

## MEMORANDUM

TO: Mayor and Town Council

FROM: Erin Crouse, Chair,  
Parks, Greenways, and Recreation Commission

SUBJECT: Potential Recreation Uses for the American Legion Property

DATE: February 17, 2016

At our February 17, 2016 meeting, the Commission considered a list of possible recreation amenities that might serve the community if they could be located on a portion of the American Legion property. The following are possible amenities that might work well in this area and are needs identified in our current Master Plan:

1. It appears that a road is being considered that would use a portion of Ephesus Park to connect the Legion property with Ephesus Church Road. If a road is built through the western portion of the park the existing restroom facility will have to be relocated and a new facility built.
2. Any such road should be routed through the park property in order to avoid the school property.
3. A greenway trail connecting Legion road to Ephesus Church Road would greatly increase connectivity. Any such trail should be built to standard Town design, be ADA accessible, and be designed for both bicycle and pedestrian use.
4. A dog park with separate enclosures for large and small dogs.
5. A large playground area to serve the eastern part of Town.
6. Picnic shelter and other picnic areas along the proposed trail.
7. Provide additional parking at the tennis courts.
8. Upgrade the ballfield at the school.
9. Recreational/cultural arts programming space near the proposed lake.
10. The lake should be designed with environmentally sound “best practices” rather than just “water to a grassy edge.”
11. Improve the Ferrell Road access trail (neighborhood connectivity)
12. A connection from Adelaide Waters Street.
13. A community center building.
14. An outdoor pool.

**Members Present:** Erin Crouse (Chair), Joe Battle, Regina Blalock, Joan Guilkey, Mary Musacchia, Bob Myers, Jochen Schwarz, and Raymond Wong

**Members not present:** Steve Price (Vice Chair)

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# CHAPEL HILL CULTURAL ARTS COMMISSION

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December 21, 2016

MEMORANDUM- AMERICAN LEGION PROPERTY

Mayor and Town Council

Town of Chapel Hill

Chapel Hill, North Carolina

Mayor and Council

The Chapel Hill Cultural Arts Commission noted that The Chapel Hill Town Council on December 5, 2016, authorized the Town Manager to sign a contract to purchase the 35-acre American Legion Property at 1714 Legion Road for \$7.9 million. The Contract was signed by the Town Manager on December 6, 2016. The Contract provides, in Section 9, that the sale is contingent on the approval of the General Membership of Chapel Hill Post 6, American Legion, Inc. On December 15, 2016 the General Membership met and voted to approve the contract.

With this document Chapel Hill Cultural Arts Commission as part of the Chapel Hill Parks and Recreation Department and Cultural Arts Division would request inclusion in the conversation and planning pertaining to any future development within the American Legion Property.

Through our public feedback meeting during the development of the Cultural Arts Plan, we heard the community express their desire to have "makerspace" and classroom space for the arts and artists within our community. Currently, most of these services are being provided by third parties (UNC, ArtsCenter, Teen Center, etc.) If at some point the Town elects to build on this property, this space would fill a major need for CHCAC and for Town of Chapel Hill residents.

Sincerely yours,

Dan Cefalo- Chair Chapel Hill Cultural Arts Commission

## Chapel Hill Pickleball Legion Rd Planning Proposal April 2017

This document is a short summary covering status of pickleball in Chapel Hill, and suggestions for how the town of Chapel Hill, in particular the Parks and Recreation department, can help support the sport of Pickleball in Chapel Hill in conjunction with the potential development of the Legion Rd site.

### History

Pickleball is a relatively new sport. It is a paddle sport created for all ages and skill levels. The rules are simple and the game is easy for beginners to learn, but can develop into a quick, fast-paced, competitive game for experienced players. Many kids and teenagers play it in physical education classes in middle and high schools. Seniors enjoy the social aspects and the ability to stay active. Tennis, racquetball and ping pong players love the competitive nature of the sport and advanced players regularly participate in competitive tournaments. In many ways it is similar in organization to tennis, and in many areas it is rapidly approaching tennis in interest level. The governing organization for pickleball is the USAPA (<http://www.usapa.org/>). "Ambassadors" are the local representatives of the national organization. In most locales, it grows slowly at first until reaching critical mass, then it grows very fast.

In December 2015 we meet with the town P&R planning committee, as well as with P&R staff, to provide input on the Pickleball needs of the Chapel Hill community. This resulted in the redevelopment of two tennis courts into 6 pickleball courts at Ephesus. This helped ease the overcrowding of the existing Pickleball facilities at that time (Community Center and Hargaves). The new courts opened in April 2016, and we have already filled them up, with play occurring early morning, at lunch, during afterschool (program we started with Ephesus afterschool), and evening play includes leagues, teaching clinics, and social mixers. In 2015 when we proposed the short term plan (6 courts at Ephesus) we also demonstrated the expected need for many more outdoors and indoor courts, and provided a 5 year plan for 2020, which called for 24 outdoor courts and 6+ indoor courts (same as this proposal).

