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# ***GOALS AND STRATEGIES***

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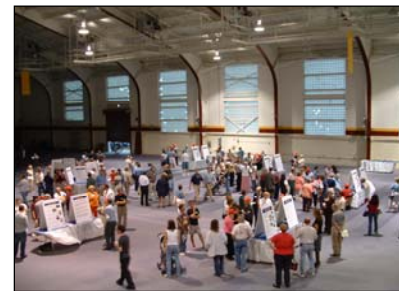
## ***The Public Participation Process***

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 in 2003, 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.



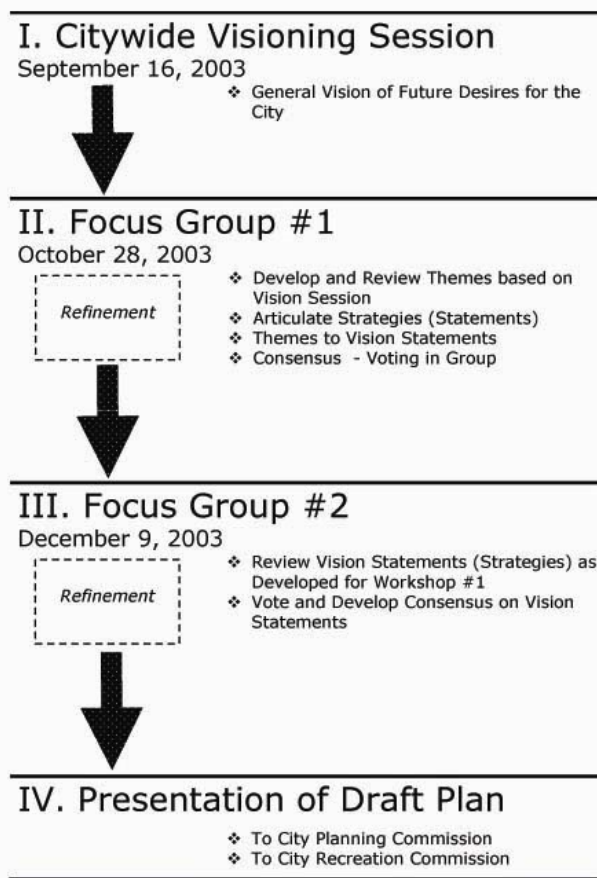
**City-wide Vision Fair 2020, Finch Field House, September 16, 2003**



**Citizen Review at Vision Fair 2020**

The September 2003 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 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. A summary of the input attained from the Vision Fair and focus group meetings are included in Appendix A.

Then, as part of the update to the Master Plan that was started in 2012, additional input was sought from the public in order to make this document more reflective of current trends and ideas. The opportunities for the public to engage the City as it moved forward to the update of this Master Plan included:

- a) Community Input Open House held at City Hall on April 23, 2013. Attendees were invited to attend the open house from 4:00 pm to 8:00 pm, and the event was open to the entire public.
- b) An online survey that focused on Downtown issues was made available at **mtpleasantmasterplan.com** which received 430 responses through May 31, 2013.
- c) Outreach meetings with area service groups such as Jaycees, Junior Achievement, Lions Club, Rotary, and Kiwanis using a “Meeting in a Box” format led by individual Planning Commission members and City staff. Participants were given a short presentation on what a Master Plan is and why the City is updating its current Master Plan. In addition, paper copies of the online survey that focused on Downtown issues was handed out, and participants were given the opportunity to provide any suggestions or ideas they had about the future development of the City in general. A total of 150 surveys were completed by members of area service groups.



**Community Input Open House,  
April 23, 2013**

Outreach efforts to promote these public input opportunities included announcements on social media such as Facebook and Twitter, mass e-mail announcements to certain City and University constituents, mass e-mail to Central Michigan University students, an announcement on the home page of the City’s website, a press release sent to local print media, articles in the “Connections” newsletter, and print flyers that were made at the point of sale at Downtown businesses. The detailed results and input attained from these outreach efforts are included in *Appendix C*.

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, including all the input received in 2013 for the update of this document, were organized around the following themes.

- Downtown,
- Neighborhood,
- Public Facilities and Services,
- Recreational and Cultural Activities and Facilities,
- Community Economic Vitality,
- Public Safety,
- Mission Redevelopment Overlay Zone, and
- The Mount Pleasant Center.

## ***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 a 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



**Downtown Mt. Pleasant**

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.

Additional feedback obtained from the Community Input Open House held in April 2013 and the online survey was also incorporated into the following goals and strategies. A joint meeting with the Planning Commission, Downtown Development Board, and the Central Business District Tax Increment Authority was also held to establish consensus on priorities for the Downtown. Detailed results from these outreach efforts are included in *Appendix C: 2013 Input Summary*.

## ***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. To promote this strategy, update the zoning ordinance to make it receptive to emerging uses that are appropriate for Downtown, e.g. tasting room for craft brewery/distillery.



**Sidewalk Sales Downtown**

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 design 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. Continue working with ICTC (Isabella County Transit Commission) to encourage service 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, continue to provide a police presence on bicycle or on foot.
9. Develop a consistent wayfinding and signage design for the City that compliments branding efforts.
10. Explore ways to incentivize Central Michigan University investment in the Downtown.

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

***Strategies***

1. Review parking facilities and review periodically to ensure best usage of spaces occurs (e.g. 3 hour, 10 hours, permit).
2. Continue efforts to add bicycle parking where possible.
3. 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.
4. Work with local merchants and property owners to restrict employees parking on the street by setting aside other parking areas for employees.



**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 the creation of Historic District design guidelines for consistency in preserving and renovating historic buildings.
3. Consider programs and incentives to continue the preservation and renovation of historic buildings.
4. Complete the City's historic district nomination to be part of the National Register of Historic Places.

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

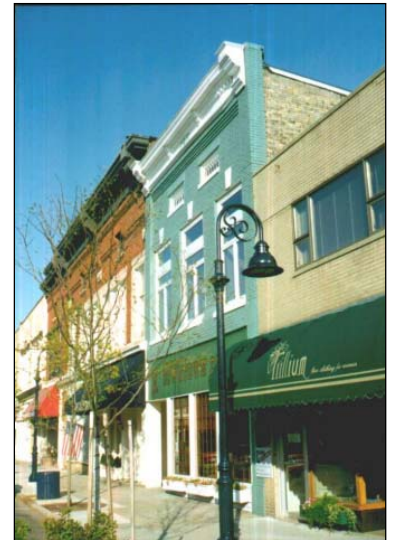
***Strategies***

1. Coordinate activities and events with Central Michigan University, students, and faculty.
2. Consider relocating the Farmers Market in a redeveloped Town Center.
3. Encourage more outdoor activities such as outdoor festivals, activities, and concerts that are attractive to all ages.
4. Continue to allow second-floor residential uses for a vital mixed-use Downtown.
5. Work with the Michigan State Housing Development Authority (MSHDA) to implement a rental rehabilitation program.

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

***Strategies***

1. Establish guidelines for the design, installation and maintenance of public spaces, including both landscape and hardscape materials, that contribute ecologically and aesthetically to the growth and economic prosperity downtown.
2. Extend downtown pedestrian lighting to areas not previously completed.



**Downtown Businesses**



**City Hall**



3. Install more art in the Downtown such as sculptures, fountains, and the continuation of the Lost and Found brass sculptures program.
4. Increase funding for Downtown improvements. Look to special assessments on businesses, contributions from the City's budget, donations or grants.

#### **F. Improve pedestrian access and walkability within the Downtown.**

##### ***Strategies***

1. Increase walkability in the Downtown by utilizing Complete Streets methodology to provide 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 new and replace the existing stock of park benches, litter barrels, and other pedestrian amenities along sidewalks.
4. Implement the City's Complete Streets policy in the Downtown as appropriate, and encourage bike/pedestrian routes throughout the City in areas not currently served and make sure these routes link to the Downtown, using the *Greater Mt. Pleasant Area Non-motorized Plan* as a reference guide.
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. The input provided by the public at the April 2013 community input open house reinforced these sentiments.

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



**Mt. Pleasant Neighborhood**

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 allow appropriate conversion of single-family homes to multiple-family.



**Mt. Pleasant Neighborhood**

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.

**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.
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.



**Mt. Pleasant Neighborhood**

**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. Efficiently utilize officers to ensure consistent 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.
7. Consider needs and accessibility of Senior Citizens for 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.
- 4. Adopt a Complete Streets policy that promotes walkable developments and street layouts, encourages non-motorized use, and increases safe and accessible motorized and non-motorized transportation opportunities for all legal users of the public right-of-way.
- 5. Use the *Greater Mt. Pleasant Area Non-motorized Plan* as the City's Complete Streets resource guide to advise staff and decision makers on how to treat the construction or reconstruction of roadways in order to accommodate all legal users in a way that considers the City's Complete Streets policy.



