

# **MOUNT PLEASANT 2050 COMPREHENSIVE PLAN**

Kimley»Horn

**CITY OF MOUNT PLEASANT, TEXAS**

*Adopted June 7, 2022*

*Ordinance 2022-8*

# ACKNOWLEDGMENTS

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## CITY OF MOUNT PLEASANT

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# LETTER FROM THE MAYOR

It has been a pleasure working with you during this planning process. The Comprehensive Plan is an important guide for achieving future success in Mount Pleasant. We have heard a lot of great feedback and ideas that have turned into important actions for us to complete over the next 20 years. The vision for our city is based on your ideas and I look forward to working with you all to see the Comprehensive Plan come to life. Thank you for making this a team effort, as well as continuing our reputation as a great city. The future is bright, and this plan helps solidify that.



**Tracy Craig, Sr.**  
City Mayor





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# INTRODUCTION

## COMPREHENSIVE PLAN PURPOSE

The Comprehensive Plan serves as a guide for the future of Mount Pleasant, including key components that are important to the City's success. It will influence how land is used through development and redevelopment, roadway designs and alignments, housing needs, infrastructure needs, parks and open space planning, character identification and preservation, and more. The previous Comprehensive Plan was adopted in 2001, and plans are generally intended to guide development over approximately 30 years, being periodically updated over the course of that time. This Comprehensive Plan has been updated to reflect stakeholder views, to address evolving strengths, weaknesses, opportunities, and threats in the community, and to incorporate changes in Mount Pleasant since 2001.

The Comprehensive Plan reflects the vision of Mount Pleasant built from community engagement and documents how the community would like to see the City evolve over time. While the Comprehensive Plan is not a strict and rigid guide, within are goals and actions that should be followed to accomplish the vision set forth by the community. The Comprehensive Plan, however, remains a flexible guide that should be used by the community, city leaders, developers, and those looking to leave a mark in Mount Pleasant to create special places and implement improvements that best serve the community.

## MOUNT PLEASANT AND THE REGION

### HISTORY OF MOUNT PLEASANT

Located on a broad hill in Northeast Texas, the first United States pioneers settled the area now known as Mount Pleasant and the surrounding area in the 1830s. It is believed that members of the Caddo Tribe may have remained as the settlers moved in and spoke of a "Pleasant Mound" in the central part of what is now Titus County. Mount Pleasant was then named after a modification of the Caddo name. Mount Pleasant has served as the county seat of Titus County since 1848, shortly after Texas became a state. By 1850, Mount Pleasant had a population of 227.

Attracting settlers to the area can be attributed to the Clarksville to Jefferson Road that passed through Mount Pleasant. Between 1850 and 1860, the population of Titus County more than doubled (then including Franklin and Morris counties), with agriculture and farming playing an important role in the development of the area. During the Civil War, Mount Pleasant remained important because of a confederate transportation depot with a mission to build wagons to move war supplies. Mount Pleasant would continue its industrial importance with the development of rail in the area, including the "Tyler Tap" connection to the tracks laid by the East Line and Red River Railroad Company. This extension would later be expanded to Sherman. Through being recognized as a hub of transportation and trade because of the excellent rail system, Mount Pleasant grew to a population of 963 in 1890, later incorporating in 1900 with T.C. Hutchings serving as the first mayor.

*Downtown Mount Pleasant, 1940*



Source: East Texas Journal

## ROLE IN THE NORTHEAST TEXAS REGION

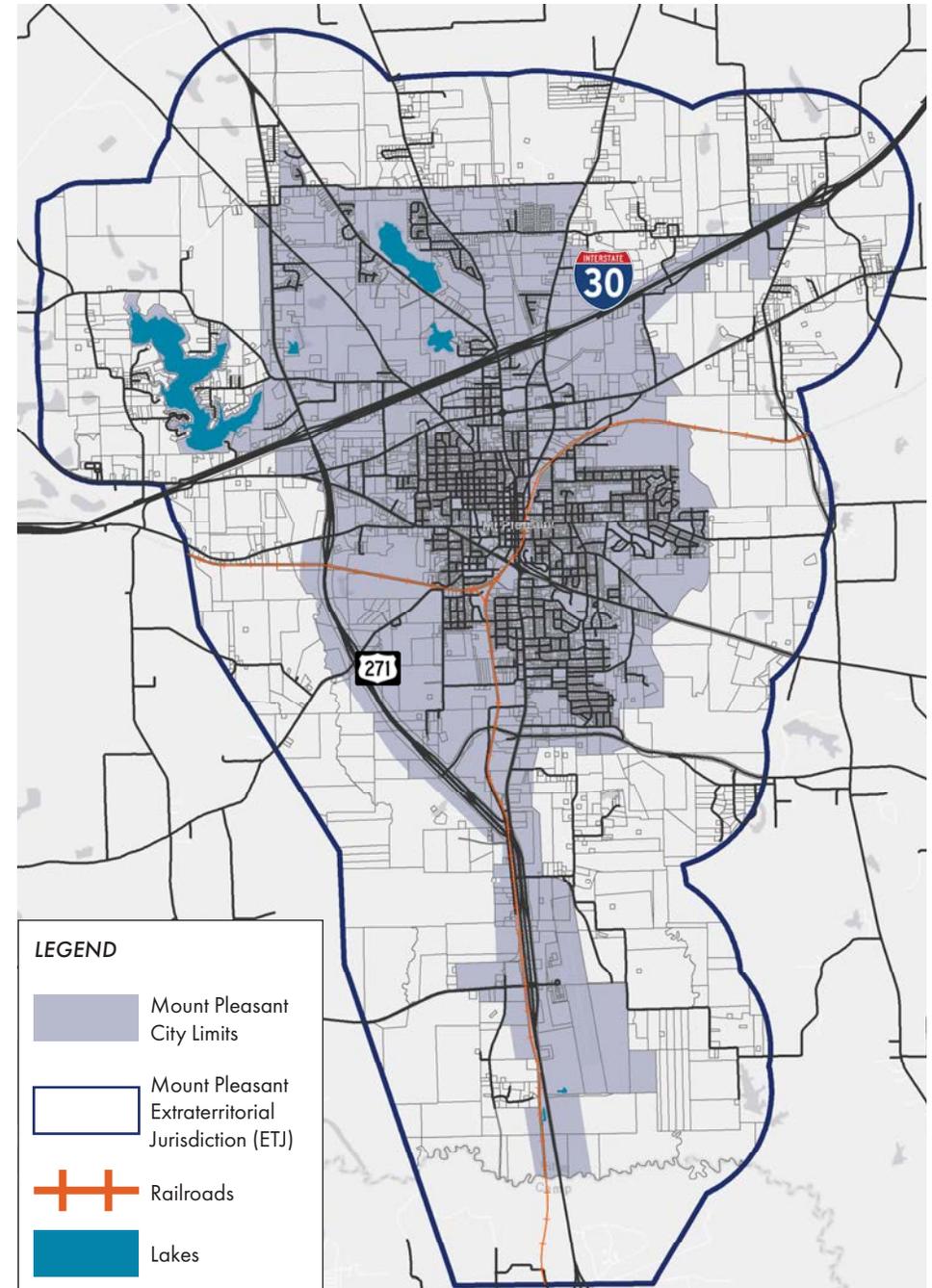
Over time, Mount Pleasant continued serving as an agricultural and industrial hub, which attributed to additional growth in the area. By 2021, Mount Pleasant has an estimated population of about 16,000 and approximately 20,000 when including those who live in the city’s extraterritorial jurisdiction (ETJ). Mount Pleasant continues to play a vital role in industry and retail sectors, with the most common jobs held by residents including sales and production occupations. The largest industry in Mount Pleasant is manufacturing, which makes up approximately 36% of the city’s total jobs.

In addition to the industrial importance of the City, Mount Pleasant also serves the surrounding area as the largest city in Titus County and holds the county seat. Mount Pleasant boasts a number of parks and recreation opportunities for visitors, a charming downtown, as well as plentiful housing and shopping opportunities. Nestled along Interstate 30 and U.S. Highway 271, Mount Pleasant is easily accessible to local community members and visitors, as well as those passing through. The map below shows Mount Pleasant’s regional location, and the map on the right shows Mount Pleasant’s city limits and ETJ boundaries.

Mount Pleasant Regional Location



Mount Pleasant City Limits and Extraterritorial Jurisdiction



# DEMOGRAPHICS AND POPULATION

## PSYCHOGRAPHICS

The Environmental Systems Research Institute (ESRI) is a nationally recognized information and data system software company that has developed 67 profiles for categorizing communities. Diverse communities can be seen as having 10 or more of these categories – Mount Pleasant (including the ETJ) has three, showing a more homogenous community. These categories are not set in stone but are instead used to identify the general lifestyles and habits of a community. The tapestry segments of Mount Pleasant include Forging Opportunity, Southern Satellites, and Midlife Constants.

The largest group, Forging Opportunity, makes up about 49% of the community. Those identified as part of the Forging Opportunity group are often found in the urban periphery of larger areas, shop at discount stores, have no financial investments or savings, and balance their budgets carefully.

Southern Satellites (about 18% of the area) are generally married couples with no children. About 78% of those in this group own their homes (mostly single-family) and tend to work in industries such as manufacturing, health care, retail, and construction. Midlife Constants are generally seniors at or approaching retirement, live more of a country lifestyle, primarily married couples, and settled in areas with slow rates of change (living in the same house for years).

Full Psychographic report can be found in **Appendix A**.

## PSYCHOGRAPHICS IN MOUNT PLEASANT'S CITY LIMITS AND ETJ

### FORGING OPPORTUNITY

**49.2%**

*of Mount Pleasant's population*



Family is central within these communities, bringing rich traditions to these neighborhoods in the urban outskirts. Dominating this market are younger families with children or single-parent households with multiple generations living under the same roof. These households balance their budgets carefully but also indulge in the latest trends and purchase with an eye to brands. Most workers are employed in skilled positions across the manufacturing, construction, or retail trade sectors.

### SOUTHERN SATELLITES

**18.2%**

*of Mount Pleasant's population*



Southern Satellites is the second largest market found in rural settlements. This market is typically slightly older, settled married-couple families, who own their homes. Two-thirds of the homes are single-family structures; almost a third are mobile homes. Median household income and home value are below average. Workers are employed in a variety of industries, such as manufacturing, health care, retail trade, and construction, with higher proportions in mining and agriculture than the US.

### MIDLIFE CONSTANTS

**7.9%**

*of Mount Pleasant's population*



Midlife Constant residents are seniors, at or approaching retirement, with below average labor force participation and above average net worth. Although located in predominantly metropolitan areas, they live outside the central cities in smaller communities. Their lifestyle is more country than urban. They are generous, but not spendthrifts.

# DEMOGRAPHIC ANALYSIS

ESRI demographics show that Mount Pleasant is generally a homogeneous community, additionally shown in the racial makeup. Over half of the community is White alone, with Black alone being the second largest group. These two groups have slightly decreased since 2010 and are estimated by ESRI to continue slightly decrease while groups such as Asian and Two or More Races will slowly increase.

In regard to education, about 43% of those in Mount Pleasant have at least some college or higher levels of education, while 24% of the population does not have a high school diploma, which is double average of the United States. However, Mount Pleasant does have a higher amount of those with a bachelor's degree or higher in comparison to the U.S average. Education levels are important to understand to identify opportunities for improvement and to attract the right businesses to support the local economy.

With 13% of the workforce working in the services sector, the remaining white- and blue-collar jobs are almost evenly split. In addition, the unemployment rate is about 4.5 percent, slightly higher than the U.S. average at 3.9 percent. Understanding what type of jobs exist and where individuals are working can help identify what employment opportunities the city can support and attract, in addition to understanding the income residents are making.

The median income in Mount Pleasant is about \$50,000, and the median disposable income is about \$40,500. It is important to understand the financial well-being of the community to identify the best spending opportunities when attracting shopping and what the community can afford. Below are several infographics describing these key demographic statistics for Mount Pleasant.

## KEY FACTS



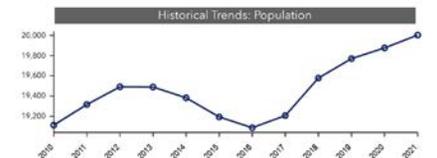
## INCOME



## POPULATION TRENDS AND KEY INDICATORS



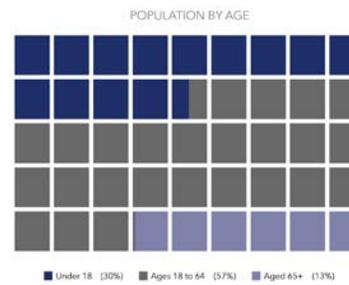
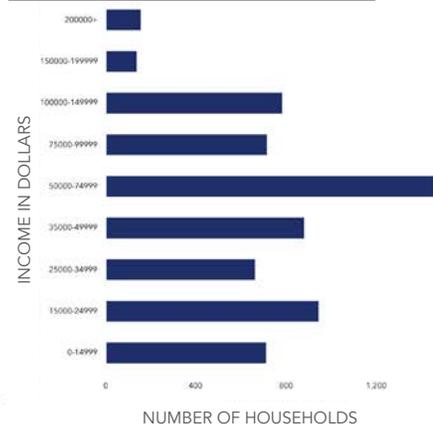
### MORTGAGE INDICATORS



## EMPLOYMENT



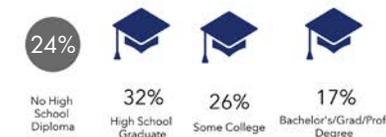
## HOUSEHOLD INCOME



### POPULATION BY GENERATION



## EDUCATION



esri | This infographic contains data provided by American Community Survey (ACS), Esri, Esri and Bureau of Labor Statistics. The vintage of the data is 2015-2019, 2021, 2022. © 2021 Esri

## POPULATION PROJECTIONS

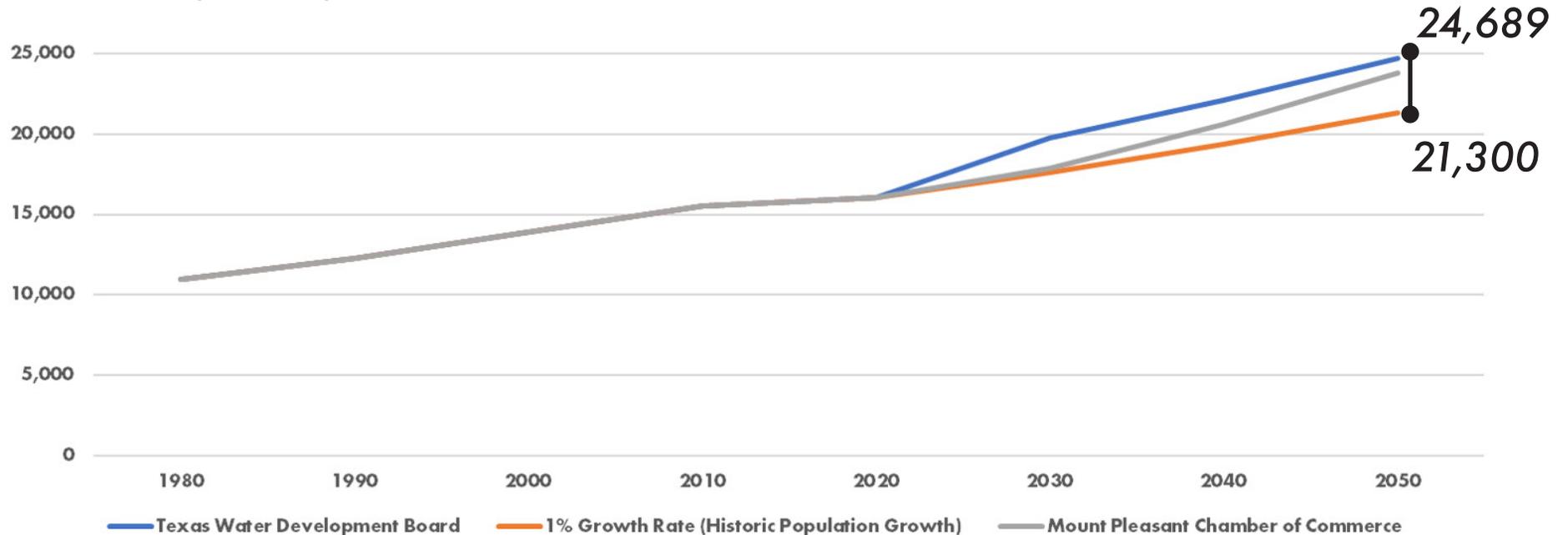
With a 2021 total population estimate of 20,000 that includes area within the city’s ETJ limits (*ESRI Business Analyst*), the population of Mount Pleasant has slowly increased over the past five years. Understanding current population and future growth projections can assist in identifying what the community may need in relation to the number and types of housing, jobs, retail, and much more to support the Mount Pleasant residents and visitors. In addition, understanding the different groups within the population can help plan for specific needs that may change over time.

There are established ways to estimate the future changes of a community’s population. None of the methods are perfect, though some may be better for different areas. Some methods include estimating growth based on past percentage increases, looking at the amount of land planned for housing, and estimating household sizes – in addition to thinking about other things that affect the community, like birth rates, death rates, and those moving in/out of the community.

Since 1980, Mount Pleasant has averaged an annual growth rate of about 1%. If this trend continues, the population could grow by approximately 8,500 people by 2050, though housing availability can play a factor in attracting residents. This plan assumes that Mount Pleasant is expected to continue growing at a steady pace. The graph below displays the population projections for Mount Pleasant, which, rather than giving one specific number for future population, provides a range of future populations based on three different population projection sources. The three sources include projections from the Texas Water Development Board, the Mount Pleasant/Titus County Chamber of Commerce, and a 1% annual growth rate that was applied to the current population.

### Recommended 2050 Population Range

Mount Pleasant Population Projections



## COMMUNITY ENGAGEMENT

Community engagement is important to ensure the Comprehensive Plan reflects and accurately documents the needs and desires of the community. Multiple methods were used to reach out to the community, including a project website that contained activities and information about the Comprehensive Plan. Three community forums were held to gather in-person and virtual feedback and for the project team to talk with the community directly. Additionally, a community survey was available to learn about the strengths, weaknesses, opportunities, and threats of the community. With the community survey, it was revealed that there is a desire for more restaurants and activities. It is also recognized that one of the biggest strengths of Mount Pleasant is the sense of community/small town feel. There is also the feeling of economic development and infrastructure being a threat to the community.

The planning team also hosted three meetings with both the Technical Advisory Committee (TAC), which was made up of key members of City Staff, and the Comprehensive Plan Advisory Committee (CPAC), which included a group of local Mount Pleasant stakeholders. These meetings allowed the committees to specifically weigh in on key concepts throughout the planning process, such as the Future Land Use Plan and the Vision Statement.

Over the course of the three community forums, numerous topics were discussed, including parks and recreation, shopping, mobility, and many more. The community shared where they like to eat, the neighborhoods they are a part of, and ideas for more recreational opportunities, such as walking and biking trails. In addition, it was discussed that there is a desire for more restaurants, shops, and job opportunities in Mount Pleasant. Recreational needs were discussed in multiple areas, including park improvements as well as integrating opportunities along roadways. I-30 was also discussed to better understand how the highway should look as new development and redevelopment occurs. The call out box to the right displays the major themes heard throughout the community engagement process.

The full community engagement analysis can be found in **Appendix B**, and includes the community survey results, feedback from the three community forums, and the gathered online feedback.

