurants, banks, personal services, retail stores, offices, public spaces, and single- and multiple-family residences. The continued maintenance of the historical structures and character of the Downtown are also essential within this area.

Appropriate Uses – Desirable land uses and elements of the commercial designation are:

- Retail stores,
- Personal service establishments,
- Municipal facilities,
- Offices,
- Off-street parking,
- Public open spaces,
- Town square,

- Ground floor retail with office and/or residential uses on the upper floors, and
- Historic preservation.

Main Street Overlay District

Intent – This designation is intended to provide a mixture of single-family and two-family residential uses along with office uses along Main Street corridor which connects the central business district to multiple-family residential uses and CMU. This designation is also intended to promote historic preservation and improvements to the corridor with the restoration and upgrading of buildings along Main Street.

Description – This overlay zone is centered on Main Street from Illinois St. to High Street. It provides locations for uses which primarily include single and two-family uses as well as office and professional uses. All uses and renovations in the district must preserve and enhance the traditional Midwest residential streetscape. The type of office uses desired include low impact office uses as permitted in the OS-2 zoning district.

Appropriate Uses – Single-family detached dwellings, two-family dwellings, and executive, administrative, professional, accounting, clerical office buildings, medical or dental offices, and banks.

Office

Intent – This designation is intended to accommodate activities related to the practice of a profession, the carrying on of a business, or the conduct of public administration. Office uses also provide an appropriate transition between commercial and residential areas and/or between industrial and residential areas.

Description – Several areas are designated as office land use, primarily adjacent to the downtown area. They are intended to provide locations for uses which primarily include office use, professional uses, technical use, business, and personal services uses which are dependent on and supportive of an office environment.

Appropriate Uses – Executive, administrative, professional, accounting, clerical office buildings, medical or dental offices, and banks.

Industrial

Intent – The designation is intended to accommodate manufacturing, assembling, packaging, and fabricating activities, as well as scientific, research, investigation, testing, and experimentation activities. This designation provides important tax base as well as job opportunities for City residents. Uses permitted include the manufacturing, processing and compounding of semi-finished or finished products from raw materials as well as from previously processed material.

Description – This land use requires either public sewer and water facilities or approved private systems achieving the same level of environmental and health standards. These areas should be located on roads capable of adequately accommodating necessary truck traffic, and should be isolated from residential areas.

Appropriate Uses – Manufacturing, packaging, compounding or processing plants, warehouses, storage facilities, public utility buildings, municipal buildings, and uses such as water or sewer treatment plants, research, development and laboratories.

Mixed Use - Industrial/Office/Multi-Family Residential

Intent – The intent of this category is to provide a mixture of industrial, office, and multi-family residential uses.

Description – This land use is located on the north end of the City north of Fancher Street and Industrial Drive. This district allows industrial uses as a permitted use, while medium and high density multiple-family and office uses are allowed as a special use.

Appropriate Uses – Desirable land uses and elements of this designation are: manufacturing, packaging, compounding or processing plants, warehouses, storage facilities, public utility buildings, municipal buildings, and uses such as water or sewer treatment plants, research, development and laboratories. Multi-family residential and general office uses are also appropriate as a special use.

Public

Intent – This designation is intended to accommodate both Public and Quasi-Public uses.

Description – This designation includes uses that are generally low impact uses although they should be located with access to major thoroughfares. These uses are generally compatible with commercial and multi-family residential uses. Uses such as libraries, schools, and parks may be considered compatible with single-family residential.

Appropriate Uses – Government buildings, public parks, schools, hospitals, and churches.

Central Michigan University

This designation is intended to accommodate uses related to Central Michigan University.

TRANSPORTATION
PLAN

This major update of the City's Future land Use Plan is a statement of policy whereby decisions are guided regarding the physical growth and development of the community. The plan is long-term and comprehensive in nature. This means it looks ten to twenty years into the future and is all inclusive in scope – including plans for future land uses, thoroughfares, parks, open space, and any other significant physical elements. The City's current Major Thoroughfare Plan dates back to 1985.

The goals of the current thoroughfare or transportation update are much the same as that of its predecessor, and are also based on the goals and strategies identified through the current planning process. They include the following:

- to encourage the development of the *ring road* formed by Pickard, Lincoln, Broomfield, and Isabella Roads,
- to improve traffic movement through the City and avoid disruption of residential neighborhoods by major cut-through traffic,
- to add traffic calming measures in residential neighborhoods,
- to reduce congestion and accidents on main roads such as Mission Street and Pickard Avenue,
- to improve pedestrian access and non-motorized transportation through the sidewalk and other pathway programs,
- to expand public transportation opportunities in the City,
- to examine parking issues particularly in the Downtown and on major thoroughfares, and
- to coordinate transportation issues with other area agencies including the Isabella County Road Commission, Union Township, and CMU.

This update of the City's Transportation Plan not only takes into account its predecessor and the current goals and objectives, but also builds upon the following planning efforts conducted since 1985: the *Mt. Pleasant Downtown Blueprint 2003*, the *2000 Mt. Pleasant Urban Area Traffic Master Plan*, the *1990 Urban Area Traffic Master Plan*, the *2003 CMU Bike System Feasibility Report*, the *1992 Mission Street-Pickard Avenue Downtown Development Authority Development Plan*, the City's proposed *Capital Improvement Plan 2004-2008*, the *2004 Mt. Pleasant Parks and Recreation Master Plan*, and the *2001 Isabella County Parks and Recreation Master Plan*.

