



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)

Pabst Corporate Offices & Visitor's Center; part of the Pabst Brewery Complex

ADDRESS OF PROPERTY:

901 W. Juneau Avenue (also listed under 915 W. Juneau and 917 W. Juneau)

2. NAME AND ADDRESS OF OWNER:

Name(s): BrewCity Redevelopment Group, LLC dba Best Place at the Historic Pabst Brewery

Address: Same 901 W. Juneau Avenue

City: Milwaukee

State: WI

ZIP: 53233

Email: jchaertel@aol.com

Telephone number (area code & number) Daytime: 414-630-1609

Evening: same

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

Name(s): Same

Address:

City:

State:

ZIP Code:

Email:

Telephone number (area code & number) Daytime:

Evening:

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:

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

emailed 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.

emailed Material and Design Specifications (see next page)

B. NEW CONSTRUCTION ALSO REQUIRES:

emailed Floor Plans (1 full size and 1 reduced to a maximum of 11" x 17")

emailed 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.

Renovation of the 1880 Pabst Corporate Office (aka The Great Hall) & 1892 Ferry & Clas Addition.

Historic staff and the Historic Preservation Commission is very familiar with our Buildings, having had their "Cream of the Cream City" awards at our facility last year. We have had open, for a few years, the former Pabst Gift Shop, Guest Center and ornate Blue Ribbon Hall. Now, we would like to add the west side of our Buildings (mentioned above).

We are creating another assembly hall use with a Banquet Hall for weddings and other special events, including live music performances, charity fund raisers and other events.

Improvements affecting the exterior of the Buildings include:

1) A new metal deck on the southwest part of our Buildings, by the back alley, not a primary facade. This requires an opening for a new door that could be cut into the exterior wall or we could modify a window opening, turning it into a doorway (whichever is okay with Historic Staff; is okay with us).

2) A change to an existing concrete walkway to create an ADA entrance. Currently, it leads to a door and, once inside, down two steps. We are proposing sloping the walkway down about 11 inches and adjusting the door length, so there will be no steps allowing for ADA access.

We are NOT proposing to change any windows at this time.

Interior improvements are required because these areas have not been occupied or heated since 1996. There was also some water damage from leaky roofs. We are "sprucing up" the floors, walls and ceiling, installing a full-service bar, creating catering prep areas and other improvements.

Left alone, at this time, is the "middle" of our Buildings (former HR area), nor are we doing anything to our second and third floor areas at this time. We hope to improve these areas in the next few years.

Based on our discussions, it is hoped your approval can be accomplished at the Staff level and not require the full Commission's approval, but we will abide by your decisions.

It is our Mission and Vision to preserve these Buildings and maintain their Historic character!

6. SIGNATURE OF APPLICANT:

James C. Haertel

Signature

James C. Haertel

Please print or type name

March 3, 2014

Date

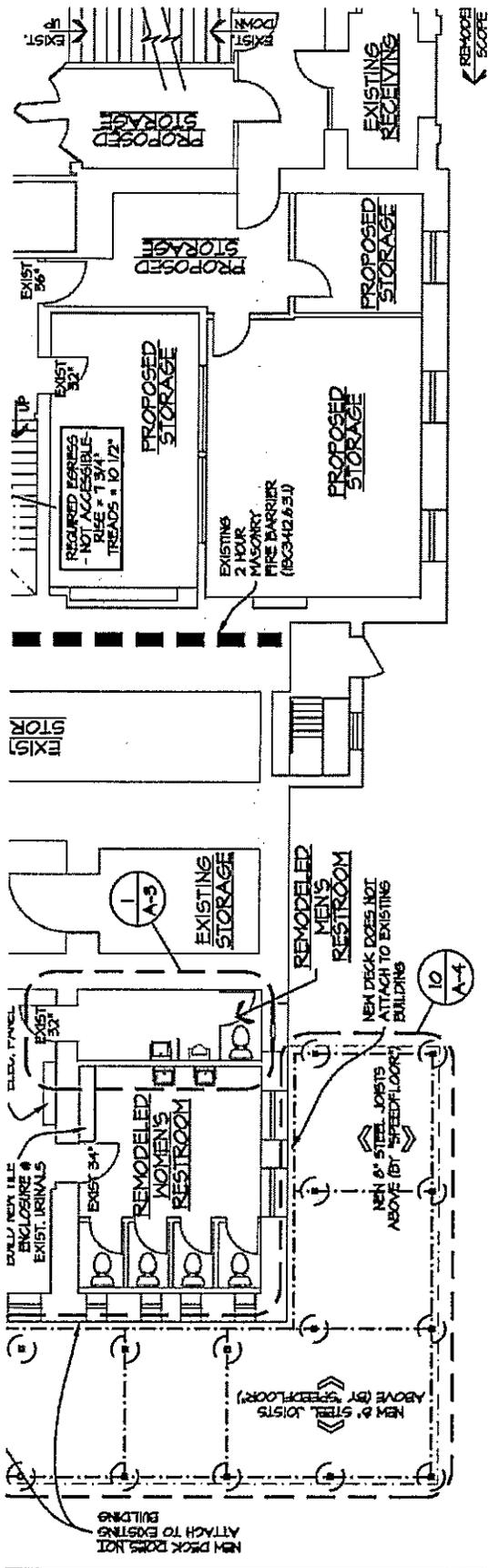
This form and all supporting documentation **MUST** arrive by 12:00 noon on the deadline date established to be considered at the next Historic Preservation Commission Meeting. Any information not provided to staff in advance of the meeting will not be considered by the Commission during their deliberation. 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

