

Jackson Zoological Society, Inc
 Master Plan – Short Summary
 Phase 1
 8-11-2015



RENDERED PLAN
 JACKSON ZOO



SUMMARY

- Introduction

The Jackson Zoo Master Plan proposes major new exhibits, visitor services, and significant revisions to the pedestrian and vehicular circulation routes. These changes will improve visitor circulation throughout the Zoo, diversify the zoo's animal and plant collections, improve visitor experience, and improve revenue generation opportunities. When completed, the new zoo will look significantly different than the current one and will elevate the public awareness and appreciation for animals and their environments. The new Master Plan also seeks to increase and improve interactive and interpretive experiences, including visitor-animal interaction, as well as families interacting together.

- Plan Development

The Jackson Zoo Master Plan has been developed through a series of interactive planning workshops that were conducted at the zoo and attended by the Jackson Zoo staff and the planning consultants. During the workshops, alternative plans were presented and a consensus plan was selected to be developed into the final master plan. The consensus plan was presented in a workshop format and final revisions were made to the plan based on zoo staff comments.

Jackson Zoological Society, Inc
Master Plan – Short Summary
Phase 1
8-11-2015

- Master Plan

The anticipated yearly attendance for the new Jackson Zoo is 250-300,000 visitors, when totally built out as shown on the master plan. The plan is physically organized to emphasize the Zoo's primary purpose of exhibiting live animals in ways that are fun, entertaining and educational to zoo visitors and are compelling enough to encourage repeat visitation from the local and regional community. It is important to remember that the Zoo's primary visitors are children and families with children who are coming to the Zoo for an enjoyable day. For that reason, the new plan focuses upon new animal exhibits, new visitor facilities, and new entertainment venues that have been specifically chosen to attract and engage young visitors. Major improvements and renovations include the following:

- a. **Discovery Zone:** *provide an opportunity for animal/human contact for young visitors*
- b. **Africa Expansion exhibits:** *improve on species represented from this diverse region of the world, including a new giraffe and lion exhibit and a future expansion to include elephants*
- c. **Adventure Zone:** *an area for challenging play opportunities*
- d. **Entry Complex:** *gifts, café, restrooms, visitor services, administration*
- e. **Group Event Space:** *provide appropriate revenue generating space and facilities to accommodate up to 300 people for special events*
- f. **Gift & Concessions Renovation:** *improvement and expansion of gift and food services*
- g. **Restaurant:** *provide a new large capacity restaurant with both indoor and outdoor seating to accommodate approximately 150 people in a climate controlled space*
- h. **Operations & Maintenance Renovation & Improvements:** *provide adequate facilities for maintenance of the expanded zoo and animal exhibits*
- i. **A new Orangutan/Gibbon Exhibit:** *develop a new exhibit to meet needs of animal care and management*
- j. **A new Leopard, Tapir, Fishing Cat, & Macaque:** *develop a new exhibit to meet needs of animal care and management*

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*k. **South America exhibits:** Add a Central and South American bio-geographic region to the zoo to*

include capybara, tapir, new world monkeys, tropical birds in free-flight aviary, ocelot, and jaguar exhibits

*l. **Tropical Rainforest Building:** create a climate controlled multi-species indoor exhibit experience*

*m. **Small cat breeding:** provide an area to expand the zoo's small cat breeding program*

Elephants are not included in this master plan; however, space has been allocated on the drawings as an expansion to the Africa Savanna zone in the event that elephants are brought back to the zoo at some later date once zoo attendance grows.

- Interpretation & Education

The new Jackson Zoo will connect visitors of all ages to the world of wildlife, from discovering the animals and plants of Mississippi to encountering species native to exotic locations around the globe. Viewing animals in the context of their habitat in lush, natural landscapes will enable visitors to understand how animals are adapted to find food, create shelter and rear their young. Cultural interpretation will highlight how local people also adapt to their environment, and reveal the intricate relationships among plants, animals and people. Conservation messages throughout will illustrate issues affecting wildlife, demonstrate how positive conservation solutions benefit animals and people, and inspire visitors to take action locally. This new interpretive approach and a unified suite of interpretive features will facilitate learning, encourage fun, family interaction, and provide multiple opportunities for children to engage in nature-themed, imaginative play related to animal adaptations and behaviors.

