

# 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: 9 E. WILSON STREET

Alder District: FOUR

## 2. PROJECT

Project Title/Description: HILTON - REPLACEMENT SIGNAGE

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):

DPCED USE ONLY	Registrar #:
	DATE STAMP

## 3. APPLICANT

Applicant's Name: Stephen Franklin

Company: Able Sign

Address: W8246 N Crystal Lake Road

Beaver Dam

WI

53916

Street

City

State

Zip

Telephone: 920-344-6566

Email: [REDACTED]

Property Owner (if not applicant): Marcus Hotels, Inc.

Address: 111 E. Kilbourn Ave., Suite 1200, Milwaukee, WI 53202

Street

City

State

Zip

Property Owner's Signature: [Signature]

Steven S. Bartelt, Asst. Secretary, Marcus Hotels, Inc.

Date: 9/10/2025

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](https://www.cityofmadison.com/dpced/planning/documents/LC_Meeting_Schedule_Dates.pdf)

DESIGNS PREPARED FOR:

# Hilton

**SITE ADDRESS:**

9 EAST WILSON STREET  
MADISON, WI 53703

**JOB NUMBER:**

298976

**SALES REPRESENTATIVE:**

K. CALLIHAN

**PROJECT MANAGER:**

J. FRANCIS

**JONES SIGN**  
Your Vision. Accomplished.

A MORTENSEN COMPANY

DESIGN REVISIONS:

REV. #	DATE	DESIGNER	REVISION COMPLETED	INTERNAL	PERMIT	CLIENT	REV. #	DATE	DESIGNER	REVISION COMPLETED	INTERNAL	PERMIT	CLIENT
1	10.14.2024	JS	REVISED MISPELLED 'MONONA'	●			13						
2	10.24.2024	JS	AW.1 REMOVE COPY FROM AWNING		●		14						
3	12.03.2024	JS	PS.1 UPDATE TO 2 DIFFERENT OPTIONS			●	15						
4	01.14.25	AS	UPDATE PS.1 OPTION 2 PER CLIENT REVIEW			●	16						
5	01.24.25	KP	REVISED PS.1 OPTIONS 1, 2, & 3 TO CB.1 (OPTION 1), PS.1 (OPTION 2), AND CL 2 (OPTION 3).			●	17						
6	02.13.25	JS	CL.1 REVISED TO FC.1			●	18						
7	02.17.25	JS	FC.1 REVISED PAINT COLOR			●	19						
8	07.21.25	JS	REMOVE CB.1 & PS.1 FROM SOW / REVISED LOGO/BRANDING TO MATCH MOST RECENT BRAND / UPDATE PER SURVEY	●		●	20						
9							21						
10							22						
11							23						
12							24						

DESIGNER NOTES

DATE	DESIGNER	NOTE

PRE-FLIGHT PRINT LIST

GOOD TO GO	PRIMARY CHECKS	GOOD TO GO	ADDITIONAL CHECKS
	NO MISSING / UNPACKAGED / UNLINKED IMAGES		REMOVE ANY NON-PRINTING DATA
	ENSURE IMAGE RESOLUTION 100 PPI AT FULL SCALE - REFER TO JONES ART REQUIREMENTS REGARDING POSSIBLE EXCEPTIONS		FLATTEN TRANSPARENCIES (FLATTEN RASTER IMAGES AND EFFECTS, LEAVE VECTOR COPY, LOGOS ETC. INTACT AS VECTORS)
	COLORS - MUST BE CMYK OR PANTONE		CONVERT FONTS TO PATHS (OR CURVES)
	ENSURE IMAGE SIZE & PROPORTIONS ARE CORRECT FOR FINAL PRODUCT, AND ANY INCLUDED BLEED & TRIM MARKS MATCH CLIENT SPECS		EMBED IMAGES OR ENSURE UNEMBEDDED IMAGES ARE PROPERLY LOCATED FOR SYSTEM USE

<div>JONES SIGN</div> <div>Your Vision. Accomplished.</div> <div>A MORTENSEN COMPANY</div>	<div>JOB # 298976_R8</div> <div>DATE: 10.02.24</div> <div>DESIGNER: A. Swanson</div> <div>SALES REP: K. Callihan</div> <div>PROJ MGR: J. Francis</div>	<div><div><input type="checkbox"/> FIELD SURVEY</div><div><input type="checkbox"/> VECTOR ARTWORK</div></div> <div><div><input type="checkbox"/> PAINT COLOR</div><div><input type="checkbox"/> CLIENT PMS COLOR</div></div> <div><div><input type="checkbox"/> FONTS</div><div><input type="checkbox"/> ENGINEERING</div></div> <div>OTHER:</div>	<div>LANDLORD APPROVAL</div> <div>DATE</div>	<div>Hilton</div>	<div>HILTON</div> <div>9 EAST WILSON STREET</div> <div>MADISON, WI 53703</div>	<div>SHEET NUMBER</div> <div>1.0</div>
			<div>CLIENT APPROVAL</div> <div>DATE</div>			

