
***FUTURE LAND USE
PLAN***

As indicated earlier, the Master Plan is more than a series of maps. Goals and strategies establish a direction. Planning strategies, represented in both graphic and narrative form, identify the more specific manner in which the goals and strategies are to be implemented.

The Future Land Use map, provided on the following page, serves as a graphic representation of the City's goals and policies. The Future Land Use map is not a zoning map, but rather a generalized guide to the desired future land use patterns both within the City and in the adjacent Union Charter Township area. It is not intended to follow existing lot lines. Generally, the future land use categories follow established boundaries such as streets, alleys, rivers, etc.

In the course of preparing the plan, several factors were considered: existing development patterns, demographic trends, regional influences, sewer and water service areas, natural resource conditions, and street patterns. In addition to these factors, the plan considered the comments and opinions gathered during the community-wide visioning session and public meetings as well as numerous meetings with the City Planning Commission and City staff. To this extent, it reflects general policy toward development and redevelopment within the City.

Land Use Plan Categories

The section below provides a description of each of the future land use categories used in the future land use map. Each category below provides a general description and intent, and a listing of appropriate uses and their corresponding zoning classifications, where applicable.

Low Density Single-Family Residential

Intent – The intent of this category is to encourage a larger-lot residential development pattern outside of the City center and to provide direction for the development of vacant lands that is compatible with the City center.

Description – The recommended density in these areas is for an average of two to three dwelling units per acre and is planned for areas compatible with existing low density development patterns. Such areas are planned as low density in order to mitigate the impact on natural resources, roads and utilities as well as to provide a transition to the adjacent township.

Appropriate Use – Single-family detached dwellings with a density of two to three dwelling units per acre.

Future Land Use Map

To be inserted

Urban Residential

Intent - The intent of this category is to maintain the well-established character, scale and density of the single-family neighborhoods that are characteristic of the City of Mt. Pleasant.

Description – The recommended density in these areas is for over three but not more than seven dwelling units per acre and is planned for areas compatible with existing residential development and most capable of supporting additional development due to the availability of utilities, natural resource conditions and the adequacy of roads. The characteristics of the older neighborhoods, including detached family homes on varying lot sizes, as well as duplexes, should be maintained by encouraging programs and techniques that improve existing neighborhoods and housing conditions. Development on vacant lots within this residential classification should only occur if the character, scale and development pattern of the new development is compatible with the older, existing structures and development patterns of these residential neighborhoods.

Appropriate Use – Single-family detached dwellings and duplexes with a density of three to seven dwelling units per acre.

Attached Single-Family Residential

Intent - The intent of this category is to encourage new and redevelopment of attached residential units within neighborhoods that are compatible with the character and scale of the older single-family units.

Description – The recommended density in these areas is for not more than four dwelling units per acre and is planned for areas that are located in close proximity to the City center. Development on vacant lots within this residential classification should be encouraged and the character, scale and development pattern of the new development should be compatible with the older, existing structures and development patterns of these residential neighborhoods. The maximum number of units allowed to be attached is four units.

Appropriate Use – Single-family attached dwellings with a density of up to four dwelling units per acre.

Multiple-Family Residential–Medium Density

Intent – The intent of this category is to provide sites for multiple-family dwellings near the City center and the University, as well as to provide areas

which will serve as transition between non-residential areas and single- and two-family areas.

Description – The recommended density in these areas is for multiple family dwelling units at a density ranging from ten to 15 units per acre depending on site conditions and up to three stories high. Multiple-Family Residential is planned for areas that have utilities and direct access to adequate paved roads.

Appropriate Uses – Attached dwellings and two to three story multi-family buildings.

Multiple-Family Residential–High Density

Intent – The intent of this category is to provide sites for multiple-family dwellings which would allow fraternities, sororities, boarding houses near the University, as well as to provide areas which will serve as transition between non-residential areas and residential areas.

