

Parcel B Conceptual Development Guidelines

The following represents an example of the development guidelines originally envisioned for Parcel B, adjacent to and west of Mt. Pleasant's City Hall. The parcel has several prime attributes the City feels should be maximized due to the unique nature of the parcel and its potential to contribute to and benefit from a growing, vibrant downtown. These guidelines were originally developed to set parameters for the future development of this unique site as part of the Broadway Revitalization Project which included renovation of the Historic Borden Building. While the original 2006 proposal/concept was not built as envisioned, the site's proximity to downtown, the growing need for a niche residential housing market close to downtown, and its location adjacent to the Chippewa River and one of the City's premier public parks (Island Park), make it a remarkable location for the appropriate design.

Elements the City is looking to capture in any future development proposal include the following:

- A residential component close to the downtown area.
- A building (or buildings) that would be multiple stories and be of a height, mass, and appearance compatible with the Historic Borden Building next door (City Hall).
- A project that results in significant investment that generates taxable value to the City. Potential incentives available from the City will be dependent on the level of investment and resulting taxable value projected to be generated upon project completion.
- Parking on site. Developments that incorporate a lower level parking deck as part of the design (if feasible and as envisioned in the original project) would be favorably looked on. Other parking available for the site includes on-street along Broadway, the public parking lot located across the street, and spaces available in the Borden Building's public lot.
- The project should strive to bring new jobs to the community, new consumers to the area, and new residents to the downtown as opposed to relocating an existing use from elsewhere in the City.
- Mixed use developments would be preferred, especially those that capitalize on off-hours when parking at City Hall is more generally available. An example of this would be a mix of retail and residential units that typically have parking requirements during different times of the day.