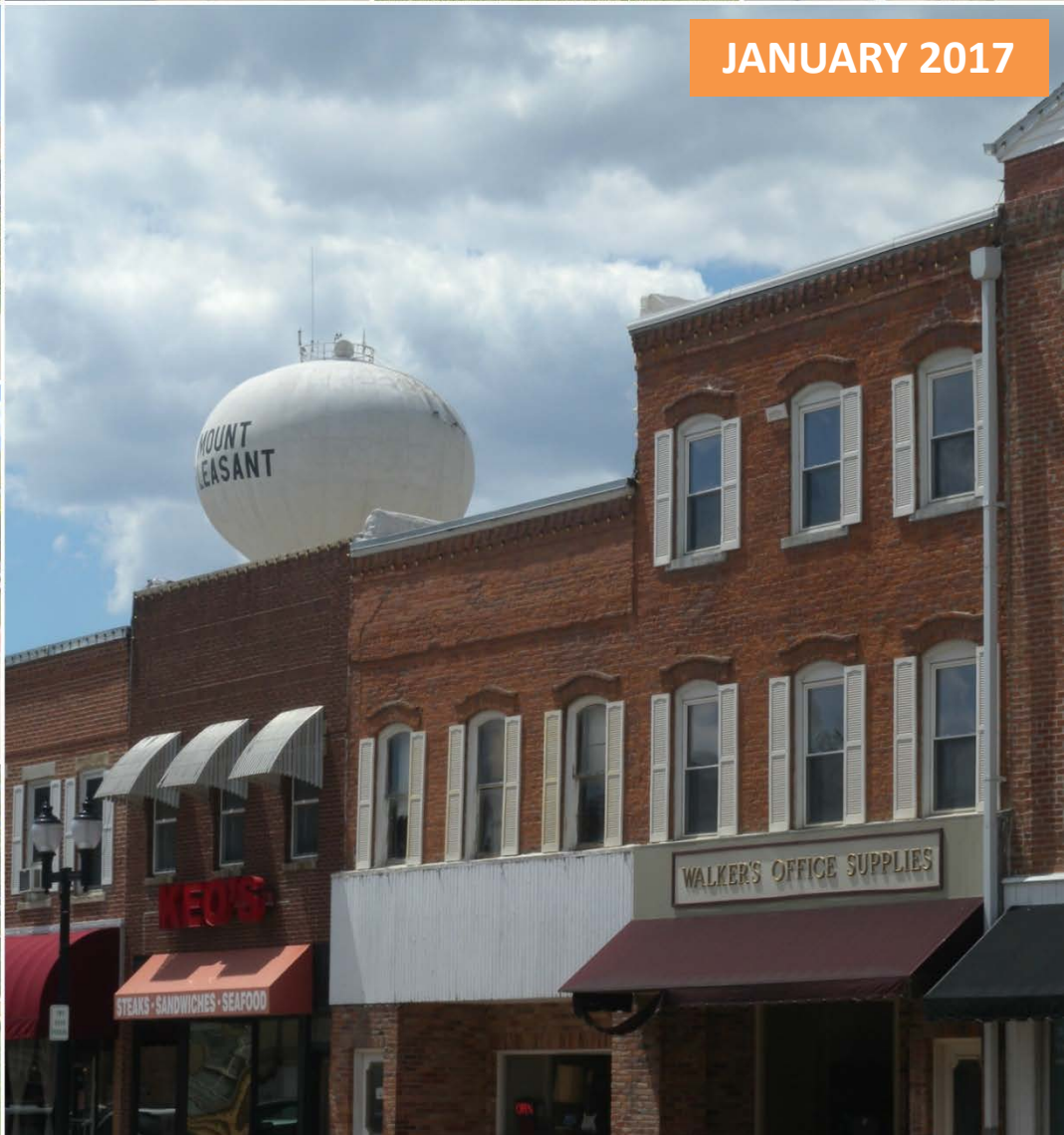


YOUR CITY! YOUR FUTURE!

MOUNT PLEASANT COMPREHENSIVE PLAN



JANUARY 2017



MP  2030

PREPARED BY:



PREPARED FOR:



Mount Pleasant City Council Resolution

RESOLUTION NO. 2017 - 9

A RESOLUTION APPROVING THE MP2030 MOUNT PLEASANT COMPREHENSIVE PLAN OF THE CITY OF MOUNT PLEASANT, IOWA

WHEREAS, the City of Mount Pleasant is a municipal corporation organized pursuant to the laws of the State of Iowa, and

WHEREAS, the community recognized the need for a new comprehensive plan for the City and the unincorporated area located within two miles of the Corporate boundaries; and

WHEREAS, Southeast Iowa Regional Planning Commission was hired to gather community input and make recommendations to the City Planning and Zoning Commission for a new comprehensive plan; and

WHEREAS, the City and Southeast Iowa Regional Planning Commission received information from the community through presentations to community, community surveys and interviews with community citizens and leaders; and

WHEREAS, the City Planning and Zoning Commission conducted five public meetings to receive community input and recommendations from Southeast Iowa Regional Planning Commission; and

WHEREAS, the Planning and Zoning Commission on January 10, 2017 voted to recommend approval the MP2030 Mount Pleasant Comprehensive Plan of the City; and

WHEREAS, a public hearing has been conducted by the City Council of Mount Pleasant, Iowa, to obtain further obtain public comment on this MP2030 Mount Pleasant Comprehensive Plan;

Mount Pleasant City Council Resolution

NOW, THEREFORE, BE IT RESOLVED BY THE CITY OF MOUNT PLEASANT, IOWA:

The **MP2030 Mount Pleasant Comprehensive Plan** is hereby accepted, approved, and adopted by City.

PASSED and APPROVED by the City Council of the City of Mount Pleasant, Iowa, on this 25th day of January, 2017.



Steven K. Brimhall, Mayor

ATTEST:



Florence Olomon, Clerk

	AYES	NAYS	ABSTAIN	ABSENT
Kent White	<u>X</u>	_____	_____	_____
Terry McWilliams	<u>X</u>	_____	_____	_____
Steve Engberg	<u>X</u>	_____	_____	_____
Matt Crull	_____	_____	_____	<u>X</u>
Debra Savage	<u>X</u>	_____	_____	_____
Alan Huisinga	<u>X</u>	_____	_____	_____

ACKNOWLEDGEMENTS

MAYOR

Steve Brimhall

CITY STAFF

Brent Schleisman, City Administrator
Jack Swarm, Building and Zoning Administrator
Florence Olomon, City Clerk
Rick Mullin, Public Works Director
Gary Grunow, Parks Director
Ashley Lohman, Recreation Supervisor
Patrick Brau, City Attorney
Stewart Kinney, Fire Chief
Ron Archer, Police Chief
Jon Newton, Airport Manager
Jeff Meyer, Library Director
Jack Hedgecock, Mount Pleasant Utilities
Randy Neff, Mount Pleasant Utilities

CITY COUNCIL MEMBERS

Kent White
Deb Savage
Matthew Crull
Alan Huisinga
Steve Engberg
Terry McWilliams

PLANNING COMMISSION

Jeremy Clark
Amy Frantz
Anne Davidson
Shelley Walderbach
Terry McNair
David File
Lauren Giarmo
Brant Knudsen, Former Member
Larry Brenizer, Former Member

CHAMBER OF COMMERCE

Kristi Ray, Executive Vice President
Travis Kraus, Former Executive Vice President
Melissa Flowers
Lisa Oetken, Main Street Director
Chris Van De Berg
Matt Schimmelpfennig
Regan Stoops

SEIRPC STAFF

Zach James
Jarred Lassiter
Emery Ellingson

MOUNT PLEASANT PUBLIC SCHOOLS

John Hendrickson, Superintendent
Dr. John Roederer, Former Superintendent
David McCoid, School Board President
Jeff Batty, MPCHS Teacher
Dina Saunders, Middle School ELL Teacher

IOWA WESLEYAN UNIVERSITY

Dr. Steven Titus
Mary Notestein
Meg Richtman
Chris Plunkett
Dr. Wes Brooks
Shaun Gregg

HENRY COUNTY BOARD OF SUPERVISORS

Greg Moeller
Marc Lindeen
Gary See

MAJOR EMPLOYERS

Rich Reisdorf, Conti-Tech
Denise Hill, Conti-Tech
Carla McNamee, Hearth & Home Technologies
Bob Sarver, Wal-Mart Distribution Center
Scott Wade, Wal-Mart Distribution Center
Diane Barton, Wal-Mart Distribution Center
Joe Thompson, West Liberty Foods
Jean Spiesz, West Liberty Foods

OTHER

Vicki Messer, Farmer's Market
Mary Garmoe, Farmer's Market
Ken Brown, Fellowship Cup
Carol Dustman, RSVP Program
Kelly Carr, Healthy Henry County Communities
Travis Johnson, Healthy Henry County Communities
Lanae Greene, Iowa Workforce Development
Oscar Argueta, El Heraldo Hispano
Lynn Ellsworth, First Presbyterian Church
Robb Gardner, Henry County Health Center
Ryan Duffie, The REC Center
Tia Baccam Scheitlin, Tai Dam representative/Public Library
Matt Rohe, Hy-Vee

SPECIAL THANKS TO:

All Mount Pleasant residents who participated in the Public Survey.

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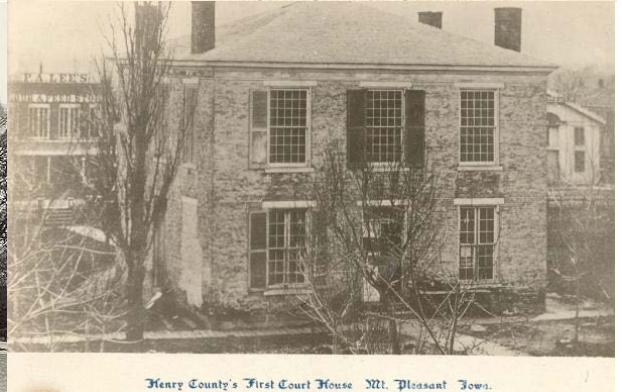
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INTRODUCTION



This section provides a foundation for what a comprehensive plan is and how it was developed for the Mount Pleasant community.

INTRODUCTION

What is a comprehensive plan?

MP2030 is Mount Pleasant’s new comprehensive plan which will serve as a road map for future development in the community and provide a vision for city priorities and public investments for the next 15 to 20 years.

Authority of the plan

The legal basis for a comprehensive plan is found in Section 414 of the Code of Iowa. This section allows cities to adopt land use regulations to promote the “health, safety, morals, or general welfare of the community”. A comprehensive plan provides a framework and basis for existing and future land use regulations which help balance uses of private property with the welfare of the community.

Iowa Smart Planning

In April 2010, the Iowa State Legislature passed the Iowa Smart Planning Act which articulates ten Iowa Smart Planning Principles for application in the development of a local comprehensive plan. This plan has been created with these ten principles in mind as it applies to Mount Pleasant. The ten principles are as follows:



Collaboration

Efficiency, Transparency and Consistency

Revitalization

Community Character

Sustainable Design

Clean Renewable Energy

Occupational Diversity

Housing Diversity

Natural Resources and Agricultural Protection

Transportation Diversity

Guidance for the community

This plan will help decision makers, such as Planning & Zoning Committee, City Council, and other City boards and commissions to set city policy and make land use decisions in the future. This plan is a flexible document which is able to respond to future changes and conditions. The plan is also accessible to Mount Pleasant residents, allowing them to better understand the goals, priorities, and policies of their community

Previous Planning Efforts

This plan will help decision makers, such as Planning & Zoning Committee, City Council, and other City boards and commissions to set city policy and make land use decisions in the future. This plan is a flexible document which is able to respond to future changes and conditions. The plan is also accessible to Mount Pleasant residents, allowing them to better understand the goals, priorities, and policies of their community

INTRODUCTION

Survey Methodology & Distribution

Public input is a vital component of a comprehensive plan and several methods were utilized to obtain public input. One of these methods was a public survey.

The survey which asked residents how they felt about their community was distributed between February 29th, 2016 and June 30th, 2016. In total, 301 residents completed the survey. The survey was made available in both hard copy and online versions. Questions covered topics such as: quality of life, community services, housing, transportation, economic development, and recreation. The link for the survey was posted on the city website, Chamber of Commerce website, The MP2030 Comprehensive Plan website, and the Mount Pleasant News. The online link was also distributed to community group members and employees of different Mount Pleasant institutions and groups including: Healthy Henry County Communities, Mount Pleasant Community School District, Fellowship Cup, Chamber of Commerce, Iowa Wesleyan University, and the Henry County Ministerial Committee, among others.

In addition to the distribution of the online link, hard copies of the survey were made available at the Mount Pleasant Public Library, City Hall, Chamber of Commerce, and Hy-Vee.

Hard copies of the survey were also mailed to a random sample of 600 households, whose addresses were selected based on data for current paying utility customers.

The word cloud to the right shows the frequency of different terms with the size of the word based on how many times the word was mentioned in the free response or comments section of the survey. A recurring theme in the survey is that residents value the pleasant, small-town atmosphere of their community.



Logo for public input process

301
total responses

68.5%
of survey respondents rated
overall quality of life as
good/excellent

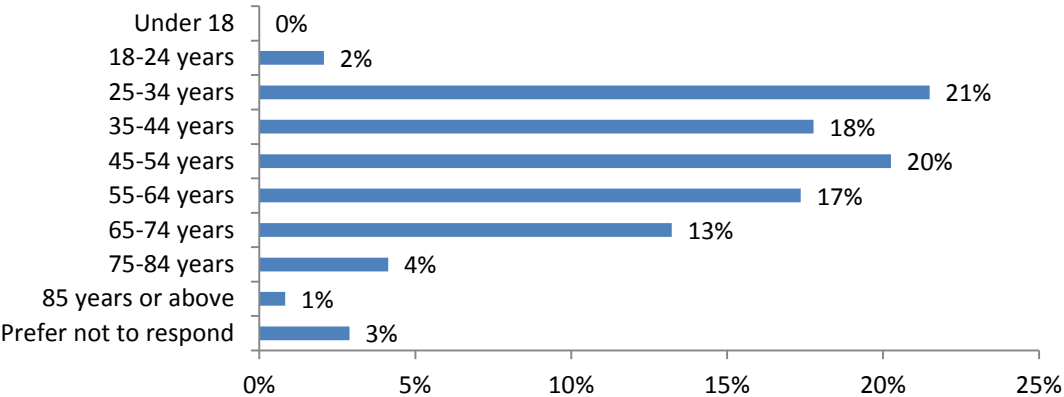


INTRODUCTION

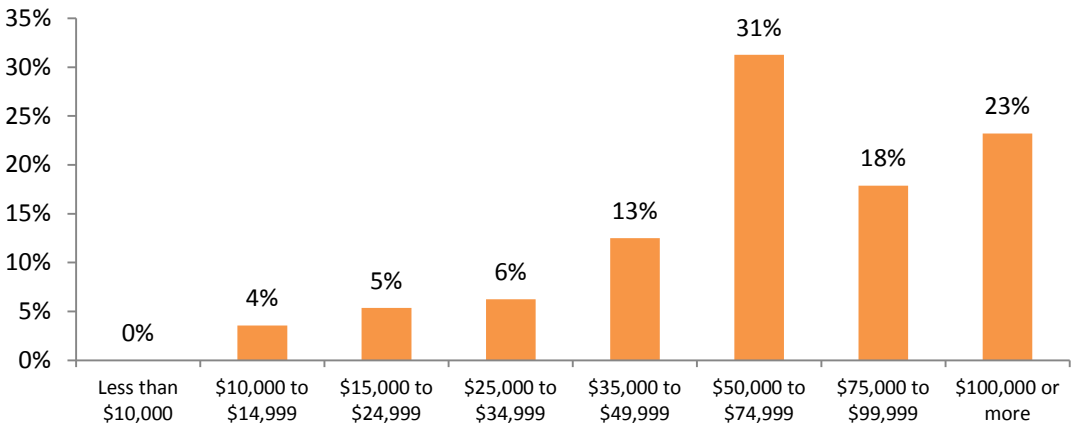
Survey Respondent Demographics

The graphs below show the results of the demographics of the survey respondents. The age distribution of survey respondents was well distributed and responses were varied across age group. Income was skewed towards the higher end of the spectrum, but many respondents declined to answer this question. In terms of education, more than half the respondents have a bachelor's degree or higher, which contrasts with the fact that overall, only around 20% of the population of Mount Pleasant has a bachelor's degree.

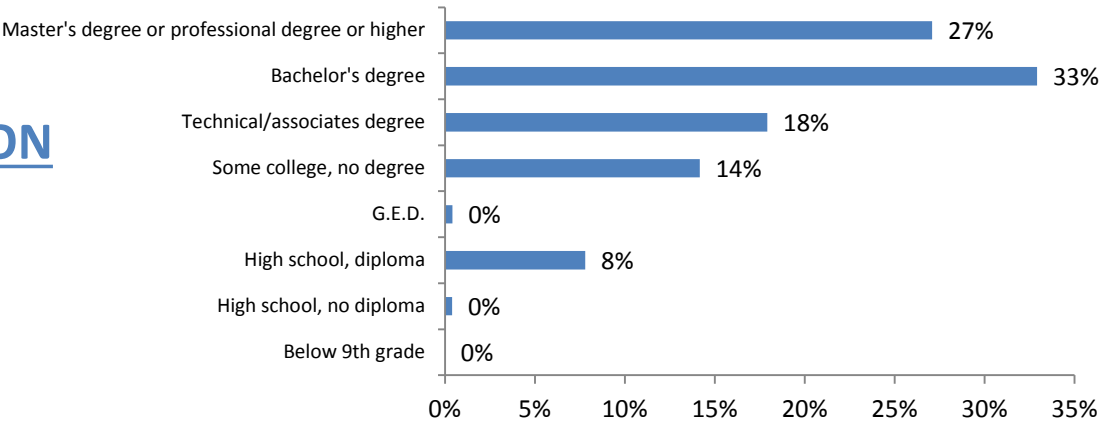
AGE



INCOME



EDUCATION



INTRODUCTION

Stakeholder interviews

In addition to the community survey, SEIRPC also conducted interviews with community stakeholders which included City staff, community leaders from non-profits, institutions, and the private sector.

Larger Group Meetings

- Mount Pleasant Area Chamber of Commerce,
Board of Directors
- Henry County Board of Supervisors, plus:
 - Jake Hotchkiss, *County Engineer*
 - Joe Buffington, *P&Z/GIS*
 - Shelly Barber, *County Auditor*
- Iowa Wesleyan University, President’s Cabinet
- Kiwanis Club of Mount Pleasant
- Healthy Henry County Communities

City Staff

- Jack Swarm, *Building & Zoning*
- Stew Kinney, *Fire Chief*
- Ron Archer, *Police Chief*
- Jeff Meyer, *Public Library*
- Rick Mullin, *Public Works*
- Jack Hedgecock, *Municipal Utilities*
- Randy Neff, *Municipal Utilities*
- Gary Grunow, *Parks & Recreation*
- Ashley Lohmann, *Parks & Recreation*
- Jon Newton, *Airport Manager*
- Tracey Webb, *Airport Office Manager*

Outreach to Hispanic and Asian Population

- Oscar Argueta, *El Heraldo Hispano*
- Troy Hegar, Pastor, *First Presbyterian Church*
- Lynn Ellsworth, *First Presbyterian Church*
- Tia Baccam Shietlin, *First Presbyterian Church*

Other Public Entities, Nonprofits

- John Roederer, *Interim School Superintendent*
- David McCoid, *School Board President*
- Brant Knudsen, *Planning & Zoning Commission*
- Lisa Oetken, *Main Street Mount Pleasant*
- Travis Kraus, *Mount Pleasant Area Chamber*
- Melissa Flowers, *Mount Pleasant Area Chamber*
- Robb Gardner, *Henry County Health Center*
- Kelly Carr, *Healthy Henry County Communities*
- Travis Johnson, *Healthy Henry County
Communities*
- Ryan Duffie, *The REC Center*
- Jim Warner, *Warner Engineering*
- Vicki Messer, *Farmer’s Market*
- Mary Garmoe, *Farmer’s Market*
- Matt Wilkinson, *Amtrak Station*
- Terry McWilliams, *Old Threshers*
- Lanae Green, *Iowa Workforce Development*
- Ken Brown, *Fellowship Cup*
- Carol Dustman, *Fellowship Cup*

Private Sector

- Rich Reisdorf, *Continental ContiTech*
- Denise Hill, *Continental ContiTech*
- Joe Thompson, *West Liberty Foods*
- Jean Spiesz, *West Liberty Foods*
- Bob Sarver, *Walmart Distribution Center*
- Scott Wade, *Walmart Distribution Center*
- Diane Barton, *Walmart Distribution Center*
- Carla McNamee, *Hearth & Home Technologies*

INTRODUCTION

Public outreach efforts

In addition to the community survey and interview, SEIRPC staff also conducted several public outreach events to hear from members of the public.

March 1st, 2016

SEIRPC staff presented to Healthy Henry County Communities about the upcoming update of the comprehensive plan.



Thursday, April 28th, 2016

SEIRPC staff met with two government classes taught by Jeff Batty. The high school students completed a short activity which asked them to provide input about their experiences living in the community.



Thursday, April 28th, 2016

SEIRPC staff held an open table public outreach event at East Lake Park from 5:00 PM to 6:30 PM during a MPCHS Girl's Soccer Game.



Tuesday, May 3rd, 2016

Hy-Vee allowed SEIRPC to set up a table outside its entrance. This event garnered additional input from the community.



Monday, May 16th, 2016

SEIRPC staff made a presentation about the Comprehensive Plan to members of the Mount Pleasant Chapter of Kiwanis International.



Chas. M^c Millen

J. W. Tracy

J. W. M^c Millen

E. Simpson

R. Allen

J. Winters

T. Whiting

P. Saunders

E. Kilpatrick

E. Barnes

Park House

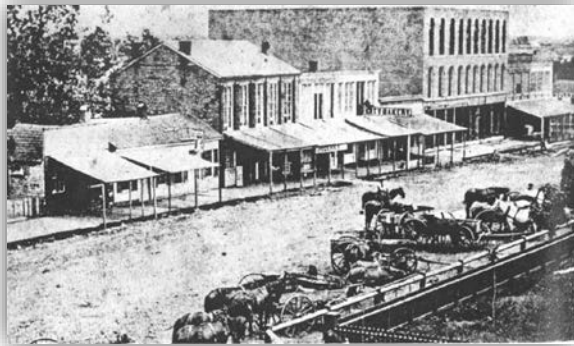
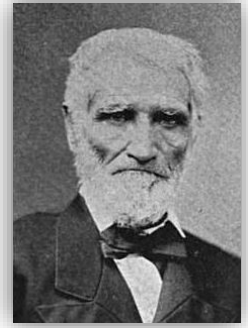
PLAN OF
M^c PLEASANT
HENRY CO.

7 | Mount Pleasant 2030

COMMUNITY HISTORY

Early Years

In 1835, Presley Saunders, a Kentucky born pioneer, was one of the first settlers in the area that would soon become Mount Pleasant, a name he personally chose for the town. Iowa had just been opened to settlement a mere two years prior. Mr. Saunders played such a pivotal role in the early development of Mount Pleasant that his surname is almost synonymous with the community. Saunders Park and Saunders Street, are two prominent tributes to the town founder. In a unique quirk of history, the slight diagonal orientation of the street grid in downtown Mount Pleasant has been dubbed the 'Saunders grid', as this was the result of his decision to not follow the cardinal directions when platting the new city. After Henry County was established in 1836, Mount Pleasant was designated as its county seat, which it remains to this day. The original County Courthouse sat in the center of the town square, and was the first such court house ever built in Iowa, in 1839.



First platted in 1837, Mount Pleasant was officially incorporated as a municipality in 1842 – four years before Iowa became a State – and in the first few decades, its population quickly grew, from around 100 settlers in 1836, to 750 at the time of the first official Census in 1850, to over 3,500 in 1860. It was recorded that in one single year – 1854 – around one hundred new dwellings were built. Downtown was a thriving center of commerce. Presley Saunders himself served as one of the early merchants, and later co-founded a bank.

Despite encouragement, he chose to never run for public office, limiting his affairs to the private sector.

Early Immigrant Experience: Irishtown

In the 1850s, a number of Irish immigrants began to settle in an area just south of Mount Pleasant, informally referred to at the time as Irishtown or Woodlawn. Irish-born John Winters had established a stone quarry nearby, which attracted many Irish workers and their families to the area, along with the construction of the railroads. The stone from these quarries was used for buildings at Iowa Wesleyan University, the original Insane Asylum (later Mental Health Institute) and St. Alphonsus Church, which was originally established as a house of worship for the Irish Catholic immigrants.

Today, 15% of Mount Pleasant residents claim Irish ancestry, the second largest ethnicity represented, behind German. Several quarries remain in operation to the southwest of the City. Much of the original Irishtown site is now within Mount Pleasant City limits, with its legacy preserved in street names such as Irish Ridge Road and Shamrock Circle. The Old Catholic Cemetery (a.k.a. Irishtown Cemetery) is also situated in this area.



COMMUNITY HISTORY

Era of Social Reform and Progress

In 1842, just to the north of downtown Mount Pleasant, Methodist settlers established the school that would later become Iowa Wesleyan University. Today, with an enrollment of just under 500 students, Iowa Wesleyan is one of the oldest private, co-educational universities west of the Mississippi River. This school is especially notable for the founding of the P.E.O. Sisterhood, originally a sorority, which is now an international organization focused on higher educational opportunities for women around the world. In its early years, Mount Pleasant was also home to the German College, and with these four-year institutions, along with a quality public school system, the city acquired a reputation for its strong focus on education. It was even given the nickname, the 'Athens of Iowa'.



From 1853 to 1855, the president of Iowa Wesleyan University was an attorney named James Harlan, who left his post after being elected United States Senator for the State of Iowa. He served in that capacity through 1873, interrupted by a two-year stint from 1865 to 1867, when he was appointed by President Andrew Johnson as the U.S. Secretary of the Interior. Senator Harlan was a personal friend of President Abraham Lincoln, and his daughter Mary was



married to Lincoln's son, Robert, in 1868. The couple spent their summers at the family home in Mount Pleasant, now listed on the National Register of Historic Places, under the name Harlan-Lincoln House.

Mount Pleasant was a strong center of support for the abolition of slavery, owing to its large population of migrants from New England, and its concentration of academic institutions. It was home to the first anti-slavery newspaper west of the Mississippi River, the *Iowa True Democrat*, published by Professor Samuel Howe. With its position just 30 miles north of the border with Missouri (a slave state), Mount Pleasant sat along the route of the Underground Railroad. In addition, a sizable number of former slaves migrated north to settle in the area. In 1863, the Second Baptist Church was organized, to serve the City's newly arrived African American population. Two decades later, Susan Mosely became the first African American woman to receive a college degree in the State of Iowa, from Iowa Wesleyan University.

The original Henry County Courthouse sat in the center of the town square. It was the first such court house built in Iowa, in 1839. As the county seat, Mount Pleasant became a center of law for Henry County, and just to the north of the square, the Union Block building housed a number of attorney's offices. This building also hosted speeches by notable abolitionists Frederick Douglass and Sojourner Truth. In 1869, it was also the site where Arabella Mansfield, a Wesleyan graduate, received her law license, making her first woman in the United States to reach this achievement.



In 1861, the State of Iowa opened what later became the Mount Pleasant Mental Health Institute. The first such institution in Iowa, this facility served patients suffering from mental illness, drug addiction, and other similar issues, with a peak occupancy of 1,600 patients in 1946. In the 1970s, the State opened the Mount Pleasant Correctional Facility on land directly adjacent to the Mental Health Institute.

COMMUNITY HISTORY

Growth and Prosperity

Foreshadowing future patterns, the City was at the forefront of early transportation development in Southeast Iowa. First, it was accessible from the region's first hard surface road, which connected it to the Burlington, 25 miles to the east. In 1856, this road's original right-of-way was used to lay the tracks of the Burlington and Missouri River Railroad, as it cut across the southern half of Iowa. Today, this same route is still in use by BNSF and Amtrak, which operates a passenger rail station in Mount Pleasant.

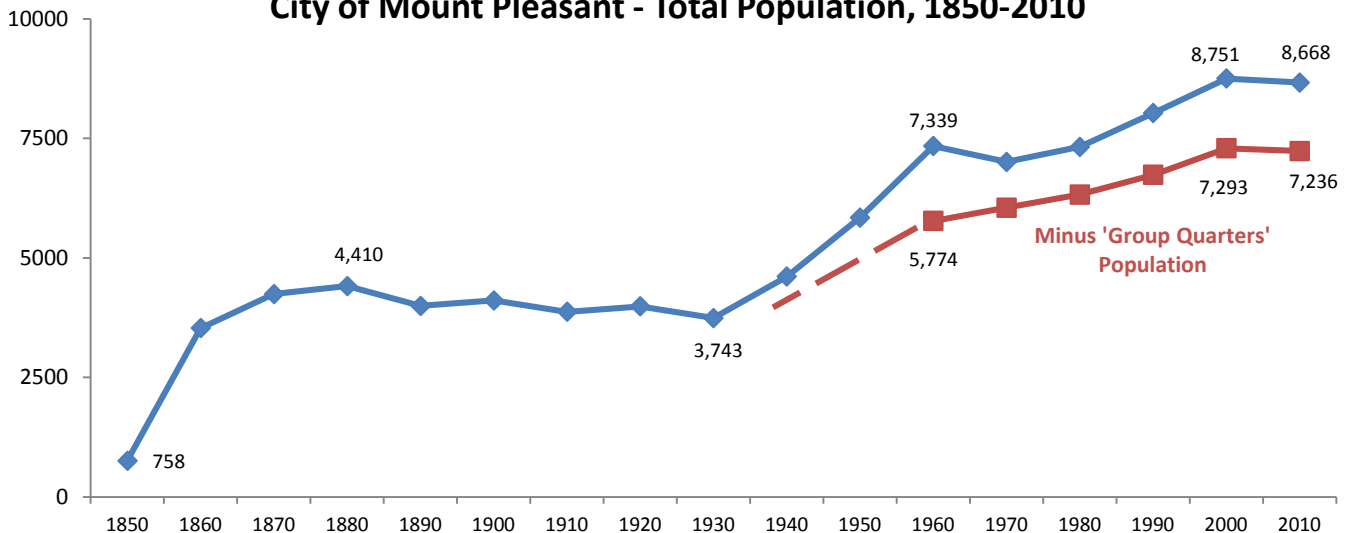
Owing to the city's small size, geographic location, and climate, the economy of Mount Pleasant has always been strongly tied to agriculture. Today, the community pays tribute to its farming heritage through the annual Midwest Old Threshers Reunion, established by a group of local farmers in 1950. The largest event of its kind in the country, Old Threshers takes place at McMillan Park, and draws tens of thousands of visitors each fall.



As Mount Pleasant was becoming nationally recognized for this proud acknowledgement of historic farm technologies and equipment, one of the city's native sons was simultaneously helping advance humanity's knowledge of outer space, through the burgeoning field of astrophysics. James Van Allen grew up in Mount Pleasant, and gravitated toward his future career path through a childhood interest in science and mechanics. A graduate of Iowa Wesleyan College, he worked for the University of Iowa, where he pioneered the research field of magnetospheric physics.

Between 1870 and 1930, the population of Mount Pleasant hovered around 4,000 residents, about half of what it has today. Between 1930 and 1960, the population grew to around 6,000 people (excluding the Correctional Facility). This resulted from a number of factors, including an aggressive push to attract new manufacturing employers to the City following World War II. This was the result of an effort to diversify the local economy, and keep young people in the region, after changes in agricultural technology reduced the demand for labor.

City of Mount Pleasant - Total Population, 1850-2010



COMMUNITY HISTORY

Entering the Modern Era

While the 1980s was a turbulent economic period for the State of Iowa, community leaders in Mount Pleasant continued to pursue an aggressive, forward thinking economic development strategy, which allowed the City to noticeably buck these negative statewide trends. As a prominent example, local businessman Ernest Hayes spearheaded an effort to develop a new 4-lane, divided highway to connect the cities of St. Paul, Minnesota, and St. Louis, Missouri. In partnership with City leaders, Hayes' effort gained the support of prominent Iowa politicians, who persuaded the Iowa DOT, and eventually the Federal Highway Administration, to move forward with the plan. In 2001, the idea came to fruition in the town that first inspired it, as a 4-lane bypass of Highways 218 and 34 was constructed around the City. Today, Mount Pleasant is known as the 'Crossroads of Southeast Iowa', as these modern highways conveniently link the City to destinations throughout the Midwest.



ST. PAUL, MINNESOTA TO ST. LOUIS, MISSOURI®



Ernest Hayes and Mayor Edd King



In 1986, the City suffered a major tragedy when Mayor Edd King was murdered by a disgruntled citizen. King's father persuaded a local attorney, Tom Vilsack, to run for mayor, and carry on pursuing his son's ambitious vision for Mount Pleasant. This would prove to be the launching pad for a long and prosperous political career, as after serving 6 years as Mayor, he was elected to the Iowa Senate, before becoming Governor in 1999, and later running for President in 2008. While unsuccessful in this effort, President Barack Obama appointed him as U.S. Secretary of Agriculture, a position he held from 2009 to 2017.

Despite substantial transportation upgrades, the 2000s saw the departure of several significant local manufacturing employers. Much of this stemmed from broad, global economic trends, which found these companies reevaluating their future priorities. As a result, the City saw the first 10-year drop in population in nearly half a century, although the rate of decline was very small. A number of other factors have contributed to stabilize the economy, including expansions at Henry County Health Center and the Walmart Distribution Center (first opened in 1985), the opening of the West Liberty Foods processing plant, and a robust regional retail and service market.



In recent decades, the City has also become noticeably more racially and ethnically diverse. Between 1975 and 1995, local churches and private individuals facilitated the resettlement of numerous Tai Dam and Laotian families from Southeast Asia. As a result, Mount Pleasant now claims the ninth highest percentage of Asian residents among Iowa cities of over 1,000 (and third highest for Vietnamese alone). The Hispanic population has also sizably increased, reflecting prevalent regional migration patterns and quality local employment opportunities.

Today, Mount Pleasant has surpassed the 180th anniversary of its founding, and as one of the oldest cities in Iowa, it can boast of a proud history with many notable accomplishments for a community of its size.

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COMMUNITY PROFILE



Who is living in your community? Knowing the current total population means nothing without knowing what the trajectory of growth (or lack thereof) has been in recent decades. Similarly, it is also essential to know about other demographic factors such as age, sex, race/ethnicity, and household composition. These all help shed light on the current status of the community, and can give an indication of the overall direction that it's going in. What follows is an assessment of the basic demographics of Mount Pleasant, primarily using 2010 Census data.

POPULATION & DEMOGRAPHICS

In exploring these demographics, it is important to first acknowledge that certain US Census statistics are complicated by the presence of three large institutions within the community – the Mount Pleasant Correctional Facility, Mental Health Institute, and Iowa Wesleyan University. Inmates at the correctional facility, patients at the institute, and residents of student housing at Iowa Wesleyan are all included in the total population figure of 8,668. These residents are classified as living ‘in group quarters’, as opposed to living ‘in households’, like the large majority of the population. According to the US Census Bureau, a ‘group quarters’ is a place where people live or stay in a group living arrangement that is owned or managed by an entity or organization providing housing or services for the residents. This includes prisons, nursing homes, military barracks, college dormitories, and homeless shelters. With a total of 922 individuals at the State complex, and 359 on the Iowa Wesleyan campus, the sum total of 1,281 constitutes around 15% of the City’s total population.

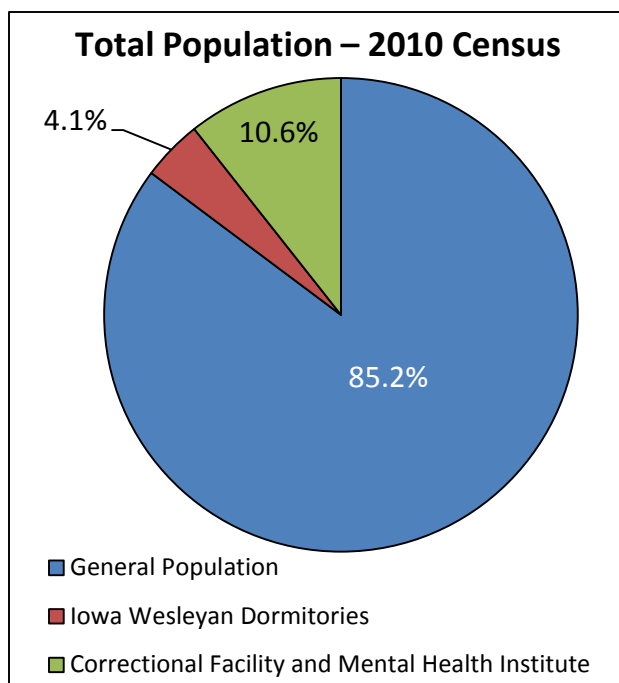


Accordingly, for purposes of this analysis, this population has been excluded from the city’s total, to shed light on local demographic trends which may be greatly skewed by their presence. As an example, with the full population, the city’s population is 53% male, and only 47% female. With these institutions removed, the distribution by sex is 48% male and 52% female. The adjusted population total is 7,387, and all subsequent data figures are drawn from this total, unless specifically indicated.

The figures below illustrate the impact that the Correctional Facility and Wesleyan student housing has on the City’s total population, and the overall rate of change from the last three Census years. For the latter, the adjustment tends to soften the rate of increase or decline.

	1990	2000	2010
Total Population	8,027	8,751	8,668
General Population	6,960	7,433	7,387
Iowa Wesleyan Dormitories	259	248	359
Correctional Facility and Mental Health Institute	808	1,070	922

	Percent Change by Period		
	1990-2000	2000-2010	20-Year 1990-2010
Total Population	9.0%	-0.9%	8.0%
General Population	6.8%	-0.6%	6.1%



POPULATION & DEMOGRAPHICS

Peer Cities – Putting Things in Context

For the purposes of providing adequate context on the Census/ACS statistics presented here, the values for the City of Mount Pleasant are periodically compared with those of 8 other Cities – four 'Regional Cities', and four 'Peer Cities'.

The Regional Cities represent the largest cities in each of the four counties that border Henry County directly to the north, south, east, and west. These are Burlington (pop. 26,000), Fairfield (pop. 9,000), Fort Madison (pop. 11,000), and Washington (pop. 7,000).



The Peer Cities represent communities throughout Iowa, which have a comparable population to Mount Pleasant (7,000 to 11,000), and are also home to a private college. In addition, all of them are located outside of any large metro/urbanized areas. These are Decorah (Luther College), Grinnell (Grinnell College), Pella (Central College), and Waverly (Wartburg College).



POPULATION & DEMOGRAPHICS

Population Change

The graph below highlights the percentage population change for Mount Pleasant, in comparison with County, Region, State, and Nation, over the 20-year period between the 1990 and 2010 Census. This gives an indication of the overall, long-term trajectory of the population – whether it is generally growing, shrinking, or remaining stagnant, and to what degree. For purposes of this analysis, Iowa Wesleyan University (and any other colleges and universities) *are* included, although State Correctional Facilities have been excluded. This data shows that Mount Pleasant’s population is at a very stable level, within a region that is generally shrinking. The total has increased modestly (primarily during the 1990s), at a rate just below the State of Iowa as a whole. It should be noted that Jefferson and Washington Counties have increased at a steady rate, which skews the regional figure by softening the overall rate of decline. This can be attributed to suburban sprawl extending from Iowa City into Washington County, and the establishment of Maharishi Vedic City in Jefferson County.

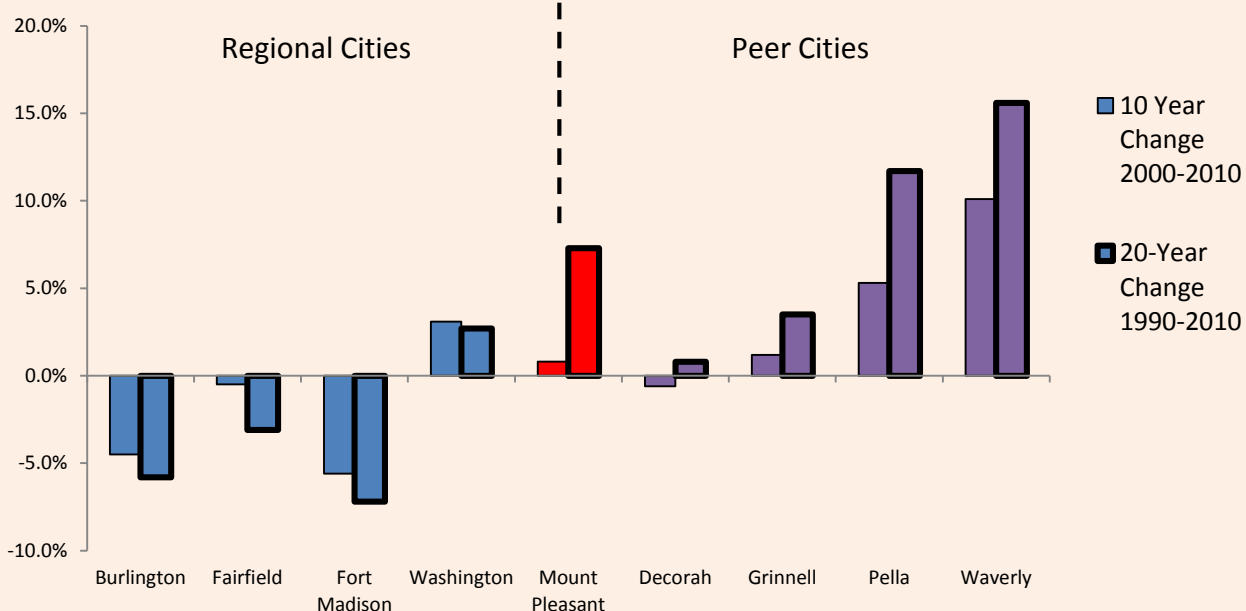
Population Change Comparison, 1990-2010

	1990	2000	2010	10 Year Change 2000-2010	20-Year Change 1990-2000
Mount Pleasant	7,219	7,681	7,746	0.8%	7.3%
Henry County	18,418	19,266	19,223	-0.2%	4.4%
Henry and Surrounding Counties*	154,122	155,691	151,912	-2.4%	-1.4%
Iowa	2,776,755	2,926,324	3,046,355	4.1%	9.7%
United States	248,709,873	281,421,906	308,745,538	9.7%	24.1%

*Includes Des Moines, Jefferson, Lee, Louisa, Van Buren, and Washington Counties

Note: Mount Pleasant Correctional Facility and Iowa State Penitentiary (Fort Madison) are excluded from all figures

Population Change, 1990 to 2010

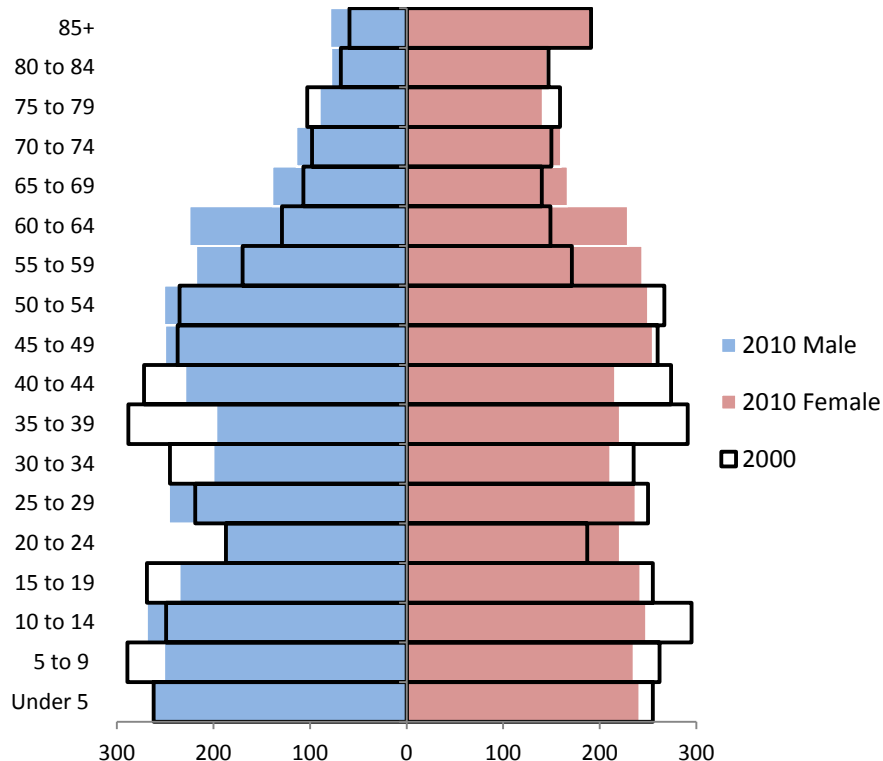


POPULATION & DEMOGRAPHICS

Age and Sex

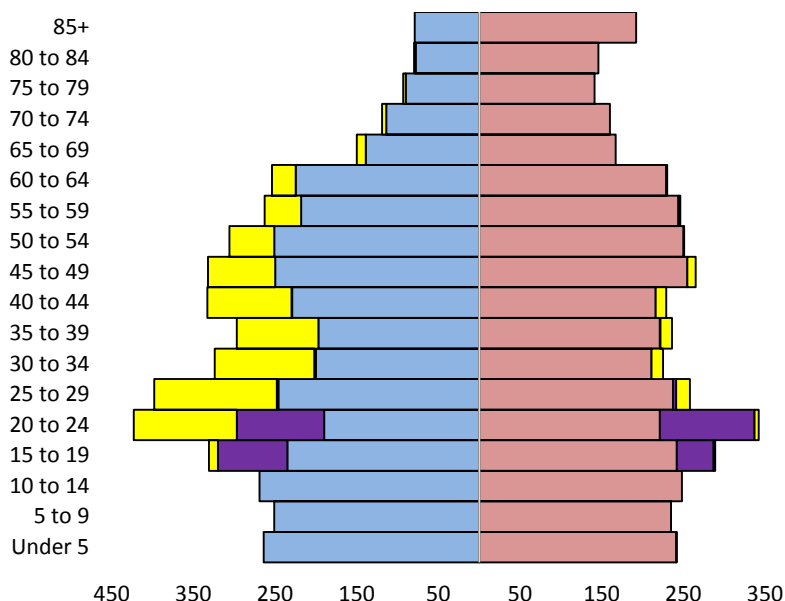
The figure below illustrates the age distribution of Mount Pleasant residents, with the 2010 values shown in solid red and blue bars, and the 2000 values in clear bars with a solid black line, to highlight the change over the decade.

City of Mount Pleasant – 2000 and 2010 Comparison



The data indicates that the City's population is aging at a pronounced pace, with a noticeable loss in the 30 to 45 age range, and an equally noticeable gain in the 55 to 69 range. This shows that many of the city's older residents (particularly the 'baby boom' generation) are aging in place, while those in the subsequent generation have not been taking their place proportionally. This data was especially impacted by the prison and college population, which produced a large inflated bulge in the 15 to 39 range. The adjusted figures show that the City has not been successful at retaining young adult residents.

Mount Pleasant - 2010 Total Population



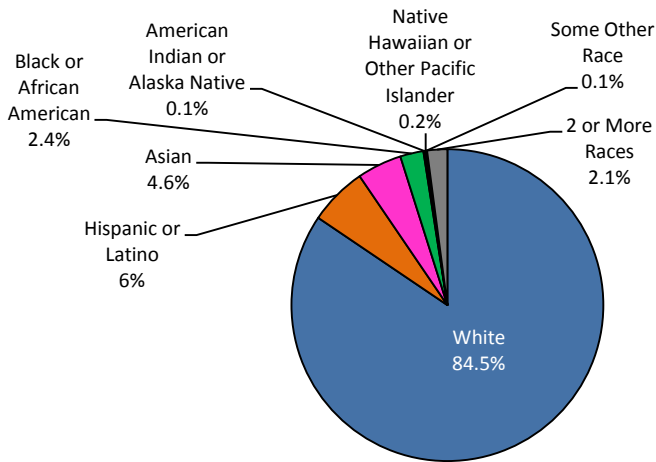
The figure at left includes the entire population of the City, with the yellow bars representing the Correctional Facility and Mental Health Institute. The purple bars represent Wesleyan Residence Halls. As previously, the left side of the graph represents males, and the right side represents females. Currently, the correctional facility has a smaller facility for female inmates, with an approximate ratio of 9 males to every female.

POPULATION & DEMOGRAPHICS

Race and Ethnicity

As of the 2010 Census, excluding Iowa Wesleyan dormitories and the Correctional Facility, the population of Mount Pleasant is 85% White, 6% Hispanic or Latino, 5% Asian, and 2% Black or African American. All other racial categories account for less than 0.5% each, and those identifying as '2 or More Races' account for 2% of the total. It should be noted that 'Hispanic or Latino' is classified as an 'ethnicity', rather than a 'race', so in this case, the '2 or More Races' category does not include anyone with Hispanic ancestry. Conversely, 'Hispanic or Latino' may include individuals who consider themselves 'White and Hispanic', or 'Hispanic and African American', for example.

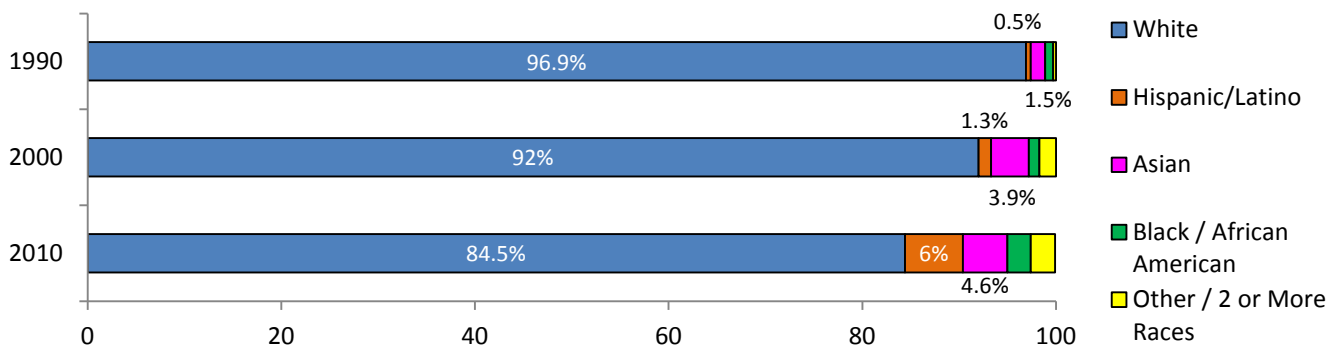
Racial Composition - 2010



	General Population	Iowa Wesleyan Dormitories	Correctional Facility / Mental Health Inst.
Total	7,387	359	922
White	6,240	218	667
Hispanic or Latino	445	41	92
Asian	342	23	6
Black or African American	178	65	118
Native American or Alaska Native	11	1	15
Native Hawaiian or Other Pacific Islander	13	5	2
Some Other Race	4	0	1
Two or More Races	154	6	21

When these statistics are compared with the previous two decades, it is clear that Mount Pleasant is becoming a more racially diverse community. Despite having a population that remains 85% White, the White population is steadily decreasing, while the minority population is rapidly increasing. Over a 20 year period, from 1990 to 2010, the percentage classified as Non-White grew from 3 to 16%. The Hispanic population alone increased from only 0.5% of the population in 1990, to 6% in 2010 (more than quadrupling in size, from less than 50 people to nearly 450). The Asian population largely boomed in the 1990s, due to the pattern of settlement for Laotian refugees. While the rate of growth was slower in the 2000s, the City now has more than three times as many Asian residents as it did in 1990. The African American population remains the smallest of the three major minority groups, although it still witnessed a sizable increase between 2000 and 2010, resulting in a net gain of 124 since 1990.

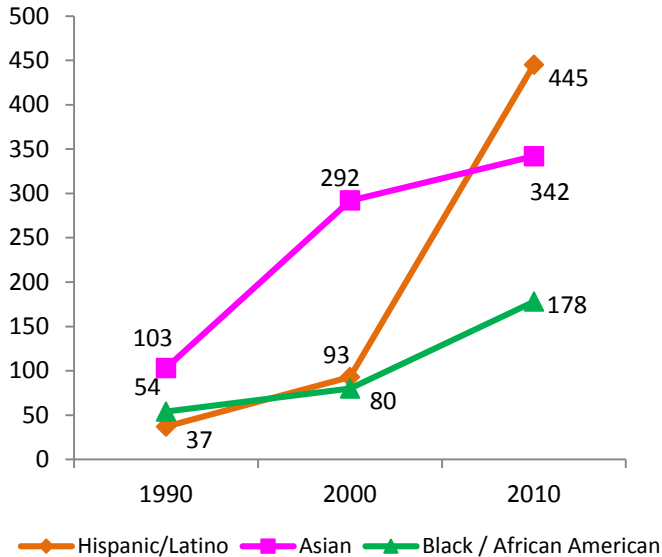
Racial Composition (Percentage), 1990-2010



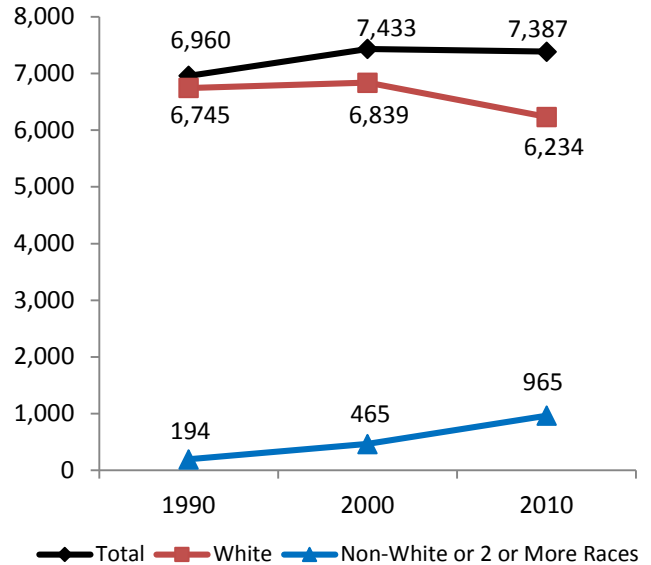
POPULATION & DEMOGRAPHICS

Given that the city's total population has decreased only slightly since 2000, it appears that the Non-White population is largely responsible for keeping the total comparatively stable over time. As a result of this analysis, it can be concluded that the City of Mount Pleasant should make an effort to factor its increasing diversity into future planning and policy decisions. While the trend so far is nowhere near the stark trends observed in other communities such as Columbus Junction, or Monmouth, Illinois, it would be unwise to discount these figures entirely.

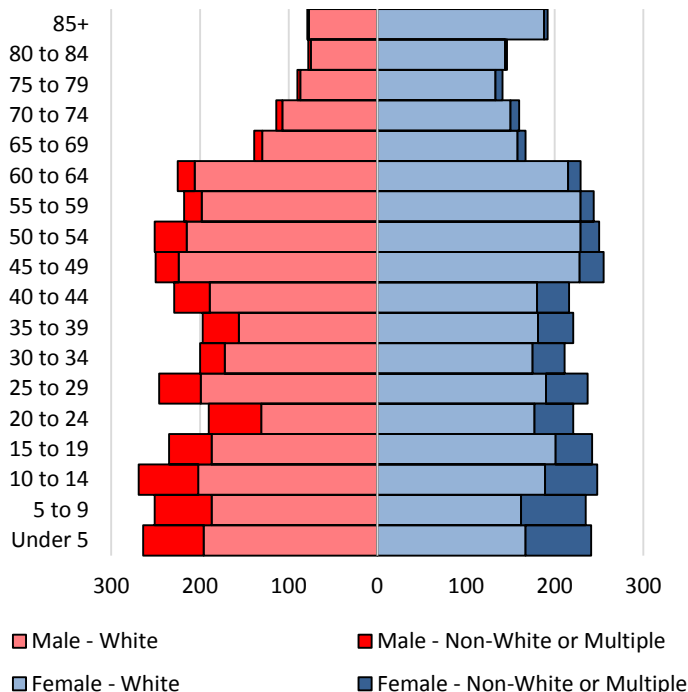
Minority Population Change, 1990-2010



Comparative Population Change, 1990-2010



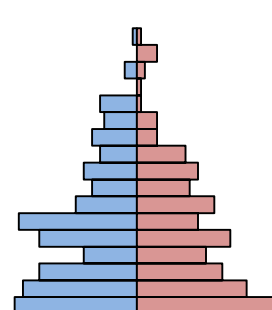
2010 Age Distribution by Race



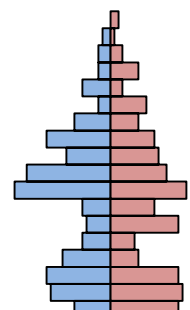
When broken down specifically by White vs. Non-White (or of 2 or more races), the resulting age pyramid suggests that Mount Pleasant will become continually more diverse through 2030 and beyond, based solely on the rate of natural increase – not even considering future immigration from elsewhere. The snapshots below highlight the distinctly different shape of the pyramids for the Hispanic and Asian populations.

Population Pyramids by Race

Hispanic/Latino Population



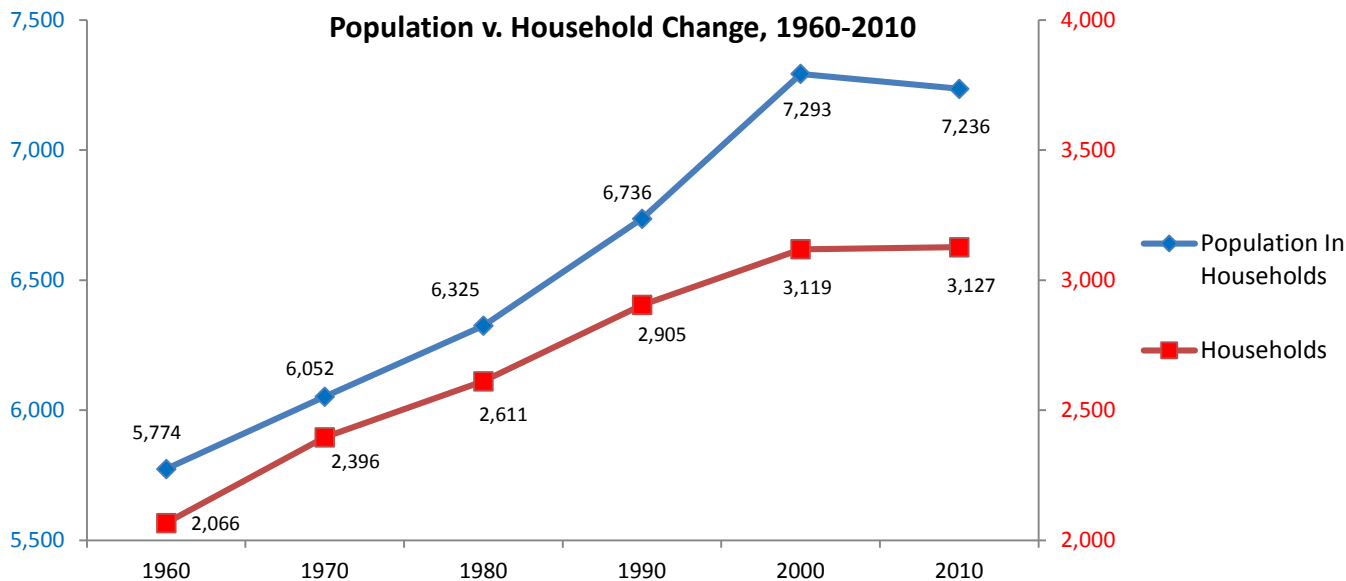
Asian Population



POPULATION & DEMOGRAPHICS

Household Characteristics

In addition to the basic demographic factors such as race, age, and sex, it is also important to assess the living arrangement of individuals within households. Census figures show that the population of residents living in households decreased at a rate of 0.8%, from 2000 to 2010. In contrast, the actual number of households increased by 0.3%. Accordingly, the average household size decreased from 2.34 to 2.31.

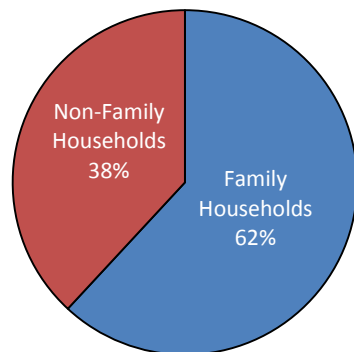


Note: The 'population in households' figure excludes those living 'in group quarters' – i.e. skilled nursing facilities

This is consistent with the trend for the State of Iowa as a whole, although its average household size was slightly higher to begin with, going from 2.46 to 2.41. When viewed in the context of the City's aging demographics, it appears that household sizes are decreasing as a result of the natural pattern of families growing older, and adult children leaving home for other places.