**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.

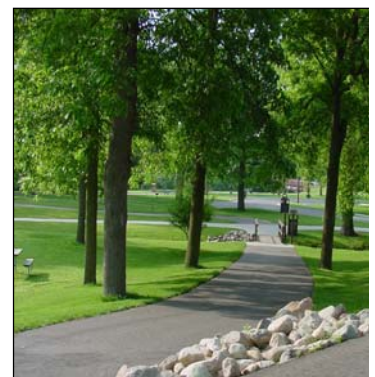


**City Sidewalk**

**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.



**Nelson Park**

**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.



**Recycling Center**

**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 and limousine services within the City.

**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, including consideration of using TIFA funds.
2. Consider a parking structure within the Downtown with a year-round farmers market or other uses on the lower level.
3. Provide continued maintenance of the buried infrastructure of the City including sanitary sewer and watermain.
4. Continue utilization of PASER street rating system to maintain the quality of local streets.
5. 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 discussion of the goals and strategies outlined in the Master Plan document is provided below.



Canoeing on Chippewa River

***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.**

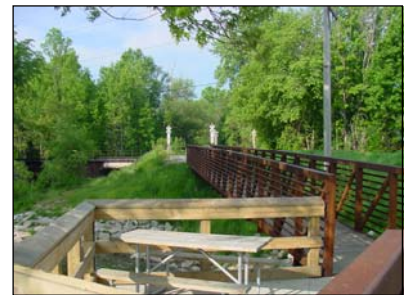
***Strategies***

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. Expand or develop the following types of recreation facilities:
  - a. Community gardens;
  - b. Sports fields;



**School**

- c. Play equipment development and restroom at Mission Creek Woodland Park; and
- d. Band stand/amphitheater along the river for outdoor music festivals.

#### **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
  - f. Programs for special needs population.



**Parade, Downtown Mt. Pleasant**

#### **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.



**National Night Out Performance**



6. Foster partnerships with the business community and service clubs that provide additional community recreation leisure activities.

**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, and
  - b. the 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.*
- 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.*



**Michigan Condensed Milk  
Factory, now restored as the Mt.  
Pleasant City Hall**



**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 amphitheater/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, Mt. Pleasant Discovery Museum, and the Central Michigan University Museum of Cultural and Natural History.
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.
6. Encourage/use appropriate design features in neighborhoods, Downtown and elsewhere that reflect the individual character of those areas.



**Neighborhood Street**

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. Jointly enforce all ordinances and laws, as applicable.

**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. Consider hiring additional Code Enforcement personnel to handle potential 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. When applicable, consider increasing policing to address potential gang activity in the City.
4. Increase police outreach education to decrease crime in the City.
5. Continue to encourage a 24-hour transportation system to increase pedestrian safety at all times and reduce drunk driving, which is currently addressed by private taxi and limousine services and CMU's Safe Rides program.
6. Enhance multi-jurisdictional traffic teams.



**National Night Out**

## ***The Mission Redevelopment Overlay Zone***

Mission Street has served the City of Mount Pleasant as a primary commercial corridor since many buildings were constructed along the street in the 1960s and 1970s to serve a variety of market needs. The City seeks to reinvent the Mission Street corridor by accommodating a mixture of land uses, allowing more innovative and accessible building layouts and site design relationships, and encourage redevelopment in a cohesive, architecturally compatible fashion through an overlay zone.



These goals are derived in part by the 2008 Economic Development Action Plan (see Appendix D) endorsed by the Mount Pleasant City Commission. They are further enabled by Section 154.068 of the Zoning Ordinance, which was adopted by resolution by the Mt. Pleasant City Commission on August 24, 2009. Section 154.068 of the Zoning Ordinance includes design considerations along with regulatory flexibility for targeted properties on Mission Street. The Mission Redevelopment Overlay Zone is located on property zoned for C-3 commercial use between Pickard Street and the southern border of the City of Mount Pleasant. In addition to the overlay zone amendment to the Zoning Ordinance, the document entitled *Design Considerations for Mission Street*, adopted by resolution of the Mt. Pleasant

Planning Commission on July 2, 2009, and endorsed by the Mt. Pleasant City Commission on August 24, 2009, helps define the design elements to be employed on eligible development and redevelopment projects along Mission Street. The location of the Mission Redevelopment Overlay Zone is depicted on the Future Land Use map.

## ***Goals for the Mission Redevelopment Overlay Zone***

The Mission Redevelopment Overlay Zone is intended to create an environment for more human-scaled, accessible, interesting and durable developments along the Mission Street commercial corridor. Section 154.068 of the Zoning Ordinance states the preferred form of development, which includes projects that advance the following objectives:

- Improved building appearance and durability.
- Increased pedestrian accommodations.
- Less required parking.
- Safe and efficient vehicular circulation.
- Appropriate transitions to adjoining single-family residential uses.
- Use signs of compatible size and materiality.
- Buildings located closer to the street.

Policy and planning tools including the 2008 Economic Development Action Plan and Section 154.068 of the Zoning Ordinance work in conjunction to produce the following goals for the overlay zone:

- A. *Promote economic vitality along the Mission Street commercial corridor.*
- B. *Improve the quality of non-motorized and motorized access along the Mission Street commercial corridor.*
- C. *Promote a compatible relationship between commercial developments on the Mission Street corridor and adjacent land uses.*

### **A. Promote economic vitality along the Mission Street commercial corridor.**

## ***Strategies***

1. Improve building heights and appearance.



**Example of favorable site design  
on North Mission Street**



2. Encourage mixed-use buildings.
3. Seek a reduction in the amount of vacant buildings and vacant space.
4. Utilize available Tax Increment Financing (TIF) funds, general fund dollars, and other sources of funding to support private sector redevelopment / reinvestment along Mission Street.

**B. Improve the quality of non-motorized and motorized access along the Mission Street commercial corridor.**

***Strategies***

1. Work with the Michigan Department of Transportation (MDOT) to improve safety and pedestrian crossings on Mission Street and intersecting side streets.
2. Reduce required parking.
3. Improve the quality and appearance of available parking.
4. Require more pedestrian and bicycle access to all developments.



**Example of a preferred edge and landscaping**

**C. Promote a compatible relationship between commercial developments on the Mission Street corridor and adjacent land uses.**

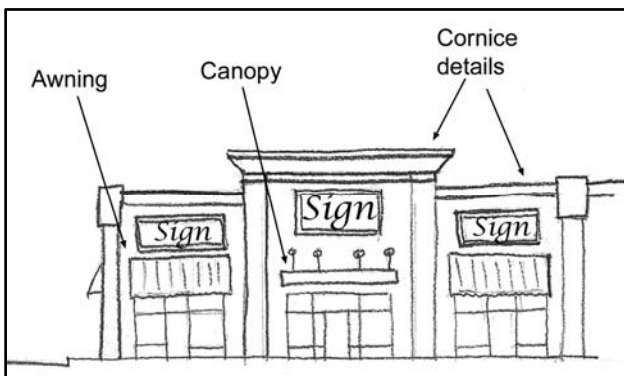
***Strategies***

1. Promote residential development on and near Mission Street.
2. Create sub-districts based on the intensity of use on different parts of Mission Street.

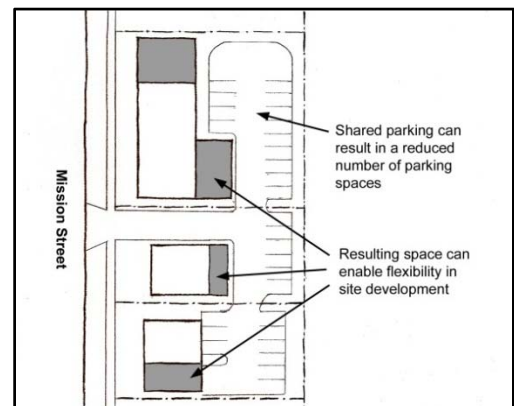
The identified strategies for achieving a more economically robust, interesting and approachable Mission Street corridor can be achieved by activating recommended design guidelines. Some of the proposed changes can be achieved through flexibility in conventional zoning standards for setbacks, parking, landscaping, height, and signs for developers who meet these guidelines. Developers can also be aided by greater flexibility in the site plan review process and approval standards.

Design guidelines expand the ability of conventional zoning to shape a preferred form of development. They serve as a powerful tool for inviting innovation in site design through schematic drawings and photographs. See Figures 27, 28, and 29. Strategies for implementing design guidelines are described in the Zoning Ordinance. City staff and developers may work together to implement an appropriate design for a given development.

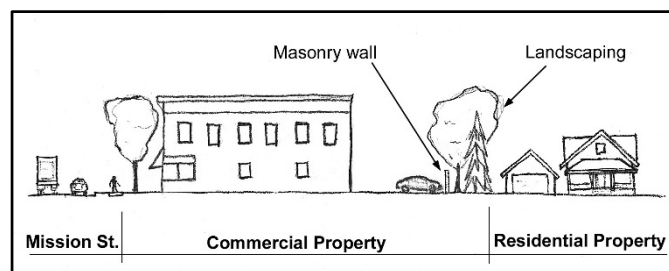
Distinct guidelines were proposed for South Mission Street, between High Street and the city's southern border, and North Mission Street, between Pickard Street and High Street. Some of the proposed guidelines are found in Table 10.



