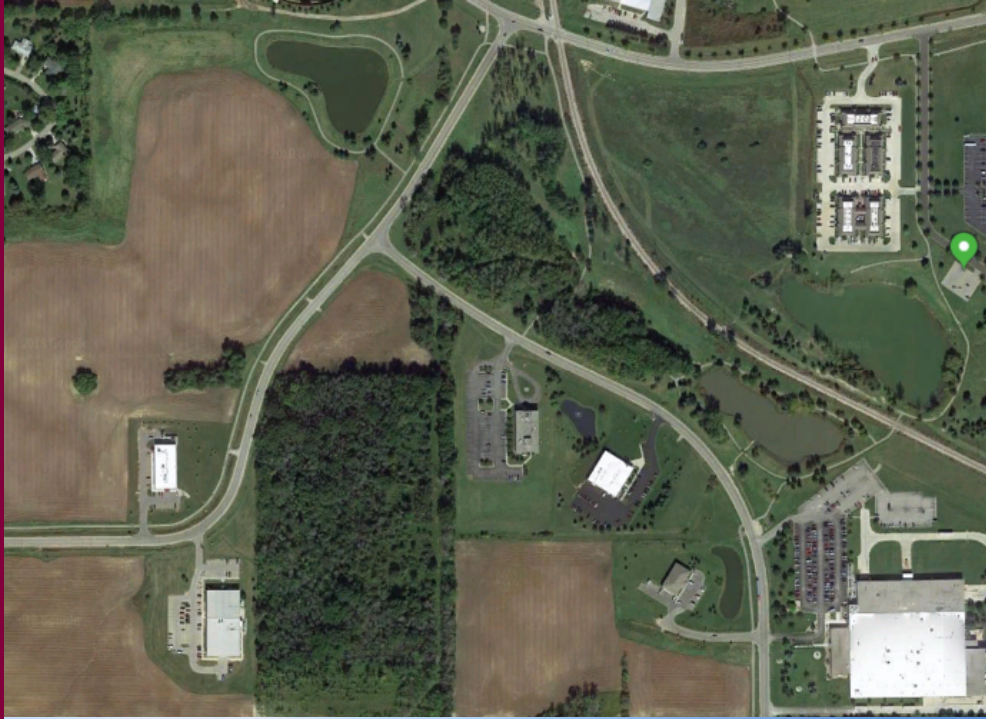


# The Mount Pleasant SmartZone District



# SMART ZONE

Primary Contact:  
James McBryde  
(989) 772-2858 (office)  
(989) 824-0645 (mobile)  
[jmcbryde@mmdc.org](mailto:jmcbryde@mmdc.org)  
[mmdc.org](http://mmdc.org)



# AT-A-GLANCE INFO

## Location

- Mount Pleasant, Michigan has a fulltime resident population of 25,000 and a student population of 26,000 attending Central Michigan University
- Midland, Michigan: Population 42,000 is 28 miles away and is home to Dow Chemical
- Lansing, Michigan: Population 117,000 is 68 miles away and is home to Michigan State University

## Area

The Mount Pleasant SmartZone District is 300 commercial acres dedicated to high-tech industries, manufacturing, and development. Currently, 11 businesses are on-site, including the North American Headquarters of American Mitsuba. Of the total land, 114 acres remain available for development.

## Surrounding Use

The proposed location is not adjacent to residential areas

## Transportation and Access

<b>Rail</b>	Great Lakes Central Railroad runs through site
<b>Distance to International Airport</b>	MBS: 40 miles. LAN: 71 miles.
<b>Distance to Local Airport</b>	Mt. Pleasant Municipal: 5 miles
<b>Distance to Nearest Highway</b>	<1 mile. Located off Business US-127
<b>Distance to Nearest Interstate</b>	2 miles from US-127 South ramp
<b>Ports Within 200 Miles</b>	Container port No. 1 Bay City (East): 52 miles Container port No. 2 Detroit (South): 164 miles Container port No. 3 Muskegon (West): 100 miles

## Site and Utilities

<b>Site Size</b>	114 Acres Available. Total Property is 300 Acres.
<b>Topography and Geotechnical</b>	Terrain is generally level. No protected areas. A Geotechnical Assessment was completed in 2012 for a nearby parcel, indicating soil bearing of at least 4,000 psf. New assessment recommended.
<b>Barriers to Construction</b>	No identified barriers to construction.
<b>Electricity</b>	Specific questions should be directed to Consumers Energy: Michelle Eaton, Economic Development Manager (810) 760-3497 michele.eaton@cmsenergy.com
<b>Water</b>	Design Capacity is 8.24 MGD
<b>Industrial Wastewater</b>	Design Capacity is 4.14 MGD
<b>Gas</b>	Capacity for 12,000 CCF at delivery pressure of 1/4-1.0 psig
<b>Environmental</b>	No known environmental concerns. Greenfield property.
<b>Flood</b>	Flood Zone X
<b>Timing</b>	Detailed timeline included on following pages.



