



**MillerCoors®**

# **Milwaukee Yard Project & Saving the Gettelman Farmhouse**

**SEPTEMBER 19, 2017**



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**MillerCoors**

**John Van Nelson – Engineering Manager**

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- Payroll of nearly \$175 million in Wisconsin
- 1,400 people work in Milwaukee (Brewery and Corporate)
  - 500 are union jobs
- \$700+ million in goods and services purchased annually from 1,600 Wisconsin companies
- Brewery and Corporate have been “landfill free” since 2015
- \$300+ million in capital improvements in last 10 years
- 400,000 cases packaged & 300 outbound trucks per day
  - More than 10 state markets served by Milwaukee Brewery



# Preserving Heritage along with Industrial Jobs

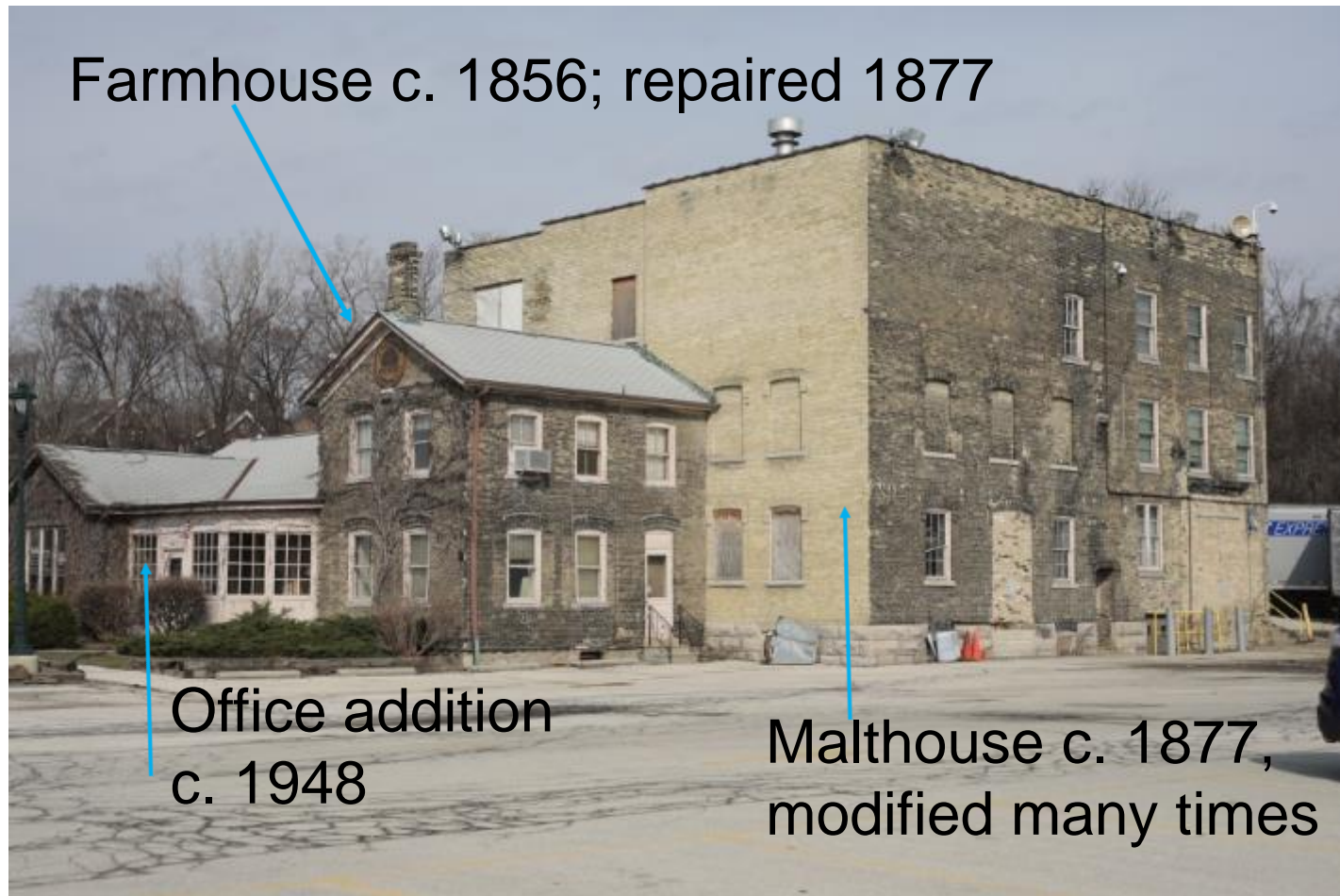




