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# ***INTRODUCTION***

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## ***Introduction***

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

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

In 2006, the first full Master Plan for the City was adopted since 1987. In the 2006 Plan, a series of amendments were added, including updated census figures and the *1996 Beyond 2000 Strategic Plan*.

The 2006 update of the City's Master Land Use Plan incorporates the results of the following major planning efforts conducted since 2000: the *Mt. Pleasant Downtown Blueprint 2003*, the *2000 Mt. Pleasant Urban Area Traffic Master Plan*, the *2003 Central Michigan University Bike System Feasibility Report*, the City's *Capital Improvement Plan 2004-2008*, and the *2004 Mt. Pleasant Parks and Recreation Master Plan*. Other planning efforts included the *2001 Central Michigan University Campus Master Plan* and the *2013 Isabella County Master Plan*.

In 2013, this Master Land Use Plan was amended. It includes the *2008 Economic Development Action Plan*, the *2011 Greater Mt. Pleasant Non-motorized Master Plan* and the Executive Summary of the *2013 Highest and Best Use Study* for the Mount Pleasant Center property at North Harris and West Pickard Streets, and the 2009 Zoning Ordinance amendment Section 154.068, establishing criteria for the *Mission Redevelopment Overlay Zone*.

The 2013 Master Land Use Plan update also includes the following:

1. Updated Demographics: The *Background Studies* Chapter includes data and charts reflective of updated 2010 Census demographics data.
2. Mission Street Redevelopment: The *Goals and Strategies* Chapter of the plan includes a summary of information contained within the *Mission Redevelopment Overlay Zone and Design Considerations* of 2009 and the *Economic Development Action Plan* of 2008.
3. Grid Streets and Access Management: A proposed network plan to be developed by AECOM, and any recommendations relating to access management, are found in the *Transportation Plan* and *Implementation* chapters.
4. Neighborhood Priorities: The *Goals and Strategies* chapter includes new discussion of various topics pertinent to Neighborhood Priorities, including the interface between single-family and multiple-family areas south of High Street.
5. Downtown Priorities: The *Goals and Strategies* chapter includes priorities relating to the Downtown theme as a result of collaborations between the Planning Commission, the Downtown Development Board (DDB), and the Central Business District Tax Increment Finance Authority (CBD-TIFA).
6. Mt. Pleasant Center: The *Goals and Strategies* chapter and the *Future Land Use Plan* and *Implementation* chapters include information about the current conditions and proposed plans for the Mt. Pleasant Center, the City's largest contiguous undeveloped parcel.
7. Greater Mt. Pleasant Non-Motorized Transportation Plan: The goals of the 2010 Greater Mount Pleasant Non-Motorized Transportation Plan are integrated with the *Public Facilities and Services* and *Recreational and Cultural Activities and Facilities* themes in the *Goals and Strategies* chapter.
8. Prioritization of Future Zoning Ordinance Amendments: A list of proposed zoning ordinance amendments appears in the *Goals and Strategies* chapter of this plan.
9. Implementation Plan: The existing *Implementation Plan* has been improved with greater detail by including specific actions to be completed by the City in the near future.

## ***What is Planning?***

Planning is a process which involves the conscious selection of policy choices relating to land use, growth, and development in the community. The Master Plan is the primary official City document which sets forth growth and development policies for the future of the community. The Michigan Planning Enabling Act (MPEA), Public Act 33 of 2008, as amended, is the legal basis for Cities in the State of Michigan to develop a Master Plan. The main purpose of a Master Plan is to guide and enable a community to establish a future direction for its development. The Planning Act specifically gives communities the authority to prepare and officially adopt a Master Plan, which serves as the primary policy guide for local officials when considering matters related to land development. As a policy guide, the Plan is specific to the City of Mount Pleasant and considers market trends, community character, environmental conditions, the availability or capacity of public infrastructure and services, and the relationship to existing and planned land uses. As such, the Master Plan aims to:

- Guide the use of limited resources in an efficient manner,
- Promote public health, safety, and general welfare,
- Preserve the quality of the environment in the City, and
- Guide future zoning decisions.

Because of constant change in our social and economic structure and activities, this Master Plan must be maintained through periodic review so that it reflects contemporary trends while maintaining long-range goals. The MPEA requires the Master Plan be reviewed by the City at least once every five years.

## ***How is the Plan to be Used?***

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

- 1) The Plan is a general statement of the City's goals and policies and provides a single, comprehensive view of the community's desire for the future.
- 2) The Plan serves as an aid in daily decision-making. The goals and policies outlined in the Plan guide the Planning Commission and City Commission in their deliberations on zoning, subdivision, capital improvements, and other matters relating to land use and development. This provides a stable, long-term basis for decision-making.

- 3) A third function the plan serves is providing the statutory basis upon which zoning decisions are based. The City and Village Zoning Act (P.A. 207 of 1921, as amended) requires that the zoning ordinance be in accordance with a plan designed to meet the residents' need for natural resources, places of residence, recreation, industry, trade, service, and other uses, and to insure they are situated in appropriate locations. However, it is important to note that the Master Plan and accompanying maps do not replace other City Ordinances, specifically the Zoning Ordinance and Map. Zoning is only one of the many legal devices used to implement the Master Plan.
- 4) The Plan attempts to coordinate public improvements and private development. For example, public investments such as road improvements should be located in areas identified in the Plan as having the greatest benefit to the City and its residents.
- 5) Finally, the plan serves as an educational tool and gives citizens, property owners, developers, and adjacent communities a clear indication of the City's direction for the future.

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

## ***How was Public Input Obtained?***

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

September's highly successful vision fair was the largest of the public meetings with over 200 participants providing comments on six (6) general topic areas. Participants were encouraged to move from topic station to topic



**Planning the Future,  
Vision Fair 2020**

station, and were assisted by facilitators in each category. The topic areas were Downtown, Neighborhood, Public Facilities and Services, Recreational and Cultural Activities and Facilities, Community Economic Vitality, and Public Safety. The remaining public meetings (Focus Group #1 and #2) were more targeted, taking the results of the vision fair and developing specific strategies. Those attending Focus Group #2 voted on and ranked themes in order of preference.

## ***How is the Plan Organized?***

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

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# ***BACKGROUND STUDIES***

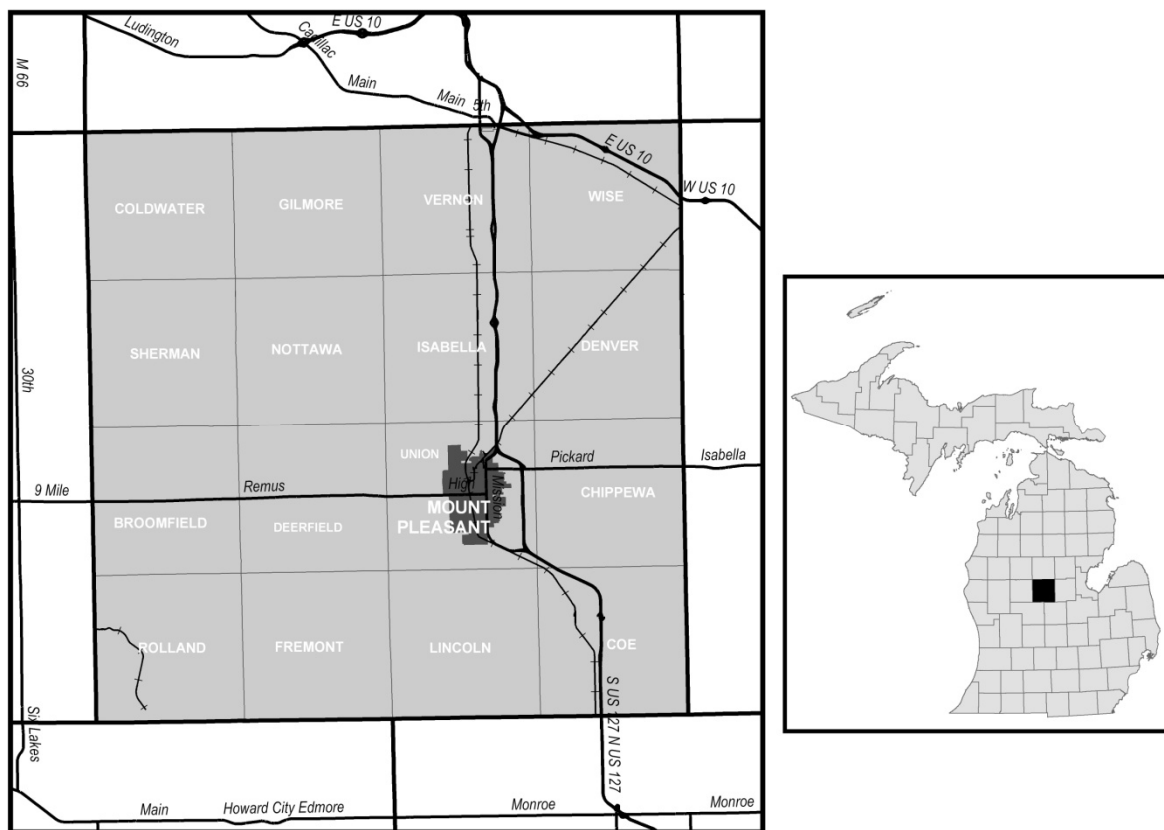
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## ***Location and Regional Context***

### ***Location***

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

**Figure 1a. Regional Setting**



## ***Regional Context***

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

## ***Regional Planning***

Mt. Pleasant is located within the Eastern Michigan Council of Governments (EMCOG). The EMCOG includes 14 counties throughout central eastern Michigan. The goal of the EMCOG is to promote intergovernmental cooperation and to retain local governmental control. To do this, the EMCOG provides a number of planning services, including the development of local and regional plans, to public and private organizations.



**Counties within  
EMCOG**

## ***Charter Township of Union***

Mt. Pleasant is surrounded totally by the Charter Township of Union. The relation between the Township and Mt. Pleasant is similar to the relationship of other adjacent city/townships throughout the state. Union Charter Township has had considerable growth in the last few decades. A large portion of this growth has been residential in nature, with new subdivisions and land splits occurring on roads which lead into the City. Commercial and industrial growth has occurred along the main thoroughfares, in association with the City's commercial and industrial uses and benefiting from direct access to US-127 and M-20. Union Township's Master Plan was adopted in 2011.

## ***Isabella County***

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

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

uses, particularly in areas adjacent to existing incorporated areas. Isabella County last updated its Master Plan in 2012.

## *Saginaw Chippewa Indian Tribe*

The Saginaw Chippewa Indian Tribe of Michigan is comprised of three bands of Ojibway (Saginaw, Black River, Swan Creek), who lived primarily in the Eastern region of what is now Michigan. Treaties signed with the United States in 1855 and 1864 established the Isabella Indian Reservation. According to the provisions of the Indian Reorganization Act of 1934 a tribal constitution was adopted and first Tribal Council was elected in 1937, providing the Tribe with federal recognition.

The Tribe provides housing, health care, and educational opportunities to its members. Its gaming and entertainment operations have grown significantly, making the Tribe the largest employer in Isabella County. The Ziibiwing Center of Anishnabe Culture and Lifeways was established in 2004 in response to opportunities afforded to tribes through the Native American Graves Protection and Repatriation Act and now assists in the sharing of the culture, language and teachings of the Tribe.

The boundaries of the Isabella Indian Reservation are shown on Figure 1b below. The Reservation includes five full townships and portions of two others in Isabella County; those lands inside the City that are north of High Street are included in the Reservation.

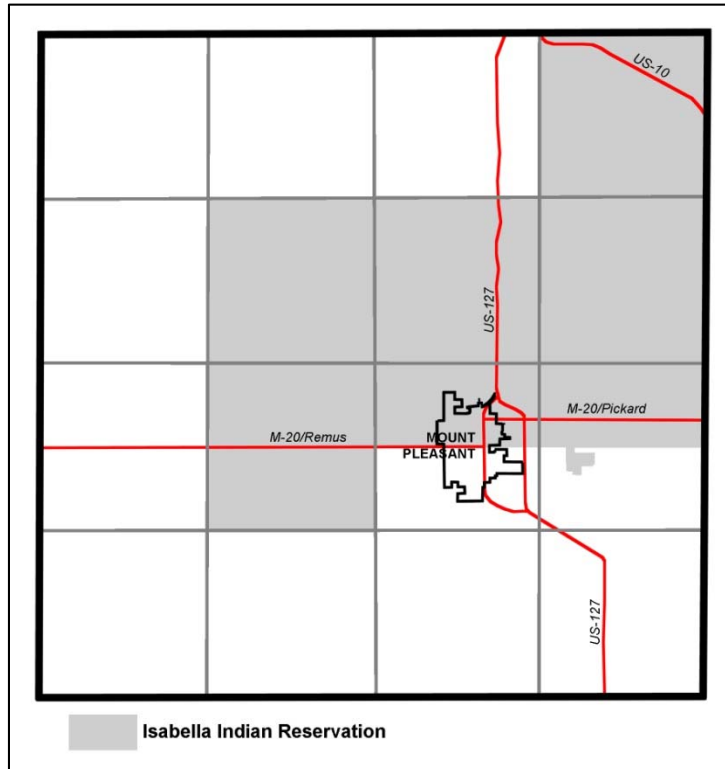
The Saginaw Chippewa Indian Tribe maintains sovereignty (or jurisdiction) over matters affecting its members, land owned by its members, and land owned by the Tribe within the Reservation boundary, particularly in areas of law and ordinance enforcement and court jurisdiction.