# TIMING & PROCESS

## Criteria for University Approval

If a company or project discussed meets the below guidelines, it will be summarized by the President and CEO of CMURC and presented in a preliminary screening to the CMU Vice President for Finance and Administrative Services who shall serve as key contact with the University for consideration of new projects requiring the lease or sale of land in the CART.

### *The company's fit with the CART Mission and strategic plan will be critical*

- Companies should be technology based, or offices and related facilities of research, educational institutes, or professional, training, research, scientific or engineering associations or facilities intended for manufacture, production or assembly of products of technological nature, provided that production is supported by onsite research or product development activities and can operate safely within the park's overall infrastructure
- Companies that create a sufficient job quality
- Companies that improve the tax base for the taxing jurisdiction

### *Businesses must advance the academic mission of the University*

- Provide internship opportunities and "hands on" experience for students
- Provide opportunities for students, faculty and staff to interface with professionals and business people successfully operating in their field
- Provide opportunities for consulting and entrepreneurship for students, faculty and staff
- Provide additional facilities for carrying on research by students, faculty, and staff
- Intended project must comply with the CART's Protective Covenants
- The business or project, while not part of the University, must reflect a positive image and position of the University
- The business or project will have quality management and critical stakeholders (investors, etc.)
- The business or project must be deemed to be a viable business

## Basic Timeline of Action

**Step 1** Summary of proposal presented to CMU VP of Finance & Administrative Services for preliminary screening and validation of support with appropriate potential stakeholders. If supportive, authorizes Step Two. Alternatively, could suggest project modifications which will be iterated with those proposing project.

**Step 2** Presidents of CMURC will conduct due diligence on the proposed project obtaining assistance from CMU as needed. The due diligence will include review of the quality and soundness of project's business plan including adherence to CMURC mission and Restrictive Covenants.

**Step 3** The project is presented for review to the CMU VP of Finance & Administrative Services and General Counsel. Simultaneously, the project will be reviewed with the City of Mt. Pleasant Manager.

**Step 4** Preparation for CMU Trustees Consideration.

Upon receiving preliminary approval of the City Manager, the CMU VP of Finance & Administrative Services will determine what offices and/or associates within the University need to be involved in the review and analysis of the proposal. He/ she will convene these persons, make assignments, and set short deadlines for completion of assignments. Additional material will likely be required during this step including but not limited to the following:

- Preliminary schematics/proposed design
- Draft lease and/or term sheet
- Further or more in-depth due diligence

The identity of the developers, the nature of the proposal, and other information about the proposal will be held in highest confidence.

The CMURC President and CEO will be responsible for informing and updating the CMU President on any proposals. After consultation with the President, he/she will be responsible for informing, consulting with and updating trustees, as appropriate for the particular proposal.

The VP for FAS will be responsible for informing and updating other constituents & partners (City of Mt. Pleasant, etc) as appropriate. The CMURC President and CEO will facilitate communication with the CMURC Board, maintaining their support and garnering their input.

## Step 5 Board of Trustees Communication and/or action.

The sale or lease of land within the SmartZone requires Board of Trustees approval. The CMURC President and CEO, at the direction of the CMU President, will facilitate appropriate communication(s) with the Board or its committees to familiarize members with the proposal, to discuss questions and issues, and to allow appropriate University administrators to obtain additional information before the board is asked to act.

The CMURC President and CEO will be responsible for recommending to the President of CMU when a project is ready for Board of Trustees action and should therefore be placed on the agenda for a Board meeting to facilitate action as appropriate per the project need. He/she will also be responsible for preparing the Board pre-read material and the presentation(s) necessary for their consideration of the project.

## Step 6 Upon CMU Board of Trustees approval the University President, through the CMURC President and CEO, will coordinate efforts on negotiating definitive terms of lease or sale with the developer or prospective business owner(s).

## Step 7 CMURC President and CEO will coordinate a site plan review with the potential developer and the CMU Associate Vice President for Facilities Management team.

## Step 8 Once the preliminary site plan review is conducted, the CMU Associate Vice President for Facilities Management will authorize moving forward to the CMU General Counsel for lease or sale preparation.

## Step 9 Concurrent with completing a definitive agreement, the CMURC President and CEO will form and lead an Implementation Review Committee minimally composed of VP of Facilities Management, and the City Director of Public Works. This team shall have general oversight of the project and ensure good communication with all stakeholders.



