



CMURC Master Plan

Central Michigan University Research Corporation SmartZone
Mount Pleasant, Michigan

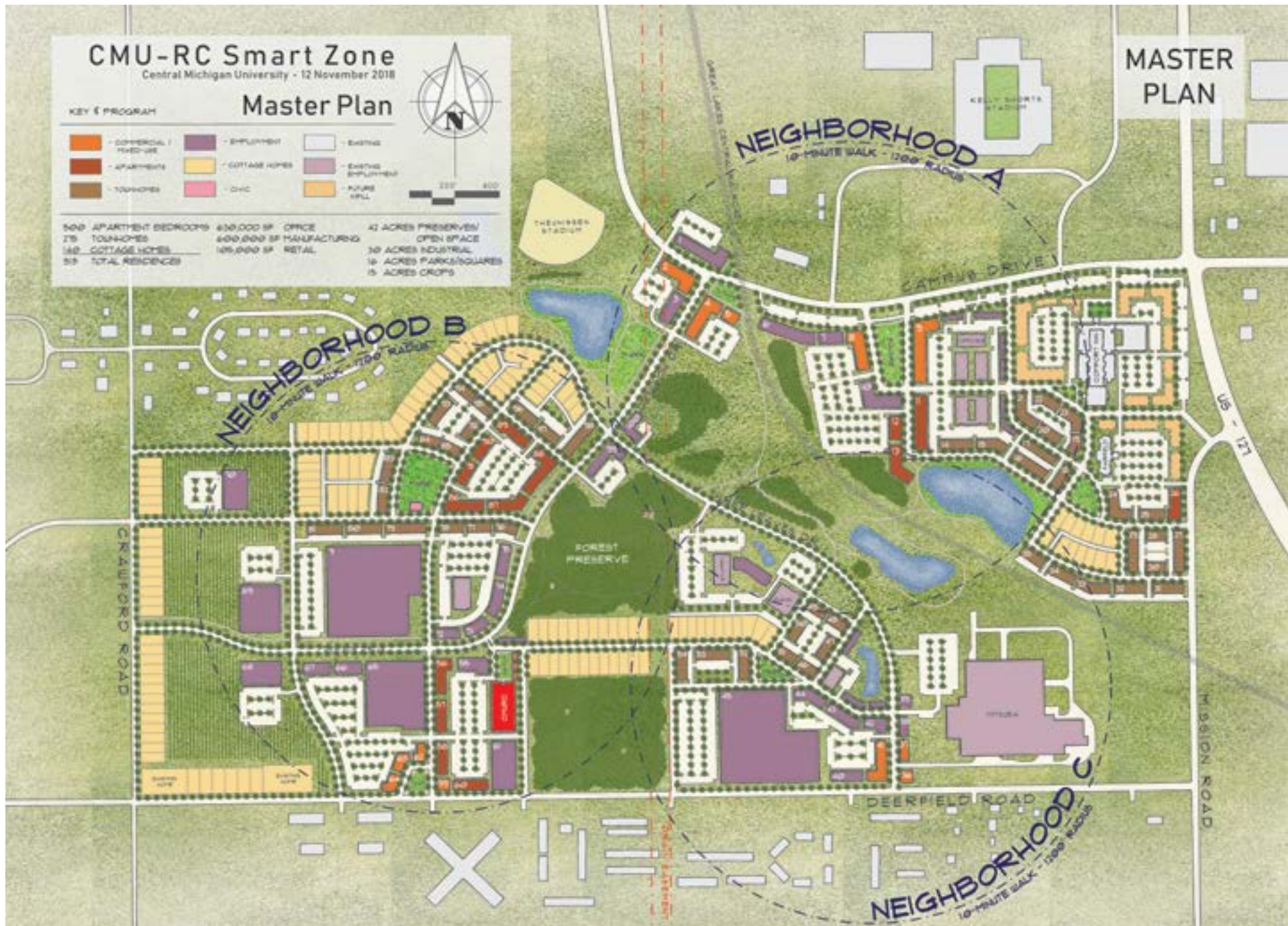
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SMARTZONE

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Master Plan Overview

The proposed 300-acre SmartZone Conceptual Design Plan presents a vision for a mixed-use, walkable and innovative collection of three neighborhoods that promote collaboration between the university, industry, research and the community. Preserving all existing streets and buildings, the plan is thoughtfully organized in an accommodating block structure to feature well-designed office, industrial, commercial and residential development.

