



Milwaukee Historic Preservation Commission Staff Report

Living with History

HPC meeting date: 3/11/2013
Ald. Robert Bauman District: 4
Staff reviewer: Paul Jakubovich
PTS #85959

Property	427 W. JUNEAU AV. The former Gipfel brewery, an individually-designated historic building	
Owner/Applicant	BRADLEY CENTER SPORTS & ENTERTAINMENT CORP 1001 N 4TH ST MILWAUKEE WI 53203	Bradley Center Sports & Entertainment Corporation 1001 N. 4th St. Milwaukee, WI 53203 Phone: (414) 227-0400 Fax: (414) 227-0497
Proposal	Per HPC staff recommendation, remove individual designation from the building which was completely razed following its slow deterioration after being moved to a temporary holding site.	
Staff comments	<p>The preservation ordinance now allows for the de-listing of individually-designated buildings that have been completely destroyed by fires and natural catastrophes. The former Gipfel Brewery, built in the 1850's, was moved from its original site to a vacant piece of land on the path of the former Park East Freeway where it stood on wooden cribbing for an extended period of time. Although this was meant as a temporary holding site for the building, a permanent site was never secured.</p> <p>This building slowly deteriorated and it was then condemned and razed by the City of Milwaukee. The lot where the building was originally located is vacant today and the designation serves no purpose at present or for future redevelopment. If approved by the HPC, the proposal will proceed to the Zoning and Neighborhood Development Committee for recommendation to the full Milwaukee Common Council which in turn will vote on the de-listing.</p>	
Recommendation	Recommend HPC Approval	
Conditions		
Previous HPC action		
Previous Council action		