

GEORGE WIEDEMANN BREWERY COMPLEX
6th and Columbia Street
Newport
Campbell County
Kentucky

HABS No. KY-177

HABS
KY-177

PHOTOGRAPHS

WRITTEN HISTORIC AND DESCRIPTIVE DATA

Historic American Building Survey
National Park Service
Southeast Region
Department of the Interior
Atlanta, Georgia 30303

HISTORIC AMERICAN BUILDING SURVEY

GEORGE WIEDEMANN BREWERY COMPLEX HABS No. KY-177

Location: 6th and Columbia Streets
Newport, Campbell County, Kentucky

Present Owner: National Redevelopment Corporation
326 E. 4th Street
Cincinnati, Ohio 45202

Present Use and Occupants: Vacant

Significance: This is a collection of various important brewery related buildings that not only add to our understanding of the beer making process, but to our understanding of a major regional brewery. Additionally, a number of the buildings are significant because of their architectural detail or because of the form they took as a result of the specific function that was performed within their walls.

PART I. HISTORICAL INFORMATION

A. Physical History:

1. Dates of erection: Refer to attached.
2. Architect: The following buildings were designed by the architectural firm of Samuel Hannaford & Sons.

2 Brew House (1889)
8 Main Office (1899)
7 Bottling Shop (1918)
#32 and 33 Garage (1903)

This architectural firm was extremely prolific and well respected within the Cincinnati and northern Kentucky area. Its founder, Samuel Hannaford (1835-1910), was such a distinguished architect that a Thematic National Register nomination recognizes the more buildings that he designed during his productive career. The more important buildings listed in

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the nomination include Cincinnati Music Hall (NHL), Cincinnati City Hall, the Workhouse, Memorial Hall and numerous churches, commercial and residential buildings.

3. Original and subsequent owners: Reference to the chain of title to the land upon which the Wiedemann Brewery Complex stands are in the Recorder's Office, Campbell County Courthouse, Newport, Kentucky.

1871 Deed, May 19, 1871, Deed Book 11, Page 86.
Samuel Mooreledge and wife to John Butcher
and George Wiedemann.

1877 Deed, February 28, 1877, Deed Bk. 20, Page 214
Mary Terrel to John Butcher and Geo. Wiedemann

1878 Deed, September 23, 1878, Deed Bk. 22, Pg. 250
John Butcher and wife to George Wiedemann

1890 Deed, May 17, 1890, Deed Book 52, Page 207.
George and Agnes Wiedemann to George Wiedemann
Brewing Company

1892 Deed, November 29, 1892, Deed Bk. 59, Page 448
Trustees of Corinthian Baptist Church to
George Wiedemann

1898 Deed, December 13, 1898, Deed Book 74, Pg 400
Henrietta Dessaner to Geo. Wiedemann

1901 Deed, February 26, 1901, Deed Book 79, Pg 142
Herman Runge to Geo. Wiedemann Brewing Company

1902 Deed, October 3, 1902, Deed Book 85, Page 153
Frederick J. Lock to Geo. Wiedemann Brewing Co

1919 Deed, May 24, 1919, Deed Book 120, Page 188
Geo. Wiedemann Brewing Co. to Geo. Wiedemann
Company

1920 Deed, December 31, 1920, Deed Book 152, Pg 332
Geo. Wiedemann Brewing Co. to Geo. Wiedemann
Company

1936 Deed, August 1, 1936, Master Commissioner Book
12, Page 279
Master Commissioner to George Wiedemann Brew-
ing Company

1967 Deed, July 28, 1967, Deed Book 378, Page 359
Geo. Wiedemann Brewing Co. to G. Heilemann

1985 Deed, June 14, 1985, Deed Book 487, Page 396
G. Heilemann to National Redevelopment Corp.

4. Original plans and construction: Some surviving copies of various original plans and specifications have been preserved at the brewery and are now in the possession of the present owners.
5. Alterations and additions: As a productive brewery complex, changes in technology and production required alterations and additions to many buildings. When identified, these changes have been noted in the accompanying floor plan and discussed within the architectural information.

