

KIDZU CHILDREN'S MUSEUM

a catalyst for growth, innovation & learning at Chapel Hill's Southern Gateway



The background features a light, textured surface with several overlapping circles in shades of gold and brown. A semi-transparent teal map of North Carolina is positioned in the lower right, with a gold star marking a specific location on the eastern coast.

SOUTHERN VILLAGE

qualities and design principles



COLLABORATIVE



FAMILY-FRIENDLY



COMMUNITY-CENTERED

SOUTHERN VILLAGE INITIAL CONCEPT



FLEXIBLE FOR FUTURE GROWTH

BUILDING "A"

BUILDING "B"

BUILDING "C"

BUILDING "D"

BUILDING "E"

BUILDING "F"

BUILDING "H"

BUILDING "K"

BUILDING "J"

BUILDING "H"

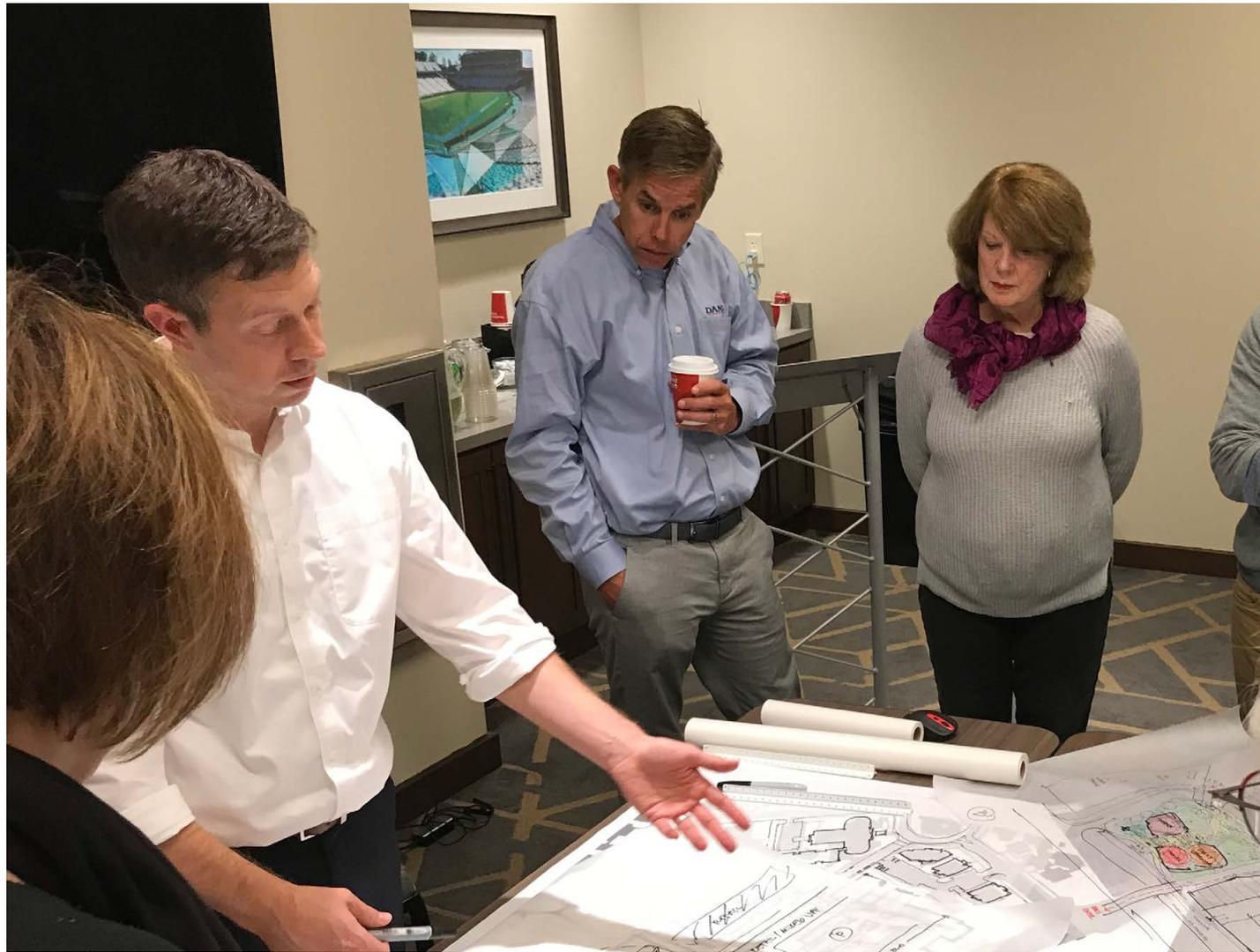


The background features a stylized globe with a grid of latitude and longitude lines. Overlaid on the globe is a blue-tinted illustration of a classical building facade with four columns and a pediment. In the foreground, three green silhouettes of people are shown in various dynamic poses, suggesting movement or dance. The overall color palette is soft, with pastel blues, greens, and yellows.

**CULTURAL
INSTITUTIONS**

COMMUNITIES

WORK SESSION DIALOGUE



ESSENTIAL AMENITIES OFFERED BY SOUTHERN CHAPEL HILL

proximity to
schools, preschools,
and higher education

proximity to major
thoroughfare
(15-501 and I-40)