**Note** *This criteria and timeline are intended to guide the selection and approval processes for the SmartZone. They are not intended to replace, supersede or in any way contradict any CMU required approvals or covenants. If any such conflicts exist or arise, this guidance will be subservient.*



# PARCEL RECOMMENDATION

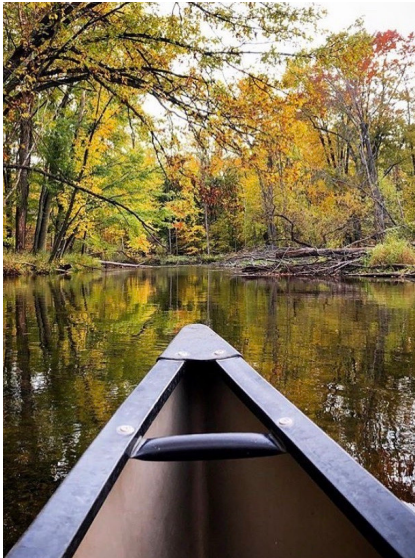
## Flexible site layout with high access to transit and rail

Understanding the value of on-site access to rail, the Mount Pleasant SmartZone District offers a unique opportunity to develop acreage that spans an active rail line. The proposed parcel also provides direct access to US-127 Business, within 2 miles of the southbound US-127 on-ramp.

US-127 runs south through Lansing, Michigan, with connections to I-96 (I-75 intersecting), I-69 (I-90 intersecting), and I-94.



# WELCOME TO MT. PLEASANT!



## Manufacturers Meet Here

Welcome to Mount Pleasant! Our community is centrally located in Michigan's Lower Peninsula and home to top-tier manufacturing companies.

Employers consistently tell us that they choose central Michigan because of the caliber of our talent. Not only are employees well-trained locally at Central Michigan University and Mid Michigan College, they demonstrate the ingenuity and grit that define Michiganders. Mount Pleasant is a great place to be in the middle of it all, with mid-sized city amenities, college town pride, and abundant access to nature and outdoor recreation.

## The Mount Pleasant SmartZone

The Mount Pleasant SmartZone brings technology experts, entrepreneurs, researchers and others together. Commercial, manufacturing and technology-oriented businesses in the SmartZone can access resources from Central Michigan University and services from the Central Michigan University Research Corporation (CMURC).



# SAY HELLO TO OUR SMARTZONE



Jim McBryde, President and CEO of  
Middle Michigan Development Corporation



Welcome to central Michigan! The Mount Pleasant SmartZone District is a great location for business and we hope you will find this brochure helpful as you consider locating or expanding your company here in the center of the state. We at Middle Michigan Development Corporation are looking forward to working with you and answering any questions you might have. We work very closely with the State of Michigan and the City of Mt. Pleasant to make sure your company receives all the assistance you need to be successful. Please let me know what we can do for you!

---



Erin Strang, President and CEO of CMURC



As a professional coworking space with accelerator programs, CMURC is headquartered in the center of the Mount Pleasant SmartZone. Entrepreneurs, professionals, and corporations can leverage the relationships between local, regional and statewide partners to accelerate businesses. Being a part of the SmartZone provides access to resources of Central Michigan University and services of CMURC. Make it happen in the Mount Pleasant SmartZone!



