



Update on Eastowne Development Agreement Proposal



June 19, 2019

PRESENTATION PURPOSE

- 1) Conclusion of Visioning Phase**
- 2) Update on Negotiating Framework**
- 3) Update on Schedule**

EASTOWNE MASTER PLAN

Town Council Meeting



June 19, 2019

Agenda

Introduction

Project Overview

Recent Progress

Site Analysis

Visioning Phase Summary

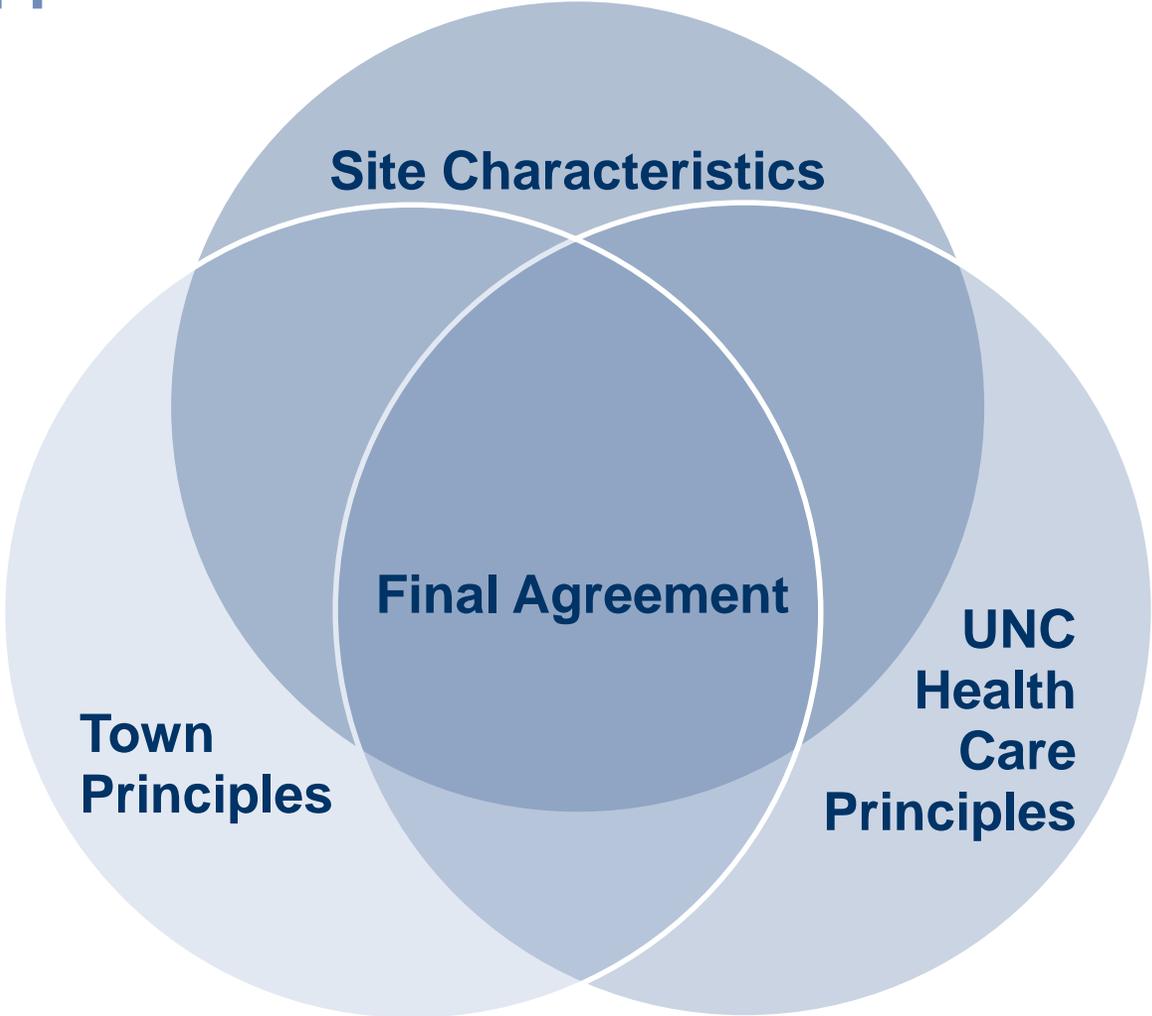
Next Steps



INTRODUCTION

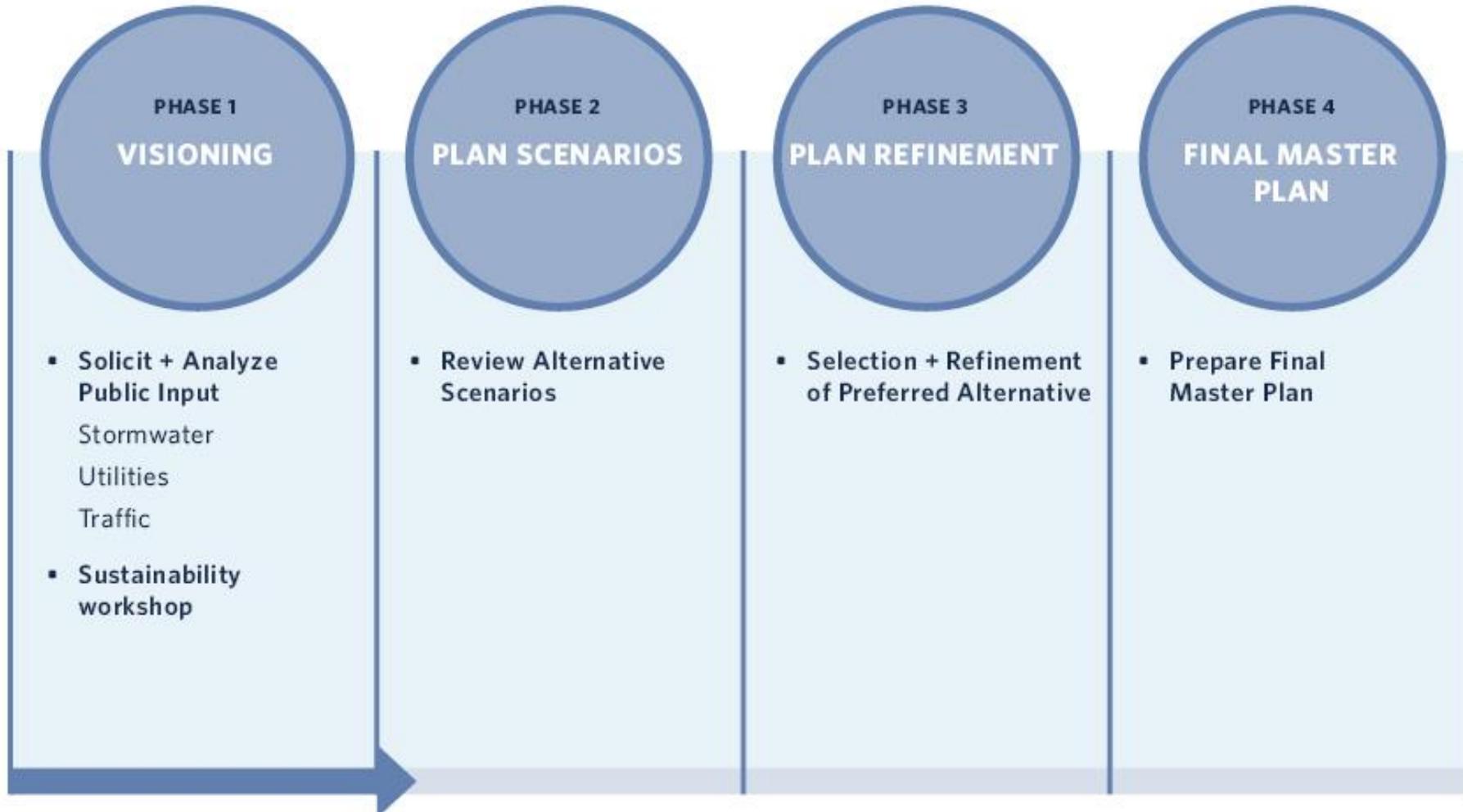
Introduction

Master Plan Approach



Introduction

Master Plan Process



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

Project Overview

UNC HC Mission and Values

Why did UNCHC choose to invest in Eastowne?

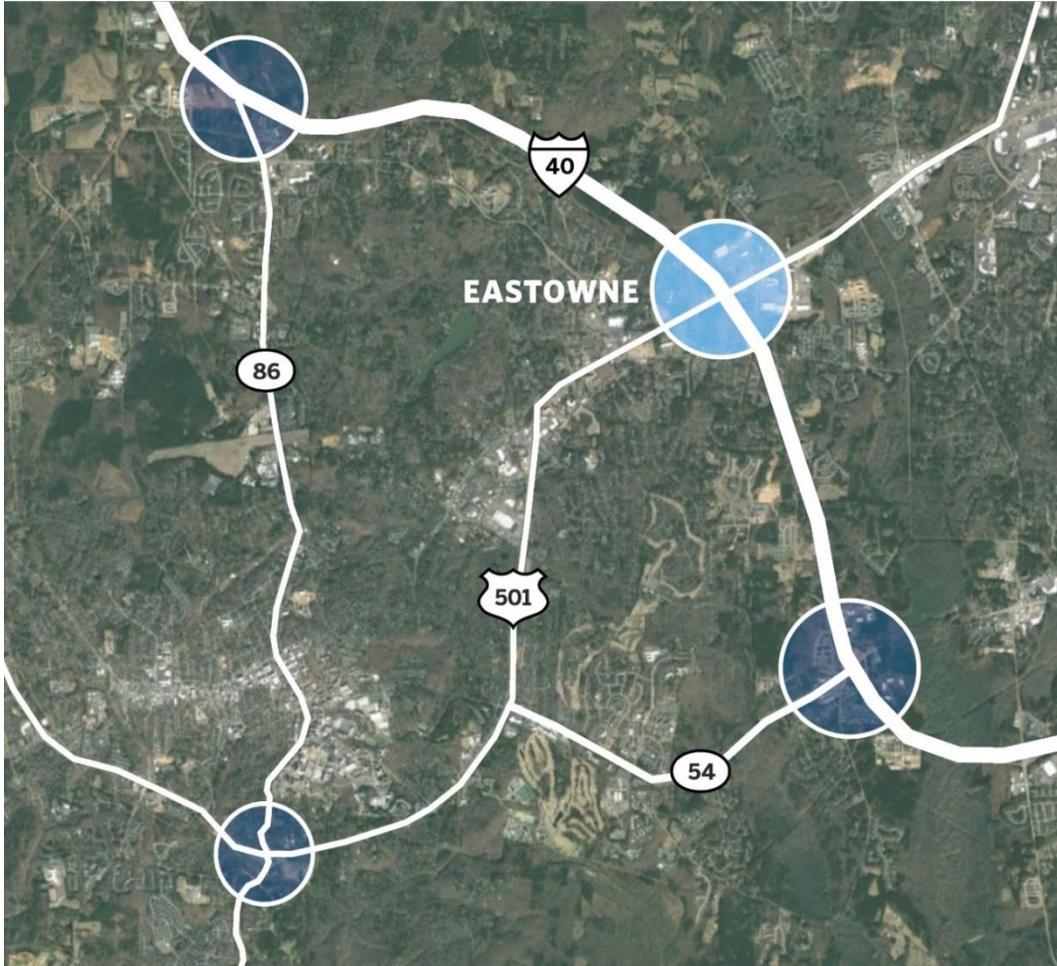
- UNC Hospitals main campus at capacity
- Clinics unable to meet patient demands and provide timely services
- Need more space to provide services to local and statewide population

