

HISTORIC DESIGNATION STUDY REPORT

PABST BREWING COMPANY

I. NAME

Historic: Pabst Brewing Company

Common: Same

II. LOCATION

The Pabst Brewing Company is located northwest of and adjacent to the central business district. It is an industrial complex sited along the 1900 and 1000 blocks of West Juneau Avenue and the 110 and 1200 blocks of North 10th and North 11th Streets.

III. CLASSIFICATION

District

IV. OWNER OF PROPERTY

Name: Pabst Brewing Company
Attention: Jim Dooley, Vice President of Finance

Mailing Address: 1000 N. Market Street
Milwaukee, WI 53202

V. DESCRIPTION

A. Boundaries

The boundaries of the Pabst Brewing Company Historic District are described as follows: Beginning at the intersection of North 10th Street and West Highland Avenue, then east along the north curb line of West Highland Avenue to the west curb of vacated North 9th Street, then north to the south curb line of West Winnebago Street, then northwest to the east curb line of North 10th Street, then southeast to the north property line of 1243 North 10th Street, then west to the east curb line of vacated North 11th and North 11th Streets, then south to the south property lines of 1003, 1023, and 1037 West Juneau Avenue, then east to the east curb line of North 10th Street, then south to the point of beginning in the City of Milwaukee. (See Map)

B. General Character

The Pabst Brewing Company Historic District is situated on four blocks that meet at the intersection of West Juneau Avenue and North 10th Street. It is compactly built industrial complex that is located at the northwest edge of the central business district atop a hill that overlooks the downtown. To the north and west the brewery is bounded by freeways and to the east and south by a mixture of institutional and commercial uses.

The district contains twenty-five (25) main buildings that were built between 1870 and 1969. With the exception of two, all were built exclusively for use in the production of beer. The two buildings built for other purposes, but later acquired by Pabst, were the former First German Methodist Church (1872) at 1037 West Juneau purchased in 1933, now the Pabst Training Center, and the former Jefferson Public School (1858) at 917 West Juneau, purchased in 1889 and now used for offices.

The district is characterized by large-scale, massive buildings. Major breweries, such as Pabst, required cavernous buildings to store and process the raw materials used to make beer and to store the finished product until it was ready for shipping. Most of the buildings in the district average from three to eight stories in height and some occupy almost an entire city block. Because the brewery buildings abut each other, and are of similar design, the district appears to contain only a few giant megastructures, when, in fact, it is actually made up of many separate buildings built at different times for different uses. Masonry materials including cream brick, cut stone, glazed and pressed brick and pre-cast concrete are used exclusively in the building construction.

The architectural forms of the buildings, to a large extent, are derived from the industrial function of the district. The severely rectilinear massing is embellished, however, with architectural details that were popular when the buildings were built. The earliest buildings, such as the Brew House (1877) at 1217 North 10th Street and the Malt House (1882) at 1003 West Juneau Avenue used Italianate details to articulate the facades. Round-arched windows and arcaded corbelling ornament the buildings in the Lombardic manner. These motifs were carried through in later buildings including the Malt House (1891) at 1003 W. Juneau Avenue and the Mill House (1891) at 1002 West Juneau Avenue. The Gothic Style was also used to impart an "Old World" character to the later buildings through the extensive use of castellated parapets, embattlements and corbelling. Examples of this are the Bottling House (1891/1911) at 1140 N. 10th Street, the brewery offices (former Italianate style Jefferson School remodeled in 1890) at 1915 W. Juneau Avenue, and even in the most architecturally restrained structures such as the Boiler House (1891) on North 10th Street and the Wash House (1911) at 901 Winnebago Street. Exceptions to the rectilinear form were the 1880 brewery offices at 917 W. Juneau, the former First German Methodist Church (1872) at 1037 W. Juneau Avenue and the Visitor's Center (1933) at 901 W. Juneau Avenue. The brewery offices are asymmetrically designed in a highly decorated version of the Gothic. Of particular note is the richly embellished corner tower. The former church was also designed in the Victorian Gothic style. It is in an excellent state of preservation and remains one of Milwaukee's best examples of the simplified Gothic. The Visitor's Center was designed with Flemish Revival details to convey the Teutonic origins of the brewery. The gable ends are stepped and trimmed with cut stone decorated with volutes.

