



MOUNT PLEASANT

EST. 1859

NORTH CAROLINA

Mount Pleasant

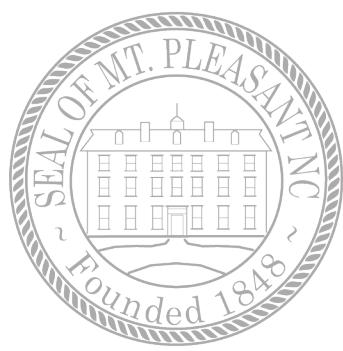
North
Carolina

Comprehensive Plan

Prepared for
Town of Mount Pleasant

Prepared by
Benchmark Planning

Adopted
June 10, 2025



ACKNOWLEDGMENTS

BOARD OF COMMISSIONERS

Tony Laphis, Mayor
Lori Furr, Mayor Pro Tem
Christopher Carter
Steven Dixon
William Meadows
Justin Simpson

TOWN STAFF

Randy Holloway, Town Manager
Erin S. Burris, AICP, Asst. Town Manager / Planning Director
Amy Schueneman, CMC, Town Clerk / Finance Officer
Crystal Smith, MCA, Human Resources/Events Director
Darrel Layton, Public Works Director
Dustin Sneed, Fire Chief
Richard McMillan, Town Engineer
John Scarbrough, Town Attorney

PLANNING & ZONING BOARD

William W. Moose, Jr., Chair
Rick Burleyson, Vice Chair
Bridget Fowler
Jonathan Helms
Liz Poole
Kiesha Garrido

PREPARED BY

Benchmark Planning

DATE ADOPTED

TBD

TABLE OF CONTENTS

Executive Summary	i
1 INTRODUCTION & CONTEXT	
Purpose Of The Plan.....	1
Town Context	1
Plan Context	3
Planning Area	4
Community Profile	6
Housing profile	11
Economic profile	17
Existing conditions profile	21
Previous Plans & Studies	37
2 COMMUNITY INPUT	
Community Survey.....	46
Public Drop-In Meeting.....	62
Focus Group Interviews	63
3 VISION AND GOALS	
Vision.....	65
Community character.....	67
Economic Development.....	75
Land Use & Growth Management	83
Downtown	99
Parks & Recreation.....	112
Infrastructure & Services	123
4 IMPLEMENTATION	
Implementation Overview	139
Implementation Matrix	142



MOUNT PLEASANT

EST. 1859

NORTH CAROLINA

EXECUTIVE SUMMARY

In March of 2024, the Town of Mount Pleasant embarked on the process of updating its 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 March 2024, and the general planning process included:

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

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

- Embracing small-town character through historic preservation
- 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 transportation network for vehicles and pedestrians
- Upgrading outdated infrastructure and providing for its long-term maintenance
- Diversifying the economic base and improving long-term fiscal health
- Preserving surrounding farmland through controlled growth

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, and a vibrant downtown for residents and visitors alike.

GOALS



COMMUNITY CHARACTER

Embrace Mount Pleasant's small-town charm, history, and rural atmosphere as catalysts for revitalization and economic development, while remaining a safe, family-oriented community.



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 of controlled growth, where adequate infrastructure exists, that complements the character of the Town, promotes economic development, protects environmentally sensitive areas, and preserves surrounding farmland, and provides adequate 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 while remaining a safe, family-oriented community.

CC1. Continue to work with property owners to preserve and rehabilitate historic structures through education, coordination with the State Historic Preservation Office, and the existing facade improvement program.

CC2. Resume efforts to provide attractive landscaped signage with the Town's new logo at gateways into Town, and continue to work with Explore Cabarrus to update wayfinding signage as new points of interest are added in the area.

CC3. Continue to identify locations for the Layers of History Mural Program and seek NC Arts Council grant funding for the installation of murals.

CC4. Continue with proactive code compliance and enforcement efforts by providing community education and a clear process for bringing properties into compliance.

CC5. Work with Cabarrus County Sheriff's Department to utilize community-oriented policing principles, engaging with residents and businesses to identify and resolve issues related to traffic enforcement, property crime, and overall safety.



STRATEGIES



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

ED1. Continue to market Mount Pleasant as a place to experience local history, outdoor activities, and agriculture with all the charms of small-town life.

ED2. Complete the Pleasant Life website to provide up-to-date information about local history, organizations, businesses, park facilities, events, venues, and tourism offerings in the area.

ED3. Identify key locations and opportunity sites that would support light industrial uses and retail uses and work with the Cabarrus Economic Development Corporation (EDC) to market these sites.

ED4. Work with the Cabarrus EDC and Mount Pleasant High School to encourage partnerships between local businesses and students participating in Career and Technical Education (CTE) and the Architecture and Construction Academy.

ED5. Encourage new businesses to use the resources available through the Cabarrus Center.



**Conceptual Plan for a
Light / Flex Industrial Park
on NC Highway 73**

STRATEGIES



Establish a sustainable land development pattern of controlled growth, where adequate infrastructure exists, that complements the character of the Town, promotes economic development, preserves environmentally sensitive areas and surrounding farmland, and provides adequate open space and recreational opportunities.

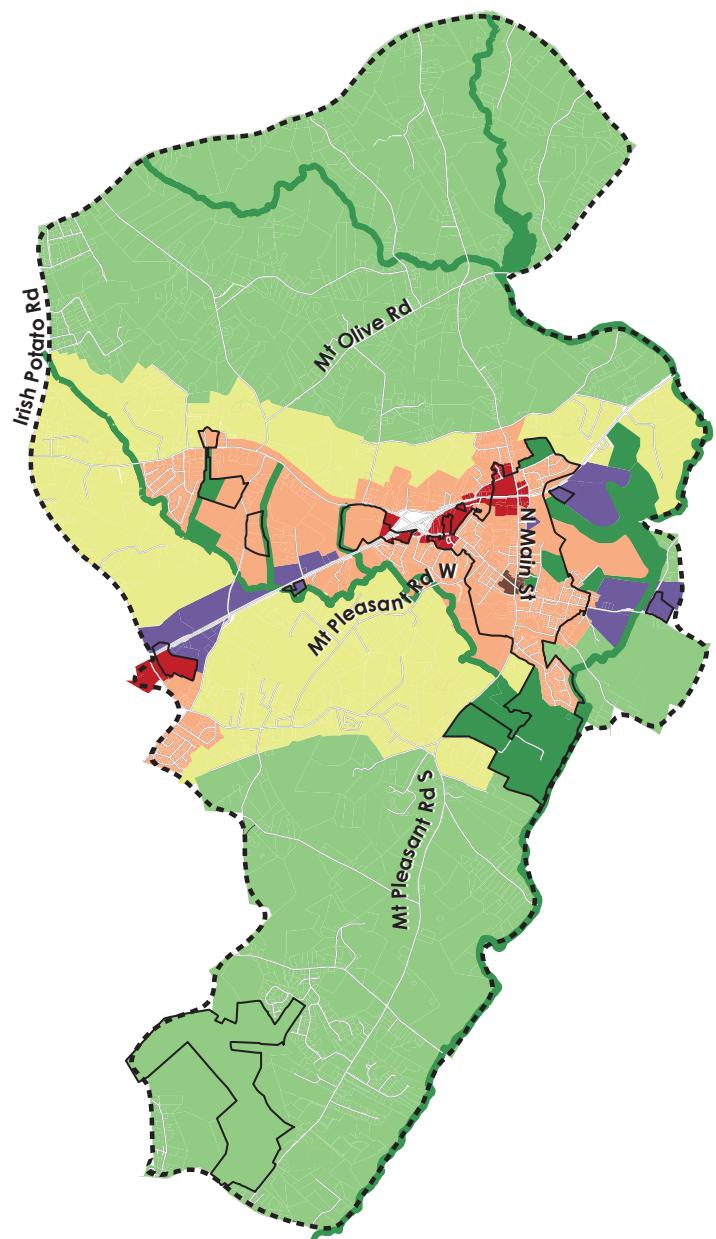
LU1. Utilize the Future Land Use Map to encourage development that is compatible with its surroundings and available infrastructure while discouraging development of identified conservation areas.

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

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

LU4. Work with Cabarrus County to implement the strategies of the Farmland Preservation Plan.

LU5. Encourage conservation development as an option for new residential development to preserve additional open space, forestland, and farmland.



STRATEGIES



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

DT1. Implement strategic catalyst projects to continue the revitalization of Downtown.

DT2. Continue to improve downtown parking by:

- Completing improvements to parking in the southwest quadrant of downtown
- Connecting existing parking areas in the northwest quadrant of downtown
- Initiating additional public parking agreements with private property owners
- Use alleys to make pedestrian connections from street fronts to parking areas

DT3. Complete infrastructure and streetscape improvements in Downtown, including the following:

- Stormwater improvements
- Utility Duct Bank Installation
- Streetscape improvements - brick paver strip, trees, lighting



DT4. Continue to work with the Cabarrus Arts Council to rehabilitate and utilize the old theater building for an entertainment and performing arts venue.

DT5. Encourage the rehabilitation and reuse of the old service station at the southeast corner of Highway 73 and Main Street.

DT6. Encourage the construction of compatible infill buildings within downtown.



STRATEGIES



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

PR1. Work with Cabarrus County Active Living & Parks Department to implement its Master Plan strategies in Eastern Cabarrus County, including the completion of the Virginia Foil Park and the 600-acre Nature Park on St. Stephens Church Road.

PR2. Complete park improvements on Town Hall property to include a splash pad, walking trails, and downtown connections with a social plaza.

PR3. Work with local organizations to host additional events at McAllister Field stage pad to potentially include movie nights and concerts.

PR4. Work with Carolina Thread Trail to update the Cabarrus County Thread Trail Master Plan and complete additional trail segments identified in the plan. Focus on the "Gold Rush Trail" connection between Gold Hill and Reed Gold Mine.

PR5. Work towards creating a town-funded recreation and events coordinator position to manage parks facilities, coordinate with youth leagues and private recreation facilities, and coordinate with other local organizations to host one large event each season and other smaller events throughout the year.

PR6. Continue working with the Catawba Lands Conservancy to preserve and promote the Buffalo Creek Preserve while seeking additional recreational and educational opportunities.



STRATEGIES



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. Maintain and update Capital Improvements

List annually to plan for infrastructure projects. Break down the Capital Improvements List into categories:

- Water and Sewer
- Stormwater
- Transportation (Streets and Sidewalks)
- Downtown
- Town Hall Property
- Parks and Recreation
- Emergency Services

IS2. Work with the MPO to frequently review and implement the Comprehensive Transportation Plan (CTP) and continue to pursue State TIP funding for the Mount Pleasant Connector and Highway 49 Widening projects.

IS3. Implement Pedestrian Project Acceleration Plan and look ahead to future pedestrian needs.

IS4. Continue to monitor and adjust the Pavement Condition Rating (PCR) list for Town-maintained roads and supplement Powell Bill funds to pave priority street segments on an annual basis while working to upgrade deficient streets for Powell Bill eligibility.

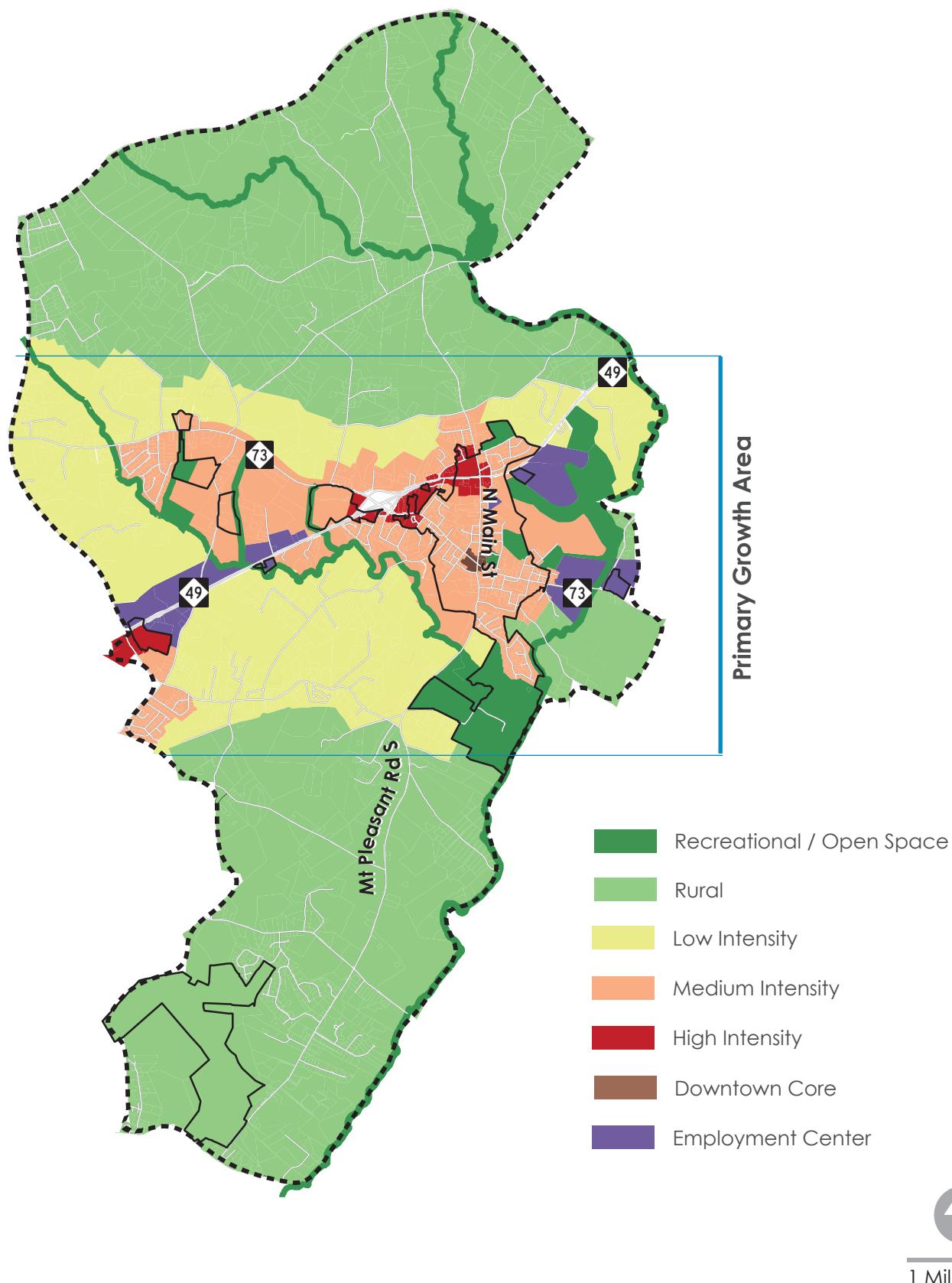
IS5. Complete high priority improvements from the 2007 Water & Sewer Master Plan including the installation of water mains as the backbones of the water system, installation of the Lower Adams Creek Sewer Outfall, and improvements to the water intake and treatment process.

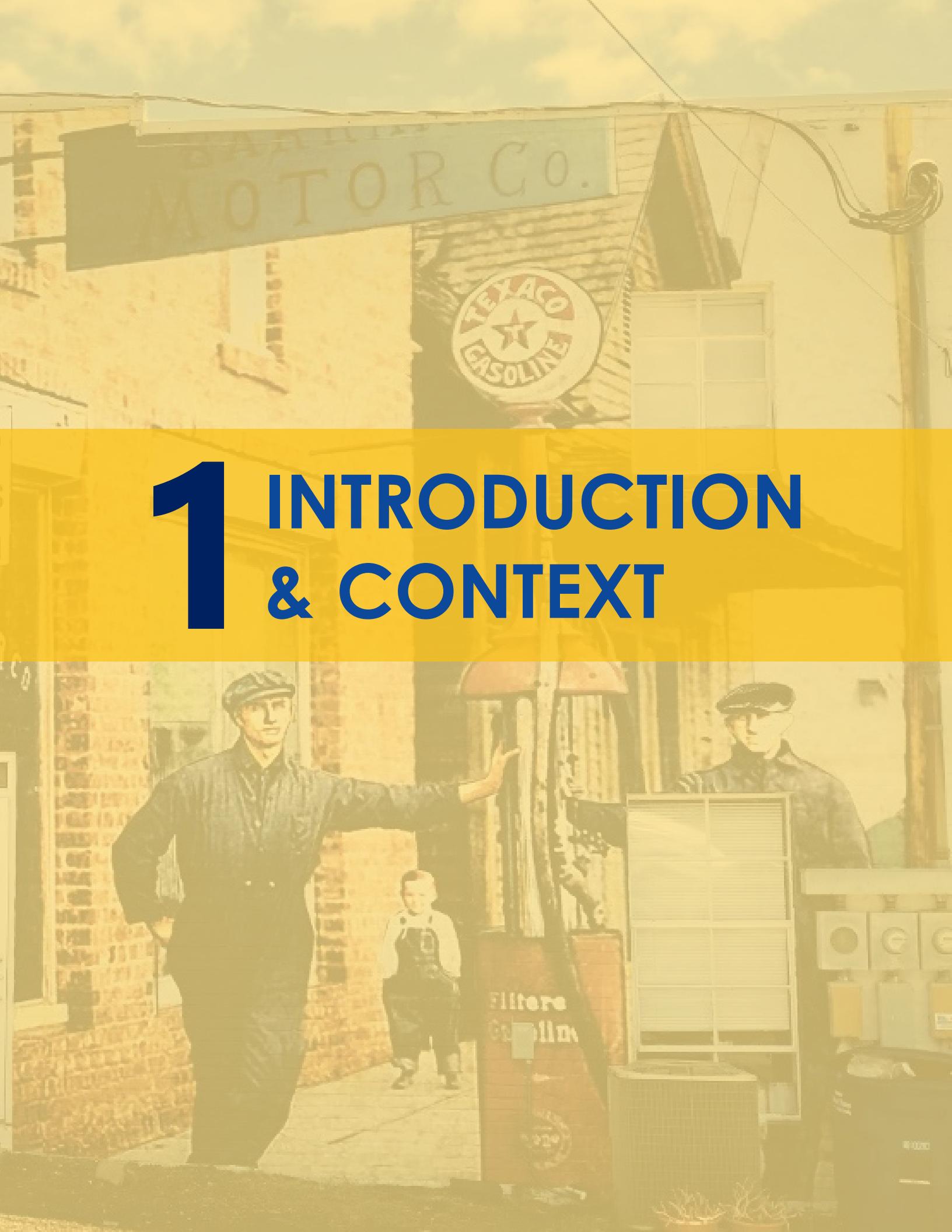
IS6. Work with the Water and Sewer Authority of Cabarrus County (WSACC) to identify and implement new small scale wastewater treatment opportunities in the Mount Pleasant area to supplement the Rocky River Regional Wastewater Treatment Plant (RRRWTP).

IS7. Work collaboratively with Cabarrus County and other educational and emergency services organizations to provide a multi-purpose emergency services facility on Walker Road, and work towards creating and funding full-time fire personnel positions.



▼ FUTURE LAND USE MAP





1 INTRODUCTION & CONTEXT

INTRODUCTION & CONTEXT

The Town of Mount Pleasant Comprehensive Plan establishes action-oriented implementation strategies for achieving the broad vision and goals of the community to have a strong and vibrant future. The Plan looks at past and current development trends and plans, analyzes demographic and economic data, captures an image of what the community desires, and presents prioritized methods to fulfill the vision.

PURPOSE OF THE PLAN

Since the Town's Comprehensive Plan was adopted in 2017, the North Carolina Legislature adopted regulations requiring communities which implement zoning to adopt a Comprehensive Plan. The Plan should meet broad requirements, including considering the existing and future use of land. This Comprehensive Plan utilizes information from previous planning efforts, analysis of existing conditions, and input from citizens and community stakeholders to set forth a "blueprint" for the future of Mount Pleasant. It sets the vision for what the community would like to become and identifies strategies which will be followed in order to realize that vision.

The Plan is comprised of goals and strategies that provide a framework for decision-making and the allocation of resources as they relate to the long-term development of the Town. It is implemented over time through annual budgeting, collaborative work, development projects, and zoning decisions. Specifically, local governments must provide a statement that describes whether its actions considering zoning amendments are consistent with the adopted Comprehensive Plan.

TOWN CONTEXT

The Town of Mount Pleasant is located in eastern Cabarrus County, on the northeast edge of one of the country's most vibrant urban regions. It offers easy access to Charlotte's big-city amenities while providing a quaint small town feel that is both suburban and rural.

Settlement in Mount Pleasant dates back to the mid-1700s, when a campsite called "Mount Comfort" provided a resting place between Salisbury and "Charles Town." The Town emerged as a small village in the 1830s and was named Mount Pleasant for its picturesque location and its high elevation between Adams and Buffalo Creeks. Incoming German settlers gradually gravitated to the site and by 1859, the population was sufficient for incorporation as a town.

It's initial founding centered around educational institutions and agrarian activity. In the period before the Civil War, Mount Pleasant, along with the rest of Cabarrus County, remained on the perimeter of the State's economic mainstream. Although some benefit was derived from added roads and railroads, small, self-sufficient farms were still the rule.

▼ IMAGE 1.1 FORMER MOUNT PLEASANT COLLEGIATE INSTITUTE

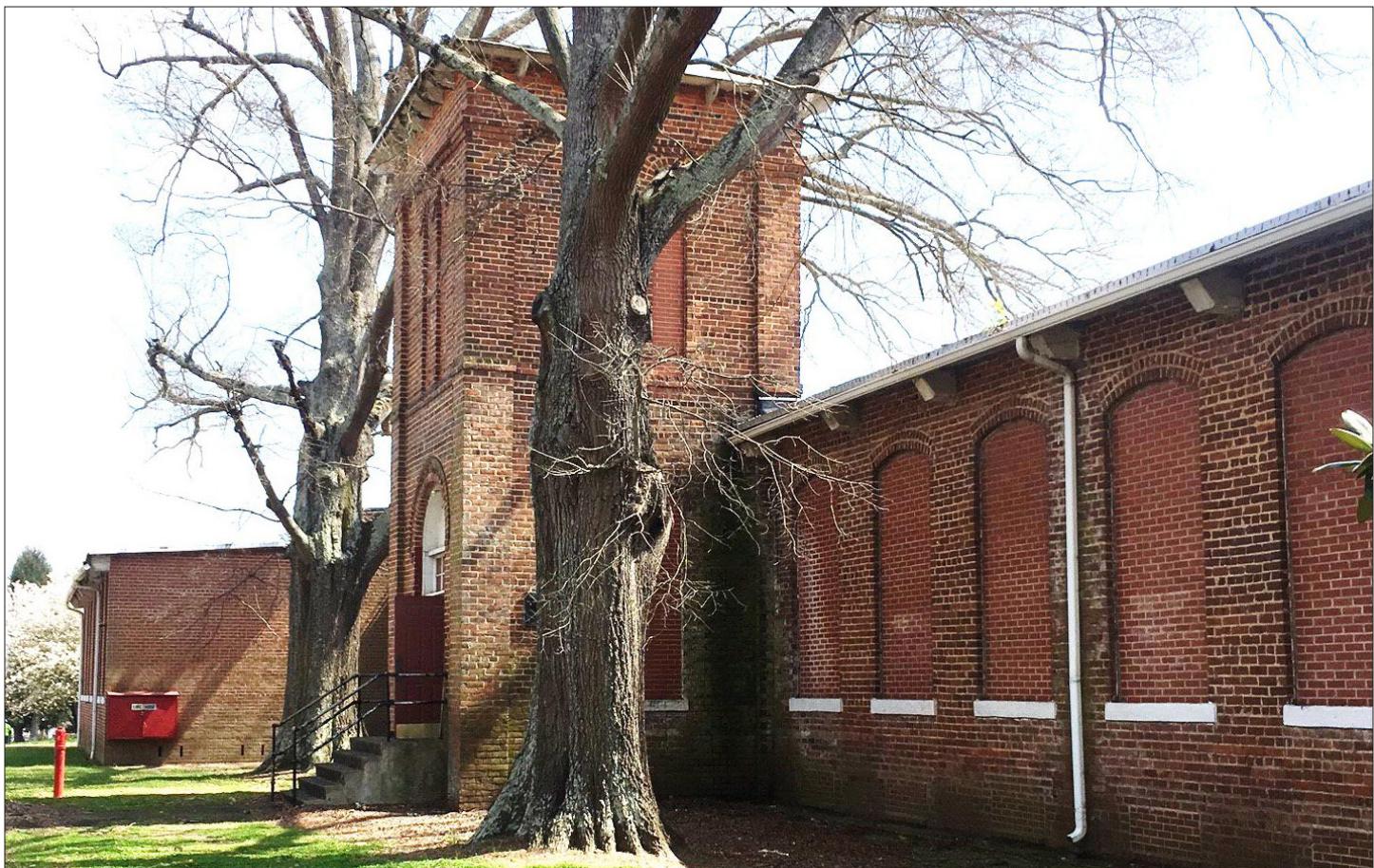


Mount Pleasant endured the disruptions of the Civil War, including a suspension of the college, and emerged as an intact community. Commerce made a modest increase as a larger volume and a wider variety of manufactured goods became available via Concord and the North Carolina Railroad. By 1868, there were three general stores, as well as three grist mills to grind the local crops of corn, oats, and wheat into meal and flour. By 1869, there were eight mills and three doctors serving the growing population. With a population of 550 in 1890, Mount Pleasant was beginning to embark on a period of manufacturing development that would be more significant than its earlier commercial expansion.

The revival of Cabarrus County's textile industry coincided with the development of cotton as a staple crop and the revitalization of the North Carolina Railroad; leading two yarn and cotton mills to be established in the Town. The Mount Pleasant Lumber Company and the Mount Pleasant Milling Company were also established around this time.

Though bustling with industry, a major drawback to economic growth was the lack of a direct railroad connection. Throughout its years of expansion, Mount Pleasant continued in a decidedly rural manner. A 1905 photograph shows a quiet dirt road with widely spaced homes and the predominantly spread out, small-scale development of the Main and Franklin Streets crossroad.

▼ IMAGE 1.2 FORMER TUSCARORA YARN MILL



By 1940, the population of the Town topped 1,000. While Mount Pleasant has generally grown at a steady rate since, it has not seen near the amount of growth experienced in other parts of Cabarrus County.

Between 1980 and 1990, the Town lost population for the first time (dropping from over 1,200 to around 1,000 residents). This coincides with the closures of mills, similar to what occurred throughout the United States during this time period. Since 1990, the Town has continued to grow, reaching a population of around 1,700 today. However, the economic base has shifted toward tourism and retail, with limited industry in its borders.

PLAN CONTEXT

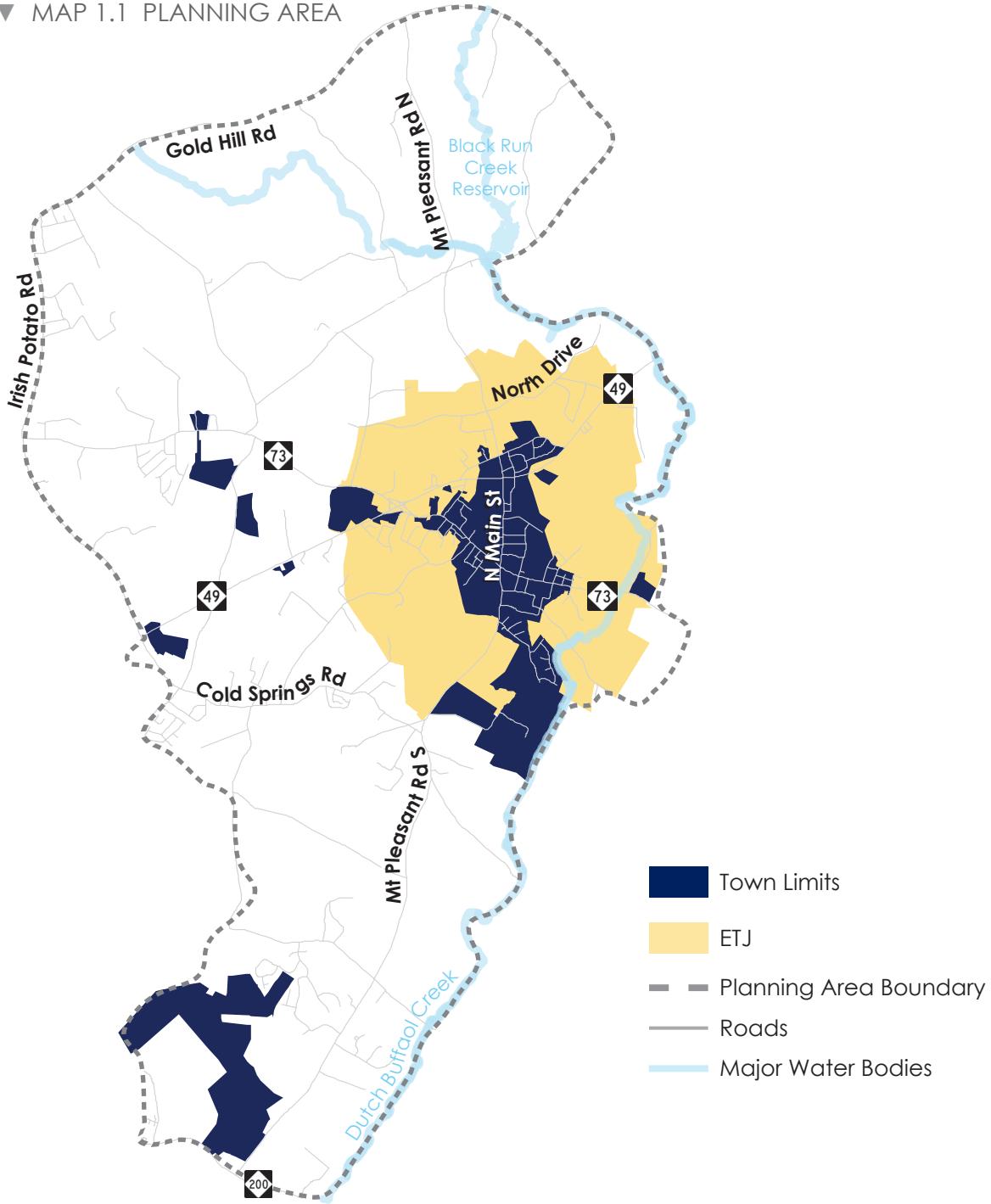
The Comprehensive Plan, which was adopted in 2017, sets goals and provides strategies for community character, economic development, land use, growth management, downtown, parks / recreation, infrastructure, and public services. This long-range planning and visioning process has helped the Town initiate many vital projects to implement the goals identified by citizens in 2017. It is important to pause every five-to-ten years to take an assessment of the work that has been achieved and the overall direction the Town is headed. This Comprehensive Plan update is intended to do that.

PLANNING AREA

One major change since the last Comprehensive Plan is an expansion of the Planning Area. For this update, the Planning Area includes the entire municipal limits, the Town's Extraterritorial Jurisdiction (ETJ), as well as areas of influence between the Town's reservoir to the north and the satellite annexation to the south.

The Town recognizes that it does not have jurisdiction over the entire planning area, and worked with Cabarrus County during the planning process to plan for uses outside of the Town's extraterritorial jurisdiction (ETJ). It is intended that the land use recommendations of this plan will be incorporated into an updated Cabarrus County Eastern Area Land Use Plan.

▼ MAP 1.1 PLANNING AREA





MOUNT PLEASANT

EST. 1859

NORTH CAROLINA

COMMUNITY PROFILE

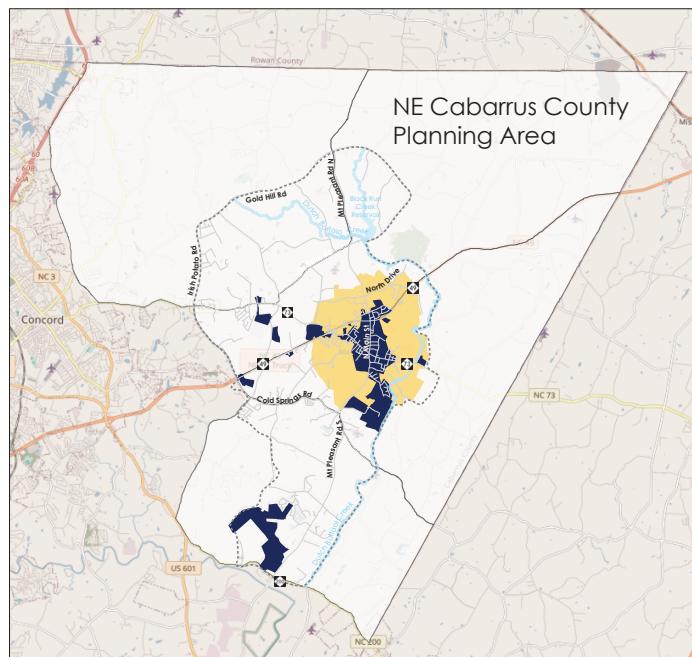
For most of its history, Cabarrus County has witnessed an immense amount of population growth. Due largely to its proximity to Charlotte, as well as its relatively central location, Cabarrus County has been amongst the fastest growing counties in the State for decades. Between 2010 and 2020, the County grew by almost 50,000 residents making it the 10th fastest growing county in North Carolina.

As can be seen on the map on the following page, Cabarrus County is in the first tier of counties outside of Mecklenburg; many of which witnessed a higher rate of growth in the last decade than Mecklenburg County itself. Counties located further north and east of Cabarrus noted significantly lower rates of growth during this same time period. While the County as a whole has witnessed significant growth, much of this growth occurred on the western edge of the County, particularly in Kannapolis and Concord. While the County grew by almost 50,000 people, the Town of Mount Pleasant grew by just 20 people between 2010 and 2020.

POPULATION

The Town of Mount Pleasant was home to just over 1,000 residents in 1990. By 2000, this climbed to 1,259 and then up to 1,652 by 2010. As of the 2020 Census, the Town was home to 1,671 residents. Though the Town itself has not been growing quickly, the area surrounding the Town has seen slightly more growth. In 2010, an area dubbed “northeastern Cabarrus County” was home to 16,841 residents. This grew by almost 800 residents in the last decade.

▼ FIGURE 1.1 GEOGRAPHICAL COMPARISON



▼ TABLE 1.1 POPULATION DATA COMPARISON

Source: US Census Bureau, Census (1990 - 2020)

	1990	% CHANGE 1990 - 2000	2000	% CHANGE 2000 - 2010	2010	% CHANGE 2010 - 2020	2020
NORTH CAROLINA	6,628,637	21.4%	8,049,313	18.5%	9,535,483	9.5%	10,439,388
CABARRUS COUNTY	98,935	32.5%	131,063	35.8%	178,011	64.4%	225,804
MOUNT PLEASANT Town	1,027	22.6%	1,259	31.2%	1,652	1.2%	1,671
NE Cabarrus County Planning Area	-	-	14,569	15.6%	16,841	3.7%	17,459

▼ MAP 1.2 REGIONAL POPULATION CHANGE



Population Change (Percent, 2010 - 2020)

- Lost Population
- 0 - 4% Growth
- 5 - 11% Growth
- 12 - 22% Growth
- 23 - 28% Growth

- - - State Line
- Roads

Source: U.S. Census Bureau, Decennial Census (2010, 2020)

PROJECTED GROWTH

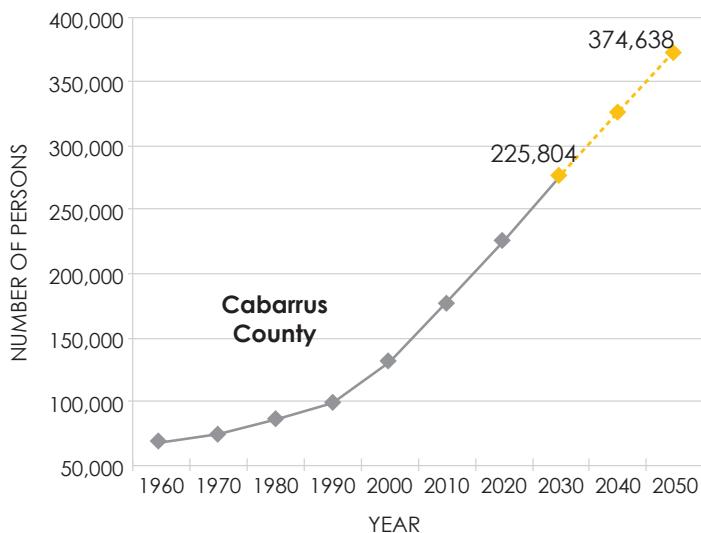
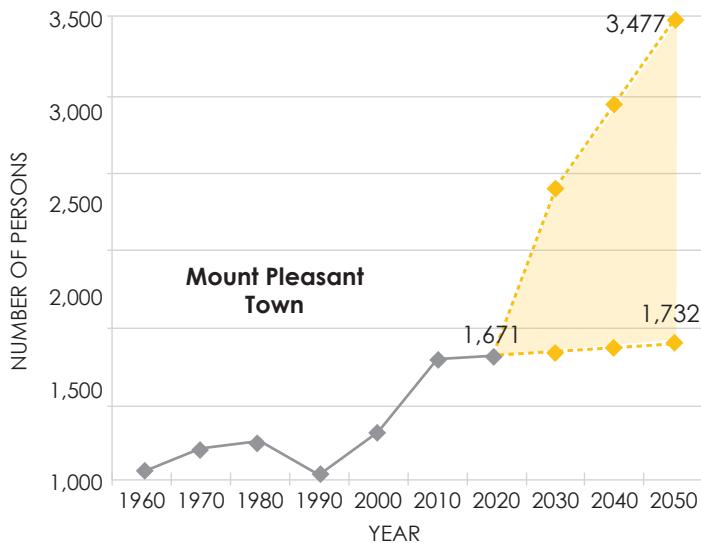
The North Carolina Demographer develops population projections for counties throughout the State every few years. The most recently developed projection for Cabarrus County projects growth through 2050. As noted before, the County has seen a significant amount of growth in recent decades and the State projects that to continue. In fact, the State projects that Cabarrus County will grow by almost 15,000 people by the year 2050, reaching a population near 375,000 residents.

▼ FIGURE 1.2 HISTORIC & PROJECTED POPULATION DATA

Source: US Census Bureau & NC Office of Budget & Management; Town Projections are calculated using a constant share method based on NC projections for the County



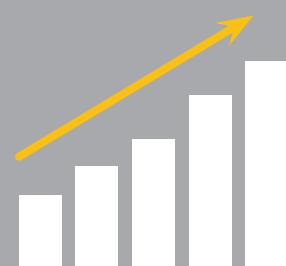
If the Town of Mount Pleasant were to grow at a similar rate as the entire County, it would more than double its population, growing to almost 3,500 residents by 2050. However, as noted previously, the Town has witnessed significantly less growth, and if it continued growing at a modest rate, it would be home to just 1,732 residents by 2050. The actual population of the Town is likely to grow somewhere in the middle of these two figures, potentially reaching approximately 2,600 residents by 2050.



FASTEST GROWING COUNTIES IN THE STATE

Source: United States Census Bureau, 2010 - 2020

10th
fastest
growing county
in North Carolina



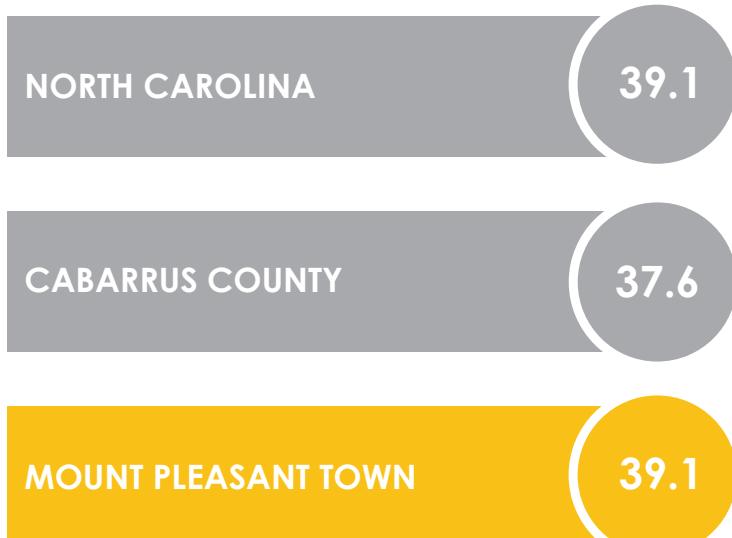
Cabarrus County is the 10th fastest growing county in the state of North Carolina from 2010-2020. The majority of projected growth will be from net migration (verses natural increases from births and deaths) projected at 82% of growth between 2020 and 2030.

AGE

Relative to the County and the State, the Town has a comparable median age. However, the old-age and child dependency ratios in Town are slightly higher than the larger geographies. This is primarily because there are a higher portion of children and elderly residents in Town than in the other geographies, averaging out the median age but increasing dependency.

▼ FIGURE 1.3 MEDIAN AGE COMPARISONS

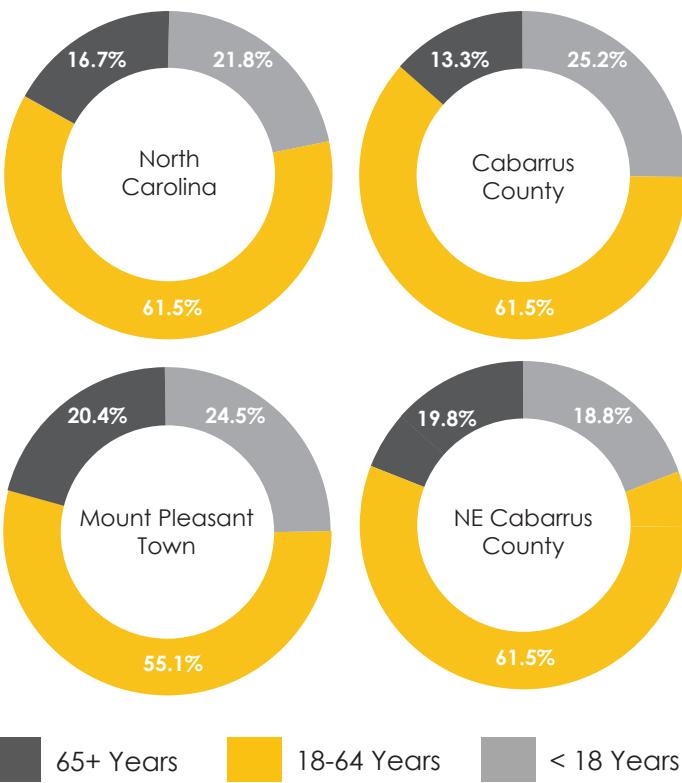
Source: American Community Survey (2022)



Since 2010, old age dependency has increased by 13.6% in Town, as more people have aged without younger people moving into the community. Still, these age-related indicators are not severe by any means.

▼ FIGURE 1.4 DISTRIBUTION OF AGE GROUPS

Source: American Community Survey (2022)



39.1

Median Age

25%

Under 18

20%

Over 65

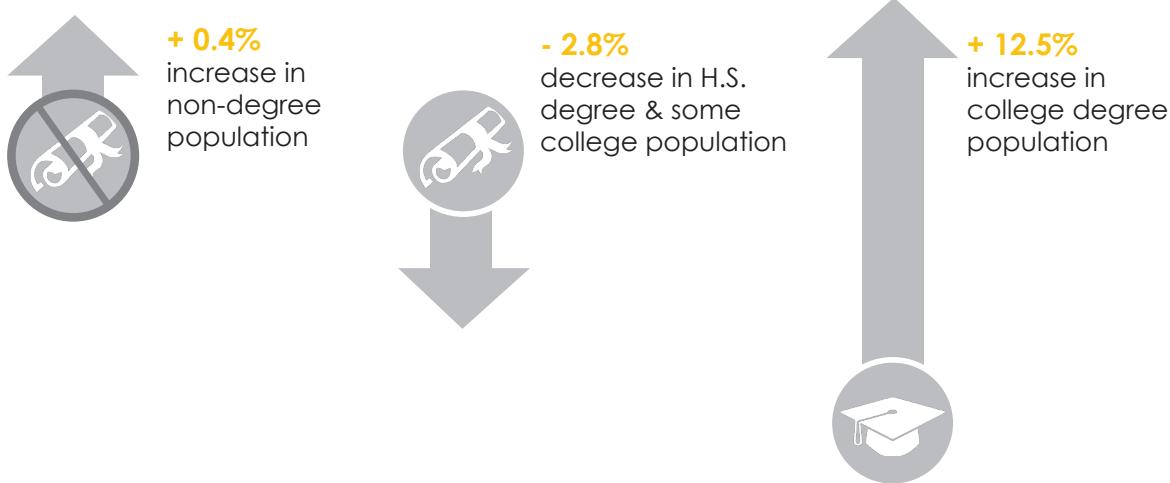
EDUCATION

The Mount Pleasant Planning Area has three public schools, including an elementary, middle, and high school. All three of the schools performed around average in terms of end-of-course tests. There is a slightly higher portion of residents who do not have a high school degree or who have graduated high school but not pursued higher education in the Town than in the County and State. However, educational attainment rates in northeastern Cabarrus County are notably lower than in Town.

In fact, the portion of residents with an Associate's or Bachelor's degree is slightly higher in the Town than in the other geographies. When considering advanced degrees (Masters, PhDs, and other professional degrees), the Town is more educated than the region and State but not than the County.

▼ FIGURE 1.5 TREND COMPARISON (NET CHANGE 2012-2022, % OF 25 YRS.+ POPULATION)

Source: US Census Bureau, American Community Survey (2012-2022)



REPORT CARDS ARE IN!

Source: North Carolina School Report Card Report, 2022 - 2023

- B 56% / 77% / 83%**
Reading / Math / Science
- C 51% / 55% / 75%**
Reading / Math / Science
- C 61% / 72% / 59%**
English / Math / Biology

Mount Pleasant Elementary School students performed better than the State and comparable to the District on their end-of-course tests (percentage of student's scores at or above Grade Level). The Middle School performed similarly to the State and the District. The High School students scored a lower percentage than the State in English and Math, but higher in Biology. The High School performed similar to the State and District for each test type.

