

APPENDIX A
AMERICAN LEGION TASK FORCE MEMBERS

Name	Interest	Task Force Office
AT-LARGE APPLICANTS		
Rachel Schaevitz	Community Member	Member
Ryun Miller	Community Member	Member
Michael Andrews	Community Member	Member
Lew Brown	Community Member	Alternate
MAYOR & COUNCIL		
Mayor Pam Heminger	Mayor & Council	Member
Council Member Donna Bell	Mayor & Council	Member
Council Member Nancy Oates	Mayor & Council	Member
OTHER MEMBERSHIP		
Neal Bench	Planning Commission	Member
Wesley McMahan	Parks, Greenways, and Recreation Commission	Member
Dan Cefalo	Cultural Arts Commission	Member
Scott Radway	Business/commercial development	Member
Laurie Paolicelli	Chapel Hill/Orange County Visitors Bureau Executive Director	Member
Pat Heinrich	Chapel Hill Carrboro City Schools	Member

APPENDIX A

American Legion Task Force Membership
September, October, November 2017

APPENDIX B
AMERICAN LEGION TASK FORCE CHARTER

American Legion Task Force



PROJECT	Task Force for American Legion Post 6 Future Land Use Discussion (American Legion Task Force)		
COMMITTEE OFFICERS	Rachel Schaevitz, Chair Neal Bench, Vice-Chair	STAFF LIAISONS	Corey Liles, Planning & Sustainability
MISSION	<p><u>Opportunity Statement:</u> The Town purchased the 36-acre American Legion Post 6 property in March of 2017. A consultant engaged by the Town will be 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 design work done by the consultant and assist with finalizing the report 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.</p> <p><u>Goal:</u> 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.</p>		
BACKGROUND	<p>In June 2015, the Town Council considered an option to purchase the American Legion Property for \$10 million, and declined because of cost. To inform consideration of anticipated development proposals, on March 16, 2016, the Town Council held a work session to hear community interests on the property and to express Council interests for its future. Guiding principles for any future development were subsequently adopted on June 20, 2016. An applicant then submitted a concept plan for a multifamily and office development in the summer of 2016. The Council reviewed and provided comment on that plan at their meeting on September 19, 2016.</p> <p>As an outcome of continued discussion, the Town Council authorized the Town Manager to sign a contract to purchase the 35-acre American Legion Property on December 5, 2016. The purchase price was \$7.9 million to be paid in installments. Council further resolved that the property should be used for a mix of public and private purposes.</p> <p>The public engagement process to determine future land uses was initiated in March of 2017. Town Council endorsed the schedule and the selection of a consultant to facilitate the process on March 6, 2017. The charge and composition of the American Legion Task Force was subsequently approved on March 13, 2017.</p>		
DECISION POINTS	<ul style="list-style-type: none"> • Determine the most fitting and appropriate uses of the American Legion Property to include in the reports to the community and to Council • Determine how to refine a series of concept sketches to best illustrate these uses • Determine the format and forum used to communicate the report to the community • Determine the recommended next steps for continued land use planning and public engagement for the American Legion Property 		
DELIVERABLES	<ul style="list-style-type: none"> • Feedback and recommendations provided to consultant, to be included in the reports to the community and to Council 		

American Legion Task Force



<p>POTENTIAL STAKEHOLDERS</p>	<ul style="list-style-type: none"> • Town of Chapel Hill Residents • Current users of the American Legion Post facility, dance studio, and other portions of the property • Town Departments such as Planning & Sustainability, Parks & Recreation, and others • Groups and individuals interested in parks, trails, and open space issues • Groups and individuals interested in commercial development opportunities • Groups and individuals interested in affordable housing issues • Groups and individuals interested in environmental and stormwater issues • Town Advisory Boards and Commissions • Chapel Hill-Carrboro City Schools • Landowners with properties adjacent and near to the American Legion property
<p>COMMITTEE COMPOSITION, ROLES, AND RESPONSIBILITIES</p>	<ul style="list-style-type: none"> • [1] Task Force Chair to lead the task force, represent and liaise with the Town of Chapel Hill Council; facilitate discussion and decision-making, while endeavoring to maintain equal opportunity for all members to participate in discussion; and coordinate Town staff support to the task force • [12] Task Force Members (including Chair) representing the Town Council, Advisory Boards and Commissions, business/commercial development interests, the Visitors Bureau, the school system, and the community at-large. Task Force members will attend the Community Charrette; attend Task Force meetings; participate in discussion and decision-making, endeavoring to maintain equal opportunity for all members to participate in discussion; represent the interests of the community; and vote on Task Force decisions • [1] Town of Chapel Hill Staff liaison will support the task force with direction from the Chair. Support will include preparing information and maps related to the American Legion Property; meeting agendas; meeting scheduling and arrangements; public notification; preparing and providing information and documents to task force to assist in decision-making; preparing and disseminating meeting summaries to Task Force, Chair, and Town management.
<p>TIMEFRAME</p>	<ul style="list-style-type: none"> • Provide feedback and recommendations on reports prepared by consultants to the Council by June 2017.
<p>FACTORS FOR CONSIDERATION</p>	<ul style="list-style-type: none"> • Input received from stakeholders • Needs of the community • Wants/desires of the community • Guiding principles adopted by Town Council • Recommendations from the consultant • Physical and environmental constraints on the site
<p>BOUNDARIES OF SCOPE</p>	<p>The Task Force's charge is to provide future land use recommendations to the Council for the American Legion Post 6 property, 1714 Legion Road</p>
<p>COMMUNICATIONS</p>	<p>Main channels of communication for the team will include in-person meetings. Meetings will be scheduled by email, and noticed in accordance with Open Meetings Law.</p>

American Legion Task Force



	<p>Town staff will prepare a summary of each meeting, including meeting highlights, actions, points of consensus, issues of importance to the group, and attendance (but will not be verbatim). Meeting summary notes will be emailed to task force members, the Chair, and Town management following each meeting.</p> <p>The American Legion Task Force webpage will be updated with task force agendas, materials and meeting summary notes. The webpage will be managed by Town staff in coordination with the task force.</p>
SCHEDULE AND MAJOR MILESTONES	<ul style="list-style-type: none">• April 25, 2017: First task force meeting• May 2017: Additional task force meetings• June 2017: Report to the community• June 2017: Report to Town Council

