



**PABSTCITY**

# PabstCity Development Team

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## OWNERS

**Juneau Avenue Partners, LLC**

*A Joint Venture of*

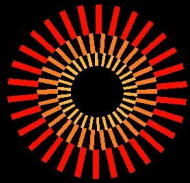
**Wispark LLC** *(Milwaukee, WI)*

*and*

**The Ferchill Group** *(Cleveland, OH)*

## LEASING / MARKETING

**Terremark Partners** *(Atlanta, GA)*



**PABSTCITY**

# Investment Projects

## **Historic King Place Apartments**

Rehabilitation of 41-units of housing and retail on the street level of a property near North Dr. Martin Luther King Drive and West North Avenue.

## **Curry Pierce Building**

Redevelopment of the historic 26,000 square foot Curry-Pierce building originally built in 1866 on the corner of East Wisconsin and North Milwaukee Avenues. The project is comprised of office and commercial space throughout the 5 story building along with an adjacent landscaped pocket park.



## **Johnson Square Apartments**

Redevelopment of several boarded up buildings in a blighted neighborhood into 179 apartments at North 24th Street and West Wells Street.

## **Time Warner Cable Building**

This project involved the renovation of a blighted power plant that had been abandoned for over two decades. One of the buildings was completely gutted to remove the coal engines and hoppers and the exterior detail was restored to its' original condition. It encompasses 154,000 square feet and is the new headquarters of Time Warner Cable and over 600 employees.



# Development Projects

## **Boston Store**

\$35 million redevelopment of the 500,000 square foot Boston Store complex. The completed mixed-use project includes 2 stories of retail space, 3 stories of office space and 4 floors of residential space that includes 74 loft style apartments and underground parking. Retained 650 corporate headquarter jobs and downtown's only department store.



## **Matthews Brothers Building**

The Matthews Brothers Building, also known as the Woolworth Building, is a recently renovated office/retail property in downtown Milwaukee. Conveniently situated on West Wisconsin Avenue and North 3rd Street, this historic building has been beautifully renovated into 31,000 square feet of high-end office space featuring cherry woodwork and large floor-to-ceiling windows.



# H.J. Heinz Lofts – Pittsburgh, PA

The H.J. Heinz Lofts project is located on downtown Pittsburgh's North Side, in structures that formerly comprised the heart of Heinz food processing operations on the Allegheny River. The Ferchill Group is converting five historic Heinz buildings into 267 high-end apartment units and, in so doing, is bringing to Pittsburgh a new and exciting residential concept. Though this is one of the first projects of its kind in Pittsburgh—certainly on this scale—it is likely to spur similar development that will further transform downtown living. Total development budget for the project is \$71.2 million.

The Heinz Lofts will offer one-, two-, and three-bedroom loft units ranging in size from approximately 600 square feet to approximately 1,900 square feet. All parking will be inside the buildings on a fully secured basis. In addition to practical amenities, the project also will feature an state-of-the-art fitness center (Cereal Building) with current pools, and a spacious community room (Cereal Building) with views of the Allegheny River, the Pittsburgh skyline, and the Strip District. All five buildings are connected by enclosed sky bridges. All units will have high-speed internet connectivity, cable television, washer-dryer units, microwave ovens, dishwashers, and building communications.



# Western Reserve Building – Cleveland, OH

The Western Reserve Building, located in Cleveland's Warehouse District, is an 1888 Daniel Burnham design that was rehabilitated in the 1980's. The eight stories brick, sandstone and terra cotta Chicago style building is one of Cleveland's earliest skyscrapers. An 80,000 s.f. white terra cotta addition was completed in 1990, bringing the building's total leaseable area to 145,000 s.f. including the underground parking. The addition, known as Western Reserve Building II received the 1993 Award of Excellence from the Cleveland Preservation Society. This building is on the Federal Register of National Historic Places and all project work has been completed in accordance with National Park Service standards.





# Guaranty Building – Buffalo, NY

Louis Sullivan's Guaranty Building, constructed in Buffalo, New York between 1895 and 1896, is one of the pre-eminent examples of early high-rise building design. Most well-known as being the first true skyscraper because it was created from a steel frame, The Ferchill Group completed a 3 year long restoration of this National Historic Landmark in 1984. The complicated rehabilitation included the replication of the historic elevator enclosures on the first two floors within the significant lobby spaces. The interior lobby, with its tile mosaics and skylights all remain intact thanks to the rehabilitation efforts of The Ferchill Group. In 1986, BOMA International presented The Ferchill Group with the Office Building of the Year Award in the Historic Building Category for achieving excellence in architectural design, community presence, and building management.