# Gettelman Brewery Buildings



# Gettelman Farmhouse and Additions





# North Yard Today



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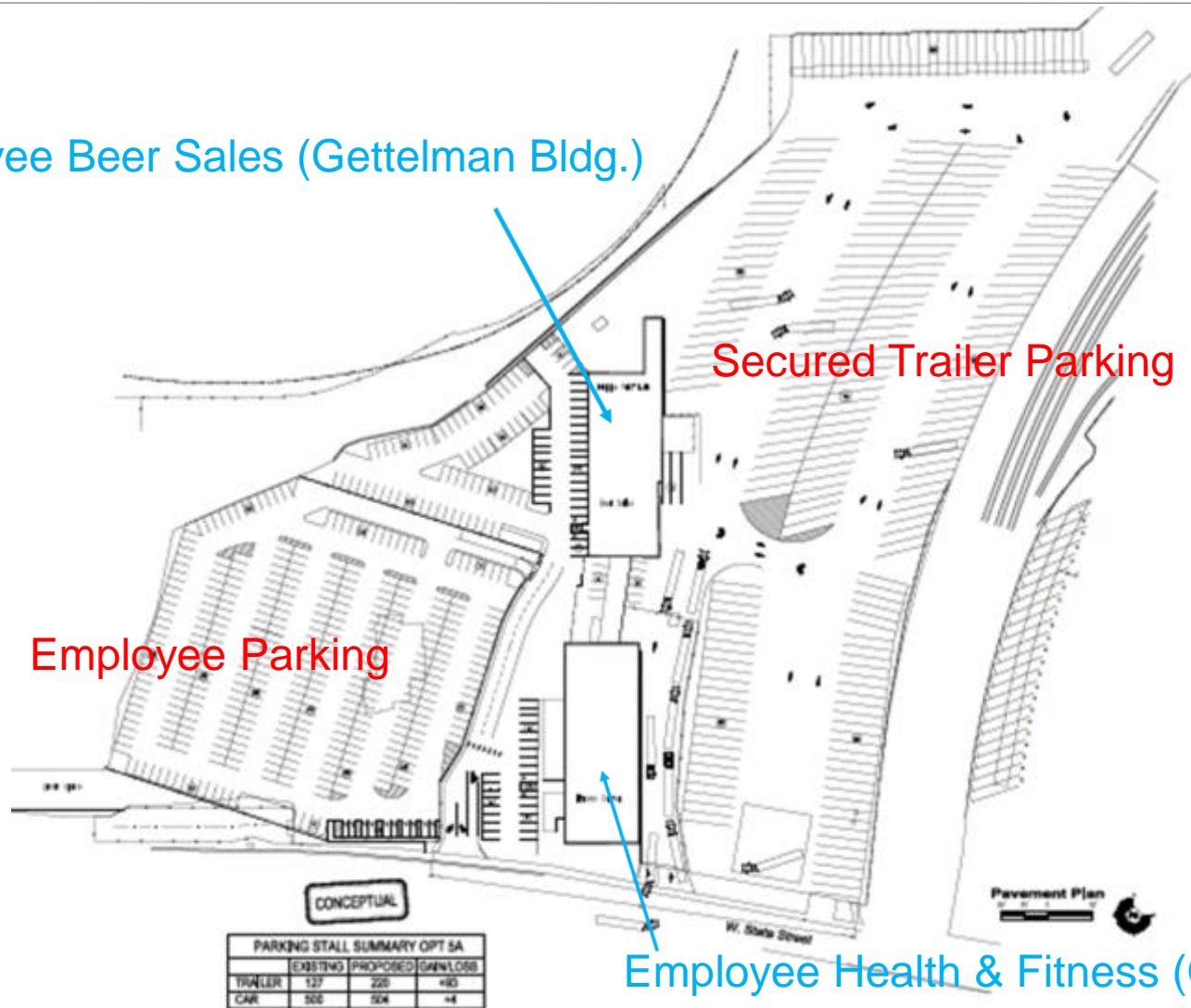
# North Yard Reconfiguration Project

- Increase capacity for secure trailer parking per federal law
  - Increased brewery production – multiple brands, daily volume of 400,000 cases, and 300 daily outbound trucks
  - Requires use of off-site lot & increased trips
- Site is contiguous to brewery and zoned Industrial (IH)
  - Will increase efficiency to support production levels
- Enhanced Safety
  - Separate employee automobiles from trucks
- Modern Construction/Operational Practices
  - New grading/paving
  - Decorative street fencing
  - Rain gardens



# North Yard Project Plan

Employee Beer Sales (Gettelman Bldg.)