APPENDIX C
USES IDENTIFIED IN 2017 CHARRETTE

FROM CHARRETTE POST-IT NOTES

- Passive recreation such as trails, parkland and natural areas
- Lawn for open play (frisbee, kites, throwing footballs, etc.)
- Farmer's market
- Athletic fields and courts
- Skate park
- Other programmed outdoor recreation
- Playground
- Splash pad
- Children's natural play
- Outdoor performance venue (amphitheater)
- Affordable housing
- Workforce housing
- Other housing
- Educational uses – service-learning, afterschool, vocational
- Community center
- Cafes/ eateries
- Space for food trucks
- Outdoor gathering and picnic spaces
- Children's museum
- Cemetery expansion
- Indoor recreation space
- Cultural/ arts facility – classroom and makerspace
- Dog park
- Event venue – rental opportunity
- Child and senior daycare (combined)
- Commercial and retail uses
- Pool (indoor/ outdoor)

FROM CHARRETTE CONCEPT SKETCHES

- Community garden
- Pickleball courts
- Gymnasium (as part of community center)
- Boy Scout amphitheater (preserved)
- Dance studio (preserved or replaced)
- Nursing home/ assisted living
- Parks & Recreation administrative offices

DRAFT LIST OF POTENTIAL LAND USES
COMPILED FROM CHARRETTE MATERIALS

Post-It Notes: Desired Uses

Post-It Note Comment
Building for art / music / dance
Community has lost Deepdish Theater. Provide good space and equipment for 12-month use.
Cemetery that could look like a garden/hillside--no headstones; as much space as they can get.
Cemetery Advisory Board allocate portion near road for cemetery land does not have to
Out of space at Memorial Cemetery would prefer location near Legion Road
Use part of the land for cemetery expansion/annex with affordable housing project being up on land reserved for cemetery expansion as needed, there are no burial plots in Chapel Hill fits alongside parks, athletes, apartments, etc.
Adventure (nature) playground no 8 -16
Fenced playground with shade suitable for a range of ages
Make a kids playground
Perimeter kids train (paid tickets)
Playground area. Please include swings
Please, please, please put in a splash pad for children. Example Coeur de _____ Idaho.
Recreation facilities for young children
Splash garden!
Splash pad
Splash pad
Splash pad
Splash park
Classes for all ages: Pottery; Photography; Language; Computer skills/coding; Yoga
Community center inclusive of LGBTQ, Vets, Refugees
Community center like Homestead and Seymour Senior Center, pool skateboard, inside meeting space and coffee shop
Use existing building for community centers -- classes for teens -- seniors -- arts/language/fitness
Very localized congenial building along Legion
Garden or after school space
Children's garden
Community garden
Community garden opportunities
Daycare - Senior Center Combo
Head start combined with adult day services/dementia care program/intergenerational
A bar/dog park, where people could have fun with dogs or they want a coffee or something like that to relax while playing with your dog.
Dog park
After school & summer camp
High school service learning opportunities
Make sure to save space for new schools to accommodate all of that new development
Outdoor education for CH/C students - include area east of elementary school - could become self sustaining by offering program to other districts for a fee - use the pond , ropes course, zip line course
Vocational training programs - tech repair food service, welding, electricity, auto mechanics
Outdoor recreation space (Farmer's Market, selling space for local artists, theater, picnic areas
Farmer's Market + Trails + Natural Playground
Farmer's Market with park
Event space for farmer's market, which could create income for the City.
Farmer's Market
Farmer's Market is a a great idea.
Farmer's Market!
Farmer's Market!
Farmer's Market!
Farmers Market Pavilion (with community events in summer)
Love the Farmer's Market idea!!!
Multi-purpose pavillion
Multi-purpose pavillion for Farmer's Market and events
Multi-use canopy structure (like Carrboro Town Commons, Durham Central Park, State Farmers Market)
Permanent farmer's market
Permanent space for Farmer's Market
Space for Farmer's Market near parking and light industry (no housing)
Farmer's Market -- What does it draw to (i.e. people who go to the current location may also go into the Mall) Complementary -- food truck rodeos, other events.

Post-It Notes: Desired Uses

Some combination of kid space, art space, commercial (food?) establishments
This has been very successful in New Orleans: City Park, pop up coffee shop; ice cream shop, making a profit and paying rent
Mixed use that keeps a lot of green space. Retail / housing combo with AFFORDABLE SMALL SCALE housing (ie 2 small business w/ 2-3 rental properties)
Affordable housing
Family-friendly multi-family housing
If housing, identified for teachers
Lean into Senior Housing -- Age targeted use
Mixed income housing
Mixed-use housing
Need increase single family or townhouse residential
Teacher housing (affordable housing for faculty / staff of CHCCS)
Gym
Indoor rec facility for Ephesus School to use during the day and and community during evenings and weekends
Indoor sports facility to generate income (instead of retail/offices along Legion Road)
Children's museum, Outdoor space, ground floor café
Kidzu
Kidzu
Kidzu
Picnic shelter
Picnic shelter w/grills and bathrooms
Community gathering place
Food trucks, with local bands playing in amphitheater
Amphitheater
Band shell
Covered shelter for performance -- amphitheater
Dance pavilion
Outdoor amphitheater
Space for outdoor concert series.
Performance space outdoor stage
Mostly park, with trails, natural areas, maybe children's playground
Park / Nature Center/ Community Center
Make it a beautiful park with a building with a kitchen for wedding, meeting events and dancing with permanent Farmer's Market
Park / Recreational Area
Natural areas (gardens)
Accessible park for all ages and all abilities. Wheelchair accessible. Fitness equipment handicapped accessible. Charging station electric wheel chairs. Restrooms w/adult changing table. See Arc Park in Richmond, VA.
More trails for quiet walking to get away from technology and organized life.
Allow old baseball field to stay natural - maybe plant trees and make shady area and picnic tables. Ultimate goal less structuring
Bike trails
Expand Ephesus Park with wooded and some field and batting field
Expansion of Ephesus Park
Great big park
Green space
Greenways and trails
Meadows, picnics, games, drones, kites. Like Dix in Raleigh or Merritt's Pasture
Open area to play Frisbee, pick up games - not formal ballfield.
Park - park - park :)
Park land (with picnic areas)
Park space
Park space (at least part of main part of property left undisturbed except trails, tables, etc.)
Park with integrated greenways
Parks and recreation space
Please turn land over to quiet outdoor space. Trails. Ponds. People need to get away from noise and technology and find peace and quiet.
Preserve or expand area with foot/bike trails.
Trails
Unstructured open space. Maintain open areas for play, relaxation, etc.
Use all land for park and recreation