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 PROCESS

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

PUBLIC FEEDBACK MATRIX COMMENT	PUBLIC WORKSHOP OPEN HOUSE	PLANNING COMMISSION	COMMUNITY DESIGN COMMISSION	TRANSPORTATION & CONNECTIVITY BOARD	ENVIRONMENTAL STEWARDSHIP ADVISORY	HOUSING ADVISORY BOARD	STORMWATER MANAGEMENT AND UTILITY	TOWN COUNCIL COMMITTEE	JOINT ADVISORY BOARD
Make Eastowne a Gateway									
Encourage more Height									
Encourage more Density									
Provide Affordable Housing									
Support Alternative Transportation									
Promote Mixed Use									
Expand Trail & Greenway System									
Create Gathering Spaces									
Minimize grading / site disturbance									
Enhance Stormwater									
Improve Connectivity									
Utilize Sustainable Strategies									
Foster Innovation									
Enhance Walkability									
Provide Amenities									
Provide Biking trails and amenities									
Maintain trees and natural areas									
Encourage Compact development									
Promote Energy Efficiency / 2030									
Provide Infrastructure improvements									
Minimize # of parking spaces									
Create more than a medical complex									
Exceed environmental standards									
Benchmark examples like Centennial									
Create linkage to surrounding parcels									
Promote internal capture									
Design, density, & height are interrelated									
Make equity a major consideration									
Encourage public use (ex: library)									

Alignment

Public Feedback and Town / UNCHC 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

