

2400 Holly Road  
Neenah, WI 54956-1012  
TEL 920-734-1601  
FAX 920-734-1622  
www.appletonsign.com

RECEIVED  
DEPT. OF CITY DEVELOPMENT

05 NOV -4 AM 8:40

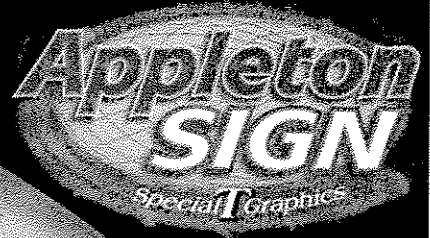


EXHIBIT A  
FILE NO. 050982

October 18, 2005

City of Milwaukee  
809 N. Broadway  
P.O. Box 324  
Milwaukee WI 53201-0324

Re: Tumbleweed Restaurant  
10950 W. Good Hope Road

Attn: Manager of Planning Administration

I am writing on behalf of the Tumbleweed Restaurant located at 10950 W. Good Hope Road in the City of Milwaukee to request a "Minor Modification to the Planned Development.

Enclosed are pictures of the existing signage as well as the "blank" wall we would like to install a forth sign on. This wall is very visible to customers entering the parking lot.

It in no way changes the general character of the planned development, there is no relocation of principal and accessory structures, no reduction of parking, loading and it doesn't affect the recreation areas. It does not impact the traffic or land coverage by building or parking areas in anyway. It does not increase the gross floor area of the building nor does it reduce the amount of approved open space, landscaping or screening.

We simply want to advertise the restaurant from the side of the building that all customers approach from. There is no signage at all on this side of the building and it in no way affects any other aspect of the property that surrounds it. It is primarily to alert customers as they are approaching the restaurant so as to know they should enter the parking lot at that point.

Please review the above and the attached and if you do have any questions, please do not hesitate to contact me at 920-378-3378.

I would like to thank you in advance for your consideration and I hope you will agree that the addition of this sign is subtle improvement for clientele to visit this well established restaurant in the City of Milwaukee.

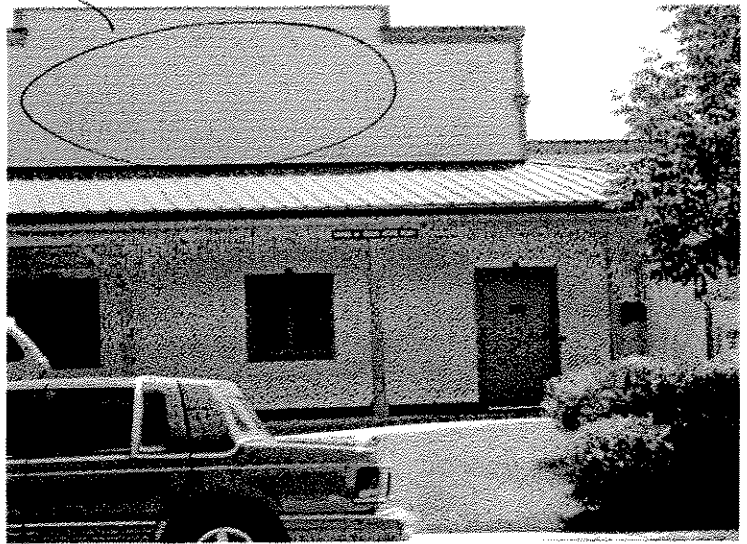
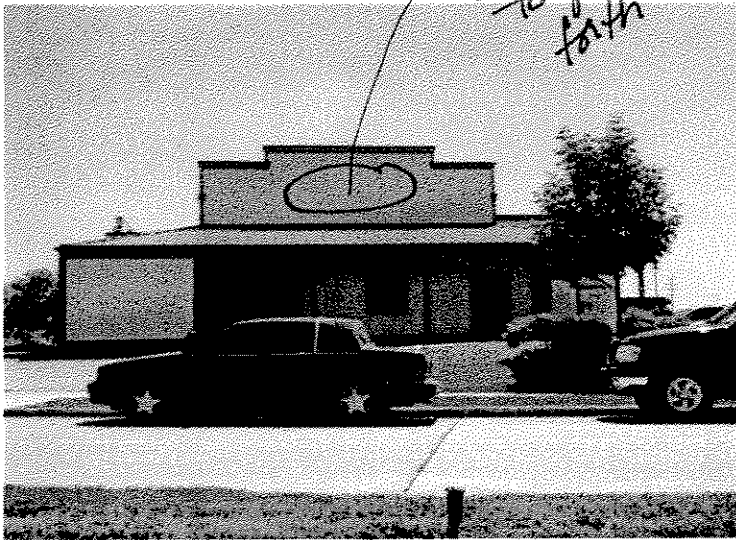
Sincerely,