APPENDIX D
TASK FORCE MEETING MINUTES



Town of Chapel Hill
AMERICAN LEGION TASK FORCE
Thursday, September 7, 2017, at 02:00 p.m.
Chapel Hill Town Hall, Conference Room 344
405 Martin Luther King Jr. Blvd., Chapel Hill, NC 27514

Draft Minutes

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, Laurie Paolicelli, Scott Radway, Lew Brown (Alternate), Wesley McMahon (Alternate)

Staff Liaison: Corey Liles

1. Opening

Meeting was called to order at 2pm by Rachel Schaevitz, Chair

a. Roll Call

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

Members Absent: Mayor Pam Hemminger, Laurie Paolicelli

Town Staff Present: Corey Liles

Consultant Staff Present: Dan Jewell, Elizabeth Wilcox

b. Approval of Minutes for the June 14, 2017 Meeting

➤ Action Taken: Minutes Approved

c. Approval of Agenda

➤ Action Taken: Agenda Approved

1. Business

a. Review of Work Plan and Development Principles

Background: Consultant staff will review the expected action items for each fall meeting, with particular attention to the Task Force's deliverables which include a prioritized list of uses and criteria for evaluation of public/private partnerships. The Development Principles will also be reviewed as a reminder of what the Task Force adopted in June 2017.

Action Item: Receive information.

➤ Action Taken: No action was taken.

b. Overview of Parks & Recreation Staff Discussion

Background: Consultant staff met with Chapel Hill Parks & Recreation staff on August 25, 2017, to receive their input on potential uses of the American Legion property. The high-level takeaways of this meeting will be discussed; input on individual uses will be presented at the next meeting.

Action Item: Receive information.

➤ Action Taken: The Task Force requested Parks and Recreation staff attend the next Task Force meeting.

c. Discussion of Potential Uses

Background: The list of potential uses, included in the June 2017 report based on public feedback to date, will be reviewed. The Task Force will consider whether some uses can be removed from consideration, based on information received to date.

Action Item: Refine and narrow the list of potential uses based on general Task Force consensus.

➤ Action Taken: See below.

d. Public Input Strategy

Background: The Task Force scope of work approved by Council includes a fall public session to gather additional community input on Task Force recommendations. The Chair, Vice-Chair, and consultant staff have determined that an online survey may be a more effective way to gather input. The Task Force will discuss these two alternatives, and will also review a list of potential questions for the community.

Action Item: Determine the preferred forum for community input (meeting or survey). If a survey is preferred, review and finalize the list of questions.

➤ Action Taken: The Task Force voted and agreed 11-0 that a survey was preferred over a public meeting, because it can reach more people. The survey should be simplified and a broad outreach, beyond online survey should be developed.

The Task Force voted 11-0 to focus the survey on park uses and not include commercial uses.

Consultant will develop draft survey questions, and a subcommittee of Michael Andrews, Pat Heinrich, Scott Radway, and Rachel Schaevitz, and will work to refine the survey prior to the next meeting.

A second subcommittee of Michael Andrews, Lew Brown, Pat Heinrich and Wesley McMahon will develop public outreach strategy.

e. Draft Use Evaluation Questions

Background: To further the Task Force's consideration of potential uses, consultant staff have adapted the Development Principles into a list of evaluation questions. Along with technical considerations such as cost, these questions will serve as criteria in a Use Evaluation Matrix. Determining priority uses will in turn help shape the criteria for evaluation of partnerships.

Action Item: Review and finalize the list of use evaluation questions.

➤ Action Taken: No action taken.

f. Overview of Recommendations from Town Properties Task Force

Background: Town staff will share recommendations from the June 2017 report of the Town Properties Task Force that have relevance for the work of the American Legion Task Force. Areas of interest include Guiding Principles for Disposal of Properties and prioritized uses for other Town properties.

Action Item: Receive information.

➤ Action Taken: This item was postponed to the next meeting.

g. Other Task Force Discussion

2. Public Comment

3. Adjournment

Next meeting: September 21, 2017 at 2:00pm

Meeting Materials

- [Draft Minutes of the June 14, 2017 Meeting](#)
- [Task Force Report to Town Council, June 2017](#)
- [Draft Questions to the Community](#)
- [Draft Use Evaluation Questions](#)
- [Town Properties Task Force Guiding Principles](#)
- [Use Comparison Table](#) (Town Properties and American Legion Task Forces)
- [Town Properties by Recommended Use](#)

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.



Town of Chapel Hill
AMERICAN LEGION TASK FORCE
Thursday, October 5, 2017, at 02:00 p.m.
Chapel Hill Public Library, Meeting Room C
100 Library Dr., Chapel Hill, NC 27514

Draft Minutes

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

Meeting was called to order at 2:05pm by Rachel Schaevitz, Chair

a. Roll Call

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

Members Absent: Michael Andrews, Dan Cefalo

Town Staff Present: Corey Liles, Roger Stancil, Ken Pennoyer, Jim Orr

Consultant Staff Present: Dan Jewell

b. Approval of Minutes for the September 7, 2017 Meeting

➤ Action Taken: Minutes Approved

c. Approval of Agenda

➤ Action Taken: Agenda Approved with Town Department Input moved up as first Business item.

2. Announcements

Corey Liles shared the results of the Doodle poll which indicated October 23 and November 2 as the best options for additional task force meetings. However due to the early voting schedule, candidates may be unavailable. Mr. Liles said he would set up another poll for the week of November 6. The report on task force recommendations will need to be complete around November 15, so it is ready for presentation at the November 29 Council meeting.

3. Public Comment

4. Business

a. Town Department Input

Background: Town staff have assembled a report reflecting the input of several department directors including Parks & Recreation. Staff will share information from the report covering tradeoffs inherent in meeting Town needs, along with potential scenarios for allocating land.

Action Item: Receive information.

➤ Action Taken: Roger Stancil, Town Manager, presented the report by Town staff including the scenarios for allocating land to park uses and private development. No action was taken.