Written agreements between the City of Mt. Pleasant and the Saginaw Chippewa Indian Tribe provide clarity about jurisdiction and application within those areas of the City that are inside the Reservation. These agreements address the following issues:

- Local revenue
- Zoning and land use
- Law enforcement
- Local regulation ordinances

The Tribe has no jurisdiction over residents who are not members of the Tribe or properties which are owned by anyone other than members of the Tribe. The agreements do not assert Tribal sovereignty over non-tribal members or their property. Copies of the agreements are available and can be viewed at City Hall.

**Figure 1b. Isabella Indian Reservation**



Source: U.S. Department of the Interior, Bureau of Indian Affairs

## ***Historical Context***

Mt. Pleasant sits in the geographic center of Michigan's Lower Peninsula. It owes much to the traveling of David Ward in the mid-1800's. In 1855 Ward, a timber-cruiser, surveyor, teacher and physician, purchased land from the United States Government, much of it pine forest. He logged off a site along the Chippewa River in the winter of 1860 and upon completion of the operation concluded the land would be a fine spot for a town. He surveyed the area into lots, named the village Mount Pleasant and promptly sold the plat to investors from New York. The village was incorporated as the City of Mt. Pleasant in 1889.

While Mr. Ward was purchasing wooded lands for himself and wealthy investors, the United States Government was negotiating a treaty with descendants of the Chippewa Indians of Saginaw, Swan Creek and Black River who were living in the Saginaw valley area under the terms of a treaty signed in 1836. According to the Treaty of 1855, the federal government set aside six townships in Isabella County (and two on the north shore of Saginaw Bay) from which forty-acre allotments were available to those covered by the Treaty.

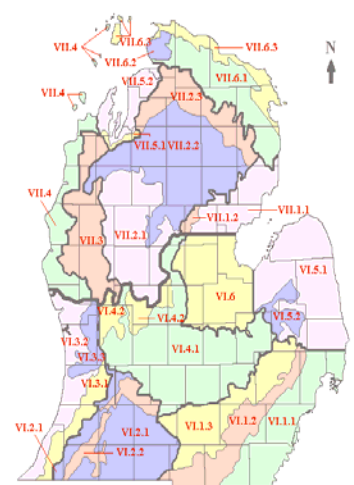
With the settlement of Mt. Pleasant, services and amenities in the community began to be established. One of those features was the Mt. Pleasant College, which would eventually become Central Michigan University. The school started as the Mt. Pleasant Business College in 1890, becoming the Mt. Pleasant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

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

## ***Physical Characteristics***

### ***Landscape Ecosystems***

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

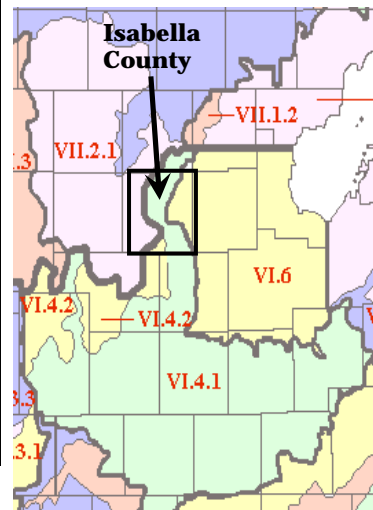


**Landscape Ecosystems of Michigan**

the former three categories. A description of the four ecosystems is provided below, followed by individual qualities associated with these ecosystems.

**Table 1. Landscape Ecosystem of Isabella County**

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



## Geology and Topography

The existing terrain in and around the City of Mt. Pleasant was created by the Wisconsin ice sheet, which retreated from the region about 13,000 years ago. Mt. Pleasant is characterized by a gently sloping ground moraine of the Lansing ecosystem and the extremely flat lakebeds of the Saginaw Bay Lake Plain. The only grade variation of note is located in areas located adjacent to the Chippewa River which flows through Mt. Pleasant to the east.

## Soils

Four soil associations are mapped in the Isabella County Soil Survey for the City of Mt. Pleasant. The well drained to poorly drained Guelph-Londo-Parkhill Association is found on the nearly level to gently rolling southwest and northwest corners of town. The Pipestone-Kingsville Association occupies most of Mt.

Pleasant's eastern portion. These loamy soils, formed in glacial deltas and till plains, are nearly level and poorly to somewhat poorly drained. The Londo-Parkhill Association includes nearly level and somewhat poorly to poorly drained loamy soils on till plains. Finally, the Mecosta-Cohoctah Association is found along the Chippewa River. These soils are nearly level, somewhat excessively drained and poorly drained sand and loamy soils associated with the floodplain area.

## *Vegetation*

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



**Chipp-A-Waters Park**

## *Water Resources*

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

The river has a relatively large floodplain due in part to the flatness of the adjacent lands and the meandering aspect of the river. This has provided an opportunity for the City, as most of the lands adjacent to the river have remained undeveloped or are owned by the City. Most City parks are located in these areas and have direct physical and visual frontage to the river. To a lesser extent, the river also winds through residential and industrial areas. It is recognized as a prime asset to the community and the community has recognized the need for its protection.



**Chippewa River  
Island Park**

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

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

### ***Fish and Wildlife***

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

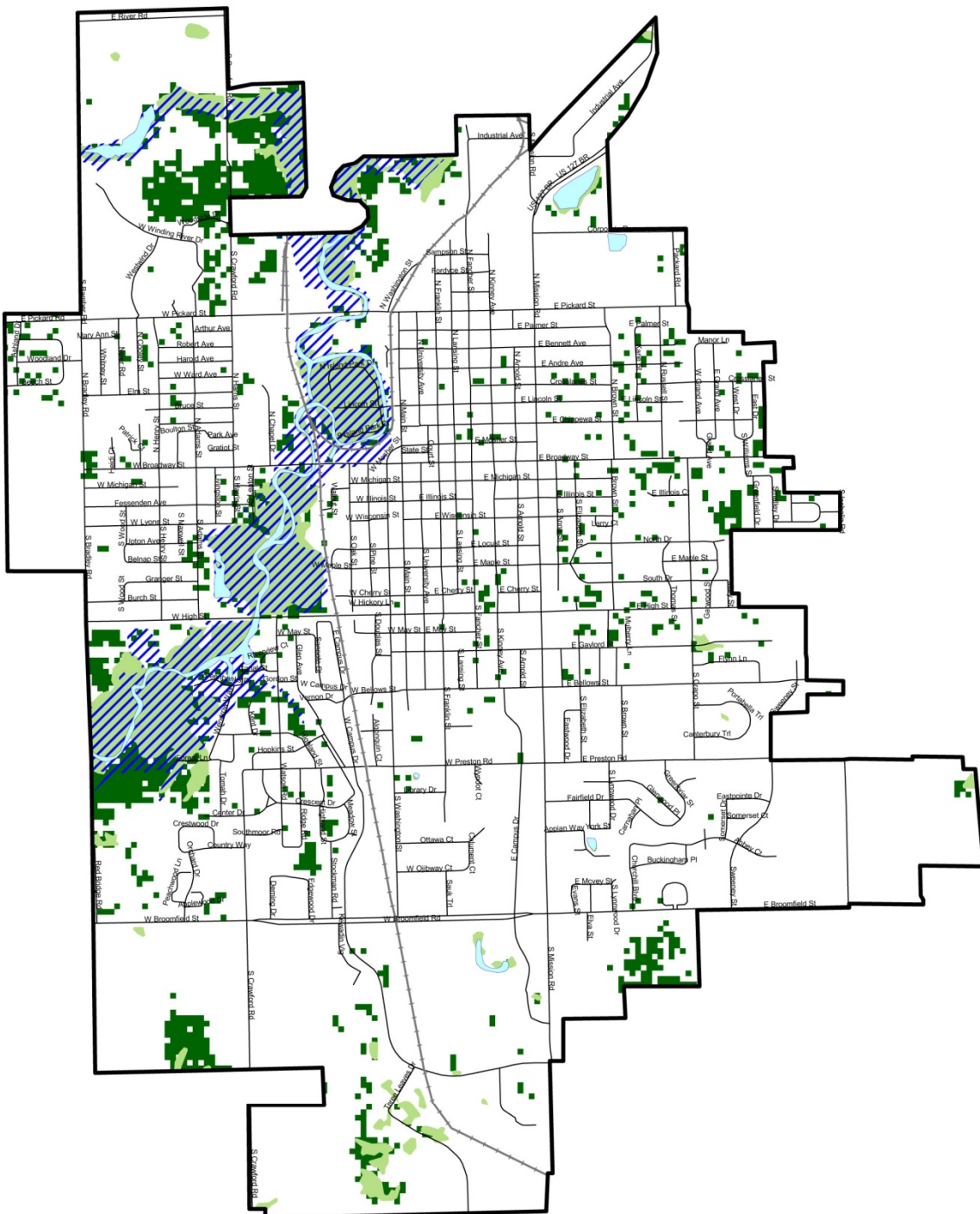


**Chippewa River**

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

### ***Drainage***

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



# LEGEND

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

Figure 2: NATURAL FEATURES

Mount Pleasant  
Isabella County, Michigan

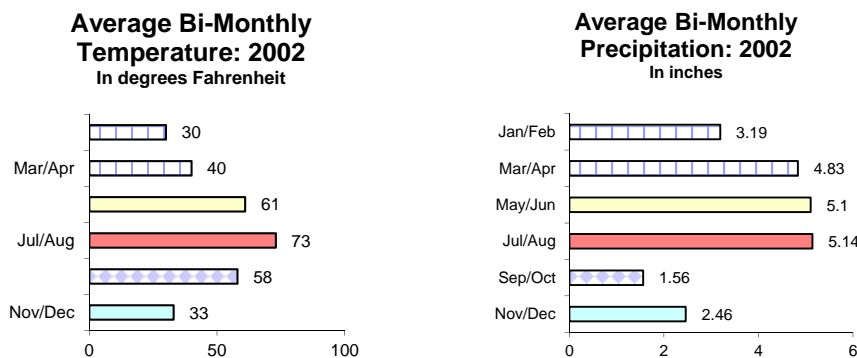
Carlisle/Wortman Associates, Inc.  
Community Planners & Landscape Architects

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

## Climate

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

The average annual rainfall is 30 inches, with average annual snowfall at 36 inches.



## Population

During the planning process for the 2013 update to the City of Mt. Pleasant Master Plan, population data has been collected and analyzed. The primary sources used to compile the data are the 2010 U.S. Census, the Eastern Michigan Council of Governments (EMCOG) and the Central Michigan University Database.

### Population Trends and Growth

Mt. Pleasant's 2010 population of 26,016 people represents a modest increase over the 2000 population. It continues the general trend of increasing population in the City.

Mt. Pleasant continues to be the population center of Isabella County, but did experience a smaller rate of growth than surrounding Union Township. This trend is reflective of the limited land available in the City for additional growth, and suburbanization trends seen elsewhere.

**Table 2. Historical Population Data, 1970-2010**

Location	1970	1980	1990	2000	2010	% Increase 1970-2010
<b>Mt. Pleasant</b>	<b>20,524</b>	<b>23,746</b>	<b>23,285</b>	<b>25,946</b>	<b>26,016</b>	<b>27%</b>
Union Township	4,611	5,306	5,139	7,615	12,927	280%
Isabella County	44,600	54,110	54,616	63,351	70,311	58%

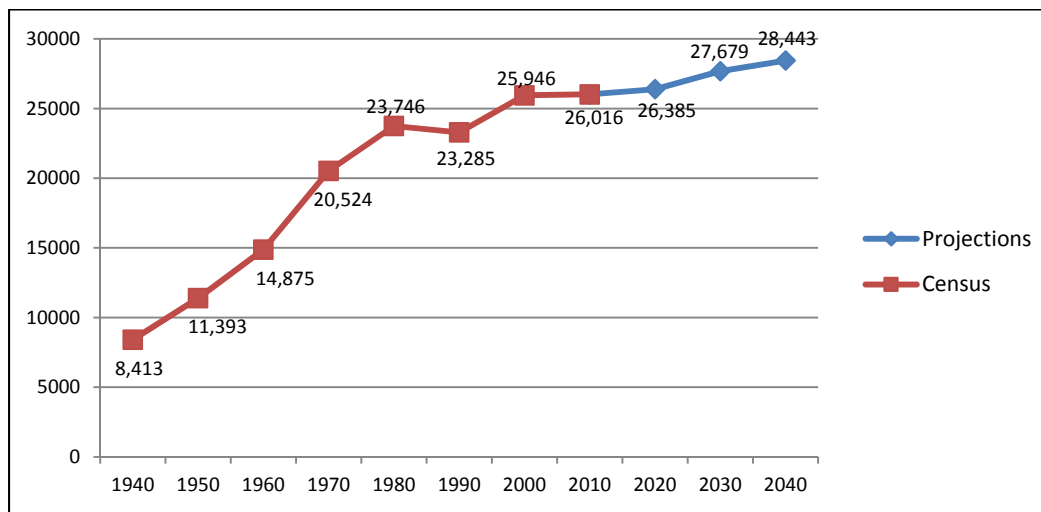
Source: U.S. Census Bureau

Projections provided by EMCOG indicate a similar pattern. While growth is expected to continue in the City, it will occur at a much smaller rate for the City than Union Township and the County.

