ILLUSTRATIVE PLAN FOR MT. PLEASANT CITY CENTER

1. EXISTING CITY HALL
2. EXISTING ISABELLA COUNTY ADMINISTRATION BUILDING
3. STRUCTURED PARKING
4. SURFACE PARKING
5. PROPOSED RESIDENTIAL LUXURY BUILDINGS
6. PROPOSED MIXED USE BUILDINGS

EXISTING BUILDINGS
PROPOSED BUILDINGS

CURRENT CONDITIONS

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ILLUSTRATIVE PLAN/RENDERING FOR MT. PLEASANT CITY CENTER

The conceptual redevelopment of this site re-imagines Mt. Pleasant’s City Center as a large public green, ideal for festivals, concerts, and community gatherings. At the corner of N. Main Street and W. Broadway Street, a hardscaped plaza can serve as a complement to the brightly-painted intersection, welcoming pedestrians to the new green. Two- to three-story mixed use buildings face onto the green, creating opportunities for new businesses and additional housing downtown. Parking is moved from the large surface lot to a multi-story parking structure that takes advantage of the site’s topography, allowing for ground-level access from City Hall’s lower level parking lot and the existing lot off N. Main Street. The plan also contemplates the reconfiguration of the existing Riverview apartment building. By removing the outdated building and redistributing housing units throughout the project, the City will be able to provide an integrated, socially equitable mix of both affordable and market-rate housing. Housing units along the back side of the parking structure will enjoy Chippewa River views, while those facing onto the green provide a more urban, mixed-use environment, where residents can live above shops and restaurants.
ILLUSTRATIVE PLAN FOR PARKING LOT #5 INFILL

1. EXISTING PARKING LOT #5
2. EXISTING MOVIE THEATER
3. CIVIC PLAZAS

EXISTING MIXED-USE BUILDINGS
PROPOSED BUILDINGS (2 STORIES MIN.)

CURRENT CONDITIONS
ILLUSTRATIVE PLAN FOR PARKING LOT #5 INFILL

The conceptual redevelopment plan for this block assumes that additional public parking will be provided nearby since some existing parking is replaced this mixed use buildings. Under the new Character-Based Zoning Ordinance, parking will no longer be permitted in front of buildings. Working within the dimensional constraints of the existing block, the conceptual plan includes a number of relatively shallow mixed-use buildings that preserve two rows of parking inside the block. While creating a vibrant streetscape and repairing the damage done when the historic building were torn down. The existing service station is re-imagined as a restaurant with outdoor dining in a corner plaza. An intimate courtyard can occur between the existing building on South Main Street, and new liner buildings proposed along West Michigan Street. The two-story buildings shown in the plan provide perfect opportunities for small retail or office spaces, upper-level apartments, and/or live/work units.
The postcard bottom right, dated 1910, shows the Exchange State Savings Bank on the corner of Main Street and Broadway Street, soon after its construction. The building underwent a number of changes in the decades that followed, but none more significant than the construction of a yellow aluminum façade in the 1970s. That alteration impacted the façade sufficiently enough to categorize the building as “non-contributing” in the study to Mt. Pleasant’s downtown historical district. The building as it stands is both outdated and noncompliant with the new Character-Based Zoning Ordinance, due to its lack of a complete storefront and façade openings on the second floor. The building’s prominent location at Mt. Pleasant’s most significant downtown intersection make façade improvements critical. It may be possible to remove the aluminum cladding and salvage the original facade. If this is not a possible move dramatic transformation could occur as seen on the following page. The following pages provide architectural inspiration for this important corner building.
This illustration provides architectural inspiration for potential façade improvements to the building at 102 E. Broadway St. Most importantly, the building shown would be compliant with the Character-Based Zoning Ordinance in terms of private frontage requirements and building standards. The conceptual building shown here has an appropriately-detailed kneewall and meets façade glazing requirements. There are no blank walls, and the second story features plenty of windows to let in natural light and allow upper-floor employees or residents to look out on Mt. Pleasant’s main downtown intersection. Additional transparency in the storefronts makes the building more adaptable to ground-floor retail at some point in the future if the bank chooses to relocate. The building materials are in keeping with the rest of the streetscape, making the building feel more contextually appropriate, while providing an interesting complement to the red brick building across the street. The broad cornice is reminiscent of the building as it was in the 1900s, and the upper floor window types and patterns are in keeping with some of the existing historical downtown buildings. The building as shown is both visually appealing and much more inviting to pedestrians, improving the streetscape appearance, and more importantly, experience.