proximity to parking,
park and ride, and
public transportation

proximity to
recreation and
trails

proximity to retail and
hospitality

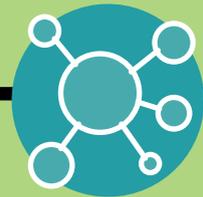
ESSENTIAL ATTRIBUTES OFFERED BY KIDZU



family-friendly



multi-generational



hub for experiential learning



cultural gathering space



iconic gateway



catalyst for growth and future development



flexibility to meet diverse community needs

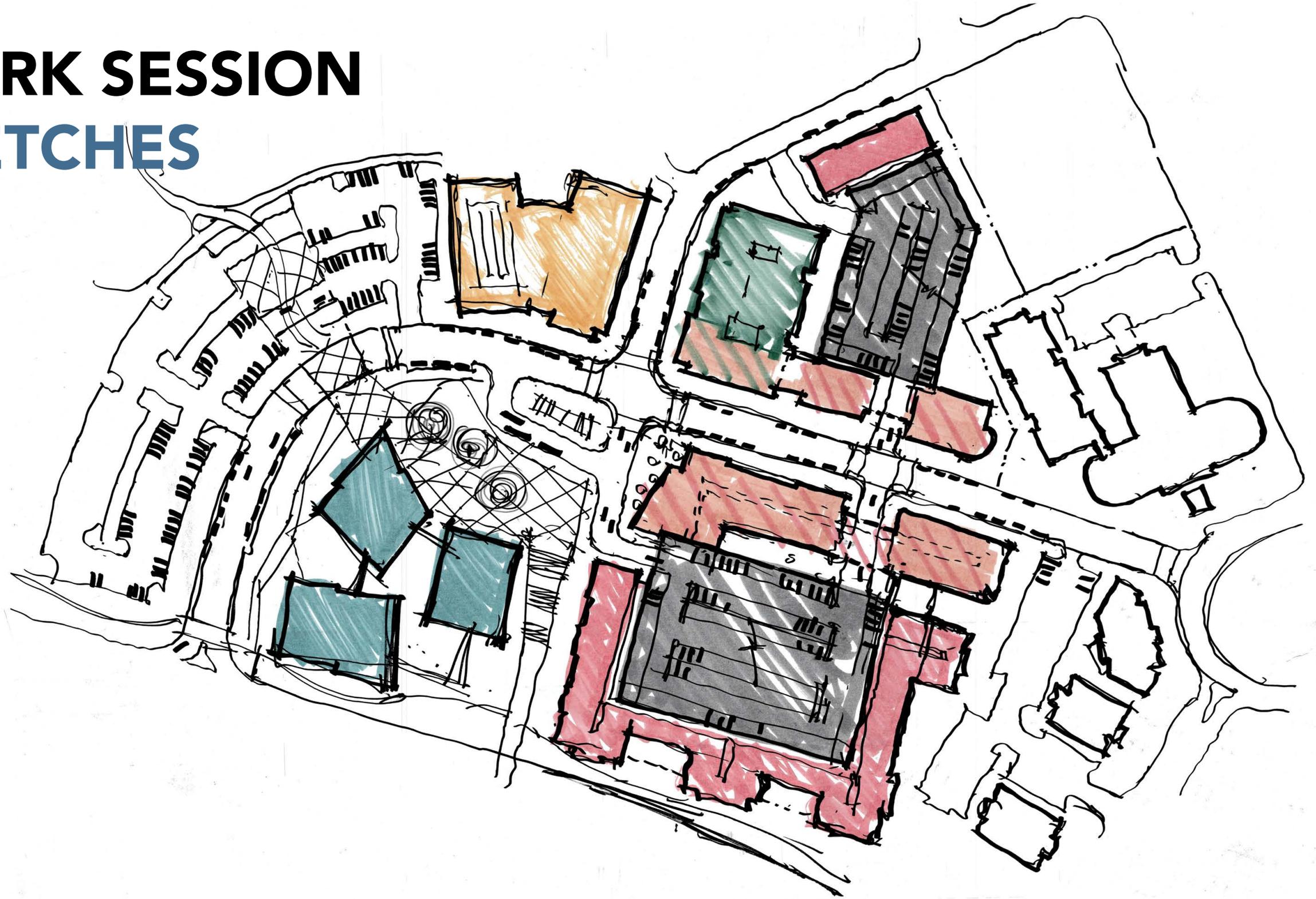


creative place making

SHARED PRIORITIES AND GUIDING PRINCIPLES