**Figure 27.** Example of how city staff can enforce the overlay zone to promote the use of diverse and robust façade materials.



**Figure 28.** Example of how city staff can enforce the overlay zone to promote shared parking.



**Figure 29.** Suggested use of landscaping to screen residential property, as proposed by city staff.

	South Mission Street	North Mission Street
<b>Building Height and Setbacks</b>	<ul style="list-style-type: none"> <li>• May be increased to allow mixed use</li> <li>• Increase upper floor setbacks</li> </ul>	<ul style="list-style-type: none"> <li>• Limit to under 35' tall</li> <li>• Reduce setbacks</li> </ul>
<b>Residential Transitions</b>	<ul style="list-style-type: none"> <li>• Contextual height and massing</li> <li>• Well-designed masonry walls</li> </ul>	<ul style="list-style-type: none"> <li>• Contextual height and massing</li> <li>• Supplemental landscaping or walls</li> </ul>
<b>Building Design</b>	<ul style="list-style-type: none"> <li>• Diverse façade materials</li> <li>• Use of parapet walls and cornices</li> </ul>	<ul style="list-style-type: none"> <li>• Diverse façade materials</li> <li>• Variation in elevation</li> </ul>
<b>Parking Design</b>	<ul style="list-style-type: none"> <li>• Reduce Mission St. driveways</li> <li>• Complement grid street connectivity</li> </ul>	<ul style="list-style-type: none"> <li>• Encourage shared parking</li> <li>• Consolidate or eliminate curb cuts</li> </ul>
<b>Landscaping</b>	<ul style="list-style-type: none"> <li>• Perimeter landscaping encouraged</li> <li>• May be reduced with screened parking and proper building design</li> </ul>	<ul style="list-style-type: none"> <li>• Perimeter landscaping encouraged</li> <li>• May be reduced with screened parking and proper building design</li> </ul>
<b>Pedestrian Facilities</b>	<ul style="list-style-type: none"> <li>• Provide ample sidewalks</li> <li>• Well-designed connections to pedestrian and bike facilities</li> </ul>	<ul style="list-style-type: none"> <li>• Provide ample sidewalks</li> <li>• Pedestrian connections between neighboring properties</li> </ul>
<b>Signs</b>	<ul style="list-style-type: none"> <li>• Use of wall signs is encouraged</li> <li>• Sign and building height should relate</li> </ul>	<ul style="list-style-type: none"> <li>• Monument signs preferred</li> <li>• Sign and building height should relate</li> </ul>

**Table 10.** A sample of the design guidelines in the overlay zone.

These design guidelines are made available as a development option on all properties having frontage on the specified length of Mission Street that are also located within the C-3 General Business Zoning District. The City has identified Downtown Development Authority (DDA) reinvestment incentives including brownfield redevelopment funding, low interest loans for site improvements, site enhancement assistance, and access management. With financial incentives, regulatory flexibility, and clear design standards, the City can reinvent Mission Street as a more inviting and economically viable corridor.

## ***The Mount Pleasant Center***

The community holds a strong belief in the need to promote new sources of economic activity while strengthening cultural resources. This invites opportunities for the redevelopment of the 298-acre Mount Pleasant Center (MPC) site; the largest contiguous undeveloped parcel in the City of Mount Pleasant. The property transferred ownership from the State of Michigan to the City of Mount Pleasant in 2010.



According to a Highest and Best Use Study published by environmental, planning and architectural consultants in 2013, the property currently consists of 21 buildings totaling 500,000 square feet along with related infrastructure. The MPC site contains approximately 15 acres of wetlands, which are mostly located within a total flood plain area of 23.6 acres. The Saginaw Chippewa Indian Tribe owns approximately 13.55 acres of land contiguous to the site. The property went through several changes in the early half of the twentieth century before becoming a state-owned hospital and residential care facility for people with varying disabilities beginning in 1938. A 2009 appraisal of the property concluded that many of the existing facilities range in condition from average to poor, and that the overall design, construction and layout of the existing site is not conducive to re-use or redevelopment without high costs.



The community recognizes that the MPC site could serve a wide variety of economic, cultural, and recreational opportunities. During a public input open house specifically planned for conceptualizing the future MPC site on April 23, 2013, residents shared some of the following ideas:

Dog park	Sustainable development (LEED certified)
Park/recreation space	Camping areas
Senior center/long term nursing care	Inward-facing development for aesthetic appeal
Retirement community	A food hub
Young professional housing	Regular subdivision
Planned "cottage" community	Community orchards and gardens
Coordinate plans with Saginaw Chippewa Tribe	Development conducive to pedestrian use
Non-motorized access	Maintain/Keep woods and natural areas

The Mount Pleasant Center is denoted as ***Redevelopment Opportunity Area*** on the future land use map.

Community input helped to clarify desired uses for the MPC site. Recommendations for the site were further refined in the 2013 Highest and Best Use Study. The study made some important considerations:

- An “anchor” use must be in place to establish a critical mass.
- Compatibility and scale among uses in relation to each other are critical considerations.
- Physical conditions of the site will help to determine the best uses. These include the wetlands on-site as well as a floodplain which cuts across the center of the site running from west to east.
- Demographics, labor trends, and regional context must inform economically viable site proposals.

The study concluded that no single use, regardless of type, would likely require a large portion of the property. The study found that several uses were particularly relevant for further exploration:

- **Regional Food Hub:** A Regional Food Hub can be defined as the aggregation, distribution and sale of food and related products produced by farmers within a region. Demand for a Regional Food Hub may be suitably high in the area, due to a multitude of local farmers and the availability of funding to secure feasibility studies and organizational support.
- **Institutional and/or Corporate Use:** Institutional or corporate uses can serve as an anchor for the site. Corporate relocation may enhance medical office need and spur ancillary and support uses.

### ***General Goals for the Mount Pleasant Center***

The Highest and Best Use Study of 2013 produced design objectives for a site plan which fit into broader goals for the future of the MPC site. In April of 2013, a concept plan for the site was developed which split the site into multiple uses. The site is roughly categorized and split by the flood plain between the north and south halves, and is woven together by a non-motorized path. See Table 11. The goals for the MPC can be described as the following:

- A. *Develop a site which bolsters economic growth.*
- B. *Promote a culturally sensitive and responsive site design.*
- C. *Integrate accessibility throughout the site.*



*D. Promote best practices of sustainable design throughout the site.*

**A. Develop a site which bolsters economic growth.**

***Strategies***

1. Promote mixed and compatible uses on site in order to provide flexibility and resiliency.
2. Incorporate findings about labor trends, demographics, and regional context published in the 2013 Highest and Best Use Study to determine the most effective development types.

**B. Promote a culturally sensitive and responsive site design.**

***Strategies***

1. Work with the Saginaw Chippewa Indian Tribe to ensure site uses are compatible and synergistic with adjacent lands owned by the Tribe.

**C. Integrate accessibility throughout the site.**

***Strategies***

1. Encourage pedestrian-scaled developments on-site.
2. Encourage the development of non-motorized paths on-site.

**D. Promote best practices of sustainable design throughout the site.**

***Strategies***

1. Inform sustainable development practices with analysis of natural resources on site including wetlands, floodplains, and woodlands.

Office	Owner-Occupied Housing
Institutional (health care)	Rental Housing for Medical Students/Young Professionals
Traditional Retail	Senior Independent Living
Regional Food Hub	Hotel/Convention Center

**Table 11.** Generalized list compatible uses for the MPC Site, from the Highest and Best Use Study, Executive Summary, April 2013. A mixed-use approach, with the need for an anchor to support long-term development, is likely given the size of the MPC site.



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# ***FUTURE LAND USE PLAN***

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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.

