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April 21, 2017

VIA EMAIL TO:

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Mr. Matt Jarosz, Chair
City of Milwaukee
Historic Preservation Commission
200 East Wells Street
Milwaukee, WI 53202

ROBERT H. FRIEBERT
(1938-2013)

EMERITUS
JOHN D. FINERTY

OF COUNSEL
THOMAS W. ST. JOHN

Re: Agenda Item 161772....Resolution relating to the temporary historic designation of the property at 4400 W. State Street, the Gettelman Brewing Company, in the 10th Aldermanic District

Dear Mr. Chairman:

This firm represents MillerCoors with respect to the above-referenced matter. In anticipation of the hearing on Monday, April 24, this letter outlines MillerCoors' position on the application for temporary designation. We look forward to presenting our position in more detail at Monday's hearing.

As described in the hearing notice, the purpose of the hearing is "to determine whether or not the proposed designation satisfies the criteria for temporary designation." Section 320-21-13-d, *Ordinances*, describes the standards for review of a temporary designation application: "Upon conclusion of the public hearing and after consideration of the criteria for determining 'historic, architectural and cultural significance' provided in sub. 3-e, the commission shall grant temporary designation if the commission finds that there is a substantial likelihood that the commission will recommend historic designation of the nominated structure, site or district to the common council following full consideration of the application for permanent designation." Miller Coors respectfully submits that the application does not meet this burden and the request for temporary designation should be denied.

On March 13, 2017, the City received an application from MillerCoors to demolish two former Gettelman brewery buildings located at 4400 W. State Street (the "Buildings"). MillerCoors filed the application as part of its "Yard Reconfiguration" project at 44th and State Streets. The Buildings are essentially an island in the midst of a large truck yard lot that is used for the company's distribution operations. The yard is undersized, and the company has been forced to rent a third party's yard and to employ a shuttle service between the two yards. The required use

of third party lots is very inefficient and has led to repeated complaints. MillerCoors carefully studied the issues and concluded that its best option was to demolish the Buildings in order to increase the yard space while reconfiguring layout. This project will create more operational efficiencies and improve safety.

MillerCoors has a strong appreciation for its own history and that of this City, and has a demonstrated history of historic preservation, that is clearly visible along State Street. This includes the Miller Caves, Miller Inn and Stables, as well as several remodeled buildings still used in the production process. A number of these restored buildings date to the 1890s and early 1900s. Moreover, MillerCoors invested significantly in 2005 to restore the former Gettelman bottling house, built in 1937, to transform it into the company fitness center and walk-in clinic – a Cream City brick building with “Gettelman Brewery” still carved in stone in the south wall. MillerCoors has also maintained as many architectural elements of the former brewery as possible inside, including the skylights.

MillerCoors does not lightly undertake this project or the demolition of the Buildings. But, the Buildings have not been used for decades and have deteriorated significantly. The Buildings are now in poor condition, and would require significant expenditures just to keep them standing, including an estimated \$1 million alone to replace a leaking roof and abate asbestos (*see* Photos 1 through 5, attached).

The Applicant points to the lager cellars as the Buildings’ distinguishing feature supporting a historic designation. However, another prominent example of such cellars is right down the street at the Miller Caves. Indeed, in the “description of structures” portion of his submission, Applicant describes the Gettelman lager cellars as “manufactured ‘caves’ [that] cooled beer naturally.” That is the same function as the Miller Caves, which were in use for decades until the advent of mechanical refrigeration. Later, in the early 1950s, Miller unearthed the Caves and restored them to create a visitor center and museum. The Caves received major improvements in 1987, as did the tunnels in the early 1990s. (Photos 6 and 7, attached, show the Caves before and after restoration efforts.) In 2008, MillerCoors invested over \$1 million to improve its Tour Center and the Caves Museum.

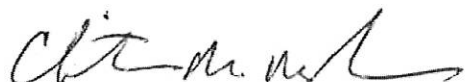
The Applicant posits that the Gettelman lager cellars are different because “Miller Brewery’s ‘historic caves’ are built into the side of a huge hill, with no structure above them.” (*See* “Summary of Schweickhart-Gettelman History.”) This difference is not material. The lack of a building above the Miller Caves does not change the functions for which the Caves and cellars were used, and this aspect of brewing history is already being preserved. The public already has access to the Caves, whereas due to the condition of the Buildings the Gettelman lager cellars are not available for public viewing and this will not change even with a designation. Honoring the history of the methods employed in brewing and producing beer will continue at the Visitor Center and during public tours even if the Gettelman lager cellars are removed.

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Nor will the Gettelman history be absent on MillerCoors' campus with the removal of the Buildings. There are three other Gettelman Brewery buildings east of the two in question that will remain after the Yard Reconfiguration project is complete, including the aforementioned former bottling house-turned health and fitness center. Another Gettelman building is now the employee beer sales facility, while another is a warehouse. Moreover, as noted by the Applicant, the Gettelman label "Milwaukee's Best" remains in production to this day. The Gettelman legacy is secure without the presence of the Buildings. The Application should be denied.

Very truly yours,

FRIEBERT, FINERTY & ST. JOHN, S.C.

A handwritten signature in black ink, appearing to read "Brian C. Randall", with a stylized flourish at the end.

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CMM/sjf
Enclosures