

LANDMARKS COMMISSION APPLICATION

LC

Complete all sections of this application, including checklist on page 2.

To request an interpreter, translation, or accommodations, call (608)266-4910.

Para solicitar un intérprete, traducción o acomodaciones llame al (608)266-4910.

Koj muaj txoj cai tau txais kev txhais lus, kev pes lus los sis kev pab cuam txhawm rau

kev tsis taus uas tsis muaj nqi rau koj: Xav paub ntxiv tiv tauj rau (608)266-4910

如需口譯、翻譯或其他便利服務，請致電 (608)266-4910.

City of Madison

Planning Division

215 Martin Luther King Jr Blvd, Ste 017

PO Box 2985

Madison, WI 53701-2985 (608) 266-4635



1. LOCATION

Project Address: 16 N. CARROLL STREET, MADISON WI 53703

Alder District: 4

2. PROJECT

Project Title/Description: THE HISTORIAN HOTEL - HOVDE PROPERTIES

This is an application for: (check all that apply)

☒ New Construction/Alteration/Addition in a Local Historic District or Designated Landmark (specify):

☐ Mansion Hill ☐ Third Lake Ridge ☐ First Settlement

☐ University Heights ☐ Marquette Bungalows ☐ Landmark

☐ Land Division/Combination in a Local Historic District or to Designated Landmark Site (specify):

☐ Mansion Hill ☐ Third Lake Ridge ☐ First Settlement

☐ University Heights ☐ Marquette Bungalows ☐ Landmark

☐ Demolition

☒ Development adjacent to a Designated Landmark

☐ Variance from the Historic Preservation Ordinance (Chapter 41)

☐ Landmark Nomination/Rescission or Historic District Nomination/Amendment
(Please contact the Preservation Planner for specific Submission Requirements.)

☐ Informational Presentation

☒ Other (specify): signage

DPCED USE ONLY	Registrar #:
	DATE STAMP

3. APPLICANT

Applicant's Name: WADE A VINCENT Company: Sign Art Studio

Address: 325 W. Front street, Mount Horeb, WI 53572

Street City State Zip

Telephone: 608-843-4656

Email: [REDACTED]

Property Owner (if not applicant): 16 North Carroll, LLC

Address: 122 W. Washington Ave., Madison, WI 53703

Street City State Zip

Property Owner's Signature: [Signature] Date: 6-12-2026

NOTICE REGARDING LOBBYING ORDINANCE: If you are seeking approval of a development that has over 40,000 square feet of non-residential space, or a residential development of over 10 dwelling units, or if you are seeking assistance from the City with a value of \$10,000 (including grants, loans, TIF or similar assistance), then you likely are subject to Madison's lobbying ordinance (Sec. 2.40, MGO). You are required to register and report your lobbying. Please consult the City Clerk's Office for more information. Failure to comply with the lobbying ordinance may result in fines.

4. APPLICATION SUBMISSION REQUIREMENTS (see checklist on reverse)

All applications must be emailed by 12:00pm on the submission date with the Landmarks Commission. Applications submitted after the submission date or incomplete applications will be postponed to the next scheduled submittal date. Submission deadlines can be viewed here: https://www.cityofmadison.com/dpced/planning/documents/LC_Meeting_Schedule_Dates.pdf

APPLICATION SUBMISSION REQUIREMENTS CHECKLIST:

In order to be considered complete, every application submission shall include at least the following information unless otherwise waived by the Preservation Planner. **All application materials should be submitted electronically to landmarkscommission@cityofmadison.com.** Please note that an individual email cannot exceed 20 MB.