**Needs:** Pickleball began in 2012 in Chapel Hill with a handful of players. In 2014 we had over 200 players, and at the end of 2016 we had over 500+ active players participating. We are tracking participation through registration at the community centers, and by counting them at play times at the outdoor (Ephesus courts). We expect to have well over 1000 active players by 2020, and unless we substantially increase the available courts, we will not be able to come close to meeting that need.

**Benefits:** The advantage of having a large number of dedicated courts in a single location is immense. This allows us to offer multiple play times at different skill levels, leagues, skill training and lessons, and social play events. We are in our first year of supporting league play, and we have grown 200% and had to waitlist another 50%. Very importantly, it allows us to offer tournaments, which not only grow the sport and offer competitive formats, but also brings in tens of thousands of dollars in revenue annually to the town. We are modeling plans on several other communities who have successfully built 18-24 courts. These towns now attract residents due to pickleball. Having a dedicated pickleball facility has been demonstrated to be a critical factor in the development of a strong local program nationwide.

**Growth rate.**

USAPA estimates around 77 million Americans have played the game. Between the years of 2010 – 2013 the USAPA tripled its membership and it lists a growth rate of 39 new Pickleball venues being added monthly. It has been growing even faster the past few years (latest numbers not released yet).

**2020 Plan for Chapel Hill**

**Outdoor:** Development of 24 outdoor courts. A possible location is the old baseball field located between the existing Ephesus Park and the current Legion building. It is already leveled and compacted (significantly reducing construction costs). This would also return 2 tennis courts to use.

**Indoor:** 6+ indoor courts in new two gym recreational facility. Each indoor basketball court can support 3 pickleball courts by adding lines to courts and using portable net systems. An indoor facility also better supports many sports including basketball, volleyball, badminton, table tennis, etc.

**Site Planning:** 24 court Pickleball complex would require roughly 800' N/S by 300' E/W with courts arranged in a 4 across (E/W) by 6 courts down (N/S) grid, with bisecting horizontal and vertical walkways, shaded bleachers, small building with restrooms. Additionally parking for 200 cars close by.

We believe both the indoor and outdoor facilities to be critical to handle the expected growth of this sport in Chapel Hill by the year 2020. Given the time frame for the development of the Legion Rd property, and the lack of alternative sites in Chapel Hill, we believe that incorporating these elements is critical to the future of this sport in Chapel Hill, as well as making us a leader in the sport in this area. (The Triangle is on its way to becoming nationally recognized in Pickleball, and this could cement our reputation). Below is the St George's Utah (similar population) facility (24 public courts) built last year.



**From:** Roger Stancil

**Sent:** Wednesday, March 15, 2017 6:01 PM

**To:** Donna Bell <[dbell@townofchapelhill.org](mailto:dbell@townofchapelhill.org)>; Ed Harrison <[eharrison@townofchapelhill.org](mailto:eharrison@townofchapelhill.org)>; George Cianciolo <[gcianciolo@townofchapelhill.org](mailto:gcianciolo@townofchapelhill.org)>; Jeanne Brown <[jbrown2@townofchapelhill.org](mailto:jbrown2@townofchapelhill.org)>; Jess Anderson <[janderson@townofchapelhill.org](mailto:janderson@townofchapelhill.org)>; Town Council <[mayorandcouncil@townofchapelhill.org](mailto:mayorandcouncil@townofchapelhill.org)>; Michael Parker <[mparker@townofchapelhill.org](mailto:mparker@townofchapelhill.org)>; Maria Palmer <[mpalmer@townofchapelhill.org](mailto:mpalmer@townofchapelhill.org)>; Nancy Oates <[noates@townofchapelhill.org](mailto:noates@townofchapelhill.org)>; Pam Hemminger <[pheeminger@townofchapelhill.org](mailto:pheeminger@townofchapelhill.org)>; Roger Stancil <[rstancil@townofchapelhill.org](mailto:rstancil@townofchapelhill.org)>; Ross Tompkins <[rtompkins@townofchapelhill.org](mailto:rtompkins@townofchapelhill.org)>; Sally Greene <[sgreene@townofchapelhill.org](mailto:sgreene@townofchapelhill.org)>

**Cc:** Amy Harvey <[aharvey@townofchapelhill.org](mailto:aharvey@townofchapelhill.org)>; Beth Vazquez <[bvazquez@townofchapelhill.org](mailto:bvazquez@townofchapelhill.org)>; Catherine Lazorko <[clazorko@townofchapelhill.org](mailto:clazorko@townofchapelhill.org)>; Christina Strauch <[cstrauch@townofchapelhill.org](mailto:cstrauch@townofchapelhill.org)>; Dwight Bassett <[dbassett@townofchapelhill.org](mailto:dbassett@townofchapelhill.org)>; Flo Miller <[fmiller@townofchapelhill.org](mailto:fmiller@townofchapelhill.org)>; Mary Jane Nirdlinger <[mnirdlinger@townofchapelhill.org](mailto:mnirdlinger@townofchapelhill.org)>; Rae Buckley <[rbuckley@townofchapelhill.org](mailto:rbuckley@townofchapelhill.org)>; Ralph Karpinos <[rkarpinos@townofchapelhill.org](mailto:rkarpinos@townofchapelhill.org)>; Ran Northam <[rnortham@townofchapelhill.org](mailto:rnortham@townofchapelhill.org)>; Sabrina Oliver <[soliver@townofchapelhill.org](mailto:soliver@townofchapelhill.org)>