**Table 3. Population Projections: Mt. Pleasant & Environs**

	2010 Census	2020	2030	2040	% Change 2010-2040
<b>Mt. Pleasant</b>	<b>26,016</b>	<b>26,385</b>	<b>27,679</b>	<b>28,443</b>	<b>9%</b>
Union Township	12,927	14,371	16,321	17,977	39%
Isabella County	70,311	72,590	77,419	80,782	15%

Sources: 2010 U.S. Census and EMCOG

**Figure 3. Population Trends and Projections, 1940-2040**

Sources: U.S. Census Bureau and EMCOG

## Population Density

Mt. Pleasant has a total population of 26,016 and a total land area of 7.8 square miles. The population density for the City of Mt. Pleasant is 3,335 people per square mile. This density is high when compared to Union Township, Isabella County, and the state of Michigan (as shown in Table 4).

This density is an indicator that a significant amount of the land in the City is occupied.

**Table 4. Population, Area, and Density, 2010**

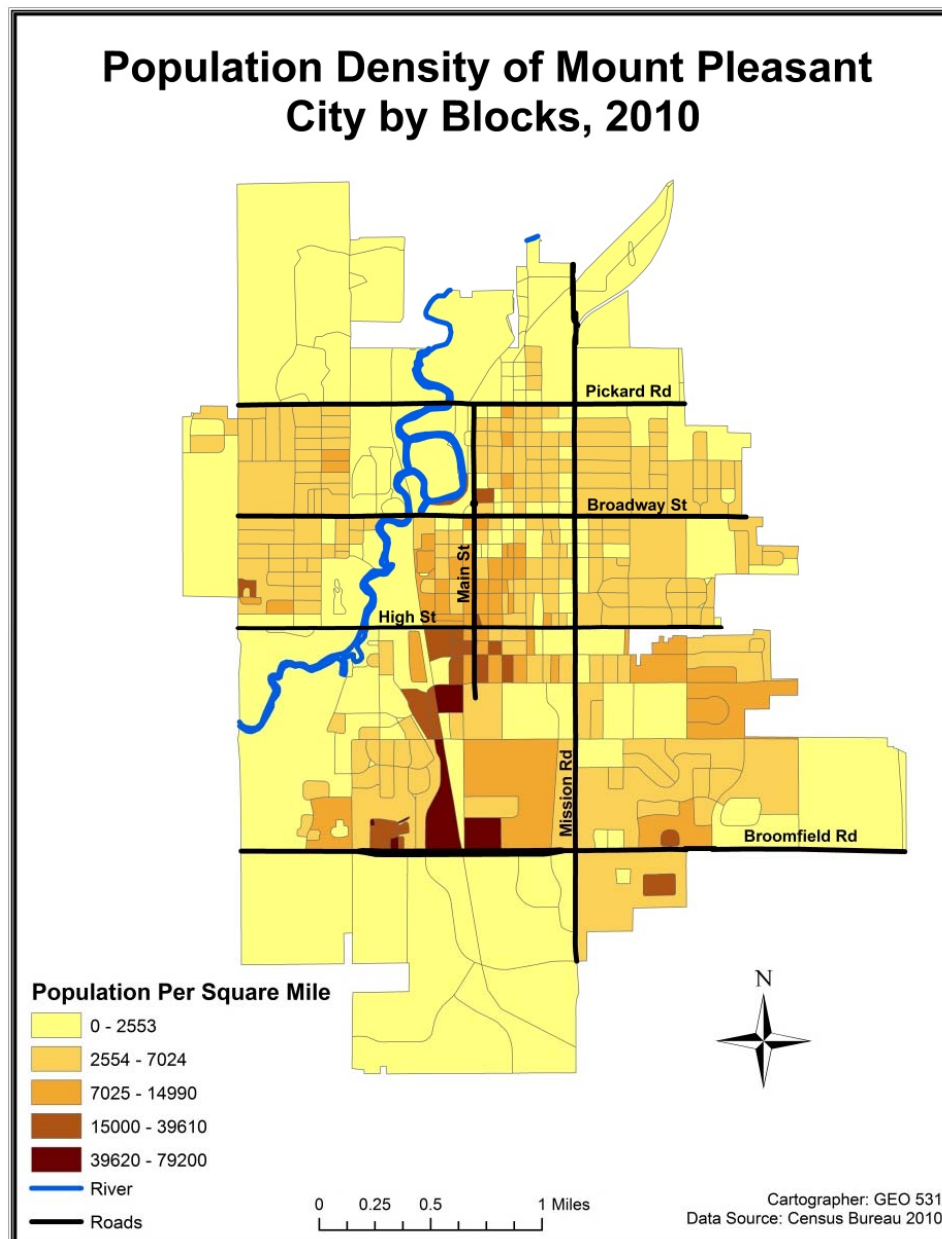
Location	Total Population	Area (sq. mi.)	Population Density (people/sq. mi.)
<b>Mt. Pleasant</b>	<b>26,016</b>	<b>7.8</b>	<b>3,335</b>
Union Township	12,927	28.60	452
Isabella County	70,311	577.75	122
Michigan	9,883,640	96,716	102

Source: 2010 U.S. Census

The population density map of the City of Mt. Pleasant shows the density of the City by people per square mile in each City block. The map shows the population distribution throughout the City. The blocks that have darker shading are areas of

higher densities and the blocks that have lighter shading are areas that have a lower density. Many of the darker shaded areas are located either near or within the Campus of Central Michigan University. The blocks that have lighter shading tend to be located on the outer edges of the City; these are generally areas of non-residential development (commercial, office and industrial). Areas near the river are also lower in population density.

**Figure 4. Population Density of Mt. Pleasant, 2010**

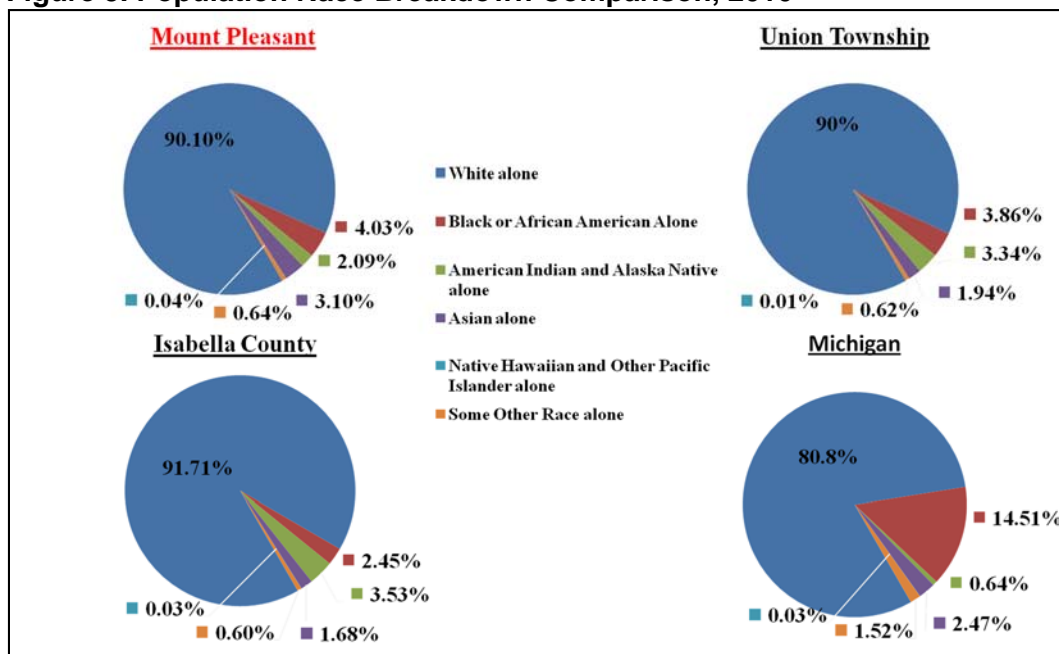


Source: 2010 U.S. Census

## Race Characteristics

The race breakdown in the City of Mt. Pleasant compares similarly to Union Township and Isabella County, with most people identifying themselves as white. Mt. Pleasant, Union Township, and Isabella County have a higher population of American Indian and Alaska Natives compared to the State of Michigan because of the local population of the Saginaw Chippewa Indian Tribe. The City, County and Township all have a lower percentage of black or African American people, when compared to the State.

**Figure 5. Population Race Breakdown Comparison, 2010**



Source: 2010 U.S. Census

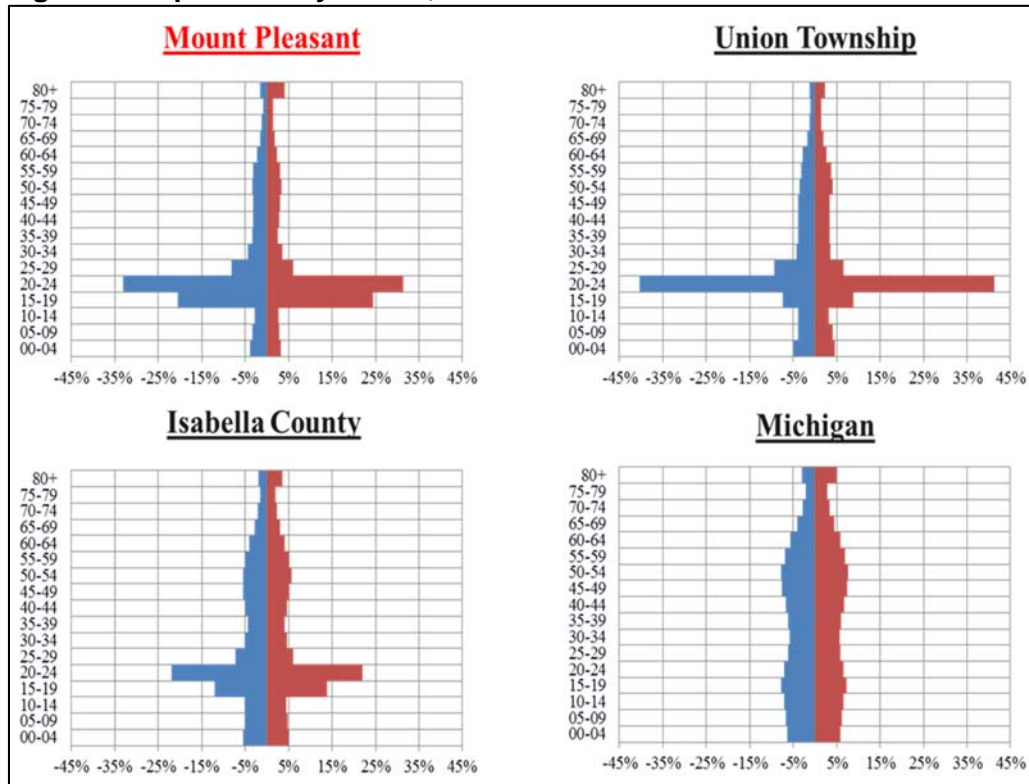
## Age Characteristics

Population distribution is illustrated in Figure 5, with the population of males illustrated in blue and of females in red.

The percentages of people ages 15 to 19 and 20 to 24 is much higher in Mt. Pleasant and Union Township than in the County and State. Mt. Pleasant has such a high percentage in the group 15 to 19 because freshmen and sophomores attending CMU often live on campus in the dorms and residence halls, which are inside the City limits. Upper class off-campus housing is located in both the City and in Union Township and is reflected in the 20 to 24 age groups in both communities.

Isabella County has a fairly high percentage of people aged between 15 and 24, reflecting the fact that much of the county's population is located in the City and Township. Michigan on the other hand has a fairly uniform population make-up, a pyramid that is very common in many non-university towns throughout the State and country.

