



Imagination Center at Reindahl Park

Public Information Meeting (Pre-Design)

Madison Public Library
Parks Division
Information Technology Department
Engineering Division

January 27, 2022

CITY OF MADISON



Virtual Meeting information and etiquette

- ✓ This meeting will be **recorded** and posted to the City's project page.
- ✓ All attendees should stay **muted** to keep background noise to a minimum.
- ✓ You may use the **"raise hand"** option at the bottom if you have something that required immediate clarification.
- ✓ Use **"chat"** option if you are having technical issues and a staff person can try to assist.
- ✓ Please use the **"Q&A"** option at the bottom of the screen to type your question. Questions will be answered at the end of the presentation. Inappropriate questions may be dismissed.
- ✓ If you cannot ask via typing your question, use the "raise hand" option and you will be unmuted when it is your turn.



This meeting is being recorded.

It is a public record subject to disclosure.

By continuing to be in the meeting, you are consenting to being recorded and consenting to this record being released to public record requestors.



How to Participate

The screenshot displays a Zoom meeting interface. At the top, a green banner reads "You are viewing City of Madison's screen" with a "View Options" dropdown. Below this is a shared Excel spreadsheet with a ribbon menu and a grid of data. A "City of Madison" watermark is visible on the right side of the spreadsheet. In the center of the meeting area, there are two audio options: "Phone Call" and "Computer Audio". A blue button labeled "Join Audio by Computer" is positioned below these options, with a red arrow pointing to it. At the bottom of the meeting area, there is a toolbar with icons for "Join Audio", "Q&A", "Chat", and "Raise Hand". A red arrow points to the "Join Audio" icon. In the bottom right corner of the meeting area, there is a "Leave Webinar" button.



Make sure to join audio

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How to Participate

The screenshot displays a Zoom webinar interface. At the top, a green banner reads "You are viewing City of Madison's screen" with a "View Options" dropdown. Below this is a shared Excel spreadsheet with a ribbon and data. A "City of Madison" logo is visible in the top right. In the center, there are two buttons: "Phone Call" and "Computer Audio". A large blue button labeled "Join Audio by Computer" is positioned below them. At the bottom, a toolbar contains icons for "Join Audio", "Q&A", "Chat", "Raise Hand", and "Leave Webinar". A red arrow points to the "Raise Hand" icon.

Raise your hand to be unmuted
For comments or ask additional questions.



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How to Participate

The screenshot displays a Zoom webinar interface. At the top, a green banner reads "You are viewing City of Madison's screen" with a "View Options" dropdown. The main content is a shared Microsoft Excel spreadsheet. The spreadsheet has a ribbon with tabs for "File", "Home", "Insert", "Page Layout", "Formulas", "Data", "Review", and "View". The "Home" tab is active, showing options for font, alignment, and styles. The spreadsheet content includes a header row for "Sally" and a table with columns for months from May to August for the years 2019 and 2020. Below the spreadsheet, there are two buttons: "Phone Call" and "Computer Audio". A blue button labeled "Join Audio by Computer" is centered on the screen. At the bottom of the Zoom interface, there is a toolbar with icons for "Join Audio", "Q&A", "Chat", and "Raise Hand". A red arrow points to the "Chat" icon. In the bottom right corner, there is a "Leave Webinar" button.



Use chat if you have technical issues or a question for the panelists

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How to Participate

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Use Q/A if you have questions.
We will answer after the presentation



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To leave the meeting
click here



agenda

- Introduction
 - Team Introduction
 - Project Information
- Pre-Design update
 - Vision
 - Site
 - Program
 - Adjacency diagrams and conceptual renderings
 - Next steps
- Community feedback
- Windup



Introduction

Team Introduction

Project Information



Team Introduction

City of Madison Staff

Madison Public Library
Parks Division
Information Technology Department
Engineering Division

