EASTOWNE MASTER PLAN
Town Council Meeting

June 19, 2019
Agenda

Introduction
Project Overview
Recent Progress
Site Analysis
Visioning Phase Summary
Next Steps
INTRODUCTION
Introduction

Master Plan Approach

Site Characteristics

Final Agreement

Town Principles

UNC Health Care Principles
Introduction

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
Introduction

Objective

The intent of this meeting is to:

- Present a summary of our visioning and analysis phase
- Synthesize what we heard into a shared foundation of measurable criteria
- Confirm our results to initiate the planning scenario phase of the master plan
Project Overview

UNC HC Mission and Values

Why did UNCHC 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

UNCHC has a major impact on Chapel Hill
• 32,500 employees (one of largest employers in the State
• 3,500,000 clinic visits annually
• >570,000 emergency department visits annually
Project Overview

Chapel Hill Gateways

**GATEWAY SITES**

- Eastowne is one of four major gateways to Chapel Hill
- Other gateways include:
  - MLK & I-40
  - Hwy 54 & I-40
  - MLK & Hwy 54
Project Overview

Location Map

GATEWAY SITE

- 48 acres at important I-40 and 15-501 location
- Identified as an gateway focus area in Chapel Hill 2020 Comprehensive Plan with redevelopment opportunities
- Targeted for mixed-use, including commercial and institutional in Chapel Hill Future Land Use Map
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)
- Town Council Committee (5/9)
- Joint Advisory Board (5/16)
- Council Committee (6/3)
- Environmental Stewardship Advisory Board (6/11)
- Housing Advisory Board (6/11)
- Planning Commission (6/18)
# Recent Progress

## Public Feedback Summary

<table>
<thead>
<tr>
<th>PUBLIC FEEDBACK MATRIX 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>
</tr>
</thead>
<tbody>
<tr>
<td>Make Eastowne a Gateway</td>
<td></td>
<td></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>
<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>
<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>
<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>
<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>
<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>
<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>
<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>
<td></td>
<td></td>
</tr>
<tr>
<td>Enhance Stormwater</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Improve Connectivity</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Utilize Sustainable Strategies</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Foster Innovation</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Enhance Walkability</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Provide Amenities</td>
<td></td>
<td></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>
<td></td>
<td></td>
</tr>
<tr>
<td>Maintain trees and natural areas</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Encourage Compact development</td>
<td></td>
<td></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>
<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>
<td></td>
<td></td>
</tr>
<tr>
<td>Minimize # of parking spaces</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Create more than a medical complex</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Exceed environmental standards</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Benchmark examples like Centennial</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Create linkage to surrounding parcels</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Promote internal capture</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Design, density, &amp; height are interrelated</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Make equity a major consideration</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Encourage public use (ex: library)</td>
<td></td>
<td></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

- Placemaking
- Suitable Public Infrastructure for Development
- Sustainable Design
- Walkable Design
- Enhance the Natural Environment
- Support Community Prosperity

Themes:
- Make Eastowne a Gateway
- Encourage more Height
- Encourage more Density
- Provide Affordable Housing
- Support Alternative Transportation
- Promote Mixed Use
- Enhance Stormwater
- Improve Connectivity
- Utilize Sustainable Strategies
- Foster Innovation
- Enhance Walkability
- Provide Amenities
- Maintain trees and natural areas
- Encourage Compact development
- Create more than a medical complex