**Figure 6. Population Pyramids, 2010**



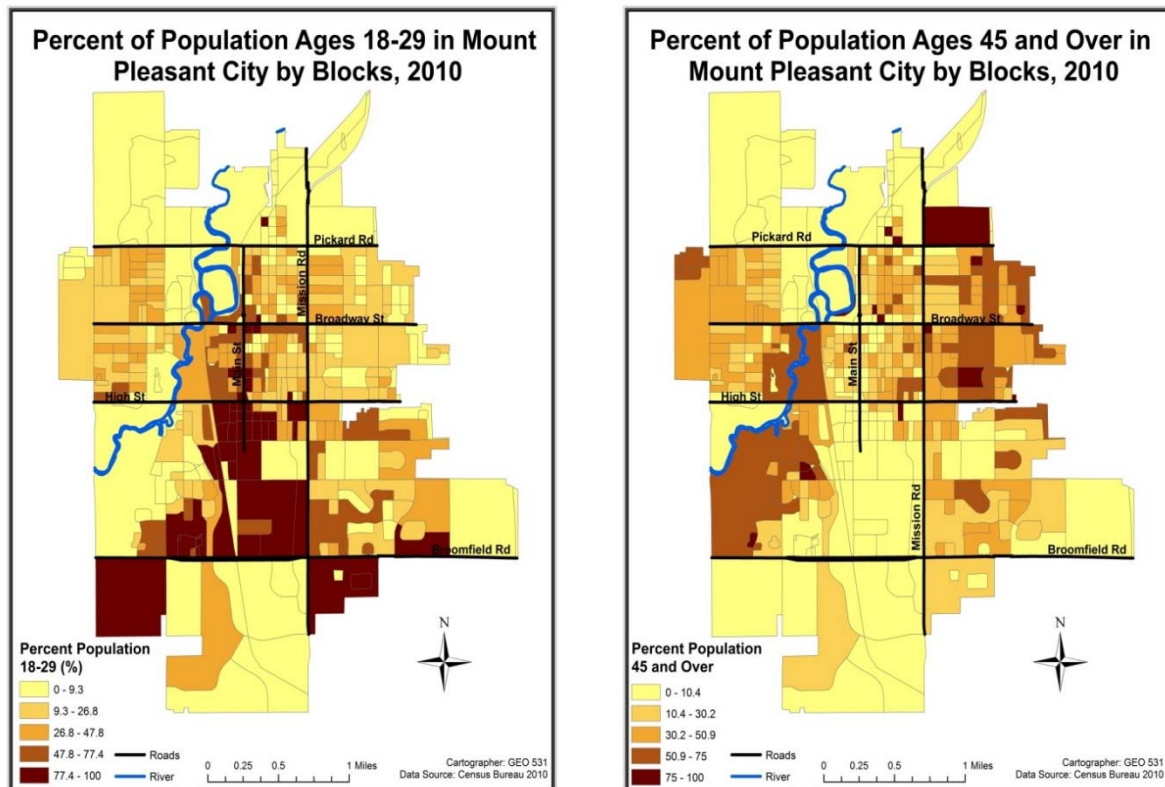
Source: 2010 U.S. Census

## *Population Distribution*

Figure 6 illustrated the population distribution by age groups in blocks throughout the City. People aged 18 to 29 are mainly located in areas nearer to the Central Michigan University campus, those blocks used for high-density apartment complexes in the southwest and southeast portions of the City, and along Main Street leading into the downtown area. This group can be seen sparsely in some of the family neighborhoods of Mt. Pleasant because there is some affordable housing and apartments there as well.

People in the 45 and over age group are seen mainly in the family neighborhoods of the core of the City, which are near to the downtown district, around the Mt. Pleasant public schools, and in neighborhoods near the Chippewa River.

Figure 7. Population Distribution by Age Groups in Mt. Pleasant



Source: 2010 U.S. Census

## *Central Michigan University Student Population*

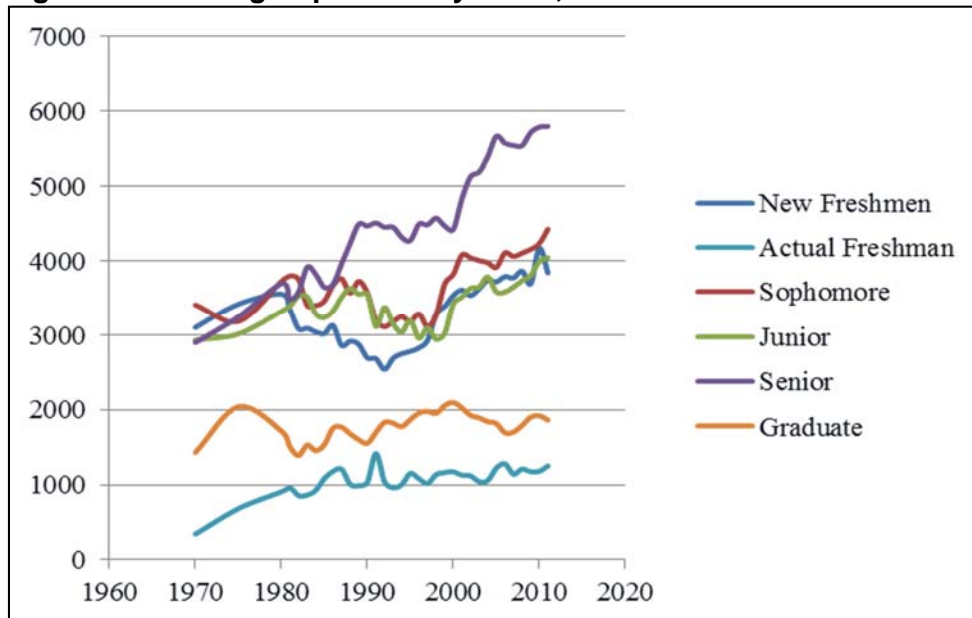
Although some of the Central Michigan University student population resides outside of the City limits, data on the student population is pertinent, as it reflects a significant portion of the City population.

Over the last 40 years the number of seniors has risen quite substantially over time. Also, the number of incoming new freshmen has fluctuated since 1970, but has increased overall from 1970 to 2010 by about 1,000 students. It is also worth noting that the number of graduate students has stayed fairly steady over the last 40 years (Figure 8).

The total undergraduate students at Central Michigan University has increased significantly from 1970 to 2010 by almost 7,000 students, and the total student population has shown the same trend over time (Figure 9).

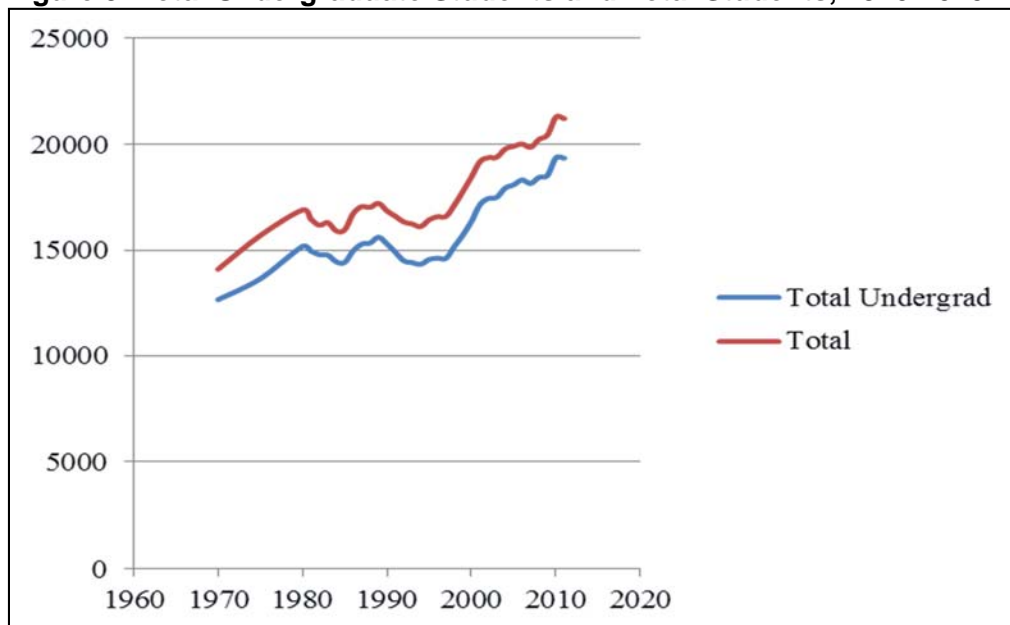
However, with an overall declining in-State population, it will be important to monitor these trends into the future.

**Figure 8. Incoming Population by Class, 1970-2010**



Source: Central Michigan University

**Figure 9. Total Undergraduate Students and Total Students, 1970-2010**



Source: Central Michigan University

## ***Households and Housing Characteristics***

Mt. Pleasant's Master Plan provides accurate housing data updates from the 2010 U.S. Census, as well as comparisons to different geographical regions over time. Furthermore, the Master Plan aims to analyze and interpret land patterns and trends related to housing. Within this section, household and housing unit characteristics are presented and examined.

### ***Households***

The City of Mt. Pleasant has a total of 8,376 households, according to the 2010 U.S. Census. Household size is approximately 2.35 persons per household, while the majority of Mt. Pleasant is dominated by non-family households. These results are greatly influenced by the presence of Central Michigan University and other unique characteristics that have shaped the City throughout time.

Average household size comparisons are shown in Table 5. The persons per household in Mt. Pleasant, Union Township, and Isabella County have decreased slightly over time, while Michigan household sizes have increased from 2.46 people per unit to 2.49 persons per household.

**Table 5. Average Household Size Comparisons, 2000-2010**

<b>Location</b>	<b>2000</b>	<b>2010</b>
<b><i>Mt. Pleasant</i></b>	<b>2.38</b>	<b>2.35</b>
Union Township	2.51	2.46
Isabella County	2.52	2.50
Michigan	2.46	2.49

Source: 2000 U.S. Census Demographic Profile, 2010 U.S. Census Demographic Profile

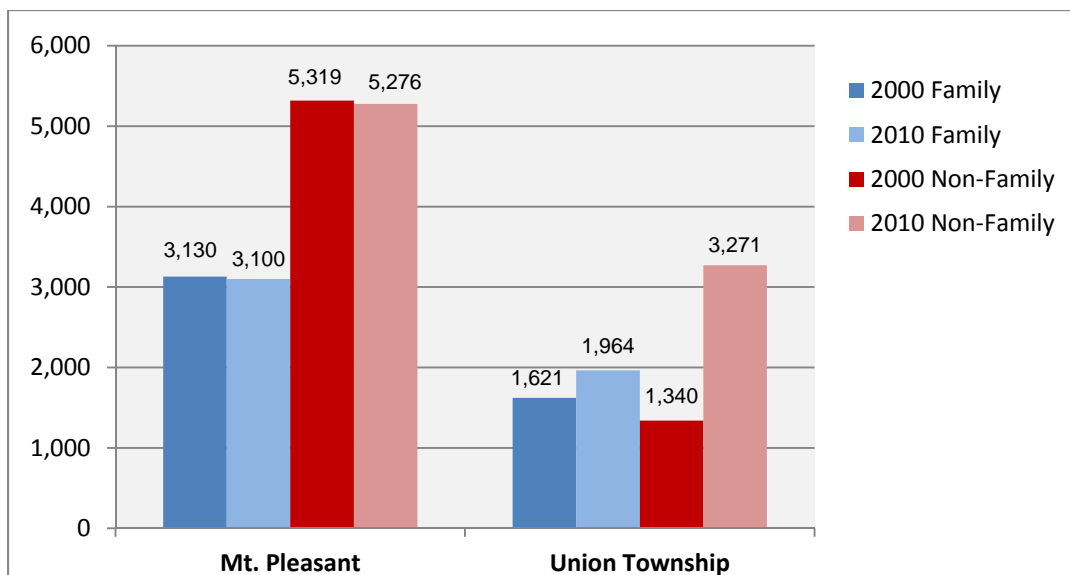
These trends within Mt. Pleasant may be influenced by several factors, including: lower birth rates, higher divorce rates, and overall smaller families. Additionally, more housing options may be available to the university student population, allowing students to live with fewer roommates than a traditional family.

### ***Family and Non-Family Households***

Family and non-family household data provides specific information about the relationships within households. Family households are those where the people

living in the housing unit are related by blood, marriage, or adoption. Such an example would be a married couple, brother and sister, or any children. In contrast, a non-family household is a housing unit containing people living together who are not related by blood, marriage, or adoption. Within Mt. Pleasant, non-family households are often composed of college roommates who share no relation. The data for family and non-family households is shown in Figure 9. The large increase in non-family households in Union Township between 2000 and 2010 is likely attributable to growth in renter-occupied housing, growing from 1,148 units in 2000 to 3,417 units in 2010.