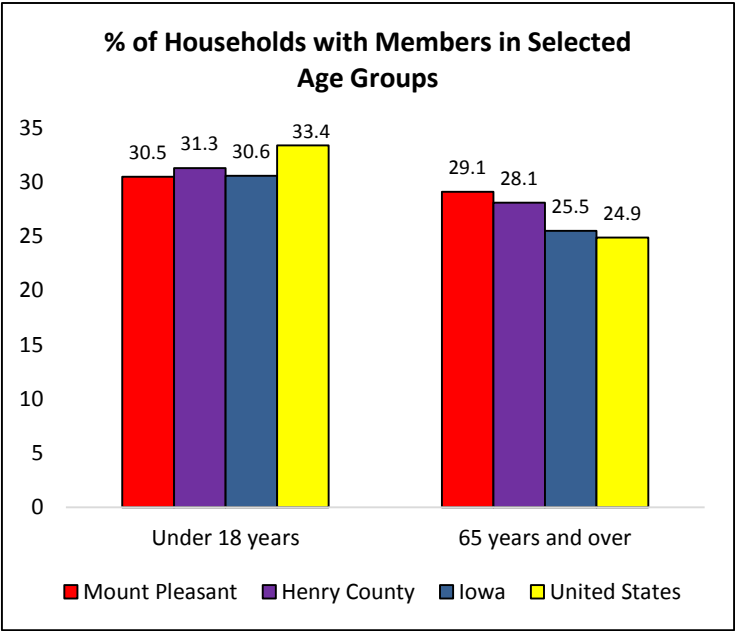
	Average Household Size	Average Family Size	% Non-Family Households
Mount Pleasant	2.31	2.94	38.1%
Henry County	2.43	2.92	31.7%
Iowa	2.41	2.97	35.3%
United States	2.58	3.14	33.6%

Another means of categorizing a household is whether it is a 'family household' or 'non-family household'. According to the US Census Bureau, a 'family household' is one that has at least one member of the household related to the head of household by birth, marriage, or adoption. In contrast, 'non-family households' are those with either one person living alone, or multiple individuals who are not related to one another. In Mount Pleasant, from 2000 to 2010, the percentage of households classified as 'non-family households' increased from 37.8 to 38.1%. At the same time, for those classified as 'family households', the average family size decreased from 3.01 to 2.94.



POPULATION & DEMOGRAPHICS

In addition to the basic demographic factors such as race, age, and sex, it is also important to assess the age composition of households has also been affected by the overall aging demographics of the community. For example, the percentage of households with individuals under 18 present decreased from 32.7 to 30.5%, while the percentage of households with individuals 65 and over present increased from 27 to 29.1%. As a result, Mount Pleasant now exceeds the County, State and Nation for households with those 65 and over, but is surpassed by all three for households with those under 18.



Household composition data relates closely to data on housing units such as tenure (owner vs. renter-occupied). This information is assessed further under the ‘Housing and Neighborhoods’ section of this Plan.

Group Quarters

As previously discussed, in relation to the prison and college populations, ‘group quarters’ is a special category of individuals living in some form of group living arrangement. While they constitute the large majority of the ‘group quarters’ population in Mount Pleasant, the Correctional Facility and Iowa Wesleyan dormitories are not the only ‘group quarters’ present in Mount Pleasant. At right is a list of all such entities counted in Mount Pleasant for the 2010 Census.

For purposes of this analysis, ‘local group quarters’ are those drawn from the local population in Mount Pleasant and Henry County. ‘Non-local group quarters’ are those who predominantly come to the community from elsewhere in the State of Iowa or other states, for whatever reason. It should be noted that, while active at the time of the 2010 Census, the Mental Health Institute and Henry County Care Facility are no longer in operation.

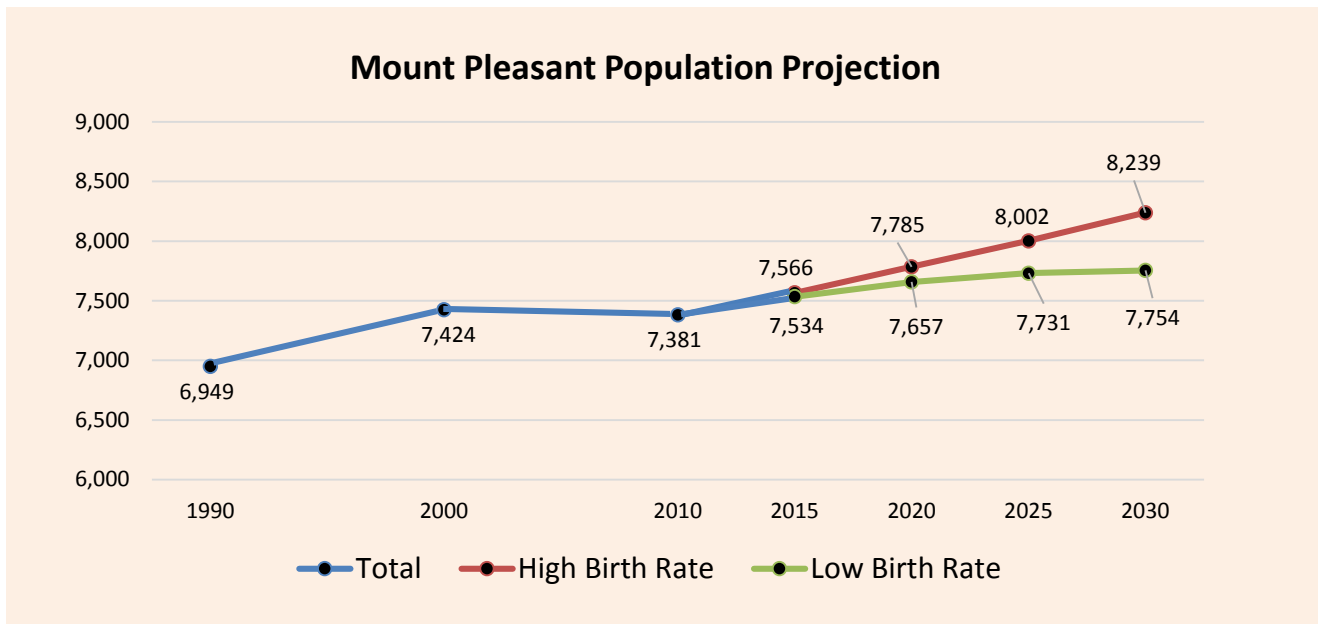
ENTITY	POPULATION
TOTAL GROUP QUARTERS	1,432
LOCAL GROUP QUARTERS	151
NON-LOCAL GROUP QUARTERS	1,281
Correctional Facilities for Adults	912
Mount Pleasant Correctional Facility	906
Henry County Jail	6
Juvenile Facilities	14
Christamore Family Treatment Center	14
Nursing/Skilled-Nusing Facilities	108
Arbor Court	59
Pleasant Manor	49
College/University Student Housing	359
Iowa Wesleyan University dormitories	359
Other Noninstitutional Facilities	39
Mount Pleasant Mental Health Institute	16
The Van Vorhies Haus	12
Henry County Care Facility/Insight Human Services	11

POPULATION & DEMOGRAPHICS

Population Projections for 2030

For the purpose of this analysis, a cohort component population projection tool was used to calculate the expected population of Mount Pleasant, for 5-year increments from 2015 to 2030. This tool utilizes two sets of data – the total population of the city from 2000 and 2010 (broken down into age brackets by sex), and the total number of births and deaths recorded in the City in 2010. In calculating these projections, the population residing at the Mount Pleasant Correctional Facility and Iowa Wesleyan University residence halls was removed from the total population. That segment of the population is not conducive to this type of projection – due to both limited interaction with the general population, and the expected short time frame of each person’s stay in the community. Also, unforeseen changes are expected to occur in incarceration levels and/or university enrollment, over the span of 20 years.

The projection tool is structured to include two separate settings for calculating future population projections – High Birth Rate and Low Birth Rate. Using a High Birth Rate, the City’s population would increase by 5.4% from 2010 to 2020, and then by an even higher rate of 5.8% from 2020 to 2030. This would result in a 20-year increase of 11.6%. Using a Low Birth Rate, the City’s population would increase by 3.7% from 2010 to 2020, but only by 1.3% from 2020 to 2030. This would result in a 20-year increase of 5.1%, less than the first 10-year increase projected with a High Birth Rate. Taken as a whole, the High Birth Rate projects a slow, modest acceleration of growth, while the Low Birth Rate projects a moderate plateau, or ‘leveling off’ of the growth rate over time.



Using either measure, the population is expected to have a higher population in 2030 than it is today, or was at any point in the city’s history. This is especially significant, considering that at the same time the population is growing overall, the aging ‘baby boomer’ generation will likely produce an increase in the number of small one and two-person households. Therefore, demand for housing will steadily increase from multiple causes simultaneously. In addition, if Iowa Wesleyan University has its enrollment grow by dramatic numbers during this same period, then its socioeconomic relationship with the City will be further enhanced, and this will impact the rate of population change. Such an influence is not accounted for in the population projection included in this Plan.

CURRENT LAND USE

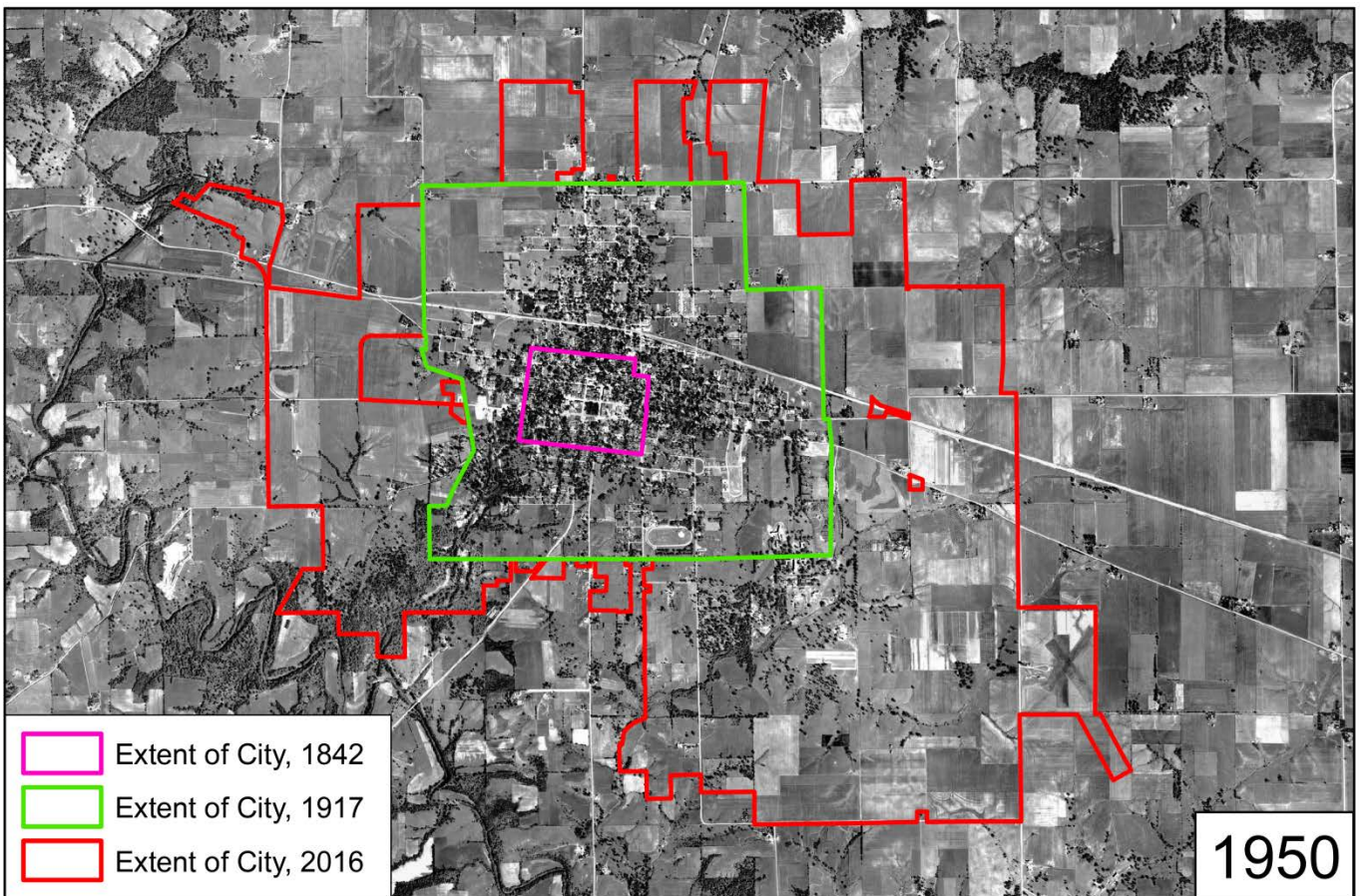


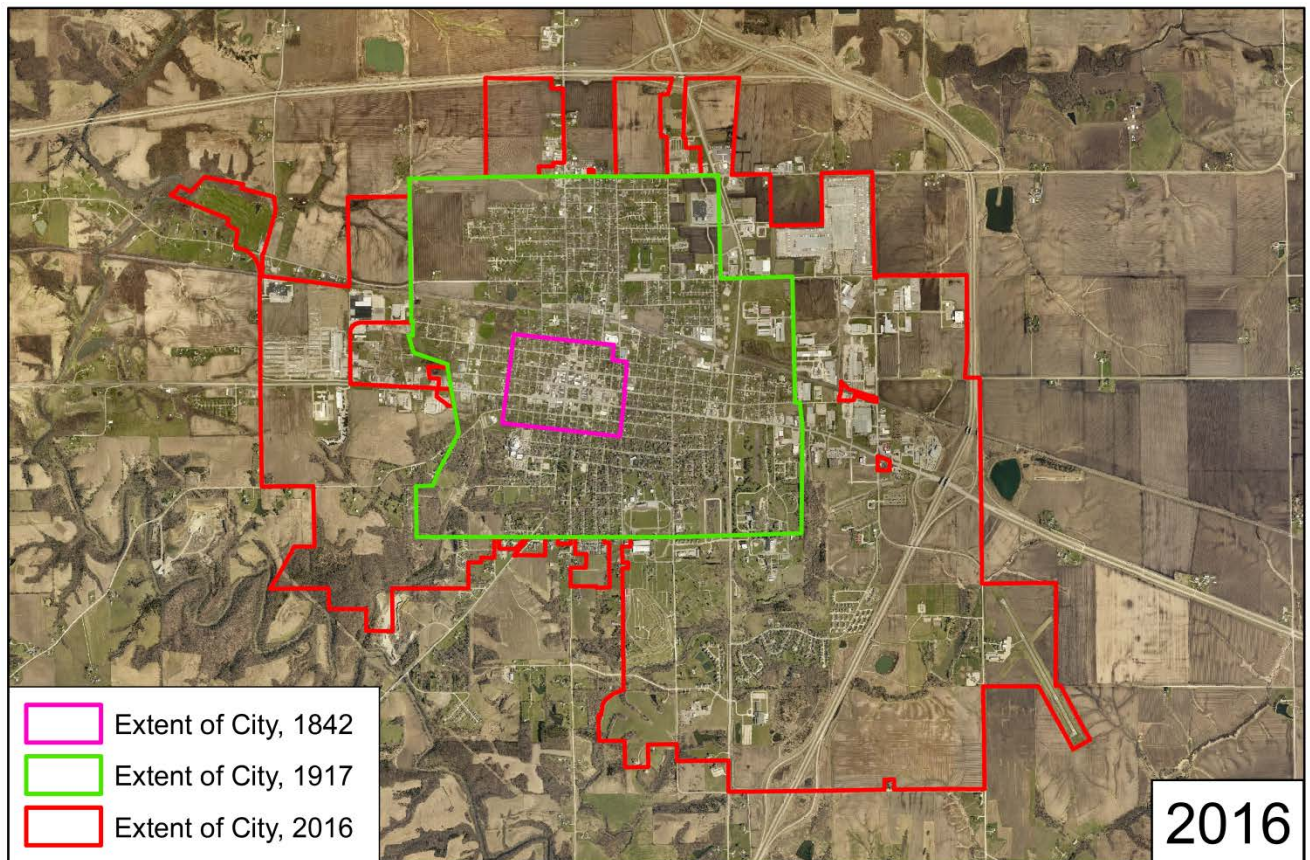
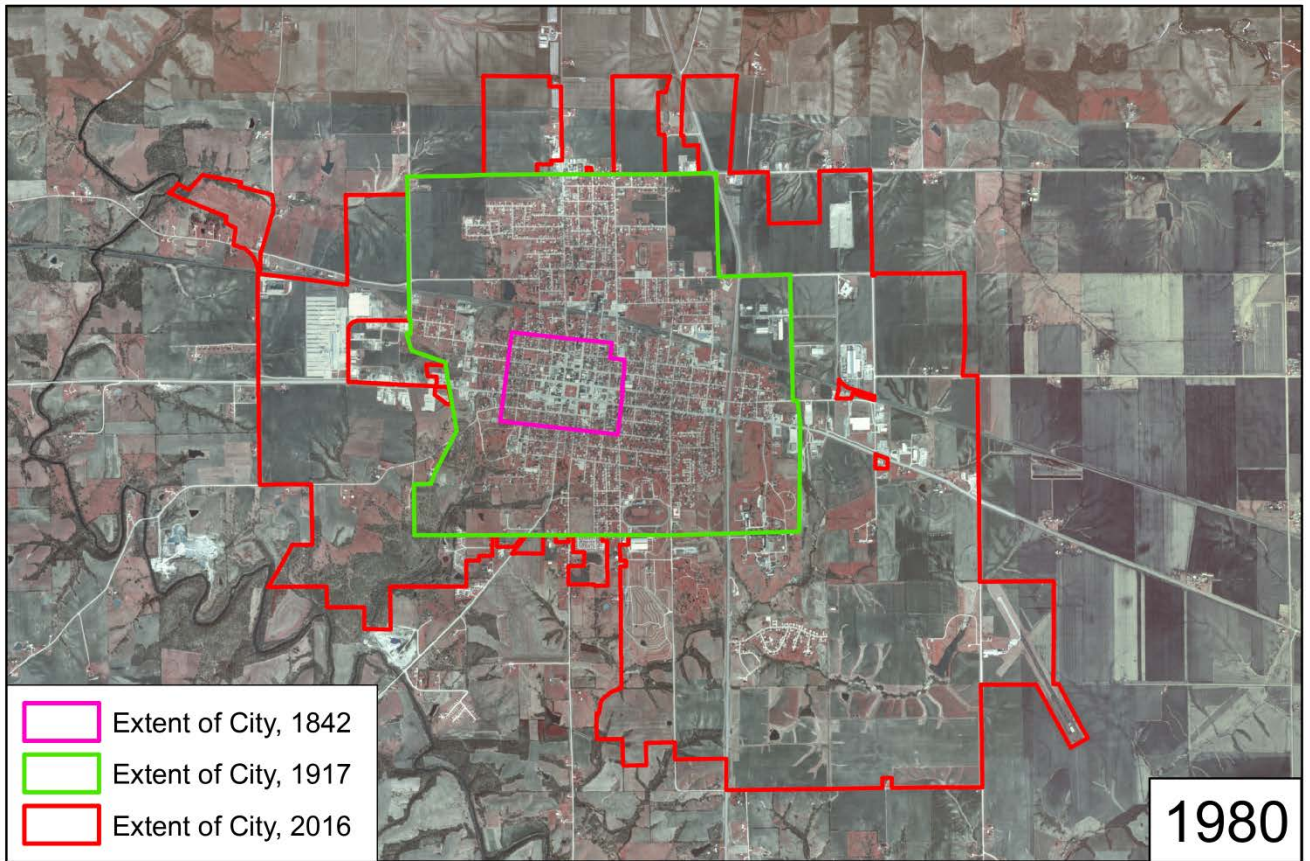
The way in which a city's land is used – whether private or public – is of critical importance to the community, as decisions are made about future growth and development. In order to grow and develop in a responsible and sustainable way, a city must take stock of the current patterns of land use throughout its jurisdiction, to create a logical framework for future planning and decision making. This section includes a detailed assessment of current and historical land use patterns, culminating in the Current Land Use Map, the first step in preparing the Future Land Use Map, found later in this document.

Land Use Changes Over Time

In order to understand the broad patterns of land use today, it is important to be aware of the historical pattern of development in Mount Pleasant. The three images on the following pages highlight these changes through historical aerial photographs, from 1950, 1980, and 2016, respectively. For further context, the municipal boundaries at several points in the City's history are superimposed upon the photo. The pink line represents the Original Town subdivision – when the City was first platted in 1838. The green line represents the City in 1917. Finally, the red line represents the current boundaries.

Note how the routes of highways, including two successive bypasses of US 218, have influenced the resulting shape of the City, with significant growth to the east, southeast, and west. Also note how a sizable chunk of farmland at the City's northwest corner has been within the City's boundaries for at least a century without being developed.





Land Use Changes Over Time – Major Examples

Several special cases are highlighted on the following pages, where land uses changed drastically over the course of the City's history. In each case, an aerial photo from greater than 40 years ago is compared with one from the present day, to highlight the degree of change. In each case, a yellow line denotes the present day boundary of the district or institution property. The thin red line denotes the present day municipal boundary. This analysis serves to highlight how dramatically a City's pattern of land use can change during a relatively short period.

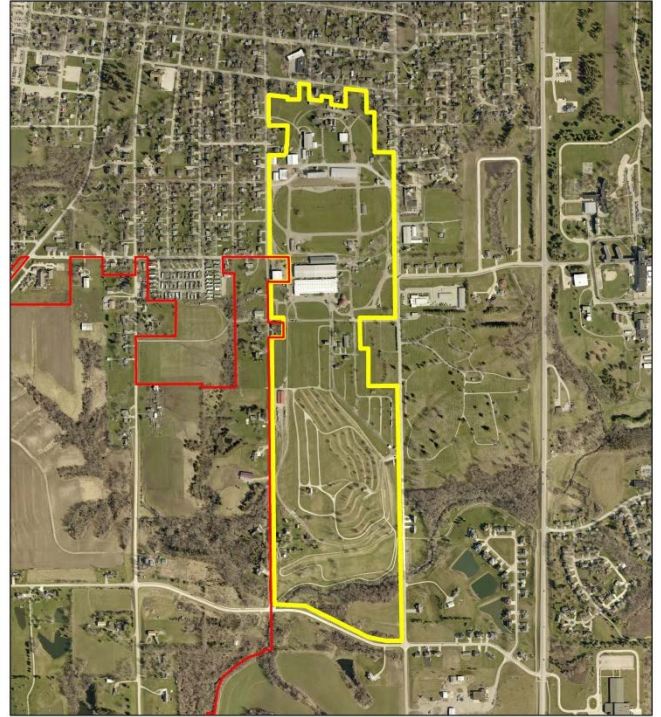
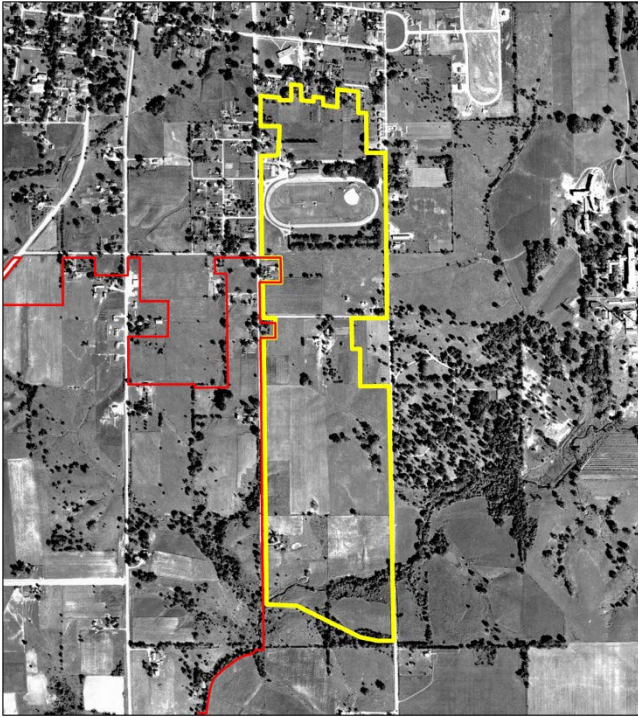


Henry County Health Center – 1970 (L), and 2016 (R): The physical footprint of the hospital (as well as the nearby St. Adolphus Church, has expanded greatly over time, through the acquisition of land around it. As a result of this institutional growth into former residential areas, the population of the surrounding Block Group decreased at the fastest rate of any in the City between 1990 and 2010.

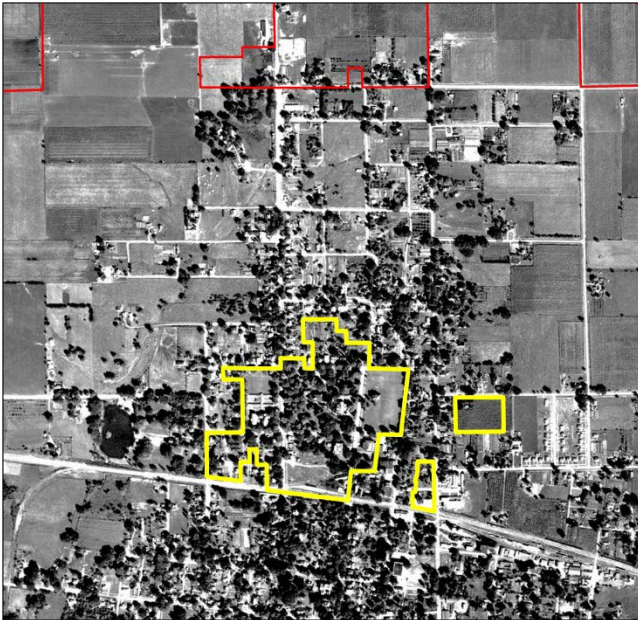


Downtown – 1950 (L), and 2016 (R): Over time, increased auto dependence has resulted in a proliferation of parking areas around the Downtown core, producing a more distinct 'buffer zone' in between it and surrounding residential neighborhoods. *(line denotes the current B-2 Zoning District)*

Land Use Changes Over Time – Major Examples

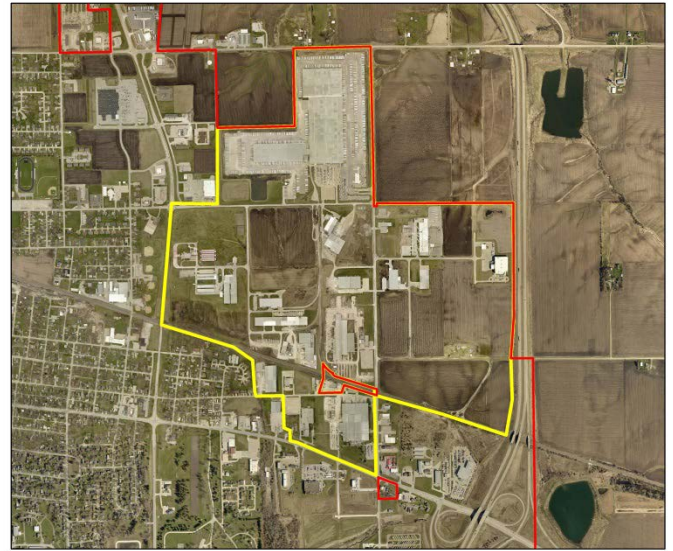
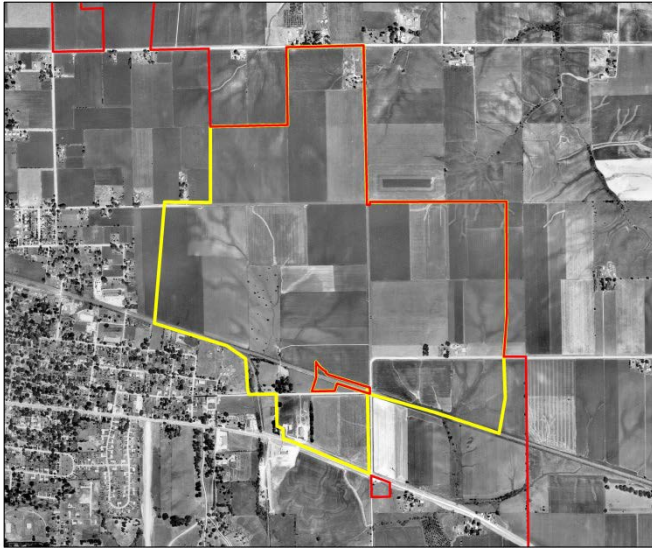


Old Threshers Grounds/McMillan Park – 1950 (L), and 2016 (R): Once positioned at the City's extreme south edge, this area has seen substantial development gradually take shape around it, aided by the paving of several arterial/collector streets into previously inaccessible areas.

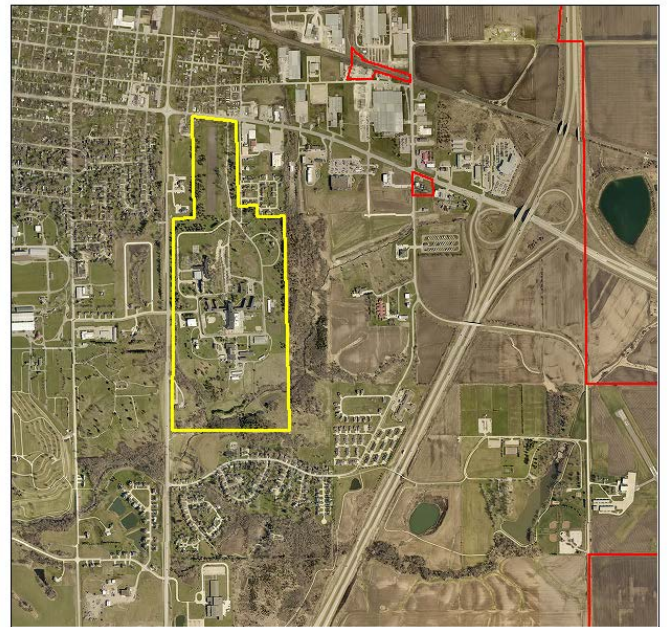
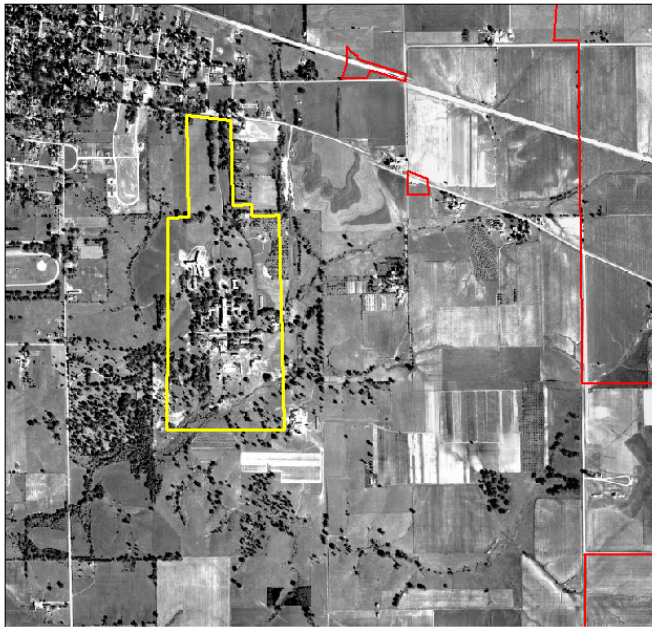


Iowa Wesleyan University – 1950 (L), and 2016 (R): When initially founded, IWU was at the extreme north end of the City, surrounded by farmland. Well over a century and a half later, residential development has gradually expanded outward, resulting in the University being entirely landlocked.

Land Use Changes Over Time – Major Examples



East Side Industrial Parks – 1970 (L), and 2016 (R): The area now occupied by the thriving E.A. Hayes and Crossroads Industrial Parks was as recently as 1970 almost entirely occupied by farmland. Successive highway realignments have played a major role in this process. Note that the 1960 image highlights the construction of Grand Avenue (then US 218) to the south of Washington Street. Just over 40 years later, that same highway was bypassed once again, this time by the 4-lane expressway on the other side of the industrial park.



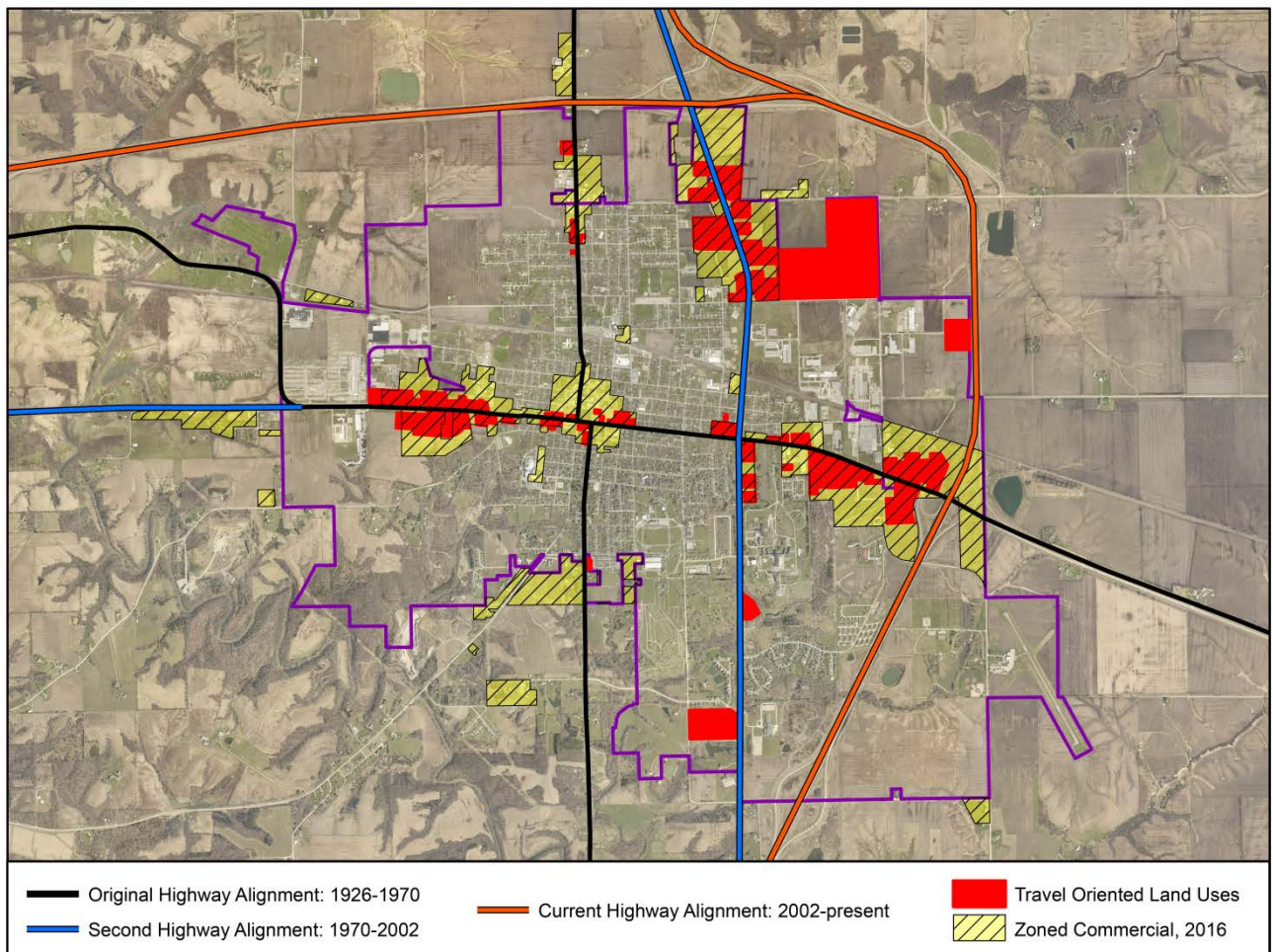
Southeast Growth Area – 1950 (L), and 2016 (R): The far southeast side of the city has seen the most dramatic population growth in recent years. The line in the images denotes the boundary of the State complex housing the correctional and mental health facilities. Once positioned well outside the City's developed area, it is now fully surrounded by residential, commercial, and civic land uses.

Land Use and Transportation Networks

The transportation network of a community often plays an integral role in the land use patterns that take shape over time. In the case of Mount Pleasant, highway and rail routes have been very influential in where commercial and industrial land uses locate. This dynamic is complicated when changes occur to the transportation system itself, but the patterns of land use that preceded the change continue to persist, sometimes indefinitely. Without heavy traffic volumes or immediate access to freight shipping networks, these uses become increasingly prone to blight, and incompatible with adjacent residential neighborhoods. Future land use and development decisions should be cautiously evaluated to avoid perpetuating an outdated an illogical land use pattern.

Highways

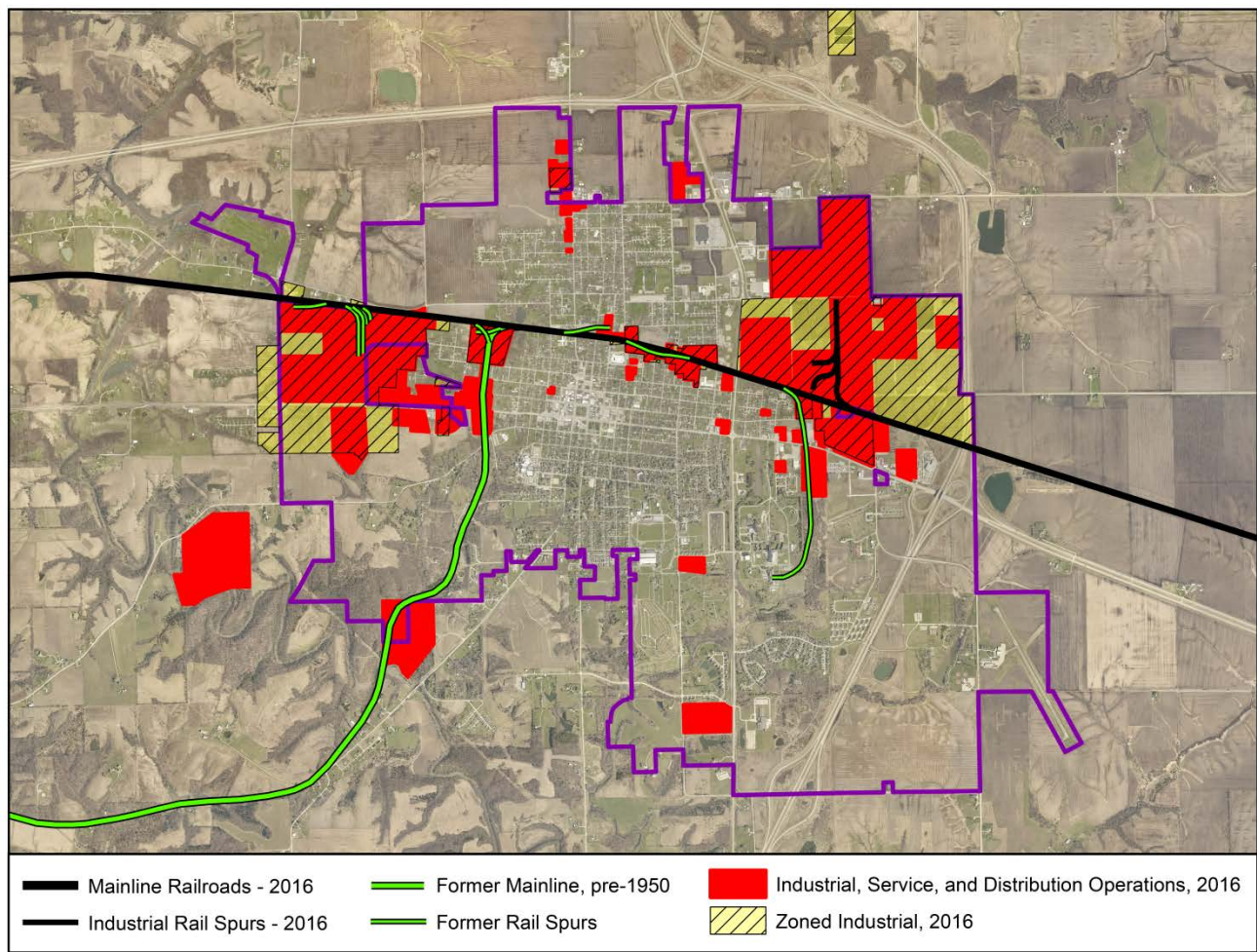
Over the last 75 years, the alignments of Highways 34 and 218 have changed dramatically through bypasses (which occurred twice, in the case of 218). While both routes now function as 4-lane, limited access highways, the previous alignments of Washington Street and Grand Avenue maintain the appearance of a through route, due to the concentration of travel-oriented businesses such as hotels, restaurants, and gas stations. Even the original (pre-1970) alignment of Highway 218 helps explain the handful of auto-oriented businesses clustered along North Broad Street. The location of the County DOT maintenance office and State Patrol headquarters on Grand Avenue also reflect this legacy.



Railroads

While the east-west mainline route of BNSF railroad is now the only rail line present in Mount Pleasant, there was once an additional north-south route which connected to this line on the west side of town. Part of the CB&Q network, this line served to connect Mount Pleasant with the City of Keokuk, 45 miles to the south. Even though this line was discontinued in the 1940s, its influence can still be felt on the land use pattern in this area of the City. A cluster of service, equipment, and warehousing businesses now lie along this former rail corridor, on both sides of Washington Street. There is also an Alliant Energy utility station, and several undeveloped parcels, suggesting that the former industrial nature of this corridor has persisted in dissuading any residential development. City policies such as zoning may help contribute to perpetuating this land use pattern.

The same patterns are present along the BNSF (formerly CB&Q) mainline. Most of the city's industrial uses are in close proximity to this line, along with a number of service, equipment, and warehousing businesses. In the past, there were a multitude of spur routes connecting various industries to the mainline, along with the Mental Health Institute and the City Utilities complex. Today, with trucking taking care of most freight hauling needs, most of these spurs have been eliminated. Yet the land use patterns persist, with many businesses clustering around the railroad, without actually utilizing it. In addition, with a few obvious exceptions, these uses are of a much lower intensity than their heavy industry predecessors, as this corridor is not ideal for industry in the absence of direct highway access.



Current Land Use

In analyzing the current distribution and coverage of land uses in Mount Pleasant, a set of 12 categories was utilized to classify all of the land in the City, excluding rights-of-way for streets, alleys, and railroads. Each of these categories is described in detail below:

- **Agriculture** – Land that is actively used for farming, including the raising of crops, or pasture land for livestock
- **Low Density Rural Residential** – Land occupied by housing situated on large lots of 20,000 square feet or more, characteristic of a rural setting at the city's outer fringe
- **Lower Density Residential** – Land occupied by housing of a comparatively low urban density, with no more than one or two units occupying a single building; includes single-family homes, duplexes, and two-family conversions
- **Higher Density Residential** – Land occupied by housing of a comparatively moderate to high urban density, with 3 or more units occupying a single building; includes apartments, condominiums, townhomes, assisted living units, and skilled nursing facilities
- **Downtown Mixed Use** – Land in the Central Business District which is occupied by two-story buildings that contain commercial uses on the ground floor, and the upper stor(ies) either currently have 1 or more residences, or they are configured in a way that allows for the ready conversion to such a residential use in the future
- **Commercial** – Land used primarily for a commercial business enterprise, such as retail and professional services (i.e. financial, medical); this includes businesses where the owner also resides on the property, as this use is secondary to the commercial function; it also includes Downtown buildings without the capacity to house residential uses



LAND USE

- **Industrial** – Land used primarily for an active industrial enterprise, including light to heavy manufacturing, processing of raw materials, or material extraction (i.e. mining and quarrying)
- **Civic/Institutional** – Land used for a distinctly public purpose, primarily involving government owned land (City, County, State, or Federal); includes government buildings and offices, public libraries, cemeteries, public hospitals, airports, utility stations, and public parking lots
- **Education** – Land used primarily for an educational activity, including public and private schools covering grades K-12, college and universities (including student residence halls), and any accessory facility or office associated with such an institution
- **Church/Nonprofit** – Privately owned land that is tax exempt, including churches/religious institutions, fraternal organizations, or nonprofit corporations
- **Parks and Recreation** – Land devoted to outdoor recreational activity, including public parks and trails, public or private athletic facilities, and miscellaneous outdoor entertainment/performance venues
- **Undeveloped** – Any area of land not currently devoted to an active economic use, whether agricultural, residential, commercial, industrial, or public/institutional; this includes natural areas such as forests, wetlands, or creeks, which are not formally set aside for conservation or public recreation purposes

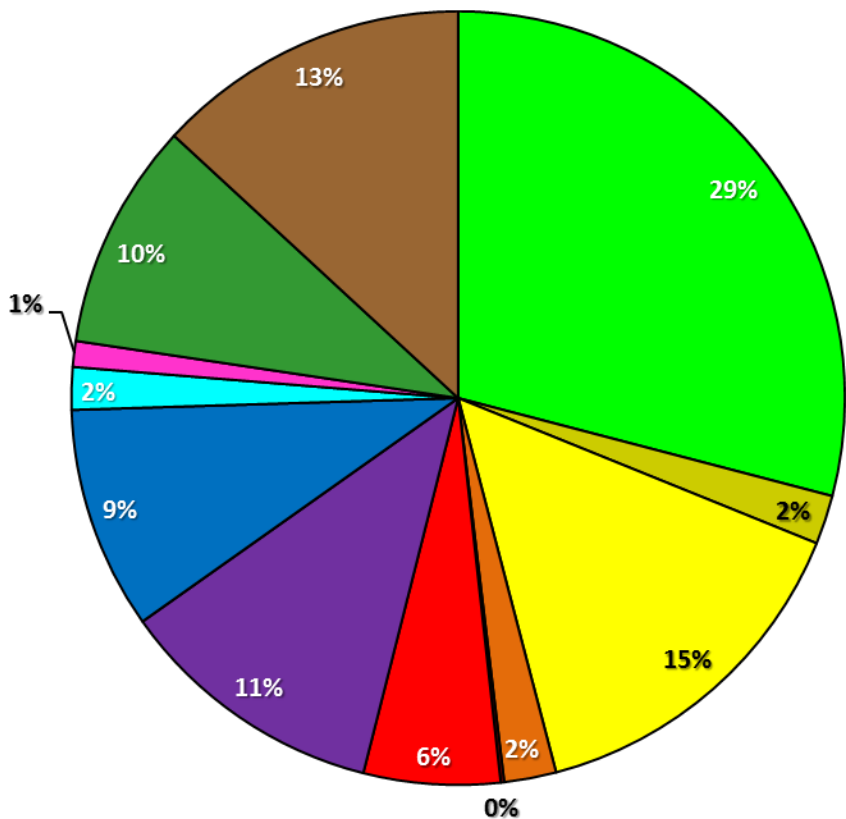


LAND USE

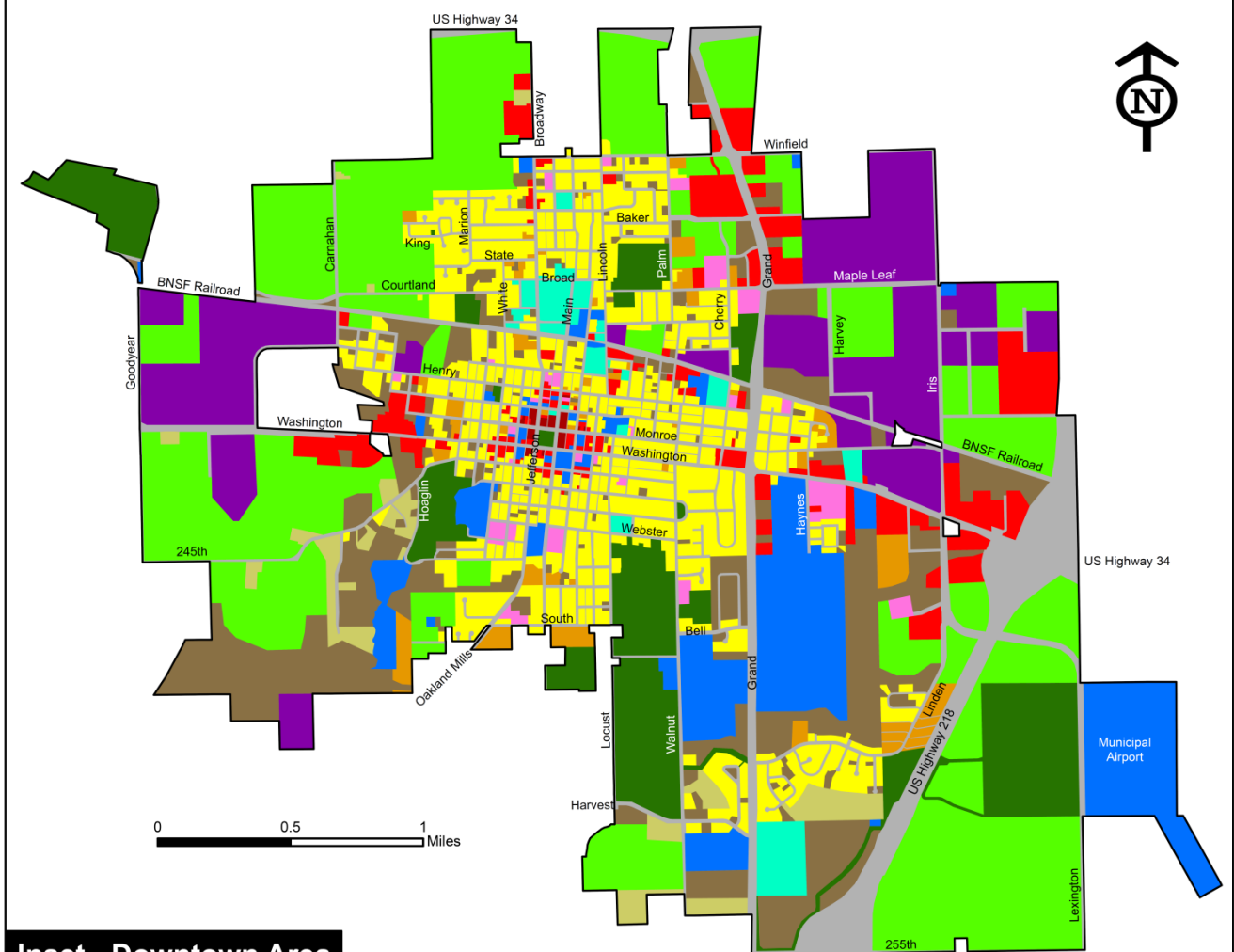
As the Current Land Use Map shows, the distribution of higher-intensity land uses is highly uneven around the City's full geographic area. For the most part, the historic core neighborhoods of the City are an exception to this trend, as almost all of the land area is fully developed and occupied by small parcels of land containing homes, businesses, and civic uses. In the outer periphery, however, the landscape is dominated by large parcels with industrial, civic, or recreational uses, along with sizable areas of undeveloped land.

The table to the right and graph below highlight the full extent of land uses in each category, by its land area and percentage of the total.

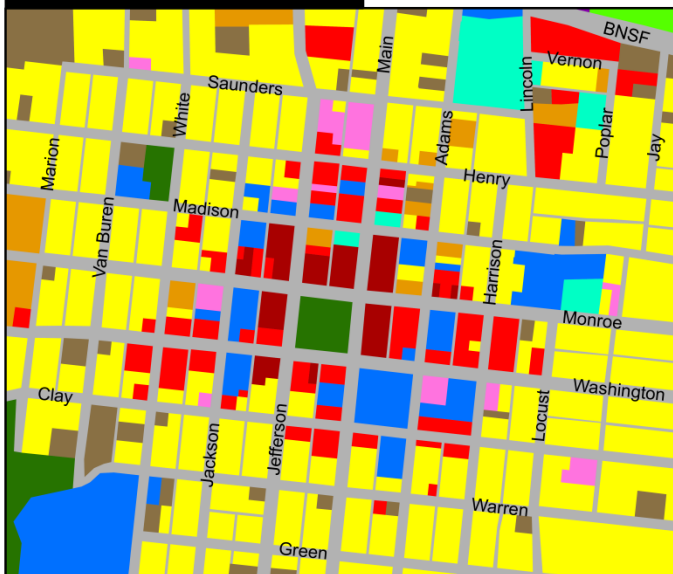
	Color	Square Feet	Acres	Percentage
Land Use Type		206,277,390	4,736	100%
Agriculture		59,976,624	1,377	29.1%
Low Density Rural Residential		4,224,477	97	2.0%
Lower Density Residential		30,538,598	701	14.8%
Higher Density Residential		4,499,903	103	2.2%
Downtown Mixed Use		287,680	7	0.1%
Commercial		11,780,528	270	5.7%
Industrial		23,212,132	533	11.3%
Civic/Institutional		19,217,123	441	9.3%
Education		3,642,941	84	1.8%
Church/Nonprofit		2,208,186	51	1.1%
Parks/Recreation/Open Space		19,594,671	450	9.5%
Undeveloped		27,094,527	622	13.1%



Mount Pleasant, Iowa - Current Land Use Map (2017)



Inset - Downtown Area



Legend

- Agriculture
- Low Density Rural Residential
- Lower Density Residential
- Higher Density Residential
- Downtown Mixed Use
- Commercial
- Industrial
- Civic/Institutional
- Education
- Church/Nonprofit
- Parks/Recreation/Open Space
- Undeveloped
- Transportation Right-of-Way

Existing Conditions of Current Land Use

Agriculture

As of Summer 2016, the most widely prevalent land use by total area is Agriculture, which encompasses nearly 1,400 acres, and accounts for nearly a third of the City's land area. Farmland is found primarily at the City's periphery, with large, contiguous areas at the northwest, southeast, and southwest corners. Several areas of farmland lie within the E.A. Hayes and Crossroads Industrial Parks, along with a few to the rear of commercial businesses along Grand Avenue. In addition, a handful of farm parcels remain closer to the core of the City, all of which are adjacent to the BNSF railroad line.

Residential

Residential uses account for just under 1/5 of the City's land area. The overwhelming majority of residential uses are found in the densely developed core of the City. A notable exception to this is the cluster of residential subdivisions at the southeastern fringe of the City, including Threshers Meadows, Linden Heights, and Ashford Park. Linden Heights, the oldest of these neighborhoods, was developed in the 1960s, on land opened up by the newly paved Highway 218 bypass (now Grand Avenue). The other two neighborhoods were developed since 2000.

Higher Density Residential uses are generally scattered evenly throughout the City, although some notable clusters exist, particularly the one in the northeast part of the City (near the Grand Avenue retail corridor). This area along Palm Avenue and Maple Leaf Drive functions largely as a buffer between the retail area and single-family neighborhoods to the west. Several churches and a funeral home are also present here, along with multiple patches of undeveloped land.

Commercial and Mixed Use

Commercial uses cover 270 acres, and account for only 6% of the City's land area. Notable areas of concentration are East Washington Street, from just west of Grand Avenue eastward to Highway 218, and North Grand Avenue, from Maple Leaf Drive northward to Highway 34. A smaller cluster is present on West Washington Street, to the west of Downtown, and there a sizable number of commercial uses in the transition area between Downtown and the surrounding neighborhoods. Lastly, a number of commercial uses are found in proximity to the BNSF railroad, to the east of Downtown. These are primarily warehousing and equipment sales businesses, rather than retail and professional services.

Downtown Mixed Use accounts for only a tiny fraction of the total, with 7 acres in all. These are comprised of a number of 2 and 3 story Downtown buildings, many, but not all of which currently have upper story residential units. Single-story buildings in this area are classified as 'Commercial'.

Industrial

Industrial is the third most prevalent of the general categories, with 530 acres accounting for 11% of the total. Many of these are found at the east end of the City, within the E.A. Hayes and Crossroads Industrial Parks. Another cluster is found at the opposite, west end of town, in the West Side Industrial Park, encompassing 5 manufacturing/production operations. Three other industrial uses are present in between these two larger clusters, all in close proximity to the BNSF Railroad. Finally, a portion of a gravel quarry is found at the extreme southwest corner of the City, which extends into unincorporated Henry County.

Civic Uses

The combined categories of Civic, Education, Church/Nonprofit, and Parks account for a total of 1,025 acres, and encompass 22% of the total land area. Of these, Civic/Institutional, and Parks and Recreation both account for around 450 acres each, while the other two are decidedly smaller.

Civic/Institutional Uses includes all City buildings, including City Hall, Public Works, and the Police and Fire Departments. It also includes several public parking lots in the Downtown area, the municipal airport, and public utility stations such as the wastewater treatment facility. A number of Henry County facilities are included in this category as well, such as the Courthouse and County Engineer's office. All State of Iowa facilities, such as the Correctional Facility, are also included. As a quasi-public facility, the Henry County Health Center fits into this category, along with several cemeteries, two of which are maintained by the City. Finally, several private utility stations are present at various locations throughout the City.

The largest Education use by size is Iowa Wesleyan University, to the north of Downtown. Much of the remaining Education uses are part of the Mount Pleasant Community School District, including all elementary, middle, and high schools. There is also the private Mount Pleasant Christian School, on East Washington Street, and the extension offices for Southeastern Community College and Iowa State University, both in the Downtown area.

The Church/Nonprofit category is primarily represented by churches, which are evenly distributed around the City, although there are several around the Downtown area, and a noticeable cluster in the northeast part of the City, near Palm Avenue and Maple Leaf Drive. The other uses in this category include the Fellowship Cup headquarters and community garden, the Christamore Family Treatment Center, the Veterans of Foreign Wars post, and the Masonic Temple.

Much of the Parks and Recreation category is comprised of City Parks, along with three off-road trail segments. In addition, there is the Old Threshers Grounds, the Golf and Country Club, the Little League Ball Fields, and the soccer fields used by Iowa Wesleyan University.

Undeveloped

Undeveloped land accounts for 13% of the total, at over 600 acres. It is scattered throughout the City, and found in a number of different contexts. There are a number of small lots within otherwise fully developed, mature neighborhoods near the City's core. Some of these previously contained a home which has since been demolished, while others have never been developed, some of which are owned by the occupant of an adjacent residence. Undeveloped lots are also found in more newly platted subdivisions, many of which are currently approaching full build-out. There are also undeveloped parcels along commercial corridors such as Grand Avenue and Washington Street, and within larger parcels owned by industrial firms and public or private institutions (i.e. Iowa Wesleyan University, State of Iowa).

A sizable amount of land is undeveloped due to natural, environmental constraints, including the presence of active streams, ponds, or wetlands. Irregular topography explains additional areas, often due to stormwater drainage issues. There are also several areas of 'forest reserve', set aside for tax purposes by agricultural landowners at the City's southwestern fringe.

NATURAL ENVIRONMENT



The natural environment influences the way cities develop, and Mount Pleasant is no exception. Natural factors such as soil type, topography, and watersheds all play an important role in determining the type of development that can take place, and to what extent it can do so in a particular area. This section assesses the natural context in which Mount Pleasant is positioned, and how it has influenced the city's development.

NATURAL ENVIRONMENT

Natural Environment of Mount Pleasant

Mount Pleasant is located on what is called the Southern Iowa Drift Plain (see map at the bottom of the page). This geologic feature, the largest of Iowa's landforms, is composed of glacial drift deposited by ancient glaciers and is characterized by gentle rolling hills and valleys, created by erosion. This natural process can be observed to the south of Mount Pleasant where the terrain near the Skunk River becomes more varied and hilly as compared to the north of Mount Pleasant.

Prior to European settlement, the predominant land cover would have been tallgrass prairie which thrived in the deep, rich soil of what would become the state of Iowa. Today this same soil is what makes Iowa one of the most productive agricultural areas in the world. The change in land cover from native prairie grass to cultivated farmland has been drastic as less than 0.1% of the original tallgrass prairie in Iowa remains.

