



# **PLANNING & ECONOMIC DEVELOPMENT BUDGET**

**MARCH 26, 2022**

# PLANNING COVERS EVERYTHING



## **PLANNING**

- **Community Character**
- **Economic Development**
- **Land Use & Growth Management**
- **Downtown**
- **Parks & Recreation**
- **Infrastructure & Services**



# WITH THE TOWN'S VISION AS THE FOCUS

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.



# STRATEGIES ARE MORE THAN A CHECKLIST

- Some projects are one time costs
- Some projects are annual costs
- Some projects are one time costs followed by maintenance costs
- Some projects fall under more than one category and have overlaps and intersections





# OPPORTUNITIES

- Historic Preservation / Adaptive Reuse
- Downtown Theater
- Old Middle School Site Redevelopment
- Parks & Recreation / Healthy Living
- Some new residential development
- Thriving small business / entrepreneur community  
(running out of available space)



# OBSTACLES

- Small tax base & small population
- Rural community in a Tier 3, Metro/Urbanized County
- Aging and/or inadequate infrastructure
- Utility service to areas that are not in the Town Limits
- Reclaiming water system from WSACC – severe latent maintenance issues (\$660,000)
- WSACC – Adams Creek Interceptor never constructed (relied upon by Town's Water & Sewer Master Plan)
- WSACC sewer treatment capacity issues
- Role as the Downtown East Cabarrus (both an opportunity and an obstacle)



Summer Street Pump Station



# COMMUNITY CHARACTER PROJECTS

- Logo, branding, and web presence
- Gateway and directional signage
- Interchange landscaping maintenance
- Community events
- Façade improvement & mural program, historic preservation
- Code enforcement





# ECONOMIC DEVELOPMENT PROJECTS

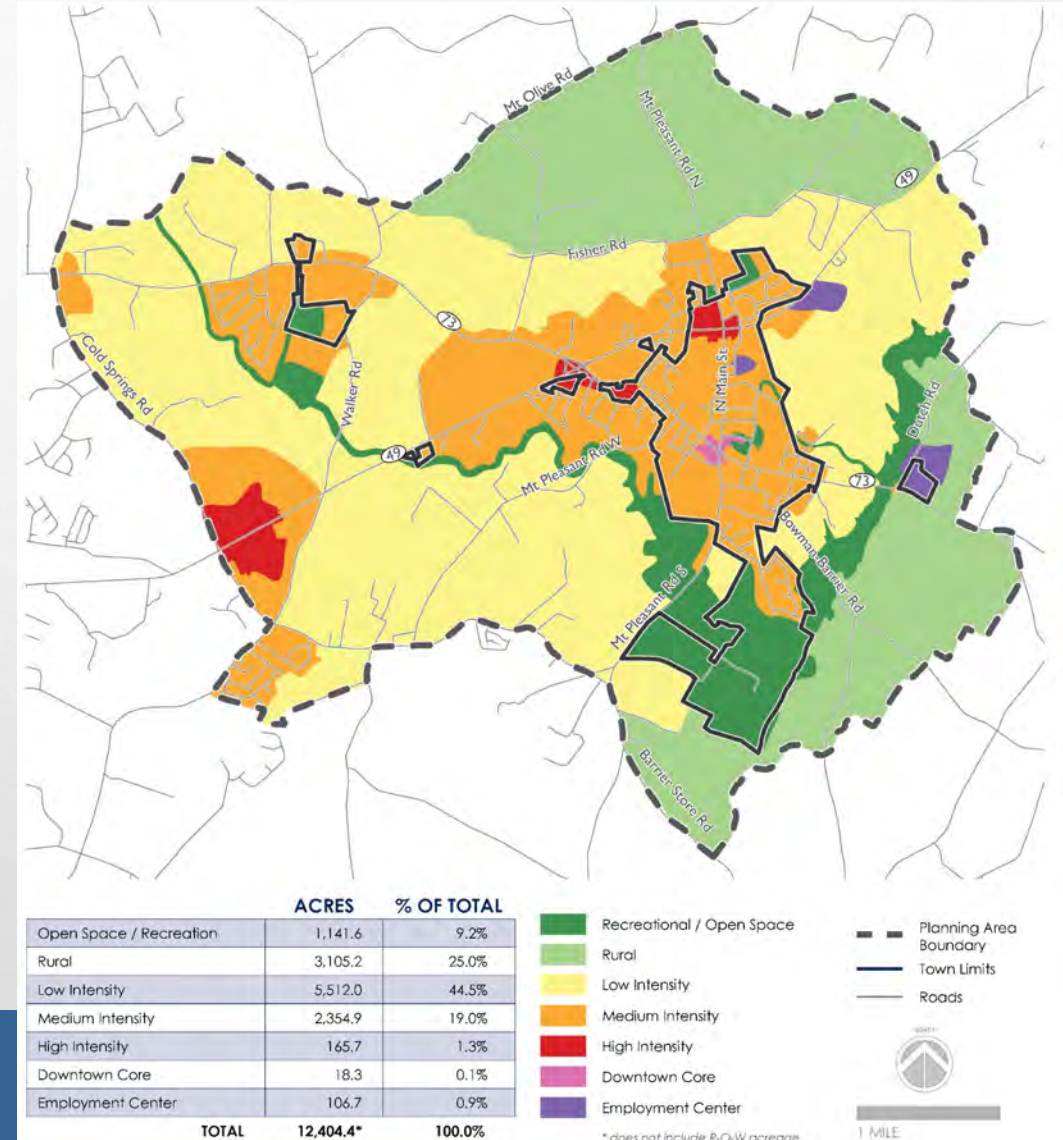
- Pleasant Life Facebook page, website and fundraising store
- Infrastructure improvements
- Securing sewer treatment capacity
- EDC Strategic Plan
- Facilitate progress on former middle school site
- Identify areas for light industrial