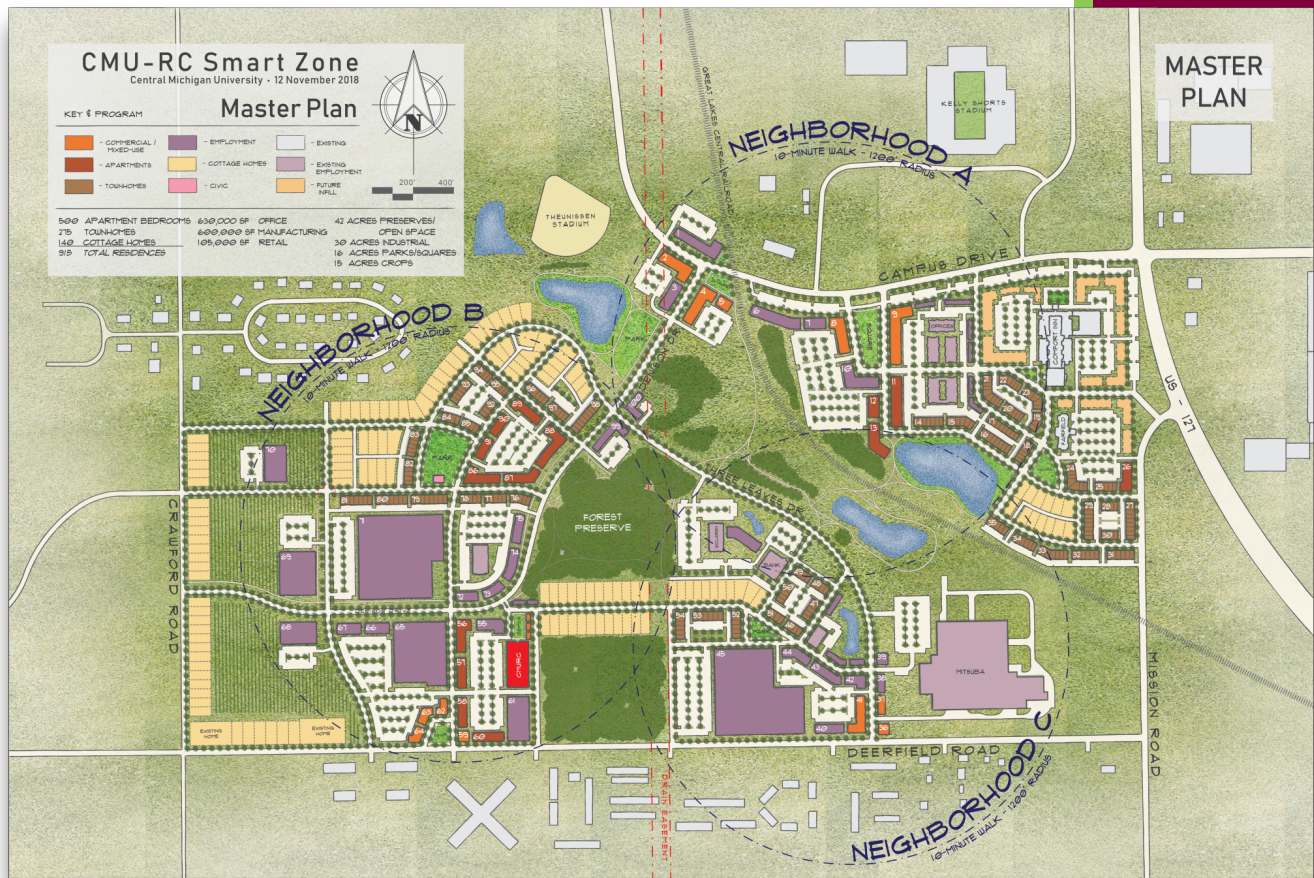


photo credit: Gibbs Planning

# CONCEPTUAL DESIGN PLAN

The Proposed 300-acre Mount Pleasant SmartZone District Conceptual Design Plan presents a vision for a mixed-use, walkable and innovative collection of three neighborhoods to promote collaboration between the university, industry, research and the community.

Prepared by Gibbs Planning Group.



# PROPERTY OVERVIEW



# PROJECT OPPORTUNITY

## Desired focus of development:

Research and Development

Automotive, Aerospace and other Advanced Manufacturing

Pharmaceutical and Medical Device Manufacturing

High Technology Ventures

Computer Systems Design and Related Services

Administrative Management and General Management Consulting Services

## Community Vision:

The SmartZone District located just south of Central Michigan University's main campus is an ideal location for a diverse mix of future development. Leveraging the talent and resources of the University, the Mount Pleasant SmartZone District serves as a fantastic investment opportunity in the heart of Central Michigan with a wide variety of commercial and industrial opportunity.

## Community Support:

Middle Michigan Development Corporation, Central Michigan University Research Corporation, Central Michigan University and the City of Mt. Pleasant are in full support of future site development.





# SITE DETAILS

## SITE DETAILS

Address	2625 Denison Dr. Mt. Pleasant, MI 48858
Current owner/total number of owners	Central Michigan University/ 1
Immediate availability of site?	YES
Sales price	Land Lease
Total size of site/property	300 acres. 144 acres available for development.
Additional adjacent land for future expansion?	YES
Identify surrounding contiguous land uses	University, Farmland, Residential, Hotels, Restaurant

## GEOLOGICAL AND TOPOGRAPHIC CONDITIONS

Are there any existing structures on the site?	YES
If yes, how many structures?	11
Describe the structures:	Industrial, Commercial, Office
Has the site been graded?	NO
Has the site been cleared?	NO
Does the site have any wetlands or streams?	YES
Has the soil clay layers?	YES
Is any portion of the site in a 100-year flood plain?	ZONE X
Is any portion of the site in a 500-year flood plain?	ZONE X
Archaeological findings on site or close?	NO
In which seismic zone is the site located?	0
In which hurricane zone is the site located?	N/A
What is the wind load zone for the site?	Exposure Classification C
Rocky ground?	NO

# SITE DETAILS

## PERMITS

Identify the site's current zoning:	SD-U; SD-RC
Existing environmental audit?	NO
Lead time for environmental permitting	Subject to MDEQ requirements
Lead time for archaeological permitting	Subject to State SHPO requirements
Lead time for air permitting	Subject to MDEQ requirements

## SITE RESTRICTIONS

Building height restrictions	YES (75 feet, 4 stories)
Has the site been contaminated or polluted in the past or still is?	NO
Outside storage allowed?	NO
Encumbrances associated with the site?	YES
If yes, please specify:	CART Covenants
High voltage power lines	All utilities for the park are underground except for above ground utility cables that run through the park along the Great Lakes Central Railroad
How far is the next fire station from site?	2.5 miles/6 minutes by car
Traffic restriction to site (truck load, night time, road width, etc.)	No restrictions

## UTILITY INFORMATION

### Electricity

What utility company supplies electricity?	Consumers Energy
Who is the contact for the company?	Michelle Eaton, Economic Development Manager, (810) 760-3497 michele.eaton@cmsenergy.com
Is electrical available on site?	YES

# SITE DETAILS

## UTILITY INFORMATION

If present on site, what lines are available?

