



C H A P E L H I L L • C A R R B O R O

CHILDREN'S MUSEUM

*Inspired Learning Through Creative and
Purposeful Play*

*Proposal and Concept
Kidzu's New Home at Legion Road
April 11, 2017*

THE IMPORTANCE OF PLAY

THE FUTURE OF EDUCATION

Play Matters.

The creative, hands-on play that takes place at Kidzu Children's Museum is so much more than fun. The Alliance for Early Childhood has described play as "the engine of learning in early childhood" and a vital force for a child's physical, social and emotional development. The American Academy of Pediatrics has expressed alarm over the disappearance of play from children's lives. Kidzu provides a joyful environment that celebrates the importance of play and provides intentional informal learning opportunities that offset decline in other areas of children's lives.

Kidzu Matters.

Kidzu fulfills vital needs in our community by:

Providing playful, engaging learning experiences for all children and families

Complementing and supporting the world of schools, pre-schools and child-care facilities

Creating an educational umbrella for partner organizations serving children and families

Fostering critical 21st century skills necessary for success in the adult world



Early Learning Matters.

High quality, playful educational experiences are especially important in children's early years when an exceptional amount of brain development and learning takes place. Research has shown that quality early learning experiences boost children's success in school and in life and yield tremendous social and emotional benefits. Kidzu provides just such necessary early learning experiences with a focus on family engagement, recognizing that a parent is a child's first teacher. Kidzu is accessible to all members of our community, helping all children reach their full potential.



WHAT IS KIDZU CHILDREN'S MUSEUM?

Our Mission: To inspire children and the adults in their lives to learn through creative and purposeful play.

Our Vision: To be a model of excellence as a “community-centered” children’s museum – that is to serve, celebrate and reflect the uniqueness of our region through developmentally appropriate exhibits and programs for children and the adults who care for them.

Core Values: creativity, collaboration, community, sustainability, play as lifelong learning, research + best practices

The CURRENT Kidzu at University Place:

- 8,500sf exhibit and program space
- 1,000sf office and back of house space
- 2,000sf outdoor space
- 90,000 visitors annually
- Thousands served through community outreach and special events
- Membership Households: 75% from Orange County, 18% Durham County, additional 7% from neighboring counties and seasonal tourism



Social Impact:

- **Kidzu serves children infant to tween** with developmentally appropriate exhibits, programs and activities addressing four broad themes: arts education, S.T.E.M., health and wellness and emerging literacy.
- **Kidzu serves approximately 15,000 low and mid-income children each year** through monthly *Open Access Sundays*, no cost field trips for Smart Start classrooms, and scholarships for summer camps and fee-based programs.
- **Kidzu maintains a roster of over 100 community partners** from academic, creative, scientific and civic sectors of the region, who collaborate with Kidzu on the development of programs, activities and large-scale initiatives – and who provide children and families access to real-world expertise.
- **Kidzu supports UNC-CH through management of 10-20 undergraduate and graduate internship opportunities annually, through regular work-study programs and a through a variety of classroom collaborations** with university academic departments, including the Schools of Education, Arts and Humanities, Applied Sciences and Kenan-Flagler School of Business.
- **Kidzu serves ESL families through programs and interpretive information translated into Spanish, Mandarin and Karen.** Kidzu maintains deep partnerships with cultural organizations serving these communities.



THE NEW KIDZU

Ideal Space Requirements:

- 20,000sf exhibit and program/classroom space
- Varying ceiling heights up to 1.5 stories to accommodate gross motor climbing structures, etc.
- 6,000sf office, storage, and exhibit maintenance spaces
- 5,000 sf +/- outdoor exhibit/public space
- 50 daytime parking spaces

Anticipated Audience:

- 200,000 visitors annually
- 100,000 through outreach
- Targeted radius of 25 miles



The new Kidzu will build upon its 11+ years of providing our community with family engagement opportunities, boundless creativity and educational innovation to create:

Interactive indoor and outdoor exhibits with focus on STEM/STEAM, the arts, child health and emerging literacy

One-of-a-kind community programs

Outreach and accessibility for children and families in need

After school and out-of-school programs

Caregiver education

Teacher professional development

Leadership and mentoring for teens

Academic research to better understand family learning in museums

KIDZU'S ECONOMIC IMPACT

Children's Museums: Cultivating Innovative Problem-Solvers*

- Children's Museums are the fastest growing segment of the museum industry.
- There are 341 children's museum members of the Association of Children's Museums, representing 22 countries.
- Children's Museums spend more than \$440m each year, contributing to the economic growth of their communities.
- Children's Museums welcome more than 35 million visitors each year.
- Children's Museums serve more than 5m through outreach programs each year.
- 35% of children's museums are flagships in downtown revitalization and/or expansion projects.



