



TOWN - GOWN COMMITTEE

PRESENTATION REPORT

THE ENCLOSED IS AN EXCERPT OF TODAY'S PRESENTATION. IT SUMMARIZES THE HORACE WILLIAMS COMMITTEE'S PLANNING PRINCIPLES AND THE WORK COMPLETED TO-DATE BY THE CONSULTANT TEAM.

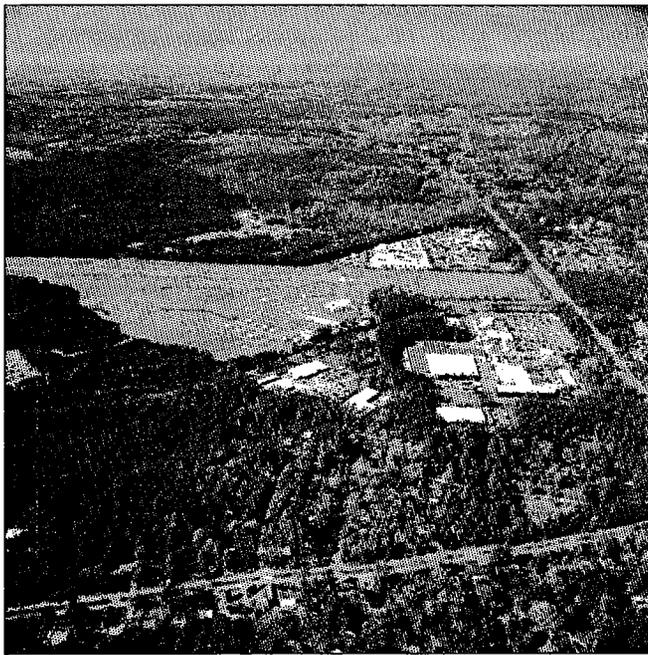
5 FEBRUARY 2001

AYERS/SAINT/GROSS
Architects and Planners

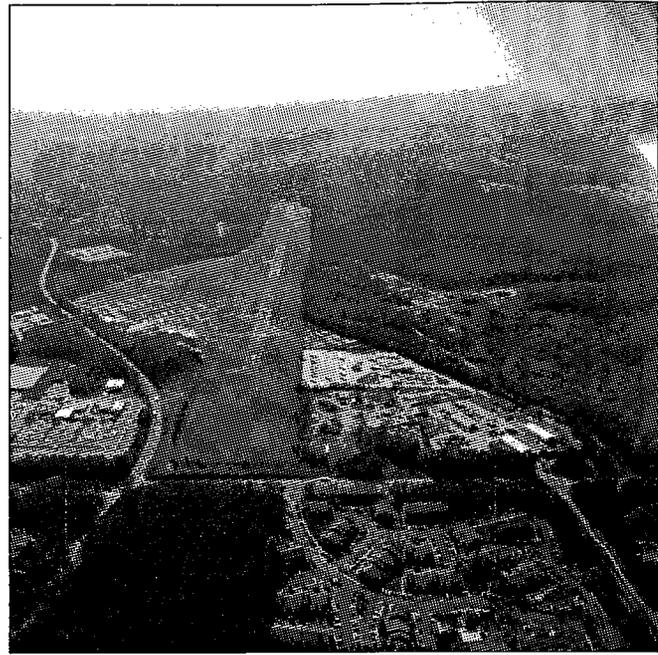
STONEBRIDGE ASSOCIATES, INC.
Market/Economic/Financial Analysis

MARTIN/ALEXIOU/BRYSON, INC
Transit Planners

CAHILL ASSOCIATES
Environmental Consultants



Aerial view looking north - Estes Road is seen in the foreground



Aerial view looking east - Airport Road is seen in the foreground

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INTRODUCTION

For over two centuries the University of North Carolina at Chapel Hill has pushed the frontier of educational excellence for the citizens of North Carolina, expanding the nature of the intellectual enterprise itself. In 1952 Sociology Professor Howard Odum was among the first to develop organizational models for research cooperation that led to the development of the Research Triangle Park. Today faculty and students across disciplines are exploring new technologies and systems that have accelerated opportunities for innovation. From genomics to nano-technologies to digital graphics to new models for international education and collaboration, UNC is showing how partnerships advance the pace of progress.

The founders of UNC had no way of knowing that by the dawn of the 21st century such accomplishments would lead to a campus of more than 13 million gsf of buildings serving 24,000 students with 9,000 faculty and staff members on 575 acres. It is UNC's good fortune that Horace Williams, the Kenan Professor of Philosophy, left a final legacy with a gift of more than 700 acres of land in Chapel Hill, since expanded to almost 1000 acres, thereby providing a place where University accomplishments in the new millennium can flourish.

