

# 1036 W. JUNEAU AVENUE - PABST BUSINESS CENTER

HISTORIC PRESERVATION COMMISSION STAFF DETAIL SUBMISSION



MARCH 20, 2013

RINKA CHUNG ARCHITECTURE INC

**Project Description:**

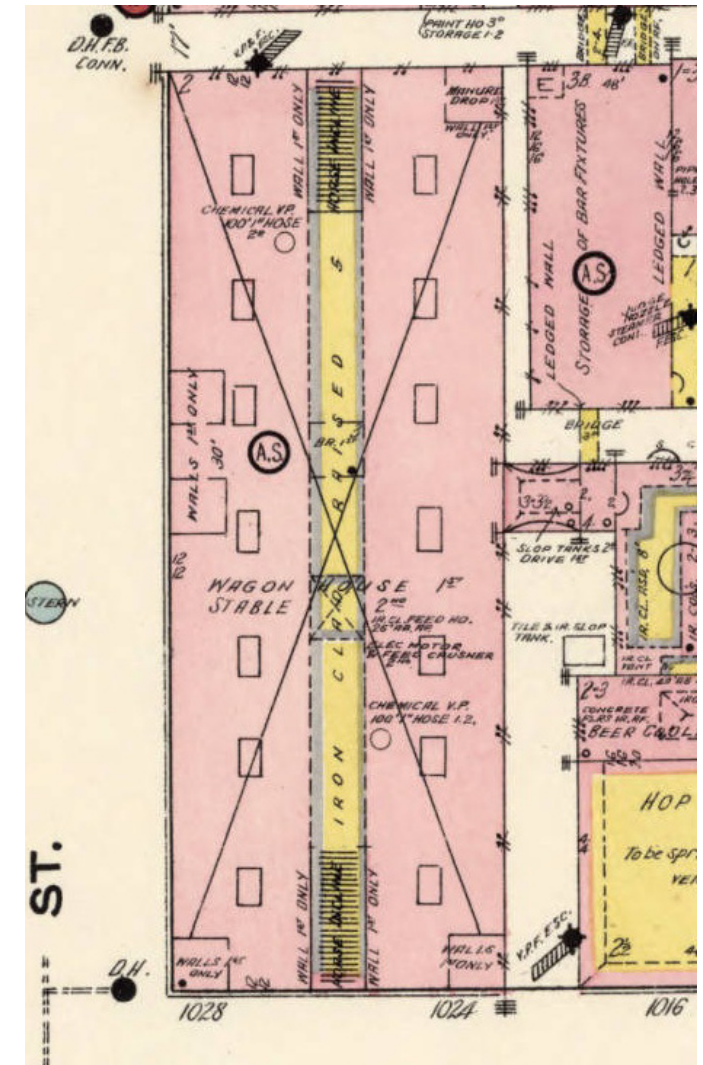
The Pabst Business Center is a proposed new five story building for 'The Brewery' neighborhood in Milwaukee Wisconsin. Located in the neighborhood that was once a thriving brewery for Pabst Blue Ribbon Beer, the building design evokes a reminiscent industrial quality of its historic surroundings. The use of glass, dark brick cladding, & warm wood tones create a modern re-interpretation of the historic district. With floor to ceiling glass on the prominent southwest corner of the building, the project acts as a beacon of the district that not only terminates the Juneau avenue corridor but is also highly visible from the freeway directly to the west.

**Context History:**

The brewery was founded in 1844 by Jacob Best Sr. – A German immigrant who brought his brewery craft to the United States. The brewery began as Phillip Best Brewing Co. but was later renamed in 1889 when it came under the control of Capt. Frederick Pabst. The Pabst Brewing Company grew to lead the world in beer brewing with its famous Pabst Blue Ribbon. After closing its doors in 1996, workers left the site, not to return, leaving the already deteriorating complex destined to be reduced to rubble. Joseph J. Zilber bought the complex & envisioned a revitalization of the area. The brewery lay vacant until 2002 when it was purchased by Brew City Redevelopment group & a vigorous effort was undertaken to rehabilitate the area. In the mid 2000's roadwork began to entirely redevelop all the roadways while also incorporating sustainable features such as bio swales to reduce storm water runoff into local sewer systems. The district was awarded Platinum LEED Certification for Neighborhood Development in 2012 & new developments are now required to comply with certain sustainability goals – an effort to reduce human impacts on the natural environment.

**Site History:**

The site is currently a vacant area of land within the designated LEED for neighborhood development of the former Pabst Brewery, now known as "The Brewery". Aerial photographs & historic Sanborn maps indicate that since as early as 1937 the site was occupied by a multi-story building known as the "wagon house". The wagon house occupied the current site & the adjacent property to the north. The northern half of the wagon house was demolished & the large concrete grain silos that exist today were built sometime between 1951 & 1963. Aerial photographs available indicate that the remaining southern half of the structure known as the wagon house was demolished sometime between 1963 & 1995. Currently the site is a vacant lot, with development that has occurred to the east (beer garden & outdoor patio) & the existing concrete grain silos to the north which are currently undeveloped.



