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# ART PLAN

The New Zoo At Elk Grove  
Elk Grove, California

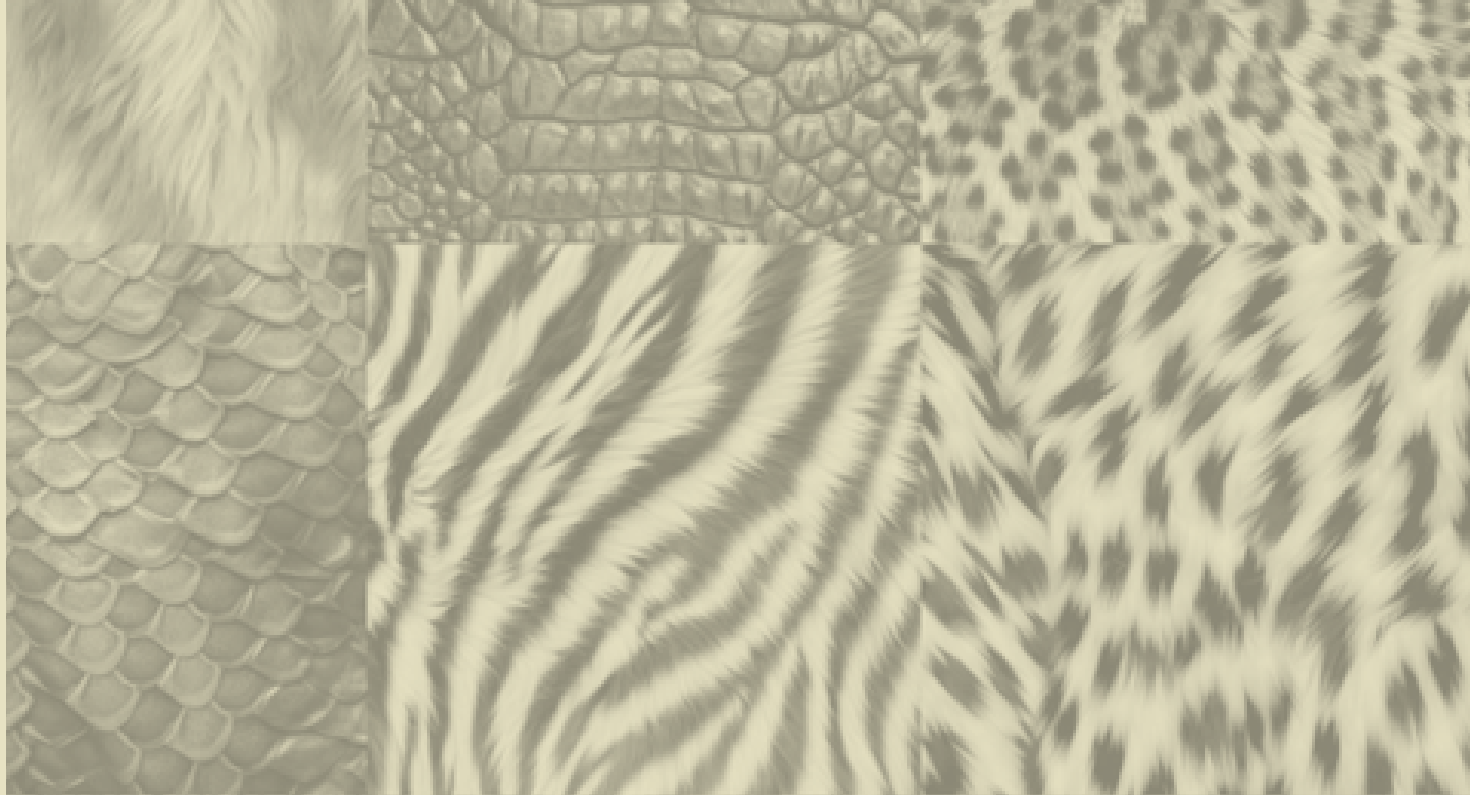


February 22, 2024

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## INTRODUCTION

There is an opportunity for the artwork at the New Zoo to accomplish something exceptional and rare. The Zoo can acquire significant works of art that can add another layer to the wonder and incomparable experience of observing wild animals in their natural habitat. This Art Plan supports the selection of artists who are interested in exploring ways of adding to the New Zoo's experience by imagining and creating works of art that interpret the spirit, culture, community, and goals of the New Zoo.

