LANDWARKS COMMISSION APPLICATION

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.				

Project Address: 9 E. WILS	ON STREET			_Alder District: _F	OUR
2. PROJECT					
Project Title/Description: $\frac{H}{H}$	ILTON - REPLACEMENT	SIGNAGE			
This is an application for: (ch	neck all that apply)			Legistar #:	
or Designated Landmar		oric District		Legistai #.	
☐ Mansion Hill	☐ Third Lake Ridge	☐ First Settlemen	t	DATE STA	MP
☐ University Heights	☐ Marquette Bungalows	☐ Landmark			
□ Land Division/Combina or to Designated Landn□ Mansion Hill	tion in a Local Historic District nark Site (specify): ☐ Third Lake Ridge	☐ First Settlemen	t DPCED USE ONLY		
☐ University Heights	☐ Marquette Bungalows	☐ Landmark	D USE		
□ Demolition			DPCE		
☐ Development adjacent	to a Designated Landmark				
☐ Variance from the Histo	oric Preservation Ordinance (C	hapter 41)			
	Rescission or Historic District Reservation Planner for specific Sub	, <u>-</u>	nent		
☐ Informational Presenta	tion				
☐ Other (specify):					***************************************
3. <u>APPLICANT</u>					
Applicant's Name: Stephen	Franklin	Company: <u>^</u>	ble Sign		
Address: W8246 N Crysta	al Lake Road		Beaver Dam	WI	53916
Telephone: 920-344-6566	Street		City	State	Zíp
		Email:			
Property Owner (if not application 111 F. Kilbourn	cant): Marcus Hotels, Inc. n Ave., Suite 1200, Milwa	ukee WI 53202			
Address: TTT E. KINDOUTE Property Owner's Signature:	Street	\ \ \ \ \ \ \ \ \ \ \ \ \ \ \ \ \ \ \	City	State 9/10/2025	Zip
Г	Steven S. Bartelt, Asst. Secre		J		
NOTICE REGARDING LOBBYING residential development of over	ORDINANCE: If you are seeking approval or 10 dwelling units, or if you are seeking as	of a development that has ove ssistance from the City with a v	r 40,000 square feet of n value of \$10,000 (includi	on-residential space, or a ng grants, loans, TIF or sin	nilar

4. <u>APPLICATION SUBMISSION REQUIREMENTS</u> (see checklist on reverse)

the City Clerk's Office for more information. Failure to comply with the lobbying ordinance may result in fines.

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

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

DESIGNS PREPARED FOR:

Hilton

SITE ADDRESS:

9 EAST WILSON STREET MADISON, WI 53703 JOB NUMBER: 298976

SALES REPRESENTATIVE: K. CALLIHAN

PROJECT MANAGER: J. FRANCIS



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

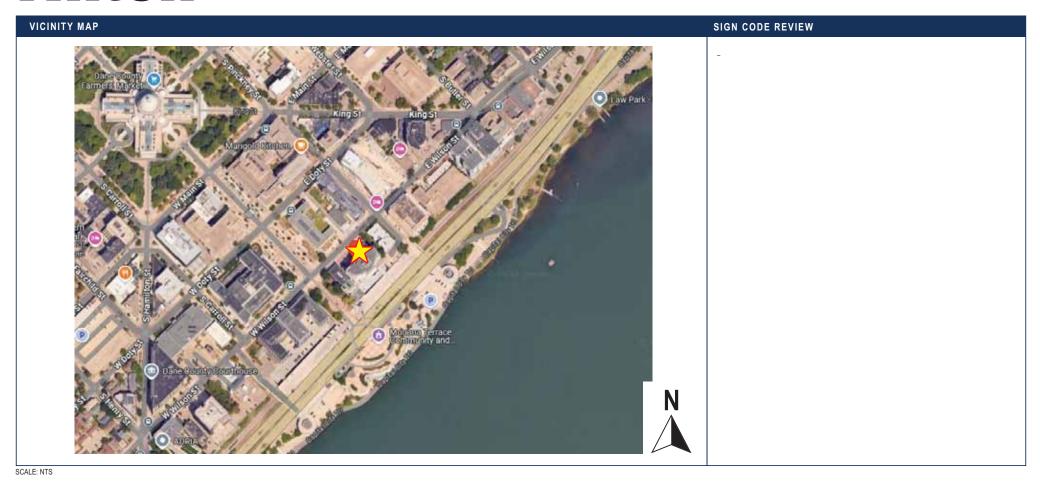
DATE	DESIGNER	NOTE

PRE-FLIGHT PRINT LIST

 ILL I LIOITI	TRIAL FIOT				
GOOD TO GO	OOD TO GO PRIMARY CHECKS		0 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		

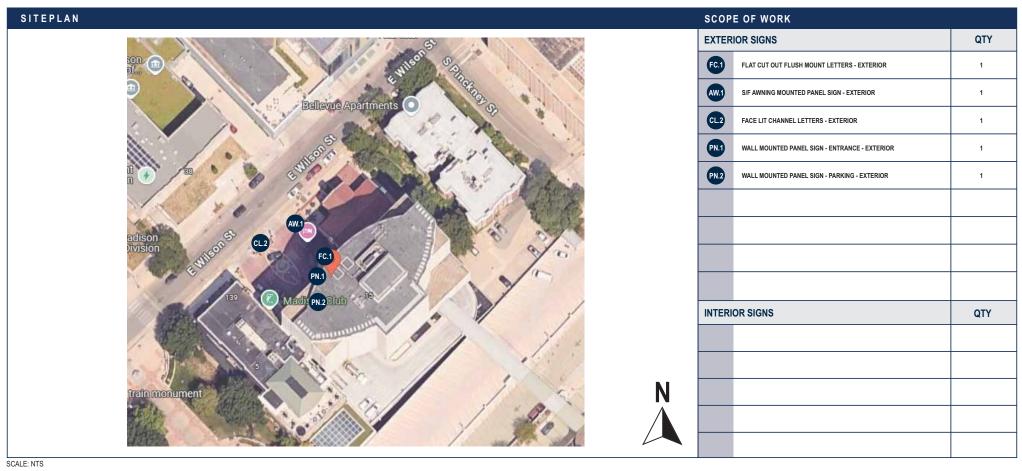
JONES SIGN Your Vision. Accomplished.	JOB #: 298976_R8 DATE: 10.02.24 DESIGNER: A. Swanson SALES REP: K. Callihan PROJ MGR: J. Francis	FIELD SURVEY PAINT COLOR FONTS VECTOR ARTWORK CLIENT PMS COLOR ENGINEERING OTHER:	LANDLORD APPROVAL DATE CLIENT APPROVAL DATE	Hilton	HILTON 9 EAST WILSON STREET MADISON, WI 53703	SHEET NUMBER
--	--	---	--	--------	---	--------------

Hilton



	JOB#: 298976_R8	REQUIRED:	LANDLORD APPROVAL DATE		HILTON	SHEET NUMBER
JONES SIGN Your Vision. Accomplished.		FIELD SURVEY PAINT COLOR FONTS VECTOR ARTWORK CLIENT PMS COLOR ENGINEERING	CLIENT APPROVAL DATE	Hilton	9 EAST WILSON STREET MADISON, WI 53703	2.0

Hilton



JONES SIGN Your Vision, Accomplished,

LANDLORD APPROVAL REQUIRED: JOB#: 298976 R8 DATE: 10.02.24 FIELD SURVEY FONTS □ PAINT COLOR VECTOR ARTWORK CLIENT PMS COLOR ENGINEERING DESIGNER: A. Swanson CLIENT APPROVAL SALES REP: K. Callihan

