an Architectural Thesis by Rachel M. Horntvedt
If we as architects look to the past to inform our design decisions; what implications does a building’s history/past have on its present and future potential for redevelopment?
Historically, some building types lend themselves better to future [re]development than others, and because of this, it is necessary that the architect/developer consider how different building types allow for a feasible transition from one function to another.

As the push for the sustainability of our built environment increases, it is critical that architects/developers recognize the inevitable need for our buildings to transition into a variety of functions in order to both support and survive in the economy in which they exist.

There is constantly a need for the structures around us to change to adapt to new user groups, changes in taste/style and technology.

The feasibility of a building to transition between functions and adapt, greatly increases the lifespan of the buildings.

Some structures are more capable than others to make the transition from one function to another.

The built environment is ever changing, and as our structures age and become obsolete, it is important that they can transition from their initial purpose/function, extending their lifespan and decreasing the need for new construction.
"He who controls the present controls the past... he who controls the past controls the future."
- George Orwell

"The issue is no longer about new versus old, but about the nature of the vital relationship between the two."
- Kenneth Powell

*Architecture Reborn: Converting Old Buildings for New Uses*
The legacy of our buildings, what we choose to tear down and what we choose to keep, defines who we are and what we value. In understanding the past we create the potential to combine the old fabric of our cities with new ideas, creating almost limitless resources for the future. Historic buildings help define the character of our communities and provide a tangible link to the past.

The historic industrial buildings that we choose to keep are physical and tangible reminders of the original nature of the place, and they become material evidence of cultural development. Without the element of time, the past cannot be represented in space, but character-defining features help to illuminate the industrial traditions, and provide evidence of a particular history that emphasizes a place’s social construction and continuum through time.

“Cities need old buildings so badly it is probably impossible for vigorous streets and districts to grow without them.”

-Jane Jacobs
The Death and Life of Great American Cities

"Cities need old buildings so badly it is probably impossible for vigorous streets and districts to grow without them."
In the past, building conversion often took place without regard for the history of the “character” of the structure. Today, deciding what to save and what to do with the buildings we do save are just the first steps. We must also be aware of how much we can change a building before it loses the very qualities we set out to preserve.

“...is a reservoir of energy. To demolish it will require additional energy. The new building proposed to be built in its place will require still more energy.”

-James Marston Fitch
If new architecture, the so-called ‘heritage of the future,’ is vital to towns and cities, the rediscovery and reuse of old buildings and areas is even more significant in underpinning urban life in the twenty-first century.”

-Kenneth Powell

*Architecture Reborn: Converting Old Buildings for New Uses*
“A minor shift in the way we define architecture, from ‘the art of building’ to ‘the design-science of the life of buildings’ could transform the way civilization manages its built environment toward long-term responsibility and constant adaptivity.”

-Stewart Brand
How Buildings Learn
The historic Pabst Brewery complex is a prime example of Milwaukee’s brewing past, and the Cream City brick, used on most of the buildings within the complex, is an everyday reminder of how industry has shaped not only the city of Milwaukee, but also its residents.

With proximity to the Milwaukee Area Technical College, the County Courthouse, Marquette University and the Aurora Sinai Medical Center, the Pabst Brewery complex is becoming Milwaukee’s newest, sustainable downtown neighborhood.
site plan:
pabst bottling building - the brewery complex, milwaukee wi

75 ft
150 ft
300 ft
**Block 3 - Building 29 - Bottling Building**

*one of The Brewery’s Historic Buildings*

**Year Built:** 1910

**Construction Type:** Steel and timber-framed

Cream City Brick exterior

**Price:** $5,000,000

**Size:** Three-story building consisting of approximately 237,000 square feet. The first and second floors consist of approximately 95,000 square feet. The third floor has two distinct sections on the East and West ends of the building. Each of these sections have approximately 23,000 square feet.