Nationally and internationally, universities, cities, and regions are engaged in an extraordinarily competitive battle to develop or attract new economy industries. The last few years have defined not only a new economy but a new workplace as well. The businesses of tomorrow, their leaders and employees, will look and behave in dramatic contrast to the companies of the past.

UNC is uniquely positioned in this new world economy where intellectual enterprise knows no bounds and pursuit of ways to improve the human condition requires the creativity and expertise enhanced through collaborative work. The intellectual capital of

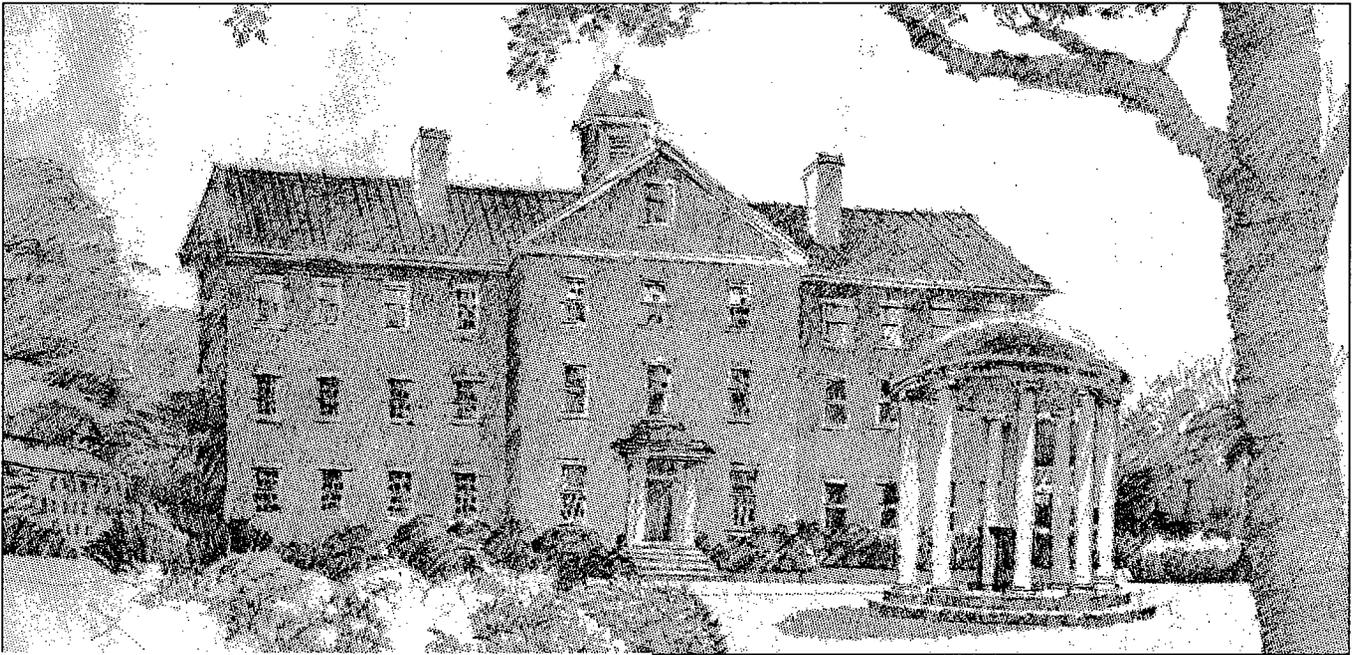
UNC-CH provides a formidable foundation upon which to build new alliances and partnerships. The Horace Williams property gives UNC-CH an enviable competitive advantage by providing a location for significant long-term growth in close proximity to its central campus. Supporting this is the business climate and workforce of North Carolina and particularly the Raleigh-Durham-Chapel Hill region.

Under the direction of distinguished faculty the University has a number of departments and programs that already benefit from alliances and partnerships with the private sector and other institutions. Important ongoing research and development can be supported in an attractive community environment within minutes of main campus facilities. And there are uncharted possibilities that will benefit from having a flexible, adaptable place in which to engage in important intellectual inquiry and collaborative work.

While the new central campus master plan will accommodate significant growth on the central campus, the continued intellectual growth of UNC-CH will require the university to anticipate and provide the infrastructure for alliances within the institution, with other institutions and within the private sector.

From the initial work of the Horace Williams Advisory Committee to the present day, UNC-CH has been dedicated to setting the table to enable the unknown possibilities of new University accomplishments. UNC-CH has the rare combination of the intellectual capital, the physical land, and a vibrant entrepreneurial region necessary to compete in the new economy. With the proper planning and investment, the development of Horace Williams will one day be recognized for its vision and forethought.