VI. SIGNIFICANCE

The Pabst Brewing Company Historic District is historically significant as the home of a nationally important brewery. Founded in 1844, the brewery was Milwaukee's largest by 1868 and had grown to be the nation's largest by 1874. Pabst maintained this number one ranking in 1946. The Pabst complex has remained largely intact and contains numerous buildings of high architectural integrity that represent the various stages of the brewing process. Important to the significance of the brewery is its association with the life of Captain Frederick Pabst.

After assuming control of the business in 1866, it was his leadership that propelled the brewery to become the nation's leading beer producer. Pabst was also significant for his civic, artistic and philanthropic contributions to Milwaukee.

VII. HISTORY

The Pabst Brewing Company was begun in 1844 as Best and Company by Jacob Best, Sr. and his four sons, Jacob, Jr. Charles, Phillip and Lorenz. Jacob Best, Jr. and his brother Charles had come to Milwaukee from Mettenheim, Germany in 1842. The two initially operated a vinegar factory, but returned to Mettenheim two years later. In late 1844, they returned to Milwaukee with the rest of the family. In the same year they purchased two lots on Chestnut Street, now West Juneau Avenue, establishing the brewery at its present site.

At the time that Milwaukee was becoming a brewing center during the Civil War era, the beer industry was still mostly concentrated in the east. From 1810 to 1860, for example, New York and Pennsylvania accounted for over one-half of the total beer produced in the United States. In 1850, of the 23.2 million gallons of beer brewed in the U.S., 18.8 million gallons of it was made in these two states alone. Almost all of this was locally consumed. Wisconsin breweries also produced exclusively for a local market since shipping wasn't practical and output was consequently limited to whatever the local market could consume. Best and Company, in its first years, was an average producer and ranked fourth out of 12 breweries reported for Milwaukee in the 1850 census. However, Best soon carved out a market for itself by being the first Milwaukee brewer to produce lager beer in 1851. This was only nine years after the first lager beer had been produced in the United States at Philadelphia. Lager beer, a lighter, smoother product that was served chilled, became the preferred American beer over the stronger English-type ales that had previously dominated the U.S. market.

The Best Company was restructured several times during the period from 1845 to 1866. Charles Best withdrew from the company in 1845 and three years later founded the Plank Road Brewery that later became the Miller Brewing Company. Lorenz Best also left the company in 1850 to join Charles. Their venture had gone bankrupt by 1854. In 1851 a new partnership was formed between Jacob, Sr. and his two sons, Jacob, Jr. and Phillip. By 1853, Jacob, Sr. had retired from the brewery leaving only Jacob, Jr. and Phillip to operate the brewery. Jacob, Jr. sold out to Phillip in 1859 and the company was renamed the Phillip Best Brewing Company. The admission of Phillip's two sons-in-law as equal partners in the 1860s was ultimately to have the greatest impact on the future direction of the brewery. Captain Frederick Pabst, a lake boat captain, married Phillip's daughter, Maria, in 1862 and joined the company in 1864. Emil Schandain married Phillip's other daughter, Elizabeth, and joined the company in 1866, the same year that Phillip retired from the company. A new partnership was formed with Pabst as president and Schandain as vice president.

Pabst and Schandain had assumed control from Phillip Best a well-managed business. The company had grown from one of Milwaukee's middle-of-the-road breweries of the 1850s to the city's largest by 1868. Captain Pabst was now in a pivotal position to not only dominate the beer industry in Milwaukee, but to become a national leader. Charles T. Melms, who had succeeded to ownership of Milwaukee's oldest lager beer brewery, founding in 1841 by Herman Riedelschoefer, died in 1870. This brewery, located in the Menomonee Valley, was purchased by Pabst that same year and renamed the South Side Brewery while the one on Juneau was called the Empire Brewery. This purchase made it possible for the Phillip Best Brewing Company to become the largest brewery in the nation by 1874, a ranking the company maintained until 1946.

