

Eastowne Negotiation Framework

	Town Goals	Key Considerations	Options/Metrics
A. Placemaking			
1)	High-quality gateway into Chapel Hill on US 15-501		
2)	High quality landscaping and buffering	What percentage of green spaces and tree canopy coverages will be required?	Maintain as many existing trees on site
3)	Significant green space amenities		
4)	Quality urban design	What overall nature of the area – village, campus, other? What type of massing will be accepted and how will that be expressed? How many buildings will be allowed?	Wrap parking decks; Design Guidelines
5)	Attractive buildings with appropriate building height, particularly at edge of property as it interfaces with surrounding development	What level of building heights will be permitted and how will that vary across the site?	
6)	High-quality design standards and streetscapes	What level of density is desired and how will that be expressed? Tradeoffs between density and green spaces	Wrap parking decks; Design Guidelines
7)	Sense of place throughout project	Other amenities?	Farmers Market location Shared conference room spaces
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?	LOS standards
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? Level of parking required-where/how to accommodate	

3)	Multi-modal infrastructure	Eastowne to be connected to the rest of the Town (and the UNC main campus) via transit, bike, and ped?	Transit hub/BRT incorporated into design
4)	Appropriately designed and placed utilities		
5)	Connections to broader community		Engage with nearby properties and Durham
C. Sustainable Design			
1)	Ecological assessment and environmental mapping		
2)	Climate resilient and net-positive energy buildings	What requirements for alternative/renewable energy sources	
3)	Green infrastructure		
4)	Minimizes carbon footprint	What energy efficiency standards to be applied to buildings	
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 ped? Minimize the need for/use of private autos	Include plan for pedestrian bridge over US 15-501
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 P/R 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 autos	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
2)	Water quality improvements		
3)	Effective stormwater management measures including reuse		Design to incorporate Jordan Lake standards
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