



Concept Plans are intended to be an opportunity for the Town Council and some Boards and Commissions, and the community to review and consider major development proposals and their potential benefits and impacts. Applicants propose a Concept Plan with the expectation of receiving feedback on their development idea.

The following are questions that the Council may ask of an applicant during the discussion of a Concept Plan. The attached application addresses the topics below. Please contact our staff if you have any questions or if we can provide additional information ([planning@townofchapelhill.org](mailto:planning@townofchapelhill.org))

1. Would this project demonstrate compliance with the Comprehensive Plan?
  - a. Compliance with:
    - Small Area Plan **N/A**
    - Overlay Zone / NCD **N/A**
    - Study Area: **N/A**
    - Land Use Plan **YES**
2. Would the proposed project comply with the Land Use map? **Yes**
3. Would the proposed project require a rezoning? **No**
4. What is the proposed zoning district?
5. Would the proposed project require modifications to the existing regulations? **Yes**
6. If there is a residential component to the project, does the applicant propose to address affordable housing?
  - Has the applicant presented its Concept Plan to the Housing Advisory Board (this is a voluntary step in the process)? **N/A**
  - Has the applicant met with appropriate Town staff to discuss affordable housing policy, expectations and options? **N/A**
  - Is the project for ownership or rental? **N/A**
7. Are there existing conditions that impact the site design (i.e. environmental features such as RCD, slopes, erosion and sedimentation, retention of trees and tree stands, stormwater drainage patterns, significant views into and out of the site) **Yes**
8. Has the applicant addressed traffic impacts? Traffic and circulation issues? **TIA has been requested.**
9. Has the applicant discussed the project with adjacent neighbors? **Not at this time.**



## CONCEPT PLAN APPLICATION

Parcel Identifier Number (PIN): 9890800195 / 9890800643 Date: 12/29/30

### Section A: Project Information

Project Name: EASTOWNE REDEVELOPMENT - PHASE 1  
Property Address: 100 # 600 EASTOWNE DRIVE Zip Code: 27514  
Use Groups (A, B, and/or C): B Existing Zoning District: OI-2  
Project Description: DEMOLITION OF EXISTING 1970'S OFFICE BUILDINGS AND CONSTRUCTION OF 300,000 SF MEDICAL OFFICE AND STRUCTURED PARKING

### Section B: Applicant, Owner and/or Contract Purchaser Information

#### Applicant Information (to whom correspondence will be mailed)

Name: WILLIAM H. DERKS - MCADAMS  
Address: 2905 MERIDIAN PARKWAY  
City: DURHAM State: NC Zip Code: 27713  
Phone: 919-361-5000 Email: DERKS@MCADAMSCO.COM

The undersigned applicant hereby certifies that, to the best of his knowledge and belief, all information supplied with this application is true and accurate.

Signature: WILLIAM H. DERKS Date: 12/29/30

#### Owner/Contract Purchaser Information:

☒ Owner

☐ Contract Purchaser

Name: SIMON GEORGE - UNC HEALTH CARE SYSTEM  
Address: 211 FRIDAY CENTER DRIVE  
City: CHAPEL HILL State: NC Zip Code: 27517  
Phone: 984-974-5388 Email: SIMON.GEORGE@UNCHEALTH.UNC.EDU

The undersigned applicant hereby certifies that, to the best of his knowledge and belief, all information supplied with this application is true and accurate.

Signature: [Signature] Date: 12/29/2017



## Concept Plan Overview

Site Description	
Project Name	Eastowne Redevelopment – Phase 1
Address	100 & 600 Eastowne Drive
Property Description	
Existing Land Use	Existing office buildings and parking
Proposed Land Use	Medical office buildings (300,000 SF) & Parking decks
Orange County Parcel Identifier Numbers	9890800195 & 9890800643
Existing Zoning	OI-2
Proposed Zoning	OI-2
Application Process	
Comprehensive Plan Elements	
Overlay Districts	RCD