**Subject:** Liberty Healthcare Management, Inc. interest in American Legion property

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Consistent with the email sent by Mr. Purvis on March 6, 2017, we received a statement from Liberty Healthcare Management, Inc. expressing their interest in acquiring the front portion of the American Legion Property. Their conceptual sketch is attached for illustrative purposes. They are offering to purchase the identified property for \$7,900,000.00).

The Town is required to follow certain procedures for disposal of Town-owned property and cannot simply accept an offer. We will share this information with the facilitator and design team as inputs into the April 8 charrette and public discussion about possible future land use.

We also consulted with the Town Attorney to provide you with an overview of the requirements related to disposal of Town-owned property, provided below.

### **Sale of Real Property**

Sale of real property by the Town requires that Town follow procedures set out in State Law. In general the options require that real property be sold to the highest bidder.<sup>[1]</sup> By general state law this can be accomplished through:

1. Advertisement for sealed bids.
2. Negotiating an offer and advertising the offer and allowing an opportunity for upset bids.
3. Public auction.

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<sup>[1]</sup> Other methods of disposal of real property are available under general state law which do not appear applicable to the current circumstances related to the Legion property, including:

1. Exchange of property
2. Private sale to a governmental unit
3. Private sale to a public or private entity carrying out a public purpose

State Law would also allow the Town to dispose of the property by private sale as part of an economic development project. The Town has used this procedure for the 140 West project and, more recently, for the Glen Lennox Fire Station site. In each of those cases, the Town issued a request for proposals and evaluated those proposals before selecting a party with whom to negotiate an economic development agreement. In each of those cases the Town proposed to retain or regain an interest in some or all of the land being developed by the private developer.

Sale of land, in the absence of such an Agreement under which the Town retains an interest in the real property, can usually be in fee simple. Most property owned by the Town can be disposed without any restrictions . <sup>[2]</sup> The Legion property is not being acquired with any specific binding limits on its future use, although there are certain commitments regarding the future naming of facilities provided for in the Town's Agreement of Sale with the American Legion.

<sup>[1]</sup> Other methods of disposal of real property are available under general state law which do not appear applicable to the current circumstances related to the Legion property, including:

1. Exchange of property
2. Private sale to a governmental unit
3. Private sale to a public or private entity carrying out a public purpose

<sup>[1]</sup> There may in any particular case some specific restrictions which also apply due to a deed restriction imposed at the time of acquisition or the source of funds used in acquisition. No such restrictions would limit the options above for sale of this property.



**Roger L. Stancil**

Town Manager

**Manager's Office**

[Town of Chapel Hill](http://www.townofchapelhill.com)

