# Executive Summary

Village Board Meeting of January 26, 2026

## Approval of 5714 Braun Road Preliminary Plat; PSP-25-02

### BACKGROUND

Bear Development, LLC applied for preliminary plat approval for the 60-acre property located at 5714 Braun Road. The developer proposed a 348-unit residential plat comprising with lots intended for detached houses, two-unit houses, and townhouse buildings. This plat integrates the public extension of Oakes Road to facilitate regional connectivity. Furthermore, the land division necessitates a development agreement with the Village to govern the installation of all required public infrastructure.

The Village Board amended the zoning map for the subject property (ZMA-25-06) in 2025 to RN to accommodate the proposed use. This preliminary plat is largely similar to the concept plan the applicant submitted with the previous zoning map amendment application. This application would *not* connect Biscayne Avenue fully eastwards with its final approval and construction but does create a connection point if that connection were to take place at some point in the future per the Village's comprehensive plan.

During their January 21, 2026, meeting, the Plan Commission unanimously recommended the project subject to the following conditions for approval.

1. The applicant shall apply to amend the transportation element of the comprehensive plan to reflect the approved preliminary plat.
2. The applicant shall amend the zoning district setbacks and guidelines to reflect the updated RN zoning district setbacks.
3. The applicant shall amend the homeowners' association documents to clarify that architectural control, covenant enforcement, and HOA governance are private matters. This clarification shall not impose additional administrative obligations on the village to enforce any building restrictions other than those adopted by the village ordinances.
4. The applicant shall amend the preliminary plat to widen Outlot 2 to a minimum 60 feet wide, matching the minimum public access requirements required by the Wisconsin statutes, and provide access amenities in the area, such as benches, shelters, or pathways, to enhance the Outlot as a break in the block length. The applicant may dedicate this Outlot as public park space if they wish to qualify for public park site fee credits.
5. The applicant shall amend the street plans and profiles to provide street trees per § 74-8.15.
6. The applicant shall amend the street plans and profiles to provide street lamps per § 74-8.13.
7. Following approval of the preliminary plat and prior to approval of the final plat, stormwater and sedimentation control plans and specifications shall be submitted for review and approval in accordance with the Village Stormwater Management and Erosion and Sedimentation Control Ordinance per § 74-4.6. Per the recommendations in the Pike River Watershed Plan, these stormwater management and erosion and sedimentation controls should include native landscaping, restore wetlands where possible, and include naturalized stormwater detention facilities.
8. The applicant and Public Works Department shall pay particular attention to the final design of the Oakes Road and Braun Road intersection to validate appropriate traffic calming measures to reduce the potential of north/south and east/west speeding on either roadway. Such measures could include, but are not limited to roundabouts, curb extensions, turn lane configurations, pavement marking and signage, and other similar measures as recommended by the Public Works Director.

Note: The applicant submitted an updated preliminary plat to address some of the comments listed above. The staff included this updated plat as a part of this packet; however, left the conditions for approval as those recommended by the Plan Commission for consistency.

## COMPREHENSIVE PLAN

The application follows the land use element of ***A Multi-Jurisdictional Plan for Racine County: 2035***. Notably, the southward extension of Oakes Road is also shown on the Southeastern Wisconsin Regional Planning Commission's regional 2050 plans, which denotes the high-level and long-term importance of the Oakes Road extension. The ***Village of Mount Pleasant Master Bicycle Plan 2030*** identifies the existing trail along the west side of the Pike River and proposes a future trail along Braun Road. While the plan makes no specific recommendation for this property, previous Plan Commission discussions highlighted a desire for pathways along Braun Road and the east side of the Pike River.

During prior discussions regarding Comprehensive Plan modifications, the Plan Commission raised concerns that the traffic flow on Oakes Road might conflict with a residential neighborhood featuring frequent curb cuts. The submitted plat addresses this by eliminating curb cuts along Oakes Road, with townhome lots served by rear, private alleys. Should the Plan Commission retain concerns regarding traffic compatibility, the staff recommends altering the Oakes Road cross-section to separate bicycle infrastructure from the street, expand the sidewalk, or increase the terrace area.

## LAND DIVISION

Article II General Provisions

*§ 74-2.9 Exceptions and modifications.*

The applicant requested a road layout that deviates from the transportation element of the Comprehensive Plan. The Plan Commission holds the authority to waive or modify requirements if the decision preserves the public good and aligns with the Ordinance's intent. The staff asserts the Commission should grant this relief as the request meets the criteria for "Exceptional Circumstances." Specifically, the proposed curve in Oakes Road accommodates a central wetland feature and provides the secondary benefit of traffic calming. This modification allows for the preservation of property rights without creating a detriment to adjacent properties or the public interest.

Article III Land Division Procedures

*§ 74-3.2 Preliminary plat review*

The village sent copies of the preliminary plat to the Public Works Director, Community Development Director, and Fire Chief. Additionally, they sent electronic copies to SEWRPC, the Racine Water Utility, and Racine Unified School District for their review and recommendation concerning matters within their jurisdiction. Lastly, a copy has been sent to Wisconsin Department of Administration.

*§ 74-3.3 Preliminary plat approval*

SEWRPC notes the plat lies within a Green Infrastructure Priority Protection Area within the Pike River watershed. Because runoff drains to the Upper Pike River, the regional water quality management plan recommends reducing nonpoint source pollution in this area.

*§ 74-4.6: Stormwater management and erosion and sedimentation control*

Following approval of the preliminary plat and prior to approval of the final plat, stormwater and sedimentation control plans and specifications shall be submitted for review and approval in accordance with the Village Stormwater Management and Erosion and Sedimentation Control Ordinance.

