



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 Complex

ADDRESS OF PROPERTY:

1037 West Juneau Avenue

2. NAME AND ADDRESS OF OWNER:

Name(s): Blue Ribbon Management LLC.

Address: 735 West Wisconsin Avenue, Suite 610

City: Milwaukee

State: WI

ZIP: 53233

Email: michael.kelly@blueribbonmgt.com

Telephone number (area code & number) Daytime: 414.303.0057

Evening:

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

Name(s): Jason M Raiten

Address: 320 E. Buffalo St., Suite 500

City: Milwaukee

State: Wisconsin

ZIP Code: 53202

Email: jasonr@engberganderson.com

Telephone number (area code & number) Daytime: 414.944.9127

Evening: 414.460.9098

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.

It was suggested by HPC Staff to submit information for a proposed change to a previously awarded COA.

This is an Update to the original COA. The Building Tenant is proposing a variation on the context and materials for the addition and the canopy. The intent is to use a brick similar to the Cream City Brick of the existing building but differentiate the addition by not carrying the stone material at the base to the addition. The punched opening were removed to simplify the facade as well as satisfying code requirements. See attached renderings provide by the Tenant. (Pabst)

The glass store front piece on the west facade separating the addition from the original building was pushed 1'-0" further east to accentuate the deviation between the two buildings. The glass separate on the east facade remained in the original location but had to be changed to all spandrel glass as the permitting process required the east wall be a 1hr rated wall. This also required us to remove the punched openings from the east facade and move the service door to the south around the corner.

It is also desired to put a painted sign on the south face of the addition as part of the beer garden experience on the south side of the building. See attached renderings provide by the Tenant. (Pabst) Also included is examples of painted signs that have been used on brick buildings through the years in the brewing industry.

The tenant is also proposing a canopy that would not be attached to the building made from either a painted metal or out of wood; both are shown in the provided renderings. See attached renderings provide by the Tenant. (Pabst)

Please evaluate information as suggested by HPC staff to determine whether this change warrants going back before the Historical Planning Commission.

