TOWN OF CHAPEL HILL

Town Council
Meeting Agenda

Town Hall
405 Martin Luther King Jr.
Boulevard
Chapel Hill, NC 27514

Mayor Pam Hemminger
Mayor pro tem Michael Parker
Council Member Jessica Anderson
Council Member Allen Buansi
Council Member Hongbin Gu
Council Member Tai Huynh
Council Member Amy Ryan
Council Member Rachel Schaevitz
Council Member Karen Stegman

Wednesday, February 12, 2020 6:30 PM **Library Room B**

AGENDA ITEMS

1. Discuss the Future Use of the American Legion Property, 1714 Legion Road. **[20-0110]**

PRESENTER: Ross Tompkins, Assistant to the Town Manager

The purpose of this item is for Council to receive information regarding possible future uses on the American Legion property and provide feedback to staff.

2. Update on Festivals and Special Events - Process, Policy, Strategy. **[20-0111]**

PRESENTER: Susan Brown, Executive Director of Community Arts & Culture

The purpose of this item is for staff to provide an update on strategic improvements to festivals and events.

3. Receive Update on Elliott Road Extension Design and Construction. **[20-0112]**

PRESENTER: Bergen Watterson, Transportation Planning Manager
Lance Norris, Director of Public Works

The purpose of this item is for Council to receive an update on the Elliott Road Extension design, construction, cost, and funding strategy and provide guidance on funding options.

REQUEST FOR CLOSED SESSION TO DISCUSS ECONOMIC DEVELOPMENT, PROPERTY ACQUISITION, PERSONNEL, AND/OR LITIGATION MATTERS

TOWN OF CHAPEL HILL

Town Hall
405 Martin Luther King Jr. Boulevard
Chapel Hill, NC 27514

Item Overview

Item #: 1., **File #:** [20-0110], **Version:** 1 **Meeting Date:** 2/12/2020

Discuss the Future Use of the American Legion Property, 1714 Legion Road.

Staff:
Ross Tompkins, Assistant to the Town Manager

Department:
Town's Manager's Office

Overview: The Town purchased the 36.2-acre parcel located along Legion road from American Legion Post 6 in March 2017. The property includes the 8,400 square-foot Post building, a small dance studio, and a 3.1-acre pond. A stream running north to south through the property, and its associated buffer, make up about 8.6 acres.

As a condition of the sale, the Town agreed to lease a portion of the property (including both buildings) back to the Post for three years. The lease continues on a month-to-month basis at the end of the term until terminated by either party. Per the lease agreement, the Post sublets the dance studio to the current operator and that sublease is allowed to continue for the length of the lease. The Town expects the Post to have moved off of the property and for the lease to end by Summer 2020.

After the Town purchased the American Legion property, the Council appointed the American Legion Task Force (ALTF) to develop future land use recommendations for the property. The ALTF recommended a set of Development Principles to the Council in June 2017, as well as a list of Evaluation Criteria and Prioritized Uses in November 2017. The Council then asked the Town Manager to review the report, identify next steps, and propose an implementation process.

☆ **Recommendation(s):**

That the Council receive information regarding possible future uses on the American Legion property and provide feedback to staff.

Decision Points:

- Consider a combination of uses on the property, including a community park, affordable housing, and/or a private use.

Key Issues:

- The Town has not allocated any funding to the future use of this property in its five-year capital plan. (Revenue from selling a portion of the property is unlikely to offset the full purchase cost and construction costs for future uses.)
- The existing pond and dam need significant investment and are unlikely to align with any future development of the property.

