

PROPOSAL

LIBRARY FACILITIES MASTERPLAN

CITY OF HUNTINGTON BEACH

28 JANUARY 2020

**NOLL
& TAM**
ARCHITECTS



28 January 2020

Cathleen Serrano, Buyer
City of Huntington Beach
2000 Main Street
Huntington Beach, CA 92648

**NOLL
& TAM**
ARCHITECTS

Re: City of Huntington Beach Library Facilities Masterplan

Dear Ms. Serrano, and Members of the Selection Committee:

We are pleased to present our proposal to provide architectural design services for the Library Facilities Masterplan. This project is an exciting opportunity to help the Huntington Beach Public Library system plan for the future, with an eye to providing welcoming spaces that support community interaction, expand the library's programs, and improve efficient staff operation.

Noll & Tam has planned and designed more than 60 libraries and community centers since our founding in 1992 – from master planning, to large new buildings to small, complex renovations. Our Half Moon Bay Library was recently honored with a national AIA/ALA Library Building Award, with the jury commenting that the building is “more than a learning center, but an enduring example of architectural excellence.” We believe in a collaborative approach to design. Each project we undertake develops out of an understanding of the priorities of our clients, the needs of the community, the physical requirements of the place, and the client's strategic goals.

For this project, we've brought together a great team of experienced people to lead a comprehensive and engaging process. I will be the Principal in Charge, actively leading our team's efforts from our Berkeley office, joined by Elaine Kross as Project Manager and Trina Goodwin as Library Planner/Interiors Architect. Joining us will be Margaret Sullivan Studio, a national leader in working with public libraries and mission-driven institutions. Since the firm's establishment in 2014, Margaret Sullivan Studio has worked with more than 40 public library systems to define their 21st century libraries. We will be supported by a highly qualified, local team of engineers and other consultants with whom we will work together to meet and exceed client expectations.

We are excited about the prospect of working with you on this project. The fee proposal we have provided is valid for 180 days. We are confident that, together, we will develop a masterplan that will identify the best possible solutions for the Huntington Beach Public Library system to enhance services offered to the community. Our goal for this project will be to provide the City with a good, realistic roadmap that will meet your needs for the short and long term. Our team will give this project all the enthusiasm, energy and conscientious effort for which we are known.

Sincerely,



Chris Noll, FAIA, LEED AP
Principal
Noll & Tam Architects

Names & Titles of Corporate Board Members
(Also list Names & Titles of persons with written authorization/resolution to sign contracts)

Names	Title	Phone
Christopher Noll	Principal	510.542.2211
Janet Tam	Principal	510.542.2212
Merideth Marschak	Principal	510.542.2214
Scott Salge	Principal	510.542.2220

Federal Tax Identification Number: 94-3362668

City of Huntington Beach Business License Number: N/A
(If none, you must obtain a Huntington Beach Business License upon award of contract.)

City of Huntington Beach Business License Expiration Date: N/A

B. BACKGROUND AND PROJECT SUMMARY

PROJECT UNDERSTANDING

Our goal for this project will be to create defensible 20-Year Master Plan that will clearly illustrate the need for growth and development of the facilities, their optimal geographic location and sizing, and the comprehensive financial scenarios (including both construction and library operational costs) associated with this Facilities Master Plan. This work will provide the roadmap to coordinate the growth and maintenance of Library Services as an integral part of the City. More importantly, the Master Plan will lay the foundation for the library to reach new audiences, expand existing customer use of library resources, and re-imagine your libraries.

We will open the project with research into who lives and works in the City of Huntington Beach – understanding that the diverse resident and employee populations, library customers, non-customers, and core customers will inform the use

of library buildings now and in the future. The lifestyles, hopes, and dreams of people shape the proposed uses of library facilities. This will help us determine the optimal location and “flavor” of library facilities to maximize their role as vibrant civic spaces.

In the City of Huntington Beach, the future plans for the airport redevelopment, participation in the Bloomberg Wellbeing Initiative, long-standing partnerships with local enterprises such as the RAND Corporation and emerging opportunities with a growing group of entertainment, gaming, and technology companies is an exciting context for a new kind of library facilities planning. Our team’s work will view the library facilities as catalysts for neighborhood stability, integration, and development; as supports for existing enterprises and new wealth creation; as places for on-demand learning, education and meet-up opportunities; as inviting platforms for inclusion and prosperity for all; and as civic emergency centers in disaster or crisis incidents. This team has

the expertise, experience, and vision required to understand trends and future forces. The team approach enlists the community, library leaders, and library staff to envision meaningful facilities and spaces that mobilize library assets on many civic fronts.

Our work will launch from the 2015 Strategic Plan, the first since 1993, which recast the public library as a vibrant learning center, a well-being cultivator, a dynamic third place, and a community and culture connector. The Master Plan will look at ways the facilities can be nimble and flexible, adapt as new services are prototyped and perfected, and enable staff to operate efficiently, effectively and with exceptional impact.

For our team, the definition of a successful Facilities Master Plan is a relevant and contemporary document that activates the Huntington Beach Public Library’s Vision, Mission, and Strategic Initiatives. It will provide a road map for the City and the Library to achieve their common goal of fostering a healthy, inclusive, and sustainable Huntington Beach.

C. METHODOLOGY

PROJECT APPROACH

The Noll & Tam Architects team, in collaboration with Margaret Sullivan Studio, is a diverse group of architects, urban planners, community engagement experts, and library service innovation and implementation experts. This team has the training, credentials and experience to complete all the phases of the Library Facilities Masterplan, helping you to answer the key questions that will guide our work:

Build from the Community Up:

Who are we designing facilities for and why? Who lives and works in Huntington Beach and what are their lifestyles, life stages, and life dreams? Who uses the library now and how? Who doesn't and why not? How will we impact the lives of **all** in our community for the next 20 years, and how do we design our facilities to support their life goals, needs, and aspirations?

Lead with your Legacy: How will we optimize the role of libraries in the 21st Century? What are the opportunities for the Huntington Beach Public Library to maximize the use of its facilities and other resources to improve the well-being of people who live and work in the City of Huntington Beach? How will we position the library facilities to extend and activate the goals of our strategic work?

Support Economic Development Goals: How can we use

this process of community engagement and envisioning the preferred future for all residents of the City of Huntington Beach to create a defensible "business plan" for the future of the library facilities to enable positive learning experiences for all?

How can we position this work to demonstrate that this investment in the library's most visible asset is essential for individual and community development?