SANBORN MAP - 1910



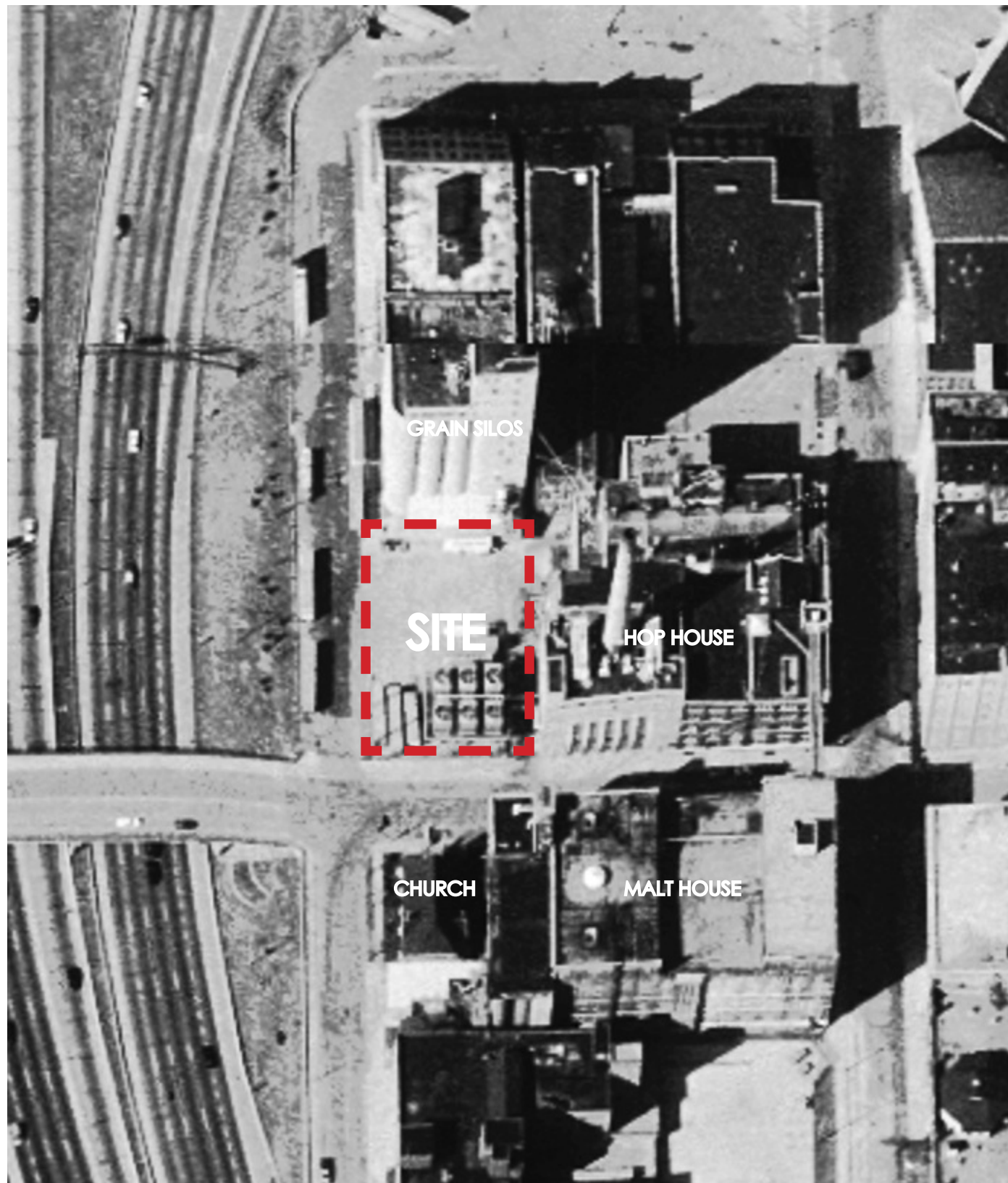


AERIAL PHOTO - 1951

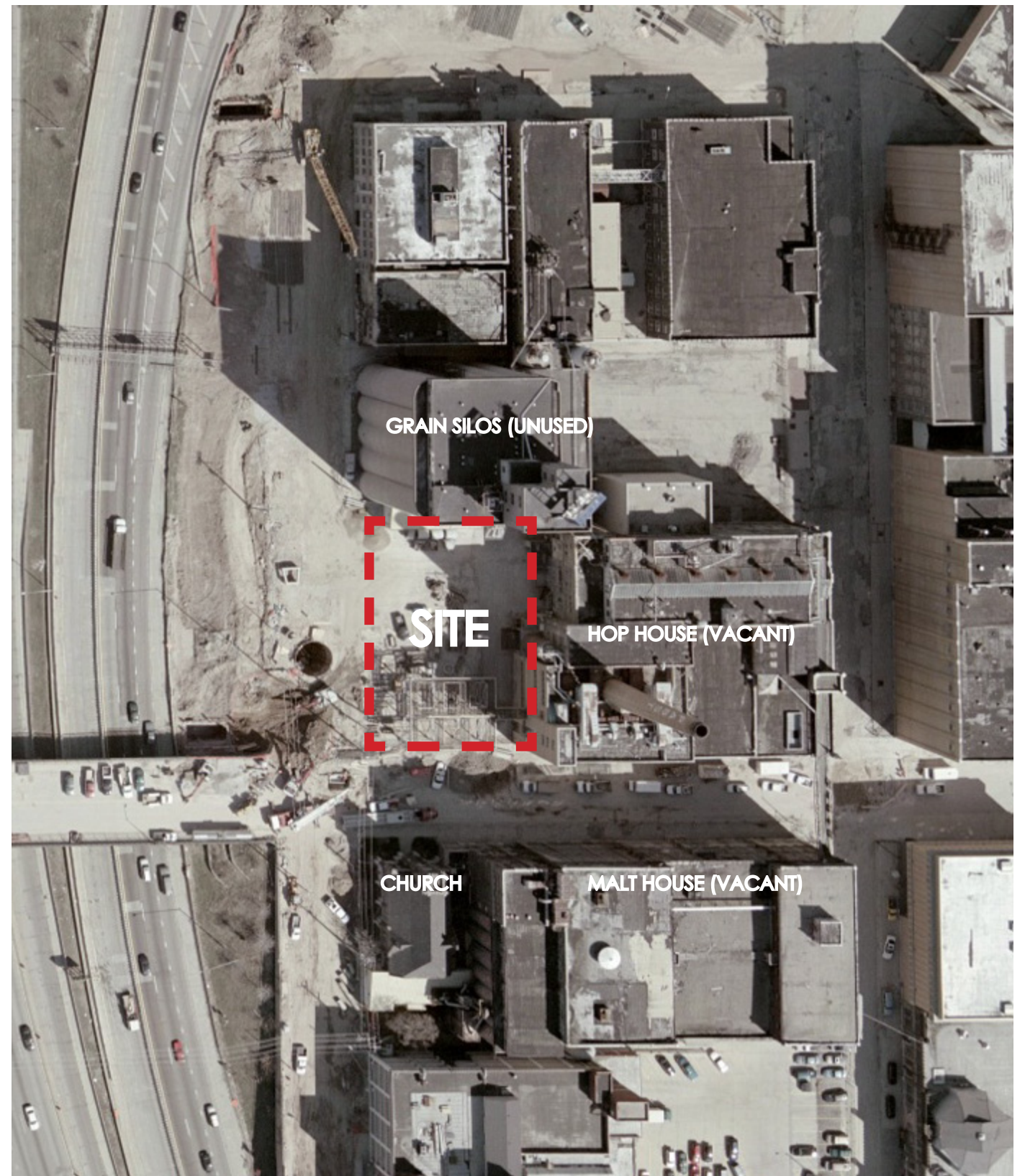


AERIAL PHOTO - 1963





AERIAL PHOTO - 1995



AERIAL PHOTO - 2005

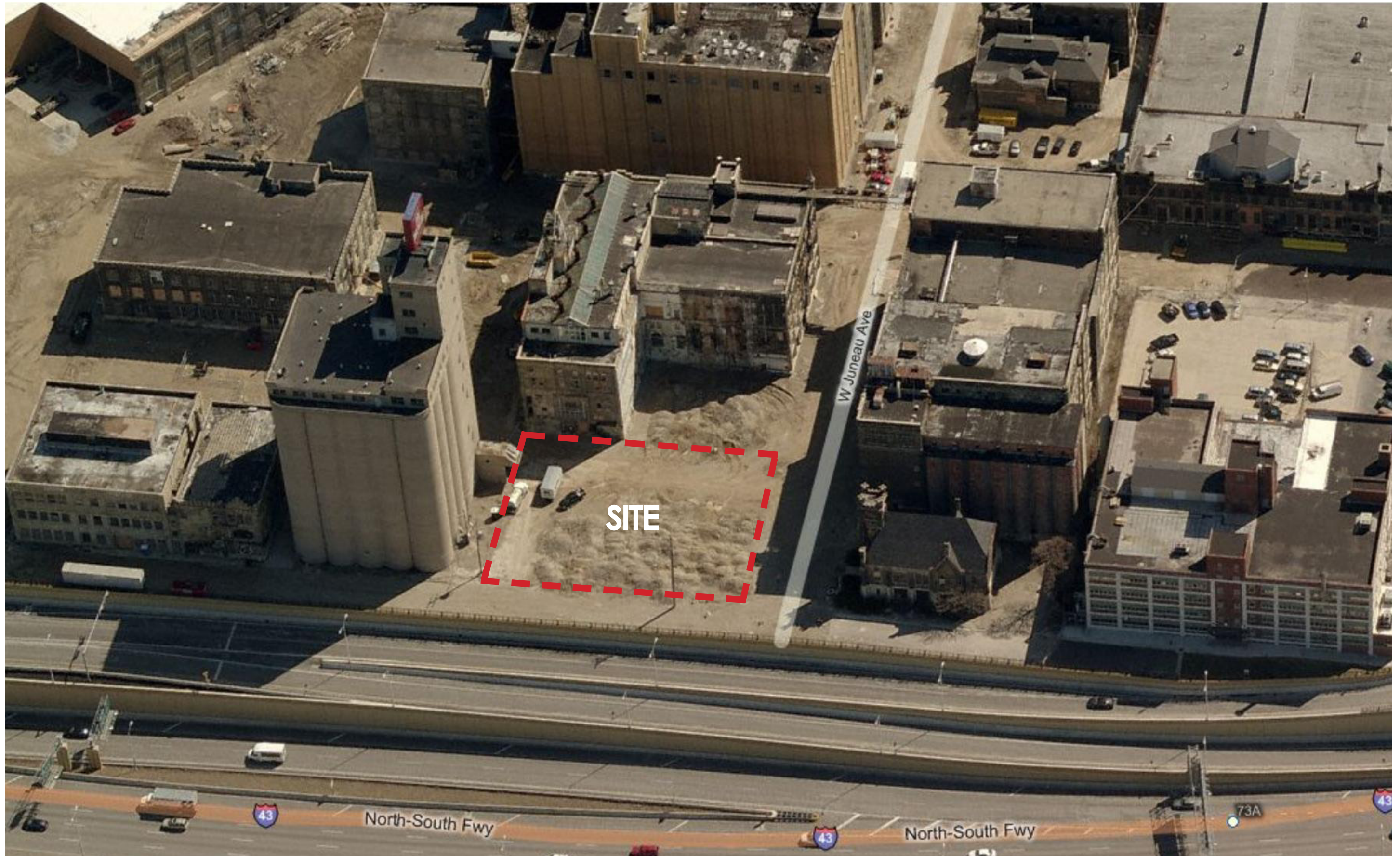




BOUNDING AREA OF DESIGNATED LEED  
FOR NEIGHBORHOOD DEVELOPMENT -  
"THE BREWERY"

