



Town of Chapel Hill AMERICAN LEGION TASK FORCE

Tuesday, June 14, 2017, at 02:00 p.m.
Chapel Hill Public Library, Meeting Room A
100 Library Dr., Chapel Hill, NC 27514

Meeting Agenda

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

Staff Liaison: Corey Liles

1. Opening

- a. Roll Call**
- b. Approval of Minutes for the June 6, 2017 Meeting**
- c. Approval of Agenda**

2. Announcements

3. Public Comment

4. Business

a. Principles for Development

Background: The principles for development are a key portion of the task force recommendations for the Report to Council. At the June 6, 2017 meeting, task force members approved the wording of several principles and suggested revisions for others. An updated list has been provided for the task force's consideration.

Action Item: Refine and finalize the list of principles for development of the American Legion site.

b. Future Considerations and Next Steps

Background: Another key portion of the Report to Council will be recommendations on the ongoing development process for the American Legion site, including topics for future consideration and potential next steps. The task force members will review a draft list of recommendations based on ideas submitted in advance of the meeting.

Action Item: Refine the list of future considerations and next steps, determine the level of support from task force members for each item on the list.

c. Potential Land Uses

Background: Various potential land uses for the American Legion site have been identified through the charrette and through user group submissions. The task force will review a compiled list of uses for inclusion in the Report to Council.

Action Item: Refine the list of potential land uses, determine the level of support from task force members for each item on the list.

d. Other Task Force Discussion

5. Public Comment

6. Adjournment

Meeting Materials

- [Draft Minutes of the June 6, 2017 Meeting](#)
- [Draft List of Development Principles](#) (updated 6-09-2017)
- [Draft List of Potential Land Uses](#)

Opportunity Statement: 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.

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**

Tuesday, June 6, 2017 2:00 p.m.

Chapel Hill Town Hall, 1st Floor Meeting Room
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, Joan Guilkey, 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 2:00 p.m. 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, Dan Cefalo, Joan Guilkey, Pat Heinrich (by phone), Ryun Miller (by phone), Laurie Paolicelli, Scott Radway, Wesley McMahon (alternate)

Members Absent: Lew Brown

Town Staff Present: Corey Liles, Laura Selmer

Consultant Staff Present: Dan Jewell, Elizabeth Wilcox

b. Approval of Minutes for the May 9, 2017 Meeting

➤ Action Taken: Minutes Approved

c. Approval of Agenda

➤ Action Taken: Agenda Approved

2. Announcements

Vice-Chair Neal Bench stated that although it is the Council's intent to sell off a portion of the American Legion parcel, the task force has not yet taken a position on the amount of land to sell for commercial uses. Joan Guilkey offered that the task force may have a preference to make the whole property a park, however there was not agreement on that position. Ryun Miller noted that the task force serves in an advisory role rather than as a decision-making body.

Mayor Pam Hemminger shared that there is an opportunity for a matching grant with an outdoor fitness company interested in installing outdoor gyms and fitness parks. This opportunity will be further explored with Parks & Recreation staff to provide more information. The Mayor met with representatives of the Chinese Cultural Center proposal to discuss their interests in the property. Additional inquiries continue as interest in the property remains high. She also mentioned conversations that are ongoing with the neighboring Lindquist property and their interest in selling to the Town. Additionally, the Mayor highlighted her interest in creative placemaking after attending The Triangle Smart Cities Summit in Raleigh.

3. Public Comment

No public comments were made.

4. Business

a. Town-wide Priorities for Parks & Recreation

Background: At the previous meeting, the task force received a presentation from members of the Parks, Greenways & Recreation Commission on recommended uses for the American Legion site, along with proposed characteristics of various facilities. Staff were subsequently asked to provide more information on Town-wide priorities for parks and recreation facilities, based on the capacity and demand for existing facilities and programs.

Action Item: Receive information.

- Action Taken: Corey Liles presented information on the 2015 priorities developed by the Department of Parks & Recreation, along with the current status of Parks & Recreation bond funds and the applicability of national standards. The task force discussed how this information may guide the development of the American Legion property. No action was taken.