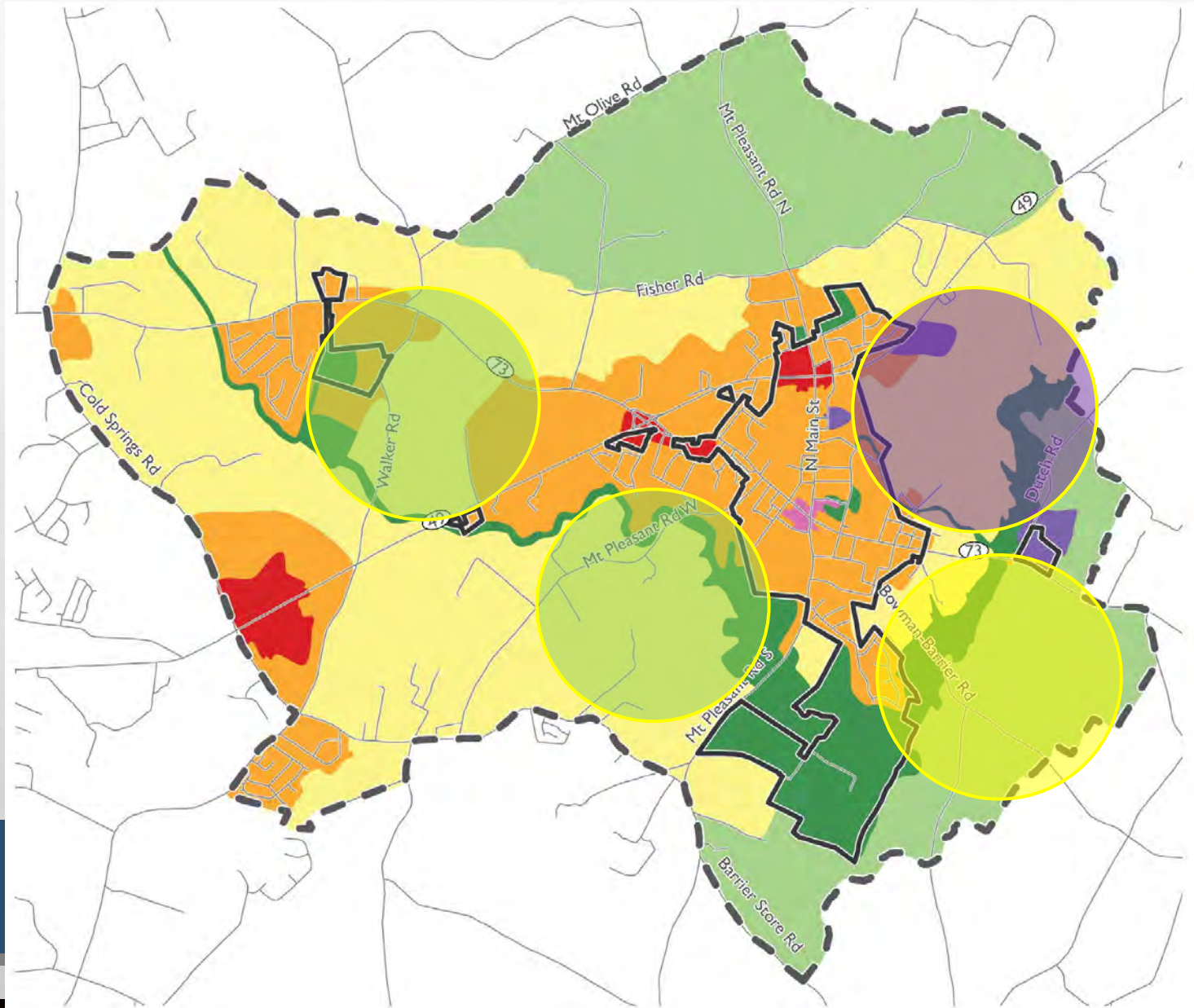


# LAND USE & GROWTH MANAGEMENT PROJECTS

- Continue to encourage infill development
- Process plans, installation of improvements, final plats for Brighton Park and Green Acres
- Continuing working on redevelopment/ adaptive reuse projects-former middle school, Tuscarora Mill, Kinley Mill, Paula Theater
- Match land use and growth to infrastructure and environmental constraints



# LAND USE & GROWTH MANAGEMENT PROJECTS



Areas to study



# DOWNTOWN CATALYST PROJECTS

MAP 3.5 DOWNTOWN CATALYST PROJECTS



Downtown Catalyst Projects include Town Hall property and recreation improvements.