## COMMUNITY ENGAGEMENT PROCESS

### MAJOR THEMES:

- Additional shopping and dining destinations (especially in Downtown Mount Pleasant and along I-30)
- More attainable housing options
- I-30 development
- Family-friendly and youth-specific activities
- Street maintenance

### COMMUNITY FORUM 1



### COMMUNITY FORUM 2



### PROJECT WEBSITE:

**[WWW.PLANMP2040.COM](http://WWW.PLANMP2040.COM)**

**PlanMP2040!**  
Welcome to the Digital Project Hub to plan Mount Pleasant, Texas!

**About the Planning Efforts**

As the region continues to urbanize and Mount Pleasant evolves, we are planning for our future by updating the Comprehensive Plan and the Parks and Recreation Master Plan! We're glad you are here to join the Planning Team by collaborating and learning about the projects! The planning process will include multiple community engagement opportunities through 2022 to ensure collaboration on each of the plan elements such as land use, design, infrastructure, mobility, parks, recreation, trails, and more. Please subscribe at the bottom for updates!

## VISION STATEMENT AND GUIDING PRINCIPLES

The Vision Statement for the Mount Pleasant 2050 Comprehensive Plan is presented below. It describes a future Mount Pleasant that leaders and community members want to see realized by 2050.

*“Mount Pleasant is committed to being a diverse, family-friendly Northeast Texas community that provides residents with a high quality of life through innovative business, employment, and educational opportunities, modern infrastructure, public safety and healthcare resources, beautiful lakes, parks and trails, recreation for all ages, and a thriving historic downtown while continuing to provide the unique sense of belonging and warmth of a small-town atmosphere.”*

## GUIDING PRINCIPLES

The Guiding Principles in a Comprehensive Plan should provide overall policy direction that pertains to many or all of the plan’s topic areas. They should establish a framework for major decisions shaping the community. Their broad statements should be applied and detailed in each of the Comprehensive Plan’s topic areas (i.e., mobility, infrastructure, future land use, etc.), so that they can be put into practice as the City considers individual decisions on development, capital investments, public programs, and other issues.

A set of thirteen Guiding Principles are presented on the next page. These principles reflect input from the Technical Advisory Committee (TAC), the Comprehensive Plan Advisory Committee (CPAC), the Planning and Zoning Commission, the Parks and Recreation Advisory Board, City Council, and the public. They are not prioritized because they are all equally important to Mount Pleasant’s future.

## MOUNT PLEASANT COMPREHENSIVE PLAN GUIDING PRINCIPLES

*Guiding Principles describe the characteristics of desired future growth. Mount Pleasant supports growth that:*

- Includes businesses that serve and provide high-quality jobs to Mount Pleasant's residents that grow the tax base and establish Mount Pleasant as an important long-term employment center for the Northeast Texas region.
- Is resilient and adaptable in response to change and innovation.
- Supports diversity in all forms - through the construction of diverse and unique developments, diverse housing types, and through the implementation of city policies that promote and celebrate an array of ethnic and cultural backgrounds.
- Furthers Mount Pleasant as an education and training hub for people in the Northeast Texas region.
- Provides new neighborhoods that give Mount Pleasant residents a wider range of attainable housing choices.
- Occurs where and when it can be supported by the public facilities and services provided by the City and by public entity partners.
- Maintains a healthy balance between old and new, and between residential and non-residential uses.
- Offers many diverse, vibrant, and family-friendly shopping, dining, and entertainment destinations.
- Enhances and upgrades Mount Pleasant's existing system of parks and recreational facilities for residents of all ages.
- Incorporates natural assets (lakes, trees, topography) in the open space system to accentuate these key Northeast Texas assets.
- Is efficient and effective in its investments in infrastructure – streets, utilities, parks, and trails.
- Enhances those assets that contribute to the City's small-town feel (including historic, architectural, and cultural assets).
- Is focused on strengthening targeted investment areas along Interstate 30 and Downtown Mount Pleasant.



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# LAND USE & DESIGN

## INTRODUCTION

Strategizing how Mount Pleasant’s land should be organized in 2050 is a critical aspect in the comprehensive planning process. Through the creation of the Future Land Use Plan, development and investment decisions aligned with this vision will boost the success and fiscal sustainability of the city while creating an environment for people to live, work, and play all in Mount Pleasant. Sound future land use planning is intended to guide policy and zoning decisions for Mount Pleasant for the next 20 to 30 years and should be flexible in nature to allow the City to determine specific uses if it maintains compatibility with adjacent land uses and consistency with the overall vision.

It is important to emphasize that the Future Land Use Plan does not contain zoning regulations. As noted in Chapter 212 of the Texas Local Government Code, “A Comprehensive Plan shall not constitute zoning regulations or establish zoning boundaries.” The Future Land Use Plan is not a zoning map, and therefore does not reflect specific development standards at parcel levels. The Future Land Use Plan should instead be used by City Staff and other local policymakers to compare against when making future development and zoning decisions. All land use-related municipal processes, such as development, redevelopment, the subdivision of land, and more, should be in alignment with the overarching vision established in the Future Land Use Plan.

## LAND USE & DESIGN POLICIES

The following Land Use & Design policies are intended to work in tandem with the Future Land Use Plan to create a future that is desired by the community. These policies should be reviewed against all upgrades to the existing public realm, including development, redevelopment, and future public investments.

- The City of Mount Pleasant will utilize the Future Land Use Plan as the primary policy document for all future development and redevelopment decisions.
- The City of Mount Pleasant will base future land use policies such as zoning, rezoning, development codes, land subdivision, and all other aspects of the land development cycle on the Future Land Use Plan.
- The City will attempt to limit vertical development in the floodplains and areas with steep slopes, exposure to toxins, pollutants, or other hazards that pose a threat to the ecological integrity of the affected area. Development decisions should be sustainable and work in conjunction with the ecological integrity of the City, not against it.
- The City will continue to preserve historic and cultural assets found throughout the city, with a special emphasis on high-quality maintenance procedures of Downtown Mount Pleasant.
- The City will incorporate a connected network of sidewalks, trails, and multimodal infrastructure in all redevelopment projects where possible.
- Mount Pleasant will attract new and infill development that encourages businesses that provide local jobs, exciting entertainment and shopping destinations, and opportunities for business growth and success that will enhance the long-term economic sustainability for the City.
- Municipal land use and planning decisions in the City will be in alignment with Mount Pleasant’s vision to be a family-friendly community. Future land uses and zoning decisions should reflect these values.
- If zoning decisions by City Council show a development pattern that is not in alignment with this Future Land Use Plan, the City should then review this Plan’s Vision Statement, Guiding Principles, Future Land Use Plan, and/or Action Plan to see if amending the Plan is warranted.

## EXISTING CONDITIONS OVERVIEW

Planning future land uses is an important aspect in ensuring that Mount Pleasant develops physically into the community that reflects the goals and needs of its residents. Zoning is a key component for influencing land use, however, land use and zoning do not always match. Some properties are “grandfathered” into their current use, meaning that the use was previously permitted when the property was first developed and before the planned land use changed.

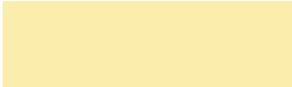
Mount Pleasant is currently zoned with residential and commercial uses primarily composing the central developed core of the city with additional residential zoning north of I-30 and industrial zoning along US Highway 271. Much of the outer edges of the city are zoned as “future development,” but are not identified by general land use categories (industrial, residential, commercial, etc.).

## PLACETYPE DESCRIPTIONS

Using placetypes for land use allows for more detailed land use categories that also provide flexibility in future design. The purpose of using placetypes in future land use planning allows the City to move away from traditional land use categories to instead focus on the overall design and vision for each area of Mount Pleasant. Placetypes reflect not only land uses but also the scale of development, pedestrian amenities, character, and more. The placetypes found in the Mount Pleasant Future Land Use Plan are intended to move away from the traditional future land use categories that have historically focused mostly on guiding specific uses of land. This Future Land Use Plan rather establishes an overall vision for each placetype that focuses more on the design and character of the placetype rather than specific land uses. These placetypes are intended to be adaptable enough to provide flexibility in land uses while also establishing a unified vision for the overall development pattern of the area.

A total of twelve different placetypes have been identified for Mount Pleasant’s Future Land Use Plan, which are shown to the right. The following pages provide a brief description of each placetype, along with a description of the anticipated character and intent, as well as land use considerations and supporting images that indicate the different types of places that could develop in the community.

### Mount Pleasant Future Land Use Plan Placetypes

-  **FLOODPLAIN**
-  **PARKS AND OPEN SPACE**
-  **AGRICULTURE**
-  **ESTATE RESIDENTIAL**
-  **COMMUNITY RESIDENTIAL**
-  **COMPACT RESIDENTIAL**
-  **COMMUNITY RETAIL**
-  **COMMERCIAL CENTER**
-  **MIXED-USE CENTER**
-  **INDUSTRIAL/HEAVY COMMERCIAL**
-  **DOWNTOWN**
-  **SCHOOLS**

## FLOODPLAIN

### CHARACTER & INTENT

Areas that are in the Federal Emergency Management Agency (FEMA) 100-year floodplain are designated as their own placetype to protect environmentally sensitive areas from harmful future development. These areas will be predominantly undeveloped land that restricts traditional development. New vertical development is allowed only if proper floodplain permitting is obtained. This placetype is anticipated to support open space, parks, trails, and recreational development that preserves the ecological integrity of the floodplain.

### LAND USE CONSIDERATIONS

#### Primary Land Use

Parks, open space, and trails

#### Secondary Land Use

Agriculture and farming



## PARKS AND OPEN SPACE

### CHARACTER & INTENT

Parks and Open Space indicates the existing and future planned City of Mount Pleasant parks. Future parks are allowed in all placetypes, but this designation protects existing park and recreational facilities as such and preserves land that is intended to be dedicated for parkland development in the future.

### LAND USE CONSIDERATIONS

#### Primary Land Use

Parks, recreation, open space, and trails

#### Secondary Land Use

Civic, institutional, and entertainment uses



# AGRICULTURE

## CHARACTER & INTENT

The Agriculture placetype is designated for predominantly very large tracts of undeveloped land in Mount Pleasant’s ETJ, utilized for agricultural production, wildlife management, or ranching, including raising livestock. It is anticipated that future development be low in intensity and mainly for farming and ranching purposes.

## LAND USE CONSIDERATIONS

### Primary Land Use

Agriculture, farming, livestock production, and detached, single-family homes

### Secondary Land Use

Parks, open space, and trails



# ESTATE RESIDENTIAL

## CHARACTER & INTENT

This placetype consists of predominantly single-family housing on large lots of land located on the outskirts of the community or enclaves within the City. Home sites are generally located in platted subdivisions. Residential uses are oriented to the interior of the site and may or may not include farm and livestock restrictions. Lot sizes are typically larger than two acres.

## LAND USE CONSIDERATIONS

### Primary Land Use

Single-family detached homes. Lot size minimum 2 acres.

### Secondary Land Use

Civic and institutional uses, parks, and open space



## COMMUNITY RESIDENTIAL

### CHARACTER & INTENT

This placetype consists of predominately single-family housing on detached lots. Homes are generally located in platted subdivisions with all utilities, residential streets, and sidewalks. Community Residential areas may contain a small number of convenience commercial businesses to support the neighborhood. Lot sizes will typically range from 1/4th acre to 2 acres in size.

### LAND USE CONSIDERATIONS

#### Primary Land Use

Single-family detached homes. Lot size range from 1/4th acre to 2 acres.

#### Secondary Land Use

Civic and institutional uses, parks, open space, and small amounts of neighborhood-serving retail and office in specific locations



## COMPACT RESIDENTIAL

### CHARACTER & INTENT

The Compact Residential placetype can support a variety of housing types, including small-lot single family detached, patio homes, townhomes, and duplexes in a compact network of complete, walkable streets that are easy to navigate by car, bicycle, or foot. They may contain a small number of commercial businesses to support the neighborhood. Lot sizes will typically be less than a 1/4th of an acre.

### LAND USE CONSIDERATIONS

#### Primary Land Use

Small-lot single-family detached, patio homes, townhomes, duplexes. Lot size less than 1/4th acre.

#### Secondary Land Use

Civic and institutional uses, parks, open space, and small amounts of neighborhood-serving retail and office in specific locations



## COMMUNITY RETAIL

### CHARACTER & INTENT

Community Retail development is characterized by small, free standing buildings containing one or more businesses. Unlike larger shopping centers that may attract regional customers, Community Retail primarily provides services for the surrounding neighborhoods and city. Business types may include restaurants, local retail, medical offices, banks, and other retail and service uses.



### LAND USE CONSIDERATIONS

#### Primary Land Use

Retail and commercial

#### Secondary Land Use

Civic, institutional, and supporting residential uses



## COMMERCIAL CENTER

### CHARACTER & INTENT

Commercial Centers are developments that are larger in scale and attract regional traffic for shopping and retail needs. National retailers and grocery stores would typically be located in this placetype. Commercial Centers can also contain smaller retail or office destinations as well, such as medical offices or boutiques, but are typically anchored by several national vendors. Business types may include restaurants, national retailers, discount stores, grocery stores, fast food restaurants, and other retail and service uses.



### LAND USE CONSIDERATIONS

#### Primary Land Use

Retail and commercial

#### Secondary Land Use

Civic, institutional, and supporting residential uses



## MIXED-USE CENTER

### CHARACTER & INTENT

Mixed-Use Centers offer the ability to live, work, and play in one geographically compact area, with a high intensity of uses organized around nodes of activity. This placetype includes a mixture of different housing options within close proximity to the goods and services that residents use on a daily basis and may serve as an employment center and shopping destination for adjacent neighborhoods as well. Buildings typically stand two or more stories, with residences or offices located above street level storefronts. The design and scale of development in a Mixed-Use Center encourages active living through a comprehensive network of walkable, complete streets.

### LAND USE CONSIDERATIONS

#### Primary Land Use

Retail, commercial, condominiums, apartments, offices, hotels, entertainment centers, service, and office uses

#### Secondary Land Use

Civic and institutional uses, parks, and open space



## INDUSTRIAL/HEAVY COMMERCIAL

### CHARACTER & INTENT

Industrial/Heavy Commercial areas provide jobs and keep people in the city. The employee per square foot of building space is usually low due to the large buildings that are typically needed for storage and logistics. This placetype is generally found near major transportation corridors (i.e., highways and railways) and may include manufacturing centers, large processing plants, warehousing, or logistics hubs.

### LAND USE CONSIDERATIONS

#### Primary Land Use

Manufacturing, distribution centers, technology/data centers, and flex offices

#### Secondary Land Use

Logistics, retail and office uses, training facilities, civic and institutional uses, parks, and open space



# DOWNTOWN

## CHARACTER & INTENT

Downtown Mount Pleasant is the traditional core of economic, entertainment, and community activity for the community and is an employment hub and shopping destination. The design and scale of the development preserves the historic character of the area and encourages active living with a comprehensive and interconnected network of walkable streets.



## LAND USE CONSIDERATIONS

### Primary Land Use

Retail, commercial, condominiums, apartments, townhomes, offices, service, and office uses

### Secondary Land Use

Civic uses, parks, and open space

# SCHOOLS

## CHARACTER & INTENT

The Schools placetype is used to preserve existing school facilities into the future.



## LAND USE CONSIDERATIONS

### Primary Land Use

Civic, institutional, and educational uses

### Secondary Land Use

Parks and open space

## HOUSING AND NEIGHBORHOODS

Housing is important to support the future of Mount Pleasant, and the community would like to see more housing and a diversity of housing options in the future. With varying living styles and price ranges, it is important for the City to promote the development of different types of housing to support the changing needs of existing residents as they age and attract a diverse population that supports future employment and business needs.

Much of the existing housing is compact in the core of the city, with additional residential developments along the fringes of town and in the City's ETJ. Following the development pattern, compact residential options are planned in the City's core to support existing commercial activity, in addition to supporting future growth in the area. Compact housing is a way to provide more attainable options while also allowing more people to live in key areas of the city. Mixed-Use Centers and Community Residential are additional placetypes that will allow residents to choose from diverse housing options that support all stages in life. The planned housing can be found in different areas and can be used to support individual needs, such as pricing, maintenance expectations, housing size, varying housing tenure, and more.

Existing and future neighborhoods should be designed with safety features, including slower speeds, lighting, sidewalks, and trails. Aesthetics should remain a priority with guidelines for yard and home upkeep. In addition, assistance should be provided when possible to help the community upkeep the neighborhoods. Neighborhoods should also be walkable to nearby recreational, retail, and other uses to reduce the need to travel by car.

*Existing Mount Pleasant Housing*



## FUTURE LAND USE PLAN

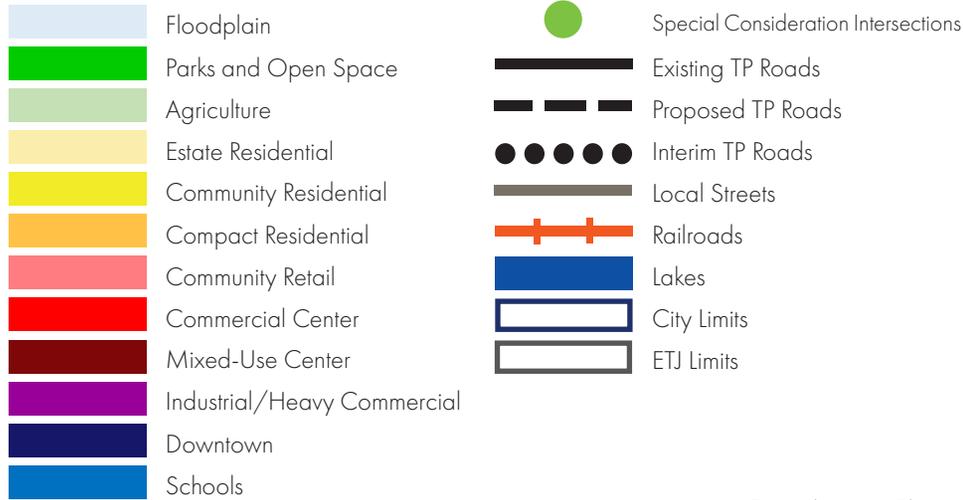
The Future Land Use Plan was created by reflecting Mount Pleasant's current zoning and identifying any changes needed to achieve the goals for the desired land use and character in the future. The core of the City will support existing land uses, while additionally expanding opportunities for more housing and commercial uses. Additionally, the floodplains are strategically planned to support the agricultural uses around these areas surrounding the City.

The Mount Pleasant Future Land Use Plan can be found on the following page and utilizes the twelve established placetypes described in this section. This Future Land Use Plan was created through collaboration between Mount Pleasant City Staff, City Council, the Planning and Zoning Commission, the Comprehensive Plan Advisory Committee, and the public. It is a graphic depiction of Mount Pleasant's ideal land use pattern for the year 2050.

