

## **Bailey, Heather**

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**From:** Thistle <[REDACTED]>  
**Sent:** Saturday, December 31, 2022 5:08 PM  
**To:** PLLCAplications  
**Subject:** Support for the Nomination of the Filene House building for Landmark status

**Caution:** This email was sent from an external source. Avoid unknown links and attachments.

Good evening,

My name is Thistle Pettersen and I am a member of the Sherman Terrace Neighborhood Association.

I am writing in lieu of attending the meeting on January 9th as I am unavailable that evening.

I am in support of making the Filene House where the current Care Wisconsin company is housed into a building with Landmark status.

Thank you for registering my view on this matter.

~ Thistle Pettersen  
Building 25 #6  
Madison, WI  
53704

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“We are stardust, we are golden and we've got to get ourselves back to the garden.”  
– Joni Mitchell

**Bailey, Heather**

**From:** Kären Miskimen [REDACTED]  
**Sent:** Monday, January 2, 2023 11:41 AM  
**To:** PLLCAplications  
**Subject:** Support item# 75226 Review of Landmark Nomination for the Filene House (1617 Sherman Ave)

**Caution: This email was sent from an external source. Avoid unknown links and attachments.**

As a member of member of the Sherman Terrace Neighborhood Association and a board member of the Sherman Terrace Condominium Association, I support designating the Filene House as a historically significant site, due to its place in the history of credit unions. Thank you for your consideration.

In partnership,

Kären Miskimen  
Put your "car in" gear  
[608-617-5909](tel:608-617-5909) (talk/text)  
Rustic Crumb flourshares

*Unless someone like you  
cares a whole awful lot,  
nothing is going to get better*

*It's not.* Dr. Seuss

## Bailey, Heather

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**From:** Jeremy Cesarec <[REDACTED]>  
**Sent:** Wednesday, January 4, 2023 9:14 AM  
**To:** PLLCAplications  
**Subject:** Objection to Landmark Designation for 1617 Sherman Ave.

**Categories:** Red Category

Caution: This email was sent from an external source. Avoid unknown links and attachments.

Dear Landmark Commission Members,

As the owner of a home ~4 blocks from this proposed landmark, I am writing to object to landmark designation for this building (1617 Sherman Ave.).

My main objection is that I believe this application for landmark protection does not originate in good faith. After attending two previous meetings about the proposed development on this site, it has been made clear by neighborhood residents who oppose the project that they are pursuing landmark status of this building as a way to prevent or at least protract the development approval. I in fact believe it's a hail mary tactic that a.) does not have sufficient merit (see below), and b.) if rewarded, will encourage anti-development groups to continue this sort of pretextual grasping at straws.

I take multiple morning walks past this building each week, and over 8 years it never caught my eye. Its architecture is unremarkable, and after recently learning of its "historic" significance, I'm no less interested in seeing it preserved. In my opinion, a small historical plaque on the new development's property would (more than) suffice.

Fighting the dual crises of climate change and housing insecurity will take moral courage and forward—not backward—thinking. **I compel you to consider the democratic and progressive spirit of the credit union pioneers referenced in this application, who would most likely prefer to see this property leveraged for the good of the planet and the community, rather than preserved in amber in service of protecting the status quo.** For meaningful change in urban density to happen, we cannot give in to overly-precious concerns of a small minority of residents —such as this instance of misapplying landmark status—but must embrace a renewed vision to keep our planet and our city thriving and liveable for future generations.

Thank you for your consideration,  
Jeremy Cesarec  
408 Sidney St.  
Madison, WI 53703

## Bailey, Heather

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**From:** Paul and Donna Janquart <[REDACTED]>  
**Sent:** Thursday, January 5, 2023 11:20 AM  
**To:** PLLCAplications  
**Subject:** Filene House  
  
**Categories:** Red Category

Caution: This email was sent from an external source. Avoid unknown links and attachments.