## Regulatory Land Use Intensity

Design/LUMO Standards		Requirement	Proposal	Status
Sec. 3.7	Use/Density	B	X	
Sec 3.8	Net Land Area	12.17	X	
Sec 3.8	Gross Land Area	12.92	X	
Sec. 3.8	Dimensional Standards	Street 22 Interior 8 Solar 9	X	
Sec. 3.8	Floor area	.264	M	
Sec. 4.5.6	Modification to Regulations			
Sec. 5.5	Recreation Space	N/A	X	
Sec. 3.8 Building HT.		34/60	M	



## Site Design

Design/LUMO Standards		Requirement	Proposal	Status
Landscape	Sec. 5.6	East (Office)	B	M
	Sec. 5.6	North (Office)	B	M
	Sec. 5.6	South (Arterial)	D	M
	Sec. 5.6	West (MF)	C	X
	Sec. 5.7	Tree Canopy	30%	X
	Sec. 5.11	Lighting Plan (footcandles)	X	
Environment	Sec. 3.6	Resource Conservation District	150'/50'	M
	Sec. 5.18	Jordan Riparian Buffer	50'	X
	Sec. 5.3.2	Steep Slopes	15%	X
	Sec. 5.4	Stormwater Management		X
		Land Disturbance		X
	Sec. 5.4	Impervious Surface	SEC. 3.8 .5/.7	X
	Sec. 5.13	Solid Waste & Recycling		X
Housing	Sec. 3.10	Affordable Housing Inclusionary Zoning Policy	N/A	



Design/LUMO Standards			Requirement	Proposal	Status
Access & Circulation	Sec. 5.8	Street Standards		X	
	Sec. 5.8	Vehicular Access		X	
	Sec. 5.8	Bicycle Improvements		X	
	Sec. 5.8	Pedestrian Improvements		X	
	Sec. 5.8	Distance from bus stop		X	
	Sec. 5.8	Transit Improvements		X	
	Sec. 5.9	Vehicular Parking Spaces		X	
	Sec. 5.9	Bicycle Parking Spaces		X	
	Sec. 5.9	Parking Lot Standards		X	
Other		Homeowners Association			
	Sec. 5.5	Recreation Space	N/A		
	Sec. 5.12	Utilities		X	
	Sec. 5.16	School Adequate Public Facilities	N/A		

Symbol	Meaning	Symbol	Meaning
	Meets Standard	<b>M</b>	Modification necessary
NA	Not Applicable	UNK	Not known at this time



## Checklist

The following must accompany your application. Failure to do so will result in your application being considered incomplete. For assistance with this application, please contact the Chapel Hill Planning and Sustainability at (919)968-2728 or at [planning@townofchapelhill.org](mailto:planning@townofchapelhill.org).

<input checked="" type="checkbox"/>	<b>Application fee</b> ( <a href="#">refer to fee schedule</a> )	Amount Paid \$	<input type="text" value="360.00"/>
<input checked="" type="checkbox"/>	<b>Pre-application meeting</b> – with appropriate staff		
<input checked="" type="checkbox"/>	<b>Digital Files</b> - provide digital files of all plans and documents		
<input checked="" type="checkbox"/>	<b>Project Fact Sheet</b>		
<input checked="" type="checkbox"/>	<b>Statement of Compliance with Design Guidelines</b> (2 copies)		
<input checked="" type="checkbox"/>	<b>Statement of Compliance with Comprehensive Plan</b> (2 copies)		
<input type="text" value="N/A"/>	<b>Affordable Housing Proposal, if applicable</b> (Rezoning Policy or Inclusionary Ordinance)		
<input type="text"/>	<b>Mailing list of owners of property within 1,000 feet perimeter of subject property</b> ( <a href="#">see GIS notification tool</a> )		
<input type="text"/>	<b>Mailing fee for above mailing list</b>	Amount Paid \$	<input type="text" value="TBD"/>
<input checked="" type="checkbox"/>	<b>Developer's Program</b> – brief written statement explaining how the existing conditions impact the site design. Including but not limited to: <ul style="list-style-type: none"><li>• Natural features of site</li><li>• Access, circulation, and mitigation of traffic impacts</li><li>• Arrangement and orientation of buildings</li><li>• Natural vegetation and landscaping</li><li>• Impact on neighboring properties</li><li>• Erosion, sedimentation, and stormwater</li></ul>		
<input checked="" type="checkbox"/>	<b>Resource Conservation District, Floodplain, &amp; Jordan Buffers Determination</b> - necessary for all submittals		
<input checked="" type="checkbox"/>	<b>Reduced Site Plan Set (reduced to 8.5"x11")</b>		