Placemaking

Suitable Public Infrastructure for Development

Sustainable Design

Walkable Design

Enhance the Natural Environment

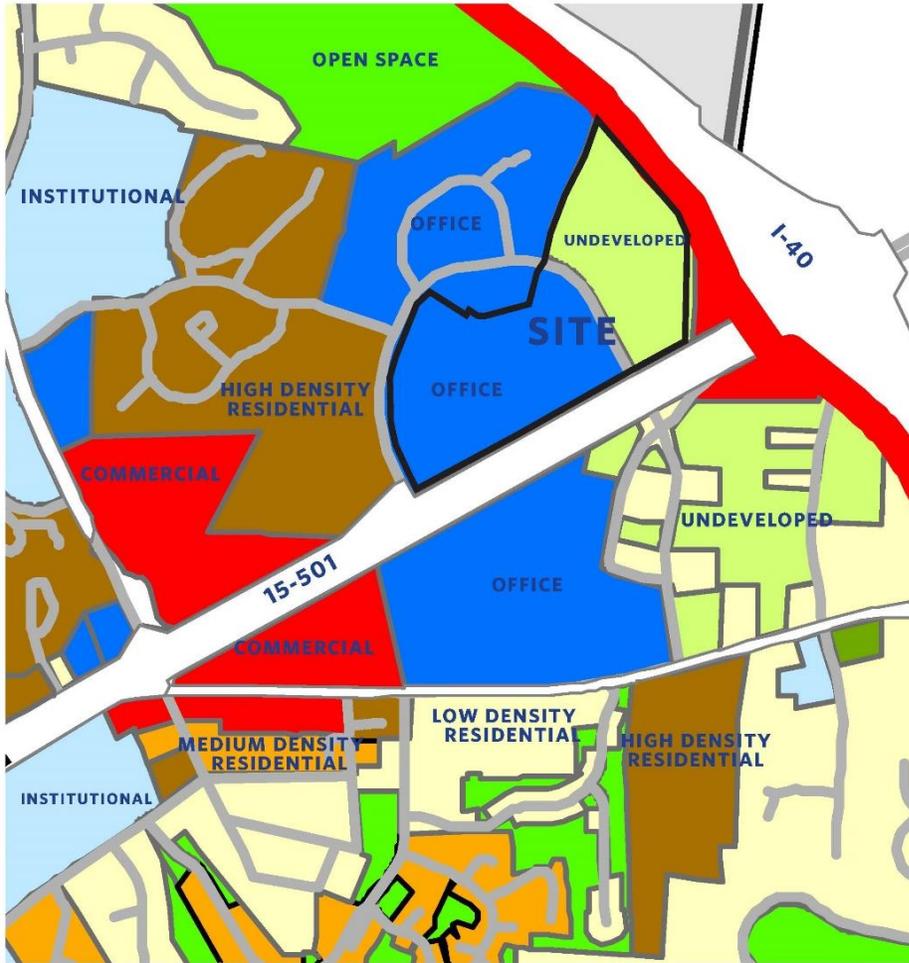
Support Community Prosperity



SITE ANALYSIS

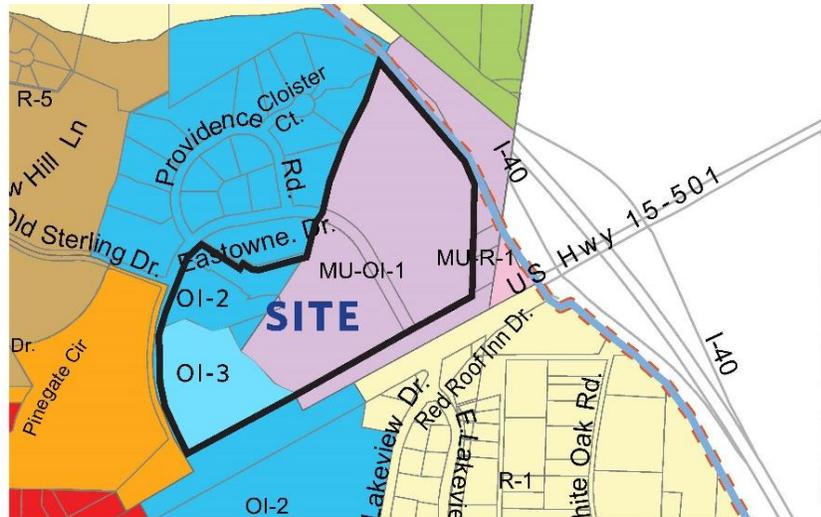
Site Analysis

Existing Land Use



Site Analysis

Existing Zoning

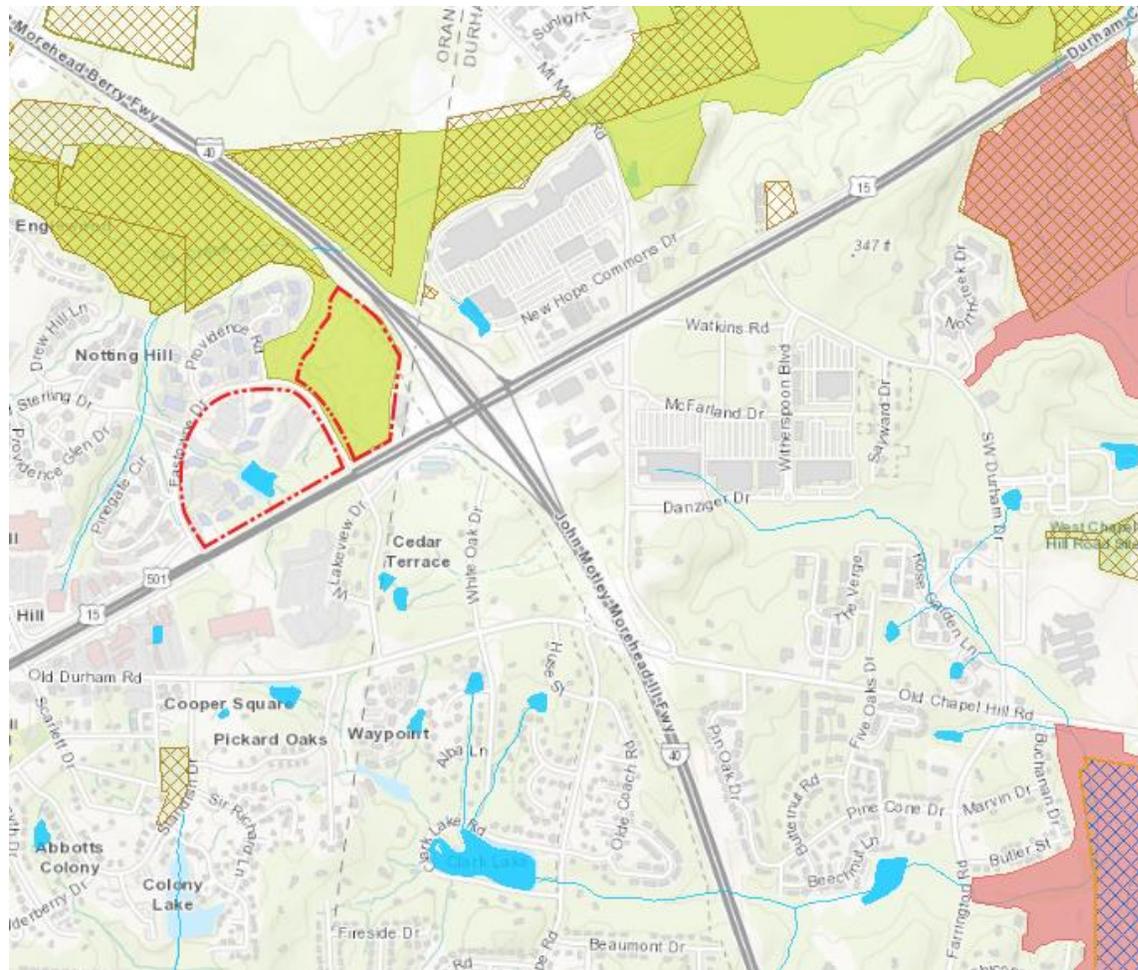


ZONING DATA

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

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

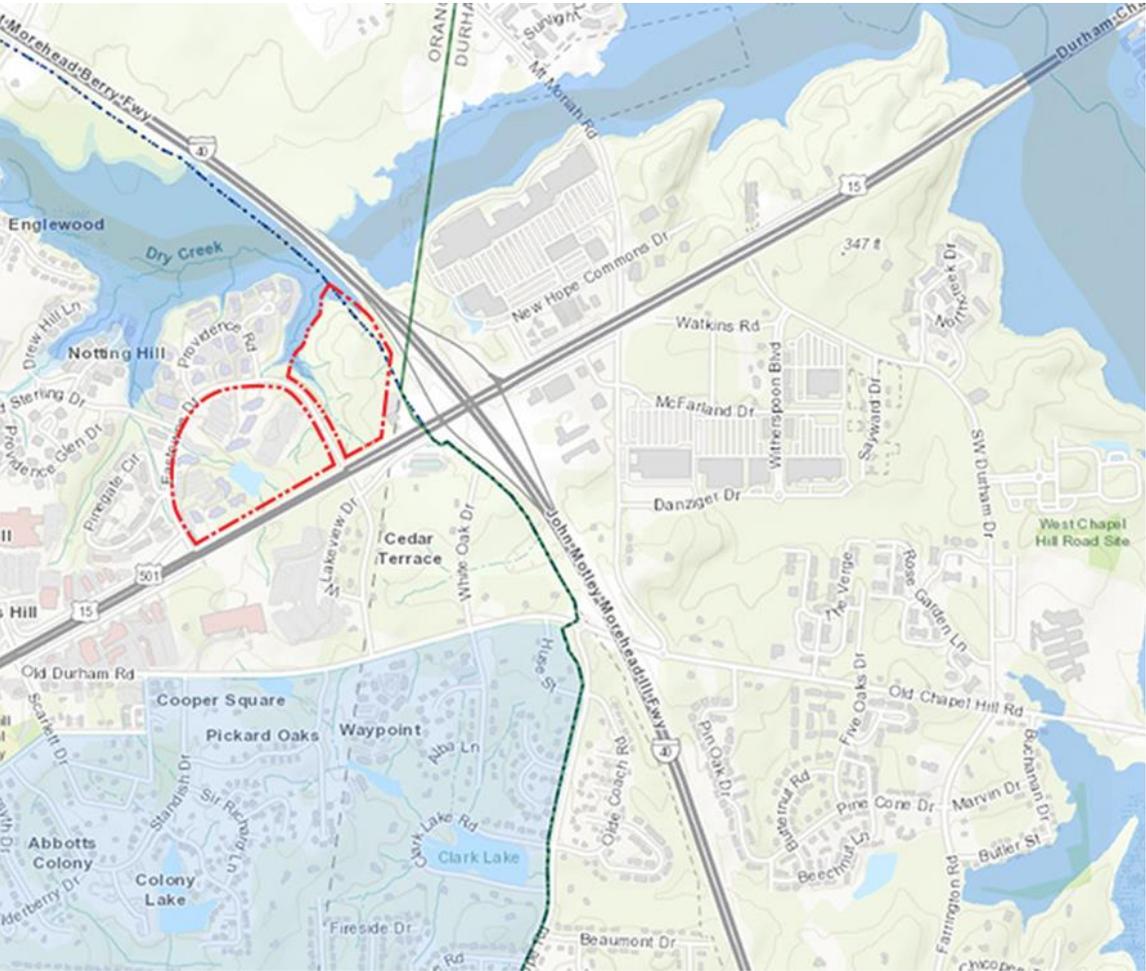
Managed Areas

- Local Government Ownership
- Federal Ownership

Source: North Carolina Natural Heritage Data Explorer Site

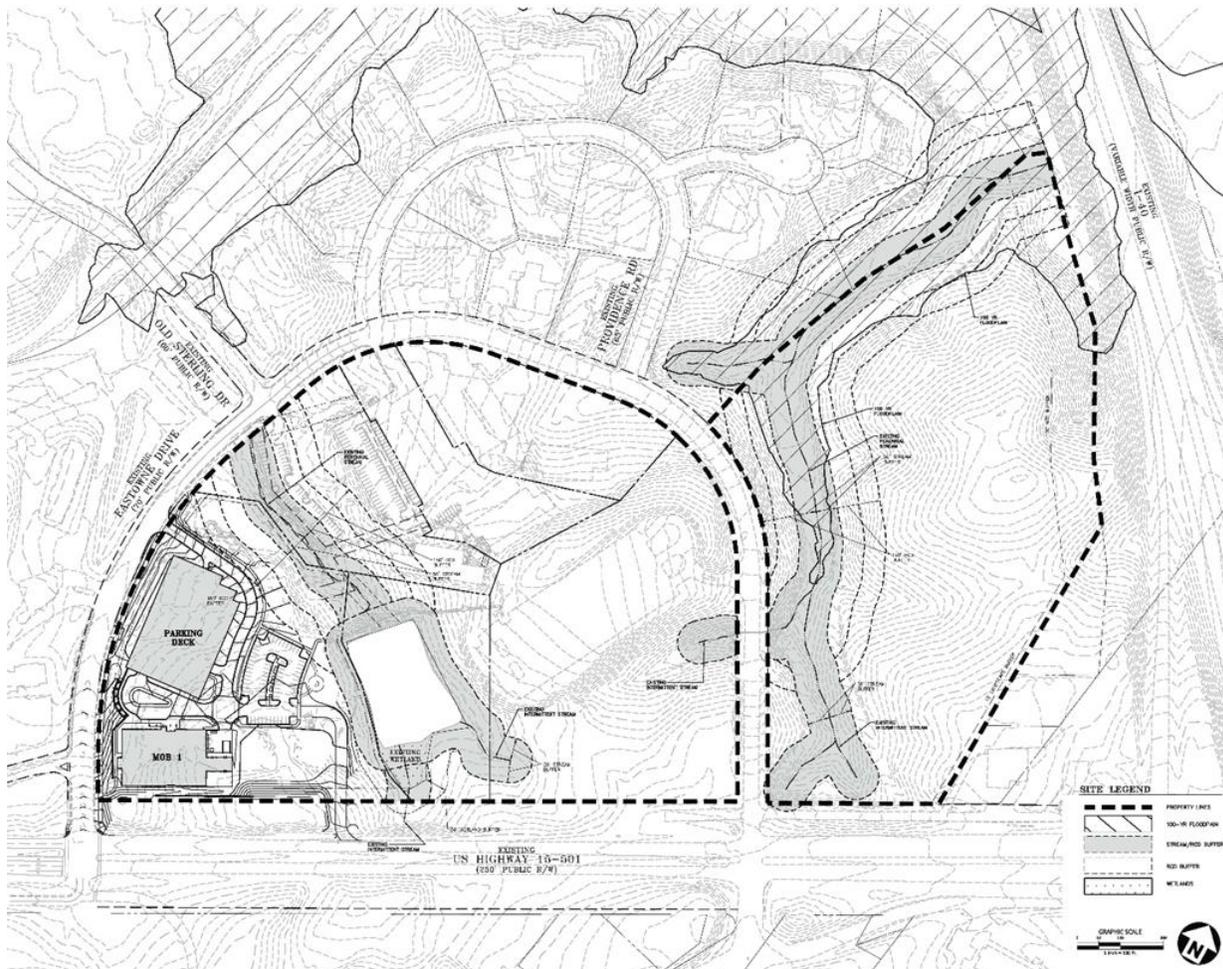
Site Analysis

Open Street Map with Dry Creek Watershed



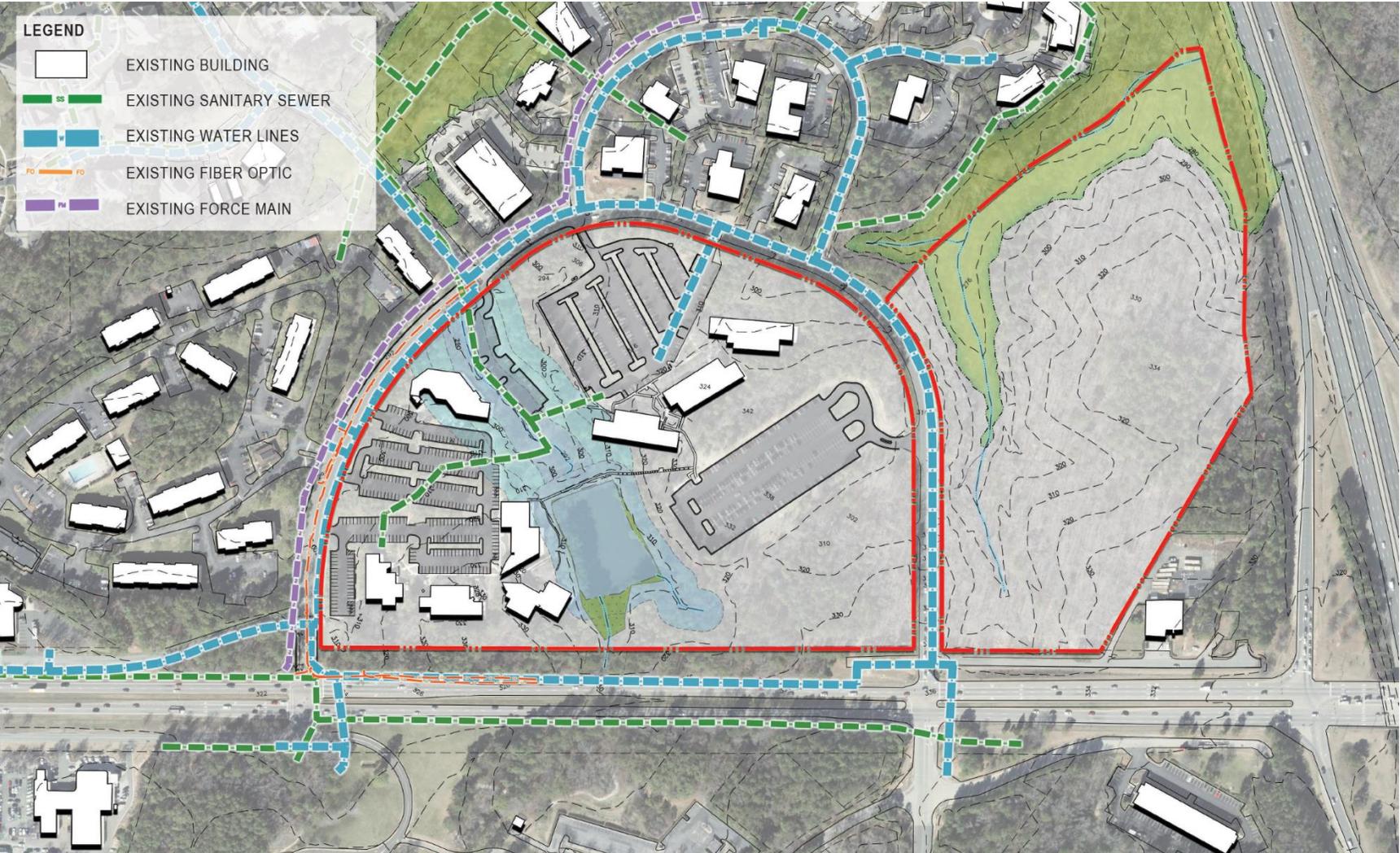
Site Analysis

Constraints Map



Site Analysis

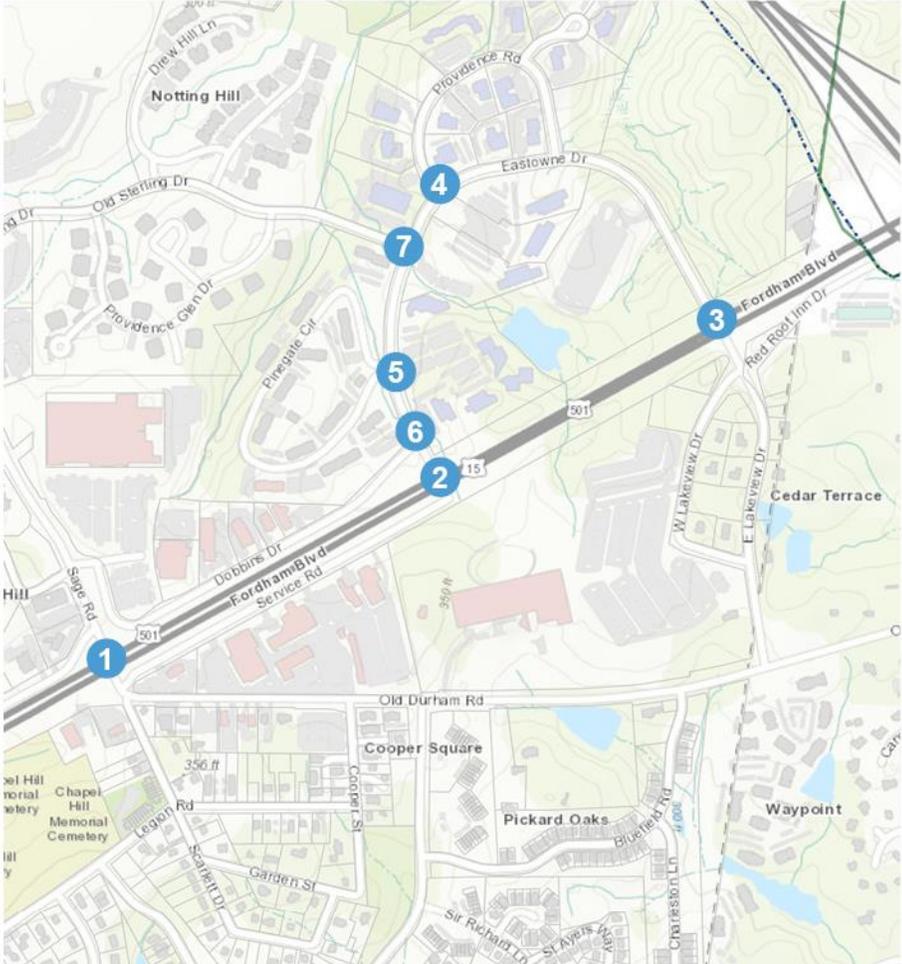
Existing Utilities



Site Analysis

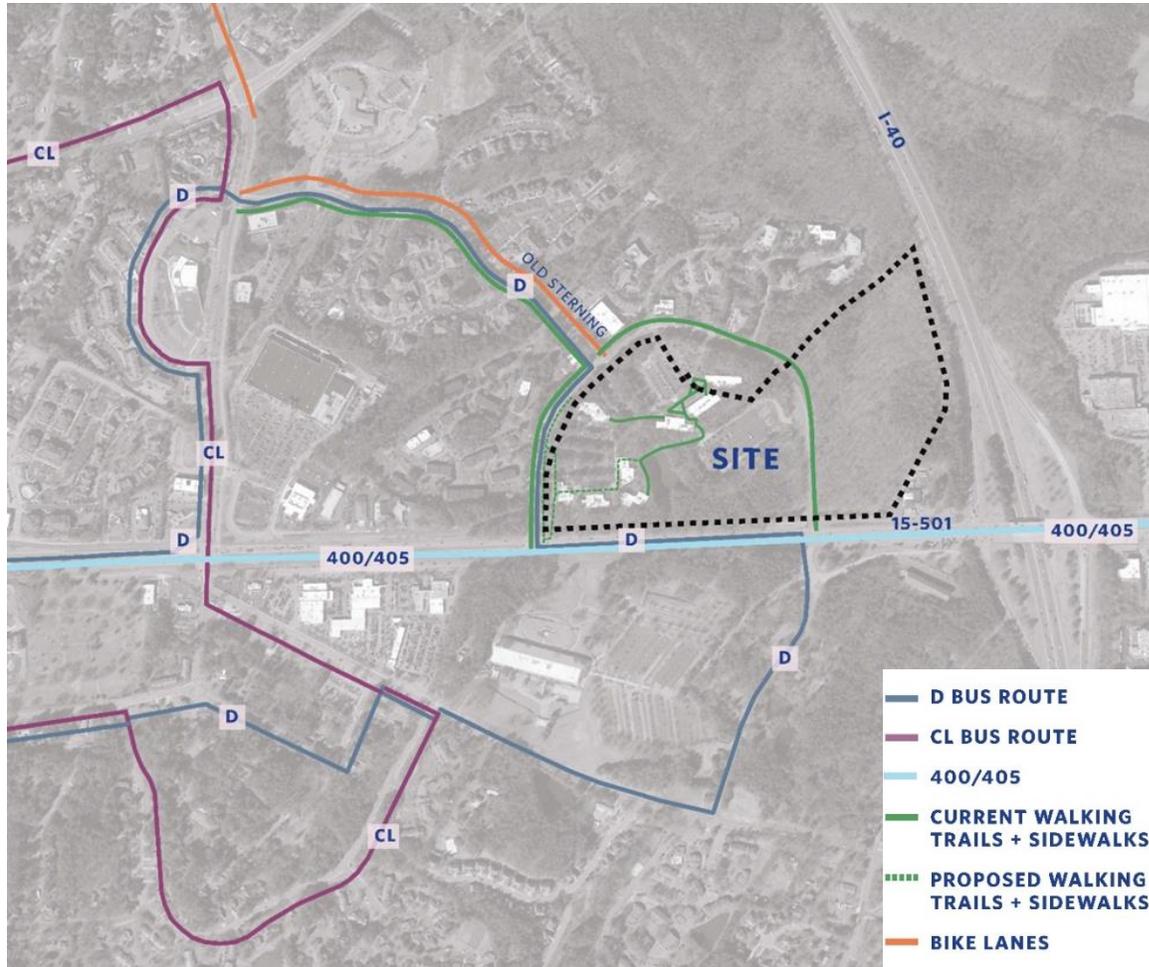
Existing Peak Hour Intersection Capacity

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



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



SUMMARY

Design Objectives

Town / UNCHC Themes

