

Middleton Public Library

Building Feasibility Study

Report Summary

Middleton, Wisconsin

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DESIGN TEAM:

Dimension IV Madison Design Group

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OTIE – Oneida Total Integrated Enterprises



Information Gathering

Community Input

- Listening Sessions
- Online Surveys
- Stacking and Blocking Workshop
- Visual Listening, Sustainability Goals and Design Workshop

Group Input

- Friends
- Middleton Area Historical Society
- Senior Center

Future Trends Session

Question-Based Planning Session

Long Range Strategic Facility Objectives Sessions

Library-City Staff and SCLS Input

Library Board and Building Committee Meetings

Collection Analysis

MIDDLETON PUBLIC LIBRARY-COLLECTION ANALYSIS

COLLECTION COMPONENT	EXISTING COLLECTION	PREFERRED 2015 COLLECTION	20-YEAR FUTURE GROWTH COLLECTION
CHILDREN'S PRINT CHILDREN'S AV	Existing net square footage: 1,680	Preferred 2015 net square footage: 5,400	20-year growth net square footage: 7,605
TEEN'S PRINT (PREFER TWEEN LIBRARY) TEEN'S AV	Existing net square footage: 765	Preferred 2015 net square footage: 1,755	20-year growth net square footage: 3,105
ADULT PRINT (LOWER LEVEL)	Existing net square footage: 2,670	Preferred 2015 net square footage: 3,405	20-year growth net square footage: 3,840
ADULT PRINT (1st FLOOR) ADULT AV	Existing net square footage: 3,300	Preferred 2015 net square footage: 4,395	20-year growth net square footage: 6,045
HOLDS	Existing net square footage: 330	Preferred 2015 net square footage: 330	20-year growth net square footage: 495
GRAND TOTAL NET SQUARE FOOTAGE:	Total existing NSF: 8,745	Total Preferred NSF: 15,285	Total 20-year Growth NSF: 21,090

Space Needs Analysis

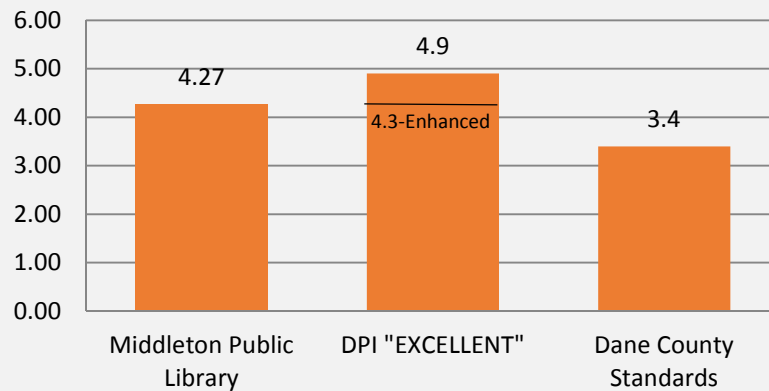
Middleton Public Library
Space Needs Analysis



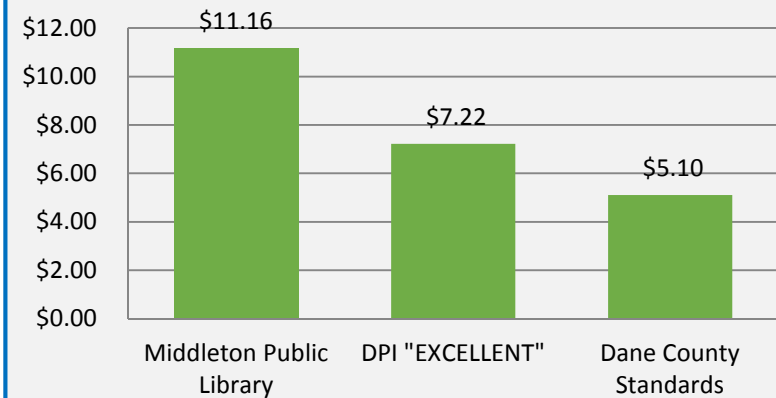
AREA	Room #	Room Name	Existing Net Square Feet-Approx.	Proposed Change Net SF	2035 Preferred Net SF - Approx.
Parking Total			0	34,000	34,000
Entry / Lobby Total			499	2,033	2,532
Staff / Office Total			3,246	5,278	8,524
Support Space Total			4,466	350	4,816
Circulation Total			1,355	713	2,068
Adult Fiction Total			3,464	3,829	7,293
Adult Non-Fiction Total			3,061	3,579	6,640
Teen / Tween Total			1,005	3,590	4,595
Children's Total			2,688	9,688	12,376
Meeting Room Total			1,777	2,780	4,557
Study Room Total			357	1,068	1,425
Auditorium Total			0	4,400	4,400
Community Learning Total			0	1,550	1,550
Media Lab Total			0	2,250	2,250
Total Net SF			21,918	41,108	63,026
TOTAL GROSS			33,805		97,000

