DESIGN & BUILD SCENARIO

201 S. Main Street,
Mount Pleasant, Michigan

MICHIGAN ECONOMIC
DEVELOPMENT CORPORATION


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TABLE OF CONTENTS

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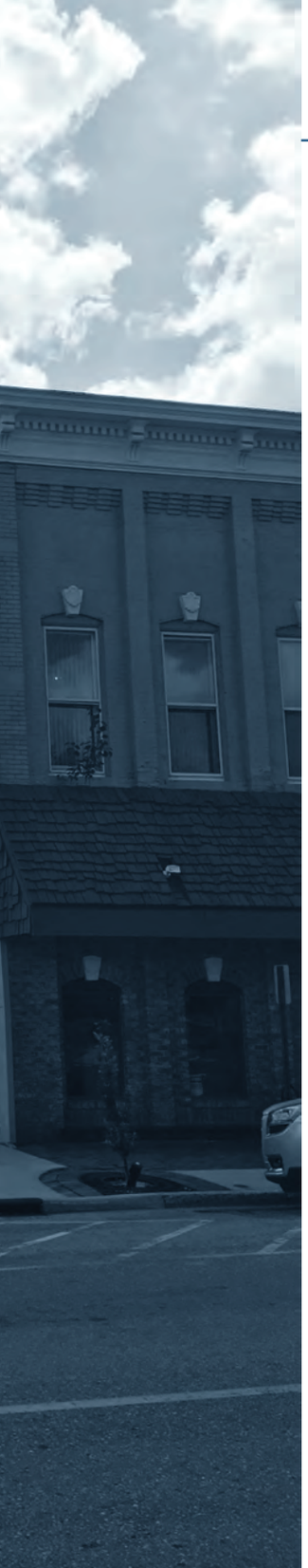


EXECUTIVE SUMMARY

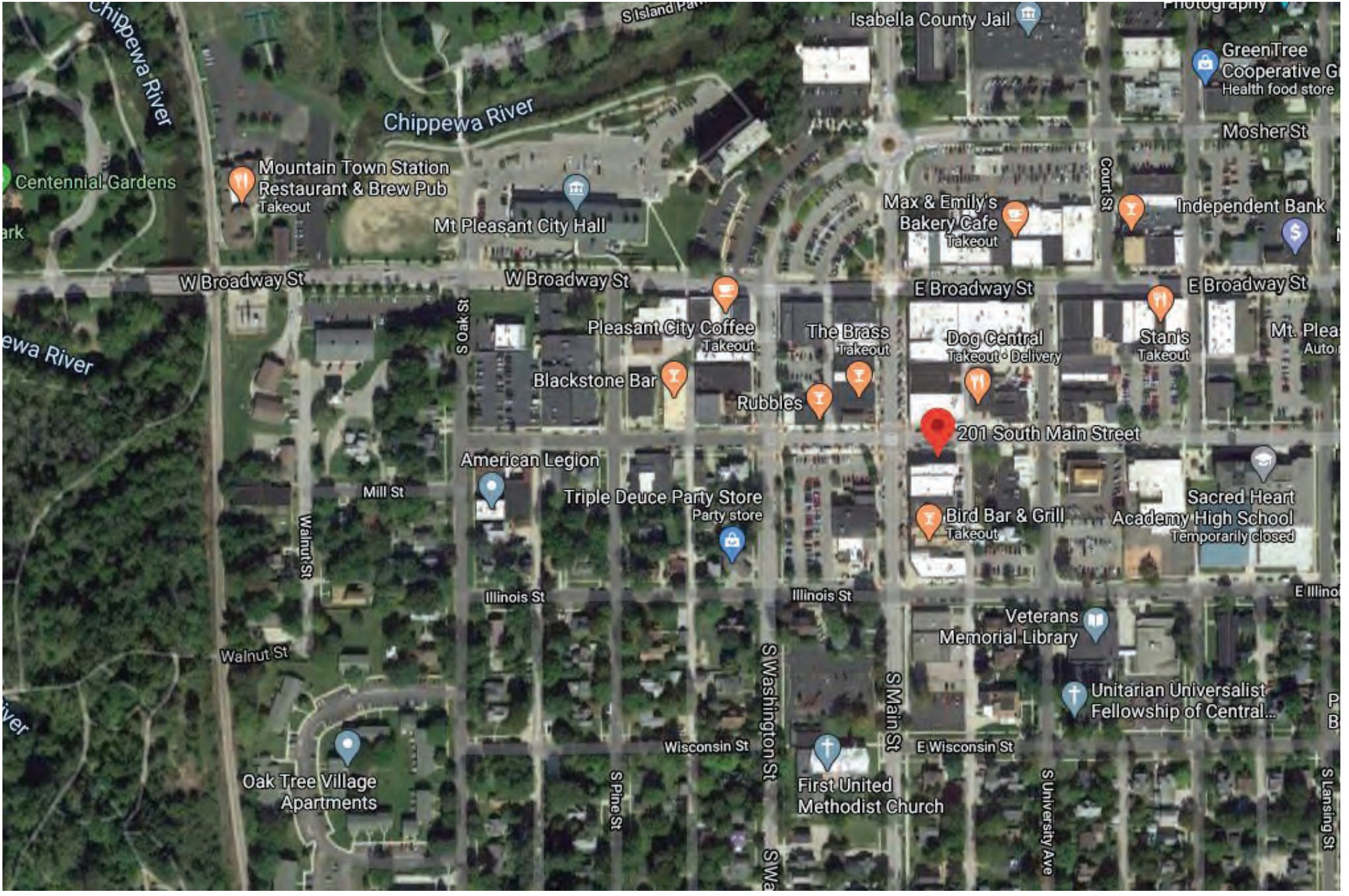
The purpose of this report is to provide redevelopment scenarios for the property at 201 South Main Street in Mount Pleasant, Michigan. This report assesses the site and makes recommendations for redevelopment based on the community's Master Plan future vision, the condition of the site, and the architectural characteristics of the surrounding district. These recommendations for redevelopment address market opportunities, develop design and planning scenarios to put the vacant parcel back into active use, estimate the costs for doing so, and help identify potential incentives for redevelopment.

Property Description

The vacant parcel at 201 S Main St. in Mount Pleasant, Michigan presents an excellent opportunity for mixed-use redevelopment in the heart of downtown. Historically, this space was occupied by a three-story brick structure that in 1892 housed the first classes of the institution that became Central Michigan University. Left vacant following a structure fire, the parcel is surrounded by the core of Mt Pleasant's historic downtown district, where a variety of shops, eating and drinking establishments, a public library, parks and the Chippewa riverfront are within four blocks. The campus of Central Michigan University is located ten blocks to the south down Main Street. Zoned Central Business District, an ideal redevelopment of this site will include a mix of uses and will improve the pedestrian experience and walkability of the streetscape by completing the streetwall on this block of Main Street, adding commercial storefronts, and increasing residential density.

The Redevelopment Services Team conducted site visits to the property and surrounding district to evaluate the current physical condition of the site (see page 25 for existing conditions discussion) and determine the feasibility of redevelopment. The following redevelopment scenarios assume commercial use on the ground level with upper floor residential. The scenarios explore the possibility of both traditional and micro-spaces for both the commercial and residential uses, ranging from 550 to 1890 square feet.

General Property Information		
		201 S. Main St
Building Type		Vacant Parcel
Levels		—
Commercial		—
Residential		—
Foundation		—
Exterior		—
Year Built		—
Addition?		—
Lot Dimensions	**Acres**	0.06
	Sq/Ft	2,684
	Av. Width	22
	Av. Depth	122
Building Dimensions	**Sq/Ft**	—
	Av. Width	—
	Av. Depth	—
	Facing?	West
Avg. Height Above Grade		—
Parking		Rear, On-site, Surface Parking
Avg. Interior Ceiling Height		—
Total Conditioned Sq/Ft		—
Volume (Cubic Feet)		—
Main Heating		—
Main Cooling		—
Window Units?		—
Site Parameters		
Current Zoning		Central Business District
Building Height Limit		2 stories/25' minimum, 5 stories/75' maximum
Setbacks Required		Buildings shall be built at lot lines with no setbacks
Dwelling Units Per Acre		96
Required Parking		None
Preferred Development		Mixed-use
Master Plan or Future Land Use		Central Business District


Chippewa River
Isabella County Jail
GreenTree Cooperative G
Health food store
Mosher St
Centennial Gardens
Mountain Town Station
Restaurant & Brew Pub
Takeout
Mt Pleasant City Hall
Court St
Max & Emily's
Bakery Cafe
Takeout
Independent Bank
W Broadway St
E Broadway St
S Oak St
Pleasant City Coffee
Takeout
The Brass
Takeout
Dog Central
Takeout · Delivery
Stan's
Takeout
Blackstone Bar
Rubbles
201 South Main Street
American Legion
Mill St
Triple Deuce Party Store
Party store
Bird Bar & Grill
Takeout
Sacred Heart
Academy High School
Temporarily closed
Walnut St
Illinois St
Veterans
Memorial Library
Unitarian Universalist
Fellowship of Central...
S Washington St
S Main St
Wisconsin St
E Wisconsin St
Oak Tree Village
Apartments
S Pine St
First United
Methodist Church
S University Ave
S Lansing St

REDEVELOPMENT SCENARIOS

Scenario A: *Streetscape*	**Issue:** 6.26.20 **Drawn By:** KT	**Project:** 201 S. Main St. Mount Pleasant, MI. **Project No.:** 20-5-201	**Parcel No.:** 17-000-00413-00 **Client:** City of Mount Pleasant	MICHIGAN ECONOMIC DEVELOPMENT CORPORATION redevelopment ready communities®

Scenario B: *Streetscape*	**Issue:** 6.26.20 **Drawn By:** KT	**Project:** 201 S. Main St. Mount Pleasant, MI. **Project No.:** 20-5-201	**Parcel No.:** 17-000-00413-00 **Client:** City of Mount Pleasant	MICHIGAN ECONOMIC DEVELOPMENT CORPORATION redevelopment ready communities®

COST ESTIMATE SUMMARY

Construction of a new, two-story, mixed use infill building on the vacant parcel at 201 S Main St (scenario A) is estimated at approximately $1,645,116 which includes white-boxed commercial space on the first floor and one to three upper floor residential units, depending on unit size. Of the above costs, necessary site improvements, including existing hardscape demolition, new utilities, and site survey, and foundation preparations are estimated at $205,000.

Construction of a new, three-story, mixed use infill building (scenario B) is estimated at approximately $2,467,674 which includes white-boxed commercial space on the first floor and two to five upper floor residential units, depending on unit size. Of the above costs, necessary site improvements, including existing hardscape demolition, new utilities, site survey, and foundation preparations are estimated at $250,000.

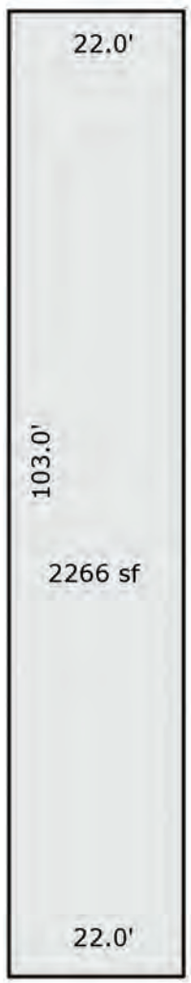
Scenario A					
201 S. Main St.	Two-story, mixed-use infill	1st Floor	Commercial	2,266 sq/ft	1-3 spaces, 550-1820 sq/ft of leasable space each
		2nd Floor	Residential	2,266 sq/ft	1-3 studio to 2-BR units, ranging from 550-1820 sq/ft
Site Total					$205,000.00
Building Total Including A&E/Builders Overhead & Profit					$1,440,116.00
Scenario A Total					$1,645,116.00
Scenario B					
201 S. Main St	Three-story, mixed-use infill	1st Floor	Commercial	2,266 sq/ft	1-3 spaces, 550-1820 sq/ft of leasable space each
		2nd Floor	Residential	2,266 sq/ft	1-3 studio to 2-BR units, ranging from 550-1820 sq/ft
		3rd Floor	Residential	2,266 sq/ft	1-3 studio to 2-BR units, ranging from 550-1820 sq/ft
Site Total					$205,000.00
Buildings Total					$2,217,670.00
Scenario B Total					$2,467,674.00

PROPERTY DESCRIPTION

Address: 201 South Main Street, Mount Pleasant, MI
Parcel Number: 17-000-00413-00
Build Date: Vacant parcel

Property Sketches

Property Sketch



103.0'

2266 sf

Planning and Management Districts

National Register of Historic Places

- Located within the Downtown Mount Pleasant Historic District which is listed on the National Register of Historic Places (2014); this vacant parcel is *non-contributing* to the significance of the district.
  Period of Significance: 1875-1966
  - **Criterion A –** The district is associated with events that have made a significant contribution to the broad patterns of our history. The district is significant for its association with the commercial, business, and social history of the city's historic core since its establishment in 1860.
  - **Criterion B –** The district is associated with the lives of persons significant in our past (Issaac Fancher).
  - **Criterion C –** The district embodies the distinctive characteristics of a type, period, or method of construction. The district is significant as a collection of late nineteenth to mid-twentieth-century commercial buildings representing the prevailing styles in commercial architecture during those periods, including Italianate, Late Victorian, vernacular brick, Art Deco, and International style. Several buildings represent outstanding and well-preserved examples of those styles within the local historic context.
- To qualify for any available federal funding, a redevelopment project involving this site must ensure that proposed development does not detract from the historic setting and feeling of the surrounding historic district.