Roger Stancil explained that based on recommendation from Parks & Recreation staff, this site should be used for a community park with a minimum size of 20 acres. However considering the previous Council resolution and input from the Business Management department, a portion of the site should be sold so that bond funds earmarked for other Parks & Recreation purposes do not have to be used for payments on the Legion property. The overall staff recommendation is to sell 15 acres near Legion Road, covering the land acquisition costs plus construction costs of some park facilities, and creating a viable site for economic development.

Task force members asked clarifying questions related to how the scenarios and assumptions were made. Mr. Stancil explained that there is flexibility on where the exact boundary of a private development site could be drawn; this would be resolved through an RFP process. The estimate of \$500K per acre is based on market value of land in vicinity of the site and conversations with developers; it does not account for whether or not the land is entitled. The 10-acre minimum size for private development is the expected amount needed to get appreciable developer interest. As to the timing of a land sale required for the Town to meet payment deadlines, Ken Pennoyer stated that there is flexibility, but that the timing of other projects will be impacted by the availability of bond funds.

Mayor Pam Hemminger asked about the possibility of draining the pond to learn more about the expected wetland mitigation costs and how they may impact a prospective land sale. Mr. Stancil responded that fish and wildlife concerns will need to be considered before proceeding.

Task force members asked about the available funds for park facility development and what could be built in the short-term. Mr. Stancil noted that the \$3.5M bond capacity for arts and programming space had not been assigned to a specific location, so using it for the Legion property would be a possibility. Jim Orr explained that it would be difficult to estimate the cost of a multipurpose facility without any plans for the space, but that an order of magnitude cost would be around \$10M. Councilmember Donna Bell stated that a multipurpose facility could still be part of the site master plan even if no funds are available in the short-term, as this would provide guidance for future funding. Councilmember Nancy Oates noted that ongoing development in Chapel Hill could generate some available funds through additional property tax revenue.

Scott Radway requested that a test fit be done for the priority uses as proposed by Parks & Recreation staff, to determine what spatial limitations a 10 or 15 acre land sale would create. He stated that short-term actions should not undermine long-term opportunities. Dan Jewell responded that this could be done at a high level. Mr. Orr reaffirmed that programming space is the top priority use based on the demand for current programs and the input from current park users.

b. Update on Public Survey

Background: A subcommittee of Michael Andrews, Pat Heinrich, Scott Radway, and Rachel Schaevitz worked between meetings to draft language for the survey. A second subcommittee of Michael Andrews, Lew Brown, Pat Heinrich and Wesley McMahan formed to develop a strategy for public outreach with the survey between meetings.

Action Item: Authorize final language and schedule of survey.

➤ Action Taken: The task force reviewed the draft survey and discussed possible edits. The task force approved a public outreach strategy, along with final language for questions 5 through 9. The intro of the survey and questions 1 through 4 were referred back to the subcommittee for further revision.

Task force members discussed whether question 5, asking participants to select important criteria as a way to validate and prioritize the development principles, would be necessary. Lew Brown stated that the development principles had already been approved and all were important. Other discussion centered on the demographic questions (1-4): if that information would be useful for analyzing responses, whether demographic questions should be at the start or end of the survey, whether the questions about family makeup could be simplified and whether questions about place of residence and/or household income would be useful. Demographic information would indicate whether a diverse survey population had been reached, and would also allow cross-analysis to compare response trends between different groups. However there was general agreement that the number of questions, along with the length of the survey introduction, should be trimmed down.

Mr. McMahan provided a report from the outreach subcommittee. The two main strategies proposed were to canvas neighborhoods and distribute the survey through schools (Ephesus Elementary and potentially others). However, it was determined that the Parks & Recreation department did not have funds available for survey distribution or translation. Councilmember Bell proposed using Peachjar, a digital flyer system used by the school system, as a more efficient way of reaching parents. Pat Heinrich explained that for a cost of around \$20 per school, parents would receive an email with a link to the online survey. Chair Rachel Schaevitz proposed that the outreach strategy consist of the online survey being promoted through Town communication channels, personal networks, and a Peachjar distribution to all local elementary and middle schools. The Task force approved this strategy. Laurie Paolicelli offered to assist with survey graphics and potential promotion through WCHL.

In terms of question wording, Ms. Paolicelli discouraged use of the word ‘park’ where it would suggest a predetermined use of the property. Vice-Chair Neal Bench suggested asking about what athletic activities people can’t currently do, based on lack of facilities. Scott Radway suggested distinguishing between activities people enjoy most versus those they participate in most. Task force members discussed whether to remove use options that Parks & Recreation staff had indicated were low priority or not appropriate for the site.

The task force voted to remove questions 5 and 9, to reword questions 6 and 7, to remove uses that were low priority for Parks & Recreation staff, and to add some clarifying language around other uses. The survey subcommittee agreed to revise language for the intro and questions 1 through 4 over the next week, with the goal of having a finalized survey to send out by October 13.

c. Review AIA 2030 High Performance Building Design

Background: Task Force members have expressed interest in learning more about the AIA 2030 Challenge, to consider it in the context of the American Legion property. An overview was distributed at the previous meeting.

Action Item: Receive information.

- Action Taken: Discussion of this topic was tabled for a future meeting due to time constraints.

d. Overview of Recommendations from Town Properties Task Force

Background: Town staff will share recommendations from the June 2017 report of the Town Properties Task Force that have relevance for the work of the American Legion Task Force. Areas of interest include Guiding Principles for Disposal of Properties and prioritized uses for other Town properties.

Action Item: Receive information.

- Action Taken: Discussion of this topic was tabled for a future meeting due to time constraints.

e. Site Specific Criteria for Potential Public/Private Partnerships

Background: Consultant has prepared draft criteria related to land that might be sold or leased to a third party, to start the discussion amongst the Task Force on criteria to forward to the Town Council. The draft criteria are based on the Task Force’s Development Principles. The Town must follow State regulations for selling or leasing property it owns. Further, the above-referenced Town Properties Task Force provides guidance to the Town.

Action Item: Discuss criteria for forwarding to Town Council.

- Action Taken: Discussion of this topic was tabled for a future meeting due to time constraints.

f. Other Task Force Discussion

5. Public Comment

6. Adjournment

Meeting was adjourned at 4:05 p.m. The next meeting date is to be determined.

