

**Linda Elmer**

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**From:** Michael D'Amato  
**Sent:** Tuesday, February 20, 2007 3:43 PM  
**To:** Linda Elmer  
**Subject:** FW: ZND Hearing on File 060753 Relating to Temporary Banner Signs

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**From:** Mike Ruzicka [mailto:mrr@gmar.ws]  
**Sent:** Tuesday, February 20, 2007 3:35 PM  
**To:** Michael D'Amato  
**Subject:** ZND Hearing on File 060753 Relating to Temporary Banner Signs

The Honorable Michael S. D'Amato, Chair  
Zoning, Neighborhoods and Development Committee  
Milwaukee City Hall  
200 E. Wells Street  
Milwaukee, WI 53202

Re: File 060753, Relating to temporary banner signs

Dear Alderman D'Amato:

On behalf of the Greater Milwaukee Association of REALTORS® I would like to respectfully request that you support file 060753, which would update the zoning regulations for temporary banner signs.

Although 77% of homebuyers use the Internet in the housing search, real estate signage – as low-tech as it may be – is the second largest source of information for buyers, coming in at 71%.

Whether it is a commercial or residential building, signage helps speed up the sale of a property simply because signs help a property get noticed by the public. As part of an overall marketing plan, signage helps sell properties faster than it would otherwise sell, resulting in more taxpaying citizens taking care of their neighborhood.

The Department of City Development proposal before you balances the interests of developers and brokers, and citizens. While this proposal increases the allowable size of temporary signs, it also provides reasonable size and time limitations and mandates design standards.

Thank you for your time and consideration on this matter. If you have any questions or me, please feel free to contact me at 414-778-4929 or [mrr@gmar.ws](mailto:mrr@gmar.ws).

Sincerely,

Mike Ruzicka  
President

Mike Ruzicka, CAE, RCE, President  
Greater Milwaukee Association of REALTORS®  
12300 W. Center Street  
Milwaukee, WI 53222  
414-778-4929  
Toll Free 866-303-GMAR  
[www.gmar.ws](http://www.gmar.ws)



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