



FOREST TRAILHEAD

A NEW EXHIBIT EXPERIENCE AT THE WOODLAND PARK ZOO

SEATTLE DESIGN COMMISSION
JANUARY 18, 2024

LMN + CLR + WM

AGENDA Project Overview
What We've Heard
Design Progress
Sustainability
Community Engagement &
What's Next

Fire at Seattle's Woodland Park Zoo contained, but reptiles, amphibians moved to safety

By Rob Mackay | Published December 15, 2016 | FOX13 News | Seattle & Western Washington | Formerly Q13 News | [↗](#)



2016

WOODLAND PARK ZOO CAMPUS

GREENLAKE

N. 59TH ST.

PHINNEY AVE N

HWY 99

N. 50TH ST.



FOREST TRAILHEAD

PHINNEY AVE.

PARKING

CAROUSEL

MEADOW

FOOD SERVICE

W. ENTRY

PENGUINS

BANYAN WILDS

GUEST SERVICES

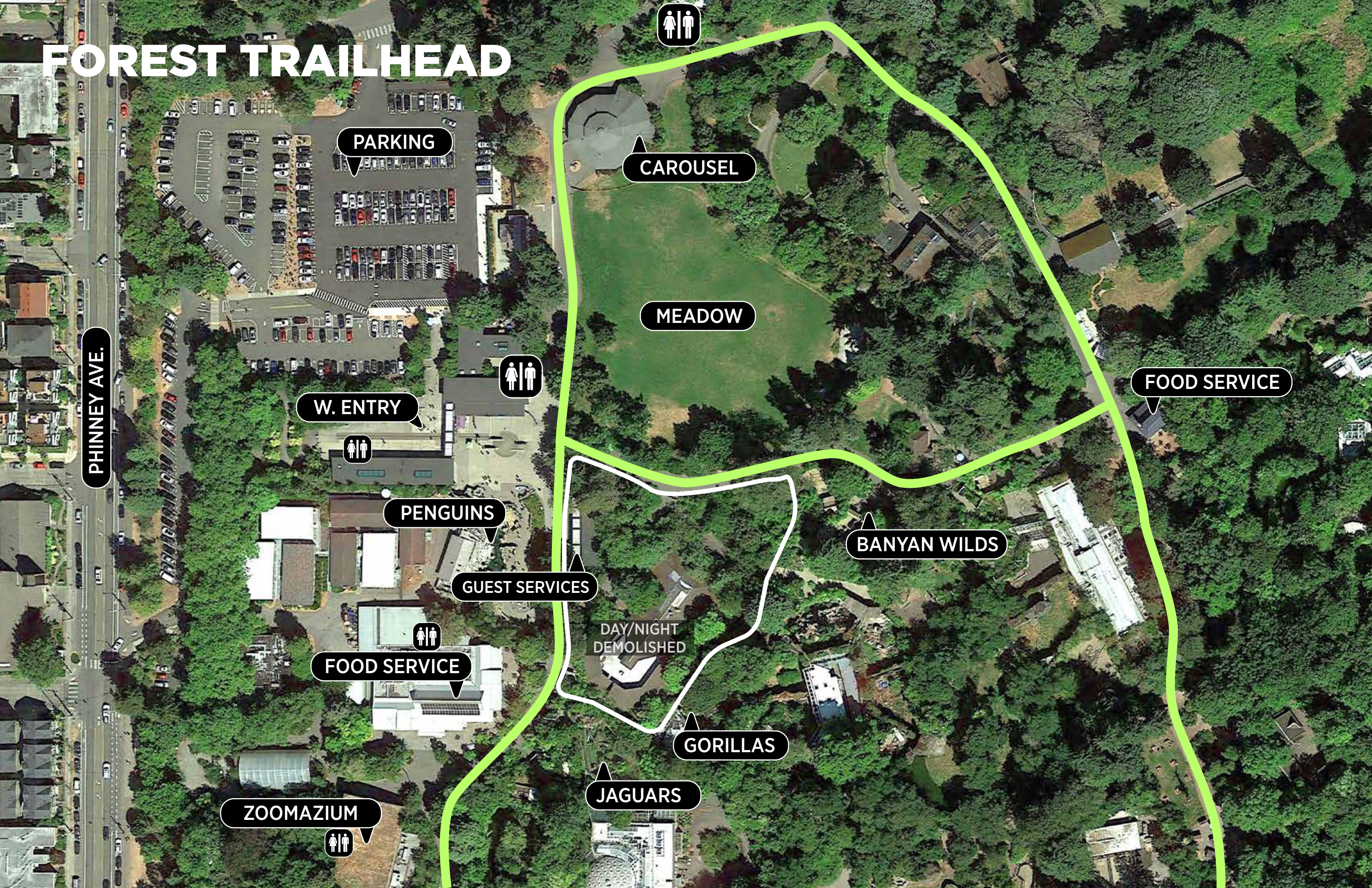
DAY/NIGHT
DEMOLISHED

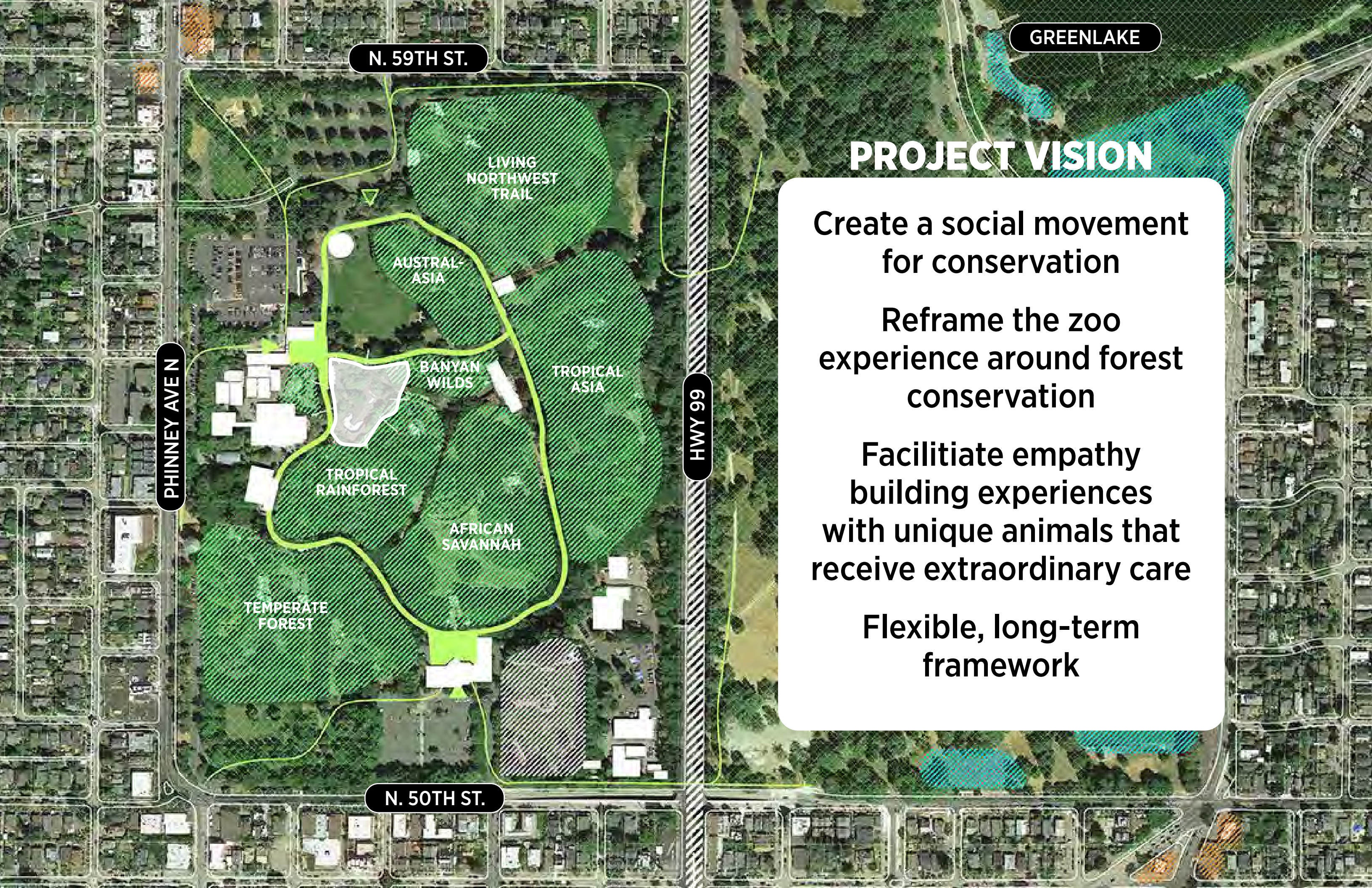
FOOD SERVICE

GORILLAS

JAGUARS

ZOOMAZIUM





N. 59TH ST.

GREENLAKE

PROJECT VISION

Create a social movement for conservation

Reframe the zoo experience around forest conservation

Facilitate empathy building experiences with unique animals that receive extraordinary care

Flexible, long-term framework

PHINNEY AVENUE

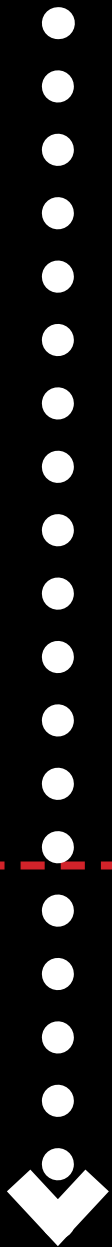
HWY 99

N. 50TH ST.



**I don't know what to do.
I'm not convinced that my actions really make a difference.**

WPZ PROJECT GOALS



CARE

I feel empathy for the animals, habitats and humans affected by our choices.

INSPIRE

Proven solutions give me hope.

**WHERE ZOOS
TYPICALLY STOP**

EMPOWER

My individual and collective actions make a difference.

MORE THAN ANIMALS

“We have set out an ambitious vision for a sustainable future by... providing **extraordinary experiences** at the zoo, in the community, and in the virtual world that **connect people with wildlife**, and by **fostering a broad social movement for wildlife conservation.**”

- Woodland Park Zoo Strategic Plan, 2018-2022

An aerial photograph of a vast, dense forest of tall, thin evergreen trees, likely spruce or fir, covering a hillside. The trees are packed closely together, creating a textured green landscape. The lighting is bright, highlighting the individual tree tops and the overall density of the forest.

Project Theme:

**You can be part of the global movement
to protect, restore and sustain forests
for animals and people.**

PROJECT PRINCIPLES



Share Community-Led Conservation Successes

Showcase the global movement of people working to protect forests, primarily TKCP



3-Dimensional Guest & Animal Movement

Experience a perspective shift and direct connection with animals (TK priority) in their preferred habitat elevations



Awe & Wonder

Guests of all ages experience the amazing, dynamic activity of forest communities: plant, animal and human.

