

Consideration of the Permanent Historic Designation of the Gettelman Brewery ZND September 19, 2017



Milwaukee's Historic Preservation voted to approve the Temporary Historic designation on April 24, 2017. The Temporary Historic Designation expires on October 20, 2017.

Milwaukee's Historic Preservation
Commission voted to recommend Permanent Historic designation on May 15, 2017.

The following presentation is a summation of that meeting.



The Gettelman as it appeared on April 1, 2017



This wing, constructed c. 1948, replaced a wing original to the house



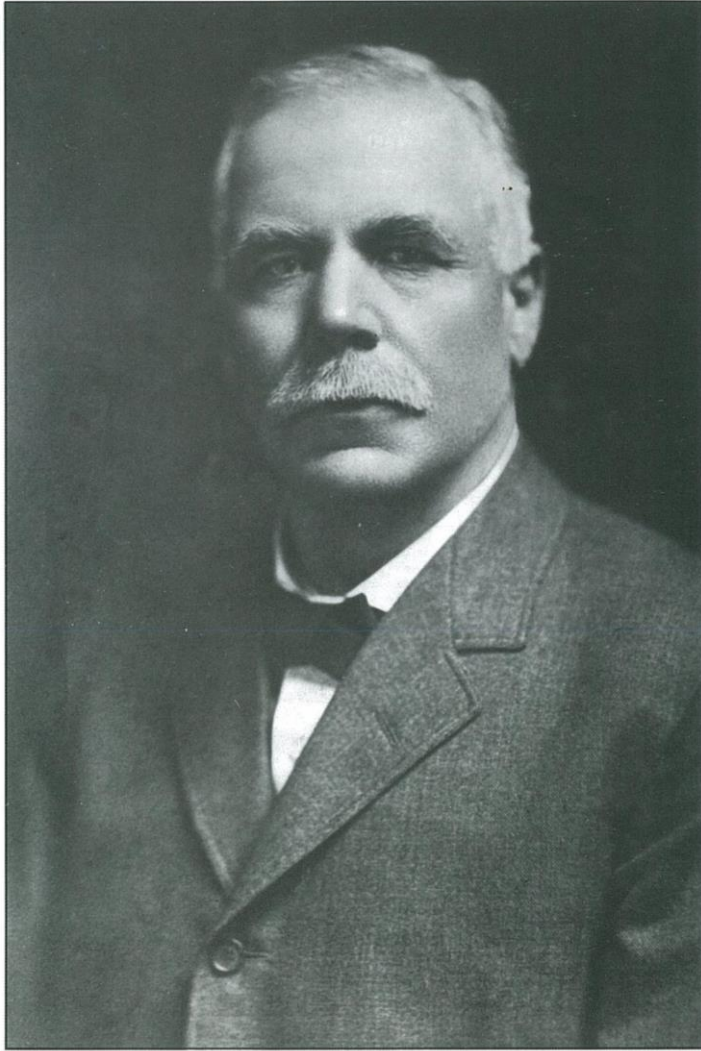
This building served as the brew house then malt house for Gettelman and was reconfigured over time into offices



This portion of the brew house/malt house shows original features at the first and second stories

