

**CLEVELAND PUBLIC LIBRARY**

**Board Meeting**

May 17, 2022

**RESOLUTION AUTHORIZING AMENDMENT TO AGREEMENT WITH MOODY  
NOLAN, INC. FOR DESIGN SERVICES FOR THE HOUGH BRANCH**

WHEREAS, On September 26, 2019, the Board of Library Trustees approved the selection of Moody Nolan, Inc. to provide architectural design services for the Library's new Hough branch for a total fee of \$457,490. The Library and Moody Nolan entered into an agreement for architectural design services on October 29, 2019; and

WHEREAS, The Library has determined that it would be beneficial to amend its contract with Moody Nolan to expand the scope of the architect's services to include environmental wayfinding such as internal and external signage, graphics, and book locker wraps; and

WHEREAS, Moody Nolan proposes to partner with Agnes Studio, a Cleveland-based graphic design firm and certified Female Business Enterprise with whom the Library worked on its brand visual identity refresh project, to provide the environmental wayfinding described herein for an additional fee of \$72,050; and

WHEREAS, The Library currently has a balance of \$16,050 in the design contingency fund, which the Library intends to apply to the cost of the wayfinding services. Accordingly, the Chief Operations Officer recommends that Moody Nolan's fee be increased by \$56,000, thus bringing the architect fee to a total amount not-to-exceed \$513,490; and

WHEREAS, This Board finds that the increase in the fees is fair and reasonable; 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 Library's Director of Legal Affairs, increasing the architect fee by \$56,000 for a total contract amount not-to-exceed \$513,490 being charged to the Construction – Tax-Exempt fund account 40275205-55300 (Construction/Improvements).

Cleveland Public Library  
 ATTN.: Mr. Eric Herman, Capital Projects Manager  
 325 Superior Avenue  
 Cleveland, Ohio 44114

11 May 2022

**RE: Cleveland Public Library – Hough Branch  
 Additional Service Request 02**

Dear Eric,

The design team respectfully requests approval of an Additional Service Request to incorporate Environmental Wayfinding Consulting into its scope of work for the proposed Cleveland Public Library (CPL) Hough Branch.

CPL directed Moody Nolan to incorporate Environmental Wayfinding into its scope of work during a meeting on May 10, 2022. Agnes Studio will serve as the Environmental Wayfinding consultant for the Project and be under contract with Moody Nolan. A proposal provided by Agnes Studio is attached as an exhibit to this letter.

Additional Services Fees are requested by Moody Nolan to support the Environmental Design effort, and Osborn Engineering requests an additional fee to support electrical engineering, design, and specification to support exterior building signage.

Costs for the additional service are reduced with the utilization of the balance of Moody Nolan's Design Contingency Allowance for the project.

Proposed Additional Service 01 Fees:

Agnes Studio Environmental Design	\$67,550.00
Moody Nolan	\$2,500.00
<u>Osborn Engineering</u>	<u>\$2,000.00</u>
<b>SUBTOTAL</b>	<b>\$72,050.00</b>
<b>Minus Design Contingency Balance</b>	<b>(\$16,050.00)</b>
<b>TOTAL</b>	<b>\$56,000.00</b>



Please feel free to contact our office if there are any questions or comments.

Sincerely,



Robert M. Donaldson, AIA, LEED AP BD+C, NCARB, FitWel Ambassador  
Senior Associate  
Project Manager

CC: Anne Hartman, Moody Nolan  
Aaron Askew, Moody Nolan  
File



Cleveland Public Library  
 ATTN.: Mr. Eric Herman, Capital Projects Manager  
 325 Superior Avenue  
 Cleveland, Ohio 44114

11 May 2022

**RE: Cleveland Public Library – Hough Branch  
 Design Contingency Allowance**

Dear Eric,

The design team is incorporating Environmental Wayfinding Consulting into its scope of work for the proposed Cleveland Public Library (CPL) Hough Branch at the direction of CPL.

Agnes Studio has met with CPL and Moody Nolan to discuss the scope of services for Environmental Wayfinding Consulting. A proposal provided by Agnes Studio is attached as an exhibit to this letter.

