

CLEVELAND PUBLIC LIBRARY

Finance Committee

September 19, 2023

**RESOLUTION AUTHORIZING AMENDMENT TO AGREEMENT WITH MOODY
NOLAN, INC. FOR DESIGN SERVICES AND AMENDING PROJECT BUDGET FOR
THE EASTMAN BRANCH**

WHEREAS, On May 21, 2020, the Board of Library Trustees approved the selection of Moody Nolan, Inc. as the top-ranked, most qualified firm to provide professional architectural/engineering services for the Eastman branch as part of Phase 1B of the Facilities Master Plan, and on September 17, 2020, the Board of Library Trustees authorized the Library to enter into an agreement with Moody Nolan for such architectural design services for a total cost of \$235,367.66; and

WHEREAS, The Board of Library Trustees duly approved the total project budget and subsequent amendments thereto for the Eastman Branch as shown in Exhibit "A" to this Resolution; and; and

WHEREAS, The Library Administration has determined that it would be beneficial to amend the contract with Moody Nolan to expand the scope of the architect's services to include a comprehensive signage and wayfinding system and to develop experiential branding for the entire library system based on the Library's existing signage system and its new visual branding standards; and

WHEREAS, Moody Nolan has proposed to provide the above-described services for an additional fee of \$87,000, which additional fee this Board finds to be fair and reasonable; and

WHEREAS, In order to cover the additional costs of the above-described services, the Library's Chief Operating Officer recommends that the budget for the Eastman branch be increased by \$99,000, which amount consists of an \$87,000 increase to the budget for architects fees and a \$12,000 increase to the owner's construction contingency budget; now therefore be it

RESOLVED, That the Board of Trustees authorizes the Executive Director, CEO or his designee, to negotiate and execute an amendment to the agreement with Moody Nolan, Inc. upon such terms and conditions as are approved by the

EXHIBIT 6

Library's Director of Legal Affairs, increasing the architect fee by \$87,000 for a total contract amount not-to-exceed \$322,367.66, with the additional \$87,000 being charged to Tax Exempt Fund 402 and/or the Construction Taxable Fund 403; and be it further

RESOLVED, That the Board of Trustees approves the amended total project budget for the Eastman branch as set forth in Exhibit "A" to this Resolution, which expenditures shall be charged to the Construction Tax Exempt Fund 402 and/or the Construction Taxable Fund 403.

Exhibit "A"

Eastman Branch Budget	December 16, 2021 Project Budget	July 21, 2022 Project Budget	June 15, 2023 Project Budget	Increase*	Amended Project Budget
Pre-Construction	\$21,685	\$21,685	\$21,685		\$21,685
Guaranteed Maximum Price	\$2,246,319	\$2,246,319	\$2,246,319		\$2,246,319
Owner's Construction Contingency	\$100,486	\$200,486	\$300,486	\$12,000	\$312,486
Furniture, Fixtures, and Equipment	\$250,000	\$250,000	\$300,000		\$300,000
Architect Fees	\$235,367.66	\$235,367.66	\$235,367.66	\$87,000	\$322,367.66
Owner Direct Costs	\$180,500	\$180,500	\$180,500		\$180,500
TOTAL PROJECT BUDGET	\$3,034,357.66	\$3,134,357.66	\$3,284,357.66		\$3,383,357.66

September 1, 2023

Cleveland Public Library "The People's University"

RE: Letter of Proposal – Professional Services for the Cleveland Public Library System

We are pleased to submit this letter of proposal for the design of a comprehensive signage & wayfinding system and experiential branding for the Cleveland Public Library system. The following represents our understanding of the desired scope of services.

SCOPE OF SERVICES

Our Process

The following outlines our proposed design process (see below). The goal of this project is to create an overall interior and exterior signage & wayfinding standards package based off the existing CPL signage system and new visual brand standards. This standards package will be used to deploy consistent signage & wayfinding components throughout the CPL branches. Along with code compliant signage this project will also address the experiential branding needs of the CPL system. These components will include but not be limited to neighborhood maps, bookcase end cap graphics, and mural theming.

Initially signage and branding documents will be programmed for the Hough CPL Branch. Once that project enters the fabrication stage, finalization of standardized documentation will be created based off of the shop drawings from the chosen fabricator for issuance to CPL.

In-Scope Understanding:

1. Interior Signage
 - a. Create Standards based on the existing system shop drawings.
 - b. Evaluate standards for ADA Alignment and possible additions.
 - c. Design additional changeable standardized components to designate library areas with a retail lens.
 - d. Standard signage details based on design intent for Fabricators to use as basis of design when producing shop drawings.
2. Exterior Signage
 - a. Create exterior site and building signage standards with use of the new CPL Brand. Possibly interactive/selfie worthy signage
 - b. Ideate the translation of the CPL Mark in the built environment.
 - c. Create tertiary site signage design standards for use as needed at any CPL location.
3. Interior Branding
 - a. Design CPL branded standard glass screening options for use in CPL branches.
 - b. Design themed end cap concepts for bookshelves to be used throughout CPL branches.
 - c. Design CPL overall theming direction for all branches holistically and how it would be implemented.



- d. Neighborhood map concept exploration to be executed throughout the CPL branches. Exploration to potentially include overall Branch/Campus History, possibly including a gallery wall of historic photography/art.