**Figure 10. Family and Non-Family Households, 2000-2010**

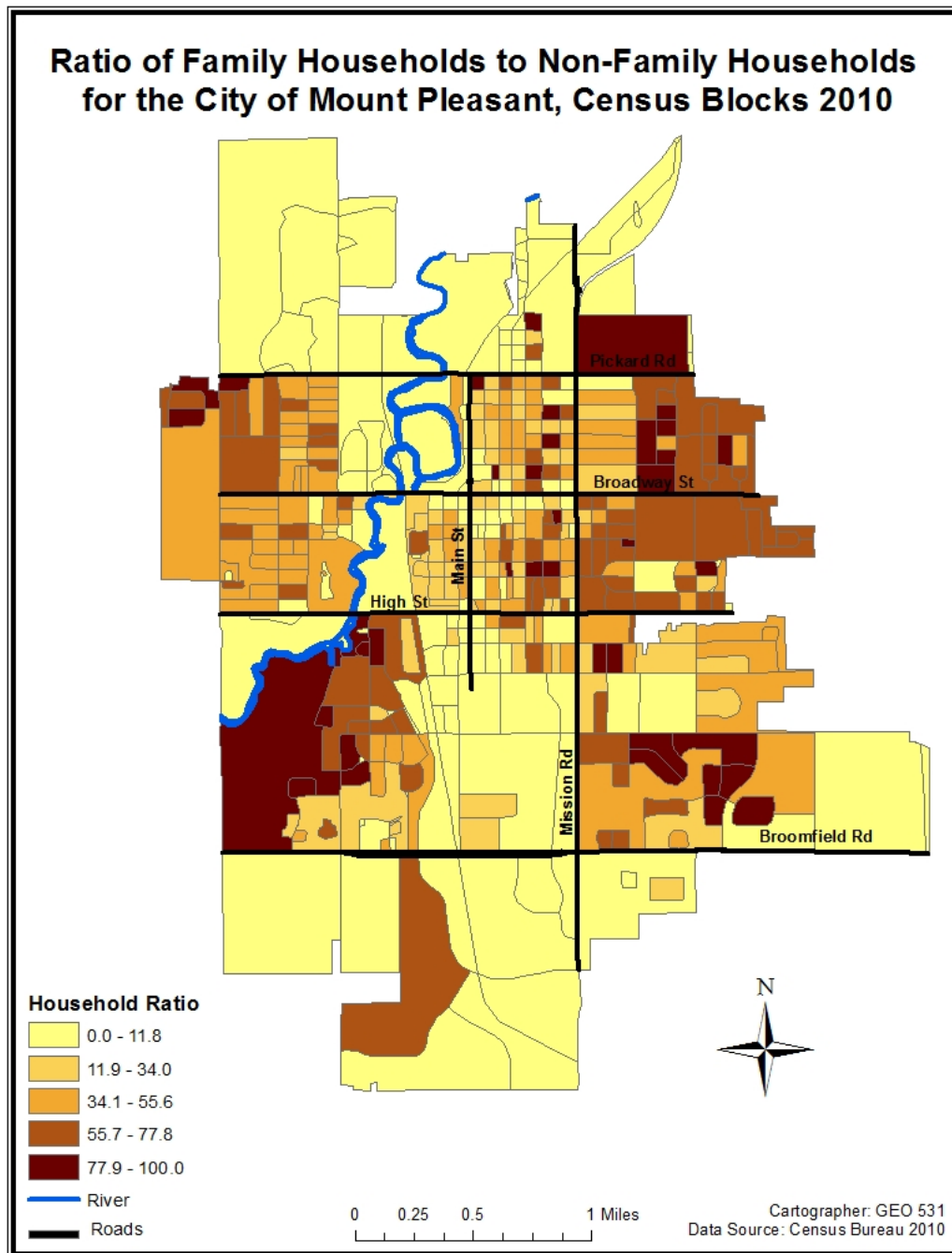


Source: 2000 U.S. Census Demographic Profile, 2010 U.S. Census Demographic Profile

Family and non-family households have each decreased in Mt. Pleasant, while both family and non-family households have increased in Union Township between the years 2000 and 2010. The median family size in Mt. Pleasant was 2.88 in 2000, and in 2010, it decreased slightly to 2.86 persons.

Furthermore, a map illustration of the ratio of family households in Mt. Pleasant is shown in Figure 11. The darker shades indicate those areas of greater concentration of family households. Some of the map areas where a low percentage of family households are recorded are an indicator of non-family households, such as the neighborhoods between the University and High Street. Other areas of a lower percentage of family households are simply non-residential in character, including commercial and industrial areas, parks, and vacant land.

Figure 11. Family and Non-Family Household Ratio Map, 2010

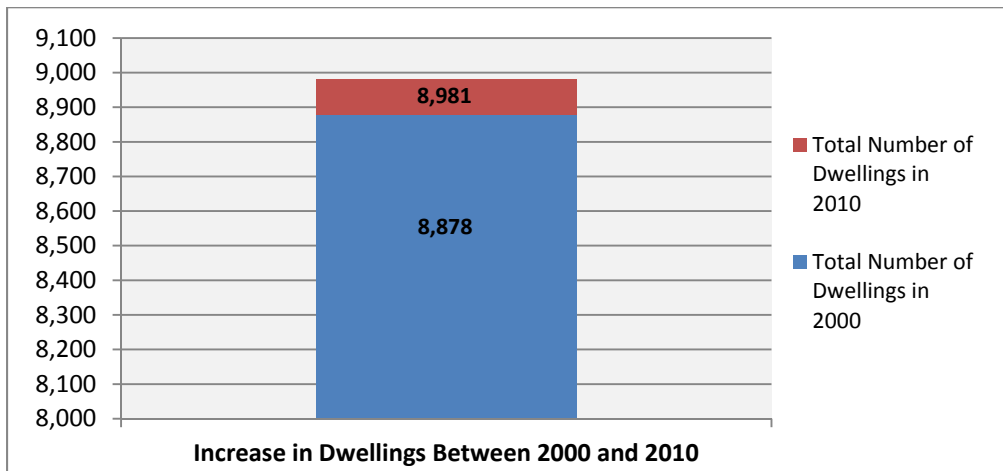


Source: 2010 U.S. Census Demographic Profile

## Housing Units

As of the 2010 U.S. Census, there are a total of 8,981 housing units in the City of Mt. Pleasant. This represents an increase of 103 units, or 1.15%, over the 8,878 housing units counted in the 2000 Census.

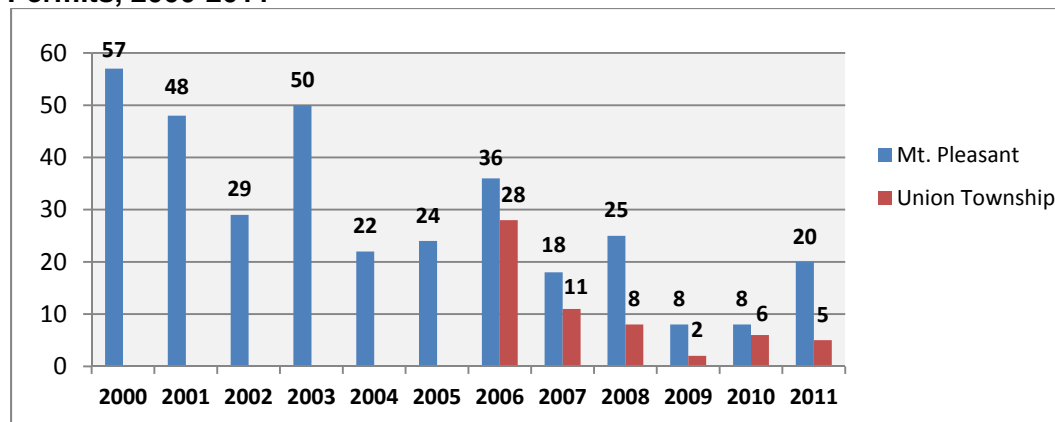
**Figure 12. Number of Dwelling Units, 2000-2010**



Source: 2000 U.S. Census Summary File 1, 2010 U.S. Census Summary File 1

A review of residential building permits issued provides some additional information regarding the rate of new dwelling construction. Figure 12 provides residential building permits for the City for 2000-2011; the Figure also includes building permit data for Union Township for the years 2006-2011, the only years that data was available for the Township.

**Figure 13. Mt. Pleasant and Union Township Residential Building Permits, 2000-2011**



Source: Department of Building Safety and Code Enforcement, Mt. Pleasant and Union Township Building Department

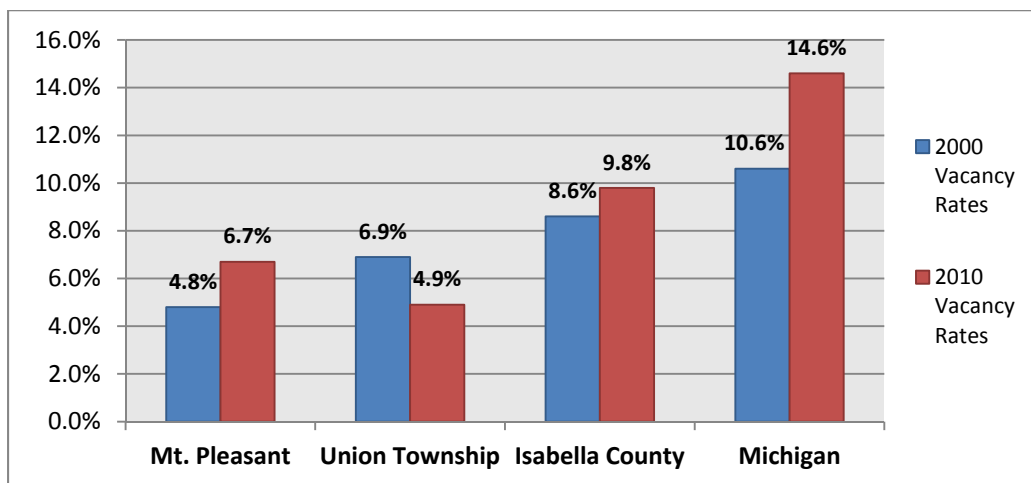
As would be expected with the State and National economic conditions between 2000 and 2011, new housing construction declined in both jurisdictions. However, the City experienced an increase in new permits in 2011, issuing more permits for new residential units than it had in the previous two years.

## *Housing Vacancy*

Most of the new and existing housing units were occupied as of the 2010 Census. However, like other parts of the State of Michigan, Mt. Pleasant experienced increasing vacancy rates. The City of Mt. Pleasant vacancy rate increased from 4.8% in 2000 to 6.7% in 2010, shown in Figure 14. This represents an increase in the total number of vacant units from 429 in 2000 to 605 in 2010.

Similarly, Isabella County and the state of Michigan showed increasing trends. However, Union Township is unique for a decreasing vacancy rate from 6.9% to 4.9% in the past ten years, likely the result of increased rental housing built in the 10-year period. These data indicate the change in vacancy depending on geographic location. Comparing housing vacancy rates across a wide range of geographic localities shows that the City remains well below the average across the State.

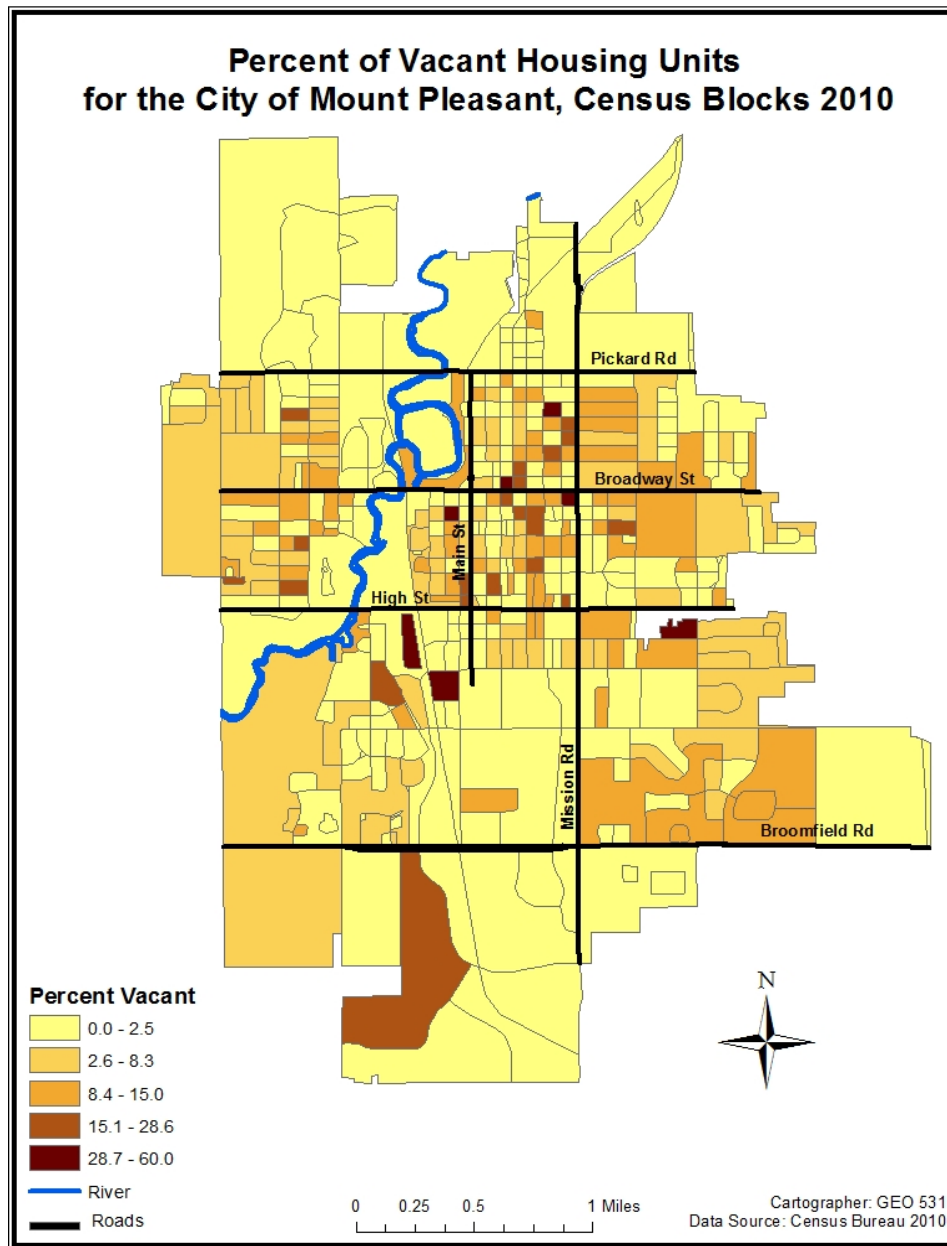
**Figure 14. Vacancy Rates, 2000-2010**



Source: 2000 U.S. Census Summary File 1, 2010 U.S. Census Summary File 1

The vacancy rates for the City of Mt. Pleasant are also portrayed in Figure 15, showing the spatial vacancy trends throughout the City.