Greg Mickells
Chris Peguero
Sarah Edgerton
Brent Pauba

Architect / Engineering Staff

JLA Architects
Margaret Sullivan Studios
Saiki Design
GRAEF
Thornton Tomasetti
InteriorLOGIC
Theatre Projects
Village First Consulting
Middleton Construction Consultants

Joe Lee
Margaret Sullivan
Abbie Moilien
Loei Badreddine
Michael J. Wesolowsky
Robin A. Stroebel
Scott Crossfield
Nikole Lee Hill
Josh Houston



Project Information

Name	Imagination Center at Reindahl Park
Project Type	City Facility
City Agencies	Madison Public Library, Parks Division, and Information Technology Department
Location	<i>1818 Portage Road Madison, WI 53704</i>
Aldermanic District	District 12 (previously District 17)
Status	Pre-Design

Project Information – Progress to Date

2014 – 2016 Eastside Strategic Plan

- Library staff spends two years conducting research and outreach to develop the eastside strategic plan. Library staff uses Tell Us: Cuéntenos, an innovative public engagement program, to collect, develop, and record the results of community conversations.
- In 2016, The Library Board and the Common Council adopt Communities Inspiring Libraries: A Strategic Plan for Eastside Growth, which contains the primary recommendation of building the Imagination Center at Reindahl Park.

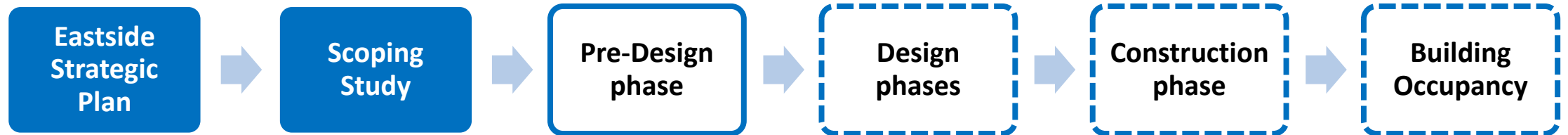
2018 – 2020 Imagination Center Scoping Study

- The Library starts the planning process for the Imagination Center Scoping Study.
- Library staff identifies stakeholders and hosts community conversations throughout Madison around the Imagination Center project. Library staff conducts demographic and service research.
- In 2020 The Library Board and Board of Park Commissioners adopts the Imagination Center Scoping Study (3/11/2020) and directs next steps on design, development, and funding.

2020 Site and Building Predesign phase

- The City advertises a Request for Proposal (RFP) for Design Services from an Architect/Engineer team.
- After a 4 month process, JLA Architects is awarded a contract
- Predesign begins in April, 2021

Project Information – Milestone timeline



Pre-Design update

Vision

Site

Program

Adjacency diagrams and conceptual renderings

Next steps



A young girl in a black t-shirt is climbing a rope ladder structure made of wooden planks and ropes, suspended from a tree. The scene is set in a park with other people and trees in the background. The text 'THE IMAGINATION CENTER AT REINDAHL PARK' is overlaid in large white letters.

THE IMAGINATION CENTER AT REINDAHL PARK

January 2022

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VISION OF THE IMAGINATION CENTER

The “**Imagination Center at Reindahl Park**” will be a **transformational space** designed and directed by the northeast Madison community.

The Imagination Center at Reindahl Park will be a **place** for the community to **gather and learn**.

It will be a safe place for **social interaction, civic engagement, and cultural expression**.

The center will focus on **holistic health and expanding economic opportunities** for library visitors.

2019-2020 Amplifying Community Voices: A plan for remote service delivery in Madison (Rosemary Lee Internship project)

- Despite achievements in civic innovation and programming, disparities remain in access to city services across Madison. This report pulls together research into opportunities for improved access to government services, particularly in the elimination of barriers to underserved populations.
- City IT is included in the Imagination Center Project to assist with the technical needs to plan for remote civic engagement and future access to City Services

CRITICAL ROLES

1.

Social Forum

2.

Civic Innovator

3.

Holistic Health

4.

