Eastowne Campus Development

Council Meeting

January 11, 2023



Eastowne Development - Why?

- Move and decompress outpatient services from the Medical Center
- Provide affordable and accessible health care
- Better patient experience
- Keep it local within the Chapel Hill community
- Increase bed capacity at the Medical Center by repurposing vacated Outpatient space
- Easy regional access from I-40
- Access to multiple patient services in one location

Eastowne Development – Use, Size, & Timeline

Primary Use: Health Care, Associated Functions, Research, and Site Specific Retail

Size: ~1.6M sq. ft. - ~1.8M sq. ft.

Number of buildings: 8-10 (plus structured parking)

Development Timeline: 1 building every 3-5 years

Full build out 25+ years

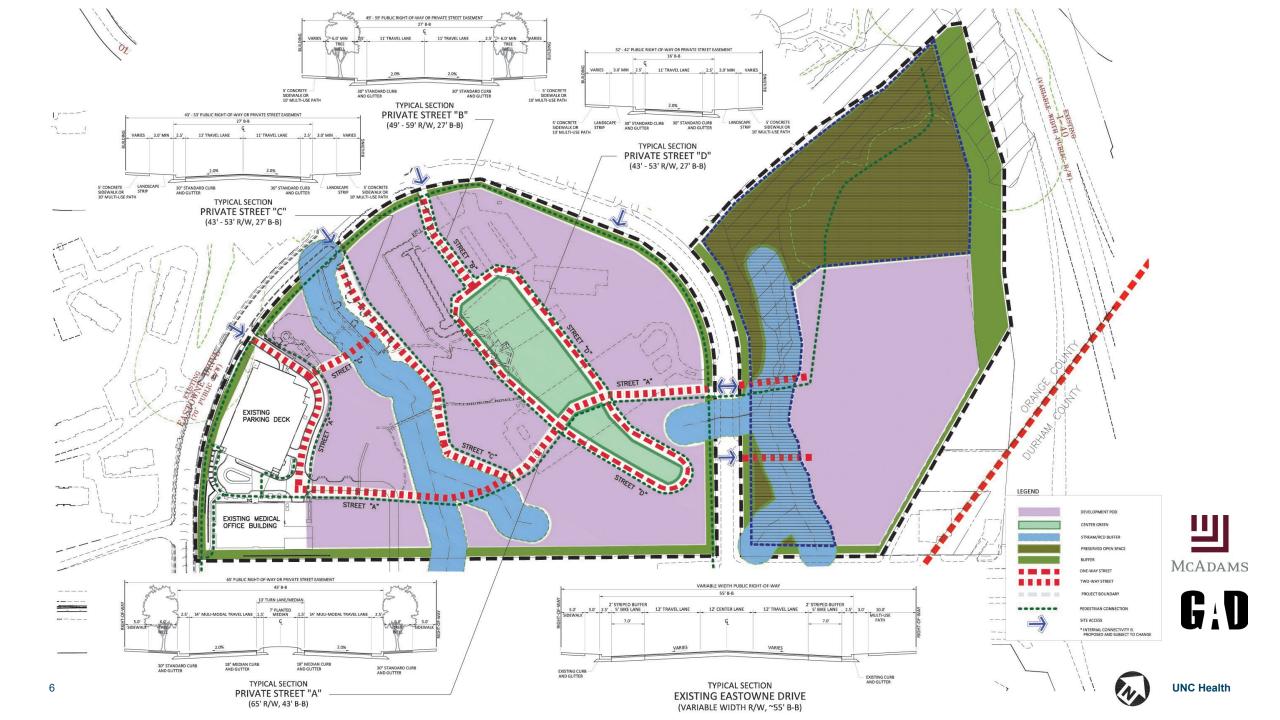
Medical Office Building 2 - ASAP

Eastowne Development – Affordable Housing

- UNCH is committed to helping address the affordable housing challenge in our community
- Over the past 2 months UNC Health has been meeting with partners across the community:
 - Met with Bryan Properties regarding their proposed project along 15-501
 - Met with CASA regarding their project along Homestead Road
 - Engaged the Town of Chapel Hill's Affordable Housing and Community Team to learn more about different programs in the town
- UNCH and UNC Chapel Hill are conducting a housing survey collecting information about where employees live, why they chose their current housing, and any challenges they have faced around housing. Results should be available in the Spring and will inform next steps.

