

## Linda Elmer

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**From:** Michael D'Amato  
**Sent:** Tuesday, February 06, 2007 12:41 PM  
**To:** Linda Elmer  
**Subject:** FW: Pease Act Now re: Milwaukee Sign Ordinance Revision

**Importance:** High



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Jennifer Cape.vcf  
(734 B)



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**\*\* High Priority \*\***

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**From:** Jennifer Cape [mailto:jcape@inlandcompanies.com]  
**Sent:** Monday, February 05, 2007 4:39 PM  
**To:** Michael D'Amato  
**Subject:** Pease Act Now re: Milwaukee Sign Ordinance Revision  
**Importance:** High

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,

Jennifer

Jennifer Cape

Inland Companies

Retail Brokerage Services

839 N Jefferson St #400

Milwaukee WI 53202

414.276.9500

414.278.6841 (direct)

414.426.4670 (cell)

414.276.9501 (fax)

[jcape@inlandcompanies.com](mailto:jcape@inlandcompanies.com)

[www.inlandcompanies.com](http://www.inlandcompanies.com)

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From: Sandi Anderson [<mailto:sandi@carw.com>]  
Sent: Monday, February 05, 2007 3:54 PM  
Subject: CARW Members: Please Act Now re: Milwaukee Sign Ordinance Revision

If you haven't yet had the opportunity to voice your support for the proposed revision to Milwaukee's Sign Ordinance to the Aldermen on the Zoning, Neighborhoods, and Development Committee, please take a few minutes to do so.

Whether or not you live in Milwaukee, it is important that the Aldermen hear feedback from the real estate community regarding your support for this proposed revision, and how it will positively impact your ability to better attract new tenants to the community. We are still working with Milwaukee DCD to try and get this issue scheduled for public hearing and have faced our share of start/stops on this issue, so your input is important.

We have included an email template below for your use to simplify this process. Feel free to personalize it as you wish, OR you may simply insert the alderman's name, along with your name and contact info and forward it directly as written to ZND Chair Mike D'Amato and/or the ZND Committee members listed below:

Alderman Michael S. D'Amato, Chair

[mdamat@milwaukee.gov](mailto:mdamat@milwaukee.gov)

Alderman Willie C. Wade, Vice Chair                      wwade@milwaukee.gov  
Alderman Michael J. Murphy    mmurph@milwaukee.gov  
Alderman Ashanti Hamilton    ahamil@milwaukee.gov  
Alderman Robert J. Bauman    rjbauma@milwaukee.gov

Please do not hesitate to contact me with any additional questions and thanks again for your support and prompt action.

Sandi Anderson  
President, Commercial Association of REALTORS\* Wisconsin  
Executive Director, BOMA of Wisconsin/AOMA of Greater Milwaukee  
710 N. Plankinton Avenue, Suite 207  
Milwaukee, WI 53203  
(414) 271-2021 Phone  
(414) 271-6126 Fax

Dear Alderman \_\_\_\_\_:

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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.

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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,

[YOUR NAME]

[TITLE]

[COMPANY]

[CONTACT INFO]