# The Police Building – New York, NY

The Police Building, located in the middle of Little Italy's tenements, is this spectacular Baroque-revival-style palace. Almost more incongruous, this ornate structure was built as the city's Police Department. Designed by Hoppin & Koen in 1909, the Beaux Arts inspired notion of a beautiful city that had been highlighted at the World's Columbian Exposition in Chicago in 1893. IN 1973, the city opened a new Police headquarters and this building was neglected for many years. In 1988, developers John Ferchill, Arthur Emil and Edward R. Downe Jr. converted the Police Building into condominium apartments. The 55-unit conversion, designed by Ehrenkrantz Group & Eckstut, was remarkable and one of the nation's finest examples of re-use of historical properties. The rehabilitation of the entrance at the mid-block of its Centre Street frontage leads to a lobby spacious and dazzling enough to rival all luxury hotels in the city. After rehabilitation, the Police Building is, without question, the premier residence in Lower Manhattan based on the quality of the building and the converted apartments.



# Urban Redevelopment Projects

## Riverworks Industrial Center

An industrial park at West Capitol Drive and North Richards Street that was formerly home to the American Motors plant. This was a joint venture with the Northeast Milwaukee Industrial Development Corporation (NMIDC).



## East Pointe Commons

Lead investor in the \$85 million multi-phased housing and retail development located on the lower east side of Milwaukee. The completed project includes a 58,000 square foot shopping center, 188 apartment units at East Pointe Commons, 26 condos at Astor Court and 114 apartment units at the Franklin at East Pointe.



## **Lake Bluff Apartments**

A 110-unit mid-rise situated on a bluff overlooking Lake Michigan and Milwaukee's lakefront and marina. WISPARK provided the equity for this Mandel Group project.



## **Library Hill**

A 138-unit apartment complex at North 8th Street and West Wisconsin Avenue that includes retail space on the street level.



## **Gas Light Lofts**

A newly constructed 138 unit luxury apartment complex in the Historic 3 Ward. It also includes 47,000 square feet of retail on the street level and a green roof on the parking garage. WISPARK provided the equity for this Mandel Group project.



## **Harbor Park**

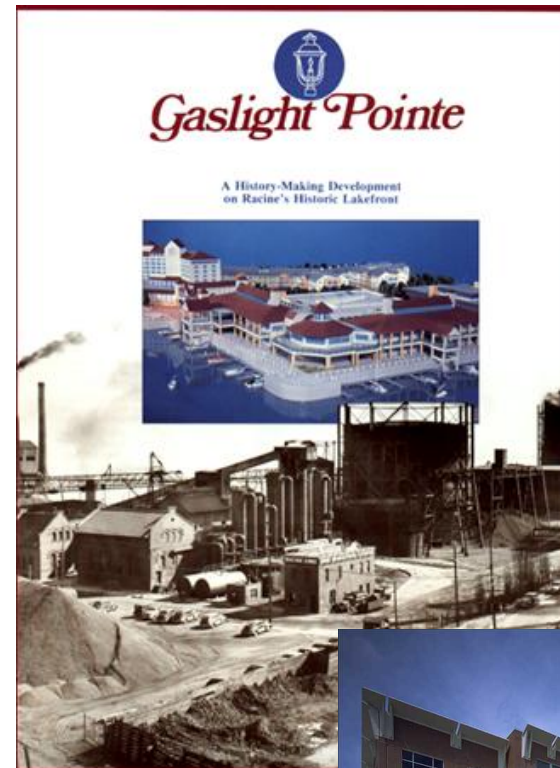
Served as one of the lead consultants to the City of Kenosha for the successful redevelopment of a former American Motors Corporation plant.



**Luxury Condominiums, 56<sup>th</sup> Street and 2<sup>nd</sup> Ave**

## Gaslight Pointe

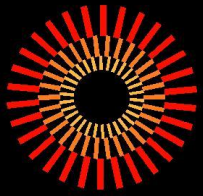
A joint public/private partnership with the City of Racine was created to purchase and remediate contaminated land located on the mouth of the Root River. An investment of \$65 million in private funds and an \$8.9 million tax increment financing district was necessary to fund the infrastructure, a parking ramp and other public improvements of which a large portion was used by the city to perform shore protection and expansion of the walkway along the lakefront. Gaslight Pointe currently features 15 town homes, 52 condominiums, more than 100 boat slips, a hotel and restaurant, and a 41,544 square foot, three-story Class A office building called One Main Centre.