UNC Health





Eastowne Development – Components of Final Package

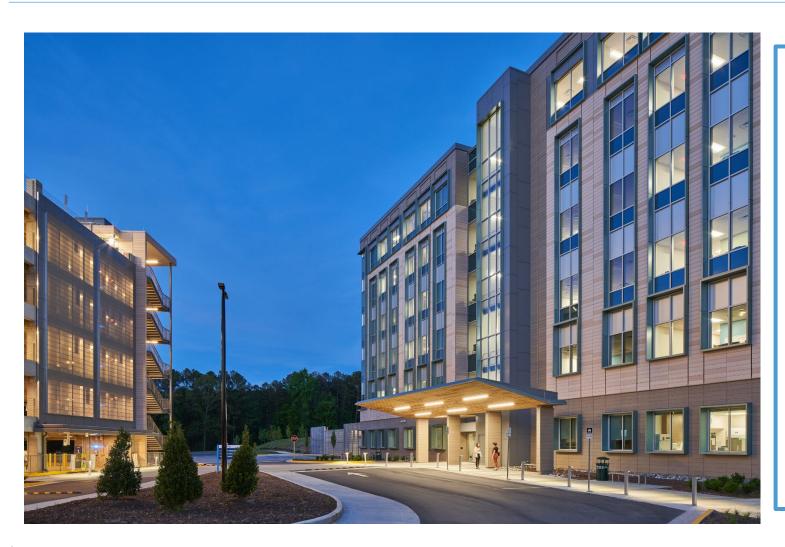
Architectural and Engineering Design Guidelines to include:

- 1. Incorporate Complete Community Framework
- 2. Define maximum building height and volume
- 3. Define unified design elements and form-based evaluation tools for all buildings based on MOB 1
- 4. Define General building placement

Setbacks and adjacencies

- 5. Define the minimum building frontage on Eastowne Drive and 15/501.
- 6. Define the maximum parking structure frontage on Eastowne Drive and 15/501
- 7. Define the shared parking ratio by uses
- 8. Define the tree coverage ratio
- 9. Define the minimum active open space area
- 10. Define the maximum impervious area
- 11. Create stormwater performance criteria

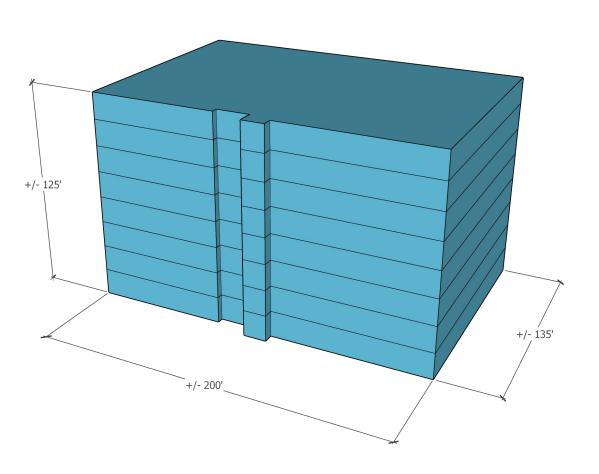
Existing Campus Development: Eastowne MOB I



Project Highlights

- ✓ Opened March 2021 (phased opening through April 2021)
- √ 150,000 sf six-story multi-disciplinary care building and 1,080 stall parking deck in Chapel Hill
- ✓ Represents a transformation in how care is delivered (and how space is designed) in the ambulatory setting
- ✓ Focused on enhancing the patient experience; positive feedback

8 UNC Health



+/- 75' +/- 235' to 285'

Approximate Building Envelope

Approximate Parking Structure Envelope



McAdams



Next Steps

- The team will be visiting the Advisory Boards and holding a Public Information Session over the next couple months to garner additional feedback.
- Incorporating design concepts that are in keeping with the principles set forth by the Community Design Commission, the Complete Community framework and the needs of UNC Health.
- We will continue to evolve the concept plans leading up to final submission of the Conditional Zoning application for the site.
- We remain committed to working together to bring this vibrant, health and research-oriented campus to the community.

