

# URBAN DESIGN COMMISSION APPLICATION

# UDC

City of Madison  
Planning Division  
Madison Municipal Building, Suite 017  
215 Martin Luther King, Jr. Blvd.  
P.O. Box 2985  
Madison, WI 53701-2985  
(608) 266-4635



### FOR OFFICE USE ONLY:

Date Received \_\_\_\_\_  Initial Submittal  
Paid \_\_\_\_\_  Revised Submittal

Complete all sections of this application, including the desired meeting date and the action requested. If your project requires both UDC and Land Use application submittals, a completed [Land Use Application](#) and accompanying submittal materials are also required to be submitted.

*If you need an interpreter, translator, materials in alternate formats or other accommodations to access these forms, please call the Planning Division at (608) 266-4635.*

*Si necesita interprete, traductor, materiales en diferentes formatos, u otro tipo de ayuda para acceder a estos formularios, por favor llame al (608) 266-4635.*

*Yog tias koj xav tau ib tug neeg bxhais lus, tus neeg bxhais ntawv, los sis xav tau cov ntaub ntawv ua lwm hom ntawv los sis lwm cov kev pab kom paub txog cov lus qhia no, thov hu rau Koog Npaj (Planning Division) (608) 266-4635.*

## 1. Project Information

Address (list all addresses on the project site): 668 STATE STREET, MADISON, WISCONSIN - 53703

Title: MINOR FACADE ALTERATION

## 2. Application Type (check all that apply) and Requested Date

UDC meeting date requested 12.13.23

- New development       Alteration to an existing or previously-approved development  
 Informational       Initial Approval       Final Approval

## 3. Project Type

- Project in an Urban Design District  
 Project in the Downtown Core District (DC), Urban Mixed-Use District (UMX), or Mixed-Use Center District (MXC)  
 Project in the Suburban Employment Center District (SEC), Campus Institutional District (CI), or Employment Campus District (EC)  
 Planned Development (PD)  
     General Development Plan (GDP)  
     Specific Implementation Plan (SIP)  
 Planned Multi-Use Site or Residential Building Complex

### Signage

- Comprehensive Design Review (CDR)  
 Modifications of Height, Area, and Setback  
 Sign Exceptions as noted in [Sec. 31.043\(3\)](#), MGO

### Other

- Please specify \_\_\_\_\_

## 4. Applicant, Agent, and Property Owner Information

**Applicant name** MATTHEW ARO  
**Street address** 433 W WASHINGTON AVE, SUITE 400  
**Telephone** (608) 204-7464

**Company** ARO EBERLE ARCHITECTS  
**City/State/Zip** MADISON, WI 53703  
**Email** ARO@AROEERLE.COM

**Project contact person** MATTHEW ARO  
**Street address** 433 W WASHINGTON AVE, SUITE 400  
**Telephone** (608) 204-7464

**Company** ARO EBERLE ARCHITECTS  
**City/State/Zip** MADISON, WI 53703  
**Email** ARO@AROEERLE.COM

**Property owner (if not applicant)** 668 State, LLC  
**Street address** 210 N BASSET ST  
**Telephone** (608) 256-9500

**City/State/Zip** MADISON, WI-53703  
**Email** scott@rentmadison.com

## Introduction

The City of Madison's Urban Design Commission (UDC) has been created to:

- Encourage and promote high quality in the design of new buildings, developments, remodeling, and additions so as to maintain and improve the established standards of property values within the City.
- Foster civic pride in the beauty and nobler assets of the City, and in all other ways possible assure a functionally efficient and visually attractive City in the future.

## Types of Approvals

There are three types of requests considered by the UDC:

- Informational Presentation. A request for an Informational Presentation to the UDC may be requested prior to seeking any approvals to obtain early feedback and direction before undertaking detailed design efforts. Applicants should provide details on the context of the site, design concept, site and building plans, and other relevant information to help the UDC understand the proposal and provide feedback. (Does not apply to CDR's or Signage Modification requests)
- Initial Approval. Applicants may, at their discretion, request Initial Approval of a proposal by presenting preliminary design information. As part of their review, the Commission will provide feedback on the design information that should be addressed at Final Approval stage.
- Final Approval. Applicants may request Final Approval of a proposal by presenting all final project details. Recommendations or concerns expressed by the UDC in the Initial Approval must be addressed at this time.