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Master Plan – Short Summary
Phase 1
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- Sustainability

Sustainability efforts at the Jackson Zoo should seek to serve two objectives: environmental stewardship and fiscal responsibility. The Zoo is in a unique position to provide leadership to the community by educating guests about the need for individuals and organizations to consider the environmental effects of their choices and offering concrete examples of how to make modest, common sense changes.

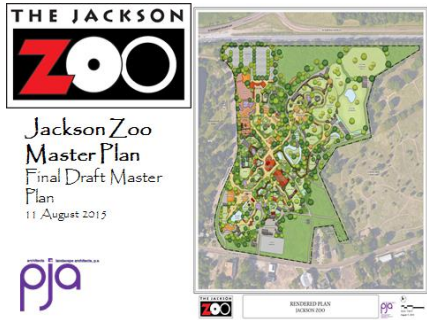
- Phasing

Considering the significant cost associated with implementing the Jackson Zoo Master Plan, it is recommended that the Jackson Zoo Board and the City implement the master plan in manageable phases, or “one bite at a time.”

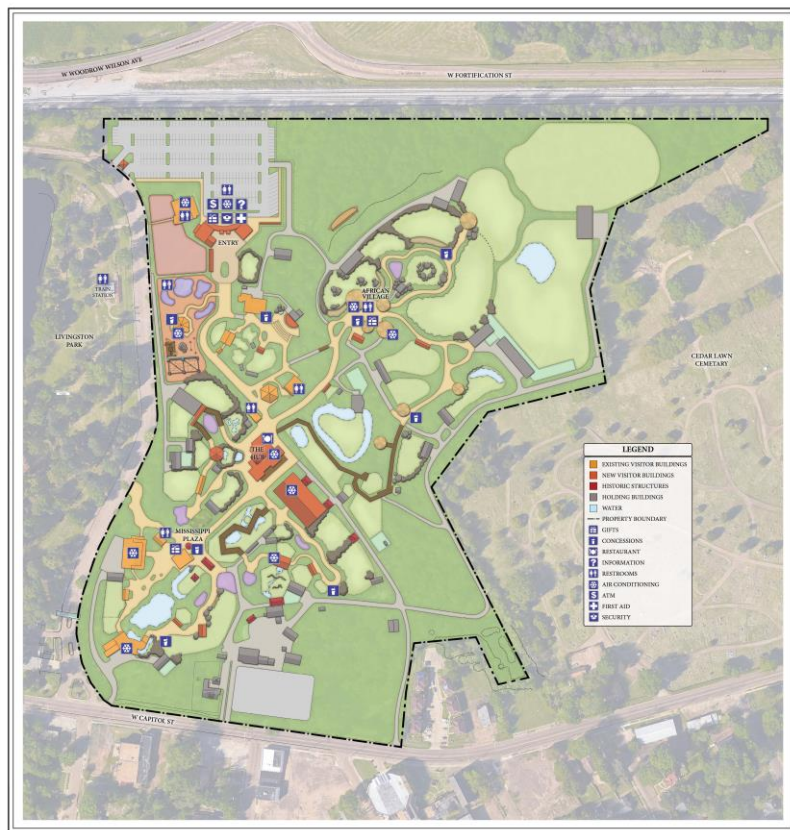
The phasing of major new facilities proposed in the Master Plan has been coordinated with the budget for each improvement and a construction sequence that renovates, relocates, and develops new exhibits in an orderly progression in order to continue to grow attendance, increase revenue, and encourage return visitation on a regular basis.

Timeline depending of funding is 10 to 15 years before full completion.

