

WHAT IS THE PURPOSE OF THE COMPREHENSIVE PLAN?

The Town of Mount Pleasant adopted its first Comprehensive Plan in 2017 after an extensive public input process which included approximately 600 survey responses and two public workshops. The adopted plan has been followed by the Town since that time.

North Carolina law (G.S. 160D-501) requires that a jurisdiction that exercises zoning regulation have an adopted Comprehensive Plan which may contain the following as deemed appropriate by the local government:

1. Issues and opportunities facing the local government, including consideration of trends, values expressed by citizens, community vision, and guiding principles for growth and development.
2. The pattern of desired growth and development and civic design, including the location, distribution, and characteristics of future land uses, urban form, utilities, and transportation networks.
3. Employment opportunities, economic development, and community development.
4. Acceptable levels of public services and infrastructure to support development, including water, waste disposal, utilities, emergency services, transportation, education, recreation, community facilities, and other public services, including plans and policies for provision of and financing for public infrastructure.
5. Housing with a range of types and affordability to accommodate persons and households of all types and income levels.
6. Recreation and open spaces.
7. Mitigation of natural hazards such as flooding, winds, wildfires, and unstable lands.
8. Protection of the environment and natural resources, including agricultural resources, mineral resources, and water and air quality.
9. Protection of significant architectural, scenic, cultural, historical, or archaeological resources.
10. Analysis and evaluation of implementation measures, including regulations, public investments, and educational programs.

This statute also requires that an adopted Comprehensive Plan be "reasonably maintained". Standard practice is to review and update a Comprehensive Plan every 5 to 10 years. Since it has been just over 7 years since the plan was originally adopted, this update is intended to maintain the plan, as required. The updated Comprehensive Plan carries forward the same Vision Statement and Goals as the original plan. To view the complete draft Comprehensive Plan update, visit <https://mtpleasantnc.gov/Government/Planning->

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.

COMPREHENSIVE PLAN

Summary Of Updates

The updated Comprehensive Plan carries forward the same Vision Statement and Goals as the original plan, based on feedback received during a public survey and workshop held in the spring of 2024. The plan update provides more recent census data, land uses intensities that match existing and planned utility infrastructure, and next steps in goal implementation. Below is a summary of updates included in the plan:



COMMUNITY CHARACTER

Continue to focus on historic preservation efforts and aesthetic improvements. Work more closely with Sheriff's Department on traffic enforcement and engagement with residents and businesses.



ECONOMIC DEVELOPMENT

Take a more proactive approach to encourage light industrial development to replace employment lost when all four mills and the state prison closed in the early 2000s, and encourage local schools and businesses to work together for training and employment opportunities.



LAND USE

Include the Town's sphere of influence as part of the planning area while limiting growth to locations where existing utilities are easily accessed. Identify areas along major corridors with utility access to encourage employment uses in keeping with the economic development goal. Work with Cabarrus County to implement the strategies of the Farmland Preservation Plan, and conserve as much open space within the primary growth area as possible, while preserving farmland, forestland, and rural areas beyond the edges of the identified growth area.



DOWNTOWN

Continue to implement identified catalyst and infrastructure projects including stormwater improvements, overhead utility improvements, parking improvements, and renovation of historic buildings, including the old theater, within the downtown.



PARKS & RECREATION

Complete the improvements to McAllister Park to include a downtown pedestrian connection, splash pad, and walking trail and work towards the creation of a Recreation & Events Coordinator position in the future. Continue to work with Carolina Thread Trail on completing new trail segments identified in the trail master plan.



INFRASTRUCTURE & SERVICES

Finish water intake and distribution improvement projects and work with WSACC to identify opportunities for new small scale wastewater treatment in the Mount Pleasant area. Implement road resurfacing and sidewalk improvements in the older sections of Town. Monitor the need for future emergency services stations.

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 2024
- Public Input Phase: April - May 2024
- Plan Draft Phase: June - December 2024
- Plan Review Phase: January-March 2025
- Plan Adoption Phase: April-June 2025

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.

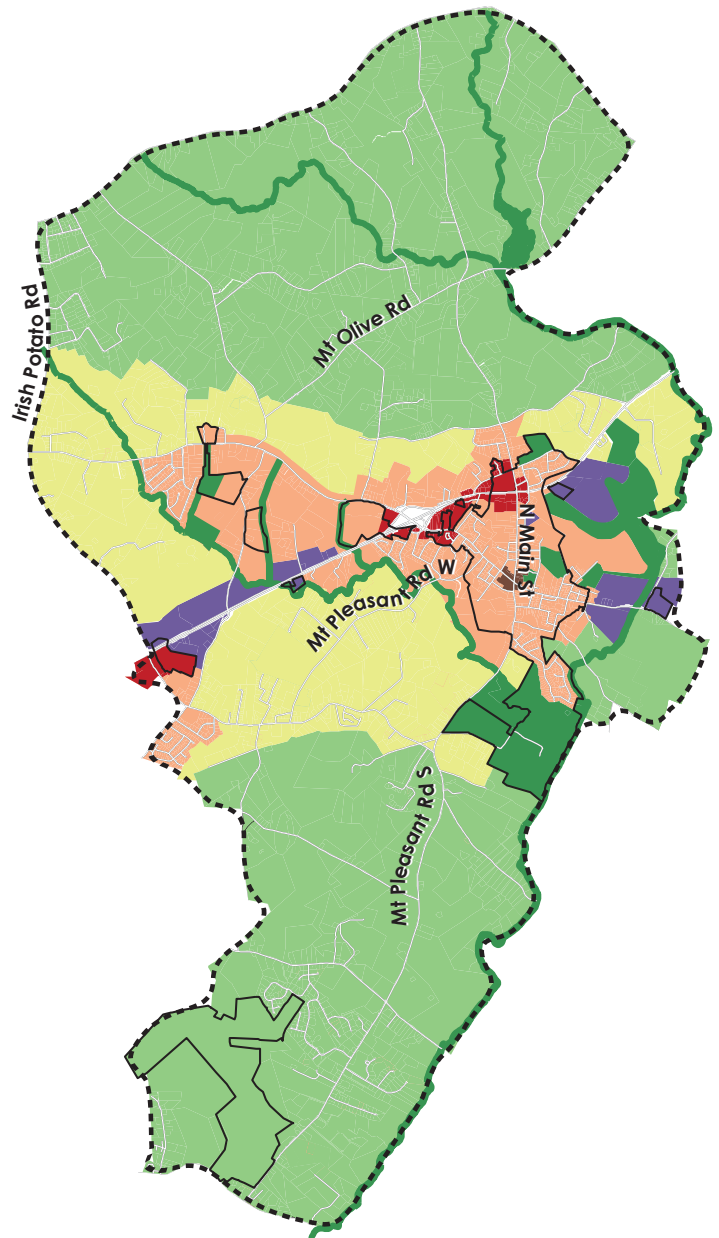
LU1. Utilize the Future Land Use Map to encourage development that is compatible with its surroundings and available infrastructure while discouraging development of identified conservation areas.

