



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

SIGN APPLICATION CERTIFICATE OF APPROPRIATENESS

REVISED: SEPTEMBER 2022

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 facade 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.
Seven copies should be brought to the 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. 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: David Smulyan
P.O. Box 510197 Milwaukee, WI 53203
Email: director@theeastside.org