Functional Classifications

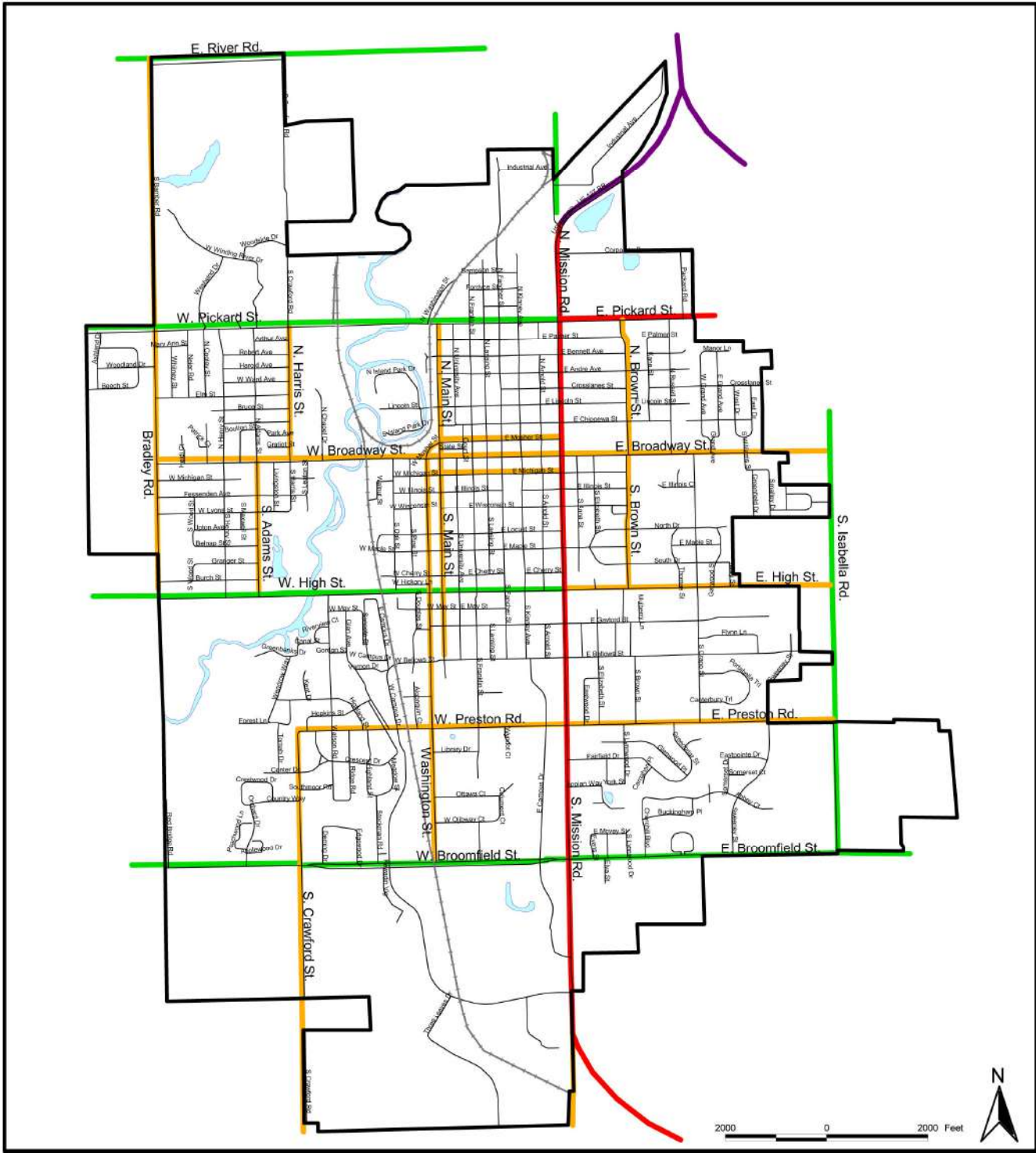
Transportation planners evaluate roads based on a graduation of their functions from through-traffic movement to land use access. At one end of the scale are expressways that provide no direct access to land uses and at the

other end of the scale, cul-de-sacs that provide access only to uses along their frontage. In between are arterials, collectors, and local streets that provide decreasing function of traffic movement in relation to access.

All public streets, roads, and highways in Michigan have a National Functional Classification (NFC) designation. Developed by the Federal Highway Administration and maintained by MDOT, the National Functional Classification is the classification system which federal, state, and local transportation agencies have used since the late 1960s. It not only allows roads to be studied and compared across different regions of the state or the nation, but is also used to determine eligibility to receive federal funds for improvements. Roads that are classified as collectors or arterials are eligible to receive federal funds for improvements under the Federal Surface Transportation Program.

- **Principal arterials** are at the top of the NFC hierarchal system. Principal arterials generally carry long distance, through-travel movements. They also provide access to important traffic generators, such as major airports or regional shopping centers. Mission Road (US-127BR) and E. Pickard Road are the principal arterials.
- **Minor arterials** are similar in function to principal arterials, except they carry trips of shorter distance and to lesser traffic generators. According to the NFC, minor arterials in Mt. Pleasant include Broomfield Road and Street, W. High St., W. Pickard St., and Isabella Road.
- **Collectors** tend to provide more access to property than do arterials. Collectors also funnel traffic from residential or rural areas to arterials. Major collectors in Mt. Pleasant include S. Bradley Rd., N. Harris, S. Adams, S. Crawford, Main St., S. Washington, N. and S. Brown, E. and W. Broadway, E. High St., E. and W. Preston, W. Mosher, E. and W. Michigan.
- **Local** roads primarily provide access to properties. Examples of these include residential streets and lightly-traveled county roads. They are not eligible to receive federal funds.

There is a strong interrelationship between the road system and land use patterns. The type of land use will strongly influence traffic volumes along a given road. Likewise, the adequacy of a road may determine the type of development that occurs. Therefore, the benefit of the Transportation Plan is to assist in establishing priorities for future road improvements based on the function a roadway serves.