Economic Impact**:

- $175,000 \times .6 \times \$16 \times 2.01 = \$3,376,800$
(annual amount spent by in-county visitors who would have to travel out of county for similar venue)
- $25,000 \times .4 \times \$16 \times 2.01 = \$321,000$
(annual amount spent by out-of-county visitors in the Orange County economy)
- 35 FTE jobs

* Association of Children's Museums
**Assuming 200,000 visitors per year

Kidzu is a major attraction for families, drawing tens of thousands to University Place each year. These families also visit the restaurants and businesses during their day with Kidzu. In 2016, data showed that 86%+ of visiting families patronized another business before or after their visit to Kidzu.

Photograph: Barbara Tyroler

ARCHITECTURAL INSPIRATION FOR THE NEW KIDZU



KIDZU CHILDREN'S MUSEUM AT LEGION ROAD

LOCATION, LOCATION, LOCATION:

Locating Kidzu at Legion Road would benefit the community in many significant ways. And for Kidzu visitors, the central, easily accessible location, with additional family-friendly amenities on-site and in close proximity is key.

Regardless of where within the Legion Road development Kidzu is located, there is ample opportunity to create a destination that will serve this community for generations to come. At this time, we are envisioning a 1-2 story museum, designed to complement the natural environment, with adjacent outdoor space, surrounded by public park area that the museum would potentially co-curate with CH Parks and Recreation to include adaptive play equipment and water features.



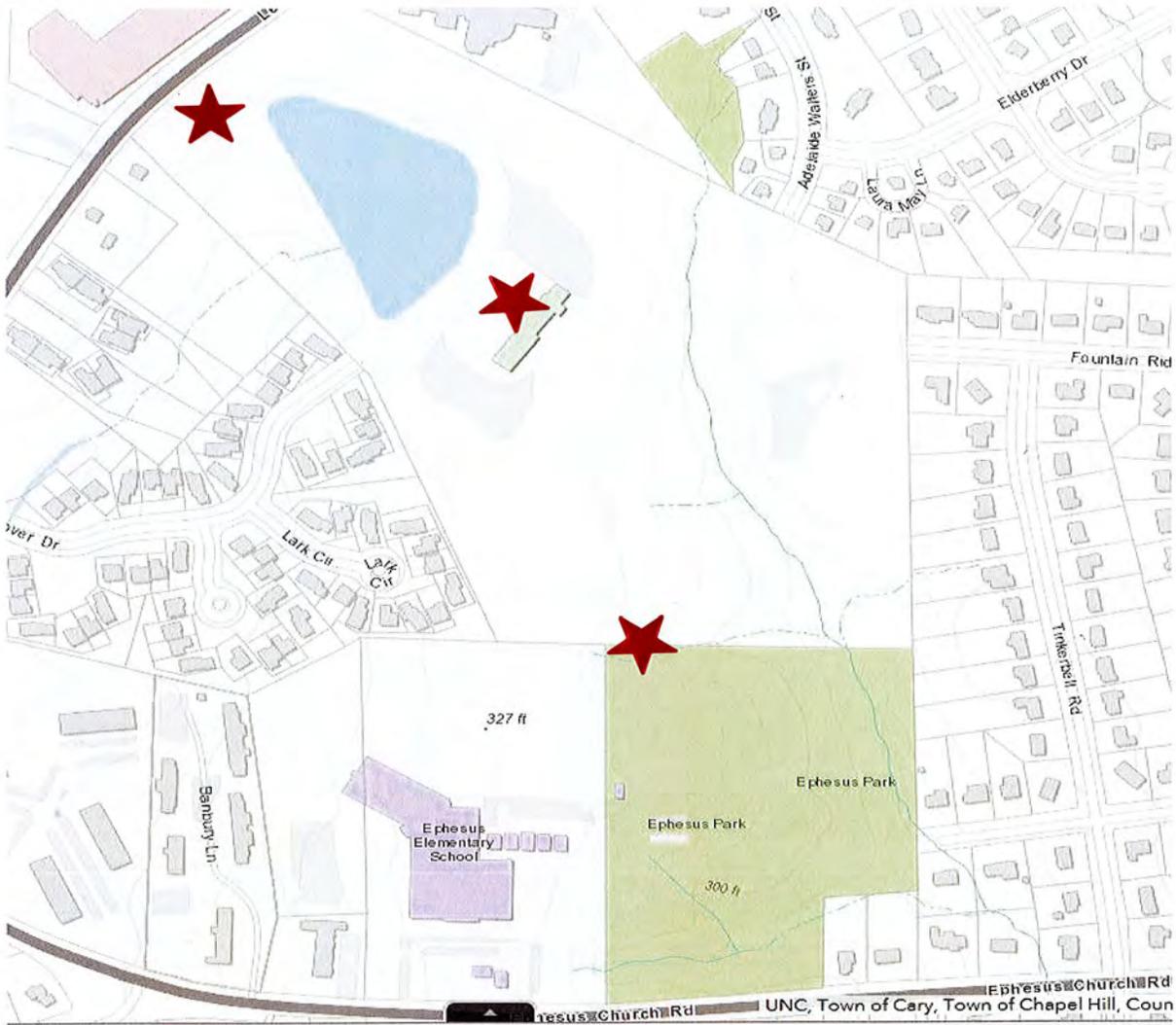
The map on the next page identifies conceptual location ideas designated by the stars on the map. We imagine 3 possible scenarios:

1. **We could imagine Kidzu being developed close to the frontage along Legion Road**, and spreading back parallel to the current pond area. If low-rise commercial is included in the development, Kidzu would be a seamless addition to that portion of the property.