There is low voltage distribution throughout the park. Two (2) separate 46kV lines are located along the railroad corridor.

If not on site, approximately how far away?

138kV system is located approximately 2 miles away

What is the current capacity of the utility provider?

For Consumers Energy to provide a comprehensive rate comparison, information regarding load factor, power factor, hours of operation and estimated annual kWh usage would be needed.

What is the cost of electricity?

Determined based on usage; expedited upon request.

### Water

What utility company supplies water?

City of Mt. Pleasant

Who is the contact for the company?

Jamie Hockemeyer, Water Superintendent; (989) 779-5430; water@mt-pleasant.org

Is infrastructure available on site?

YES

If not on site, approximately how far away?

N/A

What is the diameter of the water main?

12"

What is the capacity of the water station?

Current average: 2 MGD  
Design capacity: 8.24 MGD

What is the cost of water?

\$2.42/1000 gallons plus readiness to serve monthly rate between \$12.23-\$3,343.05

### Sewer

What utility company supplies sewer?

City of Mt. Pleasant

Who is the contact for the company?

Tim Middleton, Superintendent; (989) 779-5450 ext. 5451  
wastewater@mt-pleasant.org

Is sewer infrastructure available on site?

YES; in the ROW, along roadway

What is the diameter of the sewer main?

8"



# SITE DETAILS

## UTILITY INFORMATION

What is the available capacity of the waste water station?	Current average - 2.6 MGD; Design capacity is 4.14 MGD
What is the cost of wastewater?	\$2.52/1000 gallons plus readiness to serve monthly rate between \$8.86-\$12,438.67
<b>Natural Gas</b>	
What utility company supplies gas?	DTE Energy
Who is the contact for the company?	Jacqueline C. Young, Economic Development (313) 235-8965 jacqueline.young@dteenergy.com
Is gas infrastructure available on site?	YES
If not on site, approximately how far away?	N/A
What is the diameter of the gas main?	3" gas main on Dension Dr.
What is the capacity of the supplier?	Adequate to supply a building with gas demand of at least 12,000 CCF @ delivery pressure of 1/4 - 1.0 psig
What PSI is the natural gas at the site?	1/4 - 1.0 psig
What is the cost of natural gas?	\$0.66921 per CCF; gas recovery cost (gas commodity cost) is \$0.2530 per CCF
Fire insurance rating for the site?	Based on building type and State of Michigan building code requirements

## LOCATION DEVELOPMENT RESTRICTIONS

Foreign Trade Zone available for site?	YES
Opportunity zone/special economic zone?	Opportunity Zone nearby, in City of Mt. Pleasant
Other special economic development zone designation?	SmartZone (SM)
What IBC code regulates construction on this site?	2015 International Building Code with State Amendments
Maximum impervious cover limits?	YES (35%)

# SITE DETAILS

Minimum parking requirements?	YES (1 per 1.2 employees per CART covenants)
Are tornado shelters common in the area?	NO
Rainfall intensity of the area	Average annual rainfall: 33"
Highway	YES: US-127, M-20
Railroad	YES
What railroad companies serve the area?	Great Lakes Central Railroad
Is there a rail spur to this site?	Not currently
Airport (international)	MBS International Airport 9200 Garfield Rd. Freeland, MI 48623 43 miles/53 minutes by car
Airport (national)	Mt. Pleasant Municipal Airport 5453 E. Airport Rd. Mt. Pleasant, MI 48858 5 miles/11 minutes by car
Container port No. 1	Bay City (East): 52 miles/ 1 hour and 13 min by car
Container port No. 2	Detroit (South): 164 miles/ 2 hours and 35 min by car
Container port No. 3	Muskegon (West): 100 miles/ 1 hour and 55 min by car

## DEMOGRAPHICS

Population: City of Mt. Pleasant / Isabella County	25,629 / 70,775
Average unemployment rate for the past 5 years	5% (Isabella County)
City of 100,000+ population	<b>Lansing:</b> 70 miles 1 hr 2 min <b>Grand Rapids:</b> 83 miles 1 hr 26 min <b>Ann Arbor:</b> 129 miles 1 hr 53 min <b>Detroit:</b> 154 miles 2 hrs 14 min <b>Fort Wayne, IN:</b> 200 miles 3 hrs <b>Chicago, IL:</b> 261 miles 4 hr 7 min <b>Cleveland, OH:</b> 296 miles 4 hr 20 min
Nearest residential neighborhood	Wood Meadows Subdivision, Bilbrael Dr. Southgate Subdivision, Concourse Dr.