LEGEND

-  Freeway
-  Principal Arterial
-  Minor Arterial
-  Collector

Figure 5: ROAD CLASSIFICATIONS

Mount Pleasant
Isabella County, Michigan

Carlisle/Wortman Associates, Inc.
Community Planners & Landscape Architects

Issued: 3/22/05
Source: Michigan Geographic Framework
National Functional Classification

Population projections provided by the East Central Michigan Planning and Development Region (ECMPDR) from 2000 to 2030, as mentioned earlier in this report, indicate that growth will occur at a slow rate for the City (4%) while the Charter Township of Union will continue to experience substantial growth (98%). This growth and resulting land development, even if more closely related to the outlying township, is likely to put a strain on the major thoroughfares in the City.

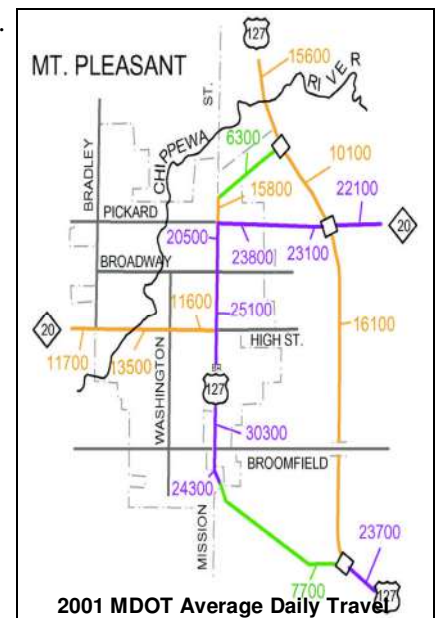
Traffic Counts

The available traffic count information offers a picture of where the majority of traffic flow occurs in the City. Traffic counts for principal and some minor arterials are completed by the Michigan Department of Transportation. The figure at right indicates average daily travel (ADT) figures as compiled by MDOT in 2001.

The primary north/south traffic corridor within the community is Mission Street. Isabella Road, completed as a four-lane roadway from Broomfield Road to Pickard St. in 2000, serves as a reliever to Mission Street traffic volumes. These traffic counts illustrate the volume of traffic on Mission and Pickard Streets, which varies from 30,300 vehicles per day at Mission and Broomfield, to 23,100 vehicles per day at East Pickard near US-127. High Street/Remus Road also experiences high volumes of traffic of approximately 12,000 vehicles per day.

When compared with 1998 MDOT figures, it is clear that there has been an increase in traffic volumes along Mt. Pleasant major arterials. This can be explained by the commercial and retail development of Mt. Pleasant that is primarily concentrated along the Mission Street corridor. Additional development has occurred on Pickard Road from Mission Street to the freeway, and as a result, traffic concentrates along these two primary traffic corridors.

The City of Mt. Pleasant also keeps a database of traffic count information for other major streets, which include most major collectors. Traffic counting is continually being done to keep information as current as possible. Based on this, it appears that traffic volumes fluctuate greatly in Mt. Pleasant depending on University activities. Indeed, numbers vary considerably when taken in summer as opposed to when they are taken during the school year. Moreover, according to this database, traffic volumes are clearly greater for the following major streets: Bellows, Broadway, High, Main, Pickard (from



Mission westward), Preston, and Washington. Traffic volumes, for those major streets, however, remain mostly below 10,000 ADT.

Road and Street Improvements

Local units of government in Isabella County have worked together to develop an Urban Area Traffic Master Plan, commonly referenced as the Ring Road Plan. This plan identifies the location for street extensions and major road widening improvements required to provide a major street grid system to service the Urban Area. The Ring Road is not simply one ring but a series of concentric rings that will be developed over time as population continues to grow in more rural areas. The development of outer rings does not diminish the need for inner rings. The City should continue to participate in the Urban Area Traffic Mater Planning process.

As put forth in the 1990 Plan, the ring road following Pickard, Lincoln, Broomfield, and Isabella Roads has been a primary focus for road improvement to provide both east/west and north/south access around the urbanized boundaries of the community and connect to the major outlining roadways. Major sections of this proposed 100-foot right-of-way, four-lane ring road have been constructed since that time. According to the 2000 Urban Area Traffic Master Plan, the sections remaining include:

- Lincoln Road, from Pickard to Broomfield, and
- Broomfield Road, from Lincoln to Crawford.

Another focus for road improvement projects has been extension of major streets to connect to this ring road and to strengthen the primary grid network. An 80-foot road right-of-way for those major streets is recommended in the 2000 Traffic Master Plan to accommodate sidewalks, utility, and turn lanes at intersections.

The 2000 Mt. Pleasant Urban Area Traffic Master Plan has identified short and long-term projects for road improvements. They are tabulated below.

Table 11: Proposed Road and Street Improvement and Extension

Road/Street		Responsible Agency
Short-Range Projects		
Isabella Road	Traffic Signal and Intersection at US-127	Union Twp., ICRC
	4-lane, Broomfield to US-127	Union Twp., ICRC
	Upgrade from US-127 south to Wing Rd.	Union Twp., ICRC