Support Community Prosperity
Site Analysis

Existing Land Use
Site Analysis

Existing Zoning

<table>
<thead>
<tr>
<th>ZONING DATA</th>
<th>OI-2</th>
<th>OI-3</th>
<th>MU-OI-1</th>
</tr>
</thead>
<tbody>
<tr>
<td>MIN. LOT SIZE</td>
<td>5,500 SF</td>
<td>2,000 SF</td>
<td>N/A</td>
</tr>
<tr>
<td>DENSITY (UNITS/ACRE)</td>
<td>15 U/A</td>
<td>N/A</td>
<td>N/A</td>
</tr>
<tr>
<td>MIN. FRONTAGE</td>
<td>40'</td>
<td>15'</td>
<td>N/A</td>
</tr>
<tr>
<td>LOT WIDTH</td>
<td>40'</td>
<td>15'</td>
<td>N/A</td>
</tr>
<tr>
<td>BUILDING HEIGHT (SETBACK)</td>
<td>29'</td>
<td>N/A</td>
<td>44'</td>
</tr>
<tr>
<td>BUILDING HEIGHT (CORE)</td>
<td>60'</td>
<td>N/A</td>
<td>90'</td>
</tr>
<tr>
<td>STREET SETBACK</td>
<td>22'</td>
<td>0'</td>
<td>0'</td>
</tr>
<tr>
<td>INTERIOR SETBACK</td>
<td>8'</td>
<td>0'</td>
<td>0'</td>
</tr>
<tr>
<td>SOLAR SETBACK</td>
<td>9'</td>
<td>0'</td>
<td>0'</td>
</tr>
<tr>
<td>IMPERVIOUS SURFACE</td>
<td>.5/.7</td>
<td>.5/.7</td>
<td>.5/.7</td>
</tr>
<tr>
<td>FLOOR AREA RATIO MAX</td>
<td>.264</td>
<td>.566</td>
<td>.264</td>
</tr>
<tr>
<td>BUFFER (15-501)</td>
<td>30' TYPE D</td>
<td>30' TYPE D</td>
<td>30' TYPE D</td>
</tr>
<tr>
<td>BUFFER (EASTOWNE DR)</td>
<td>20' TYPE C</td>
<td>20' TYPE C</td>
<td>20' TYPE C</td>
</tr>
</tbody>
</table>
Site Analysis

Natural Heritage Area

+20 acre north parcel is designated as a “moderate” natural area but is not a Managed Area (Registered Heritage Area or a Dedicated Natural Preserve).

**Natural Areas**
- Exceptional
- Very High
- High
- Moderate
- General
- Unranked

**Managed Areas**
- Local Government Ownership
- Federal Ownership

Source: North Carolina Natural Heritage Data Explorer Site
Site Analysis

Open Street Map with Dry Creek Watershed
Site Analysis

Constraints Map
Site Analysis

Existing Utilities
## Site Analysis

### Existing Peak Hour Intersection Capacity

<table>
<thead>
<tr>
<th>INTERSECTIONS</th>
<th>PEAK HOUR</th>
<th>2018 EXISTING LOS</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 US 15-501 &amp; Sage Rd / Scarlett Dr</td>
<td>AM</td>
<td>D</td>
</tr>
<tr>
<td></td>
<td>PM</td>
<td>D</td>
</tr>
<tr>
<td>2 US 15-501 &amp; Eastowne Dr (S) / Service Rd</td>
<td>AM</td>
<td>B</td>
</tr>
<tr>
<td></td>
<td>PM</td>
<td>B</td>
</tr>
<tr>
<td>3 US 15-501 &amp; Eastowne Dr (N) / Lakeview Dr</td>
<td>AM</td>
<td>C</td>
</tr>
<tr>
<td></td>
<td>PM</td>
<td>D</td>
</tr>
<tr>
<td>4 Eastowne Dr &amp; Old Sterling Dr / UNC</td>
<td>AM</td>
<td>B</td>
</tr>
<tr>
<td>Health Care Building #5 Driveway</td>
<td>PM</td>
<td>B</td>
</tr>
<tr>
<td>5 Eastowne Dr &amp; Future Parking Deck Driveway</td>
<td>AM</td>
<td>N/A</td>
</tr>
<tr>
<td>Access</td>
<td>PM</td>
<td>N/A</td>
</tr>
<tr>
<td>6 Eastowne Dr &amp; Pinegate Cir / UNC</td>
<td>AM</td>
<td>A</td>
</tr>
<tr>
<td>Health Care Driveway</td>
<td>PM</td>
<td>A</td>
</tr>
<tr>
<td>7 Eastowne Dr &amp; Dobbins Dr</td>
<td>AM</td>
<td>B</td>
</tr>
<tr>
<td></td>
<td>PM</td>
<td>A</td>
</tr>
</tbody>
</table>
Site Analysis

Surrounding Bus, Bike and Pedestrian

Existing Bus
- Route D provides service to UNC Medical campus (30 minute headways)
- Route CL is located one block from Eastowne with service to UNC (60 minute headways)
- Potential links to 400/405/RSX along 15-501

Bike and Pedestrian
- Limited pedestrian access along 15-501
- Potential link to Dry Creek Trail and Eastern Explorer Trail
### Design Objectives

#### Town / UNCHC Themes

<table>
<thead>
<tr>
<th>Placemaking</th>
<th>Suitable Public Infrastructure for Development</th>
<th>Sustainable Design</th>
<th>Walkable Design</th>
<th>Enhance the Natural Environment</th>
<th>Support Community Prosperity</th>
</tr>
</thead>
</table>