Fiscal Impact/Resources:

Expenses

- Purchase of property (2017-2019): $7.9 million
- Estimate of pond removal: $0.5 million

Revenues

- Estimate for land sale, based on March 2018 appraisal, depends on intended use:
  - $160,000/acre for low-density residential zoning (R-2)
  - $400,000-$500,000/acre if rezoned to Blue Hill for commercial use (WX-5)

Attachments:

- Draft Staff Presentation
- Council Guiding Principles for Future Development of the American Legion Property
- ALTF Development Principles
- ALTF Evaluation Criteria
- ALTF Prioritized Recreational Uses
- Town Properties Task Force Guiding Principles for Evaluating Town-Owned Properties
- Town of Chapel Hill American Legion Web Page <http://www.townofchapelhill.org/americanlegion>
- Town of Chapel Hill Comprehensive Parks Plan Web Page <https://www.townofchapelhill.org/town-hall/departments-services/parks-and-recreation/planning-and-development/comprehensive-parks-plan-adopted-may-29-2013>

The Agenda will reflect the text below and/or the motion text will be used during the meeting.

PRESENTER: Ross Tompkins, Assistant to the Town Manager

The purpose of this item is for Council to receive information regarding possible future uses on the American Legion property and provide feedback to staff.

Council Work Session

February 12, 2020

DRAFT

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?

DRAFT

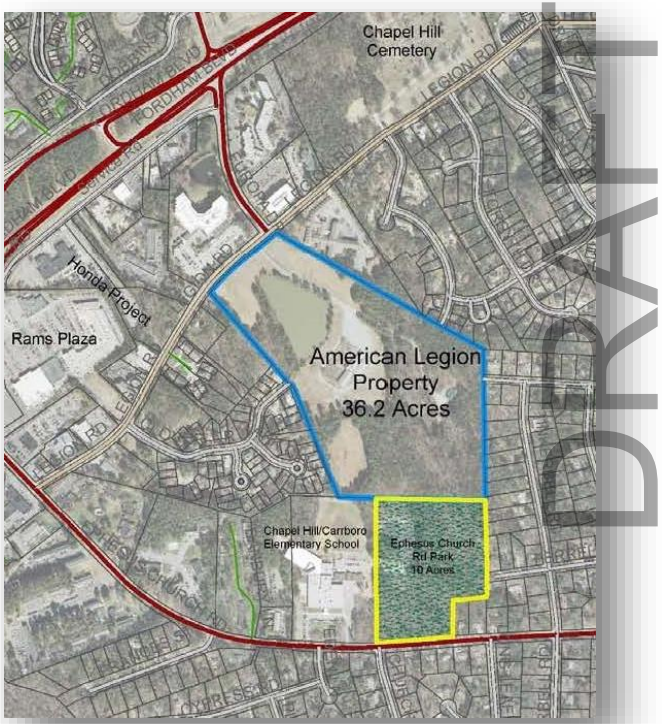
Tonight's Presentation

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

DRAFT

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

DRAFT

American Legion Task Force (ALTF)

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

DRAFT

ALTF: Input for Ranking Uses

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

DRAFT

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

DRAFT

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

DRAFT

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

DRAFT

Post-ALTF Deliverables

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

DRAFT

DRAFT

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

DRAFT

ALTF: Rankings By Category

Land Appraisal

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

DRAFT

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?

DRAFT

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

DRAFT

The following will guide future development of the American Legion property:

Describe how proposed plan and timing of development would integrate with Town's vision for future development in northeast Chapel Hill.

Conduct analysis of traffic impacts on Legion Road.

Describe how proposed multi-family project would contribute to mix of housing options in town.

Provide mix of uses in proposed development, including office space.

Detail how project would help maintain quality of life, including how the project would provide green space, trails, and/or indoor recreation space.

Explore potential partnerships with other public or private entities to provide needed community amenities.

