Consideration of the Permanent Historic Designation of the Journal Company Building and Site ZND April 9, 2019

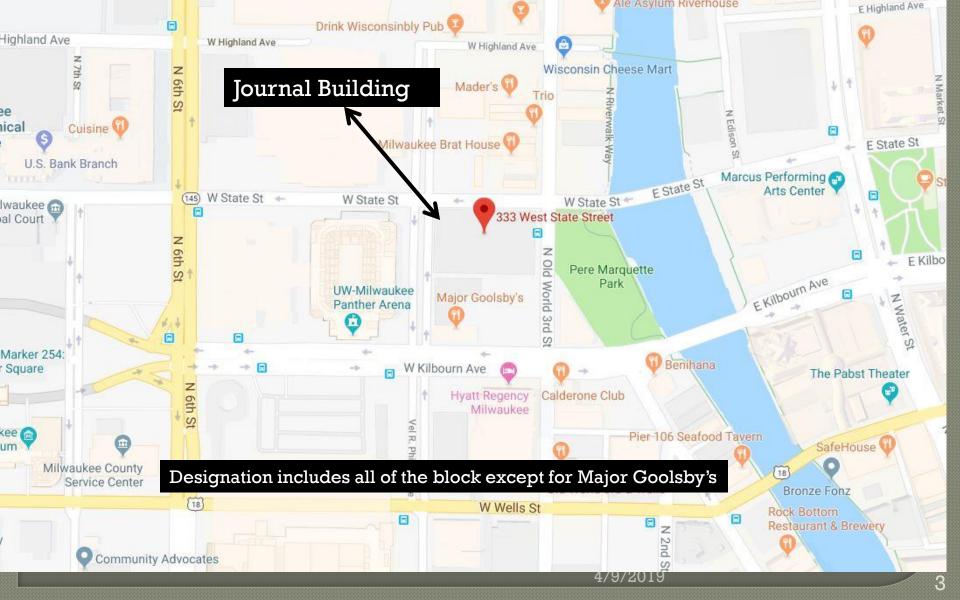


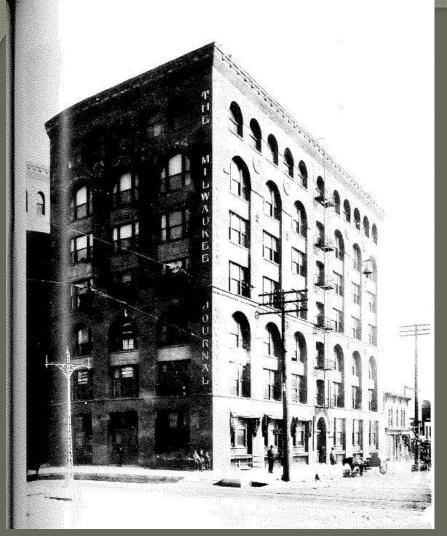
living with history



- OF MILWAUXEE WIS.

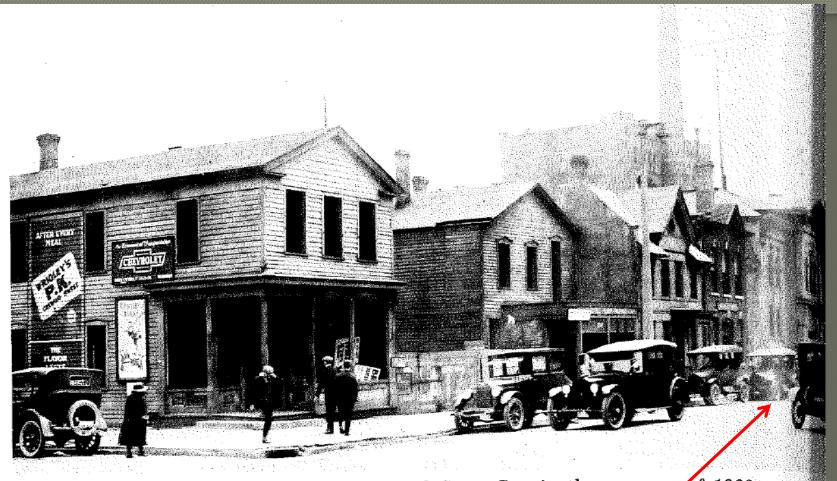
Resolution relating to the Permanent Historic Designation Of the Journal Company Building At 333 West State Street In the 4th Aldermanic District