2. **Kidzu could be moved further back towards the current Legion Hall.** Should a community center be part of the overall development, close proximity with shared parking and possible space and program collaboration make this a potentially good location. If a public park area was located there, the museum could co-curate with CH Parks and Recreation to include adaptive play equipment and water features. If appropriate, Kidzu would enjoy working with the Arts Commission to create visual interest along Legion Road.
3. **Kidzu could be located towards the back end of the property, closer to Ephesus Elementary**, making access for the schoolchildren as simple as a short walk. Directional signage from the entrance off Legion Road, and perhaps a public art piece would signal to visitors to “come this way to Kidzu!”

LEGION ROAD PROPERTY MAP



KIDZU AT LEGION ROAD: INSIDE TO OUTSIDE, AND OUTSIDE TO INSIDE

A strong educational framework and a clear design vision will guide the growth of Kidzu at Legion Road “from the inside to the outside.” The design of the building will emerge from the



need to create spaces where play is the work of children, and 21st century skills like creativity, collaboration and critical thinking are fostered. It will be built to house that community hub where public art, family engagement and a dynamic learning environment are front and center. The building will be designed so that it meshes seamlessly within the beauty of its surroundings, respecting – and celebrating - the natural environment.

The Museum’s vision imagines a facility where the lines between indoor and outdoor

experiences are sometimes blurred. Legion Road provides the perfect environment to connect to nature, and where daylight, breezes, water, plants, animals and natural beauty are prominent features.



At Legion Road, Kidzu imagines multi-dimensional activity:
Inside the Museum:

- Expanded maker education space and art studio, The Makery (the only maker space designed specifically for young children in the Carolinas)
- Expanded spaces for dramatic play and collaborative learning (Farm to Fork, Millhouse Café, Forest Theatre)



- Expanded spaces for gross motor activity (Treehouse, multi-story climber)
- Expanded spaces for construction and fine motor activities (Build Guild)
- Dedicated infant/crawler exhibit area (to keep our very youngest visitors engaged, curious and safe)
- Multi-sensory experiences for all learners
- Multiple multi-purpose rooms to host concurrent fee-based programs - camps, classes, birthday parties and facility rentals – as well as community meeting and event space

- Temporary exhibit gallery to host traveling exhibits from other children's museums and science centers
- Adequate office and back-of house space for storage and on-site workshop

Outside Experiences May Include:

- Pollinator garden and vegetable garden with outdoor kitchen
- Treehouse(s), water feature (boat-making, stream table), greenhouse
- Whirligigs
- Beehive climber
- Shaded areas for snacking