- ☒ Landmarks Commission Application w/signature of the property owner.
- ☒ Narrative Description/Letter of Intent addressed to the Landmarks Commission, describing the location of the property and the scope of the proposed project.
 - ☒ Photographs of existing conditions;
 - ☒ Photographs of existing context;
 - ☒ Photographs of comparable historic resources within 200 feet of subject property;
 - ☒ Manufacturer's product information showing dimensions and materials.
- ☐ Architectural drawings reduced to 11" x 17" or smaller pages which may include:
 - ☐ Dimensioned site plans showing siting of structures, grading, landscaping, pedestrian and vehicular access, lighting, mechanicals, signage, and other features;
 - ☐ Elevations of all sides showing exterior features and finishes, subsurface construction, floor and roof;
 - ☐ Floor Plan views of levels and roof;
 - ☐ For proposals of more than two (2) commercial or residential or combination thereof units, a minimum of two (2) accurate street-view normal perspectives shown from a viewpoint of no more than five (5) feet above existing grade.
- ☐ Any other information requested by the Preservation Planner to convey the aspects of the project which may include:
 - ☐ Perspective drawing
 - ☐ Other _____

Landmarks Commission staff will preliminarily review projects for additions and/or new construction with Zoning staff in order to determine the completeness of the submission materials. Applicants are encouraged to contact Zoning staff to discuss projects early in the process to ensure the project considered by the Landmarks Commission meets Zoning requirements.

CONTACT THE PRESERVATION PLANNER:

Please contact the Preservation Planner with any questions.

City of Madison Planning Division
215 Martin Luther King Jr Blvd, Suite 017
PO Box 2985 (mailing address)
Madison, WI 53701-2985
landmarkscommission@cityofmadison.com
(608) 266-6552

Landmarks Commission Members,

This application is being submitted on behalf of The Historian Hotel. The CDR is required because the proposed wall sign is mounted across architectural detail and close to windows. The CDR identifies a designated signable area for the sign and future wall signs. The intent of this project is to restore and reinforce the building's historic character by returning the property to a period of significance through thoughtfully designed architectural and signage improvements. The proposed signage package has been developed as an integral part of this restoration effort and reflects materials, craftsmanship, and design elements consistent with the historic era being celebrated.

A key component of the signage program is a custom illuminated opal glass wall sign. The use of opal glass was specifically selected because it is historically appropriate to the period being referenced and provides a level of quality, authenticity, and craftsmanship rarely seen in contemporary signage. The sign has been carefully designed to complement the building architecture and contribute to the unique character of the hotel. To our knowledge, this sign type and execution would be unlike any other sign currently found within the City of Madison, creating a distinctive and historically appropriate landmark feature for the property.

The building façade presents unique architectural conditions that necessitate this request. There is no signable area on the first floor that is large enough for a sign. The proposed sign location is on the window mullions rather than within a traditional signable area of the building façade. While the sign has been carefully designed to avoid placement directly on the Luxfer green-tinted glazing, its installation requires attachment to the mullions.

In addition, the building incorporates Luxfer green-tinted glazing elements as part of the historical materials that they have selected. The proposed signage has been designed to work in harmony with these historic architectural features. The sign location was chosen as it guides people to the entry and is the best signable area on this historical building.

Proposed Signage:

WLI sign at N. Carroll Street Elevation

- Maximum sign size shall be limited to 20 square feet
- Individually mounted letters to a raceway centered across the designated signable area
- Internally illuminated
- Mounted on non-qualifying signable area