Cultural Platform

5.

Economic Engine





BARTILLON DRIVE

PORTAGE ROAD

EAST WASHINGTON AVE

I-39 ALT

LIEN ROAD

WisDOT South West Region Office

Madison Area Technical College

Soccer Complex
 Soccer Complex
 Soccer
 Tennis
 Basketball
 Future Road
 Community Gardens
 Backstop

-  Off-Street Bike Paths
-  On-Street Bike Paths
-  Bus Stops
-  Sidewalks

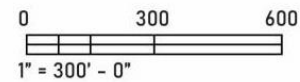
EXISTING SITE CONDITIONS



LEGEND

- Existing Structures to Remain
- Existing Interior Parking Lots to Remain
- Existing Activity Areas to Remain
- Future or Re-purposed Features
- Existing Shelter Parking Lot to Re-purpose
- Existing Wooded Area
- Future Internal Road From Parking Lot
- Future Internal Road to Community Gardens
- Existing Interior Roads
- Ex. 42" MMSD Northeast Interceptor Line (50' Easement)
- Existing Well And 300' Influence Area
- Reindahl Park Border

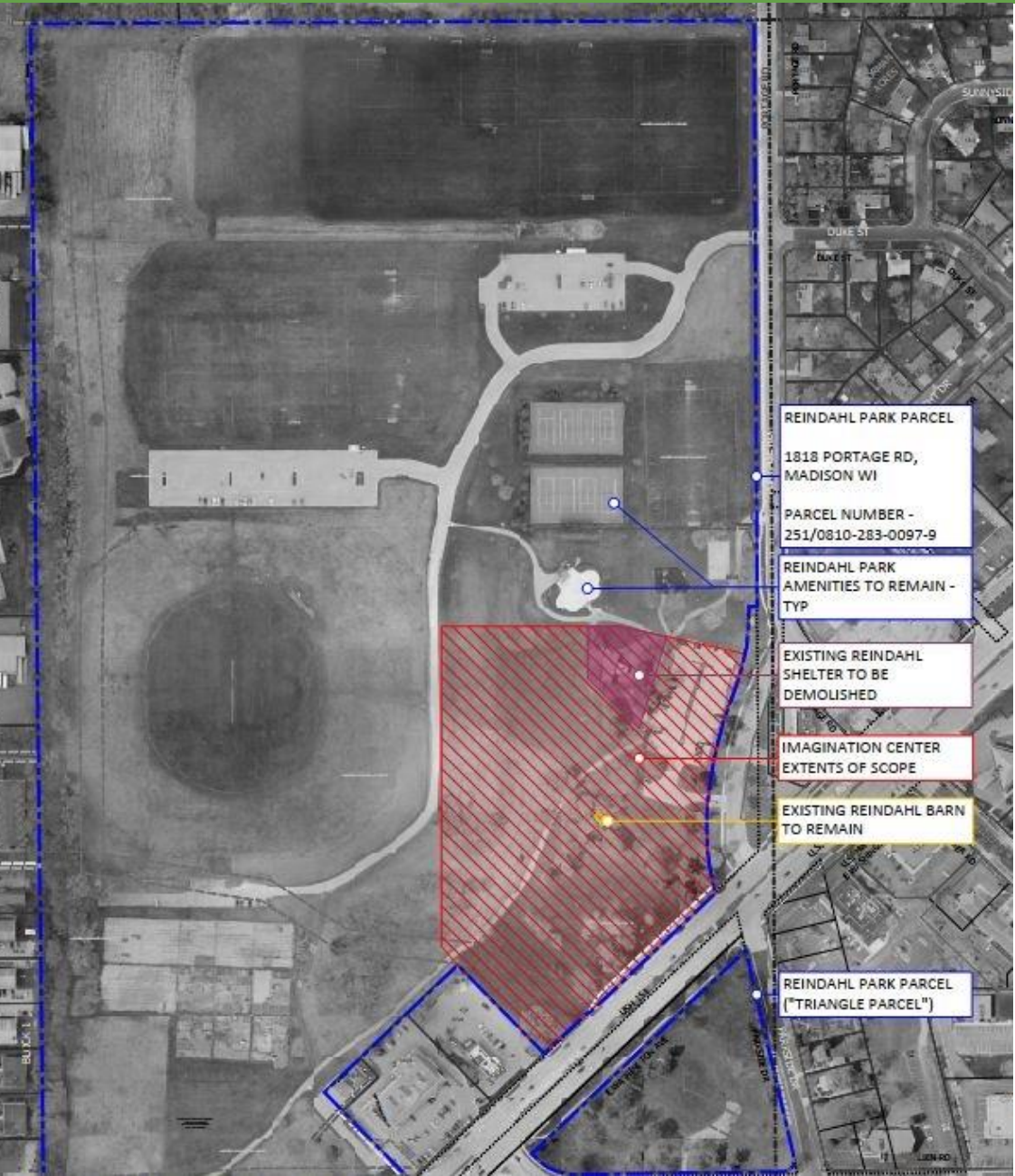
Note: All uncolored area within park boundary is currently unprogrammed and may be considered developable.



