



innovative *by* nature

Bryan K. Barnett
Mayor

February 1, 2017

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At-Large

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At-Large

Hardy & Sons Sign Service
22340 Harper
St. Clair Shores, MI 48080

Re: 1015 E. Auburn Rd.

Dear Applicant:

We are in receipt of your application for a sign permit for the above referenced location. However, your application does not meet the requirements as set forth in our Ordinance for the following reason(s):

ITEM #1:

The submitted application is requesting a panel change for a new business name on a nonconforming sign from Marathon to Mobil.

City of Rochester Hills Sign Ordinance Section 134-107(5) Non-conforming Sign states:

Discontinuation of nonconforming signs; amortization. Nonconforming signs or sign structures shall be removed when: (B) The name of the premises or business the nonconforming sign pertains to changes.

Therefore, based on the current findings and conditions, a permit cannot be issued.

If you have any questions regarding the above, please feel free to contact the Building Department at (248) 656-4615.

Sincerely,

Mark G. McLocklin
Housing & Zoning Ordinance Inspector