

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:

Paid _____ Receipt # _____
Date received _____
Received by _____
Aldermanic District _____
Zoning District _____
Urban Design District _____
Submittal reviewed by _____
Legistar # _____

Complete all sections of this application, including the desired meeting date and the action requested.

If you need an interpreter, translator, materials in alternate formats or other accommodations to access these forms, please call the phone number above immediately.

1. Project Information

Address: 16 N. CARROLL STREET, MADISON WI 53703

Title: THE HISTORIAN HOTEL

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

UDC meeting date requested 07/29/2026

- ☐ 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)
☐ Signage Variance (i.e. modification of signage height, area, and setback)
☐ Signage Exception

Other

- ☐ Please specify _____

4. Applicant, Agent, and Property Owner Information

Applicant name WADE A. VINCENT
Street address 325 W. FRONT STREET
Telephone 608-843-4656

Project contact person ETHAN SCHWENKER
Street address 122 W. WASHINGTON AVE SUITE 350
Telephone 608-255-5175

Property owner (if not applicant) 16 NORTH CARROLL, LLC
Street address 122 W. WASHINGTON AVE SUITE 350
Telephone 608-255-5175

Company SIGN ART STUDIO
City/State/Zip MOUNT HOREB, WI, 53572
Email [REDACTED]

Company HOVDE PROPERTIES
City/State/Zip MADISON, WI, 53703
Email [REDACTED]

City/State/Zip MADISON, WI, 53703
Email [REDACTED]

5. Required Submittal Materials☐ **Application Form**☐ **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 CDR or Signage Variance review criteria is required.

☐ **Development Plans** (Refer to checklist on Page 4 for plan details)☐ **Filing fee**☐ **Electronic Submittal***☐ **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.

Each submittal must include fourteen (14) 11" x 17" **collated** paper copies. Landscape and Lighting plans (if required) must be **full-sized and legible**. Please refrain from using plastic covers or spiral binding.

Both the paper copies and electronic copies must be submitted prior to the application deadline before an application will be scheduled for a UDC meeting. Late materials will not be accepted. 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. All plans must be legible when reduced.

**Electronic copies of all items submitted in hard copy are required. Individual PDF files of each item submitted should be compiled on a CD or flash drive, or submitted via email to udcapplications@cityofmadison.com. The email must include the project address, project name, and applicant name. Electronic submittals via file hosting services (such as Dropbox.com) are not allowed. Applicants who are unable to provide the materials electronically should contact the Planning Division at (608) 266-4635 for assistance.*

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 VAUGHN on 06/04/2026.
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 WADE A. VINCENTRelationship to property SIGNAGE VENDORAuthorizing signature of property owner Date 6-12-2026**7. Application Filing Fees**

Fees are required to be paid with the first application for either initial or final approval of a project, unless the project is part of the combined application process involving the Urban Design Commission in conjunction with Plan Commission and/or Common Council consideration. Make checks payable to City Treasurer. Credit cards may be used for application fees of less than \$1,000.

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

☐ Urban Design Districts: \$350 (per §35.24(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 signage variances (i.e. modifications of signage 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

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. Applicants may, at their discretion, request to make an Informational Presentation to the UDC prior to seeking any approvals to obtain early feedback and direction before undertaking detailed design. 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 Variance 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

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.

When presenting projects to the UDC, applicants must fill out a registration slip provided in the meeting room and present it to the Secretary. Presentations should generally be limited to 5 minutes or as extended by motion by consent of the Commission. The Commission will withhold questions until the end of the presentation.

Applicants are encouraged to consider the use of various graphic presentation material including a locator map, photographs, renderings/model, scale drawings of the proposal in context with adjacent buildings/uses/signs, etc., as may be deemed appropriate to describe the project and its surroundings. Graphics should be mounted on rigid boards so that they may be easily displayed. **Applicants/presenters are responsible for all presentation materials, AV equipment and easels.**

URBAN DESIGN DEVELOPMENT PLANS CHECKLIST

The items listed below are minimal 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 (include material 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
- ☐ Proposed Signage (if applicable)
- ☐ 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)
- ☐ PD text and Letter of Intent (if applicable)
- ☐ Samples of the exterior building materials (presented at the UDC meeting)

4. Comprehensive Design Review (CDR) and Variance Requests (*Signage applications only*)

- ☐ Locator Map
- ☐ Letter of Intent (a summary of how the proposed signage is consistent with the CDR or Signage Variance 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

