



# MOUNT PLEASANT North Carolina

## COMPREHENSIVE PLAN



Adopted December 11, 2017  
Amended March 23, 2020

h m p



**mount pleasant**

North  
Carolina

---

# Comprehensive Plan

Prepared for

Town of Mount Pleasant

Prepared by

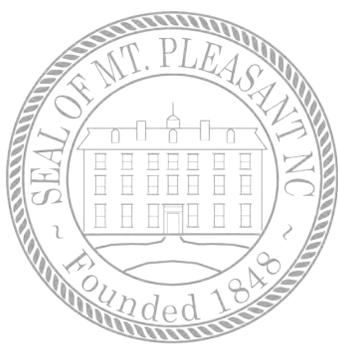
Benchmark Planning

Adopted

December 11, 2017

As Amended Through

March 23, 2020



# ACKNOWLEDGEMENTS

## BOARD OF COMMISSIONERS

W. Del Eudy, Mayor  
Lori Furr, Mayor Pro Tem  
Steve Ashby  
Warren Chapman  
Justin Simpson  
Scott Barringer  
William Meadows

## STEERING COMMITTEE

W. Del Eudy, Mayor  
Justin Simpson, Commissioner  
William W. Moose Jr., Planning & Zoning  
Rick Burleyson, Planning & Zoning  
Randy Holloway, Town Administrator  
Crystal Smith, Town Finance Officer  
Allen Dobson  
Tom Earnhardt  
Leanne Powell  
David Preddy  
Todd Ross

## PLANNING & ZONING BOARD

John Murdock III, Chairman  
William W. Moose Jr., Vice-Chairman  
Shirley Freeman  
Jeff Helmtoller  
Mike Steiner  
Rick Burleyson

## TOWN STAFF

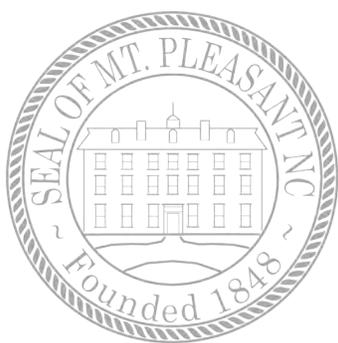
Randy Holloway, Town Administrator  
Crystal Smith, Town Finance Officer  
Amy Scheuneman, Town Clerk  
Erin Burris, Town Planner  
Bobby Hartsell, Public Works Director  
Jeff Moody, Town Engineer  
Jerry Taylor, Fire Chief

## PREPARED BY

Benchmark Planning

## DATE ADOPTED

December 11, 2017



# TABLE OF CONTENTS

- Acknowledgements ..... i
- Executive Summary ..... iv
  
- 1 INTRODUCTION & CONTEXT**
  - Purpose of The Plan ..... 1.1
  - Town Context ..... 1.1
  - Planning Area ..... 1.4
  - Community Profile ..... 1.8
  - Housing Profile ..... 1.16
  - Economic Profile ..... 1.22
  - Existing Conditions Profile ..... 1.26
  - Previous Plans & Studies ..... 1.46
  - The Planning Process ..... 1.54
  
- 2 COMMUNITY INPUT**
  - Community Input Overview ..... 2.1
  - Public Input Survey ..... 2.2
  - Community Workshop ..... 2.23
  
- 3 VISION & GOALS**
  - Vision ..... 3.1
  - Community Character ..... 3.3
  - Economic Development ..... 3.12
  - Land Use & Growth Management ..... 3.20
  - Downtown ..... 3.30
  - Parks & Recreation ..... 3.40
  - Services & Infrastructure ..... 3.50
  
- 4 IMPLEMENTATION**
  - Implementation Overview ..... 4.1
  - Implementation Matrix ..... 4.2
  
- 5 APPENDIX**
  - Public Input Responses ..... A.1

h m p

# EXECUTIVE SUMMARY

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

## PROCESS AND PLAN STRUCTURE

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

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

The Comprehensive Plan includes a vision statement that takes into account both existing conditions and the desires of the community as expressed in the public input process. The vision statement is accompanied by six goals including Community Character, Economic Development, Land Use & Growth Management, Downtown, Parks & Recreation, and Infrastructure & Services. Each goal is accompanied by 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 of Mount Pleasant. The vision is based on public input and the guidance of the Steering Committee. The recommendations in this plan are intended to guide the Town toward achieving this vision, over both short-term and long-term time frames. Mount Pleasant has recognized a shared vision for its future which includes:

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

## VISION STATEMENT

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

## GOALS



### COMMUNITY CHARACTER

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



### ECONOMIC DEVELOPMENT

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



### LAND USE & GROWTH MANAGEMENT

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



### DOWNTOWN

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



### PARKS & RECREATION

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



### INFRASTRUCTURE & SERVICES

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

## STRATEGIES



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

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

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

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

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

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

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

**CC7.** Host or participate in additional community events and festivals in keeping with Mount Pleasant's branding related to agriculture and historic, small-town life.





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

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

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

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

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

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

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





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

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

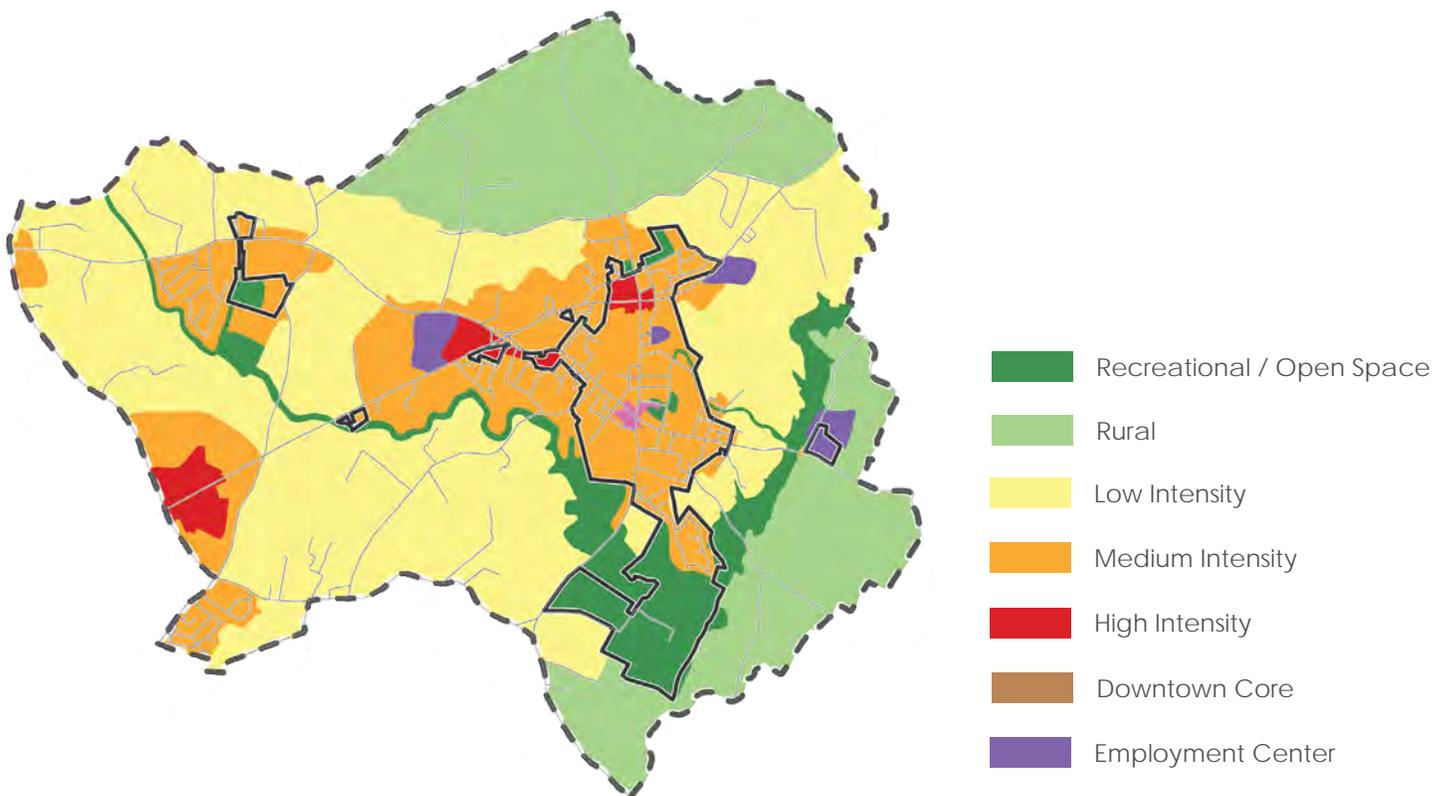
**LU2.** Encourage the revitalization and reuse of currently unused or underutilized structures and sites.

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

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

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

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





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

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

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

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

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

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

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

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





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

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

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

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

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

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

**PR6.** Work with Cabarrus County to retain the use of the existing youth baseball fields located at the corner of North Main Street and North Drive until new ballfields can be constructed within a new district park.

**PR7.** Work with Cabarrus County and Cabarrus County Schools to more fully utilize the track and field located adjacent to the elementary school. This includes the addition of parking, stands, and more restroom facilities.

**PR8.** Encourage a private recreation center and/or performing arts center at the former middle school site or other location within the Town.





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

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

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

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

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

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

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

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

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

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

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







# INTRODUCTION

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

Drawing from previous planning efforts, utilizing information about existing conditions, and incorporating input from citizens and community stakeholders, this Comprehensive Plan sets forth the “blueprint” for the future of Mount Pleasant. It is the vision of what the community wants to become and the strategies to follow 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. The Comprehensive Plan builds upon existing assets while taking advantage of opportunities for improvement. The plan is implemented over time through annual budgeting, collaborative work, development projects, and zoning decisions.

In making decisions about zoning, North Carolina law does not mandate the adoption of a Comprehensive Plan; however, when considering zoning amendments, local governments must provide a statement that describes whether its action is consistent with an adopted comprehensive plan and any other applicable plans (G.S. 160A-383).

## TOWN CONTEXT

The Town of Mount Pleasant is located in eastern Cabarrus County near the intersection of NC Highway 49 and NC Highway 73. Cabarrus County is located in the eastern Charlotte metropolitan region, and was the ninth fastest growing county in North Carolina between 2011 and 2016.

Local tradition maintains that 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.” Over the years this location became a stop for wagons on the route. It emerged as a small village in the 1830s, named Mount Pleasant because of 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.

In July of 1852, the North Carolina Synod of the Lutheran Church, meeting at Concord, North Carolina, resolved to place a Western Carolina Male Academy at Mount Pleasant. This, after years of efforts to assure a supply of educated Lutherans for the clergy, made Mount Pleasant

▼ IMAGE 1.1 FORMER MOUNT PLEASANT COLLEGIATE INSTITUTE



an educational center. In 1859, the school became North Carolina College, and, in 1903, the Mount Pleasant Collegiate Institute until it closed in 1933. A second educational institution in the town was the 1859 Mount Pleasant Female Seminary, established privately by Mrs. D.H. Bittle, wife of the president of North Carolina College. This school for young women was transferred to the Lutheran Synod in 1869. In 1892, the name was changed to "Mount Amoena Seminary," until its closing in 1927.

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, but a cash crop agriculture was beginning to emerge as large amounts of cotton were being grown. Specific records for Mount Pleasant, as well as the rest of Cabarrus County, are sparse and prevent a detailed picture of the Town for this period, but the significant number of houses from this period show the makeup of a trading community serving a rural area. The oldest property among these structures is that of a physician, J.L. Henderson, whose house dates from about 1840. This home continued as a doctor's residence until after 1900. Another residence that dates from the 1840s is the home of a Lutheran pastor, John D. Scheck. The Reverend Scheck's house was erected in 1844. The home of merchant Jacob Ludwig was also completed in the 1840s. The last, remaining,

extant property is the home of farmer Lawson G., which was completed in 1858.

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. The Town and its vicinity had three general stores by 1868, indicative of the growth of retail outlets throughout the county. There were also three grist mills to grind the local crops of corn, oats, and wheat into meal and flour. The next year, 1869, there were eight mills, and three doctors to serve the growing population. In 1872, there were four general stores with Mount Pleasant addresses: File & Harkey; Jones, Cook & Company; Kinerly & Cox; and Misenheimer & Company. The Lentz Hotel in operation since 1853, received competition from the Bangle House in 1878. By 1884, the number of area general stores reached seven, plus two druggists, a lumber merchant, and a liquor merchant.

With a population of 550 in 1890, Mount Pleasant was about to embark on a period of manufacturing development that would be more significant than its earlier commercial expansion. Four major industries emerged in Mount Pleasant during this period. The first two, Kindley Cotton Mill (West Franklin Street) incorporated in 1896 and the Tuscarora Mill (East Franklin Street) organized in 1899, were initially yarn mills. The establishment of these mills occurred simultaneously with a revival of the Cabarrus County textile industry. With the development of cotton as a staple crop, and with the revitalization of the North Carolina Railroad;

towns with rail connections, such as nearby Concord, became textile industrial centers. Some Concord merchants became wealthy enough to launch their own manufacturing plants. One of the most prominent of these merchant-industrialists, James W. Cannon, founder of Cannon Mills, also established and served as the president of Mount Pleasant's Tuscarora Mill. The Kindley Mill was a local enterprise, headed by farmer and merchant W.R. Kindley,

The third major industry to solidify in Mount Pleasant was the Mount Pleasant Lumber Company (located on Jackson Street), which began to consolidate a number of local sawmills in 1897. John L.C. Miller and six other investors, formed a corporation, purchased the site of a saw and planing mill established by John Frick in the 1890s, and commenced business. Miller eventually bought out his partners and assumed complete control of the company in 1917.

The fourth major industry expanded in the same fashion as the Miller Lumber Company, only this time it involved local grist mills consolidating to establish one complex. The Mount Pleasant Milling Company (located on East Franklin Street) was constructed as a steam mill in 1908 by John and Lawson G. Foil. The Foils, with Jonas Cook, were proprietors of a general store in Mount Pleasant. The mill was purchased in 1918 by Charles Crowell and he converted the mill to electric power in 1922. The mill ground wheat, barley, oats, and corn.

In spite of this economic base expansion, Mount Pleasant continued in a decidedly rural ambiance. A 1905 photograph shows

## INTRODUCTION

▼ IMAGE 1.2 FORMER MERCANTILE - CIRCA 1912



Courtesy of Eastern Cabarrus Historical Society

a quiet dirt road with widely spaced houses. More graphic are the Sanborn maps which show until 1906 the predominately spread out, small-scale frame development of the Main/Franklin Street crossroad. A major drawback to economic growth was the lack of a direct railroad connection which tended to hinder Mount Pleasant's textile industry. Hope for a rail connection continued up until 1912, but James Cannon reported to the Tuscarora Mill trustees in that year that all hope was lost, and he advised that the company not expand.

While it began as rest stop, education, lumber, and textile center, Mount Pleasant remains primarily rural in character, despite the rapid

growth of Cabarrus County. The textile mills have closed, and the economic base of the Town is currently in transition. Part of the purpose of this plan is to guide the direction of the future economic base of the Town.

Source: Town Website - [www.mtpleasantnc.org](http://www.mtpleasantnc.org)

## PLANNING AREA

The planning area includes the Mount Pleasant extraterritorial jurisdiction (ETJ) and potential growth areas along NC Highways 49 and 73. The total size of the planning area, excluding street right-of-way, is 12,178.73 acres. The total population of the Town limits is 1,825 and the planning area is approximately 4,710.

▼ IMAGE 1.3 FORMER TUSCARORA YARN MILL



The planning area boundary was determined based on the region that the Town of Mount Pleasant could reasonably serve with water and sewer utilities and is generally located within the boundary of an annexation agreement between the City of Concord and the Town of Mount Pleasant from 2005. The Town chose not to plan for the entire potential service and annexation area of consideration at this time because of the area's size and the Town's ability to provide services. The planning area may be revisited in five years based on conditions and the serviceability of surrounding areas.

The planning area also does not include a portion of the Town limits that is located off of

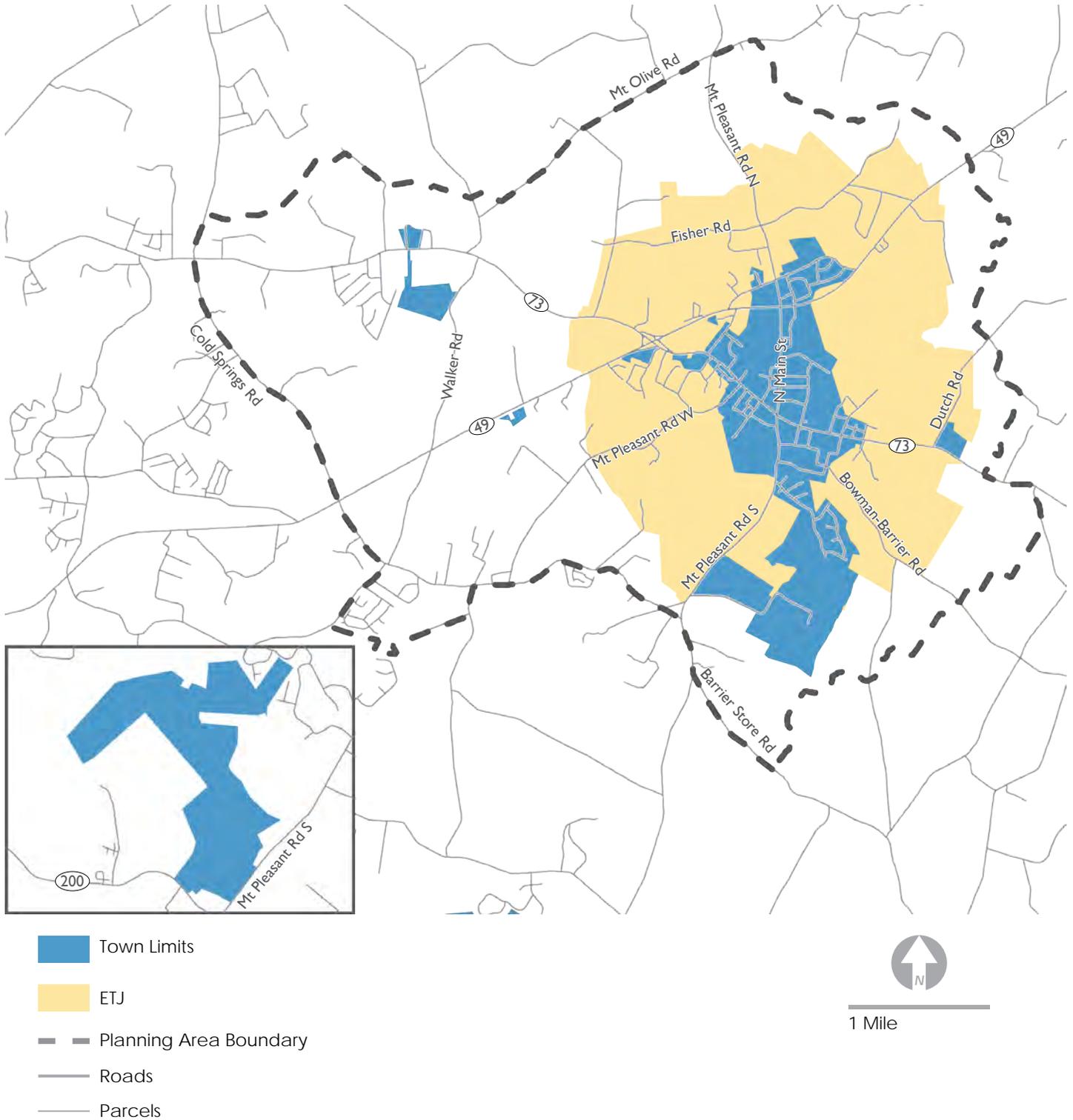
Mount Pleasant Road South, close to Locust. This property was legislatively annexed in 2004, with scarcely any input from the Town. The Town does not have the ability to serve the property, and may in the future approach the state legislature to de-annex the property from the Town limits.

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.

INTRODUCTION

This map encompasses the planning area addressed by this Comprehensive Plan.

▼ MAP 1.1 PLANNING AREA





## COMMUNITY PROFILE

The Community Profile provides data and analysis regarding the overall population growth, age composition, and educational attainment of the Town compared to the County, State, and similar jurisdictions in the region. Population growth has steadily increased for the Town since 1990. It has similar growth rates to the County, but on a much smaller scale. The development of the Oldenburg subdivision has been the single greatest contributor to the population growth of the Town as evidenced by the jump in population from 1990 to 2010 in Figure 1.1. Population growth is expected to slowly and steadily increase from approximately 1,800 today to just over 2,000 people by 2035. This equates to an increase of just over 10 people per year or four new dwelling units annually. This is the same average annual growth rate experienced since 1950.

The age of Mount Pleasant's population is slightly older than comparison geographies with a median age of 40.4. The Town also has a relatively high child dependency ratio, indicating a higher percentage of families with children. This is indicative of a population with a sustainable ratio of the young, working age, and elderly.

The Town's population is also reasonably well-educated with 93% of its residents obtaining at least a high school education and an increase in those receiving college degrees. Educational attainment on this level indicates a work-ready population that may be attractive to employers.

▼ TABLE 1.1 POPULATION DATA COMPARISON

Source: US Census Bureau, American Community Survey 2011-2015

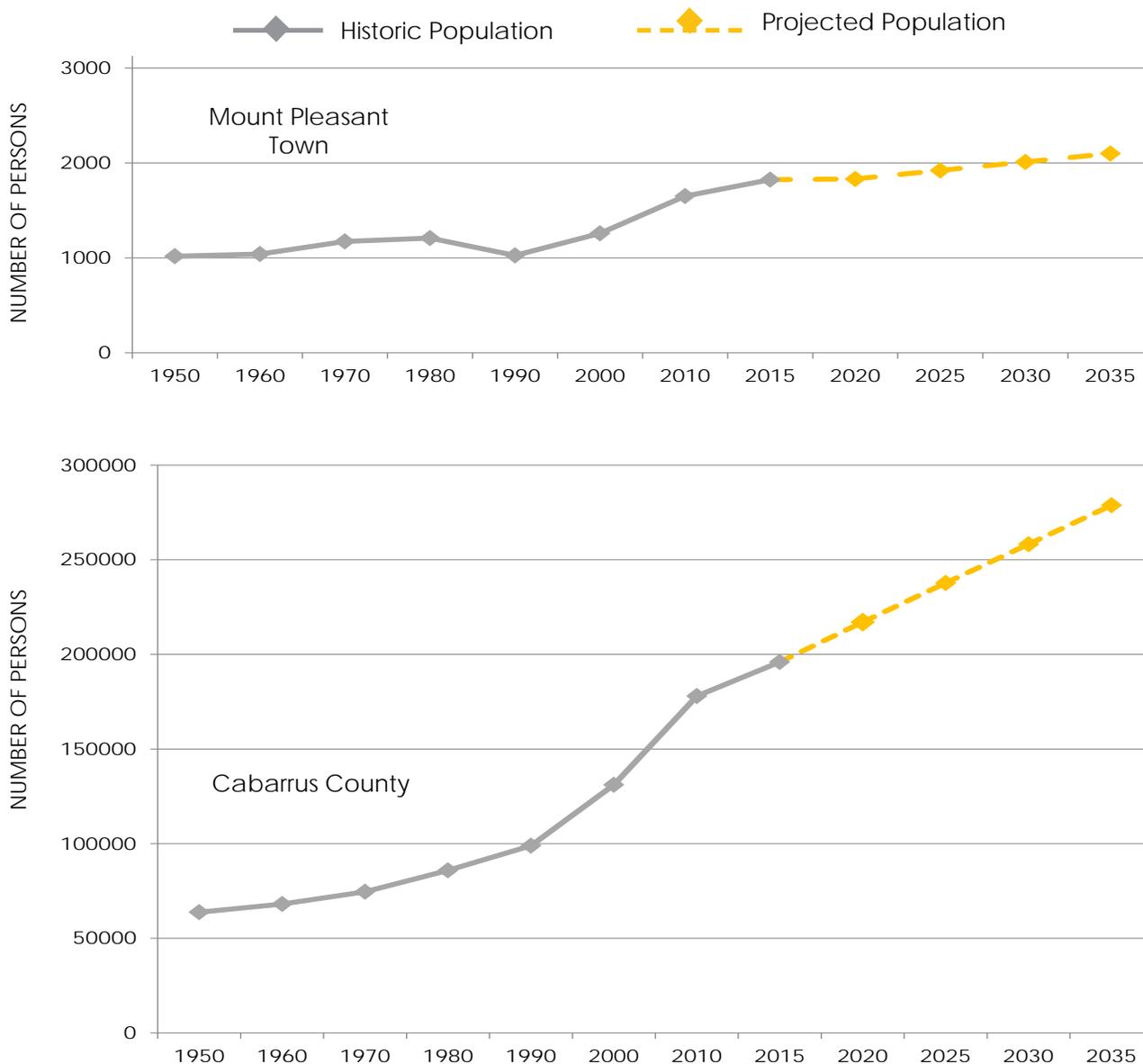
	1990	% CHANGE 1990-2000	2000	% CHANGE 2000-2010	2010	% CHANGE 2010-2015	2015 ESTIMATE
NORTH CAROLINA	6,628,637	21.4%	8,049,313	18.5%	9,535,483	3.2%	9,845,333
CABARRUS COUNTY	98,935	32.5%	131,063	35.8%	178,011	10.1%	195,999
MOUNT PLEASANT town	1,027	22.6%	1,259	31.2%	1,652	10.5%	1,825
MOUNT PLEASANT planning area	N/A	N/A	4,144	11.8%	4,633	1.7%	4,710
LOCUST	1,940	24.5%	2,416	21.3%	2,930	0.9%	2,956
HARRISBURG	1,625	176.5%	4,493	156.5%	11,526	20.4%	13,883
ROCKWELL	1,598	23.3%	1,971	7.0%	2,108	-8.3%	1,932
OAKBORO	600	99.7%	1,198	55.2%	1,859	3.5%	1,924
RICHFIELD	535	-3.7%	515	19.0%	613	6.5%	653
MIDLAND	N/A	N/A	N/A	N/A	3,073	5.5%	3,243

## POPULATION

The Town of Mount Pleasant’s population experienced a slight gain from 1960 to 1980, with a slight decline in the 1980s. Since 1990, the Town has seen growth of approximately 64% as compared to Cabarrus County’s 78% rate. Projections for the Town show modest gains, while Cabarrus County is expected to have a higher rate of growth, based on North Carolina’s population growth projections provided by the North Carolina Office of State Budget and Management. The Town’s population projection is calculated utilizing the constant share method. Mount Pleasant’s proximity to the Charlotte-metro area does impact the growth for the area, but not as much as some of the other nearby municipalities like Harrisburg, which has experienced one of the fastest growth rates in the state.

▼ FIGURE 1.1 HISTORIC & PROJECTED POPULATION DATA

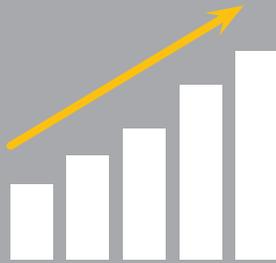
Source: U.S. Census Bureau & NC Office of State Budget & Management; Projections are calculated using a constant share method based on NC projections provided by the NC OSBM.



**FASTEST GROWING COUNTIES IN THE STATE**

Source: American Community Survey 2011 - 2016, & NC Office of State Budget & Management, 2014

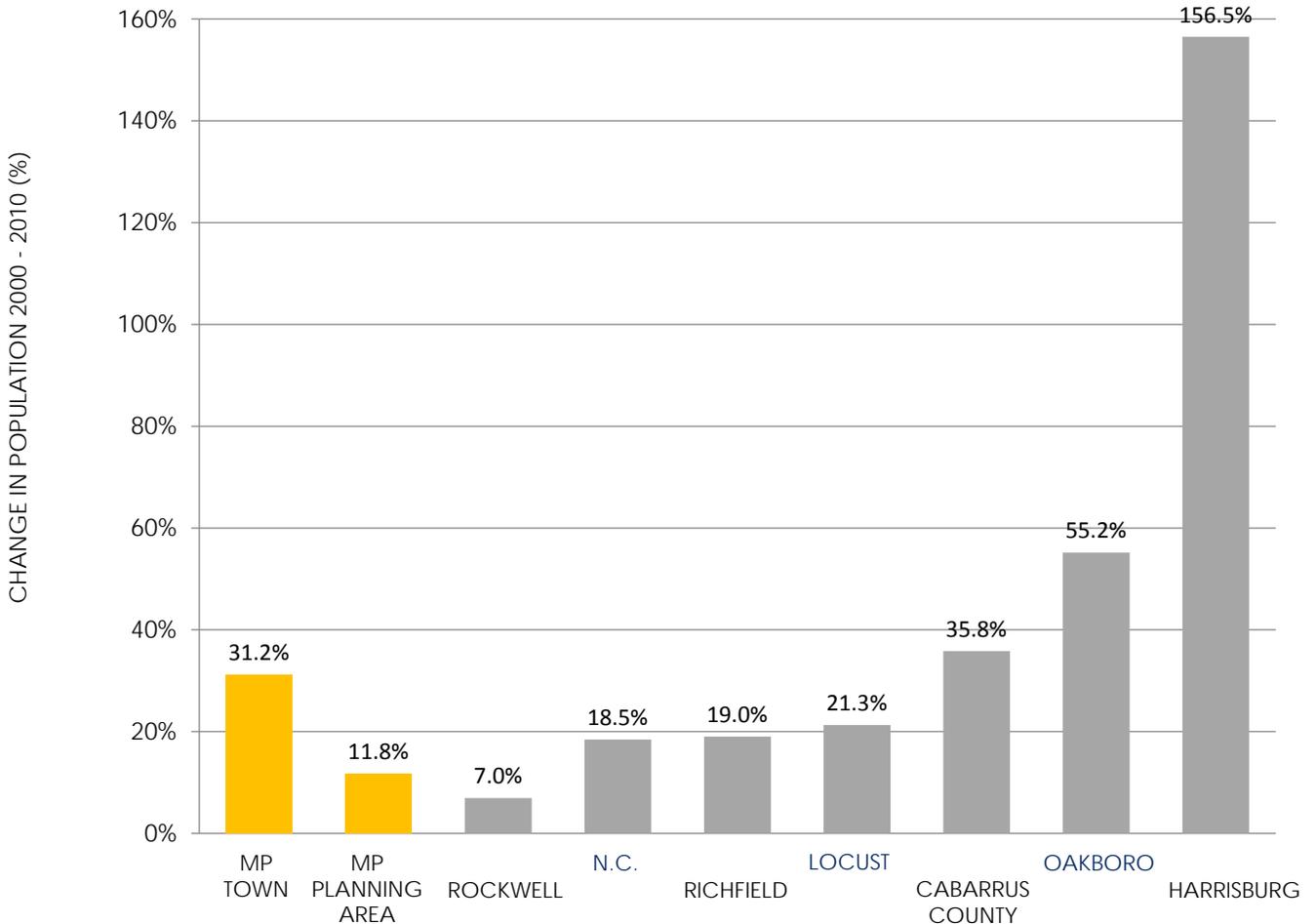
**9th**  
fastest  
growing county  
in North Carolina



*Cabarrus County is the 9th fastest growing county in the state of North Carolina from 2011-2016. The majority of projected growth will be from net migration (verses natural increases from births and deaths) projected at 68% -72% for 2020 and 2030 respectively.*

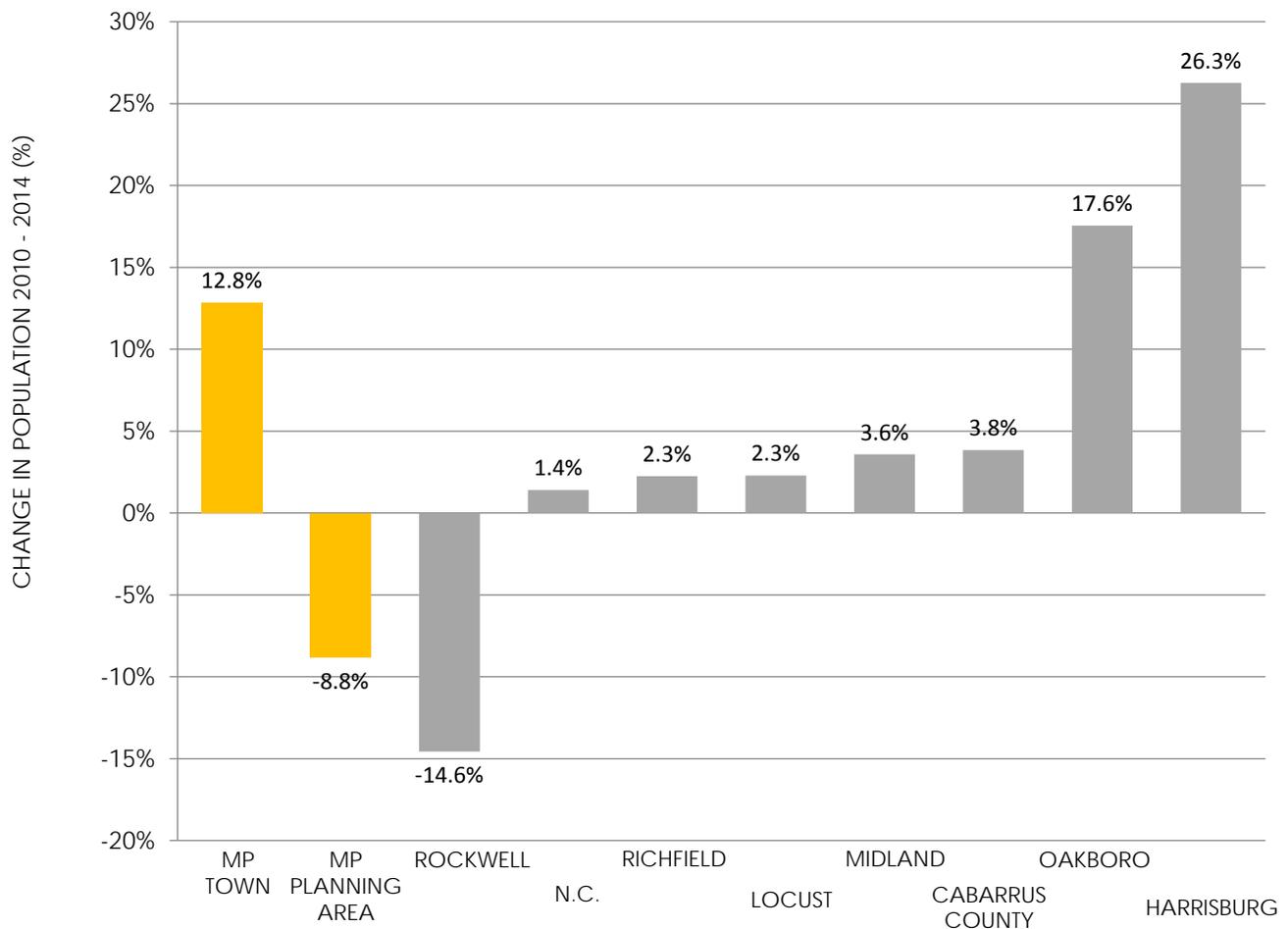
During the decade between 2000 and 2010, the Town of Mount Pleasant growth rate of 31.2% was similar to the County's rate of 35.8%. This growth rate for the Town can primarily be attributed to the completion of the Oldenburg subdivision during this time frame. This growth rate exceeded other similar neighboring municipalities like Rockwell, Richfield and Locust. Growth rate data between 2000 and 2010 for Midland was not available since the Town was incorporated after the Census was

▼ FIGURE 1.2 REGIONAL GROWTH RATE COMPARISON [2000-2010]  
Source: U.S. Census Bureau



conducted in 2000. The growth rates of Harrisburg and Oakboro were significantly higher than Mount Pleasant's. Harrisburg's proximity to Charlotte, the largest city in North Carolina and one of the fastest growing metropolitan areas in the southeast, helps explain its exceptional 156.5% growth rate during this decade. Harrisburg had an increase in population from 4,493 to 11,526 between 2000 and 2010. However, Oakboro's proximity to Charlotte is more similar to Mount Pleasant's. Oakboro's population increased from approximately 1,200 people to approximately 1,900 people between 2000 and 2010. The Town experienced a slowing in population growth from 2010 to 2014, with an average yearly growth rate of about 1.2% compared to an average annual growth rate of 3.1% between 2000 and 2010. However, this rate again exceeds most other comparison jurisdictions with the exception of Harrisburg and Oakboro.

▼ FIGURE 1.3 REGIONAL GROWTH RATE COMPARISON [2010-2014]  
 Source: U.S. Census Bureau, American Community Survey 2010-2014 (ESRI)

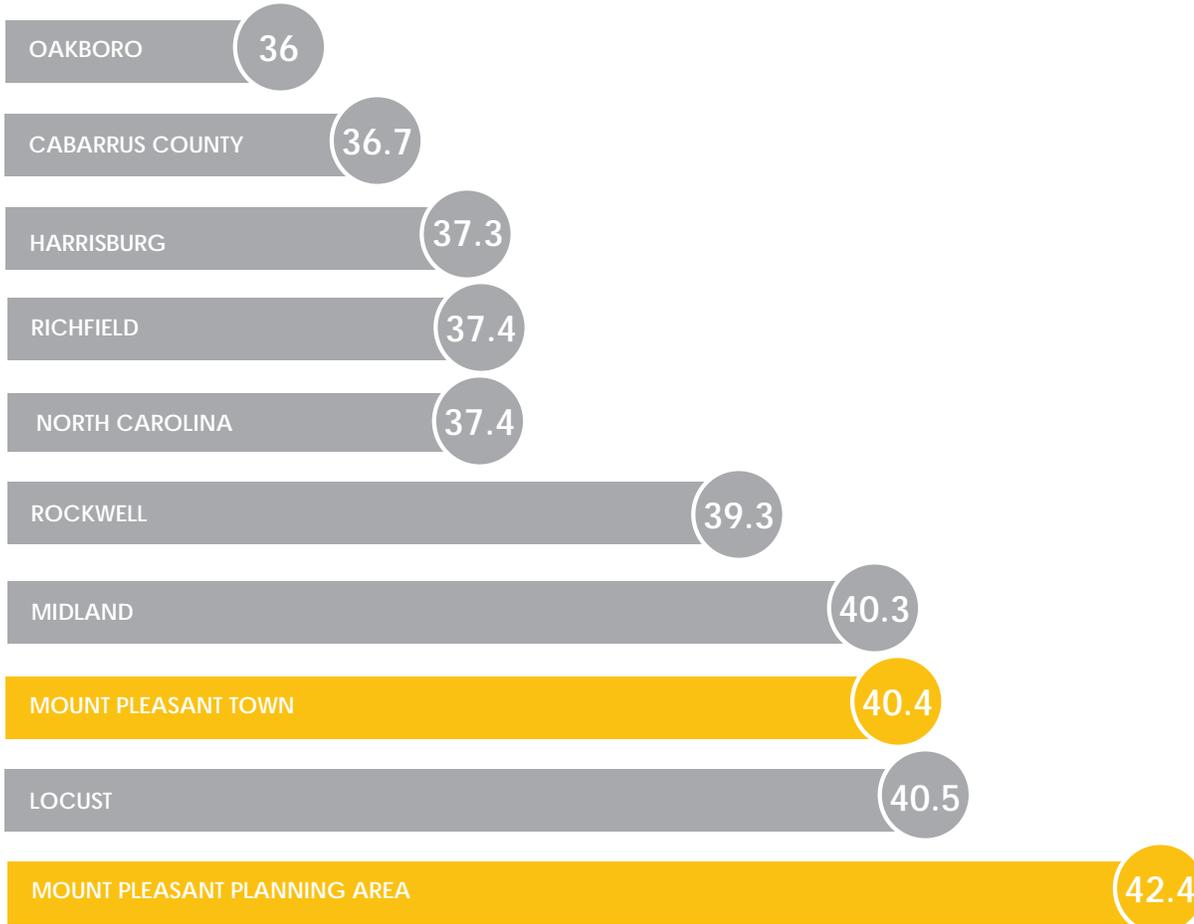


## AGE

Relative to the County, the State, and neighboring municipalities, both the Town and the planning area have an older median age. However, the old-age and child dependency ratios are comparable to the County and State, as well as several of the comparison jurisdictions. This shows that Town of Mount Pleasant has a slightly older population than the comparison jurisdictions, but is similar to other jurisdictions in families with younger children. Harrisburg is the most youthful jurisdiction with the lowest median age, lowest old-age dependency ratio, and highest child dependency ratio. This is often true of areas with faster growth rates and is typically indicative of more family-friendly communities.

▼ FIGURE 1.4 MEDIAN AGE COMPARISONS[2010]

Source: U.S. Census Bureau, 2010

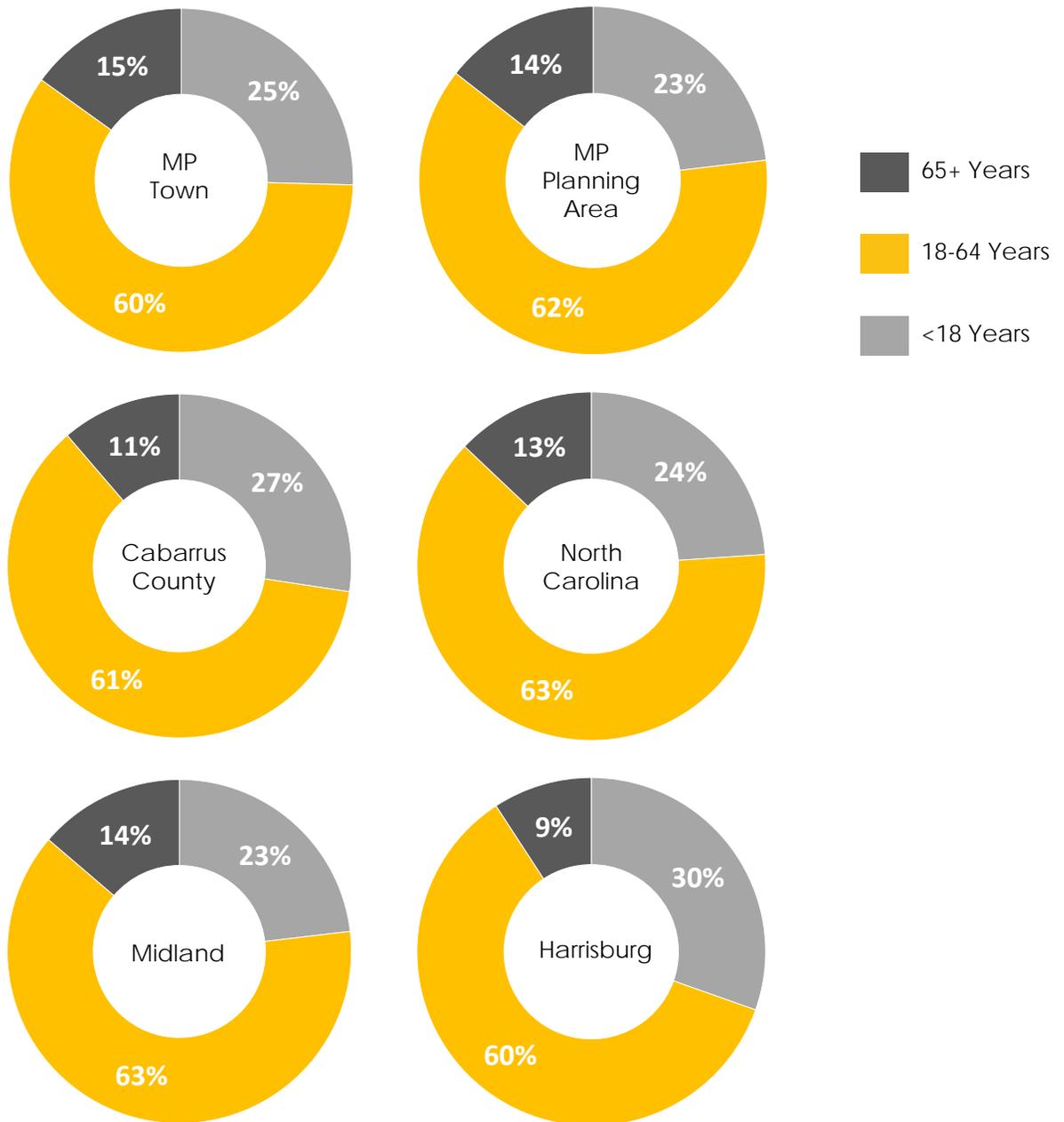


▼ TABLE 1.2 AGE COMPARISONS [2010]

Source: U.S. Census Bureau, 2010

	Mount Pleasant town	Mount Pleasant Planning area	Cabarrus County	North Carolina	Midland	Harrisburg	Richfield	Rockwell	Locust	Oakboro
CHILD DEPENDENCY RATIO	42.7	37.1	44.7	37.9	36.6	50.4	37.0	41.5	40.2	41.7
OLD-AGE DEPENDENCY RATIO	25.3	23.1	18.4	20.5	21.8	15.2	17.4	25.1	25.2	23.4

▼ FIGURE 1.5 DISTRIBUTION OF AGE GROUPS, % [2010]  
 Source: U.S. Census Bureau, 2010



▼ TABLE 1.3 DISTRIBUTION OF AGE GROUPS, % [2010]  
 Source: U.S. Census Bureau, 2010

	Mount Pleasant town	Mount Pleasant Planning Area	Cabarrus County	North Carolina	Midland	Harrisburg	Richfield	Rockwell	Locust	Oakboro
UNDER 18 YRS.	25%	23%	27%	24%	23%	30%	24%	25%	24%	25%
18 - 65 YRS.	60%	62%	61%	63%	63%	60%	65%	60%	60%	61%
65+ YRS.	15%	14%	11%	13%	14%	9%	11%	15%	15%	14%

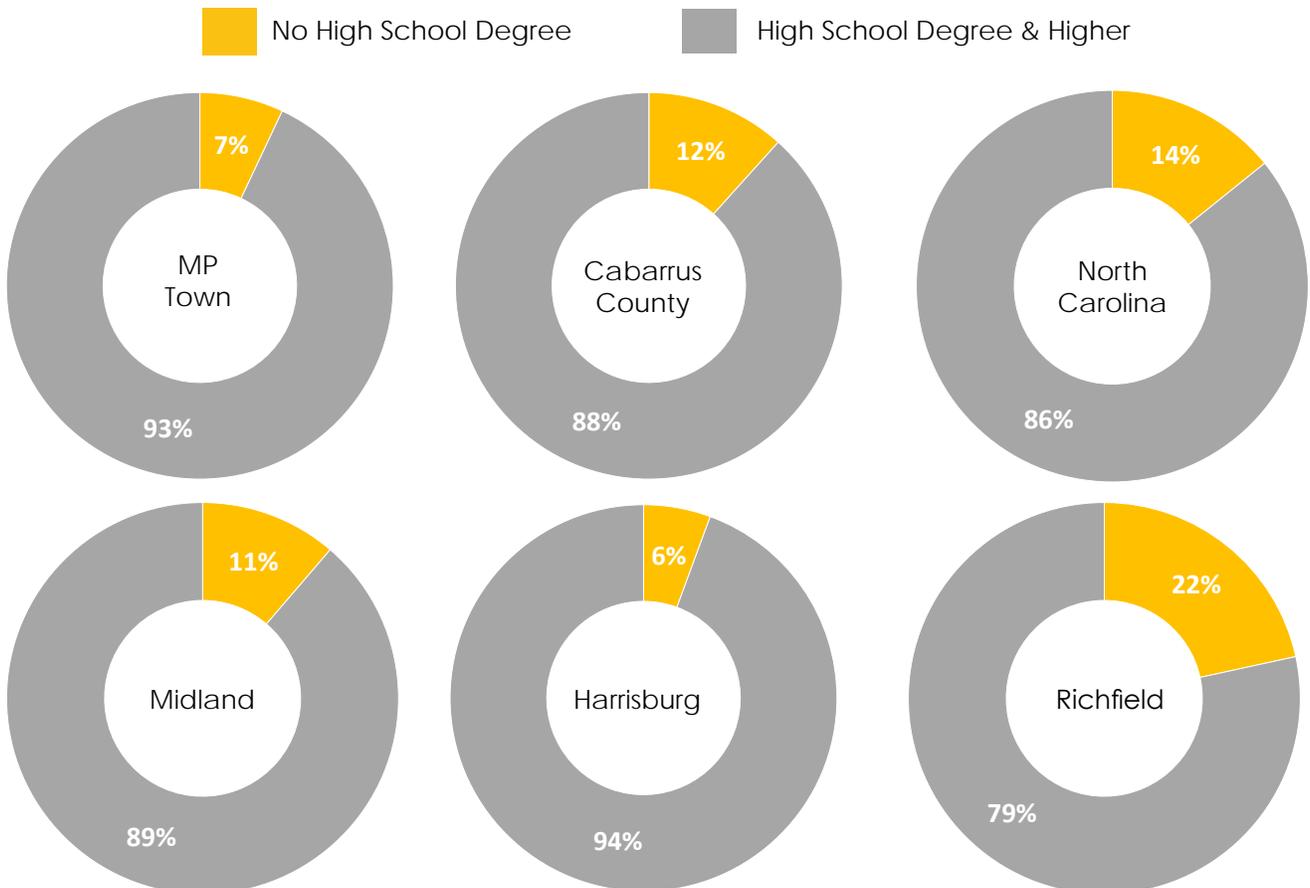
## EDUCATION

The Mount Pleasant planning area has three public schools, including an Elementary, Middle and High School, which have performed well on North Carolina end-of-course tests. Overall, Mount Pleasant’s percentage of at least a high school educated population is higher than most nearby municipalities, the County, and State, as indicated by the low 7.0% of the population with no high school diploma.

▼ TABLE 1.4 EDUCATION COMPARISONS, % OF 25 YRS.+ POPULATION [2015]  
 Source: American Community Survey 2011-2015

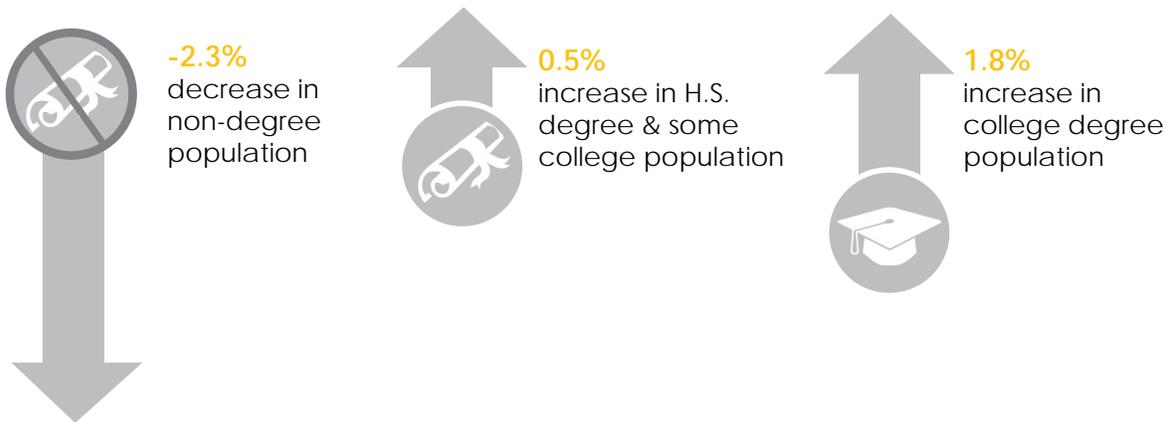
	Mount Pleasant town	Cabarrus County	North Carolina	Midland	Harrisburg	Richfield	Rockwell	Locust	Oakboro
No High School Degree	7.0%	11.7%	14.2%	11.3%	5.6%	21.6%	12.0%	12.1%	15.3%
HS Graduate (includes equivalency)	30.9%	28.0%	26.7%	44.3%	18.3%	34.8%	31.1%	35.4%	24.1%
Some College, No Degree	29.8%	23.4%	21.8%	18.9%	21.4%	25.5%	29.6%	28.1%	23.1%
Associate’s Degree	11.3%	9.7%	9.0%	9.9%	11.5%	7.4%	7.3%	9.9%	15.7%
Bachelor’s Degree	14.0%	18.9%	18.4%	11.8%	26.4%	7.6%	13.0%	8.7%	15.6%
Graduate or Professional Degree	7.1%	8.3%	9.9%	3.9%	16.7%	3.2%	6.9%	5.7%	6.2%

▼ FIGURE 1.6 SELECTED EDUCATION COMPARISONS, % OF 25 YRS.+ POPULATION [2015]  
 Source: American Community Survey 2011-2015



Only Harrisburg has a lower percentage with no diploma at 5.6%. The percentage of those with no high school degree is decreasing, while the percentage with a high school degree is increasing. Mount Pleasant has a higher percentage of those attaining an Associate’s Degree than the other jurisdictions. The percentage of those with a college degree is also increasing, which is a positive trend for Mount Pleasant. However, those attaining a Bachelors’ Degree or higher is not increasing as quickly as the County and State.

▼ FIGURE 1.7 TREND COMPARISON [NET CHANGE 2010-2015, % OF 25 YRS.+ POPULATION  
Source: American Community Survey 2006-2010 & 2011-2015



▼ TABLE 1.5 TREND COMPARISON [NET CHANGE 2010-2015, % OF 25 YRS.+ POPULATION  
Source: American Community Survey 2006-2010 & 2011-2015

HIGHEST DEGREE ATTAINED	Mount Pleasant town	Cabarrus County	North Carolina
No High School Degree	-2.3%	-3.4%	-2.2%
High School, Some College or Assoc. Degree	0.5%	-0.4%	0.0%
Bachelor’s Degree & Higher	1.8%	3.7%	2.3%



## REPORT CARDS ARE IN!

Source: North Carolina School Report Card Report, 2012-2013

**47% / 48%**  
Reading / Math

**48% / 45%**  
Reading / Math

**51% / 30% / 51%**  
Reading / 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 below the 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 similar jurisdictions in the region. Household sizes within the Town and planning area are the median for the County, State, and comparison jurisdictions at between 2.54 and 2.56 persons per household in 2010. This is little changed from household sizes in 2000. Family households within the Town and planning area increased between 2010 and 2014, indicating that more families are moving to the area.

The percentage of owner-occupied units also increased between 2010 and 2014, showing an increase in the number of residents of the planning area seeking home-ownership. However, housing unit occupancy decreased during the same time period, correlating with the reduction in labor force within the Town, as shown in the Economic Profile. As unemployment and labor force numbers improve, occupancy rates are expected to improve, as well.

The Town and planning area have a higher percentage of single-family homes than the County and the State to accommodate the higher percentage of family households. This trend is expected to continue as families continue to move to Mount Pleasant. However, the housing stock is much older than that of the County and State. 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 planning area also have a higher median value than that of the County or State, but are still well within an affordable mid-range value to accommodate middle income families.

▼ TABLE 1.6 HOUSEHOLD COMPOSITION COMPARISONS [2000 - 2010]

Source: US Census Bureau, 2000 & 2010

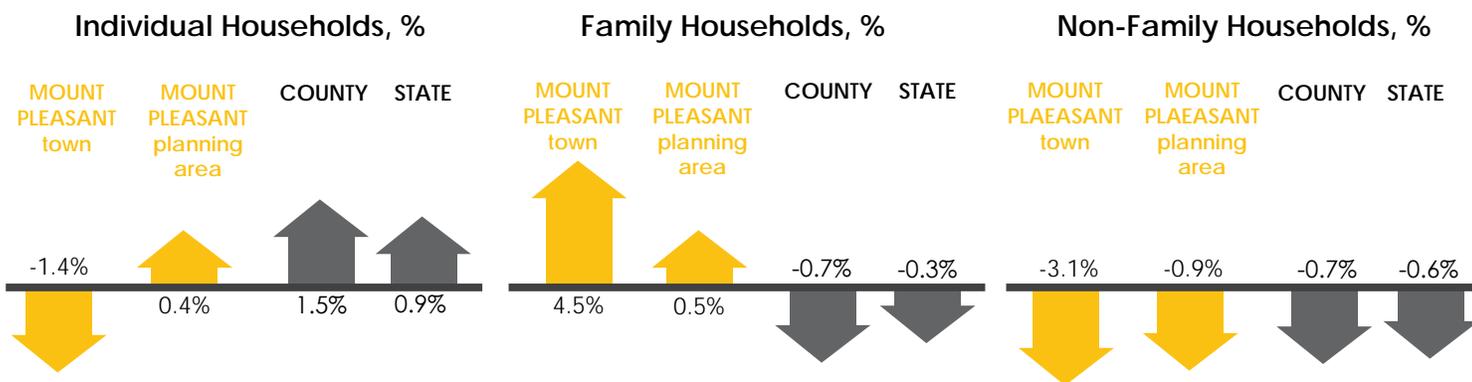
	Mount Pleasant town	Mount Pleasant planning area	Cabarrus County	North Carolina	Midland	Harrisburg	Richfield	Rockwell	Locust	Oakboro
Total Households, 2010	619	1,775	65,666	3,745,155	1,192	4,003	227	848	1,137	712
Total Households, 2000	473	1,565	49,519	3,132,013	n/a	1,556	197	744	922	485
Change in Households, 2000-2010	30.9%	13.4%	32.6%	19.6%	n/a	157.3%	15.2%	14.0%	23.3%	46.8%
Average Household Size, 2010	2.56	2.54	2.69	2.48	2.58	2.87	2.70	2.49	2.58	2.61
Average Household Size, 2000	2.55	2.59	2.60	2.49	n/a	2.85	2.61	2.52	2.62	2.46
Change in Average Household Size, 2000-2010	0.4%	-1.9%	3.5%	-0.4%	n/a	0.7%	3.4%	-1.2%	-1.5%	6.1%

## HOUSEHOLD COMPOSITION

The average household size for both the Town and the planning area is similar to that of the County and the State. The composition of these households is categorized here into three groups including individual households, family households and non-family households. The Town and the planning area are similar to each other in terms of the proportions of these household categories and are more similar to the County than the State. However, the net change in these categories between 2010 and 2014 indicates some variation. The Town and the planning area experienced increases in family households as a proportion of household types, whereas the County and State experienced decreases. Non-family households decreased for all of the areas during this same time period. This trend shows an increase in the demand for traditional single-family residential homes within the Town of Mount Pleasant and the planning area and a desire of family households to locate within the planning area.

▼ FIGURE 1.8 SELECTED COMPARISON OF CHANGES IN HOUSEHOLD TYPES, [NET CHANGE 2010-2014]

Source: US Census Bureau, 2010 & American Community Survey 2010-2014



▼ TABLE 1.7 COMPARISON OF HOUSEHOLD TYPES

Source: US Census Bureau, 2010 & American Community Survey 2010-2014

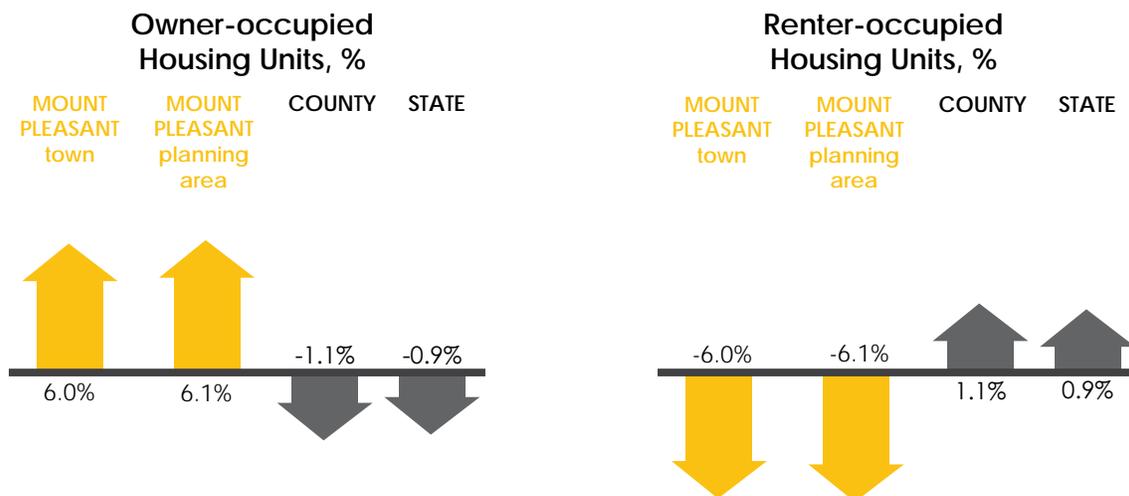
	Mount Pleasant town	Mount Pleasant planning area	Cabarrus County	North Carolina	Midland	Harrisburg	Richfield	Rockwell	Locust	Oakboro
Individual Households, 2014	20.2%	20.7%	23.6%	27.9%	17.1%	16.0%	27.8%	34.9%	20.9%	25.9%
Family Households, 2014	79.3%	76.4%	72.5%	66.4%	79.8%	81.7%	58.1%	61.3%	78.1%	72.0%
Non-Family Households, 2014	0.5%	2.9%	4.0%	5.7%	3.0%	2.3%	14.1%	3.9%	1.0%	2.1%
Individual Households, 2010	21.6%	20.3%	22.1%	27.0%	21.2%	16.7%	20.7%	27.0%	20.4%	22.2%
Family Households, 2010	74.8%	75.9%	73.2%	66.7%	74.7%	79.3%	75.8%	67.7%	76.5%	75.6%
Non-Family Households, 2010	3.6%	3.8%	4.7%	6.3%	4.1%	4.0%	3.5%	5.3%	3.1%	2.2%

## HOUSING TENURE & OCCUPANCY

The proportion of owner-occupied housing and renter-occupied housing for the Town is similar to the County and the State whereas the planning area has a higher proportion of owner-occupied housing. This is typical for more rural areas. The Town and planning area’s net changes were opposite of those for the County and State with owner-occupied housing increasing and renter-occupied housing decreasing. This shows that residents of the Town’s planning area are seeking home-ownership, indicating an increasing demand for single-family residential homes.

▼ FIGURE 1.9 COMPARISON OF CHANGES IN HOUSING TENURE, [NET CHANGE 2010-2014]

Source: US Census Bureau, 2010 & American Community Survey 2010-2014



▼ TABLE 1.8 HOUSING TENURE [2010 & 2014]

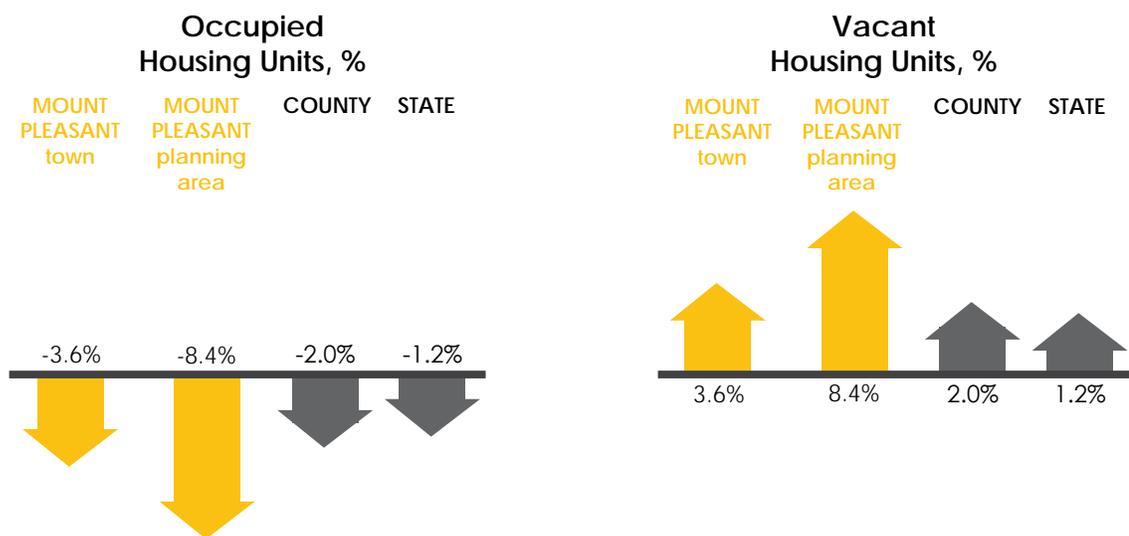
Source: US Census Bureau, 2010 & American Community Survey 2010-2014

	Mount Pleasant town		Mount Pleasant planning area		Cabarrus County		North Carolina	
	2010	2014	2010	2014	2010	2014	2010	2014
Owner Occupied Housing Units	69.1%	75.1%	80.5%	86.6%	73.7%	72.5%	66.7%	65.8%
Renter Occupied Housing Units	30.9%	24.9%	19.5%	13.4%	26.3%	27.5%	33.3%	34.2%
Total Occupied Housing Units	619	623	1,775	1,591	65,666	65,693	3,745,155	3,742,514

The Town and the planning area experienced decreases in occupied housing and increases in vacancies between 2010 and 2014. This was common trend in the region during the economic downturn that began in late 2008. However, Mount Pleasant's in vacancy rates trended higher than the County and State. This could be a result of the closing of textile mills in Mount Pleasant. When the jobs left, the population may have moved to seek employment in other areas. This is more clear in the Economic Profile Section, which shows a 6% reduction in the Town's labor force during the same time frame.

▼ FIGURE 1.10 COMPARISON OF CHANGES IN HOUSING OCCUPANCY, [NET CHANGE 2010-2014]

Source: US Census Bureau, 2010 & American Community Survey 2010-2014



▼ TABLE 1.9 HOUSING OCCUPANCY [2010 & 2014]

Source: US Census Bureau, 2010 & American Community Survey 2010-2014

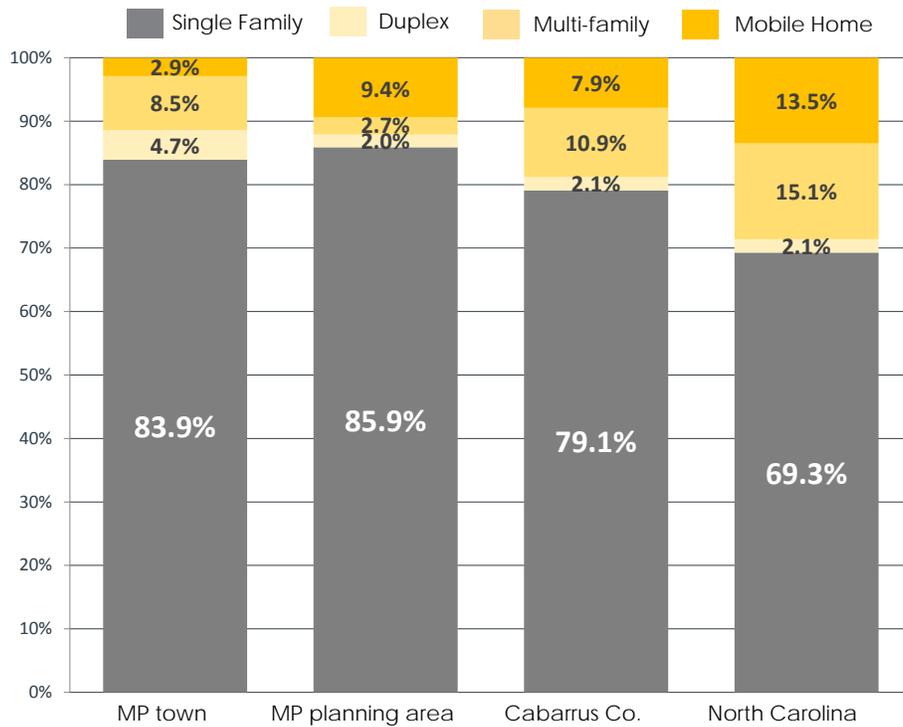
	Mount Pleasant town		Mount Pleasant planning area		Cabarrus County		North Carolina	
	2010	2014	2010	2014	2010	2014	2010	2014
Occupied Housing Units	89.8%	86.3%	92.9%	84.5%	91.3%	89.3%	86.5%	85.3%
Vacant Housing Units	10.2%	13.7%	7.1%	15.5%	8.7%	10.7%	13.5%	14.7%
Total Housing Units	689	722	1,911	1,883	71,937	73,570	4,327,528	4,385,668

## HOUSING TYPES, STOCK, & VALUES

To accommodate its proportion of family households, the Town of Mount Pleasant and the planning area have a larger proportion of single-family homes as compared to the County and the State. However, the majority of the Town and planning area’s housing stock is more than 37 years old, unlike the County and State with younger housing stock. Older housing tends to be more affordable but in need of renovations. This also shows that the Town has not experienced the same growth as the rest of Cabarrus County in the last two decades.

▼ FIGURE 1.11 HOUSING TYPES [2014]

Source: American Community Survey 2010-2014



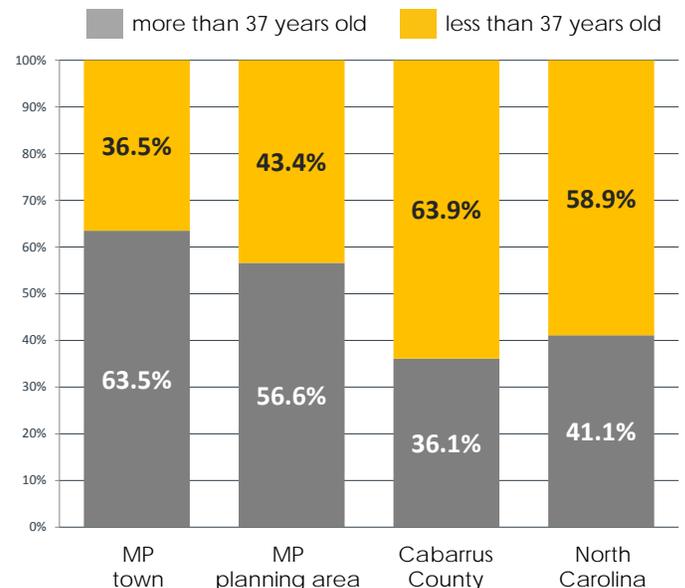
▼ TABLE 1.10 AGE OF HOUSING STOCK [2014]

Source: American Community Survey 2010-2014

	Mount Pleasant town 2014	Mount Pleasant planning area 2014	Cabarrus County 2014	North Carolina 2014
BUILT 2000 OR LATER	14.8%	17.9%	30.5%	22.1%
BUILT 1980-1999	21.7%	25.5%	33.4%	36.8%
BUILT 1960-1979	24.5%	24.1%	15.9%	24.0%
BUILT BEFORE 1959	39.0%	32.5%	30.5%	17.1%

▼ FIGURE 1.12 AGE OF HOUSING STOCK [2014]

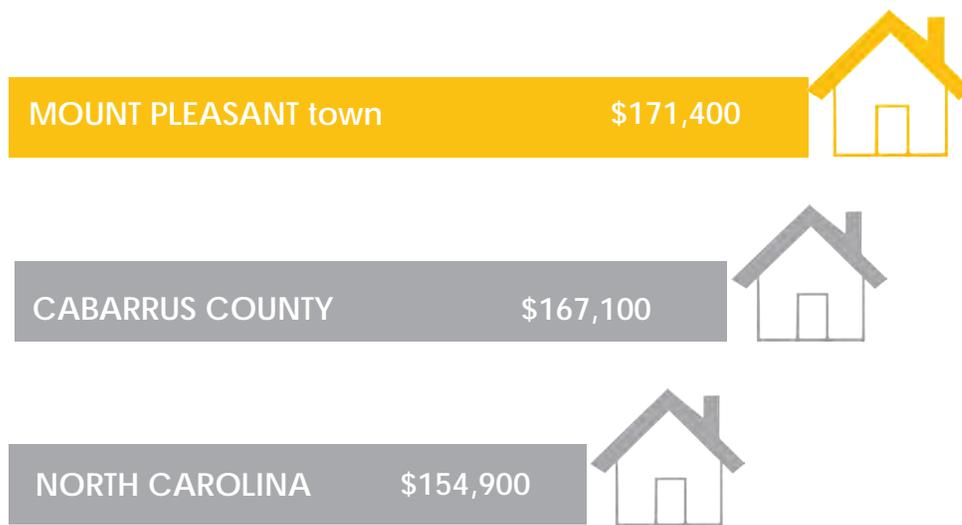
Source: American Community Survey 2010-2014



Despite the age of housing stock, the Town’s median home value is consistently higher than either the County and State. The Town has a historically higher proportion of homes under \$199K until the past five years when the proportion of homes in the \$200K-\$299K range has risen. The Town's proportion of homes valued at more than \$300K remains lower than the County or State. These numbers indicate that the planning area has a greater percentage of mid-range value homes, often attractive to younger families.