Our team starts with these key inquiries to define and refine the vision for maximizing the use, enjoyment and relevance of Huntington Public Library facilities in the next two decades. Our process will align these important library assets with the City of Huntington Beach's agenda for growth and change. Our work will engage City and Library leaders, along with community residents and stakeholders to get the best possible picture of what the local opportunities are for the library. It also will draw on the team's significant experience with other public libraries who are activating facility and service resources to effectively contribute to local community economic development goals related to economic diversity, community development, education, employment, social services, diversity and inclusion, culture, and civic life.

OUR PROCESS

As stated in the RFP, the Scope of Services has been identified as the following:

1. Review Related Documents;
2. Research;
3. Engagement and Public Participation;
4. Masterplan Development.

The following workplan and schedule outlines an approach, incorporating the Scope of Services with the team's methodology.

Our methodology is workshop-based, highly participatory, and incorporates human-centered design techniques. It is customized and inquiry-based to address the Huntington Public Library's specific conditions.

Our process is collaborative. We believe that the City staff will be an extension of our planning team. We support the RFP's statement that effective community engagement is critical to success. Therefore, preliminary planning is an important first step to ensure successful invitations, maximum participation, enough time for active listening, and meaningful engagement sessions. We also may want to explore planning for staff engagement, a technique that we employ that both allows the staff to be involved in research and development and to be active participants in workshopping the future vision, resulting in capacity building for successful implementation. At the beginning of the process, we will also want to identify when and how many public engagement sessions we anticipate.

PROPOSED WORKPLAN & SCHEDULE

(KICKOFF) IDENTIFY PARTICIPANTS

Before we begin, we will want to identify the key stakeholders who will be involved in this process and define their roles. As a start we suggest:

Executive Leadership Group/ Steering Committee – Executive City and Library Leadership who will collaborate with the Consultant Team on the process, methodology and key decisions.

Design/Consultant Team

Community Stakeholders – Community leaders, experts, members and stakeholders (including current and future library customers) that will offer critical information to the process. We will work with the City to refine that list, identify when to garner their input and what the best forum and format will be to obtain the most critical information.

Staff Working Group – A potential group of Huntington Public Library staff representatives who will be engaged in the Facilities Masterplanning process. This may include participating in workshops and engaging in surveys and/or data gathering and research that will enlighten the process.

The following proposes a six-month schedule, with five trips. Each trip will be 2 days with schedules and agendas to align with the purpose of the trips.

(MONTH 1) PRE-WORK: RESEARCH, ANALYSIS AND SYNTHESIS

The Consultant Team will engage in research and information gathering to inform the project context.

Research & Related Documents

- A. Community Needs
- B. The City of Huntington Beach's community and economic plans
- C. Huntington Beach Public Library's Strategic Plan
- D. Research other Library's Facilities Plans
- E. Demographic Growth, Transformation and Market Segment Research
- F. The Future "Forces" that impact the Library Industry: Future of Community, Future of Learning, Future of Community, Future of Work, Future of Distribution, Future of Retail, Future of Transportation, Future of Technology
- G. Case Study Research: Libraries and Non-Profits, Museums and Educational Institutions creating impact through intentional facilities and community service design.

(MONTH 2) TRIP #1: DEFINE THE STRATEGY, VISION AND GOALS OF THE PROJECT; INITIATE COMMUNITY ENGAGEMENT & PUBLIC PARTICIPATION

The purpose of this trip will be to:

- Introduce City & Library Leadership and City staff to the process
- Develop the Strategic Goals of the project building on Strategic Plans
- Confirm initial understanding of the Consultant Team's Research

- Conduct active facilitated Community Engagement
- Conduct Existing Facilities Assessments

Library Leadership & Staff Engagement Workshops

- A. Leadership: Consultants will kick-off the process with a Goals Workshop & "Imagine the Possibilities" Visioning Session
- B. Staff Working Group: Consultants facilitate a workshop to introduce the Staff Working Group to the Planning Process, their role, and training to conduct "Directed Storytelling" interviews to gather qualitative data to inform community needs, motivations, and aspirations. Staff will conduct these interviews with community members prior to Trip #2.
- C. Library Branch Staff complete an "About their Communities" Questionnaire
- D. All-Staff Kick-Off: Consultants may conduct an all-staff session, which can be live-streamed and recorded, to introduce all staff to the process and project goals

Community & Stakeholder Engagement Workshops

- A. Community Meetings
- B. Focus Group Sessions with Current and Future User Groups
- C. One-on-One Interviews with Community Stakeholders

Facilities Assessments

- A. Facility Assessments: The architectural and engineering members of the team will examine the existing conditions at the Main Library and the other four branches and prepare a brief report on the current deficiencies of the buildings that will need to be addressed. We have included structural, mechanical, and

electrical engineers on our team who will, along with us, examine and evaluate these buildings to see how they are performing and what will be necessary to bring them up to an acceptable level of performance, so that they can continue to serve the citizens of Huntington Beach well for many years to come.

B. Current Use of facilities, including quantity of users at the time of day, what they are doing and how the current facilities are challenges and barriers to services, learning and ideal customer experience

C. Programs and Services Analysis

(MONTH 3) TRIP #2: ALIGN COMMUNITY TRENDS, NEEDS, AND ASPIRATIONS TO INFORM FACILITIES PLANNING; CONTINUE COMMUNITY ENGAGEMENT & PUBLIC PARTICIPATION

The purpose of this trip will be to:

- Present how the community needs and aspirations are aligning with strategic objectives
- Present understanding of demographic growth and trends to inform service needs, potential gaps of service, and strategies for expansion
- Continue to deepen understanding of community trends, needs, and aspirations
- Identify how future City conditions and library trends will shape services and the role of the facilities for 20 years.

Library Leadership & Staff Engagement

A. Leadership Workshop: The Leadership Workshop will focus on the following three agenda items:

1. Consultants will present the findings and synthesis

of community engagement, identify alignments and potential objectives with strategic goals, and review outputs and identify potential gaps and tactics to gather needed data.

2. Consultants will present demographic research with projections and interpretations to develop an approach to identifying service gaps in the City, and begin to develop a 20-year methodology for expanding services, programs, and facilities.

3. Consultants will begin to look at the financial context of the City and the Library with preliminary potential capital costs of the facilities masterplan to identify opportunities and constraints.

B. Staff Working Group: The Staff Working Group Workshop will focus on the following three agenda items:

1. Participants will synthesize community needs based on “Directed Storytelling” interviews and community engagement findings.
2. Participants will develop a deeper understanding of the City’s and the library community’s characteristics, programs, and partnerships through a community asset mapping exercise as a contextual understanding for future growth and service needs in the City.
3. Participants will identify how “Future Forces, Trends and Case Studies” will shape the library’s future services, programs, and facilities.