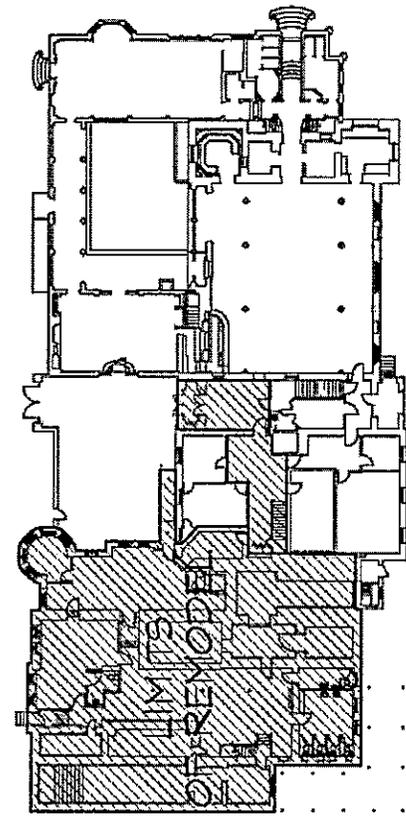
FAX: (414) 286-3004

www.milwaukee.gov/hpc



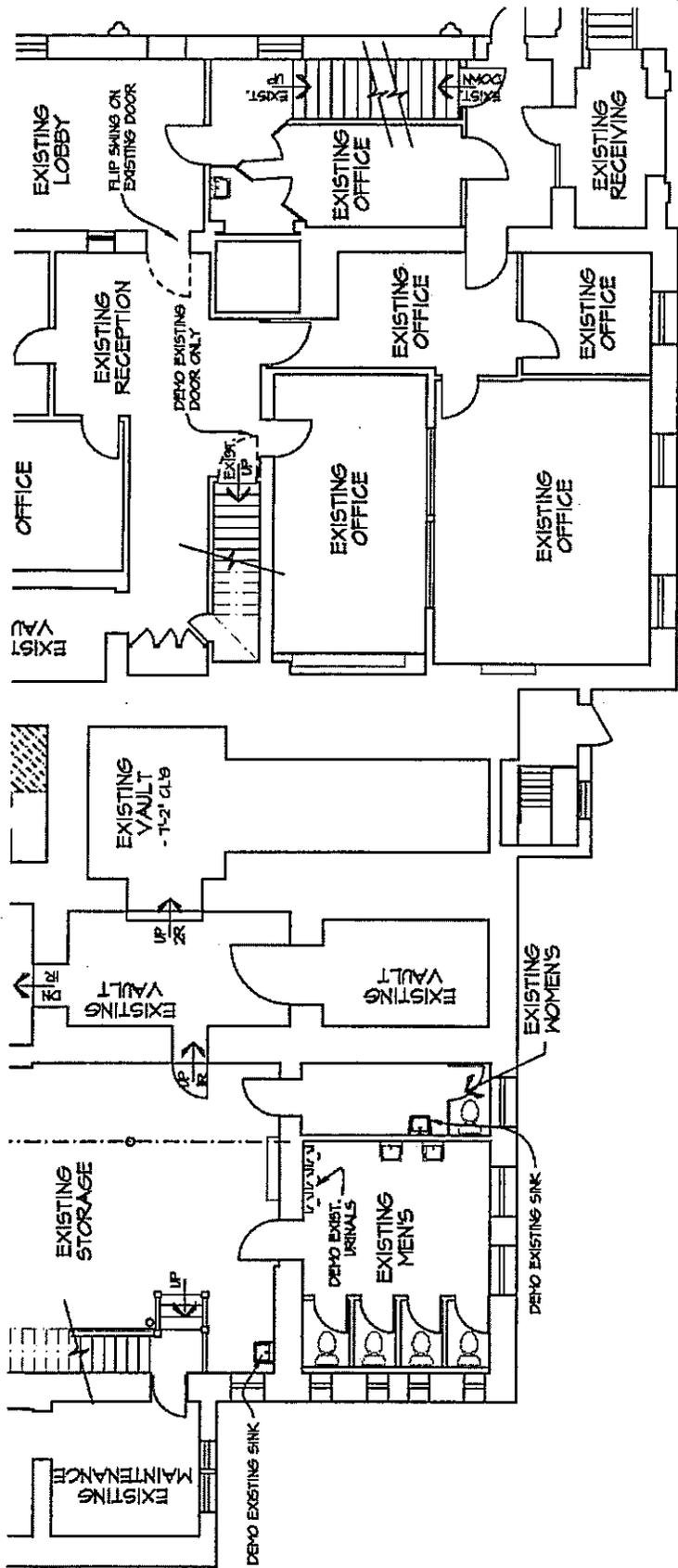
PROPOSED BASEMENT PLAN

1/8" = 1'-0"