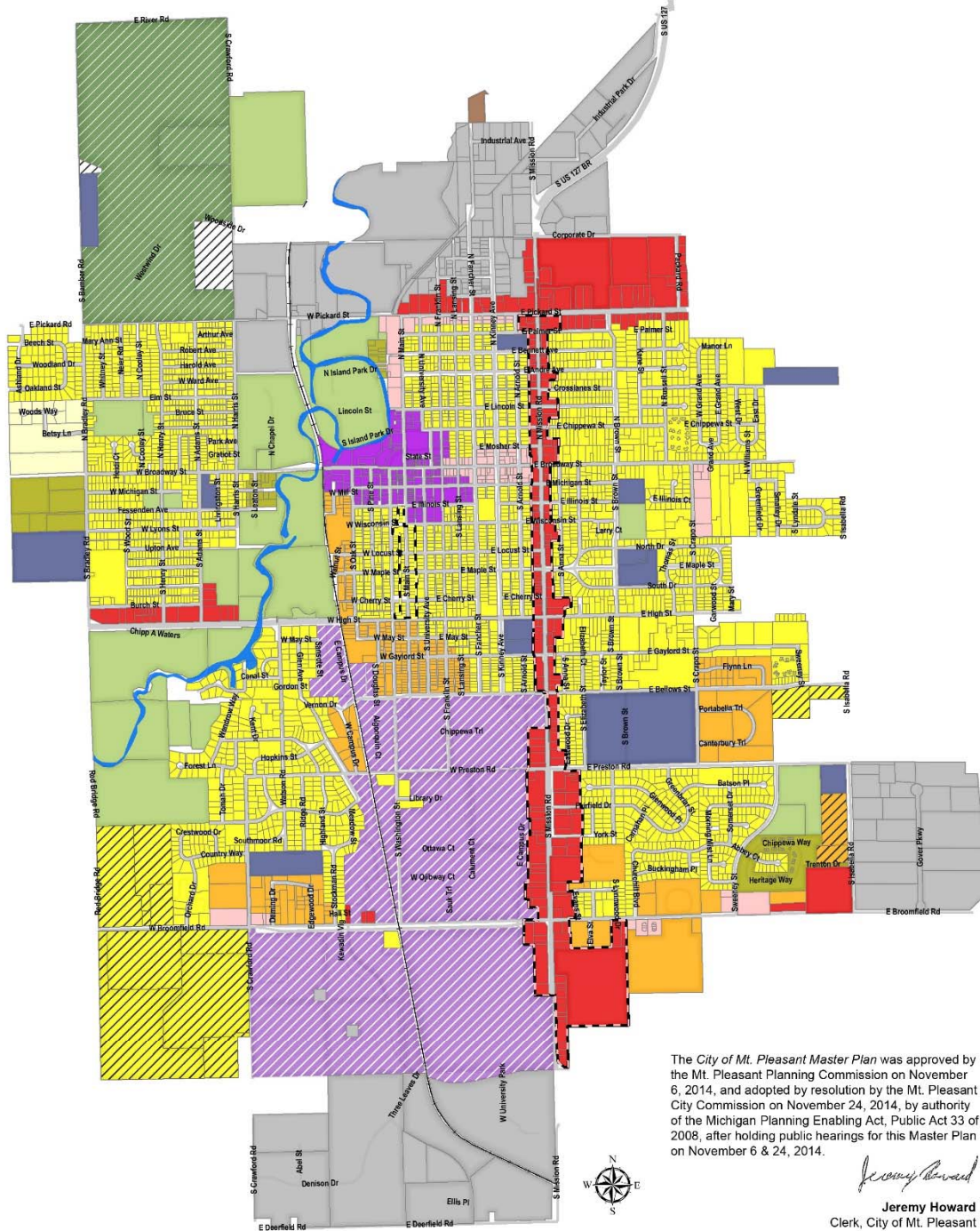
The Future Land Use map, provided on the following page, serves as a graphic representation of the City's goals and policies. The Future Land Use map is not a zoning map, but rather a generalized guide to the desired future land use patterns both within the City and in the adjacent Union Charter Township 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.

This section of the Master Plan also presents a Zoning Plan, which is referred to in the Michigan Zoning Enabling Act, PA 110 of 2006 and the Michigan Planning Enabling Act, PA 33 of 2008. Under each future land use category there is a sub-heading called “Corresponding Zoning District(s)” which is intended to show which zoning districts relate to the future land use category, and if new zoning districts need to be created. Describing the relationship between the future land use categories and the City’s zoning districts is intended to guide the implementation of future changes to the zoning ordinance. Any proposed changes to the zoning ordinance are listed in the “Future Zoning Amendments” section of this document. In total, there are 15 future land use categories and one overlay district that correspond to 17 zoning districts.

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, the online survey, 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. A copy of Union Township’s Future Land Use map, from their 2011 Master Plan, is included in this document as Appendix F.

## ***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.



The City of Mt. Pleasant Master Plan was approved by the Mt. Pleasant Planning Commission on November 6, 2014, and adopted by resolution by the Mt. Pleasant City Commission on November 24, 2014, by authority of the Michigan Planning Enabling Act, Public Act 33 of 2008, after holding public hearings for this Master Plan on November 6 & 24, 2014.

*Jeremy Howard*

Jeremy Howard  
Clark, City of Mt. Pleasant

**Figure 30:**  
**FUTURE LAND USE**

City of Mt. Pleasant  
Isabella County  
Michigan

November 2014



- |                                 |  |
|---------------------------------|--|
| Low Density Residential         | Office                                 |
| Urban Residential               | Industrial                             |
| Attached Residential            | Public Parks                           |
| Multiple Residential (Medium)   | Institutional                          |
| Multiple Residential (High)     | Central Michigan University            |
| Planned Residential Development | Main Street Overlay District           |
| Mixed Use                       | Redevelopment Opportunity Area         |
| Commercial                      | Mission Redevelopment Overlay District |
| Central Business District       | Tribal Trust Lands                     |

## ***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.

**Corresponding Zoning District(s)** – R-1.

## ***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.

**Corresponding Zoning District(s)** – Mostly R-2, R-3, and R-4, but R-1 in some cases.

### ***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.

***Corresponding Zoning District(s)*** – M-1.

### ***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.

***Corresponding Zoning District(s)*** – M-1 and M-2.

### ***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.

**Corresponding Zoning District(s)** – OS-1 and M-2.

### ***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.

**Corresponding Zoning District(s)** – PRD.

## ***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.

**Corresponding Zoning District(s)** – C-3 mostly, and to a lesser extent P-1.

## ***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.

**Corresponding Zoning District(s)** – C-2.

## ***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.

**Corresponding Zoning District(s)** – As an overlay district, there is no corresponding zoning district. The Main Street Overlay District currently overlays the R-3 and OS-1 zoning districts.

## ***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.

**Corresponding Zoning District(s)** – Mostly OS-1, and in very few locations OS-2 and P-1.

## ***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.

**Corresponding Zoning District(s)** – I-1 and RCD.

## ***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.

**Corresponding Zoning District(s)** – There is not a Mixed Use zoning district in the zoning ordinance, though it most closely corresponds to I-1. Currently, the I-1 zoning district does not allow any special uses.

## ***Public Parks***

***Intent*** – This designation is intended to accommodate public parks and public recreation facilities.

***Description*** – This designation includes public uses that are generally low impact uses although they should be located with access to major thoroughfares. These uses are generally compatible with most zoning districts, but are typically associated with commercial and residential uses. In the City of Mt. Pleasant, most of the land dedicated for public parks is located along the Chippewa River.

***Appropriate Uses*** – Public parks and public recreation facilities.

***Corresponding Zoning District(s)*** – Current City parks are located on property that is zoned AG, R-3, R-4, and M-1.

## ***Institutional***

***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, schools, hospitals, and churches.

***Corresponding Zoning District(s)*** – Current institutional uses are located on property that is zoned R-1, R-2, R-3, and OS-1.

## ***Central Michigan University***

This designation is intended to accommodate uses related to Central Michigan University and corresponds to the University District (U).

## ***Redevelopment Opportunity Area***

The Redevelopment Opportunity Area is the former Mt. Pleasant Center property, which is located on the north side of West Pickard between South Bamber and South Crawford, is the largest contiguous undeveloped parcel in the

City. In 2010, the 298-acre property transferred ownership from the State of Michigan to the City of Mount Pleasant. Future redevelopment of this site should be in accordance to the general goals described in “The Mount Pleasant Center” sub-section of the “Goals and Strategies” section of this Master Plan document. Due to the size of this property and existing site characteristics (500,000 square of buildings and related infrastructure are currently in the process of being removed), redevelopment of this site will likely occur in multiple phases over the long-term. The current zoning designation for the Redevelopment Opportunity Area is Agricultural (A).

### ***Mission Redevelopment Overlay Zone***

The Mission Redevelopment Overlay Zone is intended to create an environment for more human-scaled, accessible, interesting and durable developments along the Mission Street commercial corridor. The development of the overlay zone began in 2008 with the Economic Development Action Plan (see Appendix D). Section 154.068 of the Zoning Ordinance codifies the overlay zone, adopted in August 2009 by the City Commission. In addition to the overlay zone being a part of the City’s Zoning Ordinance, the *Design Considerations for Mission Street* document, adopted by resolution of the Mt. Pleasant Planning Commission on July 2, 2009, and endorsed by the Mt. Pleasant City Commission on August 24, 2009, is a companion document that further defines the design elements to be employed on eligible development and redevelopment projects along Mission Street. The overlay zone advances the following objectives:

- Improved building appearance and durability.
- Increased pedestrian accommodations.
- Less required parking.
- Safe and efficient vehicular circulation.
- Appropriate transitions to adjoining single-family residential uses.
- Use signs of compatible size and materiality.
- Buildings located closer to the street.



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# ***TRANSPORTATION PLAN***

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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*, the *2001 Isabella County Parks and Recreation Master Plan*, the *2006 US-127 BR/M-20 Access Management Plan*, and the *2011 Greater Mt. Pleasant Area Non-motorized Plan*.

