



City of Milwaukee

200 E. Wells Street
Milwaukee, Wisconsin
53202

Meeting Minutes

HISTORIC PRESERVATION COMMISSION

MATT JAROSZ, CHAIR

Ald. Robert Bauman, Vice Chair

*Marion Clendenen-Acosta, Ann Pieper Eisenbrown, and
Patricia Keating Kahn*

*Staff Assistant, Linda Elmer, 286-2231, Fax: 286-3456,
lelmer@milwaukee.gov*

*Senior Planner: Carlen Hatala, 286-5722,
chatal@milwaukee.gov*

*Senior Planner: Tim Askin, 286-5712,
tim.askin@milwaukee.gov*

*Legislative Liaison, Dana Zelazny, 286-8679,
dana.zelazny@milwaukee.gov*

Monday, May 15, 2017

3:00 PM

City Hall, Room 301-B

Special

1. [161773](#) Resolution relating to the permanent historic designation of the property at 4400 W. State Street, the Gettelman Brewing Company, in the 10th Aldermanic District.

Sponsors: THE CHAIR

Meeting convened: 3:00 P.M.

Ms. Carlen Hatala said Dave Boucher submitted this application for the permanent designation. Ms. Hatala went through the history of the brewery which began in 1854 by two partners who died and Mr. George Schweikhart took over control of the brewery. There was a major remodeling in 1948 - there are some original windows still remaining and the Schweikhart family lived in the house. Adam Gettelman married one of the daughters of Mr. Schweikhart and became the owner. There was a fire and the fire also constructed a mansion to live in in the late 1880s by the brewery; the family later demolished that mansion. Ms. Hatala showed pictures of the brewery complex through the years. Fritz Gettelman took over and designed many inventions in the house on the complex. After World War 2, the Gettelman Brewery began intensive advertising and created the character of "Fritzi" as part of its advertising campaign. They were also one of the first breweries to use television as an advertising medium. Fritz Gettelman died in 1953 and his sons sold the brewery to Miller in 1961. Beer was brewed at this facility until 1970.

Staff recommends permanent history designation based on e-1 and e-9. This is the last brewery with underground lagering cellars that survive from 1854. The Miller caves are different from Gettelman's as they're underground, not carved into the side of a hill. The house is in near-original form. This is the sole example of a residential house standing adjacent to and even touching a brewery building.

Ald. Bauman moved, seconded by Ms. Pieper Eisenbrown, to open the public hearing. There were no objections.

Speakers:

Atty. Brian Randall - attorney for MillerCoors on this matter

Erik Brooks - archivist

John Van Nelson - engineer on the project

Supporters:

David Boucher - nominator

Linda Hanig - long-time resident and writer/researcher - submitted a written statement

Dawn McCarthy registered in support but did not wish to speak.

Ald. Bauman moved, seconded by Ms. Keating Kahn to close the public hearing.

There were no objections.

Ald. Bauman moved, seconded by Ms. Keating Kahn for designation. There were no objections

3:51 P.M.

A motion was made by ALD. BAUMAN, seconded by Patricia Keating Kahn, that this Resolution be SUBSTITUTED. This motion PREVAILED by the following vote:

Aye: 4 - Bauman, Pieper Eisenbrown, Jarosz, and Keating Kahn

Aye: 4 - Bauman, Pieper Eisenbrown, Jarosz, and Keating Kahn

No: 0

No: 0

Excused: 2 - VACANCY, and Clendenen-Acosta

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A motion was made by ALD. BAUMAN, seconded by Patricia Keating Kahn, that this Resolution be RECOMMENDED FOR ADOPTION AND ASSIGNED to the ZONING, NEIGHBORHOODS & DEVELOPMENT COMMITTEE . This motion PREVAILED by the following vote:

Aye: 4 - Bauman, Pieper Eisenbrown, Jarosz, and Keating Kahn

No: 0

Excused: 2 - VACANCY, and Clendenen-Acosta

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