KEY (BASEMENT FL'R)

1" = 30'-0"



EXISTING / DEMO BASEMENT FLOOR PLAN

1/8" = 1'-0"

EXISTING / DEMO

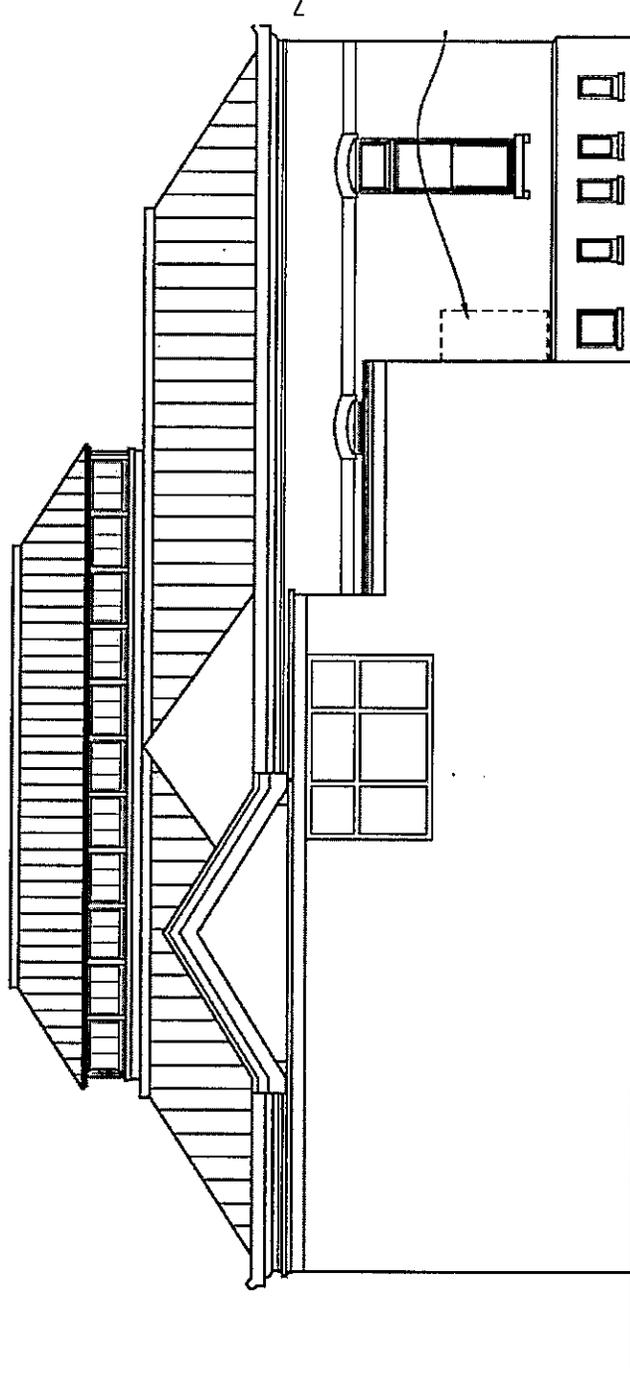
SOUTH COURTYARD ELEV.

