

# Marshall Erdman's Doctor's Parks & Madison History

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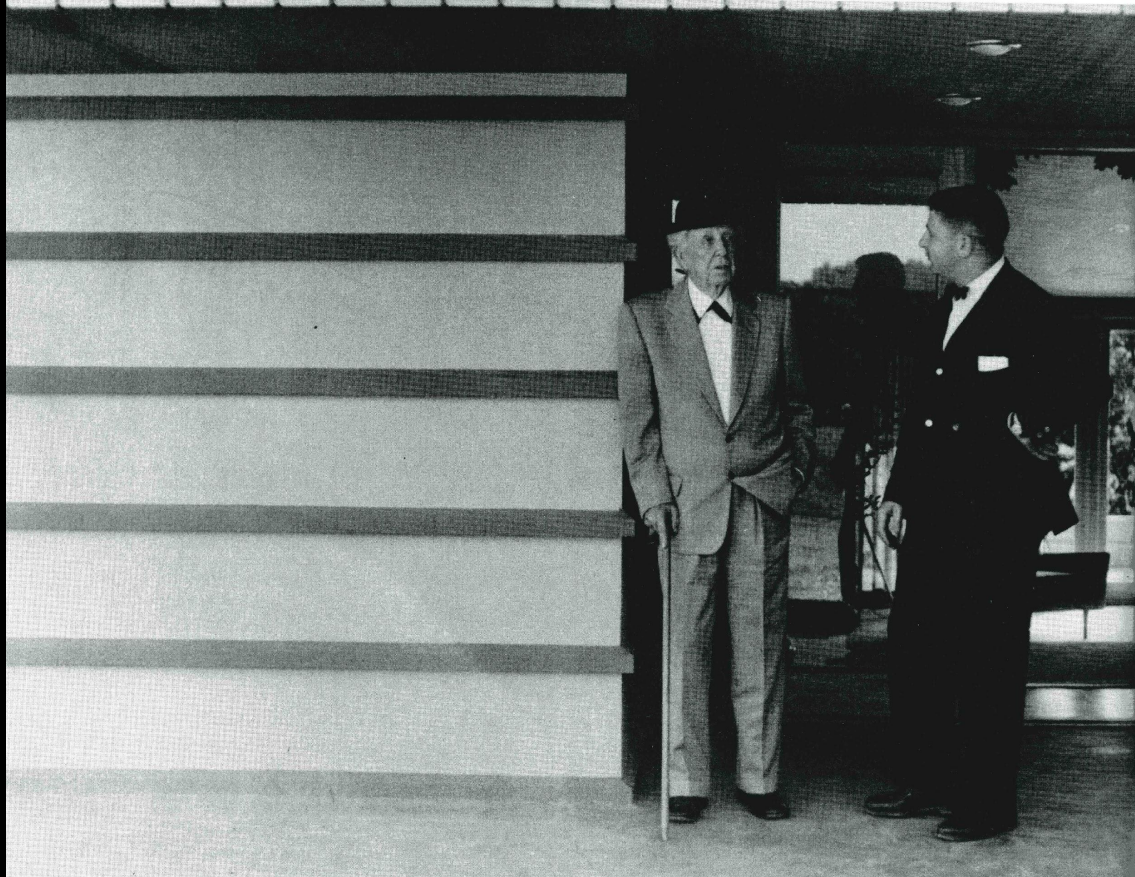
5534 Medical Circle (built 1965)  
Madison Psychiatric Associates  
Photo by Google Street View



Marshall Erdman (1922-1995) in his office on  
University Avenue, 1956

Courtesy of the Erdman Archives



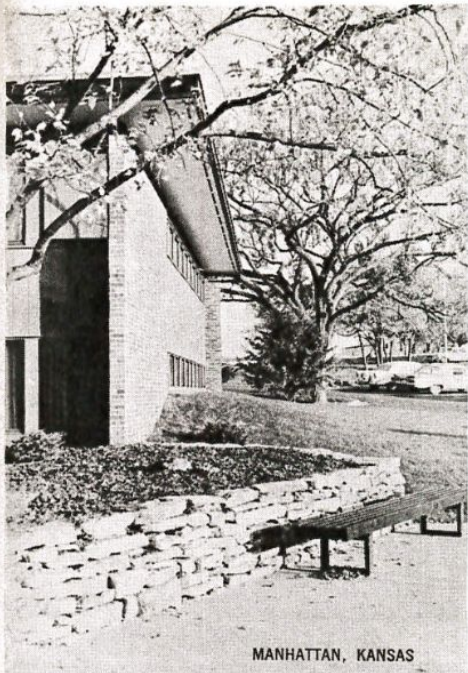


Erdman and Wright outside prefab 1,  
5717 Anchorage Ave., Madison,  
Ca. 1957-58

Wright and Erdman in front of model for prefab 1  
Likely January, 1958

Photos courtesy of the Erdman Archives





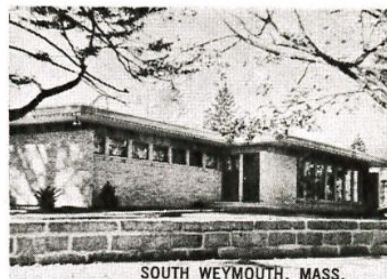
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## DOCTORS PARKS

DOCTOR PARKS spring up in suburban areas from coast to coast. These prefab M.D. offices cost only \$20,000 to \$150,000 (for ten) and are becoming more popular in some cities than big downtown medical centers.

—Wall Street Journal, May 21, 1959

These Doctors Parks as well as individual prefabricated medical buildings are designed and manufactured exclusively by Marshall Erdman & Associates. They are sold only to doctors. Brochures and other information will be sent on request.

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Drive-In Pharmacy at First Doctors Park, late 1950s  
Courtesy of the Erdman Archives

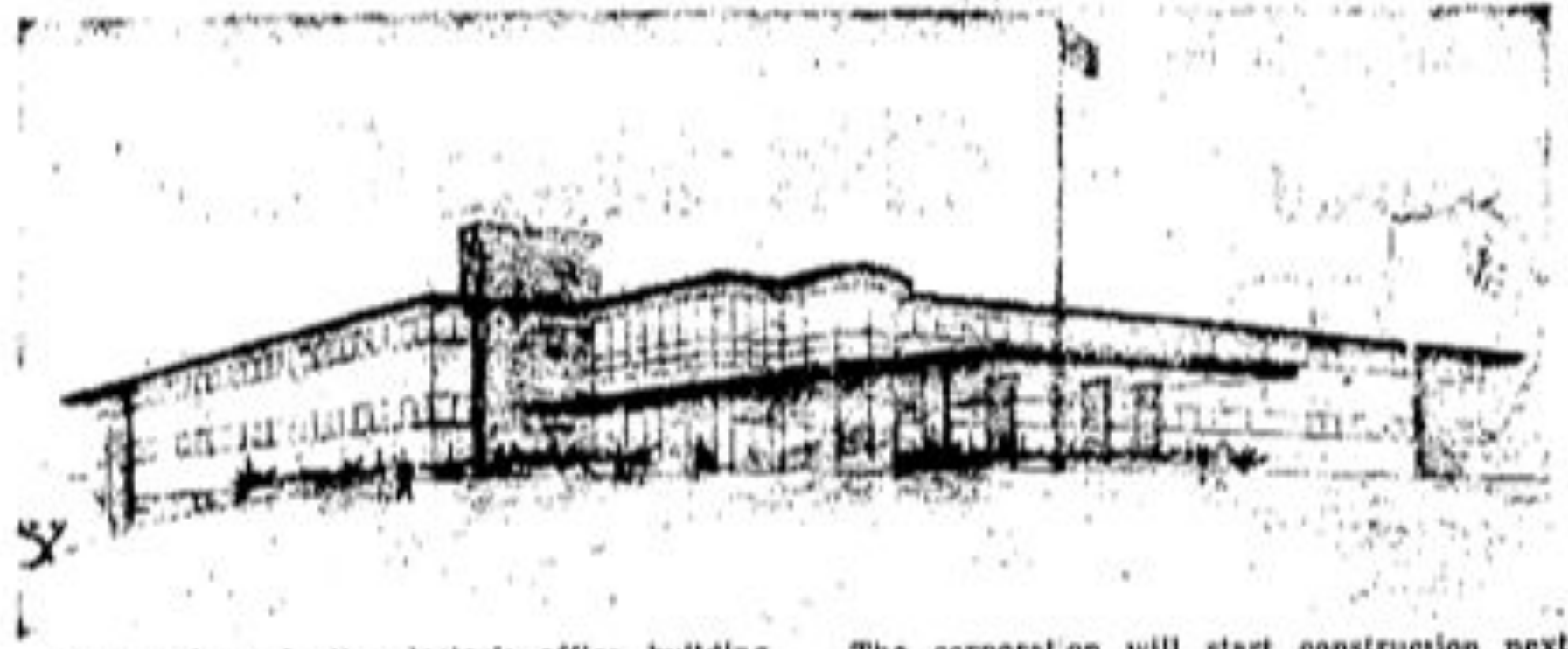
# Land Group Eyes Plans for Doctors' Offices

## Shorewood Men Seek Re-Zoning to Erect Building

By JOHN DUTTON

The Madison doctor's problem of finding adequate office space would be solved by a \$250,000 doctors' office building proposed to be built near University ave. in Shorewood Hills. The State Journal learned Monday.

The building, which would have 30 office suites for as many as 60 doctors or dentists, will be built by four Shorewood residents if



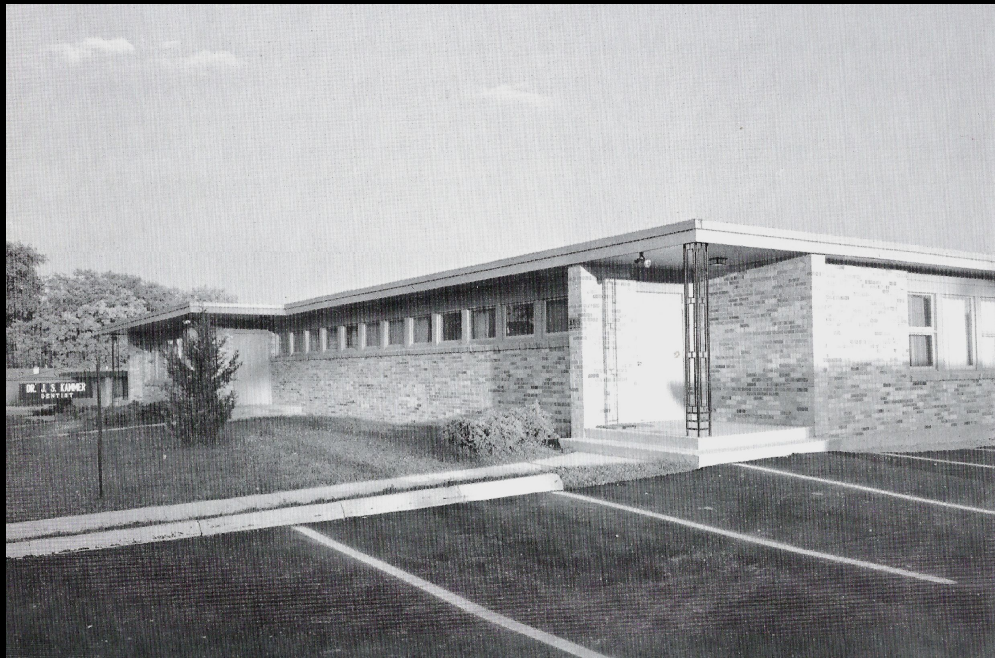
Shown above is the doctor's office building proposed for construction in Shorewood Hills by the Farley Land Co.

The corporation will start construction next spring if necessary action is taken by the Shorewood village board. —William V. Kasser drawing



Marshall Erdman's 1<sup>st</sup> Medical Building, 3414 Monroe St., 1954 (demolished)

Photo by author, May 2010



Photos of the First Doctors Park  
Village of Shorewood Hills, 1958

Courtesy of Wisconsin Historical Society



5510 Medical Circle (built 1964)  
Originally Westgate Dental Associates; presently Madison Lakes Dental



5534 Medical Circle (built 1965)  
Madison Psychiatric Associates



5530 Medical Circle (built 1967)  
Originally Gaarder & Miller, M.D., presently Montessori Children's House

5525 Medical Cir

Madison, Wisconsin

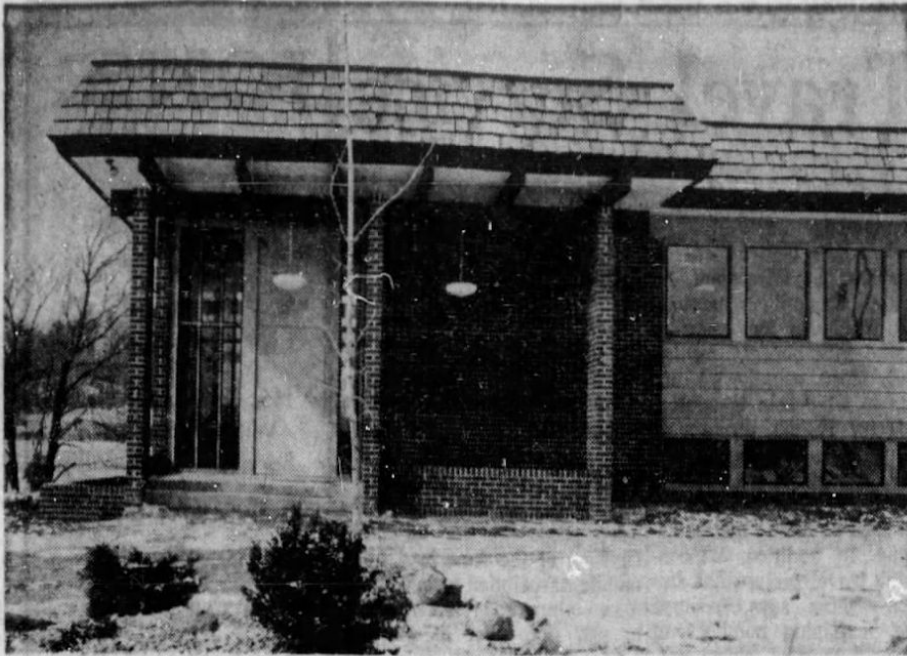
Google Street View

Jun 2025 See more dates



5520 Medical Circle (built 1970)  
Originally Periodontics, Ltd; present day Erdman holdings

# Erdman Buildings Meet MD's Needs



Madison's most recent Erdman medical building, completed last year, is the Madison Psychiatric Associates building shown here. It is located at 5534 Medical Circle in Doctors Park.

It's a doctor's business to diagnose human ills and then correct them. And it's Marshall Erdman's business to see that the doctor's office facilities provide him with exactly what he needs to give his patients the best possible care.

More than 2,000 doctors are now practicing in Erdman Medical buildings manufactured in Madison by Marshall Erdman and Associates, Inc., 5117 University Ave. About 350 people are employed in the Erdman organization. Although Erdman has branch sales offices in Princeton, N. J. and Dallas, Texas, all of the building component manufacturing is done in Madison.

Since its beginning in 1948, the Erdman organization has developed into a nationwide multi-million dollar construction business, with over 900 medical buildings erected in 40 states. Other Erdman buildings such as schools and training camps can

be found in such far-away places as Africa and the Virgin Islands.

The Erdman firm features unique manufacturing and distribution system that employs the economy of prefabricated standardization of building components.

"While our medical buildings are individually designed to each doctor's needs, the components are standardized so that we can give every doctor the best quality available," says Marshall Erdman, founder and president of the firm. "Our customer gets the quality advantages of centralized production — the concentrated skills of many craftsmen working at one location. Plus the cost-saving advantages of our own volume purchasing and mass production which all takes place right here in Madison."

While Erdman Medical build-

ings offer the buyer every benefit of prefabrication, each building is distinctive. Each is individually planned and built to the specific practice needs of the doctor. Marshall Erdman and Associates can draw on 19 years of experience in planning and erecting medical buildings.

"Most doctors are too busy with their patients to make a thorough study of their own needs," says Erdman. "Often they don't realize their own requirements, so we take the load off their shoulders — from start to finish — and guarantee complete satisfaction."

To guarantee permanent satisfaction, full-time Erdman service trucks are maintained in the Midwest and on the East Coast. Their crews check all Erdman buildings and make any repairs or adjustments required. This assures the doctor of perpetual care and consid-

eration of his investment.

Since many doctors are also school board members, the suggestion was inevitable that the Erdman concept be applied to school buildings as well as medical buildings. This the firm was invited to do—and already

there are 15 Erdman-built schools operating in Wisconsin. The firm is now working on a presentation to show the Madison School Board how the component standardization concept can provide first rate schools at a reasonable cost.



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