



Project Name & Address: 3300 Commercial Avenue
Application Type: Demolition Historic Value Review
Legistar File ID # [89374](#)
Prepared By: Heather Bailey, Preservation Planner, Planning Division
Date Prepared: August 15, 2025

Summary

Relevant Ordinance Section:

28.185(7) Review for Historic Value. Every application for demolition or removal of a principal structure shall be reviewed by the Landmarks Commission, which shall provide input to the Building Inspection Division regarding the historic value of the property with the building or structure proposed for demolition or removal.

- (a) If the Landmarks Commission determines that the property with the proposed demolition or the structure proposed for removal has no known historic value, the demolition or removal may be approved administratively under sub. (8)(b) below, provided that at least one of the standards for administrative approval have been met.
- (b) If the Landmarks Commission determines that the property with the proposed demolition or the structure proposed for removal has historic value, then the Plan Commission shall approve the demolition or removal under sub. (9) below, after considering input from the Landmarks Commission.
- (c) Nothing in this subsection eliminates the requirement in MGO Secs. [41.09\(1\)\(c\)](#) and [41.12\(3\)](#) that the demolition of landmark structures or structures in historic districts must also be approved by the Landmarks Commission through the issuance of a Certificate of Approval.

41.28 HISTORIC VALUE ADVISORY RECOMMENDATION

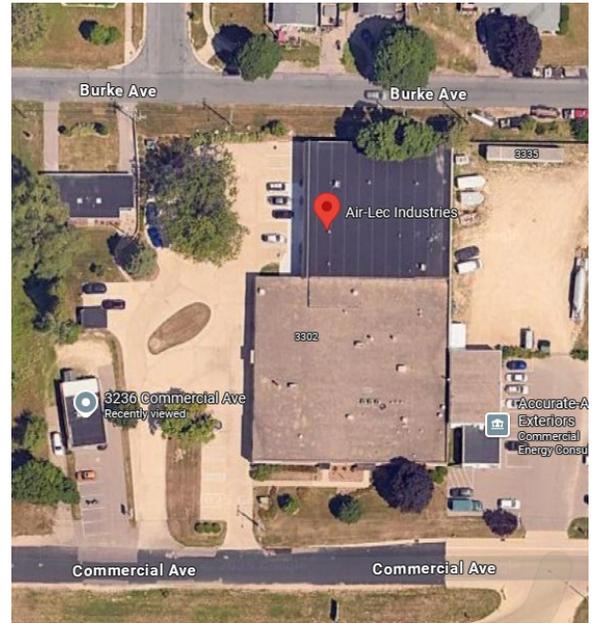
- (1) Review for Historic Value. Following a review of MGO Sec. 28.185 applications for demolition by the Landmarks Commission and based upon application materials, and a report by the City's Preservation Planner, and any public testimony, the Commission shall review [MGO Sec. 28.185](#) applications for demolition and assign one of the following Categories to each principal building proposed for demolition:
 - (a) Category A Demolitions: denotes that the Landmarks Commission finds that the building has historic value based on architectural significance, cultural significance, historic significance, as the work/product of an architect of note, its status as a contributing structure in a National Register Historic District, listed in the National Register of Historic Places, and/or as an intact or rare example of a certain architectural style or method of construction.
 - (b) Category B Demolitions: denotes that the Landmarks Commission finds that the building has historic value related to the vernacular context of Madison's built environment, cultural practices, or as the work/product of an architect of note, but the building itself is not historically, architecturally or culturally significant.
 - (c) Category C Demolitions: denotes that the Landmarks Commission finds that the building has no known historic value. This category may also denote sites or properties that have historic value, and the significance will not be negatively impacted by the removal of the building itself. This category may also include sites or properties that have archaeological or other site findings of significance, but where removal of the building itself will have no impact.
- (2) Presence of Archaeology. When applicable, each finding shall also note the presence of an archaeological or burial site on the site of the building proposed for demolition.

3300 Commercial Avenue

Commercial building constructed in 1955



Google Streetview



Google Earth

Applicant: Kirk Keller, PRA

Applicant's Comments: This request is for a new development to be located fronting both Commercial Avenue (Hwy 30) and Burke Avenue. The proposed buildings will be a mixed-use development consisting of an office building and a multi-family residential building.

Staff Findings: There is no preservation file for this property, but there is a State site file. This property was evaluated in 2014 and found not to be eligible to the National Register due to lack of historic or architectural significance. This Midcentury Modern commercial building is single-story masonry and was constructed for Air-Lec Industries, the only tenant to have used this building. Staff agrees with the 2014 determination of eligibility.

Staff Recommendation: Staff recommends a finding of (c) no known historic value.