



# Library Limited Edition

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Presented by  
Dallas Public Library  
December 11, 2006

# Background

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- Library Master Plan calls for “alternative outlet site considerations” –co-locations and mall locations
- **Co-locations** provide opportunities to:
  - Share resources
  - Extend service hours
  - Share staff and security
  - Broaden user base

# Background (cont.)

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- Since 2005, the Library has opened two new co-locations with DISD and continues to seek partnerships with other city services as appropriate.



# Background (cont.)

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- **Another co-location opportunity is mall co-location which provides opportunities to:**
  - Raise visibility for the library and other City services
  - Create new users
  - Challenge libraries to focus on those services that compete with retail market, i.e. affects formats and displays
  - Generate high pedestrian traffic
  - Provide gateway into the whole library system

# Background (cont.)

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Staff has:

- Researched the mall library concept
- Found several library systems have used mall locations with success:
  - King County (Washington)
  - Birmingham, Alabama
  - Toronto



# Guidelines

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- Based on this research, Library developed a prototype/guidelines for how this service might look and operate
- *Guidelines*
  - Pilot project, one year duration
  - Not intended to be a full-service branch
  - Limited hours
  - Limited staff
  - Rotating collection
  - Targeted programming
  - Use currently budgeted city resources
  - A sponsoring partner willing to provide financial/in kind project support
  - After one year, assess success before extending term or duplicating service



# Identified Partnership

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- NorthPark Center identified as possible pilot site for a prototype based on:
  - NorthPark is the busiest mall within the city
  - Located in center of city with accessibility to many highways, public transportation
  - The “busyness” of this location would provide best environment to test the prototype.

# Identified Partnerships (cont.)

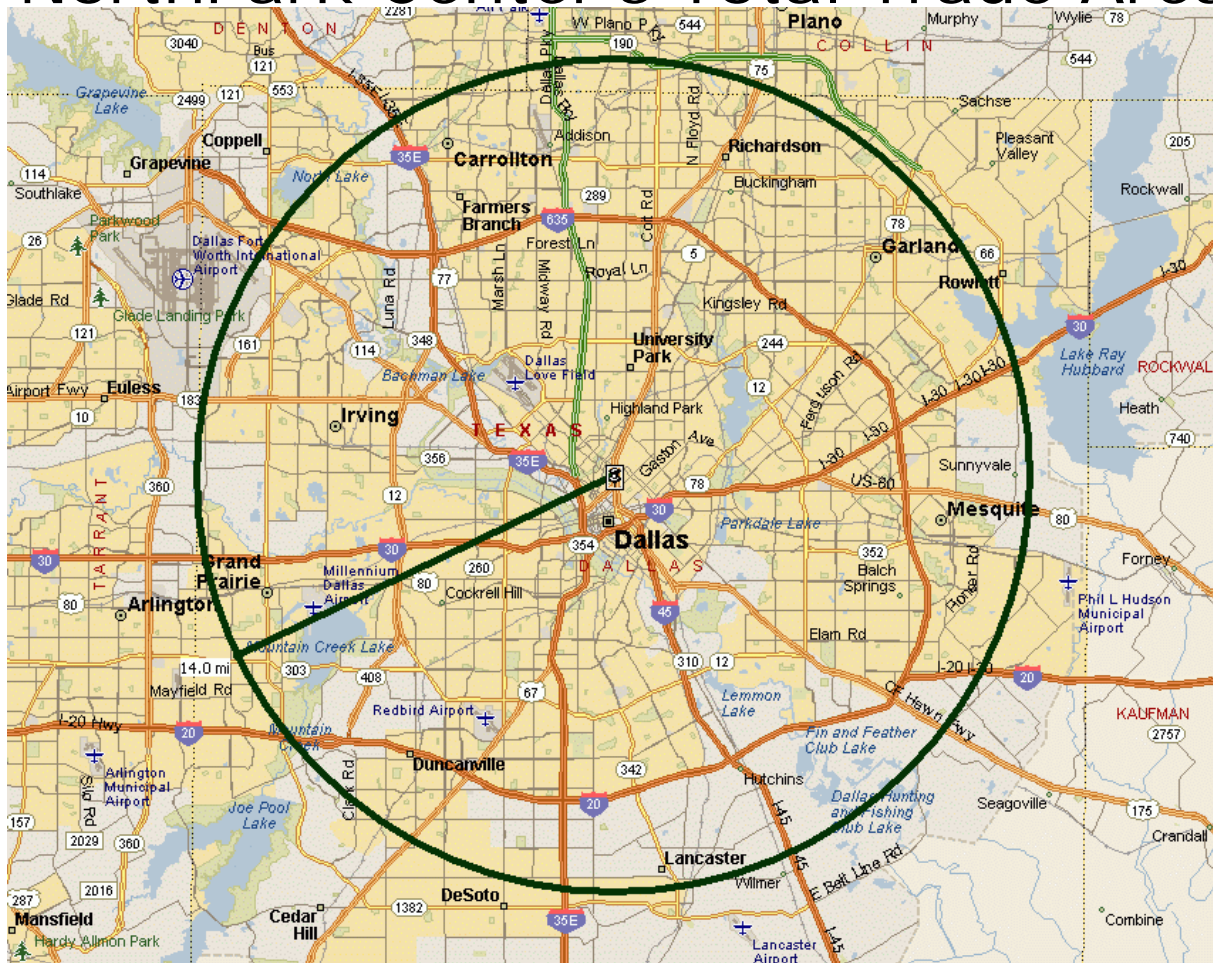
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- NorthPark's Trade Area Profile:
  - Average Age - 32 years old
  - Family centered
  - Primary trade area encompasses 20 zip codes within a 10 mile radius and accounts for almost 60% of sales at NPC.
  - Secondary trade area encompasses 14 additional zip codes within a 12-14 mile radius and generates 11% of the total sales
  - Based on demographics, library targeted children ages birth-8<sup>th</sup> grade



# Identified Partnership (cont.)

- NorthPark Center's Total Trade Area



# Identified Partnerships (cont.)

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- Presented proposal letter to Ms. Nancy A. Nasher, President and CEO of NorthPark Development Company outlining the following conditions:
  - NorthPark would provide free space and finish-out
  - Library would provide staff and collection of children's and parenting materials
- NorthPark indicated interest and several meetings have been held with NorthPark



# Conditions of Partnership

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- NorthPark has enlisted architectural services to finish out the space
- NorthPark will provide at no cost 3,040 square feet of space to include:
  - Signage
  - Lighting
  - Electrical
  - Art

# Conditions of Partnership (cont.)

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- Library will provide:
  - 3,000-5,000 item rotating collection
  - Rotating staff of at least one Library Associate and one Customer Service Representative
  - Daily children's programming by Dallas Public Library Children's Librarians (rotating)
  - 3 public computers
  - Furniture, fixtures, and equipment

## Next steps

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- Library Department and NorthPark will approach our library shelving and furniture vendors with opportunity to showcase their products and be corporate sponsors of this pilot project.



## Next Steps (cont.)

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- The pilot project will operate for one year to gauge success.
- Any additional locations will require additional staff and will be requested in upcoming budget bids.