

March 5, 2021

Dear Appleton Community,

On behalf of the entire SOM team, we are absolutely thrilled to be selected as the design firm for your new library, and we consider it a privilege to work with you to realize a new, specially-designed building that will serve the Appleton community for the next generation and beyond.

To achieve this goal, we will welcome engagement and input from various stakeholders from the city and Library staff, the Library Board of Trustees, City of Appleton Common Council, to Friends of the Appleton Public Library, community groups, and the public. We are committed to engaging a wide range of voices and an inclusive process to create a design reflective of your diverse community. Listening to you and understanding your goals as a community will be the driving force of our design—we won't begin designing until we hear from you! Our mission is to create a design that successfully meets your needs and aspirations and that appropriately reflects the culture of the Appleton community. We will set out to design a space that enriches the environment, fulfills the Library's operational needs, and instills a sense of pride for the community.

We understand the responsibility that comes with publicly-funded civic projects. We realize that we are entrusted with a community facility that has served this community for 40 years and are shaping investments in the future of Appleton. We will strive to maximize the benefit and reach of these investments. To this end, we will give serious consideration to the possibility of adaptively reusing the existing structure—and the benefits offered—versus creating an entirely new building. Our focus is finding creative, cost-effective, project-specific solutions that respond to your needs. We are not just working for you—we become a part of your team.

We regularly take on projects of all shapes and types, public and private, near home and abroad. Our design philosophy is rooted in pragmatism with a diverse portfolio of projects ranging from small renovations to large mixed-use developments. Our work in the public sector ranges from libraries and schools to plazas and parks, and



represents our firm's commitment to creating spaces that enhance the lives of the communities they serve. Visiting our recently completed library projects in Chicago and around the country provides a sense of accomplishment seeing the librarians at work, patrons engaged, and children at play—reading, learning, and interacting. They represent places for everyone.

In your project we recognize an exciting design opportunity to create a unique project that requires bold, creative thinking grounded in practicality. We've identified several key focus areas for the new library and will use these as the guiding principles in our process: establish a nucleus for Appleton; feature upgraded, state-of-the-art technology; create an open, inviting space filled with natural light; employ sustainable, energy efficient strategies; foster a welcoming and safe environment; lead an inclusive, community-driven process; and craft flexible, adaptable spaces.

To bring your vision to life, we have thoughtfully curated a team with experience working in Wisconsin, most recently for the Mulva Cultural Center, just a few miles down the Fox River in De Pere. The knowledge we have gained in local culture, climate, and construction strategies, along with a respect for Wisconsin's history of craftsmanship, will allow us to hit the ground running on your behalf.

It is an honor to support the Library and its mission by designing a civic gem and an extraordinary place of education and culture that will serve Appleton for generations to come. We are excited to get started and we look forward to working with you.

With sincere gratitude for the opportunity,



Adam Semel  
Partner



Scott Duncan  
Partner

