

2008

Space Needs and Facility Study

2008 Process

- Reviewed long-term and short-term needs, examined alternatives and made recommendations to the library board, library and city staff and elected officials. The process focused on three areas:
 - Gathering information and getting to know Appleton and APL's service area. 1,000 residents provided input through mail survey, online survey, personal interviews, focus groups for public and staff, and town hall meetings
 - Assessing what library services were important to the community (users and non-users)
 - Developing meaningful recommendations about what the future of APL should look like

2008 Recommendations – Short Term

Recommendations designed to help APL deal with existing customer, facility and staff efficiency issues within existing building.

- Implement Radio Frequency Identification to prepare for AMH (Done 2010-2011)
- New self checks compatible with RFID (Done 2011)
- Upgrade bandwidth (Done 2010 via OWLS)
- Replace existing seating (tables and lounge seating) with integrated power (Some of this was done but integrated power is difficult in existing facility due to lack of access to power)
- ✓ All short-term recommendations were completed by 2012 if feasible

2008 Recommendations – Long Term

Recommendations for major strategic initiatives that should be pursued in creating the APL of the future.

Primary recommendation: The library needs a new structure of 138,000 sq. feet.

Option 2: Expansion and renovation through a major addition and extensive reprogramming of space

Additional important recommendations:

- Remain in central business district
- No branch libraries due to increased operational costs and duplication of services.
- Build green

Other long term recommendations

- Provide adequate interior public open space and expanded shelving areas that are
- ADA compliant
- Allow for expansion of collection
- Give accessible and attractive space for display
- Optimize effective and efficient use of limited staff resource
- Improve public's ability to find what they need independently
- Consider drive-up window
- Increase technology workstations in number and variety
- Expand quantity of public meeting spaces and design to accommodate extended hours
- Develop comprehensive security plan for collections and operation of the building for independent library/meeting room use
- Provide exterior open space for social gathering at or near the library
- Implement short-term actions

2009

Program Design Study

2009 Process

- This study focused on how the building would function rather than how it would look.
- Developed a detailed building program for the library that would test the results of the 2008 study meet the proven goals by producing conceptual designs for new and expanded facility options.
- This process used the 2008 study as a starting point and the library planning consultant worked through each operational area using extensive staff input to develop a preliminary draft of the building program. This information was compared to peer libraries and state standards to verify that size and amenities were appropriate for the population served. This draft was fine-tuned with library staff and the architectural team to develop the final recommendations.

