



Town of Chapel Hill AMERICAN LEGION TASK FORCE

Thursday, October 5, 2017, at 02:00 p.m.
Chapel Hill Public Library, Meeting Room C
100 Library Dr., Chapel Hill, NC 27514

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 September 7, 2017 Meeting

c. Approval of Agenda

2. Announcements

3. Public Comment

4. Business

a. Update on Public Survey

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

Action Item: Authorize final language and schedule of survey.

b. Review AIA 2030 High Performance Building Design

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

Action Item: Receive information.

c. **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.

d. **Town Department Input**

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

Action Item: Receive information.

e. **Site Specific Criteria for Potential Public/Private Partnerships**

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

Action Item: Discuss criteria for forwarding to Town Council.

f. **Other Task Force Discussion**

5. **Public Comment**

6. **Adjournment**

Next meeting: TBD

Meeting Materials

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

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

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

Resources:

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

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



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

Draft Minutes

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

Staff Liaison: Corey Liles

1. Opening

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

a. Roll Call

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

Members Absent: Mayor Pam Hemminger, Laurie Paolicelli

Town Staff Present: Corey Liles

Consultant Staff Present: Dan Jewell, Elizabeth Wilcox

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

➤ Action Taken: Minutes Approved

c. Approval of Agenda

➤ Action Taken: Agenda Approved

1. Business

a. Review of Work Plan and Development Principles

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

Action Item: Receive information.

➤ Action Taken: No action was taken.

b. Overview of Parks & Recreation Staff Discussion

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

Action Item: Receive information.

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

c. Discussion of Potential Uses

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

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

➤ Action Taken: See below.

d. Public Input Strategy

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

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

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

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

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

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

e. Draft Use Evaluation Questions

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

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

➤ Action Taken: No action taken.

f. Overview of Recommendations from Town Properties Task Force

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

Action Item: Receive information.

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

g. Other Task Force Discussion

2. Public Comment

3. Adjournment

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

Meeting Materials

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

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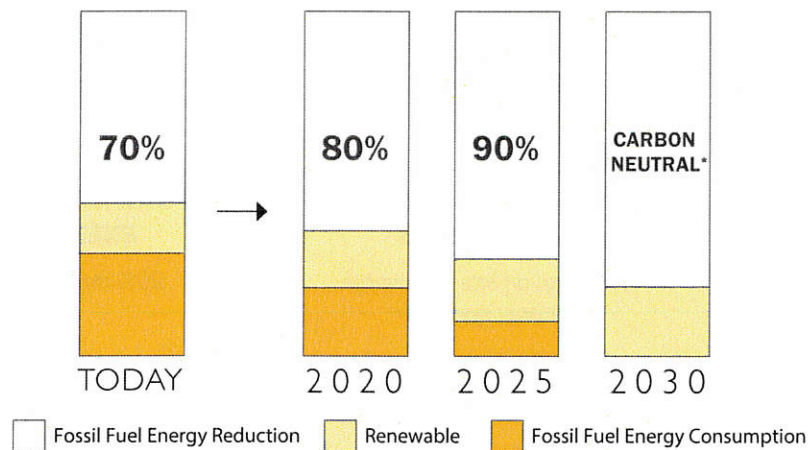
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Unless otherwise noted, please contact [Corey Liles](#) in the Office of Planning & Sustainability for more information.

The 2030 Challenge

All new buildings, developments, and major renovations shall be carbon-neutral by 2030



The 2030 Challenge

Source: ©2015 2030, Inc. / Architecture 2030. All Rights Reserved.
*Using no fossil fuel GHG-emitting energy to operate.

Buildings are the major source of global demand for energy and materials that produce by-product greenhouse gases (GHG).

Slowing the growth rate of GHG emissions and then reversing it is the key to addressing climate change and keeping global average temperature below 2°C above pre-industrial levels.