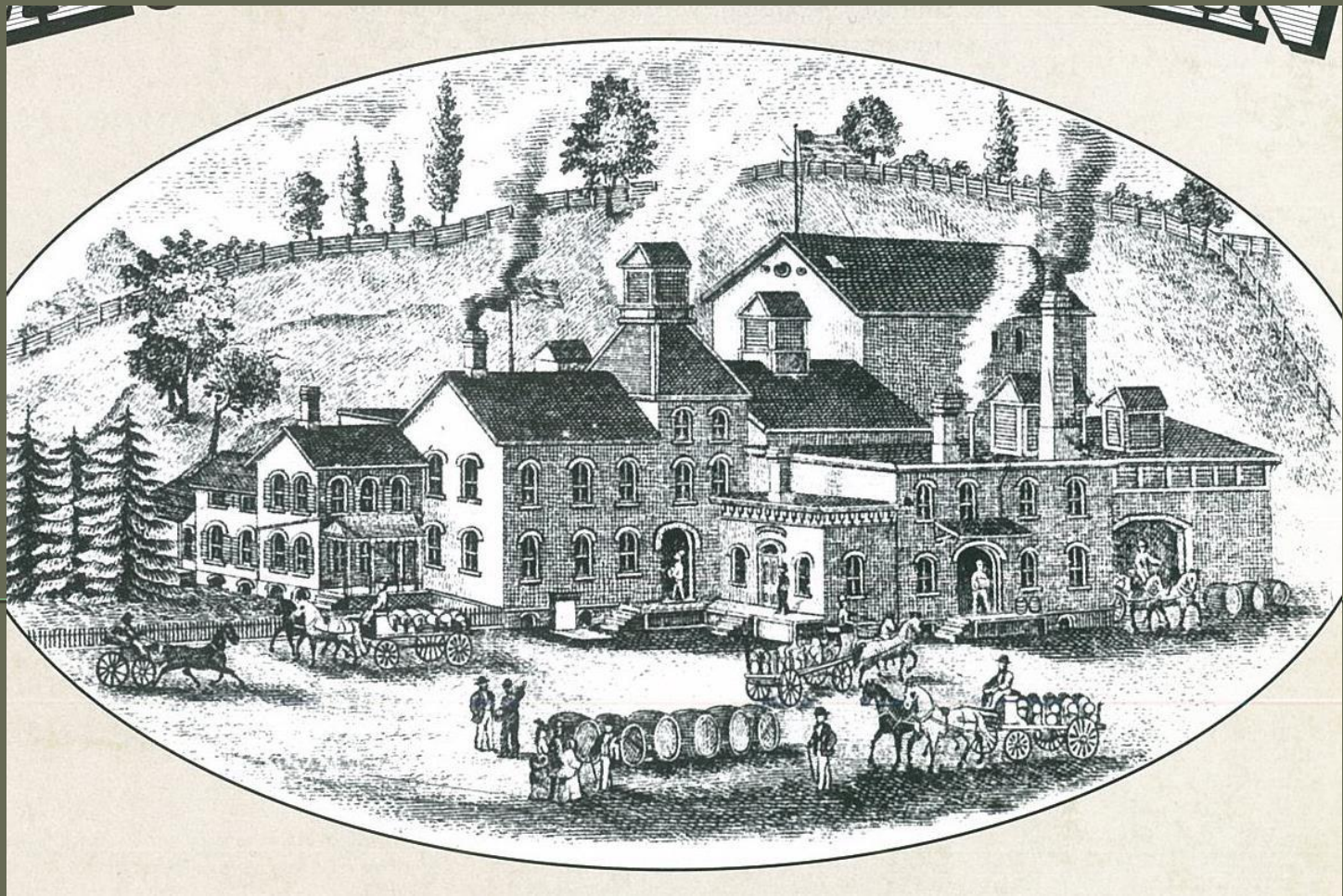


In 1856 George Schweickhart purchased the foundations of a brewhouse and a beer lagering cellar (1854) and constructed the residence, the above ground structures you see in the photo and built a second lagering cellar. Both cellars are extant today.



Adam Gettelman
1847-1925

Adam Gettelman worked for George Schweickhart, married his boss's daughter then became owner. He renamed the brewery the A. Gettelman Brewery in 1885 and officially incorporated on March 17, 1887.

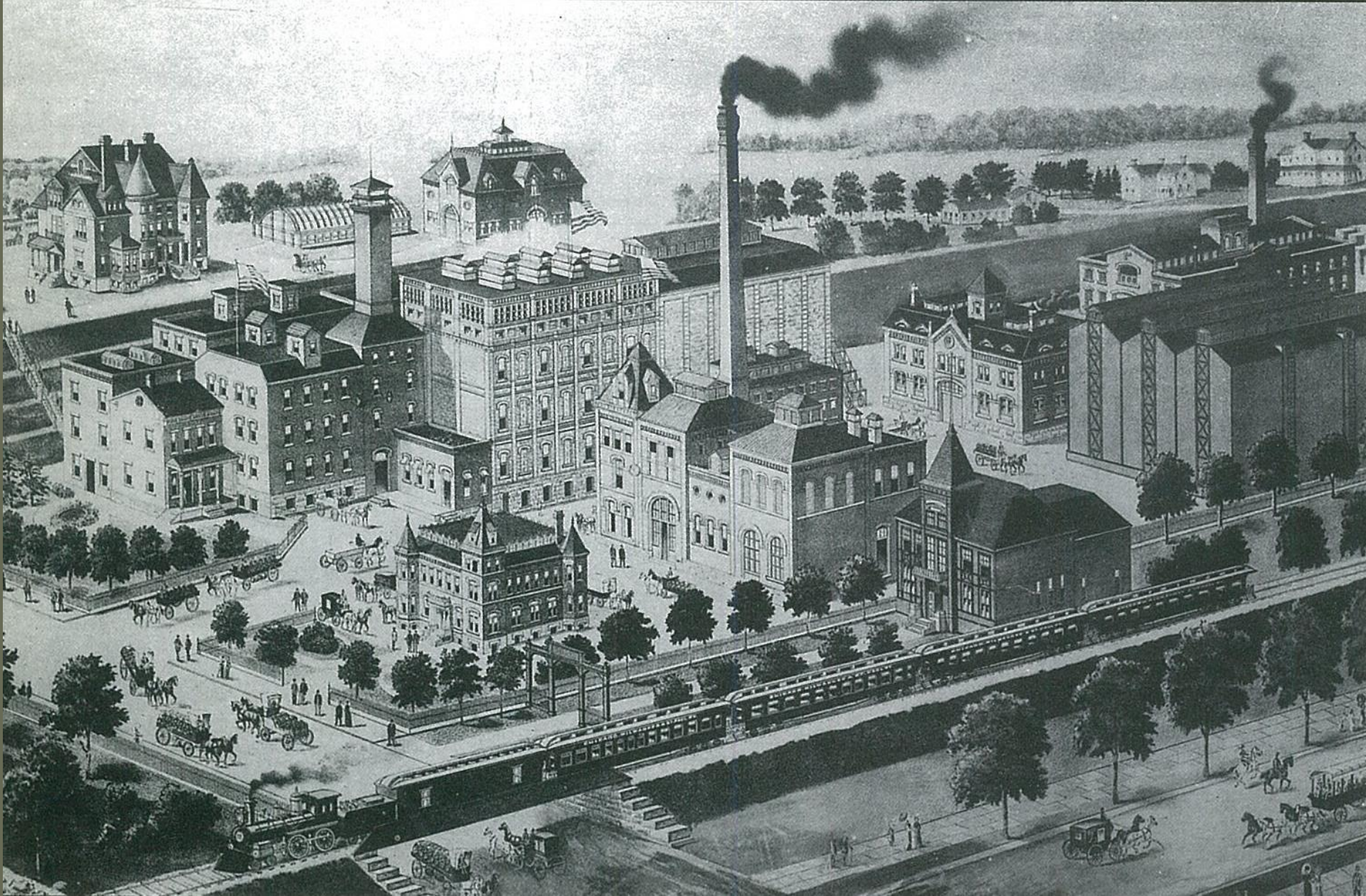


The brewhouse was enlarged and converted to malting. Other related buildings like a stock house were added to the complex by the time this image was created. The Schweichart House was lived in by the Schweicharts as well as the Gettelmans. Other brewers like Pabst, Blatz, Schlitz and Miller also lived right among or near their breweries. All the others are gone.