1/8" = 1'-0"

EXISTING / DEMO

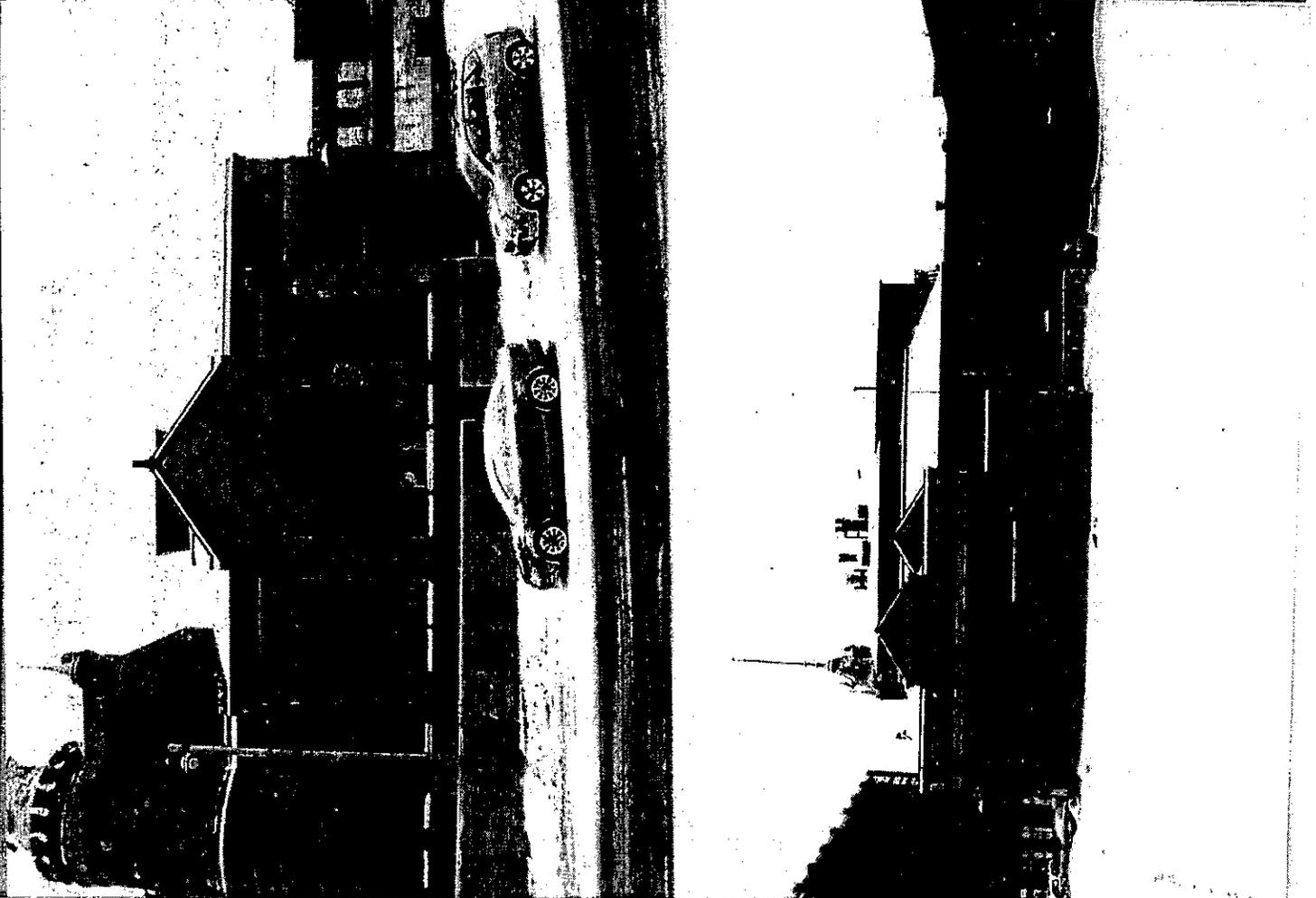
