Joint Advisory Members

Eric Allman – Transportation and Connectivity
Greg Ames - ESAB
Jared Brown – Housing Advisory Board
Tom Henkel – ESAB
Tai Huynh - Housing Advisory Board
Phil Post - Stormwater
Louie Rivers – Planning Commission
Pamela Schultz – Stormwater
Maria (Polly) Vandevelde - CDC
Buffie Webber – Planning Commission
Agenda

1. Introductions
2. Project Overview
3. Recent Progress
4. Discussion and Next Steps
5. Public Comment
Project Overview

UNC HC Mission and Values

Why did UNC HC choose to invest in Eastowne?

- UNC Hospitals 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

Town Principles

UNC Health Care 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)
- Institutional
- Multifamily, Shops and Offices (4+ stories)
- Proposed Light Rail Station and new road network
- Shops and Offices (4+ stories)

2020 Comprehensive Plan

*Area S: North 15-501*
Project Overview

Chapel Hill Mobility Plan 2017
Site Analysis

Natural Heritage Area

Source: North Carolina Natural Heritage Data Explorer Site

Source: 2004 Inventory of Natural Areas and Wildlife
Site Analysis

Constraints Map
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

• Joint Advisory Board meeting (5/16)

• Town Council (6/19)
Recent Progress

Public Kick Off – Site Walk, Workshop & Open House – April 4

- 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
- Compact Development

- Promote energy efficiency / 2030 goals
- Minimize grading and site disturbance

- Create usable public space that people can enjoy
- Affordable housing for employees

- Compact Development
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
- Create places for interaction between workers, patients, and residents
- Provide on-site affordable employee housing (UNC)
- Consider wide range of affordable housing needs (seniors, veterans, etc.)
- Provide a walkable environment
- Locate services and housing close together
## Recent Progress

### Planning Commission Meeting – April 16

<table>
<thead>
<tr>
<th>Provide a mix of uses and on-site amenities</th>
<th>Innovative and exciting architecture</th>
<th>Encourage more height and density at this high profile location</th>
<th>Improve public transportation and site connectivity</th>
</tr>
</thead>
<tbody>
<tr>
<td>Use added height and density to preserve open space</td>
<td>Make Eastowne a Gateway for Chapel Hill</td>
<td>Create a new model for a hospital</td>
<td>Create a walkable campus or village connected by open space</td>
</tr>
<tr>
<td>Consider a library or space to permit a library or annex.</td>
<td>Designed to be a self contained to reduce off campus trips</td>
<td>Need to provide further elaboration on building heights</td>
<td>Improve public transportation and enhance site connectivity with the rest of the town</td>
</tr>
</tbody>
</table>
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 health care workers
- Need a dynamic master plan that can evolve
- Encourage design excellence by leveraging design competitions for individual projects.
- Context is important (want to see the big picture)
- Need to repair the lack of connectivity in this area
- 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
- Encourage mixed use development
- Address infrastructure as well as texture and urban fabric
- All-pedestrian district, leaving vehicular traffic at the perimeter
- Create more than just a hospital (not just a large medical complex)
- Enable organic variability of architecture, uses, etc. by reducing individual plot sizes.
### Recent Progress

**Town Council Committee – May 9**

<table>
<thead>
<tr>
<th>Point</th>
<th>Details</th>
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<tbody>
<tr>
<td>Eastowne</td>
<td>is an opportunity to put Chapel Hill “on the map”</td>
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<tr>
<td>Derive inspiration</td>
<td>from Centennial Park and Mayo Clinic in Rochester</td>
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<tr>
<td>Provide a comprehensive study</td>
<td>of traffic, walking, and biking.</td>
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<td>Consider stormwater sensitivity.</td>
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<tr>
<td>Focus on innovation</td>
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<tr>
<td>Find ways to get people to stay on campus</td>
<td>(internal capture).</td>
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<td>Focus on green engineering and set the bar for green, sustainable design.</td>
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<td>Provide payment or community benefits in lieu of the Town’s services.</td>
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<tr>
<td>Coordinate with transit agencies to provide regional transit connections</td>
<td>(ex: BRT).</td>
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<td>Consider the relationship to Patterson Place</td>
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<tr>
<td>Provide a more detailed map of area with creeks and natural areas</td>
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<tr>
<td>All four sides of the I-40/ 15-501 intersection should be considered together</td>
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## Recent Progress

