

# Parks and Recreation Considerations

## **Parks & Recreation Considerations**

### **Overview**

- Significant programming needs - lack of space for summer camps, athletic and nonathletic programming.
- Demand for large multipurpose indoor facilities, such as two full sized basketball courts and meeting space.

### **Community Park Opportunity**

- This site is the best opportunity for a community park in northeast Chapel Hill. Residential growth nearby underscores the need.
- The standard size for a community park is a minimum of 20 acres.
- Ephesus Park could be counted towards this acreage, but larger park facilities need to be closer to the Legion Post building.

### **Guidance on Uses**

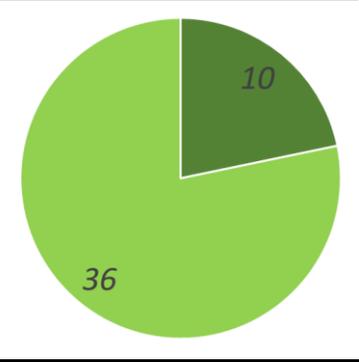
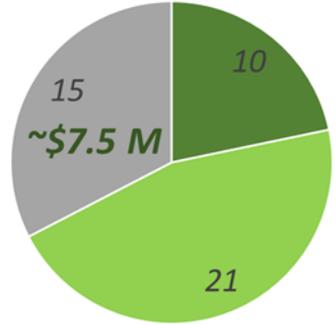
- Uses that contribute to a community park, identified in the 2013 Parks Master Plan, and appropriate for the site:

### **PASSIVE USES**

- Trails
- Open play / Lawn area
- Dog Park (the #1 need identified in public surveys)
- Programmed outdoor recreation (other than athletic fields)
- Outdoor gathering and picnic shelters
- Playground (built by community)

### **ACTIVE USES**

- Indoor programmed space (including gymnasium and classroom/meeting space)
- Outdoor pool
- Outdoor courts including pickleball, basketball, and tennis (small number of new courts)
- Lower priority, and/or not appropriate for the site:
  - Athletic fields (other locations more appropriate)
  - Skate park (existing one could be expanded if need arises)
  - Parks & Recreation administrative office (planned for Estes Dr. site)
  - Indoor pool (not identified as a need in Master Plan; Town has 2 existing)
  - Outdoor performance venue (not appropriate for the site)
- A farmer's market should be part of multifunctional space
- A splash pad is more efficient if done in conjunction with an outdoor pool

	Description of land uses	Financial Scenario	Timing for Park Improvements	Trade-offs
<b>Scenario 1: Maximize Future Park Land</b>				
<ul style="list-style-type: none"> <li>■ Ephesus Park</li> <li>■ American Legion Park</li> <li>■ Land Sale</li> </ul> 	<p>46 acres dedicated as parkland</p> <p>0 acres sold for private development</p>	<p>\$0 revenue generated</p> <p>\$4.3M of owner financing payments made using General Obligation (GO) bond capacity</p> <p>\$2.7M remaining GO bond capacity used to fund scaled-down Parks &amp; Recreation offices (at Estes Dr site)</p> <p>\$0 GO bond capacity for programming/arts space</p>	<p>Funding of new programming/arts space delayed by 5+ years (subject to future bond issuance)</p> <p>Timeline for funding American Legion park facilities unknown</p>	<p>Town pays higher grounds maintenance cost</p> <p>Town pays for dam maintenance/removal (\$400K or more)</p> 
<b>Scenario 2: Recover Purchase Price, Fund Park Improvements</b>				
<ul style="list-style-type: none"> <li>■ Ephesus Park</li> <li>■ American Legion Park</li> <li>■ Land Sale</li> </ul> 	<p>31 acres dedicated as parkland</p> <p>15 acres sold for private development (most of land west of existing Legion building, including all of existing pond)</p>	<p>~\$7.5M revenue generated (contingent on market dynamics)</p> <p>\$4.3M of owner financing payments made using land sale revenue</p> <p>GO bonds put toward original intended uses</p>	<p>Land sale revenue leaves additional funds that could be allocated towards the property</p> <p>Funding of American Legion park facilities in the short-term, including passive facilities and some active facilities</p>	<p>Town pays lower grounds maintenance cost; dam maintenance/removal paid by new owner</p> <p>Potential for tax revenue stream (if purchaser is not tax-exempt)</p> 