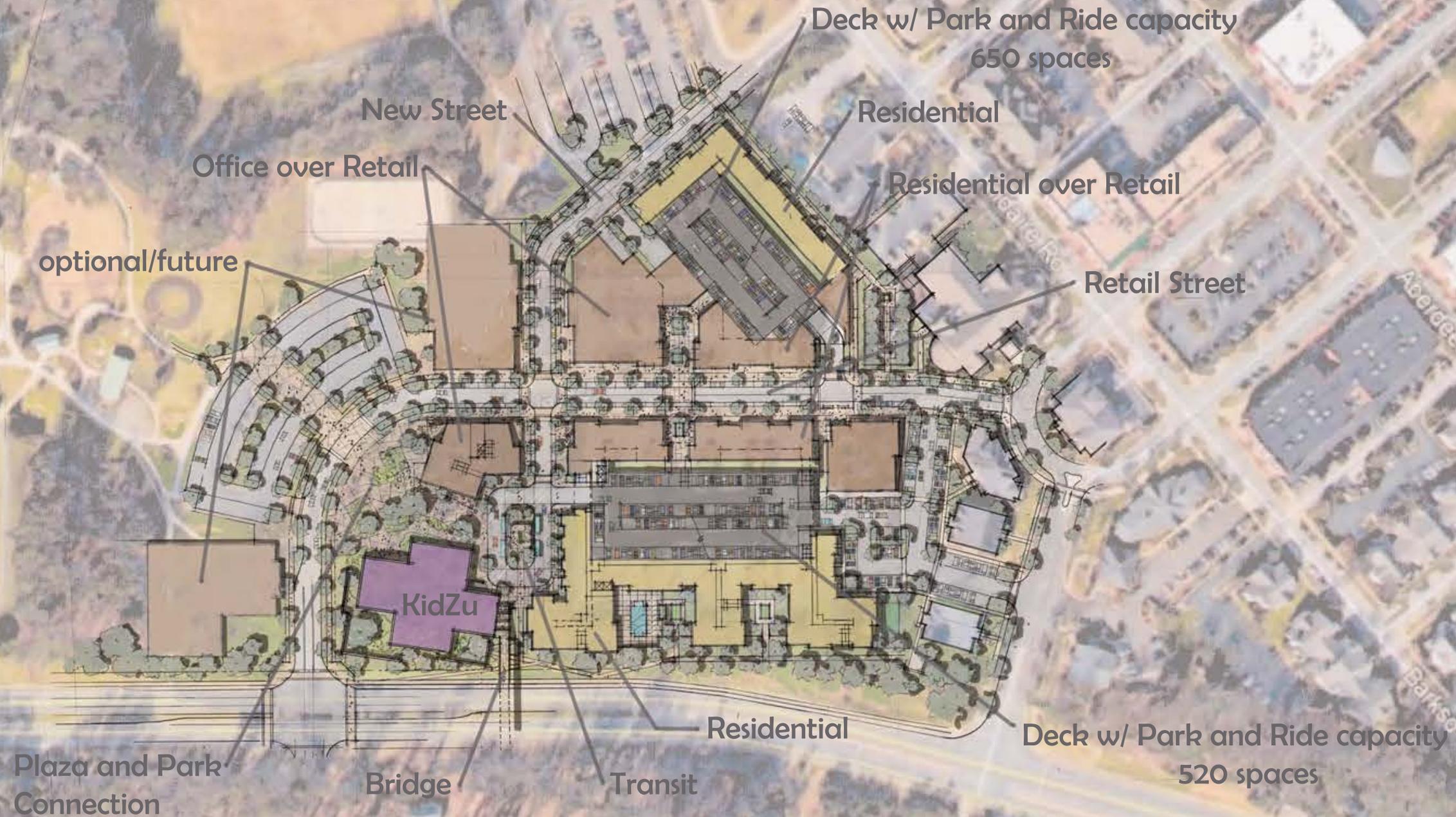
WORK SESSION SKETCHES



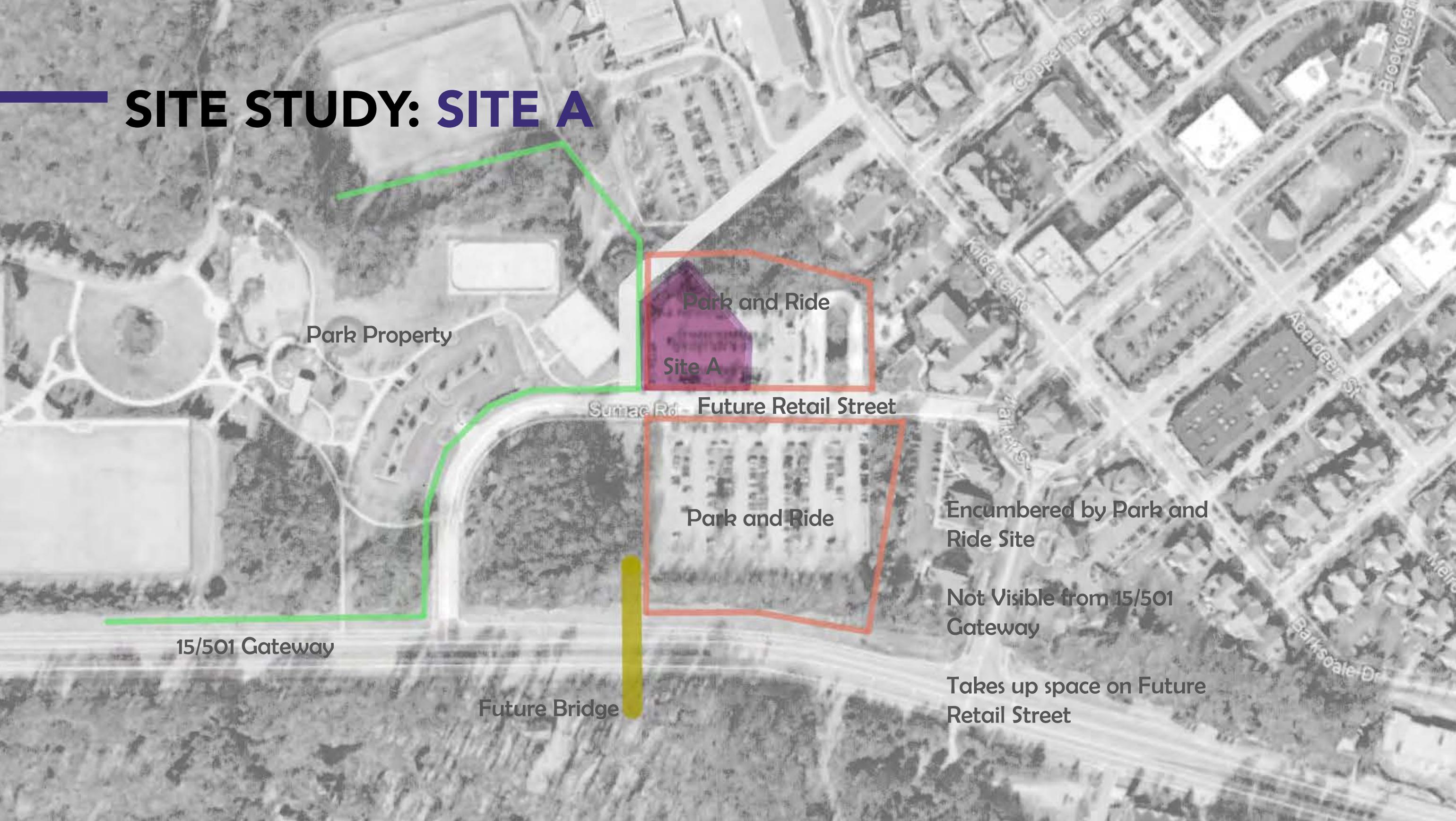
WORK SESSION SKETCHES



DEVELOPMENT CONCEPT



SITE STUDY: SITE A



Park Property

Park and Ride

Site A

Sumac Rd - Future Retail Street

Park and Ride

Encumbered by Park and Ride Site

Not Visible from 15/501 Gateway

Takes up space on Future Retail Street

15/501 Gateway

Future Bridge

Copperline Dr

Brookgreen

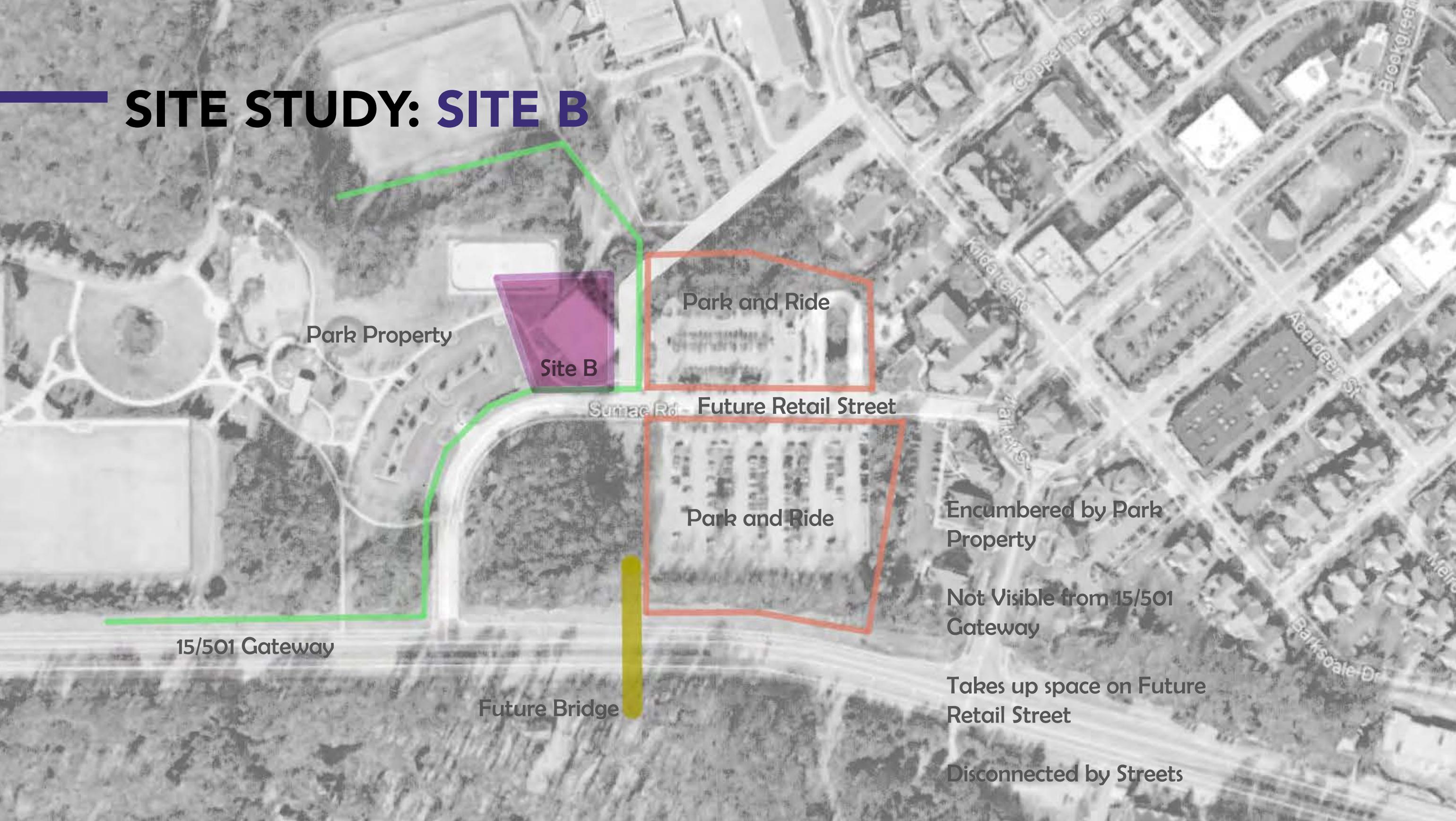
Kildare Rd

Balkin St

Aberdeen St

Barksoale Dr

