



**East Side Business Improvement District #20
Architectural Review Board**

Certificate of Appropriateness

Sign Application

1. **Name of Business:** _____

Address of Property: _____

2. Name and Address of Property Owner:

Name: _____

Street Address: _____

City: _____ State: _____ Zip: _____

Telephone (Day): () - ____ - ____ Email: _____

Applicant name, if different from owner: _____

Street Address: _____

Telephone (Day): () - ____ - ____

Email: _____

Documentation Required for Sign Applications

- 1) Drawing indicating the dimensions, materials, and configuration of the proposed sign; style and size of lettering; sample of colors to be utilized; and mounting brackets.
- 2) Site plan showing the relationship of the proposed sign to the building and the property lines, when free standing.

- 3) Photograph of building façade of sign is to be affixed to the structure, indicating mounting height and method of installation. Photograph should be color and must be labeled to identify location and photo direction. Electronic files are acceptable.

A minimum of one copy of the required documentation must be submitted. Seven copies should be brought to ARB board meeting. All materials submitted will remain with the records of the ARB.

Applicants should familiarize themselves with the East Side Design and Development guidelines (see www.TheEastSide.org for more information).

In relation to signs, applicants must review section “Street Edge – Signs (V-D):

Guidelines: *Emulate the District’s theme and commitment to signage as essentially urban jewelry, but consistent with City signage code regulations, 295-407 & Table 295605-5 with the following exceptions:*

1. Internally illuminated box signs are prohibited;
2. Pole mounted / pylon Type “B” signs are prohibited
3. Additional billboard signs are prohibited;
4. Fabric banners are allowed but subject to replacement within 24 months with a provisional 12 month extension.
5. Tenants are limited to 1 window sign / window lite;
6. Temporary signs are allowable for a maximum of 10% of display window area;
7. Preexisting noncompliant signs shall be removed within 90 days of tenant change.

Guidelines: *Signs shall be placed with concern for all details, for scale and façade composition, with appropriateness of location, size, color, lighting and attachment detailing.*

Signature of Building Owner _____

Signature of applicant (if different than above): _____

Date: _____

Return to:
East Side Business Improvement District
Attn: Elizabeth Brodek
P.O. Box 510197 Milwaukee, WI 53203
Or by appointment: 262-930-7707; director@theeastside.org