

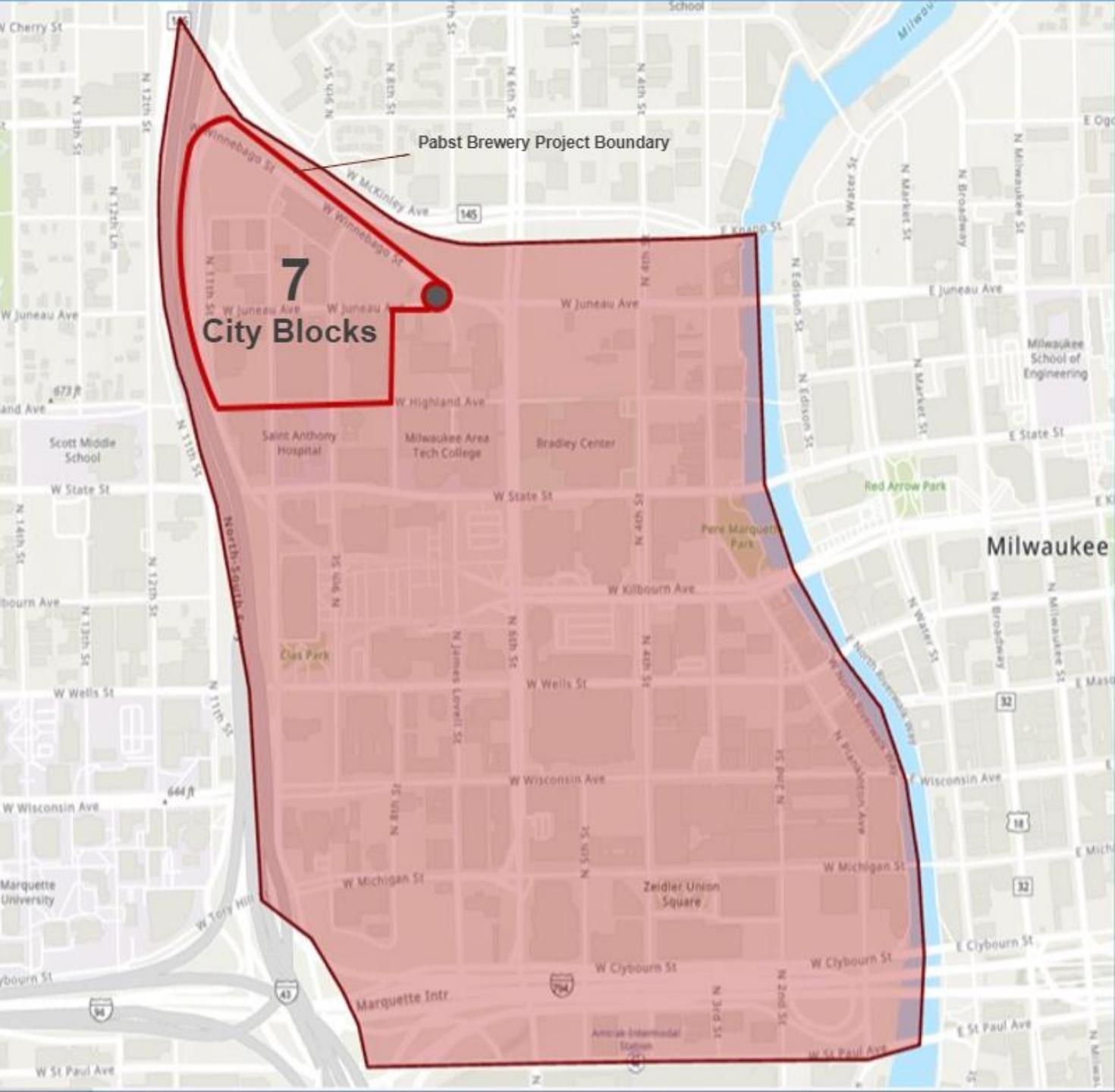
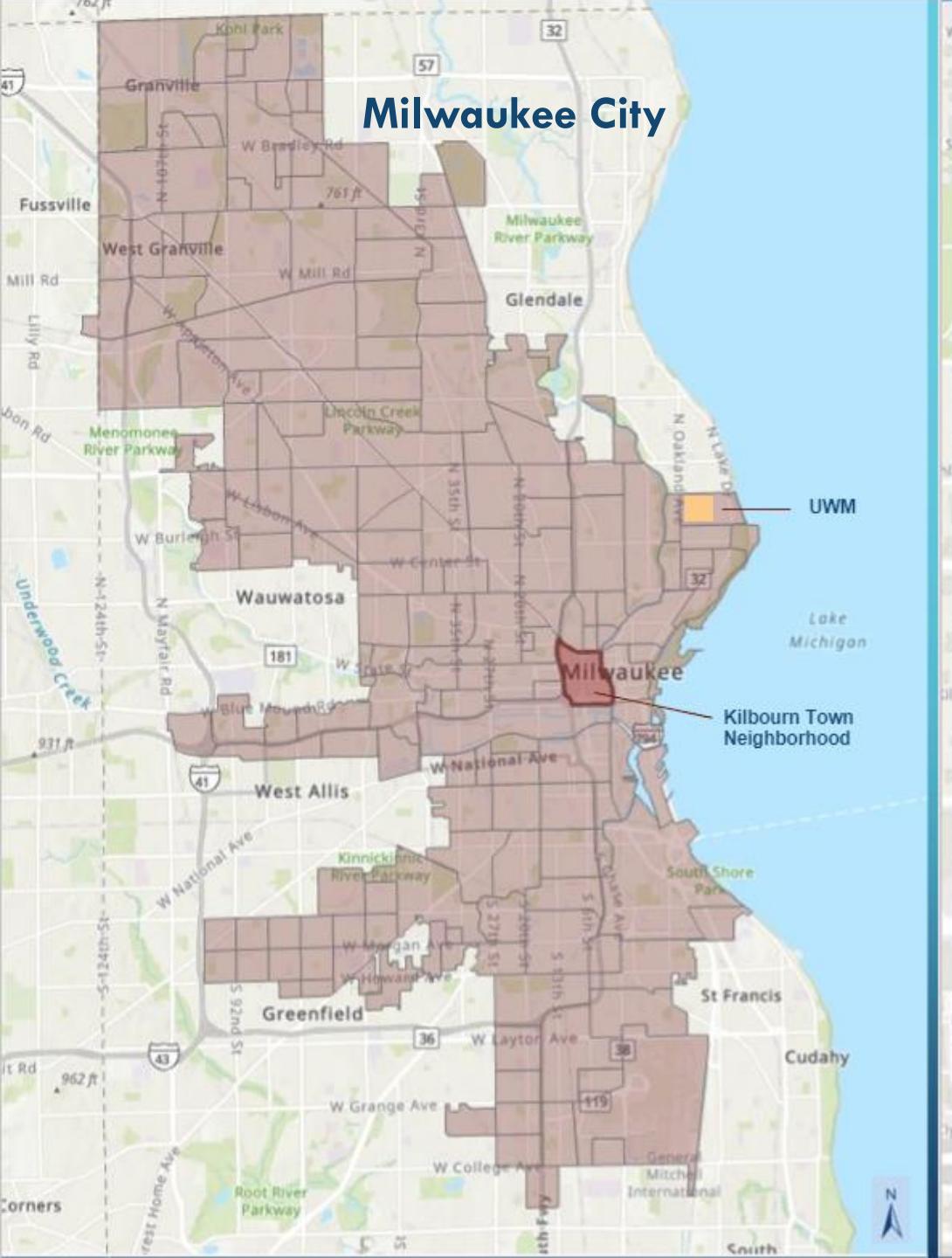
PABST BREWERY COMPLEX
ADAPTIVE REUSE