Evaluation of MID vs. DPI (excellent) vs. Dane Cty

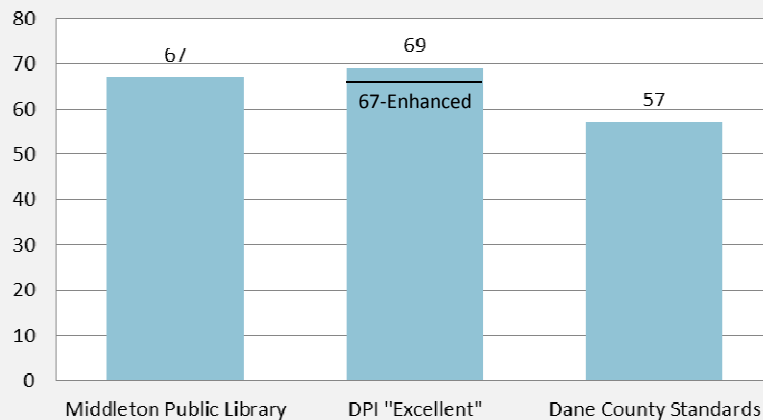
Collection Size (Print, Audio & Video) Per Capita, FY2014



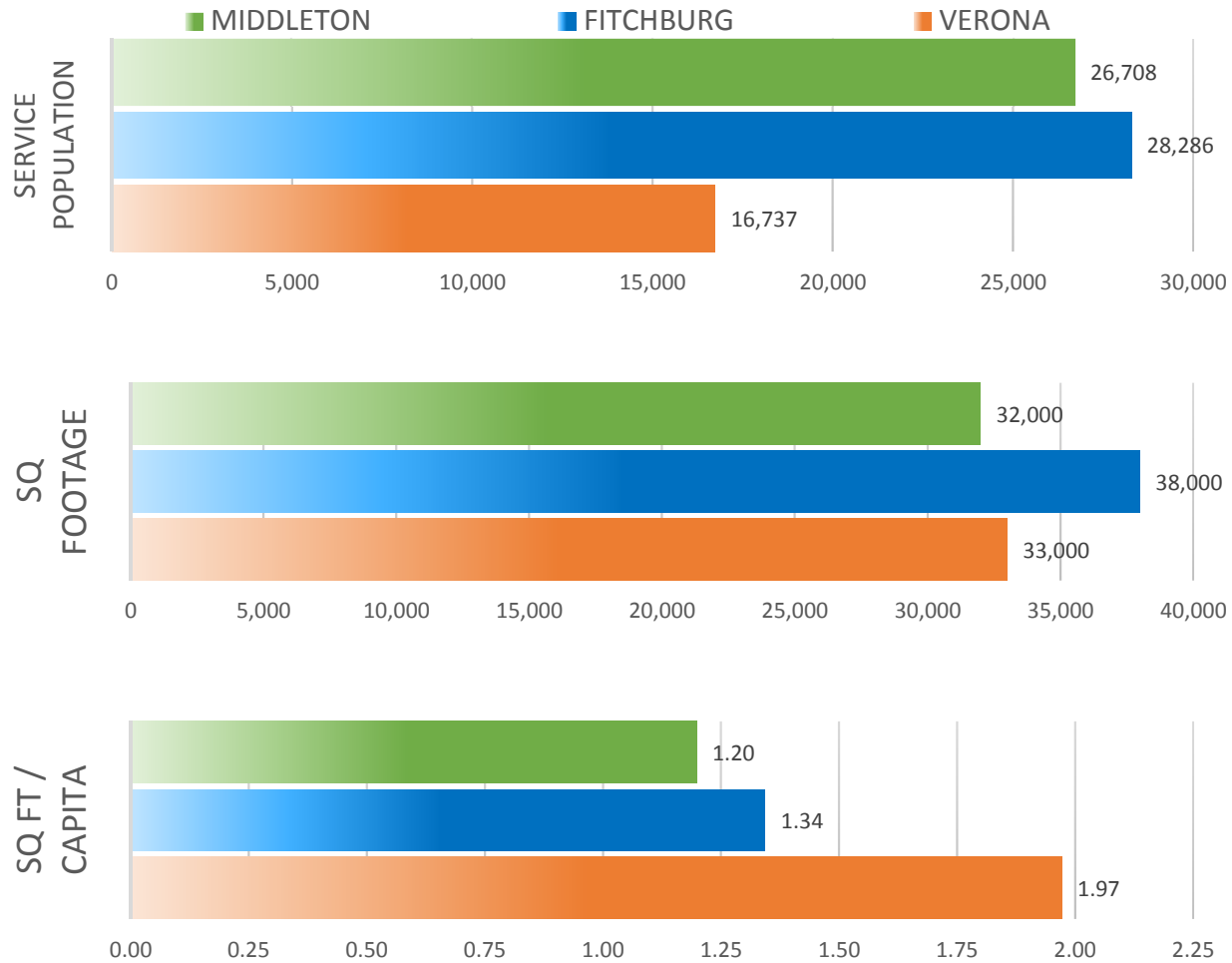
Library Materials Expenditure Per Capita, FY2014