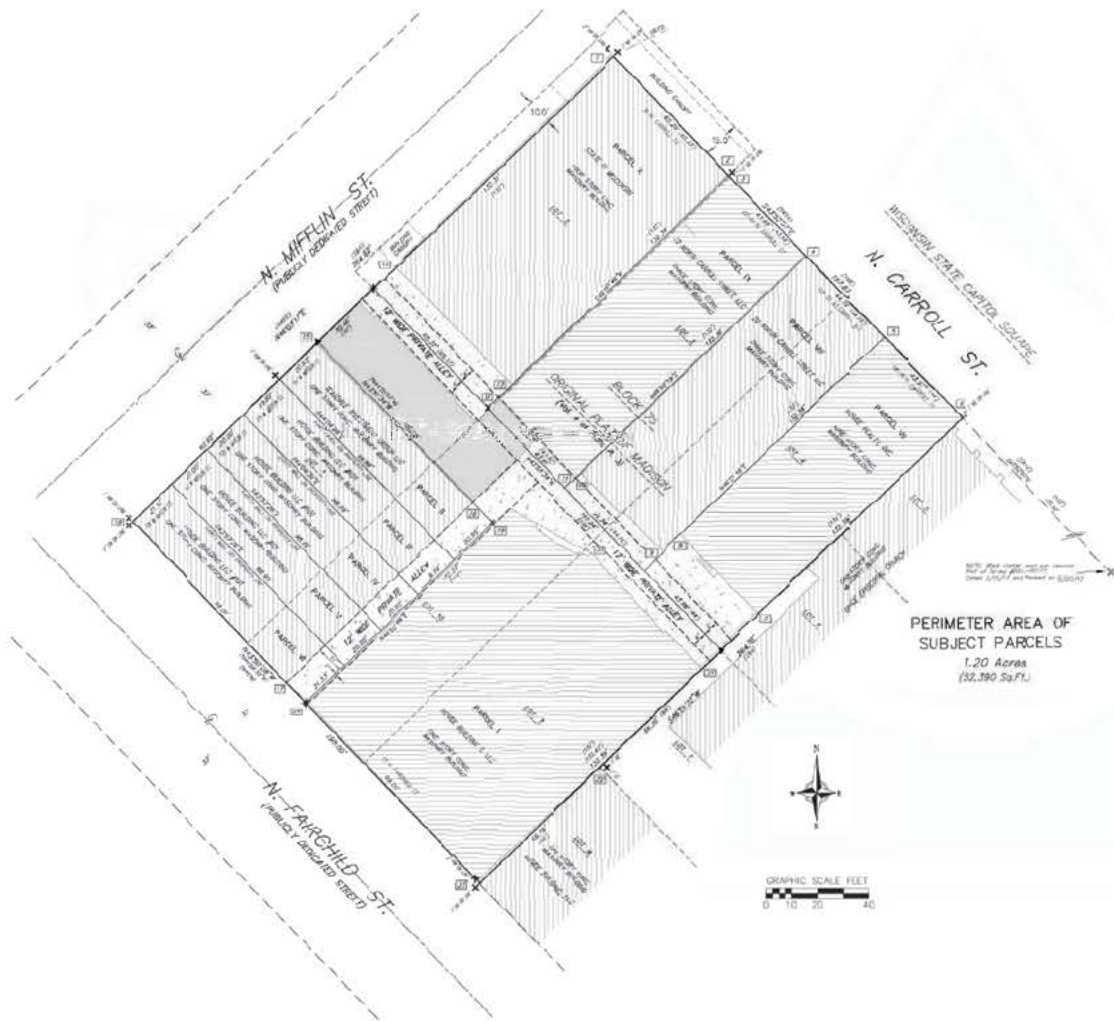


HISTORIAN MAD HOTEL WIS

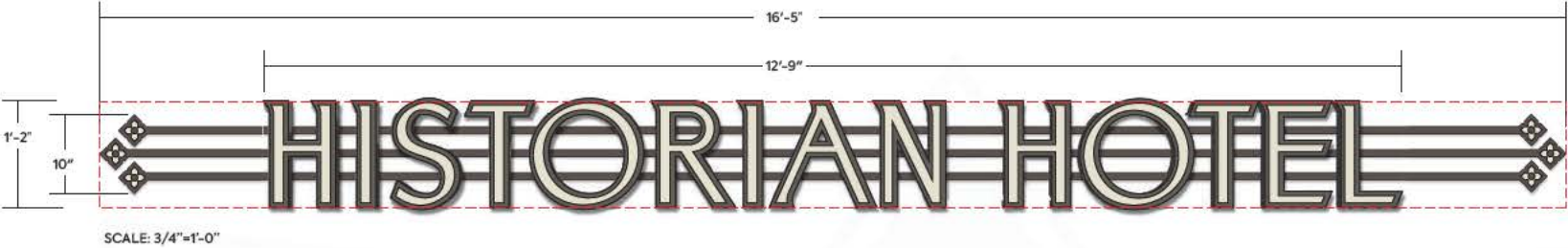
HOVDE PROPERTIES | HISTORIC HOTEL 750 - EXTERIOR