The Building Program

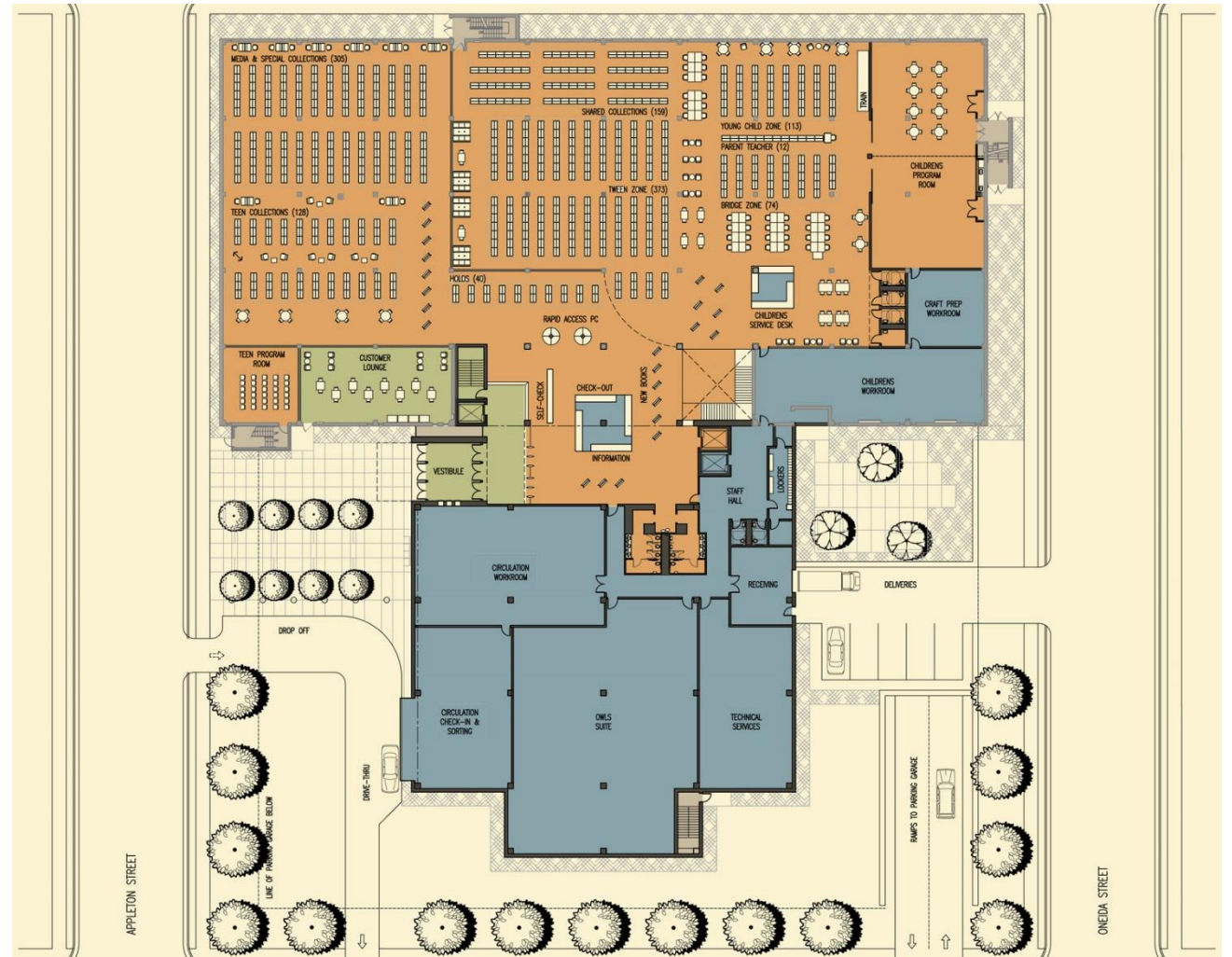
The building program is a description in words and numbers of the services and operational requirements for the proposed library building and serves as the library's written instructions to the architect in the beginning the design process.

Space, User Seating, and Public Technology Summary

Programmatic Area	Square Feet	Study Seating	Casual Seating	Public Technology Stations	Other Seating
Exterior Book/Media Returns	100				
Entry/Vestibule/Lobby	unassigned				
Restrooms	unassigned				
Program Rooms	10,585				300 150 22 35
Customer Lounge	1,500		24		
Public Service Desk Area	1,865			8 selfchecks	
Circulation Workroom	4,255				
New Books / Display	424			2 catalog station	
Rapid Access Computing	400			8 computer stations	
Media / Specialized Collections	4,560			1 typing station 4 technology stations 2 catalog station 1 catalog station	
Teen Services	2,956	16	8	2 view/listen stations 2 game stations	30
Adult Fiction, Genre, Large Print	8,396		12	6 catalog stations	
Technology Commons	3,380			70 computer stations 5 catalog stations	
Reference Services	11,947	96		7 microform R/P	
Adult Nonfiction and Current Periodicals	11,522	64	18	5 catalog stations 4 selfcheck stations 8 catalog stations 32 computer stations 2 view/listen stations 1 game station	250
Children's Services and Workroom	20,507	45	46		
Networking Services	1,075				
Technical Services	1,785				
Business / Administrative Offices	2,165				
Friends Office	480				

Program Testing Process

- Existing Building Assessments
- Blocking and Stacking Diagrams
 - 4 Expansion Options (A-D)
 - 4 New Building Options (W-Z)
- Conceptual Designs
 - Internal Layouts & Massing Concepts
 - Comparative Evaluations
- Cost Models & Value Indexing



These conceptual designs are not considered schematic designs.

