



THE OPUS GROUP  
ARCHITECTS  
CONTRACTORS  
DEVELOPERS

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February 6, 2007

Dear Alderman D'Amato,

As a real estate professional who strives to contribute to the continued growth and vibrancy of metropolitan Milwaukee through the sale and/or lease of commercial properties, I am writing to urge your support for the sign ordinance revision recently proposed by the Milwaukee Department of City Development relating to temporary banner signs.

This proposed revision, increasing the allowable size of temporary signs utilized on buildings that are greater than 4 stories and 50,000sf, will provide brokers and developers with an important tool that is necessary to attract a growing tenant base to these important and competitive projects. This change will also result in a positive impact to Milwaukee's economic development as it fosters increased occupancy rates, positive absorption, and the stimulation of additional development activities that will help increase Milwaukee's tax base.

The revised ordinance still provides reasonable size limitations for projects of this size and nature, and also includes time limitations and mandates for well-maintained signage that must meet design standards. This will ensure minimal impact on the surrounding neighborhood.

Thank you for your consideration of this important issue. I look forward to the opportunity to see this matter discussed at a Zoning, Neighborhoods, and Development Committee meeting in the near future.

Sincerely,  
Opus North Corporation

A handwritten signature in black ink, appearing to read "Jay Craig", written over the typed name and title.

Jay Craig  
Senior Director

cc: Sandi Anderson  
President, Commercial Association of REALTORS® Wisconsin