Description – The recommended density in these areas is for multiple family dwelling units at a density greater than 15 units per acre depending on site conditions and from three to six stories high. Multiple-Family Residential is planned for areas that have utilities and direct access to adequate paved roads.

Appropriate Uses – Attached dwellings and three to six story multi-family buildings.

Planned Residential Development

Intent – The intent of this category is to provide for flexible residential development for projected growth areas, which would allow a mixture of residential units: single-family, two-family, attached single-family, and multiple-family.

Description - The recommended density in these areas is for an average of two to three dwelling units per acre and a maximum of four dwelling units per acre. Such areas are planned as a unit to:

- Allow flexibility in the regulation of land development;
- Encourage innovation in land use and variety in design, layout, and type of structures constructed;
- Achieve economy and efficiency in the use of land, energy, public services, and utilities;

- Encourage useful open space; and
- Provide a variety of housing opportunities.

Natural features within these areas must be considered and preserved where possible and include wetlands, woodlands, steep slopes and floodplain.

Appropriate Uses – Single-family dwellings, two-family dwellings and multiple-family dwellings with an average density of two to three dwelling units per acre. Additional density may be considered by the City for projects which demonstrate design excellence.

Commercial

Intent – The intent of this category is to provide suitable locations for day-to-day convenience shopping and service needs of nearby residents as well as meet the general retail and service establishment needs of a larger population.

Description – This land use is primarily located along major thoroughfares such as Mission Street, Pickard Avenue, Broadway and High Streets. The uses typically found include larger supermarkets, discount stores, department stores, appliance, furniture stores and specialty shops. Commercial land uses may take the form of either a shopping center or groups of buildings sharing common access, architectural style and design elements.

The commercial land use designation also includes special retail and service uses, such as garden sales, building supplies and auto dealerships. These types of commercial uses are generally developed along major roads. Usually, the types of business activities located in such a general business district are not related to each other and consequently need not be compatible in terms of their ability to strengthen customer drawing power.

Appropriate Uses – Desirable land uses and elements of the commercial designation are:

- Retail stores,
- Personal service establishments,
- Public open spaces,
- Grocery stores,
- Restaurants,
- Shopping centers,
- Convenience stores,
- Gas stations,

- Home improvement showrooms, and
- Auto sales and services.

Central Business District

Intent – The Central Business District is intended to be the heart and soul of the City as a center for commerce and also as a place for residents to gather and socialize. The Central Business District conveys the image of Mt. Pleasant to residents and visitors alike. As such, an appropriate mixture of office, retail, residential uses, and public space are desirable.

The Central Business District designation incorporates a mix of uses within downtown Mt. Pleasant. The intensity of the development within the district tends to be higher than the rest of the City due to the smaller lot sizes. Parking cannot be accommodated on most sites and the buildings cover the majority of the parcel. The Central Business District is characterized by pedestrian-oriented groupings of commercial establishments served by common parking areas.

This designation is intended to promote the center of the City as a special business area offering a range of convenience commercial, specialty shops, personal services, restaurants, offices, and banking uses. In addition, the use of upper floors for residential purposes is encouraged.

Description – This land use is centered on Main Street. Uses customarily found in a Central Business District include municipal services, restaurants, banks, personal services, retail stores, offices, public spaces, and single- and multiple-family residences. The continued maintenance of the historical structures and character of the Downtown are also essential within this area.

Appropriate Uses – Desirable land uses and elements of the commercial designation are:

- Retail stores,
- Personal service establishments,
- Municipal facilities,
- Offices,
- Off-street parking,
- Public open spaces,
- Town square,
- Ground floor retail with office and/or residential uses on the upper floors, and
- Historic preservation.

Main Street Overlay District

Intent – This designation is intended to provide a mixture of single-family and two-family residential uses along with office uses along Main Street corridor which connects the central business district to multiple-family residential uses and CMU. This designation is also intended to promote historic preservation and improvements to the corridor with the restoration and upgrading of buildings along Main Street.