6. SIGNATURE OF APPLICANT:

Signature

Jason Raiten - on behalf of Owner

Please print or type name

March 31, 2016

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

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

SUBMIT

OPTION A
Sealed wood bar enclosure

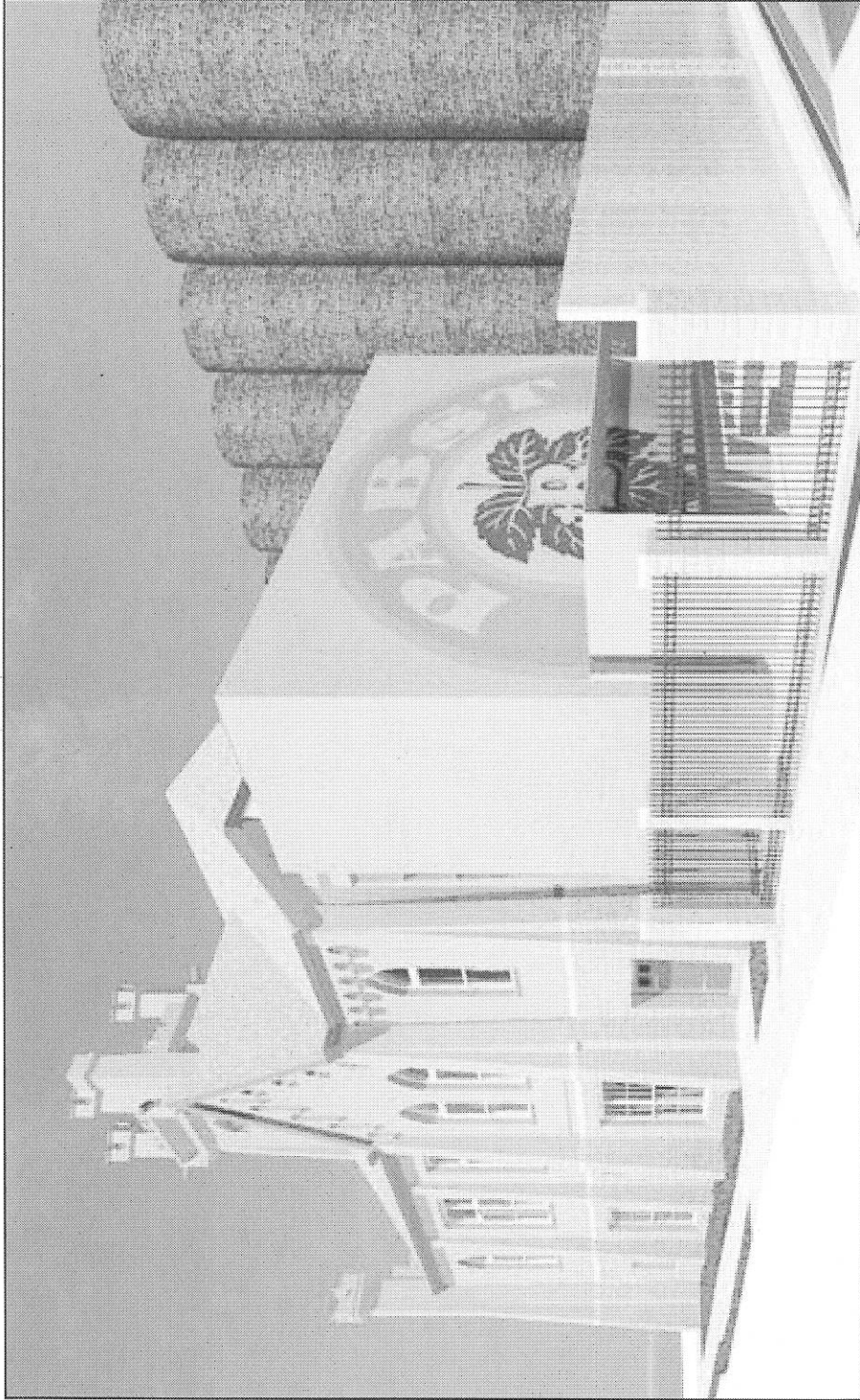


Image 1. **OPTION A** - Revised south addition design with **sealed wood** bar enclosure.

OPTION A
Sealed wood bar enclosure



Image 2. **OPTION A** - Revised south addition design with **sealed wood** bar enclosure.

OPTION B
Black metal bar enclosure



Image 3. **OPTION B** - Revised south addition design with **black metal** bar enclosure.

