

BEFORE THE METRO COUNCIL

FOR THE PURPOSE OF REVIEW AND ) RESOLUTION NO. 13-4437  
APPROVAL OF THE OREGON ZOO )  
PUBLIC ART ADVISORY COMMITTEE'S ) Introduced by Councilor Carlotta Collette  
FIRST ART COMMISSION )  
RECOMMENDATIONS )

WHEREAS, at the General Election held on November 4, 2008, the Metro Area voters approved Oregon Zoo Ballot Measure 26-96, entitled “Bonds to Protect Animal Health and Safety; Conserve and Recycle Water” providing funding for \$125 million in capital improvements at the Oregon Zoo (“Oregon Zoo Bond Measure”); and

WHEREAS, on September 22, 2011, Metro Council adopted Resolution No. 11-4292, “For the Purpose of Adopting the Oregon Zoo Bond Implementation Plan,” accepting and approving the Oregon Zoo Bond Implementation Plan and authorizing the Zoo to proceed to secure land use and development permits and approvals, procure design and construction services, and construct the Oregon Zoo Bond funded projects as set forth therein; and

WHEREAS, Metro Code Section 2.07.060 entitled, “One Percent for Art Program – Implementation,” requires that the Metro Council adopt guidelines for implementing Metro's One Percent for Art Program; and

WHEREAS, on August 4, 2011, Metro Council adopted Resolution No. 11-4282, “For the Purpose of Establishing Additional One Percent For Art Program Guidelines For Oregon Zoo Ballot Measure 26-96 Construction Projects,” providing for a programmatic approach to implementation of Metro’s One Percent for Art Program requirements for the Oregon Zoo Bond Measure public improvement projects, and establishing criteria for the selection of art for said projects; and

WHEREAS, the “One Percent For Art Program Guidelines For Oregon Zoo Ballot Measure 26-96 Construction Projects” established the Oregon Zoo Public Art Advisory Committee (“OZPAAC”) to, among other functions: recommend suitable art forms and the appropriate locations for artwork within the Zoo bond projects and in proximity to bond projects; establish an artist selection process; seek input from stakeholders; and select the artists and works of art in accord with the established selection criteria; and

WHEREAS, the “One Percent For Art Program Guidelines For Oregon Zoo Ballot Measure 26-96 Construction Projects” require that the Metro Council maintain oversight, review and approval of the OZPAAC’s recommended art location and types; and

WHEREAS, the OZPAAC recommends that the one percent for art program funds be allocated to three areas of the Zoo proximate to the visitor hubs identified in the bond implementation plan: the west hub, central hub and east hub, with the artwork in the east hub to be commissioned first, and installed concurrently with the new elephant habitat construction; and

WHEREAS, the OZPAAC has selected artist Catherine Widgery from a group of 13 artists responding to an RFQ for public art to be located at the east hub; and


WHEREAS, the OZPAAC recommends that the art for the east hub feature the design types proposed by Ms. Widgery and described in the attached staff report (the “First Art Commission”); and


WHEREAS, the Metro Council wishes to approve the OZPAAC's recommendations as set forth herein, now therefore:

BE IT RESOLVED that the Metro Council hereby:

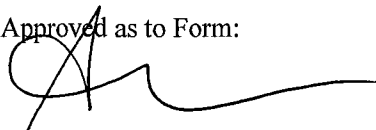
- 1) Approves the Oregon Zoo Public Art Advisory Committee's recommendation to allocate Oregon Zoo Ballot Measure 26-96 Construction Project One Percent for Art Program funds to the Oregon Zoo Bond Implementation Plan's east hub; and
- 2) Approves the Oregon Zoo Public Art Advisory Committee's First Art Commission recommendations.

ADOPTED by the Metro Council this 6 day of June, 2013.

  
Tom Hughes, Council President



Approved as to Form:

  
Alison Kean Campbell, Metro Attorney

## STAFF REPORT

### IN CONSIDERATION OF RESOLUTION NO. 13- 4437 FOR THE PURPOSE OF REVIEW AND APPROVAL OF THE OREGON ZOO PUBLIC ART ADVISORY COMMITTEE'S FIRST ART COMMISSION RECOMMENDATIONS.

