EASTOWNE MASTER PLAN
Transportation and Connectivity Advisory Board

April 23, 2019
Agenda

1. Project Overview
2. Recent Progress – Kick-off meeting on April 4th and advisory boards
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.
Project Overview

UNC HC Mission and Values

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 – April 4

- Location and Transportation
- Site Ecology and Resiliency
- Wellness and Community
Recent Progress

Sustainability Workshop – April 4

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.)
Recent Progress
Planning Commission Meeting – April 16

Major Topics Discussed

- Provide a mix of uses and on-site amenities
- Make Eastowne a Gateway for Chapel Hill
- Innovative and exciting architecture
- Create a new model for a hospital
- Encourage more height and density at this high profile location
- Create a walkable campus or village connected by open space
- Improve public transportation and site connectivity
- Ideal site for affordable housing
- Utilize sustainable design strategies
Sustainable and Urban Design Strategies
Location and Transportation

- Proximity to transit
- Infill between existing development
- Connect people and places
- Walkability
- Smart bus stops-multi modal nodes
Street Design

- Complete Streets
- Accessibility
- Stormwater collection
- Human Scale
- Active ground floors
Public Space

- Network of spaces / experiences
- Accessibility
- Bike trail and greenway connections
- Comfort
- Activated day and evening
- Sense of enclosure – outdoor room
Existing Greenways and Bike Trails
Existing Public Transportation

CHAPEL HILL BUS MAP

GO TRIANGLE BUS SYSTEM
Existing Transportation

KEY

- **D BUS ROUTE**
- **CL BUS ROUTE**
- **400/405**
- **CURRENT WALKING TRAILS + SIDEWALKS**
- **PROPOSED WALKING TRAILS + SIDEWALKS**
- **BIKE Lanes**
Discussion

- What are the major transportation concerns at Eastowne?
- What kinds of uses and activities would you like to see?
- What are some of the transportation initiatives or strategies that would be appropriate for Eastowne?
- What bike trails or greenways could be extended to Eastowne?
- What long term transportation initiatives can help connect Eastowne to the larger region?