



CERTIFICATE OF APPROPRIATENESS APPLICATION FORM

Incomplete applications will not be processed for Commission review.
Please print legibly.

*Rec'd @ HP
11/30/10*

1. **HISTORIC NAME OF PROPERTY OR HISTORIC DISTRICT:** (if known)

Building 20/21, Pabst Brewing Company Complex

ADDRESS OF PROPERTY:

1201-1217 North 10th Street

2. **NAME AND ADDRESS OF OWNER:**

Name(s): Brewery Project, LLC - Dan McCarthy (Contact)

Address: 710 N. Plankinton Avenue

City: Milwaukee

State: WI

ZIP 53203

Email: dan.mccarthy@zilber.com

Telephone number (area code & number) Daytime: (414) 274-2546 Evening: same

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

Name(s): Ben Marshall

Address: 200 N. Main St.

City: Oregon

State: WI

ZIP Code: 53575

Email: bmarshall@gormanusa.com

Telephone number (area code & number) Daytime: (608) 835-5534 Evening: same

4. **ATTACHMENTS**

A. REQUIRED FOR ALL PROJECTS:

☒ Photographs of affected areas & all sides of the building (annotated photos recommended)

☒ Sketches and Elevation Drawings (1 full size and 2 reduced to 11" x 17" or 8 1/2" x 11")

☒ Material and Design Specifications (see next page)

B. NEW CONSTRUCTION/DEMOLITION ALSO REQUIRES:

☒ Floor Plans (1 full size and 1 reduced to 11" x 17")

☒ Site Plan showing location of project and adjoining structures and fences

☐ Other (explain):

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

5. DESCRIPTION OF PROJECT:

Describe all existing features that will be affected by proposed work. Please specify the condition of materials, design, and dimensions of each feature (additional pages may be attached)

See attached

Photo No. _____ Drawing No. _____

B. Describe all proposed work, materials, design, dimensions and construction technique to be employed (additional pages may be attached)

See attached

Photo No. _____ Drawing No. _____

6. SIGNATURE OF APPLICANT:

Signature

Print or type name 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

PHONE: (414) 286-5722

FAX: (414) 286-3004

www.milwaukee.gov/hpc

Item # 1**Architectural Feature:**

Overall Rehabilitation

Date of Feature:

Circa 1882; 1891-2; post-1950s alterations

Existing Feature and Condition:

Building 20/21 is a four-to-five-story cream brick block ornamented with cut stone and exhibiting elements of the German Renaissance Revival style with battlements and crenellated towers. Architecturally and historically the building is a prominent component of the Pabst Brewing Company Complex (listed on the National Register in 2003) located on a hill at the northwest edge of Milwaukee's central business district. The block is composed of Building 20 (the Brew House) and Building 21 (the Engine, Mill & Refrigeration Machines Building) which are similar stylistically, were physically connected historically, and were built to serve an overall function.

Historically part of a densely built-up manufacturing complex, Building 20/21 is today abutted on the west, north, and east (across North 10th Street) by vacant land where secondary and non-contributing structures have been removed to facilitate new infill development. To the south of the building (across West Juneau Avenue) is the Malt House which, together with Building 20/21, supports the iconic "PABST" sign which spans West Juneau Avenue at the buildings' roof lines.

Building 20/21 has been vacant since the Pabst Brewing Company ceased operations at the site in 1997.

Work and Impact on Feature:

The proposed project will sensitively rehabilitate Building 20/21 as "The Brewhouse", a new extended-stay hotel, restaurant, and retail complex which will celebrate the building's brewing history. Existing masonry will be repaired, repointed, and cleaned as necessary. Altered or infilled window openings on the primary elevations will be restored. Historic entrances on the east and south elevations will be restored.

Historic wood window sash that survive on the first floor of the east, south, and partial north elevations will be retained and restored; missing sash in these locations will be replaced with new wood sash to match the originals. Elsewhere, on the building's upper floors and less visible elevations, the project proposes to replace the existing collection of deteriorated wood sash and non-historic vinyl and aluminum sash with new aluminum units matching the design, pane configuration, and dimensions of the originals.