2009 Recommendation

NEW LIBRARY

- Invest for the long term
- Energy efficient envelope
- Efficient space utilization
- Quality library space
- Flexibility and adaptability
- Expandability



CRITERIA	Expanded Library	New Library
Staff Efficiency (Service Points)	5	9
Expandability	3	9
Collection Organization	6	8
Materials Flow	6	8
Public Wayfinding	5	8
Merchandising Collection	7	9
Adaptability / Flexibility	3	9
Quality / Character of Space	4	9
Parking	3	7
Image / Civic Presence / Identity	4	9
TOTAL SCORE	46	85

2008-2009

Friends and Foundation Merge

2008-2009 Friends and Foundation Merge

- Consultants analyzed the potential for a merger of Friends of Appleton Library and Appleton Library Foundation. Nearly unanimous support was found in interviews.
- Merger eliminated the confusion that existed between two support groups for APL and increase awareness for one organization.
- Provided one stronger organization that could hire a .75 FTE Executive Director.
- Done with an eye toward the future so Friends could be prepared to participate in a capital campaign to support a future library project.

2009-2010

Capital Facilities Committee

CFC Process

- The CFC was an advisory committee consisting of city staff, elected officials, Trustees, Library Foundation and citizen representatives.
- Committee unanimously voted to continue to develop a single central library rather than developing branches.
- The Great Recession and subsequent financial outlook as well as the retirement of Director Dawson resulted in re-evaluation of the process. Chair Martin ended the committee.
- Director Rortvedt evaluated options and determined library should spend time on mission, vision and services planning.

2011

President Peterson's Plan:

Step One:

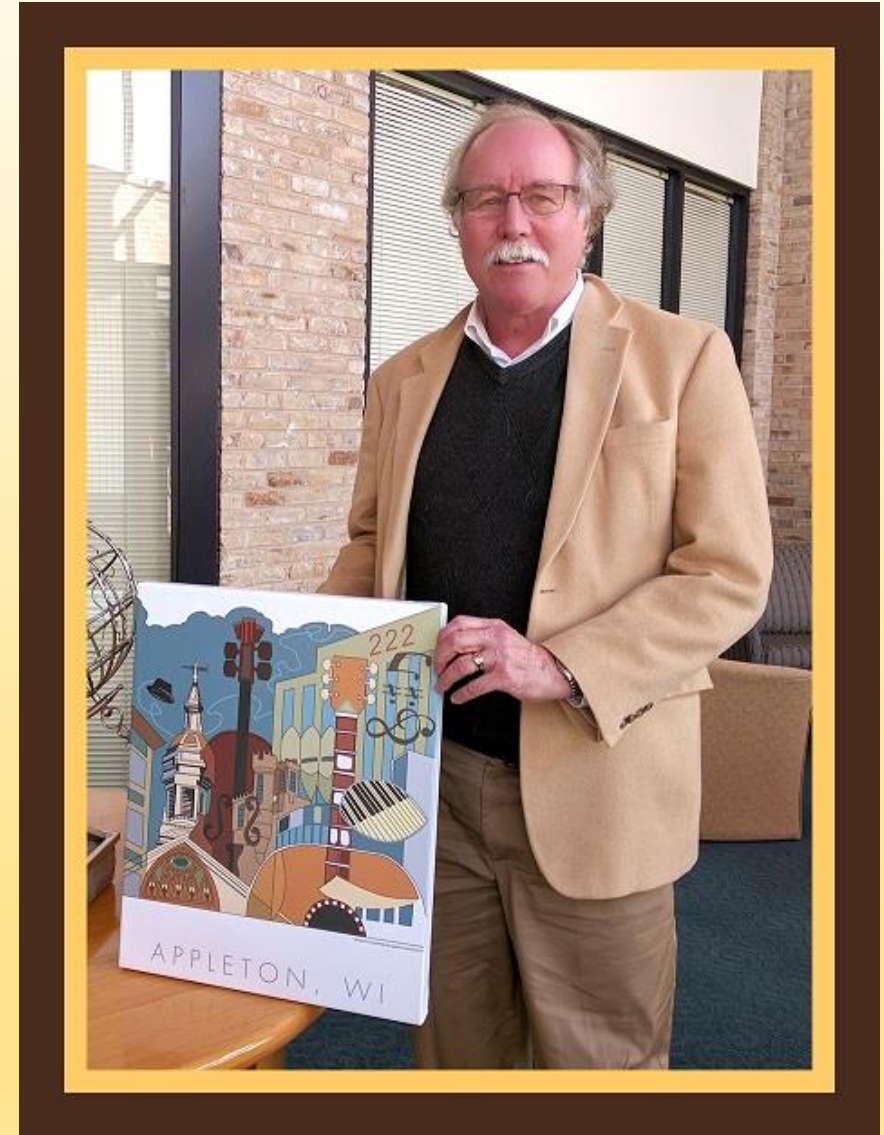
Who are we?

