

Dear Mr. Fardy,

Thank you for your e-mail.

I will make your letter part of the file so that you receive notice of our hearing on this matter.

Mike

From: Mike Fardy [<mailto:mfardy@inlandcompanies.com>]
Sent: Monday, January 29, 2007 10:41 AM
To: Michael D'Amato
Subject: Milwaukee Sign Ordinance

Mr. D'Amato-

I am writing you to request your support of the sign ordinance change as it relates to Leasing and Sale signs and banner for commercial, office and industrial buildings within the City.

As a business owner and real estate owner in the City, it is very important for our industry and City to promote occupancy in the City to corporations and business owners as they decide where to locate their businesses and employees.

As you may be aware, signage on commercial real estate is a basic essential that brokers and owners need to market their properties and to limit this ability would hinder efforts to decrease vacancy (and increase property values).

Thank you for your consideration of this matter.

Michael D. Fardy

Partner & Chief Operating Officer

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