## Presentations to the Commission

The Urban Design Commission meets virtually via Zoom, typically on the second and fourth Wednesdays of each month at 4:30 p.m. Applicant presentations are strongly encouraged, although not required. Prior to the meeting, each individual speaker is required to complete an online registration form to speak at the meeting. A link to complete the online registration will be provided by staff prior to the meeting. Please note that individual presentations will be limited to a **maximum of three (3) minutes**. The pooling of time may be utilized to provide one speaker more time to present, however the additional time will be based on the number of registrants from the applicant team, i.e. two (2) applicant registrants = six (6) minutes for one (1) speaker.

Primarily, the UDC is interested in the appearance and design quality of projects. Emphasis should be given to the site plan, landscape plan, lighting plan, building elevations, exterior building materials, color scheme, and graphics. Please note that presentation slides, in a PDF file format, are required to be submitted **the Friday before** the UDC meeting.

# URBAN DESIGN DEVELOPMENT PLANS CHECKLIST

The items listed below are minimum application requirements for the type of approval indicated. Please note that the UDC and/or staff may require additional information in order to have a complete understanding of the project.

## 1. Informational Presentation

- Locator Map
- Letter of Intent (If the project is within an Urban Design District, a summary of how the development proposal addresses the district criteria is required)
- Contextual site information, including photographs and layout of adjacent buildings/structures
- Site Plan
- Two-dimensional (2D) images of proposed buildings or structures.

Providing additional information beyond these minimums may generate a greater level of feedback from the Commission.

### Requirements for All Plan Sheets

1. Title block
2. Sheet number
3. North arrow
4. Scale, both written and graphic
5. Date
6. Fully dimensioned plans, scaled at 1"= 40' or larger

**\*\* All plans must be legible, including the full-sized landscape and lighting plans (if required)**

## 2. Initial Approval

- Locator Map
- Letter of Intent (If the project is within a Urban Design District, a summary of how the development proposal addresses the district criteria is required)
- Contextual site information, including photographs and layout of adjacent buildings/structures
- Site Plan showing location of existing and proposed buildings, walks, drives, bike lanes, bike parking, and existing trees over 18" diameter
- Landscape Plan and Plant List (*must be legible*)
- Building Elevations in both black & white and color for all building sides, including material and color callouts
- PD text and Letter of Intent (if applicable)

Providing additional information beyond these minimums may generate a greater level of feedback from the Commission.

## 3. Final Approval

All the requirements of the Initial Approval (see above), **plus**:

- Grading Plan
- Lighting Plan, including fixture cut sheets and photometrics plan (must be legible)
- Utility/HVAC equipment location and screening details (with a rooftop plan if roof-mounted)
- Site Plan showing site amenities, fencing, trash, bike parking, etc. (if applicable)
- PD text and Letter of Intent (if applicable)
- Samples of the exterior building materials
- Proposed sign areas and types (if applicable)

## 4. Signage Approval (*Comprehensive Design Review (CDR), Sign Modifications, and Sign Exceptions (per [Sec. 31.043\(3\)](#))*)

- Locator Map
- Letter of Intent (a summary of how the proposed signage is consistent with the CDR or Signage Modifications criteria is required)
- Contextual site information, including photographs of existing signage both on site and within proximity to the project site
- Site Plan showing the location of existing signage and proposed signage, dimensioned signage setbacks, sidewalks, driveways, and right-of-ways
- Proposed signage graphics (fully dimensioned, scaled drawings, including materials and colors, and night view)
- Perspective renderings (emphasis on pedestrian/automobile scale viewsheds)
- Illustration of the proposed signage that meets [Ch. 31, MGO](#) compared to what is being requested
- Graphic of the proposed signage as it relates to what the [Ch. 31, MGO](#) would permit

