



Council Work Session

February 12, 2020



American Legion Property

1714 Legion Road

Tonight's Questions

Given community interests and needs, what future uses are possible on the American Legion site?

Given what is possible, what additional information would Council like to have moving forward?

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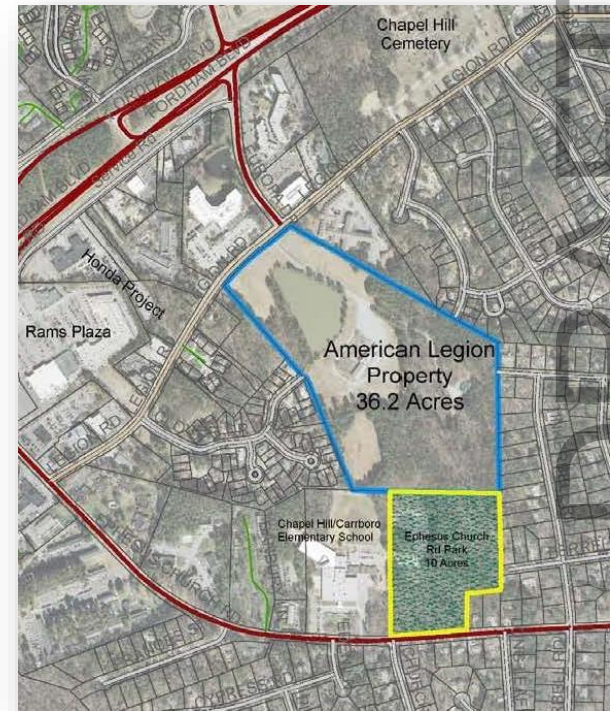
Tonight's Presentation

- Property overview
- American Legion Task Force (ALTF) work
- Review post-ALTF deliverables
- Discuss possible next steps

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American Legion Overview

- 36.2-acres
- Town purchase (2017-2019)
 - \$3.6 million General Fund fund balance
 - \$4.3 million General Obligation bonds



American Legion/ Ephesus Park Properties



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American Legion Task Force (ALTF)



- Charge
- Output
 - Development Principles
 - Evaluation Criteria
 - Ranking of Potential Uses
- Future considerations:
master planning, pond

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ALTF: Input for Ranking Uses

- Survey results
- Staff technical input, including
 - Parks & Recreation Department
 - Visitors Bureau
- Square footage requirements
- Order of magnitude costs

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Athletic Activities	
Indoor gymnasium-based sports (basketball, volleyball, pickleball, etc.)	#1
Net & court-based sports (tennis, pickleball, etc.)	2
Outdoor hard-surface sports (basketball, roller hockey, etc.)	3
Swimming pool activities (swimming, water aerobics, etc.)	4
Baseball field sports (baseball, softball, rounders, etc.)	5

Casual/Other Activities	
Water play (children's water activities, splash-pad, fountains)	#1
Taking walks (enjoying trails, parkland)	2
Outdoor gatherings (picnic spaces)	3
Using play fields (for Frisbee, kites, playing catch, etc.)	4
Children's play (playground, natural spaces)	5
Pet friendly activities (dog park, etc.)	6
Art (classes, makerspace)	7
Dancing (studio classes)	8

Other Uses	
Large open air pavilion for neighborhood events, family reunion events, Farmer's market, etc.	#1
Community center	2
Educational uses (service-learning, afterschool care, Pre-K, vocational education)	3
Indoor event rental space (parties, meetings, weddings, etc.)	4
Community garden	5

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ALTF: Rankings By Category

ALTF: Recommended Criteria for Evaluating Future Uses

1. Creates a community gathering space for everyone
2. Supports healthy lifestyles
3. Mitigates impacts on neighbors
4. Provides a comprehensive parking strategy
5. Legion Road frontage and access
6. Provides clear public benefit to the overall Chapel Hill community

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ALTF: Recommendation for Master Planning

- Next step in planning for a future park
- Would provide better information for land allocation
- Task Force interested in advising during master planning process



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Post-ALTF Deliverables

- Land Appraisal
- Recreation Opportunities
- Affordable Housing Opportunities
- NC Parks and Recreation Trust Fund (PARTF) grant application

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ALTF: Rankings By Category

Land Appraisal

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Land value depends on intended use

- Rezoned to Blue Hill (WX-5):
\$400,000 - \$500,000/acre*
- Low-density residential zoning (R-2):
\$160,000/acre*

*appraisal performed March 2018

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Possible Next Steps

- Develop a public engagement process for future use(s)
- Further evaluate feasibility, cost of recreation amenities and affordable housing
- Pursue economic development opportunities along Legion Road

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