On the interior, surviving historic spaces and architectural features will be retained and incorporated into the building's new hospitality and restaurant functions. In Building 20, the former brewing floor, a dramatic multi-story space lit by a skylight and dominated by six large

copper brewing kettles, will be preserved and incorporated into the new hotel use. In Building 21, the former engine room - a double-height and ornamented space - will be rehabilitated for use as a restaurant or retail space. Utilitarian spaces on the upper floors throughout will be partitioned for hotel rooms and suites. Historic masonry firewalls, metal fire doors, the timber and cast metal structural system, and other reminders of the building's industrial and brewing past will be retained and rehabilitated where ever possible.

Item # 2

Architectural Feature: Exterior Masonry
Date of Feature: Circa 1882; 1891-2; post-1950s alterations

Existing Feature and Condition:

Building 20

The Brew House, which comprises the northern portion of Building 20/21, is a four-to-five story, three-bay, cream brick building on a coursed, rock-face limestone foundation. On the primary east elevation, projecting brick pilasters divide the bays and a stepped parapet is located in the center of the roofline. Limestone stringcourses frame heavy brick corbelling above the uppermost story and between the third and fourth stories. A carved limestone balcony is located above the building's centered double-door entry on the east elevation. Windows on the first three floors of the east elevation of the building have flat or round arched brick hoods and limestone sills. Window openings on the upper two floors have simple brick lintels and limestone sills. The cream brick masonry is in overall good condition, but requires localized repair/replacement and overall cleaning. The limestone balcony is fragile and requires stabilization. Existing limestone elements are in good condition, but some have been replaced by concrete.

The north, west (rear), and partial south elevations of the building are utilitarian and lack the ornamentation of the primary east façade. Throughout the building's history all or portions of these elevations served as party walls in which door and window openings were infilled or added as the Pabst complex grew and evolved. Until it was demolished in 2008, a non-historic, five-story, windowless, cement block addition obscured the central six bays of the north elevation. Currently, the north elevation exhibits a combination of regularly-spaced historic window openings, openings infilled with brick or CMU, and windows converted to doorways for access to the no-longer-extant addition. Similar conditions exist on the west (rear) elevation.

The partial south elevation of Building 20 was until recently obscured by a non-historic power plant which was demolished in 2008. This elevation exhibits multiple scars from a series of no-longer-extant additions, exposed structural elements, three existing door openings, and evidence of regularly-spaced window and door openings which have been infilled with brick. Portions of this elevation have been parged or plastered leaving it in poor condition with little historical continuity.

Building 21

The Engine, Mill & Refrigeration Machines Building, which comprises the south portion of Building 20/21, is a four-story, five-by-six bay, cream brick building with a limestone foundation. The corner building has two primary elevations and features arcaded brick corbelling above the fourth story, a metal cornice atop brick corbelling above the second story, and a limestone stringcourse atop brick corbelling above the first story. The metal cornice and brick corbelling over the second story extends uninterrupted onto the primary façade of the Brew House. The building exhibits German Renaissance Revival style elements such as a crenellated brick turret with conical cap at the southeast roofline. A projecting brick tower element on the east façade rises an additional story above the roofline; it features a brick battlement and square, crenellated corner turrets. The building is regularly fenestrated on the primary east and south elevations with single, paired, and tripartite groupings of round arch and flat windows with brick window hoods having limestone or brick sills. The cream brick masonry is in overall good condition, but requires localized repair/replacement and overall cleaning.

Like the partial south elevation of Building 20, the west elevation of Building 21 was until recently obscured by the non-historic power plant demolished in 2008. This elevation also exhibits multiple scars from no-longer-extant additions. Two large round arch window openings, three smaller window openings, and two upper floor loading doors remain; all other door and window openings – which are regularly spaced - have been infilled with brick. The condition of the wall is poor.

Work and Impact on Feature:

Exterior masonry will be cleaned, repaired, and repointed where necessary. Where mortar has deteriorated, the mortar will be removed and the areas repointed with a mortar mix consistent with the original material. Cracked, damaged, or missing brick and limestone will be replaced in-kind. Cleaning of exterior masonry will be accomplished using the gentlest means possible without damaging the surface of the masonry.