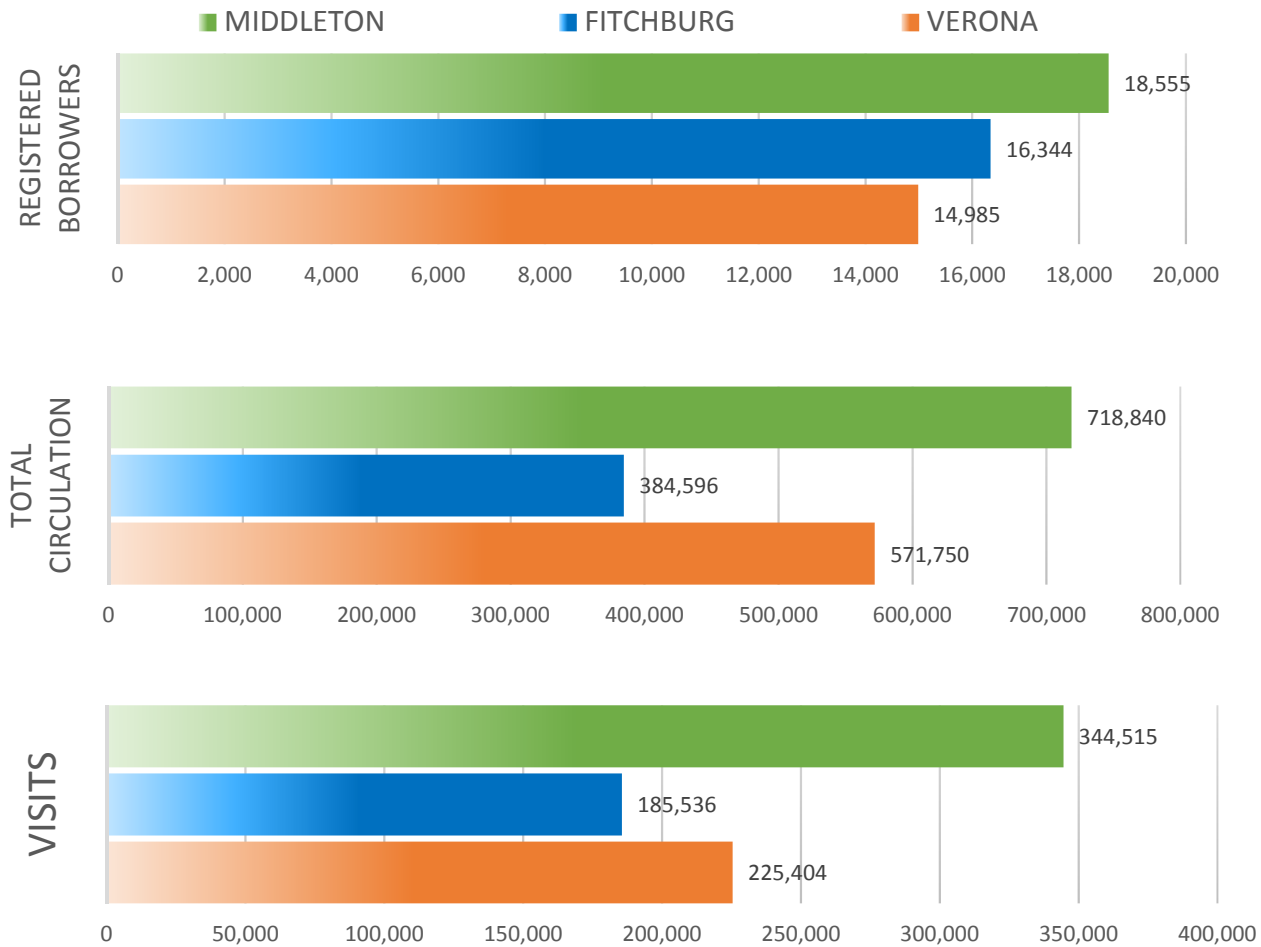
Hours Open in a Typical Week, FY2014



Comparisons to other libraries

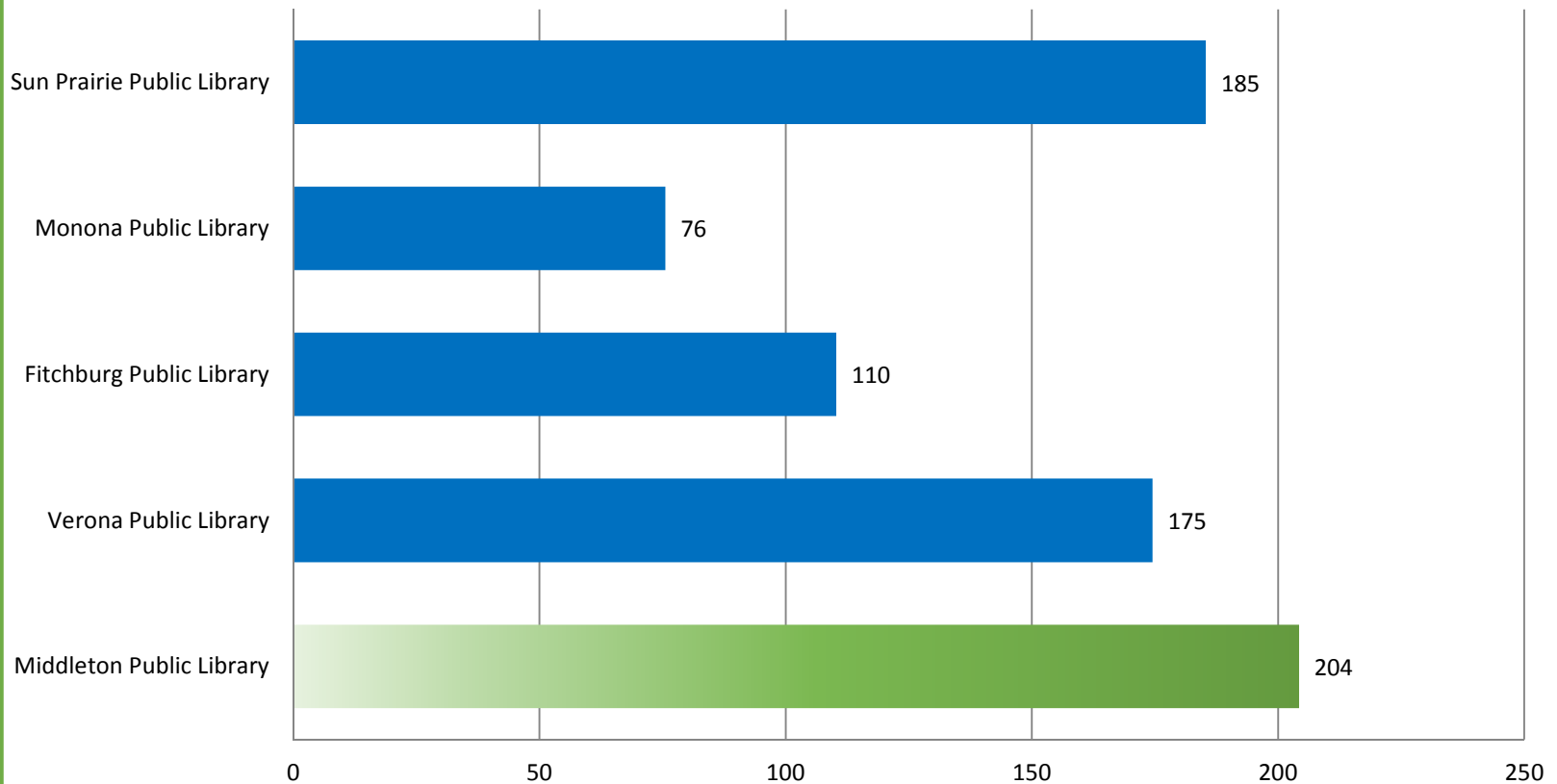


Comparisons to other libraries



Comparisons to other libraries

How Busy is Your Library?
(Total Circulation/Annual Service Hours), FY2014

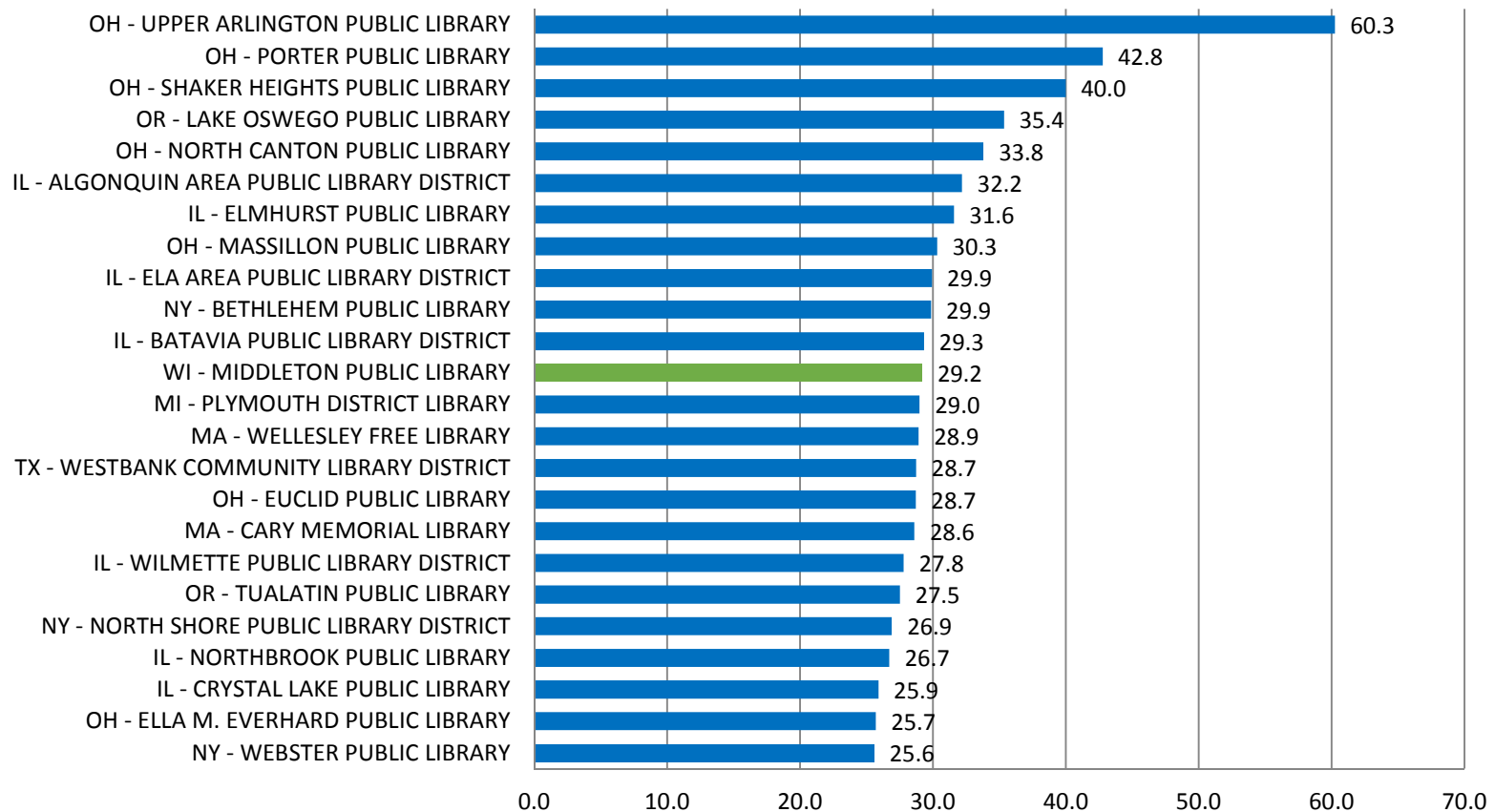


Comparisons to other libraries

When compared to other libraries with similar Service Populations...

- Middleton Ranks 12th in the nation for Circulation/Capita

National Comparison (Top 25) Circulation / Capita (25,000-50,000 service Pop.) FY2011



Conclusions-SWOT Analysis

S (Strengths)

- Downtown location
- People like the building
- Great staff
- Offerings-services and programs

O (Opportunities)