Description – This overlay zone is centered on Main Street from Illinois St. to High Street. It provides locations for uses which primarily include single and two-family uses as well as office and professional uses. All uses and renovations in the district must preserve and enhance the traditional Midwest residential streetscape. The type of office uses desired include low impact office uses as permitted in the OS-2 zoning district.

Appropriate Uses – Single-family detached dwellings, two-family dwellings, and executive, administrative, professional, accounting, clerical office buildings, medical or dental offices, and banks.

Office

Intent – This designation is intended to accommodate activities related to the practice of a profession, the carrying on of a business, or the conduct of public administration. Office uses also provide an appropriate transition between commercial and residential areas and/or between industrial and residential areas.

Description – Several areas are designated as office land use, primarily adjacent to the downtown area. They are intended to provide locations for uses which primarily include office use, professional uses, technical use, business, and personal services uses which are dependent on and supportive of an office environment.

Appropriate Uses – Executive, administrative, professional, accounting, clerical office buildings, medical or dental offices, and banks.

Industrial

Intent – The designation is intended to accommodate manufacturing, assembling, packaging, and fabricating activities, as well as scientific, research, investigation, testing, and experimentation activities. This designation provides important tax base as well as job opportunities for City

residents. Uses permitted include the manufacturing, processing and compounding of semi-finished or finished products from raw materials as well as from previously processed material.

Description – This land use requires either public sewer and water facilities or approved private systems achieving the same level of environmental and health standards. These areas should be located on roads capable of adequately accommodating necessary truck traffic, and should be isolated from residential areas.

Appropriate Uses – Manufacturing, packaging, compounding or processing plants, warehouses, storage facilities, public utility buildings, municipal buildings, and uses such as water or sewer treatment plants, research, development and laboratories.

Mixed Use - Industrial/Office/Multi-Family Residential

Intent – The intent of this category is to provide a mixture of industrial, office, and multi-family residential uses.

Description – This land use is located on the north end of the City north of Fancher Street and Industrial Drive. This district allows industrial uses as a permitted use, while medium and high density multiple-family and office uses are allowed as a special use.

Appropriate Uses – Desirable land uses and elements of this designation are: manufacturing, packaging, compounding or processing plants, warehouses, storage facilities, public utility buildings, municipal buildings, and uses such as water or sewer treatment plants, research, development and laboratories. Multi-family residential and general office uses are also appropriate as a special use.

Public

Intent – This designation is intended to accommodate both Public and Quasi-Public uses.

Description – This designation includes uses that are generally low impact uses although they should be located with access to major thoroughfares. These uses are generally compatible with commercial and multi-family

residential uses. Uses such as libraries, schools, and parks may be considered compatible with single-family residential.

Appropriate Uses – Government buildings, public parks, schools, hospitals, and churches.

Central Michigan University

This designation is intended to accommodate uses related to Central Michigan University.

TRANSPORTATION
PLAN

This major update of the City's Future land Use Plan is a statement of policy whereby decisions are guided regarding the physical growth and development of the community. The plan is long-term and comprehensive in nature. This means it looks ten to twenty years into the future and is all inclusive in scope – including plans for future land uses, thoroughfares, parks, open space, and any other significant physical elements. The City's current Major Thoroughfare Plan dates back to 1985.

The goals of the current thoroughfare or transportation update are much the same as that of its predecessor, and are also based on the goals and strategies identified through the current planning process. They include the following:

- to encourage the development of the *ring road* formed by Pickard, Lincoln, Broomfield, and Isabella Roads,
- to improve traffic movement through the City and avoid disruption of residential neighborhoods by major cut-through traffic,
- to add traffic calming measures in residential neighborhoods,
- to reduce congestion and accidents on main roads such as Mission Street and Pickard Avenue,
- to improve pedestrian access and non-motorized transportation through the sidewalk and other pathway programs,
- to expand public transportation opportunities in the City,
- to examine parking issues particularly in the Downtown and on major thoroughfares, and
- to coordinate transportation issues with other area agencies including the Isabella County Road Commission, Union Township, and CMU.