06



EXISTING SITE CONDITIONS: PROJECT AREA



EXISTING SITE CONDITIONS: HISTORIC BARN



EXISTING SITE CONDITIONS: STREET VIEWS



E Wash - Eastbound



E Wash - Crosswalk



Parkside Dr - Northeast



Parkside Dr - Southwest

PLACEMAKING

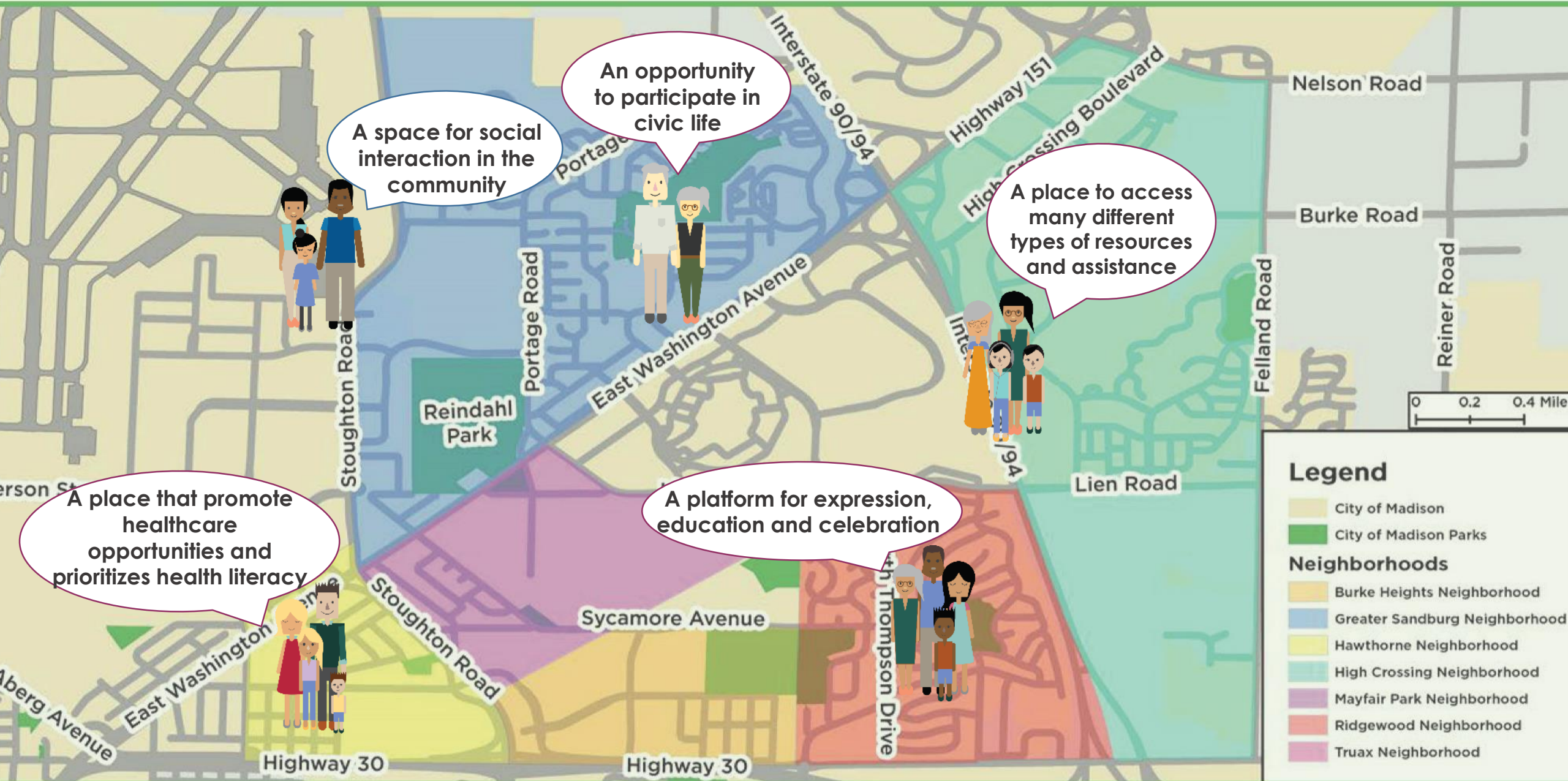
A "place" connotes an emotional attachment to the piece of land.