  
*Gaslight Pointe*

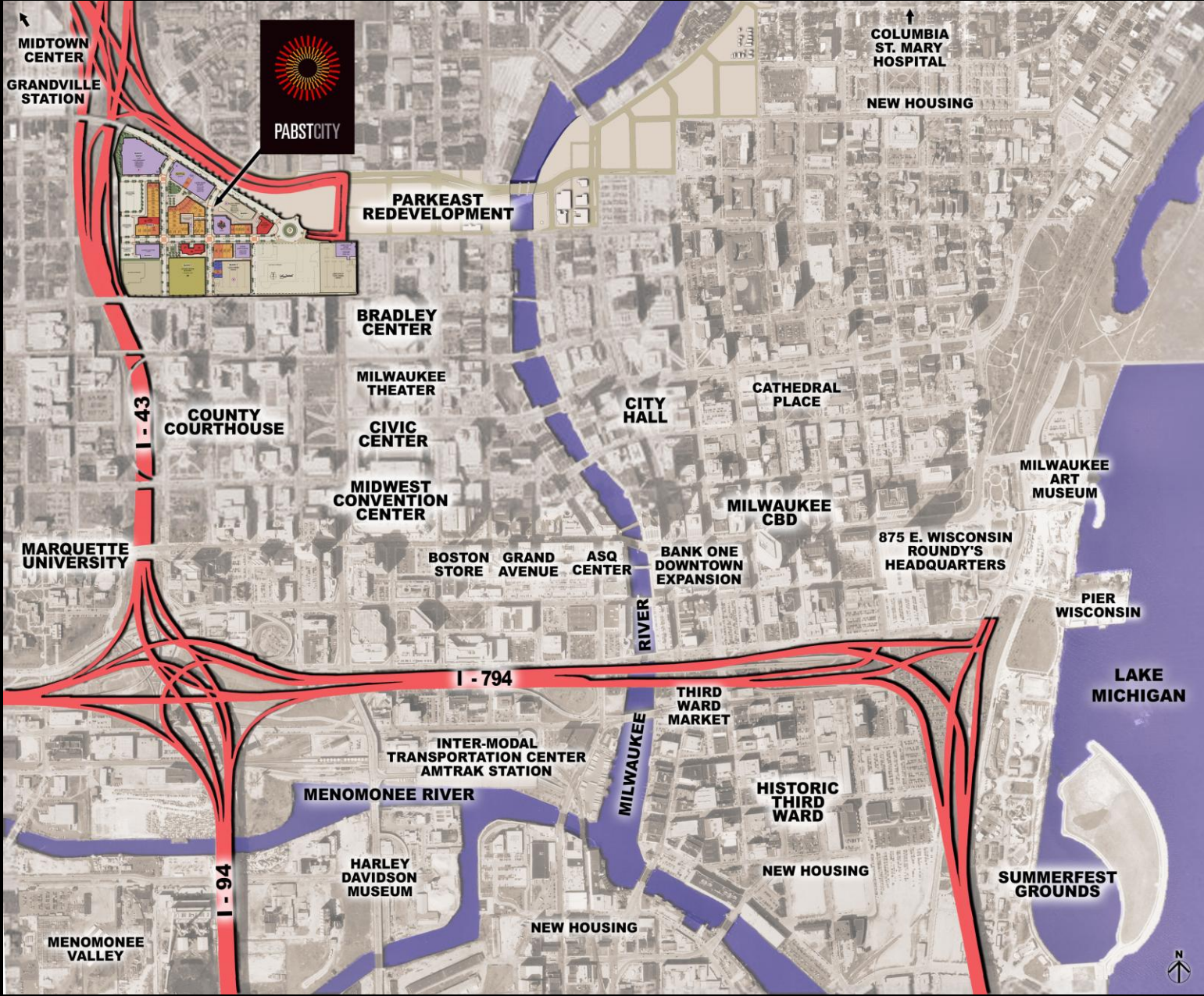
A History-Making Development  
on Racine's Historic Lakefront



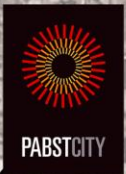


PABSTCITY

The Current Site.



