



THEEASTSIDE.ORG

BUILDING A COALITION TO CREATE
MILWAUKEE'S MOST VIBRANT NEIGHBORHOOD

East Side Business Improvement District #20

Staff - Executive Director, Ryan Laessig
director@theeastside.org

East Side Architectural Review Board

Chair - Matt Jarosz
Members - Chris Rute, Michael Vitucci

SIGN APPLICATION CERTIFICATE OF APPROPRIATENESS

REVISED: January 2026

FILL OUT AND SIGN THE APPLICATION BELOW

SIGN LOCATION

Business Name: _____

Street Address: _____

City: _____ State: _____ Zip: _____

PROPERTY OWNER INFO

Property Owner Name: _____

Street Address: _____

City: _____ State: _____ Zip: _____

Telephone: _____ Email: _____

APPLICANT INFO (IF DIFFERENT FROM PROPERTY OWNER)

Applicant Name: _____

Street Address: _____

City: _____ State: _____ Zip: _____

Telephone: _____ 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. Photographs 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.
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. Pre-existing non-compliant signs shall be removed within 90 days of tenant change.

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: _____ **Date:** _____

(if different than above)

RETURN APPLICATION TO:

East Side Business Improvement District
Attn: Ryan Laessig
P.O. Box 510197 Milwaukee, WI 53203
or via Email: director@theeastside.org