Placemaking is a multi-faceted approach to the planning, design and management of public spaces.

Placemaking capitalizes on a local community's assets, inspiration, and potential, with the intention of creating public spaces that promote people's health, happiness, and well being.



A VISION FOR THE COMMUNITY



Legend

- City of Madison
- City of Madison Parks

Neighborhoods

- Burke Heights Neighborhood
- Greater Sandburg Neighborhood
- Hawthorne Neighborhood
- High Crossing Neighborhood
- Mayfair Park Neighborhood
- Ridgewood Neighborhood
- Truax Neighborhood

ICRP

PRE-DESIGN!

PROJECT SCOPE

PARK PAVILION

**LIBRARY
PROGRAM**

**EXTERIOR
COMPONENTS**

FLEXIBLE SPACES

- **Welcome**
- **Popular Materials!**
- **Community Gathering**
- **Community Intergenerational Living Room**
- **Community Cultural Gallery**
- **Community Storytelling Space**

- **Community Recreation**
- **Community Events**
- **Community Performance Space**
- **Community Classroom**
- **Community Technology & Innovation Hub**
- **Community Family & Youth Hub**



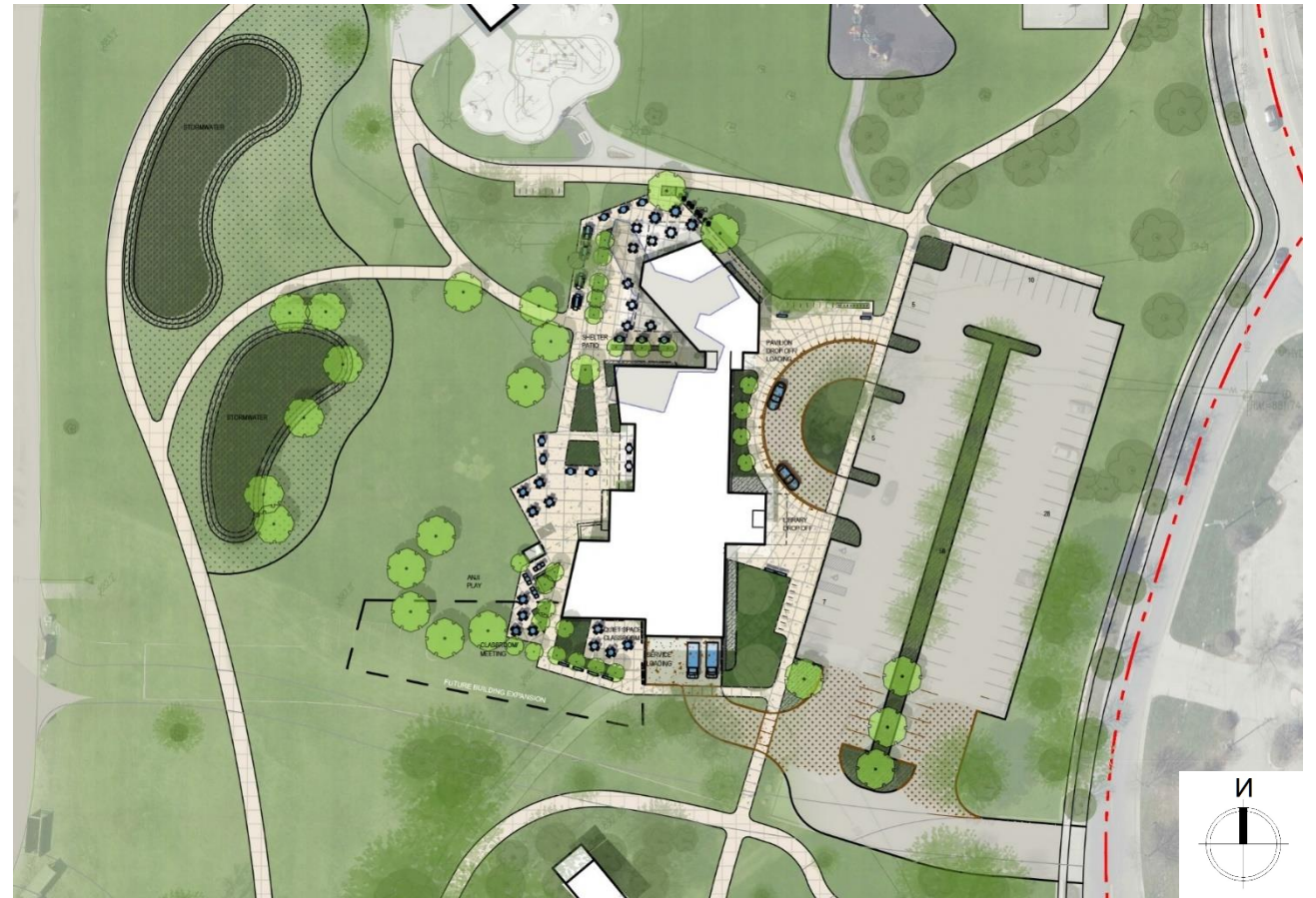
SITE PLAN – EXISTING CONDITIONS



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SITE PLAN - PROPOSED



ADJACENCY DIAGRAM



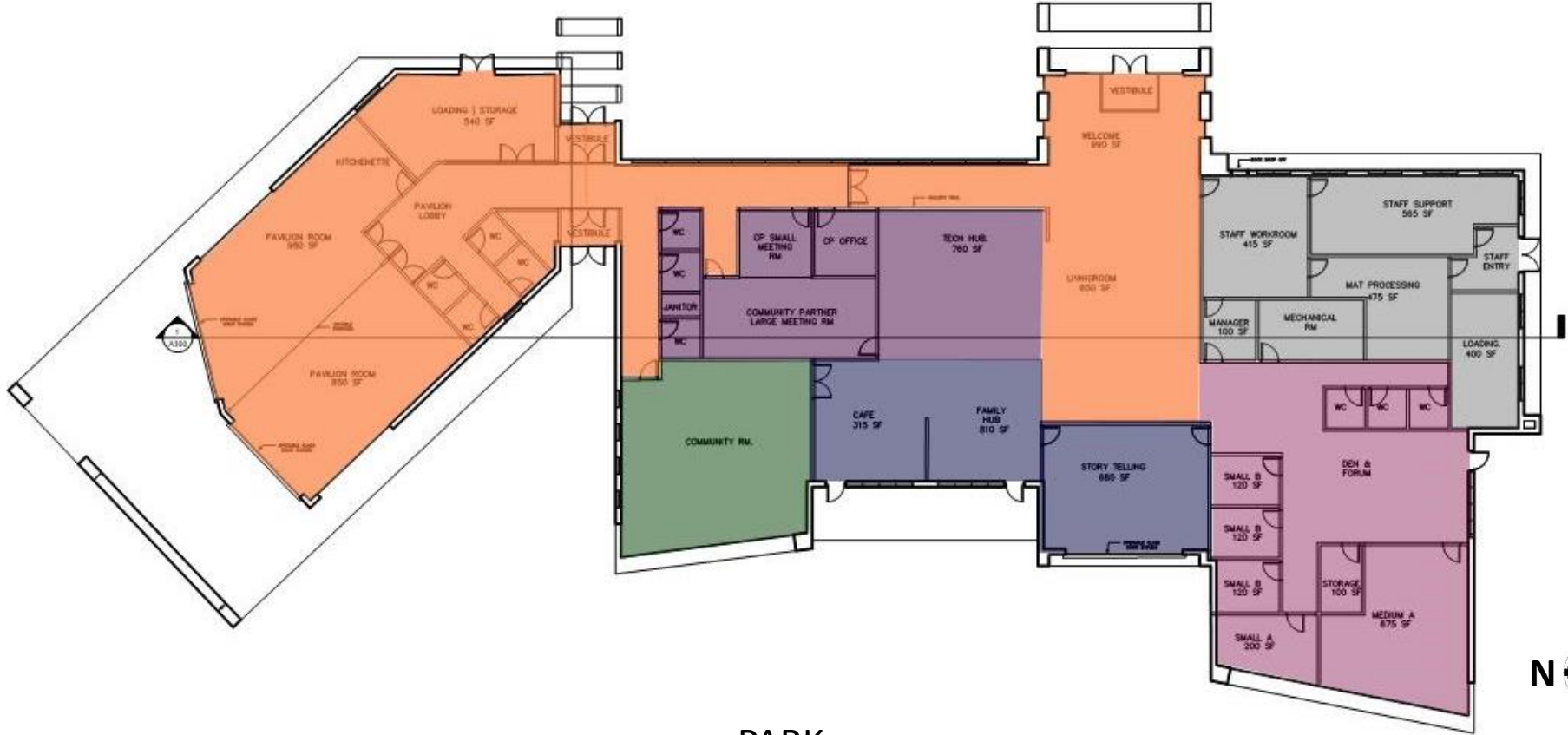
KEY

- Social Forum
- Cultural Platform
- Holistic Health
- Civic Innovator
- Economic Engine
- Staff and Support



CONCEPT BUILDING PLAN

PARKING LOT



PARK

KEY

- Social Forum
- Cultural Platform
- Holistic Health
- Civic Innovator
- Economic Engine
- Staff and Support
- Pavilion



CONCEPTUAL RENDERING



NEXT STEPS



NEXT STEPS



Pre-Design:

Schematic Design:

Design Development:

Construction Documentation:

Bidding and Verification Phase:

Construction:

Spring 2021 – Winter 2022

Winter 2022 – Spring 2022

Spring 2022 – Summer 2022

Fall 2022 – Winter 2022

Winter 2022 – Winter 2023

Winter 2023 – Fall 2024

THANK YOU!

Community feedback



Windup

Contact information and Resources

Thank you!



Contact Information and Resources

Contact us at

imaginationcenter@madisonpubliclibrary.org

Resources

- [Engineering Division Construction Process Webpage](#)
- [Madison Public Library Imagination Center at Reindahl Park Webpage](#)
- [March 2020 Scoping Study pdf](#)

THANK YOU!