Mr. Liles explained that priority projects are based on the recommendations of the 2013 Comprehensive Master Plan. There are additional priorities, not applicable to the work of the task force, that involve maintenance of existing facilities. Jim Orr, Director of the Department, provided clarification in a memo, noting that while priorities are influenced by national standards, local context and public input are weighted more heavily. An estimated \$3.4 million in bond funds remains for town-wide Parks & Recreation projects, after accounting for issued bonds and reserved funds for administrative offices.

Ms. Guilkey and Wesley McMahon reviewed the presentation from members of the Parks, Greenways & Recreation Commission provided at the May 9 meeting, highlighting the recommended uses for the American Legion site.

Scott Radway asked the project consultants to consider possibilities for interim uses of the property until long range goals are attainable.

Dan Cefalo highlighted an additional need for the community clay studio to expand.

b. Visitors' Bureau Research Study Findings

Background: Laurie Paolicelli will present a summary of a research project commissioned this year by the Chapel Hill / Orange County Visitors Bureau to study the feasibility of a public assembly facility, sports fields or other visitor-oriented development for the purpose of driving new tourism, hotel room nights and economic impact to Chapel Hill and Orange County. The summary outlines the key findings associated with Phase One of a two-phased study. Phase One focuses on the potential market demand and potential development scenarios. Paolicelli will review key details surrounding the research, analysis and conclusions.

Action Item: Receive information.

- Action Taken: Laurie Paolicelli presented the purpose of the Visitors Bureau Study and the Phase One findings concerning indoor recreation facilities that could support tourism and economic development. The task force discussed how this information may guide the development of the American Legion property. No action was taken.

Ms. Paolicelli explained that the research project was commissioned by the Chapel Hill/Orange County Visitors' Bureau regarding feasibility and market demand for visitor oriented facilities. Research indicates an unmet market demand for sports and recreational tourism. A particular demand for pickleball is growing among older demographics, typically with disposable incomes, which represent a key population for tourism attraction. For any recreation facilities built by the Town, the Visitors' Bureau would recommend a memorandum of understanding in which the Bureau would have the ability to organize and advertise tournament events. Indoor facilities may offer more opportunity for regional tournament events, since year-round use is possible.

Michael Andrews noted that noise impacts should be considered for a large scale pickleball facility, considering the noise spillover of existing courts at Ephesus Park. Indoor courts could remove this concern or, as the Mayor noted, higher walls could be built. Additionally, size limitations may not be conducive to the needs of large-scale national tournaments.

Mr. McMahon expressed concern that accessibility for lower income and local community members could be a challenge for activities that appeal to higher-earning demographics.

Mr. Miller noted that pickleball courts are non-permeable surfaces that could have an environmental impact impact the property, and that striking a balance of local use and tourism attraction should be a priority.

c. Principles for Development

Background: At the May 9, 2017 meeting, task force members drafted a set of development principles intended to capture the qualities and characteristics that are important for any development on the American Legion site. The current list has 11 potential principles. Staff have drafted descriptions to help explain the meaning of each principle.

Action Item: Refine and finalize the list of principles for development of the American Legion site.

- Action Taken: The task force reviewed the draft principles with descriptions and suggested various edits. The task force approved the following principles: A Community Gathering Space for Everyone, A Network of Walkable Paths, Support for Healthy Lifestyles, and Functional Vehicular Access.

Edits were suggested by various task force members for principles addressing parking, impacts on the neighborhood, partnerships with the school and others, and the pond. Principles addressing green construction and Legion Rd frontage were tabled for consideration at the next meeting. Task force members were asked to provide additional feedback to staff via email.

d. Synthesis of Charrette Sketches

Background: Small groups at the April 8 charrette produced seven concept sketches for development of the site which are included in the Draft Design Charrette Report. There were many common features shared by the majority of the sketches. The project consultant has developed a single sketch that incorporates these common features into a more general layout of proposed land uses, to be presented for consideration by the task force.