City Leadership

Consultants will meet with City officials to deepen an understanding of community economic development objectives,

verify demographic growth with City data, and confirm any additional information that will impact the Facilities Masterplan work effort.

Community & Stakeholder Engagement

Consultants will continue to facilitate community engagement sessions to inform the work effort.

A. Community Meetings

B. Focus Group Sessions with Current and Future User Groups

C. One-on-One Interviews with Community Stakeholders

(MONTH 4) TRIP #3: DEVELOP THE CITY-WIDE APPROACH TO SERVICES; IDENTIFY UNIQUE COMMUNITY CONDITIONS TO TAILOR APPLICATIONS

The purpose of this trip will be to:

- Develop the Facilities Masterplan as an extension of the Library’s Vision, Mission, and Strategic Plan
- Develop a City-wide approach to services
- Identify the “Role and Purpose” of the facilities to activate strategic priorities
- Develop a standard recipe of space components based on activities, programs, and learning outcomes
- Identify unique opportunities in the communities to tailor programs, services, and facilities
- Develop a tentative plan for locating library services in the City, using existing facilities or proposing new ones
- Develop conceptual plans for reorganization and renovation of the Central Library to meet the new roles and vision for the library, with alternative concepts as needed

- Develop conceptual renovation plans for the Main Street and Banning Branch Libraries, with alternatives if appropriate
- Develop conceptual models for the renovation or relocation of the Helen Murphy and Oak View Branches
- Identify future gaps in service to meet community needs
- Develop a sustainable approach to adding services and programs
- Develop a sustainability plan for all facilities
- Develop preliminary implementation and funding strategies to result in an adaptable 20-year decision-making framework

Library Leadership & Staff Engagement

A. Leadership Workshop: The Leadership Workshop will focus on the following three agenda items:

1. Consultants will present the preliminary approach to the Facilities Masterplan incorporating all of the data gathered to date with a preliminary articulation of strategic priorities for the role and purpose for the facilities as an extension of the strategic plan.
2. Consultants will work with the Leadership team to develop a City-wide framework for optimal geographic distribution of library facilities and right-sizing. This will be based on activating the library’s assets and service models for optimal community utilization, ideal customer experience, and the library’s current and future operational capacities.
3. Consultants will work with the Leadership team to develop implementation, funding, and prioritization strategies to

generate a 20-year adaptable framework.

B. Staff Working Group Workshop: The Staff Working Group Workshop will focus on the following three agenda items:

Participants will create customized library experiences for the communities the library serves, to create future use scenarios for each community.

Participants will work with the consultant team to create an ideal re-alignment of space components for optimal space utilization and configuration of existing facilities.

Participants will create innovative solutions to City-wide services based on a variety of future scenarios. The purpose will be to capture creative ideas for service, program, and facilities expansion. It will also inform Leadership’s 20-year expansion implementation planning.

(MONTH 5) TRIP #4: PRESENT AND REFINE FACILITIES MASTERPLAN

The purpose of this trip will be to:

- Finalize Facilities Masterplan for all library facility locations
- Present Cost Estimates and Scenarios
- Refine Implementation Plan
- Present Sustainability Plan
- Confirm Next Steps for successful implementation with community stakeholders, staff and the community

Library Leadership & Staff Engagement

A. Leadership Workshop: The Leadership Workshop will focus on the following three agenda items:

1. Consultants will present the final Facilities Masterplan.

2. Consultants will work with the Leadership team to finalize the implementation, funding and prioritization plan.

3. Consultants will present comprehensive cost scenarios incorporating capital and operational costs.

4. Consultants will work with the Leadership team to identify Next Steps for successful implementation.

B. Staff Working Group: The Staff Working Group Workshop will focus on the following two agenda items:

Consultants will present the Facilities Masterplan for review and feedback.

Participants will share their “Vision” for the community based on this process, their learnings, and their aspirations for how re-enviored facilities can enable their success!

To note: The team may also want to consider additional Community Engagement during this phase to garner feedback, build excitement and encourage on-going participation and ownership.

(MONTH 6) TRIP #5: DELIVERY OF FINAL FACILITIES MASTERPLAN

Library Leadership & Staff Engagement

A. Final review of Master Plan and all associated documents prior to Council presentation

City Council Presentation

A. Present Final Draft Master Plan to the City Council in Workshop session, respond to feedback,

Publish Final Master Plan

A. Make any modifications necessary following Council meeting and publish final Master Plan.

D. STAFFING

Our design team brings together the talents of architects and subconsultants who understand libraries. Through many years of public works experience, Noll & Tam has honed our skills in communication and decision-making. As Prime Architect, Noll & Tam will provide the overall team direction, overseeing the consultants, leading the needs assessment phase, facilitating the community engagement process, and producing the final master plan report. We intend to collaborate with the City and the library stakeholders to ensure that the project moves forward to successful completion.

NOLL & TAM ARCHITECTS

CHRIS NOLL, FAIA, LEED AP, PRINCIPAL IN CHARGE

Christopher Noll will be the Principal in Charge. Chris brings strong skills in collaborating with clients and directing projects through all phases of design while remaining sensitive to the needs and concerns of client and users throughout the process. His role will be to lead the master planing process and keep a sharp eye on the City's vision and budget.

Chris is very familiar with the design process for community buildings and is adept at building consensus among diverse interest groups. He has led all of Noll & Tam's public library projects and understands the important factors that create successful library spaces. Through his close relationships with public librarians throughout the state, Chris stays on top of new trends in librarianship, and brings a visionary perspective.

ELAINE KROSS PROJECT MANAGER

As Project Manager, Elaine will create and maintain a work plan for the project team, anticipating tasks and the time required to complete them in order to meet commitments. She will be the day-to-day client contact and will hold the responsibility for the efficient running and the delivery of the project. She will coordinate and participate in meetings with the Library staff, together with Chris, Trina, and Margaret.

As the project manager on the new Capitola Library and the San Leandro Mulford Marina Library, Elaine understand the needs of modern libraries and is ready to offer her expertise to move this project forward.

TRINA GOODWIN, LEED AP, LIBRARY PLANNER/INTERIORS ARCHITECT

Trina offers the unique perspective of an architect and interior designer specializing in space planning and FF&E. Over the past 25 years she has developed a specialization in designing joyful and energizing library spaces. She will work side-by-side with Chris, Elaine, and Margaret on the library master plan. She will participate in presentations to City and the stakeholders, and ensure that the solutions presented are budget conscious and appropriate to the context and community. Trina has noted skill at facilitating community process and is aware of the particular issues and challenges this project may have in moving forward. Her involvement and advice will be indispensable.

