VISION & GOALS

It is important to develop a sound, clearly articulated vision that is representative of a variety of interests, setting the direction of the plan. The vision is primarily based on public input gathered through the survey and community workshop and guidance from the Steering Committee.

VISION

The vision established in this Comprehensive Plan is an expression of the desired future for 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 small-town character through historic preservation
- Preserving surrounding farmland through 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- Upgrading outdated infrastructure and providing for its long-term maintenance
- Encouraging tourism to help support and diversify the economic base

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.
VISION & GOALS

GOALS

The goals and corresponding strategies listed on the following pages are set forth to achieve the overall vision for the Town of Mount Pleasant. These goals focus on the topics of community character, economic development, land use & growth management, downtown, parks & recreation, and infrastructure & services.

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.
COMMUNITY CHARACTER

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

Goal Summary
The citizens of Mount Pleasant wish to retain the Town’s charm, while utilizing its rural setting as a desirable asset. Cabarrus County is located in the fast-growing Charlotte metropolitan region, resulting in rapid, exponential growth in the western part of the County over the past two decades. Growth spreads eastward along Highways 73 and 49, but eastern Cabarrus County remains largely rural with the Town of Mount Pleasant as its nucleus. Mount Pleasant desires to capitalize on its role as a rural, farming community in which visitors can experience a slower pace and way-of-life through visiting a revitalized historic downtown, walking along tree-lined Main and Franklin Streets while viewing the well-preserved historic homes, perusing the Eastern Cabarrus Museum of History, experiencing nearby farm life, and patronizing local antique offerings, specialty shops, and eateries.

Strategies

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

▼ IMAGE 3.1 THE MOUNT PLEASANT EXPERIENCE
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.

[Images: IMAGE 3.6 HOISERY MILL - PRE-RENOVATION (2016), IMAGE 3.7 MERCANTILE - HISTORIC PHOTO, IMAGE 3.8 NEW RESTAURANT - UNDER RENOVATION (2017)]
**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.
While there are multiple buildings throughout the Town that could benefit from a facade improvement grant program, Downtown buildings should receive first priority to bolster historic preservation efforts, maximize visual impact within a concentrated area, and establish an overall aesthetic standard for the rest of the Town.

▼ IMAGE 3.11  WHITE OWL ANTIQUE MALL - EXISTING

▼ IMAGE 3.12  WHITE OWL ANTIQUE MALL - POTENTIAL IMPROVEMENTS
VISION & GOALS

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

▼ IMAGE 3.13 HIGHWAY 49/73 INTERCHANGE - EXISTING

▼ IMAGE 3.14 HIGHWAY 49/73 INTERCHANGE - POTENTIAL IMPROVEMENTS
In 2016, the Cabarrus County Convention and Visitors Bureau (CVB) hired a consultant to produce wayfinding signage designs for the Cabarrus County municipalities. Concord, Kannapolis, and Harrisburg have all installed modified versions of the signs. The images below show the proposed design from the CVB document as well as a potential modification to better suit the character of the Town.

**IMAGE 3.15 EXCERPT FROM CABARRUS COUNTY MUNICIPALITY WAYFINDING PLAN**

![Wayfinding Design Images](image1.png)

**Source:** Wayfinding & Signage System Design Intent Drawings for Mount Pleasant, NC, Merje Environments and Experience, 2016

**IMAGE 3.16 EXAMPLE MODIFIED WAYFINDING SIGN**

![Modified Wayfinding Sign](image2.png)
CC7. Host or participate in additional community events and festivals in keeping with Mount Pleasant’s branding related to agriculture and historic, small-town life.

Example Events:
- Farmers Day
- Harvest/Fall Festival
- Antique Shows
- Christmas Craft Show
- Holiday Decorating Contest
- Taste of Mount Pleasant
**VISION & GOALS**

**ECOMOMIC DEVELOPMENT**

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

**Goal Summary**

Since the departure of textile production industries, there are few large employers remaining in the Town’s economy. Therefore, the Town of Mount Pleasant seeks to broaden and diversify its economic and employment base by promoting nearby farming and agritourism, tourism, small businesses, entrepreneurship, and light industry. This includes identifying available and underutilized property, upgrading and maintaining infrastructure, and providing incentives for the reuse and updating of large buildings. The Town also recognizes that in order to attract employers, the Town has to be attractive to employees, providing a high quality of life. The future economy of Mount Pleasant is well-rounded, robust, and provides ample employment opportunities for its residents.

**Strategies**

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

▼ IMAGE 3.19 LOGO & BRANDING IDEAS
ED2. Work with the Cabarrus Economic Development Commission (EDC) and Cabarrus Convention and Visitors Bureau (CVB) 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.
VISION & GOALS

**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.

▼ IMAGE 3.21 AVAILABLE VACANT OR UNDERUTILIZED PROPERTIES

- Former Middle School
- Former Tuscarora Yarn Mill
- Property at intersection of highways 49 & 73
- Former prison site
- Former Kinley Textile Mill
- Service station at Main Street and Highway 49
The map below identifies opportunity sites that are either vacant, underutilized or currently listed for sale that have the potential for development for economic development purposes. The images on the previous page feature several of the highlighted sites.
VISION & GOALS

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

In 2016, the Town adopted the Economic Development Grant Program to encourage economic development. Grants are available for new development projects, infrastructure associated with economic investment, rehabilitation of blighted buildings, and speculative building certification with minimum investment amounts depending on category and location.

ED5. Actively recruit retail sectors for which there is market leakage to surrounding market areas.
Mount Pleasant Retail Market Snapshot
2017 Median Household Income $56,741
2017 Median Disposable Income $44,946
2017 Per Capita Income $28,015

The retail market potential suggests that the following retail sectors have significantly more demand than supply, demonstrating leakage of retail opportunity outside of the market area:

5-minute Drive Retail Sector Leakage
- Furniture
- Electronics & Appliance
- Building & Garden Supply
- Health & Personal Care
- Clothing & Accessories
- Sporting Goods & Hobbies
- Department Stores
- Restaurants with Alcoholic Beverages
- Automobile Dealers

10-minute Drive Retail Sector Leakage (in addition to 5-minute)
- General Merchandise
- Specialty Retailers
- Specialty Food
- Florist
- Office Supplies
- Non-store retailers
- Restaurants

15-minute Drive Retail Sector Leakage
There are no additional retail sectors with leakage in the 15-minute drive area of Mount Pleasant’s market area. The leakage factor for some sectors actually shrinks at the 15-minute drive area, as some overlap begins to occur with the Concord market area (i.e. health & personal care and gas stations). However, there are significant increases in demand for the following sectors:
- General Merchandise
- Specialty Retailers
- Restaurants
- Restaurants with Alcoholic Beverages

Source: ESRI Business Analyst
3.18 VISION & GOALS

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.