405 Martin Luther King Jr Blvd

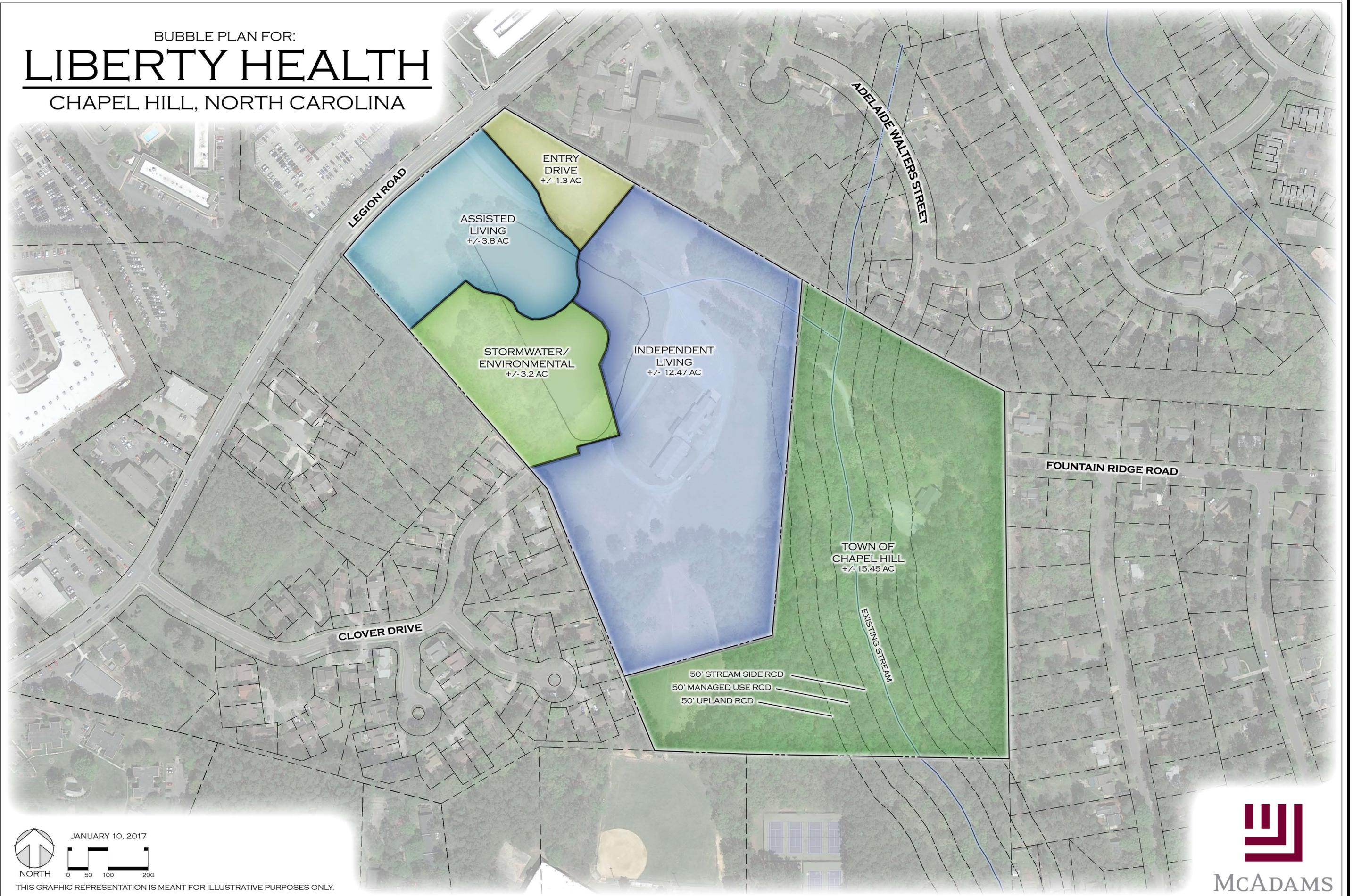
Chapel Hill, NC 27514-5705

Phone: (919) 968-2743

Fax: (919) 969-2063

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BUBBLE PLAN FOR:  
**LIBERTY HEALTH**  
CHAPEL HILL, NORTH CAROLINA



JANUARY 10, 2017  
NORTH  
0 50 100 200

THIS GRAPHIC REPRESENTATION IS MEANT FOR ILLUSTRATIVE PURPOSES ONLY.





May 2, 2017

ORIGINAL SENT VIA EMAIL 5/3/17

Honorable Pam Hemminger  
Town of Chapel Hill  
Town Hall, Second Floor  
405 Martin Luther King Jr. Blvd.  
Chapel Hill, NC 27514-5705

Dear Mayor Hemminger:

I am writing to express the interest of The ArtsCenter to partner with the Town of Chapel Hill in the development of the American Legion property. I believe this partnership would provide a unique opportunity for the Town to offer more performing and visual arts programming and arts education to its citizens and to create a vibrant creative civic hub for all.

The ArtsCenter has a history of more than forty years of engagement with the citizens of Chapel Hill; the town constitutes the largest percentage of our audience and majority of our volunteers, board members and donors come from the Chapel Hill community. We have deep ties to many of the neighborhoods and diverse populations of this community.

Our programs have served audiences of every demographic and all ages from two to ninety-two; we offer Artsploration Workshops for children ages one to five and Creative Aging daytime classes in collaboration with The Orange County Department on Aging. Our School Shows program works with every elementary and middle school in the Chapel Hill Carrboro School District, offering performing arts field trips and in school performances such as *Folktales from Anansi to Zeus* with Donna Washington to *Mr. Popper's Penguins* by Children's Theater of Charlotte.

A partnership with The ArtsCenter creates an opportunity to transform the community's relationship with the American Legion property. The potential collaborations are myriad including expanding classes, workshops and events offered through Park and Recreation or partnering with community theater groups and choral organizations providing a stage and structure for amateur theater and vocal performances.

The ArtsCenter could be a strong partner for civic, nonprofit and corporate sectors all working together on the American Legion property. When asked what factors contribute to their decision to open or relocate to this area, businesses frequently cite the quality of life—and culture and the arts top the list of what constitutes a good quality of life. The ArtsCenter is the largest employer of artists in Orange County and generates over \$3.5M in economic development in the region. The ArtsCenter's partnering with the Town of Chapel Hill can create a hub of arts and entertainment that link to education, social, civic organizations and communities in the Legion Road area and for all citizens.

I look forward to further dialogue and investigation of the best partnership to benefit all ages and demographics. We are grateful for your willingness to work with The ArtsCenter and appreciate your focus on making Chapel Hill a vibrant, strong and connected place to live and work for all.

Sincerely,

A handwritten signature in blue ink, appearing to read "Daniel Mayer". The signature is fluid and cursive, with a long horizontal stroke at the end.