MARGARET SULLIVAN STUDIO

MARGARET SULLIVAN PRINCIPAL

Margaret Sullivan is a national thought leader in assisting public libraries envision their preferred future. She is known for her ability to lead effective community engagement, conducting meaningful dialogue to foster community goals. Margaret leads a studio of designers who skillfully collaborate with stakeholders and the design team to represent a holistic understanding of the institution's service model. Margaret works with the design team to translate these design goals into physical spaces.

LYNA VUONG, INTERIOR DESIGNER

Lyna has worked with Margaret for over 14 years designing community-based projects. Lyna is a certified interior designer and is skilled at bringing ideas to life through designing and creating environments that enhance the project's goals. She approaches each project with a keen eye for detail and craft. Whether the goals are sophisticated or playful, Lyna's approach to interiors captures the essence of place and uses interior design to enhance the project goals and user experience.



CHRISTOPHER NOLL, FAIA, LEED AP NOLL & TAM ARCHITECTS

PRINCIPAL IN CHARGE

A licensed architect since 1985, Chris specializes in the planning and design of libraries and has led all of Noll & Tam’s public library projects.

He is currently leading new library projects for the cities of Capitola and Menlo Park as Principal in Charge. Chris is actively involved in the library community through the California Library Association (CLA) and the American Library Association (ALA). As a member of the CLA Legislative Committee, Chris led a statewide space needs assessment for California’s more than 1,100 public libraries. He engages in research about future trends in library facilities and library service delivery. With Anthony Bernier, Ph.D., of SJSU, Chris has developed the “Youth Opportunity Design Approach”, a curriculum guide for how to engage youth in the design of library spaces.



CALIFORNIA REGISTRATION

Licensed Architect #C15916

EDUCATION

Master of Architecture,
University of California, Berkeley,
1981

Bachelor of Arts,
Princeton University, 1978

RELEVANT PROJECT EXPERIENCE

Santa Cruz Downtown Library Study

Menlo Park Library Space Needs Study

San Rafael Public Libraries Study

Woodland Library Master Plan

Berkeley Branch Libraries Facilities Master Plan

Alameda Branch Libraries Feasibility Study and Renovation

American Canyon Library Renovation

Berkeley Public Library Central Library Improvements

Capitola Library

Castro Valley Library

Felton Library Interior Design

Half Moon Bay Library

Hayward Main Library & Community Learning Center

Los Gatos Library

Mission Branch Library Renovation, Santa Clara

Morgan Hill Library

Mountain View Library Renovation

Napa County Main Library Remodel



CAPITOLA LIBRARY



NAPA LIBRARY



HALF MOON BAY LIBRARY



ELAINE KROSS NOLL & TAM ARCHITECTS

PROJECT MANAGER

Elaine joined Noll & Tam in 2017 and brings a strong background in architectural design for a wide variety of projects. Her experience has ranged from working with Silicon Valley tech companies to residential tower projects, along with smaller residences. Although new to public architecture, she has quickly taken the reins as project manager of the new San Leandro Mulford Marina Library and the new Capitola Library, using her thoughtful design sensibility to create special moments in these neighborhood libraries. She is able to interact with stakeholders in a way that brings disparate groups to consensus and moves project forward.



EDUCATION

Master of Architecture,
Rice University, 2006

Bachelor of Fine Arts,
Environmental Design,
Otis College of Art and Design
1999

RELEVANT PROJECT EXPERIENCE

San Leandro Mulford
Marina Library

Capitola Library

Half Moon Bay Library

South Fremont Wellness Center

Los Altos Hillview Community
Center

Oro Loma Sanitary District
Administrative Offices

College of Alameda New Center
for Liberal Arts

Apple ID Studio for Interaction
Architecture*

10000 Santa Monica*

Sowwah Square Hotel*

631 Folsom Tower*

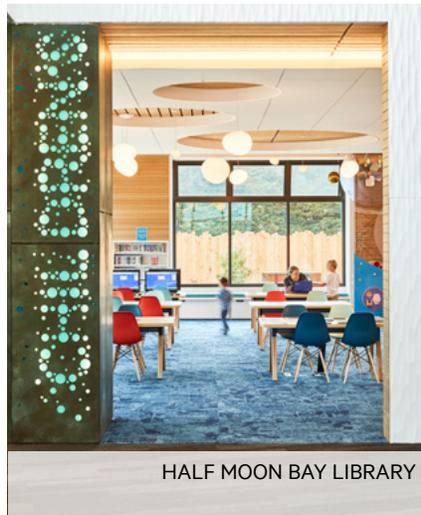
Brandt Berg House*

Peddie Addition*

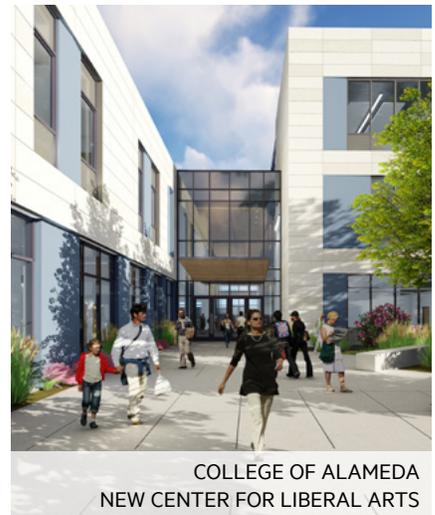
Herrliberg House*



CAPITOLA LIBRARY



HALF MOON BAY LIBRARY



COLLEGE OF ALAMEDA
NEW CENTER FOR LIBERAL ARTS



TRINA GOODWIN, LEED AP NOLL & TAM ARCHITECTS

LIBRARY PLANNER/INTERIORS ARCHITECT

In her 38-year career as an architect, Trina Goodwin has planned, designed, and conducted feasibility studies for numerous Bay Area public libraries. At Noll & Tam since 2005 and an Associate Principal with the firm, Trina most recently designed the interior architecture for the Hayward Library, which opened in September 2019. She offers the unique perspective of an architect and interior designer specializing in space planning and FF&E. She has a particular interest in creating efficient and supportive spaces for library services that respond to the needs of library staff and patrons, focusing on highly durable finishes and materials that are attractive yet hold up to heavy use.



