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

I. Downtown

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

II. Neighborhood

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

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

APPENDIX B: ***TARGET AREAS***

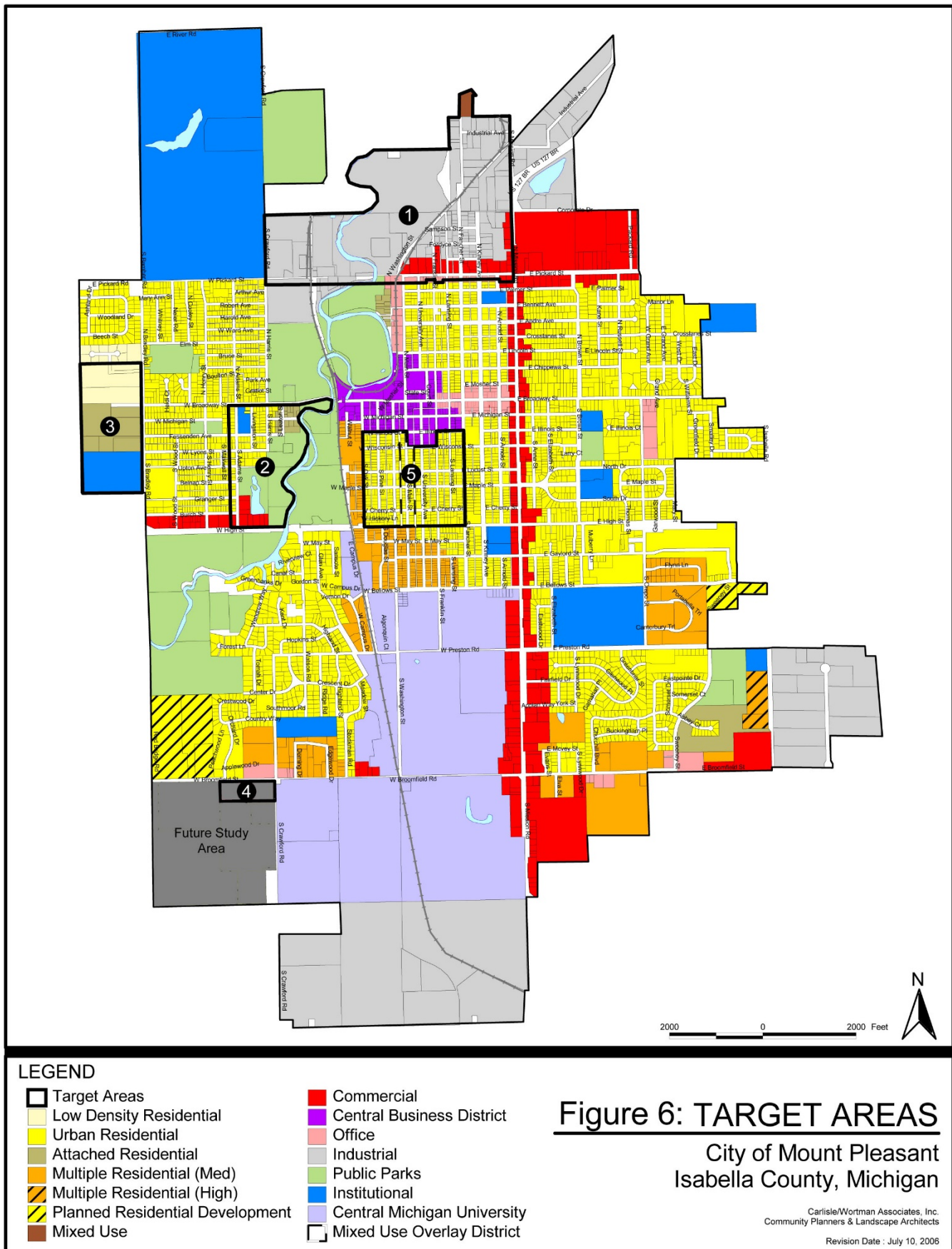
Target Areas

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