To accomplish this, Architecture 2030 issued The 2030 Challenge asking the global architecture and building community to adopt the following targets:

- All new buildings, developments and major renovations shall be designed to meet a fossil fuel, GHG-emitting, energy consumption performance standard of 70% below the regional (or country) average/median for that building type.
- At a minimum, an equal amount of existing building area shall be renovated annually to meet a fossil fuel, GHG-emitting, energy consumption performance standard of 70% of the regional (or country) average/median for that building type.
- The fossil fuel reduction standard for all new buildings and major renovations shall be increased to:
 - 80% in 2020
 - 90% in 2025
 - Carbon-neutral in 2030 (using no fossil fuel GHG emitting energy to operate).

These targets may be accomplished by implementing innovative sustainable design strategies, generating on-site renewable power and/or purchasing (20% maximum) renewable energy.



DESIGN STRATEGIES

The largest energy reductions can be achieved through design.



TECHNOLOGIES AND SYSTEMS

Including on-site renewable energy systems.



OFF-SITE RENEWABLE ENERGY

20% maximum.

Meeting the 2030 Challenge

Source: ©2010 2030, Inc. / Architecture 2030. All Rights Reserved.

The Impact of the 2030 Challenge

The targets set out in the 2030 Challenge have been adopted and is being implemented by 80% of the top 10 and 65% of the top 20 architecture/engineering/planning firms in the U.S. In addition, the AIA, ASHRAE, the U.S. Conference of Mayors, the federal government, and many other organizations and state and local governments and agencies have adopted the Challenge. In Canada, the Royal Architectural Institute of Canada, the Ontario Association of Architects and cities such as Vancouver have also adopted the Challenge targets.

Since 2006, the landscape for low-carbon building has been transformed, and building with sustainability and high performance in mind has become the standard approach. Zero Net Energy (ZNE) buildings have gone from being prototypes and experiments to being widely built and, in the case of California, being the standard that will be adopted for new residential buildings in 2020 and commercial buildings in 2030. Of course, this entire shift is not only due to the 2030 Challenge, but it has been key in helping focus the industry's attention on the problem, and suggested a path to solving it.