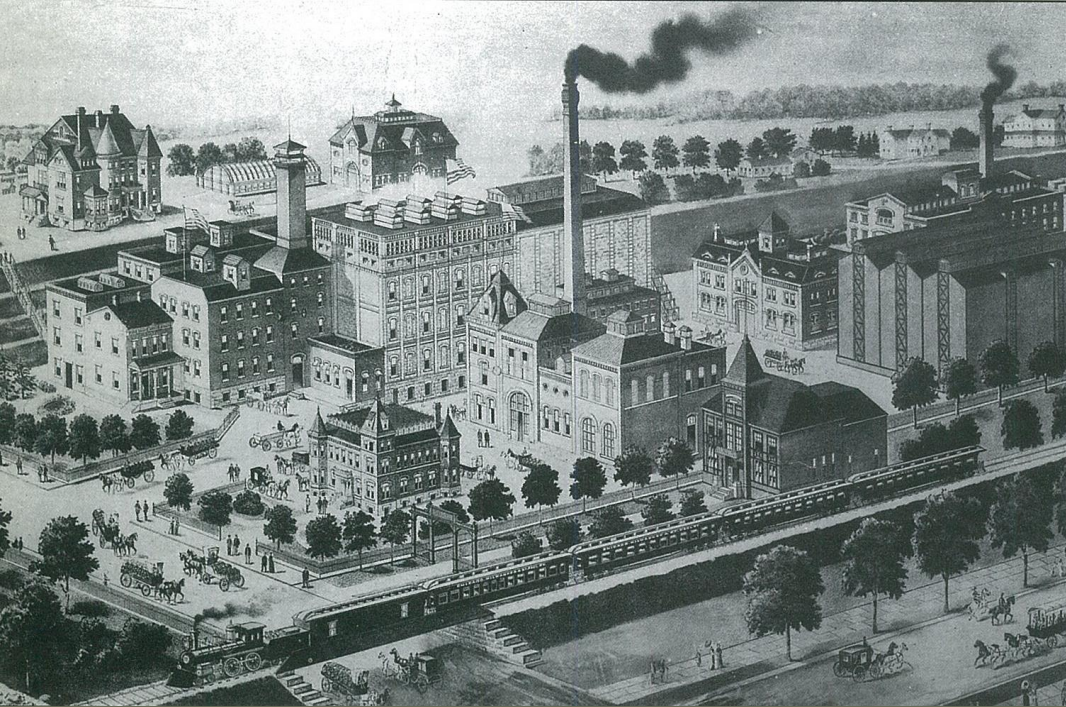


The Watertown
Plank Road
completed in 1853
opened up the
valley area to
development.

