



T H E E A S T S I D E . O R G

BUILDING A COALITION TO CREATE
MILWAUKEE'S MOST DYNAMIC 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

DEVELOPMENT PROJECT COA APPLICATION

REVISED: JANUARY 2026

FILL OUT AND SIGN THE APPLICATION BELOW

BUSINESS 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: _____

DESCRIPTION OF PROJECT

Urban Principles and Guidelines

In this section, the applicant should describe how the project addresses the principles outlined in the Urban Design section of the East Side Architectural Review Board Design Guidelines (ARBDG).

Describe proposed new building type as defined by ARBDG (Section “Building Type”). If your project is not a new building or redevelopment project, this section does not apply.

New Building Type: _____

Describe how the proposed new building or rehabilitation project will address the specific categories as defined by ARBDG (Section “Architecture”).

Massing: _____

Wall Openings: _____

Dressing the Building: _____

Meeting the Ground: _____

Roof and Sky Silhouette: _____

Projected Elements: _____

Site work and Vegetation: _____

Describe your building’s frontage type as defined in the ARBDG. Please be specific.

Frontage Type: _____

Describe your proposed building's street edge or rehabilitation project as defined in the ARBDG. Please be specific and this should include building details and materials.

Your response should include but not be limited to: windows, doors/entrances, signs, architectural detail, lighting, and color and material samples. **Please use extra sheets as needed.**

One copy of the following information should be enclosed:

- Exterior photographs
- Sketches, elevation drawings and/or annotated photographs
- Floor plans (only as they relate to exterior plans)
- Site plan showing relative location of adjoining structures
- Specifications
- Material samples
- Other (explain)

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
Email: director@theeastside.org