Disaster struck the company in 1879 when a fire destroyed almost all of the brewery buildings on Juneau Avenue. The only known extant buildings to have survived the fire are the Stock House (1870-75) at 916 West Juneau Avenue and the Brew House (1877) at 1217 North 10th Street. The fire did not cause the brewery to lose its position as the nation's leader, since the South Side Brewery was able to meet the company's production needs until the Empire Brewery was rebuilt. Those buildings that remain today from the early 1880s rebuilding are the ornate office building (1880) at 917 West Juneau Avenue and the Malt House (1882) at 1003 West Juneau Avenue. The Malt House was reported at the time to be the largest of its kind ever built with the capacity to process 500,000 bushels of grain. With its other malting facilities, the Best Brewery was able to process over 1 million bushels of grain, the most of any single U.S. brewery.

In the 1880s two major events occurred that were to reshape the direction of the company. In 1886 it was decided to discontinue all operations at the South Side Brewery to reduce production costs by eliminating the need for two brew masters and duplicate work crews. The Empire Brewery was significantly expanded to accommodate all of the operations. The second important event was the changing of the name from Phillip Best to the Pabst Brewing Company on March 18, 1889. Emil Schandain had died the previous year and the Captain used the name change as a way to further increase his control over the company. Lisette Schandain (Emil's widow) the second largest stockholder, assumed her husband's position as first vice president until she resigned in 1894.

During the 1890s the company experienced its greatest period of physical expansion. More property was acquired in the surrounding area and the majority of the extant buildings were built. Architect Charles Hoffmann was commissioned to design and engineer most of the primary brewery buildings including the Bottling Plant (1891) at 1100 North 10th Street, the Mill House (1891) at 1207 North 10th, the Malt Elevator (1891) at 1023 West Juneau Avenue and the Brew House addition (1892) at 1217 North 10th Street. Also in the 1890s, Pabst solidified the company's number one position nationally by acquiring the large Falk, Jung and Borchert Brewing Company of Milwaukee in 1892. This increased the capital value of the firm from \$4 million to \$10 million.

At the beginning of the twentieth century, Captain Pabst was the undisputed brewing leader of the country, if not the world. His success was reflected not only in his role in Milwaukee's business community, but also in the extent of the nationwide restaurant and hotel chain he had established to promote Pabst beer. By developing an aggressive network of distribution outlets, Pabst had secured a national market and Pabst beer was shipped to all known parts of the world. The beer's reputation was greatly enhanced by being judged the best of the 1893 World's Colombian Exposition in Chicago. The word's "Blue Ribbon" were first added to the label in 1895 with the Blue Ribbon label first used in 1898. At home Captain Pabst was named the first president of the Wisconsin National Bank in 1892 (now part of First Wisconsin National Bank). He subsequently erected the Pabst Building (formerly at the northwest corner of North Water and East Wisconsin) in 1892 to house the bank. When it was built, the Pabst Building was Milwaukee's tallest structure. He also built the Pabst Theater in 1895 at 144 East Wells Street. The beer's international popularity during this period was represented by the world-famous Pabst Harlem Restaurant that opened in 1900 in New York City.

Captain Pabst died in 1904 at the height of his company's success. Control of the brewery was passed on to his sons, Gustav, who became president, and Fred, Jr. who was vice-president. Fred, Jr. resigned his office in 1905 and moved to Oconomowoc, Wisconsin where he operated

the Pabst Farms. Gustav exhibited the same flair for the brewery business as hand his father and the company continued to dominate the industry. New restaurants and beer gardens were built, including Milwaukee's famous Gargoyle Restaurant, which opened in 1906 on Wisconsin Avenue.

Gustav Pabst was president of the brewery when prohibition began in 1919. The brewery was closed and the Pabst Corporation was organized in 1920. The company diverted production to near beers, "Pabstette" a whole milk food, Pabst "Wonder" cheese, malt syrup and extract and soft drinks. A significant part of the Juneau Avenue plant was leased to other manufacturers. Gustav resigned as president in 1921 and Fred, Jr. became its chief executive. Fred, Jr. successfully guided the company through prohibition and when it was repealed in 1933 the brewery was ready to resume full production. Fred had the foresight to maintain the brewery machinery as well as to upgrade the facilities for increased output. In 1932 the Premier Malt Production Company of Peoria, Illinois voted to merge with Pabst as the Premier-Pabst Corporation, which became the Pabst Brewing Company in 1938. The following year, new officers were elected with Fred, Jr. as a vice-president. He continued with the brewery until his death in 1958.