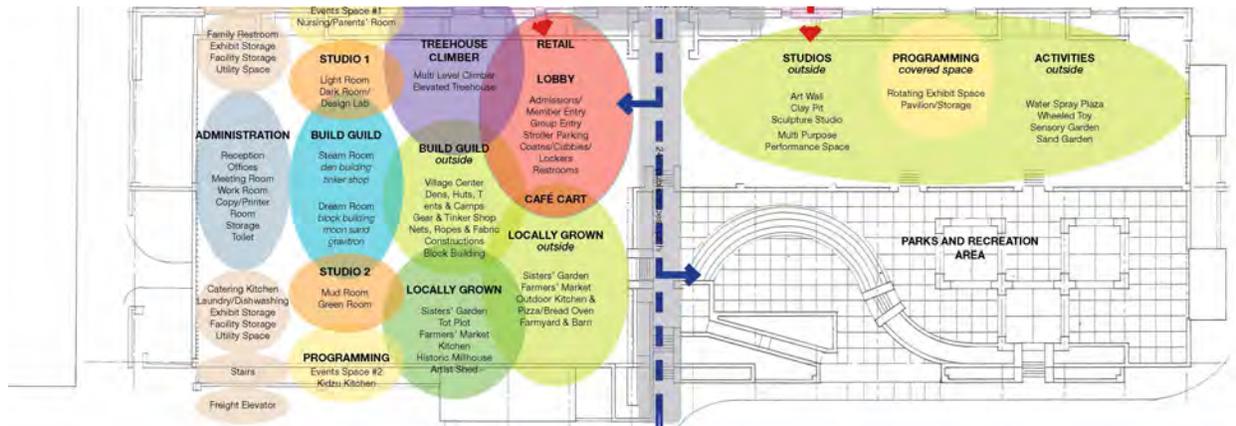
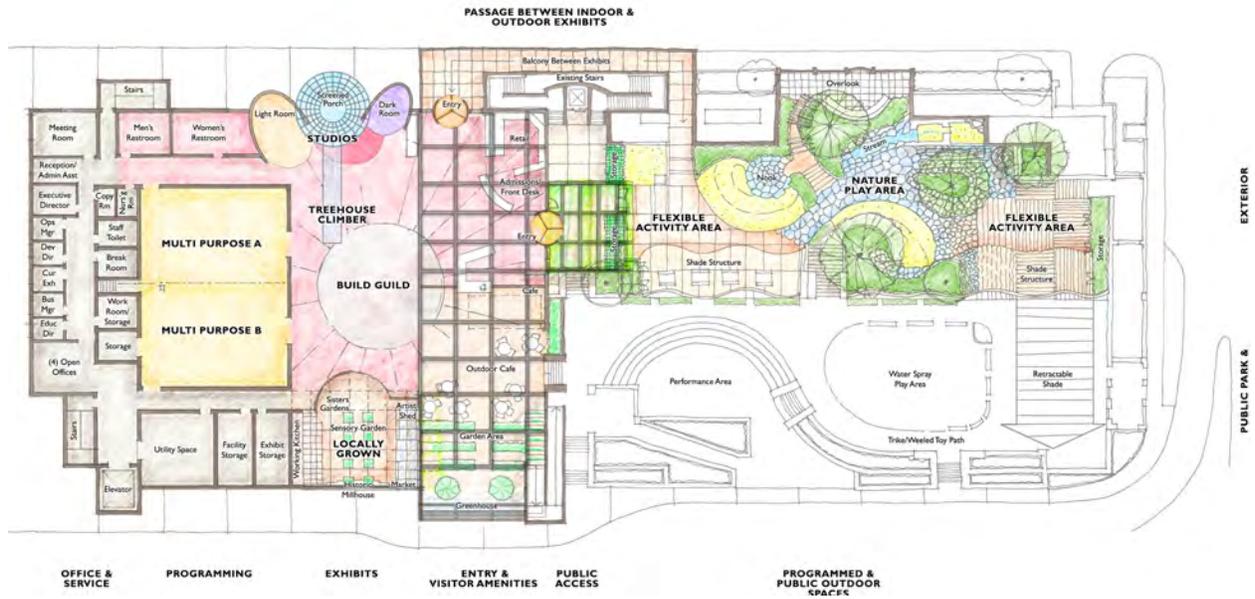


Beyond the Museum (free and accessible to all):

- Park area with adaptive play equipment in collaboration with Parks and Rec
- Large scale water features (splash pads, stream)
- Educational Pavilion utilized by the CH Farmers Market and others, also serving as shaded picnicking area for families, school and scout groups, etc.