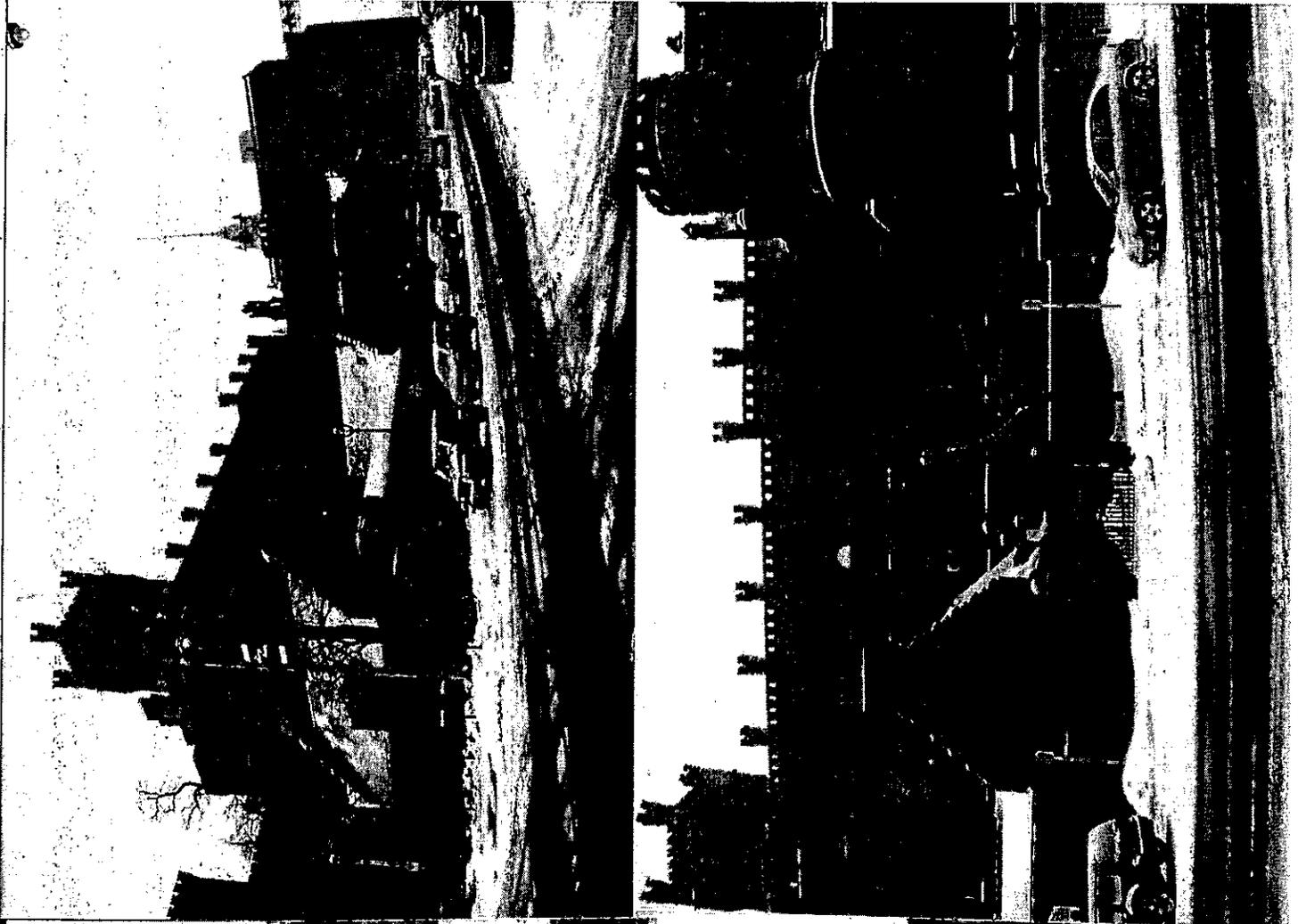
WEST COURTYARD