▼ IMAGE 3.22 LOMAX INCUBATOR FARM

▼ IMAGE 3.23 MOUNT PLEASANT HIGH SCHOOL BARN
Vocational & Agricultural Education Opportunities

Vocational education and training is key to attracting employers in various industry sectors. The availability and promotion of educational and training opportunities is integral to workforce readiness for many industry sectors. It can also be important for entrepreneurship and small business development. In order to boost awareness and access to such education and training the Town should promote the following programs:

Rowan Cabarrus Community College provides training and Associates Degrees in the following programs:
- Advanced Manufacturing and Engineering
- Automotive
- Business
- Construction
- Cosmetology
- Education
- Fine Arts
- Healthcare
- Information Technology
- Public Safety
- Biotechnology

Mount Pleasant High School provides agricultural education classes, including Animal Science, and a chapter of the Future Farmers of America (FFA) organization.

The Cabarrus County Cooperative Extension of North Carolina State University provides valuable resources to farmers including information about animal agriculture, horticulture, field crops, local foods, pest management, and beekeeping. It also provides training and education regarding forestry, nutrition, and soil and water conservation.

The Elma C. Lomax Incubator Farm, located just to the southwest of the planning area, is operated by the Carolina Farm Stewardship Association. It opened in 2009 in response to the decreasing number and increasing age of farmers in Cabarrus County, as well as the demand for locally grown food. The farm supports local, organic farming while encouraging a new generation of farmers by providing small farm plots, equipment, and training. After 3 to 5 years of training, the Incubator Farm staff aims to pair new farmers with farmland.

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.

Goal Summary
The citizens of Mount Pleasant desire small-scale, controlled growth while ensuring the preservation of surrounding agricultural lands. Growth is most effectively managed through the deliberate and methodical provision of utilities infrastructure. As stated in Infrastructure and Services Strategy 8, priority should be given to improving upon existing utilities infrastructure, rather than utilities expansion. Adherence to this strategy will help limit growth to areas where utilities are already available or easily accessible. School capacity is an additional consideration in decisions made regarding the density of residential development. Any rezoning requests that will result in an increase in residential density should be provided to Cabarrus County for a school capacity assessment.

As properties are developed and redeveloped, the design and layout of any new growth should reflect the existing character of the Town, building on the existing street grid, wherever possible, and be context sensitive to the immediate surroundings and environmental constraints. In order to encourage a mixture of compatible uses, land development should be categorized based on intensity rather than a strict separation of uses. Strong site and building design standards will help to promote compatible development and mitigate the impacts of different land use intensities. Additionally, as population increases, the provision of open space and recreational facilities should be monitored for adequacy.

Strategies

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

Areas with high intensity, medium intensity, and employment center land use designations are accessible to nearby transportation and utilities infrastructure. Low intensity, rural, and open space areas have limited infrastructure access and/or environmental constraints.
VISION & GOALS

MAP 3.2 FUTURE LAND USE

- **Recreational / Open Space**: 1,141.6 acres (9.2%)
- **Rural**: 3,105.2 acres (25.0%)
- **Low Intensity**: 5,512.0 acres (44.5%)
- **Medium Intensity**: 2,264.9 acres (18.3%)
- **High Intensity**: 210.7 acres (1.7%)
- **Downtown Core**: 18.3 acres (0.1%)
- **Employment Center**: 151.7 acres (1.2%)

**Total Acres**: 12,404 acres (100.0%)

Note: Total acreage does not include rights-of-way.
VISION & GOALS

LAND USE CATEGORIES

Rural
This land use classification is intended primarily for agricultural purposes and estate lot single-family residential development of less than one dwelling unit per two acres. Rural areas typically have limited or no access to infrastructure and a low probability of future utility extension.

Low Intensity
This land use classification is intended primarily for low density single-family residential development of greater one dwelling unit per acre and less than 2 dwelling units per acre. This classification would also include low impact uses compatible with surrounding development. Low intensity designated areas typically have limited access to infrastructure.

Medium Intensity
This land use classification is intended for a variety of medium density residential uses of two to four dwelling units per acre and low to medium intensity civic, institutional, office, service, and retail uses designed to keep the impact on adjacent residential areas to a minimum. Medium intensity designated areas have easy access to utility infrastructure.

High Intensity
This land use classification is intended to accommodate high density residential uses of between 4 to 8 dwelling units an acre and a wide variety of civic, institutional, retail, service, and office uses. These areas are immediately adjacent to major transportation corridor intersections where utility infrastructure is readily available.
**Downtown Core**
This land use classification is intended to protect and promote the vitality and character of Downtown Mount Pleasant. The Downtown Core is the central hub of the Town and eastern Cabarrus County, including civic activities, tourism, arts, entertainment, restaurants, events, small-scale specialty retail, and professional services, in a pedestrian-oriented setting.

**Employment Center**
This land use classification is intended for existing industry and development for light industry and major employers. These areas typically have readily available or easily extended or improved infrastructure to accommodate industry. Areas designated employment center can also include the adaptive reuse of large sites or buildings that previously provided larger scale employment.

**Open space/Recreation**
This land use classification is intended for existing and proposed parks, recreation facilities, and large areas of common open space that can be used by residents and visitors. This category includes the Carolina Thread Trail and connecting spurs. Designated recreational areas include the Mount Pleasant Community Park at Town Hall, the Elementary School facilities, the Buffalo Creek Preserve, and a future East Cabarrus District Park.

