Agenda

Introduction
What we heard
Shared design language
Scenarios
Next steps
INTRODUCTION
# Introduction

## Master Plan Process

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

- Solicit + Analyze Public Input
  - UNC
  - Public
- Sustainability Workshop

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<tr>
<th>JAN</th>
<th>FEB</th>
<th>MAR</th>
<th>APR</th>
<th>MAY</th>
<th>JUN</th>
<th>JUL</th>
<th>AUG</th>
<th>SEP</th>
<th>OCT</th>
<th>NOV</th>
<th>DEC</th>
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<th>MAR</th>
<th>APR</th>
<th>MAY</th>
<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
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)
- Town Council (6/19)
- Community Design Commission (6/25)
- Stormwater Management Utility Advisory Board (6/25)
- Transportation and Connectivity Advisory Board (6/25)
## Alignment

### Public Feedback and Town / UNCHC Principles

<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>
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<tbody>
<tr>
<td>Make Eastowne a Gateway</td>
<td>Encourage more Density</td>
<td>Encourage more Height</td>
<td>Provide Affordable Housing</td>
<td>Support Alternative Transportation</td>
<td>Promote Mixed Use</td>
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<td>Enhance Stormwater</td>
<td>Improve Connectivity</td>
<td>Utilize Sustainable Strategies</td>
<td>Foster Innovation</td>
<td>Enhance Walkability</td>
<td>Provide Amenities</td>
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<tr>
<td>Enhance Walkability</td>
<td>Maintain trees and natural areas</td>
<td>Encourage Compact Development</td>
<td>Create more than a medical complex</td>
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# Master Planning

## July 22\textsuperscript{nd} Negotiation Framework From Town of Chapel Hill

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<thead>
<tr>
<th>TOWN / UNCHC GUIDING PRINCIPLES</th>
<th>DESIGN DRIVERS</th>
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<tbody>
<tr>
<td>1. Placemaking</td>
<td>1. Gateway</td>
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<tr>
<td>2. Suitable Public Infrastructure for Development</td>
<td>2. Green Space</td>
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<tr>
<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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## Master Planning

### Recent Council Committee Questions and Feedback

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<thead>
<tr>
<th>RECENT TOWN COUNCIL QUESTIONS</th>
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<tr>
<td>1. Seems very dense</td>
<td>10. How much affordable housing?</td>
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<tr>
<td>2. Would like to see more context</td>
<td>11. Future BRT on Eastowne Drive? Other locations?</td>
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<tr>
<td>3. Difficult to understand what the schemes would look and feel like / provide examples</td>
<td>12. Need to understand south side of 15-501 for buffers</td>
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<td>4. Include parking numbers (spaces/SF)</td>
<td>13. Need additional information on north 20 acres</td>
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<td>5. Do the scenarios include MOB1 and deck?</td>
<td>14. Interested in preserving highest quality forest areas</td>
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<td>6. How will the shuttle to UNC main campus work?</td>
<td>15. Concerned about public perception of pond removal</td>
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<td>7. Will traffic be external or internal to the site?</td>
<td>16. Can we keep pond and restore original stream?</td>
</tr>
<tr>
<td>8. How will the options affect traffic in Town (trips to UNC campus may be distributed)</td>
<td>17. Expectations for level of Town services?</td>
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<tr>
<td>9. What is the thinking behind the hotel?</td>
<td>18. How many additional health care employees expected?</td>
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### Master Planning

**Recent Council Committee Questions and Feedback**

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<thead>
<tr>
<th>RECENT TOWN COUNCIL QUESTIONS</th>
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<tr>
<td>19. Would like to understand UNCHC’s vision and needs</td>
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<td>20. Would like to understand rationale behind numbers</td>
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<td>21. Seems like a lot of square footage</td>
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<td>22. Need to see more analysis (environmental, traffic)</td>
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<td>23. Interested in site coverage, footprints and building distribution</td>
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<td>24. Would like to see 3D models and graphics</td>
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<td>25. Need a sense of scale</td>
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<tr>
<td>26. Interested in preservation of highest quality areas in Natural Heritage Site</td>
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<tr>
<td>27. Concerned about the development of an area that is an important linkage / corridor for wildlife</td>
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<td>28. Number of parking spaces seems high</td>
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<td>29. Interested in both affordable and workforce housing</td>
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</table>
SHARED DESIGN LANGUAGE
Master Planning

