

**From:** Dean Hoover <dsh@hglegal.us>  
**Sent:** Monday, May 09, 2016 9:07 AM  
**To:** Richardson, Mark; Hannan, Greg  
**Cc:** 'Dana Hoover'  
**Subject:** PC

Guys:

Please read this in "Correspondence".

I respectfully withdraw our application for a text amendment to the sign provisions of the Hudson Land Development Code.

We sensed a problem brewing between the city and numerous businesses around town over the use of interior neon "free smells", open for business and lottery signs, internally illuminated ATM machines and other signs.

Naturally city administrators must enforce the code as written and so we thought proposing a code text amendment might save everybody some trouble without destroying our city.

However, I think it is fair to say that our proposal has not been warmly received by many and so we withdraw the application.

We will continue to believe Hudson's sign code is unnecessarily and illegally onerous, business unfriendly, out of line with codes used by other upscale communities around the country and the city should do something about that proactively without any nudging. But that can also happen in court if this issue boils over when the city tells numerous businesses around town to remove existing signs.

Thank you.

Dean Hoover  
Attorney for Applicant