Road/Street		Responsible Agency
Millbrook Road	Paving from Mission Rd. to Isabella Rd.	Union Twp., ICRC
Wing Road	Paving from Mission Rd. to Isabella Rd.	Union Twp., ICRC
S. Mission*	90 degree Intersection at US-127	Union Twp., ICRC
S. Mission*	Bridge over RR tracks	Union Twp., ICRC
Deerfield Road	4-lane from Mission to US-127, with traffic signal & RR crossing	Union Twp., ICRC
Pickard Road	Traffic Signal at Lincoln Rd.	Union Twp., ICRC
E. Campus Drive	Signage at Broomfield Rd.	CMU
Broomfield Road	Pedestrian Control at Rose Arena	ICRC, CMU
Broadway Street	Extension from Bradley to Lincoln Rd.	Union Twp., ICRC, City
Crawford Road	Pave from River Rd. to Pickard St.	Union Twp., ICRC, City
Crawford Road	Broomfield Rd. to Deerfield Rd.	Union Twp., ICRC, City
Deerfield Road	Improvement from Crawford Rd. to Mission Rd.	Union Twp., ICRC, City
Meridian Road	Bridge at Chippewa River	Union Twp., ICRC
Medium-Range Projects		
Deerfield Road	Upgrade from Whiteville Rd. to Crawford Rd.	Union Twp., ICRC
M-20	4-lane, Bradley Rd. to Lincoln Rd.	MDOT
M-20	3-lane, west of Lincoln Rd.	MDOT
Lincoln Road	Upgrade from Pickard St. to River Rd.	Union Twp., ICRC
Isabella Road	Upgrade from M-20 to River Rd.	Union Twp., ICRC
High Street	Upgrade from Mission St. to Isabella Rd.	Union Twp., ICRC, City
Broadway Street	Upgrade from Mission St. to Isabella Rd.	City
Lincoln Rd.	4-lane from Pickard St. to High/Remus Rd./M-20	Union Twp., ICRC
Deerfield Road	4-lane from Crawford Rd. to Mission Rd.	Union Twp., ICRC, City

Road/Street		Responsible Agency
Crawford Road	4-lane from Broomfield Rd. to Deerfield Rd.	Union Twp., ICRC, City
Deerfield Road	Extension from US-127 to Isabella Rd.	Union Twp., ICRC
Long-Range Projects		
Shepherd Road	4-lane, M-20 to Millbrook Rd.	Union Twp., ICRC
Lincoln Road	4-lane bridge, M-20 to Broomfield Rd.	Union Twp., ICRC
US-127 South	Interchange at Mt. Pleasant	MDOT
US-127 South	Interchange at Shepherd Rd.	MDOT
N. Mission Road	Traffic signal at US-127	ICRC, MDOT
Broomfield Road	Upgrade from Lincoln Rd. to Crawford Rd.	Union Twp., ICRC, City

*Project would not occur if Deerfield Rd. extended to US-127
 Source: 2000 Mt. Pleasant Urban Area Traffic Master Plan

In addition to these road upgrades and extensions, the City has identified a number of resurfacing and reconstruction projects through 2008 along some of its major streets. The City's proposed *Capital Improvement Plan, 2004-2008*, allocates over \$500,000 for this task for each of the five years.

The issue of cross-campus traffic is an on-going concern with the campus and community. The balance between a pedestrian-friendly campus and a safe and efficient vehicular pattern for the greater community needs to be maintained. Where streets and roads through campus cannot be closed, traffic calming should be instituted to improve pedestrian safety and control vehicle speed through campus.

The City of Mt. Pleasant would greatly benefit from an updated corridor management plan for the Mission St./Pickard Avenue corridor. The Mission Street-Pickard Avenue Downtown Development Authority Development Plan dates back to the early 1990's. Since that time, the notion of walkable communities and associated improvements have become accepted and desired. This corridor poses several problems such as traffic congestion, difficult left turns, poor visibility, and site access problems. Elements of this plan should include existing and future land use, necessary transportation improvements, building setbacks, parking issues, and sidewalks or bicycle paths. One key aspect of the plan is access management – standards for the spacing of driveways, use of service drives, and optimum location of future

traffic signals. Streetscape and site design standards within the corridor are other aspects that need consideration.

Non-Motorized Transportation

The desire to increase and improve walkability and non-motorized modes of transportation was a consistently heard theme at all the public forums. These modes should increase connectivity between neighborhoods, shopping areas, parks, and the CMU campus. Key issues include a coordinated and interconnected system, access, and safety. Many communities adopt plans for sidewalk and bikeway systems, sometimes called pathway plans. Pathways, such as the Riverwalk Trail, do not necessarily follow road right-of-ways. They are intended for recreational use such as walking, jogging, rollerblading and bicycling. As seen by the popularity of Mt. Pleasant Riverwalk Trail, pathways contribute to the overall quality of life and pride in the community. It is recommended that the City of Mt. Pleasant develop a multi-use pathway plan not limited to using public right-of-ways that would link parks, community facilities, schools, businesses, employment centers, and neighborhoods as well as provide connections in and outside the City.

Isabella County Parks and Recreation has identified county roads that are suitable for bicycling. In the vicinity of Mt. Pleasant, River Road, Remus Road, Deerfield Road, Mission Street, and Pickard Avenue to Midland are the roads that have been identified. In addition, CMU, in a Bike System Feasibility Report (2003), has evaluated the road network to recommend where bike routes and bike lanes could be implemented. A number of City streets including Franklin, Bellows, Main, Preston, and Washington Streets, were identified for bike lane designations through appropriate striping or when they are resurfaced to accommodate paved shoulders.

CMU's Master Plan calls for encouraging campus design improvements that facilitate walking as the primary means of travel. The plan also calls for a more restrictive vehicle accessibility and parking policy. This could have a clear impact on the City, in particular, the areas immediately adjacent to campus. Adding bike lanes has the benefit of reducing the road width and calming traffic.

The City of Mt. Pleasant has allocated \$100,000 annually since 1995 for new sidewalk construction (about a mile a year). In 2003, a review from the Sidewalk Committee, formed by members of the Planning Commission, has identified a need to better prioritize where and when new sidewalks should be built.