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Date: May 20, 2013

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## BACKGROUND

As outlined below, the zoo is addressing percent-for-art expenditures programmatically by dividing the designated one percent of direct construction costs into three allocations for artwork. Each allocation is essentially aligned with one third of the bond-funded zoo campus construction, geographically west, central and east. This resolution addresses the first of these three allocations, designated for the east hub and environs site which includes the new elephant habitat. With the second and third commissions to follow, the Oregon Zoo Bond Program will bring a resolution to Metro Council to review and approve recommendations of the Oregon Zoo Public Art Advisory Committee regarding the locations and forms of art.

Metro Code section 2.07 states the agency policy of spending one percent of direct construction costs, on projects valued at more than \$100,000, towards public art.

In 2008 voters approved Ballot Measure 26-96 (the "Oregon Zoo Bond Measure 26-96") to support several improvements to the physical environment and operation of the Oregon Zoo with \$125 million in capital improvements. Staff determined the most effective use of the percent for art funds would be to designate them programmatically rather than on a project-by-project basis. This would enable a more strategic approach to the selection and installation of public art at the zoo and leverage the monies to greater effect for the public and the campus.

Metro Council passed resolution No. 11-4282 which approved a programmatic approach to using percent-for-art funds and established guidelines to provide the direction necessary for implementation of zoo bond percent-for-art program. The guidelines included appointing an Advisory Committee to:

- Recommend suitable art forms and work with project architect to designate appropriate sites;
- Recommend program expenditures;
- Identify criteria for selection of each project's art, including artist's qualifications based on past work, highest aesthetic quality, and consideration for safety, durability, maintenance, safety and public access; and
- Select artists and art forms.

The Council will "maintain oversight, review and approval of the Advisory Committee's recommended art location and types."

The Oregon Zoo Public Art Advisory Committee (OZPAAC) roster of members, serving two-year renewable terms, is:

- Marcela Alcantar, Alcantar and Associates, Oregon Zoo Bond Citizen's Oversight Committee
- Carlotta Colette, Metro Councilor

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- Deana Dartt-Newton, Curator of Native American Art, Portland Art Museum
- John Forsgren, Forsgren Design Studio, Regional Arts and Culture Council Public Art Advisory Committee
- Kregg Hanson, Oregon Zoo Foundation Trustee Emeritus, OZPAAC Chair
- Horatio Law, Artist
- Brent Shelby, Oregon Zoo Bond Program Project Manager
- Tyson Stoianoff, Oregon Zoo Senior Visual Communications Designer
- Anne Storrs, Artist
- Katie Weinstein, Oregon Zoo Public Art Administrator

The agenda of each OZPAAC meeting since they began on June 27, 2012 has been designed to build towards the first percent-for-art commission. Highlights are listed:

- June 27, 2012 – Committee receives Bond Implementation Plan from then zoo bond program director, Craig Stroud. A Committee Charter is drafted and reviewed.
- August 1, 2012 – Committee approves charter. Committee receives an overview of zoo public art collection and a breakdown of demographics to better understand current collection, presented by public art administrator Katie Weinstein. In short, the current collection is dominated by objects—sculpture—and more than two-thirds of the pieces are by local artists. The Committee identifies adding diversity to the collection, both in terms of types of art and artists as a goal.
- September 5, 2012 – Bond program project manager Brent Shelby leads a discussion on percent-for-art fund allocations and options for distributing programmatically over course of implementation plan. The Committee preferred a balanced option which would spread the artworks across the zoo campus, commissioned every few years until completion of portfolio of bond-funded projects.
- October 3, 2012 – Jocelyn Bates with SRG Partnership, architect and project manager of the new elephant habitat project, joins OZPAAC membership on a temporary basis for the first percent-for-art selection. Fund allocations will be divided into three allotments ascribed to three parts of the zoo proximate to visitor hubs in the bond implementation plan: a west hub, central hub and east hub. Committee discusses potential art locations for first commission within east hub and environs, including new elephant habitat project.
- November 6, 2012 – Metro contracts with the Regional Arts and Culture Council (RACC) to manage the artist selection process. Eric Bode with PLACE Studio, landscape architect of the new elephant habitat and east hub project, joins OZPAAC membership on a temporary basis for the percent-for-art selection. Peggy Kendellen with RACC leads OZPAAC on a discussion of goals for the artwork and selection criteria to determine artist(s) for the commission. For artwork to coincide with new elephant habitat construction artist(s) will need to be selected quickly and be experienced and capable of integrating into a design team quickly.
- December 5, 2012 – Due to ongoing scheduling conflicts, Deana Dartt-Newton resigns from committee. RACC and OZPAAC determine goals for selection process: Artistic Excellence, Appropriateness to Site, Evidence of Collaboration, Meaningful Expansion to Zoo Collection, and Instills Curiosity. OZPAAC approves a sub-committee’s recommendation to send Request for Qualifications (RFQ) to 27 screened public artists.
- January 9, 2013 – RACC and OZPAAC review the draft RFQ and narrow the potential locations for artwork in east hub and environs. RFQ 13-2320 is sent to artists January 18. 13 artists respond to the request by the due date, February 18, 2013.
- February 27, 2013 – After individually reviewing the 13 artist responses, OZPAAC meets and discuss their evaluations. All artists are scored and those with the top-ranked scores are invited to a final interview round. The top four artists, the finalists for the commission are:
  - Peter Beeman

