



Landmark Nomination
1617 Sherman Ave

January 9, 2023



Proposed Work

- Landmark designation for site containing 1617 and 1601 Sherman Ave
- Criteria A & B



Criterion A

- It is associated with the broad patterns of cultural, political, economic or social history of the nation, state or community.
- Period of Significance 1950-1979
- Site selected and building constructed when CUNA decided to make Madison its permanent location
- Constructed simple structure to convey practical purpose of their work
- CUNA greatly expanded its programs to make banking more accessible to a wider constituency, addressing the economic disenfranchisement of the banking system at the time



Criterion B

- It is associated with the lives of important person **or with important event(s) in national, state or local history.**
- President Truman gave a speech in Madison and laid the cornerstone for the new CUNA building, specifically linking the work of CUNA and credit unions with the Point Four Program
- Point Four Program was stalled out in Congress for months and passed 4 days after Madison visit
- Credit unions were to be key in rebuilding economies of countries recovering from WWII and developing countries
- Cooperative Capitalism was a rebuke of calls for American isolationism





CREDIT UNION BRIDGE

THE WAY TO ECONOMIC BETTERMENT



Official Publication

April 1950

Credit Union National Association

SOURCE: The Bridge, April 1950

Welcome to Filene House

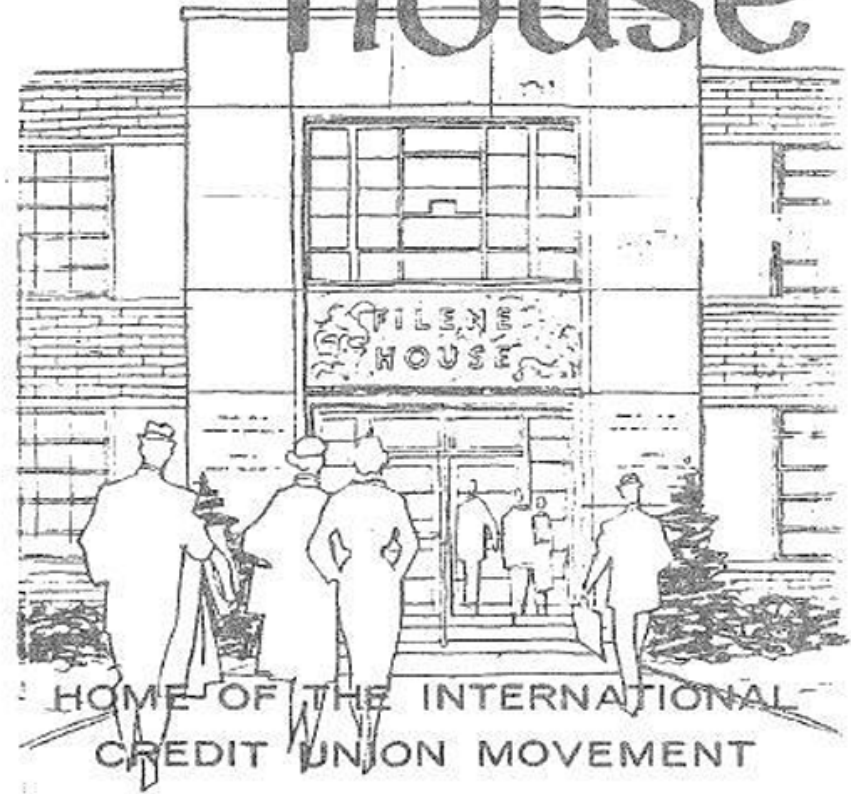


Illustration of Filene House "Home of the International Credit Union Movement" from a May 1976 brochure for visitors prepared by the Public Relations Division of Credit Union National Association



Giles Tells of Credit Union History in US

First Chapter Covered in East in 1907; Was Answer to Loan Sharks

The following article on the history and philosophy of the credit union movement was written by Richard Y. Giles, Valley College, N. Y., author of the book, "Credit for the Millions," to be published by Harper and Row. In September, 1949, is a former editor of the "Village" monthly publication of the Credit Union National Association—EDITOR'S NOTE.

By RICHARD Y. GILES. LOAN sharks and racketeers. In the settlement districts were a serious problem in the United States when the first credit unions were organized. Millions of immigrants from Europe had settled in the big cities. Slums and tenements had appeared. The people of the slums needed furniture and clothing, which they could afford to buy only on credit.

Sharp characters and their low-quality goods at heavy prices, gave the racketeers a ready market for their goods that lasted for many years. Loans of five dollars carried at seven per cent, the leading method of the racketeers, made the forty cents and their rates of interest. They were paid 100% per year. In 1907 the situation was dire.

Therefore, CUNA had credit unions that were to get and deliver credit to the people who were in need of it. The first credit union was organized in 1907.

Richard Y. Giles said that credit unions were born in the settlement districts in the United States. A necessary official approval, for they were organized by the government.

IN 1907 THE Massachusetts legislature authorized a bill to create credit unions. The bill was passed in 1907. A credit union, as defined in the Massachusetts law, is a voluntary association of people in the United States and Canada, in a cooperative manner for savings and loans. It is organized among a group of people having common interests. The members are to be employed in a business, office or profession, or in a small community. The members save their money in the credit union and lend it to each other at low interest rates.

It is noted from a business standpoint...

Filene House -- Symbol Of a Successful Venture



A symbol of progress in the Credit Union movement is planned here, in an architect's drawing of the Credit Union National Association's new national headquarters and a photograph of the organization's founder, the late Edward A. Filene. The headquarters, to be known as Filene House, located on Sherman ave. on the north bank of the Yahara river, will be dedicated Monday, with Pres. Truman watching the event which will end in the construction. The \$350,000 international headquarters building is nearing completion.