In the decades after World War II, the Pabst Brewing Company fell from its long held number one ranking and entered a long period of decline with dwindling profits, fewer sales and a loss of its national market. By 1958, the brewery had reached its nadir as it sank to only the eleventh largest in the nation. Within two years it dramatically rose to the number five position and by 1961 it was the nation's third largest. 1961 also marked the year that the Pabst corporate offices returned to Milwaukee from Chicago. After the merger in 1932 with Premier Malt Products, the company's general offices had moved to Chicago in 1933. Pabst was able to maintain its number three national ranking until 1979 when it began to slide again to fourth, then fifth and eventually to sixth place. From 1981 to 1983 the brewery's resources were seriously drained in attempts to ward off a corporate take-over by Minneapolis investor, Irwin Jacobs. This seriously weakened the brewery. When a favorable merger with the Heilmann Brewing Company of LaCrosse, Wisconsin was declared illegal by anti-trust laws, the brewery was purchased in 1985 by its present owner, California investor, Paul Kalmanovitz.

VIII. Staff Recommendation

Staff recommends that the Pabst Brewing Company be designated a historic district in accordance with the provisions of Section 2-335 of the Milwaukee Code or Ordinances.

IX. Preservation Guidelines

The following preservation guidelines represent the principle concerns of the Historic Preservation Commission regarding this historic designation. However, the Commission reserves the right to make final decisions based upon particular design submissions. These guidelines shall be applicable only to exteriors in the Pabst Brewery Historic District. Nothing in these guidelines shall be construed to prevent ordinary maintenance or restoration and/or replacement of documented original elements.

A. Guidelines for Rehabilitation

The Pabst Brewery Historic District is important because of its concentration of period industrial buildings from the 19th and early 20th centuries. Throughout the district's history, a sense of integrity has been maintained by the consistency in scale, setback, siting, and materials. This has resulted in visually distinct block faces, which contribute to the historical character of the District. These guidelines are based upon those contained in Section 2-335(10) of the historic preservation ordinance. They are not intended to restrict an owner's use of his/her property, but to serve as a guide for making changes that will be sensitive to the architectural integrity of the structure and appropriate to the overall character of the district.

1. Roofs

Retain the original roof shape. Dormers, skylights and solar collector panels may be added to roof surfaces if they are not visible from the street. Avoid making changes to the roof shape that would alter the building height, roofline, or pitch. This includes parapets, pediments, and cornices.

2. Exterior Finishes

a. Masonry

- (i) Unpainted brick or stone should not be painted or covered. Avoid painting or covering natural stone and unpainted brick. This is likely to be historically incorrect and could cause irreversible damage if it was decided to remove the paint at a later date.
- (ii) Repoint defective mortar by duplicating the original in color, style, texture, and strength. Avoid using mortar colors and pointing styles that were unavailable or were not used when the building was constructed.
- (iii) Clean masonry only when necessary to halt deterioration and with the gentlest method possible. Sandblasting brick or stone surfaces is prohibited. This method of cleaning erodes the surface of the material and accelerates deterioration. Avoid the indiscriminate use of chemical products that could have an adverse reaction with the masonry materials, such as the use of acid on limestone.
- (iv) Repair or replace deteriorated material with new material that duplicates the appearance of the old as closely as possible.

Avoid using new material that is inappropriate or was unavailable when the building was constructed.

b. Wood/Metal

- (i) Retain original material, whenever possible. Avoid removing architectural features that are essential to maintaining the building's character and appearance.
- (ii) Repair or replace deteriorated material with new material that duplicates the appearance of the old as closely as possible. Avoid covering architectural features with new materials that are inappropriate or where unavailable when the building was constructed.