Priorities for pathway and sidewalk construction should consider the relationship to the overall planned system, what are the most crucial links to activity centers, and aesthetic qualities along the roadway. Funding for construction, land acquisition and maintenance is available through the Michigan Department of Transportation, and the Michigan Department of Natural Resources. Local funds through contributions, special assessment, millage, or requirements for construction as part of the subdivision or site plan approval should also be considered.

Public Transportation

The existing service provided by the Isabella County Transportation Commission (ICTC) meets the public transportation needs for Mt. Pleasant and the rest of the County. Continued evaluation is recommended to ensure that service is provided to needed areas of the City as well serve particular segments of the population, such as the elderly and the physically challenged. Utilizing the service should be encouraged to cut down on vehicular traffic.

Downtown Circulation and Parking

Traffic issues in the Downtown area are distinct from those found on Mission Street or in the adjoining rural areas. Traffic circulation in downtown are influenced by frequent street intersections and traffic signals, the need to accommodate pedestrian crossings, on-street parking, a higher number of slow-moving trucks and other factors.

In recent years, the City of Mt. Pleasant has made many improvements to its Downtown. The level of interest in continuing these efforts is high and should focus on creating an attractive and lively pedestrian-oriented Downtown area with streetscape improvement, traffic calming, adequate parking, and gateway and public space improvements.

Although there is a perception from residents and business owners that the availability and convenience of parking in the downtown are problems (Mt. Pleasant Downtown Blueprint, 2003), there are no facts or figures actually supporting this belief. A downtown parking occupancy count done and updated in a similar way as traffic counts are done could quickly address this issue. There is no question that the City needs to ensure that adequate parking is provided in the Downtown.

The City's Downtown Blueprint study suggests that better parking management in the downtown could be instituted to relieve the perceived

parking problems. In particular, recommendations include instituting the following changes:

- enforcement of parking time limits,
- raising parking fines, with escalating fines for repeat parking violators,
- simplify parking time limits and better signage,
- regular review of parking occupancy survey, and
- reconfiguration of existing public parking areas to maximize parking spaces.



IMPLEMENTATION



The Master Plan is essentially a statement of goals and objectives designed to accommodate future growth and redevelopment. The Plan forms the philosophical basis for the more technical and specific implementation measures. It must be recognized that development and change will occur either with or without planning, and that the Plan will have little effect upon future development unless adequate implementation programs are established. This section identifies actions and programs that will be useful if the Plan is to be followed.

A variety of programs or administrative tools are available to allow the Plan to succeed.

Zoning Requirements

Zoning is the development control that has been most closely associated with planning. Originally zoning was intended to inhibit nuisances and protect property values. However, zoning should also serve additional purposes. Zoning should be used:

1. To promote orderly growth in a manner consistent with land use policies and the Master Plan.
2. To promote attractiveness in the City's physical environment by providing variation in lot sizes, architectural features and appropriate land uses.
3. To accommodate special, complex or unique uses through mechanisms such as planned unit developments, overlay districts, or special land use permits.
4. To guide development away from conflicting land uses (i.e., industrial uses adjacent to residential areas).
5. To preserve and protect existing land uses until such time as they may change in accordance with the Master Plan.
6. To promote the positive redevelopment of underutilized areas of the City.

The Zoning Ordinance and Future Land Use map in themselves should not be considered as the major long range planning policy of the City. Rather, the Master Plan should be regarded as a statement of planning policy, and zoning should be used to assist in implementing that policy.

Zoning Adjustments

Certain areas of the City have been designated for a land use classification in the Master Plan which conflicts with either existing zoning or existing land uses. These designations were developed in order to guide the desired development of these areas. Certain areas may benefit from a City-initiated rezoning in order to provide more consistency. Additionally, other areas may continue with an existing zoning designation that, although currently conflicting with the Future Land Use designation, may be rezoned in the future once the existing use terminates or conditions change. It is at this future time that the land use recommendations will provide guidance as to the proper zoning. The City Planning Commission should further study and make decisions in regards to which areas warrant City-initiated rezoning. The following should be considered for City-initiated rezoning:

1. Mission Street and Pickard Avenue Corridor - Create an overlay zone to accommodate the mixture of existing land uses, encourage redevelopment in a cohesive, architecturally compatible fashion.
2. Encourage new residential developments to provide contiguous internal recreational amenities.
3. Create a vehicular access management ordinance and shared parking standards.
4. Modify the CBD zoning district to ensure redevelopment, increased viability, adequate parking, walkability and the reuse of the upper floors of the existing structures.
5. Create a Chippewa River overlay zone to ensure natural feature preservation.
6. Evaluate the adequacy of the noise, air and lights standards of the Zoning Ordinance.
7. Consider additional environmental protection language for all zoning districts.
8. Restrict incompatible commercial and industrial land uses along the Chippewa River.
9. Will initiate a study to investigate the creation of a new zoning district for City park land.
10. Consider a comprehensive amendment to the sign ordinance.
11. Investigate the feasibility of developing a historic preservation ordinance.

The following land development regulations should be considered to provide standards and regulations specific to various elements within the City:

1. Develop Stormwater Management Regulations that comply with Phase II and encourage use of Best Management Practices (BMP's).

The following plans and programs specific to various elements within the City should be considered:

1. Develop a City-wide Pathway Plan that connect parks, community facilities, schools, businesses, neighborhoods, as well as CMU and outlying areas, with an implementation plan prioritizing where and how this system can be built.
2. Update the Plan for the Mission Street/Pickard Avenue Corridor that would give clear guidelines for streetscape and pedestrian improvements.
3. Develop a Downtown Plan that would take into account Downtown issues including parking management, streetscape improvements, and pedestrian amenities.
4. Create development design guidelines as a means of preserving the existing architectural character of the City. The emphasis of the guidelines shall be placed upon major renovation projects and new construction.
5. Create incentives for the maintenance and rehabilitation of the existing residential structures.