- Gateway
- Landscape
- Open Space
- Urban Design
- Building Design
- Design Standards & Streetscapes
- Sense of Place
Design Objectives

Town / UNCHC Themes

<table>
<thead>
<tr>
<th>PLACEMAKING</th>
<th>SUITABLE PUBLIC INFRASTRUCTURE FOR DEVELOPMENT</th>
<th>SUSTAINABLE DESIGN</th>
<th>WALKABLE DESIGN</th>
<th>ENHANCE THE NATURAL ENVIRONMENT</th>
<th>SUPPORT COMMUNITY PROSPERITY</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gateway</td>
<td>Road Capacity</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Landscape</td>
<td>Sequencing of Development</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Open Space</td>
<td>Multi-modal</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Urban Design</td>
<td>Utilities</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Building Design</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Design</td>
<td>Community Connection</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Standards &amp; Streetscapes</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Sense of Place</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
# Design Objectives

## Town / UNCHC Themes

<table>
<thead>
<tr>
<th>PLACEMAKING</th>
<th>SUITABLE PUBLIC INFRASTRUCTURE FOR DEVELOPMENT</th>
<th>SUSTAINABLE DESIGN</th>
<th>WALKABLE DESIGN</th>
<th>ENHANCE THE NATURAL ENVIRONMENT</th>
<th>SUPPORT COMMUNITY PROSPERITY</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gateway</td>
<td>Road Capacity</td>
<td>Ecology</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Landscape</td>
<td>Sequencing of Development</td>
<td>Resiliency</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Open Space</td>
<td>Multi-modal</td>
<td>Green Infrastructure</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Urban Design</td>
<td>Utilities</td>
<td>Energy Efficiency</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Building Design</td>
<td>Community Connection</td>
<td>Renewable Energy</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Design Standards &amp; Streetscapes</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Sense of Place</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
# Design Objectives

## Town / UNCHC Themes

<table>
<thead>
<tr>
<th>PlaceMaking</th>
<th>Suitable Public Infrastructure for Development</th>
<th>Sustainable Design</th>
<th>Walkable Design</th>
<th>Enhance the Natural Environment</th>
<th>Support Community Prosperity</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gateway</td>
<td>Road Capacity</td>
<td>Ecology</td>
<td>Pedestrian &amp; Bike</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Landscape</td>
<td>Sequencing of Development</td>
<td>Resiliency</td>
<td>Transit Hub</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Open Space</td>
<td>Multi-modal</td>
<td>Green Infrastructure</td>
<td>Alternative Transit</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Urban Design</td>
<td>Utilities</td>
<td>Energy Efficiency</td>
<td>Streetscape</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Building Design</td>
<td>Community Connection</td>
<td>Renewable Energy</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Design Standards &amp; Streetscapes</td>
<td>Sense of Place</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Design Objectives

### Town / UNCHC Themes

<table>
<thead>
<tr>
<th>Place Making</th>
<th>Suitable Public Infrastructure for Development</th>
<th>Sustainable Design</th>
<th>Walkable Design</th>
<th>Enhance the Natural Environment</th>
<th>Support Community Prosperity</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gateway</td>
<td>Road Capacity</td>
<td>Ecology</td>
<td>Pedestrian &amp; Bike</td>
<td>Stream Corridor</td>
<td></td>
</tr>
<tr>
<td>Landscape</td>
<td>Sequencing of Development</td>
<td>Resiliency</td>
<td>Transit Hub</td>
<td>Water Quality</td>
<td></td>
</tr>
<tr>
<td>Open Space</td>
<td>Multi-modal</td>
<td>Green Infrastructure</td>
<td>Alternative Transit</td>
<td>Stormwater Management</td>
<td></td>
</tr>
<tr>
<td>Urban Design</td>
<td>Utilities</td>
<td>Energy Efficiency</td>
<td>Streetscape</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Building Design</td>
<td>Community Connection</td>
<td>Renewal Energy</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Design Standards &amp; Streetscapes</td>
<td>Sense of Place</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Themes:**
- Gateway
- Landscape
- Open Space
- Urban Design
- Building Design
- Design Standards & Streetscapes
- Sense of Place

**Objectives:***
- Road Capacity
- Sequencing of Development
- Multi-modal Utilities
- Community Connection
- Ecology
- Resiliency
- Green Infrastructure
- Energy Efficiency
- Renewal Energy
- Pedestrian & Bike
- Transit Hub
- Alternative Transit
- Streetscape
## Design Objectives