	Description of land uses	Financial Scenario	Timing for Park Improvements	Trade-offs
<b>Scenario 3: Recover Purchase Price</b>				
<ul style="list-style-type: none"> <li>■ Ephesus Park</li> <li>■ American Legion Park</li> <li>■ Land Sale</li> </ul> <p>~\$5.0 M</p>	<p>36 acres dedicated as parkland</p> <p>10 acres sold for private development (land along Legion Rd except a portion reserved for park frontage; most or all of existing pond)</p>	<p>~\$5M revenue generated (contingent on market dynamics)</p> <p>\$4.3M of owner financing payments made using land sale revenue</p> <p>GO bonds put toward original intended uses</p>	<p>Land sale revenue may leave a small amount of additional funds that could be allocated towards the property</p> <p>Funding of some American Legion passive recreation facilities in the short-term</p> <p>Timeline for funding American Legion active uses unknown</p>	<p>Town pays lower grounds maintenance cost</p> <p>Potential for tax revenue stream (if purchaser is not tax-exempt)</p>
<b>Scenario 4: Partially Recover Purchase Price</b>				
<ul style="list-style-type: none"> <li>■ Ephesus Park</li> <li>■ American Legion Park</li> <li>■ Land Sale</li> </ul> <p>~\$2.5 M</p>	<p>41 acres dedicated as parkland</p> <p>5 acres sold for private development (some of the land along Legion Rd; a portion of the existing pond)</p>	<p>~\$2.5M revenue generated (contingent on market dynamics)</p> <p>~\$2.5M of owner financing payments made using land sale revenue</p> <p>~1.8M of owner financing payments made using General Obligation (GO) bond capacity</p> <p>~5.2M GO bond capacity for original intended uses (25% reduction of funds available for Parks &amp; Recreation offices, programming/arts space)</p>	<p>Funding of some new programming/arts space delayed by 5+ years (subject to future bond issuance)</p> <p>Timeline for funding American Legion park facilities unknown</p>	<p>Town pays lower grounds maintenance cost; may need to pay for dam maintenance/removal depending on terms of land sale</p> <p>Potential for tax revenue stream (if purchaser is not tax-exempt)</p>

# The Chapel Hill/Orange County Visitors Bureau Perspective

## **Tourism Considerations**

### **Overview**

- The Visitors Bureau has contracted with Convention Sports and Leisure, a national consulting firm specializing in conference centers and sporting fields to study the economic and tourism potential of sporting fields.
- Sporting fields for both locals and visitors of all ages could be a revenue source for the town of Chapel Hill.
- Sports tourism is the fastest growing tourism market segment in the United States and represents economic potential for Chapel Hill and Orange County.
- Based on early results of the study, the Bureau is recommending an indoor amateur sports facility that would need approx. 3.5 acres for the building, plus surface parking.

### **Pickleball Opportunity**

- The Visitors Bureau also recommends pickleball courts. These can be accommodated on indoor hardcourts (basketball/volleyball) or on outdoor tennis courts.
- Pickleball courts are lined at 44' x 20'. Recommended court area is 60' x 30'.
  - A standard tennis court can contain 4 pickleball courts (2 pickleball courts for more competitive games and/or tight tennis court configuration).
  - A full size basketball court (indoor or outdoor) can contain 3 pickleball courts

### **Economic Potential**

- Recreational courts that are available for use by visiting teams have a strong economic development tie-in.
- The U.S. youth-sports economy—which includes everything from travel to private coaching to apps that organize leagues and livestream games—is now a \$15.3 billion market, according to WinterGreen Research, a private firm that tracks the industry.
- According to figures that WinterGreen provided exclusively to TIME, the nation's youth-sports industry has grown by 55% since 2010. See article here:  
<http://time.com/magazine/us/4913681/september-4th-2017-vol-190-no-9-u-s/>