Daniel Mayer, Executive Director

Cc: Corey Liles



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 21<sup>st</sup> 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.



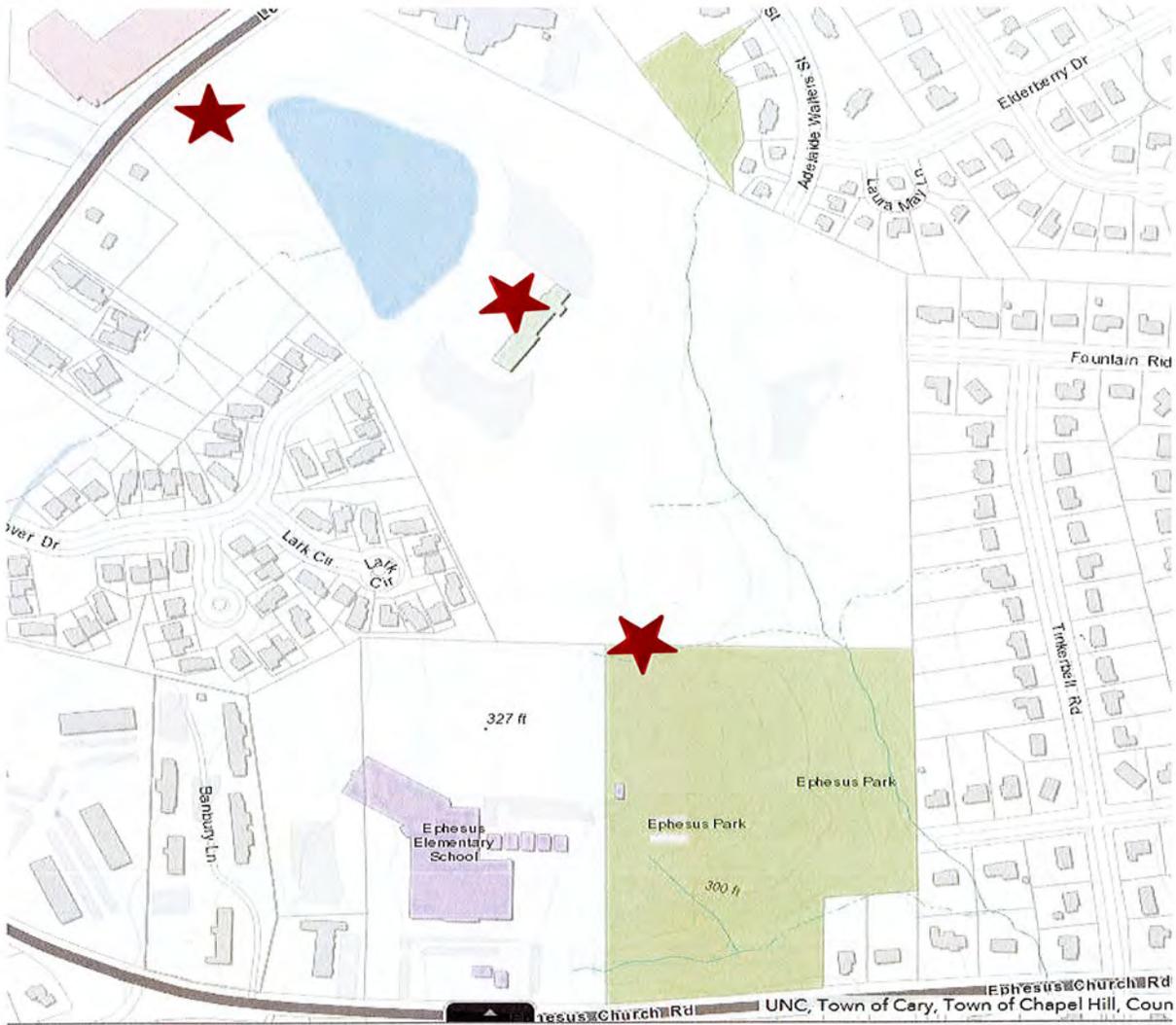
The map on the next page identifies conceptual location ideas designated by the stars on the map. We imagine 3 possible scenarios:

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 21<sup>st</sup> 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