Step Two:

What Type of Facility is Needed?

Step Three:

Do that.



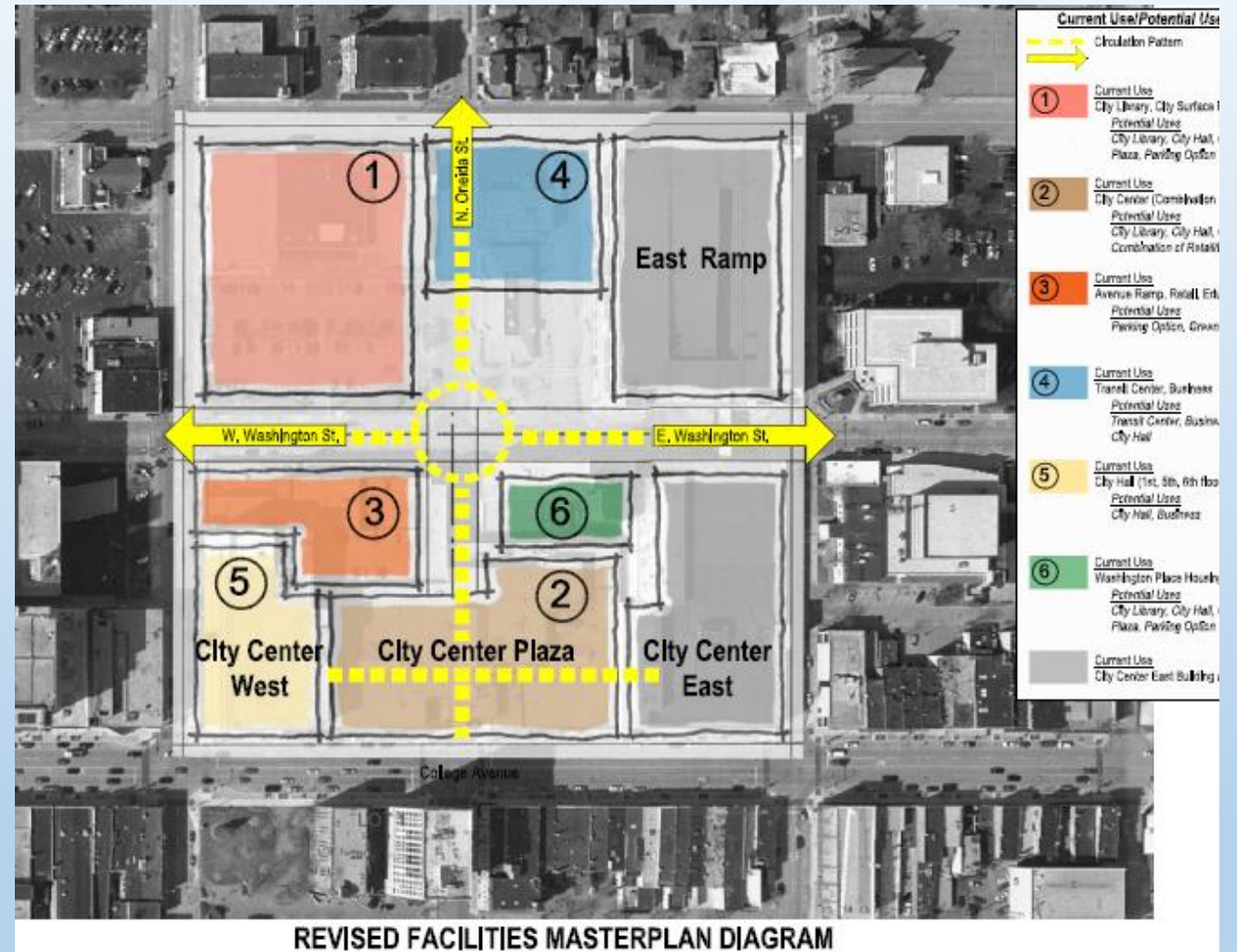
?-2011

City of Appleton Facilities Master Plan



Result

There are many moving pieces in the Washington Square area so a future study was planned that would look at those needs in more detail.