SUB-PRINCIPLES



Participatory Experiences

Practice individual and community impact

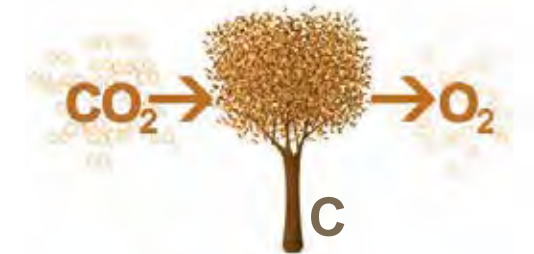


Showcase Exceptional Animal Care



Deepen Relationships to Forests

Physical experience with forest layers



Demonstrate Impacts of Forests on Climate Change

Highlight our interconnected relationships with forests

PRIMARY PROGRAM SPACES

ARBOREAL HABITATS



AVIARY HABITAT



SMALL HABITATS



ANIMAL CARE



EXCEPTIONAL GROVE



FOREST FLOOR PATH



PLAZA



CONSERVATION GALLERY



LMN	Architect
CLR	Zoo Designer
WALKER MACY	Landscape Architect
TAHOMA PEAKS	Indigenous Education
HEADWATER PEOPLE	Tribal Engagement
HUMMINGBIRD	Community Engagement
MAYFLY	Civil Engineer
PAE	MEP Engineer
LUND OPSAHL	Structural Engineer

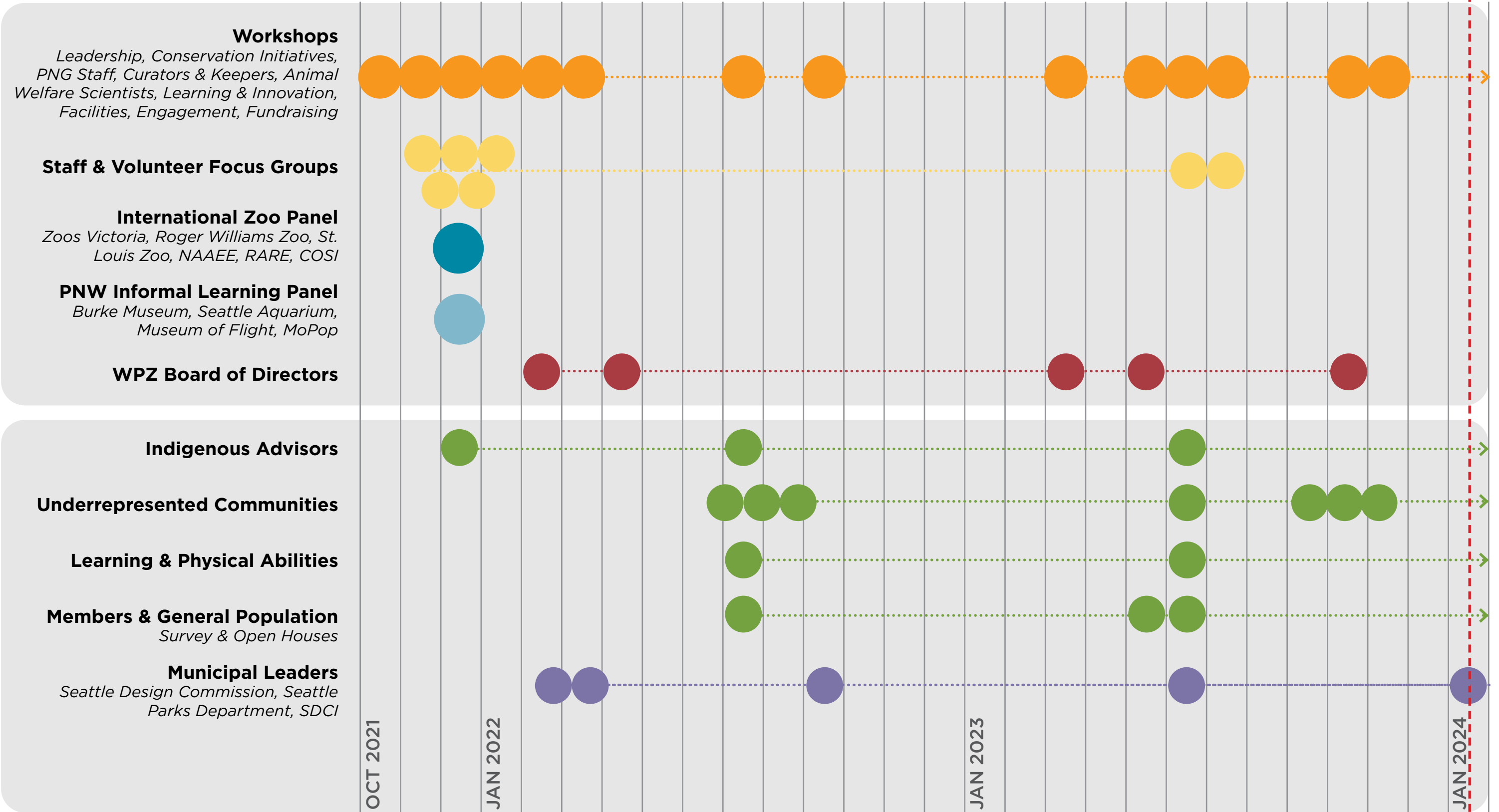
**WHAT WE'VE
HEARD**

PROJECT ENGAGEMENT

TODAY

INTERNAL

EXTERNAL



Internal Priorities

*Use
technology
thoughtfully*

*Interactive,
multi-sensory
vs. reading &
observation*

*Give animals
agency*

*Model
sustainability in
the built
project*

*Conservation
solutions are
the focus not
animals*

*Do not water
down climate
change*

*Short and
long-term
flexibility*

*Encourage
natural
behaviors*

*Welcoming
to all*

Individual

*Move beyond
empathy to
agency
& action*

*Blur the
boundaries
between human
& animal space*

*Mixed
species
habitats*

Community

*Empower local
communities to
define their
conservation
challenges &
solutions*

*Transparency:
Back-of-house
to the front*

*Climate &
conservation
justice*

Policy

What we heard from Seattle Design Commission:

Continue to search for opportunities for cost-effective sustainability measures

Continue to solicit and integrate the input of local indigenous leadership

Continue to offer a premium, universally accessible experience

Continue to seek input from BIPOC community members

Monitor the impacts of interpretation and hands-on-activities on guests

What we heard from local BIPOC communities:

Ensure a continuous, unified experience

Slow down and change perspectives on the way in

Ground guests in the PNW while showcasing other regions

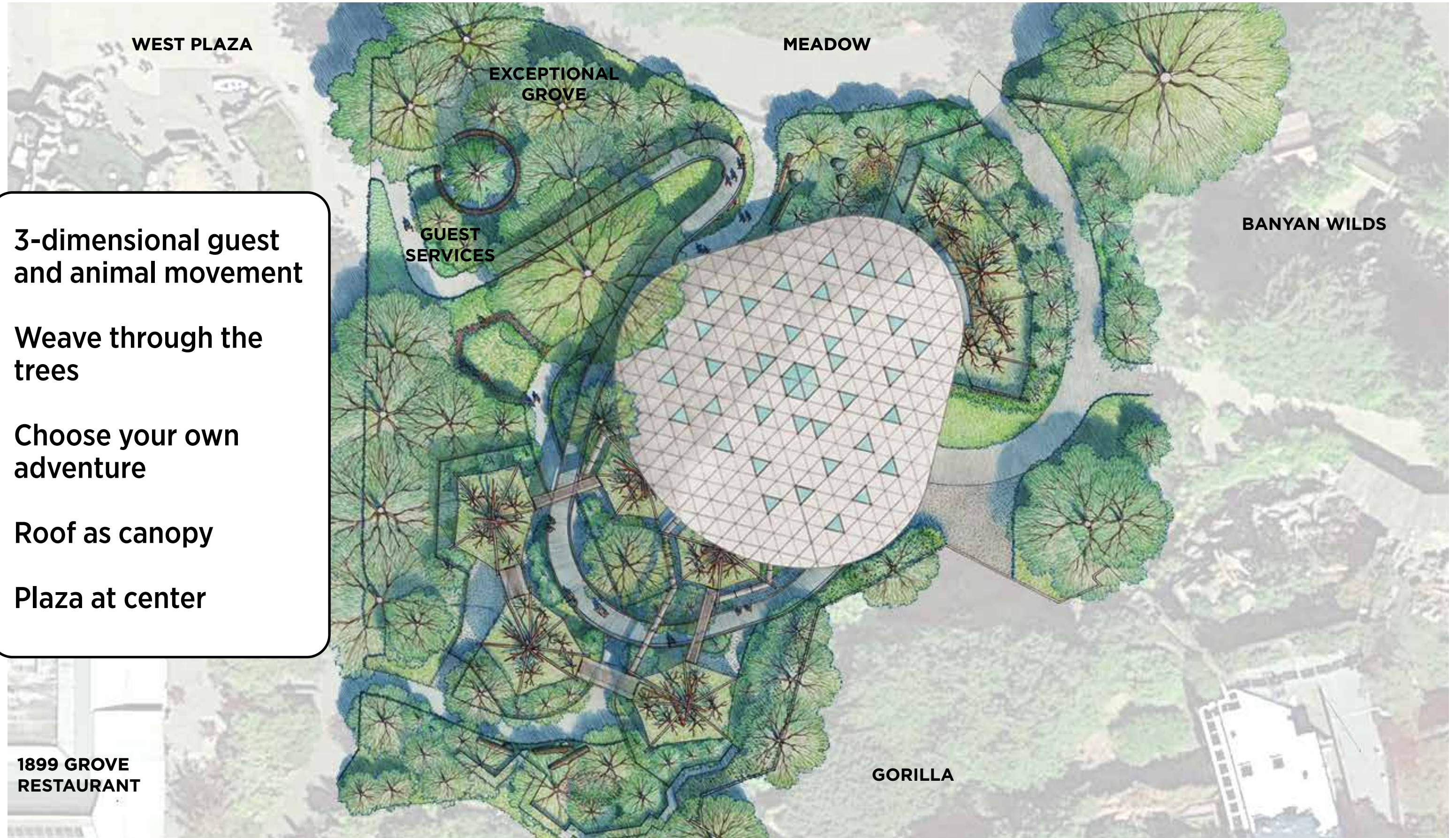
Conservation partners will tell their own stories