AERIAL PHOTO LOOKING EAST - PRESENT DAY









EXISTING FIRST GERMAN METHODIST CHURCH TO THE SOUTH



EXISTING CONCRETE GRAIN SILOS TO THE NORTH





LOOKING WEST ON JUNEAU AVENUE

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LOOKING SOUTH ON 11TH STREET

EXISTING CONDITIONS PERSPECTIVE  
MARCH 20, 2013

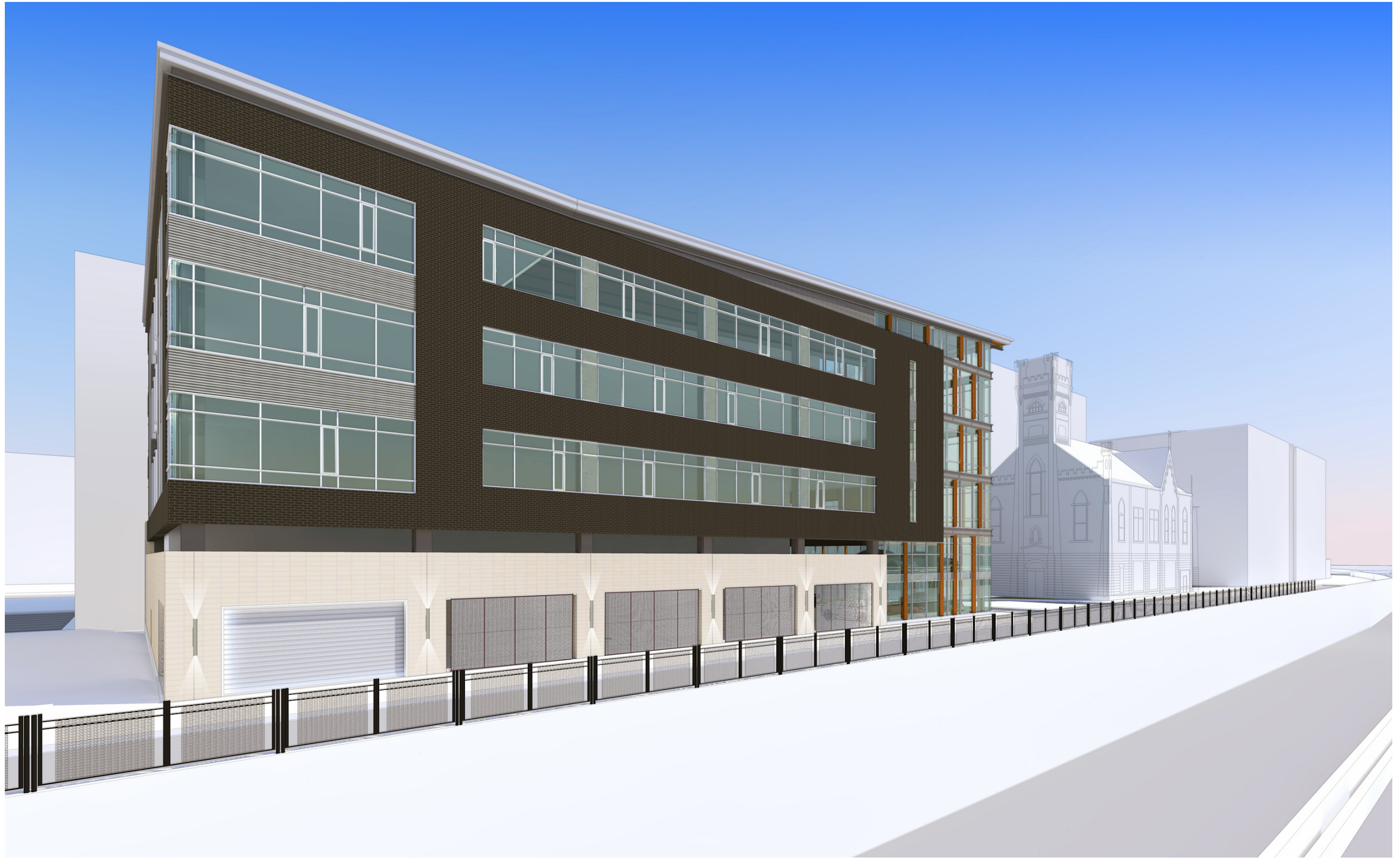








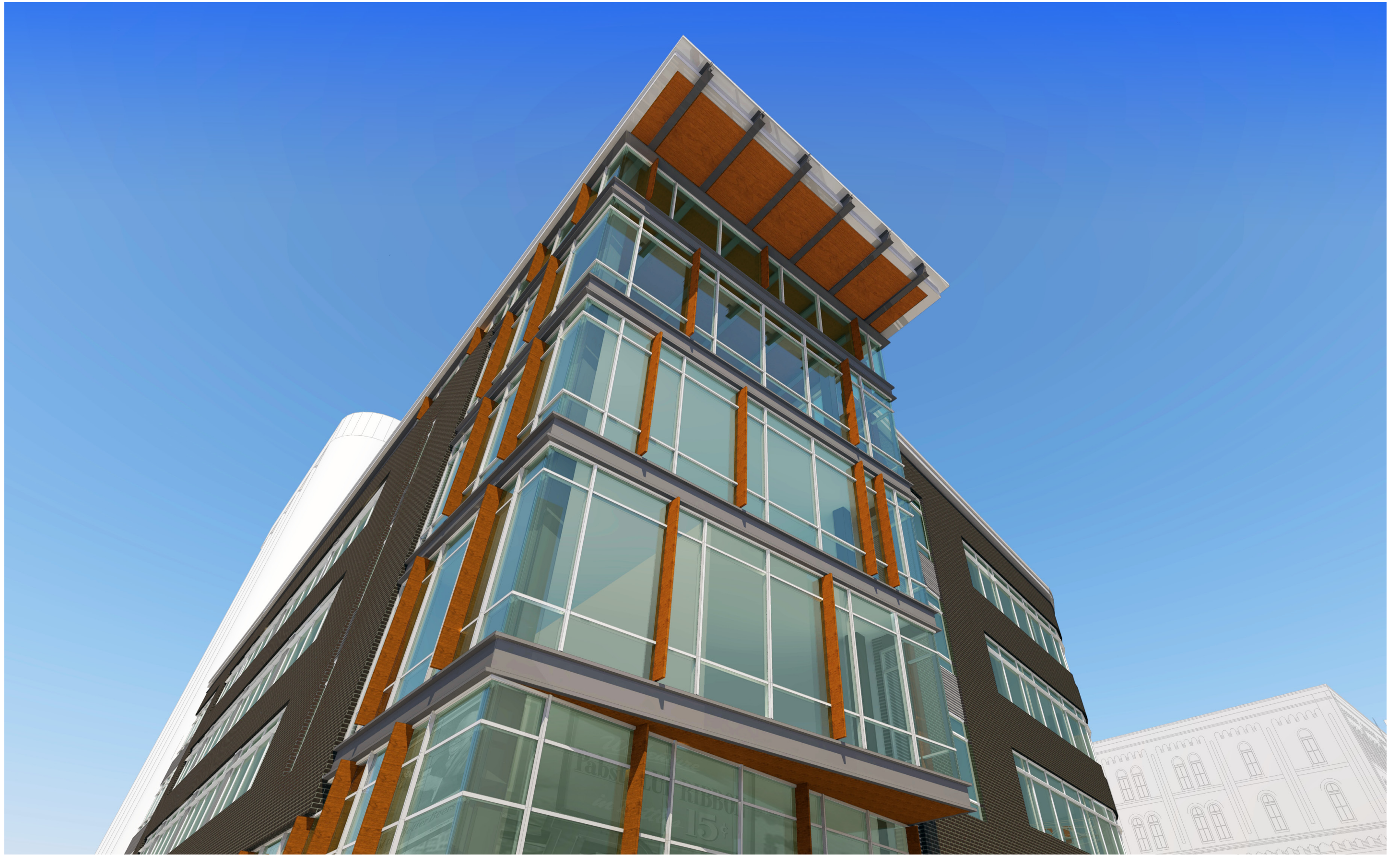






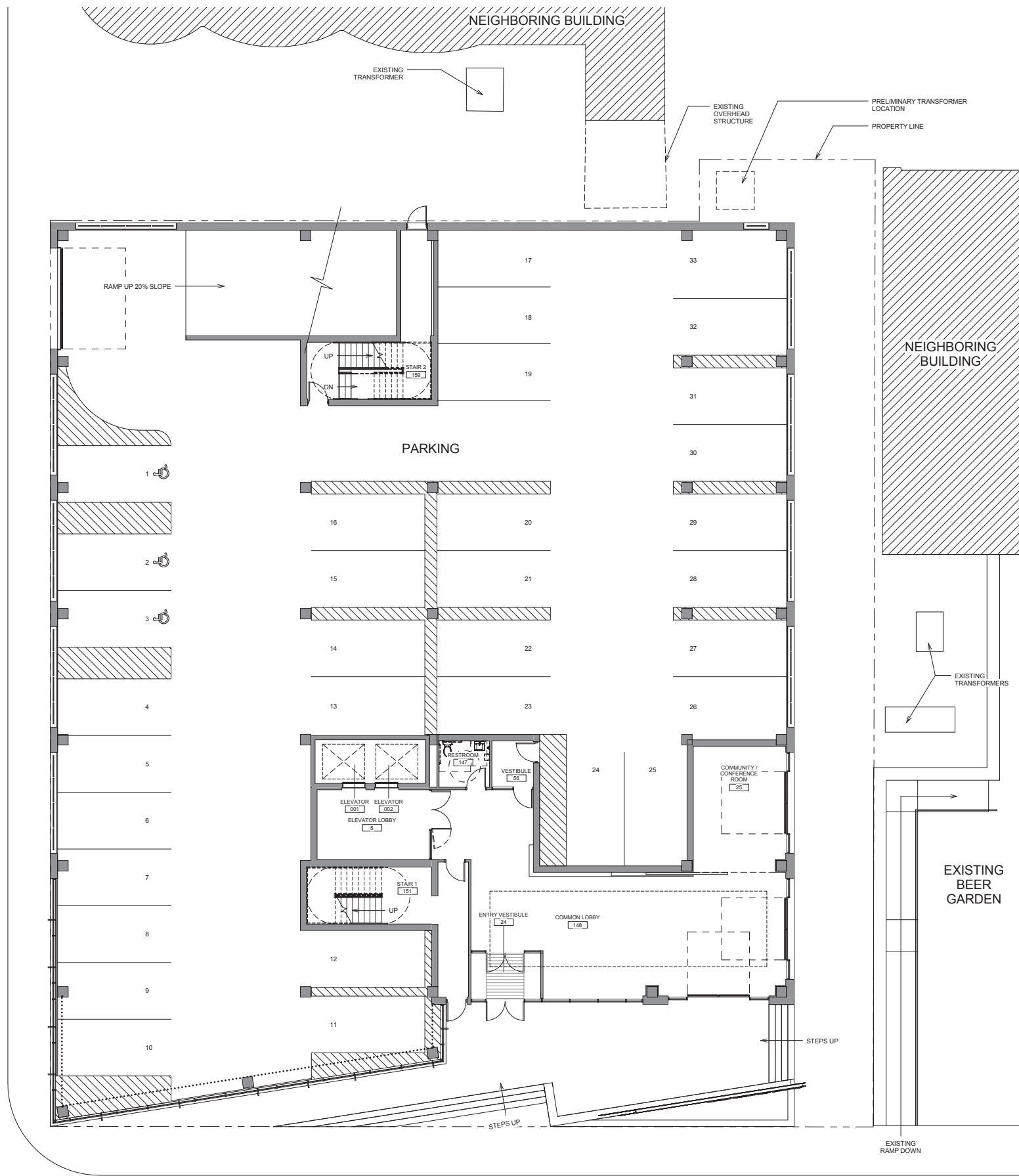




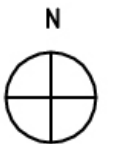




11TH STREET

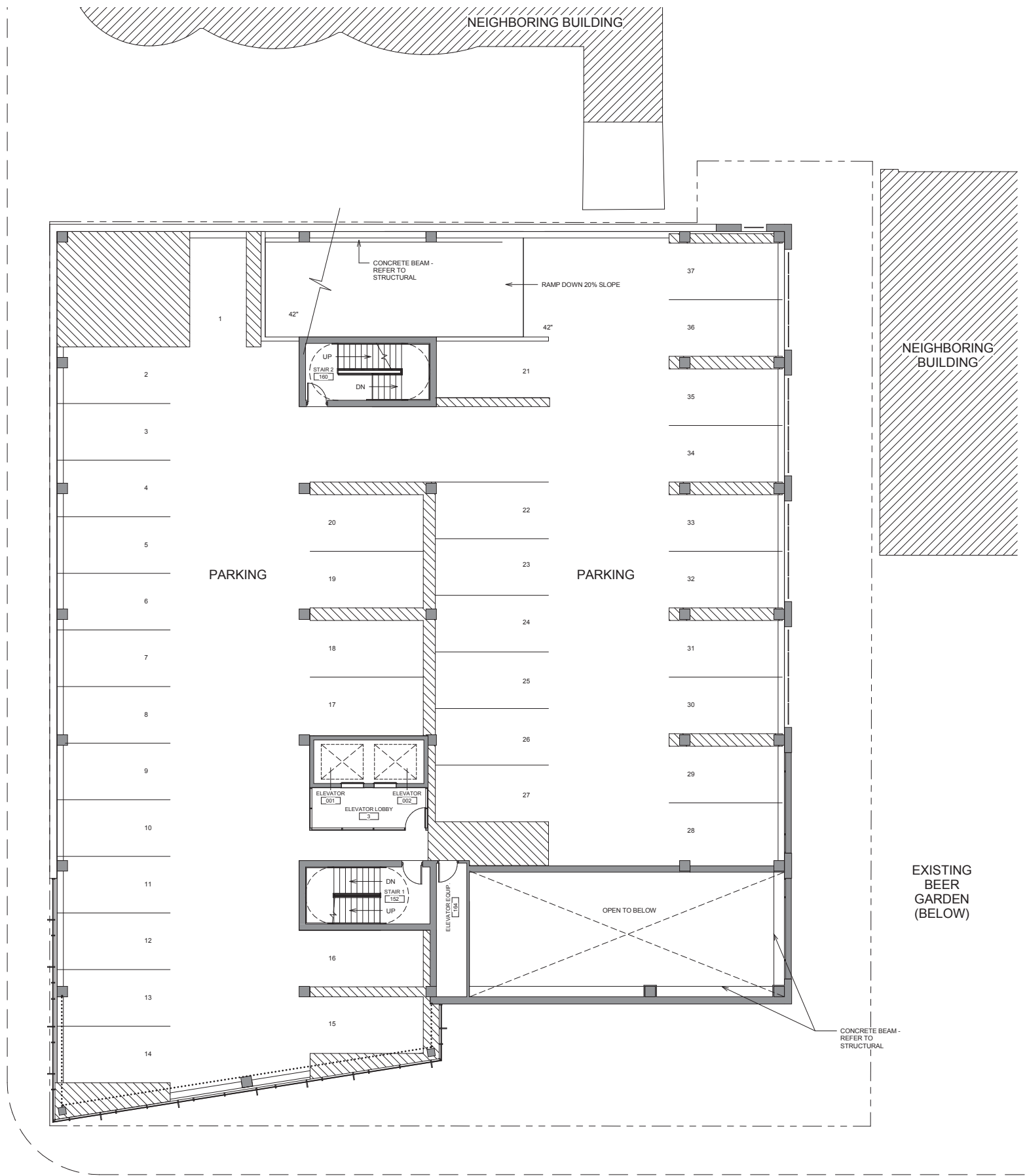


JUNEAU AVENUE

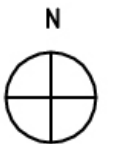




11TH STREET (BELOW)

