



Town of Chapel Hill
AMERICAN LEGION TASK FORCE
Thursday, November 9, 2017, at 02:00 p.m.
Chapel Hill Public Library, Meeting Room C
100 Library Dr., Chapel Hill, NC 27514

Meeting Agenda – Action Notes

Members: Rachel Schaevitz (Chair), Neal Bench (Vice-Chair), Mayor Pam Hemminger, Council Member Donna Bell, Council Member Nancy Oates, Michael Andrews, Dan Cefalo, Pat Heinrich, Ryun Miller, Wesley McMahon, Laurie Paolicelli, Scott Radway, Lew Brown (Alternate)

Staff Liaison: Corey Liles

1. Opening

- a. Roll Call**
- b. Approval of Minutes for the October 23, 2017 Meeting**
- c. Approval of Agenda**

2. Announcements

3. Public Comment

4. Business

a. Review of Staff Considerations

Background: The task force has previously received presentations on the American Legion property related to tourism and economic development opportunity (Chapel Hill/Orange County Visitors Bureau), financial and economic considerations (Town of Chapel Hill), and preferred recreation uses (Town Parks & Recreation Department). A brief review will be provided to inform decision-making.

Action Item: Receive information

➤ Action Taken: Corey Liles provided a recap of perspectives previously shared by Town staff and the Visitors Bureau. No action was taken.

b. Preliminary Survey Results

Background: A survey on public preferences for future use of the property will run from October 20 through November 12. Town staff will share preliminary findings on which uses rank the highest among respondents, and how results may vary based on demographic types. This information will inform Use Prioritization.

Action Item: Receive information

- Action Taken: Mr. Liles presented the performance of the survey to-date and the level of preference expressed for various uses. Task force members discussed how this information could impact their recommendations. No action was taken.

c. Order of Magnitude Costs and Acreage Requirements of Uses

Background: The project consultant previously shared information on the amount of land needed to support various potential uses (facilities and associated parking). More information will be provided on amount of land needed for supporting infrastructure and buffers; information on costs that the Town may be responsible for (a range of typical costs for each use) will also be provided. This information will inform Use Prioritization.

Action Item: Receive information

- Action Taken: Dan Jewell, project consultant, presented the estimated square footage and range of cost for each use, along with the factors that influenced the estimates. Task force members suggested some changes to assumptions that may make the estimates more accurate. No action was taken.

d. Use Prioritization

Background: Considering input received to date and information presented at this meeting, the task force will assemble a set of recreation and public uses to recommend to Council for the American Legion property. The task force will determine which uses to recommend and whether to group them by varying level of priority.

Action Item: Approve a list of recommended recreation and public uses for inclusion in the Report to Council

- Action Taken: The consultant led a ballot exercise with the task force, allowing each member to rank their preferred uses by category, with the information from the items above available for reference. Based on the results of the exercise, the task force approved a list of recommended recreation and public uses, ranked within each category.

e. Criteria for Partnerships and Private Development

Background: Consultant has drafted a framework for applying the draft criteria, which are based on the task force's Development Principles, to various development scenarios. The task force will consider which criteria are applicable to public/private partnerships and to private developer sales.

Action Item: Approve a list of recommended criteria for inclusion in the Report to Council

➤ Action Taken: The task force discussed various partnership and development scenarios, and the applicability of the criteria in each case. The task force approved a recommended list of evaluation criteria applicable to all uses.

f. Recommendation of Land Allocation

Background: Considering input received to date and information presented at this meeting, the task force will discuss the amount of land that should be reserved for recreation and public uses.

Action Item: Approve a recommendation for inclusion in the Report to Council

➤ Action Taken: Task force members generally felt that it was premature to determine the amount of land needed for recreation and public uses, and conversely the amount of land that could be sold for private development. There was general agreement that the Town should not be hasty in selling land and that Council should take time to make an informed decision. No action was taken.

g. Other Task Force Discussion

➤ Action Taken: The task force recommended that, as a next step, the Town enter a master planning process for the American Legion property, and that Council consider re-engaging the task force to advise on the master planning phase

5. Public Comment

6. Adjournment

Meeting Materials

- [Draft Minutes of the October 23, 2017 Meeting](#)
- [Summary of Staff Considerations](#)
- [Draft Criteria Matrix for Partnerships and Private Development](#)

Opportunity Statement: The Town purchased the 36-acre American Legion Post 6 property in March of 2017. A consultant engaged by the Town is leading a public engagement process to produce conceptual options for future use of the property that reflect the community's interests. The Task Force is a body representative of the community that can offer feedback on the work done by the consultant and assist with finalizing reports for Council consideration. The Task Force can also advise on next steps in the overall planning process. This contribution is needed to help the Town achieve Council Goals and determine the most fitting and appropriate uses of the American Legion Property.

Goal: The American Legion Task Force will participate in the public engagement process and work with the project consultant to develop future land use recommendations for the American Legion property, along with next steps in the planning process, that uphold the Council's Guiding Principles for development of the property.

Resources:

- Project Web Page: <http://www.townofchapelhill.org/americanlegion>
- Board Web Page: <http://www.townofchapelhill.org/town-hall/government/boards-commissions>
(Scroll to American Legion Task Force)

Unless otherwise noted, please contact [Corey Liles](#) in the Office of Planning & Sustainability for more information.