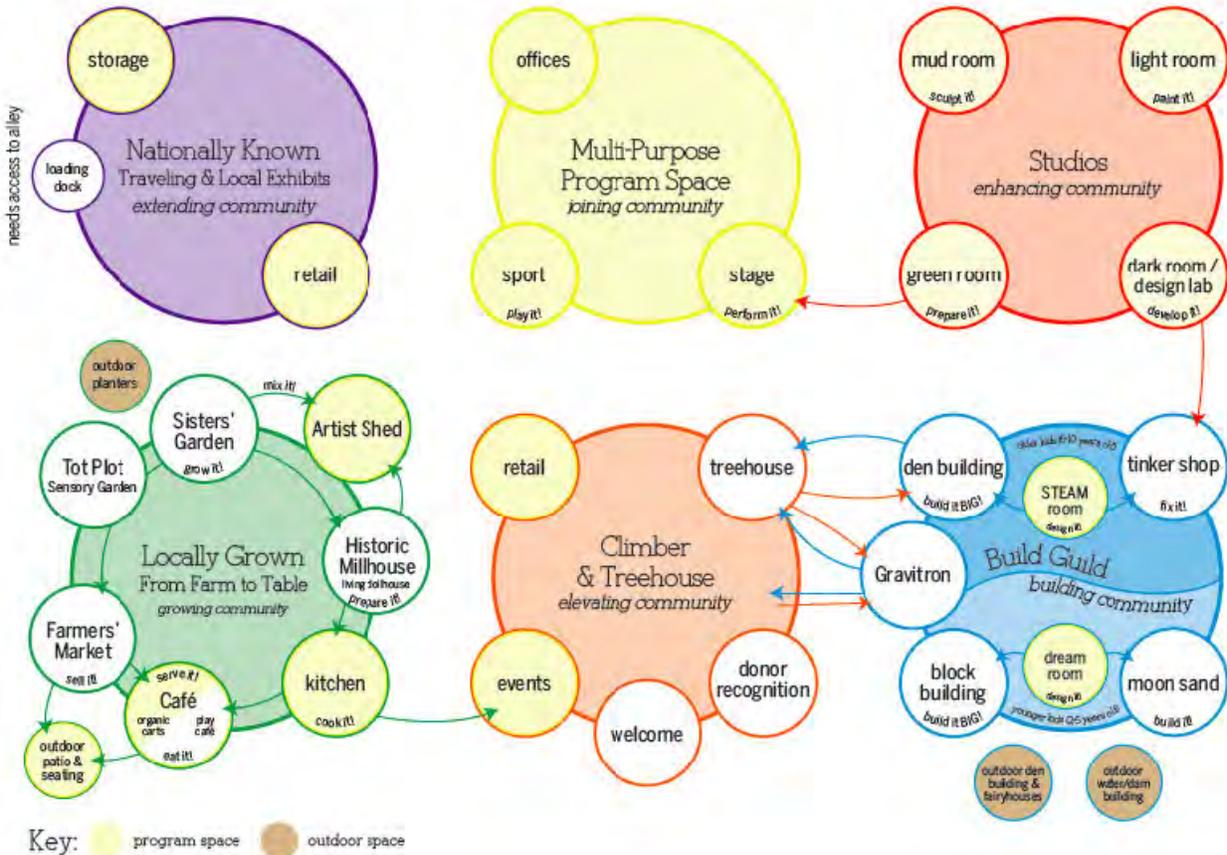


CONCEPTUAL SCHEME

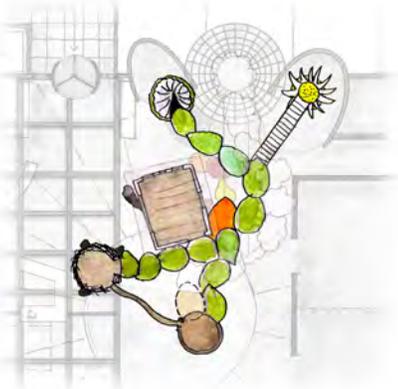


KIDZU EXHIBIT CONCEPTS

Kidzu Children's Museum: Exhibits

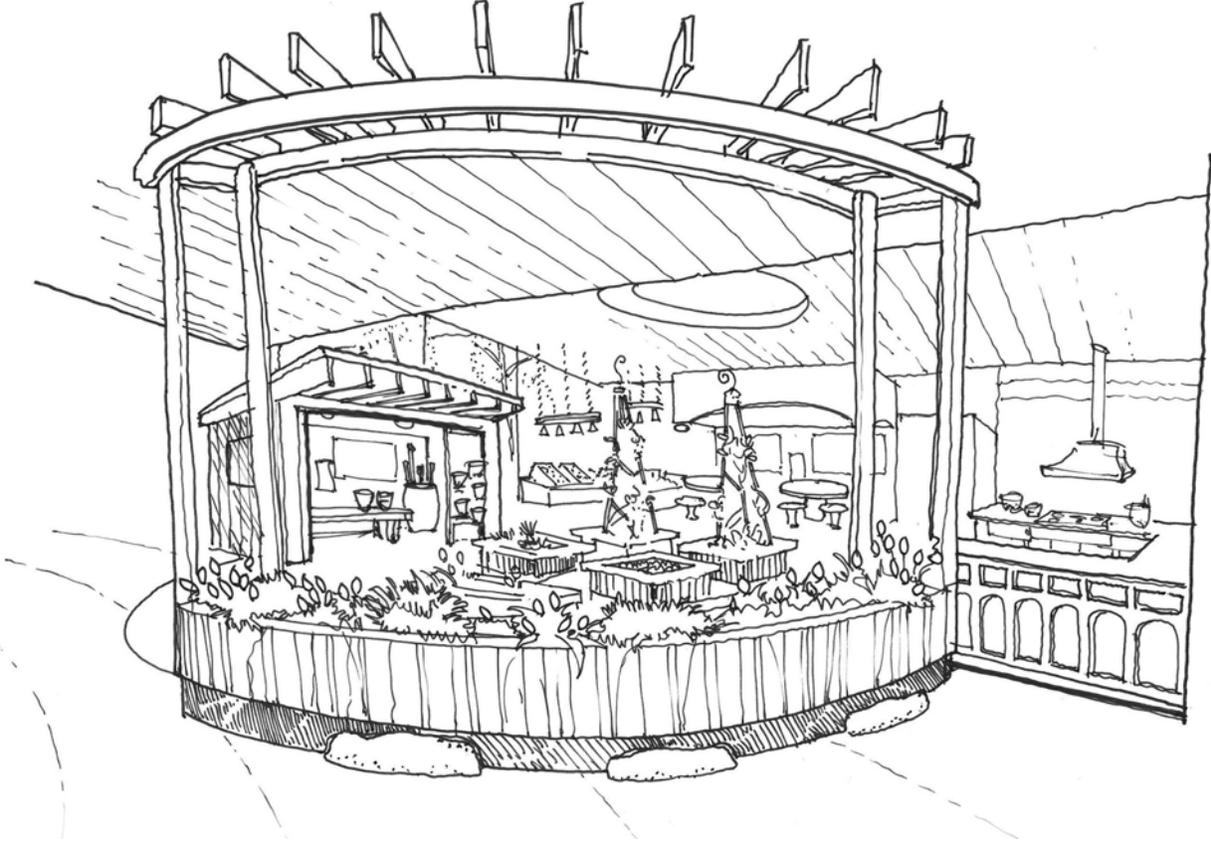


ICONIC TREEHOUSE CLIMBER



Kidzu maintains its Treehouse motif as the anchor to its design intent of bringing the outside in. Treehouses are quintessential examples of the meeting of natural and built environments. The Treehouse will be expanded through both horizontal and vertical climbing opportunities, and house literacy-based activities.