▼ FIGURE 1.13 MEDIAN HOME VALUES, [2015]

Source: American Community Survey 2015



▼ TABLE 1.11 DISTRIBUTION OF HOME VALUES

Source: US Census Bureau, 2000 & American Community Survey 2010, 2015

	Mount Pleasant town			Cabarrus County			North Carolina		
	2000	2010	2015	2000	2010	2015	2000	2010	2015
LESS THAN \$100K	38.0%	18.2%	9.2%	38%	18.3%	17.3%	45.3%	29.0%	27.7%
\$100K - \$199K	52.0%	47.0%	56.6%	47.2%	46.0%	44.6%	39.7%	38.3%	37.6%
\$200K - \$299K	9.0%	29.1%	27.8%	11.5%	20.4%	22.5%	9.4%	16.3%	17.7%
MORE THAN \$300K	1.0%	5.7%	6.4%	3.3%	15.3%	15.6%	5.6%	16.4%	17.0%
<b>MEDIAN HOME VALUE</b>	<b>\$130,200</b>	<b>\$170,100</b>	<b>\$171,400</b>	\$118,200	\$164,100	\$167,100	\$108,300	\$149,100	\$154,900

## 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 similar jurisdictions in the region. Unlike North Carolina and Cabarrus County, Mount Pleasant had a reduction in labor force and slower recovery between 2010 and 2015. The disappearance of textile jobs within the Town coupled with the Great Recession took its toll on the Mount Pleasant labor force, but did not hurt median household income or per capita income, which increased by 6.4% during the same time frame, unlike most of the comparison jurisdictions. Mount Pleasant also experienced a lower increase in commuting times as compared to its counterparts, but Mount Pleasant workers still have to travel farther for work than the average North Carolina worker. The largest areas of change in key industry sectors are an increase in retail jobs and decreases in professional services, educational, health care, and public administration jobs.

## LABOR FORCE, INDUSTRY & UNEMPLOYMENT RATES

For the Town of Mount Pleasant, the number of workers 16 years and over decreased from 827 to 778 from 2010 to 2015, resulting in a 6.0% decrease in labor force. This is unlike the County and State that experienced increases during this same time period. From an industry perspective, the Town's workforce has realized the largest increase in retail trade jobs, but realized the largest decreases in education/health care service and public administration jobs. The Town's unemployment rate increased due to

▼ TABLE 1.12 KEY INDUSTRY SECTORS [NET CHANGE 2010 - 2015]

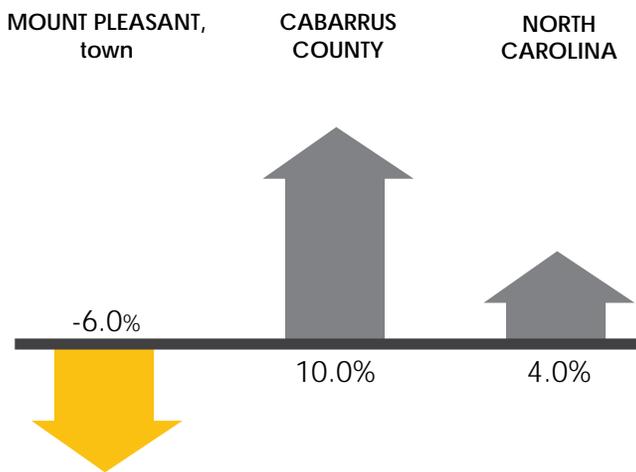
Source: American Community Survey 2010 - 2015

	Mount Pleasant, town			Cabarrus County			North Carolina		
	2010	2015	% Change	2010	2015	% Change	2010	2015	% Change
Agriculture & mining	0.5%	0.4%	-0.1%	0.6%	0.7%	0.1%	1.4%	1.4%	0.0%
Construction	7.0%	8.6%	1.6%	9.0%	7.1%	-1.9%	8.2%	6.7%	-1.5%
Manufacturing	12.1%	14.4%	2.3%	11.3%	9.9%	-1.4%	13.4%	12.5%	-0.9%
Wholesale trade	5.6%	2.3%	-3.3%	3.8%	3.2%	-0.6%	3.0%	2.7%	-0.3%
Retail trade	10.7%	18.1%	7.4%	12.5%	12.2%	-0.3%	11.6%	11.8%	0.2%
Logistics & utilities	4.3%	7.9%	3.6%	5.2%	5.9%	0.7%	4.4%	4.3%	-0.1%
Information	2.5%	1.0%	-1.5%	2.0%	2.0%	0.0%	1.9%	1.8%	-0.1%
Finance & real estate	9.3%	6.7%	-2.6%	9.0%	9.2%	0.2%	6.6%	6.3%	-0.3%
Professional & administrative services	6.1%	4.1%	-2.0%	9.5%	9.0%	-0.5%	9.2%	10.3%	1.1%
Educational & health care	24.9%	21.0%	-3.9%	21.1%	22.0%	0.9%	22.6%	23.5%	0.9%
Entertainment & hospitality services	8.0%	9.7%	1.7%	8.2%	9.8%	1.6%	8.6%	9.4%	0.8%
Other services	3.2%	3.7%	0.5%	5.0%	5.4%	0.4%	4.8%	4.9%	0.1%
Public administration	6.0%	2.1%	-3.9%	2.9%	3.4%	0.5%	4.3%	4.5%	0.2%
<b>TOTAL (WORKERS 16+)</b>	<b>827</b>	<b>778</b>	<b>-6%</b>	<b>78,825</b>	<b>86,851</b>	<b>10%</b>	<b>4,205,946</b>	<b>4,361,591</b>	<b>4%</b>

the Great Recession, similar to other neighboring municipalities, but suffered a greater impact and retained a much higher unemployment rate through 2015, marking a slower recovery. This may be due to the Town’s slightly greater reliance on construction and manufacturing jobs, which suffered disproportionately during the economic downturn. Also, lost or lower wages have a trickle-down effect on retail and service sectors of the economy. This is more evident within a smaller population and geographic area, and when a job is lost in one economic sector, the impact is much greater on other sectors. This interdependence shows the importance of economic diversification.

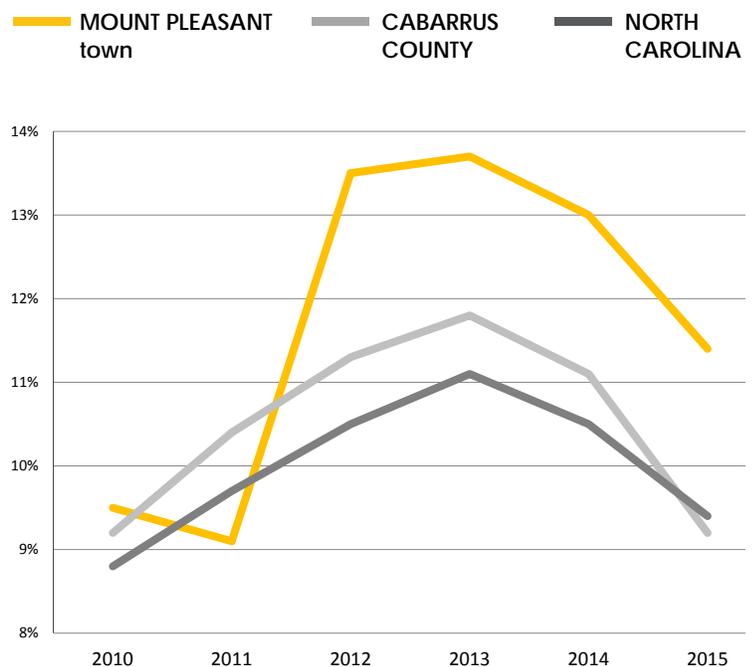
▼ FIGURE 1.14 LABOR FORCE [2010 - 2015]

Source: American Community Survey 2010 - 2015



▼ FIGURE 1.15 UNEMPLOYMENT RATES, [2010 - 2015]

Source: American Community Survey 2010 - 2015



▼ TABLE 1.13 HISTORIC COMPARISON OF UNEMPLOYMENT RATES, [2010 - 2015]

Source: American Community Survey 2010-2015

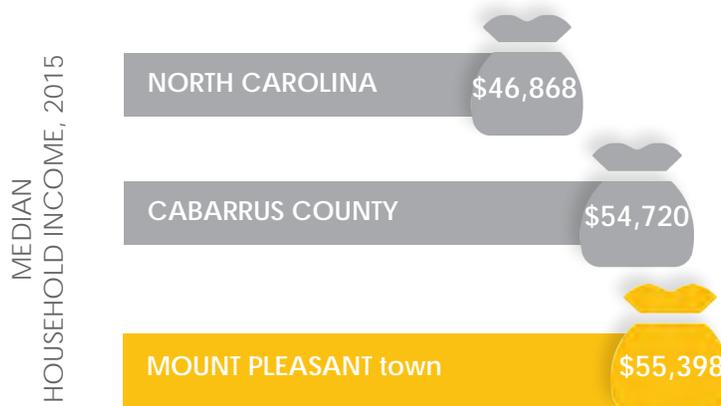
	Mount Pleasant town	Cabarrus County	North Carolina	Midland	Harrisburg	Richfield	Rockwell	Locust	Oakboro
2010	9.5%	9.2%	8.8%	8.7%	5.6%	6.8%	9.7%	6.5%	14.1%
2011	9.1%	10.4%	9.7%	10.1%	5.4%	7.7%	10.5%	5.9%	13.7%
2012	13.5%	11.3%	10.5%	13.0%	6.6%	11.5%	12.7%	6.3%	12.1%
2013	13.7%	11.8%	11.1%	10.5%	6.6%	14.8%	11.5%	9.0%	10.7%
2014	13.0%	11.1%	10.5%	12.7%	5.6%	9.5%	8.3%	8.2%	7.1%
2015	11.4%	9.2%	9.4%	5.3%	6.4%	7.7%	6.4%	7.2%	3.0%

## INCOME & COMMUTING

Despite the economic challenges, the Town of Mount Pleasant has experienced strong income levels. Median household incomes and per capita incomes are strong relative to both the County and the State. Residents are having to travel slightly more in recent years to maintain these income levels including having to travel outside the County for work. This trend is the same for the County, State and most comparison jurisdictions. However, other than Locust, Mount Pleasant commuters had the lowest increase in travel time to work as compared to the other communities. Also, the percentage of those traveling outside the County from Mount Pleasant is less than the County as a whole.

▼ FIGURE 1.16 INCOME COMPARISONS OF HOUSEHOLDS, [2015]

Source: American Community Survey 2010 - 2015



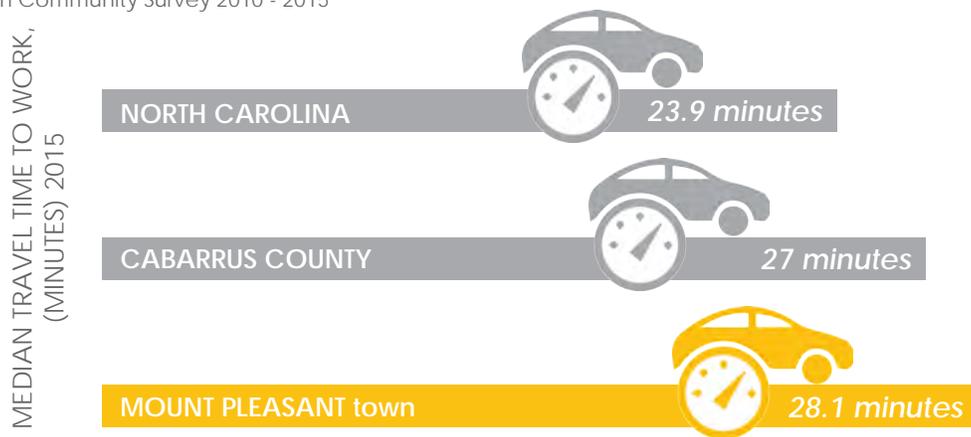
▼ TABLE 1.14 INCOME COMPARISONS

Source: US Census Bureau, 2000 & American Community Survey 2010, 2015

	Mount Pleasant town	Cabarrus County	North Carolina	Midland	Harrisburg	Richfield	Rockwell	Locust	Oakboro
Median Household Income, 2015	\$55,398	\$54,720	\$46,868	\$53,885	\$82,628	\$41,667	\$42,500	\$52,643	\$59,464
Median Household Income, 2010	\$52,056	\$53,928	\$45,570	\$58,013	\$80,313	\$45,909	\$48,482	\$54,434	\$44,792
Median Household Income, 2000	\$48,207	\$46,140	\$39,184	n/a	\$65,086	\$40,083	\$41,488	\$44,556	\$41,369
Change Median Household Income, 2010 - 2015	6.4%	1.5%	2.8%	-7.1%	2.9%	-9.2%	-12.3%	-3.3%	32.8%
Change Median Household Income, 2000 - 2015	14.9%	18.6%	19.6%	n/a	27.0%	4.0%	2.4%	18.2%	43.7%
Per Capita Income, 2015	\$24,540	\$26,183	\$25,920	\$24,865	\$29,274	\$18,799	\$23,679	\$24,801	\$25,371
Per Capita Income, 2010	\$23,716	\$26,165	\$24,745	\$25,715	\$32,051	\$23,151	\$23,205	\$26,246	\$20,991
Per Capita Income, 2000	\$21,556	\$21,121	\$20,307	n/a	\$25,478	\$15,334	\$19,687	\$19,250	\$18,079
Change Per Capita Income, 2010 - 2015	3.5%	0.1%	4.7%	-3.3%	-8.7%	-18.8%	2.0%	-5.5%	20.9%
Change Per Capita Income, 2000 - 2015	13.8%	24.0%	27.6%	n/a	14.9%	22.6%	20.3%	28.8%	40.3%

▼ FIGURE 1.17 MEAN TRAVEL TIME TO WORK, MINUTES [2015]

Source: American Community Survey 2010 - 2015



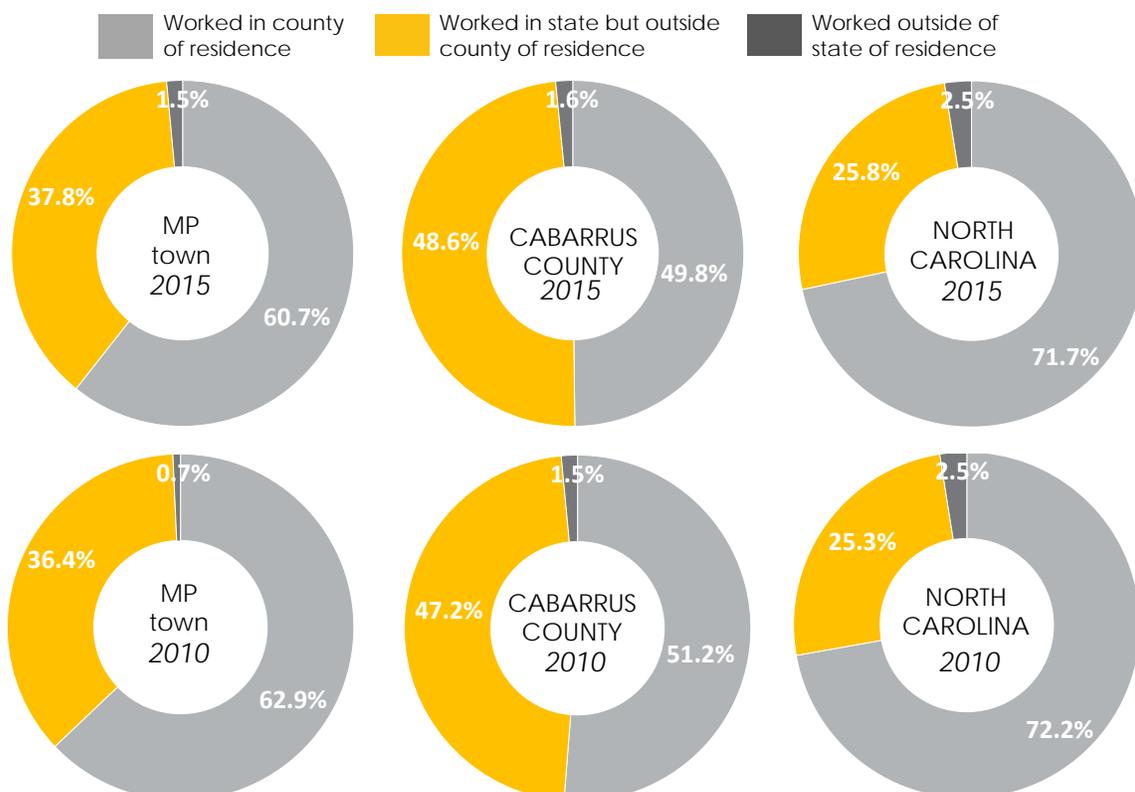
▼ TABLE 1.15 MEAN TRAVEL TIME TO WORK, MINUTES [2010 - 2015]

Source: US Census Bureau, 2000 & American Community Survey 2010, 2015

	Mount Pleasant town	Cabarrus County	North Carolina	Midland	Harrisburg	Richfield	Rockwell	Locust	Oakboro
Mean Travel Time To Work, 2015	28.1	27	23.9	32.8	28.1	29.3	24.7	31.8	30.8
Mean Travel Time To Work, 2010	27.8	26.6	23.4	31.3	24.5	23.5	22.9	31.8	26.9
Change Mean Travel Time To Work, 2010 - 2015	1.1%	1.5%	2.1%	4.8%	14.7%	24.7%	7.9%	0.0%	14.5%

▼ FIGURE 1.18 WORK TRAVEL PATTERNS [2010, 2015]

Source: US Census Bureau, 2010 & American Community Survey 2010-2015



## 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.

### ENVIRONMENTAL FACTORS

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 topography of the planning area is varied but is primarily characterized by rolling hills. A significant ridgeline defines the eastern edge of the planning area.

The planning area is bounded on the east by Dutch Buffalo Creek, while the western and south central portions of the planning area are traversed by McAllister Creek and Adams Creek. The majority of flood hazard areas are located within the Town's Extraterritorial Jurisdiction (ETJ). Flood hazard areas comprise 916.63 acres, or 7.22% of the total planning area. Approximately 109.13 acres of flood hazard area is located inside the Town's municipal limits, or 5.34% of the Town's area.

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 northeast of the intersection of Mount Pleasant Road North and Fisher 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.

### LAND USE

The planning area contains 12,178.73 acres, excluding street rights-of-way. Of that area, "Agricultural/Undeveloped" land is the largest percentage land use, at 43.1%. Large lot "Rural Residential" and "Residential" properties make up just over half of the planning area. "Public/Institutional" property comprises 3.5% of the planning area, while commercial and industrial property only make up 1% each. Most "Residential", "Public/Institutional", "Commercial", and "Industrial" uses are located within the Town limits, while most "Rural Residential" and "Agricultural/Undeveloped" properties are located outside.

### LAND SUBDIVISION

There are 2,482 parcels located within the planning area. Nearly three-fourths of the parcels within the planning area are greater than 10 acres. Less than 6% percent of the parcels are less than one acre in size. This indicates a more rural development pattern. The areas with smaller parcel sizes and more urban development patterns are concentrated within the Town limits, Mount Pleasant Road North, west toward Concord along NC Highway 73, and parts of Cold Springs Road.

## ZONING

The Town of Mount Pleasant has 12 base zoning districts that cover its Town limits and extra-territorial jurisdiction (ETJ). The Agricultural (AG), Rural Estate (RE), Residential Low Density (RL), Residential Medium Density (RM), and Residential High Density (RH) zoning districts are primarily for residential uses; while Office and Institutional (O-I), Center City (CC), Light Commercial (C-1), General Commercial (C-2) are primarily intended for commercial development. The Campus Development (CD), Light Industrial (I-1) and Heavy Industrial (I-2) districts are primarily intended for employment center and industrial related uses. Cabarrus County zoning districts apply to the portion of the planning area located outside of the Town’s ETJ. The vast majority of this area is Countryside Residential (CR) or Agricultural/Open Space (AO) with just a few commercial districts along NC Highway 49. Just over one quarter of the planning area is zoned for rural and agricultural use, while 69.5% is zoned for residential uses. Only 3.2% of the planning area is zoned for commercial or industrial uses.

## EXISTING UTILITIES AND INFRASTRUCTURE

The location of existing 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 new 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. Studies have also been conducted to provide sewer to a portion of the Adams Creek basin, but no plans have been finalized. Areas that lack water and/or sewer service will be harder to develop more intensively, especially given the soil constraints of the area. 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.

## SCHOOL CAPACITY

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 and A. T. Allen Elementary School districts. 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. 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 1.16 2017 SCHOOL AGE & CAPACITY

SCHOOL	YEAR BUILT	2017 % BUILDING CAPACITY*
W. M. Irvin Elementary	1997	86.9%
A. T. Allen Elementary	2010	94.6%
Mount Pleasant Elementary	1972	101.7%
Mount Pleasant Middle	2017	76.0%
Mount Pleasant High	1991	94.6%

\*Building only-Does not include mobile units

## RECREATIONAL FACILITIES AND PROGRAMS

### Publicly-owned 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 on the property. The playground has swings, a slide and a jungle gym. The Town also owns a mini-park with a playground on Main Street with swings, a slide and play tunnel. Cabarrus County also operates a senior center in a building located on the Town Hall property, providing events and art, computer, dance, and fitness classes for senior recreation.

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 cafetorium. 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. Use of this facility as a school was discontinued in August 2017. This property contains a football field and stands, a baseball field and stands, two gymnasiums and an auditorium. The future use of these facilities remain in question dependent upon final disposition of the property. 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.

### 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 Youth Athletic Association (MPYAA) Baseball and Softball
- Mount Pleasant Youth Soccer Association (MPYSA)
- Lions Club Youth Football and Cheerleading
- Mount Pleasant Youth Basketball (operated by DB Tees)

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.

## NATIONAL REGISTER HISTORIC DISTRICT

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. The Mount Pleasant Historic

District 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 Mount Pleasant 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. The district is one of Cabarrus County's most significant historic and architectural resources and retains a large number of houses, small businesses, and industries that are representative of the Town's evolution. 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.

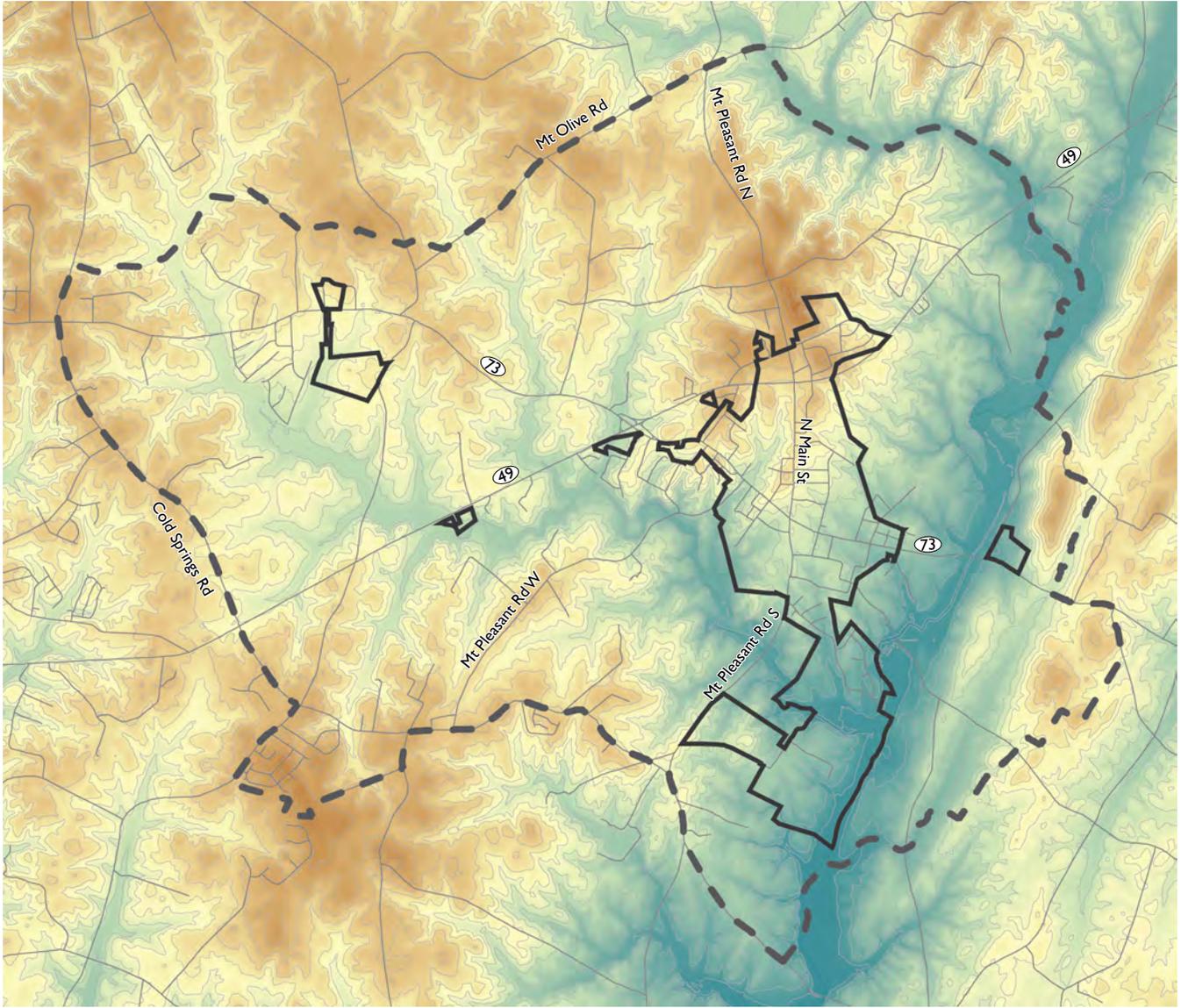
▼ IMAGE 1.1 MCALLISTER FIELD



INTRODUCTION

This map depicts the topography within and in proximity to the planning area.

MAP 1.2 TOPOGRAPHY



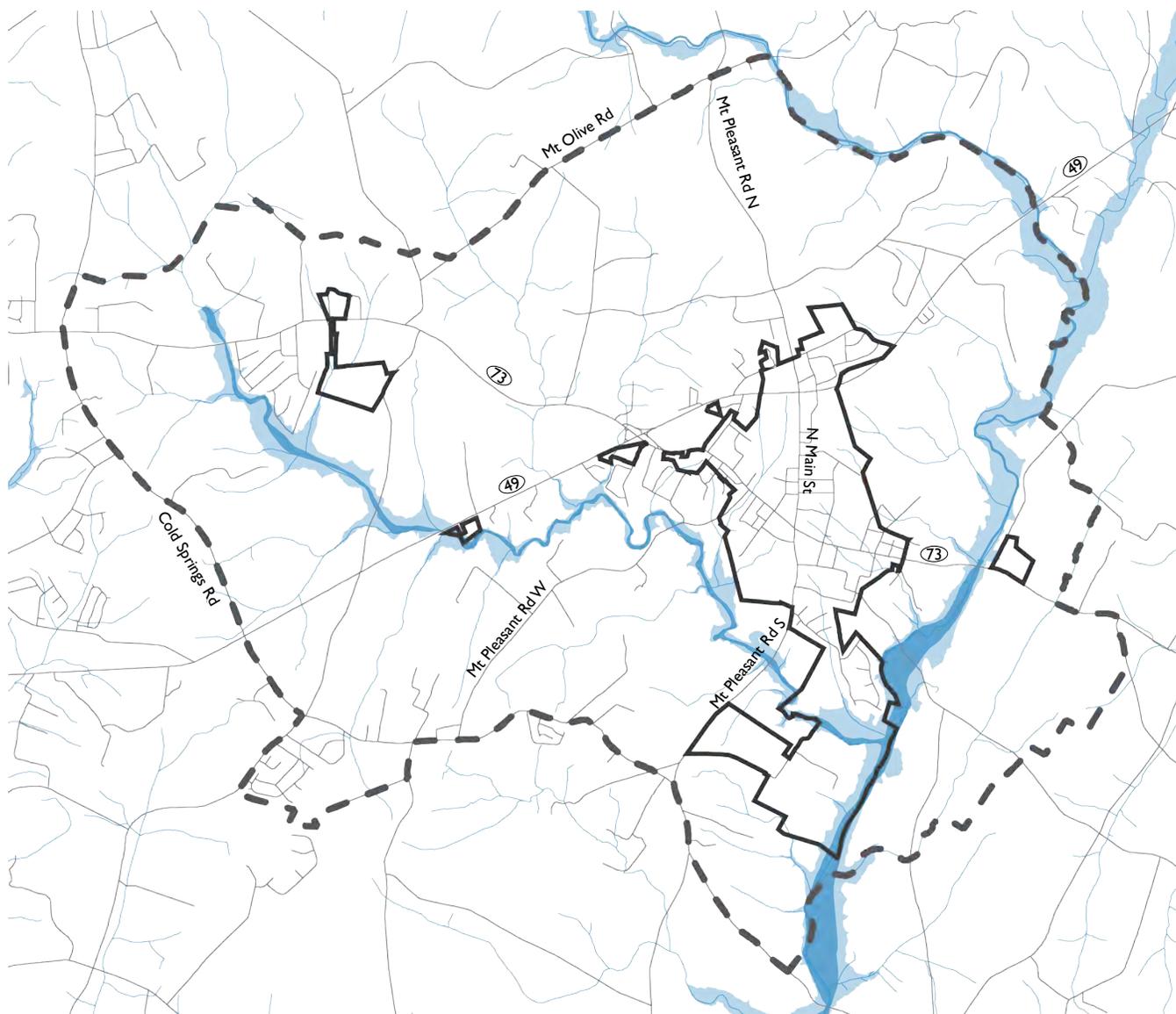
- — Planning Area Boundary
- Town Limits
- Roads



1 Mile

This map depicts the flood hazards within and in proximity to the planning area.

▼ MAP 1.3 FLOOD HAZARD AREAS



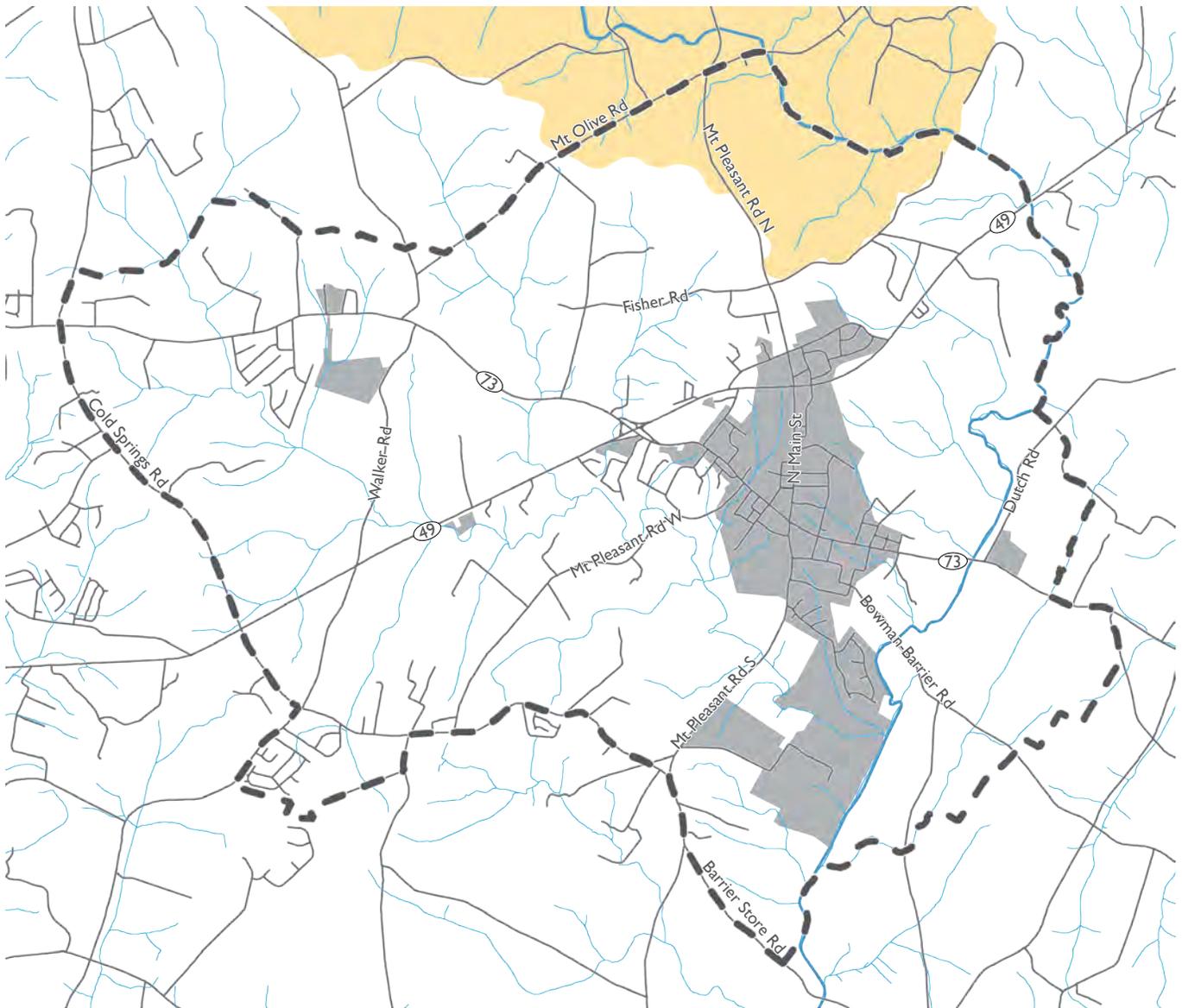
-  Flood Way
-  100 Year Floodplain
-  Streams
-  Planning Area Boundary
-  Town Limits
-  Roads
-  Parcels



INTRODUCTION

This map depicts the water supply watershed within and in proximity to the planning area.

▼ MAP 1.4 WATER SUPPLY WATERSHED

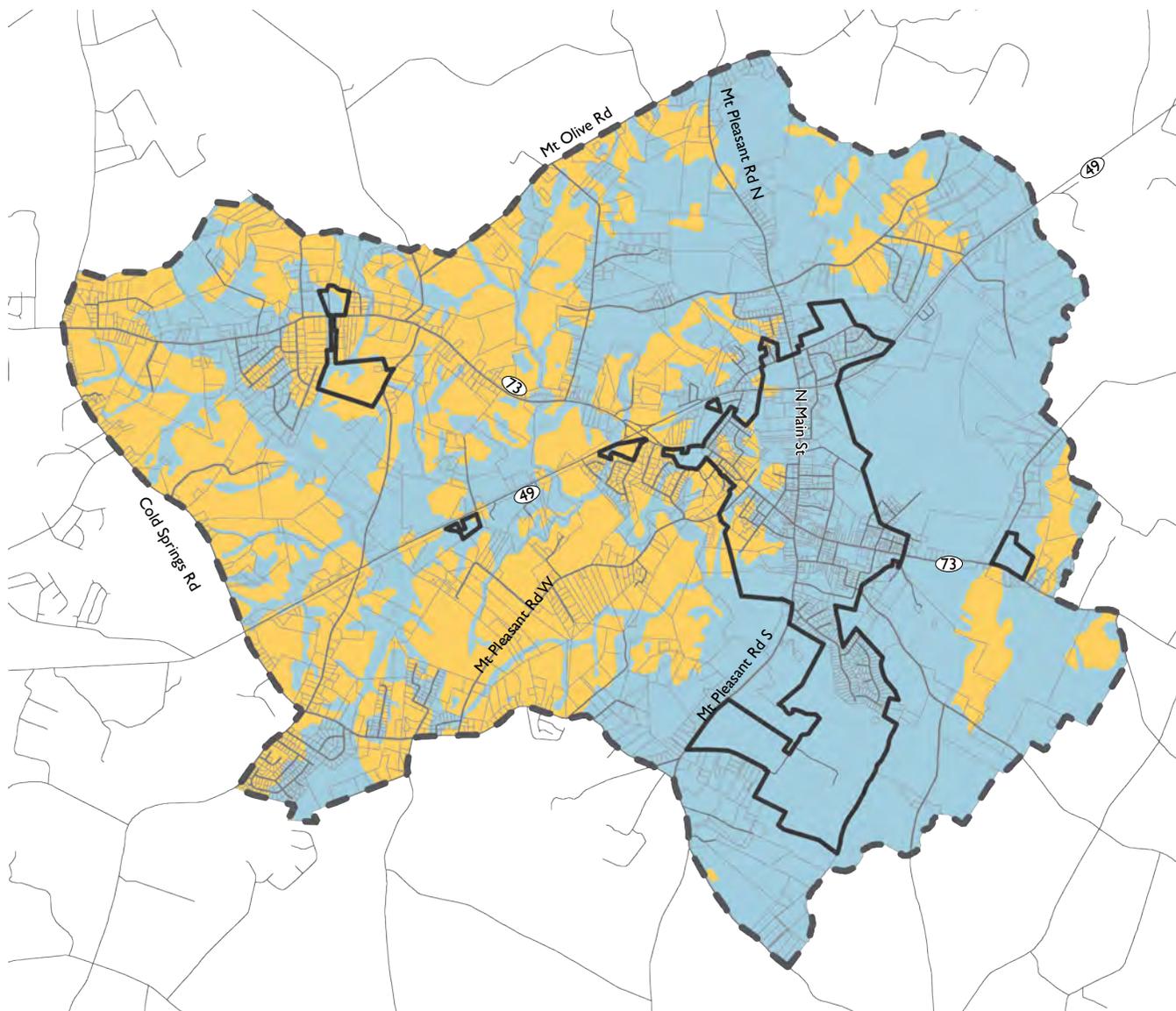


-  Dutch Buffalo Creek Water Supply Watershed
-  Town Limits
-  Planning Area Boundary
-  Roads
-  Streams



This map depicts the soil/septic suitability within the planning area.

▼ MAP 1.5 SOIL/SEPTIC SUITABILITY



-  More Septic Suitable (sandy and well draining soils)
-  Less Septic Suitable (non-sandy or urban, and less well draining soils)

-  Planning Area Boundary
-  Town Limits
-  Streets and Roads



INTRODUCTION

This map depicts the biodiversity within and in proximity to the planning area.

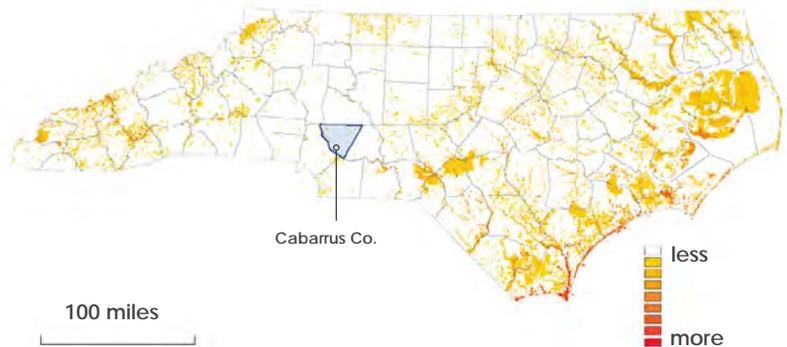
MAP 1.6 BIODIVERSITY



-  Biodiversity Area
-  Planning Area Boundary
-  Town Limits
-  Roads and Parcels

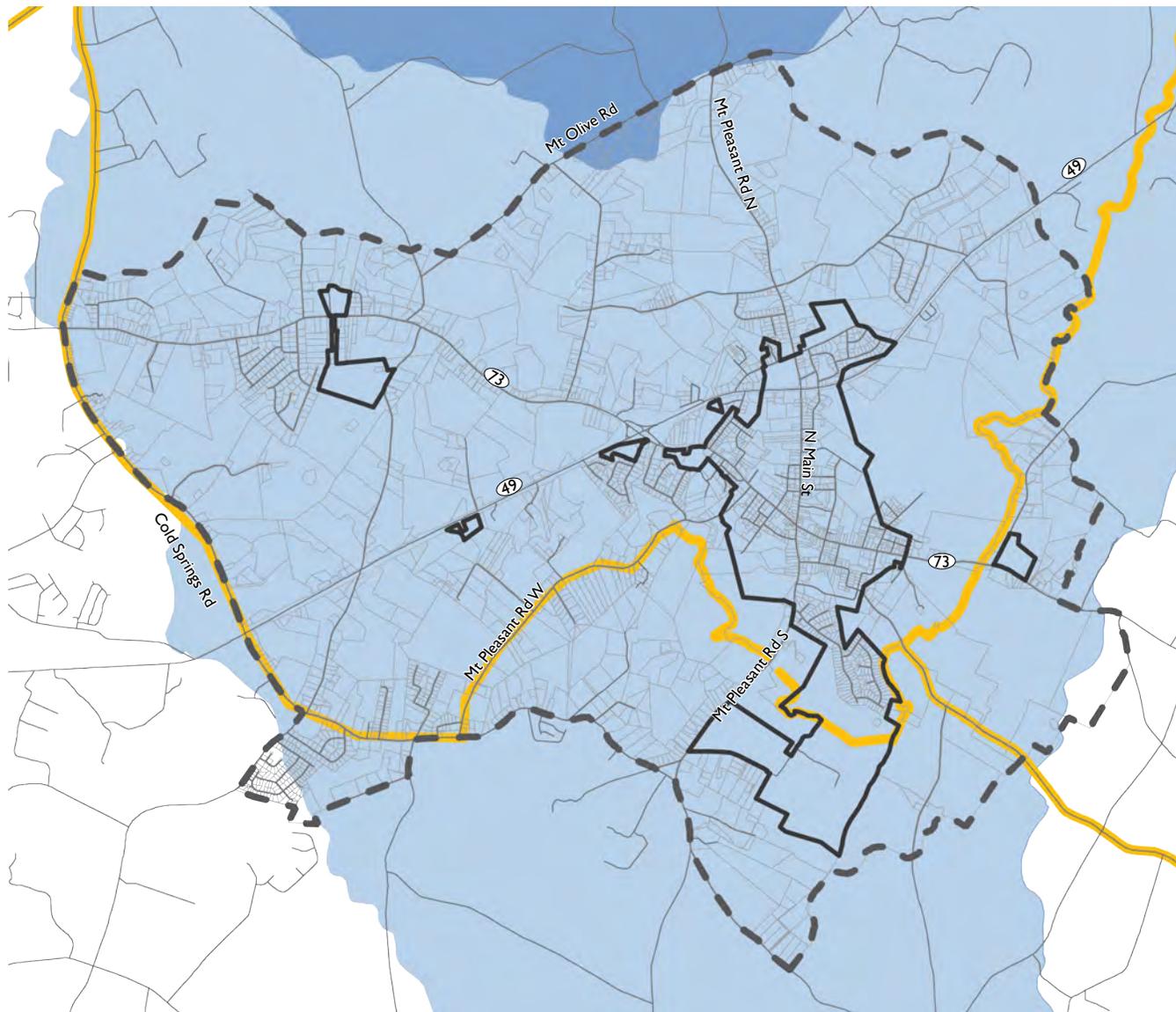


1 Mile



This map depicts the conservation areas within and in proximity to the planning area.

MAP 1.7 CONSERVATION AREAS



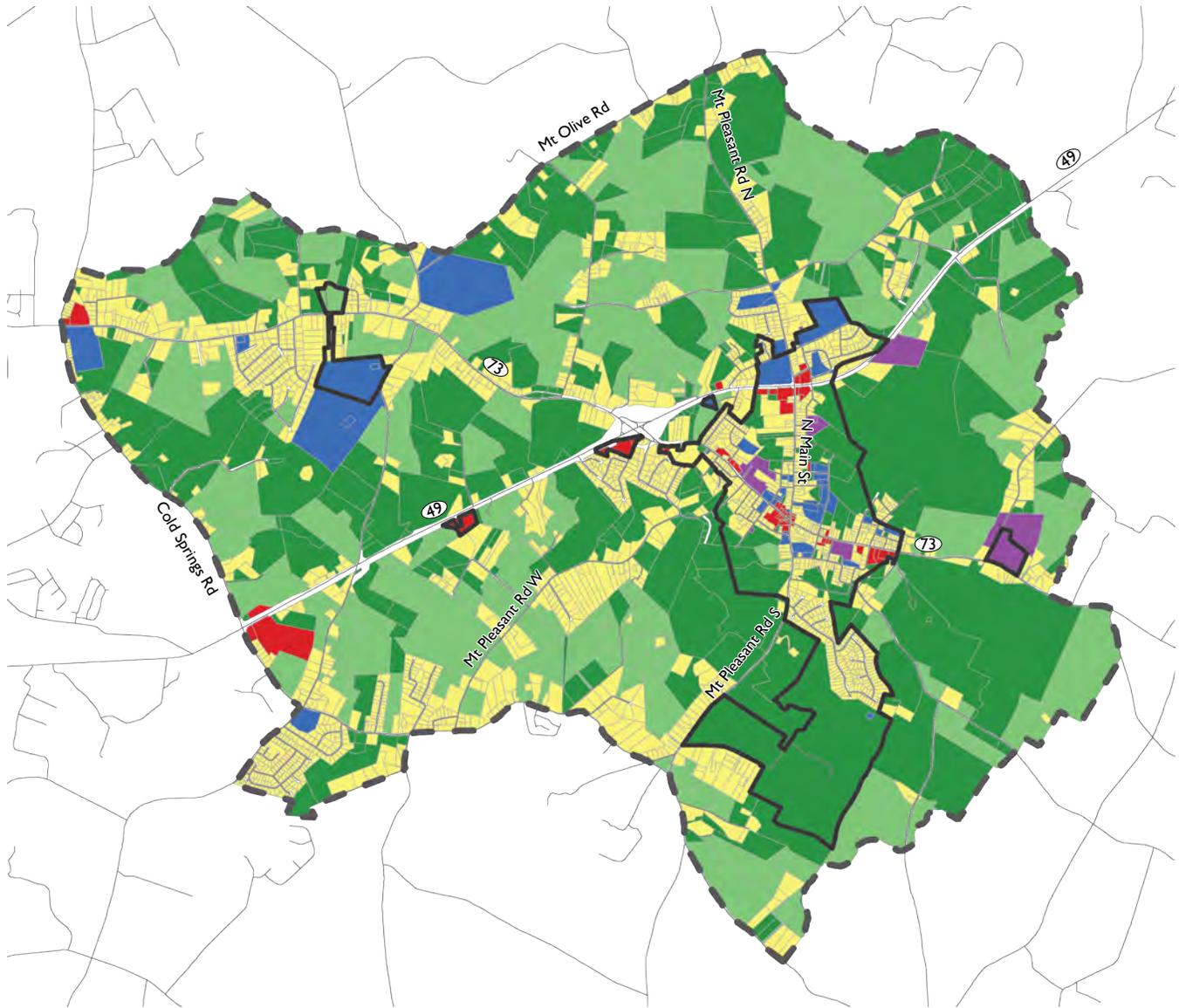
-  Targeted Watersheds
-  Yadkin River Conservation Area
-  Proposed Regional Trails
-  Planning Area Boundary
-  Town Limits
-  Roads and Parcels



INTRODUCTION

This map depicts the existing land use within the planning area.

▼ MAP 1.8 EXISTING LAND USE



	ACRES	% OF TOTAL
Undeveloped / Agriculture	5,245.00	43.1%
Rural Residential	3,604.33	29.6%
Residential	2,670.90	21.9%
Public / Institutional	423.95	3.5%
Commercial	118.60	1.0%
Industrial	115.95	1.0%
	<b>12,178.73</b>	<b>100%</b>

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

- Undeveloped / Agriculture
- Rural Residential
- Residential
- Public / Institutional
- Commercial
- Industrial

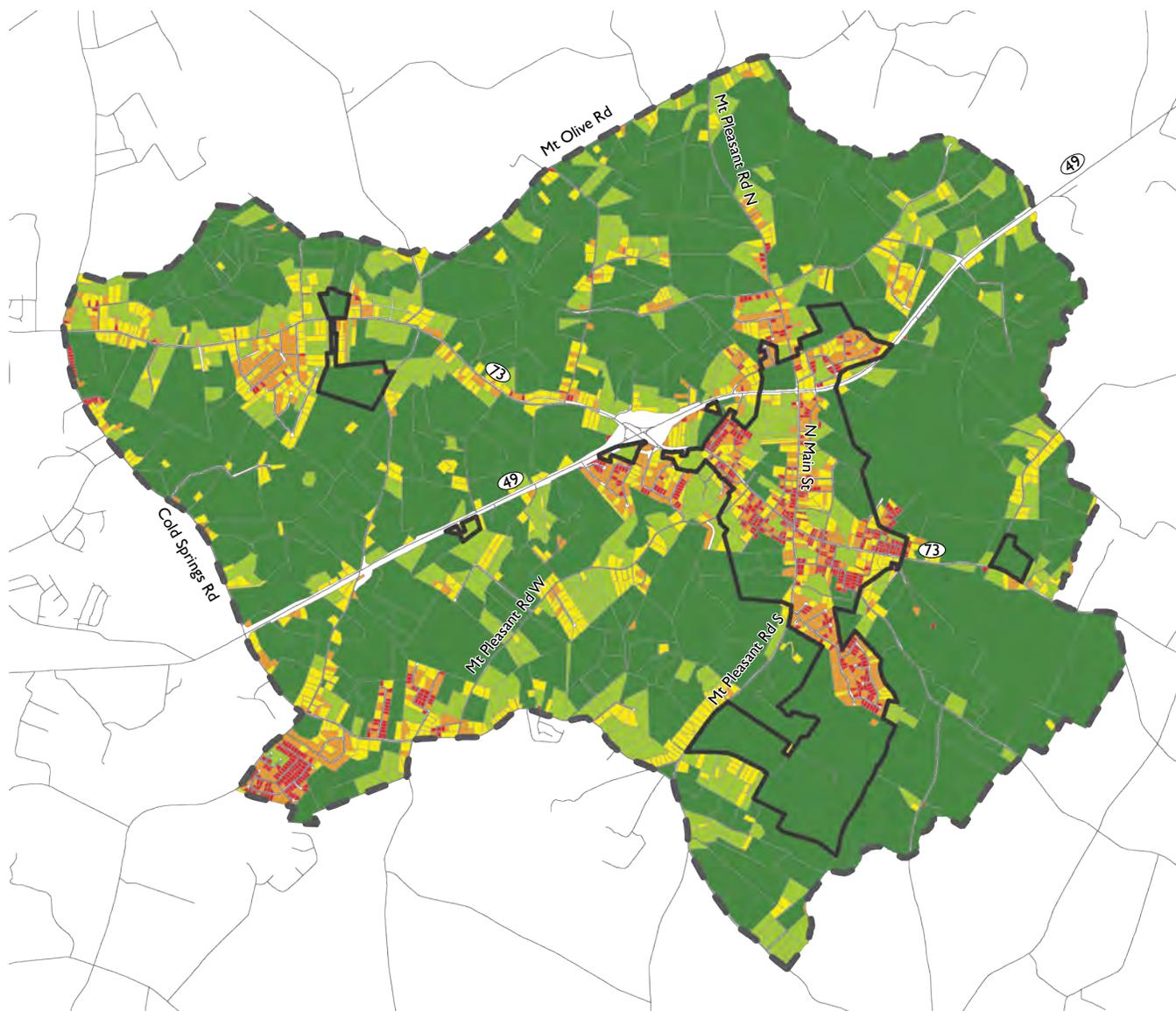
- Planning Area Boundary
- Town Limits
- Roads
- Parcel Lines



1 Mile

This map depicts the parcel density within the planning area.

▼ MAP 1.9 LAND SUBDIVISION / PARCEL DENSITY



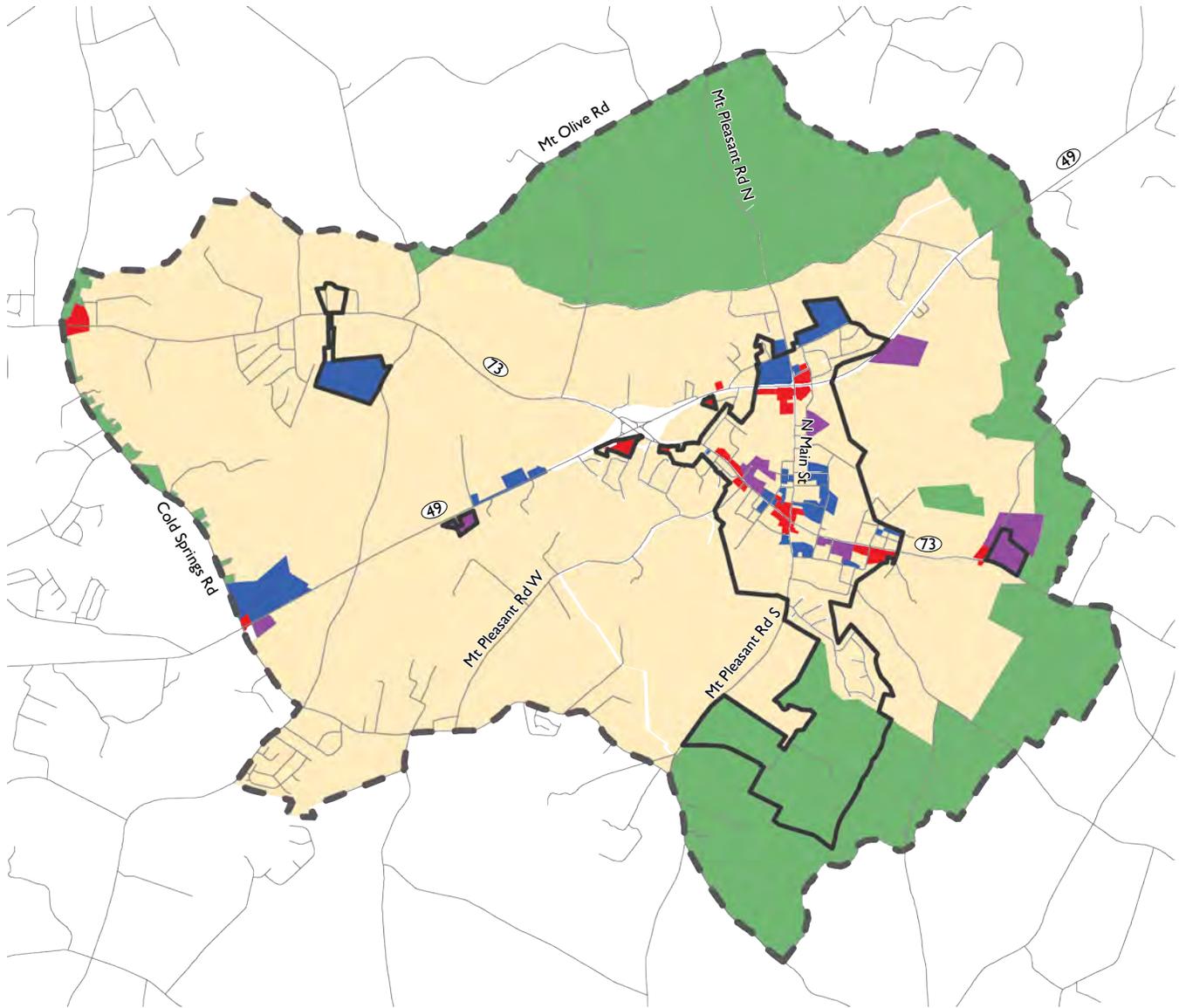
	# OF PARCELS	% OF TOTAL
Less than 0.5 acre	590	1.7%
0.5 to 1 acre	685	4.0%
1 to 3 acres	670	9.2%
3 to 10 acres	307	13.7%
Greater than 10 acres	230	71.4%
	<b>2,482</b>	<b>100.0%</b>



INTRODUCTION

This map depicts the general zoning classification of land within the planning area.

▼ MAP 1.10 ZONING



	ACRES	% OF TOTAL
Rural / Agriculture	3703.38	27.3%
Residential	9428.77	69.5%
Office / Institutional	230.55	1.7%
Commercial	78.68	0.6%
Industrial	128.84	0.9%
	<b>13,570.22*</b>	

\*includes street rights-of-way

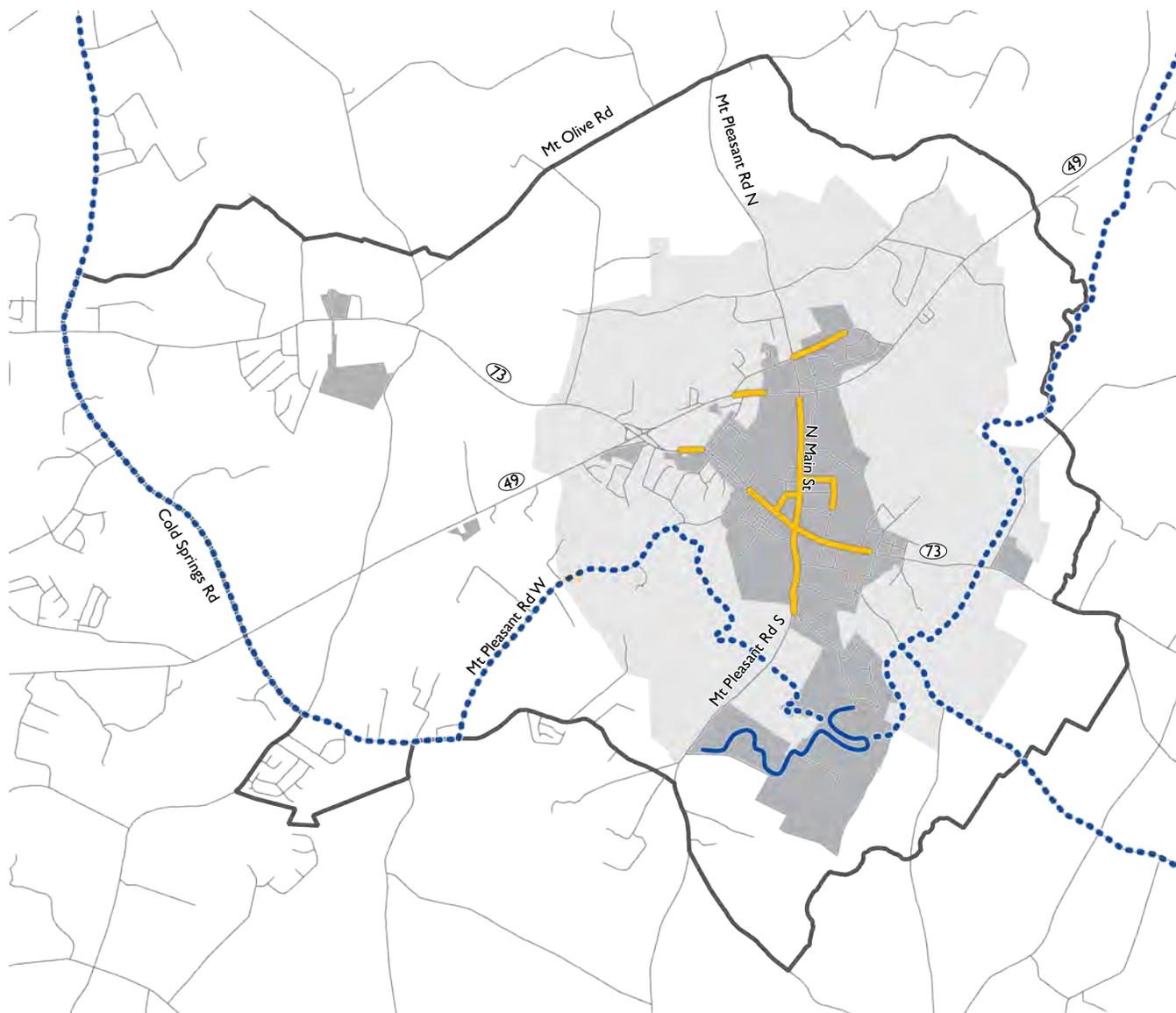
- Rural / Agriculture
- Residential
- Office / Institutional
- Commercial
- Industrial
- Planning Area Boundary
- Town Limits
- Roads



1 Mile

This map depicts the existing and proposed pedestrian infrastructure within the planning area.

▼ MAP 1.11 PEDESTRIAN INFRASTRUCTURE



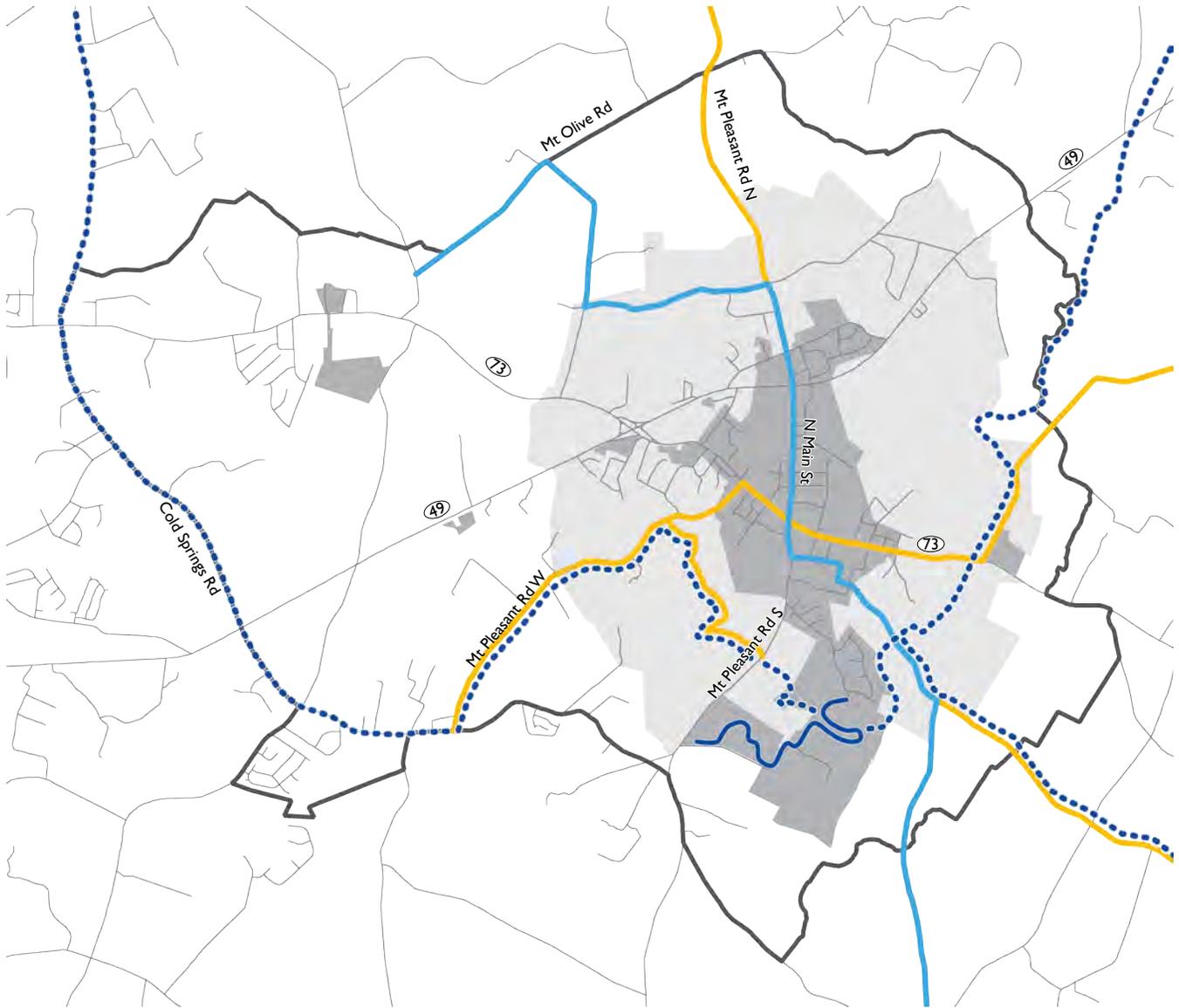
- Existing Sidewalk
- Existing Greenway
- Proposed Multi-Use Path
- Planning Area Boundary
- Roads
- Town Limits
- ETJ Boundary



INTRODUCTION

This map depicts the existing and proposed bicycle infrastructure within the planning area.

▼ MAP 1.12 BICYCLE TRANSPORTATION INFRASTRUCTURE



-  Existing Bicycle Facilities
-  Existing Greenway
-  Proposed Multi-Use Path
-  Improvement Recommendations
-  Planning Area Boundary
-  Roads
-  Town Limits
-  ETJ Boundary



This map depicts the proposed NCDOT transportation infrastructure improvements in the planning area.

▼ MAP 1.13 PROPOSED TRANSPORTATION INFRASTRUCTURE IMPROVEMENTS



-  Proposed Roadway Improvement
-  Proposed Bypass
-  NCDOT 2016-2025 STIP Bridge Replacement
-  Planning Area Boundary
-  Roads
-  Town Limits
-  ETJ Boundary



INTRODUCTION

This map illustrates the water lines within the planning area.

MAP 1.14 WATER INFRASTRUCTURE

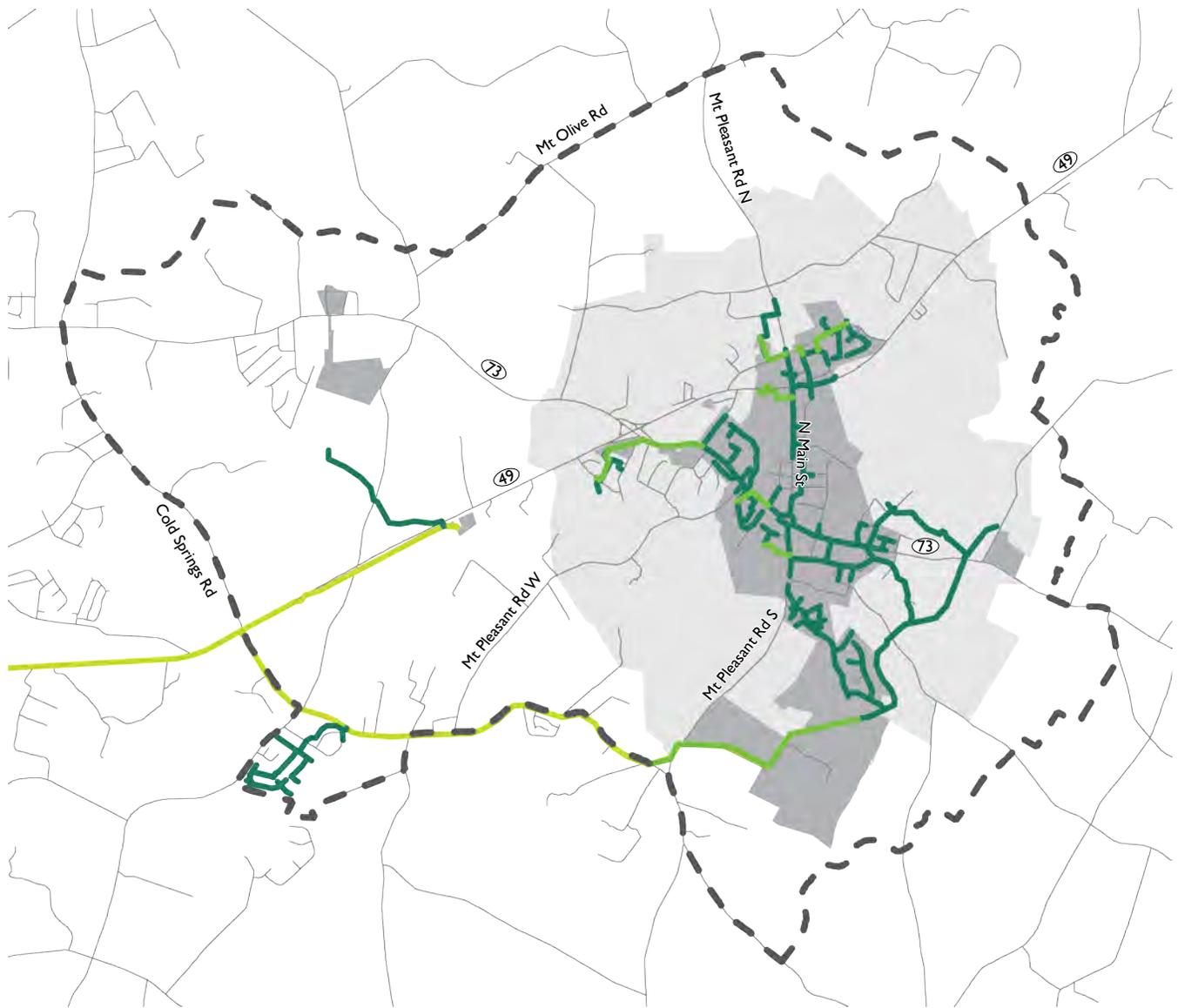


-  Water Tower
-  Water Line
-  Planning Area Boundary
-  Roads
-  Parcels
-  Town Limits
-  ETJ Boundary



This map illustrates sewer lines within the planning area.