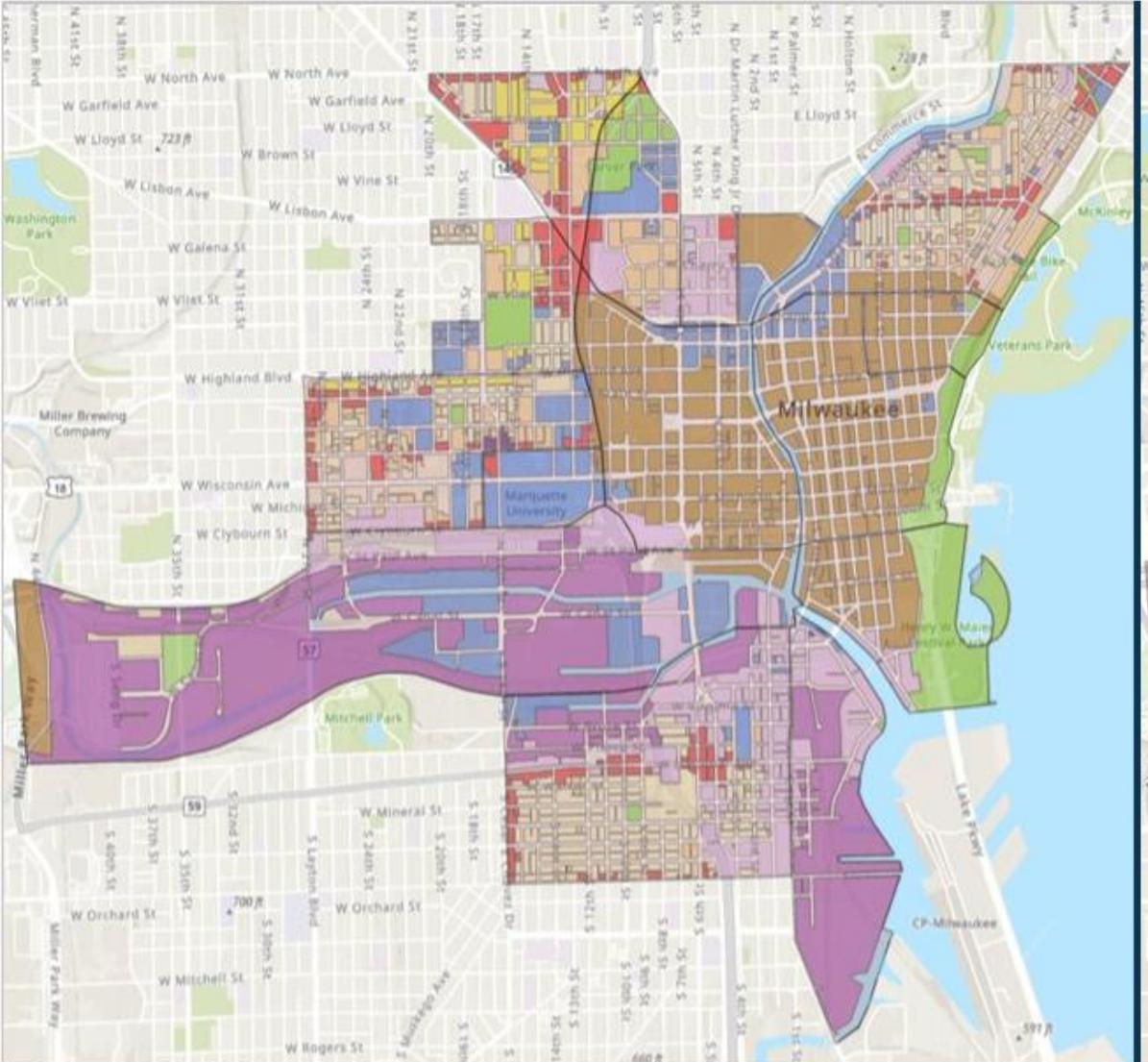
THE BREWERY

9th Street & Juneau Avenue
Milwaukee, WI

*Presented
By*

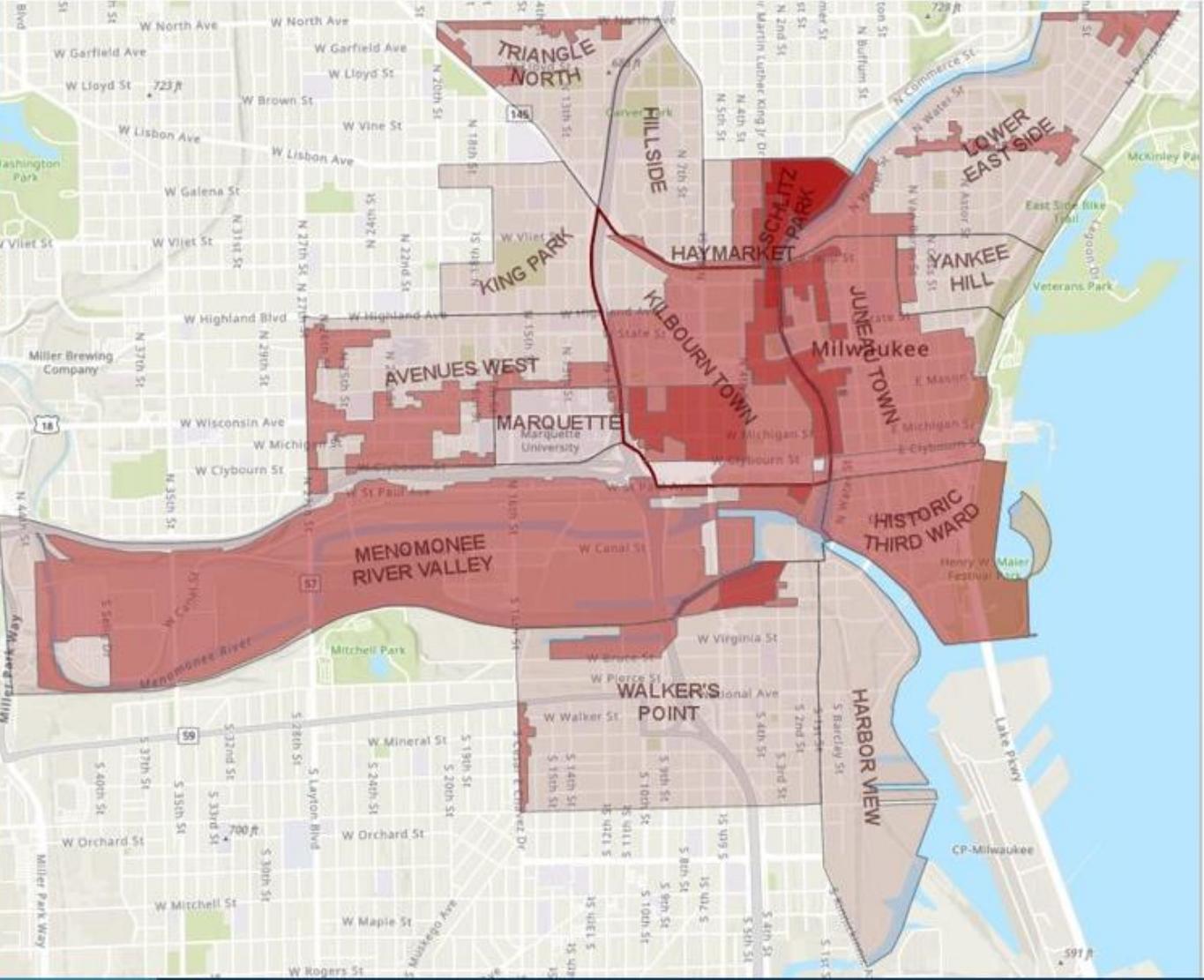
EMMANUEL OKORO





Kilbourn Town Neighborhood Zoning

Commercial - Commercial Service	Industrial - Office
Commercial - Local Business	Residential - Multi-Family
Downtown	Residential - Residence and Office
Industrial - Heavy	Residential - Single Family
Industrial - Light	Residential - Two Family
Special - Planned Development	Special - Institutional
Special - Redevelopment District	Special - Parks



Business Improvement District

Formerly Zoned C9H (Warehouse and Light Manufacturing)
Development Incentives Zone – The Pabst brewery complex was
designated a historical district in accordance with the provisions of
Section 2-335 of the Milwaukee Code or Ordinances.