Prior locations of the Milwaukee Journal, on Michigan Street (L) and N. 4th Street (R) both demolished



This was the corner of 4th and State Sts. in the summer of 1923. Among the buildings to be razed for the new home of The Milwaukee Journal was the old Freie Gemeinde Hall (extreme right).

Cornerstone laid April 12, 1924

Open to the public November 16, 1924





One of a number of illustrations in the <u>American</u> <u>Architect</u> article on the building November 20, 1925, a year after completion (L) and today (below)

BUILDING FOR THE JOURNAL COMPANY, MILWAUKEE, WIS FRANK D. GRANT, INC. ENGINEERS AND ARCHITECTS



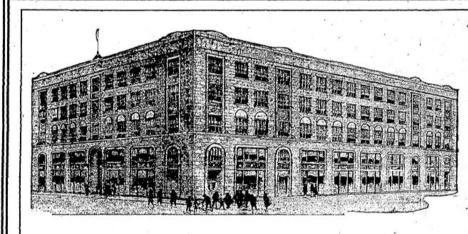


The exterior of The Journal's new building is built entirely of Pink Kasota Stone quarried and furnished by us.

This beautiful, enduring stone is especially adapted to intricate and deep carving as it will not crack or chip irregularly under the chisel. The fine sculptured work on The Journal building proves this.

BREEN STONE & MARBLE CO.

Contractors and Dealers in Cut Stone, Merble, Crushed Stone, Stucco Dash, Tile, Terrazzo, Kaseta Stone, Mill Blocks, Rip Rap and Agricultural Limestone. KASOTA, MINN,



THE WINDOWS in the new Journal Building

were made by LUPTON

Lupton Copper-Steel Windows were used throughout this beautiful building. Leading Architects everywhere specify Lupton Windows for high class Hotel, Office, Home and Factory Building use. Lupton makes a type of window for every type of building. Ask for literature.

Two of the many contractors who worked on the building

DAVID LUPTON'S SONS CO.

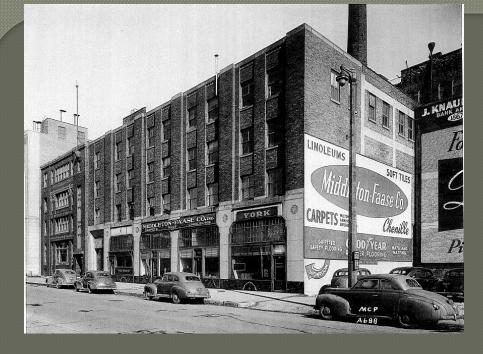
Main Office and Factory, Philadelphia



BOVE: PUBLIC LOBBY AND OFFICE ON FIRST FLOOR.

BELOW: PRESIDENT'S OFFICE



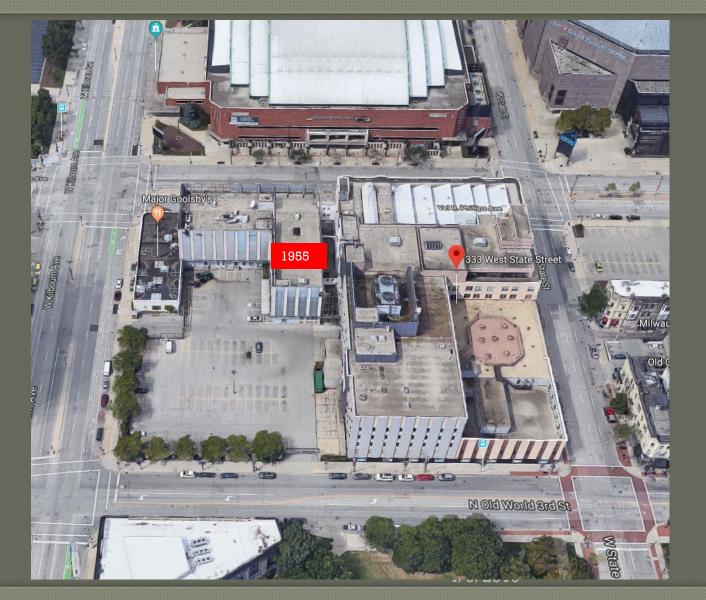


The Republic Building was constructed in 1919, 1923, 1928 (L)



