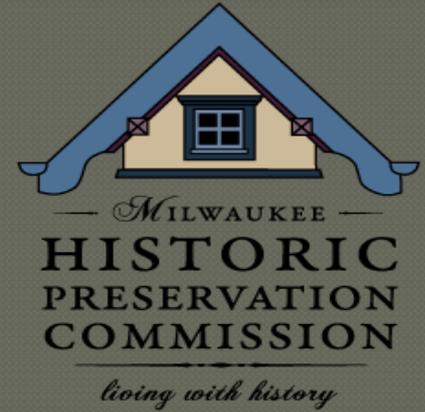
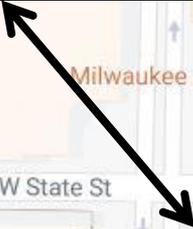


# Consideration of the Permanent Historic Designation of the Journal Company Building and Site ZND April 9, 2019



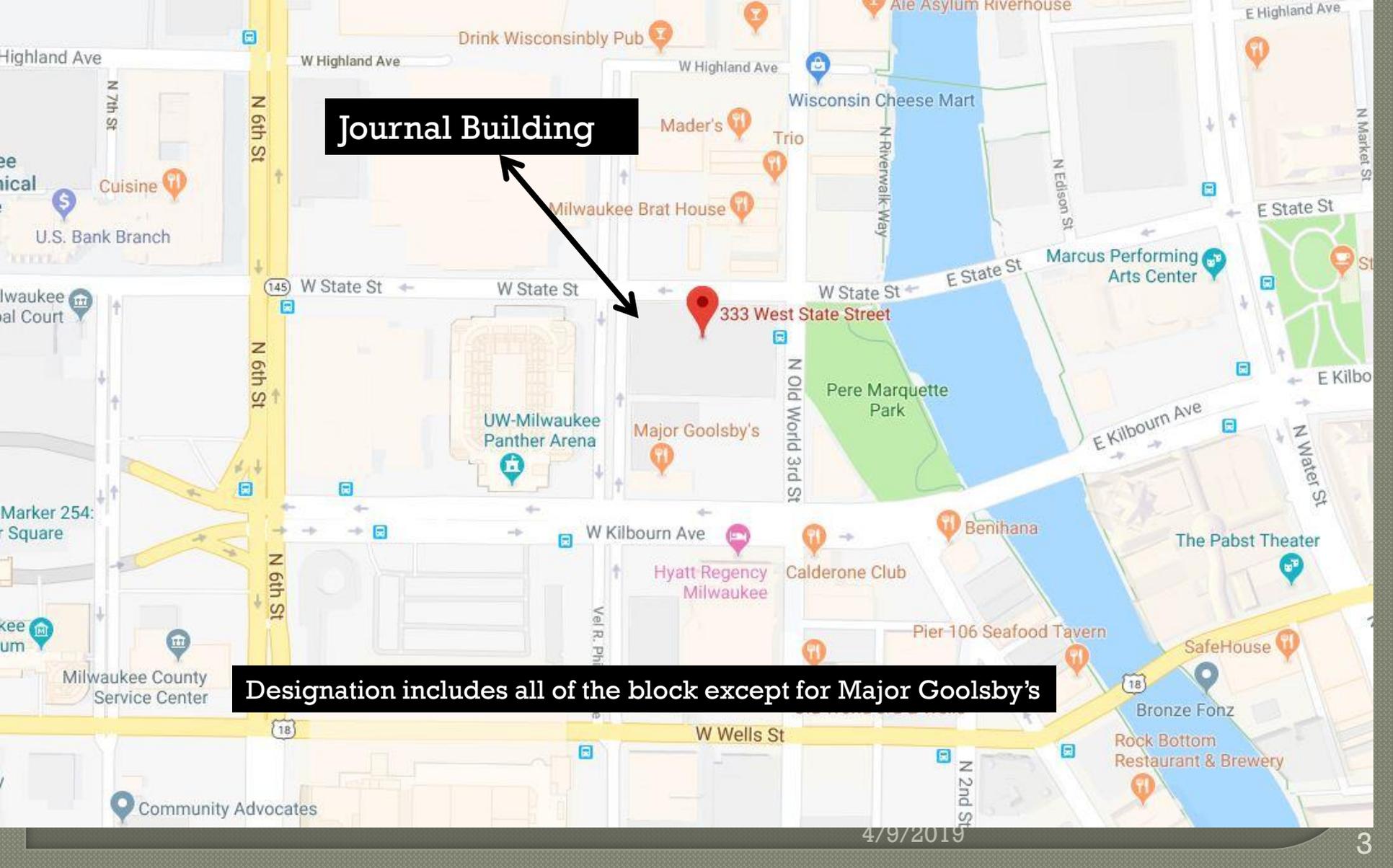
**Resolution relating to  
the Permanent Historic  
Designation  
Of the  
Journal Company Building  
At 333 West State Street  
In the 4<sup>th</sup> Aldermanic District**