**What is Land Use Intensity?**
Land use is the set of activities that occur on a property. Land use intensity is the degree to which those activities occur or the extent to which property is used. For example, a retail use is more intense than a single-family dwelling. Density is a term that further describes the intensity of residential uses and refers to the number of dwelling units located on one acre of land. The more density there is on a property, the higher intensity the land use is. For non-residential uses, intensity typically increases with the amount of traffic generated. Ideally, more intense land uses are directed to areas that have adequate infrastructure to support such uses, including the presence of water and sewer utilities, and thoroughfare access.
VISION & GOALS

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

▼ IMAGE 3.24 FORMER TUSCARORA YARN MILL

**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.

▼ IMAGE 3.26 INFILL HOUSING EXAMPLES

- SINGLE-FAMILY RESIDENTIAL
- PATIO HOMES
- TOWNHOMES
- UPPER-STORY RESIDENTIAL
The map below shows properties of under 50 acres that are either vacant or underutilized that have nearby water and sewer utilities and are located within or immediately adjacent to the existing town limits. These sites have potential to be developed with infill residential uses.
LU4. Encourage the redevelopment or reuse of the former middle school site, preferably with a mix of uses to include recreation, restaurants, retail, office, institutional, and residential.
In June 2017, classes were held for the last time in the former Mount Pleasant Middle School, which was originally used as a high school. The property is located at the strategic intersection of NC Highway 49 and North Main Street. Cabarrus County owns the property and is preparing to receive proposals from developers for redevelopment of the site. It is located within the Town limits of Mount Pleasant and is zoned Office & Institutional (O-I). Any redevelopment of the site that includes uses not permitted in the O-I district would necessitate a rezoning by the Town. Based on citizen input and community needs, the uses shown on the conceptual circulation and programming plan on the previous page are recommended for the site. The Town requests retention of the ballfield properties to the north of North Drive, as outlined in Strategy PR6, with the potential to be redeveloped if new ballfields are constructed elsewhere. Citizens also requested that some recreational use be retained on at least a portion of the site. The conceptual programming plan suggests that the existing gym and auditorium may be reused, perhaps in the same fashion as the former Hartsell Middle School in Concord, which was transformed into a recreation center. Another example of a civic and recreational use that may be appropriate for the site is the Charles Mack Citizen Center in Mooresville, NC, which has conference, event, recreation, and senior center amenities, including an aquatics component. However, the Town recognizes that the County may sell the property for any redevelopment project found appropriate by the County Commissioners, subject to zoning approval by the Town.
**LU5.** Encourage the preservation of open space, forestland, and farmland with minimum open space requirements and conservation development options for residential development.

Conservation development is ideal for areas with a Low or Medium Intensity land use designation on the Future Land Use Map.

![Image 3.28 Conventional Development vs. Conservation Development](image)

**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.
VISION & GOALS

DOWNTOWN

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

Goal Summary
The Town of Mount Pleasant desires that its downtown serves as the central hub of activity for the community and eastern Cabarrus County, drawing visitors to the Town, and setting the tone for its overall character. The Town is determined to build a legacy of both preservation and progress by working with downtown businesses and property owners to implement improvements. The Town believes that its historic resources are important to maintain the community character and history for future generations and strives to work with property owners to maintain the integrity of the Town’s National Register Historic District.

Catalyst Projects
A total of 12 projects are proposed to help begin the revitalization of downtown. These projects are either located within the downtown core or immediately adjacent to it. Half of the projects involve building construction on public or private properties, while the other half involve public infrastructure improvements. These projects are intended to boost both public and private investment within the downtown. The intent is to increase the vitality of downtown and encourage additional private investment through building updates and attraction of small businesses, while retaining the historic charm of Downtown Mount Pleasant. Many of these projects are highlighted in more detail in other strategies within the plan.

TABLE 3.1 POTENTIAL BUILDING IMPROVEMENTS

<table>
<thead>
<tr>
<th>ID</th>
<th>Building Improvements</th>
<th>Strategy Details</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Hosiery Mill/Mercantile Renovation</td>
<td>CC4</td>
</tr>
<tr>
<td>2</td>
<td>Fire Station Expansion</td>
<td>DT6</td>
</tr>
<tr>
<td>3</td>
<td>Lentz Building Renovation</td>
<td>CC5</td>
</tr>
<tr>
<td>4</td>
<td>Theater Renovation</td>
<td>DT3</td>
</tr>
<tr>
<td>5</td>
<td>Infill Building</td>
<td>DT4</td>
</tr>
<tr>
<td>6</td>
<td>Infill Residential</td>
<td>LU3</td>
</tr>
</tbody>
</table>
### Table 3.2: Potential Infrastructure Improvements

<table>
<thead>
<tr>
<th>ID</th>
<th>Infrastructure Improvements</th>
<th>Strategy Details</th>
</tr>
</thead>
<tbody>
<tr>
<td>A</td>
<td>Municipal Parking Lot</td>
<td>DT1</td>
</tr>
<tr>
<td>B</td>
<td>Additional Parking Improvements</td>
<td>DT1</td>
</tr>
<tr>
<td>C</td>
<td>Town Hall Property &amp; Recreation Improvements</td>
<td>DT6</td>
</tr>
<tr>
<td>D</td>
<td>Franklin Street Improvements</td>
<td>DT6</td>
</tr>
<tr>
<td>E</td>
<td>Main Street Improvements</td>
<td>DT2</td>
</tr>
<tr>
<td>F</td>
<td>Washington Street Improvements</td>
<td>DT2</td>
</tr>
</tbody>
</table>
VISION & GOALS

Strategies

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, improving on-street parking, and adding planters, pedestrian scale lighting, and benches.

VISION & GOALS

▼ IMAGE 3.31  DOWNTOWN - EXISTING STREETSCAPE

▼ IMAGE 3.32  DOWNTOWN - POTENTIAL STREETSCAPE IMPROVEMENTS
**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.

▼ **IMAGE 3.33  THEATER BUILDING - EXISTING**

▼ **IMAGE 3.34  THEATER BUILDING - POTENTIAL IMPROVEMENTS**
DT4. Encourage the construction of compatible infill buildings within the downtown.

▼ IMAGE 3.35 INFILL SITE - EXISTING

▼ IMAGE 3.36 INFILL SITE - POTENTIAL IMPROVEMENTS
**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.