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VICINITY MAP



SCALE: NTS

LANDLORD APPROVAL

DATE

CLIENT APPROVAL

DATE

SIGN CODE REVIEW


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# Hilton

SITEPLAN



N

SCOPE OF WORK

EXTERIOR SIGNS		QTY
FC.1	FLAT CUT OUT FLUSH MOUNT LETTERS - EXTERIOR	1
AW.1	S/F AWNING MOUNTED PANEL SIGN - EXTERIOR	1
CL.2	FACE LIT CHANNEL LETTERS - EXTERIOR	1
PN.1	WALL MOUNTED PANEL SIGN - ENTRANCE - EXTERIOR	1
PN.2	WALL MOUNTED PANEL SIGN - PARKING - EXTERIOR	1
INTERIOR SIGNS		QTY

SCALE: NTS

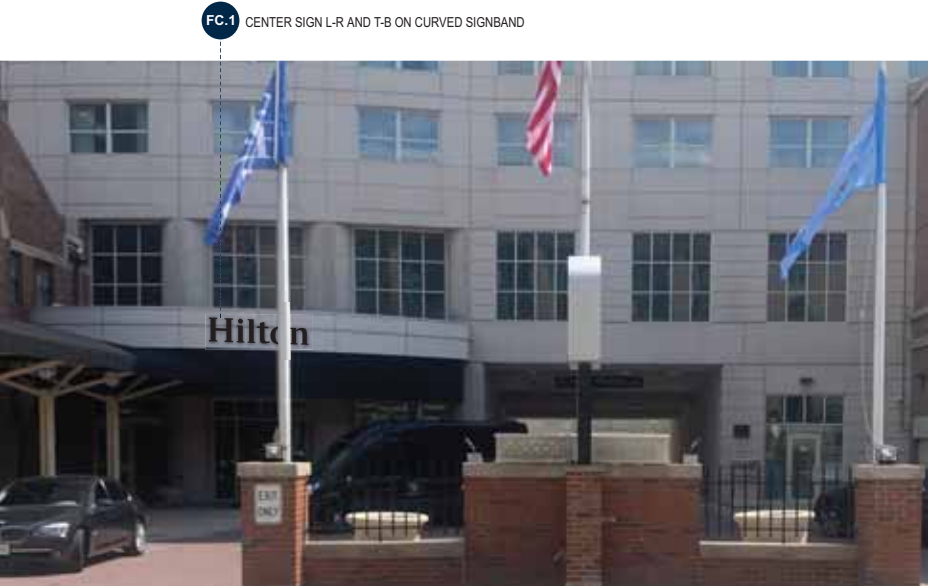
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NORTHWEST ELEVATION



NORTHWEST ELEVATION - EXISTING CONDITIONS  
SCALE: NTS



NORTHWEST ELEVATION - PROPOSED SIGNAGE  
SCALE: NTS

PROPOSED REPRESENTATION IS NOT TO SCALE AND  
PROPORTIONS MAY VARY FROM ACTUAL SIZING

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FC.1 FLAT CUT OUT FLUSH MOUNT LETTERS - EXTERIOR (QTY 1)