GUIDING PRINCIPLES FOR THE PROPERTY
ADOPTED BY TOWN COUNCIL JUNE 2016

COMMUNITY BUILDING PRINCIPLES

1. **A Community Gathering Space for Everyone**

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

2. **A Network of Walkable Paths**

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

3. **Support for Healthy Lifestyles**

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

4. **Existing Water Features**

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

RELATIONSHIPS TO ADJOINING PROPERTIES

5. **Mitigation of Impacts on Neighbors**

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

6. **Partnership with Ephesus Elementary School**

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

DEVELOPMENT PRINCIPLES
ADOPTED BY THE TASK FORCE JUNE 14, 2017

DESIGN AND USE PRINCIPLES

7. Legion Road Frontage and Access

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

8. Comprehensive Parking Strategy

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

9. Green Building Standards for All Construction

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

SHARING THE SITE – PARTNERSHIP EVALUATION

10. Clear Guidelines for Public/Private Partnerships

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

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

The Task Force recommends that the following evaluation criteria, which are based on the Development Principles developed by the Task Force in Spring 2017, be used to evaluate any proposal for future uses on the site. These would be applicable to all uses, whether proposed by public agencies, institutions seeking partnerships with the town and/or private developers. Uses that accomplish the following would be given greater weight.

1. **Creates a community gathering space for everyone by:**
   - Appealing to many different interests and to people of all ages.
   - Accommodating and inviting visitors of all abilities.
   - Serving a variety of income levels with free and low-cost activities included.
2. **Supports healthy lifestlyes.**
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:**
   - Minimizing 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 underused.
5. **Considers Legion Road frontage and access through:**
   - A main public motor vehicle entry point for the entire property on Legion Road.
   - Site entry that is aligned with Europa Drive, if possible.
   - A clearly and highly visible entrance for community use.
   - Compatibility of the 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.

EVALUATION CRITERIA

Focusing on public and recreational uses only, the Task Force developed the below ranking, with each Task Force member scoring the uses identified in the survey. Top uses included: Indoor gymnasium-based sports (basketball, volleyball, pickleball, etc.), water play (children's water activities, splash-pad, fountains), and large open air pavilion for neighborhood events, family reunion events, farmer's market, etc.

In order to better inform the ranking, Coulter Jewell Thames provided an estimate of the land area (acreage) required for each use and a rough order of magnitude cost. Task Force members were also provided with Parks and Recreation's priority uses and the ranking from the survey to the public. That information is shown in the table on the following page. A detailed estimate of acreage required for each use and an order of magnitude costs can be found in the appendix.

TASK FORCE RANKING

Task Force Rank	Use
	Athletic Activities
1	Indoor gymnasium-based sports (basketball, volleyball, pickleball, etc.)
2	Net & court-based sports (tennis, pickleball, etc.)
3	Outdoor hard-surface sports (basketball, roller hockey, etc.)
4	Swimming pool activities (swimming, water aerobics, etc.)
5	Baseball field sports (baseball, softball, rounders, etc.)
	Casual or Other Activities
1	Water play (children's water activities, splash-pad, fountains)
2	Taking walks (enjoying trails, parkland)
3	Outdoor gatherings (picnic spaces)
4	Using play fields (for Frisbee, kites, playing catch, etc.)
5	Children's play (playground, natural spaces)
6	Pet friendly activities (dog park, etc.)
7	Art (classes, makerspace)
8	Dancing (studio classes)
	Other Uses
1	Large open air pavilion for neighborhood events, family reunion events, farmer's market, etc.
2	Community center
3	Educational uses (service-learning, afterschool care, Pre-K, vocational education)
4	Indoor event rental space (parties, meetings, weddings, etc.)
5	Community garden

TASK FORCE PRIORITIZED USES, ORDER OF MAGNITUDE COSTS AND ESTIMATED ACREAGE – RECREATIONAL USES

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.

TOWN OF CHAPEL HILL

Town Hall
405 Martin Luther King Jr. Boulevard
Chapel Hill, NC 27514

Item Overview

Item #: 2., **File #:** [20-0111], **Version:** 1 **Meeting Date:** 2/12/2020

Update on Festivals and Special Events - Process, Policy, Strategy.