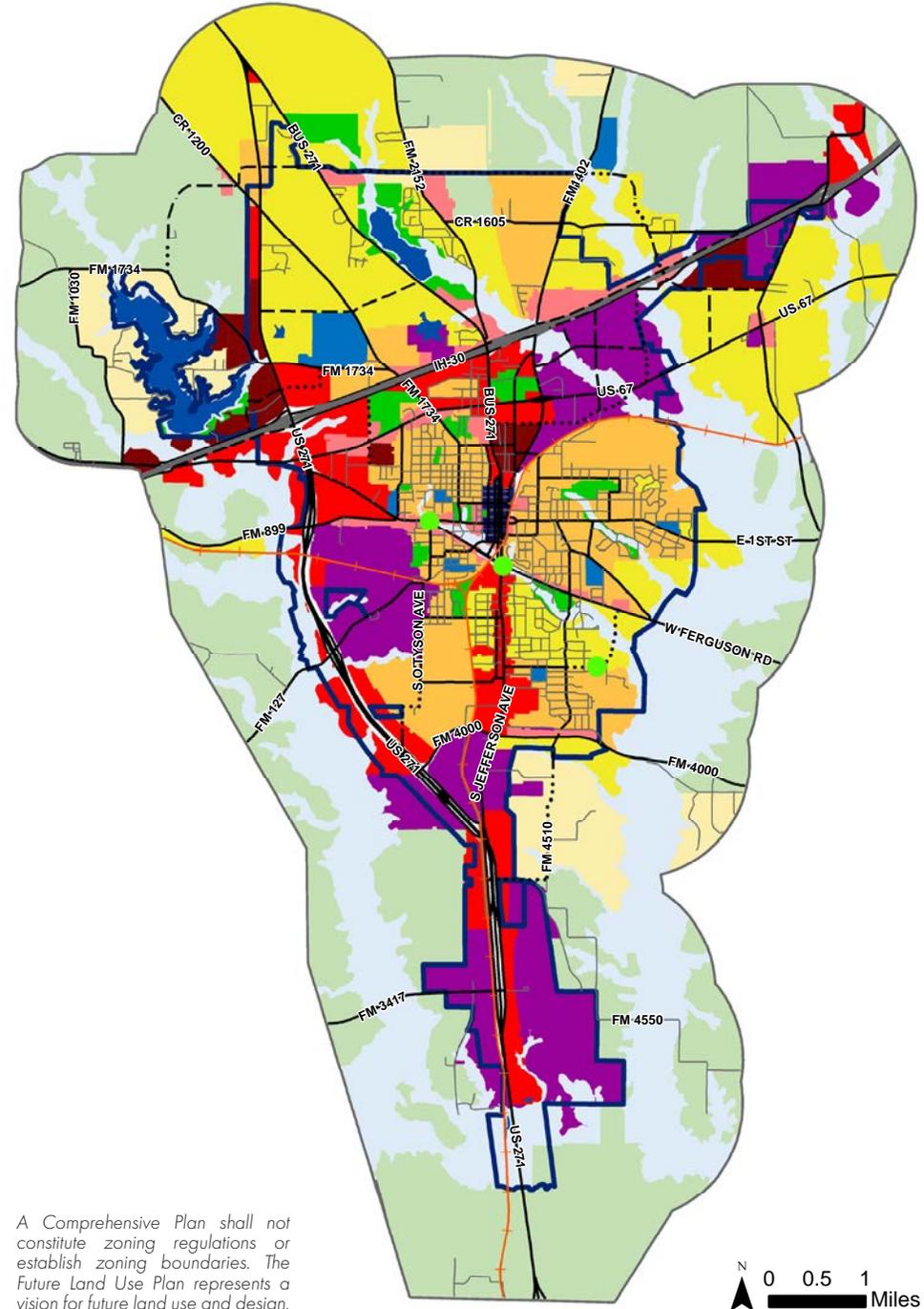
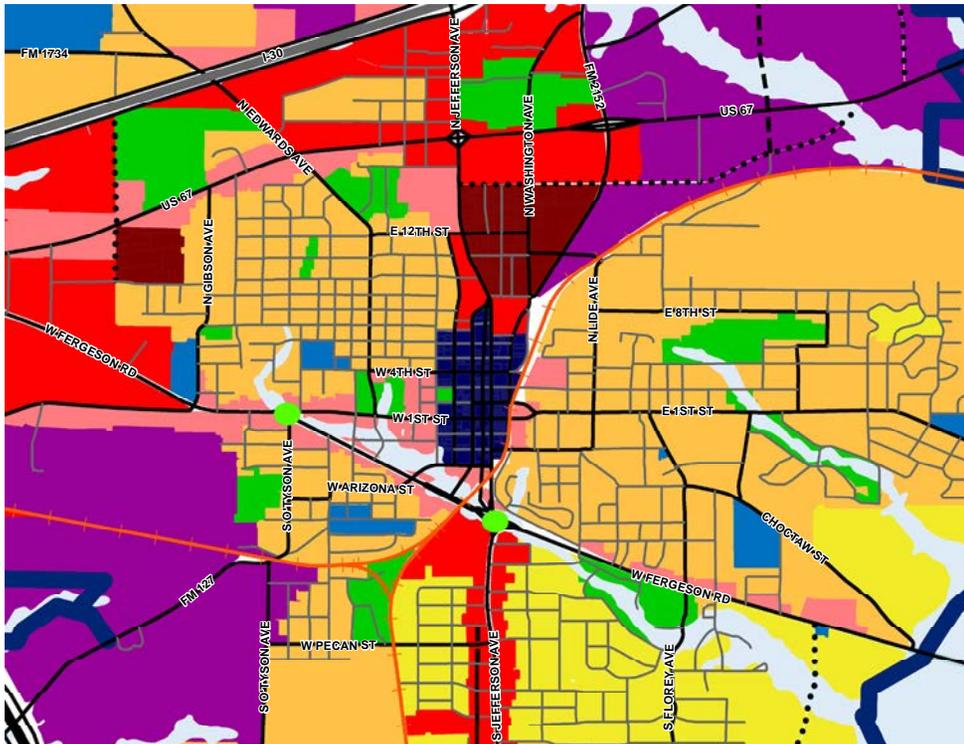


# FUTURE LAND USE PLAN MAP

## Legend



Central Mount Pleasant



A Comprehensive Plan shall not constitute zoning regulations or establish zoning boundaries. The Future Land Use Plan represents a vision for future land use and design.



## LAND USE & DESIGN ACTION ITEMS

- Create a “Comprehensive Plan Checklist” that will be used to measure against future development proposals or zoning modifications to ensure consistency with the Mount Pleasant Comprehensive Plan’s Vision Statement, Guiding Principles, Policies, and Future Land Use Plan.
- Take proactive actions to implement city-initiated rezoning of parcels that are inconsistent with the vision established in the Future Land Use Plan.
- Review municipal land regulation documents, including *Title XV: Land Usage of the Mount Pleasant Code of Ordinances*, and make updates as needed to maintain consistency with the Future Land Use Plan.
- Ensure land development regulations encourage a mix of land uses that will create a pedestrian-friendly and walkable environment.
- Encourage new and infill residential development in the core of Mount Pleasant and to the north of Downtown and I-30.
- Ensure new residential development is consistent with the character of existing neighborhoods.
- Market the Future Land Use Plan to local partnering organizations, such as the Mount Pleasant Economic Development Corporation, the Mount Pleasant/Titus County Chamber of Commerce, and businesses interested in located in Mount Pleasant.
- Ensure future developments contain context-sensitive transitions between predominately commercial and residential land uses in all placetypes.
- Initiate quarterly meetings with local neighborhood leaders to create an open dialogue about desired neighborhood aesthetic and maintenance improvements.

## LAND USE & DESIGN ACTION ITEMS

- Conduct a housing market demand analysis to determine in more detail market-driven desired housing types and needed housing stock in Mount Pleasant.
- Attract new restaurants, shops, boutiques, and other family-friendly destinations throughout Mount Pleasant.
- Conduct further studies on areas designated as Mixed-Use Centers in the Future Land Use Plan. These studies should determine the appropriate levels of land use mix, intensity, and design of new development in these locations.
- Ensure that all future Mixed-Use Centers offer diverse housing options and an array of retail and restaurant destinations that is connected with a network of high-quality multimodal infrastructure to encourage a vibrant, walkable community.
- Encourage a mix of housing types in future residential developments to provide equitable and attainable “missing middle” housing for the community.
- Provide a range of housing types throughout Mount Pleasant to encourage attainable housing options, focusing on appropriate locations and types specifically in the Mixed-Use Centers and Compact Residential placetypes.
- Establish a neighborhood planning program that sets policies for aesthetics, maintenance, and financial assistance programs for neighborhoods throughout the community. Partner with local neighborhood leaders and organizations, including local Homeowners Associations (HOAs) to implement and manage this program.

03



## INTRODUCTION

Economic development is extremely important for the long-term fiscal sustainability of a community. It typically consists of a series of targeted actions backed by municipal support and financing to grow the local economy. However, successful economic development strategies are truly a partnership between the public and private sectors and is therefore essential to coordinate and prioritize these efforts to optimize results. Economic development strategies have a wide range of project types and can include anything from improving infrastructure and investing in catalyst areas to installing gateway and branding features around the city. Partnerships are also key to successful economic development, and entities like the Mount Pleasant Economic Development Corporation (MPEDC) can help guide development decisions in a strategic manner. Economic development tools attempt to create a more desirable and attractive environment for businesses to thrive, who will then in turn provide revenue to the city to support further quality of life enhancements.

## FISCAL & ECONOMIC VITALITY POLICIES

Mount Pleasant's recommended economic development policies are outlined below. They support a vision for the city's economic strategy that will be relevant in all future municipal policies and decision-making. These policies will guide the City when planning development and implementation initiatives.

- The City will continue to support economic development initiatives that improve quality of life for all residents and visitors.
- Mount Pleasant will continue to develop relationships with local economic partners, including but not limited to local business owners, developers, the Mount Pleasant Economic Development Corporation, and the Mount Pleasant Chamber of Commerce to encourage open communication and an aligned vision for future development.
- The City of Mount Pleasant will base development decisions that are aligned with the vision of the Comprehensive Plan on the financial sustainability and vitality of the community as a whole.
- The City will incentivize local destinations and activities, such as shopping, dining, and things to do with a focus on Downtown Mount Pleasant and along the I-30 corridor.
- The City will maintain Mount Pleasant's status as a center for industrial development and employment.
- The City will focus efforts to improve the aesthetics and appearance of the community through public and private investments.
- Mount Pleasant will continue to support a broad range of development types to diversify the local tax base.



## EXISTING CONDITIONS OVERVIEW

The City of Mount Pleasant has many initiatives that currently support economic development in the community. The City features an Economic Development Corporation (MPEDC) that administers economic policy and is also supported by the Mount Pleasant/Titus County Chamber of Commerce and the City of Mount Pleasant’s Main Street program in their economic development efforts. All of these organizations work together to provide Mount Pleasant residents with a high quality of life through places to work, shop, eat, and live.

The location of Mount Pleasant positions the City for unique economic development opportunities. Located in East Texas, Mount Pleasant is located between several large metropolitan areas, including the Dallas/Fort Worth metroplex to the west, the Cities of Tyler and Longview to the south, the City of Texarkana to the east, and the City of Shreveport to the southeast. Mount Pleasant is also located along several major corridors, including the Interstate 30 corridor and the US 67 corridor that run in the east/west direction through the northern part of the city, as well as US Highway 271/Business 271 that runs in the north/south direction. Additionally, on the south side of the US Highway 271 corridor, the City features the Mount Pleasant Regional Airport. These large corridors, coupled with the existing aerospace infrastructure, makes Mount Pleasant ideal for transportation, logistics, industrial, or heavy commercial development. Supporting this statement, manufacturing is the largest employment sector in the city making up approximately 36% of the jobs in Mount Pleasant.

The chart on the right displays the makeup of local job types within Mount Pleasant using data made available by the North American Industry Classification System in 2019. Following manufacturing, the second largest employment sector is Health Care and Social Assistance. This is attributed mainly to the Titus Regional Medical Center – a large, 174-bed hospital and healthcare facility that employs over 700 individuals in the community.

Through its existing economic profile and initiatives, the City of Mount Pleasant has created an environment for industrial and manufacturing professionals to thrive. Major employers often have programs that reinvest in the community, such as Pilgrim’s Pride’s Hometown Strong program that recently funded a new community center facility that will be located in Oaklawn Park. The City in partnership with the MPEDC and Workforce Solutions Northeast Texas offers workforce development programs such as continuing education and on-the-job trainings. Overall, the City of Mount Pleasant already promotes many resources, programs, and partners overseeing economic development efforts for the community, and the City should take pride in their coordinated and targeted efforts.

### Job Counts by NAICS Industry Sector

Manufacturing	35.6%
Health Care & Social Assistance	17.7%
Retail Trade	11.0%
Educational Services	8.1%
Accommodation & Food Services	7.7%
Finance & Insurance	4.0%
Administration & Support, Waste Management, and Remediation	3.4%
Public Administration	2.9%
Construction	1.7%
Other Services (excluding Public Administration)	1.7%
Wholesale Trade	1.6%
Transportation and Warehousing	1.1%
Professional, Scientific, and Technical Services	1.0%
Utilities	0.6%
Real Estate and Rental and Leasing	0.6%
Information	0.4%
Agriculture, Forestry, Fishing, and Hunting	0.3%
Arts, Entertainment, and Recreation	0.3%
Management of Companies and Enterprises	0.1%
Mining, Quarrying, Oil, and Gas Extraction	0.0%

NAICS, 2019

## KEY DESTINATIONS/CATALYST SITES

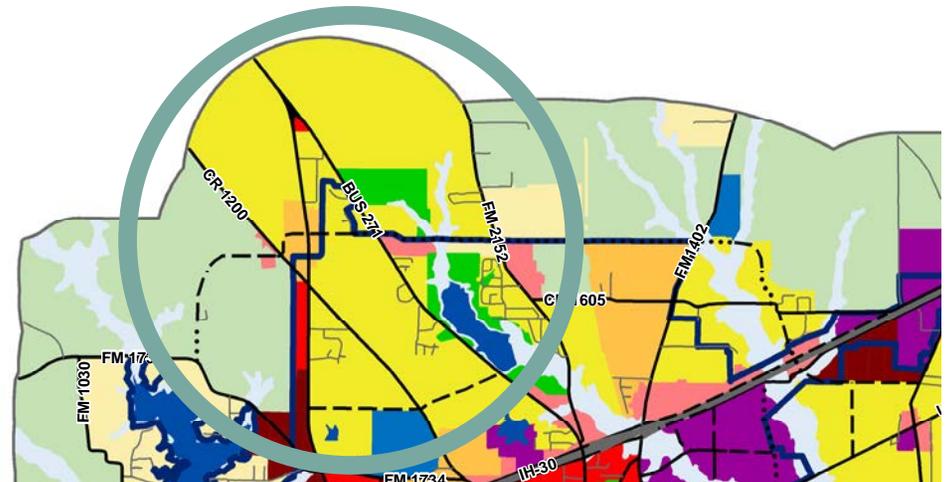
When discussing future economic efforts, the City of Mount Pleasant should focus economic development dollars that support initiatives set forth from local partnering organizations and from what was heard through the community engagement process. Input from the community indicated the desire for even more employment opportunities, specifically in the industrial, manufacturing, and logistic sectors. Respondents also wanted to see an increase in shopping and dining destinations, especially along I-30 and in Downtown Mount Pleasant.

The Future Land Use Plan on page 27 supports several notable areas and key destinations, or catalyst sites. These catalyst areas are intended to attract diverse development types that do not compete with one another. When considered as a whole, the catalyst areas will create a strong portfolio of assets for the City of Mount Pleasant. Key catalyst areas that will be large economic drivers in the City are described in detail below. Future development in these areas should align with the established vision of the Future Land Use Plan and the vision depicted below.

## NEW RESIDENTIAL DEVELOPMENT TO THE NORTH

The area to the north of I-30 in the Mount Pleasant city limits and ETJ provides an opportunity to develop additional housing in new areas of Mount Pleasant outside the core of the city. Residential uses north of I-30 can help stimulate commercial development along I-30 as well as the demand for new commercial and mixed-use centers. This housing is intended to be in alignment with the Community Residential placetype, which will provide residents with a network of connected sidewalks, parks, and neighborhood-serving retail and commercial land uses.

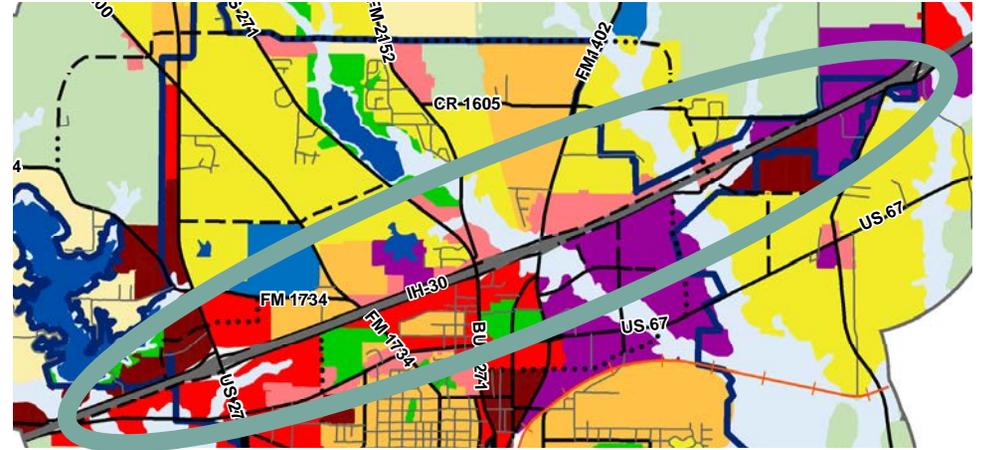
CR 1314 Today



## INTERSTATE 30 CORRIDOR DEVELOPMENT

I-30 is a major TxDOT corridor that runs through the northern portion of Mount Pleasant and is an area of opportunity for the City to capitalize on the heavily traveled road. Development along I-30 is not only ripe for supporting the Mount Pleasant community, but also the greater region and travelers who may be passing through. Constructing additional frontage roads along I-30 can help improve mobility in the area and boost development (more detail about this in Chapter 4: Mobility & Connectivity). It is essential that roads and development in the area connect the northern and southern portions of Mount Pleasant, rather than having the highway create a barrier between the two. This effort will take time and thorough coordination with TxDOT but is necessary for the long-term vitality of the corridor. With the completion of the frontage road network, this will allow the City to heavily invest in the development of the corridor that will in turn bring additional revenue to the city by capturing existing I-30 traffic.

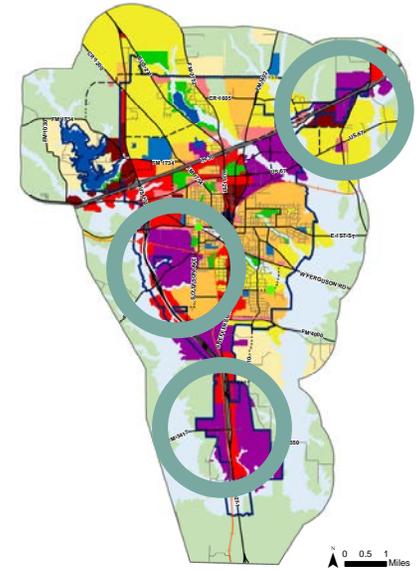
*Interstate 30 and I-30 Frontage Roads Photos*



## INDUSTRIAL/HEAVY COMMERCIAL EXPANSION

Dedicated industrial land is expanded with the Future Land Use Plan to increase the number of industrial employer opportunities across the City. In addition to the existing uses along US Highway 271 and the Mount Pleasant Business Park, industrial land use is expanded further along the I-30 corridor. These locations are strategically nestled along major corridors to make accessibility easier for regional traffic and business.