**5. Required Submittal Materials**

- Application Form**
  - A completed application form is required for each UDC appearance. For projects also requiring Plan Commission approval, applicants must also have submitted an accepted application for Plan Commission consideration prior to obtaining any formal action (Initial or Final Approval) from the UDC.
- Letter of Intent**
  - If the project is within an Urban Design District, a summary of how the development proposal addresses the district criteria is required.
  - For signage applications, a summary of how the proposed signage is consistent with the applicable Comprehensive Design Review (CDR) or Signage Modification review criteria is required.
- Development Plans** (Refer to checklist on Page 4 for plan details)
- Filing Fee** (Refer to Section 7 (below) for a list of application fees by request type)
- Electronic Submittal**
  - Complete electronic submittals must be received prior to the application deadline before an application will be scheduled for a UDC meeting. Late materials will not be accepted. All plans must be legible and scalable when reduced. Individual PDF files of each item submitted should be submitted via email to [UDCapplications@cityofmadison.com](mailto:UDCapplications@cityofmadison.com). The email must include the project address, project name, and applicant name.
  - Email Size Limits. Note that an individual email cannot exceed 20MB and it is the responsibility of the applicant to present files in a manner that can be accepted. Applicants who are unable to provide the materials electronically should contact the Planning Division at (608) 266-4635 for assistance.
- Notification to the District Alder**
  - Please provide an email to the District Alder notifying them that you are filing this UDC application. Please send this as early in the process as possible and provide a copy of that email with the submitted application.

**6. Applicant Declarations**

1. Prior to submitting this application, the applicant is required to discuss the proposed project with Urban Design Commission staff. This application was discussed with JESSICA VAUGN on 11.07.23.
2. The applicant attests that all required materials are included in this submittal and understands that if any required information is not provided by the application deadline, the application will not be placed on an Urban Design Commission agenda for consideration.

Name of applicant MATTHEW ARO Relationship to property PROJECT ARCHITECT  
 Authorizing signature of property owner Scott Faust Member Date 11.13.23

**7. Application Filing Fees**

Fee payments are due by the submittal date. Payments received after the submittal deadline may result in the submittal being scheduled for the next application review cycle. Fees may be paid in-person, via US Mail, or City drop box. If mailed, please mail to: *City of Madison Building Inspection, P.O. Box 2984, Madison, WI 53701-2984*. The City’s drop box is located outside the Municipal Building at 215 Martin Luther King, Jr. Blvd. on the E Doty Street side of the building. Please make checks payable to *City Treasurer*, and include a completed application form or cover letter indicating the project location and applicant information with all checks mailed or submitted via the City’s drop box.

Please consult the schedule below for the appropriate fee for your request:

- Urban Design Districts: \$350 (per [§33.24\(6\) MGO](#)).
- Minor Alteration in the Downtown Core District (DC) or Urban Mixed-Use District (UMX) : \$150 (per [§33.24\(6\)\(b\) MGO](#))
- Comprehensive Design Review: \$500 (per [§31.041\(3\)\(d\)\(1\)\(a\) MGO](#))
- Minor Alteration to a Comprehensive Sign Plan: \$100 (per [§31.041\(3\)\(d\)\(1\)\(c\) MGO](#))
- All other sign requests to the Urban Design Commission, including, but not limited to: appeals from the decisions of the Zoning Administrator, requests for Sign Modifications (of height, area, and setback), and additional sign code approvals: \$300 (per [§31.041\(3\)\(d\)\(2\) MGO](#))

A filing fee is not required for the following project applications if part of the combined application process involving both Urban Design Commission and Plan Commission:

- Project in the Downtown Core District (DC), Urban Mixed-Use District (UMX), or Mixed-Use Center District (MXC)
- Project in the Suburban Employment Center District (SEC), Campus Institutional District (CI), or Employment Campus District (EC)
- Planned Development (PD): General Development Plan (GDP) and/or Specific Implementation Plan (SIP)
- Planned Multi-Use Site or Residential Building Complex



433 West Washington Avenue, Suite 400  
Madison, WI 53703  
(608) 204-7464

November 14, 2023

Jessica Vaughan  
Urban Design Commission  
DP&C&ED  
215 Martin Luther King Jr. Blvd, Suite 017  
Madison, WI 53701

Dear Jessica,

This Letter of Intent is to describe the intended façade alteration at 668 State Street. The owner and tenant wish to alter the façade in the second-floor area to enhance visibility to and from the second-floor tenant space. A secondary purpose is to enhance daylighting within the space, currently served by a band of windows with higher sills. As the space beyond has changed use numerous times over the years, and no longer serves as a retail or office space, enhanced daylight and visibility are important for the success of the tenant that is moving into the space. Second-floor commercial spaces that depend on foot traffic often suffer from a lack of connectivity to the street.