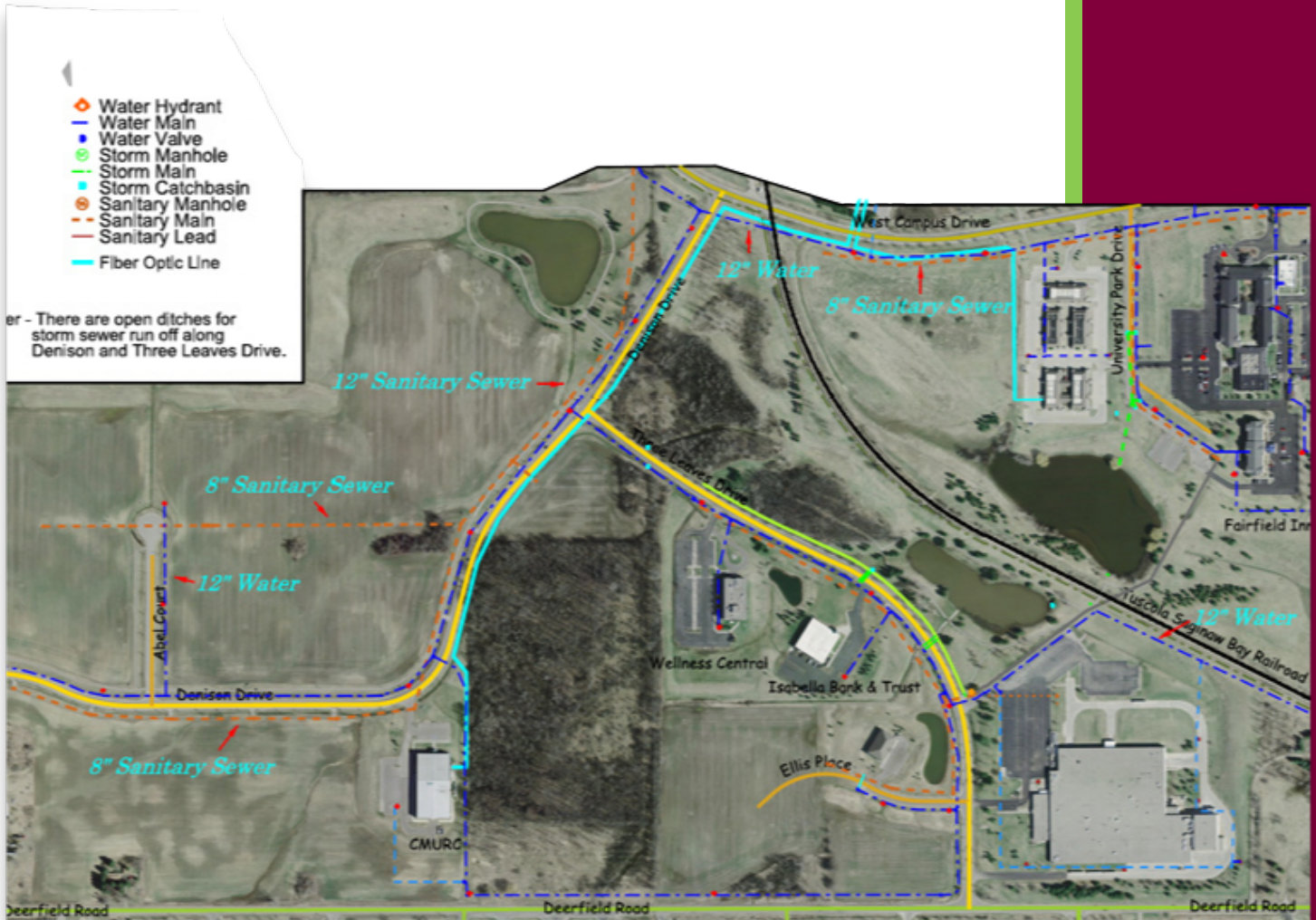
# SITE DETAILS

Nearest kindergarten	Vowles Elementary School 1560 South Watson Mt. Pleasant, MI 48858
High/vocational schools within 10 miles	Mt. Pleasant High School/ Gratiot-Isabella Technical Education Center; Shepherd High School; FlexTech High School
Community Colleges within a 30-mile radius	Mid Michigan College
Community Colleges within a 75-mile radius	Delta College: 40 miles; Montcalm Community College: 40 miles Lansing Community College: 68 miles Kirtland Community College: 73 miles
Four-year schools/universities within a 30-mile	Central Michigan University, adjacent
Four-year schools/universities within a 75-mile	Central Michigan University, adjacent; Ferris State University: 45 miles Saginaw Valley State University: 50 miles Michigan State University: 67 miles
Three-star+ hotel	Courtyard by Marriott Mt. Pleasant at CMU; Soaring Eagle Waterpark & Hotel; Soaring Eagle Casino & Resort
Full-service shopping facilities/grocery stores	Meijer, Ric's Food Center, Walmart, Aldi, Target, Green Tree Cooperative Grocery
Restaurants	Mountain Town Station, Camille's Prime, The Brass Cafe, Midori Sushi, Hunter's Ale House, Summit BBQ, Olive Garden, Red Lobster, Texas Roadhouse, and many others
Full-service hospital	McLaren Central Michigan, 1221 South Dr., Mt. Pleasant, MI, 48858





