



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.

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.