Meeting Materials

- [Draft Minutes of the September 7, 2017 Meeting](#)
- [Draft Public Survey](#)
- [AIA 2030 Challenge Overview](#)
- [Town Properties Task Force Guiding Principles](#)
- [Use Comparison Table](#) (Town Properties and American Legion Task Forces)
- [Town Properties by Recommended Use](#)
- [Draft Criteria for Potential Public/Private Partnerships](#)

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.

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(Scroll to American Legion Task Force)

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



Town of Chapel Hill
AMERICAN LEGION TASK FORCE
Thursday, October 23, 2017, at 2:00 p.m.
Chapel Hill Public Library, Meeting Room C
100 Library Dr., Chapel Hill, NC 27514

Draft Minutes

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

Meeting was called to order at 2:05pm by Rachel Schaevitz, Chair

a. Roll Call

Members Present: Rachel Schaevitz (Chair), Mayor Pam Hemminger, Council Member Nancy Oates, Michael Andrews, Wesley McMahon, Laurie Paolicelli, Scott Radway, Lew Brown (Alternate), Council Member Donna Bell (by phone), Neal Bench (Vice-Chair)(by phone)

Member Absent: Dan Cefalo, Pat Heinrich, Ryun Miller

Town Staff Present: Corey Liles

Consultant Staff Present: Dan Jewell, Elizabeth Wilcox

b. Approval of Minutes for the September 7, 2017 Meeting

➤ Action Taken: Minutes approved

c. Approval of Agenda

➤ Action Taken: Agenda approved.

2. Announcements

Corey Liles announced that the public survey was launched on Friday, October 21st; to date there have been 120 responses. Some members of the public requested that “none of the above” be added to the response options. The task force agreed with this proposed addition.

The Task Force also discussed sharing the survey with various groups, including Mom’s Club, Parents Posse, and neighborhood listservs. The public survey will close November 12th.

Councilmember Oates also presented an idea offered from the public of a cable park, which is similar to a zip line over water for guiding water based activities such as skim boards as a possibility for the American Legion property.

3. Public Comment

4. Business

a. Review AIA 2030 High Performance Building Design

Background: Task Force members have expressed interest in learning more about the AIA 2030 Challenge, to consider it in the context of the American Legion property. An overview was distributed at a previous meeting.

Action Item: Receive information.

- Action Taken: The task force discussed the benefits of AIA 2030 in comparison to other sustainability standards, as well as related Town efforts to encourage green building. The task force approved a motion to recommend that all construction and development by the Town on the American Legion property meet or exceed the Town's current preferred standards for energy efficiency and sustainability.

Corey Liles clarified that the Town can require sustainability standards for Special Use Permits and rezonings, but not projects approved administratively. The current standard is to exceed ASHRAE efficiency by 20%. The Task Force discussed whether adopting a specific proprietary standard (AIA 2030, ASHRAE, LEED, etc.) or specific benchmarks for buildings, sites, energy, etc. was preferred. Chair Rachel Schaevitz asked Mr. Liles if he could have more information on current Town standards at the next meeting.

Michael Andrewes made a motion to recommend that all construction and development by the Town on the American Legion property meet or exceed the Town's current preferred standards for energy efficiency and sustainability. The motion was seconded by Councilmember Oates and approved unanimously.

b. Overview of Recommendations from Town Properties Task Force

Background: Town staff will share recommendations from the June 2017 report of the Town Properties Task Force that have relevance for the work of the American Legion Task Force. Areas of interest include Guiding Principles for Disposal of Properties and prioritized uses for other Town properties.

Action Item: Receive information.

- Action Taken: No action was taken.

c. Site Specific Criteria for Potential Public/Private Partnerships

Background: Consultant has prepared draft criteria related to land that might be sold or leased to a third party, to start the discussion amongst the task force on criteria to forward to the Town Council. The draft criteria are based on the task force's Development Principles. The Town must follow State regulations for selling or leasing property it owns. Further, the above-referenced Town Properties Task Force has provided guidance to the Town.

Action Item: Discuss criteria for inclusion in the report to Town Council.

- Action Taken: Elizabeth Wilcox, project consultant, presented the criteria and received feedback. After discussion about the applicability of the criteria, the task force determined that the list would be more relevant to co-located uses on Town property, but that certain criteria pertaining to any private development site may be recommended to Council. No action was taken.

Ms. Wilcox started reviewing criteria for input. However, Mayor Pam Hemminger indicated that she didn't believe Council had asked for input from the Task Force on disposition of the property to a third party. Mayor Hemminger would rather leave it to the Council to make that decision. Dan Jewell pointed out that according to meeting notes from the Council meeting authorizing the task force criteria for third-party dispositions.

The Task Force discussed the option of referring to the Guiding Principles already developed by the Task Force. Scott Radway noted that there are three layers to consider: Principles for Public Uses, Principles for Public Private Partnerships, and Principles for Private Development.

The consultant was tasked with revising the list to address the three scenarios.

d. Order of Magnitude Costs and Acreage Requirements of Uses

Background: Consultant will share information on cost and acreage requirements that serve as factors to consider when evaluating potential uses for the property. Costs that the Town may be responsible for will be discussed in terms of order of magnitude (ie a range of typical costs for this use). Acreages will be presented as minimums and/or maximums based on best practice.

Action Item: Receive information.

- Action Taken: Dan Jewell, project consultant, presented the acreage requirements for various recreation and public facilities. The task force discussed how these considerations could impact the amount of land needed for public purposes. Cost information will be shared at a later date, following review by parks and recreation staff. No action was taken.

e. Site Test-Fit of Priority Facilities

Background: At the previous task force meeting, Town staff presented potential scenarios for selling some portion of the property. Using those scenarios and the

acreage requirements in the previous item, consultant will present test-fit layouts of parks & recreation facilities under consideration by the task force. This will inform the evaluation of potential uses and the amount of land recommended for public purposes.

Action Item: Receive information.

- Action Taken: Dan Jewell provided the task force with base maps and sample facility overlays, as a visual representation of facility sizes discussed in the previous item. No action was taken.

f. Other Task Force Discussion

- Action Taken: Laurie Paolicelli shared the graphic layout options for a digital flyer to promote the online survey. The task force provided feedback and indicated a preference for the first layout option in the packet.

