



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

**Meeting Agenda**

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

Staff Liaison: Corey Liles

**1. Opening**

**a. Roll Call**

**b. Approval of Minutes for the October 23, 2017 Meeting**

**c. Approval of Agenda**

**2. Announcements**

**3. Public Comment**

**4. Business**

**a. Review of Staff Considerations**

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

Action Item: Receive information

**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

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

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

e. **Criteria for Partnerships and Private Development**

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

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

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

g. **Other Task Force Discussion**

5. **Public Comment**

6. **Adjournment**

## Meeting Materials

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

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

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

### Resources:

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

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



## **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 21<sup>st</sup>; 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 12<sup>th</sup>.

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:**

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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.*

## American Legion Task Force

### Site Specific Criteria for Evaluating Public Private Partnerships

November 9, 2017

#### Introduction

The process for selling or leasing Town land is governed by State law. Additionally, the Town Properties Task Force developed guiding principles for dispositions of Town owned properties.

The following evaluation criteria are related specifically to the American Legion Property and are based on the American Legion Task Force's development principles.

#### Criteria

Proposed developments will be evaluated on the extent to which the use demonstrates it will achieve the following:

|                                                                                                                                                                                                                                            | Public Use | Partnership | Private Development |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------|-------------|---------------------|
| 1. Creates a community gathering space for everyone                                                                                                                                                                                        |            |             |                     |
| • Appealing to many different interests and to people of all ages                                                                                                                                                                          | ✓          | ✓           |                     |
| • Accommodating and inviting for visitors of all abilities                                                                                                                                                                                 | ✓          | ✓           |                     |
| • Serving a variety of income levels with free and low-cost activities included                                                                                                                                                            | ✓          | ✓           |                     |
|                                                                                                                                                                                                                                            |            |             |                     |
| 2. Supports healthy lifestyles                                                                                                                                                                                                             | ✓          | ✓           |                     |
|                                                                                                                                                                                                                                            |            |             |                     |
| 3. Mitigates impacts on neighbors by:                                                                                                                                                                                                      |            |             |                     |
| • Enhancing the value of surrounding neighborhoods                                                                                                                                                                                         | ✓          | ✓           | ✓                   |
| • Preserving character of the surrounding neighborhoods                                                                                                                                                                                    | ✓          | ✓           | ✓                   |
| • Providing appropriate buffers and other strategies to allow privacy of adjacent lots and reduce noise and light spillover                                                                                                                | ✓          | ✓           | ✓                   |
|                                                                                                                                                                                                                                            |            |             |                     |
| 4. Provides a comprehensive parking strategy by:                                                                                                                                                                                           |            |             |                     |
| • Minimizes surface parking while providing sufficient parking to prevent spillover into the adjacent neighborhood. Strategies could include sharing parking in existing lots/facilities during times that these facilities are under used | ✓          | ✓           | ✓                   |

|                                                                                                                                                                                                                                      | Public Use | Partnership | Private Development |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------|-------------|---------------------|
| 5. Legion Road Frontage and Access                                                                                                                                                                                                   |            |             |                     |
| <ul style="list-style-type: none"> <li>• Main public motor vehicle entry point for the entire property on Legion Road</li> </ul>                                                                                                     | ✓          | ✓           | ✓                   |
| <ul style="list-style-type: none"> <li>• Site entry is aligned with Europa Drive, if possible</li> </ul>                                                                                                                             | ✓          | ✓           | ✓                   |
| <ul style="list-style-type: none"> <li>• Clearly and highly visible entrance for community use</li> </ul>                                                                                                                            | ✓          | ✓           | ✓                   |
| <ul style="list-style-type: none"> <li>• Compatible in design with the public entrance to the property</li> </ul>                                                                                                                    | ✓          | ✓           | ✓                   |
| 6. Provides clear public benefit to the overall Chapel Hill Community by:                                                                                                                                                            |            |             |                     |
| <ul style="list-style-type: none"> <li>• Making pedestrian connections within to the site and to the surrounding neighborhood.</li> </ul>                                                                                            | ✓          | ✓           | ✓                   |
| <ul style="list-style-type: none"> <li>• Exemplifying good design principles, including: <ul style="list-style-type: none"> <li>○ Exceeding the minimum thresholds of the Town's design and zoning standards.</li> </ul> </li> </ul> | ✓          | ✓           |                     |
| <ul style="list-style-type: none"> <li>○ State of the art sustainable design demonstrating ambitious plans for water conservation and energy efficiency, minimizing waste, and avoiding the use of harmful materials.</li> </ul>     | ✓          | ✓           |                     |
| <ul style="list-style-type: none"> <li>○ Contributing to Chapel Hill's identity</li> </ul>                                                                                                                                           | ✓          | ✓           |                     |