2012-2013

2012 and 2013: Community-Based Strategic Planning
AKA “Who are we?”

APL 150 Timeline: Mission, Vision and Services

2008 & 2009



Services &
Building Studies

2012-2013



Community
Conversations

Spring 2013



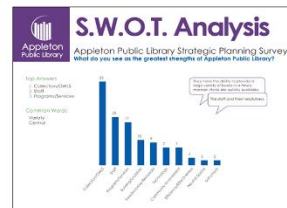
Library Future
Presentations

Spring 2013



21st Century
Library Visits

Spring 2013



Community
Survey

Summer 2013



Staff Experts
Presentations

Summer 2013



Community Advisory
Committee

2013-2013 Results

The 2012-2013 community-based planning resulted in our new strategic plan that leads us into the 21st century, embracing both the changes in modern library service, as well as the enduring values of a public library.



2013

Washington Square Master Planning Study



2013 Process

- Goal was to develop a long term solution for the delivery of all City services located in the Washington Square area.
- Process included stakeholders, surveys, and working closely with city staff and elected officials



2013 Recommendations

Identified several possible scenarios to improve delivery of services and maximize city assets in the Washington Square neighborhood.

Identified next steps to be performed:

- a. Determine Library direction, location, and schedule in 2014.
- b. Evaluate “blue” ramp timeline and location in 2014.
- c. Provide a Traffic Study based on the final Washington Square proposed solution.

Timeline to be determined.



2014-2015

Site Selection Process

AKA “What type of facility is needed?”

2014-2015 Site Selection Process

- The goals of this process was to identify a best-fit location.
- Through a series of interviews with stakeholders in the community, several potential sites for the library were identified, including the current site. Sites identified by the stakeholders were ranked on a matrix and weighed with factors including, but not limited to:
 - Size of lot
 - Access
 - Perception of safety
 - Operational efficiency
 - Site geometry
- After the list of sites were scored, the top three ranking sites were evaluated extensively; the current site, the Post-Crescent and Horsch Appliance site and three variations of the Trinity Lutheran Church, Fox Banquets and Rivertype Catering and UW-Clinic site.

2014

Friends Fundraising Feasibility Study

2014 Process

- Friends of APL hired a consultant to conduct a fundraising feasibility study once a top site was selected in order to be prepared to work with the city on developing a capital budget.
- Goals of the study were to determine the following
 - Community's impression of this project
 - Engagement and capacity of donor base
 - Potential highlights and/or challenges
 - Quantify expectations for public/private funding for this project
- Potential donors were identified and consultants conducted private, anonymous, in-person interviews

2014 Findings

- Appleton Public Library is a valued asset of the community.
- Friends and library staff are highly regarded.
- Uniquely, most interviewees regularly use the Appleton Public Library.
- Strong philanthropic culture and understanding of public-private partnerships.
- Participants affirmed need for a new library and the current timing.
- The City must present and commit to traffic and parking solutions.
- The bluff site is important to many donors. Other sites will not attract same level of gifts.
- Many perceive that APL could foster economic development for the downtown at this location.
- Appeal of site as gateway to the city, admired for what that would say about Appleton's civic values.

2014 Recommendations

- Conduct a \$7 Million Capital Campaign.
- Continue process of obtaining bluff site with care for current property owners.
- City must address traffic and parking solutions.
- Address donor fatigue by highlighting strong City support and “Margin of Excellence” that can be achieved with private support.

2014-2015 Site Selection Results

- The final recommendation presented to the Appleton Public Library Board of Trustees was to proceed with a more in-depth evaluation of the Trinity Lutheran Church and Fox Banquets site, based on a Building Concept Evaluation, Cost Matrix and Site Value Index.
- Tuesday, April 15 during the Appleton Public Library Board of Trustees meeting, Trustees voted unanimously in favor of the recommendation.
- The library proceeded in partnership with the City to proceed with site assessments and negotiations for the two properties that make up the bluff site.
- Agreements in principle were met with both properties and the City Council voted against acquisition of the properties in June 2015.