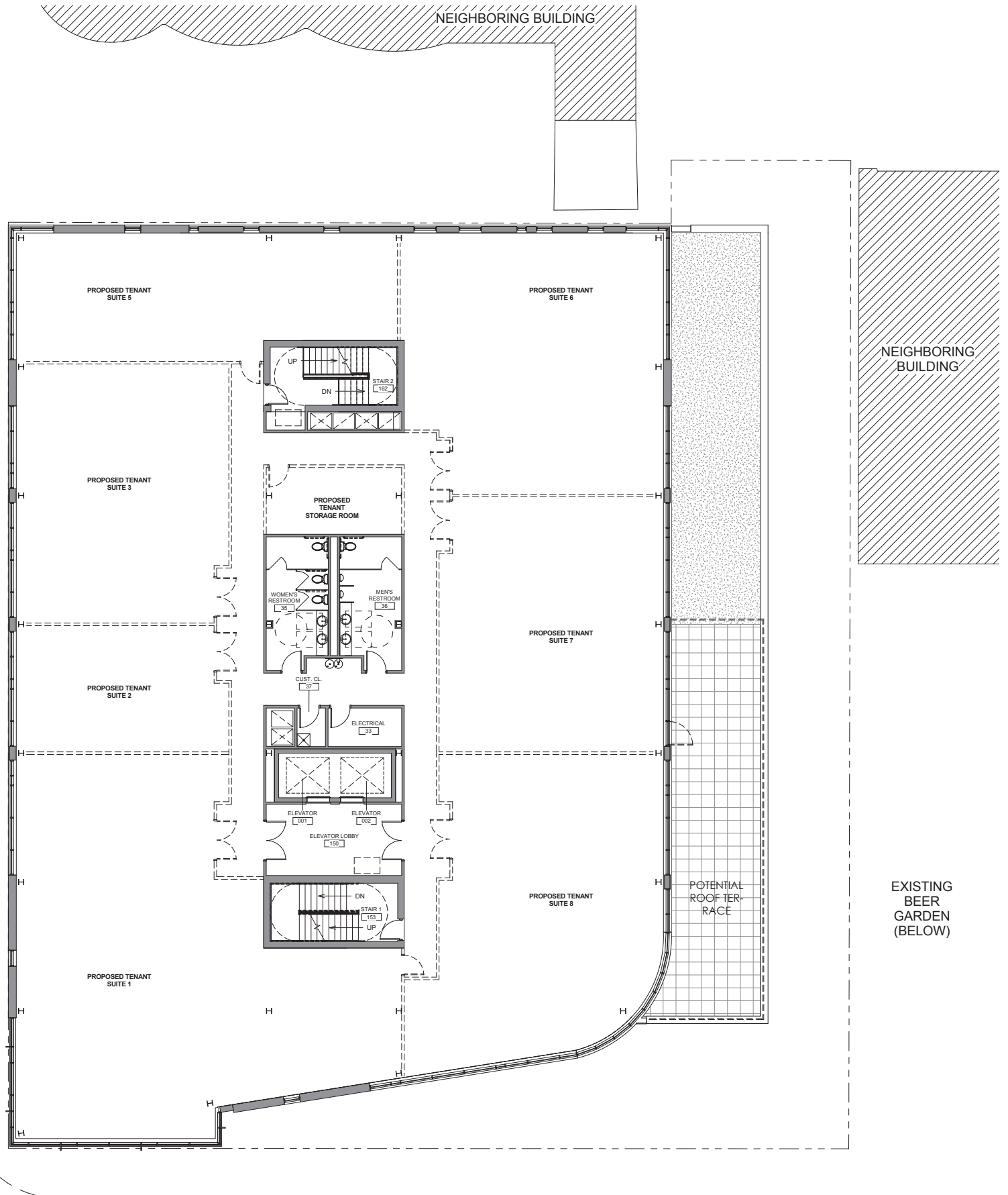


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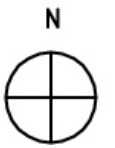




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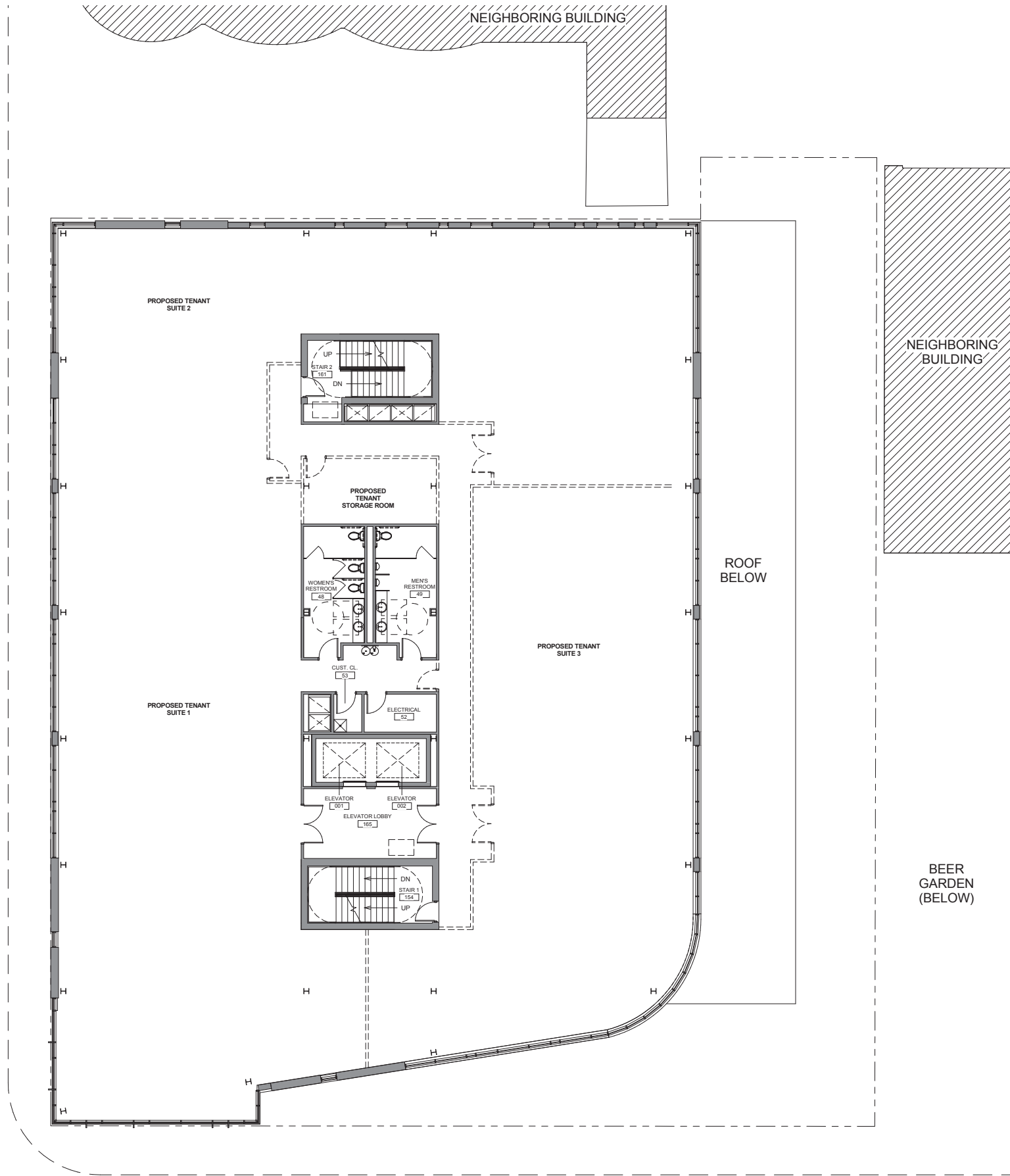


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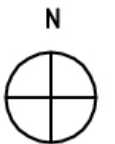




