EASTOWNE MASTER PLAN
Planning Commission Meeting

April 16, 2019
Agenda

1. Project Overview
2. Recent Progress – Site Walk, Sustainability Workshop and Open House on April 4th
3. Sustainable and Urban Design Strategies
4. Discussion
Project Overview

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
Project Overview

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)
Project Overview

UNC HC Mission and Values

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
Project Overview

Location Map
Project Overview
Location Map
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
Recent Progress

Site Walk – April 4
Recent Progress
Open House – April 4
Recent Progress

Sustainability Workshop
Recent Progress

Sustainability Workshop

CONCEPTS:

- Proximity of housing and jobs
- Infill between existing developments and roads
- Preserve open space
- Connecting people efficiently to places and to each other
- Near mass transit
- Support biking
- Promote use of electric vehicles
- Convenient transit stops
- Encourage walking
- Diversity of economic activity, goods and services
Recent Progress

Environmental Stewardship Advisory Board Meeting – April 9

Major Topics Discussed

• Address stormwater
• Emphasize Connectivity (pedestrian and transit)
• Protect trees and buffer areas (avoid clear cutting)
• Make Eastowne a Gateway for Chapel Hill
• Focus on Innovation
• Integrate the community with health care
• Improve public transportation
• Employ sustainable design strategies (rainwater/greywater reuse, rooftop solar, etc.)
Recent Progress

Housing Advisory Board Meeting – April 9

Major Topics Discussed

- Recognize the importance of this site (great opportunity)
- Create places for interaction between workers, patients, and residents
- Prioritize higher density affordable housing
- Provide on-site affordable employee housing (UNC)
- Consider wide range of affordable housing needs (seniors, veterans, etc.)
- Locate services and housing close together
- Provide a walkable environment
- Provide on-site amenities (daycare, cafes, outdoor concert venue, etc.)
Sustainable and Urban Design Strategies
Location and Transportation

- Reduce Carbon Emissions
- Electric Vehicle Charging
- Car and ride sharing
- Ride-hailing infrastructure
Location and Transportation

- Make Biking Easy
  - Covered and safe bike parking
  - Showers/lockers
- Bike Lanes and Paths
- Bike Sharing Systems
Site Ecology and Resiliency

- Low Impact Development
  - Native and Drought Tolerant Species
  - Bioretention Ponds, Bioswales
    - Treat and allow infiltration
    - Manage storm events
- Encourage biodiversity
Site Ecology and Resiliency

Resilient Developments Consider:

• Flexibility
• Flood resilient design
• Renewable Energy
• Power outages during storms
Streetscape

- Complete Streets
- Accessibility
- Comfort
- Human Scale
- Active ground floors
Streetscape
Public Space

• Network of spaces / experiences
• Accessibility
• Comfort
• Activated Day and Evening
• Sense of Enclosure – outdoor room
Public Space
Mixed Use

What is a Mixed Use Development?
Mixed use developments have a close physical integration of land uses that include places for work, shopping, living, entertainment, and recreation.

Mixed Use Benefits
Collaboration / Synergy
Quality of Life/ convenience
Meet Market demand
Walkability
Diversification
Sense of Community
Discussion

• What is the highest and best use for this site?
• Do you view this as a gateway site? If so, what kind of gateway?
• What kinds of uses and activities would you like to see?
• What are the most important design issues? (ex: streetscape, materials, etc)
• How can Eastowne contribute to the long term goals of the Planning Commission?
Appendix