# Parks and Recreation Considerations

## **Parks & Recreation Considerations**

### **Overview**

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

### **Community Park Opportunity**

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

### **Guidance on Uses**

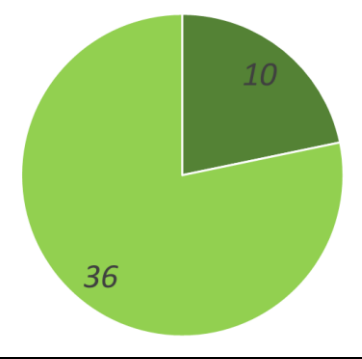
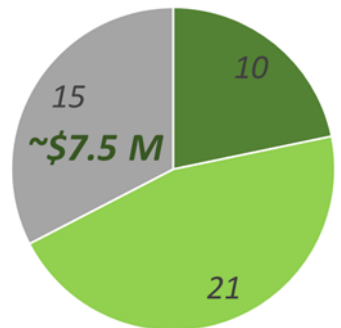
- Uses that contribute to a community park, identified in the 2013 Parks Master Plan, and appropriate for the site:

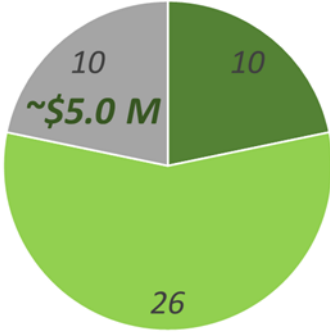
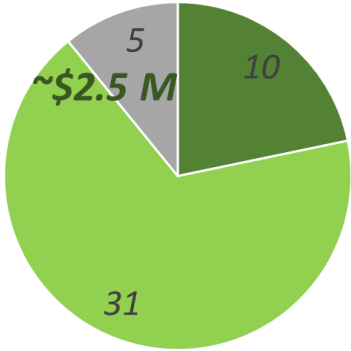
### **PASSIVE USES**

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

### **ACTIVE USES**

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

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

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

# The Chapel Hill/Orange County Visitors Bureau Perspective

## **Tourism Considerations**

### **Overview**

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

### **Pickleball Opportunity**

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

### **Economic Potential**

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

|                                                                                   |                                                   |                                  |                              |                                  |                                                    |                                        |                                   |                                                             |               |               |
|-----------------------------------------------------------------------------------|---------------------------------------------------|----------------------------------|------------------------------|----------------------------------|----------------------------------------------------|----------------------------------------|-----------------------------------|-------------------------------------------------------------|---------------|---------------|
|  | <b>American Legion Property</b>                   | 11.8.17                          |                              |                                  |                                                    |                                        |                                   |                                                             |               |               |
|                                                                                   | <b>Opinion of Potential<br/>Contruccion Costs</b> |                                  |                              |                                  |                                                    |                                        |                                   |                                                             |               |               |
|                                                                                   |                                                   | Baseball Field<br>Pony Sized (1) | Outdoor Tennis<br>Courts (4) | Outdoor Pickleball<br>Courts (6) | Outdoor Hard<br>Surfaced Court<br>(Collegiate) (1) | Swimming Pool<br>Outdoor (75 x<br>60') | Swimming Pool<br>Indoor (75'x60') | Water play (splash<br>pad) including spash<br>pad and apron | Dog Park      | Open field    |
|                                                                                   | Building Floor Area (sf)                          |                                  |                              |                                  |                                                    | 400                                    | 14,400                            |                                                             |               |               |
|                                                                                   | Sidewalks & Other Paving                          | 1,500                            | 1,500                        | 1,500                            | 1,800                                              | 5,000                                  | 12000                             | 5,000                                                       | 5,000         |               |
|                                                                                   | Land Area for Use (sf)                            | 43,560                           | 36,000                       | 6,600                            | 9,576                                              | 5,625                                  |                                   | 8,000                                                       | 30,000        | 44,000        |
|                                                                                   | Parking Area (sf)                                 | 6,000                            | 4,800                        | 7,200                            | 2,160                                              | 16,875                                 | 43,200                            | 24,000                                                      | 4,091         | 6,000         |
|                                                                                   | Parking spaces                                    | 20                               | 16                           | 24                               | 7                                                  | 56                                     | 144.00                            | 80                                                          | 14            | 20            |
|                                                                                   | Total Required Land Area (sf)                     | <b>51,060</b>                    | <b>42,300</b>                | <b>15,300</b>                    | <b>13,536</b>                                      | <b>27,900</b>                          | <b>69,600</b>                     | <b>37,000</b>                                               | <b>39,091</b> | <b>50,000</b> |
|                                                                                   | Land Area (acres)                                 | <b>1.17</b>                      | <b>0.97</b>                  | <b>0.35</b>                      | <b>0.31</b>                                        | <b>0.64</b>                            | <b>1.60</b>                       | <b>0.85</b>                                                 | <b>0.90</b>   | <b>1.15</b>   |
|                                                                                   |                                                   |                                  |                              |                                  |                                                    |                                        |                                   |                                                             |               |               |
|                                                                                   |                                                   |                                  |                              |                                  |                                                    |                                        |                                   |                                                             |               |               |