We propose to enlarge the central windows of the second floor, lowering the sills to the floor, and integrating mullion patterns with the existing first floor. The existing windows on the façade are aluminum storefront-type windows. The color and type are to match the existing windows on the first floor which are to remain. Stone would be salvaged and re-used on the façade. Additionally, the owner will be undertaking repairs to the stone above the second-floor window which has recently been removed for safety reasons.

With regard to the Downtown Urban Design Guidelines items 3-5, the proposed alteration respects the historic pattern and rhythm of the existing window openings, vertically and horizontally while enhancing visual interest. The altered central window on the 2<sup>nd</sup> floor takes cues from the first-floor window spacing pattern, the existing symmetrical layout and has matching materials. Preservation and re-use of existing stone sills is important to retain a connection to the historic character. No materials are introduced that are not already present on the façade.

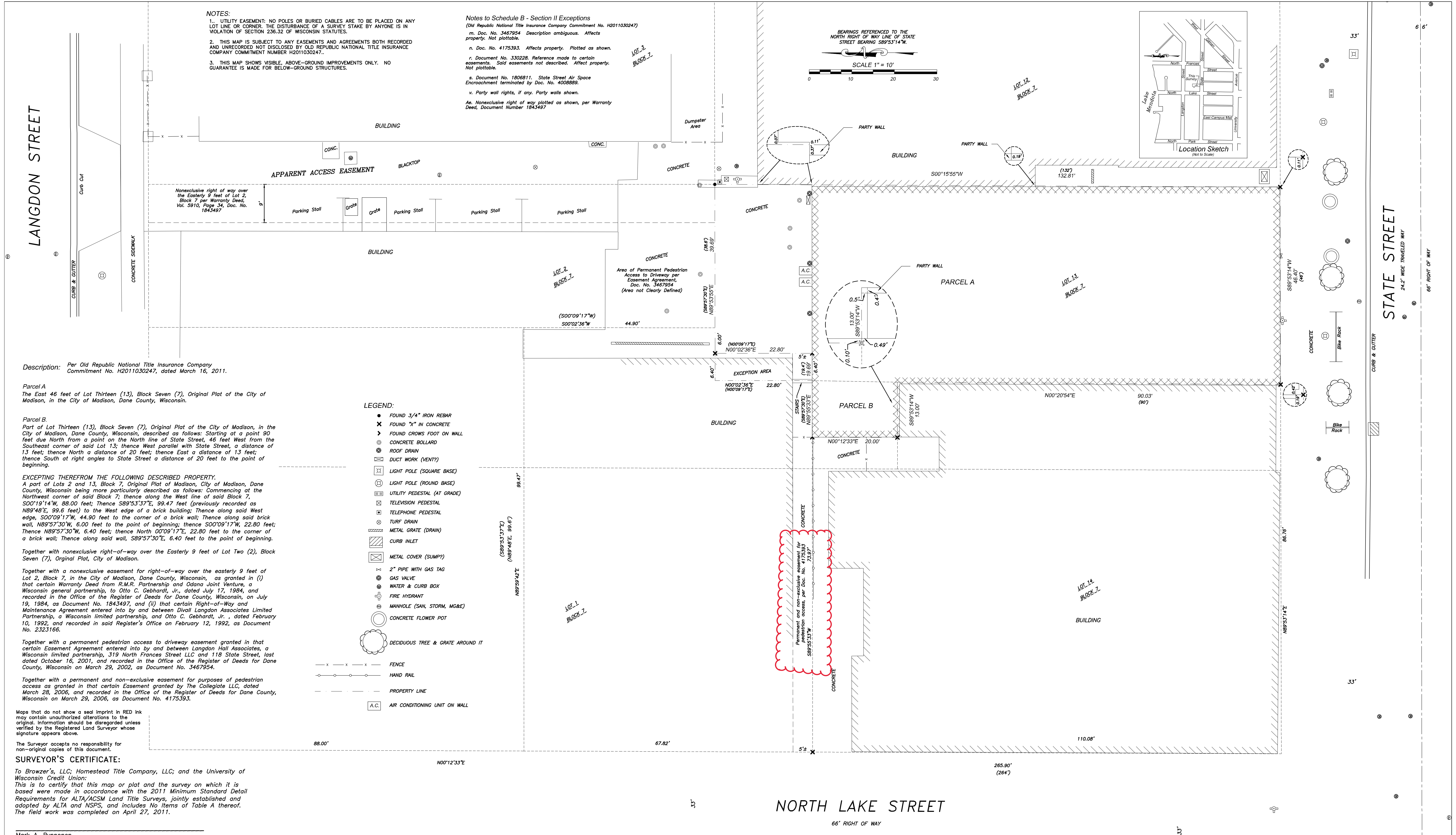
This investment is supported by a grant from the City in addition to private funds and will enhance the prospect of success for the second-floor tenant. It also complements the existing façade language without deviation from the material palette.

