



Project Address: 3401 University Avenue (11th Aldermanic District – Ald. Martin)
Application Type: Demolition Permit
Legistar File ID # [63474](#)
Prepared By: Colin Punt, Planning Division
Report includes comments from other City agencies, as noted.
Reviewed By: Kevin Firchow, AICP, Principal Planner

Summary

Applicant: Chris McGuire; Kwik Trip, Inc.; 1626 Oak St; La Crosse, WI 54603

Contact: Dean Schulz; Excel Engineering, Inc.; 100 Camelot Dr; Fond du Lac, WI 54935

Requested Action: Approval of a demolition permit to remove a street-facing wall to accommodate an addition for an existing convenience store.

Proposal Summary: The applicant is seeking the approvals to remove the western street-facing wall of the convenience store building at 3401 University Avenue for a 1044-square foot expansion.

Applicable Regulations & Standards: Section 28.185 M.G.O. provides the process for demolition and removal permits.

Review Required By: Plan Commission, UDC (Secretary’s Review)

Summary Recommendations: The Planning Division recommends that the Plan Commission find the standards met and **approve** a demolition permit for technical demolition at 3401 University Avenue to enable a building addition. This recommendation is subject to input at the public hearing and the comments previously provided reviewing agencies during site plan review.

Background Information

Parcel Location: The subject site is 27,181 square feet (0.62 acres) located on the south side of University Avenue, between Eugenia Avenue and North Blackhawk Avenue. It is within Aldermanic District 11 (Ald. Martin) and the Madison Metropolitan School District.

Existing Conditions and Land Use: The site is currently developed with a vehicle fueling station and convenience store. The existing convenience store building is 3,232 square feet and built in 1995. The site is zoned CC-T (Commercial Corridor-Transitional district).

Surrounding Land Uses and Zoning:

- North:** Across University, office and other commercial buildings in the Village of Shorewood Hills;
- East:** Across Eugenia Avenue, a grocery store zoned CC-T (Commercial Corridor-Transitional district) and single-family residences zoned TR-C2 (Traditional Residential – Consistent 2 district);
- South:** Single-family residences zoned TR-C2; and
- West:** Across North Blackhawk Avenue, a vehicle repair station zoned CC-T.

Adopted Land Use Plan: The [Comprehensive Plan](#) (2018) recommends Community Mixed Use for the site. The [Hoyt Park Area Neighborhood Plan](#) (2014) also recommends Community Mixed Use for the site.

Zoning Summary: The subject property is zoned CC-T (Commercial Corridor-Transitional district):

Requirements	Required	Proposed
Front Yard Setback	None	45.29'
Side Yard Setback: Where buildings abut residentially-zoned lots at side lot line	Minimum side yard required in the adjacent residential district (TR-C2): 5'	10.41' south side yard 68.39' north side yard
Rear Yard Setback	The lesser of 20% of lot depth or 20'	Adequate
Maximum Lot Coverage	85%	85%
Maximum Building Height	5 stories/ 68'	1 story existing building and proposed addition

Site Design	Required	Proposed
Number Parking Stalls	No minimum required	9
Accessible Stalls	Yes	1
Loading	None	None
Number Bike Parking Stalls	Auto convenience store: 1 per 1,000 sq. ft. floor area (4)	4
Landscaping and Screening	Yes	Yes
Lighting	Yes	Yes
Building Forms	Not required	Building addition less than 50% of floor area

Other Critical Zoning Items	Urban Design (UDD 6), Utility Easements, Barrier Free (ILHR 69)
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Table prepared by Jenny Kirchgatter, Assistant Zoning Administrator

Environmental Corridor Status: The site is not within a mapped environmental corridor.

Public Utilities and Services: The site is served by a full range of urban services.

Project Description, Analysis & Conclusion

The applicant, representing Kwik Trip, is requesting approval of a demolition permit to permit the removal of a street-facing wall and addition as part of a building remodel of an existing convenience store and gas station at 3401 University Avenue. The existing convenience store building will remain, with a 1,044 square foot addition proposed on the west side of the existing building. The proposed addition will include a freezer, cooler, food preparation and storage area, coffee station, and checkout counter. The addition includes a continuation of the glazing featured on the front facade and will match the predominantly brick-red CMU and tan EIFS wall materials.

The project also includes interior remodeling and cosmetic modifications to the building exterior and fueling canopy for branding. New concrete is proposed for the entire site, resulting in nine parking spaces and ten fueling spaces. The convenience store will operate 24 hours per day and food deliveries are expected daily.

This proposal had previously been reviewed by agencies for site plan approval prior to identification of the need for demolition permit approval.

Compliance with Adopted Plans

The [Comprehensive Plan](#) (2018) recommends Community Mixed Use for the site. The Community Mixed Use category includes existing and planned areas supporting an intensive mix of residential, commercial, and civic uses serving residents and visitors from the surrounding area and the community as a whole. The [Hoyt Park Area Neighborhood Plan](#) (2014) also recommends Community Mixed Use for the site. The neighborhood plan also identifies the site as a land use focus area. Within the "University Avenue Commercial" focus area, the plan recommends continuing neighborhood commercial, retail, professional services, and offices uses and maintaining a commercial focus along the University Avenue frontage. While multi-floor development is encouraged, one-story uses are recommended to be allowed to remain. Landscape buffers should be provided between commercial uses and adjacent residential properties, and no commercial driveways should be permitted on Eugenia Avenue.

Demolition Permit

In order to approve a demolition request, M.G.O §28.185(7) requires that the Plan Commission must find that the requested demolition and proposed use are compatible with the purpose of the demolition section of the zoning code and the intent and purpose of the Commercial Corridor-Transitional (CC-T) District. Furthermore, the proposed use following demolition or removal should be compatible with adopted neighborhood plans and the [Comprehensive Plan](#). Those recommendations are outlined above. The demolition standards also state that the Plan Commission shall consider the report of the City's Historic Preservation Planner regarding the historic value of the property as well as any report submitted by the Landmarks Commission. At its January 11, 2021 meeting, the Landmarks Commission found that the existing building at 3401 University Avenue have no known historic value.

Urban Design

The property at 3401 University Avenue is within Urban Design District 6. The proposal, due to its small scale, has undergone administrative review with the Urban Design Committee Secretary.

Conclusion

Considering the adopted plan recommendations, intent and purpose of the CC-T district, the recommendation of the Landmarks Commission and the UDC secretary, and the potential impacts on the neighborhood, the Planning Division believes that the Plan Commission can find the standards for demolition met to allow a technical demolition at 3401 University Avenue to enable a building addition on the existing convenience store.

At time of report writing, staff is unaware of any written comments from the public.

Recommendation

Planning Division Recommendations (Contact Colin Punt 243-0455)

The Planning Division recommends that the Plan Commission find the standards met and **approve** a demolition permit for technical demolition at 3401 University Avenue to enable a building addition, subject to input at the public hearing. This proposal has been reviewed for site plan approval, so no reviewing agency comments are provided.