Give everyone a behind-the-scenes experience

Define specific scopes for indigenous education, interpretation and art

DESIGN

EXPERIENTIAL STRATEGIES | PREVIOUS SITE PLAN



3-dimensional guest
and animal movement

Weave through the
trees

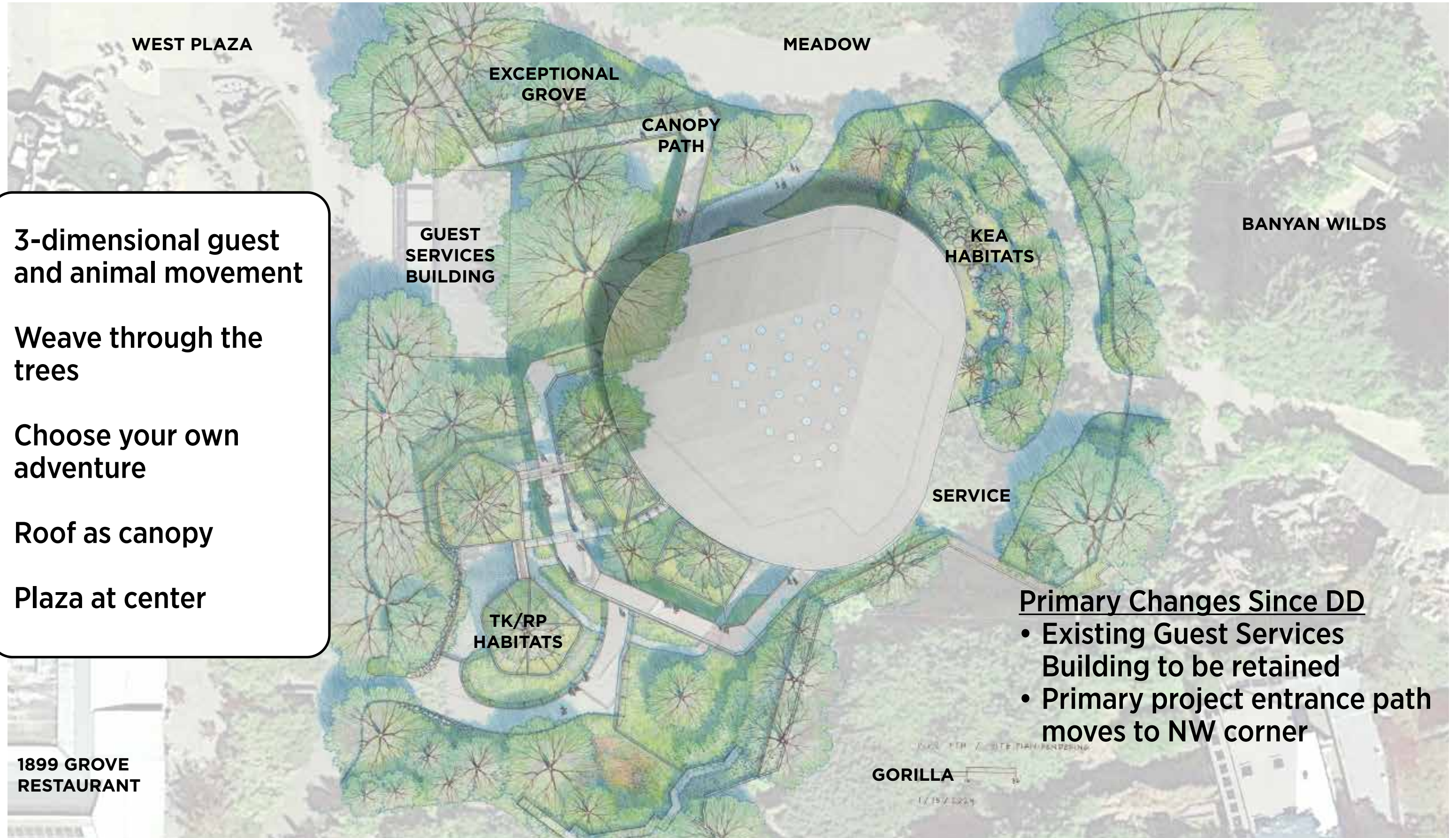
Choose your own
adventure

Roof as canopy

Plaza at center

1899 GROVE
RESTAURANT

EXPERIENTIAL STRATEGIES | CURRENT SITE PLAN



3-dimensional guest and animal movement

Weave through the trees

Choose your own adventure

Roof as canopy

Plaza at center

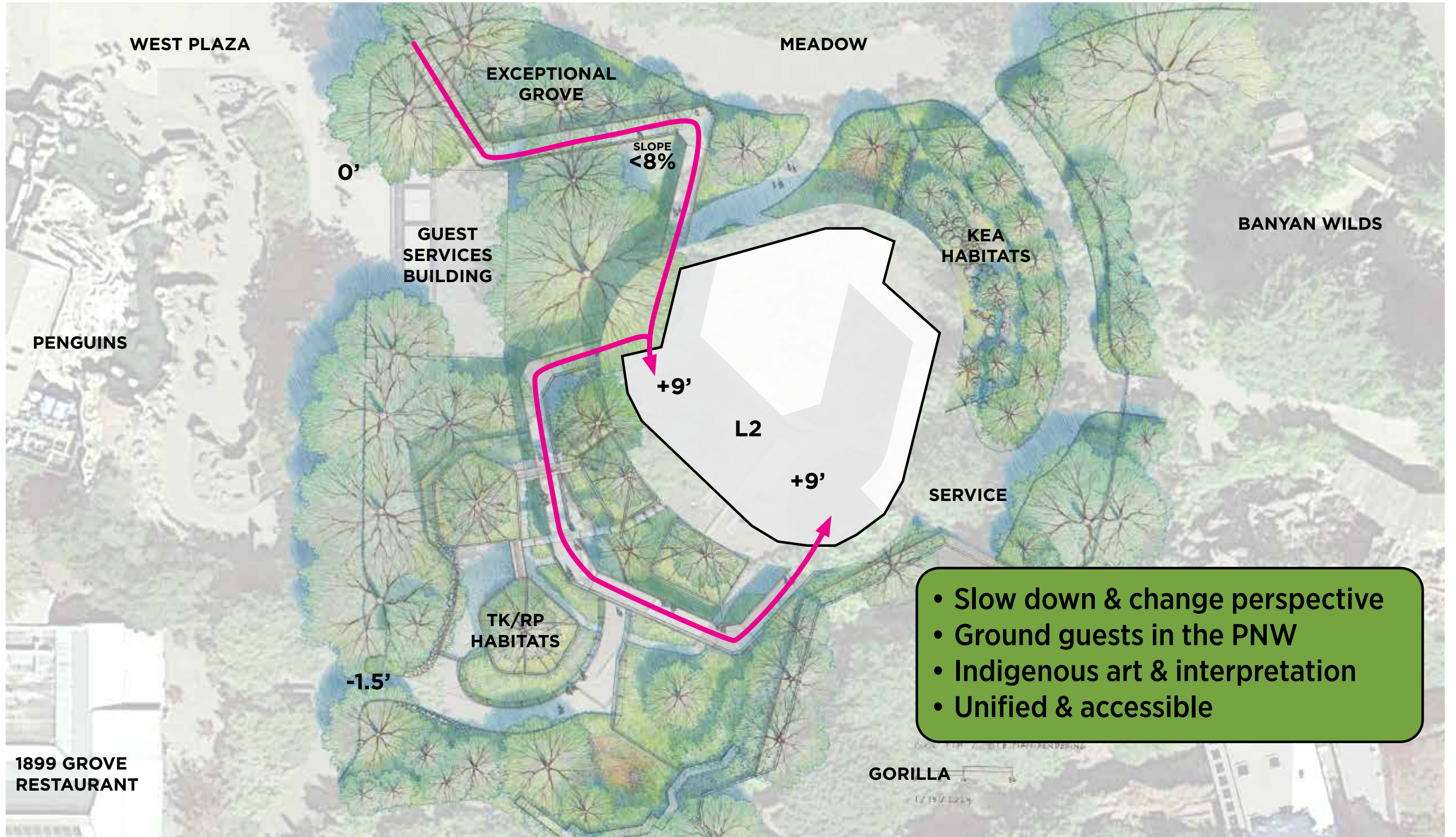
Primary Changes Since DD

- Existing Guest Services Building to be retained
- Primary project entrance path moves to NW corner

