



Milwaukee Historic Preservation Commission

Living with History

HPC meeting date: 10/13/2014
Ald. Robert Bauman District: 4
Staff reviewer: Paul Jakubovich
PTS #98223

Property	1023 W. JUNEAU, a.k.a buildings 24 and 25, Pabst Brewery Historic District
Owner/Applicant	BREWERY PROJECT LLC 710 N PLANKINTON AV #1200 MILWAUKEE WI 53203 Pabst Senior Housing, LLC
Proposal	Restore the exterior of the former Pabst Malt House as part of a project to convert the building to housing.

Please see next page.

Staff comments

This is a major preservation project and one that will rejuvenate the former Pabst Malt house, also known as buildings 24 and 25, which is one of the largest brewery buildings of its kind in the world. The malt house is one of the definitive buildings of the old brewery. A traditional malt house is a building where cereal grain is converted into malt by hydrating it, allowing it to sprout, and then drying it to stop further growth. Long troughs held the grain. Malt was and still is an essential ingredient to brew beer. Today the traditional malt house is not used in large brewing operations and has been replaced by newer mechanized techniques.

The exterior of the building(s), now sooty black, will be chemically cleaned and staff recommends that the brick be cleaned as closely as possible to its original yellow color and not to a point where it is left with a significant amount of dirt on the surface. Contrary to a few opinions in preservation, leaving cream brick partially dirty after the cleaning process leaves behind a streaky appearance and does not give the building the look of cream brick that slowly acquired the soot from coal-burning over many years. In essence leaving the brick slight dirty or even more does not bring the building back to its appearance at any known point in history. As is the usual practice, test panels of the cleaning should be reviewed and approved by HPC staff prior to the general commencement of the work. Tuckpointing test panels should also be reviewed and approved prior to the general installation of the material. Mortar must match the original in terms of color, texture, hardness, joint width and joint finish.

New wood windows will be installed throughout the building. Samples or detailed section drawings must be submitted to HPC staff for review and approval. The present proposal calls for muntins in the window sash based on the remains of a few original windows still on the building. Windows must be wood, both inside and out and must match the exactly the design of the original wood windows still in the building. New window openings will be created such as in blind arcades that presently have the appearance of bricked-in windows. Many of the original window openings have been bricked-in over the years and they will be fitted with new wood windows to match the originals.

A new metal canopy will be installed over the entrance about mid-block on W. Juneau Avenue. The canopy has an industrial character that fits well with the building and the district.

The silos on the back side of building will be retained but a service door/loading dock will be installed in them to accommodate a loading dock. Because of the set-back from the street behind a long, narrow driveway, the doors will not be seen except when looking directly down the gangway from w. Juneau Avenue or from N. 11th Street. Staff welcomes the preservation of the silos and in this case the loading dock does not present any preservation issues. A small contemporary addition at the rear, southwest corner of the building will be removed and original cream brick walls behind it restored.

Preservation of the malt house is a very welcome project. It is an outstanding example of the adaptive re-use of a fine industrial building. Federal and state historic tax credits will also be used to assist financially with the project.

Recommendation

Recommend HPC approval, noting brick cleaning, tuckpointing and window sample requirements above.

Conditions**Previous HPC action****Previous Council action**