



Milwaukee Historic Preservation Commission Staff Report

Living with History

HPC meeting date: 4/8/2013
Ald. Robert Bauman District: 4
Staff reviewer: Paul Jakubovich
PTS #82020

Property	1036 W. JUNEAU AV. Pabst Brewery Historic District	
Owner/Applicant	BREWERY PROJECT LLC 710 N PLANKINGTON AVE #1200 MILWAUKEE WI 532032418	Rinka Chung Architecture, Inc 756 N. Milwaukee St. Suite 250 Milwaukee, WI 53202 Phone: (414) 431-8101 Fax: (414) 431-8399
Proposal	Construct new 4-story office building with penthouse.	
Staff comments	<p>Last August the commission reviewed and approved a new office building of similar size for this site in the former Pabst Brewery. The plans for that building have been abandoned and a new design is being proposed in its place. The new proposal calls for a building of building of brick, glass and metal that features an all glass corner pavilion that is topped with a pop-up style penthouse.</p> <p>This structure marks is very visible corner location with a bold architectural statement and meets preservation guidelines in terms of massing, scale, materials and height. One detail that remains to be worked out is the screening of the parking lot behind the glass on the first story at the corner. The current proposal calls for a perforated screen with a historic photo of a horse-drawn beer wagon. The concept is a good start but lighting and headlights from the parking garage behind it would likely be very visible at night and not complimentary to the fine glass storefront. Perhaps a more contemporary graphic would also better suit the building. The architects are working on the problem and may have a new solution by the time of the commission meeting. If not, the building should be approved and the screening issue either brought back to the commission at a later date or left to HPC staff review and approval.</p>	
Recommendation	Recommend HPC Approval	
Conditions		
Previous HPC action		
Previous Council action		