UDC 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

Comprehensive Design Review Criteria:

The UDC shall apply the following criteria upon review of an application for a Comprehensive Sign Plan:

- 1. The Sign Plan shall create visual harmony between the signs, building(s), and building site through unique and exceptional use of materials, design, color, any lighting, and other design elements; and shall result in signs of appropriate scale and character to the uses and building(s) on the zoning lot as well as adjacent buildings, structures and uses.*

The proposed signage fits the historic building with materials and a high-end Opal Glass letter. This is a unique building that has many historic architectural features and no signable areas. We have created signable area over the entrance utilizing the window millions for window installation. This not only creates visual harmony with the architecture but also appropriate in scale to the size of the hotel. It's important that the hotel is identified as they will be receiving constant new visitors often. The sign includes historic bar details with aluminum elements that date back to the history of the original hotel in 1915.

- 2. Each element of the Sign Plan shall be found to be necessary due to unique or unusual design aspects in the architecture or limitations in the building site or surrounding environment; except that when a request for an Additional Sign Code Approval under Sec. [31.043\(3\)](#) is included in the Comprehensive Design Review, the sign(s) eligible for approval under Sec. [31.043\(3\)](#) shall meet the applicable criteria of Sec. [31.043\(3\)](#), except that sign approvals that come to Comprehensive Design Review from MXC and EC districts pursuant to [31.13\(3\)](#) and (7) need not meet the criteria of this paragraph.*

This is a unique property as it does not have any signable areas. We have created a signable area with a high-end sign that fits what a typical wall signable area would allow. Being in the downtown core district, it is important to have identification for new visitors. This is the only location where a sign will be allowed as there is no plan for future tenants or sign.

- 3. The Sign Plan shall not violate any of the stated purposes described in Secs. [31.02\(1\)](#) and [33.24\(2\)](#).*

- The sign plan does not violate sections [31.02\(1\)](#) and [33.24\(2\)](#).

- 4. All signs must meet minimum construction requirements under Sec. [31.04\(5\)](#).*

- The signs meet the construction requirements.

5. *The Sign Plan shall not approve Advertising beyond the restrictions in Sec. [31.11](#) or Off-Premise Directional Signs beyond the restrictions in Sec. [31.115](#).*

- The signs do not go beyond restrictions.

6. *The Sign Plan shall not be approved if any element of the plan:*

a. presents a hazard to vehicular or pedestrian traffic on public or private property,

- The proposed signs and current signs do not create vehicular or pedestrian traffic.

b. obstructs views at points of ingress and egress of adjoining properties,

- Each sign type proposed does not obstruct views and meets the minimum of 10' under clearance.

c. obstructs or impedes the visibility of existing lawful signs on adjacent property, or

- The signs do not impede visibility to adjacent properties.

d. negatively impacts the visual quality of public or private open space.

- The signs do not negatively impact the visual quality of the public or private open space.

7. *The Sign Plan may only encompass signs on private property of the zoning lot or building site in question, and shall not approve any signs in the right of way or on public property.*

- The signs are on the private property and are not in the right of way.



