



1702 Pankratz Street
Madison, WI 53704

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June 12, 2025

Attn: Plan Commission – Letter of Intent

Re: Land Use Application – Conditional Use – Parking Exceeding the Maximum –
(78 allowed, 180 requested)
MSA Office Addition
1702 Pankratz St, Madison, WI 53704

Dear Plan Commission,

At MSA, we take pride in creating a sustainably built environment, and public/alternative means of transportation is an important part of that. We consistently promote across the company eco-conscious alternatives. Parking maximums are a proven tool for promoting the use of public transportation and reducing the number of cars on our streets.

The unique nature of how the MSA Madison Office operates within our organization creates challenges that make the reduction in parking difficult to overcome. The Madison Office acts as a central hub for our (17) office locations. The proximity to the Dane County Regional Airport brings in employees and clients from all over the state and Midwest for trainings, conferences, and meetings. As a central location, many staff meet at the Madison office to carpool to further destinations. Additionally, staff tend to load large project/construction/site visit supplies, expo booth/presentation materials, or client/city townhall meeting materials into their vehicles for transportation. These regular occurrences minimize the potential of utilizing public transport and create additional parking demand.

The flexibility to be able to travel on-demand outside of the public transportation routes is tantamount to our staff's ability to support our clients, community, and industry.

We are committed to staying, growing, and giving back to the city of Madison and appreciate your consideration of our request.

Respectfully,
MSA Professional Services

A handwritten signature in black ink, reading "Michael J. Statz".

Michael J. Statz, PE
Chief Operating Officer

Per MGO 28.141(6)(c): Approval of surface parking exceeding the maximum shall be granted only after considering the following:

1. Documentation regarding the actual parking demand for the proposed use.

Current		Projected	
# Stalls Req.		# Stalls Req.	
Total # Employees	(110)	Total # Employees	(190)
100% Remote Employees	(-18)	100% Remote Employees	(-20)
Survey Trucks	(2)	Survey Trucks	(4)
Pool Vehicles	(4)	Pool Vehicles	(8)
Meetings (Avg. headcount)	(25)	Meetings (Avg. headcount)	(40)
Total	(123)	Total	(222)

- a. Regular meetings need to accommodate increased parking demand of 25+. Appendix A shows a detailed breakdown of meetings from May 2024 – May 2025, showing the additional parking demand thereof.
 - i. We are expanding our conference room space and adding an additional meeting room and training room to provide for future events and projected larger trainings.
- b. Appendix B shows photos of current demand exceeding current supply. Additionally, there were dates outside of when photos were taken that staff needed to park in overflow lots or temporarily on the street.
- c. Not all employees have access to public transportation routes. Appendix C shows the location of MSA's employees. Many employees live outside of public transportation routes and must commute by private means.

2. The impact of the proposed use on the parking and roadway facilities in the surrounding area.

Nearby roadways and parking will be most impacted if the conditional use is **NOT** granted. The unique nature of how this location fits into MSA's company structure creates more parking demand than usual. Staff frequently start at the building, load their vehicles with project or presentation materials, use as a central location to carpool, and then head off to project sites, client meetings, expos, and last minute events.

Parking overflow will need to go somewhere. If only (78) stalls are granted, the overflow of (119) will very likely look for parking in the neighborhood across Packers Avenue as there is no street parking allowed on Pankratz Street, and very soon to be limited/unavailable parking in the Corben Building's lot to the south. We believe it is best to keep all the parking demand isolated to parking off Pankratz Street, to limit the impact imposed on the nearby neighborhoods and Packers Avenue.

3. Whether the proposed use is located near a parking area that is available to the customers, occupants, employees and guests of the proposed use.

The Corben Building to the South (1402 & 1502 Pankratz) does currently provide some additional parking. We estimate a total of (20) stalls are available for use by MSA at the moment, however, this amount is very situational as the Madison South Central Library System utilizes the space as overflow parking for their frequent events.

We have recently been made aware that new tenants plan to occupy the Corben Building by early Fall at the latest. There are no other nearby alternatives that provide additional parking.

4. The availability of alternative forms of transportation and actions being taken by the applicant to enhance or promote those alternatives.