SITE STUDY: SITE B



Park Property

Site B

Park and Ride

Sumac Rd - Future Retail Street

Park and Ride

Encumbered by Park Property

Not Visible from 15/501 Gateway

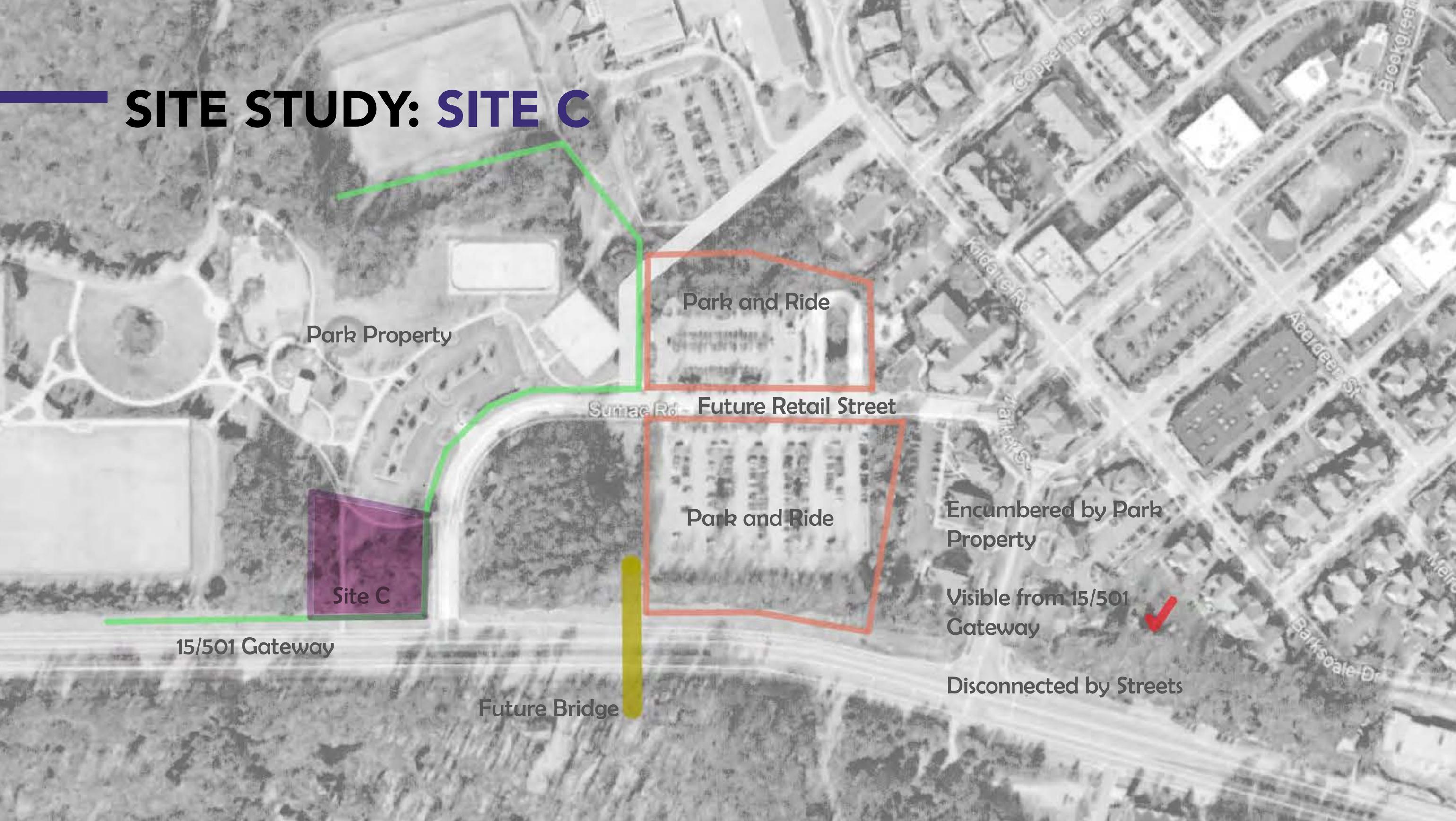
Takes up space on Future Retail Street

Disconnected by Streets

15/501 Gateway

Future Bridge

SITE STUDY: SITE C



Park Property

Park and Ride

Sumac Rd - Future Retail Street

Park and Ride

Site C

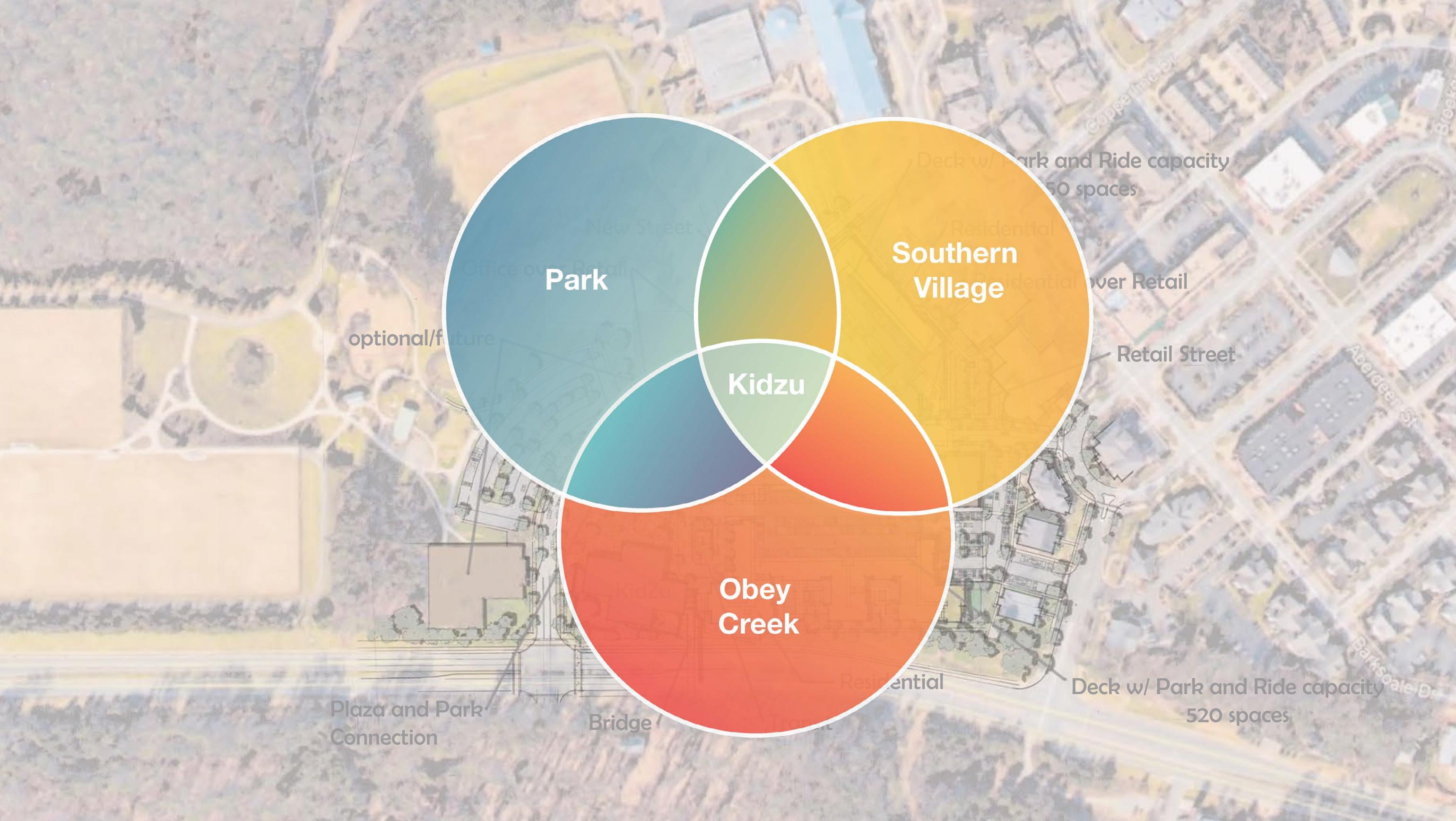
15/501 Gateway

Future Bridge

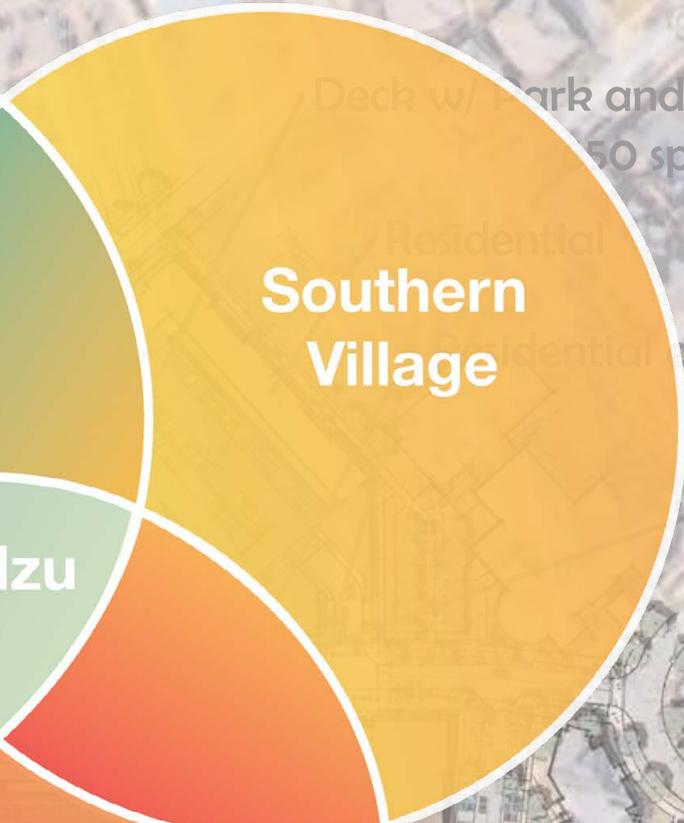