## Plan Sets (10 copies to be submitted no larger than 24"x36")

Plans should be legible and clearly drawn. All plan sets sheets should include the following:

- Project Name
- Legend
- Labels
- North Arrow (North oriented toward top of page)
- Property Boundaries with bearing and distances
- Scale (Engineering), denoted graphically and numerically
- Setbacks and buffers
- Streams, RCD Boundary, Jordan Riparian Buffer Boundary, Floodplain, and Wetlands Boundary, where applicable



## Area Map

- a) Project name, applicant, contact information, location, PIN, & legend
- b) Dedicated open space, parks, greenways
- c) Overlay Districts, if applicable
- d) Property lines, zoning district boundaries, land uses, project names of site and surrounding properties, significant buildings, corporate limit lines
- e) Existing roads (public & private), rights-of-way, sidewalks, driveways, vehicular parking areas, bicycle parking, handicapped parking, street names.
- f) 1,000' notification boundary

## Existing Conditions Plan

- a) Slopes, soils, environmental constraints, existing vegetation, and any existing land features
- b) Location of all existing structures and uses
- c) Existing property line and right-of-way lines
- d) Existing utilities & easements including location & sizes of water, sewer, electrical, & drainage lines
- e) Nearest fire hydrants
- f) Nearest bus shelters and transit facilities
- g) Existing topography at minimum 2-foot intervals and finished grade
- h) Natural drainage features & water bodies, floodways, floodplain, RCD, Jordan Buffers & Watershed boundaries

## Proposed Site Plan

- a) Existing building locations
- b) General location of proposed structures
- c) Parking areas
- d) Open spaces and landscaped areas
- e) Access points and circulation patterns for all modes of transportation
- f) Approximate locations of trails, pedestrian and bicycle connections, transit amenities, and parking areas
- g) Approximate location of major site elements including buildings, open areas, natural features including stream buffers, wetlands, tree stands, and steep slopes
- h) Proposed land uses and approximate location

## **Developer's Program**

### **Eastowne Redevelopment – Phase 1**

#### **Existing Conditions**

The original Eastowne development was constructed with single and two-story office buildings in the 1970's and 1980's. The current, nearly 48 acre site, is strategically located adjacent to I-40 and 15-501 with the Phase 1 development being located at the western intersection of Eastowne Drive and 15-501. The Phase 1 site is also bound on the Eastern and Northern boundaries by a large existing pond and Resource Conservation District. There are six existing buildings with associated parking of which five will ultimately be demolished to support the new development.

#### **Project Plan**

The proposed phase 1 redevelopment of this site will bring a higher density, medical office use to this site immediately adjacent to 15-501 at the I-40 interchange. Initial implementation of Phase 1, four of the five existing buildings totaling approximately 77,484 gross square feet will be demolished. Building 500, totaling 25,546 gross square feet, will remain operational during construction of the first building and parking deck. At the start of the second building project, Building 500 will be demolished to support full build out of Phase 1.

The medical office buildings, totaling approximately 300,000 gross square feet, will be modern, energy efficient, six story buildings constructed with a steel frame and skinned with attractive glass curtain wall and storefront systems and complimented with architectural precast panels. The skin will be designed to create a prominent entrance into Chapel Hill and be consistent with the UNC Health Care brand.

The two buildings shall front 15-501 to optimize visibility and create a strong welcoming, urban gateway for the new commercial development. Parking will be a combination of new surface parking installed to support Building 500 operations in the interim and structured parking to accommodate patients, staff and visitors for the new development. At the completion of Phase 1, a 5 ½ story parking structure will front along Eastowne Drive and contain approximately 1,100 spaces. By utilizing structured parking, the phase one development will minimize the development footprint and the associated impervious surfaces. This will allow a more compact, walkable development that maximizes open space and green buffers. Access into the site will be north of the parking deck. Internal roads will be extended to the buildings and to the South-Eastern corner of the site. This new internal road will become West Front Street and will be connected to the east in subsequent development phases.