The Horace Williams legacy is a glass waiting to be filled with purpose, promise and innovative thinking.



UNC Main Campus

PRINCIPLES AND PARAMETERS

Does the development....

1. Help to better prepare students?
2. Elevate the quality of life of the people of the State?
3. Enable new knowledge?
4. Help to recruit and retain faculty?
5. Help to recruit and retain students?

MISSION

Strategic Vision

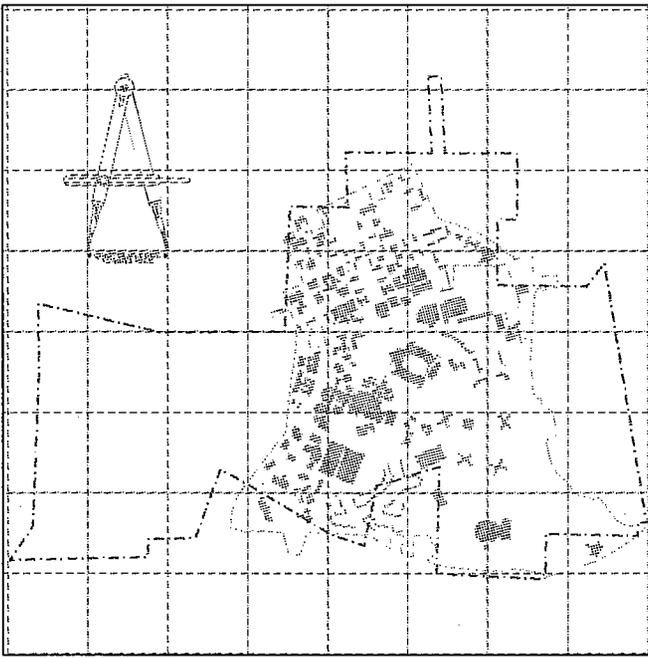
"Create a village of mixed uses including Bio-Tech/Human Genome research and commercialization that fosters relationships with ongoing work at UNC-CH"

Master Plan Mission

"Using the JJR Report as a basis, develop a master plan for the highest and best use of the Horace Williams property to fulfill the Strategic Vision over the near term (10-20 years) and long term (100 years)."

PLANNING PRINCIPLES

1. **Partnership**
Partnerships with the private sector, government, and other research institutions would bring complementary resources (fiscal and intellectual) and create opportunities for both faculty and students.
2. **Program Innovation**
Horace Williams should be UNC's laboratory for new teaching and learning methods, driving creative transformation and innovation throughout the academic disciplines and professional schools.
3. **Digitized Environment**
The emerging digital era will revolutionize almost all teaching, research and public service aspects of the University. Horace Williams should reflect this transformation.
4. **New Intellectual Level**
The development of Horace Williams should support the movement of UNC to a new intellectual level.
5. **Compatible with the Community**
The program components and physical plan of Horace Williams should be compatible with the University's Campus Master Plan and the surrounding Communities of Chapel Hill and Carrboro.



Main Campus and Horace Williams scale comparison

COMPARATIVE SCALES

The diagram illustrates the relative size and scale of the Horace Williams property in comparison to UNC's main campus. The main campus of UNC is approximately 575 acres and contains 13 million square feet of occupiable building space. Comparatively, the 979 acres of the Horace Williams property will have a maximum of 8.4 million square feet. The grid shown on the diagram represents a distance of one-quarter mile, or a 5-minute walk.

This study illustrates the immense size of the Horace Williams property, which is approximately 2 miles in length, and the need to develop the property as a group of neighborhoods, each disciplined by the walking distance of five minutes from center to edge. Neighborhoods are quantified by area, not by density, and each includes a balanced set of activities: shopping, workplace, recreation, dwelling, etc. Each neighborhood has a center, such as a public space, which may be a plaza, a square, a green or an important intersection. Retail and workplaces are usually associated with the center, as value is enhanced by adjacency to 'place'.



UNC property: Horace Williams, Main Campus and Masons Farm

DISTANCE AND SITE ACCESS

The diagram shows concentric circles incrementally increasing by one mile. The center of the circle is located at the intersection of Franklin and Columbia Street, which is the northwest corner of the main campus.