Plan Education

Citizen involvement and support will be necessary as the Plan is implemented. Local officials should constantly strive to develop procedures that make citizens more aware of the planning and zoning process and the day-to-day decision-making which affects implementation of the Plan. A continuous program of discussion, education, and participation will be extremely important as Mt. Pleasant moves toward realization of the goals and objectives contained within the Master Plan.

Plan Updates

The Plan should not become a static document. The City Planning Commission should attempt to re-evaluate and update portions of it on a periodic basis. In accordance with Public Act 265, which amended the City or Village Planning Act, the City is required to review the Plan every five (5) years to determine whether to commence the procedure to amend or adopt a new Plan. However, the Planning Commission should set goals for the review of various sections of this Plan on a yearly basis. The Master Plan

should also be coordinated with the City Parks and Recreation Master Plan in order to provide proper long-range planning for park improvements.

Coordination with Adjacent Communities

According to P.A. 265 of 2001, the City of Mt. Pleasant must notify neighboring jurisdictions, the County, the region, and any registered public utility company, railroad, or other governmental entities of the intent to revise its master plan. The notified entities are asked to review and make comments on the proposed plan. The County will need to provide comments to the City, including an analysis of the proposed Plan as it relates to those of the adjacent communities and the County's plan. Upon receipt of the comments, a public hearing will be held and the plan will be approved by the Planning Commission, or if asserted by the City Commission, the City Commission may approve the Plan.

***APPENDIX A:
VISION FAIR AND
FOCUS GROUP
SUMMARY***

I. Downtown

# of Votes	General Visions for the Downtown
4	<i>A. Improve pedestrian access and walkability within the Downtown.</i>
24	<i>B. Improve variety within the Downtown by determining how to attract a mix of businesses.</i>
13	<i>C. Examine parking, determining existing strengths, weaknesses and constraints on improvements.</i>
9	<i>D. Create a greater focus on historic buildings within the Downtown, particularly on the preservation of historic structures.</i>
1	<i>E. Encourage more flexible hours of operation within the Downtown and investigate other opportunities to make Downtown businesses user-friendly.</i>
4	<i>F. Work with businesses to improve the Downtown streetscape and create and improve public facilities.</i>
9	<i>G. Investigate methods of drawing more people to the Downtown, including the increase of available outdoor activities.</i>
3	<i>H. Consider other various opportunities that currently exist or that become available in the future for improving the Downtown.</i>

II. Neighborhood

# of Votes	General Visions for Neighborhoods
14	<i>A. Consider the issues of further expansion of multiple-family development in the City.</i>
7	<i>B. Examine necessary street improvements and traffic issues</i>
7	<i>C. Improve pedestrian access and recreation opportunities.</i>
1	<i>D. Development of greater opportunities for senior and assisted living is needed in the City.</i>
9	<i>E. Retain the historical character of the City where possible.</i>
9	<i>F. Encourage and prioritize neighborhood preservation and property maintenance.</i>
8	<i>G. A range of housing and housing types should be available to provide for all of the City's residents.</i>
2	<i>H. Adopt new codes and ordinances to address the outstanding issues in the City.</i>
5	<i>I. Strengthen the relationship between the City, local neighborhoods, and CMU students.</i>
3	<i>J. Consider the issues between rental and owner-occupied housing.</i>
2	<i>K. Expand and improve neighborhood services & organizations.</i>
1	<i>L. Consider other various opportunities that currently exist or that become available in the future for improving the city's neighborhoods.</i>

III. Public Facilities & Services

# of Votes	General Visions for Public Facilities & Services
17	<i>A. Improve the City sidewalk network and pedestrian / bicycle opportunities.</i>
2	<i>B. Expand public transit opportunities in the City.</i>
19	<i>C. Improve streets and traffic circulation and congestion.</i>
10	<i>D. Consider methods to further parks & recreation opportunities in the City.</i>
2	<i>E. Improve environmental services and regulations in the City, particularly recycling opportunities.</i>
1	<i>F. Consider necessary sewer and water improvements.</i>
7	<i>G. Improve parking availability in the Downtown.</i>
2	<i>H. Improve existing public works & facilities and consider constructing new facilities.</i>
1	<i>I. Examine issues relating to the airport, particularly its effects on the City.</i>
5	<i>J. Strengthen cooperation between the City and other communities and organizations.</i>
1	<i>K. Consider other various opportunities that currently exist or that become available in the future for improving the City's public services.</i>

IV. Recreational and Cultural Activities and Facilities

# of Votes	General Visions for Recreational and Cultural Activities and Facilities
1	<i>A. Examine ways to improve the public library.</i>
36	<i>B. Consider constructing new recreation and cultural facilities and improving existing facilities.</i>
11	<i>C. Determine existing concerns of the Broadway Theatre and begin improvements.</i>
7	<i>D. Improve pedestrian and bicycle paths throughout the City.</i>
5	<i>E. Further cooperation and coordination between the City and other communities and organizations.</i>
6	<i>F. Consider other various opportunities that currently exist or that become available in the future for improving the City's recreation and public facilities.</i>

V. Community Economic Vitality

# of Votes	General Visions for Community Economic Vitality
6	<i>A. Encourage additional shopping opportunities and a greater mix of businesses.</i>
4	<i>B. Enhance and further employment opportunities and training.</i>
3	<i>C. Examine needed downtown improvements and prioritize.</i>
1	<i>D. Improve the community's appearance and City aesthetics.</i>
19	<i>E. Examine appropriate methods to use or redevelop vacated land and buildings in the City.</i>
3	<i>F. Improve the housing stock of the City.</i>
5	<i>G. Strengthen the City's tax base, particularly through economic diversity.</i>
1	<i>H. Create and/or encourage a stronger and friendlier business environment.</i>
16	<i>I. Improve tourism and marketing of the City, particularly in drawing people to the Downtown.</i>
2	<i>J. Strengthen the City's quality of life to retain current residents and draw new ones.</i>
4	<i>K. Increase cooperation and coordination between governments and other organizations.</i>