PLACEMAKING	SUITABLE PUBLIC INFRASTRUCTURE FOR DEVELOPMENT	SUSTAINABLE DESIGN	WALKABLE DESIGN	ENHANCE THE NATURAL ENVIRONMENT	SUPPORT COMMUNITY PROSPERITY
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Gateway

Landscape

Open Space

Urban Design

Building Design

Design Standards & Streetscapes

Sense of Place

Design Objectives

Town / UNCHC Themes

PLACEMAKING	SUITABLE PUBLIC INFRASTRUCTURE FOR DEVELOPMENT	SUSTAINABLE DESIGN	WALKABLE DESIGN	ENHANCE THE NATURAL ENVIRONMENT	SUPPORT COMMUNITY PROSPERITY
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Gateway

Road Capacity

Landscape

Sequencing of Development

Open Space

Multi-modal

Urban Design

Utilities

Building Design

Community Connection

Design Standards & Streetscapes

Sense of Place

Design Objectives

Town / UNCHC Themes

PLACEMAKING	SUITABLE PUBLIC INFRASTRUCTURE FOR DEVELOPMENT	SUSTAINABLE DESIGN	WALKABLE DESIGN	ENHANCE THE NATURAL ENVIRONMENT	SUPPORT COMMUNITY PROSPERITY
Gateway	Road Capacity	Ecology			
Landscape	Sequencing of Development	Resiliency			
Open Space	Multi-modal	Green Infrastructure			
Urban Design	Utilities	Energy Efficiency			
Building Design	Community Connection	Renewable Energy			
Design Standards & Streetscapes					
Sense of Place					