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

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



# TREADING WATER

- Stormwater issues are a threat to historic downtown buildings and a hindrance to redevelopment and parking improvements
- Implement stormwater improvements following Downtown Stormwater Study
- Most improvements needed within NCDOT right-of-way



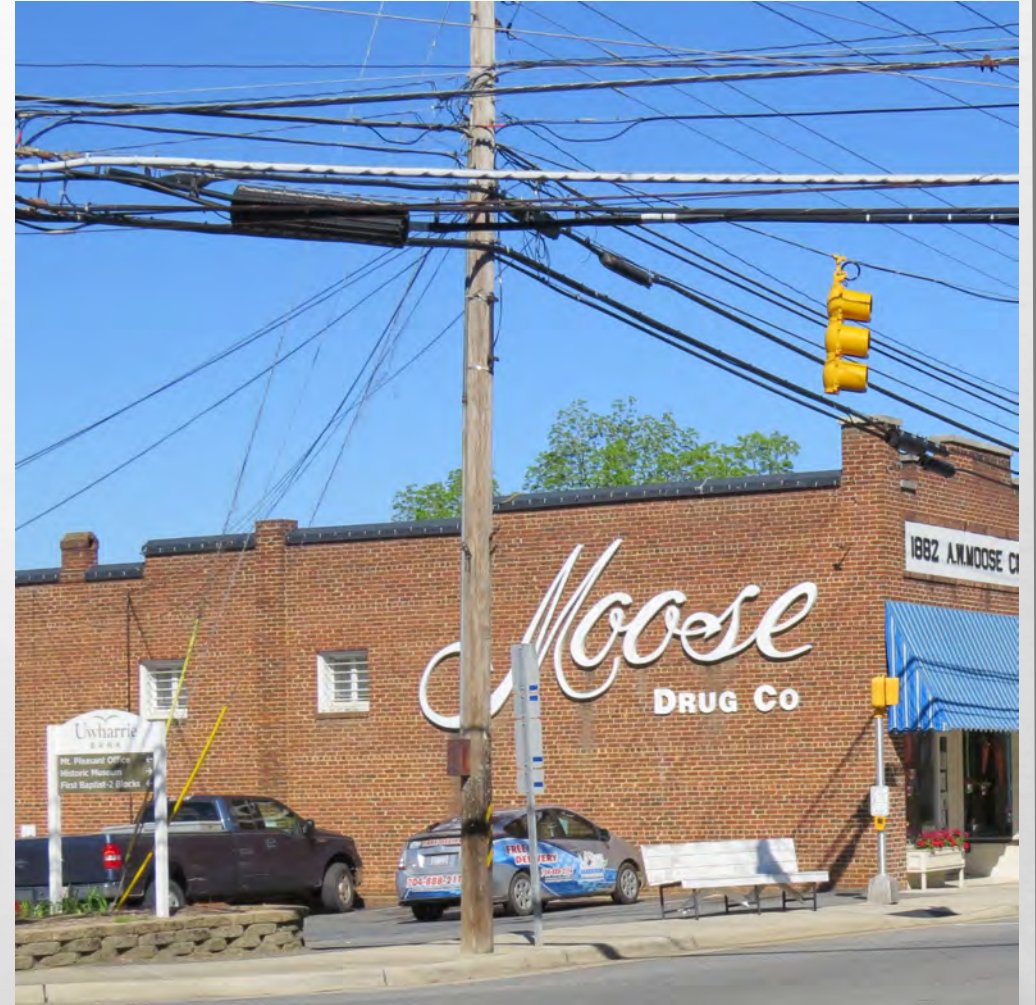


# “ATLAS” THE UTILITY POLE

This one pole holds:

- Two electric backbone feeders for Duke Energy’s service area in eastern Cabarrus County
- Windstream phone and internet for eastern Cabarrus and part of Stanly County
- Spectrum cable for eastern Cabarrus and part of Stanly
- Cables for the NCDOT traffic signal

One bad accident, and Atlas will shrug.





# “ATLAS” THE UTILITY POLE

Plus Atlas is ugly.