This Art Plan describes what the artworks are meant to accomplish. It describes priority sites and opportunities for art and budgets in the first two major phases of the zoo construction. In addition, it is meant to guide Zoo and City staff, artist selection panels, the Arts Commission, and City Council in future phases of the project and throughout the life of the New Zoo development.

The plan was created with input from City and Zoological Society staff, the City Arts Commission, and the New Zoo design team. It is consistent with the City's Percent-for-Art Program, Public Art Design Guidelines, and public art process and takes into consideration the vision and priorities for the New Zoo.

This plan builds a process whereby the acquisition of world-class art creates another exciting reason to visit the New Zoo and contributes to the New Zoo's goal of creating an entirely new level of experience that will forever redefine Zoological parks.



Credit: Johannes Burge

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## DIRECTION + GOALS FOR THE ART PROGRAM

For an artist, it is a challenge to compete with the visual marvel of the experience of seeing animals in a Zoo. The typical strategy is to make a realistic animal sculpture, but if the animals are right there in the Zoo, that strategy can be viewed as redundant, because such literal depictions are never as interesting as the animals themselves. The goals below encourage the selection of artists interested in exploring ways of adding to the New Zoo experience by making work about aspects of animal life, animal environments or conservation. Artists might choose tactics like metaphor, scale, play, or humor, among other approaches.

Artworks acquired for the New Zoo should:

- **explore aspects or details of the wildlife that visitors can't see or experience;**
- **create emotional responses that enhance scientific understanding;**
- **consider the New Zoo's conservation priorities;**
- **be integrated with the characteristics of the artwork's location, yet stand alone as unique and distinctive;**
- **contribute to the unique identity of the New Zoo;**
- **be engaging to visitors of all ages; and**
- **add to, not replicate, the experience of viewing animals.**

# PRIORITY SITES + OPPORTUNITIES FOR ARTWORK

When completed the New Zoo will be built on a +65-acre site in potentially five separate phases. This plan outlines priority sites and art opportunities for Phases 1A and 1B of the New Zoo. Phases 1A and 1B represent the largest construction phase and the core of the New Zoo project with the development of 18 animal habitats, main entrance building, store, lodge, restaurant, event center and play area. Future phases include an administrative complex and Zoo exhibits featuring animals native to California and Australia.

As the New Zoo grows and future phases are planned, the selection of sites and opportunities for art should prioritize those places that are the most accessible to the public, mark or emphasize major entrances and exits to areas of the Zoo, and consider the goals and direction for art at the Zoo as outlined in this plan.

There are three primary sites for art in Phases 1A and 1B, details of which are outlined below.

## A. MAIN ENTRANCE

### Approximate Budget: \$900,000

A spacious plaza with seating and shade trees creates a place for visitors to gather, meet, wait, and relax before and after their visit. The plaza presents an opportunity for the placement of a monumental and iconic artwork (or artworks), that sets the tone for the visitor's journey and experience and embodies the unique identity of the New Zoo at Elk Grove.