## ***Functional Classifications***

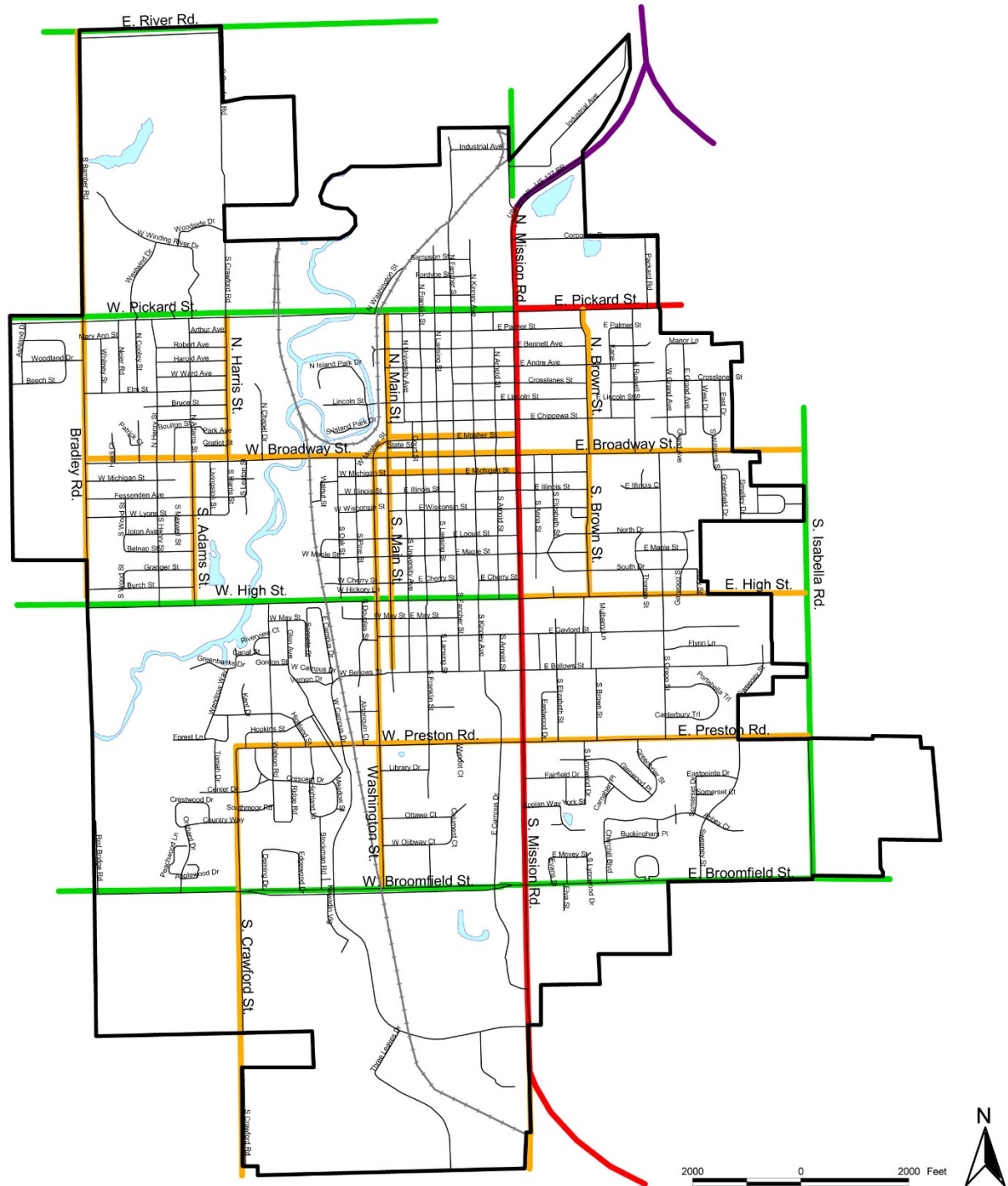
Transportation planners evaluate roads based on a graduation of their functions from through-traffic movement to land use access. At one end of the scale are expressways that provide no direct access to land uses and at the other end of the scale, cul-de-sacs

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 Michigan Council of Governments (EMCOG) 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.

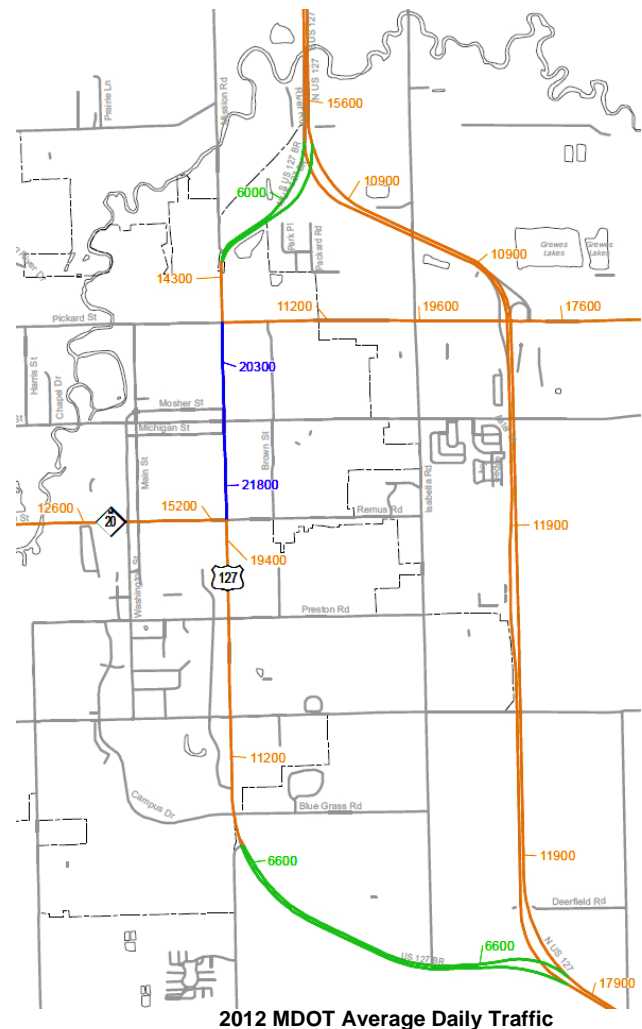
## ***Traffic Counts***

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 traffic (ADT) figures as compiled by MDOT in 2012.

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 11,200 vehicles per day at Mission and Broomfield, to 20,300 vehicles per day at East Pickard near US-127. High Street/Remus Road also experiences high volumes of traffic typically exceeding 12,000 vehicles per day.

When compared with 2001 MDOT figures, it is clear that there has been some decreases in traffic volumes along Mt. Pleasant major arterials. This can be explained by the lingering effects of the economic slowdown of 2007 and 2008 and its sluggish recovery. There have been new developments on Pickard Road from Mission Street to the freeway, and as a result, traffic in the City is highest 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 Master 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 12. Proposed Road and Street Improvement and Extension**

Road/Street		Responsible Agency
<b>Short-Range Projects</b>		
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
E. Campus Drive	Signage at Broomfield Rd.	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
<b>Medium-Range Projects</b>		
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
<b>Road/Street</b>		<b>Responsible Agency</b>
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
<b>Long-Range Projects</b>		
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.

In 2009, the City held a two-day work session that included meetings and visioning sessions with a traffic engineering consultant, stakeholders, business

owners, University personnel, officials from the Michigan Department of Transportation (MDOT), and City Staff regarding the physical design of Mission Street. During this period, the traffic engineering consultant considered ideas for South Mission Street with a focus to create a context-sensitive, complete street (i.e., at street that would accommodate businesses, motor vehicles, cyclists, and pedestrians). During a public meeting at the end of the two-day work session, the traffic engineering consultant shared recommendations regarding the safety, access, walkability, and image of South Mission Street. Among the recommendations was the development of additional streets perpendicular to Mission Street in order to improve access to and from the University.

In the fall of 2012, this work for Mission Street was further refined into a transportation network plan, dubbed the Mission Street Grid Network, or “grid streets.” A series of design ideas were proposed in order to improve access and help disperse traffic and to provide more opportunities for business-related traffic to use Mission Street.

The resulting grid street network focuses on connectivity between CMU, Mission Street, and the adjacent neighborhoods and businesses via east-west connector streets. These connections are intended to help reduce the conflicts at the major intersections on Mission Street and to provide options for users accessing the businesses along the street. In addition, there are north-south connections between the east-west connectors and the cross-access opportunities along the corridor. These alternative routes intend to reduce the need to turn onto Mission Street and relieve the barrier affect that it currently produces.

The proposed grid street network is provided in *Appendix E: Mission Street Grid Network* and it shows cross-connections and locations where new streets are proposed. The City has already constructed one of the proposed grid streets, which is an extension of Fairfield Drive on the west side of Mission Street (noted as B in Appendix E). This

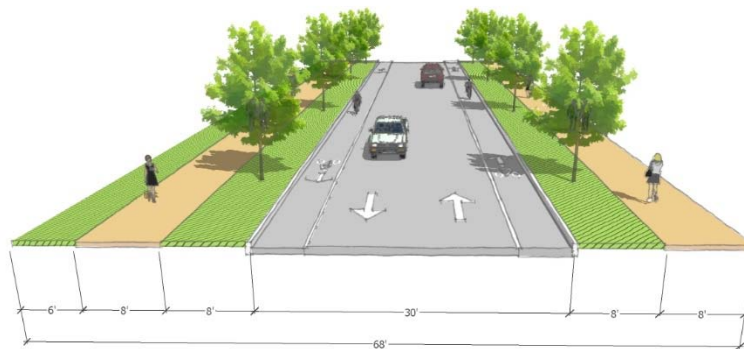


grid street has a right-of-way width of 27-feet and is designed with curb and gutter.