This update of the City's Transportation Plan not only takes into account its predecessor and the current goals and objectives, but also builds upon the following planning efforts conducted since 1985: the *Mt. Pleasant Downtown Blueprint 2003*, the *2000 Mt. Pleasant Urban Area Traffic Master Plan*, the *1990 Urban Area Traffic Master Plan*, the *2003 CMU Bike System Feasibility Report*, the *1992 Mission Street-Pickard Avenue Downtown Development Authority Development Plan*, the City's proposed *Capital Improvement Plan 2004-2008*, the *2004 Mt. Pleasant Parks and Recreation Master Plan*, and the *2001 Isabella County Parks and Recreation Master Plan*.

Functional Classifications

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

other end of the scale, cul-de-sacs that provide access only to uses along their frontage. In between are arterials, collectors, and local streets that provide decreasing function of traffic movement in relation to access.

All public streets, roads, and highways in Michigan have a National Functional Classification (NFC) designation. Developed by the Federal Highway Administration and maintained by MDOT, the National Functional Classification is the classification system which federal, state, and local transportation agencies have used since the late 1960s. It not only allows roads to be studied and compared across different regions of the state or the nation, but is also used to determine eligibility to receive federal funds for improvements. Roads that are classified as collectors or arterials are eligible to receive federal funds for improvements under the Federal Surface Transportation Program.

- **Principal arterials** are at the top of the NFC hierarchal system. Principal arterials generally carry long distance, through-travel movements. They also provide access to important traffic generators, such as major airports or regional shopping centers. Mission Road (US-127BR) and E. Pickard Road are the principal arterials.
- **Minor arterials** are similar in function to principal arterials, except they carry trips of shorter distance and to lesser traffic generators. According to the NFC, minor arterials in Mt. Pleasant include Broomfield Road and Street, W. High St., W. Pickard St., and Isabella Road.
- **Collectors** tend to provide more access to property than do arterials. Collectors also funnel traffic from residential or rural areas to arterials. Major collectors in Mt. Pleasant include S. Bradley Rd., N. Harris, S. Adams, S. Crawford, Main St., S. Washington, N. and S. Brown, E. and W. Broadway, E. High St., E. and W. Preston, W. Mosher, E. and W. Michigan.
- **Local** roads primarily provide access to properties. Examples of these include residential streets and lightly-traveled county roads. They are not eligible to receive federal funds.

There is a strong interrelationship between the road system and land use patterns. The type of land use will strongly influence traffic volumes along a given road. Likewise, the adequacy of a road may determine the type of development that occurs. Therefore, the benefit of the Transportation Plan is to assist in establishing priorities for future road improvements based on the function a roadway serves.

Insert NFC map

Population projections provided by the East Central Michigan Planning and Development Region (ECMPDR) from 2000 to 2030, as mentioned earlier in this report, indicate that growth will occur at a slow rate for the City (4%) while the Charter Township of Union will continue to experience substantial growth (98%). This growth and resulting land development, even if more closely related to the outlying township, is likely to put a strain on the major thoroughfares in the City.

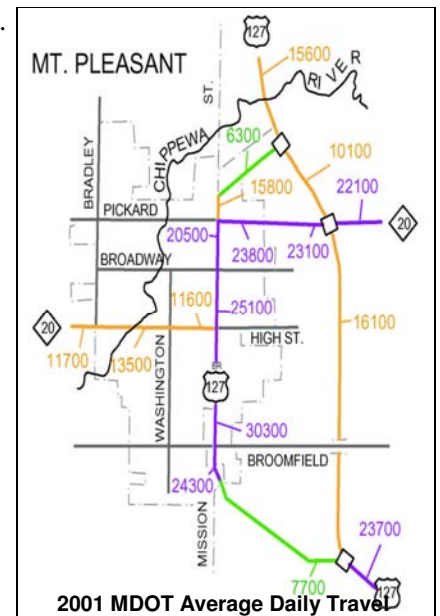
Traffic Counts

The available traffic count information offers a picture of where the majority of traffic flow occurs in the City. Traffic counts for principal and some minor arterials are completed by the Michigan Department of Transportation. The figure at right indicates average daily travel (ADT) figures as compiled by MDOT in 2001.