Hilton

HILTON 9 EAST WILSON STREET MADISON, WI 53703

NORTHWEST ELEVATION



NORTHWEST ELEVATION - EXISTING CONDITIONS SCALE: NTS

FC.1 CENTER SIGN L-R AND T-B ON CURVED SIGNBAND



NORTHWEST ELEVATION - PROPOSED SIGNAGE SCALE: NTS

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

JONES SIGN
Your Vision, Accomplished,
A MORTENSEN COMPANY

Hilton

HILTON 9 EAST WILSON STREET MADISON, WI 53703

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

OVERALL SQUARE FOOTAGE: 16.17







NIGHT VIEW SCALE: NTS

JONES SIGN
Your Vision. Accomplished.
A MORTENBEN COMPANY

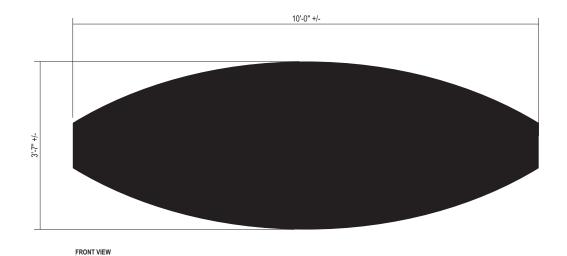
JOB #: 298976_R8	REQUIRED:			LANDLORD APPROVAL
DATE: 10.02.24	☐ FIELD SURVEY	☐ PAINT COLOR	FONTS	
DESIGNER: A. Swanson	☐ VECTOR ARTWORK	☐ CLIENT PMS COLOR	ENGINEERING	CLIENT APPROVAL
SALES REP: K. Callihan	OTHER:			SEENTAL TROVAL
PROJ MGR: J. Francis				



HILTON 9 EAST WILSON STREET

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



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

JOB #: 298976_R8
DATE: 10.02.24
DESIGNER: A. Swanson
SALES REP: K. Callihan

1

FONTS
OR ENGINEERING

S WEERING CLIENT APPROVAL Hilton

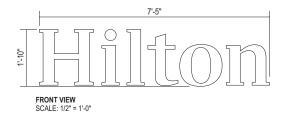
HILTON 9 EAST WILSON STREET MADISON, WI 53703

6.0

LANDLORD APPROVAL

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

SQUARE FOOTAGE: 13.6







NIGHT VIEW SCALE: 1/2" = 1'-0"



