



**Strand Associates, Inc.®**  
910 West Wingra Drive  
Madison, WI 53715  
(P) 608.251.4843  
[www.strand.com](http://www.strand.com)

March 12, 2025

City of Madison  
Planning Division  
Madison Municipal Building, Suite 017  
215 Martin Luther King Jr. Boulevard  
Madison, WI 53701

Re: Letter of Intent–Strand Associates, Inc.® (Strand): Office Expansion and Parking Lot Reconstruction  
910 West Wingra Drive, Madison, WI 53715

Dear Members of the Plan Commission and Staff:

The following is a Project Narrative for the Strand office expansion and associated parking lot reconstruction.

### **Present Use**

Strand, a consulting engineering firm, has been located at 910 West Wingra Drive since 1971. Because of subsequent business growth, the original facility has undergone several expansions. The current two-story building, which spans approximately 91,000 square feet, is now nearing capacity.

In 2024, Strand purchased approximately 3.6 acres of land developed as a parking lot, situated directly north of the facility. This existing surface parking lot includes approximately 280 parking stalls. With this acquisition, Strand now owns the entire lot, totaling approximately 6 acres. The lot is bounded by West Wingra Drive, Fish Hatchery Road, and Cedar and South Streets.

The property associated with the Strand building is currently zoned as Planned Development (PD), while the parking lot is zoned as Traditional Residential-Varied 1 District (TR-V1). The previous owner of the parking lot, SSM Health, had a conditional use permit to maintain the parking lot on this site.

### **Proposed Use**

Strand is proposing to construct an approximately 30,000-square-foot, two-story addition to the northwest portion of the building for expanded office functions. The additional space will include conference rooms, office cubicles, restrooms, break rooms, a workout room with associated locker space, and other assorted employee spaces. Additionally, a 6,000-square-foot, single-story addition is proposed on the northeast side of the building.

Because of the age and condition of the lot, Strand is proposing to reconstruct the parking lot. The proposed lot will incorporate approximately 218 parking stalls, four electric vehicle (EV) charging locations, 22 EV-ready stalls, bicycle parking, and redesigned stormwater management facilities. The reconstructed parking lot will integrate with the new additions and provide better building access for employees and delivery services.

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A Certified Survey Map (CSM) has been developed to combine the properties into one lot. This CSM has been recently submitted to the City of Madison (City). This land use application is requesting rezoning of the combined lot to Commercial Corridor-Transitional (CC-T) District.

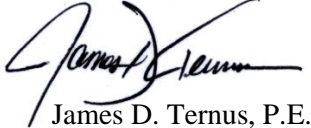
### **Proposed Schedule**

A detailed design of the building and parking lot is anticipated to commence in April 2025. Based on the expected design effort, building plan review, permitting, and City site plan approvals, the earliest construction of the building is anticipated to start in winter 2025. Construction of the parking lot would commence in early summer 2026.

In summary, rezoning of the combined Strand lot will provide a means for continued growth at Strand's corporate headquarters. Strand's 225 employees have been proud to call the Bay Creek Neighborhood home for more than 50 years. Strand looks forward to expanding at this location, providing the building space to eventually add another 100 employees. Rezoning of the combined lot will enable the construction of the proposed building addition and associated parking lot, sustaining Strand's planned growth.

Sincerely,

STRAND ASSOCIATES, INC.®



James D. Ternus, P.E.