Ms. Paolicelli shared that she often hears from many visitors, including alumni, previous residents and visiting friends and family, who are disappointed that Chapel Hill has changed with development and loss of trees. The American Legion property offers the Town an opportunity for economic development focused on amateur athletics away from downtown.

5. Public Comment

6. Adjournment

Meeting was adjourned at 4:00 p.m. Next meeting: November 9, 2017, 2:00 p.m.

Meeting Materials

- Draft Minutes of the October 5, 2017 Meeting
- AIA 2030 Challenge Overview
- Town Properties Task Force Guiding Principles
- Use Comparison Table (Town Properties and American Legion Task Forces)
- Town Properties by Recommended Use
- Draft Criteria for Potential Public/Private Partnerships

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.



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

Draft Minutes

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

Meeting was called to order at 2:04pm by Rachel Schaevitz, Chair

a. Roll Call

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

Member Absent: Pat Heinrich

Town Staff Present: Corey Liles

Consultant Staff Present: Dan Jewell, Elizabeth Wilcox

b. Approval of Minutes for the October 5, 2017 Meeting

➤ Action Taken: Minutes approved

c. Approval of Agenda

➤ Action Taken: Agenda approved.

2. Announcements

This is the final meeting of the Task Force. The report will be presented to the Town Council on November 29th. It is expected that Council will receive the report and not take action.

3. Public Comment

- a.** A resident of an abutting neighborhood stated that she would like to encourage Council not to rush to make decisions on sale of property. Work on layout and design of the park before deciding to sell land.
- b.** Mayor Hemminger indicated that GO bond funds will be used to make the payment due in March. There is still interest from commercial developers, including Liberty Senior Housing.
- c.** Joan Guilkey noted that she did not believe that the Town bought the property to turn around to sell it. There is interest in the community in raising money for a park.
- d.** Ms. Schaevitz indicated that Dan Levine from Self Help Credit Union contacted her about the possibility of providing affordable housing on the property.

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.

Mr. Bench noted that the financial numbers in the Manager's report are assumptions based on current information. It was noted by Ms. Paolicelli that the number of acres for parking in the Visitor's Bureau presentation are larger than what would be needed, especially if a shared parking strategy is implemented. Mr. Brown noted that there are 8 acres of land on the American Legion property in the RCD, along with most of the acreage of Ephesus Park, that are not available for active recreation uses, which is not noted in the Manager's report.

There was a general discussion about use of the 4.6 acres of land outside of the RCD in the northeast corner.

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.

There was general discussion about success of the survey outreach, with over 970 responses. Sending the survey to elementary and middle school family through Peachjar contributed to the response effort.

Mr. Liles indicated that the survey would be open through November 13th. He also indicated that some of the other uses suggested by respondents included pickleball and cycle cross.

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.

Mr. Radway commented that the Splash Pad could be considered a stand-alone use, regardless of Parks and Recreation staff's note that it should be combined with a pool use.

Mayor Hemminger noted that the number of pickleball courts on the spreadsheet should be increased to 12, so that with the existing six courts at Ephesus Park there would be 18 total, which would allow for tournament play.

Task Force members suggested some changes to the assumptions for some facilities, such as reducing the size of the splash pad, increasing the parking for the pavilion, and clarifying that the community center included a 2-court gym.

Mr. Brown recommended an approach that would allow for minimal improvements in the near term as the Town plans for more intensive investment.

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.

The task force discussed whether to remove some uses from consideration based on low ranking, but decided to include all uses in the recommendation with the ranked order reflecting the level of priority.

A motion to approve the list of uses was made by Mr. Bench and was unanimously approved.**e. Criteria for Partnerships and Private Development**

Background: Consultant 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.

The draft list was presented with 3 scenarios, one being partnerships. The task force discussed the definition of partnership, for example if it should be limited to non-profits, if it should include vendors operating on site. The group also discussed what constituted a partnership in terms of which party was contributing what.

Task force members suggested additional criteria that should be checked as applicable for private development. Mr. Andrews stated that since a land sale was an opportunity to negotiate, the Town should appeal to developers to meet all the criteria as much as possible. The task force generally agreed that in all scenarios, competing proposals should be encouraged to meet all of the criteria

A motion to approve the list of criteria was made by Mr. Bench and was unanimously approved.

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.

Mr. McMahon commented that the Town should figure out how it wants to use the land before it sells any. Councilmember Bell indicated that the Council had authorized the purchase of the property with the intent to sell a portion to recoup costs. Mayor Hemminger asked if there needed to be a master plan before the Council decided on the land, and noted that some Councilmembers had shifted their perspectives as a result of the Task Force's work.

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.

Mr. Radway made a motion to recommend a Task Force as a next step, which was approved unanimously.

Mayor Hemminger pointed out that waiting to pay for the land will take money from park maintenance and other uses that are a priority in the town.

5. Public Comment

Dianne Willis noted that pickleball at Ephesus Park displaced two tennis courts, and that there are only four tennis court remaining, which need maintenance. She does not want to see pickleball at the American Legion property.

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:

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(Scroll to American Legion Task Force)

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

APPENDIX E

SUMMARY OF RECOMMENDED PUBLIC PARTICIPATION PROCESS

APPENDIX E

Summary of Recommended Public Participation Process

Given the timeframe provided and a lack of budget resources the Task Force implemented a simplified outreach program for the survey. However, the Task Force discussed an approach for a more robust outreach plan that could be used for future public events to assure a wide cross section of residents receive and respond to the survey.

Possible Channels:

- Canvassing neighborhoods - ones near the Legion property; Chapel Hill public housing sites
- Distribute survey through schools
 - Use Peachjar (a digital flyer that is sent to households with students in schools)
 - Target all elementary and middle schools, since people would drive across town to the Legion site
- Ask WCHL to include in community service programming
- Target current users of Parks & Rec programs (and people on waiting lists for programs)
- Task Force members share with personal networks

Increase Diversity

- Explore ability for translation to other
- Provide paper copies, particularly for public housing residents who may have no computer/internet access

APPENDIX F

TOWN MANAGER PRESENTATION TO TASK FORCE



Subject: Analysis of Development Considerations for the American Legion Property

Key Tradeoffs in Allocation of Land



Maximizing space to meet Town needs for future park amenities and recreation programming (*Council Goal: Develop Good Places, New Spaces*)



Generating revenue to fund additional payments on the property; protecting the funding of other parks and recreation projects; potentially funding development of the American Legion Park (*Council Goal: Govern with Quality and Steward Public Assets*)



Creating opportunity for private development that could allow for job creation and other community benefits (*Council Goal: Support Community Prosperity*)

A. Parks & Recreation Considerations

Overview

- Parks & Recreation staff have identified significant programming needs. There is a lack of space for summer camps, athletic and nonathletic programming.
- Parks and Recreation staff see demand for large multipurpose indoor facilities, such as two full sized basketball courts and meeting space.
- Partnerships with groups having similar missions would be complicated as they would likely compete for peak demand times. Groups may also want to charge for programming that the Town would offer at no cost to residents.