Sincerely,

A handwritten signature in black ink, appearing to read 'Matthew Aro', written in a cursive style.

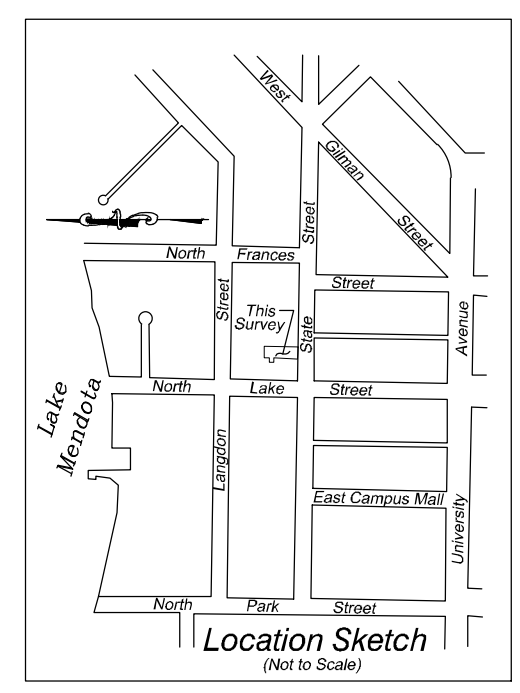
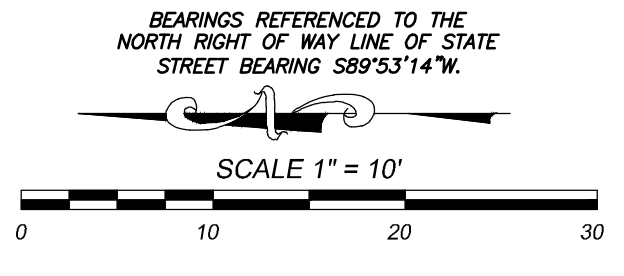
Aro Eberle Architects, Inc.  
Matthew Aro, AIA





**NOTES:**  
 1. UTILITY EASEMENT: NO POLES OR BURIED CABLES ARE TO BE PLACED ON ANY LOT LINE OR CORNER. THE DISTURBANCE OF A SURVEY STAKE BY ANYONE IS IN VIOLATION OF SECTION 236.32 OF WISCONSIN STATUTES.  
 2. THIS MAP IS SUBJECT TO ANY EASEMENTS AND AGREEMENTS BOTH RECORDED AND UNRECORDED NOT DISCLOSED BY OLD REPUBLIC NATIONAL TITLE INSURANCE COMPANY COMMITMENT NUMBER H2011030247.  
 3. THIS MAP SHOWS VISIBLE, ABOVE-GROUND IMPROVEMENTS ONLY. NO GUARANTEE IS MADE FOR BELOW-GROUND STRUCTURES.