OPTION A
Black metal bar enclosure

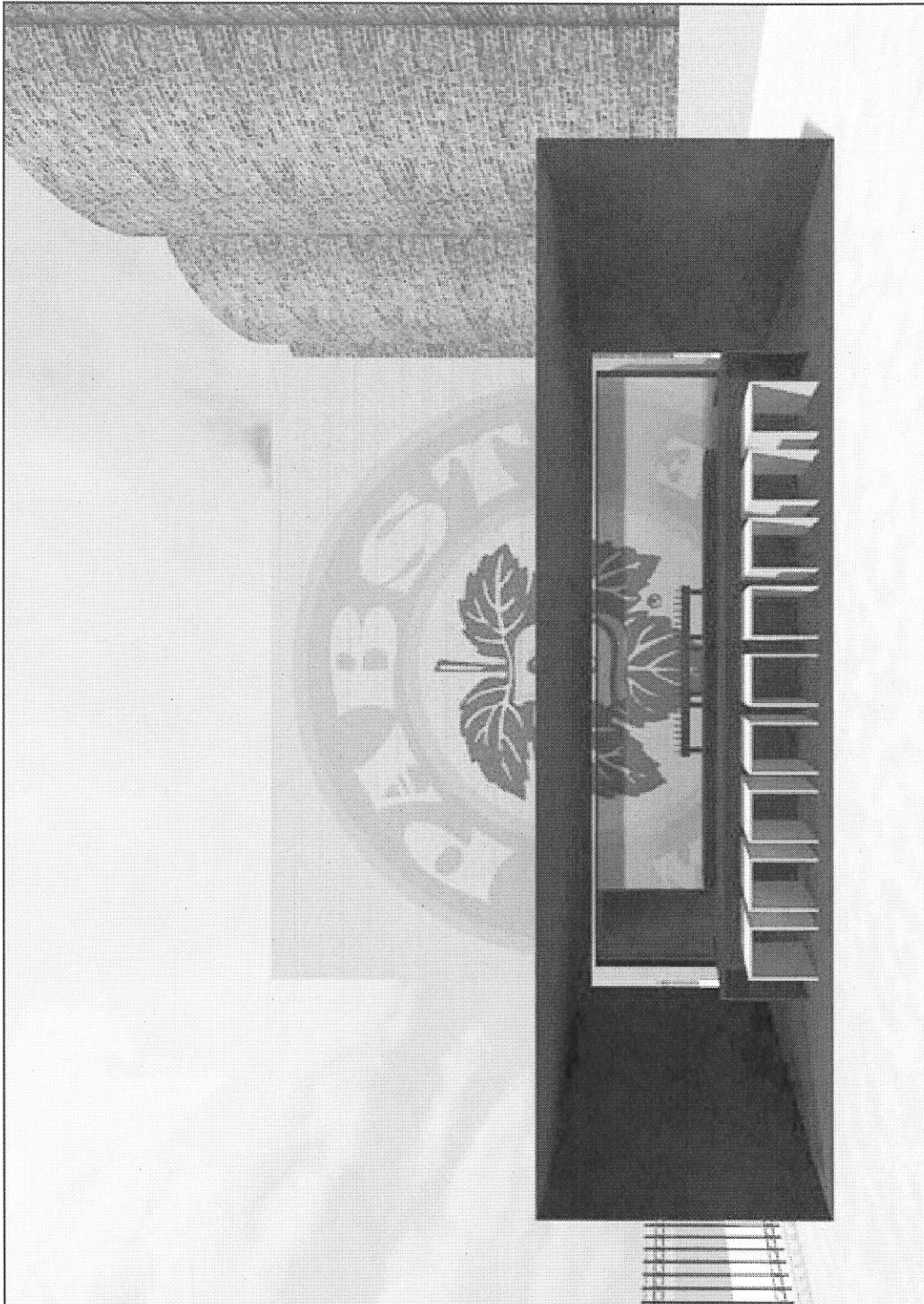


Image 4. **OPTION B** - Revised south addition design with **black metal** bar enclosure.

National Park Service
Amendment 1
Building 23, Pabst Brewing Company Complex. Milwaukee, WI



Image 5. Selected brick cladding for new south addition.

National Park Service
Amendment 1
Building 23, Pabst Brewing Company Complex. Milwaukee, WI



Image 6. West and south elevations from the southwest. The red arrow is pointing to the “Forstkeller” painted ghost sign.



Image 7. The “Forstkeller” painted ghost sign over the west overhead door.



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Bringing strategy, equity, and experience
to historic building development

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Image 8. The “Forstkeller” painted ghost sign over the west overhead door.



