

**EASTOWNE  
MASTER PLAN  
PROJECT OVERVIEW**



*January 16, 2019*

# AGENDA

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- 1 Project Team**
- 2 Overview**
- 3 Collaborative Planning Process**
- 4 Proposed Review Process and Schedule**
- 5 Next Steps**

# PROJECT TEAM

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## TOWN REVIEW TEAM

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### **Town of Chapel Hill**

Town Council

Planning Commission

Community Design Commission

Transportation and Connectivity  
Advisory Board

Housing Advisory Board

Environmental Stewardship  
Advisory Board

Town Staff

## MASTER PLANNING TEAM

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### **UNC Health Care**

#### **Master Planner**

Elkus Manfredi Architects

#### **Project Manager**

DCI

#### **Civil Engineer / Environmental**

McAdams

#### **Traffic Consultant**

Ramey Kemp

# OVERVIEW

## Location Map

### Eastowne Site 48 Acres



# OVERVIEW

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## Short Term Needs

### Medical Office Building 1 (MOB 1)

- 150,000 SF
- SUP approved in Fall 2018
- Estimated Completion Date : 2020



# OVERVIEW

Long Term Expectations

Initiate Master Plan Process

Future Medical Facility Building

Remaining and Future Eastowne Buildings



# COLLABORATIVE PLANNING PROCESS

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UNC Health Care



# COLLABORATIVE PLANNING PROCESS

Town Council, Town Advisory Boards, General Public, and Stakeholders



# COLLABORATIVE PLANNING PROCESS

## Physical Constraints



Existing wetlands and stormwater features



Existing roadway and intersection capacity



Expand existing utility capacity



Existing buildings

# PROPOSED REVIEW PROCESS AND SCHEDULE

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## Master Plan Process Options Discussed with Town

### Options

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- Special Use Permit
- Development Agreement
- Conditional Zoning
- Master Land Use Plan



# PROPOSED REVIEW PROCESS AND SCHEDULE

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## Advantages to Proposed Process

### Development Agreement

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- Well suited for larger projects that require significant infrastructure
- Allows a more holistic approach with better public input
- Council has more flexibility in negotiation process
- Opportunity to establish a long vested right
- Allows a more efficient process for building approval once agreement is in place

# PROPOSED REVIEW PROCESS AND SCHEDULE

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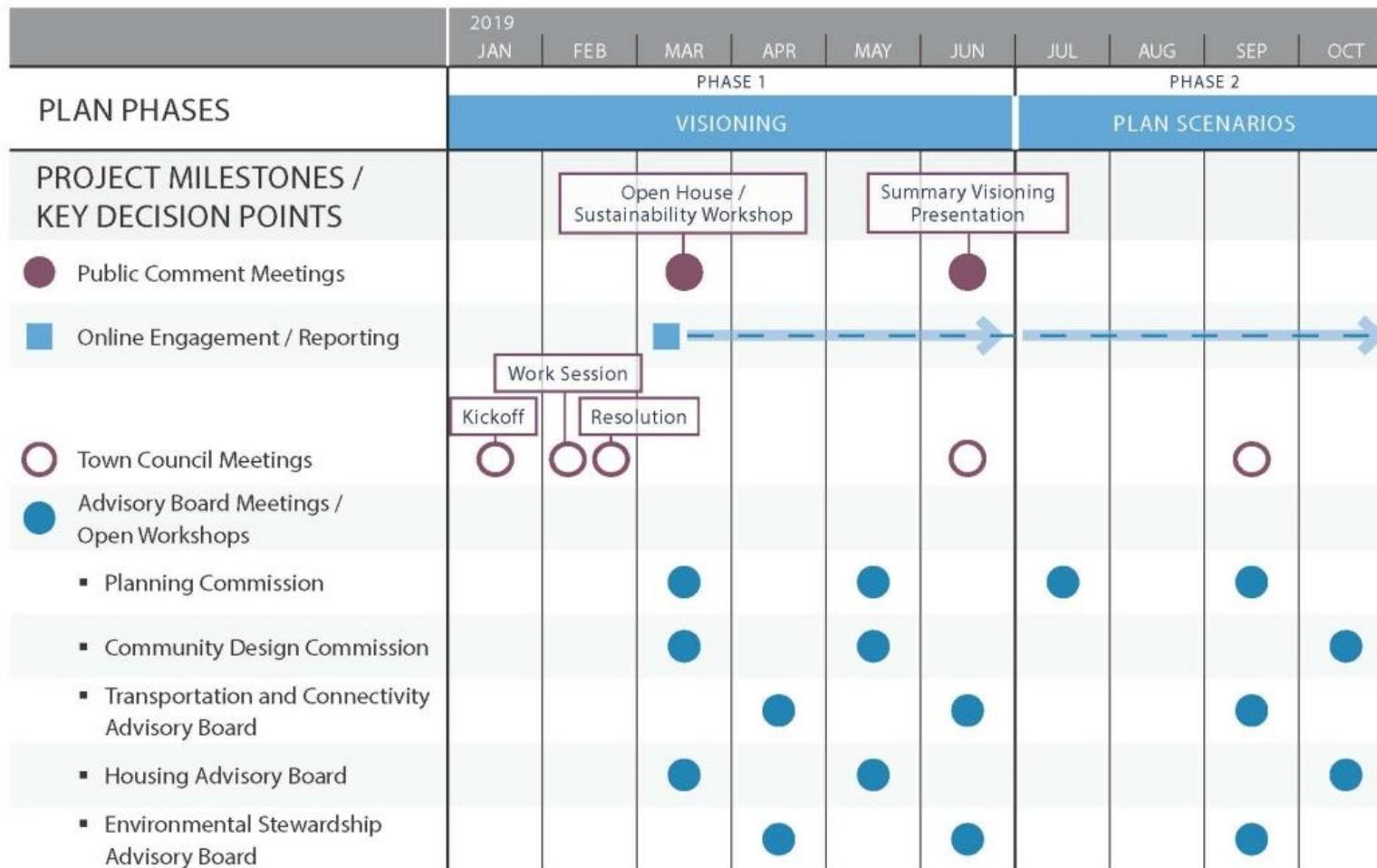
## Methodology for Proposed Process