# UTILITIES AND CONNECTIVITY



Fiber-optic broadband connectivity exists throughout the entire park, extending connectivity beyond what is pictured in the rendering above.

# BUSINESS EXPANSIONS ON THE RISE

*The entire MMDC team have shown that they are dedicated to ensuring all businesses in Clare and Isabella County have access to funding and opportunity often only larger communities receive. American Mitsuba... will truly benefit the community they are located in.*

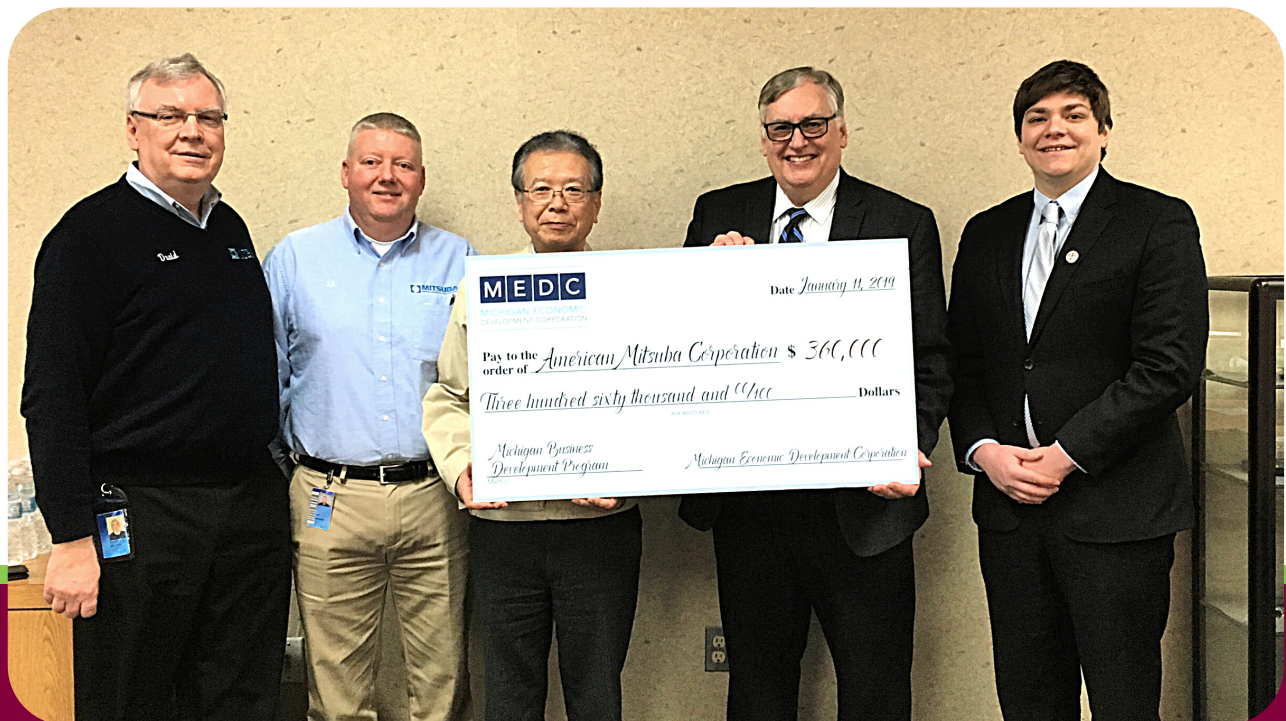
*-David Kurtycz,  
Michigan Economic Development Corporation*

## American Mitsuba Receives a Business Development Grant

American Mitsuba Corporation (AMC) received a \$360,000 Business Development Grant from the MEDC to ensure their company expansion took place at their North American Headquarters in Mt. Pleasant, Michigan rather than at their Bardstown, Kentucky location. The City of Mt. Pleasant also approved an Industrial Property Tax Abatement as part of this incentive package. As a

result, AMC has added over 40 new jobs and over \$19 million to their Mt. Pleasant facility, located within the Mount Pleasant SmartZone District.

We are willing to work just as hard for your company to ensure your success in the Mount Pleasant SmartZone District.