CALIFORNIA REGISTRATION

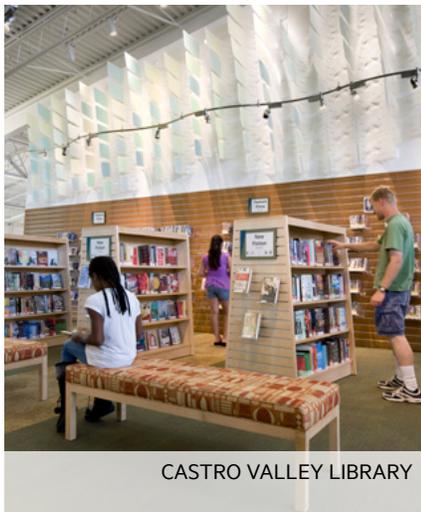
Licensed Architect #C21806

EDUCATION

Bachelor of Architecture,
California Polytechnic State
University, San Luis Obispo, 1980

RELEVANT PROJECT EXPERIENCE

- Santa Cruz Downtown Library Study
- Petaluma Regional Library Refresh
- Menlo Park Library Space Needs Study
- San Rafael Public Libraries Study
- Woodland Library Master Plan
- Capitola Library
- Half Moon Bay Library
- Hayward Main Library & Community Learning Center
- Los Gatos Library
- Mission Branch Library Renovation, Santa Clara
- American Canyon Library Renovation
- Berkeley Public Library Central Library Improvements
- Castro Valley Library
- Morgan Hill Library
- Mountain View Library Renovation
- North Highlands-Antelope Branch Library Renovation, Sacramento
- Southgate Branch Library Renovation, Sacramento
- Petaluma Regional Library Refresh
- Valley Hi North Laguna Library



CASTRO VALLEY LIBRARY



LOS GATOS LIBRARY



MISSION BRANCH LIBRARY



**MARGARET SULLIVAN
PRINCIPAL**



Margaret Sullivan has transformed the library industry by introducing place-making and human-centered design to create dynamic public libraries catering to community conditions. Starting her practice after fifteen years as a designer at HHPA and then as Director of Interior Design at H3 Hardy Collaboration Architecture, Margaret has built the leading firm in 21st century public library design. She skillfully translates a library’s mission, design, and functional goals into physical spaces. She has been recognized by the design industry for her interior design excellence by Contract Magazine and Interior Design Magazine. Margaret inspires librarians to embrace change, community, diversity, and positive customer experiences, presenting at conferences and library staff days nationally and internationally.

SELECT PROJECT EXPERIENCE

Altadena Library District Strategic Planning	Altadena, CA
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Anne Arundel County Public Library Annapolis Library, New Building	Annapolis, MD
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Charlotte Mecklenburg Library ImaginOn, the Joe and Joan Martin Library, New Building Morrison Regional Library, Programming North County Regional Library, Programming & Renovation	Charlotte, NC
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Contra Costa County Library Pleasant Hill Library, New Building Readers Initiative Experience Guidelines	Contra Costa, CA
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DC Public Library, Martin Luther King Jr. Memorial Library Visioning and Programming for the MLK Jr. Renovation Youth Service Areas Concept & Interior Design	Washington, DC
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Fresno County Public Library Strategic Planning; Master Facility Plan; Visioning & Programming; Staff Day Workshop	Fresno, CA
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Las Vegas Clark-County Library District Facilities Master Plan Standard Urban & Rural Program East Las Vegas Branch, New Building Mesquite Branch, New Building	Las Vegas, NV
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New York Public Library Carnegie Design Standards Programming of 5 Carnegie Branches	New York, NY
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Richland Library Library as Studio, Facilities Master Plan Methodology Main and 10 Library Renovations and Additions	Columbia, SC
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Salt Lake City Public Library Library Space & Architectural Study for 3 Branches Sprague Branch Historic Renovation	Salt Lake City, UT
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Stockton-San Joaquin County Public Library Northeast Stockton Library & Recreation Center, New Building	Stockton, CA
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CAREER

- 2014 Founded Margaret Sullivan Studio
New York, NY
- 2009 Director of Interior Design
H3 Hardy Collaboration
Architecture
New York, NY
- 2008 Acting Executive Director at OHNY
New York, NY
- 2004 Project Architect, Interior Designer
Holzman Moss Architecture
New York, NY
- 1999 Project Designer
Hardy Holzman Pfeiffer Associates
New York, NY
- 1997 Alan Gaynor and Co.
New York, NY
- 1996 Neal-Prince and Partners
Greenville, SC

EDUCATION

- 2001 Library Planning and Design
Program
Harvard Graduate School of Design
Cambridge, MA
- 1996 Bachelor of Architecture
Clemson University, Clemson, SC
- 1994 B.A., Art History
Wake Forest University, Winston-
Salem, NC
- 1994 National Building Museum
Washington, DC
- 1993 Institute of European Studies
Vienna, Austria

ACCREDITATION

LEED® 2.0 Accredited Professional



LYNA VUONG
SENIOR DESIGNER



Lyna Vuong is the Senior Interior Designer at Margaret Sullivan Studio, and has been designing public libraries with Margaret for over fourteen years. Lyna leads the design and implementation of all the projects in the Studio, overseeing design development and production. This includes the implementation of Richland (SC) Library’s Library as Studio methodology for the 200,000 square foot Main Library and ten branches, the implementation of the Master Facilities Plan for the Mesquite Branch and East Las Vegas Branch, and the historic interior renovation of the New Haven Free Public Library’s Cass Gilbert reading room for Ives Squared. Lyna is skilled at translating the goals of a program into beautiful and durable interior finishes and furnishings appropriate for public buildings. In particular, Lyna specializes in creating customized solutions within the client’s budget and maintenance expectations for creative, vibrant, and complex designs. Lyna works at a variety of scales, approaching each project with a keen eye for detail and craft. Whether the goals are sophisticated or playful, Lyna’s approach to interiors is to capture the essence of place, utilizing design to develop community.