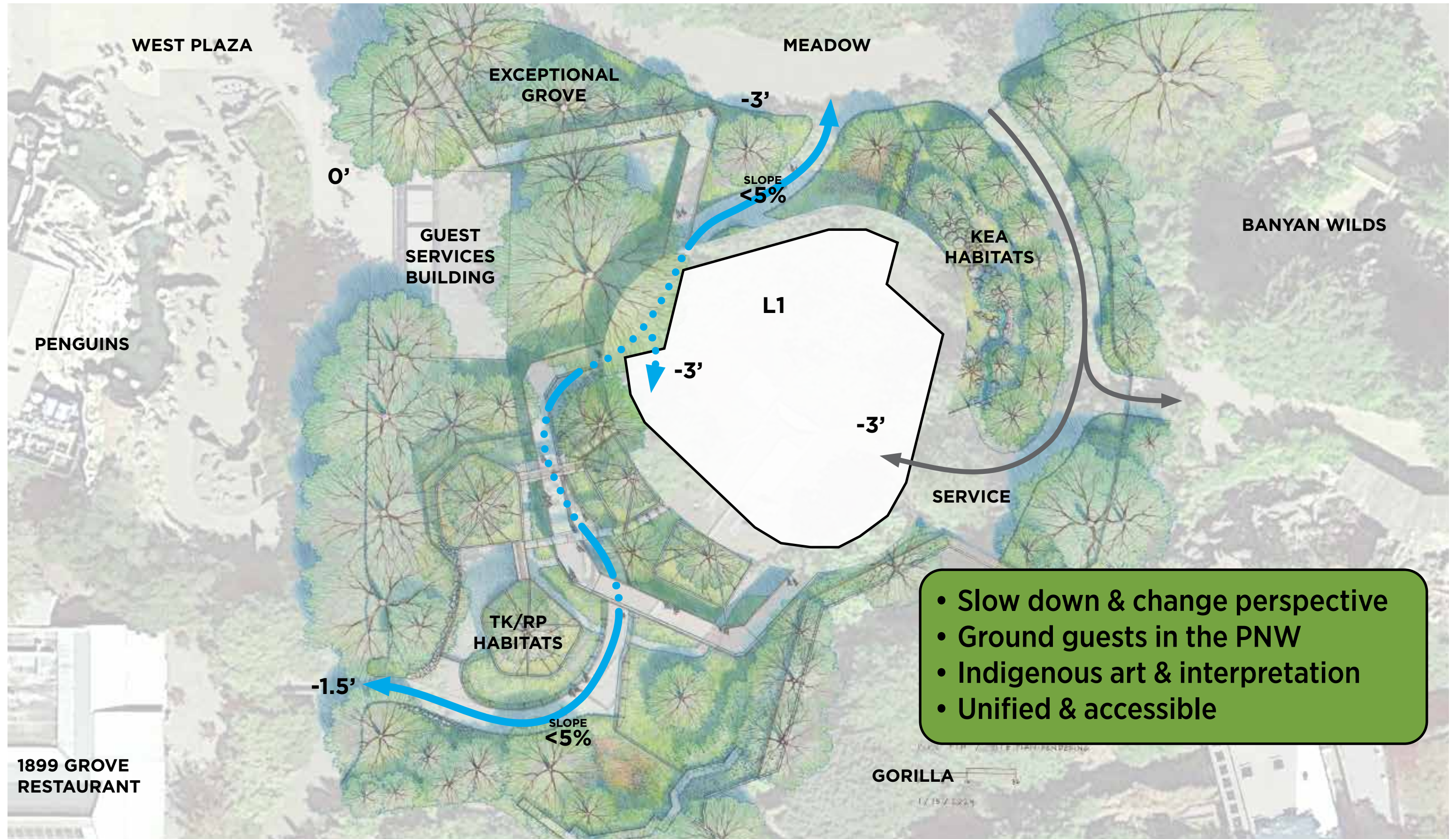
1899 GROVE RESTAURANT

GORILLA

CANOPY PATH



FOREST FLOOR PATH



SLOWING DOWN AT THE WEST PLAZA



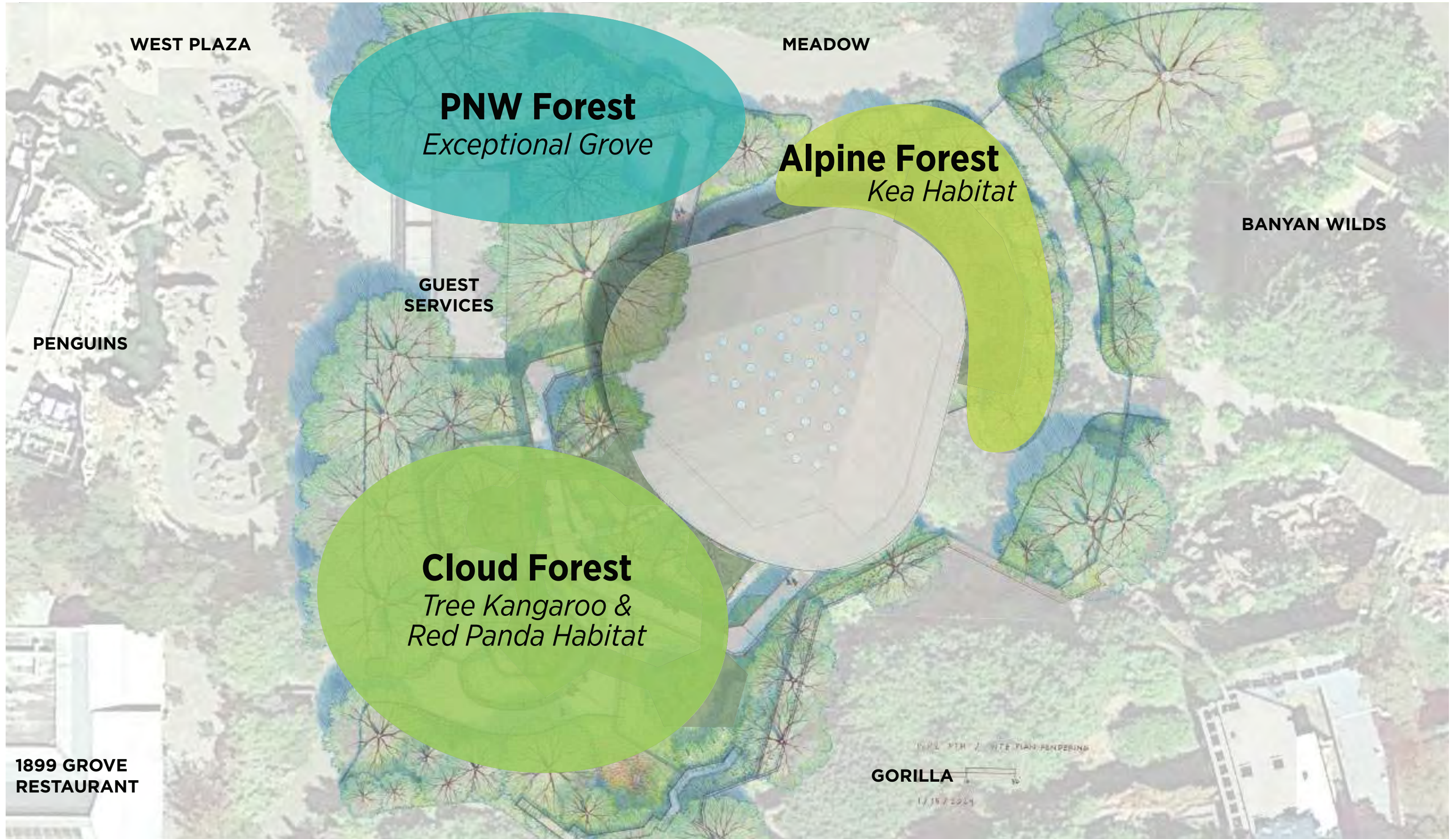
WEAVING PATHS THROUGH THE LANDSCAPE



WEAVING PATHS THROUGH THE LANDSCAPE



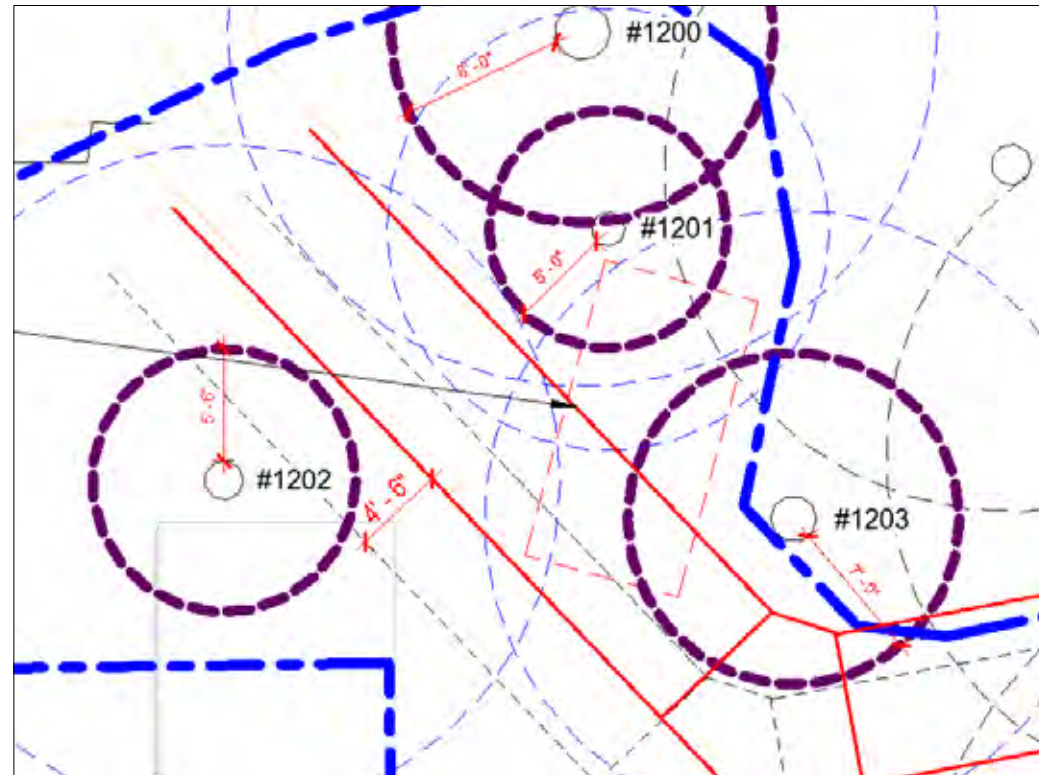
LANDSCAPE EXPERIENCES UPDATES



PNW FOREST - EXCEPTIONAL GROVE



Trees in Exceptional Grove

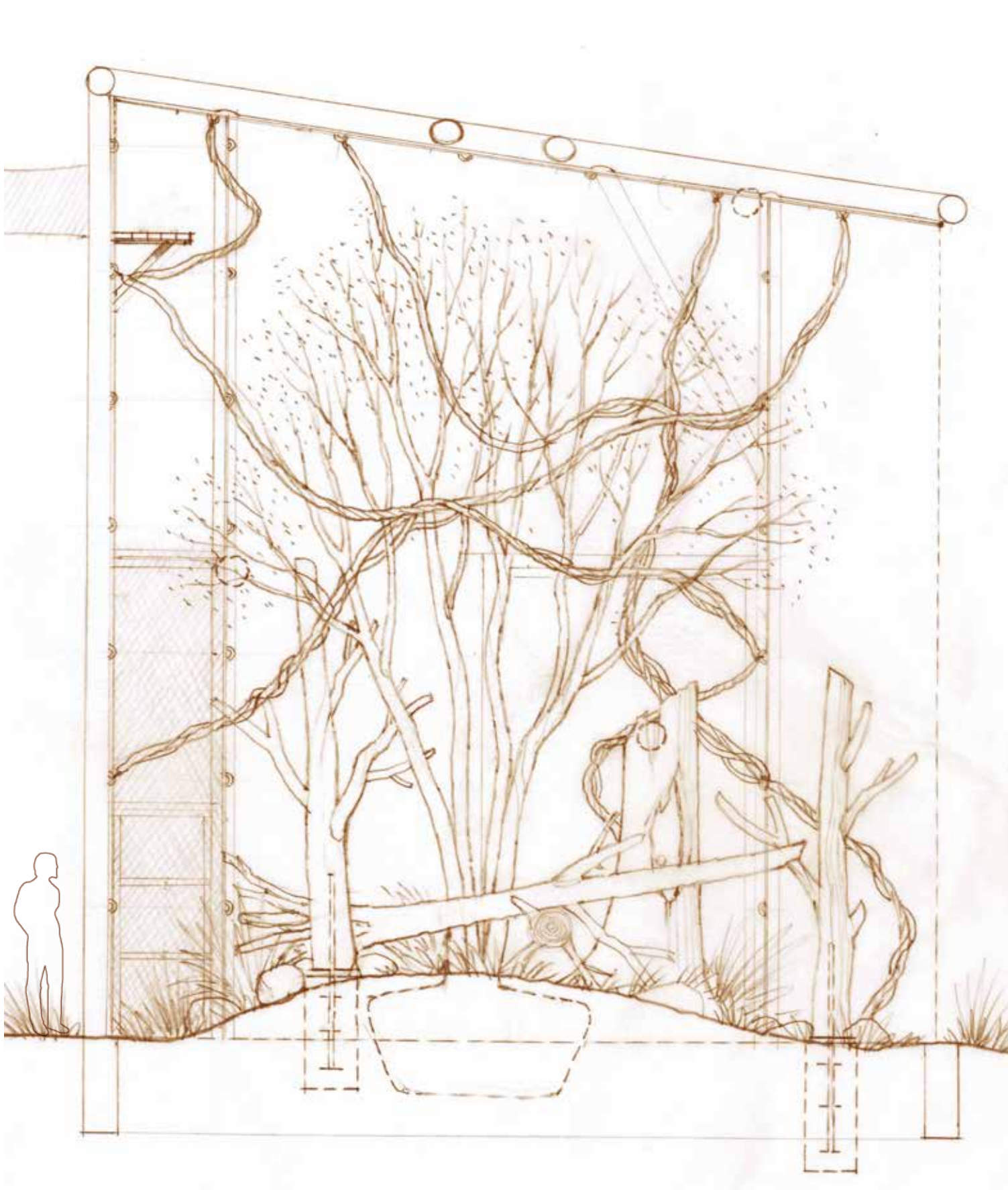


Root Zone Avoidance



Indigenous Art and Interpretation

