



# American Legion Property

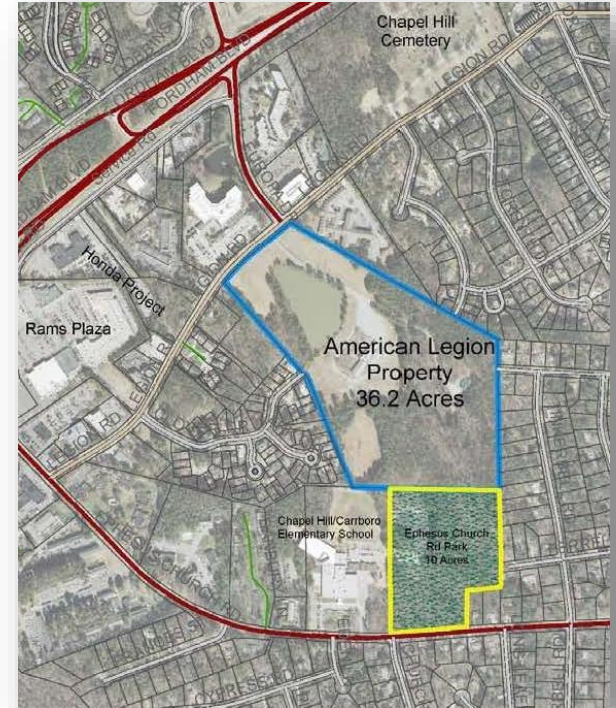
A photograph of a large, light-colored sign for the American Legion Chapel Hill Post 6. The sign is partially obscured by the text overlay. In the background, there is a large, single-story building with a covered entrance, likely the American Legion, and a paved area with a few cars parked.

