



CERTIFICATE OF APPROPRIATENESS APPLICATION FORM

Incomplete applications will not be processed for Commission review.

Please print legibly. CITY OF MILWAUKEE

2013 MAR 15 AM 11:44

1. **HISTORIC NAME OF PROPERTY OR HISTORIC DISTRICT:** (if known)
Pabst Brewery Company Historic District CITY CLERK'S OFFICE

ADDRESS OF PROPERTY:
1036 West Juneau Avenue

2. **NAME AND ADDRESS OF OWNER:**
Name(s): Blue Ribbon Redevelopment Fund III, LLC
Address: 875 Michigan Avenue Suite 3100
City: Chicago State: IL ZIP: 60611
Email: tpglaw@gmail.com
Telephone number (area code & number) Daytime: 312.848.5960 Evening: _____

3. **APPLICANT, AGENT OR CONTRACTOR:** (if different from owner)
Name(s): Rinka Chung Architecture, Inc.
Address: 756 North Milwaukee Street, Suite 250
City: Milwaukee State: WI ZIP Code: 53202
Email: mrinka@rinkachung.com
Telephone number (area code & number) Daytime: 414-431-8101 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

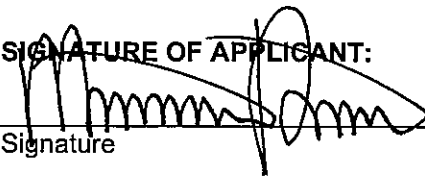
PLEASE NOTE: YOUR APPLICATION CANNOT BE PROCESSED UNLESS BOTH PAGES OF THIS FORM ARE PROPERLY COMPLETED AND SIGNED.

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.

SEE ATTACHED PROJECT DESCRIPTION / OUTLINE

6. **SIGNATURE OF APPLICANT:**


Signature

Matthew Rinka
Please print or type name

March 15, 2013
Date

This form and all supporting documentation **MUST** arrive by 12:00 noon 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.

Hand Deliver or Mail Form to:
Historic Preservation Commission
City Clerk's Office
200 E. Wells St. Room B-4
Milwaukee, WI 53202

PHONE: (414) 286-5722

FAX: (414) 286-3004

www.milwaukee.gov/hpc

The Pabst Business Center is a proposed 5 story building located within the historic Pabst Brewery complex on the corner of W. Juneau Avenue & N. 11th Street. The building program is as follows:

- 2 story parking structure on levels 1 & 2
- Lobby & Community meeting room on level 1 at the southeast corner of the building
- Unfinished rentable office space on floors 3,4 & 5

The building is comprised of numerous earthy materials that directly relate the historic qualities of the existing brewery context buildings. The base of the building at the parking levels will consist of a semi-rough cream city stone-look panel or brick material composing a rhythm of bay spacing at the parking areas. The cream city stone/brick cladding subtly resembles the cream city brick on numerous historical structures throughout the area. Off of the Juneau street plaza the lobby entrance & community room will contain anodized aluminum storefront with tall entrance doors presenting an open and welcoming experience. Exterior soffits at the overhang above the entrance & other areas are proposed to be a wood panel system. The community room, which is located at the southeast corner of the building will have (3) 8' x 10' operable glass roll up doors that create a visual and physical connection of the interior spaces with the adjacent entrance plaza & beer garden to the east. At the open air parking garage a decorative metal panel system in a painted steel frame will span each masonry opening. A garage door on the Northwest corner of the complex will provide secured access to the parking levels of the building.

The southwest corner of the building will be constructed with a curtain wall window system with clear anodized aluminum mullions. Glazing will consist of a clear glass. To further refine the corner beacon the curtain wall will contain custom vertical wood inserts at varying locations. To provide scale and visual interest at the corner of Juneau and 11th street a proposed "mural" will be placed behind the glass at the 1st & 2nd levels to further shield the parking levels at the exterior. The proposed mural may contain historical Pabst brewery images or logos & be composed of a screen wall system or similar inside the space. The floor transitions between the curtain wall are a proposed bent metal enclosure with a darker finish than the clear anodized mullions. The projected roof at the top of the southwest curtain wall will be comprised of a bent metal cornice to closely match the anodized aluminum mullions intertwined with exposed structural steel beams projecting to the south.

The exterior cladding at the office floors (floors 3-5) is a proposed brick with a warm brown & steel coloration that pays respect to the rich historical patina of the surrounding context. Clear Anodized aluminum storefront ribbon windows provide an architectural rhythm to the building facades. The anodized storefront system will contain a predominate horizontal mullion cap to further accentuate the directional composition of the building. The north side of the building will be comprised of a metal panel system, reminiscent of the industrial qualities of the district. The proposed metal panel will be slightly darker in color than the anodized aluminum storefront & curtain wall finish; this subtle change will visually add depth and variation to the buildings material composition. Punched anodized aluminum storefront windows will be placed on the north side in a selected "random" pattern.