

EXECUTIVE SUMMARY

In February of 2017, the Town of Mount Pleasant embarked on the process of producing a Comprehensive Plan. This Plan establishes action-oriented implementation strategies for achieving the vision and goals of the community, as discovered through community engagement.

PROCESS AND PLAN STRUCTURE

The Town Board of Commissioners appointed a Steering Committee to oversee the Comprehensive Plan process. The Steering Committee began work on the plan in February 2017, and the general planning process included:

- Background Phase: February-March
- Public Input Phase: April-May
- Plan Draft Phase: June-September
- Plan Review Phase: October-November
- Plan Adoption Phase: November-December

The Comprehensive Plan includes a vision statement that takes into account both existing conditions and the desires of the community as expressed in the public input process. The vision statement is accompanied by six goals including Community Character, Economic Development, Land Use & Growth Management, Downtown, Parks & Recreation, and Infrastructure & Services. Each goal is accompanied by between six and nine strategies for implementation with visual representations of how strategies may be achieved. A matrix is also provided to assist the town with implementation and annual budget planning.

VISION

The vision established in the Comprehensive Plan is an expression of the desired future of the Town of Mount Pleasant. The vision is based on public input and the guidance of the Steering Committee. The recommendations in this plan are intended to guide the Town toward achieving this vision, over both short-term and long-term time frames. Mount Pleasant has recognized a shared vision for its future which includes:

- Embracing and preserving small-town character and surrounding farmland through historic preservation and controlled growth
- Remaining a safe, family-oriented community
- Revitalizing downtown while preserving its historic charm
- Attracting and retaining a variety of small businesses to provide for the needs of the community
- Working collaboratively to provide adequate parks and recreation facilities and athletics programming
- Providing a safe and well-maintained pedestrian network
- Upgrading outdated infrastructure and providing for its long-term maintenance
- Becoming a tourist destination

VISION STATEMENT

The Town of Mount Pleasant is an attractive, safe, family-oriented community that values its history while highlighting its rural setting and agrarian roots. Its small-town charm is balanced by controlled growth, sound infrastructure, suitable recreational and athletic facilities, a vibrant downtown, tourism offerings, and a variety of shops and restaurants for residents and visitors.

GOALS



COMMUNITY CHARACTER

Embrace Mount Pleasant's small-town charm, history, and rural atmosphere as catalysts for revitalization and economic development.



ECONOMIC DEVELOPMENT

Attract and retain a variety of businesses and light industry to promote a robust and diverse economic base and employment opportunities for residents.



LAND USE & GROWTH MANAGEMENT

Establish a sustainable land development pattern that complements the character of the Town while promoting economic development and controlled growth where adequate infrastructure exists and ensuring the preservation of environmentally sensitive areas and provision of open space and recreational opportunities.



DOWNTOWN

Cultivate a vibrant and attractive downtown atmosphere that residents and visitors enjoy while enhancing community character through the preservation of historic resources.



PARKS & RECREATION

Collaborate to provide recreational amenities and athletic programming for the Town of Mount Pleasant and eastern Cabarrus County.



INFRASTRUCTURE & SERVICES

Provide sound utility and transportation infrastructure and exemplary municipal services that sustain and improve existing development while promoting economic growth and an excellent quality of life for the Town's residents.

STRATEGIES



Embrace Mount Pleasant's small-town charm, history, and rural atmosphere as catalysts for revitalization and economic development.

CC1. Market Mount Pleasant as a place to experience local history, outdoor activities, and agriculture with all the charms of small-town life.

CC2. Improve landscaping, signage, and building design standards for new and expanding development to enhance and be compatible with surrounding development.

CC3. Adopt building maintenance regulations and allocate additional funding for proactive enforcement.

CC4. Work with property owners to preserve and rehabilitate historic structures.

CC5. Implement a façade grant program to provide conceptual design and financial assistance to property owners making specified improvements to buildings and sites that meet adopted building design, parking, and landscaping standards. Downtown buildings should receive first priority.

CC6. Provide attractive landscaped signage at the Town's gateways and wayfinding signage for the Town's attractions.

CC7. Host or participate in additional community events and festivals in keeping with Mount Pleasant's branding related to agriculture and





Attract and retain a variety of businesses and light industry to promote a robust and diverse economic base and employment opportunities for residents.

ED1. Conduct a branding and marketing initiative to promote the Town of Mount Pleasant, including logo, motto, website, and social media strategy.

ED2. Work with the Cabarrus Economic Development Commission (EDC) and Cabarrus Convention and Visitors Bureau to diversify the economic base with light industrial, retail, tourism opportunities, and overnight accommodations, drawing visitors from the nearby Cabarrus Events Arena and other nearby attractions.