▼ MAP 1.15 SEWER INFRASTRUCTURE

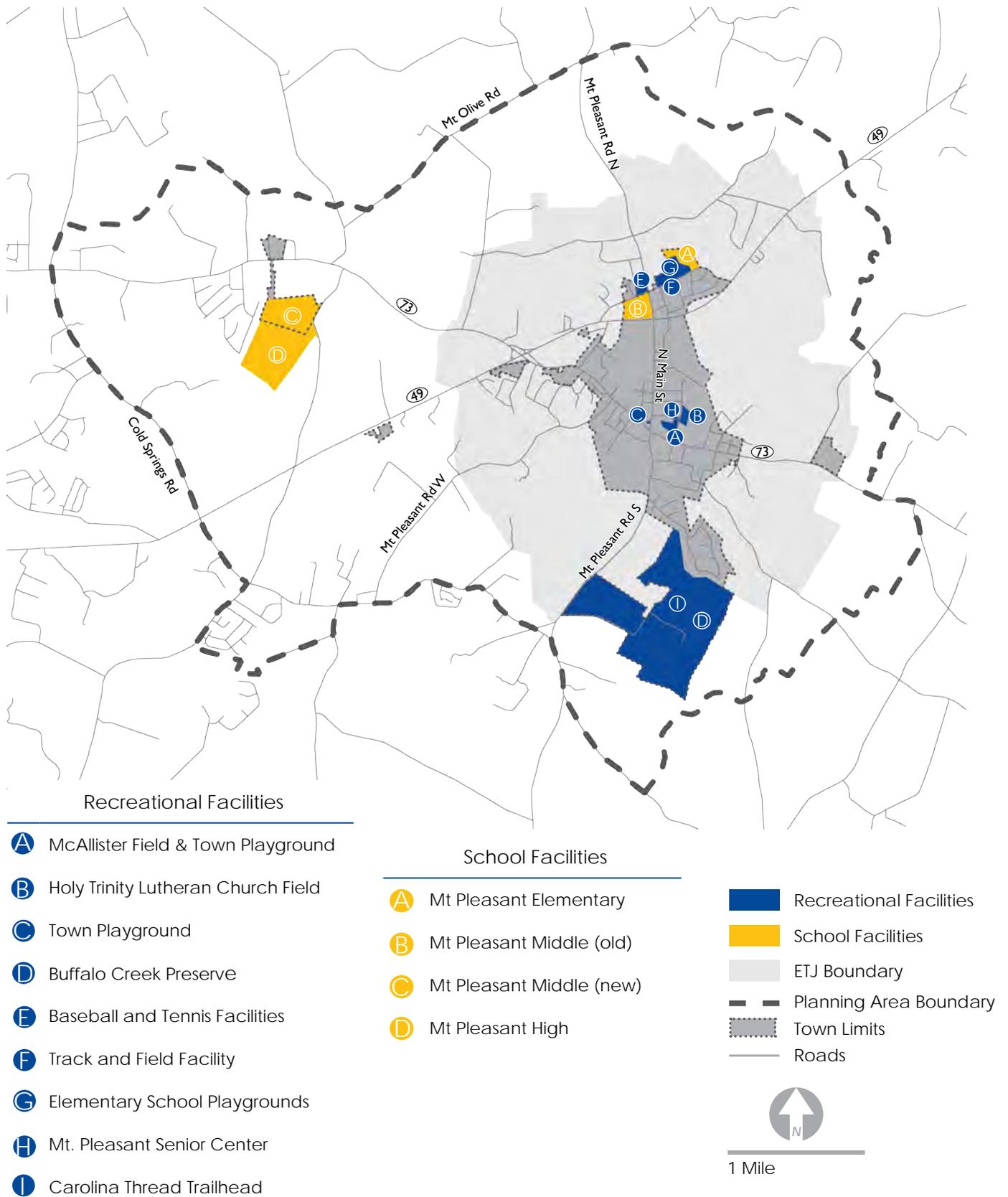


-  Force Main
-  Gravity Main
-  WSACC Main
-  Planning Area Boundary
-  Roads
-  Parcels
-  Town Limits
-  ETJ Boundary



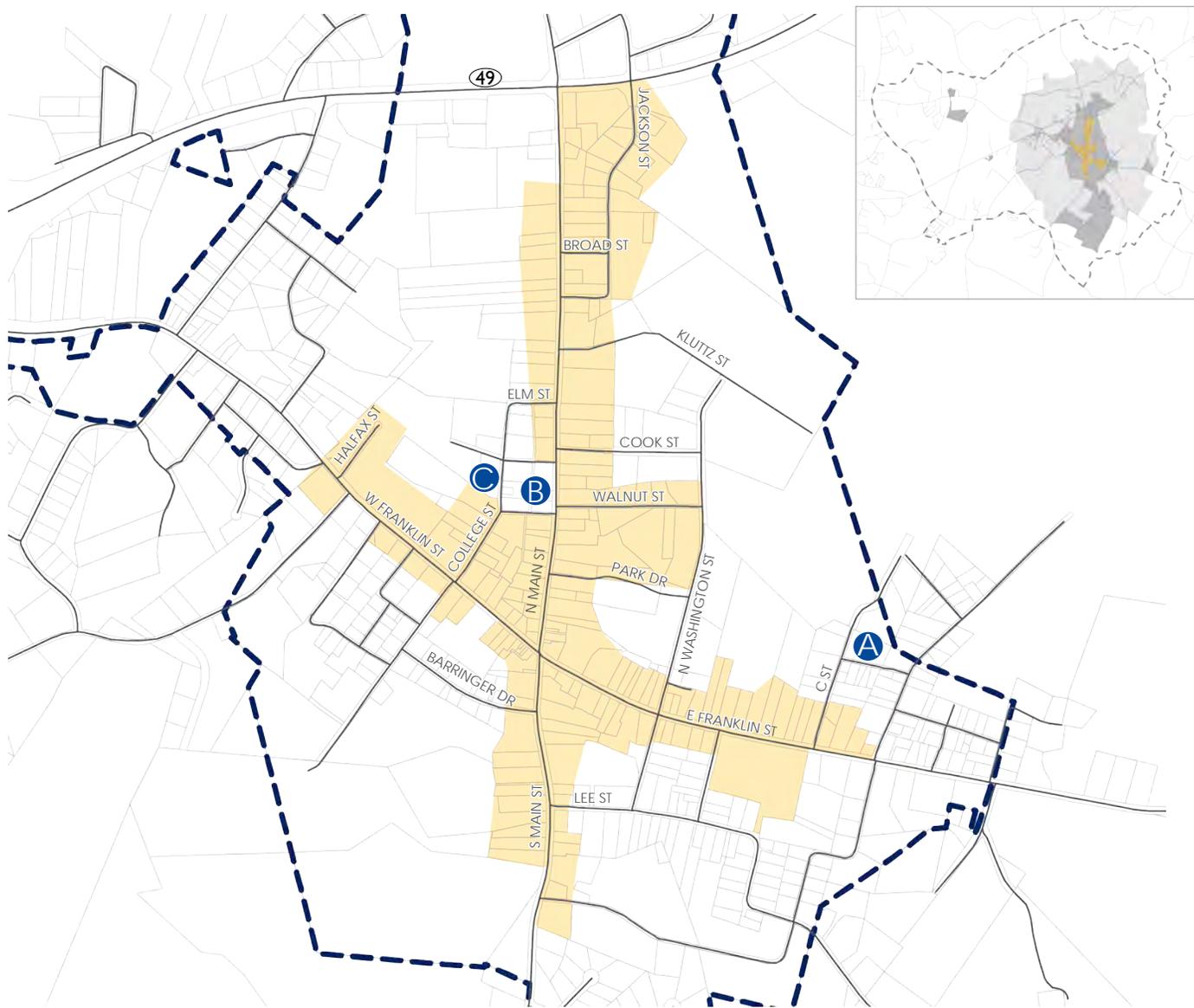
This map depicts the parks and recreational facilities within the planning area.

MAP 1.16 RECREATIONAL FACILITIES



This map depicts the national register district boundary as well as historic sites within the planning area.

▼ MAP 1.17 NATIONAL REGISTER DISTRICT & HISTORIC SITES



National Register Sites

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

-  Historic District
-  Town Limits
-  Roads
-  Parcels


1 Mile

## EXISTING PLANS AND STUDIES

### LIVABLE COMMUNITIES BLUEPRINT

In 2002, Cabarrus County worked with the municipalities within Cabarrus County to develop the Livable Communities Blueprint, a plan for parks, recreation, and associated pedestrian facilities throughout the County. The plan acknowledges that the Cabarrus County Active Living and Parks Department impacts the Town of Mount Pleasant most, as compared to other communities. At the time of the plan, the County had made several significant operational changes, reducing the number and variety of programs for County residents with a new focus on the development of larger community, district and regional parks. This leaves municipalities with the task of programming parks and community centers as well as capital development of mini parks, neighborhood parks, and civic parks. At the time, the Town of Mount Pleasant had an established Recreation Commission, but no recreation department. The Commission helped guide recreation development in this active recreation community. At the time, there was a large contingent of volunteers in Mount Pleasant, which ran the youth athletic programs and maintained recreation sites.

The plan includes the following recommendations for the Town of Mount Pleasant:

- Continue to work with the schools to enhance recreation opportunities on school sites for both school and community recreation participants.
- Establish standards for development to ensure that park improvements are of a high quality.
- Develop a Community Park to provide a

centralized park for youth athletics and family activities.

- Recognize that since the population of the area is not as large as some of the other municipalities, that it may be necessary to travel a bit further to some recreation facilities.
- Encourage new developments to incorporate sidewalks and off-road facilities for bicycles and pedestrians. Encourage all new utility and street projects to incorporate a bike and pedestrian element.
- Ensure all future NCDOT road projects and improvements provide for bike lanes, and that road conditions better facilitate bicycle transportation.

The plan also includes the following recommendations for the Northeast Subdistrict, which includes the Town's planning area:

- Mini Parks: Due to the predominantly rural nature of this subdistrict, it is recommended that mini parks be limited and larger parks that can serve a more diverse group be developed. The school parks provide playgrounds for residents living in the vicinity.
- Neighborhood Parks: No neighborhood parks are recommended.
- Community Park: It is recommended that a community park be developed at the Camp Spencer facility. Renovations and additions to the property should take into consideration the community park prototype as well as complement the existing development. While it is recommended that a community center be included in the community park it should be noted that the County would rely on the municipalities to build and operate such facilities. An additional community park

would benefit the very active youth athletic groups in this area. When developed, the facilities at the community park should reflect the specific needs of this active community. It is probable that additional athletic fields beyond those found at a typical community park will be required to meet the needs of this active community. The additional facility targets of two football fields and two soccer fields are an example of the types of facilities that should be included.

- Civic Park: The Town of Mount Pleasant, with its enthusiastic community spirit, would be well served by a civic gathering space. The land in front of, and around, the renovated Town Hall provides a great opportunity for residents to hold festivals and events. It is recommended that a playground and picnic area also be added.
- District Park: A District Park is recommended on the approximately 75 acres of developable land on the Cabarrus County Landfill site. It

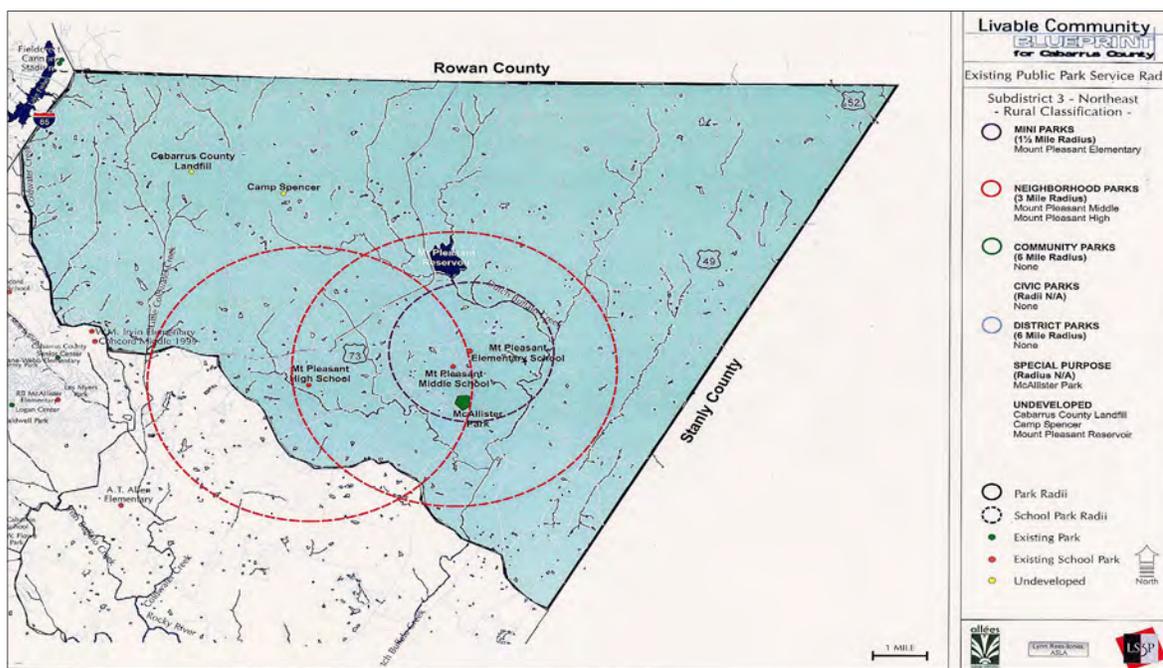
will serve the district park needs of the central, north and northwest portions of the county. See countywide chapter for additional information.

- Regional Park Preserve: No regional park preserve is recommended for this area.

## CABARRUS COUNTY ACTIVE LIVING & PARKS DEPARTMENT COMPREHENSIVE MASTER PLAN

In 2015, Cabarrus County worked with the municipalities to replace the Livable Communities Blueprint with the Comprehensive Master Plan. This 10-year plan outlines the current and future parks and recreation needs of the County. Recommendations relevant to Mount Pleasant and eastern Cabarrus County are discussed in more detail in Strategy PR6 in Section 3 Vision & Goals.

▼ MAP 1.18 LIVABLE COMMUNITIES BLUEPRINT MAP EXCERPT



## CABARRUS COUNTY EASTERN AREA LAND USE PLAN

In 2002, Cabarrus County worked with the Town of Mount Pleasant to develop a Land Use Plan for the eastern portion of Cabarrus County. Overall goals included the following:

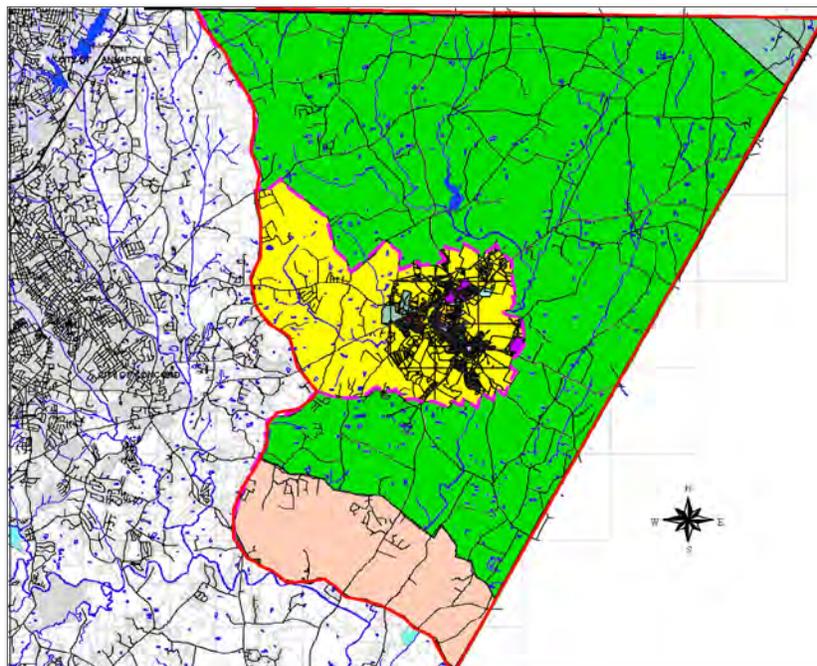
- The Town should continue to serve as the activity hub of Eastern Cabarrus County.
- Growth should be encouraged in areas that are served by adequate infrastructure and public facilities or in areas planned for new or expanded facilities and infrastructure.
- Direct the majority of new residential, commercial and employment development within the Town limits of Mount Pleasant and its ETJ. Pay careful attention to development along the Highway 73, 52 and 49 corridors. The protection of future right-of-way requirements and preservation of their function are important considerations.
- Preservation of the area's agricultural economy is important to the well being of the

planning area and Cabarrus County.

- Existing employment areas should be preserved and future employment areas should be identified and reserved.
- Focus new commercial development in mixed-use centers rather than in a strip pattern along the areas major highways and thoroughfares.
- Encourage development of alternative transportation to provide safe routes for pedestrians and cyclists within the Town of Mount Pleasant and surrounding area.
- Preserve the remaining historic structures and features within the planning area.

The plan also includes specific recommendations regarding land use, infrastructure and public facilities that will be evaluated for applicability to the Town of Mount Pleasant's planning area, given current conditions. Those recommendations determined to still have merit will be carried forward in this Comprehensive Plan.

▼ MAP 1.19 EASTERN AREA FUTURE LAND USE MAP EXCERPT



## CAROLINA THREAD TRAIL PLAN

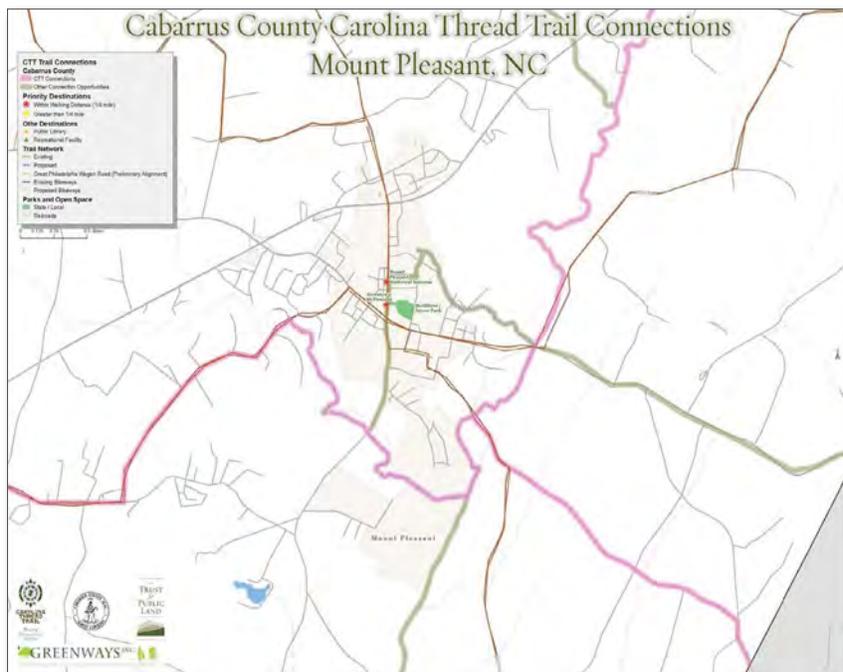
In 2009, Cabarrus County and its municipalities worked with the Carolina Thread Trail non-profit organization to develop a master trails plan for the County. The trails in Cabarrus County will eventually weave together with a trail system that connects 15 counties, 2 states, and 2.3 million people in the greater Charlotte region. The trails proposed for the planning area are located along Adams Creek and Dutch Buffalo Creek.

In 2011, the Catawba Lands Conservancy acquired a 323-acre property located south of the Town limits and the Oldenburg neighborhood between Mount Pleasant Road South and Dutch Buffalo Creek. The Buffalo Creek Preserve 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, 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

▼ MAP 1.20 CAROLINA THREAD TRAIL MASTER PLAN MAP EXCERPT



## COMPREHENSIVE TRANSPORTATION PLAN (CTP)

The Cabarrus-Rowan Metropolitan Planning Organization Comprehensive Transportation Plan (CTP) was adopted in March of 2017. This plan shows that improvements are needed on along NC Highways 73 and 49, Main Street, and Cold Springs Road 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 2025, 2035, or 2045 horizon year project map or lists. There are only two projects listed on the adopted State Transportation Improvement Plan (STIP). They are bridge replacements on Highway 73 and Main Street over Dutch Buffalo Creek and Adams Creek, respectively these projects are planned to occur between 2020 and 2025.

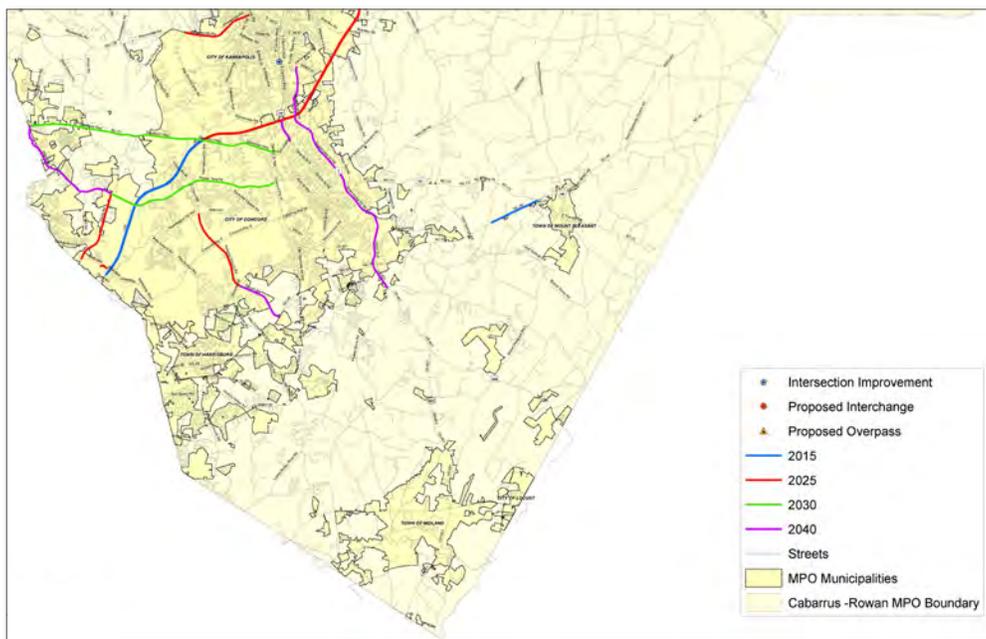
## METROPOLITAN TRANSPORTATION PLAN (MTP)

The Cabarrus-Rowan Metropolitan Planning Organization completed the Metropolitan Transportation Plan (MTP) update in March 2014 and amended it in August 2015. The MTP includes financial forecasts, project identification, mapping, goals and objectives, and socioeconomic projections. The only project shown in the Mount Pleasant planning area is the widening of NC Highway 49 from Walker Road to North Drive, which has already been completed.

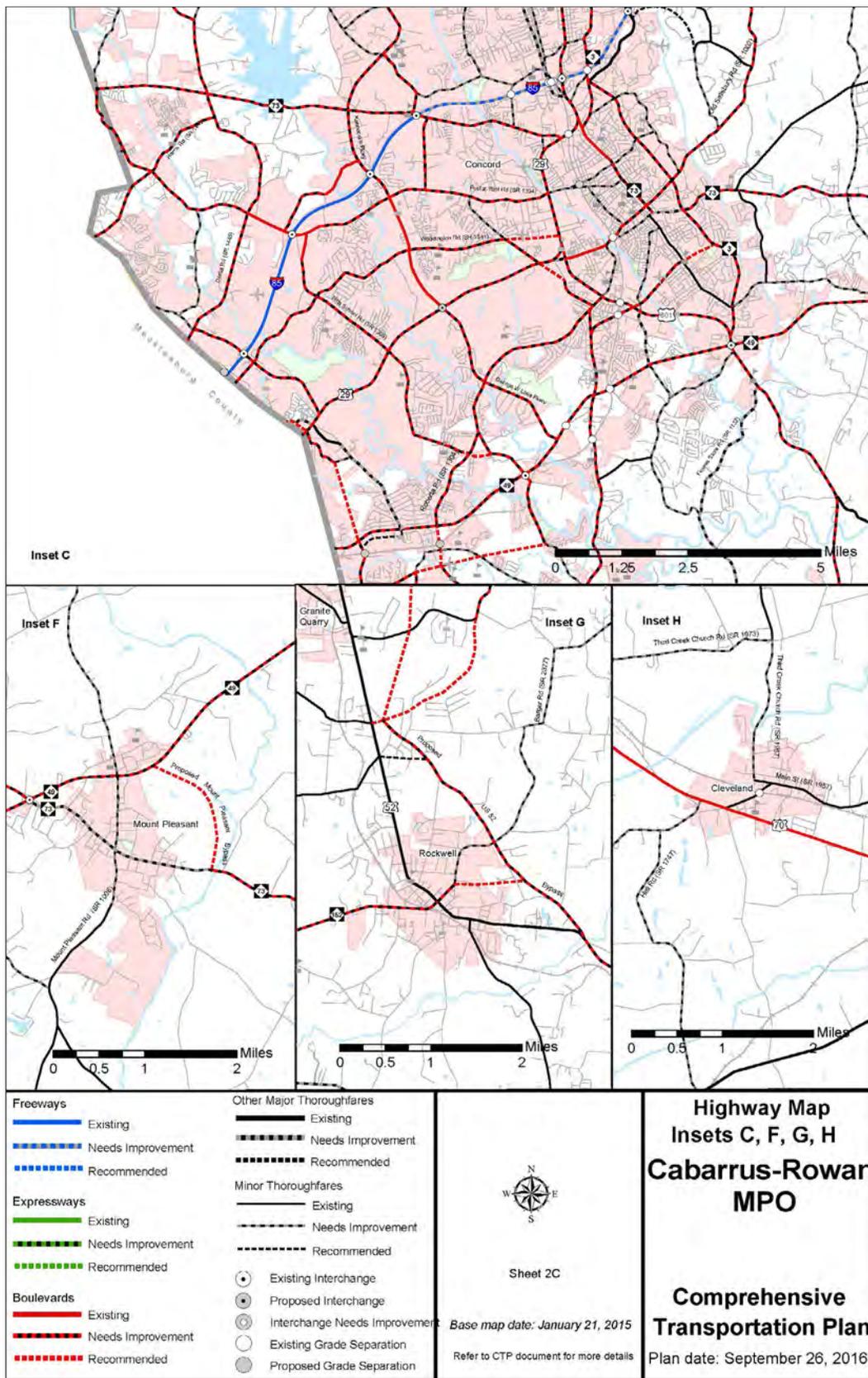
▼ TABLE 1.16 TRANSPORTATION PROJECTS

PROJ. #	DESCRIPTION	R-O-W YEAR
B-5790	Bridge replacement on S. Main St. over Adams Creek	2020
B-5813	Bridge replacement on NC 73 over Dutch Buffalo Creek	2023

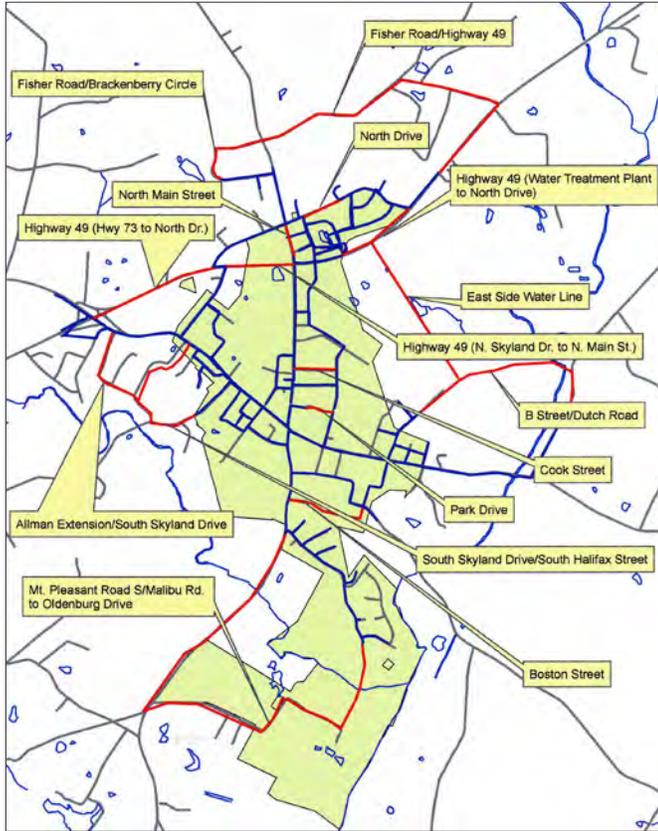
▼ MAP 1.21 METROPOLITAN TRANSPORTATION PLAN MAP EXCERPT



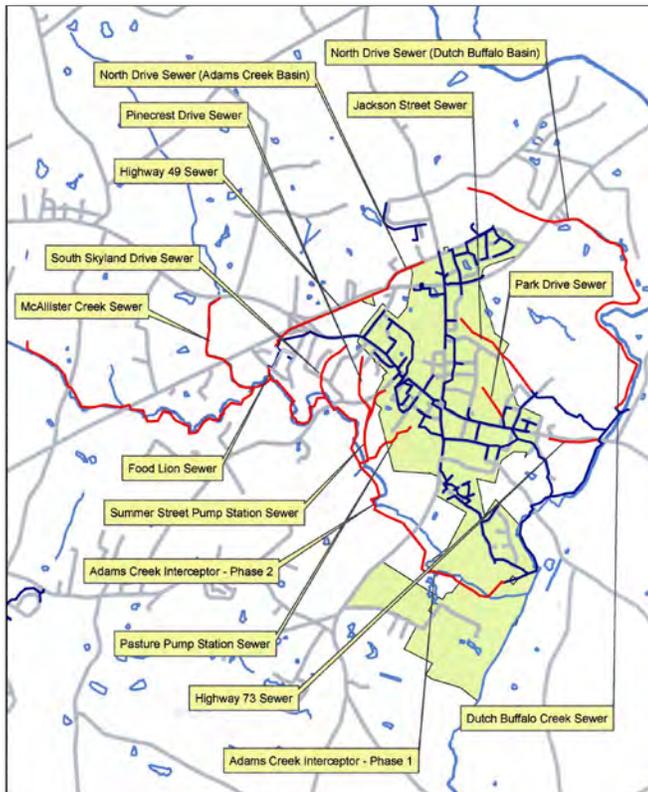
▼ MAP 1.22 CABARRUS-ROWAN MPO CTP HIGHWAY MAP



▼ MAP 1.23 WATER SYSTEM IMPROVEMENTS MAP



▼ MAP 1.24 SEWER SYSTEM IMPROVEMENTS MAP



## TOWN OF MOUNT PLEASANT WATER & SEWER MASTER PLAN

In 2007, the Town worked with Frazier Engineering to develop a Water and Sewer Master Plan. The plan was intended to comply with a state requirement for a Capital Improvements Plan for communities with a System Wide Wastewater Collection System Permit. Goals and assumptions of the plan include:

- The Town of Mount Pleasant invites controlled growth with a mixture of preserved agricultural lands, various residential development areas, and industrial/commercial development (consistent with the Eastern Area Land Use Plan).
- The Town of Mount Pleasant would like to promote commercial growth along the Highway 49/73 corridors.
- The availability of water and sewer services at a reasonable cost may influence where growth occurs.
- Larger “trunk” sewers and pump stations will be constructed by the Water and Sewer Authority of Cabarrus County (WSACC).

The plan provides a list of pump station upgrade needs and new sewer line needs. It also sets forth water system improvement needs. It also provides a timeline and estimated costs for improvements. Timelines and costs provided for the water system were based on the assumption that WSACC would continue to maintain the water system. However, in 2017, The Town of Mount Pleasant took the water system over from WSACC, with noted deferred system maintenance. Given the vast differences in the growth assumptions of the plan and the Town assuming control of the water system, an update is needed.

## WSACC MASTER PLAN

In 2013, the Water and Sewer Authority of Cabarrus County (WSACC), produced a master plan with a future land use model used to forecast future growth and project water and sewer demand. The adopted Eastern Area Land Use Plan and Mount Pleasant growth area maps were primarily used to produce the future land use projections for the planning area, with one exception. The area at the southwest corner of the intersection of Highways 49 and 73 is shown as mixed use rather than as an employment center.

The plan projects that, by 2040, the Mount Pleasant utility service area will account for 2.2% of all residential growth within the County, adding 1,254 dwelling units. It also projects the addition of 1,717 jobs within the service area.

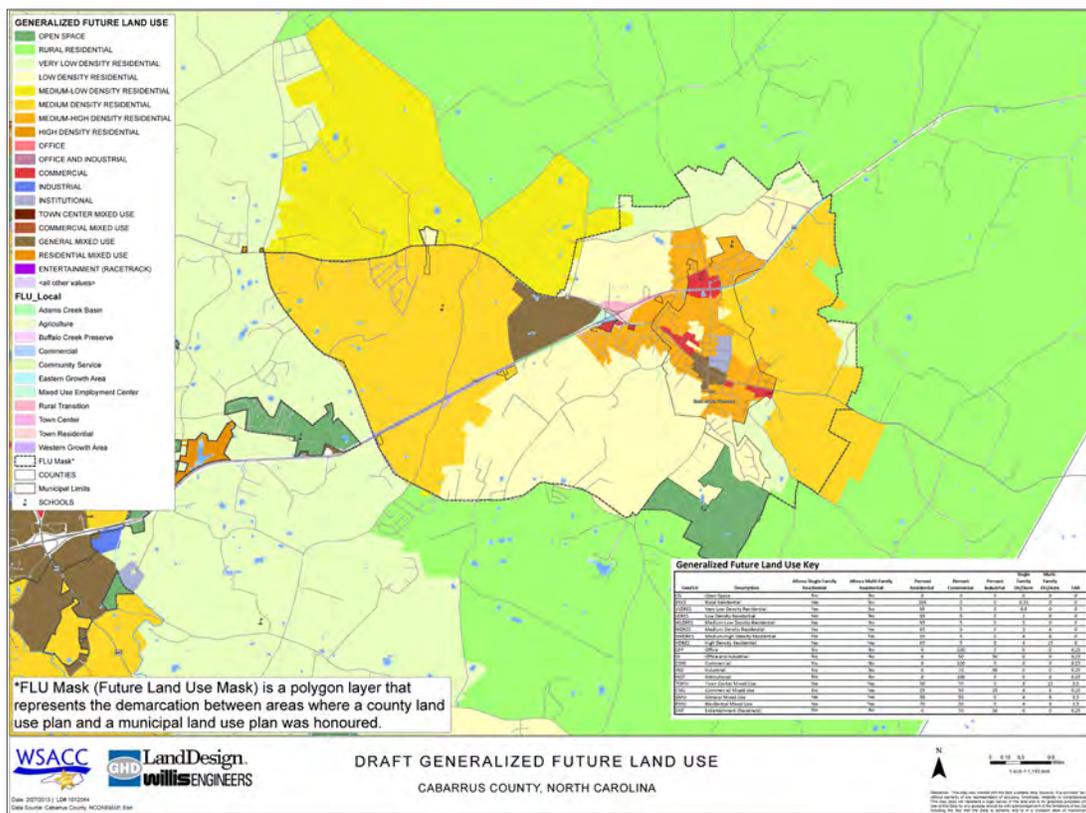
▼ TABLE 1.17 PROJECTED SECTOR GROWTH BY 2040

INDUSTRY SECTOR	PROJECTED JOB GROWTH	PROJECTED SQUARE FEET GROWTH	% OF COUNTY SHARE
Industrial	184	32,897	2.7%
Commercial	210	151,761	3.6%
Office/Inst.	1,149	447,021	4.7%
Lodging	27	32,974	3.5%
Service	146	40,683	3.0%

▼ TABLE 1.18 PROJECTED RESIDENTIAL GROWTH BY 2040

RESIDENTIAL TYPE	PROJECTED JOB GROWTH	% OF COUNTY SHARE
Single-family	1,291	3.1%
Townhomes	32	1.6%
Multi-family	-69	0.8%
Lodging	27	3.5%
Service	146	3.0%

▼ MAP 1.25 WSACC MASTER PLAN FUTURE LAND USE MAP EXCERPT



## THE PLANNING PROCESS

### GENERAL PROCESS

The Town Board of Commissioners appointed a Comprehensive Plan Steering Committee to oversee the Comprehensive Plan development process. The Committee began work on the plan in March of 2017 by conducting a Strengths, Weaknesses, Opportunities, and Threats (SWOT) analysis. In April, the Committee reviewed background research and assisted in the preparation of a public survey. The group was also integral in the review of public input and the draft plan throughout the process.

The general planning process included:

- Steering Committee Meetings
- Community Workshop
- Public Input Survey
- Plan Drafting
- Plan Adoption

The plan steps are listed in the table on the following page. The descriptions of the public meetings and workshops are described in the Community Input section of the plan with detailed results in the appendix.

### PLAN OVERVIEW AND ORGANIZATION

The Comprehensive Plan is organized into five main sections:

#### Chapter 1 Introduction

This section of the plan contains the overview and general information about why and how the plan was developed.

#### Chapter 2 Community Input

This section of the plan summarizes the results of the public input survey and workshop and provides analysis of that input.

#### Chapter 3 Vision and Goals

The vision and goals of the plan were developed in light of the community input gathered. The vision for Mount Pleasant is the primary theme guiding the development of the plan and its implementation strategies. Each Comprehensive Plan component has a corresponding goal and strategies.

## Chapter 4 Implementation

In order to achieve the plan's vision, goals and strategies, an implementation plan was prepared. The implementation plan is highlighted by a matrix that sets forth priorities and responsible parties needed to implement each goal and strategy identified in the plan.

## Chapter 5 Appendix

The appendix includes public comments from the public input survey.

▼ TABLE 1.17 PLANNING PROCESS SCHEDULE

PLANNING STEPS	DATE
PROJECT INITIATION	FEBRUARY 2017
STEERING COMMITTEE KICK-OFF	MARCH 9
BACKGROUND RESEARCH	MARCH-APRIL
COMMITTEE REVIEW OF BACKGROUND	APRIL 13
PUBLIC INPUT SURVEY	APRIL
COMMUNITY WORKSHOP	MAY 15
COMMITTEE REVIEW OF INPUT	JULY 13
WORKING DRAFT PREPARED	JULY-AUGUST
COMMITTEE REVIEW OF WORKING DRAFT	AUGUST 10
COMPLETE DRAFT PREPARED	AUGUST-OCTOBER
COMMITTEE REVIEW OF COMPLETE DRAFT	OCTOBER 12 & NOVEMBER 9
PUBLIC PRESENTATION OF DRAFT PLAN	NOVEMBER 16
JOINT BOARD WORKSHOP	NOVEMBER 27
TOWN BOARD PUBLIC HEARING	DECEMBER 11

h m p

# 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 voiced their ideas through a survey and community workshop.

Some of the opportunities to participate in Mount Pleasant’s Comprehensive Plan included a survey, the Town’s website and Facebook page, and a community workshop. Public engagement activities were kicked off in April 2017 with the launch of a public survey. The survey was publicized through the Town’s Facebook page, notification in utility bills, and flyer distribution to elementary and middle schools. There were over 600 survey responses. Survey questions included a mixture of multiple choice questions and open-ended questions.

Advertising the workshop began several weeks prior to the meeting date by placing announcements on the Town’s website and Facebook page, engaging the local newspaper *The Independent Tribune*, and distributing flyers throughout the community. The Town also had a booth at the “I Love My City” event on April 29, 2017 to advertise the workshop and give participants the opportunity to say what they love about Mount Pleasant.

The community workshop was held on May 15, 2017 at the Mount Pleasant United Methodist Church. The format of the workshop was a drop-in style gathering that allowed citizens to vote with poker chips on strategies categorized by the topic areas of the Comprehensive Plan. In order

to convey the concept of finite resources and the need to prioritize goals, the number of chips per person was limited. The approximately 50 participants allocated resources to the strategies that they believe matter most for the Town’s future prosperity. The strategies were derived from previously adopted Town and County plans, as well as emerging community needs.

The following pages provide a summary of the results from both the survey and the community workshop. Responses to open-ended questions comments are located in the Appendix.

► FIGURE 2.1  
WORKSHOP  
FLYER



## PUBLIC SURVEY- QUESTIONS 1-3

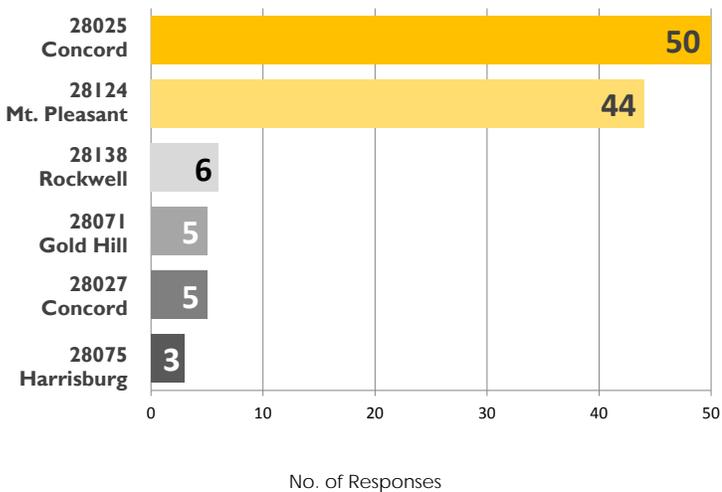
### Who responded to the survey?

▼ TABLE 2.1 SURVEY PARTICIPANTS

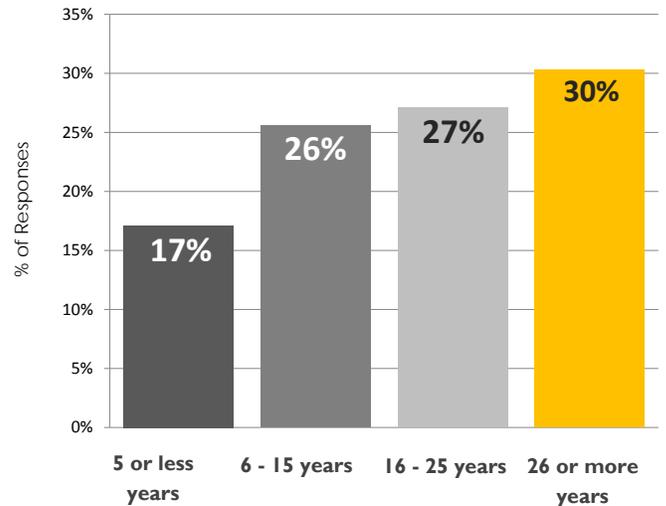
	PERCENT OF RESPONSES*	NUMBER OF RESPONSES*
Resident	93.3%	500
Property Owner (but not a resident)	11.0%	59
Business Owner	6.7%	36
Other		69

\*More than one response allowed.

▼ FIGURE 2.2 NON-RESIDENT ZIP CODES



▼ FIGURE 2.3 LONGEVITY OF RESIDENCE

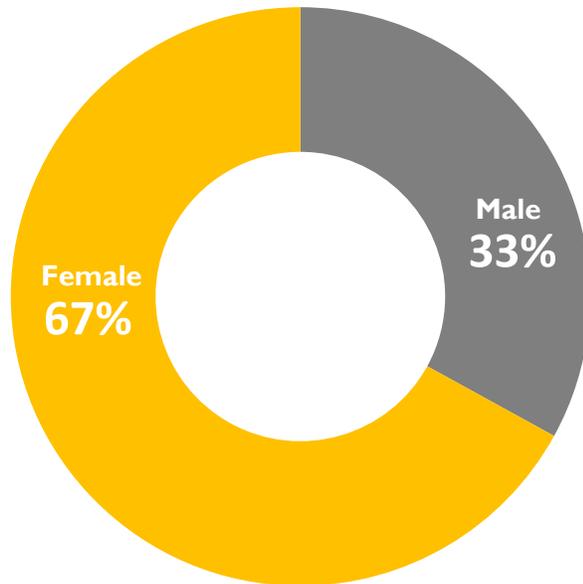


Of the approximately 600 respondents, 500 are residents of the planning area, while 59 are property owners, 36 are business owners, and 69 specified other. The majority of respondents that do not live in the planning area live in areas of eastern Concord or within the Mount Pleasant zip code but not part of the planning area. Nearly one-third of respondents have lived in the Mount Pleasant planning area for more than 25 years, while only 17% have lived in the area for five years or less.

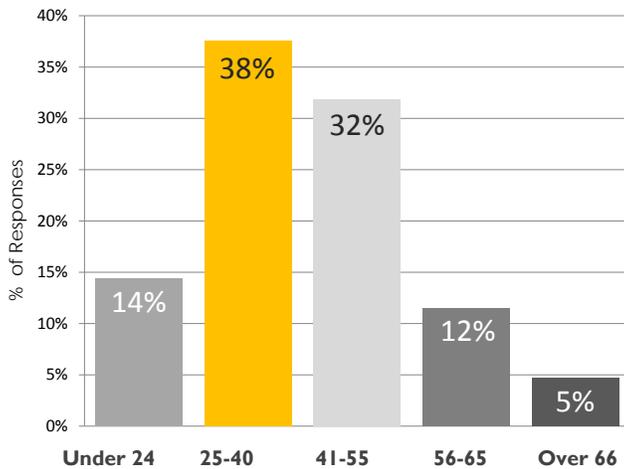
## PUBLIC SURVEY- QUESTIONS 4-6

### Who responded to the survey?

▼ FIGURE 2.4 RESPONDENT GENDER



▼ FIGURE 2.5 RESPONDENT AGE RANGE



▼ TABLE 2.2 RESPONDENT PLACE OF WORK

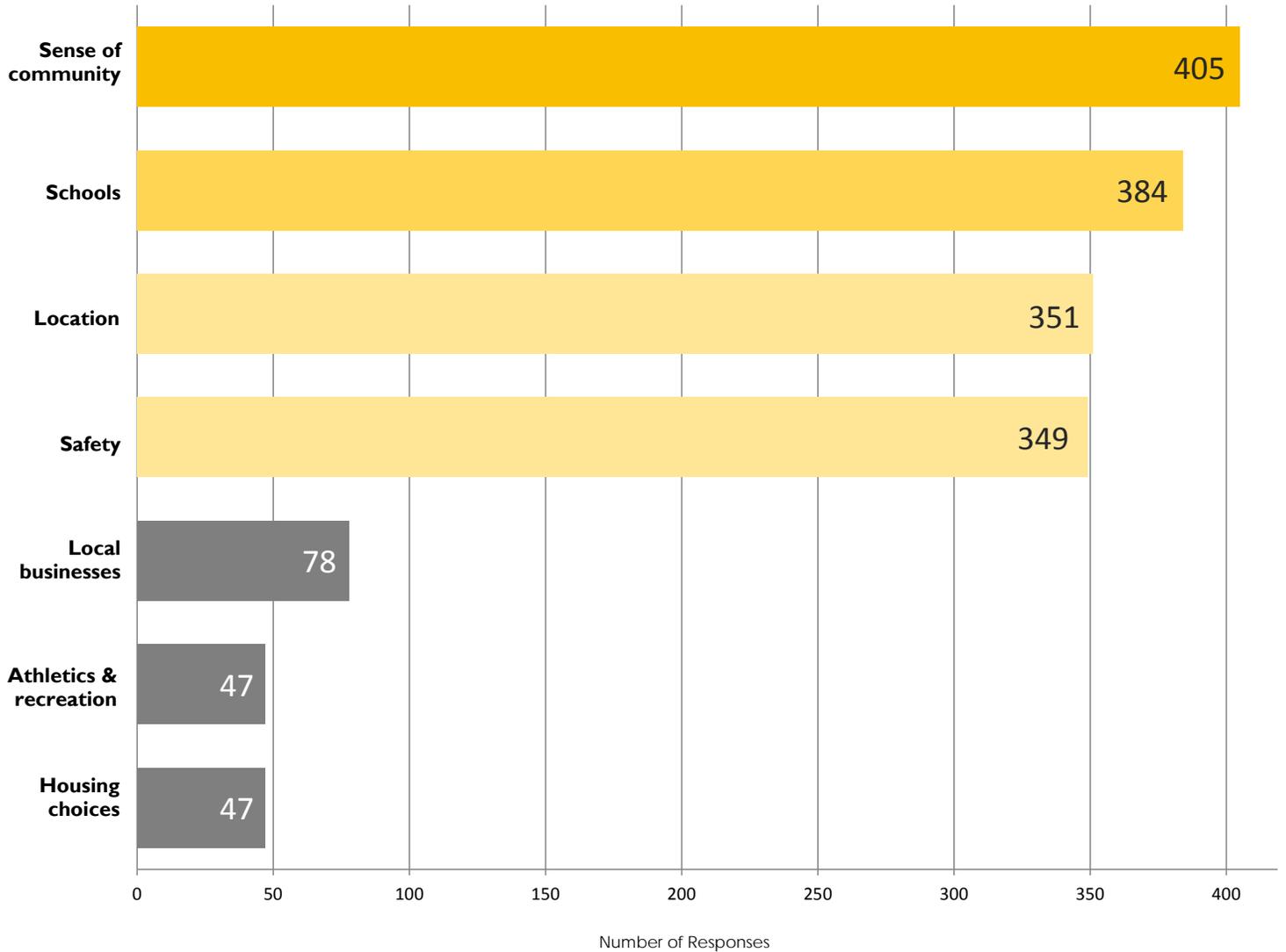
	PERCENT OF RESPONSES
Cabarrus County	39.3%
Mount Pleasant	18.2%
Mecklenburg County	14.4%
I am retired	10.1%
I am a student	6.1%
I am unemployed	4.2%
Stanly County	4.0%
Rowan County	3.1%
Union County	0.7%

Approximately 33% of survey respondents are male, while 67% are female. About 52% of respondents are under the age of 40, while 44% are between 40 and 65, and 5% are over the age of 65. Nearly 10% of respondents are retired, while most employed respondents work in Mount Pleasant or Cabarrus County. The respondents represent a broad cross section of Mount Pleasant constituents.

## PUBLIC SURVEY- QUESTION 7

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

▼ FIGURE 2.6 COMMUNITY ASSETS

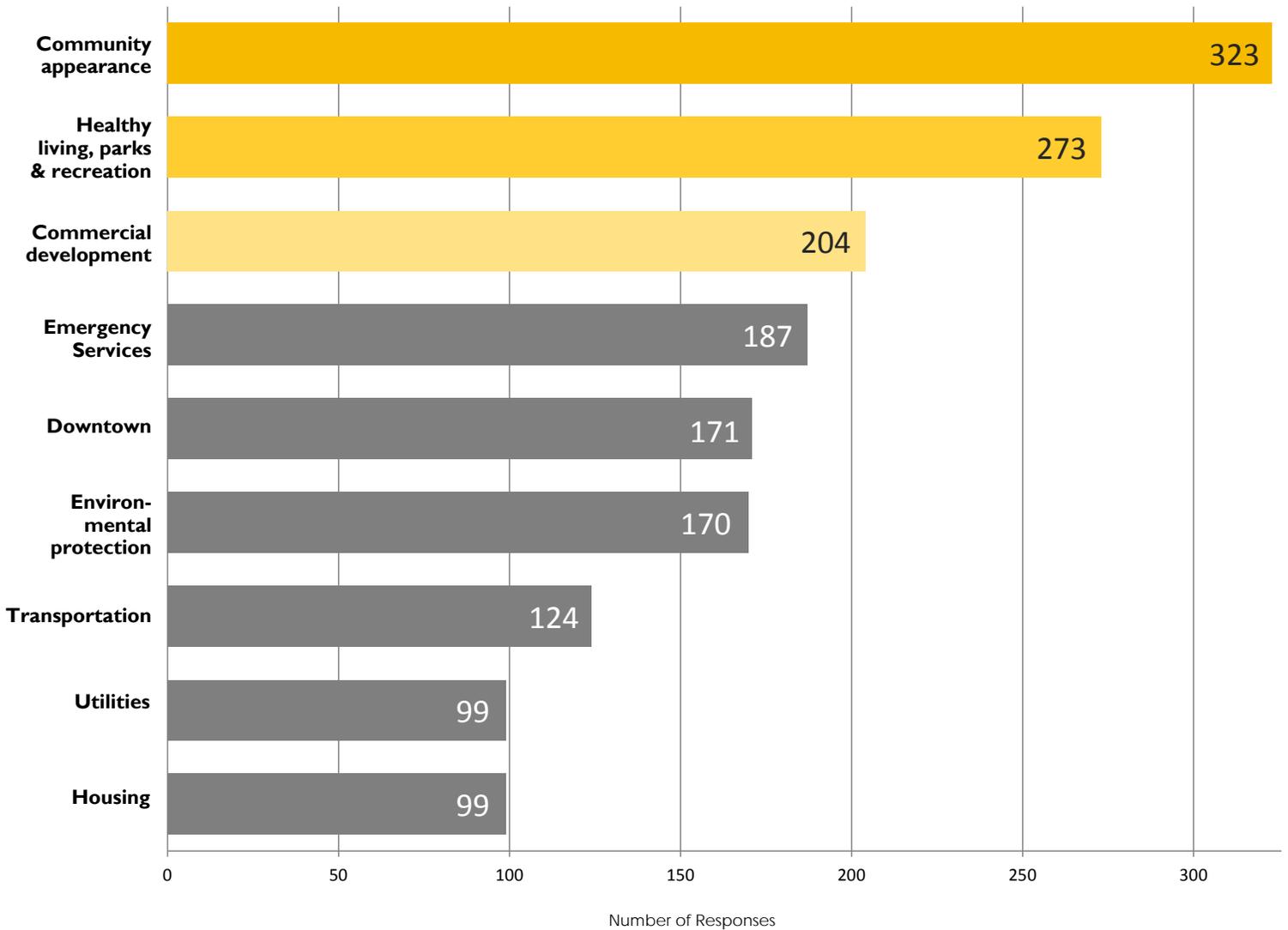


Residents identified with several assets or characteristics of the Town. Sense of community was the highest rated asset, followed closely by schools. The location and safe environment were also important to many respondents. Of the 18 respondents that answered "other", the small town atmosphere and rural lifestyle were most frequently noted.

## PUBLIC SURVEY- QUESTION 8

Please rank the top three items in order of importance as they relate to the Mount Pleasant's future.

▼ FIGURE 2.7 PRIORITIES FOR THE FUTURE

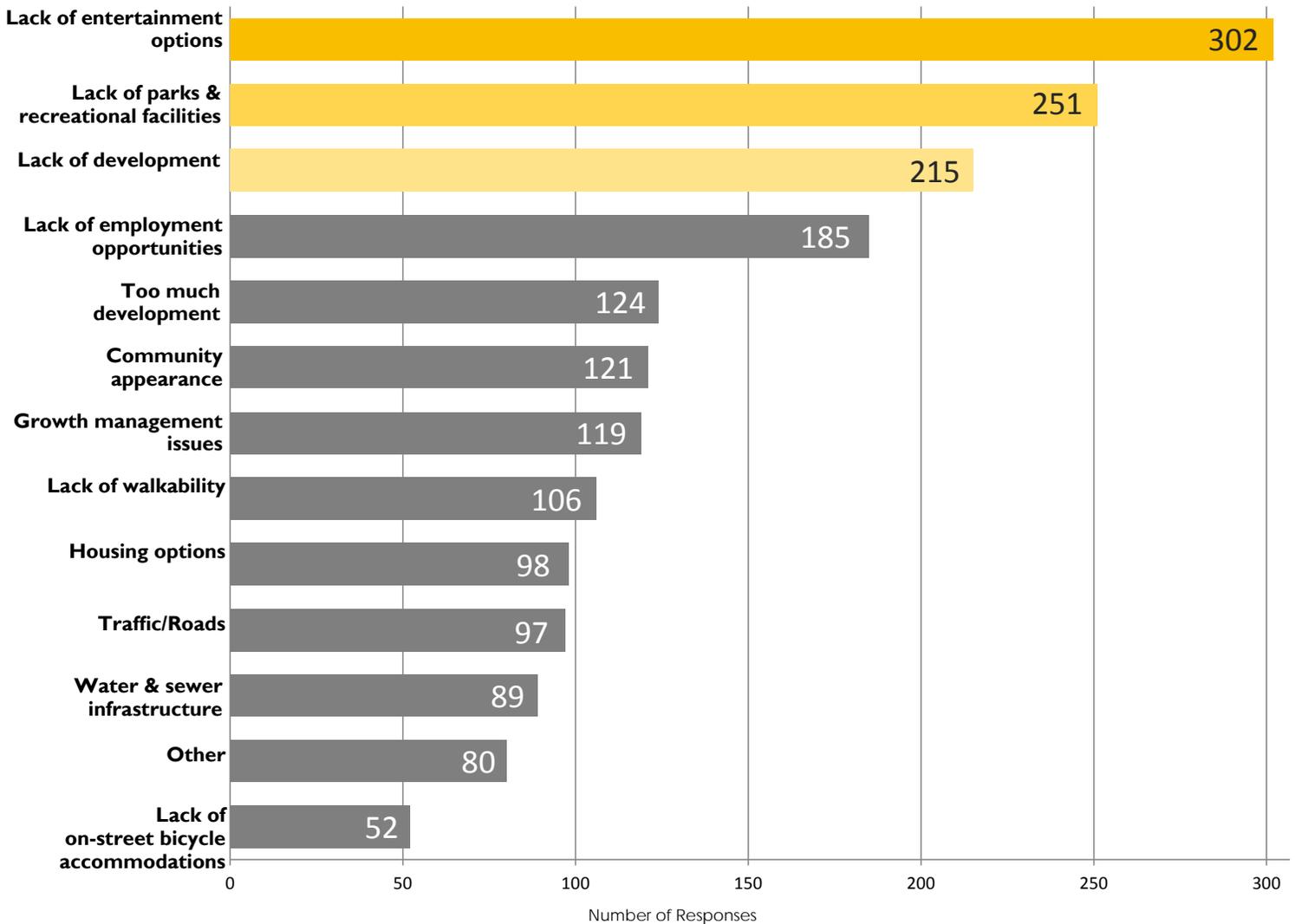


Asked to rank the Town's priorities for the future, respondents ranked community appearance the highest, followed by healthy living, parks and recreation and then commercial development. Of the 21 respondents that answered "other", the small town atmosphere was again the most frequently noted attribute.

## PUBLIC SURVEY- QUESTION 9

Every community has its shortcomings. Which of the following do you think apply to Town of Mount Pleasant? (Check all that apply)

▼ FIGURE 2.8 PERCEIVED COMMUNITY SHORTCOMINGS

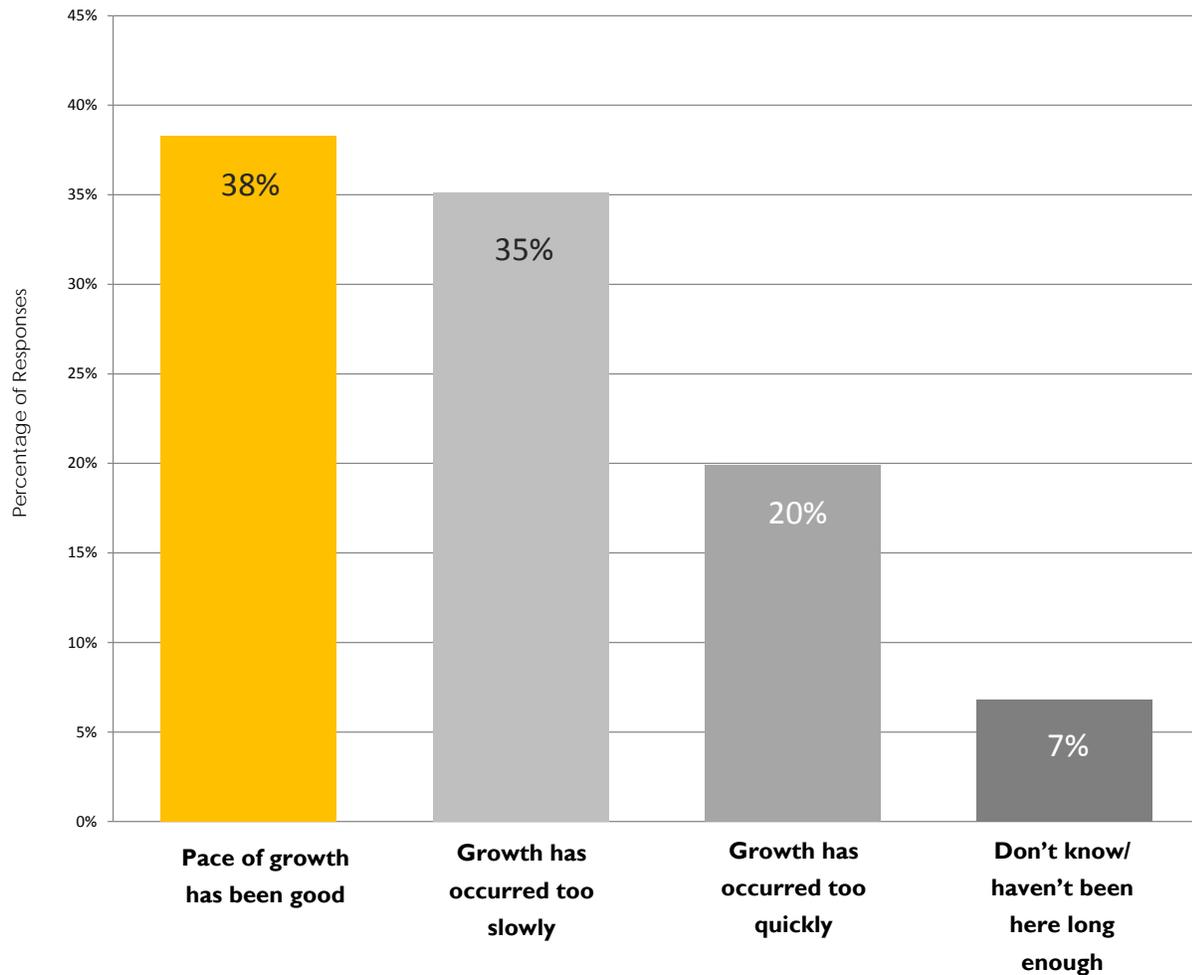


Respondents perceive the Town’s lack of entertainment options as its number one shortcoming. The second highest shortcoming is lack of parks and recreation facilities and third the lack of development. Other shortcomings, noted frequently by the 80 respondents that elaborated, include development pressures, the new apartment complex, a high tax rate, lack of business variety, lack of youth athletic group cohesiveness, aging housing stock, and the intersection of Main Street and Highway 73.

## PUBLIC SURVEY- QUESTION 10

*How do you feel about the pace of growth and development in Mount Pleasant over the past ten (10) years?*

▼ FIGURE 2.9 PERCEIVED PACE OF TOWN GROWTH

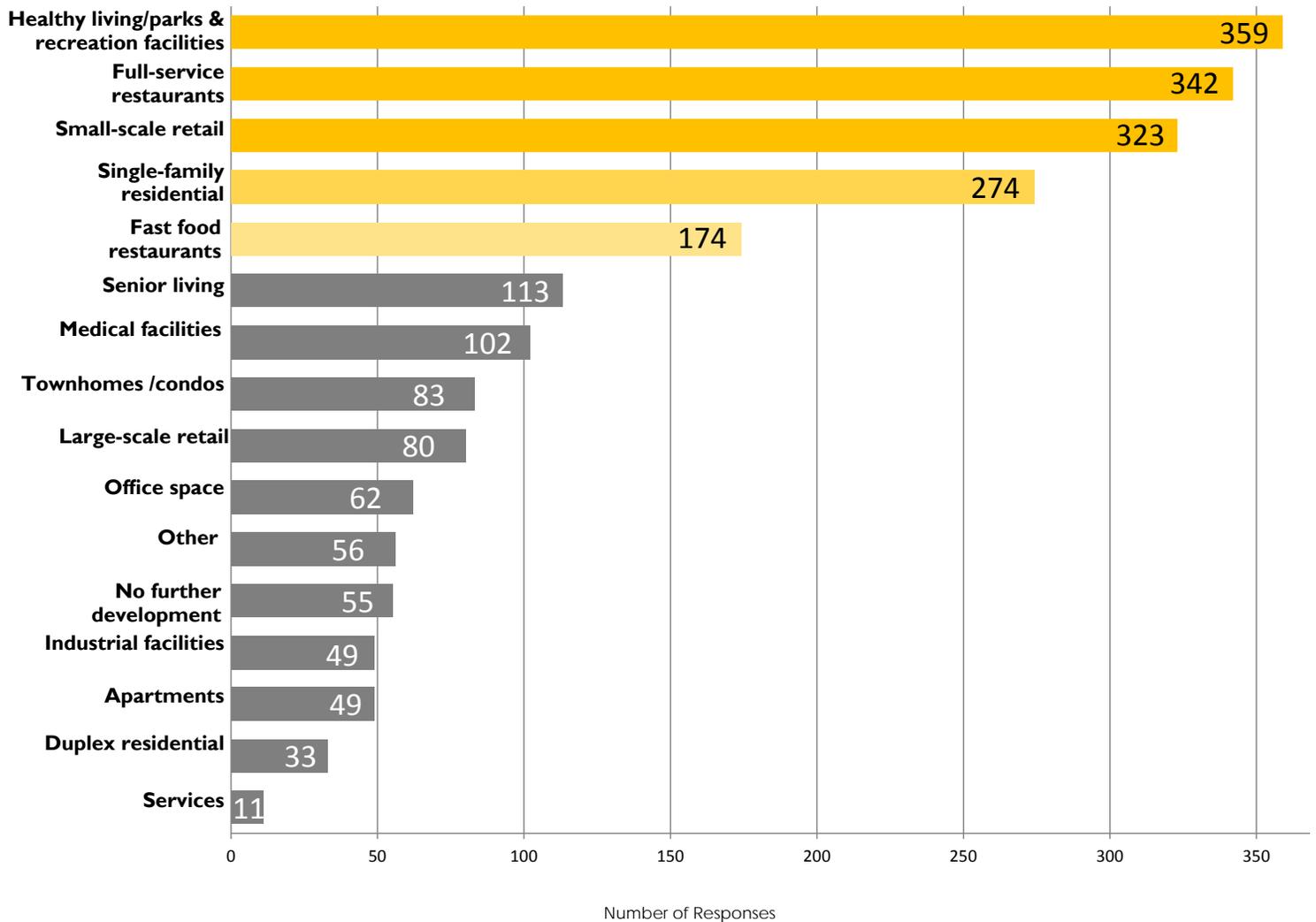


The majority of survey participants perceive the pace of growth as good or too slow. One-fifth of respondents feel that growth has occurred too quickly, while 7% do not know or have not been in the community long enough to have an opinion.

## PUBLIC SURVEY- QUESTION 11

*In the future, what types of development should the Town encourage? (Check all that apply)*

▼ FIGURE 2.10 FUTURE DEVELOPMENT TO ENCOURAGE

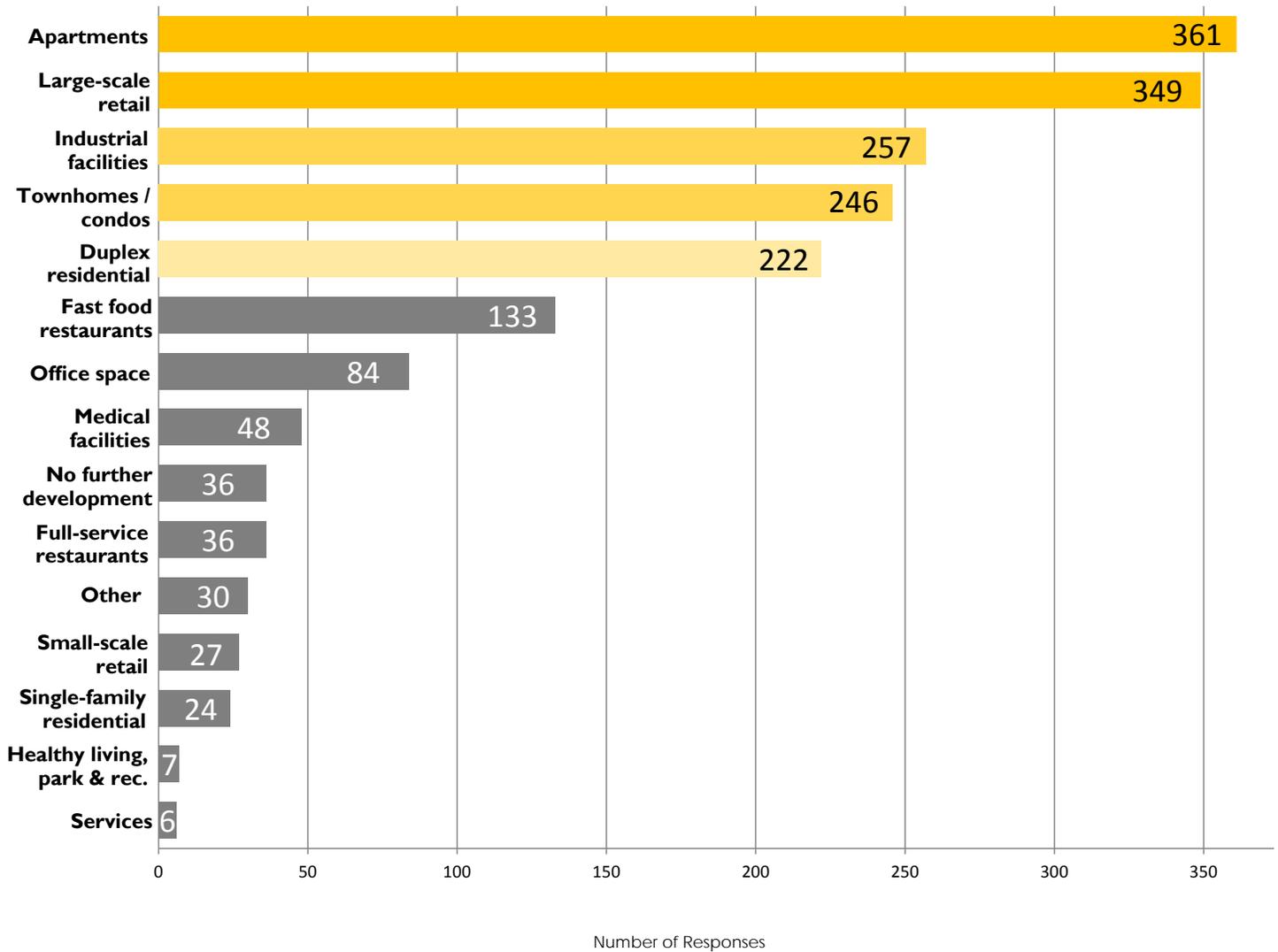


Asked to voice their opinions on which types of development the Town should encourage in the future, respondents ranked healthy living/parks & recreation facilities, full-service restaurants, and small-scale retail as the top three choices. Small-scale retail and single-family residential development were also highly rated. Of the respondents that chose “other”, emphasis was placed on attracting small businesses rather than chain retailers.

