EASTOWNE MASTER PLAN
Council Committee Meeting

September 4, 2019
Agenda

Introduction
What we heard
Environmental Assessment
Shared design language and precedents
Scenarios
Next steps
## Introduction

### Master Plan Process

<table>
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<th>PHASE 1</th>
<th>PHASE 2</th>
<th>PHASE 3</th>
<th>PHASE 4</th>
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<td>Visioning</td>
<td>Plan Scenario</td>
<td>Plan Refinement</td>
<td>Final Master Plan</td>
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| - Solicit + Analyze Public Input  
  UNC  
  Public  
- Sustainability Workshop | - Review Alternative Scenarios | - Selection + Refinement of Preferred Alternative | - Prepare Final Master Plan |

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<th>APR</th>
<th>MAY</th>
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<th>JUN</th>
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7 Months

11 Months Remaining
Introduction

Master Plan Approach

Site Characteristics

Final Agreement

UNC Health Care Principles

Town Principles
WHAT WE HEARD
Alignment

Public Feedback and Town / UNCHC Principles

- 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

Placemaking

Suitable Public Infrastructure for Development

Sustainable Design

Walkable Design

Enhance the Natural Environment

Support Community Prosperity
**Master Planning**

**July 22nd Negotiation Framework From Town of Chapel Hill**

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<tr>
<th>TOWN / UNCHC GUIDING PRINCIPLES</th>
<th>DESIGN DRIVERS</th>
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<tr>
<td>1. Placemaking</td>
<td>1. Gateway</td>
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<td>2. Suitable Public Infrastructure for Development</td>
<td>2. Green Space</td>
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<td>3. Sustainable Design</td>
<td>3. Mobility and Connectivity</td>
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<td>5. Enhance the Natural Environment</td>
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<td>6. Support Community Prosperity</td>
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Recent Feedback

What we heard at our last meeting

The Town would like to understand:

- UNCHCs vision and needs
- A sense of scale and local precedents
- Environmental constraints
- Mobility – transit and parking
- Land use – MOB, housing, other
McAdams conducted an environmental assessment at Eastowne that includes the Natural Heritage site. Additionally, Michael Schafale, an ecologist from the Natural Heritage Program has prepared a report. Key findings include:

- Consists of an unusual upland natural community due to the presence of base-rich soils
- Contains a small portion of the floodplain communities
- Tangentially connected to the larger Dry Creek/Mt. Moriah Natural Area
- One of the few parts of the site with significant intact mature upland hardwood communities to complement the floodplains
Environmental Assessment

Natural Heritage Areas Map

- Consists of an unusual upland natural community due to the presence of bannock-rich soils
- Contains a small portion of the floodplain communities
- Tenuously connected to the larger Dry Creek/Mt. Morris Natural Area
- One of the few parts of the site with significant intact mature upland hardwood communities to complement the floodplain
- Tract is worthy of protection in its natural condition
Environmental Assessment

Forest Stand Age Map
Environmental Assessment

Jurisdictional Waters Map
Environmental Assessment

Existing Pond and Stream “C”

The existing farm pond and Stream “C”:

- Provide little or no stormwater benefit
- Include parking and buildings within buffer zone
- Not ADA compliant
- May require significant reconstruction since existing dam will need to be replaced in the near future
- Do not filter sediment and pollutants that are currently draining into the Dry Creek Watershed
SHARED DESIGN

LANGUAGE
Master Planning

Guiding Principles

The Town of Chapel Hill and UNCH have developed a list of six principles that will guide the development of the master plan for Eastowne. These include:

1. Placemaking
2. Public infrastructure
3. Sustainable design
4. Walkability
5. Enhance the natural environment
6. Support Community
Master Planning

Guiding Principles

Placemaking
1. Synergistic mix of uses to support a live, work, and play atmosphere
2. Human scale, pedestrian orientation
3. Richness and variety
4. Gathering spaces
5. High quality public realm (streets, sidewalks, open spaces, buildings)
Master Planning

Guiding Principles

Public Infrastructure (mobility)
1. Complete streets
2. Convenient and compact layout
3. Connect to regional bike + walking trails
4. Discreet service and loading
5. Sufficient density to support a variety of transit options
Master Planning