ED3. Work with Cabarrus County Economic Development Commission (EDC) to maintain an up-to-date online inventory of available properties for large-scale employment, economic development, and adaptive reuse, and work to ensure proper zoning designations are in place to accommodate such uses.

ED4. Continue to provide and promote economic incentives to attract light industry and encourage the reuse of underutilized buildings.

ED5. Actively recruit retail sectors for which there is market leakage to surrounding market areas.

ED6. Work with Rowan-Cabarrus Community College, Mount Pleasant High School, Cabarrus County Cooperative Extension, and the Lomax Incubator Farm to promote small business, vocational, trade, and agricultural education and training to attract light industry and encourage entrepreneurship.



**LU
GOAL**

Establish a sustainable land development pattern that complements the character of the Town while promoting economic development and controlled growth where adequate infrastructure exists and ensuring the preservation of environmentally sensitive areas, adequate open space, and recreational opportunities.

LU1. Utilize the Future Land Use Map to encourage development that is compatible with surrounding development and available infrastructure and services while discouraging development of forested, agricultural, and conservation areas.

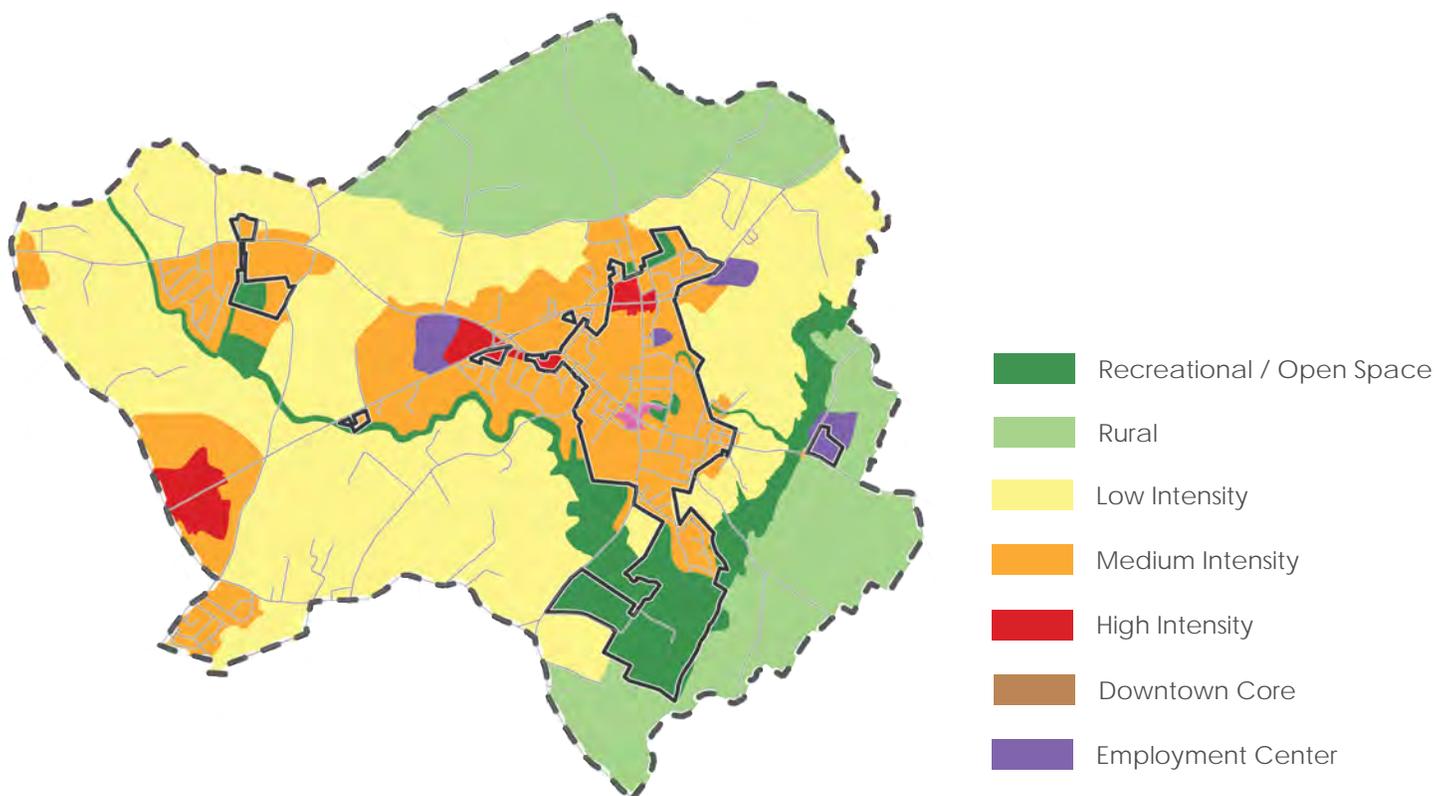
LU2. Encourage the revitalization and reuse of currently unused or underutilized structures and sites.