Central Business District Tax Increment Finance Authority District

- The property lies within the Mount Pleasant Central Business District Tax Increment Finance Authority District
- Redevelopment plans may benefit from direct support from TIFA programs including a facade rendering grant, zero-interest loans, financial assistance with fire-protection systems, and subsidized rent for new businesses.
- Redevelopment plans may benefit from indirect support from the district. The TIFA is funded by a portion of the property taxes from the properties located within their districts. The TIFA Board then determines how the funds will be utilized, which directly or indirectly benefits all properties within the district. Typical projects include aesthetic improvements such as landscape, decorative lighting, entry walls, sidewalk brick pavers, planters, banners, holiday decorations, and the ongoing maintenance of those improvements.

Principal Shopping District

- The property lies within the Mount Pleasant Principal Shopping District.
- Redevelopment plans may benefit from indirect support from the district. The PSD is funded by a special assessment levied within the district. The PSD board then determines how the funds will be utilized, which directly or indirectly benefits all properties within the district. Typical projects include: maintenance and snow removal in parking lots, groundskeeping (including hanging baskets), power washing sidewalks and streetscape utilities (lighting in parking lots and irrigation).

DEVELOPMENT HISTORY & USE

Michigan Condensed Milk Factory, 1908

Historical Background

(Adapted from the Mount Pleasant Downtown Historic District's Nomination to the National Register of Historic Places and 2014 Master Plan)

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 timbercruiser, 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 and promptly sold the plat to investors from New York. The village was incorporated as 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 were established. Mills and other industrial sites took advantage of the power provided by the river, along with a power plant for electricity. Water and sewer service were constructed, as well as a school, an opera house, and two hotels. Two railroads began providing service through town, first the Saginaw & Mt. Pleasant railroad, a subsidiary of the Flint & Pere Marquette, followed by the Toledo & Ann Arbor Railroad, connecting Mt. Pleasant with the regional economy. In 1892, a group of Mt. Pleasant citizens formed a school of higher education called the Central Michigan Normal School and Business Institute. While the institution acquired land south of the city and began construction of its permanent buildings, students began gathering for classes on the second floor of a three-story brick building on the southeast corner of Main and Michigan streets. After becoming an official state school in 1895, this institution evolved into Central Michigan University.

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.

Community Context

(Adapted from the Mount Pleasant Downtown Historic District's Nomination to the National Register of Historic Places)

Downtown Mt. Pleasant is a compact commercial district centered on the intersection of Main and Broadway streets. The historic core encompasses about three and a half blocks east to west and three blocks north to south, surrounded by established residential neighborhoods to the north, south, and east, and the city's recreational parks to the west. The district's building stock contains an architecturally diverse mix of one, two, and three story buildings ranging from the 1870s to the mid-twentieth century. They are chiefly of brick construction and the majority are two stories tall. The most intact rows line Broadway between Main and Franklin and Main between Broadway and Illinois, where the proposed infill construction site is located. A variety of shops, eating and drinking establishments, a public library, City government offices, as well as the City's parks and riverfront are within easy walking distance. The campus of Central Michigan University is located about a mile south of the downtown district.

The Chippewa River winds its way roughly north to south at the western edge of the downtown and is bordered by the city's four parks: Island Park, Nelson Park, Mill Pond Park, and Chipp-a-Waters Park. The Great Lakes Central Railroad also runs north to south to the west of downtown, roughly paralleling the route of the river. Approximately one half mile to the east is Mission Road, Business Route 127, which runs north and south and serves as the city's newer commercial thoroughfare; it provides connections at the north and south ends of the city to the main north-south expressway in this part of Michigan, US 127, another mile to the east.

Downtown Mt. Pleasant, circa 1910

The Building: Construction and Use

201 South Main Street

201 S. Main Street is currently a vacant lot. Historically, this space was occupied by a three-story brick structure that was constructed in 1884 and occupied the entire width and close to the entire depth of the parcel. When first constructed 1884, the building at 201 S. Main St. had an exterior stairway along the south elevation providing upper floor access from S. Main St. This stairway was incorporated into the adjacent building at 205 S. Main St. when it was built between 1885 and 1890. The buildings at 201 & 205 S. Main St. appear to have shared this upper floor access stairway through at least 1924.

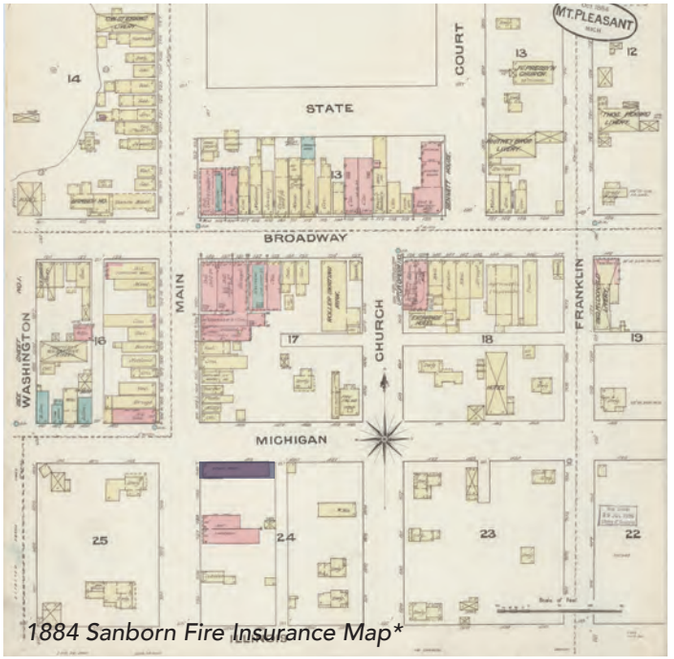
Although the building at 201 S. Main St. was vacant in 1890, by 1892 offices occupied the first floor. The second floor rooms provided classroom space for the thirty-one students of the Central Michigan Normal School and Business Institute, which opened its doors on September 13, 1892, with classes in teaching, business and stenography. Most students at the time were eighth-grade graduates, attending the "Normal" for a few weeks or months prior to beginning their careers as teachers. At that time, few of the state's teachers received any formal training in teaching, so school founders made teacher training their mission in founding the state's second normal school. Within the first two years, land was acquired and a $10,000 Normal School Building was constructed where Warriner Hall now stands.

Between 1895 and 1900, 201 S. Main St. housed a furniture store and in 1910 it was divided into 2 storefronts on Michigan St, with a millinery shop at the Main St. storefront and a plumber occupying the rear storefront. The building was still standing in 1924 when it occupied a drug store, but it was destroyed by fire some years later. Today, the stairway previously shared by 201 & 205 S. Main St. has also been removed from the remaining historic building at 205 S. Main St., leaving a four foot by thirty-two foot void in northwest corner of the parcel.

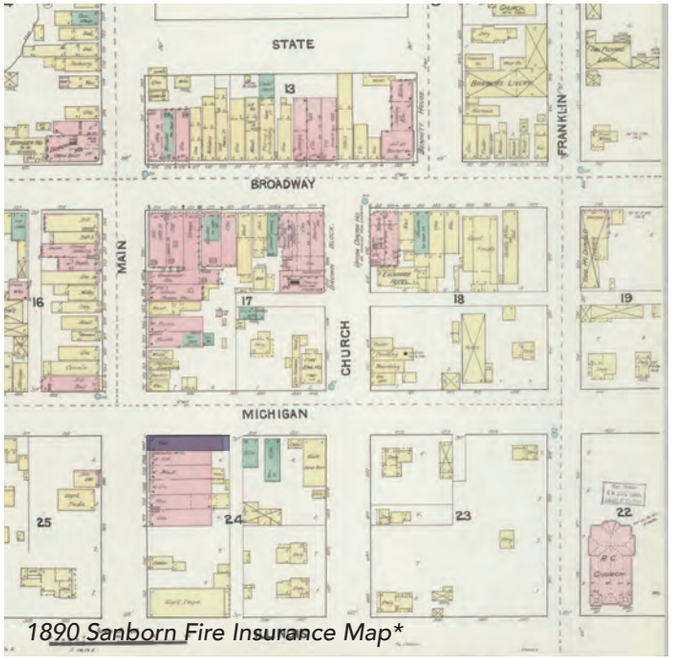
The void left by the removed stairwell can be seen in the north elevation of 205 S. Main St.