Transit Score
64

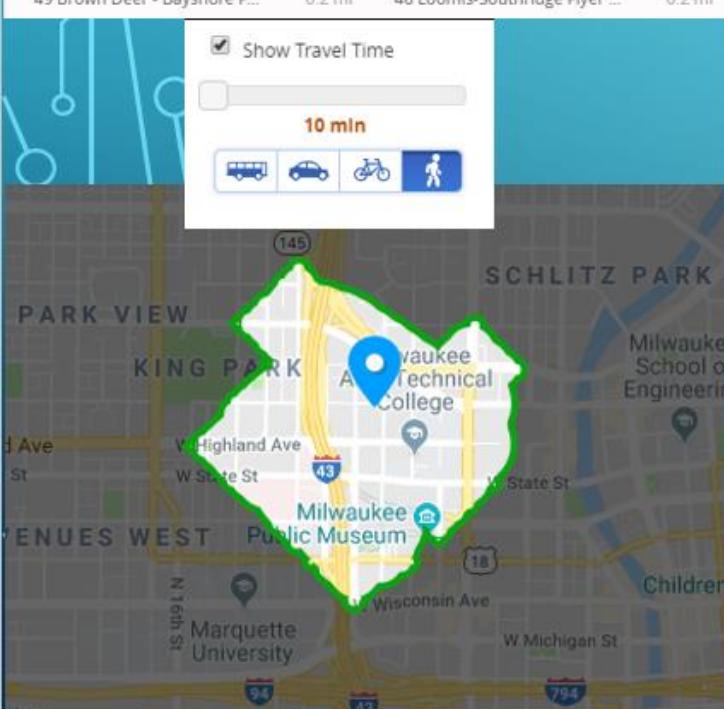
Good Transit

[Add to your site](#)

901 West Juneau Avenue has good transit which means many nearby public transportation options. Car sharing is available from RelayRides and Zipcar.

**Bus lines:**

33 Vliet Street - DETOUR	0.1 mi	12 Teutonia-Hampton	0.2 mi
31 State - Highland	0.2 mi	80 6th Street	0.2 mi
143 Ozaukee County Express	0.2 mi	48 South Shore Flyer - DETO...	0.2 mi
43 Hales Corners Flyer - DE...	0.2 mi	40 College-Ryan Flyer - DET...	0.2 mi
49 Brown Deer - Bayshore F...	0.2 mi	46 Loomis-Southridge Flyer ...	0.2 mi



Pabst Brewery Complex

Kilbourn Town, Milwaukee, 53233

Commute to **Downtown Milwaukee** 🚗

🚗 3 min 🚌 16 min 🚲 6 min 🚶 26 min

901 West Juneau Avenue

Very Walkable

Walk Score

79

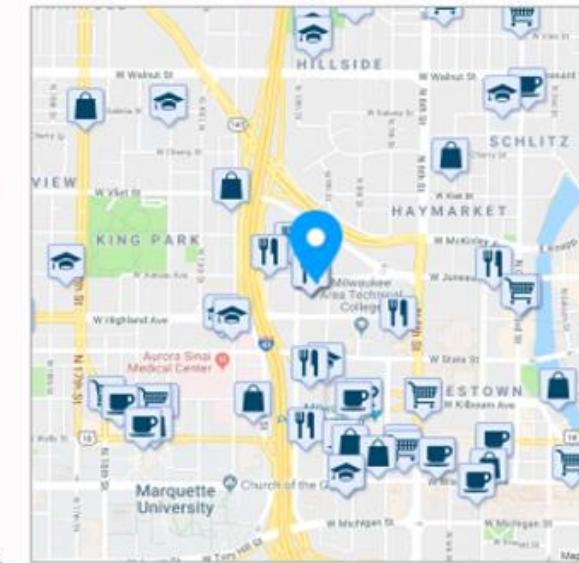
Transit Score

64

Bike Score

63

[Learn more about Milwaukee](#)



6

Milwaukee Neighborhoods

Rank	Name	Walk Score	Transit Score	Bike Score	Population
1	Juneau Town	95	65	80	4,525
2	Lower East Side	91	57	87	11,246
3	Yankee Hill	91	61	80	3,672
4	Marquette	89	65	66	2,457
5	Murray Hill	89	60	95	5,903
6	Kilbourn Town	88	68	66	4,082
7	Northpoint	87	54	82	4,004
8	Historic Mitchell Street	87	53	56	12,106
9	Walker's Point	84	55	58	8,615
10	Riverside Park	84	59	91	1,144
11	Historic Third Ward	84	62	83	1,455

Source: <https://www.walkscore.com/WI/Milwaukee>

History

Founded in 1844

Milwaukee's largest beer by 1868

Nation's largest beer in 1874 - 1946 (maintained # 1 ranking for 72 years)

First Milwaukee brewer to produce lager beer in 1851

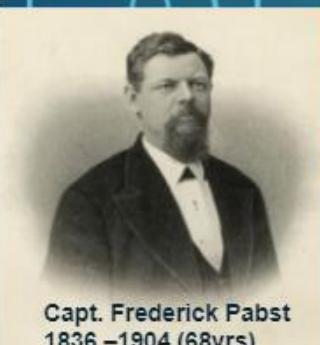
Shut down in 1996 (operated for 152 years)



Jacob Best, Sr
1786 –1861 (75yrs)



Philip Best
1814 –1869 (55yrs)



Capt. Frederick Pabst
1836 –1904 (68yrs)

Began in 1844 as **Best and Company**.

By Jacob Best, Sr. and his four sons (Jacob, Jr. Charles, Phillip and Lorenz).

Charles & Lorenz left in 1848 & 1850 to start Plank Road Brewery (Miller Brewing Company).

Jacob Best, Sr. retired in 1853, which allowed Jacob, Jr. and Philip to operate the brewery.

Jacob, Jr. Sold out to Philip in 1859 and the company was renamed the **Philip Best Brewing Company**.

Captain Frederick Pabst, a lake boat captain, married Philip's daughter in 1862 and joined the company in 1864

Capt. Pabst purchased a half interest for \$21,057.05 and became vice president

Philip retired in 1866, Pabst became president of the company

The company was renamed the **Pabst Brewing Company in 1889**.