Design Objectives

Town / UNCHC Themes

PLACEMAKING	SUITABLE PUBLIC INFRASTRUCTURE FOR DEVELOPMENT	SUSTAINABLE DESIGN	WALKABLE DESIGN	ENHANCE THE NATURAL ENVIRONMENT	SUPPORT COMMUNITY PROSPERITY
Gateway	Road Capacity	Ecology	Pedestrian & Bike		
Landscape	Sequencing of Development	Resiliency	Transit Hub		
Open Space	Multi-modal	Green Infrastructure	Alternative Transit		
Urban Design	Utilities	Energy Efficiency	Streetscape		
Building Design	Community Connection	Renewable Energy			
Design Standards & Streetscapes					
Sense of Place					

Design Objectives

Town / UNCHC Themes

PLACEMAKING	SUITABLE PUBLIC INFRASTRUCTURE FOR DEVELOPMENT	SUSTAINABLE DESIGN	WALKABLE DESIGN	ENHANCE THE NATURAL ENVIRONMENT	SUPPORT COMMUNITY PROSPERITY
Gateway	Road Capacity	Ecology	Pedestrian & Bike	Stream Corridor	
Landscape	Sequencing of Development	Resiliency	Transit Hub	Water Quality	
Open Space	Multi-modal	Green Infrastructure	Alternative Transit	Stormwater Management	
Urban Design	Utilities	Energy Efficiency	Streetscape		
Building Design	Community Connection	Renewable Energy			
Design Standards & Streetscapes					
Sense of Place					

Design Objectives

Town / UNCHC Themes

PLACEMAKING	SUITABLE PUBLIC INFRASTRUCTURE FOR DEVELOPMENT	SUSTAINABLE DESIGN	WALKABLE DESIGN	ENHANCE THE NATURAL ENVIRONMENT	SUPPORT COMMUNITY PROSPERITY
Gateway	Road Capacity	Ecology	Pedestrian & Bike	Stream Corridor	Employment
Landscape	Sequencing of Development	Resiliency	Transit Hub	Water Quality	Contributions to Public Revenue
Open Space	Multi-modal	Green Infrastructure	Alternative Transit	Stormwater Management	Wellness
Urban Design	Utilities	Energy Efficiency	Streetscape		Potential Housing
Building Design	Community Connection	Renewable Energy			
Design Standards & Streetscapes					
Sense of Place					



NEXT STEPS

Meeting Schedule

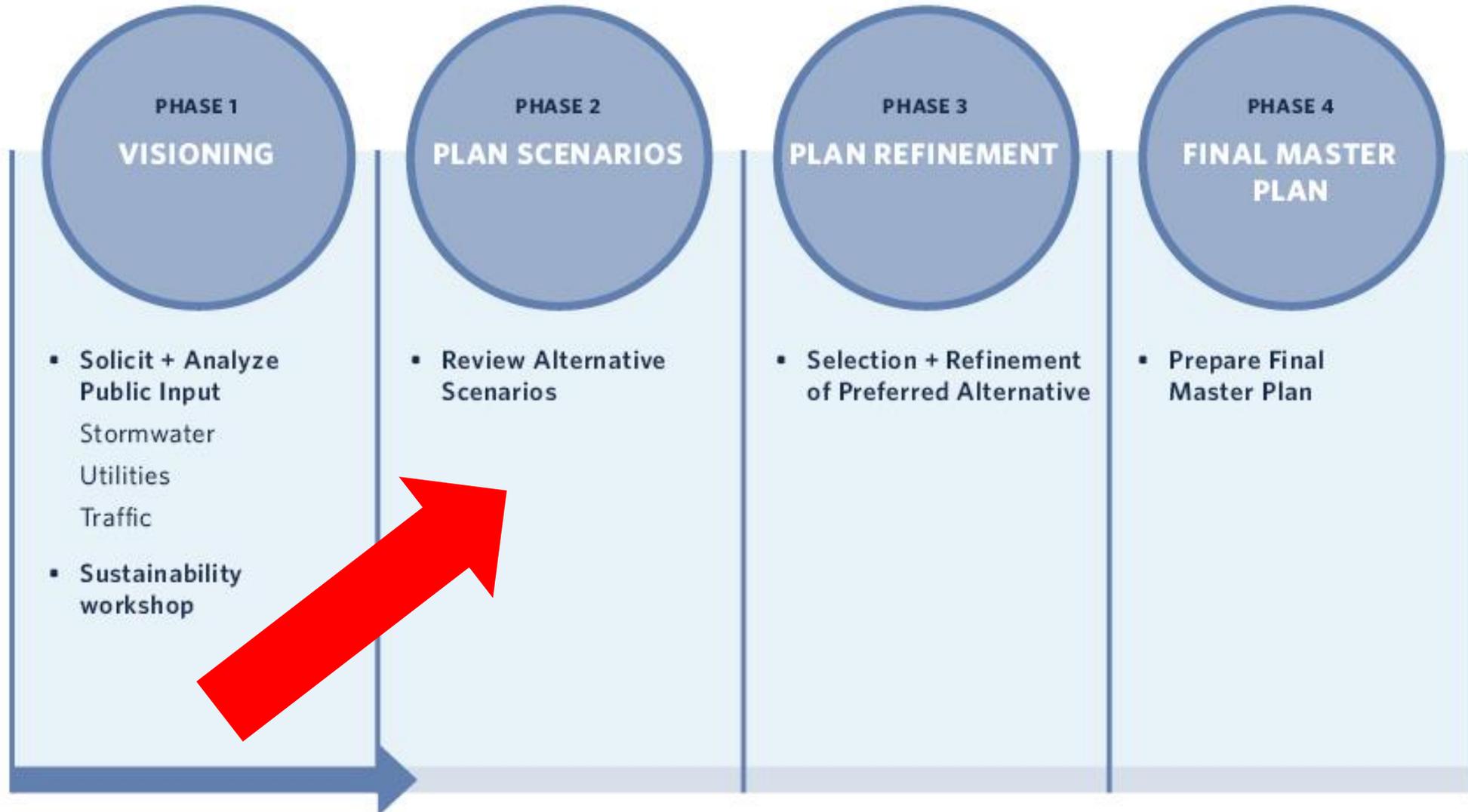
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INTERNAL SCHEDULE	2019												2020							
	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN		
PLAN PHASES	PHASE 1 VISIONING						PHASE 2 PLAN SCENARIOS						PHASE 3 PLAN REFINEMENT				PHASE 4 FINAL MASTER PLAN			
PROJECT MILESTONES / KEY DECISION POINTS																				
● Heath Care System Board / SET	1/22					TBD												5/18		
○ Triangle Executive Council						TBD												TBD		
○ Eastowne MP Working Group			4/1	4/8		TBD												TBD		
● Public Comment Meetings			Public Visioning Session 1		4/4		Open House	8/22	Public Review of Preferred Alternate		TBD							Public Final MP Presentation	TBD	
■ Online Engagement / Reporting			■																	
● Town Council Meetings	Kickoff 1/16	Work Session 2/4	2/20	Phase 1 Complete		6/19		Phase 2 Complete		9/25	TBD		Phase 3 Complete		TBD			Final Approval	TBD	
○ Town Council Committee		Resolution			5/9	6/3	7/22	8/16	9/16	TBD	TBD	TBD	TBD	TBD	TBD	TBD	TBD			
○ Joint Advisory Board Meetings				Combined	5/16		Combined	8/8	Combined	10/14					Combined	TBD				
▪ Planning Commission (1st/3rd Tues)				4/16		6/18								1/7						
▪ CDC (4th Tues)				4/23		6/25								1/28						
▪ Transportation and Connectivity (4th Tues)				4/23		6/25								1/28						
▪ Environmental Stewardship (2nd Tues)				4/9		6/11								1/14						
▪ Stormwater Management (4th Tues)				4/23		6/25								1/28						
▪ Housing Advisory Board (2nd Tues)				4/9		6/11								1/14						

UNC HEALTH CARE EASTOWNE DEVELOPMENT AGREEMENT

July 22, 2019	Council Committee Meeting	Scenario characteristics
August 8, 2019	Joint Advisory Board	Possible scenarios
August 16, 2019	Council Committee	Possible scenarios
August 22, 2019	Community Meeting / Open House	Share possible scenarios
September 16, 2019	Council Committee	Preliminary scenario analysis
September 25, 2019	Town Council	Scenarios and preliminary analysis
Week of October 7, 2019	Council Committee	Preferred scenario
October 14, 2019	Joint Advisory Board	Preferred scenario
October 21, 2019	Community Meeting/Open House	Share Preferred Scenario
Week of October 21, 2019	Council Committee	Final feedback
October 30, 2019	Town Council	Conclude Phase II

UNC HEALTH CARE EASTOWNE DEVELOPMENT AGREEMENT



Town / UNCHC Themes

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Gateway	Road Capacity	Ecology	Pedestrian & Bike	Stream Corridor	Employment
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Urban Design	Utilities	Energy Efficiency	Streetscape		Potential Housing
Building Design	Community Connection	Renewable Energy			
Design Standards & Streetscapes					
Sense of Place					

UNC HEALTH CARE EASTOWNE DEVELOPMENT AGREEMENT

Eastowne Negotiation Framework

Town Principles	Key Considerations	Options/Metrics
A. Placemaking		
1) High-quality gateway into Chapel Hill on US 15-501	• What percentage of green spaces and tree canopy coverages will be required?	<ul style="list-style-type: none"> • No site-wide clearcutting; Maintain as many existing trees on site by achieving 40% canopy coverage with new plantings no less than 33% in diameter of the trees removed; • protect root zones; replanting with diverse native species • Connected green space as a percentage of the total acreage; • trails/greenways in terms of linear feet; • walkable destination for neighbors • shared conference room spaces
2) High quality landscaping and buffering		
3) Significant green/public space amenities	<ul style="list-style-type: none"> • What is the overall nature of the area - village, campus, • What type of massing will be accepted and how will that be expressed? • How many buildings will be allowed? 	<ul style="list-style-type: none"> • Wrap (hide/screen) parking decks; • Design Guidelines • Walkable block lengths of 300' • Activate streets on urban frontages
4) Quality urban design	<ul style="list-style-type: none"> • What level of building heights will be permitted and how will that vary across the site? • What level of density is desired and how will that be expressed? Tradeoffs between density and green spaces 	<ul style="list-style-type: none"> • Wrap parking decks; • Design Guidelines • Farmers Market location
5) Attractive buildings with appropriate building height, particularly at edge of property as it interfaces with surrounding development		
6) High-quality design standards and streetscapes	• Other amenities?	
7) Sense of place throughout project		
B. Suitable Public Infrastructure for Development		
1) Roadway capacity needs based on all anticipated development		Standards for assessing traffic and congestion-how to address in the context of overall area development. What mitigation will be required?