Guiding Principles

Placemaking
1. Synergistic mix of uses (live, work, play)
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. Compact layout
3. Connect to regional bike + walking trails
4. Convenient and ample parking
5. Discreet service and loading
6. Sufficient density to support transit
Master Planning

Guiding Principles

Sustainable Design
1. Resource conservation, locally sourced materials
2. Energy efficiency
3. Carbon emissions reduction
4. Green power
5. Natural daylighting of interior spaces
6. Minimal heat islands
7. Environmentally sensitive architecture
Master Planning

Guiding Principles

Walkability
1. Small blocks
2. Comfort and safety
3. Active ground level uses
4. Human scaled architecture
Master Planning

Guiding Principles

Enhance the natural environment

1. Enhanced stream water quality
2. Use of native vegetation
3. Comply with Jordan buffer requirements
4. Comply with flood plain requirements
5. Ample tree canopy
6. Natural Heritage preservation
7. Low impact design of landscapes
Master Planning

Guiding Principles

Support Community Prosperity
1. Job creation for Chapel Hill
2. Affordable / workforce housing
3. Increased tax revenues
4. Accessible, beneficial open space
5. Increased health and wellness
6. More robust health and cycling systems
7. National reputation for health care quality
8. Appropriate gateway into Chapel Hill
Environmental Assessment

Natural Heritage Area

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

<table>
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<tr>
<th>Legend</th>
<th>Description</th>
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<tr>
<td>Stream</td>
<td>Water bodies</td>
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<tr>
<td>Project area</td>
<td>Floodplains</td>
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<tr>
<td>Chapel Hill jurisdictional limits</td>
<td>County boundary</td>
</tr>
<tr>
<td>Major roads</td>
<td>NHP Natural Areas</td>
</tr>
<tr>
<td>NHP Managed Areas</td>
<td>Top Rating</td>
</tr>
<tr>
<td>Exceptional</td>
<td>Very High</td>
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<tr>
<td>High</td>
<td>Moderate</td>
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<tr>
<td>General</td>
<td>Owner type</td>
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<td>Federal</td>
<td>Local Government</td>
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<tr>
<td>Private</td>
<td>State</td>
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</table>

- Consists of an unusual upland natural community due to the presence of baux-rich soils.
- Contains a small portion of the floodplain communities.
- Tangentially connected to the larger Dry Creek/MT. Moriah Natural Areas.
- One of the few parts of the site with significant intact mature upland hardwood communities to complement the floodplains.
- Tract is worthy of protection in its natural condition.

**FIGURE 5 - NATURAL HERITAGE AREAS MAP**
Environmental Assessment

Forest Stand Age Map

FIGURE 7 - FOREST STAND AGE MAP
Environmental Assessment

Jurisdictional waters map
Environmental Assessment

Jurisdictional Waters, Wetlands and Riparian Buffers
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 and outcomes
- Attracting and retaining best talent to UNC Health Care and Chapel Hill
- Public benefits
- Traffic
- Tax revenue
- Public transportation
- Financial viability
# Concept Scenarios

## Preliminary Program Options

<table>
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<tr>
<th>USE</th>
<th>OPTION 1</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>Floor Area Ratio (FAR)</td>
<td>.83 FAR</td>
<td>1.06 FAR</td>
<td>1.28 FAR</td>
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<tr>
<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 Created</td>
<td>3,767 Jobs</td>
<td>4,143 Jobs</td>
<td>4,634 Jobs</td>
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</table>
Concept Scenarios