Rendering of Zoo Main Entrance



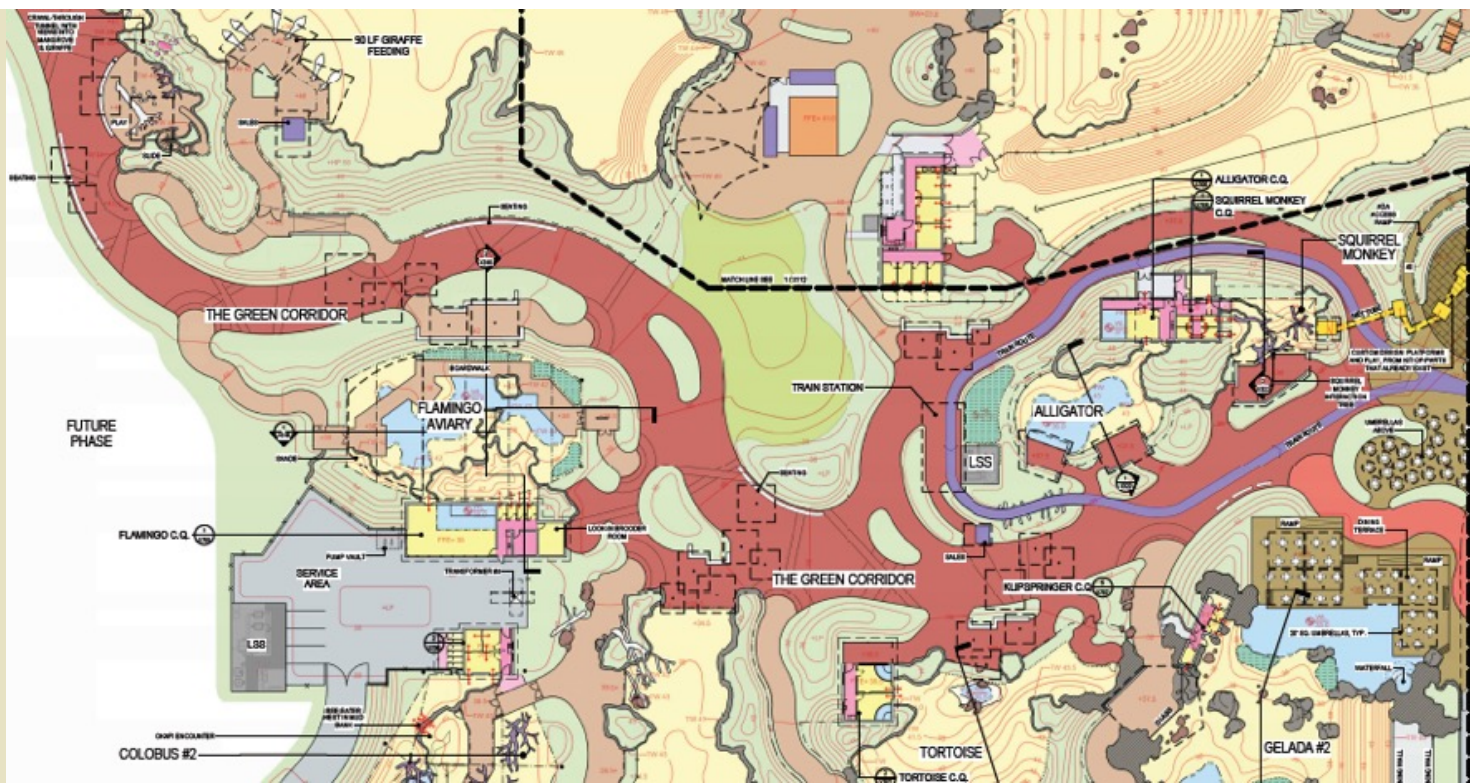


## B. THE GREEN CORRIDOR

Approximate Budget: \$500,000

The Green Corridor is a 1,000-foot-long thoroughfare connecting the Zoo's primary exhibits from the entrance to its terminus at the children's play area. The winding river-like pathway is bordered by native California plants, flowers, and trees. Interpretive signs along the way provide places to pause and learn about the nearby exhibits.

The artworks in this area should reinforce the visitor's experience of an intuitive journey through the Zoo. Here, there is an opportunity for the artist to create multiple surprising, intimate, and interconnected artworks.