Community Park Opportunity

- The American Legion site represents the best opportunity for a community park in northeast Chapel Hill (only feasible site between Dry Creek and Chapel Hill Community Center). Residential growth in the neighboring Ephesus-Fordham District underscores the need for a park.
- The standard size for a community park is a minimum of 20 acres.
- The adjacent Ephesus Park could be counted towards this acreage. However, the opportunity for development of larger park facilities is closer to the existing Legion Post building (outside the RCD).

Guidance on Uses

- In reviewing the list of uses on page 15 of the Task Force Report to Council, Parks & Recreation staff indicated that the following uses would contribute to a community park, are identified as needs in the 2013 Parks Master Plan, and would be appropriate for the American Legion 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

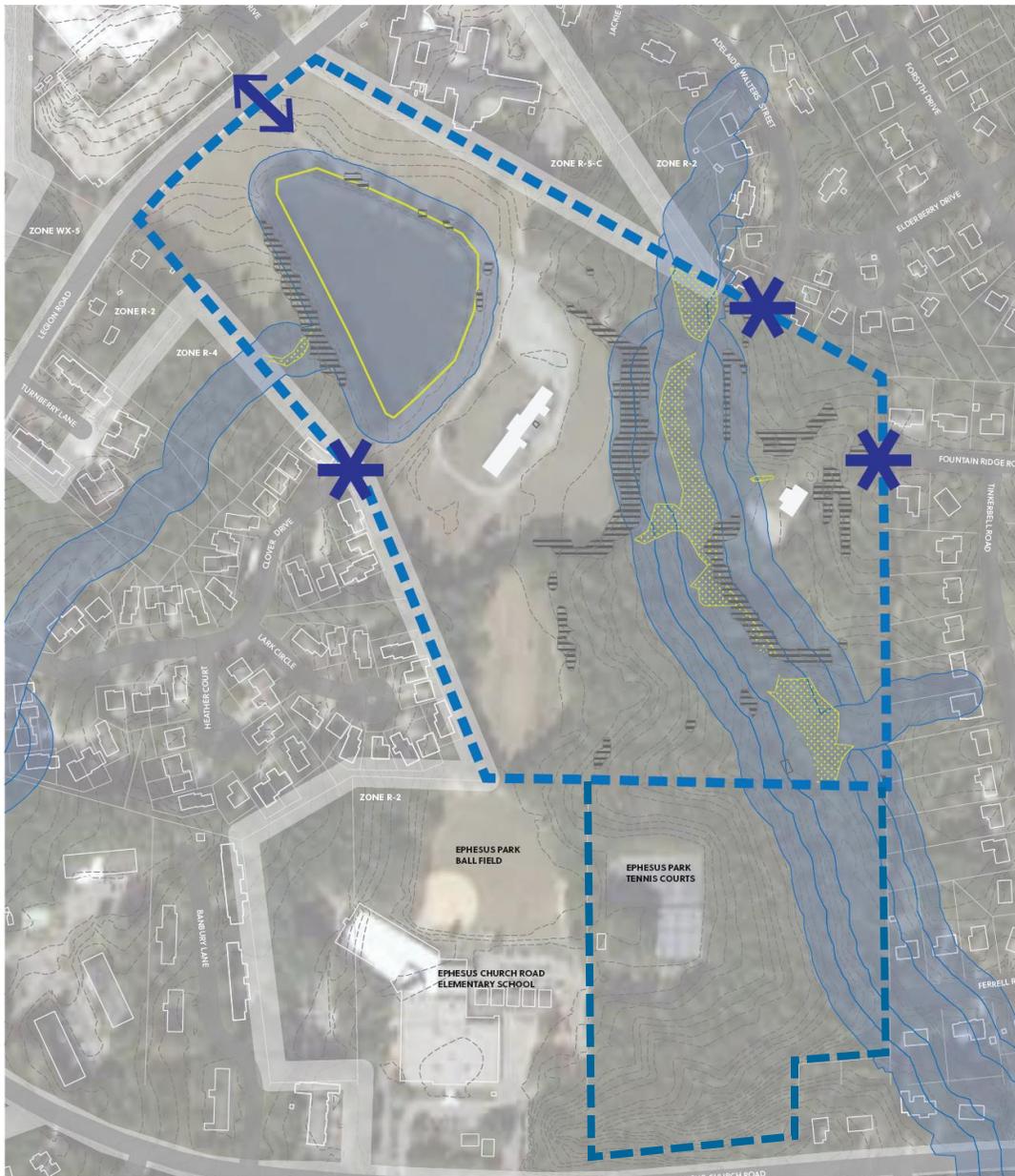
- Indoor programmed space (including gymnasium and classroom/meeting space)
- Outdoor pool
- Outdoor courts including pickleball, basketball, and tennis (small number of new courts)
- Parks & Recreation staff would list the following uses as a lower priority, and/or would not consider the following uses appropriate for the site:
 - Athletic fields (other locations in Chapel Hill are more appropriate and sufficient to meet demand, such as Homestead Park)
 - Skate park (existing one could be expanded if need arises; currently underutilized)
 - 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 based on parking and access; not identified as a need in Master Plan)
- If a farmer's market is located on the site, it should be as part of multifunctional space, not standalone, since the farmer's market does not operate every day
- A splash pad on the site should only be done in conjunction with an outdoor pool because of the efficiencies with extending water infrastructure