## PUBLIC SURVEY- QUESTION 12

*In the future, what types of development should the Town discourage? (Check all that apply)*

▼ FIGURE 2.11 FUTURE DEVELOPMENT TO DISCOURAGE

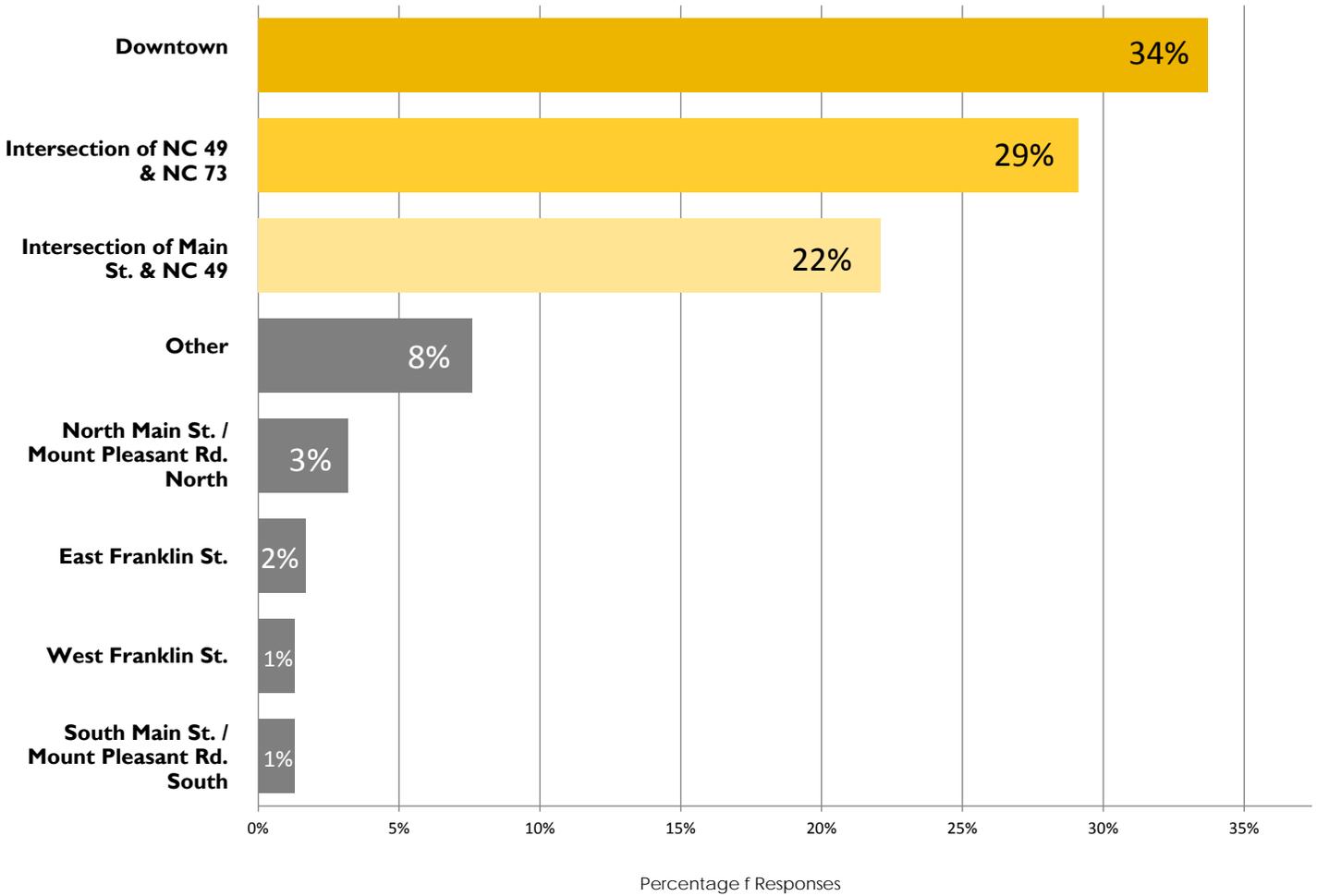


On the opposite side of the spectrum, respondents chose apartments, large-scale retail, and industrial facilities as the top three types of future development for the Town to discourage. Among the 30 respondents that elaborated on their answer, negative emphasis was placed on the new apartment complex built at Highway 73 and Skyland Drive.

## PUBLIC SURVEY- QUESTION 13

What part of the planning area is most important to the progress and future of the Town?

▼ FIGURE 2.12 MOST IMPORTANT PART OF THE PLANNING AREA

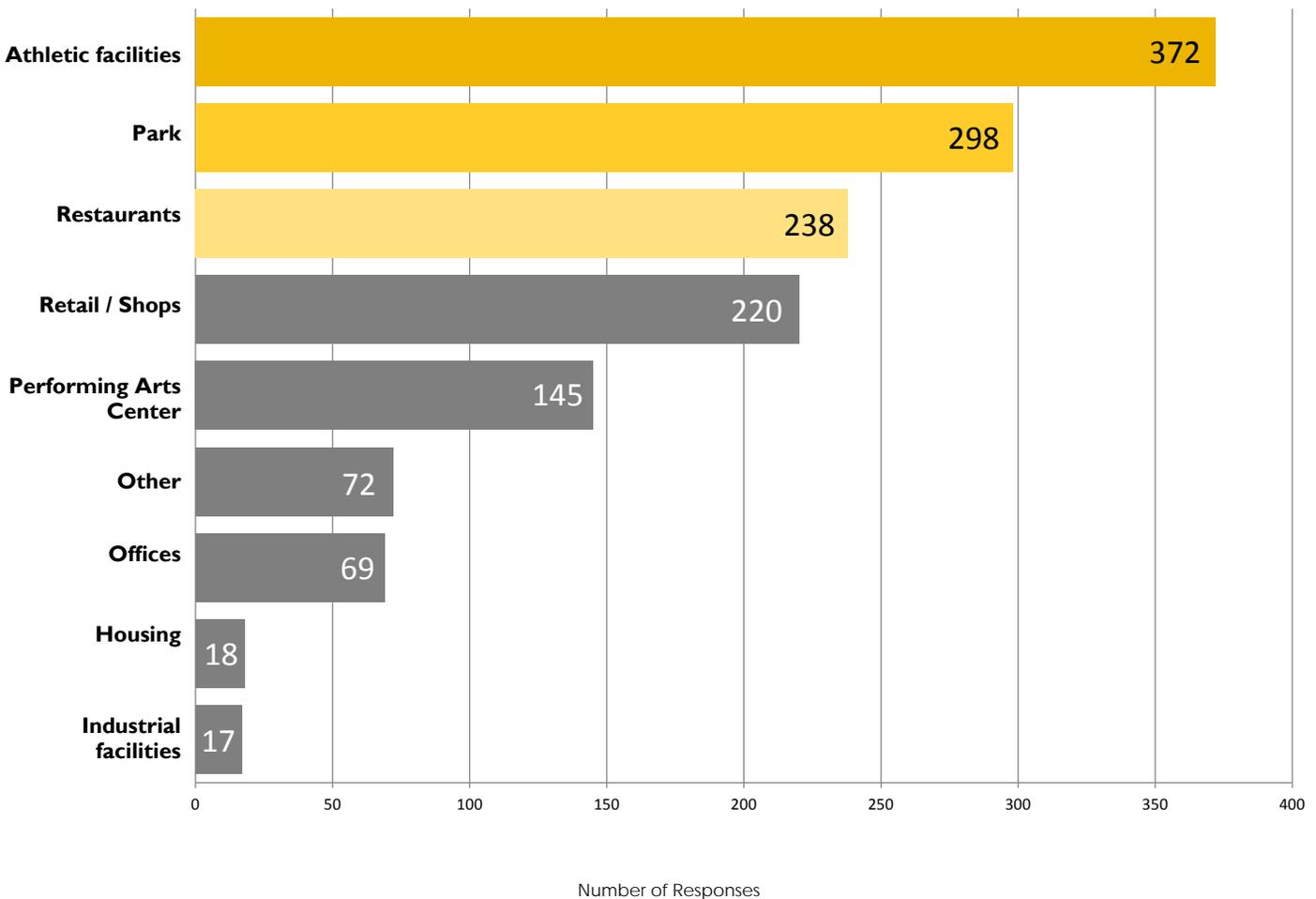


Respondents see Downtown Mount Pleasant as the most important area to the progress and future of the Town. The intersection of NC Highways 49 and 73 was ranked second followed by the intersection of Main Street and NC Highway 49. Among the 40 respondents that elaborated on their answers, emphasis was placed on refreshing downtown or leaving everything exactly as it is.

## PUBLIC SURVEY- QUESTION 14

What types of uses would you like to see at the former Mount Pleasant Middle School site? (check all that apply)

▼ FIGURE 2.13 MIDDLE SCHOOL SITE POTENTIAL FUTURE REDEVELOPMENT



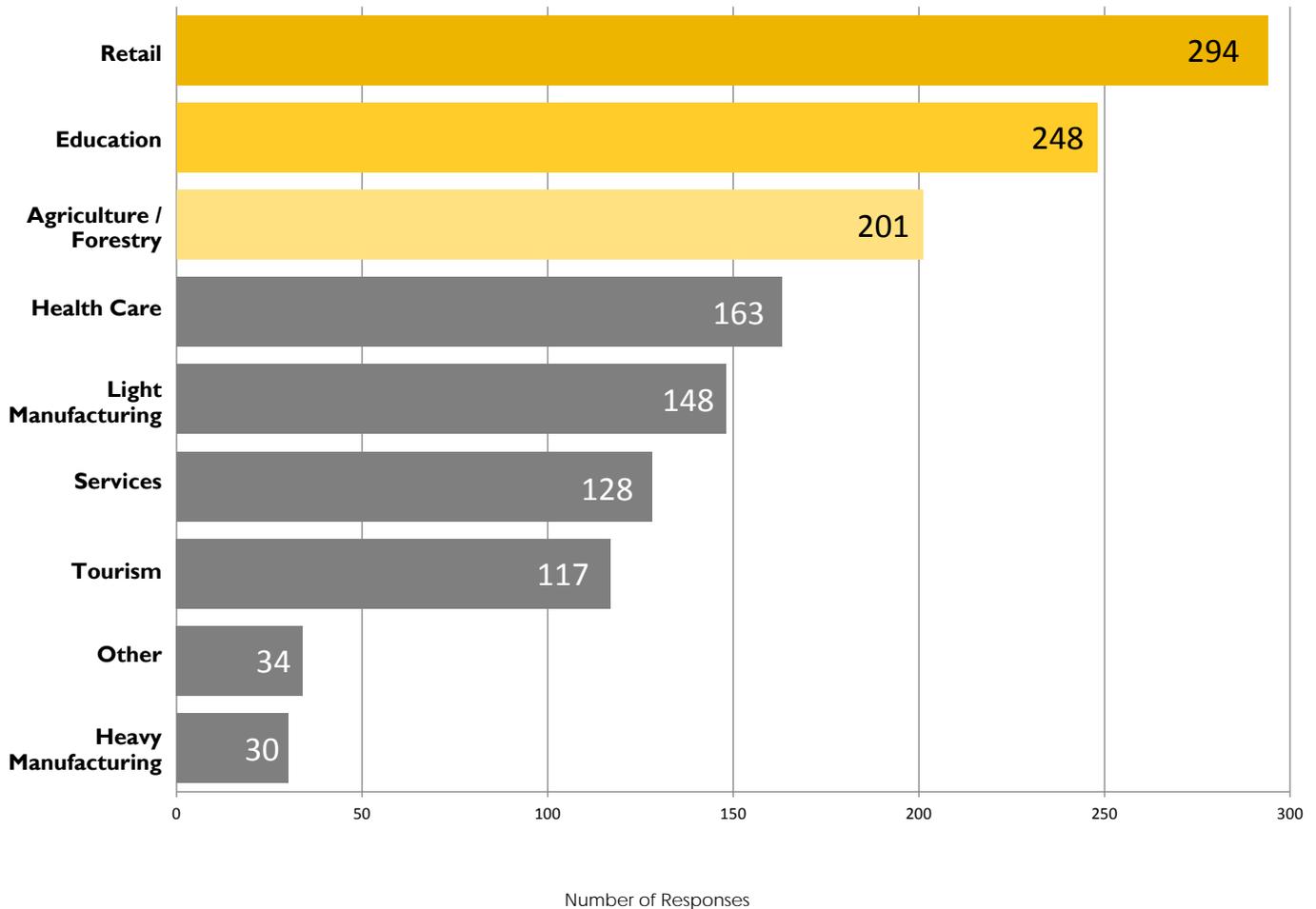
When asked about potential redevelopment of the former Middle School site, the number one response was athletic facilities, followed by a park and restaurants. A large number of the 72 respondents that elaborated on their answers requested a YMCA or similar facility, while many emphasized the need for additional athletic fields and facilities. Others encouraged a mixing of uses on the site to include both athletic/recreational uses and retail.



## PUBLIC SURVEY- QUESTION 16

What economic sectors should the Town of Mount Pleasant focus on for its future economic base?  
(check all that apply)

▼ FIGURE 2.15 DESIRED FUTURE ECONOMIC SECTORS



Respondents are most interested in the Town focusing on retail, education, and agriculture/forestry for the future economic base. Of the 34 respondents that elaborated, several noted the need for a diversified economic base, while others noted the need for improved infrastructure to broaden the economic base.



## PUBLIC SURVEY- QUESTION 18

What should Mount Pleasant do to attract new businesses?

▼ FIGURE 2.17 ATTRACTING NEW BUSINESSES TO TOWN

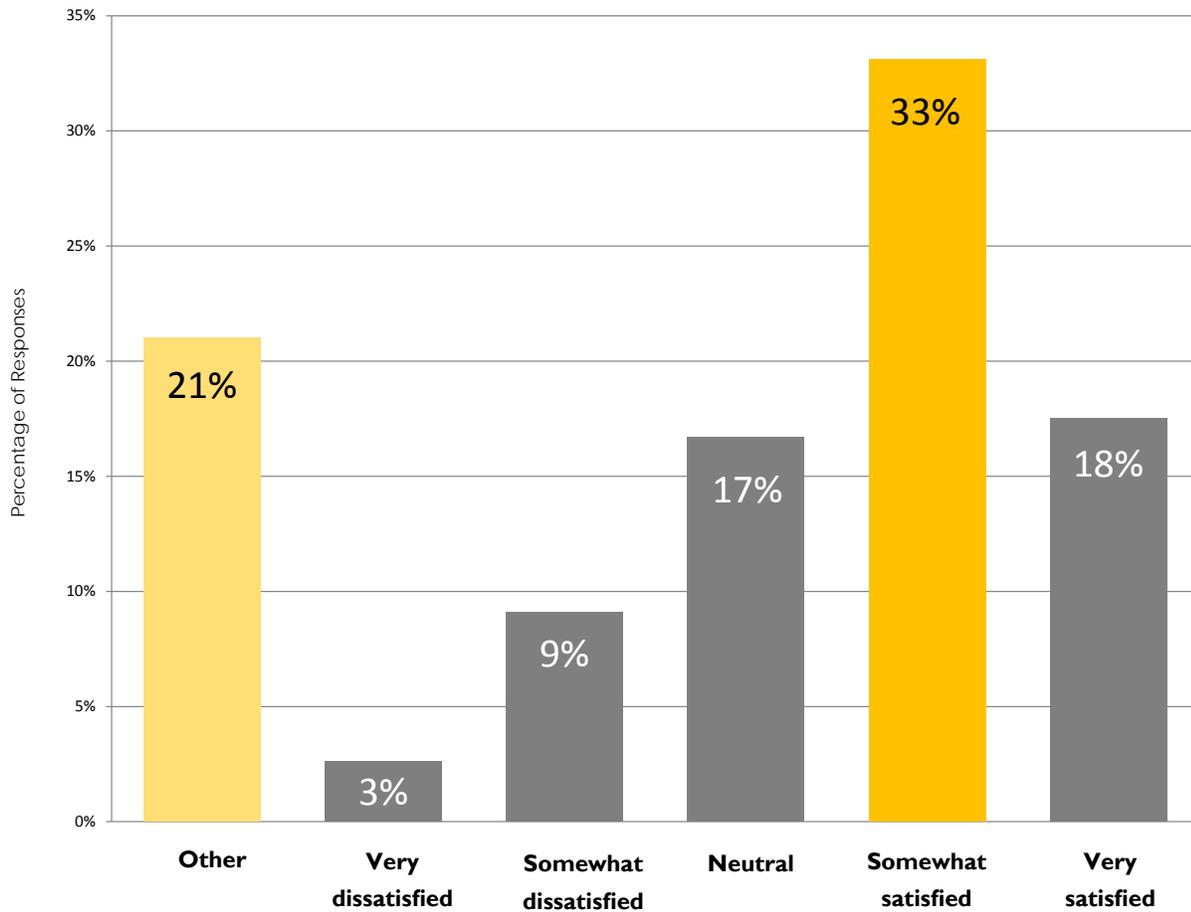


Respondents to this question emphasized the importance of improving the appearance of the Town to attract new business. Many feel that tax incentives and additional marketing would boost business in Mount Pleasant. A large number of respondents also emphasized the importance of staying small, while many preferred the Town to do nothing to attract new businesses. Lack of available property was noted as a major impediment to new businesses looking to move to the area.

## PUBLIC SURVEY- QUESTION 19

*Are you satisfied with the overall appearance of Downtown Mount Pleasant?*

▼ FIGURE 2.18 SATISFACTION WITH DOWNTOWN APPEARANCE

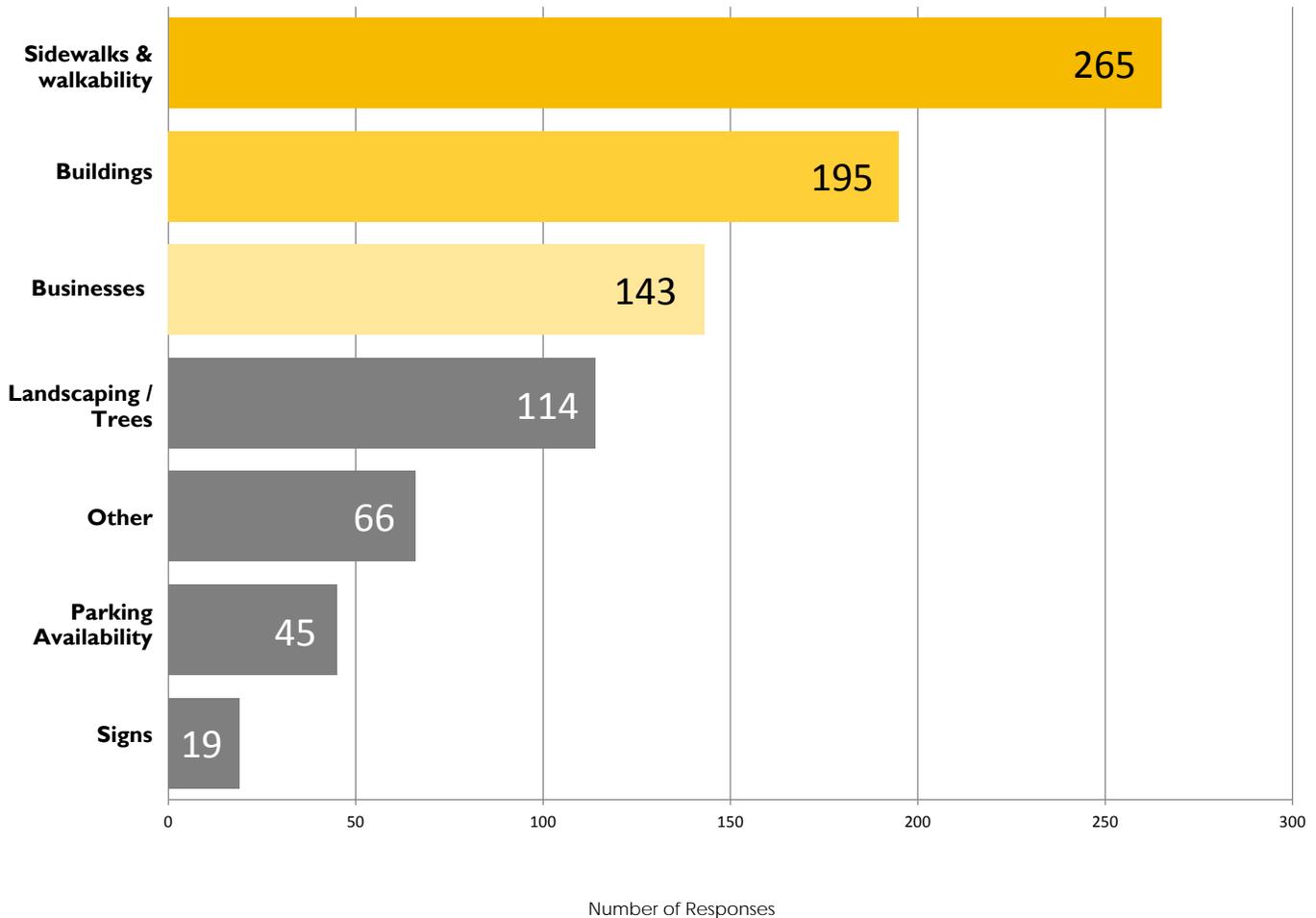


While the majority of respondents are satisfied with the overall appearance of Downtown, 106 respondents took the time to provide additional comments. Most of these expressed concern about building maintenance, nonconforming uses, and empty storefronts. Others expressed the need for additional parking, improved sidewalks, landscaping, and lighting.

## PUBLIC SURVEY- QUESTION 20

What do you like most about Downtown Mount Pleasant? (Check all that apply)

▼ FIGURE 2.19 MOST LIKED DOWNTOWN ATTRIBUTES

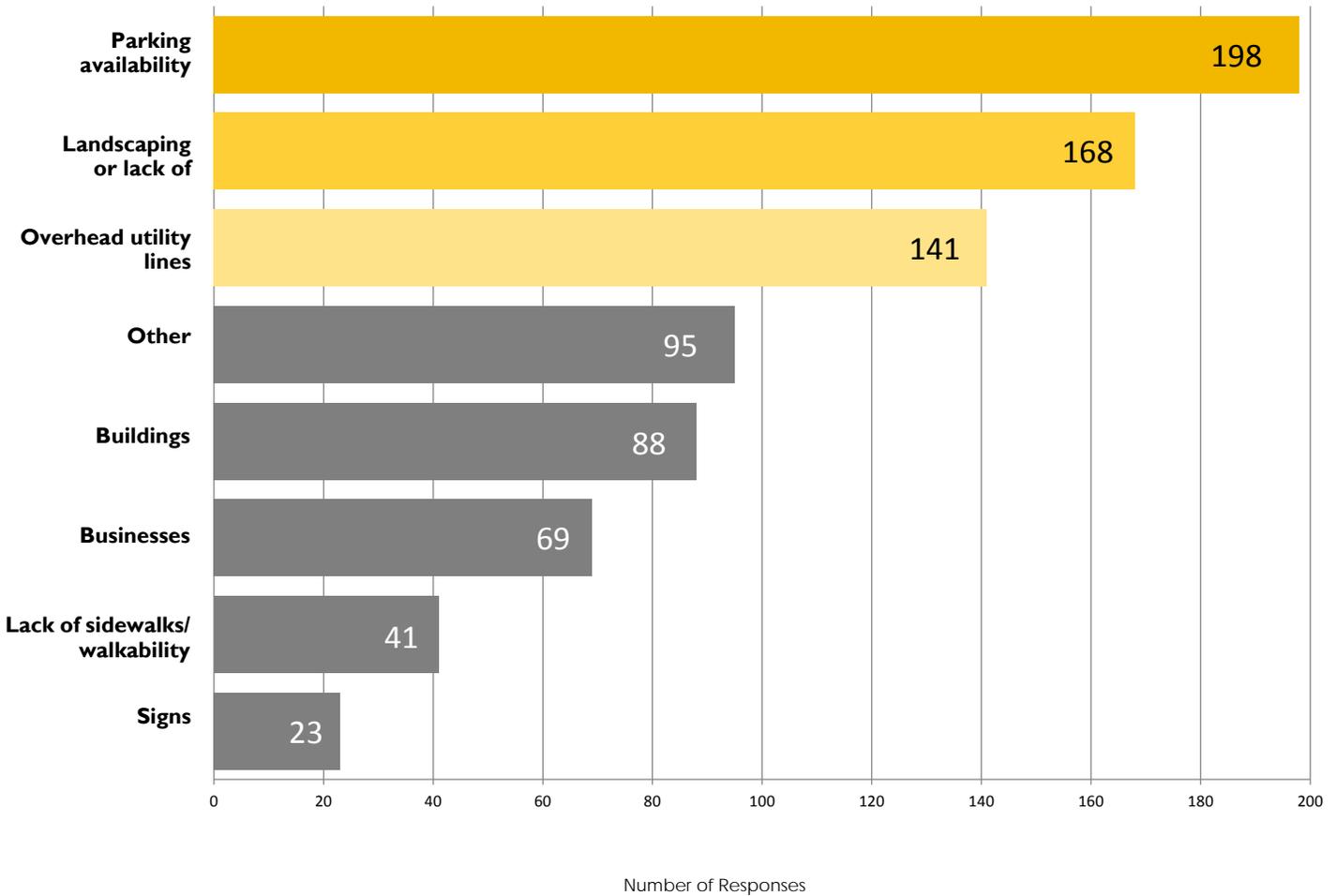


Survey participants like the sidewalks and walkability of Downtown the most. Downtown buildings ranked second, and businesses ranked third. Of the 66 respondents that elaborated on their answers, the historic buildings and small town feel are noted as other favorite aspects, while several stated that there is nothing to like about Downtown.

## PUBLIC SURVEY- QUESTION 21

What do you like least about Downtown Mount Pleasant? (Check all that apply)

▼ FIGURE 2.20 LEAST LIKED DOWNTOWN ATTRIBUTES

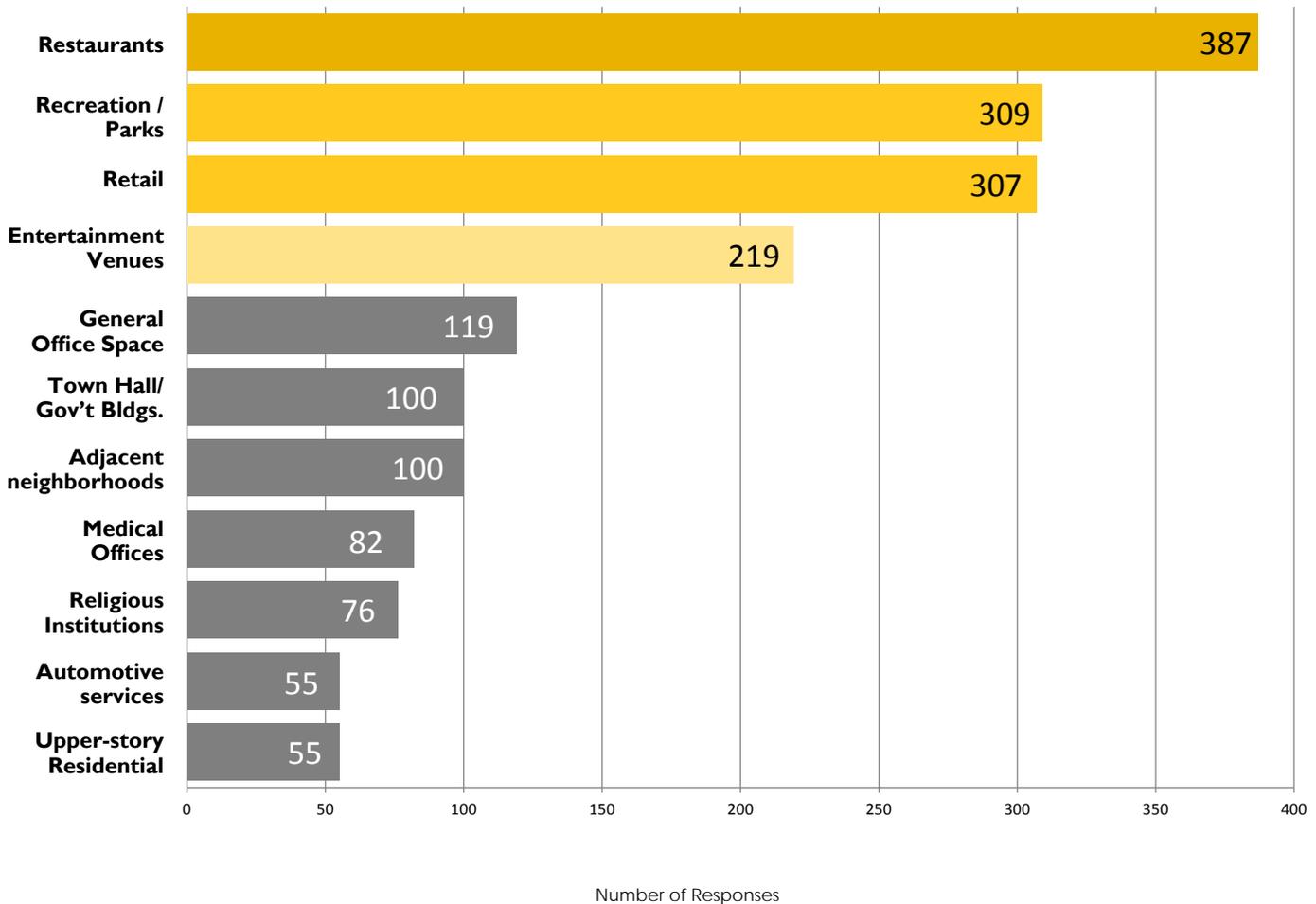


Respondents dislike the lack of parking availability, followed by lack of landscaping and overhead utility lines. Empty storefronts and lack of street lighting are noted frequently among the 95 people that elaborated on their answers. Overall lack of maintenance is also noted as a dislike. Others would like to see a larger and improved park area.

## PUBLIC SURVEY- QUESTION 22

What uses do you think are crucial for a successful Downtown? (Check all that apply)

▼ FIGURE 2.21 CRUCIAL USES FOR A SUCCESSFUL DOWNTOWN



Survey participants perceive restaurants, recreation/parks, and retail as the top three uses crucial to the success of Downtown. Parking and lighting are noted as the biggest needs by the 34 respondents who elaborated on their answers, while a few expressed the desire to leave Downtown exactly the way it is.

## PUBLIC SURVEY- QUESTION 23

*What physical features do you think are crucial for a successful Downtown? (Check all that apply)*

▼ TABLE 2.3 FEATURES CRUCIAL TO DOWNTOWN SUCCESS

	NUMBER OF RESPONSES
Well-maintained buildings	392
Occupied storefronts	366
Sidewalks / Walkability	336
Benches / Pedestrian Lighting	301
Street lighting	300
Frequent community events	257
Public off-street parking	244
Enhanced landscaping	236
Public Spaces/Parks	234
Outdoor dining	230
Pet friendly features	186
Distinct landmarks/monuments	153
Underground utilities	111
On-street parking	107
Bicycle accommodations (i.e. bike lanes, bike racks)	83
Unified signage	73
Other	21

While there are many features that are crucial for a successful Downtown, respondents believe that Mount Pleasant's Downtown success will most be impacted by well-maintained buildings, occupied storefronts, sidewalks/walkability, benches/pedestrian lighting, and street lighting. Of the additional 21 answers to this question, approximately one-third requested pet-friendly features such as a dog park.

## PUBLIC SURVEY- QUESTION 24

What would make Downtown a place that you would want to spend time?

▼ FIGURE 2.22 DOWNTOWN AS A DESTINATION



Many of the 317 respondents to this question desired a greater number and/or more diverse restaurants and shops in the Downtown. Multiple respondents also requested a larger and improved park area and more entertainment venues. Several people also wanted a pub, outdoor dining, and improved Downtown appearance with well-maintained historic buildings and occupied storefronts. Lack of parking was noted as an impediment to downtown success.

## PUBLIC SURVEY- QUESTION 25

Describe a vision for the future of the Town of Mount Pleasant or list physical attributes that you want to see.

▼ FIGURE 2.23 TOWN VISION



Respondents desire an attractive, family-oriented, small town that values its history while highlighting its rural and agrarian roots. They wish to balance this with tightly controlled growth with sound infrastructure, allowing some new compatible residential and commercial uses including a variety of restaurants and shops. They also want recreational needs to be met with parks and athletic fields, as well as indoor facilities. Respondents desire a vibrant, revitalized Downtown with an emphasis on small, local businesses.

## COMMUNITY WORKSHOP

There were approximately 50 attendees for the community workshop held on May 15, 2017 at the Mount Pleasant United Methodist Church. Most of the attendees are residents of the planning area with seven attendees from outside the planning area.

Attendees were invited to participate in a resource allocation exercise and provide additional strategies on notecards and comments on post-it notes. Participants were given eight poker chips each. They were given five white poker chips worth one point each, two blue poker chips worth two points each, and one red poker chip worth 3 points. They were invited to place the chips in jars for the strategies that they felt were most important.

The top rated strategy was to work with Cabarrus County to facilitate the redevelopment or reuse of the old Middle School site. The second highest rated strategy was to again, work with Cabarrus County to identify, acquire, and develop a location for a community park. The third highest rated strategy was to make streetscape improvements in Downtown. Overall category rankings, showed Land Use & Growth Management as the highest priority, followed by Downtown and Parks and Recreation.

▼ IMAGE 2.1 COMMUNITY WORKSHOP



## COMMUNITY WORKSHOP [COMMUNITY IDENTITY & CHARACTER]

Workshop participants were asked to complete the phrase “I love Mt. Pleasant because. . . ” and/or the phrase “In the future, I want Mt. Pleasant to be. . . “. This was another opportunity to find out what matters most to Mount Pleasants’s citizens and what they think makes the Town a great place.

▼ IMAGE 2.2 COMMUNITY CHARACTER EXERCISE



## COMMUNITY WORKSHOP [COMMUNITY IDENTITY & CHARACTER]

Below are the results from the exercise conducted during the workshop, as well as comments provided:

▼ TABLE 2.4 COMMUNITY IDENTITY AND CHARACTER

	STRATEGY	WHITE CHIPS	BLUE CHIPS	RED CHIPS	SCORE	OVERALL RANK
1	Improve landscaping, signage, and building design standards for new and expanding development to enhance and be compatible with surrounding development.	9	1	1	14	15
2	Adopt building maintenance regulations and allocate additional funding for proactive code enforcement and zoning enforcement.	9	4	0	17	14
3	Work with property owners to preserve and rehabilitate historic structures.	17	4	3	34	4 (tie)
4	Provide attractive landscaped signage at the Town's gateways and wayfinding signage for the Town's attractions.	9	2	0	13	16
<b>TOTAL/CATEGORY RANK</b>		<b>44</b>	<b>11</b>	<b>4</b>	<b>78</b>	<b>6</b>

Other strategies / additional thoughts:

- Enforce condemnation and codes on derelict buildings (i.e. Ridenhour property, trailer park on 49 near NAPA)
- Historic district signage needs to be updated. Signage about attractions and city signage also needs updating.
- Town officials should not determine which businesses should stay open. Don't force (them) out of business.
- The beautiful homes, the museum, cute downtown, beautiful farmland
- A destination for antiques and history (including Reed Gold Mine nearby)
- Small town rural farming community. This (is) a family town not entertainment center.

## COMMUNITY WORKSHOP [ECONOMIC DEVELOPMENT]

Below are the results from the exercise conducted during the workshop, as well as comments provided:

▼ TABLE 2.5 ECONOMIC DEVELOPMENT

	STRATEGY	WHITE CHIPS	BLUE CHIPS	RED CHIPS	SCORE	OVERALL RANK
1	Work with the Cabarrus Economic Development Commission (EDC) to diversify the economic base with light industrial, retail, and tourism opportunities, drawing visitors from the nearby Cabarrus Events Arena and other nearby attractions.	9	7	3	32	5
2	Conduct a branding and marketing initiative to promote the Town of Mount Pleasant, including logo, motto, website, and social media strategy.	2	0	0	2	20
3	Work with Rowan-Cabarrus Community College and local high schools to provide small business, vocational, and trade education and training to attract industry and encourage entrepreneurship.	14	1	1	19	13
4	Provide economic incentives to attract industry and encourage the reuse of underutilized buildings.	13	7	1	30	5
<b>TOTAL/CATEGORY RANK</b>		<b>38</b>	<b>15</b>	<b>5</b>	<b>83</b>	<b>5</b>

Other strategies / additional thoughts:

- Would like to have more shopping facilities. For example: Target, CVS, Marshall's, Belk, Aldi
- I feel like quaint, small, specialty shops in the downtown area would be nice. It may require having some diversity within one shop area in order to help with rent/costs, etc. Our current parking situation will not work well with any parking growth.
- Open a QT or McDonalds.
- Turn MP into a cultural center by supporting arts, music, businesses/studios. Example: Turn one of the old mill buildings into an incubator for artists' studios.

## COMMUNITY WORKSHOP [LAND USE & GROWTH MANAGEMENT]

Below are the results from the exercise conducted during the workshop, as well as comments provided:

▼ TABLE 2.6 LAND USE & GROWTH MANAGEMENT

STRATEGY		WHITE CHIPS	BLUE CHIPS	RED CHIPS	SCORE	OVERALL RANK
1	Encourage the revitalization and reuse of currently unused or underutilized structures and sites.	15	4	2	29	8
2	Work with Cabarrus County to facilitate the redevelopment or reuse of the old middle school site.	21	7	11	68	1
3	Make efforts to preserve open space, forestland, and farmland with minimum open space requirements and conservation development.	13	5	1	26	10
4	Encourage development to occur only where existing infrastructure exists.	3	1	0	5	19 (tie)
<b>TOTAL/CATEGORY RANK</b>		<b>52</b>	<b>17</b>	<b>14</b>	<b>128</b>	<b>1</b>

Other strategies / additional thoughts:

- I think Mount Pleasant needs more shops and businesses around 49/73 interchange, such as Chick-Fil-A!
- Find a way to have an indoor pool. Use the old middle school wisely.
- Use the middle school as a community center with an indoor pool. Perfect site to use for community ball games, concerts, special events.
- Add a YMCA.
- Mount Pleasant is a family community. Farmland surrounding Mount Pleasant is essential to the many farmers in the area. Increased development and traffic will make it difficult on farmers.
- Redevelopment of middle school property to a community center would give the Town a park, athletic facilities and an auditorium, and maybe even an indoor pool.
- Use UDO to get middle school property for public or private sports facility! Need an indoor pool!
- Schools are dying, Town is dying. Please do something to keep MP alive.

## COMMUNITY WORKSHOP [DOWNTOWN]

Below are the results from the exercise conducted during the workshop, as well as comments provided:

▼ TABLE 2.7 DOWNTOWN

	STRATEGY	WHITE CHIPS	BLUE CHIPS	RED CHIPS	SCORE	OVERALL RANK
1	Adopt ordinances and policies to improve the appearance of downtown including infill building design standards, building maintenance codes, and active storefront requirements.	5	4	4	25	11
2	Implement a façade grant program to encourage downtown property owners to make improvements to building exteriors.	8	4	2	22	12 (tie)
3	Improve downtown parking availability and quality by constructing a municipal parking lot and working with downtown property owners to make improvements to existing parking.	12	2	2	22	12 (tie)
4	Make streetscape improvements including burying or relocating power lines along Main Street and Franklin Street, updating sidewalks, and adding planters, pedestrian scale lighting, and benches.	13	9	4	43	3
<b>TOTAL/CATEGORY RANK</b>		<b>38</b>	<b>19</b>	<b>12</b>	<b>112</b>	<b>2</b>

Other strategies / additional thoughts:

- Move utilities underground. Fix streets and sidewalks. Drop speed limit to 20 mph from downtown to Cook Street. Buildings downtown need to be fixed up.
- A bookstore, coffee shop would be amazing!
- Bookstore - 2
- Movie Theater - 2
- Coffee Shop
- Laundromat
- Light Rail to university
- More restaurants
- Full service restaurant and revitalize appearance
- Get rid of ugly power lines in middle of town.
- Dining options, coffee shop, gathering place
- Sidewalks need improvement.

## COMMUNITY WORKSHOP [PARKS & RECREATION]

Below are the results from the exercise conducted during the workshop, as well as comments provided:

▼ TABLE 2.8 PARKS AND RECREATION

	STRATEGY	WHITE CHIPS	BLUE CHIPS	RED CHIPS	SCORE	OVERALL RANK
1	Work with Cabarrus County to identify, acquire, and develop a location for a community park.	11	11	4	45	2
2	Work with Cabarrus County and local non-profit sports leagues to provide adequate sports facilities and programming to serve the Town of Mount Pleasant and the eastern portion of the County.	7	4	4	27	9
3	Work with the Carolina Thread Trail to expand the trail from the Buffalo Creek Preserve and complete segments identified in the trail master plan.	8	7	0	22	12 (tie)
4	Complete a facility study and master plan for the Town’s property and surrounding property where the Town Hall is located to utilize site to its maximum potential.	5	0	0	5	19 (tie)
<b>TOTAL/CATEGORY RANK</b>		<b>31</b>	<b>22</b>	<b>8</b>	<b>99</b>	<b>3</b>

Other strategies / additional thoughts:

- Encourage and facilitate the expansion of the Mount Pleasant Library to better serve the community and to be a destination for special events and services.
- Extend Dutch Buffalo Preserve trail to downtown greenway.
- Dog Park
- Add a YMCA, Community swimming pool
- Expand Little Free Library
- Formalize the MP Parks and Rec by acquiring and running Mount Pleasant Middle School through a formalized department.
- YMCA, playground equipment at trail off Malibu Road
- Keep the downtown playground
- Fitness gym - 2
- Love downtown playground
- Don’t want to see trees ripped out to make parking lot.
- Expand Little Free Library
- Start a downtown 5k.

## COMMUNITY WORKSHOP [INFRASTRUCTURE & SERVICES]

Below are the results from the exercise conducted during the workshop, as well as comments provided:

▼ TABLE 2.9 INFRASTRUCTURE & SERVICES

	STRATEGY	WHITE CHIPS	BLUE CHIPS	RED CHIPS	SCORE	OVERALL RANK
1	Work with NCDOT and the Cabarrus-Rowan Metropolitan Planning Organization (MPO) to implement the adopted Comprehensive Transportation Plan (CTP).	6	2	0	10	18
2	Repair existing sidewalks and construct new sidewalks to connect to existing sidewalks throughout Town.	8	7	4	34	4 (tie)
3	Put Town-maintained streets on a rotating paving schedule to ensure on-going maintenance.	4	1	2	12	17
4	Update existing utilities infrastructure rather than expanding utilities infrastructure, and only provide utilities infrastructure to properties within the Town limits or those that annex into the Town limits.	21	5	0	31	6
<b>TOTAL/CATEGORY RANK</b>		<b>39</b>	<b>15</b>	<b>6</b>	<b>87</b>	<b>4</b>

Other strategies / additional thoughts:

- Improve 73 and Main traffic flow with left turn lanes at intersection
- No bypass
- Need a street light moved at Highway 73 and South Skyland Drive. The light needs to be moved over one pole as the actual intersection is no lit at night and cannot safely be seen, especially in the rain. Please!
- Light rail to University
- Bring better broadband such as fiber internet to Mount Pleasant.
- Water pressure is low downtown and I think lines need to be repaired or replaced.
- Fix sidewalks and make improvements for walking.
- Update existing water lines and expand for potential growth.
- (Intersection of Main Street and Highway 73 is a) very dangerous intersection.
- Fire department comes out opposite lane during rush hour. Going to kill someone.
- Mount Pleasant cannot afford to put utilities underground. Lee Street has been torn up 5 times for the new houses. When will they repave?



h m p

# VISION & GOALS

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

## VISION

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

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

## VISION STATEMENT

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

## GOALS

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



### COMMUNITY CHARACTER

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



### ECONOMIC DEVELOPMENT

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



### LAND USE & GROWTH MANAGEMENT

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



### DOWNTOWN

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



### PARKS & RECREATION

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



### INFRASTRUCTURE & SERVICES

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

## COMMUNITY CHARACTER



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

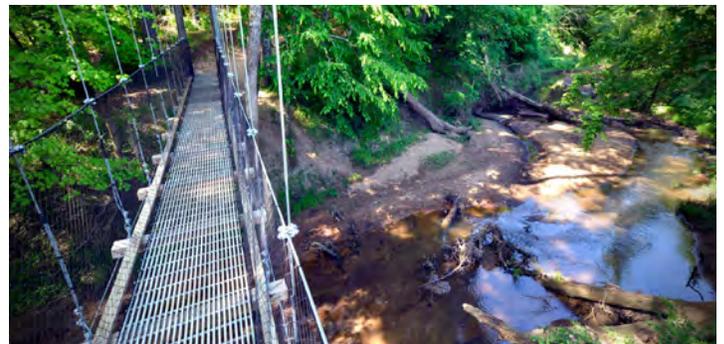
### Goal Summary

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

### Strategies

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

▼ IMAGE 3.1 THE MOUNT PLEASANT EXPERIENCE



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

▼ IMAGE 3.2 WITHOUT DESIGN STANDARDS



▼ IMAGE 3.3 WITH DESIGN STANDARDS



▼ IMAGE 3.4 NO STREETYARD LANDSCAPING



▼ IMAGE 3.5 STREETYARD LANDSCAPING



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

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

▼ IMAGE 3.6 HOSIERY MILL - PRE-RENOVATION (2016)



▼ IMAGE 3.8 NEW RESTAURANT - UNDER RENOVATION (2017)



▼ IMAGE 3.7 MERCANTILE - HISTORIC PHOTO



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

▼ IMAGE 3.9 LENTZ BUILDING - EXISTING



▼ IMAGE 3.10 LENTZ BUILDING - POTENTIAL IMPROVEMENTS



While there are multiple buildings throughout the Town that could benefit from a facade improvement grant program, Downtown buildings should receive first priority to bolster historic preservation efforts, maximize visual impact within a concentrated area, and establish an overall aesthetic standard for the rest of the Town.

▼ IMAGE 3.11 WHITE OWL ANTIQUE MALL - EXISTING



▼ IMAGE 3.12 WHITE OWL ANTIQUE MALL - POTENTIAL IMPROVEMENTS



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

▼ IMAGE 3.13 HIGHWAY 49/73 INTERCHANGE - EXISTING



▼ IMAGE 3.14 HIGHWAY 49/73 INTERCHANGE - POTENTIAL IMPROVEMENTS



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

▼ IMAGE 3.15 EXCERPT FROM CABARRUS COUNTY MUNICIPALITY WAYFININDING PLAN



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

▼ IMAGE 3.16 EXAMPLE MODIFIED WAYFININDING SIGN



**CC7.** Host or participate in additional community events and festivals in keeping with Mount Pleasant's branding related to agriculture and historic, small-town life.

Example Events:

- Farmers Day
- Harvest/Fall Festival
- Antique Shows
- Christmas Craft Show
- Holiday Decorating Contest
- Taste of Mount Pleasant

▼ IMAGE 3.17 CHRISTMAS PARADE



▼ IMAGE 3.18 INDEPENDENCE CELEBRATION





## 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 its residents.

### Strategies

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

▼ IMAGE 3.19 LOGO & BRANDING IDEAS



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

▼ IMAGE 3.20 CURRENT TOURISM RESOURCES



CABARRUS EVENTS ARENA / FAIRGROUNDS



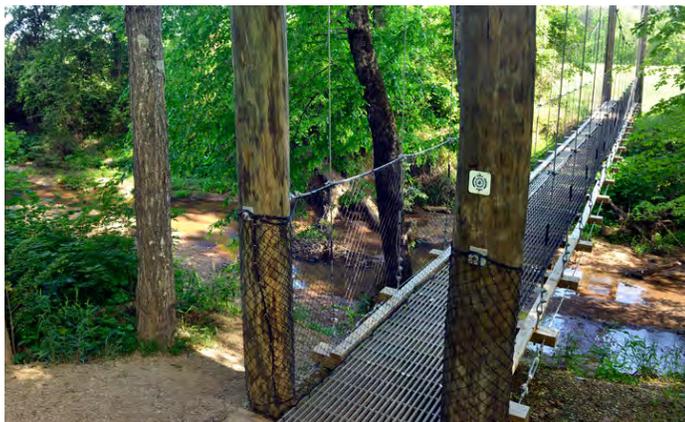
EASTERN CABARRUS HISTORICAL SOCIETY MUSEUM



LOCAL ANTIQUES



SOUTHERN GRACE DISTILLERIES / WHISKEY PRISON



BUFFALO CREEK PRESERVE / CAROLINA THREAD TRAIL



YOUTH ATHLETICS

VISION & GOALS

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

▼ IMAGE 3.21 AVAILABLE VACANT OR UNDERUTILIZED PROPERTIES



FORMER MIDDLE SCHOOL



FORMER TUSCARORA YARN MILL



PROPERTY AT INTERSECTION OF HIGHWAYS 49 & 73



FORMER PRISON SITE



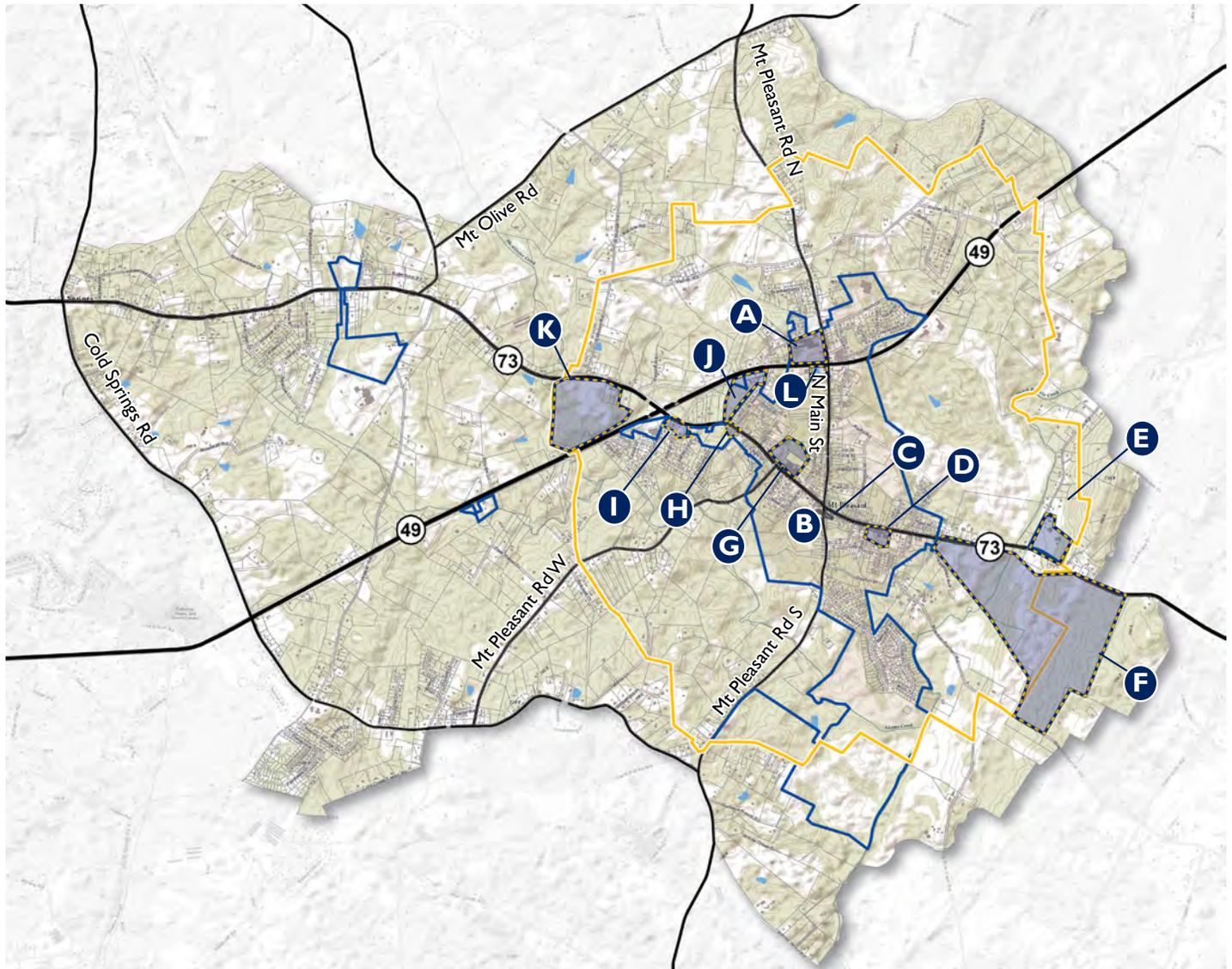
FORMER KINLEY TEXTILE MILL



SERVICE STATION AT MAIN STREET AND HIGHWAY 49

The map below identifies opportunity sites that are either vacant, underutilized or currently listed for sale that have the potential for development for economic development purposes. The images on the previous page feature several of the highlighted sites.

▼ MAP 3.1 ECONOMIC DEVELOPMENT - OPPORTUNITY SITES



Opportunity Sites

- A** Former MP Middle School
- B** Former Paula Theater
- C** Town-owned site at South Main Street
- D** Former Tuscarora Yarn Mill
- E** Former Prison site at Hwy 73 & Dutch Road
- F** 342 Acres at Hwy 73 & Bowman Barrier Roads
- G** Former Kinley Mill site at Hwy 73

- H** 3+/- Acres (2 lots) at Hwy 73
- I** 1+/- Acres (2 lots) at Highways 73 & 49
- J** 20+/- Acres between Highways 73 & 49
- K** 90+/- Acres at corner of Highways 73 & 49
- L** Service Station at Hwy 49 & Main

-  Town Limits
-  ETJ Boundary
-  Major Roads



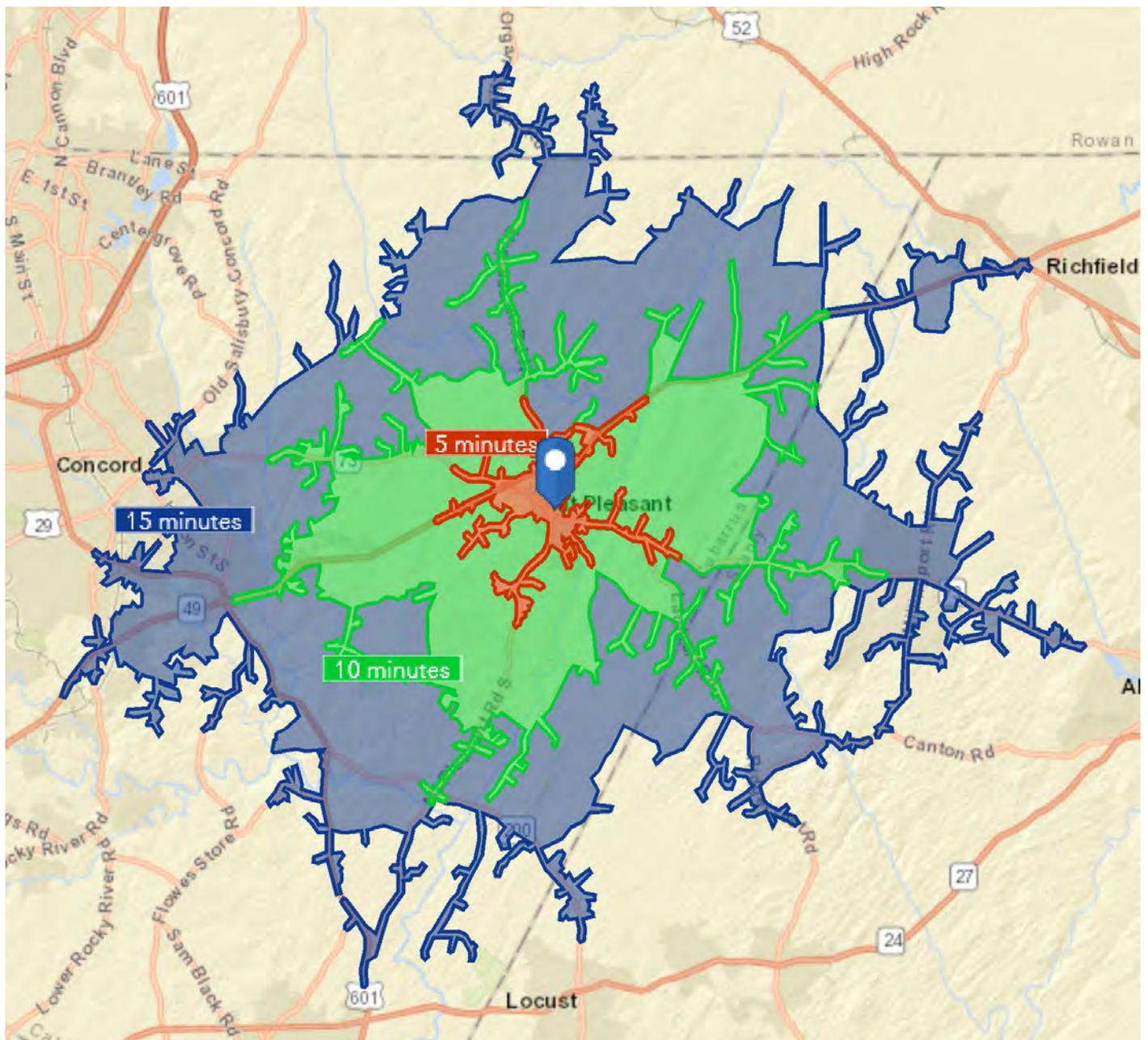
1 Mile

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

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

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

▼ MAP 3.2 MOUNT PLEASANT MARKET AREA



## Mount Pleasant Retail Market Snapshot

2017 Median Household Income \$56,741

2017 Median Disposable Income \$44,946

2017 Per Capita Income \$28,015

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

### 5-minute Drive Retail Sector Leakage

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

### 10-minute Drive Retail Sector Leakage (in addition to 5-minute)

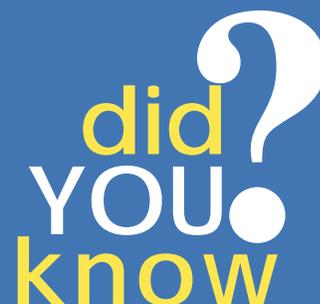
- General Merchandise
- Specialty Retailers
- Specialty Food
- Florist
- Office Supplies
- Non-store retailers
- Restaurants

### 15-minute Drive Retail Sector Leakage

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

- General Merchandise
- Specialty Retailers
- Restaurants
- Restaurants with Alcoholic Beverages

Source: ESRI Business Analyst



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

▼ IMAGE 3.22 LOMAX INCUBATOR FARM



▼ IMAGE 3.23 MOUNT PLEASANT HIGH SCHOOL BARN



## Vocational & Agricultural Education Opportunities

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

Rowan Cabarrus Community College provides training and Associates Degrees in the following programs:

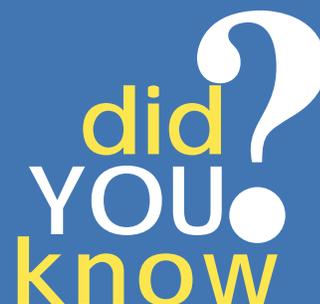
- Advanced Manufacturing and Engineering
- Automotive
- Business
- Construction
- Cosmetology
- Education
- Fine Arts
- Healthcare
- Information Technology
- Public Safety
- Biotechnology

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

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

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

Sources: [www.rccc.edu](http://www.rccc.edu), [www.cabarrusk12.nc.us](http://www.cabarrusk12.nc.us), [www.cabarrus.ces.ncsu.edu](http://www.cabarrus.ces.ncsu.edu), and [www.carolinafarmstewards.org](http://www.carolinafarmstewards.org)



## LAND USE & GROWTH MANAGEMENT



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

### Goal Summary

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

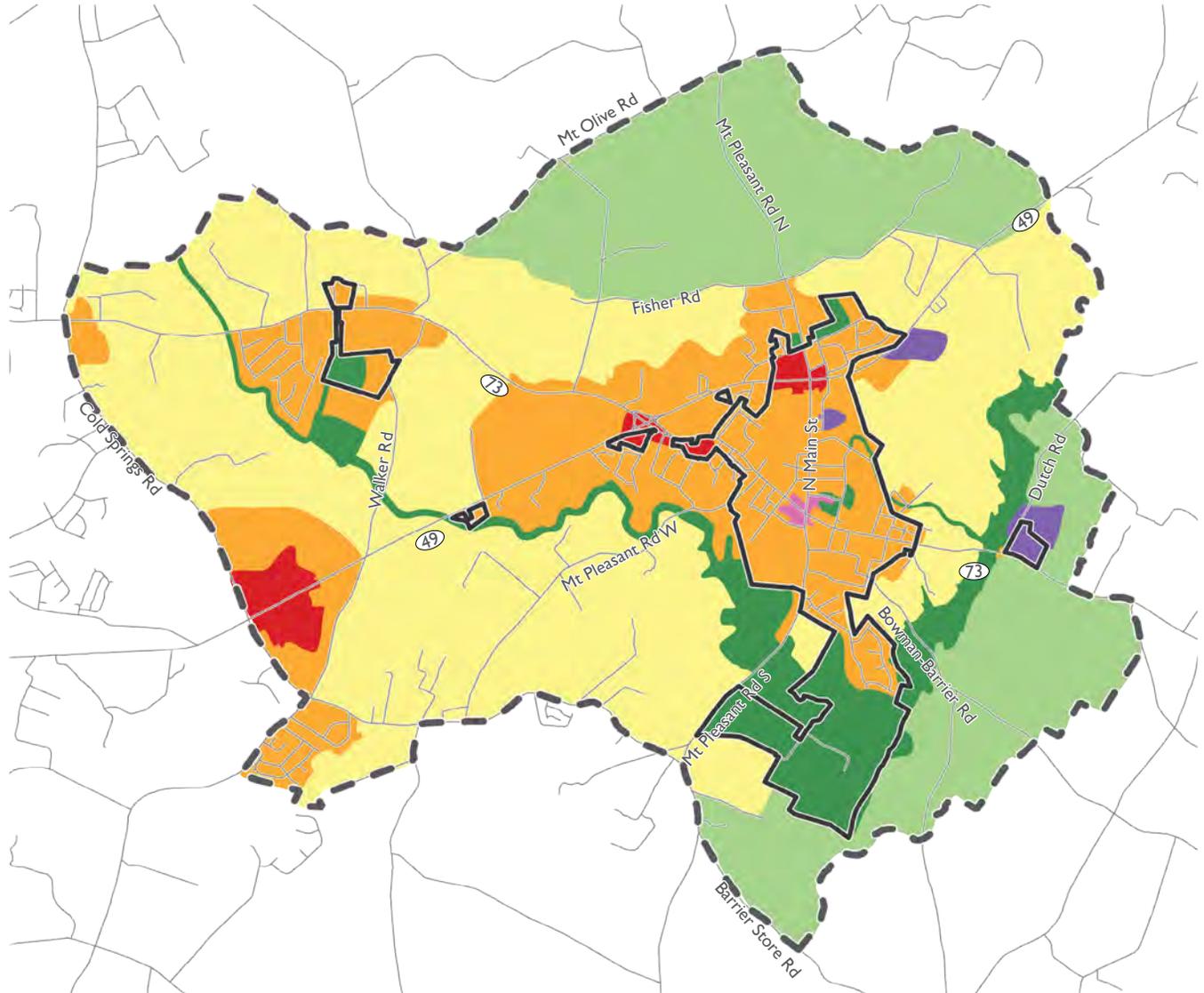
As properties are developed and redeveloped, the design and layout of any new growth should reflect the existing character of the Town, building on the existing street grid, wherever possible, and be context sensitive to the immediate surroundings and environmental constraints. In order to encourage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

### Strategies

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

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

MAP 3.2 FUTURE LAND USE



- Recreational / Open Space
- Rural
- Low Intensity
- Medium Intensity
- High Intensity
- Downtown Core
- Employment Center
- Planning Area Boundary
- Town Limits
- Roads

	ACRES	% OF TOTAL
Recreational / Open Space	1,141.6	9.2%
Rural	3,105.2	25.0%
Low Intensity	5,512.0	44.5%
Medium Intensity	2,354.9	19.0%
High Intensity	165.7	1.3%
Downtown Core	18.3	0.1%
Employment Center	106.7	0.9%

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

**12,404**      **100.0%**



1 MILE

## LAND USE CATEGORIES

### Rural

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



### Low Intensity

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



### Medium Intensity

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



### High Intensity

This land use classification is intended to accommodate high density residential uses of between 4 to 8 dwelling units an acre and a wide variety of civic, institutional, retail, service, and office uses. These areas are immediately adjacent to major transportation corridor intersections where utility infrastructure is readily available.



### Downtown Core

This land use classification is intended to protect and promote the vitality and character of Downtown Mount Pleasant. The Downtown Core is the central hub of the Town and eastern Cabarrus County, including civic activities, tourism, arts, entertainment, restaurants, events, small-scale specialty retail, and professional services, in a pedestrian-oriented setting.



### Employment Center

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



### Open space/Recreation

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



## What is Land Use Intensity?

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

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

▼ IMAGE 3.24 FORMER TUSCARORA YARN MILL



▼ IMAGE 3.25 FORMER CABARRUS PRISON SITE



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

▼ IMAGE 3.26 INFILL HOUSING EXAMPLES



SINGLE-FAMILY RESIDENTIAL



PATIO HOMES



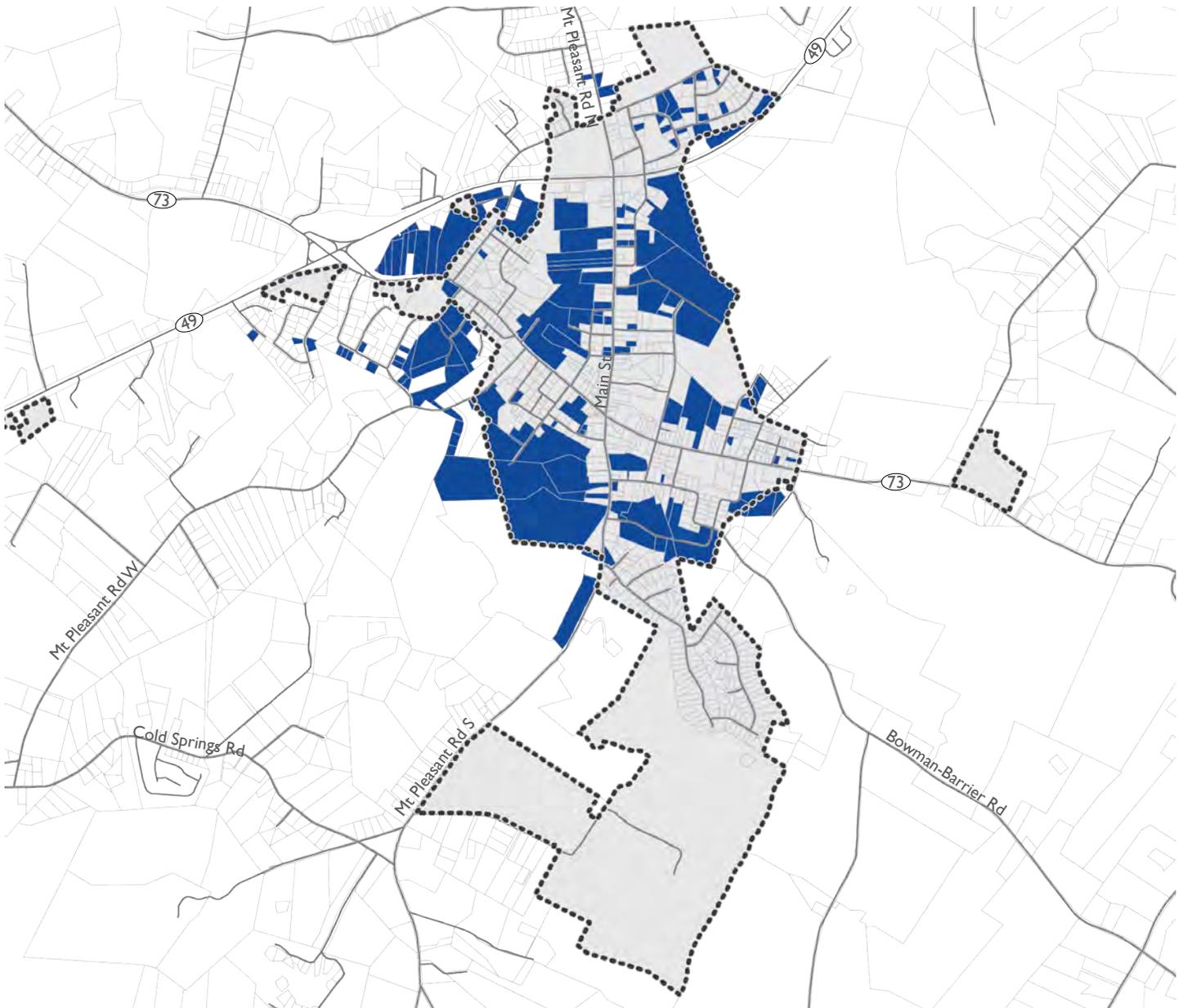
TOWNHOMES



UPPER-STORY RESIDENTIAL

The map below shows properties of under 50 acres that are either vacant or underutilized that have nearby water and sewer utilities and are located within or immediately adjacent to the existing town limits. These sites have potential to be developed with infill residential uses.

▼ MAP 3.3 POTENTIAL INFILL RESIDENTIAL SITES



-  Residential Infill Development Locations
-  Town Limits
-  Roads
-  Parcels



1/2 MILE

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

▼ MAP 3.4 CONCEPTUAL CIRCULATION & PROGRAMMING PLAN - REDEVELOPMENT OF OLD MIDDLE SCHOOL SITE



- Recreation
- Residential
- Office / Civic / Institutional
- Retail
- Proposed Circulation



500 FEET

In June 2017, classes were held for the last time in the former Mount Pleasant Middle School, which was originally used as a high school. The property is located at the strategic intersection of NC Highway 49 and North Main Street. Cabarrus County owns the property and is preparing to receive proposals from developers for redevelopment of the site. It is located within the Town limits of Mount Pleasant and is zoned Office & Institutional (O-I). Any redevelopment of the site that includes uses not permitted in the O-I district would necessitate a rezoning by the Town. Based on citizen input and community needs, the uses shown on the conceptual circulation and programming plan on the previous page are recommended for the site. The Town requests retention of the ballfield properties to the north of North Drive, as outlined in Strategy PR6, with the potential to be redeveloped if new ballfields are constructed elsewhere. Citizens also requested that some recreational use be retained on at least a portion of the site. The conceptual programming plan suggests that the existing gym and auditorium may be reused, perhaps in the same fashion as the former Hartsell Middle School in Concord, which was transformed into a recreation center. Another example of a civic and recreational use that may be appropriate for the site is the Charles Mack Citizen Center in Mooresville, NC, which has conference, event, recreation, and senior center amenities, including an aquatics component. However, the Town recognizes that the County may sell the property for any redevelopment project found appropriate by the County Commissioners, subject to zoning approval by the Town.

