Middleton Public Library

Building Feasibility Study
Report Summary
Middleton, Wisconsin
August 11, 2015

DESIGN TEAM:

Dimension IV Madison Design Group
   Jim Gersich, AIA
   Tina Gordon, NCIDQ
   Ray White, AIA
   James Worker, Associate AIA
   Rayenna Rhys

Van Mell Associates
   Derrick Van Mell

Hein Engineering Group

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

<table>
<thead>
<tr>
<th>Collection Component</th>
<th>Existing Collection</th>
<th>Preferred 2015 Collection</th>
<th>20-Year Future Growth Collection</th>
</tr>
</thead>
<tbody>
<tr>
<td>Children's Print</td>
<td>Existing net square footage: 1,680</td>
<td>Preferred 2015 net square footage: 5,400</td>
<td>20-year growth net square footage: 7,605</td>
</tr>
<tr>
<td>Children's AV</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Teen's Print (Prefer Tween Library)</td>
<td>Existing net square footage: 765</td>
<td>Preferred 2015 net square footage: 1,755</td>
<td>20-year growth net square footage: 3,105</td>
</tr>
<tr>
<td>Teen's AV</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Adult Print (Lower Level)</td>
<td>Existing net square footage: 2,670</td>
<td>Preferred 2015 net square footage: 3,405</td>
<td>20-year growth net square footage: 3,840</td>
</tr>
<tr>
<td>Adult Print (1st Floor)</td>
<td>Existing net square footage: 3,300</td>
<td>Preferred 2015 net square footage: 4,395</td>
<td>20-year growth net square footage: 6,045</td>
</tr>
<tr>
<td>Adult AV</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**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

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

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

- Middleton Public Library: 4.27
- DPI "EXCELLENT": 4.9
- Dane County Standards: 3.4

**Library Materials Expenditure Per Capita, FY2014**

- Middleton Public Library: $11.16
- DPI "EXCELLENT": $7.22
- Dane County Standards: $5.10

**Hours Open in a Typical Week, FY2014**

- Middleton Public Library: 67
- DPI "EXCELLENT": 69
- Dane County Standards: 57
Comparisons to other libraries

- **Service Population**
  - Middleton: 26,708
  - Fitchburg: 28,286
  - Verona: 16,737

- **Square Footage**
  - Middleton: 32,000
  - Fitchburg: 38,000
  - Verona: 33,000

- **Square FT / Capita**
  - Middleton: 1.20
  - Fitchburg: 1.34
  - Verona: 1.97
Comparisons to other libraries

- **Registered Borrowers**:
  - Middleton: 18,555
  - Fitchburg: 16,344
  - Verona: 14,985

- **Total Circulation**:
  - Middleton: 718,840
  - Fitchburg: 384,596
  - Verona: 571,750

- **Visits**:
  - Middleton: 344,515
  - Fitchburg: 225,404
  - Verona: 185,536
Comparisons to other libraries

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

- Sun Prairie Public Library: 185
- Monona Public Library: 76
- Fitchburg Public Library: 110
- Verona Public Library: 175
- Middleton Public Library: 204
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

OH - UPPER ARLINGTON PUBLIC LIBRARY
OH - PORTER PUBLIC LIBRARY
OH - SHAKER HEIGHTS PUBLIC LIBRARY
OR - LAKE OSWEGO PUBLIC LIBRARY
OH - NORTH CANTON PUBLIC LIBRARY
IL - ALGONQUIN AREA PUBLIC LIBRARY DISTRICT
IL - ELMHURST PUBLIC LIBRARY
OH - MASSillon PUBLIC LIBRARY
IL - ELA AREA PUBLIC LIBRARY DISTRICT
NY - BETHLEHEM PUBLIC LIBRARY
IL - BATAVIA PUBLIC LIBRARY DISTRICT
WI - MIDDLETON PUBLIC LIBRARY
MI - PLYMOUTH DISTRICT LIBRARY
MA - WELLESLEY FREE LIBRARY
TX - WESTBANK COMMUNITY LIBRARY DISTRICT
OH - EUCLID PUBLIC LIBRARY
MA - CARY MEMORIAL LIBRARY
IL - WILMETTE PUBLIC LIBRARY DISTRICT
OR - TUALATIN PUBLIC LIBRARY
NY - NORTH SHORE PUBLIC LIBRARY DISTRICT
IL - NORTHBROOK PUBLIC LIBRARY
IL - CRYSTAL LAKE PUBLIC LIBRARY
OH - ELLA M. EVERHARD PUBLIC LIBRARY
NY - WEBSTER PUBLIC LIBRARY
Conclusions-SWOT Analysis

S (Strengths)
• Downtown location
• People like the building
• Great staff
• Offerings-services and programs

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

O (Opportunities)
• Economic downtown development
• Life-long learning
• Information/Technology resource
• Community center resource
• Expansion space

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

<table>
<thead>
<tr>
<th>OPTIONS</th>
<th>&quot;DO NOTHING&quot;</th>
<th>EXPANSION / RENOVATION</th>
<th>GREENFIELD</th>
<th>BRANCH</th>
</tr>
</thead>
<tbody>
<tr>
<td>TOTAL (Out of Possible 80)</td>
<td>45</td>
<td>75</td>
<td>66</td>
<td>55</td>
</tr>
</tbody>
</table>

EVALUATION MATRIX OF DESIGN OPTIONS

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