B. Business Management Considerations

- The Town owes \$4.3 million of American Legion owner financing payments that need to be made in the next 18 months (split between March 2018 and March 2019)
- The only funds currently available are from a future borrowing, most likely the Parks General Obligation (GO) Bonds (approved 2015)
 - The Town has authority to issue Parks Facilities General Obligation bonds to repay the owner financing of the property
 - Repayment of debt is the first priority, before funding other capital projects
 - Current plan for these funds (\$7 million total) includes replacement of the P&R administration offices (\$3.5 million) and creation of new programming/arts space (\$3.5 million)
 - Using these bonds for American Legion financing payments will delay, diminish or eliminate these other priority projects
- Initial payment on American Legion (\$3.6 million in March 2017) was made using excess fund balance. No excess funds are anticipated for the Town in the near term
- Proceeds of the sale of a portion of the American Legion property could be used to finish paying for the property and allow GO bonds to go toward their original intended use
- No funds are currently available to develop an American Legion community park
 - Town capital needs are already greater than existing debt capacity. Several projects are being delayed because the Town has limited capacity to pay additional debt service

C. Economic Development Considerations

- Land near Legion Road has the current potential to sell for about \$500,000 per acre
- In addition to generating sale proceeds, selling a portion of the American Legion property could deliver community benefits such as:
 - Ongoing tax revenue stream (from commercial development)
 - Public destinations and amenities (possible depending on the purchaser)
 - Reduced grounds maintenance costs for the Town – most notably, shifting the cost of maintaining or removing the pond and dam
- Any portion of the property considered for sale should have a location and size that makes it viable for private development
 - Frontage on Legion Rd
 - 5 acres would allow for a small office building in an urban format
 - 10 acres would offer more flexibility for development of commercial, office, or institutional uses, with parking that could potentially be shared
- When considering purchasers that would offer public amenities, there is a need to consider how program offerings could compete or conflict with Parks & Recreation amenities at the American Legion property
- Town Council could consider ways to leverage additional public amenities from a future property owner, through the sale and entitlement processes



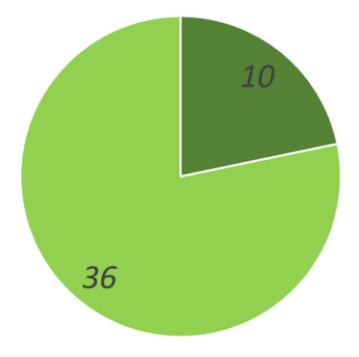
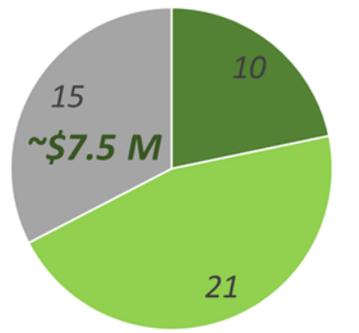
American Legion and Ephesus Park Properties

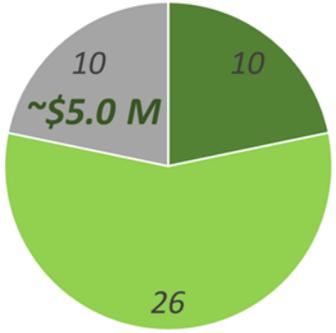
D. Potential Land Allocation Scenarios

Assumptions:

1. 46 acres to allocate (36 acres for American Legion property, 10 acres for Ephesus Park)
2. 20 acre minimum size for a community park
3. \$500,000 per acre land sale price (for commercial/office/institutional use)
4. 10 acre minimum size for any private development site (allowing flexibility for uses and/or opportunity for public benefits)

Scenarios outlined on following pages

	Description of land uses	Financial Scenario	Timing for Park Improvements	Trade-offs
Scenario 1: Maximize Future Park Land				
<ul style="list-style-type: none"> ■ Ephesus Park ■ American Legion Park ■ Land Sale 	<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 & 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> 
Scenario 2: Recover Purchase Price, Fund Park Improvements				
<ul style="list-style-type: none"> ■ Ephesus Park ■ American Legion Park ■ Land Sale 	<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
Scenario 3: Recover Purchase Price				
<ul style="list-style-type: none"> ■ Ephesus Park ■ American Legion Park ■ Land Sale  <p>A pie chart illustrating the distribution of 36 acres of land. The chart is divided into three segments: a large green segment representing 26 acres for American Legion Park, and two smaller dark green segments, each representing 10 acres, for Ephesus Park and Land Sale. The total value of the land is indicated as approximately \$5.0 million.</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> 

APPENDIX G

CHAPEL HILL/ORANGE COUNTY VISITORS BUREAU PRESENTATION

The Chapel Hill/Orange County Visitors Bureau would like to see this property developed for sporting fields tied to a recreation perspective for both locals and visitors, Millennials and Baby Boomers.

Sports tourism is the fastest growing tourism market segment in the United States and represents economic potential for Chapel Hill and Orange County. A facility at American Legion could be self-support through the contributions it makes to the community through tourism.

Neighboring counties report that increased sports marketing efforts have proved successful at the local level as an estimated \$6 million dollars in additional revenues generated as a result of sports tourism.

“The biggest challenge Orange County faces in our sports tourism efforts is finding enough athletic facilities to accommodate the demand we are seeing from tournament organizers,” Laurie Paolicelli, Director of the Chapel Hill/Orange County Visitors Bureau.

Currently the Visitors Bureau has commissioned a study to show the future economic potential in adding more sports facilities in Orange County. Need for more sports facility development to attract larger events and tournaments to take

A recent study reported in TIME magazine led with this headline:

How Kids’ Sports Became a \$15 Billion Industry

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. And the pot is rapidly getting bigger. According to figures that WinterGreen provided exclusively to TIME, the nation’s youth-sports industry has grown by 55% since 2010.

<http://time.com/magazine/us/4913681/september-4th-2017-vol-190-no-9-u-s/>

Chapel Hill is home to the North Carolina High School Athletic Association (*NCHSAA) which has supported the Visitors Bureau's efforts to bring more sporting fields to Orange County for tournament play by traveling teams. T

The mission of the NCHSAA is to provide governance and leadership for interscholastic athletic programs that support and enrich the educational experience of students and to serve as a national model for developing and inspiring greatness through interscholastic athletic experiences.

This mission statement reflects the character of Chapel Hill.

APPENDIX H

DETAILED ESTIMATE OF ACREAGE AND ORDER OF MAGNITUDE COSTS

