

WORKING LIST OF DEVELOPMENT PRINCIPLES

FOR THE AMERICAN LEGION PROPERTY

American Legion Task Force

Method of Determining Uses

- **[Joan Guilkey]** Use objective data to guide decisions
- **[Wesley McMahon]** Whatever we develop will use the principles and concepts of "creative placemaking"
- **[Wesley McMahon]** Whatever we develop will be selected in consultation with third party data or industry standards in addition to citizen input

Community Context

- **[Council Guiding Principle]** Describe how the proposed plan and timing of the development of this site would integrate with the Town's vision for the future development in northeast Chapel Hill, including its relationship to the SECU (former BCBS) property, Ephesus Fordham, Gateway LRT Station Area.
- **[Lew Brown]** Position the park as a neighborhood /community park, designed to serve the needs of the surrounding neighborhoods, not as a regional or city-wide park. What are the important things that the surrounding neighborhoods/communities desire in a park?

Housing

- **[Council Guiding Principle]** Describe how a proposed multi-family project would contribute to the mix of housing options in the town.
- **[Possible Issue – Council]** Outline how the proposed development would support the Town's goal of providing additional affordable housing, either on-site or off-site.
- **[Scott Radway]** We have a tremendous need for ground oriented residential homes [Single Family and Townhouse] that are priced for and available to those households and families with incomes less than 120% of median in Chapel Hill.
 - i) **Comment** – *I do not believe that the town should devote any land to any residential development that would be less than 100% committed to the provision of housing for this segment of the Chapel Hill population.*

Nonresidential Uses – Commercial/Office/Institutional

- **[Council Guiding Principle]** Provide a mix of uses in the proposed development, including office space.
- **[Pat Heinrich]** If development/office space is included, consideration given to development for public benefit that goes beyond what is currently in and planned for the Ephesus Fordham District (e.g. consideration for art centers, community centers, museums, dance studios, Pre-K, Afterschool care, etc.). (There is a lot of form based code development going on in this area already. Placing some limits that would reserve some of the developmental real estate for 501c3's or even for profit entities that provide a public need like child care may provide balance to the development of the Ephesus Fordham district.)

Recreation Facilities

- **[Council Guiding Principle]** Detail how the project would help maintain the quality of life in the town as it grows, including how the project would provide green space, trails, and/or indoor recreation space.
- **[Scott Radway]** My own observation of the use of fields for soccer, baseball, etc. is that we have much more demand than facilities and that the facilities we have are so heavily used and scheduled that we need more. This however is up to the Park and Rec Board and the Council to make decisions. See parking considerations...
- **[Joan Guilkey]** Structures and venues which directly relate to sports and a healthy lifestyle are given priority.
- **[Mike Andrews]** Strive for modular development of facilities to allow for future recreational development as needs change, i.e. avoid large, single use infrastructure (see parking comment above).

Coordination of Uses / Overall Experience

- **[Pat Heinrich]** Consideration for multiple related activities that will draw community members in for longer visits (i.e. multiple activities and resources that bring people for more than one reason (e.g. come for the farmer's market, stay for the playground, have lunch at the café, walk the garden, visit the museum, & take a class over the course of a day)
- **[Pat Heinrich]** Inclusion of multifunctional spaces.
- **[Rachel Schaevitz/Neal Bench]** Any development project on this land should have spaces that are multi-use/serve different functions at different times

Impacts on Surrounding Properties

- **[Possible Issue – Council]** Illustrate how the proposed development would transition appropriately to surrounding uses.
- **[Lew Brown]** Preserve the trees and natural buffer areas that border the surrounding neighborhoods.
- **[Lew Brown]** Be aware of and seek to reduce the impact of noise and light "pollution," produced by park activities, on the adjoining neighborhoods.
- **[Pat Heinrich]** Consideration for why neighbors chose to live near this property (natural, quiet, etc.)

Street Stubs and Access to Surrounding Properties

- **[Scott Radway]** Access to the property from adjoining neighborhoods via existing dead end streets should continue to be used for pedestrian and bicycle access only and not include any small or medium parking areas on Legion property accessible from these existing streets.
- **[Lew Brown]** "Stubbed" streets to be used only for emergency access to the property. Prohibit park-related parking on these streets.

Stormwater/Flood Control

- **[Possible Issue – Council]** Describe how the proposed development would manage its stormwater impacts.
- **[Lew Brown]** Development should not increase storm-water runoff to neighboring properties or create downstream problems that aren't dealt with.
- **[Neal Bench]** Locate a visually-pleasing, functional storm retention pond.

Pond Strategy

- **[Joan Guilkey]** Containment and control of water in the current pond area are a primary concern and should be addressed before final decisions about land uses are made

Stream/RCD Buffer

- **[Scott Radway]** A “given” seems to be that the full RCD buffer area should have limited development in keeping with stream buffer goals and standards of the LUMO.
 - a) **The LUMO buffer standards permit the disturbance of 40% of the buffer area in the two outer buffer zones - Managed Use and Upland. Within that area permitted to be disturbed Stormwater management basins and other support facilities are permitted.**
 - i) **Comment** – What combination of needs and desires would be significant enough to consider recommending that the Upland and/or the Managed Use zones
- **[Joan Guilkey]** Forest land and current natural trails should remain, where possible, especially in the RCD

Other Environmental Considerations

- **[Joan Guilkey]** Development, public or private, shall be given priority if the applicant uses state of the art "green" design and building methods and materials. (AIA 2030 standards)
- **[Mike Andrews]** Maintain the largest reasonable green space and well-designed trail network.
- **[Neal Bench]** Separate ideas between build-able and non-build-able areas.