Source: http://architecture2030.org/2030_challenges/2030-challenge/



Staff Report

American Legion Task Force
October 5, 2017

Subject: Analysis of Development Considerations for the American Legion Property

Key Tradeoffs in Allocation of Land



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



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



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

A. Parks & Recreation Considerations

Overview

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

Community Park Opportunity

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

Guidance on Uses

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

PASSIVE USES

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

ACTIVE USES

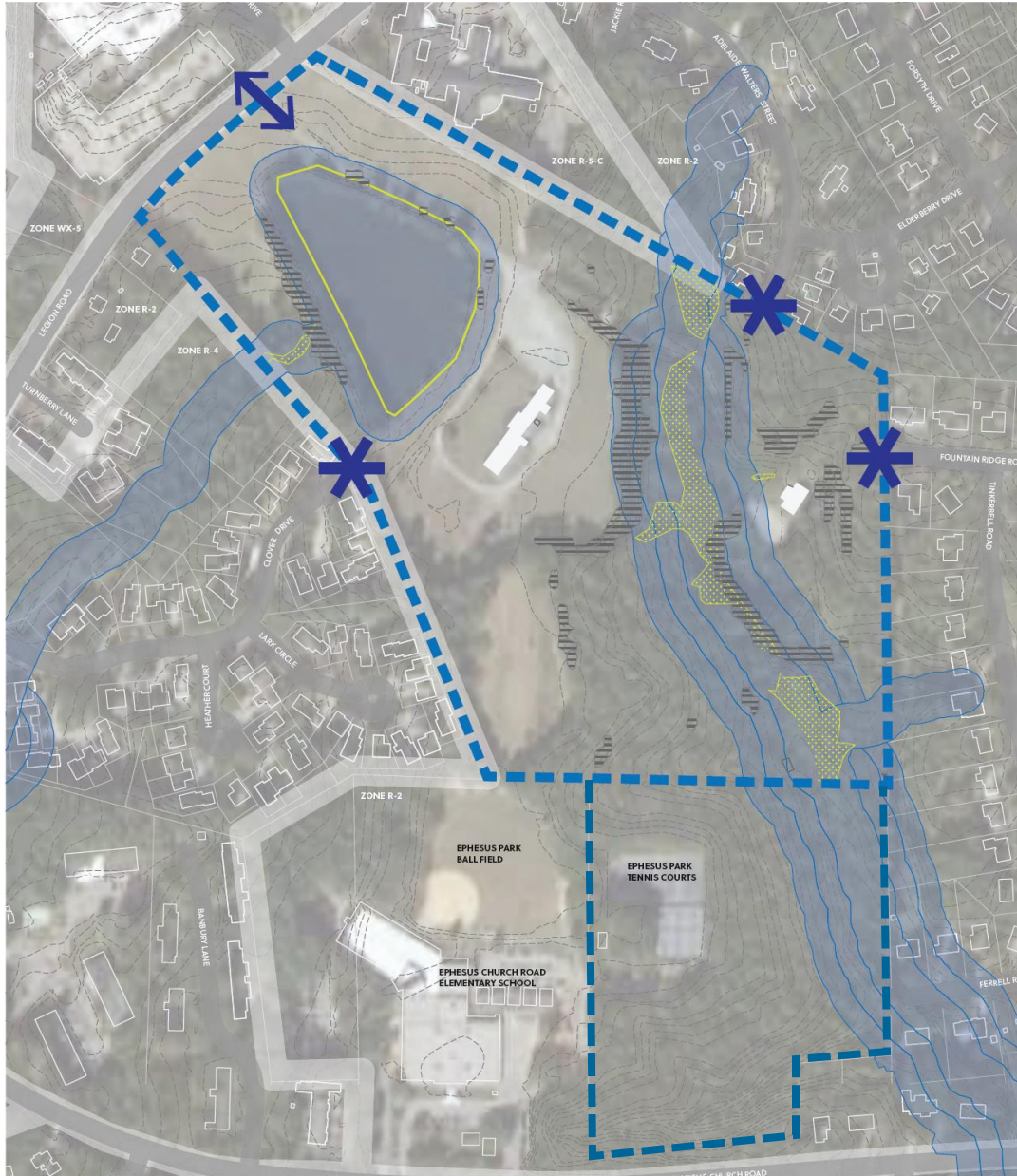
- Indoor programmed space (including gymnasium and classroom/meeting space)
- Outdoor pool
- Outdoor courts including pickleball, basketball, and tennis (small number of new courts)
- Parks & Recreation staff would list the following uses as a lower priority, and/or would not consider the following uses appropriate for the site:
 - Athletic fields (other locations in Chapel Hill are more appropriate and sufficient to meet demand, such as Homestead Park)
 - Skate park (existing one could be expanded if need arises; currently underutilized)
 - Parks & Recreation administrative office (planned for Estes Dr. site)
 - Indoor pool (not identified as a need in Master Plan; Town has 2 existing)
 - Outdoor performance venue (not appropriate for the site based on parking and access; not identified as a need in Master Plan)
- If a farmer's market is located on the site, it should be as part of multifunctional space, not standalone, since the farmer's market does not operate every day
- A splash pad on the site should only be done in conjunction with an outdoor pool because of the efficiencies with extending water infrastructure

B. Business Management Considerations

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

C. Economic Development Considerations

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



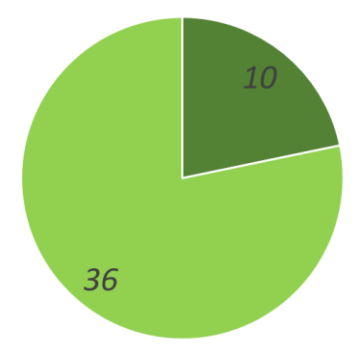
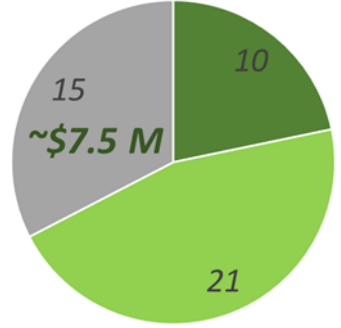
American Legion and Ephesus Park Properties