Specifications for the mortar mix, masonry restoration, and cleaning will be provided to the SHPO and NPS for review and approval before proceeding with this work. Test patches of the products and techniques will also be undertaken and photographs of these test patches provided to the SHPO and NPS for review and approval during the construction phase of the project.

Item #3**Architectural Feature:** Windows**Date of Feature:** Circa 1882; 1891-2; post-1950s alterations**Existing Feature and Condition:**Building 20

The east (main) elevation is regularly fenestrated in vertical bays with narrow, round-arch and square-arch openings with Italianate-style brick hoods and limestone sills. Window sash are wood, aluminum, and vinyl and vary in condition. On the fourth floor of the east elevation, glazed window openings alternate with bays of blind openings with recessed brick. The north and west (rear) elevations of Building 20 lack the ornamentation of the primary east facade and are fenestrated with round-arch and square-arch window openings containing modern metal sash. A high-percentage of window openings on the north and west elevations have been infilled or altered. The west elevation of the Brew House also features a large stained glass window depicting King Gambrinus – a legendary king of Flanders and the unofficial patron saint of beer making – which is oriented toward the interior of the building. The stained glass window appears to have been restored in the mid-20th century when the glass panels were reset in brushed aluminum frames. From the exterior, the stained glass window is protected by plexiglass panels. The partially-exposed south elevation of Building 20 was until recently obscured by a non-historic power plant which was demolished in 2008. This elevation exhibits multiple scars from a series of no-longer-extant additions. There is evidence of regularly-spaced window openings which have been infilled with brick. No window sash are extant on this elevation.

Building 21

The building is regularly fenestrated on its primary east and south elevations with single, paired, and tripartite groupings of round arch and flat arch windows with brick window hoods having limestone or brick sills. Window openings at the first floor are filled with glass block, at the second and third floors with multi-paned wood sash in poor condition, and at the fourth floor with wood louvers. On a portion of the fourth floor of the east elevation, glazed window openings alternate with bays of blind openings with recessed brick. A paired set of third floor windows on the east elevation have been altered by the installation of a loading bay. The west (rear) elevation is unornamented and exhibits multiple scars from no-longer extant additions, as well as infilled and altered window openings; two arched openings at the second level retain remnants of wood sash which are in ruinous condition.

Work and Impact on Feature:

Altered or infilled window openings on the primary east elevation of both buildings and the south elevation of Building 21 will be reopened and restored. Historic wood window sash which

survives in selected openings at the first floor on the east elevation of both buildings and in three bays on the north elevation of Building 20 will be retained and restored. Missing sash at the first floor on the east and south elevations will be replaced with new wood sash to match the originals. On the upper floors of the east and south elevations, the project proposes to replace the existing deteriorated or missing wood sash with new aluminum units matching the design, pane configuration, and dimensions of the originals.

On the remaining portion of the north elevation of Building 20, infilled and altered openings will be reopened and restored, some infilled former door openings will be converted to windows, and new aluminum sash with matching sight lines will be installed. On the west elevation of Building 20, existing window openings will remain, previously infilled windows will be reopened, and all openings will receive new multi-paned aluminum sash. No additional work is proposed for the stained glass window on this elevation which is in good condition; the window will be protected and secured during the course of the rehabilitation and construction work. On the partial south elevation of Building 20 and the west elevation of Building 21, previously infilled window openings will be reopened except for the two southern-most bays of the west elevation of Building 21. All openings will receive multi-paned aluminum sash.

Dimensioned shop drawings of the surviving historic wood sash on the primary north and east elevations, along with corresponding dimensioned shop drawings of the proposed replacement units for both elevations, will be submitted subsequently for SHPO and NPS review and approval. In addition, mock-ups of proposed replacement sash on these elevations will be installed, photographed, and submitted to staffs of the SHPO and NPS for review and approval in a separate submittal.