▼ IMAGE 3.27 EXAMPLE POTENTIAL USES FOR OLD MIDDLE SCHOOL SITE



RETAIL



OFFICE



RESIDENTIAL

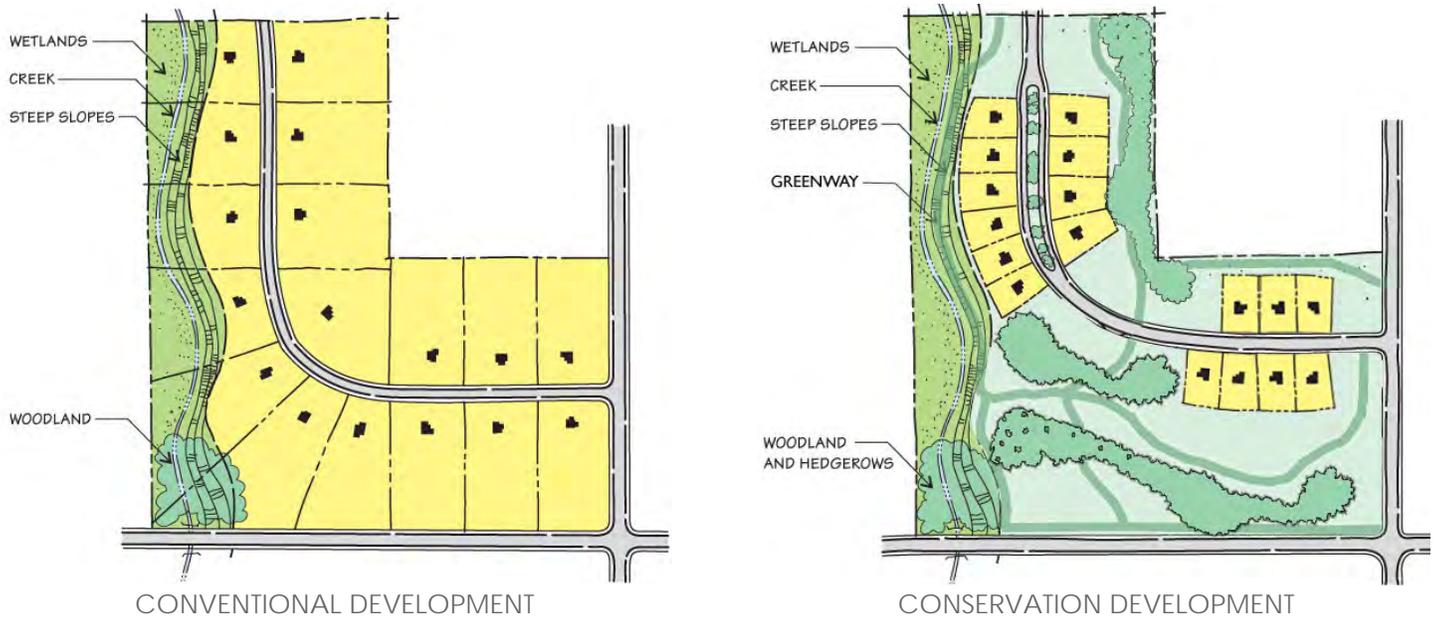


RECREATION, CIVIC, OR PERFORMING ARTS CENTER

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

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

▼ IMAGE 3.28 CONVENTIONAL DEVELOPMENT VS. CONSERVATION DEVELOPMENT



▼ IMAGE 3.29 CATAWBA LANDS CONSERVANCY SIGN



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



## DOWNTOWN



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

### Goal Summary

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

### Catalyst Projects

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

▼ TABLE 3.1 POTENTIAL BUILDING IMPROVEMENTS

ID	Building Improvements	Strategy Details
1	Hosiery Mill/Mercantile Renovation	CC4
2	Fire Station Expansion	DT6
3	Lentz Building Renovation	CC5
4	Theater Renovation	DT3
5	Infill Building	DT4
6	Infill Residential	LU3

▼ MAP 3.5 DOWNTOWN CATALYST PROJECTS



▼ TABLE 3.2 POTENTIAL INFRASTRUCTURE IMPROVEMENTS

ID	Infrastructure Improvements	Strategy Details
A	Municipal Parking Lot	DT1
B	Additional Parking Improvements	DT1
C	Town Hall Property & Recreation Improvements	DT6
D	Franklin Street Improvements	DT6
E	Main Street Improvements	DT2
F	Washington Street Improvements	DT2

## Strategies

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

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

▼ MAP 3.6 PARKING & STREETScape IMPROVEMENTS CONCEPTUAL PLAN



Source: Municipal Parking Lot & Streetscape Conceptual Plan, Stimmel & Associates, 2017

▼ IMAGE 3.30 PREFERRED CROSS SECTION FOR MAIN AND FRANKLIN STREETS



2-LANE WITH SIDEWALKS ON BOTH SIDES AND PARKING ON ONE SIDE

▼ IMAGE 3.31 DOWNTOWN - EXISTING STREETScape



▼ IMAGE 3.32 DOWNTOWN - POTENTIAL STREETScape IMPROVEMENTS



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

▼ IMAGE 3.33 THEATER BUILDING- EXISTING



▼ IMAGE 3.34 THEATER BUILDING- POTENTIAL IMPROVEMENTS



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

▼ IMAGE 3.35 INFILL SITE - EXISTING



▼ IMAGE 3.36 INFILL SITE - POTENTIAL IMPROVEMENTS



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

▼ MAP 3.7 TOWN HALL VICINITY- EXISTING CONDITIONS

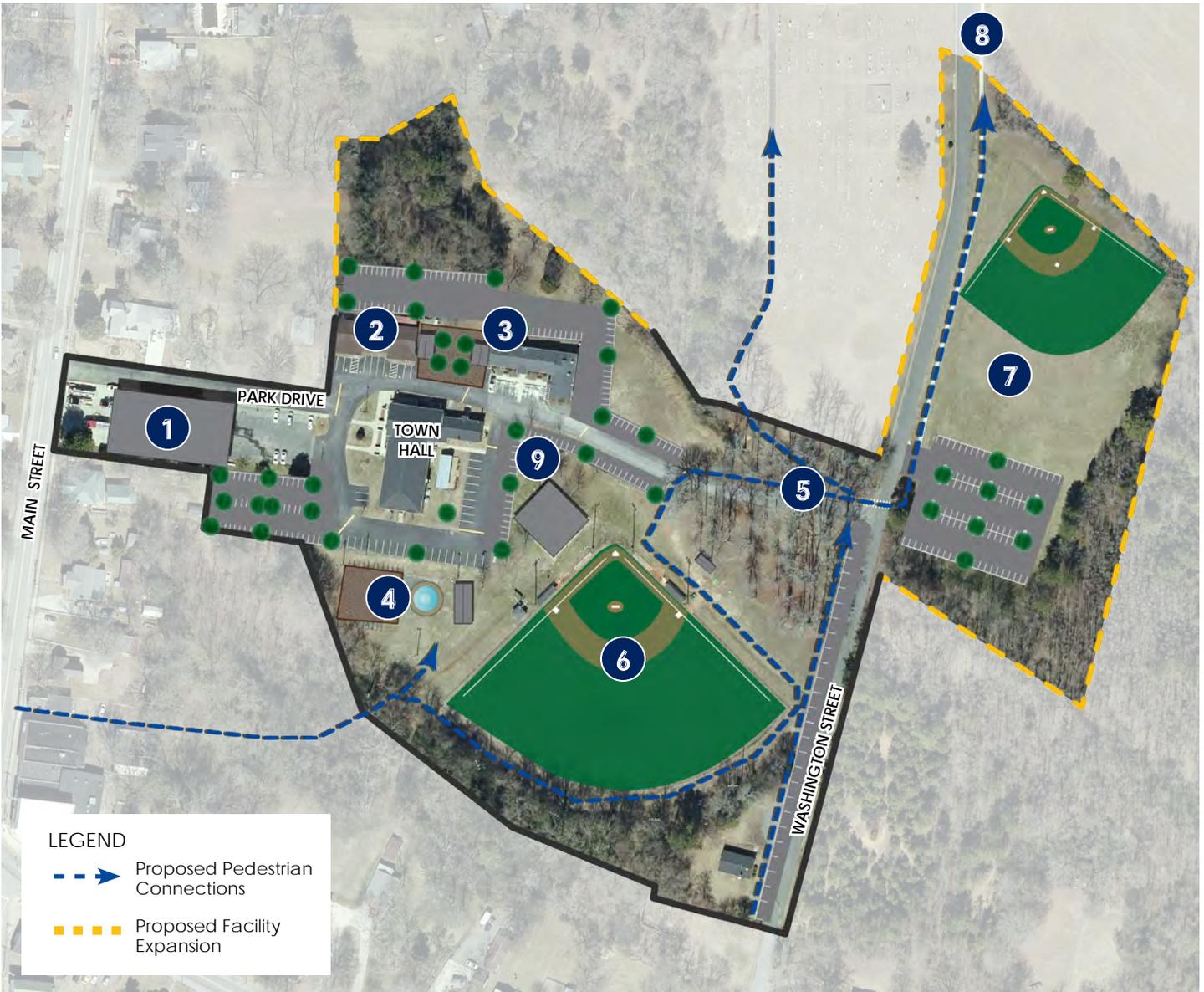


▼ TABLE 3.3 POTENTIAL IMPROVEMENTS

ID	Feature
1	Expanded Fire Station
2	Community Center Renovation
3	Community/Senior Center Outdoor Seating & Recreation Area
4	Playground / Picnic Shelter / Mini Splash Pad
5	Walking Trails

ID	Feature
6	McAllister Field Improvements
7	Youth Baseball Field & Parking
8	Greenway Trailhead
9	Additional Parking

▼ MAP 3.8 TOWN HALL PROPERTY - POTENTIAL IMPROVEMENTS



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

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

▼ TABLE 3.4 POTENTIAL BUILDING MAINTENANCE REGULATIONS

	Building Condition	Potential Regulation	NCGS Authority & Case Law	Penalty
	Building is dangerous	<ul style="list-style-type: none"> <li>Repair possible at less than 50% of building value (non-residential) or reasonable as defined by Town (residential)</li> <li>Town may establish hazard criteria to order demolition</li> </ul>	160A-439 (non-residential) 160A-441 (residential)	Civil penalty, abatement/demolition, liens and court costs
	Obviously Vacant with Visible Maintenance Deficiencies	<ul style="list-style-type: none"> <li>Keep building appearance in good repair</li> <li>Exhibit no evidence of vacancy (active storefront)</li> </ul>	160A-374 & 160A-194 State vs. Jones (1982)	Civil penalty, injunction, abatement, liens and court costs
	Good Condition but Vacant	<ul style="list-style-type: none"> <li>Vacant property registration</li> </ul>	160A-374 & 160A-194	Civil penalty

Source: UNC School of Government

▼ IMAGE 3.37 VACANT STOREFRONT



▼ IMAGE 3.38 ACTIVE STOREFRONT WITH ARTWORK



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

▼ IMAGE 3.39 EXAMPLE MURALS / HISTORIC SIGNS - CONCORD, NC



▼ IMAGE 3.40 MURAL ON REAR OF MOOSE PHARMACY



▼ IMAGE 3.41 PAULA THEATER MARQUEE



Courtesy of Eastern Cabarrus Historical Society

## PARKS & RECREATION



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

### Goal Summary

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

▼ TABLE 3.5 EXISTING RECREATIONAL AMENITY INVENTORY

RECREATIONAL AMENITY	MOUNT PLEASANT TOWN HALL PROPERTY	BUFFALO CREEK PRESERVE	FORMER MIDDLE SCHOOL SITE*	ELEMENTARY SCHOOL	MIDDLE SCHOOL	HIGH SCHOOL
Auditorium			1		1	1
Baseball/Softball Field	1		5		2	2
Basketball Court (outdoor)				1		
Football Field			1	1	1	1
Gymnasium			2	1	2	2
Meeting/Community Room	2					
Playground	1			4		
Picnic Area	1		1			
Multi-purpose/soccer fields			1	1	2	2
Swimming/Splash Pad						
Tennis Court			4			6
Track				1	1	1
Walking Trails		1		1		

\*Subject to change dependent upon property disposition

## Strategies

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

The following recommendations are derived from the Master Plan:

### Park & Connectivity Recommendations

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

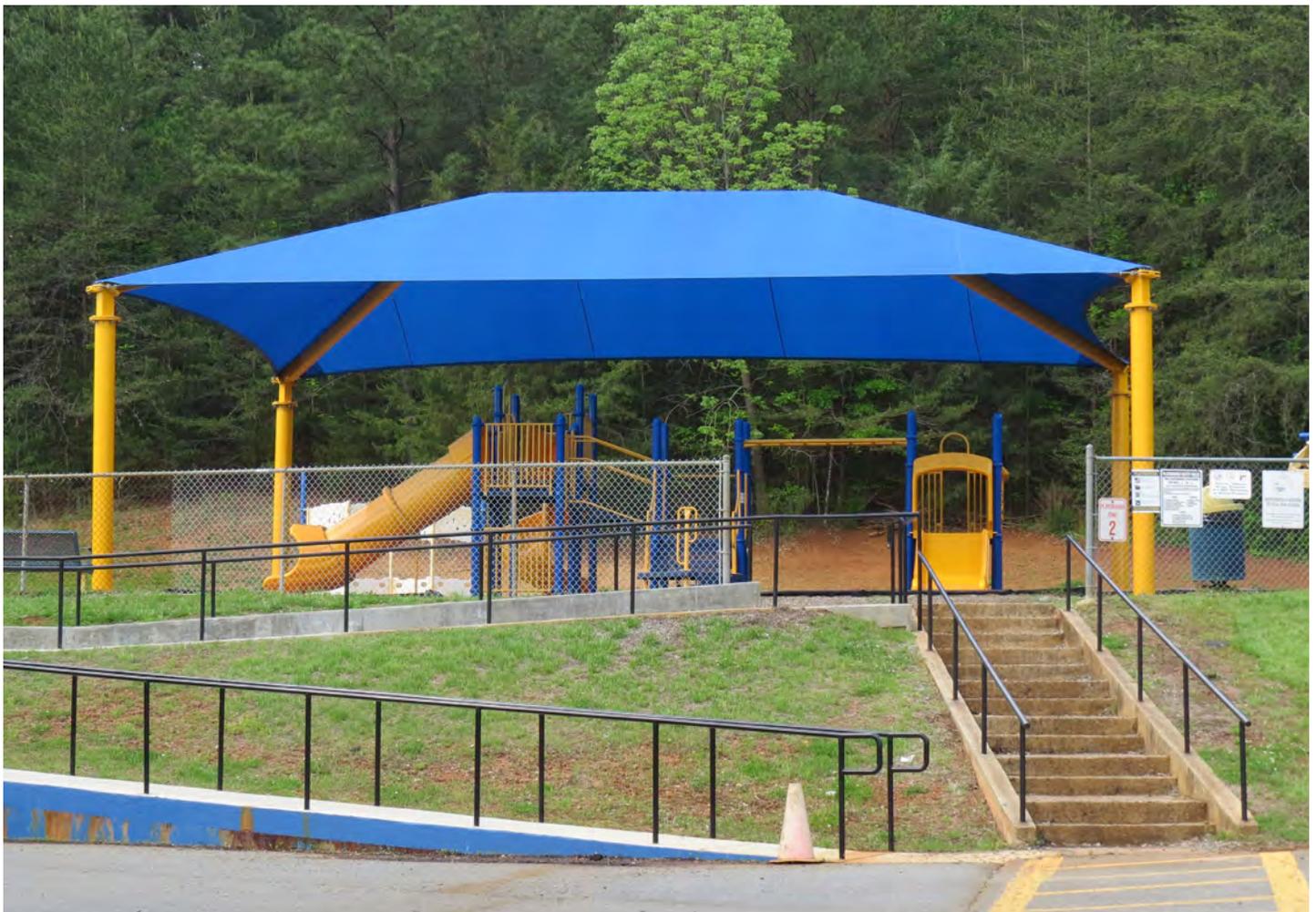
### Facility Recommendations

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

### Special Use Facility Recommendations

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

▼ IMAGE 3.41 MOUNT PLEASANT ELEMENTARY SCHOOL PLAYGROUND



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

See Strategy DT5 for more details.

▼ IMAGE 3.42 TOWN HALL PROPERTY - EXAMPLE IMPROVEMENTS



PLAYGROUND



MINI SPLASH PAD



COVERED STANDS



RELOCATED BATTING CAGES



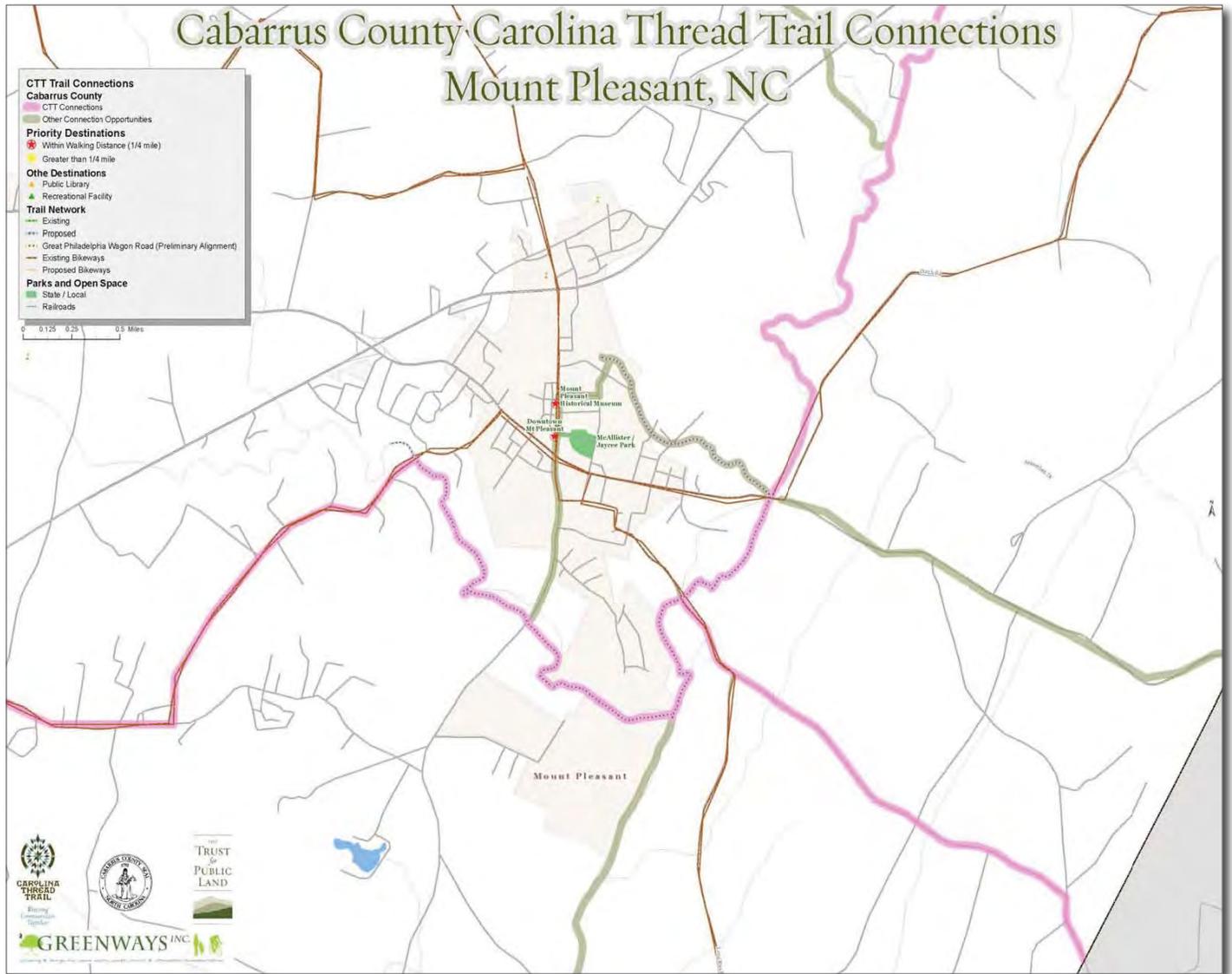
SENIOR CENTER OUTDOOR AREAS



GREENWAY TRAILHEAD

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

▼ MAP 3.9 CAROLINA THREAD TRAIL MASTER PLAN EXCERPT



Source: Carolina Thread Trail Master Plan for Cabarrus County Communities, 2009

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

▼ IMAGE 3.43 EXAMPLE AMENITIES



ADDITIONAL MOUNTAIN BIKE TRAILS



NATURE-BASED PLAYGROUND



PICNIC SHELTERS



RESTROOM FACILITIES

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

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

▼ TABLE 3.6 CURRENT YOUTH SPORTS ASSOCIATIONS

ASSOCIATION NAME	SPORTS OFFERED	AGES	TYPICAL LOCATION OF PLAY	SEASON	FUNDING
Mount Pleasant Youth Athletic Association (MPYAA)	Baseball, Softball	4-15	Former Middle School, McAllister	Spring, Fall	Sponsors, Fees
Mount Pleasant Youth Soccer Association (MPYSA)	Soccer	4-15	Former Middle School	Spring, Fall	Sponsors, Fees
Mount Pleasant Lions Club	Football, Cheer	5-12	Former Middle School, High School	Fall	Sponsors, Fees
Mount Pleasant Youth Basketball	Basketball	5-15	Former Middle School	Winter	Sponsors, Fees

**PR6.** Work with Cabarrus County to retain the use of the existing youth baseball fields located at the corner of North Main Street and North Drive until new ballfields can be constructed within a new district park.

▼ IMAGE 3.44 TRACK & FIELD - EXAMPLE IMPROVEMENTS



PAVED PARKING



RESTROOM FACILITIES

**PR7.** Work with Cabarrus County and Cabarrus County Schools to more fully utilize the track and field located adjacent to the elementary school. This includes the addition of parking, stands, and restroom facilities.

▼ MAP 3.10 TEMPORARY BALLFIELDS AND TRACK & FIELD - POTENTIAL IMPROVEMENTS



▼ TABLE 3.7 PROPOSED IMPROVEMENTS

ID	Feature
1	Baseball Field Parking (temporary)
2	Track & Field Parking
3	Track & Field, Playground, School Overflow Parking
4	Track & Field Restrooms
5	Track & Field Bleachers

**PR8.** Encourage a private recreation center and/or performing arts center at the former middle school site or other location within the Town.

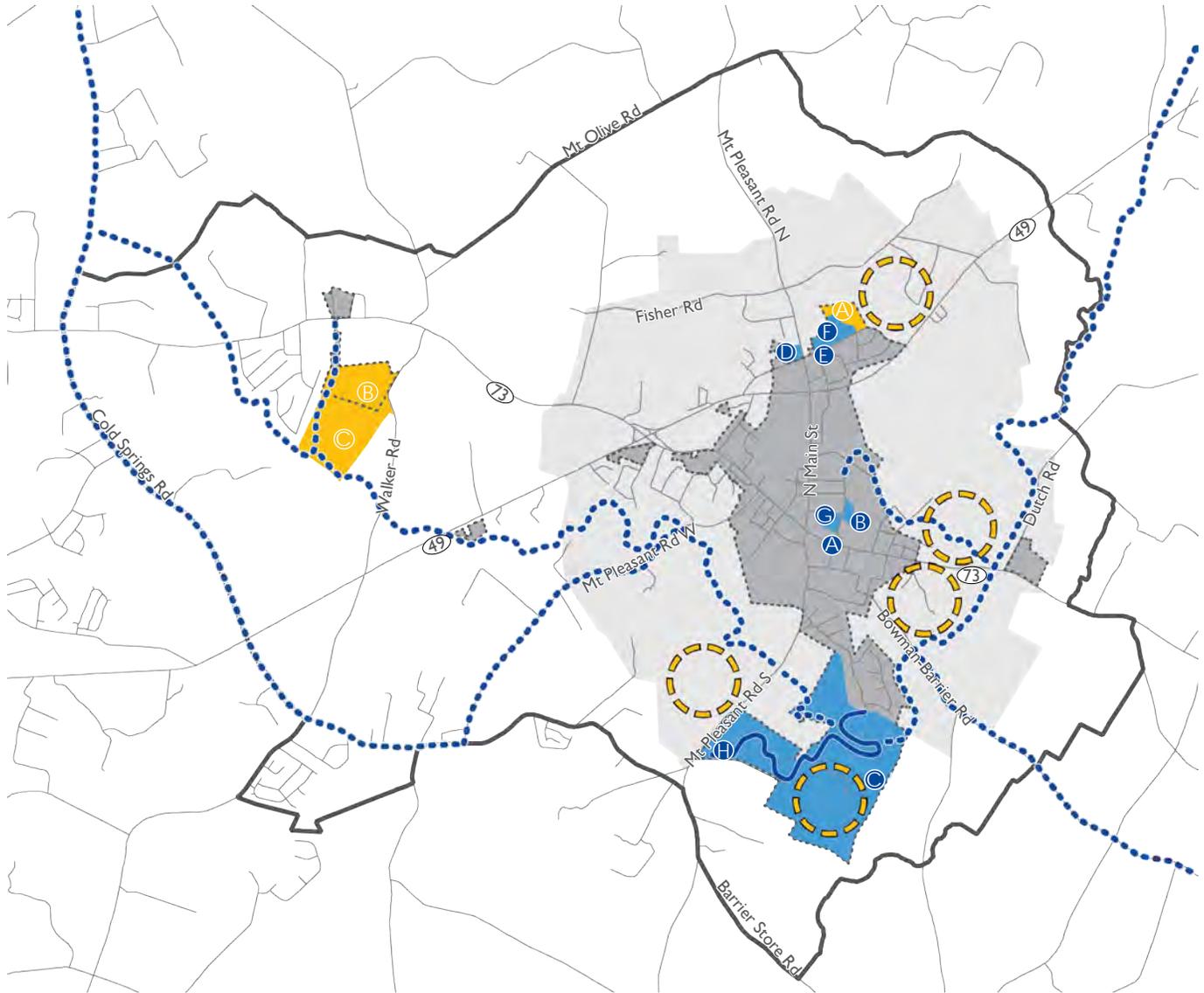
▼ IMAGE 3.48 OLD MIDDLE SCHOOL GYM & AUDITORIUM



▼ IMAGE 3.49 HARTSELL RECREATION CENTER - CONCORD, NC



MAP 3.11 PARKS & RECREATION PLAN



Recreational Facilities

- A** McAllister Field & Town Playground
- B** Holy Trinity Lutheran Church Field
- C** Buffalo Creek Preserve
- D** Baseball Facility (temporary)
- E** Track and Field Facility
- F** Elementary School Playgrounds
- G** Mt. Pleasant Senior Center
- H** Carolina Thread Trailhead

School Facilities

- A** Mt Pleasant Elementary
- B** Mt Pleasant Middle
- C** Mt Pleasant High

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



1 MILE

## INFRASTRUCTURE & SERVICES



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

### Goal Summary

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

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

### Strategies

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

▼ IMAGE 3.50 EXAMPLE CAPITAL IMPROVEMENTS



NEW BUILDINGS



STREETScape IMPROVEMENTS



PARKS FACILITIES



SIDEWALKS

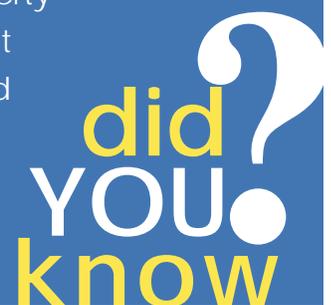
## What is a Capital Improvements Plan (CIP)?

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

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

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

Cost thresholds for capital improvements vary by community. Many communities set \$50,000 as the minimum cost to be classified as capital improvement. However, a small community like Mount Pleasant may consider a threshold as low as \$25,000. Capital Improvements Plans are consulted each budget cycle to include designated projects in the annual budget. The plans are typically updated a minimum of every five years. To maintain funding for capital improvements, communities should avoid dipping into available fund balance for operational costs and use capital reserve for capital costs. Capital Improvements plans can help manage debt service and identify alternative funding sources including grants and available state funding. Debt methods to fund capital improvements include bonds, special assessments, and property secured debt. Pay-as-you-go funding methods include current revenue, capital reserves, capital recovery, fund balance, grants, and gifts.



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

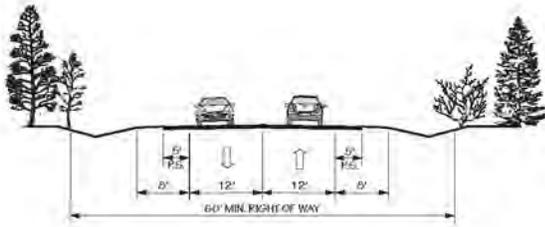
The 2040 MTP was adopted in 2014 and amended in 2015. The plan is based on federal requirements to focus expenditures on projects that are supported by the residents and taxpayers of the Cabarrus-Rowan Urban Area. It is accompanied by the CTP index and map, adopted in March of 2017, which is the financially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

▼ TABLE 3.8 CTP INDEX PROJECTS BY 2040

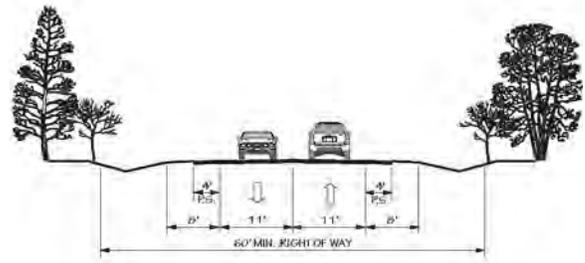
ID	PROJECT LOCATION	FROM	TO	2040 PROPOSED CROSS SECTION	2040 PREFERRED CROSS SECTION
1	NC HIGHWAY 49	COLD SPRINGS RD	WALKER RD	4B	4B WITH MA OR 4E
2	NC HIGHWAY 49	WALKER RD	NORTH DR W	4E	4E (NO SIDEWALKS)
3	NC HIGHWAY 49	NORTH DR W	NORTH DR E	4E	4F
4	NC HIGHWAY 49	NORTH DRIVE E	STANLY COUNTY	4E	4E (NO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

\* TO INCLUDE INTERSECTION IMPROVEMENTS AT FRANKLIN ST. (NC 73) AND MAIN ST.

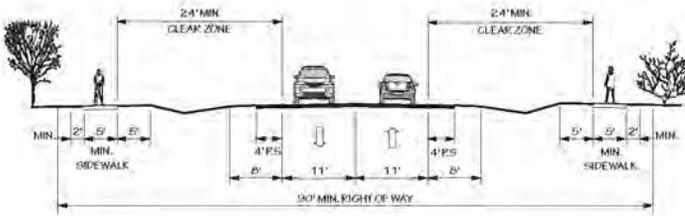
▼ IMAGE 3.51 CTP CROSS SECTIONS



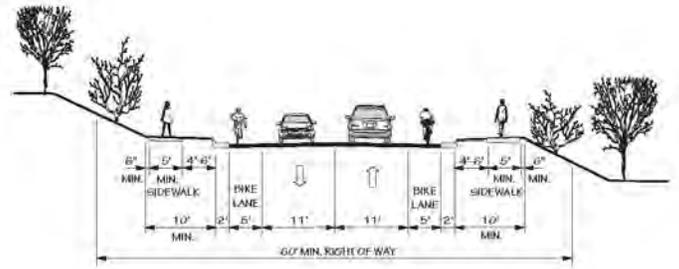
**2A** - 2 LANE UNDIVIDED WITH PAVED SHOULDERS  
POSTED SPEED 55 MPH



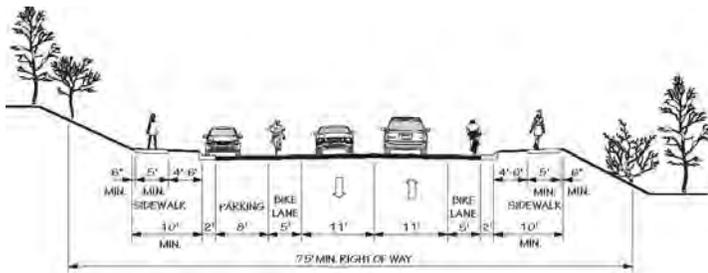
**2B** - 2 LANE UNDIVIDED WITH PAVED SHOULDERS  
POSTED SPEED 45 MPH OR LESS



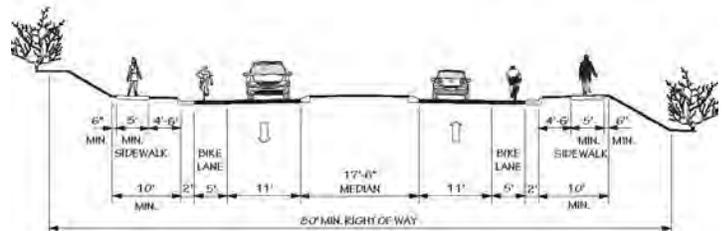
**2D** - 2 LANE UNDIVIDED WITH PAVED SHOULDERS, SIDEWALKS  
POSTED SPEED 25-45 MPH



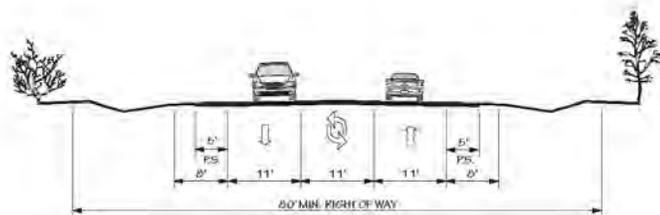
**2E** - 2 LANE UNDIVIDED WITH CURB, GUTTER, SIDEWALKS  
(MODIFY TO REMOVE BIKE LANES) POSTED SPEED 25-45 MPH



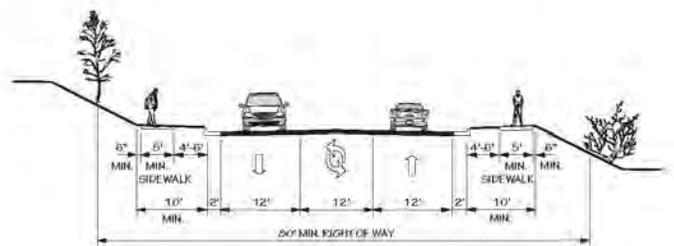
**2H** - 2 LANE UNDIVIDED WITH CURB, GUTTER, PARKING ONE  
SIDE, SIDEWALKS (MODIFY TO REMOVE BIKE LANES)  
POSTED SPEED 25-45 MPH



**2L** - 2 LANE DIVIDED WITH CURB, GUTTER, BIKE LANES,  
SIDEWALKS POSTED SPEED 25-45 MPH

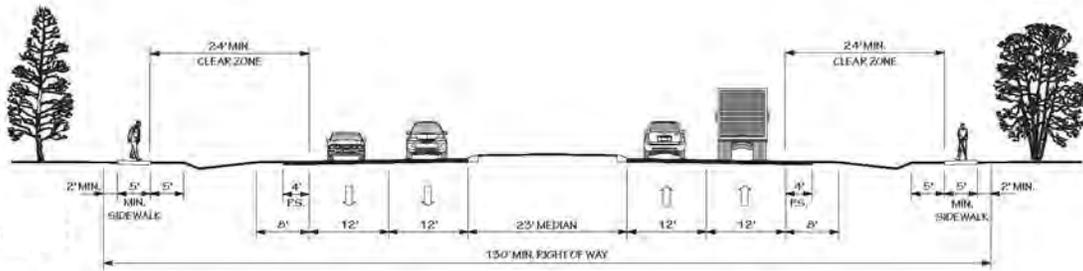


**3A** - 2 LANE WITH CENTER TURN LANE, PAVED SHOULDERS  
POSTED SPEED 25-55 MPH

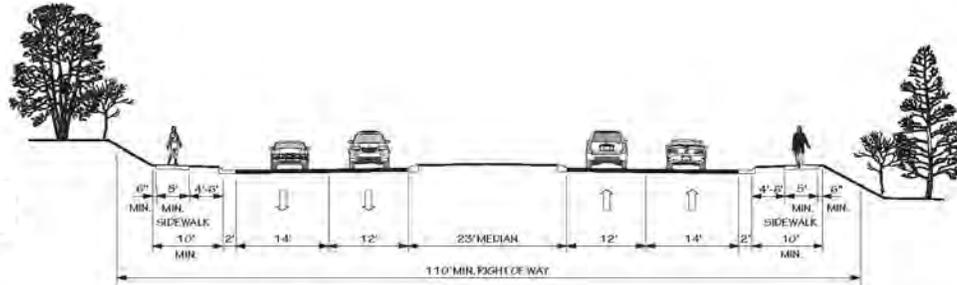


**3B** - 2 LANE WITH CENTER TURN LANE, CURB & GUTTER  
POSTED SPEED 25-55 MPH

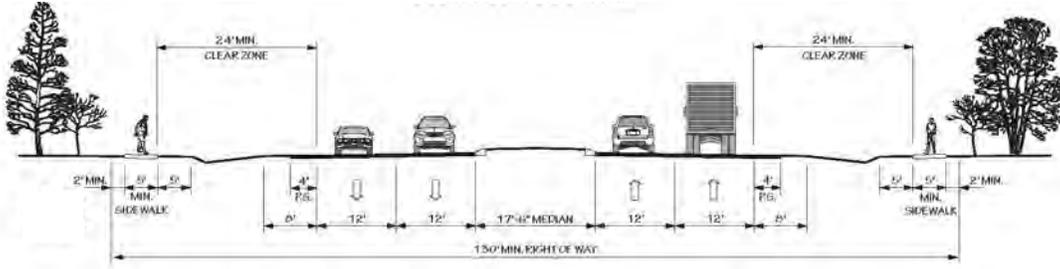
▼ IMAGE 3.51 (CONTINUED) CTP PROPOSED AND PREFERRED CROSS SECTIONS



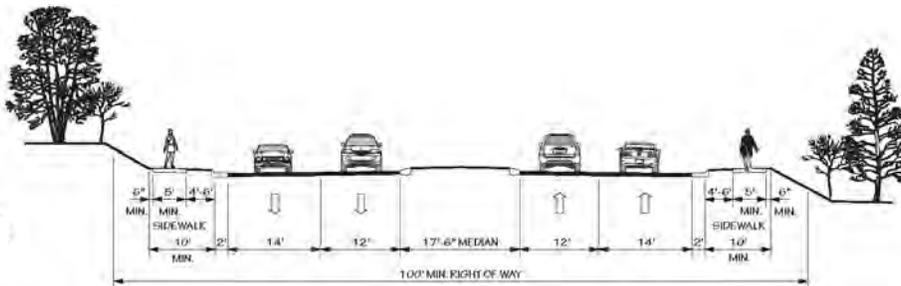
**4B** - 4 LANE DIVIDED WITH MEDIAN, PAVED SHOULDERS, SIDEWALKS  
POSTED SPEED 35-55 MPH



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



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



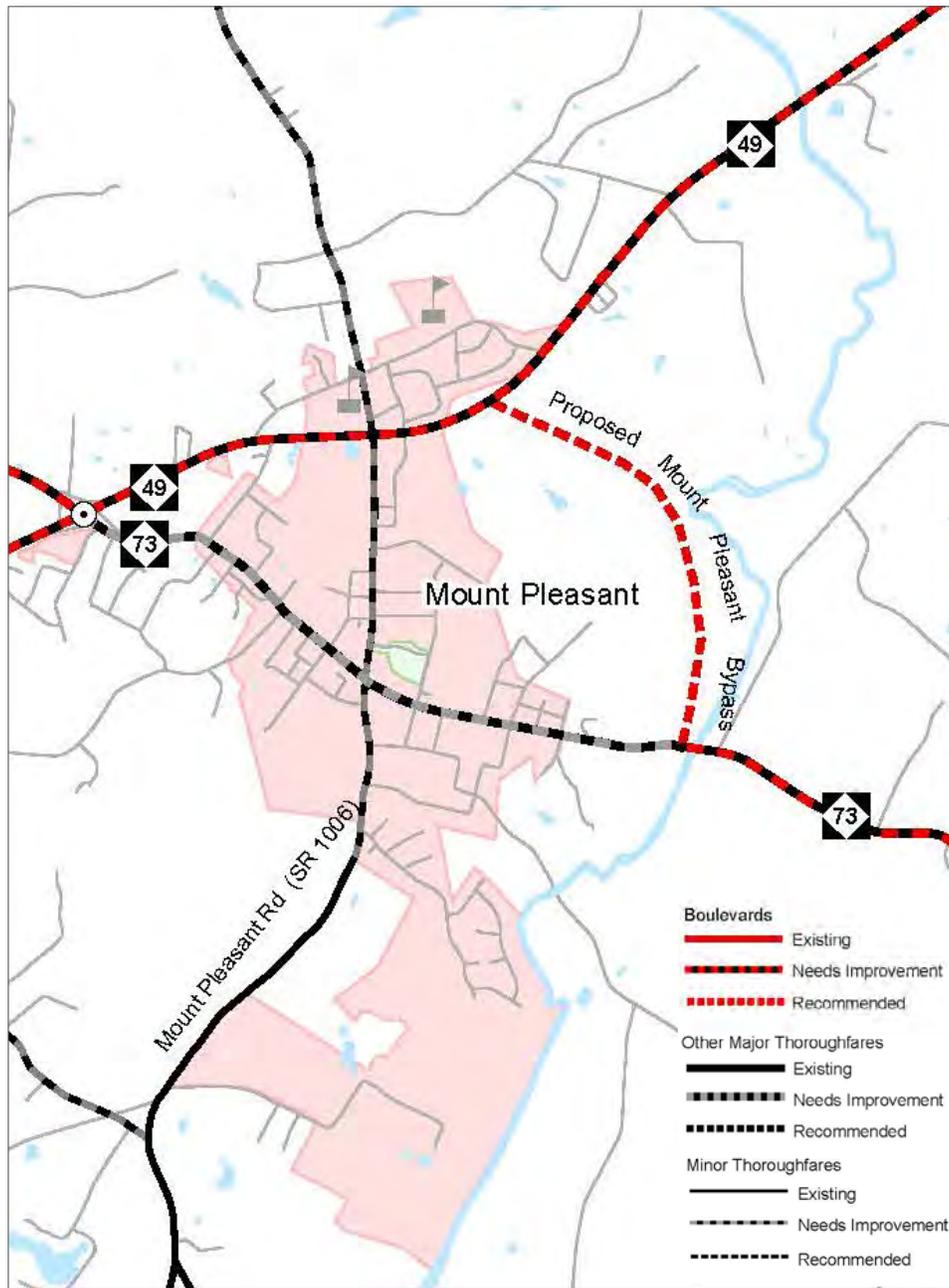
**4F** - 4 LANE DIVIDED WITH MEDIAN, CURB, GUTTERS, SIDEWALKS  
POSTED SPEED 35-45 MPH



**MA** - MULTI-USE PATH  
ADJACENT TO RIGHT-OF-WAY

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

▼ MAP 3.12 CURRENT CABARRUS-ROWAN MPO CTP HIGHWAY MAP

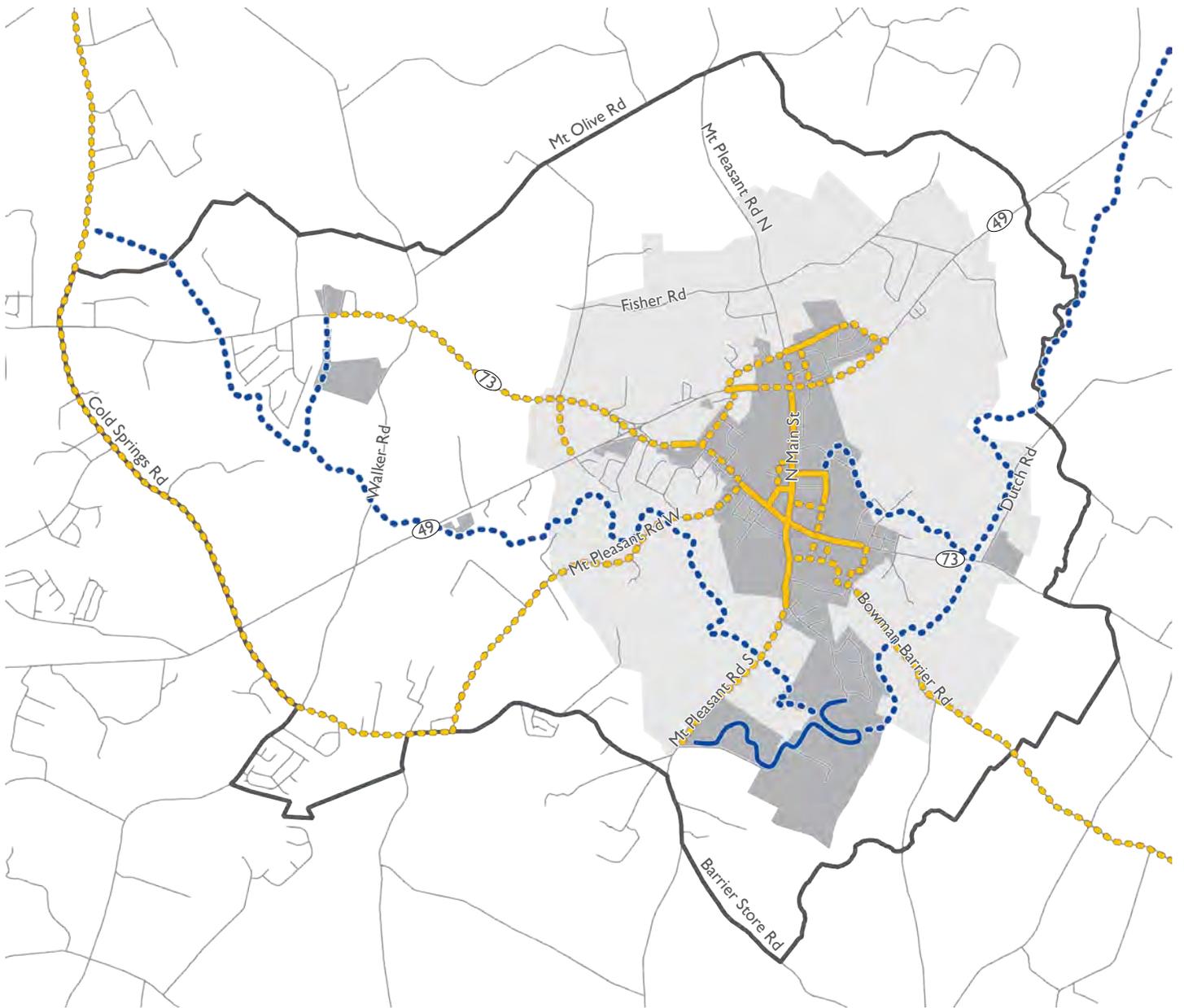


**IS3.** Repair existing sidewalks and construct new pedestrian connections throughout Town.

▼ TABLE 3.9 PROPOSED ON-STREET PEDESTRIAN IMPROVEMENTS

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

▼ MAP 3.13 PEDESTRIAN CONNECTIONS MAP

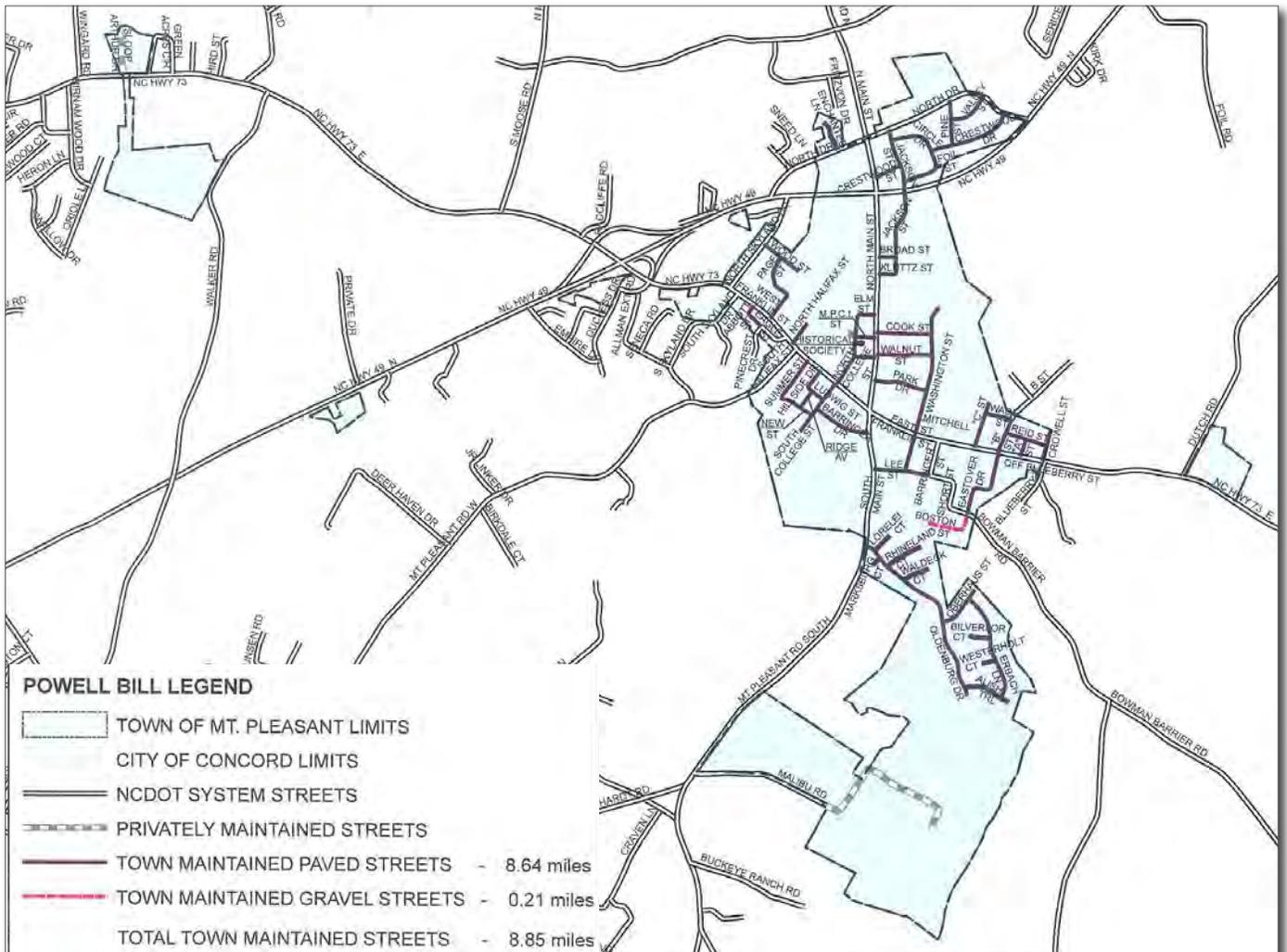


- |  |                   |  |                        |
|--|-------------------|--|------------------------|
|  | Existing Walkway  |  | Town Limits            |
|  | Proposed Walkway  |  | ETJ Boundary           |
|  | Existing Greenway |  | Planning Area Boundary |
|  | Proposed Greenway |  | Roads                  |



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

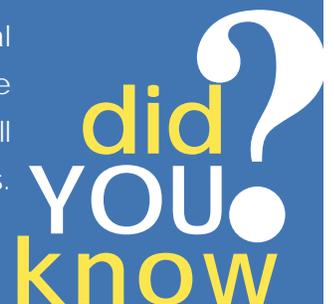
▼ MAP 3.14 POWELL BILL MAP



Source: Town of Mount Pleasant Powell Bill Map, Alley, Williams, Carmen, & King, 2017

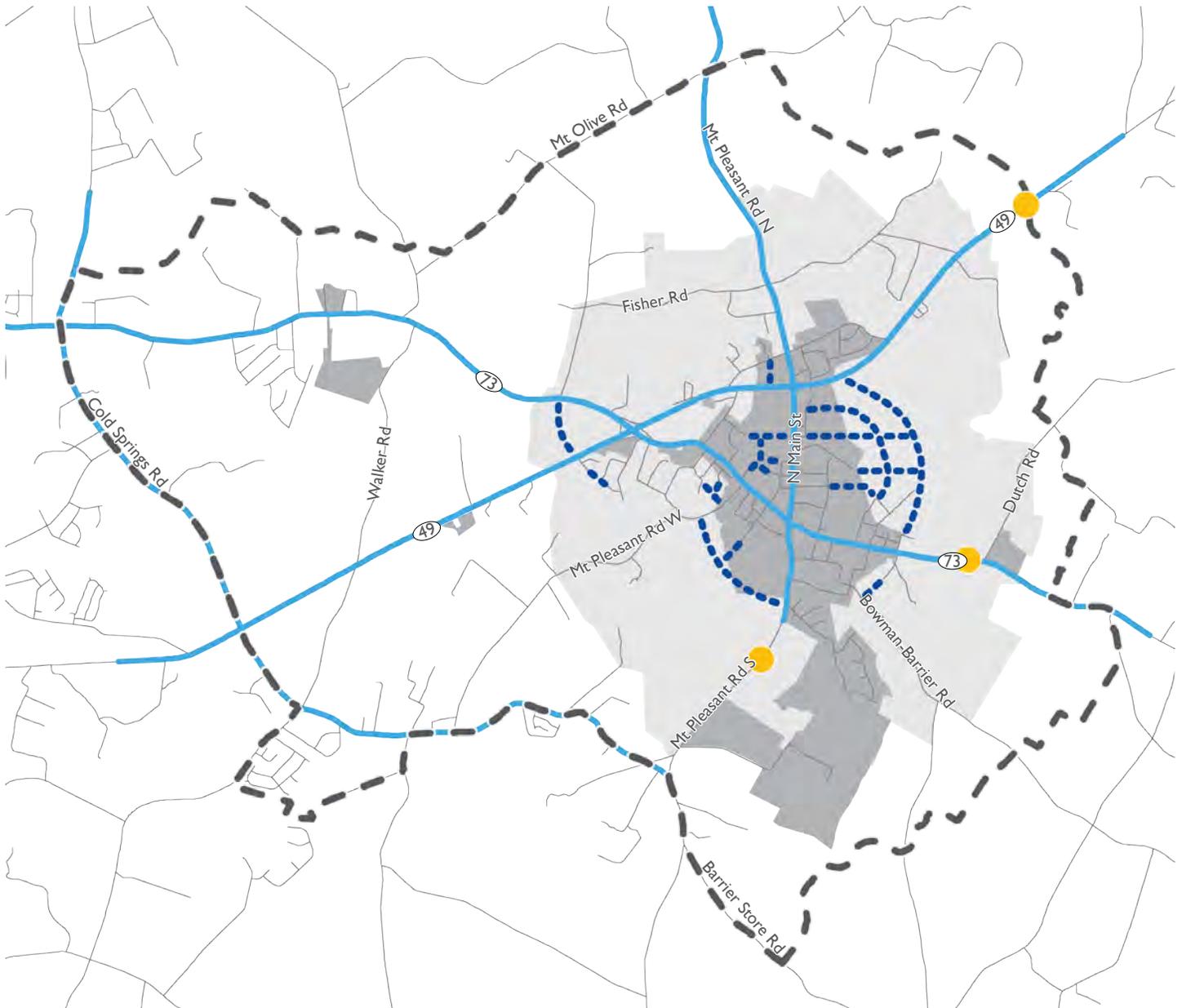
## What is a Powell Bill Map?

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



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

▼ MAP 3.15 POTENTIAL ROAD IMPROVEMENTS & CONNECTIONS



- NCDOT 2016-2025 STIP Bridge Replacement
- Proposed Roadway Improvement
- Potential Roadways Connections (as development occurs)
- Town Limits
- ETJ Boundary
- Planning Area Boundary
- Roads



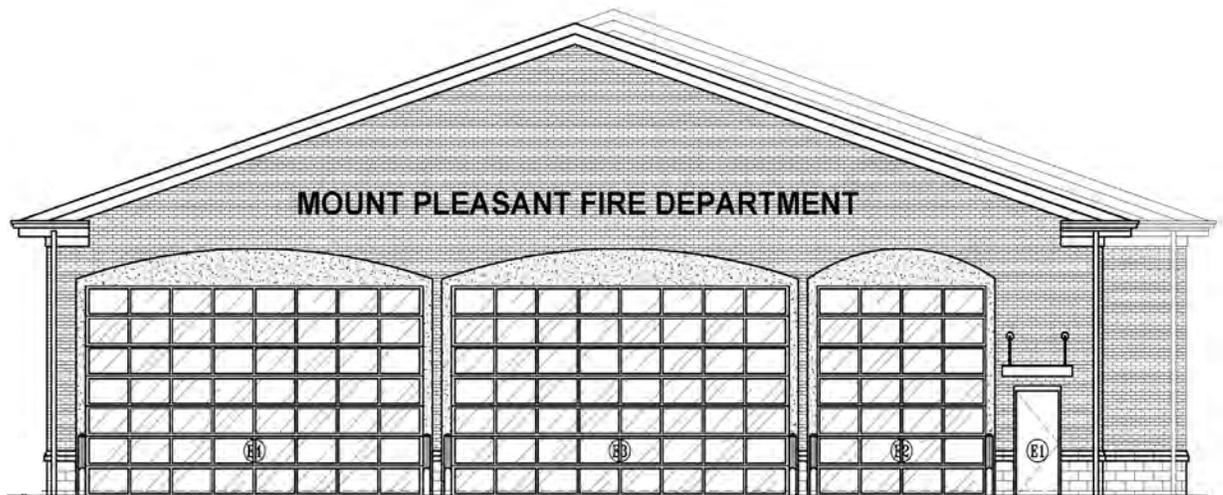
1 MILE

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

▼ IMAGE 3.52 MOUNT PLEASANT FIRE STATION - EXISTING



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



Source: Milligan Architecture Inc., 2017

## What is a Public Protection Classification?

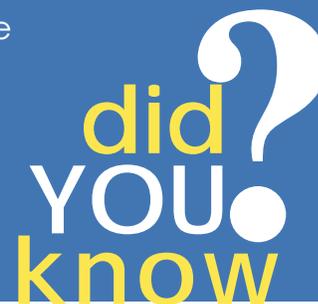
The Office of State Fire Marshal (OSFM) collects and evaluates information from communities in North Carolina on their structure fire suppression capabilities. This data is analyzed using the Fire Suppression Rating Schedule (FSRS) and then a Public Protection Classification (PPC) grade is assigned to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

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

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

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

As the population of eastern Cabarrus County grows, the Town of Mount Pleasant may consider an additional station closer to Concord, in the vicinity of the Cabarrus Events Arena. A joint facility with the City of Concord may be considered.



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

▼ IMAGE 3.54 NO ACCESS MANAGEMENT



▼ IMAGE 3.55 CONTROL OF ACCESS RETROFIT



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

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

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

## How does Mount Pleasant's tax rate measure up?

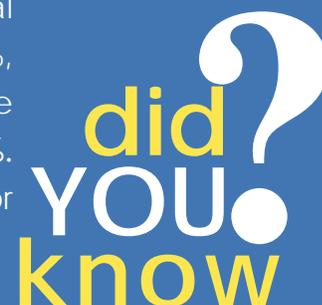
State law requires counties to reassess property values every eight years, although most counties are on a four-year cycle. Cabarrus County operates on a four-year cycle, with its latest revaluation occurring in 2016. To calculate ad valorem tax revenue, real property tax base is divided by \$100 and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

▼ TABLE 3.11 FISCAL YEAR 2017-18 TAX RATE COMPARISON

JURISDICTION	TAX RATE	REAL PROPERTY TAX BASE	AD VALOREM REVENUE	2017-2018 GENERAL BUDGET
MOUNT PLEASANT	\$0.505	\$128,316,831	\$648,000	\$2,246,798
HARRISBURG	\$0.29	\$2,098,275,862	\$6,085,000	\$12,666,400
LOCUST	\$0.36	\$503,448,275	\$1,460,000	\$2,863,297
MIDLAND	\$0.20	\$396,008,314	\$792,016	\$1,515,140
OAKBORO	\$0.41	\$139,081,707	\$570,235	\$1,663,935
RICHFIELD	\$0.22	\$51,724,137	\$150,000	\$398,200
ROCKWELL	\$0.46	\$145,097,826	\$667,450	\$1,508,285

Mount Pleasant has a current tax base of \$242,773,793 and a tax rate of \$0.505 per \$100 of valuation. Cabarrus County's tax rate is \$0.70 per \$100 of valuation. That makes the effective tax rate for properties within Mount Pleasant's town limits of \$1.205. For the Town of Mount Pleasant every penny of tax rate generates approximately \$24,277 of revenue. The Town of Mount Pleasant has a significantly higher tax rate and significantly lower tax base than most its peer jurisdictions.

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



h m p

# 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 implementing the strategies.

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

Each action item was derived through the research of current conditions and input from stakeholders. Each action item will help the Town carry out strategies and achieve the plan’s vision. The following are descriptions of each of the categories in the implementation matrix:

### 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. Timeframes are indicated in the matrix as short-term, intermediate, or long-term. Below is a description of each timeframe.

- Short-term - can be achieved in less than two years
- Intermediate - can be achieved in two to five years
- Long-term - may take longer than five years to achieve
- Ongoing - Some action items are designated as “ongoing” due to need for constant efforts toward implementing the strategy.

## RESPONSIBLE PARTIES

This category identifies community partners who will share in the responsibility of the completion of each action step. The inclusion of a consultant or other outside party may be necessary to help implement and achieve certain objectives. The abbreviations for each responsible party listed in the matrix are listed below.

### Town of Mount Pleasant

BC - Board of Commissioners

PZB - Planning and Zoning Board

TS - Town Staff

### Partner Organizations

CabCo - Cabarrus County

CVB - Cabarrus County Convention & Visitor's Bureau

EDC - Cabarrus County Economic Development Commission

CoC - Cabarrus Regional Chamber of Commerce

MPO - Cabarrus-Rowan Metropolitan Planning Organization

NCDOT - North Carolina Department of Transportation

WSACC - Water and Sewer Authority of Cabarrus County

CCS - Cabarrus County Schools

RCCC - Rowan-Cabarrus Community College

CAC - Cabarrus Arts Council

LIF - Lomax Incubator Farm

ECHS - Eastern Cabarrus Historical Society

CTT - Carolina Thread Trail

CLC - Catawba Lands Conservancy

WRC - North Carolina Wildlife Resources Commission

YAA - Youth Athletic Associations

### Other Partners

PS - Private Sector (Developers, property owners)

PC - Private Consultant

## IMPLEMENTATION MATRIX

### COMMUNITY CHARACTER

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

ID	IMPLEMENTATION ACTION	PRIORITY	RESOURCES	TIMEFRAME	RESPONSIBILITY
CC1	Market Mount Pleasant as a place to experience local history, outdoor activities, and agriculture with all the charms of small-town life.	MED	POLICY - \$\$	ONGOING	TS, CVB, CoC ECHS
CC2	Improve landscaping, signage, and building design standards for new and expanding development to enhance and be compatible with surrounding development.	HIGH	POLICY	SHORT	TS, PZB, BC
CC3	Adopt building maintenance regulations and allocate additional funding for proactive enforcement.	HIGH	POLICY	SHORT	TS, BC
CC4	Work with property owners to preserve and rehabilitate historic structures.	MED	POLICY - \$\$	ONGOING	TS, BC, ECHS, PS
CC5	Implement a façade grant program to provide conceptual design and financial assistance to property owners making specified improvements to buildings and sites that meet adopted building design, parking, and landscaping standards. Downtown buildings should receive first priority.	HIGH	\$ (ANNUALLY)	ONGOING	TS, BC, PS, PC
CC6	Provide attractive landscaped signage at the Town’s gateways and wayfinding signage for the Town’s attractions.	MED	\$\$	SHORT	TS, BC, NCDOT, PC
CC7	Host or participate in additional community events and festivals in keeping with Mount Pleasant’s branding related to agriculture and historic, small-town life.	MED	\$ (ANNUALLY)	ONGOING	TS, BC, PS

## 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.

ID	IMPLEMENTATION ACTION	PRIORITY	RESOURCES	TIMEFRAME	RESPONSIBILITY
ED1	Conduct a branding and marketing initiative to promote the Town of Mount Pleasant, including logo, motto, website, and social media strategy.	HIGH	POLICY - \$	SHORT	TS, BC, PC
ED2	Work with the Cabarrus Economic Development Commission (EDC) and Cabarrus Convention and Visitors Bureau (CVB) to diversify the economic base with light industrial, retail, tourism opportunities, and overnight accommodations, drawing visitors from the nearby Cabarrus Events Arena and other nearby attractions.	MED	POLICY	INTERMEDIATE	TS, EDC, CVB
ED3	Work with Cabarrus County Economic Development Commission (EDC) to maintain an up-to-date online inventory of available properties for large-scale employment, economic development, and adaptive reuse, and work to ensure proper zoning designations are in place to accommodate such uses.	MED	POLICY	SHORT	TS, EDC, PZB, BC
ED4	Continue to provide and promote economic incentives to attract light industry and encourage the reuse of underutilized buildings.	MED	\$\$ - \$\$\$	ONGOING	TS, BC, EDC
ED5	Actively recruit retail sectors for which there is market leakage to surrounding market areas.	MED	POLICY	ONGOING	TS, EDC
ED6	Work with Rowan-Cabarrus Community College, Mount Pleasant High School, Cabarrus County Cooperative Extension, and the Lomax Incubator Farm to promote small business, vocational, trade, and agricultural education and training to attract light industry and encourage entrepreneurship.	LOW	POLICY	ONGOING	TS, EDC, RCCC, CCS, LIF

## LAND USE & GROWTH MANAGEMENT

Establish a sustainable land development pattern that complements the character of the Town while promoting economic development and controlled growth where adequate infrastructure exists and ensuring the preservation of environmentally sensitive areas, 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 and services while discouraging development of forested, agricultural, and conservation areas.	HIGH	POLICY	ONGOING	TS, PZB, BC
LU2	Encourage the revitalization and reuse of currently unused or underutilized structures and sites.	HIGH	POLICY	ONGOING	TS, PZB, BC, PS, 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 to help support downtown businesses.	MED	POLICY	LONG	TS, PZB, BC, PS
LU4	Encourage the redevelopment or reuse of the former middle school site, preferably with a mix of uses to include recreation, restaurants, retail, office, institutional, and residential.	MED	POLICY - \$\$	ONGOING	TS, BC, PS
LU5	Encourage the preservation of open space, forestland, and farmland with minimum open space requirements and conservation development options for residential development.	HIGH	POLICY	SHORT	TS, PZB, BC
LU6	Work with Cabarrus County Soil and Water Conservation, the North Carolina Wildlife Resources Commission, and Catawba Lands Conservancy to educate property owners on the benefits of conservation easements.	MED	POLICY	SHORT	TS, CabCo, WRC, CLC, PS

## DOWNTOWN

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	Improve downtown parking availability and quality by constructing a municipal parking lot and working with downtown property owners to make improvements to existing parking. Explore additional areas where parking can be improved upon.	HIGH	\$\$\$ - \$\$\$\$	INTERMEDIATE	TS, BC, PS, PC
DT2	Facilitate streetscape improvements including burying or relocating power lines along Main Street and Franklin Street, updating sidewalks, providing bike lanes, improving on-street parking, and adding planters, pedestrian scale lighting, and benches.	MED	\$\$\$\$	INTERMEDIATE	TS,BC, NCDOT, PS, PC
DT3	Encourage the reuse of the old theater building on south Main Street as a movie theater or music venue to draw visitors to downtown.	MED	POLICY - \$	SHORT	TS, PZB, BC, PS
DT4	Encourage the construction of compatible infill buildings within the downtown.	MED	POLICY	LONG	TS, PZB, BC, PS
DT5	Fully utilize the Town Hall property and available adjacent properties.	MED	\$\$\$\$	INTERMEDIATE	TS, BC, CabCo, YAA, PC
DT6	Adopt ordinances and policies to improve the appearance of downtown, including infill building design standards, building maintenance codes, and active storefront requirements.	HIGH	POLICY	SHORT	TS, PZB, BC
DT7	Work with property owners and local artists to add murals on the blank walls of non-historic buildings or restore historic signs in the downtown.	LOW	POLICY	LONG	TS, ECHS, PS

## PARKS & RECREATION

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 to provide additional recreational amenities in the vicinity of Mount Pleasant, including a future County district park as recommended in the Cabarrus County Active Living & Parks Department Comprehensive Master Plan.	HIGH	POLICY- \$\$\$\$	INTERMEDIATE	TS, BC, CabCo, YAA, PS, PC
PR2	Expand and make improvements to park on the Town Hall property to serve as a community park for the Town.	MED	\$\$\$\$	INTERMEDIATE	TS, BC, YAA, PC
PR3	Work with the Carolina Thread Trail to expand the trail from the Buffalo Creek Preserve and complete segments identified in the trail master plan. Additionally, facilitate the construction of a greenway spur from Mount Pleasant Community Park to the Carolina Thread Trail along Dutch Buffalo Creek and the former prison site on Dutch Road.	MED	POLICY - \$\$\$\$	LONG	TS, CTT, BC, PC, PS
PR4	Work with the Catawba Lands Conservancy and Cabarrus County to introduce more recreational amenities at the Buffalo Creek Preserve.	MED	POLICY - \$\$	LONG	TS, BC, CLC, CabCo, PC
PR5	Work with local non-profit youth sports leagues to pool programming resources.	MED	POLICY - \$\$	SHORT	TS, BC, YAA, CCS

ID	IMPLEMENTATION ACTION	PRIORITY	RESOURCES	TIMEFRAME	RESPONSIBILITY
PR6	Work with Cabarrus County to retain the use of the existing youth baseball fields located at the corner of North Main Street and North Drive until new ballfields can be constructed within a new district park.	HIGH	\$\$	SHORT	TS, BC, CabCo, YAA
PR7	Work with Cabarrus County and Cabarrus County Schools to more fully utilize the track and field located adjacent to the elementary school. This includes the addition of parking, stands, and restroom facilities.	MED	\$\$\$	SHORT	TS, BC, CabCo, CCS, YAA
PR8	Encourage a private recreation center and/or performing arts center at the former middle school site or other location within the Town.	MED	POLICY - \$\$\$\$	INTERMEDIATE	TS, BC, CabCo, PS

## 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.

ID	IMPLEMENTATION ACTION	PRIORITY	RESOURCES	TIMEFRAME	RESPONSIBILITY
IS1	Develop a Capital Improvements Plan dedicating funds annually to priority infrastructure projects.	HIGH	POLICY	SHORT	TS, BC
IS2	Work with NCDOT and the Cabarrus-Rowan Metropolitan Planning Organization (MPO) to modify and implement the Metropolitan Transportation Plan (MTP) and Comprehensive Transportation Plan (CTP) index.	MED	POLICY	INTERMEDIATE	TS, BC, NCDOT
IS3	Repair existing sidewalks and construct new pedestrian connections throughout Town.	HIGH	\$\$\$\$	LONG	TS, BC, NCDOT, PC
IS4	Evaluate Town-maintained streets for immediate repair needs, scoring them based on condition, and establish a rotating paving schedule to ensure on-going maintenance.	HIGH	POLICY	SHORT	TS
IS5	Pursue opportunities to increase connectivity and continue the Town’s street grid through infill development.	MED	POLICY	ONGOING	TS, PZB, BC, PS
IS6	Work collaboratively with local fire stations to provide adequate facilities, equipment, and technology to keep response times and insurance rates low while ensuring the safety of the community’s citizens, businesses and visitors.	HIGH	\$\$\$\$	LONG	TS, BC

ID	IMPLEMENTATION ACTION	PRIORITY	RESOURCES	TIMEFRAME	RESPONSIBILITY
IS7	Pursue access management and aesthetic improvements through reduced curb cuts, streetscape enhancements, and inter-development connectivity between adjacent sites.	MED	POLICY - \$\$\$	LONG	TS, BC, NCDOT, PC, PS
IS8	Place priority on updating existing utilities infrastructure rather than expanding utilities infrastructure, and only provide utilities infrastructure to properties within the Town limits or those that annex into the Town limits. This includes updating the Town’s Water & Sewer Master Plan.	HIGH	POLICY- \$\$\$\$	ONGOING	TS, BC, WSACC, PC
IS9	Codify, organize, and update the Town’s ordinances to ensure consistency and prevent contradictions in the regulatory framework.	HIGH	POLICY - \$	SHORT	TS, BC, PC
IS10	Maintain a tax rate that ensures sufficient revenue to provide high quality services and funding for the Capital Improvement Program while remaining competitive with peer communities.	MED	POLICY	ONGOING	TS, BC

## RESOURCES

### ECONOMIC DEVELOPMENT

The North Carolina Department of Commerce provides a variety of business development programs including the following:

- **Capital Access Program** - This program provides matching reserve funds for business loans that are just outside a lender's usual standards. The average NC-CAP loan is \$100,000. When a loan is approved by the lender and enrolled in NC-CAP, the borrower pays a fee, which is matched with money from the program. The funds together are deposited into a reserve account held by the lender, to offset losses in case of default. Borrowers should contact their local lenders to be considered for the program.
- **Loan Participation Program** - This program reduces a lender's risk by purchasing up to 15 percent of a loan (with a maximum participation of \$200,000). Typical loans in the program range from \$150,000 to \$1.5 million. Borrowers should contact their local lenders to be considered for the program.
- **Fund of Funds Program** - This program has invested \$10 million in four venture capital and angel funds, which in turn invest in North Carolina businesses as early as the conceptual stage: Hatteras Ventures Partners, IDEA Fund Partners, Inception Micro Angel Fund and Salem Investment Partners. The individual funds are responsible for finding and assessing potential investments in North Carolina businesses.

Mount Pleasant businesses are also eligible for the following funding resources based on location in a rural census tract:

- Green Business Fund
- Sales and Use Tax Exemptions, Refunds and Discounts
- Building Reuse Grant
- Community Development Block Grants
- Industrial Development Fund Grants
- Industrial Revenue Bonds

Additional cost-saving incentives to help businesses include:

- Foreign Trade Zones
- Interactive Digital Media Tax Credit
- Road Access and Rail Access Programs
- Recycling Business Assistance Center
- North Carolina Biotechnology Center
- Commerce Finance Center
- North Carolina's Community Colleges and Workforce Development Boards offer economic development tools for job training and recruiting through the community colleges.