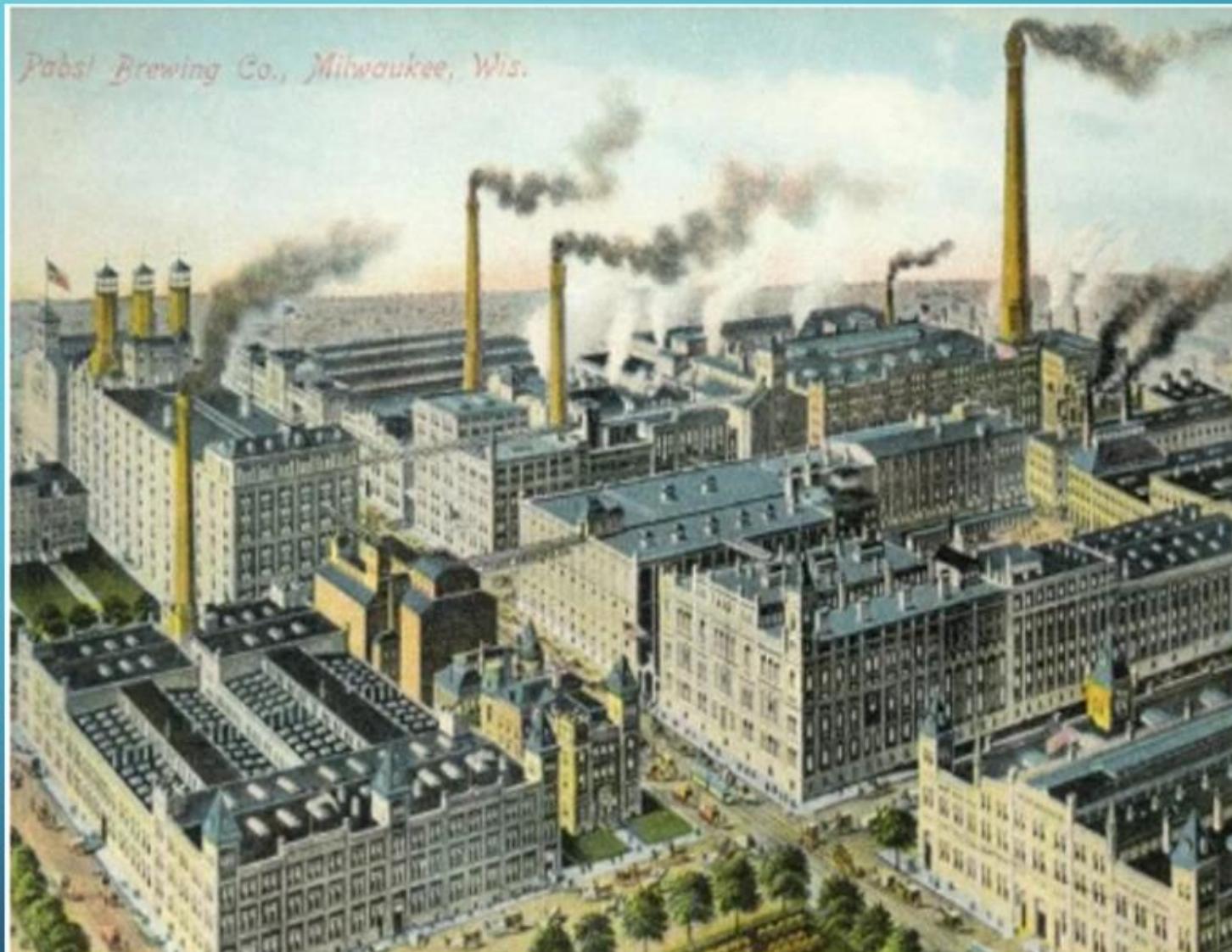
The Savior

Mr Joseph Zilber, a philanthropist/developer purchased the complex in 2006. (After 10 years of abandonment/Decay)



Joseph Zilber
1917 –2010 (92yrs)

Pabst Complex Imagery from late 1800s & 1900



Pabst Brewery around 1900 (AP Photo/Pabst Mansion)

Pabst Complex Imagery from late 1900s



General Character



Rendering

Compactly built industrial complex

27 main buildings (Similar design)

Large scale, massive buildings

Most of the buildings average 3 to 8 stories in height and some occupy an entire city block