### Development Agreement



# PROPOSED REVIEW PROCESS AND SCHEDULE

## Proposed Draft Schedule – Phase 1 + 2



Note: This schedule illustrates a potential public process over a proposed 18-month schedule and is subject to change. The total number of meetings and specific dates may vary based on coordination between UNCHC and the Town of Chapel Hill.

# PROPOSED REVIEW PROCESS AND SCHEDULE

## Proposed Draft Schedule – Phase 3 + 4



Note: This schedule illustrates a potential public process over a proposed 18-month schedule and is subject to change. The total number of meetings and specific dates may vary based on coordination between UNCHC and the Town of Chapel Hill.

## NEXT STEPS

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- Town Council Work Session on 2/6/19
- Potential Town Council Resolution for Eastowne Master Plan Process and Schedule on 2/20/19
- UNCH will begin public meetings starting with Planning Commission on 3/5/19
- UNCH will begin to initiate public outreach, including a new Eastowne Master Plan website that will be linked to town website

**EASTOWNE  
MASTER PLAN  
PROJECT OVERVIEW**



*January 16, 2019*

# APPENDIX

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# MASTER PLANNING PROCESS OPTIONS

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## Pros and Cons – Master Plan Process Options

### Special Use Permit

#### *Pro*

- Clear process (applicant must meet four clearly defined findings)
- UNCHC has been through this process and is familiar with it

#### *Con*

- Limitations to negotiation
- Process generally utilized for smaller projects
- May require lengthy approval process for every building
- Does not provide a long vested right (less certainty)

### Development Agreement

#### *Pro*

- Well suited for larger projects that require significant infrastructure
- Allows a more holistic approach with better public input
- Council has more flexibility in negotiation process
- Opportunity to establish a long vested right
- Allows a more efficient process for building approval once agreement is in place

#### *Con*

- Requires more significant upfront design and planning
- May offer less design flexibility
- Requires drafting a legal document

# MASTER PLANNING PROCESS OPTIONS

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## Pros and Cons – Master Plan Process Options

### Conditional Zoning

#### *Pro*

- Council is less restricted in negotiation process
- More flexible than a SUP

#### *Con*

- Must be consistent with Land Use Plan
- Need to determine how to distinguish between major and minor changes
- Does not provide a long vested right (less certainty)
- May be affected by changes in political leadership

### Master Land Use Plan

#### *Pro*

- Less intensive upfront planning and design effort
- Only need to define land uses and circulation patterns

#### *Con*

- Also requires SUP
- Does not provide a long vested right (less certainty)
- May be affected by changes in political leadership

# PROPOSED REVIEW PROCESS AND SCHEDULE

## Master Plan Process Overview