MIDTOWN CENTER  
GRANDVILLE STATION



COLUMBIA ST. MARY HOSPITAL  
NEW HOUSING

PARKEAST REDEVELOPMENT

BRADLEY CENTER

MILWAUKEE THEATER

CIVIC CENTER

MIDWEST CONVENTION CENTER

BOSTON STORE GRAND AVENUE ASQ CENTER

CITY HALL

CATHEDRAL PLACE

MILWAUKEE CBD

875 E. WISCONSIN ROUNDY'S HEADQUARTERS

MILWAUKEE ART MUSEUM

MARQUETTE UNIVERSITY

COUNTY COURTHOUSE

BANK ONE DOWNTOWN EXPANSION

PIER WISCONSIN

I - 794

THIRD WARD MARKET

INTER-MODAL TRANSPORTATION CENTER AMTRAK STATION

HISTORIC THIRD WARD

MENOMONEE RIVER

HARLEY DAVIDSON MUSEUM

NEW HOUSING

SUMMERFEST GROUNDS

NEW HOUSING

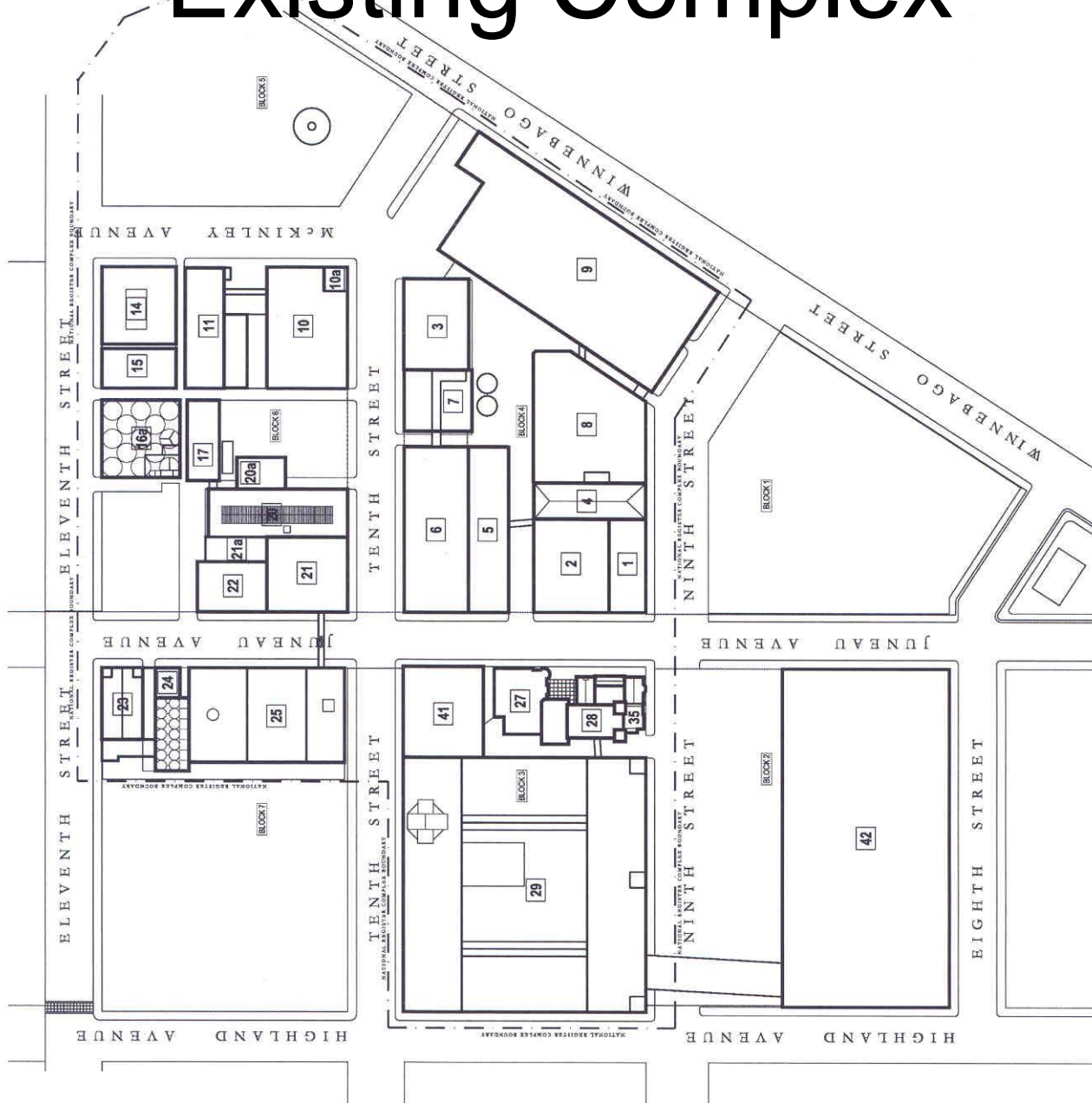
MENOMONEE VALLEY

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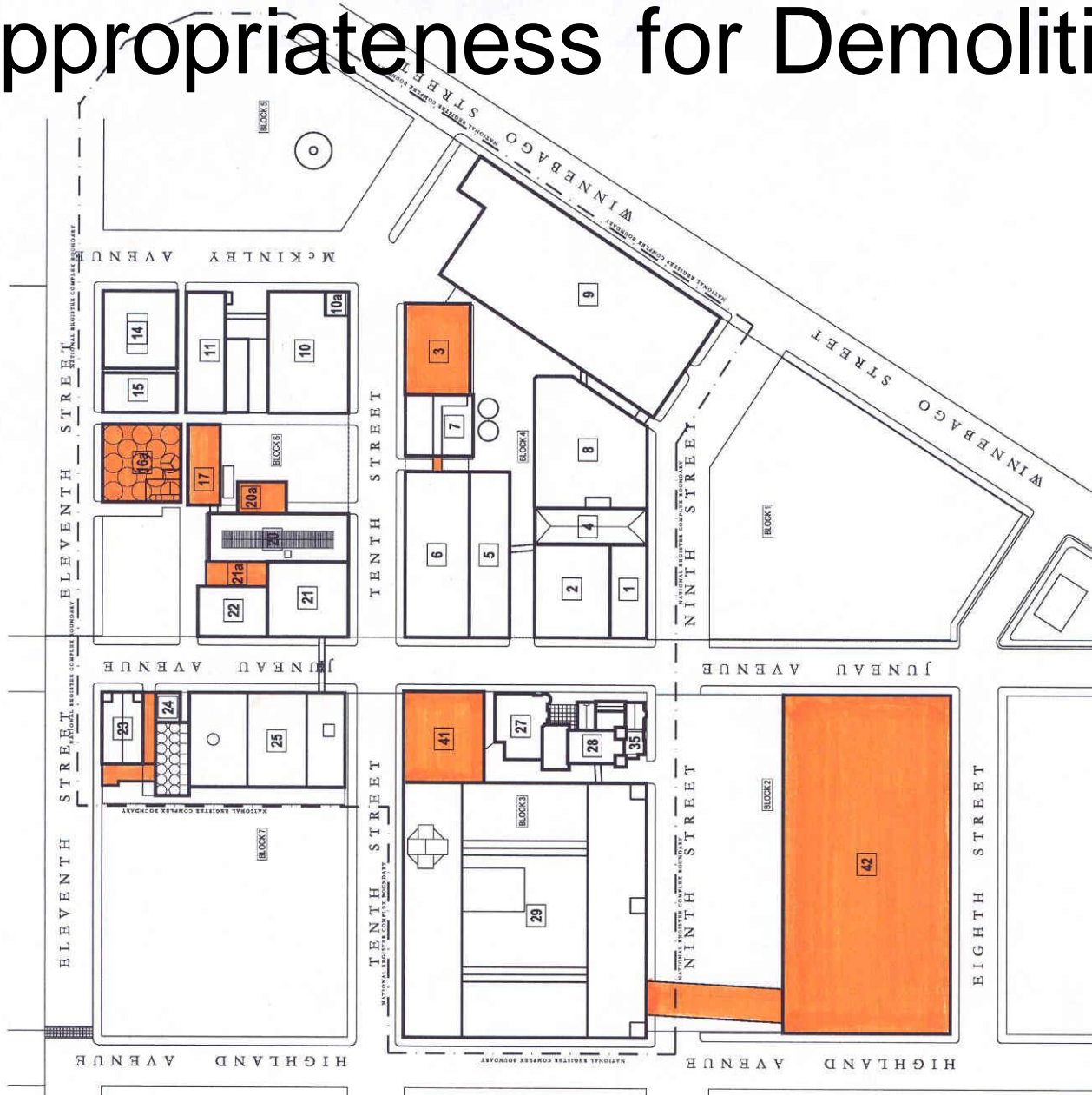