HOUSING PROFILE

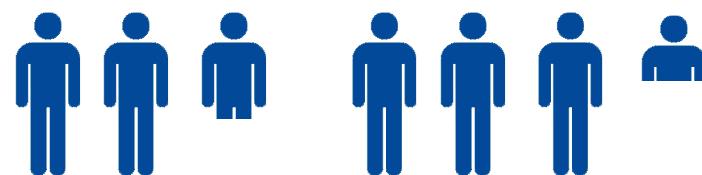
The Housing Profile provides data and analysis regarding the household composition, housing tenure and occupancy, and housing stock for the Town compared to the County, State, and region.

Household sizes within the Town and Planning Area are slightly smaller than the County but larger than the State. While average household sizes have remained the same in the State since 2010 (2.48 people), they have increased in all other geographies. While Cabarrus County witnessed an increase in family households since 2012, The Town and surrounding area saw an increase in non-family households. However, the majority of households in Town (71.4%) are still considered to be family households.

Across the State and region, owner occupancy has decreased slightly in the last decade. This shift has been more noticeable in smaller geographies, such as Mount Pleasant, where owner-occupancy dropped from 76.9% in 2012 to 72.7% in 2022. During this same time, the number of occupied homes increased by 44 units. Vacancy rates have jumped notably since 2012, though it is believed that this is partially an error in Census data collection.

The majority of Mount Pleasant's housing stock is single family homes (85.3%), higher than the region and State. The housing stock in Mount Pleasant is also notably older than the larger geographies, with almost 80% of homes being constructed more than 40 years ago. This is partially due to a large number of historic homes but is also inflated by limited recent development.

Some construction of newer housing may be needed to replace older, unmaintained housing lost through attrition, simply to maintain a healthy and modest rate of growth. Homes in the Town have an average median value, well within an affordable range to accommodate middle income families.

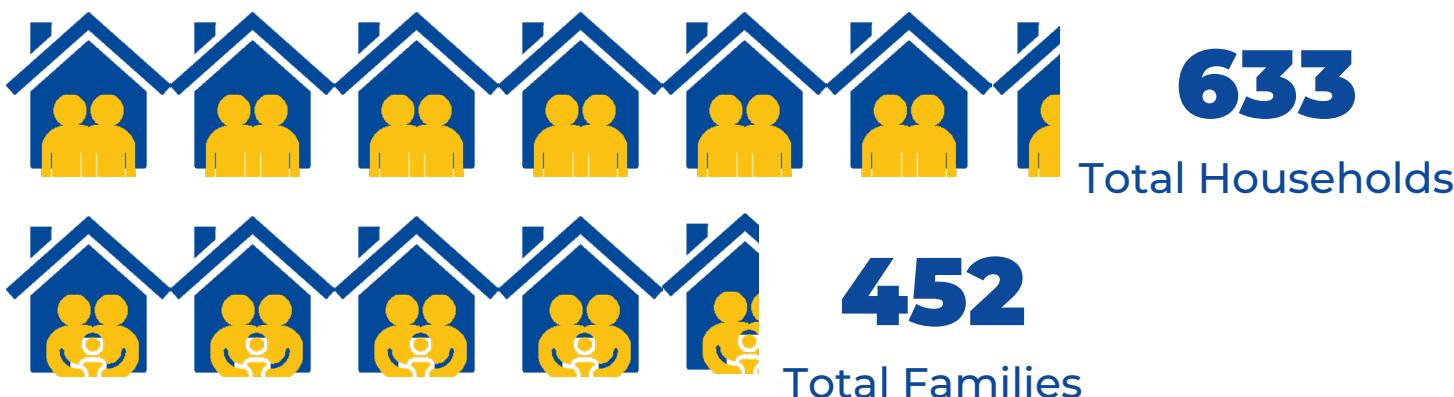


2.71

Average Household Size

3.29

Average Family Size



HOUSEHOLD COMPOSITION

There are 633 total households in the Town; 452 of which are family households. Family households include a combination of people who are either related by blood or marriage, and does not necessarily indicate married couples with children. While the average household size in Mount Pleasant is 2.71, the average family size is 3.29. This is similar to, though slightly smaller than, the average household sizes in northeastern Cabarrus County and the County as a whole. It is larger than the average household size in North Carolina.

The composition of households is categorized into three groups: individual households, family households, and non-family households. There are slightly fewer family households in the Town than in the region and County, though more than in the State. There are a similar portion, though slightly higher, of individual and non-family households in the Town than in the region and County. Since 2012, there has been a slight decrease in family and individual households in the Town. There has been a slight increase in non-family households in Mount Pleasant.

▼ TABLE 1.2 HOUSEHOLD COMPOSITION COMPARISONS

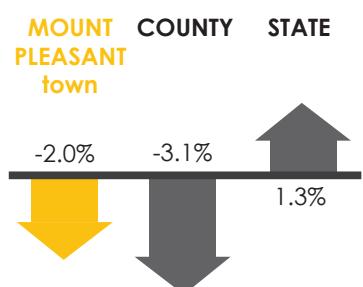
Source: US Census Bureau, American Community Survey (2022)

	North Carolina	Cabarrus County	NE Cabarrus County	Mount Pleasant Town
Total Households (2022)	4,105,232	76,880	6,065	633
Total Households (2010)	3,745,155	65,666	6,300	619
Change in Households (2010 - 2022)	9.6%	17.1%	- 3.7%	2.3%
Average Household Size (2022)	2.48	2.92	2.75	2.71
Average Household Size (2010)	2.48	2.69	2.63	2.56
Change in Average Household Size (2010 - 2022)	0.0%	8.6%	4.4%	5.9%

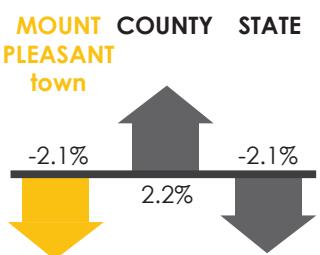
▼ FIGURE 1.6 SELECTED COMPARISON OF CHANGES IN HOUSEHOLD TYPES (NET CHANGE, 2012-22)

Source: American Community Survey (2012-2022)

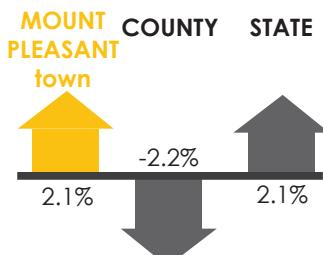
Individual Households, %



Family Households, %



Non-Family Households, %



HOUSING TENURE & OCCUPANCY

Almost 73% of housing units in Mount Pleasant are occupied by their owners. This is down from 2012, when almost 77% of homes were owner-occupied. This is also lower than in the surrounding area (where more than 80% of homes are owner-occupied). However, it is similar to the owner-occupancy statistics in the County and higher than those in the State.

Across all geographies, the portion of homes which are owner-occupied has decreased over the past decade. The rate at which owner-occupancy has decreased in the larger geographies over the past decade is notably smaller than in the Town, as shown below.

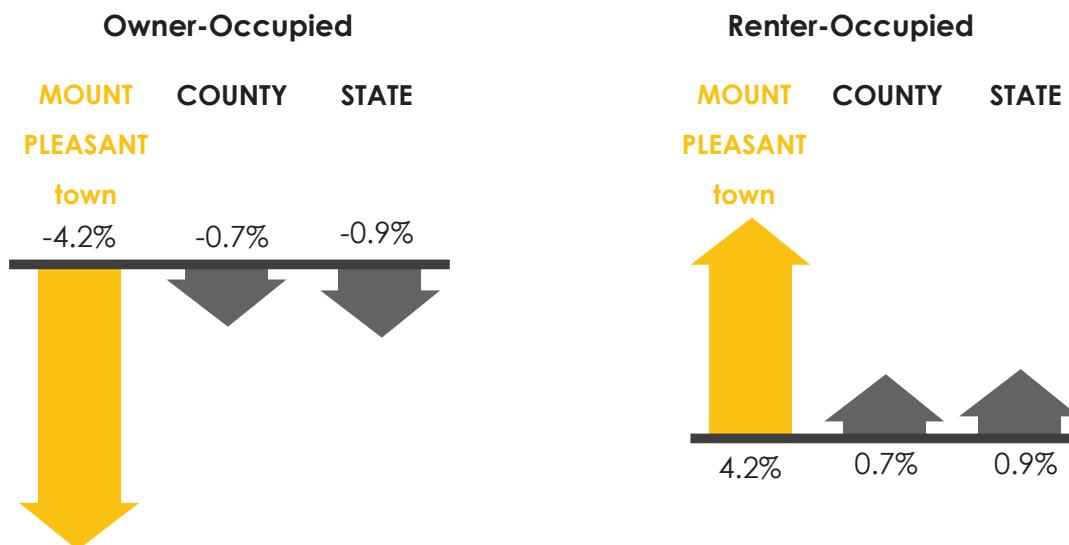
▼ TABLE 1.3 HOUSING TENURE

Source: US Census Bureau, American Community Survey (2012-2022)

	North Carolina		Cabarrus County		NE Cabarrus County		Mount Pleasant Town	
	2012	2022	2012	2022	2012	2022	2012	2022
Owner-Occupied Units	67.1%	66.2%	73.7%	73.0%	86.7%	80.4%	76.9%	72.7%
Renter-Occupied Units	32.9%	33.8%	26.3%	27.0%	13.3%	19.6%	23.1%	27.3%
Total Occupied Housing Units	3,693,221	4,105,232	64,484	76,880	6,005	6,065	589	633

▼ FIGURE 1.7 COMPARISON OF CHANGES IN HOUSING TENURE (NET CHANGE, 2012-22)

Source: US Census Bureau, American Community Survey (2012-2022)



Approximately three-fourths of housing units in the Town were occupied in 2022. This has dropped since 2012, when about 86% of units were considered to be occupied. The occupancy rate in Town is also notably lower than in other geographies, where 84% - 87% of units are currently occupied.

Generally, a higher vacancy rate like this indicates that people do not want to live in the area, likely because of high costs, outdated units, or other factors. However, it is believed there is an error with the data in this case, as many people have reflected that it is difficult to find a home in Mount Pleasant. In fact, at the time of this writing, only 17 homes / pieces of land are currently available.

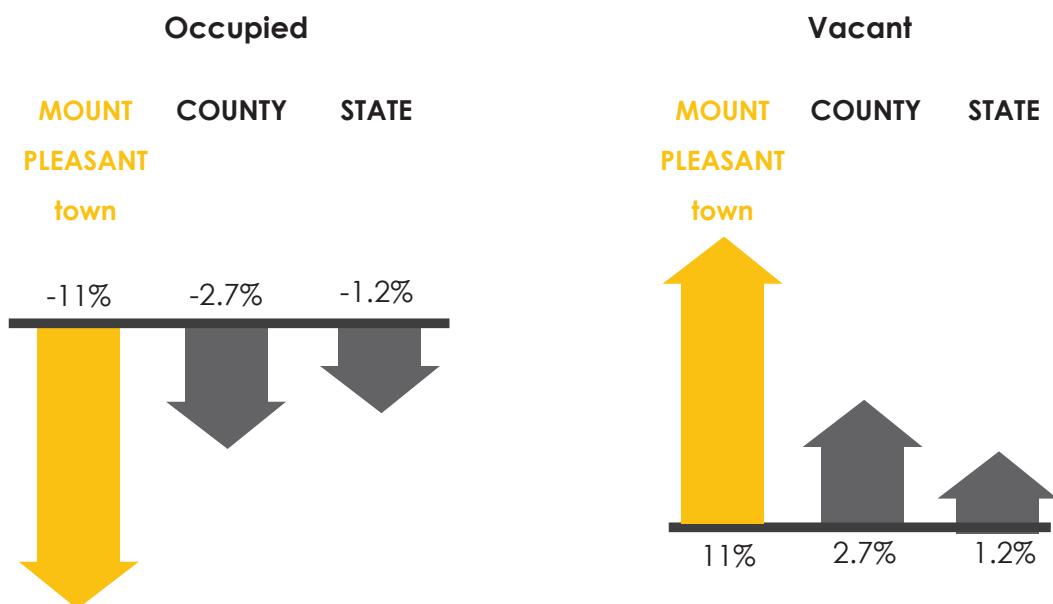
▼ TABLE 1.4 HOUSING OCCUPANCY

Source: US Census Bureau, American Community Survey (2012-2022)

	North Carolina		Cabarrus County		NE Cabarrus County		Mount Pleasant Town	
	2012	2022	2012	2022	2012	2022	2012	2022
Occupied Housing Units	85.4%	86.6%	90.0	87.3%	91.7%	84.4%	86.0%	75.0%
Vacant Housing Units	14.6%	13.4%	10.0%	12.7%	8.3%	15.6%	14.0%	25.0%
Total Housing Units	4,325,088	4,739,881	71,648	88,031	6,552	7,186	685	844

▼ FIGURE 1.8 COMPARISON OF CHANGES IN HOUSING OCCUPANCY (NET CHANGE, 2012-22)

Source: US Census Bureau, American Community Survey (2012-2022)



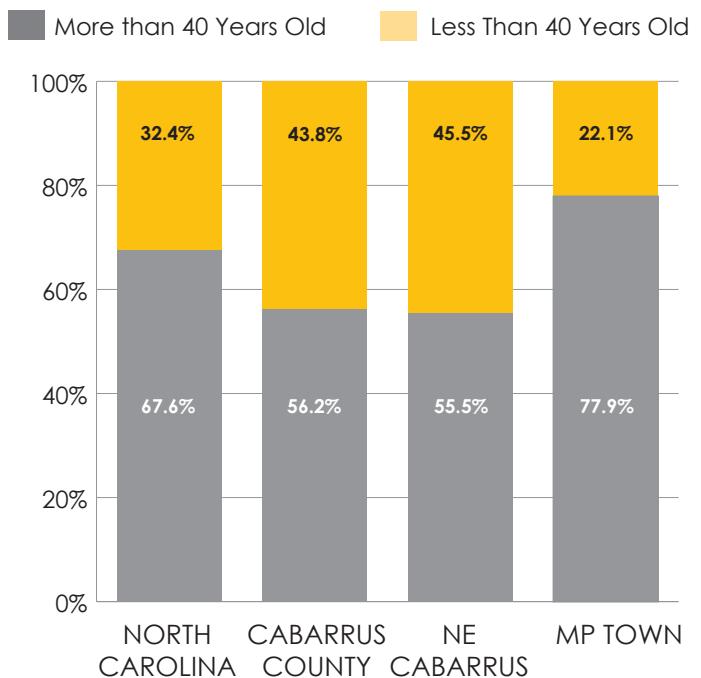
HOUSING TYPE, STOCK, & VALUES

The majority of homes in Mount Pleasant (85.3%) are single-family, detached units. This is a greater portion than any of the other geographies, where between 66% and 81% of homes are single-family detached units. Almost 10% of Mount Pleasant homes are multi-family units, about 4% are duplexes, and just under 1% are mobile homes.

Homes in Mount Pleasant are also generally older, with almost 80% being more than 40 years old. The greatest portion of homes (55%) were built between 1960 and 1980, with just over 20% being built since 2000. Almost 15% of the homes were built in 1939 or earlier.

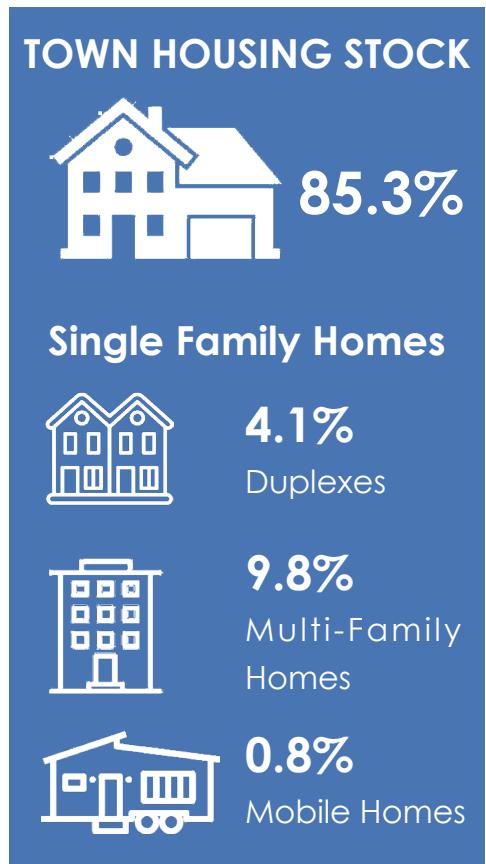
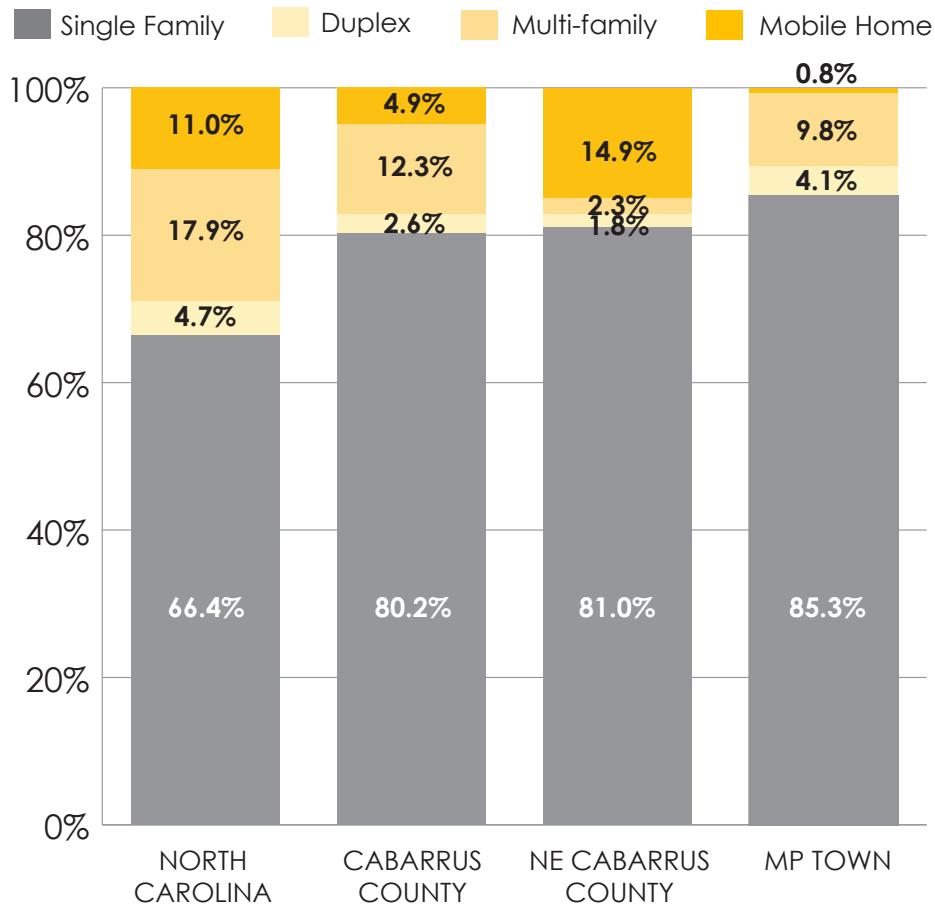
▼ FIGURE 1.9 AGE OF HOUSING STOCK

Source: American Community Survey (2022)



▼ FIGURE 1.10 HOUSING TYPES

Source: US Census Bureau, American Community Survey (2022)

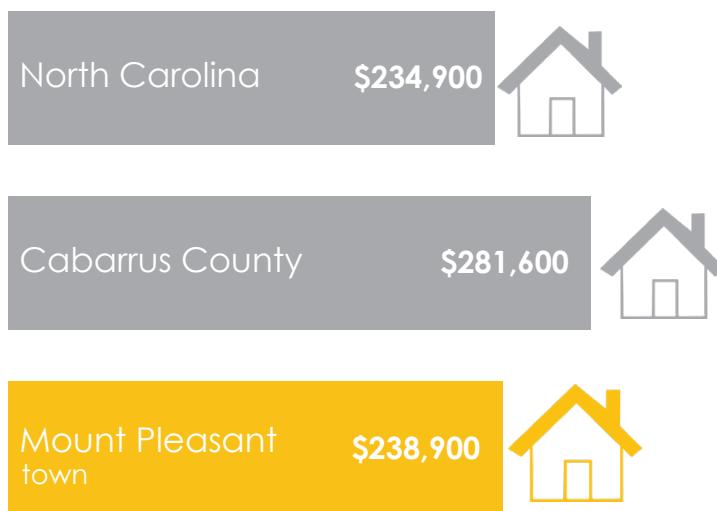


The median home value in Mount Pleasant was close to \$240,000 in 2022. Note that this is much lower than market value of around \$365,000 according to Zillow. Generally speaking, homes are slightly more affordable in Mount Pleasant than in Cabarrus County as a whole, though comparable to the State.

In general, homes experienced an unprecedented increase in market value between 2020 and 2024 across the country. It is likely that one element helping to maintain the affordability of homes in the Town is the age of structures, which is notably older than in the County as a whole.

▼ FIGURE 1.11 MEDIAN HOME VALUES

Source: American Community Survey (2022)



HOUSING COSTS INCREASING

Source: American Community Survey 2010 - 2022, & NC Housing Coalition

5th ranking for # of evictions in North Carolina



Cabarrus County ranks 5th in the State for eviction amongst renter households. 219 families faced foreclosure and 4,060 families faced an eviction filing in 2024.

▼ TABLE 1.5 DISTRIBUTION OF HOME VALUES (OWNER OCCUPIED)

Source: US Census (2000), American Community Survey (2010, 2022)

	North Carolina			Cabarrus County			Mount Pleasant Town		
	2000	2010	2022	2000	2010	2022	2000	2010	2022
Less than \$100,000	45.3%	29.1%	15.8%	38.0%	18.3%	8.3%	38.0%	18.2%	18.3%
\$100K - \$199K	39.7%	38.4%	25.7%	47.3%	45.9%	19.0%	51.9%	47.1%	21.1%
\$200K - \$299K	9.4%	16.3%	22.3%	11.4%	20.4%	27.0%	9.1%	29.1%	28.7%
More than \$300K	5.6%	16.3%	36.3%	3.4%	15.4%	45.6%	1.0%	5.7%	32.0%
Median Home Value	\$108,300	\$149,100	\$234,900	\$118,200	\$164,100	\$281,600	\$130,200	\$170,100	\$238,900

ECONOMIC PROFILE

The Economic Profile provides data and analysis regarding the labor force, industry sector makeup, income, and commuting patterns for the Town compared to the County, State, and region. Since the last plan, the portion of Town residents who are in the labor force has decreased by 10%, which is much greater than the decrease in labor force participation in the County. The State saw an increase in labor force participation during this same time period, meaning that the County is likely aging and / or attracting more retirees.

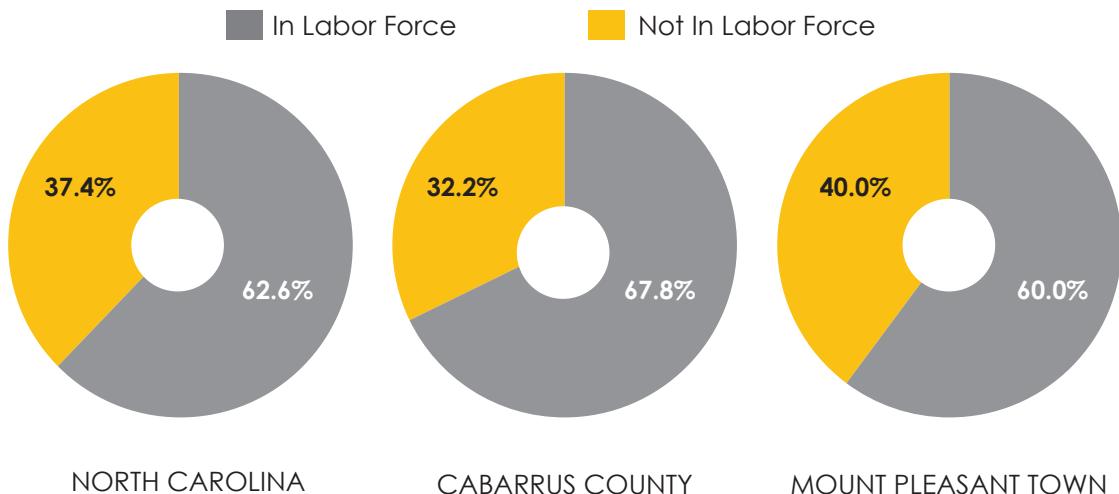
LABOR FORCE & EMPLOYMENT

Labor force participation is slightly low in Mount Pleasant, with about 60% of adults either currently employed or seeking employment. Those in the labor force do not have a hard time finding work, as unemployment rates are low in the Town.

Many of those who are employed work in the educational and health care fields, with a number of others employed in retail trade, professional and administrative services, finance and real estate, and entertainment / hospitality services.

▼ FIGURE 1.12 LABOR FORCE PARTICIPATION

Source: US Census Bureau, American Community Survey (2022)



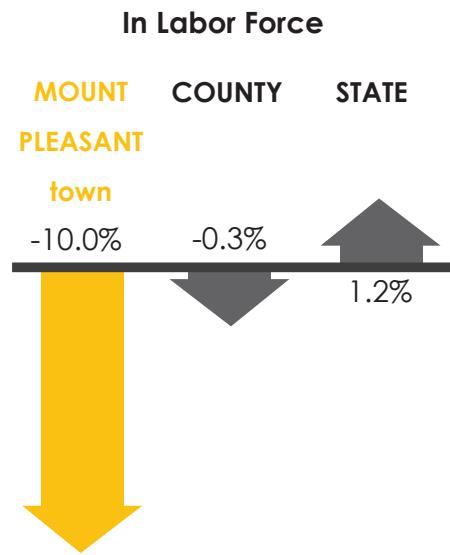
TOP EMPLOYMENT INDUSTRIES IN MOUNT PLEASANT

Source: US Census Bureau, American Community Survey (2022)



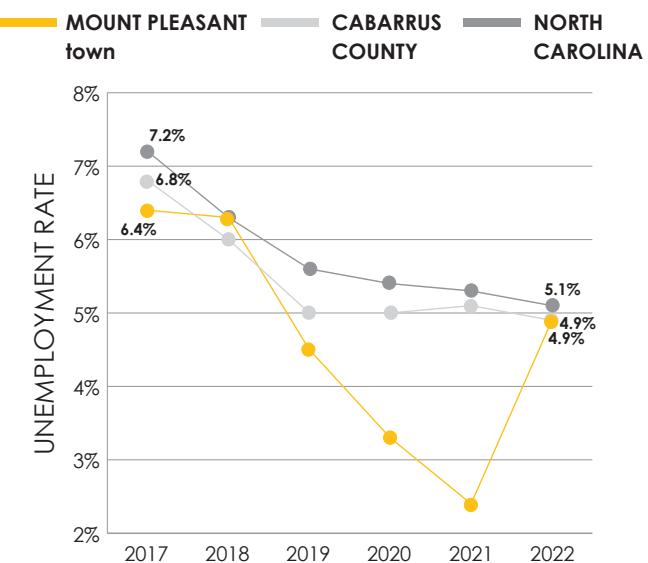
▼ FIGURE 1.13 LABOR FORCE (NET CHANGE, 2017-22)

Source: American Community Survey (2017-2022)



▼ FIGURE 1.14 UNEMPLOYMENT RATES

Source: American Community Survey (2017-2022)



▼ TABLE 1.6 KEY INDUSTRY SECTORS (NET CHANGE 2012 - 2022)

Source: US Census Bureau, American Community Survey (2012-2022)

	North Carolina			Cabarrus County			Mount Pleasant Town		
	2012	2017	2022	2012	2017	2022	2012	2017	2022
Agriculture & Mining	1.5%	1.3%	1.1%	0.7%	0.4%	0.7%	0.6%	0.3%	0.6%
Construction	7.3%	6.7%	7.3%	7.8%	7.4%	6.8%	8.9%	6.4%	5.7%
Manufacturing	12.8%	12.5%	11.9%	10.8%	9.4%	8.3%	11.5%	11.5%	6.9%
Wholesale Trade	2.9%	2.6%	2.3%	3.3%	3.5%	3.0%	4.8%	1.4%	2.8%
Retail Trade	11.7%	11.8%	11.4%	12.5%	12.4%	12.3%	11.3%	13.4%	9.5%
Warehousing & Utilities	4.3%	4.4%	5.2%	5.5%	4.9%	6.0%	5.9%	7.6%	4.3%
Information	1.8%	1.8%	1.7%	2.2%	1.9%	2.0%	1.8%	0.4%	1.5%
Finance & Real Estate	6.4%	6.4%	6.9%	8.6%	9.7%	9.9%	6.8%	7.5%	8.9%
Professional & Admin Services	9.6%	10.5%	11.9%	8.9%	9.0%	11.8%	3.7%	5.1%	9.1%
Educational & Health Care	23.4%	23.2%	22.5%	22.4%	22.0%	21.3%	29.6%	24.1%	33.3%
Entertainment & Hospitality Services	9.0%	9.6%	8.8%	9.3%	9.9%	9.4%	6.2%	14.7%	8.6%
Other Services	4.9%	4.9%	4.9%	4.9%	5.5%	4.6%	4.7%	4.5%	3.2%
Public Administration	4.4%	4.3%	4.1%	3.0%	4.0%	4.0%	4.1%	3.2%	5.7%
Total Workers (16+)	4,246,096	4,571,020	4,925,500	81,827	95,894	113,576	723	1,083	812

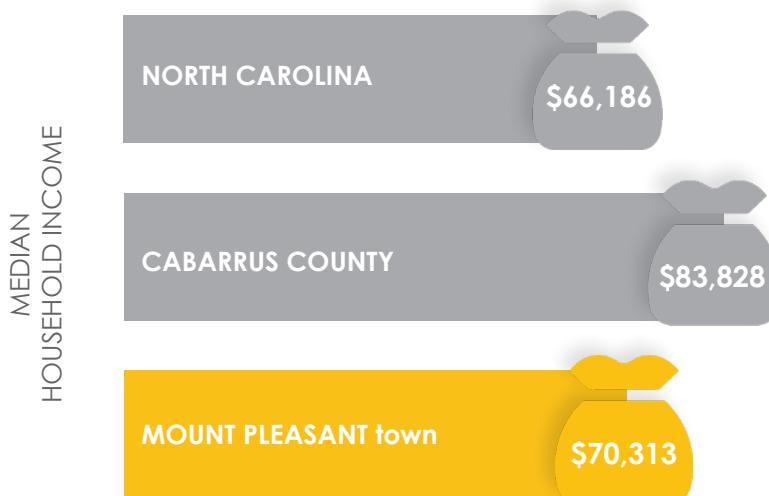
INCOME & COMMUTING

Median household incomes in Mount Pleasant are slightly higher than those in North Carolina, but more than \$13,000 below those of Cabarrus County as a whole. This is true of household and family incomes, though interestingly, the median per capita incomes of Town residents are lower than the State and County.

While median incomes have increased by 12% - 17% in the Town over the past 5 years, they have not kept up with median income increases in the County and State, which increased by 31% to 39% since 2017. This is a problem many small towns are facing as the economy has drastically shifted in the past decade.

▼ FIGURE 1.15 INCOME COMPARISON OF HOUSEHOLDS

Source: US Census Bureau, American Community Survey (2022)



▼ TABLE 1.7 INCOME COMPARISONS

Source: US Census Bureau, American Community Survey (2012-2022)

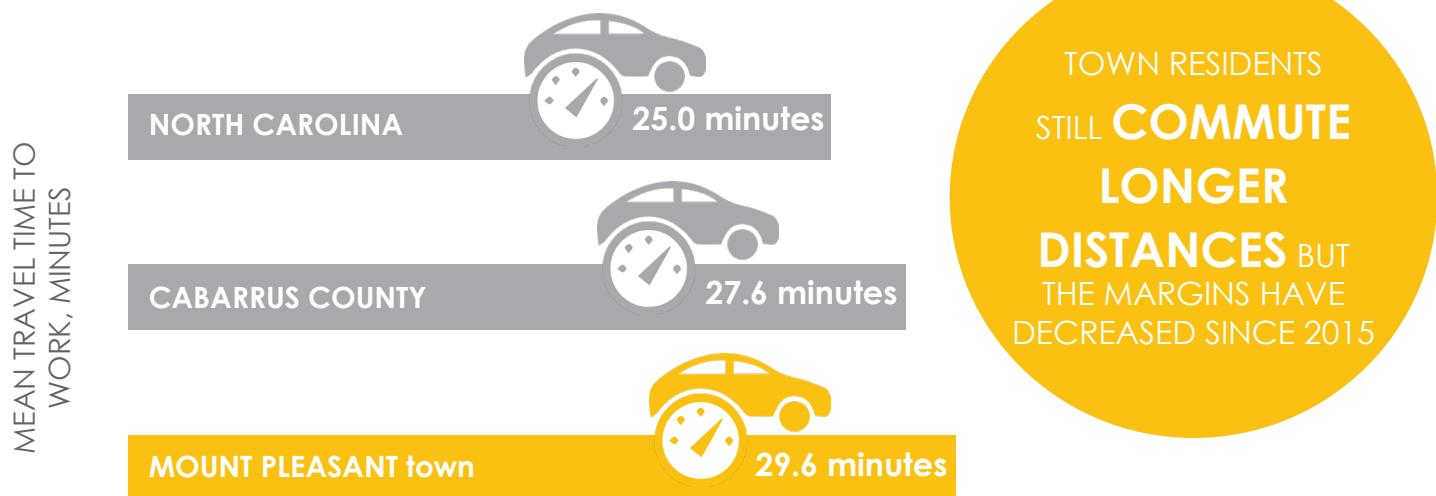
MEDIAN INCOMES	North Carolina			Cabarrus County			Mount Pleasant Town		
	2012	2017	2022	2012	2017	2022	2012	2017	2022
Household Income	\$46,450	\$50,320	\$66,186	\$54,341	\$60,716	\$83,828	\$53,894	\$59,960	\$70,313
Change in Median Household Income	-	8.3%	31.5%	-	11.7%	38.1%	-	11.3%	17.3%
Per Capita Income	\$25,285	\$28,123	\$37,641	\$26,071	\$29,143	\$38,690	\$25,571	\$27,674	\$30,963
Change in Median Per Capita Income	-	11.2%	33.8%	-	11.8%	32.8%	-	8.2%	11.9%
Family Income	\$57,146	\$62,195	\$82,890	\$67,052	\$72,971	\$99,008	\$67,426	\$75,625	\$85,714
Change in Median Family Income	-	8.8%	33.3%	-	8.8%	35.7%	-	12.2%	13.3%

The average commute for Mount Pleasant residents is just under 30 minutes. This is slightly longer than the County and State average commutes, but the margin between the geographies has decreased since the last Plan. This may be influenced by a larger portion of Town residents working in the County now than in 2017. In fact, throughout Cabarrus County, there are a greater portion of residents working and living in the County now than in previous years.

There are also a greater portion of Mount Pleasant residents working in the County than County residents. This is likely because many Cabarrus County residents commute into Charlotte and Mecklenburg County. Given its location on the eastern side of Cabarrus County, these destinations are harder to reach. Instead, many residents of the Town commute into Concord and surrounding communities within Cabarrus County.

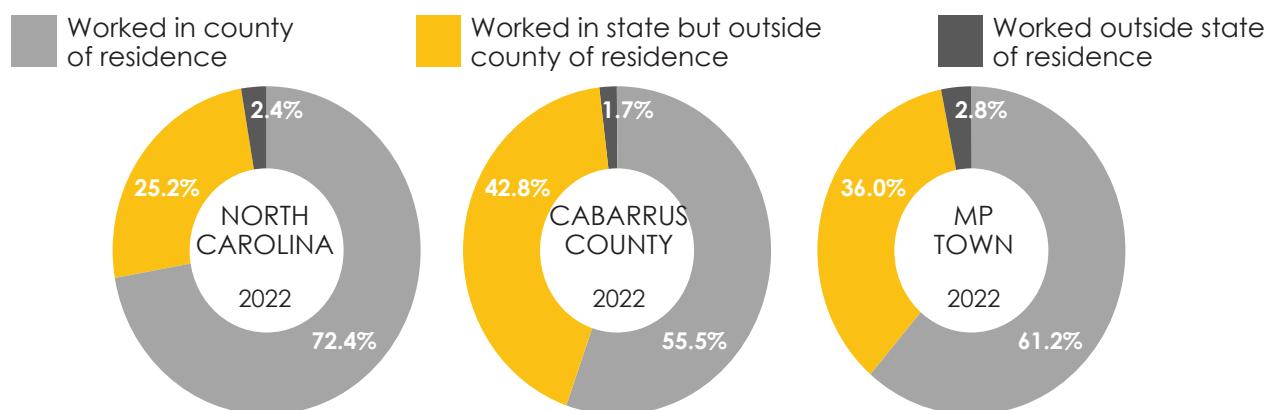
▼ FIGURE 1.16 MEAN TRAVEL TIME TO WORK, MINUTES

Source: US Census Bureau, American Community Survey (2022)



▼ FIGURE 1.17 WORK TRAVEL PATTERNS

Source: US Census Bureau, American Community Survey (2022)



EXISTING CONDITIONS PROFILE

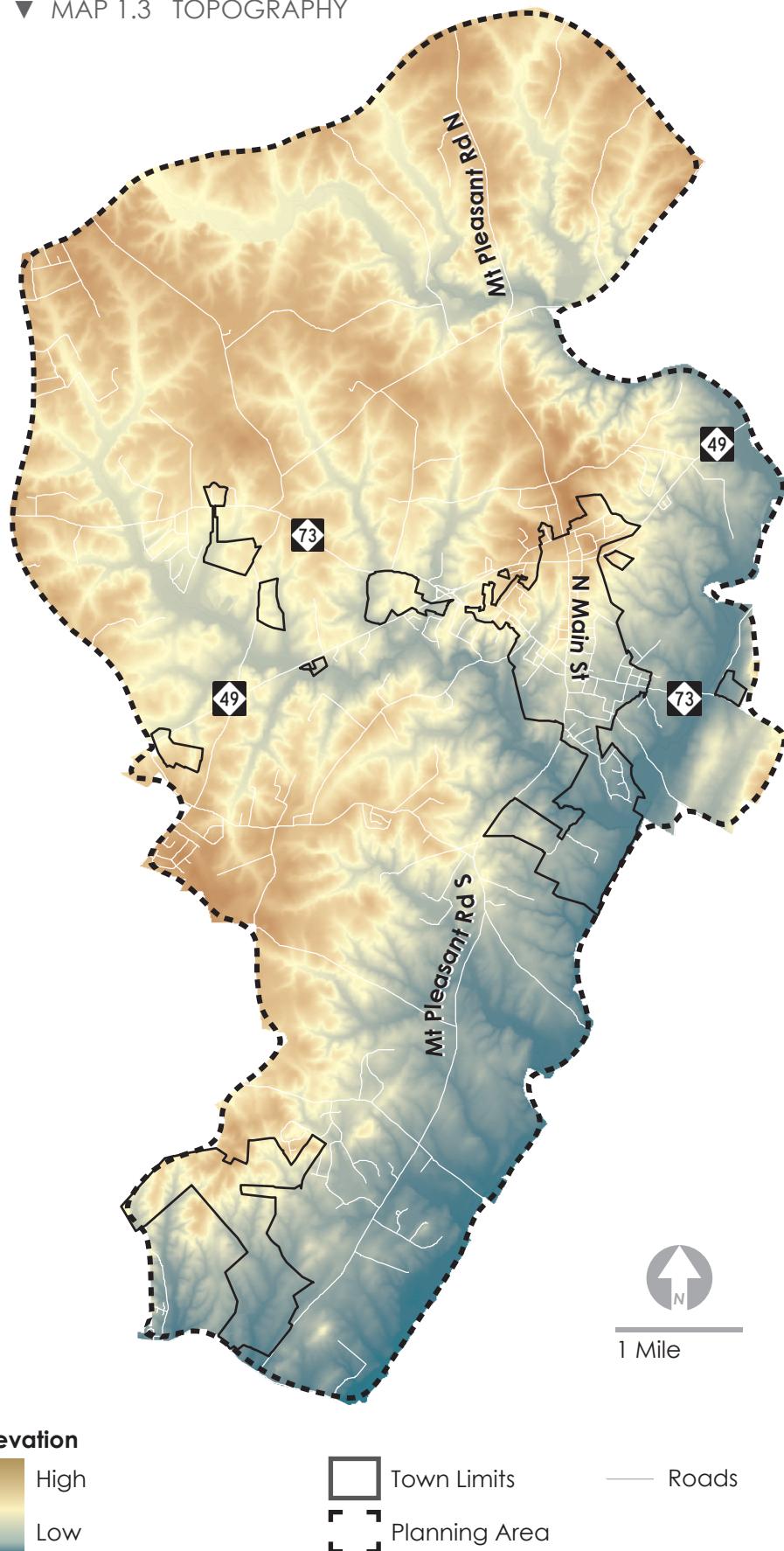
Environmental factors, existing infrastructure, and patterns of development play a large role in the recommendations of a Comprehensive Plan. The following pages feature maps that depict existing conditions and development patterns for the Town of Mount Pleasant's planning area.

ENVIRONMENTAL FACTORS

There is a fairly significant range in topography in the Mount Pleasant planning area, with elevations ranging from 447 feet on the most southeastern boundary to 895 feet just north of the Town limits. In general, the landscape is characterized by rolling hills.

As can be seen in the map to the right, the elevations are lowest along Buffalo Creek and its tributaries, with much of the lower elevations being east of Mt. Pleasant Road. The highest elevations are along the northern and western boundaries of the Study area, with the highest elevation being a ridge just north of the Town limits, along Main Street.

▼ MAP 1.3 TOPOGRAPHY

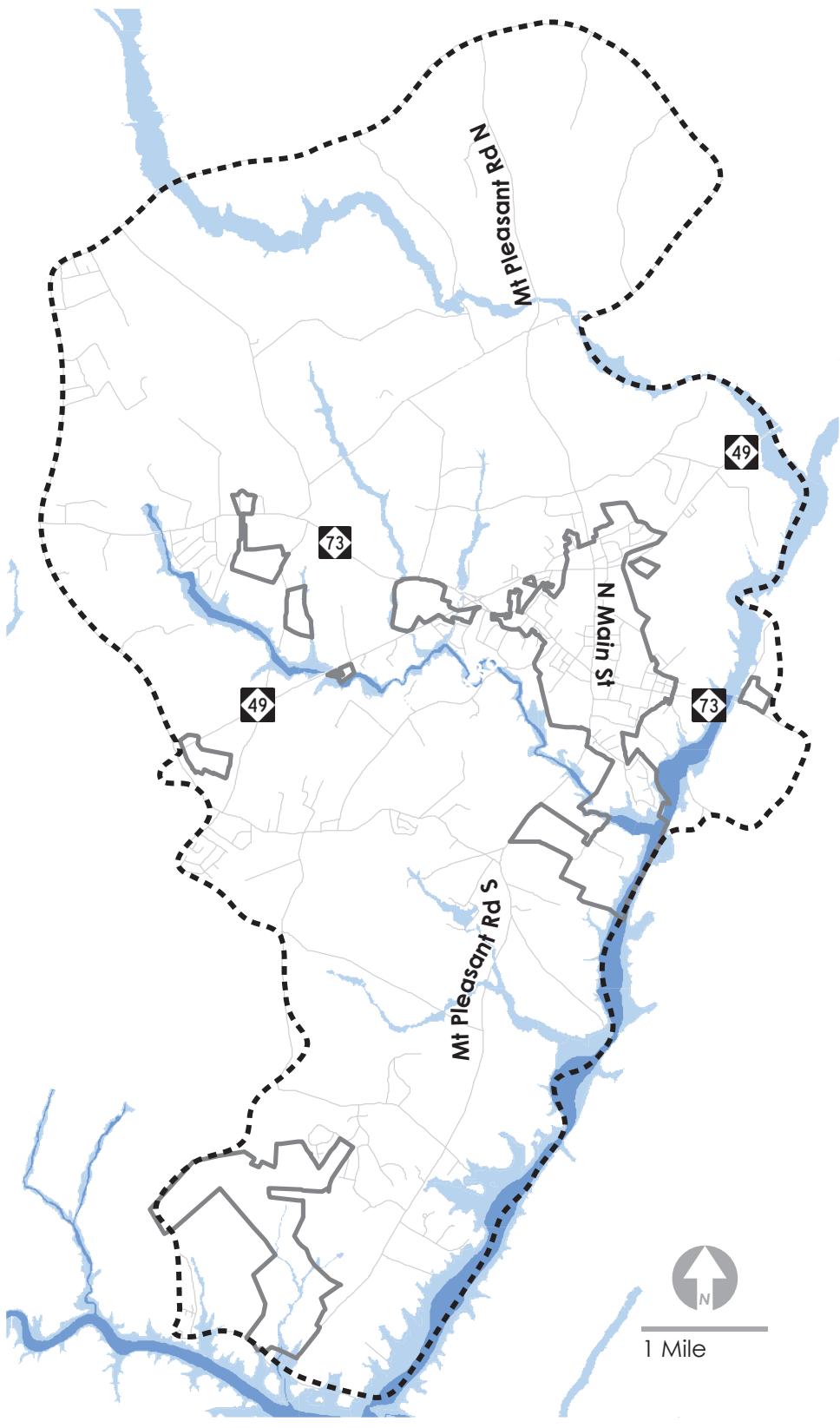


Floodplains in the planning area generally follow the lowest elevations which were displayed in the topography map on the previous page. The floodway largely follows Buffalo and Adams Creeks, with the 100-year floodplain extending beyond this.

The most significant floodplain areas are along the eastern edge of the planning area, though these are largely outside of the Town limits.

In the planning area, there are over 2,000 acres of land in the floodplain or floodway, though this accounts for just over 9% of the total planning area. In the Town limits, there is almost 180 acres in the floodplain or floodway, accounting for just under 8% of the municipal limits.