### Public Feedback Summary

<table>
<thead>
<tr>
<th>Comment</th>
<th>Public Workshop Open House</th>
<th>Planning Commission</th>
<th>Community Design Commission</th>
<th>Transportation &amp; Connectivity Board</th>
<th>Environmental Stewardship Advisory</th>
<th>Housing Advisory Board</th>
<th>Stormwater Management and Utility</th>
<th>Town Council Committee</th>
<th>Joint Advisory Board</th>
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<td>Make Eastowne a Gateway</td>
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<td>Encourage more Height</td>
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<td>Encourage more Density</td>
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<td>Provide Affordable Housing</td>
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<td>Support Alternative Transportation</td>
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<td>Promote Mixed Use</td>
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<td>Expand Trail &amp; Greenway System</td>
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<td>Create Gathering Spaces</td>
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<td>Minimize grading / site disturbance</td>
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<td>Enhance Stormwater</td>
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<td>Improve Connectivity</td>
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<td>Utilize Sustainable Strategies</td>
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<td>Foster Innovation</td>
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<td>Enhance Walkability</td>
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<td>Provide Biking trails and amenities</td>
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<td>Maintain trees and natural areas</td>
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<td>Encourage Compact development</td>
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<td>Promote Energy Efficiency / 2030</td>
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<td>Provide Infrastructure improvements</td>
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<td>Minimize # of parking spaces</td>
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<td>Create more than a medical complex</td>
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<td>Exceed environmental standards</td>
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<td>Benchmark examples like Centennial</td>
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<td>Create linkage to surrounding parcels</td>
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<td>Promote internal capture</td>
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**NOTE:** Items in **bold** were referenced during three or more public meetings.
Alignment

Public Feedback and Town / UNCHC Themes

Attractive Design Appearance

Walkable Design

Suitable Public Infrastructure for Development

Sustainable Building Design

Enhance the Natural Environment

Support Community Prosperity
Feedback Loop

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

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

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

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

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

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

Support Community Prosperity
• Is it feasible and cost-effective?
• Does it provide opportunity for the community?
Discussion

• What are most critical master planning issues at Eastowne?
• What are the infrastructure challenges and opportunities?
• What are some of the local projects or initiatives that can be used as examples for Eastowne?
• How can we connect Eastowne to the larger community?
• What are the most important community benefits that Eastowne could provide?
Next Steps

- Summarize public feedback
- Meet with Town Council (June 19)
- Finalize Visioning Phase and begin plan scenarios (June/July)
Appendix
Sustainable and Urban Design Strategies
Site Ecology and Resiliency

- Low Impact Development
  - Native and drought tolerant species
  - Bioretention ponds, bioswales
- Encourage biodiversity
- Resiliency
  - Flood resistant design
  - Renewable energy
Streetscape

- Complete Streets
- Accessibility
- Stormwater collection
- 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
Transportation

Existing Greenways and Bike Trails
Transportation

Existing Regional Bus Network
Site Analysis
Jordan Lake Watershed
Site Analysis

Open Street Map with Dry Creek watershed
Site Analysis

USGS Map
Site Analysis

Dry Creek / New Hope Corridor Plan

Legend

- 100-Year floodplain
- Wildlife Protection Area
- Anchor/Access Area
- Bike/Pedestrian Trails
- Nature Trails
Site Analysis

Existing OWASA System
Stormwater Management

Typologies

ABOVE-GROUND STORMWATER CONTROL MEASURES

ROOFTOP STORMWATER MANAGEMENT

BELOW-GROUND STORMWATER CONTROL MEASURES

STREET TREATMENT

OFF-SITE RUN-OFF INTO SITE
Site Analysis

Existing Conditions
Site Analysis

Existing Conditions with MOB1