OVERALL SQUARE FOOTAGE: 16.17



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



SIDE VIEW  
SCALE: NTS



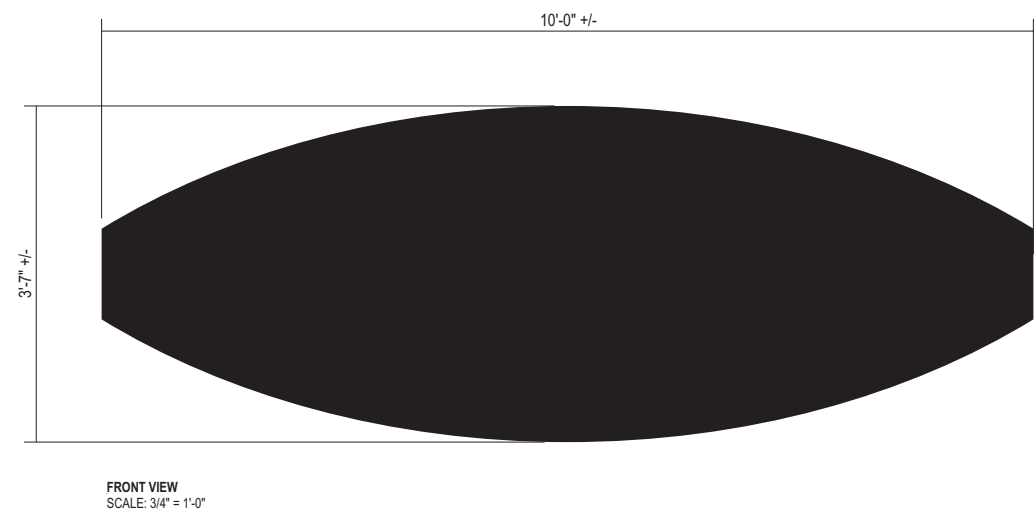
NIGHT VIEW  
SCALE: NTS

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		<div><div><input type="checkbox"/> FIELD SURVEY</div><div><input type="checkbox"/> VECTOR ARTWORK</div><div><input type="checkbox"/> PAINT COLOR</div><div><input type="checkbox"/> CLIENT PMS COLOR</div><div><input type="checkbox"/> FONTS</div><div><input type="checkbox"/> ENGINEERING</div></div> <div>OTHER:</div>	CLIENT APPROVAL	DATE			

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AW.1 S/F AWNING MOUNTED PANEL SIGN - EXTERIOR (Qty 1)

SQUARE FOOTAGE: ~36



EXISTING VIEW  
SCALE: NTS



PROPOSED VIEW  
SCALE: NTS

PROPOSED REPRESENTATION IS NOT TO SCALE AND  
PROPORTIONS MAY VARY FROM ACTUAL SIZING

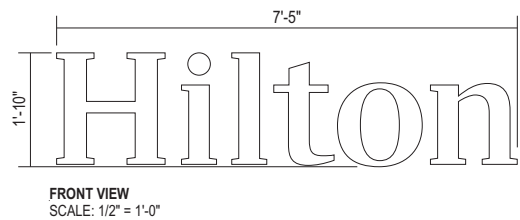
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CL.2 FACE LIT CHANNEL LETTERS - EXTERIOR (Qty 1 SET)

SQUARE FOOTAGE: 13.6



EXISTING VIEW  
SCALE: NTS



PROPOSED VIEW  
SCALE: NTS

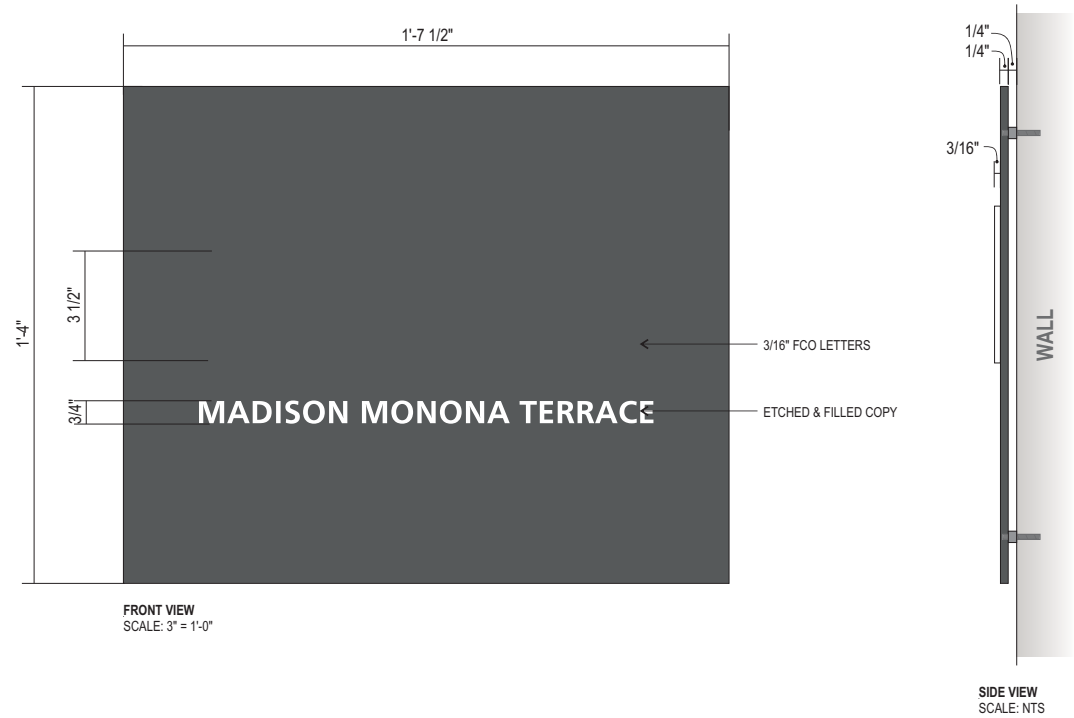
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PN.1 WALL MOUNTED PANEL SIGN - ENTRANCE - EXTERIOR (Qty 1)