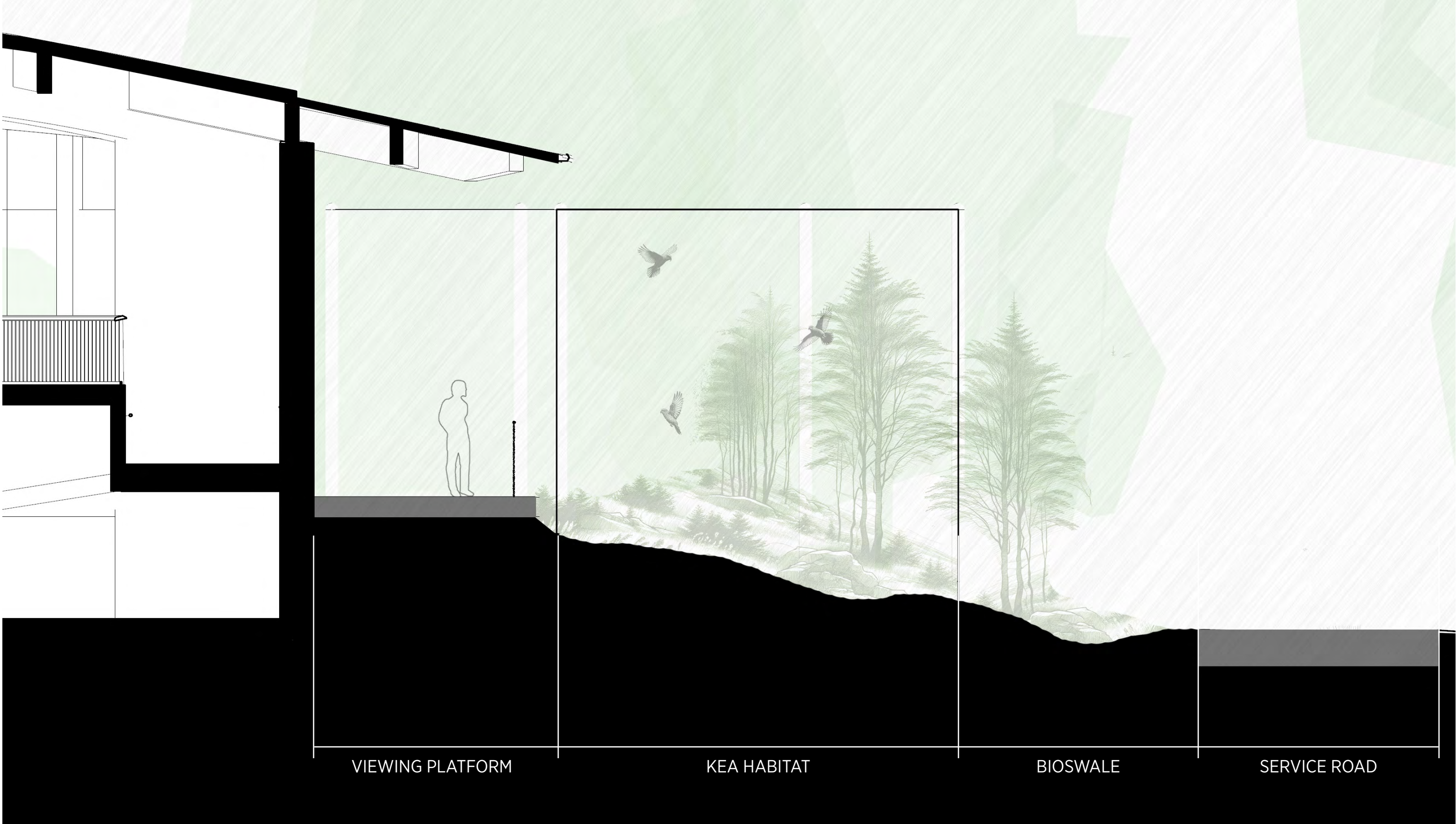
CLOUD FOREST - TREE KANGAROO (Papua New Guinea)



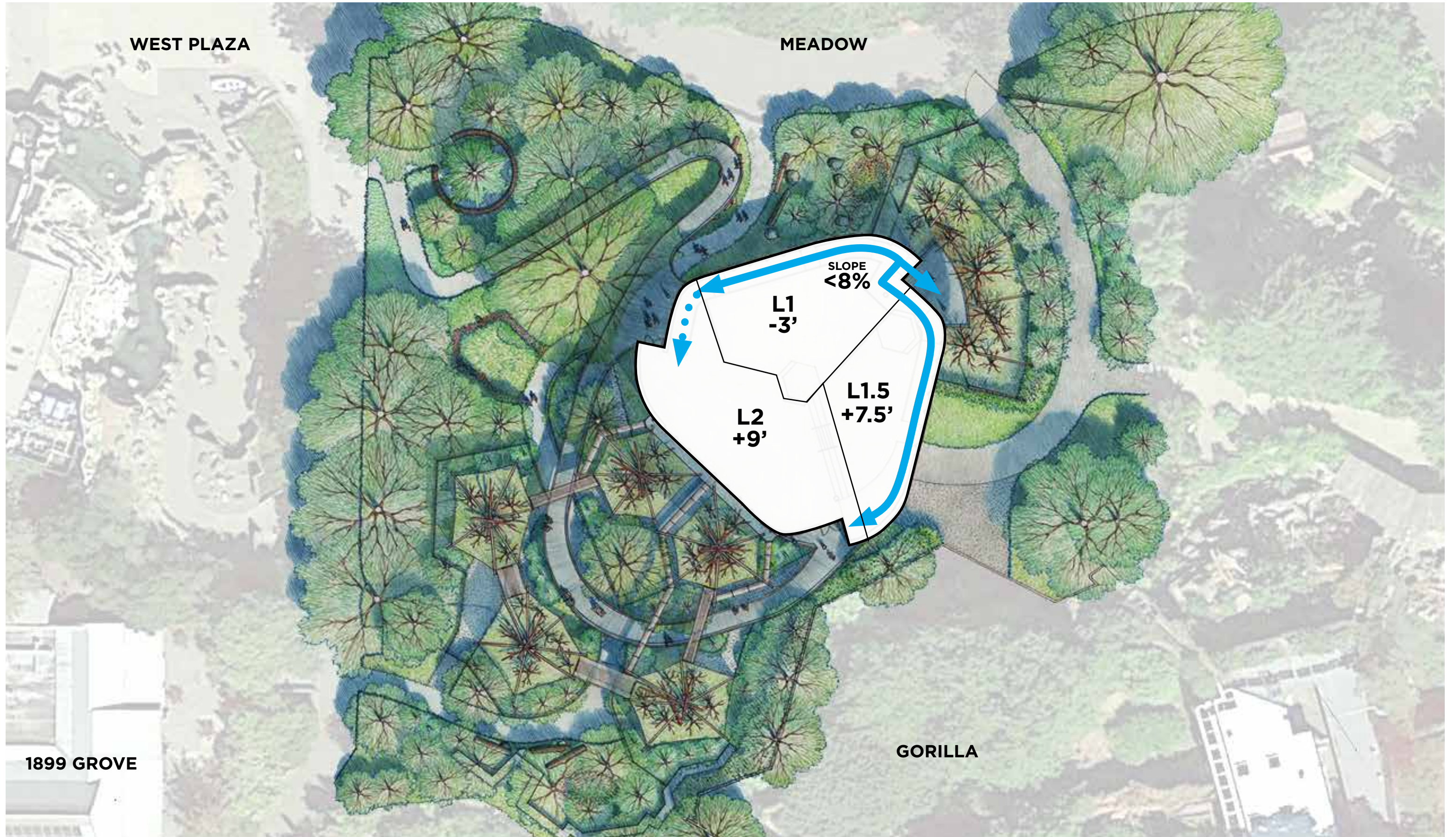
ALPINE FOREST - KEA (New Zealand)



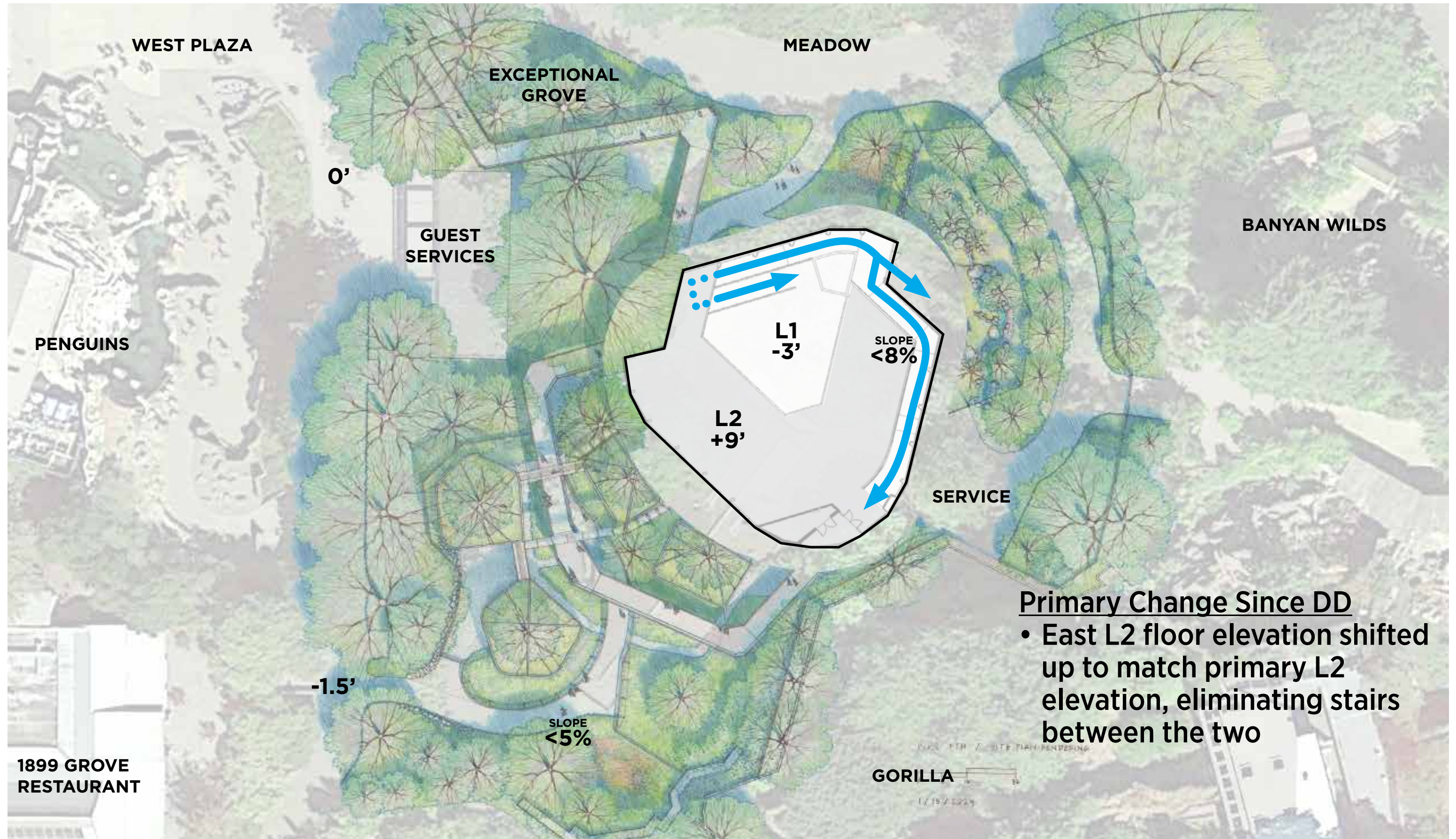
ALPINE FOREST - KEA (New Zealand)



INTERIOR CIRCULATION | PREVIOUS LEVEL 2 FLOOR PLAN



INTERIOR CIRCULATION | CURRENT LEVEL 2 FLOOR PLAN



Primary Change Since DD

- East L2 floor elevation shifted up to match primary L2 elevation, eliminating stairs between the two

