

**CITY OF HUDSON**  
505 3<sup>RD</sup> STREET  
HUDSON WI 54016-1694  
FAX (715)386-3385  
[www.ci.hudson.wi.us](http://www.ci.hudson.wi.us)

**SIGN PERMIT  
APPLICATION**

DAVID GRAY  
BUILDING INSPECTOR  
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RHETT BORNER  
ASST BUILDING INSPECTOR  
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Owner's Name	Telephone (Daytime)	Fax or Email
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Mailing Address

Applicant's Name (if different than owner)	Telephone (Daytime)	Fax or Email
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Mailing Address

Building/Site Address of Sign Location

Type of Sign (mark one): (FOR ELECTRONIC MESSAGE DISPLAYS, COMPLETE SECOND PAGE ALSO)

Wall	Projecting	Freestanding*	Balloon*	Banner*	Other*
New	Replacement	Repair	Modification		
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 with 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 \$30.00 per sign (CASH OR CHECK ONLY)**

## ELECTRONIC MESSAGE DISPLAYS

### LOCATION\*

- 1) Is the display more than 150' from a residential area? \_\_\_\_\_
- 2) Is the display more than 50' from another display? \_\_\_\_\_
- 3) Is the display part of a freestanding sign? \_\_\_\_\_

### AREA

- 1) Is the display area:
  - a. 30 sf or less in B-2 General Business District? \_\_\_\_\_
  - b. 20 sf or less in B-3 Central Business District? \_\_\_\_\_

### HEIGHT

- 1) Is the display height:
  - a. 25' or less in B-2 General Business District? \_\_\_\_\_
  - b. 20' or less in B-3 Central Business District? \_\_\_\_\_

### DISPLAY

- 1) Will each message be displayed for more than 4 seconds? \_\_\_\_\_
  - 2) Will the message be animated or display video? \*\* \_\_\_\_\_
  - 3) Will the daylight brightness be less than 5,000 nits? \_\_\_\_\_
  - 4) Will the sunset to sunrise brightness be less than 500 nits? \_\_\_\_\_
  - 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.

SIGNS

202 Attachment 1

City of Hudson

Chart of Signs  
(Referenced in § 202-6)

TYPES OF SIGNS: FREESTANDING WALL BANNER PORTABLE EMD  
 EMD – Electronic Message Display  
 NP – Not Permitted

**Business Districts:**

**B-1 Local Business District:**

Maximum height	10 feet			3 feet	NP
Maximum sign area	60 sq. ft.	7% *	20 sq. ft.	7.5 sq. ft.	

**B-2 General Business District:**

Maximum height	45 feet			3 feet	25 feet
Maximum sign area	135 sq. ft.	***	80 sq. ft.	7.5 sq. ft.	30 sq. ft.

**B-3 Central Business (Downtown) District:**

Maximum height	20 feet			3 feet	20 feet
Maximum sign area	80 sq. ft.	7% */4%**	20 sq. ft.	7.5 sq. ft.	20 sq. ft.

**OFC Office District:**

Maximum height	10 feet			3 feet	NP
Maximum sign area	60 sq. ft.	7% */4%**	40 sq. ft.	7.5 sq. ft.	

**Industrial Districts:**

**I-1 Light Industrial District:**

Maximum height	20 feet			NP	NP
Maximum sign area	80 sq. ft.	7% */4%** 4%**	80 sq. ft.		

**I-2 General Industrial District:**

Maximum height	20 feet			NP	NP
Maximum sign area	80 sq. ft.	7% */4%**	80 sq. ft.		

HUDSON CODE

**TYPES OF SIGNS:    FREESTANDING    WALL    BANNER    PORTABLE    EMD**

**EMD – Electronic Message Display**

**NP – Not Permitted**

**Other Districts:**

**PUB Public District:**

Maximum height:	10 feet		NP	10 feet
Maximum sign area	40 sq. ft.	(7%*/4%**)	(80 sq. ft.)	30 sq. ft.

\* A principal wall is the wall fronting the public street (only one principal wall per building)

\*\* A secondary wall is any wall not a principal wall

\*\*\* The maximum wall signage area in the B-2 General Business District is permitted as follows:

	<b>Building frontage (feet)</b>	<b>Allowable sign area (% of entire wall)</b>
Principal walls*	0 to 100 feet	10.0%
	101 to 200 feet	8.5%
	More than 200 feet	7.0%
Secondary walls**	0 to 100 feet	6.0%
	101 to 199 feet	5.0%
	More than 200 feet	4.0%