**Notes to Schedule B - Section II Exceptions**  
 (Old Republic National Title Insurance Company Commitment No. H2011030247)  
 m. Doc. No. 3467954 Description ambiguous. Affects property. Not plottable.  
 n. Doc. No. 4175393. Affects property. Plotted as shown.  
 r. Document No. 330228. Reference made to certain easements. Said easements not described. Affect property. Not plottable.  
 s. Document No. 1806811. State Street Air Space Encroachment terminated by Doc. No. 4008889.  
 v. Party wall rights, if any. Party walls shown.  
 Aa. Nonexclusive right of way plotted as shown, per Warranty Deed, Document Number 1843497



LANGDON STREET

STATE STREET

Description: Per Old Republic National Title Insurance Company Commitment No. H2011030247, dated March 16, 2011.

**Parcel A**  
 The East 46 feet of Lot Thirteen (13), Block Seven (7), Original Plat of the City of Madison, in the City of Madison, Dane County, Wisconsin.

**Parcel B**  
 Part of Lot Thirteen (13), Block Seven (7), Original Plat of the City of Madison, in the City of Madison, Dane County, Wisconsin, described as follows: Starting at a point 90 feet due North from a point on the North line of State Street, 46 feet West from the Southeast corner of said Lot 13; thence West parallel with State Street, a distance of 13 feet; thence North a distance of 20 feet; thence East a distance of 13 feet; thence South at right angles to State Street a distance of 20 feet to the point of beginning.

**EXCEPTING THEREFROM THE FOLLOWING DESCRIBED PROPERTY.**  
 A part of Lots 2 and 13, Block 7, Original Plat of Madison, City of Madison, Dane County, Wisconsin being more particularly described as follows: Commencing at the Northwest corner of said Block 7; thence along the West line of said Block 7, S00°19'14"W, 88.00 feet; thence S89°53'37"E, 99.47 feet (previously recorded as N89°48'E, 99.8 feet) to the West edge of a brick building; thence along said West edge, S00°09'17"W, 44.90 feet to the corner of a brick wall; thence along said brick wall, N89°57'30"W, 6.00 feet to the point of beginning; thence S00°09'17"W, 22.80 feet; thence N89°57'30"W, 6.40 feet; thence North 00°09'17"E, 22.80 feet to the corner of a brick wall; thence along said wall, S89°57'30"E, 6.40 feet to the point of beginning.

Together with nonexclusive right-of-way over the Easterly 9 feet of Lot Two (2), Block Seven (7), Original Plat, City of Madison.

Together with a nonexclusive easement for right-of-way over the easterly 9 feet of Lot 2, Block 7, in the City of Madison, Dane County, Wisconsin, as granted in (i) that certain Warranty Deed from R.M.R. Partnership and Odana Joint Venture, a Wisconsin general partnership, to Otto C. Gebhardt, Jr., dated July 17, 1984, and recorded in the Office of the Register of Deeds for Dane County, Wisconsin, on July 19, 1984, as Document No. 1843497, and (ii) that certain Right-of-Way and Maintenance Agreement entered into by and between Divall Langdon Associates Limited Partnership, a Wisconsin limited partnership, and Otto C. Gebhardt, Jr., dated February 10, 1992, and recorded in said Register's Office on February 12, 1992, as Document No. 2323166.

Together with a permanent pedestrian access to driveway easement granted in that certain Easement Agreement entered into by and between Langdon Hall Associates, a Wisconsin limited partnership, 319 North Frances Street LLC and 118 State Street, last dated October 16, 2001, and recorded in the Office of the Register of Deeds for Dane County, Wisconsin on March 29, 2002, as Document No. 3467954.

Together with a permanent and non-exclusive easement for purposes of pedestrian access as granted in that certain Easement granted by The Collegiate LLC, dated March 28, 2006, and recorded in the Office of the Register of Deeds for Dane County, Wisconsin on March 29, 2006, as Document No. 4175393.

Maps that do not show a seal imprint in RED ink may contain unauthorized alterations to the original. Information should be disregarded unless verified by the Registered Land Surveyor whose signature appears above.

The Surveyor accepts no responsibility for non-original copies of this document.