Figure 15. Vacancy Rate Map, 2010



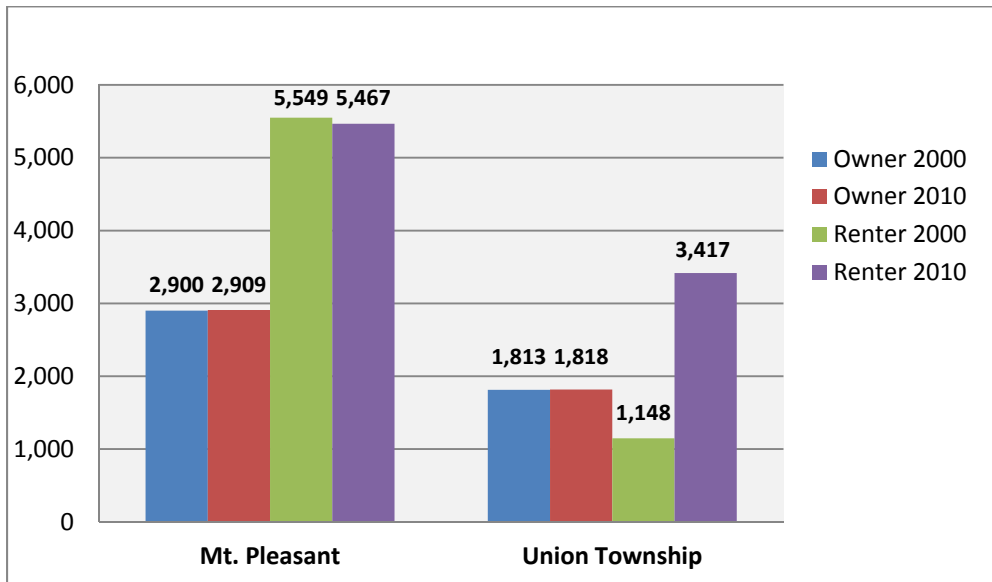
Source: 2000 U.S. Census Summary File 1, 2010 U.S. Census Summary File 1

## *Housing Tenure*

Housing tenure measures the extent that occupied housing units are occupied by owners and renters. As shown in Figure 16, the numbers of owner-occupied and

renter-occupied households have varied slightly between the years 2000 and 2010. Additionally, Mt. Pleasant is compared to the household occupancy of Union Township over this time period.

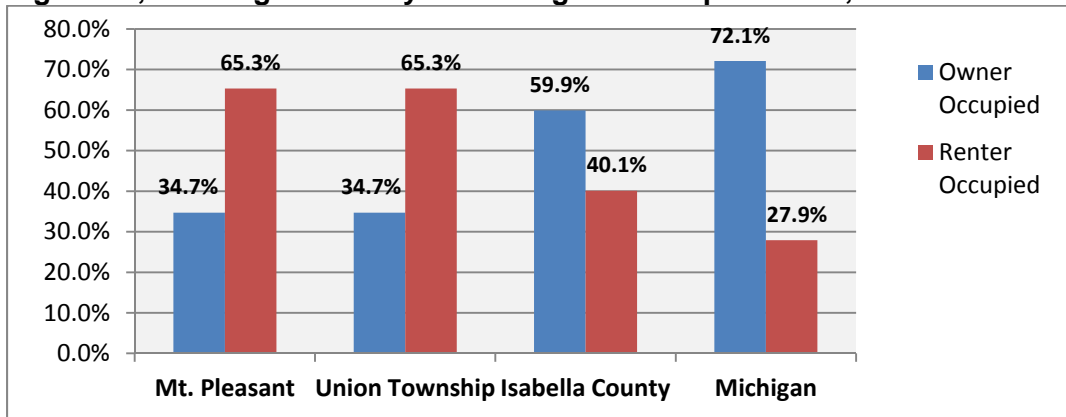
**Figure 16. Housing Tenure by Occupancy, City and Township, 2000-2010**



Source: 2000 U.S. Census, 2010 U.S. Census

Figure 16 illustrates the current percentage of owner and rental occupied units in the City, as compared to the Township, County and State. As might be expected, occupied housing in the City and Township are predominantly rental occupied. The County and State experience ratios that are more typical of non-university places.

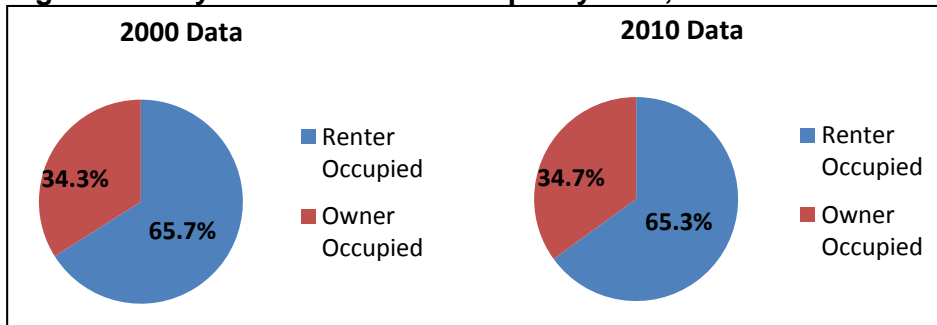
**Figure 17, Housing Tenure by Percentage of Occupied Units, 2010**



Source: 2000 U.S. Census, 2010 U.S. Census

As shown in Figure 18, there has been little change in the occupancy rate within the City from 2000 to 2010.

**Figure 18. City of Mt. Pleasant Occupancy Rate, 2000-2010**



Source: 2000 U.S. Census Summary File 1, 2010 U.S. Census Summary File 1

## Housing Age

Mt. Pleasant has a mix of new housing built to modern building standards and older housing in proximity to Downtown. As shown in Table 6, Mt. Pleasant dwelling ages increased slightly from 2000 to 2010, reflecting some new construction. Housing stock is generally newer than that elsewhere in State, but slightly older than in Isabella County. The median housing age changed significantly in Union Township, reflecting the new housing units constructed.

**Table 6. Age of Housing Stock by Year Built, 2000-2010**

Location	2000	2010
<b>Mt. Pleasant</b>	<b>1971</b>	<b>1973</b>
Union Township	1983	1994
Isabella County	1974	1978
Michigan	1965	1968

Source: 2000 U.S. Census, 2010 U.S. Census, American Community Survey 5 Year Estimates 2006-2010

## Housing Value

As indicated in Table 7, median housing value has increased significantly since 2000. According to the 2000 U.S. Census, the median value of housing for Mt. Pleasant was estimated as \$95,100, while the 2010 U.S. Census reports the median value of owner-occupied housing units was estimated to be \$135,000.

**Table 7. Median Housing Value, 2000-2010**

Location	2000	2010
<b>Mt. Pleasant</b>	<b>\$95,100</b>	<b>\$135,000</b>
Union Township	\$101,800	\$132,200
Isabella County	\$91,800	\$117,100
Michigan	\$115,600	\$123,300

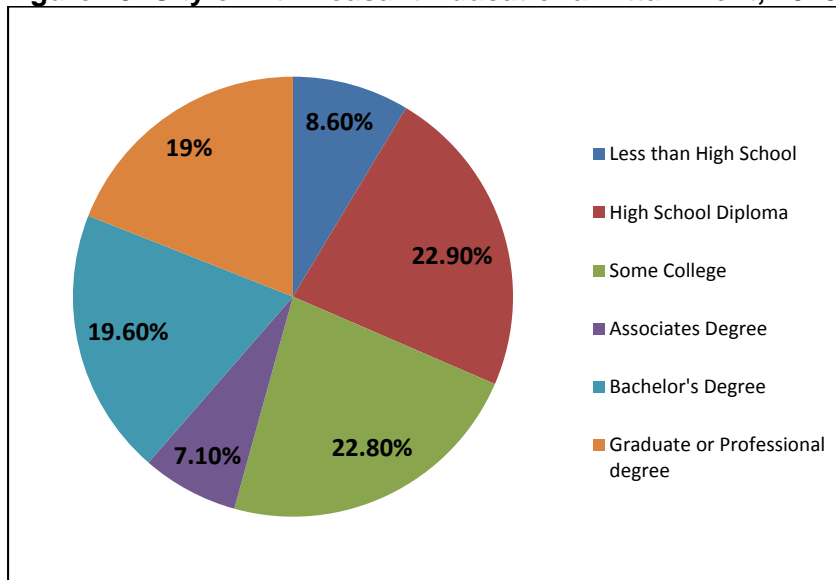
Source: 2000 U.S. Census, 2010 U.S. Census, American Community Survey 5 Year Estimates 2006 2010

## ***Socioeconomic Characteristics***

### ***Educational Attainment***

Mt. Pleasant's residents are very well educated, as might be expected in a University town. Of the City's adult population (25 years and older), 39% are college graduates (bachelor's degree or higher). 19% of the population has a graduate or professional degree.

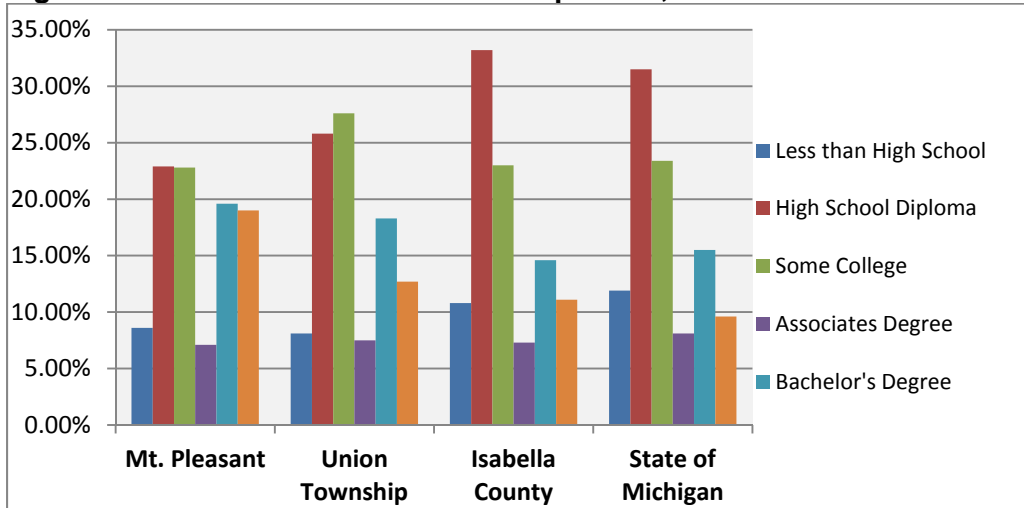
**Figure 19. City of Mt. Pleasant Educational Attainment, 2010**



Source: American Community Survey

In comparison, the percentage of people with a bachelor's degree or higher is greater than that for Union Township (31%), the County (26%), or the State (25%).

**Figure 20. Educational Attainment Comparison, 2010**

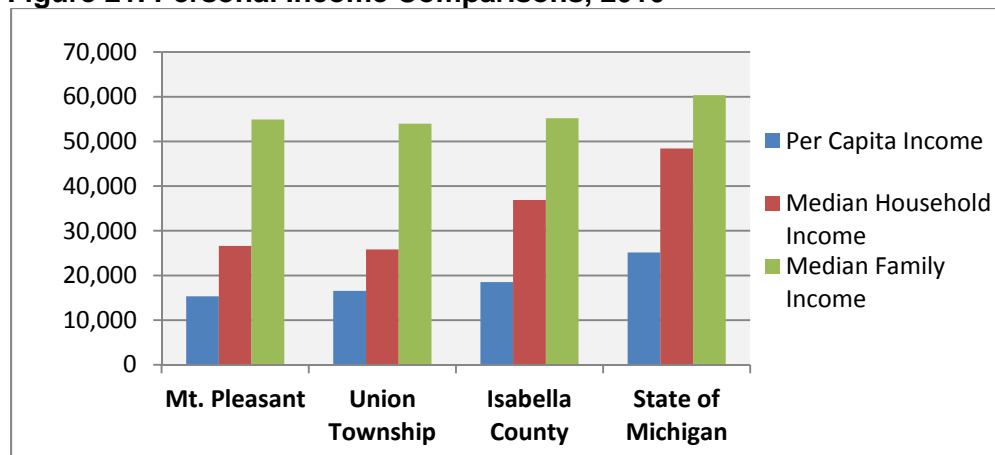


Source: American Community Survey

## *Income and Poverty*

According to data from the U.S. Census Bureau and the American Community Survey data, both the median family income and the median household income for Mt. Pleasant increased between 2000 and 2010. For the City of Mt. Pleasant, at \$26,595, median household income remained well behind median family income of \$54,893. This difference is attributable to the large number of students living in non-family households, typically earning little or no income.