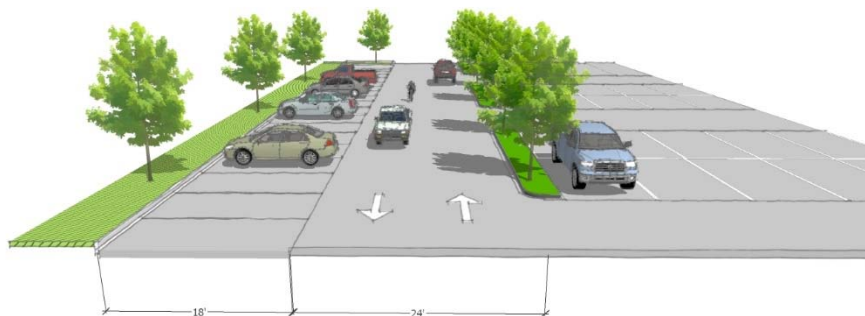
Below, concept drawings of the proposed connection types are provided. They are divided into four different typologies: Street, Aisle with 90-degree parking, Lane with 60-degree safety parking, and Lane. As the City moves forward to implement the Mission Street Grid Network, these four typologies are available to guide the design of a proposed grid street. The next likely grid street to be constructed is A, which is shown as a cross-connection to East Campus Drive north of Preston Street in Appendix E.

The final design and location of a grid street is tentative and is subject to discussions with property owners, the City, the University, and MDOT, as warranted.

- **Typical Street:** 30' curb to curb dimension with 2 travel lanes and 5' bike lanes, 8' tree lawns, and 8' sidewalk



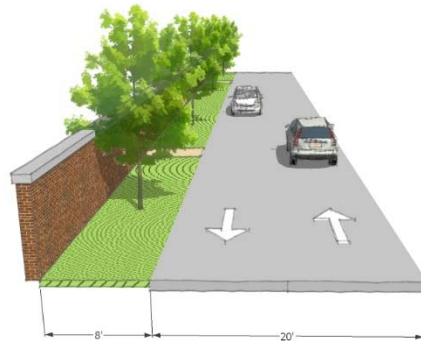
- **Aisle with 90-Degree Parking:** 24' 2-way drive aisle through adjacent 90-degree parking stalls/spaces



- **Lane with 60-Degree Safety Parking:** 20' 2-way drive aisle with adjacent 60-degree safety parking, 2'-6" step strip and 5' sidewalk



- **Typical Lane:** 20' 2-way drive aisle with adjacent 8' tree lawn and privacy screen wall



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.

## ***Access Management***

In 2006, the City of Mt. Pleasant adopted an access management plan for portions of Mission and Pickard Streets, entitled the *US-127 BR/M-20 Access Management Plan*. Then, in 2007, the City amended its zoning ordinance to implement the recommendations of the access management plan, incorporated as Section 154.126, the US-127 BR/M-20 Access Management Overlay Zone.

Access management is a process that regulates access to land uses in order to help preserve the flow of traffic on the road system by reducing traffic conflicts created by vehicle turning movements. Numerous studies nationwide have shown that a proliferation of driveways or an uncontrolled driveway environment increases the number of crashes, severely reduces capacity of the roadway and may create a need for costly improvements in the future. Areas where access management plans have been adopted and implemented by the communities and road agencies have resulted in 25% to 50% reductions in access-related crashes.

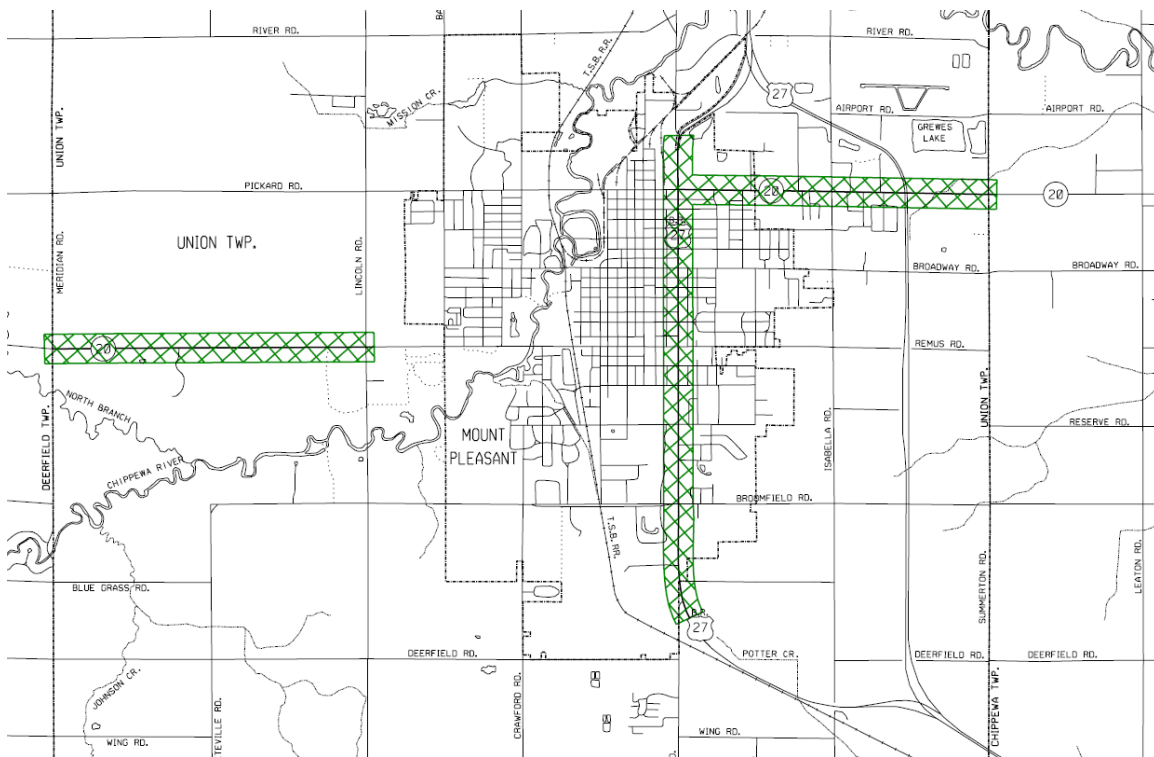
Access management can provide several benefits to motorists, communities, and land uses along the US-127BR/M-20 corridors. Among the benefits, based on experience along other corridors and numerous studies, are the following:

- Preserve roadway capacity and the useful life of roads,
- Reduce crashes and crash potential,
- Coordinate land use and transportation decisions,
- Improve access to properties,
- Decrease travel time and congestion,
- Improve air quality, and
- Maintain travel efficiency and related economic prosperity.

The *US-127 BR/M-20 Access Management Plan* studied three distinct roadway segments:

- Mission Street from Bluegrass Road north to Corporate Drive,
- Pickard Street (M-20) from Mission east to Summerton Road (portions of which are within Union Township), and
- M-20 (Remus Road) from Lincoln Road west to Meridian Road (wholly within Union Township).





**The US-127 BR/M-20 Access Management Plan study areas**

The first two of roadway segments were studied because they experience significant congestion and crash issues, due largely to past heavy commercial development with little management of access. The third roadway segment was studied because it is anticipated that it come under increasing development pressure in the coming years as much of the corridor is zoned for commercial.

Both the City of Mt. Pleasant and Union Charter Township worked with the Michigan Department of Transportation (MDOT) on the *US-127 BR/M-20 Access Management Plan* because they recognized that the preparation and implementation of an access management plan will help alleviate a portion of the existing traffic congestion on Mission and Pickard Streets, while allowing for the more effective accommodation of traffic generated by future development on M-20/Remus Road west of Lincoln Road. To that end, access management is recognized as a key tool to improve operating conditions and preserve the public dollars spent in the past on these roadways. The questions the access management plan addressed included:

- What access-related improvements should be made to existing uses to reduce crash potential and enhance efficiency of the US-127 BR/M-20 corridors?
- How can land use/site plan decisions support the recommendations and enhance the effectiveness of this access management plan?
- What access guidelines should be adopted to help maintain safety and efficiency while still providing reasonable access to adjacent land uses?

