

CITY OF HUDSON
505 3RD STREET
HUDSON WI 54016-1694
www.hudsonwi.gov

MASTER SIGN PLAN
PERMIT
APPLICATION

TIFFANY WEISS, AICP
CITY PLANNER
(715)386-4776, ext. 161
tweiss@hudsonwi.gov

Owner's Name

Telephone (Daytime)

Email

Mailing Address

Applicant's Name (if different than owner)

Telephone (Daytime)

Email

Mailing Address

Building/Site Address & Zoning District for Sign Location

TYPE OF SIGN (check all that apply): (ELECTRONIC MESSAGE DISPLAYS, ALSO COMPLETE SECOND PAGE)

Wall Projecting Freestanding Balloon Banner Other _____

OTHER INFORMATION (check all that apply):

New Replacement Repair Modification Master Sign Plan

Maximum Sign Height

Area (sq.ft./Face)

Total Size (sq.ft)

Existing Sign(s) - Show on Sketch if Required

Type

Size

ANTICIPATED INSTALLATION DATE:

ADDITIONAL ITEMS TO INCLUDE IN APPLICATION:

Site Survey

Deed Restriction Draft

Lighting details

Master Sign Plans are REQUIRED for the following:

1. Planned Unit Developments (PUDs)
2. Off-premise advertising on an adjacent lot
3. Building complexes
4. Multi-tenant structures
5. Shopping centers, covered mall buildings, or strip malls
6. Area identification signs

Process of Approval:

1. Applicant Submittal w/ all required items and fee included.
2. City Staff review to ensure compliance with Municipal Sign Ordinance, Chapter 202.
3. City Attorney review (*legal fees to be paid by applicant*).
4. Application forwarded to Plan Commission for review.
5. Plan Commission's consideration forwarded to Common Council for final review.
6. If approved, City staff will notify applicant by email to pick up the executed Master Sign Plan and bring it to the St Croix County Register of Deeds office (1101 Carmichael Road) for official filing (*County filing fee to be paid by applicant*).

The owner/applicant agrees to comply with Chapter 202 and all other Municipal Code requirements; understands that the issuance of the permit creates no legal liability on the City and certifies that all of the submitted information is accurate.

SIGNATURE OF APPLICANT _____ DATE _____

Nonrefundable Application Fee of \$50.00 for Master Plan (CASH OR CHECK ONLY) is due with application.
Completed Sign Permit Applications (images, dimensions, applications, and fees) require a minimum of 5 business days for City of Hudson review. Signs in the Downtown Overlay District will require Plan Commission committee review.

ELECTRONIC MESSAGE DISPLAYS

LOCATION*

- 1) Is the display more than 150' from a residential area? YES NO
- 2) Is the display more than 50' from another display? YES NO
- 3) Is the display part of a freestanding sign? YES NO

AREA

- 1) Is the display area:
- a. 30 sf or less in B-2 General Business District? YES NO
- b. 20 sf or less in B-3 Central Business District? YES NO

HEIGHT

- 1) Is the display height:
- a. 25' or less in B-2 General Business District? YES NO
- b. 20' or less in B-3 Central Business District? YES NO

DISPLAY

- 1) Will each message be displayed for more than 4 seconds? YES NO
- 2) Will the message be animated or display video? ** YES NO
- 3) Will the daylight brightness be less than 5,000 nits? YES NO
- 4) Will the sunset to sunrise brightness be less than 500 nits? YES NO
- 5) How will the brightness be controlled? ***

* Electronic displays prohibited in designated historic districts downtown.

** Animated or video displays require a conditional use permit.

*** Automatic controls required to reduce brightness to 500 nits or less between the hours from sunset to sunrise.

DEED RESTRICTION

Document Number

Document Title

_____, a _____, is the owner of the following described real estate situated in the City of Hudson, St. Croix County, Wisconsin:

Address of _____.

A master sign plan for said lot(s) was approved by the City of Hudson Common Council on _____ with the location of signs included in this Master Plan (e.g. freestanding (monument) signs, wall signs, directional signs, area identification signs) shown on Exhibit A, and

Conditions of approval for this master sign plan note that all future signage on these parcels must abide by the restrictions included in this master sign plan.

Recording Area

Name and Return Address

TIFFANY WEISS
CITY OF HUDSON
505 THIRD STREET
HUDSON WI 54016-169

Parcel Identification Number (PIN)

Detailed restrictions consist of:

- Limit of one freestanding sign per 600-feet of street frontage.
- No freestanding sign shall be greater than 135 square feet in area, nor exceed 45 feet in height, unless approved by Conditional Use Permit.
- Wall signage shall not exceed __% of wall area on the primary façade and __% on secondary façades.
- No flashing or neon lighting is permitted.
- Other master sign plan requirements as noted per Municipal Sign Ordinance §202.

Nothing in this Deed Restriction shall restrict the City's discretion in deciding whether to approve or deny any such application for a sign permit.

Dated this ____ day of _____, 20__.

BY: _____

Subscribed and sworn to before me this ____ day of _____, 20__.

Notary Public, _____ County, State of _____

My Commission is permanent/expires: _____

This instrument drafted by:
City of Hudson
505 Third Street
Hudson WI 54016

THIS PAGE IS PART OF THIS LEGAL DOCUMENT – DO NOT REMOVE.

This information must be completed by submitter: document title, name & return address, and PIN (if required). Other information such as the granting clause, legal description, etc., may be placed on this first page of the document or may be placed on additional pages of the document.
WRDA Rev. 12/22/2010