# THE PARKING PROBLEM

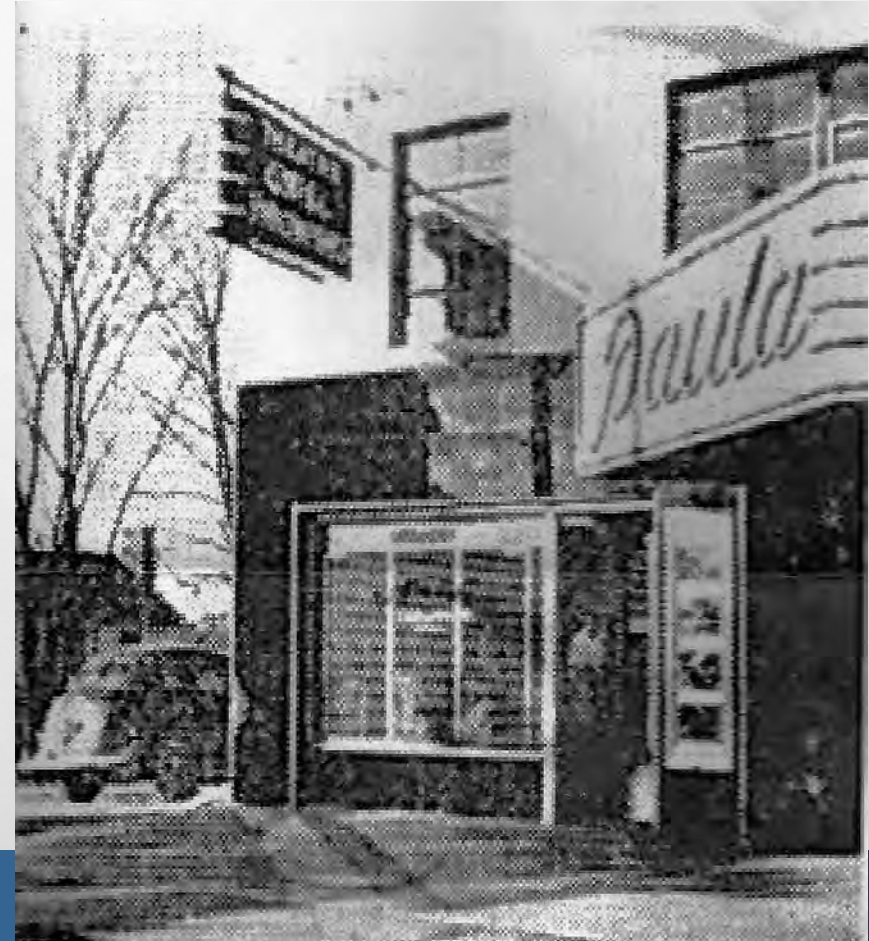
- Downtown was built before cars and stormwater was never considered.
- Underutilized, inefficient, and unmaintained parking areas on private property
- Town paid to build 88 new parking spaces in 2017 for downtown parking.
- Town trying to work with property owners on a plan for shared public parking, but no one has the capital to improve existing parking area and fix stormwater issues.





# SAVE THE THEATER

Must solve parking problem to make saving the theater financially viable.





# DOWNTOWN PROJECTS

- National Register District update
- Utility lines and stormwater implementation
- Northwest quadrant-Existing parking maintenance, building rehab.
- Northeast quadrant-Parking, circulation, pedestrian connection to park
- Southwest quadrant-Parking, stormwater, building rehab.
- Southeast quadrant-Building rehab. (tire store), Infill mixed use building, parking, stormwater