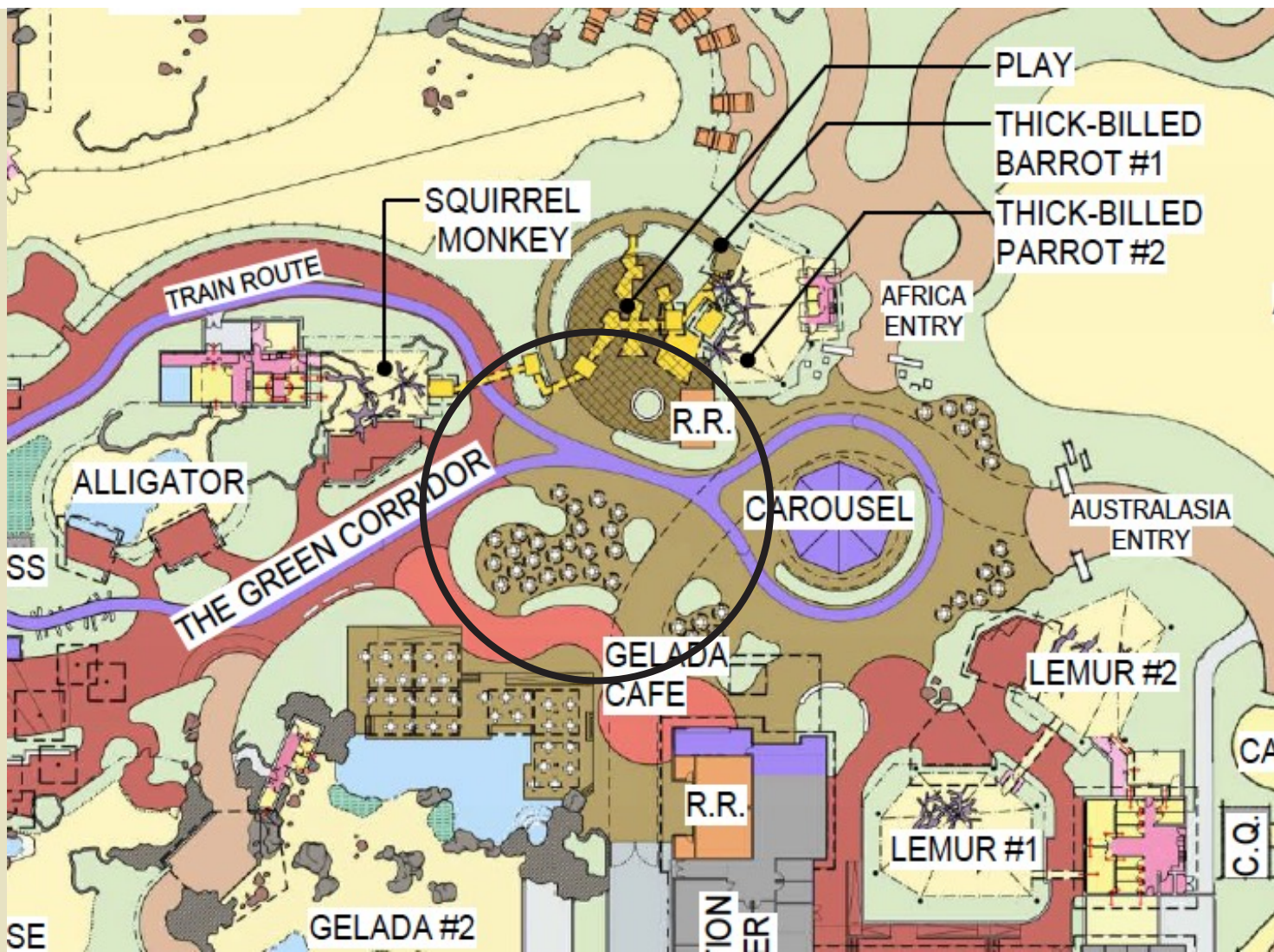
 – The Green Corridor

### C. PLAY AREA (FUN ZONE)

Approximate Budget: \$284,000

The play area is distinguished by color echoing the plumage of the Thick Billed Parrots in the adjacent exhibit. Other features include a carousel, café, and large seating area. A multi-level play structure consisting of three towers, the tallest of which is more than 50-feet high, provides a close-up experience of the forest canopy populated by butterflies, monkeys, and birds.

The art in this area should function as a gateway between the Green Corridor and the Play Area and, like the Play Area itself, it should be colorful, lively, and interactive.



Circle depicts entrance to the Play Area



# ARTIST SELECTION PROCESS

Acquisition of artwork for every phase of the Zoo is based on the art selection process, available funds, and eligibility requirements and criteria for selection outlined below.

## ELIGIBILITY REQUIREMENTS

Professional and practicing artists are eligible to participate.

## SELECTION CRITERIA FOR ARTISTS + ARTWORKS

Artworks in all media may be considered but must be durable and maintainable for the life of the New Zoo.

Criteria for selection for artists and artworks include but are not limited to the following considerations:

- **Artistic Merit:**  
Demonstrated successful creative, innovative, and effective approach in comparable projects and proven mastery or skill in at least one artistic medium.
- **Meet Project Goals:**  
Ability to create an artwork that meets the goals of the project as outlined on page 4.
- **Relevant Skills and Experience:**  
Skills and experience that reflect the applicant's ability to carry out the commission, keep the project within budget, to complete and install the work on schedule, and ability to work collaboratively with other design professionals, stakeholders, and staff. Applicable licenses required to perform the installation of the artwork.
- **Artwork Maintainability:**  
Knowledge of and ability to work with durable materials that are appropriate for long-term exposure in a public environment and that require minimal care and long-term maintenance.
- **Artwork is Appropriate to the Site:**  
Ability to create an artwork for the site that is appropriate in scale, media, and design.
- **Represent the diversity of the Elk Grove community and the Sacramento region.**

## ARTIST SELECTION PROCESS

A Review Panel is established by City and Zoological Society staff in consultation with an art consultant for, at minimum, each phase of the Zoo project.