VI. Public Safety

# of Votes	General Visions for Public Safety
26	<i>A. Address current traffic problems by considering additional travel routes and improvements.</i>
5	<i>B. Improve neighborhood image, particularly by reducing vandalism and providing greater enforcement.</i>
7	<i>C. Encourage greater community involvement and coordination.</i>
3	<i>D. Focus on reducing crime and increasing safety in the City.</i>
3	<i>E. Improve the adequacy of police and fire services in meeting the City's needs.</i>
0	<i>F. Increase emergency transit opportunities.</i>
6	<i>G. Investigate improvements to make the City more prepared for emergencies and disasters.</i>
6	<i>H. Improve relations between CMU and its students to the City and its residents.</i>
8	<i>I. Increase and be consistent with ordinance enforcement throughout the City.</i>

APPENDIX B:
TARGET AREAS

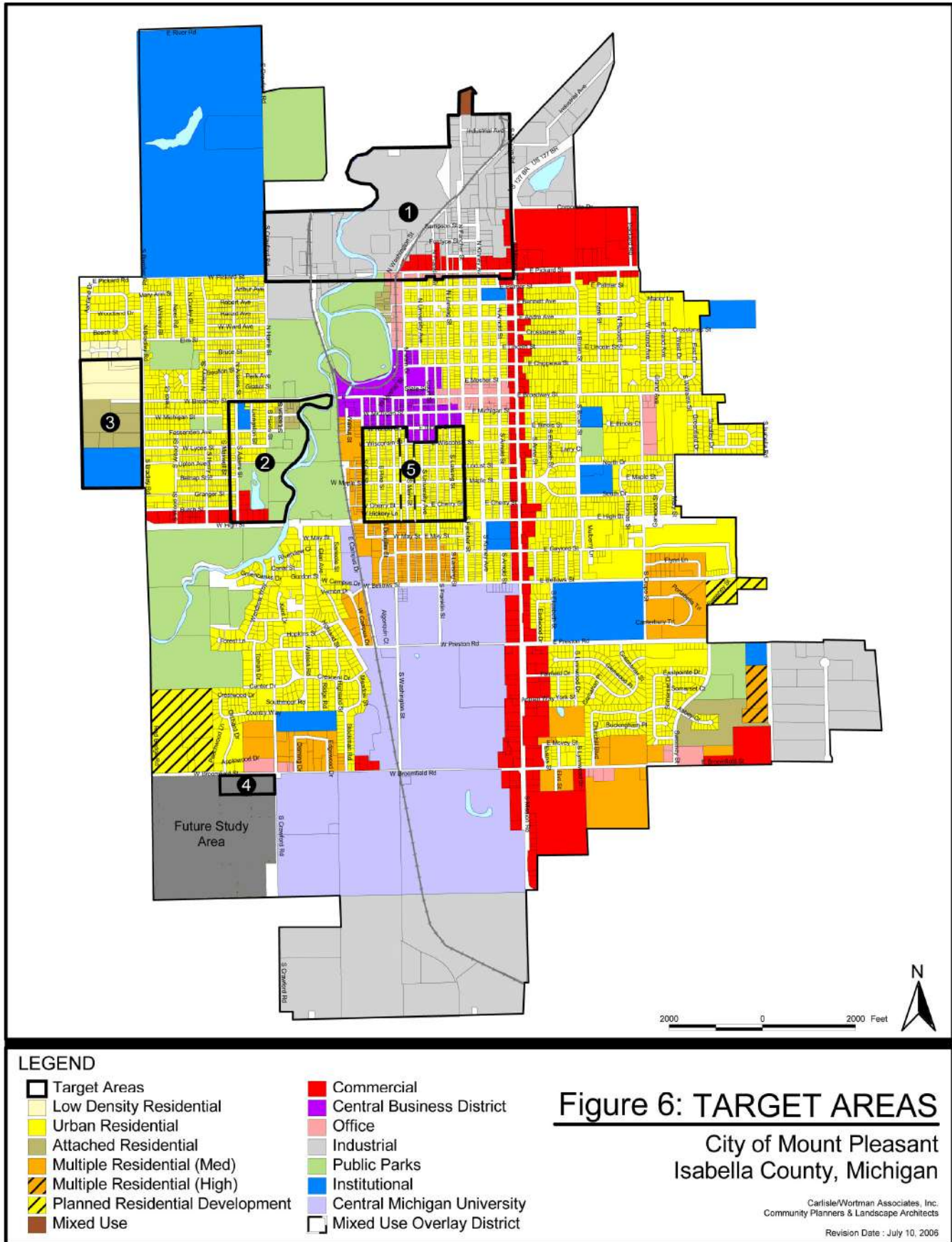
Target Areas

In addition to the general goals for the entire City, several target areas were identified during the planning process. Target areas are areas of special significance or concern that merit additional attention by the Planning Commission. The map on the following page provides the locations of each of the target areas.

The five target areas include:

1. Industrial Area North of Pickard St.
2. Area East of Adams St. Bounded by Broadway St., High St., and the river
3. Area West of Bradley St.
4. Southwest Corner of Broomfield St. and Crawford Rd.
5. Central Area Bounded by Oak St., Illinois St., Fancher St., and High St.

The following is a listing of each of the target areas with the area's primary issues, description, selected strategies, and the preferred alternatives as determined by the Mt. Pleasant Planning Commission. The preferred alternatives are reflected in the current City of Mt. Pleasant Future Land Use Plan.