# The Gettelman Farmhouse Building



- *Built in 1856*
- *Repaired after 1877 fire*
- *Original family homestead*
- *Converted to office use by Gettelman family*
- *Not used in over 20 years but is largely intact per original design with some modifications by Gettelman family*
- *Committed to save it: September 6, 2017 Neighborhood Meeting Hosted by Ald. Murphy*

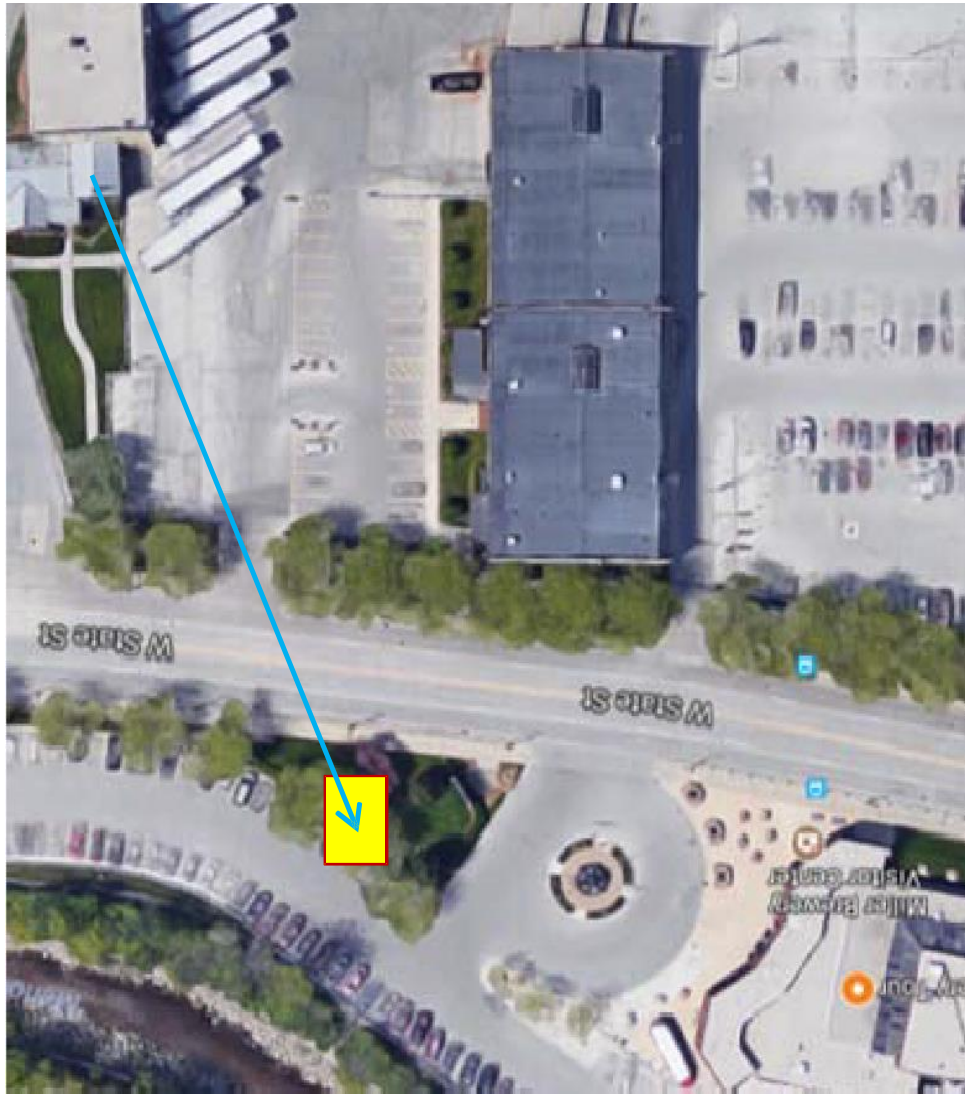
## Balancing Project Needs & Preservation Interest

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- Looked at the buildings and project over several months including consulting with the Wisconsin Historical Society
- Committed to saving the c. 1856 Farmhouse
- Move Farmhouse to a location that provides a better public presence than the current setting and allows the North Yard project to continue



# Potential Future Location (per COA application)



# Farmhouse Preservation Commitment

- Dated September 17, 2017
- Document #6 in File No. 161773



## MILLERCOORS, LLC

### Gottelman Farmhouse Building Preservation Commitment – September 17, 2017

MillerCoors, LLC owns the property at 4400 W. State Street upon a portion of which certain former Gottelman 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 Gottelman Farmhouse Building as set forth below and respectfully requests that the Common Council approve a substitute resolution accordingly.



*Gottelman Farmhouse Building*

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

As part of its Truck Yard project, MillerCoors will not demolish the Gottelman 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 Gottelman 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.

## Farmhouse Preservation Commitment

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- Save the Farmhouse in order to move it to new location pursuant to a future Certificate of Appropriateness application
- Work with HPC staff to facilitate access to the Gettelman buildings to photograph and document architecture and conditions
- Make reasonable efforts to make use of or preserve items of architectural, historic or salvage interest



# Farmhouse Preservation Commitment

- Dedicate display space at the Visitor Center to celebrate the history and achievements of the Gettelman Brewery and Gettelman family



- A motion to amend the file “to designate only the farmhouse building less the 1948 office addition”
- Unanimous votes to do the same in 2014 under File No. 140400, a substitute resolution granting historic designation to the Nunnemacher Estate/ Wildenberg Hotel located at 3774 S. 27th Street
- Certificate of Appropriateness application will be submitted for future move of Farmhouse



## Conclusion

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- Thank you