B. Historical Context

The Wiedemann Brewing Company was founded by Geo. Wiedemann. He immigrated to the United States from Germany in 1853. Initially living in New York State and after spending some time in Louisville, Kentucky, he moved to Cincinnati in 1855 when he entered the brewery business. In 1860, Mr. Wiedemann joined with John Kaufman in building a brewery on Vine Street in Cincinnati where he was appointed the foreman. In 1870 he became a partner with John Butcher, who was operating a small brewery on Jefferson Street in Newport, Kentucky. The business began to grow and soon became recognized as a major brewery in northern Kentucky and Cincinnati. In 1878 Wiedemann acquired the entire brewery and he continues to expand its operation. Over the years various buildings were constructed to meet the needs of the growing operation. In 1888 and 1889 construction of modern facilities was undertaken when several buildings were constructed including the Hops Storage building and the Malt House. With increase production capacity, the brewery began to command a greater share of the market. During the period before the turn of the century, Wiedemann acquired several smaller breweries. With these acquisitions, the brewery established itself as the major brewery serving northern Kentucky.

During the years, Mr. Wiedemann brought his two son's into the business. His eldest son, Charles, was sent to Munich in 1876-77 to learn the latest European brewing techniques. Upon his return, he was sent to Milwaukee to learn the developing brewing techniques being undertaken by America's leading brewers. He rejoined his father as Superintendent, then as Vice-President. With the death of his father, he was appointed President in 1890. He continues the distinctive brewing tradition with increased modernization, establishment of new markets, and attention to the quality of the beer.

With the advent of Prohibition, the brewery produced a beverage called Quizz which enabled the business to stay open. When Prohibition ended, the company was again producing beer. By 1938 it was producing 150,000 barrels and by the end of 1955 over 850,000 barrels were marketed. New programs, such as year-round advertizing,

introduction of new brands of beer and various promotions attributed to the growth. In 1967 the brewery was purchased by the G. Heileman Brewing Company of La Crosse, Wisconsin. It was maintained as a separate division of this company until 1983 when the decision was made to close the Wiedemann Brewery and its total operation. With its closing came the end of the brewing industry in northern Kentucky. The Wiedemann name is still being used by Heileman in the production of the beer, even though it is being produced at another facility.

PART II. ARCHITECTURAL INFORMATION

- A. General Statement: The following is a general statement for each of the significant buildings within the brewery complex.

Building # 1 Boiler Room (1900)

Rectangular in plan, 47' x 103', common bond brick building. Functional in design with little architectural adornment it height ranges from 2 to 4 stories. The exterior facade exhibits 6/6 wooden sash windows with brick segmental arches and plain lug sills. The roof trim is accentuated with several corbel courses. It was constructed to house the main boilers for the complex. A large smokestack at the south side rises above the flat roof. The interior has been altered over the years to accomodate new boilers and pipes. No significant interior details.

Building # 2 Brew House (1889)

The Brew House is actually a part of a larger building. The main facade of the larger buildings reads as a single design. The Brew House part is 4 stories high, 47' x 48' with its side facade constructed of common bond brick. The exterior 3 bay main facade exhibits a first floor with a large semi-circular arched lintel with semi-circular transom. The second floor has large 18 paned aluminum sash windows with moveable middle sash. Decorative brick lintels and plain stone sills evolve into a string course. The third floor has paired 6/6 aluminum sash windows with decorative semi-circular brick and stone lintels over the side bays and segmental lintel over the paired windows of the central bay. The building is capped with a central curved cornice with an inscription that reads "BREW HOUSE" in block letters. Above the nameplate is found a small stepped parapet.