Traffic and Parking Impacts

- **[Council Guiding Principle]** Conduct analysis of traffic impacts on Legion Road, including existing road capacity and connections to the Europa, and describe what transportation improvements the applicant would propose to mitigate the impact of the project on Legion Road and the surrounding area.
- **[Lew Brown]** Be aware of the traffic impact of any proposed facilities or programs, especially given the impact of already approved developments in the area -- Honda property, Quality Inn renovation, DHIC, Wegmans, reopening of Britthaven. Park should include adequate parking space to serve its facilities and programs.
- **[Mike Andrews]** Design the smallest parking lot necessary with the ability to add spaces as need dictates (permeable surface if possible – see NC Botanical Garden as example).
- **[Scott Radway]** For recreation uses...Adequate parking in some safe manner will use a tremendous amount of land so that:
 - i) Adjacent neighborhoods and Legion Road do not become acceptable, unsafe, and disruptive fallback parking solutions.
 - i) A full analysis of parking needs at peak use times should be undertaken if one has not recently been done.
 - ii) Any design that includes recreation fields for organized sports should have space for an expansion of parking on a staged basis when [not if] use is so heavy that additional parking is needed.

Transit/Transportation

- **[Possible Issue – Council]** Demonstrate how the project would provide access to transit service.

Walkability/Bikeability

- **[Joan Guilkey]** Pedestrian access across the tract is a priority.
- **[Rachel Schaevitz/Neal Bench]** Any development project on this land should be walkable
- **[Neal Bench]** Through property multi-modal connective pathway towards existing greenways.

Equity

- **[Council Member Oates]** The land should be a public gathering space, open to everyone, regardless of income. Therefore, when we're considering any public/private partnership, we should avoid having part of the land available only to those who pay. I do not want to see the space essentially divided into those who can afford an amenity (like Kidzu or the Y) and those who can't (access only to free walking trails or ball fields).

Audience / Appeal and Accessibility to Different Populations

- **[Rachel Schaevitz/Neal Bench]** Any development project on this land should be multi-generational
- **[Mike Andrews]** The facility must be welcoming (not just accessible) to people of all physical and mental abilities.
- **[Neal Bench]** Fully-accessible facilities and resources.
- **[Neal Bench]** Maximize multi-use facilities and resources.
- **[Pat Heinrich]** A space for all ages and community members to utilize and enjoy safely.

Partnerships, in General

- **[Council Guiding Principle]** Explore potential partnerships with other public or private entities such as Orange County, the YMCA, and/or others to provide needed community amenities.
- **[Lew Brown]** Seek partners that will cooperate in the development and operation of the park.

Ephesus Elementary

- **[Pat Heinrich]** Partner with neighboring Ephesus Elementary to ensure that both the town and school are using resources together to benefit both the town and school district; community members and school children.
- **[Pat Heinrich]** Provide safe walking paths/greenways from the local neighborhoods to Ephesus Elementary

Farmers Market

- **[Scott Radway]** I frequent both the Chapel Hill and Carrboro farmers' markets. I cannot see how the relocation of the Chapel Hill market to a location on the Legion property would benefit the market, other retailers that are now near the existing market at University Place, or actually customers of the market. I would not be in favor of a farmer's market in this location.

Private vs Public Development

- **[Council Member Oates]** Because this is the last large parcel of land taxpayers own, we should avoid selling part of it for private development, unless that development directly enhances the gathering space. Residents would be better served by the town leasing a small strip of land to merchants who would open a deli or coffee/wine bar or ice cream shop or bike-rental store.
- **[Council Member Oates]** If the sale of land is the only way to finance the infrastructure and hardscape, we could sell another parcel of land the town owns elsewhere.
- **[Scott Radway]** Given the scarcity of land and needs/desires for public uses, the sale of property for "private" use should only be considered if/when it is determined that other public uses and land banking of developable land on this site are no longer necessary or desirable. In my opinion, this might well be some years away.
- **[Scott Radway]** Concept designs that would realistically identify sufficient land with frontage on Legion Road to "set aside" for future office development and or the YMCA should be done at this point in the process of land use considerations.
- **[Scott Radway]** Prior to any sale of land for office or YMCA or other private users, the Council should be satisfied that there is no need for holding this space for other town uses [office space or other] that might develop over time. As a town, we have been short sighted on virtually all property/use/building undertakings for the last 40± years.
- **[Mike Andrews]** Limited commercial development might be appropriate, but remember why the town is conserving this important part of Chapel Hill's vanishing green space.

Fiscal/Financial Considerations

- **[Possible Issue – Council]** Document the anticipated contribution that the proposed development would make to the Town's tax base.
- **[Wesley McMahon]** Whatever we develop will include opportunities for direct community participation through donations, in-kind giving, or volunteer work (in contrast to relying solely on paid consultants and contractors for development)

Maintenance Considerations

- **[Lew Brown]** Work to minimize ongoing maintenance costs to the Town.
- **[Mike Andrews]** Remain extremely mindful of operating costs.