### Town / UNCHC Themes

<table>
<thead>
<tr>
<th>PLACEMAKING</th>
<th>SUITABLE PUBLIC INFRASTRUCTURE FOR DEVELOPMENT</th>
<th>SUSTAINABLE DESIGN</th>
<th>WALKABLE DESIGN</th>
<th>ENHANCE THE NATURAL ENVIRONMENT</th>
<th>SUPPORT COMMUNITY PROSPERITY</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gateway</td>
<td>Road Capacity</td>
<td>Ecology</td>
<td>Pedestrian &amp; Bike</td>
<td>Stream Corridor</td>
<td>Employment</td>
</tr>
<tr>
<td>Landscape</td>
<td>Sequencing of Development</td>
<td>Resiliency</td>
<td>Transit Hub</td>
<td>Water Quality</td>
<td>Contributions</td>
</tr>
<tr>
<td>Open Space</td>
<td>Multi-modal</td>
<td>Green Infrastructure</td>
<td>Alternative Transit</td>
<td>Stormwater Management</td>
<td>Public Revenue</td>
</tr>
<tr>
<td>Urban Design</td>
<td>Utilities</td>
<td>Energy Efficiency</td>
<td>Streetscape</td>
<td></td>
<td>Wellness</td>
</tr>
<tr>
<td>Building Design</td>
<td>Community Connection</td>
<td>Renewable Energy</td>
<td></td>
<td></td>
<td>Potential Housing</td>
</tr>
<tr>
<td>Design Standards &amp; Streetscapes</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Sense of Place</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
NEXT STEPS
# Meeting Schedule

## Project Milestones / Key Decision Points

<table>
<thead>
<tr>
<th>Health Care System Board / SET</th>
<th>1/21</th>
<th>TBD</th>
<th>TBD</th>
<th>TBD</th>
<th>1/18</th>
<th>TBD</th>
<th>TBD</th>
<th>TBD</th>
<th>TBD</th>
<th>TBD</th>
<th>TBD</th>
<th>TBD</th>
<th>TBD</th>
<th>TBD</th>
</tr>
</thead>
<tbody>
<tr>
<td>Triangle Executive Council</td>
<td>4/3</td>
<td>TBD</td>
<td>TBD</td>
<td>TBD</td>
<td>TBD</td>
<td>TBD</td>
<td>TBD</td>
<td>TBD</td>
<td>TBD</td>
<td>TBD</td>
<td>TBD</td>
<td>TBD</td>
<td>TBD</td>
<td>TBD</td>
</tr>
<tr>
<td>Eastowne MP Working Group</td>
<td>4/8</td>
<td>TBD</td>
<td>TBD</td>
<td>TBD</td>
<td>TBD</td>
<td>TBD</td>
<td>TBD</td>
<td>TBD</td>
<td>TBD</td>
<td>TBD</td>
<td>TBD</td>
<td>TBD</td>
<td>TBD</td>
<td>TBD</td>
</tr>
<tr>
<td>Public Comment Meetings</td>
<td>1/18</td>
<td>TBD</td>
<td>TBD</td>
<td>TBD</td>
<td>TBD</td>
<td>TBD</td>
<td>TBD</td>
<td>TBD</td>
<td>TBD</td>
<td>TBD</td>
<td>TBD</td>
<td>TBD</td>
<td>TBD</td>
<td>TBD</td>
</tr>
<tr>
<td>Online Engagement / Reporting</td>
<td>TBD</td>
<td>TBD</td>
<td>TBD</td>
<td>TBD</td>
<td>TBD</td>
<td>TBD</td>
<td>TBD</td>
<td>TBD</td>
<td>TBD</td>
<td>TBD</td>
<td>TBD</td>
<td>TBD</td>
<td>TBD</td>
<td>TBD</td>
</tr>
<tr>
<td>Kickoff</td>
<td>1/16</td>
<td>TBD</td>
<td>TBD</td>
<td>TBD</td>
<td>TBD</td>
<td>TBD</td>
<td>TBD</td>
<td>TBD</td>
<td>TBD</td>
<td>TBD</td>
<td>TBD</td>
<td>TBD</td>
<td>TBD</td>
<td>TBD</td>
</tr>
<tr>
<td>Work Session</td>
<td>TBD</td>
<td>TBD</td>
<td>TBD</td>
<td>TBD</td>
<td>TBD</td>
<td>TBD</td>
<td>TBD</td>
<td>TBD</td>
<td>TBD</td>
<td>TBD</td>
<td>TBD</td>
<td>TBD</td>
<td>TBD</td>
<td>TBD</td>
</tr>
<tr>
<td>Phase 3 Complete</td>
<td>TBD</td>
<td>TBD</td>
<td>TBD</td>
<td>TBD</td>
<td>TBD</td>
<td>TBD</td>
<td>TBD</td>
<td>TBD</td>
<td>TBD</td>
<td>TBD</td>
<td>TBD</td>
<td>TBD</td>
<td>TBD</td>
<td>TBD</td>
</tr>
<tr>
<td>Final Approval</td>
<td>TBD</td>
<td>TBD</td>
<td>TBD</td>
<td>TBD</td>
<td>TBD</td>
<td>TBD</td>
<td>TBD</td>
<td>TBD</td>
<td>TBD</td>
<td>TBD</td>
<td>TBD</td>
<td>TBD</td>
<td>TBD</td>
<td>TBD</td>
</tr>
</tbody>
</table>