The interior of the building originally housed a number of large copper brewing tanks. Over the years the original plan has been altered and updated to accomodate newer brew tanks as required. At the present several brewing tanks remain, however large holes exist

where other have been removed from the floor. Round cast iron columns several with decorative capitals support the ceilings and the original walls have been covered over with glazed terra cotta tile. Small catwalks are found around the tanks.

Building # 2A Mill House (1889)

This is a small, 27' x 65', 5 story part of the larger Brew House building. Its exterior starts at the second floor, with a driveway going through the first floor. The main facade exhibits a large semi-circular rock-faced ashlar lintel and four windows separated by fluted engaged columns. Below the windows is found a nameplate that reads "The Geo. Wiedemann Brewing Company". Above the lintel is a decorative terra cotta panel. The third floor has a central niche flanked by 6/6 wooden sash windows. The semi-circular arch above the niche evolves into a flat lintel above the flanking windows. The overall effect is a Palladian motif. A large terra cotta nameplate that reads "G. WIEDEMANN" separates the third and fourth floors. The fourth floor window fenestration is distinguished by a large brick and stone semi-circular window bay with four wooden sash windows divided by decorative wooden columns. A dateplate reading "1870" and "1888" and constructed of terra cotta are found above the windows. A small corbel course separates the fifth floor from those below. This floor is distinguished by a fenestration that exhibits five closely spaced 1/1 wooden sash windows with semi-circular brick lintels linked to suggest a colonnade. The steep asphalt truncated hip roof is pierced by large decorative dormers, each with three 1/1 wooden sash windows and a central curved pediment.

The interior of the building is functional in detail and lacks architectural distinction. Historically it housed the grain milling operation and in later years housed the grain that was sent to the Brew House.

Building # 3 Shop/Storage/Cellar (1889)

This is a 4 story, 3 bay, 44' X 65', part of the Brew House. Its main facade is very similar to that of the Brew House. The main difference is that the lower floors are bricked up and the central paired windows are flanked by single window bays. A decorative central curved cornice with a nameplate that reads "ICE MACHINE" rests atop the central bay. The interior is functional in detail and simple in design with concrete floors. It housed various shops, storage areas and numerous fiberglass tanks used to age beer.

Building # 5 Storage Cellar (1888)

This is a 5 story, 58' x 144', functional in design

building with stretcher bond front facade and common bond rear and side facade. The front facade is distinguished by its recessed three bay symmetrical fenestration with its window and door bays blocked up by wood at an unknown date. Plain lintels and lug sills adorn the windows. The second floor has semi-circular brick lintels and sills that evolve into a string course. The south side bay is pierced by a catwalk that connects to the Storage Building across the street. The third floor has small paired windows in each bay with plain detail. A small rectangular raised parapet rests atop the small projecting cornice supported by several courses of oversailing bricks. A fifth floor with clapboard wall material is set back from the main facade. This is capped with a slate mansard roof pierced by numerous small dormers along three facades.

The interior is functional in detail with concrete floors, wrought iron stairs and plain window surrounds. The building was used to house numerous ageing tanks that were constructed of fiberglass.

Building # 6 Racking and Wash House (1903)

This is a 5 story, common bond brick, 44' x 232', building that exhibits little architectural detail to highlight its functional use. The exterior walls have a modest number of windows that have either been bricked or blocked up with wood. Most exhibit brick segmental lintels and lug sills. The building sits next to a small walkway at the west facade and its north and south ends abut adjoining buildings. The majority of decorative detail is found on the east facade at the roof trim. This is accentuated by several oversail brick courses supporting a low parapet that rises at its highest in the center. This facade is pierced by an elevated walkway at the second floor that connects to an adjoining building on the east.

The interior of the building is plain in detail and has simple window and door surrounds. The concrete floors are mostly clear span with few supporting columns to break the plan. Originally this building housed the machinery used to wash out and fill the beer kegs.