The Review Panel is comprised of a diverse group of individuals representing the Zoo, Arts Commission, New Zoo design team, and seasoned arts professionals. They bring crucial expertise and perspectives to the art selection process. City staff identifies prospective panelists with recommendations from the Zoological Society. The panel is established to review project applications and recommend artists and artwork proposals to the Arts Commission based on the criteria for selection and goals of the Project.

Each review panel is comprised of a minimum of six voting members including:

- **Two (2) Arts Commissioners**
- **One (1) City staff member**
- **The New Zoo Architect/Lead Designer or designee (1)**
- **Two arts professionals (2)**
- **The Zoo Director or designee (1)**



The art selection process involves multiple steps:

- 1** Art Plan approval by Arts Commission
- 2** Art Plan approval by City Council
- 3** Request for Qualifications distributed nationally
- 4** Pre-Qualified Pool Established  
Based on eligibility requirements and ability of the applicants to accomplish the goals outlined in the Art Plan, a prequalified pool of artists will be established by City staff, a public art professional, and a representative from the New Zoo design team.
- 5** Finalist Selection  
Review Panel selects finalists from the pre-qualified pool of artists based on the quality of the artist/artist teams past work and qualifications as outlined in the New Zoo Art Plan. Finalists are reviewed by the Arts Commission for feedback prior to issuing Service Purchase Orders to the selected finalists to develop artwork proposals including a budget and concept.

- 6** Artist/Proposal Selection  
Review Panel reviews finalist proposals and makes a selection.
- 7** Artist/Proposal Selection  
Elk Grove Arts Commission reviews the Review Panel recommendations and provides a recommendation, with or without conditions, to the City Council.
- 8** Artist/Proposal Approval  
City Council approves or disapproves the artwork proposal, with or without conditions.

## BUDGET

The New Zoo art program budget outlined below is for Phases 1A and Phase 1B and may change based on the New Zoo construction budget.

Artwork budgets for future phases of the project will be set by City staff consistent with the 2016 City resolution implementing the percent for the arts program for art in publicly funded facilities and parks, which recommends the following allocation to art:

- **2% of eligible construction costs for the first 10,000,000; and**
- **1% of eligible construction costs above the first \$10,000,000.**

It is recommended that any unspent New Zoo art allocation contingencies for Phases 1A, 1B and future phases be set aside for artwork maintenance, outreach, or education programs at the New Zoo.

Zone/Description	Budget
Entry	\$900,000
Green Corridor	\$500,000
Play Area	\$284,000
<b>Subtotal</b>	<b>\$1,684,000</b>
Administration costs: Program administration and contingency	\$421,000
<b>Total</b>	<b>\$2,105,000</b>

## SCHEDULE

Phase 1A and Phase 1B artwork fabrication and installation schedule

Art Plan approved	May 2024
Artist selection and conceptual design approval	2024–2025
Artwork final design development	2025
Artwork fabrication	2026–2029
Artwork installation (to coincide with the New Zoo construction schedule)	2026–2029