The *US-127 BR/M-20 Access Management Plan* provides specific access management recommendations along the corridors and identifies the best practices to address them. In addition, an overlay zoning district to implement the plan recommendations was created. The M-20 and US-127 BR overlay zoning district is placed over the existing zoning regulations for all parcels with frontage along M-20 and US-127 BR. The specific purposes of the resulting US-127 BR/M-20 Access Management Overlay Zone (Section 154.126 in the City of Mt. Pleasant zoning ordinance) are to:

1. Preserve the capacity of M-20 and U.S.-127 B.R. by limiting and controlling the number, location and design of access points, and requiring alternate means of access through shared driveways, service drives, and access off cross streets in certain locations.
2. Encourage efficient flow of traffic by minimizing the disruption and conflicts between through traffic and turning movements.
3. Improve safety and reduce the potential for crashes.
4. Avoid the proliferation of unnecessary curb cuts and driveways, and eliminate or reconfigure existing access points that do not conform to the standards herein, when the opportunities arise.
5. Implement the recommendations of the U.S.-127 B.R./M-20 Access Management Plan.
6. Require longer frontages or wider minimum lot widths than required in other zoning districts to help achieve access management spacing standards.
7. Required coordinated access among adjacent lands where possible.
8. Require demonstration that resultant parcels are accessible through compliance with the access standards herein prior to approval of any land divisions to ensure safe accessibility as required by the Land Division Act.
9. Address situations where existing development within the corridors does not conform with the standards of the overlay district.
10. Identify additional submittal information and review procedures required for parcels that front along M-20 and U.S.-127 B.R.

11. Avoid the need for unnecessary and costly reconstruction which disrupts business operations and traffic flow.
12. Ensure efficient access by emergency vehicles.
13. Improve safety for pedestrians and other non-motorized travelers through reducing the number of conflict points at access crossings.
14. Establish uniform standards to ensure fair and equal application.
15. Provide landowners with reasonable access, though the access may be restricted to a shared driveway or service drive or via a side street, or the number and location of access may not be the arrangement most desired by the landowner or applicant.
16. Promote a more coordinated development review process for the City of Mt. Pleasant with MDOT and the Isabella County Road Commission.

The primary goal behind access management in Mt. Pleasant is to improve traffic operations and reduce crash potential along all three roadway corridors while retaining reasonable access to existing and future developments. Access management will preserve the road's capacity through limiting the number of access points along with careful placement and spacing of new or retrofit access points. The resulting improvements can be significant and at a relatively low cost in comparison to roadway reconstruction.

## ***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.

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.

In November, 2011 Union Township published the *Greater Mt. Pleasant Area Non-motorized Plan* which details a comprehensive series of recommendations regarding ways local units of government and Central Michigan University could improve their non-motorized connections as well as links to surrounding communities and regional trail resources in Isabella County. According to the *Non-motorized Plan*, the document looked at "how these communities may transform their streets into outstanding attractive public spaces that are friendly to bicyclist, pedestrians, and transit users while continuing to serve the needs of motorized traffic." The majority of the recommendations involve improvements and the associated commitment of financial resources within the City of Mt. Pleasant.

The City, through this Master Plan document, has goals that are specific to creating and maintaining a community that promotes walkability and transportation alternatives that are not automobile-centric in order to create a sense of place for visitors and residents alike. The overall concept and philosophy of the *Non-motorized Plan* is consistent with the philosophy of the City and the direction in which Mt. Pleasant is headed in regard to making the community more bikeable and walkable, consistent with reducing traffic speeds and improving pedestrian safety in and along the transportation corridors. To that end, this Master Plan document incorporates the four broadly stated goals of the *Non-motorized Plan*, specifically:

- Provide better non-motorized connectivity
- Advance community health
- Improve bicycle and pedestrian safety
- Institute changes that lead to a bicycle- and pedestrian-friendly community

This Master Plan incorporates the Greater Mount Pleasant Area Non-motorized Transportation Plan (*Non-motorized Plan*), included in Appendix G. The *Non-motorized Plan* contains over 330 pages of detailed analysis of the region's transportation system with an accompanying set of maps and recommendations for non-motorized enhancements to that system. Given the detailed scope and breadth of the *Non-motorized Plan*, it can be best used as the City's Complete Streets resource guide to advise staff and decision makers on how to treat the construction or reconstruction of roadways in order to accommodate all legal users in a way that considers the City's Complete Streets policy. Projects that contemplate construction or re-construction activities affecting City streets or non-motorized connectors should be compared with the recommendations contained in the *Non-motorized Plan*, but evaluated on a case by case basis as to the applicability of the recommendation for that location as weighed against the practical application of implementing that recommendation with the City. Factors such as cost, timing, public input and support, safety, long range plans, and other factors need to be considered along with the recommendations of the *Non-motorized Plan* in any specific location.

In using the *Non-motorized Plan* as the City's Complete Streets resource guide, a review process for the City should be established that can address issues of street construction and non-motorized access, which might include:

- Review of proposed plans by the DPW staff and other internal stakeholders against the goals and objectives contained in the *Non-motorized Plan* as well as the City's objectives.
- All projects to be evaluated against the standards established for Complete Streets and the *Non-motorized Plan* recommendations.
- Involve affected internal and external project stakeholders when considering street construction or reconstruction projects as related to Complete Streets standards as well as the applicability of recommendations contained in the *Non-motorized Plan* for the street in question.
- The DPW Director, with input considerations from members of the City's Senior Management Team and affected stakeholders, will make the final determination of street treatment as pertaining to the applicability of non-motorized enhancement recommendations as contained in the *Non-motorized Plan*.

And finally, 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.

## ***Complete Streets***

Complete Streets is an inclusive context sensitive design framework and infrastructure that enables safe and convenient access for transportation users of all ages and disabilities, including pedestrians, bicyclists, transit riders, and motor vehicle drivers. Complete Streets are achieved when transportation agencies routinely plan, design, construct, re-construct, operate, and maintain the transportation network to improve travel conditions for bicyclists, pedestrians, transit, and freight in a manner consistent with, and supportive of, the surrounding community. Development of pedestrian, bicycle, and transit infrastructure offers long term cost savings and opportunities to create safe and convenient non-motorized travel.

Streets and roads that support and invite multiple uses, including safe, active, and ample space for pedestrians, bicycles, and transit are more conducive to the public life and efficient movement of people than streets designed primarily to move automobiles. Increasing active transportation (e.g., walking, bicycling and using public transportation) offers the potential for improved public health, improved recreational and social activities, economic development, a cleaner environment, reduced transportation costs, enhanced community connections, social equity, and more livable communities.

In 2010, the Michigan Legislature passed Complete Streets legislation that amended the Planning Enabling Act (PA 33 of 2008) and Act 51 (Michigan Transportation Fund), which requires the Michigan Department of Transportation (MDOT) to consider all users in transportation related projects and work with townships, cities, and villages to include planning for Complete Streets in their transportation programming. The City of Mt. Pleasant encourages the Isabella County Road Commission, other local road agencies, and other contracted agents in the county with the construction or reconstruction of transportation facilities to do so in accordance with Complete Streets principles.

The City of Mt. Pleasant supports the adoption of Complete Streets policies and practices that consider all users in transportation related projects and recognizes the importance of street infrastructure and landscaping and modifications such as sidewalks, crosswalks, shared use paths, bicycle lanes,

signage, synchronized signals and accessible curb ramps that enable safe, convenient and comfortable travel for all users.

Implementation of Complete Streets in the City of Mt. Pleasant begins with a couple of initial steps. First is the adoption of a Complete Streets policy by the City Commission. Such a policy should state the City has a general goal of considering all forms of travel and all legal users of the public right-of-way in its transportation planning efforts. The next step would be to document and inventory the public right-of-ways within the City, including all existing motorized and non-motorized facilities, and incorporate any findings into a Master Street Plan or similar planning document. Based on the findings, projects and accompanying funding sources can be identified that will implement the Complete Streets vision for the City. To ensure broad-based implementation of Complete Streets in the City, subsequent actions may include updates to the Capital Improvement Plan, zoning ordinance amendments, and related changes to other City documents.

## ***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. Complete the Mission Street Redevelopment Overlay Zone to include the area on Mission Street that is north of Pickard and on Pickard east of Mission to the City limits.
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. Update the zoning ordinance to make it receptive to emerging uses that are appropriate for Downtown (e.g. tasting room for craft brewery/distillery).
6. Create a Chippewa River overlay zone to ensure natural feature preservation.
7. Create a Main Street overlay district in order to provide a mixture of single-family and two-family residential uses along with office uses along the Main Street corridor which connects the central business district to multiple-family residential uses and CMU.
8. Evaluate the adequacy of the noise, air and lights standards of applicable City ordinance(s), and ensure those provisions account for new technologies such as LED lights, etc.
9. Consider additional environmental protection language for all zoning districts.
10. Restrict incompatible commercial and industrial land uses along the Chippewa River.
11. Conduct a study to investigate the creation of a new zoning district for City park land.
12. Consider a comprehensive amendment to the sign ordinance.