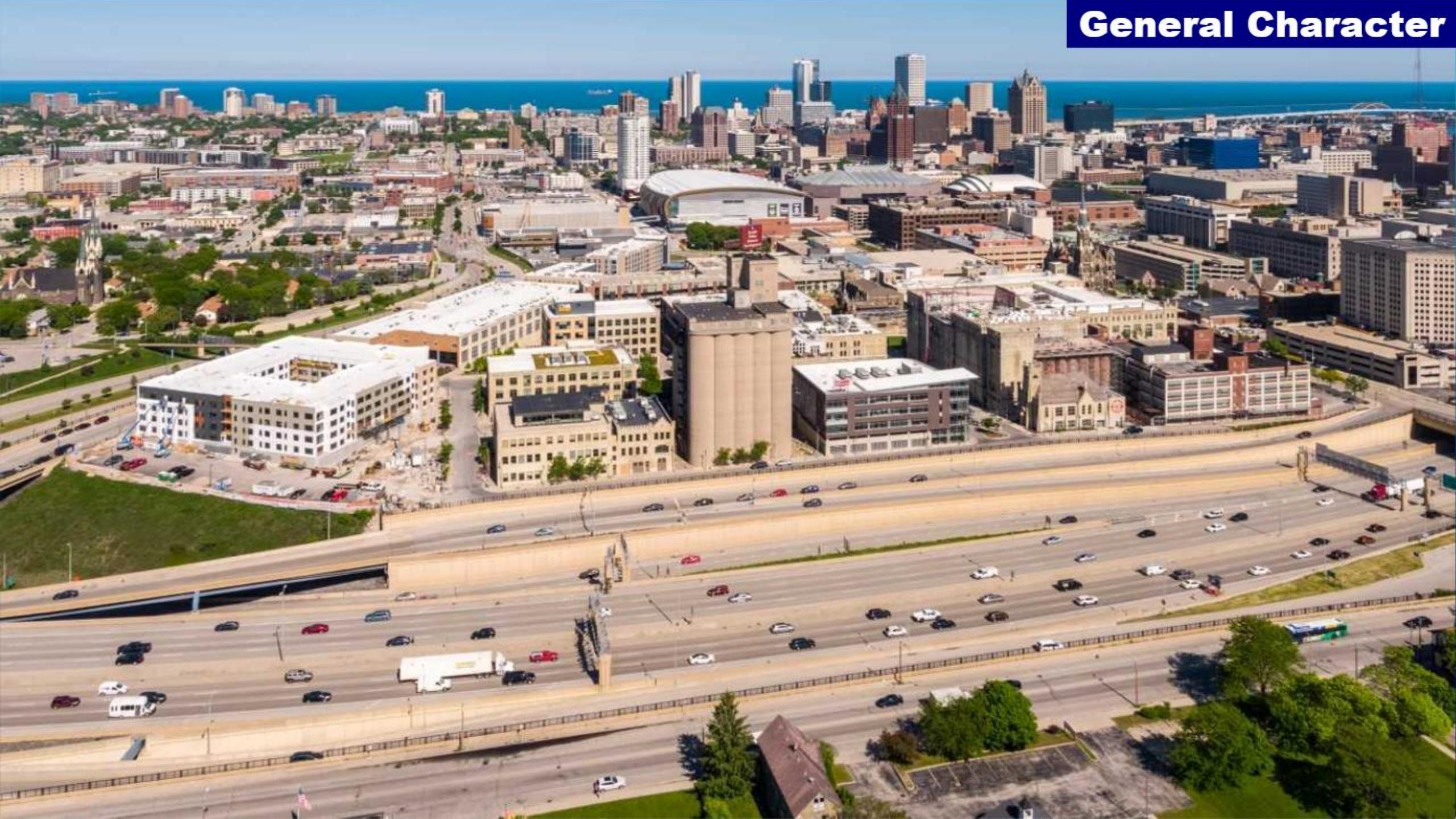
General Character



General Character

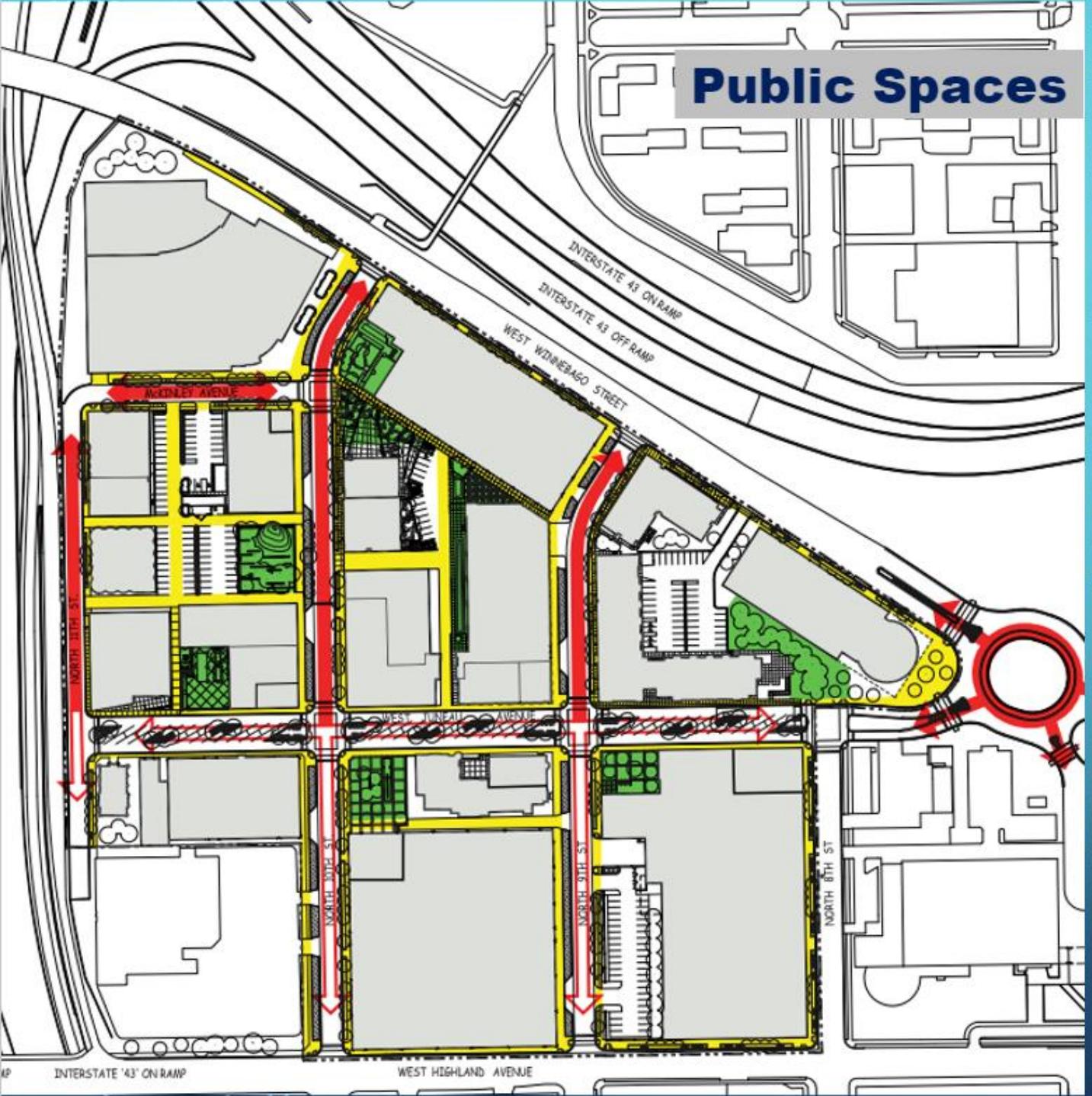


General Character



Public Spaces





Existing Land Use (2006)

LEGEND

■■■■■	PROJECT BOUNDARY
+	CHURCH
H	HOTEL / MOTEL
R	ROOMING HOUSE
P	POLICE STATION
F	FIRE STATION
H	HOSPITAL
C	CONDOMINIUM
U	UTILITY COMPANY
T	STORAGE TANK
PARK	PARK
P.S.	PUBLIC SCHOOL
P.G.	PLAYGROUND
P.L.	PARKING LOT
P.S.	PARKING STRUCTURE
••	SINGLE OR DUPLEX RESIDENTIAL
•••	MULTI-FAMILY RESIDENTIAL
••••	MIXED COMMERCIAL / RESIDENTIAL
••••	COMMERCIAL OR LOCAL BUSINESS
••••	OFFICE / PROFESSIONAL SERVICES
••••	MIXED COMMERCIAL
△	SKILLED CARE FACILITY
■	VACANT PARCEL
■■■■■	NON - PUBLIC EDUCATION
■■■■■	PUBLIC BUILDING
■■■■■	MANUFACTURING AND WAREHOUSING
■■■■■	ACCESSORY BUILDING
■■■■■	CEMETERY
■■■■■	TENNIS COURT
■■■■■	BASKETBALL COURT
■■■■■	DORMITORY

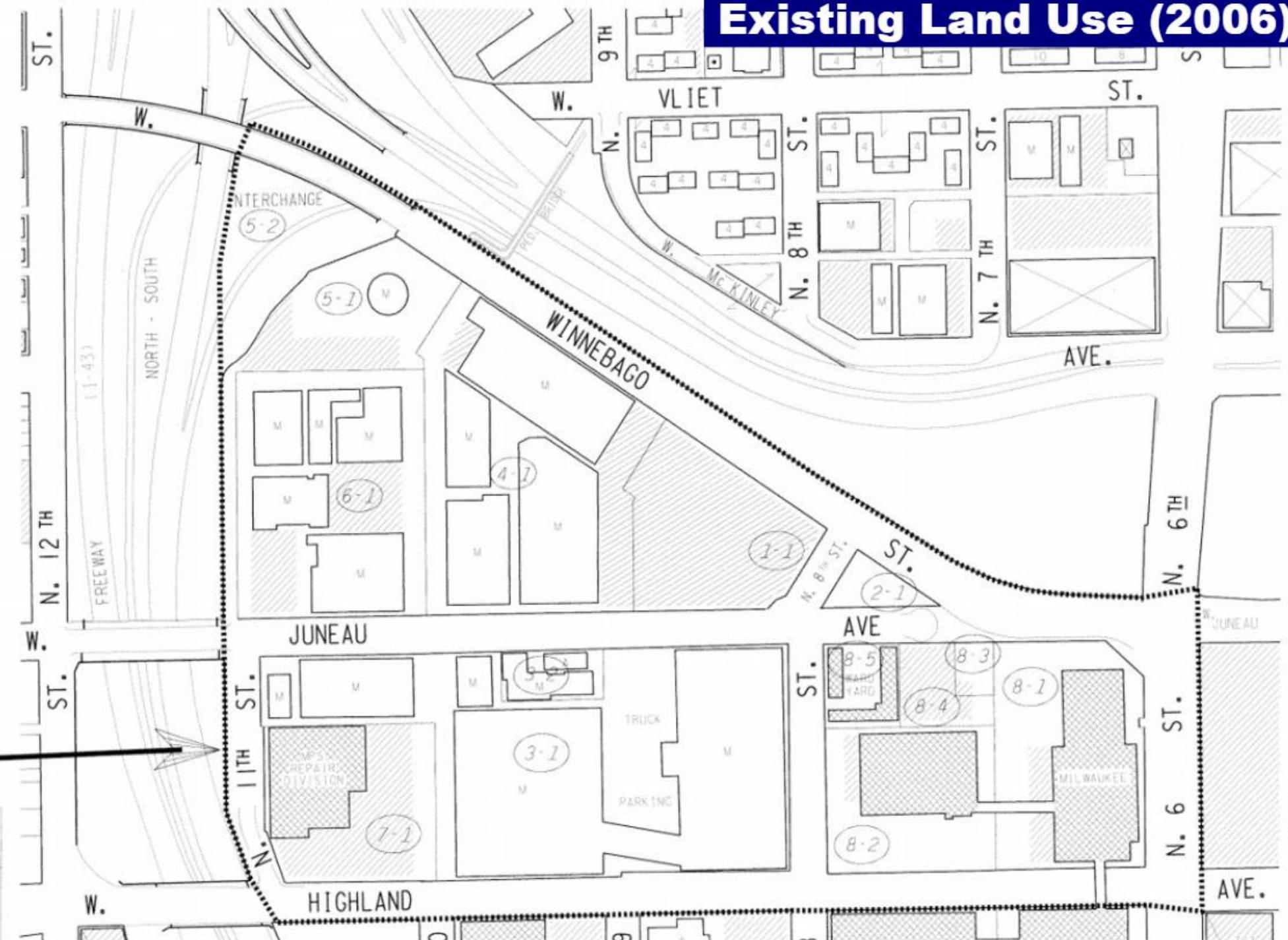


TID BOUNDARY

MAP NO.