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.

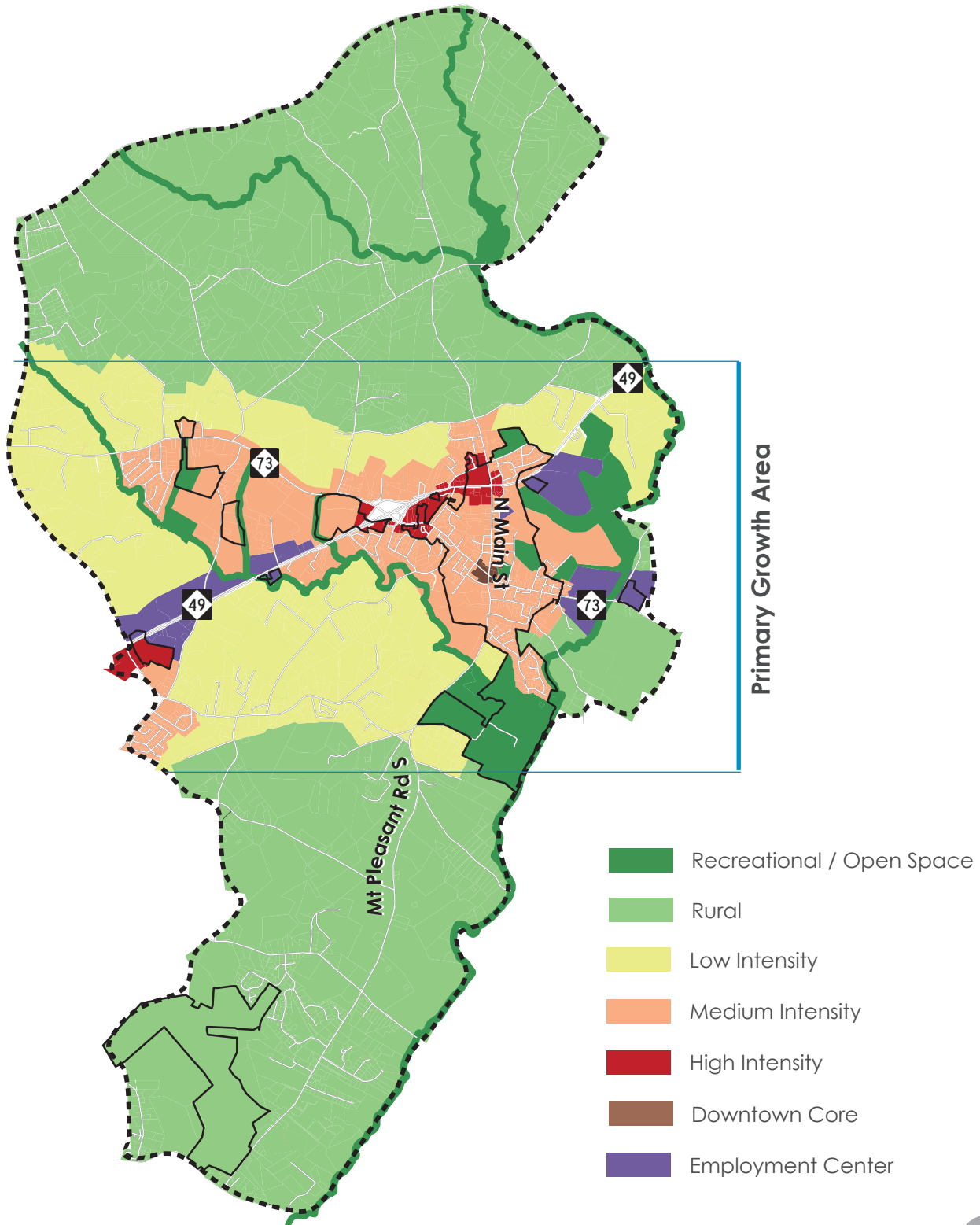
IS4. Continue to monitor and adjust the Pavement Condition Rating (PCR) list for Town-maintained roads and supplement Powell Bill funds to pave priority street segments on an annual basis while working to upgrade deficient streets for Powell Bill eligibility.

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.





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