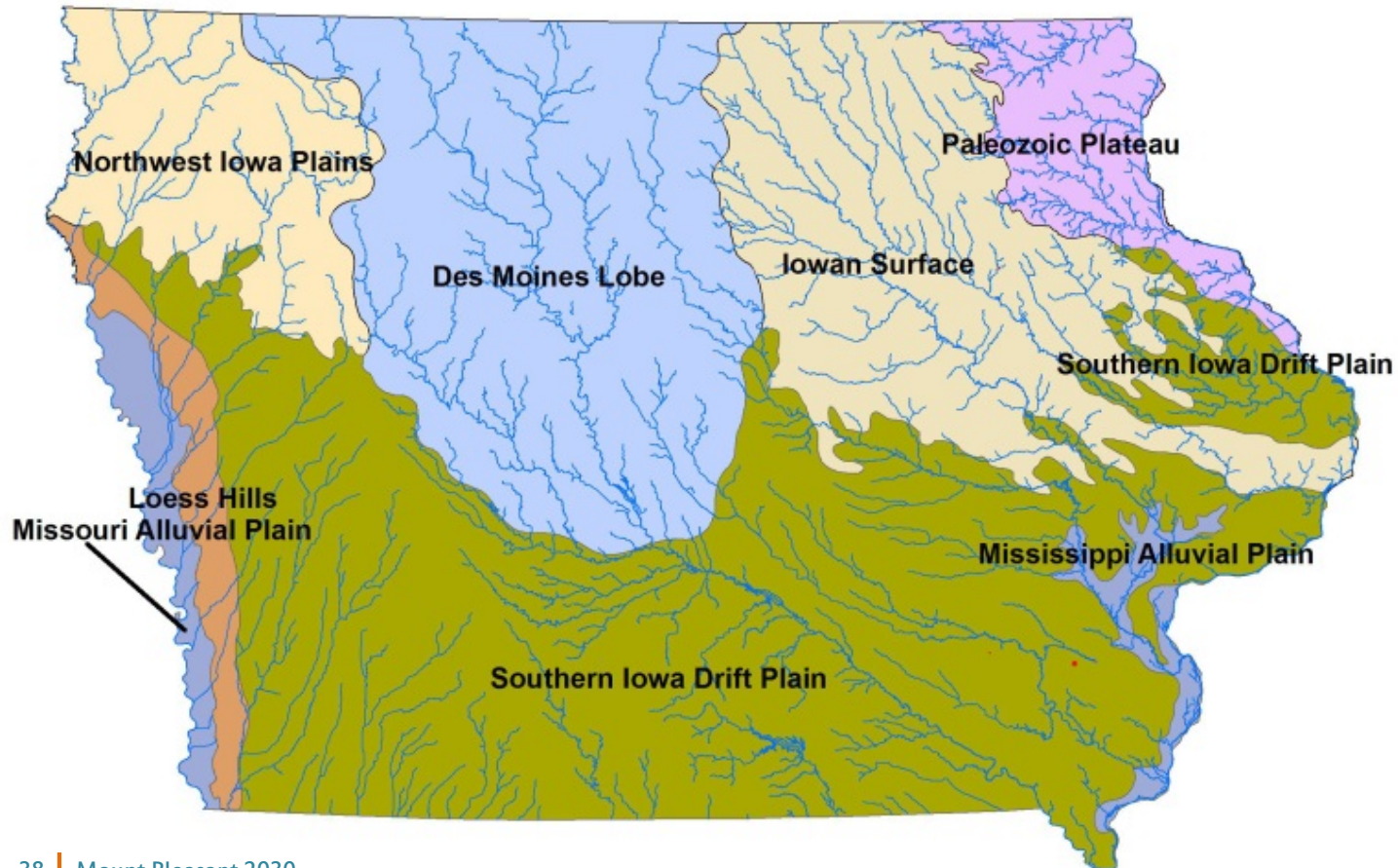


Example of tallgrass prairie land cover, which now makes up less than .1% of land in Iowa



Much of the former tallgrass prairie in Iowa has been converted to agriculture

Geologic Landforms of Iowa

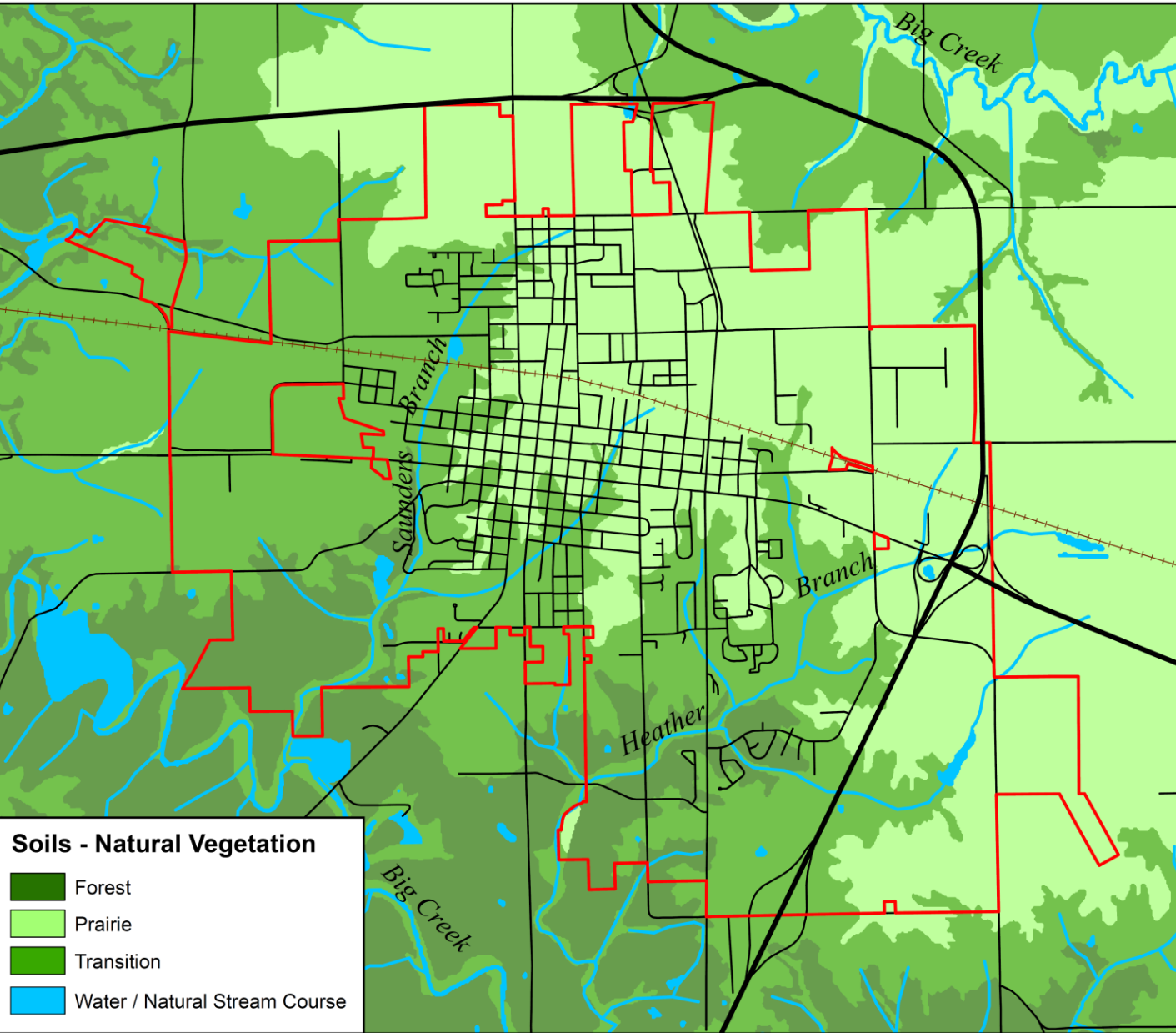


NATURAL ENVIRONMENT

Natural land cover

The waterways to the south and west of the City were historically surrounded by forested land, which extended well into the present-day City limits, particularly along the Saunders and Heather Branches. Some of these forested areas remain to this day, although the Linden Heights and Threshers Meadows Subdivisions have been built into these natural corridors.

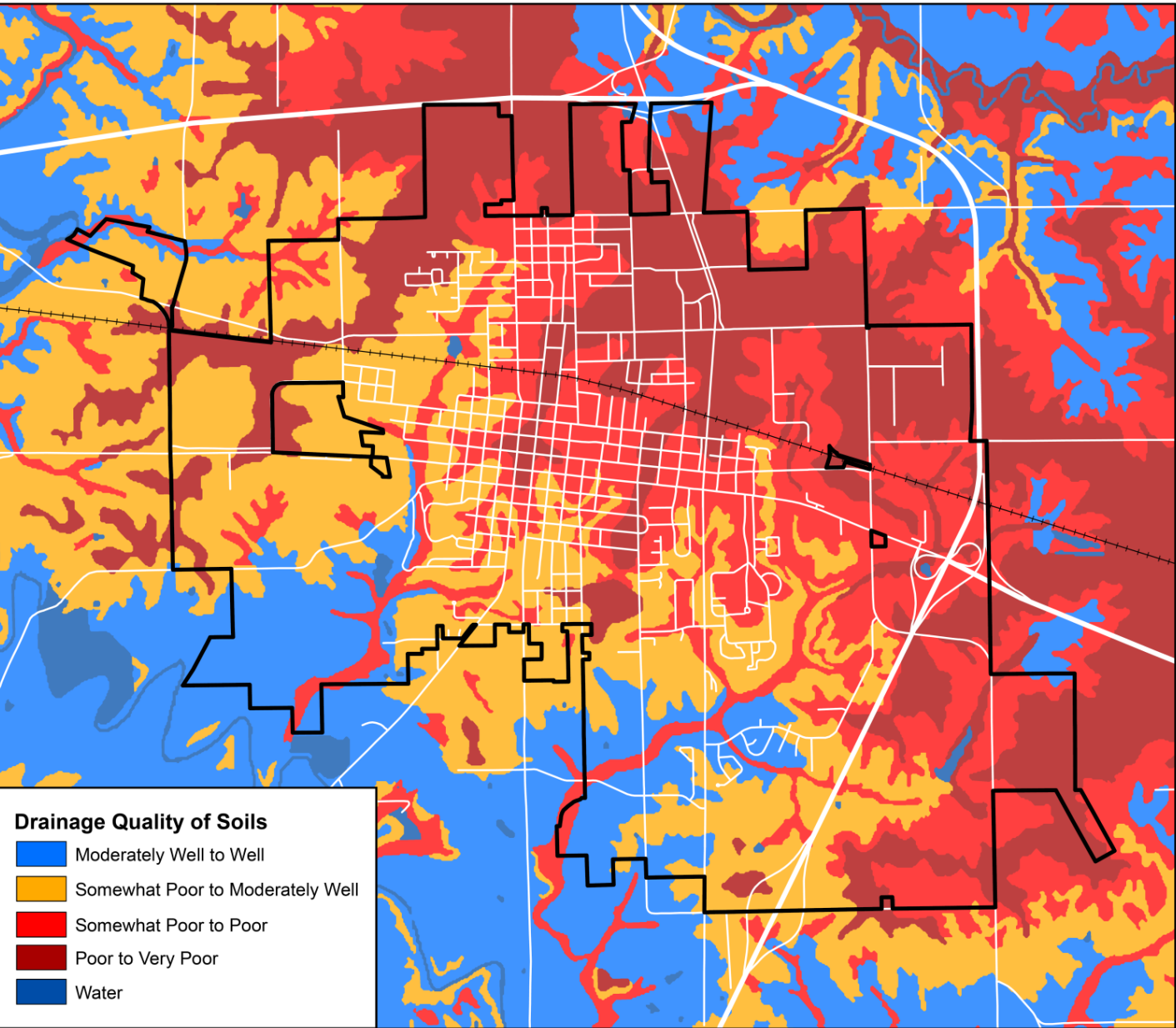
The land on the north and east sides of present day Mount Pleasant were historically prairie, and there was a transition area between the forests and prairie, which included a combination of both land cover types. A number of small streams and tributaries flowed through these transition areas, draining to the larger Big Creek and Skunk River. Many of these natural stream courses have been heavily altered, or eliminated entirely, for the purposes of development.



NATURAL ENVIRONMENT

Soils of Mount Pleasant

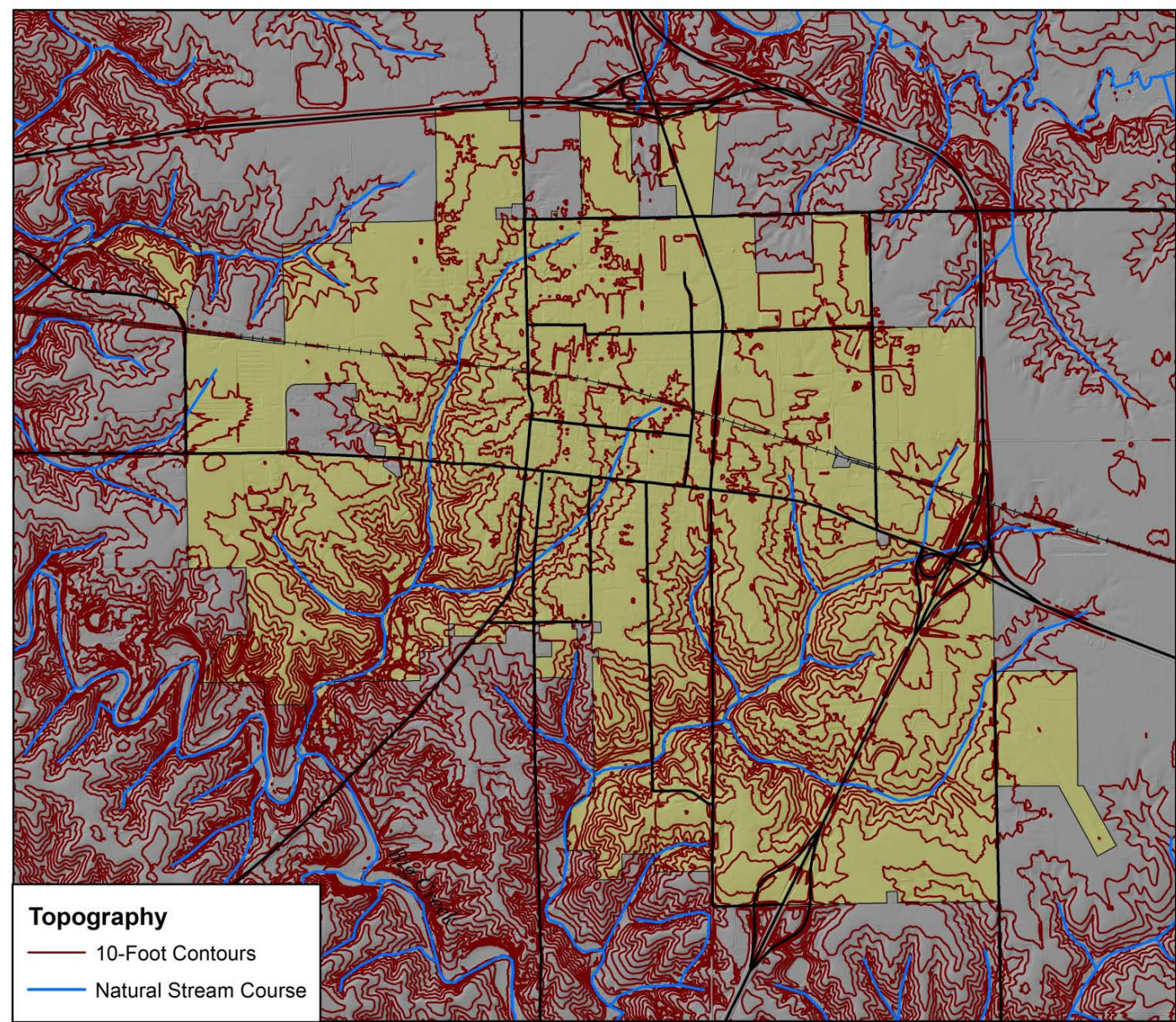
The drainage quality of soils also varies considerably from one part of the City to another. The majority of the City's land area, however, ranges from 'Somewhat Poor' to 'Very Poor'. The best drained soils tend to be located in environmentally sensitive or steep areas near waterways. Plans for future development should take these factors into consideration, as dense concentrations of impervious surface have the potential to cause persistent flooding issues in areas with poorly drained soil. Additional mitigation efforts such as retention ponds may be necessary to ensure that flooding does not become a problem. A number of already developed areas have experienced these problems on a consistent basis, as they were planned without the foresight to acknowledge and address this issue.



NATURAL ENVIRONMENT

Topography of Mount Pleasant

The elevation of Mount Pleasant is 715 feet above sea level and despite its name, there is not a specific hill feature within city limits. The north end of town, especially near the industrial park, is generally flatter than the south and west ends of town where the topography is more varied, especially along waterways such as Saunders Branch and Heather Branch. Topography can play a role in future development in terms of site selection for future housing developments and industrial and commercial building sites. For example, large industrial sites generally require flat areas while housing developments may not be as limited by topography.



NATURAL ENVIRONMENT

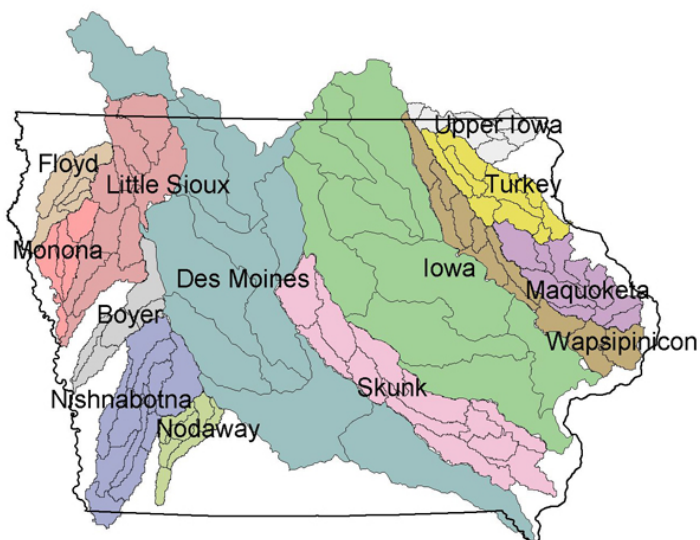
Watersheds of Mount Pleasant

Mount Pleasant is located within the Skunk River watershed, which is part of the much larger Mississippi River Basin. The Skunk River itself is southwest of the City, while the large tributary of Big Creek passes closer to the City's borders. Two minor tributaries of Big Creek pass directly through the City – the Saunders and Heather Branches.

Saunders Branch meanders through the west side of the City, passing through the middle of a residential neighborhood, before emptying into Crane's Pond. From there, it passes underneath the railroad, and heads southward along a former railroad right-of-way. Finally, it discharges into Big Creek, just south of the City.

Heather Branch begins on the east side of the City, passing between the Correctional Facility and Linden Heights neighborhood. It then flows west through the south end of Old Threshers Grounds, before diverting southward toward Big Creek. Several smaller streams empty into Heather Branch from the surrounding area, including one which connects to East Lake.

As the City gradually expanded in size over the years, little was done to protect and preserve the natural ecology of these streams. Often, while the stream course itself wasn't altered, development took shape immediately around it, leaving little to no room for a natural vegetative buffer. In other instances, the water was diverted to underground tunnels and culverts, and development occurred directly over top of them. A good example of this is the stream that splits from Saunders Branch near the City landfill. After passing east by the Pioneer Cemetery and First Baptist Church, this stream essentially disappears at Adams Street, although digital elevation models reveal a clear indentation in the landscape, continuing eastward through neighborhoods and encompassing the low section of Washington Street traveling eastward from Downtown.



Saunders Branch, passing through residential neighborhood on northwest side



Small stream passing under South Main Street by Pioneer Cemetery

HAZARD MITIGATION



The definition of hazard mitigation is “any action taken to reduce or eliminate the long-term risk to human life and property from natural hazards”. Cities which plan for hazards and incorporate mitigation into their policies are more resilient and are better able to recover from a potential major disaster.

HAZARD MITIGATION

Hazard Mitigation of Mount Pleasant

Some hazards like tornadoes, windstorms, severe winter weather, floods, and other events are natural and beyond human control while others like dam and levee failures, hazardous material incidents, and wildfires are more likely influenced by human behaviors. In either case, it is important for communities to be fully prepared for these types of disasters in the event that an incident occurs. The following pages provide an overview of the history of hazards in the Mount Pleasant area and what services are available to prevent, prepare, protect, respond to, or recover from hazards. The chart below shows hazards which frequently impact Mount Pleasant and greater Henry County as well as the damages to property and crops caused by the selected hazards.



In 2015, hazardous weather caused \$5.1 million in damages in Henry County
Source: National Weather Service

Hazard	Time Period earliest event on record to 12/2013	# Events	Events/Year (average)	# years with an event	% years with an event	Total Damages	Major Events
Drought	08/2003 – 8/2016 (13.0 years)	17	1.3	6	46%	\$20,710,000 (crops)	2003 2005
Frost/Freeze	05/2005 – 8/2016 (11.3 years)	5	0.4	4	35%	\$495,000 (crops)	2005
Flash Flood	06/2007 – 8/2016 (9.2 years)	3	0.3	2	22%	\$15,000 (property)	2007
Hail	04/1994 – 8/2016 (22.3 years)	23	1.0	11	49%	\$256,000 (property)	2003 2006
Thunderstorms, Wind, Lightning	10/1996 – 8/2016 (19.8 years)	26	1.3	15	76%	\$515,000 (property) \$33,000 (crops)	2004 2005
Severe Winter Weather	1/1996 – 8/2016 (20.7 years)	110	5.3	18	87%	\$146,000 (property)	2007
Tornado	6/1999 – 8/2016 (20.2 years)	3	0.5	3	15%	\$1,100,000 (property) \$10,000 (crops)	2003 2015
Grass or Wildland Fire	01/2005-12/2013 (9 years)	8		4	44%	n/a	2012

* For more information, please consult the Henry County Hazard Mitigation Plan.

HAZARD MITIGATION

Emergency response capability

The response to a potential disaster would rely on a variety of actors, which include several City departments as well as require cooperation and coordination with Henry County government as well as other actors. In the face of a hazard event, the community of Mount Pleasant would rely on the following services present in the community to ensure the safety of citizens and property:

- Mount Pleasant Police Department
- Henry County Sheriff's Department
- Henry County Health Center
- Quad Cities Chapter of American Red Cross
- Mount Pleasant Fire Department
- Henry County Emergency Medical Services Department
- Henry County Emergency Management

Hazard mitigation infrastructure

A community can plan successfully plan for disasters by ensuring a strong hazard mitigation infrastructure network. Two common examples of this type of infrastructure are warning sirens and storm shelters. The map below shows the hazard mitigation infrastructure of Mount Pleasant.



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COMMUNITY FACILITIES

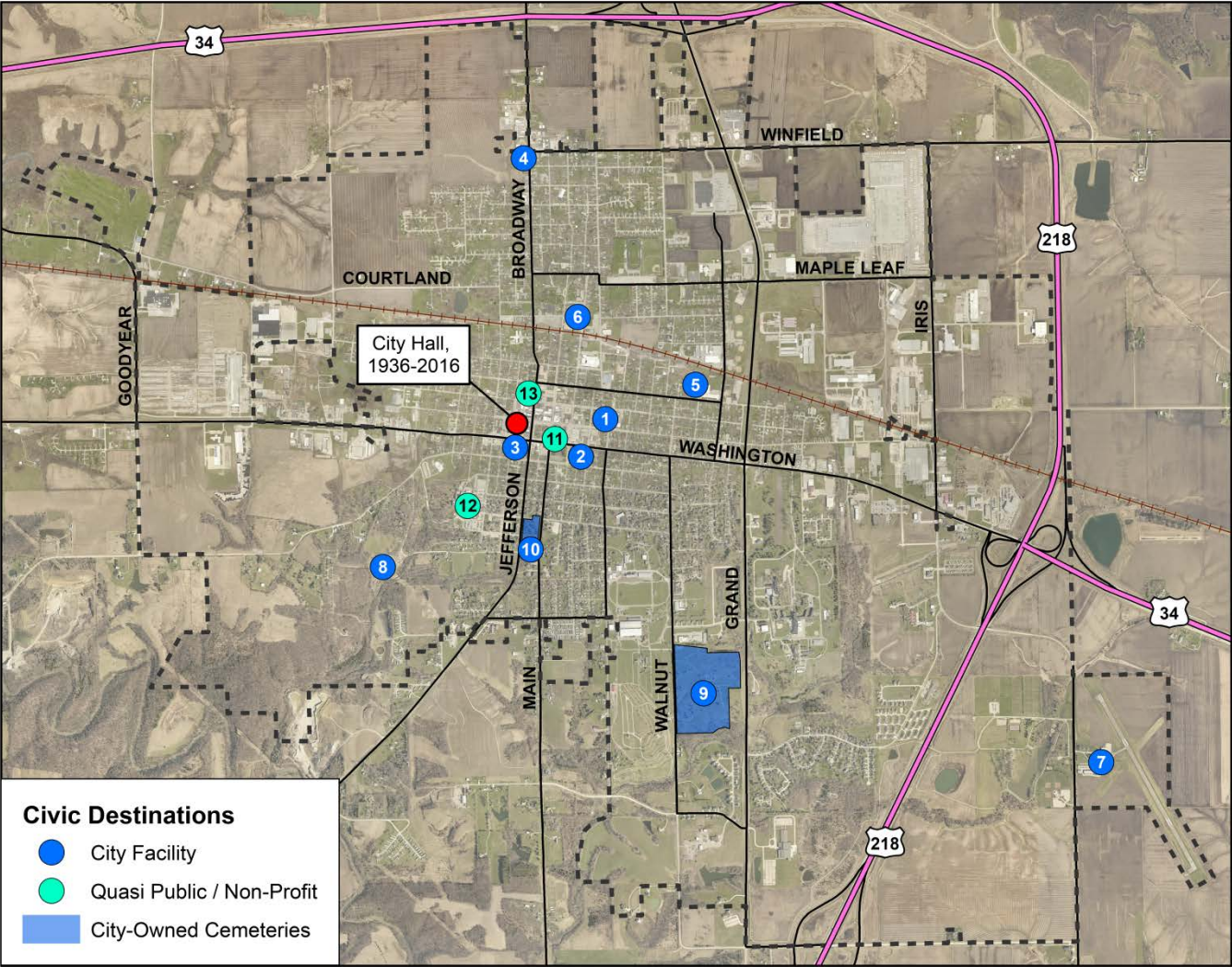


Mount Pleasant provides a wide variety of quality services to its residents. The following section describes the community facilities that serve the citizens of Mount Pleasant. These include those operated by the City itself, as well as County and State government facilities, as Mount Pleasant also serves as the County Seat of Henry County, and is centrally located in the far southeastern region of the state.

COMMUNITY FACILITIES

Mount Pleasant Facilities

The map below provides an overview of Mount Pleasant community facilities. Additional information on each of these facilities is provided on the following pages.



Municipal Facilities

- 1. City Hall / Public Library
- 2. Police Department
- 3. Fire Department
- 4. Public Works Department
- 5. Public Works / Parks and Recreation
Equipment Storage
- 7. Public Utilities
- 8. Municipal Airport
- 9. Landfill

City-Owned Cemeteries

- 10. Forest Home Cemetery
- 11. Old City Pioneer Cemetery

Quasi Public / Non-Profit Facilities

- 12. Mount Pleasant Area Chamber of Commerce
- 13. Henry County Health Center
- 14. The Fellowship Cup

COMMUNITY FACILITIES

CITY HALL

1

Location: 307 E. Monroe St.
Age: 86 years (1932)
Staff: Building & Zoning Department,
Parks & Recreation Department,
City Clerk's Office
City Council Chambers
Updates: City Hall was housed in a building at 220 W. Monroe St. (pictured at top right), until late 2016. Built in 1936, this historical building had a number of functional deficiencies, including space limitations and lack of a functioning elevator for ADA-compliant public access. City Hall is now located in the upstairs of the former high school, along with the library and performing arts center.



POLICE DEPARTMENT

2

Location: 204 E. Washington St.
Age: 6 years in current use (2010)
44 years total (1972)
*Building was repurposed in 2010,
Formerly a grocery store
Staff: 14 police officers
1 community service officer
Vehicles: 4 primary vehicles
1 pickup truck
Several unmarked vehicles



FIRE DEPARTMENT

3

Location: 204 S. Jackson St.
Age: 26 years (1990)
Staff: 26 volunteer firefighters
5 volunteer reserve firefighters
Vehicles: 2 fire engines
Heavy rescue vehicle
Command vehicle
Tower vehicle
Challenges: Continue to stay current with changes in technology and trainings.



COMMUNITY FACILITIES

PUBLIC LIBRARY

4

Location: 307 E. Monroe St.
Age: 86 years (1932)
Remodeled for current use,
2005-2006
Staff: 9 staff members
Circulation: 100,000 items annually
Assets: Conference room for 10 people
Challenges: Additional parking areas may be
needed to accommodate
increased demand, with City Hall
now occupying part of the building.



PUBLIC WORKS

5/6

Location: 1201 N. Broadway St.
Age: 23 years (1993)
Staff: 8 staff members
Assets: Convenient location –
transportation access, away from
density of activity Downtown
Vehicles: 6 pick-up trucks, 4 combination
dump truck/snow-plows,
4 standalone snow-plows,
1 garbage truck, 1 street sweeper
Challenges: Insufficient space – equipment
scattered across several locations,
adequate staffing



PUBLIC UTILITIES

7

Location: 509 N. Adams St.
Age: 91 Years (1926) – Main Building
15 years (2002) – Diesel Generation Plant
Staff: 31 staff members
Assets: 24 megawatt power plant for
emergency backup
Vehicles: 20 utility vehicles – 10 electric, 10 water
Updates: Currently undergoing renovations
to the structure, which will create a
more customer-friendly open lobby space.
It will also be fully ADA accessible.



COMMUNITY FACILITIES

Henry County Facilities

As the County Seat of Henry County, Mount Pleasant is home to a number of County offices and facilities. It has several key advantages from the County's perspective. First, it is centrally located within the County. Also, as it is by far the County's largest municipality, it also constitutes the center of the County's population. Finally, it is a convenient transportation hub, with two major highways intersecting by the City. For these reasons and more, it is assured that the County will continue to base most or all of its operations within the City for many years to come.



The map on the following page highlights the geographic location of all County facilities within City limits. Downtown in particular is home to multiple such facilities, including the County Courthouse, Sheriff's Department, and a multi-purpose office building near Jackson and Madison Streets. The Courthouse contains the offices of the County Assessor, Attorney, Auditor, Clerk of Court, Planning and Zoning, Recorder, and Treasurer. It also hosts meetings of the County Board of Supervisors, composed of three Supervisors representing three separate districts.



The Sheriff's Department is located directly to the south of the Courthouse, and also contains the Henry County Jail, with room to house 8 long term inmates. Efforts have been made to expand the current capacity of the jail, as the typical demand now far exceeds supply, and the County must frequently pay to transport excess inmates to facilities in other counties. The County intends to either build a new jail or expand the existing facilities. The other office building houses the General Assistance office, which offers funding assistance for rent, utilities and medical coverage, along with the offices of Disability Services and Veterans Affairs.

Just to the west of Downtown is the Henry County Heritage Center, housed in the former Saunders School, and adjacent to the City's United Thru-Play Park. At the east end of the City, along Washington Street, is the offices of the Henry County Engineer. Finally, the Emergency Management office is located in a small unincorporated island to the west of Downtown, along Washington Street. The only County department without an office in Mount Pleasant is the Conservation Department, whose headquarters is 3 miles to the southwest, near Oakland Mills.



COMMUNITY FACILITIES

State Facilities

Mount Pleasant also houses several important State facilities, mostly located in the southeast quadrant of the City. The Mount Pleasant Correctional Facility is a minimum security state prison (formerly medium security) housed on the grounds of a large 160-acre tract of land that is owned by the State of Iowa. This facility has capacity for approximately 975 Inmates – 875 male, and 100 female. It is also one of the largest employers in Mount Pleasant, with a staff of 340 people. It was established in the 1970s, on the grounds of the existing Mount Pleasant Mental Health Institute.

Directly adjacent to the prison is the building which housed the Institute up until its closure in 2015. In addition, several homes for prison staff are located on the property, along with a large area of farm ground that is tended to by the facility's inmates.



Established upon the existing 160-acre State parcel, the District 13 State Patrol Office is located on South Grand Avenue, which used to serve as US Highway 218, prior to the bypass in 2002. Just to the west, at the corner of Walnut Street and Bell Drive, is the Iowa Army National Guard Readiness Center, which functions as their recruiting station for Henry County. Further south, the Iowa Department of Transportation has a Maintenance Office/Garage for Henry County, located near the intersection of Grand Avenue and Harvest Drive, south of the Threshers Meadows subdivision.

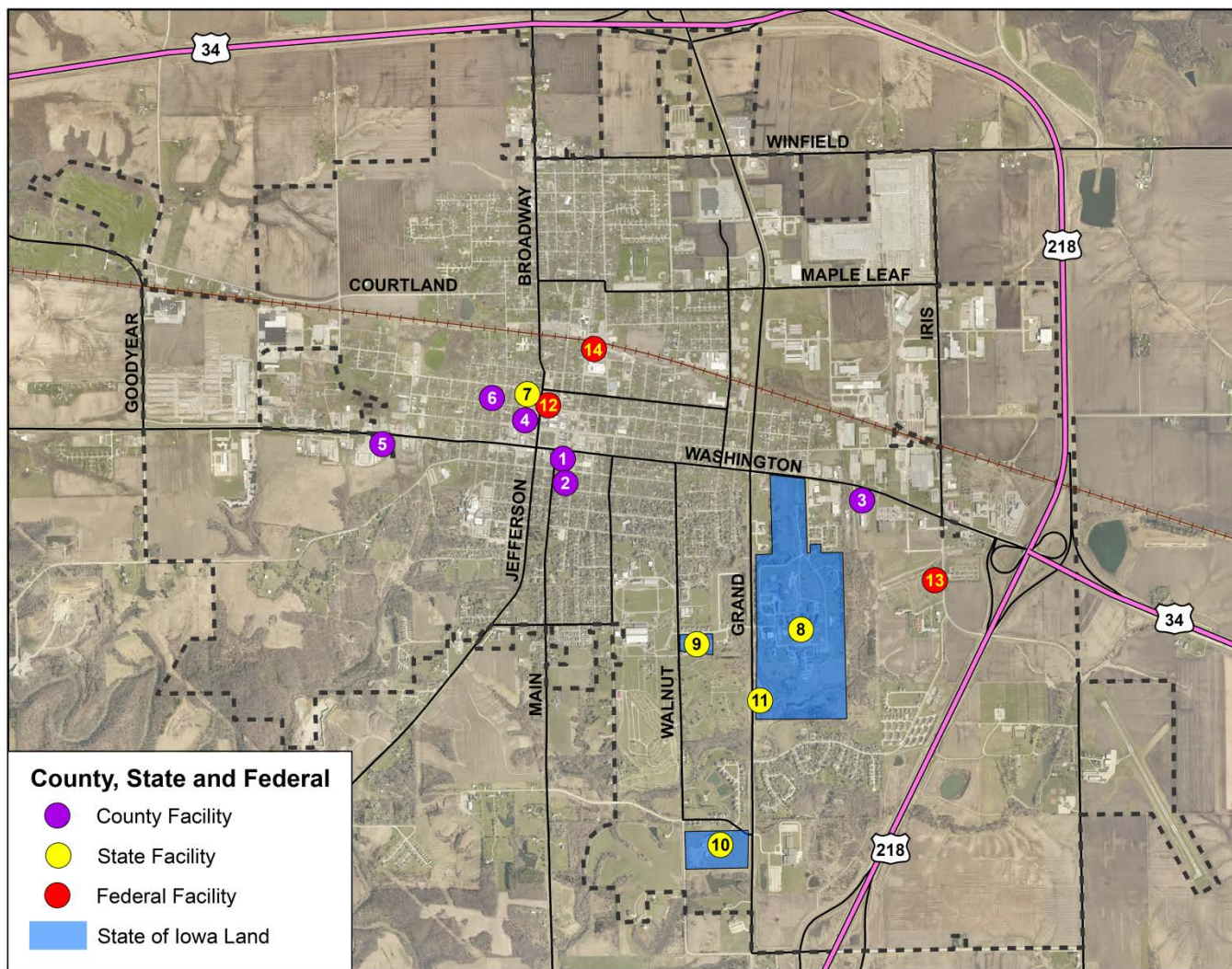
Finally, at the northwest corner of Downtown Mount Pleasant is the Henry County office of the Iowa Department of Human Services. It is located in single-story office building just to the west of the Fellowship Cup headquarters.

Federal Facilities

Mount Pleasant is home to two Federally-operated facilities. First, the local Post Office is located Downtown, at Madison and Jefferson Streets. It serves the central portion of Henry County, including rural areas around Mount Pleasant. The Building itself was first constructed in 1936, and has served the same function ever since. Also, the US Department of Agriculture (USDA) operates a regional Rural Development Office at the extreme east end of the City, on South Iris Street. Based out of the current building since its construction in 2007, it serves a nine-county area, stretching as far as Muscatine, Fairfield, and Keokuk.



COMMUNITY FACILITIES



Henry County Facilities

1. Courthouse
2. Sheriff's Department / County Jail
3. County Engineer
4. General Assistance, Disability Services, Veterans Affairs
5. Emergency Management (EMS)
6. Heritage Center

State of Iowa Facilities

7. Department of Human Services
8. Mount Pleasant Correctional Facility
9. Iowa National Guard
10. Iowa Department of Transportation Maintenance Office
11. State Patrol Office

Federal Facilities

12. U.S. Post Office
13. U.S. Department of Agriculture (USDA)
14. Amtrak Station

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INFRASTRUCTURE & SERVICES



Infrastructure and utilities are the backbone of any community, and future growth in the community will need to be supported by adequate infrastructure. In order to plan for infrastructure that is necessary to support future growth, it is necessary to understand the presence, extent, and capacity of that which already exists.

In the City of Mount Pleasant, operation and maintenance of utilities is split between multiple city, private, and quasi-public entities. The following table breaks this down for each utility entity.

Utility Services and Providers in Mount Pleasant	
Utility Service	Provider
Water	Mount Pleasant Municipal Utilities
Wastewater/Sewer	Public Works Department (City)
Solid Waste (garbage, yard and bulky waste)	Public Works Department (City)
Recycling	Des Moines County Regional Solid Waste Commission
Electric	Mount Pleasant Municipal Utilities Access Energy Cooperative
Natural Gas	Alliant Energy
Telephone, Internet, and Cable	Lisco Mediacom Windstream Farmtel Communications

Additional information on the private companies and the services they provide can be found by contacting the company directly. What follows is a detailed description of the services provided by Mount Pleasant Municipal Utilities and the City’s Public Works Department.

Mount Pleasant Municipal Utilities



The primary utilities provider for the community is Mount Pleasant Municipal Utilities, which provides power generation, electric distribution, and water distribution. It operates independently of the city, but as the municipal utility provider, it works very closely with the city government to ensure

that the citizens of Mount Pleasant have proper access to utility services. The Board of Directors for the utility are selected by the Mayor to serve 6 year terms. It is also served by a staff of 31 employees, including a General Manager.



Electric substation, one of two currently operated by Mount Pleasant Utilities

Mount Pleasant Municipal Utilities maintains an active capital investment plan, and as part of this ongoing initiative, it annually allocates available budgetary funds to support ongoing infrastructure projects, customer service enhancements, and large scale system maintenance. The budget also includes resources set aside for planned asset depreciation. Since 2012, the capital improvement plan has averaged approximately 2.25 million dollars per year.

Electric Distribution

Mount Pleasant Utilities operates a 24 megawatt power plant which serves as an emergency backup supply for the system. This generating plant is located at the Mount Pleasant Utility grounds located between Main and Adams Street. In addition to the generating plant, Mount Pleasant Utilities also operates two substations. In fiscal year 2014-2015, the plant generated 63,877 kWh of energy for the city. The total amount of energy purchased from the grid and delivered via Mount Pleasant Utility infrastructure was 76,608,783 kWh. Future improvements to the system are included in a 10-year improvement plan.

As required by law, Mount Pleasant Utilities must serve all customers within its service boundaries. These boundaries include most areas within city limits but there are several areas on the edge of the city which are not served by Mount Pleasant Utilities. These areas are served by Access Energy Cooperative, which is an electric distribution cooperative headquartered on the west side of Mount Pleasant, on Washington Street.

Sustainability

Mount Pleasant Utilities currently offers an energy efficiency rebate program in order to incentivize citizens to be more efficient with energy usage. These rebates cover such improvements such as LED lighting or purchasing more energy efficient appliances. Mount Pleasant Utilities has also partnered with Southeast Iowa Home Weatherization to conduct energy audits of households to help improve their efficiency. Customers can also install solar panels or wind turbines and sell power back to the grid. A notable example of this is the 60 kw solar array on a commercial property on West Washington Street.



Diesel generation plant at Mount Pleasant Utilities headquarters on N. Adams Street



Solar powered flashing LED stop sign, mounted on light pole. This replaced a traditional stop light at Monroe and Jefferson Streets.



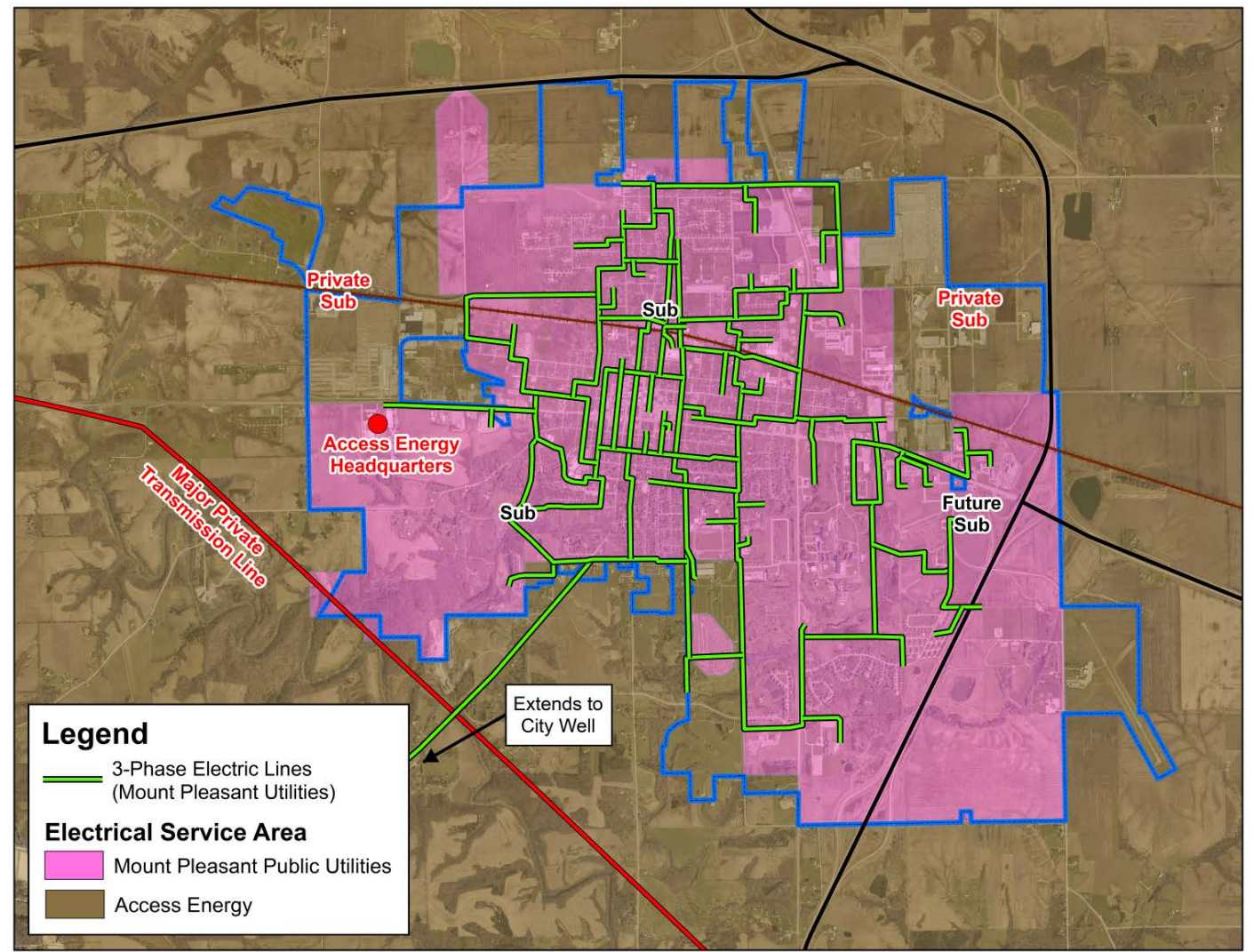
Electric Meter Count – 2014-2015	
Electric Residential	3,206
Electric Commercial	826
Electric Heat	42

INFRASTRUCTURE & SERVICES

The map below displays the location of all 3-phase electric distribution lines operated by Mount Pleasant Utilities. Although they are very similar in the land area covered, the electric service area of Mount Pleasant Utilities is not identical to the city's municipal boundaries. Due to the pattern of municipal annexation and expansion over time, several sizable areas of land within the City are in the service area of the Access Energy Cooperative. Prominent examples of this are the bulk of the east and west side industrial areas, the Heritage Mobile Home Park, and the Mount Pleasant Golf and Country Club. Conversely, the service area of Mount Pleasant Utilities extends outside the city limits in a couple of instances.

One unique case is the RV parking area on the south side of the Old Threshers Grounds. Otherwise surrounded by the Access Energy service area, electric hook-ups for RVs are provided by Mount Pleasant Utilities. Within the Access Energy service area, Access manages distribution lines, while the Northeast Missouri Electric Cooperative operates the substations and transmission lines that supply power to Access. Two of these stations are within Mount Pleasant city limits.

Electric Infrastructure of Mount Pleasant



Water Distribution

In addition to its electric capabilities, Mount Pleasant Utilities also operates the water distribution and treatment facilities for the City of Mount Pleasant. In total, Mount Pleasant Utilities owns and operates four water tanks that support the City's water network. This includes two above-ground water towers that lie within city limits – one in the Downtown area that holds 0.5 million gallons, and another on the northeast side of town near Winfield Avenue, which holds 1 million gallons.

There is also a 1 million gallon surface water tank located southwest of the City at Oakland Mills, and a 175,000 gallon tank at the Mount Pleasant Utilities central headquarters on Adams Street. Originally built in 1946, this tank is set to be replaced with a larger facility that holds 0.5 million gallons, with construction planned for 2018. Looking ahead, it was determined that additional capacity was needed, in order to accommodate future community growth, and adequately supply the fire department with water.



Water tower near Winfield Avenue

Mount Pleasant Utilities also operates and maintains the wells which supply the community's drinking water. In 2014-2015, this amounted to a total of 599,536,000 gallons of water produced for the city.

The future of water infrastructure in Mount Pleasant is included in a 20-year water capital infrastructure plan which is filed with the Iowa DNR. In the near future, the city's primary well – located 3 miles southwest of the City – will need to be replaced. To accomplish this, the City plans to drill a new well at a more centralized location within its water infrastructure network.

In recent years, the City has also worked collaboratively with the Iowa Department of Corrections, to gain access to an existing, long since unused well on the property of the State Correctional Facility, within City limits. Under a 28E agreement filed with the State of Iowa, the City will be able to use this previously underutilized asset as an emergency source of water, and a backup source during the transition between its current and future primary wells.

Technology

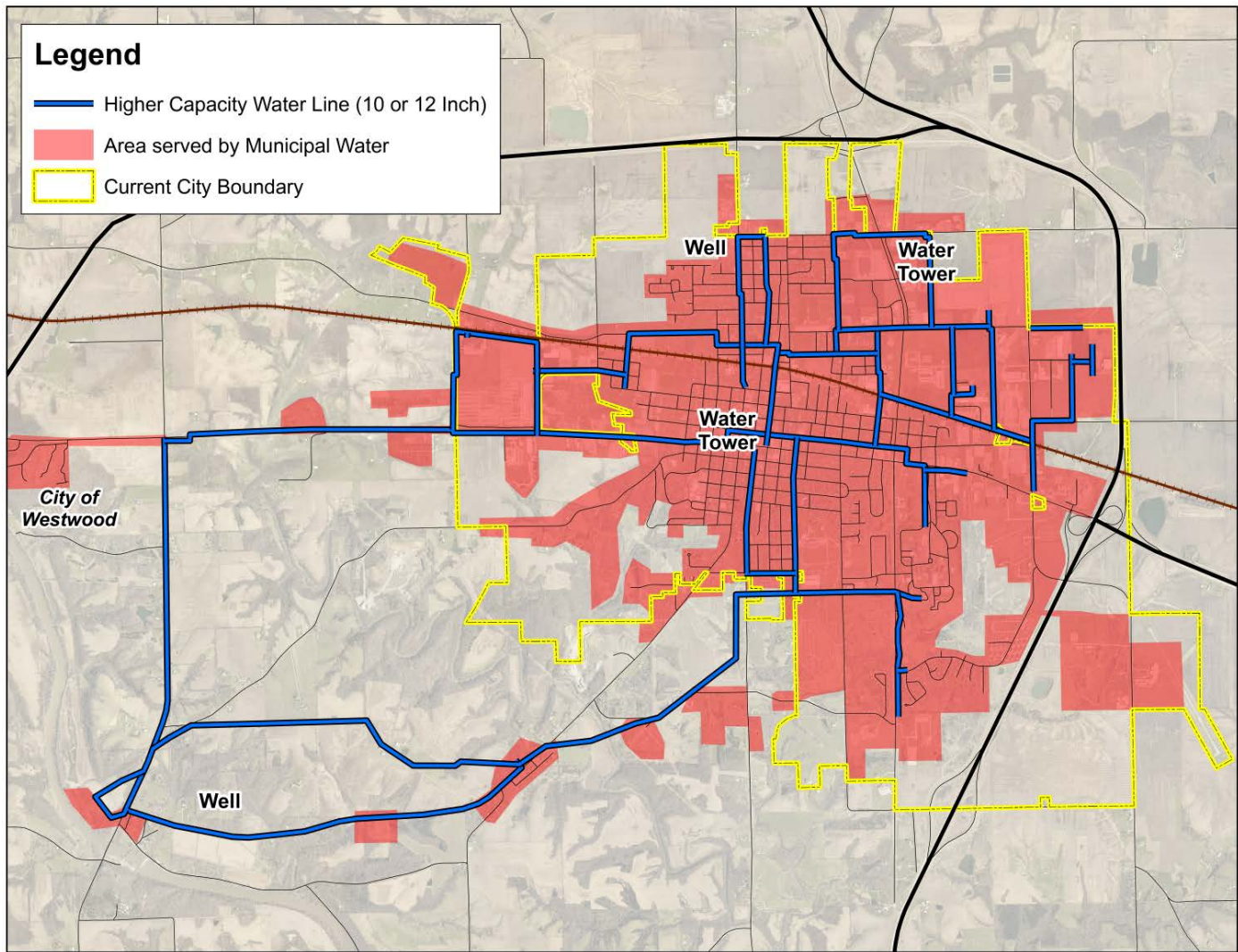
Mount Pleasant Utilities has been quick to adopt new technology into the water distribution system. Currently, all wells in the community are EDR wells which utilize high voltage, direct current to ionize the water in the wells, which makes it safer for the community to drink. In addition, nearly 50% of all water meters in Mount Pleasant have been converted to remote meters, which reduces the amount of time necessary to make readings. Currently, Mount Pleasant Utilities is in the process of mapping all water meters using GIS. There are a total of 3,716 water meters throughout the City.

INFRASTRUCTURE & SERVICES

The map below essentially illustrates the ‘backbone’ of the water utility network operated by Mount Pleasant Utilities. The 10 and 12 inch lines illustrated feed into numerous smaller water lines (8 inches or less) serving residential neighborhoods and individual commercial and industrial properties. Large institutions with heavy demand are supplied directly by 10 and 12 inch water lines, such as the Mount Pleasant Correctional Facility, the high school, and several large employers. There are two municipal water towers present, along with 2 wells serving as the water source.

Much of the city’s incorporated land is directly served by water lines, with the exception of farmland at the outer periphery. Several unincorporated subdivisions are also supplied with water from Mount Pleasant Utilities, along with the small incorporated municipality of Westwood (with a population of just over 100 residents).

Water Infrastructure of Mount Pleasant



Mount Pleasant Public Works Department

Apart from Mount Pleasant Municipal Utilities, most other utilities and related services are provided by the City's Public Works Department. The Department has its main building at 1201 N. Broadway Street, and also has two other buildings in the city, for storage of vehicles and equipment. One of these is near Van Allen Elementary School, and is shared the Parks and Recreation Department. The department has a staff of 8 individuals, in addition to the Public Works Director.

Sewer System

The Public Works Department is responsible for regularly cleaning and flushing the sanitary and storm sewers in Mount Pleasant. The map at right displays the network of major sewer lines (and associated infrastructure) throughout the City.

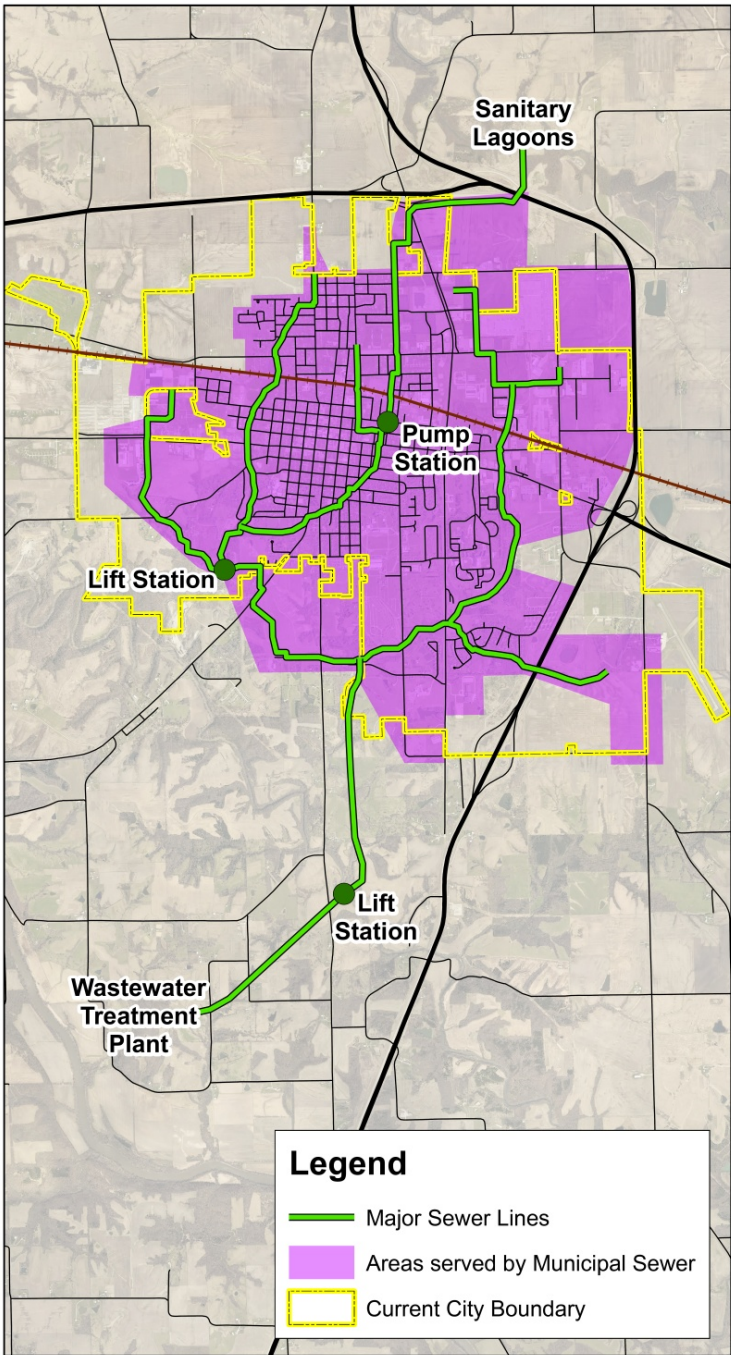
The current state-of-the-art wastewater treatment plant (which is managed by an independent contractor) is located 2.5 miles south of the City, on Hoover Avenue. The previous facility, accessed from Irish Ridge Road, is now used as a lift station. It directs wastewater from several major sewer lines toward the treatment plant, which is situated at a higher elevation.

Sanitary lagoons are found to the northeast of the City, just beyond the Highway 218/34 interchange. Following planned system upgrades at the wastewater treatment plant, these lagoons will no longer be necessary or cost effective to maintain. They will solely be used to capture excess rain water, and a new lift station will redirect it to the main plant.



Mount Pleasant's Sequencing Batch Reactor (SBR) Wastewater Treatment Plant, built in 2000

Sewer Infrastructure of Mount Pleasant



INFRASTRUCTURE & SERVICES

Garbage and Yard Waste Collection

Curbside solid waste collection is provided by the Public Works Department, for all residential properties within city limits. Citywide pick-up is divided into 4 routes on 4 separate days each week, based on the location within the City. Payment for these services is based on a volume-based fee system, in which residents pay for stickers that are placed on each bag of garbage to be collected. Items to be recycled are handled separately, and independently of the city’s garbage pick-up service. Recycling services are instead provided by the Des Moines County Regional Solid Waste Commission, which is under contract to the City of Mount Pleasant. Residents pay the city for this service through their utility bill.

The City operates its own yard waste collection area, located just southwest of Saunders Park, where Yocum Lane connects with Hoaglin Drive. This site is open on Wednesdays and Saturdays from April to early December. Residents can also opt to receive curbside yard waste collection, by making a formal request to the City, and paying them to receive this service. Pickup occurs on Friday mornings during the summer.

Other City Services

In addition to all services previously mentioned, the Public Works Department takes care of tree trimming, snow removal, and the maintenance of several Downtown public parking lots. They also provide maintenance at Forest Home and Pioneer Cemeteries – excluding mowing, which is taken care of by the Parks and Recreation Department.



Forest Home Cemetery, South Walnut Street



Public Parking Lot in Downtown Mount Pleasant

Finally, the department invests a significant amount of time in the daily maintenance of roads, alleys, and sidewalks. This includes everything from filling potholes to larger, permanent road improvements. An example of this is the 2016 repaving of Maple Leaf Drive on the east side of the City, pictured at right.



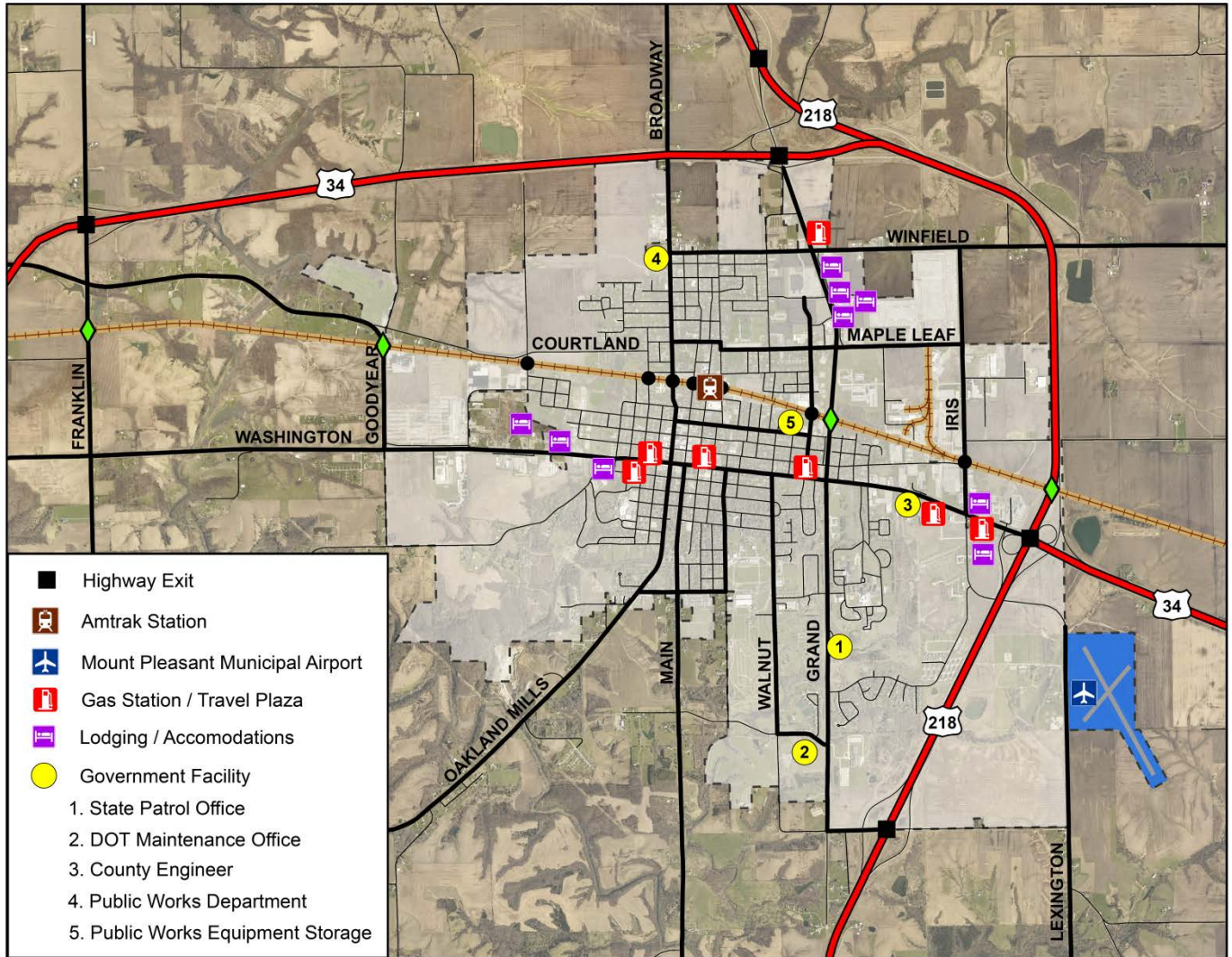
TRANSPORTATION



Transportation is a uniquely important component of a community's infrastructure. To ensure a successful and fully functioning City, it must provide an efficient transportation system – for both internal movement (local traffic) external access(to and from other locations). This system must also adequately serve the needs of residents, businesses, visitors, and public service providers alike. In order to understand the current dynamics of the transportation network in Mount Pleasant, a number of interrelated factors must be considered, including facilities and modes available, the current condition and performance of those facilities, and overall traffic volumes (of both people and products).