201 S. Main St. Facing Southwest

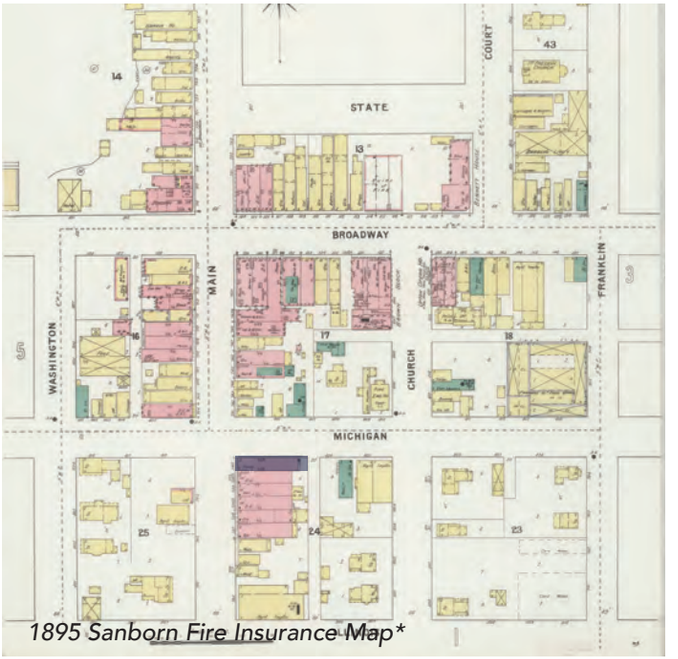
201 S. Main St. Facing Southeast



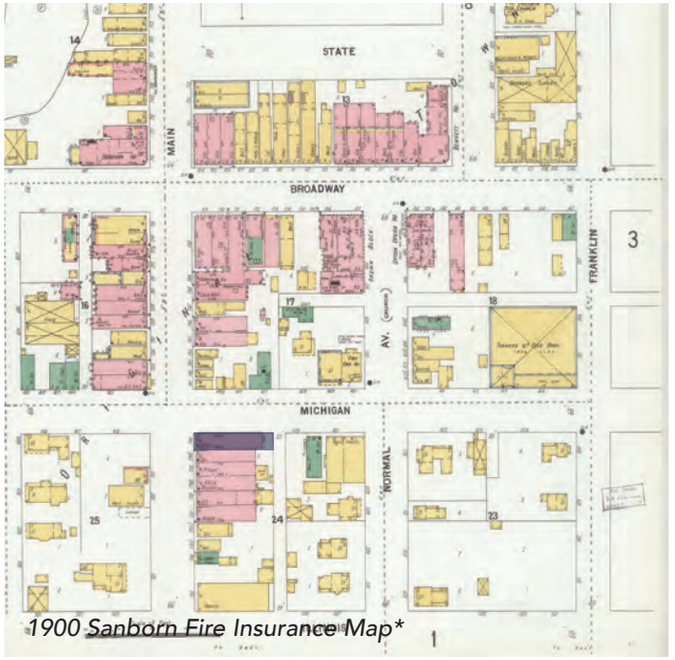
*1884 Sanborn Fire Insurance Map**



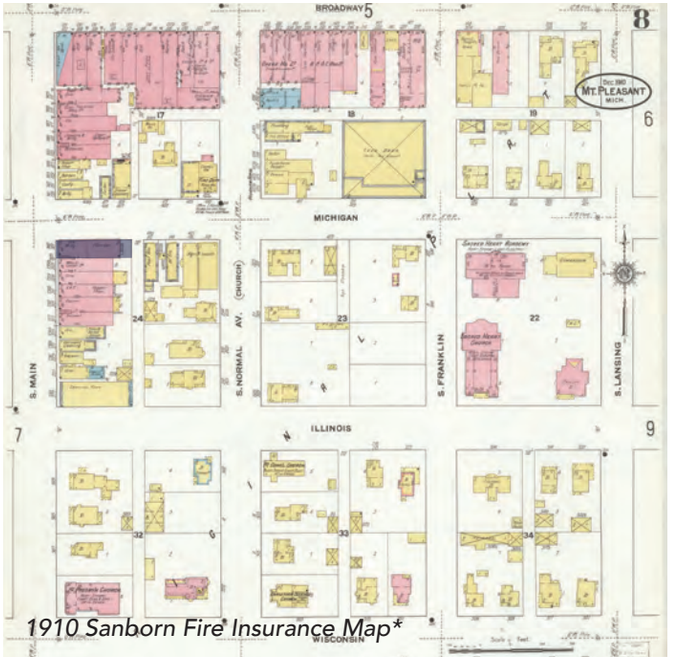
*1890 Sanborn Fire Insurance Map**



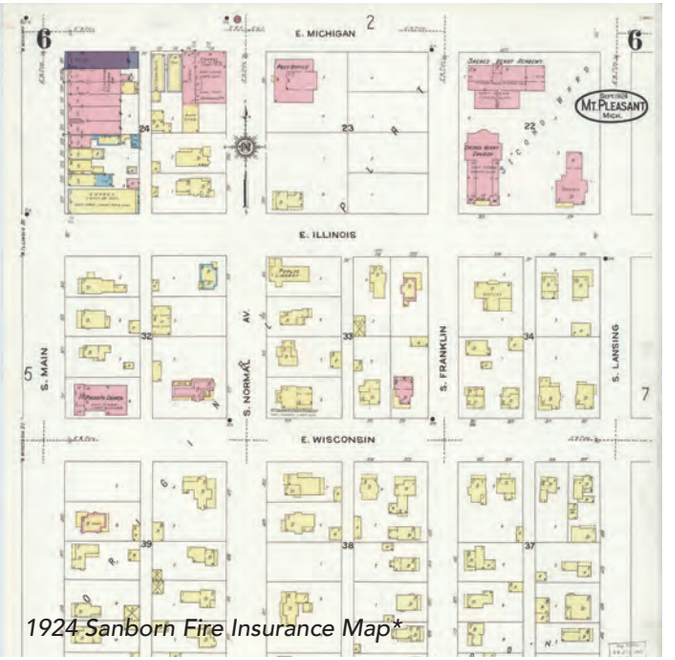
*1895 Sanborn Fire Insurance Map**



*1900 Sanborn Fire Insurance Map**



*1910 Sanborn Fire Insurance Map**



*1924 Sanborn Fire Insurance Map**

** Dark blue highlight identifies property location*

EXISTING CONDITIONS

The Redevelopment Services Team conducted site visits to the property to evaluate the current physical condition of parcel and adjacent building. The team inspected the site, documenting general condition of the vacant parcel and existing building, the history of the site's development, and the possibilities for redevelopment.

Vacant Parcel (201 S. Main St.)

Dimensions

Parcel 17-000-00413-00 is approximately 22 feet by 122 feet, based on the tax assessor's documentation. The parcel appears to be fairly level and is currently vacant. Prior to developing any further plans for redevelopment, a new site survey should be conducted to determine the site boundaries and soil conditions.

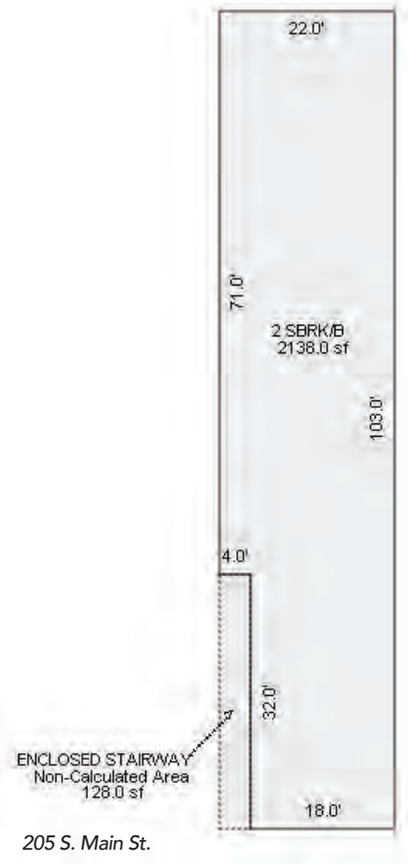
Adjacent Building (205 S. Main St.)

North Elevation

The north elevation of the adjacent masonry building at 205 S. Main St. (under separate ownership) will abut any infill redevelopment project on 201 S. Main St. This wall is clad in exposed fastener metal siding panels. The western most thirty-two feet of the north elevation is set-back from the north parcel boundary four feet, a void created by the removal of an upper floor access stairway. This existing setback presents an opportunity to reconstruct a shared stairway for the existing building and the new infill building or to purchase the vacant portion of this parcel and use it to house an upper floor stairway for the new infill building. Possibilities should be explored with the owner of the adjacent building as part of pre-development planning.


205 S. Main St. North Elevation


West streetscape south of redevelopment site



205 S. Main St.


East streetscape south of redevelopment site


East streetscape north of redevelopment site


West streetscape north of redevelopment site


201 S. Main St. Facing West

201 S. Main St. Facing East


201 S. Main St. Facing Southwest


201 S. Main St. Facing Southeast

Design Opportunities

Location: Downtown Walkability

Located in the center of downtown Mount Pleasant's walkable commercial core and well situated on a highly visible street corner, the site provides an opportunity to increase downtown residential density in a style appropriate to Mount Pleasant's historic small town environment and in a location where residents will not be automobile dependent.

Historic Founding Site of Central Michigan University

Central Michigan Normal School and Business Institute, which evolved into today's Central Michigan University, held its first classes in the second floor rooms of the three-story brick building that stood in this location on September 13, 1892. The new infill construction on this now vacant lot presents an opportunity to pay tribute to CMU's downtown origins, potentially connecting with and helping to draw students, staff, and alumni downtown (15 min walk to campus).

Continuous Streetwall

The approximately 22 feet of unbuilt Main Street frontage contained within the vacant parcel provides an opportunity to continue the streetwall of storefronts along Main Street. Reactivation of this area as infill commercial and residential space will help enhance the quality of the pedestrian experience on this block of Main Street and throughout the downtown. Measurements are approximate and provided for schematic planning only; updated site survey recommended. See *Dimensions* below.

Build Up for Residential

Increasing downtown housing opportunities is a stated goal in Mount Pleasant's Master Plan. Increasing residential density downtown will provide additional customer base for the downtown businesses, pedestrian traffic, much-needed housing options, and additional income for the property owner. All new construction must be at least two stories, per Mount Pleasant's CD-5 Urban Center Character District zoning ordinance. This allows for higher density development that meets both commercial and residential needs within a smaller footprint.

All redevelopment scenarios explore residential unit test-fits of both small studio units, as well as larger one- and two-bedroom units. The relatively narrow dimensions of the existing lots and the availability of egress windows on façade, rear and Michigan St elevations of the buildings allow for a wide variety of unit size and layout options. The local residential market should be considered to determine if many small units or few large units will better meet the needs of the Mount Pleasant community.

Daylight and Views

This corner building's upper floors provide an excellent opportunity to develop residential units with copious light and downtown streetscape views.

Micro-retail

In addition to traditional commercial spaces, where one commercial space occupies the entire first floor of the building, the proposed redevelopment scenarios also explore the possibility of small or micro-commercial spaces, with one space occupying as little as 550 sq/ft of storefront space in this redevelopment. Micro-retailing is a growing trend in pedestrian-friendly areas and can offer an affordable opportunity for new start-up businesses. These small, lower-cost spaces help entrepreneurs minimize risk, giving them an opportunity to gauge public interest in their business without leasing more space than they need. Micro-retail spaces can be a step-up from pop-up markets, providing a small space for year-round occupancy and with regular hours. The local market for commercial space should be considered to determine if micro-retail or traditional commercial spaces would better meet the needs of the Mount Pleasant community. Micro-commercial spaces can also be designed with the ability to convert into larger commercial space to respond to changing market demand.

Design Challenges

On-site Parking

Due to the parcel size, on-site parking is limited to two spaces for commercial and residential on-site parking. However, the site is located within 400 feet of five municipal parking lots in addition to free on-street surface parking. Negotiated access to shared private parking spaces can provide additional capacity. Costs for additional parking are not considered in these planning scenarios.

Design Assumptions & Parameters

Dimensions

Parcel dimensions are based on the building measurements included in the Mount Pleasant tax assessor's records, indicating the vacant parcel at 201 S Main St has approximately 22 feet of street frontage on Main Street and approximately 122 feet of depth. Approximately twenty feet of the depth at the rear parcel should remain for on-site parking spaces accessed via the rear alley. The renderings in this planning scenario depict a building 22 feet wide and 103 feet in depth, matching the dimensions of the building adjacent to the south at 205 S Main St. Prior to more in-depth project planning, a site survey should be completed to obtain accurate measurements.

Historic District

The vacant parcel at 201 S Main St is located within the Mount Pleasant Downtown Historic District, listed on the National Register of Historic Places. This honorary designation provides the community with an opportunity to celebrate its heritage and apply for federal tax credits to support the preservation of contributing structures. The

parcel at 201 S Main St is vacant and therefore non-contributing to the historic district's sense of time, place and historical development.

In order to preserve the historic fabric and character of this National Register Historic District, all federally funded redevelopment work undertaken on the exterior of all buildings within the district must meet *The Secretary of the Interior's Standards for Rehabilitation*. These Standards offer flexibility to accommodate contemporary uses while preserving the primary character-defining features of the district. For additions and infill developments such as this, *The Standards* require that new construction be simple and unobtrusive in design, and should be distinguished from the existing historic materials while also being harmonious with and subordinate to the scale and design of the historic buildings. Additionally, any redevelopment project must not detract from the historic setting and feeling of the surrounding historic district.

Following the City's established character standards in tandem with the *Secretary's Standards* will ensure any proposed redevelopment fits within the character of the district. The Redevelopment Services Team's design specialist is available to assist the development team with questions concerning project design as it relates to *The Standards*. The recommended appropriate form for infill development on the vacant parcel is discussed in the *pedestrian-friendly design* section below.

Pedestrian-friendly Design

The city envisions the downtown as the heart and soul of the City, a center for commerce and socializing. The City's vision includes a high density, walkable, mixed-use area, enhanced by design that promotes commercial experience on a pedestrian scale. Established design standards for the CD-5 Urban Center Character District ensure that any redevelopment enhances the overall cohesiveness of the downtown's character and appearance, physically and visually relating to the existing traditional streetscape. All redevelopment scenarios presented in this report recommend façade architectural characteristics that prioritize and enhance the pedestrian experience.

Pedestrian-friendly design uses the overall arrangement of buildings, parking areas, and pathways, as well as the specific features and materials of buildings, to construct a visually attractive streetscape that promotes walking, lingering, commercial use, and a positive experience for people outside of vehicles. Architectural characteristics such as the parcel rhythm, storefront design, and traditional façade components have a strong impact on the pedestrian experience.

The typical downtown parcel rhythm leads to buildings of relatively uniform width that create a familiar scale, a pattern that helps to visually tie the streetscape together. The proposed infill site is the width of a traditional single downtown building and a prominent corner; reconstructing this building with a traditional facade will blend with the existing streetscape rhythm and minimize the gap between buildings, helping to create continuous pedestrian activity in an uninterrupted sequence.

The storefront is the most important architectural feature in a traditional downtown streetscape, enhancing both business visibility and pedestrian experience. Buildings facing pedestrian streets should incorporate design features that provide visual interest at the street level. Storefronts with blank or solid opaque walls degrade the quality of the pedestrian experience, while predominately transparent storefronts help maintain visual interest.