EXISTING VIEW SCALE: NTS



PROPOSED VIEW SCALE: NTS

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

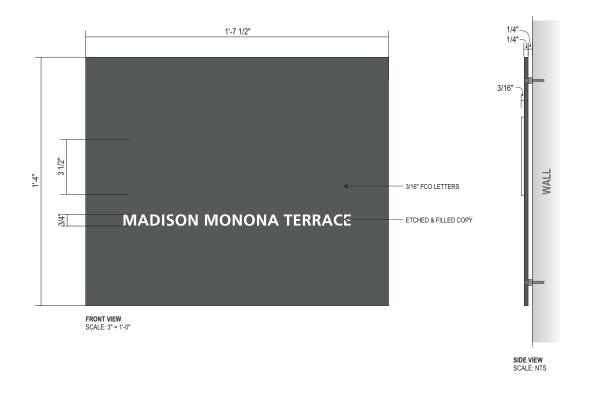


Hilton

HILTON 9 EAST WILSON STREET MADISON, WI 53703

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

SQUARE FOOTAGE: 2.2





EXISTING VIEW SCALE: NTS



PROPOSED VIEW SCALE: NTS

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



Hilton

HILTON 9 EAST WILSON STREET MADISON, WI 53703

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

SQUARE FOOTAGE: 15





EXISTING VIEW SCALE: NTS



PROPOSED VIEW SCALE: NTS

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



Hilton

HILTON 9 EAST WILSON STREET MADISON, WI 53703

9.0



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

Sign Permit Application

OFFICE USE ONLY		Permit I	Number: ZON_	20
Application Date		SPECIAL	L CONDITIONS:	
Approval Date			#	☐ UDC Other
Approved by			ANCE	□ DC/UMX
Permit Fee			# pric/Landmark	☐ Arch. Review ☐ PD #
Receipt		— nistc	oricy Lanulliai K	
APPLICANT: Use one applicatio	n per sign. Complete all s	ections below that app	oly to the parti	cular sign permit.
Installation Address 9 E. WILSO	ON STREET		Zoning Dis	trict PD, HIS-L, WP-17
Business Name HILTON HOTE	L			
Owner of Sign (Name) MARCUS	S HOTELS INC			
Address of Sign Owner 9 E. WIL	SCON STREET			
Telephone of Sign Owner 608-2	55-5100	Email		
Sign Contractor/Installer ABLE			lame) STEPHE	EN FRANKLIN
Address W8246 N CRYSTAL	LAKE ROAD, BEAVER	DAM, WI 53916		
Phone 920-219-9556		Email SF	RANKLIN@A	BLESIGN.NET
Which of the following best descril	bes the proposed work?			_
	ge of Copy	Reloc	cate on Lot	
(Existing	Tag/Permit #) (Existing	Tag/Permit #)
Type of Sign (Check all that apply):				
Ground	Non-Ground	Canopy	Banner	(Wall only)
Monument	Wall	Above	☐ Bu	usiness Opening (30 Days)
Pole	Awning	Below	De	ecorative
Portable	Projecting	Fascia	Pr	omotional
☐ Billboard (Advertising)	Roof	☐ Misc.		
Off-Premise Directional	<u></u>	_		
Sides:	_ _			
1	External Illui	minated	☐ Electro	nic Changeable Copy
2	Internal Illur	ninated	Manua	l Change of Copy
 Other	Non-Illumina	ated	☐ Time &	Temperature
	<u> </u>			

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		
ROPOSED GROUND	<u>SIGN</u> INFOI	RMATION - Round to no	eares	thundredth of a foot (1.00	') or whole incl	h (1' 2") - no fractions:	
Lanes of Traffic	Speed	Limit (Posted)	Ma	x. Net Sign Area	Max. 0	Ground Sign Height	
Net Area Sign Dimensions		Net Area Square Feet	Gr	oss Area Sign Dimension	ıs	Gross Area Square Fee	
1			1				
2			2				
3			3				
	Total				Total		
let Area Sign Dimensions 3'-7" X 10'		Net Area Square Feet	Dimensions & Total Square Footage of Signable Area				
PROPOSED NON-GRO		T	$\neg \vdash$				
1 3'-7" X 10'		36		3'	-7" X 1	Ω'	
2				Width of Tenant Space	7 7 1		
3					4004		
	Total	36			162ft.		
Il signs are required to	be complian	t with the Madison G	ener	al Ordinances. Be sur	e to include	e with the application	
Detailed drawing	s in full color o	of the proposed sign.					
		wing the sign and all de	tails	/dimensions of the sig	n, signable a	rea, and tenant space	
	_	d all dimensions of sup		_	, 0	,	
_ ``	_	wning/projecting/banno		_			
<u></u>	ns - Distance	of projection from build		•	nce of sign p	projecting into the righ	
Type of lighting/i	llumination ar	nd method.					
	ight view for <u>i</u> l background.	nternally illuminated si	gns t	hat appear to have ligl	nt-colored co	opy on a dark or non-	
If the sign will be mounted.	attached to a	building, show the buil	ding	roofline in relation to	the wall on	which the sign will be	
Pictures of any ex	kisting signs (v	vith tag/permit #'s if po	ssib	e).			
Δ site nlan showi	ng the size and	d location of existing sig	gns.	as well as showing the	location of r	new or relocated sign.	

Any Missing Information Will Result in Delays to Your Application

Acknowledgement from the property owner to erect the sign.

^{*}FOR MORE INFORMATION ON SUBMITTAL REQUIREMENTS, PLEASE REFER TO MGO SECTION 31.041(2)*



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

Sign Permit Application

OFFICE USE ONLY		Permit N	lumber: ZON20
Application Date		SPECIAL	CONDITIONS:
Approval Date		□ CDR #	# UDC Other
Approved by			ANCE DC/UMX
Permit Fee			# Arch. Review
Receipt		☐ Histo	ric/Landmark
APPLICANT: Use one a	pplication per sign. Complete al	l sections below that app	ly to the particular sign permit.
Installation Address 9	E. WILSON STREET		Zoning District PD, HIS-L, WP-17
Business Name HILTO	N HOTEL		
Owner of Sign (Name)	MARCUS HOTELS INC		
Address of Sign Owner	9 E. WILSCON STREET		
Telephone of Sign Own	er <u>608-255-5100</u>	Email	
Sign Contractor/Installe	ABLE SIGN	Contact (N	ame) STEPHEN FRANKLIN
Address W8246 N CF	RYSTAL LAKE ROAD, BEAVER	R DAM, WI 53916	
Phone 920-219-9556		Email SF	RANKLIN@ABLESIGN.NET
Which of the following b	est describes the proposed work?		
New Sign	Change of Copy	Reloc	ate on Lot
	(Existing Tag/Permit #		Tag/Permit #)
Type of Sign (Check all th	at apply):		
■ Ground	Non-Ground	Canopy	Banner (Wall only)
■ Monument	Wall	Above	Business Opening (30 Days)
☐ Pole	Awning	Below	Decorative
Portable	Projecting	Fascia	Promotional
Billboard (Adve	ertising) Roof	Misc.	
Off-Premise Di	rectional Above Roof		
Sides:			
1	External II	luminated	Electronic Changeable Copy
2	Internal III	uminated	☐ Manual Change of Copy
Other	☐ Non-Illum	inated	☐ Time & Temperature
Description of Text and O	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	Gr	oss 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:

Ne	t Area Sign Dimensions	Net Area Square Feet	Dimensions & Total Square Footage of Signable Area
1			
2			Midth of Towns Coops
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:

Detailed drawings in full color of the proposed sign.
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 <u>internally illuminated</u> 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

Any Missing Information Will Result in Delays to Your Application

^{*}FOR MORE INFORMATION ON SUBMITTAL REQUIREMENTS, PLEASE REFER TO MGO SECTION 31.041(2)*



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

Sign Permit Application

		Permit Num	nber: ZON20
Application Date		SPECIAL CON	NDITIONS:
Approval Date		☐ CDR #	UDC Other
Approved by		☐ VARIANCE	□ DC/UMX
Permit Fee		□ UDD #	
Receipt		☐ Historic/L	andmark
APPLICANT: Use one	application per sign. Complete a	all sections below that apply t	o the particular sign permit.
Installation Address 9	E. WILSON STREET		Zoning District PD, HIS-L, WP-17
Business Name HILTO	N HOTEL		
Owner of Sign (Name)	MARCUS HOTELS INC		
Address of Sign Owner	9 E. WILSCON STREET		
Telephone of Sign Owr	ner 608-255-5100	Email	
Sign Contractor/Install	er ABLE SIGN	Contact (Name	STEPHEN FRANKLIN
Address W8246 N C	RYSTAL LAKE ROAD, BEAVE	ER DAM, WI 53916	
Phone 920-219-9556	;	Email SFRAM	NKLIN@ABLESIGN.NET
Which of the following b	best describes the proposed work?		
New Sign	Change of Copy	Relocate	on Lot
I Wew Sign	(Existing Tag/Permit #	_	/Permit #)
Type of Sign (Check all th			,
Type of Sign (Check all the	пат арріу):		
Ground	Non-Ground	Canopy	Banner (Wall only)
			Dusiness Opening (20 Days)
Monument	■ Wall	Above	Business Opening (30 Days)
☐ Monument☐ Pole	■ Wall	☐ Below	Decorative
_	_		
Pole	Awning Projecting	Below	Decorative
Pole Portable	Awning Projecting Projecting Roof	☐ Below ☐ Fascia	Decorative
Pole Portable Billboard (Adv	Awning Projecting Projecting Roof	☐ Below ☐ Fascia	Decorative
Pole Portable Billboard (Adv	Awning Projecting Projecting Roof Above Roof	☐ Below ☐ Fascia	Decorative
Pole Portable Billboard (Adv Off-Premise D	Awning Projecting Roof irectional External	Below Fascia Misc.	☐ Decorative ☐ Promotional
Pole Portable Billboard (Adv Off-Premise D Sides:	Awning Projecting Roof irectional External	Below Fascia Misc. Illuminated	☐ Decorative ☐ Promotional ☐ Electronic Changeable Copy