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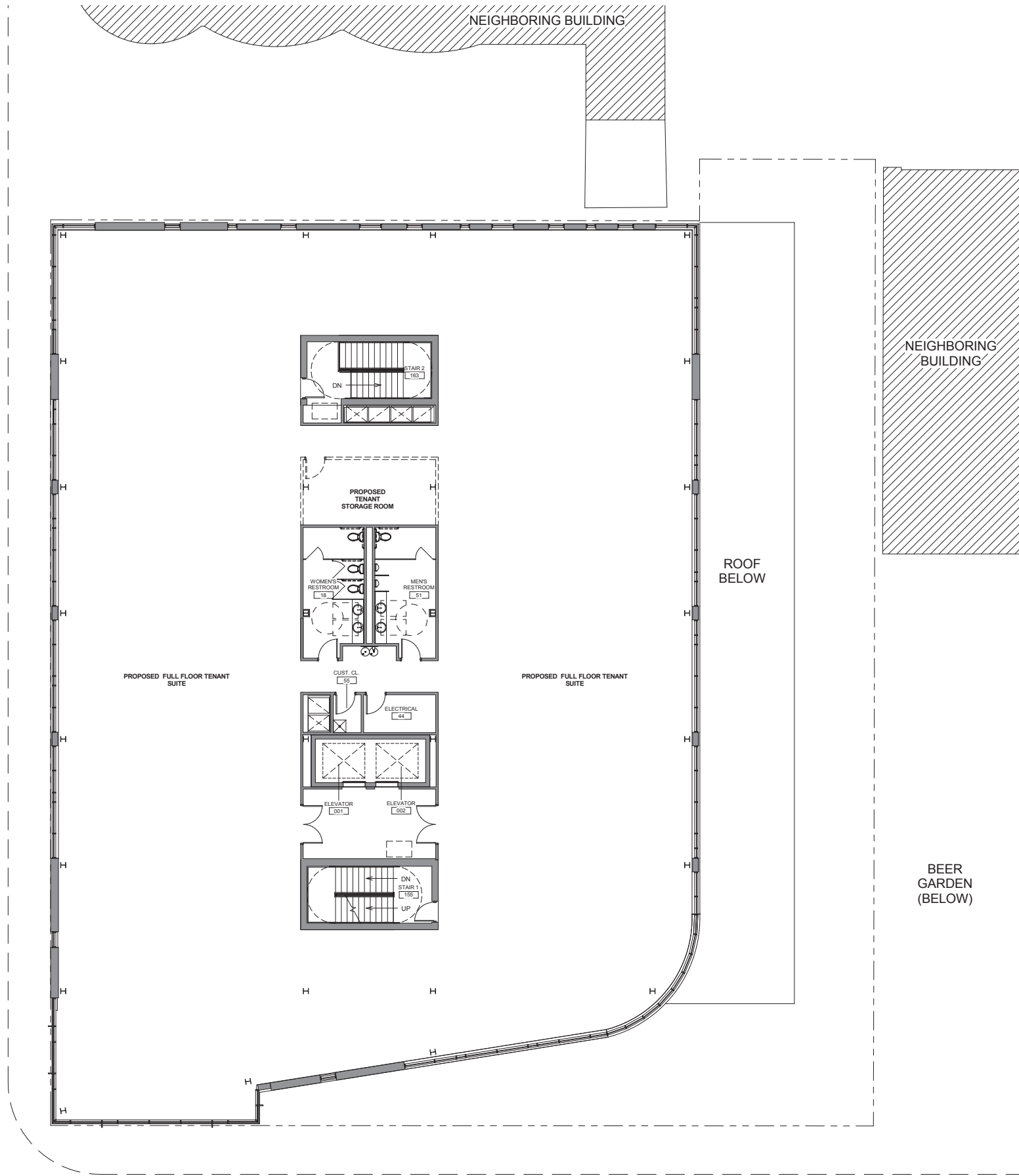


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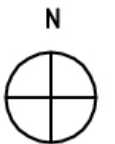




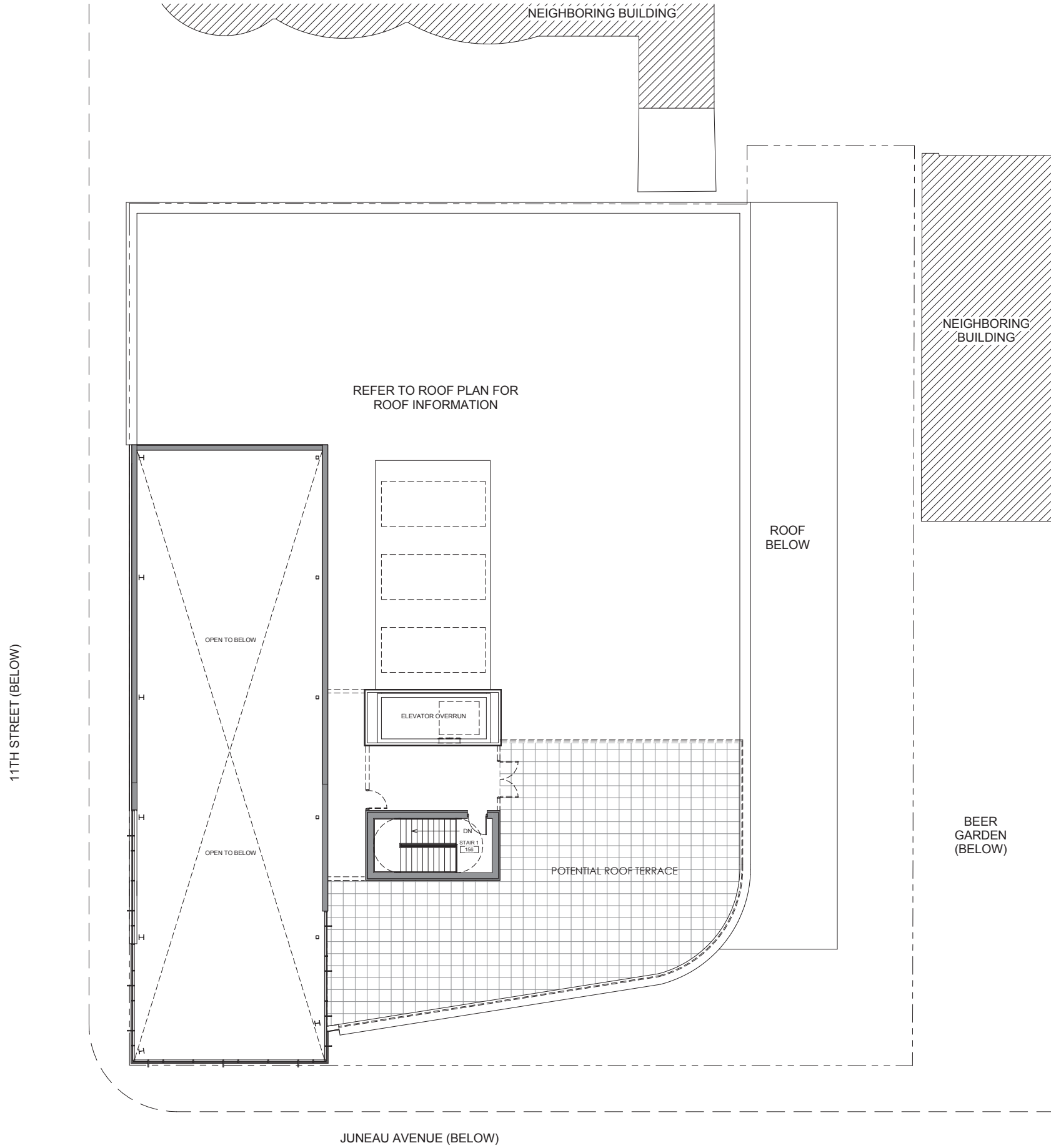
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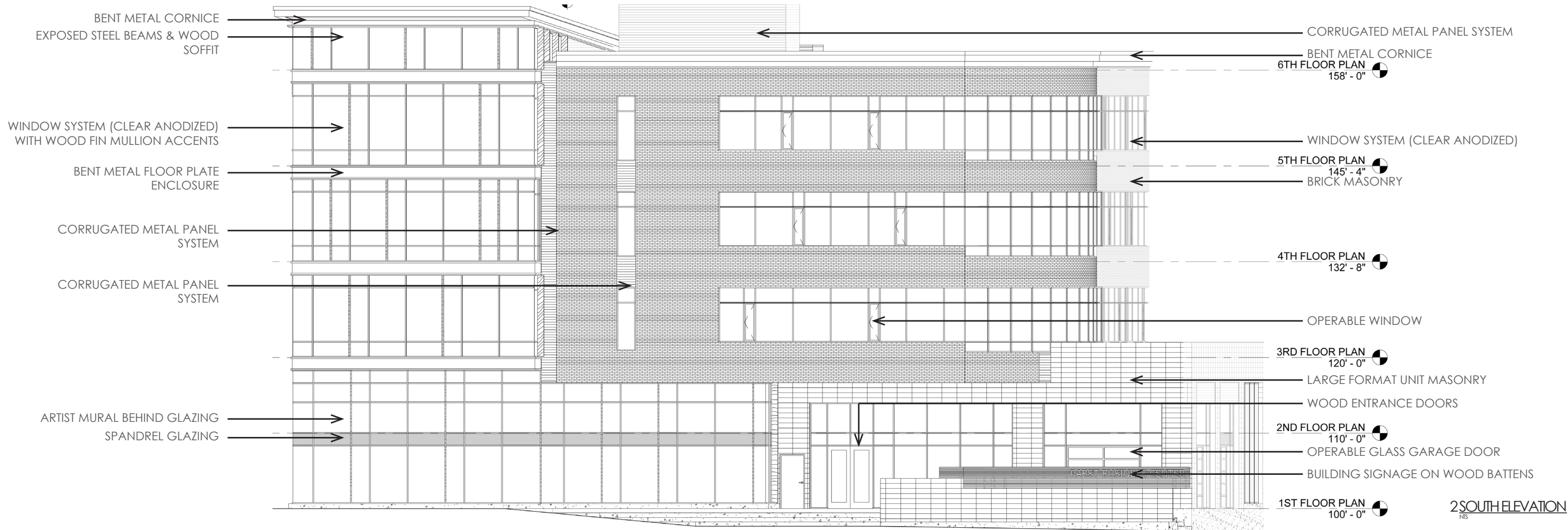
JUNEAU AVENUE (BELOW)