Action Item: Provide feedback on the generalized sketch to the consultant.

- Action Taken: Task force members expressed concern about having a vote on the sketch, and the consultant staff suggested that it be included in the report as a summary of the charrette input rather than a recommendation of the task force. Further discussion of this topic was tabled for a future meeting due to time constraints.

The project consultants briefly discussed the generalized sketch for proposed land uses, which was feedback from the April 8 charrette. Task force discussion highlighted the need to either adopt the sketch with a vote and include it as a recommendation to Council, or to present it clearly noted as a summary of the charrette input.

e. Outline of Report

Background: The draft report includes background information on the American Legion property, concept sketches with descriptions, and a summary of common themes from charrette public input. The task force has discussed adding sections on development principles and items for future

consideration. Finalizing an outline of the report will allow the consultant to complete a second draft for the June 14 task force meeting.

Action Item: Review items to be included in the Report to Council and identify any additional information to include.

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

f. Other Task Force Discussion

No other items discussed.

5. Public Comment

No additional public comments.

6. Adjournment

Meeting was adjourned at 4:07 p.m.

Next Meeting: June 14th, 2017

Meeting Materials

- [Draft Minutes of the May 9, 2017 Meeting](#)
- [Parks Master Plan Future Development Priority List](#)
- [Draft List of Development Principles](#)
- [General Land Use Sketch](#)
- [Draft Report Outline](#)

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

DRAFT LIST OF DEVELOPMENT PRINCIPLES

FOR THE AMERICAN LEGION PROPERTY

Green = Principle approved on June 6

Blue = Language added since June 6

1. A Community Gathering Space for Everyone

The American Legion site supports a variety of activities, appealing to many different interests and to people of all ages. The site is accommodating and inviting for visitors of all abilities. The site serves a variety of income levels with free and low-cost activities included. Anybody in Chapel Hill feels welcome and engaged here.

2. A Network of Walkable Paths

Trails, sidewalks, and greenways throughout the site provide access to all facilities, promote physical activity, allow for enjoyment of nature, connect to the surrounding neighborhoods and to the elementary school, and integrate with Chapel Hill's greenway system.

3. Support for Healthy Lifestyles

All uses of the American Legion site support healthy lifestyles through athletic and physical activity and/or interaction with nature. This applies not only to portions of the site devoted to recreation, but also to any commercial or institutional uses. The healthy lifestyle focus can be used as a branding element that generates tourism and economic development for the town.

4. Thoughtful Parking Strategy

The amount of parking meets demand during peak site use without being excessive. Enough parking is provided to prevent spillover onto neighborhood streets. Space is reserved for future parking expansion, if needed. Opportunities are pursued for shared parking with the Europa Center, Ephesus Elementary School, and others. Public transit service, along with bicycle and pedestrian connections, provide alternatives to accessing the site by car.

5. Mitigation of Impacts on Neighbors

Development of the site is done in a way that protects the character of nearby neighborhoods. The activities and facilities on the site are an amenity for these neighborhoods and an enhancement to their value. Appropriate buffering is employed to allow privacy of adjacent lots and to protect them from noise, light, and traffic spillover. There are no motor vehicle entry and exit points from neighborhood streets other than maintenance and emergency access.

6. Functional Vehicular Access

A main site entry drive connects to Legion Road and, if feasible, is aligned with Europa Drive.'

7. Partnership with Ephesus Elementary School

The Town and the School District work together to identify complementary programs that could be carried out in partnership along with opportunities to share facilities. The network of paths allows students access to the site and through the site, supporting neighborhoods support walk-to-school programs.

8. Clear Guidelines for Public/Private Partnerships

Before any private organizations are chosen as partners, the Town should communicate performance expectations and define criteria for evaluating partnerships. All partnerships must create a net gain in benefits to Chapel Hill. Any partner programs on-site should have free or low-cost options.

