

Sustainability at The Brewery

Established in 1844, the **Pabst Brewing Company** grew to lead the world in beer brewing with its famous Pabst Blue Ribbon. After closing its doors in 1996, workers literally left the site, not to return, leaving the already deteriorating complex destined to be reduced to rubble.

...with the great vision and commitment of developer and philanthropist Joseph J. Zilber, a breath of new life has been given to what we now know as **“The Brewery.”**

The Brewery, an exciting live, work, learn and play community has gone to great lengths to incorporate a wide range of sustainable strategies into all aspects of the development and construction process. By implementing the United States Green Building Council, LEED for Neighborhood Development Rating System, The Brewery is on track for **Platinum** Certification and is destined to be one of urban America’s premier sustainable neighborhoods.

Sustainable Strategies at The Brewery

Eco-Charette

A brainstorming session was held to discuss and maximize sustainable issues and strategies specific to The Brewery. Participants included members of The Brewery Development Team, National Sustainability experts, City of Milwaukee Planning and Development, Milwaukee Metropolitan Sewage District, Local Universities and community leaders.



Sustainability Guidelines

Comprehensive guidelines have been written to inspire, educate and implement sustainable strategies at The Brewery.

Local Economic Development

Local employment and small business participation for all public and private work at The Brewery is no less than 21% for the Residents Preference Program and no less than 18% for Emerging Business Enterprises.

Brownfield Redevelopment

Once a manufacturing complex, this site had contaminants throughout. Clean up efforts included asbestos and lead paint abatement and the remediation of contaminated soils.



Historic Preservation of Buildings

The Brewery, listed on the National Historic Register, will redevelop over 60% of the original structures.

Stormwater Management

The Brewery site captures all stormwater from roof tops, open areas and roadways before entering the combined sewer system. This stormwater is collected and purified through the implementation of underground detention reservoirs, porous pavement areas, bio-swales and the aggressive use of landscaping. The Brewery, once a 100% impervious site, now infiltrates over 75% of the average annual rainfall and extracts over 85% of its pollutants.



Master Planning

Urbanism and smart growth planning principles were utilized to develop project density, a mixed-use environment, diversity and affordability of residential dwellings, site connectivity with pedestrian friendly streetscapes, multi-purpose and centralized parking and easy access to public transportation.



Comprehensive Demolition and Construction Waste Management

The Brewery has recycled, reclaimed, or resold over 85% of all debris from demolished buildings and infrastructure. New construction of buildings mandates a minimum of 75% of its construction waste to be recycled.

Green Building Methodology

The Brewery encourages a green building approach to all building renovations and new construction through its sustainability guidelines and financial support. An 880-stall parking complex with ground floor retail is the first new construction project. This building will be LEED Gold certified.