retail

[redefine] urban living

office

problem statement

How can balance between new and existing be achieved through renovation?

theoretical premise

Designers need to think sustainably and waste less material, through renovation of unused structures. Developers and architects should recognize the value in vacant buildings instead of tearing them down. They need to see potential for a new use within the old structure.

The action of renovation can create a seamless connection between an old structure and new technology in the built environment.

The building's function can be redefined to adapt to the needs of the community.

justification

Preservation, restoration and renovation are needed in our society. Less resources would be used if renovations became the norm. The concern has been about being green and sustainable. What is more sustainable than extending the life of a building?

redefinition

Not only did this adaptive reuse project redefine a building and give it new purpose; it redefined the way people live within a city.

Through this thesis, an indoor, green sanctuary was created as a private space within a larger shared public space. This space provides new opportunities for interaction with neighbors and introduction to new technologies.

Figure 1

pabst history

In 1844, the Best and Company Brewery was founded in Milwaukee Wisconsin. Jacob Best's son in law, Fredrick Pabst took over in 1863. The name was changed to Pabst Brewing Company in 1889. In 1891, the bottling building, along with many others, were built during the expansion.

Pabst died in 1904 and the brewery was passed on to his sons. The company continued to grow. In 1961, it was the third largest brewery in the nation.

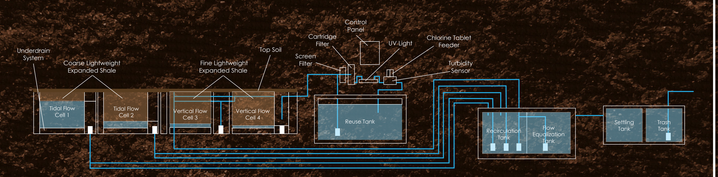
In 1996, Pabst laid off over 70% of their workers and moved production from Milwaukee to La Crosse. The Pabst Brewery complex stood vacant until Joseph Zilber purchased the buildings in 2006 to create "The Brewery."

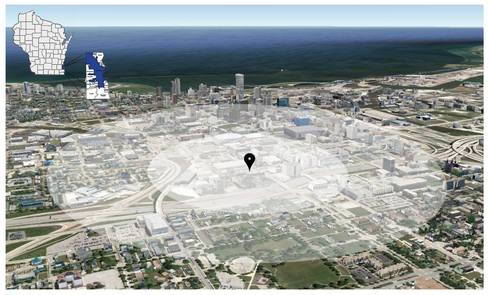
Zilber has since passed on, but through his historic redevelopment fund, work continues.

Figure 2

living machine

The living machine incorporates a series of wetland cells filled with shale that promotes the development of micro-ecosystems. These five-by-five foot cells are placed above columns for support. As water moves through the system, the cells are alternately flooded and drained to create multiple tidal cycles each day, much like natural wetlands. The micro-ecosystems within the cells remove nutrients and solids from the wastewater. The final polishing stage, which involves filtration and disinfection, produces water ready for reuse



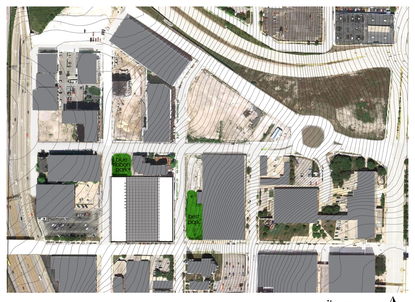


milwaukee wisconsin

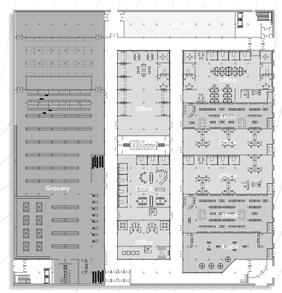
walkability
0'-1" = 1/4 mile

0.2 miles	Milwaukee Area Technical College
0.3 miles	Aurora Sinai Medical Center
0.5 miles	Marquette University
0.6 miles	Hudson River
0.7 miles	King Park
1.1 miles	Pabst Theater
1.2 miles	Pabst Mansion
1.4 miles	Carver Park
1.9 miles	Milwaukee Art Museum
2.0 miles	Milwaukee Bay
2.5 miles	Henry Maier Festival Park
3.4 miles	North Point Light House
3.8 miles	McKinley Marina

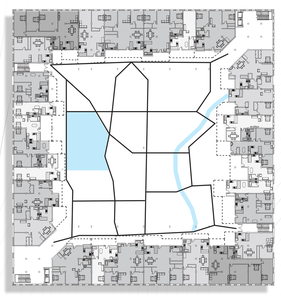
Half mile radius:	**One mile radius:**
2 universities	4 universities
3 apartments	30 apartments
2 parks	9 parks
0 coffee shops	15 coffee shops
0 grocery stores	5 grocery stores
1 resturant	48 resturants
1 retail store	22 retail stores



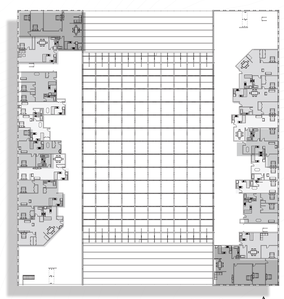
site map
0'-1" = 150'-0"



first floor
100 ft 50 ft 25 ft 0 ft N



second floor
100 ft 50 ft 25 ft 0 ft N

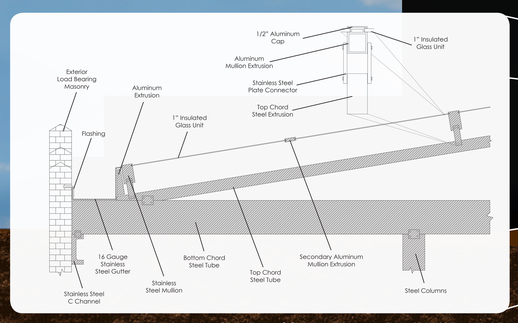


third floor
100 ft 50 ft 25 ft 0 ft N

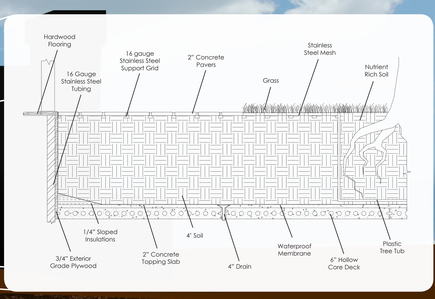
blue ribbon park

condominium

living machine



Glass Roof and Truss Detail 0'-5/8" = 1'-0"



Living Machine Detail 0'-5/8" = 1'-0"

Brittany Taplin | Mark Barnhouse
Arch 772 | Design Thesis Spring 2014

Revit 2014 | Rhino 5 | AutoCAD 2014 | Illustrator CS5 | Photoshop CS5 | InDesign CS5 | Google Earth

Figure 1 | http://39k365.wordpress.com/2009/11/30/pabst-brewing-co-could-be-sold-again-in-2010/
Figure 2 | http://lookingatwisconsin.jgpz.blogspot.com/2010/08/living-in-pabst-redadapting-data.html