

From: Clausius, Joe
Sent: Monday, December 05, 2011 2:17 PM
To: Martin, Al
Subject: UD Agenda Item 24579 - December 7, 2011

Dear Al,

Please pass my comments on to the UD Commission for their meeting on December 7, 2011.

I have had several conversations with the mall owner, Sari Teplin of Armms Investment Co. The main reason for the requested alterations is to update the mall signage and draw customer attention to the partially hidden rear mall. Sari readily acknowledges that her group was initially aware of the rear mall isolation but would like to work with the city to make the rear location more attractive to both shoppers and merchants.

The entire plaza has always been well maintained and is sited in an excellent commercial area. I consider the plaza owners to be good neighbors and do not have any problem with overall tone of the requested alterations for existing conditional use for the property. The main concerns appears to be the multi tenant pylon sign. Hopefully, the plaza owners can work with the UD Commission to work out a compromise for the pylon signage. Obviously I try to support any business alteration request that could create more jobs and help fill empty store fronts in a shopping plaza.

Please support this alteration request and contact me if you have any questions.

Sincerely,

Joe Clausius
District 17 Alder
608-244-5066