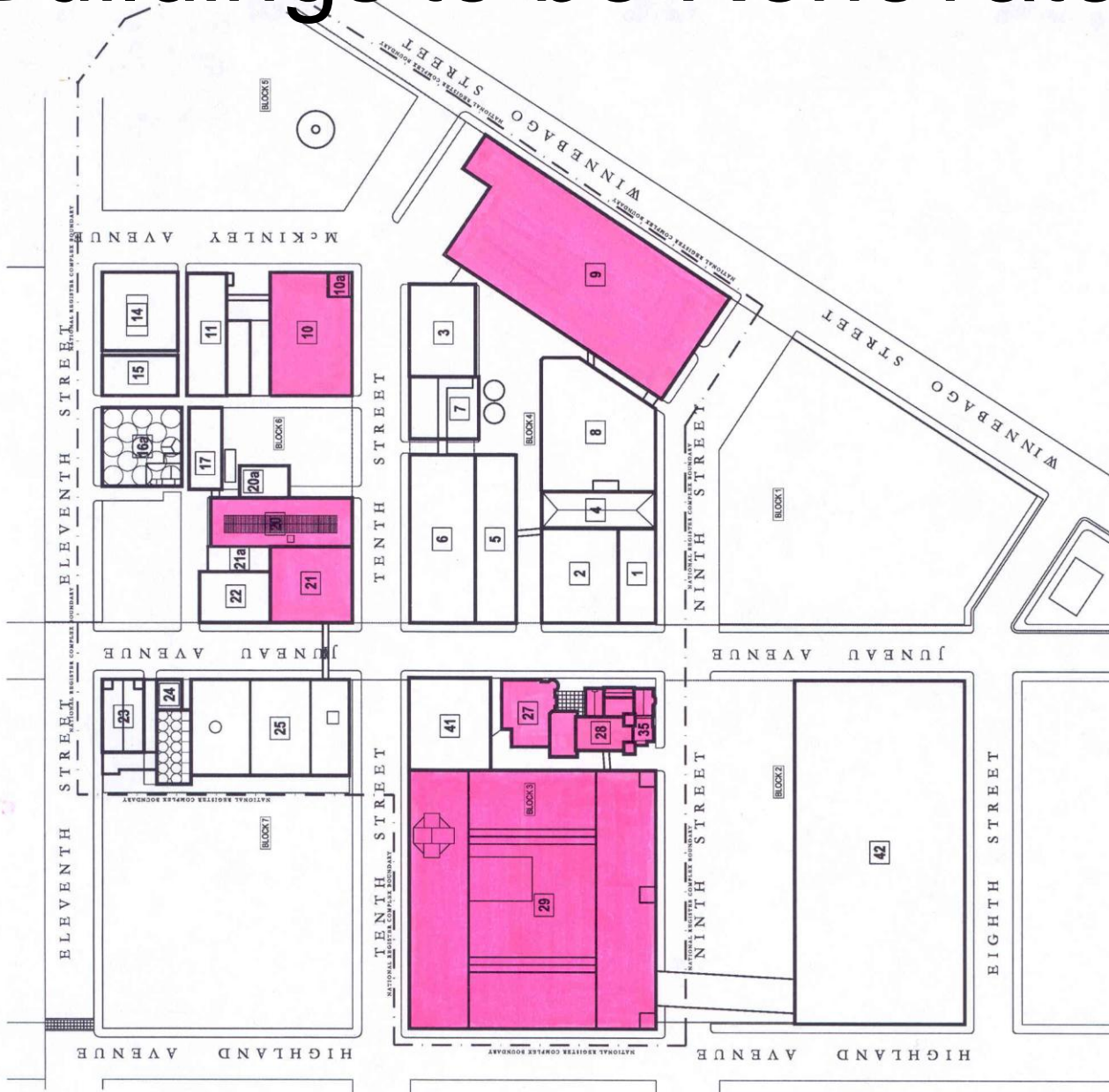
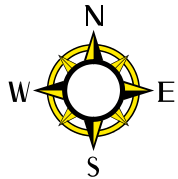
# Existing Complex

