



Milwaukee Historic Preservation Commission Staff Report

LIVING WITH HISTORY

HPC meeting date: 8/8/2016
Ald. Robert Bauman District: 4
Staff reviewer: Carlen Hatala
PTS #112646

Property 926 W. JUNEAU AV. Pabst Brewery Complex Historic District

Owner/Applicant BP PROPERTY OWNER NO 2 LLC Milhaus Development
710 N PLANKINTON AV #1200 460 Virginia Avenue
MILWAUKEE WI 53203 Indianapolis, IN 46203
Phone: (317) 997-7431

Proposal This vacant lot is located in Brewery Block 4 of the Pabst Brewery Complex Historic District and is at the north east corner of West Juneau Avenue and North 10th Street. It is across the street from Preservation Park on Juneau Avenue and across 10th Street from the Brewhouse Inn.

The proposal is to build a 5-story mixed use building with approximately 7,000 square feet of ground floor retail and 110 residential apartments. Dedicated parking will be located in the parking building just to the east of this project.

The building is designed in the form of a "C" with a courtyard fronting 10th Street. The architect's intent was to have the building read as three masses, something that is reinforced by the changes in placement of the cladding materials. There is one massing on Juneau Avenue with storefronts at the ground story. There is one massing to the north without retail. The center portion at the courtyard unites the two.

Staff comments

The building appears to meet the Preservation Guidelines for the Pabst Brewery Complex Historic District.

1) SITING

The proposed building follows the established setbacks and orientation of openings to the street. The streetscape is maintained by the building occupying most of the site and fronting onto North 10th Street with retail wrapping around from 10th Street to Juneau Avenue. The main entrance to the apartments will be located in the central courtyard. Landscape features are located at the center courtyard and along a portion of the North 10th Street elevation and are consistent with those in the rest of the complex. Details are spelled out in the developer's project description written for review of compliance with the Development Incentive Zoning guidelines that also apply to the Pabst Complex.

2) SCALE

At five stories the proposed building is consistent with other buildings in the complex that range from three to five stories. The exceptions include the historic grain silos and the new parking building which are taller. The proposed building's boxy appearance is similar to the School of Public Health directly north.

3) FORM

The building's basic rectangular shape and flat roof echo other buildings in the complex. Fenestration is arranged in a traditional fashion, horizontally, and is consistent in shape and size.

4) MATERIALS

The proposed building utilizes some of the traditional materials seen in the complex.

There is a base of light colored cast stone blocks that are polished to show their aggregate. This is a nod to the buildings like the Bottle House, Brew House, Malt House and Boiler House that sit on rusticated ashlar foundations. A cast stone string course/cornice will divide the foundation cladding from the upper stories.

Some portions of the upper walls will have yellow brick similar to the Cream City Brick in the original historic buildings.

The additional materials added across the façades include composite panel siding in dark grey and wood grain. They are applied in random rectangular patterns. No other building at the Pabst has this diversity of cladding materials in such broad expanses. It is the architect's intent to express movement across the façade and give the building a contemporary appearance.

NOTE: The same developer is proposing an even larger apartment building on Block 5 of the Pabst but this block is outside the boundaries of the local historic district and will not be reviewed by the Historic Preservation Commission.

Recommendation

Recommend HPC Approval

Conditions

Locations for signage are indicated in the drawings submitted and will receive separate Certificates of Appropriateness when retail tenants are secured.

Windows will have clear glass with no tint, including any Low-e windows.

Mechanicals will be located on the rooftop and not visible from the public right of way.

Trash collection will take place at the alley.

Previous HPC action**Previous Council action**