Transportation System Overview

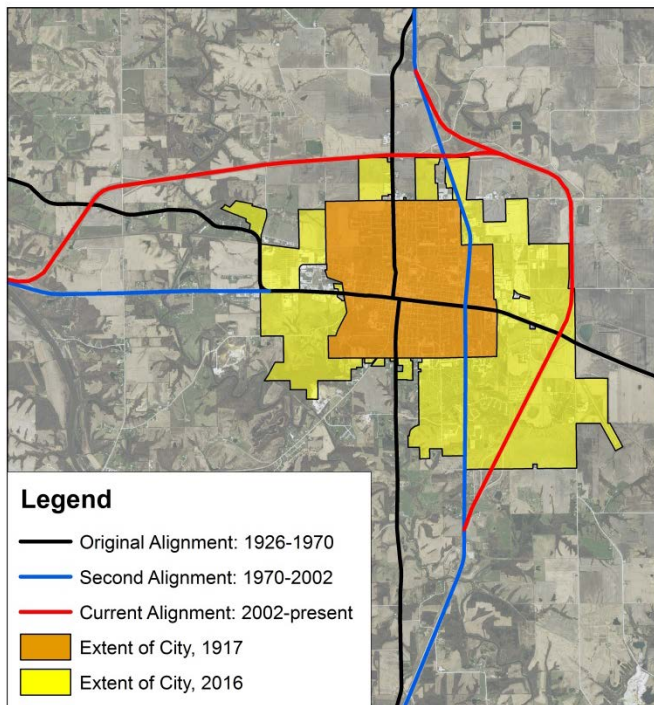
The map below highlights the full transportation system for the City of Mount Pleasant and surrounding vicinity, including highway, rail, and air facilities. It also shows the distribution of travel-oriented destinations – gas stations, lodging, and government offices related to transportation. As discussed in the Land Use section, it is notable how these uses are clustered around the former alignments of Highways 34 and 218, reflecting their previous status as the primary route for through traffic.



Roads and Highways

Mount Pleasant is served by two major primary highways, US 218 and US 34. First established in the 1920s, these two routes once intersected in the center of the City, when 34 was routed along Washington Street, and 218 was routed along portions of Main and Broadway Streets. At this time, traffic passed directly through multiple residential neighborhoods. The current alignment is dramatically different, as through traffic is allowed to bypass the City entirely, on a limited access highway with 5 exits providing access to the community.

The image at right highlights the dramatic influence of two successive highway bypasses around Mount Pleasant. To the west of the City, a 1950s project shifted the alignment of Highway 34 to the south, avoiding the hilly terrain and numerous curves of the previous route. Then in the late 1960s, the first bypass of Highway 218 was constructed, so that it now passed along what was then the City's eastern edge, and traffic could cross the railroad on an elevated overpass. This route – today's Grand Avenue – quickly evolved into a local retail corridor, with stores, hotels, and restaurants lining the highway on both sides. This effectively cancelled out the intended purpose of this bypass, as through traffic was once again caught up in the influence of high local traffic volume, including multiple stoplights.



In 2002, the 4-lane bypass for the Avenue of The Saints was completed, allowing through traffic from both routes to move around the City without obstructions. However, the legacy of the previous alignments is readily apparent, as the shape of the City now clearly bulges disproportionately to the east and southeast from its historic center. Today, Washington Street is signed as the Business Route of US 34, as it connects to the main highway on both sides of the City. In contrast, Grand Avenue is no longer a part of the US Highway system, as it does not function as a Business Route for US 218.



Both Highway 34 and 218 are designated by the Iowa DOT as part of the state's Commercial and Industrial Network, because of their comparative importance in commercial freight movement. According to 2014 traffic volume data from the Iowa DOT, portions of Highway 218 in Henry County carried anywhere from 1,700 to 2,100 trucks per day (around 20% of total vehicles). Highway 34 carried anywhere from 900 to 1,200 trucks per day (or 15% of the total).

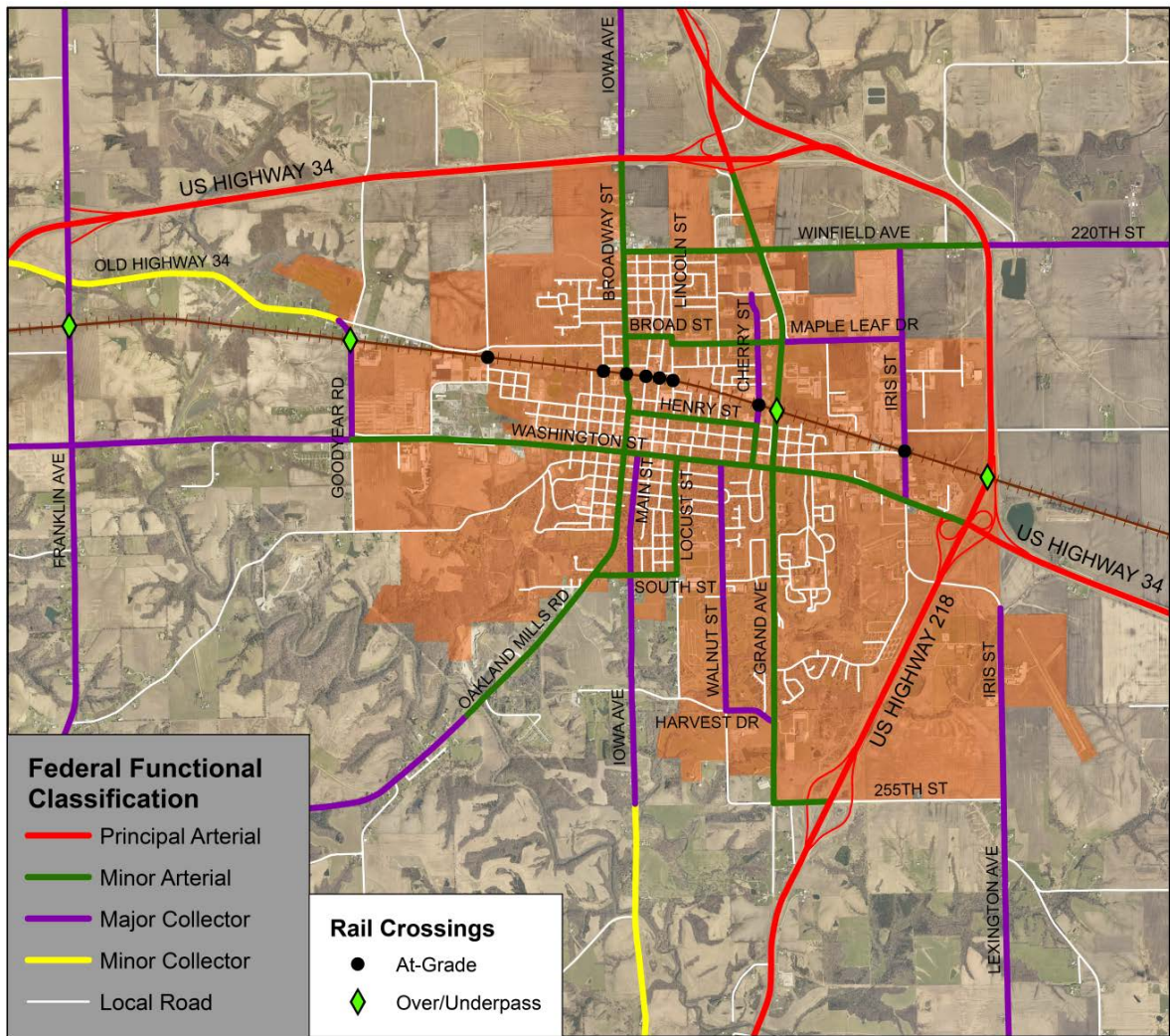
There are no Iowa State Highways providing access directly to Mount Pleasant. In the past, Oakland Mills Road (and the portion of Jefferson Street south of Washington) was signed as State Highway 133, as this provided access to what was then Oakland Mills State Park, now a County Park.

Roadway Status

Federal Functional Classification is a means in which the Federal Government classifies all public roads into a hierarchy of significance, based on the typical volume of traffic measured over time.

Arterials are high capacity roads that primarily serve to deliver traffic from collector roads to the Interstate Highway system. This is divided into two subcategories, Principal Arterial and Minor Arterial. Principal Arterials carry large volumes of through traffic, including trucks, while Minor Arterials are more significant at the community or regional level, with traffic generated by a multitude of individual land uses. Collectors are low to moderate capacity roads that serve to distribute traffic from local roads to arterials. They are also more conducive to a residential environment than arterials. Local Roads lie at the bottom of the hierarchy, and are primarily used by local traffic, usually generated by only one or two types of uses, such as residential, commercial, etc.

The only Principal Arterials serving Mount Pleasant are Highways 218 and 34, which are limited access divided highways bypassing the City. The City also includes several Minor Arterials which feed into the 2 highways directly, or into a separate, higher traffic Minor Arterial. Most notable are Washington Street (Business 34), Grand Avenue (former 218), Broadway Street, and Oakland Mills Road.



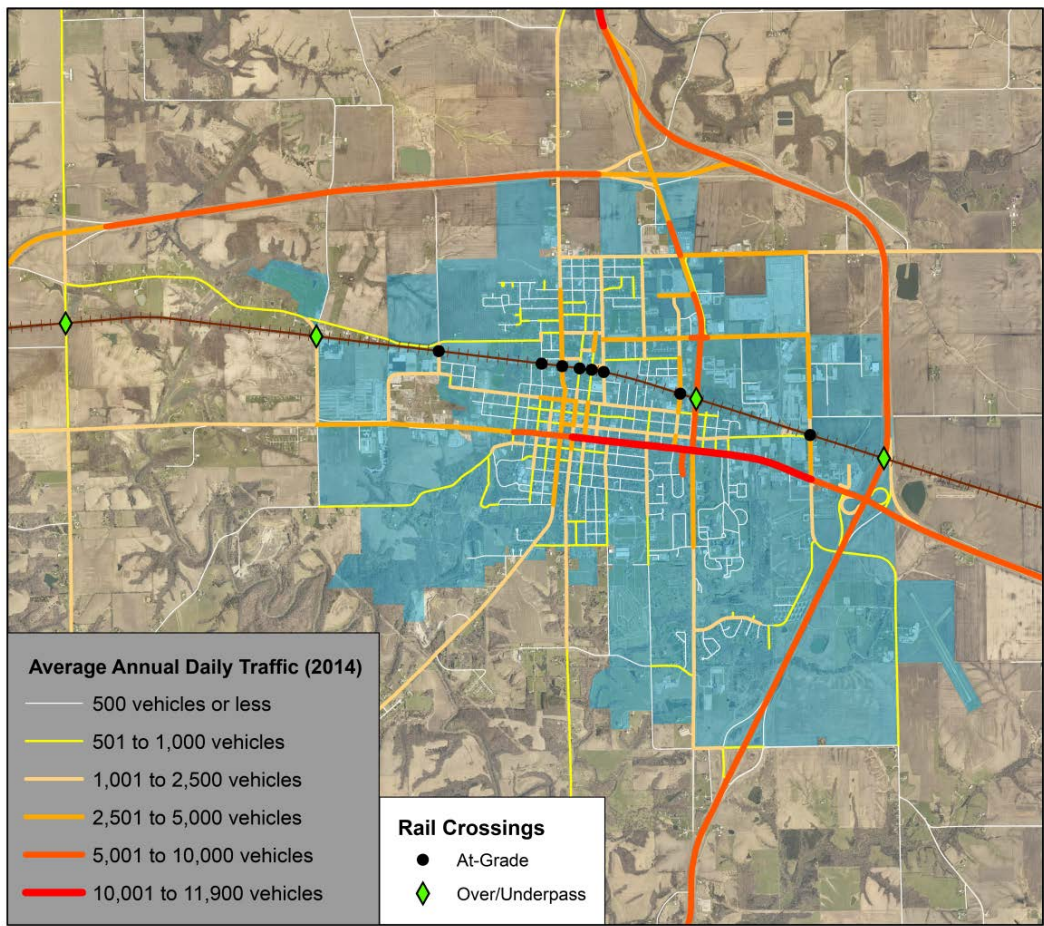
TRANSPORTATION

Average Annual Daily Traffic (AADT)

The portion of Washington Street between Downtown and Iris Road is by far the most heavily traveled segment of roadway in Mount Pleasant, surpassing even the highway bypass. This is the only segment in the City limits that exceeded 10,000 vehicles per day in 2014. Highway 218 north of the City also had an AADT above this threshold, but the level drops south of the Grand Avenue interchange. It is clear then, that among the 4 highway routes leaving the City, northbound 218 toward Iowa City and Cedar Rapids has the highest traffic volume (10,300). Eastbound 34 toward Burlington comes in second (9,100), followed by southbound 218 toward Keokuk (8,600), and finally westbound 34 towards Fairfield and Ottumwa (6,800, measured west of the Business 34 interchange).



This map clearly indicates that the highest traffic areas within the City are the Washington Street and Grand Avenue corridors. This is likely due to the high concentration of retail and service businesses present in this area. Streets around Downtown also show comparatively high traffic levels, although the gridded street pattern allows a more even distribution of traffic onto subsequent parallel streets. In contrast, most destinations on Washington and Grand have the arterial itself as their principal or sole means of access, which results in higher traffic volumes. Other minor arterials and collector streets also show moderately sizable traffic volumes, including Broadway Street, Maple Leaf Drive, Iris Street, and Winfield Avenue.



TRANSPORTATION

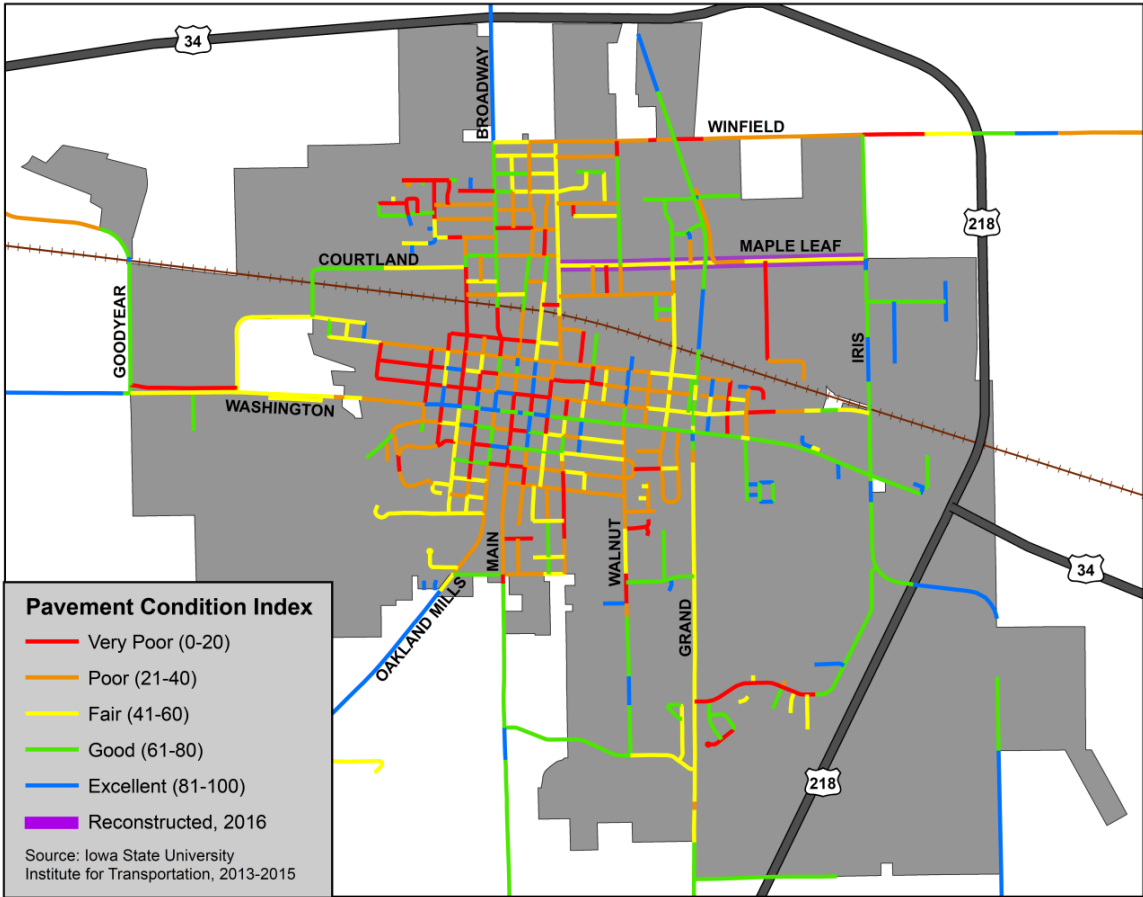
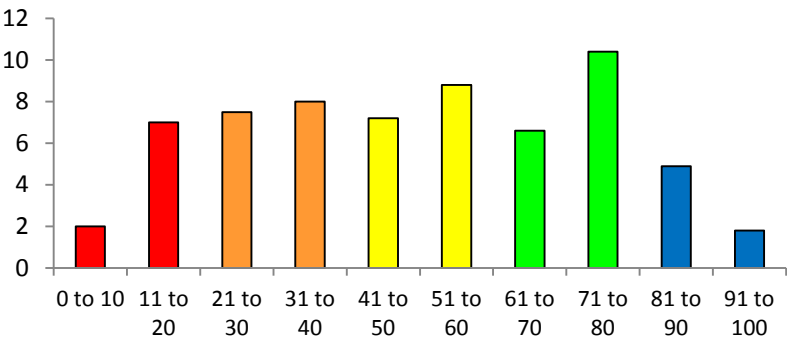
Pavement Condition

The Iowa State University Institute for Transportation (INTRANS) collects statewide data on the pavement condition of roads (excluding State and US Highways). The roads are thoroughly analyzed, at both the surface and subbase level, and given a numerical score anywhere from 0 to 100, representing the Pavement Condition Index (PCI). Lower scores indicate poor condition, while higher scores indicate good condition.

The map below displays the PCI values for all roads in Mount Pleasant, excluding a handful of scattered segments that have not yet been analyzed. These values were calculated between 2013 and 2015. It should be acknowledged that Maple Leaf Drive was reconstructed during the spring and summer of 2016, and thus, the recorded PCI values are no longer applicable in this case.

Overall, there is significant variety in the quality of roads throughout the City. Of the 5 brackets, 'Poor', 'Fair', and 'Good' each represent roughly 25% (or 16 miles) of the roads within or adjacent to City limits. 'Very Poor' represents 14% of the total (9 miles), while 'Excellent' represents 10% (7 miles).

Pavement Condition of Mount Pleasant Roads (in Miles)



TRANSPORTATION

Transit

Mount Pleasant is served by public transit by the regional public transit provider SEIBUS, which is based in West Burlington. SEIBUS provides public transit services to Henry County as well as the neighboring counties of Des Moines, Lee and Louisa. SEIBUS operates on a schedule appointment system where riders must call ahead and schedule their rides. In FY2016, SEIBUS provided a total of 14,702 rides in Henry County. Nearly all of these rides were made within the city limits of Mount Pleasant or involve riders coming to the city from elsewhere in Henry County. SEIBUS also provides shuttle services for the Old Thresher's Reunion event in September, which helps reduce traffic and congestion in the south-central part of the City. In 2015, SEIBUS provided 5,350 rides during the event.



A secondary option for transit which exists in Mount Pleasant is the Retired and Senior Volunteer Program (RSVP) Program, which is run through the Fellowship Cup organization. RSVP coordinates volunteers to provide a variety of services for the community. One of these services is medical transportation for those unable to drive, or without access to a vehicle. This is an important service for the community, especially in one with an aging demographic. In terms of private transportation options, there is currently no private taxi service that operates in the City of Mount Pleasant.

Rail

Freight Rail

BNSF Railway operates a mainline route which travels east to west through Mount Pleasant and Henry County. This line also provides trackage rights to the Norfolk and Southern Railway Company, and to Amtrak, for passenger rail service. Within the E.A. Hayes Industrial Park, the Burlington Short Line Railroad operates a north-south spur which provides rail connections for several manufacturers, including Lomont Molding and the MackayMitchell Envelope Company.

According to the US Department of Transportation, trains on this line haul 120 million gross tons of freight per mile, each year. This is one of the highest volumes measured in the southern half of Iowa.

There are 8 at-grade railroad crossings in Mount Pleasant, 5 of which are located within a half mile segment just to the north of Downtown. There are also 3 roads with a bridge overpass over the railroad – the Highway 34/218 bypass, Grand Avenue, and Goodyear Road/Old Highway 34.



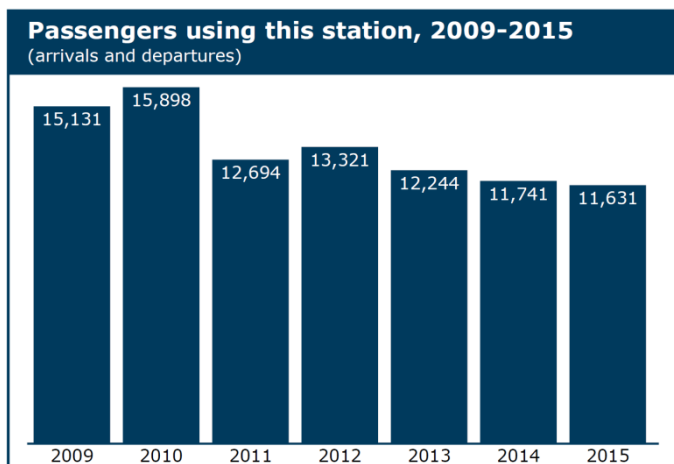
TRANSPORTATION

Passenger Rail

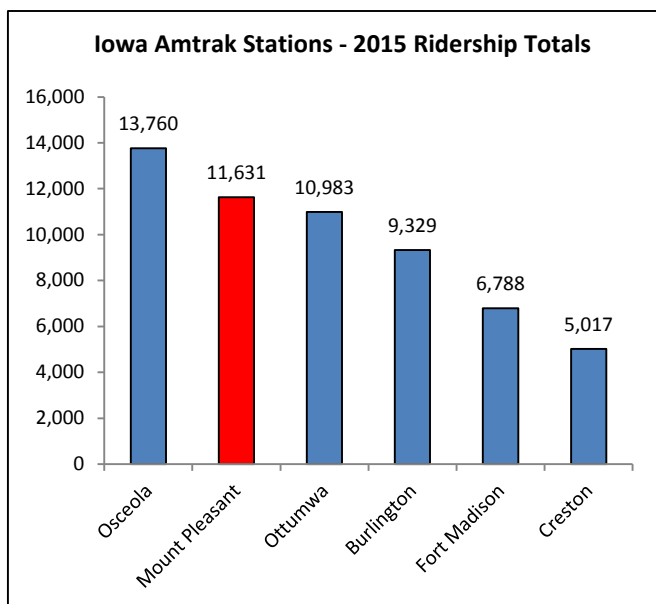
Mount Pleasant is home to a passenger rail station on Amtrak's California Zephyr route. It is one of only six Amtrak stations in the State of Iowa, five of which are on the Zephyr route. According to the National Association of Railroad Passengers, the Mount Pleasant station was the second busiest of the six Iowa stations in 2015, with nearly 12,000 arrivals and departures. Only Osceola, directly south of Des Moines, had higher ridership. While Mount Pleasant is much smaller than the nearby City of Burlington, its ridership is still noticeably higher, as it provides the most direct access to Iowa City and Cedar Rapids from the Amtrak system.



While it is likely that Iowa Wesleyan University is not currently a major generator of traffic at this station, the close proximity of the campus makes it highly advantageous for future expansion at IWU.



Note: The decline in ridership from 2010 to 2011 was consistent for all Iowa stations, not just Mount Pleasant.



Top city pairs by ridership, 2015

1. Chicago, IL*	233 mi
2. Denver, CO	805 mi
3. Winter Park, CO	867 mi
4. Sacramento, CA	2,120 mi
5. Naperville, IL	205 mi
6. Galesburg, IL	71 mi
7. Emeryville, CA	2,205 mi
8. Omaha, NE	267 mi
9. Glenwood Springs, CO	990 mi

Top city pairs by revenue, 2015

1. Denver, CO	805 mi
2. Chicago, IL*	233 mi
3. Emeryville, CA	2,205 mi
4. Sacramento, CA	2,120 mi
5. Winter Park, CO	867 mi
6. Salt Lake City, UT	1,375 mi
7. Glenwood Springs, CO	990 mi
8. Reno, NV	1,969 mi
9. Grand Junction, CO	1,078 mi

Source: National Association of Railroad Passengers



The Amtrak Station has great potential to stimulate economic growth in the vicinity. This coffee shop, just across the tracks from the station, was established in an old laundromat building in 2015.

Air

Mount Pleasant Municipal Airport (MPZ)

Location:	2478 Lexington Ave.
Age:	1945 (71 years)
Type of Facility:	General Aviation
Size:	130 acres
Elevation:	730 feet above sea level
Runways:	2 (1 asphalt – 4,000 feet, 1 turf, 1,965 feet)
Hangars:	15, leased locally by private individuals
Aircraft:	23 (13 single-engine, 7 multi-engine, 1 jet, 2 ultralights)
Staff:	7 – Manager, Office Manager, 3 Mechanics, 1 Office Assistant, 1 Full-time Pilot (2 other staff members are also pilots)
Use Statistics:	64% local general aviation, 32% transient general aviation, 4% air taxi (for 12-month period ending 7-21-2015)



Mount Pleasant Municipal Airport is a General Aviation facility owned by the City of Mount Pleasant, and located at the extreme southeast corner of the City, across Lexington Avenue from East Lake Park. The management office of the Airport is located on-site, along with a fueling station, two hangar buildings, and several additional equipment sheds. There are currently two runways at the airport. The primary asphalt runway, positioned diagonally northwest to southeast, is 4,000 feet long and 75 feet wide, and is lit with runway edge lights of medium intensity. Perpendicular to this is a secondary grass runway that is 1,965 feet long and 120 feet wide. The edges of the runway are not lit, but marked with yellow cones. It is used strictly for small and antique planes.



The airport, which exists as a private company, has a signed agreement with the City, for day-to-day operations. There is also a separate charter business that operates an air taxi service. Finally, the airport hosts an 'ag aviation fleet', used for spraying crops throughout Henry County.

The City also has its own Airport Commission, comprised primarily of local business leaders. This commission has monthly meetings, which include general updates and discussions of future plans for the airport.



TRANSPORTATION

The primary issue currently facing the Mount Pleasant Airport is the inadequate length of the runway, from the perspective of a sizable number of current and prospective users. Because it is only 4,000 feet long, it cannot reasonably accommodate most corporate jets. This potentially hampers economic development efforts, by creating complications for companies interested in investing in Mount Pleasant.



The graph below highlights a series of other airports in Iowa within a 2.5-hour drive of Mount Pleasant. The Fairfield Airport, in neighboring Jefferson County, is also a General Aviation Airport, but its runway is 1,500 feet longer than that of the Mount Pleasant Airport. In the opposite direction, in neighboring Des Moines County, Burlington is home to the Southeast Iowa Regional Airport. This is the closest Commercial Service airport, with regular service to Chicago and St. Louis. Two Primary Commercial Service Airports are roughly the same distance from Mount Pleasant – in Cedar Rapids and Moline, Illinois, respectively. Finally, Iowa’s largest airport, Des Moines International, is over 100 miles away.

Nearby Airports				
Name	Location	Airport Type	Longest Runway	Distance from Mount Pleasant
Fairfield Municipal Airport (FFL)	Fairfield, IA	General Aviation	5,500 Ft.	23 miles
Southeast Iowa Regional Airport (BRL)	Burlington, IA	Commercial Service, Non-Primary	6,701 Ft.	26 miles
The Eastern Iowa Airport (CID)	Cedar Rapids, IA	Commercial Service, Primary	8,600 Ft.	64 miles
Quad City International Airport (MLI)	Moline, IL	Commercial Service, Primary	7,098 Ft.	64 miles
Des Moines International Airport (DSM)	Des Moines, IA	Commercial Service, Primary	9,003 Ft.	116 miles

Future Plans

Plans currently exist for significant upgrades to the Mount Pleasant Municipal Airport, which would ensure that the facility has the capacity to serve the local community. An Airport Master Plan has been established to guide these upgrades. First, plans currently exist, and have been formally approved, for an 800 foot extension of the current runway. Land acquisition would commence in 2019, with construction occurring in 2021. Also, the facility is set to get 8 additional hangars in 2017, which would cover the excess demand that has resulted in a waiting list.

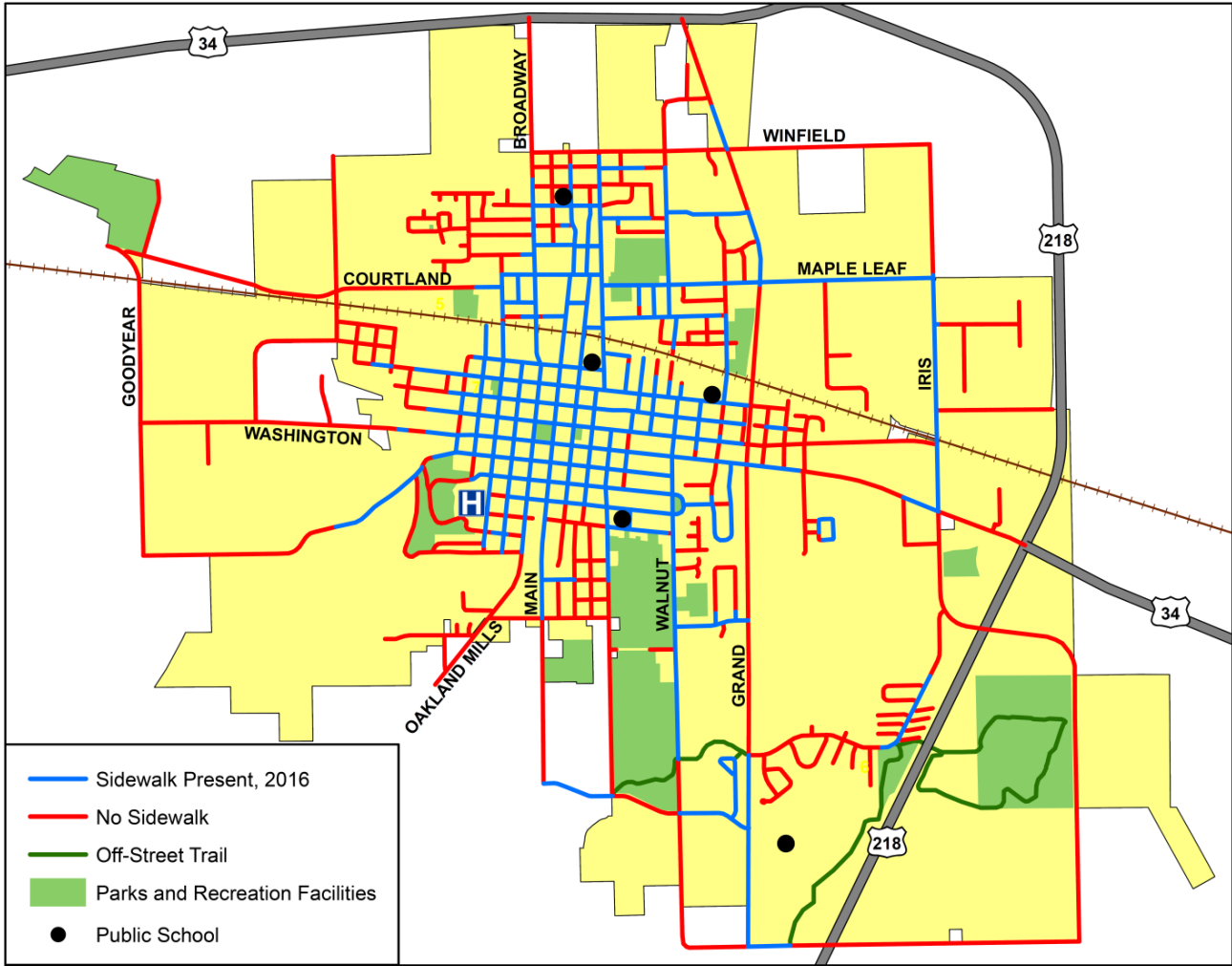
The long term objective is to establish a longer 5,000 foot runway that would be positioned directly north to south. The original runway would then become a taxiway or secondary runway, connecting to the primary runway on the west side. This new runway would extend further to the south, rather than the north, as flight path restrictions would not create a problem for other development inside City limits. Also, the current airport office would be relocated to a new building to the south of the current one, which would become a general maintenance facility, no longer accessible to the public. Land south of the airport office would ideally evolve into a business park. These desired expansions would likely not occur until at least 2025 or 2030.

Pedestrian Facilities

Sidewalks

The map below displays the current distribution of sidewalks along public streets in the City of Mount Pleasant. Streets segments highlighted in blue have sidewalks on at least one side of the street. Segments in red have no sidewalks on either side. This does not factor in the *condition* of existing sidewalks, as certain segments are clearly not up to modern standards, including ADA requirements. In some cases, the sidewalk is too narrow, and in others, an older sidewalk has deteriorated and become overgrown with vegetation. Since 2004, the City has already paved 30,000 feet of new sidewalk, either as a replacement for existing, deteriorated portions, or in areas where none existed previously. The map also shows segments of off-street trail that fully depart from the street grid, and in some cases provide a reasonable substitute for a nearby street without sidewalks.

Downtown and older neighborhoods surrounding it have sidewalks consistently present on every block. Neighborhoods developed between 1950 and 2000 were typically planned without sidewalks. These areas are noticeably devoid of them today, with prominent examples being Linden Heights, Highland, and Rolling Acres. The most recently developed subdivisions, including Threshers Meadows and Bellevue, highlight the City's renewed commitment to providing sidewalks for neighborhood residents. However, developments with private streets, such as Ashford Park and Burky Lane, have consistently failed to include sidewalks.



TRANSPORTATION

Accessibility Upgrades

In recent years, the City has taken active steps to upgrade its existing sidewalks, to ensure that they are fully accessible to all users, including those with disabilities. The reconstruction of Washington Street in 2012 presented a convenient opportunity to install ADA-accessible sidewalks along this entire corridor, including the Downtown area. A number of segments on other Downtown streets have also been replaced. In addition, new curb ramps and red warning tiles have been installed at crosswalks, and bump-outs have been installed at intersections.



Citywide Trails Network

Over the past 3 decades, the City of Mount Pleasant has been continuously developing and expanding a Citywide trail network to serve local residents and visitors alike. These trails serve the dual purposes of a recreational amenity and a alternative transportation option. The City's trails network currently has 8 miles (or 41,000 feet) of trail, most of which is located in the southeast quadrant of the City.

The oldest section of trail is a 0.75 mile segment built in 1989, in the southeast part of the City. It served a critical need for bike/pedestrian connectivity between the then remote Linden Heights subdivision and the core of the City. First, a north-south portion follows Walnut Street south from McMillan Park, before entering an off-road east-west portion which connects to Grand Avenue, and feeds into eastbound Linden Drive. Since its initial construction, the Threshers Meadows subdivision was developed directly to the south, and this provided the first opportunity for the City to integrate new development with the existing trails system. A segment of sidewalk was extended from the subdivision to feed directly into the trail.



The next trail phase commenced in 2002, during the construction of the Highway 218 bypass east of the City. With East Lake Park now disconnected from the City, a trail bridge was built over the highway, to connect the park to Linden Drive. The following year, as construction began on the Ashford Park subdivision, a trail was integrated into the development, along the northeasterly extension of Linden Drive. It was then extended south through the newly established Prairie View Park, before making a loop around to Grand Avenue, passing in front of the new High School, and continuing north to connect with the original 1989 trail.

The next phase in 2008 saw a westward extension from Walnut Street, south of the Old Threshers Grounds, and along the newly paved Harvest Drive to South Main Street. Then the Bellevue subdivision presented another opportunity to incorporate a trail into new neighborhood development, along the newly paved Bell Drive, between Walnut and Grand.

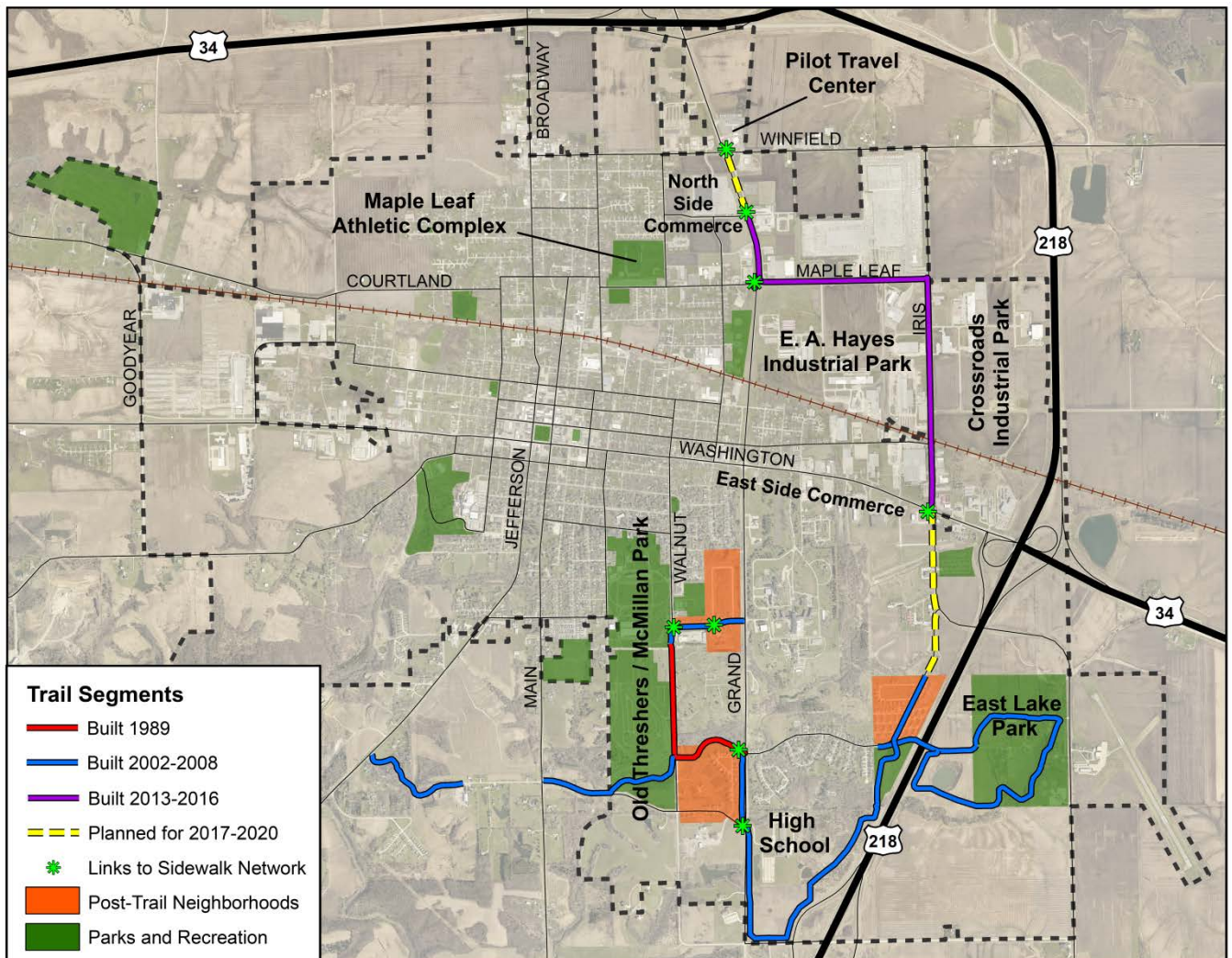
TRANSPORTATION

Beginning in 2013, the most recent phase of trail construction saw a distinct shift from residential to commercial/industrial connections. Recognizing that sidewalks and trails are not only for recreational purposes, the City chose to prioritize trail segments with an economic impact, connecting people to jobs and commerce. This ongoing project seeks to create a full arc around the east side of the City, through the Crossroads Industrial Park, and along the Grand Avenue retail corridor. The eventual goal is to complete a full loop of trails around the entire City, with viable bike/pedestrian connections to all neighborhoods, civic destinations (including parks), schools, major employers, and shopping destinations.



Pedestrian conditions along Iris Street, prior to trail construction in 2015.

The map below displays all existing segments of trail, along with two segments that are planned, but presently uncompleted. A segment between Baker and Winfield will connect to the Pilot Travel center, and a segment south of Washington Street will connect the most recently completed portion of trail to the larger, established south side network. Other desired future extensions are not shown here.



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HOUSING & NEIGHBORHOODS

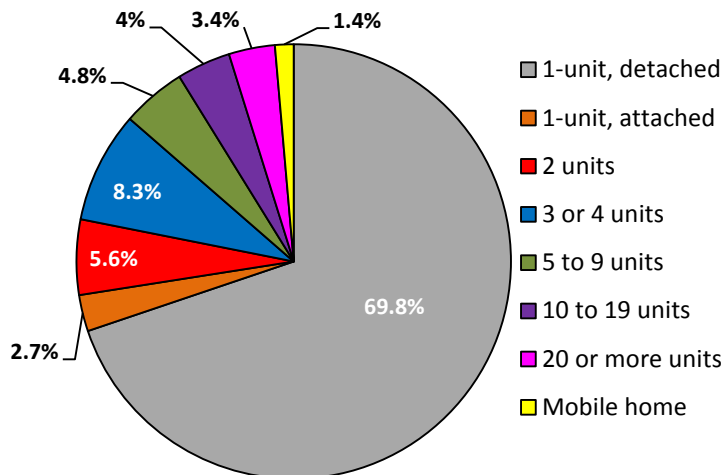


The quantity, quality, and specific characteristics of a City's housing stock can tell a lot about the overall status of the community as a whole. If the growth in housing units has not kept pace with population growth, this will have a ripple effect on the City's economy, and the ready availability of workers for local companies. If much of the homes are very old and/or in poor condition, this will turn away a certain segment of prospective homebuyers. If there aren't enough rental units, this will have a similar effect, as many people aren't interested in, or prepared to commit to home ownership. The following is an assessment of the existing housing stock in Mount Pleasant.

HOUSING & NEIGHBORHOODS

Housing Types

Census estimates from the 2014 American Community Survey indicate that just over 2/3 of the housing units in Mount Pleasant are single-family detached. When duplexes (1-unit, attached) and mobile homes are added to this total, that leaves just slightly more than 25% of the units being moderate to high density multi-family. While this value may seem low, it exceeds that of the full State of Iowa, where only 19% are multi-family, and 74% are single-family detached.



Single-Family Housing

Single-family housing is one of the dominant land uses in the City of Mount Pleasant. The City offers a wide variety of housing types within this category – everything from stately, well preserved homes near the City’s historic core, to modern suburban-style homes around the City’s periphery. Given the city’s relatively steady rate of growth

between 1930 and 2000, it is no surprise that practically every era’s unique housing preferences are well represented in the City’s overall housing stock, including story ranch homes from the 1950s and 1960s, and split-level units from the 1980s and 1990s. There is also a neighborhood composed primarily of manufactured homes, each on its own private lot.



Special Case: Sheaffer Subdivision

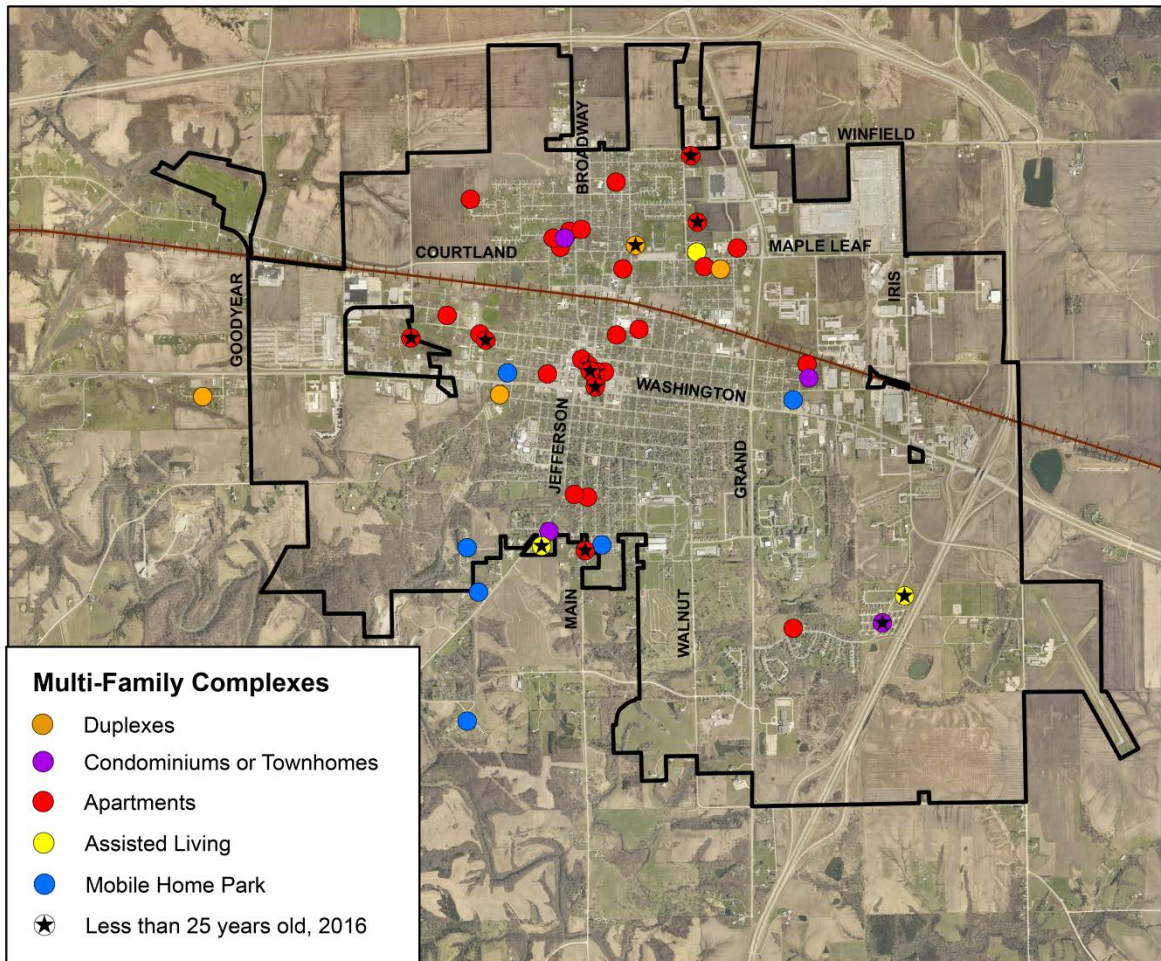
Sheaffer Park represents a unique historic example of private initiative to expand the city’s housing stock. Following World War II, Sheaffer Pen, based in nearby Fort Madison, purchased an old cannery in Mount Pleasant, to manufacture a new line of ballpoint pens. The postwar housing shortage necessitated that they develop their own subdivision to house plant workers. Situated at what was then the southeast corner of the City, the Sheaffer Subdivision was partially developed by the company itself between 1946 and 1951. Afterwards, it sold the remaining lots to Iowa Wesleyan University, to sell them to individual homebuyers. IWU used the profits from these sales to fund construction of two new student residence halls.



HOUSING & NEIGHBORHOODS

Multi-Family Housing

Multi-family housing is distributed evenly around the City of Mount Pleasant, although there is a noticeably stronger concentration on the north and west sides, as well as Downtown. The map below highlights the distribution of multi-family housing throughout the City of Mount Pleasant, along with the surrounding unincorporated areas. It also highlights those complexes which were established within the last 25 years (1991 to 2016). Outside of Downtown, none of these were established any later than 2004, with the last phase of the Ashford Park condominiums completed in 2009.



At the low end of the density scale, there are standalone duplexes scattered around the City, along with three larger clusters of duplexes, each undertaken as an individual development. Another cluster fitting this description lies just to the west of the City, off of Old Highway 34).

At a more moderate scale of density are condominiums and townhomes. Two prominent examples are found in Mount Pleasant. At the east end of town on Haynes Street, there is a cluster of 2, 3 and 4-unit townhomes within the Goodwin's Subdivision, gradually developed between 1982 and 1998. The Ashford Park Condominiums, built between 2002 and 2009, sit at the southeastern-most extent of the city's housing landscape.



HOUSING & NEIGHBORHOODS

Apartments are the most prevalent type of multi-family housing in Mount Pleasant. Apartment complexes of varying size exist throughout the city, along with two that lie just outside the City limits. Several large complexes are found in close proximity to the North Grand Avenue retail corridor, and the east side industrial parks. A sizable number of smaller (and older) complexes are found in the neighborhoods to the north of Iowa Wesleyan College. Several complexes are targeted primarily to low-income residents, while others have a renter base that is predominantly composed of senior citizens.



Downtown Mount Pleasant has seen a resurgence of housing development in recent decades, with many historic buildings renovated to add second story apartments. The most recent example is the 2016 conversion of the Brazelton building to house 17 units. As a result of this development, some with only 1 or 2 units to a building, the population of Downtown Mount Pleasant increased by 17% from 1990 to 2010, well above the Citywide rate of 7%.

Mobile Home Parks

There are two mobile home parks with the Corporate Limits. The Heritage Mobile Home Park sits directly south of Downtown, and west of the Old Threshers grounds, off of South Street. Another park sits just to the west of Oakland Mills road. Within the same general vicinity, there are 2 other parks located outside City limits. Finally, two much smaller parks are situated at the east and west ends of town, along Washington Street.



Assisted Living/Senior Housing

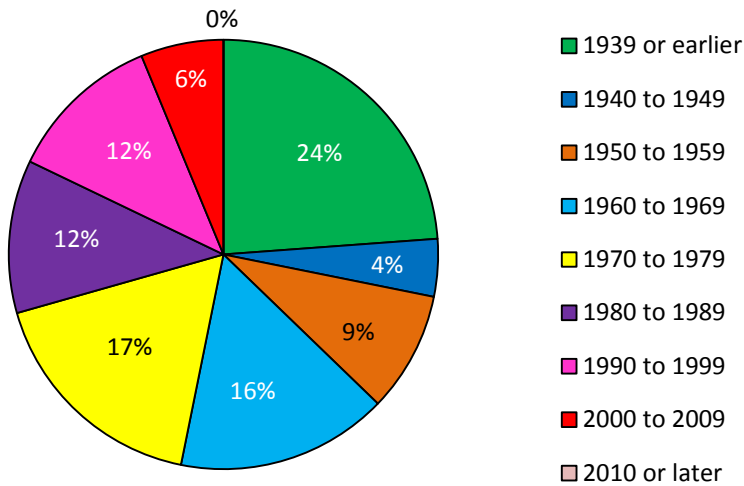
There are 3 separate facilities are specifically designed for senior citizens, with a more independent lifestyle than a traditional nursing or retirement home, which is designed for full time care. There are 3 such facilities in Mount Pleasant, including Arbor Court on the northeast side of the City, which also houses a skilled nursing facility. Also, SunnyBrook is adjacent to the Ashford Park subdivision on the southeast side, and Arbor Village is by Oakland Mills Road and South Street at the southern edge of town. Both of these were built in the 2000s, to fulfill a growing demand as the City's population ages.

HOUSING & NEIGHBORHOODS

Housing Age

According to 2014 estimates from the American Community Survey, just over half of the housing units in Mount Pleasant were built prior to 1970, with about 1/4 of them built prior to 1940. The 1960s accounted for the largest share of any individual decade, at 16%. The following three decades each account for more than 10%, while only 6% were built since 2000. Despite showing 0% for 2010 or later, a number of new units have been built since the estimates were generated by the Census Bureau in 2014.

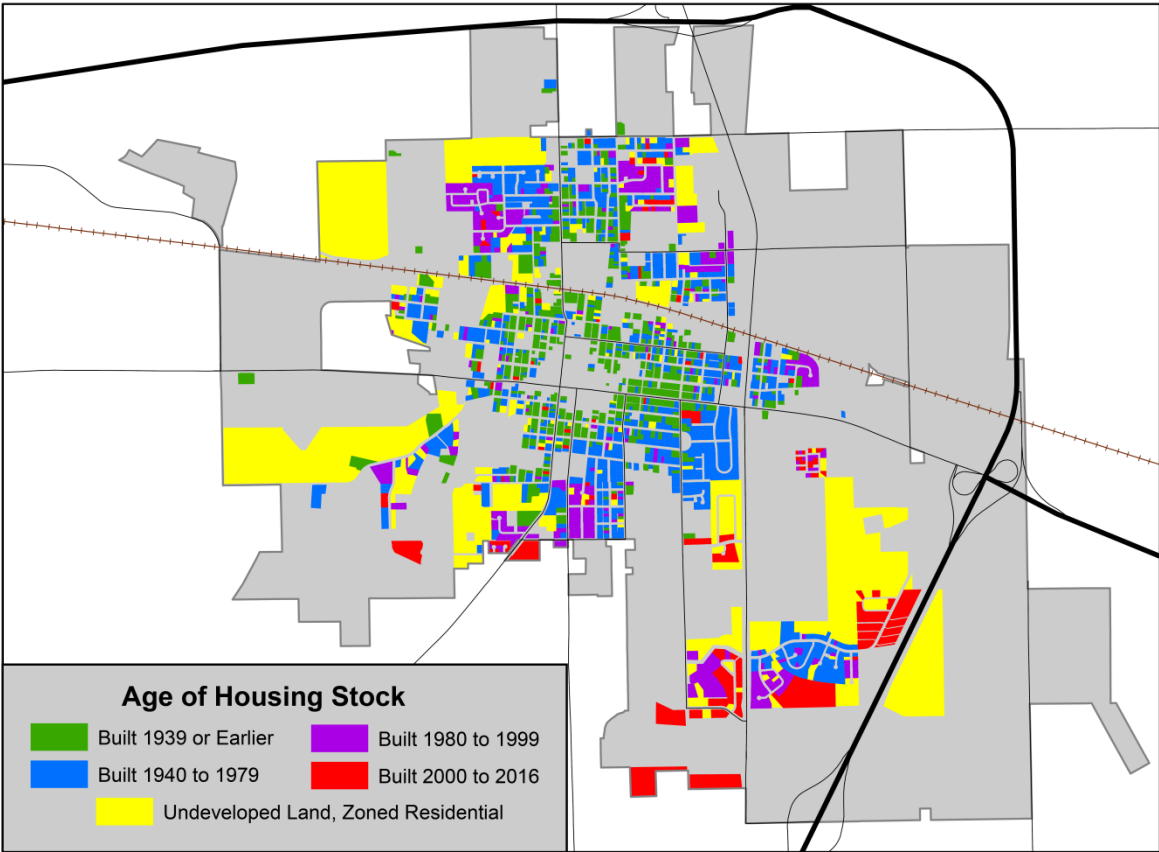
Year Structure Built - Percent of All Units



The figure at right suggests that Mount Pleasant exceeded the State of Iowa in Housing growth between 1940 and 1999, but it has fallen behind substantially since 2000. The map below uses local data to map the precise distribution of housing by age.

Year Structure Built - Comparison

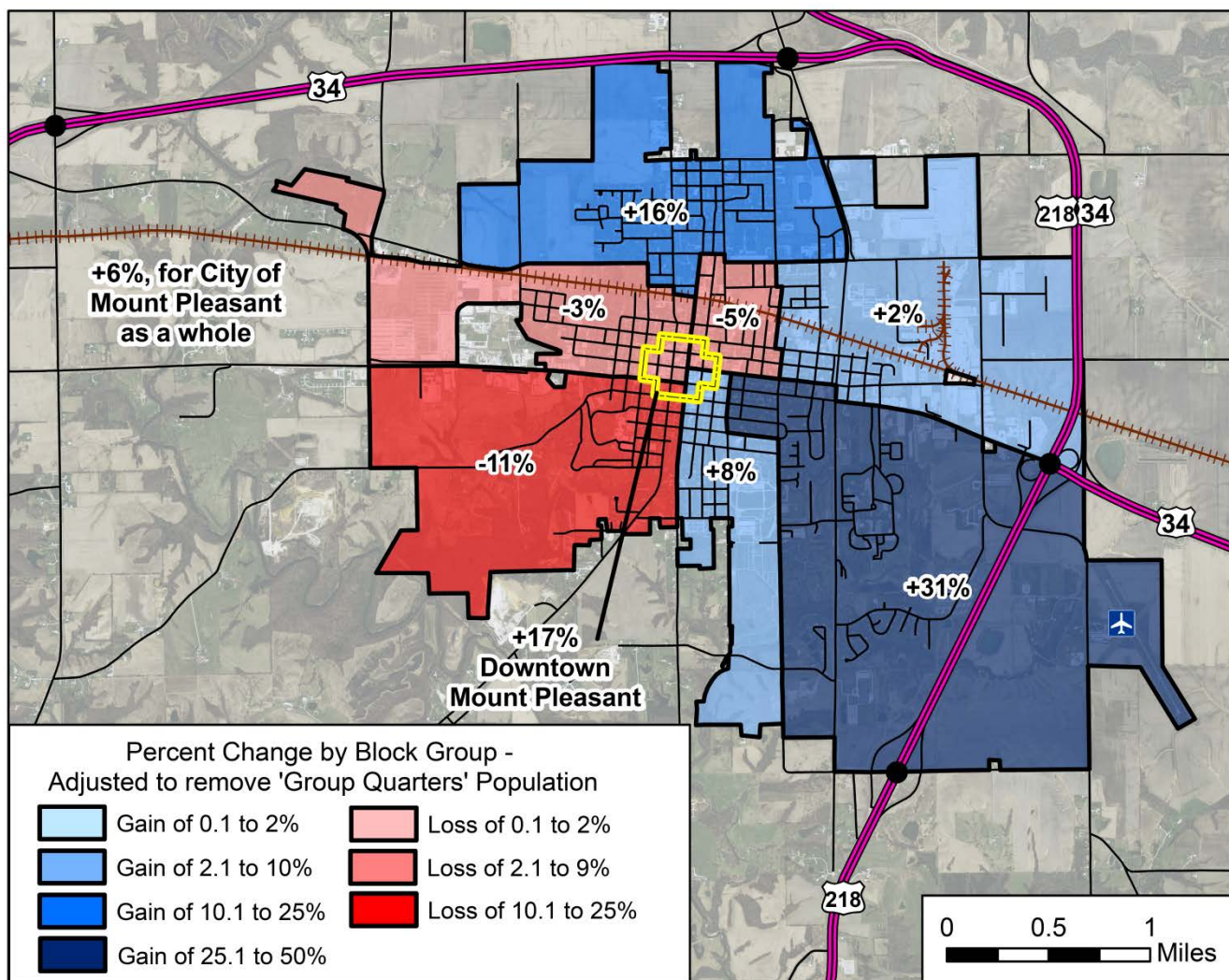
	1939 or earlier	1940 to 1969	1970 to 1999	2000 or Later
Mount Pleasant	23.8 %	29.3 %	40.6 %	6.2 %
State of Iowa	26.7 %	27.5 %	32.7 %	13.0 %



HOUSING & NEIGHBORHOODS

Neighborhood Population Change

The map below displays the comparative population change for the portion of each Census Block Group contained within the City's boundaries, between 1990 and 2010. While the City as a whole increased by 6% during this period, there was considerable variety in the rate of change from one area of the City to another. Four of the Block Groups had a modest loss or gain, from anywhere between 1 and 9%. The Block Group covering the City's southwest quadrant had a pronounced loss of 11%. This was an area of little to no new housing construction during that period, and it was also affected by the acquisition of a number of residential properties for hospital expansion. The Block Group covering the City's northernmost neighborhoods had the second highest rate of increase, at 16%.