The Brewery Project

1

BOUNDARY AND
EXISTING LAND USE

Brewery Project LLC

Demolition & Abatement Plan—Phase I

7-27-06

KEY:

- Buildings/Structures to be demolished
A Certificate of Appropriateness for Demolition is required.
- Buildings to be reused – Selective interior demolition required.
- Building use undecided.



Existing Complex
2006



Proposed Site Plan



THE BREWERY

(414) 274-2623
Pabsr@Zilber.com

Zilber Ltd.

Towne Investments

- 127,500 ft² retail
- 54,000 ft² grocery store
- 573,000 ft² office space
- 550,000 ft² (approximately 475 units) of residential space, mixed-income apartments and condominiums
- 120 hotel rooms
- 3,600 parking stalls provided in 6 structures
- 168,000 ft² free space for future dev.

2018 Master Site Plan



THE BREWERY

(414) 274-2623
Pabst@Zilber.com

Zilber Ltd.

Towne Investments

Existing Site Plan



Focused on attracting millennials, college students, and baby boomers.

THE BREWERY

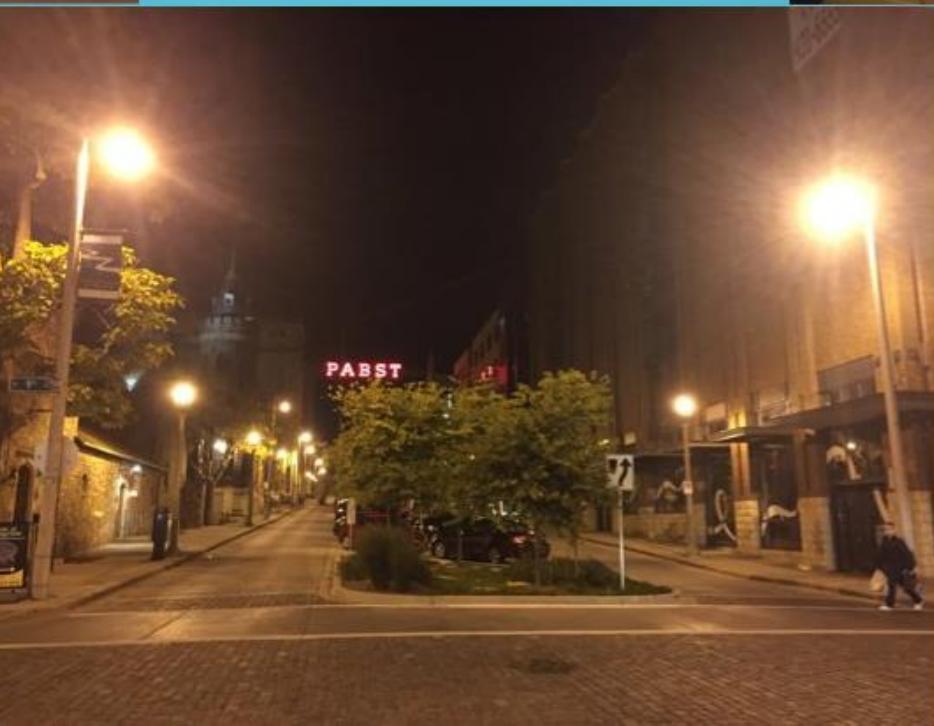
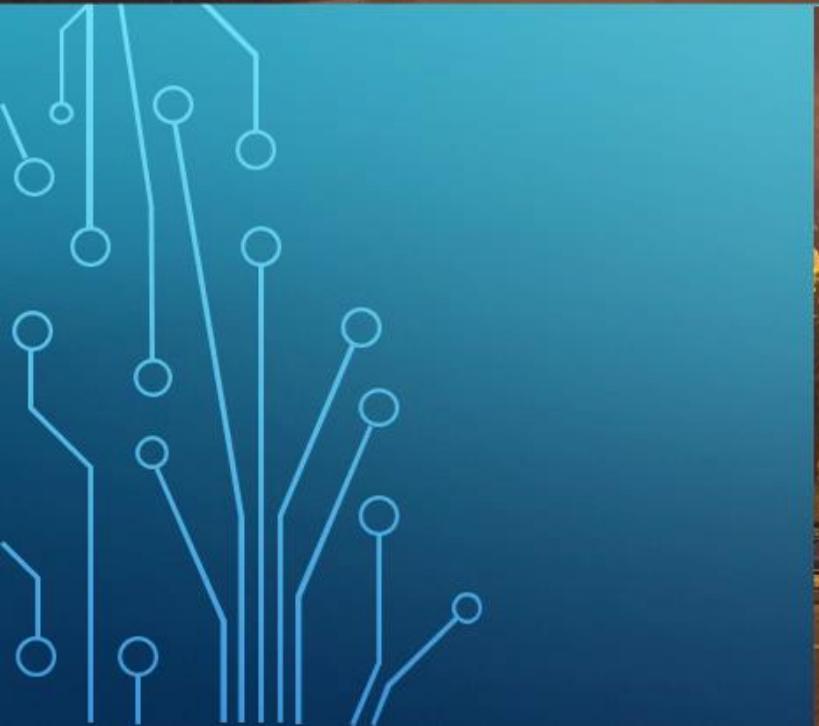
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Zilber Ltd.