To support this additional services request, Moody Nolan will utilize the balance of its Design Contingency Allowance to partially fund this effort with the balance requiring CPL to provide a contract adjustment to our Prime Agreement.

Design Contingency Allowance:	\$18,450.00
(20 September 2019 Technical Proposal)	
Additional Service Request #01	(\$2,400.00)
<u>Additional Service Request #02</u>	<u>(\$16,050.00)</u>
Remaining Design Contingency Allowance	\$0.00

Please feel free to contact our office if there are any questions or comments.

Sincerely,



Robert M. Donaldson, AIA, LEED AP BD+C, NCARB, FitWel Ambassador  
 Senior Associate  
 Project Manager

CC: Anne Hartman, Moody Nolan  
 Aaron Askew, Moody Nolan  
 File





05/10/2022

**TO** Kathleen Sonnhalter, LEED AP BD+C  
Capital Projects Manager, Cleveland Public Library

**FROM** Danielle Rini Uva and Katie Parland  
Partners, Agnes Studio

**REGARDING** Cleveland Public Library  
Environmental (exterior and interior) Wayfinding Consultation proposal, *revised*

Dear Kath,

Thank you for inviting us to submit a proposal for CPL’s environmental wayfinding needs. Enclosed you will find:

<b>OVERVIEW</b>	2
<b>DELIVERABLES &amp; ESTIMATE</b>	3
<b>BACKGROUND</b>	4

We’d love to see the branding for the Library reach its full potential! Collaborating with you, Signature Sign, and Moody Nolan, we will create a design plan that can be used throughout the library system. It will help realize the goals of the Master Plan and the branding: to help you communicate consistently as an invaluable community entity and national leader; develop a design package to give the brand a solid foundation so that you can continue to evolve as an institution; differentiate Cleveland Public Library; support the good work you do with good design.

Because of CPL’s unique position—a presence in every neighborhood—a signage program can help signal its place, vibrancy, commitment, and importance. We hope we can work together.

*Kind regards,*

**PARTNERS, AGNES STUDIO**

THIS PROPOSAL IS VALID FOR 30 DAYS



## Overview

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As a small, experienced firm, we are just the right size and strive to deliver projects with a deep understanding of place and culture. We start by asking a lot of questions, pushing aside assumptions to find the distinctive, essential message that communicates the value of our client's work. Each project begins with a kick-off meeting, research, sketches, and concept development, to get to the root of the design problem we want to solve. Our clients are our collaborators, and we assemble small, dedicated teams to meet the needs of each project.

**Wayfinding** encompasses all of the ways in which people orient themselves in physical space and navigate from place to place—inside and outside. It is an information system that guides people through a physical environment and enhances their understanding and experience of the space and should be consistent, clear, open, flexible, and accessible.

Cleveland Public Library has developed a Master Plan alongside a strategic rebrand. Both initiatives are underway. As the buildings are upgraded, their interior and exterior wayfinding needs to be addressed thoughtfully, creatively, and consistently. We want people to understand where they are and to feel a part of the Library community.

**Our goal** is to create a unified wayfinding system that is easily recognizable as the Cleveland Public Library with the flexibility to adapt to individual locations and strengthen over time.



# Deliverables & Estimate

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**Part 1: Interior**

- Icon program (**up to 50**) for interior and section signage, specifics TBD.
- Determine the hierarchy of signage program, for the entire institution. Will include TechCentral, Writers & Readers, each unique area, **up to 12**.
- Guidelines for shelf wayfinding for two campuses. To include: shelf wayfinding, shelf end panel graphic artwork (magnetic substrate, photography?), section signage (**up to 12**: teen, children, etc.), circulation desk.
- Wall map with timeline of CPL history, **one design**, which can be scaled depending on usage.
- Graphic wraps for book lockers.
- Meetings and presentations, up to **eight hours**.

**ESTIMATE** ..... \$24,750

**Part 2: Exterior**

- Visit site location for research and measurements, up to **two** (Hough & Jefferson).
- Door signage program (likely vinyl) for **two campuses** (Hough & Jefferson). Will serve as an example for other campuses.
- Dimensional building signage for **two campuses** (Hough & Jefferson). Will serve as an example for other campuses.
- Collaborate with LAND studio on outdoor monument signage unique to each campus, up to **6 hours** for two locations. Design brand/size/scale/proportion parameters for artists.
- Meetings and presentations, up to **eight hours**.