- Economic downtown development
- Life-long learning
- Information/Technology resource
- Community center resource
- Expansion space

W (Weaknesses)

- Existing building 25 years old
- Space limits
- Parking and pedestrian access
- No growth-already short on space
- Trailing peer libraries in numerous ways
- Below DPI “Basic” on print collection

T (Threats)

- Having to do more with less
 - Operational budget
 - Space
- Losing service population to other area libraries
- Losing staff and patrons due to inadequacies

Meeting the strategic facility objectives

EVALUATION MATRIX OF DESIGN OPTIONS	OPTIONS			
	"DO NOTHING"	EXPANSION / RENOVATION	GREENFIELD	BRANCH
	RANKED AGAINST 16 OF THE HIGHEST WEIGHTED GOALS			
TOTAL (Out of Possible 80)	45	75	66	55

EVALUATION MATRIX OF DESIGN OPTIONS				
Score 1-5 High:	OPTIONS			
	"DO NOTHING"	EXPANSION / RENOVATION	GREENFIELD	BRANCH
ENVIRONMENT				
Maintain "Ideal" presence downtown	5	5	0	3
Facilitate a welcoming, safe and inviting "Feel"	3	5	5	4
Provide Adequate Parking	4	4	5	4
Provide Enhanced Accessibility	3	5	4	3
SERVICE OFFERINGS				
Define and integrate "Community Center" Components	2	5	5	3
Facilitate more and larger group meeting and study rooms	1	5	5	3
Support the efforts of regional educational and cultural organizations	3	5	5	4
OUTREACH				
Accommodate current and future service and program partnering	3	5	5	3
OPERATIONS				
Improve patron flow and workflow throughout the facility and outdoor space	2	4	4	3
Continue improvements to programming and the collection	2	5	5	4
HUMAN RESOURCES				
Be able to recruit / retain great current and future staff members	4	5	5	4
Enhance facility related staff productivity and efficiency	2	4	4	3
TECHNOLOGY				
Integrate Flexibility for rapidly changing technology advances	3	5	5	4
SUSTAINABILITY				
Reduce energy usage	3	4	4	3
FINANCE				
Define and implement effect cost management	3	4	2	4
Increase revenue sources through space offerings	2	5	3	3
TOTAL (Out of Possible 80)	45	75	66	55

Recommendations

Stay downtown

Renovate and expand

- 90,000-98,000 gross square foot building
- At least \$18.0 million +/- 20%

20-year planning-when does the clock start?

Maintain excellent level as goal

Maintain and expand funding sources

Engage and inform community