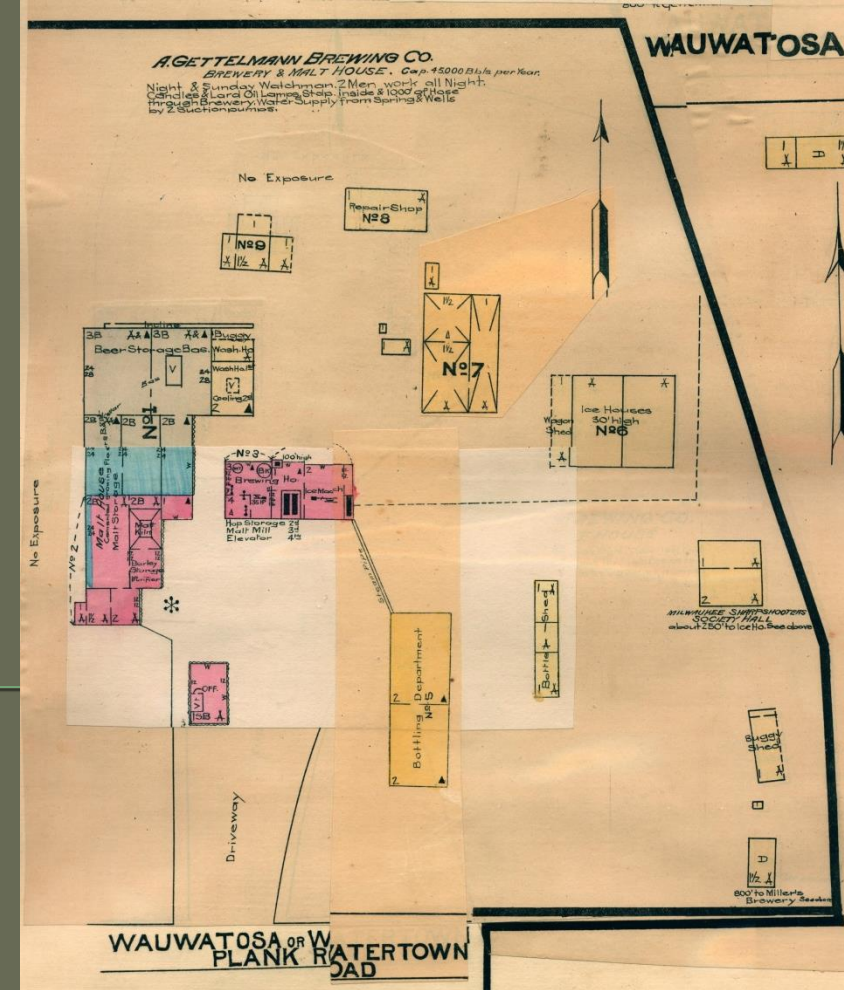


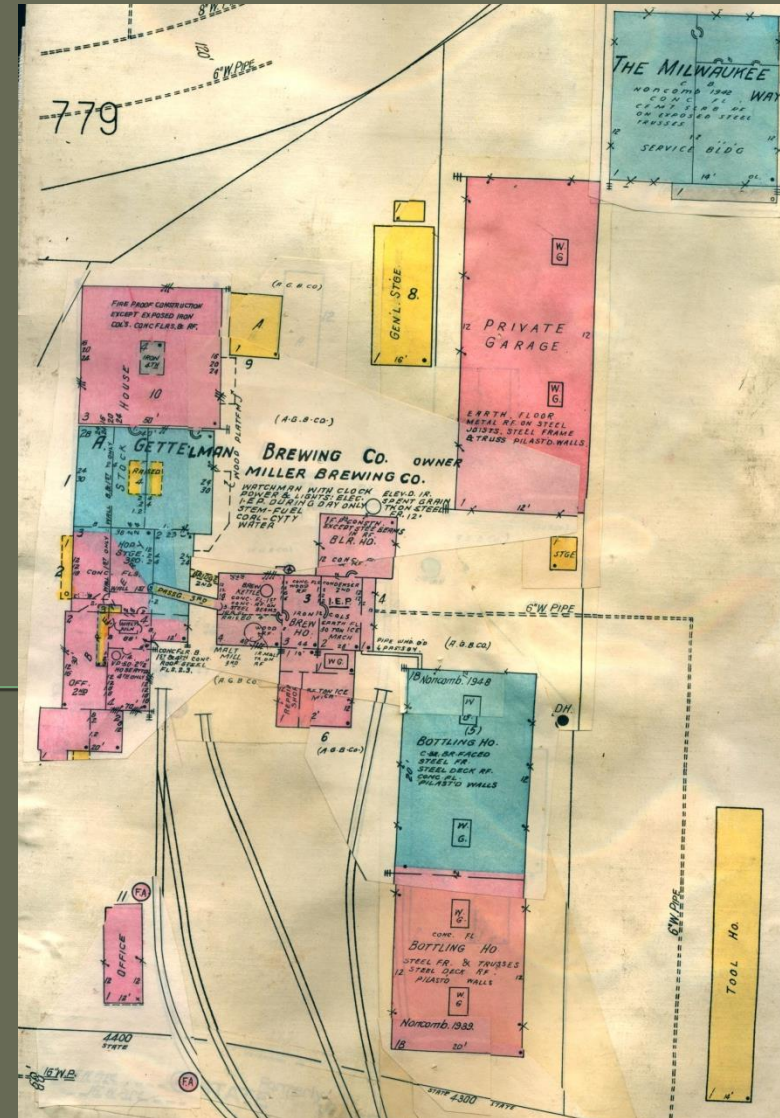
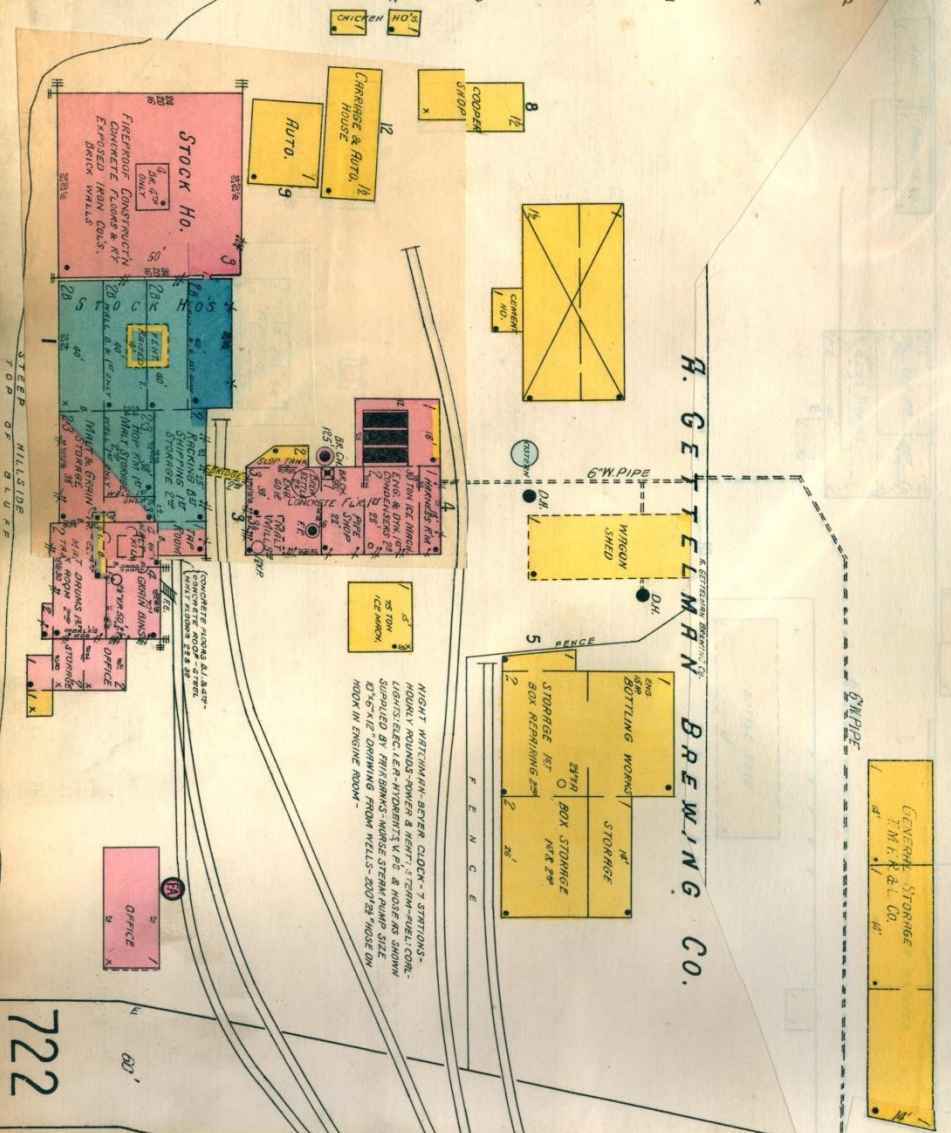


