

PABST PROFESSIONAL CENTER – DESIGN NARRATIVE – CITY PLAN COMMISSION

Project Location: 1036 W. Juneau Ave

Site History:

The site is currently a vacant area of land within the designated LEED for neighborhood development of the former Pabst Brewery, now known as “The Brewery”. Aerial photographs & historic Sanborn maps indicate that since as early as 1937 the site was occupied by a multi-story building known as the “wagon house”. The wagon house occupied the current site & the adjacent property to the north. The northern half of the wagon house was demolished & the large concrete grain silos that exist today were built sometime between 1951 & 1963. Aerial photographs available indicate that the remaining southern half of the structure known as the wagon house was demolished sometime between 1963 & 1995. Currently the site is a vacant lot, with development that has occurred to the east (beer garden & outdoor patio) & the existing concrete grain silos to the north which are currently undeveloped.

Overall Project Description:

The Pabst Business Center is a proposed new five story building for ‘The Brewery’ neighborhood in Milwaukee Wisconsin. Located in the neighborhood that was once a thriving brewery for Pabst Blue Ribbon Beer, this Modern building design evokes a reminiscent industrial quality of its historic surroundings. The use of glass, dark brick cladding, & warm wood tones create a modern re-interpretation of the historic district. With floor to ceiling glass on the prominent southwest corner of the building, the project acts as a beacon of the district that not only terminates the Juneau avenue corridor but is also highly visible from the freeway directly to the west. The building entry, off of Juneau Street, is comprised of a small outdoor plaza and double height lobby that opens up to the adjacent Brewhouse Inn & Suites beer garden to the east. The upper office floors of the building are designed to have an urban loft appeal with exposed structure and long ribbon windows providing panoramic views of the adjacent Pabst developments and views of the downtown skyline.

Building Placement:

Located on the Northeast corner of the intersection of Juneau and 11th street, the proposed Pabst professional center responds to its context by providing a welcoming experience to the building and immediate context. The proposed design responds with the implementation of an entry court and double height lobby space that orients itself to the adjacent Brewhouse Inn and Suites Beer garden to the east of the site. This orientation provides a visual and physical connection to the immediate surroundings of the site providing a pedestrian friendly street edge to the development.

Building Design and Historical Compatibility:

Though a modern interpretation to the immediately adjacent historic buildings the proposed design incorporates a rich material palette directly linked to the buildings within the development. The use of masonry, glass, metal panel and warm wood accents to define the shell of the building create a rich balance of warm colors and textures that enhance the adjacent building’s patina and age. The office floors of the building create a loft style aesthetic with long expanses of glazing to maximize district and city views. Exposed interior structure further accentuates industrial intentions and captures the integrity of adjacent office environments.

Access Circulation and Parking:

In keeping with the development incentive zone guidelines in regards to the brewery development the proposed design provides enclosed untempered space for all parking facilities on site. Spread over two floors access to the parking structure is achieved on the North West corner of the site off of 11th street. The structure itself is composed of a warm cream city masonry material with the integration of perforated architectural metal panels to provide visibility as well as security for the structure.

Site Improvements:

Through thoughtful design the proposed Pabst Development Center provides several architectural elements that enhance the site and its immediate context. Understanding the importance of the newly developed Brewhouse Inn and Suites with its brewery garden directly to the east the buildings massing and orientation develops a direct relationship to the adjacent brew garden. The intimate entry court off of Juneau acts as an extension of newly renovated beer garden. Conversely on the east side of the site the prominent glass corner beacon acts as a visual anchor to the Pabst development from the highly trafficked freeway to the west.

Sustainability Requirements:

In addition to understanding that the proposed project falls within a development incentive zone, The Brewery, as of 2007 has also implemented sustainability guidelines that all proposed developments must achieve to exist within the Brewery District. Currently the proposed Pabst Professional Center is designed to meet all LEED-ND Level One performance goals and criteria set forth by the Brewery Guidelines.

Key Building/Design Elements:

- The building design responds to its surroundings through the creation of an inviting entry plaza and tenant amenity space on the southeast corner, directly adjacent to the recently completed outdoor beer garden at the Brewhouse Inn & Suites.
- The exterior materials chosen for the project capture the qualities of the industrial brewery district, providing a modern reinterpretation of the historic Pabst brewery buildings
- Ribbon windows provide panoramic views of the city for the building occupants.
- An iconic glass corner acts as a beacon with high visibility from the freeway and at the termination of the Juneau avenue corridor

Overall Project Program:

Building Amenities: Juneau Entry Plaza and double height lobby with conference space.

Building Parking: Floors One and Two, Approx. 68 parking stalls

Leasable Office Space: Floors 3-5, 14,000 G.S.F. Per Floor Approx.

Overall Building Area: 73,100 G.S.F. Approx.