CAREER

- 2014 Margaret Sullivan Studio
New York, NY
- 2005 Holzman Moss Bottino Architecture
New York, NY

EDUCATION

- 2018 MA Food Studies
New York University
New York, NY
- 2005 Bachelor of Fine Arts Interior Design
Fashion Institute of Technology
New York, NY

ACCREDITATION

- 2009 NCIDQ #25338

PROFESSIONAL ACTIVITIES

- Happy Family Night Market | Experience
Design Director
- Pratt Institute School of Interior Design |
Juror
- IIDA Student Mentoring Program | Program
Mentor
- IIDA We Care | Volunteer
- Spoons Across America | Volunteer
- Riverdale Neighborhood House | Teen
Cooking Instructor

SPEAKING ENGAGEMENTS

- Library Journal Design Institute: “Library As
Studio, Redesigning Existing Spaces”
Panelist, 2019
- PLA Conference: “Designed for Experience:
Re-imagining Spaces and Services”
Pre-Conference Speaker, 2016

SELECT PROJECT EXPERIENCE

- Anne Arundel County Public Library
Annapolis Library, New Building
Annapolis, MD
- Charlotte Mecklenburg Library
North County Regional Library, Programming & Renovation
Charlotte, NC
- DC Public Library, Martin Luther King Jr. Memorial Library
Youth Service Areas Concept & Interior Design
Washington, DC
- DreamYard Art Center
Grant Avenue School Library Renovation (Pro Bono)
Bronx Community Reading Garden (Pro Bono)
Bronx, NY
- Greenville County Library System
Five Forks Branch, New Building
Greenville, SC
- Harmony Village Business School & Conference Center
Suzhou, China
- Jacksonville Public Library
Highlands Regional Library, Youth Services Interior Renovation
Charles Webb Wesconnett Regional Library, Youth Services Interior Renovation
Jacksonville, FL
- Las Vegas-Clark County Library District
Facilities Master Plan, Phase I implementation
Las Vegas, NV
- Memphis Public Library, Benjamin L. Hooks Central Library
CLOUD901 Teen Learning Lab
Memphis, TN
- Richland Library
Library as Studio, Facilities Master Plan Methodology
Main and 10 Library Renovations and Additions
Columbia, SC
- Salt Lake County Library
Kearns Library Branch, New Building
Daybreak Library Branch, New Building
Salt Lake County, UT

ADDITIONAL SUBCONSULTANTS

We have assembled a team of subconsultants based in the Los Angeles area, and with whom we have extensive experience working on public projects.

DEGENKOLB ENGINEERING STRUCTURAL ENGINEERING

Founded in 1940, Degenkolb Engineers' practice reflects eight decades of commitment to technical expertise, exceptional client service through close collaboration, and life-long learning. Degenkolb's award-winning structural designs have saved clients hundreds of millions of dollars due to their expertise and experience.

Degenkolb's Los Angeles office provides consulting, design, and review services throughout Southern California including directly for the Cities of Santa Monica, Los Angeles, West Hollywood, and Beverly Hills. They are committed to the seismic resilience of our communities by maximizing the value of the existing built environment and supporting quality renovation and new design.

SYSKA HENNESSY GROUP MECHANICAL/ELECTRICAL/ PLUMBING ENGINEERING

Syska Hennessy Group is a leading global engineering firm that specializes in full-service MEP, information and communication technology, architectural lighting, vertical transportation, and commissioning. With more than 500 professionals across 18 offices, they provide a full range of engineering services for projects of every size and budget. Since 1928, Syska has been designing smarter, safer, and more efficient buildings by integrating essential systems that respond and adapt to a changing world.

Libraries are complicated venues that reflect the aspirational visions and values of their local communities, providing physical space and services to enhance the growth and education of the local community. They also represent substantial investments. Syska provides engineering expertise for these complex facilities with high-performing, top-quality, and sustainable operations, significantly reducing overhead costs for clients while meeting increasingly stringent environmental goals to reduce, reuse, and recycle in an increasingly decarbonized world.

TBD CONSULTANTS COST ESTIMATING

TBD Consultants is a certified small business enterprise dedicated to the provision of excellence in construction project management and cost management services to owners and their professional consultants. TBD Consultants' experience covers virtually every building type and extends across a large geographic area. Founded in California in 2005, the company also has experience on projects throughout the United States, Europe, the Middle East and Asia.

E. QUALIFICATIONS

NOLL & TAM EXPERIENCE

Since 1992, Noll & Tam has completed a wide range of public buildings for cities and institutions. We are best known for our specialization in libraries, as we have programmed and designed more than 40 public libraries. These include the Half Moon Bay Library, which recently won an AIA/ALA Library Building Award, achieved LEED Platinum certification and is on track to be Zero Net Energy. We have also completed the Los Gatos Library, LEED Gold certified and winner of a Sustainability Merit Award from the AIA California Council; Castro Valley Library, LEED Gold certified and operating as Zero Net Energy; and Valley Hi North Laguna Library in Sacramento, LEED Gold certified and 2011 winner of an AIA San Francisco Design Award for Excellence.

MARGARET SULLIVAN STUDIO EXPERIENCE

Margaret Sullivan Studio uses design to empower public libraries and other mission-driven institutions to realize their fullest potential. The firm creates experiences and advances places that contribute to community improvement and individual enlightenment. They devise new methodologies and design strategies to reflect the Aspen Institute's "People, Places and Platforms" and American Library Association's "Libraries Transform" approach.

Since the firm's establishment in 2014, Margaret Sullivan Studio has worked with over 40 public library systems to define their 21st century libraries. These organizations include New York Public Library, Richland (SC) Library, DC Public Library, Las Vegas-Clark County Library District, New Haven Free Public Library, Salt Lake City Public Library, and Memphis Public Library.



VALLEY HI NORTH LAGUNA LIBRARY

PROJECT INFORMATION

Client: City of Berkeley

Size: 7,290 - 8,600 SF

Dates: Oct 2007 - Aug 2008

Key Staff:

Chris Noll - Principal

Contact:

Suzanne Olawski

Assistant Director of Library

Services, Solano County

Library (Former Deputy

Director of Library Services

for Berkeley Public Library)

(707) 784-1504

SEOlawski@solanocounty.com



BERKELEY PUBLIC LIBRARY MASTER PLAN

In 2008, Noll & Tam conducted a facilities master plan for the Berkeley Public Library's branch libraries. The Berkeley Public Library, established in 1893, is one of the most heavily used public library systems in California. We evaluated the four branches – Claremont, North Branch, West Branch, and South Branch – to determine how they were responding to the needs of the community and what was needed to bring them up to current standards. The branches were also measured against one another to establish a system standard and make sure deficiencies between the branches were addressed.



SAN RAFAEL LIBRARY FACILITIES STUDY

Noll & Tam is working with San Rafael Public Library to study sites for new and upgraded library facilities. Previous studies had determined a pressing need for more library space, up to almost four times the size of their current facilities. We have worked with the City and the Library to identify possible options for a new downtown main library, including a renovation and expansion of their existing historic building as, a combined facility with an existing community center, or a completely new building. We also explored possible sites for a new neighborhood branch library, including a retail location within an existing mall, and the possibilities for expansion of their one small existing branch.

