

Elmer, Linda

From: Dawn McCarthy <dawnhmcc@gmail.com>
Sent: Saturday, May 13, 2017 11:05 AM
To: Elmer, Linda; Owczarski, Jim; Historic Preservation Commission
Cc: Hatala, Carlen; Askin, Tim; Kovac, Nik; Murphy, Michael (Alderman); mpa@milwaukeekeepreservation.org; Peter Zanghi (pzanghi@milwaukeekeepreservation.org)
Subject: Re: #161773 - Resolution relating to the permanent historic designation of the Gettelman Brewing Company

Dear Commissioners,

Your approval of a permanent historic designation will allow time to pursue potential routes to the preservation and rehab of Gettelman Brewery's earliest buildings.

According to the application, beneath both buildings are intact underground lagering cellars. Milwaukee brewing historian Leonard P. Jurgensen attests that they are the last viable cellars in the city. They were standard in breweries built before mechanical refrigeration was introduced in 1880. The "caves" cooled beer naturally.

The site's historic cellars, were transformed to a "rathskeller" in the 1930s and became a longtime hub of Milwaukee civic life.

The Milwaukee Industrial Properties Intensive Survey, prepared for the Wisconsin Historical Society by Mead & Hunt lists the Gettelman buildings as properties recommended eligible for the National Register of Historic Places. The report indicates that the buildings contribute to historic significance under the criteria of history. Importantly the buildings are also likely to be eligible for historic tax credits that would make rehab and restoration more financially feasible.

Research shows that historic preservation is an efficient job creator and a key element of top ranked cities and neighborhoods nationwide. Throughout Milwaukee we have seen the catalytic effect of and the economic benefits of restoration projects.

Beer and breweries are such an important part of Milwaukee's history, it is imperative that these buildings be saved and repurposed if at all possible.

Thank you for your consideration.

Best wishes,
Dawn McCarthy
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