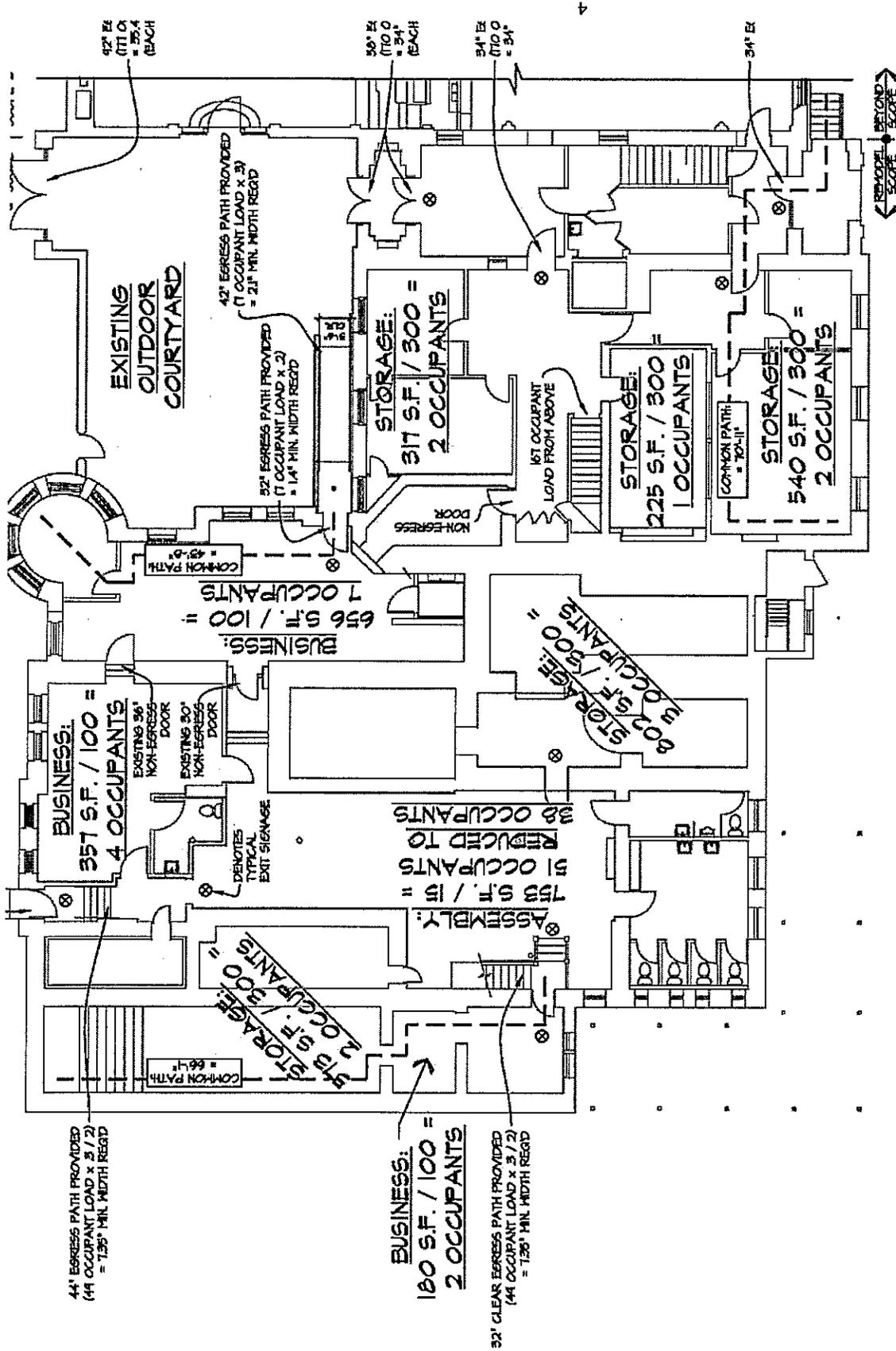
1/8" = 1'-0"



EXISTING / DEMO WEST ELEV.

1/8" = 1'-0"





PROPOSED BASEMENT FLOOR OCCUPANCY & EGRESS PLAN

3 / 52" = 1'-0"