

for the file

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From: Gina Hansen [<mailto:ghansen@mbaonline.org>]  
Sent: Thursday, January 25, 2007 4:36 PM  
To: Michael D'Amato  
Subject: temporary banner sign proposal

Alderman D'Amato,

Good afternoon! I hope this e-mail finds you well.

I am e-mailing because I am trying to find out if there will be a hearing on the temporary banner sign proposal on Tuesday, January 30th. I have heard conflicting things, although I saw on Legistar the hearing notice had been published.

The Wisconsin Chapter of the National Association of Industrial and Office Properties (NAIOP) supports the proposal. I testified before the Plan Commission on November in favor of the proposal. NAIOP believes the proposal is a common-sense proposal. It would streamline one part of the development process, which would cut out unnecessary delays waiting for a sign variance to be approved. Banner signs are a part of the marketing strategy for a building. When they are prominently displayed they can help to get tenants and residence into residential, office, industrial and retail space more quickly - which benefits the building owner and the City. We believe there are ample controls in the proposal to prevent signs from becoming permanent fixtures (signs can only stay up for a maximum of one year) or eyesores as weathered and tattered signs must be replaced.

If the rumors that the hearing is postponed are true, then NAIOP urges you to schedule a hearing on the proposal as soon as possible so that the proponents and detractors of the proposal may have the opportunity to share their views with the Committee in an open forum. If the rumors are false, could you please confirm that the hearing is going to take place on Tuesday?

Thank you for your assistance with this matter.

Sincerely,

Gina Hansen

Executive Director

NAIOP Wisconsin