## MAINTENANCE + CONSERVATION

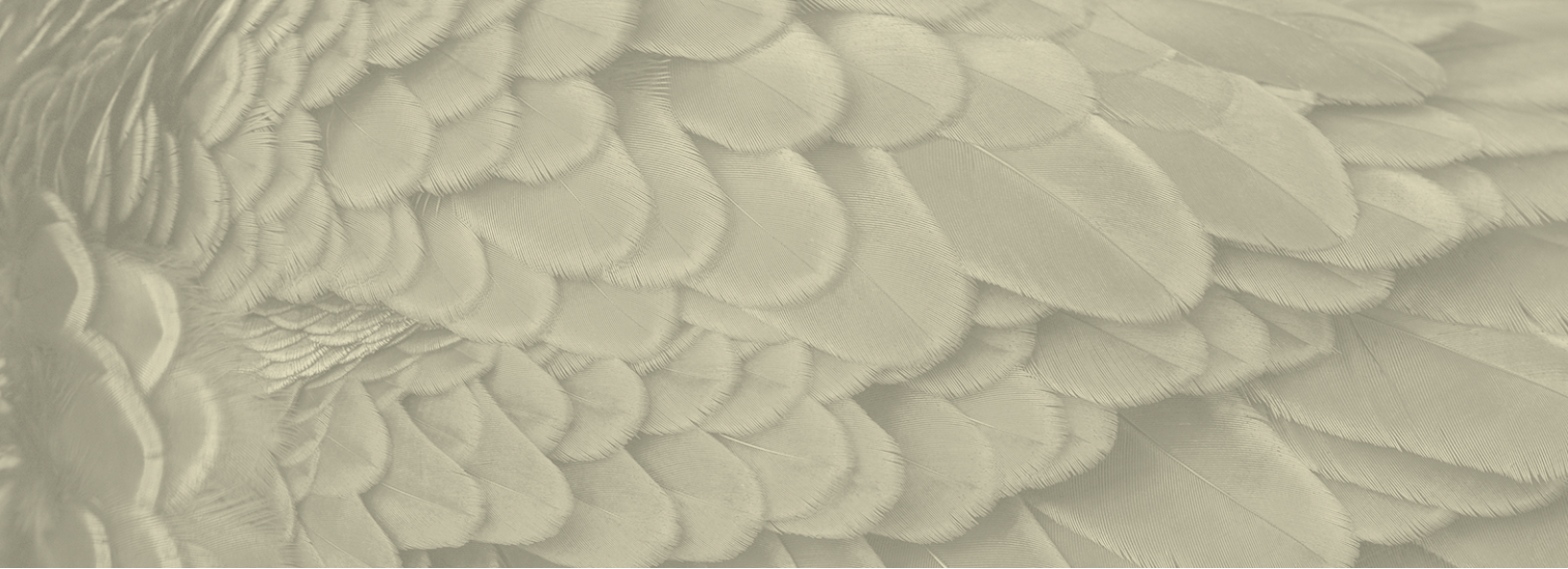
The artworks at the Zoo should be designed to last as long as the Zoo. Materials able to sustain long-term exposure to the elements such as bronze, steel, and stone are preferred. Maintenance specific to each artwork is to be considered as part of the selection process. A maintenance plan will be developed for each new artwork.

The Commission will make a recommendation to the City Council on what type of maintenance and/or reconditioning may be required for a specific piece of artwork as part of its recommendation to City Council.

Funding and coordination of artwork maintenance shall be provided by the Zoo.

## ART PROGRAMMING + EDUCATION

It is recommended that the performing, visual, and literary arts are used to further engage visitors. Art workshops, classes, and art camps in drawing and poetry for example, can augment visitors' experience of the wildlife, create memorable experiences, and encourage an appreciation of environmental values in daily life.



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# ARTWORK DONATIONS

These guidelines are to be used for the purposes of accepting artwork donations.

## ACCEPTANCE OF A GIFT IS BASED ON THESE CRITERIA:

- Artistic quality of the artwork.
- The extent to which the gift meets the goals outlined in the New Zoo Art Plan.
- The receipt of payment for all costs associated with the gift including transportation, installation, and maintenance over time, as determined by the City.
- The availability of an appropriate public site for the artwork.

## PROCESS FOR ACCEPTANCE

**Step one:** The prospective donor submits a written proposal to the Zoo Director and City staff that includes:

- A visual representation of the artwork.
- A written description of the artwork concept, dimensions, and materials.
- Artist background information, resume, and/or bio.
- Estimated value of the artwork.
- A description and estimated cost to maintain the artwork.
- A site plan showing the proposed artwork location. Engineering and architectural plans by design professionals should be included for proposed artworks.

**Step 2:** Upon affirmative recommendation by the Zoo Director and City staff of potential acceptance of the donation, the proposal is submitted to the Arts Commission for review and recommendation to the City Council.

**Step 3:** Upon recommendation by the Arts Commission, the donation is submitted to the Elk Grove City Council for review and acceptance or rejection.



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# DEFINITIONS

**Public Art:** An original work of art or artwork that is accessible to the public and that has been approved as public art by the Arts Commission and City Council. Appropriations for the acquisition of public art shall not be expended for any art objects which are mass-produced and of standard design. However, limited editions, signed by the artist; original prints; cast sculpture or photographs may be purchased.

**Arts Commission:** A commission appointed by City Council to recommend artworks to be acquired by the City of Elk Grove.

**Arts Professional:** An arts professional has expertise in the visual arts. Examples are visual artists, curators, educators, public art administrators and project managers, and others who engage in specialized practices pertaining to the arts.

**Art Review Committee:** A committee selected by the City Manager and the Zoo Director, in consultation with a knowledgeable art consultant, to review applications and proposals for artwork and make recommendations to the Arts Commission.