SQUARE FOOTAGE: 2.2



EXISTING VIEW  
SCALE: NTS



PROPOSED VIEW  
SCALE: NTS

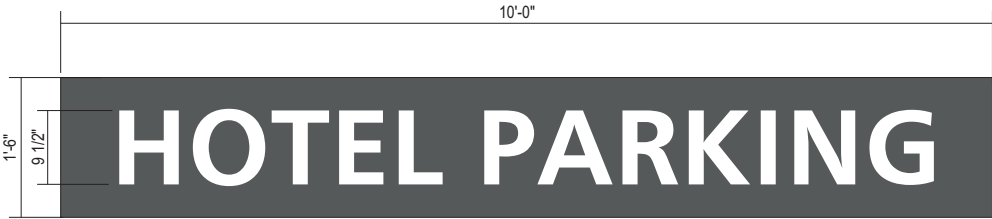
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PN.2 WALL MOUNTED PANEL SIGN - PARKING - EXTERIOR (Qty 1)

SQUARE FOOTAGE: 15



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



EXISTING VIEW  
SCALE: NTS



PROPOSED VIEW  
SCALE: NTS

PROPOSED REPRESENTATION IS NOT TO SCALE AND  
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OTHER:

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# CITY OF MADISON BUILDING INSPECTION DIVISION

215 Martin Luther King, Jr. Blvd., Suite 017 - PO Box 2984 Madison, WI 53701-2984  
[signpermits@cityofmadison.com](mailto:signpermits@cityofmadison.com) - 608.266.4551 - <http://www.cityofmadison.com/dpced/bi/>

## Sign Permit Application

### OFFICE USE ONLY

Application Date \_\_\_\_\_  
Approval Date \_\_\_\_\_  
Approved by \_\_\_\_\_  
Permit Fee \_\_\_\_\_  
Receipt \_\_\_\_\_

Permit Number: ZON \_\_\_\_\_ -20\_\_\_\_ - \_\_\_\_\_

#### SPECIAL CONDITIONS:

☐ CDR # \_\_\_\_\_ ☐ UDC Other  
☐ VARIANCE ☐ DC/UMX  
☐ UDD # \_\_\_\_\_ ☐ Arch. Review  
☐ Historic/Landmark ☐ PD # \_\_\_\_\_

**APPLICANT:** Use one application per sign. Complete all sections below that apply to the particular sign permit.

Installation Address 9 E. WILSON STREET Zoning District PD, HIS-L, WP-17

Business Name HILTON HOTEL

Owner of Sign (Name) MARCUS HOTELS INC

Address of Sign Owner 9 E. WILSON STREET

Telephone of Sign Owner 608-255-5100

Email \_\_\_\_\_

Sign Contractor/Installer ABLE SIGN

Contact (Name) STEPHEN FRANKLIN

Address W8246 N CRYSTAL LAKE ROAD, BEAVER DAM, WI 53916

Phone 920-219-9556

Email SFRANKLIN@ABLESIGN.NET

### Which of the following best describes the proposed work?

☐ New Sign ☒ Change of Copy ☐ Relocate on Lot  
(Existing Tag/Permit # \_\_\_\_\_) (Existing Tag/Permit # \_\_\_\_\_)

### Type of Sign (Check all that apply):

<input type="checkbox"/> Ground	<input type="checkbox"/> Non-Ground	<input checked="" type="checkbox"/> Canopy	<input type="checkbox"/> Banner (Wall only)
<input type="checkbox"/> Monument	<input type="checkbox"/> Wall	<input type="checkbox"/> Above	<input type="checkbox"/> Business Opening (30 Days)
<input type="checkbox"/> Pole	<input checked="" type="checkbox"/> Awning	<input type="checkbox"/> Below	<input type="checkbox"/> Decorative
<input type="checkbox"/> Portable	<input type="checkbox"/> Projecting	<input checked="" type="checkbox"/> Fascia	<input type="checkbox"/> Promotional
<input type="checkbox"/> Billboard (Advertising)	<input type="checkbox"/> Roof	<input type="checkbox"/> Misc.	
<input type="checkbox"/> Off-Premise Directional	<input type="checkbox"/> Above Roof		

#### Sides:

<input checked="" type="checkbox"/> 1	<input type="checkbox"/> External Illuminated	<input type="checkbox"/> Electronic Changeable Copy
<input type="checkbox"/> 2	<input type="checkbox"/> Internal Illuminated	<input type="checkbox"/> Manual Change of Copy
<input type="checkbox"/> Other _____	<input checked="" type="checkbox"/> Non-Illuminated	<input type="checkbox"/> Time & Temperature

### Description of Text and Graphics of Sign:

COVER EXISTING AWNING/CANOPY GRAPHICS WITH BLANK PANEL

Existing Property Use	Proposed Property Use (if changed)
Hotel	Hotel

**PROPOSED GROUND SIGN INFORMATION** - Round to nearest hundredth of a foot (1.00') or whole inch (1' 2") - no fractions:

Lanes of Traffic	Speed Limit (Posted)	Max. Net Sign Area	Max. Ground Sign Height

Net Area Sign Dimensions	Net Area Square Feet	Gross Area Sign Dimensions	Gross Area Square Feet
1		1	
2		2	
3		3	
Total		Total	

**PROPOSED NON-GROUND SIGN INFORMATION** - Round to nearest hundredth of a foot (1.00') or whole inch (1' 2") - no fractions:

Net Area Sign Dimensions	Net Area Square Feet	Dimensions & Total Square Footage of Signable Area
1 3'-7" X 10'	36	3'-7" X 10'
2		Width of Tenant Space
3		162ft.
Total	36	

**All signs are required to be compliant with the Madison General Ordinances. Be sure to include with the application:**

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- ☐ Building elevation drawing showing the sign and all details/dimensions of the sign, signable area, and tenant space.
- ☐ Type of material being used and all dimensions of supports and footings.
- ☐ Clearance above ground (for awning/projecting/banner signs only).
- ☐ For Projecting Signs - Distance of projection from building face (6' max) and distance of sign projecting into the right-of-way (24" max).
- ☐ Type of lighting/illumination and method.
  - ☐ Include a night view for internally illuminated signs that appear to have light-colored copy on a dark or non-illuminated background.
- ☐ If the sign will be attached to a building, show the building roofline in relation to the wall on which the sign will be mounted.
- ☐ Pictures of any existing signs (with tag/permit #'s if possible).
- ☐ A site plan showing the size and location of existing signs, as well as showing the location of new or relocated sign.
- ☐ Acknowledgement from the property owner to erect the sign.

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# CITY OF MADISON BUILDING INSPECTION DIVISION

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[signpermits@cityofmadison.com](mailto:signpermits@cityofmadison.com) - 608.266.4551 - <http://www.cityofmadison.com/dpced/bi/>

## Sign Permit Application

### OFFICE USE ONLY

Application Date \_\_\_\_\_  
Approval Date \_\_\_\_\_  
Approved by \_\_\_\_\_  
Permit Fee \_\_\_\_\_  
Receipt \_\_\_\_\_

Permit Number: ZON \_\_\_\_\_ -20\_\_\_\_ - \_\_\_\_\_

#### SPECIAL CONDITIONS:

☐ CDR # \_\_\_\_\_ ☐ UDC Other  
☐ VARIANCE ☐ DC/UMX  
☐ UDD # \_\_\_\_\_ ☐ Arch. Review  
☐ Historic/Landmark ☐ PD # \_\_\_\_\_

**APPLICANT:** Use one application per sign. Complete all sections below that apply to the particular sign permit.

Installation Address 9 E. WILSON STREET Zoning District PD, HIS-L, WP-17  
Business Name HILTON HOTEL  
Owner of Sign (Name) MARCUS HOTELS INC  
Address of Sign Owner 9 E. WILSON STREET  
Telephone of Sign Owner 608-255-5100 Email \_\_\_\_\_  
Sign Contractor/Installer ABLE SIGN Contact (Name) STEPHEN FRANKLIN  
Address W8246 N CRYSTAL LAKE ROAD, BEAVER DAM, WI 53916  
Phone 920-219-9556 Email SFRANKLIN@ABLESIGN.NET

### Which of the following best describes the proposed work?

☒ New Sign ☐ Change of Copy ☐ Relocate on Lot  
(Existing Tag/Permit # \_\_\_\_\_) (Existing Tag/Permit # \_\_\_\_\_)

### Type of Sign (Check all that apply):

<input checked="" type="checkbox"/> Ground	<input type="checkbox"/> Non-Ground	<input type="checkbox"/> Canopy	<input type="checkbox"/> Banner (Wall only)
<input checked="" type="checkbox"/> Monument	<input type="checkbox"/> Wall	<input type="checkbox"/> Above	<input type="checkbox"/> Business Opening (30 Days)
<input type="checkbox"/> Pole	<input type="checkbox"/> Awning	<input type="checkbox"/> Below	<input type="checkbox"/> Decorative
<input type="checkbox"/> Portable	<input type="checkbox"/> Projecting	<input type="checkbox"/> Fascia	<input type="checkbox"/> Promotional
<input type="checkbox"/> Billboard (Advertising)	<input type="checkbox"/> Roof	<input type="checkbox"/> Misc.	
<input type="checkbox"/> Off-Premise Directional	<input type="checkbox"/> Above Roof		

### Sides:

<input checked="" type="checkbox"/> 1	<input type="checkbox"/> External Illuminated	<input type="checkbox"/> Electronic Changeable Copy
<input type="checkbox"/> 2	<input checked="" type="checkbox"/> Internal Illuminated	<input type="checkbox"/> Manual Change of Copy
<input type="checkbox"/> Other _____	<input type="checkbox"/> Non-Illuminated	<input type="checkbox"/> Time & Temperature