Guiding Principles

Sustainable Design
1. Energy efficient buildings
2. Carbon emissions impact reduction
3. Renewable energy
4. Minimize heat island effect
5. Environmentally sensitive architecture
Master Planning

Guiding Principles

Walkability
1. Small block sizes
2. Comfort and safety
3. Active ground level uses
4. Human scaled architecture
5. Proximity to a variety of uses
Master Planning

Guiding Principles

Enhance the natural environment
1. Improve stream quality
2. Use of native vegetation
3. Comply with flood plain and Jordan buffer requirements
4. Maximize tree canopies
5. Natural Heritage preservation
6. Low impact landscape design
Master Planning

Guiding Principles

Support Community Prosperity
1. Job creation for Chapel Hill
2. Affordable / workforce housing
3. Increase tax revenues
4. Accessible, beneficial open space
5. Promote health and wellness
6. National reputation for health care
7. Appropriate gateway into Chapel Hill
LOCAL DESIGN
PRECEDENTS
Master Planning

Local Design Precedents

American Tobacco
American Tobacco
American Tobacco
Durham ID
Carolina Square
Chatham Park
Durham ID
Master Planning

Local Design Precedents

Brightleaf Square, Durham

City Market, Raleigh
Metrics

Gross Total Floor Area = \frac{\text{Gross Total Site Area}}{\text{FAR}}

Index scored on walkability and proximity to amenities and services on a scale of 0-100

Index scored on how well a location is served by public transit on a scale of 0-100
Eastowne

Chapel Hill, NC

150 THOUSAND SF ON 49 ACRES (MOB1 as of 2020)

FAR  WALK SCORE  TRANSIT SCORE

0.07  37  32
Meadowmont

CHapel Hill, NC

<table>
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<tr>
<th>FAR</th>
<th>WALK SCORE</th>
<th>TRANSIT SCORE</th>
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<tr>
<td>398 THOUSAND SF ON 24 ACRES</td>
<td>0.38</td>
<td>55</td>
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</table>
Southern Village

Chapel Hill, NC

749 THOUSAND SF ON 37 ACRES (center portion of overall site)

FAR

0.47

WALK SCORE

58
Carolina Square

440 THOUSAND SF ON 6.3 ACRES

1.6 FAR

89 WALK SCORE

Chapel Hill, NC
Rockville Town Square

Rockville, MD

1.1 MILLION SF
12.5 ACRES

1.95 FAR
(3.2 if parking is included)

89 WALK SCORE
UNC Hospitals

Chapel Hill, NC

2.5 MILLION SF 17.2 ACRES

FAR 3.3 WALK SCORE 52 TRANSIT SCORE 63
Road network examples

FRANKLIN STREET, CHAPEL HILL

MEADOWMONT, CHAPEL HILL

SOUTHERN VILLAGE, CHAPEL HILL

EASTOWNE, CHAPEL HILL
Urban form examples

FRANKLIN STREET, CHAPEL HILL

MEADOWMONT, CHAPEL HILL

SOUTHERN VILLIAGE, CHAPEL HILL

EASTOWNE, CHAPEL HILL
The preliminary programming for the site anticipates a mix of land uses to create a vibrant, sustainable neighborhood. This health care driven project explores a range of densities and land uses that will influence the following:

- Meeting growth needs of UNC Health Care in Chapel Hill
- Providing positive patient experiences
- Attracting and retaining best talent to UNC Health Care and Chapel Hill
- Public and community benefits
- Jobs
- Traffic
- Tax revenue
- Public transportation
- Financial viability
Concept Scenarios

Employment Ratios

Clinic space:  1.67 emp. / 1,000 sf
Non-clinical Office:  3.3 emp. / 1,000 sf. ft.
Hotel:  1.0 emp. / 1,000 sq. ft.
Retail:  3.0 emp. / 1,000 sq. ft.