Encumbered by Park Property

Visible from 15/501 Gateway

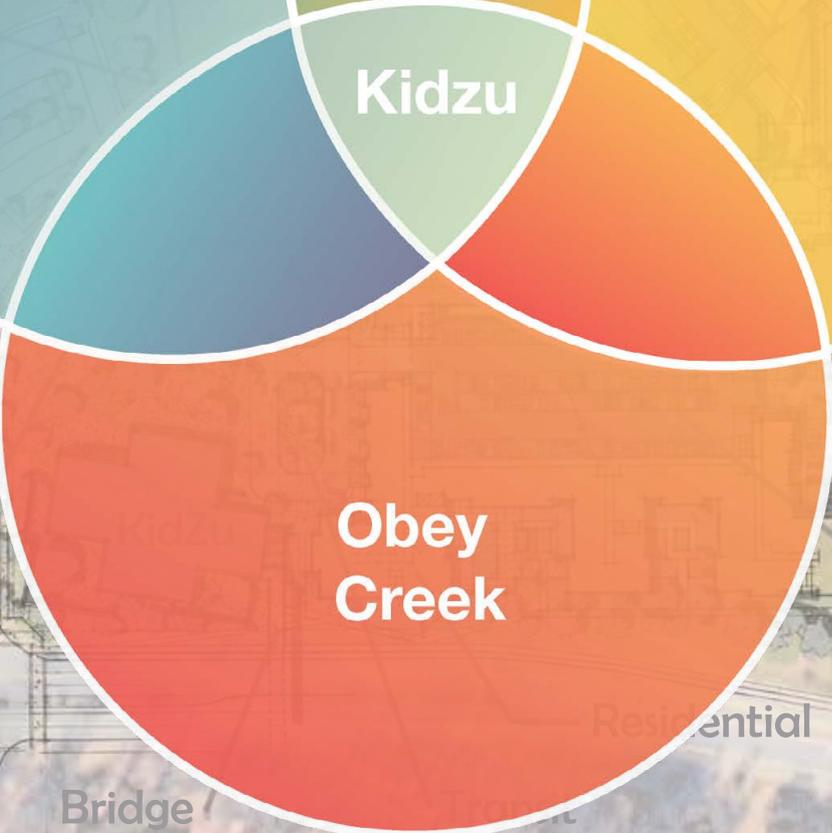
Disconnected by Streets



Park



Southern Village



Kidzu



Obey Creek

Deck w/ Park and Ride capacity
50 spaces

Retail Street

optional/future

Deck w/ Park and Ride capacity
520 spaces

Plaza and Park
Connection

Bridge

New Street

Office over Retail

Residential

Residential over Retail

Residential

Deck w/ Park and Ride capacity

520 spaces

Aberdeen St

Parkside Dr

Copperline Dr

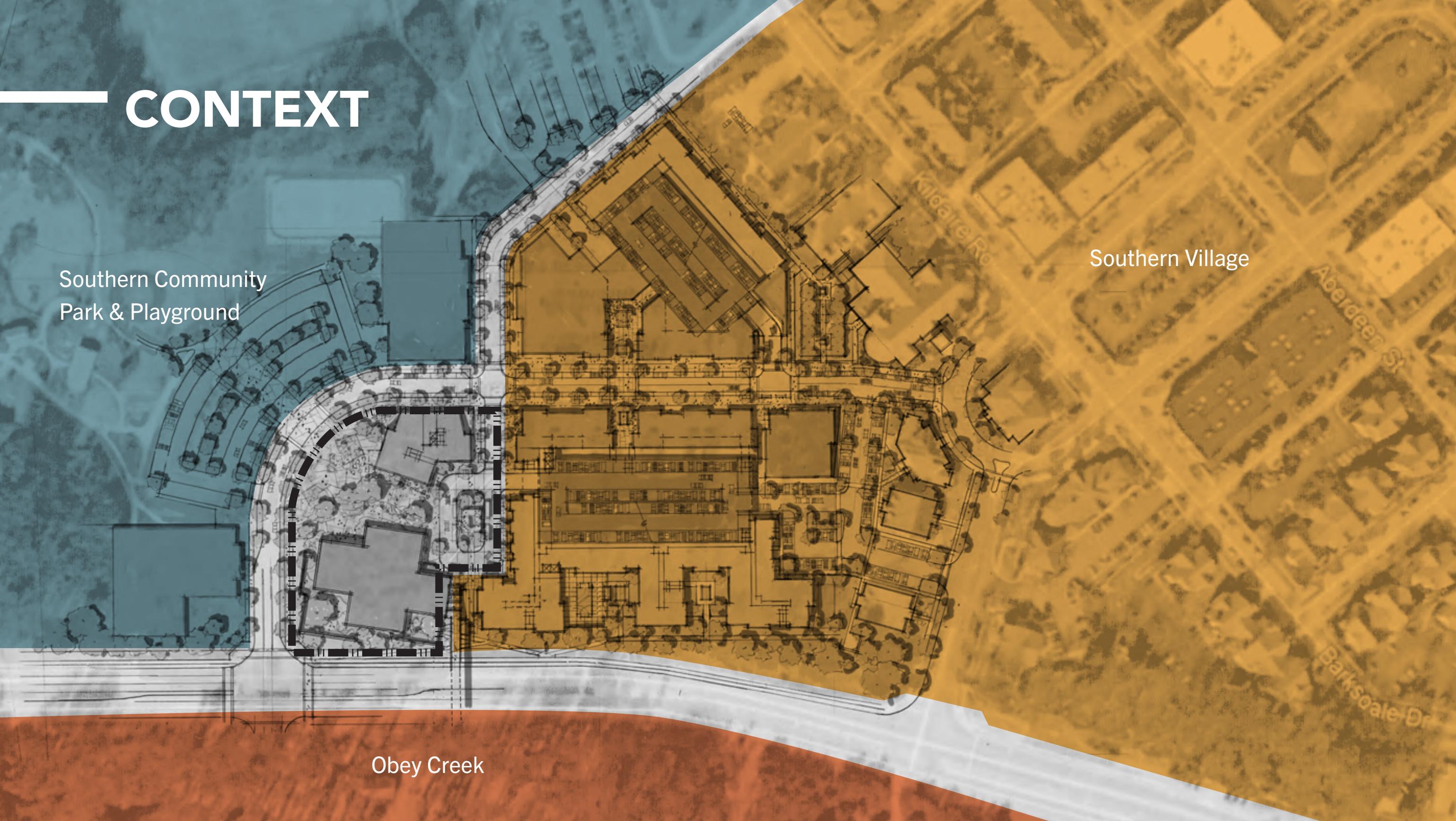
Brook...

