



# Certificate of Appropriateness

Milwaukee Historic Preservation Commission/841 N Broadway/Milwaukee, WI 53202/phone 414-286-5722

## Property Description of work

**2575 N. Downer Ave., Downer Avenue Commercial Historic District**  
New wall sign per the attached specs

## Date issued 8/22/2025

In accordance with the provisions of Section 320-21 (11) and (12) of the Milwaukee Code of Ordinances, the Milwaukee Historic Preservation Commission has issued a certificate of appropriateness for the work listed above. The work was found to be consistent with preservation guidelines. The following conditions apply to this certificate of appropriateness:

**Mounting posts for signs shall be drilled into mortar joints only and not into the face of any brick or stone. Any surface-mounted electrical conduit shall be painted to match surrounding building material.**

All work must be done in a craftsman-like manner. Staff must approve any changes or additions to this certificate before work begins. Work that is not completed in accordance with this certificate may be subject to correction orders or citations. If you require technical assistance, please contact Historic Preservation staff as follows: Phone: (414) 286-5722 E-mail: [hpc@milwaukee.gov](mailto:hpc@milwaukee.gov).

## Permits and timeline

You are responsible for determining if permits are required and obtaining them prior to commencing work. Consult the Development Center on the web or by telephone for details: [www.milwaukee.gov/lms](http://www.milwaukee.gov/lms) - (414) 286-8210. If permits are not required, work must be completed within one year of the date this certificate was issued. If permits are required, permits must be obtained within one year of the date this certificate was issued.