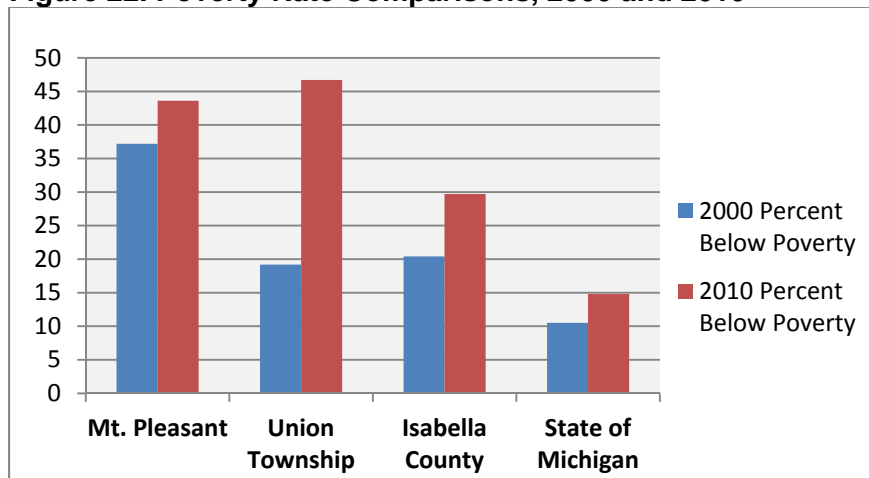
**Figure 21. Personal Income Comparisons, 2010**



Source: American Community Survey, 5-Year estimates 2006-2010

The percentage of people living in poverty in the City increased by 5% during the last 10 years to 43.6%. The percentage of persons living below the poverty level in Mt. Pleasant in 2010 was below that in Union Township, but is above the County and State percentages. Again, the rate in the City is at least partially attributable to the number of students earning little or no income.

**Figure 22. Poverty Rate Comparisons, 2000 and 2010**



Source: American Community Survey, 5-Year estimates 2006-2010

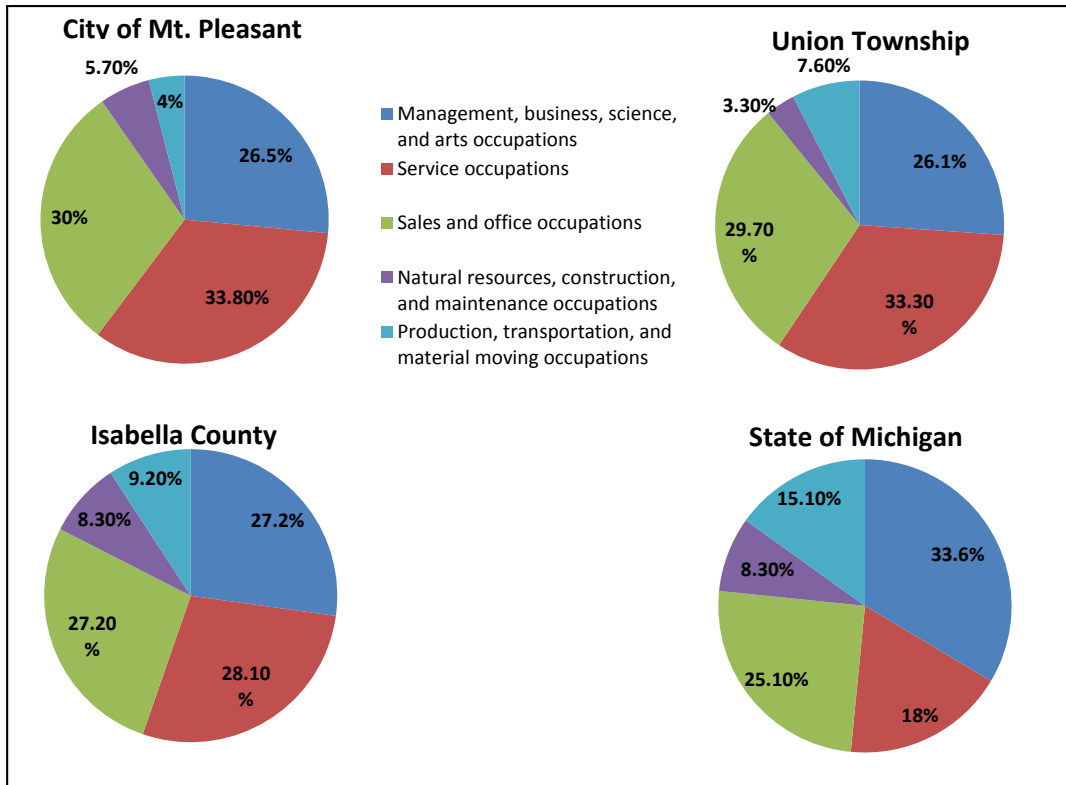
## Occupation

In 2000, Education and Health services were the top employment sector for people living in the City with 37% of people employed. In 2010, the sector dropped to 33.8% of employed people but remains the highest percentage of employed people. Management is the second highest across the four jurisdictions of Mt. Pleasant, Union Township, Isabella County and the State of Michigan.

The largest employers in the Mt. Pleasant area include:

- Saginaw Chippewa Indian Tribe
- Central Michigan University
- McLaren Central Michigan Hospital
- The Delfield Company
- McBride Quality Care
- Meijer Corporation
- Mt. Pleasant Public Schools
- Morbark
- STT Security
- Walmart
- Bandit Industries
- Pace International
- Unified Brands
- American Mitsuba
- Isabella Bank

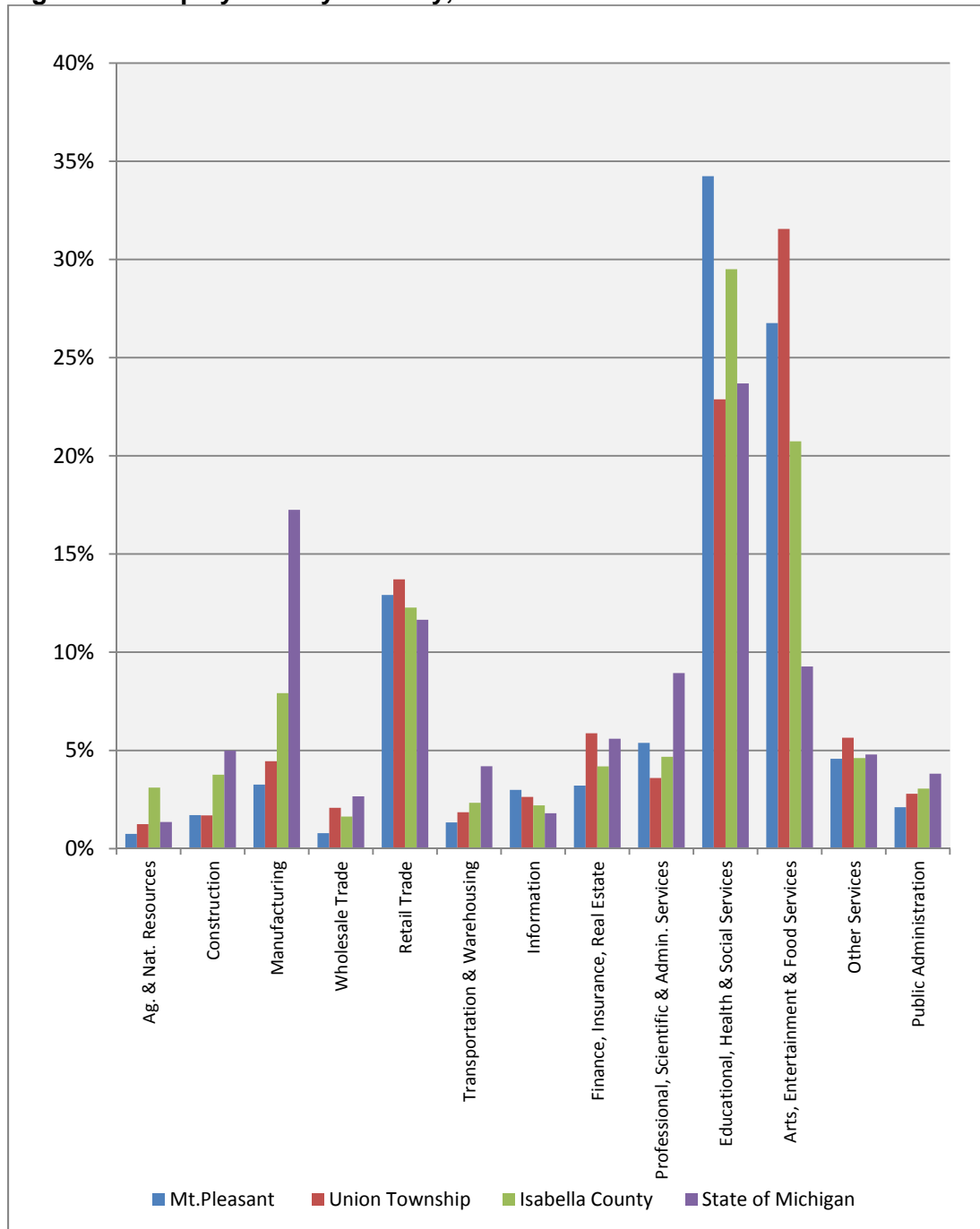
**Figure 23. Occupation Comparisons, 2010**



Source: American Community Survey, 5-Year estimates 2006-2010  
 Source: Middle Michigan Development Corporation, 2012

As might be expected with Central Michigan University and McLaren Central Michigan amongst the largest area employers, Figure 24 indicates that Mt. Pleasant leads all the jurisdictions in the percent of people employed in the educational, health and social services with 34% of employed people working in that industry. People employed, in arts, entertainment, recreation, accommodation and food services with 27% of City residents employed in that category.

**Figure 24. Employment by Industry, 2011**



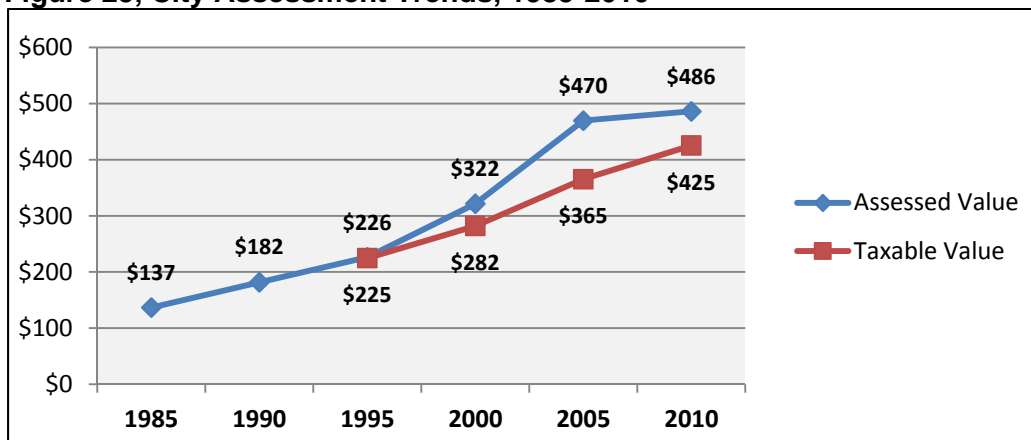
Source: American Community Survey, 5-Year estimates 2007-2011

## City Assessment History

The assessed values for properties in the City from 1985 to 2010 are illustrated in Figure 25 below. Assessed values are set at about 50% of the market rate of properties; it is therefore an indicator of property values.

Also illustrated are the taxable values of properties in the City from 1995 to 2010. With its adoption in 1994, Proposal A created a new basis for calculating property tax: taxable value. The taxable value of a property may only increase each year by the lesser of the rate of inflation or 5%. Taxable value is the measure of tax base in the community.

**Figure 25, City Assessment Trends, 1985-2010**



Note: Numbers are in hundreds of millions (\$486 = \$486,000,000)

Source: City of Mt. Pleasant Assessing Department, 2011

The assessed value of all properties in the City in 2010 was \$486,303,671. The increase in values from 2005 to 2010 was less than in previous years, reflecting the decreased growth in property values reflected in the state and national economies. The taxable value of properties in the City in 2010 was \$425,366,905.

## ***Community Services***

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

### ***Fire and Police Services***

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



**Fire Department**

Police protection is provided within the City limits by 29 sworn officers, a captain, an inspector, a community services officer, three members of the youth services unit, three detectives, and a chaplain. The police department also includes eight sergeants and some record professionals. Both departments are administered by the Public Safety Director.

### ***Utilities***

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



**Waste Water Treatment Plant**

### ***Streets***

Streets within Mt. Pleasant are overseen by the City's Street Department. Comprised of 14 full-time and seasonal employees, the Department is responsible for over 75 miles of City streets, paved and unpaved, including alleys. Responsibilities of the Department include maintenance and improvements to the City's streets, sidewalks, and sanitary and storm sewer

systems associated with the streets. Maintenance of the streets is expansive and includes street sweeping, snow removal, sign maintenance, and street repair, all overseen by the Street Department.

## *Refuse and Recycling*

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

## *Schools*

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

Five elementary schools:

- Fancher (5-6),
- Ganiard (K-4),
- McGuire (4-6),
- Pullen (K-3),
- Vowles (K-4).

