EASTOWNE MASTER PLAN
OPEN HOUSE

April 4, 2019
AGENDA

1. Welcome
2. UNC Health Care - Mission and Vision
3. Importance of Eastowne
4. Topic Stations
5. Conclusion
Welcome
UNC HEALTH CARE

Mission + Values
UNC HC Mission and Values

It is our vision to be the nation's leading public academic health care system.
UNC HC Mission and Values

It is our vision to be the nation's leading public academic health care system.

Our mission is to improve the health and wellbeing of North Carolinians and others whom we serve. We accomplish this by providing leadership and excellence in the interrelated areas of patient care, education, and research.
UNC Health Care (UNC HC) provides services across the state and is one of the largest employers.

- UNC Health Care currently comprises UNC Hospitals and its provider network, the clinical programs of the UNC School of Medicine, and ten additional hospitals and hospital systems across the state. In addition, UNCHC has:
  - 32,500 employees
  - 3,500,000 clinic visits annually
  - >570,000 emergency department visits annually
UNC HC Mission and Values

UNC Health Care is nationally recognized for outstanding care:

• UNC School of Medicine Ranked #1 in Primary Care
• UNC Medical Center Ranked #50 in World’s Best Hospitals
• UNC Researchers leading & advancing the medical field (e.g., FDA approved new treatment for postpartum depression following three clinical trials led by UNC Researcher)
• UNC Health Care was selected by Blue Cross Blue Shield NC as the provider of choice for its Blue Value coverage in the Triangle, a partnership that is aimed at reducing premium costs for ACA customers in the Triangle
UNC HC Mission and Values

UNC Health Care continues to grow:

- 330k Surgical Tower under construction on the UNC Medical Campus (completion 2022)
- 150K Eastowne Medical Office Building will consolidate health care services and increase patient access care (completion 2020)
UNC HC Mission and Values

We take our commitment to the town very seriously – as a service provider, employer, and community partner. And for many of us, as Residents.

We have a great opportunity to create a ‘Gateway’ to Chapel Hill at the UNC Eastowne Campus.
Importance of Eastowne
Importance of Eastowne

Why did UNC HC choose to invest in Eastowne?

• UNC Hospital main campus at capacity
• Clinics unable to meet patient demands and provide timely services
• Need more space to provide services to local and statewide population
Importance of Eastowne

Location Map
Importance of Eastowne

Aerial photo
Importance of Eastowne Context
Importance of Eastowne

Existing conditions photos
Importance of Eastowne

Physical Constraints

- Existing wetlands and stormwater features
- Existing roadway and intersection capacity
- Expand existing utility capacity
- Existing buildings
Project Schedule

Master Plan Process Overview

**PHASE 1**
VISIONING
- Solicit + Analyze Public Input
  Stormwater
  Utilities
  Traffic
- Sustainability workshop

**PHASE 2**
PLAN SCENARIOS
- Review Alternative Scenarios

**PHASE 3**
PLAN REFINEMENT
- Selection + Refinement of Preferred Alternative

**PHASE 4**
FINAL MASTER PLAN
- Prepare Final Master Plan
Topic

Stations
Topic Stations

- Land Use
- Site Context
- Transportation
- Urban Design
Community Participation

There are many ways for you to be involved!
In addition to attending workshops and town meetings, you can provide feedback by email and on our website:

Email
unceastowne@unchealth.unc.edu

Website
www.unceastowne.org
Conclusion