▼ MAP 1.4 FLOOD HAZARD AREAS

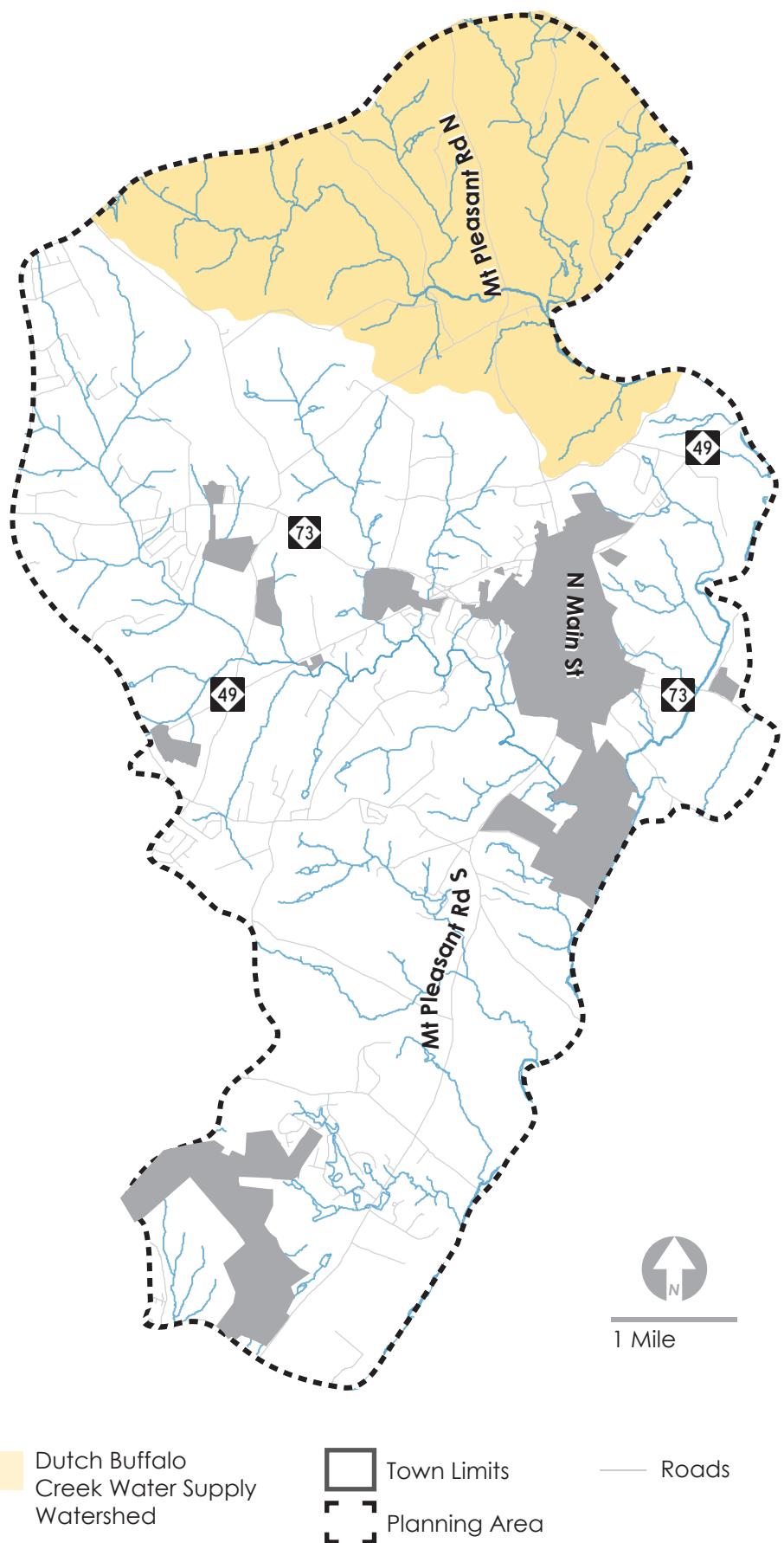


The most northeastern portion of the planning area is within the Dutch Buffalo Creek Water Supply Watershed. The Town relies on Dutch Buffalo Creek and the Black Run Creek Reservoir, both of which are within this water supply watershed, for their drinking water.

The Dutch Buffalo Creek Watershed is a Class II watershed, meaning that it is a source of water supply for drinking, culinary, or food processing purposes and is located in predominantly undeveloped areas. WS-II waters are also considered to be high quality waters, which is a supplemental classification intended to protect waters which are rated excellent based on biological or physical / chemical characteristics.

According to a Source Water Assessment Program Report conducted for Mount Pleasant in 2020, this watershed is considered to have a lower contaminant rating and a moderate susceptibility rating.

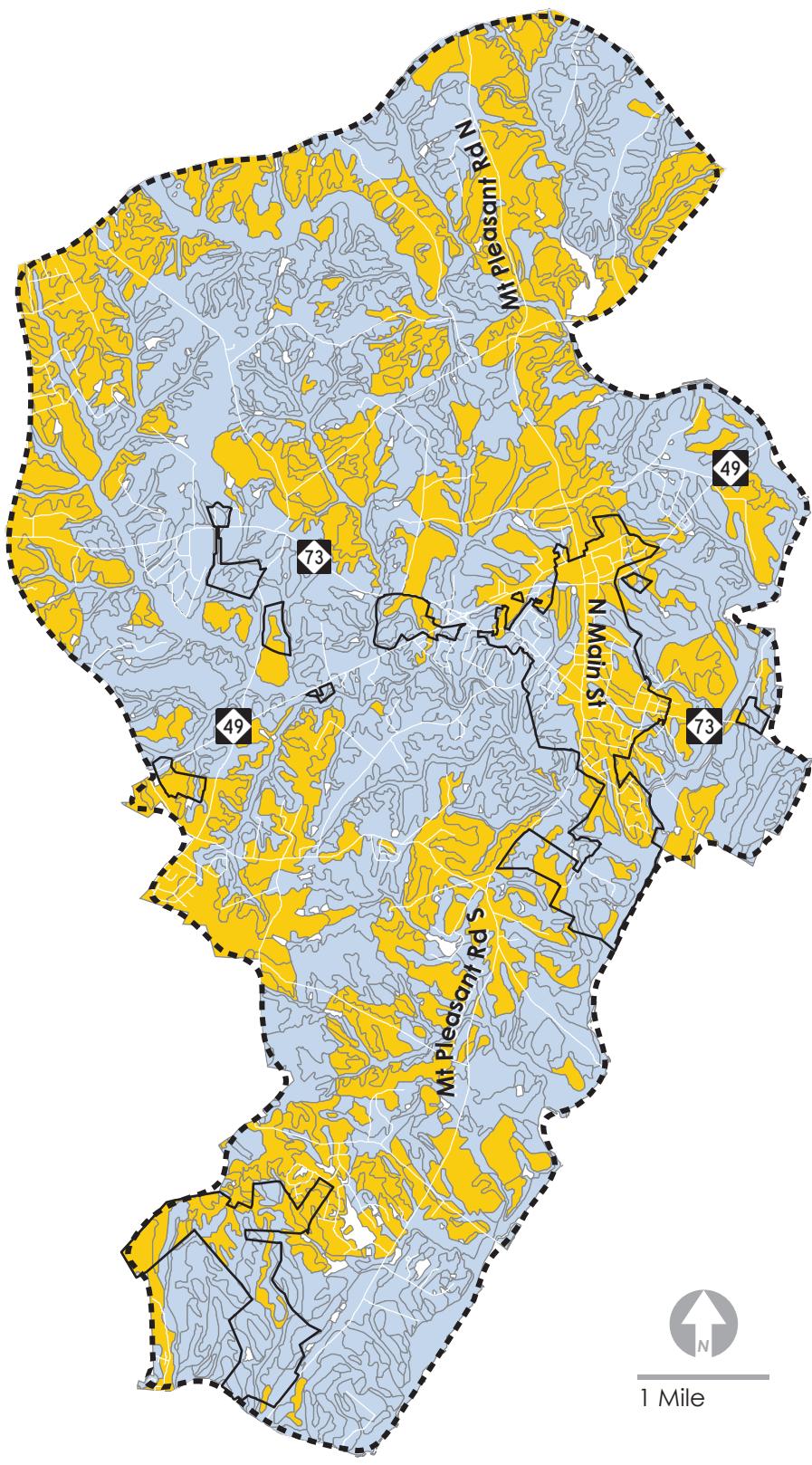
▼ MAP 1.5 WATER SUPPLY WATERSHED



The Town of Mount Pleasant planning area is located in the very rocky eastern portion of Cabarrus County. The eastern edge of the planning area is located in the Carolina Slate Belt that presents a number of challenges for both agricultural production and on-site septic.

The map to the right displays soil characteristics in the planning area, categorized by their suitability for septic tanks. The vast majority of the planning area has limitations in terms of supporting septic tanks. The areas shown in yellow are somewhat limited, meaning that they may support septic tanks but the absorption capabilities are not great. The areas shown in gray are very limited in terms of septic tank absorption. The only areas which aren't showing up with septic tank limitations are bodies of water.

▼ MAP 1.6 SOIL SUITABILITY FOR SEPTIC TANKS



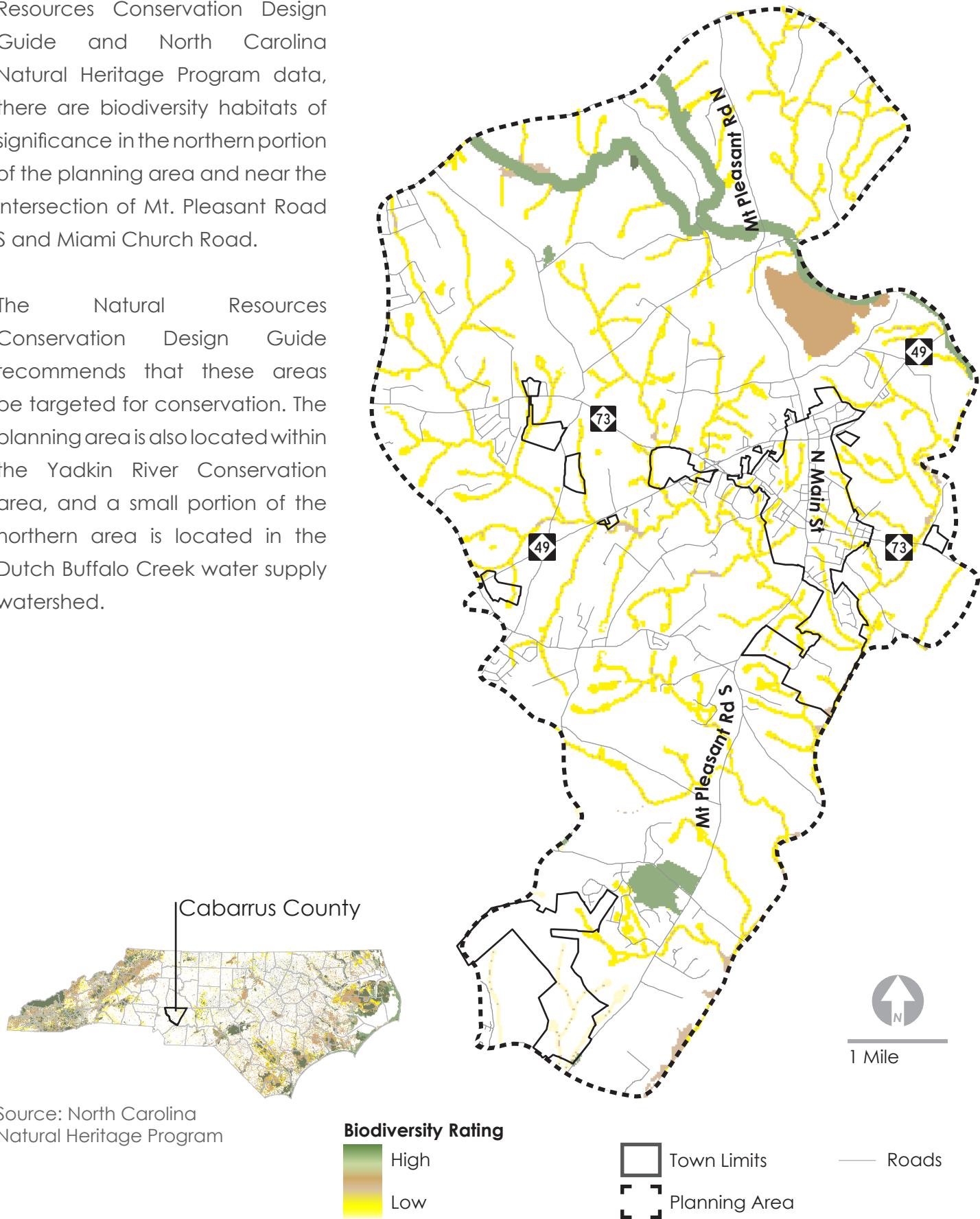
Source: USDA Web Soil Survey -
Septic Tank Absorption Fields



According to the Natural Resources Conservation Design Guide and North Carolina Natural Heritage Program data, there are biodiversity habitats of significance in the northern portion of the planning area and near the intersection of Mt. Pleasant Road S and Miami Church Road.

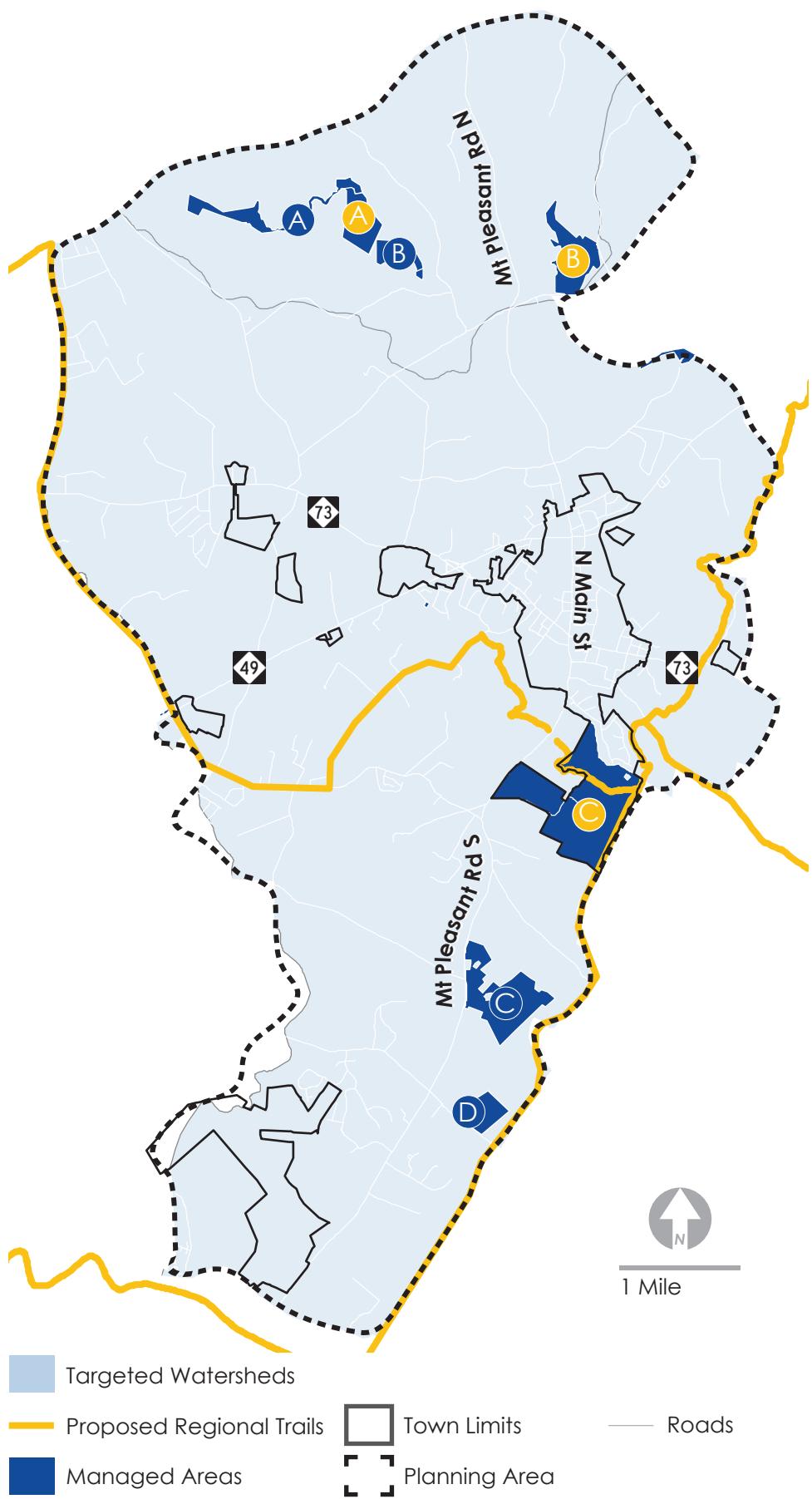
The Natural Resources Conservation Design Guide recommends that these areas be targeted for conservation. The planning area is also located within the Yadkin River Conservation area, and a small portion of the northern area is located in the Dutch Buffalo Creek water supply watershed.

▼ MAP 1.7 BIODIVERSITY



There are seven preservation / conservation properties in the planning area. There are two easements in the northern portion of the planning area, maintained by NCDEQ and NCDOT. An additional two conservation easements, aimed at farmland preservation, are on properties in the southeastern portion of the planning area. The Suther Prairie Plant Conservation Preserve and the Town of Mount Pleasant Open Space properties are in the northern portion of the planning area while the Buffalo Creek Preserve is just south of Town.

▼ MAP 1.8 MANAGED LANDS AND CONSERVATION AREAS



Source: North Carolina Natural Heritage Program, NCDA&CS Farmland Preservation Division

LAND USE

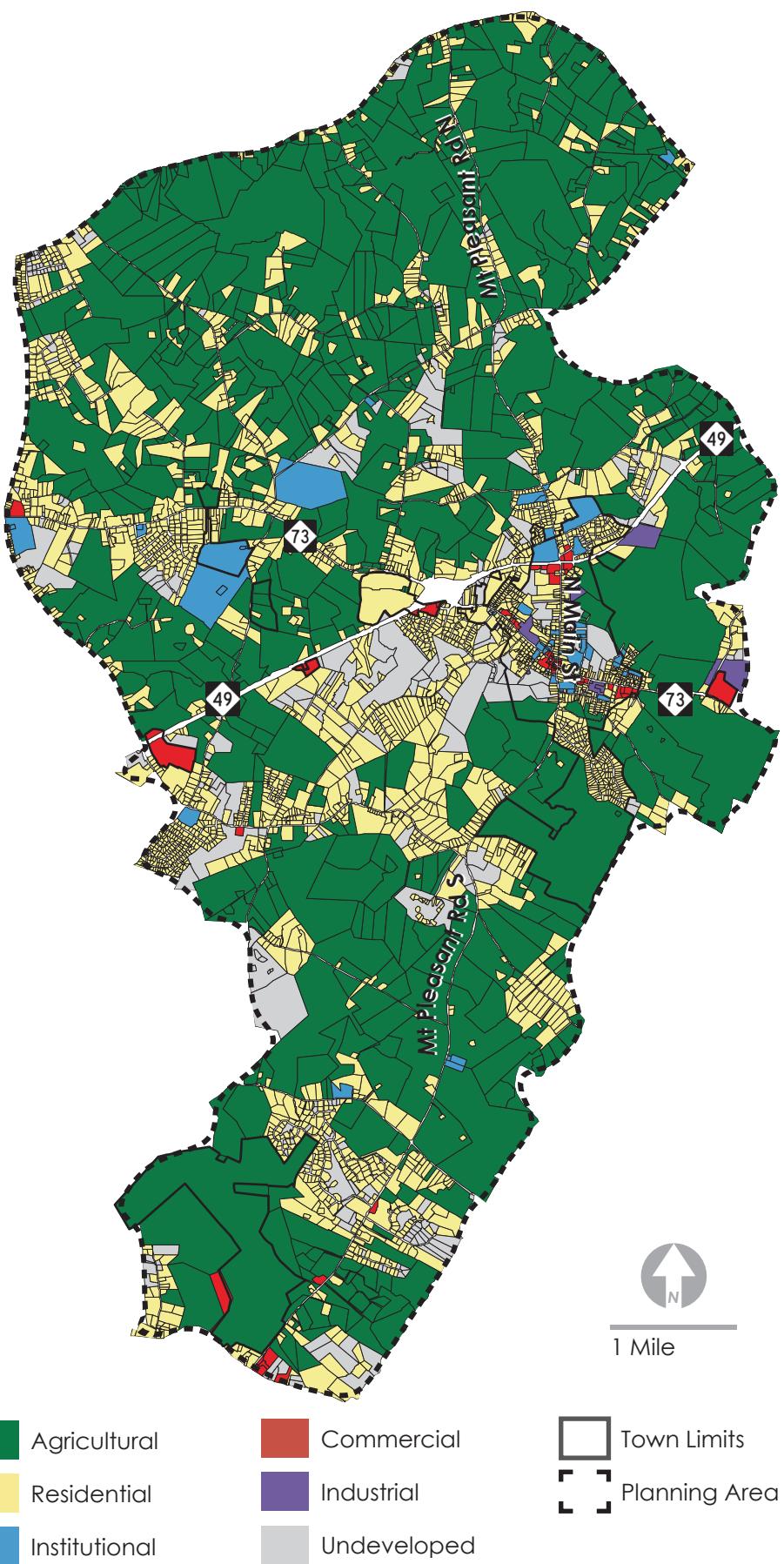
▼ MAP 1.9 EXISTING LAND USE

The largest portion of the planning area (80%) is used for residential purposes. These are shown in yellow on the map to the right and it can be seen that there are concentrated residential areas in Town, as well as in areas west of the municipal limits.

The second largest use of land is agricultural in nature. These are shown in green on the map and tend to be on large parcels, mostly outside of the municipal limits.

There are almost 200 acres of institutional uses, including schools and government buildings. Only about 3% of the planning area is used for commercial purposes and only about 2.2% is used for industry.

Generalized Zoning District	Area (AC)	Area (% of Total)
Agricultural	796.22	13.6%
Residential	4,661.22	79.5%
Institutional	186.19	3.2%
Commercial	86.06	1.5%
Industrial	131.14	2.2%



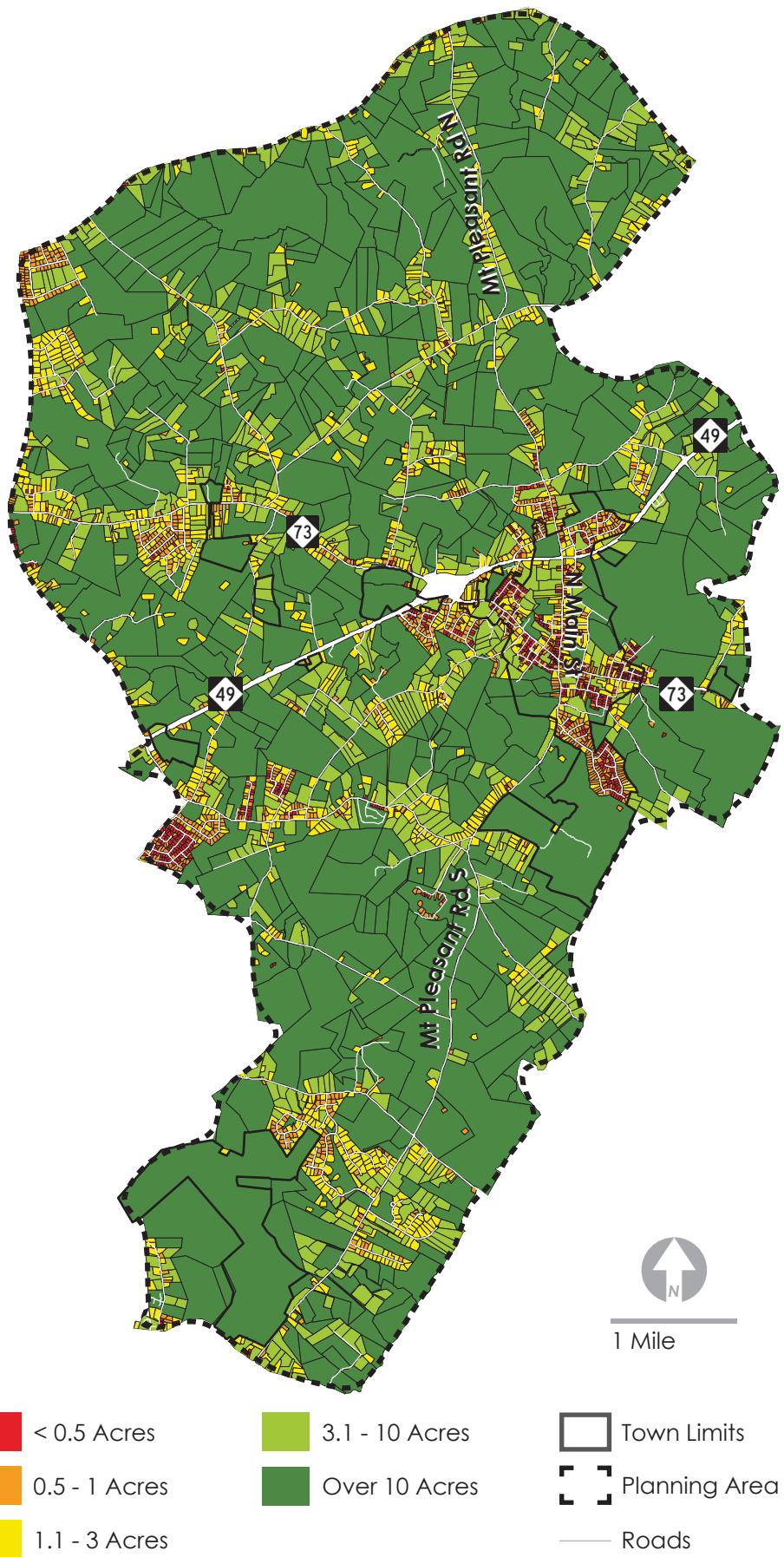
LAND SUBDIVISION

▼ MAP 1.10 PARCEL SIZE

A significant portion of the planning area is composed of parcels which are 10 acres or larger in size. These are shown in dark green on the map to the right. Smaller parcels tend to be concentrated in the Town limits and along major corridors.

In fact, within the Town limits, parcels over 10 acres in size are generally concentrated on the edges of the Town, particularly on its southern boundary. Outside of Town, most parcels under one acre in size are within residential subdivisions, clustered close to one another.

In Town, the parcel subdivision pattern is generally described as small parcels concentrated toward the center (intersection of Main Street and NC 73), with parcels getting larger as you move outward.

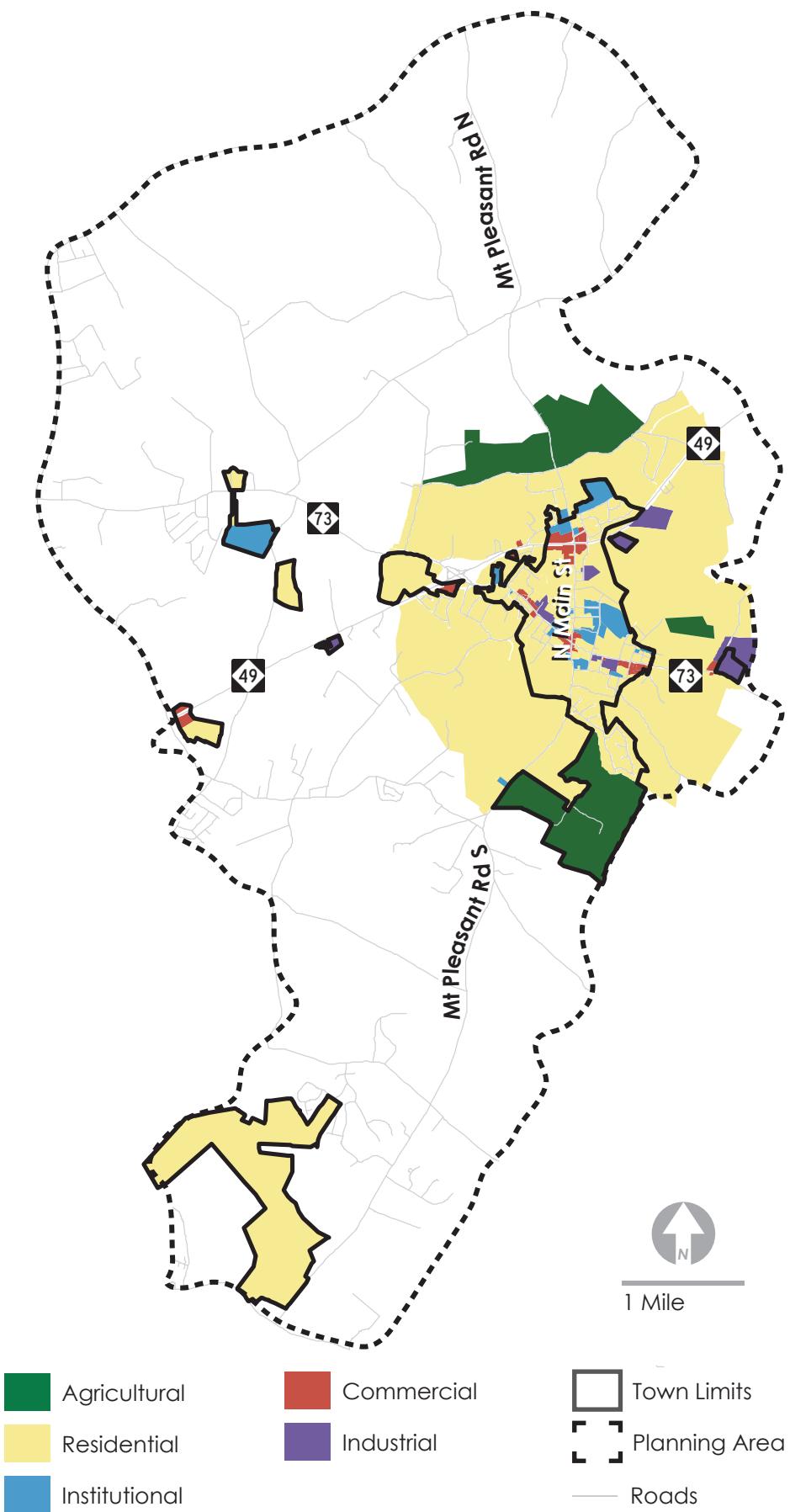


ZONING

▼ MAP 1.11 GENERAL ZONING CLASSIFICATION

There are 11 base zoning districts in the Town of Mount Pleasant's Development Ordinance. One is an agricultural district (AG), four are residential districts (RE, RL, RM, and RH), four are commercial / office districts (O-I, CC, C-1, and C-2), and then there is a Campus Development District and a Light Industrial District.

These zoning districts are generalized into five main categories on the map to the right. The largest portion of the Town and its ETJ are zoned for residential purposes, as shown in yellow. There are large agriculturally-zoned areas on the most northern and southern boundaries of the ETJ, though also just east of the Town. While much of the institutional, commercial, and industrial districts are concentrated in the Town limits, there are a few industrially-zoned areas in the ETJ.



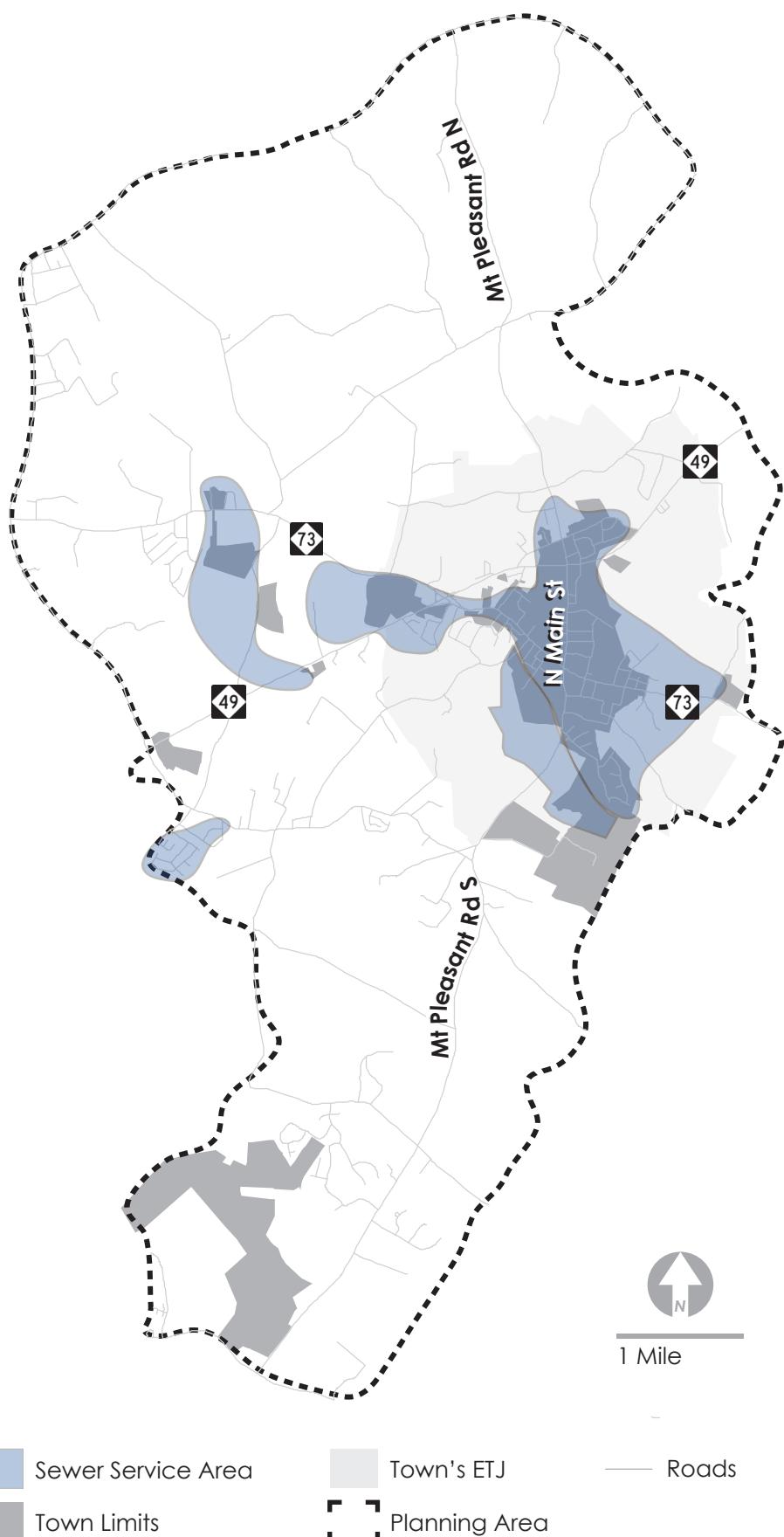
EXISTING UTILITIES & INFRASTRUCTURE

The location of water and sewer infrastructure will help guide future development within the planning area. Properties within the Town limits and along NC Highway 73 have access to water service. Properties within the Town limits also have access to sewer service. Sewer is also provided to the Mount Pleasant High School and Middle School sites, as well as the former prison site on Dutch Road.

The Town controls the extension of water and sewer lines and water capacity within the planning area, while the Water and Sewer Authority of Cabarrus County (WSACC) tracks sewer capacity. There are currently a number of planned water and sewer improvements, as explained in the "Existing Plans & Studies" section of this Plan.

Areas that lack water and/or sewer service will be harder to develop more intensively, especially given the soil constraints of the area.

▼ MAP 1.12 SEWER SERVICE AREA



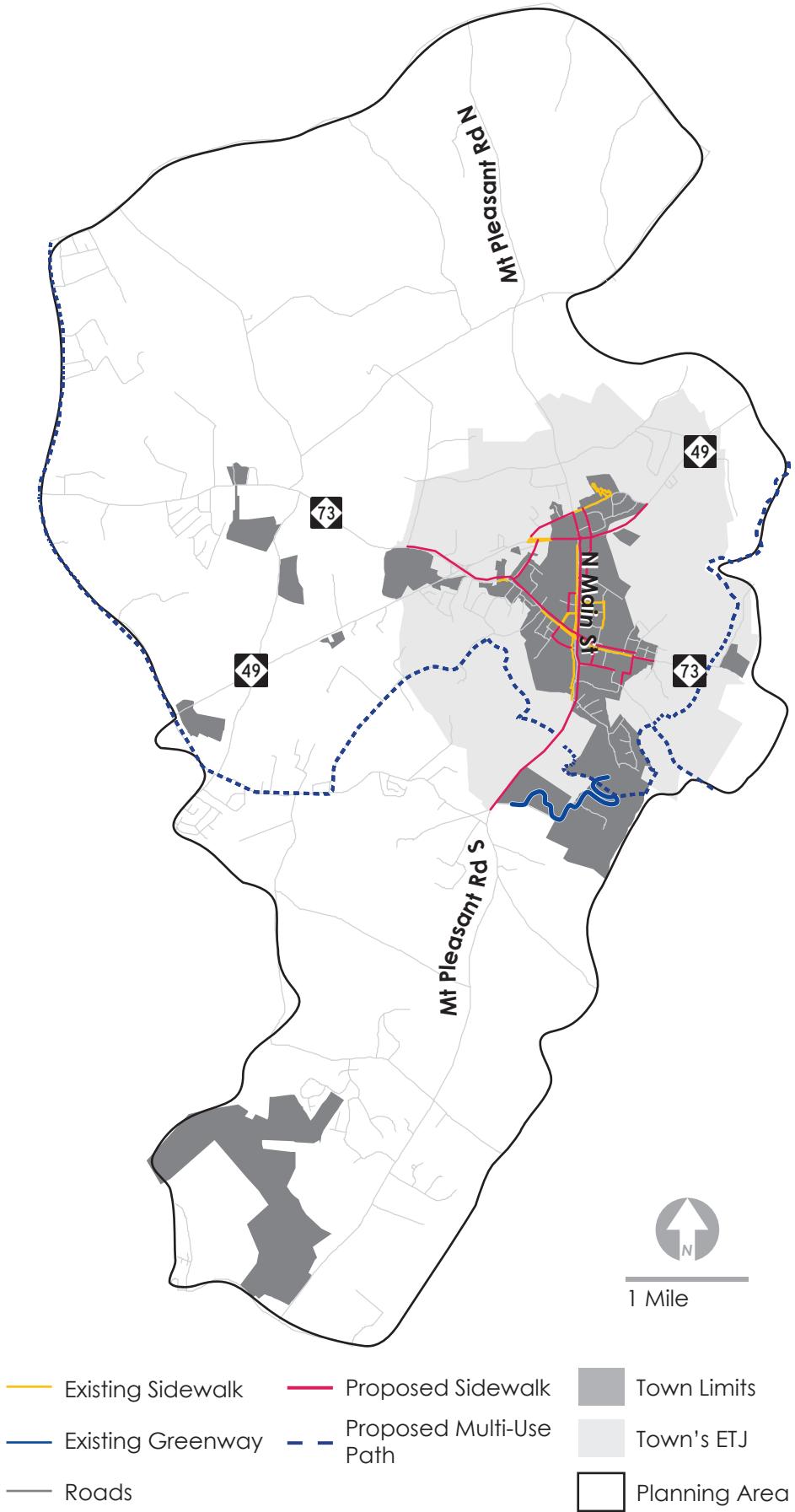
PEDESTRIAN INFRASTRUCTURE

▼ MAP 1.13 PEDESTRIAN INFRASTRUCTURE

In addition to water and sewer services, the Town maintains approximately 8.85 miles of streets and any sidewalks within the Town limits.

Sidewalks are primarily located along Main Street, portions of Franklin Street (Highway 73), and North Drive. Existing sidewalks are shown in yellow on the map to the right, while proposed sidewalks are shown in red.

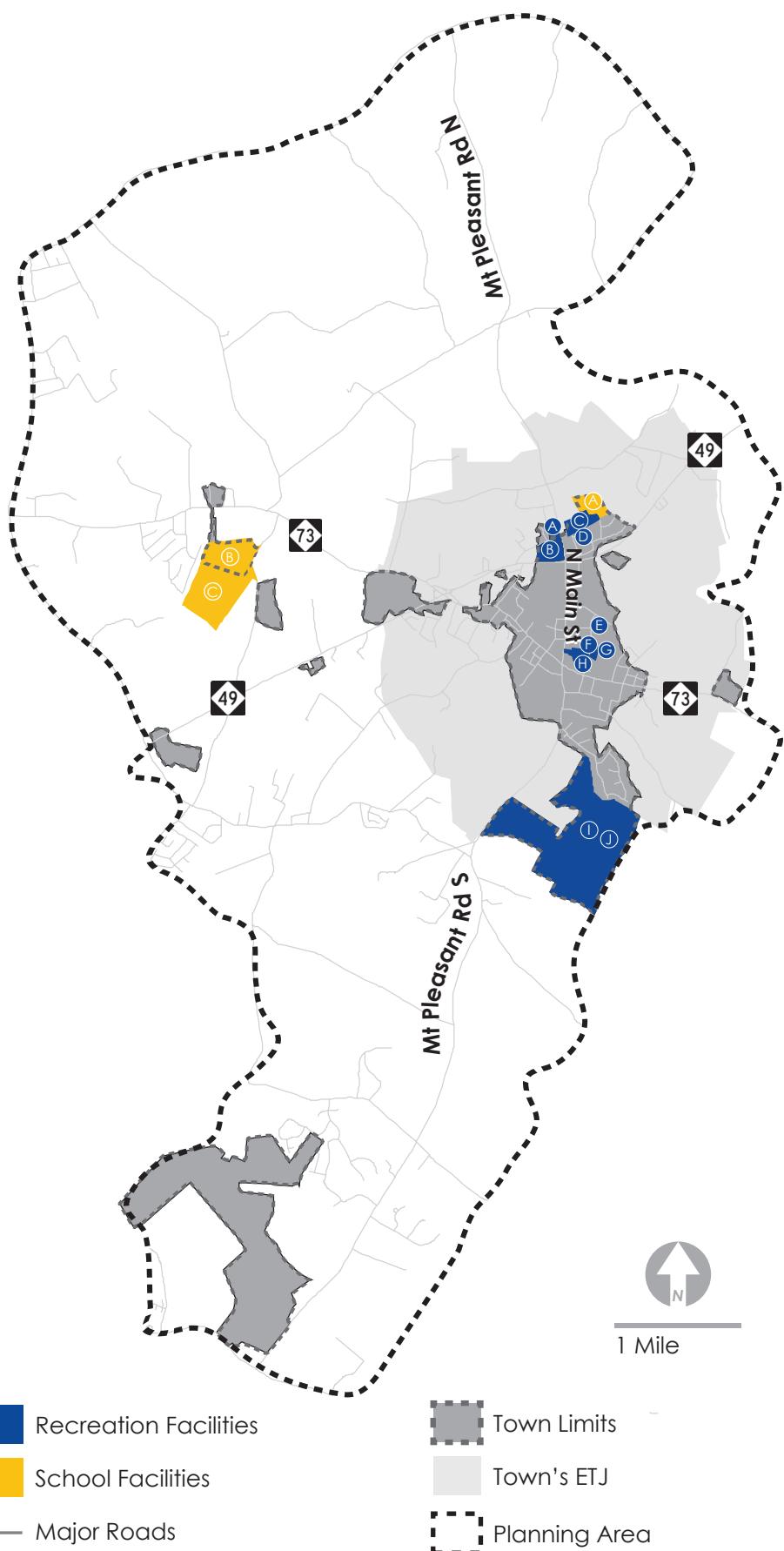
In addition to the many planned new sidewalks, there are several planned multi-use paths and trails in conjunction with the Carolina Thread Trail Master Plan.



RECREATION

Existing and Planned recreation facilities are shown here, with the main improvements being the Cabarrus County Library/Active Living Center and Virginia Foil Park. Additional information on new recreation facilities is included in the "Existing Plans & Studies" section of this Plan. For a small town, there are a number of facilities in Mount Pleasant. However, many members of the public expressed interest in additional recreation.

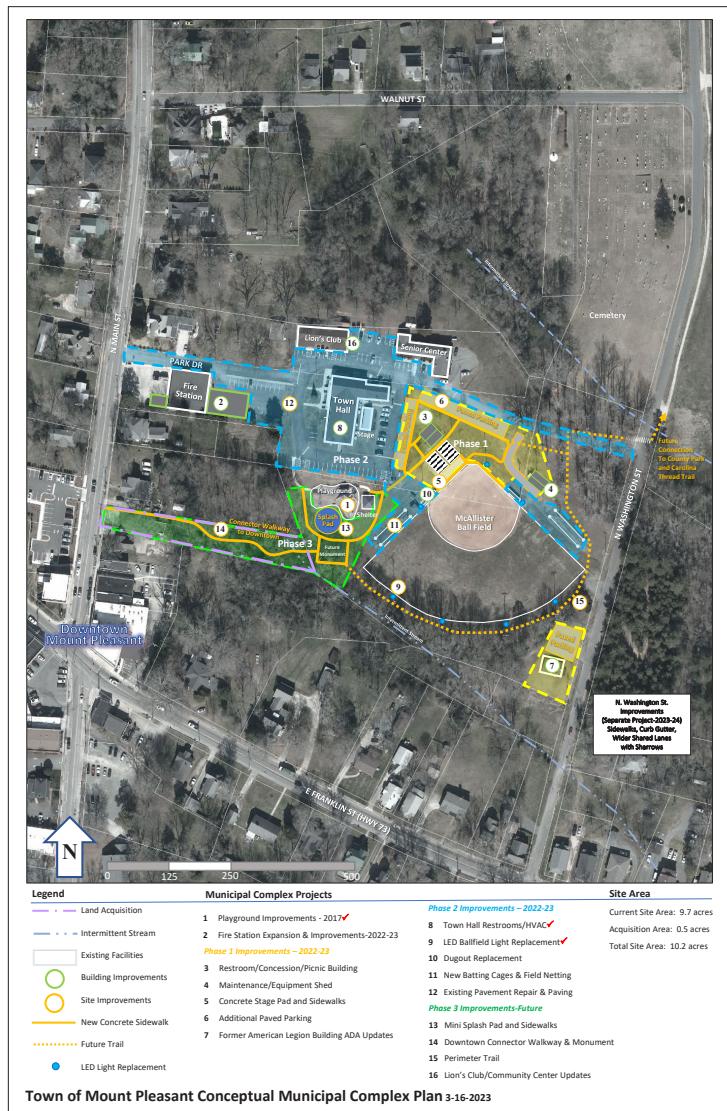
▼ MAP 1.14 RECREATION FACILITIES



Publicly-Owned Recreation Facilities

Publicly-owned facilities are maintained by the Town of Mount Pleasant and Cabarrus County. The Town of Mount Pleasant owns and maintains McAllister baseball field and the playground adjacent to it on the Town's property behind Town Hall. There are also batting cages and a new playground on the property. Additional planned improvements to the property are shown on the plan to the right.