2) Sequencing of development based on transportation capacities		Standards for assessing traffic and congestion - how to address in the context of overall area development. What mitigation will be required?	• Parking standards (minimum parking) • Shared parking opportunities
3) Multi-modal infrastructure		Level of parking required - where/how to accommodate?	• Transit hub/BRT incorporated into design
4) Appropriately designed and placed utilities		Eastowne to be connected to the rest of the Town (and the UNC main campus) via transit, bike, and ped?	
5) Connections to broader community			• Engage with r properties and Dur
C. Sustainable Design			
1) Ecological assessment and environmental mapping		What requirements for alternative/renewable energy sources?	• Meet AIA 2030 f reduction stand energy perform and after occur compliance po (see Tom's dc)
2) Climate resilient and net-positive energy buildings			• Meet AIA 203 reduction sta stormwater rainfall of 1' rooftop rain reuse (see
3) Green infrastructure		What energy efficiency standards to be applied to buildings?	• Meet AIA reduction
4) Minimizes carbon footprint			• Meet AIA reductio
5) Maximizes clean and renewable energy opportunities			
D. Walkable Design			
1) Linked pedestrian and bicycle network throughout project, with connections to adjacent properties and other parts of town		Eastowne to be connected to the rest of the Town (and the UNC main campus) via transit, bike, and pedestrian?	• Minimize the need for/use of private automobiles

2) Strong connections to transit and other parts of town		Additional transit will be required to service Eastowne, who will provide them, and who will pay? Eastowne become the transit hub for the area (vs. Gateway) given the discontinuation of light rail and the uncertainty over what comes next?	Use of parking decks as Park and Ride for special events
3) Development that supports alternative transportation designs over time		Provisions for transit, including ride share and other modalities, on site.	Transit hub with connections to campus
4) Walkable streetscape along Eastowne Drive		How will the internal transportation/road/bike-ped network be and how will buildings be placed relative to this network? Will there be defined frontages and what will they be? Minimize the need for/use of private automobile	Design Guidelines
E. Enhance the Natural Environment			
1) Stream corridor improvement and restoration		How will environmentally sensitive areas (natural heritage areas) be dealt with?	• Biodiversity standards; preserve areas designated as Natural Heritage
2) Water quality improvements			• Design to incorporate Jordan Lake standards
3) Effective stormwater management measures including reuse			• Zero stormwater runoff for total rainfall of 10" over 48 hrs; rooftop rainwater capture and reuse
F. Support Community Prosperity			
1) Affordable employee housing options			
2) Employment opportunities			
3) Significant contributions to public revenues/impacts on Town services		Municipal-type services to be provided by Town or UNC - how will the Town be paid? Other financial considerations to apply - including payment-in-lieu	• Retail/commercial spaces on-site; • Farmers Market
4) Wellness opportunities			• Public places/playground; connected green space as a percentage of the total acreage; • trails/greenways in terms of linear feet;