**SURVEYOR'S CERTIFICATE:**

To Browzer's, LLC; Homestead Title Company, LLC; and the University of Wisconsin Credit Union:  
 This is to certify that this map or plat and the survey on which it is based were made in accordance with the 2011 Minimum Standard Detail Requirements for ALTA/ACSM Land Title Surveys, jointly established and adopted by ALTA and NSPS, and includes No Items of Table A thereof. The field work was completed on April 27, 2011.

Mark A. Pynnnonen  
 Wisconsin Registered Land Surveyor No. S-2538.

- LEGEND:**
- FOUND 3/4" IRON REBAR
  - ✕ FOUND "X" IN CONCRETE
  - FOUND CROWS FOOT ON WALL
  - ⊙ CONCRETE BOLLARD
  - ⊖ ROOF DRAIN
  - ⊕ DUCT WORK (VENT?)
  - ⊠ LIGHT POLE (SQUARE BASE)
  - ⊡ LIGHT POLE (ROUND BASE)
  - ⊞ UTILITY PEDESTAL (AT GRADE)
  - ⊟ TELEVISION PEDESTAL
  - ⊠ TELEPHONE PEDESTAL
  - ⊖ TURF DRAIN
  - ⊠ METAL GRATE (DRAIN)
  - ⊠ CURB INLET
  - ⊠ METAL COVER (SLUMP?)
  - ⊖ 2" PIPE WITH GAS TAG
  - ⊙ GAS VALVE
  - ⊖ WATER & CURB BOX
  - ⊖ FIRE HYDRANT
  - ⊖ MANHOLE (SAN, STORM, MG&E)
  - ⊖ CONCRETE FLOWER POT
  - ⊖ DECIDUOUS TREE & GRATE AROUND IT
  - - - - - FENCE
  - - - - - HAND RAIL
  - - - - - PROPERTY LINE
  - A.C. AIR CONDITIONING UNIT ON WALL

**BIRRENKOTT SURVEYING INC.**  
 LAND SURVEYING & PERC TESTING  
 P.O. BOX 237 1677 N. BRISTOL ST. SUN PRAIRIE, WIS. 53590  
 (608) 837-7463 FAX (608) 837-1081

**ALTA/ACSM**  
**LAND TITLE SURVEY**  
 REVISED: MAY 23, 2011 APRIL 27, 2011

SURVEYED BY P.F.M.C./C.K.C.  
 DRAWN BY P.F.M.C./M.A.P.  
 CHECKED BY M.A.P./D.V.B.  
 APPRV'D BY D.V.B.