LOCALLY GROWN FARM TO FORK



Kidzu’s expanded Farm to Fork area will include access to an outdoor urban garden, and onsite cooking and preparation opportunities that underscore Kidzu’s emphasis on child health and wellness. An ongoing partnership with the Chapel Hill Farmers Market will bring locally grown foods directly to

Kidzu’s front door. Additionally, dramatic play opportunities abound in the expanded Millhouse Market, with its performance porch, play kitchen and farmer’s market.



THE MAKERY: STEM & STEAM LEARNING



Kidzu is proud of its Makery, the first maker space designed specifically for young children in the Carolinas. Maker education is a direct connection to critical STEM learning for young and old alike. The freedom to tinker, design and build sparks exploration of all the STEAM (science, technology, engineering, art and math) disciplines. An expanded Makery will incorporate new opportunities for onsite partnerships with the UNC Maker initiative and other adult-driven design projects, influencing the scientists and engineers of the future.



TEMPORARY EXHIBIT SPACE

Rotating traveling exhibits will bring new experiences to our community, providing a wide variety of learning and play opportunities for children, families and school groups.

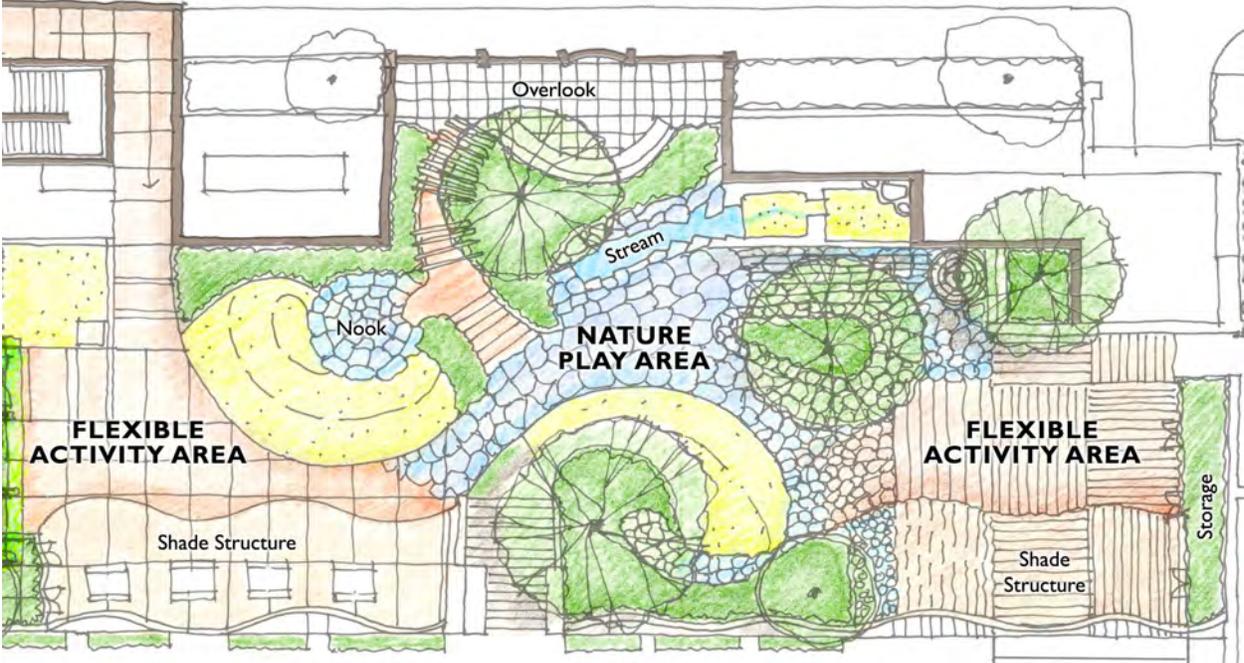


MULTI-PURPOSE ROOMS & SPACES

Dedicated multi-purposes spaces host field trip programs, summer camps, birthday parties, teacher professional development, corporate rentals and special programs.



OUTDOOR LEARNING



Children can run, jump, climb, splash and cultivate; experience interactive works of public art, tend plants, study pollinators, enjoy shady, cool nooks and water features, take part in outdoor activities and programs, and get plenty of exercise and sunlight to foster a healthy, active lifestyle.



PARTNERS AT LEGION ROAD

Kidzu maintains an active roster of over 100 community partners who infuse museum offerings with academic, creative and developmental rigor, while ensuring that Kidzu is a true reflection of the local community. Locating the new Kidzu Children’s Museum at Legion Road provides distinctive opportunities to partner with other organizations located on site, as well as opportunities to expand and deepen relationships with others to provide the very best in learning and family engagement – both at the museum and in educational outreach to schools and community centers. These synergies will define the experience at Legion Road, and create a unique destination for children and families from all walks of life to come and enjoy learning and playing together.