Scenario A

- Maintains existing pond
- Maintains Jordan buffer
- Maintains RCD for all streams
- Allows stormwater devices in outer 100’ of RCD
- 30’ setback along 15-501
- 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
- 15’ setback along 15-501
- 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
- 15’ setback along 15-501
- 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:
  » August 20 – TRT Meeting
  » September 3 – Joint Advisory Board Meeting
  » September 3 – Community Open House Meeting
  » September 16 – Council Committee Meeting
  » September 25 – Town Council Meeting
Concept Scenarios

Trail Connections

UNIVERSITY OF NORTH CAROLINA AT CHAPEL HILL
HEALTH CARE SYSTEM

CHAPEL HILL GREENWAYS

CHAPEL HILL BIKE PLAN
Concept Scenarios

Existing Regional Bus Network
Concept Scenarios

Existing Regional Bus Network

KEY
- D BUS ROUTE
- CL BUS ROUTE
- 400/405
- CURRENT WALKING TRAILS + SIDEWALKS
- PROPOSED WALKING TRAILS + SIDEWALKS
- BIKE LANES
Concept Scenarios

Chapel Hill Mobility Plan 2017
Transportation

Potential BRT corridor

East-West BRT option with links to:

- UNC Main Campus
- Raleigh
- Duke
- North-South BRT corridor
Transportation

Potential BRT corridor

East-West BRT option with links to:

- UNC Main Campus
- Raleigh
- Duke
- North-South BRT corridor
Transportation

Potential BRT corridor

East-West BRT option with links to:

- UNC Main Campus
- Raleigh
- Duke
- North-South BRT corridor
Site Analysis

Existing OWASA System
DENSITY COMPARISON
Project List

1. Eastowne, Chapel Hill
2. Meadowmont, Chapel Hill
3. Southern Village, Chapel Hill
4. Santana Row, San Jose, CA
5. Carolina Square, Franklin Street, Chapel Hill
6. South Campus Gateway, Ohio State University
7. Rockville Town Square, Rockville, MD
8. University Park, MIT
9. USC Village, Los Angeles, CA
Eastowne

THOUSAND SF ON 49 ACRES (MOB1 as of 2020)

FAR

WALK SCORE

TRANSIT SCORE

150

0.07

37

32

Chapel Hill, NC
Meadowmont

Chapel Hill, NC

398 THOUSAND SF ON 24 ACRES

FAR: 0.38
WALK SCORE: 55
TRANSIT SCORE: 44
Southern Village

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

0.47 FAR

58 WALK SCORE

Chapel Hill, NC
Santana Row

San Jose, CA

- 2.1 MILLIONS SF ON 42 ACRES
- FAR: 1.15
- WALK SCORE: 85
- TRANSIT SCORE: 48
Carolina Square

440 THOUSAND SF ON 6.3 ACRES

1.6

89

Chapel Hill, NC
South Campus Gateway

600 THOUSAND SF ON 8 ACRES

1.6

(2.8 if parking is included)

91

Columbus, OH
Rockville Town Square

1.1 MILLION SF
12.5 ACRES

1.95
(3.2 if parking is included)

89

Rockville, MD
University Park

Cambridge, MA

2.3 MILLION SF ON 27 ACRES

FAR

2.0

WALK SCORE

94
USC Village

Los Angeles, CA

1.2 MILLION SF ON 15 ACRES

FAR

WALK SCORE

TRANSIT SCORE

1.83

89

75
# 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>
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<td>Provide Affordable Housing</td>
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<td>Support Alternative Transportation</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>Maintain trees and natural areas</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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<td>Design, density, &amp; height are interrelated</td>
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<td>Make equity a major consideration</td>
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<td>Encourage public use (ex. library)</td>
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**NOTE:** Items in **bold** were referenced during three or more public meetings.
Introduction

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
Introduction

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
Introduction

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