### **Public Process**

As a result of on-going conversations between UNC Health Care and members of the Town's Planning Department, we understand that the project entitlement will occur in several stages. The first step is to complete and submit a concept plan of Phase 1 which will be reviewed by Staff and Town Council. After feedback from Town stakeholders, a zoning compliance permit (ZCP) will be submitted in order to facilitate demolition and earthwork for the first building. Concurrent to that process, UNC Health Care will apply for a Special Use Permit. This permit will run concurrently to the ZCP and will permit full build out of Phase 1 inclusive of the parking structure.

### **Goals and Objectives**

The primary goal of the project is to redevelop this site with modern, higher density office uses while creating a prominent gateway into Chapel Hill along 15-501. To achieve these goals, we are now embarking on a design for the buildings that will utilize modern building technologies and construction methods to provide a clean, sophisticated and striking commercial development.

Project timing is also a critically important goal of the development. In order to stay competitive in the increasingly challenging healthcare landscape, UNC Health Care needs to continue to improve the patient experience. The initial project will consolidate a significant amount of services that are scattered throughout the healthcare system in Chapel Hill while simultaneously upgrading the buildings and improving patient access. Building on the superb relationship with the Town of Chapel Hill will be instrumental if our goal of a Summer 2018 construction start is to be achievable. UNC Health Care is targeting early 2020 to open the first office building.

## **Statement of Compliance with 2020 Chapel Hill Comprehensive Plan**

### **Eastowne Redevelopment – Phase 1**

Phase 1 of the redevelopment of Eastowne is being designed and programed to promote the themes and goals of the 2020 Chapel Hill Comprehensive Plan. The project proposal is consistent with the Comprehensive Plan's overall themes as goals and responds to the Key Considerations for the use of this important gateway into the Town of Chapel Hill.

#### **Comprehensive Plan Themes and Goals**

- 1. A Place for Everyone:** The original Eastowne development was constructed with single and two-story office buildings in the 1970's and 1980's that did not meet the full potential of this highly visible and accessible site. The proposed redevelopment of this site will bring a higher density, mixed use to this site immediately adjacent to 15-501 at the I-40 interchange. Additionally, the new buildings being proposed are the just the first step in the larger proposed high-density transit-oriented mixed-use development of nearly 48-acres in Eastowne that will potentially add medical office, office, hotel, residential and retail uses in this quadrant. Completion of this development, especially on 15-501 immediately adjacent to I-40, is consistent with 15-501 North Focus Area in the 2020 Chapel Hill Comprehensive Plan, providing a high density mixed-use project without overburdening the Town's streets. The development will be a proud gateway feature at this entry point into the Town of Chapel Hill. It will also consolidate various facilities to establish a hub of activity that will bring economic and social vitality to the local neighborhood and the region. Additionally, public spaces within the project will include art and community activities to bring people of different backgrounds together.
- 2. Community Prosperity and Engagement:** The Eastowne redevelopment will leverage the value of the currently underutilized land and infrastructure at this important site, allowing the Town to replace existing, outdated, office buildings with new, up-to-date office buildings. The completion of this Phase 1 office building will be an important first step in the creation of a consolidated, world-class, destination that will support local businesses and neighborhoods by creating new jobs, commercial development and social opportunities. The neighborhood will have a simple, walkable grid to encourage alternative modes of transportation, including important linkages to the future proposed light rail station immediately adjacent to the site.
- 3. Getting Around:** As outlined in the North 15-501 Focus area of the 2020 comprehensive plan, the Eastowne site is the ideal location to add density to encourage and support public transit, and utilize the existing 15-501 / I-40 access without overburdening other Town streets. The master plan for Eastowne will emphasize the creation of complete streets that create safe pedestrian environments that prioritize walking, biking and public transportation

while accommodating vehicles. A simple, grid layout with small blocks will create a walkable environment at Eastowne that will also include built-in flexibility to allow the project to adapt to market and demographic shifts over time. The project will also include a hierarchy of streets that range from minor service streets to highly active mixed-use streets. At the heart of the project will be a new east-west “Main Street” that will provide a strong pedestrian and biking linkage across the site and to the proposed public civic plaza and light rail. In addition to being located on a major transportation corridor (15-501) served by regular bus service, the project will be designed to leverage the accessibility to the proposed light rail station immediately to the south. This rail project will connect three major universities, three major medical facilities, and three of the top ten employers in the state. Development of a mixed-use core at the Eastowne site is critical to the success of the region and the viability of this significant public transportation project.

