



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 Brewery Historic District

ADDRESS OF PROPERTY:

926 West Juneau Avenue

2. NAME AND ADDRESS OF OWNER:

Name(s): BP Property Owner No. 2 LLC

Address: 710 North Plankinton Avenue

City: Milwaukee

State: Wisconsin

ZIP: 53203

Email: dan.mccarthy@zilber.com

Telephone number (area code & number) Daytime: 414.274.2546

Evening: _____

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

Name(s): Milhaus Development, Inc. - Mr. Greg McHenry

Address: 460 Virginia Avenue

City: Indianapolis

State: Indiana

ZIP Code: 46203

Email: greg.mchenry@milhaus.com

Telephone number (area code & number) Daytime: 317.997.7431

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:

☒ 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.

'The Brewery: Block 4' is located at 926 West Juneau Street - at the northeast corner of 10th Street & Juneau Avenue. We are proposing a five (5) story mixed-use building with approximately 7,000 square feet of ground floor retail and 110 residential apartment units. Off-street parking for this building will be provided in the parking structure immediately to the east of the project site. This parking will be provided & ensured by an agreement between the project Owner(s) and the Owner(s) of the parking structure.

Although the building has a more contemporary or modern aesthetic - the building's use, placement, orientation, massing, and exterior materials all complement the historic context as well as the other buildings more recently built.

As a mixed-use building the retail uses complement the commercial nature of the 10th Street & Juneau Avenue intersection while the residential uses provide additional vitality to the project and neighborhood.

The building design is a 'C'-shaped building with an 'Urban Courtyard' at grade along 10th Street. This will be a 'quasi-public' courtyard available for the use of the retail/commercial tenants and their customers. It also serves as a formal entry courtyard for the residential uses.

At five stories, the building's massing is appropriate - with many buildings of similar height in close proximity. The height and building placement close to the property lines help define & reinforce the historic character of the the public realm. A strong building base with 'open' retail uses full of windows also reinforces the historic pedestrian realm.

The extensive use of 'Cream City Brick' and the fenestration pattern of 'punched opening' along the primary facades relate the building to its surrounding historic buildings without trying to replicate their detailing.

Additional information & detail is provided below and contained in the 'Block 4' drawing package that was submitted along with this letter and Plan Review Application.

6. SIGNATURE OF APPLICANT:

Signature

Jeremy Stephenson

Please print or type name

July 12, 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

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