LU3. Promote infill residential development to more fully utilize existing infrastructure, with a strong focus on areas within walking distance of the Downtown Core to help support downtown businesses.

LU4. Encourage the redevelopment or reuse of the old middle school site, preferably with a mix of uses to include recreation, restaurants, retail, office, institutional, and residential.

LU5. Encourage the preservation of open space, forestland, and farmland with minimum open space requirements and conservation development options for residential development.

LU6. Work with Cabarrus County Soil and Water Conservation, the North Carolina Wildlife Resources Commission, and Catawba Lands Conservancy to educate property owners on the benefits of conservation easements.





Cultivate a vibrant and attractive downtown atmosphere that residents and visitors enjoy while enhancing community character through the preservation of historic resources.

DT1. Improve downtown parking availability and quality by constructing a municipal parking lot and working with downtown property owners to make improvements to existing parking. Explore additional areas where parking can be improved upon.

DT2. Facilitate streetscape improvements including burying or relocating power lines along Main Street and Franklin Street, updating sidewalks, providing bike lanes, improving on-street parking, and adding planters, pedestrian scale lighting, and benches.

DT3. Encourage the reuse of the old theater building on south Main Street as a movie theater or music venue to draw visitors to downtown.

DT4. Encourage the construction of compatible infill buildings within the downtown.

DT5. Fully utilize the Town Hall property and available adjacent properties to include Town government, expanded Fire Station, Cabarrus County Senior Center, Community Center, baseball field, batting cages, updated playground, picnic shelter, farmers market, event space, greenway trailhead, ample parking, and space for future recreation expansion.

DT6. Adopt ordinances and policies to improve the appearance of downtown including infill building design standards, building maintenance codes, and active storefront requirements.

DT7. Work with property owners and local artists to add murals on the blank walls of non-historic buildings or restore historic signs in the downtown.





Collaborate to provide recreational amenities and athletic programming for the Town of Mount Pleasant and eastern Cabarrus County.

PR1. Work with Cabarrus County to provide additional recreational amenities in the vicinity of Mount Pleasant, including a future County district park as recommended in the Cabarrus County Active Living & Parks Department Comprehensive Master Plan.

PR2. Expand and make improvements to park on the Town Hall property to serve as a community park for the Town.

PR3. Work with the Carolina Thread Trail to expand the trail from the Buffalo Creek Preserve and complete segments identified in the trail master plan. Additionally, facilitate the construction of a greenway spur from Mount Pleasant Community Park to the Carolina Thread Trail along Dutch Buffalo Creek and the former prison site on Dutch Road.

PR4. Work with the Catawba Lands Conservancy and Cabarrus County to introduce more recreational amenities at the Buffalo Creek Preserve.

PR5. Work with local non-profit youth sports leagues to pool programming resources.

PR6. Work with Cabarrus County to retain the use of the existing youth baseball fields located at the corner of North Main Street and North Drive and more fully utilize the track and field located adjacent to the elementary school. This includes the addition of parking, stands, and more permanent restroom and concession facilities.

PR7. Encourage a private recreation center and/or performing arts center at the former middle school site or other location within the Town.



IS
GOAL

Provide sound utility and transportation infrastructure and exemplary municipal services that sustain and improve existing development while promoting economic growth and an excellent quality of life for the Town’s residents.

IS1. Develop a Capital Improvements Plan dedicating funds annually to priority infrastructure projects.

IS2. Work with NCDOT and the Cabarrus-Rowan Metropolitan Planning Organization (MPO) to modify and implement the adopted Metropolitan Transportation Plan (MTP) and Comprehensive Transportation Plan (CTP) index.

IS3. Repair existing sidewalks and construct new pedestrian connections throughout Town.

IS4. Evaluate Town-maintained streets for immediate repair needs, scoring them based on condition, and establish a rotating paving schedule to ensure on-going maintenance.

IS5. Pursue opportunities to increase connectivity and continue the Town’s street grid through infill development.

IS6. Work collaboratively with local fire stations to provide adequate facilities, equipment, and technology to keep response times and insurance rates low while ensuring the safety of the community’s citizens, businesses and visitors.

IS7. Pursue access management and aesthetic improvements through reduced curb cuts, streetscape enhancements, and inter-development connectivity between adjacent sites.

IS8. Place priority on updating existing utilities infrastructure rather than expanding utilities infrastructure, and only provide utilities infrastructure to properties within the Town limits or those that annex into the Town limits. This includes updating the Town’s Water and Sewer Master Plan.

IS9. Codify, organize, and update the Town’s ordinances to ensure consistency and prevent contradictions in the regulatory framework.

IS10. Maintain a tax rate that ensures sufficient revenue to ensure high quality services and funding for the Capital Improvement Program while remaining competitive with peer communities.