PREPARED FOR:  
**BROWZERS, LLP**  
 513 N. LAKE STREET  
 MADISON, WI 53703  
 608-576-1132

JOB NO.  
 110184  
 SHEET **C-1.1**  
 FB 321/27-28





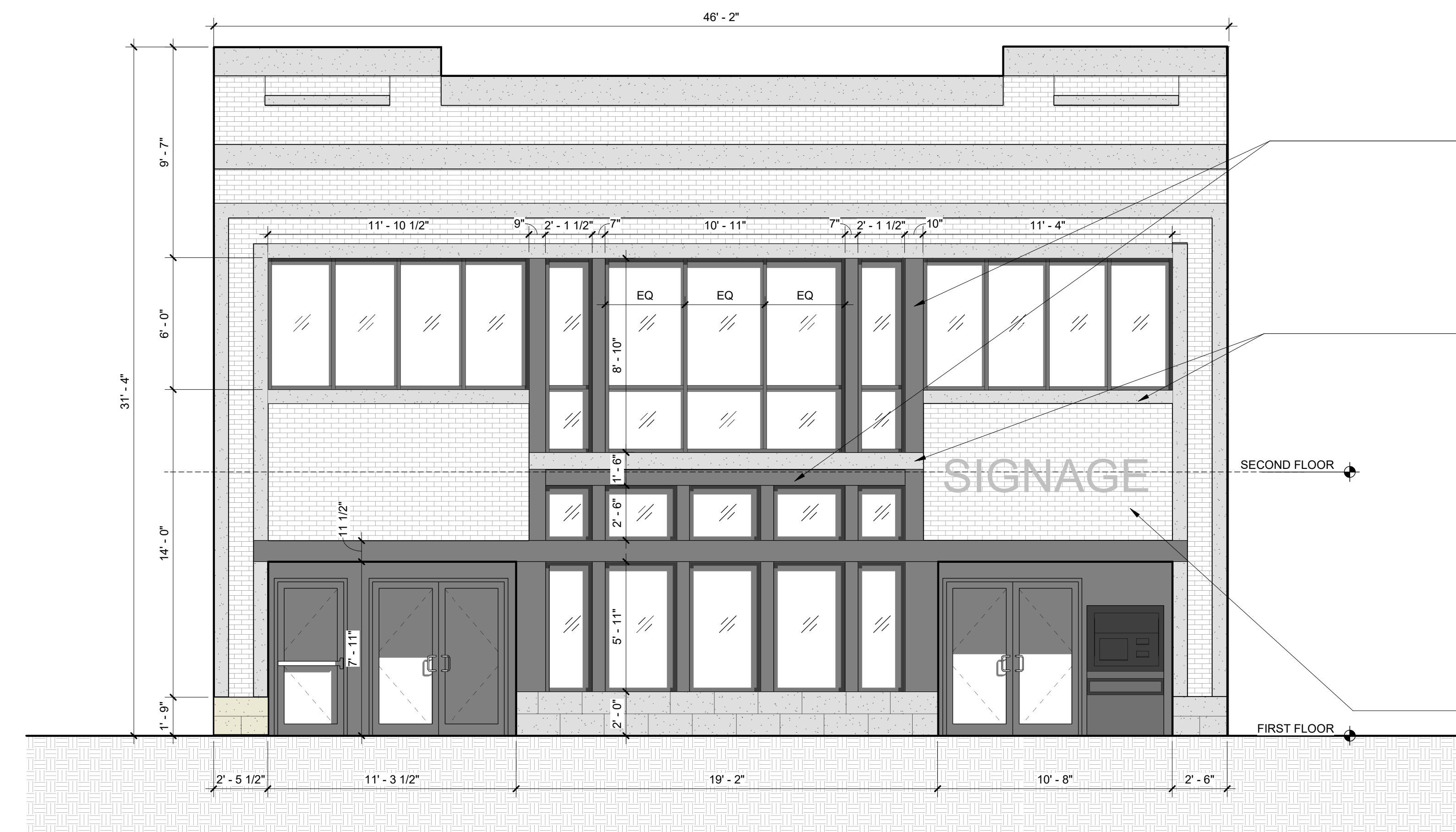
**EXTERIOR ELEVATION - COLOR**  
1/4" = 1'-0"



**EXISTING PRESENT-DAY PHOTOS (NORTH ELEVATION)**



**EXISTING HISTORICAL PHOTOS (NORTH ELEVATION)**

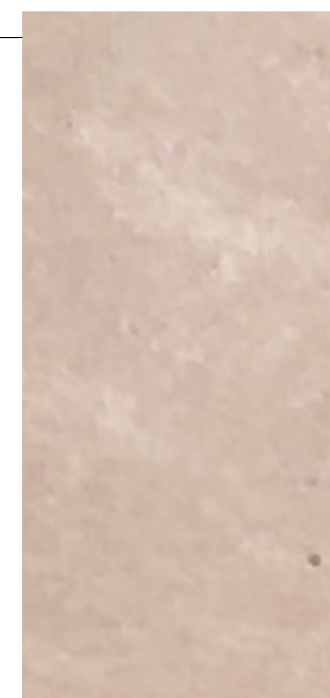


**EXTERIOR ELEVATION**  
1/4" = 1'-0"

**MATCH EXISTING METAL PANEL**



**EXISTING STONE SILL**



**EXISTING BRICK**



**VIEW LOOKING NORTH EAST**



**VIEW LOOKING NORTH WEST**



**VIEW LOOKING NORTH**



**SITE LOCATION**

No.	Description	Date

**THE GUILD, LLC**

**THE GUILD**

668 State St  
Madison, WI 53703

**EXTERIOR ELEVATIONS**

UDC APPROVAL  
Project number: GLD-22-02  
Date: 11/10/23

**A201**