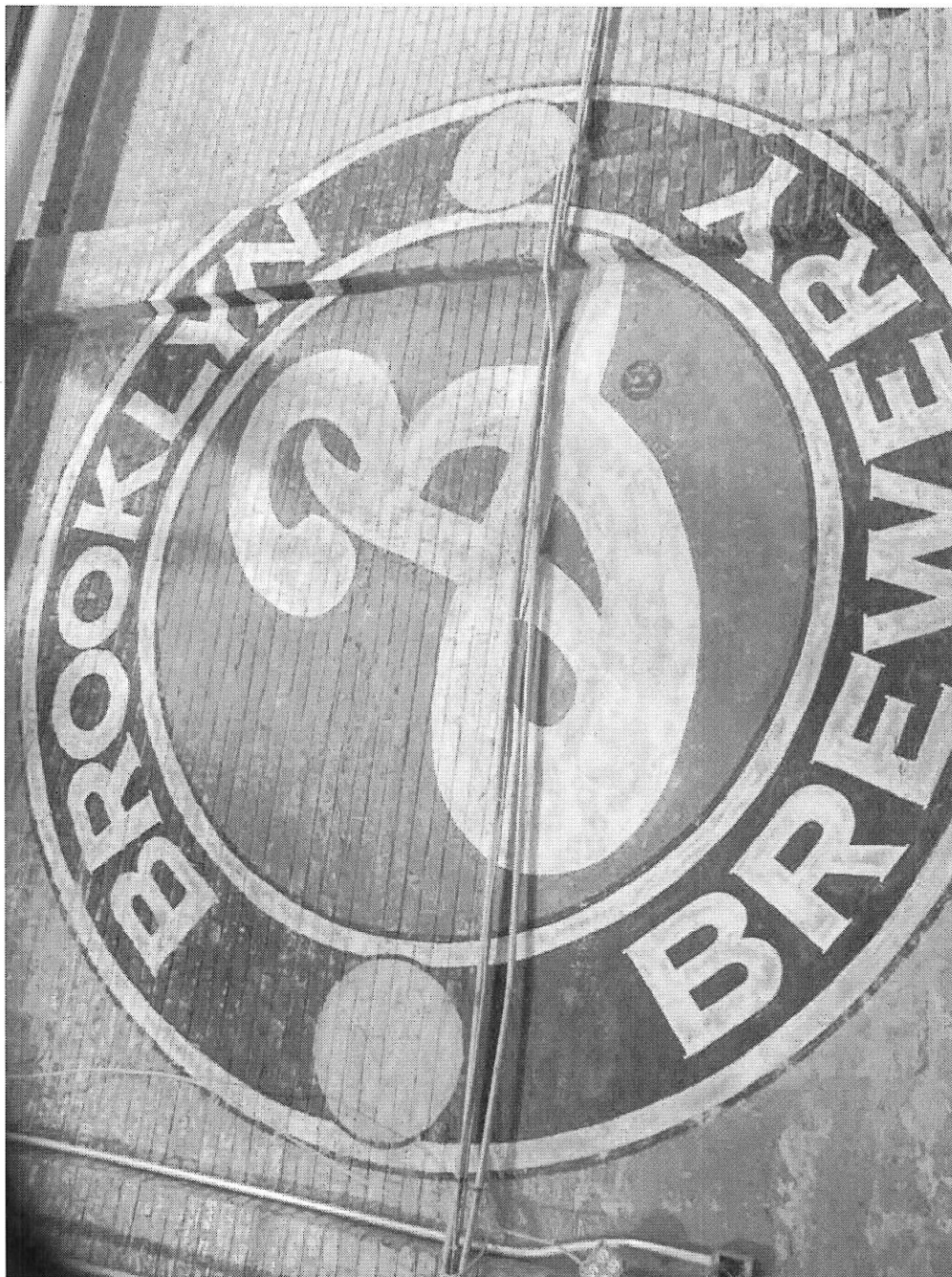
FACADE | GHOST SIGN
BUILDING 23 | 1037 W. JUNEAU AVE.

dub



FACADE | GHOST SIGN
BUILDING 23 | 1037 W. JUNEAU AVE.

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FACADE | GHOST SIGN
