



Agenda Item #:	5
Project Title:	1814 and 1818 Parkside Drive - Imagination Center at Reindahl Park, City of Madison Public Library in Urban Design District (UDD) 5. (District 12)
Legistar File ID #:	79954
Members Present:	Cliff Goodhart, Chair; Jessica Klehr, Shane Bernau, Christian Harper, Wendy Von Below, Marsha Rummel, and Rafeeq Asad*
Prepared By:	Jessica Vaughn, AICP, UDC Secretary

*Asad was recused on this item.

Summary

At its meeting of October 18, 2023, the Urban Design Commission **RECEIVED AN INFORMATIONAL PRESENTATION** for the Imagination Center at Reindahl Park located at 1814-1818 Parkside Drive. Registered and speaking in support were Christopher Sina, Brent Pauba and Garett Tomesh. Registered in support and available to answer questions were Jennifer Camp, Greg Mickells, and CJ Ryan.

The existing parking lot will be upgraded and expanded, with expansion of the center island for stormwater capturing. The team went to great efforts to preserve the larger trees on the site and minimize the impacts of construction. The landscape plan uses native species, with taller species planted around the stormwater management areas. The vehicular drop-off allows users to enter the library or pavillion entry space. Playful patterning and natural colors make this building fit within the park setting. The main entries have solid green canopies, and glazing that will help identify entrances to the building. The backside is placed close to the splash pad, and is heavily glazed for views out to the park, while also showing the activation within the building. A few public art areas on the exterior are still being explored. The Trespa laminated panel is durable going around the entire building.

The Commission had the following questions for staff and the development team:

- The combination and usage of project is exciting. The massing and scale, the way you're avoiding trees is working well, it has a nice human scale to it which is important in a park and a library. This isn't necessarily UDC, but the use of color; it works well for the setting. It has a strong character that this neighborhood can be proud of, that this belongs to them. The fact you enter and can see through to the park is a really thoughtful move. A lot of great things going for this right now.
- This is an exciting project, looks really fun. I echo the comments on color. The use of form and pattern is really interesting, I think it's more successful on what we're calling the backside (west). The backside embodies the color, patterns, but also feels timeless. The other side loses a bit of the timeless quality, I'm not exactly sure what it is. Maybe it's the different color green and gray, which I like, but maybe it's the scale because it's so dominant. There are a lot of different patterns that make room for some consistency. Where you have the vine structures is a very strong pattern, with a different playful pattern next to it. I'd like to see more consistency tying that all together.
- Kudos for working around the trees. Your site plan, splaying out the geometric patios are really successful and interesting, different than a very safe landscape and site design we often see. Overall I think it's a really fun, playful, awesome start. I look forward to seeing refinement of it.
- I too agree with a lot of the comments. I do like the color but I'm struggling a bit with the same area of green grey block on the front elevation. The other thing that needs some study are some of your window proportions.

Some of the brick areas have windows decreasing in height, curtain wall, punched openings in a random pattern, but I'm not sure if I'm really following that language in some of the other areas where you have brick. It needs study, I don't know what the answer is. I'm bothered mostly by the punched opening in the brick; how do those relate to the brick or trellises? There's a lot of typology that could be a little bit simplified.

- This is really exciting. I saw 60s patterning, which to me is not timeless. This one we're excited by color, but study that some more. The lower level of that pattern seems more okay, the scale isn't so overwhelming. I look forward to seeing what you come back with.
- One request is to address how you're going to deal with the western sun in those rooms. We'll want to understand how, this being a LEED Gold building, how you're going to address that. Otherwise it's a nice project.

Action

Since this was an **INFORMATIONAL PRESENTATION** no formal action was taken by the Commission.