Members of the Landmarks Commission,

I am strongly in favor of putting the Filene House as a Landmark in Madison.

It qualifies under the MGO 41.7 Standard :

(a) *It is associated with broad patterns of cultural, political, economic or social history of the nation, state or community.*  
I believe the dedication by President Truman for the Filene House as the International Headquarters of the Credit Union Association validates the criteria as a historic landmark. It was the first permanent home of the Association and began to focus on the international character of cooperative activities and as Truman stated "it is the way to achieve peace" in our world following World War II.

The following also supports another qualifier of the Landmark criteria:

(b) *It is associated with the lives of important persons or with important event(s) in national, state or local history.*

Edward A. Filene was a movement leader in our country believing the creation of a credit union would help better serve low-and-moderate-income financial consumers. It is significant in our city's history that a Madisonian was a pioneer for this type of service.

Placing the Filene House as a Landmark validates the important historical work done by not only Mr. Filene, but the significance of the dedication by a President of our country.

It is within the framework of the two above supported criteria that I recommend the Filene House at 1617 Sherman Ave. be placed as a Landmark in the city of Madison.

Thank you,  
Donna Janquart  
Owner of #37-4 Sherman Terrace

**Bailey, Heather**

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**From:** Victor Toniolo <[REDACTED]>  
**Sent:** Thursday, January 5, 2023 8:46 PM  
**To:** Plan Commission Comments; PLLCAplications; council; Mayor  
**Subject:** 1617 Sherman

**Caution:** This email was sent from an external source. Avoid unknown links and attachments.

Landmarks commission,

I am a resident of district 12 who lives just a few blocks from 1617 Sherman Ave, and I am writing to oppose its designation as a landmark per MGO 41.07.

While a case can be made for standard (A) of 41.07(2) I believe it requires a very generous interpretation that neither the landmarks commission nor the common council can afford to make. I do not believe it meets standard (B) at all.

(A) The Credit Union National Extension Bureau was founded by Filene in Massachusetts in 1921, and it only became CUNA at a national meeting in Estes Park, CO. CUNA did move its headquarters to Madison, but it existed here in two separate buildings for 16 years before moving to 1617 Sherman. CUNA has also been at the current location much longer than it existed at 1617 Sherman. This is a weak association at best.

(B) This property is not associated with the life of Harry S Truman. He was there for a matter of less than one hour. Similarly a presidential visit is not an important event in our national or state history. It wasn't even important enough local history to keep the cornerstone that Truman dedicated onsite.

This thin string connecting the site to the national credit union movement is not enough to support landmark status. If the same standard were applied elsewhere, development would be all but impossible in the Madison area. We dig ourselves deeper and deeper into a housing crisis every year and cannot afford such wasted space so close to downtown.

I have concerns for the current condition of the building that I may address separately with other city departments.

Finally, my same neighbors already have a plan for this site. The Emerson East-Eken Park-Yahara Neighborhood Plan that calls for it to be redeveloped (Focus Area Four: Sherman/Yahara Neighborhood Area). I have spoken with dozens of residents of Emerson East-Eken Park and we believe a tiny but very vocal minority is trying to speak on behalf of the rest of the neighborhood. The decision to designate 1617 a landmark would erode public trust in the Landmarks commission and the entire city planning process. Please deny this designation.

I am unsure if I will be able to attend the Landmarks meeting on Monday but I am available to answer questions via email.

Best regards,

Victor Toniolo

P.S. Staff report incorrectly cites 41.01 instead of 41.07 in three places

**Bailey, Heather**

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**From:** Porter Reim <[REDACTED]>  
**Sent:** Friday, January 6, 2023 8:08 AM  
**To:** PLLCAplications  
**Subject:** Agenda item 75226

**Caution:** This email was sent from an external source. Avoid unknown links and attachments.

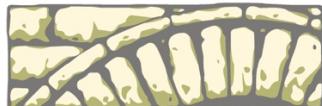
Hello Landmark Commission.