The primary north/south traffic corridor within the community is Mission Street. Isabella Road, completed as a four-lane roadway from Broomfield Road to Pickard St. in 2000, serves as a reliever to Mission Street traffic volumes. These traffic counts illustrate the volume of traffic on Mission and Pickard Streets, which varies from 30,300 vehicles per day at Mission and Broomfield, to 23,100 vehicles per day at East Pickard near US-127. High Street/Remus Road also experiences high volumes of traffic of approximately 12,000 vehicles per day.

When compared with 1998 MDOT figures, it is clear that there has been an increase in traffic volumes along Mt. Pleasant major arterials. This can be explained by the commercial and retail development of Mt. Pleasant that is primarily concentrated along the Mission Street corridor. Additional development has occurred on Pickard Road from Mission Street to the freeway, and as a result, traffic concentrates along these two primary traffic corridors.

The City of Mt. Pleasant also keeps a database of traffic count information for other major streets, which include most major collectors. Traffic counting is continually being done to keep information as current as possible. Based on this, it appears that traffic volumes fluctuate greatly in Mt. Pleasant depending on University activities. Indeed, numbers vary considerably when taken in summer as opposed to when they are taken during the school year. Moreover, according to this database, traffic volumes are clearly greater for the following major streets: Bellows, Broadway, High, Main, Pickard (from



Mission westward), Preston, and Washington. Traffic volumes, for those major streets, however, remain mostly below 10,000 ADT.

Road and Street Improvements

Local units of government in Isabella County have worked together to develop an Urban Area Traffic Master Plan, commonly referenced as the Ring Road Plan. This plan identifies the location for street extensions and major road widening improvements required to provide a major street grid system to service the Urban Area. The Ring Road is not simply one ring but a series of concentric rings that will be developed over time as population continues to grow in more rural areas. The development of outer rings does not diminish the need for inner rings. The City should continue to participate in the Urban Area Traffic Mater Planning process.

As put forth in the 1990 Plan, the ring road following Pickard, Lincoln, Broomfield, and Isabella Roads has been a primary focus for road improvement to provide both east/west and north/south access around the urbanized boundaries of the community and connect to the major outlining roadways. Major sections of this proposed 100-foot right-of-way, four-lane ring road have been constructed since that time. According to the 2000 Urban Area Traffic Master Plan, the sections remaining include:

- Lincoln Road, from Pickard to Broomfield, and
- Broomfield Road, from Lincoln to Crawford.

Another focus for road improvement projects has been extension of major streets to connect to this ring road and to strengthen the primary grid network. An 80-foot road right-of-way for those major streets is recommended in the 2000 Traffic Master Plan to accommodate sidewalks, utility, and turn lanes at intersections.

The 2000 Mt. Pleasant Urban Area Traffic Master Plan has identified short and long-term projects for road improvements. They are tabulated below.

Table 11: Proposed Road and Street Improvement and Extension

Road/Street		Responsible Agency
Short-Range Projects		
Isabella Road	Traffic Signal and Intersection at US-127	Union Twp., ICRC
	4-lane, Broomfield to US-127	Union Twp., ICRC
	Upgrade from US-127 south to Wing Rd.	Union Twp., ICRC