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

Existing Property Use			Pro	pposed Property Use (if ch	anged)	
	Hotel		Hotel			
PROPOSED <u>GROU</u>	ND SIGN INFOR	RMATION - Round to ne	eares	t hundredth of a foot (1.00')	or whole inc	h (1' 2") - no fractions:
Lanes of Traffic	Speed I	imit (Posted)	Ma	x. Net Sign Area	Max.	Ground Sign Height
Net Area Sign Dimens	ions	Net Area Square Feet	Gross Area Sign Dimensions Gross Area S			Gross Area Square Feet
1			1			
2			2			
3			3			
Total					Total	
PROPOSED NON-O		INFORMATION - Rou Net Area Square Feet	$\neg \vdash$	nearest hundredth of a foot		
1 24" x 8'-1"		16.2	Dimensions & Total Square Footage of Signable Area 36in x 38ft. = 114sq.ft.			
2			╢,		p(t) = t	1454.11.
3] - `	Nidth of Tenant Space		
	Total	16.2		ı	162ft.	
Detailed draw	vings in full color o	of the proposed sign.		al Ordinances. Be sure		
Type of mate	rial being used an	d all dimensions of sup	oort	s and footings.		
Clearance abo	ove ground (for av	vning/projecting/banne	er sig	gns only).		
		of projection from build	ling	face (6' max) and distan	ce of sign	projecting into the right
of-way (24" n	iaxj.					
	ng/illumination ar	d method.				
Type of lightin	ng/illumination ar		gns t	hat appear to have light	-colored c	opy on a dark or non-
Type of lightin	ng/illumination ar a night view for <u>i</u> ated background.	nternally illuminated sig		hat appear to have light roofline in relation to the		

Any Missing Information Will Result in Delays to Your Application

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.

^{*}FOR MORE INFORMATION ON SUBMITTAL REQUIREMENTS, PLEASE REFER TO MGO SECTION 31.041(2)*



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Sign Permit Application

OFFICE USE ONLY		Permit Number: ZON2	.0
Application Date		SPECIAL CONDITIONS:	
Approval Date		□ CDR # □ UDC O	her
Approved by		□ VARIANCE □ DC/UM	
Permit Fee		□ UDD # □ Arch. R	
Receipt		☐ Historic/Landmark ☐ PD #	
APPLICANT: Use one	application per sign. Complet	e 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 HILTC	ON HOTEL		
Owner of Sign (Name)	MARCUS HOTELS INC		
Address of Sign Owner	9 E. WILSCON STREET		
Telephone of Sign Owr	ner 608-255-5100	Email	
Sign Contractor/Install	er ABLE SIGN	Contact (Name) STEPHEN FRAN	IKLIN
Address W8246 N C	RYSTAL LAKE ROAD, BEA	VER DAM, WI 53916	
Phone 920-219-9556	5	Email SFRANKLIN@ABLESIGN	I.NET
Which of the following b	best describes the proposed wor	k?	
New Sign	Change of Copy	Relocate on Lot	
	(Existing Tag/Permit #) (Existing Tag/Permit #)
Type of Sign (Check all th	hat apply):		
Type of Sign (Check all the Ground	hat apply): Non-Ground	Canopy Banner (Wall only)
	<u></u>) ening (30 Days)
Ground	Non-Ground		
Ground Monument	Non-Ground Wall	Above Business Op	ening (30 Days)
Ground Monument Pole Portable	Non-Ground Wall Awning Projecting	☐ Above ☐ Business Op ☐ Below ☐ Decorative	ening (30 Days)
Ground Monument Pole Portable Billboard (Adv	Non-Ground Wall Awning Projecting vertising) Roof	□ Above □ Business Op □ Below □ Decorative □ Fascia □ Promotional □ Misc.	ening (30 Days)
Ground Monument Pole Portable	Non-Ground Wall Awning Projecting vertising) Roof	□ Above □ Business Op □ Below □ Decorative □ Fascia □ Promotional □ Misc.	ening (30 Days)
Ground Monument Pole Portable Billboard (Adv	Non-Ground Wall Awning Projecting Vertising) Roof Above Roof	□ Above □ Business Op □ Below □ Decorative □ Fascia □ Promotional □ Misc.	ening (30 Days)
Ground Monument Pole Portable Billboard (Adv Off-Premise D	Non-Ground Wall Awning Projecting Vertising) Roof Directional Extern	Above Business Op Below Decorative Fascia Promotional Misc.	ening (30 Days)
Ground Monument Pole Portable Billboard (Adv Off-Premise D Sides:	Non-Ground Wall Awning Projecting Vertising) Roof Above Roof Extern Intern	Above Business Op Below Decorative Fascia Promotional Misc. Business Op Decorative Promotional Electronic Change	ening (30 Days) eable Copy f Copy

MGO 31.041(6)—Permits are revocable at any time by the Zoning Administrator.

