



Executive Summary

Plan Commission Meeting of April 15, 2026

10460 Washington Avenue Site Plan Review; SP-26-02

BACKGROUND

Keller, Inc. applied on behalf of Urban Trends Salon Spa (name transitioning to Beauty & Soul Salon & Wellness) to construct a 5,172 ft² new building at 10460 Washington Avenue. The proposed site plan includes the building, trash enclosure, and related parking lot.

COMPREHENSIVE PLAN

The application meets the elements identified within ***A Multi-Jurisdictional Plan for Racine County: 2035, A Park and Open Space Plan for the Village of Mount Pleasant: 2050, and Village of Mount Pleasant Master Bicycle Plan 2030.***

LAND DIVISION

This application does not include a land division.

ZONING

The property is zoned C-2. The C-2 district permits commercial service uses as-of-right. The application does not meet the following zoning requirements:

1. The Landscape and Screening Plan:
 1. Does not include enough interior parking lot canopy trees per § 90-430.40(c); and
 2. Does not denote the ground cover for the non-developed areas of the property.
2. The Parking and Access Plan:
 1. Exceeds the maximum parking ratio for commercial service uses by 18 parking stalls per § 90-420.20: Parking ratios;
 2. Does not denote 2 short-term bicycle parking spaces per § 90-420.20: Parking ratios.
 3. Does not install sidewalks along Washington Avenue (*STH 20*) or pay an in-lieu-of-fee per § 90-420.70(a).
 4. Does not connect the internal pedestrian circulation system to the Washington Avenue frontage per § 90-420.70(c).
 5. Exceeds the parking stalls sizes identified in § 90-420.100(d) or apply for alternative compliance per § 90-420.100(m).

STRATEGIC PLAN

The application meets the following key strategies and outcomes identified within ***Confident in the Future: Mount Pleasant Strategic Plan 2030.***

- **Balance Growth and Development.** Planning major Village initiatives to optimize budgeting impact, ensuring compliance with the Comprehensive Plan.
 - **Outcome: 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.

RECOMMENDATION

The staff recommends that the Plan Commission moves to approve SP-26-02 subject to the following conditions:

1. The applicant shall update the Landscape and Screening Plan to include 1 canopy tree per every 4 parking spaces per § 90-430.40(c). No portion of a parking lot may be more than 150 feet from an interior or perimeter canopy tree per § 90-430.40(d).
2. The applicant shall update the Landscape and Screening Plan to denote the ground cover for the non-developed areas of the property. The applicant shall use native prairie seed mix for as much of the non-developed area as possible, which is the pre-settlement landscaping pattern for this area of the village.
3. The parking lot exceeds the maximum parking ratio for commercial service uses by 18 parking stalls per § 90-420.20: Parking ratios. The applicant shall modify the parking and access plan to either:
 1. Reduce the number of parking stalls to no more than 4 per 1,000 square feet of building area (21 spaces); or
 2. Identify one of the three increase measures per § 90-420.50: Parking increases.
 1. The additional spaces will be located in a parking garage;
 2. A parking demand study indicates that provision of more than the maximum number of spaces is warranted by anticipated parking demand; or
 3. The site on which the parking lot is located will contain additional facilities for the handling or treatment of stormwater runoff and the adverse environmental effects of allowing additional parking spaces will be offset by implementation of stormwater best management practices.
4. The applicant shall modify the parking and access plan to denote 2 short-term bicycle parking spaces per § 90-420.20: Parking ratios.
5. The applicant shall modify the parking and access plan to install sidewalks along Washington Avenue (STH 20) or pay an in-lieu-of-fee per § 90-420.70(a).
6. The applicant shall modify the parking and access plan to connect the internal pedestrian circulation system to the Washington Avenue frontage per § 90-420.70(c).
7. The applicant shall modify the parking and access plan to reduce the size of the parking stalls to those identified in § 90-420.100(d) or apply for alternative compliance per § 90-420.100(m).

FISCAL IMPACT

Estimated Taxable Value per Acre	\$ 343,681		<i>The total Estimated Taxable Value divided by the Developed Acres.</i>
Estimated Net Value per Acre	\$ 343,681		<i>The total Estimated Taxable Value minus the Infrastructure Replacement Cost (NPV) divided by the Developed Acres.</i>
Net Revenue	\$ 2,173		<i>The Annual Tax Contributions (NPV) minus the Annual Cost.</i>
Gain/(Loss) Over 40 Years	\$ 158,613		<i>The Escalated Tax Contributions minus the Total Escalated Cost.</i>
Revenue to Cost Ratio	2	: 1	<i>The Escalated Tax Contributions divided by the Total Escalated Cost. Greater than 1:1 is a net positive ratio.</i>

Private to Public Ratio	N/A	: 1	<i>The Total Taxable Value divided by the Infrastructure Replacement Cost (NPV). 40:1 is net positive ratio.</i>
Public Liability Repayment (Years)	1		<i>The number of years until the Escalated Tax Contributions are greater than the Escalated Infrastructure Replacement Cost.</i>

PREPARED BY

Samuel Schultz, Community Development Director