  
Kelli Steffens  
Sales Consultant

Attachment

**Appleton Sign Company**  
*Your Identity Professionals*

Wall we  
would like  
to put the  
forth sign on



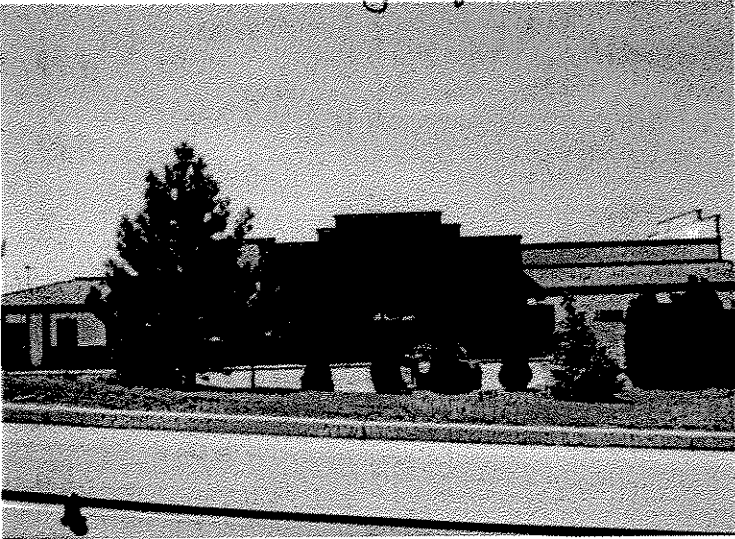
existing sign



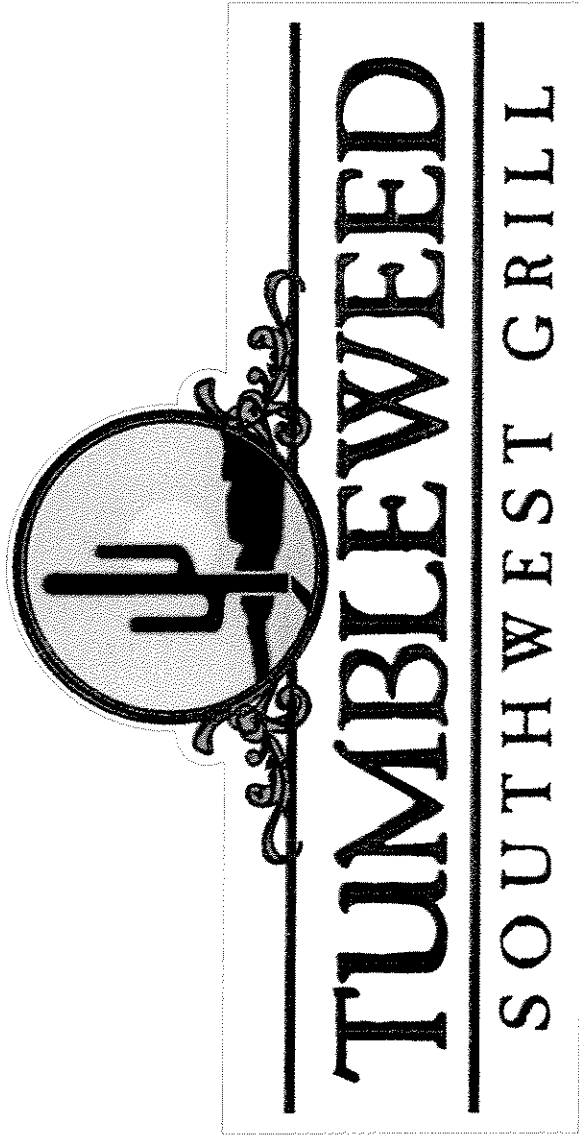
existing sign



*existing sign*



12'-0"