The Milwaukee Journal began using this building next door by the mid-1950s. It was known as the Republic Building. When the Journal acquired the Sentinel, it moved the Sentinel here in 1962. This shows the original entrances and storefronts.





Post World War II expansion.

1950—Rooftop penthouse expansion
1955—6th floor addition to east side of roof
1955—2 bridges constructed to Sentinel Building
(Eschweiler)
1959—New loading dock
(Eschweiler)



Post World II Expansion

1962—New addition to east and south







Changes to the Sentinel Building

- 1919—new building
- 1923—4th floor added
- 1928—new building constructed to south
- 1957—shown as Journal Annex in the city directories
- 1981—major changes to facade., new cladding,
- entrance, Pfaller Herbst Associates



The frieze is on



By JAMES AUER, Journal Art Editor

THE DAYS when works of art reflected and comment-ed on specific historic events may be largely in the past, but they linger on in the murals and friezes decorating many of Milwaukee's older structures. Perhaps the most ambitious, yet seld

reliefs are out of reach, for they tell a story whose direct-ness and simplicity is in decided contrast to the hesitan-cies and ambivalences of our age. Typical of the genre, the frieze is divided into 17 major epochs, sculpted in sharp relief, separated by subordinate

gures in low relief. The lesser groupings are intended to illustrate the life

Six-foot-high limestone slabs from the frieze that adorns the exterior wall of The Journal building were removed from their places and provided with new brackets in a recent renovation. At left is workman Bill Wiley; above, Russell Stoellenwerk. -Journa

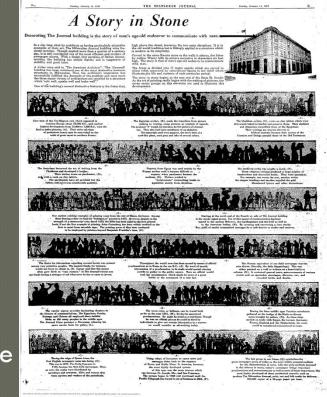
This tableaux is followed by a cluster of ancient Gauls, shown adding to their store of information through the use of a method chronicled with some disapproval by Ju-lius Caesar — forcing a stranger to tell what news he has

lius Caesar — forcing a stranger to tell what news ne nas or cares to invent. The two-fisted approach of the Gauls is succeeded by the ancient Koman equivalent of our daily newspaper the acta diurna (daily happenings), painted on a wall or written on a board tied to a column. Things speed up quite a bit in the next panel, which depicts a Norseman releasing a message-bearing carrier pigeon from his galley as the Scandinavian equ air mail.

The town cr



James Auer article 1981



Frieze was taken off 2011

1953 A Story in Stone

Timeline

- 1962—Purchase of Sentinel by Journal
- 1995—Journal and Sentinel merge, 1st combined paper Sunday
- April 2, 1995
- 2003—Journal Communications, stopped employee stock
- option, began printing in facility in West Milwaukee
- 2015—merger with E.W. Scripps of Cincinnati
- 2016-April 8—Acquired by Gannett Company—one of 11 in eastern and central Wisconsin
- 2019—Gannett looking to move Milwaukee operations, has listed the Journal Building for sale, is fighting off offer to purchase from Digital First Media that is owned by Alden Global Capital, a New York hedge fund

Staff recommends that the Milwaukee Journal Building site be given permanent historic designation as a City of Milwaukee Historic Site as a result of its fulfillment of criteria e-1, e-3, e-5 and e-9 of the Historic Preservation Ordinance, Section 320-21(3) of the Milwaukee Code of Ordinances.