Website: [www.nccommerce.com](http://www.nccommerce.com)

## BICYCLE & PEDESTRIAN INFRASTRUCTURE

### US Department of Energy (DOE)

The Department of Energy's Energy Efficiency and Conservation Block Grants (EECBG) grants may be used to reduce energy use and fossil fuel emissions and for improvements in energy efficiency. Section 7 of the funding announcement states that these grants provide opportunities for the development and implementation of transportation programs to conserve energy used in transportation including development of infrastructure such as bike lanes and pathways and pedestrian walkways.

Website: [www.eecbg.energy.gov](http://www.eecbg.energy.gov)

### MAP-21

The most likely source of funding for pedestrian projects would come from the North Carolina Department of Transportation (NCDOT) and the federal funding program MAP-21. Some of the sub-programs within MAP-21 and within NCDOT are listed below:

- **Strategic Mobility Formula:** The Strategic Mobility Formula component of the Strategic Transportation Investments bill (passed into law in 2013) outlines the general structure of NCDOT's project prioritization process. The formula includes three funding categories – Statewide Mobility, Regional Impact and Division Needs. Bike and pedestrian are only eligible within the Division Needs category. Metropolitan Planning Organizations (MPOs), Rural Planning Organizations (RPOs), and NCDOT Divisions may submit projects through the prioritization process. Independent

bike and pedestrian projects (shared-use paths, bike lanes, sidewalks, intersection improvements, etc.) are comparatively evaluated based on safety, access, demand/density, constructability, and benefit-cost criteria. Bike/pedestrian projects must compete with all other transportation modes with projects across all modes ranked collectively. Projects that score well are selected for programming in the State Transportation Improvement Program (TIP). This process occurs every two years. Priority projects are included in the developmental STIP (years 6 to 10) and the 10-year Program & Resource Plan.

Website: [www.connect.ncdot.gov/projects/planning/Pages/StrategicPrioritization.aspx](http://www.connect.ncdot.gov/projects/planning/Pages/StrategicPrioritization.aspx)

- **NCDOT Discretionary Funds:** The Statewide Discretionary Fund consists of \$10 million and is administered by the Secretary of the Department of Transportation. This fund can be used on any project at any location within the State. Primary, urban, secondary, industrial access, and spot safety projects are eligible for this funding. The Town would have to make a direct appeal to the Secretary of NCDOT to access these funds.
- **NCDOT Contingency Fund:** The Statewide Contingency Fund is a \$10 million fund administered by the Secretary of Transportation. Again, the city would have to appeal directly to the Secretary.

- Incidental Projects: Bicycle and pedestrian accommodations such as bike lanes, sidewalks, intersection improvements, widened paved shoulders and bicycle and pedestrian-safe bridge design are frequently included as incidental features of highway projects.

In addition, bicycle-safe drainage grates are a standard feature of all highway construction. Most pedestrian safety accommodations built by NCDOT are included as part of scheduled highway improvement projects funded with a combination of federal and state roadway construction funds or with a local fund match. Incidental projects are often constructed as part of a larger transportation project, when they are justified by local plans that show these improvements as part of a larger, multi-modal system.

Website: [www.ncdot.gov/bikeped/funding/process/](http://www.ncdot.gov/bikeped/funding/process/)

### **NC Recreation Trails & Adopt-A-Trail Grants**

The State Trails Program is a section of the N.C. Division of Parks and Recreation. The program originated in 1973 with the North Carolina Trails System Act and is dedicated to helping citizens, organizations and agencies plan, develop and manage all types of trails ranging from greenways and trails for hiking, biking and horseback riding to river trails and off-highway vehicle trails. The Recreation Trails Program awards grants up to \$75,000 per project. The Adopt-A-Trail Program awards grants up to \$5,000 per project.

Website: [www.ncparks.gov/more-about-us/grants/trail-grants/recreational-trails-program](http://www.ncparks.gov/more-about-us/grants/trail-grants/recreational-trails-program)

### **Powell Bill Funds**

Annually, State street-aid (Powell Bill) allocations are made to incorporated municipalities which establish their eligibility and qualify as provided by G.S. 136-41.1 through 136-41.4. Powell Bill funds shall be expended only for the purposes of maintaining, repairing, constructing, reconstructing or widening of local streets that are the responsibility of the municipalities or for planning, construction, and maintenance of bikeways or sidewalks along public streets and highways.

### **Safe Routes to School Program**

Safe Routes to School (SRTS) is a program that enables and encourages children to walk and bike to school. The program helps make walking and bicycling to school a safe and more appealing method of transportation for children. SRTS facilitates the planning, development, and implementation of projects and activities that will improve safety and reduce traffic, fuel consumption, and air pollution in the vicinity of schools. The North Carolina Safe Routes to School Program is supported by federal funds through SAFETEA-LU and MAP-21 legislation. Please note that all SRTS projects "shall be treated as projects on a Federal-aid system under chapter 1 of title 23, United States Code." Although no local match is required and all SRTS projects are 100% federally funded under the SAFETEA-LU, agencies are encouraged to leverage

other funding sources that may be available to them, including grant awards, local, state, or other federal funding. SRTS funds can be used for proposed projects that are within 2 miles of a school public or private, K-8, in a municipality or in the county jurisdiction. In response to the Strategic Transportation Investments law of June 2013, proposed SRTS projects will be considered as part of the Bicycle and Pedestrian project input with Strategic Prioritization Office for funding consideration. Most of the types of eligible SRTS projects include sidewalks or a shared-use path. However, intersection improvements (i.e. signalization, marking/upgrading crosswalks, etc.), on street bicycle facilities (bike lanes, wide paved shoulders, etc.) or off-street shared-use paths are also eligible for SRTS funds. For a more inclusive list, please visit the FHWA SRTS program. Website: [www.ncdot.gov/bikeped/safetyeducation/safeRoutesToSchools/](http://www.ncdot.gov/bikeped/safetyeducation/safeRoutesToSchools/)

### **Metropolitan Planning Organization**

The Winston-Salem Metropolitan Planning Organization (MPO) manages the transportation planning process required by Federal law. The MPO plans for the area's surface transportation needs, including highways, transit, bicycle, and pedestrian facilities. There are two subcommittees of the MPO: the Technical Advisory Committee and the Technical Coordinating Committee. An important part of the transportation planning process is to identify transportation needs and to explore feasible alternatives to meet those needs. Plans and programs are often conducted in partnership with the NC Department of

Transportation to identify needs and projects to enhance Clinton's transportation infrastructure.

It is suggested that the Town work closely with the MPO on getting the projects outlined in this plan listed on the TIP since this may be the primary source of funding for the project. Typically, projects on this list require a 20% local match.

### **Town of Mount Pleasant Options**

The Town of Mount Pleasant may have funding available to support some elements of construction or repair of pedestrian infrastructure. Other local funding options include:

- Bonds/Loans
- Taxes
- Impact fees
- Exactions

## **PARKS & RECREATION**

### **Land and Water Conservation Trust Fund**

The Land and Water Conservation Fund (LWCF) has historically been a primary funding source of the US Department of the Interior for outdoor recreation development and land acquisition by local governments and state agencies. In North Carolina, the program is administered by the Department of Environment and Natural Resources.

Website: [www.nps.gov/subjects/lwcf](http://www.nps.gov/subjects/lwcf)

### **N.C. Parks and Recreation Trust Fund (PARTF)**

The Parks and Recreation Trust Fund (PARTF) provide dollar-for-dollar matching grants to local governments for parks and recreational projects to serve the general public. Counties, incorporated municipalities and public authorities, as defined by G.S. 159-7, are eligible applicants.

A local government can request a maximum of \$500,000 with each application. An applicant must match the grant dollar-for-dollar, 50% of the total cost of the project, and may contribute more than 50%. The appraised value of land to be donated to the applicant can be used as part of the match. The value of in-kind services, such as volunteer work, cannot be used as part of the match.

Website: [www.ncparks.gov](http://www.ncparks.gov)

## **PRIVATE SECTOR RESOURCES**

### **Land for Tomorrow Campaign**

Land for Tomorrow is a diverse partnership of businesses, conservationists, farmers, environmental groups, health professionals and community groups committed to securing support from the public and General Assembly for protecting land, water and historic places. The campaign is asking the North Carolina General Assembly to support issuance of a bond for \$200 million a year for five years to preserve and protect its special land and water resources. Land for Tomorrow will enable North Carolina to reach a goal of ensuring that working farms and forests; sanctuaries for wildlife; land bordering streams, parks and greenways; land that helps strengthen communities and promotes job growth; historic downtowns and neighborhoods; and more, will be there to enhance the quality of life for generations to come.

Website: [www.landfortomorrow.org/](http://www.landfortomorrow.org/)

### **The Robert Wood Johnson Foundation**

The Robert Wood Johnson Foundation was established as a national philanthropy in 1972 and today it is the largest U.S. foundation devoted to improving the health and health care of all Americans:

To assure that all Americans have access to basic health care at a reasonable cost

- To improve care and support for people with chronic health conditions
- To promote healthy communities and lifestyles
- To reduce the personal, social and economic harm caused by substance abuse

Website: [www.rwjf.org/applications/](http://www.rwjf.org/applications/)

### **The Cannon Foundation**

The Cannon Foundation was established in 1943 by Charles A. Cannon, President of Cannon Mills Company. This endowed foundation accepts unsolicited requests for grants, primarily for capital projects and equipment. Eligible organizations include 501(c)(3) public charities, local governments and, local churches. Grants are given for healthcare, higher education, human services, and community improvements. Website: [www.cannonfoundation.org](http://www.cannonfoundation.org)

### **Foundation for the Carolinas**

The Foundation for the Carolinas administers funds and grants in central North Carolina. Eligible organizations include 501(c)(3) nonprofit organizations, congregations, governmental institutions, and educational institutions. The Foundation for the Carolinas administers the Cabarrus County Community Foundation and the Foundation for a Healthy Carolina grants. Eligible projects include arts and culture, environment, health, and housing. Website: [www.ffc.org](http://www.ffc.org)

### **Bank of America Charitable Foundation, Inc.**

The Bank of America Charitable Foundation is one of the largest in the nation. The primary grants program is called Neighborhood Excellence, which seeks to identify critical issues in local communities. Another program that applies to greenways is the Community Development Programs, and specifically the Program Related Investments. This program targets low and moderate income communities

and serves to encourage entrepreneurial business development.

Website: [www.bankofamerica.com/foundation](http://www.bankofamerica.com/foundation)

### **Duke Energy Foundation**

Funded by Duke Energy shareholders, this non-profit organization makes charitable grants to selected non-profits or governmental subdivisions. The grant program has three focus areas: environment and energy efficiency, economic development, and community vitality. The Foundation would support programs that support conservation, training and research around environmental and energy efficiency initiatives. Each annual grant must have an internal Duke Energy business "sponsor" and a clear business reason for making the contribution. Website: [www.duke-energy.com/community/foundation.asp](http://www.duke-energy.com/community/foundation.asp)

### **American Greenways Eastman Kodak Awards**

The Conservation Fund's American Greenways Program has teamed with the Eastman Kodak Corporation and the National Geographic Society to award small grants (\$250 to \$2,000) to stimulate the planning, design and development of greenways. These grants can be used for activities such as mapping, conducting ecological assessments, surveying land, holding conferences, developing brochures, producing interpretive displays, incorporating land trusts, and building trails.

Website: [www.conservationfund.org](http://www.conservationfund.org)

### **National Trails Fund**

American Hiking Society created the National Trails Fund in 1998, providing funding to grassroots organizations working toward establishing, protecting and maintaining foot trails in America. National Trails Fund grants help give local organizations the resources they need to secure access, volunteers, tools and materials to protect America's cherished public trails. To date, American Hiking has granted funding for trails across the U.S. for land acquisition, constituency building campaigns, and traditional trail work projects. Micro-grant awards of up to \$3,000 are available to member organizations.

Projects the American Hiking Society will consider include:

- Securing trail lands, including acquisition of trails and trail corridors, and the costs associated with acquiring conservation easements.
- Building and maintaining trails which will result in visible and substantial ease of access, improved hiker safety, and/or avoidance of environmental damage.
- Constituency building surrounding specific trail projects - including volunteer recruitment and support.

Website: [www.americanhiking.org/alliance/fund](http://www.americanhiking.org/alliance/fund)

### **The Conservation Alliance**

The Conservation Alliance is a non-profit organization of outdoor businesses whose collective annual membership dues support grassroots citizen-action groups and their efforts to protect wild and natural areas. One hundred percent of its member companies' dues go directly to diverse, local community groups across the nation - groups like Southern Utah Wilderness Alliance, Alliance for the Wild Rockies, The Greater Yellowstone Coalition, the South Yuba River Citizens' League, RESTORE: The North Woods and the Sinkyone Wilderness Council (a Native American-owned/operated wilderness park). For these groups, who seek to protect the last great wild lands and waterways from resource extraction and commercial development, the Alliance's grants are substantial in size (about \$35,000 each), and have often made the difference between success and defeat. Since its inception in 1989, The Conservation Alliance has contributed \$4,775,059 to grassroots environmental groups across the nation, and its member companies are proud of the results: To date the groups funded have saved over 34 million acres of wild lands and 14 dams have been either prevented or removed-all through grassroots community efforts.

The Conservation Alliance is a unique funding source for grassroots environmental groups. It is the only environmental grant maker whose funds come from a potent yet largely untapped constituency for protection of ecosystems - the

non-motorized outdoor recreation industry and its customers. This industry has great incentive to protect the places in which people use the clothing, hiking boots, tents and backpacks it sells. The industry is also uniquely positioned to educate outdoor enthusiasts about threats to wild places, and engage them to take action. Finally, when it comes to decision-makers - especially those in the Forest Service, National Park Service, and Bureau of Land Management, this industry has clout - an important tool that small advocacy groups can wield.

The project should be focused primarily on direct citizen action to protect and enhance our natural resources for recreation. All projects should be quantifiable, with specific goals, objectives and action plans and should include a measure for evaluating success. The project should have a good chance for closure or significant measurable results over a fairly short term (one to two years). Funding emphasis may not be on general operating expenses or staff payroll.

Website: [www.conservationalliance.com](http://www.conservationalliance.com)

### **The Trust for Public Land**

Land conservation is central to the mission of the Trust for Public Land (TPL). Founded in 1972, the Trust for Public Land is the only national nonprofit working exclusively to protect land for human enjoyment and well being. TPL helps conserve land for recreation and spiritual nourishment and to improve the health and quality of life of American communities. TPL's legal and

real estate specialists work with landowners, government agencies, and community groups to:

- Create urban parks, gardens, greenways, and riverways
- Build livable communities by setting aside open space in the path of growth
- Conserve land for watershed protection, scenic beauty, and close-to-home recreation safeguard the character of communities by preserving historic landmarks and landscapes.

The following are TPL's Conservation Services:

- Conservation Vision: TPL helps agencies and communities define conservation priorities, identify lands to be protected, and plan networks of conserved land that meet public need.
- Conservation Finance: TPL helps agencies and communities identify and raise funds for conservation from federal, state, local, and philanthropic sources.
- Conservation Transactions: TPL helps structure, negotiate, and complete land transactions that create parks, playgrounds, and protected natural areas.
- Research and Education: TPL acquires and shares knowledge of conservation issues and techniques to improve the practice of conservation and promote its public benefits.
- TPL has worked with willing landowners, community groups, and national, state,

and local agencies to complete more than 3,000 land conservation projects in 46 states, protecting more than 2 million acres.

Website: [www.tpl.org/](http://www.tpl.org/)

**Blue Cross Blue Shield of North Carolina (BCBSNC) Foundation**

Blue Cross Blue Shield of North Carolina (BCBSNC) focuses on programs that use an outcome approach to improve the health and well-being of residents. The Health of Vulnerable Populations grants program focuses on improving health outcomes for at-risk populations. The Healthy Active Communities grant concentrates on increased physical activity and healthy eating habits. Eligible grant applicants must be located in North Carolina, be able to provide recent tax forms and, depending on the size of the nonprofit, provide an audit.

Website: [www.bcbsncfoundation.org/](http://www.bcbsncfoundation.org/)





# APPENDIX

In addition to the six open-ended questions, survey respondents were given the option to write in additional comments for twenty-one questions. These comments are taken verbatim from surveys.

## QUESTION 1

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

- I live just outside the city in gold hill
- Teacher at MPHS
- reside in area
- Very close to town limits
- Concord resident but went to MPMS and MPHS
- Soon to be resident
- Neighbor
- visitor
- resident for 19 years and still involved
- Not a resident of the Town but live in the MP area
- Kids go to Mount Pleasant schools
- employee
- mother lives there and i was raised there
- Work here
- In school district of MP
- live in MP school district
- I live just outside of town, but in Mt. Pleasant school district
- Work here and plan to move here soon
- Gold hill resident
- Visitor
- resident and property owner
- Own property right outside city limits/work in MP/grandchildren attend MP schools
- I live within 2 miles of downtown
- Farmer
- Harrisburg resident.
- Close proximity
- Resident of concord but volunteer fire fighter in MP
- Live outside Mount Pleasant's City limits
- I live right out of the town limits, but grew up in mt pleasant.
- Work for a business in town plus I live 4 miles from the center of town
- Employee
- Non-resident
- We attend church in MP, shop at mp grocery store, play sports in MP, & My children are in the school district and attend elementary school
- Not a resident
- employee
- Employee
- Live very close
- Employed in mt pleasant
- Student
- Very close neighbor.
- Former resident. Parents have property in the area.

- Grew up in Mount Pleasant. Went to school all years there and my mother still lives there.
- Live between MP and Rockwell
- Family if business owner.
- Former resident
- Work in Mt. Pleasant
- Children go to MP schools
- Live right outside of the limits
- Employee in town, live just outside in county
- Lived out of town limits on Cress Rd
- Family in MP
- my whole family goes to Mt. Pleasant schools
- Previous resident
- Prior Resident
- Mt Pleasant address
- Our business does business with several companies in Mt. Pleasant. Also live just outside planning zone, in MP school district.
- Live outside the city limits. MPRS & Malibu
- Local
- Non resident but closest town from home and kids in MP school district
- Just outside city limits
- On the line of Cocord/Mount
- Kids in school district
- Renter
- Outside city limits
- Live in unincorporated surrounding area
- Live really close
- Have grown up in MP, right outside of city limit. Concord address, Mt. Pleasant telephone number.
- Work In Town
- we shop here

## QUESTION 6

### Where is your place of employment?

- I'm a pastor
- I travel for business my headquarters is in another state
- Cabarrus county School
- I am a stay at home mom. My husband travels for work.
- Stay at home mother
- other
- Charlotte, Mt Pleasant, Business Owner
- Sales Representative with Corporate office in Andover, MA
- Work from home
- Homemaker
- banking
- Stay at home mom
- I work online
- I am a caregiver for my disabled husband
- Part-time income tax preparer
- Work remotely
- Mpfd
- Monroe and mount pleasant
- Thomasville (Davidson County)

- Work outside the area.
- Telecommuter
- Iredel(Mooresville)
- New Jersey
- Anson County
- Self-employed. Travel for work
- SSDI
- Ga
- Charleston County
- Disabled
- I own 2 businesses, one of which is in downtown MP.
- Disabled
- Travel multiple states
- And stay at home mother
- I work out of my home for a company in another country.
- Stay at home Mom
- Charlotte
- Out of state
- Stay at home mother
- I am a stay at home mother.
- Work from home; headquarters in Wilmington Nc
- Stay at home mother with husband working in Mount Pleasant.
- I am self employed in the entire area mentioned above
- Self employed
- I work all over, construction
- i work from home for a company out of Illinois
- I travel in central NC for a sales territory.
- Homemaker
- Iredell

## QUESTION 7

### What do you like about the Town of Mount Pleasant?

- Rural area with farms and the lack poorly planned, tasteless commercialization.
- Safety
- Small town atmosphere
- The friendliness of the people
- Other items listed are also important
- Rural lifestyle, don't screw it up!
- The progressive attitude of the current leaders. Towns die when they don't progress.
- Small town feel
- lol
- Rural location
- I like the town of Mount Pleasant because it is a small town. Its not over crowded with a lot of apartments and planned neighborhoods.
- Love the small town feel. I hope it stays that way!
- Small Town
- I like that MP is a place of peace vs. the hustle and bustle of Concord and CLT and the busyness that those towns produce.
- Sense of community
- land/housing prices lower
- i really love everything about mt pleasant.

- Keep Mp local no big store chains

## QUESTION 8

Please rank the top three items in order of importance as they relate to the Mount Pleasant's future.

- The small intimate nature
- Farming
- Dont make mp a commercial area. Leave it a small town
- Preserving the history and keeping MP the place it is since this is why people move here.
- The commercial development and housing need the support structure of utilities & public services.
- please keep it the way it is. Old Small Town, Nice friendly people
- Again, we need all these items in an attractive community
- We need to make sure that the old MPMS building isn't left to become an eyesore like Bethel.
- Nice restaurants and Stores #1
- Restore the downtown area. Small breweries and more food options. Foot traffic friendly.
- Would like to see at ymca, better shopping, and better food options!
- No commercial development don't need it a small town we like it this way you want a big town get moving
- I would like to keep Mount pleasant as a small town and not have any more apartments or subdivisions added.
- Town needs to keep its historical small community
- Don't want the town developed. Small town feel most important.
- Downtown
- Love the small town feel and history
- YMCA
- I would prefer there not be much development. Mt. Pleasant' charm is being a small town.
- Need more food options. Possible sports bar
- i would like to see more development downtown and wuld love more sidewalks around

## QUESTION 9

Every community has its shortcomings. Which of the following do you think apply to Town of Mount Pleasant? (Check all that apply)

- Empty mills and businesses
- People who choose to grow in this community and own their own businesses like it because it's out of the beating path. They enjoy the fact that 24/27 is growing into Charlotte but want to keep MP the smaller town on the outskirts that gives people a reason to drive through and get away from all the fast paced world. You can come here and find a nice family oriented business or place to eat where everyone knows everyone. To much development and in the wrong ways will scare people away and make us a "mini concord" which would not be good. Find ways to keep MP the outskirts and slow paced feel and encourage development in concord or surrounding areas. Drive people to us for our small town and slowed down pace who want to live out of all the major cities but be close enough to drive to work like concord and Charlotte. Best of both worlds.
- Don't like the low income apt at Barringer Trace.
- More town events would be nice. Things like Christmas tree lighting and festivities, fall festival, etc. We have a great all American small town, it would be nice to have events like one.
- The new apartment complex
- restaurants
- I love my city, we don't need to add any developments other than chick fil a

- We need to stop trying to develop it. The apartments were a horrible idea. Its going to make MP a trashy area with higher crime. If you wanted apartments you should have built them but not low income ones. There are people who were born and raised here and actually work and are unable to live there because they make too much. People are going to leave if the city keeps getting larger. We moved to mp for the safety and small community. Stop developing the area and stop trying to bring more crime in. Those apartments were the worst idea for MP.
- Not no good restaurants
- new apartments being built --- suburban sprawl to our little town
- Lack of community arts programs.
- Don't try to make this town grow into a crappy place to live, if I wanted to live in Harrisburg, Davidson, Cornelius, Huntersville....etc. I'd move there, those places are horrendous. Hope you understand that MP has next to ZERO crime, had little traffic problems although that is changing and we were a tight knit community. Growth, remember everything grows. Go out if you want something to do if not stay at home in our nice quite town.
- Much of what we love about Mt. Pleasant is also what keeps us from growing. We love the sense of community, the location and the schools. In order to grow any, there has to be development. However, with unplanned development comes the potential of loss of the things we love. It is a difficult circumstance.
- Tax rate for those who live in city limits but everybody surrounding me pleasant doesn't have the tax but get to enjoy it. The tax should go up for all if it is open to the public to enjoy. Town dwellers should not get a tax hike for things that don't affect only them
- Mount Pleasant Road is in dire need of complete redo!
- Youth athletic environment and facilities.
- MP is a small town that does not need to have the problems of Harrisburg, Concord, Kannapolis. (To many houses, not enough roads. Not going to be the small town if it grows)
- the infrastructure is old. all new growth affects this. Water, sewer. Roads are not in the best shape and some need paving that are inside the city limits. To keep the downtown as it is there is no way to change the roads. That is what keeps the downtown area as it should be, historical and small. No growth needed!
- I love the small town feel mount pleasant has, but more parks/splash pad, trails, and downtown entertainment/businesses would make this town amazing.
- Need a better variety of eating options. Traffic also backs past 5/3 bank at busy times of the day. Not sure how this can be handled....
- The town needs a Y.
- Do not believe that Mt. Pleasant believes in competitive development such as another drug facility....another grocery facility....more small business developement....employment opportunities ... just to name a few.
- Water/sewer has TRIPLED since we moved here. Prospective homeowners, such as ourselves look at that before buying land/housing in the city limits. Something needs to be done yesterday or the town will never be attractive for new buyers.
- Mt. Pleasant is a uniquely beautiful, small town that is on the verge of development. Unfortunately, that has come in the form of cheap stores like Family Dollar rather than attracting higher end development. I worry that it will become like Harrisburg or Locust--virtually indistinguishable from any other small town that is overrun with box stores and lack of character. Also, while the new Barringer Trace apartments are attractive, there is no comparable housing for people who are employed at a higher income. Much of MP is either very expensive or relatively cheap--there is not a lot available for middle income families or single individuals.
- PARKING
- Lack of restaurants and grocery stores.
- Trying to develop downtown is going to make traffic worse as the intersection in downtown is already a hazard. If you try to fix that intersection you'll have to tear down every building there.
- I love Mt Pleasant just the way it is and do not want to see the "small town" feel lost and given

away to “commercialize” our town!!!

- Lack of quality developments
- Lack of Fire Department Management.
- We need more things to do in town. It’s aggravating having to drive to Charlotte, concord, locusts, Albemarle any time you want to eat anything nice or enjoy the night
- Lack of experience and leadership in the fire department
- There appears to be no zoning or city inspection of unsafe buildings. A square-type center for businesses would also be beneficial.
- The downtown area has some beautiful old buildings. Convert them into breweries or restaurants. I would much prefer spending my money in Mt. Pleasant than driving to Concord to eat. Tuscarora could be restored and made into some sort of restaurant with a patio, etc.
- The stop light at the square. It takes 5 minutes to get through like come on guys figure that crap out!
- Lack of area to develop within the town limits
- a public lake where one could walk, fish or picnic would be nice
- Lack of stores such as Walmart, restaurant choices, retail stores. Lack of entertainment choices.
- Not enough community events to bring people together.
- The new section 8 housing is going to bring a lot of problems to the area.
- “MP is great place!
- But we could help our own community if we allowed a little more growth to employees those who are unable to find jobs.
- A few stores, a choice for a drug store, the “mom & pop” stores are nice but you’re losing money because people go to locust, midland, Richfield, and Rockwell
- Because they offer things MP doesn’t!! MP should really look at that!!”
- Certain people will not allow development for fear it will cause their profits to decrease.
- The town needs business and new buildings being built, more local shops and restaurants. The infrastructure cannot hold if there is not more revenue coming into the town. If the town of mount pleasant doesn’t allow growth then concord will take all our tax dollars because they are expanding. The town council is outdated to many old people with old ideals. We need a new growth development plan and put it to action.
- Need local ymca with community pool
- The athletics that use MP within its name as if they are town supported when they aren’t, ex: MPYSA is being ran by a scam artist, and making it seem like he is backed by the town of MP.
- The beauty of Mt P is the small town feel. DO NOT CHANGE THAT!!!!!! We the people to MT P could live in Concord, Charlotte elsewhere if traffic issues, increased crime, schools that have a reputation for “don’t know don’t care” sense about them !!! Make it better. NOT BIGGER!!!
- Lack of small business/restaurant options
- A dog park would be a nice amenity for the community
- I do NOT like Barringer’s Trace Apartments. I am not a fan of lower income housing; we do not need it.
- You want growth get out go to concord Harrisburg or Charlotte we don’t need ya and don’t want ya leave
- The speed limit on the east side of Franklin st is too high. I would like to see it be 25 through the residential area and more patrol for speeders. As it is a high traffic area. There is way too much speeding and no where near enough tickets handed out.
- To many people
- Lack of food options. Need more places to sit down as a family and eat.
- Needs a park desperately
- The leaders that the town currently have are simply bad. They are dishonest when needed.
- Mt. Pleasant is a historic small town. I think it is important to remember that. Controlled growth and maintaining the integrity of this small town are important. We do not want to become the next exploding Harrisburg and Concord. Key words “small, historic, agricultural town”.

- Nothing
- The ugly subsidized apartments
- If we wanted to live in a metropolis we would move
- A little more development, But not too much development. Would like more restaurants, some shopping
- The traffic light at the square
- housing and other structures in poor condition whether inhabited or uninhabited allowed to remain in those conditions. MP residents comment on those structures as being eyesores.
- Instead of buying a tanker truck....that they don't take on calls especially the one fire call that needed it, but dont worry they had a pond....oh and they were 2ND on call. Use the money else where. PARKS AND REC.our fields are awful you go other places they are great. A family dollar and dollar general... a cruise in...oh wait someone already does that for you and u can't even provide trash cans or a Porta john...instead of trying to make mt look like Harrisburg just remind ur selves of the empty lots in kannapolis where they tore down the historic and came in with the new and have no revenue....help the businesses and community we have. The apartments well hate to tell you but they are in the wrong location Mount Pleasant. Our town is cozy and comfortable stop trying to make it bigger than what we are and need. It will eventually fall.
- I'm concerned development will remove the towns charm, history and character. Larger businesses will cause congestion. Growing the town's limits and ETJ will likely bring people "into" town that don't wish to live within the town limits.
- Keep the small town feel. Place a moratorium on building. And listen to the people that live here. Not everyone is from MP. So let there be equal lifetimers and new residents making decisions.
- Intersection of 73 and Mt. Pleasant Rd. Is becoming a nightmare. Left turns need to be addressed. Growth needs to be handled carefully, allowing for desired improvements without jeopardizing small town charm.
- Town leaders have too much interest in developing and changing the town. If they want development they should move somewhere else not change the place we love!!!!
- As a long-time renter I feel there is not adequate housing for young middle-class families. One of the reasons we have not purchased a home is because there aren't quality homes in our price range(100K-140K) and when there are they are snatched up very quickly. And word of mouth is how we've found our last three rentals. Usually securing them before they are even publicly listed.
- Main St light needs turning lanes or at least alternating green lights during peek times to avoid getting stuck through light 2-3 rotations because you need to turn
- Main Street needs some work
- Kind of not open to new people. It's who you know that gets things done
- HWY 73 traffic is terrible, and needs to be widened going towards Concord.
- I still can't believe the town put a Family Dollar as our grand entrance to the town. And govt assisted housing allowed as well and also at the entrance to town. Still shaking my head over that!
- "Starting to be too much trash moving in. The low income Barringer trace ruined it."
- I moved here because of small town atmosphere
- Terrible food options. Group hangouts New apartments
- Lack of qualified fire department personnel
- growth is fine when it is needed.....empty unrented shells and low income apartments isn't growth
- Would love to see more restaurants, especially locally owned, definitely need a coffee shop!

## QUESTION 11

**In the future, what types of development should the Town encourage? (Check all that apply)**

- Transportation for non-drivers
- "We need to play up the Historic parts of MP. "
- Any new businesses should be small businesses, occupying downtown storefronts, no chains!
- I believe Mount Pleasant should partner with the NC Research groups in Kannapolis. There is land for development of farms and nutrition development research. Also brings clean business to Mount Pleasant.
- Aldi
- YMCA
- Please stop trying to build more stuff in MP. Leave the small town country feel.
- Please keep our town small and rural
- It's hard not to check everything because Mt. Pleasant really doesn't have much at all
- If ANY development it should be single-family residential.
- I would love more service oriented businesses to keep me in Mt. Pleasant like a nail salon, a gym, and additional food choices.
- The parks and rec should not affect only city limits taxes as all would partake. If it's city tax hike forget it we struggle that our taxes pay for the Fourth of July that everybody enjoys already.
- "I don't think the development should go much faster, just a little. The bad National economy is to blame for the slight drag in development, imho."
- We need development that supports a healthy and visually pleasing physical environment and is focused on strategies that support our economy, education, local business, and community service.
- Kid related development as in a splash pad, park, small movie theater, and more restaurant options (not fast food), biking/walking trails to name a few.
- Upgrade and Utilize the space available, and maybe one nice restaurant
- Attracting businesses may help with the tax rate. The tax rate could stand to come down since our water and sewer rates continue to climb.
- quality starter homes
- It is imperative that the town be good stewards and promote development in buildings that are already here--old mills, etc. White Owl is a great example of a good use of an existing building, as is Southern Grace. Most importantly: the town needs to attract a positive buyer/developer for the old MPMS property.
- I feel we need better parking and business owner take better care/pride in buildings. We need a recreation ball park like Harrisburg, Concord, and Kannapolis have. The old middle school property would be great for that already has fields and tennis courts just need to tear down the school and improve the property.
- Make water and sewer available to accommodate growth
- Don't want to see turned into another Harrisburg. Mt Pleasant isn't far from Harrisburg, Concord or Locust which all have restaurants and shopping. We don't need to bring it here.
- Athletic and recreation complexes
- There is nothing here for kids to do. There needs to be more employment opportunity for teens and adults. There is a desperate need for a different grocery store-preferably Harris Teeter. We need a park.
- Restore the beautiful buildings we have downtown. The hosiery mill could be a neat little restaurant as well as the old Tuscarora. Beer gardens? Patios? Incorporate the whiskey prison into more events.
- ymca
- New Drug Stores
- Services- things to do in the evening after work such as :cafe, small bar/grill, indoor play center for youth, small movie theater like the GEM, small electronics store, all around sports shop (outdoor

- gear)
- Hardee's and family dollar are ratchet and terrible dirty places. We need to focus on quality and open good places that will make the community look better.
- "Sports/athletic stores
- Clothing stores that don't come from a dollar store
- Restaurants that don't smell like grease when u walk in the door!
- Make
- Specifically Chick-fil-A and Starbucks
- To provide more Emergency services especially more personnel for the fire department. As the town grows the fire department, sheriffs department will need to allocate for more personnel and equipment. The towns maintenance department will have to expand.
- Outdoor activities the annual barbaque is good direction but more, like the Spartan races etc. Make us know for best outdoor activities, best ball fields in the region, running route, bike route, hiking trails, etc.
- "Growth" for the sake of growth is not good. That's only covering development in a chocolate coating and biting into the turd.
- Dentist and optometrist
- Maybe more restaurants, entertainment sites, parks and rec facilities. Look to market the old mills and some development towards environmentally friendly businesses that embrace farming and have agricultural history/appreciation.
- Enhancement to community appearance
- Entertainment facility-amphitheater,etc
- You can go 20 minutes down the road for most anything you want. We already have empty retail spaces and too much rental property. We do not need any more! Worry about controlling the drug deals taking place at most convenience stores before focusing on more growth! Our mayors works for Concord...Town Mngr worked for City of Concord...we don't want to become Concord...
- YMCA or equivalent, entertainment opportunities
- Growth should be limited as much as possible
- I would like to see Mount pleasant remain a small town and not bring in a lot of development.
- We really could use another grocery store choice.
- A decent farmer's market.
- I believe that the town center in Locust is a great vision for what I would like to see Mount Pleasant become. I hate that we don't have many places to go eat, have a town events, etc.
- I have been to the MP farmers market. Also talking to other vendors there they have decided to move to Albemarle b.c of MP's rules and regulations and crazy times for the Farmer's market. Maybe another fast food place other than Hardee's.
- No development!!!! Shouldn't allow houses to be built so close to each other.
- Burger King
- We need more options that just Food Lion for Grocery Shopping. No more dollar type stores. A Gym would ne nice.
- "I came here for the small town experience and the agricultural environment. I hope it takes a very long time to change that!"
- Grocery options other than Food Lion.
- Farmer's market
- We need a laundry mat.
- "Homes with land NOT neighbors you can touch your neighbors
- Oldenburg is perfect "

## QUESTION 12

### In the future, what types of development should the Town discourage? (Check all that apply)

- No strip clubs, no malls, no huge outlet stores, no industrial buildings, don't be a mini concord.
- We don't need any drinking joints, fine dining or otherwise, keep that crap somewhere else. Those apartments were a punch in the face to everyone who lives here and best I can tell everyone but a few were blindsided by them. That was a big deal for this town and the residents should have been better informed and involved before that was approved. The citizens should place a moratorium on multi-family dwellings for 10 years until we see how this will impact our Family Oriented Community.
- I am not opposed to Industrial facilities, but am not sure we have the available space for them in the town limits.
- No section 8 or govt subsidised housing
- Development that maintains cohesive setting, historic preservation, educational & cultural opportunity, clean environment, small town setting, inviting streetscape, economic opportunity
- The reason we moved to mount pleasant is there are no apartments/condos/duplexes. We have seen one apartment community that was built recently and I would hate to see more pooping up. We moved further away from concord/Charlotte because of that exact reason. TOO many people in one area, too saturated.
- No industrial facilities unless they are utilizing existing structures.
- Mt. Pleasant is an attraction due to its small-town feel. Harrisburg is a prime example of growth. If people want growth, they can move to Harrisburg, Concord, or Charlotte.
- It would break my heart to see Walmart or something similar built in MP. If we could have something that was a mixed use development like some of the apartment/restaurant/shopping stuff (ie, Atherton Mill in South End Charlotte), that would be ideal. Something like Cabarrus Brewery and The Depot is a great tourist draw and great for the community itself.
- We need all Growth
- Mt Pleasant is a beautiful little town and you're going to destroy it with development.
- The town is dying development wise. No good restaurants, entertainment, etc. No development should be discouraged.
- NO MORE APARTMENTS!!!!!!!!!!!!!!
- Malls encourage crime, Mt. Pleasant has a reputation in the area as a nice safe place to live. Cabarrus county has plenty of businesses in it. Maybe it would be best to take change slow.
- None. This town needs to grow.
- We do not need more apartments here. The clientele that apartments bring does nothing for the infrastructure that the town needs to grow
- Once those things come, the safety will go. It needs to stay unique, and not grow to be like every other town.
- discourage nothing. Controlled growth is what we need.
- Keep the town small and don't let the town get taken over and turned into a mess like concord has.
- Mount Pleasant will develop; It is inevitable and should be embraced. That being said, absolutely NO MORE low income housing. I understand a senior center like crescent heights in concord might be nice, but this community does NOT need low income persons and the trouble they bring to our community and our schools.
- NONE GROWTH MUST HAPPEN
- Low income housing
- Don't discourage growth
- "If we want the business of life there are many places to go to. Concord for instance. MP's atmosphere will change if too much "wrong growth" and all the things that I love about MP will change. It will just like every other busy town."
- Low income housing

- Low income housing such as the Barringer Trace style Apartments.
- Small town, it's the reason I live here
- Low income housing
- We want to encourage any development.

## QUESTION 13

### What part of the planning area is most important to the progress and future of the Town?

- The lower end of town needs cleaned up!
- I think all these parts are crucial
- Hey
- Encourage development along Hwy 49, but keep the small town charm in the downtown area.
- Sounds like you want to know where we want the growth, how about Cold Springs and NC Highway 49. Give the Arena some motels and places to eat and maybe we can contribute to the overall health of the county, while keeping MP small.
- The intersections of Main Street & 49 as well as Main Street & 73 have a lot of traffic. Whichever has most traffic seems to me to be the one that would be most important to the progress. Those who travel the roads regularly are going to be the ones to frequent the businesses in our town.
- Traffic with turning at downtown intersection and safety of it as more people coming in or through town
- None
- Downtown is central, as are other areas noted, but loss of MP Middle makes that high-profile intersection crucial to present and future development in our town
- All of Mount Pleasant is important.
- I have not been here long enough to know what part of the planning area is most important. But I can say I love how the town of Davidson is designed in regards to their downtown. Tons of options for shops/food/green area, but still has that small town feel. Would love to see that here in mount pleasant.
- No comment.
- I am for maintenance; NOT progress.
- The intersection of Main Street and NC Highway 49 is the gateway to downtown--we need to have attractive, purposeful development of the old MPMS property. There absolutely needs to be a crosswalk at the intersection so that people can walk SAFELY from Circle K to Hardees and to the rest of downtown. Downtown Mt. Pleasant could use attractive signage and improved sidewalk/bike lane/walkability.
- We need to get rid of ALL nonconforming uses and use code enforcement to clean up the downtown. Make it a place that attracts new business. Good quality people are not going to have out in a \*\*\*\* hole.
- "With the existing issues at the intersection of Franklin and Main it would appear future development would have to be outside of the downtown area."
- I would LOVE to see an updated downtown with the old buildings. Foot traffic friendly.
- Fix the road on Main Street
- The old MPMS school will need quick change and revamping to prevent the town from keeping a dilapidated building from becoming useless space and prime area for a park or outdoor sports center and shops.
- Downtown is terrible. There needs to be a facelift and tax breaks given to businesses, shops, and good restaurants. The food selection is artery clogging. To be honest, there are way too many churches taking up great land that could be repurposed for business purposes. With a growth in businesses, which means more money, the sewer and water system could be restructured.
- "There is more to MP than downtown. We can make a small shopping center without touching the warm fuzzy old people feel of MP!

- Why can't we have a happy medium. History/agriculture/small town courtesy with some bigger town things to do, also to include eating options and shopping. "
- Those terrible apartments at barringer trace
- We don't want to be a left behind town, with having things that make others interested in our town will keep MP alive. I like small town but in reality will we survive without economic growth. I do like how downtown Concord has come back to life and taken some locals back to enjoying shopping, weekend entertainment, etc away from large malls and big city life.
- NO 4 lanes. Keep it small 35 MPH or lower from that eyesore dollar general past the Lumber company
- Start Downtown and these mills...move out from here. Deal with the old Mount Pleasant middle school site ASAP before it becomes an eyesore and a code enforcement disaster.
- None we are just fine keep the big city out of our sweet town of MP
- Leave well enough alone. You all are going to ruin our small town. Look at the apartments on Hwy 73! Low income housing was not the way to go!
- Old Middle Shool property on Hwy 49
- I think working with the existing infrastructure would be best. All of these areas are vital to the town but if we want our small town to stay small, which many of us do, we need to be careful about adding new infrastructure.
- Leave it the hell alone
- The Hwy 49 corridor due to traffic. This is where the town can encourage business growth, location is better than other areas.BUT the town needs to be sure to preserve the agricultural areas.
- Leave everything alone!!!!
- Mount Pleasant is great why do you want to change it. We don't have to grow and compete with Concord to be a great community
- Need a Harris Teeter or Publix. More options than Food Lion
- "I'm content with how things are now."
- Highway 73 from the 49 interchange thru downtown
- Why does it need changed
- all of it
- Im not sure

## QUESTION 14

**What types of uses would you like to see at the old Mount Pleasant Middle School site? (check all that apply)**

- Recreational, swimming pool, bowling
- Any type of recreational space would be an amazing addition to the community!
- Would like mixed use complex which could use salvageable facilities from the middle school and add facilities/uses which would enhance the community... This site will has the potential to improve Mt. Pleasant or distract from it.
- Housing for seniors
- YMCA
- YMCA or park
- Tear down and start fresh with room for facilities to create industrial jobs.
- YMCA
- YMCA
- Move town hall to that.location along with town festivals.
- It would be nice to have a dog park in this part of the county with a splash pad for people/ pet interactions. Some of the dog parks in Cabarrus County have inappropriate and dangerous play equipment for dogs.
- Since we will soon need a new Elementary School to go along with our new HS and Middle

School why not tear it down and get that going (hate to see it go, but). This will also keep from acquiring new land or over crowding the Walker Road area. Once it is built then convert the current Elementary School (which is newer) into something nice like a Athletic Facility (YMCA) or community recreation center and/or event center.

- It would be awesome to house several types of businesses if the standards are held higher. My first choice is definitely athletic facilities, a gym offering family and individual memberships. There could be retail space developed later and a performing arts center after the first two are established.
- Anything that doesn't raise taxes of those only within the city limits. I will be angry if those who live in city limits get a tax hike and the outside dwellers do not for a park or ball fields. If it is county taxes paying and not city taxes for a park and athletics yes I think the children in the whole met pleasant area need that but if it's city folk that pay forget it and go toward restrants and retail to bring in some money
- YMCA type facility, complete with pool
- NO MORE CONSIGNMENT
- I would like to see it become a multi-use facility centered around and guided by the Avett Brothers/Avett Family. It could be almost a Youth Hostel in part for their many Deadhead like fans. It would be a great place to have a sort of museum or display not only for musical memorabilia, but the artwork of Scott, etc. It is already air conditioned and with all that cement, brick and asbestos, it is neither going anywhere nor likely to burn and so would be a safe place for valuables. They could expand it as they like to include various other artists or references to bluegrass, roots, American music, etc. It would be a destination for so many who ardently care for the the Avett Brothers music, and maybe a few concerts or at least drop-in visits every now and then by the Brothers themselves and/or the Band. The Auditorium could have a studio appended to it maybe?? Even the food prep areas could be preserved if folks were to come in and stay for a week. It could be a mini-Branson for just the Avett Brothers. Might be a blessing to them as it might reduce their travel time and increase their family time. Also, the fans of the Avetts tend to be kindhearted and decency-seeking folks who would fit in with the community spirit of Mount Pleasant.
- Future Mt. Pleasant Elementary school
- A cohesive, forward-looking plan that incorporates multi-use development and includes the existing stadium, auditorium, athletic fields in creative ways to define and enhance our community. We do not need another intersection like NC-49/US601 to our south or NC-49/US52 in Richfield.
- I do not want to see it given to developers to sell for their profit. We do not want to loose the ball fields.
- A nice mixed use with shops, office, recreation and limited housing.
- Somewhere to swim indoors!
- Believe that the County should keep the property for a future elementary school....County owns property and would same the tax payers money by utilizing for this purpose as the present school will need to be replaced in the future.
- don't know
- Athletic facilities could be used for tournaments. Park should maintain tennis courts.
- It would be great to see the fields preserved and utilized since our community already uses them extensively. However, the most important part is that it be used for something and not left to decay and rot!
- That area should support youth athletics only. Kids need more places to play sports and recreational areas for skate boarding so they aren't on the sidewalks and parking lots. WTF do you think we need a Performing Arts Center for??? The Cabarrus Arena isn't 5 miles away. You people are out of your minds trying to overdevelop this town. If you don't like it the way it is move to somewhere that has all the stuff you are trying to put here.
- Propel Church to move here and use auditorium

- New town hall, police and fire station, and ball fields
- NO MORE APARTMENTS
- YMCA with a pool
- YMCA!!!!!!
- The middle school should be turned into a YMCA. The kids around here have no where to go to keep them out of trouble. This is why we are known as Mt.Pregnant because teens and you're kids have nothing to do around here. It's like the people here do not want to see growth which is very sad. Growth is good for a town. There is not one single Resturant in this town besides "maw and paw" little restaurants.
- "If anything else goes there,
- Someone better start figuring out a new traffic patter for the elementary school and the buses and cars
- But it would be great for something useful to go there that everyone could enjoy a matter what their age "
- It would be a PERFECTLY place for a new elementary school...that needs to be built in the next few years. Land acquisition would not be a problem.
- new fire station
- Ymca
- No consignment shops. There are too many of them.
- Something like a YMCA since we have nothing on this side of the county
- Absolutely NO low income housing.
- None we are fine as we are now that price of trash Barringer Trace is enough of trash in our town
- Mcdonalds
- Give it to Propel Church to operate ministry out of and service the community
- We do not have a park and athletic facilities in this part of the county. The gym and auditorium would rent out all the time. They already do...I know first hand. NO MORE APARTMENTS AND NO MORE EMPTY RETAIL SPACE!
- Athletic facilities like a Y or an aquatic center. We have plenty of ball fields.
- Why change it is our legacy to our children
- Senior center
- YMCA
- We need facilities for families and seniors and singles . A ymca would be great! There us a lot of land in Mount fit restaurants and offices already.
- Ymca?
- Cabarrus County Parks and Rec offerings; special interest workshops/courses in the newest section of the classrooms; a dog run; other features similar to this park in Elkin, NC <http://elkinnc.org/elkin/Departments/ParksRecreation/tabid/66/Default.aspx>
- The recreational facilities are terrible. Tear down the middle school use the gyms and make ballfields.
- Why not move the elementary school there so they can spread out a bit. Then turn the elementary school facility into a park.
- Don't develop it!! NO RETAIL, NO HOUSING, NO OFFICES!!!! MAKE IT A PARK!!!
- YMCA
- Dog Park would be amazing & draw from Concord. Closest is 1 on Weddington Rd & then Charlotte
- Community Center developed fields. Would be a tremendous asset to our community even if the classroom and cafeteria had to be torn down. Save the gym, lobby, auditorium, and band/chorus hall. Apply for matched grant possibilities.
- I would love to see a Ymca in this area.
- I would love to see a community exercise facility.
- We need to make a center for teh community. Mixed class rooms for older folks to attend a center. Maybe a Gym space for family

- YMCA
- Why not a YMCA or something to get others involved in their Health
- YMCA
- Brewery/ Brew Pub
- New fire station
- Community center
- Indoor sport complex
- would love to see a ymca or a gym come in there.
- Bulldoze it down , leave the gyms and fields, make a park
- Something other than baseball fields

## QUESTION 15

Name three current businesses that are important to Mount Pleasant.

BUSINESS 1	BUSINESS 2	BUSINESS 3
Food Lion	Moose's	Family Dollar
MP Chiropractic	MP barber shop	Buddy's, Sandys, and Marvins
Marvins	Moose pharmacy	The vet
Moose's	What-a-burger	The White Owl
Fast food	Restaurants	Retail stores
Town Hall	Medical facilities	Library
What-A-Burger	Miller Lumber	Mount Pleasant Fire
Moose Pharmacy	Miller Lumber Company	Mt. Pleasant Hardware & other small businesses
Moose Pharmacy	Food Lion	
Grocery-Food Lion	All current restaraunts	All small local businesses downtown
Moose Drugs	What a Burger	Food Lion
Food lion	Mount pleasant hardware	Marvins
Moose Pharmacy	What a burger	Miracles
Does the library count?	Uwharrie Bank	What A Burger
Schools	Lumber mill	
Whataburger	Moose drugs	Food lion
Moose	Whataburger	Hardwear store
DB tees	What a burger	Miracles
Moose Drug	What a Burger	Banks
Athletics	Food	Pharmacy
Drug store	Grocery store	
Marvins		
Moose Pharm	Buddy's Place	Cabarrus Family Medicine
What a burger	Circle k	Foodlion
Moose Drugs	White Owl	Whataburger
Miller lumber	Food lion	Air repair
Lumber Mill	Moose drugs	Food lion
Cabarrus Family medicine	Moose drugs	What a burger
WAB	Fire Dept	Marvins
Moose drugs	What a burger	Mount Pleasant Animal Hospital

BUSINESS 1	BUSINESS 2	BUSINESS 3
Moose drug	Dance trap	Air repair
Moose pharmacy	What a burger	Ricks
Moose Drug	MP Hardware	Air Repair
Marvins	Moose Pharmacy	Sandys
Food Lion	Dollar general	
Moose Pharmacy	Vet	Mount Pleasant Hardware
Food Lion	Circle K	Restaurants
Moose drug store	Library	What a burger
Moose Drugs	What-A-Burger	Doctor Office
What a burger	Buddy's place	Marvins
what a burger	pure gas station	the rest of the buisnesses
Moose drug	Food lion	Hardees
Buddy's Restaurant	banks	What a Burger :)
Buddies	Rick's Exxon	Hardee's
Mount Pleasant doctors office	What a burger	Subway
Clint miller	Jhacks	Marvins
Circle K		
Marvins	Library	Fire dept
Moose drug	What a burger	Miller lumber
What a burger	Dance trap	Chiropractor
Miller lumber company	What a burger	MPYAA
Foodlion	Gas stations	Moose drug
What burger #13	Tire place Honeycutt	And 3 gas stations
Resaurants	Grocery	Banking
Circle k	MP family Med	Food lion
What a burger	Ace hardware	Domino's
Food lion	Dollar stores	Restaurants
Shell Station (both)	Food Lion	
Moose Drug	Doctors office	Antique
Schools	White Owl	Food Lion
Restaurants (not just one specifically)	Moose Drug	Banks and Convenience stores for gasoline
white Owl	Marvin Farmhouse	Thirsty Owl
Foodlion	Ricks gas and restraunt. Moose drug	Fast food like dominoes subway Hardee's
Napa	What a burger	Clint Miller Exterminating
Cabarrus Family Medicine	Moose Drug	Marvin's restaurant
Whataburger	Pharmacy	
ABC	Napa	White Owl
Ricks	Small family owned businesses	Schools
Food Lion	Banks	Medical Office
food lion	uwharrie bank	first charter
Mount Pleasant Family Physicians	Buddys	Food Lion

BUSINESS 1	BUSINESS 2	BUSINESS 3
Bank	Restaurants	Gas station
Moose Drugs	What a Burger	Carolina Country Inn and Suites
ECHS Museum		
GMAX Automotive & Xccessories Inc.	Napa Auto Parts	Circle K
Moose Drug	Southern Grace	White Owl
Food Lion	Banks	Pharmacy
Hardware Store	ricks gas	foodlion
Moose drug	MP Hardware	MP family physician
Moose Drug	What a Burger	Rick's
White Owl	Buddy's	Whataburger
Moose Drug, banks & other downtown commercial	Klutz Lumber, Mt Pleasant Hardware & support services	Food Lion, gas stations & fast food
Cabarrus Family Medical	Food lion	Family Dollar Stores
What a Burger	Marvins	Hardware store
food lion	rick's	moose pharmacy
Buddy's	Food Lion	Fire Dept
Moose Pharmacy	Marvins	Cabarrus Family Medicine
Fifth Third Bank	Farmer's Market	Food Lion
Moose Drug	Jahcks	What a burger
The library	The animal hospital	
Drug Store	Ricks Food Mart	NAPA
Marvin's	Moose Drug	DB Tee's
Lumber (Miller and Piedmont)	White Owl	Buddy's (and other restaurants)
The ECHS Museum	The ABC store	Rick's
Moose Drug	What a Burger	Physician offices
Marvins	Moose Pharmacy	Southern Grace
Banks	Eating facilities	Schools
Moose	Mp Family	Foodlion
Moose Drug	Buddys/Marvins/WhataBurger	Cline's Antiques
Clint Miller	Moose Drug	Mount Pleasant Hardware
Hair salons	Antique market	Veterinary office
Food lion	Buddys	Gas stations
FOOD LION	DOLLAR GENERAL	NAPA
Moose Drug	Food Lion	Ricks Shell
Missed drug	What a burger	The lawn mower shope
drug store	eating places	hardware
White owl	Hardees	Food lion
Moose Drug	Marvins	Buddys
Food Lion	Hardware Store	Post Office
Moose Drug	Circle K	Buddy's, Marvin's and What-a-burger
Moose Drugs	Buddy's Restaurant	What-A-Burger

BUSINESS 1	BUSINESS 2	BUSINESS 3
Moose Drug	White Owl	Food Lion
Moose Pharmacy	What a Burger	Food Lion
Moose Drugs	Cabarrus Family Medical Center	Retail
Dractor office	Food Lion	Churches
Mt Pleasant Insurance Agency	Cabarrus Family Medicine	Food Lion
Napa	Tire store	Whiteowl
Marathon	Food Lion	Marvin's Fresh Farmhouse
Moose drugs	Food lion	Circle k
No comment	No comment	No comment
Food Lion	Miracles	Jhacks
Schools	Cabarrus Family Medicine	Zeba's
A & M Printing	Whiskey Prison	Food Lion
Miller Lumber	Miller Lumber	Miller Lumber
Miller Lumber Company	Mount Pleasant Hardware	Moose Pharmacy
Grocery Store	Dr. Office	Drug Store
Food Lion	Rick's	Moose's
Moose Drug	Food Lion	Buddy's Place
What a burger and buddies	Mp marathon	Halls chiropractic
Health care	Food lion	Post office
Fit Connection	Propel church	
Moose Drugs	Food Lion	various restaurants
moose drug	feed and hardware store	food lion
Food Lion	Dominoes	Moose
Schools		
All of them!		
Moose Pharmacy	Buddy's	Mills
Food Lion	Rick's	Circle K
Marvin's Restaurant	Moose Drug Store	Family Dollar
Food Lion	Moose Drug	Banking
Barbershop	Marvins	Tire shops
Moose Pharmacy	Buddy's	Miracles Hair Salon
Moose Pharmacy	Family Medicine	Rick's
Moose pharmacy	Miracles	Marvins
Moose Drug	Mt Pleasant Hardware	Mt Pleasant Animal Hospital
Southern Grace	MP Family Med	Lawn Mower Shop
food industry	grocery store	banking
Buddy's Restaurant	Food Lion	Moose Pharmacy
Food Lion	Moose Drug	Miracles Hair Salon
Schools	Don't know	Dont know
What-a-burger	Marvins	Schools
Food Lion	Mount Pleasant Family Physicians	Moose Drugs
Marvins	Moose pharmacy	Buddys

BUSINESS 1	BUSINESS 2	BUSINESS 3
Fire department	Food lion	Gas stations
Fit Connection	Kathy Tomac, chiropractor	Moose Pharmacy
Cabarrus Family Medicine	Mount Pleasant Library	Uwharrie Bank
Food Lion	Moose Pharmacy	What-A-Burger
Moose pharmacy	Food lion	Gas stations
Whataburger		
Moose Drug	Miller Lumber Company	Mt Pleasant Hardware
Mpfd	Town workers	The marathon
Mt. Pleasant Hardware	Food Lion	Moose Pharmacy
Food Lion	Gas station	Restaurants
Moose Drug	AIR REPAIR TIRE SERVICE	Zebas Tax Service
Food Lion	Chiropractic Services	Banks
Whataburger	Halls body shop	Circle k
Sandy's	White Owl	Food Lion
Food lion	Dollar General	Whataburger
Moose Drug	White Owl	Mt Pleasant Hardware
Fire Department	Hardware store	NAPA
ABC store	Moose Pharmacy	A&M Printing
Restaurant	Entertainment	Grocery
Moose drug	What a burger	Animal hospital
Moose Pharmacy	Marvin's Farmhouse	Circle K
Foodlion	Cabarrus family medicine	Library
What a Burger	Moose Drug	White Owl
Moose Pharmacy	Food Lion	What-a-burger #13
Circle K	White Owl	Animal Hospital
Moose Pharmacy	Dance Trap	What-a-Burger
Jhacks Ice Cream shop	Buddy's Place	What a Burger
What a burger	Marvins	Buddy's
Circle K	MPFD	What a burger
post office	moose pharmacy	Library
Ricks shell station	Medical facility	Grocery store
Gas stations	Food lion	Fast food
Food lion	Circle K	That's it because there's hardly any business here
Moose Pharmacy	Uwharrie Bank	Millers Lumber
Moose Drugs		
5th 3rd bank	what a burger	food lion
Food lion	Fire department	Marathon gas station
Whataburger	Moose drug	Library
Food Lion	Marvins	Vet office
Lumber Company	Doctor's office	Grocery Store
Moose Pharmacy	What a burger	Cabarrus Family Medicine

BUSINESS 1	BUSINESS 2	BUSINESS 3
Zebas	Whataburger	Fifth Third
Food Lion	Dollar General/Family Dollar	What-a-Burger
Food Lion	Marathon Gas Station	Ricks Food Mart
post office	what-a - burger	banks
Moose pharmacy	Buddy's	What-a-burger
Foodlion	Family dollar	Gas stations
Southern Grace Distilleries	Moose Drugs	Cabarrus Family Medicine
They all matter in a certain way		
Town infrastructure	Food	Entertainment
What a Burger	McDonalds Supply	Banks
Moose Drug	Mt. Pleasant Family Phys.	Chiropractor office
White Owl	Food Lion	Circle K
Food lion	Moose pharmacy	What a burger
Air Repair Tire Store	Napa	The Barber Shop
Moose Drugs	Marvins	Fit Connection
Moose Drugs	Animal Clinic	
Fit connection	Moose Drug	Whataburger
Food Lion	Ricks	Marvins
Marvin's	Grammys attic	.
What a Burger	Miracles Salon	Food Lion
Moose Drug	Distillery	
Marvin's	Food Lion	What a burger
Moose Pharmacy	Barbershop	Marvin's
N/a	N/a	N/a
Dollar General	Hardees	What-A-Burger
Medical/ emergency response/ drug stores	Schools/educational resources/ library	Grocery/food chains
What a Burger	Food Lion	Family Dollar
What-A-Burger	Moose Drug	Uwharrie Bank
Marvins	Moose Drugs	Cabarrus Family Medicine
Pharmacy	Dance Trap	What A Burger
Marvins	White Owl	Various Banks
Food Lion	Moose Drugs	Hardware
Food Lion	Usharrie Bank	What-A-burger
Napa	Moose Drug Store	Food Lion
The Hardware Store	Ricks	Food Lion
Napa	Food lion	What a burger
Moose drug	Foodlion	Cabarrus family
Hall Chiropractic	Food Lion	Family Dollar
Fifth third Bank	Food Lion	What a burger
Food lion	Dominos	Napa
Marvins	Food Lion	Dollar General

BUSINESS 1	BUSINESS 2	BUSINESS 3
Moose drug	What a burger	RICKS/Circle K
What-A-Burger#13		
Moose Drug	What -a- burger	Circle K
Pharmacy	Grocery store	Restaurants
Moose Drugs	Fifth Third Bank	Mt Pleasant Hardware
Ricks Food Mart	Food Lion	Mt. Pleasant Hardware
Tuscarora Yarns	What a Burger	
What a burger	Food Lion	White owl
Food lion	Cabarrus family medicine	What a burger
Cabarrus Family Medicine	Moose Drug	Mt. Pleasant Animal Hospital
Moose drug	What-a-burger	
Moose Pharmacy	CMS Mt. Pleasant	Library
What a burger		
Print shop	Vet office	Restaurant
food lion	dollar general	abc
CFM - Mt Pleasant (Drs Office)		
Moose Drug	Cabarrus family medicine	Food lion
Food Lion	Family Dollar	Subway
Town of Mount Pleasant- municipality	Food Lion	Subway
McDonald's General Store	Moose Drug Store	Marvin's Restaurant
Mt. Pleasant Animal Hospital	Moose Drugs	Marvins restaurant
Moose pharmacy	Food lion	What a burger
Moose Pharmacy	What a burger	Cabarrus Family Med
Moose		
Food lion	What a burger	Aj's
Uwharrie bank	Post office	Hardees
Moose Drugs	Dominoes	
Banks	Restaurants	
Moose Pharmacy	CFM-MP (Dr. Office)	Food Lion
Rick's	Dollar General	Food Lion
Cabarrus Family Medicine	Post office	Town hall
Foodlion	Circle K	Marvins
Food Lion	Miracles	Cabarrus Famiky Medicine
Ruffin's roost	Clines	Saratoga
What a burger	Buddys	Food lion
Dominos	Sandys	05/03/2017
Moose Pharmacy	Miller lumber company	Mt Pleasant hardware
What A Burger	Any/all medical offices	Marvins
Moose drug	What a burger	
Moose drug	Mt. Pleasant Hardware	Food Lion
Moose Drug Co	Mt Pleasant Family's physicians	Gordon Funeral home

BUSINESS 1	BUSINESS 2	BUSINESS 3
Hardware store	What a burger	Tonys
Moose Drug	Mt. Pleasant Barber Shop	Tony Lapish garage
MP Family Physicians	MP Hardware	Vet
Food lion	What a burger	Family dollar
What a burger	Barringer tires	Moose pharmacy
Marvins	NAPA	Food Lion
Food Lion	Banks	Barber Shop
Moose	Library	Dance trap
Moose drug	What a burger	Buddys
Moose Drug	Whataburger	Library
What a burger	Dollar General	Dance Trap
Food lion	Farms	Animal hospital/vet office
All businesses in MP are important.	You should know this already!	
Food lion		
Mount Pleasant Vet	Miracles hair salon	
Farms	Water burger	Food lion
Food lion	Ricks	Doctors office
Carters Towing	Ricks	Mount Pleasant Chiropracter
Moose Pharmacy	Mount Pleasant Hardware	Food Lion
Post Office	Food Lion	Moose Drug
What a burger	Hardware store	Moose drugs
Miller lumber	Barrier feed mill	Circle k
What-a-burger	Moose Pharmacy	Circle K
Fifth Third Bank	Marvin's Restaurant	Post Office
What a Burger	Doctor offices	Hardware Store
Buddy's Restaurant	Food Lion	Dominos
mount pleasant middle school	food lion	white owl
white owl antiques	fifth third bank	food lion
What a burger	Food lion	Circle k
Vet clinic	Moose	Food lion
Family dollar	Food lion	What a burger
Food Lion	Post Office	Circle K
Zebas	Mobile Tire Repair	Farms
Circle k	Napa	Food lion
Foodlion	Family Dollar	What a burger
What a burger	Miracles	Moose pharmacy
Best/Mt. pleasant insurance	Food lion	Circle K
What a burger		
napa	napa	napa
Moose's drugs	Family medicine	What a burger
Mount Pleasant Animal Hospital	Foodlion	Gas stations
What a burger	Moose pharmacy	Cabarrus Family medicine
Mount pleasant family medicine	Library	Rick's Gas Station

BUSINESS 1	BUSINESS 2	BUSINESS 3
NAPA	MARVINS	WHAT A BURGER
Moose Drug	Marvin's	What a burger
Buddys	Whataburger	Marvins
Moose Drugs	Food Lion	What a burger
Napa	Food Lion	Moose drug
What-A-Burger	Subway	Moose Pharmacy
Marvins	Animal vet	Pharmacy
Food Lion	Buddy's	Moose Pharmacy
What a Burger	Moose Pharmacy	5/3 Bank
Moose Pharmacy	Marvin's	Dance Trap
Medical/Dental	Small specialty shops	Local farmers markets
MARvins	Mt Pleasant Animal hospital	Shell
Marvins	Food Lion	Fit Connection
Food Lion	What A Burger	Banks
What-a-burger	Moose Drug	Circle-K Gas Station
Moss Pharmacy	Marvin's fresh house	Napa Auto parts
Moose Pharmacy	Southern Grace Distilleries	White owl
Marvins	What a burger	White owl
My pleasant hardware	What a burger	Good lion
Food Lion	Restaurants	Medical
Moose Drug	Martin's Farmhouse	Whataburger #13
Food Lion	Mouse Drug	Dollar General
Moose Drug	MP Hardware	White Owl
Food Lion	Dollar General	
Buddys	Foodlion	Moose Drugs
quality tire	sandys	Moose drug
Banks	Dr office	School
Marvins	Mt Pleasant Animal Hospital	Food Lion
Buddy's	Dominos	Moose Pharmacy
Fire department	Moose pharmacy	Food lion
doctors office & vet office	pharmacy	Food Lion
Moses Pharmarcy	Food Lion	
Moose Drug	Food Lion	Ricks gas station
Moose..hardware store..	Post office	Foodlion
White owl	What a burger/Marvins	Foodlion
Miller Lumber	Moose Pharmacy	What A Burger
What a burger	Cabarrus family medicine	Mp vet
Food Lion	Fit Connection	Subway
Jacks	Moose	
Food Lion	Circle K	Dance Trap
Dominos	Foodlion	Napa
Moose Drug	Mount Pleasant Family Physicians	Food Lion
What a burger		

BUSINESS 1	BUSINESS 2	BUSINESS 3
Fit connection	Food lion	Dance trap
Food Lion	Family Dollar	Circle K
Marvins Restuarant		
Food lion	Napa	
Food lion	Ricks gas station	Mt pleasant vet
Food Lion	Ricks	First Bank
Marvins	Banks	Dance trap
Country Law Shack	Moose Drug	Miracles Salon
What a burger	Miller lumber company	moose drug
Fit Connection	Food Lion	Dance Trap
Lumber Companies	Moose Drug	Restaurants
Mount Pleasant Veterinary	Food Lion	What a burger
Carter's	What-a-burger	White Owl
Moose drugs	MP Insurance	She'll station
Moose Pharmacy		
What A Burger	Moose Drug	Food Lion
Miller Lumber Company	Mt. Pleasant Hardware	Air Repair Mobile Tire Service
Banks	Post office	Food lion
What a burger	Food Lion	Circle k
What A Burger #13	Cabarrus Family Medicine	Moose Drug
MP Animal Hospital	What-A-Burger	Dance Trap
Moose Drugs	AJ Gas station	Car wash
Miller Lumber	What a burger	White owl
Moose Drug	Marvins	Food Lion
Barber Shop	Moose Drug	Food Lion
FOOD LION	Marvins	What a burger
Carolina car wash	Cabarrus medicine	Moose pharmacy
Subway	Mt. Pleasant Family Physicians	Moose Drug Store
Moose Drugs	Rick's	Hardware store
Banks	What a Burger	Little business
Food lion	Dollar General	Hardees
Moose Pharmacy	Food Lion	Mt. Pleasant Animal Clinic
Doctors office	Library	Food Lion
Hall Chiropractor	Ricks	Food lion
Cfm	Food lion	What a burger
Cabarrus Family medicine	Veterinary	Food lion
Fifth third bank	What a burger	Dollar general
What a Burger	The bank	
Food Lion	Marvins	White Owl
Hardware store	Marathon	Air repair tire shop on the corner
Banks	Post office	Restaurants
Hardware Store	Miller Lumber Company	Piedmont Hardwood

BUSINESS 1	BUSINESS 2	BUSINESS 3
What a burger	Miller Lumber	Cruse Meats
DB Tee's	Marvin's	Moose Drug
Moose Drug	What-a-burger	Dance trap
Marvin's	Jhacks	The Hardware Store
Marvins	Moose Drug	What a Burger
food lion	dollar general	moose drug
Grocery	Restaurants	Medical Facilities
Food lion	Moose drug	Edward jones
Southern grace dist potential to grow	Restaurants	Food lion
Moose Pharmacy	Marvin's	
There aren't any.		
Moose Pharmacy	Miracles Hair Salon	Food Lion
Sawmill	Food lion	Buddy's
MPUMC	Ricks	Hardware Store
Moose Pharmacy	White Owl	Mt Pleasant Hardware
Marvin's	Food Lion	Moose drug
food lion	moose drugs	buddys/marvins
Moose Drugs	Rick's Cafe/Store	Quality Tire
White Owl	Food Lion	Dollar General
Cabarrus Family Medicine	Moose Drugs	Food Lion
Jhacks	Marvins	First Baptist Church
Food Lion	Cabarrus Family Medicine	Moose Pharmacy
Moose Pharmacy	What a burger	Ricks
Moose drug	Food lion	Ricks
Moose drug	Whataburger	Saw mill
Family dollar	Food lion	Hardware store
Mountain pleasant Taekwondo	Moose	Marvin's
Moose pharmacy	What-a-burger	Food Lion
Food Lion	Marvin's	Vet
What A Burger		
Buddys	Food Lion	Hardware Store
What-a-Burger	Marvin's	Gas Stations
marvins freshhouse	5/3 bank	Cabarrus family medicine
Food Lion	Mt Pleasant Family Physicians	Buddy's
Food lion	Marvins	Moose pharmacy
Moose RX	Cabarrus family medicine	Gas stations
Southern Grace Distilleries	Barringer's Trace Apartment	REstaurants
What-A-Burger	Moose Drugs	Food Lion
Restaurant	Manufacturing	Retail

## QUESTION 16

### What economic sectors should the Town of Mount Pleasant focus on for its future economic base? (check all that apply)

- If we have to add to the town, at least hide it, tuck it away, nothing on Main or Franklin, don't turn MP into what Harrisburg has become.
- None
- Recreation opportunities for all ages
- Don't over do it!
- Tourism would be good to pursue as the lowest priority. People enjoy seeing small quaint towns and ours definitely qualifies, but this would need a strategic plan and businesses for people to frequent before it could be considered a tourist spot like Black Mountain's downtown area or similar small towns.
- Small high tech, design, investment & niche markets
- Additional pharmacy options as well as additional grocery store option
- Dining/ restaurants.
- We already have several antique stores, so we can be marketed as an antique hub. Also, since we have so many family farms, we should be marketing our produce and have a HUGE farmer's market festival (like the herb festival) to promote our local farms--and maybe have one place to sell local produce.
- I believe that if you have a strong elementary, middle, and high school, people will come.
- You realize that all the development in the area is taking away valuable farmland that many in this community rely on to make a living. The more you develop the less farm land there is for farmers that have lived here for generations. Think about the impact you are having on farmers. It's already difficult for farmers to make their way through town with equipment necessary to feed their families. How are they suppose to do that if you add even more traffic and nuisance bicycles?
- Food
- Senior Citizens Community Center
- Entertainment
- I love Mt Pleasant isn't powered by any 1 sector. Variety makes it less competitive, more homey/ small town feel and encourages local and small business.
- "I'd like to see MP do what locust did. It's still small town feel but
- Gives everyone something to do "
- The town should never become a retail destination. E-commerce is destroying box stores. Manufacturing should be limited to what can redevelop abandoned property. I.e. The jail/ distillery was a great idea. Agriculture is important, teach the kids to grow.
- Recreation, ball fields, walking trails, etc
- Parks and recreation
- Restaurant
- None
- "The new brewery should be promoted"
- Bowling Alley, and Krispy Kreme
- Entertainment
- Small shopping, nothing large
- "Restaurants (chain)
- Shopping"
- none
- NONE. STOP CHANGING OUR TOWN YOU SELF SERVICING SOB!!!
- Ymca
- Retail small shops, not more Dollar type stores or Dollar General or Family Dollar.
- Expansions of city limits, including water and sewer for an expanded tax base.

