

Linda Elmer

From: Michael D'Amato
Sent: Tuesday, February 06, 2007 12:37 PM
To: Linda Elmer
Subject: FW: Milwaukee Sign Ordinance Revision

From: Linda Gulgowski [mailto:LGulgowski@midamericagr.com]
Sent: Tuesday, February 06, 2007 7:52 AM
To: Michael D'Amato
Subject: Milwaukee Sign Ordinance Revision

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,

Daniel E. Rosenfeld

Principal

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