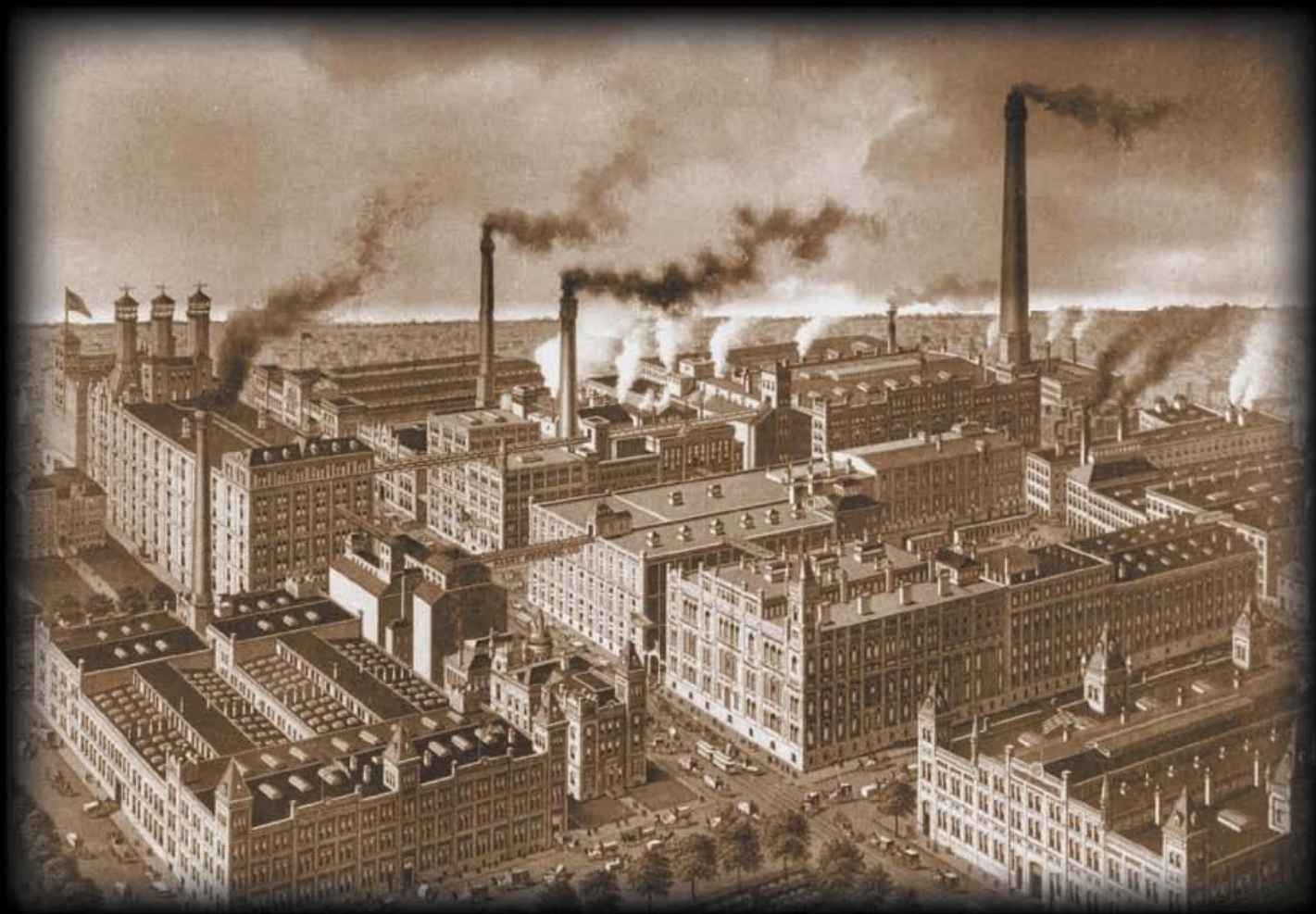


# Buildings with Certificate of Appropriateness for Demolition



# Buildings to be Renovated







JUL 8 2004





# **PABSTCITY PRESERVATION PLAN**

- I. Preservation of key components of the Pabst Brewery complex.**
- II. Preservation of key interior elements.**
- III. Preservation of key artifacts.**
- IV. Design standards for new construction.**





MAR 14 2005



PABST BREWING CO.

1880

MAR 29 2005



PILSENER BREWING CO. - BOTTLING DEPARTMENT

107 W. HIGHLAND

JUN 18 2004





MAR 28 2005



MAR 28 2005



MAR 29 2005







MAR 29 2005







UST

JUN 18 2004

NO PARKING  
EXCEPT  
AS SHOWN













MAR 29 2005



MAR 29 2005







MAR 14 2005





PABST BREWING CO.



MAR 28 2005





PABST  
BREWING CO.

GARAGE

MAR 28 2005

PABST  
REWING CO.



