

TO: Village of East Troy Plan Commission
CC: Eileen Suhm, Jason Equitz, Tim Lynch
FROM: Orrin Sumwalt, Planning Consultant
RPT DATE: November 7, 2025
MTG DATE: November 10, 2025
FOTH FILE: 25E020.01/22
RE: Kids Count Too Early Learning Center–
Site Plan Request

BACKGROUND:

1. Petitioner: Veronica Clark (Kids Count Too Early Learning Center, LLC)
2. Agent: Ray Goodden (Anderson Commercial Group)
3. Property Owner: Citizens Bank
4. Location/Address: 2541 Main Street
5. Tax Key Number: RA139600001
6. Area: 2.55 AC
7. Existing Zoning: Highway Business District
8. Proposed Zoning: NA
9. Future Land Use: General Commercial

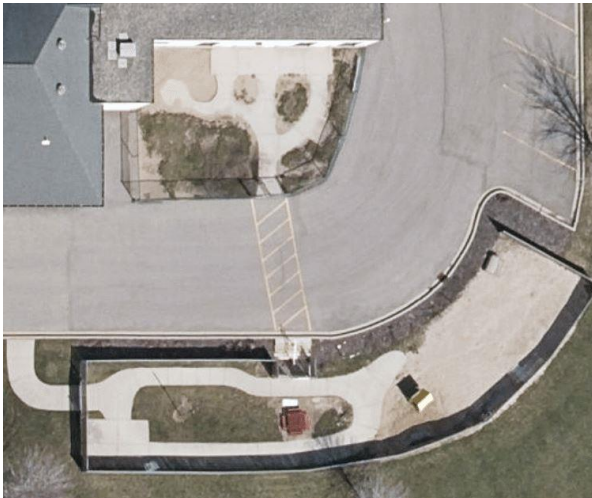
OVERVIEW:

The Petitioner is requesting approval of a Site Plan and Plan of Operation to lease the vacant former Bright Beginnings Day Care space within Units E, F and G of the East Brook Plaza building located at 2541 Main Street to operate a group day-care center (nine plus children). The site is Part of Lot 2 of CSM No. 1396 and all of Lot 1 of CSM No. 1396 and encompasses approximately 2.55 acres.



PLANNER COMMENTS:

1. **Comprehensive Plan.** Future Land Use is General Commercial, which is consistent with the existing zoning of HB Highway Business District.
2. **Zoning District Requirements.** The property is zoned Highway Business District in which Group day-care center (nine plus children) is a conditional use per Section 510-29 B. and the Table of Land Uses of the Village Zoning Code.
3. **Plan of Operation.** The proposed plan of operation includes:
 - a. **Uses and activities:** The operation of a group day-care center for 99 children.
 - a. **Number of Employees:**
 - i. Maximum 8-20 employees at any given time.
 - b. **Hours of operation:**
 - i. Business Hours: 6:00 a.m. to 6:00 p.m. Monday – Friday
Closed Saturday & Sunday
 - c. **Outdoor Storage:** None. There are two (2) outdoor play areas located on the south side of the building, which are connected via a striped pedestrian walkway across the drive aisle.



4. **Building:** An approximately 16,674 SF multi-tenant commercial building.
5. **Parking.** According to Section 510-42 M. (4) of the Village Zoning Code group day-care centers require a minimum of one space per five students, plus one space for each employee on the largest work shift. At the time of this report, the petitioner has not indicated how many employees will be on the largest work shift. Applying this standard, the proposed Kids Count Too Learning Center will require twenty (20) off-street parking spaces for students and an additional eight (8) to twenty (20) spaces for employees, depending on how many employees are onsite at any one given time (i.e., 28 – 40 spaces total).

The site plan depicts 93 off-street parking stalls (including four (4) ADA accessible stalls) for the shopping center. Below, please find a table summarizing the current mix of tenants at the shopping center and their respective minimum parking requirements. Unfortunately, not enough information is known currently about the existing tenants to determine the minimum required number of spaces for each tenant. As such, there are some empty cells on the table below.

Tenant/Use	Unit & Size	Minimum Parking Requirement	Required Spaces
Citizens Bank (Personal or professional service)	Unit A 2,962 sf	Offices: one space per 300 square feet;	~ 10
Wisconsin Fairway (Indoor commercial entertainment – golf simulators/tavern)	Unit B & C 2,737 sf	One space per every three patron seats or lockers (whichever is greater) or one space per three persons at the maximum capacity of the establishment (whichever is greater).	
DDub Ventures (Personal or professional service)	Unit D 1,655 sf	Other uses: one space for every three persons at maximum capacity of the establishment.	
Daycare (Group day-care center)	Unit E, F & G 5,285 sf	One space per five students, plus one space for each employee on the largest work shift.	~ 28 - 40
Farmers Insurance (Office)	Unit H 1,912 sf	One space per 300 square feet of gross floor area.	~ 6
Cousin's Subs (Indoor commercial entertainment - restaurant)	Unit I 1,821 sf	One space per every three patron seats or lockers (whichever is greater) or one space per three persons at the maximum capacity of the establishment (whichever is greater).	

According to Section 510-93 G. Joint and off-site parking facilities, of the Village Zoning Code, "Parking facilities which have been approved by the Director of Public Works to provide required parking for one or more uses shall provide a total number of parking spaces which shall not be less than the sum total of the separate parking needs for each use during any peak hour parking period when said joint parking facility is utilized at the same time by said uses. However, this aggregate requirement may be reduced or expanded by the Plan Commission by explicit motion associated with this site plan review process". The Plan Commission should determine whether the number of existing off-street parking spaces for the East Brook Plaza is appropriate for the current tenant mix of the building.