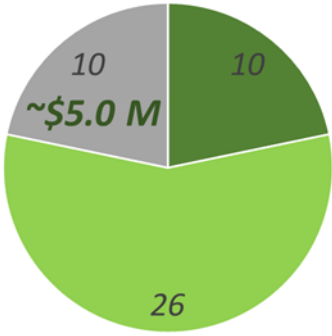
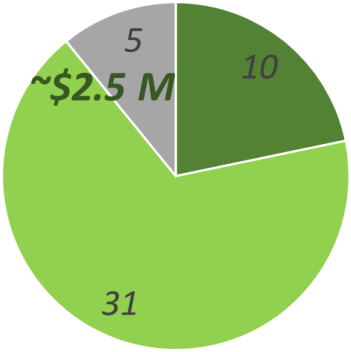
D. Potential Land Allocation Scenarios

Assumptions:

1. 46 acres to allocate (36 acres for American Legion property, 10 acres for Ephesus Park)
2. 20 acre minimum size for a community park
3. \$500,000 per acre land sale price (for commercial/office/institutional use)
4. 5 acre minimum size for any private development site (allows a small office building in an urban format, or something similar)

Scenarios outlined on following pages

	Description of land uses	Financial Scenario	Timing for Park Improvements	Trade-offs
Scenario 1: Maximize Future Park Land				
■ Ephesus Park ■ American Legion Park ■ Land Sale 	46 acres dedicated as parkland 0 acres sold for private development	\$0 revenue generated \$4.3M of owner financing payments made using General Obligation (GO) bond capacity \$2.7M remaining GO bond capacity used to fund scaled-down Parks & Recreation offices (at Estes Dr site) \$0 GO bond capacity for programming/arts space	Funding of new programming/arts space delayed by 5+ years (subject to future bond issuance) Timeline for funding American Legion park facilities unknown	Town pays higher grounds maintenance cost Town pays for dam maintenance/removal (\$400K or more) 
Scenario 2: Recover Purchase Price, Fund Park Improvements				
■ Ephesus Park ■ American Legion Park ■ Land Sale 	31 acres dedicated as parkland 15 acres sold for private development (most of land west of existing Legion building, including all of existing pond)	~\$7.5M revenue generated (contingent on market dynamics) \$4.3M of owner financing payments made using land sale revenue GO bonds put toward original intended uses	Land sale revenue leaves additional funds that could be allocated towards the property Funding of American Legion park facilities in the short-term, including passive facilities and some active facilities	Town pays lower grounds maintenance cost; dam maintenance/removal paid by new owner Potential for tax revenue stream (if purchaser is not tax-exempt) 

	Description of land uses	Financial Scenario	Timing for Park Improvements	Trade-offs
Scenario 3: Recover Purchase Price				
■ Ephesus Park ■ American Legion Park ■ Land Sale  ~\$5.0 M	36 acres dedicated as parkland 10 acres sold for private development (land along Legion Rd except a portion reserved for park frontage; most or all of existing pond)	~\$5M revenue generated (contingent on market dynamics) \$4.3M of owner financing payments made using land sale revenue GO bonds put toward original intended uses	Land sale revenue may leave a small amount of additional funds that could be allocated towards the property Funding of some American Legion passive recreation facilities in the short-term Timeline for funding American Legion active uses unknown	Town pays lower grounds maintenance cost Potential for tax revenue stream (if purchaser is not tax-exempt) 
Scenario 4: Partially Recover Purchase Price				
■ Ephesus Park ■ American Legion Park ■ Land Sale  ~\$2.5 M	41 acres dedicated as parkland 5 acres sold for private development (some of the land along Legion Rd; a portion of the existing pond)	~\$2.5M revenue generated (contingent on market dynamics) ~\$2.5M of owner financing payments made using land sale revenue ~1.8M of owner financing payments made using General Obligation (GO) bond capacity ~5.2M GO bond capacity for original intended uses (25% reduction of funds available for Parks & Recreation offices, programming/arts space)	Funding of some new programming/arts space delayed by 5+ years (subject to future bond issuance) Timeline for funding American Legion park facilities unknown	Town pays lower grounds maintenance cost; may need to pay for dam maintenance/removal depending on terms of land sale Potential for tax revenue stream (if purchaser is not tax-exempt) 