9. Existing and Future Water Features

Additional investigation of scenario cost and [wetland](#) status is needed before further decisions on the existing pond are made. [Contingent on those findings](#), the pond may be removed or reduced in size to provide more flexibility for site planning. New stormwater features elsewhere on the site can double as amenities that provide scenery and/or public enjoyment.

10. Visibility and Presence on Legion Road Frontage

As Legion Road is the main entry point for future community facilities, a significant portion of the Legion Road frontage is reserved for prominent gateway features and views into the American Legion site. Community gathering spaces are easy to locate and don't feel hidden.

11. Green Building Standards for All Construction

All facilities on the American Legion site (indoor and outdoor) pursue ambitious standards for using water and energy efficiently, minimizing waste, and avoiding the use of harmful materials. The site design minimizes environmental impact and preserves the tree canopy.

DRAFT LIST OF POTENTIAL LAND USES
FOR THE AMERICAN LEGION PROPERTY
(Previously identified uses)

FROM CHARRETTE POST-IT NOTES

1. Passive recreation such as trails, parkland, natural areas
2. Lawn for open play (Frisbee, kites, throw a football, etc)
3. Farmers market
4. Athletic fields and courts
5. Skate park
6. Other programmed outdoor recreation
7. Playground
8. Splash pad
9. Children's natural play
10. Outdoor performance venue (amphitheater)
11. Affordable housing
12. Workforce housing
13. Other housing
14. Educational uses – service-learning, afterschool, vocational
15. Community center
16. Cafes/Eateries
17. Space for food trucks
18. Outdoor gathering and picnic spaces
19. Children's museum
20. Cemetery expansion
21. Indoor recreation space
22. Arts facility – classroom and makerspace
23. Dog park
24. Event venue – rental opportunity
25. Child and senior daycare (combined)
26. Commercial and retail uses

**FROM CONCEPT SKETCH DESCRIPTIONS
(not mentioned above)**

1. Community garden
2. Pickleball courts
3. Gymnasium
(as part of community center)
4. Boy Scout amphitheater (preserved)
5. Dance studio (preserved or replaced)
6. Nursing home/assisted living
7. Parks & Recreation administrative offices

**FROM GROUP SUBMISSIONS
(not mentioned above)**

1. Chinese cultural center
2. Outdoor pool
3. Indoor pool
(as part of community center)
4. Senior housing (independent living)

Pool Usage Statistics

Town of Chapel Hill Facilities

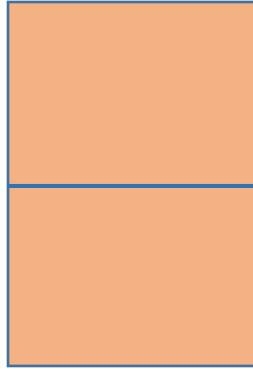
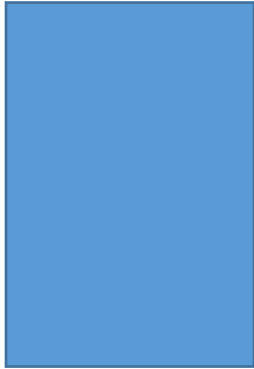
	March - October				November - February (HS Season)		
	HAC Lap	HAC Prog.	Comm. Center		HAC Lap	HAC Prog.	Comm. Center
Weekdays							
5:30am-9:00am	full	empty	full		packed	empty	full
9:00am-12:00pm	in use	full	empty		full	full	empty
12:00pm-4:00pm	in use	in use	empty		in use	in use	empty
4:00pm-Close	full	packed	in use		full	packed	in use
Saturday							
9:00am-1:00pm	full	packed	in use		full	packed	in use
1:00pm-7:30pm	full	packed	empty		full	packed	empty
Sunday							
12:30pm-7:30pm	full	packed	empty		full	packed	empty

packed	at or near capacity
full	individuals in every lane
in use	space available
empty	few to no individuals

Outdoor Pool (AD Clark) 8:00am - 7:30pm
Weather Permitting - Packed

Indoor Court Layouts

1 Basketball court = 2 Volleyball courts = 3 Pickleball courts



Full-length basketball court can be subdivided to accommodate other sports

The Need (and Time) for an Indoor Olympic-sized Pool in Chapel Hill

Local population is growing, pool space is not. The current population in the Town of Chapel Hill is approaching 100,000, incorporated and unincorporated. Nearby Durham has 250,000, and Raleigh over 10 million. Pittsboro and southern Chapel Hill are booming, with Alamance County not far behind. Our general area is one of the fastest growing in the country with a deluge of housing units on the way.