The critical mass of complementary uses planned for the site will serve to bolster the existing community while attracting new employers and residents. Overall,

the plan will include 630,000 sf of office, 30 acres of industrial property capable of supporting 600,000 sf of new assembly or manufacturing space, 105,000 sf of retail, 915 new residences, 16 acres of parks and squares, 40 acres of preserved open space and 15 acres of cropland.

As a matter of principle, the master plan posits that an interconnected urban fabric of places to live, work and recreate will facilitate interaction and collaboration, promote civic engagement and generate inherent value for businesses, students, workers, residents and the community.

In contrast to the existing parcel-by-parcel strategy, the proposed block network is designed to accommodate numerous building typologies and considerably more or

less development than proposed. This allows the plan to adjust to economic conditions while ensuring that each new development encourages additional complementary development, improved walkability and property appreciation rather than further separating uses and inhibiting synergism. However, the innate flexibility of the plan should not compromise the block structure, street design, parks, squares and general urbanism which will be required to achieve the desired impact of the plan and ensure long-term sustainability for an effective SmartZone.



Existing Plans

A number of existing plans impact the current SmartZone development pattern. The University's Land Use Plan (right) shares some similarities with the proposed master plan in that it calls for implementing a block structure over the 300-acre area. However, this plan involves removing sections of Denison Drive to align a new street with a utility easement, while extending Washington Street in a manner that may not be financially feasible as it limits the types of development that can occur along it.

The Center for Applied Research and Technology (CART) covenants governing the site currently subdivides the 300-acres into 20 individual parcels (bottom right). This plan has been in place since 1985 attracting the likes of Mitsuba, McLaren and Isabella Bank, but has yet to achieve the desired level of business creation and attraction.

Lastly, prior to 2017 the land was clasified as a Research and Development Center District. Given the this is University land, the Mt. Pleasant City Commission moved forward to rezone the land to be consistent with current University zoning.

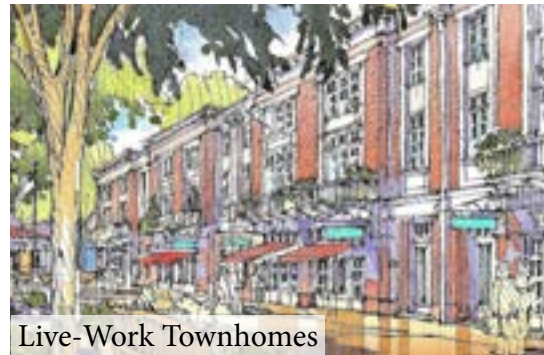


Neighborhood A

The most visible portion of the master plan, Neighborhood A's 65-acres are intended to provide a density of mixed-use buildings anchoring the southern end of campus. The most prominent feature is the one-acre square along Campus Drive modeled after Market Square in Lake Forest, Illinois (right). The square is to be lined with two- and three-story mixed-use buildings featuring office, academic, residential, retail and restaurant offerings and will also function as a small community event space.

Similarly, a small cluster of office and commercial buildings is proposed at the intersection of Campus and Denison Drives. This will serve as a gateway to accessing the other two neighborhoods from the north and as a potential transit-oriented development if rail service is implemented between the SmartZone and downtown.

The remainder of the neighborhood is reserved for townhome and cottage home residences appealing to graduate students and faculty. In later phases, the parking lots of the hotels should be infilled to institute a walkable block network at the intersection of Campus Drive and US-127.