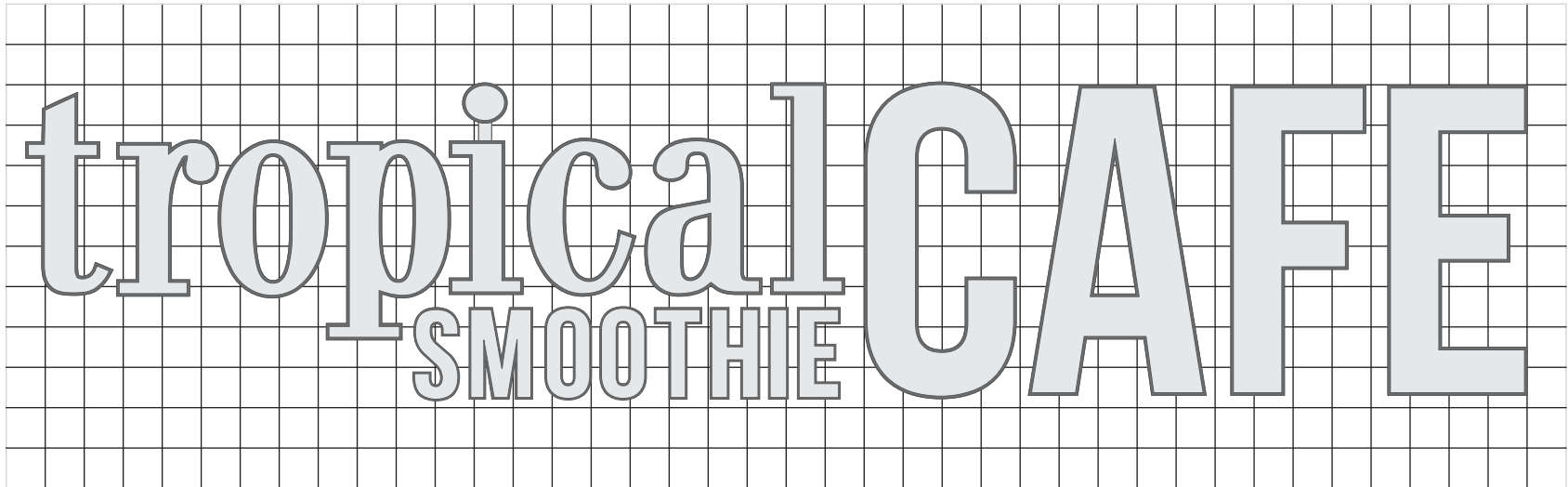
City of Milwaukee Historic Preservation

Copies to: Development Center

**SEE 5 pages below**

# TENANT SIGN PLAN

Tropical Smoothie Café  
2575 N. Downer Ave.  
Milwaukee, WI 53211

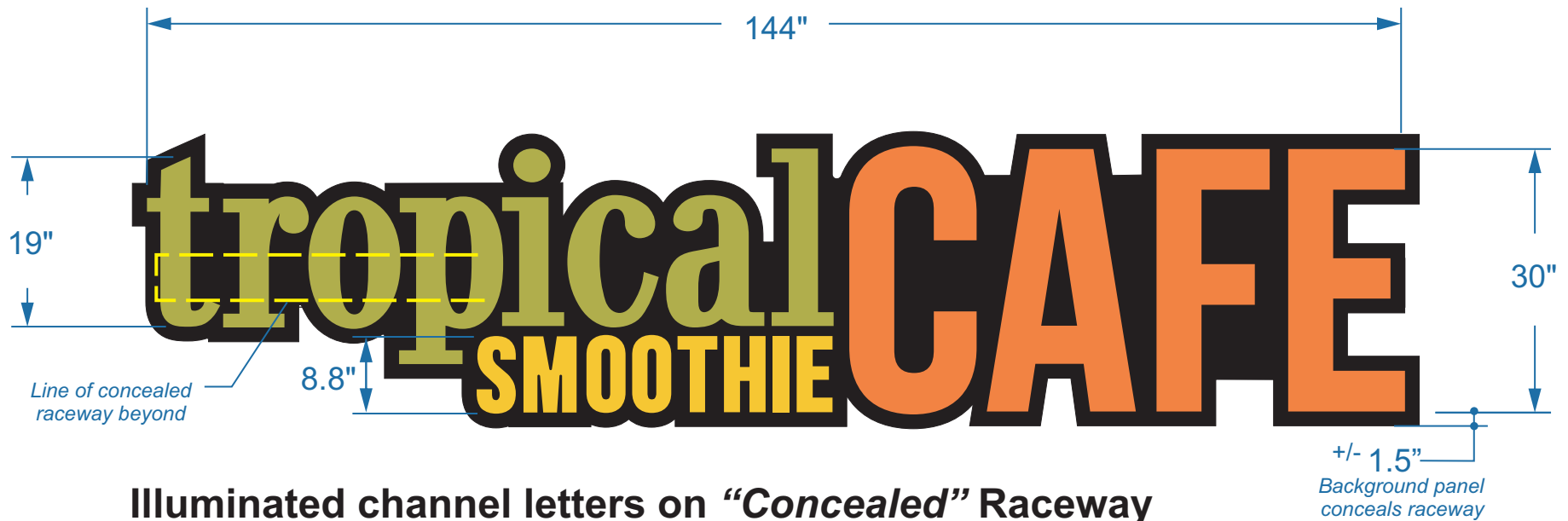


Underwriters Laboratories Inc.

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D. DOWNING  
DIRECT 586-615-8754  
dean@displaymix.com

