EASTOWNE MASTER PLAN
Joint Advisory Board

September 3, 2019
Agenda

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

| JAN | FEB | MAR | APR | MAY | JUN | JUL | AUG | SEP | OCT | NOV | DEC | JAN | FEB | MAR | APR | MAY | JUN | JUL | AUG | SEP | OCT | NOV | DEC | JAN | FEB | MAR | APR | MAY | JUN |
|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| 7 Months | 11 Months Remaining |
Introduction

Master Plan Approach

Site Characteristics

Final Agreement

UNC Health Care Principles

Town Principles

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UNC HEALTH CARE SYSTEM
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)
- Council Committee (8/16)
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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<thead>
<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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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

- Consists of an unusual upland natural community due to the presence of bauxite-rich soils
- Contains a small portion of the floodplain communities
- Temporarily connected to the larger Dry Creek/West Morris Natural Area
- 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
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
Metrics

**Gross Floor Area Ratio**

\[
\frac{\text{Gross Total Floor Area}}{\text{Gross Total Site Area}} = \text{Gross Floor Area Ratio}
\]

- **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

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

FAR 0.07  WALK SCORE 37  TRANSIT SCORE 32

Chapel Hill, NC
Meadowmont

398 THOUSAND SF ON 24 ACRES
0.38 FAR
55 WALK SCORE
44 TRANSIT SCORE
Southern Village

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

0.47
FAR

58
WALK SCORE

Chapel Hill, NC
Carolina Square

Chapel Hill, NC

440 THOUSAND SF ON 6.3 ACRES

1.6 FAR

89 WALK SCORE
UNC Hospitals

Chapel Hill, NC

2.5 MILLION SF
17.2 ACRES

3.3

FAR

WALK SCORE

63

TRANSIT SCORE

30
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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<tbody>
<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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<td>Parking Type</td>
<td>Surface &amp; Structured</td>
<td>Structured</td>
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<td>Public Transportation</td>
<td>Supports BRT</td>
<td>Supports BRT</td>
<td>Supports BRT + more</td>
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<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

• 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 4 – Council Committee Meeting
  » September 16 – Council Committee Meeting
  » September 25 – Town Council Meeting
# Recent Progress

## Public Feedback Summary

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<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 BOARD</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>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>Enhance Walkability</td>
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<td>Provide Amenities</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>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.
Environmental Assessment

Jurisdictional Waters, Wetlands and Riparian Buffers

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

Transportation