4. **Good Places, New Spaces:** The immediate Eastowne Redevelopment – Phase 1 will add two new desirable office buildings. Parking will be provided in parking decks to reduce the overall impervious area, preserve existing open areas and provide parking proximate to the proposed buildings. Both buildings be connected to the overall Eastowne project with vehicular and pedestrian connections to reduce the use of vehicles within Eastowne and reduce the need to use Eastowne Drive, or 15-501, for trips between uses on the site. The project also includes the preservation of significant green space along the 15-501 corridor (including a 30’ buffer), the conservation of existing wetlands, and the creation of green network of vibrant public spaces that will be accessible for a diverse set of users.
5. **Nurturing Our Community:** The Eastowne Redevelopment – Phase 1 will be built on a currently developed site, utilizing existing transportation and utility infrastructure and therefore, preserving green space elsewhere in the community. Stormwater management will address both new impervious and, to the extent possible, the impervious surfaces which currently have no facilities to address storm run-off quantity or quality. Redeveloping the site as proposed will improve on the site’s existing stormwater conditions.
6. **Town and Gown Collaboration:** The new office buildings will provide space that is conveniently located to UNC Hospitals. This is consistent with the 2020 Comprehensive plan that calls on the town to promote access for all residents to health-care centers, public services, and active lifestyle opportunities.

UNC HOSPITALS EASTOWNE CAMPUS  
CHAPEL HILL, NORTH CAROLINA  
PROJECT NUMBER: UNC-17020

DATE: DECEMBER 29, 2017

**C-1 EXISTING CONDITIONS**  
**C-2 AREA MAP**  
**C-3 CONCEPT PLAN**

VICINITY MAP  
1"=1500'



**2905 Meridian Parkway  
Durham, North Carolina 27713  
License No.: C-0293  
(800) 733-5646 ■ McAdamsCo.com  
Contact: Bill Derks  
Derks@mcadamsco.com**