While new single-family home construction was minimal compared to the preceding decades, several new apartment complexes caused a sizable increase in the 1990s. By far, the most pronounced change was in the southeast quadrant of the City, where prominent housing developments such as Ashford Park, Threshers Meadows, and Heather Estates have taken shape. In addition, it should be noted that the combined Census Blocks comprising Downtown saw a sizable increase of 17% during that 2-decade period, reflecting the large number of upper story residential units that have been added. This notably contrasts with the surrounding older neighborhoods, which generally all decreased at a moderate rate.

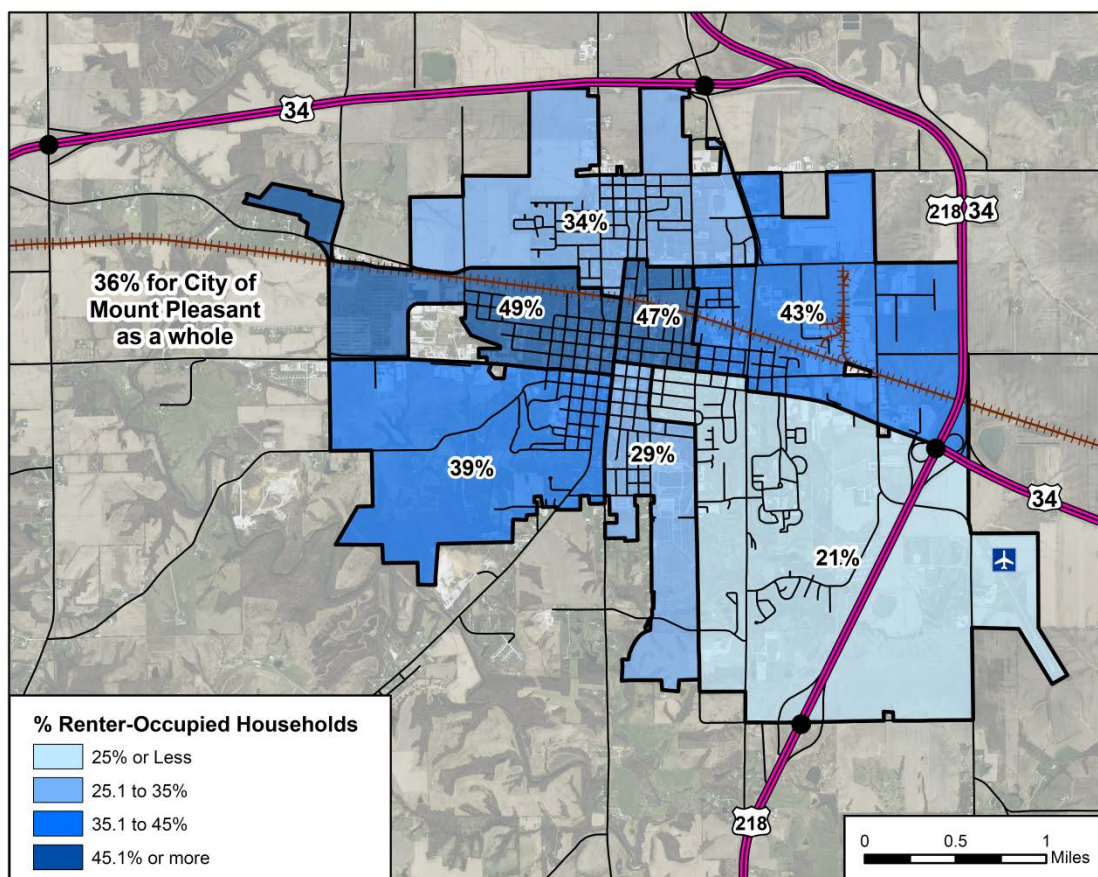
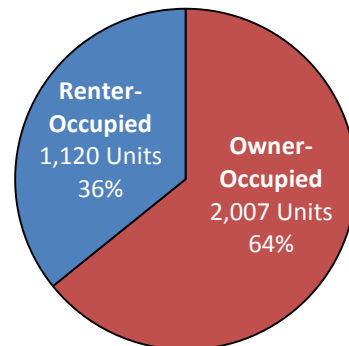
HOUSING & NEIGHBORHOODS

Occupancy Characteristics

In 2010, 64% of Mount Pleasant's occupied housing units were owner-occupied, while the remaining 36% were renter-occupied. Two decades earlier, in 1990, the ratio had been 67 to 33%, indicating a noticeable increase in the share of units that were rentals. For the State of Iowa, the opposite trend was observed, as the percent of renter-occupied units decreased from 30 to 28%.

From 2000 to 2010, the average household size of an owner-occupied unit in Mount Pleasant decreased from 2.55 to 2.45, while that of a renter-occupied unit increased from 1.94 to 2.08. For the State of Iowa, the average size of an owner-occupied unit decreased slightly (2.57 to 2.52), but that of a renter-occupied unit largely remained the same, going from 2.15 to 2.14.

Housing Units by Occupancy - 2010



The map above highlights the difference in owner-occupancy between individual Census Block Groups in Mount Pleasant. It shows that renter-occupied units account for a larger share of the housing near the center of the City. It is likely that much of this is accounted for by single-family homes that are rented out, along with a number of two, three, and four-family conversions in these older neighborhoods. While the northern and southern Block Groups contain a significant number of larger, modern apartment complexes, this is countered by the high rate of home ownership for newer single-family homes.

HOUSING & NEIGHBORHOODS

Housing Value

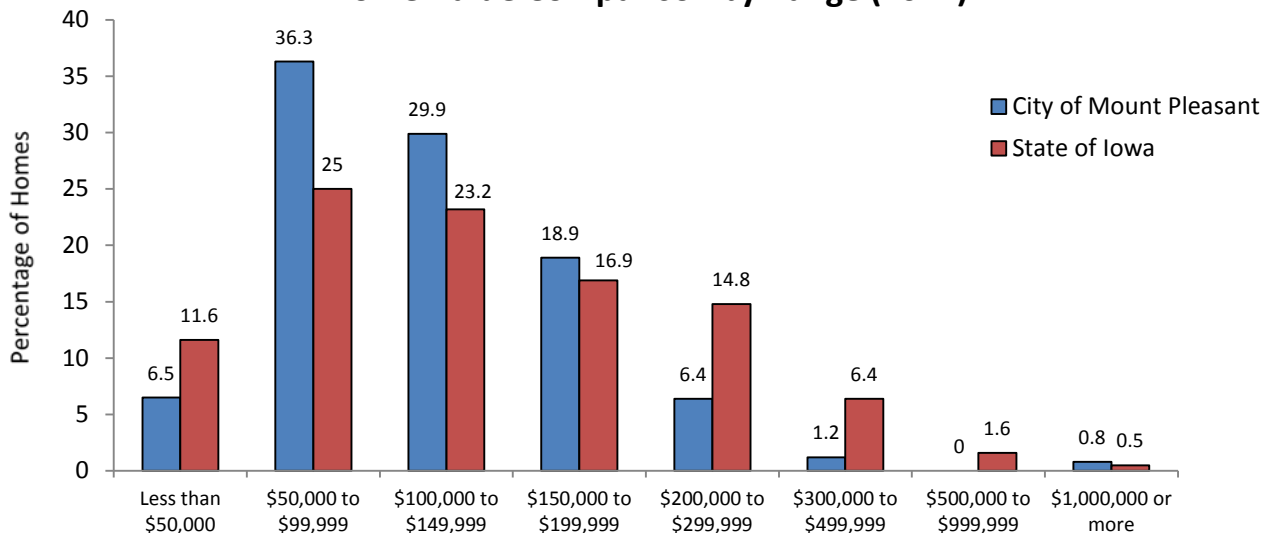
According to 2014 American Community Survey estimates, the median home value for the City of Mount Pleasant is \$108,900. In Comparison, the median value for the State of Iowa is \$126,300. Also, the median gross rent for Mount Pleasant is \$587, while the State value is \$689. Compared to Henry County as a whole, Mount Pleasant's median home value is higher, but its median gross rent is lower. At the National level, the figures for both are much higher, in comparison.

It should be noted that the ratio between Mount Pleasant and State of Iowa values is roughly the same for median home value (0.86), as it is for both median gross rent (0.85), and Median Household Income (0.87). Therefore, the degree of difference between the two is highly consistent for each of these variables. For family households alone, the Mount Pleasant value is even closer to the State value, at a ratio of 0.91. For the full United States, however, while the median income is very similar, the home value and gross rent are substantially higher. This is a positive indicator, as it suggests that for Iowa (and Mount Pleasant in particular), residents are able to save more of their income for non-home related expenses.

	Mount Pleasant	Henry County	Iowa	United States
Median home value	\$108,900	\$103,900	\$126,300	\$175,700
Median gross rent (per month)	\$587	\$605	\$689	\$920
Median household income	\$45,977	\$49,036	\$52,716	\$53,482
Median family income	\$61,362	\$60,799	\$66,829	\$65,443

While the median home value for Mount Pleasant is fairly close behind the State value, differences are more visible when comparing individual value brackets. For example, 2/3 of Mount Pleasant's housing is valued between \$50,000 and \$150,000, compared to just under 50% for the State of Iowa. In addition, 23% of Iowa's housing is valued at \$200,000 or higher, compared only 8% for Mount Pleasant.

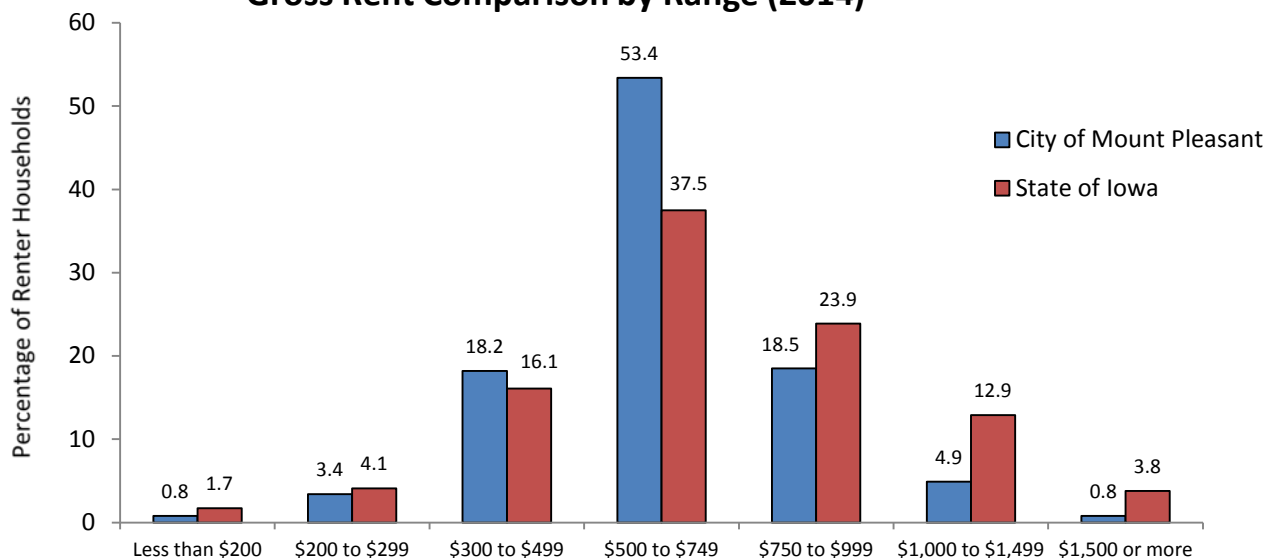
Home Value Comparison by Range (2014)



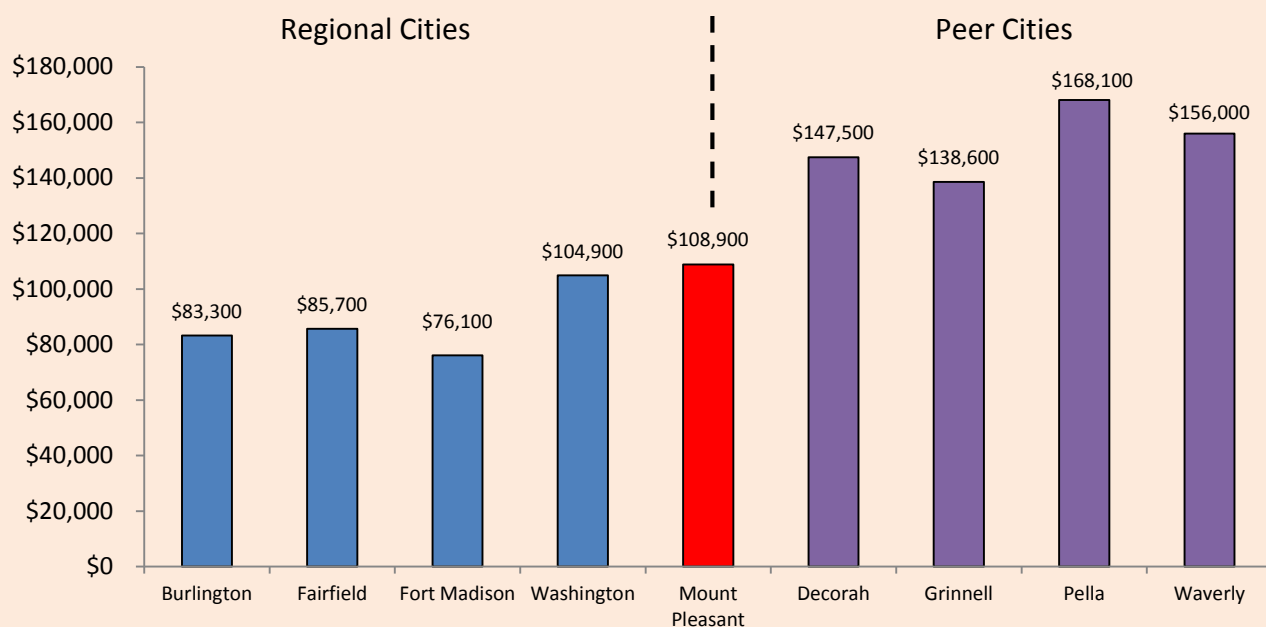
HOUSING & NEIGHBORHOODS

Differences also become apparent in the value brackets for gross rent. Over half of all rental units in Mount Pleasant have a gross rent between \$500 and \$750, compared to less than 40% for the State of Iowa. Conversely, while over 40% of Iowa rental units have a gross rent of \$750 or more, only 24% of those in Mount Pleasant do, with the gap becoming even more pronounced for those over \$1,000. This data clearly indicates that the Mount Pleasant market needs more higher value rental units to balance out the full supply of rental housing. This would be especially helpful for middle class 'starter homes' for young professionals, who may be inclined to avoid many of the current apartments due to their age and low rent status.

Gross Rent Comparison by Range (2014)



Median Home Value – Comparable Communities



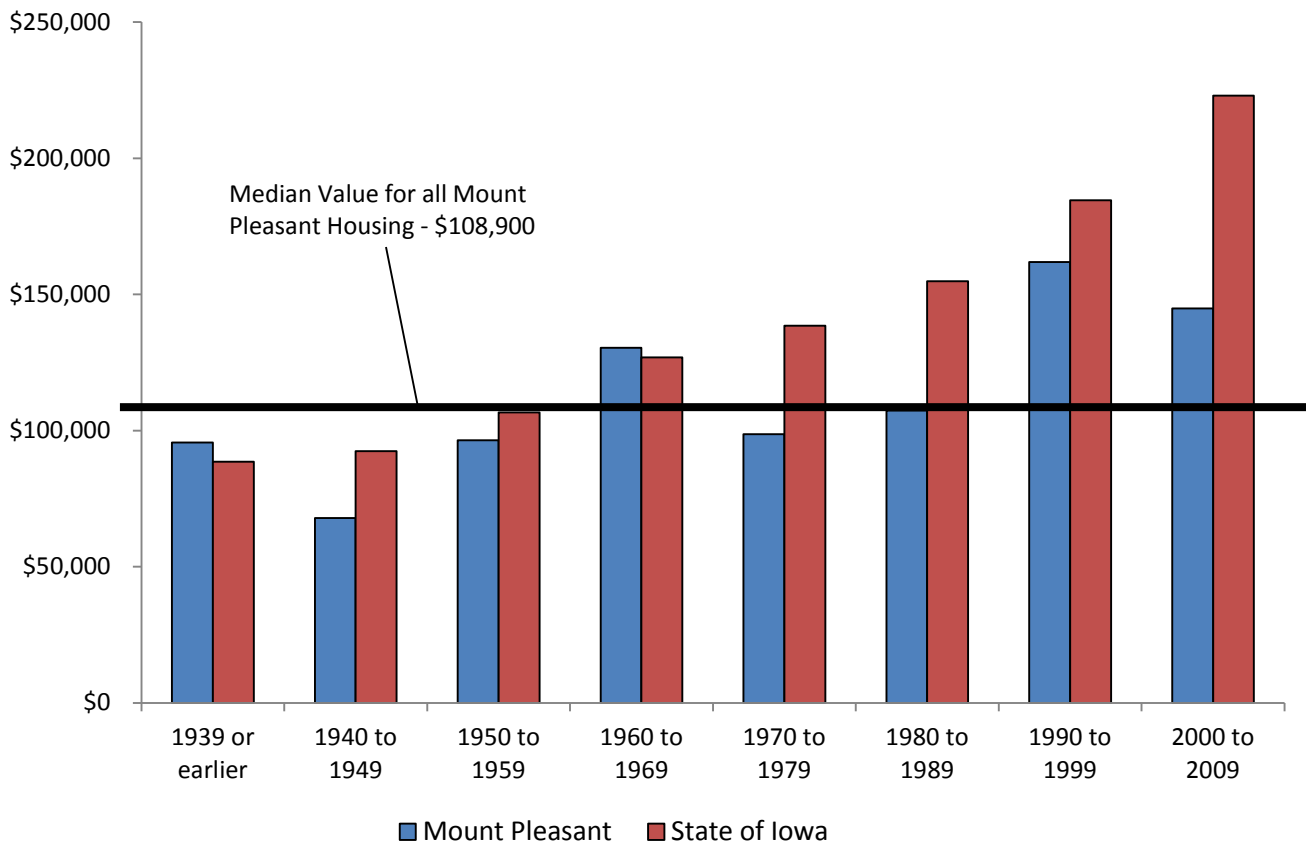
HOUSING & NEIGHBORHOODS

Housing Value by Age

The graph below combines two separate data measures from the American Community Survey – age of housing stock and median home value. The median value for each chronological period of housing construction is displayed, comparing the City of Mount Pleasant to the State of Iowa as a whole.

This graph indicates that the newest housing in Mount Pleasant noticeably exceeds the median value for the City's entire owner-occupied housing supply (\$162,000 for units built in the 1990s, and \$145,000 for those built in the 2000s). This indicates that newer homes are generally not within the price range of the City's low to moderate income residents, including younger households looking for modest 'starter homes'. However, compared to the State as a whole, Mount Pleasant's newer homes are actually much more affordable.

Median Home Value by Year Structure Built



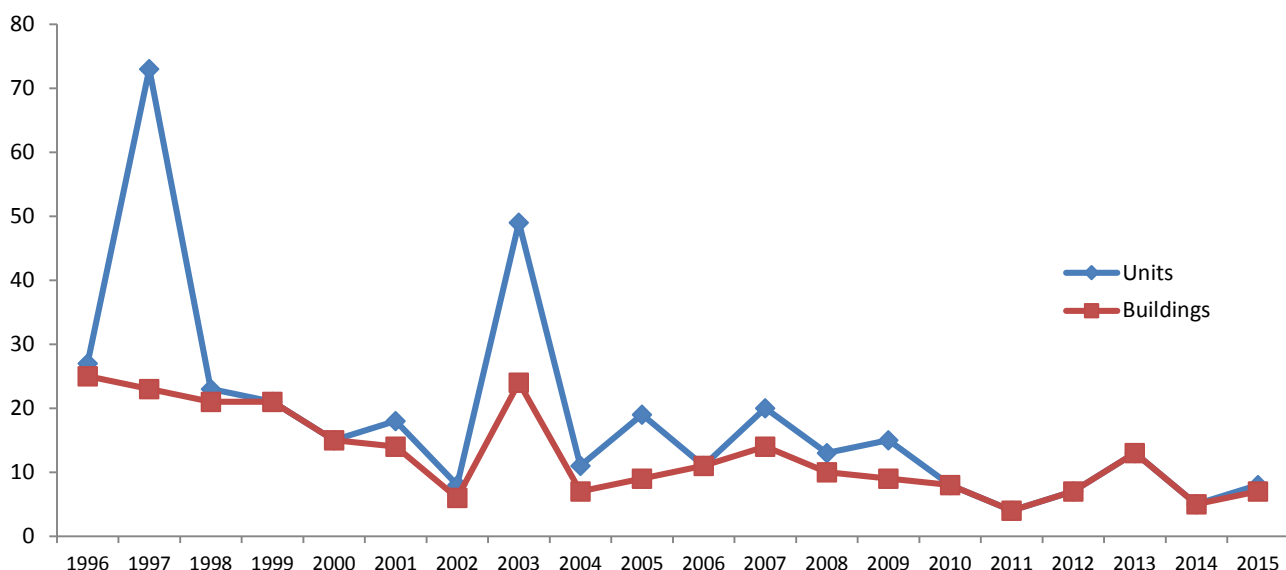
It also indicates that the City's oldest housing stock (pre-1940) is in relatively good condition, as its median value (\$96,000) exceeds the corresponding value for the State of Iowa as a whole (\$89,000). This attests to the efforts of many private homeowners who contribute substantial time and effort to caring for their distinctive historic homes. It also reflects the City's active role in clearing and redeveloping areas of blighted old homes near the Downtown area.

HOUSING & NEIGHBORHOODS

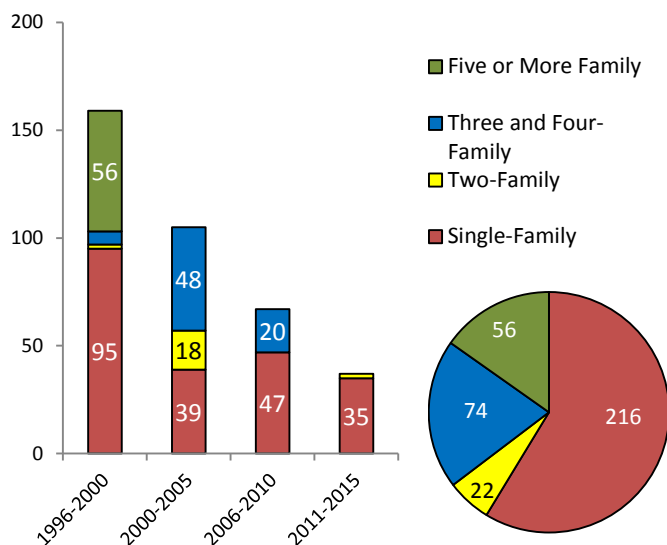
Housing Growth Patterns

The US Census Bureau catalogues data on all residential building permits issued in a particular year, for Cities, Counties, and States. The graph below shows the total number of building permits by year for Mount Pleasant, covering a 20-year period from 1996 to 2015. The red line represents all buildings constructed, with one single-family dwelling and one apartment building each counting the same. The blue line represents all individual units contained within the buildings constructed. The steep spike in 1997 represents Chesapeake Apartments, while that in 2003 represents the Ashford Park Condominiums. It is notable how the lines have largely converged from 2010 onwards. This, along with the comparatively small gap between the two from 2004 to 2009 indicates that higher density multi-family development has been effectively nonexistent over the last decade.

Building Permits in Mount Pleasant – 1996 to 2015



New Units by Type, 1996 to 2015



The graph at left breaks the new units down by category, based on the total number of units in the building. First, they are separated into five year increments, and this shows that the rate of new construction has dropped steadily and consistently since the late 1990s. Then, the pie chart shows the sum total from that 20-year period. While this total seems to indicate that housing at all densities was sufficiently represented, it should be noted that all 56 of the highest-density units were built in the first of the four 5-year periods, and nothing of more than 2 units per building was constructed during the 2011-2015 period.

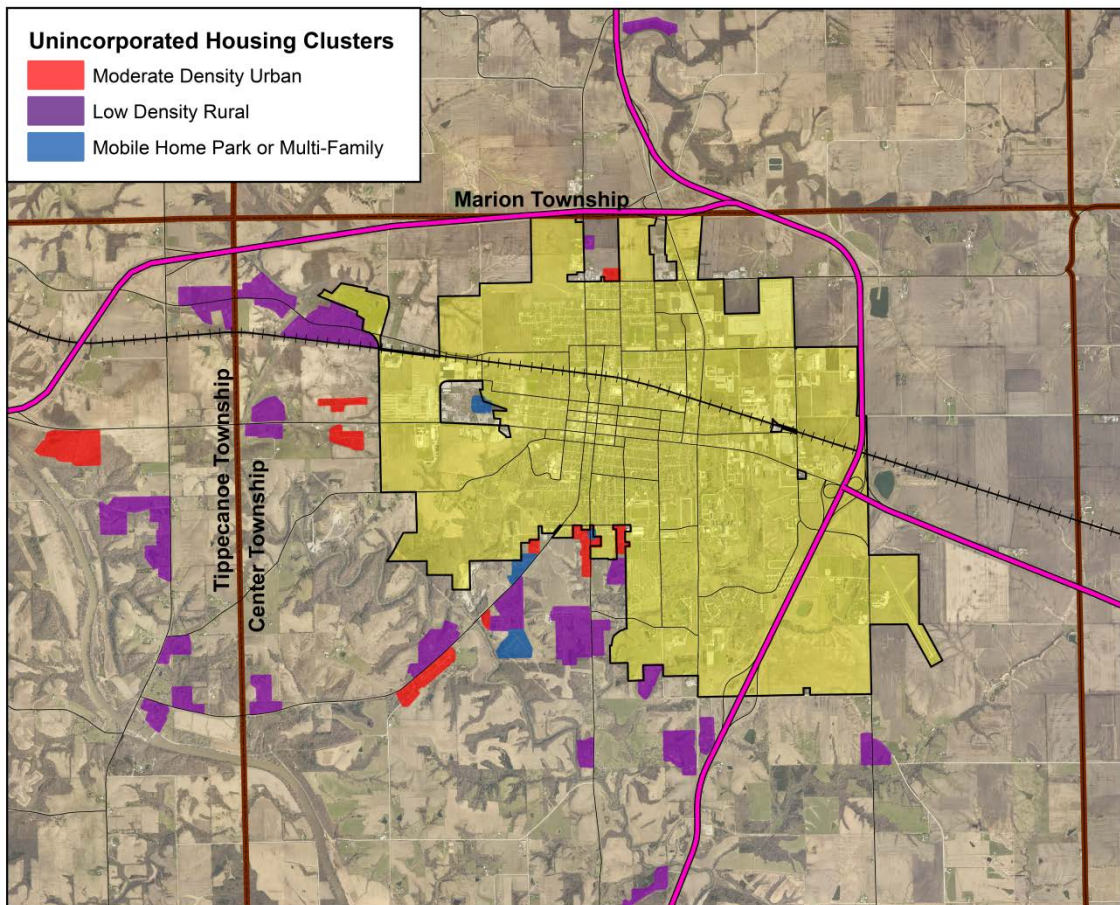
HOUSING & NEIGHBORHOODS

Housing Growth Outside the City

When viewing the Mount Pleasant housing market in its entirety, it is important to consider what is occurring just outside the City's boundaries, as the surrounding unincorporated areas are inextricably linked with the City itself. Over the last 40 years, a number of residential subdivisions have sprouted up in Center, Tippecanoe, and Marion townships, fueled by demand in the Mount Pleasant market. While overall population figures do not reflect a dramatic population increase in recent decades, the actual number of *housing units* has grown considerably, reflecting a predominance of smaller households.

According to Census figures, the combined area including the City of Mount Pleasant and the three surrounding Townships (Center, Tippecanoe, and Marion), one-third of the net surplus of housing units from 1990 to 2010 was accounted for by the three Townships (109 out of 331). When only owner-occupied units are considered, the inverse is true - nearly two-third of the net surplus of units was accounted for by the Townships (108 out of 165). The stark difference is explained by the fact that virtually all of the net surplus of renter-occupied units was accounted for by the City of Mount Pleasant. Interestingly, when all four County subdivisions are added together, the surplus of rental units is virtually equivalent to the surplus of owner-occupied units. Therefore, the demand for both is being met equally, but the City is losing tax base as a highly disproportionate share of owner-occupied homes are built in the surrounding unincorporated areas (a ratio of 2:1).

The map below displays all existing unincorporated housing clusters, according to their relative density.



PARKS & RECREATION



Quality public parks and recreational facilities are an essential component of a healthy community. Their benefits are numerous – physical fitness, access to nature, a place for children to play, and much more. It is equally important that these resources are easily accessible to the local population. A large, peaceful, aesthetically pleasing park will prove to be a wasted effort if those it is intended to serve cannot readily access it. The following is a summary of the existing park and recreation facilities in the City of Mount Pleasant.

PARKS & RECREATION

Public Parks and Recreational Facilities

The City of Mount Pleasant is currently home to 9 public parks, and 2 other public recreational facilities. These are found throughout the City, and vary in size from smaller than an acre to over 100 acres. The following is a list and description of each of these facilities. A map is found at the end of this section.

East Lake Park

Largest city park which covers 120 acres on the east side of town near Lexington Avenue. Facilities include three softball fields, two shelter houses, a gazebo, picnic tables, restrooms, 2 playground areas, 3 sand volley ball courts, a 6.5 acre pond, 4 lighted tennis courts, 5 soccer fields, 9 horseshoe courts, 18 hole disc golf course, and a golf driving range. The park also has a paved multi-use trail which is very popular with residents.



East Lake Park

Saunders Park

This 33-acre park is directly west of the Henry County Health Center. It is named for town founder Presley Saunders, who built the first permanent home in Mount Pleasant, on land where the park now sits. Facilities include playground equipment, two shelter houses, two gazebos, and a log cabin which functions as an additional shelter house. This park is also home to the Mount Pleasant Family Aquatic Center.



Aquatic Center - Saunders Park

McMillan Park & Fairgrounds

This park on the south end of town hosts The Old Threshers Reunion and the Henry County Fair, in addition to other special events through the year. Facilities include a shelter house, swing set, restrooms, dirt track, game fields, and several large buildings, which are available for rent for events.



McMillan Park

Crane's Pond Park

This park is located on Courtland Street on the northwest side of the city. It was named for the Crane family, who donated the land. Its centerpiece is a two acre pond for fishing, fed by Saunders Creek. At 6 acres in size, the park also includes a shelter house, swings, and benches. Cranes Pond is also used during winter months for sledding on the hill.



Crane's Pond Park

PARKS & RECREATION

City Square Park

This park, comprising the downtown public square, is the site of the Edward King Memorial Fountain, named for the late Mayor of Mount Pleasant. It provides a pleasant green space in the middle of the bustling central business district.

Prairie View Park

Mount Pleasant's newest park, this 14.5 acre park between Linden Heights and East Lake Park is a natural park filled with wild flowers and prairie grasses. This park also serves as a convenient access point for the Mount Pleasant Recreational Trail.

United Thru-Play Park

Located on the grounds of the former Saunders Elementary School (the building now serves as the Henry County Historical Society), this large wooden playground provides a place for local children to play.

Sheaffer Park

This small park located on South Walnut Street was initially planned as an aesthetically pleasing gateway to the Sheaffer Subdivision, financed by the Sheaffer Pen Company after World War II. It is comprised simply of open space and benches.

Green Square Park

This small, 1/5 acre park is located at the northwest side of the City on King Drive, within the Rolling Acres residential subdivision. It includes a half court basketball court, small playground and benches.

Cottrell Gym

The Cottrell Gym which is located on East Madison and is part of the Public Library and Performing Arts Complex is an indoor facility available to rent to the public. The gym has six basketball hoops and batting cages.

Mapleleaf Athletic Complex

This athletic complex which is utilized by both the Mount Pleasant School District and Iowa Wesleyan University contains practice fields, a softball diamond, baseball field, and football field with stands and a track. Recently, the Mount Pleasant School Board approved future lighting improvements to the facility.



City Square Park



Prairie View Park



United Thru-Play Park



Cottrell Gym



Mapleleaf Athletic Complex

PARKS & RECREATION

Private Recreational Facilities

In addition to the public facilities available to residents of Mount Pleasant, there are several private recreational facilities in the city as well, including facilities at Iowa Wesleyan University

REC Center

The REC Center is a privately owned and managed recreation facility in Mount Pleasant which has 2 full time staff and 11 part time staff. The facility was built in 1993, and financed by private donors who saw a crucial, unmet need in their community. The REC Center has been involved in collaboration and partnerships with both Iowa Wesleyan University and the Parks & Recreation Department.



REC Center

Mount Pleasant Golf & Country Club

The 58-acre Golf & Country Club sits at the extreme northwest corner of the City. The 9-hole regulation golf course was established in 1928 on an area of naturally rolling terrain. The club is privately operated, with banquet and meeting space, available for holiday parties and family events.



Mount Pleasant Country Club

Little League Ball Fields

Located just west of North Grand Avenue as it ascends to the rail bridge, these ball fields are accessed from Cherry Street, and are privately managed and operated by the Mount Pleasant Boys Baseball League.



Little League Ball Fields

Iowa Wesleyan Soccer Fields

Soccer fields used by Iowa Wesleyan teams are located just east of the campus on Maple Leaf Drive, across from the City's Mapleleaf Athletic Complex.

Old Threshers Grounds

The Old Threshers Grounds, which shares space with McMillan Park is home to the Old Threshers Reunion, the premiere entertainment event in the community. The grounds includes a train and trolley route as well as numerous outbuildings, barns, and food stands.

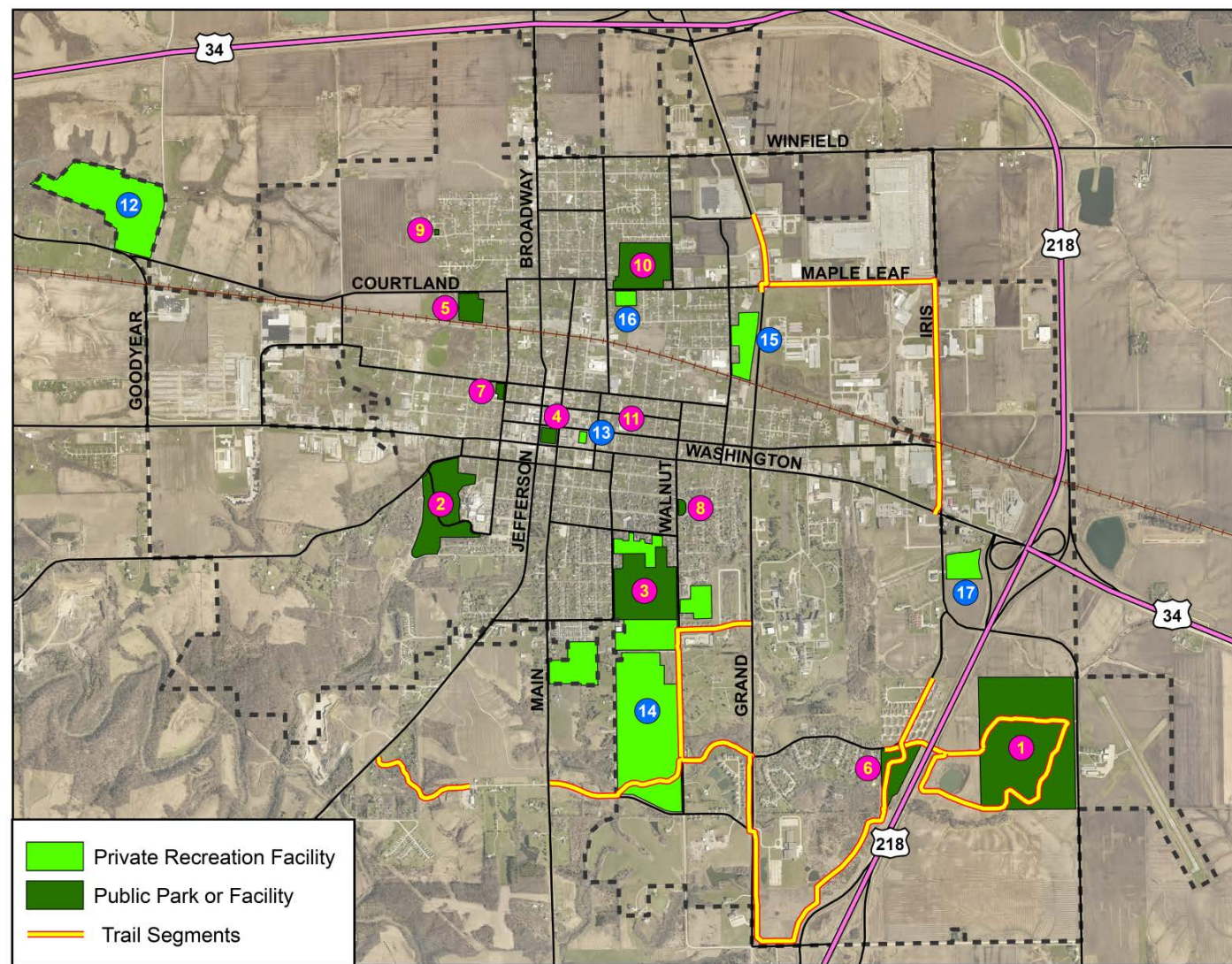
Crossroads RV Park

This privately owned, modern RV park which was built in 2006 and includes 34 pull-thru sites with electric and sewer service. It sits in close proximity to the east side highway interchange and markets itself to the entire Southeast Iowa region.



Crossroads RV Park

PARKS & RECREATION



City Parks and Facilities

1. East Lake Park
2. Saunders Park / Aquatic Center
3. McMillan Park / Fairgrounds
4. City Square Park
5. Crane's Pond Park
6. Prairie View Park
7. United Thru-Play Park
8. Sheaffer Park
9. Green Square Park
10. Mapleleaf Athletic Complex
11. Cottrell Gym

Private Facilities

12. Mount Pleasant Golf and Country Club
13. The REC Center
14. Old Threshers Grounds
15. Little League Ball Fields
16. Iowa Wesleyan Soccer Fields
17. Crossroads RV Park

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ARTS & CULTURE



A community that thoroughly invests in the arts is one that will leave a memorable and lasting impression on everyone who visits it. Arts and cultural resources can help distinguish a thriving community from a stagnant one. And when a city embraces and promotes the things that make it distinct and unique, it has a strong advantage that makes it economically sustainable and robust in the long term. For a community of its small size, Mount Pleasant has a lot to be proud of, in terms of unique, quality cultural amenities.

Visual and Performance Art

Mount Pleasant Arts IMPACT

In 2016, members of the arts community in Mount Pleasant took steps to establish a the first formal organization advocating for the arts in the community. Mount Pleasant Arts IMPACT (which stands for 'Impact Mount Pleasant Arts and Culture Together') is a nonprofit organization which "serves to ignite and promote broad community excitement in the appreciation, support and growth of artistic and cultural activities in and around Mount Pleasant." They seek to better integrate arts and culture into the economy and everyday lives of those who live, work, and otherwise spend time in the City.

Shortly after its founding, IMPACT hosted a meeting of the visiting Iowa Arts Council, using the opportunity to showcase the many recent arts related achievements in Mount Pleasant. The current chairman of the Iowa Arts Council stated during his visit that, "The main reason we are able to host the Iowa Arts Council is Mount Pleasant Arts IMPACT. The IMPACT group shows the Council's board members what can be done simply and with limited – but coordinated – resources."

Iowa Wesleyan University Art Gallery

As home to a private four-year liberal arts university, Mount Pleasant is fortunate to be able to offer its residents access to quality art from students and visiting prominent artists. The Iowa Wesleyan University Art Gallery is located in the P.E.O. Administration Building on Main Street. The gallery showcases a variety of shows each year, and is free of charge and open to the public Monday through Friday throughout the year.

Southeast Iowa Symphony Orchestra

Mount Pleasant is the home base of the Southeast Iowa Symphony Orchestra (SEISO), in continual operation for nearly 70 years, as of 2016. It is based out of the Chapel Auditorium at Iowa Wesleyan University, where concerts are regularly held. They also travel to other venues throughout the Southeast Iowa region, frequently appearing in Burlington, Ottumwa, and Fairfield. SEISO includes 65 musicians and a full-time Conductor/Music Director, and is managed by a Board of Directors.



Local Arts Spotlight: The Art Nest

In early 2016, longtime Mount Pleasant resident Robin Fisher opened an independent art studio in a commercial building on East Washington Street. An Iowa Wesleyan graduate and former employee of the Correctional Facility, Ms. Fisher initially taught small classes out of her own home. She and her husband Scott now operate The Art Nest, which hosts both public and private painting classes for local residents interested in utilizing and enhancing their artistic skills. Painting classes have averaged 10 to 12 people each, with participants of all ages and experience levels. The Art Nest is a great example of private citizens taking the initiative to further enrich the social and cultural lives of fellow community members.



ARTS & CULTURE

Heatilator Performing Arts Center

This facility is owned by the City of Mount Pleasant, and operated by its Park and Recreation Department. The Department rents out the space to various performances, lectures, and ceremonies throughout the year. It is situated in the building formerly housing Mount Pleasant High School, until the new school opened in 1999. The Arts Center shares the large building with the City's Public Library, and beginning in 2016, City Hall. It is comprised of a 350-seat theatre with a full stage, sound, and lighting system, along with dressing rooms. It is named for the Heatilator brand of fireplaces manufactured in town at Hearth & Home Technologies.



Mount Pleasant Community Theatre

A frequent feature at the Performing Arts Center is the Mount Pleasant Community Theatre, which also performs at the Iowa Wesleyan University Chapel. The Theatre Association has been in operation since 1969, and places special emphasis on encouraging youth to participate in theatrical experiences, as either a performer or spectator.



Main Street Cinemas

Main Street Cinemas is an independent movie theater located in the Masonic Temple building, constructed in 1923, and currently listed on the National Register of Historic Places. After several decades Managed and operated by a larger regional theater chain, it was put up for sale in 2011. Recognizing the need to keep an operational theater in Downtown Mount Pleasant, local citizens Scott and Amy Lowe purchased the property, and oversaw a full restoration of the building, with a new theater on the main floor, and several residential lofts on the upper level. For their efforts, the Lowes were selected for the Community Pride Award, given by the Mount Pleasant Area Chamber of Commerce. Main Street Cinemas features two screens, and is open daily for evening shows of contemporary popular films.



Events and Entertainment

Old Threshers Reunion

By far, the largest and most unique event to take place on a recurring basis in Mount Pleasant is the Midwest Old Settlers & Threshers Reunion, held at the combined McMillan Park/Old Threshers Grounds every September since its founding in 1950. This event pays tribute to Iowa's agricultural heritage with exhibition displays of restored mechanical equipment, including steam engines, farm tractors, and classic cars. There are also operational trolley and narrow gauge railway lines. During the week of the reunion, there are also nightly stage performances, including live Country music, which has featured many well known performers over the years.



Visitors to the event can stay at a large 60-acre campground, owned and maintained by the Old Threshers Association. It includes electrical hook-ups for campers and RVs, along with dump stations, restrooms and showers. There are 945 campsites with 30 amp service, and 56 with 60 amp service. Tent camping is an alternative option, for a lower price.



In addition, the Old Threshers Grounds houses a Heritage Museum, which is open year round, and features smaller-scale, indoor exhibits with the same general theme.



While this event remains widely popular, continuing to draw in as many as 100,000 in a single year, there are concerns about the long-term sustainability of the Old Threshers Reunion, particularly as an overall economic generator for the City. Many of the people with expertise to operate the antique machinery are now in advanced age, and interest among younger generations has waned, limiting its once broad scope of appeal.

Henry County Fair

McMillan Park is also home to the annual Henry County Fair, one of the oldest such fairs in Iowa, first established in 1866. The present day incarnation of the fair includes 4-H animal shows, live entertainment at the grandstand, and a queen contest, to determine who will represent Henry County at the Iowa State Fair in Des Moines. Other elements that have featured in recent years include a demolition derby, talent show, tractor pull, and fireworks display.



ARTS & CULTURE

Rock Around the Block / Central Park Events

Rock Around the Block is one of several recurring events taking place at Central Park in Downtown Mount Pleasant. There are typically several such events staged every summer, organized by the Mount Pleasant Area Chamber of commerce. Rock Around the Block is a concert series that takes place on Friday evenings, and is open to people of all ages, free of charge. In addition to the music, the event features food and beverage vendors, games and activities for children, and displays of farm machinery.



Another Chamber-sponsored event at Central Park is Crafts in the Park, a craft show which brings over 90 crafters, antiques, dealers and artists to the community over the extended Labor Day weekend. There is also the Triple B Festival (Bacon, Brews, and BBQ), a combined barbecue contest and car show in June at McMillan Park.



Mount Pleasant Farmer's Market

The Mount Pleasant Farmer's Market takes place on Wednesdays and Saturdays from May to October, at McMillan Park. During the week of the Old Threshers Reunion, the event is moved to the Courthouse parking lot. Organizers of the event register local vendors to sell their products from booths at the market. There is a requirement that the products sold must have been grown or prepared by the vendors themselves. A number of Henry County farmers regularly participate, offering fresh produce to Farmer's Market customers. A number of vendors also sell baked goods.

Originally, the Farmer's Market took place at Central Park in Downtown Mount Pleasant. For various reasons, it was relocated, and there is presently strong disagreement over where the event should be held in the future, as both sites have clear advantages and disadvantages. A separate, similar event called Market on Main was started at Central Park in 2016, with several summer occurrences.



Social Organizations

There are multiple organized social clubs and fraternal organizations active in Mount Pleasant. This includes the Noon Rotary, Kiwanis, and Loyal Order of Moose. Also, the Henry County Veterans of Foreign Wars (VFW) and American Legion posts jointly operate the Veterans Hall facility, on the northwest edge of Downtown. This recently renovated facility houses 10 separate veterans organizations, including the aforementioned VFW and American Legion. It is used for public and private functions, and contains a community room with capacity for over 300 people.



Media

Mount Pleasant is home to its own local newspaper and radio station. The Mount Pleasant News is a daily newspaper primarily serving Mount Pleasant and surrounding areas of Henry County. There is also an online addition of the newspaper, available with a paid subscription. Its offices are located in Downtown Mount Pleasant, to the northwest of the square on West Monroe Street.



KILJ is a local radio station that has served the community of Mount Pleasant since 1970 . In addition to news, sports, and weather coverage, KILJ 105.5 FM features classic music from a variety of genres, while. KILJ AM 1130 specializes in County and Western music. The station broadcasts from a facility just southwest of the City, along Oakland Mills Road.

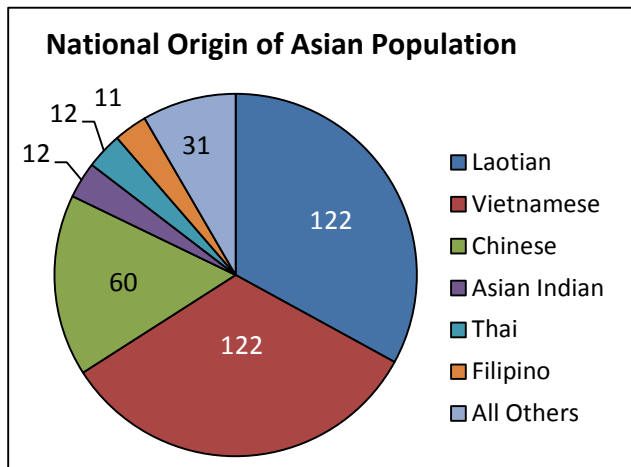
The following is a list of regional media outlets available to Mount Pleasant residents.

Regional Media Outlets		
Name	Location	Type
The Hawk Eye	Burlington	Daily Newspaper
Iowa City Press-Citizen	Iowa City	Daily Newspaper
Quad City Times	Davenport/Moline	Daily Newspaper
KWQC, WHBF, WQAD, KLGB	Davenport/Moline	Television Stations
KYOU (FOX)	Ottumwa	Television Station
KCRG (ABC)	Cedar Rapids	Television Station
KIIN (PBS)	Iowa City	Public Television
KBUR 1490 AM	Burlington	Radio Station
KCPS 1150 AM	Burlington	Radio Station
WSUI (Iowa Public Radio)	Iowa City	Public Radio
WIUW (Tri States Public Radio)	Keokuk	Public Radio

Racial and Ethnic Diversity

Asian

The graphs below highlight the precise national origins of the Asian residents in Mount Pleasant. The two largest categories are Laotian and Vietnamese, which each account for 1/3 of the total. It should be noted that a sizable number of those identifying as 'Vietnamese' belong to a specific ethnic group without a clearly defined national homeland, the Tai Dam. Another 16% of the total identify as Chinese, while none of the remaining nations account for more than 12 individuals each.



Clockwise from top left: Laos, Vietnam, Thailand, China

Unlike the Hispanic community, who primarily immigrated to Iowa for greater economic opportunities, most of the Asian migrants arrived as refugees, escaping from politically hostile environments in Southeast Asia following the Vietnam War. The State of Iowa was strongly supportive of accepting refugees from these persecuted groups, and took an active role in facilitating their relocation to various communities in the State. Aside from the government itself, local church groups played a major role in this process. Such an effort was spearheaded in Mount Pleasant, when the local Presbyterian Church sponsored several Tai Dam families in the late 1970s. A second wave of migration occurred in the 1990s, when a sizable number of Laotian refugees were sponsored by local churches.

Today, the Southeast Asian residents of Mount Pleasant have overcome substantial obstacles, and largely managed to successfully assimilate into the local culture and economy. Still, they have managed to retain many of their ethnic customs and traditions, adding a unique flavor of diversity to the community. They have also shown a strong rate of entrepreneurial success, and the Asian cultural influence is now very noticeable in Downtown Mount Pleasant, with several restaurants, and an Asian grocery store. Other enterprising Asian immigrants have been attracted to Mount Pleasant from elsewhere in the US, based on the presence of its vibrant Asian community. This includes an independent pharmacist, and the pastor of the Catholic church, both of Vietnamese origin.

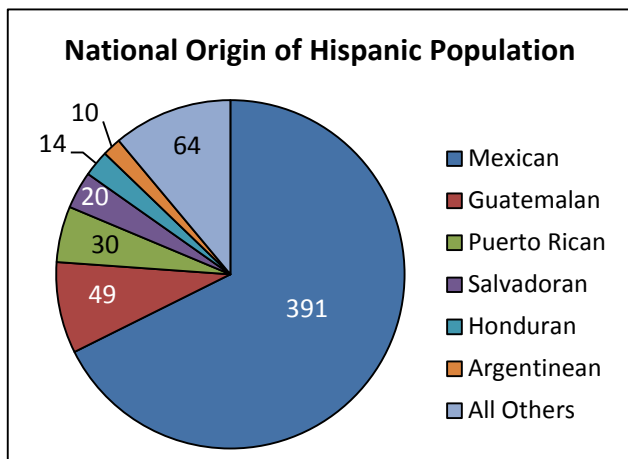


*Father Joseph Phung van Phung,
St. Alphonsus Parish*



Hispanic/Latino

The graphs below highlight the precise national origins of the Hispanic/Latino residents in Mount Pleasant, as observed at the 2010 Census. Mexican Americans count for the largest share by far, at 2/3 of the total Hispanic population. The second most common place of origin is Guatemala, at 8% of the total. Puerto Rico and El Salvador are a distant third fourth, with none of the remaining nations accounting for more than 15 individuals each.



Clockwise from top left: Mexico, Guatemala, El Salvador, Puerto Rico

Up until recently, the Hispanic population of Mount Pleasant was still very small. However, the 2000s saw a sizable influx into the community, quintupling the total Hispanic population. Some of this can be attributed to the presence of specific employers such as Innovairre and West Liberty Foods. However, while these firms employ a large number of Hispanic people, a sizable share of these workers actually commute to Mount Pleasant from other places. The presence of robust manufacturing sector in general is likely a more accurate explanation, as it provides a strong sense of job security having multiple options that all utilize the same general skillset.



Word of mouth is another likely cause, as already settled immigrants spread word of the community's promise to family and friends back home. One such person is Oscar Argueta, who arrived from Guatemala in the early 2000s. Encouraged by newfound friends in the community, Argueta started his own Spanish-language newspaper, El Heraldo Hispano, which has since grown into a highly profitable enterprise, serving Hispanic communities throughout Southeast Iowa and Western Illinois.

In 2016, a number of local citizens, including a business leader, banker, and bilingual teacher, came together to spearhead an effort at starting a Mount Pleasant chapter of LULAC, the League of United Latin American Citizens. Recognizing a need to provide better outreach for this small but growing community, this group aims to use its connection to the larger LULAC organization to better assist Hispanic residents in obtaining all the Resources they need, and help them realize their full potential as citizens of the community. Presently, while support networks do exist, including several Spanish-language churches, it is acknowledged that more must be done to better accommodate these individuals and families into public life.



National Register of Historic Places

The City of Mount Pleasant is home to 24 resources listed on the National Register of Historic Places, administered by the National Park Service. Of these, all but 3 are located within 4 blocks of the Town Square. Most of them are located in the Downtown area itself, including 12 commercial buildings, the Harlan House Hotel (currently used for apartments), the former Public Library (now the extension office of Southeastern Community College), Mount Pleasant City Hall, and the County Courthouse. There are also 5 architecturally significant homes, 3 to the north of Downtown, and 2 just to the west. Many of these have strong connections to prominent Mount Pleasant Citizens of the 19th and early 20th Centuries, some of whom had a statewide or national impact.



The first two resources listed on the registry were entered in 1973, less than a decade after the creation of the program. Both of these lie on the campus of Iowa Wesleyan University – the university's own Old Main facility, and the Harlan-Lincoln House, the residence of Senator James Harlan, and later his daughter and son-in-law, the son of President Abraham Lincoln.



Left to Right: Harlan House Hotel, George and Margaret Cooper House, and National State Bank

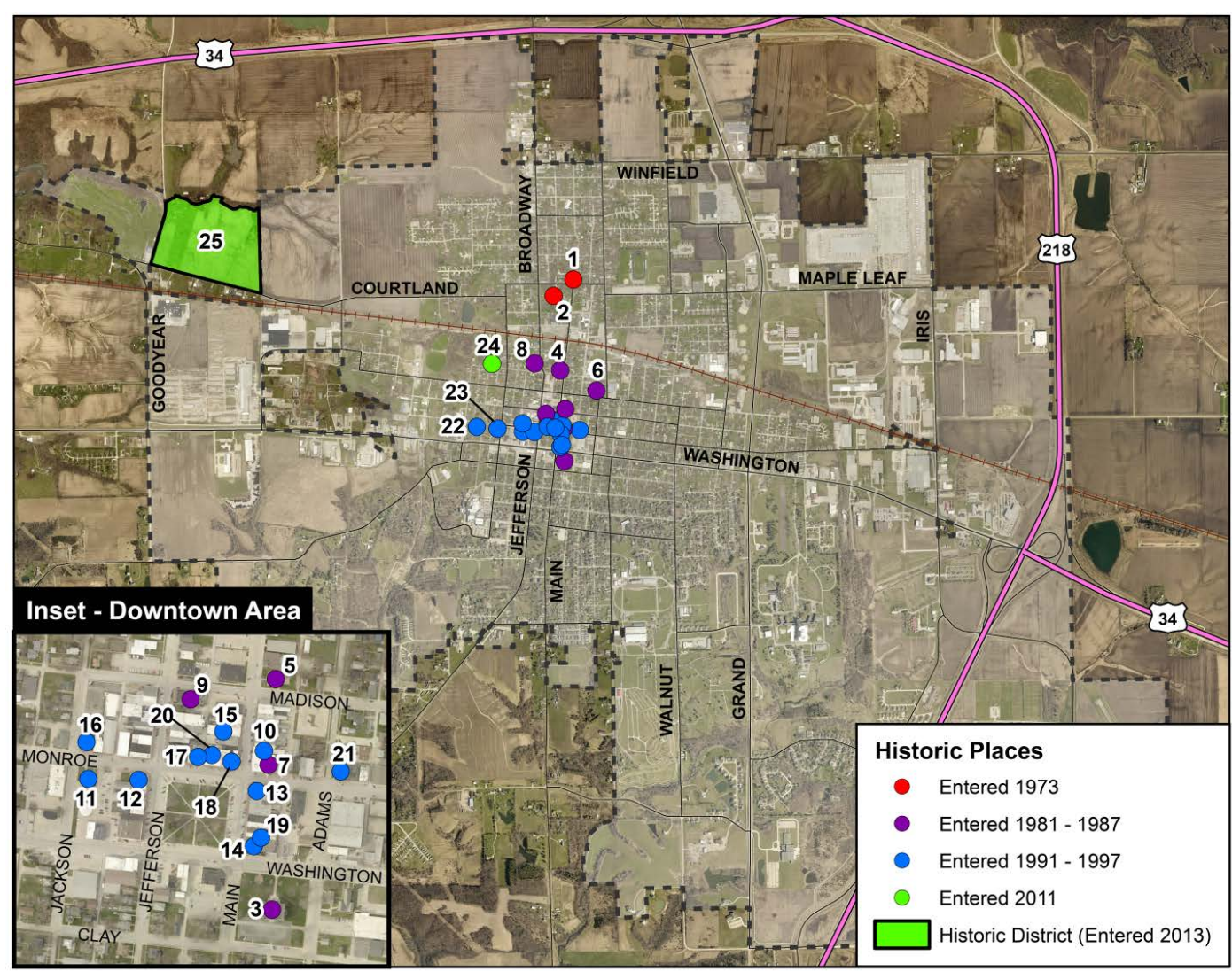
Seven additional resources entered the registry in the 1980s, including the Courthouse and Library. In 1991, 12 new entries were added simultaneously, as the City made a concerted effort to preserve and recognize many of its distinctive Downtown commercial buildings. Two additional historic homes were added later that same decade. In 2011, after 15 years without a new entry, the City nominated the Second Baptist Church, to the northwest of Downtown. This modest facility, still in use today, is recognized as the first African American church established in Iowa, in 1863, the same year as the Emancipation Proclamation.

Finally, it should be noted that just outside City limits, to the northwest of Downtown, is a National Historic District, established in 2013. The Camp Harlan-Camp McKean Historic District, just east of the Mount Pleasant Golf and Country Club, is recognized as the site of two subsequent camps for returning Civil War soldiers, in 1861 and 1862. Notably, the first of these was named for local resident, and two-time president of Iowa Wesleyan University, Senator James Harlan.



Second Baptist Church

The following page includes a map and listing of all individual properties on the National Register.



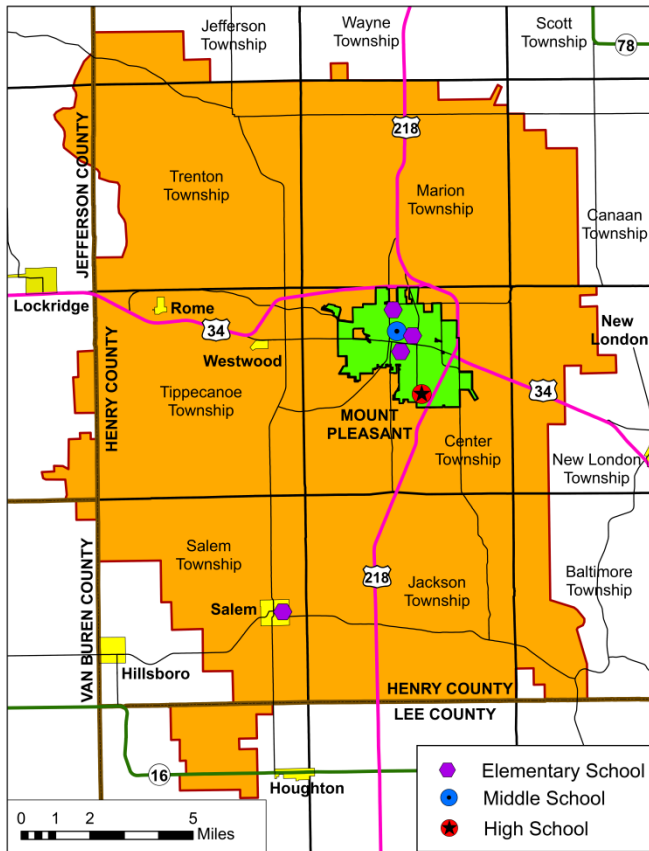
Name	Year of Entry
1 Harlan-Lincoln House	1973
2 Old Main	1973
3 Henry County Courthouse	1981
4 Brazelton House	1983
5 Mount Pleasant Public Library	1983
6 G. W. S. Allen House	1985
7 Brazelton House Hotel	1986
8 Henry Ambler House	1986
9 Harlan House Hotel	1987
10 Budde-Singer Building	1991
11 City Hall	1991
12 First National Bank	1991
13 Henry County Savings Bank	1991

Name	Year of Entry
14 Louisa Building	1991
15 Masonic Temple Theater	1991
16 Masters Building	1991
17 McCandless Building	1991
18 National State Bank	1991
19 Timmerman-Burd Building	1991
20 Union Block	1991
21 Zuhn Building	1991
22 Dr. J. O. and Catherine Ball House	1994
23 George and Margaret Cooper House	1997
24 Second Baptist Church	2011
25 Camp Harlan-Camp McKean Historic District (outside City)	2013

EDUCATION



It goes without saying that the quality of a city's educational facilities can have a major impact on its strength and vitality as a community. All other factors being equal, the presence of great academic institutions can give the city a unique edge, and put it on the fast track to growth and prosperity. That being said, the mere presence of these institutions is not a panacea in and of itself, if their goals and disciplines are not appropriately aligned with those of the community as a whole. As the following pages will show, Mount Pleasant has quite a few advantages in the realm of education. This reflects the city's strong historical emphasis on education (the 'Athens of Iowa'). But some of the resulting statistics show that more could be done to leverage the benefits of these community assets in the 21st Century, just as they were in the 19th.