INTERPRETIVE & ART ELEMENTS

CAMPUS TRAILHEAD



MULTISENSORY EXPERIENCES



FORESTS AS HABITAT/RESOURCE



IMMERSIVE EXPERIENCES



EXPLORING MORE DEEPLY



ENCOURAGING CONVERSATION



SUSTAINABILITY

PRIMARY STRATEGIES

REDUCING
EMBODIED
CARBON

REDUCING &
PRODUCING
ENERGY

REDUCING &
MANAGING
WATER

BIOPHILIC
DESIGN &
INNOVATION

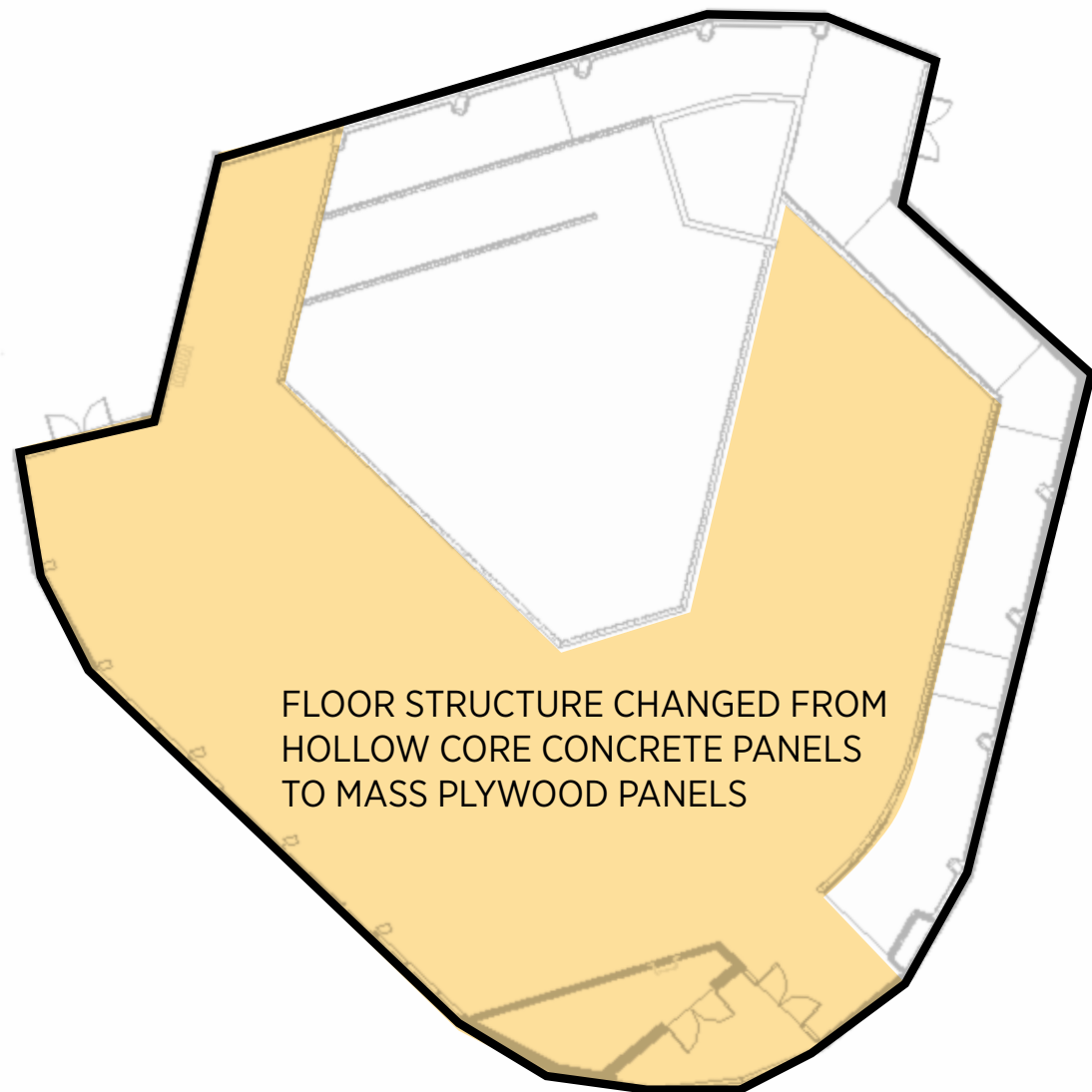


TARGETING
LEED GOLD

REDUCING EMBODIED CARBON

MASS PLYWOOD STRUCTURE

CONCRETE REDUCTION



REDUCING EMBODIED CARBON

MASS PLYWOOD STRUCTURE

CONCRETE REDUCTION

**SALVAGED & SUSTAINABLE
MATERIALS**



REDUCING EMBODIED CARBON

MASS PLYWOOD STRUCTURE

CONCRETE REDUCTION

SALVAGED MATERIALS

SUSTAINABLE MATERIALS

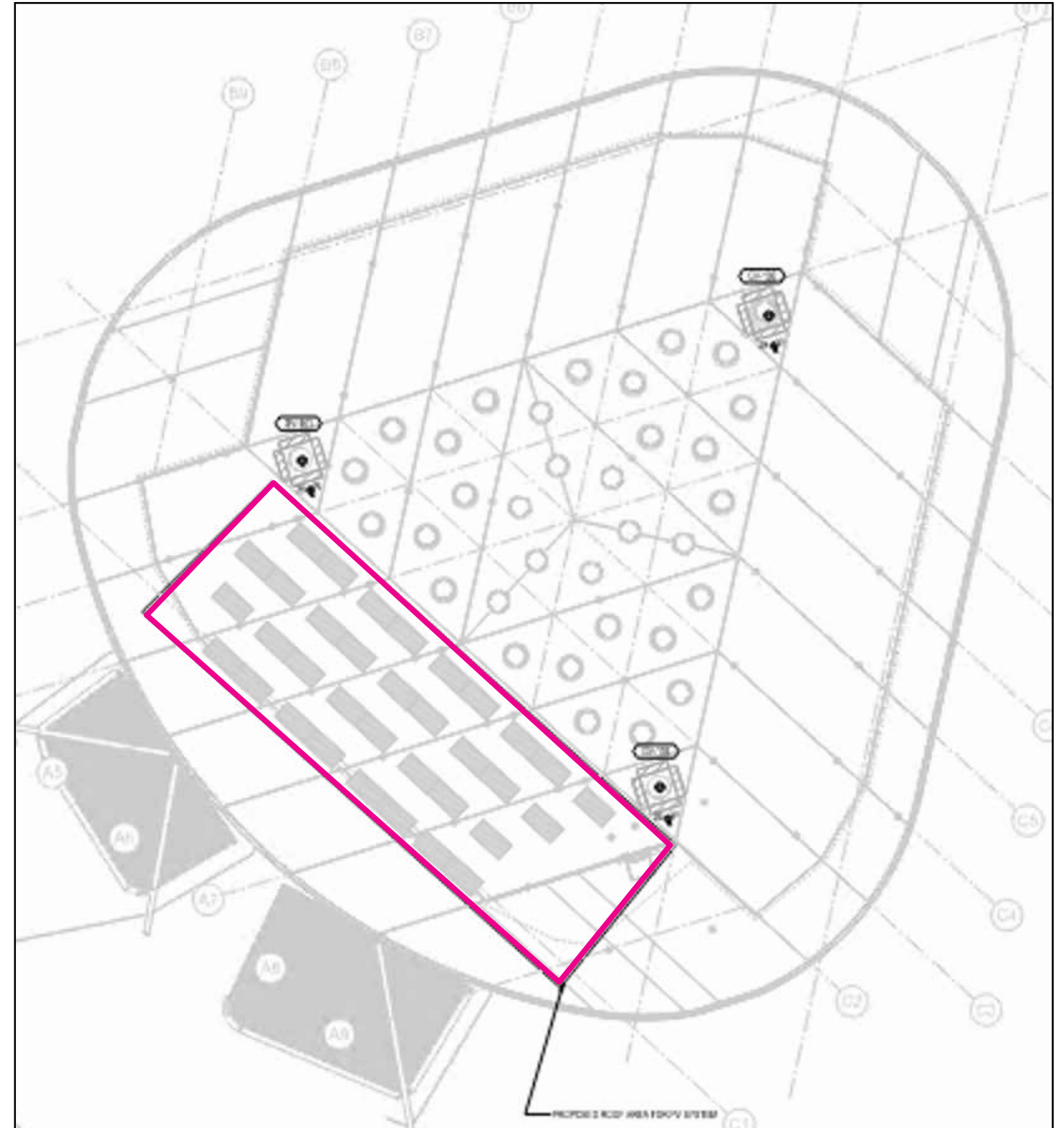
RETAINING EXISTING BUILDING



ENERGY

HYBRID NATURAL VENTILATION

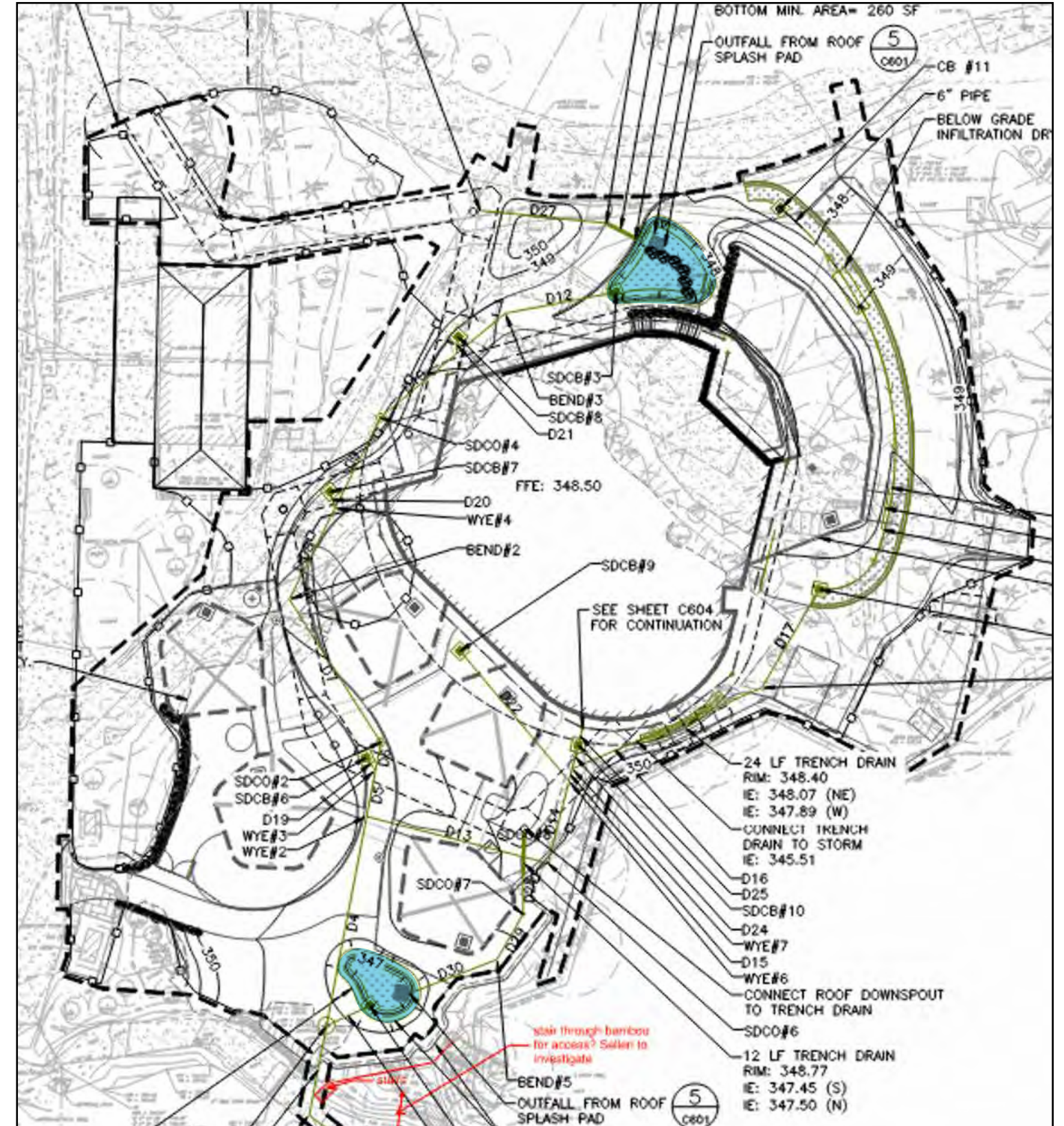
SOLAR ARRAY



WATER

WATER USE REDUCTION

RAINWATER MANAGEMENT



INNOVATION

BIOPHILIC DESIGN

BIRD COLLISION DETERRENT

GREEN BUILDING EDUCATION



WHAT'S NEXT

**COMMUNITY
ENGAGEMENT
PHILOSOPHY**

Physical: Architecture, Landscape

Emotional: Interpretation, Education,
Program, Art

Relationships: Deepen & Build

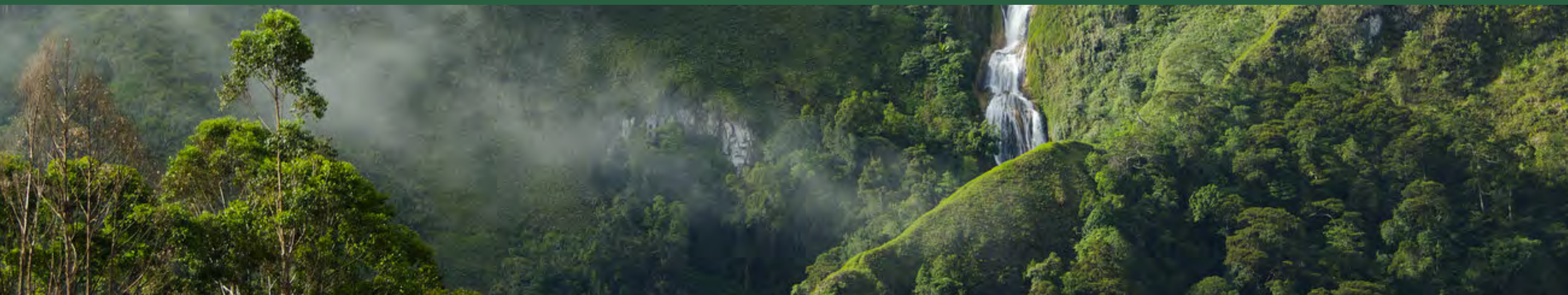
Evaluation: Impact & Iteration

FALL 2024 COMMUNITY ENGAGEMENT OBJECTIVES

Prior to content and design development:

- Explore primary interpretive themes with BIPOC community members to understand opportunities, challenges and insights toward creating a welcoming, impactful experience for everyone:
 - Everyday conservation practices
 - Community-led change
- Deepen existing and build new relationships between the Woodland Park Zoo and BIPOC communities

RACIAL EQUITY ANALYSIS



Goal 1

Understand demographics, socioeconomic and linguistic trends, and issues that are relevant to WPZ, visitors and the community.

Goal 2

Identify systemic barriers that limit benefits, access, and opportunities to those in the community who are underserved.

Goal 3

Utilize findings of Racial Equity Analysis to guide engagement strategy.

FOCUS GROUP PARTICIPANTS

October - December 2024

- Rainier Vista Boys and Girls Club
- Rising Star Elementary
- Femme2STEM
- BIPOC Gardeners
- Empathy Collaborative
- Barbershop

CONVERSATION TOPICS

Perspectives on
Project Principals
and Rendering

Please take a moment to look at the current designs and share your thoughts.

Everyday
Conservation
Practices

Tell us about a time you learned that something you bought had an important story about how it was created or where it came from?

Community
Led Change

Tell us about a person you are aware of who did something that made an impact ?

Interpretive
Work Ideas

What are your thoughts about forests? How would you like to feel when you are in the exhibit? What aspects of interacting with the exhibit's animals are most important to you?



Rainier Vista Boys and Girls Club

Community Agreements

- Listen to Learn
- Be Creative! not correct
- Respect! all ideas are valid

1. Stories about Conservation

2. Stories about the barriers to change

Examples of barriers: \$\$\$
-No systems in place, for example recycling
-Peer pressure

It often seems like the most "sustainable" options are also the most expensive! Like you have to already have \$\$ in order to be environmentally responsible? What's up with that?