IMAGE 3.35 INFILL SITE - EXISTING



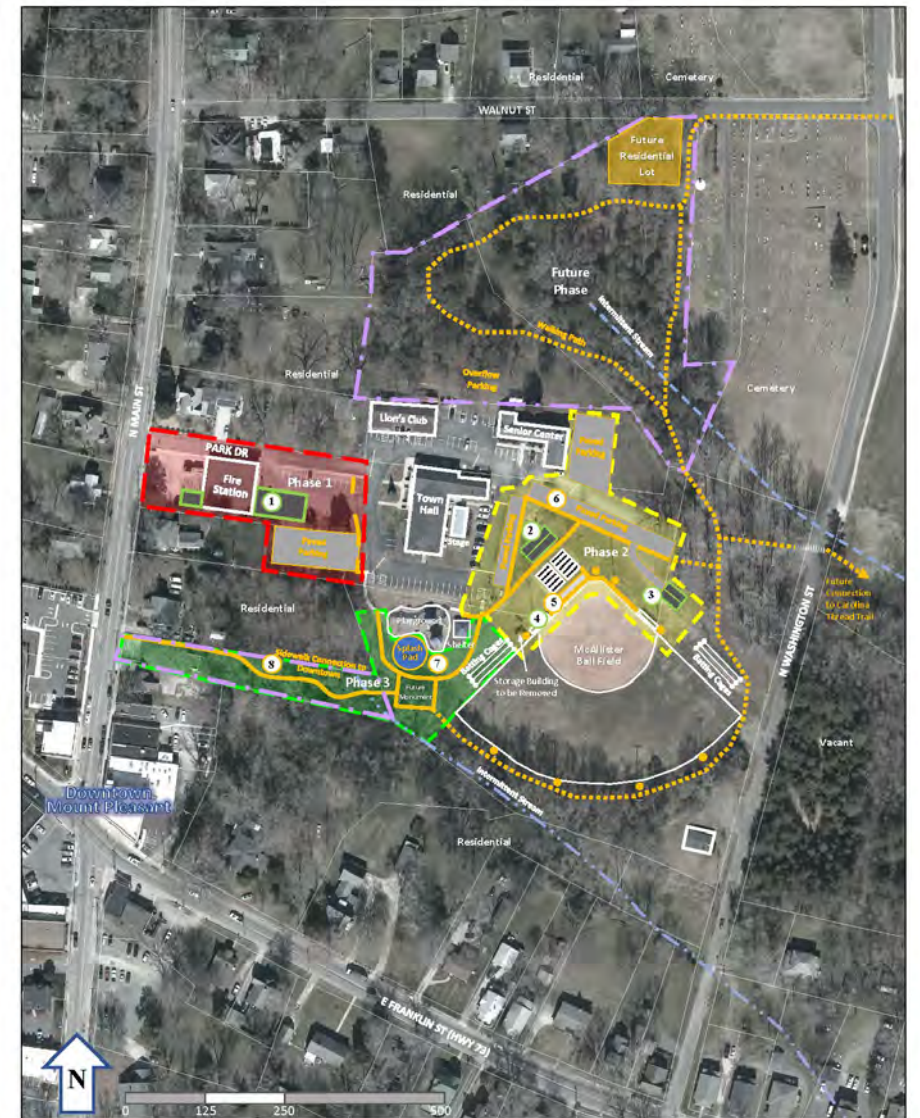
IMAGE 3.36 INFILL SITE - POTENTIAL IMPROVEMENTS





# PARKS & RECREATION PROJECTS

- Buffalo Creek Preserve Trailhead Improvements- One time and ongoing costs
- Phase 1 Town Park Improvements- Restroom/Concession Building, Storage Building, Additional Parking, Lighting/Electrical
- Phase 2 Town Park Improvements- Mini splash pad, downtown connector, batting cages (PARTF Grant)
- Looking ahead-Parks & Recreation “Department” with part-time position



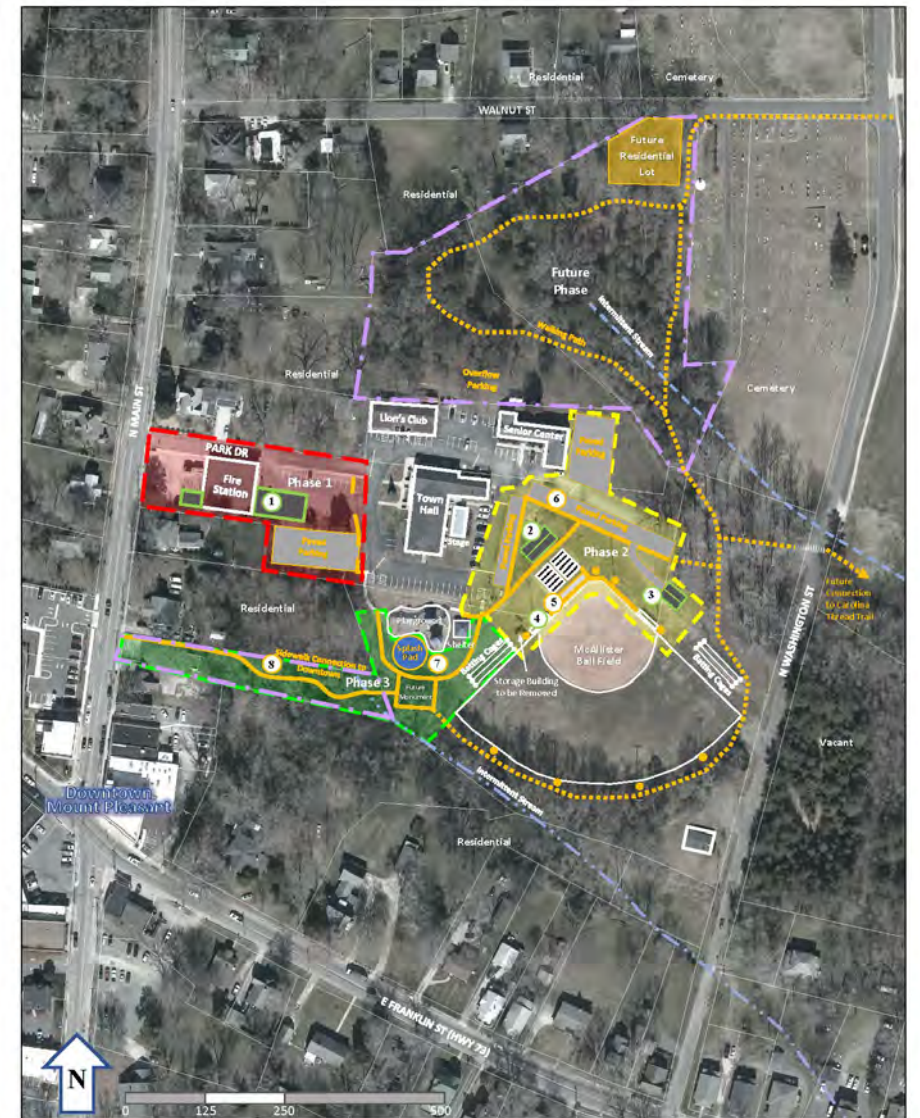
Legend	Proposed Projects	Site & Project Areas
—•—•— Land Acquisition	<b>Phase 1 - Private Loan #1</b>	<b>Phase 3-Fund Balance &amp; PARTF Matching Grant</b>
--- Intermittent Stream	1 Fire Station Expansion & Adjacent Parking	7 Mini Splash Pad and Sidewalks
Existing Facilities	<b>Phase 2 - Private Loan #2</b>	8 Downtown Connector Walkway
New Buildings/Additions	2 Restroom/Concession/Picnic Building	<b>Future Projects</b>
Site Improvements	3 Maintenance/Equipment Shed	A Lion's Club/Community Center Renovations
New Concrete Sidewalk	4 Dugout Replacement	B Outdoor Seating/Recreation Area
Future Trail	5 Concrete Stage Pad and Sidewalks	D Additional Parking/Stormwater BMPs
Future LED Light Replacement	6 Pave Parking	E Walking Trails
		F LED Light Replacement