The complex as depicted in 1892. Like many views of manufacturers at this time period, some artistic license was taken with the buildings.



The 1891 image contrasted with the 1888 fire insurance map of the complex.





The 1910-1926 Sanborn fire insurance map at left and the 1910-1961 Sanborn map at right. Miller's Employee fitness center is the old bottling house built in 2 sections, 1939 and 1948.



The brewery in the 1920s-1930s

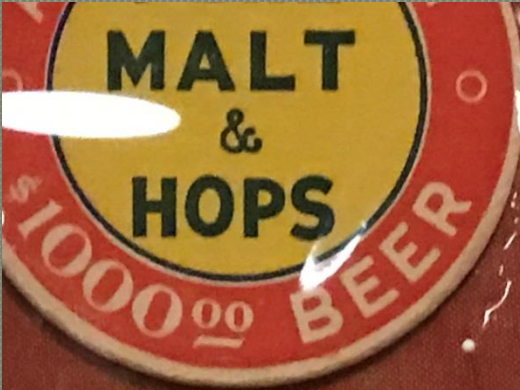
Note the malt house adjacent to the house with its foundation and windows and the one and a half story wing at the rear (left) of the house



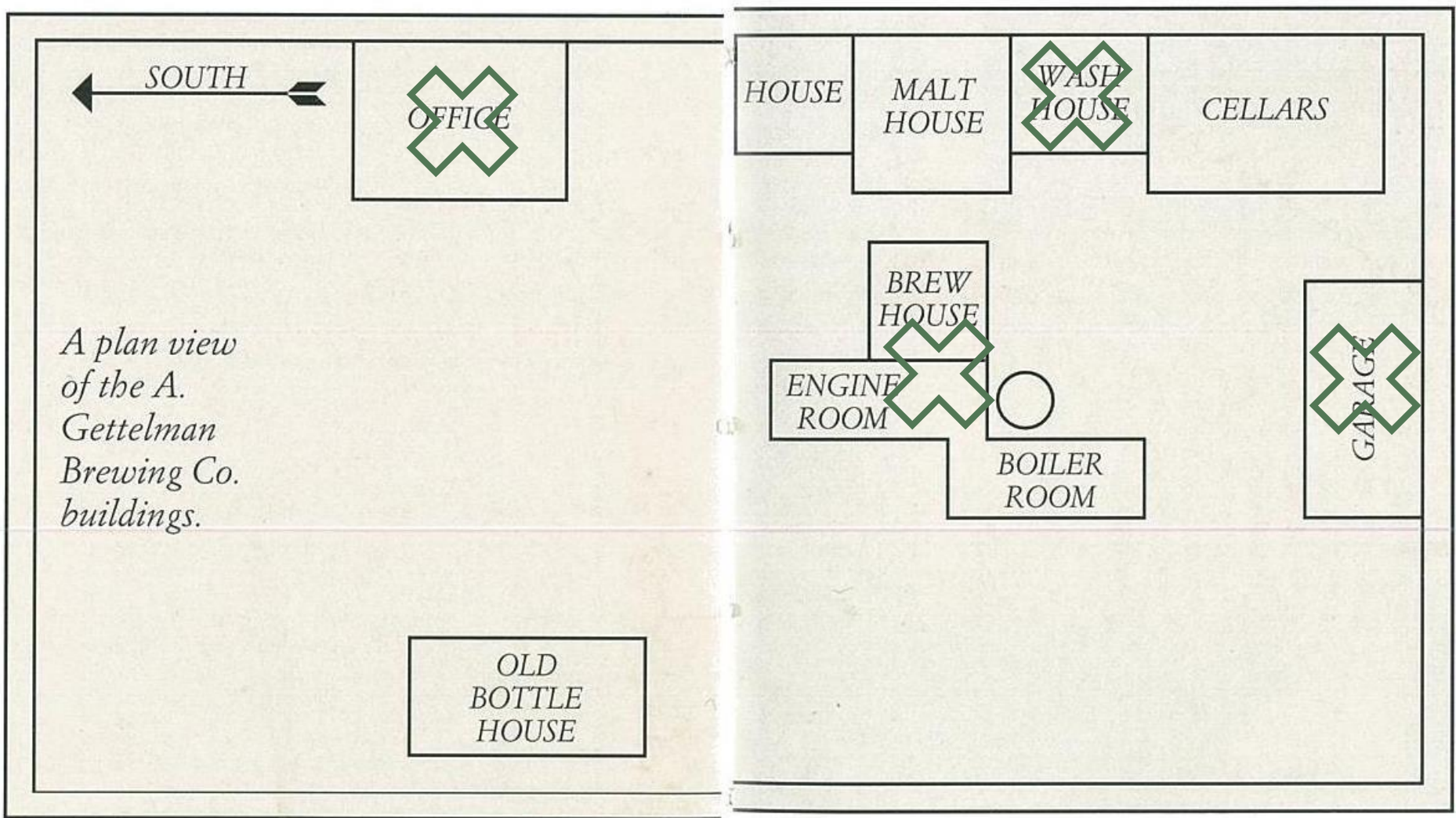
A remodeling in 1948 resulted in the front entry being located facing State Street. A new porch was built at this entry.