On-Site Partners would include:

Chapel Hill Parks and Recreation – Kidzu will create or co-create an outdoor adaptive play area, including major water features, accessible to the entire community outside of museum admission.

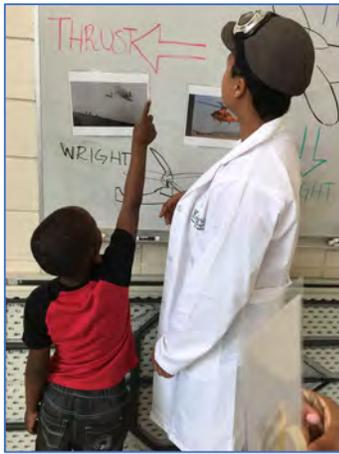
Chapel Hill Farmers Market – Kidzu has been working weekly with the Farmers Market for the past several years with its *To Market, To Market* program and both organizations are extremely interested in working together at Legion Road. There is potential to create an outdoor “Education Pavilion” that would serve the Farmers Market during the times the market is open, and provide an outdoor learning classroom for Kidzu groups during other times.



The NC Botanical Garden – The Garden is a long-time partner with Kidzu, and was instrumental in advising the museum and supplying native plants for its Outdoor Learning Garden funded through Burt’s Bees Greater Good Foundation. Kidzu will work with the Botanical Garden on identification and selection of native plants and overall landscape design for the new museum.

Ephesus Elementary School – the close proximity of the School provides tremendous potential for educational outreach, teacher professional development, after-school programs and out-of-school camps and classes for Ephesus students. Walking distance to the new Kidzu would greatly enhance the potential for synergies and educational research in partnership with UNC Department of Education and the FPG Child Development Institute.





The Surrounding Neighborhoods – Kidzu, like children’s museums everywhere, is recognized as a community hub – a convening space for families, as well as a safe, neutral zone for positive interactions and simultaneous learning regardless of culture, religion, economic background or language barrier. Likewise, in neighborhoods that need it the most, Kidzu has a history of “going where the children are” through community outreach activities, summer enrichment at community centers, tween and teen mentorship, after-school programs in underserved neighborhoods and caregiver education. The opportunities to be a deep community partner with the neighborhoods surrounding Legion Road are limited only by our imaginations.



Possible Commercial Developers – Kidzu understands that there has been conversation about the opportunity for “light commercial development” as part of the Legion Road project. Kidzu has a proven history of partnering with its for-profit neighbors at University Place and on Franklin Street, and there may be a possibility of folding Kidzu into the portion of Legion Road identified as “light commercial” as a welcome addition for developers.



KIDZU CHILDREN'S MUSEUM SNAPSHOT

A DAY IN THE LIFE AT LEGION ROAD

10:30 a.m. A Thursday in the Future

It's another busy morning at Kidzu Children's Museum! Busloads of 1st graders chatter excitedly as they enter the museum, anticipating what's in store for them. Their teachers are delighted to bring their classes to Kidzu each year, through partnerships with CH-Carrboro, Orange and Chatham County schools. This morning's group will be participating in a curriculum-connected workshop called *Healthy Bodies, Healthy Minds*.

The design of the museum is simple and welcoming. Incorporating natural materials and lots of light, the building is designed to blend naturally with the beauty of its surroundings, bringing the outside in and the inside out.

Once inside the museum, sunlight streams through its windows, offering a splendid view of the woods and the changing seasons, the pond, a public park and Kidzu's outdoor learning garden. In the garden, a museum educator is working with families in learning about pollinators, and sharing honey samples from Kidzu's own beehive, curated through a partnership with Bee



Downtown. Other families are helping to harvest herbs and a new crop of veggies for use in the field trip programs on healthy eating, and for the afternoon's *Market to Market* program with the CH Farmers Market, also located onsite. A warm breeze activates the whirly gigs that are scattered throughout the garden. An outdoor treehouse structure is connected to its twin inside the museum through large scale talking tubes, literally connecting the inside and the outside. At the nearby pond, just beyond the treehouse activity, a group of 2nd graders are participating in a pond study with a Kidzu

educator, using large nets and waders to find critters living in the pond. Later, they'll take their samples back and look at them under microscopes in Kidzu's outdoor classroom space.

Back inside the museum, controlled chaos reigns. A mom's group from Stroller Strides have just arrived after using the surrounding parkland for their weekly exercise activity. Now they're bringing their babies for Kidzu's regular *Busy Baby Bees* program, and later *Caregiver Coffee Chat* with a representative from UNC Healthcare in one of Kidzu's multi-purpose classrooms. Other caregivers and little ones are engaged in a participatory story time (offered in English, Spanish and Mandarin!) facilitated by a UNC student group from the College of Education, who are working on a literacy project in collaboration with the museum.

