Agenda Item 24-0517 (Tim Acklin)

Request for exception to Commercial Design Standards by Kwik Trip Inc. allowing for exceptions to parking and building setback standards for the construction of a new convenience store at 2622 Rose Street and 1133 West George Street.

General Location

Aldermanic District 1, NE side of West George Street between Walgreens and S&S Music as depicted on attached Map 24-0517. Parcel is within the Logan Northside Neighborhood Association. Surrounding land uses are mostly commercial with residential a little further east across George Street.

Background Information

The applicant, Kwik Trip, is requesting exceptions to the City's commercial design standards that were identified as part of the plan review process for their new convenience store that includes a car wash, dumpster enclosure and fuel pumps. The requested exceptions are:

- 1) Parking may not be closer to the street than the building.
- 2) Buildings must be built up to the front yard setback.

See attached plans.

The applicant's states that they try to keep their site design consistent with their company model to ensure customer's expectation when visiting their facilities.

Recommendation of Other Boards and Commissions

Final Plans for this development were reviewed by the Design Review Committee at their March 15, 2024, meeting.

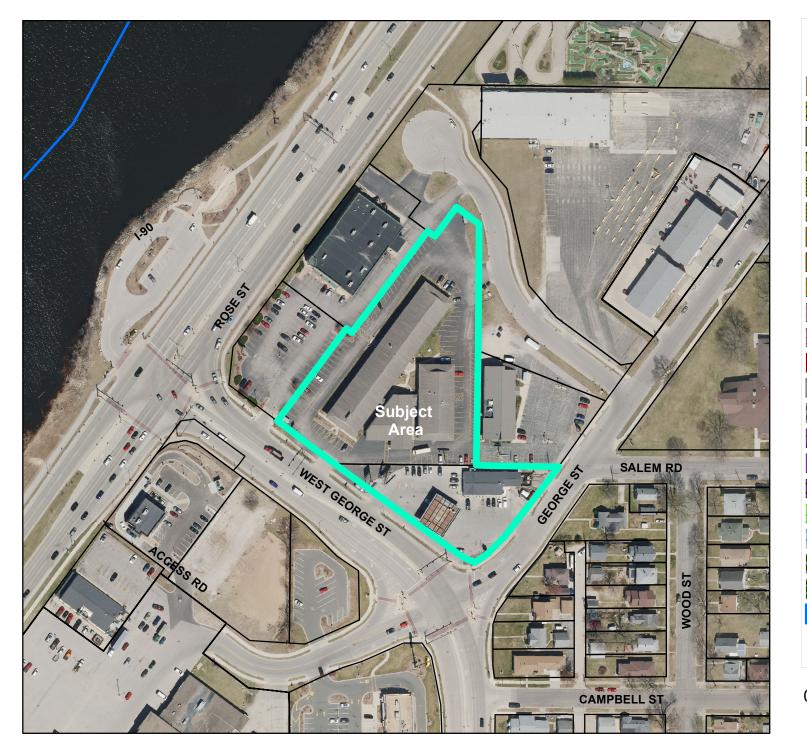
Consistency with Adopted Comprehensive Plan

Exceptions to the design standards are not directly addressed in the comprehensive plan. The desire for good architectural and site design are. The proposed use is considered commercial. This development falls within the C3-Highway Route 53 Corridor in the Comprehensive Plan. Commercial is a desirable future land use in this area.

Staff Recommendation

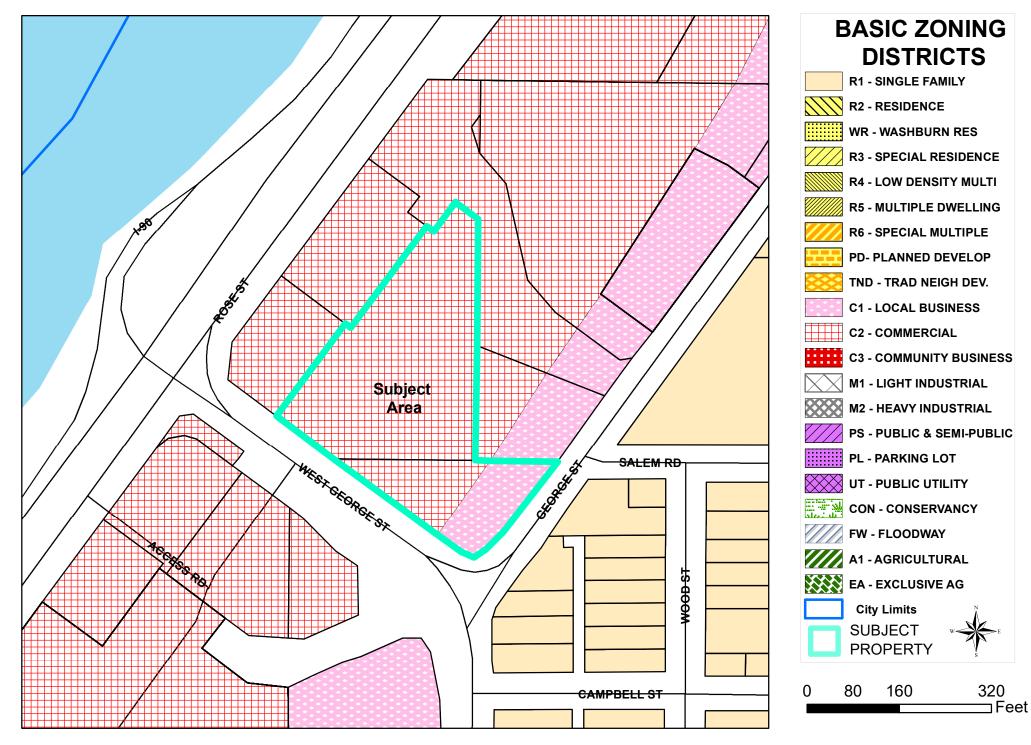
This type of site design is consistent with this type of franchise/convenience store architecture. It is also located along a major state highway and near an Interstate exit which is less of a concern. The applicant is also incorporating a lot of landscaping into the site to soften and screen the amount of impervious surface. **Staff recommends approval of this request.**

Routing J&A 4.30.2024





PC 24-0517



City of La Crosse Planning Department - 2024

PC 24-0517