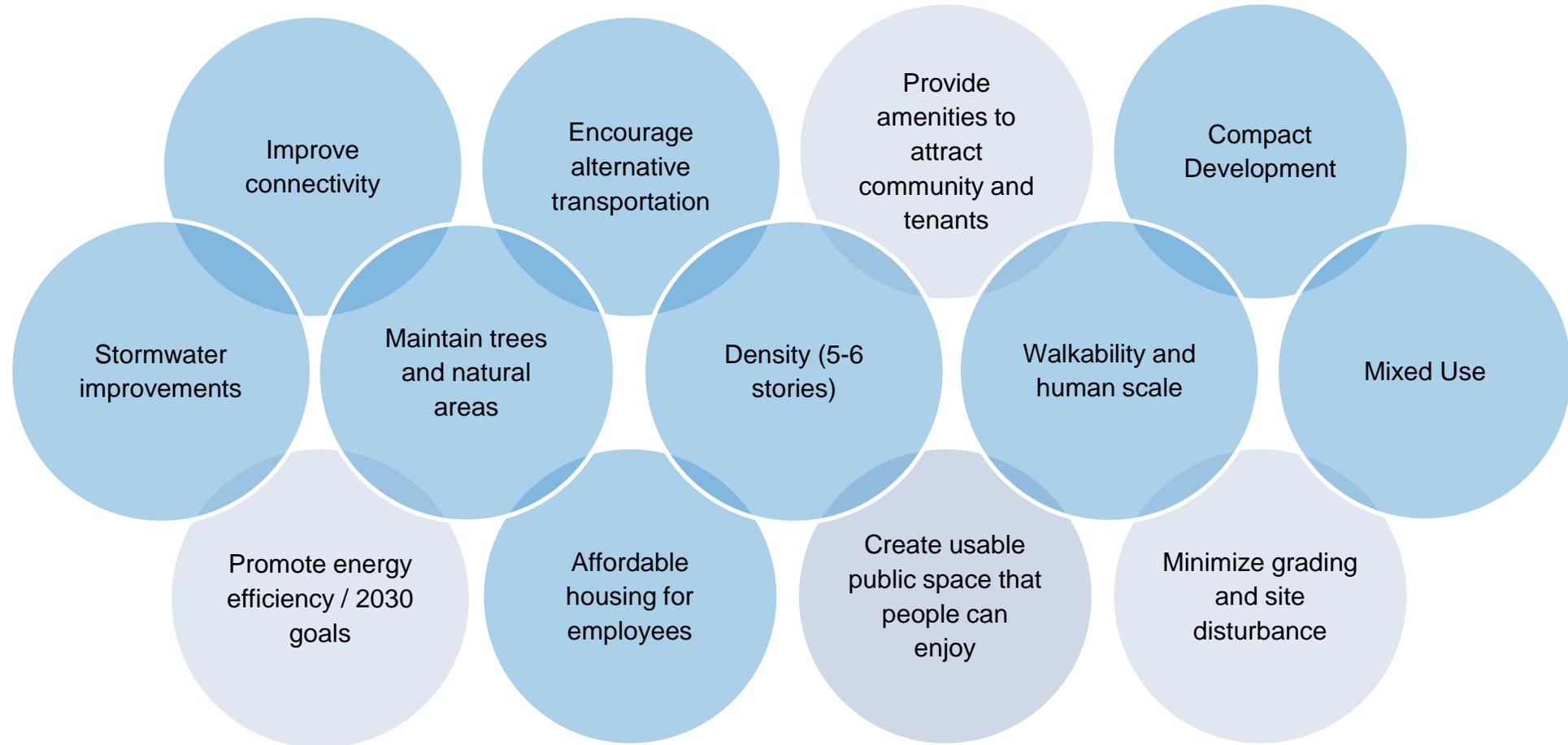
DISCUSSION



APPENDIX

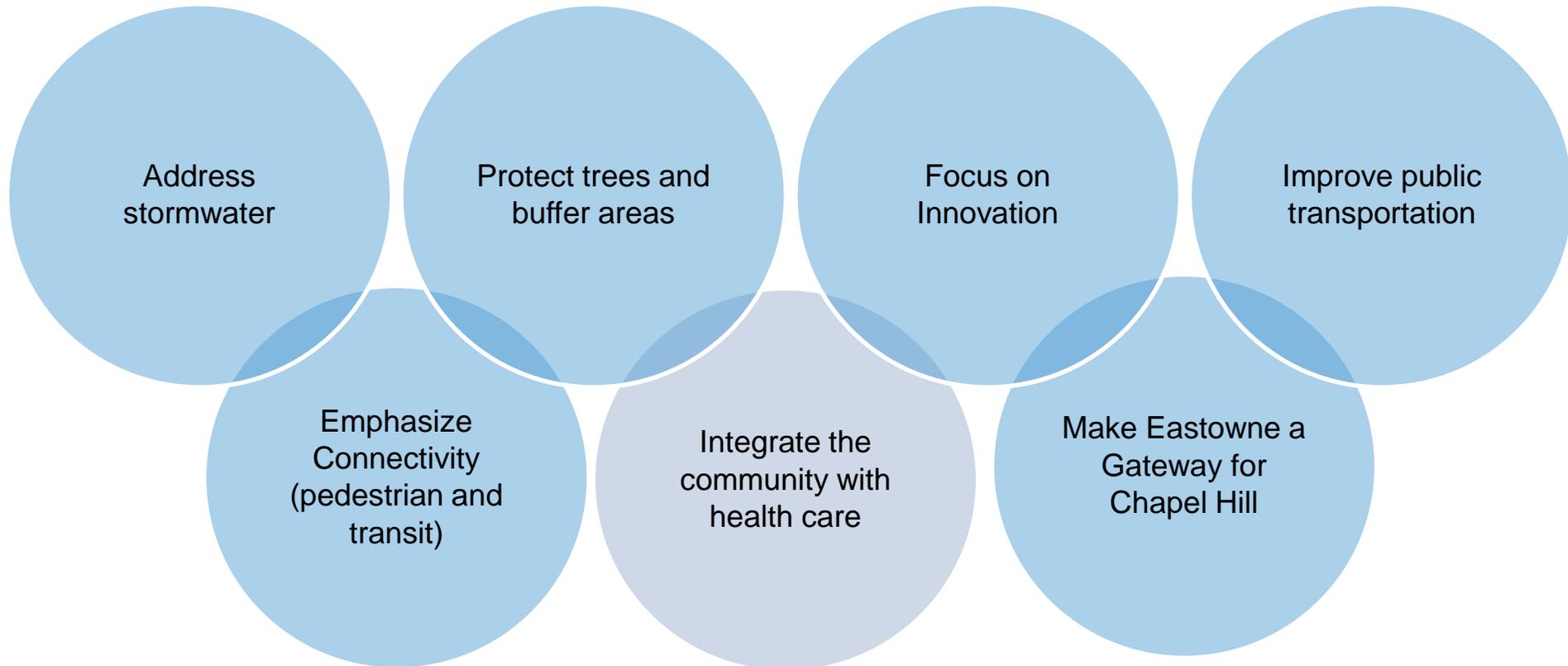
Recent Progress

Public Kick Off – Site Walk, Workshop & Open House – April 4



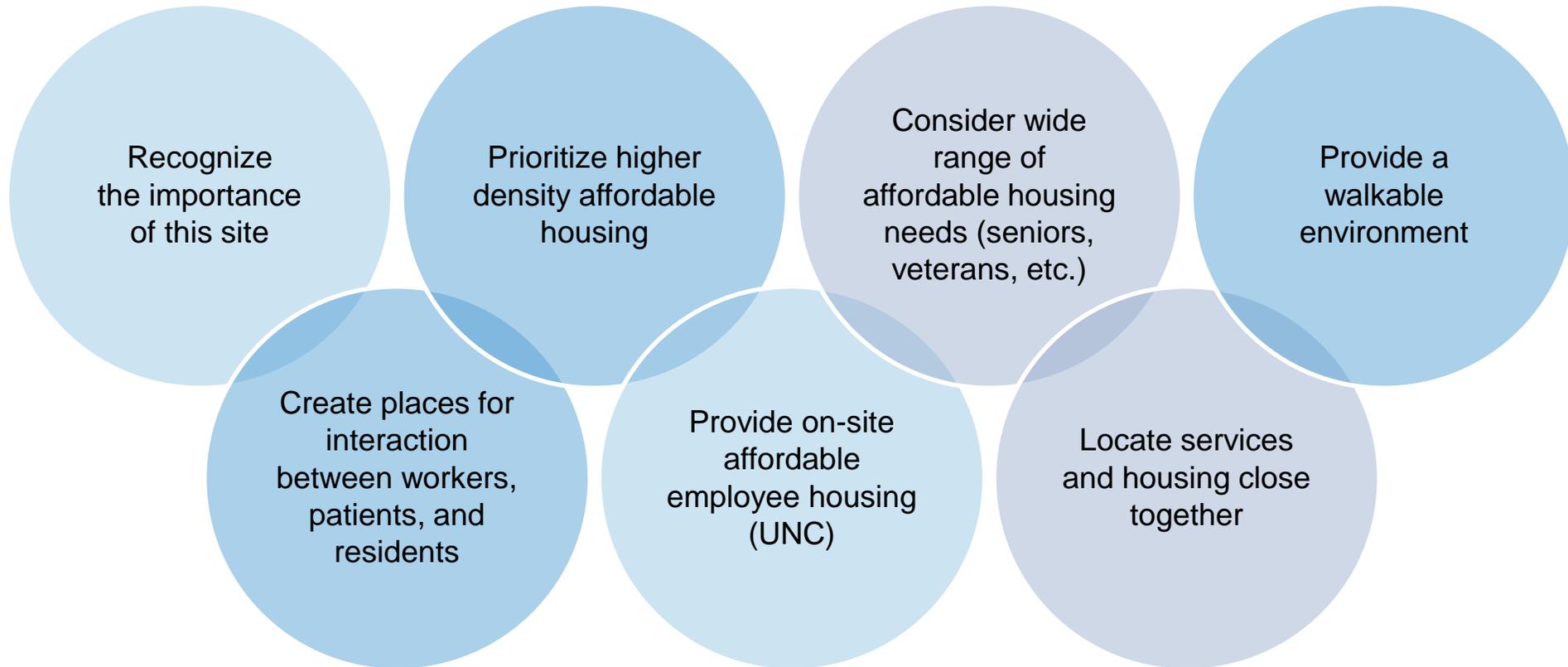
Recent Progress

Environmental Stewardship Advisory Board Meeting – April 9



Recent Progress

Housing Advisory Board Meeting – April 9



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.

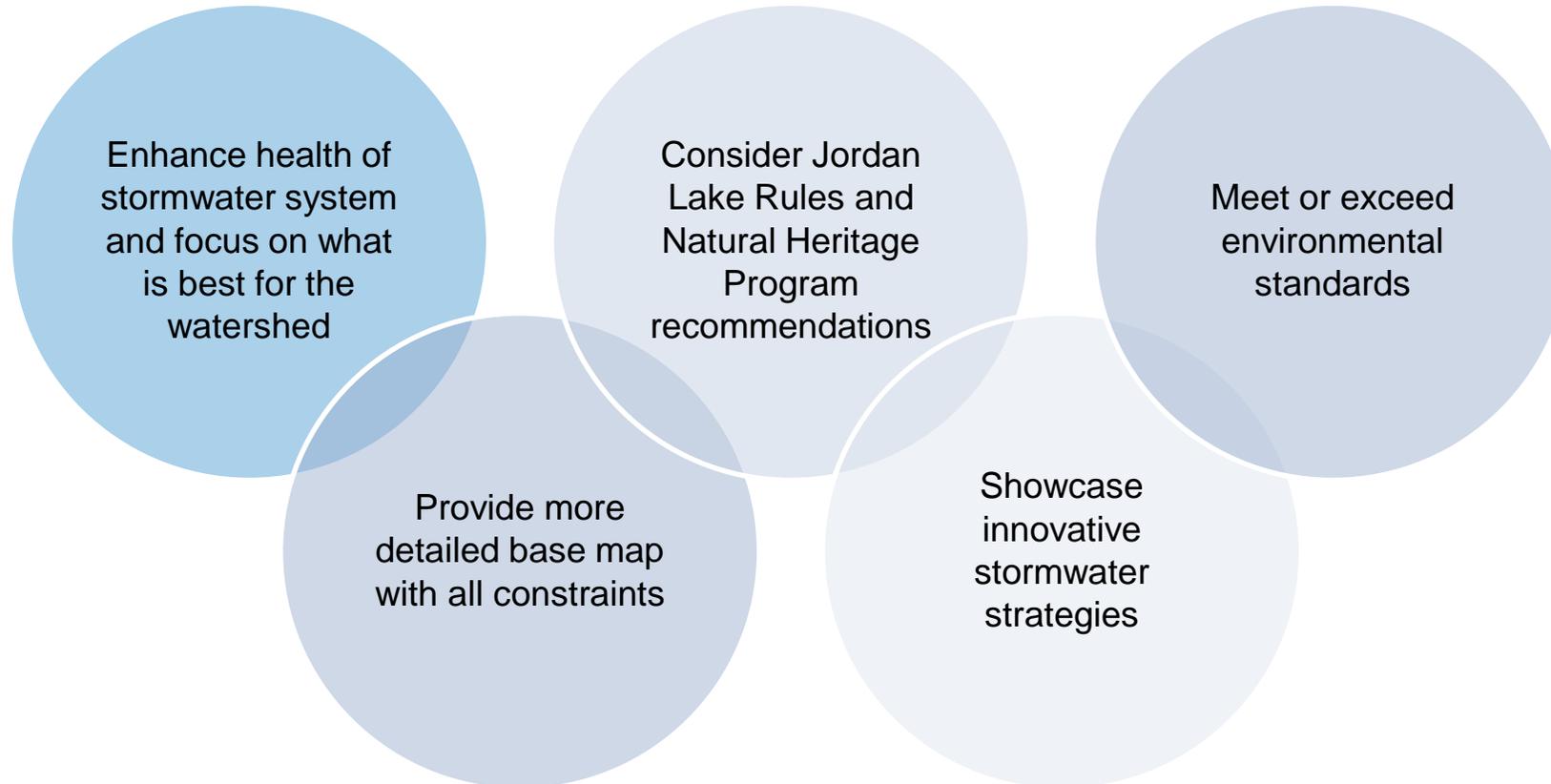
Designed to be a self contained to reduce off campus trips

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



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

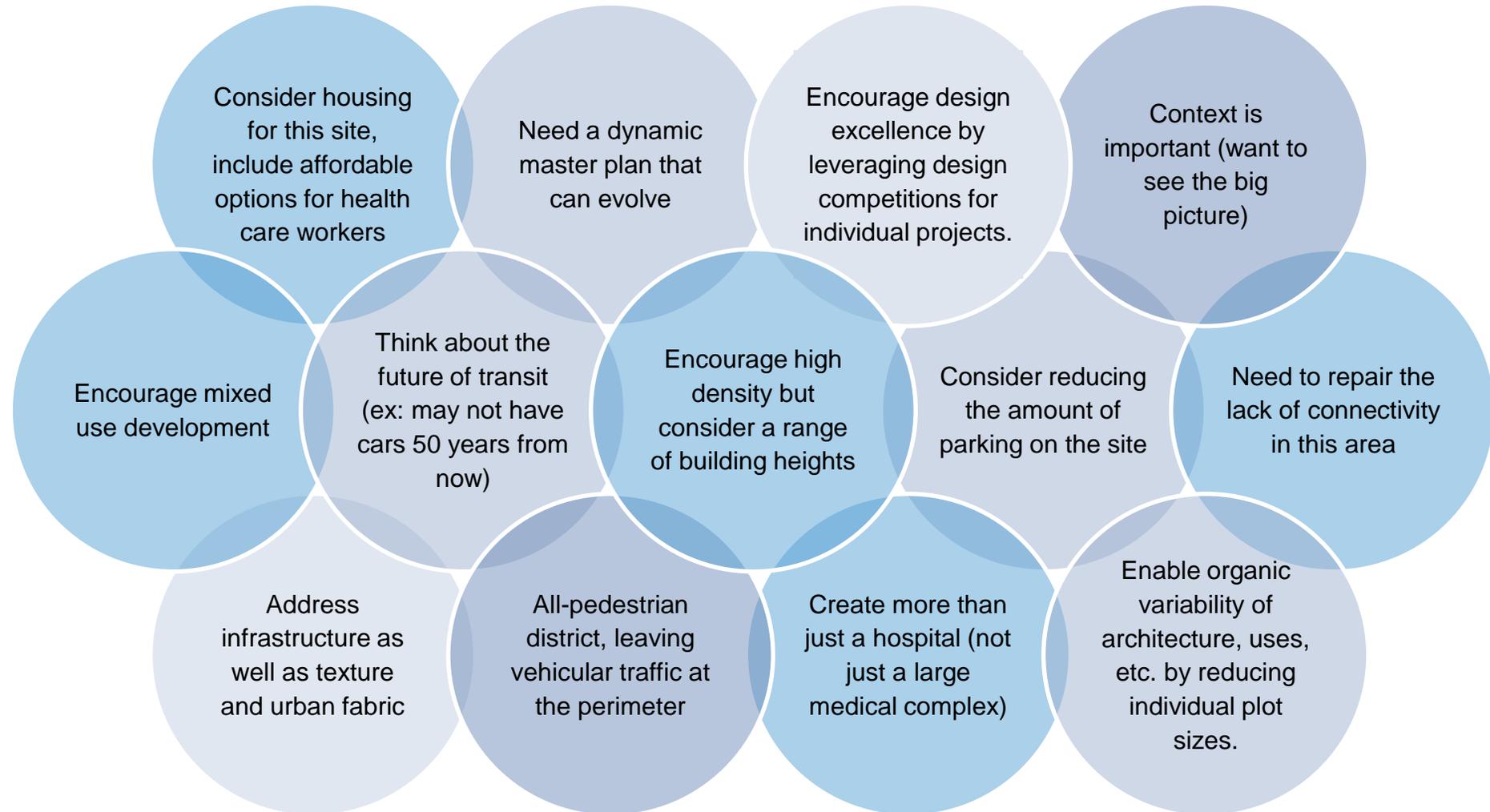
Try to keep people on campus so they don't get back into their cars (park once concept)