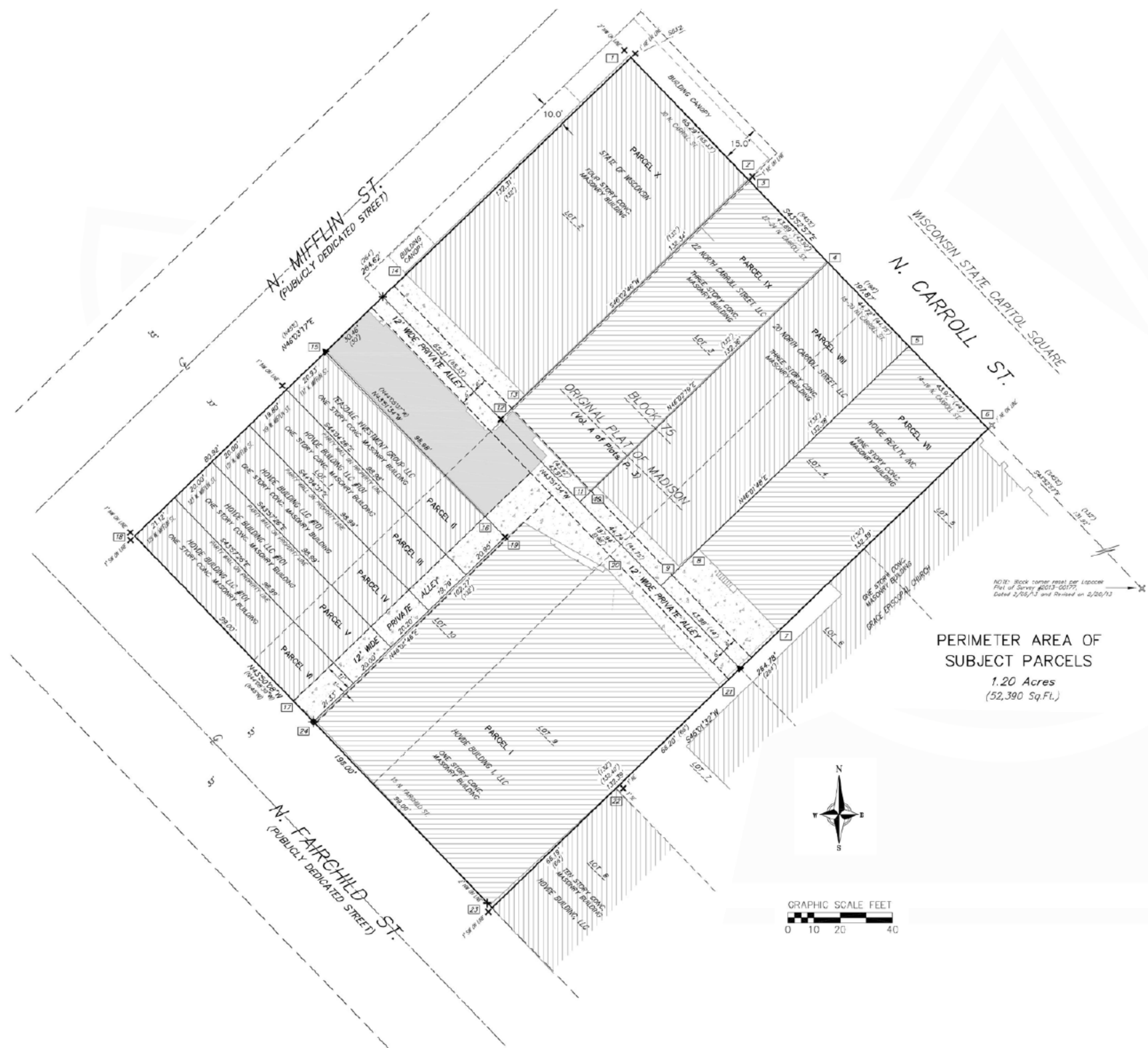
HISTORIAN HOTEL

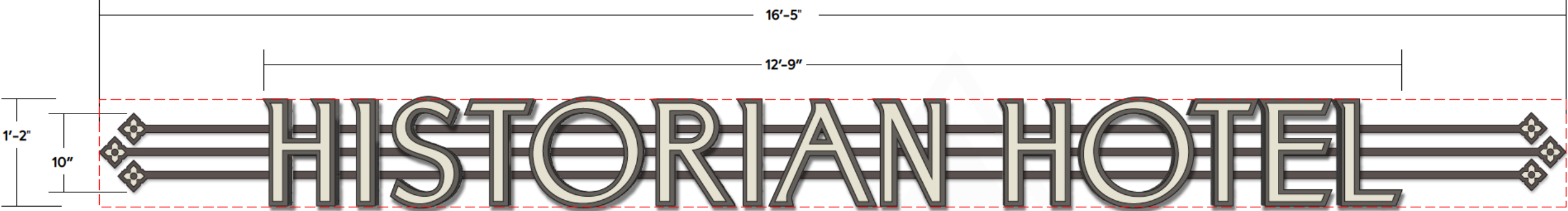
MAD WIS

HOVDE PROPERTIES | HISTORIC HOTEL 750 – EXTERIOR

SIGNART
STUDIO

*Make Signs
Not War*
com





SCALE: 3/4"=1'-0"



SCALE: 1/4"=1'-0"



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 ILLUMINATION TO BE 3000K LED.
- LETTERS ATTACH TO CUSTOM ALUMINUM FRAME WITH ILLUMINATED DETAIL

FINISHES:

- BRONZE PAINT OR DARK OXIDIZED BRONZE
- OPAL GLASS

CALCULATIONS:

SIGNABLE AREA = 36.0 SQ FT
MAXIMUM SIGN ALLOWED = 20.0 SQ SFT
PROPOSED SIGN = 19.15 SQ FT

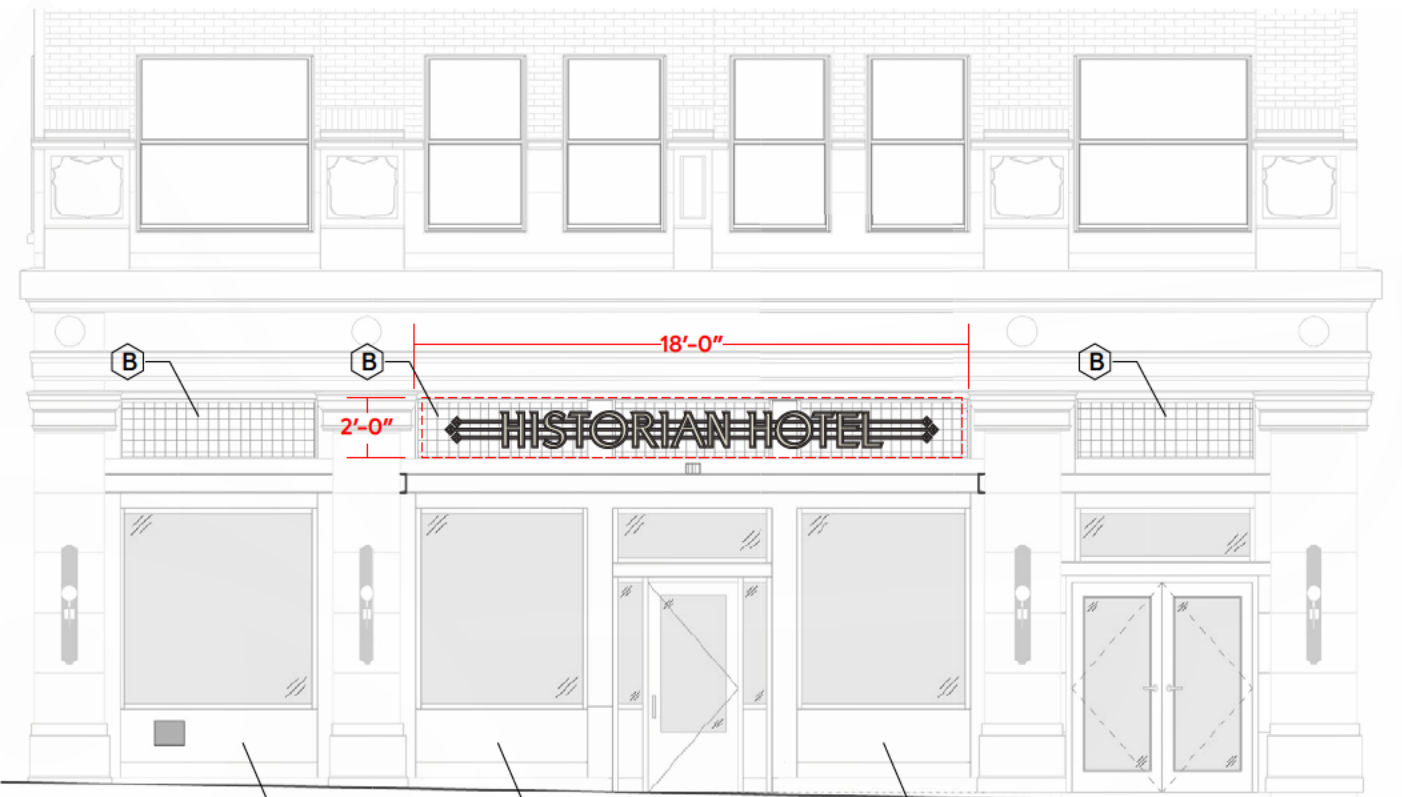
REV HISTORY:

REV	DATE	DESCRIPTION	DSGN
01	6.11.26	CDR	BSS
02	7.1.26	CORRECT CALCULATIONS	BSS

SHEET: 3 of 7

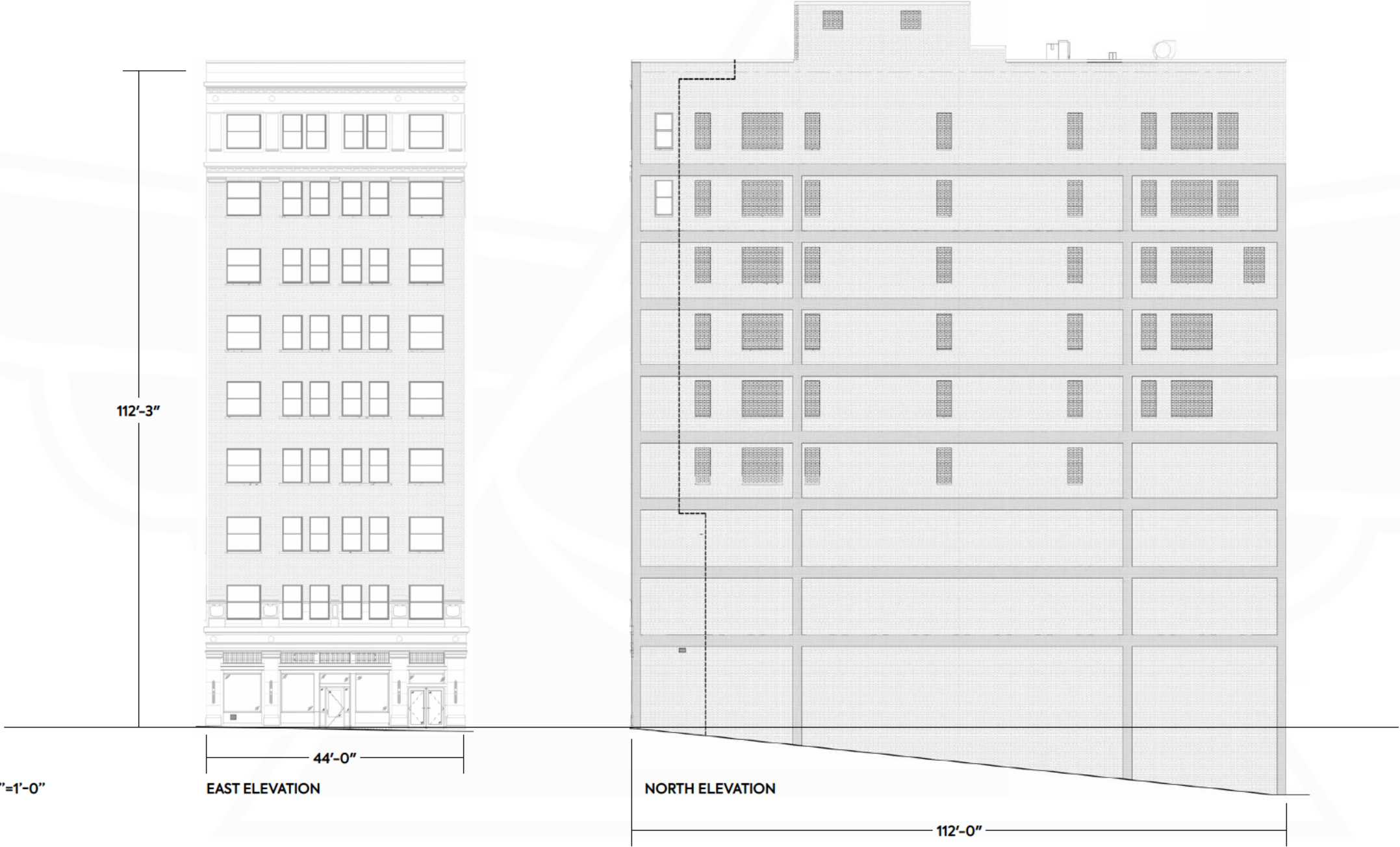
WLI





SCALE: 5/32"=1'-0"
SIGNABLE AREA = 36.0 SQ FT
PROPOSED SIGN = 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		LUXFER GLAZING	GREEN TINT
		INSULATED GLAZING	1" I.G. - TYPE LoE-272 BY CARDINAL CG
		HOTEL SIGNAGE	BRONZE, LIT 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 SCONCES	EXISTING TO REMAIN



325 W FRONT ST, MOUNT HOREB, WI 53572

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SHEET: 5 of 7

ELEVATIONS



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