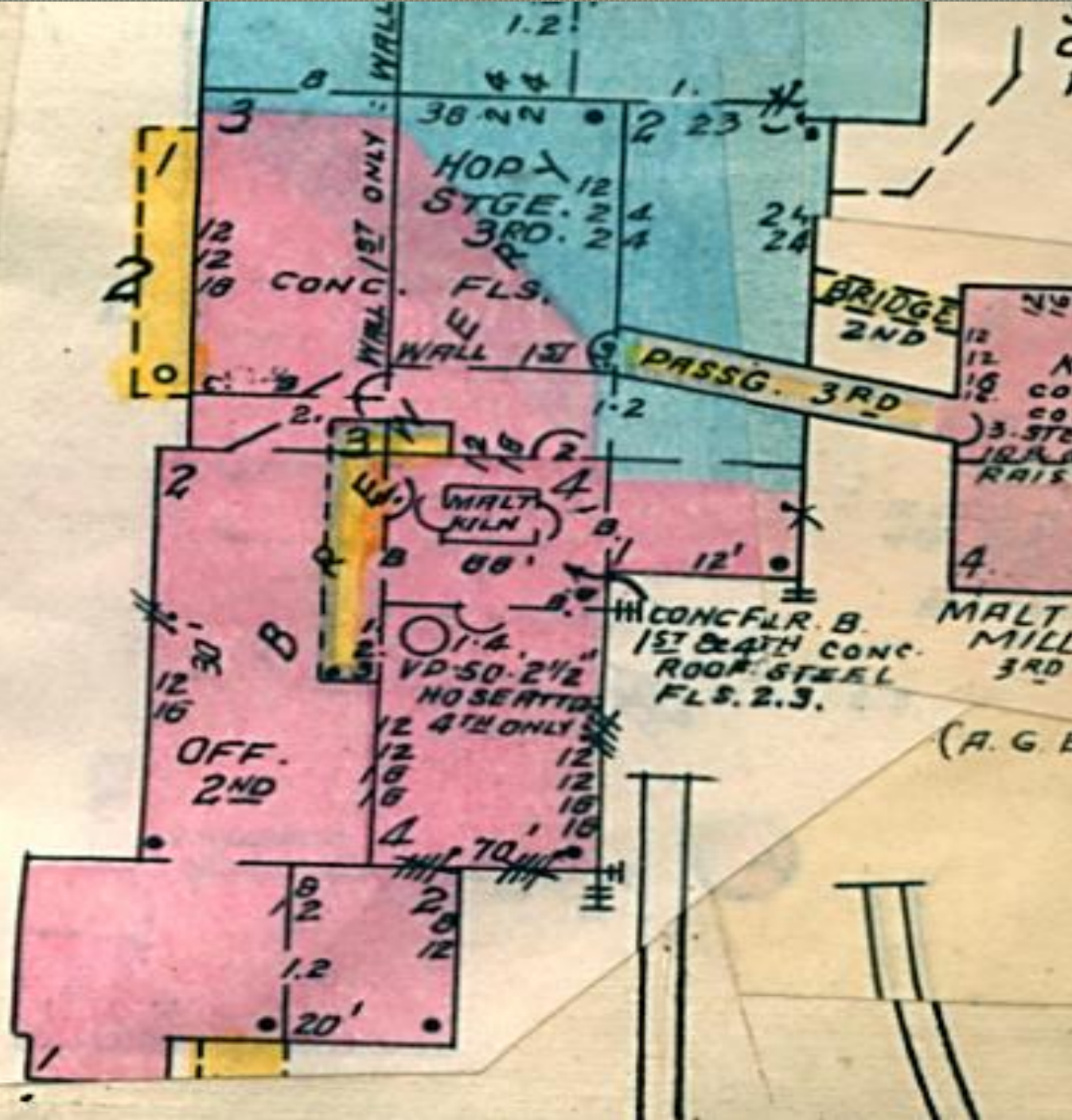
By 1951 the entry porch had been enclosed.