Live-Work Townhomes



Lake Forest, Illinois



Mixed-Use Building



Campus Drive Square Looking South



Campus Drive and Denison Drive Square Looking South



Neighborhood B

Anchored by the existing CMURC, Neighborhood B's 105-acres constitute the largest neighborhood of the master plan. The northern part of the neighborhood is primarily residential featuring cottage homes, town homes and apartments appropriately placed in proximity to parks, preserves and adjacent residential.

The central portion of the neighborhood is reserved for large employment and manufacturing users while preserving cropland which could be used to attract innovative companies dealing with agricultural sciences.

An important feature of Neighborhood B is the complementary development surrounding CMURC. A small square to the north of the existing building provides the space to accommodate the current programming while a few small shops are planned to give start-up businesses temporary retail space as they prepare for more established locations in the SmartZone or Mt. Pleasant. Surrounding office and apartment buildings will ensure this neighborhood provides opportunities to live and work while supporting growing business incubated by CMURC.

Finally, another small square is located along Deerfield Road, which is proposed to include a few small mixed-use buildings as pictured below. This square will provide convenience goods to workers surrounding CMURC, help connect the residents to the south with the SmartZone and offer a more direct walk to campus.



Apartments



Neighborhood C

Neighborhood C contains existing tenants Mitsuba, McLaren Health Care and Isabella Bank. However, a critical mass of complementary uses has yet to materialize. Another major manufacturing facility location is reserved west of Mitsuba while office buildings and a small amount of convenience commercial is designed to connect the two major employers.

The open space north of Three Leaves Drive is intended to provide recreation space for the SmartZone. The existing disc golf course will likely need to be reconfigured in this area as well as any other athletic fields.

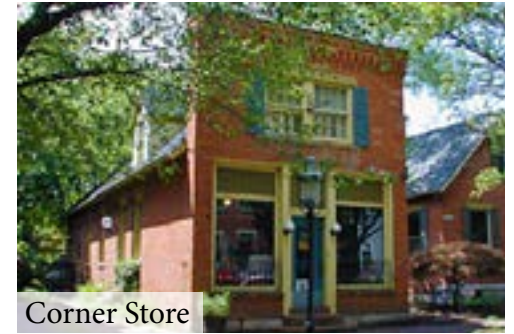
A cluster of townhomes and cottage homes are proposed around a small park and along a street connecting Neighborhoods B and C through the forest preserve. The block structure also ensures that residents living south of Deerfield Road can easily connect to the SmartZone on their way to campus. Similarly, a path is proposed to connect Neighborhoods A and C across the train tracks.