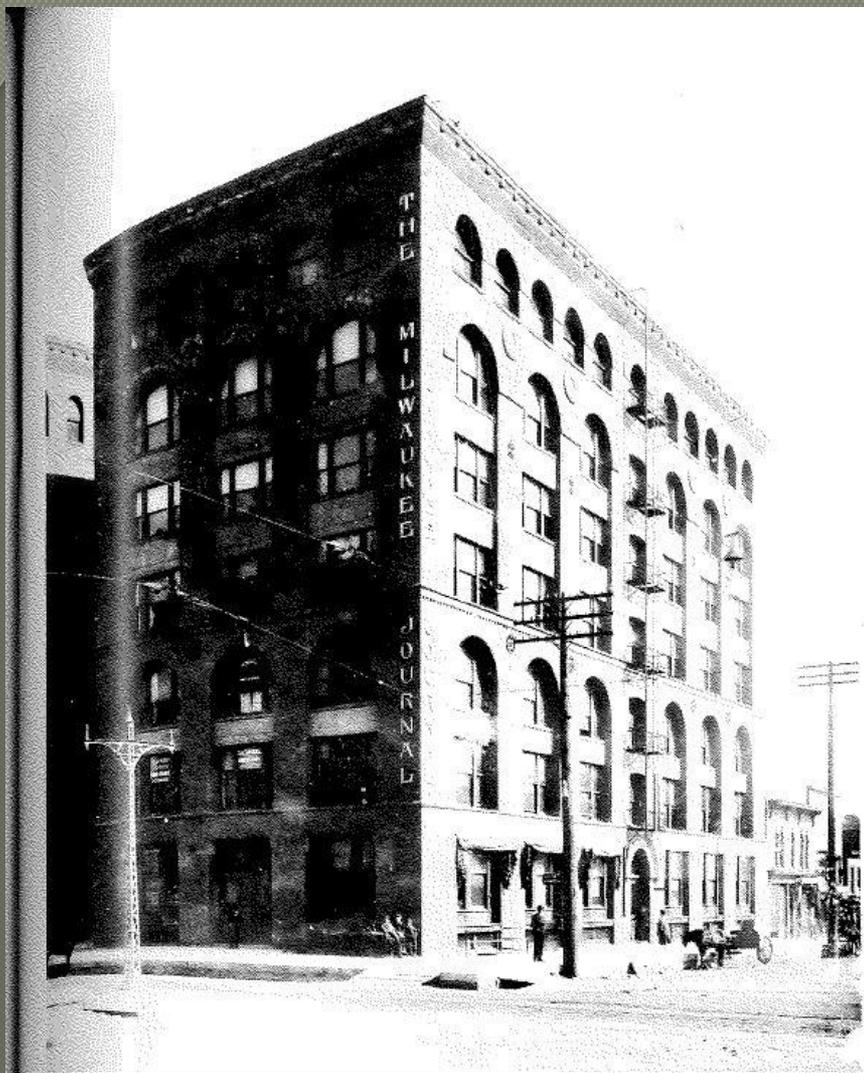
**Journal Building**



333 West State Street

**Designation includes all of the block except for Major Goolsby's**





Prior locations of the Milwaukee Journal, on Michigan Street (L) and N. 4<sup>th</sup> Street (R) both demolished



