



TOWN OF HUDSON

FIRE DEPARTMENT - INSPECTIONAL SERVICES DIVISION

12 School Street • Hudson, New Hampshire 03051 • Tel: 603-886-6005 • Fax: 603-594-1142

APPLICATION PROCEDURE FOR SIGN PERMITS

Sign permits in the Town of Hudson are intended to facilitate an easy and pleasant communication between people and their environment. The Town recognizes the need to protect the attractive appearance of a community and the need for adequate business identification and advertising. The Town authorizes the use of signs visible from public and private rights of way that are:

- a. Compatible with their surroundings;
- b. Express the identity of an individual proprietor or advertising products and/or services;
- c. Designed, constructed, installed, and maintained in such a manner as to not endanger public safety and welfare;
- d. Legible in the circumstances in which they are seen.

In order to expedite any application for a sign permit, the following information should be provided:

1. Determine the number of signs presently existing on the property by type and size.
2. Determine the type of sign to be erected and provide the following information within the applicable category:

WALL SIGNS (Hudson Zoning Ordinance Section 334-65, Business and industrial building signs)

- a. A sketch of the sign(s) – Wording and overall dimensions, construction and attachment details;
- b. Location of the sign(s) on the building elevation;
- c. Length of store frontage;
- d. If other wall signs exist, provide the overall dimensions;
- e. No sign may be erected so that its height exceeds the peak of the roof of the building to which it is attached.

FREESTANDING SIGNS (Hudson Zoning Ordinance Section 334-64, Business and industrial signs)

- a. A sketch of the sign(s) – Wording and overall dimensions (size, distance from ground and top of sign), construction and foundation details;
- b. Location of the sign on the lot (given in feet from property lines);
- c. Length of lot frontage (maximum size: one square foot for each linear foot of road frontage to a maximum of 100 square feet);
- d. Other types of signs on the building and on the lot;
- e. No more than one freestanding pole or ground sign per lot.

ELECTRONIC CHANGING SIGNS (see attached regulations)

MISCELLANEOUS SIGNS

- a. A sketch of the sign(s) – Wording and overall dimensions;
- b. Location of sign on the property;
- c. Other types of signs on the building and on the lot.

3. Complete the sign application. Applicant must provide the signature of the property owner/representative, applicant and the sign contractor.
4. Applicants are notified by the Town of Hudson regarding the status of the sign permit applications (i.e., approved or denied).
5. Applicant must secure a sign permit for all approved applications. Permits must be obtained in person and are issued by the Inspectional Services Division.

If you have any questions regarding this permit procedure, please contact the Inspectional Services Division at 603-886-6005.



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ELECTRONIC CHANGING SIGN AFFIDAVIT

The following information is the requirements from the Hudson Zoning Ordinance for all electronic changing signs. These requirements are strictly enforced. All participants must read and initial each zoning regulation below.

§ 334-59 Definition

ELECTRONIC CHANGING SIGN: Electronic message center (EMC), electronic message sign (EMS) and changeable copy board (CCB) – Signs that display illuminated messages that can change frequently, can flash, display and/or convey messages in text, graphics, pictures, symbols, multiple colors, rhythms, animation and/or patterns. This sign's message may be changed by the electronic switching of lamps, illuminated tubes, bulbs and/or through the apparent movement of light. These signs are capable of storing and/or displaying single or multiple messages in various formats at varying intervals. **[Amended 3-10-2009 by Amdt. No. 2]**

§ 334-60 General Requirements.

- H. Electronic changing signs are allowed in the Business (B) and Industrial (I) zoning districts subject to the requirements of § 336-64 (C) see below. Electronic changing signs shall be prohibited in the Town Residence (TR), Residential (R-1, R-2) and General (G and G-1) zoning districts. _____

§ 334-64. Freestanding business and industrial signs

- C. Electronic changing signs are allowed only as a component of a freestanding sign and shall conform to the following minimum requirements along with all other requirements for freestanding signs within the sign ordinance: **[Added 3-9-2010 by Amdt. No 2]** _____

- (1) Definitions relevant to Electronic Changing Signs:

BRIGHTNESS - Also known as “Intensity”; the LED Industry measures display intensity in candelas per square meter, which is also referred to as “NITS.”

DIMMING - The ability to increase or decrease the overall display intensity brightness.

DIODE - Also called “light emitting diode” (LED) or “surface mounted diode” (SMD).

LED (LIGHT EMITTING DIODE/SMD) - A solid-state component that uses a semiconductor (a silicon chip or some type of semiconductor) that emits visible light when electric current passes through it.

LUMINANCE - The amount of light that passes through or is emitted from a particular area. The SI unit for luminance is candela per square meter.

NIT or NITS - A luminance-measuring unit equal to one candela (one candle) per square meter measured perpendicular to the rays from the source.

SI UNIT - An abbreviation for the International System of Units.

TEXT - Any form in which writing exists. _____

- (2) No more than one (1) electronic changing sign shall be allowed per lot. _____
- (3) Electronic changing signs shall not exceed 50% of the area of a freestanding sign or 50 square feet, whichever is smaller. Electronic changing signs shall be restricted to a maximum of four lines of text or message display, and text shall be restricted to a maximum of 10 inches in height. _____
- (4) Electronic changing signs shall be required to have a minimum of 150 feet between other electronic changing signs located on the same side of a street or roadway. _____
- (5) Electronic changing signs shall be allowed only on lots with a minimum street frontage in accordance with the Table of Minimum Dimensional Requirements. _____

- (6) Electronic changing signs shall be located a minimum of 200 feet from any residential dwelling unit.