▼ **MAP 3.7 TOWN HALL VICINITY- EXISTING CONDITIONS**

![Map of Town Hall Vicinity - Existing Conditions]

▼ **TABLE 3.3 POTENTIAL IMPROVEMENTS**

<table>
<thead>
<tr>
<th>ID</th>
<th>Feature</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Expanded Fire Station</td>
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<tr>
<td>2</td>
<td>Community Center Renovation</td>
</tr>
<tr>
<td>3</td>
<td>Community/Senior Center Outdoor Seating &amp; Recreation Area</td>
</tr>
<tr>
<td>4</td>
<td>Playground / Picnic Shelter / Mini Splash Pad</td>
</tr>
<tr>
<td>5</td>
<td>Walking Trails</td>
</tr>
<tr>
<td>6</td>
<td>McAllister Field Improvements</td>
</tr>
<tr>
<td>7</td>
<td>Youth Baseball Field &amp; Parking</td>
</tr>
<tr>
<td>8</td>
<td>Greenway Trailhead</td>
</tr>
<tr>
<td>9</td>
<td>Additional Parking</td>
</tr>
</tbody>
</table>
VISION & GOALS

MAP 3.8 TOWN HALL PROPERTY - POTENTIAL IMPROVEMENTS

LEGEND
- Proposed Pedestrian Connections
- Proposed Facility Expansion

1. Fire Station
2. School
3. playground
4. Softball Field
5. Park
6. Softball Field
7. Park
8. Grunder Village Sign
9. Town Hall

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

The table below lists building conditions and potential regulations to address each issue.

<table>
<thead>
<tr>
<th>Building Condition</th>
<th>Potential Regulation</th>
<th>NCGS Authority &amp; Case Law</th>
<th>Penalty</th>
</tr>
</thead>
</table>
| Building is dangerous | • Repair possible at less than 50% of building value (non-residential) or reasonable as defined by Town (residential)  
• Town may establish hazard criteria to order demolition | 160A-439 (non-residential)  
160A-441 (residential) | Civil penalty, abatement/demolition, liens and court costs |
| Obviously Vacant with Visible Maintenance Deficiencies | • Keep building appearance in good repair  
• Exhibit no evidence of vacancy (active storefront) | 160A-374 & 160A-194  
State vs. Jones (1982) | Civil penalty, injunction, abatement, liens and court costs |
| Good Condition but Vacant | • Vacant property registration | 160A-374 & 160A-194 | Civil penalty |

Source: UNC School of Government

▼ IMAGE 3.37 VACANT STOREFRONT

▼ IMAGE 3.38 ACTIVE STOREFRONT WITH ARTWORK
**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.

![Example Murals / Historic Signs - Concord, NC](image3.39)

![Mural on Rear of Moose Pharmacy](image3.40)

![Paula Theater Marquee](image3.41)

Courtesy of Eastern Cabarrus Historical Society
VISION & GOALS

PARKS & RECREATION

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

Goal Summary
Parks and recreation facilities provide a vital component for the Town’s quality of life. Previous planning efforts for area recreation amenities include the Cabarrus County Livable Communities Blueprint, adopted in 2002, and the Cabarrus County Active Living & Parks Comprehensive Master Plan, adopted in 2015. Recommendations from these plans are integrated into the strategies for this goal in addition to other needs identified by the Town of Mount Pleasant. The public input survey completed as part of the Comprehensive Plan process shows that parks and recreation facilities and athletic programming are very important to the citizens of Mount Pleasant and eastern Cabarrus County, with noted deficiencies in the provision of such. The Cabarrus County Active Living & Parks Comprehensive Master Plan confirms this perception, noting several facility deficiencies county-wide and the need for a future district park in the northeast portion of the County. Therefore, it is important for the Town to work collaboratively with Cabarrus County, the Carolina Thread Trail, and non-profit athletic associations to meet the recreational needs and desires of the community.

<table>
<thead>
<tr>
<th>TABLE 3.5 EXISTING RECREATIONAL AMENITY INVENTORY</th>
</tr>
</thead>
<tbody>
<tr>
<td>Recreational Amenity</td>
</tr>
<tr>
<td>----------------------</td>
</tr>
<tr>
<td>Auditorium</td>
</tr>
<tr>
<td>Baseball/Softball Field</td>
</tr>
<tr>
<td>Basketball Court (outdoor)</td>
</tr>
<tr>
<td>Football Field</td>
</tr>
<tr>
<td>Gymnasium</td>
</tr>
<tr>
<td>Meeting/Community Room</td>
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<tr>
<td>Playground</td>
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<tr>
<td>Picnic Area</td>
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<tr>
<td>Multi-purpose/soccer fields</td>
</tr>
<tr>
<td>Swimming/Splash Pad</td>
</tr>
<tr>
<td>Tennis Court</td>
</tr>
<tr>
<td>Track</td>
</tr>
<tr>
<td>Walking Trails</td>
</tr>
</tbody>
</table>

*Subject to change dependent upon property disposition
**Strategies**

**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.

The following recommendations are derived from the Master Plan:

**Park & Connectivity Recommendations**

| **District Park** | Needed in the northeastern area of the County. The County should consider land acquisition opportunities while property is available. |
| **Community Park** | The Town should provide a community park with 2.5 acres per 1,000 people. |
| **Neighborhood Parks** | Should be provided at a rate of 1 acre per 1,000 people. |
| **Buffalo Creek Preserve** | Develop a nature based playground and complete mountain bike trail. |
| **Carolina Thread Trail** | The County should work in close alignment with municipalities to facilitate development of the trail as a collaborative priority. |
| **Bike Routes** | Encourage bike routes that will connect all of the County’s towns and points of interest. |