BUILDING 23 | 1037 W. JUNEAU AVE.

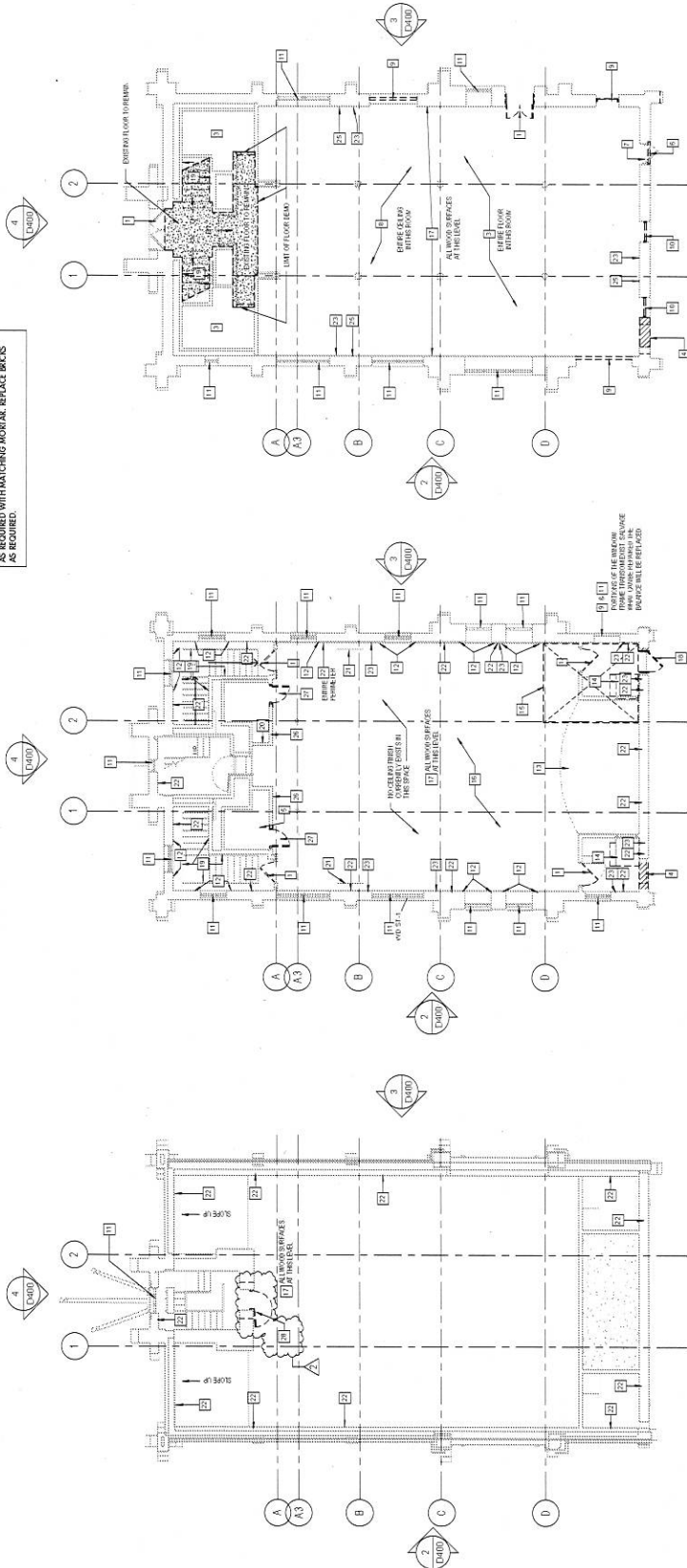
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FACADE | GHOST SIGN
BUILDING 23 | 1037 W. JUNEAU AVE.