A barrier for me would be paper in school, we would use paper to do all our assignments. And going paperless would be better for the environment. However, some teachers prefer to use paper instead of going digital.

I remember after learning about climate change, my parents driving me to school and not finding any bus routes near my home.

A barrier is going on the bus everyday because of the pollution and gas money.

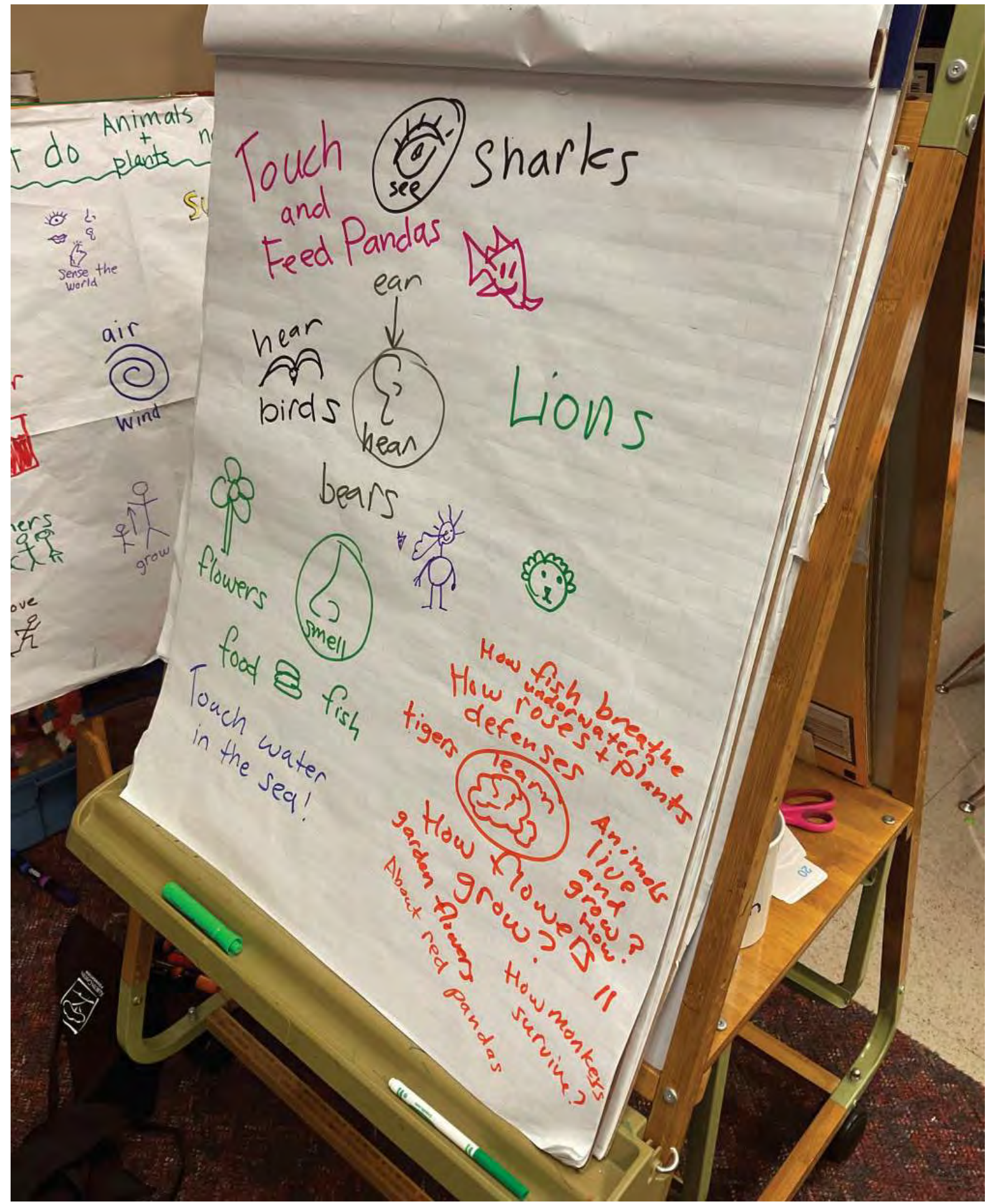
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Femme2STEM



BIPOC P-Patch Gardens



Rising Star Elementary

Barbershop One-on-Ones



KEY THEMES

Support for Design

“The walkway looks really nice and I like how it looks like you get to see the animals and how it looks like it’s outside.”

Several comments in support of design’s spaciousness and natural elements

Conservation Awareness

“My elementary school class was covering recycling, and I remember not really knowing what that was, but I learned that it was good for the planet— we watched a documentary about trash in the oceans.”

Participants commented on how specific life experiences heightened their awareness of environmental issues and the importance of conservation.

KEY THEMES, CONT'D.

Shared Learning and Connection

“Didn’t start thinking about how food is sourced until working with Nurturing Roots.”

Participants reflected how their learning often comes through shared experiences and connection with others.

Modeling Conservation Practices

“My mom taught me how to garden and made sure her children grew up on fresh food, eggs, milk, etc.”

Participants acknowledged the positive impacts of having conservation practices modeled by family, community members, national heroes, and even celebrities.

KEY THEMES, CONT'D.

Community Empowerment

“Amplify the stories. They are being told in their own words.”

Emphasis was placed on the importance of allowing communities to speak their truths and share their perspectives.

Barriers to Change

“When you’re BIPOC you’re prey.”
And if you show weakness, you’ll be attacked. So even when you have a chance to learn something new, the impulse is to pretend like you already knew.”

Participants discussed barriers to change, including how one’s identity impacts how they learn, share and prioritize.

DESIGN IDEAS (from 1st Graders)



I want to:

Touch and feed (red) pandas

Touch water

Listen to birds

Learn about the life cycles of flowers

Learn how animals live and grow

Learn how fish breathe under water

Learn about Red Pandas

Learn about how monkeys survive

"I remember learning about climate change"

"I think people are ignorant of their impact on the environment"

"I learned to not destroy the community that you are from"

"It often seems like the most "sustainable" options are the most expensive"

"I make things better for everyone by helping my mom recycle"

ADDRESSING A HARMFUL HISTORY

A word cloud featuring various terms in different colors and orientations. The most prominent words are 'Field~Trips', 'Collaboration', 'Support~BIPOC', 'Boy~Scout~Troop', 'Octavia Butler', and 'Consciousness'. Other words include 'Biology Gardens', 'History', 'School', 'Recycle', 'Learn', 'Spacious', 'Dr. Martin Luther King Jr.', 'Transportation', 'Eco~Friendly', 'Animals', 'Clean', 'Sustainable', 'Local~Farms', 'Respect', 'Relaxed', 'Natural Kinship', 'Health.', 'Intentional', 'Kindness', 'Stories', 'Paperless', 'Jacque Cousteau', and 'BIG'.