Staff Report

American Legion Task Force
October 5, 2017

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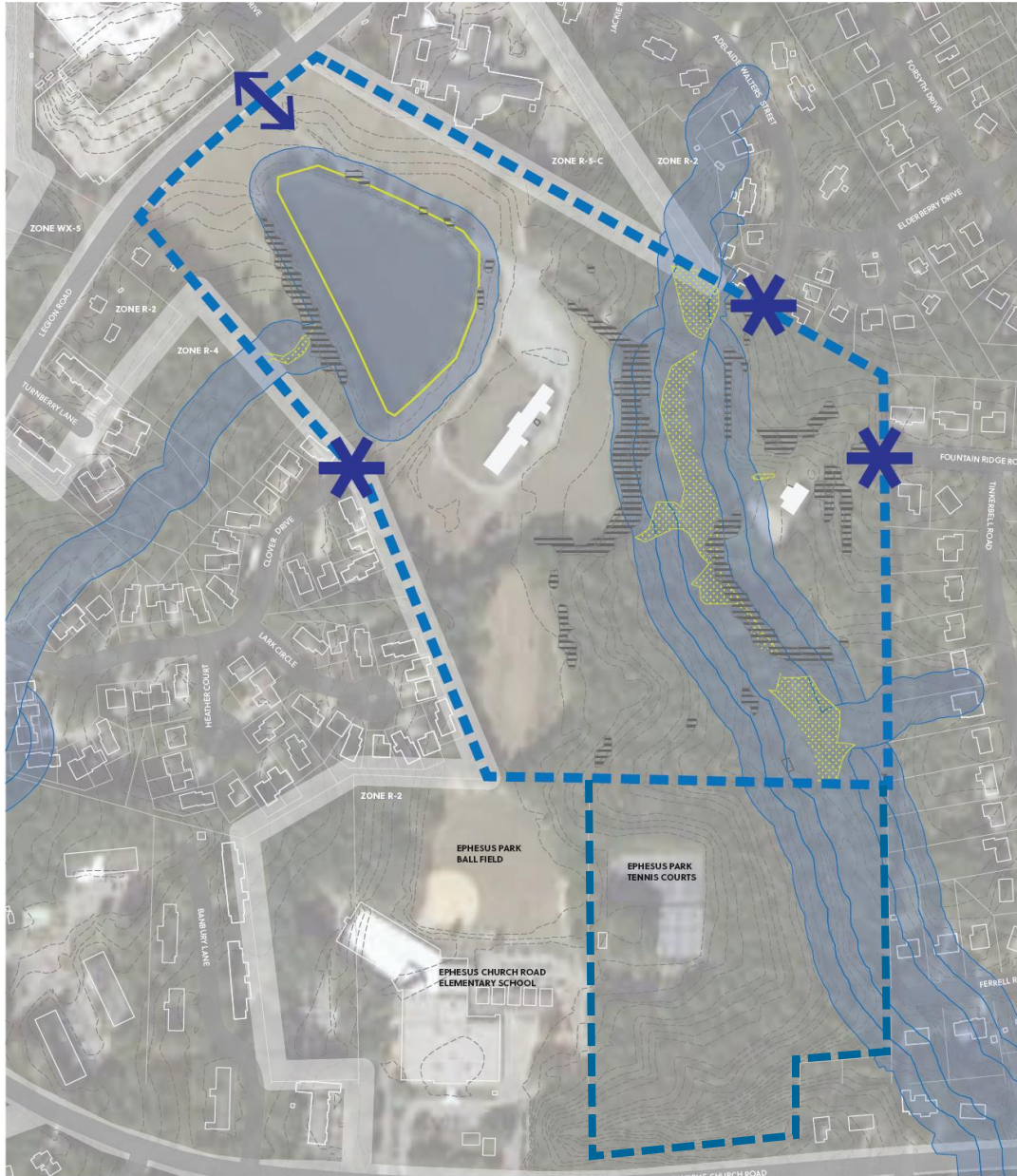
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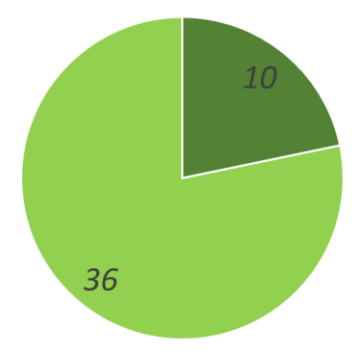
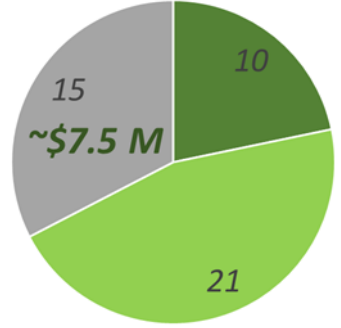
American Legion and Ephesus Park Properties

