



Michael Best & Friedrich LLP
Attorneys at Law
One South Pinckney Street
Suite 700
Madison, WI 53703
P.O. Box 1806
Madison, WI 53701-1806
Phone 608.257.3501
Fax 608.283.2275

September 13, 2011

Richard J. Langer
Direct 608.283.2248
Email rjlanger@michaelbest.com

City of Madison
Landmarks Commission
215 Martin Luther King Jr. Blvd, Suite LL100
Madison, WI 53703

Re: 5117 University Avenue, Madison, Wisconsin

Dear Commissioners:

This letter concerns the potential landmark status of the Erdman Office Building at 5117 University Avenue, Madison, WI.

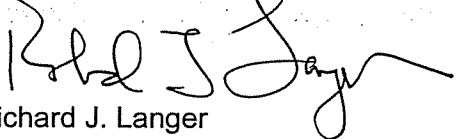
I was Marshall Erdman's personal attorney for years prior to his death in 1995, and was the attorney who helped administer and distribute his estate after his death. During that time, I had the opportunity to spend significant time with Mr. Erdman, and to get to know him personally. Without question, he was a true visionary, a man who looked forward at new ideas and new opportunities. His life's work is a testament to that vision.

On one occasion, he and I were walking through the Marshall Erdman and Associates offices. I commented to Mr. Erdman that his offices were very modest (to say the least), and that I was surprised that he wouldn't want to showcase his building expertise with a modern building, more representative of the work he was doing for others. He initially dismissed my comments, stating that he wanted his customers to think of MEA as a frugal place to do business. But I pressed him further, arguing that while frugality was certainly appropriate, I thought the existing shop and office were inefficiently laid out, and certainly not representative of what he was advising and building for others. I essentially suggested to him that he do as he preached, and that a modern office building on that location would accomplish that end. At that, he stopped and reflected. He told me that he could see my point, and that he had considered building a more modern building on the University Avenue site. He said that his reluctance was one of cost, and that he wanted his business to "get a little stronger" before he embarked on such a project. He left me with the clear impression that he would consider constructing a new office building on the University Avenue site at some point in the future, but not right then. Regrettably, he did not live to see that goal realized.

Were Marshall Erdman alive today, I believe he would not support landmark status for the existing structures. I can think of no better memorial to his vision and impact on our history than to construct a modern medical complex on the University Avenue site.

Respectfully,

MICHAEL BEST & FRIEDRICH LLP


Richard J. Langer