Swimming pools in the area have been full for over a decade. No current pool is larger than 12 lanes (short course yards or 25y) and often split further between multiple uses simultaneously. No pool building of note is currently planned. There's more wide-ranging aquatic programming for more age ranges being offered than ever before, thus current pools in the area are caught trying to do a little of everything to meet needs. There's just not enough lane space for it to be done well, certainly not while increasing population.

Swimming is popular and beneficial. Always has been, always will be. How big a sport/activity is swimming? At one time swimming was the most-participated-in sport in the world according to the Guinness Book of Records. UNC has a learn-to-swim requirement for graduation. Swimming is a low-impact, lifetime aerobic exercise utilizing muscles throughout the entire body. It's often useful for those no longer able to do other physical activities. Participating in swimming promotes valuable life skills such as teamwork, goal setting, time management, accepting success/failure, nutrition, and health & fitness. Swimming promotes diversity, inherently and through strong diversity outreach programs sponsored by both the USA & North Carolina Swimming governing bodies.

Nearly 3000 local children (and growing) participate in the Chapel Hill and Durham Summer Swim Leagues every summer. The State of North Carolina has large and growing participation in high school swimming as 9000 swimmers represented almost 300 schools in high school swimming during the 2016-17 season. Chapel Hill, East Chapel Hill, and Carrboro High Schools all have large men's & women's swim teams with rich traditions. Swimming is increasing in popularity at public and private schools in Orange County, as well as most other public and private schools nearby in Durham, Alamance, Chatham, and Wake counties. Homeschoolers also utilize aquatics in their curriculum.

North Carolina has exceptionally strong year-round competitive swimming. Currently 10,000 athletes from over 70 clubs across the state are registered with North Carolina Swimming. Both NC Swimming and USA Swimming stress diversity programming. Swimmers from NC have represented at the highest levels of NCAA and international competition, including the Olympic games. NC hosts numerous in-season and championship meets throughout the state each year. The ACC Swimming Championships are held in Greensboro and they're also bidding for 2020 USA Olympic Team Trials.

This is a lot of swimmers/swimming in North Carolina! But these large numbers are hidden in Summer Leagues, High School, and USA Swimming teams outside of most Park & Rec data etc, and are typically unknown to the public. It's critical at this juncture that Task Force and Town Council members understand and take seriously the demand and potential for local indoor competitive pool space.

Already Big in Sports Tourism. The sport of swimming brings big tourism dollars to any area. A weekend swim meet can last 2-4 days and bring 300-1,200 participants, almost always with additional family members in tow. Swim families book hotel rooms, dine out, and buy groceries, gas, clothing, etc. during their stay. They visit local attractions, movie theaters, and college campuses and bookstores. They develop meaningful rituals, favorite restaurants, personal connections, to an area that become part of their family forever, whether in town for another swim meet, coming back to visit, or one day moving to an area.

Chapel Hill currently attracts very few swim meets. Instead swim families in the Chapel Hill area drive to other NC cities or towns to spend their money at meets, aquatic facilities, hotels, restaurants, retail, recreation, etc. In recent years the local option for hosting most swim meets has been diminishing or is obsolete. The closest long course pools (LC or 50m Olympic size) with separate warm down space are in Raleigh, Greensboro, and Charlotte. Thus all state LC swim meets for youth, college, and adult swimmers happen only in those cities. As an amateur sports capital in America, Chapel Hill should have an aquatic facility to meet the needs of it's local swim community and capitalize on the vast participation in the sport of swimming within our state. The Durham Summer Swim League hosted championships in Greensboro for example! But LC pools like Greensboro are shooting for National level meets like

Olympic Trials. There's a growing need for a town like Chapel Hill to focus more on state and local needs. We certainly have much to offer and gain from swim meet tourism and continued overall athletic branding.