The exhibit areas are swarming with children, climbing, jumping and crawling on and through the central treehouse structure that offers a safe-climb up to Kidzu's roof! In the Treehouse, children are engaged in literacy-based reading activities or talking



to their friends outside through the talk tubes connecting the Treehouse to its outdoor counterpart. Down below, children are engaged in dramatic play activities around the Millhouse Market, assembling healthy meals, and honing their math skills as they pretend to run the Market. In the Build Guild, others are making structures from natural objects.



Kidzu continues to lead the maker education movement for young children, and is our community's leader in informal STEM and STEAM learning for 0-8. Within the expanded Makery exhibit, groups of children and caregivers are working a variety of different projects, building, hammering, painting and designing.



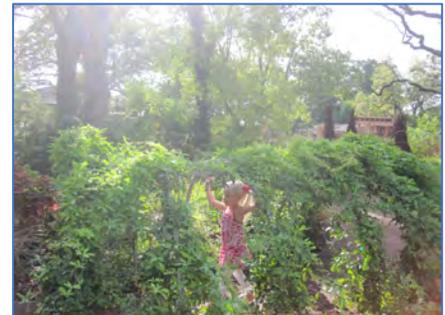
12:30 pm

Lunchtime! The field trip students are picnicking around Kidzu's garden, and surrounding parkland before they head back to school. Some caregivers and their charges are using the provided picnic tables or the shade of the outdoor classroom to eat a quick bite from a local food truck before heading home for naptime. Still others are taking advantage of the nearby Wegmann's and other family-friendly food providers a short distance from the museum.

1:00 pm

For the afternoon crowd, naptime has refreshed the little ones and the museum

continues to buzz with activity. Staff are prepping for this afternoon's *Market to Market* program. Out the window, they can see that the CH Farmers Market is starting to set up in the outdoor classroom space with their weekly goodies. Looks like the featured recipe of strawberry shortcake will have an abundance of juicy fruit to choose from today!



Today in *Makery Masterpieces*, a Kidzu educator is leading a workshop on Jackson Pollack. Children are learning about splatter painting and using paint filled balloons as a fun way to create mini-masterpieces. The children's work will be incorporated into set pieces for the weekend's puppet-making and performance workshop with Paperhand Puppets.

Kidzu's outreach staff is checking their material supplies for this afternoon's outreach to the afterschool program at Ephesus Elementary and the S. Estes Community Center. Every Thursday, Kidzu serves children on-site at several community centers in Orange County with specific learning programs connected to one or more of Kidzu's primary areas of focus – STEM/STEAM, the arts, child wellness and emerging literacy.



3:00 pm

Kidzu welcomes girls from its *Science Supergirls* afterschool program. These middle school students come to the museum weekly for homework support and STEM instruction. Many of these girls also volunteer at Kidzu in the summer months, earning status as learning facilitators and camp assistants.



Those participating in the *Market to Market* program are on their way out to the Farmers Market to greet the farmers, purchase their ingredients and come back to the Kidzu Kitchen to whip up a healthy and yummy recipe while learning about where our food comes from. Many participating families are regulars and they keep coming back because they know its Kidzu that has changed their child's eating preferences for food they can make themselves, with a focus on local and healthy!

5:00 pm

The museum is hosting a special member-only preview of a new temporary exhibit opening this weekend! One of the many perks for Kidzu members, exhibit previews happens 3 times per year, as Kidzu hosts other exhibits produced by its children's museum colleagues throughout the country. Thanks to Wegmann's for donating the cookies and to Luna Pops for the popsicles!

6:30 pm

The museum plays host for another after-hours event. This time the Chapel Hill Chamber is hosting its business after hours, giving the business community an opportunity to come play and learn, Kidzu-style. Business leaders remark on the beauty of the new Legion Road project from their vantage point of the floor to ceiling glass windows, looking out over parkland in bloom. Museum staff invite attendees to come back for the next over 21 event, *Crafterdark*. This month's theme is *Wine and Design*, featuring an interactive workshop by a local artist. The museum is rented frequently afterhours for a variety of events, ranging from adult birthday parties, to corporate team-building, to private parties and celebrations.

In the back exhibits workshop, other museum staff and interns are working on assembling the STEM activities for tomorrow night's *Family STEM Night* in partnership with the OCPYC. This year's event expects to serve over 300 low-income families from throughout Orange County coming for a museum-wide event just for them.

10:00 pm

The museum is quiet as remaining staff re-set the exhibit areas and lobby for another busy day tomorrow. In addition to the daytime activities and the *Family Stem Night*, Kidzu will be hosting their first Girl Scout camp-in on Saturday. Having hosted a variety of badge workshops, Kidzu is responding to community requests to host museum sleep over events, and the Scouts will be a great group to launch the program! They're looking forward to



evening stargazing and campfire activities plus a late-night movie before crawling into their sleeping bags at Kidzu!

Not included in today's snapshot are a wealth of other learning and family engagement opportunities for the community, including but not limited to:

Summer camps

Birthday parties

Parent Night Outs

School's Out programs

Holiday and special event programs

After-school and outreach programs to underserved audiences at area community centers

Teacher professional development opportunities and CIT workshops

Year-Round teen mentorship training and volunteer opportunities