Road/Street		Responsible Agency
Millbrook Road	Paving from Mission Rd. to Isabella Rd.	Union Twp., ICRC
Wing Road	Paving from Mission Rd. to Isabella Rd.	Union Twp., ICRC
S. Mission*	90 degree Intersection at US-127	Union Twp., ICRC
S. Mission*	Bridge over RR tracks	Union Twp., ICRC
Deerfield Road	4-lane from Mission to US-127, with traffic signal & RR crossing	Union Twp., ICRC
Pickard Road	Traffic Signal at Lincoln Rd.	Union Twp., ICRC
E. Campus Drive	Signage at Broomfield Rd.	CMU
Broomfield Road	Pedestrian Control at Rose Arena	ICRC, CMU
Broadway Street	Extension from Bradley to Lincoln Rd.	Union Twp., ICRC, City
Crawford Road	Pave from River Rd. to Pickard St.	Union Twp., ICRC, City
Crawford Road	Broomfield Rd. to Deerfield Rd.	Union Twp., ICRC, City
Deerfield Road	Improvement from Crawford Rd. to Mission Rd.	Union Twp., ICRC, City
Meridian Road	Bridge at Chippewa River	Union Twp., ICRC
Medium-Range Projects		
Deerfield Road	Upgrade from Whiteville Rd. to Crawford Rd.	Union Twp., ICRC
M-20	4-lane, Bradley Rd. to Lincoln Rd.	MDOT
M-20	3-lane, west of Lincoln Rd.	MDOT
Lincoln Road	Upgrade from Pickard St. to River Rd.	Union Twp., ICRC
Isabella Road	Upgrade from M-20 to River Rd.	Union Twp., ICRC
High Street	Upgrade from Mission St. to Isabella Rd.	Union Twp., ICRC, City
Broadway Street	Upgrade from Mission St. to Isabella Rd.	City
Lincoln Rd.	4-lane from Pickard St. to High/Remus Rd./M-20	Union Twp., ICRC
Deerfield Road	4-lane from Crawford Rd. to Mission Rd.	Union Twp., ICRC, City

Road/Street		Responsible Agency
Crawford Road	4-lane from Broomfield Rd. to Deerfield Rd.	Union Twp., ICRC, City
Deerfield Road	Extension from US-127 to Isabella Rd.	Union Twp., ICRC
Long-Range Projects		
Shepherd Road	4-lane, M-20 to Millbrook Rd.	Union Twp., ICRC
Lincoln Road	4-lane bridge, M-20 to Broomfield Rd.	Union Twp., ICRC
US-127 South	Interchange at Mt. Pleasant	MDOT
US-127 South	Interchange at Shepherd Rd.	MDOT
N. Mission Road	Traffic signal at US-127	ICRC, MDOT
Broomfield Road	Upgrade from Lincoln Rd. to Crawford Rd.	Union Twp., ICRC, City

*Project would not occur if Deerfield Rd. extended to US-127
 Source: 2000 Mt. Pleasant Urban Area Traffic Master Plan

In addition to these road upgrades and extensions, the City has identified a number of resurfacing and reconstruction projects through 2008 along some of its major streets. The City's proposed *Capital Improvement Plan, 2004-2008*, allocates over \$500,000 for this task for each of the five years.

The issue of cross-campus traffic is an on-going concern with the campus and community. The balance between a pedestrian-friendly campus and a safe and efficient vehicular pattern for the greater community needs to be maintained. Where streets and roads through campus cannot be closed, traffic calming should be instituted to improve pedestrian safety and control vehicle speed through campus.

The City of Mt. Pleasant would greatly benefit from an updated corridor management plan for the Mission St./Pickard Avenue corridor. The Mission Street-Pickard Avenue Downtown Development Authority Development Plan dates back to the early 1990's. Since that time, the notion of walkable communities and associated improvements have become accepted and desired. This corridor poses several problems such as traffic congestion, difficult left turns, poor visibility, and site access problems. Elements of this plan should include existing and future land use, necessary transportation improvements, building setbacks, parking issues, and sidewalks or bicycle paths. One key aspect of the plan is access management – standards for the spacing of driveways, use of service drives, and optimum location of future

traffic signals. Streetscape and site design standards within the corridor are other aspects that need consideration.

Non-Motorized Transportation

The desire to increase and improve walkability and non-motorized modes of transportation was a consistently heard theme at all the public forums. These modes should increase connectivity between neighborhoods, shopping areas, parks, and the CMU campus. Key issues include a coordinated and interconnected system, access, and safety. Many communities adopt plans for sidewalk and bikeway systems, sometimes called pathway plans. Pathways, such as the Riverwalk Trail, do not necessarily follow road right-of-ways. They are intended for recreational use such as walking, jogging, rollerblading and bicycling. As seen by the popularity of Mt. Pleasant Riverwalk Trail, pathways contribute to the overall quality of life and pride in the community. It is recommended that the City of Mt. Pleasant develop a multi-use pathway plan not limited to using public right-of-ways that would link parks, community facilities, schools, businesses, employment centers, and neighborhoods as well as provide connections in and outside the City.

Isabella County Parks and Recreation has identified county roads that are suitable for bicycling. In the vicinity of Mt. Pleasant, River Road, Remus Road, Deerfield Road, Mission Street, and Pickard Avenue to Midland are the roads that have been identified. In addition, CMU, in a Bike System Feasibility Report (2003), has evaluated the road network to recommend where bike routes and bike lanes could be implemented. A number of City streets including Franklin, Bellows, Main, Preston, and Washington Streets, were identified for bike lane designations through appropriate striping or when they are resurfaced to accommodate paved shoulders.

CMU's Master Plan calls for encouraging campus design improvements that facilitate walking as the primary means of travel. The plan also calls for a more restrictive vehicle accessibility and parking policy. This could have a clear impact on the City, in particular, the areas immediately adjacent to campus. Adding bike lanes has the benefit of reducing the road width and calming traffic.

The City of Mt. Pleasant has allocated \$100,000 annually since 1995 for new sidewalk construction (about a mile a year). In 2003, a review from the Sidewalk Committee, formed by members of the Planning Commission, has identified a need to better prioritize where and when new sidewalks should be built.

Priorities for pathway and sidewalk construction should consider the relationship to the overall planned system, what are the most crucial links to activity centers, and aesthetic qualities along the roadway. Funding for construction, land acquisition and maintenance is available through the Michigan Department of Transportation, and the Michigan Department of Natural Resources. Local funds through contributions, special assessment, millage, or requirements for construction as part of the subdivision or site plan approval should also be considered.

Public Transportation

The existing service provided by the Isabella County Transportation Commission (ICTC) meets the public transportation needs for Mt. Pleasant and the rest of the County. Continued evaluation is recommended to ensure that service is provided to needed areas of the City as well serve particular segments of the population, such as the elderly and the physically challenged. Utilizing the service should be encouraged to cut down on vehicular traffic.

Downtown Circulation and Parking

Traffic issues in the Downtown area are distinct from those found on Mission Street or in the adjoining rural areas. Traffic circulation in downtown are influenced by frequent street intersections and traffic signals, the need to accommodate pedestrian crossings, on-street parking, a higher number of slow-moving trucks and other factors.

In recent years, the City of Mt. Pleasant has made many improvements to its Downtown. The level of interest in continuing these efforts is high and should focus on creating an attractive and lively pedestrian-oriented Downtown area with streetscape improvement, traffic calming, adequate parking, and gateway and public space improvements.

Although there is a perception from residents and business owners that the availability and convenience of parking in the downtown are problems (Mt. Pleasant Downtown Blueprint, 2003), there are no facts or figures actually supporting this belief. A downtown parking occupancy count done and updated in a similar way as traffic counts are done could quickly address this issue. There is no question that the City needs to ensure that adequate parking is provided in the Downtown.

The City's Downtown Blueprint study suggests that better parking management in the downtown could be instituted to relieve the perceived

parking problems. In particular, recommendations include instituting the following changes:

- enforcement of parking time limits,
- raising parking fines, with escalating fines for repeat parking violators,
- simplify parking time limits and better signage,
- regular review of parking occupancy survey, and
- reconfiguration of existing public parking areas to maximize parking spaces.