Repetition of traditional facade components creates patterns and alignments that visually link buildings within a block, while allowing individual identity of each building. These elements are familiar to pedestrians and help establish a sense of scale. Some traditional facade components include bulkheads, piers, transoms, display windows, cornices, awnings, and arches. In modern infill projects, these elements may be reinterpreted in a variety of ways.

When designing a modern replacement or new infill construction storefront, the following design guidelines should be followed. See drawings for representative examples. (*For more information see NPS Preservation Brief 11: Rehabilitating Historic Storefronts*):

1. Respect the scale and proportion of the existing building in the new storefront design.
2. Select construction materials that are appropriate to the storefronts; wood, cast iron, and glass are usually more appropriate replacement materials than masonry for the storefront, which tends to give a massive appearance.
3. Respect the horizontal separation between the storefront and the upper stories. A cornice or fascia board traditionally helped contain the store's sign.
4. Maintain the historic planar relationship of the storefront to the facade of the building and the streetscape (if appropriate). More storefront frames are generally composed of horizontal and vertical elements.
5. Differentiate the primary retail entrance from the secondary access to upper floors. In order to meet current code requirements, out-swinging doors generally must be recessed.
6. The storefront generally should be as transparent as possible. Use of glass in doors, transoms, and display areas allows for visibility into and out of the store.
7. Keep the treatment of secondary design elements such as graphics and awnings as simple as possible in order to avoid visual clutter to the building and its streetscape.

Parking

Due to the parcel size, on-site parking is limited to two spaces for additional commercial and residential redevelopment of the site. Five municipal parking lots and abundant on-street surface parking spaces are available within 400 feet of the site. Therefore, the scenarios presented in this report assume a negotiated solution for residential and commercial parking, either with the City or nearby privately owned parking lots, but do not account for associated costs, if any.

Zoning Analysis

Current Zoning: CD-5 — Urban Center Character District

The CD-5 Urban Center District consists of higher density mixed use areas. It has a tight network of thoroughfares with wide sidewalks, street lights and regular thoroughfare tree spacing, defining medium-sized blocks. Buildings are set close to the Sidewalks.

Height Limits

City Zoning Code

Max: 5-story/75 feet
Min: 2-story/25 feet
First floor ceiling height minimum: May not exceed 14 ft. from finished floor to finished ceiling, except for a first floor Business/Commercial, Office, Retail/Personal Service, or Lodging Use which must be a minimum of 11 ft with a maximum of 25 ft.

How the Zoning Code is Met

The proposed redevelopment scenarios illustrate projects between 2–3 stories in height with 12-foot ceiling for the first floor.

Setback Requirements

City Zoning Code

Front setback, principal frontage: 0 ft at corner lots
Front setback, secondary frontage: 0 ft at corner lots

How the Zoning Code is Met

The proposed scenarios illustrate new construction with no setbacks.

Required Parking

City Zoning Code

None

How the Zoning Code is Met

The recommended redevelopment scenarios include 2 on-site parking spaces at the rear of the building, accessed via the rear alley. Redevelopment may require negotiations and agreements over additional off-site parking spaces. See *Parking* discussion above.

Preferred Development

City Zoning Code

Mixed-use; A typically attached building that provides a vertical and/or horizontal mix of uses typically designed to facilitate pedestrian-oriented retail/personal service, lodging, business/commercial, or office uses on the ground floor, with upper floors typically designed for residential or office uses.

Live/Work; A small- to medium-sized attached or building that consists of a flexible space used for artisan, studio, or retail/personal service uses, and a residential unit above and/or behind. The flexible space and the residential unit are internally connected. This type is appropriate for providing affordable and flexible mixed use space for incubating neighborhood-serving retail/personal service uses, artists and other craftspeople.

Special Requirement overlay district — Residential/dwelling use restriction: Residential/dwelling uses are prohibited on the ground floor of buildings within these areas.

How the Zoning Code is Met

The recommended redevelopment scenarios present a variety of layout options within the Mixed Use or Live/Work building types with commercial on the first floor and residential on the upper floors.

Master Plan Future Vision — Central Business District

The Central Business District is the heart and soul of the City as a center for commerce as well as a place for residents to gather and socialize. The Central Business District conveys the image of Mt. Pleasant to residents and visitors alike. 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.

The intensity of the development with the district tends to be higher than the rest of the City due to the smaller lot sizes. Parking cannot be accommodated (and is therefore not required) 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.

Building Standards

Façade Void Area %

City Zoning Code

20-60% of total facade area, except for first story of Shopfront Frontages, where it must be ≥ 70% min.

How the Zoning Code is Met

The proposed design meets these requirements.

Façade Openings

City Zoning Code

Windows and/or doors spaced ≤ 20 ft. apart, square or vertical in proportion except for transoms and sidelights. In Stories above first, facade openings must be ≤ 50% of total facade area.

How the Zoning Code is Met

The proposed design scenarios meet these requirements.

Façade Glazing

City Zoning Code

20% – 60% of total facade area for non-shopfront; 70% of total facade area, min for shopfront

How the Zoning Code is Met

The proposed design scenarios meet these requirements.

Window Alignment

City Zoning Code

Upper floor windows and other features must be aligned with those of first floor.

How the Zoning Code is Met

The proposed design scenarios meet these requirements.

Shopfront Frontages

City Zoning Code

12”-24” knee wall required at Frontage

How the Zoning Code is Met

The proposed design meets these requirements.

Façade Glazing

City Zoning Code

If Residential: 5 ft. min above avg. grade at facade
Shopfront Frontages: at knee wall

How the Zoning Code is Met

The proposed design meets these requirements.

Scenarios Overview

The proposed redevelopment scenarios present a variety of options for infill construction on the vacant corner parcel. Redevelopment scenarios are schematic in nature and not intended for construction. Residential unit and commercial space test-fits are approximations intended for project pro forma estimating only.

Scenario A: Two-story, Mixed-use, 4,532 sq/ft Building Constructed on the Vacant Parcel at 201 S. Main St; Commercial First Floor, Residential Second Floor

This scenario includes:

- 1,820 sq/ft of commercial space on the first floor
  - One large traditional commercial unit or up to three 550-620 square foot units micro-commercial units.
- 1,820 sq/ft of residential space on the second floor
  - Up to 3 studio or one-bedroom units 550-600 sq/ft each.

Scenario B: Three-story, Mixed-use, 6,789 sq/ft Building Constructed on the Vacant Parcel at 201 S. Main St; Commercial First Floor, Residential Second & Third Floors

This scenario includes:

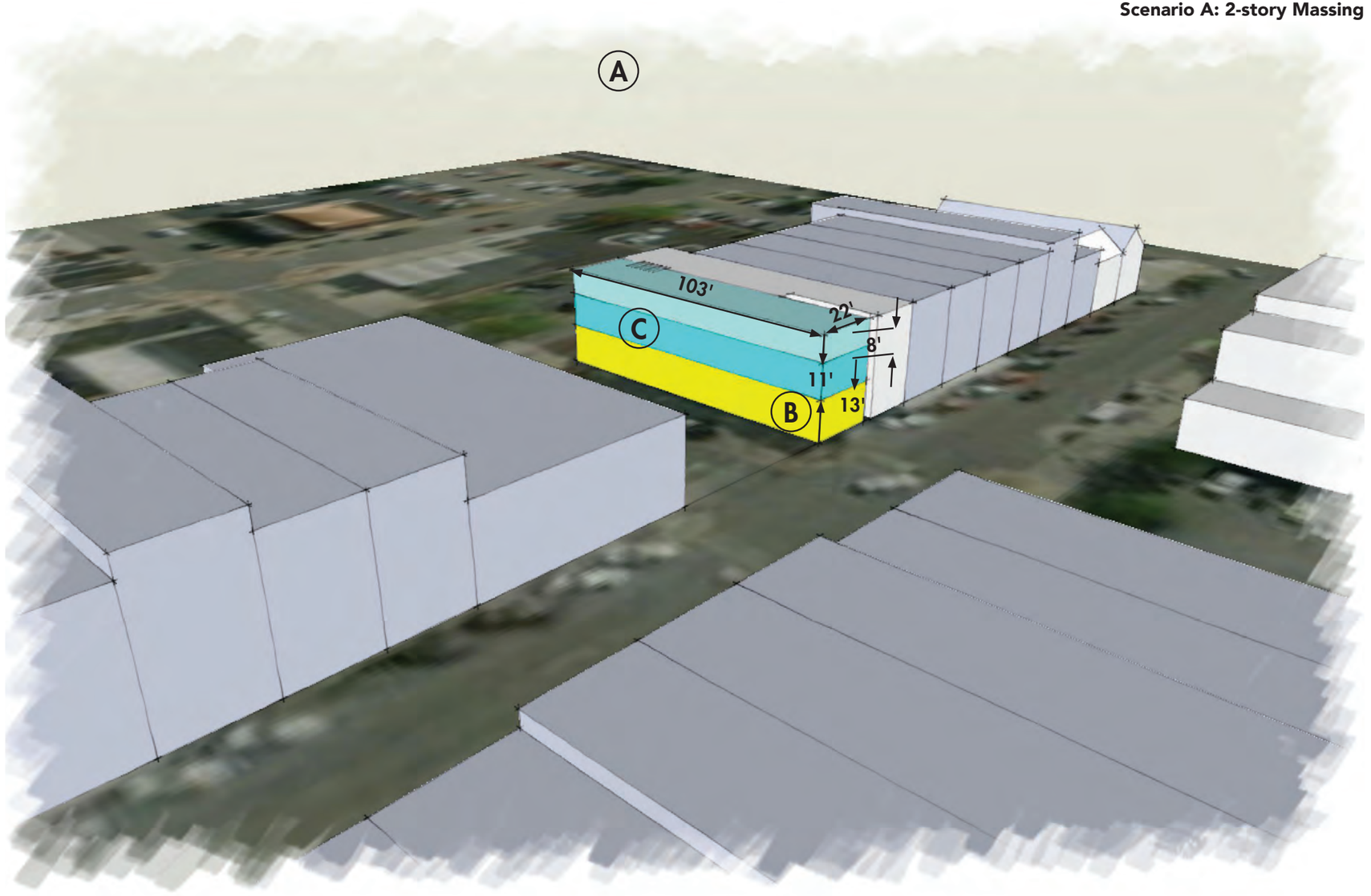
- 1,820 sq/ft of commercial space on the first floor
  - One large traditional commercial unit or up to three 550-620 square foot units micro-commercial units
- 1,820 sq/ft of residential space on the second floor
- 1,820 sq/ft of residential space on the third floor
  - Up to 6 studio or one-bedroom units 550-600 sq/ft each.

DRAWINGS

Scenario A: 2-story Massing

a. This massing illustrates a new, two-story, mixed-use building constructed on the vacant parcel at 201 S Main St. This includes 12-foot height for the ground level, 10-foot ceiling heights on the upper floor, with a 8-foot parapet to match the neighboring buildings.
b. Approx. 2,266 sq/ft commercial space, in a single traditional commercial space or 2-3 micro-commercial spaces of approx. 750-1,000 sq/ft each.
c. Approx. 2,266 sq/ft residential space

Scenario A: 2-story Massing



Scenario A.1: Façade

Scenario A.1: Façade

a. The design of all infill construction is guided by Mount Pleasant's CD-5 Urban Center character-based zoning district requirements. The new construction must be between 2 and 5 stories in height and should maintain the rhythm of the traditional buildings within the downtown. Necessary components of storefront and upper façade designs are included in these drawing to provide visual guidance, but the specifics of these components may be reoriented and redesigned based on business needs.
The drawings for scenario A explore three different approaches to storefront design; these design variations may also be applied to scenario B. Scenario A.1 illustrates a storefront with a central entrance and an upper floor residential entrance at both the façade and rear of the building. Various designs for upper floor access are possible depending on final interior layout.

b. Construct new storefront containing traditional-style windows. Storefront windows should extend the full height of the storefront, from the top of the bulkhead to within 1 foot of the interior ceiling height. Storefront windows may be separated into a large lower window with a narrower transom above.

c. Install new wood or metal 8' storefront doors, 3/4-lite or full-lite pedestrian-friendly design. Entry doors to the storefronts should be recessed at least 3 and no more than 5 feet.

d. Upper floor residential entry door

e. Bulkhead should be no taller than 2 feet and constructed of weather-resistant material such as painted wood, metal, concrete, smooth stone veneer, etc.

f. Storefront framing and cornice should be simple, modern design of wood or metal and must be consistent throughout façade design.

g. Wall signage should be installed on the façade at or just above the storefront cornice. Wall signage may be externally illuminated with gooseneck or similar lighting or internally illuminated with halo-lit channel letters or logos. Install projecting perpendicular signage on the storefront framing. Projecting signage should be externally illuminated with gooseneck or similar lighting.

h. A variety of upper floor window styles may be appropriate. One-over-one sash windows provide a traditional appearance. Other windows styles such as large casement windows provide a more contemporary appearance.

i. Construct decorative cornice of simple modern design atop the upper facade.