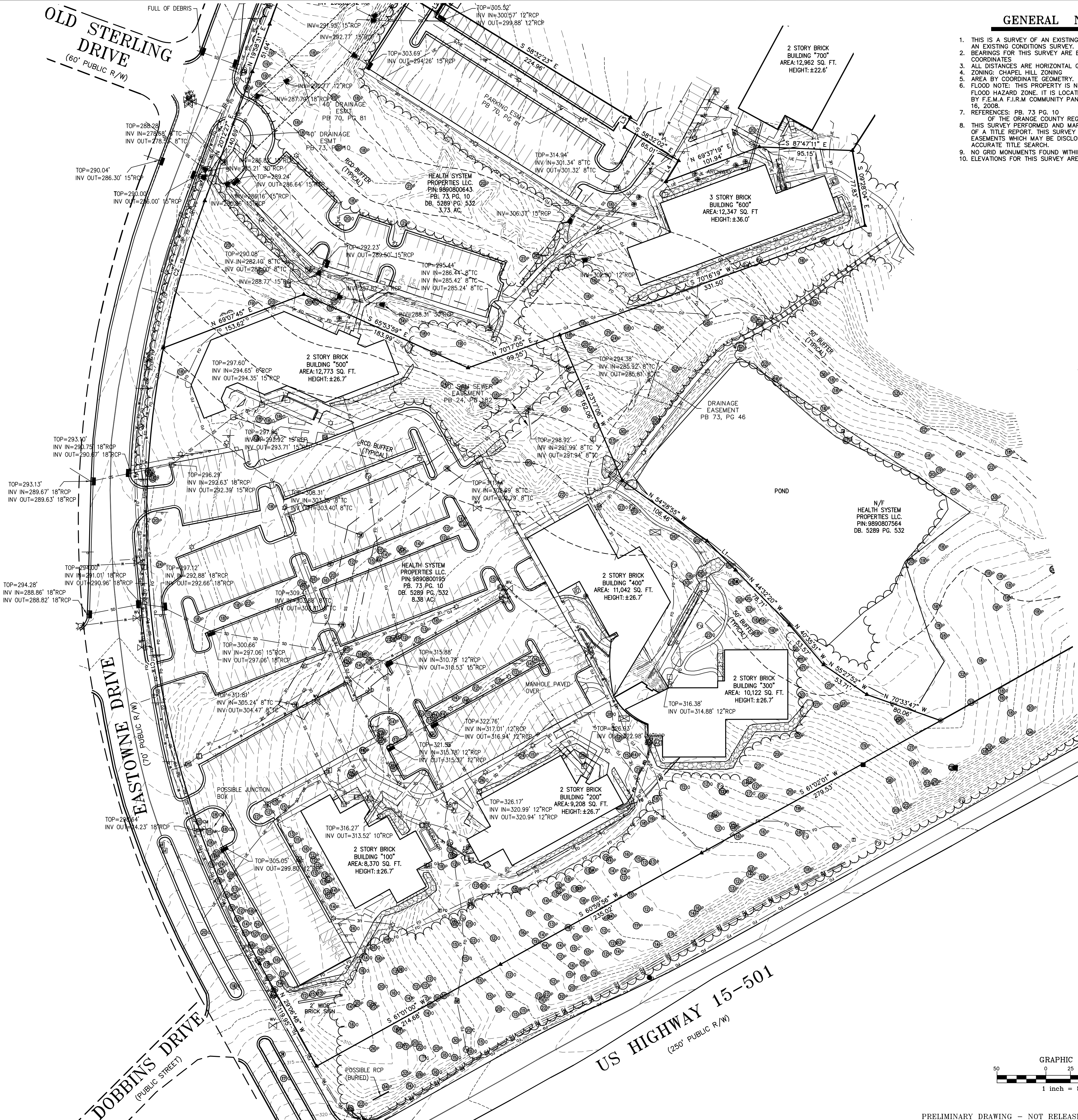


PRELIMINARY PLAT  
NOT FOR RECORDATION  
CONVEYANCES OR SALES

LEGEND

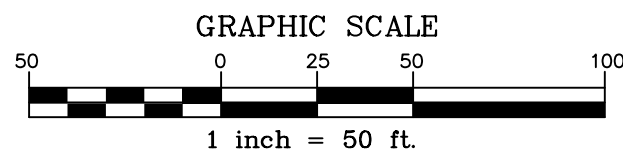
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- IRON PIPE SET
- CALCULATED POINT
- BORE HOLE
- SANITARY SEWER MANHOLE
- SANITARY SEWER CLEANOUT
- WATER VALVE
- WATER METER
- FIRE HYDRANT
- TELEPHONE PEDESTAL
- TELEPHONE MANHOLE
- ELECTRIC BOX
- LIGHT POLE
- POWER POLE
- CURB INLET
- STORM DRAINAGE MANHOLE
- YARD INLET
- SD STORM DRAIN PIPE
- OU OVERHEAD UTILITY LINES
- W WATER LINE
- SS SANITARY SEWER LINE
- T TELEPHONE LINE
- G GAS LINE
- UE UNDERGROUND ELECTRIC
- UT UNDERGROUND TELEPHONE
- X FENCE LINE

OLD STERLING DRIVE  
(60' PUBLIC R/W)