MSA offers the following alternatives/incentives:

- a. (2) shower rooms. These rooms see regular use and are provided to promote biking to work.
- b. (6) additional permanent wall mounted bike racks are provided inside the building and see regular use, on top of the (13) exterior bike racks.
- c. (2) work trucks and (4) pool vehicles are provided by MSA for use by employees who do not drive to work. Employees regularly need to go to client meetings and site visits, transport project/construction materials, and haul presentation display booths. These vehicles provide transportation for employees who use alternate forms of transportation.
- d. MSA provides 100% reimbursement of all bus passes used by employees.
- e. MSA regularly runs an "Eco-Challenge" point system that provides rewards/incentives for high scorers. Points are awarded to employees that demonstrate environmental stewardship with their actions, including biking, bussing, carpooling, and walking to work.
- f. MSA heavily promotes work life balance and allows any employee to work remotely if they want.

5. Structured parking, rain gardens or other bioretention facilities, additional landscaping, pervious pavement, or other mitigation measures may be required as conditions for an exception.

Bioretention devices will be added to as required by the proposed parking lot. As required by Zoning and Urban Design, additional landscaping will be provided. Landscaping will comply with all requirements including screening, frontage and points.

6. Whether the proposed use is new or is an alteration, addition or expansion of an existing use.

The proposed use is an addition/expansion of the existing use.

APPENDIX A

Meetings & Events from May 2024 – May 2025

Meeting/Training Name	Month	Year	Non-Madison Attendees	Number of Madison Attendees	Presenters	Total In-person Attendees
NEO (New Employee Orientation) Training	June	2024	22	5	13	40
Wastewater Team Flocking	June	2024	20	6		26
Blood Drive	July	2024	2	20	6	28
Quarterly Board Meeting	July	2024	9	5		14
Intern Appreciation Luncheon	Aug	2024		65		55
NEO	Sept	2024	22	7	13	42
Crucial Accountability Training	Sept	2024	9	4	1	14
ACEC TLC Meeting	Sept	2024	8	2		10
ACEC TLC Meeting	Oct	2024	8	2		10
Quarterly Board Meeting	Oct	2024	9	5		14
ESOP Brakfast	Oct	2024		55		55
Quarterly Update In-Person	Oct	2024		65	2	67
ACEC TLC Meeting	Nov	2024	8	2		10
NEO	Dec	2024	17	4	13	34
Milestone Luncheon	Dec	2024	8	55		63
New Team Leader Workshop - Wastewater	Dec	2024	5	1		6
Annual Holiday Potluck	Dec	2024	4	55		59
New Team Leader Workshop - Stormwater	Jan	2025	6	1		7
ACEC TLC Meeting	Jan	2025	8	2		10
Quarterly Board Meeting	Jan	2025	9	5		14
New Team Leader Workshop - Land	Jan	2025	8	3		11
Project Manager Training	Jan	2025	15	6	2	23
Blood Drive	Feb	2025	2	18	6	26
ACEC TLC Meeting	Feb	2025	8	2		10
Next50 Flocking	Feb	2025	6	2		8
GIS Training	Feb	2025	8	4		12
NEO	Feb	2025	12	7	13	32
Project Manager Training	Feb	2025	11	1		12
Public Bidding Laws Training	Feb	2025		10	1	11
Project Manager Operations Training	Feb	2025	4	4		8

Meeting/Training Name	Month	Year	Non-Madison Attendees	Number of Madison Attendees	Presenters	Total In-person Attendees
Crucial Conversations Training	Mar	2025	15	2	1	18
Client Liaison Training	Mar	2025	14	2	7	23
AECE WI HR Forum	Mar	2025	6	2		8
ACEC TLC Meeting	April	2025	8	2		10
Crucial Conversations Training	April	2025	15	4	1	20
NEO	April	2025	14	5	13	32
Quarterly Board Meeting	April	2025	9	5		14
Shareholders Meeting	April	2025	9	15	2	28
Quarterly Update In-Person	April	2025		65	2	67
DEIB Council Meeting	April	2025	8	2		10
Bently Open Roads CAD Training	May	2025	6	2	1	9
ACEC TLC Meeting	May	2025	8	2		10

APPENDIX B

Current Parking Demand and Supply

February 12, 2025

*Even on a snow day, our parking lot was mostly full



February 20, 2025
*Parking lot was full



May 28, 2025







May 30, 2025

*Staff had to park in front parking
due to limited space



June 2, 2025

*limited space available in parking



APPENDIX C

Current Employee Residence Locations





