

**CITY OF HUDSON  
ORDINANCE NO. 11 – 10**

**AN ORDINANCE EXTENDING A TEMPORARY MORATORIUM ON CONSTRUCTION OR INSTALLATION OF  
ELECTRONIC MESSAGE DISPLAY SIGNS**

**WHEREAS**, pursuant to Wis. Stat. Section 62.11 (5) the Common Council is authorized to act for the government and the good order of the city, for its commercial benefit, and for the health, safety and welfare of the public;

**WHEREAS**, Wisconsin law, including, but not limited to , Wis. Stat. 62.23 (7) (da) recognizes that temporarily preserving existing uses while comprehensively revising zoning and other land use type ordinance is in the public interest;

**WHEREAS**, the Common Council has found that the City's current sign regulations in Hudson City Code Chapter 202 and Chapter 255 need to be comprehensively revised;

**WHEREAS**, the Common Council finds that use of Electronic Message Display Signs has increased substantially as technology has changed and that the current city code regulations regarding Electronic Message Display Signs are outdated and inadequate to regulate the modern Electronic Message Display Signs;

**WHEREAS**, the Common Council finds that left unregulated, these Electronic Message Display Signs, can present a serious danger t the public health, safety, and welfare, including, but not limited to, a serious danger to traffic safety;

**WHEREAS**, The city of Hudson is in the process of considering amendments to the Hudson City Code regulating signs to address the problem of Electronic Message Display Signs as well as other amendments to the sign regulations;

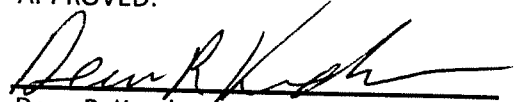
**WHEREAS**, the Common Council of the City of Hudson finds that it is in the best interest of the public health, safety and welfare to extend the period of the previously adopted moratorium on Electronic Message Display Signs through October 19, 2010 to allow the city to review and amend the sign ordinance as it deems appropriate;

**NOW THEREFORE THE COMMON COUNCIL OF THE CITY OF HUDSON ORDAINS AS FOLLOWS:**

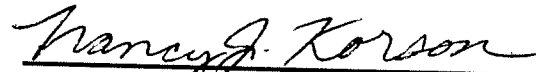
- A. Moratorium on construction or installation of Electronic Message Display Signs. For a period through October 19, 2010 construction and / or installation of any Electronic Message Display sign(s) on any property in the City of Hudson shall be prohibited. While this ordinance is in effect, the City shall not consider any zoning applications, permit applications, development plan applications, or any other applications, or portions thereof, that include installation or construction of Electronic Message Display Signs.
- B. Definitions. Electronic Message Display Sign shall be defined as a sign capable of displaying words, symbols, figures or images that can be electronically or mechanically changed by remote or automatic means, including, but not limited to electronic message boards.
- C. Expiration of Moratorium. This ordinance shall expire on October 20, 2010 unless extended by the Common Council.

- D. Severability. Each section of this ordinance is an independent section, and if any section of this ordinance or part thereof is found unconstitutional, invalid or unenforceable for any reason, such finding shall not affect the validity, enforceability, or constitutionality of any other sections or parts of this ordinance.
- E. Effective Date. This ordinance shall be effective upon adoption and publication as required by law.

APPROVED:

  
Dean R. Knudson, Mayor

ATTEST:

  
Nancy J. Korson, City Clerk

Adopted: 6/21/10  
Published: 7/1/10  
Effective: 7/2/10