Building # 7 Bottling Shop (1918)

This is a large 130' x 181', 2 1/2 story brick building exhibiting eclectic architectural details. The main north symmetrical facade is distinguished by its distinctive fenestration and stepped parapet concealing a clerestory roof. Significant architectural details include a raised ashlar foundation, large semi-circular brick and stone lintels and lug sills. The door and paired window openings have been boarded up with wood. The central part of the second floor exhibits large paired 4/4 windows with four part rectangular transoms.

Flat voussoir lintels with keystone complete the window detail. The third floor of the central bays have small paired windows with linked semi-circular brick lintels articulated with keystones and stone coping. The larger central window has a multi-sash window, lighted transom, keystone and stone coping. A large parapet with corbel courses has a nameplate that reads "THE GEO. WIEDEMANN BREWING CO.". A smaller parapet, added at an unknown date completes the detail of the central bays.

Flanking the central bay on either side is a decorative five bay wall treatment with windows gradually increasing in length as they go toward the center. They terminate with brick segmental arches. Window bays are divided by engaged flat columns that rise to terminate at a stepped parapet supported by several dentil courses.

The east side facade located next to Putnam Alley exhibits a fenestration composed of paired windows, several of which have been blocked or bricked up, with semi-circular brick lintels capped with stone coping. Dentil courses support the projecting cornice at the first floor. The first two bays of the upper facade are pierced with an elevated walkway joining the building on the east side of the alley.

The interior is distinguished by a large open area that originally housed the bottling shop. Decorative wrought iron articulates the second floor mezzanine railing. The dominate architectural feature is the iron truss system supporting the three clerestory roofs.

Building # 7A Bottling Shop (remodeled 1974)

Essentially this is a large enclosed space, "L" in plan, 27' x 200' and lacking any exterior distinction. The interior roof exhibits concave arcading.

Building # 8 Main Office (1899)

This is a 2 story, 30' x 130', stretcher bond brick building exhibiting eclectic architectural details. The main (west) facade rests atop a raised rock-faced ashlar foundation and is distinguished by three decorative wall dormers with stepped parapet. The first floor fenestration is a mix of large paired and single windows that have been blocked up with wood. Brick segmental lintels are adorned with molded brick coping that terminates with labels. Sills evolve into string courses. The cornice above the first floor is heavily adorned with decorative blocks. The wall dormers have a Palladian window with semi-circular brick lintels at the center window. Tooled stone spandrels rest atop the central window. Stepped parapet with stone coping completes the wall dormer detail. The slate hip roof has two metal finials. The north side wall treatment is the same as that of the main facade. Raised double door

entry with a pointed arch lintel accentuate the front-piece.

The interior lobby is distinguished by elliptical plan, engaged columns with composite capitals and ceiling molding with swags and egg and date motif. The doors are articulated with heavy wooden lintels and surrounds. The offices have been changed throughout the years to reflect various space needs with little of the original architectural detail remaining.

Building # 16 Empty Case Warehouse (1910 rebuild 1950)

This is a 2 story, 65' x 148', common bond brick, industrial building. The main facade is distinguished by four bays, several of which have been bricked or blocked up with wood. A larger truck door has been added at an unknown date. The upper story detail has a stepped parapet with blind rectangular panels, corbel courses and stone coping. The side facades have been completely replaced with metal siding. A second story walkway pierces the building.

The interior has lost all of its original detail.

Building # 20 Office and Stores (ca. 1900 and 1956)

This is a 2 story, common bond brick 23' x 63', Italianate styled building. Its facades are distinguished by asymmetrical fenestration with 2/2 wooden sash windows with segmental metal lintels and sandstone lug sills. The corner of the facades angled and it appears that the building originally exhibited a storefront that has been infilled with brick and windows. The roof is accentuated with a projecting cornice supported by paired brackets. The low slope roof has asphalt shingles. A one story addition is found at the rear of the building and is composed of metal siding.