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GENERAL NOTES
CLEAN EXISTING MASONRY, INSPECT BRICK AND MORTAR FOR DAMAGE AND STRUCTURAL ISSUES. RE POINT MORTAR AS REQUIRED WITH MATCHING MORTAR. REPLACE BRICKS AS REQUIRED.



1 MEZZANINE DEMOLITION PLAN
SCALE: 1/8" = 1'-0"

2 SECOND FLOOR DEMOLITION PLAN
SCALE: 1/8" = 1'-0"

3 FIRST FLOOR DEMOLITION PLAN
SCALE: 1/8" = 1'-0"

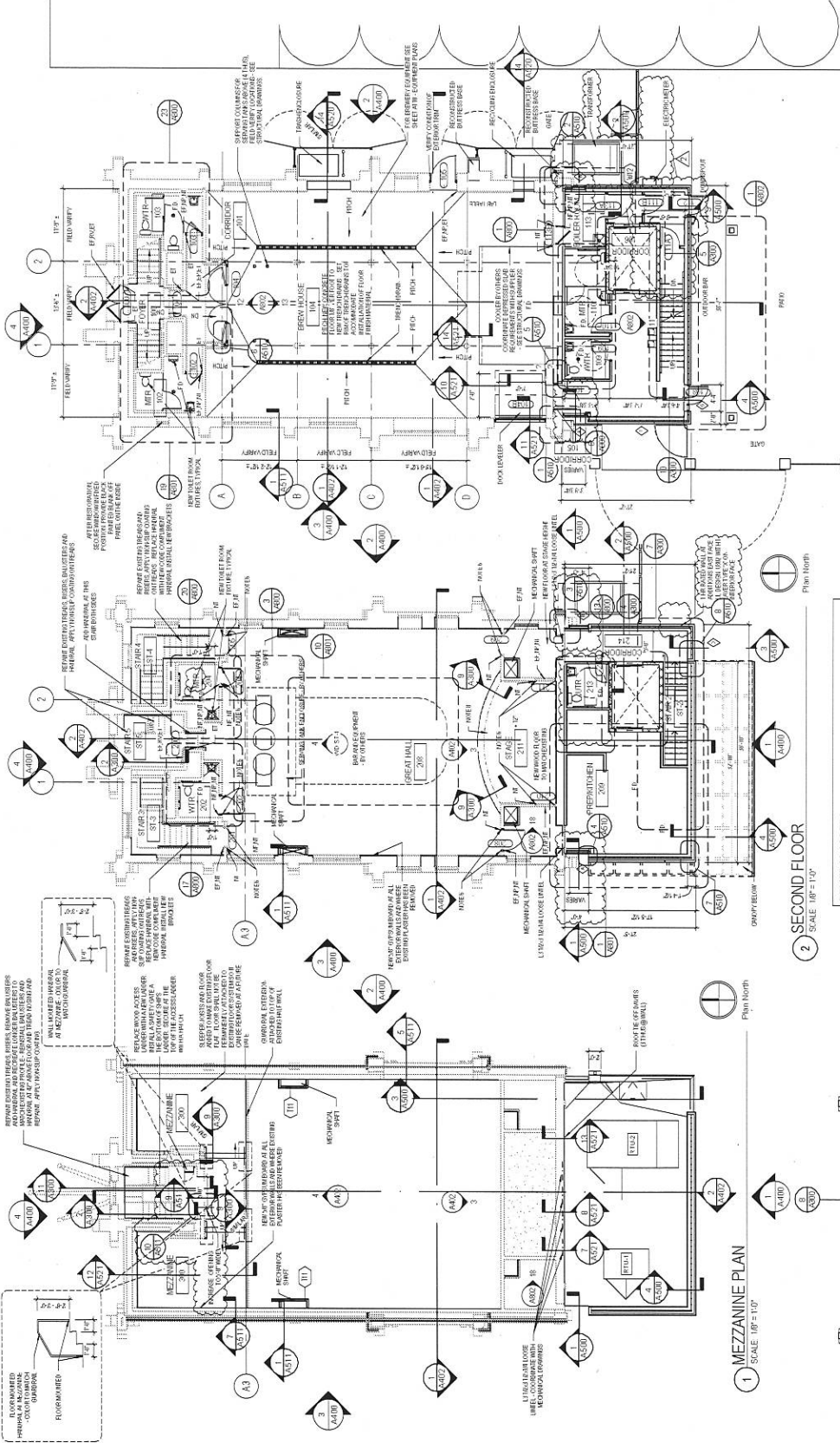
DEMOLITION KEYNOTE LEGEND

1	REMOVE EXISTING ROOF AND TRUSSES EXCEPT FOR BEAMS
2	REMOVE THIS EXISTING WALL DOWN TO THE ORIGINAL FINISH FLOOR. THIS EXISTING WALL IS TO BE DEMOLISHED TO THE ORIGINAL FINISH FLOOR. THIS EXISTING WALL IS TO BE DEMOLISHED TO THE ORIGINAL FINISH FLOOR. THIS EXISTING WALL IS TO BE DEMOLISHED TO THE ORIGINAL FINISH FLOOR.
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4	REMOVE THIS EXISTING WALL DOWN TO THE ORIGINAL FINISH FLOOR. THIS EXISTING WALL IS TO BE DEMOLISHED TO THE ORIGINAL FINISH FLOOR. THIS EXISTING WALL IS TO BE DEMOLISHED TO THE ORIGINAL FINISH FLOOR.
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7	REMOVE EXISTING ROOF CONCRETE SLAB EXCEPT FOR BEAMS
8	REMOVE EXISTING ROOF CONCRETE SLAB EXCEPT FOR BEAMS
9	REMOVE EXISTING ROOF CONCRETE SLAB EXCEPT FOR BEAMS
10	REMOVE EXISTING ROOF CONCRETE SLAB EXCEPT FOR BEAMS
11	REMOVE EXISTING ROOF CONCRETE SLAB EXCEPT FOR BEAMS
12	REMOVE EXISTING ROOF CONCRETE SLAB EXCEPT FOR BEAMS
13	REMOVE EXISTING ROOF CONCRETE SLAB EXCEPT FOR BEAMS
14	REMOVE EXISTING ROOF CONCRETE SLAB EXCEPT FOR BEAMS

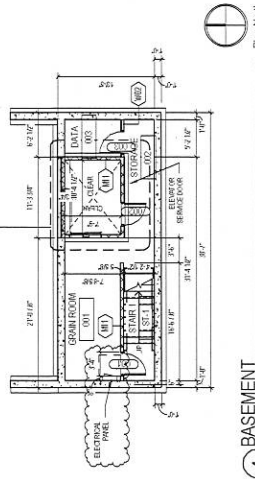
DEMOLITION KEYNOTE LEGEND

15	REMOVE EXISTING FLOORING AND FLOORING UNDERLAYER EXCEPT FOR REMAINING FLOORING
16	REMOVE EXISTING FLOORING AND FLOORING UNDERLAYER EXCEPT FOR REMAINING FLOORING
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27	REMOVE EXISTING FLOORING AND FLOORING UNDERLAYER EXCEPT FOR REMAINING FLOORING
28	REMOVE EXISTING FLOORING AND FLOORING UNDERLAYER EXCEPT FOR REMAINING FLOORING