MAR 28 2005



9

GARAGE

MAR 28 2005





MAR 14 2005



MAR 14 2005



MAR 14 2005







MAR 14 2005



MAR 14 2005



SEP 25 2002



MAR 14 2005



MAR 14 2005



Private Property  
No Trespassing

NATIONAL  
RENT A FENCE  
800-288-5678

MAR 14 2005

PABST

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MAR 14 2005



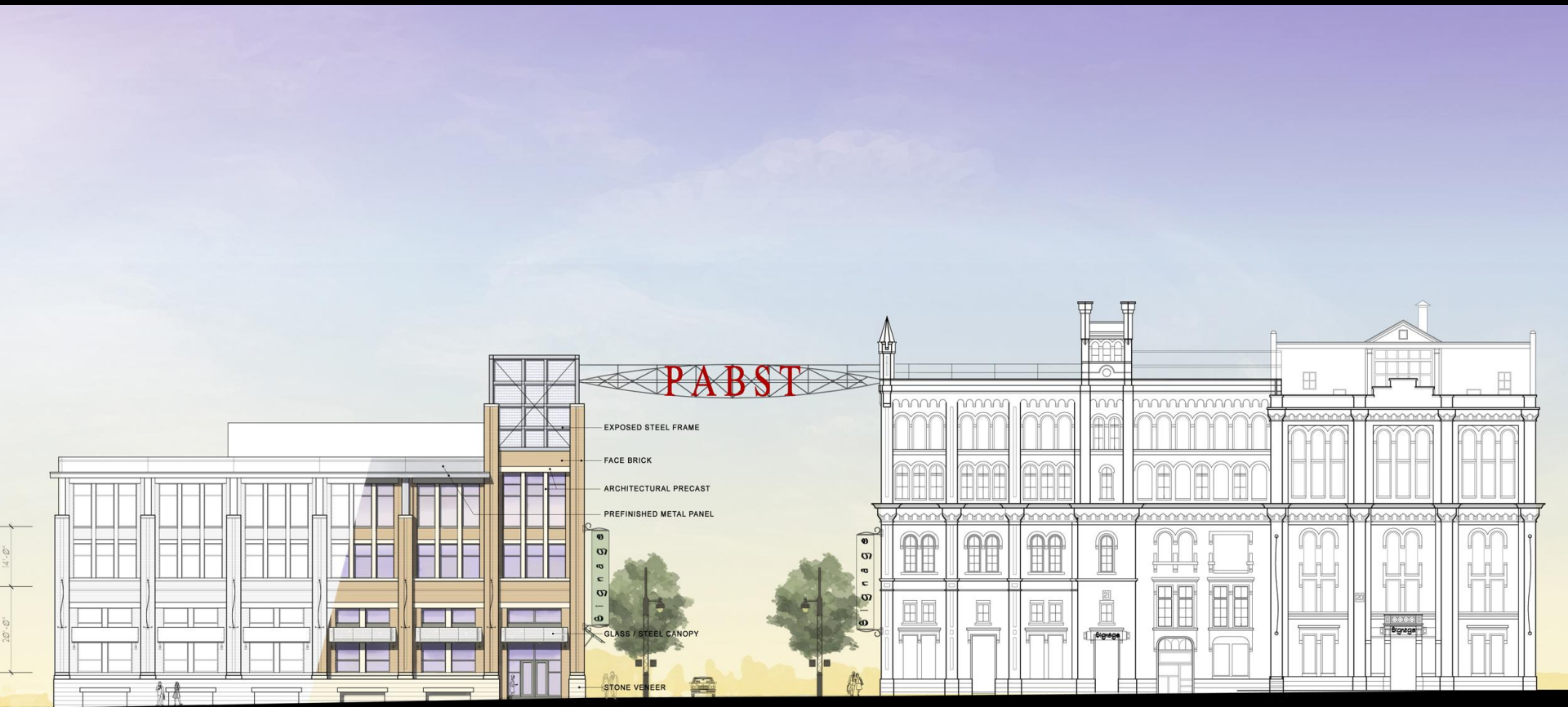




SEP 23 2002







PABST

EXPOSED STEEL FRAME

FACE BRICK

ARCHITECTURAL PRECAST

PREFINISHED METAL PANEL

GLASS / STEEL CANOPY

STONE VENEER



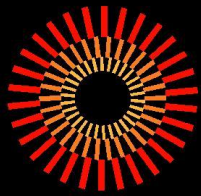
PREFINISHED METAL PANELS

ARCHITECTURAL PRECAST

FACE BRICK

GLASS / STEEL CANOPY

STONE VENEER



PABSTCITY

# The Project.