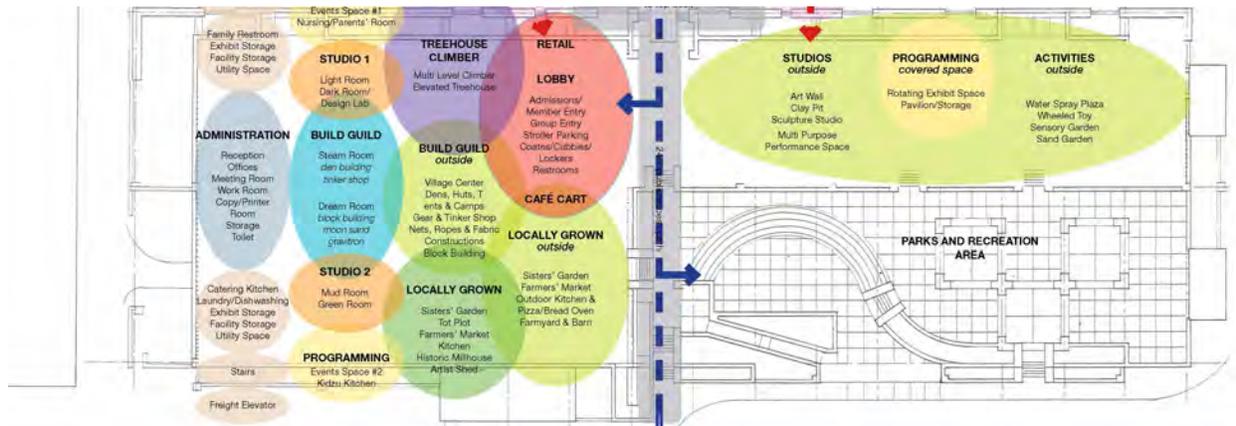
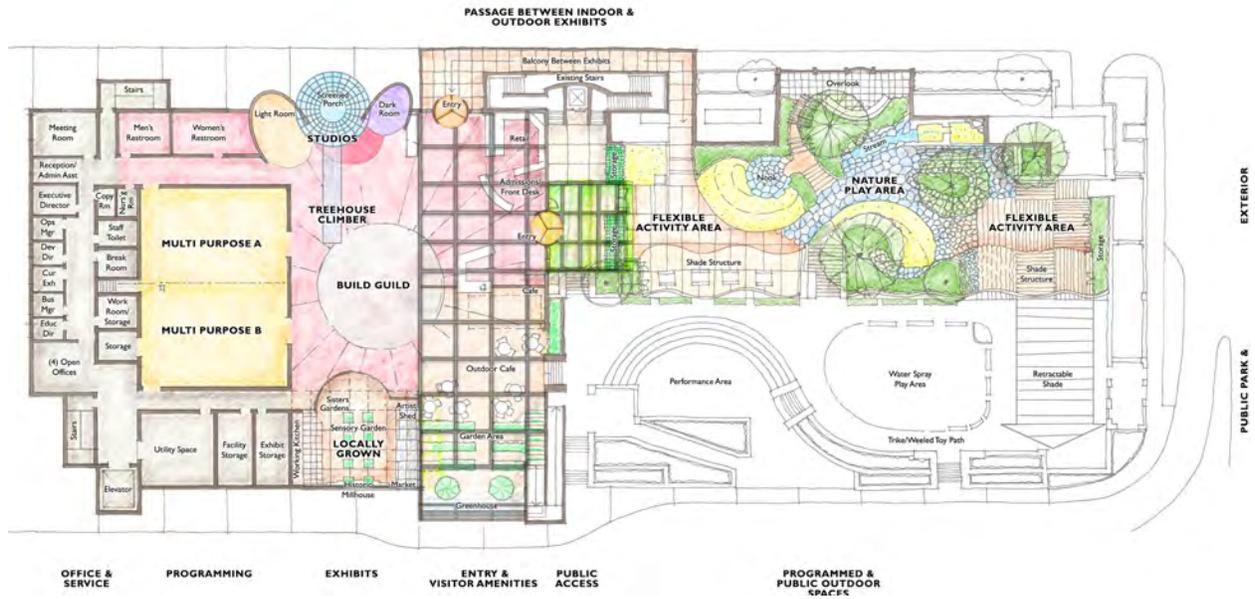


**Beyond the Museum (free and accessible to all):**

- 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.

