

**GMAR**  
Greater Milwaukee Association of  
**REALTORS®**  
Est. 1892

February 20, 2007

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.

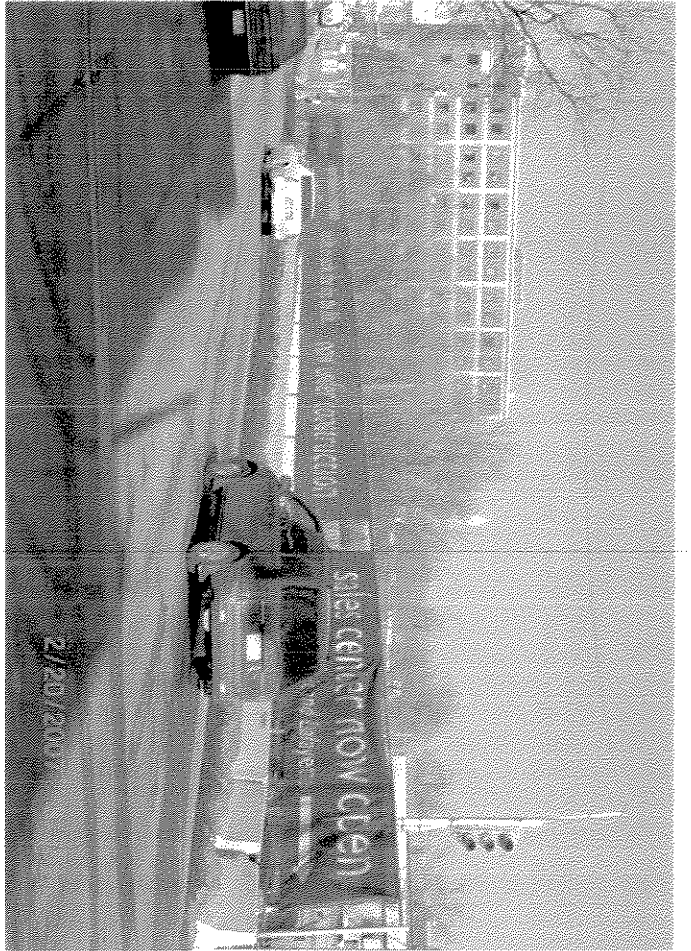
Thank you for your time and consideration on this matter. If you have any questions or me, please feel free to contact me at 414-778-4929 or [mrr@gmar.ws](mailto:mrr@gmar.ws).

Sincerely,

Mike Ruzicka  
President

cc: Alderman Willie Wade, Vice Chair  
Alderman Robert Bauman  
Alderman Ashanti Hamilton  
Alderman Michael Murphy





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