**ESTIMATE** ..... \$19,700

**Part 3: Miscellaneous**

- Communication deck for potential funders for signage and wayfinding.
- Revise Environmental Brand Guidelines.
- Meeting with individual design teams in a 1½ hour design charrette(s) to develop concepts and discover best points of continuity for individual design while considering brand standards, up to **three** charettes.
- Review designs from other entities (Takeform). Suggest revisions and best practices, **10 hours** included. Additional interior signage will be billed at the hourly design rate.
- Meetings and presentations with other vendors: present concepts to Administration for review and comment, hourly as needed, **8 hours** included.

**ESTIMATE** ..... \$18,100

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**RATES:** Partner Consultation, both principals: \$360 **Art Direction**, collaboration, strategy, and direction: \$165, **Design**, strategic implementation: \$130, **Production**, edits, revisions, mechanical building, project management: \$100

**ALLOWANCE:** \$5,000 for unforeseen design consultation.



Founded in 2009, Agnes Studio\* is an award-winning graphic design firm that develops distinctive, fully-integrated identities, working from a place of curiosity, intuition, and respect. Long-lasting and rooted in classic design principles that we push as far as possible, we build visual languages that empower our clients and inspire their audiences to act, invest, explore, and love. We enjoy solving complex problems through design solutions that are beautiful and smart.

We are a business whose clientele reflects our beliefs and interests: design, fine art, theatre, education, humor, nature, sustainability, urban planning, landscapes, creating space for the voices often ignored, small and big businesses with exceptional products, public art, books, ice cream, and those aiming to make the world a better place.

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**Female Business Enterprise:** Agnes Studio (RUL, Ltd.) has been a 100% female-owned business since its inception in 2009. The corporation is divided between its two partners, Danielle Rini Uva and Katie Parland.

**Equal Opportunity:** Agnes Studio is an equal opportunity employer. In accordance with anti-discrimination law, it is the purpose of this policy to effectuate these principles and mandates. Agnes Studio prohibits discrimination and harassment of any type and affords equal employment opportunities to employees and applicants without regard to race, color, religion, sex, age, national origin, disability status, protected veteran status, sexual orientation, or any other characteristic protected by law. Agnes Studio conforms to the spirit as well as to the letter of all applicable laws and regulations.





**We've worked with:** large institutions, small businesses, schools, environmentalists, tech start-ups, Fortune 500 companies, cities, artists, journalists, non-profits, magical thinkers, publishers, shops, theatres, museums, and ice cream makers.

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Aristotle Design Group	Free Period Press
Barrie Projects	GE Lighting
CAN Triennial	Hear Her Sports
Carnegie Museum of Art	Kent State University,
Case Western Reserve University	Cleveland Urban Design Collaborative
City of Akron	Key Bank
Great Streets Initiative	Lakewood Public Library
Akron Parks Collaborative	LAND Studio
The Cleveland Foundation	Legal Aid Society of Cleveland
Cleveland Kraut	Mitchell's Homemade Ice Cream
Cleveland Museum of Art	Nature Center at Shaker Lakes
Cleveland Museum of Natural History	Neighborhood Leadership Institute
Cleveland Public Library	NEON Juice Co.
Cleveland Seed Bank,	Pattern Play Glass
The Hummingbird Project	Philomena Bake Shop
Cleveland State University	Pop Life Universe
Conservancy for Cuyahoga Valley	Praxis Fiber Workshop
National Park	Regrid, Nationwide Parcel Data
Daily Press Juice Bar & Cafe	Seventh Hill Design
Deru Landscape Architecture	St. Clair/Superior Development Corp.
Dobama Theatre	Suzuran Photography
Double Rainbow Shop	Tiny Earth Toys
Dunham Tavern Museum & Gardens	Titan Realty
Euclid Brewing Company	Tri-C JazzFest
Fair Housing Center for Rights & Research	University Circle, Incorporated
Fifth Street Arcades	University Hospitals
Forgotten Fruits Ice Cream	Written Word Media