### Description of Text and Graphics of Sign:

CL.2 - 22inH FACE-LIT CHANNEL LETTERS FLUSH TO EXISTING BRICK WALL

Existing Property Use	Proposed Property Use (if changed)
Hotel	Hotel

**PROPOSED GROUND SIGN INFORMATION** - Round to nearest hundredth of a foot (1.00') or whole inch (1' 2") - no fractions:

Lanes of Traffic	Speed Limit (Posted)	Max. Net Sign Area	Max. Ground Sign Height
1	25	1'-10" x 7'-5"	4'ft.

Net Area Sign Dimensions		Net Area Square Feet	Gross Area Sign Dimensions		Gross Area Square Feet
1	1'-10" x 7'-5"	13.6	1	4'-4" x 8'-6"L (brick wall)	36.81
2			2		
3			3		
Total		13.6	Total		36.81

**PROPOSED NON-GROUND SIGN INFORMATION** - Round to nearest hundredth of a foot (1.00') or whole inch (1' 2") - no fractions:

Net Area Sign Dimensions		Net Area Square Feet	Dimensions & Total Square Footage of Signable Area	
1				
2				
3			Width of Tenant Space	
Total				

**All signs are required to be compliant with the Madison General Ordinances. Be sure to include with the application:**

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- ☐ Building elevation drawing showing the sign and all details/dimensions of the sign, signable area, and tenant space.
- ☐ Type of material being used and all dimensions of supports and footings.
- ☐ Clearance above ground (for awning/projecting/banner signs only).
- ☐ For Projecting Signs - Distance of projection from building face (6' max) and distance of sign projecting into the right-of-way (24" max).
- ☐ Type of lighting/illumination and method.
  - ☐ Include a night view for internally illuminated signs that appear to have light-colored copy on a dark or non-illuminated background.
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## Sign Permit Application

### OFFICE USE ONLY

Application Date \_\_\_\_\_  
Approval Date \_\_\_\_\_  
Approved by \_\_\_\_\_  
Permit Fee \_\_\_\_\_  
Receipt \_\_\_\_\_

Permit Number: ZON \_\_\_\_\_ -20\_\_\_\_ - \_\_\_\_\_

#### SPECIAL CONDITIONS:

☐ CDR # \_\_\_\_\_ ☐ UDC Other  
☐ VARIANCE ☐ DC/UMX  
☐ UDD # \_\_\_\_\_ ☐ Arch. Review  
☐ Historic/Landmark ☐ PD # \_\_\_\_\_

**APPLICANT:** Use one application per sign. Complete all sections below that apply to the particular sign permit.

Installation Address 9 E. WILSON STREET Zoning District PD, HIS-L, WP-17

Business Name HILTON HOTEL

Owner of Sign (Name) MARCUS HOTELS INC

Address of Sign Owner 9 E. WILSON STREET

Telephone of Sign Owner 608-255-5100

Email \_\_\_\_\_

Sign Contractor/Installer ABLE SIGN

Contact (Name) STEPHEN FRANKLIN

Address W8246 N CRYSTAL LAKE ROAD, BEAVER DAM, WI 53916

Phone 920-219-9556

Email SFRANKLIN@ABLESIGN.NET

### Which of the following best describes the proposed work?

☒ New Sign ☐ Change of Copy ☐ Relocate on Lot  
(Existing Tag/Permit # \_\_\_\_\_) (Existing Tag/Permit # \_\_\_\_\_)

### Type of Sign (Check all that apply):

<input type="checkbox"/> Ground	<input checked="" type="checkbox"/> Non-Ground	<input type="checkbox"/> Canopy	<input type="checkbox"/> Banner (Wall only)
<input type="checkbox"/> Monument	<input checked="" type="checkbox"/> Wall	<input type="checkbox"/> Above	<input type="checkbox"/> Business Opening (30 Days)
<input type="checkbox"/> Pole	<input type="checkbox"/> Awning	<input type="checkbox"/> Below	<input type="checkbox"/> Decorative
<input type="checkbox"/> Portable	<input type="checkbox"/> Projecting	<input type="checkbox"/> Fascia	<input type="checkbox"/> Promotional
<input type="checkbox"/> Billboard (Advertising)	<input type="checkbox"/> Roof	<input type="checkbox"/> Misc.	
<input type="checkbox"/> Off-Premise Directional	<input type="checkbox"/> Above Roof		