- Christine Bourdette
- Rhiza A+D
- Catherine Widgery
- April 24, 2013 – Committee interviews four highly qualified finalists, scores responses, and recommends Catherine Widgery for the commission. Metro Procurement reviews and approves the selection process and a contract is executed for Catherine Widgery. The contract is executed in two phases: a design phase to develop appropriate forms, materials and locations for artwork and, upon approval of design, an execution phase to complete and install the work.

Members of OZPAAC have put in an extraordinary amount of time and thoughtful consideration during this first commission process.

OZPAAC selected Ms. Widgery from a pool of well-qualified artists for her exemplary artistic merit, her commitment to work that responds to site and audience, her experience delivering products on fast-tracked schedules, her collaborative nature and her ability to deliver beautiful, impactful work within budget.

Working with the project design team and local fabricators, Ms. Widgery will integrate sophisticated artworks into the architectural and landscape fabric of the site. She’s currently investigating locations at east hub including using glass and wood on Elephant Lands Forest Hall façade and a related series of reflective vertical elements demarcating the Concert Lawn/Elephant Lands edge. Appealing to audiences of all ages and backgrounds, this work will help weave a sense of continuity between different elements on the site. It complements the vision of the project and elevates the visitor experience.

## ANALYSIS/INFORMATION

1. **Known Opposition** None.
2. **Legal Antecedents** Metro Council Resolution No. 87-717, “For the Purpose of Establishing Guidelines for the Implementation of a One Percent for Art Program,” approving guidelines to provide a process for selecting, purchasing, commissioning, placing and maintaining the art purchased with art set-aside funds.

Metro Council Resolution No. 11-4282, “For the Purpose of Establishing Additional One Percent for Art Program Guidelines for Oregon Zoo Ballot Measure 26-96 Construction Projects,” approving guidelines to provide a process for selecting, commissioning, and placing the art programmatically, rather than on a project-by-project basis, for zoo bond funded projects.

Metro Council Resolution No. 11-4292, “For the Purpose of Approving the Oregon Zoo Bond Implementation Plan,” approving the design and construction of a suite of capital projects identified in the Bond Implementation Plan.

Metro Code section 2.07.070 requires that the Metro Council shall adopt by resolution guidelines for implementing percent-for-art program. The guidelines shall be interpreted in such a manner to fully carry out the purposes of the ordinance.

3. **Anticipated Effects** Artwork installation will coincide with construction of project.

4. **Budget Impacts** The Bond Implementation Plan, approved by Council, allocates funds to project scopes including percent-for-art expenditures. The artist contract was included in the Metro Budget Fiscal Year 2013 Contracts List, approved by Metro Council.

#### **RECOMMENDED ACTION**

Approve the Oregon Zoo Public Art Advisory Committee's recommendations for design of integrated art locations at east hub including using glass and wood on Elephant Lands Forest Hall façade and a related series of reflective vertical elements demarcating the Concert Lawn/Elephant Lands edge.