Addressing the issue. A new aquatic facility in Chapel Hill would support 3-6 local high school swim programs, a 500+ member local year-round team, augment our learn-to-swim programs for all ages, supplement adult fitness swim classes, and would host approximately 8 weekend swim meets per calendar year of mixed 25y and 50m format. An aquatic facility focused on meeting competitive swimming needs and meet hosting would free up local, currently crowded facilities for better overall distribution of the more community-based family and individual programming like lap swimming, adult aquacize, etc. The ability to host meets allows for key swim meets to be held in Chapel Hill year-round, with peak months being Oct-Dec, Jan-Mar, and May-July.

The Pool We Propose

Attached Scheme. Attached please find a simple example layout on the AL Property of an indoor Swim Center, an indoor gym, a community arts space, and a possible extra building option near Ephesus Elementary School. This scheme was done gratis for ToCH by an architect willing to be further involved in discussion or action towards this goal. Egress was minimized on the property while meeting emergency needs. Foot/Bike Paths are marked. The nature trail area in back is intact, as is potential for corporate use on Legion Rd.

The pool being considered is a 30,000+ sqft footprint for aquatics. We're interested in exploring the advantages to a shared locker room situation, most likely with an indoor double gym for a variety of recreation programs to maximize use and minimize costs. The pool would be 50m (Olympic size) with separate pool allowing for the hosting of any statewide swim meet, yet shying away from a commitment to larger meets which require significant bleacher area and increase building costs. A 50m size provides twice as many 25y lanes as the Homestead pool for example, so would bring to the community the benefit of two Homestead-sized pools in one. Existing demand will cause it to fill the first year (or sooner), but it's designed to handle community needs for decades to come.

Green Building. The building(s) would be as green as any in the country, a hopeful model for indoor pools to come. We hope to have a building that blends with the ridgeline and forest setting behind it and the sloping open space in front with unprecedented efficiency in energy use and operation. It would be an anchoring presence to the property. On the practical side, strong green features are cost saving in operation and hopefully approaching cost equivalency in construction. (All new structures in Chapel Hill should be green). We're working with local leaders in greening: from design to construction to operations to maintenance. While we learn from all over the world, we believe we have the talent in and around Chapel Hill to best meet the needs and fit the culture of our local communities.

There are ways. All too often there's not enough time and effort spent to bring people and ways to the table for solution-oriented and can do conversations on such large projects. This could be a beneficial public-private partnership adding much to the community. Examples show this to be of win-win-win potential. Buildings as large as those mentioned above can only be considered on a unique property such as American Legion, so please research this option fully now...Thank You for your time & consideration.





Community Culture and Learning Center

American Legion Task Force Presentation

Chapel Hill

06/14/2017

Why?

- to celebrate culture richness and diversity of our community;
- to encourage learning, understanding, cooperation and tolerance;
- to support the culture, arts, education, recreation and physical activities;
- to foster individual, family, community and economic growth.



Chapel Hill is uniquely positioned to take a lead on the project to celebrate culture diversity

Community Culture and Learning Center

- Conference and auditorium
- Gym and swimming facilities
- Kitchen, tea house and cafe
- **Learning center**
- Culture-themed Garden and greenway passages