PROJECT INFORMATION

Client: City of San Rafael

Size: 45,000 - 50,000 SF

Dates: Feb 2018 - Aug 2019

Key Staff:

Chris Noll - Principal;

Trina Goodwin - Library

Planner/Interiors Architect

Contact:

Henry Bankhead

Interim Library Director

(415) 485-3436

Henry.Bankhead@

cityofsanrafael.org

SANTA CRUZ DOWNTOWN LIBRARY STUDY

PROJECT INFORMATION

Client: City of Santa Cruz
Size: 36,000 - 46,788 SF
Dates: Jun 2017 - Jan 2018
Key Staff:
Chris Noll - Principal;
Trina Goodwin - Library
Planner/Interiors Architect
Contact:
Susan Nemitz
Library Director
(831) 427-7706 ext. 7611
nemitzs@santacruzpl.org

The City of Santa Cruz hired Noll & Tam to study the options for renovating, rebuilding or moving their Downtown Library, which serves the entire region. The current building is aged, deteriorated, and struggles to provide contemporary services for its community. We evaluated the existing building programmatically and structurally and assessed the cost of renovating it to meet current needs. We also developed site and design criteria which were used to evaluate a number of options for relocation of the library.

WOODLAND LIBRARY MASTER PLAN

In 2016, Noll & Tam was engaged to develop a Facility Master Plan for the oldest operating Carnegie library in California, the Woodland Library. The last update to the library was almost 30 years ago, and the needs of the staff and community have far outpaced the capacity of the current facility to meet those needs. With the goal of securing support and funding, our Facility Master Plan identifies a range of short- to long-term renovation projects which will provide a road map for the library to implement immediate improvements, while planning for longer-term projects as funding permits. Focused on flexibility, the facility master plan will be a useful management tool into the future, guiding the library's development as its needs change.

PROJECT INFORMATION

Client: City of Woodland
Size: 30,000 - 38,000 SF
Dates: Jan - Sept 2017
Key Staff:
Chris Noll - Principal;
Trina Goodwin - Library
Planner/Interiors Architect
Contact:
Greta Galindo
Library Services Director
(530) 661-5984
Greta.Galindo@
cityofwoodland.org

PROJECT INFORMATION

Client: City of Menlo Park
Size: 44,000 SF
Dates: Oct 2016 - Mar 2017
Key Staff:
Chris Noll - Principal;
Trina Goodwin - Library
Planner/Interiors Architect
Contact:
Nick Szegda
Assistant Library Services
Director
(650) 330-2506
NJSzegda@menlopark.org

MENLO PARK LIBRARY SPACE NEEDS STUDY

Noll & Tam first worked on the Menlo Park Library in 2011, when we designed a new Circulation Desk for their lobby. Returning in 2016, our team completed a space needs study for this 33,000-sqft. downtown library. To identify the needs of the library and the desires of the community, our team engaged in extensive stakeholder outreach, including meeting with the Friends, a teen advisory group, and the library steering group. We developed and cost estimated several schemes including two remodel options and two new building options, and presented these options to the City Council, which voted to move forward with a new 44,000-sqft. building on the existing site.



KEY FEATURES

- COMMUNITY FACILITY
- INDOOR-OUTDOOR CONNECTION
- LEED PLATINUM CERTIFIED
- ZNE SUSTAINABILITY GOAL

PROJECT INFORMATION

Client: City of Half Moon Bay
 Size: 22,000 SF
 Dates: Aug 2015 - Aug 2018
 Contact:
 Anne-Marie Despain
 Director of Library Services
 (650) 312-5245
 despain@smcl.org

HALF MOON BAY LIBRARY

Noll & Tam worked with the City of Half Moon Bay on the design of a new 22,000-square-foot library that replaced an existing 7,285-square-foot facility. The library, a regional branch of San Mateo County Libraries, is a hub of community activity that caters to all age ranges and diverse user needs. Noll & Tam's design honors the coastal and agricultural roots of the community, while serving current and future technology needs. The library features daylit interior spaces, outdoor reading plazas, acoustically separated areas for teen activities, and a flexible maker space. The library opened to great celebration in August 2018.



COMMUNITY MEETING



TEEN MEETING



KEY FEATURES

- NEW LIBRARY
- COMMUNITY FACILITY
- CONNECTION TO PARK
- LEED PLATINUM/
ZNE SUSTAINABILITY
GOALS

PROJECT INFORMATION

Client: City of Hayward

Size: 58,000 SF

Dates: Feb 2014 - Sept 2019

Contact:

Kevin Briggs

Senior Civil Engineer

(510) 583-4760

Kevin.Briggs@hayward-ca.gov

HAYWARD NEW LIBRARY & COMMUNITY LEARNING CENTER

Noll & Tam Architects is the prime architect for a new three-story library located on an urban site adjacent to the City's main downtown park, this three-story library is an innovative resource for Hayward's diverse community. The library includes expanded classrooms and educational spaces for an adult learning center and a homework center. It will be one of the largest Zero Net Energy public libraries in the country and includes a rainwater catchment system that will save and recycle 500,000 gallons of water per year. In terms of design, sustainability, and service delivery, this is truly a 21st Century Library.



COMMUNITY OUTREACH

LAS VEGAS-CLARK COUNTY LIBRARY DISTRICT FACILITIES MASTER PLANNING, PROGRAMMING AND VISIONING LAS VEGAS, NV

CLIENT: Las Vegas-Clark County Library District
 COMPLETION: 2015-2018
 AREA: Varies 773,000 SF Total Scope
 COST: Varies \$15 - \$24 million

FIRM RESPONSIBILITY: Strategic Planning, Facilities Master Plan, Visioning & Programming Study, Standard Urban & Rural Programs, East Las Vegas Programming & New Building, Mesquite Programming & New Building

CONTACT: Danielle Milam
 Director of Development and Planning
 7060 W. Windmill Lane
 (702) 507-6179
 milamd@lvccld.org



Margaret Sullivan Studio (MSS) has been working with the Las Vegas-Clark County Library District since 2015 on a series of projects to re-envision the District's programs and services to inform current and future facilities planning, programming, and operations. MSS began as a Strategic Planning Consultant and has since been engaged with the Library to develop their 2018 Facilities Master Plan, Facilities Design Standards, two new Building Programs, the design for a new Library (Mesquite), and the facilitation of the 2017 Staff Day Workshop, and an Experience Principle Workshop to integrate Workforce Connections and the Library's Career Services partnerships.