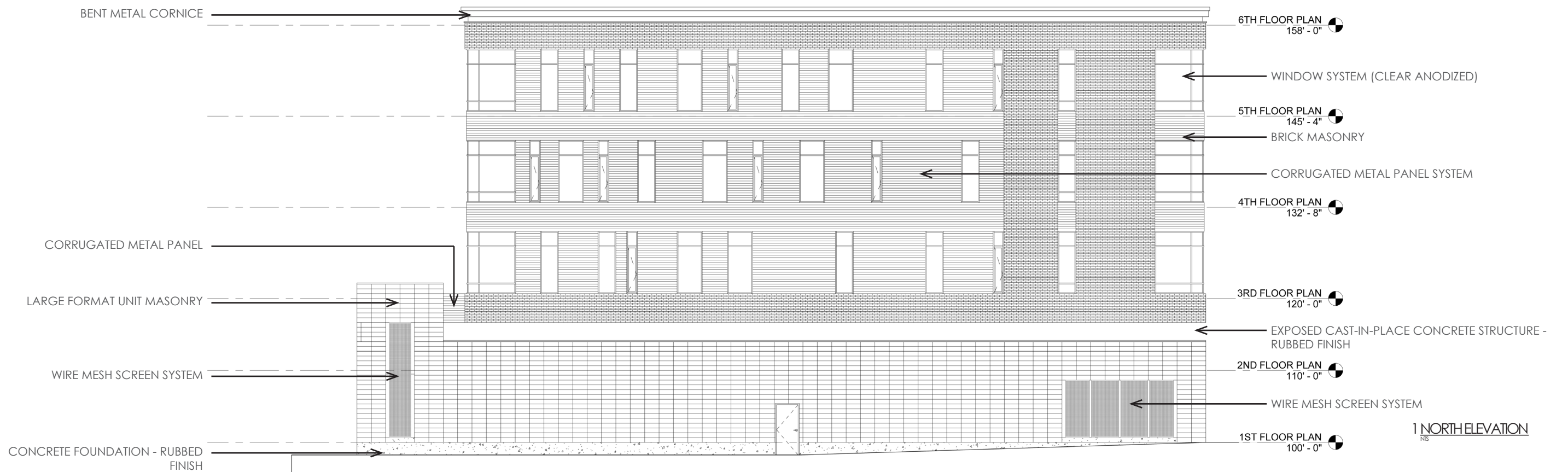












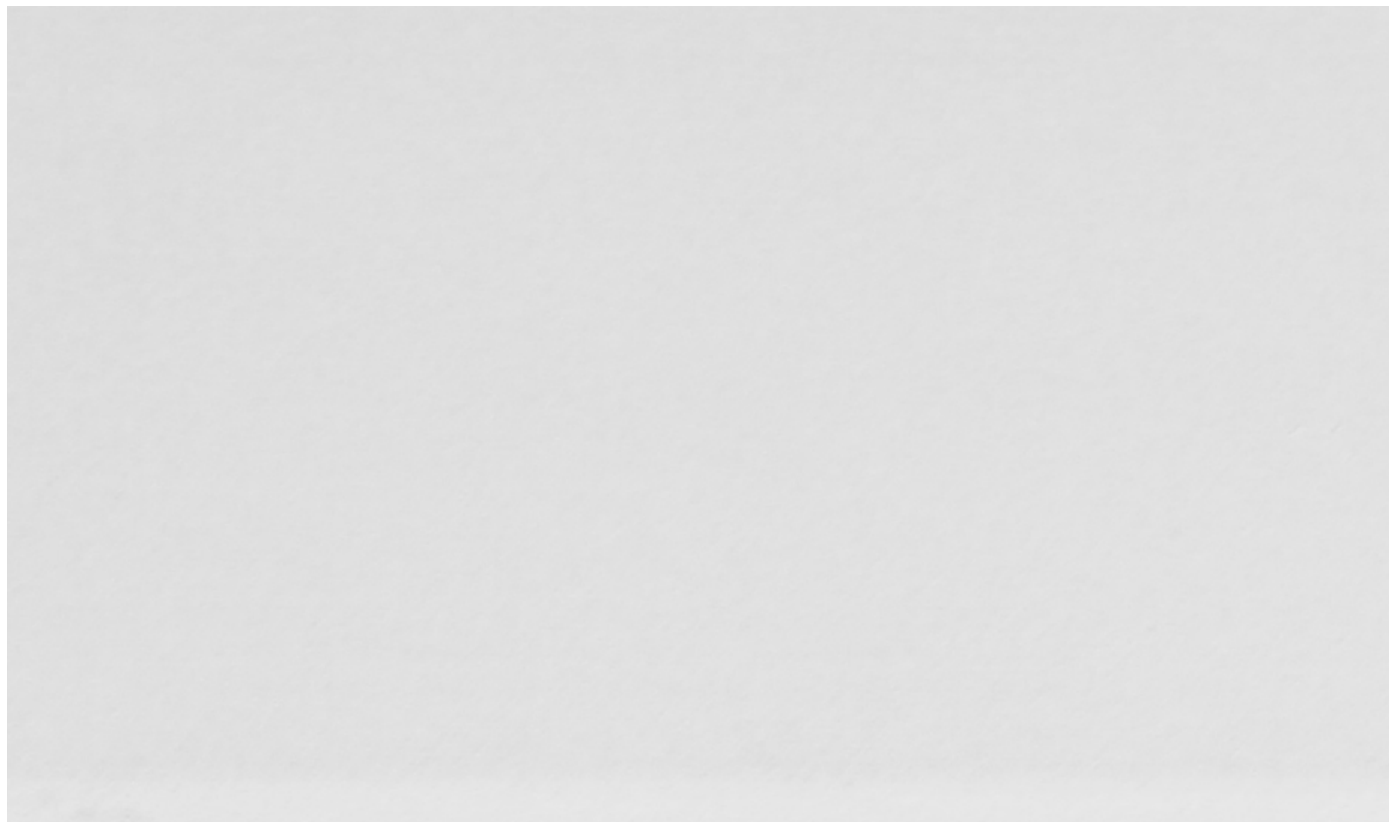




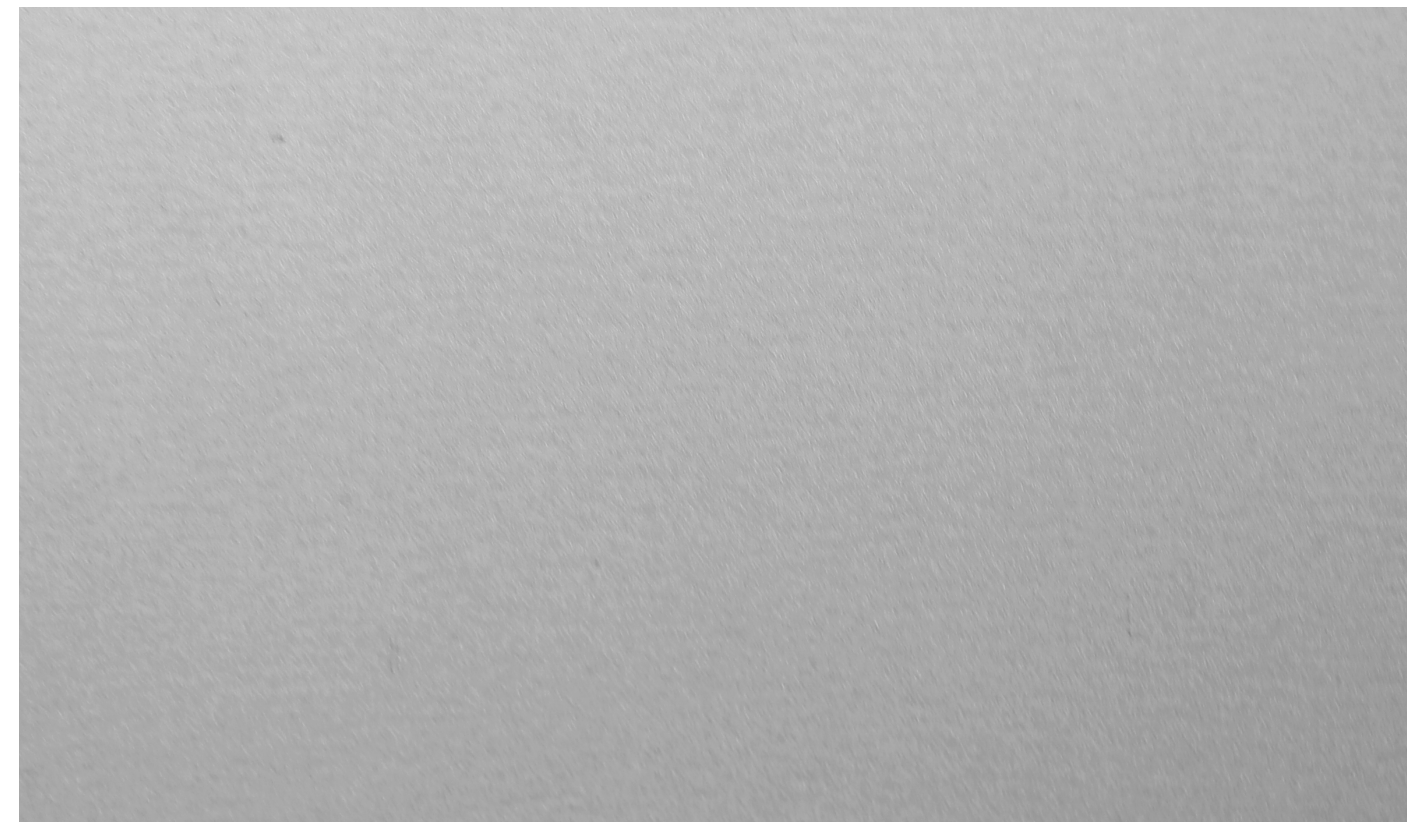
PROPOSED LARGE FORMAT MASONRY



PROPOSED BRICK MASONRY