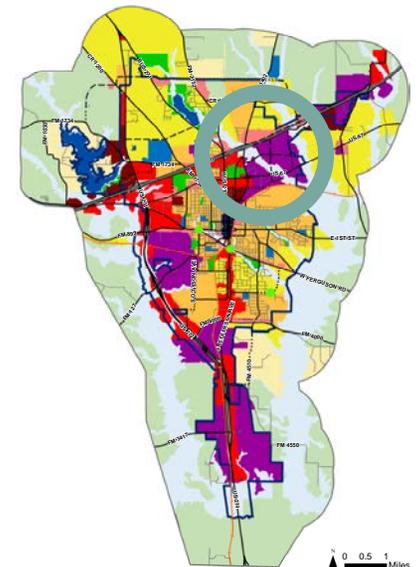
*Existing Industrial Development in Mount Pleasant*



## MOUNT PLEASANT BUSINESS PARK

The Mount Pleasant Business Park is an opportunity to expand employment locations along I-30 in central Mount Pleasant. The business park is planned as an area of clustered industrial uses built for light manufacturing, corporate offices, and distribution. The attractive location for employers can help boost opportunities for the Mount Pleasant workforce and increase the economic wellbeing of the City. Currently, the City has constructed Enterprise Boulevard, which is the key entrance to the Mount Pleasant Business Park and is actively attracting new tenants to the community. Additional improvements can be made to make this business park more attractive, such as streetscape and aesthetic improvements as well as branding and gateway signage.

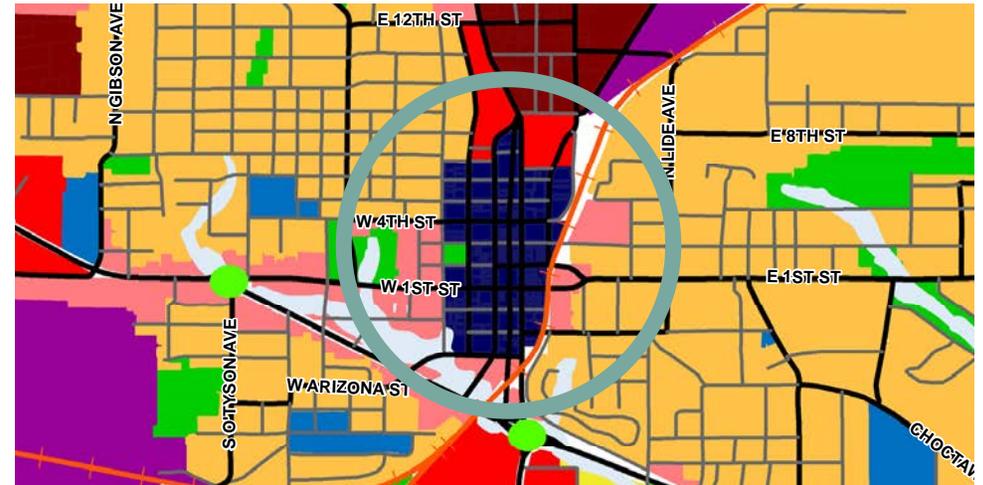
*Mount Pleasant Business Park Photos*



# DOWNTOWN MOUNT PLEASANT

Downtown Mount Pleasant is the historical center of the City and is a large economic driver for the community. In the Future Land Use Plan, Downtown Mount Pleasant has its own placetype designation. Downtown is very special to the community, and therefore should be designated as such. The diverse land uses can be capitalized on by continuing to provide key destinations and employment opportunities for residents and visitors. More diverse housing types (such as compact and community residential) are planned in the surrounding area to support the growth of Downtown, including diverse retail and restaurant opportunities. Downtown is thoroughly loved by the community and maintaining a high-quality downtown should be a top priority for City Staff and partnering organizations.

## Downtown Mount Pleasant Photos





## GATEWAY AND WAYFINDING FEATURES

Gateway and wayfinding signage throughout the City at key intersections could enhance Mount Pleasant's brand and attract new residents and visitors to stay and spend time in these special locations. Branded gateway and wayfinding features can enhance tourism through placemaking techniques and can boost sales by creating desirable advertisements. Gateway signage is a great feature to let visitors know where they are and to represent special and unique places which can further enhance local economic development. There are multiple levels and types of gateways - some representing the City as a whole or regional areas, smaller entrances and roadways, and some representing special destinations. Mount Pleasant already has two gateway signs located on the east and west borders of town along I-30, and feedback from the community and City Staff has shown the desire for more.

Larger, regional gateways should be located at key entrances into Mount Pleasant, generally along major highways and highly traveled roads. Regional gateways should primarily advertise the City's name and logo to promote a "welcome home" feel. More local wayfinding signage should be placed at smaller roads into Mount Pleasant and the general core of the city. Wayfinding signs are typically smaller than regional gateways, and should also advertise the City's name and logo, but may be designed to embody the area they are in.

Major destinations should also have gateways and wayfinding signage but should primarily advertise the destination's name while also incorporating the City's name and logo. Destination gateways should reflect the character of the destination and let visitors know they are in a unique area. Examples can include, but are not limited to, Downtown, the Business Park, and Tankersley Lake. All gateways and wayfinding signage should have a similar aesthetic, but destination gateways may incorporate special colors to reflect the area.

The following page displays a map of future Mount Pleasant gateway signage locations, destination branding locations, and wayfinding signage locations. The City should conduct a citywide branding assessment that establishes the look and feel of these three signage types. The Gateway and Wayfinding map should be used as a guide for future signage throughout Mount Pleasant, but exact locations of future signage can be determined through a case-by-case analysis.

Branding provides an additional opportunity to support gateways, including street toppers, light pole flags, and street decorations (benches, trash cans, etc.) A branding guide should be adopted by the City, and should include guidelines for general branding, gateways, city colors, and logo usage.

*Existing Mount Pleasant Gateway Signs*



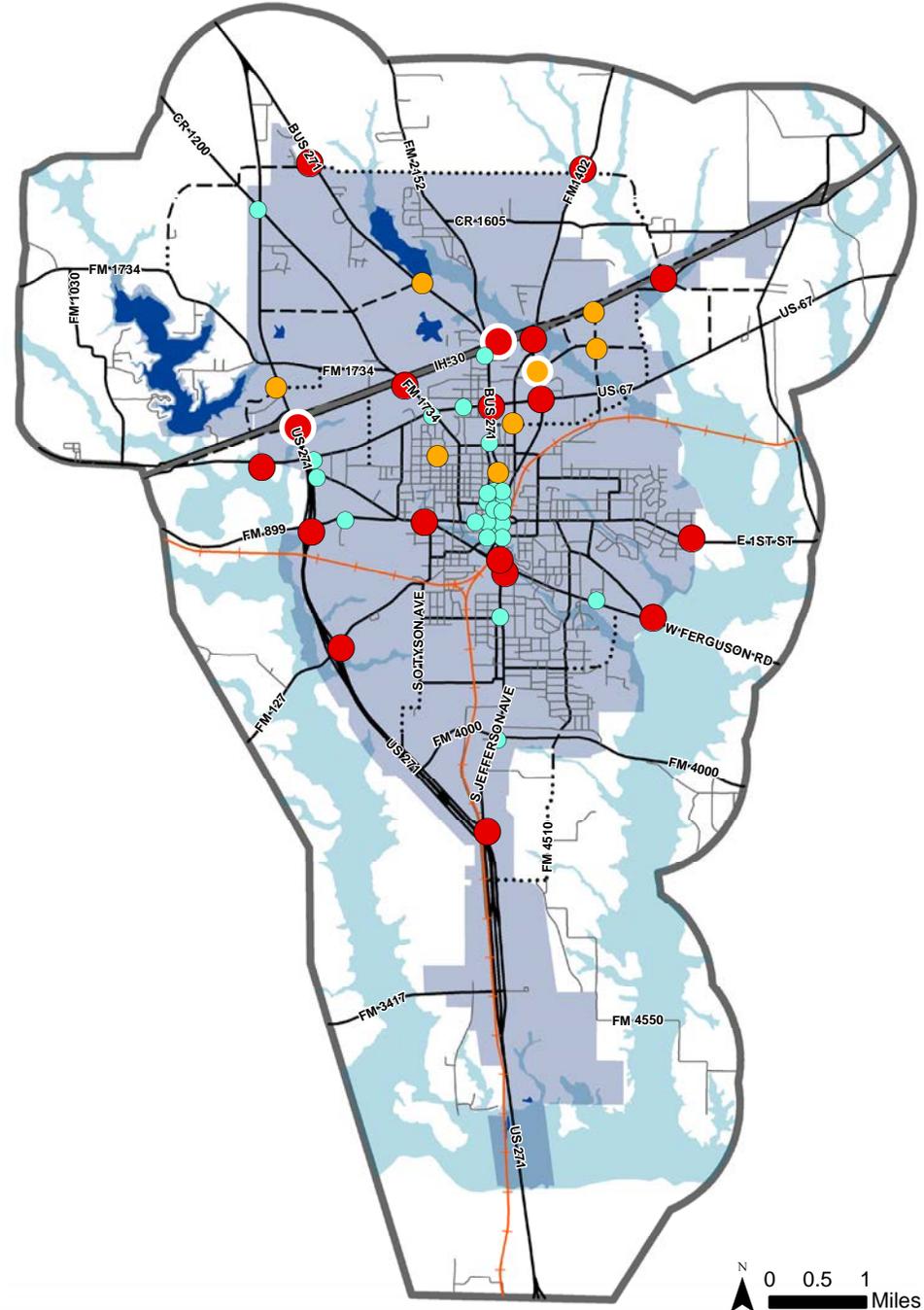
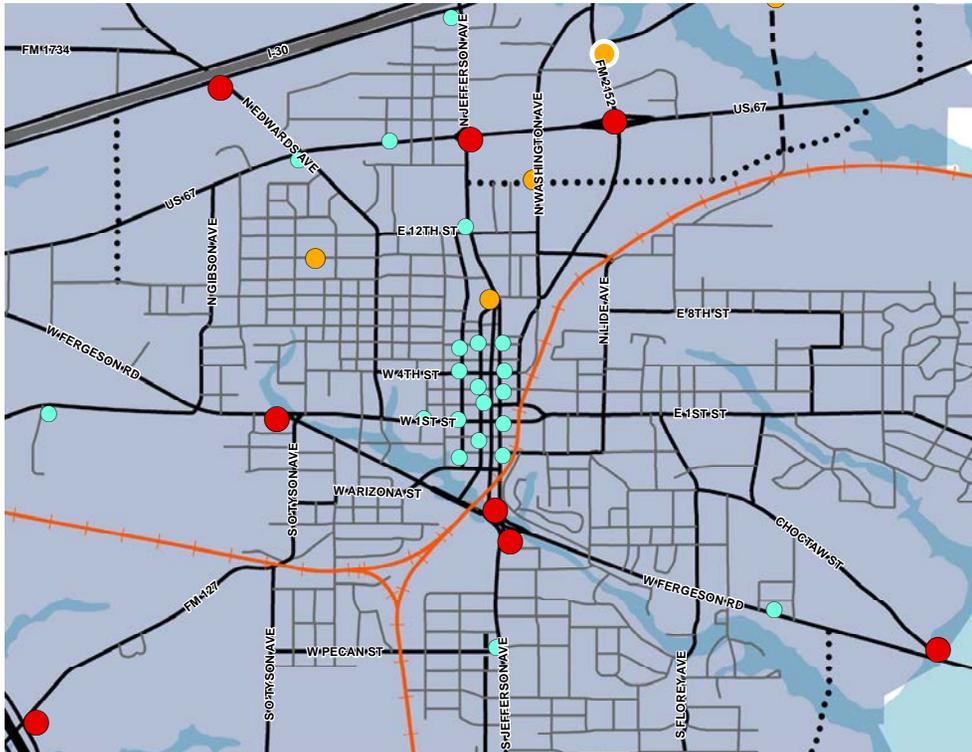
# GATEWAY SIGNAGE LOCATIONS

## Legend

-  Existing Gateway Signs
-  Existing Destination Signs
-  Proposed Gateway Signs
-  Proposed Destination Signs
-  Proposed Wayfinding Signs\*
-  Existing TP Roads
-  Proposed TP Roads
-  Interim TP Roads
-  Local Streets
-  Railroads
-  Lakes
-  City Limits
-  ETJ Limits

\*Wayfinding signage in Downtown Mount Pleasant can vary. Further study is needed to determine exact sign locations.

Central Mount Pleasant



## FISCAL & ECONOMIC VITALITY ACTION ITEMS

- Continue to coordinate with local economic partners, including the MPEDC, the Mount Pleasant/Titus County Chamber of Commerce, the Main Street Program, and others. Set up a quarterly coordination call between all entities involved in the enhancement of Mount Pleasant's economic success to streamline efforts and to share quarterly reports and statistics.
- Focus capital improvements and community improvement funds on the established catalyst sites, including new residential development to the north, I-30 corridor commercial development, the Mount Pleasant Business Park, industrial development, Downtown Mount Pleasant, and the development of Mount Pleasant's lakes.
- Align Mount Pleasant's Capital Project Funds with local economic development incentives to ensure infrastructure projects are in alignment with Mount Pleasant's catalyst sites and other local economic priorities.
- Conduct an in-depth review of new business incentives that are currently advertised on the MPEDC website. During this review process, analyze best practices from peer communities in Texas and make updates to Mount Pleasant's incentive list if necessary.
- Ensure that new development, particularly large manufacturing or industrial projects, do not inequitably burden one particular community, especially minority or racially diverse communities or communities of color.
- Continue to maintain the Mount Pleasant Businesses Directory database that is currently advertised on the MPEDC website. Conduct an annual review of this database and update when necessary.
- Consider adding a job board webpage to the MPEDC website to advertise local jobs that are available in Mount Pleasant. Allow local employers to post new job listings on this webpage.
- Create an infill development guide that establishes direction for the reuse of existing vacant commercial buildings that are ripe for redevelopment and revitalization.

## FISCAL & ECONOMIC VITALITY ACTION ITEMS

- Establish policies requiring future mixed-use development and redevelopment to provide a network of connected sidewalks, trails, and open space to encourage pedestrian-oriented development.
- Create a citywide streetscape guide establishing a unified look and feel for future Mount Pleasant streetscape elements, including landscaping features, lighting, benches, bicycle racks, trash receptacles, signage, etc.
- Develop a citywide branding guide that promotes a singular, unified brand to be used for all public realm improvements including gateway signage, wayfinding signage, and city events. Review and update this branding guide every two to three years.
- Design and construct the gateway signage established in the Gateway and Wayfinding Map on page 39. Over the next five years, establish a Gateway and Wayfinding signage program within the Mount Pleasant Economic Development Corporation that oversees the day-to-day operations of design, funding, construction, and maintenance of this new community signage.
- Conduct a Downtown Mount Pleasant Wayfinding Study that will provide a comprehensive assessment of existing and future Downtown branding and wayfinding signage. The study should plan sign locations, design sign aesthetics, and construct specific wayfinding signs throughout Downtown.
- Develop and implement targeted investment strategies for future development of the Interstate 30 corridor (which will be part of the I-30 Corridor Study discussed in Chapter 4: Mobility & Connectivity).
- Continue to promote the high-quality aesthetics and maintenance of Downtown Mount Pleasant. Consider expanding Mount Pleasant's Main Street District boundary to the north (up to E 16th Street/US 67) to capture the Mixed-Use Center established in the Future Land Use Plan and the commercial corridor along N Jefferson Avenue.

# 04



# MOBILITY & CONNECTIVITY

## INTRODUCTION

Mobility planning combines both engineering and planning principles to facilitate the movement of people and goods throughout the City. The Mobility and Connectivity strategies for the City of Mount Pleasant establish the transportation policy direction and provide an overview of the long-term transportation improvements that will be necessary to support the Future Land Use Plan.

Developing a clear understanding of the existing conditions for mobility in Mount Pleasant helps to set a strong foundation for specialized policies and action items that will enable the City to achieve its future vision. In this chapter, the City's thoroughfare network, crash history, and multimodal network is evaluated to provide context on the existing state of transportation. These evaluations are then combined into the Thoroughfare Plan Update to provide clear direction on future transportation investments. Finally, the Action Items section will provide other recommendations that are meant to round out the comprehensive implementation of mobility and connectivity policies.

## MOBILITY & CONNECTIVITY POLICIES

The policies identified below establish the policy direction for the future of mobility in Mount Pleasant. These policies were created to assist the City in implementing the vision established in this plan over the next 30 years and should be used as a guide when reviewing future transportation investments.

- The City of Mount Pleasant will establish and maintain a high-quality network of roadways, sidewalks, and bicycle facilities that connects residents to destinations and encourages alternative modes of transportation.
- The City will implement street designs that support pedestrian and cyclist activity.
- The City will prioritize the safety and comfort of vulnerable roadway users (pedestrians and cyclists) in future transportation decisions.
- The City will create a network of connected trails that connects neighborhoods to parks, schools, Downtown Mount Pleasant, and other key destinations.
- The City will encourage new roadway construction projects that boost connectivity.
- The City will place special emphasis on safe pedestrian crossings over major barriers, including the railroad, highways, arterials, and Interstate 30.
- The City will modernize and maintain a network of high-quality streets in Mount Pleasant and will continually update the aesthetics and conditions of the roadway network.
- Mount Pleasant will recognize the importance of the relationship between transportation and land use policies and encourage future development and redevelopment projects that benefit both initiatives in tandem to create a vibrant and walkable community.
- The City of Mount Pleasant will establish priority for the development of Interstate 30 frontage roads. The City will regularly coordinate with TxDOT and other parties to implement the corridor's community-backed vision.

## EXISTING CONDITIONS OVERVIEW

The City of Mount Pleasant benefits from a diverse network of thoroughfare facilities. Mount Pleasant is positioned along the Interstate 30 corridor, as well as US Highway 67, US Highway 271, and State Highway 49 (Ferguson Road). The network of connected highways makes Mount Pleasant ideal for transportation, logistics, and warehousing development, which is discussed in depth in Chapter 3: Fiscal & Economic Vitality. Below is an overview of the City's key regional thoroughfares and their role in the future development and sustainability of the City.

### INTERSTATE 30

The I-30 Corridor was the topic of great discussion during the public engagement process. The corridor runs in the east/west direction along the north side of the City. As Mount Pleasant's largest and most vital regional corridor, I-30 is seen by the community as an underutilized asset. I-30 today does not have many large highway commercial developments along the corridor, mostly due to the inconsistency of frontage road connectivity which limits access. The corridor is missing frontage roads starting on the west side of the City near the northern bend of the interstate as Old Winfield Road/FM 899 veers off from the corridor. The interstate then passes over US Highway 67 but does not contain a flyover or exit to move traffic between these two corridors. Past this intersection, Tankersley Road to the north of the interstate acts as a frontage road but does not contain ramps to or from the interstate. Frontage road facilities are available past the intersection of US 271 but are again terminated at the intersection of FM 1402/Harts Bluff Road. From this intersection to the eastern end of the Mount Pleasant ETJ, frontage roads are again inconsistent, not connected, and not maintained by TxDOT.

Due to the unique nature of this corridor and the large opportunities available, future development of I-30 was a significant theme focused on throughout the comprehensive planning process. The call out box to the right describes the results of an Interstate 30-specific survey that was conducted during the community engagement phase. It was made clear that the vitality of the I-30 corridor needed to be a focus of this Comprehensive Plan.

## INTERSTATE 30 COMMUNITY FEEDBACK

The planning team conducted an online survey that focused on the future development and overall character they would like to see for I-30. Below shows photos from the visual preference survey and how they ranked within the community. Also, specific quotes from community input are displayed below that represent the community's vision for the future of the I-30 corridor.