**Facility Recommendations**

| **Youth Baseball** | There is currently a need for 8 additional youth baseball fields within the County (primarily in district parks) at a rate of one field per 5,000 people. This need increases to 20 additional fields by 2025. |
| **Adult & Youth Softball** | Locate additional fields in district parks at a rate of one field per 5,000 people. |
| **Football** | At a rate of one field for every 10,000 population, the current supply meets the current demand for football fields within Cabarrus County. |
| **Soccer & Lacrosse** | There is currently a need for 5 additional multi-purpose fields within the County that accommodate both sports at a rate of one field per 4,500 people. This need increases to 12 additional fields by 2025. |
| **Basketball (outdoor)** | There is currently a need for 5 additional outdoor basketball courts within the County that accommodate both sports at a rate of one field per 7,500 people. This need increases to 10 additional courts by 2025. |
| **Tennis & Pickleball** | There is currently a need for 10 additional tennis courts within the County that accommodate both sports at a rate of one field per 4,000 people. |
| **Volleyball, Horseshoes & Shuffleboard** | Additional facilities are needed, but can easily be added to existing parks or senior centers. |
| **Picnic Shelters** | There is currently a need for 7 additional picnic shelters within the County at a rate of one shelter per 3,000 people. This need increases to 18 additional shelters by 2025. |
| **Playgrounds** | New facilities are needed with ADA accessibility within district, community, and neighborhood parks. |
**Special Use Facility Recommendations**

<table>
<thead>
<tr>
<th>Facility Type</th>
<th>Recommendation</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Senior Center Needs</strong></td>
<td>A Therapy Pool is needed within the County. Look for opportunities to add more amenities to existing facilities.</td>
</tr>
<tr>
<td><strong>Community Centers &amp; Gymnasiums</strong></td>
<td>Additional indoor recreation facilities are needed. Joint use opportunities at school facilities should be explored.</td>
</tr>
<tr>
<td><strong>Swimming Pools/ Spraygrounds/ Splash Pads</strong></td>
<td>One pool is needed for every 20,000 people. Currently there are only 2 publicly accessible pools in Cabarrus County. The closest to Mount Pleasant is at Camp Spencer. A large water park sprayground or splash pad can serve as a regional draw and provide a beneficial economic impact to the surrounding area. Consider adding facilities to existing and future parks.</td>
</tr>
<tr>
<td><strong>Dog Parks</strong></td>
<td>Based on popularity, the County may consider a dog park within one of its parks in the future.</td>
</tr>
</tbody>
</table>

▼ IMAGE 3.41  MOUNT PLEASANT ELEMENTARY SCHOOL PLAYGROUND
**PR2.** Expand and make improvements to park on the Town Hall property to serve as a community park for the Town.

See Strategy DT6 for more details.

Images 3.42  TOWN HALL PROPERTY - EXAMPLE IMPROVEMENTS

- **Playground**
- **Mini Splash Pad**
- **Covered Stands**
- **Relocated Batting Cages**
- **Senior Center Outdoor Areas**
- **Greenway Trailhead**
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.

Source: Carolina Thread Trail Master Plan for Cabarrus County Communities, 2009
PR4. Work with the Catawba Lands Conservancy and Cabarrus County to introduce more recreational amenities at the Buffalo Creek Preserve.

▼ IMAGE 3.43 EXAMPLE AMENITIES

ADDITIONAL MOUNTAIN BIKE TRAILS

NATURE-BASED PLAYGROUND

PICNIC SHELTERS

RESTROOM FACILITIES
VISION & GOALS

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

The following associations operate within Mount Pleasant in no association with the Town. Each entity operates independently with separate by-laws and boards of trustees. The Town should reach out to each entity to discuss the benefits of pooling resources including sharing the cost of liability insurance and coordinating funding, sponsorships, and facility use, maintenance, and needs with potential assistance from the Town.

<table>
<thead>
<tr>
<th>TABLE 3.6 CURRENT YOUTH SPORTS ASSOCIATIONS</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>ASSOCIATION NAME</strong></td>
</tr>
<tr>
<td>Mount Pleasant Youth Athletic Association (MPYAA)</td>
</tr>
<tr>
<td>Mount Pleasant Youth Soccer Association (MPYSA)</td>
</tr>
<tr>
<td>Mount Pleasant Lions Club</td>
</tr>
<tr>
<td>Mount Pleasant Youth Basketball Association</td>
</tr>
</tbody>
</table>

**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 until new ballfields can be constructed within a new district park.

**IMAGE 3.44 TRACK & FIELD - EXAMPLE IMPROVEMENTS**

![PAVED PARKING](#)  
![RESTROOM FACILITIES](#)
PR7. Work with Cabarrus County and Cabarrus County Schools to more fully utilize the track and field located adjacent to the elementary school. This includes the addition of parking, stands, and restroom facilities.

MAP 3.10 TEMPORARY BALLFIELDS AND TRACK & FIELD - POTENTIAL IMPROVEMENTS

<table>
<thead>
<tr>
<th>ID</th>
<th>Feature</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Baseball Field Parking (temporary)</td>
</tr>
<tr>
<td>2</td>
<td>Track &amp; Field Parking</td>
</tr>
<tr>
<td>3</td>
<td>Track &amp; Field, Playground, School Overflow Parking</td>
</tr>
<tr>
<td>4</td>
<td>Track &amp; Field Restrooms</td>
</tr>
<tr>
<td>5</td>
<td>Track &amp; Field Bleachers</td>
</tr>
</tbody>
</table>
PR8. Encourage a private recreation center and/or performing arts center at the former middle school site or other location within the Town.

▼ IMAGE 3.48 OLD MIDDLE SCHOOL GYM & AUDITORIUM

▼ IMAGE 3.49 HARTSELL RECREATION CENTER - CONCORD, NC
MAP 3.11  PARKS & RECREATION PLAN

Recreational Facilities

- McAllister Field & Town Playground
- Holy Trinity Lutheran Church Field
- Buffalo Creek Preserve
- Baseball Facility (temporary)
- Track and Field Facility
- Elementary School Playgrounds
- Mt. Pleasant Senior Center
- Carolina Thread Trailhead

School Facilities

- Mt Pleasant Elementary
- Mt Pleasant Middle
- Mt Pleasant High

Legend:

- Recreational Facilities
- School Facilities
- Potential District Park Locations
- Existing Greenway
- Proposed Greenway
- Town Limits
- ETJ Boundary
- Planning Area Boundary
- Roads

1 MILE
VISION & GOALS

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.