CONTEXT

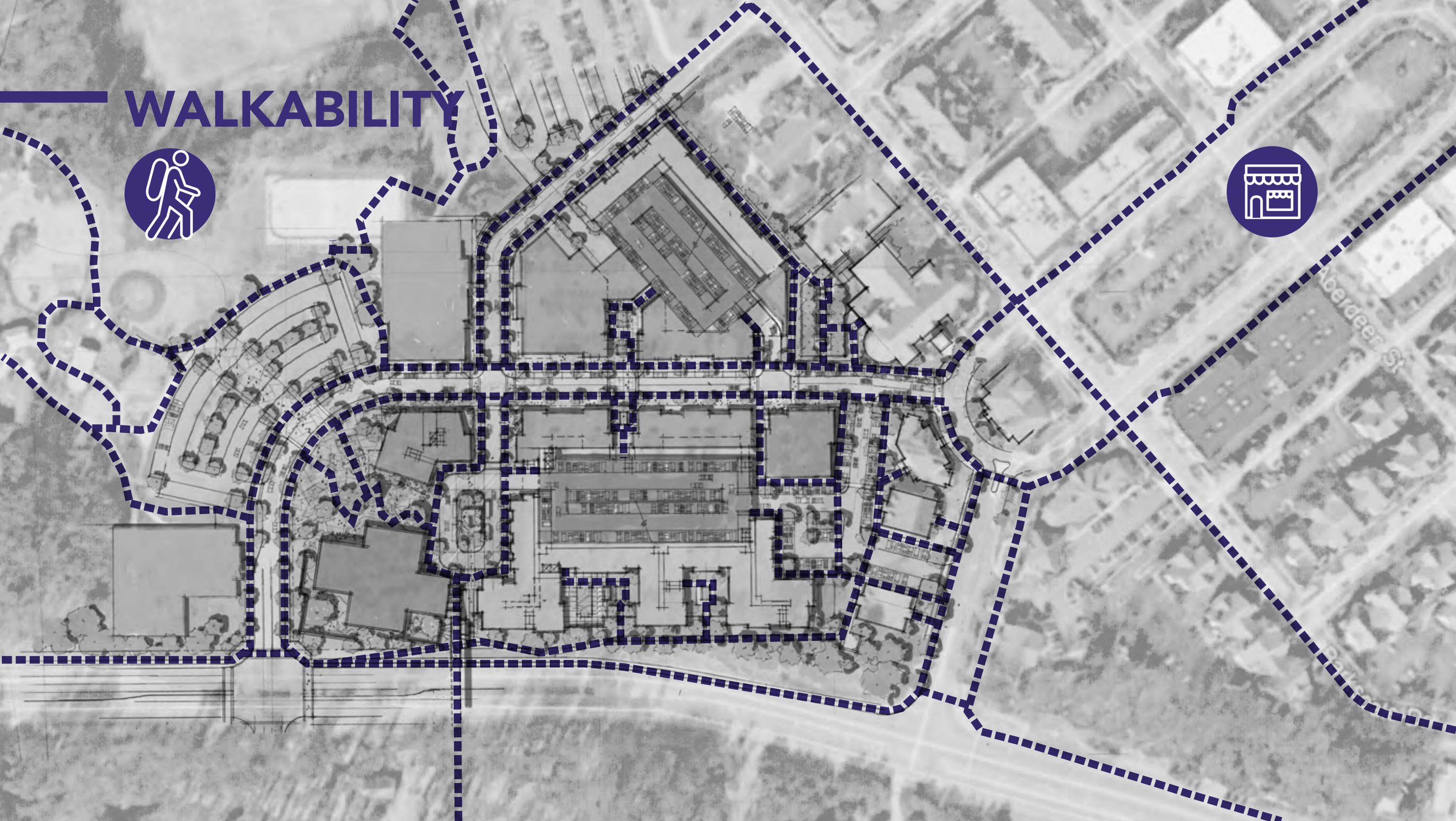
Southern Community
Park & Playground

Southern Village

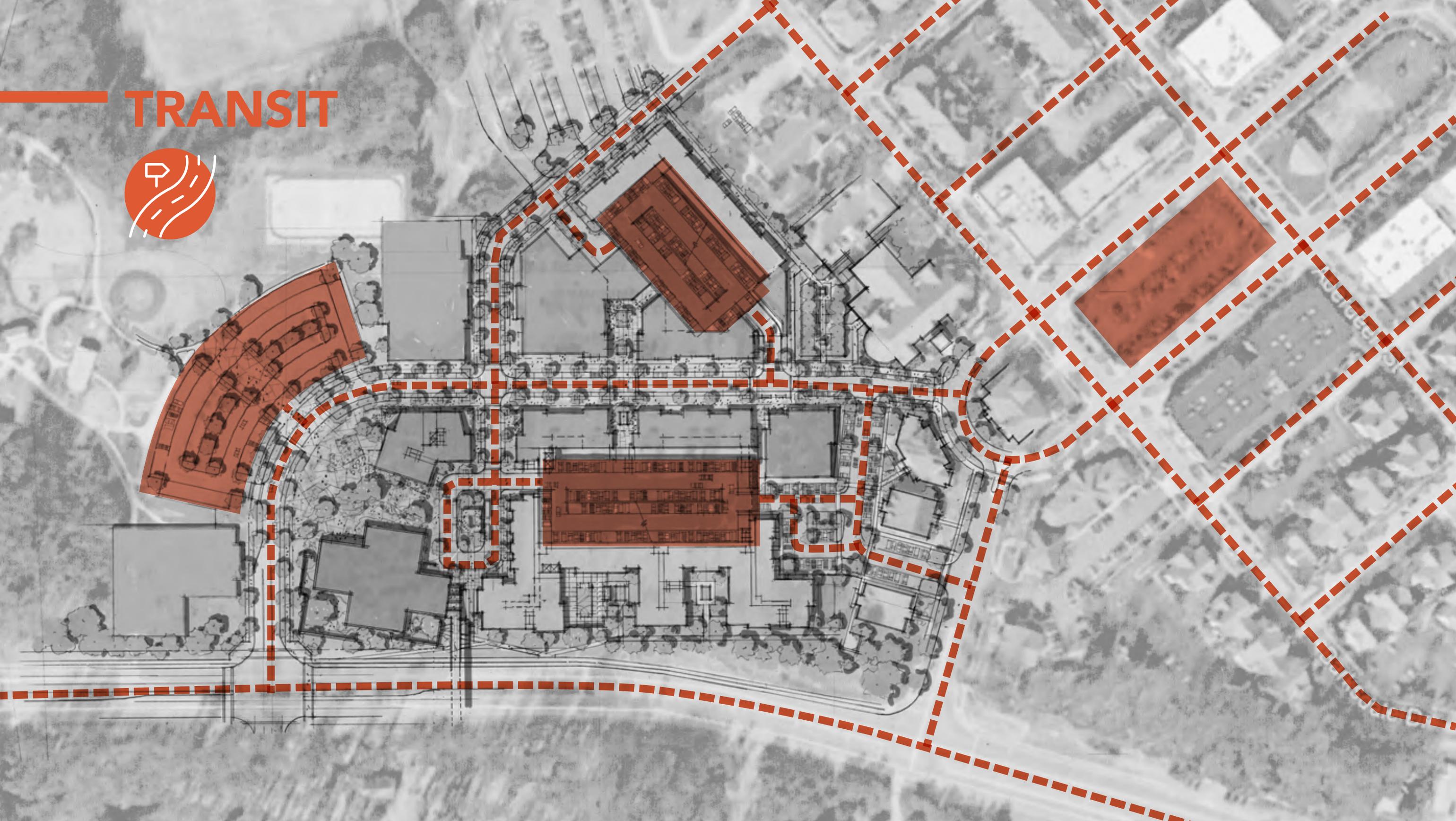
Obey Creek



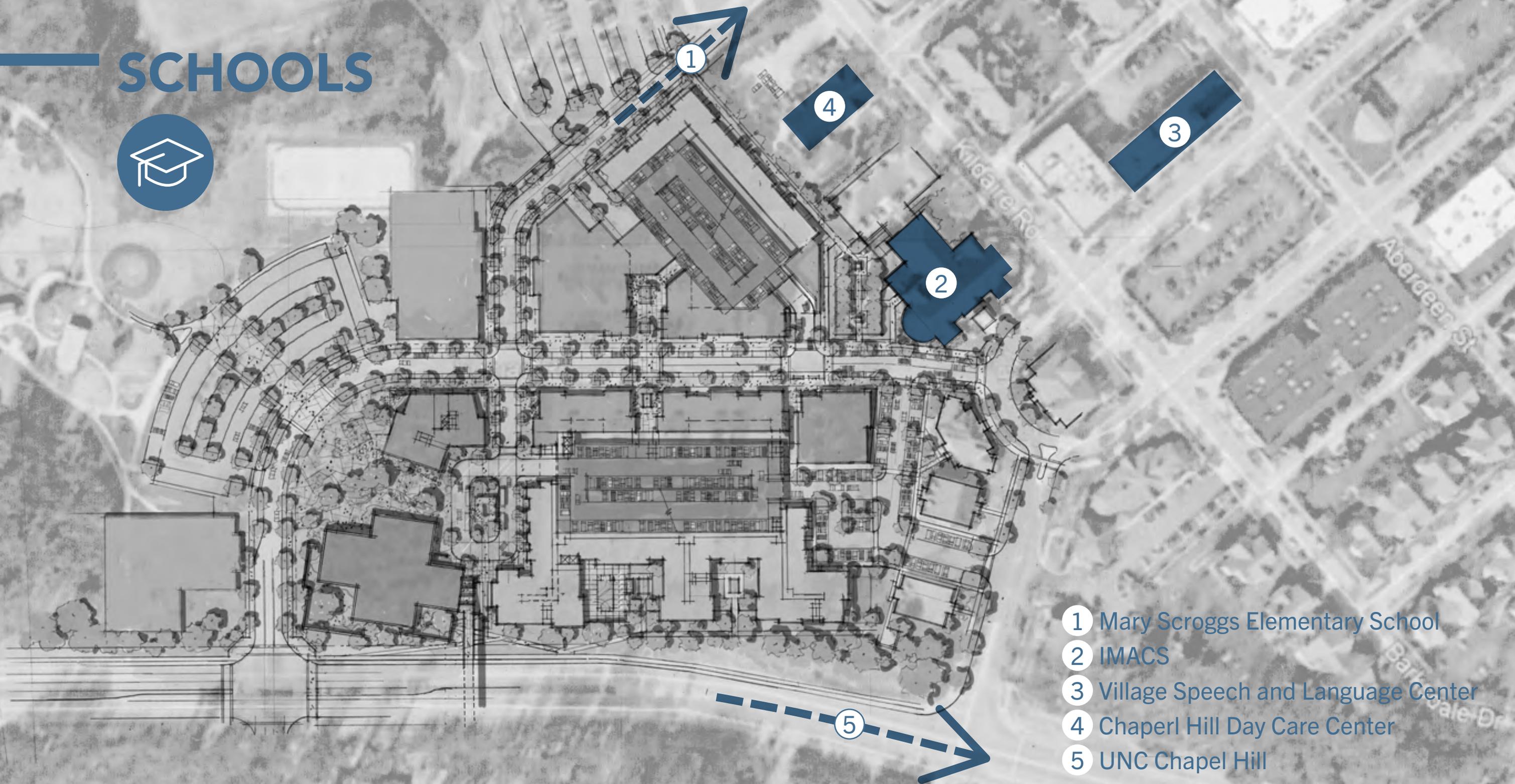
WALKABILITY



TRANSIT



SCHOOLS



- 1 Mary Scroggs Elementary School
- 2 IMACS
- 3 Village Speech and Language Center
- 4 Chapel Hill Day Care Center
- 5 UNC Chapel Hill

SCHEME 1 PHASE 1

PARK & PLAYGROUND

SUMAC RD

PUBLIC PLAZA

GROUP ENTRY

MAIN ENTRY

KIDZU

KIDZU PARKING

OUTDOOR PLAY & EXHIBIT

SERVICE DRIVE

STORMWATER

PARKING EXPANSION OPTION

HWY 15/501



SCHEME 1 PHASE 2

PARK & PLAYGROUND

SUMAC RD

Sumac Rd

KIDZU

GROUP ENTRY

MAIN ENTRY

PARK & RIDE

OUTDOOR PLAY & EXHIBIT

SERVICE DRIVE

STORMWATER

HWY 15/501

15

Kildaire Rd

Market St

SCHEME 2 PHASE 1

PARK & PLAYGROUND

SUMAC RD

Sumac Rd

GROUP ENTRY

MAIN ENTRY

KIDZU

KIDZU PARKING

SERVICE DRIVE

OUTDOOR PLAY & EXHIBIT

STORMWATER

PARKING EXPANSION OPTION

HWY 15/501

15

Kildaire Rd

Market St

SCHEME 2 PHASE 2

PARK & PLAYGROUND

SUMAC RD

Sumac Rd

GROUP ENTRY