The Bottling Building (Building 29) is located between North 10th Street and the newly reintroduced North 9th Street and is bordered by West Highland Avenue to the South. The approximately 237,000 square foot, three-story building sits on an eastward sloping site and offers a very unique, multi-leveled facade.

The Bottling Building has a very unique floor size for a building in a downtown location and is suitable for a wide range of commercial uses. Located directly across from this building is the 880 stall parking structure which opened for business in December 2009.

The Bottling Building is eligible for federal and state historic rehabilitation tax credits and is also located in a new market tax credit eligible census tract.
One important quality of old buildings is their ability to generate ideas for reuse based on their inherent qualities. Old buildings, representative of a community’s history and character, have the power to excite people into developing economic and educational activities that would not have otherwise been considered.

The importance of this site lies in the context/environment in which it exists. In [re]developing and [re]purposing the existing industrial buildings, it is the goal of The Brewery Project to create a sustainable neighborhood that will positively influence the environment, the people who live and/or work there, and the financial success of the project.
Entry and Circulation

- PROMINENT ENTRY
- SECONDARY ENTRY
- HORIZONTAL TRANSPORTATION
  - ENTRANCE
  - VERTICAL TRANSPORTATION

Diagram showing various entry points and circulation routes, including ground entry, retail entry, residential entries, and restaurant entry.
Introducing the Courtyard

Second Level Entrances
Ground Level  First Level  Second Level
01- Grocery Entry  
02- Customer Service / Check Out  
03- Fresh Produce  
04- Refrigerated Goods  
05- Dry Goods  
06- Frozen Goods  
07- Prepared Foods  
08- Deli / Meats  
09- Bakery  
10- Grocery Storage  
11- Loading Docks  
12- Bottling Building Restaurant Kitchen  
13- Bottling Building Restaurant  
Dining Room / Bar  
14- East Center Grade Entrance  
15- Speculative Retail - approx. 2800 sq ft  
16- Speculative Retail - approx. 5700 sq ft  
17- SE Corner Grade Entrance  
18- Central Courtyard  

ground level plan
perspective:
view of courtyard from north stair corridor
Case Study:
Ford Assembly Building
Boiler House Restaurant

01- Restaurant Entry
02- Bar
03- Private Dining Room
04- Dining Room
05- Beer Cove
06- Loading Dock
07- Staff Entry
08- Frozen Goods
09- Refrigerated Goods
10- Office

bottling building restaurant plan
axonometric view: section of north stair corridor

axonometric view:
custom sun shade and mullions

curtain wall detail

DUX adaptive architecture
mixed use
01 - Commercial Office Space - approx. 11,500 sq ft
02 - SW Corner Grade Entrance
03 - Commercial Office Space - approx. 5,600 sq ft
04 - Speculative Retail - approx. 4,000 sq ft
05 - West Center Grade Entrance
06 - Speculative Retail - approx. 4,500 sq ft
07 - Commercial Office Space - approx. 9,600 sq ft
08 - Fitness Center
09 - Commercial Office Space - approx. 6,200 sq ft
10 - Central Courtyard
Case Study: 3641 Holdrege Avenue

01- Main Entry
02- Lounge Space
03- Free Weights
04- Men’s Locker Room
05- Women’s Locker Room
06- Tanning Bed
07- Laundry/Storage/Mechanical
08- Fitness Center Main Office
09- Personal Trainer’s Office
10- Secondary Entry
11- Fitness Studio
12- Workout Equipment
13- Aerobic Equipment
Case Study: The Blue Ribbon Lofts

01 - Efficiency Apartment
02 - One Bedroom Apartment
03 - Two Bedroom Apartment
04 - Three Bedroom Apartment
05 - Office/Mailroom
06 - Laundry
07 - Community Space
perspective: view of two bedroom apartment layout
Apartment Breakdown:
Efficiencies - 6
One Bedroom, One Bath - 7
Two Bedroom, One or Two Bath - 6
Three Bedroom, Two Bath - 5
questions?