One intermediate school:

- West Intermediate, (7-8)

Two high-schools:

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

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

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



**Ganiard**



**Fancher School**



**High School**

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

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



**CMU**

## ***Health Care***

McLaren Central Michigan Hospital is a 118-bed acute care hospital located in Mt. Pleasant and the only hospital in Isabella County. McLaren Central Michigan is a not-for-profit, locally-governed community hospital, offering a full range of health and wellness services from the hospital campus and off-site locations.



**McLaren Central Michigan Hospital**

McLaren Central Michigan is licensed by the Michigan Department of Public Health and holds high marks of accreditation from the American Osteopathic Association. It is also accredited by the American Academy of Blood Banks. McLaren Central Michigan has 60 active medical staff physicians and over 150 courtesy, consulting, adjunct, and honorary and health professional affiliates. McLaren Central Michigan is one of the largest employers in the region with over 700 employees. Another 300 people fulfill volunteer roles. In 2005, McLaren Central Michigan opened the Norval K. Morey Cancer Center which offers both radiation and chemotherapy treatment. This cancer center is a partnership between McLaren Central Michigan and the University of Michigan's Department of Radiation Oncology.



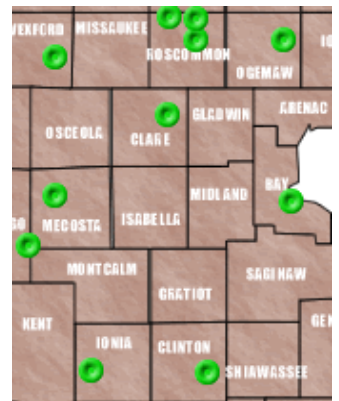
**Norval K. Morey Cancer Center**

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

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

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

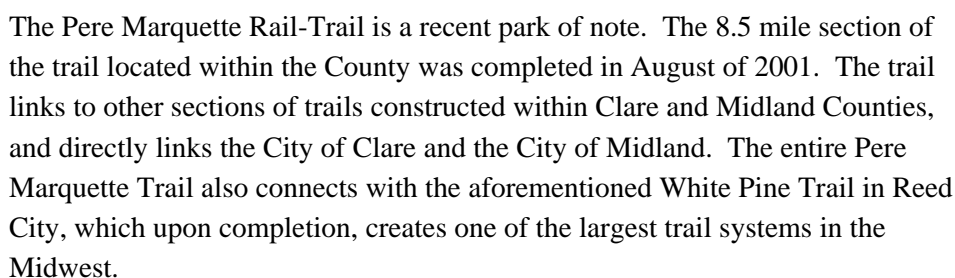
The City of Mt. Pleasant has one of the finest park systems in the State of Michigan. These parks enhance the quality of life for citizens of the entire mid-Michigan region. The continued maintenance and expansion of these parks is important to the entire mid-Michigan region. Within the City limits there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



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

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

- Michigan State Parks and Recreation Areas**



### ***City Parks***

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

### ***Community Education and Recreation Opportunities***

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

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

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

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

### ***School Facilities***

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

### ***Central Michigan University***

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

The Parks and Recreation Department currently uses some of the University facilities including the softball fields, bowling lanes, and the Rose Center



**Island Park**



**Youth Soccer League**



**University Sports Field**

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

### ***ICE Arena***

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

### ***Private Commercial Facilities***

The majority of the private facilities in Mt. Pleasant are composed of bowling alleys, movie theaters, roller rink, canoe livery, miniature golf/driving range.

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

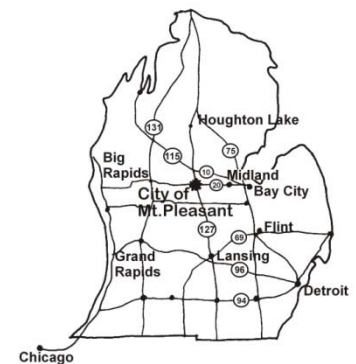
- The Greens: 18 hole course located on M-20, just east of the City, a tribal property associated with the Soaring Eagle Waterpark and Hotel;
- PohlCat: 18 hole course located on East Airport Rd, just east of the City;
- Bucks Run Golf Club: 18 hole course located on South Chippewa Rd, five miles east of the City;
- The Emerald: 18 hole course located in St. Johns on U.S. 127, 35 miles south of the City;
- Hidden Oaks: 18 hole course located in St. Louis on West Monroe Rd, 15 miles south of the City;
- The Pines at Lake Isabella: 18 hole course located on Lake Isabella in Weidman, nine miles west of the City;
- Pleasant Hills Golf Club: 18 hole course located on Millbrook Road, two miles south of the City;
- St. Ives Golf Club: 18 hole course located in Stanwood, 30 miles west of the City;
- Tullymore Golf Club: 18 hole course located adjacent to St. Ives Golf Club, 30 miles west of Mt. Pleasant;

- Mt. Pleasant Country Club: 18 hole course located on East River Road, one mile north of the City;
- Riverwood Resort: 27 hole course located on Broomfield Road, one mile west of Mt. Pleasant; and
- Winding Brook Golf Club, 18 hole course on S. Genuine Road, seven miles south of Mt. Pleasant.

## ***Roadways and Transportation***

### ***Regional Road Network***

Mt. Pleasant benefits not only from its central location in the state, but in being well connected to the outlying areas of the state. The north-south US-127 provides a direct connection to Lansing to the south and to Houghton Lake and eventually to the Mackinaw Bridge to the north. The east-west M-20 connects the City to Midland to the east and Big Rapids to the west. It also provides one of the few east-west routes of travel in Isabella County.



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

### ***National Functional Classification***

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

- **Principal arterials** are at the top of the NFC hierarchal system. Principal arterials generally carry long distance, through-travel movements. They also provide access to important traffic generators, such as major airports or regional shopping centers. Mission Road (US-127BR) and E. Pickard Road are the principal arterials.
- **Minor arterials** are similar in function to principal arterials, except they carry trips of shorter distance and to lesser traffic generators. Minor arterials in Mt. Pleasant include Broomfield Road and Street, W. High St., W. Pickard St., and Isabella Road.



**Broadway Street**

- **Collectors** tend to provide more access to property than do arterials. Collectors also funnel traffic from residential or rural areas to arterials. Major collectors in Mt. Pleasant include S. Bradley Rd., N. Harris, S. Adams, S. Crawford, Main St., S. Washington, N. and S. Brown, E. and W. Broadway, E. High St., E. and W. Preston, E. and W. Mosher, E. and W. Michigan.
- **Local** roads primarily provide access to property. Examples of these include residential streets and lightly traveled county roads. They are not eligible to receive federal funds for improvement.

## *Traffic Counts*

The City of Mt. Pleasant has a database of traffic count information, overseen by the Planning Department. Traffic counting for these streets and others throughout the City is continually being done to keep information as current as possible. Based on this, the majority of the counts have been completed within the last five years. Traffic counts for the major streets within the City are provided later in this report under the Transportation Plan.

Traffic counts for state highways are completed by the Michigan Department of Transportation. The figure at right indicates the average daily traffic (ADT) numbers as compiled by MDOT in 2011.

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

## *Transit Services*

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

## *Railroads*

The Great Lakes Central Railroad is used for freight only and traverses town as the main north-south rail line running from Durand to Cadillac with connections to points beyond.

## Airports

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

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

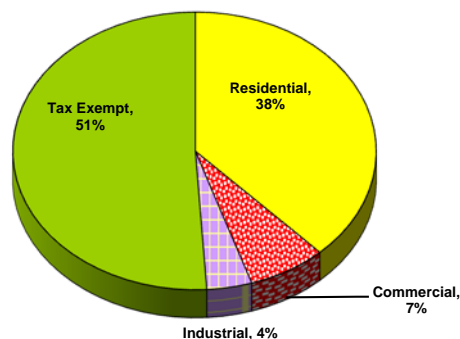


Municipal Airport

## Existing Land Use

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

2003 Existing Land Use



Source: Mt. Pleasant Assessing Department

## ***Residential***

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

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

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

## ***Commercial and Office***

**Commercial:** Improved land parcels used for wholesale, retail, entertainment, or services, including those uses predominately at street level on multi-functional structures, plus related contiguous accessory uses such as parking areas and service drives.

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

## ***Industrial***

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

## ***Exempt***

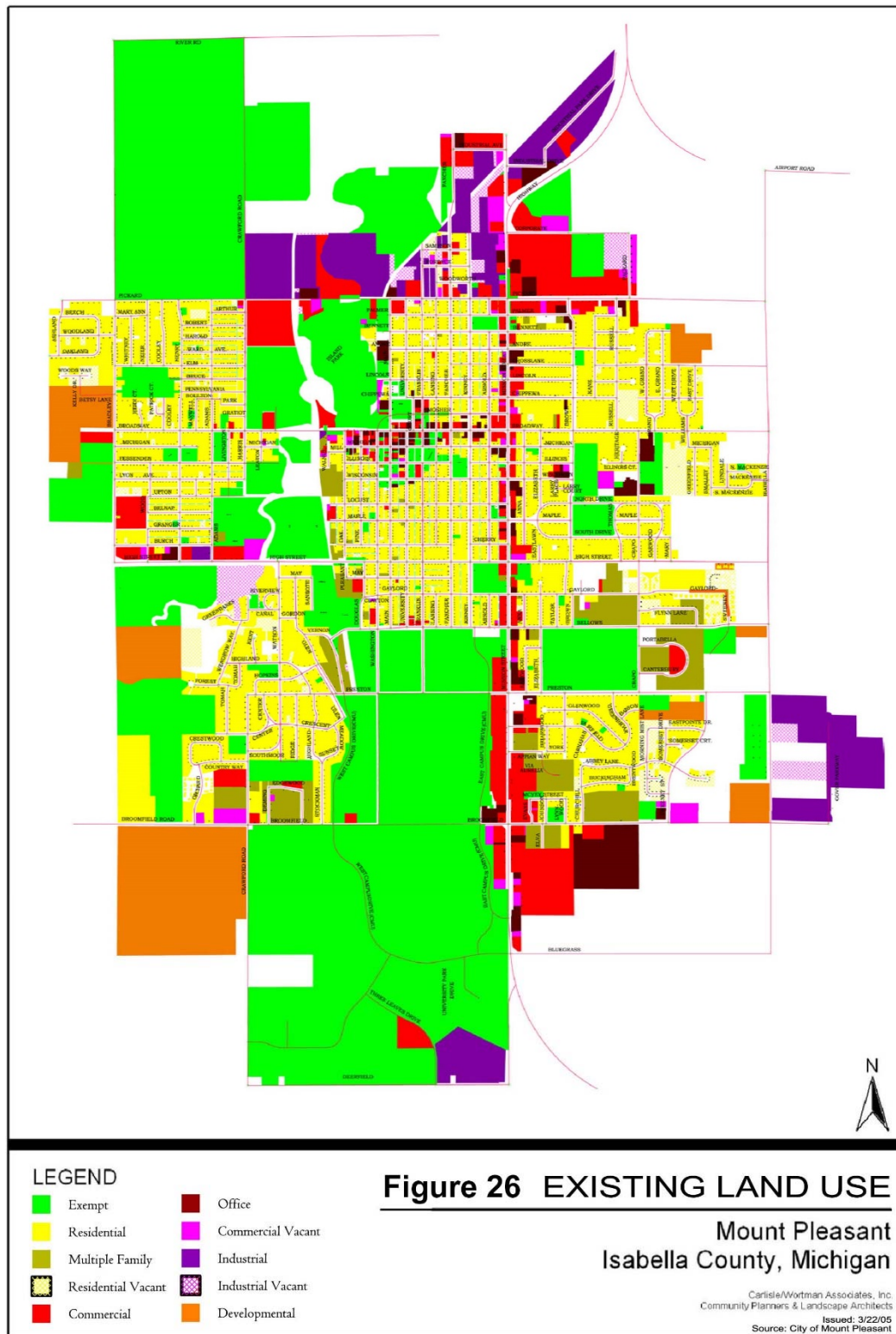
**Exempt:** Improved land parcels and facilities that are held in the public interest, exempt from real property taxation plus any service drives or roads inside the actual parcel. Examples of this category are churches, educational facilities, governmental offices, hospitals, municipal parking facilities,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

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

**Table 8. 2003 Existing Land Use**

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

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



## ***Historical Resources***

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

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

## ***Historical Survey***

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

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

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

- Chippewa-Fancher Residential District,
- Downtown District,

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

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

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

## *Current Status of Historical Resources*

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

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

Mt. Pleasant has made an effort to initiate a local register program. To begin this effort, the City performed an update of the historic survey in 1993-1994. The committee who worked on this survey included members of the Mt. Pleasant Area Historical Society and City residents. Based on this effort, new survey cards were submitted to the Michigan History Division and a new ordinance to create a Historic District Commission and Historic Districts within Mt. Pleasant was drafted. The ordinance was discussed at the Planning Commission and City Commission, but was not adopted due to a lack of public support. Although the ordinance has not been passed at this time, City staff have indicated that it will be reexamined in the future.

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

**Table 9. Mt. Pleasant Historical Resources**

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



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



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



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