Scenario A.1: Michigan St Elevation

a. The design of all infill construction is guided by Mount Pleasant's CD-5 Urban Center character-based zoning district requirements. The new construction must be at least 2 stories and 5 stories or less in height and should maintain the rhythm of the traditional buildings within the downtown. Necessary components of storefront and upper façade designs are included in these drawing to provide visual guidance, but the specifics of these components may be reoriented and redesigned based on business needs.
   The drawings for scenario A explore three different approaches to storefront design; these design variations may also be applied to scenario B. Scenario A.1 illustrates a storefront with a central entrance and an upper floor residential entrance at both the façade and rear of the building. Various designs for upper floor access are possible depending on final interior layout.
b. Construct new storefront containing traditional-style windows. Storefront windows should extend the full height of the storefront, from the top of the bulkhead to within 1 foot of the interior ceiling height. Storefront windows may be separated into a large lower window with a narrower transom above.
c. Bulkhead should be no taller than 2 feet and constructed of weather-resistant material such as painted wood, metal, concrete, smooth stone veneer, etc.
d. Storefront framing and cornice should be simple, modern design of wood or metal and must be consistent throughout façade design.
e. A variety of first floor window styles may be appropriate. Storefront-style windows may continue down Michigan St as depicted in A.2, or a combination of sash windows and entry doors as depicted in this drawing. First floor windows and doors should be placed to meet interior layout and business needs, while also following a regular pattern.
f. A variety of upper floor window styles may be appropriate. One-over-one sash windows provide a traditional appearance. Other windows styles such as large casement windows provide a more contemporary appearance. Upper floor windows should coordinate and complement the first floor and upper floor façade windows and follow a regular pattern.
g. Construct decorative cornice of simple modern design atop the upper facade.

Scenario A.1: Rear Elevation

Scenario A.1: Rear Elevation

a. The rear storefront design should provide a pedestrian-friendly experience including identification signage, windows, and pleasant entry just like the façade storefront, but on a diminished scale as a secondary entrance. Necessary components of basic rear storefront and upper floor designs are included in the drawing to provide visual guidance but these components may be reoriented and redesigned based on business and residential unit needs. Scenario A.1 illustrates a rear elevation with a central storefront entrance and an upper floor residential entrance. Various designs for upper floor access are possible depending on final interior layout.
b. Either a traditional commercial first-floor layout or a first-floor layout allows for micro-commercial spaces. Various rear entrance and window placements are possible to allow for any an upper floor residential unit entrance and rear commercial entrance if necessary. See drawings for Scenarios A.2 option for renderings of additional window and door placements.
c. Install new wood or metal 8' entry door, 3/4-lite or full-lite pedestrian-friendly design. Full-lite door recommended for a commercial space. Half or ¾ lite door may be more appropriate for residential space, although a door with greater transparency will maximize natural light within the space.
d. Install windows sized to provide adequate light into the first floor commercial space. Drawing depicts one-over-one sash windows common on traditional commercial buildings, but other, more modern window designs are possible and also appropriate.
e. Upper floor residential unit entry door
f. All areas visible from the public right-of-way should contain materials and architectural features similar to those present on the front facade of the building.
g. A variety of upper floor window styles may be appropriate. One-over-one sash windows provide a traditional appearance. Other windows styles such as large casement windows provide a more contemporary appearance. Upper floor windows should coordinate and complement the first floor and upper floor façade and side elevation windows and follow a regular pattern.
h. Install decorative cornice of simple modern design.
i. Space is available for up to two on-site parking spaces.

Scenario A.2: Façade

a. The design of all infill construction is guided by Mount Pleasant's CD-5 Urban Center character-based zoning district requirements. The new construction must be at least 2 stories and at most 5 stories in height and should maintain the rhythm of the traditional buildings within the downtown. Necessary components of storefront and upper façade designs are included in these drawing to provide visual guidance, but the specifics of these components may be reoriented and redesigned based on business needs.
The drawings for scenario A explore three different approaches to storefront design; these design variations may also be applied to scenario B. Scenario A.2 illustrates a the first floor divided into multiple commercial spaces, including a façade storefront with a corner entrance, a rear Michigan St storefront, and an upper floor residential entrance at the façade and rear of the building. Various designs for commercial spaces and upper floor access are possible depending on final interior layout. See *Scenario A.2: commercial layout options* for details.
b. Construct new storefront containing traditional-style windows. Storefront windows should extend the full height of the storefront, from the top of the bulkhead to within 1 foot of the interior ceiling height. Storefront windows may be separated into a large lower window with a narrower transom above.
c. Install new wood or metal 8' double storefront doors, 3/4-lite or full-lite pedestrian-friendly design, inset at least 3 feet and located at the corner of the building. Entry doors to the storefronts should be recessed at least 3 and no more than 5 feet.
d. Upper floor residential entry door. Entry should be recessed three feet and contain a transom window above for additional light and to maintain the traditional appearance of the streetscape.
e. Bulkhead should be no taller than 2 feet and constructed of weather-resistant material such as painted wood, metal, concrete, smooth stone veneer, etc.
f. Storefront framing and cornice should be simple, modern design of wood or metal and must be consistent throughout façade design.
g. Wall signage should be installed on the façade at or just above the storefront cornice. Wall signage may be externally illuminated with gooseneck or similar lighting or internally illuminated with halo-lit channel letters or logos. Install projecting perpendicular signage on the storefront framing. Projecting signage should be externally illuminated with gooseneck or similar lighting.
h. A variety of upper floor window styles may be appropriate. One-over-one sash windows provide a traditional appearance. Other windows styles such as large casement windows provide a more contemporary appearance.
i. Construct decorative cornice of simple modern design atop the upper facade.

Scenario A.2: Façade

Scenario A.2: Michigan St Elevation

Scenario A.2: Michigan St Elevation

a. The design of all infill construction is guided by Mount Pleasant's CD-5 Urban Center character-based zoning district requirements. The new construction must be at least 2 stories and 5 stories or less in height and should maintain the rhythm of the traditional buildings within the downtown. Necessary components of storefront and upper façade designs are included in these drawing to provide visual guidance, but the specifics of these components may be reoriented and redesigned based on business needs.
   The drawings for scenario A explore three different approaches to storefront design; these design variations may also be applied to scenario B. Scenario A.2 illustrates the first floor divided into multiple commercial spaces including a façade storefront with a corner entrance, a rear Michigan St storefront, and an upper floor residential entrance at the façade and rear of the building. An additional central commercial storefront is possible as well. Various designs for commercial spaces and upper floor access are possible depending on final interior layout. See *Scenario A.2: commercial layout options* for details.
b. Construct new storefront containing traditional-style windows. Storefront windows should extend the full height of the storefront, from the top of the bulkhead to within 1 foot of the interior ceiling height. Storefront windows may be separated into a large lower window with a narrower transom above.
c. Bulkhead should be no taller than 2 feet and constructed of weather-resistant material such as painted wood, metal, concrete, smooth stone veneer, etc.
d. Install new wood or metal 8' double storefront doors, 3/4-lite or full-lite pedestrian-friendly design, inset at least 3 feet and located at the corner of the building. Entry doors to the storefronts should be recessed at least 3 and no more than 5 feet.
e. Storefront framing and cornice should be simple, modern design of wood or metal and must be consistent throughout façade design.
f. A variety of first floor window styles may be appropriate. Storefront-style windows may continue down Michigan St as depicted in A.2, or a combination of sash windows and entry doors as depicted in A.1. First floor windows and doors should be placed to meet interior layout and business needs, while also following a regular pattern.
g. An additional storefront is possible in the center of the Michigan St elevation, allowing for three micro-commercial spaces, if desired.
h. Wall signage should be installed on the façade at or just above the storefront cornice. Wall signage may be externally illuminated with gooseneck or similar lighting or internally illuminated with halo-lit channel letters or logos. Install projecting perpendicular signage on the storefront framing. Projecting signage should be externally illuminated with gooseneck or similar lighting.
i. A variety of upper floor window styles may be appropriate. One-over-one sash windows provide a traditional appearance. Other windows styles such as large casement windows provide a more contemporary appearance. Upper floor windows should coordinate and complement the first floor and upper floor façade windows and follow a regular pattern.
j. Construct decorative cornice of simple modern design atop the upper facade.

Scenario A.2: Rear Elevation

a. The rear storefront design should provide a pedestrian-friendly experience including identification signage, windows, and pleasant entry just like the façade storefront, but on a diminished scale as a secondary entrance. Necessary components of basic rear storefront and upper floor designs are included in the drawing to provide visual guidance but these components may be reoriented and redesigned based on business and residential unit needs.
   Either a traditional commercial first-floor layout (as depicted in scenario A.1) or a first-floor layout that allows for multiple micro-commercial spaces (as depicted in this drawing) are possible. Various rear entrance and window placements are possible to allow for an upper floor residential unit entrance and rear commercial entries as necessary. See *Scenarios A.1 option* for renderings of additional window and door placements.
b. Construct new storefront containing traditional-style windows. Storefront windows should extend the full height of the storefront, from the top of the bulkhead to within 1 foot of the interior ceiling height. Storefront windows may be separated into a large lower window with a narrower transom above.
c. Bulkhead should be no taller than 2 feet and constructed of weather-resistant material such as painted wood, metal, concrete, smooth stone veneer, etc.
d. Install new wood or metal 8' double storefront doors, 3/4-lite or full-lite pedestrian-friendly design, inset at least 3 feet and located at the corner of the building. Entry doors to the storefronts should be recessed at least 3 and no more than 5 feet.
e. Storefront framing and cornice should be simple, modern design of wood or metal and must be consistent throughout façade design.
f. Wall signage should be installed on the façade at or just above the storefront cornice. Wall signage may be externally illuminated with gooseneck or similar lighting or internally illuminated with halo-lit channel letters or logos. Install projecting perpendicular signage on the storefront framing. Projecting signage should be externally illuminated with gooseneck or similar lighting.
g. Scenario A.2 illustrates a rear elevation with an upper floor residential entrance only; commercial space access is through the storefront on Michigan St. Various designs for commercial spaces and upper floor access are possible depending on final interior layout.
h. Upper floor residential unit entry door. Install new wood or metal 8' entry door, 3/4-lite or full-lite pedestrian-friendly design. Full-lite door recommended for a commercial space; half or ¾ lite door may be more appropriate for residential space, although a door with greater transparency will maximize natural light within the stairway.
i. Install windows sized to provide adequate light into the first floor commercial space. Drawing depicts one-over-one sash windows common on traditional commercial buildings, but other, more modern window designs are possible and also appropriate.
j. All areas visible from the public right-of-way should contain materials and architectural features similar to those present on the front facade of the building.
k. A variety of upper floor window styles may be appropriate. One-over-one sash windows provide a traditional appearance. Other windows styles such as large casement windows provide a more contemporary appearance. Upper floor windows should coordinate and complement the first floor and upper floor façade and side elevation windows and follow a regular pattern.
l. Install decorative cornice of simple modern design.
m. Space is available for up to two onsite parking spaces