Cottage Homes



Townhomes



Corner Store



Cottage Home Neighborhood



Live-Work Townhomes

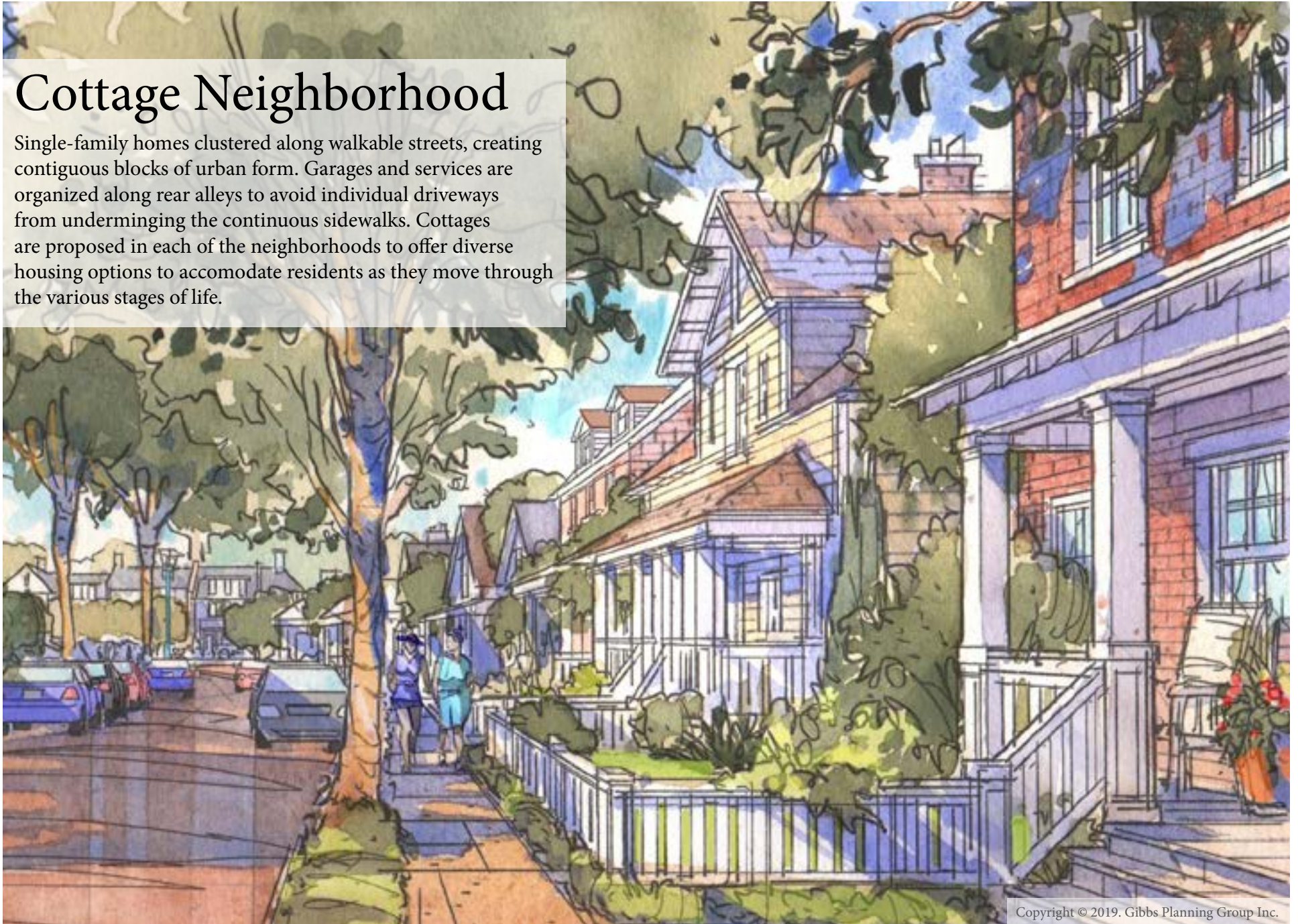
Small commercial enterprises with ground floor occupied by commercial and a residential unit above. Live-Work Townhomes are proposed in each of the three neighborhoods to provide an attainable option for small-scale office space and integrated housing in an active and urban setting.



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Cottage Neighborhood

Single-family homes clustered along walkable streets, creating contiguous blocks of urban form. Garages and services are organized along rear alleys to avoid individual driveways from undermining the continuous sidewalks. Cottages are proposed in each of the neighborhoods to offer diverse housing options to accommodate residents as they move through the various stages of life.



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Square

A civic space that is designed for community and commercial activities. The square is surround by mixed-use buildings and consists of walks, lawns and trees in a formal design. Squares are proposed in Neighborhoods A and B to create a neighborhood focal point and support the sense of community.

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Town Center

An urban collection of civic, office, retail, residential and academic tenants in mixed-use buildings organized by an urban grid of streets and public spaces with a combination of parallel on-street parking and internal parking lots. The town center is proposed along Campus Drive to have excellent visibility, connectivity to campus and provide an anchor for the SmartZone.



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