The Mount Pleasant School District encompasses an area of 248 square miles, the large majority of which is located in Henry County, although it also includes small portions of neighboring Lee, Jefferson, and Van Buren Counties. While the bulk of the population lives in Mount Pleasant, the District also encompasses three additional municipalities: Salem, Rome, and Westwood, all of which are under 500 in population. It includes the entirety of three unincorporated Townships – Center, Tippecanoe, and Jackson, along with portions of several others.

All but one of the schools within the District are located within the City of Mount Pleasant. The exception is Salem Elementary School, in the City of Salem. With the exception of K-5 students in the vicinity of Salem, all students in the District attend school in Mount Pleasant. Students living more than 2 miles away from their respective school are eligible for bus service provided by the District.

2010 Census Figures for Mount Pleasant Community School District

	Population	% Change in Population, 1990-2010	Median Age	% Households with individuals under 18 years	Average family size	% White	% Hispanic or Latino	% Asian
Mount Pleasant Community School District	13,009	n/a	39.6	30.5%	2.9	88.6%	4.4%	3.3%
City of Mount Pleasant	7,387	6.1%	37.3*	30.5%	2.9	82.2%	6.7%	4.3%
Remainder of School District	4,341	n/a	n/a	30.5%	n/a	95.9%	1.8%	1.0%
Other Cities in District								
City of Salem	383	-15.5%	44.6	23.9%	2.8	95.0%	2.6%	0.8%
City of Rome	117	-5.6%	42.8	23.1%	3.0	94.0%	6.0%	0%
City of Westwood	112	7.7%	56.0	23.4%	2.7	100%	0%	0%
Townships all or mostly in District								
Center Township	1,100	4.1%	42.0	32.8%	2.9	90.9%	3.7%	2.5%
Salem Township**	926	-7.3%	43.7	29.5%	2.9	96.0%	1.8%	0.4%
Tippecanoe Township***	890	12.8%	46.5	30.0%	2.8	97.9%	1.7%	0.3%
Jackson Township	474	10.5%	45.3	29.8%	2.9	98.7%	0%	0%
Trenton Township	467	1.7%	44.5	28.3%	2.8	98.5%	1.1%	0.4%
Marion Township	347	-1.4%	42.4	34.1%	3.1	96.8%	0.9%	0.9%

*Includes Correctional Facility and Iowa Wesleyan College - Median age for Males is 35.4, Median age for Females is 39.5

**Includes Cities of Salem and Hillsboro

***Includes Cities of Rome and Westwood

The Mount Pleasant Community School District operates three elementary schools within the City of Mount Pleasant. Each of these is outlined below. They also operate an elementary school in the smaller nearby City of Salem. *Current enrollment figures are from Fiscal Year 2015.

HARLAN ELEMENTARY SCHOOL

1

Location: 1001 N. Main St.
Age: 1955 (61 years)
Size: 37,410 SF
Grades Served: K-5
Capacity: 275
Current Enrollment: 246 (89% capacity)*
Faculty Size: 31
Area Served: North side, Mount Pleasant



LINCOLN ELEMENTARY SCHOOL

2

Location: 501 S. Corkhill St.
Age: 1950 (66 years)
Size: 35,935 SF
Grades Served: K-5
Capacity: 275
Current Enrollment: 265 (96% capacity)
Faculty Size: 29
Area Served: South side, Mount Pleasant



VAN ALLEN ELEMENTARY SCHOOL

3

Location: 801 E. Henry St.
Age: 1963 (53 years)
Size: 39,550 SF
Grades Served: K-5
Capacity: 440
Current Enrollment: 244 (55% capacity)
Faculty Size: 31
Area Served: Central city, Mount Pleasant



MOUNT PLEASANT MIDDLE SCHOOL

4

Location: 414 N. Adams St.
Age: 1909 (107 years)
Renovated, 2009
Size: 73,087 SF
Grades Served: 6-8
Capacity: 550
Current Enrollment: 485 (88% capacity)
Faculty Size: 48
Area Served: Full School District



MOUNT PLEASANT COMMUNITY HIGH SCHOOL

5

Location: 2104 S. Grand Ave.
Age: 2000 (16 years)
Replaced existing school at
307 E. Monroe St.
Size: 115,000 SF
Grades Served: 9-12
Capacity: 750
Current Enrollment: 659 (88% capacity)
Faculty Size: 64
Area Served: Full School District

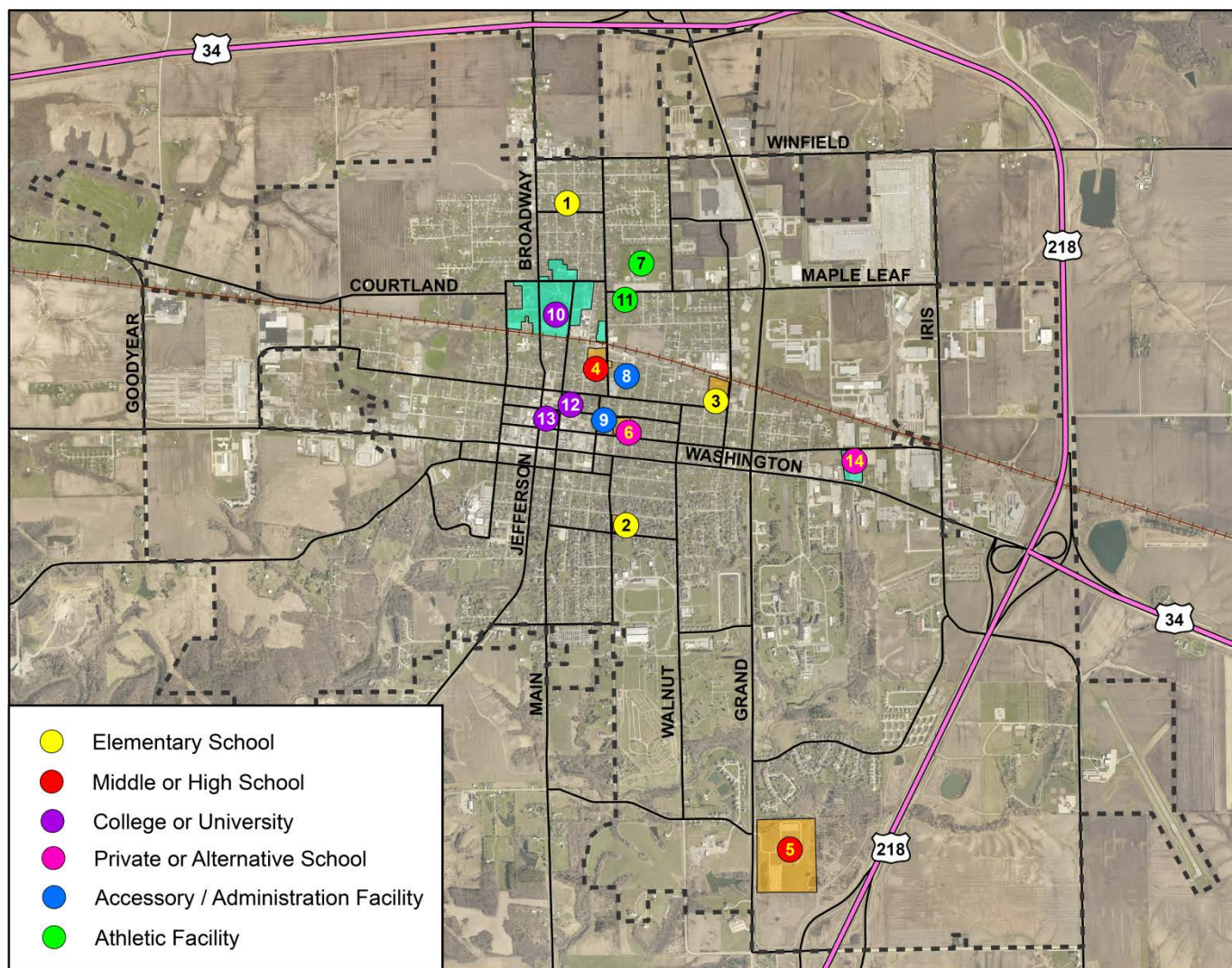


WISDOM QUEST ALTERNATIVE HIGH SCHOOL

6

Location: 401 E. Monroe St.
Age: 1976 (40 years)
Size: 11,666 SF
Grades Served: 9-12
Faculty Size: 6





Mount Pleasant Community Schools

1. Harlan Elementary School
2. Lincoln Elementary School
3. Van Allen Elementary School
4. Mount Pleasant Middle School
5. Mount Pleasant Community High School
6. WisdomQuest Alternative High School
7. Mapleleaf Athletic Complex
8. Bus Garage
9. District Office (formal address)

Other

10. Iowa Wesleyan University
11. Iowa Wesleyan Soccer Fields
12. Southeastern Community College Extension
13. Iowa State University Extension
14. Mount Pleasant Christian School

Iowa Wesleyan University (IWU)

Location:	601 N. Main St.
Age:	1842 (174 years)
Number of Buildings:	15 total 5 Academic Buildings, 3 Residence Halls Library, Chapel, Student Center, Gymnasium, Physical Plant
Type of Institution:	Undergraduate (4-year)
Focus of Study:	Liberal Arts and Sciences
Academic Programs:	30
Current Enrollment:	461 (full and part-time)
Faculty Size:	
Athletics Programs:	10 Intercollegiate teams (NCAA Division III and USCAA)



Iowa Wesleyan University (formerly Iowa Wesleyan College) is a private, 4-year undergraduate institution, affiliated with the United Methodist Church, whose campus covers an area of roughly 40 acres on the north side of Mount Pleasant. It is the oldest such continually operational institution in the State of Iowa. It is also the 5th largest non-manufacturing based employer in Mount Pleasant, with a full staff of 122, including faculty.



The campus spreads out across several blocks on the north side of the City, with some irregular boundaries extending into adjacent residential neighborhoods. Several public streets pass through the campus, and a number of pedestrian paths serve to connect separate areas of campus to one another.

There are currently 3 student residence halls on the campus. The two largest of these, Sheaffer-Trieschmann Hall and George B. McKibbin Hall, were built in the 1950s, and sit on the western edge of campus, on the west side of Broadway Street. They each have three stories, with room for at least 200 residents. The third, Nemitz Suites, is at the east edge of campus, along Adams Street. This is the newest building on the campus, constructed in 2005, and designed as apartment style units for upper-class students. The 2010 Census showed 359 individuals living in these three residence halls.

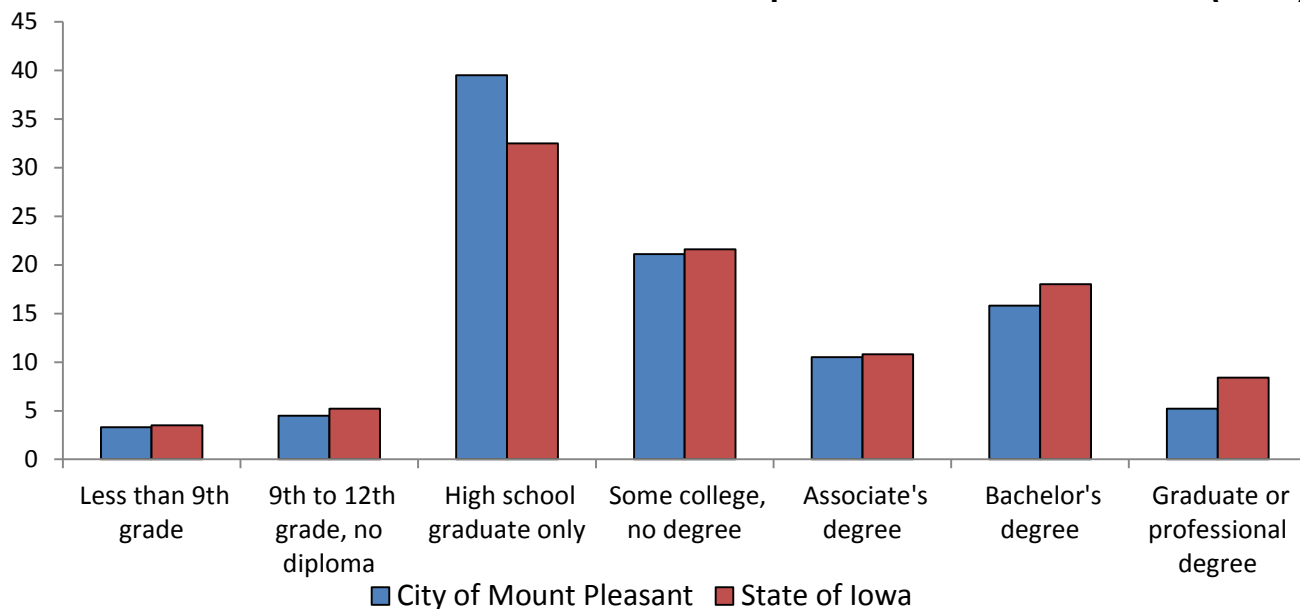
In terms of athletic facilities, there is a gymnasium on campus, and soccer fields situated on a IWU-owned parcel just to the east of the main campus. Iowa Wesleyan athletes also utilize the nearby, City-owned Mapleleaf Athletic Complex, as well as the facilities located at East Lake Park.

Educational Attainment

According to 2014 Census estimates, 92.2% of Mount Pleasant's residents aged 25 and older have attained at least a high school diploma. This slightly exceeds the same value for the State of Iowa, which was 91.3%.

The graph below breaks down the educational attainment of residents further, and shows that Mount Pleasant is very consistent with statewide values in most areas. The exception is that Mount Pleasant has a higher percentage of residents with a high school diploma that have not attended any college, and a lower percentage of those with a Bachelor's Degree or higher. The gap is wider for Graduate or Professional Degree than it is for Bachelor's Degree alone.

Educational Attainment for Mount Pleasant Population 25 Years and Older (2014)



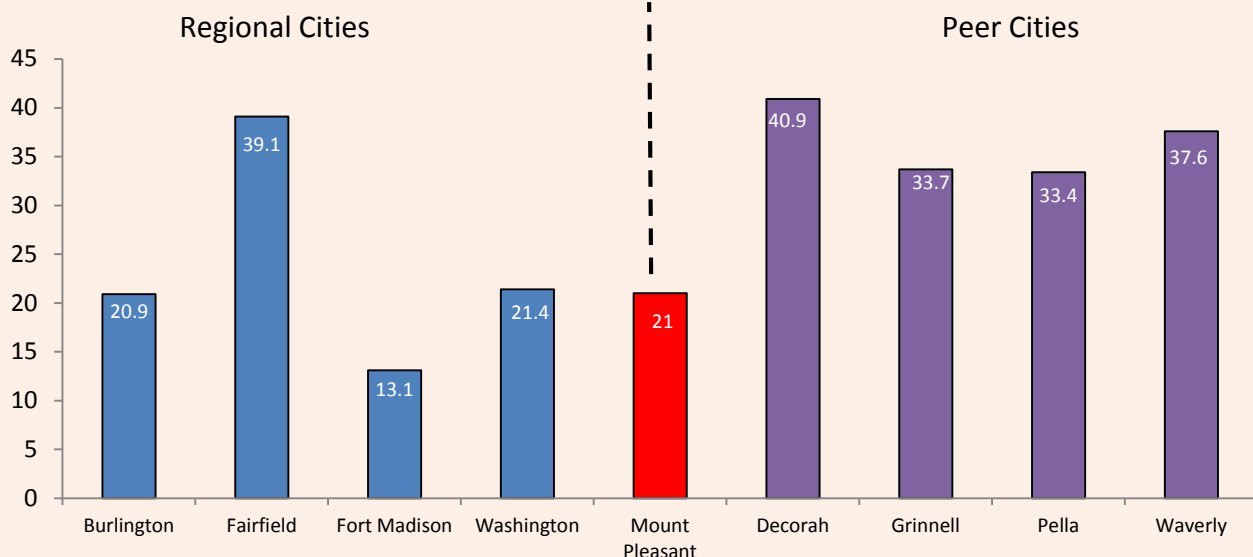
The following table shows educational attainment compared with the County, State, and Nation. From left to right, the size of the population decreases, as those not attaining that column's educational threshold are removed. While Mount Pleasant exceeds the other three areas in High School graduation, it gradually drops behind them, until a negative gap of 6% exists between it and the United States as a whole, for 'Graduate or Professional Degree'.

Educational Attainment - Population 25 and Over

	High School Graduate or Higher	At least some College - degree or not	Bachelor's Degree or Higher	Graduate or Professional Degree
Mount Pleasant	92%	53%	21%	5%
Henry County	91%	55%	21%	5%
Iowa	91%	59%	26%	8%
United States	86%	58%	29%	11%

In comparing Mount Pleasant with the other 4 regional cities, Mount Pleasant seems very consistent with two of the four, indicating that its educational attainment is average for its region, which is generally below the statewide value. When compared with its 4 peer cities, however, Mount Pleasant's value is much lower, as these all comfortably exceed the statewide value. This could be due to the comparatively small size of Iowa Wesleyan, and the local concentration of manufacturing jobs.

Educational Attainment – Bachelor's Degree Or Higher



While the rate at which Mount Pleasant residents attain Bachelor's or Graduate degrees is comparatively low, this is certainly not due to any lack of options in the surrounding area. The figure below highlights college and universities within 80 miles of Mount Pleasant (aside from Iowa Wesleyan University), and other significant public universities in Iowa.

Colleges and Universities - Distance from Mount Pleasant

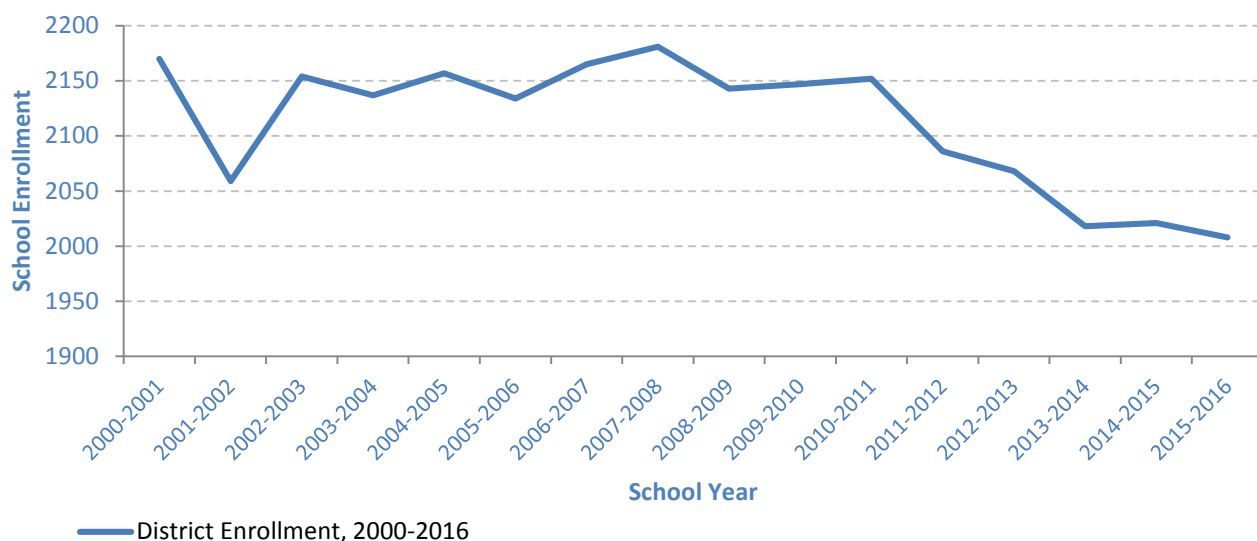
NAME	LOCATION	DISTANCE
Maharishi University of Management	Fairfield	23 Miles
Southeastern Community College	West Burlington	27 Miles
University of Iowa	Iowa City	50 Miles
Monmouth College	Monmouth, IL	59 Miles
Knox College	Galesburg, IL	75 Miles
Western Illinois University	Macomb, IL	76 Miles
University of Northern Iowa	Cedar Falls	137 Miles
Iowa State University	Ames	166 Miles

2014 Census estimates show that 27% of Mount Pleasant residents (roughly 575 people) are presently attending some type of college. This is generally consistent with the figures of Iowa and the United States (both 29%). In addition to Iowa Wesleyan's current students, this also includes those commuting from home to a different college, such as Southeastern Community College in West Burlington.

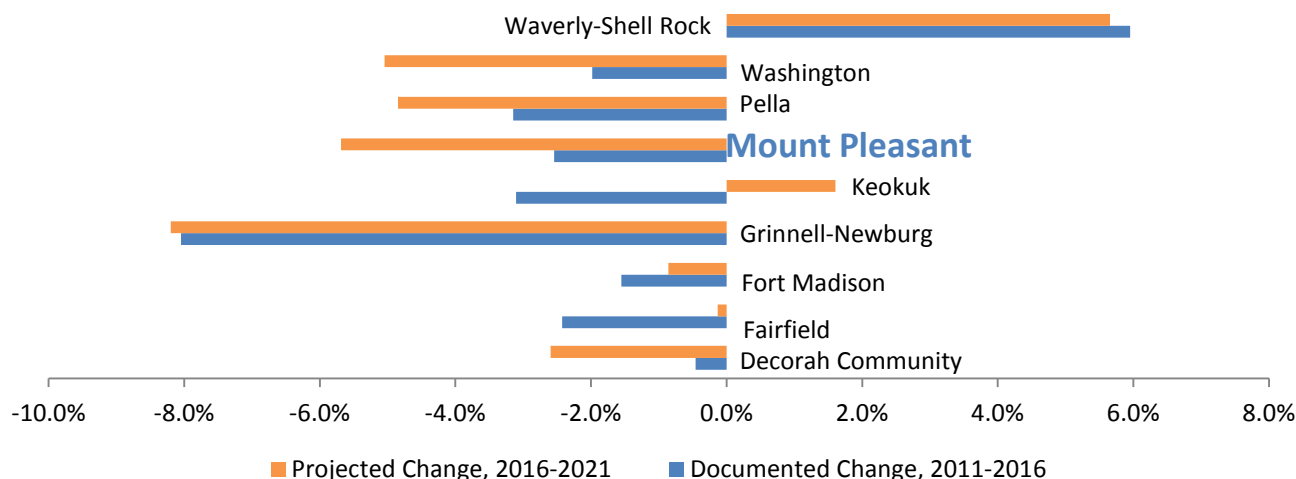
Demographic Changes in Mount Pleasant School District

The chart below shows that since 2000, the total enrollment in the Mount Pleasant School District has been decreasing. The total decrease from the year 2000 to 2016 has been a decrease of 7.4%. Although this is not a positive trend, this is quite similar to school districts in Mount Pleasant's peer communities. The second chart graphs the documented changes in district enrollment between 2011 and 2016 for all peer communities as well as projected enrollments from 2016 through 2021. All peer districts with the exception of Waverly-Shell Rock have experienced enrollment declines. In addition, all districts except Waverly-Shell Rock and Keokuk have been projected to continue to decline in enrollment over the next five years. Granted, the current trend and projected trend depend on many variables and future growth in the community could have the potential to cause enrollment to increase.

School District Enrollment, 2000-2016



Changes in School District Size

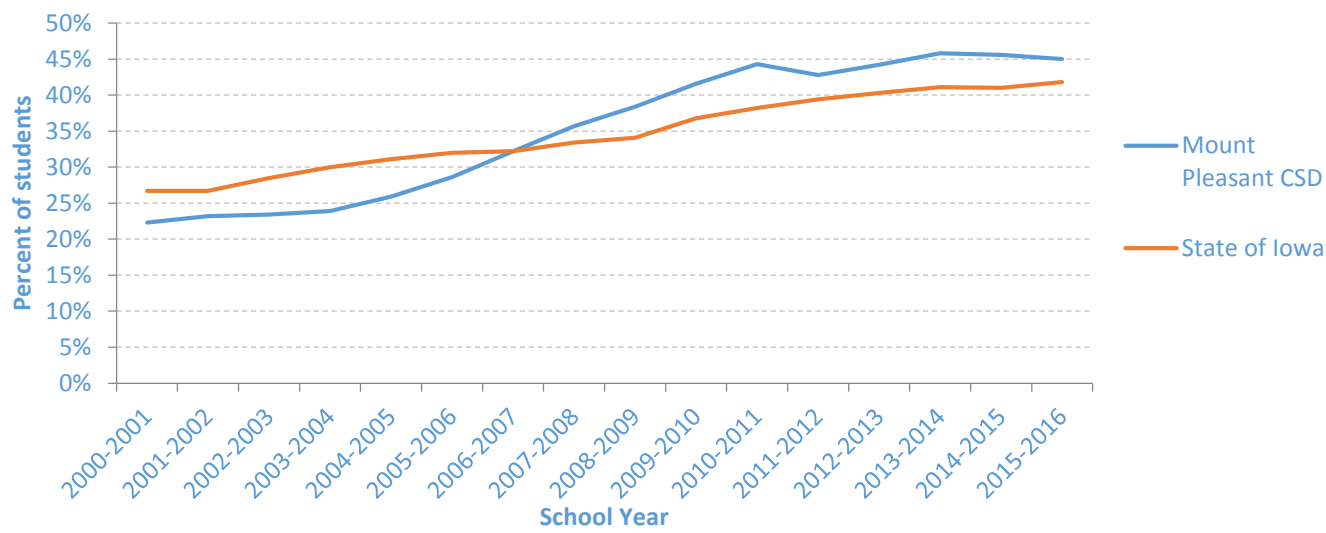


Demographic Changes in Mount Pleasant School District

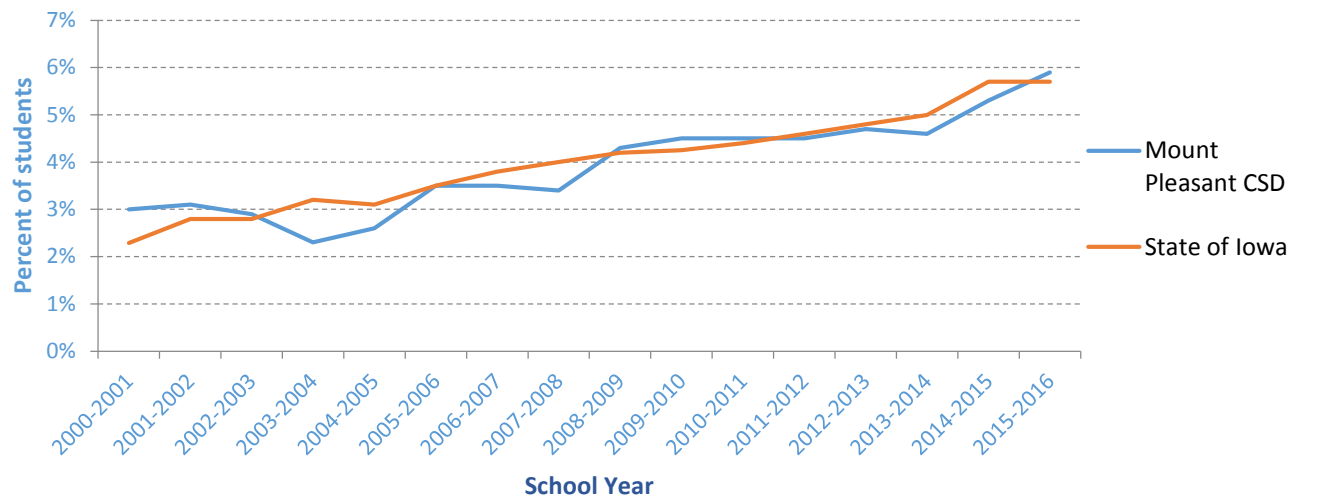
Since the year 2000, there have been several changes in the Mount Pleasant school district. The proportion of students qualifying for free or reduced price lunch has increased which indicates an increase in students from families with lower incomes. However, as seen in the chart below, the trend for the Mount Pleasant school district has followed the a similar trend as the rest of the state which suggests that this increase is not a localized development but rather a reflection of statewide conditions.

A similar trend can also be observed in terms of percentage of English Language Learners in the district. As Mount Pleasant has become more diverse, there has also been an increase in English langue learners in the district. However, this also follows a similar patter when compared to the state of Iowa, which has also become gradually more diverse. Given the diversifying demographics of the community, it is likely the number of ELL learners may continue to increase over time.

Free or Reduced Price Lunch, 2000-2016



English Language Learners (ELL), 2000-2016



ECONOMIC DEVELOPMENT



The importance of economic development in community planning cannot be understated. While it is only one of several major building blocks necessary for a vibrant, prosperous community, it often involves make or break decisions that have an inherent influence over everything else. The fact that Mount Pleasant now has 7,500 residents instead of 4,000 (as it did for several decades in the early 20th Century) is a clear testament to this fact. But economic development is an ongoing, continuous process, and communities cannot take it for granted that a previous generation's successes will sustain them well into the future. What follows is an overview of the existing economic development apparatus in Mount Pleasant, along with a set of statistics regarding the City's employment, household earnings, and revenue-generating businesses and industries.

Development Organizations

The Mount Pleasant Area Chamber Alliance (MPACA) represents the combined resources of three separate development organizations - Mount Pleasant Area Chamber of Commerce, Mount Pleasant Area Development Commission, and Main Street Mount Pleasant. These three groups work together for the common goal of facilitating economic growth and prosperity in Mount Pleasant and Henry County. MPACA currently has a full-time staff of 4, managing the day-to-day tasks of the three separate groups. Their office located at the corner of Washington and Main Street, in Downtown Mount Pleasant.

Mount Pleasant Area Chamber of Commerce

The Mount Pleasant Area Chamber of Commerce (MPACC) is the oldest development organization in the community, first founded in 1939. It is a voluntary association of community businesses, organizations, and private citizens, working together to promote prosperity for business already established in the community, assist in further development efforts, and improve the overall quality of life for the area's residents.

MPACC has a 15-member Board of Directors, with representatives from a variety of business sectors, including manufacturing, retail, and services. The Board also engages the involvement of quasi-public entities such as Iowa Wesleyan University and the Henry County Health Center.



Mount Pleasant Area Development Commission

The Mount Pleasant Area Development Commission (MPADC) is dedicated directly to pursuing new development and economic expansion in the community. It works to simultaneously expand existing commercial and industrial enterprises, and attract and recruit new firms to Mount Pleasant and Henry County. It seeks to facilitate an overall positive business climate that is conducive to such development, as well as create additional amenities that enhance quality of life, and in turn, attract outside investment.



MPADC is governed by a 12-member Board of Directors, each of whom are directly appointed by either the City of Mount Pleasant, the Henry County Board of Supervisors, or the Chamber of Commerce.

Its website offers a database of available buildings and sites to interested investors. One of the largest efforts undertaken by the MPADC was the establishment of the Crossroads Industrial Park, situated between the existing E.A. Hayes Industrial Park and the Highway 218/Avenue of the Saints bypass. This park is now home to 4 industrial firms (including West Liberty Foods and Golden Eagle Distributing), and a large outdoor auction facility for the local Steffes Group. Expanding off of the 'crossroads' theme, MPADC has more recently marketed the development of the Crossroads Business Park, a mixed use project to the southeast of the existing Hy-Vee store. Already home to a specialty dental clinic and the new location of the Pleasant Manor skilled nursing facility, this park is seeking to fill the remaining spaces with commercial and office uses, a complement to the industrial activity in the other park.



ECONOMIC DEVELOPMENT

Main Street Mount Pleasant

Mount Pleasant is an official Main Street community, as recognized by the Iowa Economic Development Authority. It attained this status in 2002, with the establishment of Main Street Mount Pleasant, a nonprofit organized by local business owners and community representatives. It seeks to support economic development in Downtown Mount Pleasant, and to improve the aesthetics of the district in a way that respects its historic character. It has a full-time director and an 11-member Board of Directors.

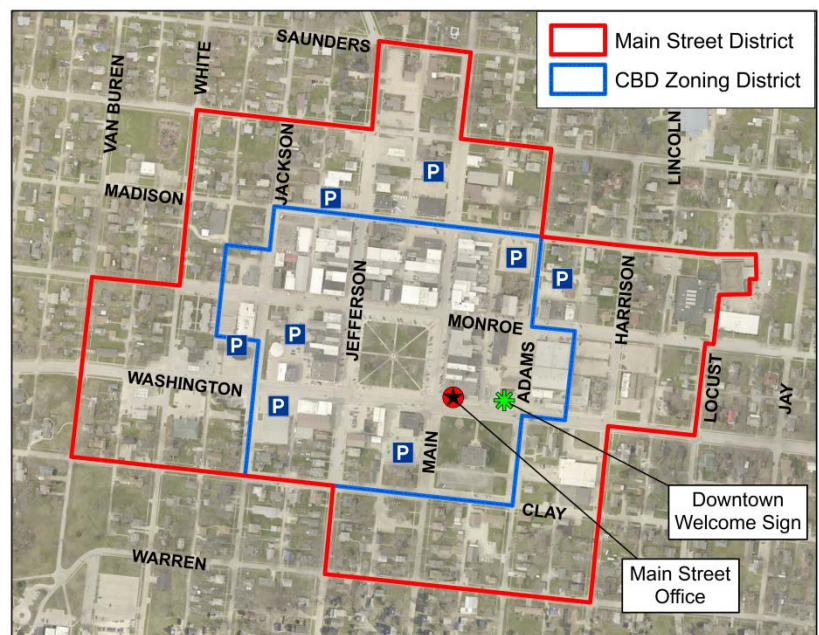
Since 2002, the Downtown district has added 41 new businesses, experienced an investment of nearly \$13 million on acquiring and rehabilitating buildings, and Seen the renovation of 101 buildings, including the creation of 54 additional upper story units. This has resulted in an overall 17% increase in the population of Downtown Mount Pleasant, between 1990 and 2010. This area is now a vibrant mixed use environment, with a roughly equivalent mix of retail businesses, residences, civic destinations, and outdoor public space.



The focal point of Downtown is Central Park, which encompasses an entire street block. In addition to being a general gathering space for Mount Pleasant residents, this multi-purpose space has regularly been used for public events such as Rock Around the Block and Crafts in the Park. Recognizing the important role that aesthetics play in attracting people to Downtown, the City and Main Street Mount Pleasant have worked

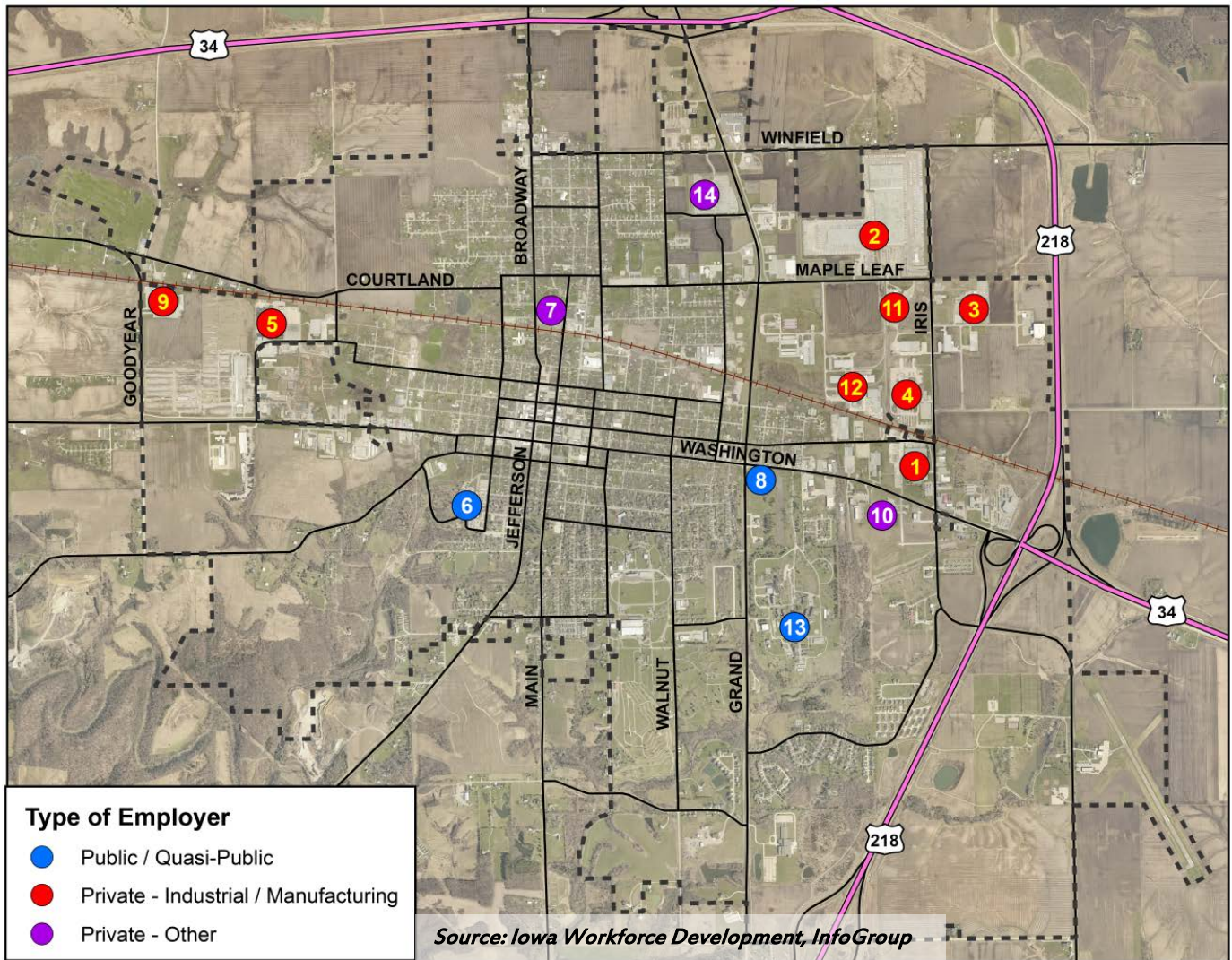
to facilitate major infrastructure upgrades around Central Park, including new sidewalks, pedestrian bump-outs, street-side planters, and bike racks. Also, the Mayor Edd King Memorial Fountain, at the center of the park, has recently been refurbished.

Surrounding Central Park are several densely developed blocks of two and three-story buildings, many of them historically significant, and home to a wide variety of businesses, including restaurants, banks, a movie theater, and a small grocery/drug store. This commercial activity is a major contributor to overall retail sales in Mount Pleasant and Henry County. In FY2015, Downtown accounted for 10% of all taxable retail sales in the City. At \$14.7 million, this represents a 41% increase in total taxable sales between 2011 and 2015, compared to an increase of 12% for the City as a Whole.



ECONOMIC DEVELOPMENT

Largest Employers



	Name	Employee Size Range
1	Innovairre	500-999
2	Walmart Distribution Center	500-999
3	West Liberty Foods	500-999
4	Ceco Building Systems	250-499
5	Hearth & Home Technologies	250-499
6	Henry County Health Center	250-499
7	Iowa Wesleyan University	250-499
8	Mount Pleasant Community School District	250-499
9	Continental ContiTech	100-249
10	Hy-Vee	100-249
11	Lomont Molding, Inc.	100-249
12	Mackay Mitchell Envelope Company	100-249
13	Mount Pleasant Correctional Facility	100-249
14	Walmart Supercenter	100-249

There are 14 employers with a staff of at least 100 people in Mount Pleasant. Of these, 8 are involved in manufacturing or distribution activities, and 2 are in the retail sector. The remaining 4 include the local school district and hospital, a correctional facility, and a private college. Six of the industrial firms are clustered on the east side of the City, while the other two are on the far west side. The types of employers represented on this list is highly consistent with the 3 most common industry types of employed Mount Pleasant residents (see 'Employment Categories').

Economic Variables Overview

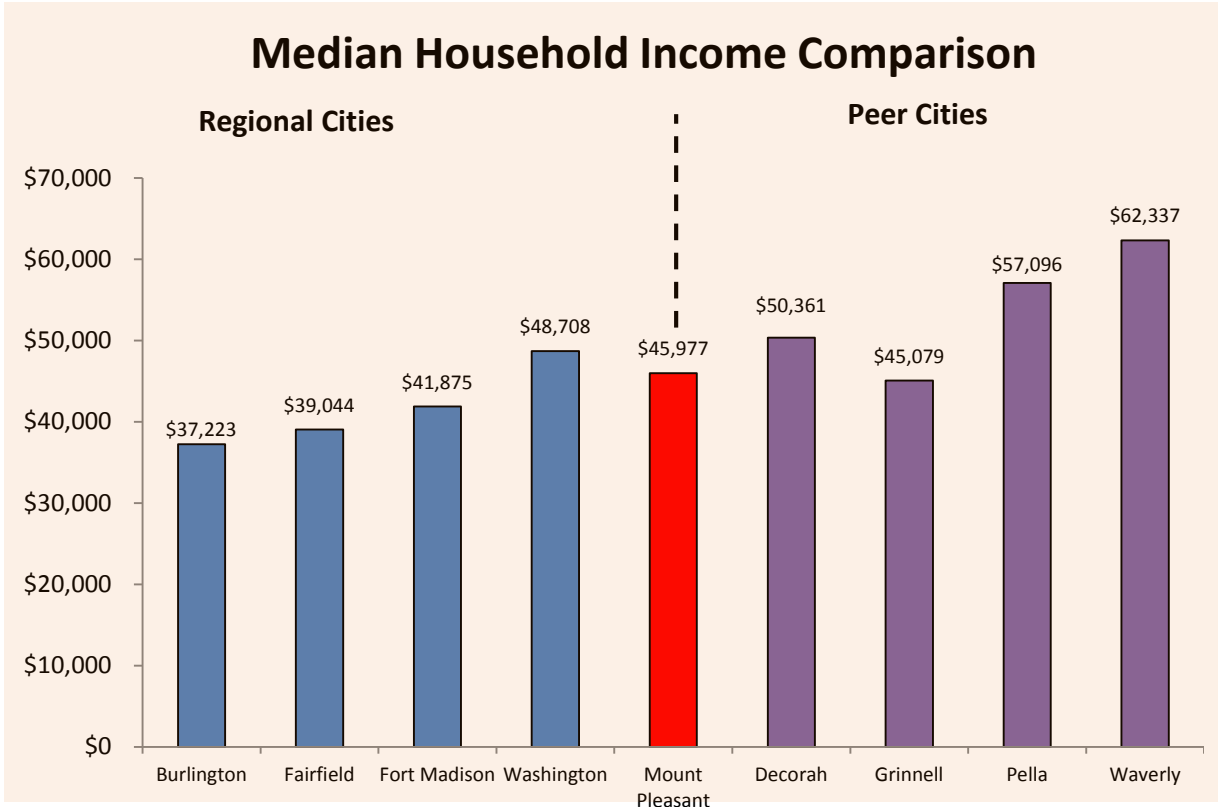
The information on this page summarizes several economic variables, measured through the American Community Survey. Each of these area discussed in more detail on the following pages.

Selected Economic Data (2014 ACS, 5 Year Estimates)

	Median Household Income	Median Family Income	Unemployed*	Industry - Manufacturing**	Industry - Educational Services, Health Care, and Social Assistance**	Mean travel time to work
Mount Pleasant	\$45,977	\$61,362	4.5%	24%	30.9%	15.8 minutes
Henry County	\$49,036	\$60,799	6.4%	20.4%	26.0%	19.5 minutes
Iowa	\$52,716	\$66,829	5.4%	14.9%	24.3%	18.9 minutes
United States	\$53,482	\$65,443	9.2%	10.4%	23.2%	25.7 minutes

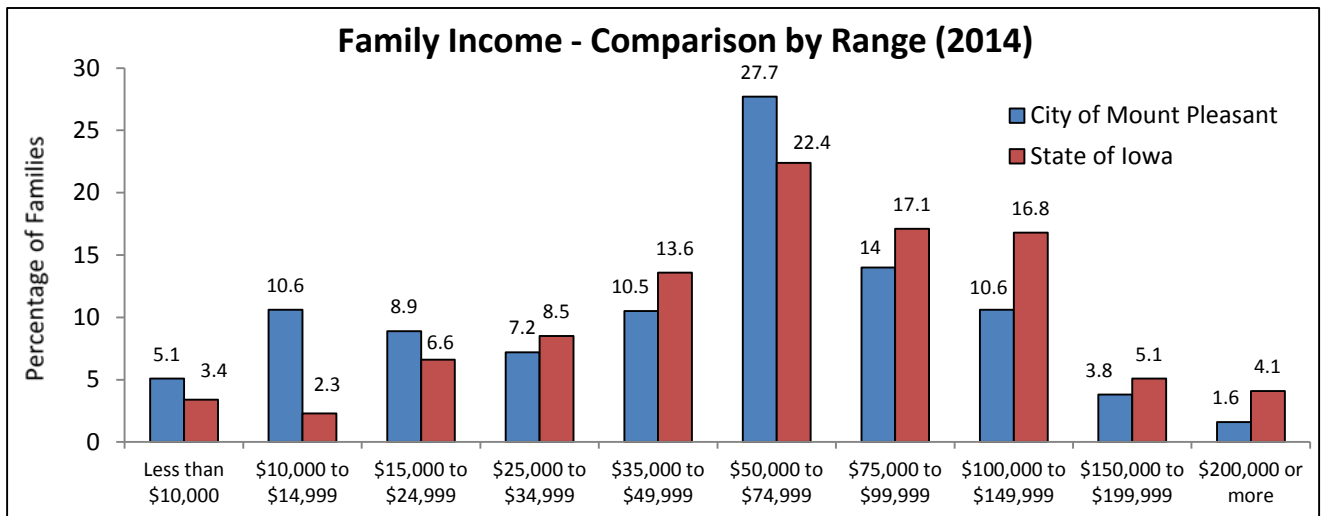
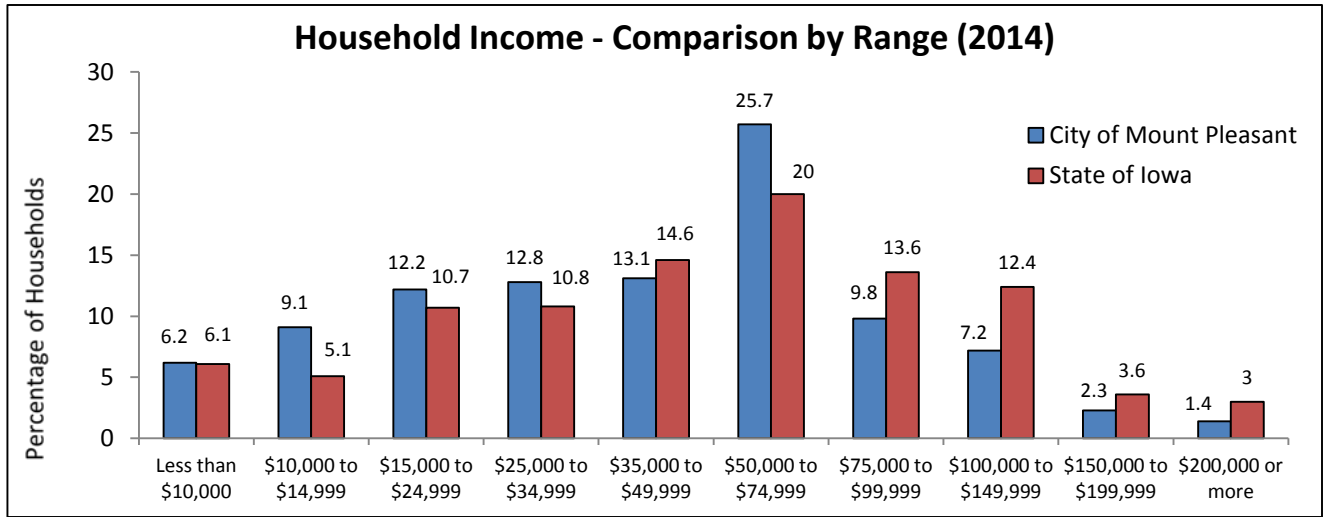
*In labor force, 16 years and over

**Civilian employed population, 16 years and over



Household and Family Income

The first graph below highlights the percentage distribution of households in each income bracket, comparing the City of Mount Pleasant with the State of Iowa. The second graph highlights the same for 'family households' only. It is noteworthy that in both cases, Mount Pleasant is poorly represented in the brackets above \$75,000, compared to the state as a whole. Also, while the City exceeds the State value in the lower brackets for 'all households', the gap is especially stark for 'family households', with 10% of Mount Pleasant families earning only \$10 to 15,000 a year, comparing to 2% of families statewide.

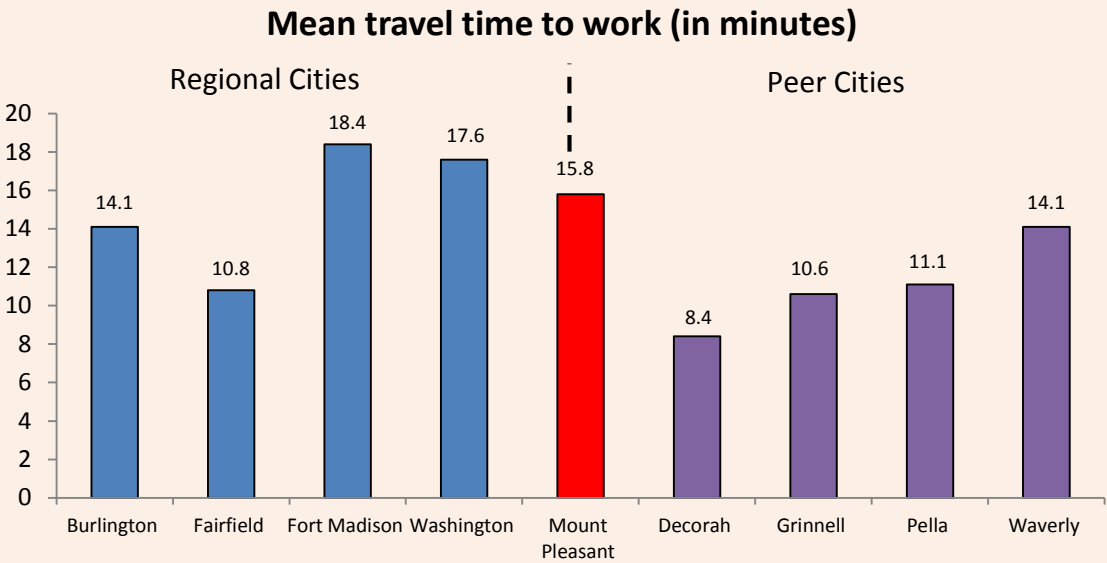


In addition, it should be noted that for the City of Mount Pleasant, the percentage of individuals and families with an income below the poverty level is higher for Mount Pleasant than it is for the County, State, and Nation. This appears consistent with the values on the graph above, for family income below \$25,000.

Income Below Poverty Level, Last 12 Months		
Area	All People	Families
Mount Pleasant	21.8%	18.2%
Henry County	16.2%	12.0%
Iowa	12.6%	8.2%
United States	15.6%	11.5%

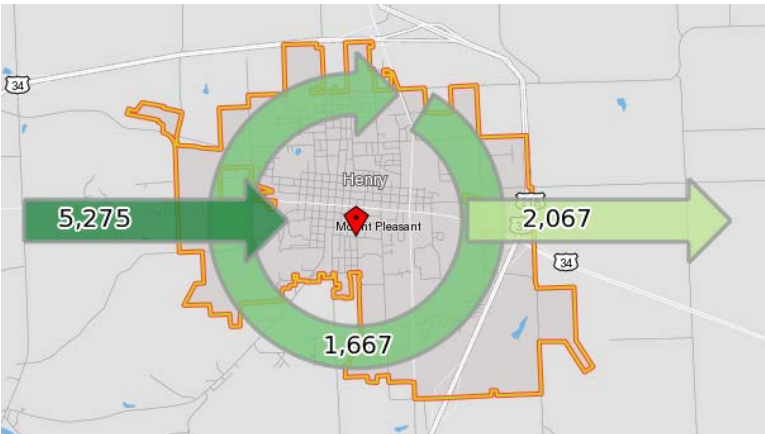
Journey to Work, Commuting Patterns

For Mount Pleasant residents, the mean travel time to work is roughly 16 minutes. This is lower than the mean value for County, State, and Nation, indicating that the most of the City’s residents are employed reasonably close to their home. However, with the 4-lane highways radiating out from the City, a motorist is likely to reach the edge of Henry County in 15 to 20 minutes using these highways. Therefore, a sizable amount of people are likely commuting to neighboring counties, and some are going as far as Iowa City. Also, commuting is overwhelmingly accomplished by car, as 83% of workers 16 and older drove alone using a car, truck, or van, according to 2014 estimates. Another 7% carpooled.



In addition to exploring the commuting patterns of Mount Pleasant residents, it is important to consider the role of workers commuting into Mount Pleasant from other locations. According to 2014 Census estimates, nearly 5,300 people commuted into the City, compared to only 2,100 leaving the City for work, a ratio of 2.6 to 1. This sizable discrepancy means that the City is a regionally significant employment destination. In comparison, it has one of the highest ratios of inflow to outflow of any sizable community in Southeast Iowa, well exceeding Burlington (2.0), Fairfield (1.8), Fort Madison (1.3), and Washington, where inflow is essentially equal to outflow (1.0).

Inflow/Outflow Job Counts in 2014

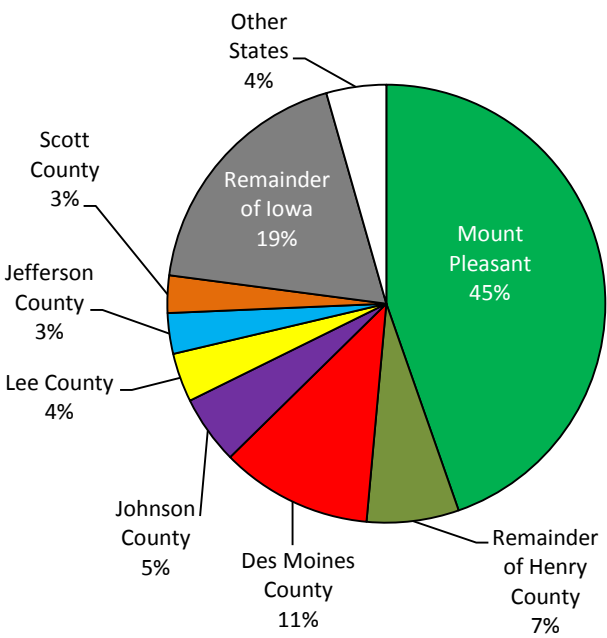


Source: US Census Bureau ‘OnTheMap’, <http://onthemap.ces.census.gov/>

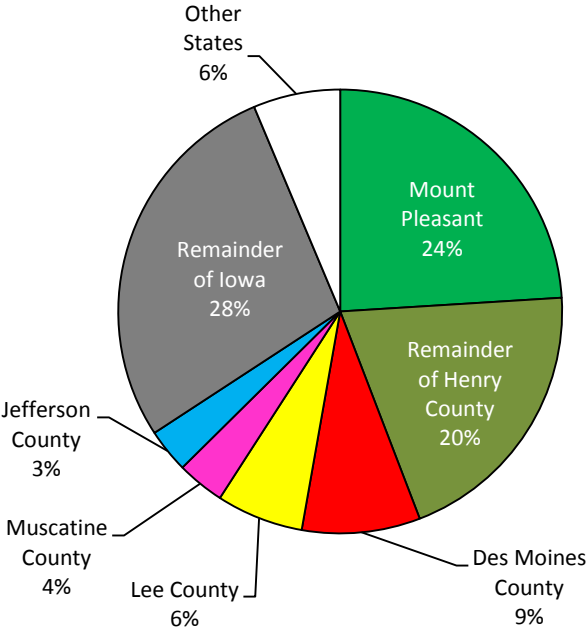
ECONOMIC DEVELOPMENT

The graph at left below shows the percentages of all working residents in Mount Pleasant, based on the location of their workplace. Just under half of these residents work in Mount Pleasant itself, while only 7% work somewhere else in Henry County. A sizable number commute to neighboring Des Moines County, many of them working somewhere in the Burlington area. While not bordering Henry County directly, Johnson County is the workplace destination of nearly 200 Mount Pleasant residents.

Destinations of Mount Pleasant Working Residents



Origin of Mount Pleasant Workers



Inflow-Outflow Comparison by County

	Inflow	Outflow	Ratio
Remainder of Henry County	1,399	254	5.5
Neighboring Counties			
Des Moines County	598	418	1.4
Jefferson County	222	112	2.0
Lee County	440	135	3.3
Louisa County	118	19	6.2
Van Buren County	126	10	X
Washington County	166	59	2.8
Nearby Urban Areas			
Johnson County	145	189	0.8
Linn County	122	92	1.3
Muscatine County	241	97	2.5
Polk County	128	99	1.3
Scott County	139	103	1.3
Wapello County	162	20	8.1

The second graph shows the percentage of all individuals employed in Mount Pleasant, based on the location of their residence. Only 1/4 of people who work in Mount Pleasant also reside there. Nearly as many people – 20% of the total, commute to Mount Pleasant from somewhere else in Henry County. Also, despite its larger population, more people are commuting to Mount Pleasant from Des Moines County, than from Mount Pleasant to Des Moines County. The table at left shows that Johnson County is the only county that attracts more people from Mount Pleasant than it sends there. Iowa City/ Coralville is a major regional hub of economic activity, drawing in workers from many surrounding counties, including Henry. Also, more people are coming to Mount Pleasant from other urban areas, such as Muscatine and Ottumwa, than are leaving for those same cities.

Cities Dependent on Mount Pleasant for Employment

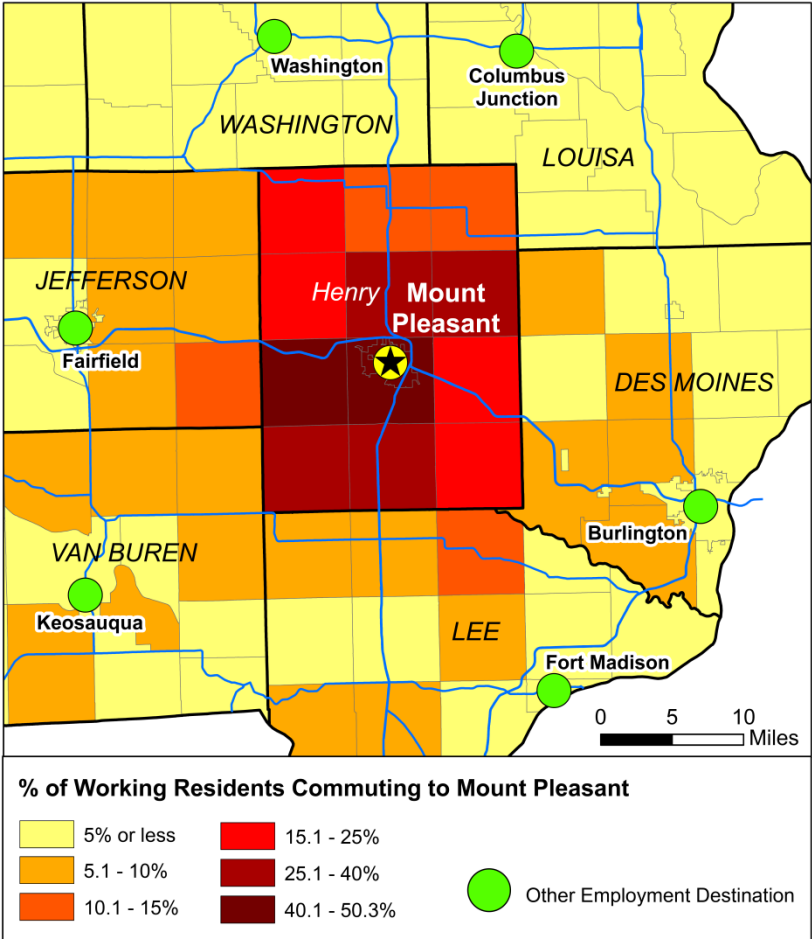
Mount Pleasant is most common destination	Mount Pleasant is one of the major destinations
Westwood - 53%	Pleasant Plain - 10%
Salem - 42%	Houghton - 8%
Hillsboro - 39%	Lockridge - 7%
Mount Union - 35%	Birmingham - 6%
Olds - 28%	St. Paul - 6%
Rome - 28%	Stockport - 6%
New London - 23%	Donnellson - 5%
Wayland - 19%	Middletown - 5%
Winfield - 14%	Crawfordsville- 4%

For each of the 9 other municipalities in Henry County, Mount Pleasant is the single largest employment destination for working residents of that municipality, accounting for anywhere from 14 to 53% of that population. In each case, this exceeds the number of residents who stay in that same municipality for work. In some cases, there is a sizable amount leaving for Burlington as well, but this never exceeds the number commuting to Mount Pleasant. In addition, for several other cities in neighboring counties, there are more residents leaving for Mount Pleasant than staying in that city, although the number commuting to other places is even higher.