### I-30 VISUAL PREFERENCE SURVEY TOP RATED PHOTOS



### I-30 QUOTES FROM THE COMMUNITY

*"More clothing stores and a variety of shopping and food establishments along the corridor are needed. More activities to draw in families."*

*"More restaurants and more family entertainment like go carts, a new bowling alley, skating rink, etc."*

*"Not enough commerce/access on the interstate."*

*"Interstate frontage needs to be developed so that you get interstate traffic to take the exit. So many businesses develop on the south end/middle of town that I-30 traffic will never see."*

*"Focus economic growth potential alongside Interstate 30."*

*"Need more destinations for interstate travelers."*

## US HIGHWAY 67/16TH STREET

US Highway 67 also runs in the east/west direction and passes underneath I-30 running south of the interstate and passes through the heart of the City. This thoroughfare is maintained by TxDOT and acts as a major commercial corridor. The corridor has four travel lanes with a center turn lane and has 100 feet of right-of-way. No sidewalk network exists along the major corridor.

## US HIGHWAY 271

US 271 is a TxDOT facility that runs in the north/south direction on the west side of Mount Pleasant's city limits and is a four-lane limited access highway with ramp connections at cross street intersections. This corridor is ripe for industrial, logistics/warehousing, and commercial development, which is the established vision for this corridor in the Future Land Use Plan (see Chapter 2: Future Land Use & Design).

## STATE HIGHWAY 49/FERGUSON ROAD

State Highway 49 is a four-lane facility with a center turn lane that runs in the northwest/southeast direction. The corridor is maintained by TxDOT and contains no sidewalk facilities. This corridor is also a major commercial highway that also connects drivers to Downtown, adjacent neighborhoods and businesses, and other thoroughfares.

### US Highway 271



## MULTIMODAL INFRASTRUCTURE

The City's advantageous roadway conditions also bring great responsibility to manage the interactions between automobiles and vulnerable roadway users including pedestrians and cyclists. The City of Mount Pleasant has limited sidewalk infrastructure outside of Downtown. Central city neighborhoods generally do not have sidewalk infrastructure. As the City attempts to modernize and update neighborhoods and infrastructure, adding sidewalks and streetscape elements to existing streets should be a priority.

### W Ferguson Road



## CRASH HISTORY AND TRENDS

It is a top priority for the City of Mount Pleasant to address potential safety risks in its transportation network. To identify these risks, data on the City’s vehicular crash history was collected and analyzed to determine possible trends. This data was compiled using TxDOT’s Crash Records Information System (C.R.I.S.), an online database that organizes crash reports submitted through police departments statewide.

Over the past ten years with crashes reported from 2012 and 2021, there were a total of 6,591 crashes in the City of Mount Pleasant. The total number of crashes per year was on a downward trend, decreasing from 731 to as low as 549 from 2012 to 2020, but in 2021 it spiked to 728. The percent of fatal or injury-related crashes has seen a similar trend, staying below 10% until 2021 when it spiked to 13%. A chart of the crashes by year and the percent of crashes resulting in fatalities or injuries is shown in the infographic below.

The top contributing factors of crashes from the years 2016 to 2020 were also collected as part of this safety analysis and are shown in the infographic below. Driver inattention was the top contributing factor of crashes in the five-year study period.

A crash heat map was developed for crashes that occurred in Mount Pleasant between the years 2016 and 2020, to determine which areas of the City have possible safety concerns. The crash heat map is shown on the following page. Examination of the map indicates that the corridors with the highest crash rates include:

- S Jefferson Avenue,
- State Highway 49/W Ferguson Road, and
- E 16th Street.

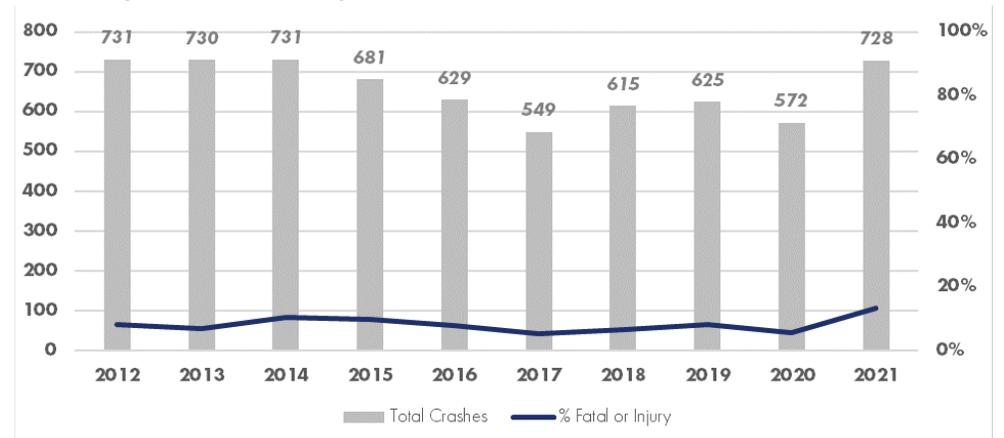
Special attention in the form of safety improvements should also be given to intersections that were shown as hot spots in the crash heat map. These intersections include:

- US Highway 271 & State Highway 49/W Ferguson Road,
- S Jefferson Avenue & E 1st Street,
- S Jefferson Avenue & State Highway 49/W Ferguson Road,
- US Highway 271 and Interstate 30, and
- N Jefferson Avenue & E 16th Street.

### TOP CONTRIBUTING FACTORS OF CRASHES OCCURING BETWEEN 2016 - 2020

1. Driver Inattention (439, 14.7%)
2. Failed to Yield Right of Way (415, 13.9%)
3. Failed to Control Speed (400, 13.4%)
4. Backed Without Safety (391, 13.1%)
5. Changed Lane when Unsafe (168, 6.8%)

Crashes by Year and Severity (2012 - 2021)

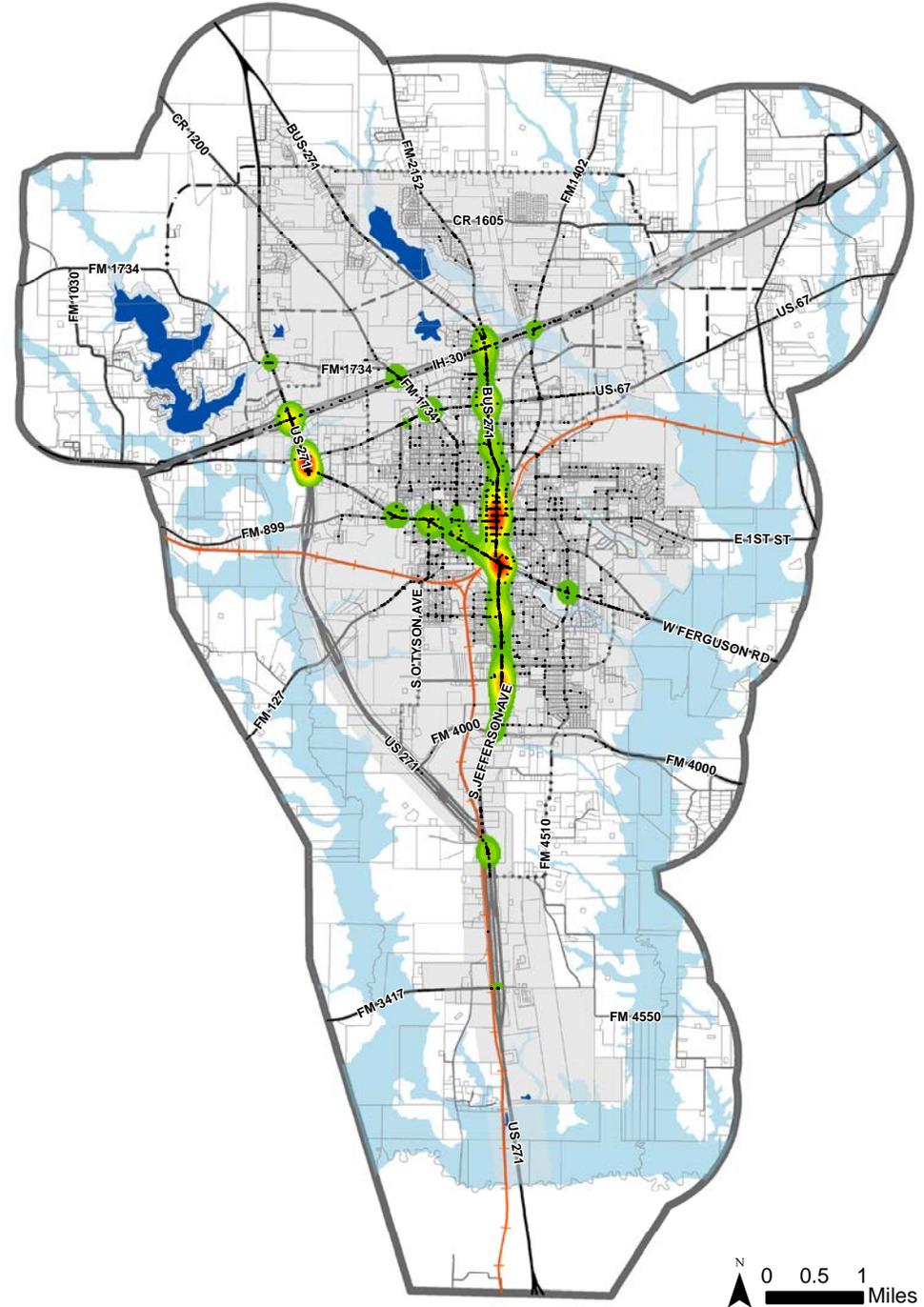
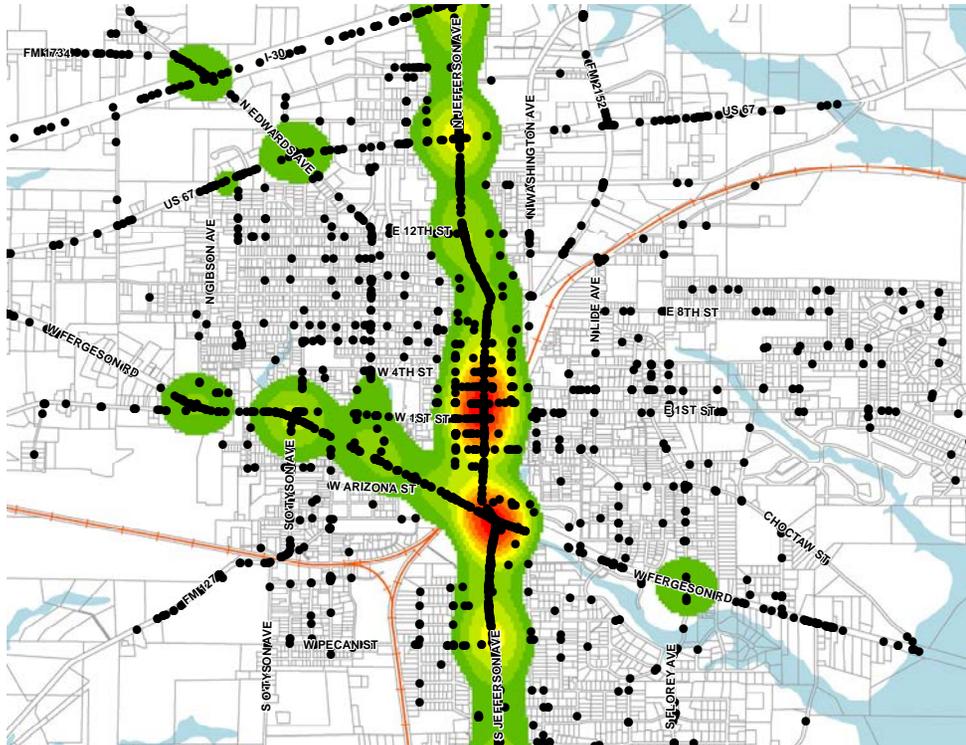


# CRASH HEAT MAP

## Legend

- Crash Locations
- Low Crash Density
- Medium Crash Density
- High Crash Areas
- Local Streets
- Railroads
- Lakes
- City Limits
- ETJ Limits
- Floodplain

Central Mount Pleasant



## THOROUGHFARE PLAN UPDATE

The 2022 Thoroughfare Plan was updated as part of the Comprehensive Plan to align future investments with the land use and growth recommendations. The 2022 Thoroughfare Plan is shown on page 50. When conducting the thoroughfare plan update analysis, several key considerations were made to ensure the Thoroughfare Plan was in alignment with the vision and guiding principles of the Comprehensive Plan, as well as the Future Land Use Plan. The six key highlights of the 2022 Thoroughfare Plan are listed and described below.

### I-30 FRONTAGE ROAD CONNECTIONS

As described in the previous section, adding new connections to the frontage roads along I-30 is of great importance. Establishing future frontage road connections on the Thoroughfare Plan will provide City Staff with the vision they need to start coordinating with TxDOT to develop these frontage roads, which will in turn enhance regional connectivity and provide future development opportunities.

#### *I-30 Overpass and Frontage Road Intersection*



## COUNTY ROAD 3010 BRIDGE CONNECTION

Today, there is a small, two-lane bridge facility that passes over the I-30 corridor. This existing bridge connection should be capitalized on to encourage new development and ease of connectivity over the interstate. Expanding this bridge was identified as a key opportunity to reduce the north/south connectivity barrier created by I-30 and to enhance I-30's corridor development. This bridge upgrade project will positively affect Mount Pleasant's economic development and future land use strategies, but to do this will also require the successful construction of the proposed I-30 frontage roads.

#### *CR 3010 Bridge*



## SPECIAL CONSIDERATION INTERSECTIONS

The Thoroughfare Plan establishes a new category for intersections in Mount Pleasant, called Special Consideration Intersections. There are three Special Consideration Intersections in the Thoroughfare Plan, the intersection of State Highway 49/W Ferguson Road and W 1st Street, the intersection of State Highway 49/W Ferguson Road and S Jefferson Avenue, and the future intersection of E Magnolia Drive and Alexander Road. This designation recommends a deeper study into these existing intersections to strategize solutions for connectivity or safety purposes. Results of these studies can consist of several different solutions, including traffic signal enhancements, pedestrian safety enhancements, roadway redesign, construction of a roundabout, or other intersection-related improvements.

## TRAIL DEVELOPMENT

Community feedback indicated a desire for a connected network of pedestrian and bicycle trails. Trails can present themselves in multiple forms and serve multiple purposes. A future trail network has been established in this Thoroughfare Plan and in the Mount Pleasant Parks, Trails, Recreation, & Open Space Plan. The trail network in this Thoroughfare Plan can be on or off-street facilities, and can be a hard surface trail, soft surface trail, or a multi-use trail. The trails established in this network prioritizes pedestrian connectivity by connecting neighborhoods to schools, parks, Downtown, and other key destinations. For a more in-depth analysis on the proposed Mount Pleasant Trail Network, please review the Mount Pleasant Parks, Trails, Recreation, & Open Space Plan.

### *Existing Trails (Located at the Mount Pleasant Sports Complex)*



## NEW CONNECTIONS

Several new roadway connections are presented in the Thoroughfare Plan. These connections will enhance connectivity to existing and proposed developments in Mount Pleasant that can further economic and future land use initiatives. The following is a list of the proposed new connections in the Mount Pleasant Thoroughfare Plan:

- Interstate 30 Frontage Roads
- Extension of Billy Daniel Street to FM 1734
- Proposed street south of Tankersley Lake that has been presented in the future proposed Anderson Development
- East/west connector between BUS 271/N Jefferson Avenue and US 271 on the northwest side of the city
- Extension of CR 1612 on the northeast side of Mount Pleasant that will tie into the CR 3010 bridge expansion project
- New street connections in the Mount Pleasant Business Park

## EXISTING STREET UPGRADES

Several existing streets in Mount Pleasant were designated for future enhancements. These upgrade projects were established through a review of future roadway functional classifications to account for proposed developments and their impact on future traffic congestion. Below is a list of the future proposed street upgrades established in the Thoroughfare Plan:

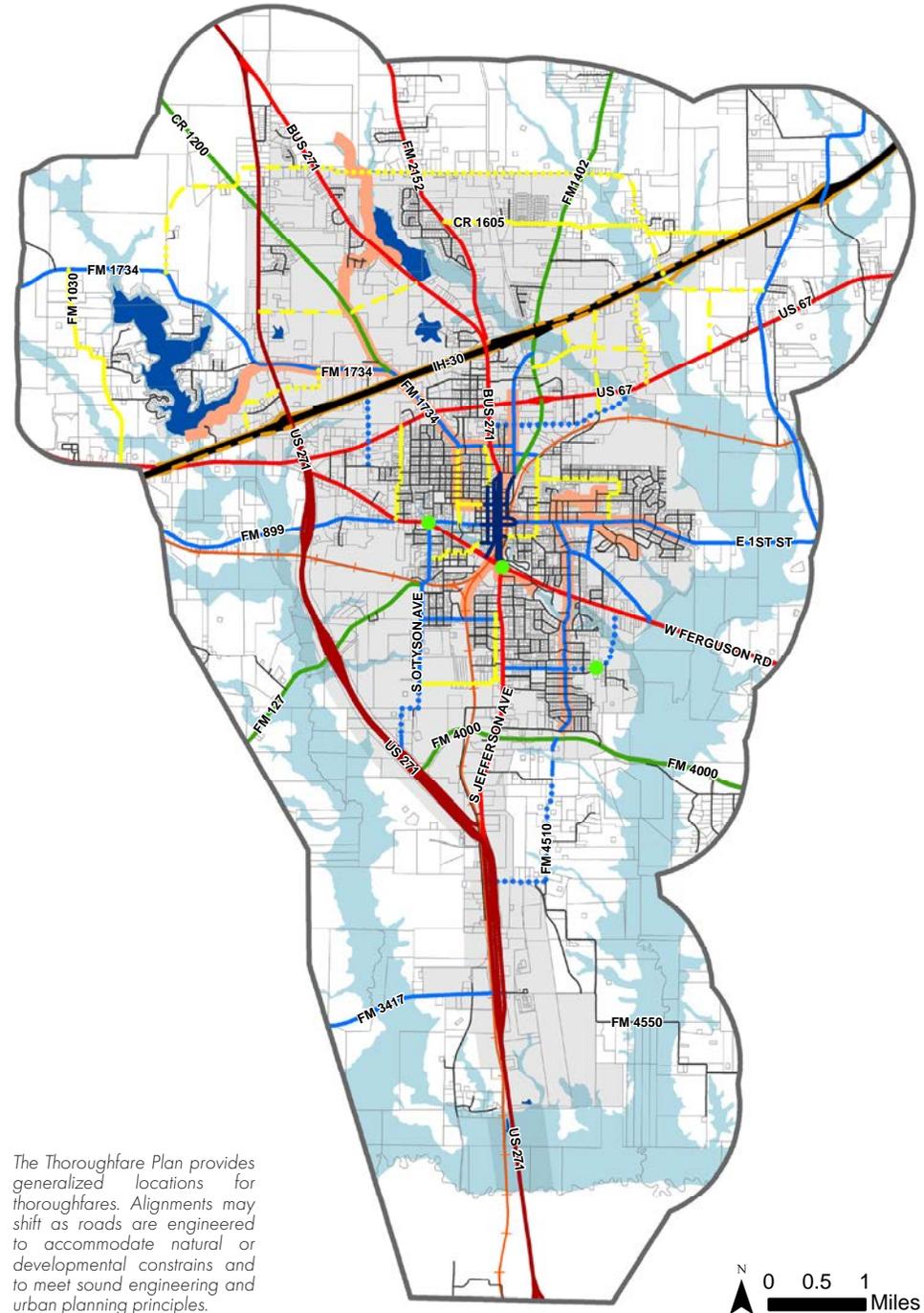
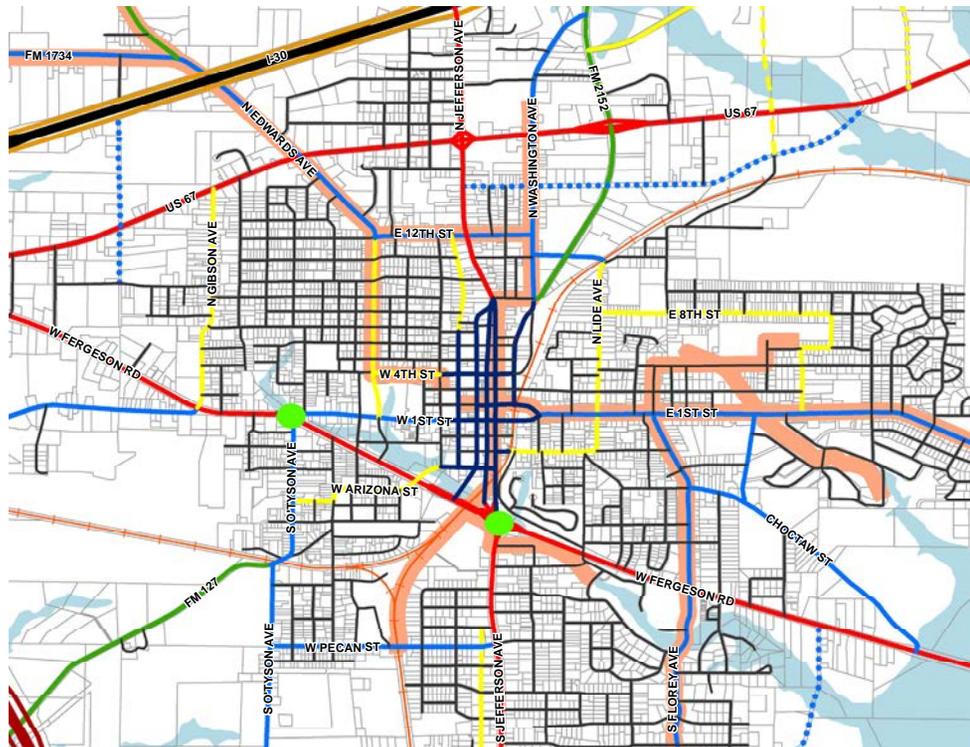
- CR 1314/CR1612 on the northeast side of Mount Pleasant bordering the city limits
- E 14th Street in central Mount Pleasant
- CR 3010 along with the bridge crossing over I-30
- Burton Road running perpendicular to the I-30 existing frontage roads
- Magnolia Drive/Alexander Road (along with the future proposed intersection)
- CR 4510 in the southern end of Mount Pleasant (this project is outside of the city limits and will require coordination with Titus County)
- Southern end of O'Tyson Avenue connecting to US Highway 271