#### Sides:

<input checked="" type="checkbox"/> 1	<input type="checkbox"/> External Illuminated	<input type="checkbox"/> Electronic Changeable Copy
<input type="checkbox"/> 2	<input type="checkbox"/> Internal Illuminated	<input type="checkbox"/> Manual Change of Copy
<input type="checkbox"/> Other _____	<input checked="" type="checkbox"/> Non-Illuminated	<input type="checkbox"/> Time & Temperature

### Description of Text and Graphics of Sign:

24in H - FLAT CUT OUT LETTERS READING "Hilton"

Existing Property Use	Proposed Property Use (if changed)
Hotel	Hotel

**PROPOSED GROUND SIGN INFORMATION** - Round to nearest hundredth of a foot (1.00') or whole inch (1' 2") - no fractions:

Lanes of Traffic	Speed Limit (Posted)	Max. Net Sign Area	Max. Ground Sign Height

Net Area Sign Dimensions	Net Area Square Feet	Gross Area Sign Dimensions	Gross Area Square Feet
1		1	
2		2	
3		3	
Total		Total	

**PROPOSED NON-GROUND SIGN INFORMATION** - Round to nearest hundredth of a foot (1.00') or whole inch (1' 2") - no fractions:

Net Area Sign Dimensions	Net Area Square Feet	Dimensions & Total Square Footage of Signable Area
1 24" x 8'-1"	16.2	36in x 38ft. = 114sq.ft.
2		Width of Tenant Space
3		162ft.
Total	16.2	

**All signs are required to be compliant with the Madison General Ordinances. Be sure to include with the application:**

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- ☐ Building elevation drawing showing the sign and all details/dimensions of the sign, signable area, and tenant space.
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## Sign Permit Application

### OFFICE USE ONLY

Application Date \_\_\_\_\_  
Approval Date \_\_\_\_\_  
Approved by \_\_\_\_\_  
Permit Fee \_\_\_\_\_  
Receipt \_\_\_\_\_

Permit Number: ZON \_\_\_\_\_-20\_\_\_\_-\_\_\_\_\_

#### SPECIAL CONDITIONS:

☐ CDR # \_\_\_\_\_ ☐ UDC Other  
☐ VARIANCE ☐ DC/UMX  
☐ UDD # \_\_\_\_\_ ☐ Arch. Review  
☐ Historic/Landmark ☐ PD # \_\_\_\_\_

**APPLICANT:** Use one application per sign. Complete all sections below that apply to the particular sign permit.

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Business Name HILTON HOTEL  
Owner of Sign (Name) MARCUS HOTELS INC  
Address of Sign Owner 9 E. WILSON STREET  
Telephone of Sign Owner 608-255-5100 Email \_\_\_\_\_  
Sign Contractor/Installer ABLE SIGN Contact (Name) STEPHEN FRANKLIN  
Address W8246 N CRYSTAL LAKE ROAD, BEAVER DAM, WI 53916  
Phone 920-219-9556 Email SFRANKLIN@ABLESIGN.NET

### Which of the following best describes the proposed work?

☒ New Sign ☐ Change of Copy ☐ Relocate on Lot  
(Existing Tag/Permit # \_\_\_\_\_) (Existing Tag/Permit # \_\_\_\_\_)

### Type of Sign (Check all that apply):

<input type="checkbox"/> Ground	<input checked="" type="checkbox"/> Non-Ground	<input type="checkbox"/> Canopy	<input type="checkbox"/> Banner (Wall only)
<input type="checkbox"/> Monument	<input checked="" type="checkbox"/> Wall	<input type="checkbox"/> Above	<input type="checkbox"/> Business Opening (30 Days)
<input type="checkbox"/> Pole	<input type="checkbox"/> Awning	<input type="checkbox"/> Below	<input type="checkbox"/> Decorative
<input type="checkbox"/> Portable	<input type="checkbox"/> Projecting	<input type="checkbox"/> Fascia	<input type="checkbox"/> Promotional
<input type="checkbox"/> Billboard (Advertising)	<input type="checkbox"/> Roof	<input type="checkbox"/> Misc.	
<input type="checkbox"/> Off-Premise Directional	<input type="checkbox"/> Above Roof		

### Sides:

<input checked="" type="checkbox"/> 1	<input type="checkbox"/> External Illuminated	<input type="checkbox"/> Electronic Changeable Copy
<input type="checkbox"/> 2	<input type="checkbox"/> Internal Illuminated	<input type="checkbox"/> Manual Change of Copy
<input type="checkbox"/> Other _____	<input checked="" type="checkbox"/> Non-Illuminated	<input type="checkbox"/> Time & Temperature

### Description of Text and Graphics of Sign:

PN.1 - PANEL SIGN "Hilton MADISON MONONA TERRACE"



Existing Property Use	Proposed Property Use (if changed)
Hotel	Hotel

**PROPOSED GROUND SIGN INFORMATION** - Round to nearest hundredth of a foot (1.00') or whole inch (1' 2") - no fractions:

Lanes of Traffic	Speed Limit (Posted)	Max. Net Sign Area	Max. Ground Sign Height

Net Area Sign Dimensions	Net Area Square Feet	Gross Area Sign Dimensions	Gross Area Square Feet
1		1	
2		2	
3		3	
Total		Total	

**PROPOSED NON-GROUND SIGN INFORMATION** - Round to nearest hundredth of a foot (1.00') or whole inch (1' 2") - no fractions:

Net Area Sign Dimensions	Net Area Square Feet	Dimensions & Total Square Footage of Signable Area
1 1'-4" X 1'-7.5" panel	2.2	5' x 12'H
2		Width of Tenant Space
3		162ft.
Total	2.2	

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### OFFICE USE ONLY

Application Date \_\_\_\_\_  
Approval Date \_\_\_\_\_  
Approved by \_\_\_\_\_  
Permit Fee \_\_\_\_\_  
Receipt \_\_\_\_\_

Permit Number: ZON \_\_\_\_\_ -20\_\_\_\_ - \_\_\_\_\_

#### SPECIAL CONDITIONS:

☐ CDR # \_\_\_\_\_ ☐ UDC Other  
☐ VARIANCE ☐ DC/UMX  
☐ UDD # \_\_\_\_\_ ☐ Arch. Review  
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**APPLICANT:** Use one application per sign. Complete all sections below that apply to the particular sign permit.

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Business Name HILTON HOTEL

Owner of Sign (Name) MARCUS HOTELS INC

Address of Sign Owner 9 E. WILSON STREET

Telephone of Sign Owner 608-255-5100

Email \_\_\_\_\_

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Contact (Name) STEPHEN FRANKLIN

Address W8246 N CRYSTAL LAKE ROAD, BEAVER DAM, WI 53916

Phone 920-219-9556

Email SFRANKLIN@ABLESIGN.NET

### Which of the following best describes the proposed work?

☐ New Sign ☒ Change of Copy ☐ Relocate on Lot  
(Existing Tag/Permit # \_\_\_\_\_) (Existing Tag/Permit # \_\_\_\_\_)

### Type of Sign (Check all that apply):

<input type="checkbox"/> Ground	<input checked="" type="checkbox"/> Non-Ground	<input type="checkbox"/> Canopy	<input type="checkbox"/> Banner (Wall only)
<input type="checkbox"/> Monument	<input checked="" type="checkbox"/> Wall	<input type="checkbox"/> Above	<input type="checkbox"/> Business Opening (30 Days)
<input type="checkbox"/> Pole	<input type="checkbox"/> Awning	<input type="checkbox"/> Below	<input type="checkbox"/> Decorative
<input type="checkbox"/> Portable	<input type="checkbox"/> Projecting	<input type="checkbox"/> Fascia	<input type="checkbox"/> Promotional
<input type="checkbox"/> Billboard (Advertising)	<input type="checkbox"/> Roof	<input type="checkbox"/> Misc.	
<input type="checkbox"/> Off-Premise Directional	<input type="checkbox"/> Above Roof		

#### Sides:

<input checked="" type="checkbox"/> 1	<input type="checkbox"/> External Illuminated	<input type="checkbox"/> Electronic Changeable Copy
<input type="checkbox"/> 2	<input type="checkbox"/> Internal Illuminated	<input type="checkbox"/> Manual Change of Copy
<input type="checkbox"/> Other _____	<input checked="" type="checkbox"/> Non-Illuminated	<input type="checkbox"/> Time & Temperature

### Description of Text and Graphics of Sign:

PN.2 - PANEL sign "HOTEL PARKING"

Existing Property Use	Proposed Property Use (if changed)
Hotel	Hotel

**PROPOSED GROUND SIGN INFORMATION** - Round to nearest hundredth of a foot (1.00') or whole inch (1' 2") - no fractions:

Lanes of Traffic	Speed Limit (Posted)	Max. Net Sign Area	Max. Ground Sign Height

Net Area Sign Dimensions	Net Area Square Feet	Gross Area Sign Dimensions	Gross Area Square Feet
1		1	
2		2	
3		3	
Total		Total	

**PROPOSED NON-GROUND SIGN INFORMATION** - Round to nearest hundredth of a foot (1.00') or whole inch (1' 2") - no fractions:

Net Area Sign Dimensions	Net Area Square Feet	Dimensions & Total Square Footage of Signable Area
1 1'-6" X 10' panel	15	1'-6" X 24'L
2		Width of Tenant Space
3		162ft.
Total	15	

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- ☐ Type of material being used and all dimensions of supports and footings.
- ☐ Clearance above ground (for awning/projecting/banner signs only).
- ☐ For Projecting Signs - Distance of projection from building face (6' max) and distance of sign projecting into the right-of-way (24" max).
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