

CITY OF HUDSON
505 3RD STREET
HUDSON WI 54016-1694
FAX (715)386-3385
www.hudsonwi.gov

**SIGN PERMIT
APPLICATION**

TIFFANY WEISS
CITY PLANNER
(715)386-4775, ext. 161
tweiss@hudsonwi.gov

Owner's Name

Telephone (Daytime)

Email or Fax

Mailing Address

Applicant's Name (if different than owner)

Telephone (Daytime)

Email or Fax

Mailing Address

Building/Site Address for Sign Location

TYPE OF SIGN (mark one): (FOR ELECTRONIC MESSAGE DISPLAYS, ALSO COMPLETE SECOND PAGE)

Wall Projecting Freestanding* Balloon* Banner* Other* _____

OTHER INFORMATION:

New Replacement Repair Modification Master Sign Plan

Maximum Sign Height

Sign/Face (sq. ft.)

Total Size

Existing Sign(s) - Show on Sketch if Required

Type

Size

ANTICIPATED INSTALLATION DATE:

***FOR TEMPORARY SIGN Dates sign will be displayed (10 days maximum):**

In area below, provide site plan showing proposed sign location and detail plan of proposed sign w/dimensions, illumination, etc. or attach to the application form.

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 per sign (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.

Sign Permit Applications in the Downtown Overlay District

Pursuant to City of Hudson Municipal Code 255-17.6, all new signage within the Downtown Overlay District must be reviewed by City of Hudson Plan Commission.

Where is the Downtown Overlay District?

The Downtown Overlay District approximately encompasses the area north of I-94 to Elm Street and from the St. Croix River east to approximately 3rd Street. Please confirm your sign location on the map below:



What are the District Requirements?

The Downtown Overlay District guidelines are intended to preserve and restore unique and historic buildings and ensure coordinated design of building exteriors.

The complete Downtown Overlay District Guidelines can be found in the City of Hudson Municipal Code §255-17.1 - §255-17.10 [here](#).

What are the General Sign Code Requirements?

All signage shall comply with City of Hudson Municipal Code §202-Signs including but not limited to size, lighting, and placement. The Sign Code Chapter can be reviewed [here](#).

When will the Plan Commission committee meet to review the application?

The Plan Commission typically meets on the first Tuesday of each month at 6:00 p.m. in the City Hall Council Chambers, 505 Third Street, Hudson, Wisconsin.

Please plan accordingly when applying for a sign permit in the Downtown Overlay District. Permit applications may take 2-4 weeks to be reviewed by the Plan Commission and issued.