Goal Summary
The Cabarrus-Rowan Metropolitan Planning Organization (MPO) adopted the Metropolitan Transportation Plan (MTP) in 2014 and updated it in 2015. It also produced the Comprehensive Transportation Plan (CTP) Index and map, adopted in 2017. The index is the long-range plan for road improvements in the Cabarrus-Rowan MPO area. This index is a financially unconstrained view of the future road network that reflects existing cross sections and rights-of-way and future cross sections and rights-of-way. Through the Comprehensive Plan process, the Town has been able to establish preferred cross sections within the planning area and will request some modifications from the MPO.

The Town desires to ensure the safe, effective, and efficient delivery of services to enhance the quality of life for all citizens, while supporting economic development. This can be achieved by providing adequate and well-maintained infrastructure and supporting emergency services personnel, facilities, and equipment.

Strategies

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

▼ IMAGE 3.50 EXAMPLE CAPITAL IMPROVEMENTS

NEW BUILDINGS

STREETSCAPE IMPROVEMENTS

PARKS FACILITIES

SIDEWALKS
What is a Capital Improvements Plan (CIP)?

The purpose of a Capital Improvement Plan (CIP) is to forecast and match projected revenues and capital needs over a (5)-year period. Long range capital planning is an important management tool that strengthens the linkages between community infrastructure needs and the financial capacity of a community.

North Carolina General Statute 105-164.4H(e)(1) defines a capital improvement as an addition or alteration to real property that is new construction, reconstruction, or remodeling of a building, structure, or fixture on land that becomes part of the real property or that is permanently installed to the real property so that removal would cause material damage to the property or article itself. The following is a list of example capital improvements:

- Water system improvements and extensions
- Sewer system improvements and extensions
- Town-owned building construction and remodeling
- Parks and recreation facility construction and improvements
- Transportation improvements including streets, sidewalks, access management, greenways, etc.
- Emergency services buildings

Cost thresholds for capital improvements vary by community. Many communities set $50,000 as the minimum cost to be classified as capital improvement. However, a small community like Mount Pleasant may consider a threshold as low as $25,000. Capital Improvements Plans are consulted each budget cycle to include designated projects in the annual budget. The plans are typically updated a minimum of every five years. To maintain funding for capital improvements, communities should avoid dipping into available fund balance for operational costs and use capital reserve for capital costs.

Capital Improvements plans can help manage debt service and identify alternative funding sources including grants and available state funding. Debt methods to fund capital improvements include bonds, special assessments, and property secured debt. Pay-as-you-go funding methods include current revenue, capital reserves, capital recovery, fund balance, grants, and gifts.
VISION & GOALS

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.

The 2040 MTP was adopted in 2014 and amended in 2015. The plan is based on federal requirements to focus expenditures on projects that are supported by the residents and taxpayers of the Cabarrus-Rowan Urban Area. It is accompanied by the CTP index and map, adopted in March of 2017, which is the financially unconstrained, long-range plan of the future road network in 2040. It reflects the existing cross sections and rights-of-way and future cross sections and rights-of-way. The table below shows the cross sections in the adopted plan in contrast to the cross sections that the Town of Mount Pleasant prefers. Also, the Mount Pleasant Bypass is not preferred as proposed. The Town would prefer a boulevard to be incorporated as any future development occurs. Since none of the projects below are currently funded or in any upcoming funding cycles, the Town has time to work with the MPO to incorporate the preferred cross sections in future plan updates. Diagrams of the proposed and preferred cross sections are on the following pages.

TABLE 3.8 CTP INDEX PROJECTS BY 2040

<table>
<thead>
<tr>
<th>ID</th>
<th>PROJECT LOCATION</th>
<th>FROM</th>
<th>TO</th>
<th>2040 PROPOSED CROSS SECTION</th>
<th>2040 PREFERRED CROSS SECTION</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>NC HIGHWAY 49</td>
<td>COLD SPRINGS RD</td>
<td>WALKER RD</td>
<td>4B</td>
<td>4B WITH MA OR 4E</td>
</tr>
<tr>
<td>2</td>
<td>NC HIGHWAY 49</td>
<td>WALKER RD</td>
<td>NORTH DR W</td>
<td>4E</td>
<td>4E (NO SIDEWALKS)</td>
</tr>
<tr>
<td>3</td>
<td>NC HIGHWAY 49</td>
<td>NORTH DR W</td>
<td>NORTH DR E</td>
<td>4E</td>
<td>4F</td>
</tr>
<tr>
<td>4</td>
<td>NC HIGHWAY 49</td>
<td>NORTH DRIVE E</td>
<td>STANLY COUNTY</td>
<td>4E</td>
<td>4E (NO SIDEWALKS)</td>
</tr>
<tr>
<td>5</td>
<td>NC HIGHWAY 73</td>
<td>COLD SPRINGS RD</td>
<td>NC HIGHWAY 49</td>
<td>4C</td>
<td>4C WITH MA</td>
</tr>
<tr>
<td>6</td>
<td>NC HIGHWAY 73</td>
<td>NC HIGHWAY 49</td>
<td>SKYLAND DR</td>
<td>4F</td>
<td>4F</td>
</tr>
<tr>
<td>7</td>
<td>FRANKLIN ST (NC 73)</td>
<td>SKYLAND DR</td>
<td>COLLEGE ST</td>
<td>3B</td>
<td>3B</td>
</tr>
<tr>
<td>8*</td>
<td>FRANKLIN ST (NC 73)</td>
<td>COLLEGE ST</td>
<td>WASHINGTON ST</td>
<td>3B</td>
<td>2H MODIFIED (NO BIKE LANES)</td>
</tr>
<tr>
<td>9</td>
<td>FRANKLIN ST (NC 73)</td>
<td>WASHINGTON ST</td>
<td>BLUEBERRY ST</td>
<td>3B</td>
<td>3B</td>
</tr>
<tr>
<td>10</td>
<td>NC HIGHWAY 73</td>
<td>BLUEBERRY ST</td>
<td>STANLY COUNTY</td>
<td>4C</td>
<td>4E (NO SIDEWALKS)</td>
</tr>
<tr>
<td>11</td>
<td>BARRIER STORE ROAD</td>
<td>MT. PLEASANT RD</td>
<td>STANLY COUNTY</td>
<td>2B</td>
<td>2B</td>
</tr>
<tr>
<td>12</td>
<td>COLD SPRINGS ROAD</td>
<td>NC HIGHWAY 73</td>
<td>MT. PLEASANT RD</td>
<td>3A</td>
<td>3A WITH MA</td>
</tr>
<tr>
<td>13</td>
<td>IRISH POTATO ROAD</td>
<td>NC HIGHWAY 73</td>
<td>OLD SALISBURY RD</td>
<td>3A</td>
<td>3A WITH MA</td>
</tr>
<tr>
<td>14</td>
<td>MT. PLEASANT BYPASS</td>
<td>NC HIGHWAY 73</td>
<td>NC HIGHWAY 49</td>
<td>4B</td>
<td>2L WITH DIFFERENT ALIGNMENT</td>
</tr>
<tr>
<td>15</td>
<td>MT. PLEASANT ROAD S</td>
<td>NC HIGHWAY 200</td>
<td>COLD SPRINGS RD</td>
<td>2A</td>
<td>2A</td>
</tr>
<tr>
<td>16</td>
<td>MT. PLEASANT ROAD S</td>
<td>COLD SPRINGS RD</td>
<td>OLDENBURG DR</td>
<td>2B</td>
<td>2B WITH MA</td>
</tr>
<tr>
<td>17</td>
<td>MAIN ST S</td>
<td>OLDENBURG DR</td>
<td>LEE ST</td>
<td>2D</td>
<td>2E MODIFIED (NO BIKE LANES)</td>
</tr>
<tr>
<td>18*</td>
<td>MAIN ST</td>
<td>LEE ST</td>
<td>NC HIGHWAY 49</td>
<td>2D</td>
<td>2H MODIFIED (NO BIKE LANES)</td>
</tr>
<tr>
<td>19</td>
<td>MAIN ST N</td>
<td>NC HIGHWAY 49</td>
<td>FISHER RD</td>
<td>2D</td>
<td>2E</td>
</tr>
<tr>
<td>20</td>
<td>MT. PLEASANT ROAD N</td>
<td>FISHER RD</td>
<td>ROWAN COUNTY</td>
<td>2A</td>
<td>2A</td>
</tr>
<tr>
<td>21</td>
<td>ST. STEPHENS CHURCH RD</td>
<td>NC HIGHWAY 49</td>
<td>ROWAN COUNTY</td>
<td>2B</td>
<td>2B</td>
</tr>
<tr>
<td>22</td>
<td>WALKER RD</td>
<td>NC HIGHWAY 49</td>
<td>NC HIGHWAY 73</td>
<td>N/A</td>
<td>2B WITH MA</td>
</tr>
</tbody>
</table>