Staff:
Susan Brown, Executive Director
Meeghan Rosen, Assistant Director
Erin Jobe, Festivals & Special Events Coordinator

Department:
Community Arts & Culture

Overview: Council's Strategic Goal of *Vibrant & Inclusive Community* includes an initiative to "*Improve festivals and events with a focus on spaces, policies, partners, sponsorship, content, and infrastructure.*" Community Arts & Culture collaborates with Town departments and other organizations on this work. This presentation provides updates on:

- Improvements to legacy festivals and experiments with new events
- New spaces, new partners for festivals and events
- Process improvements for Outdoor Special Event Permits

We are also providing an overview of the draft Marketing Partnership Policy that will govern partnerships between Town departments and external businesses and organizations, including festival and event sponsorships.

Recommendation(s):

That the Council receive the information.

Attachments:

- Draft Staff Presentation
- Draft Marketing Partnership Policy

The Agenda will reflect the text below and/or the motion text will be used during the meeting.

PRESENTER: Susan Brown, Executive Director of Community Arts & Culture

The purpose of this item is for staff to provide an update on strategic improvements to festivals and events.

TOWN OF CHAPEL HILL

COMMUNITY ARTS & CULTURE

COUNCIL UPDATE

Festivals & Special Events

Process, Policy, Strategy

DRAFT

STRATEGIC GOAL:
VIBRANT & INCLUSIVE COMMUNITY

Improve festivals and events with a focus on spaces, policies, partners, sponsorship, content, and infrastructure.

DRAFT

SIGNATURE TOWN FESTIVALS

COMMUNITY PARTNER EVENTS

OUTDOOR SPECIAL EVENTS

IMPROVE
LEGACY FESTIVALS
ENVISION
NEW EVENTS
DRAFT

DRAFT

PROCESS IMPROVEMENTS

OUTDOOR SPECIAL EVENT PERMITS

DRAFT

SAVE THE DATES

- **Plastic-Free Eggstravaganza**
  Saturday, March 28
- **Near + Far Festival**
  Sunday, April 19
- **Rodeo on Rosemary**
  Sunday, May 17
- **Fourth of July Fireworks**
  Saturday, July 4
- **Festifall Arts Festival**
  October 2020

DRAFT

NEW POLICY

MARKETING PARTNERSHIP

DRAFT

NEW POLICY
MARKETING PARTNERSHIP

NEAR & FAR

A Local Celebration of Global Cultures

SUNDAY, APRIL 19 | 1 - 5 PM

ROSEMARY ST. & COLUMBIA ST.

DOWNTOWN CHAPEL HILL

COMMUNITY ARTS & CULTURE

ABOUT NEAR & FAR

Near & Far is a downtown festival celebrating the diverse cultures of the Chapel Hill community. Now in its third year, the festival will continue to showcase art, music, dance, and cuisine from around the world. This year, Near & Far moves to the corner of Rosemary & Columbia Streets to accommodate larger crowds, a bigger performance stage, a new arts market, and more activites for all ages.

JOIN THE FESTIVAL

By supporting the Near & Far Festival, your organization has the opportunity to:

+ Connect with local and regional audiences of all ages
+ Foster increased understanding of our diverse community
+ Position your organization as a supporter of arts and culture

We'd love to talk about the opportunities listed on the next page or develop a custom partnership to match your specific interests.

chapelhillarts.org/nearandfar

SPONSORSHIP OPPORTUNITIES

Media trades and trades for specific services are welcomed on a case-by-case basis. We are happy to create a custom package tailored to your interest.

Event Benefits	Presenting $5000	Champion $3000	Friend $1000
Exclusive Naming Rights	⚑		
Stage Announcements	6	4	2
On-site Banners	3	1	
10' x 10' Tent Space	1	1	1
Parking Passes	4	2	1
Media Exposure			
Print Advertisements	LOGO		
Event Website	LOGO	LOGO	LOGO
Event Poster	LOGO	LOGO	LOGO
Event eNews	LOGO	LOGO	LOGO
Social Media	TAGGED	TAGGED	

@chcommunityarts

chapelhillarts.org/nearandfar

DRAFT

DRAFT

I. Policy

The Town of Chapel Hill will choose marketing partnerships with businesses and organizations who share the Town's commitment to creating a high-quality civic environment and building a community where people thrive.