MAIN ENTRY

PARK & RIDE

KIDZU

SERVICE DRIVE

OUTDOOR PLAY & EXHIBIT

STORMWATER

HWY 15/501

15

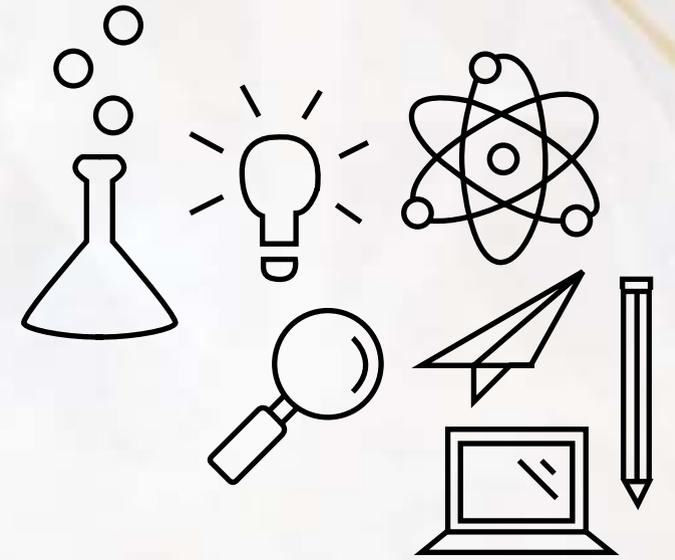
Kildaire Rd

Markes St



MUSEUMS ARE **CATALYSTS** FOR THRIVING COMMUNITIES

Children's museums are the fastest growing segment of the museum industry.



341

Children's Museum members of the ACM

\$440M

Spent by children's museums each year

35M

Visitors welcomed by children's museums each year

5M

People served through children's museums' outreach each year

35%

of children's museums are flagships in downtown areas

22

Countries represented in ACM

mission

With focus on STEM, the arts, health + wellness and emerging literacy, Kidzu inspires children and the adults in their lives to learn through creative and purposeful play.

core values

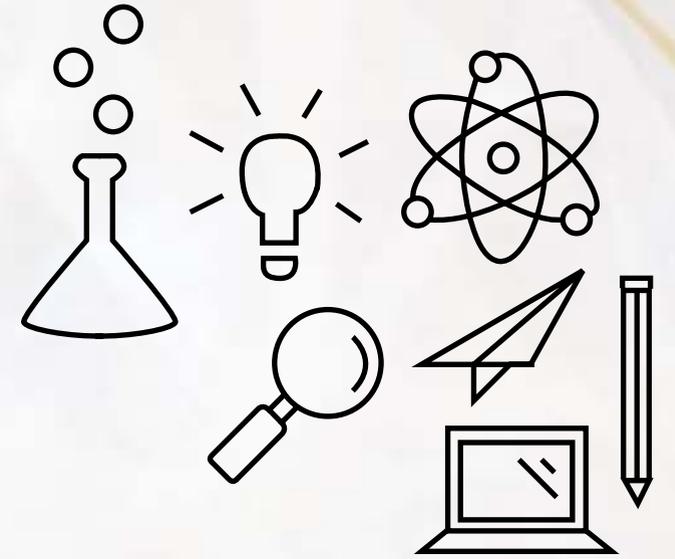
creativity
collaboration
community,
sustainability
play as lifelong learning
research + best practices

vision

To be an innovator in informal learning and 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.