|                                                                                |                         |               |                                                                                       |                      |                                                            |                                     |         |
|--------------------------------------------------------------------------------|-------------------------|---------------|---------------------------------------------------------------------------------------|----------------------|------------------------------------------------------------|-------------------------------------|---------|
|                                                                                |                         |               |                                                                                       |                      |                                                            |                                     |         |
|                                                                                |                         |               |                                                                                       |                      |                                                            |                                     |         |
| Accessible Picnic<br>Area with shelter<br>three grills and<br>three tables (1) | Playground<br>(Tot Lot) | Walking paths | Indoor program<br>Space/Community<br>Center(Gymnasium,<br>Art, Dance, Events,<br>etc) | Community<br>Gardens | Open Area Pavilion<br>(farmers market,<br>events, rentals) | Entrance<br>Driveway 24' x<br>1200' |         |
| 2,000                                                                          |                         |               | 26,000                                                                                |                      | 9,500                                                      |                                     |         |
| 5000                                                                           | 10,000                  | 80,000        | 10000                                                                                 | 4,000                | 5,000                                                      | 6,000                               |         |
| 0                                                                              | 20,000                  |               |                                                                                       | 12,000               |                                                            | 28,800                              |         |
| 900                                                                            | 2,727                   | -             | 21,000                                                                                | 1,636                | 4,750                                                      |                                     |         |
| 3                                                                              | 9                       |               | 70                                                                                    | 5                    | 16                                                         |                                     | Total   |
| 7,900                                                                          | 32,727                  | 80,000        | 57,000                                                                                | 17,636               | 19,250                                                     | 28,800                              | 560,301 |
| 0.18                                                                           | 0.75                    | 1.84          | 1.31                                                                                  | 0.40                 | 0.44                                                       | 0.66                                | 13.52   |
|                                                                                |                         |               |                                                                                       |                      |                                                            |                                     |         |
|                                                                                |                         |               |                                                                                       |                      |                                                            |                                     | Total   |

# American Legion Survey - Preliminary Results

11/8/2017

What types of activities/uses would you like to see?

Percent preferences based on OVERALL respondents, those respondents with CHILDREN or TEENAGERS in the house, and respondents living at varying distance from the site (WITHIN 1 MILE, 1-2 MILES, MORE THAN 2 MILES)