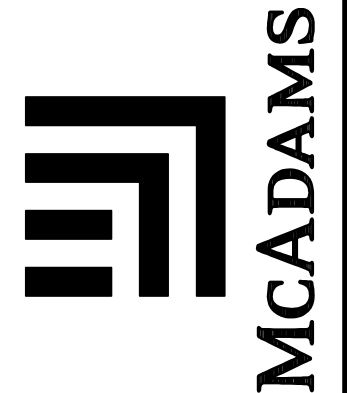


GENERAL NOTES

- THIS IS A SURVEY OF AN EXISTING PARCEL(S) OF LAND. THIS IS AN EXISTING CONDITIONS SURVEY.
- BEARINGS FOR THIS SURVEY ARE BASED ON NC GRID NAD 83 COORDINATES
- ALL DISTANCES ARE HORIZONTAL GROUND DISTANCES.
- ZONING: CHAPEL HILL ZONING
- AREA BY COORDINATE GEOMETRY.
- FLOOD NOTE: THIS PROPERTY IS NOT LOCATED IN A SPECIAL FLOOD HAZARD ZONE. IT IS LOCATED IN ZONE "X" AS DEFINED BY F.E.M.A F.I.R.M COMMUNITY PANEL #3710989000L DATED MAY 16, 2008.
- REFERENCES: PB. 73 PG. 10
- OF THE ORANGE COUNTY REGISTRY.
- THIS SURVEY PERFORMED AND MAP PREPARED WITHOUT BENEFIT OF A TITLE REPORT. THIS SURVEY SUBJECT TO ANY FACTS AND EASEMENTS WHICH MAY BE DISCLOSED BY A FULL AND ACCURATE TITLE SEARCH.
- NO GRID MONUMENTS FOUND WITHIN 2000' OF SITE.
- ELEVATIONS FOR THIS SURVEY ARE BASED ON NAVD 88 DATUM



THE JOHN R. MCADAMS  
COMPANY, INC.  
2905 Meridian Parkway  
Durham, North Carolina 27713  
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Fax: 919.486.1101  
(800) 733-5646 • [McAdamsCo.com](http://McAdamsCo.com)



REVISIONS:

OWNER:  
UNC HEALTHCARE SYSTEM, LLC  
211 FRIDAY CENTER DRIVE  
CHAPEL HILL, NORTH CAROLINA 27517

UNC HEALTH CARE SYSTEM  
EASTOWNE CAMPUS  
CONCEPT PLAN  
CHAPEL HILL, NORTH CAROLINA  
EXISTING CONDITIONS

PROJECT NO. UNC-17020
FILENAME: UNC17020-C1
CHECKED BY: RTF
DRAWN BY: JBT
SCALE: 1"=50'
DATE: 12-28-17
SHEET NO. C-1





X:\Projects\UNC-17020\Land\Concept Plan\Current Drawings\UNC17020-A1.dwg, 12/29/2017 1:26:23 PM, Asad, hdy



**SITE INFORMATION:**

PIN: 9890800195 & 9890800643  
ADDRESS: 100 & 400 EASTOWNE DR  
CHAPEL HILL, NC 27517  
OWNER: UNC HEALTHCARE SYSTEM, LLC  
ACREAGE: 12.17

**GENERAL NOTES**

1. PLANIMETRIC INFORMATION OBTAINED FROM ORANGE  
AND DURHAM COUNTY GIS.

**LEGEND**

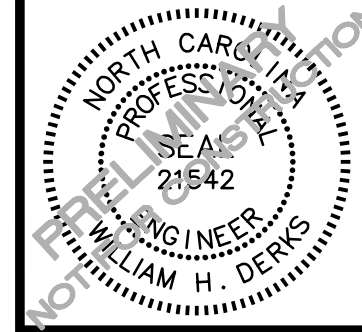
1,000' NOTIFICATION BOUNDARY  
EXISTING ZONING BOUNDARY  
GRAPHIC SCALE  
1 inch = 200 ft.

**UNC HEALTH CARE SYSTEM  
EASTOWNE CAMPUS  
CONCEPT PLAN  
CHAPEL HILL, NORTH CAROLINA**

AREA MAP

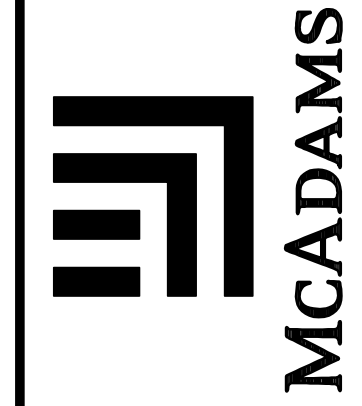
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FILENAME: UNC17020-A1  
CHECKED BY: WHD  
DRAWN BY: HMA  
SCALE: 1"=200'  
DATE: 12-29-17  
SHEET NO.

**MCADAMS**



REVISIONS:

OWNER:  
UNC HEALTH CARE SYSTEM, LLC  
211 FRIDAY CENTER DRIVE  
CHAPEL HILL, NORTH CAROLINA 27517



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PRELIMINARY DRAWING - NOT RELEASED FOR CONSTRUCTION



# PROPOSED PENDING UNC AND TOWN OF CHAPEL HILL APPROVAL