This was the corner of 4th and State Sts. in the summer of 1923. Among the buildings to be razed for the new home of The Milwaukee Journal was the old Freie Gemeinde Hall (extreme right).

Cornerstone  
laid April 12,  
1924

Open to the  
public  
November 16,  
1924

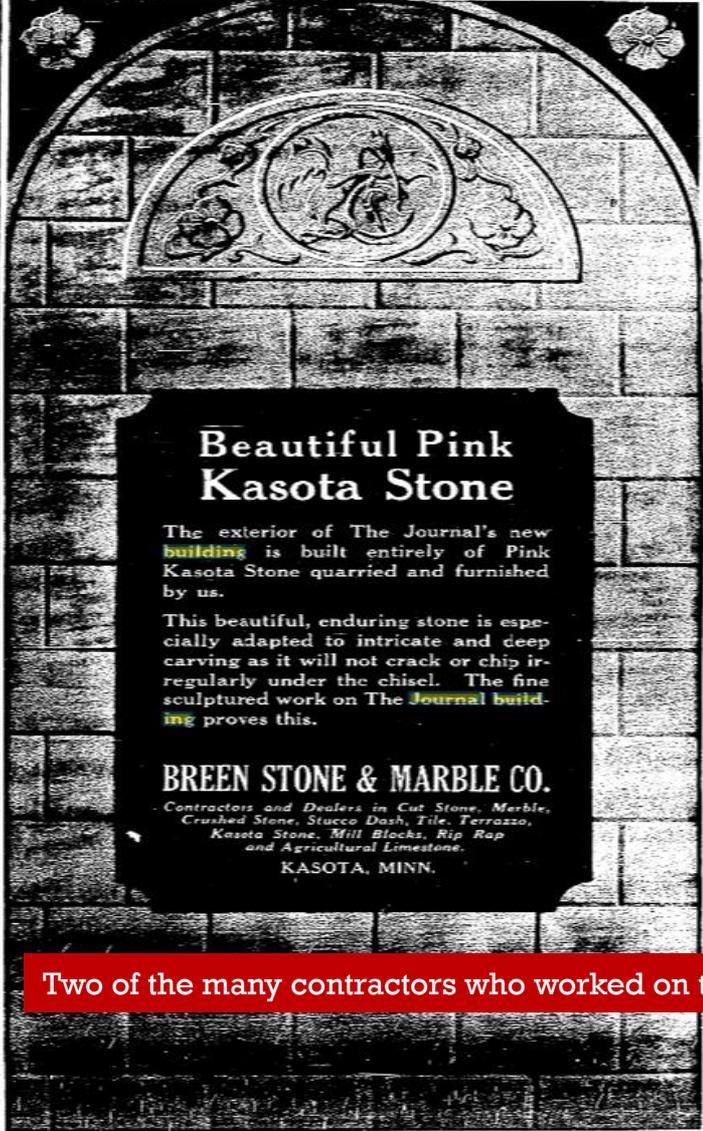




BUILDING FOR THE JOURNAL COMPANY, MILWAUKEE, WIS.  
FRANK D. CHASE, INC. ENGINEERS AND ARCHITECTS

One of a number of illustrations in the American Architect article on the building November 20, 1925, a year after completion (L) and today (below)





## Beautiful Pink Kasota Stone

The exterior of The Journal's new building is built entirely of Pink Kasota Stone quarried and furnished by us.