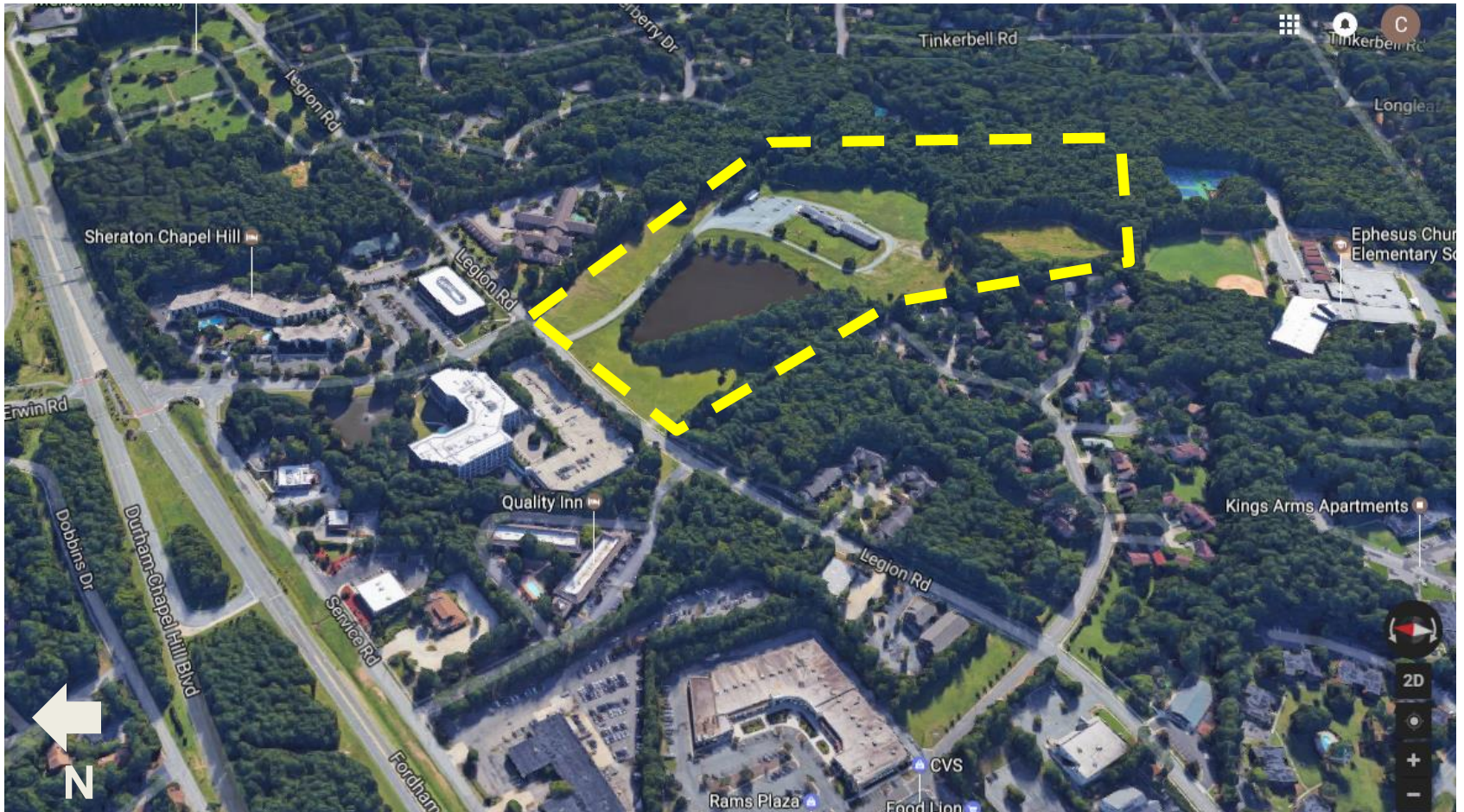
## Planning for Future Land Uses

Project Update Meeting  
March 30, 2017

# Overview

- 36-acre property near 15-501 and Ephesus Church Road
- Council took action to purchase property in December 2016
- Coulter Jewell Thames leading public engagement process around future uses, beginning with April 8 charrette