A Pivotal Period: Bergengren Retired, But Still on Job

ROBT F. BERGENGREN, managing director emeritus of the Credit Union National Association, had his first contact with credit unions in Massachusetts, where he practiced law and acted as treasurer of the city of Lynn. With Edward A. Filene, he organized the national organization of credit unions. He is a representative of the credit union movement in the United States. When the building is completed this month, it will provide offices for CUNA, the national headquarters of the credit union movement.

Hyland Driving Force in State

Over 20,000 Will Hear Truman, Take Part In CUNA Events Sunday

CUNA Is International; Reaches To Such Distant Points as Alaska, Hawaii

Serves Its Members in Field of Legislation, As Promotional Aid

THE Credit Union National Association, whose new building, Filene House, will be dedicated by Pres. Truman Sunday, is an international association of credit unions in the United States, Canada, and such distant points as Alaska, Jamaica, Hawaii and the Canal Zone. It serves its credit union members in legislative and promotional work. It has been located in Madison since its organization in 1914.

UP TO THAT TIME the work of organizing new credit unions and promoting credit union legislation had been the work of the Credit Union National Extension Bureau, which was advised by that purpose by Edward A. Filene.

A meeting of credit union leaders from the United States and Canada convened at Estes Park, Colo., and drew up a constitution for the new international organization.

Among the problems with which the organization was intended to cope were the insurance of loans, savings, the handling of credit union funds, the management of credit union assets, and the promotion of credit union legislation.

THOMAS W. DOIG, managing director of the Credit Union National Association, first became interested in credit unions while working in the Wisconsin legislature as a 1916 senator of World War I.

He became one of a number of Wisconsin credit union law in 1917, and the Wisconsin legislature passed the first credit union law in 1917.

During the next 25 years he helped organize several state credit union leagues, continued his work as an executive of the Wisconsin legislature, and organized many new credit unions in Midwest representative of the Credit Union National Extension Bureau.

In 1918 he joined the newly established Credit Union National Association as head of the organization's legislative department. He became managing director in 1921 and in 1923, with the retirement of Roy F. Bergengren, he became managing director of the organization.

He is noted from a business standpoint...

MANAGING DIRECTOR



Thomas W. Doig

Doig Has Long Service Record In CU Affairs

Helped Pass Minnesota Law; Was Officer of First Chapter There

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President to Speak In Fieldhouse at 2 p. m., Then Lay Cornerstone

Filene House to Be Dedicated Here

Public Inspection of New Building to Follow Formal Ceremony

By HAYDEN WILDER. MORE than 20,000 persons are expected in Madison Sunday for a talk by Pres. Harry S. Truman and dedication of Filene House, international headquarters of the Credit Union National Association (CUNA).

CUNA, which has been holding its annual convention here throughout the week, expects between 20,000 and 25,000 of its officers and members from all states of the union and five provinces of Canada where it has credit union affiliates.

OTHER 70,000 are expected from Madison and the area to hear Pres. Truman's address and to witness the public inspection of the new building and to witness the public inspection of the new building and to witness the public inspection of the new building.

Pres. Truman's talk, being broadcast by CUNA and the University of Wisconsin school of journalism, will begin at the residence at 2 p. m. It will last for 15 minutes and will be broadcast over a nationwide network of the National Broadcasting Co., including WJLA of Madison.

Truman will visit the town which will be the headquarters of Filene House, the \$350,000 international headquarters of the Credit Union National Association, which is being constructed on Sherman ave. on the north bank of the Yahara river.

Truman will be accompanied by his wife, Bess Truman, and their children, Fred and Margaret Truman. He will be accompanied by his wife, Bess Truman, and their children, Fred and Margaret Truman.

1918 a 1918-1919 Truman's work as a 1916 senator of World War I.

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Filene House, view toward northeast from southwest at bridge over Yahara River. Photo October 13, 1954 by Arthur Vinje. SOURCE: State Historical Society of Wisconsin, Image ID 109633.





Crowd attending Filene House dedication May 14, 1950. Photo to northeast from southwest. Photo by Arthur Vinje. SOURCE: State Historical Society of Wisconsin Image ID 65412.



President Truman leaving cornerstone-laying ceremony at Filene House, May 14, 1950. Photo by Arthur Vinje. SOURCE: State Historical Society of Wisconsin Image ID 78321.



Applicable Standards — MGO 41.07

(2) Standards. A site, improvement, or site with improvements may be designated as a landmark if the proposed landmark meets any of the following:

(a) It is associated with broad patterns of cultural, political, economic or social history of the nation, state or community.

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



Applicable Standards — MGO 41.07

(4) Landmarks Commission Review and Public Hearing. Whenever the Landmarks Commission receives a complete, accurate nomination under sub. (3), the Commission shall review the nomination. As part of its review, the Commission shall publish a hearing notice according to Sec. 41.06 and hold a public hearing on the nomination. The Commission may also conduct its own investigation of the facts, as it deems necessary.



Applicable Standards

41.07

(5) Landmarks Commission Action. After the Landmarks Commission holds a public hearing and completes its review under sub. (4), **the Commission shall report to the Common Council a recommendation supporting or opposing the proposed landmark designation. The Commission may recommend landmark designation subject to terms and conditions that are consistent with this chapter.** The Commission shall send a notice of the recommendation to each owner of record of each lot on which the proposed landmark is located at least ten (10) days before any meeting at which the Common Council may act on the Commission's recommendation.



Staff Recommendation

Staff believes the standards for designating the property as a Madison landmark are met and recommend the Landmarks Commission refer the nomination to Common Council for designation with the following conditions:

1. Include a description of the existing historic chimney
2. Correct three apostrophe errors:
 - a. p. 10 change 1950's to 1950s
 - b. p. 11 change two instances of 1970's to 1970s