Scenario A.2: Rear Elevation

Scenario A.3: Façade

Scenario A.3: Façade

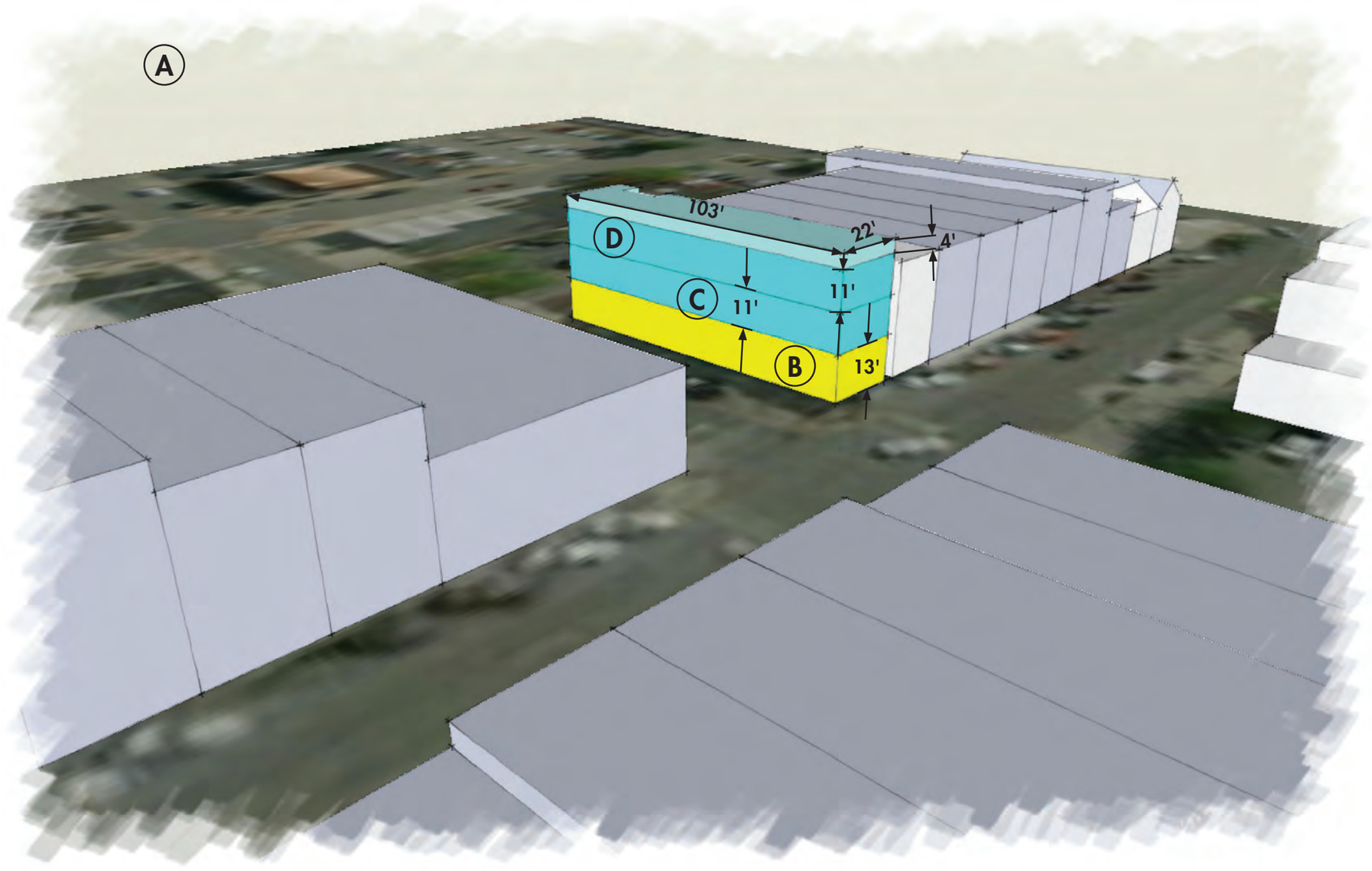
a. The design of all infill construction is guided by Mount Pleasant's CD-5 Urban Center character-based zoning district requirements. The new construction must be at least 2 stories and 5 stories or less in height and should maintain the rhythm of the traditional buildings within the downtown. Necessary components of storefront and upper façade designs are included in these drawing to provide visual guidance, but the specifics of these components may be reoriented and redesigned based on business needs.
   The drawings for scenario A explore three different approaches to storefront design; these design variations may also be applied to scenario B. Scenario A.3 illustrates a storefront with a central entrance and an upper floor residential entrance and stair occupying the vacant potion of the adjacent parcel to the south, approximately 4 feet wide by 32 feet deep. Historically, this space contained a stairway which provided access to the upper floors of both 201 and 203/205 S Main St. This scenario proposes reconstructing this stairway in the existing void to maintain the continuous streetwall and efficiently utilize the available space.
b. In order to construct this scenario, purchase or access to the vacant portion of the adjacent parcel would need to be negotiated.
c. Construct new storefront containing traditional-style windows. Storefront windows should extend the full height of the storefront, from the top of the bulkhead to within 1 foot of the interior ceiling height. Storefront windows may be separated into a large lower window with a narrower transom above.
d. Install new wood or metal 8' storefront doors, 3/4-lite or full-lite pedestrian-friendly design. Entry doors to the storefronts should be recessed at least 3 and no more than 5 feet.
e. Upper floor residential entry door should be recessed three feet and topped with a transom window for added light in the stairway and better blend with the existing traditional commercial streetscape.
f. Bulkhead should be no taller than 2 feet and constructed of weather-resistant material such as painted wood, metal, concrete, smooth stone veneer, etc.
g. Storefront framing and cornice should be simple, modern design of wood or metal and must be consistent throughout façade design.
h. Wall signage should be installed on the façade at or just above the storefront cornice. Wall signage may be externally illuminated with gooseneck or similar lighting or internally illuminated with halo-lit channel letters or logos. Install projecting perpendicular signage on the storefront framing. Projecting signage should be externally illuminated with gooseneck or similar lighting.
i. A variety of upper floor window styles may be appropriate. One-over-one sash windows provide a traditional appearance. Other windows styles such as large casement windows provide a more contemporary appearance.
j. Construct decorative cornice of simple modern design atop the upper facade.

Scenario A: Streetscape

a. This drawing illustrates the streetscape along S Main St with a new, two-story, mixed-use building constructed on the vacant parcel at 201 S Main St. This new infill building includes brick cladding, traditional sash windows, 12-foot ceiling height for the ground level, 10-foot ceiling heights on the upper floor, and an 8-foot parapet to match the neighboring buildings.

Scenario A: Streetscape

Scenario B: 3-story Massing



Scenario B: 3-story Massing

a. This massing illustrates a new, three-story, mixed-use building constructed on the vacant parcel at 201 S Main St. This includes 12-foot ceiling height for the ground level, 10-foot ceiling heights on the upper floor, and a 4-foot parapet.
b. Approx. 2,266 sq/ft commercial space, in a single traditional commercial space or 2-3 micro-commercial spaces of approx. 750-1,000 sq/ft each.
c. Approx. 2,266 sq/ft residential space
d. Approx. 2,266 sq/ft residential space

Scenario B: Façade

a. The design of all infill construction is guided by Mount Pleasant's CD-5 Urban Center character-based zoning district requirements. The new construction must be at least 2 stories and at most 5 stories in height and should maintain the rhythm of the traditional buildings within the downtown. Necessary components of storefront and upper façade designs are included in these drawing to provide visual guidance, but the specifics of these components may be reoriented and redesigned based on business needs.
The drawings for scenario A explore three different approaches to storefront design; these design variations may also be applied to scenario B. The scenario B drawings only illustrate the corner storefront option, with the first floor divided into multiple commercial spaces, a rear Michigan St storefront, and an upper floor residential entrance at the façade and rear of the building. Various designs for commercial spaces and upper floor access are possible depending on final interior layout. See *Scenario A.2: commercial layout options* for details.

b. Construct new storefront containing traditional-style windows. Storefront windows should extend the full height of the storefront, from the top of the bulkhead to within 1 foot of the interior ceiling height. Storefront windows may be separated into a large lower window with a narrower transom above.

c. Install new wood or metal 8' double storefront doors, 3/4-lite or full-lite pedestrian-friendly design, inset at least 3 feet and located at the corner of the building. Entry doors to the storefronts should be recessed at least 3 and no more than 5 feet.

d. Upper floor residential entry door. Entry should be recessed three feet and contain a transom window above for additional light and to maintain the traditional appearance of the streetscape.

e. Bulkhead should be no taller than 2 feet and constructed of weather-resistant material such as painted wood, metal, concrete, smooth stone veneer, etc.

f. Storefront framing and cornice should be simple, modern design of wood or metal and must be consistent throughout façade design.

g. Wall signage should be installed on the façade at or just above the storefront cornice. Wall signage may be externally illuminated with gooseneck or similar lighting or internally illuminated with halo-lit channel letters or logos. Install projecting perpendicular signage on the storefront framing. Projecting signage should be externally illuminated with gooseneck or similar lighting.

h. A variety of upper floor window styles may be appropriate. One-over-one sash windows provide a traditional appearance. Other windows styles such as large casement windows provide a more contemporary appearance.

i. Construct decorative cornice of simple modern design atop the upper facade.

Scenario B: Façade

Scenario B: Michigan St Elevation

Scenario B: Michigan St Elevation

a. The design of all infill construction is guided by Mount Pleasant's CD-5 Urban Center character-based zoning district requirements. The new construction must be at least 2 stories and 5 stories or less in height and should maintain the rhythm of the traditional buildings within the downtown. Necessary components of storefront and upper façade designs are included in these drawing to provide visual guidance, but the specifics of these components may be reoriented and redesigned based on business needs.
   The drawings for scenario A explore three different approaches to storefront design; these design variations may also be applied to scenario B. The scenario B drawings only illustrate the corner storefront option, with the first floor divided into multiple commercial spaces, a rear Michigan St storefront, and an upper floor residential entrance at the façade and rear of the building. Various designs for commercial spaces and upper floor access are possible depending on final interior layout. See *Scenario A.2: commercial layout options* for details.
b. Construct new storefront containing traditional-style windows. Storefront windows should extend the full height of the storefront, from the top of the bulkhead to within 1 foot of the interior ceiling height. Storefront windows may be separated into a large lower window with a narrower transom above.
c. Bulkhead should be no taller than 2 feet and constructed of weather-resistant material such as painted wood, metal, concrete, smooth stone veneer, etc.
d. Storefront framing and cornice should be simple, modern design of wood or metal and must be consistent throughout façade design.
e. A variety of first floor window styles may be appropriate. Storefront-style windows may continue down Michigan St as depicted here, or a combination of sash windows and entry doors as depicted in A.1. First floor windows and doors should be placed to meet interior layout and business needs, while also following a regular pattern.
f. Wall signage should be installed on the façade at or just above the storefront cornice. Wall signage may be externally illuminated with gooseneck or similar lighting or internally illuminated with halo-lit channel letters or logos. Install projecting perpendicular signage on the storefront framing. Projecting signage should be externally illuminated with gooseneck or similar lighting.
g. A variety of upper floor window styles may be appropriate for this new construction. One-over-one sash windows provide a traditional appearance. Other windows styles such as large casement windows provide a more contemporary appearance. Upper floor windows should coordinate and complement the first floor and upper floor façade windows and follow a regular pattern.
h. Construct decorative cornice of simple modern design atop the upper facade.

Scenario B: Rear Elevation

a. The rear storefront design should provide a pedestrian-friendly experience including identification signage, windows, and pleasant entry just like the façade storefront, but on a diminished scale as a secondary entrance. Necessary components of basic rear storefront and upper floor designs are included in the drawing to provide visual guidance but these components may be reoriented and redesigned based on business and residential unit needs.
   Either a traditional commercial first-floor layout (as depicted in scenario A.1) or a first-floor layout that allows for multiple micro-commercial spaces (as depicted in this drawing) are possible. Various rear entrance and window placements are possible to allow for an upper floor residential unit entrance and rear commercial entries as necessary. See *Scenarios A.1 option* for renderings of additional window and door placements.
b. Either a traditional commercial first-floor layout or a first-floor layout allows for micro-commercial spaces. Various rear entrance and window placements are possible to allow for any an upper floor residential unit entrance and rear commercial entrance if necessary. See drawings for Scenarios A.1 option for renderings of additional window and door placements.
c. Install new wood or metal 8' residential entry door, 3/4-lite or full-lite pedestrian-friendly design. Full-lite door recommended; half or ¾ lite door provides more privacy for residential space, although a door with greater transparency will maximize natural light within the space.
d. Install windows sized to provide adequate light into the first floor commercial space. Drawing depicts one-over-one sash windows common on traditional commercial buildings, but other, more modern window designs are possible and also appropriate.
e. All areas visible from the public right-of-way should contain materials and architectural features similar to those present on the front facade and side elevation of the building.
f. A variety of upper floor window styles may be appropriate. One-over-one sash windows provide a traditional appearance. Other windows styles such as large casement windows provide a more contemporary appearance. Upper floor windows should coordinate and complement the first floor and upper floor façade and side elevation windows and follow a regular pattern.
g. Scenario B illustrates a rear elevation with an upper floor residential entrance only; commercial space access is through the storefront on Michigan St. Various designs for commercial spaces and upper floor access are possible depending on final interior layout.
h. Install decorative cornice of simple modern design.
i. Space is available for up to two on-site parking spaces

Scenario B: Rear Elevation

Scenario B: Streetscape

Scenario B: Streetscape

a. This drawing illustrates the streetscape along S Main St with a new, three-story, mixed-use building constructed on the vacant parcel at 201 S Main St. This new infill building includes brick cladding, traditional sash windows, 12-foot ceiling height for the ground level, 10-foot ceiling heights on the upper floor, and an 4-foot parapet, projecting approximately 7-10 feet above the neighboring building.