The map at left displays the percentage of working residents in each county subdivision (township or municipality) that commute to Mount Pleasant for work. It is clear that Henry County Townships have the strongest connection to Mount Pleasant, by far. However, the influence does extend into parts of several neighboring counties, particularly Jefferson and Lee. However, by this point, it is usually competing with other cities that have an equally strong employment base with which to attract commuters.

While a number of factors go into an individual's decision on where to live, in relation to their workplace, it is important to consider the potential impact of housing in Mount Pleasant. Total supply, comparative cost, and type of housing available can play a role in this choice, either as a positive or negative motivator.

Employment Pull by County Subdivision

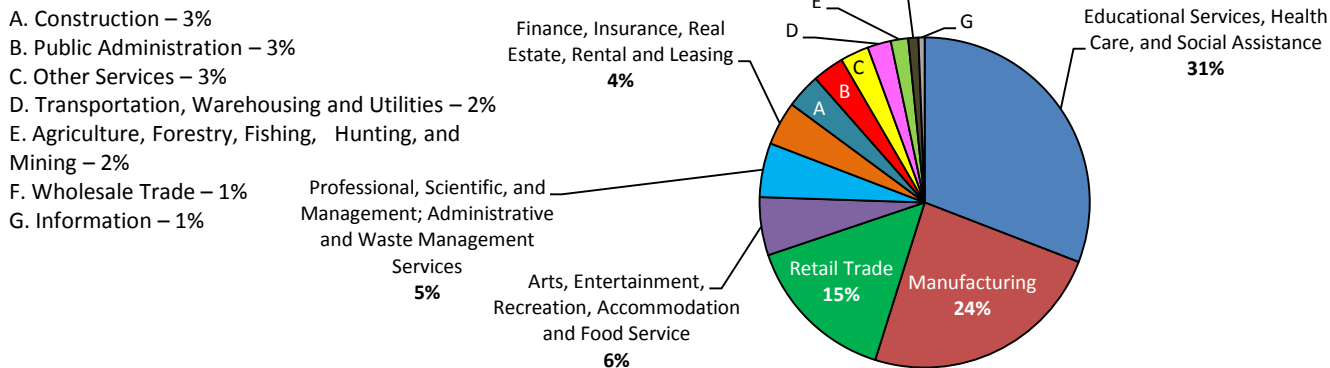


ECONOMIC DEVELOPMENT

Employment Categories

The graph above displays the breakdown of employment by industry type, as defined by the North American Industry Classification System (NAICS). Nearly 3/4 of all individuals are employed in one of the three largest categories. The largest, at nearly 1/3 of the total, is 'Educational Services, Health Care, and Social Assistance'. Among those residents who stay in Mount Pleasant for work, this includes Mount Pleasant Community School District, Iowa Wesleyan University, and Henry County Health Center.

Employment by Industry Type*

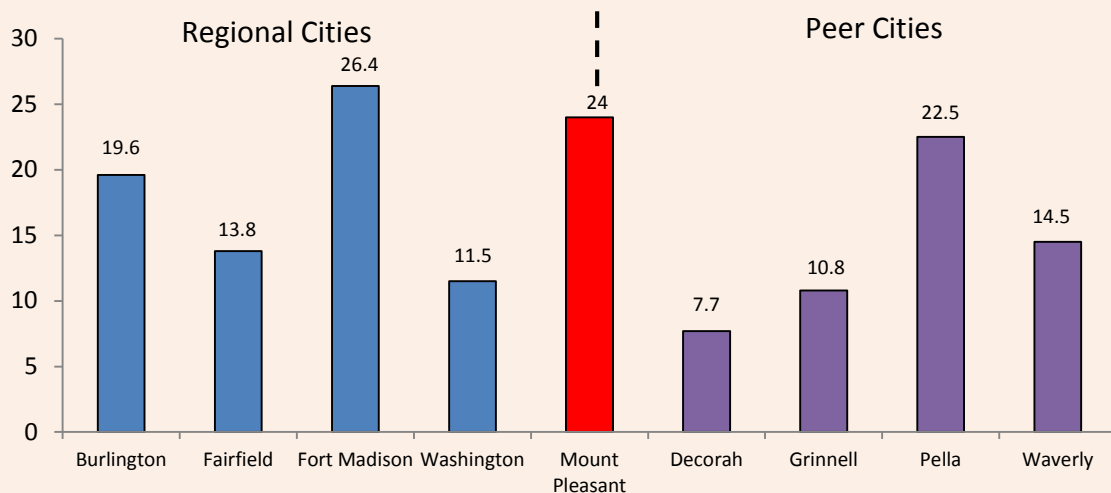


* Civilian employed population, 16 years and over (2014 American Community Survey 5-Year Estimates)

The second largest is 'Manufacturing', constituting roughly 1/4 of the population. This includes many of the City's largest employers, such as West Liberty Foods and Hearth and Home Technologies. This indicates that, despite the departure of several notable employers in the 2000s, the City largely retains its reputation as a manufacturing-based economy, acquired through several decades of aggressive recruiting strategies. Whether these workers are employed in Mount Pleasant, or commute to industries in other places such as Burlington, the local workforce is strongly defined by those with a manufacturing skillset.

The third largest category is 'Retail Trade', at 15%. This includes larger employers such as Walmart, as well as the multitude of smaller retail businesses present in the City. While Mount Pleasant itself is a retail market center for the surrounding area, there is a larger concentration of regional retail in nearby Burlington and West Burlington, which likely draws a number of employees from Mount Pleasant.

Percent of Workforce employed in 'Manufacturing'



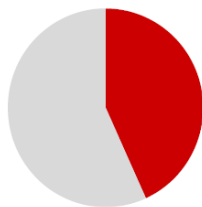
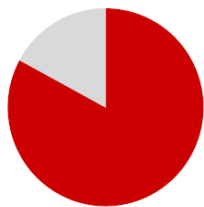
ECONOMIC DEVELOPMENT

During Fiscal Year 2015, the City of Mount Pleasant yielded \$146,677,314 in taxable retail sales, based on a total of 1,556 returns. This accounted for 83% of all taxable sales in Henry County (\$177 million), despite the City only being home to 43% of the County's population.

Mount Pleasant Percentage Shares
of Henry County Totals

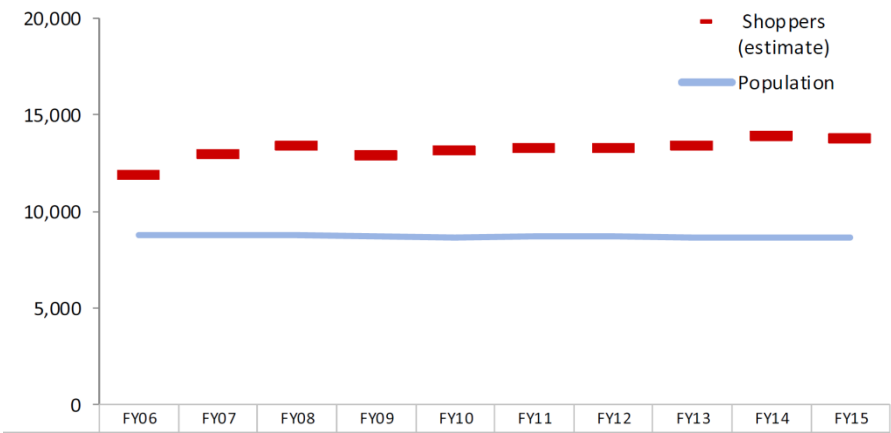
Taxable Sales, 83%

Population, 43%



Source: Iowa State University Department of Economics

Estimated Trade Area Capture
(annualized number of shoppers)

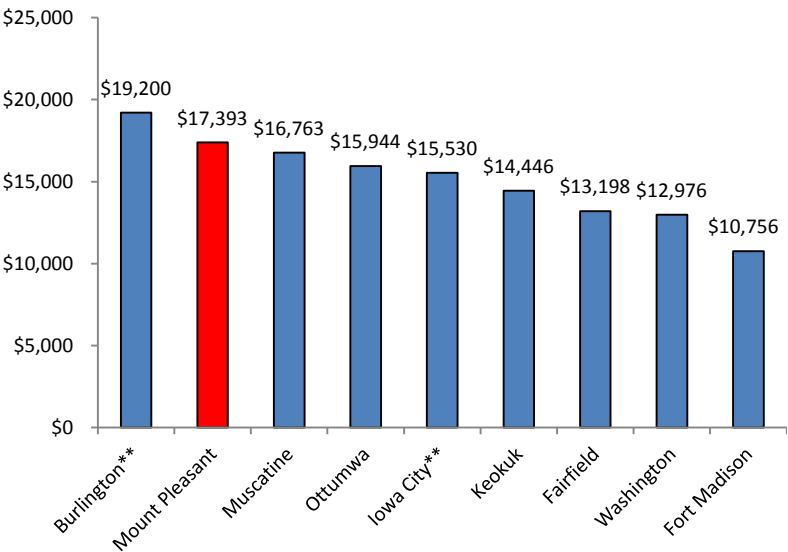


The graph at left shows the Estimated Trade Area Capture for Mount Pleasant, from FY2006 to 2015. This was calculated by dividing the city's actual total sales by the expected average annual retail requirements of its own residents. As the trade area capture exceeds the City's total population, this indicates that the Mount Pleasant retail trade area extends well beyond the City's borders.

Source: Iowa State University Department of Economics

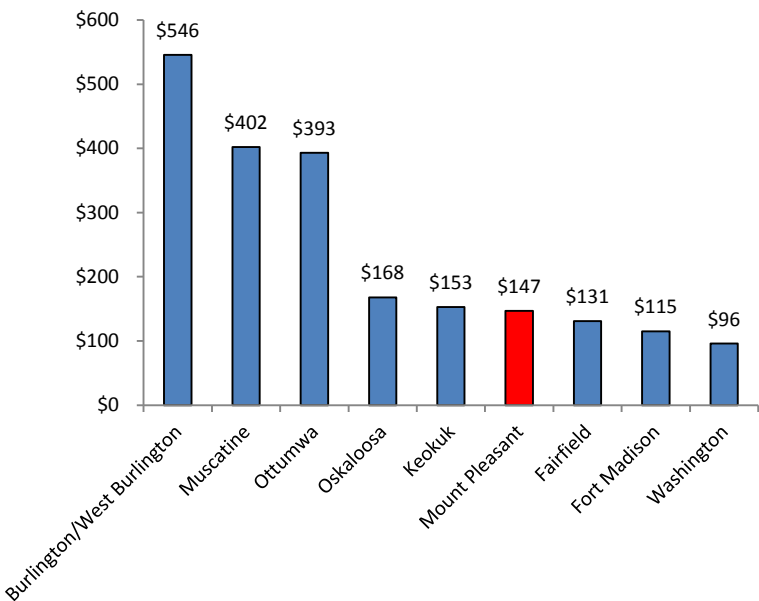
The amount of per capita retail sales is calculated by dividing a City's taxable retail sales by its total population. When compared with other sizable communities in nearby counties, Mount Pleasant had the second highest per capita retail sales for FY2015, at \$17,393. For purposes of this analysis, 'Burlington' represents Burlington and West Burlington combined, while 'Iowa City' represents Iowa City, Coralville, and North Liberty combined. For additional context, the per capita retail sales for the entire State of Iowa was \$12,013.

Per Capita Retail Sales (FY2015)



While Mount Pleasant is clearly the dominant source of retail revenue for the County, it's influence drops considerably outside the County's borders. The City's population is comparatively small in relation to cities in neighboring counties, most notably Burlington. Because of Burlington's distant location from larger metropolitan areas, it serves as the de facto regional shopping destination for extreme Southeast Iowa and far Western Illinois. Ottumwa serves a similar function for the region further to the west. With Mount Pleasant situated so close to these regional retail hubs, it has been unable to compete on equal footing with them, for retail dollars from

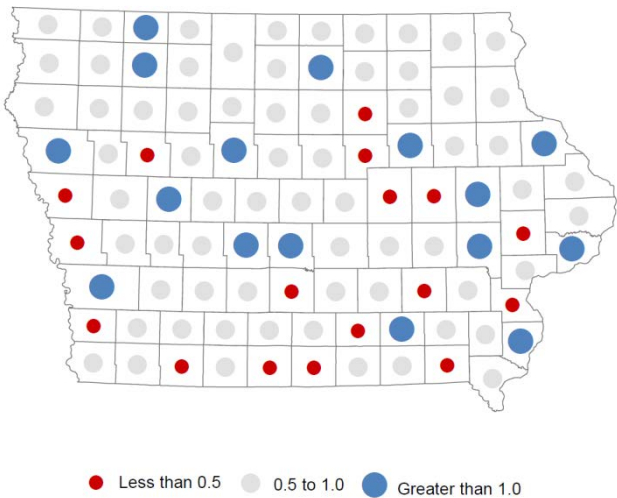
FY2015 Taxable Retail Sales (in Millions)



surrounding counties. As a result, for any business requiring a trade area larger than what Henry County provides on its own, the logical choice will be a larger community like Burlington. They will also mutually benefit from the presence of retail firms already present in a community with an established reputation as a regional shopping destination.

As a result, the graph at right highlights the much stronger retail sales figures for the larger regional markets of Burlington, Muscatine, and Ottumwa. For comparison, the combined area of Iowa City/Coralville/North Liberty had a value of \$1.7 billion, over three times that of Burlington.

County Pull Factors, Fiscal Year 2015



The pull factor of a county is obtained by dividing its trade area capture by total population. A value of '1' represents the 'break even' level where there isn't a surplus or leakage of sales. In other words, the retail supply is just enough to satisfy local residents. Counties with blue dots have a strong retail influence on neighboring counties, and attract shoppers from a wide area. Those with red dots largely depend on neighboring counties for the shopping needs of their residents. Those with grey dots – including Henry county – are generally dependent on neighboring counties, but to a much lesser degree, as certain shopping needs are sufficiently accounted for locally.

Source: Iowa State University Department of Economics

PUBLIC HEALTH & WELLNESS



As communities progress into the 21st Century, there is a renewed focus on public health as a measure of a community's well-being. While medical technology and access to services have greatly improved the lives of citizens over the past century, this progress does not always translate into inherently healthy communities. The mere knowledge of basic diet and exercise routines necessary for a healthy life does not guarantee that people will adopt a healthy lifestyle. Cities can do more to directly ensure that their residents have the opportunity to live a long and healthy life. This chapter outlines the existing resources available in Mount Pleasant, which serve to promote and facilitate public health and wellness.

Medical Facilities

Henry County Health Center

- Location:** 407 S. White St.
- Age:** Original campus built 1921 (95 years); Many expansions over the years - most recent from 2011-2015.
- Status:** Level 3 Trauma Center
- Staff:** 315 associates
- Capacity:** 74 beds (25 in-patient)
- Size:** 270,000 SF
- Special Features:** Helipad, EMS ambulance, sleep lab, rehabilitation center, renal dialysis, surgery services, elder care community
- Special Status:** Critical Access Hospital (certified 2004)



The Henry County Health Center (HCHC) is the primary hospital serving Mount Pleasant and Henry County. It is located at the same general location as when it was first established nearly a century ago, although it has greatly expanded in size over that time. The most recent expansion cost \$16 million and included a new surgery department and energy facility. HCHC certified by the Federal Government as a Critical Access Hospital, owing to its rural location, distance from other hospitals, and the comparatively small share of resources devoted to inpatient, longer-term care. This allows it to focus more on outpatient care and treatment of common conditions, conveniently enabling Henry County residents to obtain these resources locally. A notable challenge is that the hospital recently gained HPSA status (Health Professional Shortage Area), owing to a gradual increase of poverty within the community. Also, its landlocked location makes necessary expansions difficult and time consuming.

The following are additional hospitals in nearby proximity to Mount Pleasant.

Other Hospitals in Surrounding Region					
NAME	LOCATION	DISTANCE	STATUS	CAPACITY	HELIPAD
Jefferson County Hospital	Fairfield	22 miles	Level 4 Trauma	25 beds	Yes
Great River Medical Center	West Burlington	23 miles	Level 3 Trauma	378 beds	Yes
Washington County Hospital and Clinics	Washington	23 miles	Level 4 Trauma	68 beds	Yes
Fort Madison Community Hospital	Fort Madison	25 Miles	Level 3 Trauma	50 beds	Yes
University of Iowa Hospitals and Clinics	Iowa City	48 miles	Level 1 Trauma	705 beds	Yes

Other Medical Facilities

Mount Pleasant is also home to several small, private specialty clinics, including a foot and ankle specialist, and several chiropractic facilities, distributed throughout the community.

There are also three dental clinics, two of which are located in the greater Downtown area. The third facility, on East Washington Street, contains both an orthodontic and endodontics office. A part of the ongoing Crossroads Business Park development, this specialty clinic is very unique for a community of Mount Pleasant's size, and represents a growing network of affiliated clinics, already established in Iowa City and Muscatine. Endodontics focuses specifically on dental pulp, located at the center of the tooth.

Healthy Henry County Communities

Healthy Henry County Communities (HHCC) is a separate entity with offices housed on the campus of the Henry County Health Center. HHCC is a non-profit organization with a full-time director, and represents a broader community partnership with the hospital itself. In contrast with the hospital's specific focus on medical care, HHCC primarily concerns itself with education and preventative measures that can help bring about a culture of healthy lifestyles within the community. It was first established in 1999, as a community initiative spearheaded by several private citizens. It has since earned a strong statewide reputation for its unique and dedicated efforts to promote healthy living in Mount Pleasant and Henry County.

As an organization, HHCC has a full-time director and a small paid staff focusing on specific program areas. There is also a volunteer Board of Directors, each serving on various committees, and additional volunteers to assist the paid staff. They regularly hold public events and activities reaching out to specific groups such as young children, families, and the elderly.



Some of the key program areas addressed by HHCC are as follows:

- Healthy Eating
- Active Living
- Child Abuse Prevention
- Substance Abuse Prevention
- Tobacco Free Living
- Parent Education (Children 0-5 years)



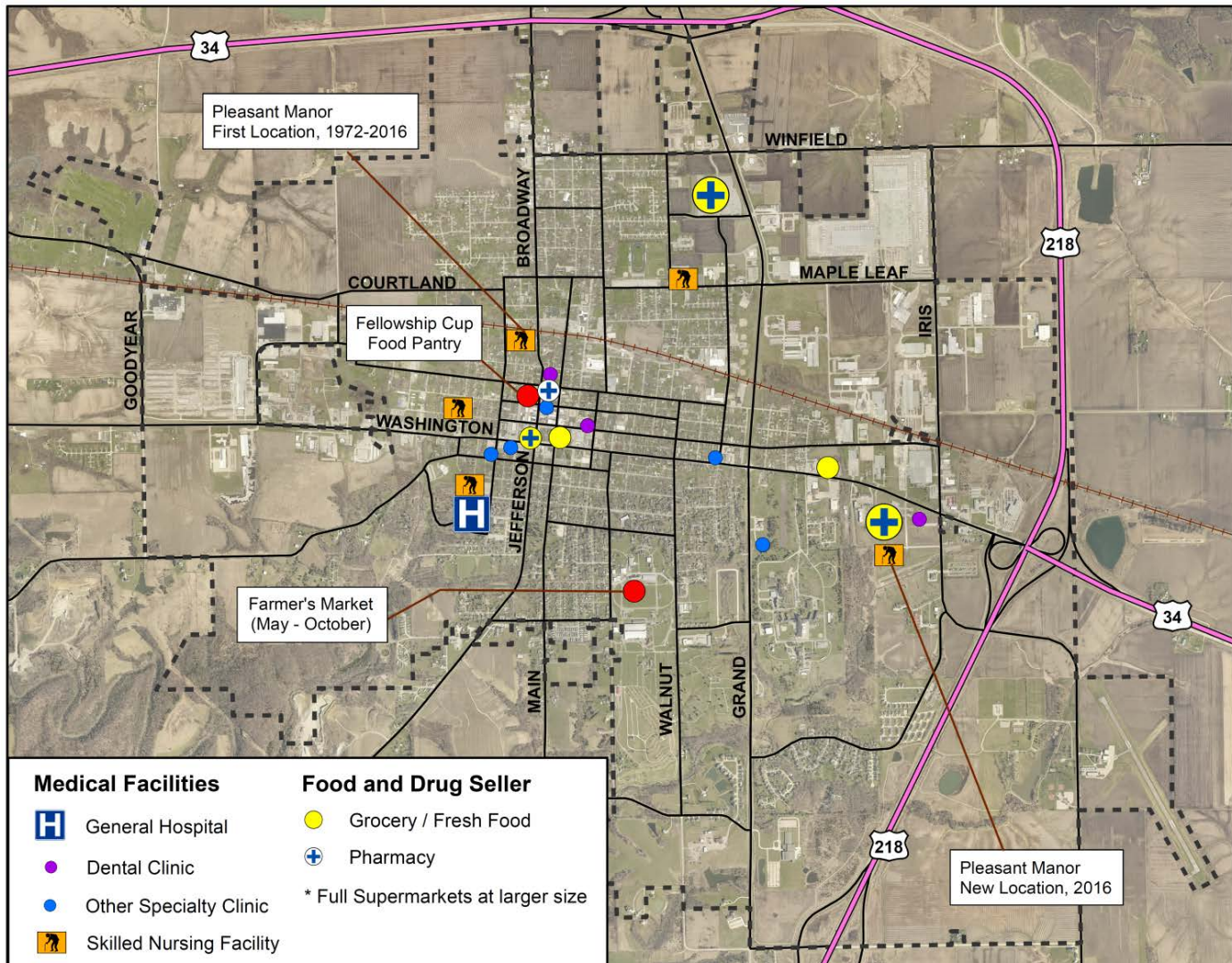
Presently, HHCC is especially interested in ensuring that community members address **nutrition** to the same degree that they're already focusing on **recreation**, in educating adults and children about healthy lifestyles. They recognize that both of these are necessary components of a healthy life. They note that County Health Rankings show 33% of Henry County adults are obese, and that this has increased from 28% in 2011.

Skilled Nursing Facilities

There are 4 separate skilled nursing facilities currently operating in the community. Pleasant Manor is the oldest established nursing home in Mount Pleasant, and after 44 years at its original location to the north of Downtown, it relocated to a new facility on the southeast side in 2016.

At the northeast side of the City, Arbor Court includes both a skilled nursing facility and a separate wing with Assisted Living units for a more independent lifestyle. Park Place is at 49-bed facility operated by the Henry County Center,

and is located directly on the hospital campus. Finally, the Van Vorhies Haus is a smaller retirement home in a quiet residential neighborhood west of Downtown. It is housed in the historic former Iowa P.E.O. home, built in the 1880s. It should be noted that these facilities primarily cater to elderly residents in Mount Pleasant and southwest Henry County. The smaller cities of New London, Wayland, and Winfield each have their own skilled nursing facility. The map below includes all health-related destinations referenced in this section of the Plan.



Food and Drug Access

There are two full service supermarkets in Mount Pleasant – HyVee, on East Washington Street, and Walmart Supercenter, on North Grand Avenue. Both of these are located at the geographic fringe of the City, relatively distant from the majority of the population. Their placement was heavily dictated by auto dependency and the availability of large, flat land parcels at the periphery. As they are the principal grocery outlets for Henry County, their proximity to the two highway interchanges ensures easy access from smaller surrounding communities and rural areas.



HyVee also operates a smaller footprint HyVee Drugstore in the Downtown area, at the corner of Washington and Jefferson. While marketed primarily as a pharmacy, it also carries a sizable supply of grocery items, including fresh produce, meat, and dairy. Opened in 1999, this is the only general grocery outlet in the Downtown area. Previously, Dave's Super-Valu was located at Washington and Harrison. This business closed in the 2000s, and the Mount Pleasant Police Department later converted this building into their new headquarters. Downtown is also home to Yenchay's Market, which caters specifically to the local Southeast Asian population. There is also an independent pharmacy located at the northern edge of town.

Another source of fresh food is the Mount Pleasant Farmer's Market, referenced under Arts & Culture.

Fellowship Cup

Fellowship Cup is a private, nonprofit organization that has proven itself indispensable to the Mount Pleasant community over, helping serve a number of critical needs. Their mission is to 'provide food, clothing, and shelter to the under-served of Henry County'. In operation since the early 1980s, their volunteers now put in over 15,000 hours every year. Their main headquarters is located on the northwest side of Downtown, on Jefferson Street. It is home to their office, as well as a food pantry, open Monday



through Friday. They also provide summer lunches for children on free/reduced lunch programs during the school year, and help supply backpacks and school supplies. Two blocks to the south, in the Downtown core, they operate a retail store, the Quarter Maybe More Store, with sales used to fund the community assistance efforts of the organization, primarily grocery purchases for the food pantry. They also help oversee a Community Garden, on a previously vacant lot just south of Downtown.

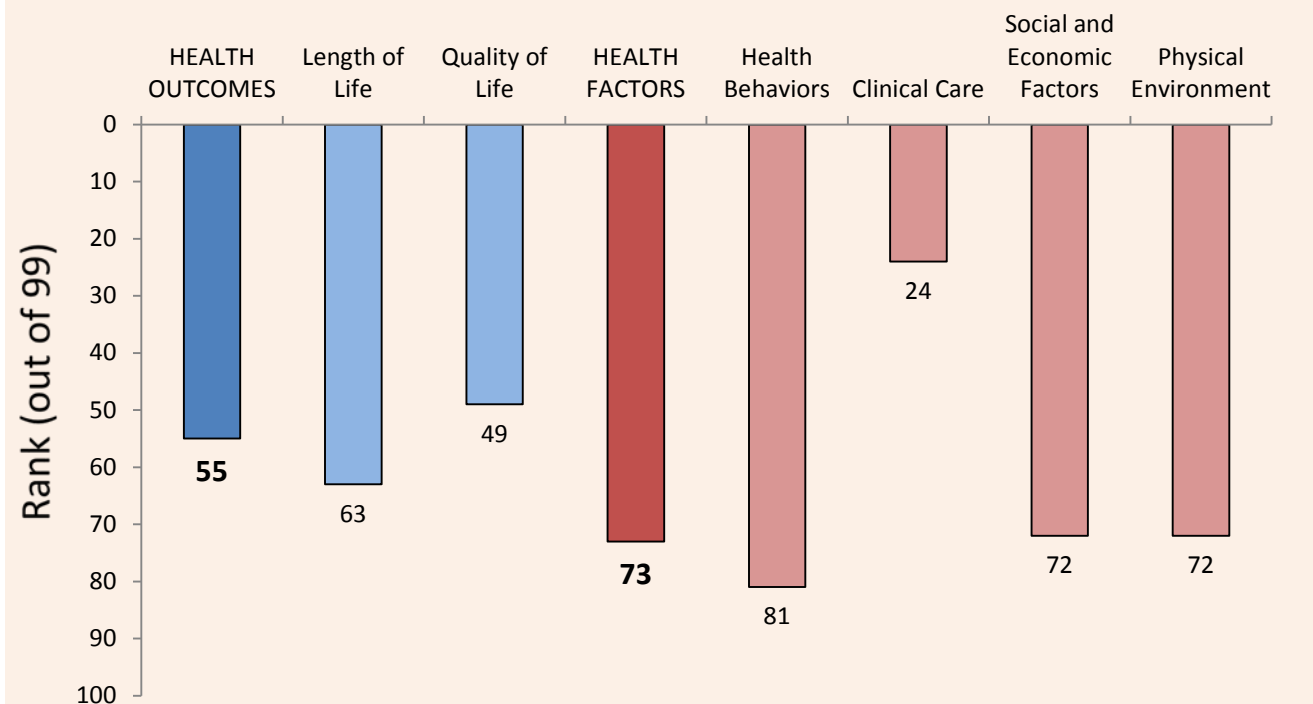
One of the volunteers for Fellowship Cup also oversees the Retired Senior Volunteer Program (RSVP), an opportunity for retired senior citizens to do volunteer work in the community, including reading to elementary school students, driving people to medical appointments, and doing home meal delivery.

County Health Rankings

Since 2011, the University of Wisconsin Population Health Institute and the Robert Wood Johnson Foundation have partnered to publish an annual resource called County Health Rankings. For each of the 50 States, counties are ranked from highest to lowest in terms of various health-related measures, each of which is weighted proportionately in its influence on the final score. The graph below illustrates the 2016 rankings for Henry County, including the two basic categories – Health Outcomes and Health Factors, as well as all the sub-categories of each. As Mount Pleasant constitutes roughly half of the county's population, it is likely a major influence on the resulting figures.

Out of all 99 counties in Iowa, Henry ranks 55th in Health Outcomes, which are comprised of measured statistics of performance, related to Length of Life (mortality) and Quality of Life (morbidity). Henry County ranks slightly higher for Length of Life than it does for Quality of Life.

State of Iowa County Health Rankings – Henry County, 2016



In terms of Health Factors, Henry County ranks 73rd in Iowa. Health Factors represent variables that influence the health of a county, giving an indication of what the measured outcomes are likely to be. Of the four sub-categories in Health Factors, Henry County ranks very well in terms of Clinical Care, making it into the top 1/4 of Iowa's counties. Clearly, the presence of the Henry County Health Center is a major influence on this positive rank. Unfortunately, Henry County fares much more poorly on the other sub-categories – Health Behaviors, Social and Economic Factors, and Physical Environment. For Health Behaviors, it lies within the bottom 1/4 of Iowa's Counties.

As Henry ranks considerably higher in Outcomes than it does in Factors, this means that the results are more favorable than expectations would suggest. It also suggests that local policies and programs should actively target the factors for which Henry County performs more poorly than many other Iowa Counties.

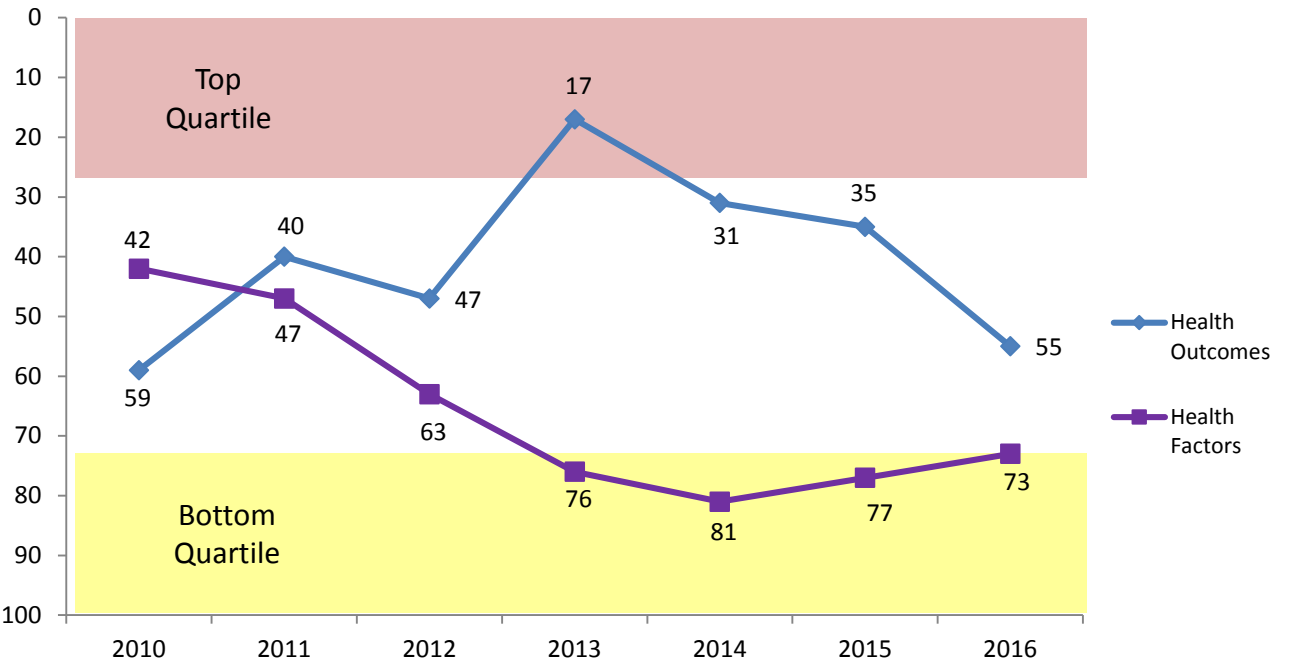
The table at right shows specific factors that Henry County performs especially well or poorly on, compared to the State of Iowa as a whole. Three of the ‘areas of strength’ stem from the sub-category of ‘Clinical Care’, where Henry County had an especially high ranking. The low rates of unemployment and children in poverty fall under ‘Social and Economic Factors’, while the occurrence of zero drinking water violations is a component of ‘Physical Environment’

➕ Areas of Strength	➖ Areas to Explore
Uninsured (Health Insurance)	Adult Smoking
Primary Care Physicians	Adult Obesity
Preventable Hospital Stays	High School Graduation
Unemployment	
Children in Poverty	
Drinking water violations	

High smoking and obesity rates help contribute to Henry’s especially poor ranking for ‘Health Behaviors’. Other behaviors in which Henry performs more poorly than the State as a whole are ‘physical inactivity’ and ‘alcohol-impaired driving deaths’. ‘High School Graduation’ represents the percentage of ninth grade students that graduate in four years. This belongs to the ‘Social and Economic Factors’ subcategory.

The graph below highlights the change in Henry County’s ranking – for both Outcomes and Behaviors, from 2010 to 2015. Unfortunately, this shows that while Health Outcomes had improved substantially from 2010 to 2013, the ranking began to descend once again the following year, dropping at the same rate over the next three years that it rose over the previous three. In comparison, the ranking for Health Factors dropped steadily from 2010 to 2014, but has risen at a small but steady climb since then. It should be noted that changes in ranking may also be affected by positive or negative trends in other counties, which dramatically change *their* position on the rankings.

Change in Ranking – Henry County, 2010-2016



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COMMUNITY VALUES & VISION



A priority of the Comprehensive Plan is to answer the question “What do we want our community to be?” Understanding what values a community has and setting a vision for the future sets the foundation for what a community can be. This section provide a listing of values important to the residents of Mount Pleasant and includes the vision for where we want Mount Pleasant to be in 2030.

COMMUNITY VALUES & VISION

PUBLIC PERCEPTION OF COMMUNITY SERVICES

Survey participants were asked to rank local services. The list below shows which services were rated the highest.

- 1

PUBLIC LIBRARY (85% EXCELLENT/GOOD)
- 2

FIRE PROTECTION (83% EXCELLENT/GOOD)
- 3

POLICE PROTECTION (77% EXCELLENT/GOOD)
- 4

AMBULANCE SERVICES (73% EXCELLENT/GOOD)
- 5

PARKS & RECREATION (72% EXCELLENT/GOOD)

FUNDING PRIORITIES	FUNDING INCREASES
Survey participants were asked to rate the priority for funding for local services. The list below shows which were rated as the highest priority	Survey participants were asked if they would support a small increase in taxes or fees to fund future expansion or enhancements to any local services. The list below shows which had most support for a potential increase in taxes or fees
1. Public School System (82%)	1. Public School System (71%)
2. Police Protection (79%)	2. Police Protection (64%)
3. Health and medical services (69%)	3. Road maintenance (59%)
4. Fire Protection (66%)	4. Fire Protection (55%)
5. Ambulance service (63%)	5. Parks and recreation facilities (54%)

COMMUNITY VALUES & VISION

Based on public input, a number of 'community values' were identified as things being important to the community. These values are highlighted in the graphic below. Using these values, a community vision was created, which can be seen on the following page. This community vision is to have Mount Pleasant be the best small town in Iowa. All the goals and objectives listed in the Plan have been designed to help Mount Pleasant achieve its community vision to be the best small town in Iowa.

WHAT MOUNT PLEASANT VALUES ...



High quality schools

Public safety

Family-friendly town

Transportation connections

Trail system

Roads and streets

Vibrant town square

Affordable housing

Size of community

Volunteerism and philanthropy

Arts and cultural events

Efficient & effective local government

Agricultural heritage

Varied retail and dining

Local healthcare opportunities

MOUNT PLEASANT VISION FOR 2030

*“ Mount Pleasant will be the
best small town in Iowa.*

*Mount Pleasant will offer ‘big
city opportunities’ for
recreation, healthcare,
education, culture, and
business while preserving our
pleasant small town Iowa
atmosphere.”*

COMMUNITY THEMES, GOALS, AND OBJECTIVES



Through the feedback from the community through the development of the Comprehensive Plan , several key community themes were identified as important areas to focus on in moving towards the vision of Mount Pleasant. This section explores these six themes and includes specific goals and objectives to focus on to make Mount Pleasant the community you want it to be in 2030.

COMMUNITY THEMES



Based on data collection and analysis, public input from survey results, stakeholder interviews, and public events, the following concepts have been identified as important themes which reflect the character and values of Mount Pleasant. These themes will be used to identify and classify the future goals and objectives for the community which are discussed in this plan.

SENSE OF PLACE

Sense of place is the set of characteristics which define a place and make it unique. Three important characteristics which make Mount Pleasant unique are its small town atmosphere, identity as a 'college town', and its vibrant downtown. Sense of place also extends beyond the built environment, as the demographics of a community also contributes to developing a sense of place.



PRODUCTIVE, EFFICIENT GOVERNMENT

Over time, the City has been very efficient at managing its services and infrastructure through limited expenditures, and its citizens have clearly taken notice. The City should continue this approach, as well as adopt new and innovative tools and practices that help achieve this objective on a long-term scale. It will also be necessary to periodically reevaluate the effectiveness of existing programs and policies.



HEALTHY COMMUNITY

Mount Pleasant has already made strides in becoming a more healthy community and public input has shown this is important to the community. Examples of how the city can promote this value in the future includes but is not limited to improving the park system, extending the trail system, public education on healthy choices, supporting the Farmer's Market, and investing in improvements which help improve public health and encourage physical activity.



HOUSING OPTIONS

One of the most dominant themes in the public input responses was the lack of housing options in Mount Pleasant. 66% of all survey respondents agreed that there is a housing issue in the city. Improving the diversity of housing options will accommodate the needs and lifestyle preferences of all current and prospective residents, allowing them to have more choices of where to live in the community. This will help the city to attract and retain new residents, thereby encouraging a healthy, modest level of growth.



SUSTAINABLE FUTURE

As a community with a strong agricultural heritage, Mount Pleasant has a tradition of being a good steward of its natural resources. The natural environment is the foundation of any community, and it is the responsibility of today's residents to preserve the integrity of the environment for subsequent generations. Policies such as stormwater management, efficient land use, reduction in energy non-renewable use, and similar practices will help Mount Pleasant be a resilient, fully sustainable community.

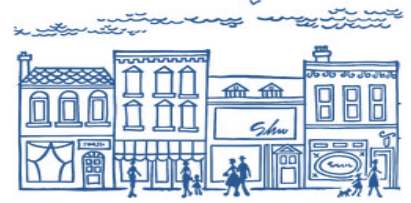


DIVERSIFIED ECONOMY

A diversified local economy will help Mount Pleasant sustain a steady rate of growth and development, as well as be better resistant to broader changes in the economy. Currently, Mount Pleasant is fortunate to have several major employers in a variety of fields such as healthcare, education, and manufacturing. Continuing to expand this current base and supplement it with other compatible activities will firmly establish a business climate that is inherently attractive to prospective employers.



Sense of place is what makes a place unique and different than others. Mount Pleasant can help create a better future for its residents by capitalizing on what makes it unique. Mount Pleasant of 2030 will be a pleasant small town with a college town feel and vibrant downtown.



SMALL TOWN ATMOSPHERE

Conserve the pleasant small town character of Mount Pleasant for future generations.

Goal #1: Maintain and enhance the appeal, and charm that has created a reliable tourism industry, drawing visitors to the Mount Pleasant area over the years.

- Enhance existing efforts that attract tourism to the community, focusing on the area's intrinsic character and appeal. This may include private and public facilities such as parks and recreation facilities, trails, university facilities, Downtown, hotels, the hospital, and others.
- Continue to support and promote the efforts, events, and projects of the Midwest Old Threshers Association and Midwest Central Railroad, acknowledging their importance to the local community.
- Work with regional partners to identify and apply for local, state, and federal funding for tourism related improvements.

Goal #2: Focus on consistent community branding efforts that reinforce the small-town feel.

- Establish one consistent nickname or slogan for the City to unify the marketing of Mount Pleasant under one distinct, memorable brand.
- Maintain a special focus on improving the aesthetics of entrances to the City and Downtown area from major streets and highways with use of community gateway signage.

Goal #3: Ensure a healthy balance between the small town atmosphere and the daily demands of a busy regional transportation network.

- Work with BNSF to reduce the impact of train noise in the community, possibly through Quiet Zone designation.
- Eliminate B-4 Highway Service Commercial Districts located along the former alignments of US Hwy 34 and 218 in the interior of the city.
- Consider the use of alternative traffic engineering options such as three-lane conversions, roundabouts, and crosswalk bump-outs, wherever appropriate.
- Utilize traffic calming measures for Washington Street, to reduce the aesthetic impact of this former highway route through Downtown and nearby neighborhoods.



Goal #4: Improve signage throughout the community, to guide residents and visitors to key destinations.

- Create a formal plan identifying key destinations, locations of needed signage and a detailed design for consistent signage.
- Work with regional partners to identify and apply for local, state, and federal funding in implementation of local signage.



GOALS & OBJECTIVES

COLLEGE TOWN IDENTITY

Embrace and capitalize on Mount Pleasant's identity as a college town.

Goal #1: Seek additional integration and cooperation between the City and Iowa Wesleyan University.

- Consider including language such as “home of Iowa Wesleyan University” on community gateway signs.
- Actively promote university activities and events through city promotional items.
- Work to establish a new Historic District, to aid in funding renovations to historically significant buildings on the University campus, and in adjacent neighborhoods.
- Help facilitate additional partnerships between the City of Mount Pleasant, Iowa Wesleyan, and local companies and institutions.



Entryway sign – Northfield, Minnesota



Waverly/Wartburg athletic center

Goal #2: Facilitate greater collaboration between the City and the University with regards to athletic facilities and programs.

- Encourage future partnerships between Iowa Wesleyan athletic department and Mount Pleasant Parks and Recreation.
- Establish community oriented athletic/recreation facilities which meets demands of students, residents, and visitors.



William Penn University satellite facility
Downtown Oskaloosa, Iowa

Goal #3: Focus on attracting Iowa Wesleyan students to the Downtown area.

- Develop marketing campaigns and recruitment efforts that can better attract students to Downtown on a regular basis.
- Establish a distinct, branded corridor along streets connecting campus with downtown (Main, Broadway, Jefferson). This may involve items such as signage, bike lanes, decorative light poles with IWU banners, and landscape elements.
- Provide incentives for IWU to locate its bookstore or other campus facility into a downtown building.
- Encourage Downtown businesses to actively promote the University through visible banners and other window decorations.

GOALS & OBJECTIVES

DOWNTOWN DEVELOPMENT

Continue to develop a thriving, vibrant downtown which functions as the heart of the community.

Goal #1: Encourage greater use of City Square Park for public events and gatherings.

- Consider constructing a picnic shelter with tables which could be rented for private events.
- Promote use of City Square parks for outdoor concerts.
- Consider additional plantings and other beautification efforts.



Goal #2: Continue to capitalize on the high density of Downtown through the placement of buildings and infrastructure.

- Encourage the conversion of upper stories to residential units wherever possible.
- Develop incentives to developers to create more housing and infill projects in the Downtown area.
- Amend parking regulations and rules as necessary to ensure that the parking demands of additional residents do not negatively affect the overall downtown parking supply.
- Complete a downtown parking study.
- Consider the use of infill development, wherever appropriate to the existing aesthetic character of downtown.
- Update zoning and subdivision regulations to promote restoration of buildings and to promote infill development.



Goal #3: Work to coordinate the blocks south of the square into the fabric of Downtown, so that Washington Street is no longer a barrier.

- Consider further reducing speed limit to improve pedestrian connections.
- Perform a road diet and reduce the right-of-way to two through lanes and one reversible middle turn lane.
- Create bump outs and landscaping on the south side of Washington Street to improve pedestrian safety.
- Work with regional partners to identify and apply for local, state, and federal funding in implementation of local signage.



GOALS & OBJECTIVES

CHANGING DEMOGRAPHICS

Adapt to the ongoing changes in demographics, to ensure a high quality of life for all Mount Pleasant residents

Goal #1: Explore possible options for a Senior Center or similar facility in Mount Pleasant.

- Partner with Henry County to dedicate a facility that can accommodate seniors from throughout Henry County.
- Explore possible partnerships with agencies and organizations which work with seniors such as Fellowship Cup, churches, or other non-profits.



Goal #2: Recognize that Mount Pleasant is an increasingly diverse community and proudly welcome new residents of all racial and ethnic backgrounds.

- Provide interpretation and translations services when necessary such as for city council meetings or other city events.
- Work with local groups and churches to help newcomers to the community adapt, especially in the case of immigrants or refugees.
- Improve capacity for translation services for important public meetings and for interactions between school district and parents for whom English is not a first language.
- Expand ESL course offerings through partnerships with Southeastern Community College, Iowa Wesleyan University, local churches, and the Mount Pleasant Public Library.



Dina Saunders, ELL Program Coordinator at Mount Pleasant Middle School

Goal #3: Support and assist the efforts of the newly formed LULAC chapter, in helping to improve the overall quality of life for the City's small but growing Hispanic/Latino community.

- Whenever possible, seek to hire City staff with at least a moderate proficiency in Spanish.
- Provide information regarding City resources, policies, and procedures in Spanish.
- Provide resources to encourage future business development and entrepreneurship by members of the Hispanic/Latino community.



HOUSING OPTIONS

An increase in housing options available to Mount Pleasant residents will help encourage growth. An increase in options does not simply refer to increasing the total quantity of housing as additional housing in the community should have a diversity which offers options to all segments of the market.



QUALITY & QUANTITY

Increase the total number of units as well as diversify the available housing stock.

Goal #1: Strive to provide an adequate supply of housing to meet current demand and future growth through 2030.

- Seek new, innovating solutions, and public-private partnerships to increase the housing supply.
- Recruit housing developers from throughout the Midwest, particularly those with experience in larger cities with a robust housing market and diversified economy.

Goal #2: Actively work to ensure that sufficient housing options are available for both current and prospective residents.

- Ensure a reasonable supply of 'starter homes' attractive to young professionals and other first time homebuyers.
- Seek to provide a diverse range of affordable housing types, to ensure that housing choices are not dictated solely by income.
- Work to ensure a variety of housing options are available within a neighborhood which could include a mix of single family homes, duplexes, townhomes, and apartments.

Goal #3: Preserve, improve, demolish or replace existing housing structures, as appropriate in each case.

- Create a demolition fund to remove vacant and unsightly housing structures.
- Update and enforce city codes related to housing standards and property maintenance.
- Identify and promote opportunities for infill development on vacant lots.



Westbrook Meadows townhomes
Burlington, Iowa



Prairie Pointe, affordable housing
Monmouth, Illinois



Riverbend Apartments – Muscatine, Iowa

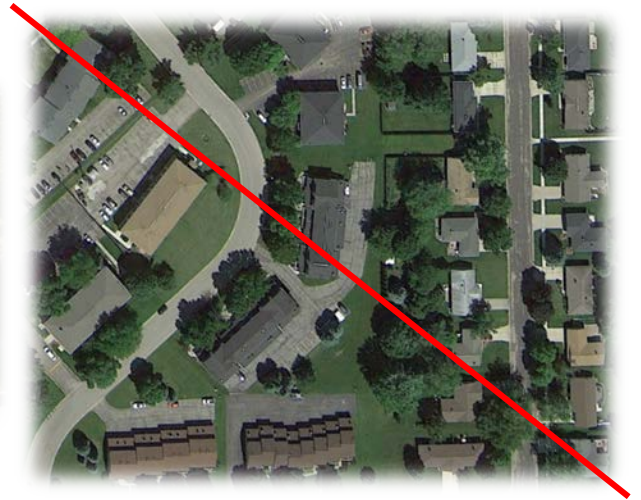
GOALS & OBJECTIVES

ZONING & SUBDIVISION ORDINANCES

Rezone certain areas as appropriate, to promote an orderly expansion of the housing supply.

Goal #1: Ensure that quality multi-family options are evenly distributed throughout the City.

- Rezone specific areas to allow individual multi-family developments within neighborhoods otherwise zoned for single and two-family residences.
- Avoid establishing large concentrations of multi-family housing in one specific area, and physically separated from single-family neighborhoods.



Goal #2: Better utilize the SR Suburban Residential Dwelling District, to leverage its advantages in all appropriate circumstances.

- Expand the physical footprint of the SR District, so that it is present in additional areas at the fringe of the City, which are conducive to lower density single-family development.
- Use the SR District for existing low-density residential development when annexed into the City.



GOALS & OBJECTIVES

SUSTAINABLE FUTURE

Sustainability will be a key component to the future growth of Mount Pleasant. Cities of all sizes can become better places to live, work, and play by pursuing practices and policies which are based in sustainable practices which includes efforts to improve and preserve the natural environment, conserve energy, and create a healthier lifestyle for all residents.

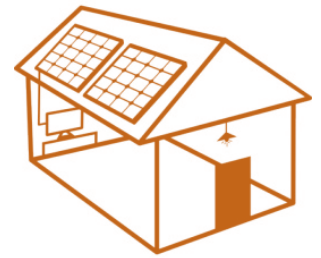


CONSERVATION

Promote the conservation of energy, water, and other natural resources.

Goal #1: Encourage the use of alternative energy sources for private homes, private business, and municipal use.

- Adopt codes which make it easier for homeowners and business owners to install solar panels.
- Convert city vehicles to natural gas, electric, or hybrid energy sources, and purchase the necessary equipment to refuel or recharge these vehicles.
- Continue to install solar panels on all applicable city facilities and infrastructure.



Goal #2: Promote good energy and water conservation practices.

- Complete the ongoing process of replacing existing city lights with LED lighting for improved aesthetics, lighting, and energy efficiency.
- Educate citizens on the benefits of weatherization and available programs to assist in making energy efficient improvements.
- Continue to offer incentives for energy efficiency, and advertise similar incentives that are available from other sources..
- Promote and implement best management practices for storm water management such as rain barrels, rain gardens, green roofs, permeable pavements, etc.



Goal #3: Balance the needs of municipal tax base enhancement with farmland preservation in unincorporated Henry County.

- Ensure that zoning and targeted annexations enable all new residential development to occur within City limits. *(or more specifically, within the '2030 Growth Perimeter' on the Future Land Use Map)*



GOALS & OBJECTIVES

RESPONSIBLE DEVELOPMENT

Development will proceed in a way that preserves the area's intrinsically valuable natural resources.

Goal #1: Use zoning and other municipal ordinances to ensure the long term protection of sensitive environmental and ecological features such as streams, forests, and wetlands within the City's boundaries.

- Actively utilize the Conservation and Open Space Overlay Zoning.
- District for the long term protection of drainage ways, thickly wooded areas, and natural wetlands.
- Ensure that the City Code contains sufficient language to enforce and monitor the impact of private development on stormwater drainage patterns.



Goal #2: Seek to redevelop underutilized properties at the City's core, to avoid an accelerated rate of sprawl at the periphery.

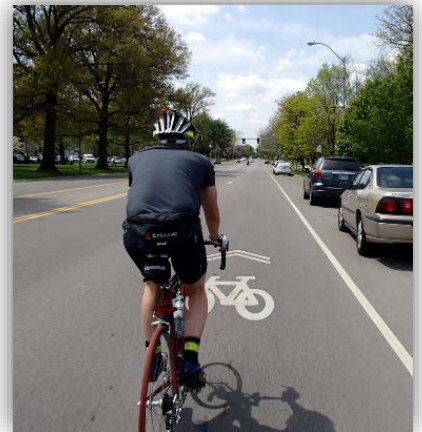
- Eliminate outdated Industrial and Commercial Zoning Districts located in areas that are not conducive to future development of this nature.
- Coordinate directly with private property owners, to facilitate new development on vacant or underutilized land, including small residential properties.
- Pursue an active reuse strategy for the former Mount Pleasant Mental Health Institute that is flexible to both the needs of the City and the State.

TRANSPORTATION OPTIONS

Reduce the overall dependency on personal automobiles for the transportation needs of individuals and families.

Goal #1: Improve and expand the citywide pedestrian and bicycle network.

- Ensure that all sidewalks are sufficiently wide and ADA accessible, including those in older neighborhoods.
- Implement the Bike and Pedestrian Circulation Plan (included in the transportation linkages section of this document), to provide efficient pedestrian and bicycle connections throughout the City, including between residential areas and major employment centers.
- Place bicycle racks at public places such as parks, City buildings, and schools.
- Consider creating bicycle lanes, painting sharrows, or creating an on-street bicycle route complementing the trail system.



Goal #2: Actively promote alternative transportation options.

- Partner with Amtrak to promote increase use of the Mount Pleasant station so that rail travel can become a more visible travel alternative for local residents.
- Work with SEIBUS, the local public transit provider, to promote the service so that it is a more visible option for local residents.
- Provide incentives for a taxi business within the City of Mount Pleasant.

GOALS & OBJECTIVES

DIVERSIFIED ECONOMY

A diversified economy will help encourage future growth and development in Mount Pleasant by providing a wide variety of employment for Mount Pleasant residents. An economy comprised of many different industries will draw more residents to the city and make it more resilient to future changes and shifts in the economy.



TRANSPORTATION CONNECTIONS

Capitalize on Mount Pleasant's location and transportation network to attract and retain new business.

Goal #1: Maintain an active role in the maintenance of rail and air facilities.

- Continue to encourage greater utilization of the Mount Pleasant Municipal Airport, along with the infrastructure and facility upgrades that make this possible.
- Work with BNSF to encourage greater utilization of the railroad for freight movement, by local manufactures in proximity to the mainline.

Goal #2: Create welcoming and attractive gateways into the community.

- Create new entryway signs utilizing a new, consistent brand and remove any signage with older branding elements.
- Focus on improving the aesthetics of West Washington Street as an entry point from the west.
- Amend the Zoning Ordinance to allow for taller more visible signs along the US 218/34 bypass.
- Facilitate the clean-up and redevelopment of brownfields and blighted or visually unattractive properties along community gateway corridors.



Goal #3: Continue adequate maintenance of all city roadways and bridges.

- Perform a complete evaluation of all existing roadway conditions to determine needed improvements throughout town.
- Work with local partners to identify and apply for local, state, and federal funding sources to assist in implementation of roadway and bridge projects.
- Include all eligible bridges on the Iowa DOT City Bridge Fund list.
- Complete and maintain a GIS database of the community's transportation assets.



GOALS & OBJECTIVES

BALANCE OF EMPLOYMENT OPTIONS

Ensure that Mount Pleasant has an appropriate mix of employment options to sustain long term economic stability and vitality.

Goal #1: Strive to diversify the local employment base, to make it more resilient and resistant to broader economic trends outside the City's control.

- Seek to provide employment opportunities in industries that are correlated with the programs offered at Iowa Wesleyan University.
- Actively recruit more professional office operations to the community, including those in STEM fields (science, technology, engineering and math).
- Identify and create incentives that could attract new development or support local entrepreneurship such as Urban Renewal Areas or Enterprise Zones.
- Establish a business incubator or CoLab facility to facilitate small business and entrepreneurialism.



Fairfield CoLab – Fairfield, Iowa



LIFESTYLE AMENITIES

Focus on lifestyle amenities to attract new employers and residents to the community.

Goal #1: Be more competitive with the recreational and cultural activities provided.

- Enhance and better coordinate the recreational opportunities available in Mount Pleasant, both public and private, and emphasize these in marketing efforts for the community.
- Support and assist the efforts of the newly formed Mount Pleasant Arts IMPACT organization, as it seeks to culturally enrich the lives of local residents with the arts.
- Seek additional opportunities to expose the city's youth the arts, creating a better balance of recreational opportunities.



Oskaloosa Urban Park – Oskaloosa, Iowa

Goal #2: Pursue specific development projects that can aid in attracting and retaining future employers and residents.

- Actively pursue additional fine dining options in Mount Pleasant, using a targeted approach of recruitment and incentives.
- Seek to provide daycare/child care services in the community, for the benefit of parents and their employers.
- Work to coordinate commercial development to ensure that shopping and dining outlets are appropriately arranged in dense clusters to obtain financial benefit from their proximity and compete with larger shopping destinations in Southeast Iowa.



Burlington Regional Dog Park – Burlington, Iowa

GOALS & OBJECTIVES

PRODUCTIVE & EFFICIENT GOVERNMENT

Over time, the City of Mount Pleasant has established a strong precedent for efficiently managing its resources and being a good steward of tax dollars. Continuing this practice will help ensure financial stability of the City as well as continued improvements to city facilities and infrastructure.



DEVELOPMENT & LAND USE OVERSIGHT

Allow development to proceed efficiently with an appropriate level of City involvement.

Goal #1: Work to ensure the orderly, well-planned development of land at the fringes of the City.

- Construct a new arterial street connection at the northwest side of the city, connecting Winfield Avenue with Courtland Street/Carnahan Road, as shown in the transportation linkages section.
- Ensure that all new subdivision streets have a logical traffic flow without an excessive reliance on one or two streets for access.
- Extend the arterial Harvest Drive westward to Oakland Mills Road in order to create a better connection to the high school and Old Threshers grounds from the southwest, as shown in the transportation linkages section.
- Work with Henry County to facilitate the sale and development of underutilized County-owned lands within city limits.

Goal #2: Seek targeted land annexations to create a more logical, efficient boundary shape.

- Eliminate all remaining unincorporated "islands" within the City's boundaries.
- Expand the City's boundaries in a way which "squares off" the overall shape of the City by eliminating irregular narrow pieces extending outward.
- Seek annexation in areas that are logical to the expansion of the citywide trails network.
- Work to close the sizeable unincorporated gap at the southwest side of the City, between the Old Threshers Grounds and Oakland Mills Road.



Goal #3: Amend City Ordinances where necessary to ensure greater efficiency in the development and permit review process.

- Update the Zoning and Subdivision Ordinances to relax any unreasonable restrictions which burden the City's time and resources through excessive use of variances.
- Modernize the ordinances to eliminate any functionally outdated or legally unenforceable provisions from its text and address any contemporary issues or concepts that were not considered at the time the Ordinance was first drafted.
- Consider amending the City Sign Ordinance to allow greater flexibility for private and residential lawn signs, and business signs in the B-1 Zoning District.
- Amend City Ordinances to allow the display of retail items in parking lots under specified conditions through permit. This should be clearly distinguished from long term storage of items, which is discouraged.

GOALS & OBJECTIVES

CITY SERVICES & AMENITIES

Provide an exemplary level of service to the citizens of Mount Pleasant.

Goal #1: Work with other entities – public and private, to ensure that an adequate amount of services are provided to sustain a healthy quality of life.

- Embrace a regional-scale development strategy, working with leaders and employers in the surrounding communities to coordinate future development of housing, retail, and industry.
- Work to establish a reliable community child care facility.

Goal #2: Ensure that all citizens are adequately informed about services that the City offers, along with policies, ordinances, and public events.

- Consider a direct outreach to the city's immigrant and non-English speaking communities to ensure they are fully aware of critical government services available to them as citizens of Mount Pleasant.
- Work to coordinate a more visible and effective messaging system to inform all citizens of upcoming public events, including an appropriate mix of social media, newspaper advertisements, public signs, and informational flyers.
- Facilitate an active outreach effort for new residents that have relocated to Mount Pleasant from elsewhere, informing them of available City services, cultural activities, and other helpful items for a smooth transition to life in Mount Pleasant.

Goal #3: Continue to provide high quality services in Mount Pleasant regarding health care, schools, police, fire, and EMT services.

