Agenda

1. Introductions
2. Ground Rules for Meetings
3. Project Overview
4. Recent Progress
   - Kick-off meeting on April 4th
   - Advisory board Meetings
5. Discussion and Next Steps
6. Public Comment
Ground Rules

Development Agreement

What are the potential ground rules to use for negotiations between Town and UNCHC?

• Who will facilitate discussions?
• Quorum needed for Council Subcommittee?
• Public comment format?
• Process for changing ground rules?
• Other successful examples?
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

Master Plan Approach

Site Characteristics

FINAL AGREEMENT

UNC Health Care Principles

Town Principles
Project Overview

Future Land Use Map and Comprehensive Plan

Future Land Use Map Study

Option 1

- Public Parks and Open Space
- Apartments and Condos
- Townhomes and Houses
- Shops and Offices (4 stories or less)
- Multifamily, Shops and Offices (4+ stories)
- Proposed Light Rail Station and new road network

2020 Comprehensive Plan

Area S: North 15-501

New road alignment under construction

UNC Health System Property

General Study Area
Main Roads
Proposed Light Rail Corridor and Stops
UNC Property
Project Overview
Chapel Hill Mobility Plan 2017
Project Overview

Master Plan Process

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

Public Participation

Recent Meetings

- Public Kick-off (4/4) - site visit, sustainability workshop, & open house
- Environmental Stewardship Advisory Board (4/9)
- Housing Advisory Board (4/9)
- Planning Commission (4/16)
- Stormwater Management Utility Board (4/23)
- Transportation and Connectivity Advisory Board (4/23)
- Community Design Commission (4/23)

Upcoming Meetings

- Town Council Subcommittee (5/9)
- Joint Advisory Board meeting (5/16)
- Town Council (June)
Recent Progress
Public Kick Off – Site Walk, Sustainability Workshop & Open House

- Improve connectivity
- Encourage alternative transportation
- Provide amenities to attract community and tenants
- Compact Development
- Stormwater improvements
- Walkability and human scale
- Density (5-6 stories)
- Promote energy efficiency / 2030 goals
- Minimize grading and site disturbance
- Maintain trees and natural areas
- Affordable housing for employees
- Create usable public space that people can enjoy
- Mixed use
- Affordable housing for employees
- Mixed use
Recent Progress
Environmental Stewardship Advisory Board Meeting – April 9

- Address stormwater
- Protect trees and buffer areas
- Focus on Innovation
- Improve public transportation
- Emphasize Connectivity (pedestrian and transit)
- Make Eastowne a Gateway for Chapel Hill
- Integrate the community with health care
Recent Progress

Housing Advisory Board Meeting – April 9

- Recognize the importance of this site
- Prioritize higher density affordable housing
- Consider wide range of affordable housing needs (seniors, veterans, etc.)
- Provide a walkable environment
- Locate services and housing close together
- Provide on-site affordable employee housing (UNC)
- Create places for interaction between workers, patients, and residents
Recent Progress
Planning Commission Meeting – April 16

- Provide a mix of uses and on-site amenities
- Innovative and exciting architecture
- Encourage more height and density at this high profile location
- Make Eastowne a Gateway for Chapel Hill
- Create a new model for a hospital
- Create a walkable campus or village connected by open space
- Improve public transportation and site connectivity
Recent Progress

Stormwater Management Utility Board – April 23

- Enhance health of stormwater system and focus on what is best for the watershed
- Meet or exceed environmental standards
- Consider Jordan Lake Rules and Natural Heritage Program recommendations
- Showcase innovative stormwater strategies
- Provide more detailed base map with all constraints
Recent Progress

Transportation and Connectivity Advisory Board—April 23

- Reduce the number of parking spaces at Eastowne to foster other transportation modes
- Provide walking and biking resources for workers including showers and convenient bike parking
- Consider solutions for pedestrian and bike crossing at both I-40 and 15-501
- Create a transit hub by engaging the three regional transit agencies
- Include electric charging stations
- Try to keep people on campus so they don’t get back into their cars (park once concept)
- Encourage high density development (range of height from 6 to 12 stories)
- Connect Eastowne to other transit modes including longer format commuter busses
Recent Progress

Community Design Commission – April 23

- Consider housing for this site, include affordable options for healthcare workers
- Need a dynamic master plan that can evolve
- Context is important (want to see the big picture)
- Encourage mixed-use development

- Consider reducing the amount of parking on the site
- Think about the future of transit (ex: may not have cars 50 years from now)
- Encourage high density but consider a range of building heights

