



April 20, 2017
Mr. Matt Jarosz, Chair
City of Milwaukee
Historic Preservation Commission
200 East Wells Street
Milwaukee, WI 53202

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:

My name is Keith Stanley, and I am the Executive Director of Near West Side Partners, Inc. I am writing this letter to support MillerCoors' "Yard Expansion" project in the area of 44th and State Streets. We understand that part of the project involves the razing of the Gettelman building and that Applicant seeks a historic designation for the former Gettelman Brewery building located at 4400 West State Street which would have the effect of preventing MillerCoors' project from proceeding. The Near West Side Partners supports MillerCoors and opposes such a designation.

MillerCoors is one of the five (5) major stakeholders investing heavily in the Near West Side. The company has impacted this neighborhood not only within its 160-year history however it's investment in its campus and community is clearly visible. Holiday Lites, BlockBuild, and NWSP's Promoting Assets Reducing Crime (PARC) program are some of the NWSP led programs MillerCoors has supported. In addition, there have been commitments from the top executives of the company in supporting NWSP's housing, safety, branding and commercial corridor efforts. These efforts focus on increasing homeownership in our communities while providing safe and healthy neighborhoods with various retail options.

In addition, NWSP recently announced our lighting challenge in which focuses on an area of the NWS that is challenged by loitering. MillerCoors with the other four (4) anchors are providing funds lighting and surveillance. MillerCoors currently supports the NWSP Security Ambassador program.

MillerCoors has consistently engaged in preservation efforts on its campus. One need only visit the Miller Caves Museum and Visitor Center to see the emphasis MillerCoors places on preserving and celebrating its history. Perhaps just as importantly, MillerCoors continues to be an integral partner in efforts to maintain and enhance the vitality of its neighborhood and our City.

We all wish that every part of the rich history of this City could be preserved, but that is of course simply not possible. MillerCoors has time and again utilized tremendous resources to ensure that its own history is preserved, and we can trust that the current project was the result of careful study and consideration of numerous factors. We urge the Historic Preservation Commission to deny the application for historic designation.

Keith Stanley, Executive Director