KIDZU

BY THE NUMBERS



+/-40K sf

Estimated building
area

9,000 sf

Estimated outdoor
program area

200,000

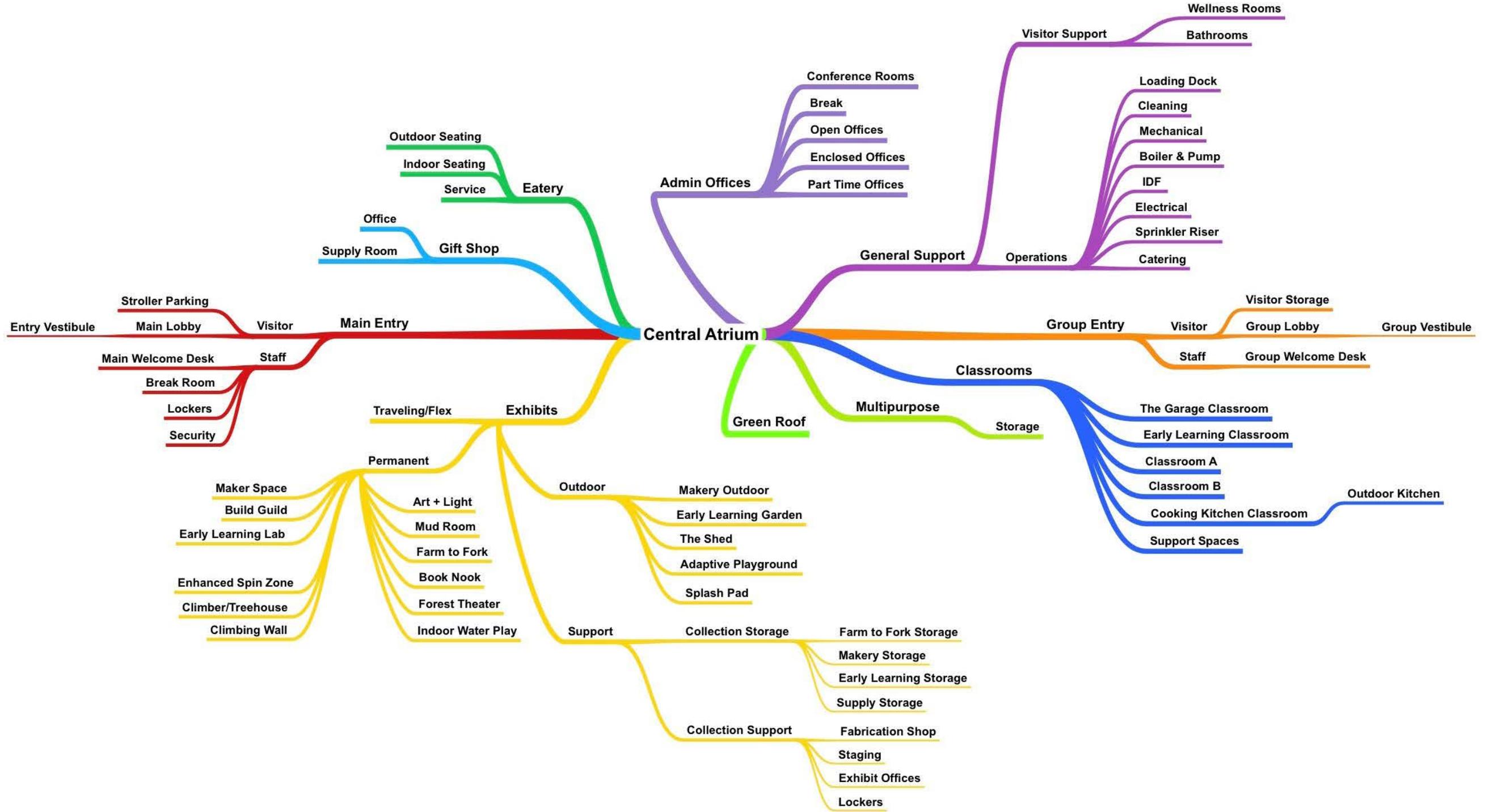
Anticipated annual
visitors

25 mi

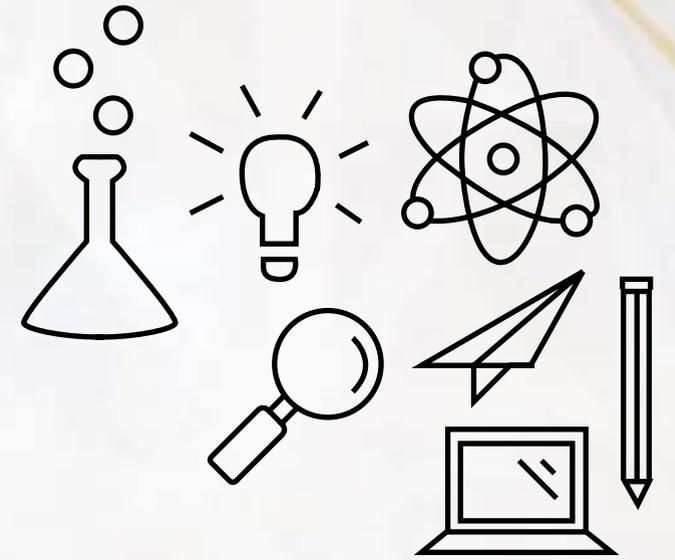
Radius of target
audience

50,000

Individuals reached
through educational
outreach and events



KIDZU ECONOMIC IMPACT



SPENDING

\$3.8M

Estimated economic impact by visitors (in and out of county)

Based on 200K total visitors per year (125K in-county visitors, 75K out-of-county visitors)

EMPLOYMENT & REVENUE

55.6

Full-time equivalent jobs supported directly and indirectly

\$45K

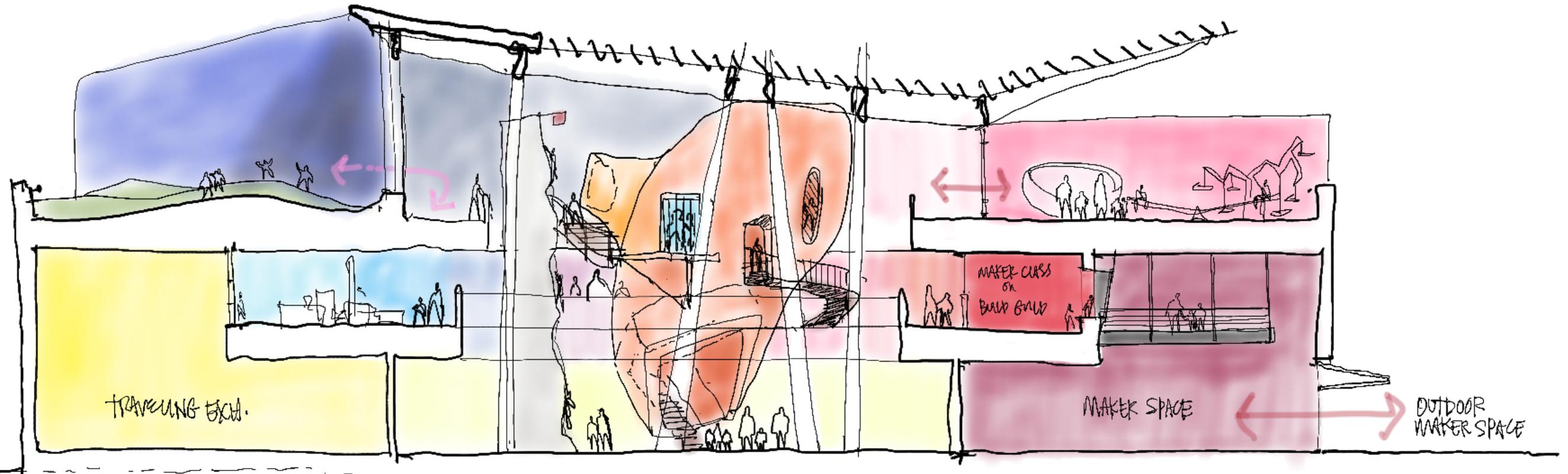
Local government revenue

\$67K

State government revenue

*Data rounded and derived using Arts & Economic Prosperity V in the State of North Carolina 2017 formulas

KIDZU SECTION SKETCH





Thank you!