|                                                                          | OVERALL | CHILDREN/<br>TEENAGERS | WITHIN 1 MILE | 1-2 MILES | MORE THAN 2<br>MILES |
|--------------------------------------------------------------------------|---------|------------------------|---------------|-----------|----------------------|
| <b>Athletic Activities</b>                                               |         |                        |               |           |                      |
| Net & court-based sports (tennis, pickleball, etc.)                      | 41.5%   | 32.6%                  | 30.6%         | 36.7%     | 48.3%                |
| Indoor gymnasium-based sports (basketball, volleyball, pickleball, etc.) | 37.6%   | 33.9%                  | 37.6%         | 35.4%     | 39.3%                |
| Swimming pool activities (swimming, water aerobics, etc.)                | 32.7%   | 40.4%                  | 43.9%         | 34.2%     | 27.9%                |
| Outdoor hard-surface sports (basketball, roller hockey, etc.)            | 23.1%   | 30.9%                  | 23.1%         | 26.7%     | 21.7%                |
| None of the above                                                        | 20.0%   | 20.2%                  | 17.3%         | 21.3%     | 19.3%                |
| Baseball field sports (baseball, softball, rounders, etc.)               | 19.1%   | 22.5%                  | 23.7%         | 20.8%     | 16.5%                |
| <b>Casual/Other Activities</b>                                           |         |                        |               |           |                      |
| Taking walks (enjoying trails, parkland)                                 | 69.2%   | 64.4%                  | 78.6%         | 73.3%     | 64.6%                |
| Children's play (playground, natural spaces)                             | 44.0%   | 58.3%                  | 48.0%         | 48.3%     | 40.6%                |
| Outdoor gatherings (picnic spaces)                                       | 40.2%   | 40.4%                  | 43.4%         | 47.1%     | 35.8%                |
| Using play fields (for Frisbee, kites, playing catch, etc.)              | 35.5%   | 41.3%                  | 49.1%         | 33.8%     | 31.8%                |
| Waterplay (children's water activities, splash-pad, fountains)           | 29.6%   | 45.7%                  | 26.6%         | 32.9%     | 29.2%                |
| Pet friendly activities (dog park, etc.)                                 | 29.5%   | 27.8%                  | 41.6%         | 32.1%     | 23.8%                |
| Art (classes, makerspace)                                                | 17.9%   | 21.7%                  | 20.8%         | 18.8%     | 16.7%                |
| Dancing (studio classes)                                                 | 9.7%    | 11.2%                  | 10.4%         | 9.2%      | 9.7%                 |
| None of the above                                                        | 6.7%    | 4.4%                   | 2.3%          | 4.2%      | 8.4%                 |

Lower percentage preference  
than OVERALL

Higher percentage preference  
than OVERALL

|                                                                                               | OVERALL | CHILDREN/<br>TEENAGERS | WITHIN 1 MILE | 1-2 MILES | MORE THAN 2<br>MILES |
|-----------------------------------------------------------------------------------------------|---------|------------------------|---------------|-----------|----------------------|
| <b>Other Uses</b>                                                                             |         |                        |               |           |                      |
| Large open air pavilion for neighborhood events, family reunion events, Farmer's market, etc. | 46.5%   | 55.8%                  | 59.0%         | 55.0%     | 38.4%                |
| Other (fill in blank)                                                                         | 42.6%   | 39.6%                  | 30.1%         | 37.5%     | 48.5%                |
| Community garden                                                                              | 33.7%   | 35.8%                  | 49.1%         | 39.2%     | 25.8%                |
| Community center                                                                              | 30.0%   | 25.7%                  | 31.8%         | 25.8%     | 31.5%                |
| Educational uses (service-learning, afterschool care, Pre-K, vocational education)            | 24.3%   | 29.1%                  | 27.2%         | 24.6%     | 22.5%                |
| Indoor event rental space (parties, meetings, weddings, etc.)                                 | 17.1%   | 19.6%                  | 20.8%         | 21.3%     | 13.5%                |
| None of the above                                                                             | 4.7%    | 3.2%                   | 4.0%          | 3.8%      | 5.4%                 |