Article VII Design Standards

*§ 74-7.2 Street arrangements*

The plat diverges from the Comprehensive Plan's transportation element in areas where topography, existing

wetlands, and property ownership render specific connections—such as a road crossing the Pike River at the northern boundary—impractical or infeasible. Staff concludes that the proposed layout preserves the network's core functionality and meets the Comprehensive Plan's intent. The Village may approve a Comprehensive Plan Amendment to match this layout between the preliminary and final plat stages.

*§ 74-7.7 Blocks*
The block length on Road 2 exceeds standard limits. To address this, the staff and the developer discussed a potential connection to a future Village bike path. The developer's engineering team provided a mock-up bending Road 2 to create a viewing corridor toward the Pike River rather than the internal wetland. However, the developer noted this alteration could result in the loss of 4 to 7 lots. However, the acceptance of any outlot for a public bike/pedestrian connection or park remains at the discretion of the Plan Commission and Village Board.

*§ 74-7.7 Lots*
The lots generally meet the RN district requirements. Staff reviewed this plat assuming the successful passage of Ordinance 19-2025, which provides a "building site" standard for townhome and twin-home developments—a provision unintentionally omitted during the 2025 code update.

*§ 74-7.8 Building and setback lines*
The subdivider shall update the plat to include vision 20-foot vision triangles at the corner of lots adjacent to roadway intersections per § 74-7.9(D). Simply noting their presence on the final plat does not satisfy the ordinance without a specific exception from the Plan Commission.

*§ 74-7.10: Protection of natural resources.*
See COMPLIANCE WITH COMPREHENSIVE PLAN.

*§ 74-7.11 Park, open space, and other public sites*
The applicant may dedicate designated public park areas and credit the value of that dedication against the public park site fee, subject to a formal agreement with the Village per § 74-7.11(A)(1).

Article VIII Required Improvements
*§ 74-8.13 Street lamps*
The applicant shall update the onsite civil engineering infrastructure plans to show the installation of a public street lamp at the corner of the street intersections.

*§ 74-8.15 Street trees*
The subdivider shall update the onsite civil engineering infrastructure plans to show planted street trees. The total number of trees to be planted shall be based on one tree for every 50 feet of frontage on all streets proposed to be dedicated and be spaced on average about 50 feet apart. The required trees shall be planted in the area between the sidewalk and curb in accordance with plans and specifications approved by the Public Works Director.

**ZONING**
ARTICLE 100: Base Districts
The RN (Neighborhood Residential) District accommodates up to six dwelling units on lots. The village intends RN lots to bridge suburban- and urban-style areas, provide a mix of housing in a neighborhood context, or lie along collector and minor arterial streets.

ARTICLE 300: Uses
See Division 90-310: Allowed Uses. The contemplated uses within this plat comply with those permitted by the RN District.

ARTICLE 400: Village-Wide Regulations

The village staff will review any proposed developments on the subject parcels for compliance with Article 400.

## STRATEGIC PLAN

The application meets the following key strategies and outcomes of the Strategic Plan.

- Safe Community
  - Utility systems that meet the needs of homeowners and businesses.
    - Water and sewer utility infrastructure is built, maintained, and upgraded to protect the health of citizens and the environment. This work keeps pace with demand as the region grows.
  - Safety in the public right-of-way for all modes of transportation.
    - The Village's public infrastructure allows a smooth flow of vehicle traffic and offers safe routes for bicyclists and pedestrians.
- Balance Growth and Development
  - Welcoming and competitive community for a variety of housing types and commercial development.
    - Development processes are streamlined, fair, and predictable for both developers and citizens, encouraging companies and individuals to invest in the Village.
  - Adequate parks and open space for current and future population needs.
    - The Village preserves, enhances, and expands its park land and other natural open spaces to make Mount Pleasant a more attractive place to live and visit.

## RECOMMENDATION

The staff recommend that the Plan Commission recommends approval to the Village Board subject to the recommended conditions.

## FISCAL IMPACT

| **Cost/Benefit** | | | |
|---|---|---|---|
| Estimated Taxable Value per Acre | $ 2,265,446 | | *The total Estimated Taxable Value divided by the Developed Acres.* |
| Estimate Net Value Per Acre | $ 2,204,693 | | *The total Estimated Taxable Value minus the Infrastructure Replacement Cost (NPV) divided by the Developed Acres.* |
| Net Revenue | $ 380,380 | | *The Annual Tax Contributions (NPV) minus the TID Closed Annual Cost.* |
| Gain/(Loss) over 40-year period | $ 27,767,262 | | *The Escalated Tax Contributions minus the Total Escalated Cost.* |
| Total Revenue to Cost Ratio | 3 | :1 | *The Escalated Tax Contributions divided by the Total Escalated Cost.* |
| Private to Public Ratio | 37 | :1 | *The Total Taxable Value divided by the Infrastructure Replacement Cost (NPV). 40:1 is net positive ratio.* |
| Public Liability Repayment (years) | 21 | | *The number of years until the Escalated Tax Contributions are greater than the Escalated Infrastructure Replacement Cost.* |

The staff projected the development to generate approximately 107,246,200 of new development value upon full build out of the preliminary plat. The staff conservatively estimated the 98 detached house lots at $375,000 each, the 34 twinhome lots at $325,000 each, and the 216 townhome lots $275,000 each. This equals an estimated $2,204,693 per net acre. The development would generate approximately $27,767,262 over a projected 40-year timeline after considering local service and infrastructure costs. The development has a positive revenue to cost ratio, demonstrating that residential uses at the densities permitted in the RN district can generate tax revenues above their projected services costs. This projection assumes a full build out in year one, which is unlikely. A phased buildout over time would moderate projected revenues, infrastructure costs, and service costs.

## PREPARED BY

Samuel Schultz, Community Development Director