Scenario A/B: Traditional Commercial First Floor Space

a. These schematic floor plans illustrate potential commercial space test-fits for the ground floor of the proposed infill construction. All scenarios can be constructed with either traditional commercial spaces or smaller micro-commercial spaces on the first floor.
This drawing illustrates the possibility of a single traditional commercial space on the first floor. Additional layouts are possible depending on demand in the local market for various unit sizes and anticipated rental rates. These unit test-fits are provided as examples for predevelopment planning purposes only; all measurements are approximations.

Scenario A/B: Traditional Commercial First Floor Space

Scenario A/B: 2 Commercial First Floor Spaces

Scenario A/B: 2 Commercial First Floor Spaces

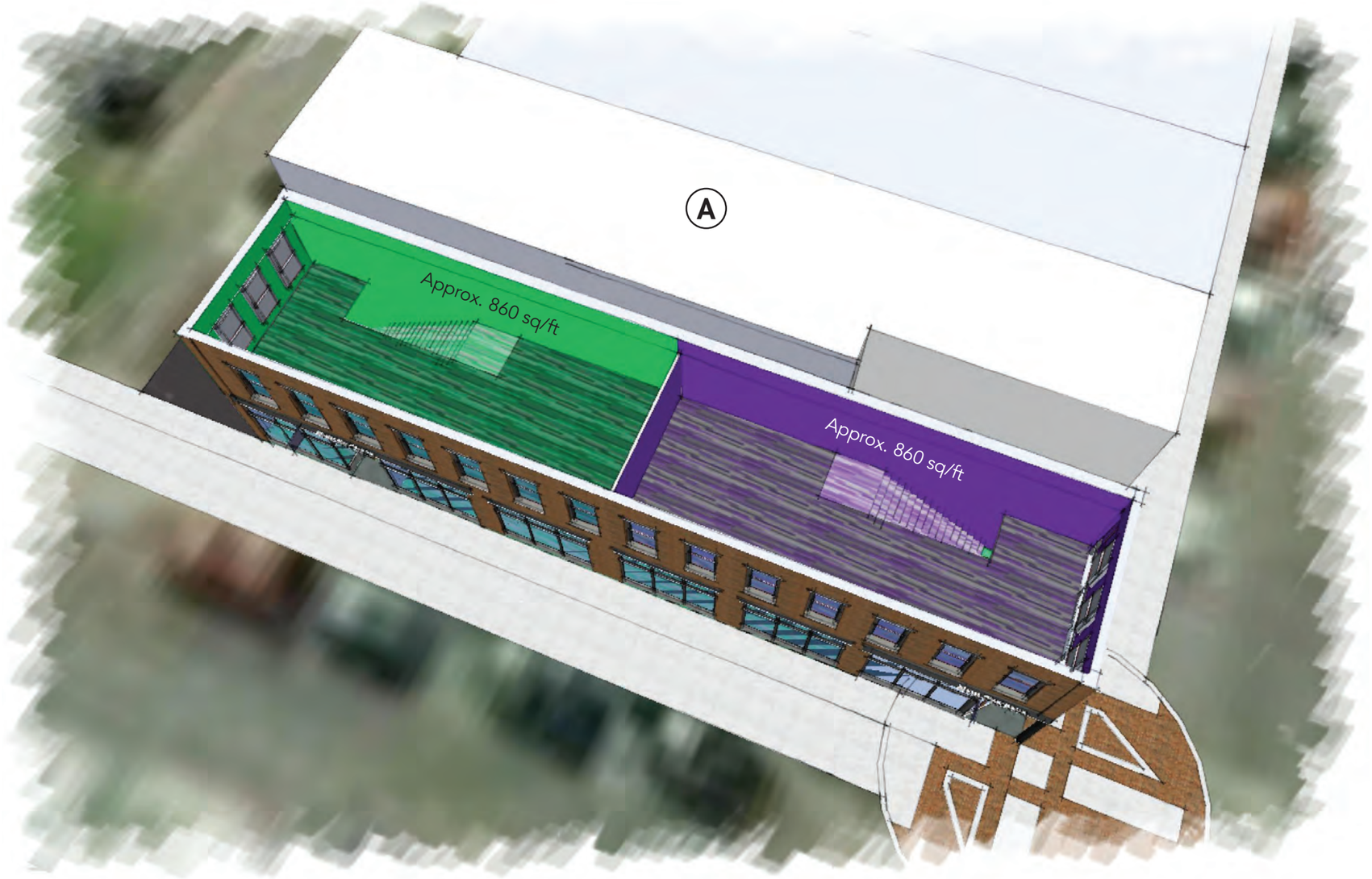
a. These schematic floor plans illustrate potential commercial space test-fits for the ground floor of the proposed infill construction. All scenarios can be constructed with either traditional commercial spaces or smaller micro-commercial spaces on the first floor.
This drawing illustrates the possibility of smaller or micro-commercial space on the first floor. Additional layouts are possible depending on demand in the local market for various unit sizes and anticipated rental rates. These unit test-fits are provided as examples for predevelopment planning purposes only; all measurements are approximations.

Scenario A/B: Micro-commercial First Floor Spaces

a. These schematic floor plans illustrate potential commercial space test-fits for the ground floor of the proposed infill construction. All scenarios can be constructed with either traditional commercial spaces or smaller micro-commercial spaces on the first floor.
This drawing illustrates the possibility of smaller or micro-commercial space on the first floor. Additional layouts are possible depending on demand in the local market for various unit sizes and anticipated rental rates. These unit test-fits are provided as examples for predevelopment planning purposes only; all measurements are approximations.

Scenario A/B: Micro-commercial First Floor Space

Scenario A/B: Upper Floor Residential 2 Unit Option



Scenario A/B: Upper Floor Residential 2 Unit Option

a. These schematic floor plans illustrate potential residential unit test-fits for the upper floors of the proposed infill construction.
These test-fits can apply to the upper floors of any of the redevelopment scenarios. Two 860 sq/ft units may be possible within each upper floor. It may be possible to design the units as one or two bedroom due to the availability of additional egress windows on three sides of the building. These layouts are provided as examples for predevelopment planning purposes only; all measurements are approximations. Additional layouts are possible depending on demand in the local market for various unit sizes and anticipated rental rates.

Scenario A/B: Upper Floor Residential Maximum Unit Option

a. These schematic floor plans illustrate potential residential unit test-fits for the upper floors of the proposed infill construction.
These test-fits can apply to the upper floors of any of the redevelopment scenarios. Up to three 550-600 sq/ft units may be possible within each upper floor. It may be possible to design the units as one-bedroom due to the availability of additional egress windows on three sides of the building. These layouts are provided as examples for predevelopment planning purposes only; all measurements are approximations. Additional layouts are possible depending on demand in the local market for various unit sizes and anticipated rental rates.

Scenario A/B: Upper Floor Residential Maximum Unit Option

201 S. Main St.

The design of all infill construction in the Central Business District is guided by Mount Plesasant's CD-5 Urban Center character-based zoning district requirements. The new construction must be between 2 and 5 stories in height and should maintain the rhythm of the traditional buildings within the downtown. These standards are intended to ensure buildings in the CBD contribute to the overall cohesiveness of the downtown's character and appearance and enhance the existing walkable environment. New infill construction should not be designed to look historic, but rather should be designed as a modern building, sensitive to the character of its surroundings.

The redevelopment scenario drawings included in this report depict the necessary façade components for appropriate storefront designs to provide visual guidance, but specifics such as entry placements, architectural style and details may be reoriented and redesigned based on final interior layout and business needs. The new storefronts should maintain the rhythm of the existing buildings within Mount Pleasant's downtown core. The component descriptions below provide further specific design guidance on appropriate form.

South Main Street & Michigan Street Façades

Storefront

Every traditional main street building facade has a well-defined street level opening known as the storefront. It is the area bounded by the enframing storefront cornice on top, piers on the sides, and by the sidewalk at the bottom. The storefront is the most important architectural feature in a traditional downtown streetscape, enhancing both business visibility and pedestrian experience. Traditional storefront design characteristics are essential for a functional storefront that is attractive and accessible to pedestrians.

Storefront Cornice & Framing

Storefront framing and cornice should be of simple, modern design, emphasizing the display windows and entry door, as depicted in drawings. Framing should be simply decorated, encouraging shoppers to look through the storefront, rather than at it. Framing and cornice may be wood, metal or fiberglass and must be consistent throughout facade design. Bulkhead should be no taller than two feet and constructed of weather-resistant material such as a painted wood, metal, concrete, smooth stone veneer, etc. Traditionally bulkheads have been constructed with a variety of materials including wood, smooth stone veneer, structural glass, and others.

Storefront Windows

Storefront windows, framing, and bulkhead are usually set back slightly (six inches to a foot) from the front of the building to emphasize the feeling of containment. The storefront should be composed almost entirely of windows to allow a maximum of natural light into the typically narrow, otherwise windowless commercial space and relieve the closed-in feeling, while giving potential customers a good view into the business. The use of modern tempered glass removes any concerns over glass breakage.

Many traditional storefronts also contain transom windows above the display windows, extending the transparency of the storefront nearly to the ceiling. These windows permit sunlight to penetrate deep inside the commercial space, helping to illuminate merchandise displays or restaurant tables with natural light.

Doors & Entries

The storefront should have a recessed entry at the front door. This configuration keeps the display windows right next to the sidewalk, in full view of passersby, while the recessed entry emphasizes the door. The enclosed and sheltered doorway helps to invite the pedestrian inside, whether into a commercial space or as an entry to upper or rear residential units.

Two entrances should be provided within the S. Main St. storefront, one for the commercial space and a separate entrance for the upper floor residential units. The storefront entry door should reflect its commercial importance though height, transparency, and quality of materials. Tall and stately in proportion, and built of wood or metal with a large glass panel, the traditional storefront door should look substantial yet inviting to the customer. The second door for the residential spaces should be slightly more modest in design to distinguish it from the public entrance.

Cladding

The upper façade should be clad in materials consistent with the surrounding neighborhood characteristics and be similar in design, detail, and material to present a cohesive appearance to neighboring properties.

Windows

The upper façade should contain regularly spaced windows with simple modern brickmoulds. A variety of upper floor window styles may be appropriate. One-over-one single sash windows provide a traditional appearance. Other windows styles such as large casement windows provide a more contemporary appearance and may also be appropriate depending on overall building design.

Cornice

Install decorative cornice of simple modern design atop the upper façade.

Signage

All signage should be designed for a pedestrian audience. Install projecting perpendicular signage on the storefront framing. Wall signage should be installed on the façade in the signboard area above the storefront. Wall signage may be externally illuminated with gooseneck or similar lighting or internally illuminated with halo-lit channel letters or logos. Projecting signage, if illuminated, should be externally illuminated with gooseneck or similar lighting.

Additional lettering with the street number and business name installed directly on the window glass may be painted or vinyl; street numbers should be installed on or above the entry doors; business name lettering should be appropriately sized so as not to detract from the overall design.

Rear Elevation

The location of the parcel abutting the rear alley provides an opportunity for rear parking. Design of the rear elevation should prioritize residential amenities over commercial access because the majority of commercial customers will approach the building from the storefront on S Main Street or Michigan Street.

Entries

If the entirety of the first floor is used as a single commercial space, the rear storefront should be designed to provide secondary customer access, either at the actual rear of the building, or at the east end of the Michigan St elevation. The rear storefront design should provide a pedestrian-friendly experience including identification signage, windows, and pleasant entry just like the facade storefront, but on a diminished scale as a secondary entrance to the commercial space. If the rear of the first floor is used for additional separate commercial spaces, these storefronts should be designed as a primary customer entries, with the same design considerations as the S Main St storefront (see recommendations above).

Various rear entrance and window placements are possible to allow for any combination of upper floor residential unit entrance, rear commercial entrance, and windows into the first floor space. 3/4-lite or full-lite doors are considered more pedestrian-friendly than fully opaque doors. Awnings over doorways, appropriately scaled lighting, and signage also help to make a secondary entrance more inviting to customers.

Windows

The upper façade should contain regularly spaced windows with simple modern brickmoulds. A variety of upper floor window styles may be appropriate. One-over-one single sash windows provide a traditional appearance. Other windows styles such as large casement windows provide a more contemporary appearance and may also be appropriate.