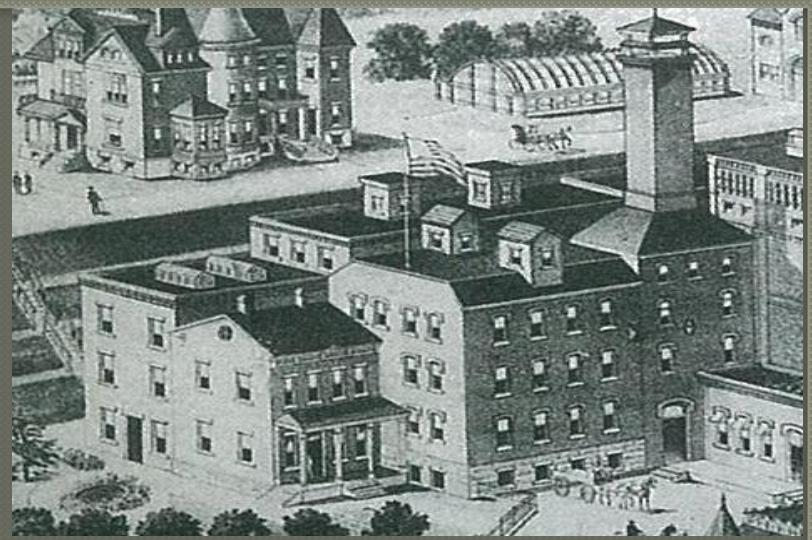
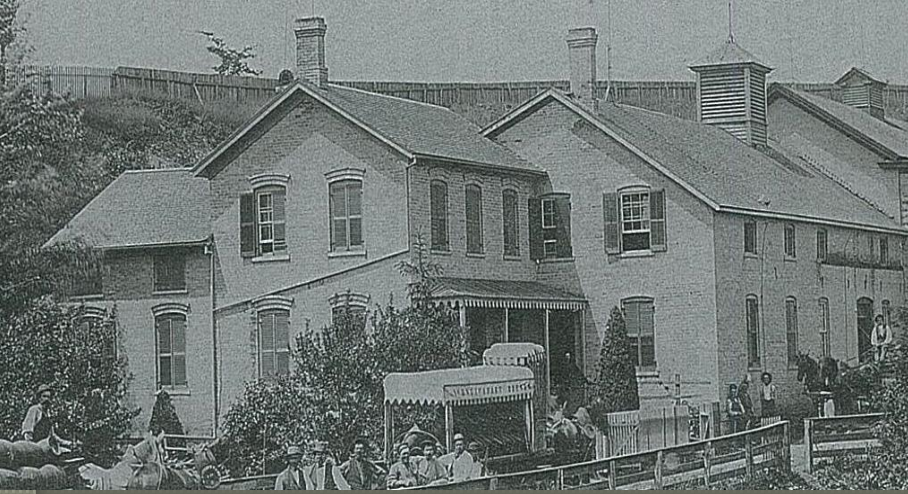
Map of Gettelman in 1937. Buildings with an "X" have been demolished.