*Pictured from Left to Right: David Stevens, American Mitsuba Corporation Senior Vice President; Jeff Jaques, American Mitsuba Corporation Plant Manager; President Kimura, CEO/COO of American Mitsuba Corporation; James McBryde, President and CEO of MMDC; Will Joseph, Mayor of Mt. Pleasant.*





# WE ARE READY TO HOST YOU!

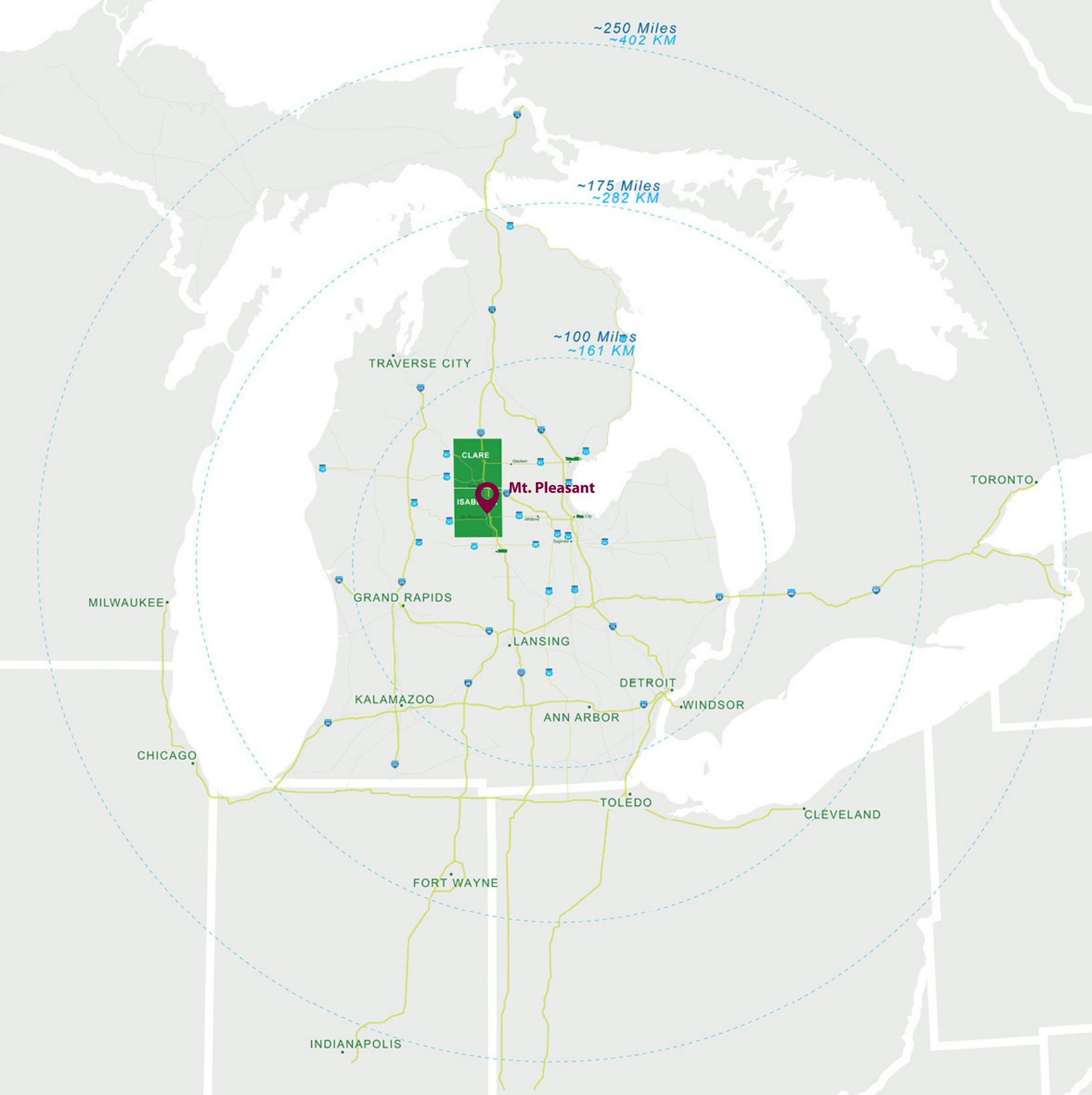
*Our team is available to assist you.*

MMDC has hosted a number of site consultant visits in collaboration with the Michigan Economic Development Corporation (MEDC) and the Great Lakes Bay Region. When meeting with site selectors, we typically include a round table discussion with area business, community and university leaders and provide a full tour of the park.

Consider yourself invited! We would be most pleased to provide you with a similar tour of the Mount Pleasant SmartZone District. We love hosting site consultant visits and are ready to answer your questions and assist you in making an individualized site consultant tour possible. Please contact us!



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