

WHITCOMB LAW

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May 1, 2017

The Honorable City Clerk
of the City of Milwaukee
Room 205, City Hall
200 E. Wells Street
Milwaukee, WI 53202

Re: Resolution relating to the Certificate of Appropriateness for painting over a pre-existing mural sign at 1003-07 Old World Third Street for Robert Wiltgen, agent for Who's Milwaukee, LLC

Honorable City Clerk:

Please be informed that this office represents the above-referenced applicant. This communication is submitted as the applicant's appeal of the decision by the Historic Preservation Commission at its meeting of April 10, 2017.

The Commission's decision was arbitrary and capricious as it failed to explain why the applicant's sign was not appropriate for the historic district. As well, the Commission failed to explain why a commercial sign in a historically commercial district did not fit with the history of the district.

While the applicant believes it will prevail on appeal, it is currently working with area stakeholders, including Westown Association, to change the sign the Commission felt was inappropriate. The applicant's goal is to have that plan approved to render this appeal moot. The applicant will submit its application as soon as it is finished.

Thank you for your consideration.

Sincerely,

/s/

Michael J. Whitcomb

c: Who's Milwaukee, LLC