All other publicly-owned recreational facilities are located on property owned by the County. The Mount Pleasant Elementary School property contains four playground areas with various swings, slides, and climbing equipment available for public use outside of school hours. There is also a track and field located on the property. The school building contains a small gymnasium and cafeteria. The Mount Pleasant High School property, located on Walker Road, has a track, football field and stands, a baseball field, a softball field, two gymnasiums, six tennis courts, and an auditorium. The new Mount Pleasant Middle School property, located immediately adjacent to the high school, has a track, football field and stands, a softball field, two gymnasiums, and an auditorium. The property located at the corner of NC Highway 49 and Main Street is the former middle school site, which is now owned by the Community Church of Mount Pleasant. This property contains a football field and stands, a baseball field and stands, two gymnasiums and an auditorium. The main gymnasium is currently utilized by the youth basketball program, while the football field is used for games by the Lion's Club youth football program. Across North Drive from this property are three baseball fields and



deteriorated tennis courts. The three baseball fields are used for spring and fall baseball and softball by the Mount Pleasant Youth Athletic Association and for fall practice by the Lions Club Youth Football League.

In 2024, the County constructed a new library, active living center, and park on N. Washington Street. This 20,000 square-foot facility houses all the resources Cabarrus libraries offer, as well as the total wellness services offered by the Cabarrus Active Living and Parks' active living centers. It features multipurpose rooms for large events and a fitness room with exercise equipment. The adjacent Virginia Foil Park features three

youth baseball/softball fields, two future multi-purpose fields, fitness stations, amenity buildings, a playground, and a walking trail.

The former Cabarrus County Library site on Cook Street is being explored as a Cabarrus Health Alliance satellite office.

Privately-owned Non-profit Facilities

There are two recreational properties owned by private non-profit organizations. The 323-acre Buffalo Creek Preserve is located south of the Town limits and the Oldenburg neighborhood between Mount Pleasant Road South and Dutch Buffalo Creek. The Preserve is owned by the Catawba Lands Conservancy and contains a trailhead gravel parking area, accessed from Malibu Road, and 2.1 miles of the Carolina Thread Trail. The natural surface and gravel trail is intended for walking, running, and mountain biking and is just a small portion of the Carolina Thread Trail planned within the Town's planning area. Holy Trinity Lutheran Church owns an open baseball field on Washington Street behind Town Hall. The church allows youth team practices on this field when other fields are in use or unavailable.

Youth Sports Programs

There are four separate groups that provide youth sports programs for the Mount Pleasant area.

- Mount Pleasant Dixie Youth Baseball and Softball
- Lions Club Youth Football and Cheerleading
- Mount Pleasant Youth Basketball Association (MPYBB)

There is currently no association between these programs and the Town of Mount Pleasant or Cabarrus County. However, these associations depend on the use of the Town and County-owned facilities listed in this section.

▼ IMAGE 1.3 COUNTY ACTIVE LIVING CENTER



▼ IMAGE 1.4 COUNTY PARK RENDERING



SCHOOLS

Mount Pleasant is within the Cabarrus County School (CCS) District, which educates around 35,000 students in a total of 45 schools. The District's student population grew 21% from 2010 to 2020 and has almost doubled over the last two decades. The District expects student population growth to continue over the next decade, particularly in areas surrounding Concord and other growing cities. This historical growth has resulted in the construction of ten new schools over the last decade and the District has been in a cycle of realignment of school boundaries every few years to accommodate for this growth.

Most of the planning area is located within the Mount Pleasant Elementary, Middle, and High School districts. Small portions of the western edge of the planning area are located within the W. M. Irvin Elementary School district and the most southern portion of the planning area is within the A. T. Allen Elementary School district.

In 2023, the Cabarrus County School District developed a long-range, sustainable growth and realignment plan which assessed school capacity, examined proposed development and student yields, analyzed proposed capital expenditures in alignment with growth, and engaged the community through the process.

According to Cabarrus County Schools, all of the planning areas schools are below capacity except Mount Pleasant Elementary School, which can accommodate an additional 140 students with mobile units and programming modifications.

It is anticipated that enrollment in all of the elementary schools will increase slightly in the next year, while Mount Pleasant Middle School enrollment will decrease slightly and the High School enrollment will remain the same. No new schools are proposed to serve the planning area in the near future, however, redistricting modifications may be considered by the school system if additional capacity is needed.

▼ TABLE 1.8 SCHOOL AGE &CAPACITY
Source: CCS Capacity Summary (2022)

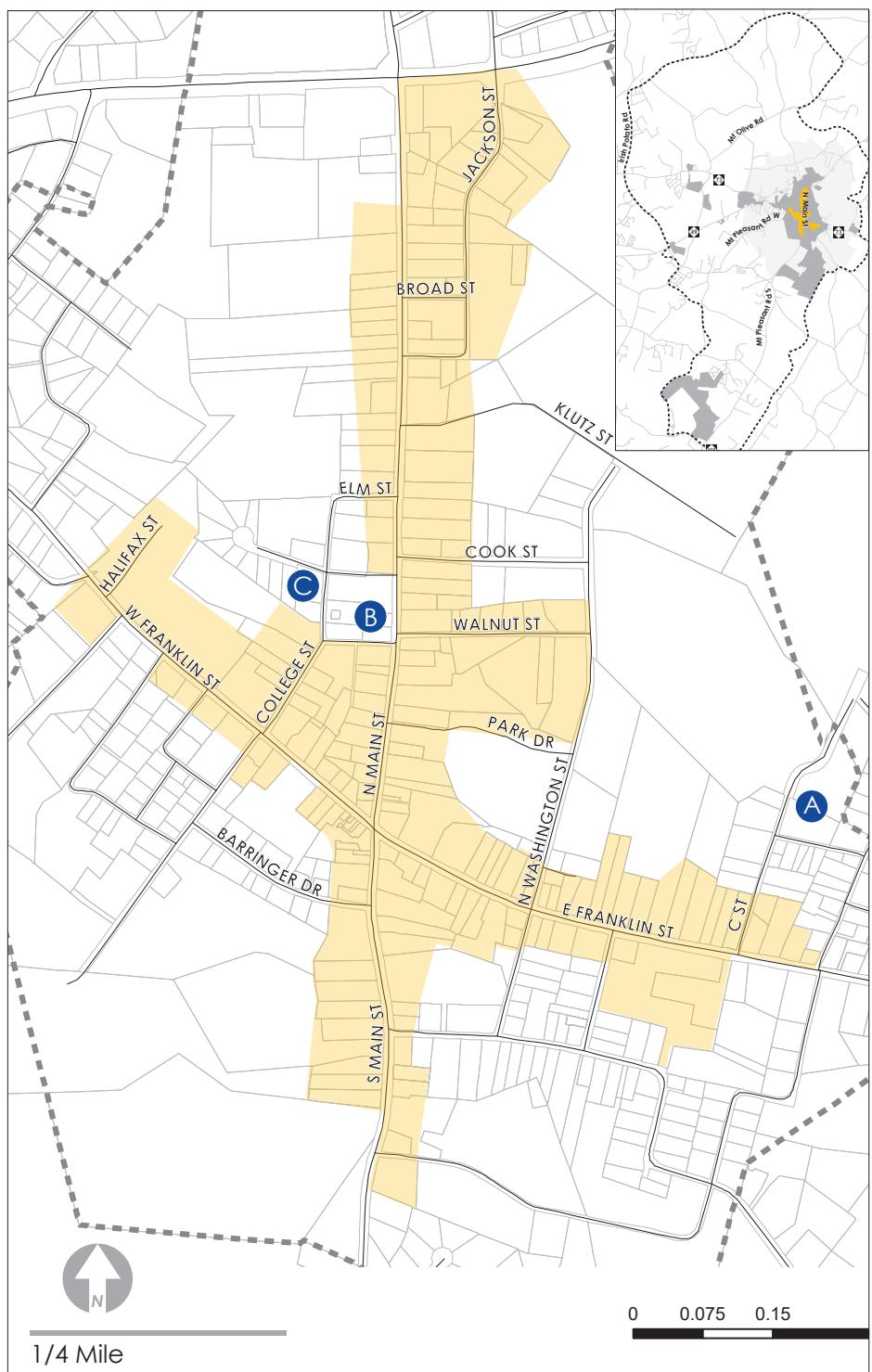
SCHOOL	YEAR BUILT	2022-2023 UTILIZATION
A. T. Allen Elementary	2010	78%
Mount Pleasant Elementary	1972	114%
W. M. Irvin Elementary	1997	83%
Mount Pleasant Middle	2017	81%
Mount Pleasant High	1991	86%

*Building only - Does not include mobile units

HISTORIC DISTRICT & SITES

The Mount Pleasant Historic District was listed on the National Register of Historic Places in 1986. The district comprises 184 properties along Main and Franklin Streets and is indicative of the Town's development from a small, sleepy college village in the 1850s to its emergence as a rural textile community during the late nineteenth and early twentieth centuries. The Historic District depicts the prosperity of the Town's merchants, clergy, artisans, and other professional groups, and their attempts to establish a stronger industrial-based economy. The district has a collection of houses representing the Greek Revival, Gothic Revival, Italianate, Queen Anne, Colonial Revival, and Bungalow styles. It is one of Cabarrus County's most significant historic and architectural resources. There are also three individually listed National Register sites including the First Congregational Church, the Mount Pleasant Collegiate Institute, and the Lentz Hotel, moved to its current site on College Street from its original location on Main Street.

▼ MAP 1.15 NATIONAL REGISTER HISTORIC DISTRICT & PROPERTIES



National Register Sites

- A** First Congregational Church
- B** Mt Pleasant Collegiate Institute Historic District
- C** Lentz Hotel

- Historic District
- Town Limits
- Roads

PREVIOUS PLANS & STUDIES

CABARRUS ACTIVE LIVING & PARKS DEPARTMENT COMPREHENSIVE MASTER PLAN

The Cabarrus County Active Living and Parks Department updated their Active Living and Parks Master Plan in 2024. There are a number of potential projects that impact the Town, including a proposed nature preserve park on 615 acres of property just northeast of the planning area. Future park amenities will include parking, meadow and wetland restoration areas, a trailhead and walking trails (primitive and accessible) connecting to the Carolina Thread Trail, scenic overlooks, a nature center for environmental education opportunities, picnic shelters, and restrooms.

and mountain biking.

The following trail segments within the planning area are described in the plan:

1. Little Buffalo Creek Corridor: Mount Pleasant to Rowan County and Gold Hill
 - Route Profile: 7.0 miles in length,
 - Cross-County Connections: Rowan County – providing connections to Gold Hill, High Rock Lake, and the Gold Hill Rails to Trails project
2. Mt Pleasant Greenway Loop: Connecting bike route to Little Buffalo Creek
 - Route Profile: 6.4 miles in length
 - Priority Destinations within walking distance (1/4 mi): Downtown Mt Pleasant
3. Rural Route Connector: Mt. Pleasant to Stanly County Line via rural route SR 2610
 - Route Profile: 2.9 miles in length
 - Cross-County Connections: Stanly County, providing connection to Albemarle

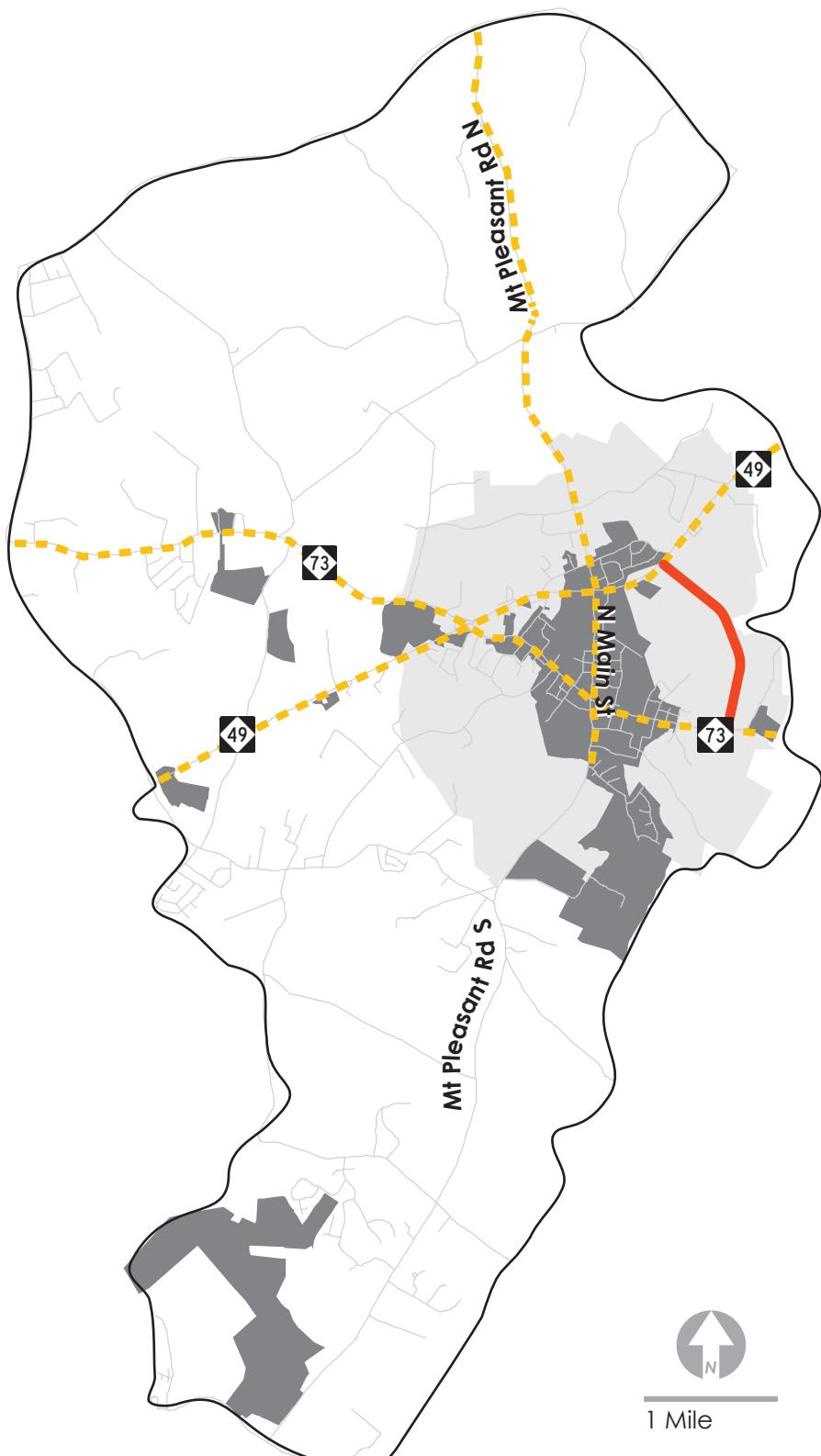
CAROLINA THREAD TRAIL PLAN

The Carolina Thread Trail (CTT) winds its way through Cabarrus County and is part of a regional trail and greenway network that links 15 counties. The trail creates a permanent legacy of conservation for over two million people by linking communities and attractions across North and South Carolina. The Carolina Thread Trail Master Plan for Cabarrus County Communities has not been updated since 2009 and is thus the same as contained in the Town's previous Comprehensive Plan. The trails proposed for the planning area are located along Adams Creek and Dutch Buffalo Creek. The Buffalo Creek Preserve is an existing 323-acre property that contains a gravel parking area for a trailhead, accessed from Malibu Road, and 2.1 miles of the Carolina Thread Trail. The natural surface and gravel trail is intended for walking, running,

COMPREHENSIVE TRANSPORTATION PLAN (CTP)

The Cabarrus-Rowan Metropolitan Planning Organization Comprehensive Transportation Plan (CTP) was adopted in March of 2017 and revised in 2019 and 2020. This plan shows that improvements are needed on along NC Highways 73 and 49, and Main Street within the planning area. It also shows a proposed bypass connecting Highways 73 and 49 east of the Town Limits. Needed bicycle improvements are shown along Dutch Road, Highway 73 (Franklin Street), Halifax Street, and Bowman-Barrier Road. A proposed multi-use path is shown along Adams Creek, Dutch Buffalo Creek, and Bowman-Barrier Road. However, none of these projects is shown on the horizon year project map or lists.

▼ MAP 1.16 COMPREHENSIVE TRANSPORTATION PLAN (CTP) MAP



CTP Highway Map (2020)

— Needs Improvements

— Recommended Boulevard

— Town Limits

— Town's ETJ

— Roads



There are only two projects listed on the adopted State Transportation Improvement Plan (STIP) within the Mount Pleasant Planning Area. North Washington Street (Park Drive to NC 73) improvements will include widening the street to 12-foot shared travel lanes with bike sharrows, sidewalks, curbs, and gutters. It planned to be under construction in 2025. The second project is replacing the bridge along Miami Church Road over Dutch Buffalo Creek. This is currently under construction.

METROPOLITAN TRANSPORTATION PLAN (MTP)

The Cabarrus-Rowan Metropolitan Planning Organization completed the Metropolitan Transportation Plan (MTP) update in April 2022. The MTP includes financial forecasts, project identification, mapping, goals, objectives, and socioeconomic projections. There are no projects shown in the Mount Pleasant planning area.

TOWN OF MOUNT PLEASANT PROJECT ACCELERATION IMPLEMENTATION PLAN

In June 2020, The Town of Mount Pleasant adopted a Project Acceleration Implementation Plan. This Plan provided further evaluation of the key pedestrian projects identified in the Town's 2017 Comprehensive Plan and prioritized the projects for implementation. Through this process, the Town identified the top five projects that would benefit from a detailed concept and implementation plan:

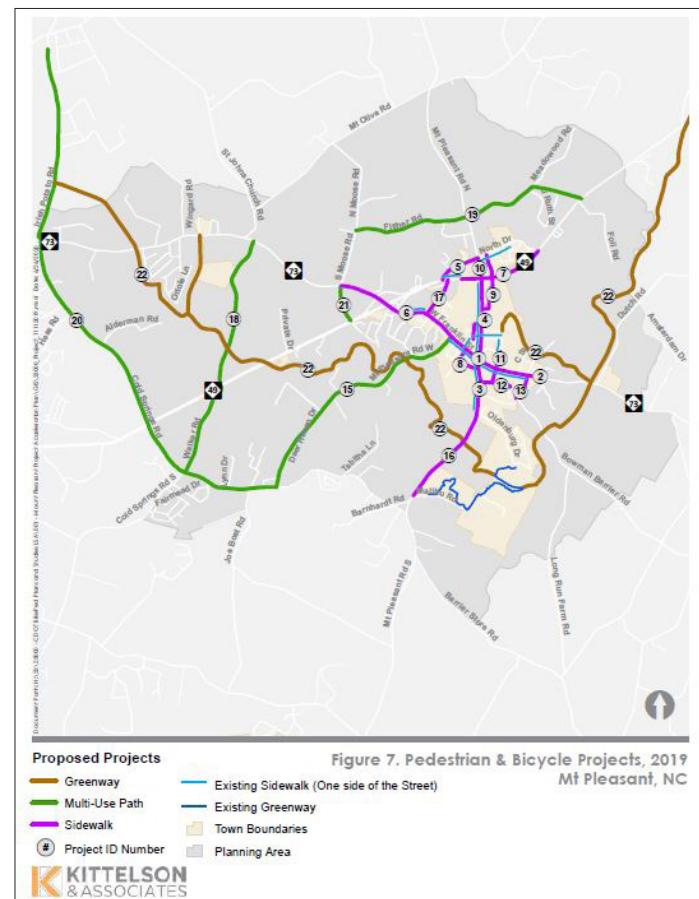
1. N. Main Street - NC 49 to Franklin Street
2. Franklin Street - Halifax St. to N. Main St.
3. Franklin Street - N. Main St. to Blueberry St.
4. Franklin Street - Duchess Dr. to Halifax St.

5. Washington Street - Park Street to Lee Street

There was also a second tier of five projects that was developed to identify high level implementation strategies focused around funding mechanisms. These projects included:

1. S. Main Street - Franklin St. to Oldenburg Dr.
2. Mount Pleasant Road South - Oldenburg Dr. to Malibu Rd.
3. North Drive - NC 49 to N Main St.
4. N. Main Street - North Drive to NC 49
5. College Street

The project map is shown below. For each of the five prioritized projects, the proposed improvements are explained with key design considerations, concept designs, implementation strategies, and funding estimates.



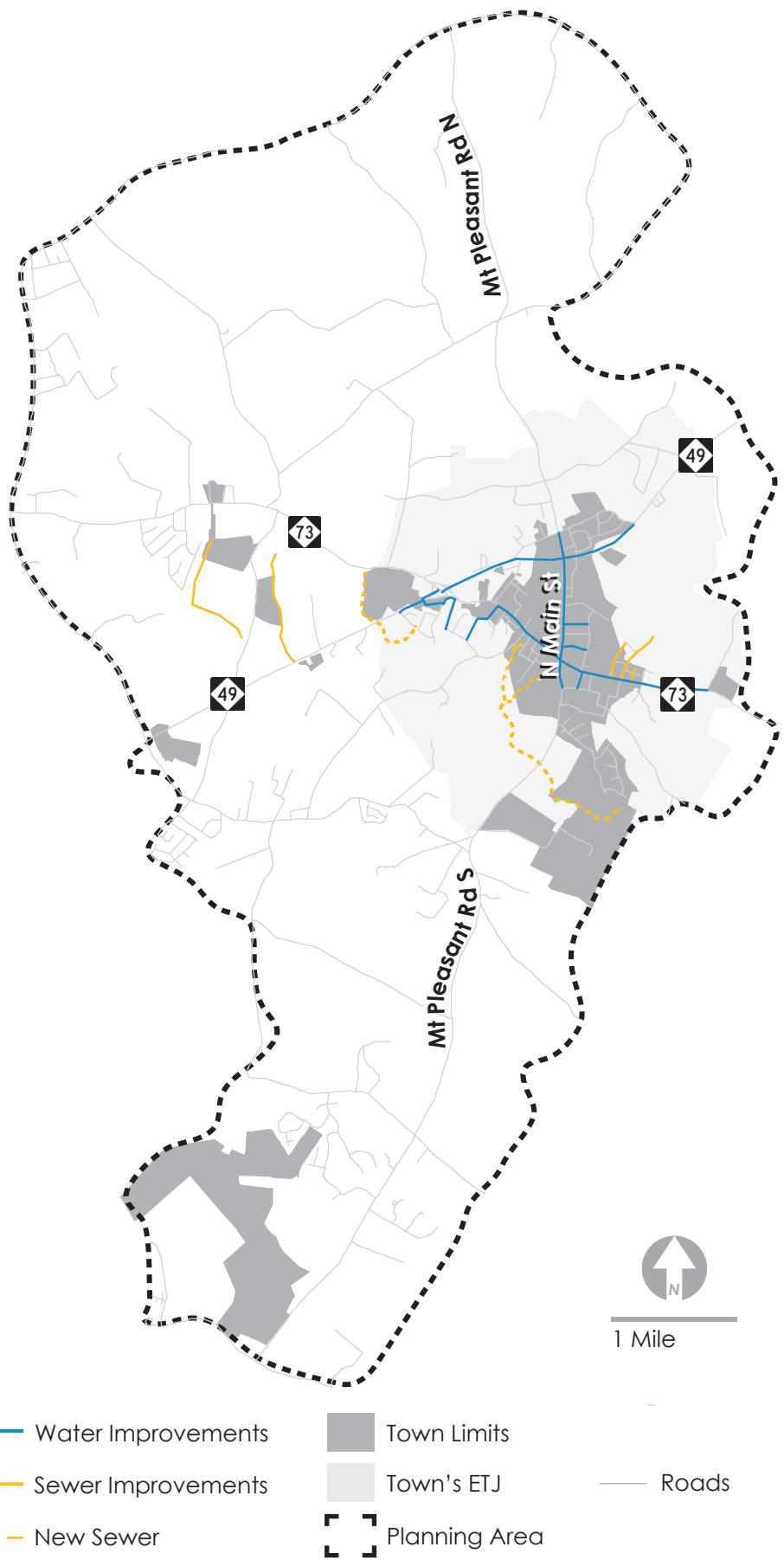
TOWN WATER AND SEWER CAPITAL IMPROVEMENTS PLAN

The Town of Mount Pleasant maintains a Capital Improvements Plan which identifies major infrastructure projects, their total cost, potential funding methods, and status / target FY. The Capital Improvements is reviewed and updated annually during the budget planning process.

As of January 25, 2024, the Town has 21 water and sewer improvements projects, totaling over \$44M in improvements, in their Capital Improvement Plan. The full list of projects and details are shared on the following page.

A significant portion of the funding is intended to come from the State American Rescue Plan Act (ARPA) funding, as well as from grants through the Federal Emergency Management Agency (FEMA) and the United State Department of Agriculture (USDA). Many of these projects are also anticipated to be complete in the next two or so years.

▼ MAP 1.17 WATER AND SEWER IMPROVEMENTS



▼ TABLE 1.9 TOWN OF MOUNT PLEASANT WATER & SEWER CAPITAL IMPROVEMENTS LIST

Source: Town of Mount Pleasant (01-25-2024)

CIP Project	Potential Funding Methods	Total Cost	Target FY	Status
Raw Water-Cofferdam repairs (to be reimbursed by FEMA)	FEMA*	\$230,000	2021-22	Complete
Sewer-Park Drive pump and line	Fund Balance	\$52,525	2022-23	Complete
6" Water Line-Park Drive	Fund Balance	\$200,000	2023-24	Engineering Complete, Bids Received
Sewer- Empire Drive Pump Station (replace Meadowbrook Pump Station and Food Lion Pump Station with new pump station and force main)	Finance-USDA Loan	\$4,876,750	2023-24	Under Construction
Sewer-A, B, C Street Area Sewer Line Rehab & Manhole Rehabilitation	Finance-USDA Loan	\$1,171,250	2023-24	Under Construction
12" Water Line (to replace 6" Galvanized Lines)- Main Street, Franklin Street, Hwy. 49, Cook Street	State Budget ARPA Funding	\$9,988,030	2023-2024	Contract issued, Work to begin Early 2025
Sewer-Lower Adams Creek Regional Gravity Line (replace Summer St. & Pasture Pump Stations with gravity lines)	State Budget ARPA Funding	\$5,822,970	2024-25	Contract issued, Work to begin Early 2025
Sewer-Sewer Line for drainage basin west of Walker Road	Fund Balance/ Developer Participation	\$263,090	2023-24	Developer construction underway
Water treatment improvements (Phase 1)-plant component replacement, filter media replacement, intake pipe extension	State Budget ARPA Funding (redirect), Fund Balance	\$1,000,000	2024-25	Engineering Underway
Water treatment improvements (Phase 2)-Carbon Filtration, Lagoon Liner	State Budget ARPA Reallocation Request	\$4,500,000	2024-25	Engineering Underway
Sewer-Sewer Line for drainage basin east of Walker Road (to serve Emergency Services tract)	Fund Balance/ Developer Participation	\$200,000	2025-26	Engineering Underway
6" Water Line-S. Skyland St. & Allman Rd. Ext.	State Budget Request	\$902,945	2027-28	Preliminary Engineering
6" Water Line-S. Washington Street	State Budget Request, Fund Balance	\$154,380	2027-28	
Raw Water Intake Site Upgrades-Cofferdam, Building, Intake improvements	USDA Loan and/ or State Budget Request	\$20,000,000	2028-29	Study needed
Sewer treatment facility participation	WSACC	Study Needed	2028-29	Study needed
12" Water Line-E. Franklin St. (Blueberry St. to Dutch Rd.)	State Budget Request, Fund Balance	\$817,730	Future	Future
12" Water Line-Dutch Road (Hwy. 73 to NCDOT Facility)	State Budget Request, Fund Balance	\$337,705	Future	Future
TOTAL		\$50,517,375		

TOWN CAPITAL IMPROVEMENTS PLAN

In addition to the water and sewer improvements that are included in the Town's Capital Improvement Plan, there are 20 other infrastructure and facility improvements prioritized for funding in the next five years.

Many of these capital improvements are transportation projects, including street paving and sidewalk construction. There are also a few facility improvements, including renovating and expanding the fire station (completed) and developing an emergency services station (in the preliminary planning stage). There are also some utility and stormwater improvements planned for downtown. Lastly, the Town is planning to complete the second and third phases of the Town Park project.

The total cost of these twenty capital improvements is almost \$24,000,000. Similar to the water and sewer capital improvement projects, a significant portion of the funding identified for these improvements is to be derived from a combination of grant funding and state agency assistance.

Until the Master Plan is adopted, WSACC is operating off its FY 23-34 and Nine Planning Years Capital Improvement Program. This program identifies 15 major improvements, a few of which will directly impact Mount Pleasant.

This includes expanding the Rocky River Regional Wastewater Treatment Plan (currently in Phase 3 of a multi-phased project that will bring the plan from 26.5 million gallons per day (MGD) to 30 MGD). There will also be a fourth phase that will increase the plant's capacity to 34 MGD and a fifth phase that will increase it to 40 MGD.

The WSACC Capital Improvement Program also includes upgrading force mains at Mount Pleasant Pump Stations 1 and 2. This project consists of replacing 23,700 linear feet of 8-inch force main with 12-inch force mains for additional capacity from the two upstream WSACC pump stations. The project will provide additional conveyance capacity to the Dutch Buffalo Creek Basin to account for wet weather flow and anticipated additional connections in the future. The preliminary estimated costs for this project are programmed into FY 2026 and total \$8,530,000.

WSACC MASTER PLAN

The Water and Sewer Authority of Cabarrus County (WSACC) is an independent, incorporated, public body funded by user fees with no taxing authority supporting five jurisdictions in North Carolina: Cabarrus County, the Cities of Concord and Kannapolis, and the Towns of Harrisburg and Mount Pleasant. WSACC is currently updating their Master Plan, which includes flow projections, water resources analysis, and the Capital Improvement Plan.

▼ TABLE 1.9 TOWN OF MOUNT PLEASANT GENERAL FUND CAPITAL IMPROVEMENTS LIST

Source: Town of Mount Pleasant (01-25-2024)

CIP Project	Potential Funding Methods	Total Cost	Target FY	Status
Fire station renovation and expansion	Conventional Loan	\$2,500,000	2023-24	Complete
Street paving priority streets-Jackson (north of 49), Westerholt, Bilverlor, Lorelei, Rhineland, Lee	Powell Bill, Transportation Capital Fund	\$175,000	2023-24	Complete
Town Park Phase 2 Improvements: McAllister Field Restroom, Equipment Storage, Lighting, Parking	Conventional Loan	\$1,800,000	2023-24	Complete
Town Park Phase 3 Improvements: Downtown Connector, Splash Pad, Trails	PARTF Grant, Fund Balance & Land Acquisition Match	\$1,000,000	2025-26	Pending RFP
Downtown Utility Duct Bank installation and stormwater mitigation on W. Franklin St.	FEMA Grant, NCDOT (12% FB Match)	\$4,500,000	2025-26	Engineering Underway
Balance of Downtown Stormwater Improvements (Barringer Drive and N. Main Street)	Fund Balance, NCDOT Participation	\$509,000	2024-25	Preliminary Engineering
Southwest quadrant parking improvements	Fund Balance	\$750,000	2024-25	Eng Underway
Historic theater renovation (participation)	Arts Council, Cannon Foundation, Private	\$2,500,000	2024-25	Architecture
N. Washington St. Sidewalk - NC73 to Park Drive	State Budget	\$800,000	2023-24	Eng Underway
W. Franklin St. Sidewalk -N. Main St. to Halifax St.	State Budget (20%), CMAQ Grant (80%)	\$1,370,800	2024-25	Submit CMAQ Application
W. Franklin St. Sidewalk -Halifax St. to Dutchess Dr.	State Budget (20%), CMAQ Grant (80%)	\$1,511,500	2024-25	Submit CMAQ Application
E. Franklin St. Sidewalk-Halifax St. to Dutchess St.	CMAQ Grant (80%), Fund Balance (20%)	\$1,921,000	2024-25	Submit CMAQ Application
N. Main Street Sidewalk - NC73 to NC 49	STIP	\$1,760,700	2025-26	Submit CMAQ Application
Existing sidewalk repairs	State Budget	\$500,000	2025-26	Scoring
Street paving priority streets-Westerholt Ct., Bilverlor Ct., Lorilei St., Rhineland Ct., Alish Tr., Lee Street	Powell Bill, Transportation Capital Fund	\$125,000	2023-24	Complete
Street paving priority streets-Erbach, Oberhuas, Waldeck	Powell Bill, Transportation Capital Fund	\$100,000	2024-25	Scoring
Street paving priority streets-A, B, C, Wade, Reid	USDA Sewer Project	\$125,000	2024-25	Scoring
Street paving priority streets-Ridge, Ludwig, Hillside, Summer, S. College	Powell Bill, Transportation Capital Fund	\$125,000	2026-27	Scoring
Street paving priority streets-Crestwood (east), Pine, Circle, Foil, Wood, Page	Powell Bill, Transportation Capital Fund	\$150,000	2027-28	Scoring
Street paving priority streets- Jackson (south), Broad, Klutzz, Abbott, Eagle, Walnut (west), Elm, Enchanted	Powell Bill, Transportation Capital Fund	\$200,000	2028-29	Scoring
Walker Road Emergency Services Station - Site engineering, site prep., training facility	Cabarrus County, Fire Capital Fund, Developer Installation of Utilities	\$2,000,000	2025-26	Preliminary Planning
TOTAL		\$24,423,000		

A photograph of a community input session in a room. In the foreground, several black chairs are arranged in rows. In the background, people are standing and talking at tables. There are informational displays on the walls, including one for 'PARKS & RECREATION' and another for 'OTHER CONSTRAINTS'.

2 COMMUNITY INPUT

COMMUNITY INPUT

In order to develop a meaningful and community-based plan, citizens need to be engaged throughout the planning process through a variety of opportunities. During the initial phases of the planning process, Mount Pleasant's residents, property owners, and business owners shared their ideas through a survey, a community workshop, and focus group interviews.

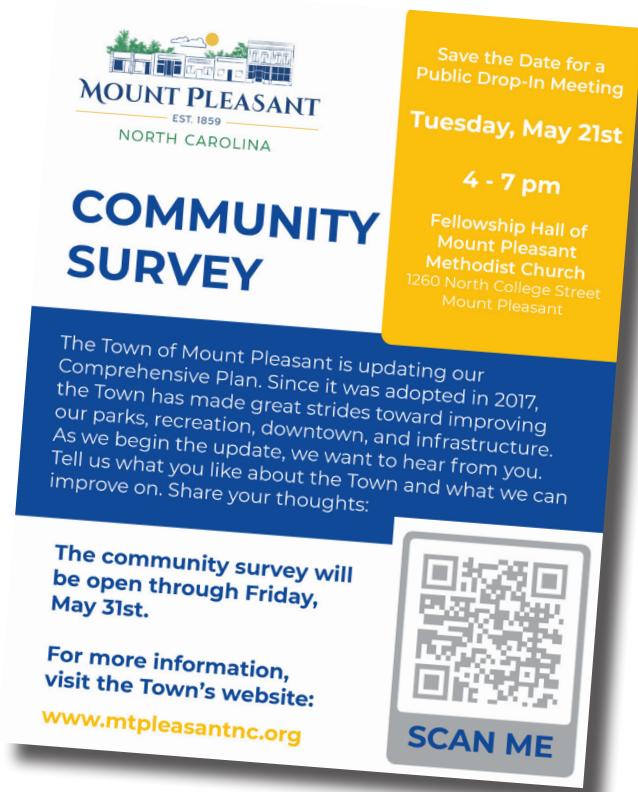
Toward the beginning of the process, focus group interviews were conducted with over 30 residents, property owners, and business owners. One month later, community members were invited to participate in the Plan development through a community survey, the Town's website and Facebook page, and a public drop-in meeting. Public engagement activities were kicked off in May 2024 with focus group interviews and the launch of a community survey. The survey and public drop-in meeting were publicized through posts on the Town's Facebook page, notifications in utility bills, and flyer distribution. The survey was available online for one month, with the public meeting occurring toward the end of the survey period. There were over 250 survey responses. For comparison, approximately 600 survey responses were received during the 2017 Comprehensive Plan process.

The public drop-in meeting was advertised along with the community survey. It was held on May 21, 2024 at the Mount Pleasant Methodist Church. The drop-in style gathering allowed citizens to review major changes implemented since the last Plan, additional upcoming planning efforts, and other content related to the Comprehensive Plan. A computer was available for any interested in taking the community survey.

The approximately 20 attendees were able to ask questions and share comments with staff and consultants, as well as leave comments related to the Plan development.

The following pages provide a summary of the results from the survey, the community workshop, and the focus group interviews.

▼ FIGURE 2.1 SURVEY AND WORKSHOP FLYER



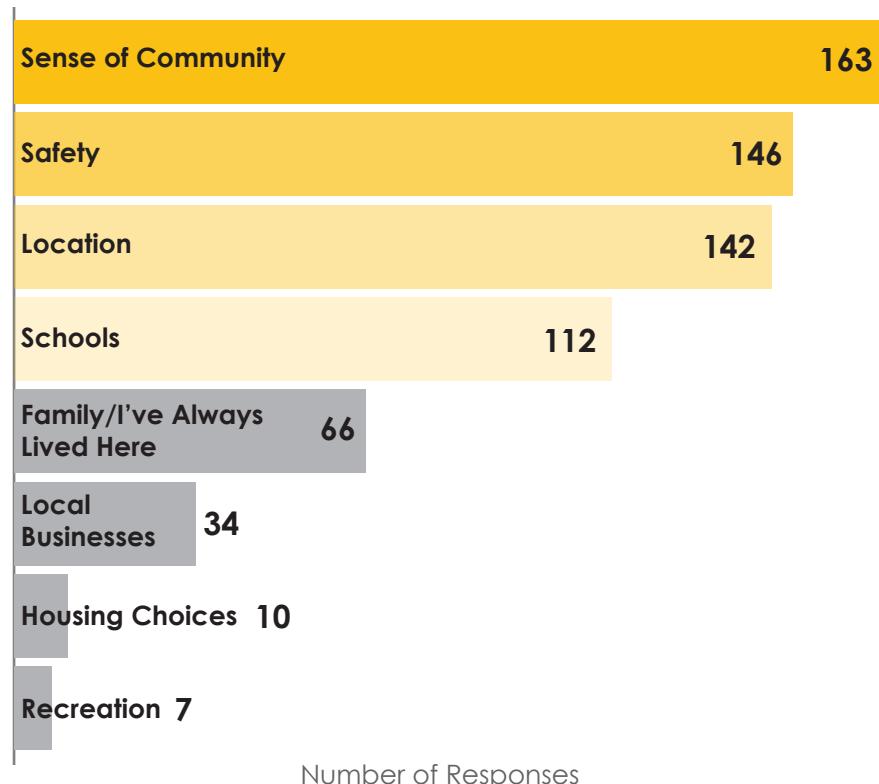
COMMUNITY SURVEY

PUBLIC SURVEY- QUESTIONS 1-4

INTRODUCTORY QUESTIONS

What do you like about the Town of Mount Pleasant? (Choose top three)

▼ FIGURE 2.2 COMMUNITY ASSETS



Survey respondents were asked to identify the three things they liked most about the Town of Mount Pleasant. The most liked attribute was its sense of community. This attribute was also reflected in many of the comments submitted with this question, in which many respondents indicated that they like how Mount Pleasant is a small town and has a small town feel.

Similar to the results received during the development of the last Comprehensive Plan, the other highly-ranked assets include safety, location, and schools.

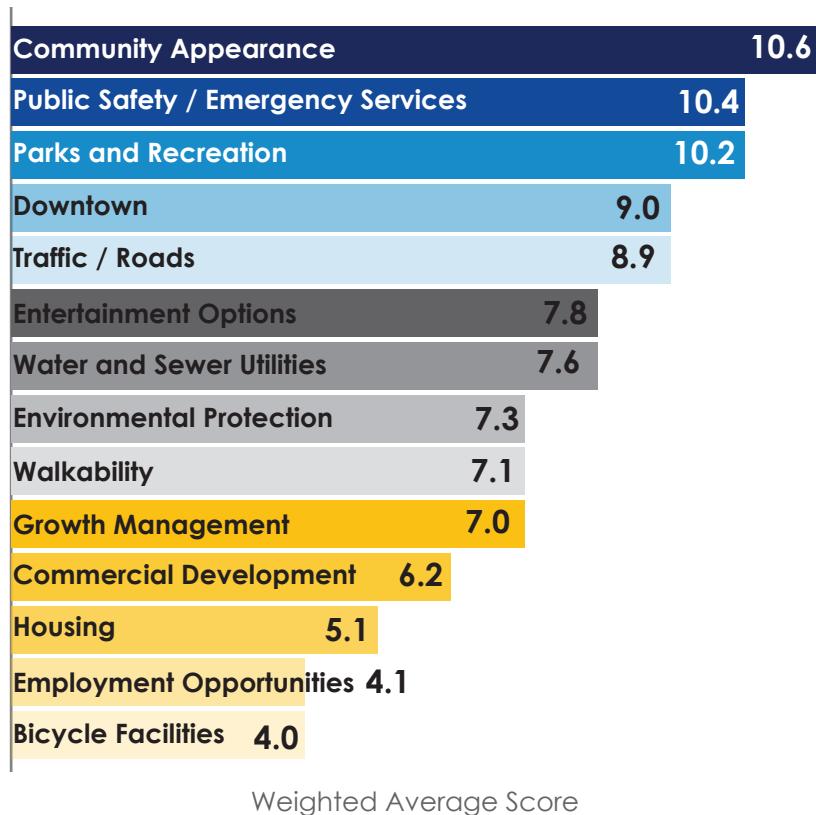
Interestingly, safety and location were rated as more favorable, whereas schools were rated as second favorite during the last planning process.

PUBLIC SURVEY- QUESTIONS 1-4

INTRODUCTORY QUESTIONS

Please rank the following in order of importance as they relate to the Town's future success.

▼ FIGURE 2.3 PRIORITIES FOR THE FUTURE



When asked about the factors most important to the Town's future, respondents weighed heavily on community appearance, public safety / emergency services, parks and recreation, downtown, and traffic / roads. Similar to the survey taken during the last Plan, community appearance is the number one priority for the future according to respondents.

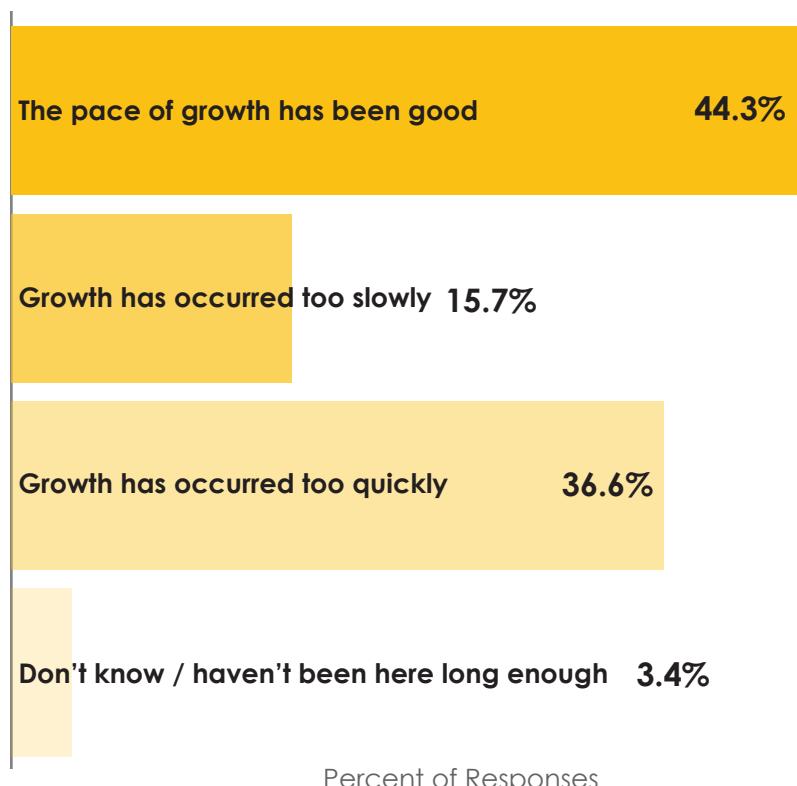
Though no factors were deemed unimportant, bicycle facilities, employment opportunities, housing, and commercial development all ranked toward the bottom in terms of importance. Many of these priorities have shifted since 2017 when commercial development was toward the top of the list and traffic / roads and utilities were not ranked as being as important.

PUBLIC SURVEY- QUESTIONS 1-4

INTRODUCTORY QUESTIONS

How do you feel about the pace of growth and development that has occurred over the past 10 years (2014 - 2024)?

▼ FIGURE 2.4 PERCEIVED PACE OF TOWN GROWTH



Survey respondents' opinions on the pace of growth and development is very mixed. More than 44% of respondents think that the Town has been growing at an appropriate rate. Almost 16% feel that the Town has been growing too slowly and almost 37% feel it has been growing too quickly.

