



Milwaukee Historic Preservation Commission Staff Report

LIVING WITH HISTORY

HPC meeting date: 6/13/2016
Ald. Robert Bauman District: 4
Staff reviewer: Carlen Hatala
PTS #111346

Property 1125 N. 9TH ST. Preservation Park

Owner/Applicant Brewery Project LLC Dennis Stapleton

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Proposal

With the restoration/renovation of the buildings at the Pabst Brewery Complex nearing completion, the addition of another park on the grounds was seen to be a fitting memorial to those who made the original Pabst Brewery and The Brewery project successful. This new park is to be located at the southeast corner of West Juneau Avenue and North 10th Street.

THE LANDSCAPE

The lawn area of the new park will measure 87 feet by 68 feet and have Kentucky Blue Grass sod. The lawn area will be bordered on the north, east, and west by concrete retaining walls that rise 6 inches above the highest adjacent grade; the walls will also serve as seating. The lawn can be accessed by concrete steps located at the southeast corner.

Trees will be planted along the the west edge of the park and along Juneau Avenue. The west edge tree lawn will be consistent with the overall landscape design for The Brewery Streetscape. The Juneau Avenue trees will grow through the corten panels installed along the sidewalk.

A sunken garden measuring 87 feet by 9 feet will be installed along the south end of the park. It will be planted with grasses and flowers. It will serve as buffer between the park and the alley.

THE HARDSCAPE

Unique features of the park include the Corten Steel Story Panels and the Artifact Window Wells.

The Corten Steel Story Panels will be located between Best Place and 10th Street in an area measuring 87 feet by 12 feet along the Juneau Avenue concrete sidewalk. They will be laid flat. A timeline narrative will be cut into the panels describing the history of the Pabst Brewery and The Brewery development. Lettering will be cut through the panels to allow for LED lighting from below. Corten is self-rusting steel and will convey an aesthetic that compliments the industrial setting. The surface of the Corten will be slip resistant and can accommodate pedestrians.

The Artifact Window Wells will consist of stainless steel boxes of various sizes set into the Corten panels. The boxes will contain artifacts associated with the work and events that took place at the brewery. The boxes will have laminated glass tops that sit flush with the corten panels. They will be lit with LED lights and will have a slip resistant yet clear surface so that the contents can be viewed.

SIGNAGE

At the north end of the park a 30 inch wide by 60 inch high (approximately) sign of Corten Steel will be installed. Cut into the sign will be "Preservation Park" and images of brewery workers. The sign will sit on a 12 inch concrete base.

BOLLARDS

Bollards of contemporary design will be installed to protect the Corten Story Panel area from heavy equipment. They will be 4 inches in diameter, 24 inches high and be spaced 8 feet on center.

Bollards will also be located along the top pf the retaining wall that borders the alley. They will be 5 inches in diameter and 36 inches high. They will protect the sunken garden from being damaged by vehicles.

LIGHTING

The park will be well-lit. The north and west sidewalk areas will be illuminated by Milwaukee Harp lights. The Corten Steel Story Panels will be lit by street lights as well as window well lighting and the illuminated narrative. Wall lighting will be located at the concrete wall adjacent to the east sidewalk and stair. The alley to the south will be illuminated by surface mounted building lights.

Staff comments

Preservation Park is a unique blend of traditional and contemporary and shows the innovative design approach that is evident throughout the complex. There is simple traditional green space bordered by trees and having a flower bed. It is an adaptable space that will be enjoyed by persons living, working and visiting the grounds. Accenting this space along Juneau Avenue are the contemporary Corten Story Panels and Artifact Window Wells, lit from below to create a distinctive pedestrian experience. They provide narrative and context for the complex and will remind pedestrians that they are following in the footsteps of those who came before them. The concrete retaining walls are meant for sitting and self-rusting steel panels complement the industrial setting.

It will be in this space that Paul Jakubovich, my late colleague, will be remembered for his efforts to make preservation work throughout the city and his perseverance in making sure The Brewery turned out authentic and memorable.

Recommendation

Recommend HPC Approval

Conditions

Previous HPC action

Previous Council action