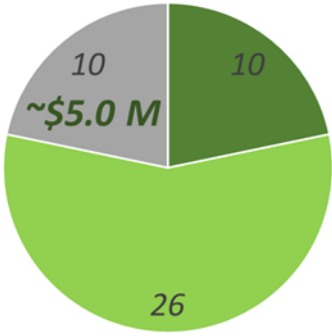
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Scenarios outlined on following pages

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	Description of land uses	Financial Scenario	Timing for Park Improvements	Trade-offs
Scenario 3: Recover Purchase Price				
■ Ephesus Park ■ American Legion Park ■ Land Sale  A pie chart illustrating the land allocation for Scenario 3. The chart is divided into three segments: a dark green segment representing Ephesus Park (10 acres), a light green segment representing American Legion Park (26 acres), and a grey segment representing Land Sale (10 acres). The total value of the land is indicated as approximately \$5.0 M.	36 acres dedicated as parkland 10 acres sold for private development (land along Legion Rd except a portion reserved for park frontage; most or all of existing pond)	~\$5M revenue generated (contingent on market dynamics) \$4.3M of owner financing payments made using land sale revenue GO bonds put toward original intended uses	Land sale revenue may leave a small amount of additional funds that could be allocated towards the property Funding of some American Legion passive recreation facilities in the short-term Timeline for funding American Legion active uses unknown	Town pays lower grounds maintenance cost Potential for tax revenue stream (if purchaser is not tax-exempt)  Three small icons are displayed at the bottom right: a purple street lamp, an orange building, and a green dollar bill.

American Legion Task Force

Site Specific Criteria for Evaluating Public Private Partnership

October 5, 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 (see attached).

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

Criteria

Proposed developments will be evaluated on the extent to which the proposal package demonstrates that the proposed project will achieve the following:

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
5. Legion Road Frontage and Access
 - Main public motor vehicle entry point for the entire property on Legion Road
 - Site entry is aligned with Europa Drive, if possible
 - Clearly and highly visible entrance for community use
 - Compatible in design with the public entrance to the property

6. Provides clear public benefit to the overall Chapel Hill Community by:
- Making pedestrian connections within to the site and to the surrounding neighborhood.
 - Exemplifying good design principles, including:
 - Exceeding the minimum thresholds of the Town's design and zoning standards
 - State of the art sustainable design demonstrating ambitious plans for water conservation and energy efficiency, minimizing waste, and avoiding the use of harmful materials.
 - Contributing to Chapel Hill's identity
 - Meets existing needs of the Town
 - Enhances the community's economic base

As you may have heard the town of Chapel Hill recently purchased the American Legion Property. This 36 acre property is in the middle of northeast Chapel Hill and represents an opportunity us to create large park in the middle of our town. We hope that you are just as excited about this opportunity as we are. We would like to get your input about what you would like to use this property for. This input will be combined with input from other sources including the charrette that took place in April 2017 at the American Legion property.

The Town of Chapel Hill takes full possession of the property in 2019. This gives us time to determine what we want as a community and make those recommendations to our town leadership. Ultimately the Town Council will use your input to help define the activities and resources at the park.

We're asking you to help us with ideas and plans for the park. The more we hear from individuals like yourself, the more we can be confident that we are addressing the needs and desires of everyone in our community. Note that this is not the last word . . . there will be other opportunities to make your voice heard. However, we'd like to hear from you now to make sure that your input is included.