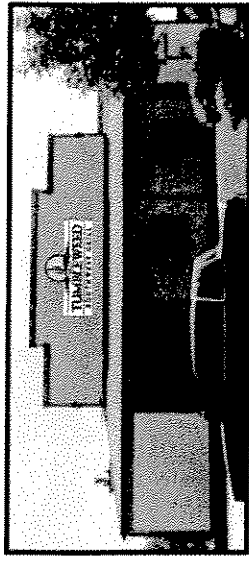
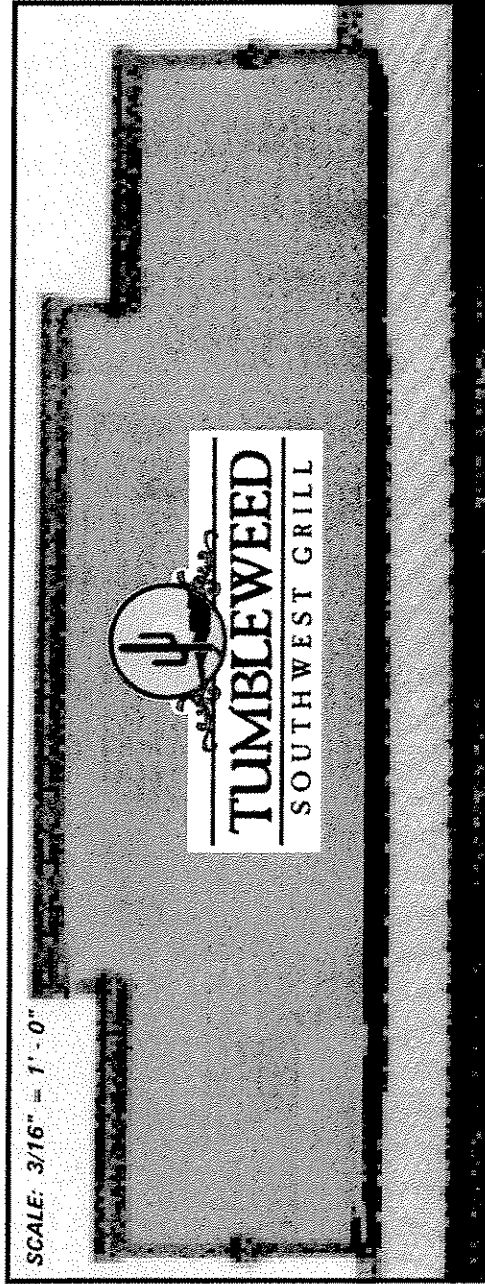
2'-3.75"

6'-1"

3'-9.25"

6 1/2"

SCALE: 3/16" = 1'-0"



**EXISTING CABINET**

REFURBISH AND INSTALL ONE(1) SIF EXISTING DECK CABINET WITH NEW VINYL GRAPHICS & NEON ("Southwest Grille")

COLOR	PAINT TO MATCH 3M 220-49 BEIGE VINYL
TRANS	ENCLOSED IN CABINET
MOUNTING	FLAT WALL MOUNT

**NEW VINYL GRAPHICS "Southwest Grille"**

BROWN	RUSSET #220-29
ORANGE	BRIGHT ORANGE #220-14
BEIGE	BEIGE#220-49
BLUE	PEACOCK BLUE #220-77
PURPLE	ROYAL PURPLE #220-38
GREEN	DARK GREEN #220-56
YELLOW	BRIGHT YELLOW #220-15

**NEW NEON "Southwest Grille"**

RED	VOLTARC CLEAR RED
GREEN	VOLTARC VEEP GREEN (ARGON)
BLUE	VOLTARC BLUE (ARGON)
YELLOW	VOLTARC CLEAR BRIGHT YELLOW (ARGON)
TRANS	ENCLOSED IN CABINET

**\*MUST VERIFY VINYL & NEON COLORS**



2400 Holly Road Neenah, WI 54956-1012  
Phone (920) 734-1601 Fax (920) 734-1622

Drawing No : d02899

Page : 2

Client / Address

Approved By :

Date :

Scale : 1/2" = 1'-0"

Date : 08/11/05

Representative : *Relli Steffens* Designer : *Brian*

Total Project Hours : ( .75 ) Page Hours : ( .75 )

TUMBLEWEED SOUTHWEST GRILL

10950 W. Good Hope Rd.

Milwaukee, WI

The sign is shown with the 1/2" scale. Colors are shown as a guide only. Colors may vary slightly from actual colors. All colors are subject to change without notice. All colors are subject to change without notice. All colors are subject to change without notice.

The colors shown on this drawing do not exactly represent actual paint, vinyl, neon or acrylic colors.