

City of Mt. Pleasant
Economic Development Action Plan

Endorsed by City Commission
April 14, 2008

ECONOMIC DEVELOPMENT ACTION PLAN

City of Mt. Pleasant, Michigan

FRAMEWORK FOR THE ACTION PLAN:

- 1. Place major focus of short term (next 1-3 years) economic development efforts on Mission Street.**
- 2. Be opportunistic relative to economic development prospects for all other parts of the city.**
- 3. Clearly communicate that the City is open for business for good development.**
- 4. Be prepared, as a City government, to be flexible, nimble, and ready to move quickly and divert all necessary resources if a project or projects with significant investment and job creation knock on our door.**
- 5. Emphasize and encourage redevelopment and major rehabilitation as opposed to 'low cost – dress up' solutions.**
- 6. Maintain and enhance the City's prominence as the region's commerce and population center.**
- 7. Increase the tax base with new positive growth and redevelopment in accordance with the strategic plan and adopted City Commission goals.**
- 8. Maintain and enhance the city's image as a good place to live, work, play and visit.**

MISSION STREET

Primary Objectives:

- As a City government, focus discussion and attention on Mission Street.**
- Improve the curb appeal of Mission Street from Broomfield Road to Pickard Street.**
- Encourage redevelopment and private sector reinvestment.**
- Work to get a reduction in the amount of vacant buildings and vacant space.**
- Consider changing current zoning regulations and Master Planning for Mission Street to allow for more efficient and better site design and aesthetics.**
- Work with the Michigan Department of Transportation to improve traffic safety and pedestrian crossings on Mission Street and intersecting side streets.**
- Utilize available Tax Increment Financing funds, general fund dollars, and other sources of funding to support private sector redevelopment/reinvestment along Mission Street.**

WHEN OPPORTUNITY KNOCKS.....

Primary Objectives:

- Although Mission Street will be the focal point of short term economic development efforts, the City must be committed to economic development in all parts of the city.**
- The City needs to be responsive and flexible to the development community and the marketplace in all parts of the city and make decisions on development issues that advance the strategic plan and adopted City Commission goals.**
- The City needs to be open to new and different forms of development than have historically located in the city.**
- The City needs to seriously evaluate strategically increasing the density and intensity of development in target areas.**
- Encourage new residential development, with an emphasis on owner occupied development to support our commercial areas.**
- Continue to support the expansion of our existing manufacturing related businesses and recruit new employers who offer above average wages.**
- Be prepared to provide appropriate incentives to secure significant levels of redevelopment/reinvestment and above average wage job creation.**
- Be prepared to balance the short term interests of residents, business owners, and other interests with the long term benefits of an expanded revenue base and community improvement.**

WE ARE OPEN FOR BUSINESS

Primary Objectives:

- To the extent possible, try to have the City Commission, Planning Commission, Zoning Board of Appeals, and the other boards and commissions that have an impact on growth and development in the city work toward the common goal of promoting positive development and redevelopment in the city.**
- Be positive. At all levels of the City government, we need to let the world know that this is a good place to live, work, and do business. Let things that have occurred in the past, be in the past.**
- Allow the staff to work with the development community prior to review by the various boards and commissions as a way to increase efficiency and improve project quality.**
- Work with the Chamber of Commerce, Middle Michigan Development Corporation, Industrial Development Corporation, Visitors and Convention Bureau, Central Michigan University, the Tribe, service clubs, and others to promote the city.**

READINESS

Primary Objective:

- ❑ **Although this may not be as critical as it was in the past (especially in the case of manufacturing and high tech ventures), the City needs to be ready to ‘do what it takes’ (scheduling special meetings, expediting approvals, diverting resources, etc.) to attract certain economic development prospects.**
- ❑ **In general, the City needs to be flexible and accommodating as there is significant competition in attracting high quality development prospects, especially when higher than average wage jobs are being created.**

REDEVELOPMENT/MAJOR REHABILITATION

Primary Objectives:

- Encourage the demolition and rebuilding of non-historic buildings and sites that have outlived their best years.**
- Where demolition is cost prohibitive or the building is worth saving, encourage major rehabilitation of the structure.**
- Be prepared to provide incentives, when necessary, to encourage redevelopment and major rehabilitation projects.**
- To the extent possible, discourage short term building and site ‘fixes’ as they can defer needed major rehabilitation.**

MAINTAIN AND ENHANCE THE CITY'S PROMINENCE AS THE REGION'S COMMERCE AND POPULATION CENTER

Primary Objectives:

- Maintain and enhance the quality of life for city residents, property owners, and other stakeholders.**
- Work to ensure that the Isabella County Complex remains in the city.**
- Work to ensure that existing and new State and Federal offices stay in the city.**
- Work with Central Michigan University to partner on initiatives and projects that are mutually beneficial and to encourage entrepreneurial activity in the city.**
- Encourage private sector reinvestment in the city.**
- Make a concerted effort to 'bulk up' densities and building prominence in strategic locations in the city over time.**
- Identify underutilized properties/areas and allow for design incentives (density, height, setback, etc.) to encourage redevelopment.**
- Support the local school systems.**
- Continue to provide high quality public services.**
- Support and cultivate innovation in all sectors.**

INCREASE TAX BASE WITH NEW POSITIVE GROWTH AND REDEVELOPMENT

Primary Objectives:

- Promote Mission Street redevelopment.**
- Promote redevelopment of Pickard Street where appropriate.**
- Develop long term strategy for redevelopment of land north of Pickard Street west of Mission Street.**
- Continue to support and enhance the downtown.**
- Encourage and provide incentives to stimulate investment/reinvestment in the city's neighborhoods.**
- Facilitate the development of the 'Broomfield/Crawford' properties in a manner consistent with adopted City Commission goals and in general accordance with the City's Master Plan.**
- Review the City's Master Plan and zoning regulations and make sure that they advance the kind of growth that the City is seeking.**
- Work Central Michigan University, Middle Michigan Development Corporation, Industrial Development Corporation, and other partners to spur the development of University Park.**

MAINTAIN AND ENHANCE CITY'S IMAGE AS A GOOD PLACE

Primary Objectives:

- Continue to support City services, capital projects, and initiatives that directly and indirectly support resident, property owner, and stakeholders quality of life matters.**
- As the City's Park system is regularly identified as a key City asset, continue a strong commitment to Park and Recreation facilities and activities.**
- Continue and consider expanding the City's street tree program.**
- Consider an initiative to make the City more 'walkable & bikeable' to address traffic congestion concerns.**
- Improve the curb appeal of Mission Street.**
- Continue the commitment to a healthy downtown.**
- Maintain emphasis on safe and appealing neighborhoods.**