Thank you for taking the time to fill out this survey. We hope that you will help make this park something that all member of our community will use and be proud of!

1. How many people live in your home?
2. How many children under 12 years old live in your home?
3. How many teenagers live in your home (13-18 years old)?
4. How many Senior Citizens live in your home?
5. What are **the most important things** that the town should consider as it designs and develops this land? (Choose up to two)
 - A. Activities are affordable to the community
 - B. Activities and spaces are accessible to community members with special needs
 - C. Opportunities to Interact with nature; preserve and develop the natural beauty of the property
 - D. Development is green or environmentally sustainable
 - E. Uses of the property are compatible with the neighbors and neighborhood around the property
6. What **athletic** activities do members of your household enjoy most? (Choose up to three)
 - Outdoor grassy field sports (Soccer, football, lacrosse, etc.)
 - Baseball field sports (baseball, softball, rounders, etc.)
 - Net & court based sports (tennis, pickleball, etc.)
 - Indoor gymnasium based sports (basketball, volleyball, pickleball, etc.)
 - Outdoor hard surface sports (basketball, roller hockey, etc.)
 - Swimming pool activities (swimming, water aerobics, etc.)
 - Skating (roller, inline, skateboard, etc.)
7. What **casual or other** activities do members of your household enjoy most? (choose up to four)

- Pet friendly activities (Dog park, etc.)
- Using play fields (for frisbee, kites, casually tossing a ball around etc.)
- Outdoor gatherings (picnic spaces)
- Children's play (playground, natural spaces)
- Visiting children's museums
- Taking walks (enjoying trails, parkland)
- Waterplay (children's water activities, splashpad, fountains)
- Dancing (studio classes)
- Art (classes, makerspace)

8. What **other uses** should be considered? (choose up to three)

- Event rental space (weddings, etc.)
- Educational uses (service-learning, afterschool care, Pre-K, vocational education)
- Senior/Assisted living housing
- Food truck use
- Community garden
- Outdoor performance venue
- Community center
- Farmer's market

9. If the town decides to **sell off a portion of the land**, what would should that land be used for?

- Non-profit uses
- Restaurants/cafes
- Affordable housing
- Other uses
- No private development

Common Uses and Community Wants/Needs

Identified by Town Properties Task Force and American Legion Task Force

	TPTF Priority Uses	ALTF Potential Uses
Passive recreation such as trails, parkland and natural areas / Open space for preservation of stream corridors, wildlife corridors, and trails	X	X
Lawn for open play (frisbee, kites, throwing footballs, etc.)	[Recreation including indoor facilities, and outdoor facilities, such as playing fields]	X
Athletic fields and courts		X
Community center		X
Indoor recreation space		X
Outdoor gathering and picnic spaces		X
Skate park		X
Other programmed outdoor recreation		X
Playground		X
Splash pad		X
Children's natural play		X
Pool (indoor/ outdoor)		X
Community garden		X
Pickleball courts		X
Gymnasium (as part of community center)		X
Dog park		X
Performance Venue	X	X (Amphitheater)
Children's museum	X	X
Classroom and makerspace	X	X
Gallery Space	X	
Affordable housing / Workforce housing / Mixed Income	X	X
Cafes/ eateries	X	X
Commercial and retail uses	X	X
Town government offices	X	X (P&R Admin)
Land banking (hold for future community needs not yet anticipated)	X	X?
Affordable entrepreneurial office space	X	X?
Affordable office/retail space for nonprofits	X	X?
Farmer's market		X
Event venue — rental opportunity		X
Educational uses — service-learning, afterschool, vocational		X
Space for food trucks		X
Cemetery expansion		X

Child and senior daycare (combined)		X
Boy Scout amphitheater (preserved)		X
Dance studio (preserved or replaced)		X
Nursing home/ assisted living		X
Market uses in high-value locations, such as corner retail	X	
Schools	X	
Infrastructure such as stormwater (serving multiple site)	X	
Parking (serving multiple site)	X	

Guiding Principles for Evaluating Town-Owned Properties

(Town Properties Task Force, April 2017)

Should the Town Dispose of Property?