- (7) The portion of a freestanding sign that contains an electronic changing sign component shall only be operated during the hours the business associated with the electronic changing sign is open. **Hours of operation** _____ **AM to** _____ **PM (If applicable, please indicate summer and winter hours.)**

- (8) All illumination elements on the face of electronic changing sign shall remain at a fixed level of illumination for a period of not less than 15 minutes. _____
- (9) All text and message displays of an electronic changing sign shall fade onto and off of the electronic message display area, statically and uniformly, at a rate of change of no more than two seconds.

- (10) Electronic changing signs shall be equipped with automatic dimming controls, so the brightness level will be highest during the day and lowest at night. Manufacturer specifications shall be submitted at the time of sign permit specifying maximum sign brightness. The maximum brightness shall not exceed 8,000 NITS with a maximum nighttime reading not to exceed 20% of the sign maximum brightness. _____
- (11) Under the provisions of this ordinance, the applicant for a sign permit for a electronic changing sign shall provide with the application an affidavit, sworn or attested by the land owner, applicant and sign installer attesting to the fact that:
 - (a) The sign to be installed meets all of the criteria set forth in the ordinance; and
 - (b) That the sign shall operate in a manner consistent with the criteria set forth in this ordinance; and
 - (c) That the land owner and applicant agree to be held liable, separately or collectively, if these provisions are not met, for any fines or cost incurred by the Town of Hudson to enforce these provisions arising from such violations. This provision shall not be construed to supersede any other responsibility or remedy for such violations set forth in the ordinance. _____

If you have any question regarding these requirements, please contact the Inspectional Services Division at 603-886-6005.

The undersigned represents that they have read and understand the requirements for an electronic sign and agree to adhere to the Town of Hudson electronic sign requirements.

Property Owner's Signature Date

Subscribed and sworn before me this ____ day of _____ 20____

Justice of the Peace/Notary Public

Sign Company's Signature Date

Subscribed and sworn before me this ____ day of _____ 20____

Justice of the Peace/Notary Public

Applicant's Signature Date

Subscribed and sworn before me this ____ day of _____ 20____

Justice of the Peace/Notary Public



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SIGN PERMIT APPLICATION – PLEASE PRINT

Address: _____		Office use:
Store/Company name: _____ Unit # _____		Map: _____
		Lot: _____
		Zone: _____
		Permit #: _____
Owner: _____	Applicant: _____	
Mailing address: _____	Mailing address: _____	
Daytime phone #: _____	Daytime phone #: _____	
Cell phone #: _____	Cell phone #: _____	
Email: _____	Email: _____	
Sign Installer _____ Mailing Address _____		
Daytime phone # _____ Cell phone # _____		
Sign Manufacturer _____ Mailing Address _____		
Daytime phone # _____ Cell phone # _____		
Manufacturer UL File # _____ All electrical signs shall be UL listed and labeled.		
Wording of sign (<i>ATTACH DRAWING</i>) _____	Cost of sign \$ _____	
Lighting: Non-illuminated <input type="checkbox"/> Internally illuminated <input type="checkbox"/> Externally illuminated <input type="checkbox"/>		
Is internal illumination existing: <input type="checkbox"/> yes or <input type="checkbox"/> no If yes, please provide sign UL#'s _____		
A separate electrical permit and inspections are required for all electrical signs. (please reference the application procedure #6)		
Type of sign:		
Awning <input type="checkbox"/>	Banner <input type="checkbox"/> Home Occupation <input type="checkbox"/>	
Directional <input type="checkbox"/>	Freestanding <input type="checkbox"/> Temporary <input type="checkbox"/> From _____ to _____	
Directory <input type="checkbox"/>	Business or Industrial (wall sign) <input type="checkbox"/> Lens Replacement <input type="checkbox"/>	
Electronic Changing one face <input type="checkbox"/> two face <input type="checkbox"/> other <input type="checkbox"/> (see attached affidavit)		

Size: Applications for any permanent or temporary sign shall be accompanied by structural details of sign framing and anchorage along with a photo; large signs and pylon signs shall be designed by a professional. Attach these plans to the application form. A plot plan showing the proposed sign location drawn by a registered surveyor shall be supplied and must depict all applicable zoning setbacks from the leading edge of the sign to the side of the road and lot lines.

Height _____ feet _____ inches

Width _____ feet _____ inches

Location:

Distance from ground to bottom of sign: _____ feet

Distance from ground to top of sign: _____ feet

Lot frontage along which sign will be facing: _____ feet

Building length along which sign will be placed: _____ feet

Proposed setback(s) from property line(s) *Attach location map*

_____ feet from _____ (name) Street

_____ feet from _____ (name) Street

Existing Signs: Are there existing signs on or within the property lot, building or development? No Yes

If yes, describe the number, type, size and location of signs. Attach a photo of the existing signs

I hereby attest to the accuracy of the information submitted herein, including any attachments, and acknowledge that any inaccuracies or omissions can result in revocation of this permit and loss of my vested rights to this sign.

Name of applicant (print)

Signature of applicant

Signature of owner or authorized agent*

Date

*If not the owner of the property, written permission from the owner must be presented indicating authorization to apply for the permit.

APPROVALS: **Cost \$** _____

INSPECTIONAL SERVICES OFFICIAL:

Approved Denied _____

Inspectional Services Official or Designee Date

ZONING ADMINISTRATOR:

Approved Denied _____

Zoning Administrator Date

This sign permit is issued subject to the following additional requirements or stipulations:
