

City of Madison Landmarks Commission
LANDMARKS AND LANDMARK SITES NOMINATION FORM (1)

Name of Building or Site

Common Name

Erdman Office & Shop

Historic Name (if applicable)

Marshall Erdman & Associates

Erdman-Peiss Lumber Company

Location

Street Address

5117 University Ave.

Aldermanic District

19th

Classification

Type of Property (building, monument, park, etc.)

Building

Zoning District

C3 WP-14

Present Use

vacant

Current Owner of Property (available at City Assessor's Office)

Name(s)

Erdman Real Estate Holdings LLC

Street Address

6720 Frank Lloyd Wright Ave

Middleton, Wisconsin 53562

Telephone Number

John Snowden, (608) 662-2211

Legal Description (available at City Assessor's Office)

Parcel Number

070918414081

Legal Description

(Text below from city assessor web page. Also please see attached.)

T7N R9E, SEC 18, PART OF SW 1/4 SE 1/4, DESC AS FOL: BEG AT A PT ON THE NLY LN OF UNIVERSITY AVE AT A PT COMMON TO LOTS 81 & 82 OF THE PLAT OF INDIAN HILLS, TH S 49 DEG 06 MIN W 122.4 FT, TH N 45 DEG 08 MIN W 163 FT, TH S 44 DEG 52 MIN W 20.2 FT TO A PT ON SWLY LN OF UNIVERSITY AVE & POB, TH CONT SD BRG 354.8 FT, TH N 45 DEG 08 MIN W 100 FT, TH N 01 DEG 00 MIN E 108.2 FT, TH N 44 DEG 51 MIN E 275.4 FT, TH S 44 DEG 40 MIN 11 SEC E 75.06 FT, TH S 46 DEG 16 MIN 45 SEC E 100.02 FT TO POB.

Condition of Property

Physical Condition (excellent, good, fair, deteriorated, ruins)

Good

Altered or Unaltered?

Altered

Moved or Original Site?

Original

Wall Construction

wood, glass, concrete block

City of Madison
LANDMARKS AND LANDMARK SITES NOMINATION FORM (2)

Historical Data

Original Owner

Marshall Erdman

Original Use

office & shop for building/construction company

Architect or Builder

William Kaeser (architect)

Marshall Erdman (builder)

Architectural Style

Wrightian

Date of Construction

1949-50
c.1951
1965-66, 1977, 1983

Indigenous Materials Used

Dane Co. Truax Field vets housing trusses reused;
concrete block likely manufactured nearby;
wood likely local or regional.

List of Bibliographical References Used

Numerous. Please see following page.

Form Prepared By

Name and Title

Amy S. Kinast

Organization Represented (if any)

Address

5018 Tomahawk Trail
Madison, WI 53705

Telephone Number

(608) 231-1086

Date Nomination Form Was Prepared

July 12, 2011. Revised September 11, 2011.

List of Bibliographical References Used

Angle, Burr, Dolores Kester, and Ann Waidelich, *The Origins of Some Westside Madison, Wisconsin, Street Names: Part II – Western Suburbs North of the Beltline to about 1970*. Copyright 2009 by Burr Angle.

Andrzejewski, Anna Vemer, associate professor of art history at UW- Madison. April 1, 2011 lecture "Midwestern Modernism: 'Wrightification' and Domestic Architecture in Madison, Wisconsin, 1930–70."

Biebel, Anne E. "The Residential Architecture of William V. Kaeser." M.A. thesis, University of Wisconsin-Madison, 1985.

Biebel, Anne E. "William Kaeser's Fifty Year Plan for Madison," *Historic Madison: A Journal of the Four Lake Region*, Vo. XIII, 1996. Pp 43-56.

Division of Historic Preservation/Public History, Wisconsin Historical Society. "Wisconsin Department of Transportation Determination of Eligibility Form for Historic Districts. Agency # WisDOT 5992-08-18, WHS # 10-1465/DA, Blackhawk Park Historic District, Craig Avenue, City of Madison, Dane Co., 53705." Certified Jan. 2011. Prepared by Elizabeth Miller.

Division of Historic Preservation, Wisconsin Historical Society. "Wisconsin Historical Society Determination of Eligibility Form, Agency # WisDOT 5992-08-18, WHS # 10-1465/DA, Erdman & Associates Office and Shop (Building No. 1), 5117 University Avenue, City of Madison, Dane County, 53705." Certified Dec. 2010. Prepared by Elizabeth Miller. (Attached.)

First Unitarian Society, Landmark Meeting House web page: <http://www.fusmadison.org/landmark>. Accessed 9-11-11.

Frank Lloyd Wright Wisconsin and Sunset Hills Neighborhood Association. Brochure for Madison Mid-century Modern Sunset Hills House Tour, Madison, Wis. Oct. 24, 2010. (Attached.)

Historic Madison, Inc., "Madison Park and Pleasure Drive Association" pamphlet, 1994, folded 11x17.

Hurst, Fran and Fran Rall, *Common Joy II*. Poetry compilation. Fran Rall poem "Big Red." Madison, 1994.

Madison Building Inspection Unit. Madison Municipal Building, Madison, Wisconsin.

Madison Park District "Indian Hills Park" file. Accessed spring 2011. Madison, Wis.

Madison Trust For Historic Preservation, *Update: The Quarterly Newsletter of the Madison Trust For Historic Preservation*. August 1988.

Merrill, Robert with Robert Saffron. *Between Acts: An Irreverent Look at Opera and Other Madness*. McGraw-Hill Book Co. New York, 1976, 240 pp.

Moe, Doug and Alice D'Alessio, *Uncommon Sense: The Life Of Marshall Erdman*. Black Earth, Wisconsin: Trails Custom Publishing, 2003, 224 pp.

National Register Bulletin, "Historic Residential Suburbs, Guidelines for Evaluation and Documentation." National Park Service, U.S. Dept. of the Interior. (<http://www.nps.gov/nr/publications/bulletins/suburbs/part2.htm>). Accessed July 2011.

Simon, Maron J. ed. *Your Solar House*. Simon & Schuster in cooperation with Libbey-Owens-Ford Glass Co. 1947. Kaeser Wisconsin house p. 71 & Cerny Minnesota house p. 75. ("A book of practical homes for all parts of the country by 49 of America's Leading Architects, containing 49 sets of plans and drawings, together with many

Bibliographical References - 2

suggestions for the Home Builder.”)

Sprague, Paul E., “The Marshall Erdman Prefabricated Buildings,” *Frank Lloyd Wright And Madison: Eight Decades Of Artistic And Social Interaction*, Elvehjem Museum of Art exhibition, UW-Madison, Mary Jane Hamilton Curator. UW System Board of Regents. 1990. pp. 151-67.

Wis. DOT Architecture/History Survey, Wis. DOT Project ID 5992-08-18(79), CTH MS (University Avenue), Allen Boulevard-North Segoe Road, Survey Date February and July 2010. Prepared by Bankowitz and Miller.

Landmarks Commission

LANDMARKS AND LANDMARK SITES NOMINATION FORM (3)

Describe Present and Original Physical Construction and Appearance.

This parcel encompasses about 1.3 acres. On March 1, 2011 Madison City Council voted at the request of property owner to subdivide the larger parcel on which Marshall Erdman Office & Shop sits, labeling the larger area on which the Office & Shop sits as "Lot 1" and the Public Service Commission Building site "Lot 2." Changes might not be fully recorded at time this document written.

The historic boundary of the Erdman & Associates Office and Shop coincides with the legal boundary of the parcel on which this building sits. Erdman & Associates purchased ten additional acres adjacent to the site after the initial 1949 purchase that pertains to this nomination. (Note: A 2009 conditional use agreement that expires in 2012 allows Spring Harbor Animal Hospital to the west of the Office & Shop use of an employee entrance and parking area to its rear.)

Portion below nearly verbatim excerpt from Division of Historic Preservation DOE form for Erdman Office/Shop, certified December 2010. Original footnotes and figures removed. For original document, please see Attachment.

INTRODUCTION

The Erdman & Associates Office and Shop stands at 5117 University Avenue in the city of Madison, about five miles west of the central business district. The Office and Shop is made up of two buildings: the Wrightian 1949-50 Office and Shop, designed by distinguished Madison architect William Kaeser and expanded to the west in 1965; and what was the McGilligan Furniture Store, a non-contributing, one-story resource erected ca. 1951 (...). Erdman & Associates acquired the former furniture store and built a two-story section connecting it to the Office and Shop in 1977. A two-story addition was appended to the rear of the former furniture store 1983. Both buildings and additions are of exposed, concrete block construction on a poured concrete foundation. The 1949-50 section of the Office and Shop is front-gabled, while the 1965 Office and Shop addition, the former furniture store, and the 1983 addition possess flat, built-up roofs.

DESCRIPTION

The Erdman & Associates Office and Shop is set on the south side of University Avenue. A driveway runs south from the street along the east side of the building, widening to provide parking along the east property line. South and east of the building, the parcel has been paved with asphalt. Pavement and lawn both appear west of the rear half of the building; the neighboring building encroaches on the west along the front half. A lawn with a scattering of mature trees can be seen to the north, between the Office and Shop and the sidewalk along University Avenue. An additional ten acres with a series of metal storage buildings formerly associated with Erdman & Associates are located just south of the Office and Shop parcel; beyond lie the tracks of the Chicago, Milwaukee, and St. Paul Railroad. Along University Avenue, east and west of the property, commercial uses predominate. Residential areas dating from the 1950s and 1960s lie north of University Avenue, and south of the railroad.

The Erdman & Associates Office and Shop face north. The 1949-50 Office and Shop (east), the 1965 addition (east-central), the 1977 connecting section (west-central), and the ca. 1951 former furniture store (west) can all be seen on the north-facing façade. The north-facing (front) façade of the 1949-50 Office and Shop displays a one-story, flat-roofed, projecting section (...) The entrance appears at the northeast corner, and consists of a wood and glass door. To the east, a fixed window rises the full height of the wall, and turns the corner. An angular, clapboarded wing wall with a broad, flat roof projects to the east beyond the window. The wing wall originally extended above the roofline, and served as the sign for Erdman & Associates (...). West of the entrance, a pair of tall windows are centered in the concrete block wall. Above the projecting section, the front-facing gable of the second story is visible. Exposed trusses in the gable end frame fixed windows. These trusses were recycled from barracks being dismantled at Truax Field. The shop addition has no openings, while the connecting section displays a series of small windows at the first story (...). The second story of the connecting section is clad with vertical board siding. A group of three, slender windows light the second floor. The north-facing (front) façade of the former furniture store consists of a wall of floor-to-ceiling, fixed windows, wrapping around the corners (...). A metal and glass door is set off-center toward

the east end of this façade. The east face of this section features a broad, heavy concrete block chimney, and regularly-spaced, multi-pane metal windows (...).

On the south-facing (rear) façade, the 1949-50 Office and Shop (east), the 1965 shop addition (central), and the 1983 addition (west) are visible (...). On the rear, the 1949-50 Office and Shop is one-story on a raised basement. The basement possesses two broad openings that may have held garage doors originally. Both have been reduced, stuccoed, and hold fixed windows and an off-center, wood-and-glass door. At the second story, this section is finished with broad, metal panels and displays single and paired, single-pane windows. The flat-roofed, shop addition exhibits a broad canopy, stucco and exposed concrete block finishes, and a band of single-pane windows. The south-facing (rear) façade of the 1983 addition exhibits an off-center band of fixed, single-pane windows at each story.

The east-facing façade of the 1949-50 Office and Shop is articulated by concrete block pilasters, which frame bands of single-pane windows (...). At the second story, a broad, shed-roofed dormer appears at the north end of the façade. The dormer holds a series of fixed, single-pane windows, and marks the office section of the Office and Shop (south of the dormer, the first floor was originally the shop). Originally, the dormer was about one-third as wide, and was expanded in 1966. The east-facing façade of the 1983 addition features an exterior wooden staircase, which rises to the entrance in the north corner (...). A pair of tall, fixed windows appears north of the door. A band of fixed, single-pane windows can be seen south of the entrance. At the south end of the east face of the 1983 addition, a two-story wall of fixed windows is framed with concrete block.

The west-facing façade is composed of the ca. 1951 former furniture store (north) and the 1983 addition (south). At the north end of the former furniture store, the corner display windows are visible (...). To the south, brick pilasters articulate the façade and separate metal, multi-pane windows. The west-facing façade of the 1983 addition is partially obscured by the neighboring building, but toward the south end, bands of fixed windows appear, turning the corner to the south-facing (rear) façade.

The interior of all sections of the Office and Shop presently contains a network of corridors, with office spaces and work cubicles. Interior finishes include carpeting, acoustical tile, and drywall. Many work spaces feature Techline cabinets and furnishings, a product line developed by Erdman & Associates.

ALTERATIONS

The Erdman & Associate[s] Office and Shop retains good exterior integrity. Alterations to the 1949-50 Office and Shop are limited to the 1965 addition, the 1966 expanded dormer, and the reduced garage openings. The dormer is in keeping with the architectural character of the 1949-50 Office and Shop, while the placement of the reduced garage openings on the rear façade minimizes their impact. The 1965 shop addition is set back on the front façade, as is the 1977 connecting section. Neither is noticeable when looking at the front of the Office and Shop. The former furniture store is very evident. Although it was not associated with Erdman & Associates during the period of significance, it was erected during that time, and its appearance is architecturally compatible with the 1949-50 Office and Shop. The interior of the original Shop has been altered, but the building otherwise retains its layout. Overall, the Erdman & Associates Office and Shop retains good integrity.

City of Madison Landmarks Commission
LANDMARKS AND LANDMARK SITES NOMINATION FORM (4)

Significance of Nominated Property and Conformance to Designation Criteria.

Please also Attachment of Division of Historic Preservation DOE form for Erdman Office/Shop, certified December 2010 for additional background information.

NOMINATOR SIGNIFICANCE REPORT

INTRODUCTION

The Marshall Erdman Office & Shop, Building One at 5117 University Avenue in Madison, Wis., satisfies all four historical categories of the Madison, Wis. Landmark ordinance: Culture/politics/economy/society; important person/event; architecture; and work of master(s).

This place represents the broader post-WWII era. It is a distinctive commercial building important to the development of Wrightian architecture because of its placement on a regional intercity Madison route between Taliesin/Spring Green and Chicago.¹

Marshall Erdman's (1922-95) importance is rooted in his affiliation with Frank Lloyd Wright. However, early career, Marshall along with wife and partner Joyce Mickey Erdman gained prominence in their own right building small homes that Joyce designed. In 1949-50, they moved the fledgling company out of their Shorewood Hills home garage and into the Office & Shop along 100 feet of University Avenue frontage they purchased for the purpose.²

Later Marshall Erdman constantly adapted his firm to trends in the construction and design profession while relentlessly striving to meet society's needs. This made his Madison company regionally and nationally prominent, commercially successful, and widely respected. His contributions include minimalist homes, a church masterpiece, pre-cut kit homes, prefab modular homes and furniture, Doctors Parks medical clinic clusters, Middleton Hills planned development, and much more.

The company continuously expanded, and Marshall Erdman continued to work out of his Office & Shop for about 45 years, until he died. This necessitated incremental expansion of the building over the years in the vein of modifications Wright made to Taliesin. These actions are in keeping with Organic Architecture principles that stress conservation of matter and reverence for site. In 1977, Erdman connected a c. 1951 glass-walled furniture store to the original complex, for example.³

Both designer/builder Marshall Erdman and architect William Kaeser attained rank of master. Erdman became Madison's foremost builder. Kaeser is recognized as "Madison's Organic Architect."⁴

The Marshall Erdman Office & Shop last year was deemed eligible to be nominated to the National Register of Historic Places by state culture and history experts.⁵

THE FOUR CRITERIA

1. Broad historical importance (culture, politics, economy, society)

POST WWII ERA

The Marshall Erdman Office & Shop was instrumental in overcoming a severe local and regional post-WWII housing shortage for veterans and their booming families.⁶ Here building and furniture arts for nascent suburbia nationwide were furthered and produced in quantity: prefabrication designs and manufacturing techniques for

modular housing (personal and institutional), furniture, and commercial medical clinics. Business conducted here fostered broader societal goals of fairness and affordability.

Marshall Erdman and Joyce Mickey Erdman were a young, ambitious husband-wife duo with UW Madison degrees but little formal architectural instruction. They were soon selling a handful of their local 1,000-square-foot homes. Marshall Erdman & Associates, a sole proprietorship, was established June 1947. Later Marshall focused on the business while Joyce raised their children and extended her student leadership talents to the greater community.⁷

THE WRIGHTIANS

Wrightians are the people who build Wrightian buildings. They were a local and regional force in designing the built environment and landscapes.^{9, 10} Wisconsin's Regional Wrightians had (and have) counterparts nationally. Wrightians post-WWII carried Frank Lloyd Wright's Organic Architecture¹¹ principles forward via Mid-century Modernism. Organic architecture encompasses a whole philosophy espoused by Wright. Its practice is characterized by use of natural materials, sensitivity to intended use and environmental site, and sometimes angularity and asymmetry.

Marshall Erdman was a first-generation immigrant who affiliated with this network of indigenous professionals in the rapidly evolving building sector. The Marshall Erdman Office & Shop served as a metaphorical "Madison truck stop" or incubator. Occasionally Frank Lloyd Wright dropped in on Erdman to conduct business.¹² More often, William Kaeser, Herb Fritz, James Dresser, and other Wrightians worked in or around the building and in the vicinity. For example, the various Wrightians designed many homes in the Indian Hills subdivision across University Avenue.^{13, 14, 15}

William Kaeser and Marshall Erdman worked closely on many projects, including Doctors Parks. Kaeser designed Erdman's second Shorewood Hills home early on.¹⁶

Herb Fritz rented office space from Erdman in the front Office portion for himself and his draftsman in the 1950s¹⁷ - probably early 1950s. Fritz had made the space so comfortable that Erdman decided to make it his own office.¹⁸

Erdman's commercial lot and the Indian Hills subdivision across the avenue to the North were part of an early model regional planning effort.¹⁹ In 1949, the State Highway Commission was given approval authority over subdivisions impacting state highways. The nascent profession of regional planning challenged architects and builders to ask how building site and subdivision would integrate regionally with sanitary sewer lines, traffic routes, height/density, fair housing practices, and other considerations.²⁰

Some Wrightians (Erdman excluded) had deep Midwestern roots and grew up on practically self-sufficient small-scale farms. Wisconsin's strong agricultural roots coexist alongside its rich architectural heritage. It was natural for Wrightians to design homes for suburban garden lots such as those in Indian Hills. Ample public parkland was another key complement to their unadorned home designs.

2. Important people or events

OVERVIEW

Marshall Erdman was an important person for his commitment to quality construction and his unrelenting drive to make his business flourish. His work with architectural master Frank Lloyd Wright sets him apart from other design/build professionals. His volunteer work supplying Peace Corp housing, for example, marked him as a forward thinking world citizen.

Marshall Erdman responded to an acute housing and labor shortage faced post WWII by cash-strapped vets and others. A Holocaust escapee²¹ from Lithuania bereft of all immediate family members, Erdman practiced thrift learned through personal circumstances, the deprivations of war, and the Great Depression. He exemplified the post-WWII can-do attitude and propagated the then-dominant do-it-yourself ethic.²²

The importance of Marshall Erdman (1922-95) is rooted in his early association with Frank Lloyd Wright on the local but world-renowned masterpiece Unitarian Meeting House (1949-51) in nearby village of Shorewood Hills. Wright hired Erdman to build the church within a meager budget. The church, with its soaring roofline, is a benchmark for post-WWII religious design and highly revered for its form.²³

ERDMAN MADISON HOMES

Erdman's design imprint is all over mid-20th century suburban Madison. His reputation for building, supplying, and prefabricating homes grew from local (1940s vets) to regional (early 1950s pre-cut kit), to national (U-Form-It prefab). He worked closely with talented architects for value-added product. His very last project, Middleton Hills, pays homage to pre-WWII-era Arts & Crafts neighborhoods.²⁴

Erdman's houses are well represented throughout post-WWII Madison neighborhoods. Sherman Village on Madison's north side includes 100 Erdman homes (1958-59); Harry Brody developed it. Other neighborhoods sporting Erdman homes are Midvale (1947-61), village of Shorewood Hills (1947-56), Crestwood (1949-59), Hammersley Rd area south of Beltline (1951-64), and east side and city of Monona (1950-60). Frank Lloyd Wright designed three prefabs expressly for Erdman to manufacture, and status and free publicity were the main benefits. Only two designs were constructed, and west Madison has a couple fine examples.

West of his Office & Shop, Erdman saw the \$1.5 million Blackhawk Park subdivision (1950-51) speedily fill with 136 tiny prefab Section 608 (1949 Federal Housing Act) Minimal Traditional style rental homes made by Harnischfeger Homes, Inc. of Wisconsin and financed by insurance man Floyd J. Voight.²⁵ Erdman lacked architectural coursework (he took one architectural course at University of Illinois before military service),²⁶ but the nascent subdivision presented a de facto prefab home learning laboratory.

TECHLINE

Immediately west of Erdman's Office for many years was the glass-fronted McGilligan Furniture Store (c. 1951). Erdman acquired the former furniture store and connected the Office & Shop with it in 1977. Furniture was another target of his boundless curiosity and construction expertise. In the 1970s he perfected Techline, a prefabricated cabinet and furniture line. The line was spun off and son Dan Erdman took charge of Techline. In the 1980s it became a household name.²⁷

MIDDLETON HILLS

Middleton Hills²⁸ is an Erdman housing and commercial project in a bordering city begun late in his career. It demonstrates how his early exposure to regional planning and collaboration with planners impacted him a lifetime.

MEDICAL BUILDINGS

Marshall Erdman's fame was cemented by the 1960s and 1970s by his highly successful Doctors Parks.²⁹ These were suburban, accessible turnkey clinics in medical subdivisions around the country. Later Erdman & Associates matured into a nationally known modern medical design-build corporation.

Erdman was a pioneer in design/build medical buildings, which were a logical extension of his residential work. Offering desirable suburban commercial buildings aesthetically supported surrounding suburban homes.

He was one of the first to break from the pre-WWII model of medical offices on upper floors of downtown multi-story block buildings or on hospital campuses. Over a couple years, he diligently researched the medical sector's needs. Then he masterminded the innovation called Doctors Parks, which brought clusters of human-scale, suburbia-appropriate prefabricated and thoughtfully furnished medical clinics to market – some in isolated, underserved locations. It facilitated a new model of health care delivery – the independently owned clinic. William Kaeser's firm designed and Erdman built one-story, residential-type clinics with easily adaptable layouts in calming environments. People with limited mobility could more easily see their doctors.

Sixty Erdman medical or commercial structures went up in the Madison area (1949-2003). Also erected were 13 schools or churches (1950-1976). Statewide, the firm built the Marshfield Clinic (1975) and the Mayo Clinic's Midelfort Clinic (1995) in Eau Claire.

ART COLLECTOR

Envisioned as a way to enhance the clinics, Erdman started a corporate art collection and furnished clinics with contemporary abstract art.³⁰ In the 1990s, he signaled this venture to the community with the oversized, 3,000-pound metalwork sculpture "Up Reach" erected just northeast of his Office & Shop along University Avenue.³¹ It was designed by artist Bo von Hoheriche and manufactured and installed by a team that included Erdman factory employees.

INDIAN HILLS "SHOWROOM"

Marshall Erdman employed retailing strategies that leveraged the flourishing mid-century car culture. Indian Hills subdivision to his north became a convenient show area for his artisan prefab houses and the work of his architect friends. It contains whole houses, building components, and finish work amid a 1950s mostly middle class suburb.

Some of the earliest Indian Hills homes are four Erdman prefabs (1953-56) along the south side of Flambeau Road near the entrance. At least one was featured in the 1954 Parade of Homes, an annual showcase of new homes.³² Views south through its carport and through the neighbor's carport (absent foliage) frame the Erdman Office & Shop. Erdman doubtless used this part of the block as a show area much like a car dealer uses a sales lot. Doctors Park in Shorewood Hills would later offer a similar marketing opportunity.³³

Indian Hills (now 96 homes, improvements, and parkland) is a postwar curvilinear suburban development draped over a glacial drumlin.³⁴

Securing parkland for neighborhoods was an important concept for the Wrightians, for whom ornamentation was no substitute for nature.³⁵ Erdman benefited from this holistic organic planning because it beautified his "showroom." For landscaping Indian Hills Park, Parks Superintendent John Marshall in the 1950s followed in the tradition of prairie landscape gardener O.C. Simonds who earlier in the century left his mark on Madison through Park and Pleasure Drive assignments.³⁶

3. Embodies architectural type

The Marshall Erdman Office & Shop embodies Organic Architecture espoused by Frank Lloyd Wright.³⁷ It is attributed to William Kaeser, called "Madison's Organic Architect."^{38, 39, 40} He was a key generational link between Wright and Erdman, and someone with whom Erdman who enjoyed a close working relationship. Kaeser was a Regional Wrightian, and the building is Wrightian.⁴¹

Through the years, Marshall Erdman chose to keep his corporate office at this location and incrementally expand his Office & Shop to add on and connect with a neighboring building instead of moving.⁴² The building grew "organically" in the vein of Taliesin, Wright's Spring Green studio.

Further, Frank Lloyd Wright's Organic Architecture tenets were carried forward into the post-WWII era as Mid-century Modernism, a style in which Kaeser worked. The building exhibits signature Kaeser design elements: "V" motif on upper façade timber design, concrete blocks, and passive solar (or passive solar inspired) design.^{43, 44} Building materials such as at least one truss from Truax Air Field were reused in the Office & Shop.

The c. 1951 glass-fronted furniture store connected from the west displays passive solar characteristics much like a solar Wisconsin house Kaeser designed for a 1947 national book project *Your Solar House* featuring a leading architect from each state. Designs in the book for other states (e.g. Minnesota) are similar to the Erdman Office front upper side clerestory windows.⁴⁵

Kaesar closely observed and sometimes emulated Wright's work, but he never studied directly under Wright. He attended Cranbrook Academy of the Arts in Michigan founded by Scandinavian Eliel Saarinen. Caesar, Madison's first city planner, designed for specific building sites.⁴⁶ His planning background informed use and location. The original Office & Shop was one of a small cluster of passive solar inspired commercial buildings, an early mini suburban business park that predates the Doctors Parks, which his firm also designed.^{47,48}

4. Master builder/architect

MARSHALL ERDMAN - builder

Marshall Erdman (1922-95) was a master builder. Frank Lloyd Wright chose Marshall Erdman in 1949 to build the Unitarian Meeting House in nearby Shorewood Hills.⁴⁹ Erdman agreed to build it as homage to Wright and not solely for monetary gain after Wright rejected much higher bids by more experienced contemporary builders. The church's revolutionary soaring roofline strongly influences post-1951 church architecture.⁵⁰ This project launched Erdman's career and affiliated him with Wrightian buildings and with Regional Wrightian architects then clustered in southern Wisconsin.

Erdman's precast, kit, and prefab structures were built with high quality materials and skillfully assembled. His genius was for manufacturing affordable, livable, workable, structures with flexible layout and effectively marketing them to the mushrooming middle class.⁵¹

WILLIAM V. KAESER - architect

William V. Caesar (1906-1995) was a master architect known for designing useful spaces for cultural creatives, professionals, and manufacturers whose work demanded use of modern technology. He was a Wrightian who practiced predominantly in Wisconsin and northern Illinois.⁵²

Kaesar grew up in Madison. After high school, Madison architect Frank Riley hired Caesar summers (1927-31) and again briefly after college as a draftsman. After touring Europe as a young man, Caesar saw Modern architecture as Prairie style returning from Europe to its Midwest roots for later generations. He graduated from University of Illinois and earned a masters degree in architecture from MIT in 1932. Then he considered joining Taliesin but instead accepted a scholarship to the new Cranbrook Academy of the Arts in Michigan founded by Scandinavian Eliel Saarinen.

Saارينen tasked Caesar with preparing a 50-year development plan for Madison, Wis. In 1935, Caesar set up his Madison architecture practice while also working part-time (1935-38) as Madison's city planner. His booklet "A City Plan for Madison, Wis." was published in 1935.⁵³

Kaesar served in the Corps of Engineers during WWII in the construction division at Badger Ordnance Works in Baraboo, among other duties. He returned to private practice after the war. He kept architecture in the public consciousness with trade journal and popular writings. His passive solar home design was featured in the book *Your Solar House*, published in 1947 by Simon & Schuster.⁵⁴ In 1951, he joined structural engineer Arthur McLeod, who he had known since University of Illinois days, to form Caesar & McLeod.⁵⁵

NOTES – Nominator Significance

1. Biebel, Anne E. "The Residential Architecture of William V. Caesar." M.A. thesis, University of Wisconsin-Madison, 1985. City planner and Marshall Erdman Office & Shop Wrightian architect William V. Caesar recognized the value of this commercial (then Town of Madison) site to suburban growth. See p. 25, Caesar's decentralization scheme places industry amid rural population instead of city center. Also p. 30, "[Caesar's] residential work, along with his later schools, clinics and churches are consistently on sites which are compatible

with his city planning ideas.”

2. Moe, Doug and Alice D’Alessio, *Uncommon Sense: The Life Of Marshall Erdman*. Black Earth, Wisconsin: Trails Custom Publishing, 2003, 224 pp. Page 70, “The front of the office along University Avenue has remained largely unchanged from its original design. Architect William Kaeser, a neighbor of Erdman’s in Shorewood Hills, designed the distinctive building. Marshall was proud of the fact that he was able to reuse trusses from postwar student housing barracks being dismantled at Truax Field (the air force base in Madison) to support the roof and frame the windows in his second floor office.”

3. Moe, Doug and Alice D’Alessio, various pages.

4. Madison Trust For Historic Preservation, *Update: The Quarterly Newsletter of the Madison Trust For Historic Preservation*. August 1988. Announcement of Madison Art Center 1988 exhibit “William V. Kaeser: Madison’s Organic Architect” curated by Anne Biebel and scheduled to overlap with Frank Lloyd Wright exhibit at Elvehjem Museum. Also Kaeser homes featured on fall historic walk.

5. Division of Historic Preservation, Wisconsin Historical Society. “Wisconsin Historical Society Determination of Eligibility Form, Agency # WisDOT 5992-08-18, WHS # 10-1465/DA, Erdman & Associates Office and Shop (Building No. 1), 5117 University Avenue, City of Madison, Dane County, 53705.” Certified Dec. 2010. Prepared by Elizabeth Miller. (Attached.)

6. Moe, Doug and Alice D’Alessio, pp. 52-56.

7. Moe, Doug and Alice D’Alessio, throughout.

8. Baker, John Milnes, *American House Styles: A concise guide*. W.W. Norton & Co. 1994. Baker addresses meaning of organic and claims Wrightian refers less to a style than the way buildings were made. Wrightian was subset from 1940 to 1960 of the longer Modern Movement. p. 144, “The houses Wright designed in the forties and fifties, which numbered not less than 150, incorporated natural materials in a way that made his houses an integral part of the site. He almost invariably used coursed stone or brick, tall French doors, flat or shallow-pitched roofs, often with a dentilled fascia, and extensive parapeted railings built up of overlapping boards. Wright introduced mitered glass at exterior corners and avoided contained spaces. He always stressed that he “destroyed the box” by the use of cantilevered construction where corner posts were structurally unnecessary; this allowed a sense of spatial freedom. He developed designs with strong geometric shapes and explored the design possibilities of hexagons (using a thirty/sixty degree triangle) and circular forms. Wright inspired many young architects ... ‘Wrightian’ should never really be considered a style; rather it should be thought of as a way of building. Wright used the term “organic” to describe his work. It defies precise definition – a quality which is at the heart of all great art....” Baker quotes Wright in 1953 saying organic architecture is more movement like democracy than a cult, aesthetic, or fashion.

9. Andrzejewski, Anna Vemer, associate professor of art history at UW- Madison. April 1, 2011 lecture “Midwestern Modernism: ‘Wrightification’ and Domestic Architecture in Madison, Wisconsin, 1930–70.”

10. Biebel, Anne E. “The Residential Architecture of William V. Kaeser.” M.A. thesis, University of Wisconsin-Madison, 1985.

11. Wright, Frank Lloyd, *On Architecture: Selected Writings*. Duell, Sloan and Pearce, New York, 1941. Organic Architecture is transcendental, but the following passages get at the idea. p. 34, “A building should appear to grow easily from its site and be shaped to harmonize with surroundings if nature is manifest there, and if not try to make it as quiet, substantial, and organic as she would have been were the opportunity hers. We of the Middle West are living on the prairie. The prairie has a beauty of its own and we should recognize and accentuate this natural beauty, its quiet level. Hence, gently sloping roofs, low proportions, quiet sky lines, suppressed heavy-set chimneys, and sheltering overhangs, low terraces and out—reaching walls sequestering private gardens.” And p. 41, “To let individual elements arise and shine at the expense of final repose is for the architect a betrayal of trust, for buildings are the background or framework for the human life within their

walls and a foil for the nature efflorescence without. So architecture is the most complete of conventionalizations and of all the arts the most subjective except music.” And p. 47, “The ideal of organic architecture for America is no mere license for doing the thing that you please to do as you please to do [But this ideal combination:] A sentient, rational building that would owe its ‘style’ to the integrity with which it was individually fashioned to serve its particular purpose; a ‘thinking’ as well as ‘feeling’ process, requiring the independent work of true artist imagination....”

12. Moe, Doug and Alice D’Alessio, *Uncommon Sense: The Life Of Marshall Erdman*. Black Earth, Wisconsin: Trails Custom Publishing, 2003, 224 pp. Page 81-82, etc.

13. Spring Harbor Neighborhood History Tour. Sponsored by Spring Harbor Neighborhood Association History Committee Sept. 13, 2009. Pamphlet, 15 pp.

14. Moe, Doug and Alice D’Alessio, p. 205.

15. Author conversations with neighbors.

16. Moe, Doug and Alice D’Alessio, pp. 72, 79, 94.

17. Author conversation with Indian Hills resident Jackson Tiffany.

18. A close Fritz family member recently told the author. The relative spoke on behalf of William Kaeser’s widow and asked not to be directly identified.

19. Angle, Burr, Dolores Kester, and Ann Waidelich, *The Origins of Some Westside Madison, Wisconsin, Street Names: Part II – Western Suburbs North of the Beltline to about 1970*. Copyright 2009 by Burr Angle, p. 42.

20. Biebel, Anne E. “William Kaeser’s Fifty Year Plan for Madison,” *Historic Madison: A Journal of the Four Lake Region*, Vo. XIII, 1996. Pp 43-56. Kaeser built “useful” buildings suited to their purpose and location.

21. Merrill, Robert with Robert Saffron. *Between Acts: An Irreverent Look at Opera and Other Madness*. McGraw-Hill Book Co. New York, 1976, 240 pp. In 1949 the Erdmans bought their lot from the Robert Merrill Company, and around that time Indian Hills was subdivided by the same company. Who or What Was Robert Merrill, really? Perhaps only coincidentally, Robert Merrill (1917-2004) was the primary assumed name of Brooklyn-born and Jewish Moishe Miller (Old World Millstein), a popular WWII-era radio crooner who went on to become a mainstay of the Metropolitan Opera. He performed in Madison post WWII, according to news accounts and was known for a popular rendition of “Home on the Range.” Because Marshall Erdman would later call Middleton Hills his “swan song,” it is interesting that one popular version of “Home on the Range” conjures “Where the graceful white swan goes gliding along/Like a maid in a heavenly dream.” Unfortunately, at time of revision this author was unable to unearth any articles of incorporation for Robert Merrill Company and could not confirm any association between the company and a then well-known local man of the same name who had been involved with rural electrification.

22. Moe, Doug and Alice D’Alessio, throughout.

23. First Unitarian Society Landmark Meeting House web page <http://www.fusmadison.org/landmark> accessed Sept. 11, 2011. The web page states: “It is recognized as one of the world’s most innovative examples of church architecture. In 1960 the American Institute of Architects designated it one of seventeen buildings to be retained as an example of Wright’s contribution to American culture. The Meeting House was placed on the National Register of Historic Places in 1973. In August 2004 it was officially declared a National Historic Landmark by the National Park Service.” Erdman not only built the structure, he manufactured the Wright-designed engineered wood tables, benches, and built-ins.

24. Moe, Doug and Alice D’Alessio, throughout.

25. Division of Historic Preservation/Public History, Wisconsin Historical Society. “Wisconsin Department of

Transportation Determination of Eligibility Form for Historic Districts. Agency # WisDOT 5992-08-18, WHS # 10-1465/DA, Blackhawk Park Historic District, Craig Avenue, City of Madison, Dane Co., 53705.” Certified Jan. 2011. Prepared by Elizabeth Miller.

26. Moe, Doug and Alice D’Alessio, p. 27.

27. Ibid., pp. 153-59.

28. Nice homes in Middleton, not Madison.

29. Moe, Doug and Alice D’Alessio, pp. 147-54 and pp. 209-10.

30. Moe, Doug and Alice D’Alessio, pp. 161-75.

31. Marshall Erdman bought the red brick old bottling building east of the Office & Shop in 1985 to house his art collection along with more corporate offices. The “Up Reach” sculpture out front caught the eye of at least one Madisonian who coined a nickname and wrote a poem for it. Fran Rall is a longtime First Unitarian Meeting House member and a tour docent there c. 2000-2011. Prior to that she led tours at the UW-Madison art museum. “I thought it was great they were doing art for their building,” she recently shared with the author. She wrote “Big Red” during a 1994 visit to the sculpture where she also encountered Erdman outside, who delighted in hearing her read the new poem, later published in *Common Joy II* by Fran Hurst and Fran Rall (Madison 1994). “Big Red” by Madisonian Fran Rall: You have to look! / It’s Big Red / Ignoring the swarm of buzzing cars. / The meteor burned you crimson, As you hurled it back spaceward. / Wisconsin is saved. / Madison cheers. / Big Red, Our Hero!

32. Moe, Doug and Alice D’Alessio, p. 205.

33. Personal observation. While Wrightians were busy solving problems created by the burgeoning car culture they were also using them to advantage. Auto design, circulation, and retailing greatly impacted their work. Erdman’s front second story office perch, for example, kept him removed from the road but still able to monitor highway and parking lot traffic.

34. National Register Bulletin, “Historic Residential Suburbs, Guidelines for Evaluation and Documentation.” National Park Service, U.S. Dept. of the Interior. (<http://www.nps.gov/nr/publications/bulletins/suburbs/part2.htm>). Accessed July 2011. The web page stated, “Thus, by the late 1940s, the curvilinear subdivision had evolved from the Olmsted, City Beautiful, and Garden City models to the [Federal Housing Administration]-approved standard, which had become the legally required form of new residential development in many localities in the United States.”

35. Biebel, Anne E. “The Residential Architecture of William V. Kaeser.” M.A. thesis, University of Wisconsin-Madison, 1985. p. 24 Circulation and terrain were key factors to form and function. “Kaeser described the traffic problem as building done without concern for the larger urban scheme [including open space]. In city planning, the issue of the individual building and its relation to its neighbor is paramount because it is this relationship that defines the space of the street.”

36. Madison Park District “Indian Hills Park” file.

37. (See Note #8.) Baker, John Milnes, *American House Styles: A concise guide*. W.W. Norton & Co. 1994.

38. Jon Snowden of Erdman Holdings stated at a summer 2011 city of Madison Plan Commission Hearing that an electrical shop preceded the Marshall Erdman Office & Shop at this site and was incorporated into the original Office & Shop. He did not offer evidence and has not responded to this author’s attempts to access the Erdman archives despite announcing they would be opened. This author could neither verify nor disprove Snowden’s words. However, Organic Architecture is amenable to building and materials reuse, and so this activity would support architectural type significance for this structure. Kaeser was designing homes in the area pre-1949. Possibly he had a hand in designing or building something here. Several experts familiar with Kaeser’s work with whom the author spoke attribute the Office & Shop to Kaeser. In c. 1950 documents on file at Madison building permits office,

Kaesar is corresponding with the State Industrial Commission about the building's design. Widespread informed agreement that it is a Kaeser design is sustained.

39. Madison Building Inspection Unit. Madison Municipal Building, Madison, Wisconsin.

40. Madison Trust For Historic Preservation, *Update: The Quarterly Newsletter of the Madison Trust For Historic Preservation*. August 1988. Announcement of Madison Art Center 1988 exhibit "William V. Kaeser: Madison's Organic Architect" curated by Anne Biebel. Scheduled overlap with Frank Lloyd Wright Elvehjem Museum exhibit.

41. (See Note #8) Baker, John Milnes, *American House Styles: A concise guide*. W.W. Norton & Co. 1994.

42. Madison Building Inspection Unit. Madison Municipal Building, Madison, Wisconsin.

43. Biebel, Anne E. "The Residential Architecture of William V. Kaeser." M.A. thesis, University of Wisconsin-Madison, 1985, p. 43 Kaeser was influenced by architect William Keck, a former University of Illinois classmate, on passive solar.

44. Simon, Maron J. ed. *Your Solar House*. Simon & Schuster in cooperation with Libbey-Owens-Ford Glass Co. 1947. ("A book of practical homes for all parts of the country by 49 of America's Leading Architects, containing 49 sets of plans and drawings, together with many suggestions for the Home Builder.") Kaeser Wisconsin house p. 71 looks similar to furniture store addition, while Cerny Minnesota house p. 75 appears to be a partial template for the Erdman Office.

45. Ibid.

46. Biebel, Anne E. "William Kaeser's Fifty Year Plan for Madison," *Historic Madison: A Journal of the Four Lake Region*, Vol. XIII, 1996, pp 43-56. Kaeser built "useful" buildings suited to their purpose and location.

47. Simon, Maron J. ed. *Your Solar House*. Simon & Schuster in cooperation with Libbey-Owens-Ford Glass Co. 1947.

48. Moe, Doug and Alice D'Alessio, pp. 147-54 and pp. 209-10.

49. Moe, Doug and Alice D'Alessio, pp. 49-67.

50. (See Note #23.) First Unitarian Society Landmark Meeting House web page
<http://www.fusmadison.org/landmark> accessed Sept. 11, 2011.

51. Andrzejewski, Anna Vemer, associate professor of art history at UW- Madison. April 1, 2011 lecture "Midwestern Modernism: 'Wrightification' and Domestic Architecture in Madison, Wisconsin, 1930-70."

52. Biebel, Anne E. "The Residential Architecture of William V. Kaeser." M.A. thesis, University of Wisconsin-Madison, 1985, p. 41 Kaeser thought European modern architecture borrowed from Prairie Style. He wanted to bring modernism back home to its roots through Mid-century Modernism.

53. Biebel, Anne E. "William Kaeser's Fifty Year Plan for Madison," *Historic Madison: A Journal of the Four Lake Region*, Vol. XIII, 1996, pp. 47-49.

54. Simon, Maron J. ed. *Your Solar House*. Simon & Schuster in cooperation with Libbey-Owens-Ford Glass Co. 1947. ("A book of practical homes for all parts of the country by 49 of America's Leading Architects, containing 49 sets of plans and drawings, together with many suggestions for the Home Builder.") Kaeser Wisconsin house p. 71.

55. Biebel, Anne E. "The Residential Architecture of William V. Kaeser." M.A. thesis, University of Wisconsin-Madison, 1985.



Early 1950s : Building exterior of Marshall Erdman and Associates.

Image ID: WHi-5075

Office & Shop at 5117 University Ave., Madison, Wis.

Photo by William Kaeser, building architect.



1947: Veterans Housing.

Three men at the University of Wisconsin, with tent and sign that reads "People of Madison! Vets in tent need rooms to rent".

Image ID: WHi-3338

Photo by unknown.



1958 aerial view. Erdman property, lower right. Railroad left, curving. Indian Hills subdivision, bottom right corner. University Ave. bottom right. Looking SW toward Craig Ave. Blackhawk District, upper right.

Image ID: WHi-5070

Photo by William Wollin.



1948: Frank Lloyd and Olgivanna Wright in a Crosley Car in the country.

Image ID: WHi-1904

Photo by Gerhard R. Schulz.



1948: Low Cost Housing for World War II Veterans.
Interior to one of four Erdman homes, Midvale Blvd., Sunset Village, Madison.
Image ID: WHi-54825
Photo by Arthur Vinje.



1950 ca. Unitarian Meeting House Construction.

Roof trusses in auditorium of the Unitarian Meeting House during construction.

Image ID: WHi-26536

Photo by John Newhouse.



ca. Sept. 1950: Unitarian Meeting House Work Day.

Image ID: WHi-26524

Photo by John Newhouse.

Unitarian Meeting House Work Day Description: Group skilled workmen in front of the Unitarian Meeting House on one of their work day donations to the project. The building was designed by Frank Lloyd Wright. Left to right, seated, the workmen are Eathen Henstock, Milton Thorpe, Ervin Schmudlach, Chalres Manteufel, Urban Richgels, Harold Vetter, Dan Werber, Frank Tetzlaff, Howard Busse, Josephn Boykin, and Elliott Schamens. In the second row are Guy Henry, Donald Van Schoyek, Harry Riegels, Albert Loftus, Arthur Winkler, Herbert Hulsizer, Herbert Amundson, Ralph Arneson, Erling Landsverk, Harold Johnson, Nathan Williams, and Marshall Erdman, the general contractor. In the third row are Byron Tetzlaff, Paul Okey, Robert Shaw, Richard Gorski, Arthur Gulrud, and Lawrence Walter, the two men in the back are William Kruse and John Johnson.



August 19, 1951 before: Unitarian Meeting House Construction.
Image ID: WHi-26534
Photo by John Newhouse.



c. 1949-51. Unitarian Meeting House Congregation Sorting Stones.

Image ID: WHi-26547

Photo by John Newhouse.



**1951: First Unitarian Meeting House, 900 University Bay Drive.
Image ID: WHi-35078
Photo by John H. Howe.**



1952 ca. First Unitarian Society Meeting House.

Image ID: WHi-35633

Photo by William Wollin.

The south façade Unitarian Meeting House, 900 University Bay Drive.



date unknown: Erdman Prefab I: Rear view of the Van Tamlen House, an example of Erdman #1, a Frank Lloyd Wright-designed prefabricated home marketed by Marshall Erdman.

Image ID: WHi-66125

Photo by Herb Jacobs.



date unknown: Marshall Erdman Prize-winning Prefabricated Home. Image ID: WHi-26526
Photo by John Newhouse.



1958: 2700 Marshall Court in Doctors Park, Shorewood Hills. Early drive-through pharmacy.

Image ID: WHi-5069

Photo by William Wollin.

Marshall Erdman Office & Shop New Photos Page 1 of 1



Marshall Erdman Office & Shop, 5117 University Ave., Madison, WI. Recent photo by Jason Tish. Courtesy Madison Trust For Historic Preservation.



Rear View. Recent photo by Jason Tish. Courtesy Madison Trust For Historic Preservation.

Marshall Erdman Office & Shop Landmark Nomination by Kinast. July 2011.

**SURROUNDING AREA PHOTOS
ERDMAN NOMINATION BY KINAST
JULY 2011**

Railroad



Whitney Way



**ERDMAN OFFICE & SHOP
5117 UNIVERSITY AVE
MADISON, WI**

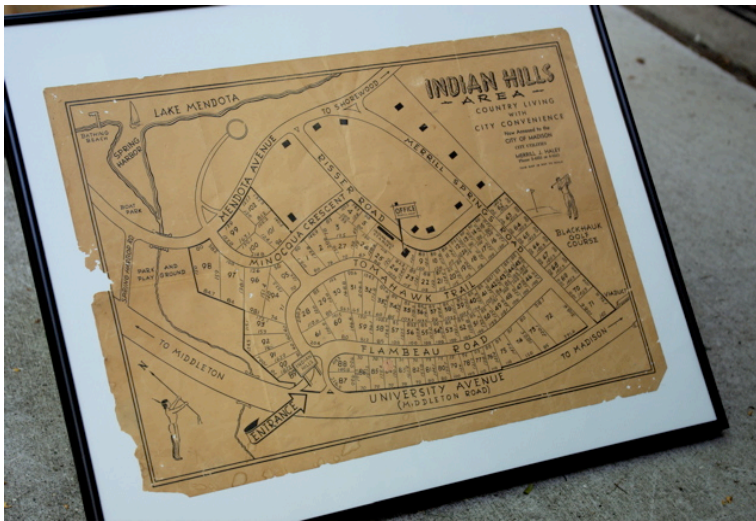


Craig Avenue



University Avenue





c. 1951 marketing.
"Indian Hills:
Country Living
With City
Convenience."
Note staggered lot
layout for solar
aspect and optimal
views. Courtesy
M.B. Dunning.



Curvilinear
Minocqua
Crescent with
mature oaks.



1954, Erdman
home, Flambeau
Rd. Note tapered
overhang, window
style.



1952-53,
James Dresser
(Wrightian)
"Sunflower
House,"
Tomahawk Trail.



1953, Flambeau
Rd. Typical
Erdman-Peiss
horizontal
windows.



1954 U-Form-It
by Erdman,
Flambeau Rd.
Interior windows,
wall, ceiling detail.



Possible William
Kaeser design,
Merrill Springs
Rd.



1956 Erdman
home, Flambeau
Rd. Carport view
frames Erdman
Office.



Wrightian home
on small lot,
Tomahawk Trail.



Erdman-Peiss elements in Tomahawk Trail home.



Home gardeners and gardens abound.



Park sign crafted c. 1958 by Alfred Kleisch, Erdman Shop carpenter, Tomahawk Trail resident (deceased) and part-time landscaper.



Present-day resident artist.



Sunset Hills

Worton S. Smith House
3934 Plymouth Circle
Madison, WI 53705

John U. Smick House
3950 Priscilla Lane
Madison, WI 53705

Philip D. Curtin House
3964 Plymouth Circle
Madison, WI 53705

Robert G. Sachs House
3972 Plymouth Circle
Madison, WI 53705

Robert A. Berman House
3901 Priscilla Lane
Madison, WI 53705

Herb Fritz House
3972 Plymouth Circle
Madison, WI 53705

Herb DeLevie House
3972 Plymouth Circle
Madison, WI 53705

MADison MIDcentury MODern

Sunset Hills

House Tour

Madison, Wisconsin

Sunday October 24, 2010
10:00 am - 4:00 pm

Organized by:



MADISON TRUST
for Historic Preservation



NATIONAL
TRUST
FOR
HISTORIC
PRESERVATION

Frank Lloyd Wright® Wisconsin

Sunset Hills Neighborhood
Association

THIS IS YOUR TICKET

Support for this event provided by:



THE CENTURY HOUSE
Modern | Scandinavian Interiors



TP Custom
CONSTRUCTION


Worton S. Smith House
3934 Plymouth Circle
John Randal McDonald
1956

John U. Smick House
3950 Priscilla Lane
John Randal McDonald
1956


Robert G. Sachs House
3972 Plymouth Circle
William Kaeser
1958

Philip D. Curtin House
3964 Plymouth Circle
Herb Fritz
1958


Robert A. Berman House
3901 Priscilla Lane
Herb DeLevie and Herb Fritz
1967




This stone and wood home was formerly owned by renowned Madison writer George Vukelich and his wife Helen. In 1967 they added a two-story addition and a dining room. It is one of two houses on the tour that are part of an on-going detective story to document their McDonald origins.




This simple modern gem is one of three homes built on lots purchased by Madison businessman Gerald Bartell. Although no original plans have yet been found, oral history from early residents of the neighborhood and a recent visit by Brian Beno, a McDonald authority, affirm this home's McDonald origins.



Nestled into the top of Plymouth Circle to blend naturally with its woodland surroundings, this home will surprise visitors with its expansive Wrightian interior that includes a massive sandstone hearth and built-in furniture. Kaeser worked in the office of Frank Riley and later studied the works of organic architects Frank Lloyd Wright and Eiel Saarinen, attending Cranbrook Academy to study directly under Saarinen.



This home's distinctive double-winged roof structure and glass window walls combine to create dramatic interior spaces. The former home of an artist and doctor, the wooded lot has numerous sculptures throughout the yard. Herb Fritz, whose father was a draftsman for Frank Lloyd Wright, was himself a Taliesin apprentice from 1938 to 1941. He became a prolific local architect with hundreds of projects built in southern Wisconsin, and over 100 in Madison. His work reflects lessons in organic architecture learned from Wright.



This distinctive home appears to have been a collaboration between Taliesin apprentices Herb DeLevie and Herb Fritz, with both men's signature appearing on various artifacts. Situated on a corner lot, large corner windows offer distinctive views of surrounding Japanese-inspired landscapes. The house also features site-built furniture from local designer Don Reppen.

Wisconsin Historical Society
Determination of Eligibility Form

RECEIVED (DOE 2006)

NOV 29 2010

DIV HIST PRES

Agency #: WisDOT 5992-08-18

WHS #: 10-1465/DA

Property Name(s): Erdman & Associates Office and Shop (Building No. 1)

Address/Location: 5117 University Avenue

City & County: City of Madison, Dane County Zip Code: 53705

Town: Range: Section:

Dates of Construction: 1949-50; ca. 1951; 1965-66; 1977; 1983

Certification:

As the designated authority under the National Historic Preservation Act, as amended, I hereby certify that this request for Determination of Eligibility x meets does not meet the National Register of Historic Places criteria.


Signature of Certifying Official/Title
WISDOT HISTORIC PRESERVATION OFFICER

11/16/10
Date

State or Federal Agency and Bureau

In my opinion, the property X meets does not meet the National Register criteria.


Signature of Commenting Official/Title

SHPO 12/16/10
Date

Division of Historic Preservation
Wisconsin Historical Society
816 State Street
Madison, WI 53706

SHPO Note:

Please extend the Period of
Significance to 1967.

Name and location: Erdman & Associates Office and Shop, City of Madison, Dane County, Wisconsin

Classification:

Ownership	Type of Property:		# of Contributing	# of Non-Contributing
<input checked="" type="checkbox"/> private	<input checked="" type="checkbox"/> building(s)	-->	1	1
<input type="checkbox"/> public	<input type="checkbox"/> site	-->		
If public, specify:	<input type="checkbox"/> structure	-->		
	<input type="checkbox"/> object	-->		
	<input type="checkbox"/> district	Total:	1	1

Function/Use:

Historic Function(s): COMMERCE/business; INDUSTRY/manufacturing facility

Current Function(s): COMMERCE/business

Architectural Style(s): Wrightian

Criteria:

<input type="checkbox"/> A (history)	Areas of Significance:	<u>Architecture</u>
<input checked="" type="checkbox"/> B (important persons)	Period of Significance:	<u>1949-60</u>
<input type="checkbox"/> C (architecture/eng.)	Significant Dates:	<u>1949-50; ca. 1951; 1965-66; 1977; 1983</u>
<input type="checkbox"/> D (archaeology)	Significant Person:	<u>Erdman, Marshall</u>
	Cultural Affiliation:	<u>N/A</u>
	Architect/Builder:	<u>Kaeser, William (architect)</u> <u>Erdman, Marshall (builder)</u>

Criteria Considerations:

<input type="checkbox"/> A (owned by religious institution)	<input type="checkbox"/> E (reconstruction)
<input type="checkbox"/> B (moved)	<input type="checkbox"/> F (commemorative)
<input type="checkbox"/> C (birthplace/grave)	<input type="checkbox"/> G (<50 years old)
<input type="checkbox"/> D (cemetery)	

ATTACHMENT CHECKLIST

- ☒ Historic boundary map
- ☒ Labeled, color digital photographs
- ☐ USGS map with UTM coordinates

Name and location: Erdman & Associates Office and Shop, City of Madison, Dane County, Wisconsin

Property Info:

Acreage of Property: 1.3

UTM Reference:

Zone Easting Northing

Verbal Boundary Description:

The parcel is polygonal, with its long axis perpendicular to University Avenue. It is located in T7N, R9E, Section 18, part of the SW ¼ of the SE ¼, described as follows: beginning at a point on the northerly r/w line of University Avenue at a point common to Lots 81 and 82 of the Plat of Indian Hills, thence S 49 degrees 06 minutes W 122.4 feet, thence N 45 degrees 8 minutes W 163 feet, thence S 44 degrees 52 minutes W 20.2 feet to a point on the southwesterly r/w line of University Avenue and the point of beginning: thence continuing said brg (direction) 354.8 feet, thence N 45 degrees 08 minutes W 100 feet, thence N 01 degrees 00 minutes E 108.2 feet, thence 44 degrees 51 minutes E 275.4 feet, thence S 44 degrees 40 minutes 11 seconds E 75.06 feet, thence S 46 degrees 16 minutes 45 seconds E 100.2 feet to point of beginning. This parcel encompasses about 1.3 acres.

Boundary Justification:

The historic boundary of the Erdman & Associates Office and Shop coincides with the legal boundary of the parcel on which this building sits. Although Erdman & Associates owned ten additional acres adjacent to this site, those acres were not included in this evaluation because the resources on them either post-date the period of significance, or they are storage sheds or warehouses, ancillary uses that do not contribute to the significance of the Erdman & Associates Office and Shop.

Methodology: (how property identified, any consultation with WisDOT or SHPO)

The Erdman & Associates Office and Shop was identified as potentially eligible for the National Register in an architecture/history survey conducted by Commonwealth Cultural Resource Group as part of the environmental impact studies undertaken for WisDOT project 5992-08-18. It was decided to prepare a DOE after consulting with Robert Newbery of WisDOT BEES on July 8, 2010.

Figures: Photos were taken by Elizabeth L. Miller in July 2010.

1. AHI #109964, Erdman & Associates Office and Shop, 5117 University Avenue, City of Madison, Dane County, Wisconsin – UTM reference: (location map)
2. AHI #109964, Erdman & Associates Office and Shop, 5117 University Avenue, City of Madison, Dane County, Wisconsin – UTM reference: (site map)
3. 1949-50 Office and Shop, north- (front) and east-facing façades, looking southwest.
4. 1949-50 Office and Shop, north- (front) and east-facing facades, looking southwest, photograph from the early 1950s.
5. 1965 Shop Addition and 1977 Connecting Section, north-facing (front) façade, looking south.
6. Ca. 1951 Former Furniture Store, north-facing (front) façade, looking southwest.
7. 1949-50 Shop and Office, 1965 Shop Addition, and 1983 addition, south-facing (rear) façade, looking northwest.
8. 1983 addition, east facing façade, looking west.
9. Ca. 1951 former furniture store, west-facing façade, looking southeast.
10. 1983 addition, west-facing façade, looking northeast.

Narrative Description:

INTRODUCTION

The Erdman & Associates Office and Shop stands at 5117 University Avenue in the city of Madison, about five miles west of the central business district. The Office and Shop is made up of two buildings: the Wrightian 1949-50 Office and Shop, designed by distinguished Madison architect William Kaeser and expanded to the west in 1965; and what was the McGilligan Furniture Store, a non-contributing, one-story resource erected ca. 1951 (see Figure 2).¹ Erdman & Associates acquired the former furniture store and built a two-story section connecting it to the Office and Shop in 1977.² A two-story addition was appended to the rear of the former furniture store 1983. Both buildings and additions are of exposed, concrete block construction on a poured concrete foundation. The 1949-50 section of the Office and Shop is front-gabled, while the 1965 Office and Shop addition, the former furniture store, and the 1983 addition possess flat, built-up roofs.

DESCRIPTION

The Erdman & Associates Office and Shop is set on the south side of University Avenue. A driveway runs south from the street along the east side of the building, widening to provide parking along the east property line. South and east of the building, the parcel has been paved with asphalt. Pavement and lawn both appear west of the rear half of the building; the neighboring building encroaches on the west along the front half. A lawn with a scattering of mature trees can be seen to the north, between the Office and Shop and the sidewalk along University Avenue. An additional ten acres with a series of metal storage buildings formerly associated with Erdman & Associates are located just south of the Office and Shop parcel; beyond lie the tracks of the Chicago, Milwaukee, and St. Paul Railroad. Along University Avenue, east and west of the property, commercial uses predominate. Residential areas dating from the 1950s and 1960s lie north of University Avenue, and south of the railroad.

The Erdman & Associates Office and Shop face north. The 1949-50 Office and Shop (east), the 1965 addition (east-central), the 1977 connecting section (west-central), and the ca. 1951 former furniture store (west) can all be seen on the north-facing façade. The north-facing (front) façade of the 1949-50 Office and Shop displays a one-story, flat-roofed, projecting section (see Figure 3). The entrance appears at the northeast corner, and consists of a wood and glass door. To the east, a fixed window rises the full height of the wall, and turns the corner. An angular, clapboarded wing wall with a broad, flat roof projects to the east beyond the window. The wing wall originally extended above the roofline, and served as the sign for Erdman & Associates (see Figure 4). West of the entrance, a pair of tall windows are centered in the concrete block wall. Above the projecting section, the front-facing gable of the second story is visible. Exposed trusses in the gable end frame fixed windows. These trusses were recycled from barracks being dismantled at Truax Field.³ The shop addition has no openings, while the connecting section displays a series of small windows at the first story (see Figure 5). The second story of the connecting section is clad with vertical board siding. A group of three, slender windows light the second floor. The north-facing (front) façade of the former furniture store consists of a wall of floor-to-ceiling, fixed windows, wrapping

¹ Doug Moe and Alice D'Alessio, *Uncommon Sense: The Life of Marshall Erdman*, (Black Earth, Wisconsin: Trails Custom Publishing, 2003), pp. 69-70, and 72; Building permits, November 2, 1950, and November 15, 1965, and Final Inspection Report, September 2, 1983, Building Inspection Unit, Madison Municipal Building, Madison, Wisconsin; and *Wright's Madison City Directory*, (Milwaukee: Wright Director Company, 1951; and 1952).

² Building permit, July 25, 1977, Building Inspection Unit.

³ Moe and D'Alessio, p. 70.

around the corners (see Figure 6). A metal and glass door is set off-center toward the east end of this façade. The east face of this section features a broad, heavy, concrete block chimney, and regularly-spaced, multi-pane metal windows (see Figure 5).

On the south-facing (rear) façade, the 1949-50 Office and Shop (east), the 1965 shop addition (central), and the 1983 addition (west) are visible (see Figure 7). On the rear, the 1949-50 Office and Shop is one-story on a raised basement. The basement possesses two broad openings that may have held garage doors originally. Both have been reduced, stuccoed, and hold fixed windows and an off-center, wood-and-glass door. At the second story, this section is finished with broad, metal panels and displays single and paired, single-pane windows. The flat-roofed, shop addition exhibits a broad canopy, stucco and exposed concrete block finishes, and a band of single-pane windows. The south-facing (rear) façade of the 1983 addition exhibits an off-center band of fixed, single-pane windows at each story.

The east-facing façade of the 1949-50 Office and Shop is articulated by concrete block pilasters, which frame bands of single-pane windows (see Figure 3). At the second story, a broad, shed-roofed dormer appears at the north end of the façade. The dormer holds a series of fixed, single-pane windows, and marks the office section of the Office and Shop (south of the dormer, the first floor was originally the shop). Originally, the dormer was about one-third as wide, and was expanded in 1966.⁴ The east-facing façade of the 1983 addition features an exterior wooden staircase, which rises to the entrance in the north corner (see Figure 8). A pair of tall, fixed windows appears north of the door. A band of fixed, single-pane windows can be seen south of the entrance. At the south end of the east face of the 1983 addition, a two-story wall of fixed windows is framed with concrete block.

The west-facing façade is composed of the ca. 1951 former furniture store (north) and the 1983 addition (south). At the north end of the former furniture store, the corner display windows are visible (see Figure 9). To the south, brick pilasters articulate the façade and separate metal, multi-pane windows. The west-facing façade of the 1983 addition is partially obscured by the neighboring building, but toward the south end, bands of fixed windows appear, turning the corner to the south-facing (rear) façade.

The interior of all sections of the Office and Shop presently contains a network of corridors, with office spaces and work cubicles. Interior finishes include carpeting, acoustical tile, and drywall. Many work spaces feature Techline cabinets and furnishings, a product line developed by Erdman & Associates.

ALTERATIONS

The Erdman & Associate Office and Shop retains good exterior integrity. Alterations to the 1949-50 Office and Shop are limited to the 1965 addition, the 1966 expanded dormer, and the reduced garage openings. The dormer is in keeping with the architectural character of the 1949-50 Office and Shop, while the placement of the reduced garage openings on the rear façade minimizes their impact. The 1965 shop addition is set back on the front façade, as is the 1977 connecting section. Neither is noticeable when looking at the front of the Office and Shop. The former furniture store is very evident. Although it was not associated with Erdman & Associates during the period of significance, it was erected during that time, and its appearance is architecturally compatible with the 1949-50 Office and Shop. The interior of the original Shop has been altered, but the building otherwise retains its layout. Overall, the

⁴ Building permit, April 15, 1966, Building Inspection Unit.

Name and location: Erdman & Associates Office and Shop, City of Madison, Dane County, Wisconsin

Erdman & Associates Office and Shop retains good integrity.