Town of Mount Pleasant Conceptual Municipal Center & Park Site Plan



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# PARKS & RECREATION PROJECTS

Cabarrus County planning to construct new facility on N. Washington Street to include:

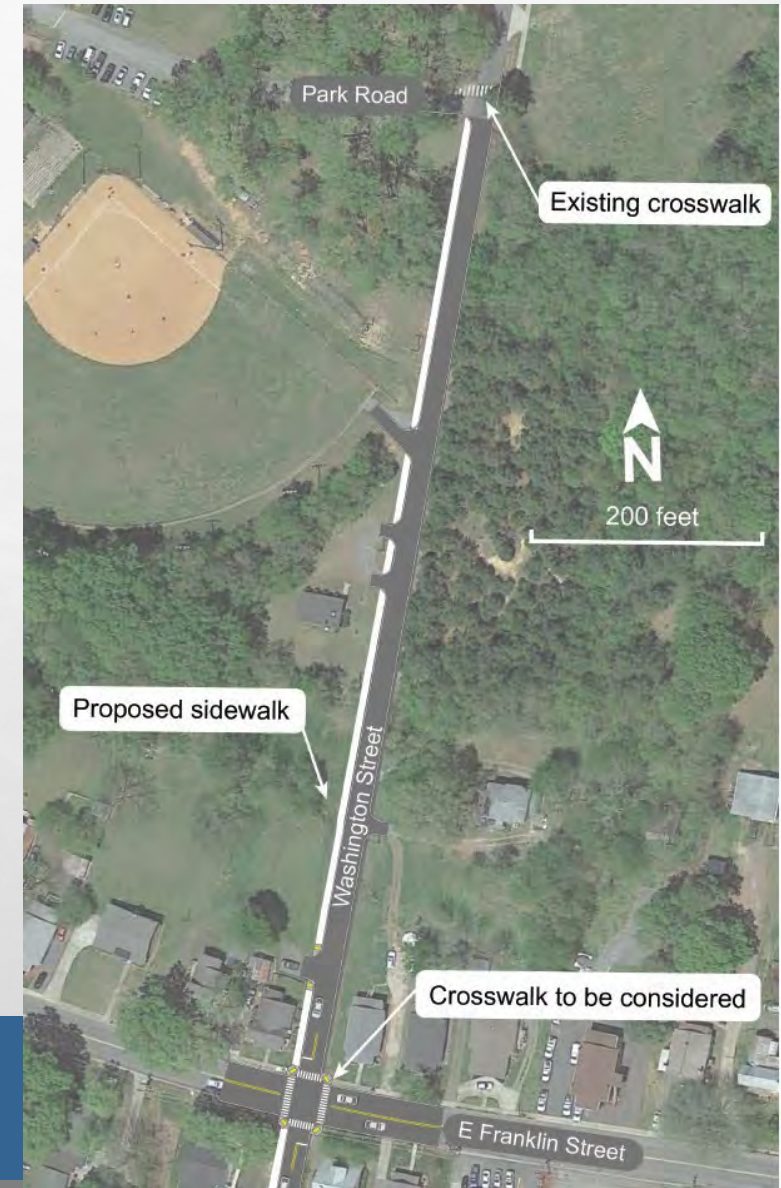
- Senior center/library
- Playground
- 3 youth baseball/softball fields
- 1-2 multi-purpose fields
- Approx. 300 parking spaces