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

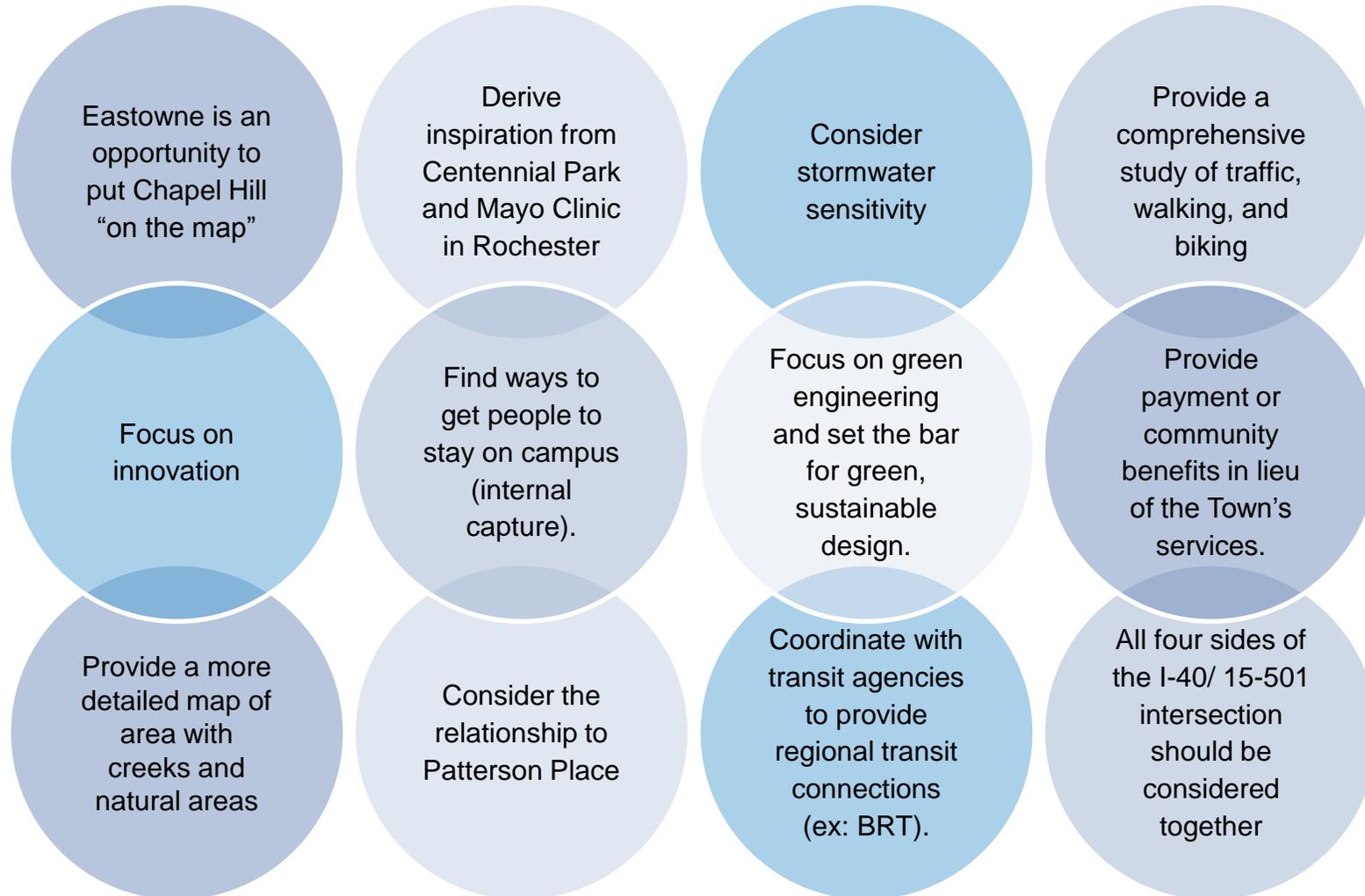
Recent Progress

Community Design Commission – April 23



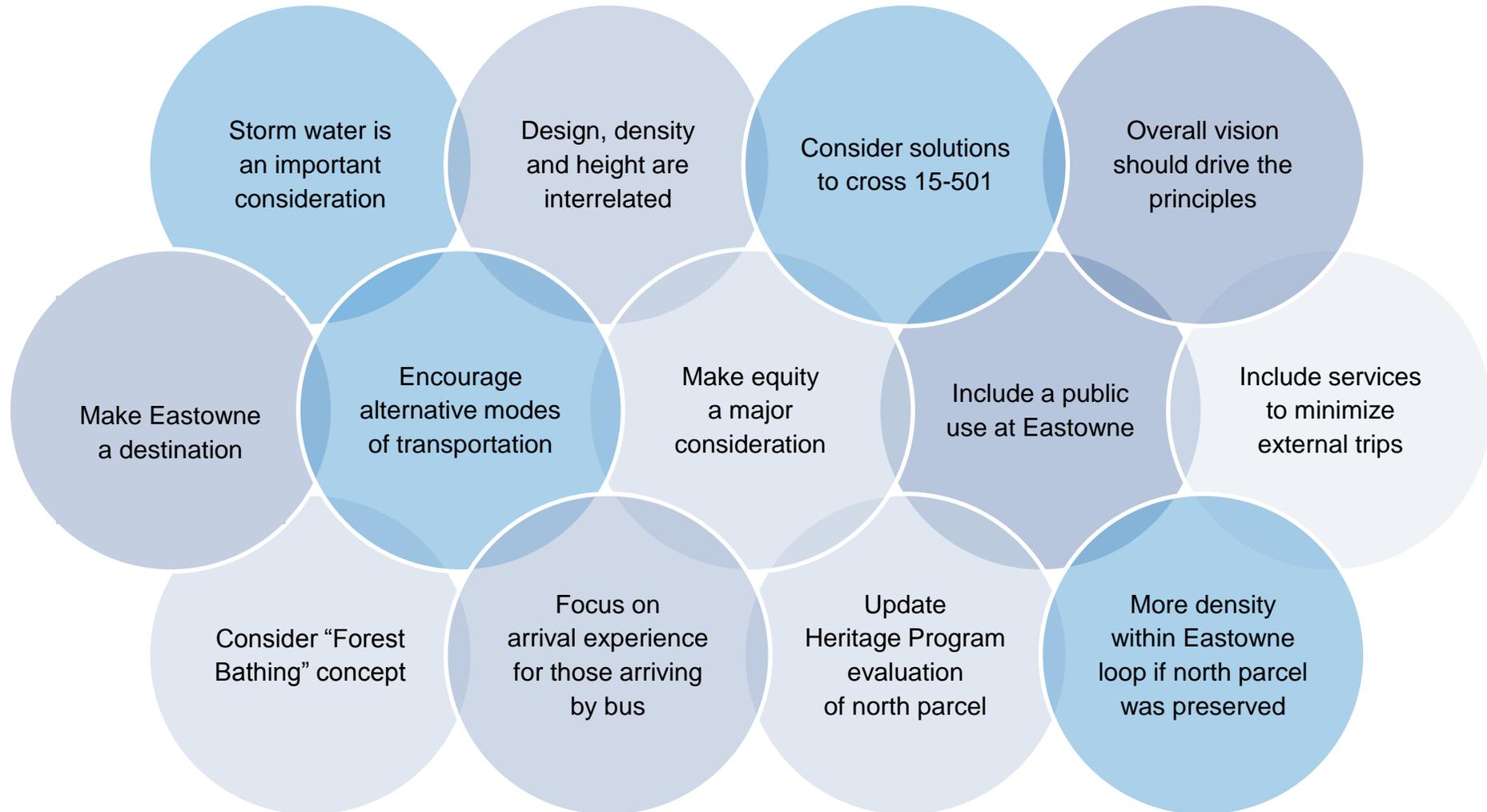
Recent Progress

Town Council Committee – May 9



Recent Progress

Joint Advisory Board – May 16



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

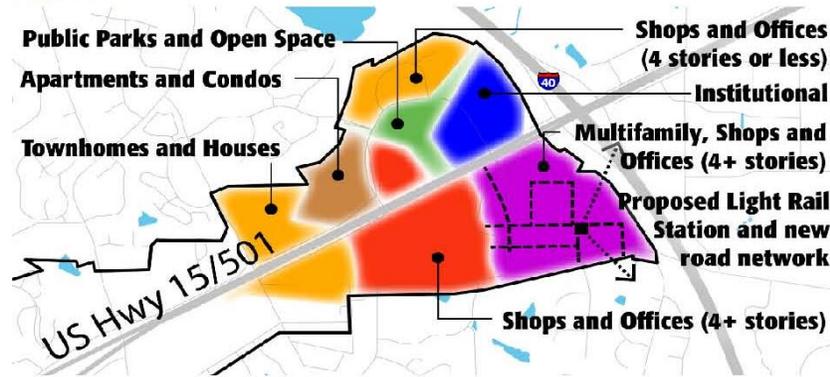


Project Overview

Future Land Use Map and Comprehensive Plan

Future Land Use Map Study

Option 1



2020 Comprehensive Plan

Area 5: North 15-501



Site Analysis

Topography - Slopes



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