2015

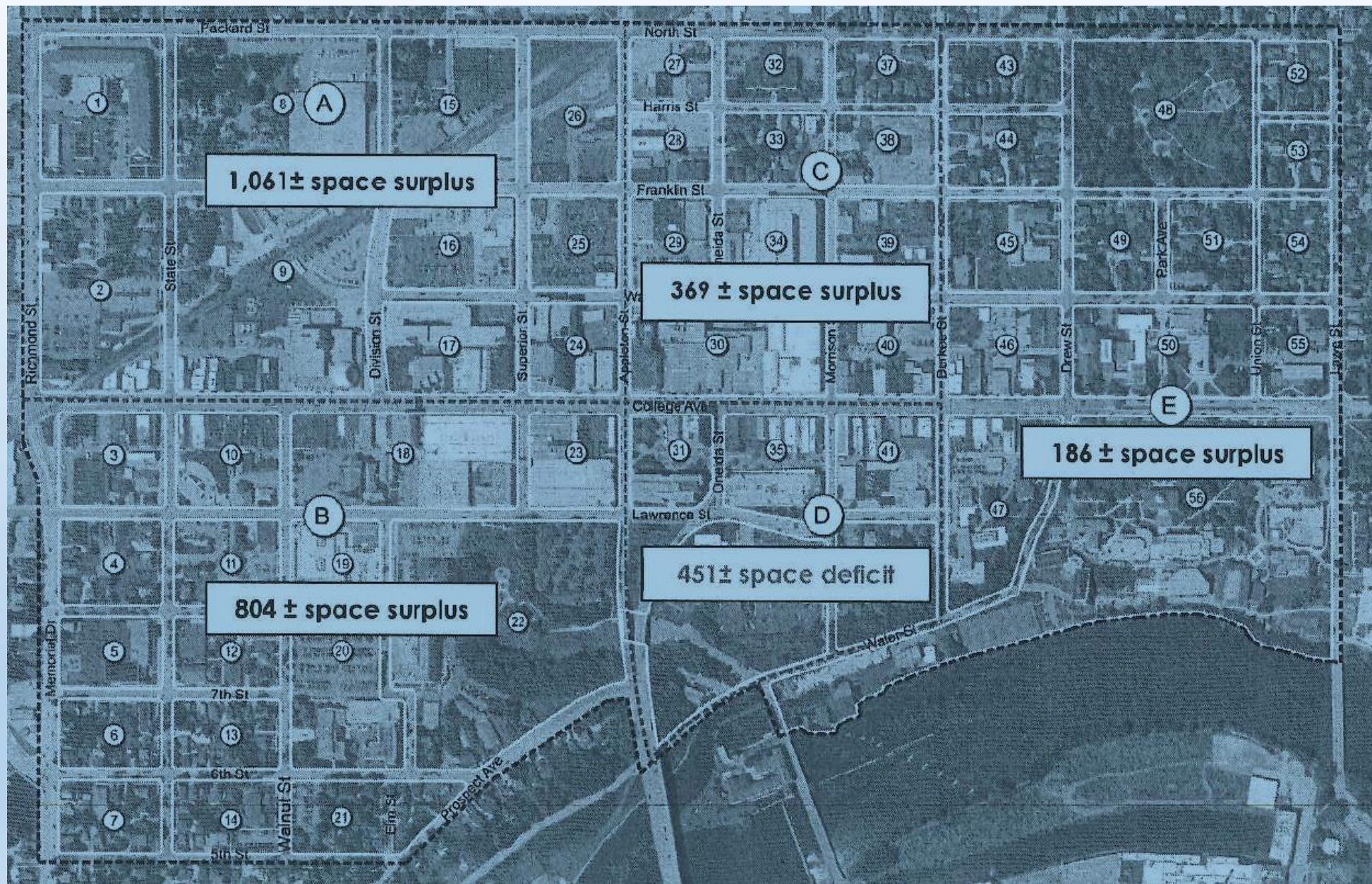
City of Appleton Downtown Parking Study



2015 Process

- Planning and strategies that should support broader community goals. Parking plans should not lead community development.
- Significant stakeholder involvement
- Assessed current and future parking conditions
- Evaluated policies, practices and identified opportunities for improvement
- Developed guidelines for financial performance
- Developed multiple scenarios