DESIGN PROCESS & PHASES

Preliminary Design Phase

During this phase Moody • Nolan, Inc. will conduct a project kick-off meeting to review scope, outline milestones and schedule with the Clients designated project design team.

We will also conduct a series of design work sessions to discuss the In-Scope components and concepts. During these sessions we will also level set the brand language to other existing library brands, trends and concepts that we want to use as benchmarks for this project.

At this time, we will conduct an audit based on you existing installed signage system and or documentation to begin the process of creating a more comprehensive signage standards design intent document and to identify any missing components of the system you may need or want.

In-Scope Meetings: *(PD Anticipated 3 In-person meeting or Virtual)*

1. Kick-off Meeting (Virtual)
2. PD Work session 1
3. PD Work session 2
4. MNI CPL Library Visits

Schematic Design Phase

In this phase Moody Nolan Inc. will finalize the interior signage standard design with any added components needed for review. We will also create preliminary wayfinding strategies (for the Hough CPL Branch) and signage schemes for your review. Preliminary branding concepts/components that align with the design directions discussed at the work sessions would be presented at this time. These concepts will address all In-Scope items but not be limited to icons, maps, nomenclature, and graphic themes.

The final meeting/presentation will be a design approval meeting for CPL to approve all design directions to proceed into the design development phase of the project.

In-Scope Meetings: *(SD Anticipated 3 In-person meeting or Virtual)*

1. SD Design Presentation 1
2. SD Design Presentation 2
3. Design Direction Approval Meeting

Design Development Phase

During this phase Moody Nolan would refine and finalize the wayfinding strategy & signage design of Interior and exterior design components for review and approval. We will also create a preliminary set of signage location plans for the Hough CPL Branch for review and to be completed in the CD phase.



Fully comprehensive graphic branding concepts and components would be presented and refined based on the approved design direction from the SD phase. Moody Nolan will run project estimates closer to the end of the phase to begin the value engineering process if necessary. Concept renderings, and elevations will be created to obtain final owner approval so that creation of construction documentation and production files may proceed.

In-Scope Meetings: *(DD Anticipated 3 In-person meeting or Virtual)*

1. DD Design Presentation 1
2. DD Design Presentation 2
3. DD Design Presentation 2
4. Design Direction Approval Meeting

Construction Documentation Phase

Moody Nolan Inc. will create a set of interior & exterior signage standards for CPL that consist of signage drawings, signage location plans, and 10400 specifications for bidding and fabrication. Prior to the issuing of this document, Moody Nolan Inc. will walk through all final documentation with client representatives for full comprehension and final approval.

Moody Nolan Inc. will also create a CPL Experiential branding package that will illustrate all component designs and their comprehensive approach when executing into any CPL branch. This document will contain and not be limited to elevations of components, overall dimensions, materials specifications, detail drawings, detail sections, construction notes, renderings, and color specifications.

In-Scope Meetings: *(CD Anticipated 3 In-person meeting or Virtual)*

1. Interior & Exterior Signage Standard Construction Documentation Review Meeting
2. Interior & Exterior Signage Standard Approval/Next Steps Meeting
3. Experiential Branding Design Intent Documentation Review Meeting
4. Experiential Branding Design Intent Documentation Approval/Next Steps Meeting

Construction Administration Phase

Due to the at-will roll out of the signage and branding components within each CPL Branch, Moody Nolan recommends that we estimate an add service or go to an hourly proposal once we define the next steps for all components. This will ensure that each CA task is based on the effort needed for whichever branch installation is needed. Our goal is for all design components to be able to be programed by CPL without third party management.

CONTRACT COMPENSATION

Conditions of Agreement

(MNI) services will include but not limited to providing design, material specifications, procurement services, preferred vendors recommendations and required professional certifications for the design completion of the approved concept design. (MNI) will work with fabricators to ensure that design documents are translated into functional hardware, per the Design Intent Documents, for exhibits, displays, graphic layouts, exterior and interior signage.

Assumptions and Understandings



Our proposal has been based on the following assumptions:

- (MNI) will coordinate digital media work which cannot be performed by (MNI) with a media design specialist selected by the client. (MNI) will not be responsible for preparation of AV media design content.
- All copy and story-based information/text will be provided by the client for graphic layout by (MNI).
- An electronic copy of all materials will be provided to the client in the form of Adobe InDesign and PDF format.
- (MNI) will not proceed with any additional tasks not outlined in this scope without written consent by the client or representative prior to the start of that work.
- Necessary building permitting fees that may arise due to this scope of work will be the responsibility of the owner. (MNI) will assist or prepare the necessary documentation needed for such permits if needed.
- All photographs needed for the completion of the project will be provided by the client.
- MEP and IT services are out of scope and not covered by this agreement.
- Procurement of stock images or photography will be billed as a reimbursable expense to the client.

Fees & Terms

For the scope of defined within this document, we propose a lump sum fee of:
\$87,000.00

We are ready to begin work immediately. Moody•Nolan, Inc. is very excited about working with The Greater Dayton Schools team and we thank you for once again including us in the process. Should you have any questions about this proposal, please call me directly at 614-638-6398.

Sincerely,

MOODY•NOLAN, INC.

Earl L. Lee III
PRINCIPAL
DIRECTOR OF ENVIRONMENTAL DESIGN

