

MILLERCOORS, LLC

Gettelman Farmhouse Building Preservation Commitment – September 17, 2017

MillerCoors, LLC owns the property at 4400 W. State Street upon a portion of which certain former Gettelman Brewing Company buildings are located that are the subject of a petition by an individual unaffiliated with MillerCoors seeking permanent historic designation under Common Council File No. 161773.

MillerCoors hereby makes the preservation commitment for the Gettelman Farmhouse Building as set forth below and respectfully requests that the Common Council approve a substitute resolution accordingly.



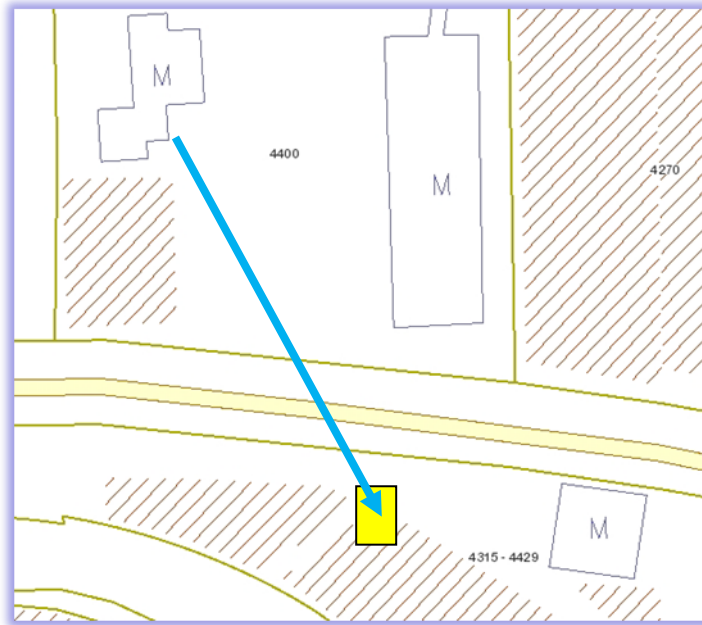
Gettelman Farmhouse Building

- *Built in 1856*
- *Repaired after 1877 fire*
- *Original family homestead*
- *Converted to office use by Gettelman family*
- *Largely intact per original design with some modifications by Gettelman family*

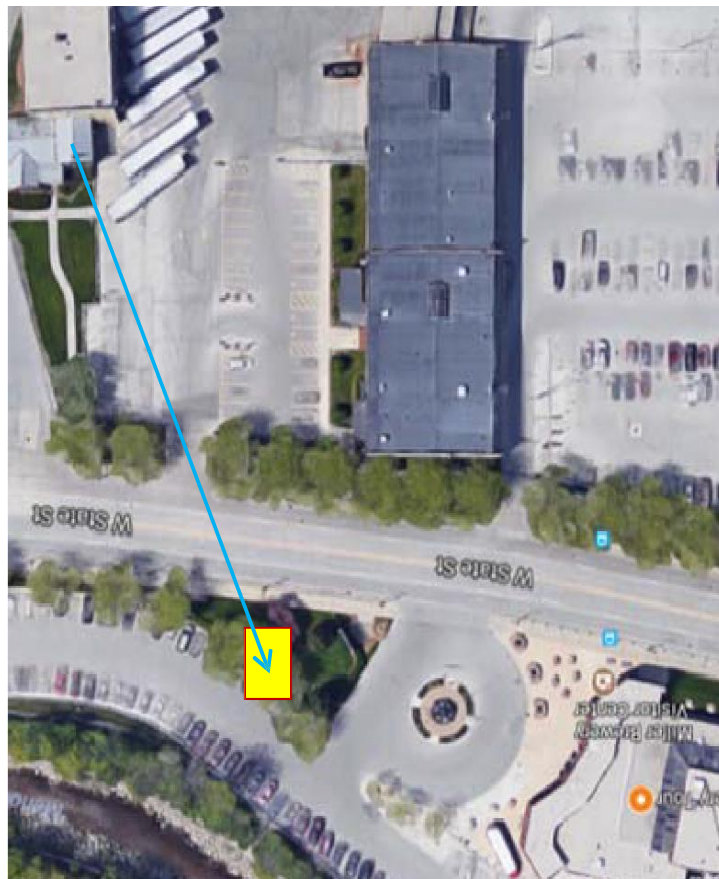
As part of its Truck Yard project, MillerCoors will **not** demolish the Gettelman Farmhouse Building when the attached office addition and malt house are demolished. The Farmhouse Building will be relocated to the MillerCoors Visitor Center site directly across the street at 4315-4429 W. State Street (Tax Key No. 386-0211-112). The Visitor Center draws over 100,000 guests each year and the new location for the Gettelman Farmhouse Building will be prominently located at main entrance of the site along State Street, a major thoroughfare. *See tax key map and relocation photo on next page.*

The new location is a short distance away from the existing location at which the farmhouse is significantly setback from State Street. State Street itself has historic significance with strong commercial (and brewery) roots and being a part of the original “Watertown Plank Road” that was built of white oak planks between 1848-1853 for a cost of \$110,000 and extended 58 miles through Milwaukee, Wauwatosa, Pewaukee, Oconomowoc and to Watertown.

Milwaukee Tax Key Map (New Location 4315-4429 W. State Street (Tax Key No. 386-0211-112))



Aerial Photo of New Location



As permitted by s. 320-21-9-e, *Ordinances*, the substitute resolution modifies the Historic Preservation Commission’s May 2017 Study Report so that the Gettelman Farmhouse Building is permanently designated as a “historic structure” at 4315-4429 W. State Street (Tax Key No. 386-0211-112) qualifying as a “historic site” pursuant to s. 320-21-3-g-1, *Ordinances* (once the Farmhouse is moved). Further, the substitute resolution does not permanently designate the office addition and malt house buildings and they will be demolished.

This compromise balances the interests set forth in s. 320-21, *Ordinances*, including the public interest in preserving a 19th Century building with MillerCoors’ need for updating its distribution capacities, increasing efficiency, and enhancing employee safety. With the Common Council’s passage of the substitute resolution, MillerCoors commits to the following:

- 1) It will pay for the relocation of the Farmhouse with its own funds. MillerCoors has already incurred or will incur the following costs:

Description	Cost
Abate Asbestos, Disconnect Utilities, Prepare House for Move	\$ 7,000
Stabilize, Repair or Replace Farmhouse Exterior Features	\$ 135,000
Prepare Visitor Center Site, Foundation and New Landscaping	\$ 165,000
Relocate Farmhouse (Planning Costs)	\$ 21,000
Relocate Farmhouse (Moving Costs)	\$ 78,000
Total	\$ 406,000

The new location for the Gettelman Farmhouse Building will be more prominently located along State Street thereby increasing the public presence of the building and preserving options for any future use.

- 2) It will work with HPC staff to facilitate access to the Gettelman buildings for a reasonable amount of time to photograph and document the architecture and current conditions prior to undertaking the relocation.
- 3) It will make good faith efforts to make use of or preserve items of architectural, historic or salvage interest currently located on or in the Gettelman buildings.
- 4) It will dedicate space at the Visitor Center for a display celebrating the history and achievements of the Gettelman Brewery and Gettelman family.