All marketing partnerships will be governed by a Marketing Partnership Agreement, detailing roles, responsibilities, and terms of recognition.

All Town Departments and recognized Town support groups, including "Friends of" organizations, will follow the guidelines in this policy.

II. Purpose

A. The purpose of this policy is to guide all marketing partnerships between the Town and external businesses, organizations, and corporations. The objectives of this policy are:

B. To guide relationships with existing and potential marketing partners and align those partnerships with Town mission, values, and interests.

C. To generate revenue, in-kind values, and non-monetary benefits to fund or support existing and additional programs, projects, activities, or facilities.

Marketing partnerships with the Town are not intended to create a public forum for public discourse, or to provide a forum for any existing or potential marketing partner.

DRAFT

III. Procedures

A. Criteria

1. In general, marketing partnerships are offered to parties that

   a) Advance the Town's mission of "Learning, serving and working together to build a community where people thrive."

   b) Support or promote Town goals of diversity, equity, and inclusion, environmental stewardship and conservation, and historical and cultural awareness.

2. The Town reserves the right to refuse to enter into marketing partnerships with parties that do not meet these guidelines.

3. The Town will not enter into marketing partnerships with entities including, but not limited to,

   a) Parties actively bidding for a Town contract.

   b) Parties actively seeking approval of a development proposal from the Town.

   c) Parties whose business is substantially derived from the sale or manufacture of tobacco products or electronic cigarettes.

   d) Parties whose primary functions include engaging in political speech.

   e) Parties whose primary functions are in support of or opposition to a religion, denomination, creed, tenet, or belief.

4. Marketing Partnerships with parties whose business is substantially derived from the sale, distribution, or manufacture of alcoholic beverages will not be allowed if the primary audience at the sponsored location is youth under the legal drinking age.

B. Definitions

1. Donation or gift: Money, personal property, real property, in-kind goods or services, or any other asset that the Town has accepted and the donor did not receive goods or services in return.

2. Donor Acknowledgement: Excluding naming, donor acknowledgment is writing on plaques, walls, electronic displays, signs, etc. for a defined period of time to recognize the financial contribution of a donor.

3. Marketing Partnership: A mutually beneficial business arrangement between the Town and an external party when the external party provides cash or in-kind products or services or benefits to the Town in exchange for access to the commercial marketing potential associated with the Town. Paid Advertising on Chapel Hill Transit assets is governed by the Transit Advertising Fee Schedule and Policy.

DRAFT

4. Marketing Review Team: interdepartmental staff team that helps Department Directors to evaluate potential marketing partners and sponsorship packages.

5. Naming: Naming or renaming Town facilities or streets or placing any permanent markers or plaques on Town property. Naming is governed by the Council Naming Committee as outlined in the Council Procedures Manual.

6. Political Speech includes, but is not limited to:

a) Speech that promotes or opposes a political party or the election of any candidate(s) for any government offices; or

b) Speech that disparages any federal, state, or local jurisdiction or their elected or appointed officials, employees, departments, or services; or

c) Speech that promotes or opposes initiatives, referendums or other ballot measures; or

d) Speech that is directed or addressed to the action, inaction, prospective action, or policies of a governmental entity; or

e) Speech which advocates or expresses a political message, opinion, position, or viewpoint regarding disputed economic, political, moral, religious or social issues or related matters.

7. Town Assets: Tangible or intangible items of value that are owned or created by the Town, including but not limited to Town Facilities and any part of real property or structure owned by the Town.

C. Marketing Partnership Categories

1. Type A: Time-limited public events or programs at a single Town facility. Examples may include a swim meet or public performance.

