



# CERTIFICATE OF APPROPRIATENESS APPLICATION FORM

Incomplete applications will not be processed for Commission review.  
Please print legibly.

**1. HISTORIC NAME OF PROPERTY OR HISTORIC DISTRICT:** (if known)

Building 23, Pabst Brewing Company Complex

**ADDRESS OF PROPERTY:**

1037 W. Juneau Avenue

**2. NAME AND ADDRESS OF OWNER:**

Name(s): Blue Ribbon Redevelopment Fund V LLC

Address: 1125 N. 9th Street, Suite A

City: Milwaukee

State: WI

ZIP: 53233

Email: michael.kelly@blueribbonmgt.com

Telephone number (area code & number) Daytime: 414-313-0057

Evening: \_\_\_\_\_

**3. APPLICANT, AGENT OR CONTRACTOR:** (if different from owner)

Name(s): Central Waters Brewing Company

Address: 351 Allen St

City: Amherst

State: WI

ZIP Code: 54406

Email: anello@centralwaters.com

Telephone number (area code & number) Daytime: 715-824-2739

Evening: \_\_\_\_\_

**4. ATTACHMENTS:** (Because projects can vary in size and scope, please call the HPC Office at 414-286-5712 for submittal requirements)

**A. REQUIRED FOR MAJOR PROJECTS:**

\_\_\_\_\_ Photographs of affected areas & all sides of the building (annotated photos recommended)

Sketches and Elevation Drawings (1 full size and 1 reduced to 11" x 17" or 8 1/2" x 11")  
A digital copy of the photos and drawings is also requested.

\_\_\_\_\_ Material and Design Specifications (see next page)

**B. NEW CONSTRUCTION ALSO REQUIRES:**

\_\_\_\_\_ Floor Plans (1 full size and 1 reduced to a maximum of 11" x 17")

\_\_\_\_\_ Site Plan showing location of project and adjoining structures and fences

**PLEASE NOTE: YOUR APPLICATION CANNOT BE PROCESSED UNLESS  
BOTH PAGES OF THIS FORM ARE PROPERLY COMPLETED  
AND SIGNED.**

**5. DESCRIPTION OF PROJECT:**

Tell us what you want to do. Describe all proposed work including materials, design, and dimensions. Additional pages may be attached via email.

Central Waters Brewing Company is opening a new brewery and taproom in the former Captain Pabst Pilot House facility following Pabst's closure of the space in December 2020.

The applicant is seeking COA approval for the rebranding of the building's signage (blade sign and mural).

Both signs are being submitted to the State Historic Preservation Office and the National Park Service for their review concurrently with this application.

**MURAL:**  
The repainting of the mural on the west side of the new addition of the Pabst Brewery Building 23 building with the property's new branding - "Central Waters Brewing".

The new mural design will be in the same location and the same square footage as the existing mural that was approved, and installed, as part of the amended COA for this property issued on July 19, 2017, a copy of which is attached hereto, and the repainting amendment issued on August 5, 2020 (both of which are attached hereto).

**BLADE SIGN:**  
The existing double-faced blade sign on the North elevation over the building's main entrance will be refaced with the property's new branding - "Central Waters Brewing".

The sign is a 48" 2 sided Projecting Blade Sign to replace the existing, .125" Aluminum Outer Ring w/ Push Through Letters & Stars, Translucent White Acrylic Inner Area with Translucent /Opaque Vinyl. All other existing items (metal cabinet, internal LED lighting & neon lighting) will be retained and reused with the new sign. The existing wall mounted bracket will also remain.

The projecting sign was previously approved by HPC with COA on September 17, 2015 and the refacing on March 2, 2020.

**6. SIGNATURE OF APPLICANT:**

  
Signature

Michael W. Kelly  
Please print or type name

June 14, 2021  
Date

This form and all supporting documentation MUST arrive by 4:00 pm (11:59 pm via email) on the deadline date established to be considered at the next Historic Preservation Commission Meeting. Any information not provided to staff in advance of the meeting will not be considered by the Commission during their deliberation. Please call if you have any questions and staff will assist you.

**Mail or Email Form to:**  
Historic Preservation Commission  
City Clerk's Office  
841 N. Broadway, Rm. B1  
Milwaukee, WI 53202

**PHONE: (414) 286-5712 or 286-5722**      [hpc@milwaukee.gov](mailto:hpc@milwaukee.gov)      [www.milwaukee.gov/hpc](http://www.milwaukee.gov/hpc)

**Or click the SUBMIT button to automatically email this form for submission.**

**SUBMIT**