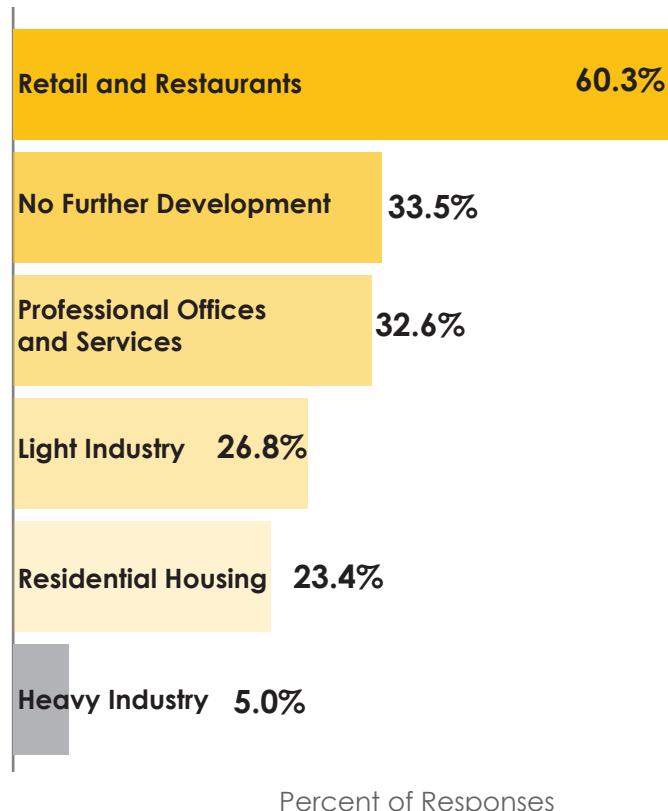
This is a notable shift from the 2017 survey, when only 38% of respondents were satisfied with the pace of growth, while 35% thought the Town was growing too slowly and 20% thought it was growing too quickly.

PUBLIC SURVEY- QUESTIONS 1-4

INTRODUCTORY QUESTIONS

In the future, what types of development should be encouraged in Mount Pleasant? (check all that apply)

▼ FIGURE 2.5 FUTURE DEVELOPMENT TO ENCOURAGE



More than half of survey respondents would like additional retail and restaurants developed in the future. Just over one-third of respondents would not like to see any further development, and just under one-third would like professional offices and services. Around one-quarter of respondents are interested in seeing light industry and residential housing developed, but very few respondents are interested in seeing heavy industry.

In 2017, additional restaurants and retail was also the most desired type of future development. There was less interest in stopping development or having professional offices in the 2017 survey. Further, residential housing was much more desired during the previous planning effort. There is a greater interest in light industry now than there was in the 2017 survey. This may be in part to the separation of light industry from heavy industry.

PUBLIC SURVEY- QUESTIONS 5-15

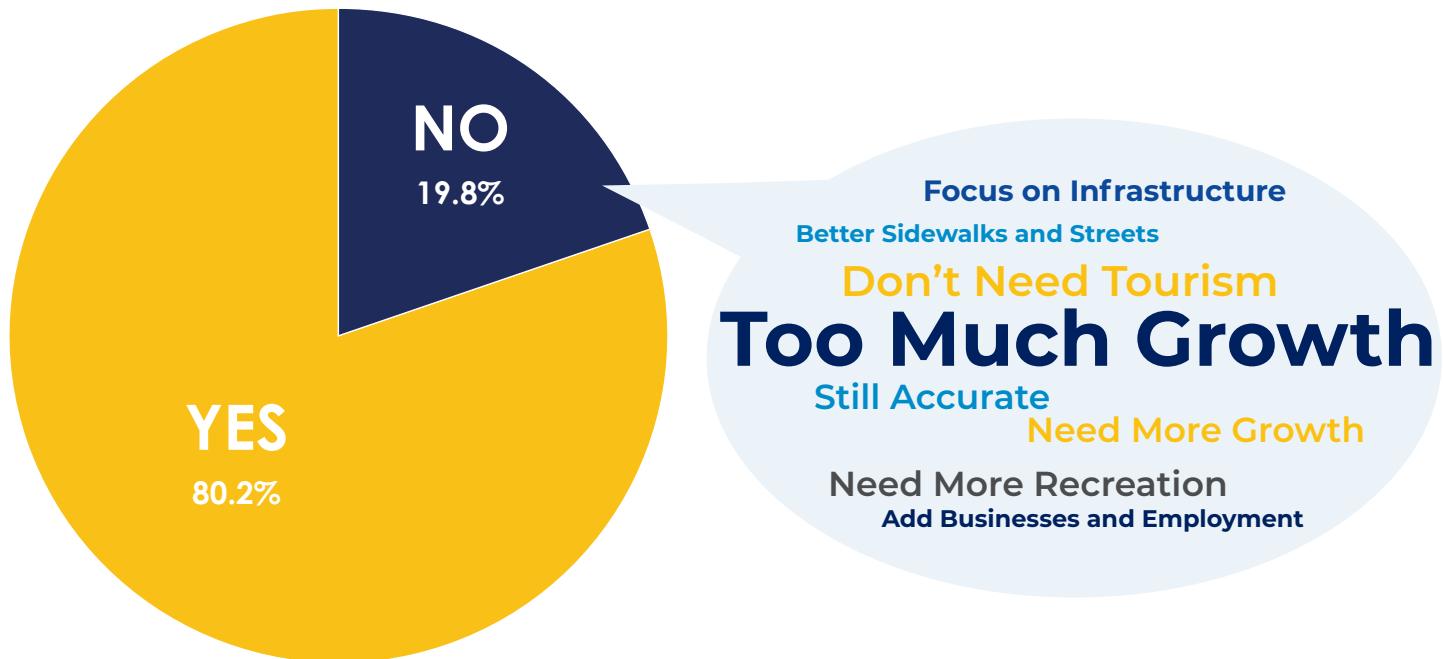
VISION FOR MOUNT PLEASANT'S FUTURE

The Vision Statement from the 2017 Comprehensive Plan envisioned the future 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."

In your opinion, does this statement still accurately reflect the desired future of Mount Pleasant?

▼ FIGURE 2.6 AFFIRMING THE VISION



The majority of survey respondents (80%) feel that the vision from the 2017 Comprehensive Plan is still accurate. Respondents were welcome to submit comments if they felt the vision was not accurate and 38 people did so.

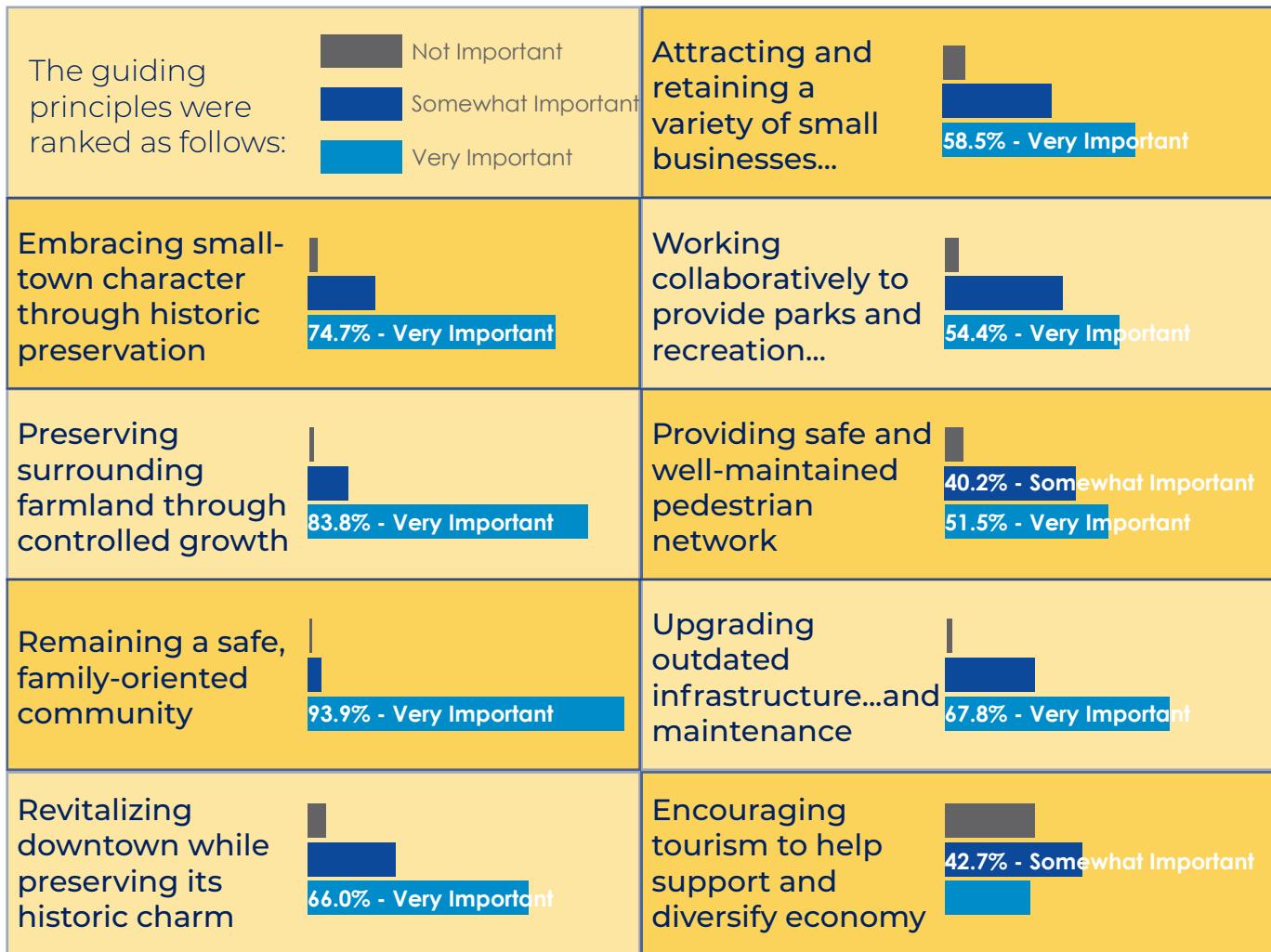
The majority of comments focused on the amount of growth that has or has not occurred, an interest in focusing more on residents instead of tourists, and on improving infrastructure and employment. The word cloud above shows responses provided by more than one person.

PUBLIC SURVEY- QUESTIONS 5-15

VISION FOR MOUNT PLEASANT'S FUTURE

The Vision Statement form the 2017 Comprehensive Plan is based on the following guiding principles derived from the public input received at that time. Please rate each principle on its level of importance for Mount Pleasant's future.

▼ FIGURE 2.7 RATING GUIDING PRINCIPLES



The majority of the guiding principles from the 2017 Comprehensive Plan are still supported by community survey respondents. The most supported guiding principles are remaining a safe, family-oriented community and preserving surrounding farmland through controlled growth.

Improving and expanding recreation facilities, economic development, and infrastructure had more mixed results, as shown above.

PUBLIC SURVEY- QUESTIONS 5-15

ADDITIONAL INPUT

Is there anything else that you think is important to consider for the future of Mount Pleasant?

▼ FIGURE 2.8 IMPORTANT FOR FUTURE



Survey respondents were also given the opportunity to provide written responses for additional things to consider for the future of Mount Pleasant. Comments were submitted by 90 respondents and those which were repeated (in a summarized form) by two or more respondents are shown above. The larger words represent those items were expressed by the most people.

The most common sentiments were to maintain the small town feel, stop development, control growth, and limit / be selective about the amount and type of housing that is constructed. Many respondents also requested requiring larger lots, developing more recreation, maintaining rural spaces, and to not become like Locust and Harrisburg.

PUBLIC SURVEY- QUESTIONS 16-17

COMMUNITY CHARACTER

2017 Goal: Embrace Mount Pleasant's small-town charm, history, and rural atmosphere as catalysts for revitalization and economic development.

Since adoption of the Comprehensive Plan in 2017, the Town of Mount Pleasant efforts to implement this goal include:

- Marketed Mount Pleasant as a place to experience local history, outdoor activities, and agriculture with all the charms of small-town life utilizing the Pleasant Life Facebook page and local media outlets.
- Updated landscaping, signage, building design standards, and building maintenance regulations in the Town's ordinances.
- Worked with property owners to preserve and rehabilitate historic structures and restore or update building facades.
- Added a Fall Festival to the Town's Independence and Christmas celebrations.
- The Town is also working to install new gateway signage at the entrances to Town, the edges of the historic district, and at strategic public locations within the Town. This will be after completion of planned utility and road projects.

Are you satisfied with the efforts the Town has made regarding community character?



Are there any additional ways Mount Pleasant can preserve and enhance community character?

More Events
Improve Intersection Appearance
Enforce Speeding Laws
Revamp Town's Social Media
I'm Happy
Stop/Slow Development
Match Historic Architecture
More Sidewalks Restore Old Buildings
Maintain Roads and Sidewalks
Require Larger Lots

There were 55 comments received as recommendations to preserve and enhance community character. Those comments received by two or more respondents are shown above, with the most frequent comments appearing in a larger font.

Similar to previous responses, recommendations largely revolved around slowing down development, improving the appearance of buildings, and adding / maintaining roads and sidewalks. Many respondents also indicated that they are happy with the direction the Town is moving.

PUBLIC SURVEY- QUESTIONS 18-19

ECONOMIC DEVELOPMENT

2017 Goal: Attract and retain a variety of businesses and light industry to promote a robust and diverse economic base and employment opportunities for residents.

Since adoption of the Comprehensive Plan in 2017, the Town of Mount Pleasant efforts to implement this goal include:

- *Created an official Town logo with the assistance of public surveys and a steering committee.*
- *Launching a new town website (as of Summer 2024).*
- *Introduced Pleasant Life on social media to promote history, tourism, business news, and events.*
- *Worked with Explore Cabarrus (Convention and Visitors Bureau) to increase the promotion and inclusion of tourism offerings in eastern Cabarrus County.*
- *Worked with Cabarrus County Economic Development Commission (EDC) to market available sites for light industrial uses.*
- *Worked with Cabarrus County EDC to fund an economic development feasibility study to be included in the 2024 Comprehensive Plan update.*
- *Updated the economic development incentive program to encourage the reuse of former industrial properties and construction of new light industrial development to replace jobs lost when the Town's four textile mills shut down.*

Are you satisfied with the efforts the Town has made regarding economic development?



Average Rating: 3.7

Are there any additional ways Mount Pleasant can improve economic development?

Reuse Old Buildings
More Businesses
Infrastructure Tax Credits Satisfied
Nothing / Slow Down
Business Start Up Assistance

There were 42 comments submitted on ways to improve economic development and many of these were repetitive of previous answers. Eight respondents wanted to slow down development / not do anything, while other respondents wanted to add more businesses (restaurants, retail, grocery, etc).

Additional comments received by more than one person included using tax credits to encourage local business growth, reusing existing structures, improving infrastructure, and helping businesses start up. Three respondents also indicated that they were satisfied with what the Town has been doing.

PUBLIC SURVEY- QUESTIONS 20-21

LAND USE & GROWTH MANAGEMENT

2017 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 and the provision of open space and recreational opportunities.

Since adoption of the Comprehensive Plan in 2017, the Town of Mount Pleasant efforts to implement this goal include:

- Utilizing a future land use map to determine consistency with development requests.
- Completed development review of two residential developments (215 houses in Green Acres and Brighton Park) that had initial planning in 2008 but were stalled due to the Great Recession.
- Turned away numerous development requests that did not support the Town's land use and growth management goal and strategies.
- Encouraged and facilitated the reuse of vacant and underutilized structures, including the old prison, the old Mount Pleasant Hosiery Mill, the Tuscarora Mill site, and the old middle school.
- Encouraged the use of vacant infill properties for small-scale residential development (1 to 4 houses depending on property size) to utilize existing infrastructure.
- Adopted improved open space reservation and conservation requirements for any new development proposal.
- Worked with local land conservancy organizations on conservation and habitat restoration efforts.

Are you satisfied with the efforts the Town has made regarding land use and growth management?



Average Rating: 3.4

Are there any additional ways Mount Pleasant can improve land use and growth management?



There were 59 comments received regarding land use and growth management. The majority of these (33) revolved around limiting housing development. Additional comments received by two or more people are shown above, with larger words representing more repeated responses.

Additional repeated comments revolved around protecting farmland, limiting apartments, being satisfied, allowing growth, improving roads, adding another park, improving infrastructure, and reusing old buildings.

PUBLIC SURVEY- QUESTIONS 22-24

DOWNTOWN

2017 Goal: Cultivate a vibrant and attractive downtown atmosphere that residents and visitors enjoy while enhancing community character through the preservation of historic resources.

Since adoption of the Comprehensive Plan in 2017, the Town of Mount Pleasant efforts to implement this goal include:

- **Facilitated and supported the implementation of several downtown catalyst projects, including historic building rehabilitation, Fire Station renovation & expansion, municipal parking lot/public parking, and McAllister park improvements on Town Hall property.**
- **Began planning for the implementation of additional downtown catalyst projects including the renovation of the historic Paula Theater, a new mixed-use building on S. Main Street (across from theater), adding travel lane width with sidewalk/curb & gutter on N. Washington Street, additional public parking improvements in the southwest quadrant of downtown (around Buddy's Place restaurant, theater, and barbershop), and renovating the old service station at the southeast corner of Highway 73 and S. Main Street.**
- **Worked with utility providers to produce a plan to bury utility lines in the downtown square and successfully pursued grant funding to do so.**
- **Received a grant to complete a downtown stormwater study to determine necessary steps to work with NCDOT to improve stormwater in downtown and received a grant to partially fund the needed improvements.**
- **Adopted non-residential property maintenance regulations and pursued enforcement on properties that were not maintained in good condition.**
- **Received grants through the Cabarrus Arts Council and NC Arts Council to install two murals downtown.**

Are you satisfied with the efforts the Town has made regarding downtown?



Average Rating: 3.9

Are there any additional ways Mount Pleasant can improve downtown?

Longer Business Hours
Improve Walkability More Businesses
Stop Building **Parking** Improve Crosswalks
More Entertainment Remove On-Street Parking
More Bikable Improve Building Appearance
Slow Down Traffic

Survey respondents were also asked if they spend more or less time downtown (since 2017). More than half of respondents (55%) spend more time downtown and about 31% spend the same amount of time downtown. There were 62 comments received related to downtown.

Many of these comments revolved around improving and expanding parking, though others discussed business development, pedestrian safety, and appearance.

PUBLIC SURVEY- QUESTIONS 25-26

PARKS AND RECREATION

2017 Goal: Collaborate to provide recreational amenities and athletic programming for the Town of Mount Pleasant and eastern Cabarrus County.

Since adoption of the Comprehensive Plan in 2017, the Town of Mount Pleasant efforts to implement this goal include:

- Worked with Cabarrus County to facilitate construction of the new Library, Active Living Center, and Virginia Foil Park with new youth ballfields, walking trails, and a playground on N. Washington Street (Fall 2024).
- Received a Carolina Thread Trail grant to complete a parking expansion, picnic shelter, signs, security cameras, and portable restroom facility at the Buffalo Creek Preserve Trailhead on Malibu Road.
- Constructed a new restroom/concession stand, equipment building, dugouts, accessible sidewalks, bleachers, batting cages, and 25 additional parking spaces at historic McAllister Field.
- Continued to plan for and pursue funding to add a mini splash pad, walking trails, and a downtown connector walkway.
- Provided input to Cabarrus County on a planned 600-acre nature park on St. Stephens Church Road.

Are you satisfied with the efforts the Town has made regarding parks and recreation?



Are there any additional ways Mount Pleasant can improve parks and recreation?

Survey respondents are generally satisfied with the parks and recreation facilities and programs offered in Mount Pleasant.

There were 35 comments related to parks and recreation but these were not very cohesive. A number of comments reflect contentment with the current parks and the direction the Town has been going. Other comments expressed issues with park improvements that have been made.

In terms of new park facilities, there was a broad range of ideas mentioned. These included pickle ball courts, more pedestrian amenities, downtown green space, trails, seating in parks, community events, skate parks, and horse access. Some comments also requested improvements at existing parks (such as more waste containers, more space for leagues, and improved walkability) and expanded parking.

PUBLIC SURVEY- QUESTIONS 27-28

INFRASTRUCTURE AND SERVICES

2017 Goal: Provide sound utility and transportation infrastructure and exemplary municipal services that sustain and improve existing development while promoting economic growth and excellent quality of life for the Town's residents.

Since adoption of the Comprehensive Plan in 2017, the Town of Mount Pleasant efforts to implement this goal include:

- Developed a Capital Improvements list to identify and dedicate funding for priority infrastructure projects.
- Worked with the Cabarrus-Rowan Metropolitan Planning Organization (CRMPO) to identify needed improvements on state roads.
- Adopted a Pedestrian Plan utilizing NCDOT grant funding to plan for sidewalk improvements.
- Received grant funding to make sidewalk improvements on Franklin Street and N. Washington Street (construction planned 2024-2026).
- Created a pavement condition rating system to prioritize street paving projects and resurfaced 8 streets. Also, increased transportation funding to complete more street paving projects in the future.
- Lowered the Public Protection Classification (ISO rating) for the Mount Pleasant Fire Department to a Class 2 (from 4 in 2017) within Town limits, lowering insurance costs for residents and businesses.
- Secured approximately \$20 million in funding through state budget grants and low interest USDA loans to replace 85-year old 6-inch water lines with 12-inch water mains to improve water quality and fire flow, replace old clay sewer pipes and manholes, install a new sewer pump station and gravity sewer line to replace four aging pump stations.
- The Town is currently working with engineers to plan for improvements to the raw water intake site at the Dutch Buffalo Creek dam and the water treatment system.

Are you satisfied with the efforts the Town has made regarding infrastructure and services?



Average Rating: 3.6

Are there any additional ways Mount Pleasant can improve infrastructure and services?

There were 39 comments submitted related to infrastructure and services. These were generally reflected in previous survey responses, focusing on water quality and sewer capacity, roads, and sidewalks.

There were a few comments regarding public transportation, annexation, policing, and Town employment.

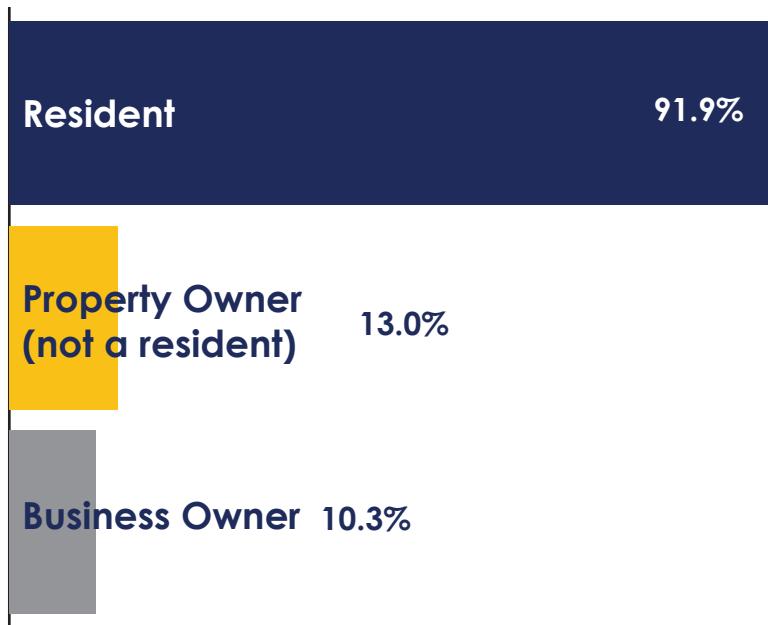
PUBLIC SURVEY- QUESTIONS 29-34

WHO TOOK THE SURVEY

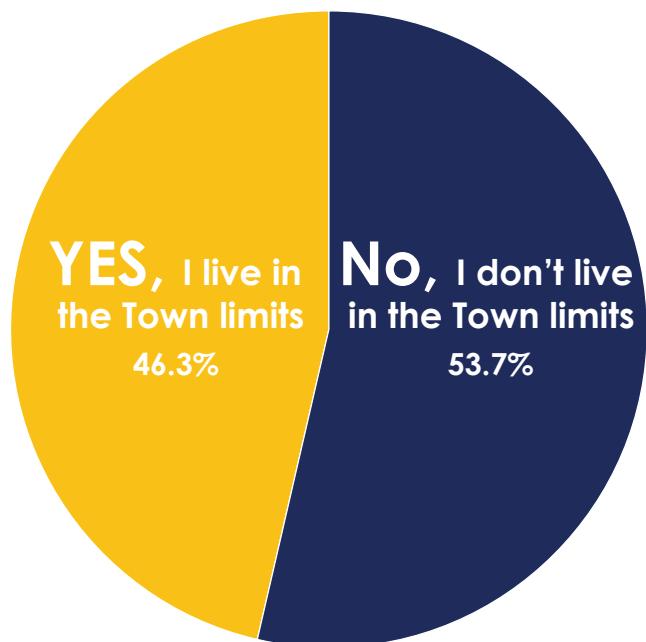
Concerning the Town of Mount Pleasant planning area, are you a (check all that apply)?

Do you live within the municipal limits of Mount Pleasant? If you are unsure, you can view an interactive map of the Town limits.

▼ FIGURE 2.9 CONCERNING THE PLANNING AREA:



▼ FIGURE 2.10 DO YOU LIVE IN THE TOWN:



The majority of survey respondents live in the Mount Pleasant planning area, though many (53.7%) actually live outside of the Town limits. Just under half of survey respondents live within the municipal limits.

A small portion of survey respondents indicated that they own property in the planning area but do not live there. Just over 10% indicated that they are business owners.

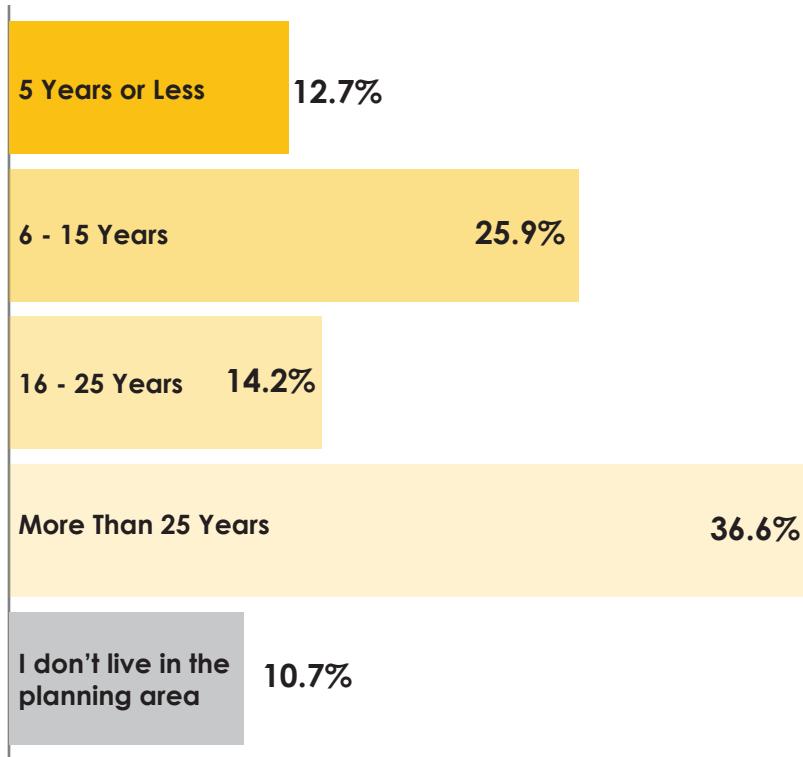
PUBLIC SURVEY- QUESTIONS 29-34

WHO TOOK THE SURVEY

If you are a resident of the Town of Mount Pleasant or the planning area, how long have you lived here?

If you do not live in the planning area, please provide your zip code.

▼ FIGURE 2.11 LONGEVITY OF RESIDENCY:



▼ FIGURE 2.12 ZIP CODE OF NON-RESIDENTS:

Zip Code	# of Respondents
28124	22
28025	12
28138	2
28026	2
28027	1
28075	1
28103	1
28205	1
Outside Town	2

Just over one-third of survey respondents have lived in the planning area for more than 25 years. Almost 15% have lived in the area for 16-25 years and more than one-quarter have lived in the area for 6 - 15 years. Another 13% have lived in the area for less than 5 years and almost 11% do not live in the planning area.

Most of those who do not live in the planning area live in the 28124 zip code. A number of additional respondents live in the 28025 zip code. Additional zip codes submitted by survey respondents are listed in the table above.

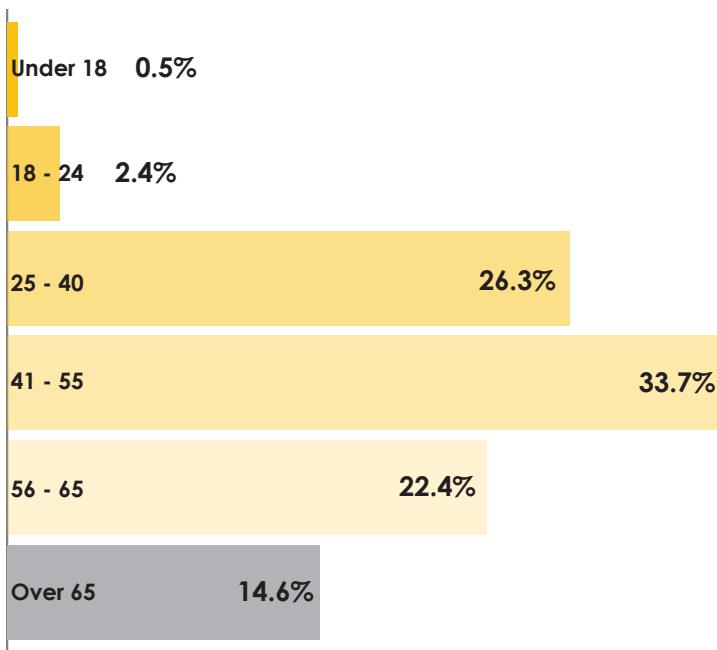
PUBLIC SURVEY- QUESTIONS 29-34

WHO TOOK THE SURVEY

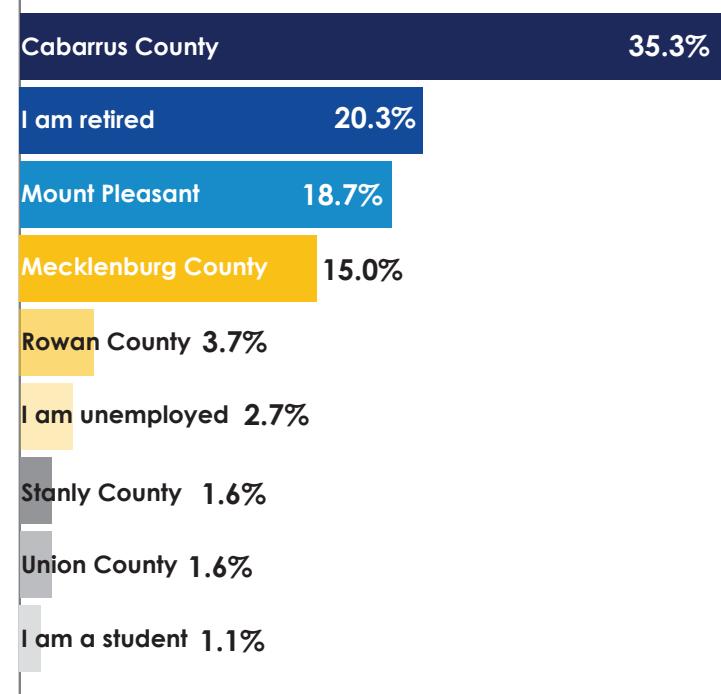
What is your age range?

Where is your place of employment?

▼ FIGURE 2.13 AGES OF RESPONDENTS:



▼ FIGURE 2.14 PLACE OF EMPLOYMENT:



The vast majority of survey respondents are over the age of 25, with the largest groups being 41 - 55 (33.7%), 25 - 40 (26.3%), and 56 - 65 (22.4%). This is generally reflective of the demographic that participate in community surveys, but is also in alignment with the age of residents.

More than one-third of respondents work in Cabarrus County, including in Concord, Kannapolis, Harrisburg, and Midland). Approximately 20% of respondents are retired and almost 20% work in Mount Pleasant. Another 15% of respondents work in Mecklenburg County (including the municipalities within it).

PUBLIC DROP-IN MEETING

On May 21st, a public drop-in meeting was held at the Fellowship Hall of Mount Pleasant Methodist Church. The meeting was open for members of the public to stop in anytime during a three-hour period to view information about the Comprehensive Plan, provide feedback, and ask questions. A laptop was also available for anyone who was interested in taking the community survey.

There were boards spread throughout the room with topics focused on historic resources, catalyst projects from the 2017 Plan, tourism, economic development, land use, development constraints, recreation, infrastructure, and services.

Attendees were able to speak with staff and consultants, as well as leave comments for their review. There were about 25 residents who attended the meeting and 9 comments were received.

Many of the comments expressed appreciation for the work completed by the Town, as well as requested additional recreational amenities (such as a pickle ball court and a splash pad). There were also a few comments submitted related to infrastructure and utilities, requesting improvements to roadways, sidewalks, and water / sewer infrastructure. One comment stated an interest in maintaining the small town feel by not taking on too many projects. Overall, the feedback received throughout the meeting was positive and indicated that the Town has been heading in the right direction.



FOCUS GROUP INTERVIEWS

On May 2nd, a series of focus group interviews were conducted at Town Hall. In total, there were four meetings held with over 20 participants. A few stakeholders who were invited but unable to attend also submitted comments related to their thoughts and concerns about the Town.

Stakeholders included landowners, investors, business owners, community organizations, and residents. Participants engaged in small, informal conversation in which they shared updates about what is going on in the Town, past success, and additional improvements they'd like to see in the future.

Many participants expressed an interest in seeing moderate growth occur in and around the Town in the coming years. While expressing an interest in growth and development, they also wanted to ensure that it was controlled growth and that it also provided opportunities for new jobs in the Town. Developers were interested in increasing housing, mostly through smaller subdivisions and infill lots, as well as in fulfilling a need for small-to medium-scale light industrial flex space. There were a number of conversations related to limited water and sewer capacity, and how that reduces the potential for future development.

Many conversations also focused on the recent successes of downtown and an interest in further improving this commercial and cultural hub. The most repeated interest in downtown was to see aesthetic improvements, as well as infrastructural enhancements. Participants also expressed an interest in seeing further business growth.

Though largely focused on downtown and surrounding neighborhoods, many participants shared an interest in improving walkability. There were requests for improved crosswalks, mid-block crossings, and other tools that may slow down thru-traffic.

Another large focus during these meetings was recreation. While the Town has seen numerous recreational improvements in recent years, including additional improvements in the pipe line, stakeholders would like to see more. In particular, there was a need expressed for baseball fields that can be used by those over 12 years old. All of the new facilities are for youth sports and there is a need for larger fields. There was also interest in pickle ball courts and more active entertainment.

Many of the focus groups discussed all of the recent improvements made in the Town and how they can go further. Key takeaways included opportunities to increase connectivity, enhance the Town's appearance, create local jobs, grow downtown, expand recreation, and maintain the small town feel.

3 VISION AND GOALS

VISION AND GOALS

It's important to develop a sound, clearly articulated vision that is representative of a variety of interests, setting the direction of the plan. Through public outreach efforts, it was determined that the vision from the 2017 Plan was still generally the direction in which the Town would like to head. Minor modifications were developed based on feedback gathered during this planning process.

VISION

The vision established in this Comprehensive Plan is an expression of the desired future for the Town of Mount Pleasant. It is based on public input and the guidance of the Steering Committee, and it may be achieved through the implementation of this Plan's recommendations. Mount Pleasant has recognized a shared vision which includes:

- Embracing small-town character through historic preservation
- 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 transportation network for vehicles and pedestrians
- Upgrading outdated infrastructure and providing for its long-term maintenance
- Diversifying the economic base and improving long-term fiscal health
- Preserving surrounding farmland through controlled growth

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, and a vibrant downtown for residents and visitors alike.

GOALS



COMMUNITY CHARACTER

Embrace Mount Pleasant's small-town charm, history, and rural atmosphere as catalysts for revitalization and economic development while remaining a safe, family-oriented community.



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 of controlled growth, where adequate infrastructure exists, that complements the character of the Town, promotes economic development, preserves environmentally sensitive areas and surrounding farmland, and provides adequate 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 while remaining a safe, family-oriented community.

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 several decades. Growth has spread 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

The strategies which the Town should pursue to meet the Community Character goal are explained on the following pages.



CC1. Continue to work with property owners to preserve and rehabilitate historic structures through education, coordination with the State Historic Preservation Office, and the existing facade improvement program.

▼ BARBER SHOP BUILDING - BEFORE



▼ BARBER SHOP BUILDING - AFTER



The Mount Pleasant Barber Shop building is the oldest commercial structure in downtown Mount Pleasant. After years of neglect, a local investment group purchased the building and worked with the State Historic Preservation Office to rehabilitate the structure utilizing the historic tax credit program while following the U.S. Secretary of the Interior Standards for Rehabilitation. There are two retail spaces on the first floor and office space on the second floor.

▼ BARBER SHOP BUILDING - REAR



Strategy Category	Strategy Priority	Estimated Cost	Time Frame	Primary Organization	Secondary Organizations
Community Character	Medium	Policy-\$\$	Ongoing	Town	NCHPO, Eastern Cabarrus Historical Society

CC2. Resume efforts to provide attractive landscaped signage with the Town's new logo at gateways into Town, and continue to work with Explore Cabarrus to update wayfinding signage as new points of interest are added in the area.

▼ GATEWAY LOCATIONS

Gateway Locations

▼ TOWN HALL SIGN

MOUNT PLEASANT
NORTH CAROLINA

Fire Department	Town Hall
Lions Club	McAllister Park
Food Ministry	Senior Center
Restored Hope Therapy	April Lisk Photography

PUBLIC PARKING
8574 - 8617 Park Drive

▼ EXPLORE CABARRUS WAYFINDING SIGN

CABARRUS

Downtown Mount Pleasant ➔

Strategy Category	Strategy Priority	Estimated Cost	Time Frame	Primary Organization	Secondary Organizations
Community Character	Medium	\$\$	2 - 5 Years	Town	Explore Cabarrus

CC3. Continue to identify locations for the Layers of History Mural Program and seek NC Arts Council grant funding for the installation of murals.

LAYERS OF HISTORY

The Town's "Layers of History" mural program has brought vibrant murals to the community in recent years. "Layers of History" introduces artistic renderings of historic scenes into the built environment of the Town. Through the North Carolina Arts Council Grassroots Project Assistance Grant administered by the Cabarrus Arts Council, the Town has been able to install two murals.

The "At Your Service" mural depicts workers in front of the Barringer Motor Company in the early 1930s. The mural is on the side of the old Barringer Company Motors Building, greeting eastbound visitors to downtown.

The "Greetings from Mont Amoena" mural honors the legacy of the Mont Amoena Female Seminary which educated young women from 1859 to 1927 in Mount Pleasant. The mural is located in the middle of downtown, just 600 feet north of where Mont Amoena once stood on South Main Street.

These murals inspired the installation of a privately funded mural on the side of the Mount Pleasant Animal Hospital, which features historic scenes of Mount Pleasant with people and their pets.

Strategy Category	Strategy Priority	Estimated Cost	Time Frame	Primary Organization	Secondary Organizations
Community Character	Medium	\$\$	Ongoing	Town	Cabarrus Arts Council

▼ POTENTIAL FUTURE MURAL LOCATIONS



▼ "AT YOUR SERVICE" MURAL



▼ "GREETINGS FROM MOUNT AMOENA" MURAL



▼ ANIMAL HOSPITAL MURAL



Consider additional locations for murals or similar art installations depicting Mount Pleasant's history including the two alleyways in downtown.

CC4. Continue with proactive code compliance and enforcement efforts by providing community education and a clear process for bringing properties into compliance.

▼ UN-MOWED BUFFER STRIP AT SIDEWALK



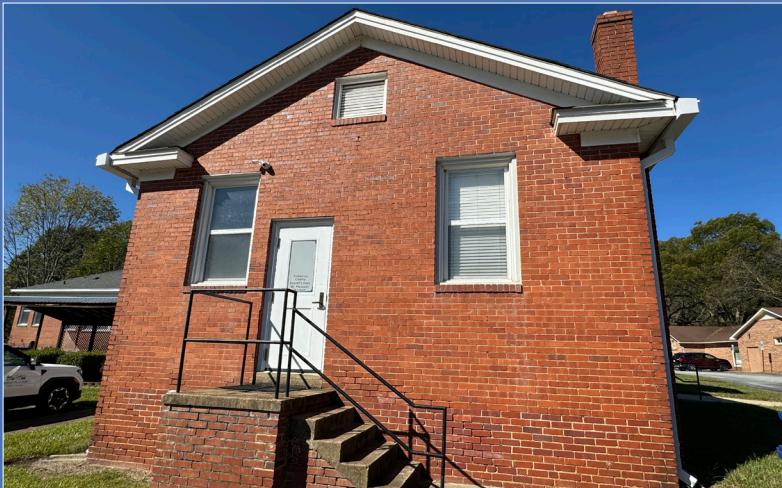
▼ NEW TRAFFIC SIGNS



Strategy Category	Strategy Priority	Estimated Cost	Time Frame	Primary Organization	Secondary Organizations
Community Character	Medium	Policy-\$	Ongoing	Town	Cabarrus County Sheriff

CC5. Work with Cabarrus County Sheriff's Department to utilize community-oriented policing principles, engaging with residents and businesses to identify and resolve issues related to traffic enforcement, property crime, and overall safety.

▼ SHERIFF'S DEPARTMENT MOUNT PLEASANT SATELLITE OFFICE



▼ TRAILHEAD SIGNAGE



Strategy Category	Strategy Priority	Estimated Cost	Time Frame	Primary Organization	Secondary Organizations
Community Character	High	Policy	Ongoing	Cabarrus County Sheriff	Town

Historic Preservation Programs and Tax Credit Resources

The North Carolina State Historic Preservation Office (NCHPO) assists private citizens, private institutions, local governments, and agencies of state and federal government in the identification, evaluation, protection, and enhancement of properties significant in North Carolina history and archaeology.

Certified local governments (CLG), not-for-profit organizations, and educational institutions within a CLG are also able to apply for the Historic Preservation Fund (HPF) pass-through grant.

The Restoration Services Branch of the Historic Preservation Office provides a variety of technical preservation services to the public and governmental agencies, including building conservation guidance and coordination of federal and state tax credits to support the rehabilitation of historic buildings.

A federal income tax credit for the rehabilitation of historic structures first appeared in 1976 and today consists of a 20% credit for the qualifying rehabilitation of income-producing historic properties. In 1998, North Carolina introduced a state historic tax credit to augment the federal program, and instituted a “non-income-producing” historic tax credit program available to homeowners. Today, homeowners may receive a 15% state tax credit for qualified rehabilitation of owner-occupied residential properties. To learn more, please visit hpo.nc.gov.



did
YOU
know?

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.

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 residents.

STRATEGIES

The strategies which the Town should pursue to meet the Economic Development goal are explained on the following pages.



ED1. Continue to market Mount Pleasant as a place to experience local history, outdoor activities, and agriculture with all the charms of small-town life.

▼ EASTERN CABARRUS HISTORICAL SOCIETY MUSEUM



▼ BARRIER FARMS STORE



▼ BUFFALO CREEK PRESERVE TRAIL



Strategy Category	Strategy Priority	Estimated Cost	Time Frame	Primary Organization	Secondary Organizations
Economic Development	Medium	\$	Ongoing	Town	Explore Cabarrus, Cabarrus EDC

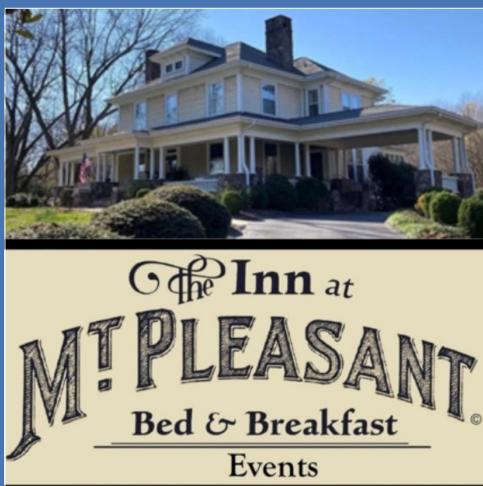
ED2. Complete the Pleasant Life website to provide up-to-date information about local history, organizations, businesses, park facilities, events, venues, and tourism offerings in the area.

▼ PLEASANT LIFE WEBSITE



The Pleasant Life  Eat, Drink, & Get Married  Pleasant Pursuits  Day Trippin'  Pleasant Life Gear  

▼ INN AT MT. PLEASANT



The Inn at
MT PLEASANT
Bed & Breakfast®
Events

▼ REED GOLD MINE



Strategy Category	Strategy Priority	Estimated Cost	Time Frame	Primary Organization	Secondary Organizations
Economic Development	High	\$	1-2 Years	Town	Explore Cabarrus

ED3. Identify key locations and opportunity sites that would support light industrial uses and retail uses and work with the Cabarrus Economic Development Corporation (EDC) to market these sites.

