



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

**Certificate of Appropriateness
Application**

1. Name of Property/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 Address: _____

“There is magic to great streets. We are attracted to the best of them not because we have to go there but because we want to be there. The best are as joyful as they are utilitarian. They are entertaining and they are open to all. They permit anonymity at the same time as individual recognition. They are symbols of a community and of its history; they represent a public memory. They are places for escape and for romance, places to act and to dream. On a great street we are allowed to dream; to remember things that may never have happened and to look forward to things that, maybe, never will.”

From Great Streets by Allan B. Jacobs

3. Description of Project

The following sections may be addressed on a separate document submitted with the application.

A. Neighborhood principles and impacts

- a. The East Side Business Improvement District is one of Milwaukee's most eclectic and historic areas. How is your proposal influenced by the neighborhood's existing buildings and how one experiences the commercial district?
- b. How will your project add to the neighborhood experience?
- c. What about your design speaks to quality?
- d. No plan is perfect. What are the strengths and weaknesses of your proposal?

B. Urban Principles and Guidelines

In this section, the applicant should describe how the project addresses the principles outlined in "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 addressed in this section:

- **Architectural Guidelines** (Section: Architecture) Describe how the proposed building will address these specific categories:

Massing: _____

Wall Openings: _____

Dressing the Building: _____

Meeting the Ground: _____

Roof and Sky Silhouette: _____

Projected Elements: _____

Site work and Vegetation: _____

Describe your proposed building's **Frontage Type** as defined in 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.*

One electronic and/or print copy of the following information is enclosed:

- Exterior photographs including aerial views of site and all sides of existing buildings
- 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/Property Owner _____

Signature of applicant (if different than above):

Date: _____

Return to:

East Side Business Improvement District
Attn: Jim Plaisted
2122 N. Prospect Ave.
Milwaukee, WI 53202
414-272-5823; eastsidebid@gmail.com