Lower percentage preference  
than OVERALL

Higher percentage preference  
than OVERALL

| Use                                                                                                                                                                                                               | Acreage                     | Order of Magnitude Cost                                | Public Survey Ranking--<br>(note: Survey Recipients<br>Ranked Each Category<br>Separately.       | Parks & Rec Priority Use | Scores (Summed Rankings)                                                                            |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------|--------------------------------------------------------|--------------------------------------------------------------------------------------------------|--------------------------|-----------------------------------------------------------------------------------------------------|
| Athletic Activities                                                                                                                                                                                               |                             |                                                        |                                                                                                  |                          | Rank: 1 highest priority 6 lowest priority. For uses you do not want, rank lowest and note EXCLUDE. |
| Indoor gymnasium-based sports (basketball, volleyball, pickleball, etc.) **                                                                                                                                       | 1.1                         | \$6,150,000 - \$7,400,000 ^                            | 2                                                                                                | ✓                        | 21                                                                                                  |
| Net & court-based sports (tennis, pickleball, etc.) **                                                                                                                                                            | 0.9                         | \$290,000 - \$1,008,000                                | 1                                                                                                | ✓                        | 29                                                                                                  |
| Outdoor hard-surface sports (basketball, roller hockey, etc.)                                                                                                                                                     | 0.3                         | \$650,000 - \$780,000                                  | 4                                                                                                |                          | 34                                                                                                  |
| Baseball field sports (baseball, softball, rounders, etc.)*                                                                                                                                                       | 0.9                         | \$500,000 - \$600,000                                  | 6                                                                                                | ✓                        | 46                                                                                                  |
| Swimming pool activities (swimming, water aerobics, etc.)                                                                                                                                                         | Outdoor: 0.5<br>Indoor: 1.1 | \$1,100,000 - \$1,350,000<br>\$4,500,000 - \$5,400,000 | 3                                                                                                | ✓<br>Outdoor only        | 50                                                                                                  |
| None                                                                                                                                                                                                              | NA                          |                                                        | 5                                                                                                |                          | 76                                                                                                  |
| Casual or Other Activities                                                                                                                                                                                        |                             |                                                        |                                                                                                  |                          | Rank: 1 highest priority 9 lowest priority. For uses you do not want, rank lowest and note EXCLUDE. |
| Water play (children’s water activities, splash-pad, fountains)                                                                                                                                                   | 0.8                         | \$540,000 - \$650,000                                  | 5                                                                                                |                          | 27                                                                                                  |
| Taking walks (enjoying trails, parkland)                                                                                                                                                                          | NA                          | \$95,000 - \$115,000                                   | 1                                                                                                | ✓                        | 29                                                                                                  |
| Outdoor gatherings (picnic spaces)                                                                                                                                                                                | 0.1                         | \$215,000 - \$260,000                                  | 3                                                                                                | ✓                        | 34                                                                                                  |
| Using play fields (for Frisbee, kites, playing catch, etc.)                                                                                                                                                       | 1.2                         | \$285,000 - \$340,000                                  | 4                                                                                                | ✓                        | 34                                                                                                  |
| Children’s play (playground, natural spaces)                                                                                                                                                                      | 0.5                         | \$500,000 - \$600,000                                  | 2                                                                                                | ✓                        | 45                                                                                                  |
| Pet friendly activities (dog park, etc.)                                                                                                                                                                          | 0.8                         | \$180,000 - \$215,000                                  | 6                                                                                                | ✓                        | 51                                                                                                  |
| None                                                                                                                                                                                                              | NA                          |                                                        | 9                                                                                                |                          | 56                                                                                                  |
| Art (classes, makerspace)                                                                                                                                                                                         | 1.1                         | \$6,150,000 - \$7,400,000 ^                            | 7                                                                                                | ✓                        | 59                                                                                                  |
| Dancing (studio classes)***                                                                                                                                                                                       | 1.1                         | TBD                                                    | 8                                                                                                |                          | 80                                                                                                  |
| Other Uses                                                                                                                                                                                                        |                             |                                                        |                                                                                                  |                          | Rank: 1 highest priority 7 lowest priority. For uses you do not want, rank lowest and note EXCLUDE. |
| Large open air pavilion for neighborhood events, family reunion events, farmer’s market, etc.                                                                                                                     | 0.4                         | \$725,000 - \$870,000                                  | 1                                                                                                |                          | 13                                                                                                  |
| Community center                                                                                                                                                                                                  | 1.1                         | \$6,150,000 - \$7,400,000 ^                            | 4                                                                                                |                          | 33                                                                                                  |
| Educational uses (service-learning, afterschool care, Pre-K, vocational education)                                                                                                                                | 1.1                         | \$6,150,000 - \$7,400,000 ^                            | 5                                                                                                |                          | 43                                                                                                  |
| Indoor event rental space (parties, meetings, weddings, etc.)                                                                                                                                                     | 1.1                         | \$6,150,000 - \$7,400,000 ^                            | 6                                                                                                |                          | 46                                                                                                  |
| Community garden                                                                                                                                                                                                  | 0.3                         | \$120,000 - \$145,000                                  | 3                                                                                                |                          | 47                                                                                                  |
| None                                                                                                                                                                                                              | NA                          |                                                        | 7                                                                                                |                          | 58                                                                                                  |
| Other (Fill In the Blank)                                                                                                                                                                                         |                             |                                                        | 2                                                                                                |                          | 80                                                                                                  |
| Notes:                                                                                                                                                                                                            |                             |                                                        |                                                                                                  |                          |                                                                                                     |
| *There is an opportunity to partner with Ephesus Elementary School to improve baseball fields                                                                                                                     |                             |                                                        | *** The existing dance studio satisfies demand in the area.                                      |                          |                                                                                                     |
| **The Chapel Hill/Orange County Visitors Bureau has identified sports courts (specifically Pickle Ball) that can be used for tournaments as a future economic development opportunity for the town of Chapel Hill |                             |                                                        | ^ Cost estimate reflects a Community Center program with Gymnasium, Classrooms, Art, Events, etc |                          |                                                                                                     |
|                                                                                                                                                                                                                   |                             |                                                        |                                                                                                  |                          |                                                                                                     |