- Create more than just a hospital (not just a large medical complex)
- Address infrastructure as well as texture and urban fabric
- Need to repair the lack of connectivity in this area
- Context is important (want to see the big picture)
# Recent Progress

## Public Feedback Summary

### PUBLIC FEEDBACK MATRIX

<table>
<thead>
<tr>
<th>COMMENT</th>
<th>PUBLIC KICK-OFF WORKSHOP OPEN HOUSE</th>
<th>PLANNING COMMISSION</th>
<th>COMMUNITY DESIGN COMMISSION</th>
<th>TRANSPORTATION AND CONNECTIVITY BOARD</th>
<th>ENVIRONMENTAL STEWARDSHIP ADVISORY</th>
<th>HOUSING ADVISORY BOARD</th>
<th>STORMWATER MANAGEMENT AND UTILITY</th>
</tr>
</thead>
<tbody>
<tr>
<td>Make Eastowne a Gateway</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Encourage more Height</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Encourage more Density</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Provide Affordable Housing</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Support Alternative Transportation</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Promote Mixed Use</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Expand Trail &amp; Greenway System</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Create Gathering Spaces</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Minimize grading / site disturbance</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Enhance Stormwater</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Improve Connectivity</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Utilize Sustainable Design Strategies</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Foster Innovation</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Enhance Walkability</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Provide Amenities (day care, retail, etc)</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Provide Biking trails and amenities</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Maintain trees and natural areas</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Encourage Compact development</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Promote Energy Efficiency / 2030</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Provide Infrastructure improvements</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Minimize number of parking spaces</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Not just a medical complex</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Meet high environmental standards</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

NOTE: Items in **bold** were referenced during three or more public meetings
Alignment

Public Feedback and Town / UNCHC Themes

<table>
<thead>
<tr>
<th>COMMENT</th>
</tr>
</thead>
<tbody>
<tr>
<td>Make Eastowne a Gateway</td>
</tr>
<tr>
<td>Encourage more Height</td>
</tr>
<tr>
<td>Encourage more Density</td>
</tr>
<tr>
<td>Provide Affordable Housing</td>
</tr>
<tr>
<td>Support Alternative Transportation</td>
</tr>
<tr>
<td>Promote Mixed Use</td>
</tr>
<tr>
<td>Expand Trail &amp; Greenway System</td>
</tr>
<tr>
<td>Create Gathering Spaces</td>
</tr>
<tr>
<td>Minimize grading / site disturbance</td>
</tr>
<tr>
<td>Enhance Stormwater</td>
</tr>
<tr>
<td>Improve Connectivity</td>
</tr>
<tr>
<td>Utilize Sustainable Design Strategies</td>
</tr>
<tr>
<td>Foster Innovation</td>
</tr>
<tr>
<td>Enhance Walkability</td>
</tr>
<tr>
<td>Provide Amenities (day care, retail, etc)</td>
</tr>
<tr>
<td>Provide Biking trails and amenities</td>
</tr>
<tr>
<td>Maintain trees and natural areas</td>
</tr>
<tr>
<td>Encourage Compact development</td>
</tr>
<tr>
<td>Promote Energy Efficiency / 2030</td>
</tr>
<tr>
<td>Provide Infrastructure improvements</td>
</tr>
<tr>
<td>Minimize number of parking spaces</td>
</tr>
<tr>
<td>Not just a medical complex</td>
</tr>
<tr>
<td>Meet high environmental standards</td>
</tr>
</tbody>
</table>

1. Attractive Design Appearance

2. Walkable Design

3. Suitable Public Infrastructure for Development

4. Sustainable Building Design

5. Enhance the Natural Environment

6. Support Community Prosperity
Feedback Loop

“You can’t improve what you can’t measure.”

1. Attractive Design Appearance
   • Does it support a welcoming gateway?
   • Does it support a sense of place?

2. Walkable Design
   • Is walkability enhanced?
   • Is it connected?

3. Suitable Public Infrastructure for Development
   • Does it allow for phasing?
   • Does it accommodate multi-modes?
   • Is it accessible?

4. Sustainable Building Design
   • Do the buildings meet energy goals?
   • Is it efficient?

5. Enhance the Natural Environment
   • Is water quality improved?
   • Is nature supported and enhanced?

6. Support Community Prosperity
   • Is it feasible and cost-effective?
   • Does it provide opportunity for the community?
Next Steps

- Summarize public feedback
- Meet with Joint Advisory Board on May 16th
- Meet with Town Council (June)
- Finalize Visioning Phase and begin plan scenarios (June/July)