3. Windows and Doors

- a. Retain original window and door openings on publicly visible elevations. Avoid making additional openings or making changes in existing fenestration by enlarging or reducing window or door openings to fit new stock window sash or new stock door sizes.
- b. Respect the building's stylistic period. If replacement window sash or doors are necessary, the replacement should duplicate the appearance and design of the original window sash or door. Avoid using inappropriate sash and door replacements such as unpainted aluminum combination storm and screen units. Avoid the filling-in or covering of openings with inappropriate materials such as glass-block or the installation of plastic or metal strip awnings or shutters. Avoid using modern style window units such as horizontal sliding sash in place of double-hung sash or the substitution of units with glazing configurations not appropriate to the style of the buildings.

4. Trim and Ornamentation

There shall be no changes to the existing trim or ornamentation except as necessary to restore the building to its original condition. Replacement features shall match the original member in scale, design and appearance.

5. Additions

Additions will require the approval of the Commission. Approval shall be based upon the addition's design compatibility with the district in terms of height, roof configuration, fenestration, scale, design and materials, and the degree to which it visually intrudes upon the principle elevations of the adjacent structures.

B. Guidelines for Streetscapes

The visual character of the streetscapes in the Pabst Brewery Historic District is maintained by the consistency of the blockfaces in terms of materials, scale, siting and

density. This was resulted in a compact, cohesive building stock with no intrusions that would detract from the district's historic character.

1. Maintain the height, scale, mass and materials established by the buildings in the district and the traditional setback and density of the block faces. Avoid introducing elements that are incompatible in terms of siting, materials, height or scale.
2. Use traditional landscaping, fencing, signage and street lighting that is compatible with the character and period of the district. Avoid introducing landscape features, fencing, street lighting or signage that are inappropriate to the character of the district.

C. Guidelines for New Construction

The visual character of the streetscapes in the Pabst Brewery Historic District is maintained by the consistency of the blockfaces in terms of materials, scale, siting and density. This has resulted in a compact, cohesive building stock with no intrusions that detract from the district's historic character.

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2. Use traditional landscaping, fencing, signage and street lighting that is compatible with the character and period of the district. Avoid introducing landscape features, fencing, street lighting or signage that are inappropriate to the character of the district.

D. Guidelines for new Construction

It is important that new construction be designed to harmonize with the character of the district.

1. Siting

New construction must reflect the traditional siting of buildings in the Pabst Brewery Historic District. This includes setbacks, spacing between buildings and the orientation of openings to the street and neighboring structures.

2. Scale

Overall building height and bulk; the expression of major building divisions including foundation, body and roof; and individual building components such as porches, overhangs and fenestration must be compatible with the surrounding structures.

3. Form

The massing of new construction must be compatible with the surrounding buildings. The profiles of roofs and buildings elements that project and recede from the main block must express the same continuity established by the historic structures.

4. Materials

The building materials that are visible from the public right-of-way should be consistent with the colors, textures, proportions, and combinations of cladding materials traditionally used in the Pabst Brewery Historic District. The physical composition of the materials may be different from that of the historic materials, but the same appearance should be maintained.

E. Guidelines for Demolition

Although demolition is not encouraged and is generally not permissible, there may be instances when demolition may be acceptable if approved by the Historic Preservation Commission. The Commission shall take the following guidelines, with those found in subsection 9 (h) of the ordinance, into consideration when reviewing demolition requests.

1. Condition

Demolition requests may be granted when it can be clearly demonstrated that the condition of a building or a portion thereof is such that it constitutes an immediate threat to health and safety.

2. Importance

Consideration will be given to whether or not the building is of historical or architectural significance or displays a quality of material and craftsmanship that does not exist in other structures in the area.

3. Location

Consideration will be given to whether or not the building contributes to the neighborhood and the general street appearance and has a positive affect on other buildings in the area.

4. Potential for Restoration

Consideration will be given to whether or not the proposed demolition is a later addition that is not in keeping with the original design of the structure or does not contribute to its character.

5. Replacement

Consideration will give given to whether or not the building is to be replaced by a compatible building of similar age, architectural style and scale or by a new building that would fulfill the same aesthetic function in the area as did the old structure (see New Construction Guidelines)

F. Fire Escapes

Additional required fire escapes shall be designed and located so as to minimize their visual impact from the public right-of-way.

G. Signs

The installation of any permanent exterior sign other than those now in existence shall require the approval of the Commission. Approval will be based on the compatibility of the proposed sign with the historic and architectural character of the building and the district.