Target Area No. 1

Area including properties fronting Pickard St. and bounded by Crawford Rd. to the west and Mission St. to the east.

Primary Issues/Elements

- Lots are small and redevelopment of the area difficult.
- Revitalize the area for a more robust industrial development. Adjust zoning to accommodate this development.
- Work with MMDC and other programs.
- Provide commercial land uses along Pickard St. to transition from residential to the south to industrial land uses to the north.
- This area is an eye sore and needs to be cleaned-up.
- Redevelopment of this area is proceeding and should be encouraged.

Area Description

This area contains the Mt. Pleasant Wastewater Treatment Plant, the Mt. Pleasant D.P.W. site as well as a long segment of the Chippewa River, its floodplain and associated wetlands and wooded areas. While the current Zoning Map and Future Land Use Map show the area dedicated to industrial uses, the existing Land Use does indicate a fair amount of residential and commercial uses interspersed with industrial and vacant industrial properties.

Selected Strategies – Future Direction

Selected strategies from Community Vision, Strategic Plan: Phase I Public Input, March 24, 2004:

- Provide for a wider diversity of business and industry in appropriate locations. Recruit businesses other than retail, such as industry, high-tech and office research.
- Continue to support small business start-up entrepreneurial grants and loans.
- Target specific “high-tech” industries to encourage those companies to locate in the City.
- Offer appropriate tax incentives and abatements to lure businesses to the City.

Preferred/Desired alternatives

- South of Pickard to be Office.
- North of Pickard to be General Commercial.
- Remainder to be Industrial.

Target Area No. 2

Area including properties fronting Adams St. and bounded by Broadway St. to the north, High St. to the south, and the Chippewa River to the east.

Primary Issues/Elements

- Determine if current multi-family zoning is appropriate.

Area Description

This area contains City-owned land included in the Chippewa River floodplain and associated wetland areas that are not suitable to development. While the Zoning Map indicates a large portion of the area dedicated to Multiple Family, the current Future Land Use Map and Existing Land Use Map show mostly the area as public use, urban residential, and some commercial along High St. and Broadway St.

Selected Strategies – Future Direction

Selected strategies from Community Vision, Strategic Plan: Phase I Public Input, March 24, 2004:

- Ensure that an appropriate mix of residential uses is in the City.
- Develop more options or encourage greater opportunities for senior and assisted living within the City as well as opportunities for first-time homebuyers.
- Strengthen the zoning ordinance, including architectural control standards, regarding multiple-family and duplexes in single-family neighborhoods. Allow these uses only where they do not compromise the integrity of an existing neighborhood.
- Improve pedestrian access and recreation opportunities
- Develop additional neighborhood parks where land opportunities are available for such development.

Preferred/Desired alternatives

- Area should be shown as Urban Residential or remain commercial on High and Adams Streets.
- Consider single-family attached units as a possibility.

Target Area No. 3

Area West of Bradley St. south of existing residential development

Primary Issues/Elements

- Define the type of residential use desired for the area.

- The area should not be used as multi-family but be converted back to single-family residential uses.

Area Description

This area contains large parcels of land that are currently vacant as well as the Junior High School. While the current Future Land Use Map indicates most of the area dedicated to Planned Residential Development, the Zoning Map shows residential district of 9,800 s.f. lot size and a substantial multiple family residential district. The Existing Land Use Map indicates a mixture of developmental, office, commercial and multiple family uses, along with a large portion labeled exempt.

Selected Strategies – Future Direction

Selected strategies from Community Vision, Strategic Plan: Phase I Public Input, March 24, 2004:

- Ensure that an appropriate mix of residential uses is in the City.
- Develop more options or encourage greater opportunities for senior and assisted living within the City as well as opportunities for first-time homebuyers.
- Improve pedestrian access and recreation opportunities
- Develop additional neighborhood parks where land opportunities are available for such development.

Preferred/Desired alternatives

- Area should be shown as single family residential – Urban residential and low density.

Target Area No. 4

Southwest Corner of Broomfield St. and Crawford Rd.

Primary Issues/Elements

- Is this area large enough for a Planned Residential Development?

Area Description

This area contains about 11 acres of land. The Existing Land Use Map refers to this area as developmental, while both the Zoning Map and current Future Land Use show the area as planned residential development.

Preferred/Desired alternatives

- Low intensity uses that are listed in the Open Space Community Overlay Commercial District.

Target Area No. 5

Central Area Bounded by Oak Street, Illinois St., Fancher St., and High St.

Primary Issues/Elements

- Eliminate rental units in favor of single-family homes.
- Need long-term plan to convert to family homes.
- Limit development of student rental housing units.
- Protect architectural character of single family homes.
- Rezone the area along Main St. between High and Wisconsin and Pickard and Lincoln (outside of area) to office district.

Area Description

This area contains a large portion of the downtown as well as a mix of student rentals and family homes. The Zoning Map, the Existing Land Use Map and the current Future Land Use Map all reflect this mixture of uses.

Selected Strategies – Future Direction

Selected strategies from Community Vision, Strategic Plan: Phase I Public Input, March 24, 2004:

- Encourage the conversion of multiple-family units in older homes.
- Develop zoning provisions that discourage further conversion of single-family homes to multiple-family.
- Retain the historical character of the City where possible.

Preferred/Desired alternatives

- Create a mixed use overlay district for properties fronting Main Street from High St. to Wisconsin St. to allow for a mix of single-family, office and duplex.

Other Concerns/Needs

Primary Issues/Elements

- Provide a new zoning district on Main and Washington to encompass CMU's fraternities and sororities.
- Rezone the area along Main St. between High Pickard and Lincoln to office district.
- Rezone the Bradley Trailer Park to single-family.

Preferred/Desired alternatives