6. **Landscaping:** No new landscaping proposed at this time.
7. **Exterior Lighting:** No new outdoor lighting proposed at this time.
8. **Signage:** Any business signage shall be required to obtain signage approval through the Village of East Troy's sign application process.
9. **Trash/Recycle Impacts:** There is a dumpster enclosure on site.
10. **Traffic, Circulation and Access.** The property is accessible via two (2) existing driveways on Main Street.

STAFF RECOMMENDATION:

Depending on confirmation by the Village of East Troy Plan Commission of the above-described comments, the Village of East Troy Plan Commission may take the following actions:

Site Plan and Plan of Operation

The Village of East Troy Plan Commission **Approves** the Site Plan/Plan of Operation Request for Veronica Clark (Kids Count Too Early Learning Center, LLC) for the property located at 2541 Main Street, subject to the following conditions:

1. The Site Plan/Plan of Operation approval is limited to Veronica Clark (Kids Count Too Early Learning Center, LLC) on the existing parcel known as RA139600001. Use of the property by any other entity, for any purpose, is not permitted. The approval shall reflect the following Plan of Operation:
2. Uses and activities: Use is limited to the operation of a group day-care center for 99 children.
3. This Site Plan/Plan of Operation approval is subject to the Petitioner complying at all times with the plans and documents presented to the Village of East Troy Plan Commission on November 10, 2025.
4. Prior to issuance of an occupancy permit, the petitioner must obtain conditional use approval from the Village for a group day-care center (nine plus children) and comply with all applicable terms and conditions.
5. The petitioner must obtain all required building permits within 9 months of this date and start construction within 6 months of the date of building permit issuance and continue in good faith to completion. The zoning administrator may allow a one-time extension of 12 months provided the developer submits the request in writing before the above-mentioned time periods and the project still complies with all applicable zoning requirements.
6. The facility shall be operated in a manner that complies with all applicable performance standards in Article J of the Village's zoning code.
7. Any business signage shall be required to obtain signage approval through the Village of East Troy's sign application process.
8. The petitioner must comply with all parts of the municipal code as it relates to this project.
9. The Petitioner shall satisfy all comments, conditions, and concerns of the Village of East Troy Plan Commission, Village Engineer and Village Planner for the site plan, and other documentation.
10. If the approved plans need to be revised to address any of the conditions of approval or to conform to Building and Fire Safety Codes, the zoning administrator is authorized to approve minor modifications so long as the overall project elements remain unchanged. If the proposed revisions are substantial as determined by the zoning administrator, the plans must be submitted to the Plan Commission for review and approval.
11. Building Inspection. The Petitioner and/or Property Owner shall comply with any and all recommendations by the Village Building Inspector (or designee) prior to the issuance of an occupancy

& use permit for the subject property. Approval by the Village Building Inspector, if granted, shall be solely for the benefit of the Village of East Troy, and shall not be relied upon by the petitioner or others as proof of structural integrity or safety of any structure on the property, or as proof of compliance with any particular construction standard that would apply to new construction. The petitioner shall independently determine the suitability of all structures on the property for the petitioner's intended uses.

12. Fire Inspection. The Petitioner and/or Property Owner shall comply with any and all recommendations by the Village of East Troy Fire Department Chief (or designee) prior to the issuance of an occupancy & use permit for the subject property. Approval by the Village of East Troy Fire Department Chief (or designee), if granted, shall be solely for the benefit of the Village of East Troy, and shall not be relied upon by the petitioner or others as proof of fire safety of any structure on the property, or as proof of compliance with any particular fire safety standard that would apply to new construction. The petitioner shall independently determine the fire safety and suitability of all structures on the property for the petitioner's intended uses.
13. This approval is granted for the express conditions stated herein. Changes or alterations including, but not limited to, a change in use, premises, lands, or ownership of the property in question shall require a new Site Plan/Plan of Operation permit with all the zoning procedures at the time being followed. The allowed uses of the property must at no time be hazardous, harmful, obnoxious, offensive, or a nuisance by reasons of appearance, noise, dust, smoke, odor, or other similar factors. Any use not specifically listed, as permitted, shall be considered to be prohibited, except as may be otherwise specified herein.
14. The Property Owner shall keep the exterior condition of the premises in a neat and orderly condition at all times so the premises will not detract from neighboring premises. There shall be no outside storage of junk, debris, construction material, or other refuse materials within the property and all such materials shall be disposed of promptly and properly.
15. The Property Owner shall allow Village of East Troy representatives to inspect the premises following a 24-hour notice for the purposes of determining compliance with this approval.
16. The Petitioner and/or Property Owner shall obtain the appropriate permits from the Village of East Troy.
17. The Petitioner and/or Property Owner shall, on demand, reimburse the Village of East Troy for all costs and expenses of any type incurred by the Village in connection with the review and approval of this application, including, but not limited to, the cost of professional services incurred by the Village for the review and preparation of required documents, attendance at meetings or other related professional services as well as to enforce the conditions in this approval due to a violation of these conditions. Additionally, any unpaid bills owed to the Village of East Troy by the Subject Property Owner and/or Agent, for reimbursement of professional fees (as described above); or for personal property taxes; or for real property taxes; or for licenses, permit fees or any other fees or forfeitures owed to the Village of East Troy must be paid on demand and prior to issuance of any permits and shall be placed upon the tax roll for the Subject Property if not paid within thirty (30) days of the billing by the Village of East Troy, pursuant to Section 66.0627, Wisconsin Statutes. Such unpaid bills also constitute a breach of the requirements of this conditional approval that is subject to all remedies available to the Village of East Troy, including possible cause for termination of the conditional approval.

EXHIBIT:

- A. Petitioner Application