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

Exi	sting Property Use			Proposed Property Use (if changed)			
	Hote	el		Hotel			
PRO	OPOSED <u>GROUND SIGN</u> I	NFOR	MATION - Round to no	eares	t hundredth of a foot (1.00)') or whole inc	h (1' 2") - no fractions:
La	nes of Traffic	Speed L	imit (Posted)	Ma	x. Net Sign Area	Max.	Ground Sign Height
Ne	t Area Sign Dimensions		Net Area Square Feet	Gr	oss Area Sign Dimension	ns	Gross Area Square Fee
1	_		•	1	_		
2				2			
3				3			
	To	otal				Total	
	t Area Sign Dimensions 1'-4" X 1'-7.5" panel		Net Area Square Feet 2.2	et Dimensions & Total Square Footage of Signable A			
	OPOSED NON-GROUND S	<u>SIGN</u> I		$\neg \vdash$			
1	1'-4" X 1'-7.5" panel		2.2		ı	5' v 12'l	4
2				_ _	Nidth of Tenant Space	7 7 121	•
3						4004	
		Total	2.2			162ft.	
<u>II s</u>	Detailed drawings in full	color o	f the proposed sign.				
	Building elevation drawing	•				gn, signable a	area, and tenant space
	Type of material being us				· ·		
	Clearance above ground						
	For Projecting Signs - Distof-way (24" max).	tance o	of projection from build	ding '	face (6' max) and dista	ance of sign	projecting into the righ
	Type of lighting/illuminat	ion an	d method.				
	Include a night view illuminated background		nternally illuminated si	gns t	hat appear to have lig	ht-colored c	opy on a dark or non-
	If the sign will be attache mounted.	d to a	building, show the buil	ding	roofline in relation to	the wall on	which the sign will be
	Disturcs of any existing s	ians (w	ith tag/permit #'s if po	ccihl	۵۱		
	Fictures of any existing si	igiis (w	itii tag/periiiit # 3 ii po	33101	<i>⊂</i>).		

Any Missing Information Will Result in Delays to Your Application

Acknowledgement from the property owner to erect the sign.