Towne Investments

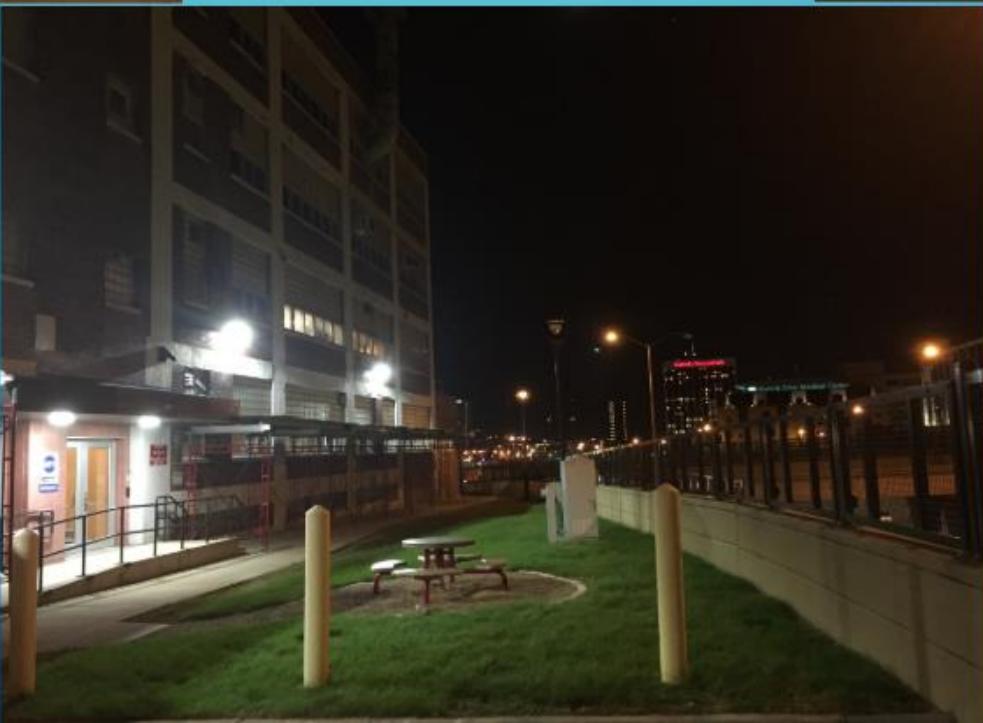
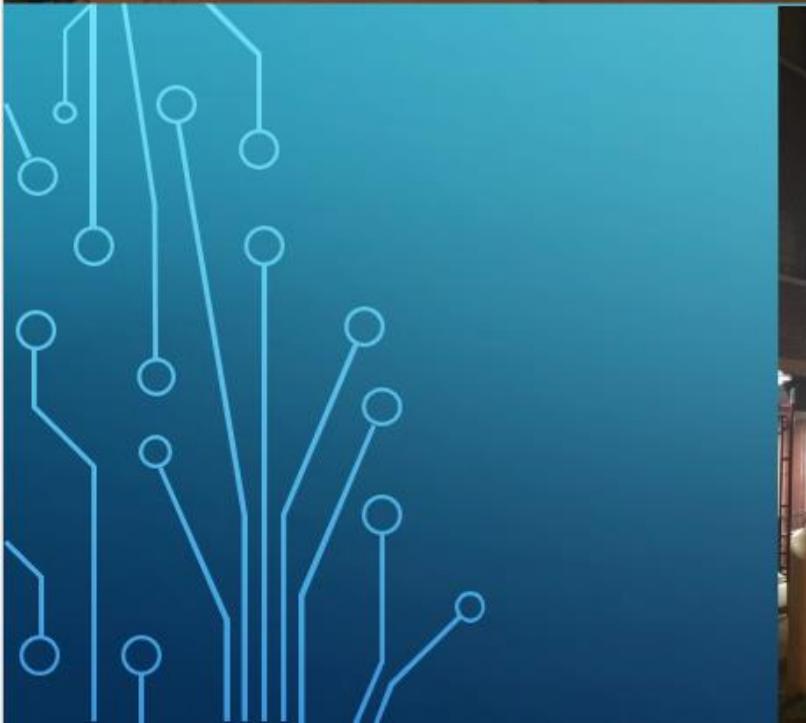