13. Investigate the feasibility of developing a historic preservation ordinance.
14. Rezone portions of the Mt. Pleasant Center property (Redevelopment Opportunity Area) on an as-needed basis in order to accommodate feasible redevelopment proposals that are in accordance to the general goals described in “The Mount Pleasant Center” sub-section of the “Goals and Strategies” section of this Master Plan document.
15. After completion of the detailed M-2 study described in #4 below, consider adoption of an amendment that addresses the codification of the M-2 housing redevelopment standards and preferred process.
16. Consider development of zoning ordinance standards (or a new zoning district) to address heavy commercial uses along Pickard.
17. Draft regulations to address adult-oriented businesses.
18. Amend the zoning ordinance in a limited way to make it more “user friendly” by adding diagrams, illustrations, and more tables to make the ordinance easier to use.
19. Housekeeping amendments to the zoning ordinance that may come up from time to time.

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

1. Develop storm water management regulations that comply with NPDES Phase II requirements (National Pollutant Discharge Elimination System) and encourage the use of Best Management Practices (BMPs are the use of structural, vegetative, or managerial practices designed to treat, prevent, or reduce degradation of water quality due to storm water runoff). Phase II of the NPDES program, administered by the MDEQ, requires all municipalities, industrial dischargers, construction sites of one acre or more, and other large property owners, have NPDES permits for their storm water discharges. The Phase II rules came into effect in 2003.

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

1. Update the Plan for the Mission Street/Pickard Avenue Corridor that would give clear guidelines for streetscape and pedestrian improvements.
2. Develop a Downtown Plan that would take into account Downtown issues including parking management (include relevant aspects of the

- Residential Neighborhood Parking Study), streetscape improvements, and pedestrian amenities.
3. Adopt a Complete Streets policy that promotes walkable developments and street layouts, encourages non-motorized use, and increases safe and accessible motorized and non-motorized transportation opportunities for all legal users of the public right-of-way. Use the *Greater Mt. Pleasant Area Non-motorized Plan* as the City's Complete Streets resource guide to advise staff and decision makers on how to treat the construction or reconstruction of roadways in order to accommodate all legal users in a way that considers the City's Complete Streets policy.
  4. Detailed M-2 Study: Study and inventory all structures that are bounded by High on the north, Mission on the east, Bellows to the south, and the railroad tracks to the west for the purposes of identifying guiding principles for redevelopment projects that can ultimately foster neighborhood cohesiveness and avoid site and building designs that are incompatible with adjacent single-family residential uses. The study should identify the type of existing structures (single-family residential , apartments, duplex, registered student organization, etc.), date of construction, presence of rental license(s) per structure, and the number of licensed occupants per structure within the study area. Recommendations from the study are intended to inform zoning ordinance amendment(s) addressing the redevelopment of housing in the M-2 zoning district.
  5. Then after #4 above is completed – the detailed M-2 study – give consideration to a study to help determine housing redevelopment opportunities in the neighborhoods located west of Main Street, north of High Street, and up to Broadway, more commonly known as the “tree” neighborhoods.
  6. 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.
  7. 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.

## ***Action Program***

The following action program is intended to assist in the implementation of the zoning adjustments described previously in this section of the Master Plan document. The action items in the checklist encompass the specific projects and initiatives the Planning Commission intends to pursue in the foreseeable future. The City must review this Master Plan every five years, per the requirements of the Michigan Planning Enabling Act, PA 33 of 2008, as amended. With this horizon in mind, the following action program has been developed. The intent of this action program is to provide guidance for the implementation of the proposed zoning adjustments. It is reasonable to



expect that the actual implementation of the zoning adjustments may take more than five years, and, even with the best intentions and efforts, some zoning adjustments may not be accomplished exactly as laid out. This action program is developed then, knowing that the City of Mt. Pleasant is surrounded by events and possibilities that affect this Master Plan, such as changing economic conditions to new development opportunities.

In general, the action program should be used as a guide to ensure the Planning Commission is traveling down the right path in terms of implementing the zoning adjustments described in this document. Each year, and then especially every five years, City staff, the Planning Commission, and the City Commission must make a concerted effort to review the events of the past, the progress made and whether or not implementation efforts have been effective, and then revise and refocus as necessary. Throughout this action program, a number of different groups, committees and organizations will be working concurrently. It is extremely important that this work is coordinated with and through the Planning Commission, along with City Commission, for the completion of the zoning adjustments and the overall implementation of this Master Plan.

Checklist to Implement Planning Commission Initiatives	Timeframe			Leadership			
	Now	Near Future	Short Term	Approvals Required	Funding Source	Progress	
	2014 & 2015	Completed by end of 2017	Completed by end of 2020			Initial Below	
						Started	Completed
Complete the Mission Street Redevelopment Overlay Zone to include the area on Mission Street that is north of Pickard and on Pickard east of Mission to the City limits.	X			PC, CC	General Fund		
Encourage new residential developments to provide contiguous internal recreational amenities.			X	PC	NA		
Create a vehicular access management ordinance and shared parking standards.			X	PC, CC	General Fund		
Modify the CBD zoning district to ensure redevelopment, increased viability, adequate parking, walkability and the reuse of the upper floors of the existing structures.	X			PC, CC	General Fund		
Update the zoning ordinance to make it receptive to emerging uses that are appropriate for Downtown (e.g. tasting room for craft brewery/distillery).	X			PC, CC	General Fund		
Create a Chippewa River overlay zone to ensure natural feature preservation.			X	PC, CC	General Fund		
Create a Main Street overlay district in order to provide a mixture of single-family and two-family residential uses along with office uses along the Main Street corridor which connects the central business district to multiple-family residential uses and CMU.			X	PC, CC	General Fund		
Evaluate the adequacy of the noise, air and lights standards of applicable City ordinance(s), and ensure those provisions account for new technologies such as LED lights, etc.		X		PC	Staff Time		
Consider additional environmental protection language for all zoning districts.			X	PC, CC	Staff Time		
Restrict incompatible commercial and industrial land uses along the Chippewa River.			X	PC	NA		
Conduct a study to investigate the creation of a new zoning district for City park land.			X	PC	Staff Time		
Consider a comprehensive amendment to the sign ordinance.			X	PC, CC	Staff Time		

Key:

PC - Planning Commission, CC - City Commission, MGR - City Manager, DDA - Downtown Development Authority, ZA - Zoning Administrator, MDOT - Michigan Department of Transportation

Checklist to Implement Planning Commission Initiatives	Timeframe			Leadership			
	Now	Near Future	Short Term	Approvals Required	Funding Source	Progress Initial Below	
	2014 & 2015	Completed by end of 2017	Completed by end of 2020			Started	Completed
Housekeeping amendments to the zoning ordinance that may come up from time to time.			X	PC, CC	Staff Time		
Develop storm water management regulations that comply with NPDES Phase II requirements (National Pollutant Discharge Elimination System) and encourage the use of Best Management Practices (BMPs are the use of structural, vegetative, or managerial practices designed to treat, prevent, or reduce degradation of water quality due to storm water runoff). Phase II of the NPDES program, administered by the MDEQ, requires all municipalities, industrial dischargers, construction sites of one acre or more, and other large property owners, have NPDES permits for their storm water discharges.			X	CC	Staff Time, General Fund		
Update the Plan for the Mission Street/Pickard Avenue Corridor that would give clear guidelines for streetscape and pedestrian improvements.		X		PC, CC	General Fund		
Develop a Downtown Plan that would take into account Downtown issues including parking management (include relevant aspects of the Residential Neighborhood Parking Study), streetscape improvements, and pedestrian amenities.			X	PC	General Fund		

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Checklist to Implement Planning Commission Initiatives	Timeframe			Leadership			
	Now	Near Future	Short Term	Approvals Required	Funding Source	Progress	
	2014 & 2015	Completed by end of 2017	Completed by end of 2020			Initial Below	
						Started	Completed
Adopt a Complete Streets policy that promotes walkable developments and street layouts, encourages non-motorized use, and increases safe and accessible motorized and non-motorized transportation opportunities for all legal users of the public right-of-way. Use the <i>Greater Mt. Pleasant Area Non-motorized Plan</i> as the City's Complete Streets resource guide to advise staff and decision makers on how to treat the construction or reconstruction of roadways in order to accommodate all legal users in a way that considers the City's Complete Streets policy.	X			PC, CC	Staff Time		
Detailed M-2 Study: Study and inventory all structures that are bounded by High on the north, Mission on the east, Bellows to the south, and the railroad tracks to the west for the purposes of identifying guiding principles for redevelopment projects that can ultimately foster neighborhood cohesiveness and avoid site and building designs that are incompatible with adjacent single-family residential uses. The study should identify the type of existing structures (single-family residential, apartments, duplex, registered student organization, etc.), date of construction, presence of rental license(s) per structure, and the number of licensed occupants per structure within the study area.	X			PC, CC	General Fund		
Then after the above M-2 study is completed, give consideration to a study to help determine housing redevelopment opportunities in the neighborhoods located east of Main Street, north of High Street, and up to Broadway, more commonly known as the "tree" neighborhoods.			X	PC, CC	General Fund		
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.			X	PC, CC	General Fund		
Create incentives for the maintenance and rehabilitation of the existing residential structures.			X	PC, CC	Staff Time		

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