## Plan Phases

- **Phase 1: Visioning**
- **Phase 2: Plan Scenarios**
- **Phase 3: Plan Refinement**
- **Phase 4: Final Master Plan**
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
- Maintain trees and natural areas
- Density (5-6 stories)
- Walkability and human scale
- Mixed Use
- Promote energy efficiency / 2030 goals
- Affordable housing for employees
- Create usable public space that people can enjoy
- Minimize grading and site disturbance
- Affordable housing for employees
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)
- Integrate the community with health care
- Make Eastowne a Gateway for Chapel Hill
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 on-site affordable employee housing (UNC)
- Locate services and housing close together
- Create places for interaction between workers, patients, and residents
- Provide a walkable environment
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
- Create a new model for a hospital
- Use added height and density to preserve open space
- Make Eastowne a Gateway for Chapel Hill
- Improve public transportation and site connectivity
- Create a walkable campus or village connected by open space
- Consider a library or space to permit a library or annex.
- Designed to be a self-contained to reduce off campus trips
- Need to provide further elaboration on building heights
- Improve public transportation and enhance site connectivity with the rest of the town
Recent Progress

Stormwater Management Utility Board – April 23

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

Meet or exceed environmental standards
Recent Progress

Transportation and Connectivity Advisory Board—April 23

- Reduce the number of parking spaces at Eastowne to foster other transportation modes
- Connect Eastowne to other transit modes including longer format commuter busses
- 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)
- Provide walking and biking resources for workers including showers and convenient bike parking
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)
- Consider reducing the amount of parking on the site
- Need to repair the lack of connectivity in this area
- 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
- Consider addressing 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.

Encourage mixed use development

Address infrastructure as well as texture and urban fabric

Enable organic variability of architecture, uses, etc. by reducing individual plot sizes.

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

Consider addressing infrastructure as well as texture and urban fabric

Enable organic variability of architecture, uses, etc. by reducing individual plot sizes.

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

Consider addressing infrastructure as well as texture and urban fabric

Enable organic variability of architecture, uses, etc. by reducing individual plot sizes.
Recent Progress

Town Council Committee – May 9

- Eastowne is an opportunity to put Chapel Hill “on the map”
- Derive inspiration from Centennial Park and Mayo Clinic in Rochester
- Consider stormwater sensitivity
- Provide a comprehensive study of traffic, walking, and biking

- Focus on innovation
- Find ways to get people to stay on campus (internal capture).
- Focus on green engineering and set the bar for green, sustainable design.
- Provide payment or community benefits in lieu of the Town’s services.

- Provide a more detailed map of area with creeks and natural areas
- Consider the relationship to Patterson Place
- Coordinate with transit agencies to provide regional transit connections (ex: BRT).
- All four sides of the I-40/15-501 intersection should be considered together

- Focus on innovation

Recent Progress

Joint Advisory Board – May 16

- Storm water is an important consideration
- Design, density and height are interrelated
- Consider solutions to cross 15-501
- Overall vision should drive the principles
- Make Eastowne a destination
- Encourage alternative modes of transportation
- Make equity a major consideration
- Include a public use at Eastowne
- Include services to minimize external trips
- Consider "Forest Bathing" concept
- Focus on arrival experience for those arriving by bus
- Update Heritage Program evaluation of north parcel
- More density within Eastowne loop if north parcel was preserved

- More density within Eastowne loop if north parcel was preserved
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
Project Overview

Future Land Use Map and Comprehensive Plan

Future Land Use Map Study

2020 Comprehensive Plan
Site Analysis

Topography - Slopes

- Slope 0-5%
- Slope 5-10%
- Slope >10%