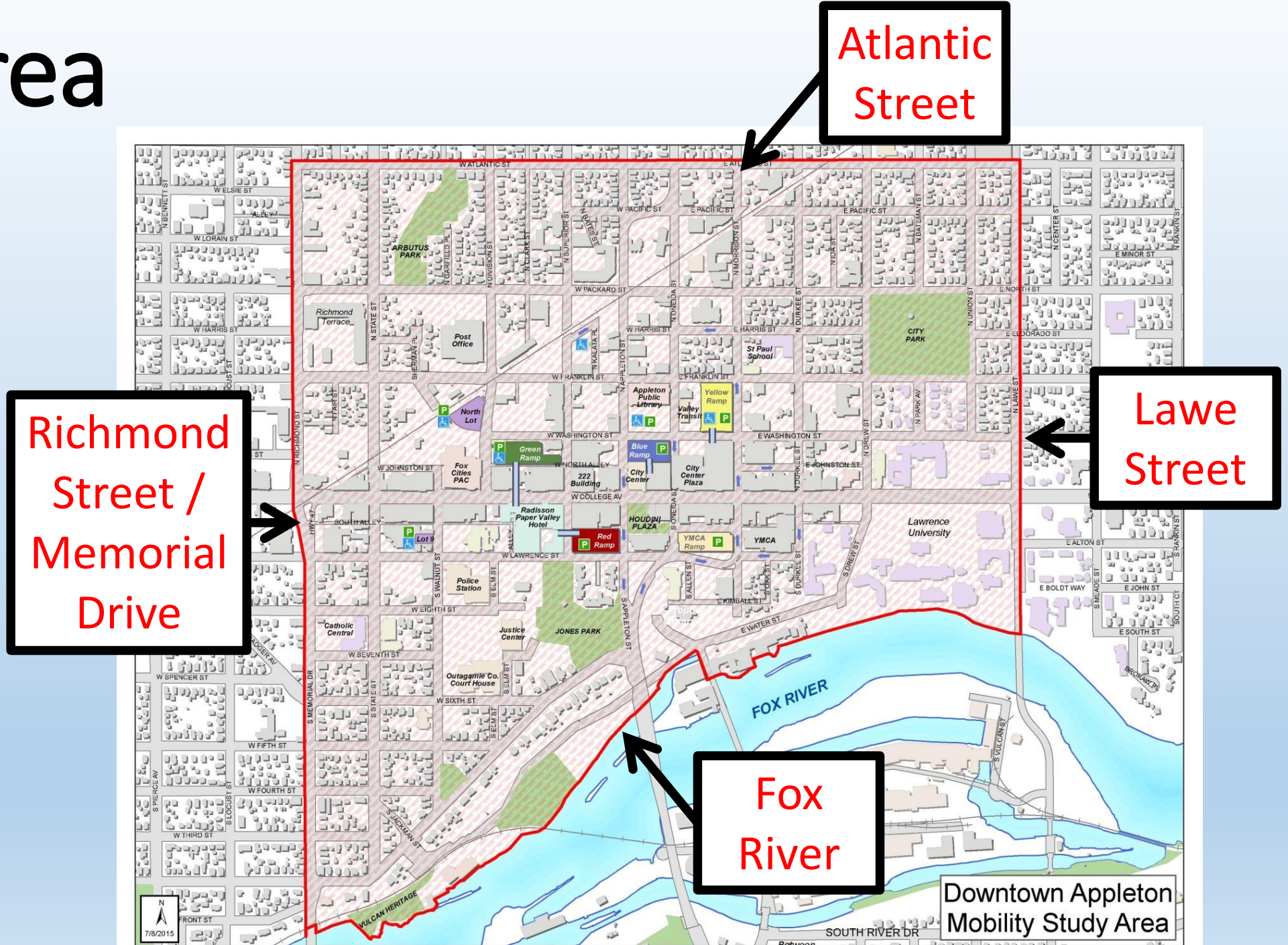
2016

City of Appleton Downtown Mobility Study



Study area

- Determine and evaluate strategies to improve multi-modal mobility and traffic circulation in downtown Appleton
- Traffic, Bicycle and Pedestrian





2016-2017

City of Appleton Comprehensive Plan 2010-2030



2016-2017 Process

- Update of entire plan
- Major re-write to the Downtown Chapter
- www.envisionappleton.org



What have we learned?

SUCCESS



WHAT PEOPLE THINK
IT LOOKS LIKE

SUCCESS



WHAT IT REALLY
LOOKS LIKE