# INFRASTRUCTURE & SERVICES PROJECTS

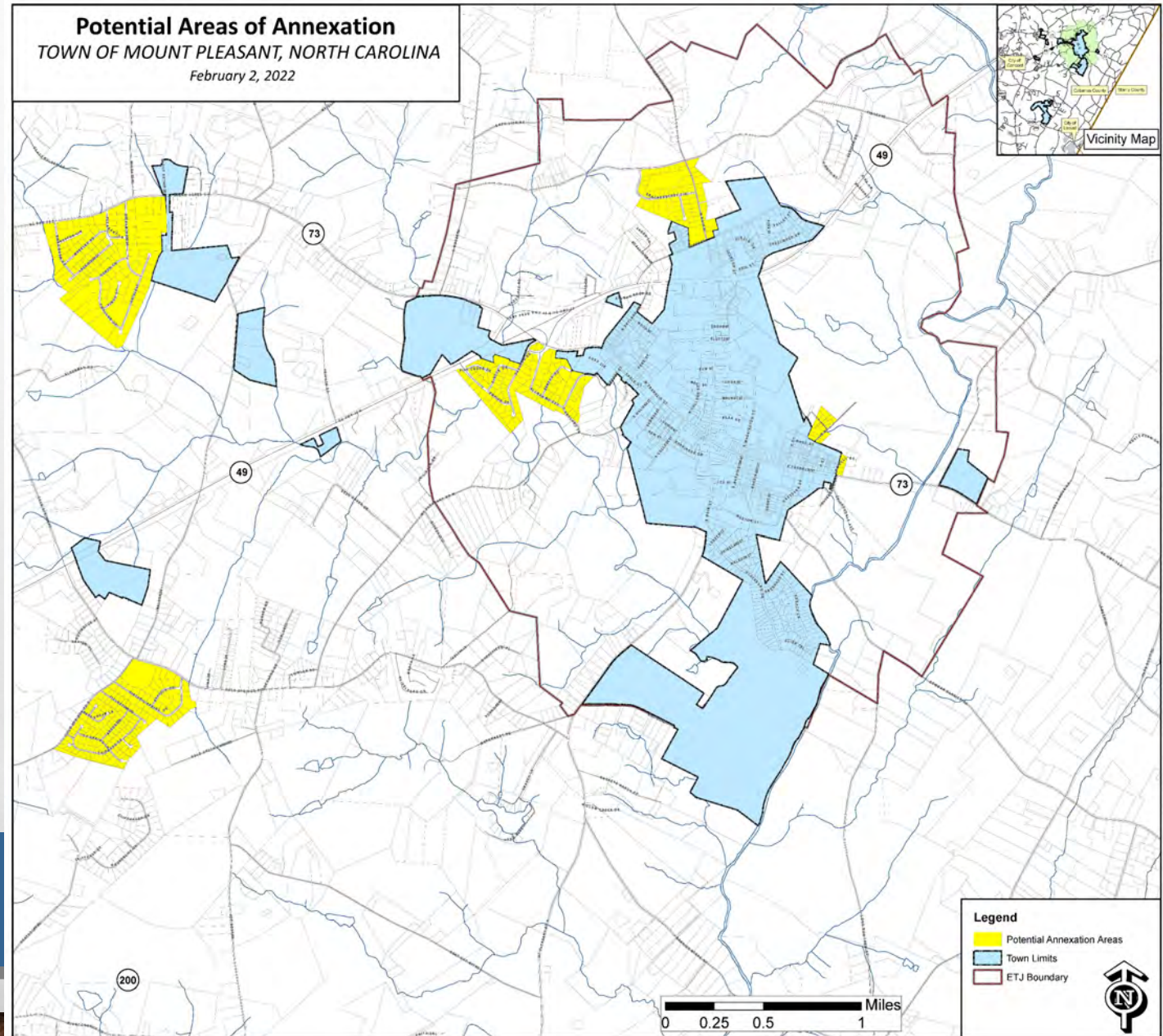
- Washington Street CMAQ project
- Fire station and ISO improvements
- Code of Ordinances updates
- Capital Improvements List
- USDA water & sewer projects
- State funding water & sewer projects
- Ongoing paving & sidewalk repair
- Downtown stormwater and utility lines
- WSACC Sewer Capacity Issues – Treatment Plant





# UTILITY SERVICE AREAS OF CONCERN

- Areas served with water and/or sewer
- Existing water lines are substandard
- Unmaintained state and private roads
- Not in Town Limits despite efforts decades ago
- Residents frequently ask for help to get issues resolved





# COMPREHENSIVE PLAN MAINTENANCE

- State law require a reasonably maintained plan
- School of Government recommends 5-year minor updates and 10-year major updates
- In FY2022-23, Mount Pleasant will be due for a minor update. Areas the need to be examined include:
  - 2020 Census information
  - Include entire annexation agreement area in plan
  - Future Land Use in targeted areas based on infrastructure availability
  - Parks & Recreation adjustments based on County's plans



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# FUNDING

- The Town continues to maintain tax rate of 0.505 cents per \$100 of valuation.
- Tax base expansion is the primary method to lower or maintain the tax rate and still be able to make the improvements that citizens desire.
- Sales tax distributed based on Ad Valorem tax base (in proportion to other units in the County)
- User fees
- Fundraising
- Continue to identify grants and eligible state and federal funding sources for projects. Obstacles:
  - High median household income (do not qualify for most USDA or CDBG grants-only loans)
  - Tier 3 county-Cabarrus County is wealthy even though Mount Pleasant is an underserved rural area