2. Type B: Time-limited public events or programs with a Town-wide presence. Examples may include sports league t-shirts and signature Town events, e.g. Festifall.

3. Type C: Temporary advertising, donor acknowledgement, or logo display on any Town asset for more than seven days. Examples may include ballfield advertising signs, equipment, art installations, or typical park benches.

4. Type D: Long-term naming on a Town facility, Town street, Peace and Justice Plaza Marker, or on other Town assets for more than two years.

DRAFT

IV. Responsibility

A. Administration

1. Department Directors or their designees may develop departmental sales packages and marketing opportunities that are consistent with this policy.

2. Department Directors or their designees will prepare and execute a Town of Chapel Hill Marketing Partnership Agreement governing all terms and responsibilities of Type A, B, and C Marketing Partnerships.

3. Department Directors will share their sales packages, marketing opportunities, and marketing partners with the Town's marketing review team.

B. Evaluation

1. The Department Director responsible for the program, project, activity, facility, or other Town asset in question may approve or decline Type A, B, and C Marketing Partnership proposals.

2. Proposals valued at or above $10,000 must additionally be reviewed by the Town's marketing review team.

3. The Town reserves the right to refuse any proposed partnership based on the guidelines of this policy. Department Director's decisions may be appealed to the Town Manager who is authorized to make a final determination in consultation with the town Attorney.

4. Type D Marketing Partnership proposals are governed by Council Policy as outlined in the Council Procedures Manual.

DRAFT

TOWN OF CHAPEL HILL

Town Hall
405 Martin Luther King Jr. Boulevard
Chapel Hill, NC 27514

Item Overview

Item #: 3., **File #:** [20-0112], **Version:** 1 **Meeting Date:** 2/12/2020

Receive Update on Elliott Road Extension Design and Construction.

Staff:	**Department:**
Lance Norris, Director	Public Works
Bergen Watterson, Transportation Planning Manager	Planning

Overview: In April 2018, Council authorized staff to work with Kimley-Horn, engineering consulting firm, to proceed with final design and construction of Elliott Road Extension. The roadway plans are nearly complete and staff is providing an update on the design components requested by Council, the final cost estimate, and the funding strategy.

Recommendation(s):

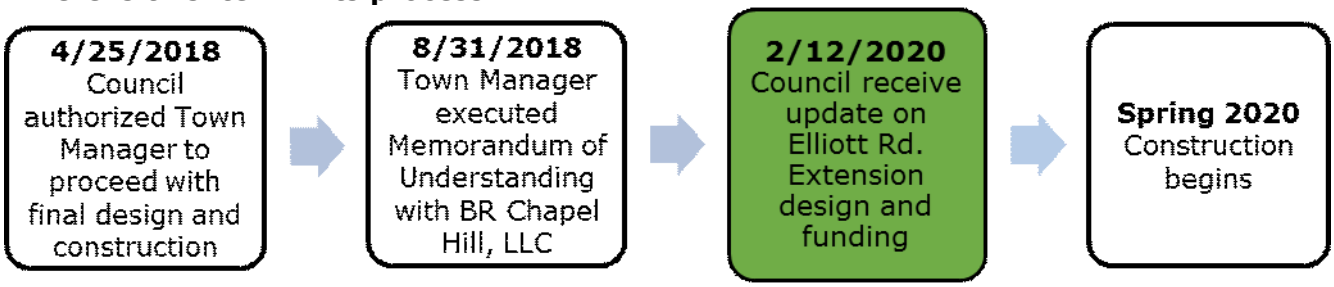
That the Council receive the update on the Elliott Road Extension design, construction, cost, and funding strategy and provide guidance on funding options.

Key Issues:

- The roadway design includes all required stormwater treatment and mitigation, raised bike lanes, sidewalks, and traffic calming.
- The construction cost estimate is now higher than it was when Council authorized staff to proceed with construction in 2018.
- Construction is expected to begin in spring 2020.