- Restaurants, new infrastructure
- Food hangouts bar
- Technology

## QUESTION 17

### What types businesses would you like to see more of in Mount Pleasant?

- Bakery (old fashioned), gym, family owned businesses, old country stores.
- Higher end restaurant, book store, coffee shop, retail shop
- Locally owned shops, nothing else.
- Restaurants
- Not sure.
- Small retail
- Specialty shops
- Small Coffee/bagel shop (not a chain)
- Places to eat and shop - Another grocery store
- Medical
- "Botique shopping
- Movie theater
- Art shops
- A brewery, a YMCA, more parks!!
- Restaurants and another grocery store option, a large park.
- Things to do, shops, movies, restruants,
- Small local... No huge chains. I'd like to see the town stay close to it's hometown roots
- Food
- restaurants
- Walmart type store
- None
- Boutiques and restaurants
- Small businesses
- Food services, little shops
- Restaurants
- More places to eat and places to shop
- Chick fil a, places to eat
- Like blowing rock. Quaint shops
- More healthcare businesses
- A gym
- Retail
- Retail
- Eclectic, like Gold Hill
- Farmers Market - permanent place to buy local goods in town
- Restaurants
- I would like more businesses in terms of financial and medical practices.
- agriculture, small buisnesses keeping the schools in tack. light manufacturing to create a little more job growth.
- Food
- WalMart - family restaurants, WalGreens
- Resturaunts
- YMCA and Restutants
- Restaurants
- fast foods
- Nothing. If anything maybe a new place to eat but we need to stop making mp grow.. people

want to move here because it is quiet and safe but bringing more stores and apartments here is going to make people who live here leave and people will not want to move here. People of MP love the small country living and love the school. Leave it the way it is. Its safe and no crime but bringing in low income places and trying to attract new people is going to cause more crime and well eventually end up like the bottoms in Concord. Leave the beautiful country land and stop developing

- Restaurants
- Retail and restaurants
- Build nice restaurants
- None.
- none
- More restaurants, shopping areas, more accessible sport facilities,
- Retail. Specialty shops.
- More entertainment, food, and recreational venues
- Retail clothing stores
- Aldi, Walmart, lowes
- A variety of shops along Hwy 49. I also like that Mt. Pleasant is developing a reputation for antique and resale items such as the auction place on Hwy 73 and White Owl Antique Mall. Being a town that is known for a particular niche will help bring more tourism and money into the town.
- "Light industrial ( jobs and tax base)
- More retail and restaurants for livability"
- Something that would create some jobs similar to the old mills that were here. NO Drinking Joints.
- "Services.
- Coffee Shop"
- Retail shops & Healthy Eateries (not fast food)
- Places that would bring money into the town but not a bunch of drunks or bad crowds. Stuff for the ladies and kids. Women are the shoppers and women like day out adventures.
- Higher quality grocery store. CVS or Walgreens. Medium priced apparel/shoe outlets...done with dollar store.
- Restaurants
- CVS, Target, Publix or Harris Teeter, Boutique Shops, Movie Theater, Skating/Bowling
- Small locally owned business.
- Family owned small businesses no chain stores
- sit down places to eat and grab a beer. brewery. nursing home.
- Restaurant and clothing stores
- All. Just anything we can get.
- blue collar, well-paying
- Pharmacies, Steakhouse Restaurant, QT Gas Station,
- Retail, office and light industrial
- YMCA
- NONE
- Full service restaurant
- Restuarants and retail
- Fast food and more shops
- Those that would enhance quality of life.
- Retail and Health Care
- Movie theatre. More things should be encouraged downtown, like festivals and music
- Another grocery store, another fire station, more full service restaurants.
- Retail shops / stores
- Restaurants, grocery stores
- Fast food, full service restaurant, small movie theater or drive in movie

- Restaurants/ community services
- Small shops/restaurants/entertainment
- More up scale restaurants
- Food shops
- Quaint shops. Keep design standards high. Metal buildings and uses such as Family Dollar stores detract from the town's charm. Strive to be unique, not anywhere USA.
- Retail, Restaurants, something like a YMCA or pool/athletic area
- A nice restaurant and a place to swim indoors!
- Restaurants
- More restaurants, more retail facilities, more service/petroleum stations
- Another drug facility....more eating establishments (those aimed toward the average citizen ... not like the one rumored for the Mt. Pleasant Hosiery Mill facility)
- Small business shops, maybe one chain restaurant
- coffee shop; small/specialty grocery;
- More places to eat
- Restuarant
- More dining options...give them a permission to sell alcohol. I've heard of potential businesses who forgo the Mt Pleasant area because of this.
- Food services that deliver.
- "Lowe's or Home Depot
- DEFINITELY a Walgreen's"
- Full service food (not fast food)
- Mom and pop sort of stores no large industrial
- Retail and restaurants
- Micro-brewery; nice restaurant; theater; coffee shop; gift shop
- Small, family-centered specialty shops. I don't believe alcohol (breweries) are the best choice.
- "Small retail speciality shops."
- more restaurants,a coffee shop, vintage/antique stores, a bakery, bookstore, a brewery or wine shop, a music venue, a ymca-type facility
- Restaurants, Retail shops, Pubs, Movie theater, Golf course
- QT, decent fast food (Bojangles, Taco Bell - anything besides Hardees), Chain retail stores (Kohls, Hobby Lobby, etc)
- Full Service Restaurants
- Good sit down restaurant s
- I would like to see more shopping centers.
- Another pharmacy, and grocery chain
- We don't need more businesses. We have everything we need.
- "Restaurant choices
- Brewery/bar scene
- More fast food options
- Retail shops"
- Small businesses
- Restaurants
- Retail/small business/restaurants
- New eateries, more than one grocery store, a bar, a gym or ymca.
- Manufacturing
- I'd love to have a Mexican restraurant near the dominos, a place for kids to go to play basketball or sports, night life, etc.
- Actual businesses
- full service restaurants, specialty shops, a Target or Walmart perhaps nearby but not superstores
- some entertainment, small mom and pops,resturants

- Restaurants
- Shopping, restaurants, maybe a drive in theatre!
- Small business services like dentists, small retail shops,
- More grocery stores and restaurants
- Book Store
- Specialty shops somewhat like historic Gold Hill tried. Lots of history in the town, would be great to capitalize on that.
- Small businesses
- Restaurants and cafes
- Tech
- maybe one more fast food option, more local businesses. maybe one light industrial job provider
- Any sort of downtown development to ensure the town stays alive and gives residents a lovely place to spend the day and evening without having to drive outside of the town for family time.... Meals, etc.,
- "Small retail"
- A new grocery store; restaurants; shops
- Breweries. Hamburger restaurants. A restaurant with a patio. I'd rather spend my money in MP to eat, but I have to drive to Concord.
- Retail, restaurant, healthcare
- I honestly think mount pleasant is fine the way that it currently is. I believe that if we allow too much growth, that it will lose its small town appeal that so many have grown to love. A main reason why many people want to move out this way.
- Restaurant, Athletic facilities
- Fast food, donuts, retail shops, restaurants
- Restaurants shopping
- Restaurants, coffee shops, boutiques
- Specialty shops, such as a boutique or candy/ice cream store
- More big name places. Let someone besides the Moose's make some money.
- Restaurants, larger chain gas stations (to drive down gas prices), grocery stores (Like Aldi)
- Larger retail stores
- Walmart. Quicktrip. Or another pharmacy
- I would like to have a community bar in Mt Pleasant. I would like to see anything other than consignment shops.
- Nice food places
- Shopping, CVS or Walgreens
- Restaurants and another grocery store
- Drug store....Walgreens, for example, and a major restaurant
- More restaurants, drug stores, & farmer markets
- Retail, full-service restaurants, entertainment
- Food options
- Small retail shops in downtown area
- 1 or 2 more fast food restaurants
- More food choices, not all fast food but a better variety in that type too. More retail shops, local artisans and anything that helps to highlight the history and culture of Mt. Pleasant, but also blends well with a more current world lifestyle.
- Haven't I covered this before?
- Walmart, McDonald's, Arby's, Taco Bell
- Restaurants
- I would like to see a Wells Fargo, a Walmart or Target, and some new fast food places like Chic-fila or Wendys.
- Healthy restaurants, boutiques, coffee shop, bakery, publix/another grocery store

- State Employees Credit Union, restaurants
- Chick-fil-a
- Retail
- Boutique and food
- Small businesses
- "Restaurants/bar
- Grocery options
- Wells Fargo ATM
- Cvs"
- Fast food, sit down restaurants, retail
- Little coffee shops downtown a bakery? Things that will attract people to come to such a cute and small little town. The entire downtown is filled with old buildings that have nothing in them? Make a brewery to attract people and make this town something better than the crappy old thing that it is.
- Local businesses and large chains can both survive and thrive here together - I would love to see more of both, in the restaurant and retail category as well as some entertainment options since there really are none in Mount Pleasant.
- Small businesses
- Small independently owned business
- fitness center fast food other than Hardees, maybe Bojangles, wendy's
- Food
- "How many way can u ask this question
- Shopping
- Retail
- Clothing
- Sporting
- Art painting classes
- Bakery
- A chain drug store
- Ymca
- Batting cage
- A place for kids to play safely and have fun "
- Chick-fil-A, Starbucks, Harris Teeter, Logan's
- Nice restaurants, small boutiques and businesses, somewhere to take children and families to have fun
- Restaurants, alternative grocery store options, year-round farmer's market
- Sports bar and grill, Walmart (due to the money and people that it would bring.
- Restaurants
- fast good
- Shopping centers
- Fast food, dining restaurants, local and box retail. Retail=tax money
- Restaurants and hotels
- Small wal mart
- A gym, a small cafe or coffee shop.
- QT, Sheetz. Bojangles, Mexican restaurant with bar/social area..
- Restaurants
- Sports complex...where our kids can go to play and we could get other teams to come here and also a YMCA...
- Food Service, Small Retail, Industrial (to fill the mill buildings)
- "Food options/restaurants
- Coffee shop "
- More variety of food such as a Christian based company like Chick Fil A

- Businesses that would utilize the already existing historic buildings.
- Local coffee shop
- Pharmacy choices
- Small local
- Retail, dining, entertainment... think Locust, NC
- Business' willing to renovate and move into older historic spaces to bring new life to older textile buildings.
- Maybe one more grocery store.
- Restaurants, retail stores.
- At least one real sit down restaurant like a family owned one. (Not a fake one like marvins etc)
- Restaurants and recreation.
- Fitness, Retail, restaurants,
- Target or Wal-Mart type of store
- Anything for the kids, keep them busy and they will stay out of trouble.
- Restaurant
- "Whole Food Store or designated covered area for the farmers market (the ""farmers market"" is sad)
- Movie theater or drive in movie area (behind the library)
- A Mexican Restaurant
- Boutique clothing or small shops, bakeries and restaurants similar to Concord's downtown
- A music store (someone who teaches different instruments)
- Consignment stores"
- Small Businesses; things to do; medical (small, urgent care type) 1 or 2 fast food for eating in the run
- Health , exercise, cross fit, yoga, massage, fine dining,
- Small business retail, nice restaurants
- Small shops
- Restaurants, Target type store, drug store (Walgreens, CVS)
- Restaurants (chain). Target
- I would love a place to have coffee or a beer.
- Any!!
- Small retail
- Would love to see more recreation options for youth.
- None
- More entertainment options, losing too much commerce to surrounding areas due to the lack of these types of businesses (movie theatre, etc)
- Restaurant and grocery
- Fast food (maybe 1-2 more choices)
- Entertainment / Tourism related
- Small restaurant/ fast food
- Dental and optometrist. Better dining/gathering options. Retail.
- Small town shops (family business)
- "Natural Food Store."
- "Hotel
- Restaurant "
- Restaurant, Walgreen more downtown activities
- Grocery store
- Fastfood
- Some type of health food manufacturing and packaging company that embraces the environment, small communities, agriculture, etc. more restaurants, parks and rec facilities, etc.
- Small restaurants, music venue, pizza shop
- More restaurants and more entertainment

- None
- None
- Fast food restaurants
- Grocery stores
- Restaurants and shopping also possibly a new drug store
- Different restaurants like some Chinese food/ mexican
- Restaurants, entertainment facility
- "Food options"
- FOOD
- None
- Small business's.
- "Gym/health services
- Food services"
- Nothing
- Clothing Boutique
- Specialty shops
- Ones that keep their facilities open, and clean. Attract all ages of people, and do a service, and are involved in the community.
- Higher end restaurant
- Higher end food and retail stores.
- "Restaurants
- Bars
- Small retail"
- Small boutique/locally owned businesses. Coffee shop, bakery or other food options. Fitness/ athletic facility.
- YMCA
- Dining
- I'm satisfied with what we have.
- Full scale restaurants and entertainment opportunities
- Full service restaurants
- "Restaurants that serve alcohol.
- Music venues."
- I would love to see more small businesses and maybe one or two more restaurants.
- "Full service restaurants and bars.
- A medical facility (like an urgent care) at least.
- A better community center "
- More variety of restaurants and parks
- Company home offices, business parks
- bookstore
- Fast food restaurants
- none
- Retail
- Fast food
- Local restaurants and boutiques
- Restaurants, retail shopping, Walmart, drug stores, auto parts stores, and grocery stores
- Banking
- Mount pleasant is great the way it is. Keep it safe and keep it the same
- Fast food
- sports and outdoor shops
- None
- Nothing big or main stream
- Family businesses, small retail shops

## APPENDIX

- Fast food and chain restaurants, craft store, boutiques, beauty store.
- Boutiques, Nail Salon
- Up scale restaurant
- Tractor Supply
- Restaurants or Fast-food (places to eat)
- Fast food. Dine in restaurants
- Restaurants
- Specialty retail shops, small restaurants
- Restaurants
- Restaurant
- Restaurants, specialty shops
- Medical/Dental
- Small Retail
- Restaurants, electronics
- Full service restaurant
- "Restaurants
- Specialty shops
- Health related shopping"
- Small business. Upscale eatery.
- Restaurants, entertainment venues, retail clothing
- Grocery store and restaurants
- Nice restaurant . . .more business at intersection 73/49. Something to go into Family Dollar area.
- Food
- A full service restaurant would be nice. A few specialty shops or some kind of entertainment and a fitness center.
- Qt
- YMCA
- Major restaurant
- Restaurant that serves beer/wine, a brewery, pet store, coffee shop
- I would just like to see a nice park.
- Restaurants
- venue for entertainment groups/music/performance Perhaps in the old movie theater building; businesses which promote folks gathering casually; a sit-down restaurant which is different from current restaurants; independent bookstore; light manufacturing to provide employment opportunities
- Small business shops
- Small Restaurant/ or Family owned business
- More small retail local businesses...
- Coffee shop, healthier places to eat, small shopping
- Another sit down restaurant would be nice.
- Better restaurants and specialty shops
- Restaurants
- "I would like to see a State Employee's credit union here. Then I wouldn't have to drive to Albemarle.
- I'm not too sure how i feel about an Aldi's food store but, that would be nice too. Maybe the 49/73 juncture. You know as far as a new fast food place a Cookout would be nice too."
- Full service restaurants with more diverse menus. More places open during evening hours.
- Walgreens
- "restaurants with variety of options"
- Use the downtown building for store that you can stop into not offices.
- Retail stores in general. Athletic opportunities similar to core athletics in concord. Mom and pop opportunity but expansion.

- Nail salon, fitness center, athletic center, nice restaurants. Would LOVE to have an Aldi grocery store.
- Specialized businesses
- Chain pharmacy like CVS, more restaurants with different variations of food. Anything that offers a drive thru (restaurant or pharmacy)
- Small home cooking restaurant
- NONE
- Restaurants, retail
- Restaurants and entertainment
- Retail- health facilities
- Chick-fil-a, Harris Teeter(grocery), YMCA
- "Restaurants
- Small business retail/shops
- Fitness center"
- Restaurants
- Specialty shops Mom and Pop shops
- Restaurants
- "Full service restaurant
- Brewery"
- Restaurants - Full Service and especially fast food.
- Restaurants and small, locally owned retail stores
- Full service restaurants. Steak house
- More restaurant options, shopping and a Ymca.
- More attractions such as shopping centers and restaurants.
- Fast food, restaurants
- a laundromat, a coffee shop, an italian restaurant with alcohol, a chick fil a out by Food Lion
- Brewery
- Places to eat besides what we have. Please!
- Restaurant
- YMCA and Chick fila
- Walmart marketplace
- Fast food or grocery
- Businesses that will provide economic opportunities for the community.
- Stores and restaurants
- QT, Walmart express and restaurants.
- Stores and restaurants
- Retail and restaurants
- Restaurants/ Brew Pub/ Grocery Store other than Food Lion
- Restaurant, small manufacturing
- Restaurants
- Restaurants
- Gift shop
- "Daycare"
- Retail, restaurants, industrial
- "Coffee shop
- Chinese food - take out and sit down
- YMCA
- Athletics store "
- I'm content with the businesses that are here.
- Small retail shops
- I would like an Aldi
- Restaurants

- Grocery, Restaurants
- Restaurant
- Mom and pop small business
- Small service, boutique food
- Food bars
- Restaurants/Retail
- Restaurant
- Retail, nice restaurants
- Restaurants
- A chick fil a would be great
- would like to see a gym. some sort of entertainment (like a small/artsy movie theater), better parks
- quality restaurant
- I would not really like to see more business here. I would however like to see a city park with green space as well as more organized sports activities for the kids including a gym.
- More Restaraunts, manufacturing and technology jobs
- Restaurants and entertainment
- Retail & Restaurants, Green Energy
- Restuants
- Local handmad
- Entertainment, restaurants
- Retail
- Local and small, no fast food
- More variety of restaurants and small business/shops. Downtown Pub/Sports Bar. Chic-fil-a should be number one.
- Dining
- Small restaurants, locally made items
- Industrial to provide jobs
- QT and Chick-Fil-A
- Retail and manufacturing

## QUESTION 18

### What should Mount Pleasant do to attract new businesses?

- N/A
- Tax free zones for 5 years per owner
- We don't need new businesses.
- Not sure.
- Improve appearance of downtown
- Preferably stay true to its small town feel. It's Already growing too much too fast for me!
- Embrace structured growth with strict requirements to maintain small town feel and green space. Require strict Adherence to architecture requirements and limited signage. Pinehurst and Davidson do well with these aspects of growth and development.
- Extend water and sewer and City limits more roof tops - lower taxes
- Tax incentives, market to small niche companies that would fit the profile of a small town.
- Be open to change
- Nothing
- Clean up the buildings they have
- tax incentives
- Nothing
- Revamp the old buildings, make them look more inviting.
- Stay small

- Fliers
- Keep small town feel
- Expand downtown
- Our town is perfect the way it is just needs some eating places
- Hold events that draw people to area
- Make the town a bit larger
- New stop light and turn lanes downtown
- Provide parking
- Advertise
- Just be willing to be more progressive in terms of allowing more growth and allowing more people in the area.
- open an affordable buisness park. maybe some a small section of retail stores. advertising for new buisness spots.
- Not really sure about that
- Build them
- Make it easier for small business
- Allow it to happen
- Not sure
- Build nice shopping mall and restaurants
- Nothing
- focus on the appeal of small town , rural environment
- Build and advertise more
- Better elected officials would be a good start.
- Nothing
- Figure out why we are not currently and change that!
- Remove large mill from square.
- Make land reasonable, tax incentives, actively look for businesses
- Not sure, I don't want to see Walmart or any big chain stores destroy the small town charm.
- "Improve infrastructure- water, sidewalks, trails parks"
- Nothing and please don't attract those stupid artsy, over priced little shops that pop up in old downtown areas.
- I am not sure we have the budget, but helping new businesses succeed through connecting them with a business mentor or some person at the town who encourages them. Highlighting their business and encouraging regularly established business hours. Helping them see a niche they may be missing (like coffee drinks at Jhack's or a nail tech at one of the salons) The existing businesses being successful will help attract more businesses. Signage needs to be required to be professional on all businesses. (Not causing a hardship, but have some professional guidelines). Having a business developmental professional who is FROM Cabarrus County area would help. Perhaps a partnership with Harrisburg to learn from them as well.
- "Advertise
- Give Tax incentives"
- Local people seem to support local people bring in too much from the outside seems like the town people shun it sometimes. Focus out day out for the ladies. Lots of women clubs like to explore new towns for the day. Advertise white owl, the museum, love the coffee shop. We need a cutesy restraurant for the ladies and maybe a few boutiques.
- I don't know. I'm not a resident of the town but live about 3 miles out in farm land. I don't want our country way of life to change but see traffic increasing and people disrespecting our values. I don't want cheap slum housing and I suspect that's about to happen around Bowman Barrier/ Long Run Farm. My best practice in life is to not let a situation get out of control before you intervene. New business only follows money and money doesn't exist in families just surviving. They trail Wal-Mart etc. across town.
- Marketing

- Clean up run down buildings
- Give downtown a make over. Make more attractive in appearance.
- Not push away the small businesses to be something MP isn't.
- new signage on both 73 and 49 like harrisburg has done. you know when you are entering harrisburg. ask all business's to contribute since they will benefit.
- Advertise how well current businesses are doing. Help current businesses attract customers and patients in turn helping town grow.
- Get town hall to look more to future instead of trying to keep us away from growth. It's here folks grab it.
- be patient and look for opportunities with several overlapping interests. work to help get rid of too much interference from higher levels of govt
- Add restaurants
- Restructure the towns resources.
- Maintain the small town feel while updating the Town's branding efforts and beautification efforts
- NOTHING
- Take care and promote the current businesses. Business owners want to see the town support the current businesses before making the decision to move there.
- Keep it small town
- Keep minds and doors open to new possibilities that can help Mount Pleasant grow in a positive way.
- Beginning this dialogue, developing a plan, obtaining community support and implementing it. Not just letting things happen.
- possibility of tax incentives
- Present the small town aspect.
- Offer up more land for sale. Ask residents what they would like to see here. Approve more businesses.
- Have land and buildings available
- Land/grants
- once a city plan is in place, advertise on what mount pleasant wants to attract, and be open to different ideas. People like to see what could be, like pictures, blue prints, and that's gets them excited (Like my family is vegan, so we have to travel to concord for any restaurants, but would love to see a vegan/vegetarian friendly restaurant) and I don't just mean offers a salad haha.
- Maybe some tax incentives.
- Have More Roof Tops
- Set the stage with infrastructure investment and tighten up the zoning ordinance to ensure quality designs. Offer incentives for targeted areas and/or businesses. Market the town and the potential customer base that surrounds the town. MP can draw from Concord, but it has to offer something that is different. Concord already has every chain and strip center in that exist so don't compete. Experiences and uniqueness will draw investment and visitors.
- The look of the town needs to be upgraded. Many buildings just look old and run-down or are completely vacant. There's not a central place that looks like a pretty downtown area.
- Make more of what is available such as the museum, keep the historic district as attractive as possible!
- Lower the property tax and offer tax incentives
- make space available/improve parking and accessibility
- Provide zoning specifically for that particular type of business.
- Reduce taxes or the ridiculous water/sewer rates.
- Whatever is needed
- money opportunity brings business, due to the greed of this world people don't generally build to help others, but to get more gain. So I would guess that convincing them of that would bring them in.
- Tax incentives

- “Well the town a clean and safe place”
- Tax incentives
- Apply for grants to coordinate efforts and get everyone on the same page.
- Be Mt. Pleasant. Community is what makes us a great place to live.
- “Have a natural gas line available. Bottled gas is too expensive. A lot of companies prefer natural gas to electricity. Also, home buyers may prefer gas.”
- Promote the community and the unique history it provides as a backdrop for businesses
- Need to improve the parking and updating the building downtown example paint, roofs. Miracles did a GREAT job with the face lift they gave that building. Mt pleasant looks like a old shopping mall.
- Get rid of all nonconforming uses. Clean up the town. Need a lot more downtown parking. Advertise vacant buildings. Get economic development going strong, Be very aggressive. Get rid of Scott Barringer and Steve Ashby.
- Update athletic fields - use current fields at MP Middle School and add additional baseball fields. These could be used for tournaments. Better fast food chain restaurants. Update façade on all buildings downtown. Paved parking areas. Tear down unsightly buildings downtown.
- Allow growth. Like Davidson, NC
- “Pursue light to medium industries
- Or more health care.”
- I think that they should buy and sell large plots of land that are unused.
- Do not really know
- Don't want to attract new businesses. You made it very difficult for Jhacks to start up but I guess that's bc they aren't the yuppy type of business that you want in this area. This is a family oriented town! That freakin Tough Mudder event is a huge pain in the butt for residents here.
- “-Repave the awful roads throughout the city limits
- -The retail strip where Dominos is located looks like trash, unfinished areas of parking lot, gutter hanging off building, unkept grass and weeds...needs to be attractive
- -Allow liquor by the drink. MP residents that have a social life all have to leave town in order to have fun.”
- We shouldn't
- N/A
- provide transportation studies to business who are seeking location. There is a lot of money passing through our town that is being spent elsewhere.
- get a new board or town council that is open-minded and willing to let go of some land and restrictions. This will never be a big city, but there is no room for growth right now because people don't want it to grow.
- Offer tax adjustments for new businesses
- Advertise that there are no current business here except fast food
- Develop the downtown more and advertise more about all the empty spaces available
- stress community spirit and safety and growth potential
- encourage small-town development
- Improve looks of downtown with perhaps same color awning on buildings, for example. Or move the tire store to a location not on the main street.
- Have a new town council that will vote for it
- Improve downtown.
- Grow
- Improve aesthetics and walkability of downtown. Should focus on revitalizing traditional downtown and housing close to downtown. Should avoid chain-oriented development in strip malls by the highway.
- Tech school
- continue beautifying the town, downtown especially

- Make downtown more presentable. Lighting, sidewalks and overall appearance could use a face lift.
- Condemn and have removed all of the old buildings. Zoning that would keep the immediate area of old Mount Pleasant the same including all of the houses that are part of old Mount Pleasant
- Update downtown. Get investors. Work with whiskey prison. Make downtown foot traffic friendly. Look at downtown Mooresville and see how they have improved that area. They've kept the old feel. Make sure you market MP. Wine festivals? Food Truck Friday's? Little things like that families love and brings attention to the town. BBQ festivals?
- Make the town more appealing and have more places for offices and retail space
- I believe if we are going to add anything, it should be small businesses, and encouraging these people to keep pursuing to want to grow these businesses. Still giving the small town appeal. Bringing in large businesses seems to make it more of a city like concord or Charlotte.
- Get on internet
- Allow liquor sold by the drink in town limits
- Build strip malls that are affordable enough for small businesses to be able to operate.
- Host a food truck friday, or have something similar to a street fair and invite other businesses to set up booths during that time so they can gauge interest in the community
- Expansion is a big key to drawing interest, but many folks in town are against this type of growth
- Allow new business to come if benefits community. I think it is attractive already
- Be more open to change.
- I don't know
- Talk about how it will help with the community
- Offer reduced water and sewer rates for first yr AND a 50% property tax reduction, first 3 yrs.
- Let there be competition for better prices & services
- Have a main attraction encouraging people to spend time in Mount Pleasant.
- Fix up the downtown area to make it more attractive
- Not sure
- Provide space for new businesses. More town advertisement. Do not allow multiples of the same type of business to build in town. Rockwell did that and there are 5 parts stores 5 BBQ restaurants. 4 Auto repair shops. And while this provides revenue for the town it does its citizens a the disservice by not allowing more variety of services to be offered due to limited space.
- Just be more open to new things.
- Tax breaks, encourage businesses to come, better town events, facelift downtown
- N/a
- Be welcoming to everyone
- Create a variety of food and shops
- Clean up older/run down shops and areas. Update and Market office space and retail space.
- Clean up the appearance of downtown to include some of the old run down businesses...i.e the tire shop
- Stop turning away everyone who is not from here. These people here are terrible to others who did not live here forever. This is a town where people are born and then die in. No one wants change or something different, we'll wake up because it is 2017. There are black people in this world and the old people who live here can't even look at a black person without hating them. This town has no diversity and that is needed for children to grow up and become wonderful adults.
- Provide more housing options to support new businesses that are looking for a wide customer base. Bring in middle class families and expand the apartment or loft lifestyle as well.
- Encourage business to utilize existing storefront
- don't know
- "Lol ?? really!! It's never gonna happen.
- But seriously, make Mount Pleasant look like a place that's inviting not only for small town feel

but offers people who would love to live in Mount Pleasant a good reason why they should move there. All the small town mom-and-pop businesses these people aren't going to live forever and then you're going to have the younger families having children starting their lives and there's nothing in the town to offer them my children again go to school in Mount Pleasant my has been in his whole family grew up in Mount Pleasant my sister-in-law is an educator at the middle school.

- I would love to see more festivals that the community can attend through the year"
- Promote community, lack of competition
- Appear receptive. The town is viewed as "old" and disinterested in new business. We need to advertise - quite literally - that that is not the case. Celebrate our successes - particularly with the local schools. Develop a partnership with them where the town ACTIVELY promotes sports teams and individual student accomplishments. The success of the town is directly linked to people choosing to return here after college, live here after graduation or raise families here.
- Try to attract business that serve liquor by the drink so everyone doesn't have to drive to concord or other places to drink and have a nice dinner.
- Qt
- Tourism, get more people to come and make mount pleasant historical!
- Be open, be receptive, don't kill they're pocketbooks with stupid building codes and they'll come. Mount pleasant is one of the most closed off towns I've ever seen. Though closed off to a point is nice but look at the development around us. We need that
- Improve infrastructure
- Nothing
- It will work itself out. We don't need to beg for more businesses. If people were unhappy the way it was, they would move!
- tax incentives, improve infrastructure, increase residential roof tops which will attract more businesses. Expand town limits which will increase the tax base to help fund these items. Partner with your Realtor friends to bring growth.
- Offer incentives
- Host community events
- Level barringer trace and build a small strip mall
- Local coffee shop
- Do not need new businesses with our close proximity to Concord, Albemarle and Charlotte.
- Affordable retail spaces, incentive packages for developers
- Avoid new building business' and developments such as 73/49 area (apartments and dominos). I hate their delivery drivers lost all over town!
- Clean up downtown.
- Attract Small businesses only
- Make sure we have infrastructures in place necessary for growth. Be proactive.
- Provide education to the community about the positive aspects of change and growth.
- Have an attractive place to go! The locals WILL support local business.
- Promote the business you have and don't over regulate, make it business friendly
- Clean up:sidewalks, get rid of nasty restaurants
- Keep things simple
- Make the center of Mt Pleasant more attractive. Put a turn arrow in the center of town.
- Help financially
- Try!!
- nothing we don't need anything else
- "Clean areas that are not used as often and sometimes forgotten.
- Finish a sidewalk from downtown to Food Lion. "
- Broader zoning restrictions
- Use middle school as new launch pad for large commercial retail or community center. Base downtown out of the more open 49/Main St intersection, rather than is current location in the more restricted intersection. May be the traditional downtown, but it's size limits accessibility, and

potential business have no room to grow; unlike the 49 intersection which has plenty of room to grow and add more shops, restaurants, etc

- Build
- Allow small expansion but not big expansion and no more apartments
- Focus on tourism. The town is in a great area to attract a lot of visitors to the rural landscape. Team up with Cabarrus county to develop motorcycle trails bicycle trails and work to enhance offerings to those demographics.
- Quality and sufficient infrastructure. Reach out to investors and entrepreneurs
- N/a
- Allow business to come in
- Convert some of the old mills
- Be itself but be open to some changes and learn to evolve.
- Better marketing and build the business
- None
- Nothing you want a big city please dear lord move to one
- Tear old stuff down
- Promote Mt. Pleasant!
- Allow business such as possibly CVS and not let Moose drug keep them from opening a store here.
- Renovate the back half of the Old Middle School to be office complexes
- I think mt pleasant is suited very well to be a place for music performances such as summer pops, blue grass and jazz festivals
- "Tax incentive
- Create parks and Rec space in the old middle school"
- Get rid of the people on the board.
- Tax break
- Appearance, space for them
- Make it visually more appealing
- Nothing
- Support the ones that they have. Clean up areas of downtown, where old out buildings are falling in, move tenants out who are not open business hours, or do not keep a pleasant appearance. Create parking for everyone to use.
- Increase residential development
- "Clean up - enforce code of ordinances
- More housing opportunities
- Protect historical structures"
- Look at opportunities to revitalize/repurpose historic spaces that are un or underused. The White Owl space and the distillery are neat recent examples. Consider incentivizing similar tenancies/upfitting of some of the old mill buildings--may be able to create centers for shopping/entertainment/etc. think about what kinds of shops would draw or balance some of the antiquing activities that bring people here now as a result of a White Owl, Clines, Ruffins etc.
- Mount Pleasant doesn't need major businesses. We can go to Stanley County or Concord.
- Continue to cultivate a family friendly atmosphere, upholding morals and traditions while remaining warm/welcoming to newcomers with true mount pleasant hospitality;
- You should be promoting the small, historic town that we are. Do not try to ruin this town like Harrisburg. People like small town.
- Advertise, give incentives, sell liquor by the glass to bring in the full service restaurants.
- "Be more open and less judgmental.
- Offer reasonable incentives."
- Make good use of the space available and charge a fair amount for businesses to lease those spaces.
- Offer tax breaks to small businesses.
- Incorporate businesses in old mills that are standing empty. Instead of using farmland to build on,

- nothing
- Just let them in!
- Keep businesses small and friendly.
- Zone property commercial in areas that stores want to build at like 49/73 intersection ...
- Nothing
- Mount pleasant is great the way it is. Keep it safe and keep it the same
- fill storefronts in downtown
- New businesses will crowd us out
- Not sure
- GROW! Town marketing project, revamp houses near ABC street, fix gas station on hwy 73 near ABC store, make people clean up the junk in their yards so it doesn't look so bad when people drive by!
- Nothing
- Advertise the community and benefits of building a business in Mount Pleasant
- Get more restaurants. Make it welcoming
- Tax incentives
- Parking
- New schools and more single family homes.
- Properties that are small parcels
- Stress the intersections in the town as major points of interest for business from travelers.
- Athletic facility
- Change the "we can drive somewhere else" attitude of the community.
- Branding our town
- I don't think we should give away our water /sewer .. but ..Does our city manager go out and look and promote us ? WE NEED Something AT THE ARENA to help sell Mount Pleasant.
- Not sure
- Hosting office spaces may bring in more business and would also create jobs for others
- Water sewer
- Work with the business to get set up..not against it
- I'm not sure.
- improve appearance of current structures; promote business opportunities; assist individuals in researching/securing financial aid and business information; acquire the old MPMS property for a park/athletic facilities/community center; get current businesses in compliance with current zoning laws and assist those that aren't in compliance to find an appropriate location
- We are a small town and people move here for that feeling. Attracting new should not be as much of importance as keeping and maintaining what we currently have.
- Help the ones you already have...improve face fronts...don't tear down.
- Have more events in town
- Keep town taxes low. Provide excellent services ( police, fire, water/sewer etc). Keep small town feel and charm.
- We need to clean up the town. It looks so run down.
- Unsure
- A welcoming community
- Create a better downtown.
- Acquire space/land.
- Offer more family events downtown. It's beautiful
- Keep the small town feel
- WE DON'T WANT MORE BUSINESSES!!!!!!!!!!!!!!!!!!!!
- Offer tax incentives
- Be willing to expand
- Extend water and sewer. As a real estate professional it is difficult to find land that has suitable soil for development.

- Quality vs. Quantity please. Don't lose what Mt. P is
- Highway 49 through MP needs to be developed with restaurants. Many have discussed for years. No fast food restaurants from Richfield to Highway 601. Hardee's is horrible and does attract people traveling to stop. Develop area around food lion.
- I like the town as it is. I understand that some changes are needed; however, I feel that if we progress too much, we will lose the community feel. I've grown up in the town. I love this town. Upon graduating from college I knew that I wanted to come home. This community has always loved and supported my family in some of our hardest times. I'd like to see a few new places, but I don't want it to grow, commercialize, and expand too much. I would not want to live here if this community became too large or congested. Places like Harrisburg and Locst have grown out of a community feel. It's my hope that this doesn't happen to Mt. Pleasant.
- Low tax rates
- Advertise
- Address traffic issues at downtown stop light
- offer property or tax incentives to get more people to come.
- More interesting shops
- Not sure if the new Public Housing will help attract new business. I wish I would have known about this before we moved here. May have changed our minds
- Make the downtown area more attractive
- Expand city limits!
- Don't do it. You just going to increase crime
- Incentive packages
- Be willing to grow
- Offer spaces to build.
- Allie businesses to come in and stop fighting growth and productivity by trying to keep it an old town
- Offer new locations at a fair price
- Be more present on social media and advertise
- Replace the infrastructure, clean up the low income housing
- I would like to see MP stay a small family oriented town
- Upgrade the Water system
- Add a real park, building more retail space
- Promote growth in and around town. Provide better water system.
- "Encourage hotels and advertise at arena
- Bring in outside events"
- I'm content with no more businesses coming in.
- more town parking, decorative lighting, existing home and business clean up along Franklin Street. It always looks unkempt.
- Idk
- Offer incentives
- Community design standards for store fronts, incentives
- Get rid of the older generations that are holding things back. Get rid of those who on the calling the shots
- Increase infrastructure
- Dont
- Economic incentives, enforce zoning restrictions(town square tire store looks terrible)
- Allow diversity
- tax incentives
- offer incentives to come here
- Update downtown infrastructure and incentives for technology company's
- Creating a more picturesque downtown look would help that. It currently looks rundown and old.
- Tax Incentives

- Na
- Local mom and pop shops
- Tax breaks for new businesses
- nothing, the small town appeal is why people like it here, change that, its not MP
- More community events throughout the year, Renewable Energy such as a solar farm, better access to internet such as Fiber to the home. We also need better places to shop to keep money within Mount Pleasant. So far most our money goes to Concord, Harrisburg and Albemarle.
- Not sure
- Incentives, lower tax rate to attract developers
- Improve looks of downtown
- Advertisement!!

## QUESTION 19

### Are you satisfied with the overall appearance of Downtown Mount Pleasant?

- Empty store fronts with no upkeep around them
- I would like to see preservation of the buildings Also the town should sweep the streets more often.
- all the wires at town square
- The buildings need to be remodeled.
- Not impressed with the new apartments. They brought rude people to the area.
- Looks rundown needs facelift
- Some un-used or rarely used businesses are unattractive around the square.
- Crowded; parking is an issue
- I like keeping the historic look. Sad the old mill had to be torn down, but sometimes it's necessary
- It could be updated
- At one time there was discussion of making our town more identifiable as a supporter of our schools....tiger paws on the sidewalks, flags on poles.downtown.
- Some places look junky like the abandoned businesses (next door to Buddy's).
- "compared to other Cabarrus Counties - not appealing to visitors
- nothing memorable
- people don't say I want to go to Mt Pleasant (there nothing encouraging people to visit or take up residency"
- Yes very. MP is a small town that has a small town feel. Also there is a lot of history in down town and surrounding areas that shouldn't be distributed or torn down.
- To many old buildings. Step it up.
- Downtown is very bland. There is nothing nice to look at other than the Vet Clinic.
- More parking is needed
- It would probably be good to consider affordable enhancements.
- Neutral. Would love more land scaping and just an overall happy feeling while driving through the town. Not that I don't feel that now, but it is lacking in appearance.
- The two tire stores and lawn mower shops make down town look junky.
- Buildings look run down
- There are vacant buildings and stores. Even the places with businesses look run-down. The little park area could be so much better. The little green space right across from Moose Drug is not pretty any longer and has a dead tree in it. Sidewalks are cracked, nearby homes (to downtown) have overgrown yards and vacant looking houses, etc.
- Enforce condemnation on derelict houses and businesses.
- I've lived here for years, it's not bothersome, but a touch up to run down, unused buildings would be refreshing to see
- Not really sure what part of Mount Pleasant is considered "downtown".
- It doesn't look friendly or fun/exciting

- I've seen it for about 41 years and it looks very dated. I don't really care for modern buildings but a well maintained old building looks awesome to me. So I would say that most of the buildings need a face lift.
- I'd like to see it not progress and bring in many many people but to rather restore itself to former historic value
- More retail would be great
- Downtown needs to attract and support businesses that stay (other than Moose Drug, Dance Trap What a Burger, Marvin's, and the vet). The fact that most of the main building near Moose Drug is just a storefront church or afterschool program is not particularly relevant to the majority of the town. There is also no parking, except by Buddy's. It would be nice to have more outside seating (benches, etc.) and some public art. We used to have the Zebra mural! ;)
- Needs updating the business and more parking. To many old building empty and looks like they are run down
- It's clean and pretty, but how about restoring old homes and turning them into nice restaurants like Statesville, NC?
- I feel that the city limit roads are terrible. Downtown has looked the exact same for the 30 years I've been here.
- We need code enforcement. The tire store on the corner is not a pleasant sight and the buildings in the square are abandoned if you must
- The downtown facades need to be enhanced to appear more inviting and not so 1950s, perhaps adding a little color to the area somehow.
- Outdated outside.
- 73 where A/B/C street is could use a little more curb appeal
- It is such a mishmash now. Nothing is pretty about it, except maybe the geraniums in front of Moose's. Also, too many empty storefronts.
- tearing down building, and vacant lots, and building, lack of parking
- Too many vacant buildings, lots.
- Preserve and restore the historical look
- Lack of Sidewalk lighting.
- a few businesses are pretty ratty/junky and some homes need some work. safe, walkable sidewalks would be nice and some better landscaping
- It needs a face lift to add to the charm it has potential to possess.
- "Concerned about buildings that should be condemned."
- More "greenery", areas that encourage sitting and enjoying the view and town, the friendly environment.
- While some of the buildings have been updated and cleaned up many have not. The "Town of Mt P" historic signs are filthy along with other signage around town. Parking is terrible and sparse. Trash is seen on the ground which could be helped by adding nice looking trash and recycling receptacles throughout the town.
- That pink and purple house is an eye-sore. Other than that I have no complaints.
- I love Mt Pleasant but to someone who may be looking to move here I can see how it may seem a bit drab. There are buildings that need to come down that have become an eye sore.
- We're not in Kansas anymore. You need to keep the young population and that's what is wrong. Re-Vamp.
- I like the older mills, but they are hogging valuable space that could be used for something more beneficial to the town people
- Downtown has the potential to be very artsy and a beautiful old looking town. But nothing is being done with over 80% of the buildings.
- "I think it looks dirty, like we need to do some serious spring cleaning and pressure washing."
- It's small and homie.. A lot of history here.
- Would be nice to have some visual upgrades. Plants, flags, decorative store fronts.
- Downtown mp looks okay until you go down the rougher neighborhoods on some of the low

income looking side streets

- No quant little shops, Storefaces need uplifting. Historic yes but not eye attractive to draw your attention
- Nicer lighting. Updates to businesses and filling vacant stores in the Moose Complex with stores that would attract guests to downtown.
- The entrances to town aren't well planned?
- It's beautiful. I enjoy walking through for exercise. I feel safe here.
- Make it prettier with flowers and flags
- It looks pitiful. It is in great need of a facelift and new opportunities. It may mean demolishing some of these existing building (must be code nightmares) and rebuild good things to a certain standard.
- I have noticed a lot of empty shops around the corner of Main St and Hwy 73. It worries me that these shops are vacant.
- Looks overgrown, nothing really attracts the eye
- Too much going on now
- Downtown could use some sprucing up and really defining where down town actually even is
- "Drive around to small communities and look at how they have invested in their downtown area. Locust for example - they are still a map dot but they are a place where people want to live and spend their money.
- Mt Pleasant downtown looks really bad. Falling down - trashy. "
- Some business's...moose, Edward jones, and the barber shop are trying. The others could not exist in other towns.
- Some structures arenice with old city charm, others need to be rebuilt and just look trashy. ie what a burger, that whole building to the left going horizontal from the road.
- It's a cute area but there's not a whole lot of it.
- I like the rustic feel, and the country charm.
- We have very few "appealing" storefronts and shop windows. We have buildings that are unkempt or otherwise unused. We have no real options for an evening diner to do anything else after dinner.
- I have always loved the way our beautiful town looks. It's one of my favorite places on earth. I wouldn't ever want to leave this place. But I'm very disappointed by the new addition of the apartments on 73.
- We need more useful businesses downtown. The old theater is beautiful, but a junk shop. We should strive to revive our old school charm.
- It needs an upgrade
- If we took the time to make downtown look more estitically pleasing it would be more likely for people driving through to stop at our local buisnesses
- It could use some brightening up. But I would like to see the old country town feel to stay. That's is what makes Mt Pleasant a place that people want to raise their children.
- The square needs some care. physical and eye appeal. Traffic should be better regulated at the square .
- I have never lived in a town where there is a run down tire store anchoring downtown. The downtown area is entirely too "junky".
- Some of the older structures could use a face lift
- Old Mill should be renovated and used for a restaurant or retail or something other than empty ugly space
- I like mount Pleasant but I do think it lacks growth and basic needs that require people to drive to concord for.
- My answer choice is Somewhat Satisfied. Litter on street remains there as does litter on side streets; a number of businesses' facades are worn and look uninviting.
- Some of the rental houses are run down... Apartments look nice and neat
- It's not very lively and there is little to do. The buildings are really old and neat looking but I think

getting some new businesses in would liven it up.

- Better up keep of buildings is needed. Make the downtown lively again
- Help improve what's already there.
- While some businesses do a fine job (Moose Drug, Chiropractor, Dance Trap) it is hard to identify others and unfortunately the buildings look shabby and unkempt. Paint and a little "curb appeal" Would go a long way.
- The town looks so run down and very trashy. It just looks very unkept.
- "flowers- bulbs
- flowering shrubs"
- Miles Auto repair and the empty lot beside it both look like crap!
- I like a lot of areas. The historic areas are lovely. I would like to see more parklike sections to downtown to increase foot traffic.
- Some historic homes and areas downtown could be more pleasant and neater. Some homes downtown look very rundown and abandoned
- Update old buildings with murals to draw more people- open more businesses- see downtown Mebane for example
- Not all buildings being used
- I'd like to paint murals on the old buildings lie in Concord.
- Tire shop is eye sore, some homes are in severy need of renovation or destruction
- It looks dull. The only folks who try are Moose Drugs and The Barber shop. Everything else looks tired and worn down. Dr. Hall and his place always has trash and tall grass
- Speed limit not enforced, parking on street not safe, businesses not keeping appearance in good shape, walking not encouraged, traffic through town is too heavy,unsafe
- Somewhat satisfied - i like the old. I don't like what the florist did with the building that is now jhacks
- I would like to see the empty spaces filled with small business owner type businesses and maybe a restaurant other than a diner.
- Very dissatisfied...there's no unifying theme, it's very run down, and a lot of the current businesses are clutter factories.
- I feel some of the buildings within the town limits are run down and need to be restored. I feel like we need more parks such as playgrounds that do not look rundown as well. Shops need to be filled and active with things that are needed.
- More parking and shops are needed.
- "We could do a lot to beautify the downtown area. There are many houses coming into the city limits on Hwy 73 and Hwy 49 that are a disgrace to our quaint little town. It's an embarrassment. We also need direction signs."

## QUESTION 20

### What do you like most about Downtown Mount Pleasant? (Check all that apply)

- Antique homes.
- Downtown doesn't have a spark !! There isn't a business that has great curb appeal B
- There is nothing I really like about downtown.
- Historic district
- its a small town and everybody takes care of it. Respect is a big thing around MP. Its 30 minutes down the road from Charlotte, N.C where respect is unherd of. Its nice to live in a small town like MP 30 minutes away from everything. I like the feeling of being able to get away from Charlotte Stuff. Such as traffic, people, expensive living. I like having 7 acres of land around my house. I would never want to see MP have apparments and alot of basic retail stores. rather have small buisnesses because thats what the town is made of. Good Character, small buisnesses.
- historic building but they need restoration
- nothing in particular

- A Good Ol small town look
- Mini parks
- looking forward to the hosiery mill project being completed. need more retail downtown instead of business's that can be in offices on the edge of town. the town closes at 6 or earlier every day.
- There is nothing there.
- Downtown has opportunities!
- I like that some of the businesses have been there a long time. Moose Drug and What a Burger have been there since I was a kid. It gives a feeling of community.
- The historic homes are attractive and enticing.
- Historic homes
- the people
- Simple appeal
- Downtown is pretty because of the historic buildings and lawns. I love to walk there in the evenings.
- There is nothing there to like!
- Love the Museum.
- All items could use up grades
- The historic aspect of it all
- Lots of shade.
- only one stop light
- Please extend the sidewalk to SubWay!
- Still has a old town feel to it
- The old town feel
- Not much there to make a decision on....
- The small town look and feel. The history of the town that still exists with in its historic houses and buildings.
- The real gym in this community can't be seen. Its the people and the since of family and community that makes Mt. Pleasant so special!
- Currently non of the above. It's an eye sore.
- "The building are historic
- They just need some TLC!"
- History
- Small
- Small font feeling
- SmAll town
- Small town feel
- The homey feel.
- Old buildings
- I like what is there in downtown, the homes, Moose Pharmacy, the park, farmer's market,
- Tradition
- The small place this town was built on
- Has no appeal.
- I like the store fronts and walkability between businesses but there needs to be more
- It's hard to find something. SIDEWALKS ??
- Love the houses.
- I like the fact that the buildings "are" older and have character.
- the old timey feel
- Museum property
- Hometown feel.
- I like the quaint like atmosphere but it's growing and we need more for residents especially kids and seniors. We have always had to drive to the movies or department stores. Or for good prices for groceries.

- All needs work.
- Love the old buildings
- Old, interesting buildings that could be renovated and highlighted.
- Love looking at Moose's windows and Jhacks. That is such a great family place. The Library is looking quite nice too. My kids and I LOVE the angels that they put up after Thanksgiving. We wish it went on further up 73 and MP road towards Hardee's. It's our fav. thing about MP at Christmas time.
- I like what it offers but do not feel it is taken advantage of. Speaking landscaping and speaking front window appearance for local businesses.
- The historical look and feel
- Small town hometown feel
- I laugh because I live on Main Street and we call this a DOWNTOWN. We have nothing really to call it that. Not a place to eat or do at night is NOT a DOWNTOWN
- Unsure
- Just the quaintness of the town at the main intersection.
- It has a small town feel
- Small town feel
- I love the amount of parks there are.

## QUESTION 21

### What do you like least about Downtown Mount Pleasant? (Check all that apply)

- Empty buildings, potholes in business driveway
- Some buildings need care and to be cleaned up. I also think signage should be restricted to low, grounded signs
- We need more businesses downtown that attract people to downtown. A brewery or pizzeria.
- Street lighting
- Lack of things to do for the younger generations.
- Hours of operation
- need more business.. focus on walkability from downtown ( waling tour for guest and residents) the intersection utilities are a mess
- Places that are unkept.
- Intersection
- The tearing down of history.
- Lack of businesses and advertising of the current businesses.
- Vacancies in some of the buildings. Just wish the economy would pick up and allow for things to really get humming.
- Congestion at the intersection of Hwy. 73 and Main St.
- All the sidewalks are too narrow for me and my husband to walk side by side while pushing the stroller. And they all seem to stop short I stead of going all the way around a block if you want to stay on the sidewalk you have to walk up and then turn around and walk back the way you came. It would be nice to have sidewalks in the neighborhoods as well.
- Streets are not very well lit at night. Lights are too far apart.
- Just how everything looks run-down and falling apart. Old buildings are beautiful, but they need cleaning and repairs. Vacant spaces need to be filled.
- Buildings unused and rundown
- Why are there so many vacant lots that the town owns (namely across from the bank near post office) ? Why is the town in the real estate business anyway?
- the intersection downtown. we need to implement the plan I gave to Del, or make both directions of travel on Mt Pleasant Rd exclusive green left strait while the other side of the intersection stops to allow free flow of traffic. alternating of course.
- Inaccessible at times

- There is really nowhere to go in downtown to linger or browse. Rick's has more to offer than most of the actual downtown!
- Lack of restoration and restaurants and stores like Downtown Concord, NC
- I hate that the town spent \$200,000 on a foreclosed property then spent over \$40,000 to tear it down. You only did this bc you are trying to develop the town. That money could have been better spent to improve the roads and sidewalks we already have. I also don't like that you're trying to run Miles Barringer out of business!! That little tire store is a important to this community. I suppose you'd rather bring in some huge chain store instead. You need to support small businesses instead of trying to overdevelop this town!!
- Empty buildings
- Not much to do
- Other than Miracles, the ABC Store and Food Lion, I don't spend my money in MP. The restaurants aren't any good. Marvin's is WAY overpriced for what you get. Incorporate some sort of healthy options. We need a Mexican Restaurant downtown with a patio!!
- There is no place for people to gather and chat. How about two swings that face each other? Concord has this downtown and the swings are always in use!
- NA
- More please :-)
- Buildings need some work. They look run down.
- Not enough.
- Some buildings appear run down.
- Traffic
- Neutral... not much opinion
- Buildings need cleaning
- What businesses? There's like 4.
- Much of downtown looks run-down; there is quite a difference between run-down and classic.
- Don't want franchise business
- It is just junky looking. Could be cute and quaint. Needs sprucing up and better usage of the buildings.
- "Not enough businesses offered
- And the god awful intersection that everyone needs to go back to DMV and be educated on how to handle the light correctly.
- We have way to much traffic now days. "
- Lack of dog park!
- deferred maintenance on a few buildings and residences
- Non-locals feel like an outsider
- any business or residence that is not properly maintained
- Empty buildings
- Intersection at square
- Valuable vacant historic buildings
- Dangerous parking, had my car hit a few months back due to proximity of street parking to road. Too much heavy traffic that violated town ordinance (air brake that even the fire department uses).
- Community resistance to increased pricing which directly affects growth.
- The tire shop is the biggest eyesore when getting to the center along with the utility lines and run down storefronts.
- Some sidewalks need to be replaced. They are uneven due to trees roots or age.
- Apartments
- General decay / lack of investment. Get HUD monies and start a downtown façade improvement program.
- Too many of downtown buildings and some surrounding homes are vacant and in disrepair.
- I do not like the fact that the town is an unmemorable pass thru to passerbys. MP is so much more

and it needs to evolve.

- A sign is needed on Highway 49 directing cars to highway 73., and through downtown Mt. Pleasant. Huge light fixtures.
- The appearance of the buildings in town could be cleaner and more inviting.
- Need more definition to downtown
- Traffic
- "Lack of good restaurants"
- Lack of small retail
- Lack of planning / vision"
- I wish I could say I eat or shop at any of the current locations, but the only things I use in Mount Pleasant is the vet office and miracles hair salon. Went in to moose drugs once, not very friendly. I guess they have to know you to be nice. Do not care for the food/restaurant selections available. Do not shop food often as they are too over priced for me.
- It slowly and rarely changes
- Take back to more of original look. Historic look.
- Notable lack of entertainment venues.
- I really wouldn't change much about the town's current set up.
- It's nice. That old tire shop could use a scrub, but it's alright.
- It is all good, so leave it alone. Move away if you do not like it here
- The downtown area is fine the way it is
- Lack of a decent Park for kids.
- Needs to look more appealing!
- The roads need to be repaved. Some have been patched recently but they are still so rough.
- Some of the businesses are fine but some need to do a better job of presenting themselves nicely to the public and not becoming a hangout.
- Intersection of Mt. Pleasant Rd and Franklin needs a turning arrow.
- Empty spaces look run-down. No cohesive, unified design plan.
- The buildings need to be cleaned up.
- The Mount Pleasant park behind town hall. A bigger and nicer park for kids would be ideal.
- Intersection at Moose Drug
- I don't like the property the stupid town mgmt bought across from the bank for \$200K dollars and the \$40K plus spent to tear down buildings!! STUPID STUPID STUPID!!!
- If there were more businesses available it would make for a very delightful little town
- Needs a new fire station
- "Recreational opportunities for children are very limited. The dining choices are poor quality."
- I'm content with how it looks.
- It always looks unkempt to me. Peeling paint, tires, just bland
- Not very diverse in terms of downtown businesses. Buildings are not well kept.
- Empty buildings
- Everything is run down
- Tire store at the square... eye sore, tire marks in the road, zoning violations
- Crazy dangerous turning at the square with traffic. Need turn lights!
- Some businesses look run down.
- Family dollar apartments
- I think the utilities need to be buried and I feel like we need more decorative street lighting as well as more lighting on the smaller streets for walking at night.
- all the open spaces being made into parking lots. Mount Pleasant does not need anymore parking areas!!! it is taking away from the original scenery.
- I like the buildings, but would like to see them spruced up a bit, old character restored

## QUESTION 22

### What uses do you think are crucial for a successful Downtown? (Check all that apply)

- Downtown needs a face lift ! It doesn't have much appeal nothing eye catching pretty boring
- Parking
- Accessibility via parking or provided walkways with lighting. (Such as a sidewalk on the street through the park at Mt. Pleasant UMC) People could then park in the church parking lot and access downtown more easily by crossing the street in the downtown area rather than at the intersection of College and Hwy 73.
- Again park and rec as long as it is whole county tax paying and not the town of mt pleasant tax payers
- retail downtown only
- The new town hall/library development in Locust has a cohesive appearance.
- recreation
- Library
- Limited retail
- You can't develop the downtown area and bring in a lot of business. That intersection in town is already a problem. Bringing more traffic to downtown is just going to increase the problems and cause more accidents at that intersection. We don't want more housing, upper-story residential units, restaurants, offices or freaking entertainment venues!!!! This is a small town and we want it to stay that way!!!! Stop all this development. If you don't like the way the town is move somewhere that has all this crap!!
- The town I work in, they tried the upper story residential units over a business. Total FLOP!!! Don't do it. Update, restore and revitalize downtown.
- This town NEEDS a brewery, bakery, coffee shops, boutiques! If you add these things then it would attract so many people.
- Gym
- Dog park!
- Growing up Mt. Pleasant was huge into youth athletics. Now the organizations are split apart. The soccer association is a scam, the guy running it does not represent what MP should stand for. We need more festivals or tournaments to get the families to come out.
- Nothing leave us alone
- Huge light fixtures.
- There isn't anything for entertainment aside from high school sports
- 1 or 2 restaurants would be good
- When I checked retail, I was referring to small retail.
- Did not realize it was not successful.
- None
- Help promote the Museum...library...antique malls...children's sports...sheriff's dept/home safety
- Answer choices only indicate things important for the area considered as Downtown. Recreation/parks, religious institutions, medical offices, automotive services are important, but not necessarily in the Downtown area.
- DON'T CHANGE ANYTHING IT'S FINE THE WAY IT IS YOU MONEY GRUBBING GREEDY IDIOTS!!!!!!!!!!!!
- Facility for adults and youth to exercise like a YMCA or gym.
- Greenway similar to Micky McGee park would be great
- New fire station
- New Fire Station.
- Quality dining options, not fast food.
- It is sufficient as it is.
- Grocery Store
- More to do, better restaurant options i.e. fine dining, walking - ability to cross streets without fear of being run over

- We need more office space! This would be a great place for small businesses to start.

## QUESTION 23

**What physical features do you think are crucial for a successful downtown? (Check all that apply)**

- No unified signage! It's tacky and makes towns look generic. Character is the hallmark of small towns!
- You hit them all! Work on these features and the investment will come.
- Again, the empty lots that the city owns need to be sold and developed. It has a lot of potential for a business or home site.
- Hanging flower baskets
- Kannapolis and Concord are actively making their downtown spaces attractive, desirable, and very pedestrian friendly. One of the things I would love to see in MP is more arts--something like Kaleidoscope Arts Festival would be awesome and really showcase our community talents! Also, something music oriented would be great--maybe roots or bluegrass or Merle Fest style? MP needs to highlight their great public library, the wonderful history available at our museum, and promote the antique "pickin'" available at Grammy's Attic, White Owl, Cline's, and Ruffin's Roost.
- You should work on improving the roads and sidewalks that are already being used. Lee St is a freaking disaster after you let that contractor put 5 homes all squashed together.
- PET FRIENDLY FEATURES
- one of my biggest concern about future development is our nightscape footprint: specifically i want LOW-impact lighting so we dont lose our starry nights
- Dog park!
- A Dog Park!
- We are fine the way we are
- Statues or monuments.
- Dog park
- Trash cans along the sidewalks.
- A dog park would be great
- Enhanced landscapes-- more local to NC wildlife and things that help out the bee's.
- There are already everything we need. Lots of people use existing sidewalks except for that stupid sidewalk at the low income housing which is the sidewalk to NOWHERE!!!!!!
- Overhead utilities look terrible
- New fire station
- I'm content with how it is now.
- See below

## QUESTION 24

**What would make downtown a place that you would want to spend time?**

- More specialty stores
- Bring in more things for families to do
- A town center and community events!
- Restaurants and shops
- More time in the day.
- More retail
- Just as it is now with small businesses filling the existing spaces and taking care of the buildings.
- A better park. That little park is awful. More diverse businesses. A coffee shop, brewery or pizzeria.
- Coffee shop or bakery
- If there was something to do

- More benches, better sidewalks and better lighting
- Park area
- "Restaurants"
- Downtown restaurants and retail shops
- More entertaining things to do and more places to hangout
- Up to date restaurants
- Points of interest
- More recreational activities and more parks
- Longer hours open and more shops better restaurants with better customer service than what is currently offered
- Park
- In evening, a good restaurant with occasional live music; during day, businesses, medical offices with playground nearby to entertain children during one's visit
- more restaurants and bigger park
- More food
- Something to do
- More things to do
- To stop tearing all the old buildings down & stop building more things. Leave the small town alone. I already do.
- Needs a little tender love and care. More shops and community gatherings, festivals, concerts, a variety of restaurants, winery,
- parks/ recreation; entertainment- activities for families
- More options for dinner. Everything is centered around that. After we eat, we could shop etc
- Entertainment, food, accessibility
- Pet friendly, more stores that people can shop in with friends and then stop and eat at one of the dining areas. There are good dining options, but only one or two places that people would want to browse shop--this is not a town that I meet my friends for a day of fun.
- "Shopping and restaurants"
- I think it would be nice if they would renovate the old movie theater back like it was. Don't know if it would be profitable, just an idea.
- Outdoor dining for casual meals, a glass of wine, and live music. (Maybe a street dance once a month in the warmer months like Concord)
- flowers trees that colorful and inviting - outside dining focusing on healthy foods- Vegan or Vegetarian eateries; retail places - entertainment venues- outsides concerts -or street fair; children entertainment: 4 h Groups- Scouts -something that makes people think of Mt Pleasant
- Cute shops and restrannts for ladies to come visit or the local ladies to go enjoy. If you build it they will come
- Enhanced parks
- Cleaner/more attractive area, more family events/entertainment (love music, movies, food trucks, wine/beer tastings), large park with walking trails and pet friendly areas.
- A better appearance. Clean up the old antique buildings and mix in some new too. Beautiful landscaping.
- same thing that takes me and my wife to salisbury every weekend. multiple choices for dinner and drinks.
- Restaurants, parking and retail shopping
- Please . More restrannts and shops and buildings.
- Happy People not looking at their phones and ready to chat. :)
- More knick nac storefronts
- Full scale venues
- Neat shops, antiques, Restaurant with true home cooked meals
- Entertainment and nicer dining

- Easily accessible, retail, and restaurants
- Great walking areas and parks.
- The items you've noted above
- more outdoor dining and parking
- A nice icream shop that is open later with outside seating. More landscaping.
- Small Park - Gazebo - shelter
- The intersection of Franklin and Main needs to be widened so that it meets in more of a square or at least has turning lanes.
- Needs a facelift. A lot of buildings are deserted or look like the haven't been touched in 50 years. It feels life less
- Everything I checked in question 23
- More entertainment
- See #23
- Make it pretty. Update landscaping. Provide more sidewalks to easily get from place to place. When I take my kids trick or treating, there's barely any light and the sidewalks are old and uneven.
- Not sure!
- More bike racks
- Lots of market space, a little bit of a night life, more restaurants and parking
- Businesses, parking, theater
- Coffee shop, bakery
- Just more storefronts that could keep people down there. Sadly, that may include a bar or an establishment that serves alcohol.
- A reason to be there and a place to gather
- Better dining options
- Something that I was interested in.
- park with paved walking trails
- Restaurants, entertainment options, newer appearance
- A larger community area
- More to do
- Outdoor dining, benches, walking paths, gift shop, coffee shop
- Accessibility
- I have children, so a real park would be wonderful. I have bits of time, here and there, and the children would love to play while we are waiting.
- " A place where I could shop for ladies clothing, grab a
- coke at What-A-Burger or Moose's and sit on a bench and enjoy it and rest."
- Places to go and relax with my friends and family--ie, a coffee and tea shop, a restaurant or two, a place to get ice cream that is walkable (other than Moose Drug), an expanded park with daily bathroom access...
- Nice place to walk, eat plenty of parking. Shops etc
- Quality restaurants, quality retail, specialty shops. pubs, entertainment. apartments
- Better fast food restaurants. Park benches in nicely landscaped area.
- Restaurants like the Cajun Queen in Downtown Charlotte.
- Retail, lighting, events beside the parade
- I think that they should add a parking lot and some new stores.
- I already spend time downtown on a regular basis supporting the local business. Don't need anything else.
- "-Entertainment options
- -Bars with outdoor seating
- -Dining options that don't consist of mediocre burgers and home cooking"
- Have a bar or hangout

- A bar
- good restaurants
- More places to eat, a bar, park.
- More restaurants
- A place for everyone to feel welcome and not judged and where I can bring my dog
- If we could clean up all the buildings and get people and businesses in them. If we could make the old movie theaters back into a movie theatre.
- greater variety of shops and outdoor eating made available at restaurants that serve alcohol.
- outdoor dining, parks, local mom and pops businesses
- Restaurants and shopping.
- Entertainment, retail
- some retail shops, better restaurants.
- More food restaurants
- Book store, coffee shop.
- Entertainment venues, specialty shops
- Downtown it perfect for me the way it is now. I love every bit of this town and wouldn't change anything personally.
- A destination. Currently most destinations are sort of drive-in-drive-out services. Downtown needs a decent coffee shop or some restaurants to draw more people and then more shops and a good walking environment to encourage people to linger and walk around.
- safe street crossings and sidewalks. having two busy highways running thru the middle of town presents a challenge.
- Provide things to do...Coffee, something other than hamburgers to eat. A little culture!
- Shops
- Less traffic, able to walk from business to business with restaurants and family friendly spaces.
- Restaurants (Mexican food) with patio space. Beer patio/gardens. Places for food trucks. Make everything foot traffic friendly. We like to park, walk, eat and stroll.
- If there were shops and restaurants
- Being over all family friendly.
- Restaurants, pet friendly businesses
- Library, restaurant, book store, gift shop
- Shopping dining drinking entertainment options
- Restaurants and social places
- Outdoor dining or more store fronts that are inviting to browse through, such as a boutique or even an art gallery. When I travel to other towns it is for their unique and personal features, such as kitty city in concord and the ice cream shops, or to browse through the boutiques after eating lunch. Salisbury hosts a wine night in its downtown, and it gives the older population as well as the 20-somethings the chance to look through not only the shops, but also the long-established businesses downtown, we could include the dance studio and what a burger, or the martial arts business in something inviting like a wine night, or something along those lines. Maybe a craft night for those with kids, and get businesses to choose a craft or a game so they get the parents through the door when they otherwise might not take the time to check out what MP has to offer.
- If it encouraged more social interaction (rather than being divided by businesses, churches, etc.)
- Affordable outdoor dinning, a community bar.
- More store front shops, place to park, sidewalks and walkability and lighting with community events
- More venues
- Restaurant
- More variety to go to & better parking
- Special events, entertainment venues, retail, full-service restaurants
- Update buildings better restaurants and shopping

- More small shops, updated store fronts, fun events in the area
- A good sit down restaurant
- Restaurant or entertainment venues, areas that encourage longer visits/gathering
- A clean safe fun environment that the community wants to get together in and enjoy taking part in its outdoor/indoor services.
- More places to go to
- Brewery, need to have nightlife
- Occupied storefronts and restaurants nearby
- Outdoor restaurants/bar/Tavern for families and young adults to attend rather than drive to the Concord/Charlotte area
- More parks
- More things to do
- Anything Family oriented, occasional community events, clean up run down area near downtown
- More activities and restaurants. I would love to keep my business in our own town at night and on the weekends...but currently I have to leave town to eat out and have a drink.
- Restaurant/bar, parks, entertainment
- Having restaurants and a brewery or places to go for the teenagers and younger kids! This town is full of so much space but nothing is being done with it. I am being very brutal but I want to be honest. Like I said before this town is known for having the highest pregnancy rating? Let's do something about it? Make a YMCA, add restaurants that teens can work at, have parks they can play in? There's so many things that can be done to this beautiful town.
- Having restaurants, shops, a dog park, and an entertainment venue so that downtown Mount Pleasant can be a successful full-night venue for families of all ages. Currently, there is little more than a place to get something to eat and for a health-conscious vegetarian, there are almost no viable options.
- Park and recreation/entertainment
- Park
- something there
- New Fire department
- "I have a 9 & 2 yr old.
- Offer more fun things for them to do
- Offer a good play area with parking u don't have to share between 3 businesses
- Have a bigger farmers market
- Encourage children to want to know more about where they live. "
- More options available for dinning and shopping
- If there were places to eat, dog friendly places, cool things to look at like art galleries.
- Dog park!
- A bar of some sort that will serve great food and is family oriented.
- A place to sit at.
- More occupied stores, more restaurants, better buildings, better parks
- Lots of stuff for my age to do.
- More restaurants and open small businesses in the evenings.
- Just like it is
- Restaurants and alcohol and safety
- increase the number/variety of businesses
- "More retail or restaurant options
- Friendlier service to non-locals"
- I already enjoy hanging out in downtown at Miles tires store and the barber shop
- Eclectic one of a kind shops and restaurants
- Coffee shop
- Activities for the family and teens, children
- A cozy pub with good food, craft beers and pleasant atmosphere.