# USDA GRANT QUALIFICATIONS

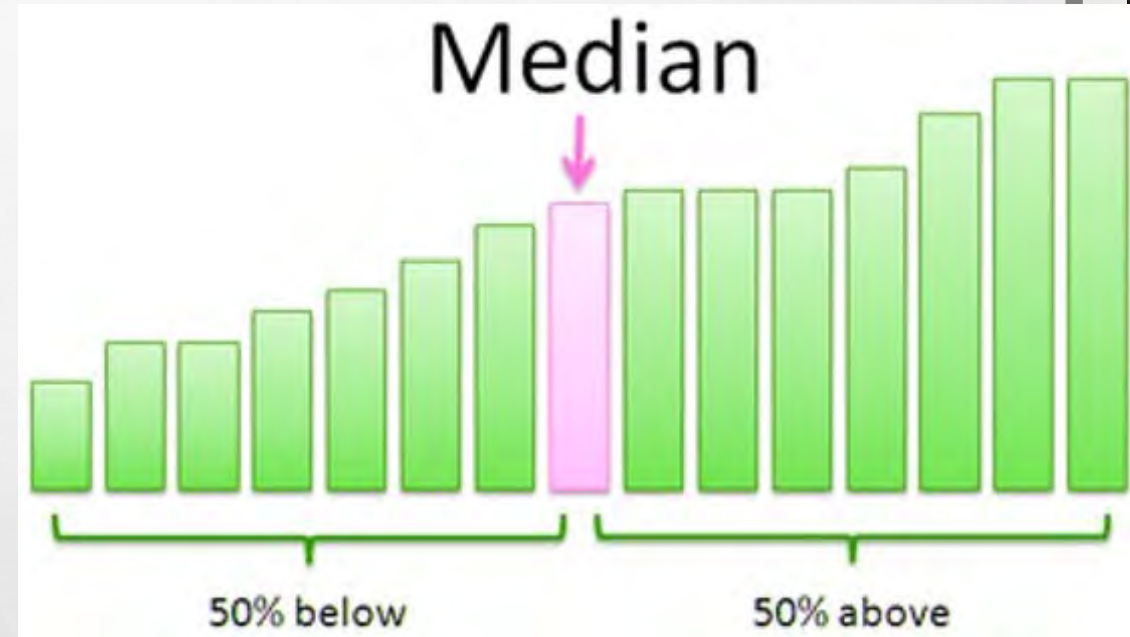
- Under 5,000 population
- “Financially Distressed” - To qualify for USDA Grants, the community must have median household income of 80% of the state non-metropolitan median household income - \$45,313

<b>Geography</b>	<b>2020 Median HH Income</b>
Mount Pleasant	\$ 60,078
Concord	\$ 70,973
Kannapolis	\$ 55,923
Harrisburg	\$ 112,757
Midland	\$ 73,897
Locust	\$ 55,684
Cabarrus County	\$ 71,177
North Carolina	\$ 56,642



# MEDIAN HOUSEHOLD INCOME

- **Median** is the amount which divides the income distribution into two equal groups, half above the median, half below the median.
- **Household** is the related family members and all the unrelated people who share a housing unit
- **Income** is money received on a regular basis (exclusive of capital gains) before payments for taxes, social security, union dues, Medicare deductions, etc. Income is not a measure of assets like land, vehicles, etc. It is only a measure of earned money coming into the household.





# COUNTY DISTRESS RANKINGS (TIERS)

- The NC Department of Commerce annually ranks the state's 100 counties based on economic well-being and assigns a tier designation. Including Cabarrus County, 20 counties are the least distressed and classified as Tier 3.
- Economic Infrastructure Program-Tied to job creation in Tier 1 & Tier 2 counties



# TAX REVENUE GROWTH

- 3% Annual Growth rate considered healthy. However, inflation is currently 7.9%.

Fiscal Year	Personal Property Tax Value	Vehicle Tax Value	Total Tax Value	% Difference	Personal Property Tax Revenue	Vehicle Tax Revenue	Total Tax Value	% Difference
2018-19	\$ 134,204,338	\$ 12,999,950	\$ 147,204,288	n/a	\$ 688,450	\$ 69,358	\$ 757,808	n/a
2019-20	\$ 137,992,000	\$ 14,912,900	\$ 152,904,900	3.87	\$ 698,932	\$ 74,288	\$ 773,220	<b>2.03</b>
2020-21*	\$ 165,705,816	\$ 13,169,000	\$ 178,874,816	16.98	\$ 844,911	\$ 83,112	\$ 928,023	<b>20.02*</b>
2021-22	\$ 165,635,684	\$ 16,061,000	\$ 181,696,684	1.58	\$ 851,152	\$ 79,486	\$ 930,638	<b>0.28</b>
2022-23**	\$ 172,210,454	\$ 18,600,000	\$ 190,810,454	5.02	\$ 863,573	\$ 91,112	\$ 954,685	<b>2.58</b>

\*Revaluation

\*\*Projected



# THANK YOU!

- Questions / Discussion



Mount Pleasant, NC: Where frugal, adaptive reuse is a way of life