PROPOSED ANODIZED ALUMINUM



PROPOSED METAL PANEL

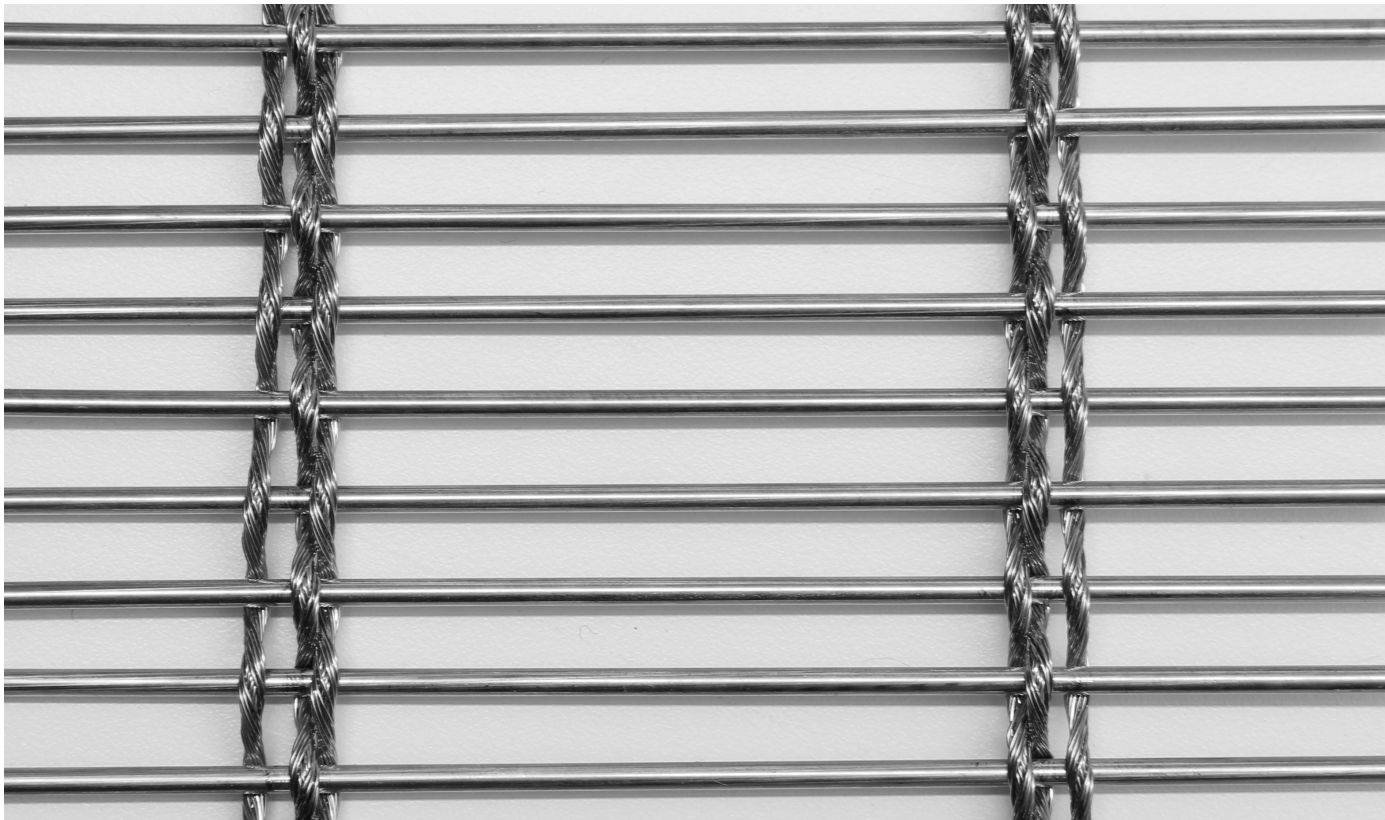




PROPOSED WOOD SOFFIT MATERIAL



PROPOSED CORRUGATED METAL PANEL



PROPOSED WIRE MESH