- GENERAL NOTES**
1. ALL EXISTING WORK TO BE REMOVED UNLESS SPECIFICALLY NOTED OTHERWISE.
 2. ALL EXISTING WORK TO BE REFINISHED UNLESS SPECIFICALLY NOTED OTHERWISE.
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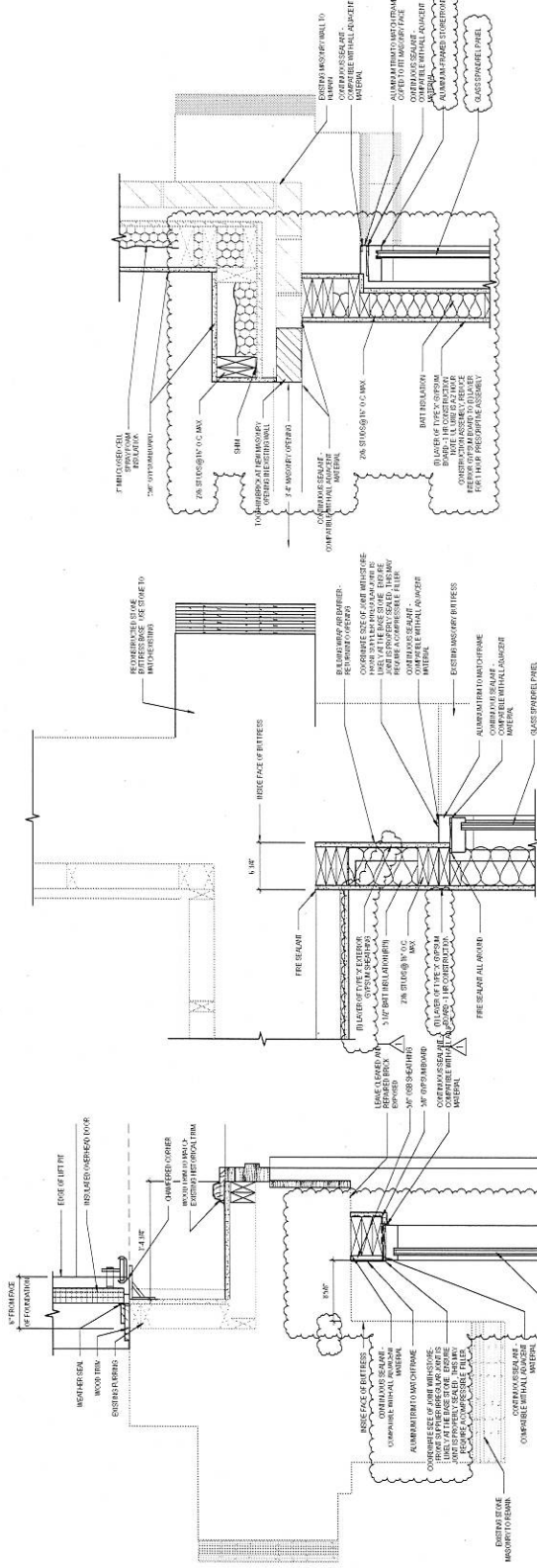
Plan North