Cladding

All areas of the building visible from the public right-of-way should contain materials and architectural features similar to those present on the front façade of the building. The upper façade should be clad in materials consistent with the surrounding neighborhood characteristics and be primarily of natural materials conveying permanence. All sides of a building shall be similar in design, detail, and material to present a cohesive appearance to neighboring properties.

COST ESTIMATES

Overview & Assumptions

These cost estimates are designed to assist with predevelopment planning or marketing of the site for sale. These drawings and estimates are schematic in nature and are not intended as specification documents but may serve as preliminary visioning for the development of final construction specifications and related architectural drawings. These estimates are not intended to replace construction bids, documents, or to benchmark actual building costs per adjustments of work scope or material types or uses. The general construction costs in this report are generated by industry standards. The vacant parcel will require additional survey and testing to determine its ability to support infill construction.

Site Work

This estimate includes basic costs for site survey and preparation, demolition of existing hardscapes, and installation of new utilities. Further study of the parcel is recommended and may lead to additional costs. Additional outdoor space development may be possible; these costs are not included in this estimate.

Building Exterior

All final building designs should be approved per CD-5 Urban Center Character District standards. All scenarios in this package include new pedestrian-friendly storefront designs. Please Note: Accessibility requirements shall be approved by local code officials.

Building Interior

For purposes of this marketing report, the cost estimates assume the first-floor spaces will be commercial with storefronts, white-boxed and ready for tenant improvements. These cost estimates do not include costs for elevator or fire suppression. Various residential unit layouts may require additional fire safety and accessibility features. Consult with project architect.

Scenario A Site

Improvements	Material	QTY	Units	Notes	$/Unit	$ Cost
Site Survey	N/A	1			$5,000.00	$5,000.00
Site Preparation	N/A	1			$25,000.00	$25,000.00
Site Improvements Subtotal						$30,000.00
Hardscapes	**Material**	**QTY**	**Units**	**Notes**	**$/Unit**	**$ Cost**
Concrete: Foundation, Sidewalks & Flat	Concrete	1			$45,000.00	$45,000.00
Asphalt: Driveways and Parking	Asphalt	1			$60,000.00	$60,000.00
Site Hardscapes Subtotal						$105,000.00
Utilities	**Material**	**QTY**	**Units**	**Notes**	**$/Unit**	**$ Cost**
Electric	Various	1			$25,000.00	$25,000.00
Gas	Various	1		Natural Gas	$25,000.00	$25,000.00
Electronics: Fiber, Cable, etc.	Various	1		Fiber: Depending on local availability	$20,000.00	$20,000.00
Site Utilities Subtotal						$70,000.00
Site Total						$205,000.00

Scenario A Building Exterior

Façade, Walls, Foundation	Material	QTY	Units	Notes	$/Unit	$ Cost
Storefront	Brick/Block/Steel	1		Depending on final evaluation configuration	$150,000.00	$150,000.00
Exterior Elements, Veneers, Substrates, etc.	Brick/Block/Steel	1			$200,000.00	$200,000.00
Building Façade, Walls, and Foundation Subtotal						$350,000.00
Windows/Doors	**Material**	**QTY**	**Units**	**Notes**	**$/Unit**	**$ Cost**
Windows, Commercial	Various			Approx. number depending on final scenario	$20,000.00	$20,000.00
Windows, Residential	Various			Approx. number depending on final scenario	$10,000.00	$10,000.00
Entry Doors	Various				$5,000.00	$5,000.00
Building Windows/Doors Subtotal						$35,000.00
Roof/Attic	**Material**	**QTY**	**Units**	**Notes**	**$/Unit**	**$ Cost**
Roof Framing and Roofing	Wood, Asphalt, Rubber	1		Conventional	$35,000.00	$35,000.00
Attic: Insulation, Walls and Ceilings	Closed Cell, Various	1			$15,000.00	$15,000.00
Rooftop Mechanical Air Handling	Various	1			$10,000.00	$10,000.00
Building Roof/Attic Subtotal						$60,000.00
Building Exterior Total						$445,000.00

Scenario A Building Interior

Commercial Space #1	Material	QTY	Units	Notes	$/Unit	$ Cost
New Construction (General) Space #1	Wood Frame	1		All interior finishes	$229,800.00	$229,800.00
Commercial Space #1 Subtotal						$229,800.00
Commercial Space #2	**Material**	**QTY**	**Units**	**Notes**	**$/Unit**	**$ Cost**
New Construction (General) Space #2	Wood Frame	1		All interior finishes	$229,800.00	$229,800.00
Commercial Space #2 Subtotal						$229,800.00
General Notes	**Material**	**QTY**	**Units**	**Notes**	**$/Unit**	**$ Cost**
Architectural & Engineering	N/A	1	Each	Consultation with A&E professionals, construction drawings for project	$81,576.00	$81,576.00
Builders Overhead and Profit		1	Each	General contractors overhead and profit 15%	$203,940.00	$203,940.00
Building General Subtotal						$285,516.00
Building Interior Total						$995,116.00

Scenario A Summary

Site Total	$205,000.00
Building Exterior Total	$445,000.00
Building Interior Total with General Conditions	$995,116.00
Total Scenario A Cost	$1,645,116.00

Scenario B Site

Improvements	Material	QTY	Units	Notes	$/Unit	$ Cost
Site Survey	N/A	1			$5,000.00	$5,000.00
Site Preparation	N/A	1			$35,000.00	$35,000.00
Site Improvements Subtotal						$40,000.00
Hardscapes	**Material**	**QTY**	**Units**	**Notes**	**$/Unit**	**$ Cost**
Concrete: Foundation, Sidewalks & Flat	Concrete	1			$50,000.00	$50,000.00
Asphalt: Driveways and Parking	Asphalt	1			$75,000.00	$75,000.00
Site Hardscapes Subtotal						$125,000.00
Utilities	**Material**	**QTY**	**Units**	**Notes**	**$/Unit**	**$ Cost**
Electric	Various	1			$30,000.00	$30,000.00
Gas	Various	1		Natural gas	$30,000.00	$30,000.00
Electronics: Fiber, Cable etc.	Various	1		Fiber: Depending on local availability	$25,000.00	$25,000.00
Site Utilities Subtotal						$85,000.00
Site Total						$250,000.00

Scenario B Building Exterior

Façade, Walls, and Foundation	Material	QTY	Units	Notes	$/Unit	$ Cost
Storefront	Brick/Block/Steel	1		Depending on final evaluation configuration	$200,000.00	$200,000.00
Exterior Elements, Veneers, Substrates	Brick/Block/Steel	1			$300,000.00	$300,000.00
Building Façade, Walls, and Foundation Subtotal						$500,000.00
Windows/Doors	**Material**	**QTY**	**Units**	**Notes**	**$/Unit**	**$ Cost**
Windows, Commercial	Various			Approx. number depending on the scenario	$20,000.00	$20,000.00
Windows, Residential	Various			Approx. number depending on the scenario	$20,000.00	$20,000.00
Entry Doors	Various				$5,000.00	$5,000.00
Building Windows/Doors Subtotal						$45,000.00
Roof/Attic	**Material**	**QTY**	**Units**	**Notes**	**$/Unit**	**$ Cost**
Roof Framing and Roofing	Wood, Asphalt, Rubber	1		Conventional	$35,000.00	$35,000.00
Attic: Insulation, Walls and Ceilings	Closed Cell, Various	1			$15,000.00	$15,000.00
Rooftop Mechanical Air Handling	Various	1			$15,000.00	$15,000.00
Roof/Attic Subtotal						$65,000.00
Building Exterior Total						$610,000.00

Scenario B Building Interior

Commercial Space #1	Material	QTY	Units	Notes	$/Unit	$ Cost
New Construction (General) Space #1	Wood Frame	1		All interior finishes	$290,200.00	$290,200.00
Commercial Space #1 Subtotal						$290,200.00
Commercial Space #2	**Material**	**QTY**	**Units**	**Notes**	**$/Unit**	**$ Cost**
New Construction (General) Space #2	Wood Frame	1		All interior finishes	$290,200.00	$290,200.00
Upper Floor Residential Units Subtotal						$290,200.00
Upper Floor Residential Units	**Material**	**QTY**	**Units**	**Notes**		
New Construction (General) 2nd & 3rd Floor Level	Wood Frame	1		All interior finishes (turn key)	$599,000.00	$599,000.00
Upper Floor Residential Units Subtotal						$599,000.00
General Notes	**Material**	**QTY**	**Units**	**Notes**	**$/Unit**	**$ Cost**
Architectural & Engineering	N/A	1	Each	Consultation with A&E professionals, construction drawings for project	$122,364.00	$122,364.00
Builders Overhead and Profit	N/A	1	Each	General contractors overhead and profit 15%	$305,910.00	$305,910.00
Building General Subtotal						$428,274.00
Building Interior Total						$1,607,674.00

Scenario B Summary

Site Total	$250,000.00
Building Exterior Total	$610,000.00
Building Interior Total with General Conditions	$1,607,674.00
Total Scenario B Cost	$2,467,674.00

POTENTIAL INCENTIVES

The City of Mount Pleasant and the Michigan Economic Development Corporation (MEDC) are committed to working with the future developer of this property to ensure that all available incentives are thoroughly vetted and whenever possible leveraged to ensure the future developer can achieve a quality outcome commensurate with the site vision and goals. Such incentives include:

Local Incentives

Neighborhood Enterprise Zone (NEZ) provides reduced property taxes for up to 15 years in designated areas to promote revitalization.

Obsolete Property Rehabilitation Act (OPRA) allows a community to freeze taxable value on designated commercial and mixed-use properties for up to 12 years. Significant improvements may be made without increasing property taxes. The local government body has previously designated an OPRA district encompassing the subject site.

The subject site is located within the community's *Central Business District Tax Increment Finance Authority District* (CBD-TIFA). The CBD-TIFA is committed to leveraging its resources to ensure the success of any future redevelopment of this property. Programs include a facade rendering grant, zero-interest loans, financial assistance with fire-protection systems, and subsidized rent for new businesses, in addition to district wide streetscape improvements and maintenance.

Other potential incentives:

- Expedited City incentive review process
- With City Commission approval, local economic development funds may be considered to assist with a portion of a project consistent with City goals of delivering a transformative downtown project.
- Facade improvement program grant
- The project location is eligible for Commercial Facilities Exemption (PA 255) providing for property tax abatement for 1-12 years on the commercial portion of a mixed-use project.
- The project location is eligible for consideration for a Local Redevelopment Liquor License.
- Agreement for use of parking permits.

Federal & State Incentives

Opportunity Zones are associated with the new community development program established by Congress in the Tax Cuts and Jobs Act of 2017, enforced to prioritize long-term private-sector investments in specific urban communities throughout the US. This site is eligible to use an opportunity fund as part of the capital stack as part of Opportunity Zone 9405.

Brownfield Tax Increment Financing (TIF) may be available to support site remediation, due care, and other activities for any environmental conditions found on the site.

Community Development Block Grants (CDBG) may be available to assist in the redevelopment of this property via the creation/rehabilitation of rental units on any upper stories, blight elimination, façade improvements, direct assistance to future businesses located here, complete rehabilitation of the entire structure, and/or public facility improvements surrounding the site. CDBG funds are subject to certain qualifications and a consultation with MEDC staff is highly recommended.

Michigan Community Revitalization Program (CRP) grants or loans may be available to fill financial gaps in complete rehabilitation of this structure. This tool can fund a portion of the construction costs associated with the redevelopment of the property. The CRP program is subject to certain qualifications and a consultation with MEDC staff is highly recommended.

NEXT STEPS

Any questions, or interest in the redevelopment of this property, should be directed toward the City of Mount Pleasant and/or the MEDC's Redevelopment Services Team. Contacts for each are listed below:

City of Mount Pleasant

Jacob Kain — City Planner
Phone: (989) 779-5346
Email: jkain@mt-pleasant.org

Michelle Sponseller — Downtown Development Director
Phone: (989) 779-5348
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MEDC's Redevelopment Services Team

Nate Scramlin — Manager
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MICHIGAN ECONOMIC
DEVELOPMENT CORPORATION

The Michigan Economic Development Corporation (MEDC) is the state's marketing arm and lead advocate for business development, talent and jobs, tourism, arts and cultural grants, and overall economic growth. The MEDC offers a number of business assistance services and capital programs for business attraction and acceleration, entrepreneurship, strategic partnerships, talent enhancement, and urban and community development.