Narrative Statement of Significance:

CRM Context Chapters: None

STATEMENT OF SIGNIFICANCE

The Erdman & Associates Office and Shop is eligible for the National Register under *Criterion B*, in architecture, for its association with Marshall Erdman. Erdman began his career as a builder-contractor with a handful of modest, custom-built homes, in 1949. The landmark project of the early days of Erdman's career was the construction of one of Frank Lloyd Wright's masterpieces, the Unitarian Meeting House in Shorewood Hills. By 1953, Erdman had involved his firm in prefabrication, with the production of the U-Form-IT homes. The following year, Erdman erected the company's first prefabricated medical clinic. Erdman & Associates would eventually become the leader in the design and construction of prefabricated health care facilities in the United States. Marshall Erdman's work for the United States Agency for International Development and the Peace Corps in the 1960s demonstrated his commitment to civic responsibility, and, indirectly, led to the development of Techline, Erdman's prefabricated cabinet and furniture line, in 1969. In the 1980s, Erdman served on several public commissions in Wisconsin, as well as promoting public art. Perhaps Erdman's most innovative undertaking, the "New Urbanist" development of Middleton Hills, which Erdman designed and built with Andres Duany, broke ground weeks before his death in 1995. Erdman's significance in architecture is richly represented by his body of work, but Erdman did maintain his office at 5117 University Avenue from 1949 until his death, associating this building most closely with his storied career. The period of significance for the Erdman & Associates Office and Shop extends from 1949 to 1960, the fifty-year cut-off date.⁵

SIGNIFICANCE: ASSOCIATION WITH MARSHALL ERDMAN

Marshall Erdman (1922-1995) was born Maupas Erdmanas in Tverai, Lithuania. In 1938, Erdman's father sent him to relatives in Chicago.⁶ Erdman completed high school in Chicago in 1940, and attended the University of Illinois (Urbana-Champaign), enlisting in the Army Corps of Engineers in 1943. Following World War II, he finished his bachelor's degree in political science at the University of Wisconsin, where he met Joyce Mickey. They married in 1946.⁷ In January 1947, the Erdmans bought the lot at 509 North Meadow Lane in Madison, and together built a small house, which Joyce had designed. Although they intended to live in it themselves, when the Erdmans received an offer, they readily sold the house. With the profit they bought several more lots, launching themselves as Marshall Erdman & Associates, a sole proprietorship engaged in home-building. By January 1948, the Erdmans had built or were building nine houses, all designed by Joyce.⁸ The Erdmans purchased the parcel on which the 1949-50 Office and Shop sit in April 1949. The Office portion of the building was completed by the fall of 1949, and the original Shop was finished in 1950; both were designed by William Kaeser. That year, Erdman & Associates completed \$675,000 worth of projects, employing eight cabinetmakers and millwrights in the shop, and 37 men in the field. In addition to homes, the company erected stores, apartment buildings, warehouses, and a church.⁹ That church, which would not be completed until 1951, was the Unitarian Meeting House in Shorewood Hills, the project that began Erdman's association with Frank Lloyd Wright, made his name, and nearly bankrupted him. Bids from major construction firms to erect Wright's design

⁵ No other date seems appropriate.

⁶ Moe and D'Alessio, p. 6; Erdman's father and only brother were killed in the Holocaust in 1942.

⁷ Moe and D'Alessio, p. 6.

⁸ Ibid., pp. 50-54.

⁹ Ibid., pp. 69-70.

are said to have ranged from \$500,000 to \$1.2 million. Wright, initially uninterested in working with an "amateur," then approached Erdman, who agreed to build the Meeting House for \$102,000. Even with substantial volunteer labor from the congregation, the final cost exceeded \$213,000 and Erdman had to take out a personal loan to complete the project. But in the end, Erdman had gained international publicity, and Wright as his mentor.¹⁰

In 1951, Marshall Erdman & Associates incorporated. Although the firm continued custom building in the early 1950s, Erdman was interested in exploring prefabricated housing. In 1953, Erdman developed the U-Form-IT house, in collaboration with carpenter Henry Peiss. There were two models, both one-story, three-bedroom units, designed by the Madison architectural firm of Weiler and Strang. Each unit cost \$9,000; it was said to save the homeowner \$5,000 in labor expenses. An article in *Life* magazine in October 1953 garnered a tremendous response to the U-Form-IT houses. In 1954, Erdman had a factory erected adjacent to the railroad on the ten acres south of the Office and Shop. William Kaeser designed the plant (not extant), intended to employ 50 men and produce five U-Form-IT homes a day. By this time, there were ten different U-Form-IT plans, all with three bedrooms.¹¹ In addition, the U-Form-IT had attracted the notice of Frank Lloyd Wright, who disparaged their architectural character, and designed three models of his own for Erdman & Associates to build. Although Erdman only built eleven of Wright's prefab designs (five in Wisconsin),¹² the collaboration with Wright brought additional publicity, and boosted Erdman's business. In the 1950s and the early 1960s, Erdman & Associates manufactured and erected more than 600 prefabricated homes, mostly in Madison and in southeastern Wisconsin.¹³

During the mid-1950s, Erdman & Associates investigated other opportunities for prefabricated construction. The firm erected a small building for two dentists at 3414 Monroe Street (extant, altered) in 1954. This was Erdman & Associates' first prefabricated medical clinic; the company would grow to become the leading builder of health care facilities in the United States, erecting more than 200 by 1959, and some 2,500 by the 1990s.¹⁴ In 1957, Erdman & Associates built the first of 20 prefabricated schools in the United States, in Germantown, Wisconsin.¹⁵

Erdman & Associates' focus in the 1960s and 1970s was on health care facilities. In a parallel development, the Marshall Erdman's leadership in prefabrication brought him to the attention of the United States Agency for International Development. In the early 1960s, Erdman would build 30 schools and 100 homes in Gabon, West Africa. Additional work for the Peace Corps followed in the Virgin Islands in 1965-66. In 1966, Marshall Erdman helped the government of Tunisia establish a prefabricating plant in that country.¹⁶ During his international service, Erdman discovered advanced cabinet-and-furniture-making machinery in Europe, which he bought in 1967. This machinery inspired the creation of Techline, the prefabricated furniture line to which Marshall Erdman devoted his attention for much of the rest of his life. The Techline factory was built in Waunakee in 1969; the same year, all the company's

¹⁰ Ibid., pp. 62-67.

¹¹ Ibid., pp. 74-79.

¹² The two in Madison are 5817 Anchorage Avenue (1956), and 110 Marinette Trail (1959).

¹³ Moe and D'Alessio, pp. 82-90.

¹⁴ Ibid., p. 93.

¹⁵ Ibid., pp. 97-100.

¹⁶ Ibid., pp. 117-126.

Name and location: Erdman & Associates Office and Shop, City of Madison, Dane County, Wisconsin

manufacturing moved to the Waunakee site. By the late 1990s, more than 60 Techline studios had been established across the country.¹⁷

In the 1980s, Marshall Erdman became more active in civic affairs in Wisconsin. In 1983, he was appointed to the State Building Commission, serving several years. In 1988, Erdman acted as chair on the commission to restore Frank Lloyd Wright's home, Taliesin, and served on another that was carrying out the plan for the Monona Terrace Convention Center in Madison.¹⁸ Erdman also advocated for public art during this period, establishing an art department at Erdman & Associates in 1983, to select artwork for the health care facilities the company designed. In the early 1990s, Erdman commissioned the metalwork sculpture that stands in front of the building at 5105 University Avenue (by that time the home of the firm's art department).¹⁹

Marshall Erdman's last major initiative was his plan for Middleton Hills, a 153-acre development in the community-design style called "New Urbanism." Erdman invited one of the leading practitioners of the style, Andres Duany, who had designed the town of Seaside, Florida, with his wife, Elizabeth Plater-Zyberk, to speak in Middleton in 1993. Erdman and Duany began collaborating on the plan for Middleton Hills shortly thereafter. Although the plan encountered some challenges due to its unconventional nature, it was eventually approved. Groundbreaking took place in August 1995, shortly before Erdman's death.²⁰ Today Middleton Hills is a thriving community, with an innovative design, one of the many legacies of Erdman's rich and prolific career.

HISTORY OF THE PROPERTY²¹

Marshall and Joyce Erdman purchased the parcel on which the 1949-50 Office and Shop sit in April 1949. The parcel on which the former furniture store is located was acquired in 1977. These two parcels, along with six more adjacent to these, were sold to Erdman Real Estate Holdings (the current owner) in January 2003. The building has been largely vacant since 2007.²²

¹⁷ Ibid., pp. 132-34, and 158.

¹⁸ Ibid., pp. 161-62; and 179.

¹⁹ Ibid., pp. 165, 172-73.

²⁰ Ibid., pp. 189-92.

²¹ Ibid., pp. 69-70; Building permits, Building Inspection Unit; and City of Madison Assessor's Records, <http://cityofmadison.com/assessor/property/propertydata>, accessed July 9, 2010

²² Jon Snowden, Erdman Real Estate Holdings, personal communication, July 21, 2010.

Name and location: Erdman & Associates Office and Shop, City of Madison, Dane County, Wisconsin

Bibliography:

Madison Assessor's Records. <http://cityofmadison.com/assessor/property/propertydata>, (accessed July 9, 2010).

Madison Building Inspection Unit. Madison Municipal Building, Madison, Wisconsin.

Moe, Doug and Alice D'Alessio. *Uncommon Sense: The Life of Marshall Erdman*. Black Earth, Wisconsin: Trails Custom Publishing, 2003.

Snowden, Jon. Erdman Real Estate Holdings. Personal Communication, July 21, 2010.

Wright's Madison City Directory. Milwaukee: Wright Directory Company, 1951; and 1952.

Wright's Madison City Directory. St. Paul: Wright Directory Company, 1973; 1974; 1975; and 1977.

Name and location: Erdman & Associates Office and Shop, City of Madison, Dane County, Wisconsin

Determination of Eligibility Prepared By:

Name & Company:	Elizabeth L. Miller		Phone:	608-233-5942
Address:	4033 Tokay Blvd		Zip:	53711
City:	Madison	State:	WI	Date:
Email:	elmiller@mailbag.com			

Sub-contracting to:	CCRG (Katie Egan-Bruhy, Regional Director)			
Address:	P.O. Box 1061		Phone:	715-358-5686
City:	Minocqua	State:	WI	Zip:
Email:	eganbruhy@ccrginc.com		Date:	