Field~Trips
Collaboration
Support~BIPOC
Boy~Scout~Troop
Octavia Butler
Consciousness
Biology Gardens
History
School
Recycle
Learn
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Dr. Martin Luther King Jr.
Transportation
Eco~Friendly
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Clean
Sustainable
Local~Farms
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Natural Kinship
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Jacque Cousteau

Unpacking Conservation



DESIGN RECOMMENDATIONS: SHARE, CONNECT, ACT

Make Space for Stories

- Consider ways that visitors can share and engage with conservation related stories from local community and from around the globe

Make Space for Connection

- Consider ways that visitors can connect with each other and share ideas and perspectives on conservation

Make Space for Action

- Consider how to inspire visitors to take action and how to incorporate ways for Woodland Park Zoo to model equitable conservation practices such as restoring indigenous systems and practices and implementing diverse methods of conservation

ENGAGEMENT IMPACT

Deepen existing relationships with these BIPOC communities through continued involvement on this project and with the zoo generally.

Deepen existing relationships with indigenous leadership through advising and further collaboration on this project's interpretive, programming, education & art elements.

Incorporate authentic voices and stories into interpretive content and exhibit program.

Woodland Park Zoo Teams



Long Term Strategic Goals

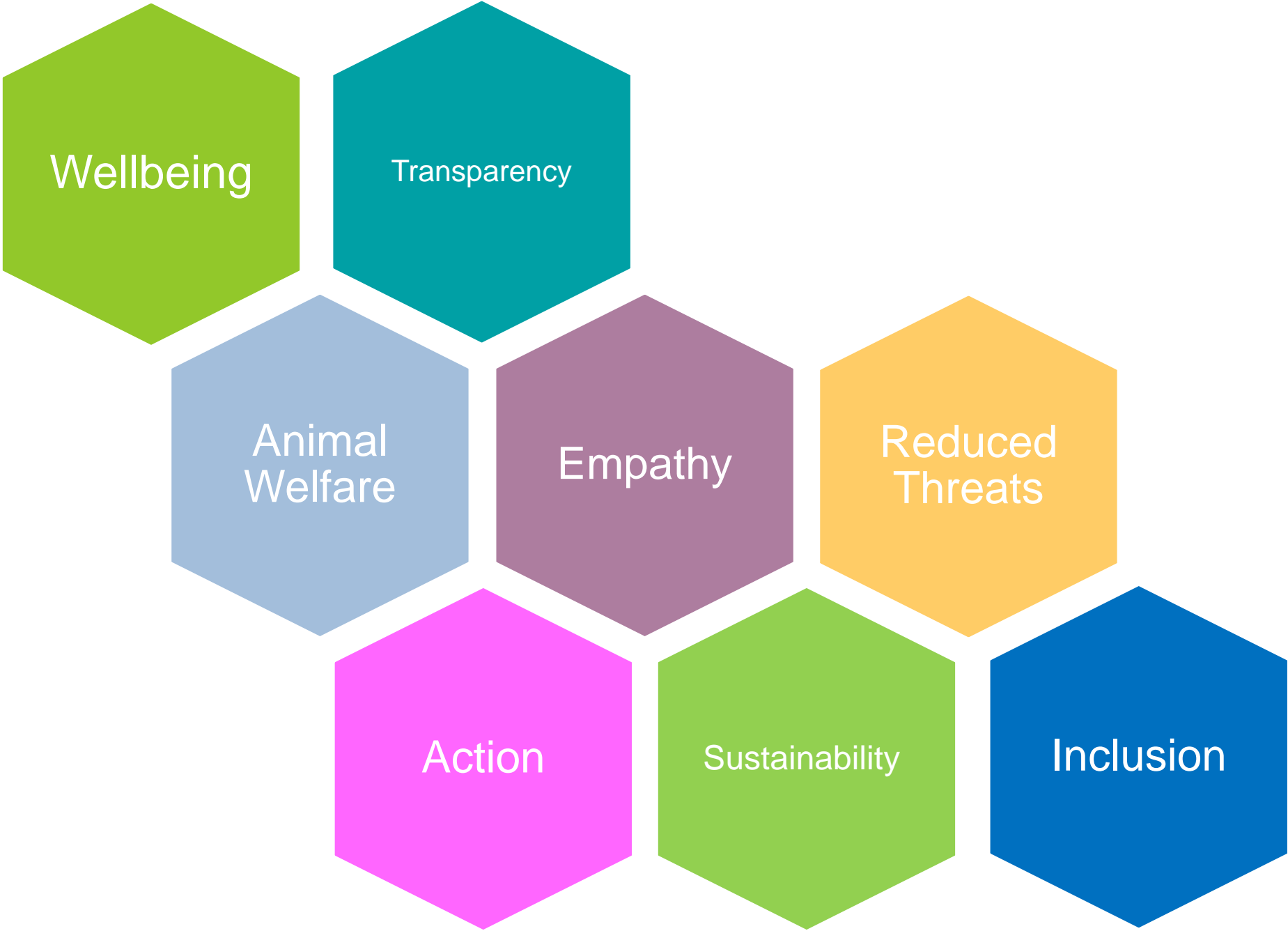
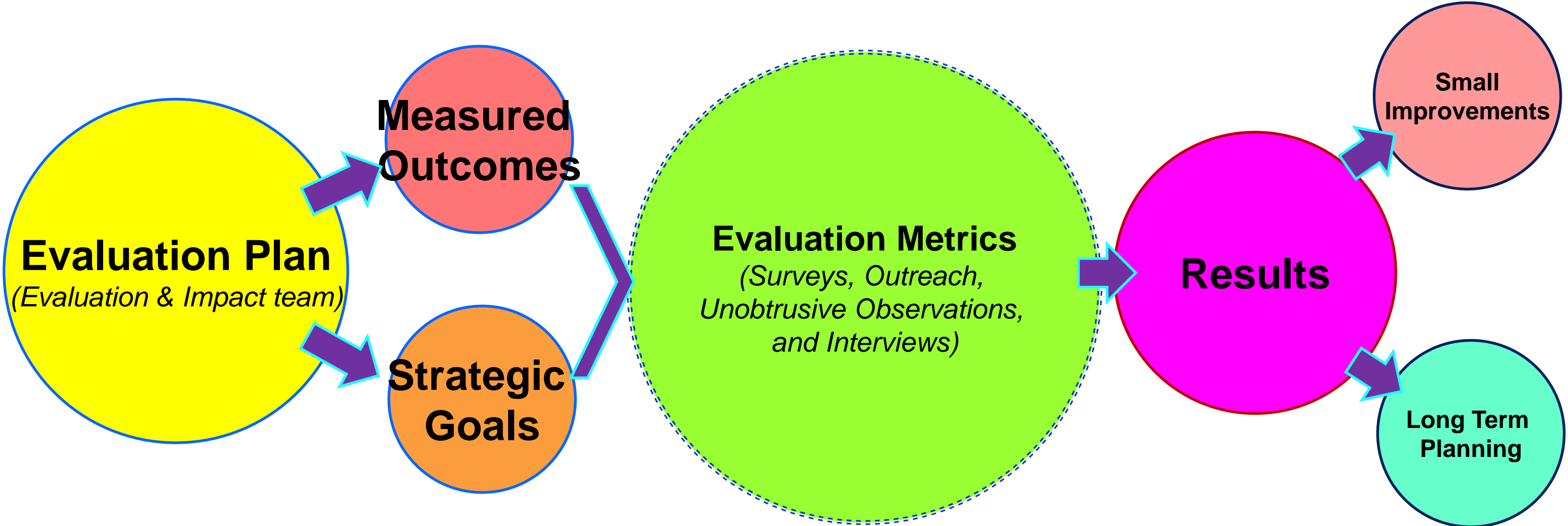


Exhibit Evaluation



Woodland Park Zoo Community Access



**287 Human
Services
Organizations**



**Nearly 3,000
families enjoyed
\$35 memberships**



**More than 110,000
Zoo Admission
Passes**



**23,000 King
County Students
free/group
admission**



**110 Zoo Camp
Scholarships**

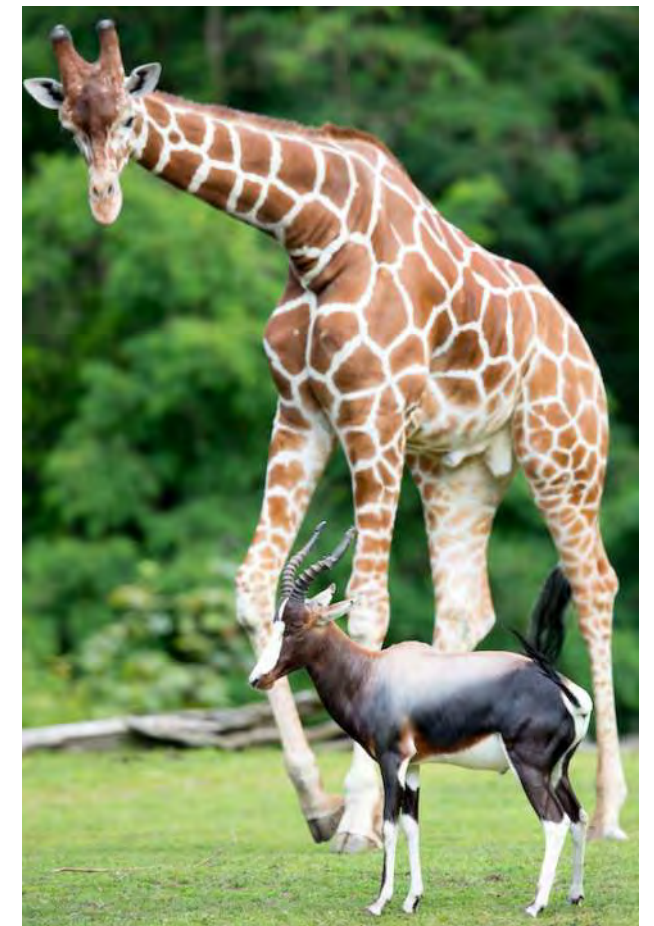
Here's what's new!

- Digital tickets
- Three request periods
- Group tickets
 - Individuals 76% of CAP and groups 24%
 - 2023 group redemption to date: 42% (!!)
 - 2019: 29% Group
 - 2022: 26% Group



Woodland Park Zoo Community Access

- Barriers addressed
 - Economic - 65% ; Ability - 19% ; Cultural - 8%; Other – 8%
- New partners: 250 = 52%
 - Adjust ticket allocation based on past redemption
- Virtual experiences - small groups and all CAP
- In-person biannual meetings
- Discounts while at the Zoo
- King County Metro Partnership
- Top 5 Language of users, not just King County & Seattle



COMMENTS + QUESTIONS