# THOROUGHFARE PLAN

## Legend

-  Interstate
-  Interstate Frontage
-  Principal Arterial - Highways
-  Major Arterial
-  Minor Arterial
-  Major Collector
-  Minor Collector
-  Downtown Thoroughfares
-  Special Consideration Intersections
-  Trail Network
-  Local Streets
-  Railroads
-  Lakes
-  City Limits
-  ETJ Limits
-  Floodplain

●●●●● Dotted lines indicate interim streets  
 - - - - - Dashed lines indicate future streets



The Thoroughfare Plan provides generalized locations for thoroughfares. Alignments may shift as roads are engineered to accommodate natural or developmental constraints and to meet sound engineering and urban planning principles.

## FUNCTIONAL CLASSIFICATIONS

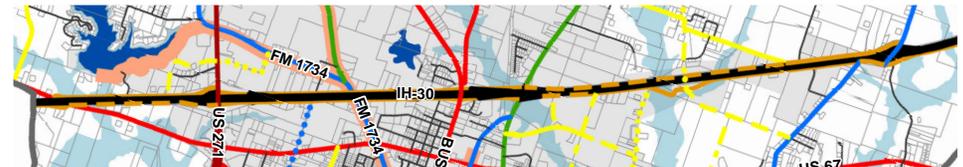
In addition to determining where future roads should be built, the Thoroughfare Plan identifies multiple levels of road types, or functional classifications. The purpose of establishing functional classifications is to provide a hierarchy of road designs that suit a range of mobility needs for users. Within the realm of roadway design, there are two functions roads must serve for users: mobility, which is the need to move people throughout the city, and access, which describes the ability to reach local destinations.

Functional classification levels range from high mobility/low access highways to low mobility/high access local roads. Having a well-defined hierarchy in a road network helps to streamline the design standards for roadways within a jurisdiction, making the city easy to navigate for users. Below describes Mount Pleasant's Thoroughfare Plan functional classifications. Proposed cross sections are also provided for Major Arterials, Minor Arterials, Major Collectors, Minor Collectors, and Downtown Thoroughfares.

### INTERSTATE

Interstate 30 contains the only Interstate functional classification in the Thoroughfare Plan. These are major regional connectors and are maintained by TxDOT. The high traffic facilities bring regional traffic through Mount Pleasant which should be capitalized on with I-30 corridor development.

*I-30 Frontage Road Connections in the Thoroughfare Plan*



### FRONTAGE ROADS

The Frontage Road classification designates existing and future frontage road connections. The Thoroughfare Plan completes and realigns Mount Pleasant's frontage road network. Thorough coordination with TxDOT should occur to implement this vision.

*US Highway 271 Ramp*



### PRINCIPAL ARTERIAL - HIGHWAYS

US 271 has been designated as a Principal Arterial – Highway in the Thoroughfare Plan. This TxDOT facility moves regional traffic and provides an opportunity for warehouse and manufacturing development.

## MAJOR ARTERIAL

Major Arterial roads provide mobility to nearby areas outside the city while also providing access to major developments. These roads are the largest ones that fall within the City’s responsibility for investment, and frequently intersect with major highways and other TxDOT facilities. Speeds are estimated to be between 40 and 45 mph on these roads, and the minimum roadway intersection spacing is recommended to be between 1/4 and 1/8 miles.

It is recommended that the right-of-way width for Major Arterials be between 110 and 130 feet. The recommended cross section is a six-lane divided configuration with 12-foot through lanes and a 16-foot median that can allow for turning queue storage at major intersections. The parkway area behind the curb is set to be between 11 and 21 feet wide, with a 6-foot buffer and a 5-foot sidewalk to ensure maximum pedestrian comfort. Wider pedestrian facilities are recommended if additional right-of-way is available. There are no new road connections recommended to be classified as Major Arterials. The graphic to the right shows the cross section for Major Arterials.

Major Arterial Cross Section



US 67/ 16th Street



## MINOR ARTERIAL

Minor Arterials provide connections between major developments and neighborhoods and are best suited for roads with moderate traffic levels. Speeds are estimated to be within 35 and 40 mph, and the minimum roadway intersection spacing is recommended to be between 1/4 and 1/8 miles.

The recommended right-of-way width for Minor Arterials is between 90 and 100 feet. The cross section is design to be five lanes – 4 travel lanes that are 12 feet wide, and a 14-foot two-way left turn lane in the center. The parkway width may vary from 14 to 24 feet and should include a 6-foot buffer from the back of curb and a 5-foot sidewalk for pedestrians. There are no new road connections recommended to be classified as Minor Arterials. The graphic to the right shows the cross section for Minor Arterials.

Minor Arterial Cross Section



Industrial Road



## MAJOR COLLECTOR

Major Collectors are roads that are used to primarily connect neighborhoods to each other. Major Collectors provide a high amount of access, but a lower amount of mobility compared to arterials. Speeds are recommended to be between 30 and 35 mph, and the minimum roadway intersection spacing is recommended to be 300 feet. The recommended right-of-way width for Major Collectors is between 70 and 90 feet. The cross section is designed to be three-lanes – 2 travel lanes that are 12 feet wide, and a 12-foot two-way left turn lane in the center. The parkway width may vary from 17 to 27 feet and should include a 6-foot buffer from the back of curb and a 5-foot sidewalk for pedestrians. Major Collectors have a high opportunity for enhanced pedestrian facilities wherever the neighborhood demand is appropriate, due to the ample amount of space in the parkway. The graphic to the right shows the cross section for Major Collectors.

## MINOR COLLECTOR

Minor Collectors provide the highest access and the lowest mobility of the functional classifications. Speeds are recommended to be between 30 and 35 mph, and the minimum roadway intersection spacing is recommended to be 300 feet. The recommended right-of-way width for Minor Collectors is 60 feet. The cross section is designed to be two 16-foot lanes. The parkway width is recommended to be 14 feet and should include a 5-foot buffer from the back of curb and a 5-foot sidewalk for pedestrians. Minor Collectors also present an opportunity for enhanced pedestrian facilities wherever the neighborhood demand is appropriate, due to the ample amount of space in the parkway. The graphic to the right shows the cross section for Minor Collectors.

Major Collector Cross Section



FM 1001



Minor Collector Cross Section



N Gibson Avenue

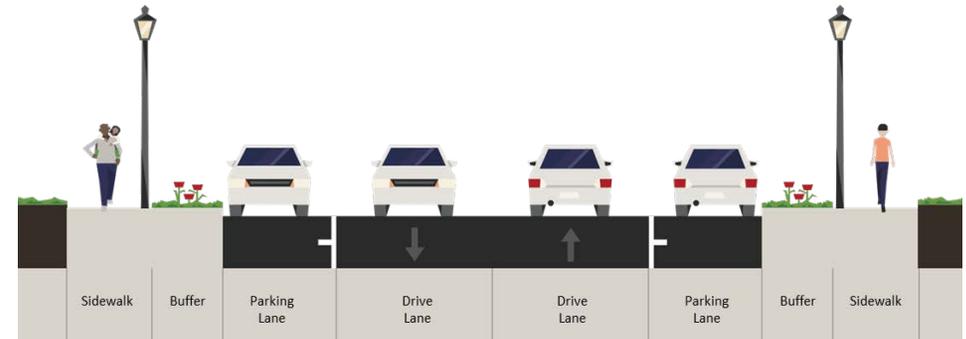


## DOWNTOWN THOROUGHFARES

The final road classification identified on the Thoroughfare Plan is the Downtown Thoroughfares street type. These roads were specifically designated due to the unique context and needs downtown streets serve. Typically, they have more constrained right-of-way widths and need to provide enhanced multimodal experience. An example of a recommended Downtown cross section is shown the graphic to the right but should remain flexible. This cross section shown is intended to be used more as a guideline to allow for an array of street design types. Important elements to consider in a Downtown street section include the following:

- On-street parking (angled or parallel);
- Buffer zone for landscaping/street trees;
- Wide sidewalks to encourage walkability;
- On- or off-street bicycle facilities, where applicable; and
- Pedestrian scaled lighting to enhance safety & comfort.

*Downtown Thoroughfares Example Cross Section*



*W 3rd Street*



## LOCAL ROADS

The local road designation applies to all other roads in the City. While there is no standard cross section recommended, local roads should all serve a similar purpose. These roads are designed to provide users with a high amount of access and are usually located in residential neighborhoods. Speeds on local roads should fall within 20 to 30 mph.

*W 6th Street*



## CONTEXT ZONES

While the Thoroughfare Plan road classifications have standard cross sections for future road design, these sections will not always be the precise solution for each road project. The goal of these sections is to set a starting point, knowing that some elements may vary with each road’s unique set of criteria. One of these criteria that frequently alters a road’s design is nearby land use context. For example, a road located in a residential context serves a different function than a road located in an industrial context. Another criterion consists of available right-of-way. The right-of-way requirements established for the functional classifications in this Thoroughfare Plan are flexible to allow for a case-by-case analysis of future roadway projects. The table to the right summarizes all of Mount Pleasant’s functional classifications right-of-way guidelines.

For the purposes of this Thoroughfare Plan, three unique context zones are identified to allow for flexible design that maximizes each road’s function. These context zones enable context-sensitive design solutions for streets in all areas of Mount Pleasant’s city limits and ETJ.

- **Urban** - Urban streets are in Downtown and the surrounding core areas of the City and are oriented more around destinations. They are typically retail-oriented, with more generous parkway widths that prioritize pedestrians over vehicles. Speed limits are lower and lane widths are narrower than standard streets to encourage drivers to exercise caution in these areas and encourage walkability. While the height of buildings varies within Downtown, building facades are typically located at the edge of the right-of-way creating a more urban character. On-street parking is permitted as well to allow drivers to access destinations more easily.
- **Suburban** – Suburban residential streets serve the purpose of getting users to and from their homes. They typically have more travel lanes, but less lane width than the standard section to accommodate the heavier traffic volumes that occur during the AM and PM peak hours. Residential streets should have ample landscaping that compliments the character of the residential development, and commercial buildings are typically lower scale and set back from the street. Bicycle and pedestrian facilities should have a high priority in these areas for residents to use recreationally.
- **Rural** – Rural streets are roads located outside of Mount Pleasant’s city limits that have a rural or industrial context. Many aspects of the cross section for rural roads will change over time as areas develop. The buildings in these areas are low in scale but have a large footprint and setback from the road to allow for trucks to have ample ingress and egress. The lane widths and driveway widths of these roads should be widened to accommodate these trucks, and outside lanes should be even wider for turning movements or possible on-street parking. For access purposes, all roads should have an undivided cross section. If more room is needed to accommodate these modifications, extra width can be taken from the parkway space, as there is less demand for bicycle and pedestrian facilities.

Functional Classification	Right-of-Way Guidelines
Major Arterials	110’ - 130’
Minor Arterials	90’ - 100’
Major Collectors	70’ - 90’
Minor Collectors	60’
Downtown Thoroughfares	Varies

Urban Street



Suburban Street



Rural Street



## MOBILITY & CONNECTIVITY ACTION ITEMS

- Prioritize future transportation investment dollars in projects identified in the Thoroughfare Plan. Create a “checklist” of desired projects and project types with anticipated completion dates. Utilize this checklist as a tool to focus future mobility funding for projects that have been identified in this Thoroughfare Plan.
- Conduct a review of missing sidewalks and existing sidewalk conditions in Mount Pleasant and incorporate the results of this analysis into a geodatabase to review the results in a GIS mapping software.
- Establish a citywide initiative to construct sidewalks in existing central city neighborhoods. Specific projects should be prioritized to connect residents to schools, parks, Downtown, and other key destinations. Incorporate this initiative into future capital improvement budgeting documents and city policies.
- Conduct an Interstate 30 Corridor Study. This corridor study should specifically review the following:
  - A review of peer communities that have recently completed similar frontage road construction projects.
  - A coordination plan with TxDOT that will be needed to successfully construct I-30 frontage roads.
  - Establish community-backed desired I-30 development or redevelopment projects and specific land uses.
  - Necessary zoning code amendments needed for properties adjacent to the corridor that the city can proactively re-zone to prepare for I-30 frontage road development.
  - A future I-30 corridor branding guide that establishes the character, aesthetics, streetscape elements, branding and gateway elements, and more for the future of the corridor.
  - Implementation strategies to attract future highway development that include funding strategies to realize this vision.

## MOBILITY & CONNECTIVITY ACTION ITEMS

- Construct the Trail Network established in the Thoroughfare Plan. Prioritize trail construction projects based on those that will have the greatest benefit for pedestrian safety and connectivity. The first project that should be constructed should be a pedestrian trail underpass underneath I-30 along FM 1734/Old Paris Road (see the Mount Pleasant Parks, Trails, Recreation, & Open Space Plan for further details on this project).
- Conduct a Mount Pleasant Trail Network Feasibility Study to establish specific alignments, costs, and trail types for the entirety of the Trail Network. Consider the feasibility of on-street bicycle facilities along trails in Downtown Mount Pleasant. Incorporate the results of this study into future budgeting, bonds, and other funding mechanisms used by the City.
- Perform a Pavement Condition Assessment (PCA) on all roads maintained by the Public Works Department to determine project priorities on existing streets.
- Conduct individual intersection analyses on all Special Consideration Intersections to identify solutions to the existing traffic, safety, or connectivity-related issues. Prioritize safety for vulnerable roadway users in these intersection studies.
- Explore options to fund roadway projects identified in the Thoroughfare Plan including bonds, grants, and partnerships with other entities such as Titus County and TxDOT.
- Fund and construct bridge upgrades to the CR 3010 bridge connection on the east side of Mount Pleasant. Couple this project with the feasibility of extending CR 3010 to the existing CR 3230 roadway.
- Update the Mount Pleasant roadway design standards to incorporate the new cross sections and context-sensitive design solutions established in this plan.

05



**INFRASTRUCTURE &  
UTILITIES**

## INTRODUCTION

Infrastructure and utilities are the backbone of any city. They are essential services that need to be carefully planned for to implement the vision established in the Future Land Use Plan. The City of Mount Pleasant provides water and sanitary sewer infrastructure to residents in the city limits and portions of their extra-territorial jurisdiction. As new development comes into the City of Mount Pleasant, it is important to understand the impacts on existing infrastructure and to anticipate the facilities needed for successful implementation.

### *Mount Pleasant Infrastructure*



## INFRASTRUCTURE & UTILITIES POLICIES

The policies below establish the direction for the future of utilities and infrastructure in Mount Pleasant. These policies will assist the City in realizing the vision established in this plan. Future utility and infrastructure investments should review the policies below to ensure alignment with the City's overall vision.

- The City of Mount Pleasant will provide exceptional utility and infrastructure services to residents.
- The City of Mount Pleasant will prioritize infrastructure investments in locations that support the vision established in the Future Land Use Plan.
- The City will conform to State and Federal requirements applied to the City's infrastructure and utility services.
- The City will respond to utility and infrastructure requests in a timely manner and will provide excellent customer service to residents.
- The City will continue to uphold existing utility and infrastructure amenities and will make updates when necessary to maintain a high quality of life for those who use the infrastructure facilities.
- The City will strategically plan for new infrastructure investment upgrades and extensions based on life expectancy of existing facilities, as well as future growth and development.

## EXISTING CONDITIONS OVERVIEW

The City of Mount Pleasant's Utility Department oversees approximately 205 miles of water system piping, 126 miles of sanitary sewer mains, over 600 fire hydrants, and approximately 4800 active water meters. Along with this infrastructure, the Utility Department oversees personnel, utility billing, and are responsible for the installation of new water meters and the cleaning of sewer lines and manholes.

Today, the City of Mount Pleasant has its own water Certificates of Convenience and Necessity (CCN) district, which generally follows current city limit lines but includes a portion of the ETJ on the west side of the City. The remainder of the ETJ is served by the Tri-Special Utility District and well water connections in rural parts of the ETJ. The City maintains two water treatment plants, one being located along the north side of the I-30 corridor, and one in the southwest of Mount Pleasant's city limits west of US Highway 271 near Lake Monticello. The City also owns two wastewater treatment plants – with one being leased by Pilgrim's Pride. The City's wastewater treatment plant, called the Southside Wastewater Treatment Plant, is in the south portion of Mount Pleasant just east of the Mount Pleasant Regional Airport. The leased Pilgrim's Pride Wastewater Treatment Plant is located on FM 127 just west of US Highway 271 and the Pilgrim's Pride warehouse facility.

In addition to this water and wastewater infrastructure, the City maintains three elevated water storage tanks that have a combined capacity of holding up to 1.8 million gallons of water, five ground storage tanks that obtain a capacity of 5.3 million gallons of water, and multiple lift stations to support the City's infrastructure needs.