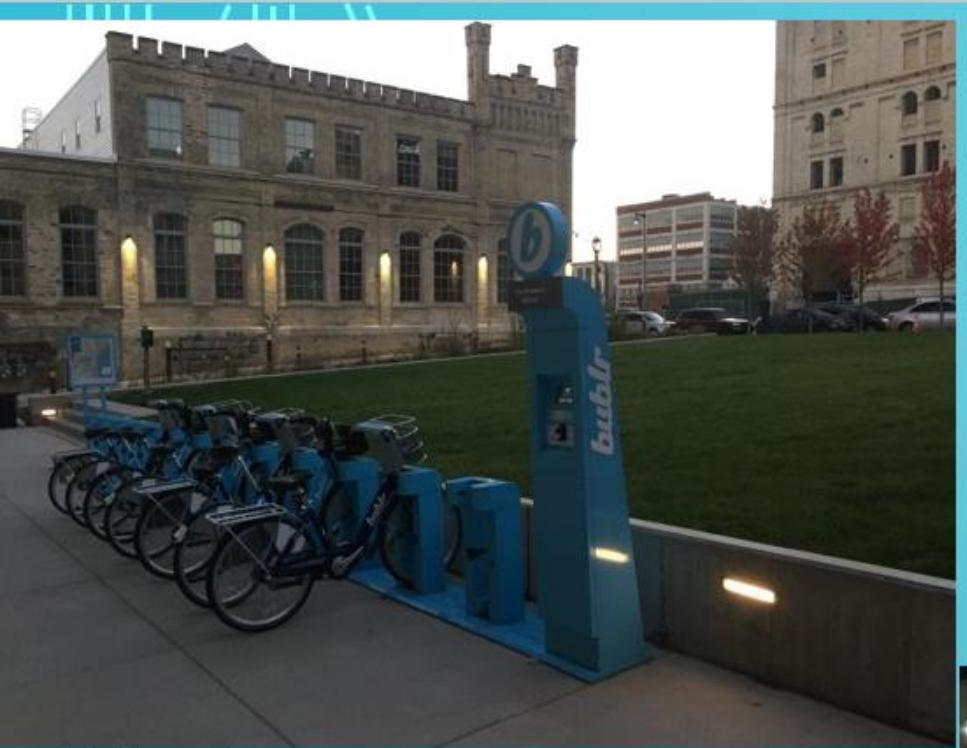
TRANSPARENCY





TRANSPARENCY





HUMAN SCALE

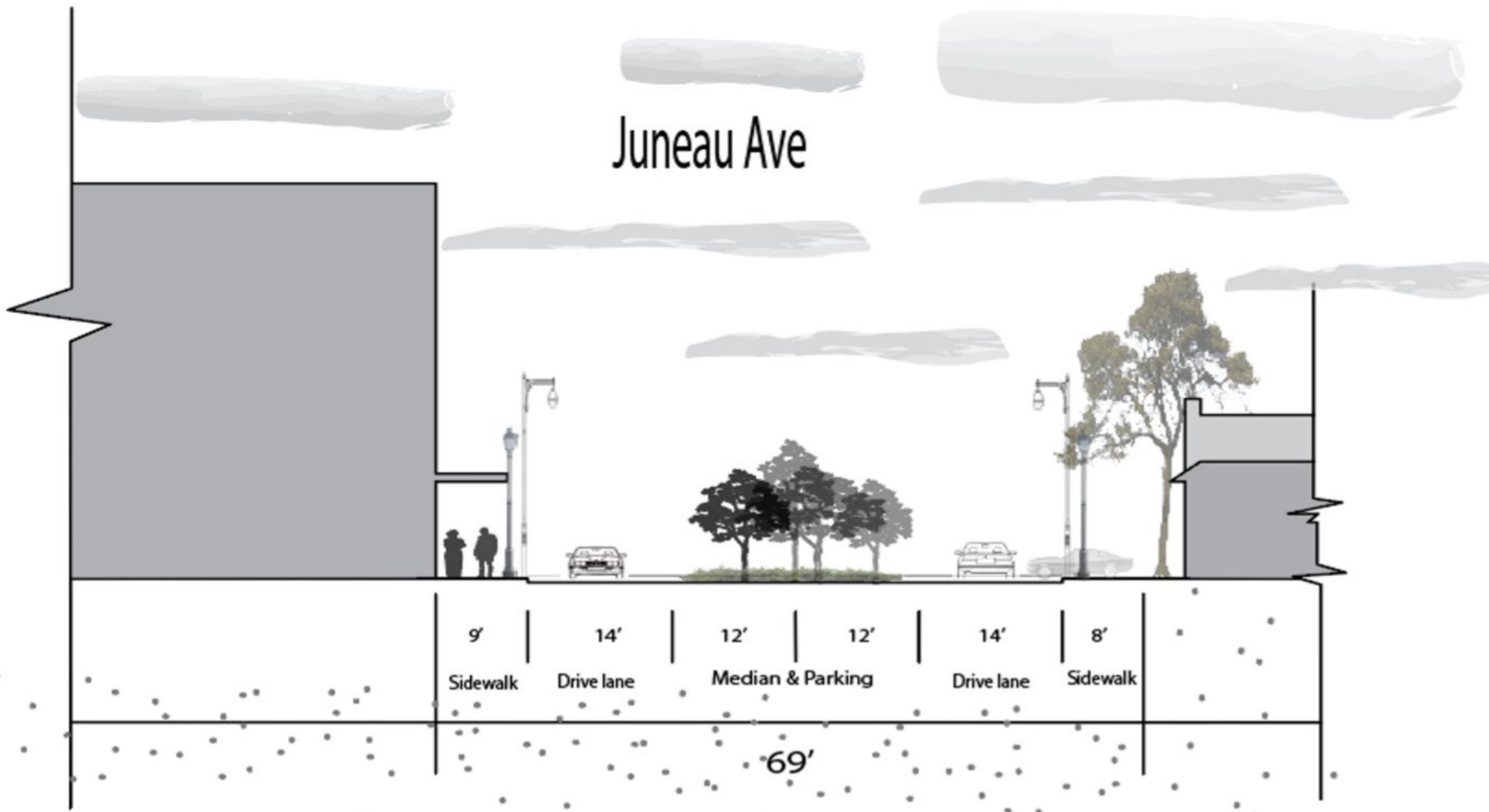




HUMAN SCALE



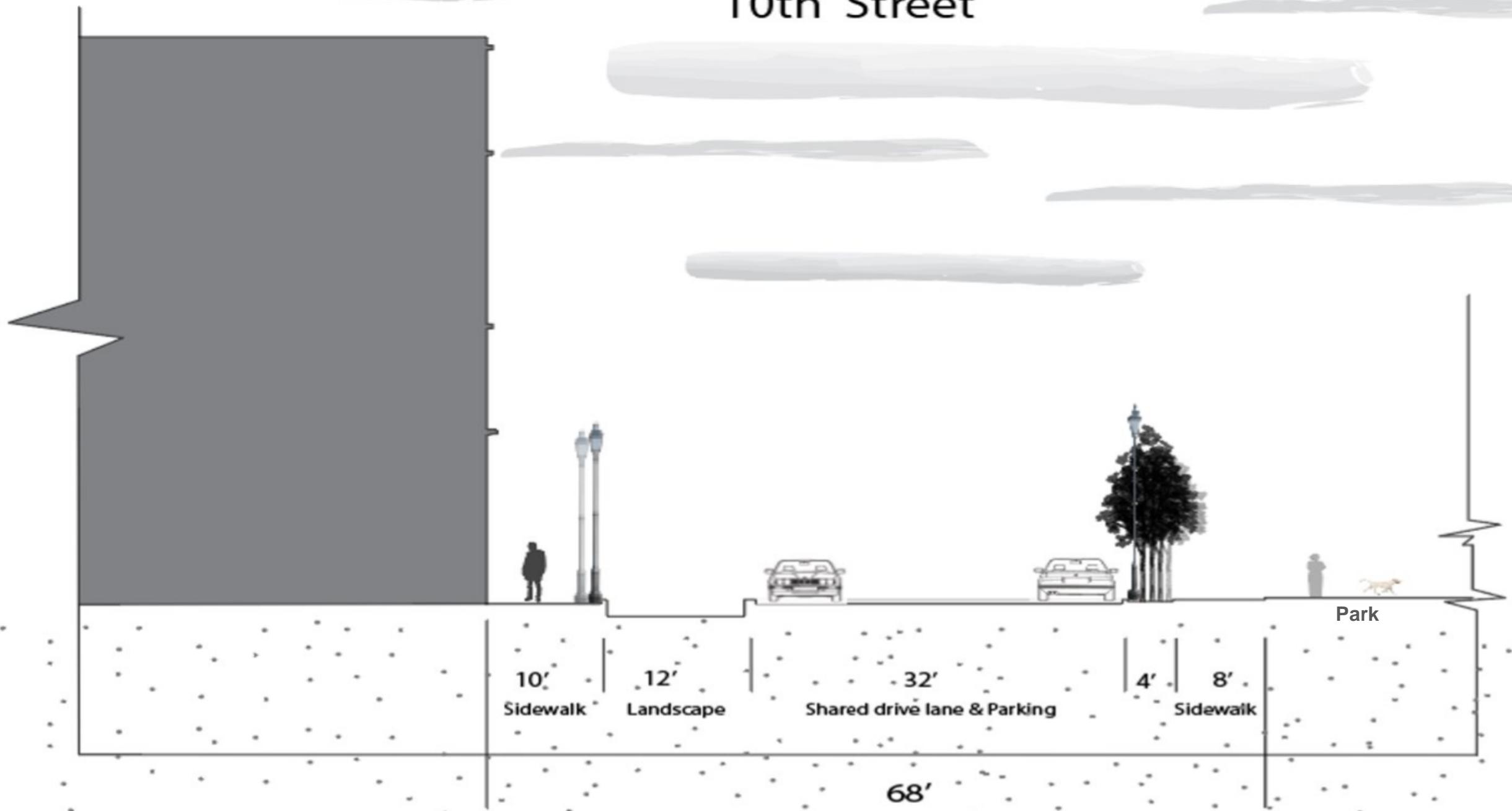
CROSS - SECTIONS



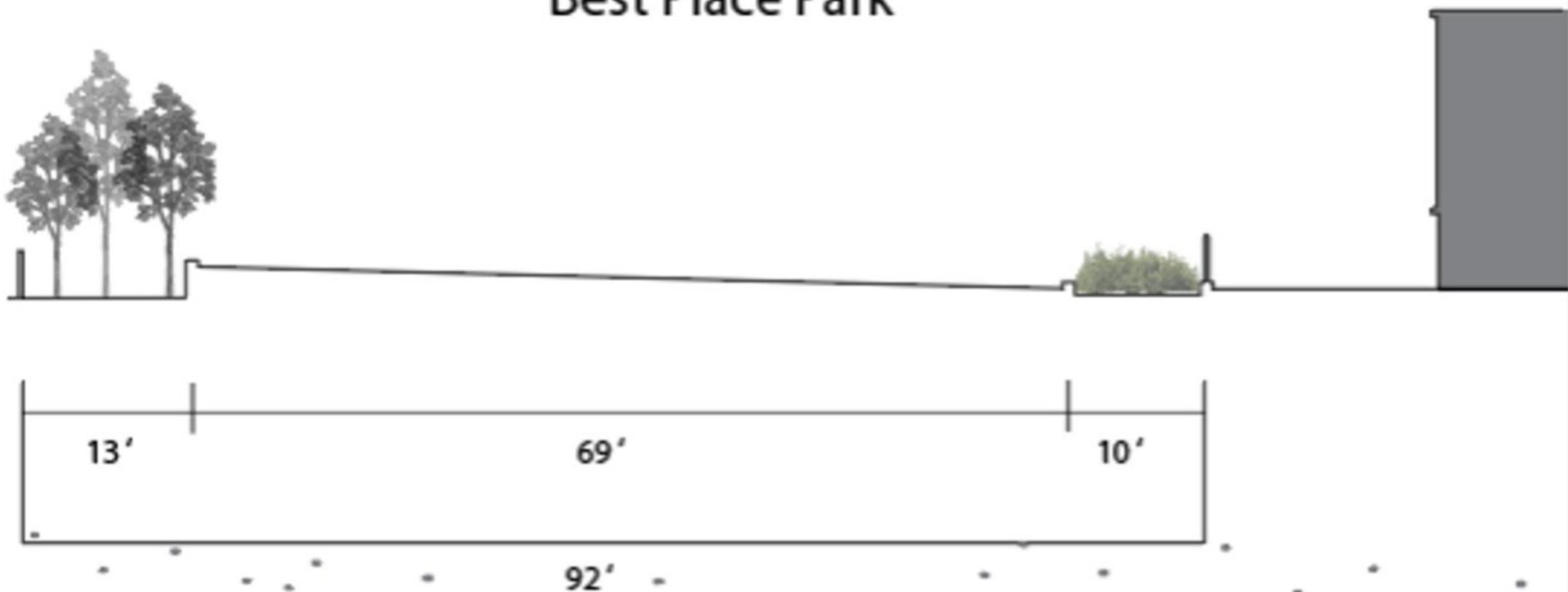


CROSS - SECTIONS

10th Street



Best Place Park



908 Parking Stalls









THANK YOU ALL

EMMANUEL OKORO