



THEEASTSIDE.ORG

BUILDING A COALITION TO CREATE MILWAUKEE'S MOST DYNAMIC NEIGHBORHOOD

East Side Business Improvement District #20

Staff - Executive Director, David Smulyan
director@theeastside.org

East Side Architectural Review Board

Chair - Matt Jaroaz
Secretary - Lynn Sbonik
Members - Dan Kaat, James Piwoni, Michael Vitucci, and Mary Wilkinson-Church

DEVELOPMENT PROJECT COA APPLICATION

REVISED: SEPTEMBER 2022

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

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## 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: David Smulyan

P.O. Box 510197 Milwaukee, WI 53203

Email: [director@theeastside.org](mailto:director@theeastside.org)