



PREPARED FOR THE URBAN DESIGN COMMISSION

**Project Address:** 1814-1818 Parkside Drive  
**Application Type:** Public Building in Urban Design District (UDD) 5  
"Imagination Center" at Reindahl Park, City of Madison Public Library  
**UDC will be an Approving Body**  
**Legistar File ID #:** [79954](#)  
**Prepared By:** Jessica Vaughn, AICP, UDC Secretary

## Background Information

**Applicant | Contact:** Jennifer Camp, JLA Architects | City of Madison Library

**Project Description:** The applicant is proposing the construction of a single-story, roughly 17,000 square-foot new public building, the Imagination Center at Reindahl Park. The building will function as a public library/community center.

**Approval Standards:** The UDC will be an **approving body** on this request.

The site is located in Urban Design District 5 ("UDD 5"), which requires that the Urban Design Commission review the proposed project using the design standards and guidelines for that district in MGO Section 33.24(12).

In addition, pursuant to MGO Section 33.24(4)(d), "*The UDC shall approve plans for all buildings proposed to be built or expanded in the City by the State of Wisconsin, the University of Wisconsin, the City of Madison, Dane County, the Federal Government or any other local governmental entity which has the power to levy taxes on property located within the City.*" The approving authority of the UDC is limited to the buildings themselves. Comments related to landscaping would only be advisory in nature.

## Summary of Design Considerations

Staff recommends that the UDC review the proposed development and make findings related to the criteria noted above giving consideration to the following design considerations:

- **Building Design and Composition.** As proposed, the building reflects a modern design that is primarily clad in Trespa wall panels. Generally, the UDD 5 Building Design requirements and guidelines speak to utilizing design elements and treatments that reflect compatibility with context, avoiding large unbroken facades, and incorporating the same level of design and details on all sides of a building. Staff requests the UDC's feedback on the overall building design and composition, giving consideration to creating a cohesive architectural expression, utilizing consistent level of design and architectural detailing across all elevations, minimizing/screening blank walls, and the overall application, fit and finish of the proposed material.
- **Landscape and Site Amenity Details.** UDD 5 Landscape guidelines and requirements generally speak to utilizing landscape designs that are functional as well as decorative, including screening unattractive features, framing views and providing year-round color, texture and interest. Staff requests the UDC feedback on the proposed landscape concept as it relates to screening and providing year-round color and texture.