

**From:** [Bohl, James](#)  
**To:** [Lee, Chris](#)  
**Subject:** Fwd: Save the old Gettelman Brewery site – The Daily Reporter – WI Construction News & Bids  
**Date:** Sunday, September 17, 2017 10:37:22 PM

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Sent from my iPad

Begin forwarded message:

**From:** David Boucher <[amaranthbc@gmail.com](mailto:amaranthbc@gmail.com)>  
**Date:** September 17, 2017 at 10:36:04 PM CDT  
**To:** "Stamper II, Russell" <[Russell.Stamper@milwaukee.gov](mailto:Russell.Stamper@milwaukee.gov)>, Murphy Alderman Michael <[mmurph@milwaukee.gov](mailto:mmurph@milwaukee.gov)>, [nkovac@milwaukee.gov](mailto:nkovac@milwaukee.gov), [jbohl@milwaukee.gov](mailto:jbohl@milwaukee.gov), [mcoggs@milwaukee.gov](mailto:mcoggs@milwaukee.gov), [ahamilton@milwaukee.gov](mailto:ahamilton@milwaukee.gov), [Cavalier.Johnson2@milwaukee.gov](mailto:Cavalier.Johnson2@milwaukee.gov), [khalif.rainey@milwaukee.gov](mailto:khalif.rainey@milwaukee.gov), [rdonov@milwaukee.gov](mailto:rdonov@milwaukee.gov), [chantia.lewis@milwaukee.gov](mailto:chantia.lewis@milwaukee.gov), [mark.borkowski@milwaukee.gov](mailto:mark.borkowski@milwaukee.gov), [JoseG.Perez@milwaukee.gov](mailto:JoseG.Perez@milwaukee.gov), [twitko@milwaukee.gov](mailto:twitko@milwaukee.gov), [tzieli@milwaukee.gov](mailto:tzieli@milwaukee.gov)  
**Subject:** Save the old Gettelman Brewery site – The Daily Reporter – WI Construction News & Bids

Dear members of the Common Council,

On Tuesday ZND will consider MillerCoors appeal to the historic designation of the old Gettelman Brewery on West State Street.

I ask that you uphold the Historic Preservation Commission's recommendation for permanent historic designation.

While we do not wish to impede MillerCoors long awaited investments in Milwaukee, we believe there are many options yet unexplored. Briefly, the west side of Milwaukee has no shortage of open space that could accommodate semi trailer parking and we do not believe W. State Street is best served as an expanded center of MillerCoors semi trailer distribution.

Just 16 blocks to the west, Wauwatosa has maximized MMSDs investment in stormwater management, with hundreds of housing units and small businesses generating millions in annual tax revenue. This momentum is moving east, spilling into Milwaukee and could include Miller Valley over the next decade as we examine rebuilding the stadium freeway interchange, highway 175 and the 30th St Industrial Corridor.

The Gettelman complex is at the south end of the 30th St Corridor. As it is transformed from Old North Milwaukee to the Menomonee Valley, we will contend with either a potential destination in the Gettelman or something less accessible.

We had attempted to negotiate in good faith with representatives of Nearwestside Partners, MillerCoors and others. Public input was reduced to a community meeting immediately following Labor Day. This is much more than a community issue, it will determine the trajectory of State St for decades to come. Parking lots are not economic development.

Obviously the building's footprint will do little to solve seasonal trailer parking issues and thus little to enhance employment. Conversely, a restaurant in that complex would likely employ 50+ persons alone!

Below is a link to a daily reporter article by an expert on midwest historic breweries and their potential value to economic development. In fact, when Milwaukee has reinvested in its historic brewery structures the result has been extraordinarily positive.

Thank you for your thoughtful consideration.

Sincerely,  
David Boucher  
Amaranth Bakery  
3329 W. Lisbon Ave  
Milwaukee, WI

<http://dailyreporter.com/2017/09/15/save-the-old-gettelman-brewery-site/>