* TO INCLUDE INTERSECTION IMPROVEMENTS AT FRANKLIN ST. (NC 73) AND MAIN ST.
VISION & GOALS

Image 3.51: CTP Cross Sections

2A - 2 lane undivided with paved shoulders, posted speed 55 MPH

2B - 2 lane undivided with paved shoulders, posted speed 45 MPH or less

2D - 2 lane undivided with paved shoulders, sidewalks, posted speed 25-45 MPH

2E - 2 lane undivided with curb, gutter, sidewalks (modify to remove bike lanes), posted speed 25-45 MPH

2H - 2 lane undivided with curb, gutter, parking one side, sidewalks (modify to remove bike lanes), posted speed 25-45 MPH

2L - 2 lane divided with curb, gutter, bike lanes, sidewalks, posted speed 25-45 MPH

3A - 2 lane with center turn lane, paved shoulders, posted speed 25-55 MPH

3B - 2 lane with center turn lane, curb & gutter, posted speed 25-55 MPH
VISION & GOALS

V IMAGE 3.51 (CONTINUED) C TP PROPOSED AND PREFERRED CROSS SECTIONS

4B - 4 LANE DIVIDED WITH MEDIAN, PAVED SHOULDERS, SIDEWALKS
POSTED SPEED 35-55 MPH

4C - 4 LANE DIVIDED WITH MEDIAN, CURB, GUTTER, SIDEWALKS
POSTED SPEED 35-45 MPH

4E - 4 LANE DIVIDED WITH MEDIAN, PAVED SHOULDERS, SIDEWALKS
POSTED SPEED 35-55 MPH

4F - 4 LANE DIVIDED WITH MEDIAN, CURB, GUTTERS, SIDEWALKS
POSTED SPEED 35-45 MPH

MA - MULTI-USE PATH
ADJACENT TO RIGHT-OF-WAY
The adopted Cabarrus-Rowan MPO Comprehensive Transportation Plan (CTP) shows a proposed bypass around Mount Pleasant between Highways 49 and 73. The Town sees this as a detriment to the economic development of the downtown and prefers improvements to the intersection of Highway 73 (Franklin Street) and Main Street coupled with the introduction of more dispersed connections between Highway 49 and 73, as development occurs, extending and improving upon the street grid in the Town’s core (see example alternative shown in Map 3.15 under Strategy IS5). The Town would like to work with the MPO to remove this proposed project from the CTP.
3. Repair existing sidewalks and construct new pedestrian connections throughout Town.