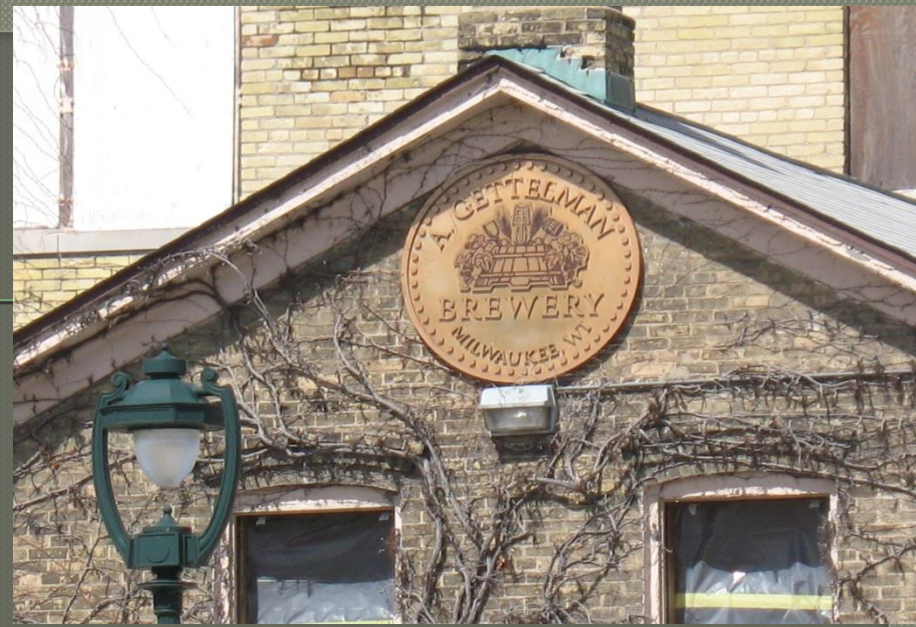




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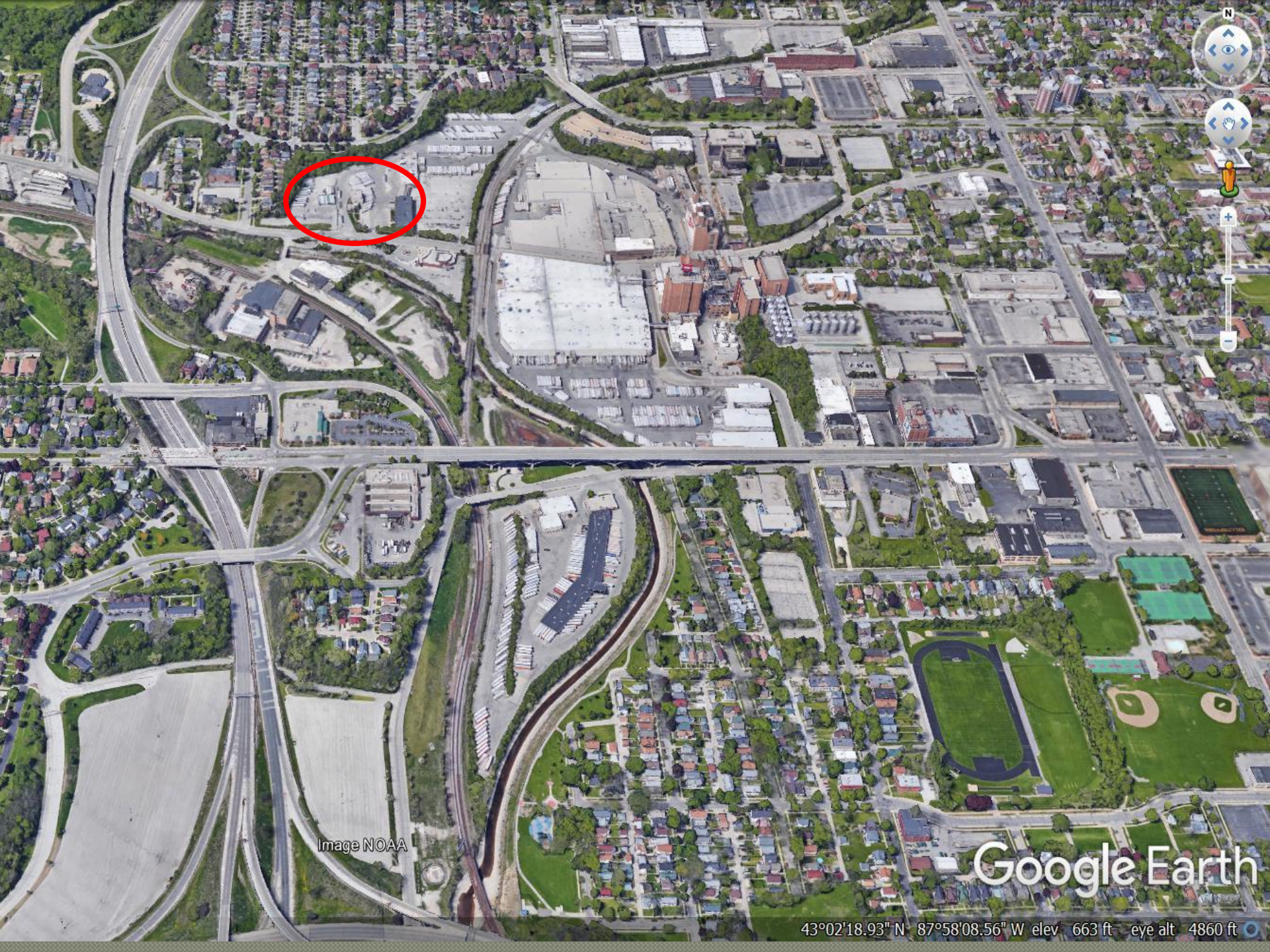
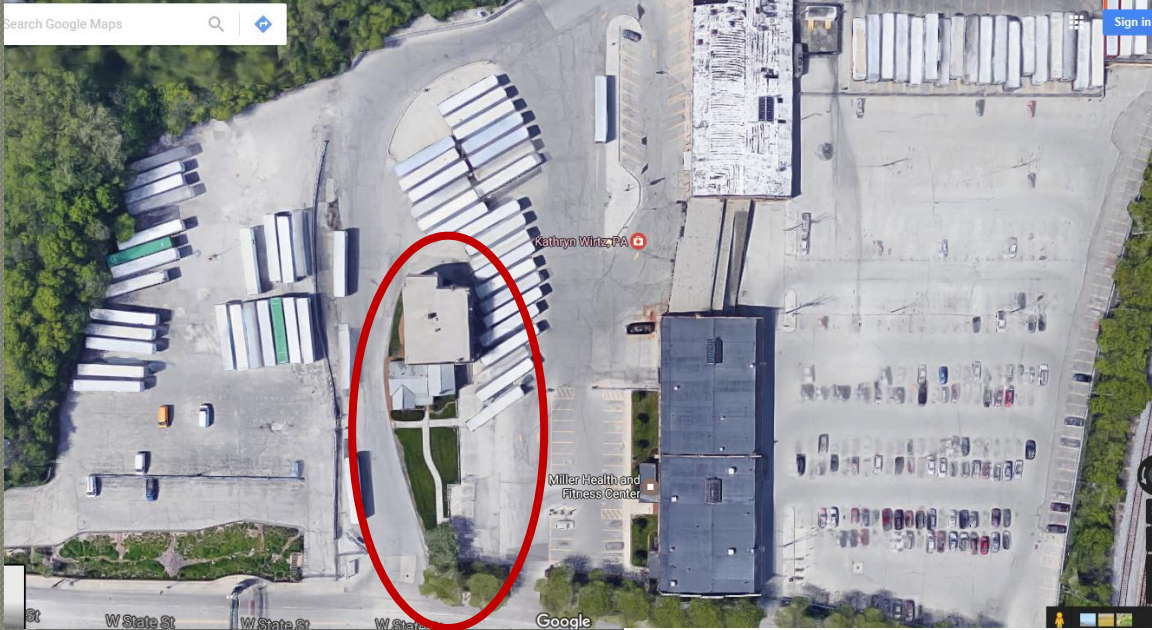


Image NOAA

Google Earth

43°02'18.93" N 87°58'08.56" W elev 663 ft eye alt 4860 ft





Photograph April 24, 2017 with fencing



Photograph September 19, 2019



Lost examples of other breweries



Authenticity

Facsimile