The interior of the original building has decorative window and door surrounds. Many of the original walls have been removed to accommodate a different floor plan.

Building # 32 Stock House (1903, 1956)

This is "L" in plan, 46' x 85', with a main original facade constructed of stretcher bond brick and a larger three story addition devoid of significant fenestration. The original building is four bay asymmetrical with large semi-circular window and door lintel at the first floor. Terra cotta keystones accentuate the lintel detail. At an unknown date the window bays have been bricked up. Decorative stone sills evolve into string course. An interior cornice of molded brick separates the first and second floor. Second floor is similar to the first except decorative terra cotta molded horseheads replace the end window bays. A stepped parapet with decorative panel completed the facade. In

1956 a very large brick addition was added that rises an additional three floors. Overall the addition is functional in design and lacks significant architectural detail. The top floor of the addition was used as an open air beer garden.

The interior of the original building has been greatly altered over the years and has lost its original details. The building was used to store bottled and kegged beer.

Building # 33 Garage (1903)

This is a low scale, 1 story, stretcher bond brick, industrial building. Its main facades are distinguished by multi-bay single light windows with semi-circular lighted transom and molded semi-circular lintel evolving into brick window surrounds. Sandstone lug sills terminate the window treatment. A continuous stone belt course separates the windows from the tooled foundation below. The decorative pointed arch main door is composed of brick and alternating stone with stone coping. Above the door is a nameplate with the inscription "STABLE". The roof trim exhibits an interior cornice that separates a low parapet and plain cornice detail. The building has a low flat roof.

Originally, this building was used to house the numerous horses and wagons used for the delivery of the beer. All interior detail associated with this use has been lost through the years. For a number of years it has been used as a garage and various shops.

B General setting and site orientation:

The existing brewery complex is located in a mixed commercial/residential neighborhood on the west side of the city of Newport. The brewery is three blocks from the central business district. It is located on a whole block plus parts of surrounding blocks. It contains approximately 6 acres and is bounded by West Sixth Street on the north, Columbia Street on the west, West Seventh Street on the south and York Street on the east. The site has been intensively developed over the years for brewery related activities and presently contains twenty-two buildings and five vacant parcels of land with ten additional brewery related building on the west side of Columbia Street. During the years buildings were demolished and new ones constructed with little regard for architectural relatedness of floor level compatibility. The immediate residential neighborhood exhibits a mix of Italianate, Queen Anne and functional vernacular 2 to 3 story brick buildings. Over the years there has been some demolition and unsympathetic alterations to the built environment. The commercial buildings along York and the north side of Sixth Street are a mix of low scale, metal and brick with older 3 story brick

buildings that have been altered in varying degrees.

PART III. SOURCES OF INFORMATION

A. Original Architectural Drawings:

Architectural drawings, uncataloged, are in the possession of the present owner. A review of these has determined that a set exists for the Brew House. Most of the drawings are concerned with later construction and alterations.

B. Bibliography;

Cincinnati Enquirer: Various newspaper indexes.

Downard, William L. The Cincinnati Brewing Industry: A Social and Economic History. Columbus, Ohio: Ohio University Press, 1973.

Illustrated Cincinnati, 1909-1910. Cincinnati: Kramer Illustrated Cincinnati Publishing Company. (c. 1910)

Kentucky State Journal: Saturday, April 13, 1889.

National Register Nomination: Charles Wiedemann House, 1102 Park Avenue, Newport, Kentucky. Prepared by Walter Langsam.

C. Supplemental Material:

Prepared by: Fred Mitchell
Preservation Consultant
Historic Preservation Associates
P. O. Box 8933
Cincinnati, Ohio 45208
September 16, 1986

PART IV. PROJECT INFORMATION

This documentation is presented as part of the stipulation of a Memorandum of Agreement executed in connection with an Urban Development Action Grant received by the City of Newport, Kentucky from the Department of Housing and Urban Development.