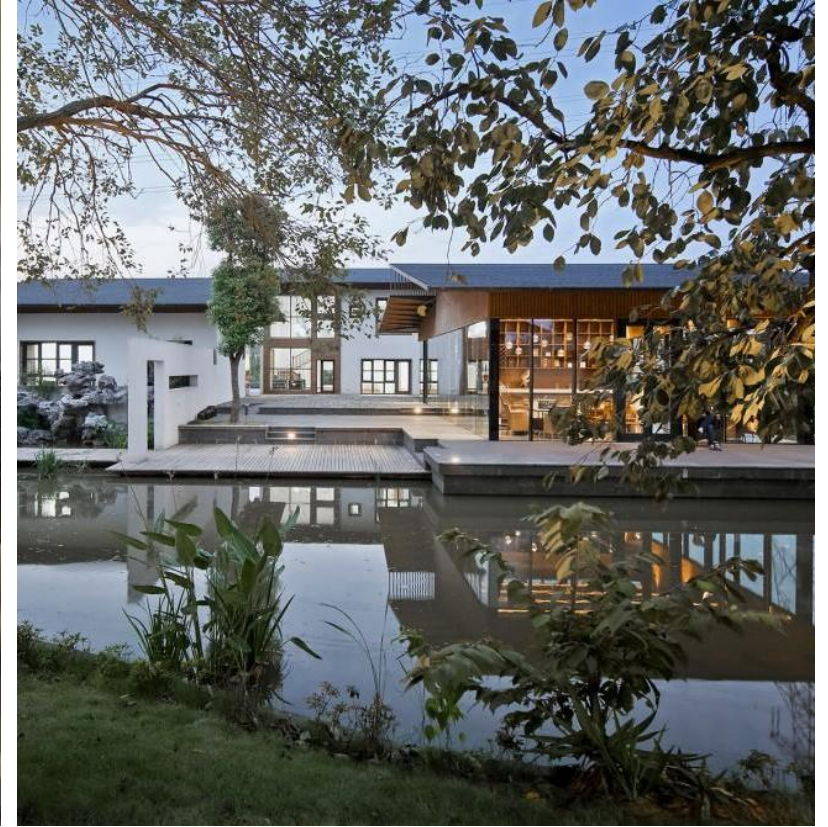


Conference and Auditorium



Gym, library and Learning Center





Interior, Green Way and Water Features

Design Features

- Facilities meet the AIA2030 standards for green construction
- Compatible in design with the public entrance to the property
- Modern, open and inviting to accommodate different culture activities

Impact to the community

To the town

- To put Chapel Hill on the map to host the first Culture and Learning Center in the fast growing region
- To honor the proud tradition of Chapel Hill as a town celebrating life-long learning, open mindedness and diversity
- To facilitate culture and business exchange programs and international sister cities
- To provide a place for people to meet, learn, exercise and gain new experiences
- To bring in tax revenues
- To attract new small businesses

Impact to the community

To Chapel Hill residents

- To have a fitness and swimming facility in the high density residential area
- To have a meeting places of different sizes and scales
- To have a rental facility to host parties, ceremonies and festivals
- To have a learning center for new languages, skills and ideas.
- To have a library dedicated to culture and diversity in Chapel Hill
- To experience different cultures in their food, activities, music and arts

Chinese Culture and Learning Center

To public schools

- To supplement learning activities in language classes in CSCCS
- To provide a STEM and STEAM learning Center that provide project-based learning experience
- To provide afterschool education to Ephesus Elementary School and other public schools children with free to low cost options for low income children
- To provide a teaching center for public school teachers in culture and social study area.
- To support Chinese Dual Language program
- To support arts and crafts programs
- To provide year long free and low cost tutoring programs for to low income children
- To introduce foreign exchange students and language and culture exchange programs.

Chinese Culture and Learning Center

To universities

- To develop community outreach programs with the universities;
- To provide internship opportunities for college students;
- To collaborate with university centers on culture exchange programs, as well as student and scholar exchange programs.

Chinese Culture and Learning Center

To business

- To attract and facilitate international business patterners;
- To provide language and culture training services to local businesses;
- To boost tourism opportunities by hosting international culture events.

DEVELOPMENT PRINCIPLES

FOR THE AMERICAN LEGION PROPERTY

COMMUNITY BUILDING PRINCIPLES

1. A Community Gathering Space for Everyone

The American Legion site supports a variety of activities, appealing to many different interests and to people of all ages. The site is accommodating and inviting for visitors of all abilities. The site serves a variety of income levels with free and low-cost activities included. Anybody in Chapel Hill feels welcome and engaged here.