*Water Towers in Mount Pleasant*

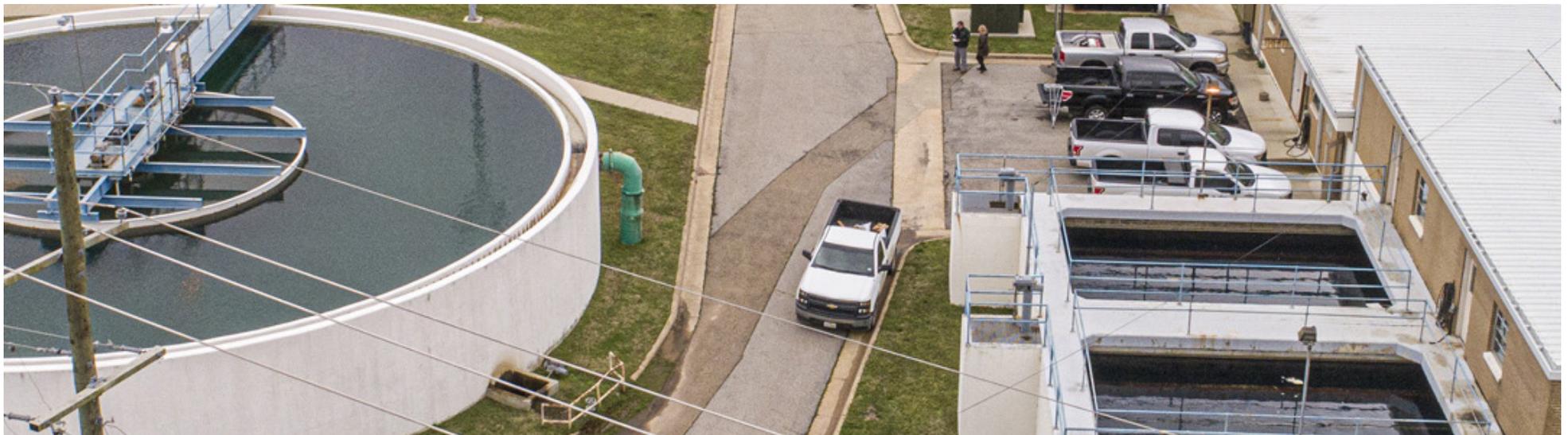


The City of Mount Pleasant currently holds a total of 16,598 acre-feet per year in water rights and provide resident's water supply from three different sources. Primary water sources are pulled from Lake Bob Sandlin and Lake Cypress Springs. Emergency pumping capabilities are also available at Tankersley Lake. The existing water treatment plants have a combined average daily production of approximately 7.4 million gallons per day (MGD), but in the summer months this number can reach an average of 10 – 11 MGD. Total capacity for both water treatment plants can reach up to 17 MGD. The Southside Water Treatment Plant treats an average daily flow of 2.0 MGD. In addition to the existing water and sanitary sewer infrastructure, the City of Mount Pleasant is utilizing their Capital Project Funds to construct several new infrastructure projects and are listed below:

- Design of Basin Sewer Line
- Big Tex Lift Station
- 24" Water Line
- I-30 Water Storage
- School Street Storage
- Water Plan Update
- HC Sewer Interceptor

As the City continues to develop in the future, the focus of the vision for Mount Pleasant's infrastructure and utilities should be to maintain existing infrastructure and make updates to aging infrastructure and capacity constraints. To align the vision of the Future Land Use Plan with infrastructure needs, a Water Master Plan and a Wastewater Master Plan could be conducted. The Water Master Plan Update has already been identified as a future project in Capital Project Funds budget. Strategically projecting future water and wastewater needs are important tools the City can use to guide the growth of the community and ensure the availability of water and sanitary sewer infrastructure. Planning for future utility improvements also guarantees that extensions will be completed methodically with public financing constrains in mind.

#### *Mount Pleasant Water Treatment Plant*



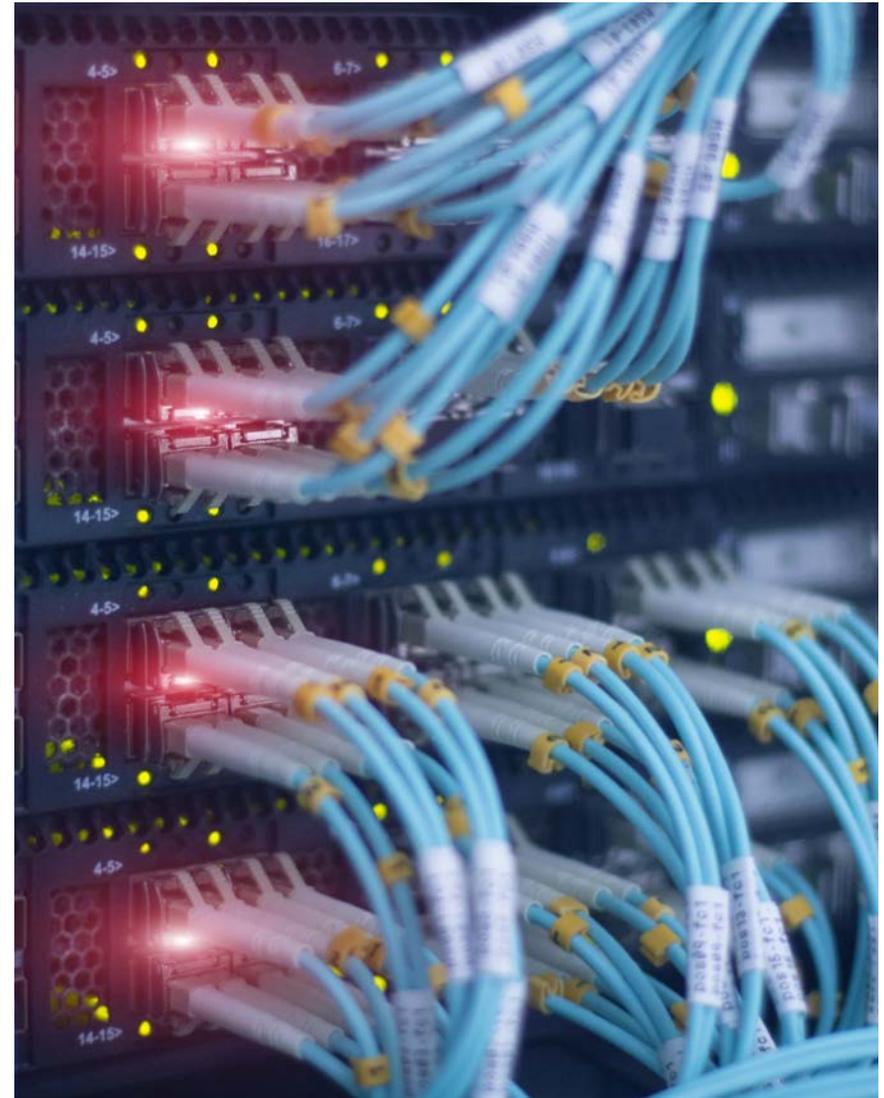
## FIBER AND BROADBAND INTERNET SERVICE

Communication is the lifeblood of our economy, connections, relationships, collaboration, safety, access, transparency, equity, productivity, and so much more. It is essential that Mount Pleasant stay at the forefront of communication by making targeted investments to enhance the communication of the City in a proactive and aggressive fashion. Fiber and/or broadband internet access is now considered an essential component of a city's infrastructure. Businesses, schools, retail stores, and organizations are all integrating the use of the internet into daily events and activities. As the City of Mount Pleasant grows and develops in the future, the City must work together with the private sector to attract investments in broadband and fiber internet infrastructure.

To encourage new fiber network investments, Mount Pleasant should maximize new internet infrastructure by encouraging multiple fiber or broadband internet operators to be located on new infrastructure. The City obtains many assets such as streetlamps, rooftops, parks, and open spaces that hold the potential for broadband deployment. Coordination amongst City departments is necessary to obtain the necessary regulatory documentation needed to construct new fiber or broadband infrastructure including franchises for fiber/broadband providers, fiber optic right-of-way agreements, and land lease agreements.

Adding additional fiber network infrastructure will allow residents and business owners to run daily operations more efficiently. The City should continue to work with communication partners to improve existing internet service and to broaden available fiber and broadband internet service to more of the community.

*Fiber Internet Infrastructure*



## INFRASTRUCTURE & UTILITIES ACTION ITEMS

- Conduct a Water Master Plan to analyze in detail the City's future water demand and updates that will be needed to serve anticipated capacity.
- Conduct a Wastewater Master Plan to analyze in detail the City's future wastewater demand and updates that will be needed to serve anticipated capacity.
- Review existing water and wastewater systems in Downtown to identify any upgrades needed to support the future vision for Downtown.
- Perform a fiscal analysis of the City's long-term infrastructure investments to ensure future developments are supported and fiscally responsible.
- Align the City's future infrastructure investment projects and funding mechanisms with the vision set forth in the Future Land Use Plan.
- Continue to maintain the City's geodatabase of existing infrastructure, including water and wastewater utilities, and make updates when necessary. Review this geodatabase annually to ensure accuracy.
- Continue to work with existing communication partners to improve existing internet service and to broaden fiber/broadband internet service throughout the community.



# 06



## INTRODUCTION

Municipal services are essential to the success of every resident's day-to-day operations in a city. City services include police, fire, and emergency services, but also include other procedures such as trash pickup, street maintenance, animal services, and more. This chapter conducts a review of existing city services and city-owned facilities and makes recommendations for improvements.

*Mount Pleasant Animal Services Building*



*Mount Pleasant High School*



## CITY SERVICES & FACILITIES POLICIES

Below establishes the policy direction for the future of city services and facilities in Mount Pleasant. These policies will assist the City to create unified municipal services and facilities investment decisions in the future.

- The City of Mount Pleasant will continue to provide residents with high-quality municipal services in the years to come by continually evaluating personnel, resources, and training procedures.
- The City will guide future growth in Mount Pleasant by strategically targeting development that is in alignment with this Comprehensive Plan.
- The City of Mount Pleasant will continue to provide exceptional leadership to residents through locally elected officials, City Staff, and members of municipal boards.
- The City shall continue to provide exceptional municipal facilities, including gathering spaces, recreation centers, parks, and trails for people who live and visit Mount Pleasant.
- The City shall continually coordinate with partnering agencies such as the Titus County/Mount Pleasant Chamber of Commerce, the Mount Pleasant Economic Development Corporation, TxDOT, Mount Pleasant's Main Street Program, and more.
- The City shall protect the historical integrity and character of Downtown Mount Pleasant.
- The City should continue to provide high-quality events for residents and visitors to Mount Pleasant.
- The City will continue to provide exceptional education services and facilities for the children of Mount Pleasant, as well as additional education opportunities for all members of the community.

## EXISTING CONDITIONS OVERVIEW

The responsibility of a city continues to be to support the existing and growing population. While utilities are important for supporting the population, contributing to an excellent quality of life beyond utilities is important. These municipal services typically include providing parks and recreation and activities, maintaining a good balance of emergency services, and ensuring that the resources and facilities needed for the city and its partners are in place. Critical to providing excellent services and facilities is securing the funds to do so, one source being the city budget.

The City's General Fund budget is used to account for traditional government services, including animal services, building and code services, municipal court, parks, and public safety. By increasing the City's tax base through private sector development, exploring additional sources of funding and strategically assessing the budget, revenue can be managed to support an increase in the quality and/or quantity of city services and facilities.

## MUNICIPAL SERVICES AND FACILITIES

Mount Pleasant has several facilities that are used to support the day-to-day operations of the City, including general city departments (such as City Hall, Public Works, and emergency services), utilities, parks, cemeteries, and communication and water towers. It is important that these services are strategically located across the City, when necessary, to serve the population adequately.

Mount Pleasant has multiple emergency services facilities, including two fire stations – one south of Interstate 30 neighboring Fair Park, and another southwest of W Ferguson Road and Florey Avenue neighboring Dellwood Park – the Police Department, and the Titus Regional Medical Center and surrounding facilities. The City should have one fire station per 10,000 residents, maintaining a response time under 6 minutes. Mount Pleasant police resources should be strategically located to respond in as little time as possible. As resources grow, it may be necessary to conduct a facilities study to see if additional police, fire, or other community facilities are necessary to support future growth areas of the community. The under-construction Pilgrim's Community Center is one example of growth needs being met with the addition of more facilities.

*Mount Pleasant Fire Station*



*Mount Pleasant Police Department*



## PARKS AND TRAILS

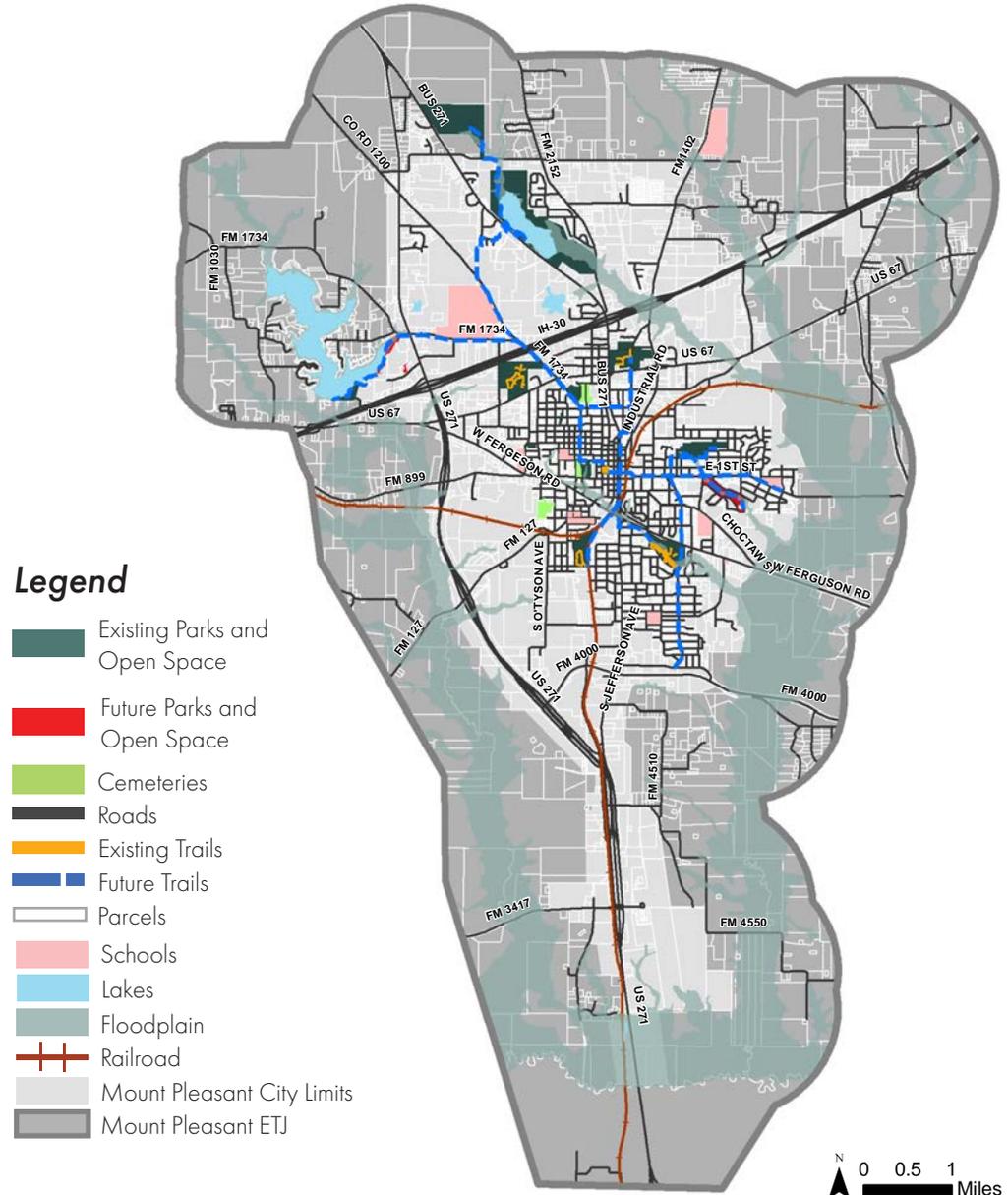
A study was conducted to understand how the Mount Pleasant parks and recreation system is serving the community, resulting in the 2022 Parks, Trails, Recreation, and Open Space Plan. The document reflects a vision of what the system should be, based on community feedback. The National Recreation and Park Association (NRPA) recommends that park systems consist of 6.25 to 10.50 acres of parkland or open space per 1,000 residents. With the city lakes subtracted, the Mount Pleasant system provides 39 acres of parkland per 1,000 residents – well above the recommendation. With this information, community feedback focused on improving the quality of the park system versus the creation of additional parks.

With a half-mile buffer around each park to show location-based access, areas of opportunity were revealed in areas to the north and south of the City. As these areas develop, it is critical that they are served by the construction of parkland. In addition, a healthy ratio of parkland per residents should be maintained per a reputable source, such as the NRPA. One method of securing funding for additional parkland and resources includes parkland dedication fees.

Parkland and trails dedication fees, a requirement for developers and builders to dedicate land and/or pay a fee to be used by the City to develop new parks and trail facilities (Fees-In-Lieu), is an idea that the demand for new parkland in undeveloped areas is increased by new development. Therefore, the cost for maintaining adequate access in these areas should be shared with those creating the demand. By utilizing parkland dedication fees, budgetary funds may be freed for additional services or other areas of the City.

For more information, please view the Mount Pleasant Parks, Trails, Recreation, & Open Space Plan.

*Mount Pleasant Parks and Trails Map  
 (See the Mount Pleasant Parks, Trails, Recreation, and Open Space Plan for Full Map)*



## EDUCATION

Mount Pleasant Independent School District has eight schools – one development center, four elementary schools, two middle schools, and one high school. The City should partner with the school district to ensure that Mount Pleasant has an adequate number of schools and spacing to support the existing and future population of students, including supporting activities and resources in the facilities. One method of ensuring that space is available for a future school is through a dedication ordinance. The ordinance should require developers to reserve space for public facilities to create walkable, educational facilities within communities. If space cannot be provided, a fee should be imposed for the city to use towards the purchase of additional land or fund educational resources.

Educational and community facilities should also be used to further Mount Pleasant's influence in promoting educational opportunities, both scholarly and professionally. Additional opportunities include language, advanced level /college readiness, and career/technical classes. Supporting an array of educational opportunities can help create a competitive student body and workforce that is prepared to contribute economically back to the community.

### Mount Pleasant High School



### Mount Pleasant Events



## CITY EVENTS

City events are a great opportunity to support activities for all ages and not only give locals something to look forward to, but they can also be used as a regional draw for visitors. Mount Pleasant offers several events year-round, including Cinco de Mayo on the Square, the Titus County Fair, Wine Festival on the Square, PineFest, and the Boots and Bells holiday celebration. Events should be marketed to the community and region for a successful turnout, and ample space should be provided to continue events as visitors grow. The Titus County Fair has continued to attract visitors to the extent that it is outgrowing its' current facilities. Expansion of the fairgrounds should be explored to increase the capacity.

Funding is important to hosting the numerous events and supporting the growth of them, and additional partnerships should be explored to help reduce the cost to the City and existing partners who help with the events. Mount Pleasant events are sponsored by the Chamber of Commerce, and this partnership should continue. Additionally, key employers and organizations should be approached to create a larger partnership to help create more and larger events.

## DOWNTOWN MOUNT PLEASANT

Downtown Mount Pleasant is a well-loved community asset. The 42-block Downtown is configured into a street grid and boasts numerous historic structures. The Mount Pleasant Main Street program maintains the aesthetics and supports local business owners. Residents of Mount Pleasant desire additional shopping and dining destinations in Downtown. A more detailed analysis should be performed on Downtown Mount Pleasant to further understand future demand for shopping, dining, and other destinations, as well as future parking needs, street design, and streetscape elements. The City should conduct a Downtown Master Plan to further identify specific strategies and actions that are needed to enhance Downtown while preserving its historic character into the future.