**TABLE 3.9 PROPOSED ON-STREET PEDESTRIAN IMPROVEMENTS**

<table>
<thead>
<tr>
<th>PRIORITY</th>
<th>SEGMENT</th>
<th>STATE OR TOWN STREET</th>
<th>TYPE</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>FRANKLIN ST (NC 73) - MOOSE ROAD TO EASTOVER DR / B ST</td>
<td>State</td>
<td>5 ft. sidewalk - both sides</td>
</tr>
<tr>
<td>2</td>
<td>MAIN ST - NORTH DR TO OLDENBURG DR</td>
<td>State</td>
<td>5 ft. sidewalk - both sides</td>
</tr>
<tr>
<td>3</td>
<td>WASHINGTON ST - PARK DR TO LEE ST</td>
<td>Town</td>
<td>5 ft. sidewalk - one side</td>
</tr>
<tr>
<td>4</td>
<td>NC HWY 49 - NORTH DR W TO NORTH DR E</td>
<td>State</td>
<td>5 ft. sidewalk - both sides</td>
</tr>
<tr>
<td>5</td>
<td>NORTH DR E - PARENT DR TO NC HWY 49</td>
<td>State</td>
<td>5 ft. sidewalk - one side</td>
</tr>
<tr>
<td>6</td>
<td>MOUNT PLEASANT ROAD S - OLDENBURG DR TO MALIBU RD</td>
<td>State</td>
<td>8-10 ft. Multi-Use Path - one side</td>
</tr>
<tr>
<td>7</td>
<td>LEE ST - S MAIN ST TO EASTOVER DR</td>
<td>Town/State</td>
<td>5 ft. sidewalk - one side</td>
</tr>
<tr>
<td>8</td>
<td>SKYLAND ST N</td>
<td>State</td>
<td>5 ft. sidewalk - one side</td>
</tr>
<tr>
<td>9</td>
<td>EASTOVER DR - FRANKLIN ST TO LEE ST</td>
<td>Town</td>
<td>5 ft. sidewalk - one side</td>
</tr>
<tr>
<td>10</td>
<td>COLLEGE ST / BARRINGER DR - FRANKLIN ST TO S MAIN ST</td>
<td>Town</td>
<td>5 ft. sidewalk - one side</td>
</tr>
<tr>
<td>11</td>
<td>NORTH DR - NC HWY 49 TO CRESTWOOD</td>
<td>State</td>
<td>5 ft. sidewalk - one side</td>
</tr>
<tr>
<td>12</td>
<td>JACKSON ST - NORTH DR TO NC HWY 49</td>
<td>Town</td>
<td>5 ft. sidewalk - one side</td>
</tr>
<tr>
<td>13</td>
<td>COLLEGE ST / ELM ST - FRANKLIN ST TO N MAIN ST</td>
<td>Town</td>
<td>5 ft. sidewalk - one side</td>
</tr>
<tr>
<td>14</td>
<td>NC HIGHWAY 73 - GREEN ACRES CIR TO MOOSE ROAD</td>
<td>State</td>
<td>8-10 ft. Multi-Use Path - one side</td>
</tr>
<tr>
<td>15</td>
<td>WALKER RD - NC HWY 73 TO COLD SPRINGS RD</td>
<td>State</td>
<td>8-10 ft. Multi-Use Path - one side</td>
</tr>
<tr>
<td>16</td>
<td>MOOSE RD - NC HWY 73 TO FISHER RD</td>
<td>State</td>
<td>8-10 ft. Multi-Use Path - one side</td>
</tr>
<tr>
<td>17</td>
<td>FISHER RD - MOOSE RD TO NC HWY 49</td>
<td>State</td>
<td>8-10 ft. Multi-Use Path - one side</td>
</tr>
</tbody>
</table>
**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.

*MAP 3.14 POWELL BILL MAP*

**What is a Powell Bill Map?**

The Powell Bill program provides state aid to municipalities for municipal street maintenance. The program is established under NC General Statute 136-41.1-4. Municipalities are required to create a Powell Bill Map showing all state-maintained, municipal-maintained, and privately maintained streets. These maps must be updated annually.
ISS. 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.

▲ IMAGE 3.52 MOUNT PLEASANT FIRE STATION - EXISTING

▲ IMAGE 3.52 MOUNT PLEASANT FIRE STATION - PROPOSED MAIN STREET ELEVATION

Source: Milligan Architecture Inc., 2017
What is a Public Protection Classification?

The Office of State Fire Marshal (OSFM) collects and evaluates information from communities in North Carolina on their structure fire suppression capabilities. This data is analyzed using the Fire Suppression Rating Schedule (FSRS) and then a Public Protection Classification (PPC) grade is assigned to the community. The PPC grade is on a scale of 1 to 10. A Class 1 represents an exemplary fire suppression program. A 10 indicates an area that does not meet OSFM’s minimum criteria. These ratings are a factor determining insurance rates for an area.

The Mount Pleasant Fire Department’s most recent review was conducted in the summer of 2017. The Town received a Class 4 rating. This is an improvement over the previous Class 6 rating. The rural area served by the Mount Pleasant Fire Department improved from a Class 9 to a Class 5.

Additional improvements could be made in the following areas in the future to further improve the PPC grades for Mount Pleasant:

- Dispatch circuits
- Emergency dispatch protocols
- Engine companies
- Reserve pumpers
- Ladder service
- Company personnel
- Additional training
- Water supply system & hydrants
- Fire prevention & code enforcement
- Public fire safety education
- Fire Investigation programs

As the population of eastern Cabarrus County grows, the Town of Mount Pleasant may consider an additional station closer to Concord, in the vicinity of the Cabarrus Events Arena. A joint facility with the City of Concord may be considered.
**IS7.** Pursue access management and aesthetic improvements through reduced curb cuts, streetscape enhancements, and inter-development connectivity between adjacent sites.

![IMAGE 3.54 NO ACCESS MANAGEMENT](image1)

![IMAGE 3.55 CONTROL OF ACCESS RETROFIT](image2)

**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 provide high quality services and funding for the Capital Improvement Program while remaining competitive with peer communities.

How does Mount Pleasant’s tax rate measure up?

State law requires counties to reassess property values every eight years, although most counties are on a four-year cycle. Cabarrus County operates on a four-year cycle, with its latest revaluation occurring in 2016. To calculate ad valorem tax revenue, real property tax base is divided by $100 and then multiplied by the tax rate. The larger the tax base, the larger the potential revenue. The maximum tax rate in North Carolina is $1.50. The table below shows how Mount Pleasant’s rate measures up to area jurisdictions.

Mount Pleasant has a current tax base of $242,773,793 and a tax rate of $0.505 per $100 of valuation. Cabarrus County’s tax rate is $0.70 per $100 of valuation. That makes the effective tax rate for properties within Mount Pleasant’s town limits of $1.205. For the Town of Mount Pleasant every penny of tax rate generates approximately $24,277 of revenue.

Mount Pleasant has a significantly higher tax rate and significantly lower tax base than most of its peer jurisdictions.

The current undesignated general fund balance for Mount Pleasant is $960,899, which is an approximately 57% ratio to the annual budget. The Local Government Commission requires a minimum fund balance of 8%, but most jurisdictions conservatively keep between 35 and 50%. The Town’s financial policy sets a minimum fund balance threshold of 42%. An excess fund balance of greater than 42% should be considered for capital improvements.