2. A Network of Walkable Paths

Trails, sidewalks, and greenways throughout the site provide access to all facilities, promote physical activity, allow for enjoyment of nature, connect to the surrounding neighborhoods and to the elementary school, and integrate with Chapel Hill's greenway system.

3. Support for Healthy Lifestyles

All uses of the American Legion site support healthy lifestyles through athletic and physical activity and/or interaction with nature. This applies not only to portions of the site devoted to recreation, but also to any commercial or institutional uses. The healthy lifestyle focus can be used as a branding element that generates tourism and economic development for the town.

4. Existing Water Features

Additional investigation related to the existing pond, including scenario cost, wetland status, and water source, is needed before further decisions about the pond are made. Contingent on those findings, the pond may be removed or reduced in size in order to enhance safety and provide more flexibility for site planning.

RELATIONSHIPS TO ADJOINING PROPERTIES

5. Mitigation of Impacts on Neighbors

Amenities on the site enhance the value of surrounding neighborhoods and preserve their character. Appropriate buffers allow privacy of adjacent lots and reduce noise and light spillover. The design limits motor vehicle entry and exit points from neighborhood streets to maintenance and emergency access.

6. Partnership with Ephesus Elementary School

The Town and the School District work together to identify complementary programs that could be carried out in partnership along with opportunities to share facilities. The network of paths allows students and families access to and through the site, supporting neighborhood walk-to-school programs.

DESIGN AND USE PRINCIPLES

7. Legion Road Frontage and Access

Legion Road remains the main public motor vehicle entry point for the entire property. If feasible, the site entry is aligned with Europa Drive. The community space is clearly and highly visible from the entrance, with significant frontage reserved for prominent gateway features.

8. Comprehensive Parking Strategy

Parking near the main facilities accommodates early demand and can be expanded for future demand. Enough parking is provided to prevent spillover onto neighborhood streets. Opportunities are pursued for shared parking with the Europa Center, Ephesus Elementary School, and others, with a goal of minimizing new surface parking. Public transit, along with bicycle and pedestrian connections, provide alternatives to accessing the site by car.

9. Green Building Standards for All Construction

All facilities on the American Legion site (indoor and outdoor) pursue ambitious standards for using water and energy efficiently, minimizing waste, and avoiding the use of harmful materials. The site design minimizes environmental impact and preserves the tree canopy.

SHARING THE SITE – PARTNERSHIP EVALUATION

10. Clear Guidelines for Public/Private Partnerships

Before any private organizations are chosen as partners, Town Council should define key criteria for evaluating partnerships, related to design, construction, and programming. All partnerships, must benefit the overall Chapel Hill community. Recommended criteria for public/private partnerships include:

- Partner programs should have free or low-cost options
- Any private development along Legion Rd should be compatible in design with the public entrance to the property

FUTURE CONSIDERATIONS AND NEXT STEPS

FOR THE AMERICAN LEGION PROPERTY

Actions for Task Force

- Request to Council that the Task Force reconvene in the fall to continue work on the evaluation of potential partnerships. The scope would include:
 - Develop a list of key criteria to fulfill the Development Principle for Public/Private Partnerships, with support from Town staff.
 - Recommend to Council an evaluation process for potential partners.
 - Participate in the evaluation process by reviewing proposals.
- The Task Force anticipates 6 additional meetings (including at least one public session) and will complete its work by April 2018.

Actions for Town Council and Town Staff

- The Task Force recommends that Council begin earmarking money in the Town Budget, beginning FY19 (budget year beginning July 1, 2018), for additional investigation and engineering related to the pond.
- The Task Force recommends that if any land is sold, it should yield the highest return possible for a use that fits in with the community gathering space.
- The Task Force recommends that the Town partner with agencies such as the Chapel Hill/Orange County Visitors Bureau to generate revenue through tourism opportunities that make use of future facilities on the site.