3 FIRST FLOOR
SCALE: 1/8" = 1'-0"

2 SECOND FLOOR
SCALE: 1/8" = 1'-0"

1 MEZZANINE PLAN
SCALE: 1/8" = 1'-0"

4 BASEMENT
SCALE: 1/8" = 1'-0"

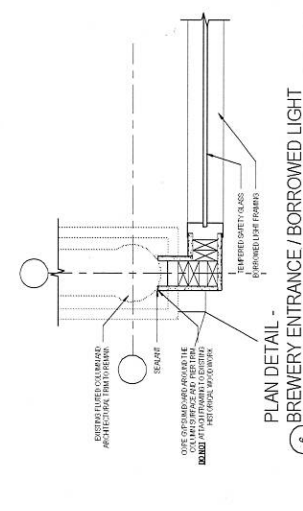


**PLAN DETAIL -
BUILDING CONNECTION @ 1ST FLOOR NW**
SCALE: 1/12" = 1'-0"

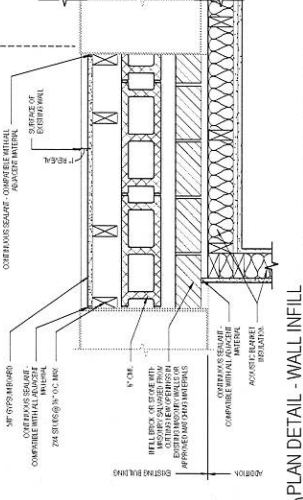
**PLAN DETAIL -
BUILDING CONNECTION @ 1ST FLOOR NE**
SCALE: 1/12" = 1'-0"

**PLAN DETAIL -
STOREFRONT @ 2ND FLOOR**
SCALE: 1/12" = 1'-0"

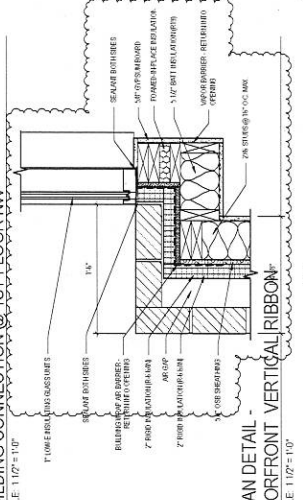
**PLAN DETAIL -
BUILDING CONNECTION @ ADDITION NE**
SCALE: 1/12" = 1'-0"



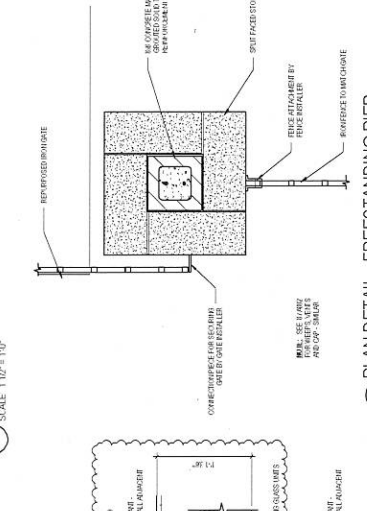
**PLAN DETAIL -
BREWERY ENTRANCE / BORROWED LIGHT**
SCALE: 1/12" = 1'-0"



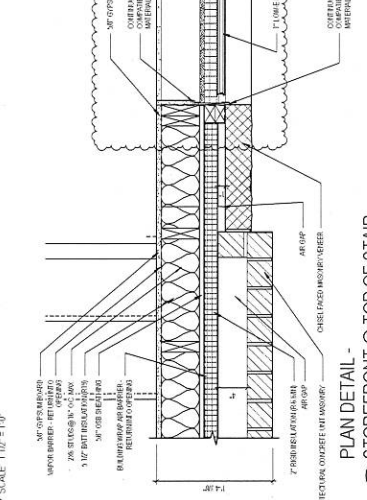
PLAN DETAIL - WALL INFILL
SCALE: 1/12" = 1'-0"



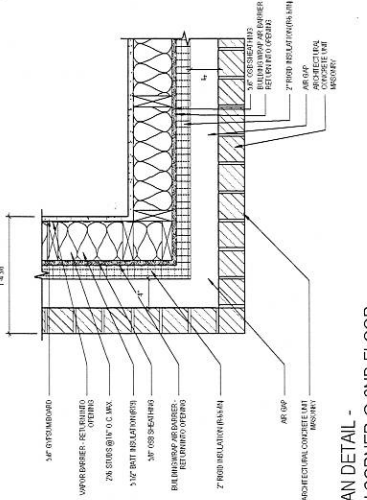
**PLAN DETAIL -
STOREFRONT VERTICAL RIBBON**
SCALE: 1/12" = 1'-0"



PLAN DETAIL - FREESTANDING PIER
SCALE: 1/12" = 1'-0"



**PLAN DETAIL -
STOREFRONT @ TOP OF STAIR**
SCALE: 1/12" = 1'-0"



**PLAN DETAIL -
SW CORNER @ 2ND FLOOR**
SCALE: 1/12" = 1'-0"