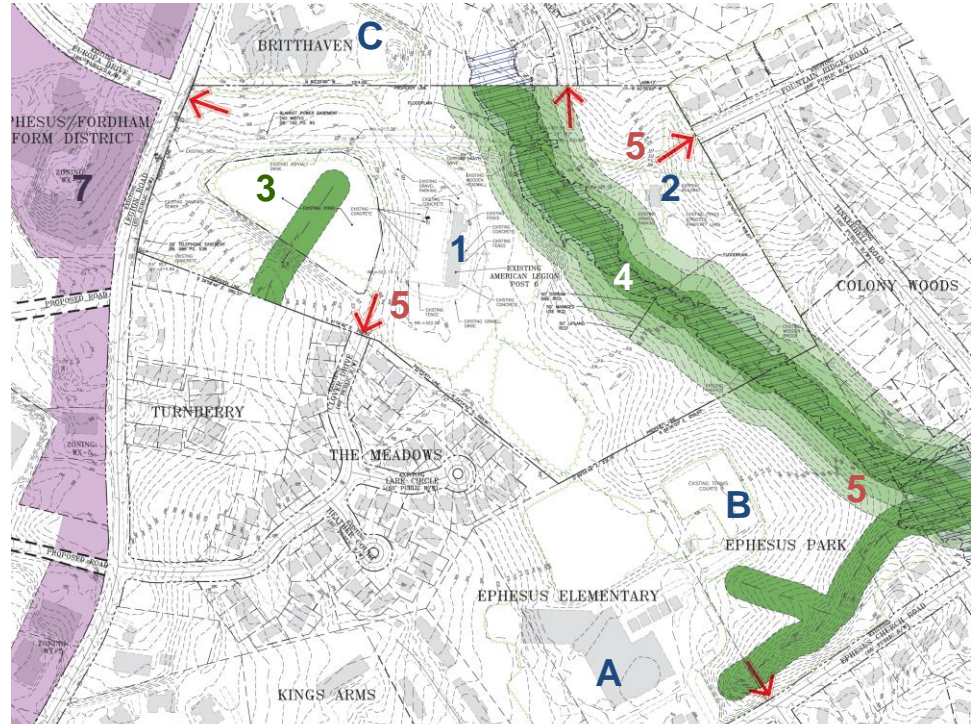
# Site History



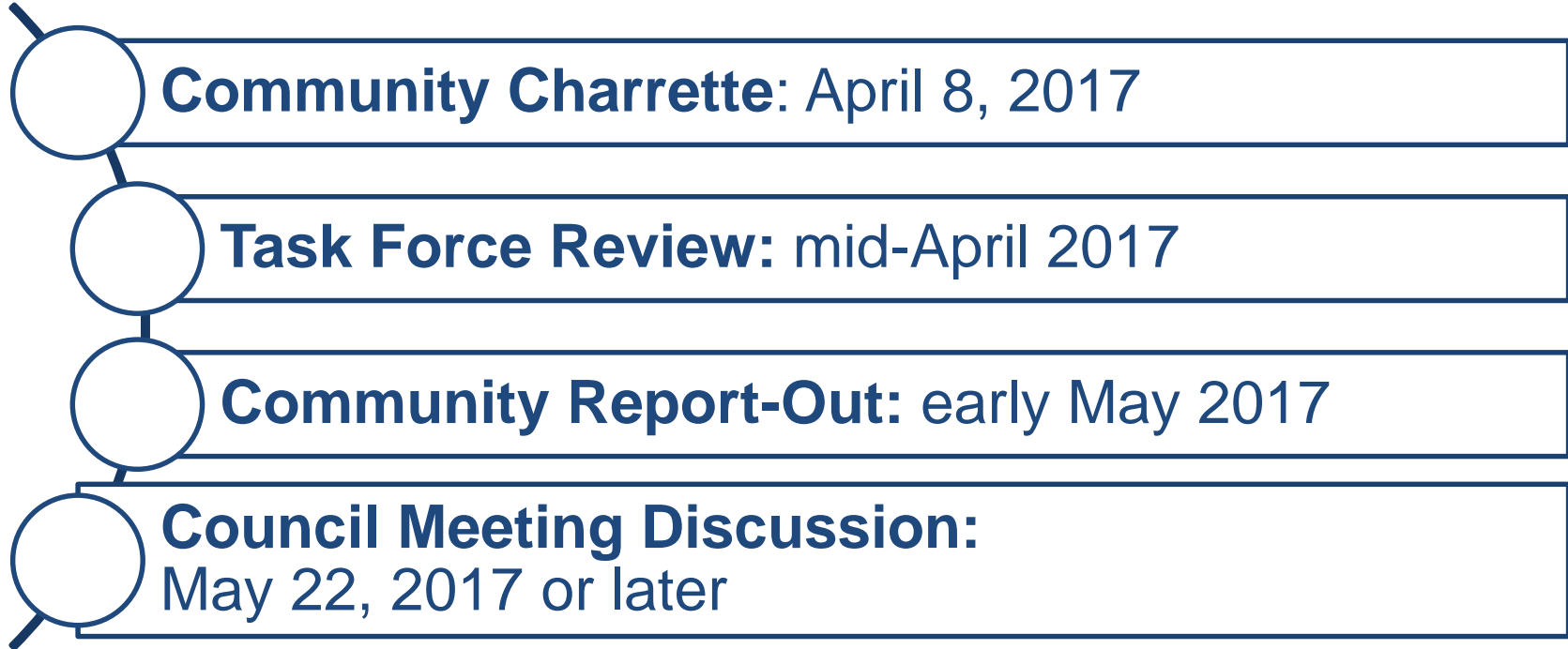
- American Legion Post 6 built in 1961
- Interest from members in finding a new location to better support activities
- 2005 agreement gave Town right of first refusal to purchase
- Concept plan for multifamily and office development submitted by Woodfield Investments in 2016
- Review and ongoing discussion ultimately led to Council decision to purchase for \$7.9M

# Site Features

1. Post building, 8400 sq ft
2. Small dance studio
3. Large pond near Legion Road
4. Stream running north to south
5. Foot path connections to neighborhoods
6. Neighboring properties
  - A. Ephesus Church Elementary School
  - B. Ephesus Park
  - C. Britthaven Retirement Home
7. Close to Ephesus Fordham District



# Public Engagement Process



# Guiding Principles

**Adopted by Council in June 2016**

1. Proposed plan and timing of development should integrate with Town's vision
2. Analyze traffic impacts on Legion Road
3. Multifamily housing should contribute to mix of housing options in town
4. Provide a mix of uses including office
5. Maintain quality of life by providing green space, trails, and/or indoor recreation
6. Explore public and private partnerships to provide community amenities

# Conditions of Purchase



- American Legion continues to occupy for 3 years



- New development will include a mix of public and private uses



# Task Force

- 12 members representing key interests during the process
- Provide feedback on themes and concepts coming out of the charrette
- Assist with refining reports
- Recommend any changes to Council's schedule for consideration

Interest	Membership	Seats
Town Council	Mayor + Two Council Members	3
Planning Commission	Chair or designee	1
Parks, Greenways & Rec Commission	Chair or designee	1
Cultural Arts Commission	Chair or designee	1
Community Interests	At-large (at least 1 nearby resident)	3
Business or Real Estate expertise		1
Convention and Visitors Bureau	Board Member	1
Ephesus Elem School	School system rep	1
	Total Membership	12

# Expected Outcomes

- Concepts that conform to the Guiding Principles and provide a desirable return on community investment
- Report on public input to be used in further Council deliberations
- Understanding of additional public discussion needed



# Questions?

<http://www.townofchapelhill.org/americanlegion>

## **American Legion Community Charrette**

**Date:** 04/08/2017 9:00 AM - 4:00 PM

**Location:** American Legion Hut  
1714 Legion Road  
Chapel Hill, North Carolina 27514