- Continue to support fire and police departments with adequate funding to ensure quality fire and police protection
- Work with the schools to continue to ensure that Mount Pleasant maintains its quality education system.
- Assist in establishing a daycare/child care center to serve the needs of the city's working parents.
- Work with local, state, and federal partners to identify funding opportunities to assist in providing higher quality community facilities and services.
- Identify sites for future community facilities as development occurs and new services are needed.

Goal #4: Maintain public owned facilities in a cost effective manner.

- Upgrade existing facilities and ensure any new facilities utilize available technologies for energy efficiency.
- Annually assess buildings and parks to determine needed improvements or maintenance
- Identify opportunities for shared services and facilities.
- Work with local, state, and federal, and private partners to identify funding opportunities to assist in offsetting the costs for facility improvements.

GOALS & OBJECTIVES

HEALTHY COMMUNITY

A physically healthy community is a strong community. Mount Pleasant is becoming a healthier community and the city can play a role in promoting healthier lifestyles for all residents through improvements in the built environment as well as changes in policy which can help to improve public health.



RECREATIONAL OPPORTUNITIES

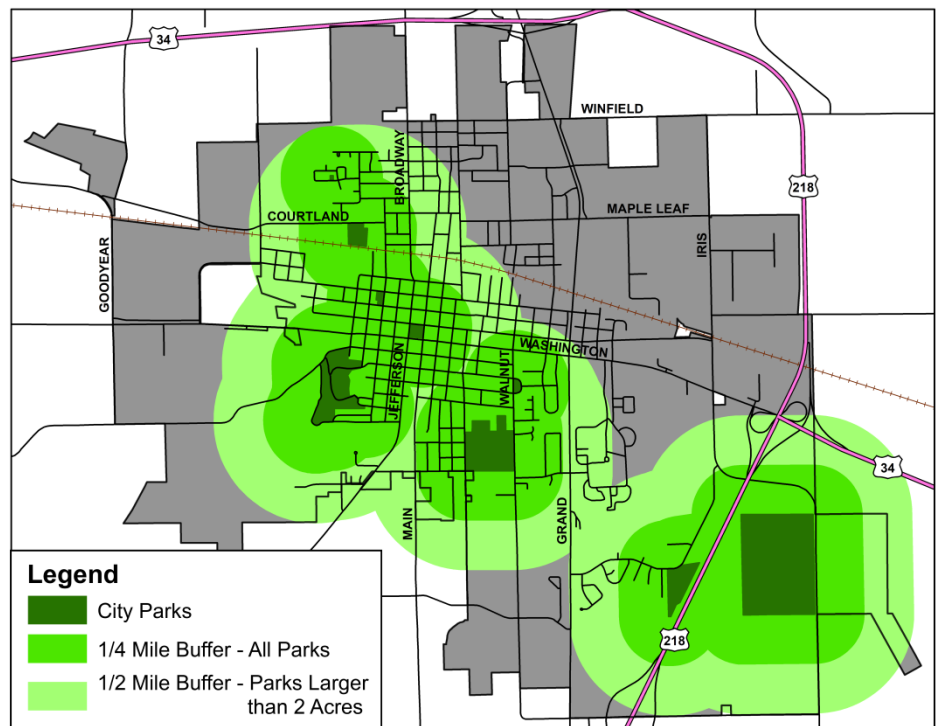
Expand on the strengths of the City's existing amenities, to make Mount Pleasant more competitive with those offered in other communities.

Goal #1: Focus on establishing all of Mount Pleasant as a pedestrian and bike-friendly environment.

- Expand the City's bicycle and pedestrian network, so that all areas of the city have direct access
- Consider lighting a section of the trail to improve conditions at night.
- Ensure that all sidewalks are updated to minimum standard width, with pavement in good condition, and ADA compliant.
- Amend the zoning ordinance to require sidewalks to be developed whenever infill residential development occurs. This should be mandatory if a sidewalk is already present on the same side of the street or there are no sidewalks on the either side of the street.
- Work with local partners to identify and apply for local, state, and federal funding sources to assist in implementation of local trail and sidewalk projects.

Goal #2: Ensure that all City residents have ready access to city parks and recreational facilities.

- Establish one or more new parks on the north side of the City, with at least one being more than 4 acres.
- Coordinate the amenities available in each park, to suit the needs and preferences of all ages and household types.
- Increase awareness of surrounding environment through education signage in parks.



GOALS & OBJECTIVES

PROMOTE HEALTHY LIFESTYLES

Actively encourage healthy lifestyles through programming and policy decisions.

Goal #1: Increase the emphasis on nutrition and healthy eating habits.

- Ensure that this critical element of healthy living is given the same emphasis as physical activity and recreation, in determining health outcomes.
- Incorporate this message into public events and activities, ensuring that healthy options are provided and encouraged.
- Support and promote locally grown foods such as continued support of Farmers Market, local restaurants and other efforts which encourage locally grown foods.



Goal #2: Enhance existing partnerships and coordination with local healthcare institutions and organizations.

- Continue to support and promote the efforts of Henry County Health Center, as it seeks additional ways to provide quality health care to local residents.
- Consult the resources of Healthy Henry County Communities, and collaborate with them on public service campaigns and programs to encourage healthy lifestyles.



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TRANSPORTATION LINKAGES

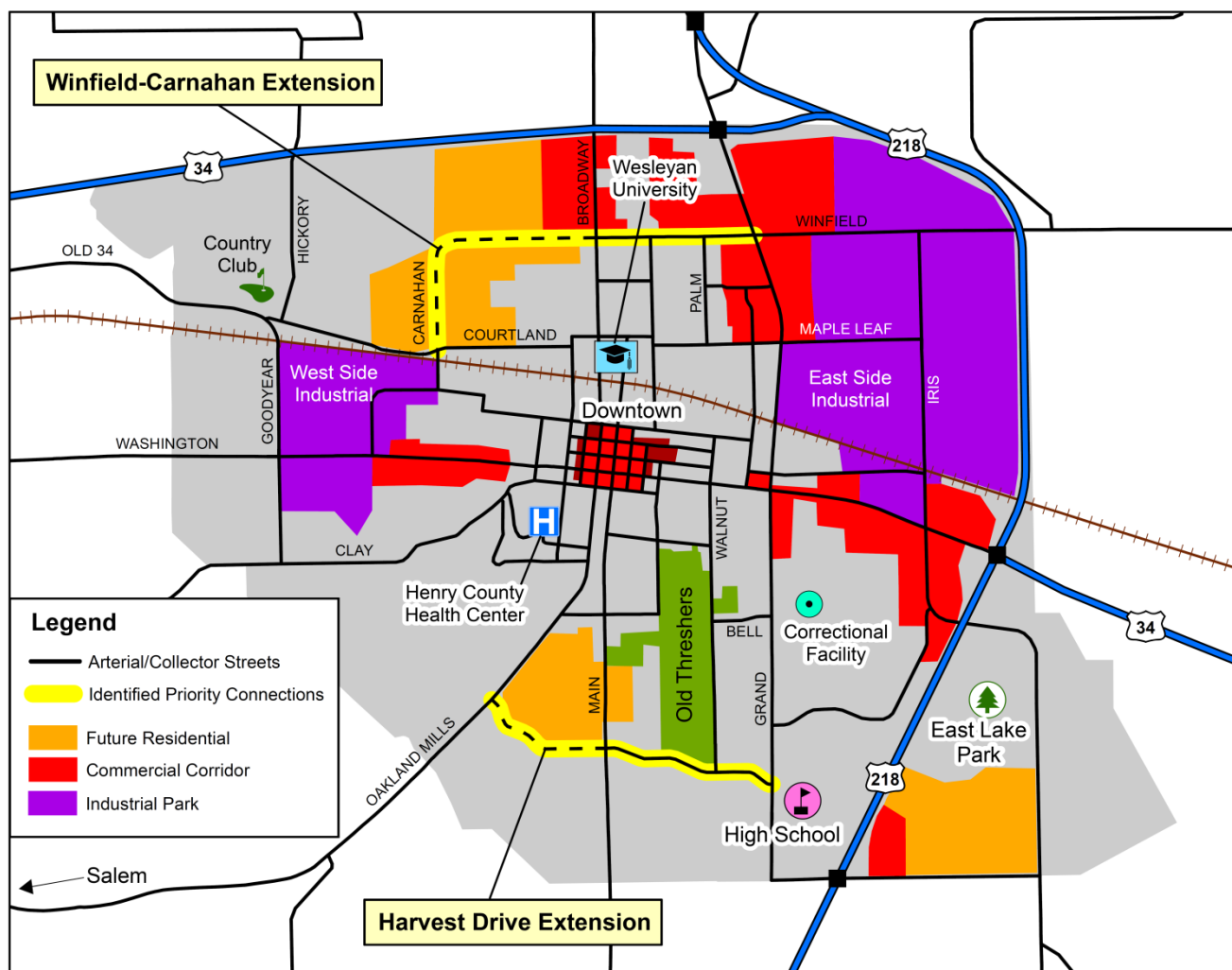


Transportation plays a critical role in many of the goals and objectives that are outlined in this plan. It is also a key component of achieving the vision outlined in the Future Land Use Plan. This section outlines several strategic priorities for ensuring that Mount Pleasant has a fully functional, multi-modal transportation network that adequately serves the needs of its residents, workers, and visitors. This involves the creation of two new arterial road connections that will aid in improving current local traffic patterns, as well as facilitate future development in the outer parts of the City. It also includes a broad, citywide vision for a pedestrian and bicycle network, with specific priorities for future additions and upgrades identified.

TRANSPORTATION LINKAGES

New Arterial Connections

Mount Pleasant is fortunate to have a highly efficient and easily navigable street network, with clearly defined arterial streets funneling local traffic throughout the City. However, there are two major strategic gaps in this system, and closing these gaps is essentially to achieving its overall community vision for 2030. The map below highlights the location of these two segments, in relation to existing major streets and land uses with a strong influence on traffic patterns.



First, the Winfield-Carnahan Extension would connect Winfield Avenue with the west side of the City. Northwest neighborhoods have poor traffic circulation, and additional outlets are needed before sizable new development can occur. This would also clear central city streets of excess local traffic, by providing an alternative for west side residents to reach the Grand Avenue commercial corridor, east side employment destinations, and the US 34/218 bypass.

Second, the Harvest Drive Extension would complete a major south side connection between Oakland Mills Road and Grand Avenue. For many years, traffic has been forced to work its way through Downtown and nearby neighborhoods. It can be especially congested during the Old Threshers Reunion. This extension would be especially advantageous for students and parents accessing the Mount Pleasant Community High School from southwest Henry County.

Pedestrian Circulation and Trail System

The map on the following page presents an overall vision of the citywide bike and pedestrian network in Mount Pleasant. It is intended that a system of multi-purpose trails (of 10 feet in width) will eventually form a complete loop around the outer perimeter of the city. This will perform as a functional traffic artery, rather than merely a casual recreational amenity, as it will provide access to employment, school, shopping, and entertainment destinations for residents throughout the city.

Plans for this trail loop dovetail with a goal of the Henry County Comprehensive Plan, to have a trail network that traverses the east-west length of the county, connecting a series of parks and recreation areas. This plan includes the establishment of two spur trails which would connect the countywide trail with the City of Mount Pleasant, home to nearly half of the county's population. The first of these would follow Oakland Mills Road (County Road H46) from the southwest side of the City to Oakland Mills Park. The second would travel southward along Lexington Avenue (County Road W75), from 255th Street (south of the airport), to access the county trail just west of Lake Geode State Park. Additional connections to this county trail could also connect to other Henry County communities, such as New London, Salem, and Wayland, or even those in neighboring counties such as Burlington and Fort Madison.

Many private businesses – including both manufacturers and local retail and hospitality firms – already recognize the positive impact that a comprehensive, citywide bike and pedestrian network will have on the Mount Pleasant community. Many of these businesses are located around the strategic outer arc of the city, in position to take advantage of direct access to this multi-modal network.

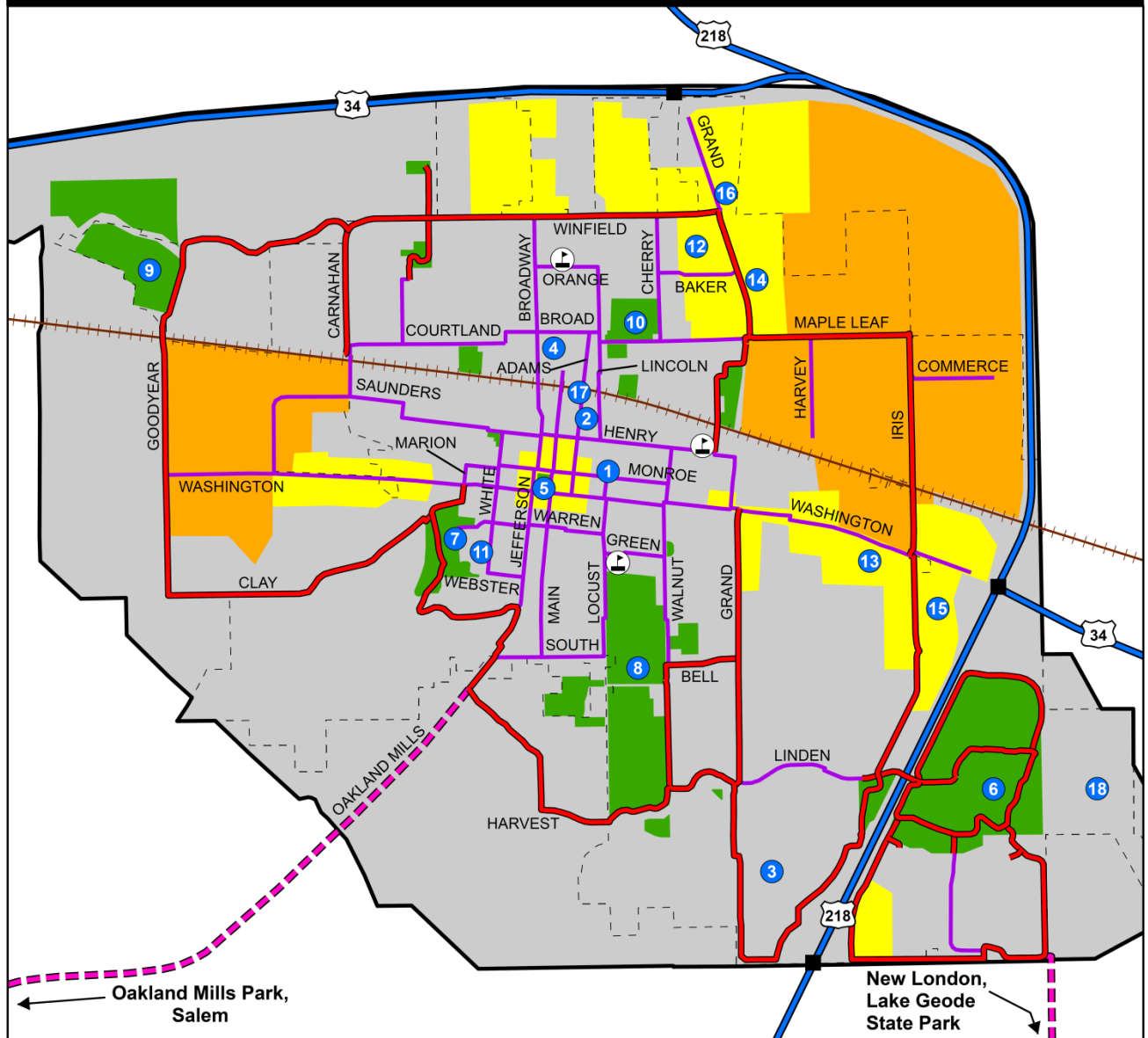


Bicycle racks at Continental ContiTech, West Liberty Foods, and Super 8 motel

To complement the outer loop of multi-purpose trails, the map highlights a select portion of sidewalks throughout the city. These 'primary connection sidewalks' form the internal backbone of the city's pedestrian network, providing the most direct connection between major civic, commercial, and employment destinations throughout the city. As such, they likely to generate the heaviest foot traffic – the equivalent of arterials and connectors in the road network.

As an example, the sidewalks of North Adams, Main, and Jefferson/Broadway offer the most direct connection between Iowa Wesleyan University and Downtown Mount Pleasant. Also, the sidewalk on Maple Leaf Drive connects a multitude of destinations in its relatively short span, including the University, the Maple Leaf Athletic Complex, Arbor Court nursing home, two apartment complexes, and the retail/dining corridor of North Grand Avenue.

Mount Pleasant, Iowa - Bike and Pedestrian Circulation Plan



Legend

Primary Connection Sidewalks

Multi-Purpose Trail

Henry County Trail Linkages

Employment Center - Industrial

Employment Center - Commercial

Park and Recreation Facilities

2030 Growth Perimeter

1. City Hall / Public Library

2. Middle School

3. High School

4. Iowa Wesleyan University

5. Town Square

6. East Lake Park

7. Saunders Park

8. Old Threshers Grounds /
McMillan Park

9. Golf and Country Club

10. Maple Leaf Athletic Complex

11. Henry County Health Center

12. Walmart Store

13. HyVee Grocery Store

14. Hotel Cluster

15. Crossroads RV Park

16. Pilot Travel Center

17. Amtrak Station

18. Airport

Elementary Schools

TRANSPORTATION LINKAGES

Needed Additions and Improvements

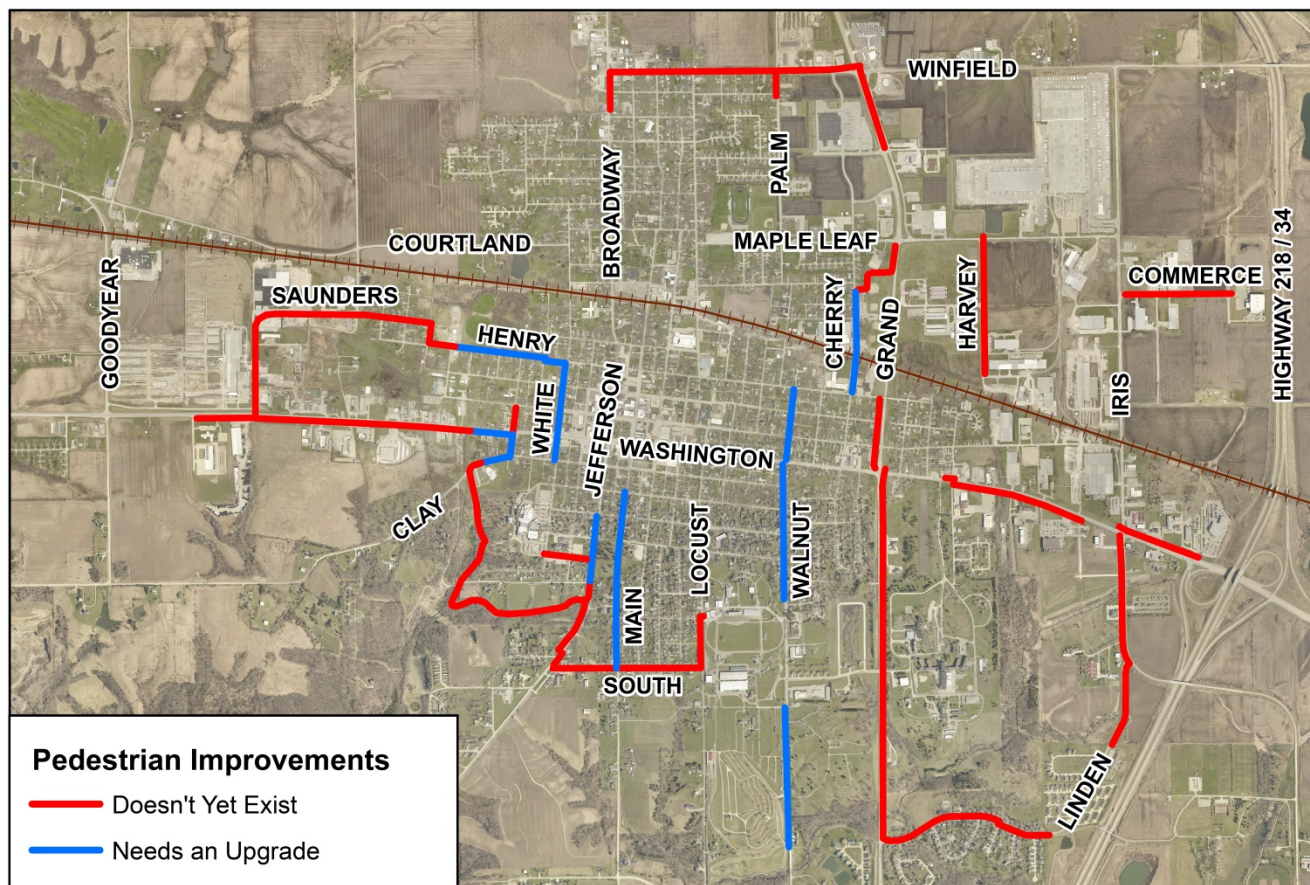
Among the sidewalk and trail segments shown on the Bike and Pedestrian Circulation Plan are several pieces where pedestrian facilities presently do not exist, but current land uses patterns necessitate their future presence. These segments are shown in red on the map below. One prominent example is East Washington Street, traveling between Grand Avenue and Iris Street. This is a major commercial corridor that already generates heavy foot traffic, and the lack of sidewalks is a serious safety concern. Another is Winfield Avenue between Grand and Broadway. It is intended that this will eventually form part of the citywide trail loop, and it would greatly improve access between the Grand Avenue commercial corridor and neighborhoods to the west, many of which do not have sidewalks.



Saunders Park – the City’s second largest – currently does not have internal trails or sidewalks, and very minimal pedestrian access to surrounding neighborhoods



On North Broadway Street, the sidewalk presently terminates two blocks south of a cluster of commercial businesses by Winfield Avenue



TRANSPORTATION LINKAGES



There are no sidewalks on South Street, where the Heritage Mobile Home Park is located. This dense cluster of housing was home to 137 residents in 2010, including 1/5 of the City's Hispanic/Latino population.



This portion of Linden Drive presently does not have sidewalks, although it serves as the main collector street for the Linden Heights neighborhood, home to Sunnyside Apartments and the site of an additional, planned apartment complex.

The Bike and Pedestrian Circulation Plan also includes several sidewalk and trail segments where it is necessary for future upgrades to take place, to make them more accessible and structurally safe for pedestrians. In several instances, such as the western portion of Henry Street, the existing sidewalk is very narrow, and not sufficient to serve pedestrians traveling between Downtown and the west side industrial park. Elsewhere, the portion of Walnut Street between Washington and the Old Threshers Grounds has excessive cracking and uneven panel elevations caused by adjacent tree root systems.

In addition, along the segments in question, it is important to ensure that crosswalks at intersections are ADA accessible, with the appropriate infrastructure to ensure a safe crossing for all potential sidewalk users. So far, the City has already installed 516 new curb ramps since 2004, including 329 with warning tiles in place. While this momentum is very promising, the City must continue to keep pace in order to achieve its overall goal, with a particular focus on the 'primary connection sidewalks' identified here.



Narrow sidewalk on West Henry Street



Modern crosswalk with ADA accessible curb ramps and warning tiles— Main and Green Streets

FUTURE LAND USE



Defining future land use is an important component of a Comprehensive Plan. The objective of this section of the Plan is to provide a working outline for future development in Mount Pleasant. This section and its vision are intended to be used by City Council, Planning & Zoning Commission, and City Staff when making decisions and recommendations regarding land use in the City. The vision and plans found in this section are not a mandate for what will happen but rather a guide to ensure that responsible and effective land use patterns help Mount Pleasant be the best community it can be.

Future Land Use Map

The Future Land Use Map presents a clear vision for the way in which all land in the City of Mount Pleasant will be used in 2030. Based on input from City staff, local interviewees, and survey respondents, this plan represents the most appropriate and desired uses for land throughout the City. In general, in the geographic core of the City, the desired Future Land Use is the same (or very similar) to what it is currently used for in 2016. Much of the changes occur in the outer portions of the City, with the bulk of changes in the central city involving infill development on presently undeveloped land. However, a number of changes have also been made that would alter the existing, developed use. These changes do not reflect an immediate or direct effort on the part of the City, to acquire and change the use by legal intervention. Rather, they simply express the City's ideal, long-term vision for those properties, which are inconsistent with the use that is presently there. If these changes do occur, they will do so on a gradual basis, with the full support and cooperation of private property owners.

A particularly noticeable difference between this and the Current Land Use Map, is the presence of a large area of land that, as of 2016, is outside the City's corporate boundary. Once again, it should be noted that this does not reflect an immediate or direct effort by the City, to aggressively and forcefully annex all of the land shown on this map. It is merely an ideal vision for what the geographic extent of the City will look like in 2030, or even further into the future. It is very likely that much of this land will still remain unincorporated in 14 years. After all, the added portion encompasses over 2,800 acres of land, which when added to the City's existing 5,500 acres, results in an increase in size of 51% (8,300 acres total). However, there is also a strong likelihood that developments which necessitate annexation will occur in any individual portion of this expanded area during this 14-year period. Thus, the expanded boundary can essentially be interpreted as, 'By 2030, Mount Pleasant will grow to encompass anything up to and including the 8,300-acre Expanded Boundary'.

It should be noted that the category of 'Agriculture' has been removed from the Future Land Use Map. While some areas of land at the periphery will likely remain as farmland in 2030 (particular that which is currently unincorporated), it is acknowledged by the City that agriculture is not a sufficiently productive use to have within a City's boundaries.

One notable exception is the Camp Harlan Historic District, on Courtland Street at the far northwest side of the City. This District encompasses a 73-acre area of land that should remain in its present state to be consistent with its historic character. Accordingly, no further development is desired on this property, and it is included here as the sole instance of the 'Historic Agriculture Reserve' land use category.

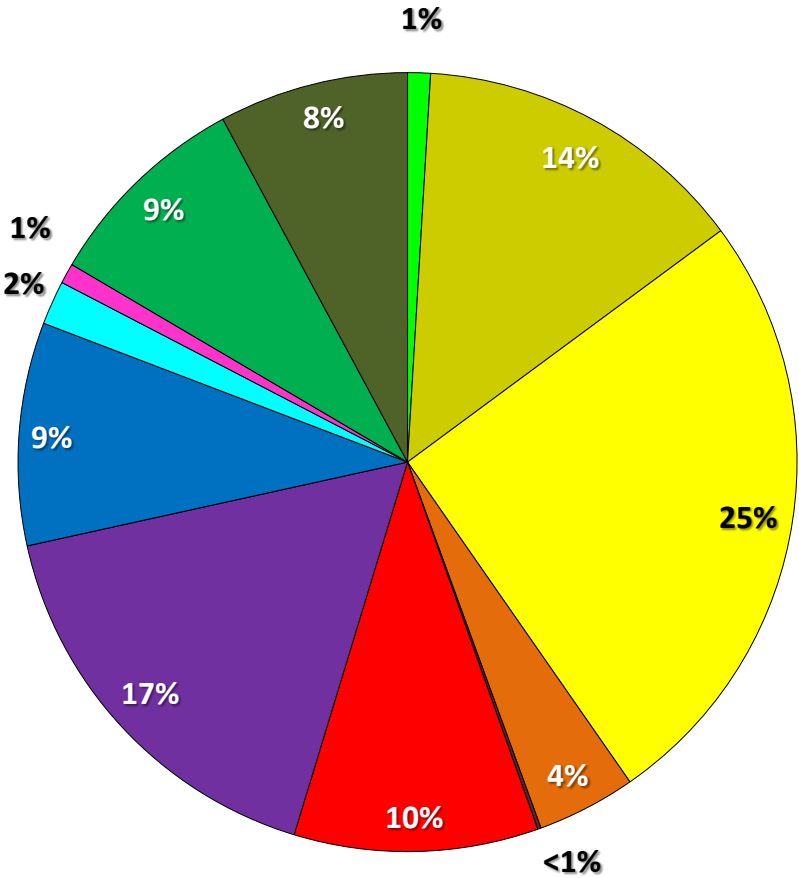
Note: Presently undeveloped areas shown as 'Higher Density Residential' or 'Low Density Rural Residential' on the Future Land Use Map are subject to change to 'Lower Density Residential', and vice versa. This Plan represents a preliminary assessment of which locations would be most appropriate for residential uses of a higher density (i.e. apartments, townhomes, and condominiums). The same is true for single-family development of a very low density at the city's outer fringe. It does not, however, represent a firm commitment to the exact geographic placement of these uses, particularly in areas where a neighborhood street grid is not yet present. Accordingly, for the purposes of achieving the land use vision outlined here, the general category of 'residential' is comparatively more important than whether it is 'higher' or 'lower' density.

FUTURE LAND USE

The table and graphs to the right highlight the full extent of land uses envisioned for each category, by its land area and percentage of the total. In this case, the 'total' refers to all land within the 2030 Growth Perimeter. As previously noted, it should not be assumed that *all* land within this perimeter will be within City limits by 2030. Rather, it encompasses any and all land that *may* be within the City's boundaries by that time.

For comparison, the percentages for the Future Land Use Plan are compared side by side with the same respective values for the Current Land Use Map (as shown in the Land Use chapter).

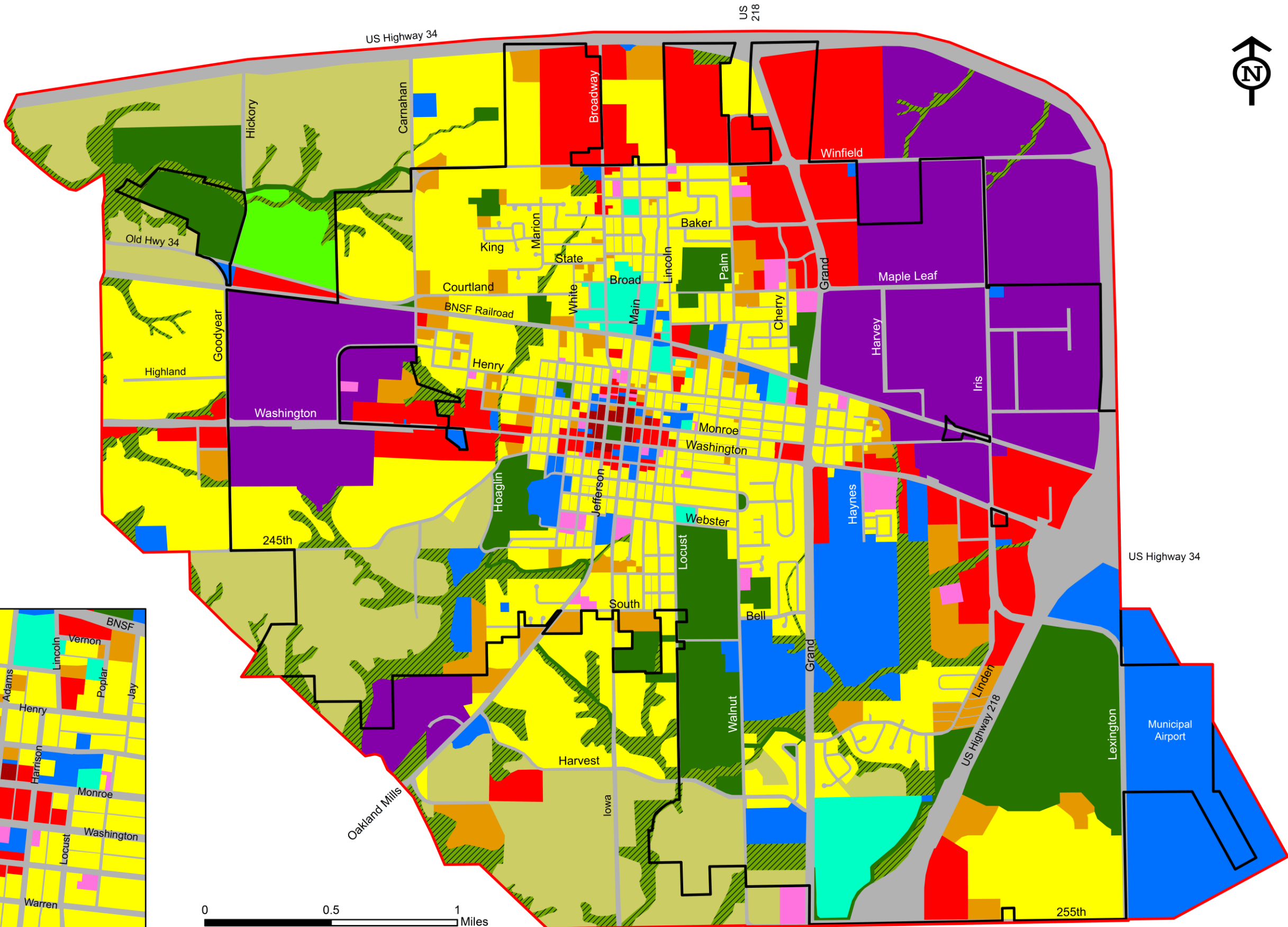
	Color	Square Feet	Acres	Percentage	Current Land Use (%)
Land Use Type		318,194,333	7,305	100.0%	100.0%
Historic Agriculture Preserve		3,012,504	69	0.9%	29.1%
Low Density Rural Residential		44,321,438	1,017	13.9%	2.2%
Lower Density Residential		80,987,265	1,859	25.4%	14.6%
Higher Density Residential		13,076,517	300	4.1%	2.2%
Downtown Mixed Use		442,860	10	0.1%	0.1%
Commercial		32,226,732	740	10.1%	5.7%
Industrial		53,604,524	1,231	16.9%	11.3%
Civic/Institutional		29,448,906	676	9.3%	9.3%
Education		5,803,752	133	1.8%	1.8%
Church/Nonprofit		2,667,964	61	0.8%	1.1%
Parks/Recreation/Open Space		27,596,581	634	8.7%	9.5%
Conservation and Open Space		25,017,383	574	7.9%	N/A



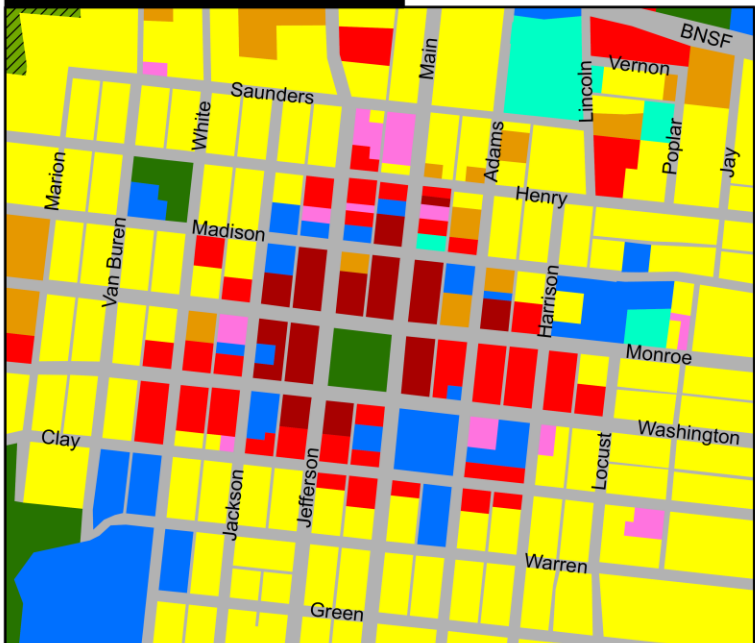
Mount Pleasant, Iowa - Future Land Use Map (2030)

Legend

- Historic Agriculture Reserve
- Low Density Rural Residential
- Lower Density Residential
- Higher Density Residential
- Downtown Mixed Use
- Commercial
- Industrial
- Civic/Institutional
- Education
- Church/Nonprofit
- Parks/Recreation/Open Space
- Conservation and Open Space
- Transportation Right-of-Way
- Current City Limits (2017)
- 2030 Growth Perimeter



Inset - Downtown Area



FUTURE LAND USE

Low Density Rural Residential

The areas at the outer fringe of the City (including presently unincorporated areas) are especially well suited for very low density single-family homes, on properties of 20,000 square feet or more. This home layout correlates directly with the City's Suburban Residential (SR) Zoning District. Presently, homes of this nature are only present in a small area at the southwest corner of the City, off of West Clay Street. Areas further to the west from this existing cluster are also highly appropriate for this type of housing, because of the rolling topography and naturally wooded landscape around Big Creek.

Housing of this especially low density is expected to have a very minimal impact on the natural environment, essentially 'blending in' by positioning homes amid pockets of preserved woodland and open space. They also help manage stormwater drainage in these sensitive areas, by introducing a very limited amount of impervious surface (i.e. buildings and pavement). A final advantage they offer is their strong appeal to a certain segment of homebuyers, who desire a more 'rural' feel to their surroundings – one that is better connected to nature than a dense urban neighborhood. As a testament to this, housing of this type is also already present along Old Highway 34 near the golf course (presently unincorporated), and several patches of land directly south of the City.



Lower Density Residential

This plan calls for a significant amount of additional land to be used for housing of a lower-density – one or two units per structure. This includes areas presently within City limits, as well as presently unincorporated areas with a potential for annexation. Development should gradually proceed outward in a logical, methodical way, building off of existing residential subdivisions, and continuing to utilize the existing street grid.

Two specific areas have been chosen for inclusion within the two 'Development Concepts', which are included in this Plan. The first of these is the area beyond the present northwest corner of the City, west of Broadway Street and north of Courtland. The other would be an entirely new area of residential uses, situated just south of East Lake Park. The Development Concepts illustrate an approximate, detailed outline of how land will be arranged between uses, streets, and other infrastructure.

Another area where lower density residential uses are desired is to the south of South Street, between Oakland Mills Road and Locust Street. Much of this area is presently unincorporated, but because of the close proximity to Downtown, and the intended westward extension of Harvest Drive, this is a logical area for new residential development, similar to what is already present just to the north. To the west of Downtown, the area north of Clay Street, between Hickory Avenue and Saunders Park, is also a desirable location for lower density residential development. Finally, additional residential development is desired in the area to the west of Goodyear Road, between the BNSF railroad and Clay/245th Street. Presently unincorporated, it contains two existing residential subdivisions – Westhighland North and South. The present layout of these neighborhoods is highly conducive to additional development in the surrounding area.

FUTURE LAND USE

Higher Density Residential

The City intends to ensure that as when new multi-family housing is constructed, that it is evenly distributed geographically throughout the City. It is not desired that additional development of this type occur in areas that already have a high concentration of multi-family units. Neighborhoods with a mixture of single and multi-family units allow for a healthy level of interaction between residents of mixed incomes, professional affiliations, and personal backgrounds. This level of social cohesion is essential for enhancing Mount Pleasant's reputation as a friendly, productive and, progressive-minded community.



In areas where residential street grids have not been established, it is difficult to ascertain the precise location of multi-family development within an otherwise single-family neighborhood. Thus, the Future Land Use map provides only a rough approximation of where this development should locate. It is desired that the overall acreage of multi-family uses be consistent with this map, though the precise location of specific developments may differ.

Downtown Mixed Use



Presently, despite the historic mixed use character of the Central Downtown remain devoted solely to commercial uses. While the number of upper story residences has grown substantially in recent decades, there is still plenty of room to grow. In some cases, upper-story space that is presently undeveloped or used for offices can be renovated to accommodate living units. In others, single-story structures can be expanded to house upper-story space for residential uses. In addition, the former City Hall building may be retrofitted for a mix of uses.

Commercial

The East Washington and North Grand Avenue corridors will be the primary hubs of Commercial land use in 2030. All undeveloped land in the immediate vicinity of existing businesses should be developed for additional commercial uses, clearly establishing this area as the premier retail shopping and casual dining destination of Henry County. Additional commercial development and redevelopment is also desired along the West Washington Street Corridor – an area which presently includes a significant amount of underutilized buildings and land. While East Washington and North Grand will be the primary community gateways for shoppers from surrounding communities, West Washington should remain as a smaller cluster of retail businesses serving local residents.

Finally, the outer fringe of Downtown is a desirable location for additional stand-alone commercial development, similar to that which is already present. In this area, small pockets of older residential homes remain within Business Zoning Districts, and it is intended that they eventually be redeveloped for commercial uses, as the market dictates.



FUTURE LAND USE

Industrial

In 2030, Industrial land uses in Mount Pleasant should be concentrated entirely within three specific areas. First is the large cluster that currently comprises the E.A. Hayes and Crossroads Industrial Parks at the east end of the City. It is desired that, once this land becomes full with active industrial uses, additional industrial development should proceed northward, to encompass all of the land within the Highway 218 bypass.



The next industrial concentration is at the west end of the City, bounded by Goodyear Road to the east, and the BNSF tracks to the north. All undeveloped land that is presently zoned Industrial should be developed for this type of use. Finally, the quarry off of Oakland Mills Road is expected to remain in operation well into the foreseeable future.

Civic/Institutional

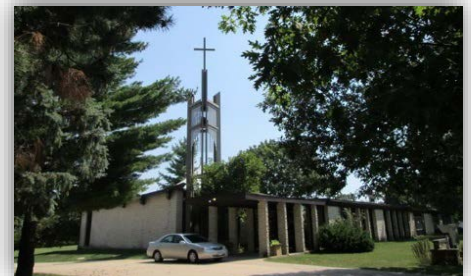
It is not expected that uses of this type will grow in any significant capacity by 2030. One clear exception is the Mount Pleasant Municipal Airport. Plans for a new, longer runway – parallel to the current one, necessitate that the physical footprint of the airport be enlarged to the south and east. Land along Iris Street/Lexington Avenue will be used for a new public terminal building (fixed base operations), while the current buildings will be used solely by airport staff, for maintenance purposes. In addition, the City is currently planning to construct a new replacement water well within city limits. Finally, a new electric substation for Mount Pleasant Utilities will be located on the southeast side of the City, along Iris Street.

Education

The distribution of land in this category is largely unchanged from the Current Land Use Map. Land that is owned by Iowa Wesleyan University, but currently undeveloped, is shown in the Education category – a logical and likely expansion of the existing campus and its built environment. Additional expansion of the campus footprint may occur prior to 2030, but Wesleyan staff have not yet committed to a precise plan for what this would look like. Similarly, presently undeveloped land around the Mount Pleasant Community High School is shown as Education – likely to be used for additional academic and athletic facilities for the school, and possibly a new central office for the Mount Pleasant Community School District.

Church or Nonprofit

Given the nature of these uses, it is beyond the discretion of a municipal government to prescribe where such facilities locate in the future. Accordingly, the Future Land Use map shows only the locations where such facilities presently exist. This plan should not be interpreted so as to prohibit the expansion or relocation of these facilities, or the establishment of new ones, wherever deemed appropriate by the respective institution.



FUTURE LAND USE

Parks and Recreation Space

This plan includes several additional park & recreation facilities. It is desired that a new park be located in the north-central part of the city, an area that does not presently have a sizable, multi-purpose public park. Also, with new residential development planned to build off of existing neighborhoods at the City's northwest corner, it is necessary to allocate a share of this land to parkland for future residents. The logical location for this would be at the interface between the new development and the existing Rolling Acres and North Lawn Subdivisions. To aid in drainage between farmland and homes, a small wetland is positioned behind the Oakwood Village apartments, and this could be incorporated into the design of the park.

The Future Land Use map also delineates three new sections of off-road trail, part of the overall network presented on the Bike and Pedestrian Circulation Plan included within this document. Finally, it is desired that the current footprint of the 9-hole golf course at the Mount Pleasant Country Club be expanded, to allow room for a full 18 holes. The additional land is located north of the creek that presently forms the Club's northern boundary.



Conservation and Open Space

Presently, the Mount Pleasant Zoning Ordinance includes an Overlay District called COS, Conservation and Open Space. As stated in the Ordinance, the purpose of this District is:

"to provide standards that limit development on the hillsides and flood plains in order to minimize the danger to life and property which results from development undertaken without full realization of such danger, and to preserve and protect the heavily wooded areas, drainageways, flood plains and the visual and environmental qualities, and to prevent ecological degradation of such areas."



As of 2016, however, this District has not yet been put into practice anywhere in the City of Mount Pleasant. As such, the Future Land Use Plan includes an additional land use category called Conservation and Open Space, to display the preferable extent of this Overlay District, when fully utilized to protect the natural resource corridors within the City. The map depicts an approximation of all active streams, wetlands, and wooded hillsides, including those that pass

through otherwise fully developed neighborhoods and districts. At the present day fringe of development in the City, it is especially critical that new development does not disturb the natural drainage patterns and sensitive ecological systems that are currently present. In particular, riparian vegetation around streams should be preserved, and development should not encroach into low lying areas where flowing water is likely to collect.



TARGETED GROWTH AREAS



This section describes two targeted future growth areas in Mount Pleasant. A Comprehensive Plan should assist a community with looking to the future and the plans in this section outline potential growth plans for areas on the southwest and northwest edges of the city. Planning for new development in undeveloped areas creates a great opportunity for the City to plan ahead in terms of not only land use but also for infrastructure, school placement, recreational amenities, and other aspects of a community. The plans in this section are not a mandate for how these areas will be developed but function as a general guide of how they could be developed following good planning principles.

TARGETED GROWTH AREAS

Targeted Grown Areas

Because a very large amount of land on the Future Land Use Map is currently used for agriculture or is undeveloped, it is necessary to identify those areas that are likely to develop the soonest, and establish a conceptual outline for how the development should take shape. This presents an opportunity for the City to plan ahead not only for the types of land uses present, but also the placement of streets and other infrastructure, the shape and size of parcels, and other related factors. Accordingly, two such Development Concepts were created – first the Northwest Growth Area, and then the Southeast Growth Area. It is very likely that both of these areas will be fully developed by 2030, and these Development Concepts are intended as a general guide for what this will eventually look like.

Note: Neither of these maps should be interpreted as a firm commitment to the precise geographic placement of residential use types, roads, trails, parks, or retention ponds. Rather, it is intended as an illustrative example of what such development would resemble at full build-out. The footprints of existing buildings are shown on each map, strictly for context in highlighting development that has already occurred.

Northwest Growth Area

The Northwest Growth Area encompasses land immediately to the north and west of the Rolling Acres, North Lawn, and Kinney Subdivisions, which are all fully developed with residential uses. In hindsight, it is recognized that the street network in this neighborhood was very poorly coordinated when those subdivisions were originally platted. As a result, the traffic generated by around 200 single-family homes, plus the 24 unit Oakwood Village Apartments, is forced to utilize one of only 3 options as an outlet to reach the nearest arterial street, North Broadway. In addition, most of these streets are comparatively narrow, and there is virtually no continuity of flow from east-to-west, as most of these streets end in 3 way intersections on either side of North Marion Street.

Presently, much like pieces of an uncompleted puzzle, the aforementioned subdivisions offer obvious extension points to connect with additional development to the north and west. However, because neighborhood traffic is already heavily dependent on a limited number of outlets, it would be highly inadvisable to build dozens of additional homes that will simply increase this demand exponentially. The proposed Winfield-Carnahan Extension (outlined in the Arterial Roads Plan Map) will accommodate this need, and neighborhood traffic will be naturally directed outward to this road, or to Courtland Street on the south.

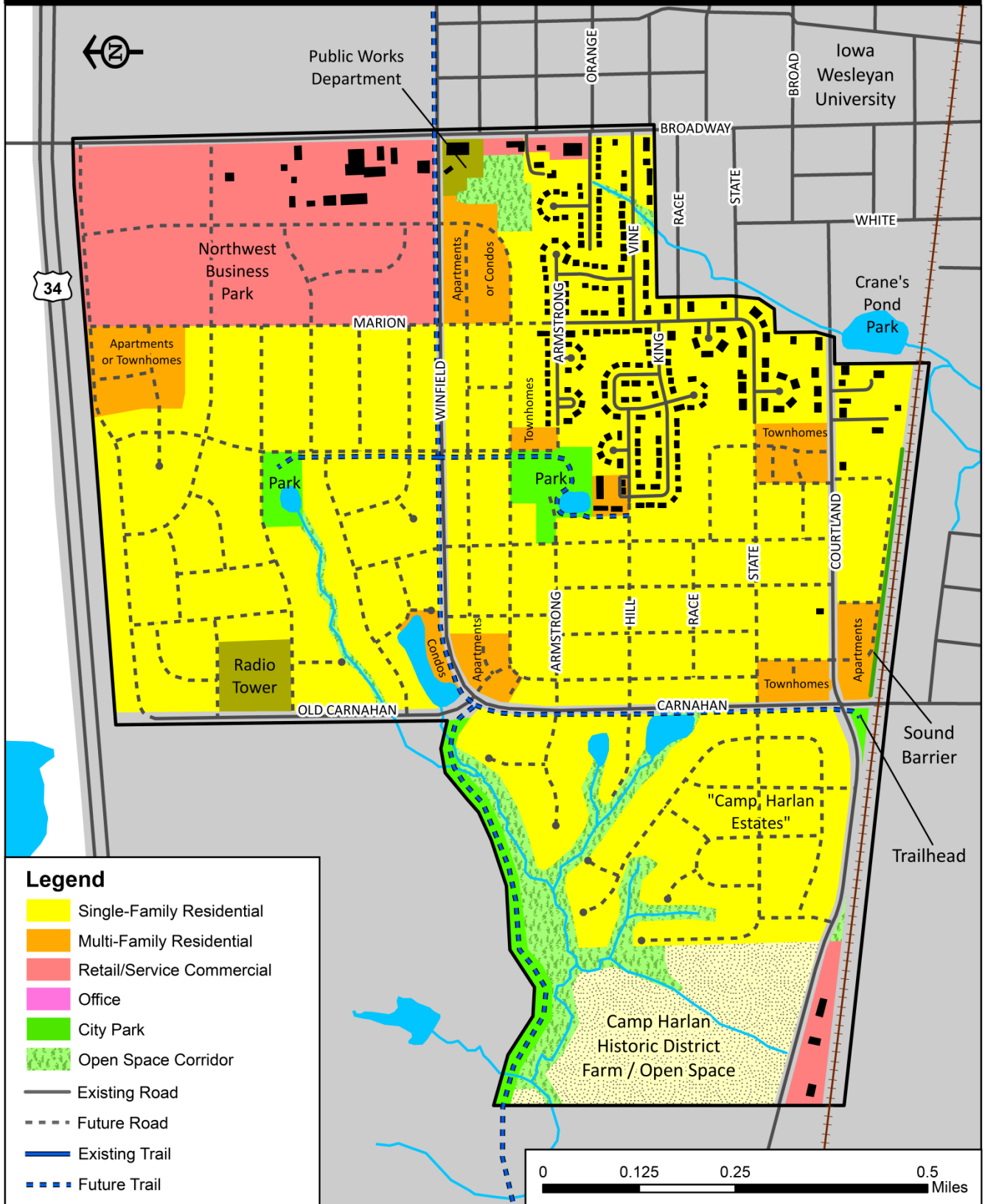
Within the new residential subdivisions, streets should be designed in a grid or modified grid, with minor curves and alterations for the sake of variety, and terminated vistas for minor streets within the center of the neighborhood. The largely consistent grid format allows for the most efficient and cost effective use of land – in terms of both ease of planning and construction, as well as quantity of tax base created. Existing streets such as Marion, State, and Hill should be extended to provide continuity and logical access points from the Winfield-Carnahan Arterial.



Contrast between modified grid (left) and curvilinear street patterns (right)

TARGETED GROWTH AREAS

Northwest Growth Area Development Concept



TARGETED GROWTH AREAS

In addition, as the Winfield-Carnahan Extension is intended to serve as an arterial loop for the northwest side of the city, it is recommended that residences be oriented away from it, with backyards facing the road frontage. Alternatively, houses would face the road frontage, but driveways would be placed in the rear, accessed from a parallel street. This would help reduce the number of conflict points for vehicles entering and exiting the road. To further accomplish this goal, intersections should be consolidated, so that streets accessing the neighborhoods on either side utilize four-way intersections, instead of staggered three-way intersections.



Contrast between consolidated 4-way intersections (left), and staggered 3-way intersections (right), along an arterial

This development concept also accounts for the desired future expansion of the citywide trails network, through the continuation of a full loop around the City. The current plan calls for a 2.2-mile northern trail arc to connect Grand Avenue and the Pilot Travel Center with the Mount Pleasant Golf and Country Club along Hickory Road. This would be the first opportunity to integrate trail planning into the design of neighborhoods and streets on the north side of the City. The Development Concept map includes several spur trail segments which feed into the larger citywide loop trail. The small, irregular land parcel at the southwest corner of Courtland Street and Carnahan Road could be utilized for a formal trailhead.



Small trailhead with shelter and informational kiosk

Southeast Growth Area

The Southeast Growth Area encompasses two separate, nearby portions of land, separated by the Highway 218 bypass. Presently, while East Lake Park is a very popular recreational amenity enjoyed by the residents of Mount Pleasant and visitors alike, it is not conveniently positioned for easy access from a large majority of the City's population. While the completed citywide trail loop will help safely direct bicyclists and pedestrians from the interior of the City to East Lake Park, the sheer distance involved can still be perceived as a functional barrier to access.

Accordingly, the City desires to use the farmland directly south of the park for developing a completely new residential neighborhood, so a sizable portion of the City's future residents have direct access to the park. This should not be interpreted as an invitation to uncontrolled housing sprawl, progressing further outward into valuable farmland to the southeast of the City. The land involved is already within the City limits, and the City does not intend to grow any further beyond Lexington Avenue and 255th Street, aside from the expansion of the Municipal Airport.

Southeast Growth Area Development Concept



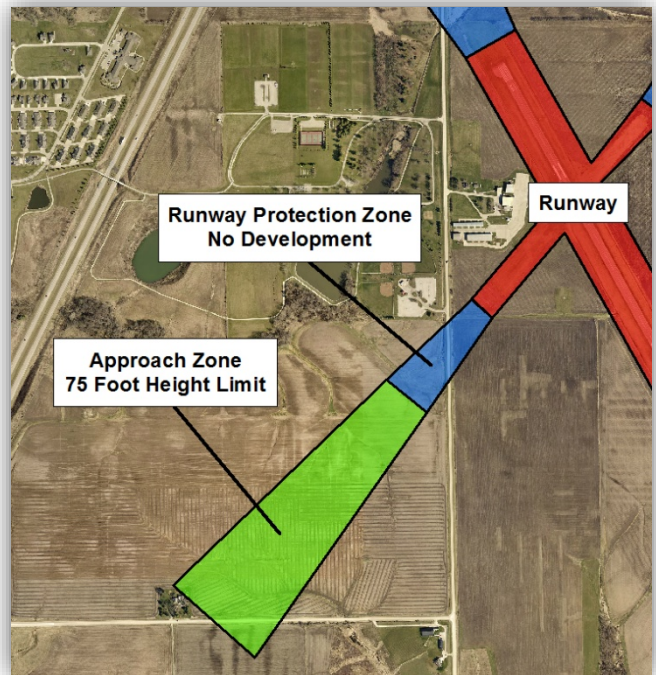
TARGETED GROWTH AREAS

As significant utility extensions would be required to serve this new neighborhood, the City should make efficient use of the land available, with single-family homes positioned on small lots of less than 20,000 square feet, similar to what is found in the core of the City. Several pockets of multi-family housing should also be located within this new neighborhood, to ensure that it is accessible to (and desirable for) a diverse demographic representative of the City as a whole.



It is also proposed that East Lake Park itself be expanded, to cover all of the land presently used for agriculture immediately to the north and west. This added space could accommodate several desired athletic and recreational amenities that are not yet present in this park (as noted on the map). In addition, spur segments of trail should be established at the northern edge of the residential subdivision, to allow direct access into the park, across the Heather Branch.

This development concept takes into account the development restrictions associated with the nearby airport runways. The Runway Protection Zone for the small east-west grass runway extends westward a short distance just beyond Lexington Avenue. Accordingly, a small southward extension for East Lake Park is proposed to cover this area – more of a ‘passive park’ space, without dedicated recreational facilities like much of the remainder of the park. This space could alternatively be used for a community garden or a restored prairie landscape. In addition, the Approach Zone for this runway extends further to the southwest, prohibiting structures taller than 75 feet. To ensure compliance, all proposed areas of multi-family housing (potentially 2 or more stories) are positioned outside this zone.



This development concept also highlights several large, presently undeveloped areas to the west of Highway 218. Progressing southward on Iris Street, and then onto Linden Drive, the land use pattern should gradually transition from commercial businesses, to offices, to higher-density housing, and finally to single-family residential. This is an especially desirable location for a new corporate office park, featuring the kinds of uses that can help to further diversify the City's economy.

The map also highlights an area of land just to the north and west of Linden Drive, where a logical expansion of the existing residential neighborhood should occur, filling in the gap between it and the State complex and wetland areas to the north.

IMPLEMENTATION



A Comprehensive Plan can only be effective if it is actively utilized. A plan that remains on the shelf, unread, does not benefit the community. There should be active progress which work toward fulfilling the objectives and goals listed in this Plan in order for Mount Pleasant to achieve its vision of being ‘the best small town in Iowa’. Future decisions regarding development should always be made with objectives, goals, and vision playing an active role. It should also be noted that this plan is a living document and that the City should consider creating a new plan whenever the goals and vision of this plan are no longer applicable to the community or become obsolete

YOUR CITY! YOUR FUTURE!

Embracing Your City! Your Future!

This plan was developed with extensive input from the citizens of Mount Pleasant and is intended to represent the overall direction for all members of the community. While the plan is developed for the City of Mount Pleasant, the vision, goals, and objectives of this plan cannot be implemented by the city government alone. Local citizens must be ready to actively participate and fully embrace the concept of Your City! Your Future! to ensure the implementation of the ideas within this document. The following section discusses the roles of the city and citizens involvement in implementing this comprehensive plan.

How will the City use this plan?

The City will use this plan as a guiding document for future city council decisions on growth and development. Unlike a zoning ordinance, the Comprehensive Plan does not specify exact uses for a piece of property. This is because the Comprehensive Plan is a guide, not a mandate. The Plan will only be effective if it is used as a guiding document because in the end it is the responsibility of City Council, Planning & Zoning Commission, and citizens to use the plan while making decisions that will shape the future growth and development of Mount Pleasant.

It is also important to remember that this plan is not designed to last forever. As Mount Pleasant changes and grows, some parts of this plan may become inaccurate or may not express the vision of the community. This is why it is important to periodically review their comprehensive plans and update them when necessary.



Who is responsible for implementing the Plan?

City Council, Planning and Zoning Commission, and City Staff are the ones who are most responsible for judicious and effective use of the Comprehensive Plan.

City Council

City Council members should have a copy of this plan and should understand the vision, goals, and objectives of the plan to ensure their decision conform with the plan. Council should annually review the plan during budgeting and goal setting to insure implementation of the plan.

Planning & Zoning Commission

Commission members should be very familiar with this plan as it is often the responsibility of the Commission to ascertain if proposed development projects meet the goals and objective of a comprehensive plan. Any recommendation the Commission gives should be in conformance with the Plan unless there is a substantial argument to the contrary.

City Staff

Key staff members such as City Administrator and Department Directors should be familiar with the plan and its connections with current and future City projects. The messages and goals of the plan should be a driving force in the operations of City Staff.

YOUR CITY! YOUR FUTURE!

How can citizens be involved?

There are many ways for citizens of Mount Pleasant to play an active role in the future of their community. For example, attending city council meetings, serving on committees, or volunteering at local events are all proactive ways to be actively involved in shaping the future of YOUR CITY! YOUR FUTURE!

City Council meetings

Attending City Council meetings is one of the best ways you can be involved with growth and development in the community. Every citizen has the opportunity to speak regarding agenda items at each meeting, with a five minute limit on remarks. Regular meetings are held every second and fourth Wednesday (except on holidays) at 5:30 PM in the Council Chambers at 307 East Monroe Street. To receive a copy of the City Council meeting agenda, contact the City Clerk at 319-385-1470. If you want to request to place an item on the council's agenda, contact the City Clerk, City Administrator, or the Mayor with a written request.



City Council Meeting at old City Hall
photo source: Mount Pleasant Daily News

City Council

City Council is composed of six elected community members, with one representative from each of the four wards as well as two at-large members. Council members are elected to four year terms and there are election every two years. Make sure to be active in your city elections and have your voice be heard. Or you could even consider running for City Council. Being a member of City Council is a large responsibility but it is one of the most direct ways which a citizen can be involved with growth and development.

Citizen committees

In addition to the City Council, there are also citizen committees which residents may join. These committees work on different issues in the community. Each committee has a set number of members and depending on the committee, membership is through election, appointment, or are filled by volunteers. If you are interested in serving on a committee, contact the City Clerk at 319-385-1470 or contact a City Council member. Currently, the active citizen committees in Mount Pleasant are as follows:

Airport Advisory Committee

Board of Adjustment

Community Development Committee

Construction Board of Appeals

Historic Preservation Commission

Human Rights Commission

Library Board

Mount Pleasant Area Development Commission

Regional Revolving Loan

Parks & Recreation Board

Planning & Zoning Commission

Utility Board



Southeast Iowa Regional Planning Commission
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