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Master Plan – Short Summary
Phase 1
 8-11-2015



- **Entry Complex**
 - Gift shop
 - Visitor services
 - Restrooms
 - Grab & Go F & B
- **Adventure Zone**
 - Grab & Go F & B
 - Restrooms
- **The Hub**
 - Restaurant
 - Restrooms
- **Mississippi Plaza**
 - Education exhibits
 - Food & Beverage
 - Restrooms
- **Africa Village**
 - Gift shop
 - Food & Beverage
 - Restrooms
 - Climate controlled space



VISITOR AMENITIES
 JACKSON ZOO



Signature Africa Exhibit

Lion & Giraffe Exhibit

- Indoor viewing structure
- Training wall
- Giraffe feeding
- Play feature
- Immersive habitat
- Close-up experiences



Africa Plan Phase 1

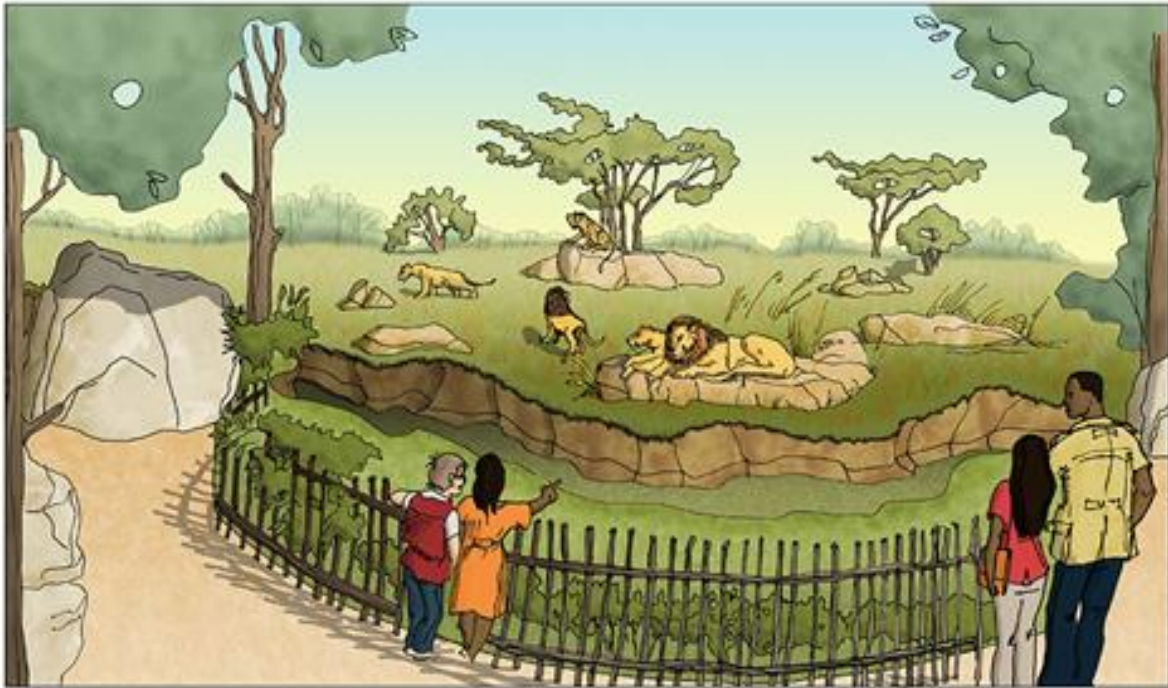
- Lion exhibit
- Giraffe exhibit
- Hyena exhibit
- Baboon exhibit
- Warthog exhibit
- Hoofstock exhibit
- Lion viewing
- Play Zone
- Hidden Africa
- Gift shop
- Restrooms
- Café



AFRICAN SAVANNA
ENLARGEMENT PLAN



Lion Sketch



Discovery Zone:

Live animal experience

- Contact animals
- Animal demonstrations
- Small mammals
- Insects & reptiles
- Lorikeet Feeding
- *Touch, smell, feel, hold*
- *Fur, fins, feathers, scales*



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8-11-2015

Phase 1: \$31M

- New wolf and eagle
- Lion & Giraffe
- Africa Village
- Events Pavilions
- Bird Aviary
- Discovery Zone

Phase 2: \$22M

- Entry & Parking
- Entry exhibit
- Orangutan, Gibbon, Leopard, Waterfowl

Phase 3: \$19.8M

- Restaurant
- Adventure Zone
- Africa Phase 2

Phase 4: \$23.1M

- Asian tapir, Fishing cat
- Tropical Americas
- Rainforest building
- Africa Forest exhibits



PHASING PLAN
 JACKSON ZOO