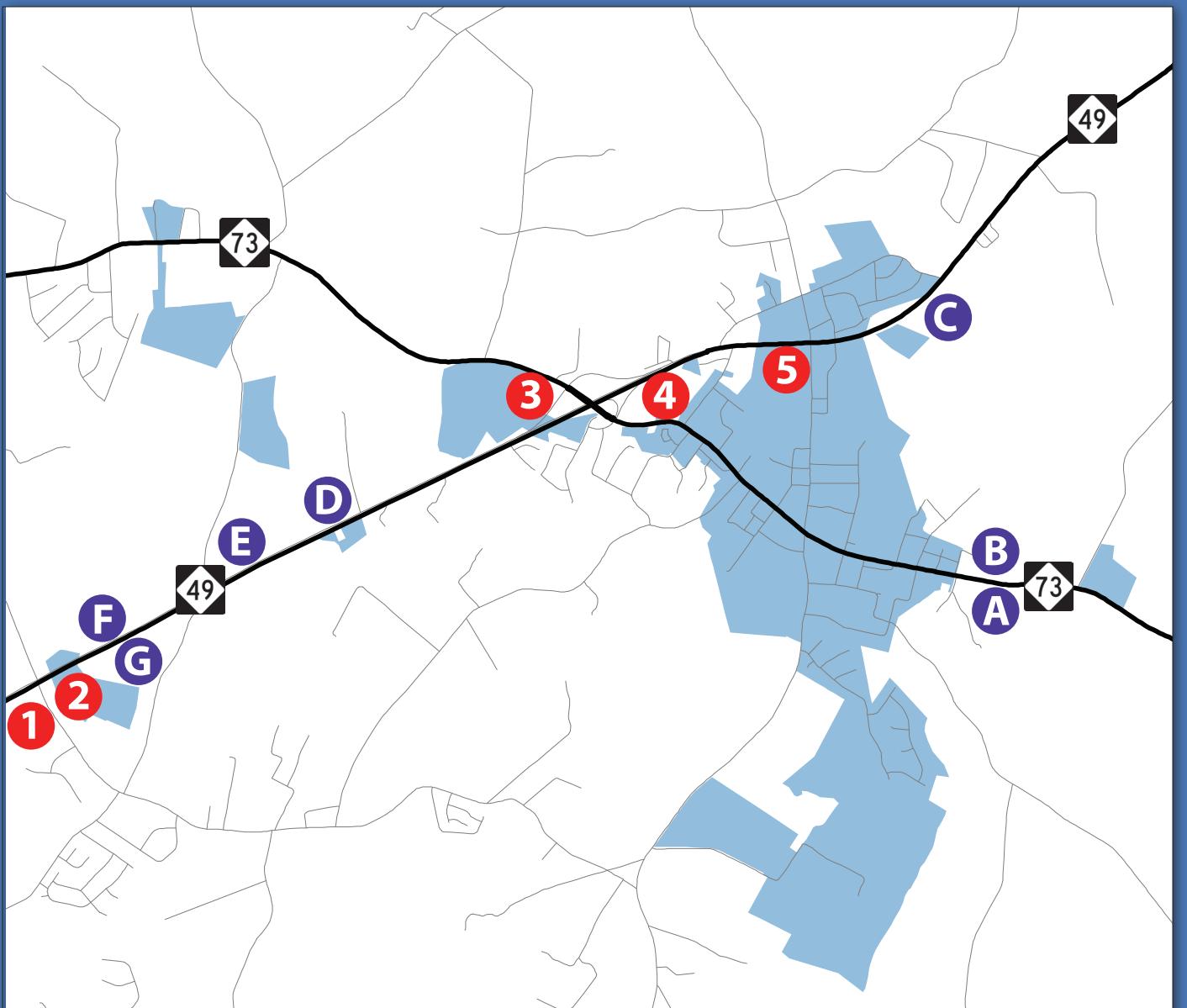


NC-73 SOUTH FLEX LIGHT INDUSTRIAL / BUSINESS PARK CONCEPT

The conceptual plan was designed to evaluate the capacity of this prime site for the development of flexible industrial space for businesses such as trade contractors, fabricators, light industrial assembly, and similar small craft industrial and service businesses that currently have limited options for locating in the Mt. Pleasant area.

Strategy Category	Strategy Priority	Estimated Cost	Time Frame	Primary Organization	Secondary Organizations
Economic Development	High	Policy-\$\$	2 - 5 Years	Town	Cabarrus EDC

ECONOMIC DEVELOPMENT OPPORTUNITY SITES



Commercial Opportunity Sites

1. NC-49 / Arena - West
2. NC-49 / Arena - East
3. NC-73 / NC-49 - West
4. NC-73 / NC-49 - East
5. NC-49 / Main St. - Southwest

Light Industry Opportunity Sites

- A. NC-73 South
- B. NC-73 North
- C. Foil Property
- D. NC-49 / Adams Creek
- E. NC-49 / Walker
- F. NC-49 / Cold Springs North
- G. NC-49 / Cold Springs South

ED4. Work with the Cabarrus EDC and Mount Pleasant High School to encourage partnerships between local businesses and students participating in Career and Technical Education (CTE) and the Architecture and Construction Academy.

▼ STUDENTS VISITING KETCHIE INC.



▼ TOOLS FOR SCHOOLS DEMONSTRATION



The Cabarrus Economic Development Corporation has worked with Ketchie Inc. on its Opportunity Knocks job shadowing program that allows high schoolers to learn more about manufacturing jobs. The Town should work the EDC to identify Mount Pleasant employers that could provide a similar job shadowing program for its Career and Technical Education (CTE) students.

Strategy Category	Strategy Priority	Estimated Cost	Time Frame	Primary Organization	Secondary Organizations
Economic Development	Low	Policy	Ongoing	Cabarrus County EDC	Town, Cabarrus County Schools, Chamber

ED5. Encourage new businesses to use the resources available through the Cabarrus Center.

CABARRUS CENTER

Located in downtown Concord, the Cabarrus Center offers professional workspace, meeting rooms, event space, educational workshops, networking, resources, mentorship services, and other amenities to support entrepreneurs who are launching or growing their businesses. The Center is designed to provide entrepreneurs with the resources they need, all under one roof, in order to be successful at starting and growing their businesses. The Retail Lab Boot Camp program, hosted at the Cabarrus Center by Rowan-Cabarrus Community College (RCCC), is designed to help early stage and pre-launch retail business owners through a six-week boot camp focusing on Business Basics, Strategy, Branding and Marketing, E-Commerce, Point-of-Sale/Inventory, and Real Estate/Licensing.

▼ RETAIL LAB CLASS



Strategy Category	Strategy Priority	Estimated Cost	Time Frame	Primary Organization	Secondary Organizations
Economic Development	Low	Policy	Ongoing	Town	Cabarrus EDC, RCCC

ECONOMIC DEVELOPMENT ANALYSIS

As part of the Comprehensive Plan process, an analysis explored the opportunities and constraints that will influence Mount Pleasant's future economic development. Several strengths and challenges were identified in regards to Mount Pleasant's economic future. These factors combine to influence the types and scale of economic development projects that would identify the Town as a location target.

Strengths

- Mount Pleasant's geographic location in the economically robust and growing Charlotte MSA
- Land availability

Challenges

- Absence of direct interstate highway and rail access,
- No immediate access to natural gas service
- Limits on electric service capacity
- Constrained wastewater capacity and water availability
- Geological features, such as fault lines and rocky soils

Workforce

Following the decline of Mount Pleasant's once burgeoning textile-based industrial sector, the Town's workforce gradually transitioned to its current composition of primarily white-collar workers; the majority of whom are employed outside of town. Aside from government services, current employment opportunities in town are primarily focused in the retail and service sectors, with only a very limited number of industrial jobs, primarily in the wood products industry. In addition to the white-collar occupational focus of the town's workforce, it is also relatively advanced in age, at a median of 45 years. This means that any industrial-focused economic development opportunity will also likely have to rely on an outside workforce to staff new jobs.

Land Availability vs. Infrastructure Availability

While there are several undeveloped properties in and around Mount Pleasant that are of sufficient size to host a large industrial development, the absence of supporting infrastructure limits the opportunity to attract a large project. Although there are substantial land resources available, in general, the large size of many of the available

sites is a potential deterrent to economic development as they may need to be subdivided to provide sites that are scaled to the size of the most likely economic development prospects. With none of these sites being under the direct control of the Town or an economic development agency, it would be up to private owners to generate appropriately sized sites to attract development.

Opportunities and Target Sectors

Former textile mills in Mount Pleasant have been re-purposed to host a number of businesses in identified target sectors, but there is limited to no capacity available for expansion in existing buildings. The development of a flex industrial park with one (1) to two (2)-acre sites would provide opportunities for developers to build speculative flex buildings to attract these types of businesses and for business owners to purchase and build their own custom buildings to serve their current needs and allow for future expansion. Mount Pleasant is well-situated for small start-up businesses and industries that could take advantage of relatively lower costs in a suburban community compared to the higher-cost areas in Charlotte and along the I-85 corridor. Focusing on smaller scale economic development targets in a flex industrial park setting will also help to mitigate concerns about local labor availability in a single specialized industry. Small-scale businesses and industries are also less likely to need utility capacity that would exceed what is currently available. The following were identified as target sectors for the Town of Mount Pleasant:

- Existing business expansion, relocation, & second location
- Building trades
- Small service businesses that require low-cost product / inventory storage
- Small fabrication and assembly businesses serving larger industries in the region
- Small warehousing and logistics operations
- Commercial greenhouses
- Wood-based advanced building materials
- Paper packaging
- Nature-based tourism & Outdoor recreation
- Lodging
- Healthcare & related uses



BUSINESS RESOURCES AND PROGRAMS

Cabarrus Economic Development Corporation (EDC) serves as the lead economic development agency for Cabarrus County and its five municipalities. It is a public-private partnership and is not a government entity. The CDC makes a measurable impact on individuals and families through strategic partnership that support local startups, existing businesses, and recruitment of new industry. The EDC is also a member of the Charlotte Regional Business Alliance, working together to create connections that promote and advance the Charlotte region's vibrant, innovative, and healthy economy.

<https://www.cabarrusdc.com/>



The Cabarrus County Chamber serves businesses in the entire Charlotte region as a trusted advocate, excellent resource, and proactive catalyst for quality business and community service. The Chamber offers programs focused on advocacy, events, business educational opportunities, visibility, and relationship building opportunities for members.

<https://www.cabarrus.biz/>



The Small Business Center (SBC) at Rowan-Cabarrus Community College helps start and grow the local small business community through business counseling, entrepreneurial education, and connection to resources. The SBC is located at the Cabarrus Center in Downtown Concord. Its programs and services are sponsored by the Small Business Center Network (SBCN) of the North Carolina Community College System. The SBCN assists in starting an average of more than 600 businesses each year. Centers have an economic impact in all 100 North Carolina counties, helping create and retain an average of 4,750 jobs annually.

<https://www.rccc.edu/sbc/>



did?
YOU
know?

LAND USE & GROWTH MANAGEMENT



Establish a sustainable land development pattern of controlled growth, where adequate infrastructure exists, that complements the character of the Town, promotes economic development, protects environmentally sensitive areas, preserves surrounding farmland, and provides adequate 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 strategies, 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.

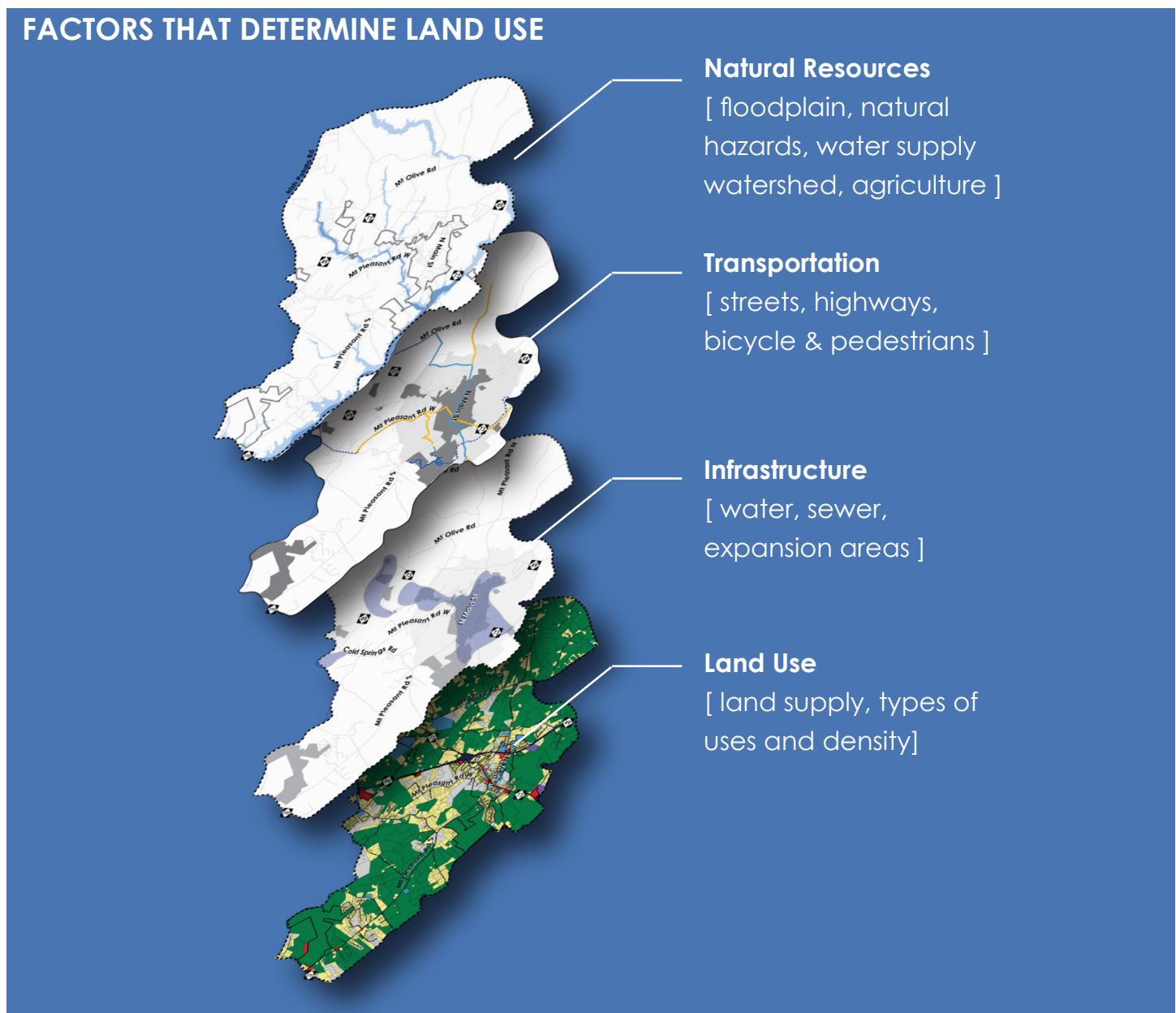
As properties are developed and redeveloped, the design and layout of any new growth should reflect the existing character of the Town, building on the existing street grid, wherever possible, and be context sensitive to the immediate surroundings and environmental constraints. In order to encourage 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 recreation facilities should be monitored for adequacy.

STRATEGIES

The strategies which the Town should pursue to meet the Land Use & Growth Management goal are explained on the following pages.

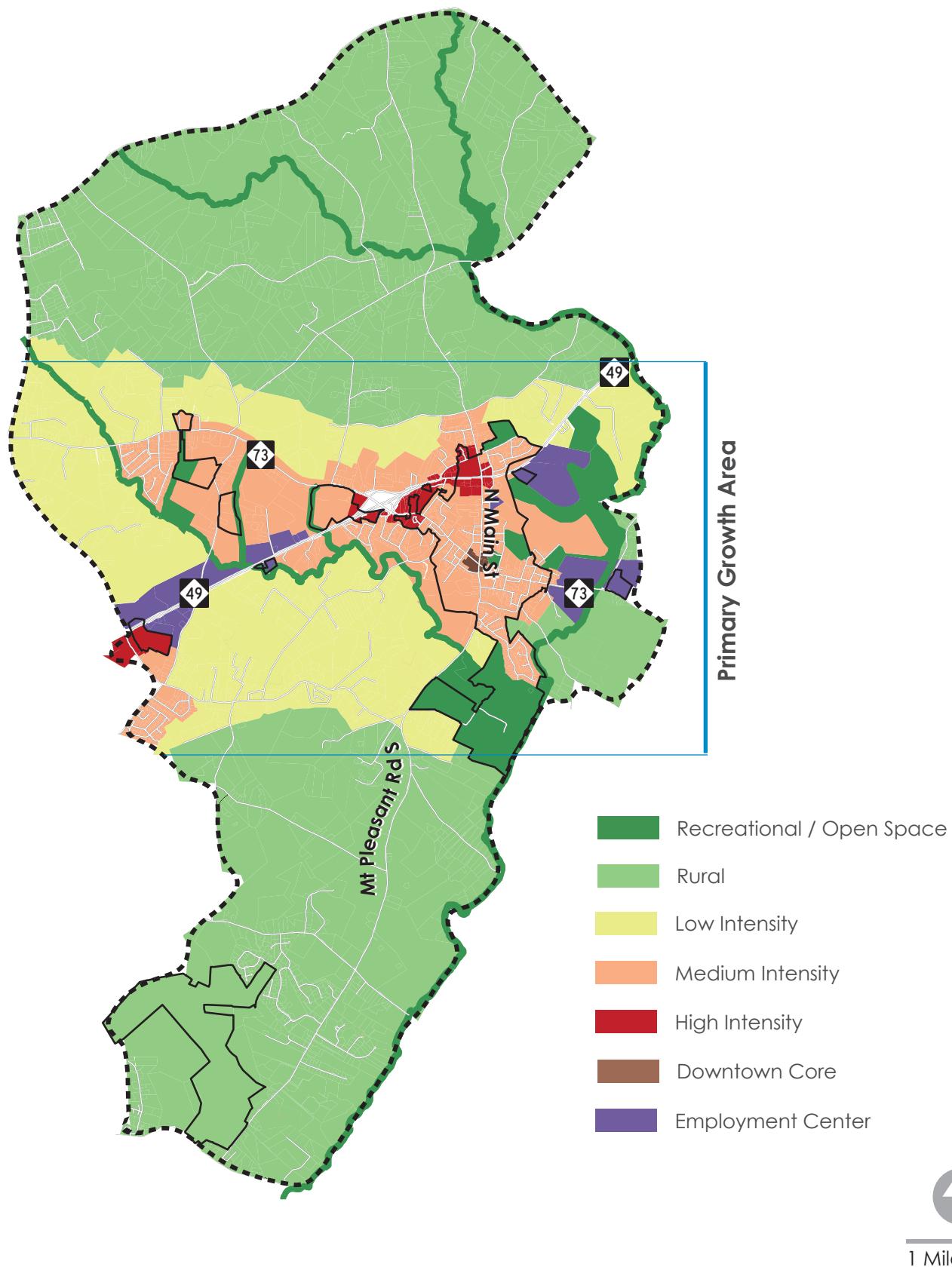


LU1. Utilize the Future Land Use Map to encourage development that is compatible with its surroundings and available infrastructure while discouraging development of identified conservation areas.



Strategy Category	Strategy Priority	Estimated Cost	Time Frame	Primary Organization	Secondary Organizations
Land Use & Growth Management	High	Policy	Ongoing	Town	Land Owners, Developers

▼ FUTURE LAND USE MAP



RECREATIONAL / OPEN SPACE



CHARACTER INTENT

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. Designated recreational areas include McAllister Park, Virginia Foil Park, school facilities, the Carolina Thread Trail, and the Buffalo Creek Preserve.

PRIMARY USES

- Parks
- Green Spaces
- Trails
- Open Space
- Public recreation facilities

SECONDARY USES

- Wetlands
- Forestry



CHARACTERISTICS OF URBAN FORM

	Characteristics	
Development Patterns	<ul style="list-style-type: none">• Natural and open space development pattern• 1 and 2 story buildings	
Building Types	<ul style="list-style-type: none">• Public recreation facilities• Public infrastructure facilities	<ul style="list-style-type: none">• Support structures
Intensity	Low intensity recreation and open space	



RURAL



CHARACTER INTENT

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.

PRIMARY USES

- Agriculture
- Forestry
- Large Lot Single Family Homes

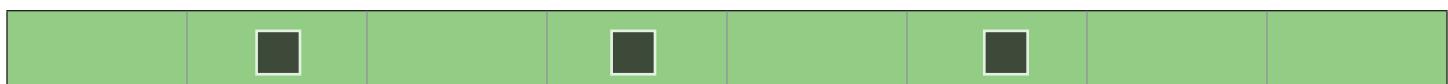
SECONDARY USES

- Agricultural support uses
- Public infrastructure facilities



CHARACTERISTICS OF URBAN FORM

	Characteristics	
Development Patterns	<ul style="list-style-type: none">• Rural development pattern• 1 and 2 story buildings	
Building Types	<ul style="list-style-type: none">• Agricultural buildings• Public infrastructure facilities	<ul style="list-style-type: none">• Single-family homes• Support structures
Intensity/Density	<ul style="list-style-type: none">• Low intensity agricultural• Up to 1 dwelling unit per 2 acres (0-0.5 DUA)	



LOW INTENSITY



CHARACTER INTENT

This land use classification is intended primarily for lower density single-family residential development of greater than one dwelling unit per two acres up to two 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.

PRIMARY USES

- Single Family Residential



SECONDARY USES

- Open Space
- Small-Scale Agriculture
- Support Uses

CHARACTERISTICS OF URBAN FORM

	Characteristics	
Development Patterns	<ul style="list-style-type: none">• Low density suburban development pattern• 1 and 2 story buildings	
Building Types	<ul style="list-style-type: none">• Single-family detached• Agricultural buildings	<ul style="list-style-type: none">• Accessory structures
Intensity / Density	<ul style="list-style-type: none">• Low Intensity uses• 1 dwelling unit per 2 acres to 2 dwelling units per acre with a decreasing density gradient from Core (0.5-2.0 DUA)	



MEDIUM INTENSITY

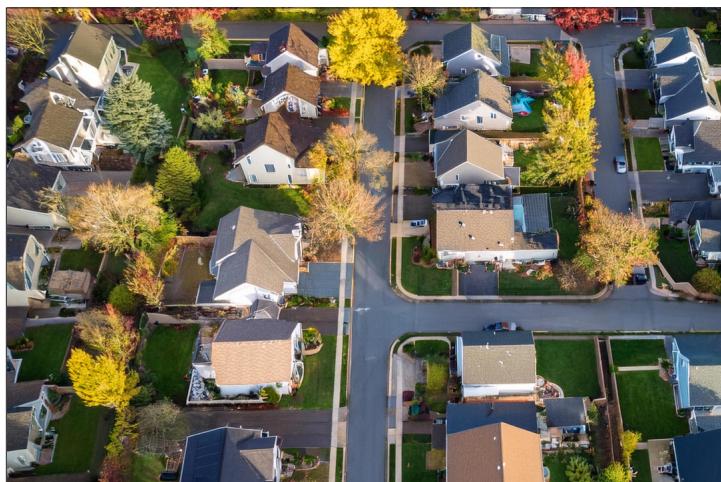


CHARACTER INTENT

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.

PRIMARY USES

- Single-Family Residential



SECONDARY USES

- Two-Family Residential
- Civic and Institutional Uses
- Small-scale Retail and Office uses
- Support uses

CHARACTERISTICS OF URBAN FORM

	Characteristics	
Development Patterns	<ul style="list-style-type: none">• Medium density suburban development pattern• 1 and 2 story buildings	
Building Types	<ul style="list-style-type: none">• Single-family detached• Patio / Cottage homes• Duplex homes (infill only)	<ul style="list-style-type: none">• Civic / Institutional buildings• Small-scale retail / office• Accessory structures
Intensity / Density	<ul style="list-style-type: none">• Low intensity commercial and civic uses on primary corridors• 2 - 4 dwelling units per acre with a decreasing density gradient from Core (2.0-4.0 DUA)	



HIGH INTENSITY



CHARACTER INTENT

This land use classification is intended to accommodate a mixture of uses including civic, institutional, retail, service, office uses, and higher density residential uses of between four to eight dwelling units an acre. These areas are immediately adjacent to major transportation corridor intersections where utility infrastructure is readily available.

PRIMARY USES

- Retail and Office uses
- Service uses
- Single-family and two-family residential
- Townhomes

SECONDARY USES

- Civic and Institutional uses
- Multi-family Residential
- Recreation
- Support uses



CHARACTERISTICS OF URBAN FORM

	Characteristics	
Development Patterns	<ul style="list-style-type: none">• Urban development pattern at intersections of major corridors• Buildings up to 3 stories tall	
Building Types	<ul style="list-style-type: none">• Patio / Cottage homes• Duplex homes• Townhomes (attached)	<ul style="list-style-type: none">• Mixed use building• Shopping center• Office building
Intensity / Density	<ul style="list-style-type: none">• High intensity retail, office, service, civic/institutional uses• 4 - 8 dwelling units per acre (4.0-8.0 DUA)	



DOWNTOWN CORE



CHARACTER INTENT

This land use classification is intended to protect and promote the vitality and character of historic 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.

PRIMARY USES

- Retail
- Civic / Institutional
- Office
- Service



SECONDARY USES

- Residential (Upper Story)
- Recreation
- Open Space

CHARACTERISTICS OF URBAN FORM

	Characteristics	
Development Patterns	<ul style="list-style-type: none">• Historic downtown urban development pattern with infill• Buildings up to 3 stories tall	
Building Types	<ul style="list-style-type: none">• Retail / Restaurant buildings• Mixed use buildings with upper floor residential & office	<ul style="list-style-type: none">• Public facilities• Entertainment venues• Parking structures
Intensity / Density	<ul style="list-style-type: none">• Medium intensity retail, office, service, civic/institutional uses• 4-6 dwelling units per acre (upper story units, 4.0-6.0 DUA)	



EMPLOYMENT CENTER



CHARACTER INTENT

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.



PRIMARY USES

- Light Industry
- Service Uses

SECONDARY USES

- Office
- Civic / Institutional uses
- Accessory retail
- Support uses

CHARACTERISTICS OF URBAN FORM

	Characteristics	
Development Patterns	<ul style="list-style-type: none">• Suburban business campus development pattern• Buildings up to 3 stories tall	
Building Types	<ul style="list-style-type: none">• Light industrial building• Flex space	<ul style="list-style-type: none">• Office Building• Civic / Institutional buildings
Intensity	Medium to high intensity industrial, office, civic/institutional uses	



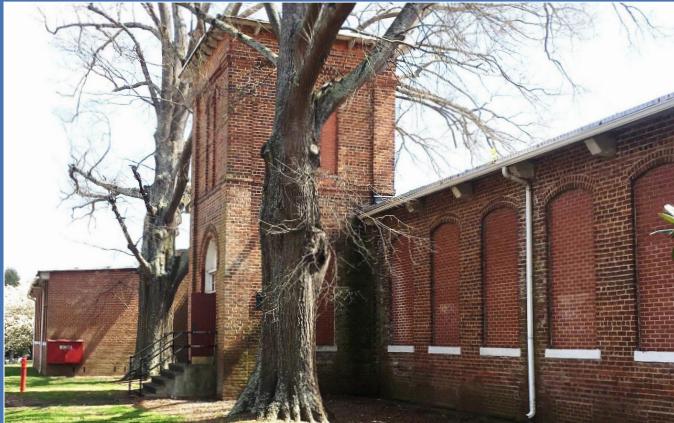
LU2. Encourage the revitalization and reuse of currently unused or underutilized structures and sites.

UNDERUTILIZED PROPERTIES

▼ ALLMAN PROPERTY



▼ FORMER TUSCARORA YARN MILL



▼ FORMER KINDLEY TEXTILE MILL



▼ SERVICE STATION AT MAIN STREET & HWY 49



As the economy and technology change, the highest and best use of land changes. There are several underutilized properties in Mount Pleasant that could be adapted or used in a different way that would benefit the overall economic base of the community.

Strategy Category	Strategy Priority	Estimated Cost	Time Frame	Primary Organization	Secondary Organizations
Land Use & Growth Management	Medium	Policy	5+ Years	Town	Cabarrus County EDC

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

INFILL HOUSING EXAMPLES

▼ SINGLE FAMILY RESIDENTIAL



▼ PATIO HOMES



▼ TOWNHOMES



▼ UPPER STORY RESIDENTIAL

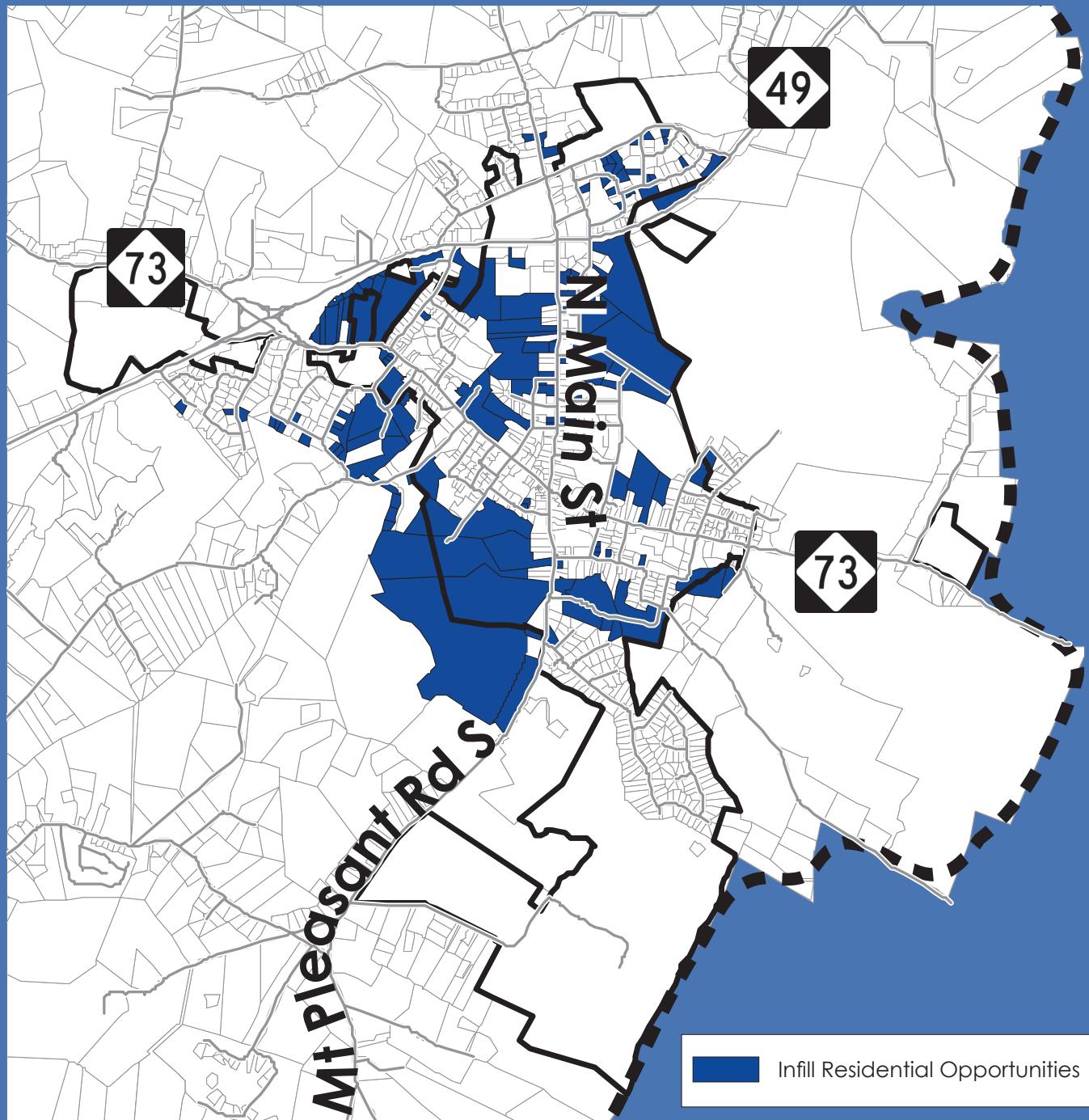


Depending on location and proximity to the Downtown Core different types of housing can be constructed within or in close proximity to the existing Town limits where there is existing water and sewer infrastructure.

Strategy Category	Strategy Priority	Estimated Cost	Time Frame	Primary Organization	Secondary Organizations
Land Use & Growth Management	Medium	\$	Ongoing	Town	Land Owners, Developers

INFILL RESIDENTIAL OPPORTUNITY SITES

▼ MAP OF INFILL RESIDENTIAL OPPORTUNITY SITES

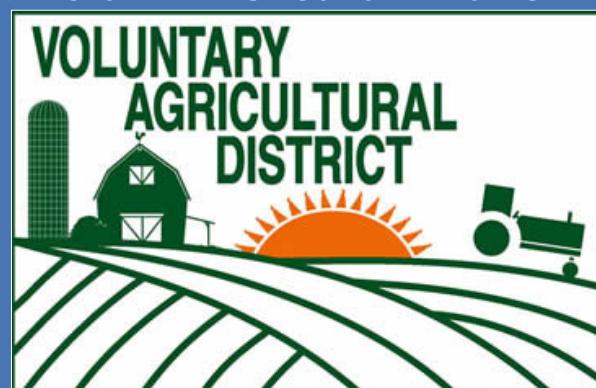


LU4. Work with Cabarrus County to implement the strategies of the Countywide Farmland Preservation Plan.

▼ BARRIER FARMS



▼ VOLUNTARY AGRICULTURAL DISTRICT



In 2006, Cabarrus County adopted its Countywide Farmland Protection Plan as authorized by the 1986 North Carolina Farmland Preservation Act. The Plan provides an overview of agricultural production, challenges, opportunities, and action steps to ensure a viable agricultural community in Cabarrus County. The following are actions that Mount Pleasant can take to help preserve and promote farming in Eastern Cabarrus County:

- Work with Cabarrus County, the NC Cooperative Extension, and the Cabarrus Economic Development Corporation to implement the Agricultural Economic Development strategies in the plan.
- Provide information to area farmers about the Voluntary Agricultural District Program.
- Do not extend water and sewer infrastructure beyond designated growth areas.
- Provide information about conservation easement programs available through organizations like the Three Rivers Land Trust.
- Identify resources to help preserve leased farmland.

Strategy Category	Strategy Priority	Estimated Cost	Time Frame	Primary Organizations	Secondary Organizations
Land Use & Growth Management	Medium	Policy	Ongoing	Cabarrus County, Cabarrus EDC	Town, Cooperative Extension, Land Trusts

LU5. Encourage conservation development as an option for new residential development to preserve additional open space, forestland, and farmland.

▼ CONVENTIONAL DEVELOPMENT VS. CONSERVATION DEVELOPMENT



CONVENTIONAL DEVELOPMENT



CONSERVATION DEVELOPMENT

▼ CONSERVATION DEVELOPMENT EXAMPLES



Strategy Category	Strategy Priority	Estimated Cost	Time Frame	Primary Organization	Secondary Organizations
Land Use & Growth Management	Medium	Policy	Ongoing	Town	Property Owners, Developers

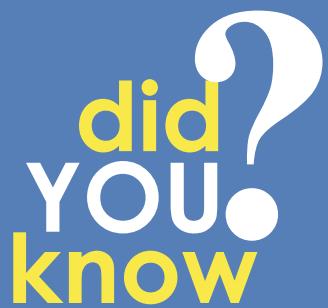
Future Land Uses and Zoning

The Future Land Use Map depicts the intent for how Mount Pleasant should grow in the future. This map provides the direct guidance for the types of uses and character that is supported by the community vision for all properties in the planning area. Future land use categories are not zoning districts, but they should influence decision related to development, zoning, and changes of use. The Town gives force to the Future Land Use Map through its zoning decisions.

Zoning is an important regulatory tool that ensures the orderly development of the Town and its extraterritorial jurisdiction (ETJ). Zoning in Mount Pleasant is administered through its Zoning Map and the Town's Development Ordinance. The Ordinance stipulates allowed uses, densities, dimensional standards, and development regulations. The Mount Pleasant Zoning Map illustrates where the different districts are prescribed throughout the Town and its ETJ. The Zoning Map and Development Ordinance provide property owners in Mount Pleasant and its ETJ with certain rights to development, while the Comprehensive Plan provides guidance to decision makers regarding the land use and character of future development on a property.

The Future Land Use Map, Goals, and Strategies identified in this Plan should be used as a guide for future zoning decisions by the Town's Planning & Zoning Board and Town Board of Commissioners, but do not have the authority of law that the Ordinance does.

In fact, North Carolina law (NCGS 160D-605) requires that zoning map amendments (rezonings) consider the Comprehensive Plan. When a zoning amendment is considered by the Planning & Zoning Board or Town Board of Commissioners, the board must approve a statement that describes whether or not the action is consistent with the Comprehensive Plan. The statement must also explain why the action is reasonable and in the public interest.



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 serve 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.

STRATEGIES

The strategies which the Town should pursue to meet the Downtown goal are explained on the following pages.



DT1. Implement strategic catalyst projects to continue the revitalization of Downtown

COMPLETED DOWNTOWN CATALYST PROJECTS

▼ HOISIERY MILL / MERCANTILE

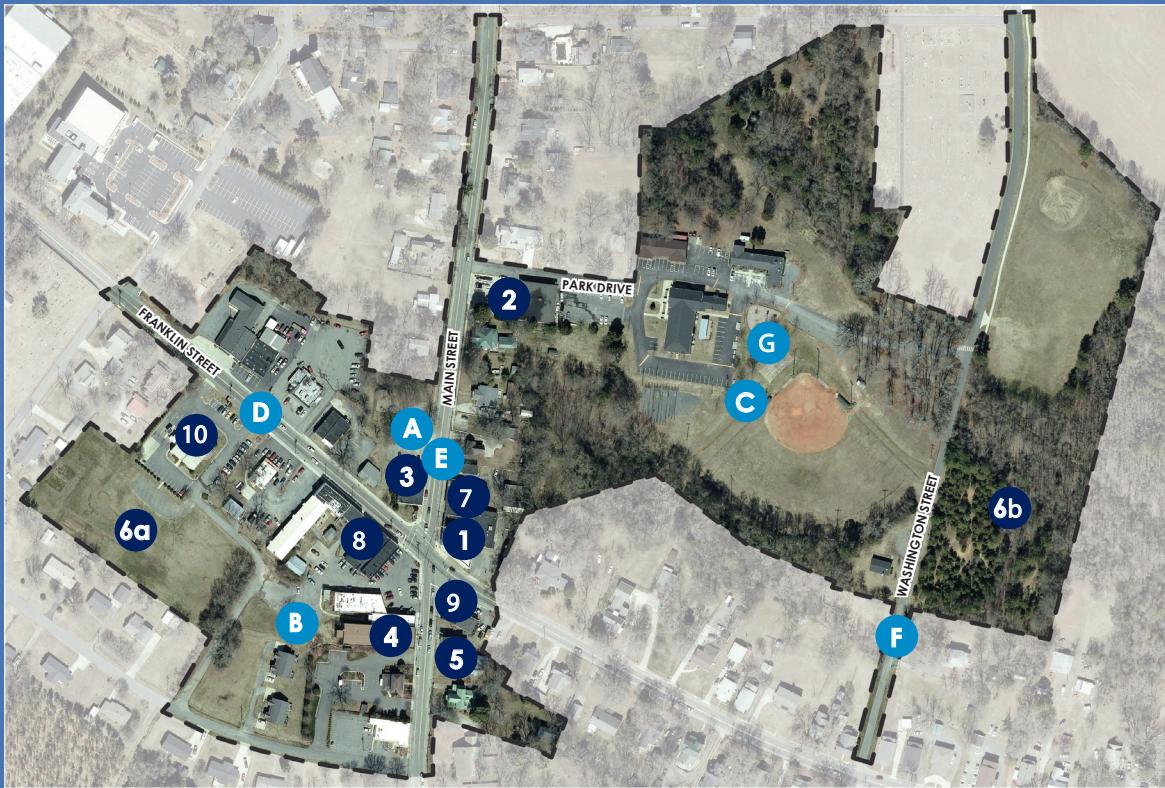


▼ BARBERSHOP BUILDING



DOWNTOWN CATALYST PROJECTS

▼ MAP OF DOWNTOWN CATALYST PROJECTS



DOWNTOWN CATALYST PROJECTS

DOWNTOWN BUILDING IMPROVEMENTS (PRIVATE INVESTMENT)

Map ID	Building Improvements	Status	Completion Date (Estimated)
1	Hosiery Mill / Mercantile Renovation	Completed 73 & Main Restaurant	Completed 73
2	Fire Station Expansion	Completed	2023
3	Lentz Building Renovation	Completed	2019
4	Theater Renovation	In Progress	(2026)
5	Infill Building	In Design	(2027)
6a & 6b	Infill Residential	6a. In Design, 6b. None	(2026)
7 (New)	Town Square Building Renovation	Completed	2020
8 (New)	Barbershop Building Renovation	Completed	2023
9 (New)	Old Gulf Station Renovation/Expansion	In Design	(2026)
10 (New)	New Uwharrie Bank	In Design	(2025)

DOWNTOWN INFRASTRUCTURE IMPROVEMENTS (PUBLIC INVESTMENTS)

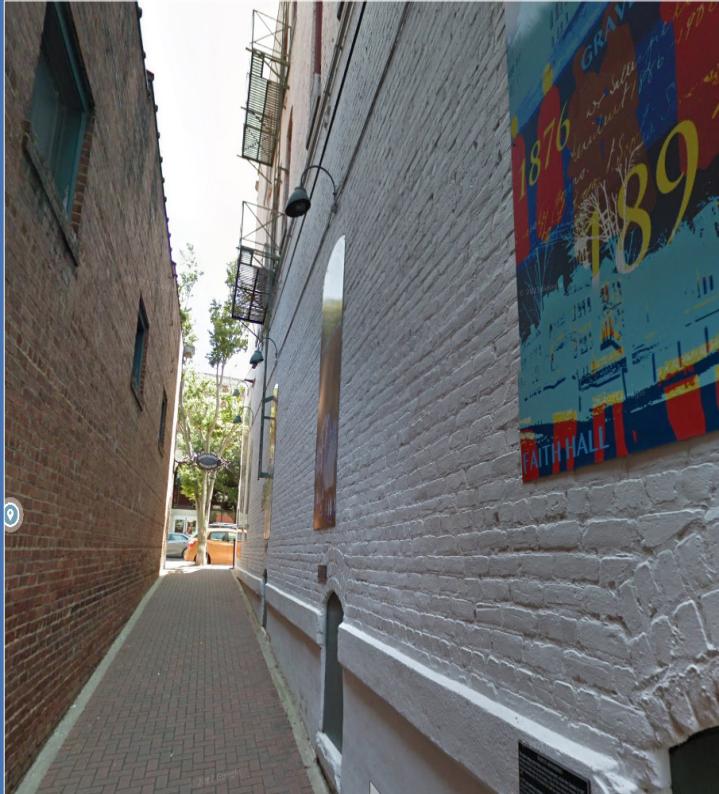
Map ID	Infrastructure Improvements	Status	Completion Date (Estimated)
A	Public Parking Lot #1	Completed	2017
B	Additional Parking Improvements	In Design	(2025)
C	Town Hall Property & Recreation Improvements (Phase 1 & 2)	Completed	2023
D	Franklin Street Improvements (waterline, bury utilities, stormwater, sidewalks)	In Design	(2026)
E	Main Street Improvements (waterline, bury utilities, stormwater, sidewalks)	In Design	(2026)
F	N. Washington Street Improvements	In Design	(2025)
G (New)	Town Hall Property & Recreation Improvements (Phase 3 - downtown connection, mini splash pad)	In Design	(2027)

Strategy Category	Strategy Priority	Estimated Cost	Time Frame	Primary Organizations	Secondary Organizations
Downtown	High	\$\$\$\$	2 - 5 Years	Town, Property Owners	Cabarrus Arts Council, NCDOT

DT2. Continue to improve downtown parking by:

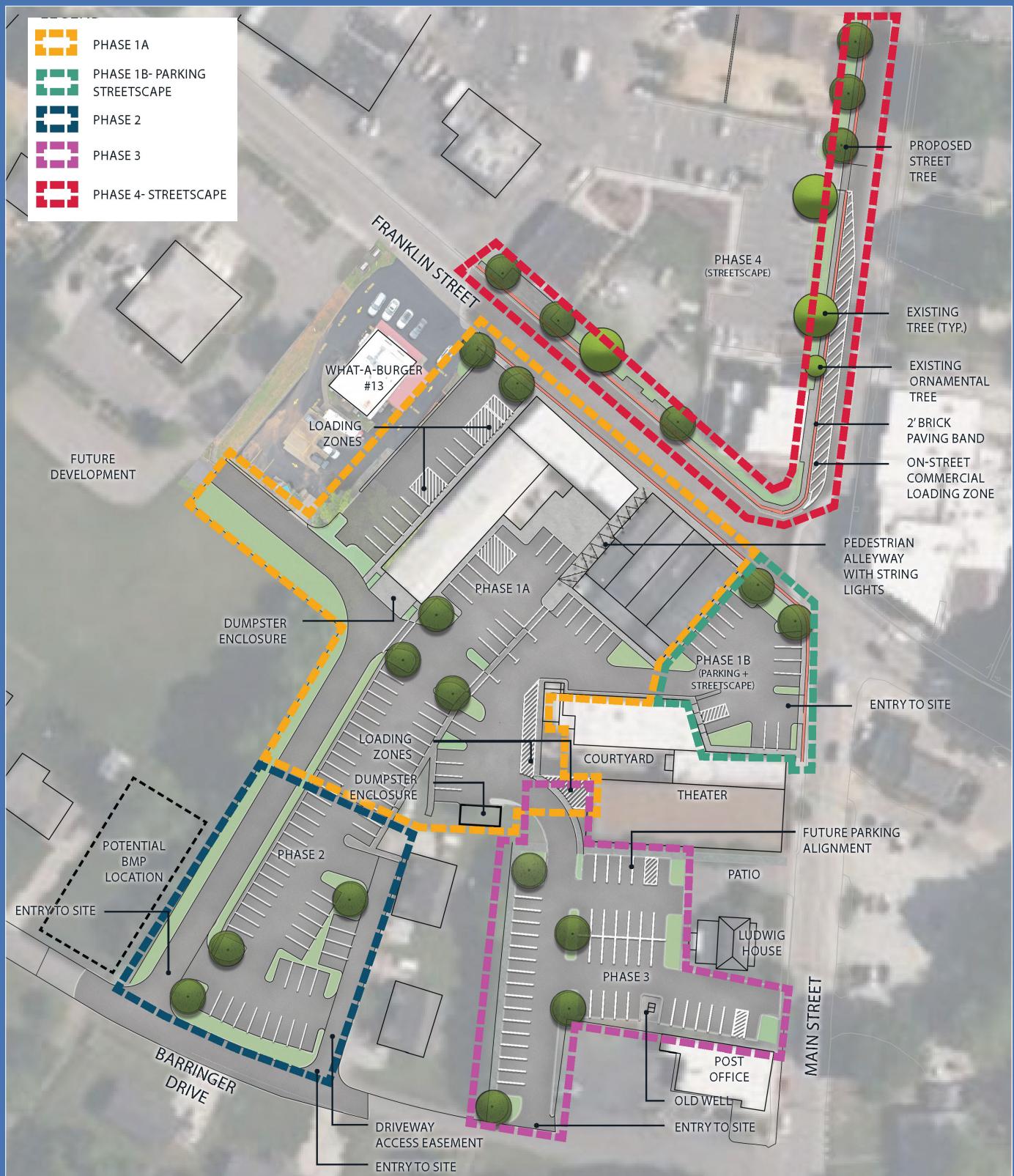
- Completing improvements to parking in the southwest quadrant of downtown core
- Connecting existing parking areas in the northwest quadrant of downtown core
- Initiating additional public parking agreements with private property owners
- Use alleys to make pedestrian connections from street fronts to parking areas