As a result of this work, MSS, in collaboration with Danielle as the District's strategic visionary, has engaged over 200 community leaders and experts in meaningful dialogue that has been critical to the Library's repositioning. The work has also enabled the shift in mindset for 730 staff members. MSS has become a trusted advisor and resource to staff at every level, constantly encouraging and supporting the staff in their efforts to transform their communities.



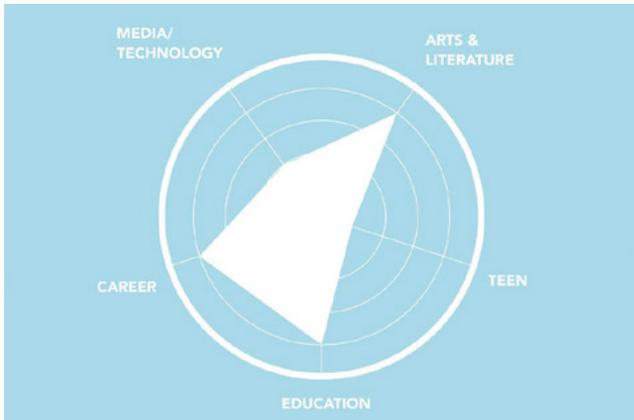
The Facilities Master Plan Decision Framework guides priorities for the District's services, programs, and its facilities for the next twenty years. Rooted in the 21st century definition of the public library as an ecosystem of "People, Places and Platforms," the planning process resulted in a vision for the District's communities' facilities, conceptual plans for the buildings, and a decision framework to prioritize funding and implementation. The first phase of the Facilities Master Plan began in the Fall of 2019. MSS created the service vision and conceptual design as an extension of the District's Strategic Plan to enable service goals to be consistent across the District while honoring local conditions and to ensure future sustainability, growth, and adaptability for the District.

**RICHLAND LIBRARY RENOVATION
COLUMBIA, SOUTH CAROLINA**

CLIENT: Richland Library
 COMPLETION: 2018
 AREA: Varies 5,000 - 200,000 sq. ft.
 BUDGET: \$2 - \$20 million

FIRM RESPONSIBILITY:
 Library As Studio Program Methodology,
 10 Library Renovations and Additions

CONTACT: Melanie Huggins
 Executive Director
 1431 Assembly Street, Richland, SC 29201
 (803) 929-3422
 mhuggins@richlandlibrary.com



In 2014, Richland County passed a \$59 million bond referendum to renovate eleven library locations including the 200,000 square foot Main Library and ten branch libraries, ranging in size from 5,000 to 30,000 square feet. MSS served as programmer and interior designer to re-imagine what it means to be a 21st century library, and worked with all four architecture and design teams on the projects associated with the bond referendum.

The Studio's work with the library began with a Master Facilities Study, named Library as Studio, to create a strategic vision for the facilities that was an extension of the Library's strategic objectives.



Working with Adaptive Path, a service design firm from San Francisco, the Studio created a new adaptable framework for both customer service and physical space design. Based on service design, human-centered design principles, and community placemaking techniques, MSS generated a revolutionary methodology to displace the standard template library programmers have been using for the past fifty years.

Instead of designing for functional departments, the libraries were designed as Studio Domains. These domains administer community-centric environments for all ages and stages. To activate the strategic Studio Domains, the design team created a series of Library as Studio Components to be applied based on the functional goals of each branch.



The final renovation project opened to the public in 2018 and already there is evidence to show that the Library as Studio approach to master facilities planning has enabled Richland Library to advance its strategic goals and increase facility use, program attendance, and number of cardholders. In 2017, Richland Library was the recipient of the IMLS National Medal for Museum and Library Services.

LIBRARY AS STUDIO
<http://www.learncreateshare.vision>

FEE PROPOSAL & HOURLY RATES

FEE PROPOSAL

Our Fee Proposal is based on the Scope of Work as presented in the RFP, and our knowledge about what will need to be accomplished for this to be a successful project. We have tried to be

comprehensive and complete in our services, to avoid needing to request additional services down the road. As always, we are open to negotiation and would be happy to discuss our scope and

fees, and adjust them to best meet the City's needs and to remain competitive. If this becomes an issue for the City, please don't hesitate to open a discussion with us.

TOTALS

Basic Service	Consultant	
Architectural Services	Noll & Tam	\$124,540
Structural Engineering	Degenkolb Engineers	\$25,300
MEP Engineering	Syska Hennessy Group	\$34,650
Cost Estimating	TBD Cost Estimators	\$21,707
Library Programming	Margaret Sullivan Studio	\$60,500
Subtotal Basic Services		\$266,697
Reimbursable Expense Allowance		\$23,000
	Total Proposed Fee	\$289,697

HOURLY RATES

NOLL & TAM ARCHITECTS

Principal	\$230 - \$240
Associate Principal	\$175 - \$190
Project Manager/ Senior Technical Architect/PM	\$175 - \$185
Senior Technical Staff	\$165 - \$170
Designer	\$135 - \$155
Project Assistant	\$110 - \$120

Reimbursable Expenses

Reproduction, travel outside the Bay Area, renderings, computer models, physical models, postage, messengers, and other usual expenses will be billed at 1.15 times actual cost.

MARGARET SULLIVAN STUDIO

Principal	\$275
Senior Designer	\$200
Intermediate Designer	\$150
Junior Designer	\$125
Administrative Support	\$75

DEGENKOLB

Senior Principal	\$285
Principal	\$250
Senior Associate	\$235
Associate Principal	\$225
Associate	\$215
Project Manager	\$195
Project Engineer	\$195
Design Engineer	\$180
Designer 2	\$160
Designer 1	\$140
Assistant Designer 2	\$110
Assistant Designer 1	\$80
Senior BIM/CAD Specialist	\$150
Project BIM/CAD Specialist	\$125
Project Analyst	\$100
Administrative Services	\$80

SYSKA HENNESSY GROUP

Principal in Charge	\$305
Project Manager	\$250
Project Engineer/Supervising Engineer	\$250
Supervising Designer	\$220
Senior Engineer	\$200
Senior Designer	\$190
Engineer	\$180
Senior BIM Designer	\$180
Sustainability Specialist	\$220
Designer	\$160
BIM Designer	\$130
Project Coordinator	\$130
Engineering Aide or Project Administrator	\$100

TBD CONSULTANTS

Principal	\$225
Project Manager	\$198
Senior Estimator/MEP Estimator	\$198
Senior Project Controller/Senior Scheduler	\$198
Estimator/Scheduler/Project Controller	\$185
Assistant Estimator/ Assistant Project Controller	\$155
Administrative/Technical Support	\$95