



September 08, 2015

PROJECT DESCRIPTION

Blue Ribbon Management | Building 23
Engberg Anderson Project No. 152450.00

The project is Building 23 of the Pabst Brewery complex located in Downtown Milwaukee. Building 23 is the former First German Methodist Church converted to the Forst Keller Restaurant and Tavern ("Building 23") in 1892. Building 23 was built in 1873 and has a distinctive, historic exterior. The first floor (3,040 square feet) housed the Forst Keller Restaurant and Tavern, and the second floor level (2,980 square feet) was the former sanctuary space that was used as a Pabst Brewery employee assembly and training space.

Building 23 will be converted into a small batch brewery, restaurant and tavern. The roughly 6,000 square foot vacant building will have an addition of roughly 800 square feet to accommodate modern amenities such as a prep kitchen, elevator, storage, bathrooms, and cold storage. In addition, a roughly 2,300 square foot patio will be created in the vacant land behind the structure. The preservation of the historical building is a top priority for the project. The intent is to clean and preserve the cream-city brick and stone exterior as well as restore existing wood windows, wood flooring and other historically significant building features.

This project will provide a destination that boasts the rich history of this district. By providing a small batch brewery by the very company that originally used the buildings in the district for beer production, it revitalizes the historical value of the building and the district. The use of the building, as it has been used in the past as a restaurant and gathering place, returns the building to what it was used as for most of its life.

Proposed building use:

The 3,040 square feet will house a less than 2,500 S.F. small batch brewery. The proposed brewery will produce between 4,000 and 5,000 barrels per year. Since this is well below the 20,000 barrel per year production restriction for a microbrewery classification and the space being used is also below the 3,600 S.F. size restriction for light manufacturing, this is permitted in a C9G zoning classification.

The proposed use for the second floor will be that of a tavern and tasting room, also permitted under the C9G zoning classification

Existing building

The façade consists of a first story stone base and cream-city brick upper for the balance. The aged brick will be carefully cleaned. Repair and replacement of some of the damaged or missing masonry elements will be required as well as re-pointing where necessary, particularly with the two missing buttress bases on the East façade. The roofing will be removed and replaced with wood shingles similar to the original historic period.

Stepped flashing will be installed/replaced at the roofing intersections with masonry walls. Fascia boards will be cleaned, repaired or replaced before repainting. Gutters and downspouts will be replaced. The windows will be carefully cleaned, re-glazed and repaired and re-painted.

Building Addition

A new building addition, approximately 21'-0" x 38'-0", is proposed on the south side of the historical building accommodating the need for exiting, ADA access and service support for the second floor tenant. This addition will allow us preserve the maximum amount of the historical value of the original sanctuary/meeting hall by putting the support services into the addition.

The exterior finishes for the addition are intended to contextually resemble the historical building materials yet separate the addition from the existing building. A buff colored chiseled-face masonry veneer will be used at the base to acknowledge the stone masonry base on the existing building. A buff colored ground-face veneer is proposed for the second story feature as a relationship to the cream city brick on the upper balance of the existing building. This ground-faced larger format stone will be laid up in a vertical running bond to provide subtlety to its relationship to the cream city historical brick. Vertical bands of glazing proposed at the connection between the two buildings are intended to act as the deliberate dividing line between the old and new as well as to accentuate the stone and brick buttress on the existing building south façade. This will also extend above the roof line to act as a screening feature for the roof top mechanical equipment. The punched openings on the west façade of the addition are to be sized relative to the proportions of the existing windows in the historical building. Additional punched openings at the south west corner are to allow visual connection from the inside as patrons' transition down the stair to the patio. A framed canopy with stone piers and timber columns will be cover for the outdoor service area and provide a visual integration to the addition. The framing will wrap around the west face of the building to add a subtle connection to the existing building at the stone cap transition line between the stone base and cream city brick as well as provide a visual cue of the entrance location for customers.

Patio

A new 2,300 S.F. ± patio will be also added to the south side, or rear, of the existing building to allow seasonal use and expansion of the tavern venue to the outdoors. There will be an outdoor service area with an overhead canopy comprised of wood and translucent panels. Surrounding the patio will be an ornamental wrought iron fence on the east with an opaque back drop fence to the south with trellised ivy. The wrought iron fence is intended to keep connectivity to the west at 11th street and provide a historical connection to the original brewery silos to the east. The patio will run directly adjacent to the west face of the silo structure solidifying this connection.

Access, Circulation and parking

Vehicle circulation will be from Juneau Avenue. No new parking will be added as part of this project, parking is currently available on Juneau Ave. and the nearby parking structure. Pedestrian traffic will be accommodated as bus routes are nearby. Deliveries for the brewery and restaurant will occur on 11th St. as will the refuse and recycling removal. Building signage will comply with the DIZ guidelines with approval by submission to the City of Milwaukee, SHPO and NPS. It is anticipated that a full signage proposal will be submitted at a later date to be reviewed by DNS Staff.