

History of 1313 Regent Street

Our location at 1313 Regent boasts an intriguing history! Its commercial existence began as Meier's Garage in the late 1920s or early 1930s. The Meiers owned a Yellow Truck franchise that later became part of General Motors and was renamed GMC Trucks. The Meiers also started a bus service when they added Southern Wisconsin Transportation Company, which eventually changed its name to Badger Bus to better compete with the name recognition of Greyhound Bus. And 1313 Regent was the repair garage for Badger Bus, which explains the high garage doors in our event space.

In 1966, the Meiers sold the property to former Governor Patrick Lucey. Four months later, Lucey assigned the property to The Park Agency, which was controlled by the New York Kennedy family. The Kennedys rented the space to several tenants, including Chris Beebe, who started Foreign Car Specialists in 1969. The Kennedys sold the property to Beebe in 1978, and he operated under the name Foreign Car Specialists until 2015, when Lucky's 1313 Brew Pub entered the scene.

We engaged in an extensive remodel, saving what we could and replacing what was necessary. We added barn boards salvaged from several Southwestern Wisconsin farms, pub tables custom - made from resawn barn beams and many industrial remnants that were saved from the recycle bin to be repurposed for today's unique décor at Lucky's 1313 Brew Pub! We hope you love the space as much as we loved creating it for you.