▼ EXAMPLE ALLEY CONNECTIONS FROM STREET TO PARKING AREAS



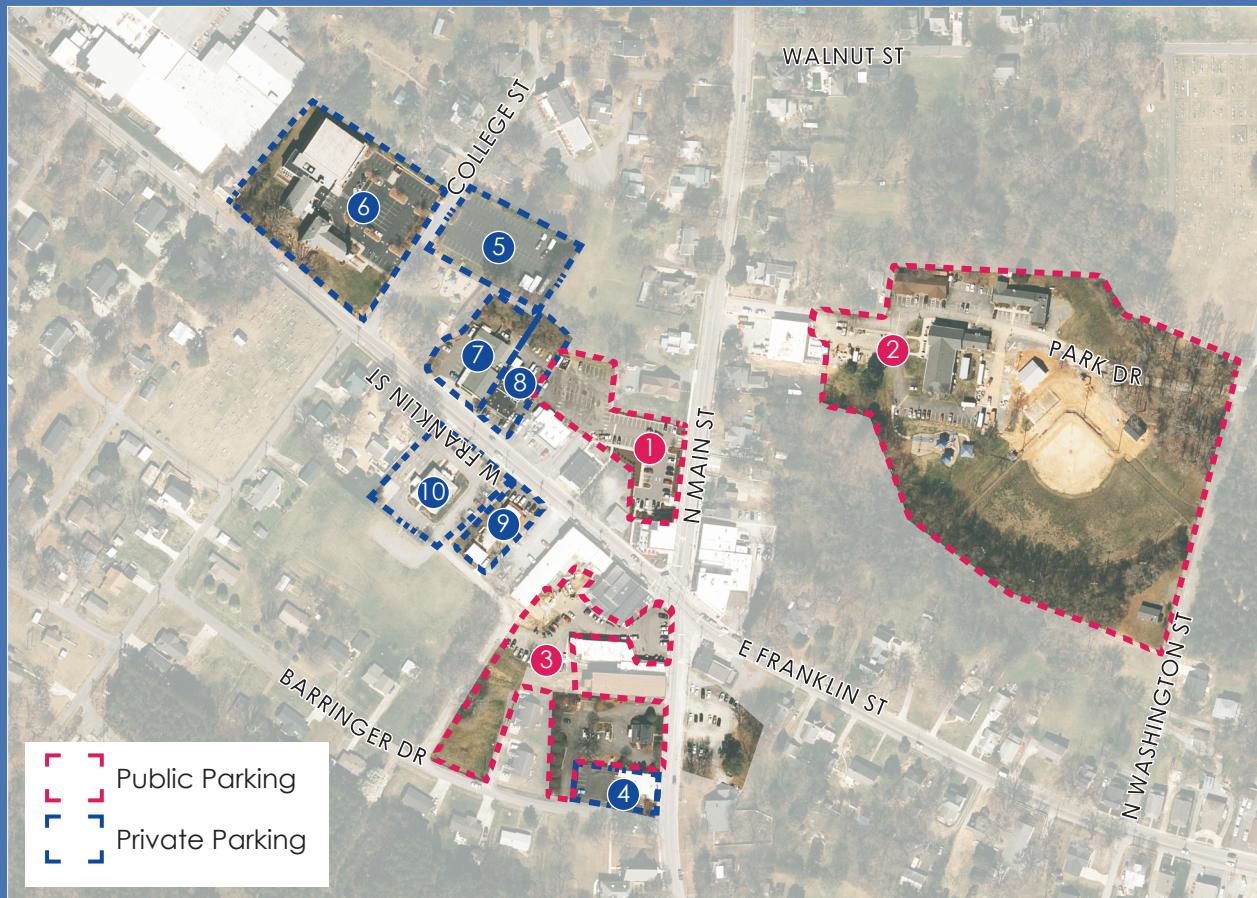
Strategy Category	Strategy Priority	Estimated Cost	Time Frame	Primary Organization	Secondary Organizations
Downtown	High	\$\$\$\$	2-5 Years	Town	Property Owners

▼ CONCEPTUAL PLAN FOR SOUTHWEST QUADRANT PARKING IMPROVEMENTS



DOWNTOWN PARKING

▼ DOWNTOWN PARKING INVENTORY MAP



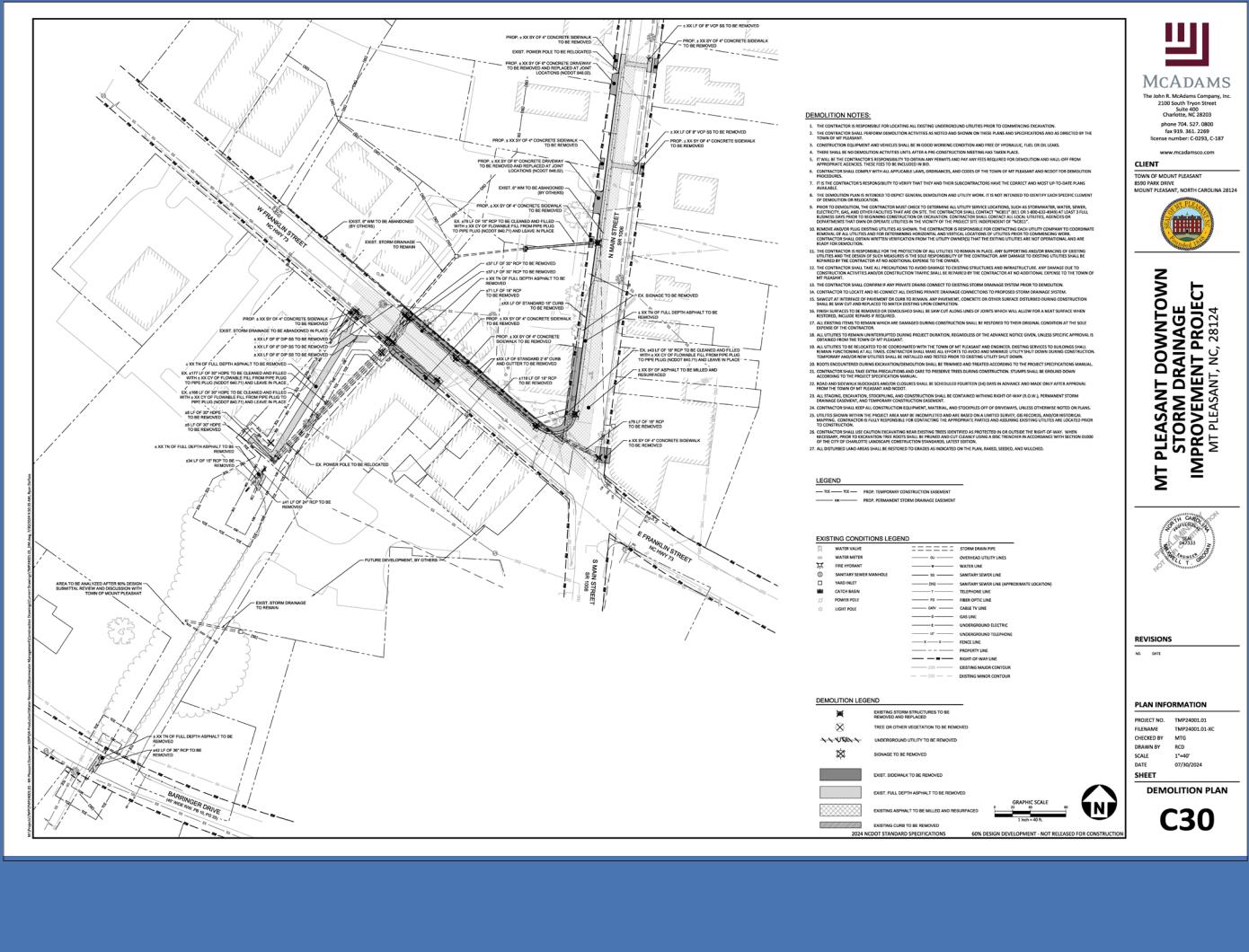
Map ID	Parking Area Name	Public or Private	# of Spaces
1	Northwest Quadrant Parking	Public	95
2	Municipal Complex Parking	Public	100
3	Southwest Quadrant Parking	Public	160
4	Post Office Parking	Private	15
5	Mt. Pleasant Methodist Auxiliary Parking	Private	80
6	Mt. Pleasant Methodist Main Parking	Private	60
7	Mt. Pleasant Animal Hospital	Private	15
8	JC Property Building	Private	15
9	What-a-Burger #13	Private	15
10	New Uwharrie Bank	Private	35
TOTAL			590

In addition to the parking identified in the table above, there are 435 public parking spaces and 330 private parking spaces (for a total of 1,355 paved parking spaces) accessible by sidewalk within a ten-minute walk of the center of downtown.

DT3. Complete infrastructure and streetscape improvements in Downtown, including the following:

- Stormwater improvements
- Utility duct bank installation
- Sidewalk and streetscape improvements

▼ STORMWATER IMPROVEMENTS CONCEPT



Strategy Category	Strategy Priority	Estimated Cost	Time Frame	Primary Organization	Secondary Organizations
Downtown	Medium	\$\$\$\$	2-5 Years	Town	NCDOT, Private Utilities

▼ DOWNTOWN - EXISTING STREETSCAPE



▼ DOWNTOWN - POTENTIAL STREETSCAPE IMPROVEMENTS



DT4. Continue to work with the Cabarrus Arts Council to rehabilitate and utilize the old theater building for an entertainment and performing arts venue.

▼ THEATER - POTENTIAL IMPROVEMENTS



Strategy Category	Strategy Priority	Estimated Cost	Time Frame	Primary Organization	Secondary Organizations
Downtown	High	\$\$\$\$	2 - 5 Years	Cabarrus Arts Council, Developer	Town

DT5. Encourage the rehabilitation and reuse of the old service station at the southeast corner of Highway 73 and Main Street.

▼ SERVICE STATION - POTENTIAL IMPROVEMENTS



Strategy Category	Strategy Priority	Estimated Cost	Time Frame	Primary Organization	Secondary Organizations
Downtown	Medium	Policy	2-5 Years	Private Developer	Town

DT6. Encourage the construction of a compatible infill buildings within downtown.

▼ INFILL SITE - EXISTING



▼ INFILL SITE - POTENTIAL IMPROVEMENTS



Strategy Category	Strategy Priority	Estimated Cost	Time Frame	Primary Organization	Secondary Organizations
Downtown	Medium	Policy	2-5 Years	Private Developer	Town

Main Street Principles

Main Street America leads an inclusive, impact-driven movement dedicated to re-energizing and strengthening older and historic downtowns and neighborhood commercial districts nationwide. For more than 40 years, Main Street America has helped to build economic power in downtowns and neighborhood commercial districts through their signature Main Street Approach framework.

The Main Street Approach offers community-based revitalization initiatives with a practical, adaptable framework for downtown transformation that is easily tailored to local conditions. The Main Street Approach is centered around Transformation Strategies, which articulate a focused, deliberate path to revitalizing or strengthening a downtown or commercial district's economy. Each Transformation Strategy is implemented through activities in the four broad areas of work represented by the Four Points: Economic Vitality, Design, Promotion, and Organization. To learn more, please visit mainstreet.org



did?
YOU
know?

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 Active Living & Parks Comprehensive Master Plan, adopted in 2015 (and currently being updated) and the Mount Pleasant Town Park Plans. 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. Public feedback collected during this process, and through the County's planning process have identified desires to increase and improve recreation opportunities in the Mount Pleasant area. 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.

STRATEGIES

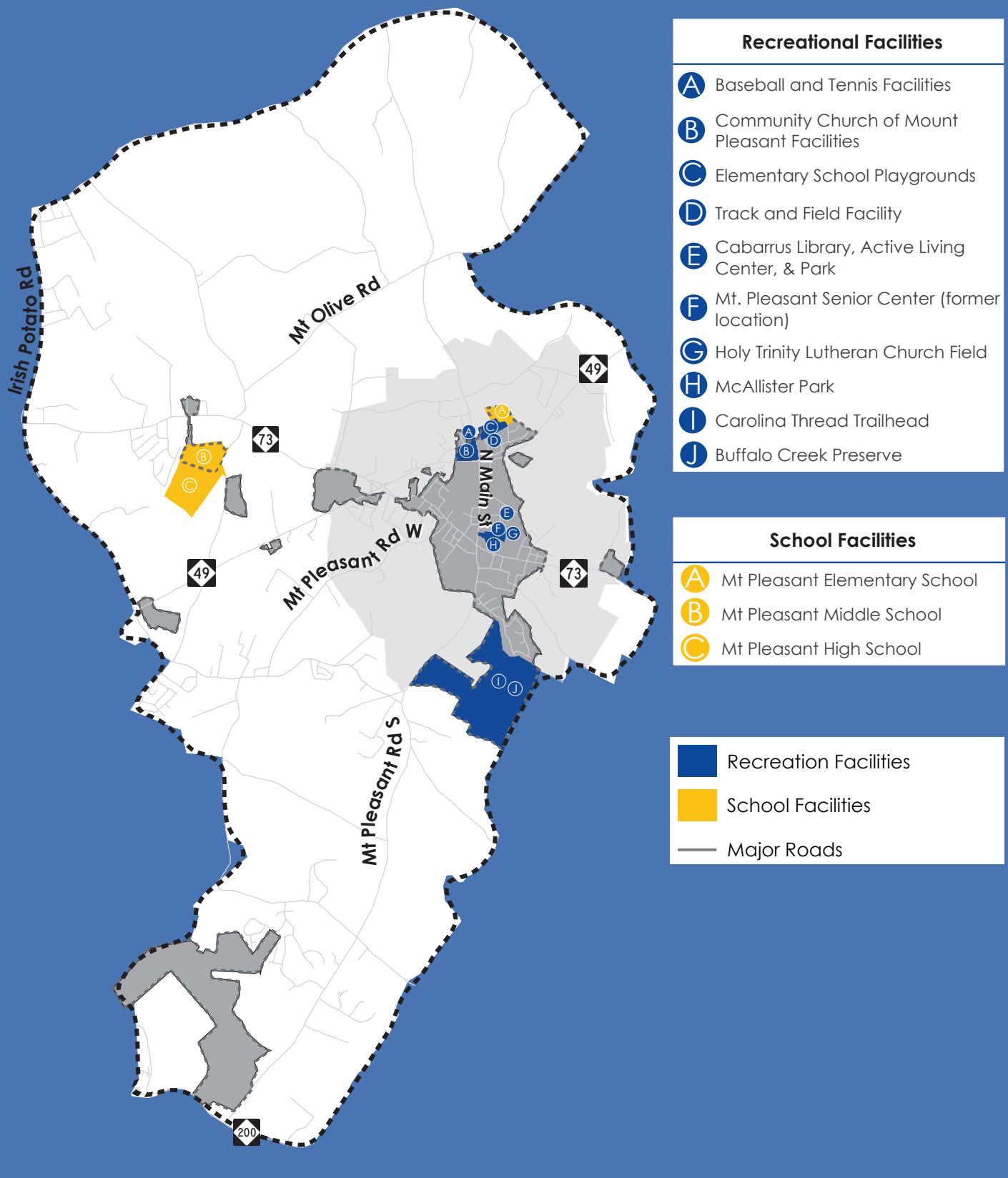
The strategies which the Town should pursue to meet the Parks & Recreation goal are explained on the following pages.

▼ EXISTING PUBLIC RECREATIONAL AMENITY INVENTORY

RECREATIONAL AMENITY	MUNICIPAL COMPLEX	BUFFALO CREEK PRESERVE	VIRGINIA FOIL PARK	ELEMENTARY SCHOOL	MIDDLE SCHOOL	HIGH SCHOOL
AUDITORIUM/AMPHITHEATER	1		1		1	1
BASEBALL/SOFTBALL FIELD	1		3	3	2	2
BASKETBALL COURT (OUTDOOR)				1		
FOOTBALL FIELD				1	1	1
GYMNASIUM				1	2	2
MEETING/COMMUNITY ROOM	3		2			
PLAYGROUND	1		1	4		
PICNIC AREA	1	1	1			
MULTI-PURPOSE/SOCCER FIELDS			2*	1	1	1
SWIMMING/SPLASH PAD						
TENNIS COURT						6
TRACK				1	1	1
WALKING TRAILS (MILES)		2.1	0.8	0.2		

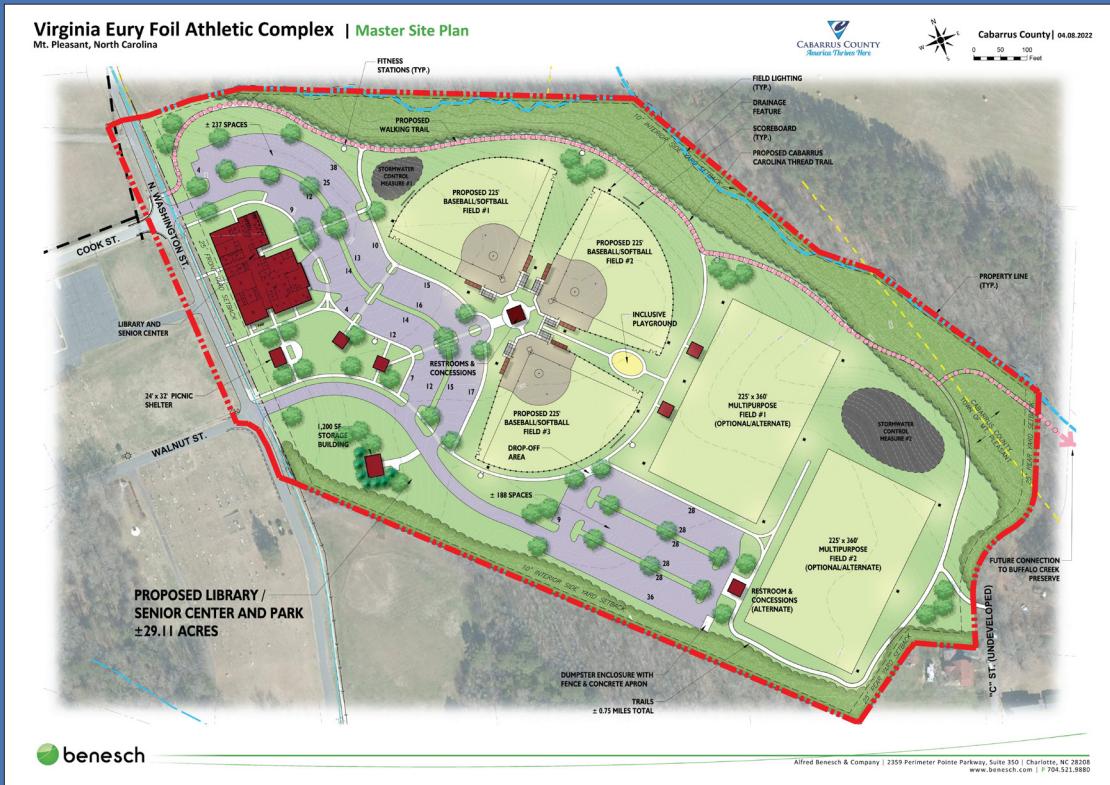
*Not complete

▼ MAP OF EXISTING RECREATIONAL AMENITIES



PR1. Work with Cabarrus County Active Living & Parks Department to implement its Master Plan strategies in Eastern Cabarrus County, including the completion of the Virginia Foil Park and the 600-acre Nature Park on St. Stephens Church Road.

▼ VIRGINIA FOIL PARK CONCEPTUAL PLAN



▼ VIRGINIA FOIL PARK AND ACTIVE LIVING CENTER



Strategy Category	Strategy Priority	Estimated Cost	Time Frame	Primary Organization	Secondary Organizations
Parks & Recreation	Medium	\$	5+ Years	Cabarrus County Active Living & Parks	Town, Athletic Associations

▼ NATURE PARK CONCEPTUAL PLAN

Master Conceptual Plan

- Park main entry at North end of park with minimal site impact (no tree clearing)
- Secondary park entry / Maintenance at South end of park
- Minimal development impact in interior forest area
- Visible Natural Center from the road
- Minimal park drive impact

NATURE CENTER
 - Education Exhibits, Park Office
 - Picnic Shelter & Restroom
 - Nature Oriented Playground
 - Entrance Parking (100-120 Cars)



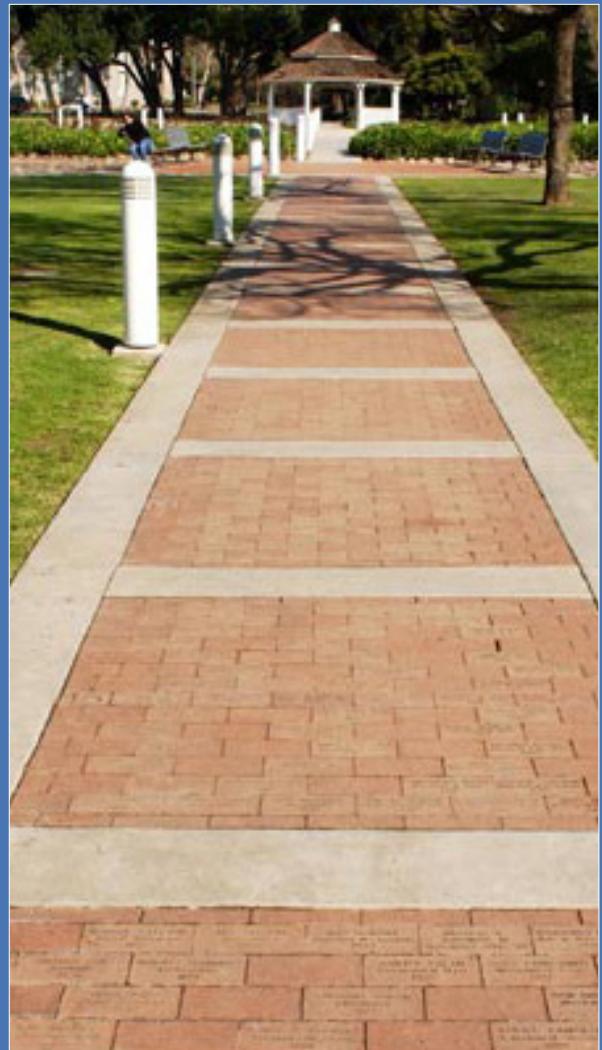
Cabarrus County, North Carolina | St. Stephens Church Road Park Master Plan | 2023.06.09

PR2. Complete park improvements on Town Hall property to include a splash pad, walking trails, and downtown connections with a social plaza.

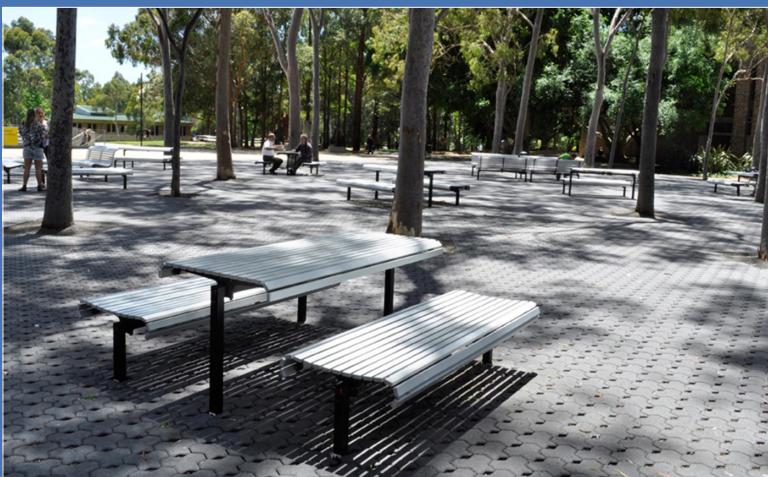
▼ EXAMPLE SPLASH PAD



▼ EXAMPLE CONNECTOR PATH

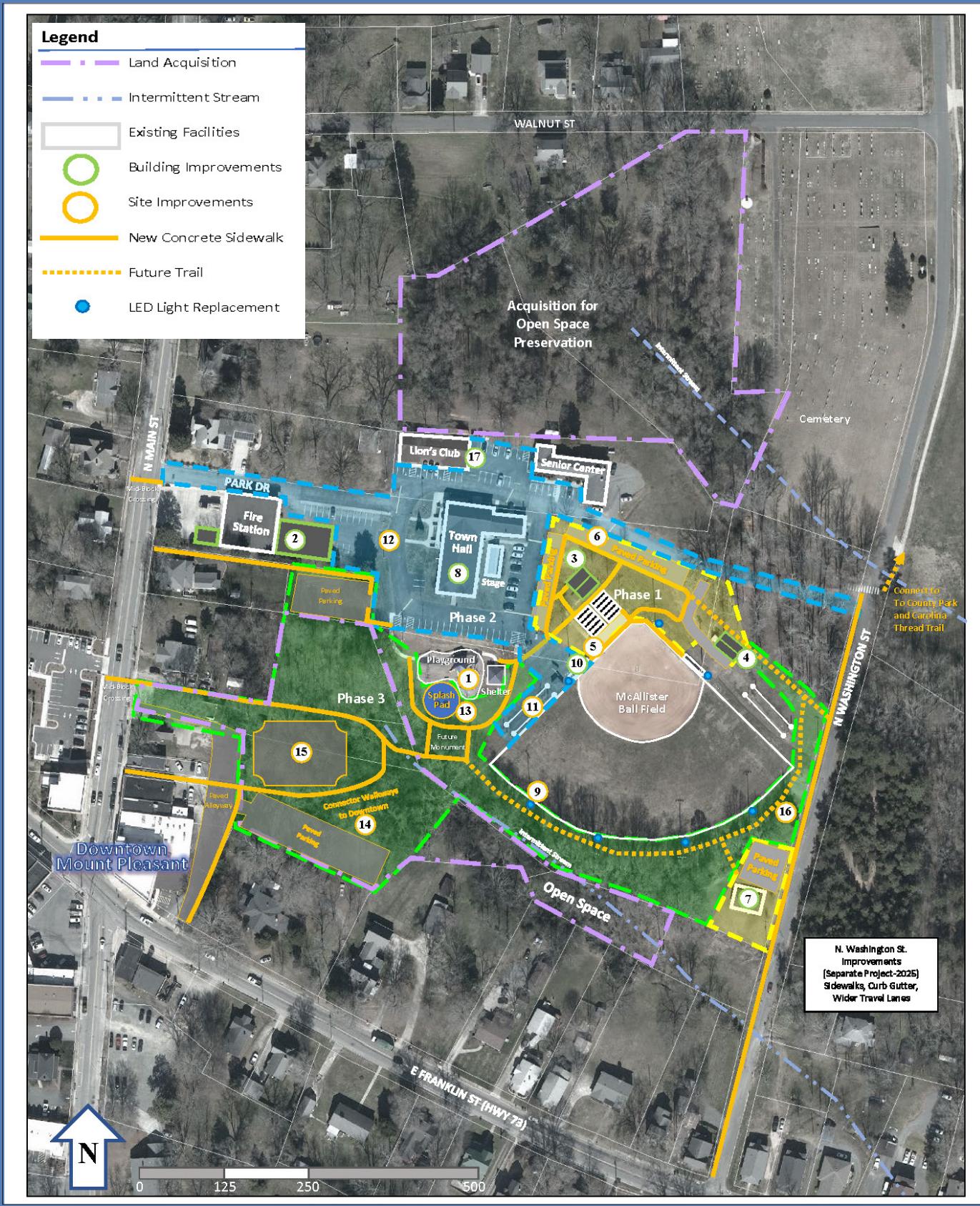


▼ EXAMPLE SOCIAL PLAZA



Strategy Category	Strategy Priority	Estimated Cost	Time Frame	Primary Organization	Secondary Organizations
Parks & Recreation	Medium	\$\$\$\$	2-5 Years	Town	Property Owners

▼ MUNICIPAL COMPLEX CONCEPTUAL PLAN



▼ PHASED IMPROVEMENTS

IMPROVEMENT	YEAR	STATUS
1. PLAYGROUND IMPROVEMENTS	2017	Complete
2. FIRE STATION EXPANSION & IMPROVEMENTS	2022-23	Complete
PHASE 1 IMPROVEMENTS	2022-23	
3. RESTROOM / CONCESSION / PICNIC BUILDING		Complete
4. MAINTENANCE / EQUIPMENT SHED		Complete
5. CONCRETE STAGE PAD AND SIDEWALKS		Complete
6. ADDITIONAL PAVED PARKING		Complete
7. FORMER AMERICAN LEGION BUILDING ADA UPDATES		Complete
PHASE 2 IMPROVEMENTS	2022-23	
8. TOWN HALL RESTROOMS / HVAC		Complete
9. LED BALLFIELD LIGHT REPLACEMENT		Complete
10. DUGOUT REPLACEMENT		Complete
11. NEW BATTING CAGES AND FIELD NETTING		Complete
12. EXISTING PAVEMENT REPAIR AND PAVING		
PHASE 3 IMPROVEMENTS	Future	
13. MINI SPLASH PAD AND SIDEWALKS		
14. DOWNTOWN CONNECTOR WALKWAYS AND PARKING		
15. SOCIAL PLAZA		
16. PERIMETER TRAIL		
17. LION'S CLUB / COMMUNITY CENTER UPDATES		

▼ COMPLETED MCALLISTER FIELD IMPROVEMENTS



PR3. Work with local organizations to host additional events at McAllister Field stage pad to potentially include movie nights and concerts.

▼ MCALLISTER FIELD STAGE PAD



▼ EXAMPLE CONCERT



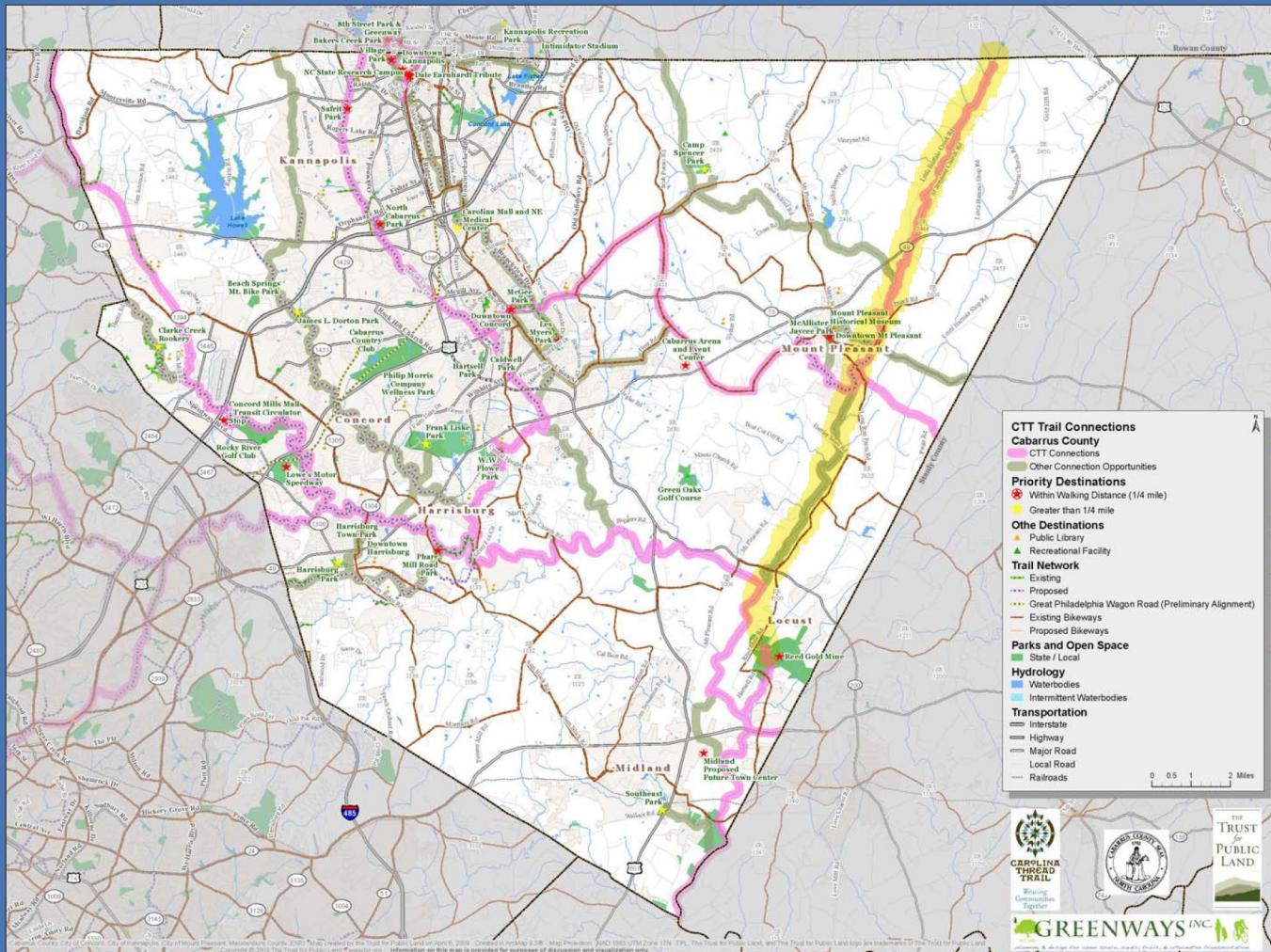
▼ EXAMPLE MOVIE NIGHT



Strategy Category	Strategy Priority	Estimated Cost	Time Frame	Primary Organization	Secondary Organizations
Parks & Recreation	Medium	\$	2-5 Years	Town	Local Organizations

PR4. Work with Carolina Thread Trail to update the Cabarrus County Thread Trail Master Plan and complete additional trail segments identified in the plan. Focus on the “Gold Rush Trail” connection between Gold Hill and Reed Gold Mine.

▼ CAROLINA THREAD TRAIL MASTER PLAN FOR CABARRUS COUNTY - 2010



Strategy Category	Strategy Priority	Estimated Cost	Time Frame	Primary Organization	Secondary Organizations
Parks & Recreation	Medium	\$\$\$\$	5+ Years	Carolina Thread Trail	Town, Cabarrus County

PR5. Work towards creating a Town-funded recreation and events coordinator position to manage park facilities, coordinate with youth leagues / private recreation facilities, and collaborate with local organizations to host one large event each season and other smaller events throughout the year.

▼ INDEPENDENCE PARADE



▼ CHRISTMAS TREE LIGHTING



▼ FALL FESTIVAL



Strategy Category	Strategy Priority	Estimated Cost	Time Frame	Primary Organization	Secondary Organizations
Parks & Recreation	Low	\$\$	5+ Years	Town	Athletic Associations

PR6. Continue working with the Catawba Lands Conservancy to preserve and promote the Buffalo Creek Preserve while seeking additional recreational and educational opportunities.

▼ WALNUT COVE, NC CONSTRUCTED WETLANDS WASTEWATER SYSTEM



▼ EDUCATIONAL SIGNAGE



▼ MILKWEED PLANTING FOR MONARCHS



Strategy Category	Strategy Priority	Estimated Cost	Time Frame	Primary Organization	Secondary Organizations
Parks & Recreation	Low	Policy-\$	Ongoing	Catawba Lands Conservancy	Town, WSACC

Buffalo Creek Preserve Facts

In 2011, 393 acres of land were placed under conservation by the Catawba Lands Conservancy as the Buffalo Creek Preserve. The preserve provides a wide range of amenities to residents and visitors, with a portion of the preserve operating as a working farm, a rare Piedmont oak savanna providing unique wildlife habitat, forested buffers adjacent to Adams Creek and Dutch Buffalo Creek contributing to water quality, and a two-mile section of the Carolina Thread Trail providing connections to nature for hikers and cyclists.

▼ SUSPENSION BRIDGE ON TRAIL



▼ CONTROLLED BURN



▼ SCHWIENITZ'S SUNFLOWERS



did?
YOU
know?

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) update in 2022. It also produced the Comprehensive Transportation Plan (CTP) Index and map, adopted in 2020. The index is the long-range plan for road improvements in the Cabarrus-Rowan MPO area. In June of 2020, the Town adopted a Project Acceleration Implementation Plan, which provided further evaluation of the key infrastructure projects identified in the Town's 2017 Comprehensive Plan and prioritized the projects for implementation. Through this process, the Town identified the top five projects that would benefit from a detailed concept and implementation plan.

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

The strategies which the Town should pursue to meet the Infrastructure & Services goal are explained on the following pages.



IS1. Maintain and update Capital Improvements List annually and maintain capital reserve accounts to plan for infrastructure projects. Break down Capital Improvements Lists into categories:

1. Water and Sewer
2. Stormwater
3. Transportation (Streets and Sidewalks)
4. Downtown
5. Recreation and Town Hall
6. Emergency Services



Strategy Category	Strategy Priority	Estimated Cost	Time Frame	Primary Organization	Secondary Organizations
Infrastructure & Services	High	Policy	Ongoing	Town	-

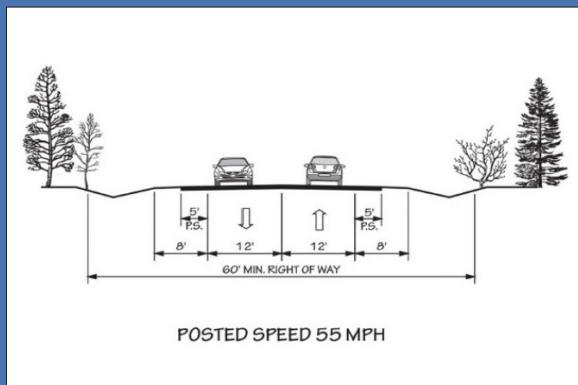
IS2. Work with the MPO to frequently review and implement the Comprehensive Transportation Plan (CTP) and continue to pursue State TIP funding for the Mount Pleasant Connector and Highway 49 Widening projects.

▼ CTP INDEX CROSS SECTIONS

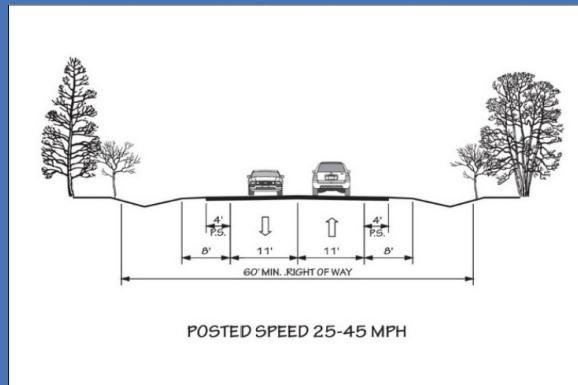
ID	PROJECT LOCATION	FROM	TO	PREFERRED CROSS SECTION
1	NC HIGHWAY 49	COLD SPRINGS RD	WALKER RD	4H
2	NC HIGHWAY 49	WALKER RD	NORTH DR W	4H
3	NC HIGHWAY 49	NORTH DR W	NORTH DR E	4F
4	NC HIGHWAY 49	NORTH DRIVE E	STANLY COUNTY	4H
5	NC HIGHWAY 49	COLD SPRINGS RD	NC HIGHWAY 49	2M (CURRENT), 4K (FUTURE)
6	NC HIGHWAY 49	NC HIGHWAY 49	SKYLAND DR	4F
7	FRANKLIN ST (NC 73)	SKYLAND DR	HALIFAX ST	2E MODIFIED (NO BIKE LANES)
8*	FRANKLIN ST (NC 73)	HALIFAX ST	MAIN ST	2E MODIFIED (NO BIKE LANES)
9	FRANKLIN ST (NC 73)	MAIN ST	BLUEBERRY ST	2E MODIFIED (NO BIKE LANES)
10	NC HIGHWAY 73	BLUEBERRY ST	STANLY COUNTY	2M
11	BARRIER STORE ROAD	MT. PLEASANT RD	STANLY COUNTY	2B
12	COLD SPRINGS RD	NC HIGHWAY 73	MT. PLEASANT RD	2M
13	IRISH POTATO ROAD	NC HIGHWAY 73	OLD SALISBURY RD	2M
14	MT. PLEASANT CONNECTOR (FUTURE)	NC HIGHWAY 73	NC HIGHWAY 49	2L
15	MT. PLEASANT RD S	NC HIGHWAY 200	COLD SPRINGS RD	2A
16	MT. PLEASANT RD S	COLD SPRINGS RD	OLDENBURG DR	2M
17	MAIN ST S	OLDENBURG DR	LEE ST	2E MODIFIED (NO BIKE LANES)
18*	MAIN ST	LEE ST	NC HIGHWAY 49	2H MODIFIED (NO BIKE LANES)
19	MAIN ST N	NC HIGHWAY 49	FISHER RD	2E
20	MT. PLEASANT RD N	FISHER RD	ROWAN COUNTY	2A
21	ST. STEPHENS CHURCH RD	NC HIGHWAY 49	ROWAN COUNTY	2B
22	WALKER RD	NC HIGHWAY 49	NC HIGHWAY 73	2N

Strategy Category	Strategy Priority	Estimated Cost	Time Frame	Primary Organization	Secondary Organizations
Infrastructure & Services	Medium	Policy	Ongoing	Town	NCDOT, MPO

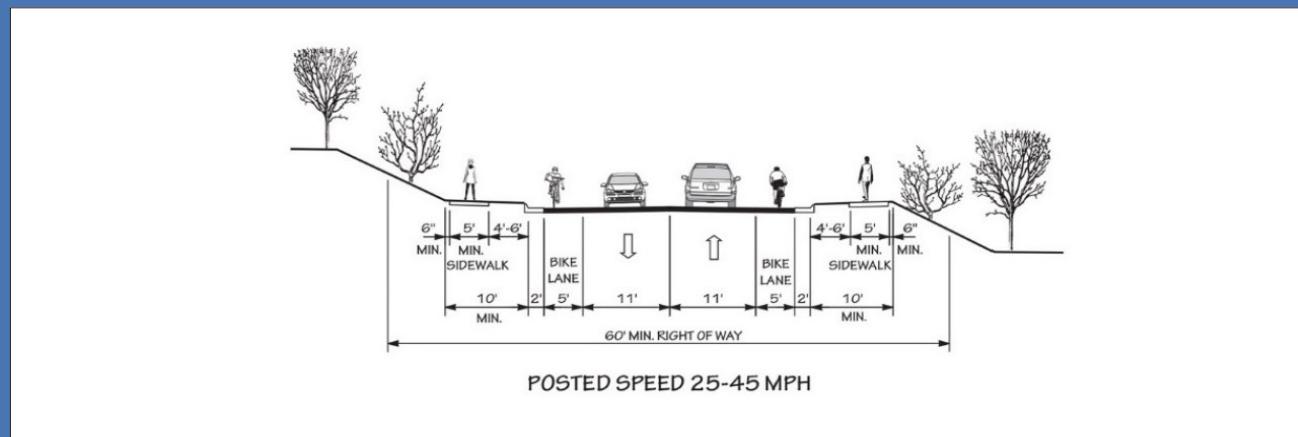
▼ CTP INDEX CROSS SECTIONS



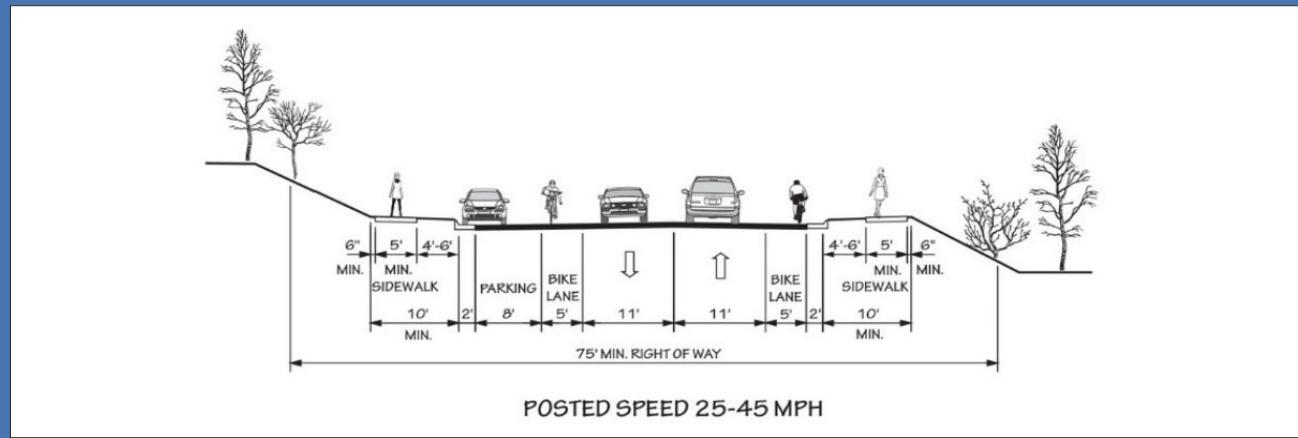
2A - 2 LANE UNDIVIDED WITH PAVED SHOULDERS