^{*}FOR MORE INFORMATION ON SUBMITTAL REQUIREMENTS, PLEASE REFER TO MGO SECTION 31.041(2)*



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

Sign Permit Application

		Permit	Number: ZON20	
Application Date		SPECIA	L CONDITIONS:	
Approval Date		☐ CDR	# UDC Other	
Approved by			ANCE DC/UMX	
Permit Fee			# Arch. Review	
Receipt		Histo	oric/Landmark	
APPLICANT: Use one a	pplication per sign. Complete all s	sections below that ap	oly to the particular sign permit.	
Installation Address 9	E. WILSON STREET		Zoning District PD, HIS-L, WP-17	7
Business Name HILTO	N HOTEL			
Owner of Sign (Name)	MARCUS HOTELS INC			
Address of Sign Owner	9 E. WILSCON STREET			
Telephone of Sign Own	er 608-255-5100	Email		
Sign Contractor/Installe	ABLE SIGN	Contact (N	lame) STEPHEN FRANKLIN	
Address W8246 N CF	RYSTAL LAKE ROAD, BEAVER	DAM, WI 53916		
Phone 920-219-9556		Email SF	RANKLIN@ABLESIGN.NET	
Which of the following h	est describes the proposed work?			
New Sign	Change of Copy (Existing Tag/Permit #	_	cate on Lot Tag/Permit #)
	Change of Copy (Existing Tag/Permit #	_)
☐ New Sign	Change of Copy (Existing Tag/Permit #	_)
New Sign Type of Sign (Check all the	Change of Copy (Existing Tag/Permit # at apply):		Tag/Permit #)
☐ New Sign Type of Sign (Check all the	Change of Copy (Existing Tag/Permit # at apply): Non-Ground	(Existing	Tag/Permit #Banner (Wall only)	_)
☐ New Sign Type of Sign (Check all the ☐ Ground ☐ Monument	Change of Copy (Existing Tag/Permit # at apply): Non-Ground Wall	Canopy	Tag/Permit #	_)
New Sign Type of Sign (Check all the Ground Monument Pole Portable	Change of Copy (Existing Tag/Permit # at apply): Non-Ground Wall Awning Projecting	Canopy Above Below	Tag/Permit #)
☐ New Sign Type of Sign (Check all the Ground ☐ Monument ☐ Pole	Change of Copy (Existing Tag/Permit # at apply): Non-Ground Wall Awning Projecting ertising) Roof	Canopy Above Below Fascia	Tag/Permit #	_)
New Sign Type of Sign (Check all the Ground Monument Pole Portable Billboard (Adve	Change of Copy (Existing Tag/Permit # at apply): Non-Ground Wall Awning Projecting ertising) Roof	Canopy Above Below Fascia	Tag/Permit #	_)
New Sign Type of Sign (Check all the Ground Monument Pole Portable Billboard (Adve	Change of Copy (Existing Tag/Permit # at apply): Non-Ground Wall Awning Projecting ertising) Roof	Canopy Above Below Fascia Misc.	Tag/Permit #	_)
New Sign Type of Sign (Check all the Ground Monument Pole Portable Billboard (Advection of Control of Check all the Check a	Change of Copy (Existing Tag/Permit #	Canopy Above Below Fascia Misc.	Tag/Permit #	_)
New Sign Type of Sign (Check all the Ground Monument Pole Portable Billboard (Advection of Ground) Off-Premise Direction of Ground	Change of Copy (Existing Tag/Permit #	Canopy Above Below Fascia Misc.	Tag/Permit #	_)

PN.2 - PANEL sign "HOTEL PARKING"

Exi	sting Property Use			Proposed Property Use (if changed)			
	H	otel		Hotel			
PRO	DPOSED <u>GROUND SIG</u>	<u>N</u> INFOI	RMATION - Round to ne	earest	hundredth of a foot (1.00	') or whole incl	n (1' 2") - no fractions:
Laı	nes of Traffic	Speed	imit (Posted)		x. Net Sign Area	Max. 0	Ground Sign Height
Ne	t Area Sign Dimensions		Net Area Square Feet	Gre	oss Area Sign Dimension	ıs	Gross Area Square Fee
1				1			
2				2			
3				3			
		Total				Total	
Net Area Sign Dimensions 1 1'-6" X 10' panel		Net Area Square Feet 15	- -	Dimensions & Total Square Footage of Signable Area			
'R(DPOSED <u>NON-GROUNI</u>	<u> SIGN</u>	INFORMATION - Rou	nd to	nearest hundredth of a fo	ot (1.00') or wh	nole inch (1' 2") - no fractio
	Net Area Sign Dimensions		-	┦┖	-		
2	1-6 × 10 paner		15	-	1'-	·6" X 24	ŀ'L
<u>-</u> 3				- <u> </u> v	Vidth of Tenant Space		
_		Total	15	\dashv		162ft.	
II s	Detailed drawings in fu	ıll color (of the proposed sign.				
		•	wing the sign and all de		J	n, signable a	rea, and tenant space
	_ ``		d all dimensions of sup		_		
			wning/projecting/banne				
	For Projecting Signs - E of-way (24" max).	Distance	of projection from build	ding t	face (6' max) and dista	nce of sign p	projecting into the righ
	Type of lighting/illuming	nation ar	nd method.				
	Include a night v illuminated back		nternally illuminated sig	gns t	hat appear to have lig	nt-colored co	opy on a dark or non-
				منام	roofling in rolation to	ر مم المبير مط	مطالنين محنم مطخطمناي
	If the sign will be attace mounted.	hed to a	building, show the buil	airig	roomine in relation to	the wall on	which the sign will be
	mounted.		building, show the buil vith tag/permit #'s if po			the wall on	wnich the sign will be

Any Missing Information Will Result in Delays to Your Application

Acknowledgement from the property owner to erect the sign.

^{*}FOR MORE INFORMATION ON SUBMITTAL REQUIREMENTS, PLEASE REFER TO MGO SECTION 31.041(2)*