Item # 5

Architectural Feature: Entries

Date of Feature: Circa 1882; 1891-2; post-1950s alterations

Existing Feature and Condition:

Building 20

The primary and formal entrance to Building 20 is centered on its east elevation and is composed of a glazed double-door topped by a three-pane transom and surrounded by heavily-molded wood columnettes. The wood doors are unpainted and feature raised panel bases with glazed geometric panels above. Historic hardware remains. Secondary pedestrian entries are located on the north and west elevations of the building; they retain no historic fabric.

Building 21

Three pedestrian entrances are located on the east elevation; a single loading entrance is located on the south elevation. The northern-most entrance on the east elevation is inset within a flat-top arch and is composed of wood double doors having paneled bases and glazed upper sections.

The doors are topped by a three-arch glazed transom panel. The center entrance on the east elevation of Building 21 is located in the base of the projecting tower.

Work and Impact on Feature:

The four pedestrian entries on the east elevation of Buildings 20 and 21 will be retained and their existing components restored. Depending on the ultimate program for the first floor spaces, not all of the entries will be functional, but existing elements will be retained and preserved if entry doors are fixed in place. Any modifications to these entries required for ADA compliance will be reviewed with staffs of the SHPO and NPS.

On the north elevation of Building 20, an existing entry with non-historic door and transom will receive a new glass and aluminum system. An existing non-historic single entry on the west elevation of Building 20 will be get hollow metal doors and frames for access to service areas. On the partial south elevation of Building 20, one infilled doorway will be reopened and new glass and aluminum entry systems installed. On the south elevation of Building 21, the single loading entry will receive a new double-door entry and transom within the existing opening.

Item # 8

Architectural Feature: Roof and Rooftop Structures

Date of Feature: Circa 1882; 1891-2; post-1950s alterations

Existing Feature and Condition:

Building 20

A one-story rectangular penthouse structure covers the majority of the roof. The brick and cement block penthouse is recessed approximately 25 feet from the east and west elevations. A gabled skylight of metal and safety glass runs down the center of the penthouse and illuminates the four-story atrium on the interior. Round metal vent stacks perforate the skylight. The center portions of the east and west end walls of the penthouse are gabled and glazed with modern materials. A one-and-one-half story brick mechanical room surmounts the north roof of the penthouse. The brick wall on the western portion of the south wall of the penthouse was previously removed when the building connected to an adjacent building no longer extant. The opening in the wall is supported by modern I-beams and is temporarily infilled with plywood panels. The membrane roof surfaces on the flat portions of the roof are in poor condition.

Building 21

The west half of the building has a flat roof delineated by a low brick parapet and is covered by a membrane surface in poor condition. The northeast portion of the building's roof is occupied by a one-and-one-half story gabled wood structure covered in tar paper. The structure is recessed approximately 15 feet from the east elevation of the building and has three skylights on its west-facing roof slope. The southeast quadrant of the building has a flat roof delineated by a low

brick parapet and is covered by a membrane surface in poor condition. A raised rectangular area delineates the location of a skylight which is no longer extant and is now capped. A metal bridge with metal rails and wood floor connects the projecting tower on Building 21 with the Malt House across West Juneau Avenue; attached to the bridge and facing east is the iconic “Pabst” sign long-associated with the historic brewery complex.

Work and Impact on Feature:

Building 20

The east and west end walls of the penthouse structure will be repaired and new door and window openings created to provide access to new outdoor terraces. Green roof areas will be installed adjacent to the terraces below any sight lines from street level. New glazing will be installed in the gable ends of the penthouse. The existing skylight will be replaced with a new glass and aluminum system which will replicate the existing pane configuration. New membrane roofing will be installed on the penthouse’s north and south roofs. The top half-story of the brick mechanical room on the north roof will be removed.

The plywood infill in the western portion of the south wall of the penthouse will be removed and the opening glazed. Existing non-functioning HVAC and mechanical equipment will be removed. New energy efficient code compliant systems will be installed.

Building 21

New membrane roofing will be installed on all roof surfaces. An outdoor terrace will be created on the flat surface to the east of the gabled wood structure. New skylights will be added to the structure’s east-facing roof slope. A new skylight will be installed in the previous skylight location on the southeast quadrant of the roof. A portion of the metal bridge which traverses the roof of the building will be removed.