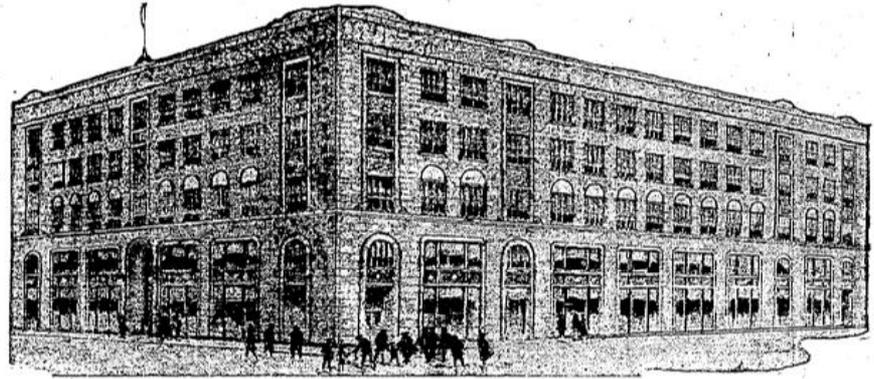
This beautiful, enduring stone is especially adapted to intricate and deep carving as it will not crack or chip irregularly under the chisel. The fine sculptured work on The Journal building proves this.

### BREEN STONE & MARBLE CO.

*Contractors and Dealers in Cut Stone, Marble,  
Crushed Stone, Stucco Dosh, Tile, Terrazzo,  
Kasota Stone, Mill Blocks, Rip Rap  
and Agricultural Limestone.*

KASOTA, MINN.

Two of the many contractors who worked on the building



# THE WINDOWS

in the new Journal Building  
were made by LUPTON

Lupton Copper-Steel Windows were used throughout this beautiful building. Leading Architects everywhere specify Lupton Windows for high class Hotel, Office, Home and Factory Building use. Lupton makes a type of window for every type of building:  
Ask for literature.

## DAVID LUPTON'S SONS CO.

*Main Office and Factory, Philadelphia*

FRANK W. KIMBALL, Agent, MILWAUKEE



ABOVE: PUBLIC LOBBY AND OFFICE ON FIRST FLOOR:

BELOW: PRESIDENT'S OFFICE

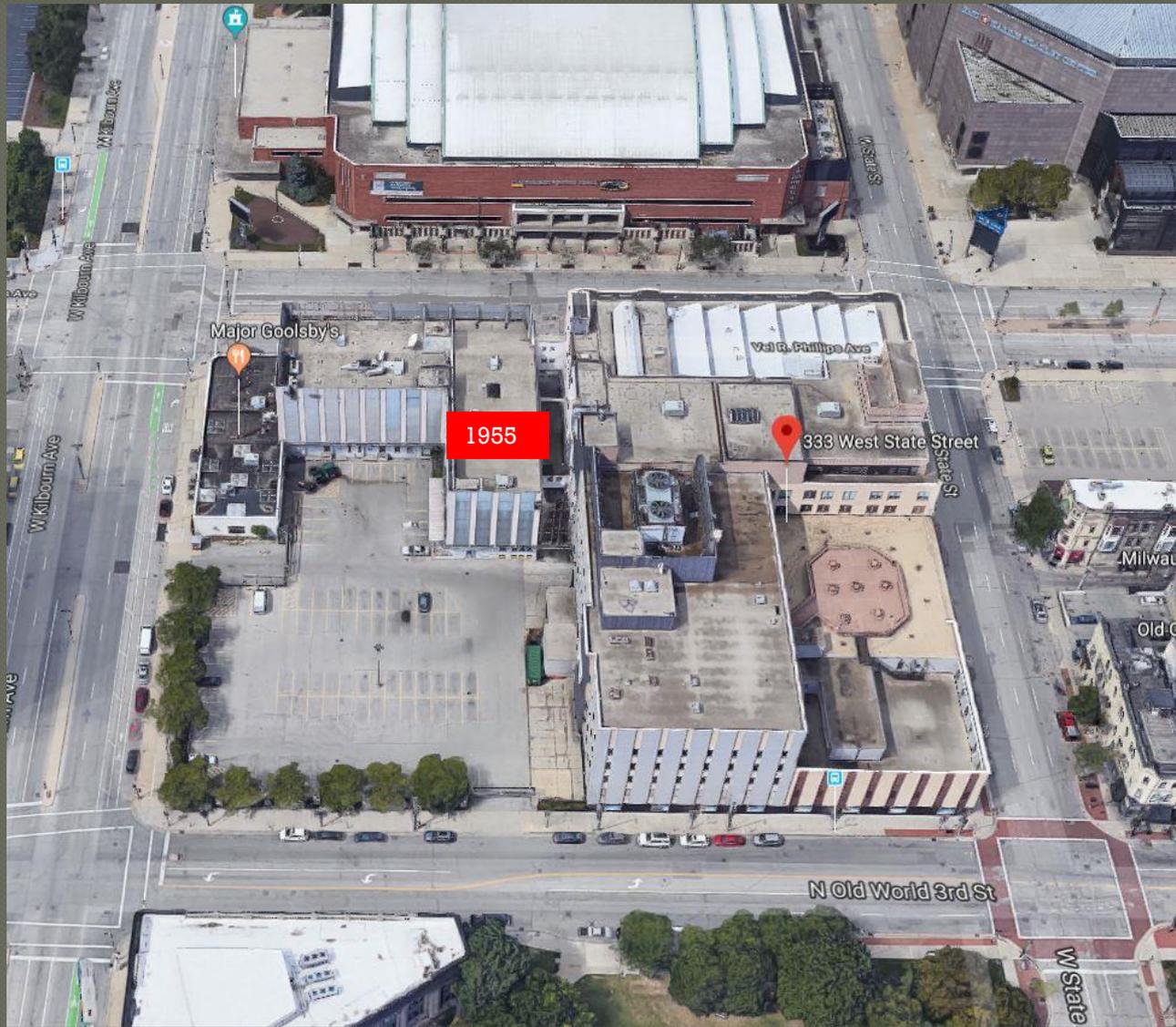


The Republic Building was constructed in 1919, 1923, 1928 (L)



The Milwaukee Journal began using this building next door by the mid-1950s. It was known as the Republic Building. When the Journal acquired the Sentinel, it moved the Sentinel here in 1962. This shows the original entrances and storefronts.





## Post World War II expansion.

1950—Rooftop penthouse expansion

1955—6<sup>th</sup> floor addition to east side of roof

1955—2 bridges constructed to Sentinel Building

(Eschweiler)

1959—New loading dock

(Eschweiler)



# Post World II Expansion

1962—New addition to east and south



## Changes to the Sentinel Building

1919—new building

1923—4<sup>th</sup> floor added

1928—new building constructed to south

1957—shown as Journal Annex in the city directories

1981—major changes to facade., new cladding,  
entrance, Pfaller Herbst Associates





## Timeline

1962—Purchase of Sentinel by Journal

1995—Journal and Sentinel merge, 1<sup>st</sup> combined paper Sunday  
April 2, 1995

2003—Journal Communications, stopped employee stock  
option, began printing in facility in West Milwaukee

2015—merger with E. W. Scripps of Cincinnati

2016-April 8—Acquired by Gannett Company—one of 11 in  
eastern and central Wisconsin

2019—Gannett looking to move Milwaukee operations, has  
listed the Journal Building for sale, is fighting off offer to  
purchase from Digital First Media that is owned by Alden  
Global Capital, a New York hedge fund

Staff recommends that the Milwaukee Journal Building site be given permanent historic designation as a City of Milwaukee Historic Site as a result of its fulfillment of criteria e-1, e-3, e-5 and e-9 of the Historic Preservation Ordinance, Section 320-21(3) of the Milwaukee Code of Ordinances.

4/9/2019