Note: Non-clinical office and retail numbers are consistent with ratios used for the Durham-Orange County TOD study. Clinical employment ratio is based on MOB1 employment projections.
## Concept Scenarios

### Preliminary Program Options

<table>
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<tr>
<th>USE</th>
<th>OPTION 1</th>
<th>OPTION 2</th>
<th>OPTION 3</th>
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<tr>
<td>Clinical + Research</td>
<td>750,000 gsf</td>
<td>850,000 gsf</td>
<td>950,000 gsf</td>
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<tr>
<td>Other Office (Administrative)</td>
<td>680,000 gsf</td>
<td>710,000 gsf</td>
<td>790,000 gsf</td>
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<tr>
<td>Residential</td>
<td>200,000 gsf</td>
<td>500,000 gsf</td>
<td>800,000 gsf</td>
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<tr>
<td>Retail</td>
<td>50,000 gsf</td>
<td>70,000 gsf</td>
<td>90,000 gsf</td>
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<tr>
<td>Hotel</td>
<td>120,000 gsf</td>
<td>170,000 gsf</td>
<td>170,000 gsf</td>
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<tr>
<td><strong>TOTAL AREA</strong></td>
<td><strong>1,800,000 gsf</strong></td>
<td><strong>2,300,000 gsf</strong></td>
<td><strong>2,800,000 gsf</strong></td>
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<td>Gross Floor Area Ratio (GFAR)</td>
<td>.83</td>
<td>1.06</td>
<td>1.28</td>
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<td>Parking Required</td>
<td>4,790 spaces</td>
<td>5,790 spaces</td>
<td>6,890 spaces</td>
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<tr>
<td>Parking Type</td>
<td>Surface &amp; Structured</td>
<td>Structured</td>
<td>Structured</td>
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<tr>
<td>Public Transportation</td>
<td>Supports BRT</td>
<td>Supports BRT</td>
<td>Supports BRT + more</td>
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<tr>
<td>Jobs in Chapel Hill</td>
<td>3,767 Jobs</td>
<td>4,143 Jobs</td>
<td>4,634 Jobs</td>
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</tbody>
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*Note: Program options above are based on 15-20+ year build-out*
Concept Scenarios

Scenario A

- Maintains existing pond
- Maintains Jordan buffer
- Maintains RCD for all streams
- Allows stormwater devices in outer 100’ of RCD
- 100’ setback along I-40
- Three separate districts

Buildable Area - 31.58 acres
Open Space - 18.86 acres (37%)
Total Site Area - 50.44 acres
Concept Scenarios

Scenario B

- Replaces pond with restored stream
- Maintains Jordan buffer
- Allows stormwater devices in outer 100’ of RCD
- 50’ setback along I-40
- Two separate districts

Buildable Area - 33.09 acres
Open Space - 17.35 acres (34%)
Total Site Area - 50.44 acres
**Concept Scenarios**

**Scenario C**

- Replaces pond with restored stream
- Maintains Jordan buffer
- Allows stormwater devices in outer 100’ of RCD
- 50’ setback along I-40
- One unified district

**Buildable Area** - 41.14 acres

**Open Space** - 9.30 acres (18%)

**Total Site Area** - 50.44 acres
Concept Scenarios

Scenario Options

Scenario A
- Buildable Area: 31.58 acres
- Open Space: 18.86 acres (37%)
- Total Site Area: 50.44 acres

Scenario B
- Buildable Area: 33.09 acres
- Open Space: 17.35 acres (34%)
- Total Site Area: 50.44 acres

Scenario C
- Buildable Area: 41.14 acres
- Open Space: 9.30 acres (18%)
- Total Site Area: 50.44 acres
NEXT STEPS
Next Steps

• Seek additional input on initial program and site plan options
• Conduct additional environmental analysis, including Natural Heritage Area updates
• Initiate Transportation Impact Assessment
• Conduct initial market analysis to refine land use mix

• Upcoming meetings:
  » September 16 – Council Committee Meeting
  » September 25 – Town Council Meeting
## 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 BOARD</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>Expand Trail &amp; Greenway System</td>
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<td>Minimize grading / site disturbance</td>
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<td>Enhance Stormwater</td>
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<td>Provide Biking trails and amenities</td>
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<td>Create more than a medical complex</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>Design, density, &amp; height are interrelated</td>
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<td>Make equity a major consideration</td>
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**NOTE:** Items in **bold** were referenced during three or more public meetings.
Environmental Assessment

Jurisdictional Waters, Wetlands and Riparian Buffers

FIGURE 9 - JURISDICTIONAL WATERS, WETLANDS AND RIPARIAN BUFFERS MAP
Introduction

Transportation