DESIGNING FOR MIDDLETON HILLS:  
A TRADITIONAL NEIGHBORHOOD DEVELOPMENT

THE PRAIRIE, ARTS AND CRAFTS, AND BUNGALOW TRADITIONS

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The Middleton Hills project evolved from the vision of its founder, Marshall Erdman. As founder and Chairman of Marshall Erdman & Associates, he was not content to follow established practices when he could see a better way. In the 1950’s he worked with Frank Lloyd Wright on the design and construction of housing and the landmark First Unitarian Church in Madison, Wisconsin. In the years that followed, the firm earned a reputation for integrity and good design, while completing over 3000 building projects in all parts of the country. In 1980, Marshall Erdman introduced a line of high quality furniture and cabinetry known as Techline. In 1993, in appreciation of Frank Lloyd Wright’s work, he established the Frank Lloyd Wright Initiative at the School of Architecture and Planning, University of Wisconsin-Milwaukee.

In the fall of 1993, Marshall Erdman hired Andres Duany, internationally known architect and planner, to assist in the design of his vision: a 150 acre neighborhood development which would be an alternative to current suburban development and a model for others to follow. The traditional neighborhood concept, as exhibited in the work of Duany, captured Erdman’s imagination. Duany was inspired by his study of American small towns built between 1890 and 1930. These towns tended to be more compact, with smaller lots, closer houses, a mixture of uses and an architectural style based on regional themes. These traditional planning principles were incorporated into the master plan for Middleton Hills. Since the architectural styles most regional to the Madison area are based on the Prairie, Arts and Crafts, and Bungalow traditions, the architectural guidelines were based on these traditions.

In the fall of 1995, Marshall Erdman & Associates and the Frank Lloyd Wright Initiative at the School of Architecture and Urban Planning at the University of Wisconsin-Milwaukee co-sponsored a design symposium. This symposium was co-chaired by Jane Grabowski-Miller at Marshall Erdman & Associates and Professor Mark Keane at UW-M. As part of the symposium, architects experienced in the Prairie, Arts and Crafts, and Bungalow traditions were invited to design a building for the Middleton Hills traditional neighborhood development. The architects selected the building type and specific lot of their choice in the Initial Plat. They were required to follow the Design Codes for Middleton Hills which defined the planning and architectural guidelines for Middleton Hills.

This brochure is a compilation of their design results. Individually, these designs represent specific interpretations of the Design Codes for Middleton Hills based on regional architectural traditions. As a whole, these designs present a vision of a new community based on traditional planning concepts.
James Fox

Lots 50 & 51 - Type I House

James H. Fox, Architect
P.O. Box 382
Highlands, NC 28741
Mark Keane & Linda Keane
Lots 88 & 89 - Type II Cottage

Mark Keane & Linda Keane
Studio 1032 Architecture
4200 Lake Drive
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Lot 88 - Street Elevation
Lot 89 - Street Elevation
Frank Miller
Lot 90 - Type I House
Frank Miller
Marshall Erdman & Associates
5117 University Avenue
Madison, WI 53705

First Floor Plan

South Elevation

North Elevation
Mark Keane & Linda Keane
Lots 48 & 49 - Type I House

Mark Keane & Linda Keane
Studio 1032 Architecture
4200 Lake Drive
Shorewood, WI 53211

Second Floor Plan

First Floor Plan
Anders Nereim
Lot 69 - Type I House

Anders Nereim
School of the Art Institute of Chicago
37 S. Wabash
Chicago, IL 60603

South Side

North Side

West Side

East Side
Patrick Pinnell
Lot 85 - Type II Cottage
Patrick Pinnell
Yale University
School of Architecture
P.O.Box 208242
New Haven, CT 06520-8242
Chris Rudolph
Lot 52 & 53 - Type I House

Chris Rudolph
Rudolph and Associates
1807 W. Sunnyside Avenue
Chicago, IL 60640
Jim Shields

Lots B-14 - Type VI Shopfront/Loft

Jim Shields
School of Architecture and Urban Planning
University of Wisconsin - Milwaukee
P.O. Box 413
Milwaukee, WI 53201

Proposal for a "Founders Square"
Mark Zinni
Lot 54 - Type I House

Mark Zinni, Jean Homer, and Lew Sur
Mark Zinni Architects
7360 Oak Street
River Forest, IL 60305
Mark Zinni

Lots 64 & 65 - Type II Cottage

Mark Zinni, Jean Homer, and Lew Sur
Mark Zinni Architects
7360 Oak Street
River Forest, IL 60305

Lot 64 Street View Perspective

Lot 66
Street Elevation
Lot 64

Side Elevation