- Consider disposal if the property has no significant public value, results in high costs to the Town, or private ownership would bring new value to the community.
- Disposal/repurposing decisions should take into account current and anticipated future Town facilities and infrastructure needs.
- Do not dispose of Town properties solely for cash, except when proceeds will be invested to support strategic initiatives or when no “public use” is appropriate. Disposition should always further the Town’s strategic goals.
- A public benefit can be gained by land-banking publically-owned properties until such time as they may be needed, even if no use is anticipated for such properties at the present time.
- Property disposition shall be guided by Town Council-adopted community plans, and shall focus first on uses not likely to occur through dynamics of the private real estate market alone.
- Make properties available at below market rates, as low as \$1, for uses that support public interests such as affordable housing. In such cases, the acquirer must demonstrate that it needs this in-kind subsidy.
- Utilize independent financial analysis to make informed decisions.
- Consider the full economic value—sale proceeds plus projected property and sales tax revenues—in making disposition decisions.
- Actively seek out and consider input from stakeholder groups. Maximize opportunities to collaborate with other public organizations to share resources and facilities.
- The Town should not accept donations of real property unless there is a significant public benefit.

If Disposal Makes Sense, How Should the Town Proceed?

- Disposition will be in accordance with North Carolina General Statutes, meaning that *most* property sales will go through a public request for proposals or upset bid process. Certain uses, such as affordable housing, may allow for private negotiated sale.
- Insofar as possible, the Town should use long-term leases (50+ years) rather than outright sales in order to preserve control over uses and allow the possibility of reversion to the Town in the future.
- Consider land swaps/trades.
- The Town shall establish a disposition process that screens potential purchasers to ensure that they are qualified (track record) to carry out the development proposed. Even then, Town should reserve a right of reversion/re-purchase if buyer does not deliver the proposed use within certain period of time from acquisition.
- The Town should have the flexibility to acquire adjacent property in order to maximize the financial or programmatic value of Town-owned sites prior to disposition.

Summary of Recommended Uses **for Specific Town-Owned Properties**

Address Town Needs

- A-1 **6900 Millhouse Rd.** (east side of road between Chapel Hill Transit Center and Town Operations Center)
- A-3 **Fire Station #4**, 101 Weaver Dairy Rd. Ext. at intersection with Martin Luther King Jr. Blvd.
- C-7 **Fire Station #3**, 1615 E. Franklin St. at intersection with Elliott Road

Affordable Housing

- A-4 **2200 Homestead Rd.**
- C-8 **Parks and Recreation Department Office**, 200 Plant Rd.
- D-13 **Open space in the Northside area (small tract)**, south of Village Drive and west and south of Jay Street

Create Community Space

- F-22 **Old Post Office**, 179 E. Franklin St.

Create Downtown Destination

- E-16 **Parking Lot**, 415 W. Franklin St.
- F-20 **Parking Lot #2**, 100 E. Rosemary St. at intersection with Columbia Street

Expand Downtown Parking

- F-21 **Wallace Parking Deck**, 150 E. Rosemary St.

Further Economic Development

- A-1 **6850 Millhouse Rd.** (west side of road)

Green Space / Greenways

- B-5 **Open space known as the Dry Creek properties**, Southwest corner of Erwin Road and I-40
- B-6 **Open space known as the Dry Creek properties**, Southeast corner of Erwin Road and I-40
- D-13 **Open space in the Northside area (large tract)**, south of Village Drive, west and south of Jay Street, and east of the Norfolk Southern Railroad
- G-10 **Open Space – Mount Carmel Church Rd.**, near the intersection of Bennett Road and Mt. Carmel Church Road

Land Bank for Future Use

- A-2 **Eubanks Road Park and Ride Lot**, 200 Eubanks Rd.
- C-9 **Police Center**, 828 Martin Luther King Jr. Blvd.
- G-11 **Southern Community Park Parcels**, 100 Sumac Rd. area
- G-12 **Open Space**, 1610 US 15-501 South

Wait for Future Parking Plan

- E-14 **Parking Lot**, 604 W. Rosemary St.
- E-15 **Parking Lot**, 108 Graham St.
- E-18 **Parking Lot**, 127 W. Rosemary St.