

Preservation Park

In 2006 Joe Zilber had a vision to transform one of Milwaukee's great icons - The Pabst Brewery - into a thriving mixed use live/work/play/learn neighborhood. Now, after several successful years of redevelopment, we would like to honor the site's rich history. It is the goal of Preservation Park to tell The Brewery story from the inception of Best and Company, to it becoming The Pabst Brewing Company, and one of the largest beer producers in the world; followed by the transition of new ownership, the closing of Pabst's brewery in Milwaukee, to its present day status – The Brewery. Preservation Park is to memorialize, and be a dedication to the employees and community leaders that made Pabst Brewery and The Brewery successful.

Corten Steel story Panels

- An area of Corten Steel panels, measuring 87' x 12', will run along the Juneau Avenue concrete sidewalk between Best Place and 10th Street.
- The rusted panels have an aesthetic consistent with The Brewery industrial appearance.
- There will be a timeline narrative cut into the panels describing the history of Pabst Brewery and The Brewery redevelopment.
- The lettering of the narrative is physically cut through the panels which allows LED lighting from below to penetrate and make the letters more legible.
- The rusted surface will be slip resistant.

Artifact Window Well

- There will be a number of 12" deep stainless steel boxes of various sizes that will have a glass top to them and are recessed into the Corten Panels. The glass top will be flush with the walking surface of the panels.
- The window well will contain historical objects that have relevance to the work and events that took place at the brewery.
- The glass consists of three laminations of special glass that is designed as a slip resistant walking surface and visually clears to view the contents behind it.
- The window wells will be lit with LED lighting contained within the stainless steel box.

Trees

- The Brewery's Streetscape has been developed with tree lawns and bioswales to reduce stormwater runoff while making the streets more interesting and walkable. This same concept has been considered in the design of the park. There will be several trees along Juneau Avenue that will grow up through the Corten panels to shade the panel area and create a natural edge to the north end of the park.
- There will be a tree lawn created along 10th Street or the west edge of the park that is consistent with The Brewery Streetscape design. The tree species will be different from those typically planted to define and enhance the north and west edges of park.

Lawn

- The lawn area measures 87' x 68' and will be covered with Kentucky Blue Grass sod.
- The lawn slopes from the northwest to the northeast to effectively drain, but also creates a slope for viewing a potential band, movie or play that would perform at the alley to the south of the park.
- The grass area will be watered with a high efficiency irrigation system to keep the grass area healthy and minimize water consumption.
- The lawn is bordered on the north, east, and west by concrete retaining walls that rise 6" above the highest adjacent grade; the walls also double function as seating.
- The lawn can also be accessed at the southeast corner via concrete steps

Sunken Garden

- The south end of the park is bordered by a sunken garden that measures 87' x 9' and will be planted with grasses and flowers. The concept is to create a very natural edge to the park and separation from the alley.

Preservation Park Sign

- An approximately 30" wide x 60" high sign will be made from Corten Steel that will have "Preservation Park" and images of a couple of brewery workers cut into it. It will be mounted to a 12" concrete base located at the north end of the tree lawn along 10th Street.

Bollards

- 4" diameter, 24" high bollards at 8' oc will be provided to protect the Corten Panel area from heavy equipment entering and damaging the panels and window wells.
- 5" diameter bollards 36" high bollards will be provided on top of the concrete retaining wall that borders the alley. This is to protect vehicles from accidentally jumping the sunken garden's curb.

Lighting

- There are City of Milwaukee Harp and Lantern fixtures that will light up the north and west sidewalk areas.
- The Corten Steel panel area will be lit by street lighting, window well lighting, and the illuminated narrative lettering.
- The east sidewalk and stair will be lit with recessed wall lighting located in the adjacent concrete wall.
- The alley/south end of park will be lit by surface mounted building lights.