

From: [Bohl, James](mailto:Bohl_James)
To: [Lee, Chris](mailto:Lee_Chris)
Subject: Fwd: Historic Designation of the Gettelman Brewery Buildings
Date: Friday, September 22, 2017 5:38:16 PM

Sent from my iPad

Begin forwarded message:

From: "Susan K. Appel" <s.appel@att.net>
Date: September 22, 2017 at 5:01:05 PM CDT
To: "Ald. Ashanti Hamilton" <ahamil@milwaukee.gov>, "Ald. Cavalier Johnson" <Cavalier.Johnson2@milwaukee.gov>, "Ald. Nic Kovac" <nkovac@milwaukee.gov>, "Ald. Robert Bauman" <rjbauma@milwaukee.gov>, "Ald. James Bohl" <jbohl@milwaukee.gov>, "Ald. Milele A. Coggs" <mcoggs@milwaukee.gov>, "Ald. Khalif J. Rainey" <Khalif.Rainey@milwaukee.gov>, "Ald. Robert G. Donovan" <rdonov@milwaukee.gov>, "Ald. Chantia Lewis" <Chantia.Lewis@milwaukee.gov>, "Ald. Michael J. Murphy" <mmurph@milwaukee.gov>, "Ald. Mark A. Borkowski" <mark.borkowski@milwaukee.gov>, "Ald. Jose G. Perez" <JoseG.Perez@milwaukee.gov>, "Ald. Terry L. Witkowski" <twitko@milwaukee.gov>, "Ald. Tony Zielinski" <tzieli@milwaukee.gov>, "Ald. Russell W. Stamper, II" <russell.stamper@milwaukee.gov>
Subject: **Historic Designation of the Gettelman Brewery Buildings**

Dear Alderman,

I'm writing to ask that you consider very carefully the issue of permanent historic designation for the original Gettelman Brewery buildings soon to be before you. What happened to this issue at the ZND meeting of September 19 raised many questions. To do justice to the historical importance of these buildings, I urge you to read thoroughly the documentation for this nomination sent from the HPC. I also ask that you take into consideration the following four points, which draw attention to important aspects of this nomination.

1) This group of buildings is historically significant and unique. It is the only and last remaining local example of what a brewery was – in Milwaukee and throughout the Midwest – in the period before the 1870s, and in this case, from the 1850s, before the Civil War. It is the only place in Milwaukee where one can experience the close-knit, small-scale relationship between the original families and their way of making a living. Their house, their initial brewery, and their first lagering cellars all still stand, close together and of a piece. While every other local brewery of this early period started in a similar way, every one of their original household-and-brewery facilities has disappeared. Why is parking so important that the last standing example of the roots of a major

Milwaukee industry must be destroyed?

2) The MillerCoors “compromise” is highly questionable. It ignores the central point of the historic designation, which is to preserve the buildings as a group, because that is where their significance lies. Instead, the corporation wants to rip the Schweickhardt/Gettelman house away from its original location and destroy the rest. On its own, the house will be, essentially, meaningless. It is the group that speaks of 1850s brewery practices, and it is for the remarkable survival of these original first buildings that the site warrants historic designation.

3) The arguments by MillerCoors to justify destroying the Gettelman buildings are without merit. Their argument that preserving these buildings does them a hardship by interrupting their parking arrangements is extremely thin for a multinational corporation with a great deal of land. Their argument that the Gettelman buildings haven't been used in 20 years says more about their property management practices than it says of the historic value of the buildings or their possible reuse. That the Gettelman buildings still stand strong despite corporate neglect is a testament to nearly 160 years of resilience. They deserve respect, not ruination.

4) Established procedures for designation historic structures and sites were misused. MillerCoors' last-minute submission of their “compromise” (on the day of the ZND meeting) raises serious questions about the ZND's handling of the designation recommendation from the HPC. The altered proposal totally undermines the HPC's ruling, asks for special treatment that will result in the destruction of the majority of the HPC-approved site, and does not guarantee in any clear way the actual preservation of the small bit of the complex that MillerCoors says it intends to move. Designating a building before anyone knows its circumstances in a new place is unacceptable and gives no means for the HPC's oversight through the Certificate of Approval process. The implication is that, because this is an enormous corporation that provides many jobs and much income to the City of Milwaukee, MillerCoors should be exempt from the procedures that support the Historic Preservation program.

All of the above warrant much questioning of the situation you must consider, now that the ZND has passed the issue on to you. What kind of message do all these machinations send to those who don't wield the power that this corporation does? It isn't at all a hopeful or satisfying or just message.

Please give your open-minded attention to the worthiness of the Gettelman historic designation. If these buildings are allowed to be destroyed – entirely willfully – the storied history of Milwaukee's brewing industry will be the poorer for it. The issue is in your hands.

Thank you.

Susan K. Appel, Ph.D.
Professor Emerita, Architectural and Art History

School of Art
Illinois State University
Normal, IL 61790
skappel@ilstu.edu

307 North Garfield Avenue
Champaign, IL 61821
217-351-9059
s.appel@att.net