As a resident of Madison I have seen first hand the fun of living in this city. But the benefits of cities derive from density. Friends, lovers, jobs, and shops all within walking distance require housing and development. I do not support designating 1617 Sherman Ave as a landmark. It would be a mark of shame that would further show the ways Madison is out of touch with future needs. Let alone the environmental impacts of that much impermeable space so close to the canal.

When you deny a city the ability to build *up*, you condemn it to build *out*. Sprawl may not strike you as destructive, but where was landmark designation for the 99% of the Midwest's prairie that was razed and replaced? Where was landmark designation for the chain of lakes that nourished civilizations for thousands of years, only to be irreversibly polluted in the past decades? Your power as a committee is in directing our attention to the best and most worthy causes of preservation. I pray you do not find a parking lot and an office building to be deserving of permanent respect and reverence.

Sincerely,  
Porter Reim

# MADISON TRUST



for Historic Preservation

P.O. Box 296  
Madison, WI 53701-0296  
(608) 441-8864  
[info@madisonpreservation.org](mailto:info@madisonpreservation.org)  
[www.madisonpreservation.org](http://www.madisonpreservation.org)

January 5, 2023

Re: Filene House Landmark Nomination Review, File #75226

Dear Commissioners,

The Madison Trust for Historic Preservation supports the landmark nomination for the Filene House. This building, in many ways, represents the long history of the credit union movement in Madison. There are several reasons that the Madison Trust believes it is important to preserve the proposed landmark.

First, the building is not elaborate in its design or construction. It is easy for historic preservationists to identify high-culture and unique vernacular architectural features in buildings that contribute to our cultural landscape. But in its lack of architectural embellishments, the Filene House represents Edward Filene's advocacy of "economic democracy," one of the core tenets of the credit union movement. Thus, the utilitarian original building and the 1966 additions are representative of CUNA's ethical and cultural foundation.

The construction of the 1950s building was completed with a minimal budget that started with donations from individual credit unions. As documented in the nomination, decorative features, such as marble in the building's lobby, were funded or donated by local and state credit union leagues. A high level of cooperation across the country was thus required to build the national headquarters. Filene House fully represents the movement's cooperative efforts to promote social reform through progressive banking associations.

Through the work undertaken at Filene House, CUNA and the World Council of Credit Unions promoted credit unionism around the world, starting in the 1950s and continuing until the organization moved its headquarters to Mineral Point Road in 1979. Cooperation with the University of Wisconsin and the federal government allowed CUNA to expand the reach of credit unions in Latin America, Asia, Africa, and the Caribbean. Thus, the nomination of the Filene House recognizes the organization's important work, both national and international.

We ask the Commission to approve the nomination to designate the Filene House as a City of Madison Landmark, a building that is significant not only to the history of Madison, but also to the development of the credit union movement world-wide.

Sincerely,

*Lynn Bjorkman*

Lynn Bjorkman  
President

***Dedicated to Preserving Madison's Historic Places***

*A local partner of the National Trust for Historic Preservation*

## **Bailey, Heather**

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**From:** [REDACTED] @gmail.com  
**Sent:** Friday, January 6, 2023 1:42 PM  
**To:** PLLCAplications  
**Subject:** Oppose Historic Designation for 1617 Sherman

**Caution:** This email was sent from an external source. Avoid unknown links and attachments.

Hello,

I'm writing to express my strongest opposition to designating 1617 Sherman a historic site. This is a sad, transparent attempt to scuttle the planned – and much needed – housing development proposed at the site. If it was so historic, why is it just coming up now? A historic district should stand on its own merits, and not just be proposed at the exact moment when it's a convenient option for wealthy landowners to use to protect their property values.

I am a former employee of CUNA Mutual. This building is not worth protecting. It's connection and association to the movement is fleeting and insignificant, and very little of it remains today. I urge you to see this proposal for what it is and to vote against it. The city needs more housing options!

Ian Jamison