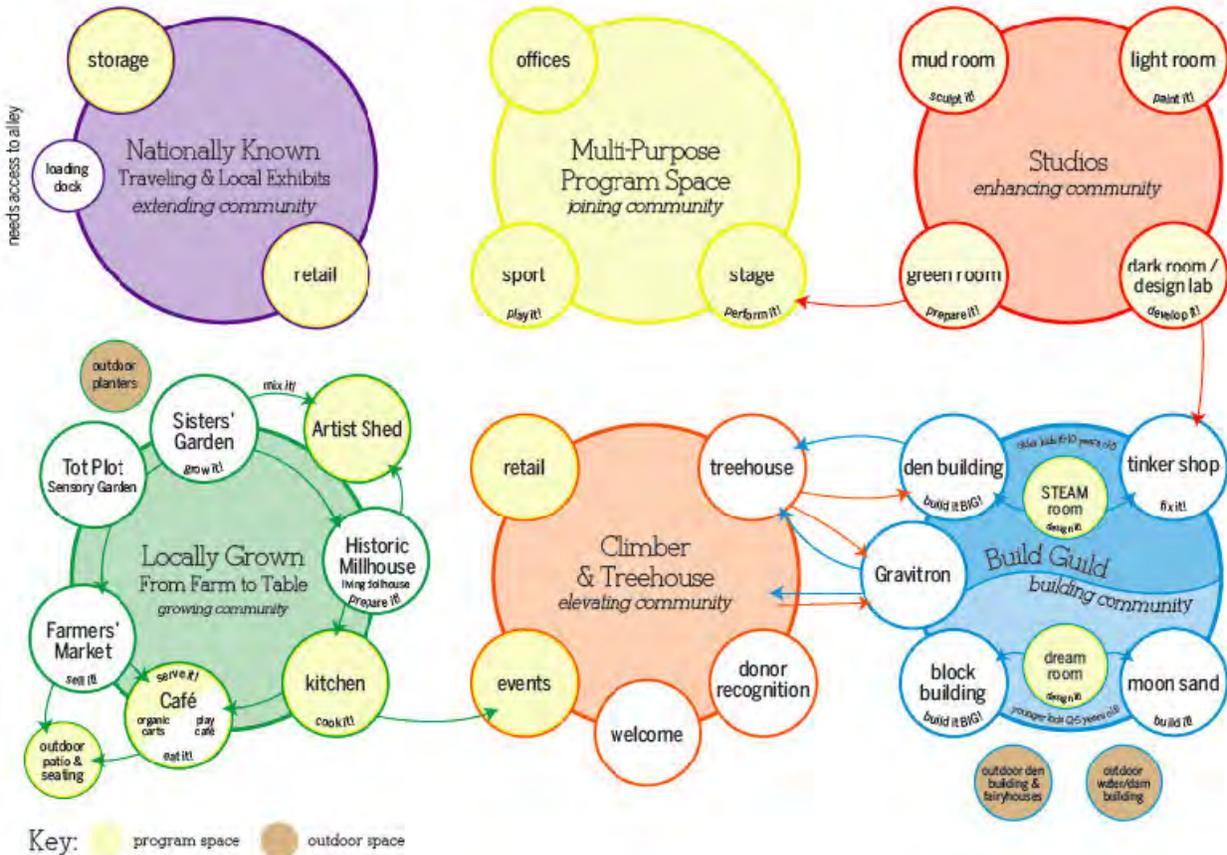


# CONCEPTUAL SCHEME

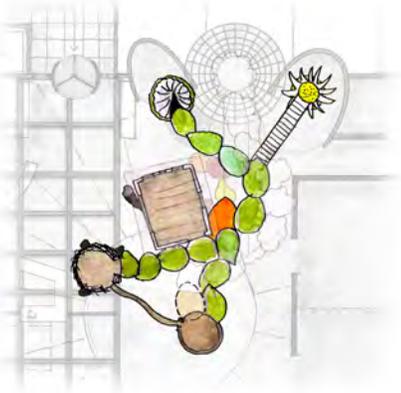


# KIDZU EXHIBIT CONCEPTS

## Kidzu Children's Museum: Exhibits

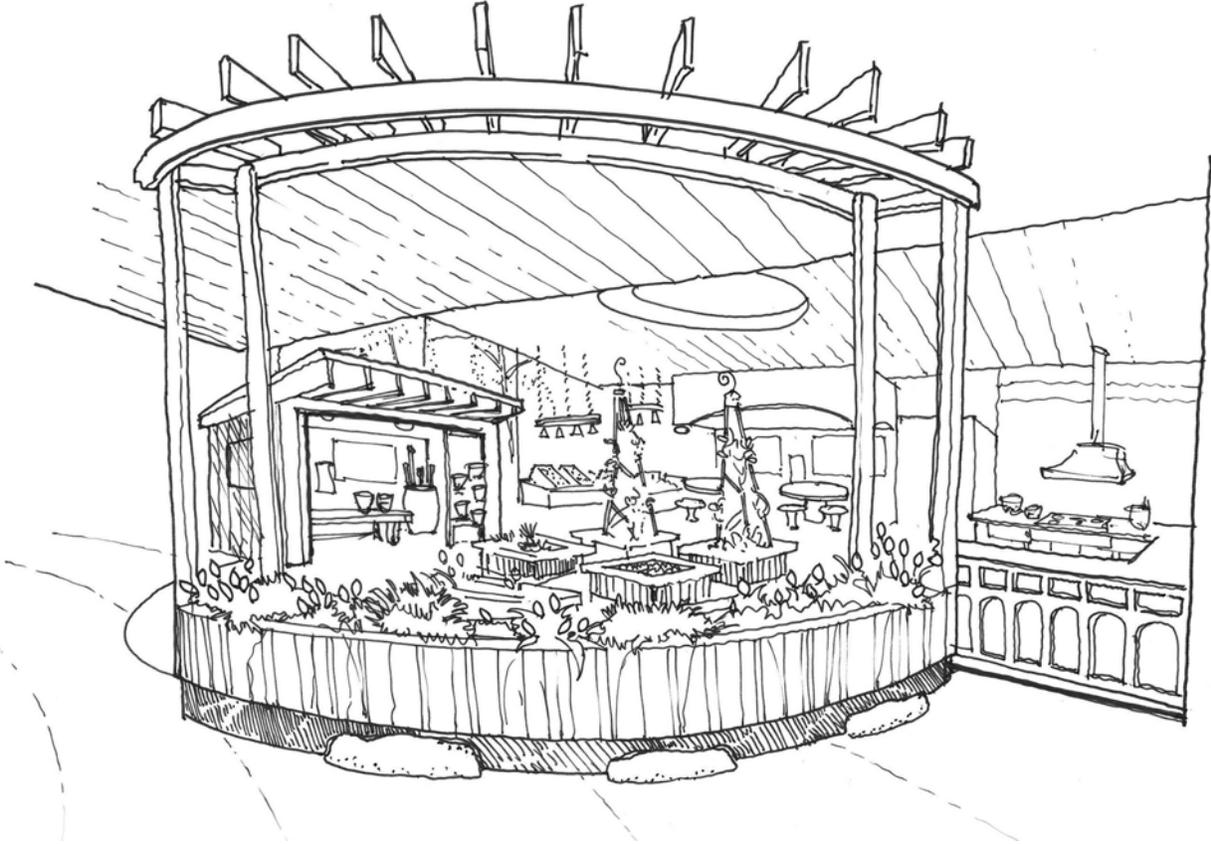


# ICONIC TREEHOUSE CLIMBER



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.

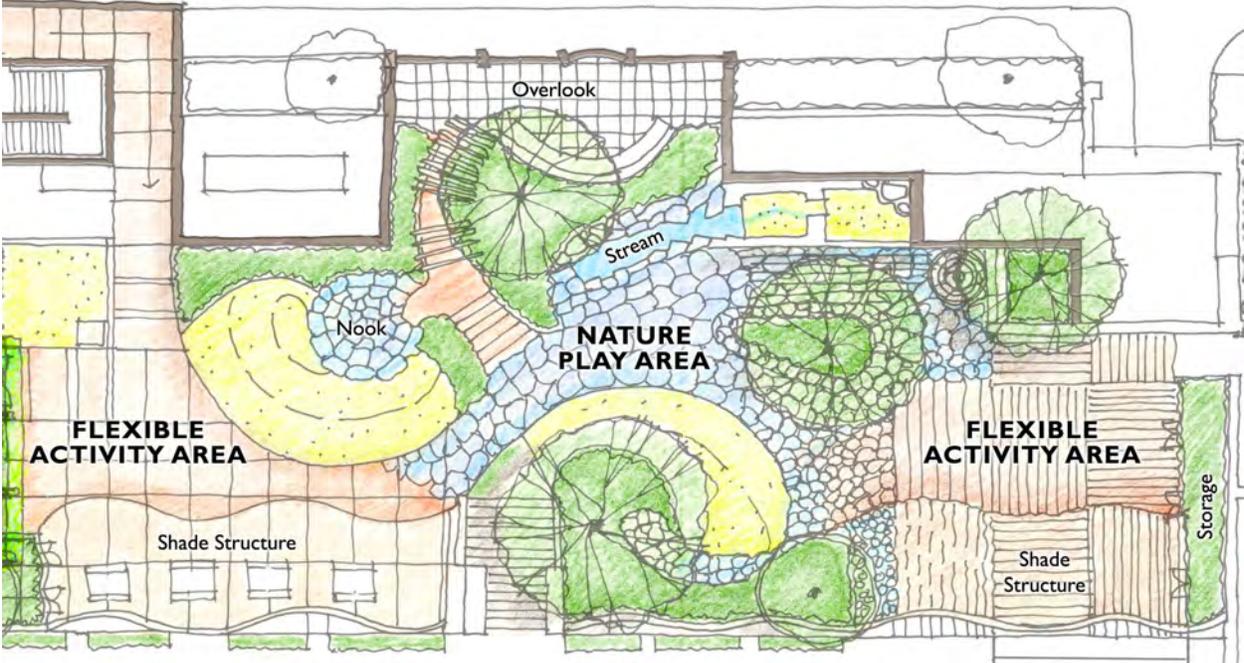


# MULTI-PURPOSE ROOMS & SPACES

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.

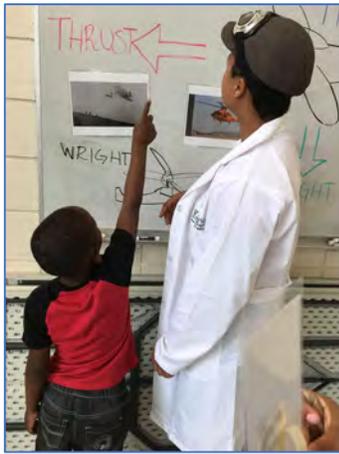
**Chapel Hill Farmers Market** – Kidzu has been working weekly with the Farmers Market for the past several years with its *To Market, To Market* program and both organizations are extremely interested in working together at Legion Road. There is potential to create an outdoor “Education Pavilion” that 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 1<sup>st</sup> 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 2<sup>nd</sup> 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

