


FROM	NAME & TITLE	DOUGLAS B. MCCOACH III, DIRECTOR <i>DBM</i>	CITY of BALTIMORE MEMO	
	AGENCY NAME & ADDRESS	DEPARTMENT OF PLANNING 417 E. FAYETTE STREET, 8 th FLOOR		
	SUBJECT	CITY COUNCIL BILL #08-0005/BALTIMORE CITY LANDMARK LIST-AMERICAN BREWERY		

TO

DATE:
February 22, 2008

The Honorable President and
 Members of the City Council
 City Hall, Room 400
 100 N. Holliday Street

At its regular meeting of February 21, 2008 the Planning Commission considered City Council Bill #08-0005, which is for the purpose of designating the American Brewery, 1701 North Gay Street, as a historical landmark.

In its consideration of this Bill, the Planning Commission reviewed the attached agenda, summary, and previous staff report which recommended approval of City Council Bill #08-0005 and adopted the following resolution, eight members being present (eight in favor).

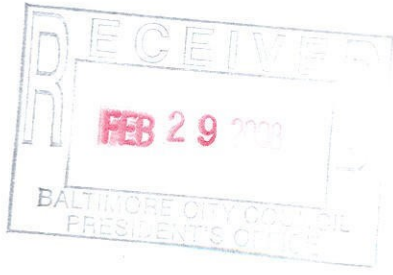
RESOLVED, That the Planning Commission concurs with the recommendation of its departmental staff, and recommends that City Council Bill #08-0005 be passed by the City Council.

If you have questions, please contact Mr. Gary W. Cole, Deputy Director at 410-396-8337.

DBM/GWC/jrm

Attachments

- cc:
- Mr. Andrew Frank, Deputy Mayor
 - Ms. Angela Gibson, Mayor's Office
 - Mr. Demuane Milliard, Mayor's Office
 - The Honorable Rochelle "Rikki" Spector, Council Rep. for Planning Commission
 - Mr. David Tanner, BMZA
 - Mr. Donald Small, DHCD
 - Ms. Nikol Nabors-Jackson, DHCD
 - Ms. Jennifer Coates, Councilmanic Services
 - Ms. Linda Barclay, Law Department
 - Mr. Tyler Gearhart, CHAP, Chairman
 - Ms. Kathleen Kotarba, CHAP



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PLANNING COMMISSION

STAFF REPORT

August 9, 2007

REQUEST: Historic Landmark Designation/American Brewery-1701 N. Gay Street

RECOMMENDATION: Approval

STAFF: Fred B. Shoken

PETITIONER(S): City of Baltimore – Commission for Historical and Architectural Preservation (CHAP)

OWNER: City of Baltimore

SITE/ GENERAL AREA

The 5-7 stories 1887 Brewery Building is located 0.8 acre land tract on Gay Street in the Broadway East Community.

HISTORY

- The American Brewery building has been vacant since 1974. It has been owned by the City of Baltimore for many years but numerous plans to reuse the structure have not been realized.
- As the result of a 2005 RFP, Gotham Development and Struever Brothers, Eccles and Rouse have been awarded the right to develop the building. They plan to fully rehabilitate the American Brewery main building for Humanim, a non-profit agency. The building will house offices and a community oriented workforce development center with clinical support services. The rehabilitation will be in compliance with historic tax credit guidelines.
- CHAP approved landmark designation on July 10, 2007. After approval of landmark designation by the Planning Commission and Mayor and City Council any future exterior change to the building would require CHAP review.

CONFORMITY TO PLANS

The designation of American Brewery as a Baltimore City Landmark is consistent with the Comprehensive Master Plan: Play Section, Goal 1, Object 4 “Strengthen Stewardship of Historical and Cultural Resources [The Baltimore City Landmark Program is administered by CHAP and provides legally-binding protection for the preservation of a historic resource. Landmark designation reports provide ‘authentic’ well-documented

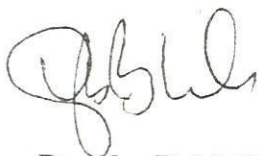
history of historic properties. These reports may serve as the basis for the historical information needed in the Authentic Baltimore application.]”

ANALYSIS

The American Brewery (1701 N. Gay Street) qualifies for landmark designation meeting the following standards:

- **Standard #1 (Significant Character):** The American Brewery is representative of the golden age of independent breweries in Baltimore from the 1860s until prohibition when some sixty distinct breweries operated in the city.
- **Standard #2 (Associated with Important Persons):** John F. Wiessner, a German immigrant who founded the brewery, was an important leader in Baltimore’s brewing industry.
- **Standard #4 (Architectural Significance):** The American Brewery is a unique example of 19th century industrial architecture. The eclectic Victorian Style building has been described as “middle-European Chalet” or a concoction of German Romanesque, French Second Empire and Italianate designs. The architectural design is notable for its exuberant ornamentation and varied decorative elements; however the exterior towers serve a purpose in taking advantage of gravity flow in the industrial process.
- **Standard #5 (Contributes to Heritage of Community):** The building also contributes to the heritage of the community as a major employer of recent German immigrants. The brewery provided lodging and board to many of its workers.

The property owner and Broadway East Community Association were notified of this landmark designation.



Douglas B. McCoach, III
Director