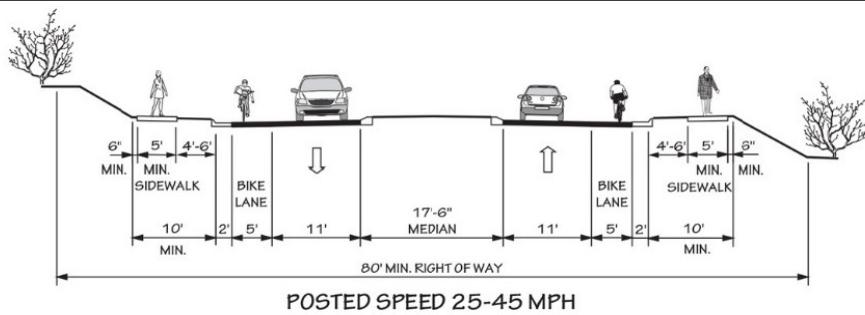
2B - 2 LANE WITH PAVED SHOULDERS



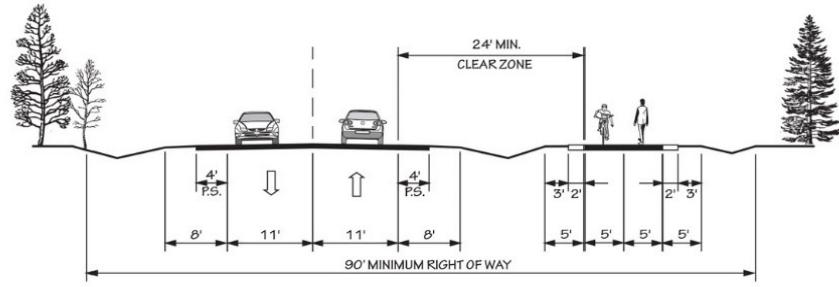
**2E - 2 LANE WITH CURB, GUTTER, SIDEWALKS
(MODIFY TO REMOVE BIKE LANES)**



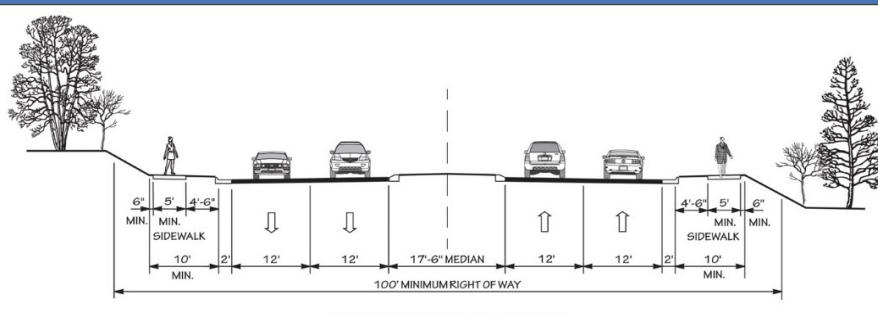
**2H - 2 LANE WITH CURB, GUTTER, PARKING ONE SIDE, SIDEWALKS
(MODIFY TO REMOVE BIKE LANES)**



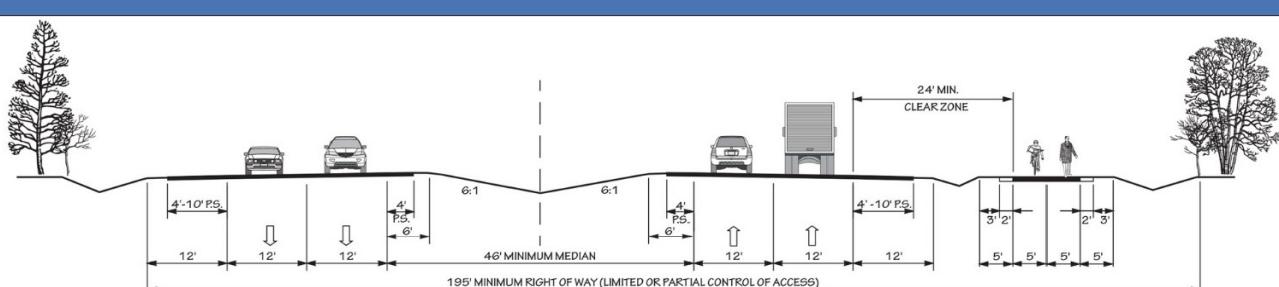
2L - 2 LANE DIVIDED WITH CURB, GUTTER, SIDEWALKS



2M/2N - 2 LANE WITH PAVED SHOULDERS, SIDEPATH



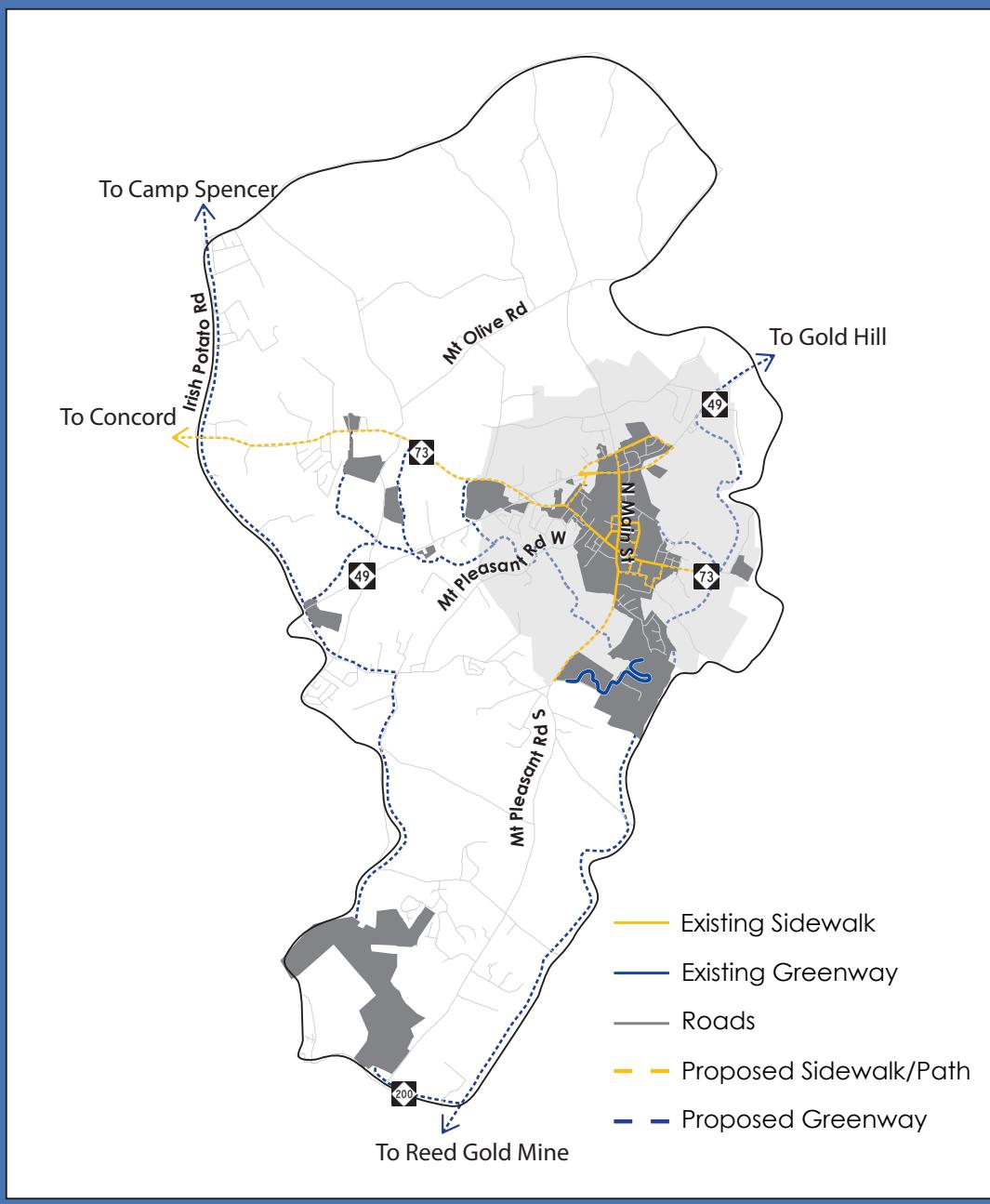
4F- 4 LANE DIVIDED WITH CURB, GUTTER, SIDEWALKS



4H- 4 LANE DIVIDED WITH PAVED SHOULDER, SIDEPATH

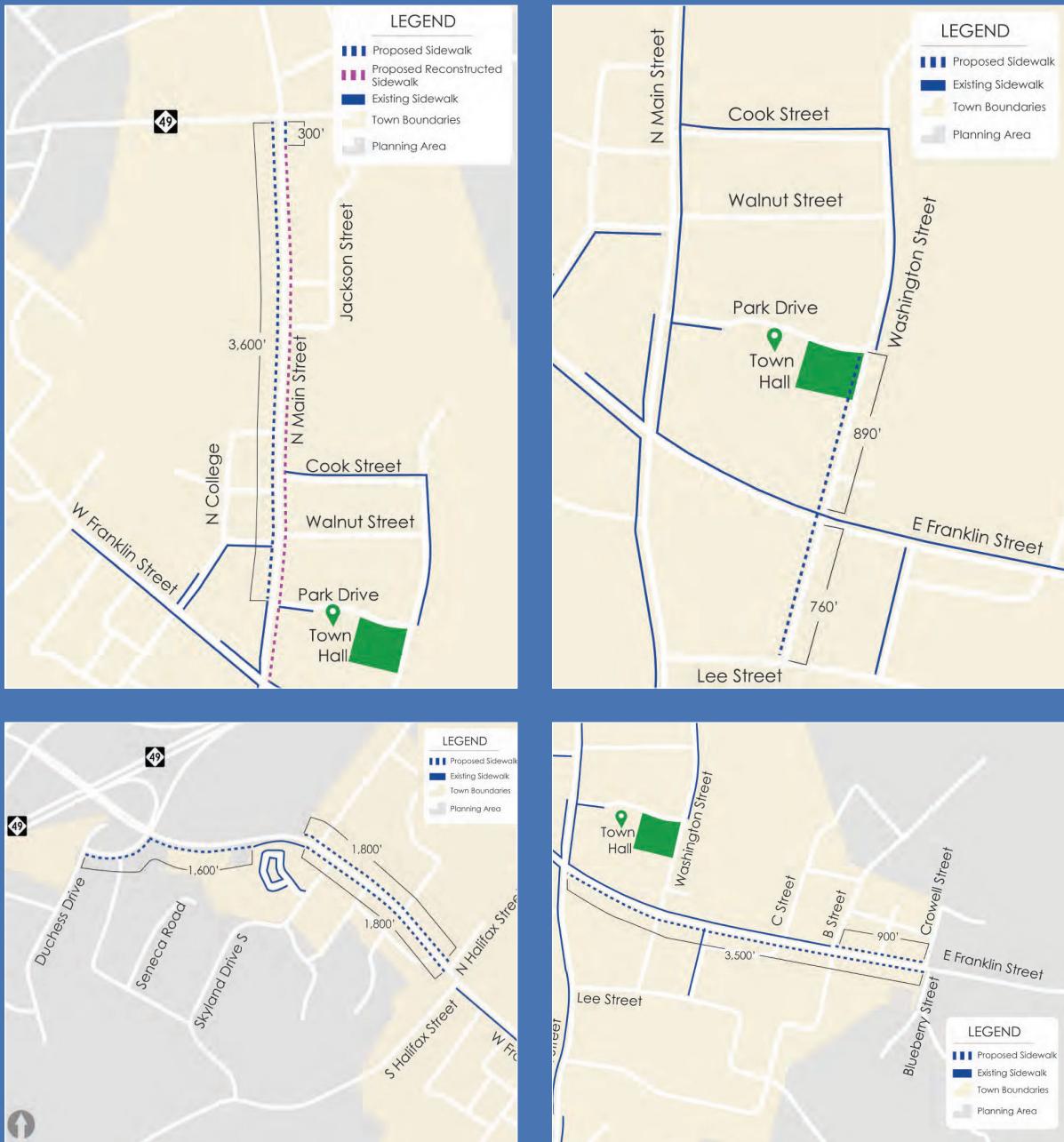
IS3. Implement Pedestrian Project Acceleration Plan and look ahead to future pedestrian needs.

▼ PEDESTRIAN CONNECTIONS MAP



Strategy Category	Strategy Priority	Estimated Cost	Time Frame	Primary Organization	Secondary Organizations
Infrastructure & Services	Medium	\$\$\$\$	5+ Years	Town	NCDOT, MPO

▼ PROJECT ACCELERATION PLAN PROPOSED PROJECTS



In 2020, the Town adopted a Pedestrian Project Acceleration Plan, funded by the North Carolina Department of Transportation to assist smaller jurisdictions in completing high priority pedestrian improvements. The Plan identified five primary projects and five secondary projects for the Town to pursue funding to complete. The primary projects included all of Franklin Street and North Main Street, shown above.

IS4. Continue to monitor and adjust the Pavement Condition Rating (PCR) list for Town-maintained roads and supplement Powell Bill funds to pave priority street segments on an annual basis while working to upgrade deficient streets for Powell Bill eligibility.

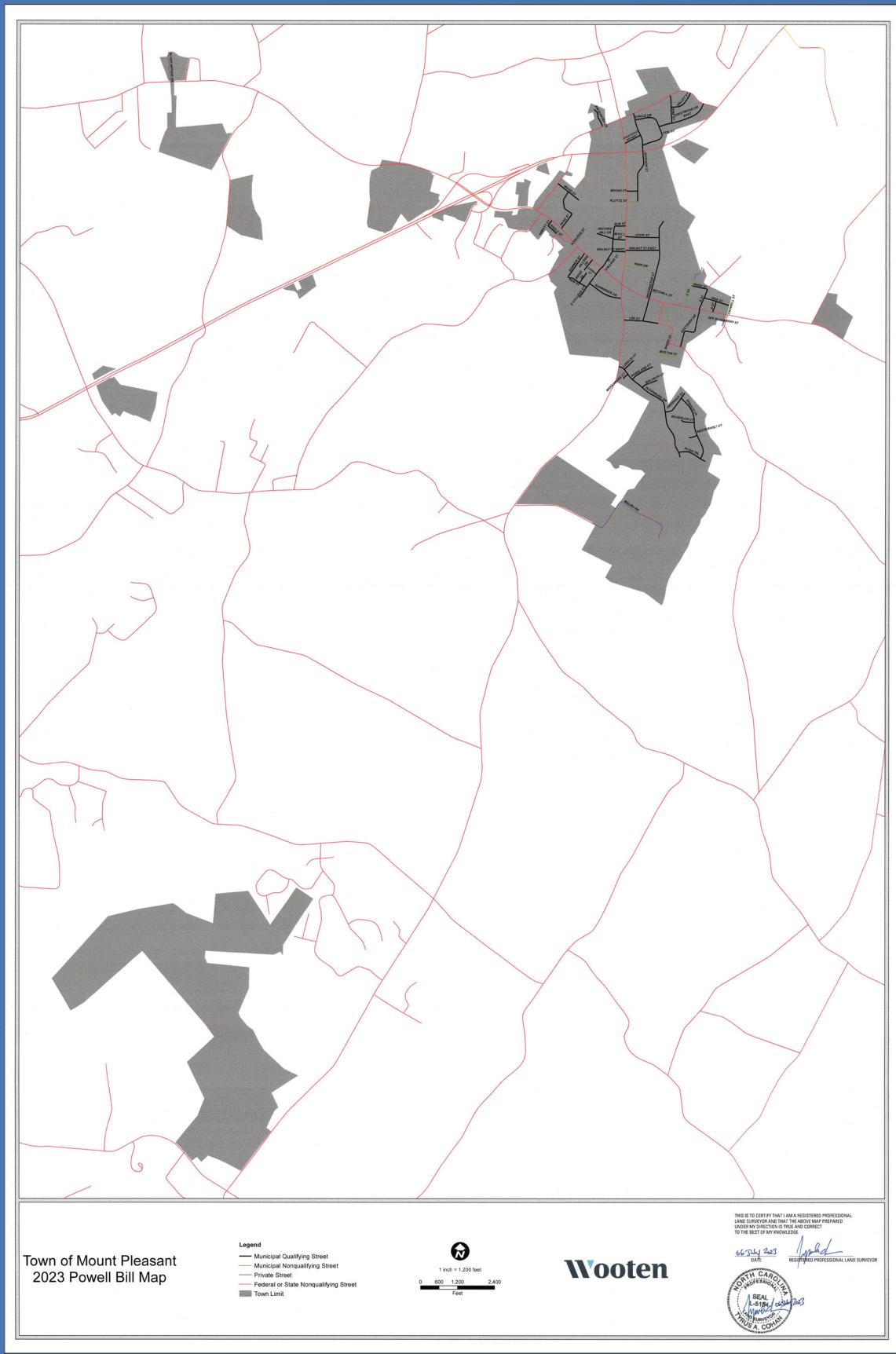
DEDUCTION VALUES - 2023																													
Pavement Condition Rating - PCR		Alligator Cracking (AL, AM, AS)			Block/Transverse Cracking (BL)			Reflective Cracking (RF)			Rutting (RT)			Raveling (RV)			Bleeding (BL)			Ride Quality (RQ)			Patching (PA)			Cracking (Maint. Notes)			
Street Segment Name	Street Segment Limits	Condition (N, L, M, S)	Points (0.1, 2.5 to 9.5)	Condition (N, L, M, S)	Points (0.1, 2.5 to 10)	Condition (N, L, M, S)	Points (0.1, 2.5 to 10)	Condition (N, L, M, S)	Points (0.1, 2.5 to 10)	Condition (N, L, M, S)	Points (0.1, 2.5 to 10)	Condition (N, L, M, S)	Points (0.1, 2.5 to 10)	Condition (N, L, M, S)	Points (0.1, 2.5 to 10)	Condition (N, L, M, S)	Points (0.1, 2.5 to 10)	Condition (N, L, M, S)	Points (0.1, 2.5 to 10)	Condition (N, L, M, S)	Points (0.1, 2.5 to 10)	Condition (N, L, M, S)	Points (0.1, 2.5 to 10)	Condition (N, L, M, S)	Points (0.1, 2.5 to 10)	Condition (N, L, M, S)	Points (0.1, 2.5 to 10)		
A Street	E. Franklin St.	Reid St																											
Abbott Street	W. Franklin St	Eagle St	Light	25	15%	Light	5	None	0	None	0	None	0	None	0	None	0	None	0	Moderate	10	Moderate	10	N/A	N/A	N/A	N/A	N/A	N/A
Alish Trail	Oldenburg Dr.	Erback Ln	Light	25	50%	Light	5	None	0	None	0	None	0	None	0	None	0	None	0	Moderate	10	Light	5	N/A	N/A	N/A	N/A	N/A	N/A
Alish Trail	Erback Ln.	Cul-de-sac	Moderate	60	60%	Light	5	None	0	Light	5	None	0	None	0	Moderate	10	Light	5	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A
B Street	E. Franklin St.	Reid St	Moderate	25	15%	Moderate	20	None	0	None	0	None	0	None	0	Smooth	0	None	0	Smooth	0	None	0	N/A	N/A	N/A	N/A	N/A	N/A
B Street	Reid St.	Wade St	Moderate	60	40%	Moderate	20	None	0	None	0	None	0	None	0	Moderate	10	Moderate	10	Y	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A
Barringer Drive	S. College St.	S. Main St	Moderate	60	40%	Light	5	None	0	None	0	None	0	None	0	Moderate	10	Moderate	10	Y	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A
Brownsburg Court	Erback Ln.	Cul-de-sac	None	0	0%	Light	5	None	0	Moderate	15	None	0	None	0	Rough	25	None	0	Y	Y	N/A	N/A	N/A	N/A	N/A	N/A		

▼ PAVEMENT DEFICIENCY EXAMPLES



Strategy Category	Strategy Priority	Estimated Cost	Time Frame	Primary Organization	Secondary Organizations
Infrastructure & Services	Medium	Policy-\$\$\$\$	Ongoing	Town	NCDOT

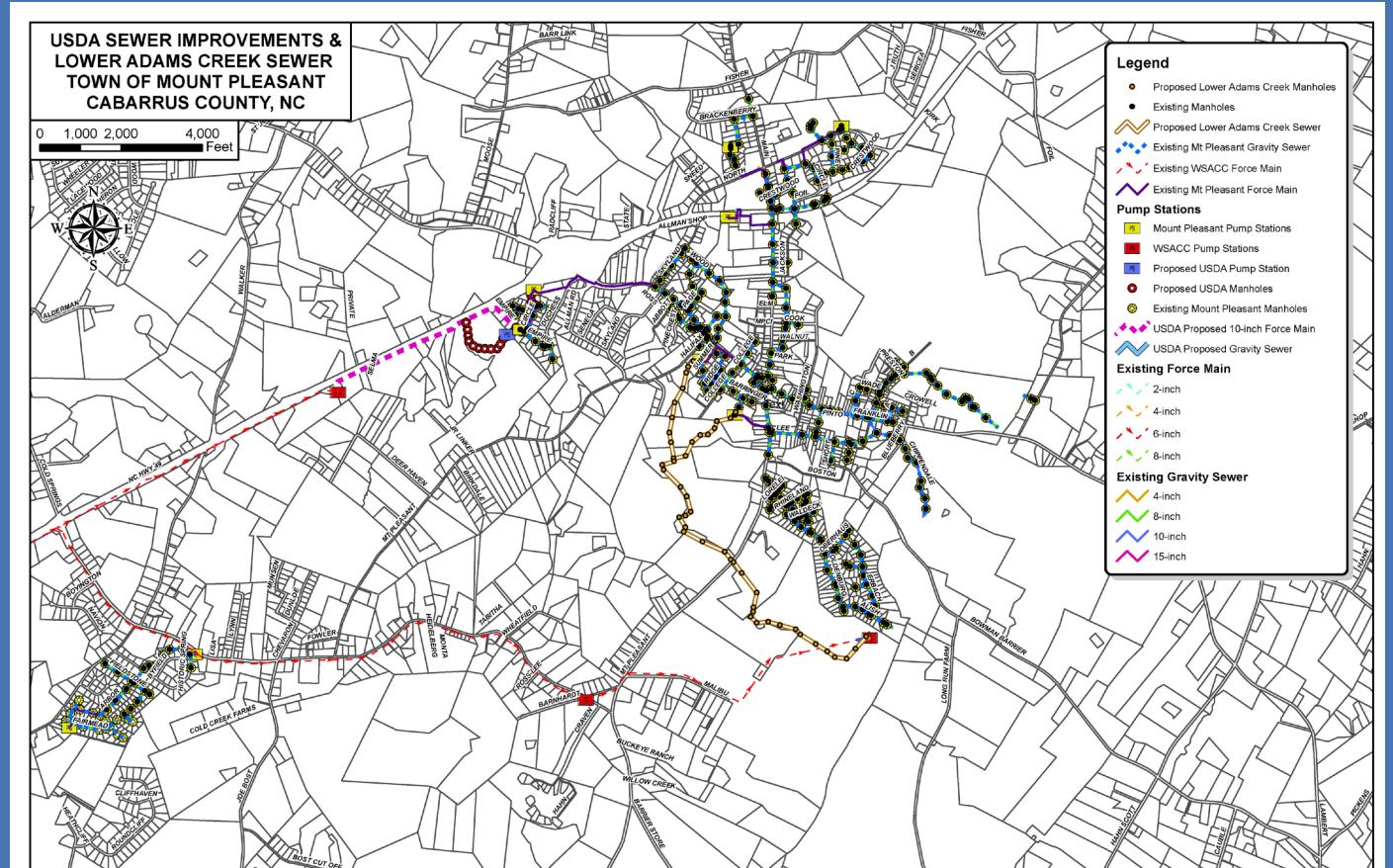
▼ POWELL BILL MAP



Town of Mount Pleasant
2023 Powell Bill Map

IS5. Complete high priority improvements from the 2007 Water & Sewer Master Plan including the installation of water mains as the backbones of the water system, installation of the Lower Adams Creek Sewer Outfall, and improvements to the water intake and treatment process.

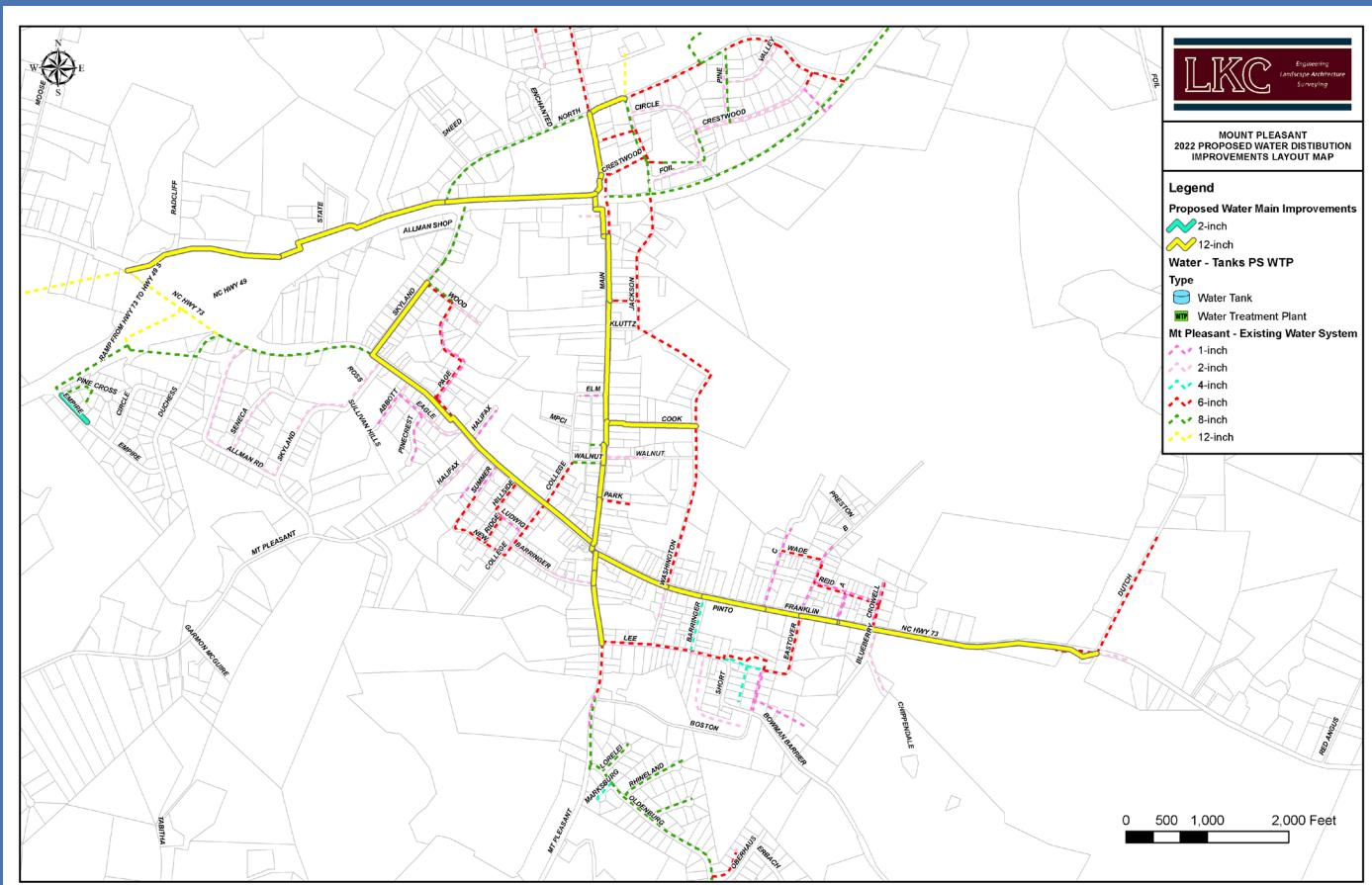
▼ OVERALL SEWER IMPROVEMENTS MAP



Strategy Category	Strategy Priority	Estimated Cost	Time Frame	Primary Organization	Secondary Organizations
Infrastructure & Services	High	\$\$\$\$	2-5 Years	Town	WSACC, NCDEQ

WATER SYSTEM IMPROVEMENTS

▼ WATER SYSTEM IMPROVEMENTS MAP



▼ MOUNT PLEASANT WATER TREATMENT PLANT

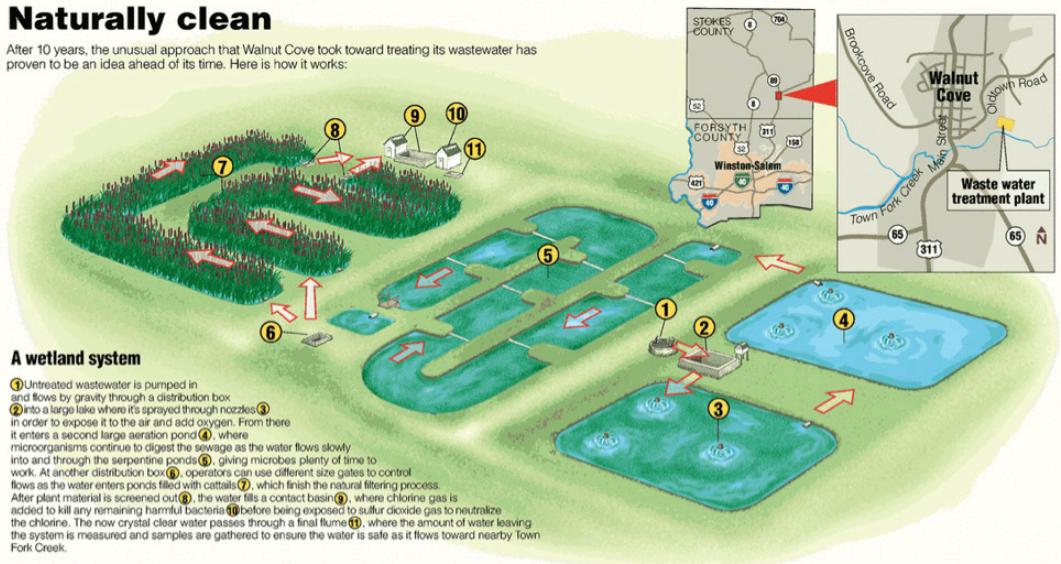


IS6. Work with the Water and Sewer Authority of Cabarrus County (WSACC) to identify and implement new small-scale wastewater treatment opportunities in the Mount Pleasant Area to supplement the Rocky River Regional Wastewater Treatment Plan (RRRWTP).



Naturally clean

After 10 years, the unusual approach that Walnut Cove took toward treating its wastewater has proven to be an idea ahead of its time. Here is how it works:



Strategy Category	Strategy Priority	Estimated Cost	Time Frame	Primary Organization	Secondary Organizations
Infrastructure & Services	Medium	\$\$\$\$	5+ Years	WSACC	Town

IS7. Work collaboratively with Cabarrus County and other educational and emergency services organizations to provide a multi-purpose emergency services facility on Walker Road, and work towards creating and funding full-time fire personnel positions.



Strategy Category	Strategy Priority	Estimated Cost	Time Frame	Primary Organization	Secondary Organizations
Infrastructure & Services	Medium	\$\$\$\$	5+ Years	Town	Cabarrus County

What is an Enterprise Fund and how is designated funding used?

In North Carolina, an Enterprise Fund is a fund that accounts for government operations that are similar to a private business and are intended to be self-supporting. The costs of providing goods or services to the public are primarily recovered through user charges, rather than through tax revenues. The most common enterprise fund in the state is water and sewer. Others include electric funds, solid waste, airports, public hospitals, food service, public transportation, and a few recreation facilities. The fund can be used to account for continuing operations of the service. Enterprise funds must be able to sustain the operational costs for the service provided and may not utilize transfers from the local government's general fund. The rate structure for the services provided must reflect the ongoing operational, maintenance and debt services costs for the enterprise.

What is the Powell Bill and how is funding used?

In 1951, the State of North Carolina passed the Powell Bill to provide financial assistance to municipalities for municipally-maintained streets. The NC General Statutes require the North Carolina Department of Transportation (NCDOT) to annually appropriate out of the State Highway Fund a sum equal to 10.4% of the net amount after refunds that were produced by two taxes under Chapter 105 of the Statutes. The money municipalities received through this Bill can be used for:

- Construction, planning, and maintenance on streets, sidewalks, bikeways, and greenways;
- Traffic control (purchase and maintenance of traffic control devices, traffic signs, speed bumps, traffic paint, traffic cones); and
- Municipal street bond debt service (current payment on principal or interest due on bonds outstanding issued exclusively for streets and sidewalks).



did?
YOU
know

4 IMPLEMENTATION



IMPLEMENTATION

Through the planning process, the Town of Mount Pleasant has produced a document that is intended to guide the actions of the Town's elected and appointed officials, staff, and community stakeholders, as they move forward. This is a plan of action, with a focus on strategies and corresponding action items to achieve Mount Pleasant's vision.

Moving forward, it will be necessary to continuously monitor the status of progress toward achieving the plan's vision. At a minimum, Town staff, the Planning & Zoning Board, and Town Board of Commissioners should review implementation progress on an annual basis. This will give the Town Board the opportunity to set priorities during each budget cycle to ensure that the budget includes the necessary funds or other resources needed to implement the plan.

The strategies and action items outlined in the Plan were compiled into an implementation matrix to be used as a quick and easy reference for the community to review priorities and allow the Town to monitor the progress in implementing the Plan. The matrix assigns priorities, resources, timeframes and responsible parties to each action item, to help stakeholders understand the most effective approach to implementation.

The resources portion of the implementation section provides information about available funding beyond the Town's tax revenue. This includes federal, state, local, and private sector resources. This is not intended to be an exhaustive list of funding opportunities, but a starting point for financial support to assist with the plan's implementation.

***“Make big plans;
aim high in
hope and work,
remembering that
a noble, logical
diagram once
recorded will not
die, but long after
we are gone be
a living thing,
asserting itself
with ever-growing
insistence.”***

-Daniel Burnham

IMPLEMENTATION OVERVIEW

The following are descriptions of each of the categories in the implementation matrix in this section and at the bottom of the page for each implementation strategy:

STRATEGY PRIORITY

Due to the limited resources that are faced by all levels of government, priorities are identified for each action item to help guide the community toward achieving the strategies. Priorities are indicated as "high", "medium", or "low", with "high" being the most pressing or urgent. Since some high priority items may take longer to achieve than low priority items, some of those lower priority action items may occur first due to the quick turnaround associated with them or their ease of accomplishment. As resources become available, or as community needs or desires change during the implementation of the plan, decisions will likely be made to increase the priority of certain actions while decreasing the priority of others.

RESOURCES

This column in the matrix represents resources that are primarily related to financial resources necessary to complete the implementation action items. The tables uses the "\$" symbol to represent a theoretical range of necessary capital. Actual resources could be more or less depending on the final scope of the project or more detailed cost estimates. The ranges are as follows:

\$ - Less than \$25,000	\$\$\$ - \$100,000-\$500,000
\$\$ - \$25,000-\$100,000	\$\$\$\$ - More than \$500,000
Policy – Not outside of normal annual budget expenditures	

TIMEFRAME

This portion of the matrix represents the timeframe in which each action step can be addressed. Not to be confused with priority, timeframe is the length of time it make take to achieve a strategy, once begun. Below is a description of each timeframe.

- 1-2 Years - Short-term goals that can be achieved within 2 years
- 2-5 Years - Intermediate-term goals that can be achieved within 5 years
- 5-10 Years - Long-term goals can take more than 5 years and up to 10 years to achieve
- Ongoing - Some action items are designated as "ongoing" due to need for constant efforts toward implementing the strategy.

RESPONSIBLE ORGANIZATIONS

Each strategy has an organization or entity that is primarily responsible for its implementation. In most cases the primary organization is the Town or other government entity. Some strategies also have secondary organizations to support their implementation. Descriptions of organization acronyms or abbreviations are listed below for reference.

Acronyms/Abbreviations

CabCo - Cabarrus County
CVB - Cabarrus County Convention & Visitor's Bureau
EDC - Cabarrus County Economic Development Commission
Chamber - Cabarrus County Chamber of Commerce
MPO - Cabarrus-Rowan Metropolitan Planning Organization
NCDOT - North Carolina Department of Transportation
WSACC - Water and Sewer Authority of Cabarrus County
RCCC - Rowan-Cabarrus Community College
ECHS - Eastern Cabarrus Historical Society
CTT - Carolina Thread Trail
CLC - Catawba Lands Conservancy

GENERAL IMPLEMENTATION GUIDANCE

It is the intent for the this plan to be utilized annually to update and track progress for the Capital Improvements List and for the fiscal year budget. Spending should be prioritized to implement the strategies of this plan in a fiscally responsible manner. As priorities shift and additional funding or partnering streams become available, the timeframes or resources for each strategy may also change. The Town should proactively monitor the implementation of this Plan to ensure the Town continually works towards meeting its goals for the future.

IMPLEMENTATION MATRIX



Embrace Mount Pleasant's small-town charm, history, and rural atmosphere as catalysts for revitalization and economic development while remaining a safe, family-oriented community.

ID	IMPLEMENTATION ACTION	PRIORITY	RESOURCES	TIMEFRAME	RESPONSIBILITY
CC1	Continue to work with property owners to preserve and rehabilitate historic structures through education, coordination with the State Historic Preservation Office, and the existing facade improvement program.	HIGH	POLICY - \$\$	ONGOING	Primary: Town Secondary: State Historic Preservation Office, Eastern Cabarrus Historical Society
CC2	Resume efforts to provide attractive landscaped signage with the Town's new logo at gateways into Town, and continue to work with Explore Cabarrus to update wayfinding signage as new points of interest are added in the area.	MED	\$\$	SHORT	Primary: Town Secondary: Explore Cabarrus
CC3	Continue to identify locations for the Layers of History Mural Program and seek NC Arts Council grant funding for the installation of murals.	LOW	POLICY - \$	ONGOING	Primary: Town Secondary: Cabarrus Arts Council
CC4	Continue with proactive code compliance and enforcement efforts by providing community education and a clear process for bringing properties into compliance.	MED	POLICY	ONGOING	Primary: Town Secondary: Cabarrus County Sheriff
CC5	Work with Cabarrus County Sheriff's Department to utilize community-oriented policing principles, engaging with residents and businesses to identify and resolve issues related to traffic enforcement, property crime, and overall safety.	MED	POLICY	ONGOING	Primary: Cabarrus County Sheriff Secondary: Town



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

ID	IMPLEMENTATION ACTION	PRIORITY	RESOURCES	TIMEFRAME	RESPONSIBILITY
ED1	Continue to market Mount Pleasant as a place to experience local history, outdoor activities, and agriculture with all the charms of small-town life.	MED	\$	ONGOING	Primary: Town Secondary: Explore Cabarrus, Chamber
ED2	Complete the Pleasant Life website to provide up-to-date information about local history, organizations, businesses, park facilities, events, venues, and tourism offerings in the area.	HIGH	\$	1-2 YEARS	Primary: Town Secondary: Explore Cabarrus
ED3	Identify key locations and opportunity sites that would support light industrial uses and retail uses and work with the Cabarrus Economic Development Corporation (EDC) to market these sites.	HIGH	POLICY-\$\$	2-5 YEARS	Primary: Town Secondary: EDC
ED4	Work with the Cabarrus EDC and Mount Pleasant High School to encourage partnerships between local businesses and students participating in Career and Technical Education (CTE) and the Architecture and Construction Academy.	LOW	POLICY	ONGOING	Primary: EDC Secondary: Town, Cabarrus County Schools, Chamber
ED5	Encourage new businesses to use the resources available through the Cabarrus Center.	MED	POLICY	ONGOING	Primary: Town Secondary: EDC, RCCC



Establish a sustainable land development pattern of controlled growth, where adequate infrastructure exists, that complements the character of the Town, promotes economic development, preserves environmentally sensitive areas and surrounding farmland, and provides adequate open space and recreational opportunities.

ID	IMPLEMENTATION ACTION	PRIORITY	RESOURCES	TIMEFRAME	RESPONSIBILITY
LU1	Utilize the Future Land Use Map to encourage development that is compatible with its surroundings and available infrastructure while discouraging development of identified conservation areas.	HIGH	POLICY	ONGOING	Primary: Town Secondary: Property Owners, Developers
LU2	Encourage the revitalization and reuse of currently unused or underutilized structures and sites.	MED	POLICY	5+ YEARS	Primary: Town Secondary: EDC
LU3	Promote infill residential development to more fully utilize existing infrastructure, with a strong focus on areas within walking distance of the Downtown Core.	MED	POLICY	ONGOING	Primary: Town Secondary: Property Owners, Developers
LU4	Work with Cabarrus County to implement the strategies of the Farmland Preservation Plan.	MED	POLICY	ONGOING	Primary: Cabarrus County Govt. Secondary: Town, Cooperative Extension, Land Trusts
LU5	Encourage conservation development as an option for new residential development to preserve additional open space, forestland, and farmland.	MED	POLICY	ONGOING	Primary: Town Secondary: Property Owners, Developers



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

ID	IMPLEMENTATION ACTION	PRIORITY	RESOURCES	TIMEFRAME	RESPONSIBILITY
DT1	Implement strategic catalyst projects to continue the revitalization of Downtown.	HIGH	\$\$\$\$	2-5 YEARS	Primary: Town, Property Owners Secondary: Cabarrus Arts Council, NCDOT
DT2	Continue to improve downtown parking by: <ul style="list-style-type: none">Completing improvements to parking in the southwest quadrant of downtownConnecting existing parking areas in the northwest quadrant of downtownInitiating additional public parking agreements with private property ownersUse alleys to make pedestrian connections from street fronts to parking areas	HIGH	\$\$\$\$	2-5 YEARS	Primary: Town Secondary: Property Owners
DT3	Complete infrastructure and streetscape improvements in Downtown, including the following: <ul style="list-style-type: none">Stormwater improvementsUtility Duct Bank InstallationStreetscape improvements - brick paver strip, trees, lighting	HIGH	\$\$\$\$	2-5 YEARS	Primary: Town Secondary: NCDOT, Private Utilities
DT4	Continue to work with the Cabarrus Arts Council to rehabilitate and utilize the old theater building for an entertainment and performing arts venue.	MED	POLICY - \$	2-5 YEARS	Primary: Theater Non-profit, Cabarrus Arts Council Secondary: Town
DT5	Encourage the rehabilitation and reuse of the old service station at the southeast corner of Highway 73 and Main Street.	LOW	POLICY - \$	2-5 YEARS	Primary: Developer Secondary: Town
DT6	Encourage the construction of compatible infill buildings within downtown.	MED	POLICY	2-5 YEARS	Primary: Developer Secondary: Town



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

ID	IMPLEMENTATION ACTION	PRIORITY	RESOURCES	TIMEFRAME	RESPONSIBILITY
PR1	Work with Cabarrus County Active Living & Parks Department to implement its Master Plan strategies in Eastern Cabarrus County, including the completion of the Virginia Foil Park and the 600-acre Nature Park on St. Stephens Church Road.	MED	POLICY - \$	5 + YEARS	Primary: Cabarrus County Secondary: Town, Athletic Associations
PR2	Complete park improvements on Town Hall property to include a splash pad, walking trails, and downtown connections with a social plaza.	MED	\$\$\$\$	2-5 YEARS	Primary: Town Secondary: Property Owners
PR3	Work with local organizations to host additional events at McAllister Field stage pad to potentially include movie nights and concerts.	MED	\$\$	2-5 YEARS	Primary: Town Secondary: Local Organizations
PR4	Work with Carolina Thread Trail to update the Cabarrus County Thread Trail Master Plan and complete additional trail segments identified in the plan. Focus on the "Gold Rush Trail" connection between Gold Hill and Reed Gold Mine.	MED	POLICY - \$\$\$	5+ Years	Primary: Carolina Thread Trail Secondary: Town, Cabarrus County
PR5	Work towards creating a town-funded recreation and events coordinator position to manage parks facilities, coordinate with youth leagues and private recreation facilities, and coordinate with other local organizations to host one large event each season and other smaller events throughout the year.	LOW	\$\$	5+ Years	Primary: Town Secondary: Athletic Associations
PR6	Continue working with the Catawba Lands Conservancy to preserve and promote the Buffalo Creek Preserve while seeking additional recreational and educational opportunities.	LOW	POLICY - \$\$	5+ Years	Primary: Catawba Lands Conservancy Secondary: Town, WSACC



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.

ID	IMPLEMENTATION ACTION	PRIORITY	RESOURCES	TIMEFRAME	RESPONSIBILITY
IS1	Maintain and update Capital Improvements List annually to plan for infrastructure projects.	HIGH	POLICY	ONGOING	Primary: Town
IS2	Work with the MPO to frequently review and implement the CTP and continue to pursue State TIP funding for the Mount Pleasant Connector and Highway 49 Widening projects.	MED	POLICY	ONGOING	Primary: Town Secondary: MPO, NCDOT
IS3	Implement Pedestrian Project Acceleration Plan and look ahead to future pedestrian needs.	MED	\$\$\$\$	5+ YEARS	Primary: Town Secondary: MPO, NCDOT
IS4	Continue to monitor and adjust the PCR list for Town-maintained roads and supplement Powell Bill funds to pave priority street segments on an annual basis while working to upgrade deficient streets for Powell Bill eligibility.	HIGH	POLICY-\$\$\$\$	ONGOING	Primary: Town Secondary: NCDOT
IS5	Complete high priority improvements from the 2007 Water and Sewer Master Plan, including the installation of water mains as the backbones of the water system, the Lower Adams Creek Outfall, and improvements to water intake and treatment.	HIGH	\$\$\$\$	2-5 YEARS	Primary: Town Secondary: WSACC, NCDEQ
IS6	Work with the WSACC to identify and implement new small scale wastewater treatment opportunities in the Mount Pleasant area to supplement the RRRWTP.	MED	\$\$\$\$	5+ YEARS	Primary: WSACC Secondary: Town
IS7	Work collaboratively with Cabarrus County and other educational and emergency services organizations to provide a multi-purpose emergency services facility on Walker Road, and work towards creating and funding full-time fire personnel positions.	LOW	\$\$\$\$	INTERMEDIATE	Primary: Town Secondary: Cabarrus County



MOUNT PLEASANT

EST. 1859

NORTH CAROLINA