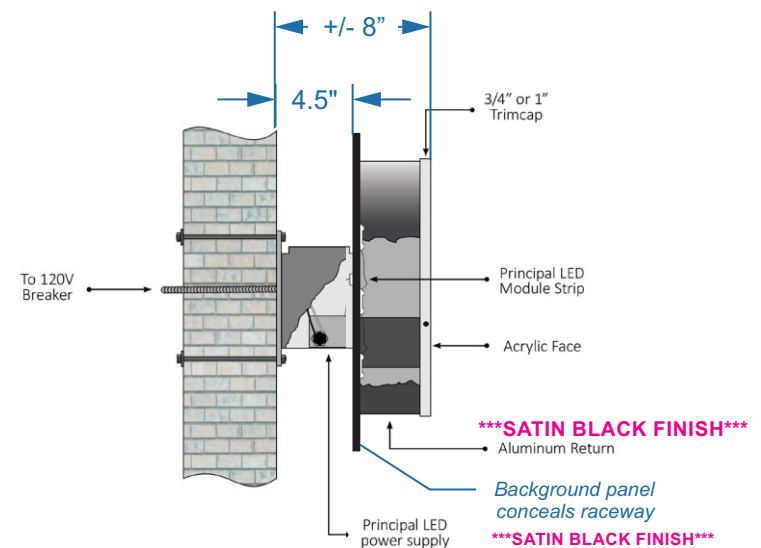


## Color Key

**Tropical Smoothie Café**  
**2575 N. Downer Ave.**  
**Milwaukee, WI 53211**



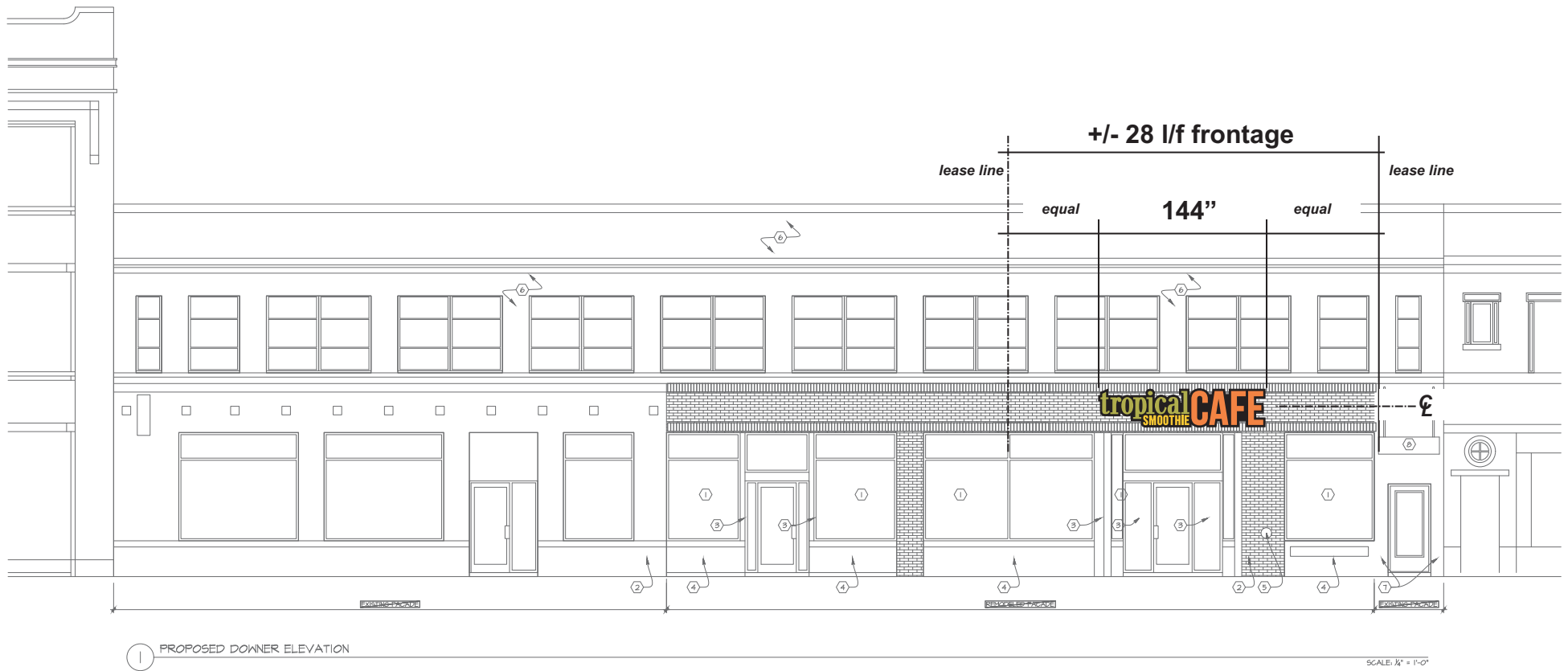
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## Section Detail



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## ELEVATION

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## Location Map

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*Tenant space Looking North on Downer Ave*



*Tennant space looking South on Downer Ave*



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# Compliance with “SIGN CRITERIA”

Trademark logos (circle R) are strictly prohibited.

No exposed raceways, ballast boxes or electrical transformers will be permitted except as required by Code and as required by special conditions,

shall not project more than 8” beyond the face of the sign panel, measured horizontally.

If the storefront width is greater than twenty feet (20’), the maximum height of the letters shall be 30”.

The total sign width shall be limited to 70% of the Tenant frontage.  
No sign shall be any closer than 18” to the end of the demised premises.

All letters shall be installed with LED, powered by normal factor transformers installed in the letters.  
All letters shall be approved by Underwriter Laboratories and carry their seal of approval.

High gloss finishes on the sign face, trim cap and returns are not permitted – use semi-gloss or flat finishes.

Trim caps will be reviewed on a case-by-case basis - and returns are to be black, bronze or a matching color – gold, silver or chrome will not be permitted.

All attachments, labels, fasteners, mounting brackets, wiring, clips, transformers, disconnects, lamps and other mechanisms required to support the signage must be concealed from view and be weather resistant.

Sign illumination must be connected to a 7-day / 24-hour time clock to be set to the hours specified by Property Management.

None

Concealed raceway, as “remote wiring” option is not available at this site

< 8” overall projection

Actual lease line +/- 28 ft  
allowing 30” max letters

Proposed width ratio = 43%

All lighting is LED's  
UL listing provided on completed sign

All painted finished SATIN BLACK  
*Note: Satin trim cap not available*

All trim cap is BLACK  
*Note: Satin trim cap not available*

Compliance provided

Compliance by GC

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