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Questions & Discussion

Appendix

Chapel Hill Complete Community Framework

PLACE

ACTIVE TRANSPORTATION OPTIONS

ACCESS TO PARKS AND GREEN SPACE

NEW AFFORDABLE HOUSING MODELS

HOUSING DIVERSITY (INCENTIVIZE ADUs, MULTIPLEXES

IN EXISTING NEIGHBORHOODS

ACCESS TO HOMEOWNERSHIP FOR HISTORICALLY

MARGINALIZED COMMUNITIES

LIVE/WORK NEIGHBORHOODS

YOUR STORY

MATURE TREE CANOPY

BUILT HERITAGE

NATURAL LANDSCAPES, WATERWAYS, FEATURES

CULTURAL DIVERSITY AND SKILLED/EDUCATED WORKFORCE

OPPORTUNITY TO ADD DENSITY & CREATE CRITICAL MASS

EXISTING GREENWAYS

UNC PRESENCE

WILLINGNESS TO INNOVATE

DAYCARES, SCHOOLS AND COMMUNITY CENTERS

FOOD / MARKETS

CULTURAL & SOCIAL EVENTS LINKED TO INDUSTRIES

EDUCATION & TRAINING

RESEARCH & DEVELOPMENT

SERVICES TO SUPPORT INNOVATION & ENTREPRENEURIALISM

LOCAL INDEPENDENT RETAILERS

SOCIAL INNOVATION/NON-PROFIT INCUBATORS

POLICIES TO DRIVE LIVE/WORK SPACES IN

NEW HOUSING FORMS

INDOOR AND OUTDOOR RECREATION, FITNESS

AND PLAY FACILITIES

FRIENDLY TO CHILDREN AND SENIORS

MITIGATE CLIMATE RISKS: GREEN INFRASTRUCTURE

WALKABLE

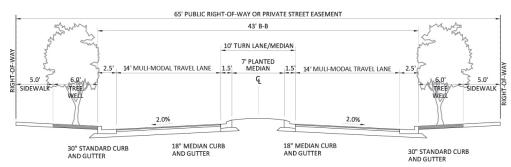
HUMAN-SCALE

ORIENTED TO ACTIVE TRANSPORTATION AND TRANSIT

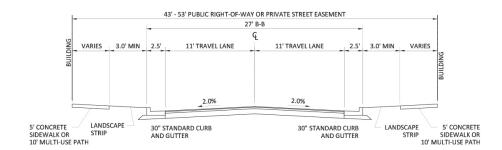
IDENTIFIABLE & DISTINCT

EVERYWHERE TO EVERYWHERE GREENWAYS

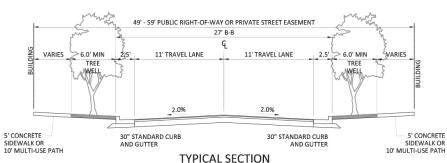
WATERSHEDS AS PEDESTRIAN AND CYCLING CONNECTORS



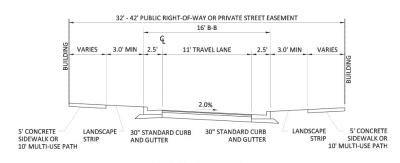
TYPICAL SECTION
PRIVATE STREET "A"
(65' R/W, 43' B-B)



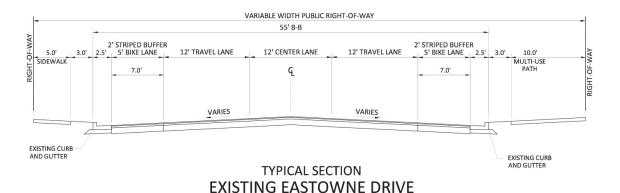
TYPICAL SECTION
PRIVATE STREET "C"
(43' - 53' R/W, 27' B-B)



TYPICAL SECTION
PRIVATE STREET "B"
(49' - 59' R/W, 27' B-B)



TYPICAL SECTION
PRIVATE STREET "D"
(43' - 53' R/W, 27' B-B)



(VARIABLE WIDTH R/W, ~55' B-B)



Why Further Expansion is Needed

- COVID has shown us we need more health care capacity off the main campus
- Additional bed capacity will be exhausted at the Medical Center in the coming years
- UNC Health has established a model with Eastowne Medical Office Building I that is successful
 and that can be replicated in future sites at Eastowne to continue serving the community

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