- Make use of historic buildings to attract people to visit and walk around downtown. More Main Street America less Dominos delivery!
- More businesses and clean up/ renovation.
- Parks and recreation/ athletic facilities for the children & A real sit down/nice restaurant.
- More options- places to eat, and things to do .
- Variety of Shops, restaurants, eye appealing attractions (building facelifts, bright attractive colors, ample parking. Well manicured landscaping maybe even places to stop sit and enjoy passing time on walks downtown.
- More shops and full service restaurants with alcohol
- More family activities, MP should be about bringing the families together. Farmers markets, music, anything for the kids.
- Entertainment
- More options! Small cafes, bakeries, fun places to piddle and shop. A larger park.
- Places to hang out... Eating. Outdoor seating
- Fine dining, biking and walking access, events, easy access
- Clean up, get rid of nasty restaurants, nice park with walking, swings, bike trails.
- Clean it up and add some outdoor things
- Shops and restaurants
- Love it how it is
- Popular restaurants
- New local restaurants and shops.
- Better dining options.
- The above
- Attracting more events, such as concerts, etc. Have a general open air stage that could double as a community performance arts area. Something akin to the Concord plans, but in a smaller scale. More interactive nonreligious community events, as many people may feel ousted with all the specific church events held throughout MP.
- Recreational
- I like it the way it is
- Safety- which is very important to families, economical choices wether it be restaurants, entertainment or gas stations
- Brewery
- Full service restaurant, dog park, expanded outdoor sports facility (basketball, volleyball, tennis)
- Restaurant with wine or beer
- See no. 23 above.
- More variety in shops and dining.
- Music venue, restaurant
- Seating, landscaping
- Unique Restaurant
- It's fine the way it is tell Oldenburg people if they don't like MO to get out go back upstate where they came from nobody needs more Yaneeks moving here
- Farmer's Market.
- Mcdonalds
- Appearance. Better restaurants and a place to gather, possibly a bar/grille something that is family friendly but also a place to come together and socialize (sells beer/alcohol).
- Cute venue to hear music and have a glass of wine
- an upscale resturant
- "Signage
- Buildings appearances
- Paint and new awnings
- Nothing
- Dog park

- More things to do that are inexpensive and family friendly
- "Recreational activities
- Shops"
- Nice lighting and landscaping
- Well lit, and businesses that are open.
- More community activities
- "Good restuarants
- Small retail
- Clean area"
- Full service restaurants, bigger better healthy parks, ambiance.
- More shops and events
- Sidewalks to get there!
- Entertainment, I have to drive to Charlotte
- Parks for all ages and pets
- Dining, lighting, entertainment
- Safe, historic, small town look and feel.
- A wider variety of entertainment and fast food.
- Something to actually do after hours. A place to have an alcoholic drink with my meal. Entertainment.
- I like the restaurants, small shops, well maintained landscaping, and the library.
- It staying exactly as is with maybe a few more small businesses and restaurants.
- A nice restaurant please. Things open after 6pm. :). Will someone please bring back the old theater, turn roosters into a nice restaurant and use the old middle school field for movies in the park for kids?
- If there were more restaurants and events and just generally more things to do downtown, that would be great!
- community courtyard area with benches and picnic tables and wifi areas.
- A park
- more shops and restaraunts available
- Night life
- More activities and restaurants
- Restaurants
- nothing i love it the way it is
- Leave it alone
- More scenary
- Less traffic or at least slow down. Love the idea of outdoor dining at our local restaurants. Clean up the outdoor areas of local businesses, flowers, pretty scrubs. farmers markets
- Bars, outside seating, nice landscaping
- Avett Bros Concerts & Boutiques
- Park
- A place where the community can gather and have entertainment. Gives friends a chance to hang out while supporting the community.
- Outdoor dining, public parks
- Parking
- Community events would attract families. Things like a movie in the park. Dog friendly parks might get people out with their pets.
- Restaurants
- Pet friendly
- More activities and parks
- We need more variety restaurants , retail stores , more parking.
- A nice restaurant and a few specialty shops to visit.
- A nice park for my children to play.

- Something to do besides nothing
- Restaurants and retail
- More business.
- More activities
- More entertainment or restaurants would help. At this point there is no social aspect downtown.
- Parks
- bookstore with outside seating; coffee/tea shop; small, pleasant outdoor space
- Better lighting on main street
- A brewery restaurant that would be fun to hang out at and sit outside.
- Currently spend lots of time downtown.
- EVENTS!!!
- I already do spend time downtown.
- Comfortable spaces that are pleasant to look at and offer a variety of activities. Businesses with evening hours.
- If there was more to do.
- We come to MP downtown for Jhacks , the parade, the library, and if the farmer's market was better on Fridays and Saturdays that would be great. Probably a place to sit and relax with kids that is safe and peaceful .
- Restaurant, coffee shop, outdoor activities
- More to offer. Too infrequent and too lack luster for the few times that are offered.
- areas that are lovely to gather in.
- Entertainment. A nice restaurant. Not union street bistro or a chain. But something quaint.
- Dog park, activities
- Already spend time in downtown without you idiots changing anything!!!!!!
- More small restaurants. Too much traffic around whataburger and buddy's
- Harris teeter/few restaurants/more retail
- A better park for the family. Maybe some type of events
- More entertainment options and community events.
- More diverse restaurants, somewhere I could have an alcoholic beverage with friends/family.
- More outdoor play areas/ dining options
- Parks, breweries, pet friendly, food options other than fried, theater arts, festivals like July 4th just more frequent.
- More options and curb appeal
- Great dining & more dog friendly options
- I don't feel that a down town needs to be a place to spend large amounts of time. I currently enjoy walking around the town using the sidewalks. I feel as though free activities in town would be beneficial. Having grown up in this town, I know that many wouldn't have the finances to spend in retail stores downtown.
- Restaurants, events, dining
- A very well maintained town with many cute shops and restaurants.
- More restaurants, nicer park, small dog park
- more events and a coffee shop or outside dining area
- We have nothing right now. We only go to walk down to get medicine or an ice cream at moose
- Brewery
- More food choices and better shopping
- Chick fila, or gym.
- Ease of parking and open spaces to spend time in
- More variety of retail stores
- More businesses and restaurants
- More stores to shop at, more sit-down restaurants to eat.
- Aesthetically pleasing. More shops/retail and restaurants
- New sit down restaurants

- Restaurants, entertainment
- Landscaping and natural feel
- Quality dining establishments, a park or garden
- I walk through downtown all the time to go to Marvin's, Sheer Happiness, The Barber Shop, the Post Office, Moose Drugs and many other places.
- a park!!! or a small restaurant with outdoor seating and alcoholic beverages.
- How about an occasional street festival that brought in out of town vendors?
- Parks...like Oakboro it is awesome
- More community events that are publicized so everyone is aware of them.
- Outdoor dining on a deck serving wine
- Thessaloniki town feel with some area walking restaurant and park
- Places to spend that time (restaurants, entertainment)
- Outdoor seating/more businesses
- Bar restaurant
- Food and small retailers
- more entertainment/events. would like more volunteer opportunities for helping to revitalize
- I would like to see the empty storefronts filled and reno to take place as needed rather than new construction.
- Restaraunts
- Something worth doing.
- Retail, Restaurants
- Better parking, more things to do within walking distance of parking. A nice restaurant. Put commercial development on the main roads, not downtown.
- Small town mom and pop restaurant and shops
- More of a variety of entertainment.
- I already spend the vast majority of my time here in town, but a real higher end coffee shop like they have in Locust would be nice. (The Daily Grind)
- Main street has too much traffic and too many large semi trucks going through it along with speeders and loud diesel trucks, which make walking on it too active and noisy. The streets are also poorly maintained. The historic signage also needs to be more pronounced and better looking. Other districts make ours look cheap and dilapidated. We also need speed humps on Washington st, Walnut st, Cook st and College st to keep people from cutting through and speeding.
- More restaurants, larger park facility, town events
- Places to go in the evening. Safe area and easy to get to by walking.
- Shops that stay open after 5 pm. If we have nice restaurants, folks like to walk and window shop after a nice meal. This town closes up at 5 pm.
- More retail

## QUESTION 25

**Describe a vision for the future of the Town of Mount Pleasant or list physical attributes that you want to see.**

- "More young people wanting to keep MP the small town.
- Better community and unified. I enjoy walking into Ricks in the morning and seeing all the old men talking, stopping by What-A-Burger for a bite to eat and seeing all the HS pictures or students gathering.
- Useful small businesses like a bakery, a tool shop.. etc. "
- Old buildings repurposed and we'll maintained. New speciality retail, and full service high end restaurant.
- Watch The Gilmore Girls, their town is everyone's dream small town!
- I would like to see little change because that is what makes it a small town. Growth is a good

thing but outside of town. Preserve all of the historical landmarks. The reason I live here is because it is a small town and everyone knows everybody.

- Mount Pleasant needs to remain hometown USA. No apartments. No trashy businesses.
- Staying true to it's small town feel should be on the top of the priority list. I love this place and the people I've become friends with over the past 5 years. I know if the middle school property becomes anything other than something sports related, there's going to be a ton of disappointment among my community. Everyone I know in surrounding towns, recognize MP's reputation for athletics. We use sports to encourage and raise our youth in a very positive way. I pray that continues along with a strong emphasis on our Christian community keeping it's neighborly charm, safety, and friendliness.
- Traffic circle downtown to facilitate traffic flow. A vibrant downtown with small retail shops, a community of single family homes and farms. We should capitalize on the open spaces and grow as a community for recreation and agriculture research.
- "Better parks
- Outdoor seating for restaurants
- A YMCA would be so desirable for so many and would really attract people to here. "
- Large park, entertainment venue, a nice restaurant or two.
- Growth and development
- "Safe area, Better lighting"
- Very limited commercial development and absolutely no multifamily housing or construction of entire neighborhoods of single family housing.
- Middle school gym and auditorium left for community use, add community pool
- Would like to see our town stay a small town but it needs to offer more so that we who live there will be more inclined to spend money in our own town vs going to concord or Salisbury
- More up to date family friendly restaurants that are actually good to eat at. A nice park!
- Small town feel with street lamps and specialty stores or quaint restaurants with curb appeal. Outdoor dining
- Similar to downtown Gold Hill-walking tour of historic homes & architecture; businesses like accountants, lawyers, dentist, optometrist; larger playground under the trees; ice cream/custard shop; fine dining with music; daycare?
- As a current college student, I would love to see more housing opportunities for new families so I can come back to the town I love to start my new family.
- Doesn't need to be developed much, should remain the same. Adding in a few restaurants
- little more businesses. Small businesses. WE DO NOT NEED A WALMART or anything like that. A walmart ruins every small town. i would like to see more growth, not in trashy government living appartments either. No Cookie cutter neighborhoods either. a nice neighborhood here and there a little retail section, more agriculture.
- See a boom in population and housing. Creating more of this will allow more businesses to come in, more economic value, and allow for progression of the town. In my opinion, in order to keep the small town influence that many people enjoy, you have to grow a bit to still enjoy it in uncertain times such as these.
- "Input from variety of people. Some people feel there are left out."
- YMCA
- Quiet peaceful place to walk around with a park. The senior center is very nice for the seniors and would be great for their exercise too. Also the food ministry is a great thing.
- More restaurants, more large scale retailers
- Mount pleasant needs to remain a place where community is the main focus. Bringing in large upscale businesses would do a disservice to our town. The youth should remain a focus and bringing in more athletic and recreational availability is the way that this small town "football" community can continue to thrive.
- Nothing. I have lived in mp for 20 years. People are trying to make mp like concord and keep adding stuff and there isnt enough room

- More signs, monuments, up date the historic part of mount pleasant for touring,
- Retain small town, rural environment
- Pedestrian friendly.
- Would like to see the town come alive! It would be nice to have a vibrant marquis with upcoming events being featured.
- Mainly efforts to enhance the downtown area neatness attractiveness while pursuing some outward retail and entertainment growth in the surrounding area. Not aggressively but some positive progress.
- I would like to see more developed green spaces. I love going into Concord and walking the Greenway and then shopping and eating in the downtown area. I don't want to see Mount Pleasant lose its small town charm. What I don't want to see is more apartments in the area. Too many people in one area leads to more crime.
- "MP has history.. we should preserve it and make MP a destination.
- Focus on making MP a livable walkable community... our residents have to get in the car to drive to concord and charlotte for things.
- The town has pride in schools and community... add parks, community events venues etc"
- "I like MP pretty much the way it is as do much of my family young and old, that's why we have lived here our whole life. I'm getting too old to pick up roots if you try to change the town to meet the wishes of " "outsiders" " who want to make it just like the place they moved from. My take is they moved here because they liked our little town and our way of life as well as our safety and security, so don't mess it up. I have talked to so many people who say they wished they lived in MP and its not because of what we don't have its because of what we already have. Some people don't like MP and that's okay, stay in your crappy towns and Big Cities!
- It would be nice if we could start looking at improving our street layout at some time in the distant future. Very little alternate routes through and around town, still pretty much a cross road."
- "landscaping that focusing on beautiful flowers trees and shrubbery that colorful and inviting
- -Outside dining areas focusing on healthy foods- Vegan or Vegetarian eateries;
- retail places - that may be popular at other Counties that is not in Mt Pleasant
- Entertainment venues- outsides concerts -or street fair; that may be inviting to children entertainment: 4 h Groups- Scouts -Puppet shows cinema something that makes people think of Mt Pleasant"
- "City taxes not going up for surrounding people to enjoy what only the few in the city are paying for. Stay small town, no low income subsidy housing, no apartments, (brings in crowds that affect the school with behaviors) shops and restraunts, facilities for the kids (county tax and not city tax paying)"
- Inviting space that maintains a small town feel with businesses and amenities that would be typical of a larger town or city As stated previously
- "More opportunity for Athletics, retail, restaurants.
- Make it so appealing that when strangers pass through they remember our look for being beautiful and not for looking decrepit and falling apart. First appearance is everything and if someone sees our community as out dated and falling apart then they could think our way of thinking is our dated and falling apart.
- Take a page out of other successful small towns such as Mint Hill, NC or Boone, NC.
- I want to see the town preserved and cherish the history we have in our town. If we want a busy atmosphere ride 10 minutes to Harrisburg or concord to set in traffic because there roadways can't handle the traffic of the neighborhoods. I think the size of MP is perfect.
- possibly entertain the thought of letting some houses be upfitted for small offices to move non retail business's out but within walking distance of downtown. barringer street. apartments on the second floor of the retail buildings. try to talk building owners who might have windows bricked in to put the glass back in them.
- Family homes, restaurants, shopping and churches. A place a family can live. Never having to leave. Schools and Medical offices are already here with excellent teachers and medical

providers.

- Just more action. We have no eating places or shops.
- I am not a person who can envision spatially, but I would like to see the loving charm of Mount, the willingness to care and extend for others while still doing one's level best to be moral and decent and grateful- that Spirit - be applied more widely and deeply and indiscriminately to everyone who is already in the planning area, and to a reasonable number of new folks who ought to be welcomed to become a part of Mount.
- More like old town Mooresville and Mount Arey.
- Keep it small and nice like it is. Use some of the old mills and abandoned shops for the new growth. Don't change downtown unless there is a parking lot installed. Do not build anymore of the condo type residences such as the Barringer trace apartments. This is not good for Mt.Pleasant. Single family homes are all that should be built. I would like to see more events for the public such as car shows, tractor pulls, BBQ events, etc. in years past these were big events. Do a town festival, like china grove, Also please set the time of the parades back to 10 in the AM.
- I would like to see Mt Pleasant grow somewhat within the current city limits. Improving downtown, housing, and parking. Having more options for restaurants and retail would be great. I think keeping Mt Pleasant "small town" is what makes it so attractive for people to want to move here. Excessive growth and the wrong types of growth will kill that small town feel. Growth toward Concord past the 73 and 49 intersection should be the focus area for growth. I would discourage any additional apartment development as well as any section 8 or govt subsidised housing. This kills property values for surrounding homes and businesses and almost always are breeding grounds for additional crime and eyesores.
- A variety of shops and parks you can walk freely to and a great variety of restaurants to choose from.
- Historic, environmentally-responsible, safe, open, unified design, well-planned & constructed, pedestrian friendly, culturally-rich.
- Keep it small but classy.
- More rooftops. More retail. More office space. Better Police presence. Replace old water / sewer system.
- More small shops and options and needs to be fixed up and empty buildings occupied. Too much looks as if it's deserted or unkept, kind of junky
- Community events, movies in the park, new park/splash pad/updated community pool with slides and kid area, entertainment, walking/biking trails. Mount pleasant is such a quaint town, but it's 2017 & it needs more life and fun and things for families to do! We spend a lot of time in concord at their events, but would love to be able to do that in the town we actually live in.
- Maybe an upscale restaurant or two with some outside seating. Make the buildings near the square neater. Remodel the old Tuscarora Mill putting in condo's there with maybe a restaurant. Traffic backs up near the square, maybe re-time the stop light.
- Better infilstructure
- See items in # 23.
- Updated, pretty look. Easy walking from the downtown area (Moose Drug) to the library, Hardee's, etc. You need easy walking from elementary school to the town. (Crosswalk at Hardees near White Owl)
- A nice restaurant and a place for indoor swimming.
- Walkability to area restaurants with outdoor seating, bike racks, and restaurants with wine.
- N/a
- Moderate and controlled growth....Do not wish to see this town grow at the rapid rate as in Harrisburg. We need to keep the small town atmosphere with more opportunities for the citizens without higher taxes.
- I like MP and the small hometown feeling it has. I don't want to see it become a concord, or a Harrisburg, however a few updates, and utilizing the building spaces available I feel would be nice change.

- Turning the middle school into athletic fields and a facility the town can use would be huge.
- I would love to see the old middle school site become a well-used place with a variety of activities going on there - some retail, office space (perhaps for non-profits?), events and activities, performing arts, athletic facilities available to a wide range of people -- a true community center, similar to the Lee County Arts and Community Center in Sanford.
- A small town feel, but with updated retail store fronts. Being able to tell what is actually a store.
- sidewalks that go all the way to food lion from down town, and from down town south out of town to the thread trails
- I'd like to see the middle school property utilized for town festivals, sports, events. I'd like to see more choices for families to eat (not fast food) and options for entertainment (movies, music).
- As of right now I see it falling apart from original beauty I see the apartments as a issue they are attracting people to fast
- Quaint downtown area with more retail and restaurants. More businesses near 49 and main
- Parks and Ballfields
- It is important to maintain the historical center of town. The "old" middle school facility needs to be used and not left vacant-- developed into a vital space--housing performing arts, athletic events, conferences, offices, etc. I would love to have a place to go downtown to have coffee outside, take a leisurely walk along well-paved sidewalks, attend a farmer's market, storefronts that are engaging and well-kept.
- Very limited growth
- Environmentally sound benches, park items, and perhaps a water pad. Keep it local as much as possible when purchasing items or landscaping.
- MP is a town of mixed use development with no big box stores (other than grocery) and known for its dining, antiques, and charm. The old MPMS property is developed into a fitness and recreation center or something like South End with restaurants and shopping. The community is not like Harrisburg, with nondescript awful McMansions everywhere and clogged small streets, nor is it overrun with low income housing and Dollar General type businesses. New business construction is built with an eye for quality and community standards, rather than being cheaply constructed. Major intersections have crosswalks and bike lanes, and community art fills public spaces and creates welcoming areas to relax or walk. The park is expanded to have more parking and better playground equipment, as well as nicer, open bathroom facilities. The community has frequent events co-planned through the town, library, museum, and schools to facilitate the strong sense of MP community.
- A vision is a thriving down town that draws people from neighboring communities to eat shop drink and entertainment
- "Nice upscale restaurant but not overly priced with draft beer &/or mixed drinks available to be served.
- Update all building facades to make downtown be more attractive.
- Tear down several unsightly building downtown or make them upgrade exterior & interior.
- Turn the middle school area into a rec center for baseball/softball/basketball/etc. and picnic/park area. This area could be used for ball tournaments - we spend a lot of time traveling on weekends to Indian Trail, Cornelius, Harrisburg, etc for ball tournaments and it would be nice to have this locally. Ball fields that MP now have are horrible - not suitable for anything but t-ball/coach pitch."
- "Maybe reroute 73
- All those over head powerlines are a eyesore
- More parking for the business that are already there"
- I would like to see a parking lot in the lot beside of Myles Barringer's shop. I would also like to see some new resteraunts.
- "Better athletic facilities Parks"
- Would like to see sidewalks and streets improved. Leave the town with the classic, quaint look it has now. Don't want to see it modernized and turned into another uppity Harrisburg or Matthews

community. I like Mt Pleasant as it is. Like the farm community that it has always been. Don't change that.

- I'm scared for the future of the town. Change seems to be so hard for our town leaders. My wife and I bought our first house here, but all we are able to do in our town is live here. We have to go elsewhere for our jobs, entertainment, and decent food options. I love the town and I love where I live, but people like us are getting hard to come by. The town leaders need to figure out a way to make it a livable place, or there won't be anyone left in another few generations. Young people are going to go where it's fun and entertaining, and MP is about the least fun and entertaining town in a 50 miles radius in my opinion. Locust for instance was a ghost town like MP not 10-15 years ago. Now it's bustling with dining options, entertainment, and retail shopping. But it still has that small town southern feel. I think our leaders need to learn from town leaders like the ones in Locust. Something has to give or I feel that MP will just be place to drive through on your way to somewhere you WANT to go and visit before long.
- I love MP, have grown up in it, and don't want to see much change.
- Improved athletic facilities
- "Would like to see at least 2 fire stations with a new fire chief. Keep the historical buildings but use them. Make an arcade for kids, make some restaurants in them, boutique's, etc. Let's step up about 20 years instead of being behind.
- Add a new housing development-this may bring in more residents."
- Continue the small town atmosphere with controlled growth.
- Mount pleasant has always been community based, now our community is getting older and aren't little anymore, we must have events, night life and fun attractions to keep people around!
- I would like to see people walking around the town going into stores and wasting at nice restaurants and possibly going to see a movie
- a pleasing to the sight building facades with specialty shops and downtown full service restaurant(s)
- my vision is of a town like we already have only better....i dont want to lose the " mayberry feel" of our town. i feel we dont have to be the biggest ( with every amenity known to man) to be the best.....we have larger towns close enough that we don't have to have everything right here. we could develop the hwy 49 corridor and have all the amenities we need without screwing up our downtown.
- Maybe a gym, some sort of entertainment like a drive in theatre or bowling, light retail shops like clothing boutiques
- Just some continuity among stores like the awnings, more retail shops, some kind of beautification. Of course, with this you would need more parking within a short walking distance. And if you could get the owners of the current buildings to clean them up some.
- More restaurants and grocery stores. Also would like to see some retail stores. A better fire department and police
- A community that embraces all age groups.
- I like mount pleasant the way it is.
- A pedestrian and bicycle friendly downtown with restaurants, coffee shops, essential services, and public spaces all close by. Efforts should be made to preserve older commercial buildings with character and to moderately increase housing stock near the downtown.
- Historically preserving the old look.
- "retain small town/rural atmosphere, encourage local business, beautify the town, but not TOO much add more park/open space, encourage local athletics encourage town pride"
- As mentioned, an overall facelift. There is very little life in the town to attract younger families. Families constantly drive elsewhere when we could have an adorable home town of our own. Get rid of those ugly wires in the center of town. Widen sidewalks, make the current store fronts more presentable. Bring in bakery, coffee, clothing boutique, nail salon and a variety of food other than hamburgers and home cooking. Make the town a place people want to spend a Saturday. Add to the antique stores and bed and breakfast locations. Make it what it has the

potential to be!

- Small town atmosphere, shops, outdoor entertainment, more sidewalks
- "1. A town square with businesses and shops away from the traffic of Hwy 49 and 73. It would be great to have a Harris Teeter or Publix nearby. 2. Underground utilities 3. Hwy 73 widened to accommodate turn lanes at Franklin & Main. 4. Strict planning and zoning enforcement. 5 A Comprehensive Plan that would include single family housing with a restriction on developers completely destroying the land. Also 1/4 acre lot minimum."
- Keep the small town feel. Keep the old buildings. They are beautiful. Don't over-commercialize the area. You can bring great business' in without making it feel we are in Charlotte.
- More single family homes, more restaurants, donut/coffee shop
- Revamped downtown stores shops food
- More space for businesses that want to be in Mt Pleasant. There aren't locations for new businesses or existing businesses to go too. Therefore businesses either close, never open or they open in Concord. In order for small businesses to thrive right here in Mt Pleasant there needs to be affordable options for rental.
- I think a public exercise facility, like a YMCA, would be beneficial for all ages, with recreational leagues for the 20-somethings to play on, and exercise classes for the people of MP to teach and participate in. It would bring people of all backgrounds together in a common area, and spark conversations that may not have happened before, plus think of the health benefits. I hope that Mount Pleasant always stays small and quaint, but that it continues to keep an open mind to new businesses and thinks of the benefits that some changes may have on the community as a whole.
- Mt Pleasant needs attractions like art festivals Music festivals and attractions that draw people to the area. Locust and Harrisburg have off the Main road town hall business communities. Locust has a college extension and golf course. Growth can be good for a community as long as it is done right. It would be smart to visit expanding communities and talk to the local residents and officials to see what has worked for them and what hasn't.
- I would like to see Mt Pleasant change a little with the times. It has looked the same for the 28 years that I have lived here. Let's spruce it up, show it off, be more welcoming. We have no reason for outsiders to visit. At the very least, let's do something at the intersection of Main and 73.
- Would like to see more retail and restaurants so we dont have to go to concord for everything. Maybe a pharmacy cause moose drug to expensive.
- "More retail shopping and small special stores.
- Parking availability and walkability with good lighting."
- "Parking lot behind Air Repair for moose drug and air repair, New post office bldg on cook st or Washington st."
- Better restaurants for the country community. Much better parking areas. More variety in retail shops
- Keep it the small close nit community it is Not over grown but a few more options for food and shopping
- I picture a small but thriving town. This would include small businesses/restaurants; everything local and no big chains.
- Additions of future retail, food (fast or otherwise) or any other business made to meet specified appearance guidelines to keep the classic look of the small town, in tact. Too much development would smother the overall environment people look to achieve when living or visiting in MP, but some development or allowance of additional modern amenities could help add to the town ambience if made to look as if they have been there "forever"
- Small town like it already is with just a few more restaurants and better roads/utilities
- "Small town feel
- Small retail shops
- Things to do in the evening (after work hours)
- Clean bright outdoors.
- Fresh new look with old time feel

- Community encompassing events
- Larger park and emphasis on healthier living via work out areas."
- "I would love to be able to live my whole life in the town of mount pleasant. I'm very blessed to have grown up in this town. It's a small town where everyone knows each other. Half the town is at the football games on Friday night supporting the high school & im very thankful to have grown up playing for and going to school at mount pleasant.
- And I would love to see it stay this way"
- Model after Hendersonville.
- More parks
- Update little park, repair damaged shops and updated original buildings.
- I would love to see our town grow to a place where we can all gather at local businesses.
- We either need to occupy all the mills, or tear them down and put something there that will bring in more revenue for the town.
- I've said it all.
- "Development of downtown and a revamp of the way it is displayed to the public
- Entertainment venues
- Housing and restaurants to expand the 49/73 area (huge potential here)
- Dog park
- More community activities beyond holidays and spaces to hold these
- Local businesses both downtown and outside
- Sit-down chain restaurants as well
- More safe trails for runners/bikers (currently I'm forced to run in the road for much of my fitness)"
- To stay a small town with home town values. Do not try to be like Concord!
- Family friendly neighborhoods. If you insist on building industry keep it on 49 and keep them small. Be nice to turn middle school into park/ recreational facility.
- Small town appearance and friendliness safe walking for families
- "sidewalks to the established neighborhoods not just Oldenberg. Zoning enforced better. There are rentals not maintained also. Thirty or so cars on a residential lot in city limits. Large trucks on small, no shoulder roads. If there were sidewalks going to a nice downtown with a few things to do it would be nice.
- The east and west ends of Hwy 73 outside of downtown need cleaning up. It is very uninviting to come into town from either direction."
- New Fire department and a gym
- "Healthier quick eating options
- Let MP have Liquor!! In their restaurants
- Make it a new age atmosphere with old historical meaning
- We need a tavern or something "
- Keep the small town feeling.
- To maintain the small town/community feel we have now, but increase choices of dinning and shopping .
- It would be nice to have a park, nice restaurants, places to visit and have fun.
- "A pet-friendly, family-friendly small town where ALL developments sport sidewalks. I live in the Oldenburg community and it simply IS NOT SAFE to walk our streets because there are no walkways. I'd like to see more restaurant choices, a grocery alternative and a year-round farmer's market - maybe even a community garden. There is NOTHING wrong with being a ""small town."" Many aspects of that ideal are STILL appealing. Great schools, good communities, safe neighborhoods. We need to attract more diversity and play to our strengths. Marrying our town, our businesses and our schools together makes logical sense and could set us apart from other area towns.
- Let's get an electric car charging and/or alternative fuel station. Why can't we sport old-time values (like families) alongside new technologies? Isn't that really the BEST situation?"
- A place for family's, take a look at downtown Davidson and that's the idea we need they have it

figured out. Davidson is still small town but it's still a town !

- Historical landmark.
- Signage/art on buildings that will make people driving through want to stop and visit.
- A small wal mart or something where you could buy stuff other than food.
- No chain commercial businesses, but private owned businesses. Keep it small and intimate.
- "I'd like to see controlled growth. Apartments look good however with the low income only criteria to lease them, some undesirable folks may move in. Keep them clean, neat and in order.
- Town sewer system needs to be expanded which will encourage new construction. "
- "More inviting storefronts/better upkeep, Restaurant options, Public spaces, Benches "
- I would love for someone to bulldoze barringer trace no one sees the damage done in building it
- "More comprehensive park setting with trails
- Small but local dining establishments to attract more people in the downtown area "
- "Mt. Pleasant has been a nice small town for generations. Keeping the integrity of past and merging into the future takes balance. However, we need pharmaceutical choices and community center for agers 1 - 100.
- Most have already been addresses in previous questions. I think the development plan that Locust, NC has followed would be a good model, just maybe without the Walmart.
- Keeping the small town atmosphere. That is the reason I purchased property there.
- Main Street America with historic store fronts and use of historic textile mills as shops/restaurants etc. No new residential growth is needed in MP
- More retail businesses and restaurants or coffee shops. Downtown needs a serious face lift.
- No more apartments, townhomes, duplexes being built. Add some parks and facilities for the kids to use and stay out of trouble. Be a family oriented small town, with at least one family owned, adult beverage serving, date night type of place to eat at. Keep it country to live in because we are still located close enough to Charlotte to get a city feel.
- I would like to see the downtown area spruced up, with a slightly more cohesive appearance, and with more consumer options available. I would also like to see more commercial options in the area near 49 and 73, or in the location of the old middle school. A gym and a new grocery store would be nice.
- I trust our mayor and board to have MP and the people of our great towns interest at heart for they are our voice. Thank you for caring!
- Attract quality residents with good schools (that we already have), community offerings(movies in the park, bands), and larger retail that keeps the residents in town vs spending dollars elsewhere
- I would love to see MP remain a small community. Housing should be on larger lots. Apartments are an eye sore. When people I work with in Charlotte talk about MP, they first mention either Whataburger or the White Owl. Everyone loves the country setting that is still close to the city. Remember that the more people you cram into a small area the higher the crime rate. Please don't lose the hometown feeling. MP has beautiful landscapes and is it's on little hideaway from the hustle and bustle of the city.
- "Cleaner downtown, more options of places to patron. A park that more than 3 kids can play in. Community events (concerts, movies, plays).
- A designated covered area for the farmers market that stays open year round for the farmers and crafters."
- Single family community with focus on outside activity
- A town that people would want to come spend the day and take a stroll. A kind of village charm.
- Some growth other than something new every 5 yrs
- I would like to see a water feature.
- "A new downtown centered out of 49/Main St, utilizing the middle school as a small retail center, community center, and town movie theatre/ performance stage (Think Gem Theatre and Old Courthouse Theatre combined using old school theatre). Continue using area beside middle school for White Owl yard sales but expand building and add individualized booths to attract more commercial type business in a ""flea market"" type environment.

- Consider health and wellness center based near the main gymnasium, offer community fitness classes, possible gym equipment, free weights set up if additional building was added into gymnasium, or utilizing existing structure, so as to retain the aesthetic of the Quad (improve landscaping, add art piece, landmark, sculpture, statute, etc)
- Use existing classrooms and equipment for a public business center for use of computers with WiFi, etc.
- Potential for running/jogging "greenway" trail thru town or surrounding middle school, or using old track; installing calisthenic exercise "attractions" along route (Think Frank Liske/Myers park running trail)
- Possibility of brewery? With as much recent success of them in surrounding towns, may need to look into possibility of this. Provides space for events, local businesses to rent space for retail, but keeps activities contained to city center where more police regulation can be initiated to prevent alcohol treated incidents. "
- Small clean hometown feeling. Little "growth" with the exception of local businesses
- Small town feel, community events, farmers market, no more apartments that focus on low income
- Majestic trees. Beautiful lighting. Destination restaurants. Methods to attract weekend tourists. Job opportunities for residents.
- "A historic downtown that is revitalized. Renovated historic buildings occupied with restaurant, medical, retail, etc.
- Focus on energy and water efficiency.
- Underground utilities would improve and clean up the downtown appearance.
- Dog park and expanded recreational facilities.
- Improved Main/Franklin St. Intersection to improve traffic flow.
- Manage residential growth such that infrastructure isn't overwhelmed or overly congested.
- Discourage continuous blighted properties. "
- Restaurant, bestro, flowers, outdoor spaces, lighted trees,
- "Play to the small town, community togetherness, evolve while inviting environmentally friendly businesses, restaurants, entertainment for the family, etc. create a big community center to encourage community involvement.
- Maybe even some environmental and agricultural educational opportunities for our children and adults alike. Teach how to grow gardens, talk to Mandy at the city of concord about a butterfly garden, etc.
- Maybe a golf driving range somewhere (or a miniature golf course), sports fields, etc. the town may need more utility infrastructure, too. "
- Wider streets in the Reidsville Neighborhood.
- A friendly and family scene.
- Attractive landscaping, community center, benches, downtown that looks nice
- Staying the same
- Mcdonalds and a qt
- I want to vision it as it used to be as I was growing up here. Everyone knows everyone, just like Mayberry. If you want City Life then move somewhere else. Mt Pleasant is a small town it doesn't need to grow.
- Would love to see more defined downtown with entertainment and dining options
- "We need more retail and food options downtown. The community has no pride in their downtown area-- so people leave and go to another community's downtown area"
- More family friendly things to do, Ice cream shop, restaurants, boutique/small business's, landscaping
- More residential and a community park.
- Landscaping, well lit, clean store fronts, with hours posted and a running business.
- "Harrisburg, that's a great vision.
- Sewer lines, side walks, parks with fitness and trails, landscaping, full service restaurants, shopping

mall, movie theater, things to do. Hate driving to all the surrounding cities just to do anything. Growth, growth, growth. The sooner the better."

- Quaint small town with shops and dining options, farmers market growth, family friendly activities and events.
- The old middle school would be nice turned into a community center for kids to hang out in and families to do things together.
- I like the events they have at the townhall. I like what they did with the old prison. I like the events they have at the library. I think adding small interesting shops like Southern Grace distillery and events can enhance Mount Pleasant while still keeping a small town atmosphere.
- Something for everyone. It is currently a place like Mayberry. Mayberry is a place that pretends to be more wholesome and "country" than it is and alienates people who don't conform.
- Historical charm. Small town charm. We don't need bars and restaurants everywhere or apartments and town homes.
- More dining options, renewed buildings, better lighting, sidewalks, parks, picnic tables, benches
- Mount Pleasant should always be a rather small town, the idea of a bustling city is off-putting to me. I think there should be varied food options so I do not have to travel to Concord for minor dining. It'd be a green place, with lots of trees and open space, with a more dense downtown district along the main street with perhaps some small retail chains. There would be a place for electronics/video games, as well as clothing line. This view is partially met already, but improvement is always possible.
- A downtown that I can stroll through and stop to have a beer on my way to a play or music show. Store fronts that are inviting and not stale. A variety of shops with trinkets, coffee, dessert that don't close after 5:00 PM or weekends.
- The thing about living in a small town like this is the simplistic slower pace of living. I really want our town to continue to stay small. We have everything we need. Great schools, a few restaurants, churches, a post office, a very well equipped fire department, gas stations, a major grocery store. We also have an auto parts store, a couple small retail shops, some banks, a chiropractor, tire shops. I really don't think we need much else. Especially not any more apartments or multi family properties. And certainly no more commercial development.
- See 24.
- My Pleasant Athletic fields were the old Middle school is located. Add several Practice fields for soccer/football. Build a couple gyms and redo the tennis courts. Able to handle all the Rec sports for MP and also do local tournaments to bring people/money into the community
- I would envision it to stay the same. I would like to see all of you, who are not happy and want to change, headed down 49 to Charlotte where maybe you would be content.
- Keep the small town feel. That is what is most loved about the area. Yes we want recreational areas and shops but the small community is the key.
- I want to see more frequent community events that will draw people here(music, festivals, etc) , more unique restaurant choices to choose from
- Retail
- "Welcome sign at 49&73
- YMCA"
- Become more like downtown concord with successful small businesses.
- Mt. Pleasant is a perfect size...I want us to continue to be a "small town" ...some of the business owners just need to clean up...
- Keep it simple
- I want to see this remain a small town. To much growth may not be good. The best feature of this town is that it is small and personable.
- "Boutiques
- STAY THE SAME "
- "I think that it would be a shame to over develop Mt Pleasant to the point of losing the small home town feel. That is what attracted me so many years ago.

- Building more income regulated housing is not good for the town or community. Mt Pleasant has always been a low crime area. Crime and low income housing go hand in hand. Plus it puts stress on our schools too. "
- A good (low crime) community with well maintained buildings and streets.
- Limited and controlled growth with dining areas that don't require a drive to Concord.
- No new retail- occupies what's already here
- "opportunities for families (leisure and recreational)
- affordable housing
- parks not everyone plays ball - walking trails - bike trails
- adequate lighting in dark areas
- variety in restaurants
- Continued fire and medical benefit ( I think we have a nice fire dept. and medical office)
- pretty trees and flowers
- nice and new schools
- A unified theme throughout the town. Quaint is charming. Trashy is and will always be...just trashy.
- More places to gather. Outside venues. Restaurants other than fast food
- More housing. More business
- I like the small town feel. Our roads, schools, businesses and infrastructure need to be strengthened before additional growth is considered. The entire community could benefit from a YMCA at the old middle school campus.
- Keeping the feel of a small town while hosting small businesses and offices to create jobs and entertainment for others.
- A controlled, reasonable plan of growth to balance businesses here already, improving those as needed, with new businesses which attract people to spend time. Include opportunities for employment which the loss of the various mills has decreased.
- Keeping the small town charm with new restaurants in downtown and more small business
- More shops, more dining, more events.
- None other then recreational use at the current middle school.
- Mt pleasant is a quite cozy family community. It's not Harrisburg.Kannapolis. that's why people move here.you make it bigger and develop more you are asking for trouble and problems. You won't have enough police and so forth. The more you invite in the more you ask for problems. We like the way we are.
- A small town that makes smart use of the space it has. A small town that embraces it's history while providing modern convenience, while maintaining the charm that has attracted new residents, and kept old residents. A small town that doesn't look to it's neighbors, near or far, to compete or keep up with.
- We moved to Mount Pleasant from a nearby suburb because we liked the small town feel and good schools. Soon after, we realized that a few more conveniences closeby would be preferable. I do understand it is a challenge to stay current and inviting to newcomers, while maintaining the safe and family friendly environment we all cherish. I believe it can be done with thoughtful planning and a firm commitment to restricting certain types of development.
- "A few nice parks or even a dog park.
- A local place where folks can purchase a garden plot for a season and garden in it.
- A butterfly garden
- Christmas lights.
- As long as the future of MP keeps the same peaceful feeling where one can leave the business of life behind and relax with friends and family -- like it is now MP will always thrive."
- Something that emphasizes quality over quantity. We are known for being a little stuck in our ways and for our community mindset where everyone knows everyone. We should capitalize on that. This is the perfect place to raise a family and I wouldn't want to see that change. Our own little 'Mayberry'. I'd like to see more businesses that are customer service centered instead of Dollar General and Hardee's which are dirty and understaffed but succeed because there's no

competition. Activities that are family friendly. This is why I believe a YMCA would be a perfect use for the old MPMS location. Faith, Family, and Fitness are ideals I could easily stand behind. My family looks forward to the Parades and fireworks. Oldenburg for its trick-or-treating and yearly yard sale. We love that we live close enough to hear the ballfields alive in the spring and Ron Hurlocker announcing for the Lions Hut games each fall. Summers at the MP Swim Club where memories are made. Everyone loves the MPHS tigers and I look forward to my children becoming alumni just like their parents. This is a town where your Momma can let you hang out with your friends without hesitation because 'even if she's not there, somebody will be there that knows her' and she will find out if you're showing your butt.

- More restaurants, coffee shops, outdoor concerts.
- Water and sewer spread outside the city limits and larger city limits
- "I would like to see MP grow in a planned way. I would like to see more businesses in downtown with some restaurants that can be a place to spend an evening--perhaps with some outdoor seating. I would love to see more housing that is affordable for young families or people starting out. I don't want to see strip malls piled up like they are in some of the surrounding communities. I think that separates people. I would like to see a cohesive downtown that people can gather in and that creates a welcoming space for a whole community."
- I want to see more parks, trails, and utilization of our wonderful opportunity that is downtown. Utilization of our athletics heritage and dedication to making our downtown both beautiful as it can be, as well as beneficial. Business wants to be here...both mom and pop and commercialized. Let's keep the balance and let's continue to make ourselves stand out.
- I want to see Mt Pleasant stay EXACTLY AS IT IS NOW!!!!
- More businesses - nice supermarket that offers a variety of items (a one stop shop)- landscaping-buildings keeping the heritage but updated
- Small town feel, inviting parks and natural area, I would like to see Mp maintain the historic feel and not outgrow its size.
- "No more apartment complexes
- More small home cooking restaurants
- Cleaner/neater building fronts"
- Parks and ball fields
- Clearer lines of sight for the downtown intersection. Tearing down or putting windows back in the hosiery mill on the corner of Franklin and Main. Updated facilities that will attract small business.
- Occupied storefronts and maintained buildings. Public parking and entertainment options (retail, bowling, movies, theatre, etc.)
- Small farm town meets modern day. A mix of quaint and booming.
- I feel as though this town doesn't really need a lot of change. I would like to see the town cleaned up a bit, but I don't think mass change would benefit the town. I see things like the new apartment complex and it makes me sad. They've been open for several months and they aren't nearly as full as they thought it would be. I teach at one of the local schools and we've seen very little fluctuation in the school. We really don't need a lot of change. We are a very conservative town and we don't need a lot of change. It's also my hope that the current local businesses aren't pushed out because they aren't physically appealing or updated the way others think they should be.
- Fast food and small retail, better downtown
- I believe more options for restaurants and retail and a makeover for the downtown area. Some expansion of small businesses but still a small town feel.
- Downtown revitalization with local Friendly businesses to support the community and appear positively, not run down. Encourage tourism but not overgrowth of community
- Community center
- "Enhanced landscaping
- Outdoor dining
- Parks

- Entertainment Venues
- Restaurants
- Retail shops "
- A coffee shop where live music could be heard, some restaurants and maybe a specialty store of some sort (book or antique comes to mind). Events like the cruise in, the parades are great and maybe something at labor day. In that mill on the corner it would be amazing to have a restaurant overlooking downtown and it would be terrific if the overhead lines were buried to make the streets look neater. Allow the highschoolers somewhere to go after school and maybe even have a theater like the gem on Main street so there would be some local entertainment. Make a more well defined path for walking through the cemetery and using that back street. I love our town. Thank you for caring enough to ask everyone.
- I don't want Mt Pleasant to change to much. Improving downtown would be good. Who wants more traffic and crime. Civic leaders want growth larger tax base no matter the consequences.
- Over crowding prevention due to lack of highways for entering/exiting town. HWY49 is fantastic, 73 is a safety hazard.
- I would love to see a better design for the Hwy 73 and main st. Area.
- Still keeping the history or the town,use what you have and update.
- Increased size of outdoor spaces, spruce up older buildings that look like they are in disrepair, use spaces above buildings downtown for residences
- More growth and progressiveness. Times are changing and we must keep up with the growth. Nearby Richfield nc 15 minutes up the road with a similar population has twice the amenities that mount pleasant does.
- More street lighting, parking lots, variety of restaurants, new businesses, new jobs, more housing options/availability, more community events.
- More than one grocery store to shop at. More than Marvins to eat on the weekend. Greenway that is family friendly
- Restaurants, entertainment, new water system, and community events to draw people to town.
- "-A quality farm to table restaurant.
- -retail space featuring local artisans
- -well maintained buildings
- -locally owned coffee shop"
- Again, I'm very content with the status of our Town and would not like to see drastic changes made to our Town. Development is in over abundance these days, and with development the heart of the community seems to change and not necessarily for the better. It would be nice to have a place like Mt. Pleasant to remain the same in this fast paced, every changed world.
- Using the old middle school to put advantage and making it functional part of the town and not leave it sitting and rotting away.
- Please keep development to the west side closer to Concord and allow the east side to remain agricultural. Encourage homeowners and businesses in town to clean up! Provide decorative lighting and landscaping. Give us a town park!
- "A place where use of the outdoors is encouraged. Outdoor dining, walking, landscaping. Small businesses rather than chains. Special events.
- Brevard, NC would be a good model."
- Park
- I would like to see a local place for athletic events, another grocery store, downtown turning at the corner of 73 & Main street widened with a turn lane to keep traffic from backing up when 1 car is waiting to turn left.
- Small cute diners where people could gather and relax, low crime area
- Better landscaping, restaurant choices (a coffee shop!), uniform design
- Community events,concerts, farmer's market, attractive to families and seniors,as well as millennials. Gathering places with shops and unique venues , to showcase local attractiveness.
- A more developed downtown area, further 20mph zone around downtown, more infrastructure/

businesses

- Mount Pleasant can be a very cute area. As we look at the demographics of the area in a five mile radius, we see that nearly 2/3 of the people are white collar. This is a significant shift from the blue collar, mill worker/farmer persona the community had 50 years ago. The community is changing, whether people like it or not. If we give people a reason to stay local and spend their money here, then they will be less likely to go elsewhere to send their time and money.
- Don't let it get any bigger
- Take it slowly. I grew up in a small town that grew way too fast. It was a wonderful place to grow up where there was a sense of community and now it is simply a popular suburb of Charlotte. It lost all of its unique charm. I would hate to see that happen here.
- I would like Mount Pleasant to maintain its small town atmosphere. I would like to see small businesses encouraged to flourish rather than more chain restaurants or dept stores to be built. I would like to see renovations occurring rather than new construction. Finally I would like to see more historical markers and opportunities to learn about the past here in Mount Pleasant.
- I would like to see it keep its small town appeal but have some fun cool things to do. We could use a coffee shop, some neat stores.
- Vibrant downtown. Improved infrastructure and better traffic lanes through downtown.
- Nice parks, landscaped sidewalks and safe areas for walking in town. More opportunity for something to do in town. Something to keep us home and not go to adjacent cities for fun and recreation.
- Small town!!!
- We need money to be spent in MP and not in the surrounding cities since this is what keeps taxes down and makes people more likely to move here. I do like the feel of the small town but we do need businesses and more housing options for growth. I think we need to keep big trucks from driving through Main st and I also feel like traffic is not monitored enough even though we spend money on having our own sheriff's. I mainly see them eating out or hanging out at gas stations or browsing internet behind the funeral home. We also need more events and attractions to bring outsiders in to fall in love with the town. Also make sure the utilities are buried since they make the streets look cluttered. Drop the speed limit on Main st to 20 all the way to cook st.
- More upkeep on the outer and interior appearances of the older buildings in the area would be nice.
- I would like to see Mt. Pleasant stay a small town..If you want the things that Harrisburg has then move to Harrisburg.
- keep the hometown appeal
- "Larger park/playground facility
- More small local shops and restaurants
- Clean up and restore older buildings
- Sidewalk repair"
- Nice, clean storefronts with good lighting on sidewalks. Would like to see decorative signage and light fixtures.
- I would love for the Town to be a place where the younger generation would be able to work and live. We need a lower tax rate, and we need an upgraded water infrastructure. Places of employment would bring our once thriving town back to life.
- Let it grow naturally.

## QUESTION 26

Please share any additional input that you think is important to the future of the Town of Mount Pleasant.

- I think this area is great. I'm glad i moved here. Schools are wonderful as well.
- Don't turn it into Harrisburg, everyone will just move further out, and I don't want to move again!
- Hey 73 is to congested due to the new apartments, and is a main road through town. Would like to see the less construction in downtown area. Preserve what is remaining in and around the square. Most people live here because it is a small town and doesn't have to deal with a lot of crime this day and time. Focus on schools, parks and recreation and maybe utilize some vacant land for parking along 73 to free up road for traffic. My Pleasant is like the center of the universe, not too many people know about it and that's what I like about it!!!
- Crime will increase and families will suffer if low rent housing comes to town.
- I believe that the single most important issue, and the issue that will affect the town the most, is what to do with the space of the old middle school. It is of the utmost importance that we do not leave it to decay like other county buildings in the county have been left.
- I would not want to see highway 49 as a corridor of fast food restaurants and auto parts stores. Strict adherence to signage and landscaping and brick buildings requirements.
- Several housing options
- Willing to change
- The new apartments are bringing the wrong kind of people to this town
- Keep the small town feel, it's what makes mount pleasant different than everybody else in surrounding areas.
- I believe too much growth is a bad thing and everyone who loves mount pleasant now and has loved it for years loves it exactly how it is.
- None
- Parking is a problem
- "I love the hometown feeling. You don't get that many places. Good Luck in all your efforts"
- YMCA
- None
- This town is and will continue to be known for its small town feel and atmosphere. Do not change what works "just to earn a buck" money is not the most important thing in the world and should be looked at as an incentive. Changing and developing this town would be devastating to our community.
- Please do not become the next Huntersville or Harrisburg--- we want to keep our town small
- Need shops and entertainment around the square. Where can you buy clothing, be entertained or have a drink in Mt Pleasant. The big mill on the square is a eye sore. Restore the old theater, open a pub, landscape and benches for pedestrians. Mount could be a wonderful place to live, shop and work but you must have a car. How about a bus route around town?
- Based upon the above subject there needs to be some efforts made by owners of shops to advertise their vacancies. Shops sit idol for months without advertising. Something should be done to attract small businesses to these shops. The old theatre is a fire trap waiting to happen and a disgusting looking building because the owners do not care.
- Please encourage small businesses to come to Mount Pleasant.
- "We need light industry and retail to add to tax base..
- Make it livable and it will grow."
- "THIS SOUNDS GOOD, NOW STAY TRUE TO IT!
- Vision: Mount Pleasant will be a Town with an exceptional quality of life resulting from friendly residents, a culture of community, safe and sanitary public services, and recreational, environmental, and historic amenities.
- Mission: The mission of the Town of Mount Pleasant is to support and partner with the community to provide the highest quality of life through services and amenities and to preserve and protect

this quality of life for future generations.

- Core Goals: We value our identity as a small town and will preserve our Town's identity as growth and changes occur in the region.
- Our downtown is the focal point of our community and we will strive to establish the downtown area as a thriving destination of business and community.
- Cultural and recreational opportunities are critical to our quality of life we will partner with community groups to provide these opportunities to our citizens.
- Infrastructure and utilities will be maintained in a manner that results in sustainable provision of services in a safe and effective manner.
- The safety and security of the community is highly valued we will be proactive to intercept threats to life and property."
- I don't want to pay for something everybody else gets to enjoy.
- The area along 49/73 desperately needs cleaning up...it's what most people in Cabarrus County think of when you say "Mt Pleasant," because it's where they pass through...it just looks awful.
- "We can not allow the old middle school to sit there unattended and abandoned. The last thing this town needs is for residents and passerby's seeing it look like the old Jackson Training School in Concord; over growth with vines and falling apart.
- If the old middle school is left abandoned like the old Bethel Elementary in Midland then it will attract crime and unnecessary activity.
- It would be nice if the Town could incorporate its own Police department jurisdiction and leave the contract of Sheriff's department."
- I know it is almost impossible, but we need to grow and still keep our small town feel.
- Loosen up town hall we want to grow. Stop discouraging business.
- Christian principles generally are helpful as a guide, and while they ought not to be looked at by a Public entity for their Christianity, they also ought not to be disregarded or discounted because they have a religious source. Neutrality toward religious and non-religious ideas, but without pretending that the heritage and Spirit of Mount don't owe much historically to the genius of Jesus as it has affected those who have lived and live here.
- Mean what you say and do what you mean.
- Remember that we live in Mt Pleasant and not Concord or Charlotte. Lets get keep the small town feel
- Open minds.
- Appreciate our town leadership addressing future growth and providing this opportunity for citizen input.
- Change the board. Change infrastructure of fire dept. starting with town to fire chief to officers. Be open minded to new things and start getting with the century we are currently in.
- You can see that it used to be a quaint Little downtown but it has lost a lot of its charm because of neglect, like no one cares. It just needs talc to restore it to the charm it still has underneath
- No apartments/condos/duplexes!
- The town should be commended on doing this study and plan. " A vision without a plan is a hallucination". Keep going!
- Please do something amazing with the old middle school space. If it is left vacant to rot it will be a huge eyesore. Restore the building if it can be done. If not, put something else nice there like a park, stores, community center, etc.
- The ECHS Museum should be highlighted and incorporated into all MP activities!
- N/a
- People need to be more aware of what is happening and have an input into major changes before they happen. Growth at a slow rate and controlled. More opportunities for all its citizens as opposed to a certain few. An effort to encourage that those few businesses already here remain here. Mt. Pleasant needs businesses which are competitive to those here (drug stores ... service facilities and eating facilities).
- No more big development with apartment complexes, etc.

- People love the strong sense of community in Mount Pleasant. We can't lose that.
- "The area in front of the post office is very congested at times. Get rid of on street parking because you can't see to pull out when cars are parked there.
- There are too many empty stores. Need to encourage growth. There also really hasn't been a new neighborhood in the town limits since Oldenburg. That's been over twenty years ago!
- Letting the residents better aware of how our tax money is being spent. New positions at town hall are being created and properties are being bought but the residents don't find out about it until after the fact. "
- I think we need to limit the amount of land that labd stock company's are buying up and holding
- Population brings crime. We have a very nice community but if more development comes it will be the same community as the bigger cities. After all isn't that why the people making the decisions live here. Small towns like Mt.Pleasant are going away.
- I think it is not too far into the future that people will realize that Mt. Pleasant is only 15 minutes down Hwy 49. When that happens, growth will be inevitable. It is wise that you are planning for it now. It is a wonderful town with friendly people. Use the engaged members of organizations like the Lions Club, the library, the historical society and churches to get all kinds of people involved and on board and working together. I can't attend the meeting because I will be out of town, but I am excited that this discussion is occurring and wish you the best.
- I am middle-aged, not old and resistant to change, nor young and carefree. I truly believe that the TOWN of Mt. Pleasant needs to remain a town, not a city or metropolis. Sure there are probably people on the board who are fretting over financial issues, but becoming big is not the only solution. Research and investigate other small towns across the nation. How have they continued to thrive? Residential taxes are not the only way to make an income for a town. Please listen to the voices of the community. We live here because we love Mt. Pleasant.
- MP is a great town partially because it hasn't exploded overnight--and steps need to be taken to make sure that it doesn't become another Harrisburg. Our schools and roads can't handle that level of growth. Ideally, MP can grow while retaining its small town charm--and can make use of existing infrastructure rather than abandoning old buildings to ruin. Also, we need to make sure that our development is guided rather than haphazard--so I truly appreciate that the Town has put out a survey and asked for community input. Thank you!
- you have to Clean up the down town!!! Get rid of nonconforming uses. make it attractive.
- Growth - but not more low scale apartment buildings or businesses.
- N/A
- Get 4wheelers and dirt bike riders Off streets of Oldenburg
- Your planning document that says Mt Pleasant has grown more than Locust is bull crap!!! Anyone with sense knows Locust has grown way more than Mt Pleasant since 2000. You're skewing nbrs to try to push your growth agenda. You pushed those freaking apartments as an "affordable place for firemen, policemen and teachers" but that's crap bc my nephew who is a 2nd yr teacher couldn't afford to live there bc he made too much money. WHAT??? A second yr teacher makes too much money to qualify for "affordable" housing??? Plus that freaking sidewalk in front of the apartments is absurd!!! It doesn't even connect to the apartment complex so who is going to use it??? Your proposed "multi-use path" is going to take away valuable farm land from farmers who depend on open space to feed their families. Farmers are losing hundreds of acres of land in the community bc of money hungry people who want to develop Mt Pleasant. Why don't you think about the people you are hurting!!! How is the town supposed to pay for all these "incentives" to bring new business and a new fire dept when we already have the 2nd highest tax rate in the county???? Besides how many calls does the fire dept respond to anyway?? We're paying full time staff and they don't do crap most of the time. Then you go hire an events planner??? REALLY??? You're spending money the town doesn't have!! What you really need to do is focus on the huge drug problem in town!! Guess it doesn't matter bc you are going to do what you want to do anyway. BTW you should have local elections on even years. Considering there were only 272 people who voted for Mayor last election that's disenfranchisement. You

move the election out to the high school to keep the older people from driving out there to vote. You are all for "incentives" to bring new businesses but you prevented Jhack's from opening. Where is their "incentives"???

- This town is a great town!
- Our town is not an industrialized location but a cut through to larger scale cities. Our success can be created by modeling other communities outside of larger cities. Good to great schools, safe environment, average of higher scale homes, quality restaurants, ability to serve alcohol in restaurants, small retail. Other communities our size have continued growth. We have the location for families who want to be able to get out of larger more densified areas, we need items to keep the money for investment here.
- "In previous statement, replace the board or town council. Get people in there that want and accept change. We don't need this to be a big city, but all of the income is going to Concord, Charlotte, Kannapolis, etc. because there is nothing here.
- Change the Fire Dept structure. Too many chiefs, not enough indians. Change must start at the top, not the bottom. Find out where the money is spent and why it's not being spent on the purpose designated for it.
- It would be great if we could find a specialty niche that would define Mt. Pleasant and bring people to visit our small town.
- I would hate to see Mt. Pleasant turn into the next Harrisburg. People like the old time feel and sense of community here. There are additions you can make that don't involve building more apartments/housing that people would benefit from such as, walking trails, athletic fields, playgrounds/parks for children, an outdoor eating area, etc.
- My biggest relief would be to get the big trucks and loud vehicles off of Main St. And to get the road repaved. We have a beautiful drive down Main St from 49 to 73 with all of the historic homes. It is just too busy a thoroughfare right now. Thanks for asking.
- Why were the taxes raised to buy a new fire truck, have more paid personnel, and have the ISO rating reduced but the only thing that has happen is a new fire truck. This was in the minutes from town hall. Also a better leadership within the fire departments needs to happen. A lot of very experience firefighters have left or have been asked to leave. A lot to do with the current chief's and officers. Money is being spent on items not needed and not on equipment that needs to be replaced and repaired because that don't work while on a scene. A car that the chief drives everyday to work, the gym, and for personal earns while tax payer are paying the bill for fuel.
- Leverage historical venues, expand Carolina Thread Trail, host community events, plan for long term growth connection (light rail) to University Area, expand Senior Center outreach.
- Keep it old fashioned
- The surrounding areas must have water and sewer capacity.
- "build a wall between us and Charlotte, haha
- some more development would be nice, but not too much. the roads around town are already busy at times and more traffic would ruin this little town. with two major highways we have too many people flying thru here already"
- The leaders are doing a great job not assuming the town will survive without effort. They are obviously working hard to keep us alive. The younger families I know are so excited about the potential to make our cute little town even more attractive and desirable. People drive out of town all the time. Bring those folks and their money back to our own town to help it thrive before it dies. The schools are already showing that we are taking a "hit". Keep it up despite the few that don't want "change". Change is good and much needed!
- No more subsidized housing. It tends to attract the wrong people for our community. Have infrastructure in place before growth. More active law enforcement, speeding is rampant.
- Place for children to congregate
- I like living in Mount Pleasant I think Mount Pleasant has a bright future.
- I think we should try to attack new business downtown, clean up!!!
- Addition on fire dept if needed FOR STORAGE OF VEHICLES. NO NEW BUILDING!

- Apartments were a horrible idea
- "Would love to see Aldi open in mount pleasant
- Maybe a gym
- Small retail stores
- Better restaurants
- More events"
- Keep it small
- Actually listen to feed back and act on your words
- Love my town. Love the small town feel! Drugs are becoming a major concern for the area. Would like to see more law enforcement in areas with suspected drug activity. Love the parades and small businesses.
- I highly recommend not allowing anymore section 8 apartments be built in town limits. All this is doing is cause crazy people to move into our quiet little town
- I think I got it all hahha.
- So many people in this community are deathly afraid of growth. I think it is attached to the small-town vibes and the history that those people associate with the town of Mount Pleasant. But, having grown up here and visited many similar towns, I think it's time to face the fact that not growing with the times is holding the town back from its full potential. There is a great balance to be found here between sprucing up downtown as well as encouraging large development outside downtown in the 49/73 area so that we can have many large neighborhoods and new people to support local and commercial business growth both downtown and on the outskirts. One cannot happen without the other, and I think it's time for Mount Pleasant to become a place that people can bring their families and hang out for a day on the weekend, rather than only for holidays and the occasional parade. Mount Pleasant has the potential to be great for my family and many others - but it needs businesses, healthy eateries, more living spaces, and entertainment to accomplish these goals. I am proud to call this my home town and want nothing but progress for its future.
- NOT going toward being Concord Lite. That it why I moved here.
- "YMCA is something every age can occupy
- All the kids growing up in MP in the 80's - early 2000's have kids now. And
- Would love to see
- MP offer More for the ages of 24-45
- U guys are
- Smart surely you can come up with something that we
- Need
- I don't want huge businesses like Walmart or sams club or anything that would crush small businesses in our community.
- Don't be so worried about offending people, just make it happen. If you let old dried up people discourage growth then change will not happen. Just do it
- infrastructure must be updated
- I am not sure how a new fire department will make MP a better place. I am unsure why this is even being discussed.
- Affordability of housing is important. But the new apartments are not leasing fairly. A single mom making \$12/hrs should qualify. However, dependents are not taken into consideration. This seems to invite government dependent residents as the main tenants. This does nothing to help single parents who work and need housing.
- Attracting business and industry that will augment the tax revenue that will allow the level of services provided to be expanded. I also believe that contracting with the sheriff's office for law enforcement services detracts from the sense of community. I believe Mount Pleasant should employ it's own police department.
- New multi family living and fast food restaurants DO NOT lead MP in the direction I think we need to be traveling.

- The town needs to grow some while maintaining its charm.
- Embrace small town atmosphere, welcome Senior citizens and families
- Relay to businesses that any new service will be well welcomed and thrive because the lack of competition
- I prefer not to have apts in the middle of older residential neighborhoods. Although it hasn't been a problem yet, I fear it will be 10 years down the road! Hopefully the town will care enough to keep the surrounding area safe!
- More community based events that bring all ages together, and invites those from other towns nearby as well. Seems vice versa currently, many events in surrounding areas but lack of them in our own hometown. Recent exploits such as White Owl prove the interest and business is there, just needs more outlets to converge on. With proper updated facilities, many opportunities will arise.
- "We must find a balance between growth, expanding the town's tax revenue base and spending, all while maintaining the small town sense of community.
- My hope is suggested improvements would be supported (ideologically and financially) by the community while also attracting residents from neighboring communities and counties to spend time and money here. "
- Keep the community feeling but update it with cozy places, and better food.
- Should remove on street parking at the square. It is too congested when cars are parked on both sides and there are cars trying to drive through on both sides. Not to mention when an 18-wheeler or emergency vehicle needs to get through and can't because of the parked cars.
- Please, please NO MORE low income housing. We do NOT need it, period. Remember, Mount Pleasant is a hard working middle class community that believes in hard work and dedication to community. Low income does not fit.
- I think Town Of Mount Pleasant should invest in low income housing other than affordable housing there is a difference in the two low income is based on your income that will decide how much you can pay affordable is also based but you have to make just so much to be able to be accepted in affordable housing.
- Interaction with the African American Community is important.
- Leave this town alone if you don't like it please move nobody needs you here
- Clear the trees blocking the water tower, build more fast food restaurants
- People want to live here because of the small town feel. The more people you want to live here causes more problems. Town government thinks more growth means more tax revenue but it doesn't for every house you need roads, police, EMT, fire school's and the tax revenue from house's does not cover the cost for the above mentioned services.
- The current middle school property is the most valuable property in the MP area. It should be sold and redeveloped as retail and residential. However, if the athletic fields are converted to retail, they should be replaced with fields in a community park.
- Please be cautious not to run out current businesses that are working to,revitalize but struggledue to poor parking or a lack,of downtown business. Out an emphasis on getting tenenats in business that will be open, clean, and in unison with other business's owner's. Have rules that all business owners know and follow, clean up tires, and old buildings that are falling and useless. Talk to the business owners downtown that put money into there facilities, see what can help them. Light up down town at night, make it accommodating. Help promote downtown business.
- We have the best schools in the county, of any surrounding county. Put MP on the map! Grow so when Delano Little speaks about high school football, we are mentioned. Let's bring things to do here in our own community, why keep letting all the revenue go outside to Concord, Harrisburg, Albemarle. Create jobs for the youth and elderly, including the members of the community. Bring business home.
- Mount Pleasant is a small community and I moved here for that reason. The community sticks together , helps people in need. The schools and teachers are great. We moved from Concord because of too much growth, nothing is wrong with a small community. It would be nice to have

another restaurant or fast food like Sonic. A bigger library would be great too.

- I don't want to see Mount Pleasant add any more apartments or subdivisions. I like that it is a small town and has a low crime rate. I like the small shops and the events that they have at various places.
- MP has a lot of potential, but only if it stops pretending to be Mayberry. (Life was never like that).
- Mount Pleasant should stay a small community. If you want a "big city" feel then move to Charlotte. With big city like features, MP will go downhill fast.
- These are loaded questions. It's very easy to read into what you want to do to our town or you wouldn't ask the questions about growth. If you want to live in a town with traffic, an alcoholic beverage with your meal...go to the next town or two over. Not everyone wants to live in a big town.
- As a conservative, small, country town, the thought of Mount Pleasant being transformed into a large city with houses, apartments, and buildings everywhere is uncomfortable to me. I think we have a good bit of culture unique to our town, and while improvement is needed and welcome, I don't believe complete industrialization would be a good idea.
- I personally wouldn't want to see Mount Pleasant be like Harrisburg, but I would like to be able to do and see some things locally without having to drive to Concord or Locust.
- I think it's important to keep our beautiful, simplistic small town small.
- Thank you for asking.
- If we are going to build more housing we need to have bigger schools and have better roads. Without having those two things then why expand housing?
- Allow new business to come in
- Keep the history
- I think the most important part I find is finding ways for businesses to remain open. Over the years I have seen many come and go but I would love to see them stay and succeed especially restaurants.
- We've had a few house break-ins...would be great to have the sheriff's dept in town 24-7
- Clean out town hall
- Don't change
- I don't believe the apartments in Mount Pleasant are a good thing, I believe it's too much growth for the town at this moment.
- I think that Mount Pleasant needs to keep its small town atmosphere and not become a cookie cutter type of town that has commercial development all around. It is a quaint town with a sense of community and I do not want to see its charm lost to development and greed.
- If we continue to have more houses built and apt. buildings we have to have things these residents need. They will keep their money can spend their time here in Mount Pleasant.
- The future of Mt Pleasant depends on a new plan. I applaud the town's efforts to make Mt Pleasant a town in which our children will want to stay. While maintaining the quintessential small home town feel we all would love to experience.
- Controlled development. It's not getting any cheaper to live here. More tax base comes with infrastructure but also promotes a stronger financial base for town upgrades
- Better infrastructure.
- I moved out of Concord to get away from traffic and congestion. Please don't make me leave Mt Pleasant for the same reason.
- The current middle school site needs to go to good use. It does NOT need low income housing!
- Sometimes less is more.
- Make turning at the Moose drug intersection easier
- Need to pass regulations preventing town mgmt from profiting off of development!!!!
- This is a beautiful place to live - love the quiet & the hometown feeling but it would be nice to not have to travel so far to shop - eat out - I want to stay local & pay local
- "New apartment complex brings too much traffic
- Too much traffic around Whataburger and Buddy's
- Unable to see traffic over hill and Methodist church"

- Coffee shop
- I have been a resident of Mount Pleasant my entire life. I love my small town but would like to see growth for convenience reasons.
- When making decisions for the town, please consider the people. Please consider those who have called this home for many years. Please realize that we love our town and wouldn't want to change it just for the sake of changing.
- Every other section of Cabarrus County has a nice park with fields that can be used by community. We need that. We need to be loud and heard. McAllister is so run down and our kids and families deserve better. The old Mt. Pleasant Middle School needs to be developed through a co-op between city/county/grants. Could be a tremendous asset for our community.
- Keep it simple
- Mount has a wonderful small town feel, please keep it that way without continued expansion of housing, resulting in increased road congestion.
- Allow Mount Pleasant to become progressive and keep up with the changing times
- The school system is horrific and we need an overhaul in Cabarrus County administration.
- Please carefully consider this opinion and others who feel the same.
- Do not build anymore low income housing places.
- Park
- The appeal of Mount Pleasant is the small community that is safe and friendly. I do not think that Apartments or Condos are attractive or necessary in a small community.
- I hate to see cheap housing go up, the only thing that will increase is the crime
- Housing expansion isn't bad in and of itself, but it needs to be better planned and considered (eg more lower end housing when the town already supports a fair number of lower cost rental properties)
- Diversity is a must! The realization that we have to grow to attract businesses and families but not at the expense of why we moved to Mt Pleasant to begin with. We don't need 10 fast food restaurants, we are a small town, but have lots to offer, but a better job could be done
- Encourage growth and family friendliness
- Until MP looks like more "professional" it will not attract real business and retail. The town square is in real need of rehab.
- I love Mount Pleasant and would like to be able to help it grow
- Some businesses that relieve tax burden on the older population.
- Please no franchise!!!
- We need renewable resources and more environmentally friendly services.
- Thanks for putting out the survey. It's going to be valuable in the planning of our town!
- Many people have moved to Mount Pleasant because it is a small town that is not that far from the Cities. The small town feel is why people love the town. Trying to make it the next Harrisburg would be a very bad idea..If people want that they can move there.
- Keep the hometown appeal
- The Town needs better water and sewer for incoming businesses. Poor quality water now.
- Great town!