CTH MS (University Avenue), Allen Boulevard - Segoe Road
Dane County, Wisconsin

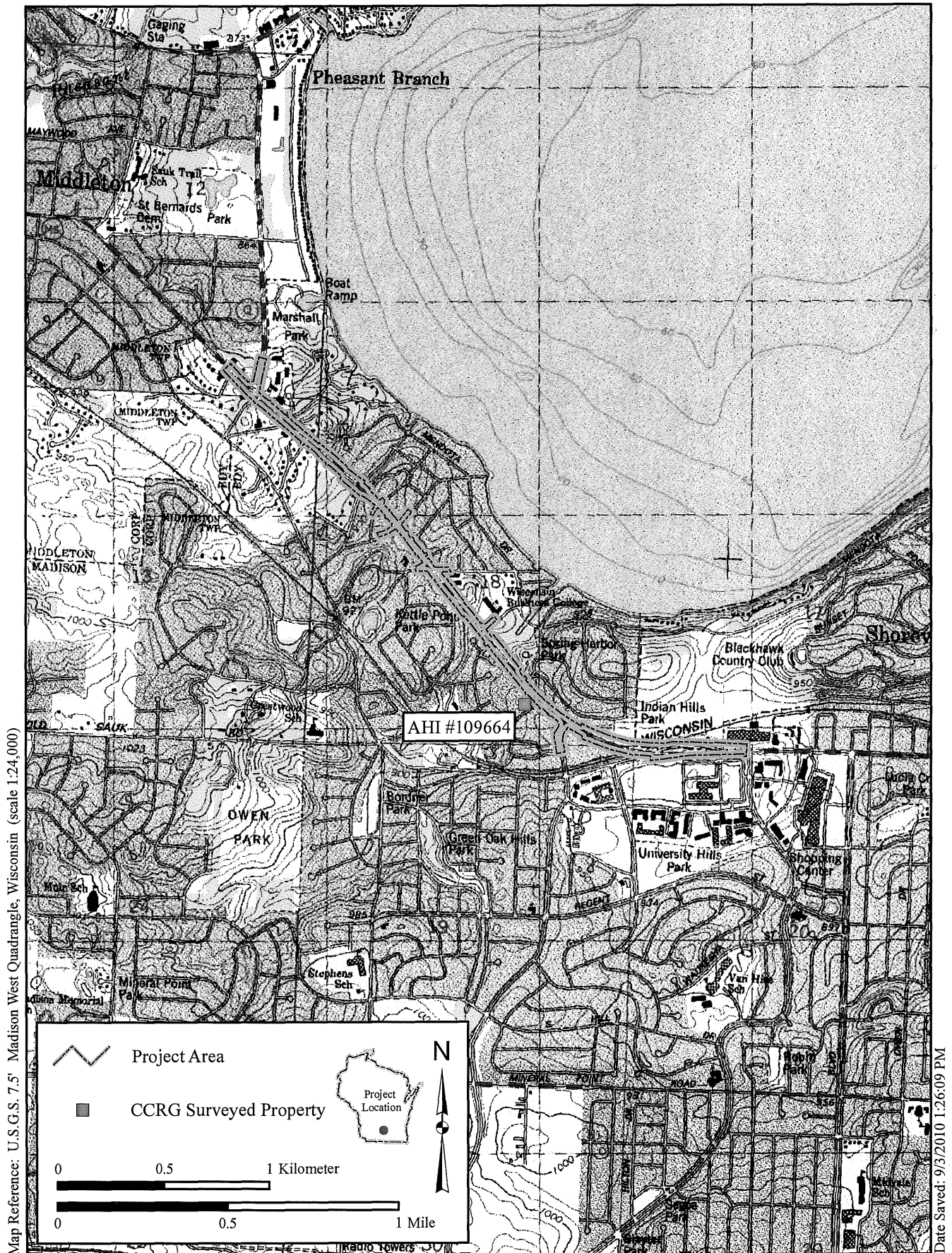


Figure 1. AHI #109664, Erdman and Associates Office and Shop, 5117 University Avenue, City of Madison, Dane County, Wisconsin - UTM Reference: 16N/E298929/N4772324

Date Saved: 9/3/2010 1:26:09 PM

WisDOT ID 5992-08-18
CTH MS (University Avenue), Allen Boulevard - Segoe Road
Dane County, Wisconsin

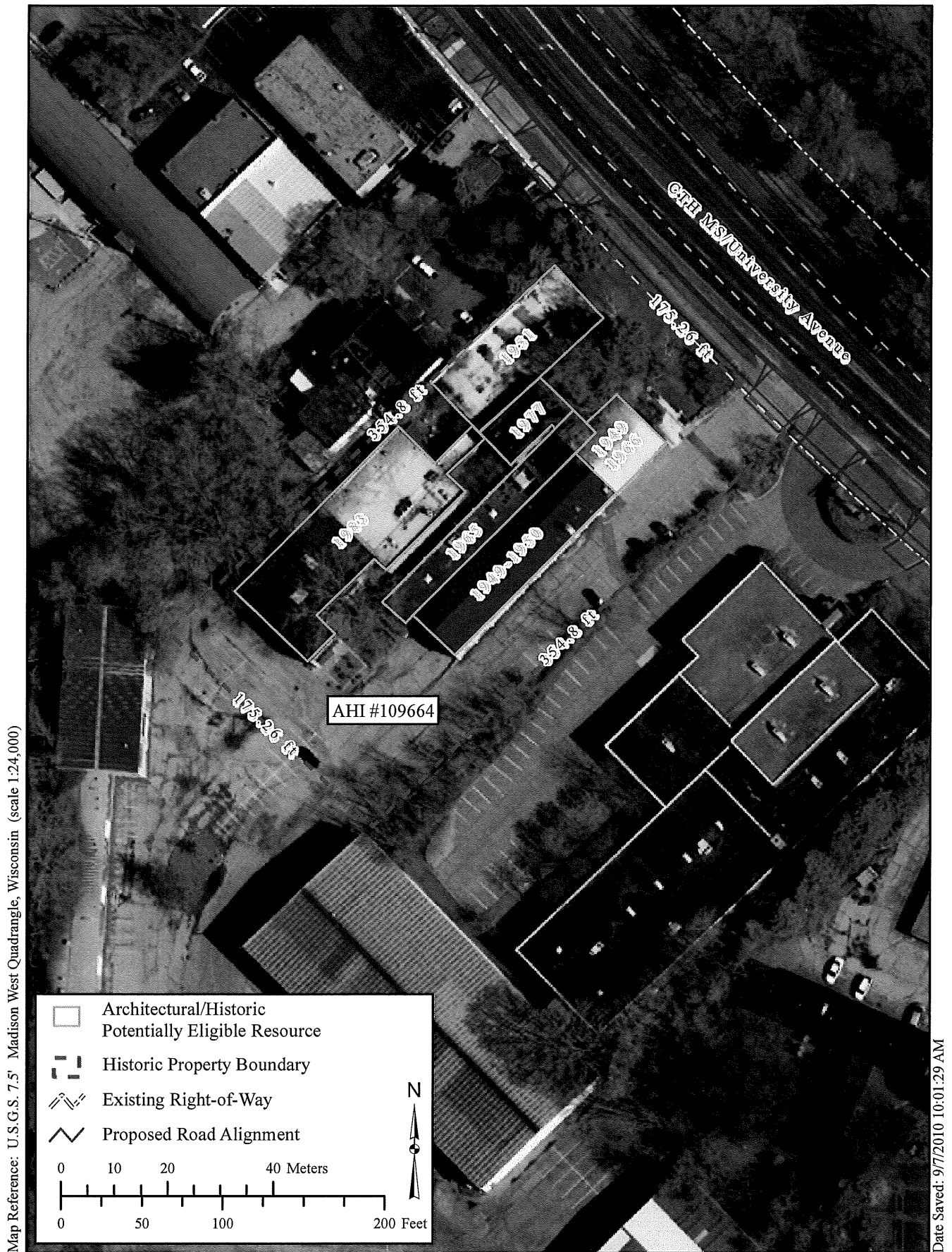


Figure 2. AHI #109664, Erdman and Associates Office and Shop, 5117 University Avenue, City of Madison, Dane County, Wisconsin - UTM Reference: 16N/E298929/N4772324

WisDOT ID 5992-08-18
CTH MS (University Avenue), Allen Boulevard - Segoe Road
Dane County, Wisconsin



Figure 3. 1949-50 Office and Shop, North- (Front) and East-Facing
Façades, Looking Southwest

WisDOT ID 5992-08-18
CTH MS (University Avenue), Allen Boulevard - Segoe Road
Dane County, Wisconsin



Figure 4. 1949-50 Office and Shop, North- (Front) and East-Facing Facades, Looking Southwest, Photograph from the Early 1950s. Source: Doug Moe and Alice D'Alessio, *Uncommon Sense: The Life of Marshall Erdman*, (Black Earth, Wisconsin: Trails Custom Publishing, 2003), p. 70

WisDOT ID 5992-08-18
CTH MS (University Avenue), Allen Boulevard - Segoe Road
Dane County, Wisconsin



Figure 5. 1965 Shop Addition and 1977 Connecting Section, North-Facing (Front) Façade, Looking South

WisDOT ID 5992-08-18
CTH MS (University Avenue), Allen Boulevard - Segoe Road
Dane County, Wisconsin



Figure 6. Ca. 1951 Former Furniture Store, North-Facing (Front) Façade,
Looking Southwest

WisDOT ID 5992-08-18
CTH MS (University Avenue), Allen Boulevard - Segoe Road
Dane County, Wisconsin



Figure 7. 1949-50 Shop and Office, 1965 Shop Addition, and 1983
Addition, South-Facing (Rear) Façade, Looking Northwest

WisDOT ID 5992-08-18
CTH MS (University Avenue), Allen Boulevard - Segoe Road
Dane County, Wisconsin



Figure 8. 1983 Addition, East Facing Façade, Looking West

WisDOT ID 5992-08-18
CTH MS (University Avenue), Allen Boulevard - Segoe Road
Dane County, Wisconsin



Figure 9. Ca. 1951 Former Furniture Store, West-Facing Façade, Looking Southeast

WisDOT ID 5992-08-18
CTH MS (University Avenue), Allen Boulevard - Segoe Road
Dane County, Wisconsin

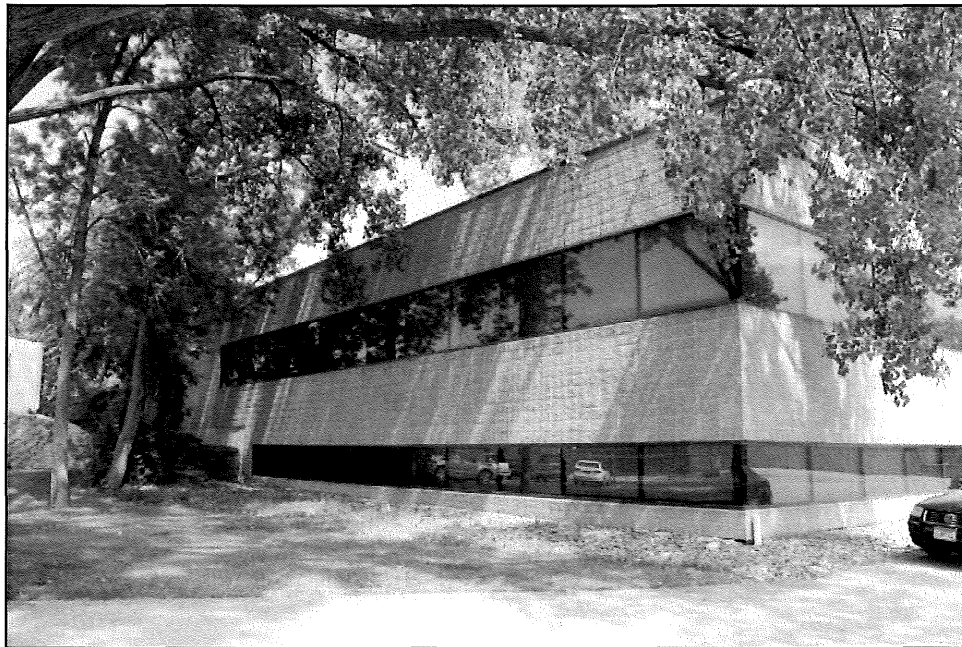


Figure 10. 1983 Addition, West-Facing Façade, Looking Northeast