SIGNART
STUDIO

*Make Signs
Not War*
.com



DATE: 07/01/2026 ADDRESS: 16 N. CARROLL STREET, MADISON WI



NIGHT/ILLUMINATED

OPAL GLASS EXAMPLES



KEY NOTES:

ONE (1) SET OF FACE-LIT CHANNEL LETTERS

- CUSTOM FABRICATED ALUMINUM CHANNEL LETTERS WITH OPAL GLASS FACES
- INTERNAL LUMEN NAT ON TO BE 3000K LED
- LETTERS ATTACH TO CUSTOM ALUMINUM FRAME WITH LUMEN NAT-ED DETAIL

FINISHES:

- BRONZE PAINT OR DARK OXIDIZED BRONZE
- OPAL GLASS

CALCULATIONS:

SIGNABLE AREA = 36.0 SQ FT
MAXIMUM SIGN ALLOWED = 20.0 SQ FT

PROPOSED SIGN = 9.15 SQ FT

REV HISTORY:

REV	DATE	DESCRIPTION	DESIGN
01	6/11/26	CDR	BSS
02	7/1/26	CORREC: CA, CU, A, CNS	BSS

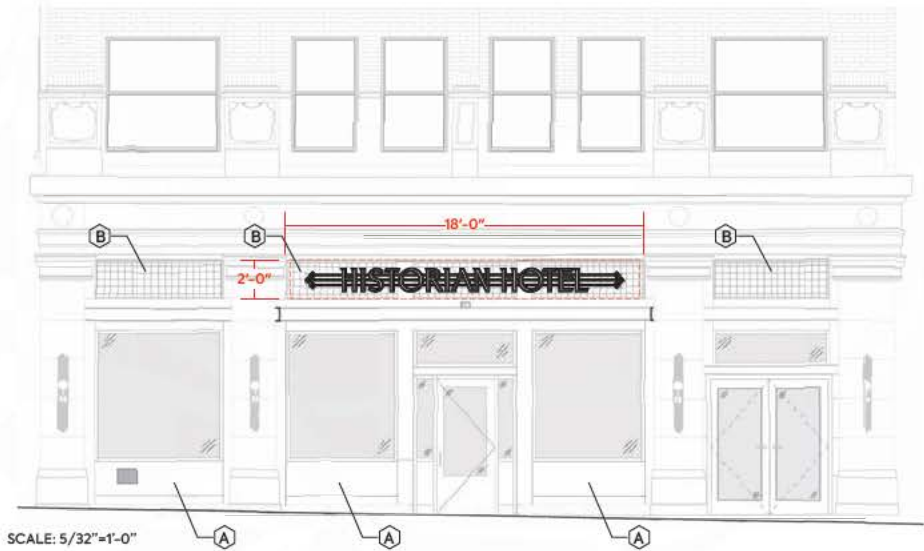
SHEET: 3 of 7

WLI



325 W FRONT ST, MOUNT HOREB, WI 53572

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SCALE: 5/32"=1'-0"
S GNABLE AREA = 36.0 SQ FT
PROPOSED S GN = 19.15 SQ FT

EXTERIOR MATERIALS

KEY	IMAGE	LOCATION	PRODUCT
A		STOREFRONT, ALUMINUM WINDOW FRAMES, CANOPY METAL AND METAL PANEL	RAL7043 TRAFFIC GRAY B POWDER
B		LUXEER GLAZING	GREEN TINT
		INSULATED GLAZING	1" IG - TYPE L66-272 BY CARDINAL CG
		HOTEL SIGNAGE	BRONZE, 1/2" CHANNEL LETTERING BY SIGNAGE CONTRACTOR
		WINDOW DECAL SIGNAGE	MACHINE TURNED BRONZE / GOLD VINYL LETTERING
		DOOR	OAK TO MATCH DESIGNER CONTROL SAMPLE
		DOOR HARDWARE	BRONZE
		EXTERIOR SCONES	EXISTING TO REMAIN



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SHEET: 4 of 7

ELEVATIONS



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SHEET: 5 of 7

ELEVATIONS



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SHEET: 6 of 7

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