Fiscal Impact/Resources: The original funding plan allocated $5 million to the Elliott Road Extension (Phase II). Due to a combination of project cost increases and project budget decreases that will be discussed in more detail at the meeting, we find ourselves with a funding gap. Staff will offer options for filling the gap at the meeting.

Where is this item in its process?



Attachments:

- Staff Memorandum

The Agenda will reflect the text below and/or the motion text will be used during the meeting.

PRESENTER: Bergen Watterson, Transportation Planning Manager
Lance Norris, Director of Public Works

The purpose of this item is for Council to receive an update on the Elliott Road Extension design, construction, cost, and funding strategy and provide guidance on funding options.

Staff Memorandum
Council Work Session – 02/12/2020

Project Background: The Ephesus-Fordham Small Area Plan[1] (2011) includes a number of transportation improvements, including Phase 1 – the Ephesus Church/Fordham Boulevard Intersection Improvements and Phase 2 – the Extension of Elliott Road from Fordham Boulevard to Ephesus Church Road. Elliott Road Extension is intended to better distribute vehicle trips and enhance mobility in the Blue Hill District by carrying 7,800 vehicles per day in 2030 and relieving congestion at the Ephesus Church-Fordham intersection. BR Chapel Hill, LLC, the developers of the Park Apartments, will oversee the roadway construction since it will be built at the same time as their development. They are also providing the majority of the right-of-way necessary to construct the road.

Town Council authorized staff to proceed with design of the Elliott Road Extension on May 23, 2016[2], received an update on the 25% plans on January 23, 2017[3] , and authorized staff to proceed with final design and construction on April 25, 2018[4] . Since then staff have worked with engineering consultant Kimley-Horn to advance the plans to 90% and incorporate the design elements that Council requested – stormwater treatment and mitigation, raised bike lanes, sidewalks, and traffic calming. BR Chapel Hill, LLC, received their Form District Permit in September 2019, and Town staff is finalizing a reimbursement agreement with them for the roadway construction.

Financing: Elliott Road Extension needs additional funds to be constructed.

In 2016 the original projected budget for the Ephesus Fordham intersection improvements was **$8.8 million**:

- **$4.7 million** borrowed in 2016
  - $3.8 for Phase I
  - $900,000 for Phase II
- **$2.6 million** in future borrowing for Phase II
- **$1.6 million** in NCDOT reimbursement

Since then road costs have increased and changes occurred throughout the project that have caused the available budget to change.

Road costs: The original estimate for the project at the 25% design phase was $4.23 million. This only included construction costs. The total project cost is higher now, due to:

- Increased construction costs (right turn lane on Fordham, culvert, etc.)
- Construction management, inspection, contingency
- Right-of-way & easement acquisition
- Permitting, streetlights

Project budget: The original funding allocated to Phase II was $5 million; we now have $3.4 million available for the project. This is due in part to:

- **$580,000** went to DHIC
- **$500,000** went to Hamilton Road Fire Station

---

[1] http://www.townofchapelhill.org/home/showdocument?id=11695
[2] http://chapelhill.granicus.com/player/clip/2781?view_id=21&meta_id=130410
[3] http://chapelhill.granicus.com/player/clip/2988?view_id=21&meta_id=149630
[4] http://chapelhill.granicus.com/player/clip/3484?view_id=7&meta_id=190784

Staff Memorandum
Council Work Session – 02/12/2020

BR Chapel Hill, LLC is responsible for paying for design and construction costs associated with the modifications they requested in April 2018 and the water and sewer design and construction, currently estimated at ($163,000 plus water/sewer). The additional funding needed accounts for this contribution from BR Chapel Hill LLC.

Staff will present options for filling the funding gap at the Council meeting.

Next Steps: Council will discuss funding options for the project and provide guidance. Staff will continue working with Kimley-Horn to bring the plans to 100% and with BR Chapel Hill, LLC to construct the project. Construction is expected to begin in spring 2020, once plans are final and the reimbursement agreement is fully executed.