### *Downtown Mount Pleasant*



## CITY SERVICES & FACILITIES ACTION ITEMS

- Adopt a citywide policy requiring one fire station per 10,000 residents.
- Adopt a public Parkland and Trail Dedication Fee, and/or Fee-in-Lieu ordinance for all future development in Mount Pleasant.
- Adopt a dedication ordinance and fee for school land based on the ultimate population of future residential developments.
- Explore the purchase of additional parkland, or partner with a large property owner, to support a larger County Fair.
- Partner with Mount Pleasant ISD and local employers to partner students with career sponsors before graduation.
- Conduct a facility needs assessment for a future Mount Pleasant Police Department facility.
- Conduct a facility and services needs assessment for the new residential development expected to occur in the north of Mount Pleasant above I-30. Review the impact this development will have on local services such as police, fire, and EMS, as well as infrastructure needs, schooling needs, roadway impacts, and other relevant impacted sectors. Incorporate the results of this needs assessment into future city policies, city services and facilities planning documents, and future budgets.
- Conduct a Downtown Master Plan for Downtown Mount Pleasant. This planning process will allow the City to work with stakeholders and the public to establish a unified vision to specifically support the longevity of Downtown.

*Mount Pleasant Municipal Building*



# 07



## INTRODUCTION

Being active about implementing the Comprehensive Plan is important to ensuring that all the recommended actions are completed to move the city closer to achieving its goals. However, it is unlikely that a city will achieve all actions and goals at once. Therefore, having an implementation strategy is key to prioritizing what items to complete and a timeframe for completion. Some actions are time-based while others may require funding that is not yet available. Implementing the Comprehensive Plan should be a shared effort with the different groups and organizations with ties to Mount Pleasant to maintain accountability for the Plan's implementation.

## KEY PARTNERS

Partnerships are key to implementing the Comprehensive Plan and maintaining that the appropriate groups are involved. Key partners should include local employers, Mount Pleasant ISD, Titus County, TxDOT, property owners, and community organizations. These partners critical to ensuring long-term support for the Plan and can assist in funding and sharing responsibility for implementing the Comprehensive Plan. As the Comprehensive Plan is implemented, these key partners should remain involved.

## USAGE, UPDATES, AND AMENDMENTS

This Comprehensive Plan takes precedence over all other municipal plans, unless otherwise stated. A city's comprehensive plan should be updated periodically to remain relevant to the changes in the community. A Comprehensive Plan update should always include input from the public to guarantee actions created in the plan are backed by the community. It is recommended that the Comprehensive Plan should be updated no later than every five to seven years, and should include a review of current conditions, opportunities for the community to voice their opinions, and a new Comprehensive Plan Advisory Committee.



## FINANCING

Funding can come from many sources, including partnerships, organizations, grants, and ordinances. Understanding each source of funding and the amount can help plan the implementation of the Comprehensive Plan and who and when to consult specific groups. The actions of the Comprehensive Plan are generally grouped into categories, ranging from \$ (relatively low cost) to \$\$\$\$ (likely in excess of \$1 million). The following are representative of total cost for each of the action items:

- **\$** - Up to \$150,000
- **\$\$** - \$150,000 to \$500,000
- **\$\$\$** - \$500,000 to \$1 million
- **\$\$\$\$** - More than \$1 million

## TIMING

The timing reflects a general timeframe it may take to complete an action. While every action is important, strategic implementation should be considered to best implement the Comprehensive Plan in a timely manner. Actions should be assigned to specific groups to hold accountability. The timing of projects can change, and these updates should be shared with the relative groups so that everyone can stay on track. The representative timeframes provided in these action items are described below:

- **Short-term:** Actions that can be completed in 3 years or less
- **Mid-term:** Actions that are estimated to be completed within 4 to 6 years
- **Long-term:** Actions that are anticipated to take longer than 7 years to complete
- **Ongoing:** Actions that should be continually integrated into Mount Pleasant's municipal operations

## ACTION MATRIX

The Action Matrix shown on the following pages summarizes all of the Comprehensive Plan's action items into a prioritized table. The table identifies the specific action item, the high-level conceptual costs, proposed time frames, and designated action leaders that will lead the action effort.

## CHAPTER 2: LAND USE & DESIGN ACTIONS

Action	Action Leader	Timeframe	Conceptual Cost
<ul style="list-style-type: none"> <li>• Create a “Comprehensive Plan Checklist” that will be used to measure against future development proposals or zoning modifications to ensure consistency with the Mount Pleasant Comprehensive Plan’s Vision Statement, Guiding Principles, Policies, and Future Land Use Plan.</li> </ul>	Planning Department	Ongoing	\$
<ul style="list-style-type: none"> <li>• Take proactive actions to implement city-initiated rezoning of parcels that are inconsistent with the vision established in the Future Land Use Plan.</li> </ul>	Planning Department	Mid-term	\$\$
<ul style="list-style-type: none"> <li>• Review municipal land regulation documents, including <i>Title XV: Land Usage of the Mount Pleasant Code of Ordinances</i>, and make updates as needed to maintain consistency with the Future Land Use Plan.</li> </ul>	Planning Department	Short-term	\$\$
<ul style="list-style-type: none"> <li>• Ensure land development regulations encourage a mix of land uses that will create a pedestrian-friendly and walkable environment.</li> </ul>	Planning Department	Ongoing	\$
<ul style="list-style-type: none"> <li>• Encourage new and infill residential development in the core of Mount Pleasant and to the north of Downtown and I-30.</li> </ul>	Planning Department	Short-term/ Ongoing	\$
<ul style="list-style-type: none"> <li>• Ensure new residential development is consistent with the character of existing neighborhoods.</li> </ul>	Planning Department	Ongoing	\$
<ul style="list-style-type: none"> <li>• Market the Future Land Use Plan to local partnering organizations, such as the Mount Pleasant Economic Development Corporation, the Mount Pleasant/Titus County Chamber of Commerce, and businesses interested in located in Mount Pleasant.</li> </ul>	Planning Department/ Economic Development	Short-term	\$
<ul style="list-style-type: none"> <li>• Ensure future developments contain context-sensitive transitions between predominately commercial and residential land uses in all placetypes.</li> </ul>	Planning Department	Ongoing	\$

Action	Action Leader	Timeframe	Conceptual Cost
<ul style="list-style-type: none"> <li>Initiate quarterly meetings with local neighborhood leaders to create an open dialogue about desired neighborhood aesthetic and maintenance improvements.</li> </ul>	Planning Department	Short-term	\$
<ul style="list-style-type: none"> <li>Conduct a housing market demand analysis to determine in more detail market-driven desired housing types and needed housing stock in Mount Pleasant.</li> </ul>	Economic Development	Mid-term	\$\$
<ul style="list-style-type: none"> <li>Attract new restaurants, shops, boutiques, and other family-friendly destinations throughout Mount Pleasant.</li> </ul>	Economic Development/ Planning Department	Ongoing	\$\$
<ul style="list-style-type: none"> <li>Conduct further studies on areas designated as Mixed-Use Centers in the Future Land Use Plan. These studies should determine the appropriate levels of land use mix, intensity, and design of new development in these locations.</li> </ul>	Economic Development	Short-term	\$\$
<ul style="list-style-type: none"> <li>Ensure that all future Mixed-Use Centers offer diverse housing options and an array of retail and restaurant destinations that is connected with a network of high-quality multimodal infrastructure to encourage a vibrant, walkable community.</li> </ul>	Planning Department	Ongoing	\$
<ul style="list-style-type: none"> <li>Encourage a mix of housing types in future residential developments to provide equitable and attainable “missing middle” housing for the community.</li> </ul>	Planning Department	Mid-term	\$\$
<ul style="list-style-type: none"> <li>Provide a range of housing types throughout Mount Pleasant to encourage attainable housing options, focusing on appropriate locations and types specifically in the Mixed-Use Centers and Compact Residential placetypes.</li> </ul>	Planning Department	Ongoing	\$

Action	Action Leader	Timeframe	Conceptual Cost
<ul style="list-style-type: none"> <li>Establish a neighborhood planning program that sets policies for aesthetics, maintenance, and financial assistance programs for neighborhoods throughout the community. Partner with local neighborhood leaders and organizations, including local Homeowners Associations (HOAs) to implement and manage this program.</li> </ul>	Planning Department	Short-term	\$\$\$

## CHAPTER 3: FISCAL & ECONOMIC VITALITY ACTIONS

Action	Action Leader	Timeframe	Conceptual Cost
<ul style="list-style-type: none"> <li>Continue to coordinate with local economic partners, including the MPEDC, the Mount Pleasant/Titus County Chamber of Commerce, the Main Street Program, and others. Set up a quarterly coordination call between all entities involved in the enhancement of Mount Pleasant’s economic success to streamline efforts and to share quarterly reports and statistics.</li> </ul>	Planning Department/ Economic Development	Ongoing	\$
<ul style="list-style-type: none"> <li>Focus capital improvements and community improvement funds on the established catalyst sites, including new residential development to the north, I-30 corridor commercial development, the Mount Pleasant Business Park, industrial development, Downtown Mount Pleasant, and the development of Mount Pleasant’s lakes.</li> </ul>	Planning Department/ Economic Development	Ongoing	\$\$\$
<ul style="list-style-type: none"> <li>Align Mount Pleasant’s Capital Project Funds with local economic development incentives to ensure infrastructure projects are in alignment with Mount Pleasant’s catalyst sites and other local economic priorities.</li> </ul>	Finance Department	Long-term	\$\$\$\$
<ul style="list-style-type: none"> <li>Conduct an in-depth review of new business incentives that are currently advertised on the MPEDC website. During this review process, analyze best practices from peer communities in Texas and make updates to Mount Pleasant’s incentive list if necessary</li> </ul>	Economic Development	Short-term	\$\$

Action	Action Leader	Timeframe	Conceptual Cost
<ul style="list-style-type: none"> <li>Ensure that new development, particularly large manufacturing or industrial projects, do not inequitably burden one particular community, especially minority or racially diverse communities or communities of color.</li> </ul>	Planning Department	Ongoing	\$
<ul style="list-style-type: none"> <li>Continue to maintain the Mount Pleasant Businesses Directory database that is currently advertised on the MPEDC website. Conduct an annual review of this database and update when necessary.</li> </ul>	Economic Development	Short-term/ Ongoing	\$\$
<ul style="list-style-type: none"> <li>Consider adding a job board webpage to the MPEDC website to advertise local jobs that are available in Mount Pleasant. Allow local employers to post new job listings on this webpage.</li> </ul>	Economic Development	Short-term	\$
<ul style="list-style-type: none"> <li>Create an infill development guide that establishes direction for the reuse of existing vacant commercial buildings that are ripe for redevelopment and revitalization.</li> </ul>	Planning Department	Mid-term	\$\$
<ul style="list-style-type: none"> <li>Establish policies requiring future mixed-use development and redevelopment to provide a network of connected sidewalks, trails, and open space to encourage pedestrian-oriented development.</li> </ul>	City Management	Short-term	\$\$
<ul style="list-style-type: none"> <li>Create a citywide streetscape guide establishing a unified look and feel for future Mount Pleasant streetscape elements, including landscaping features, lighting, benches, bicycle racks, trash receptacles, signage, etc.</li> </ul>	Planning Department/ Economic Development	Mid-term	\$\$
<ul style="list-style-type: none"> <li>Develop a citywide branding guide that promotes a singular, unified brand to be used for all public realm improvements including gateway signage, wayfinding signage, and city events. Review and update this branding guide every two to three years.</li> </ul>	Planning Department/ Economic Development	Mid-term	\$\$

Action	Action Leader	Timeframe	Conceptual Cost
<ul style="list-style-type: none"> <li>Design and construct the gateway signage established in the Gateway and Wayfinding Map on page 39. Over the next five years, establish a Gateway and Wayfinding signage program within the Mount Pleasant Economic Development Corporation that oversees the day-to-day operations of design, funding, construction, and maintenance of this new community signage.</li> </ul>	Planning Department/ Economic Development	Long-term	\$\$\$\$
<ul style="list-style-type: none"> <li>Conduct a Downtown Mount Pleasant Wayfinding Study that will provide a comprehensive assessment of existing and future Downtown branding and wayfinding signage. The study should plan sign locations, design sign aesthetics, and construct specific wayfinding signs throughout Downtown.</li> </ul>	Planning Department/ Economic Development	Mid-term	\$\$\$\$
<ul style="list-style-type: none"> <li>Develop and implement targeted investment strategies for future development of the Interstate 30 corridor (which will be part of the I-30 Corridor Study discussed in Chapter 4: Mobility &amp; Connectivity).</li> </ul>	Planning Department/ Economic Development	Short-term	\$\$\$

## CHAPTER 4: MOBILITY & CONNECTIVITY ACTIONS

Action	Action Leader	Timeframe	Conceptual Cost
<ul style="list-style-type: none"> <li>Prioritize future transportation investment dollars in projects identified in the Thoroughfare Plan. Create a “checklist” of desired projects and project types with anticipated completion dates. Utilize this checklist as a tool to focus future mobility funding for projects that have been identified in this Thoroughfare Plan.</li> </ul>	Planning Department	Short-term	\$
<ul style="list-style-type: none"> <li>Conduct a review of missing sidewalks and existing sidewalk conditions in Mount Pleasant and incorporate the results of this analysis into a geodatabase to review the results in a GIS mapping software.</li> </ul>	Public Works	Mid-term	\$\$\$

Action	Action Leader	Timeframe	Conceptual Cost
<ul style="list-style-type: none"> <li>Establish a citywide initiative to construct sidewalks in existing central city neighborhoods. Specific projects should be prioritized to connect residents to schools, parks, Downtown, and other key destinations. Incorporate this initiative into future capital improvement budgeting documents and city policies.</li> </ul>	City Management/ Public Works	Long-term	\$\$\$\$
<ul style="list-style-type: none"> <li>Conduct an Interstate 30 Corridor Study.</li> </ul>	Planning Department	Short-term	\$\$
<ul style="list-style-type: none"> <li>Construct the Trail Network established in the Thoroughfare Plan. Prioritize trail construction projects based on those that will have the greatest benefit for pedestrian safety and connectivity. The first project that should be constructed should be a pedestrian trail underpass underneath I-30 along FM 1734/Old Paris Road (see the Mount Pleasant Parks, Trails, Recreation, &amp; Open Space Plan for further details on this project).</li> </ul>	Planning Department/ Public Works	Long-term	\$\$\$\$
<ul style="list-style-type: none"> <li>Perform a Pavement Condition Assessment (PCA) on all roads maintained by the Public Works Department to determine project priorities on existing streets.</li> </ul>	Public Works	Mid-term	\$\$
<ul style="list-style-type: none"> <li>Conduct individual intersection analyses on all Special Consideration Intersections to identify solutions to the existing traffic, safety, or connectivity-related issues. Prioritize safety for vulnerable roadway users in these intersection studies.</li> </ul>	Planning Department	Mid-term	\$\$

Action	Action Leader	Timeframe	Conceptual Cost
<ul style="list-style-type: none"> <li>Explore options to fund roadway projects identified in the Thoroughfare Plan including bonds, grants, and partnerships with other entities such as Titus County and TxDOT.</li> </ul>	Planning Department	Short-term	\$
<ul style="list-style-type: none"> <li>Fund and construct bridge upgrades to the CR 3010 bridge connection on the east side of Mount Pleasant. Couple this project with the feasibility of extending CR 3010 to the existing CR 3230 roadway.</li> </ul>	Planning Department	Long-term	\$\$\$\$
<ul style="list-style-type: none"> <li>Update the Mount Pleasant roadway design standards to incorporate the new cross sections and context-sensitive design solutions established in this plan.</li> </ul>	Planning Department	Short-term	\$

## CHAPTER 5: INFRASTRUCTURE & UTILITY ACTIONS

Action	Action Leader	Timeframe	Conceptual Cost
<ul style="list-style-type: none"> <li>Conduct a Water Master Plan to analyze in detail the City’s future water demand and updates that will be needed to serve anticipated capacity.</li> </ul>	Utility Department	Mid-term	\$\$
<ul style="list-style-type: none"> <li>Conduct a Wastewater Master Plan to analyze in detail the City’s future wastewater demand and updates that will be needed to serve anticipated capacity.</li> </ul>	Utility Department	Mid-term	\$\$
<ul style="list-style-type: none"> <li>Review existing water and wastewater systems in Downtown to identify any upgrades needed to support the future vision for Downtown.</li> </ul>	Utility Department	Short-term	\$

Action	Action Leader	Timeframe	Conceptual Cost
<ul style="list-style-type: none"> <li>Perform a fiscal analysis of the City’s long-term infrastructure investments to ensure future developments are supported and fiscally responsible.</li> </ul>	Utility Department	Mid-term	\$\$
<ul style="list-style-type: none"> <li>Align the City’s future infrastructure investment projects and funding mechanisms with the vision set forth in the Future Land Use Plan.</li> </ul>	Utility Department	Short-term	\$
<ul style="list-style-type: none"> <li>Continue to maintain the City’s geodatabase of existing infrastructure, including water and wastewater utilities, and make updates when necessary. Review this geodatabase annually to ensure accuracy.</li> </ul>	Planning Department	Ongoing	\$\$
<ul style="list-style-type: none"> <li>Continue to work with existing communication partners to improve existing internet service and to broaden fiber/broadband internet service throughout the community.</li> </ul>	Planning Department/ Public Works	Ongoing	\$\$

## CHAPTER 6: CITY SERVICES & FACILITIES ACTIONS

Action	Action Leader	Timeframe	Conceptual Cost
<ul style="list-style-type: none"> <li>Adopt a citywide policy requiring one fire station per 10,000 residents.</li> </ul>	City Management	Short-term	\$
<ul style="list-style-type: none"> <li>Adopt a public Parkland and Trail Dedication Fee, and/or Fee-in-Lieu ordinance for all future development in Mount Pleasant.</li> </ul>	Planning Department	Short-term	\$
<ul style="list-style-type: none"> <li>Adopt a dedication ordinance and fee for school land based on the ultimate population of future residential developments.</li> </ul>	Planning Department	Short-term	\$

Action	Action Leader	Timeframe	Conceptual Cost
<ul style="list-style-type: none"> <li>Explore the purchase of additional parkland, or partner with a large property owner, to support a larger County Fair.</li> </ul>	Planning Department	Mid-term	\$\$\$
<ul style="list-style-type: none"> <li>Partner with Mount Pleasant ISD and local employers to partner students with career sponsors before graduation.</li> </ul>	Economic Development	Short-term	\$\$
<ul style="list-style-type: none"> <li>Conduct a facility needs assessment for a future Mount Pleasant Police Department facility.</li> </ul>	Planning Department	Mid-term	\$\$
<ul style="list-style-type: none"> <li>Conduct a facility and services needs assessment for the new residential development expected to occur in the north of Mount Pleasant above I-30. Review the impact this development will have on local services such as police, fire, and EMS, as well as infrastructure needs, schooling needs, roadway impacts, and other relevant impacted sectors. Incorporate the results of this needs assessment into future city policies, city services and facilities planning documents, and future budgets.</li> </ul>	Planning Department/ Economic Development	Mid-term	\$\$
<ul style="list-style-type: none"> <li>Conduct a Downtown Master Plan for Downtown Mount Pleasant. This planning process will allow the City to work with stakeholders and the public to establish a unified vision to specifically support the longevity of Downtown.</li> </ul>	Planning Department/ Economic Development	Mid-term	\$\$



**CITY OF MOUNT PLEASANT, TEXAS  
2050 COMPREHENSIVE PLAN**