



Pearl Brewery | Case Study

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Services Delivered

- Proforma Evaluation
- Management Plan
- Event Programming
- Feasibility Study
- Leasing Strategy
- Site Plan Review
- Facilities Recommendations
- Landscape Design
- Event Guidelines

Market Environment

Pearl Brewery is a 22-acre historic and industrial site on the banks of the San Antonio River that served as a major brewery from 1881-2001. Its original Spanish-style structures were built for brewing, bottling, storage and shipping. When beer production ended in 2001, it left a void in activity near the famed Riverwalk and San Antonio College. Developer Silver Ventures purchased the site in 2002. Today, Pearl Brewery is a culinary and cultural destination set amid a tapestry of historic and contemporary structures, gardens, plazas, public pathways, open spaces and tree-lined streets.

As a dynamic and evolving environment, Pearl is committed to stewardship and learning. It's home to the Aveda Institute beauty school and the Culinary Institute of America, San Antonio, (CIA) and the Architecture Foundation. Restaurants, a farmers market and food events coexist with bike stores, children's bookstores and health clubs. The Pearl Stable, a former home for draft horses in the 1880's, and Pearl Studio, a "contemporary warehouse," provide unique places for myriad events. This historic gathering place, once renowned for beer production, today is a welcoming place to eat, play and learn along the banks of the San Antonio River.

Challenge

- Transform an abandoned historic site, and surrounding neighborhood, into a vibrant historic adaptive re-use destination for residents and visitors that celebrates the site's authenticity, local culture and history.
- Determine best uses and designs for indoor and outdoor buildings and open spaces to maximize the site's potential as a community gathering spot and revenue generator.
- Develop a new organizational structure for management, planning and revenue generating programming of public spaces.

Strategy

- Create a multi-faceted destination focused on a new "village" atmosphere that is pedestrian friendly, authentic, multi-cultural, and focuses on the culinary experience, art, culture and learning.