Minor and major thoroughfares surround the Horace Williams Property. To the east the property abuts Airport Road (NC 86), the primary access route to the site. Recently widened, Airport Road is now five lanes from I-40 to Downtown Chapel Hill. The proximity of the property to I-40, and to the Main Campus is a key attribute of the site. Enhanced access from the north will be provided by the extension of Weaver Dairy Road. Accessibility for eastbound traffic will also be improved by the planned widening of Weaver Dairy Road, with an improved connection to US 15-501 included in the region's current Transportation Improvement Program (TIP).

Homestead Road wraps around the north and west sides of the site. Widening of this two-lane road to three lanes between Airport Road and High School Road is included in the region's TIP. In the longer term, Homestead Road west of High School Road will be widened to add a median.

To the south, the site is bounded by Estes Drive, a major east-west connection between Franklin Street, Airport Road, Carrboro, and areas further west. Currently a two-lane road, the TIP proposes the widening of Estes Drive to three lanes west of Airport Road. The western portion of the site is traversed by Seawell School Road, a two-lane north-south road with no plans for widening. A new east-west connection from the lower portion of Seawell Road to Homestead Road (below the schools) is included in the Thoroughfare Plan, Durham/Chapel Hill/Carrboro (DCHC) Metropolitan Planning Organization (MPO). Overall, vehicular access to the Horace Williams property is relatively good, and planned improvements noted above will enhance that access.



Norfolk Southern Railroad corridor passing through Horace Williams

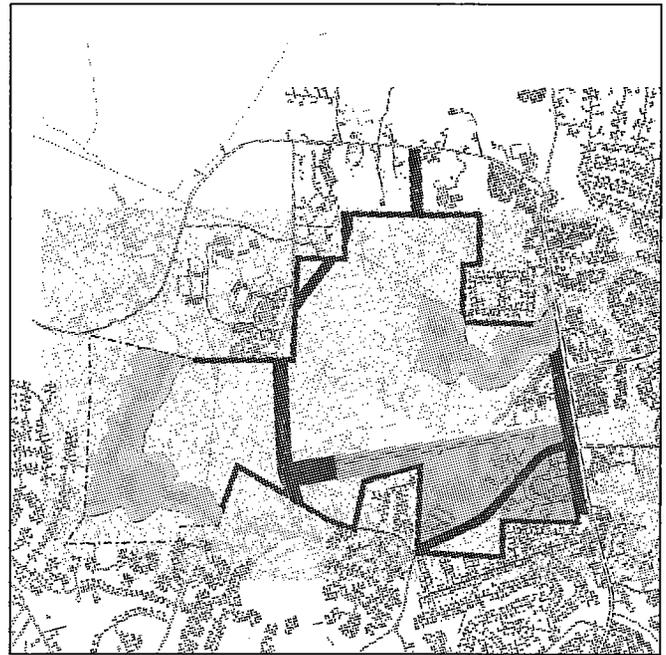
SITE OPPORTUNITIES

The University/Norfolk Southern Railroad line runs through the western portion of the Horace Williams property. This is a spur line that extends from the North Carolina Railroad (NCRR) line near Hillsborough Road to the University's power plant in Carrboro, at the west end of Cameron Street. The line is used only for transporting coal to the power plant, twice a day, and carries very little freight traffic. The proposed plan uses this existing right-of-way for a dedicated busway connecting the site to the main campus.

The Horace Williams site is well located to be served by transit. Chapel Hill Transit (CHT) currently operates several bus routes along Airport Road in close vicinity to the site. These include the T and A routes, the north-south route serving the Eubanks Road Town park-and-ride lot, and the P route which serves the University's P and PR park-and-ride lot on Estes Drive. During weekday peak hours a bus currently runs by the site every ten minutes.

The University is a major participant in CHT, both in funding and using the system. The towns of Chapel Hill and Carrboro have joined with the University and are committed to continually improving transit service. To a large degree, the location of University facilities and off-campus student housing defines the routes, service frequency, and hours. Intensive development of the Horace Williams property would warrant and support a high level of service, and the site can be readily and efficiently served.

The Triangle Transit Authority (TTA) operates a regional bus service to Chapel Hill from the RTP and Durham. Riders can transfer between the regional and CHT buses, making Chapel Hill accessible by transit from other parts of the region.



Floodplains, stream buffer, setbacks, airport, physical plant, and preservation area

SITE CONSTRAINTS

The Horace Williams site is located one and one-half miles northwest of the existing University of North Carolina campus. Two streams run through the site, Bolin Creek on the western portion and Crow Branch on the eastern portion.

The 979 acres site generally slopes down from north to south. The ground slopes towards the two streams and slopes vary considerably. Portions of the site have slopes in excess of 10%.

Originally, the airport consisted of three runways. The municipal facility along Airport Road is located on a flat portion of the site which was formerly one of the runways.

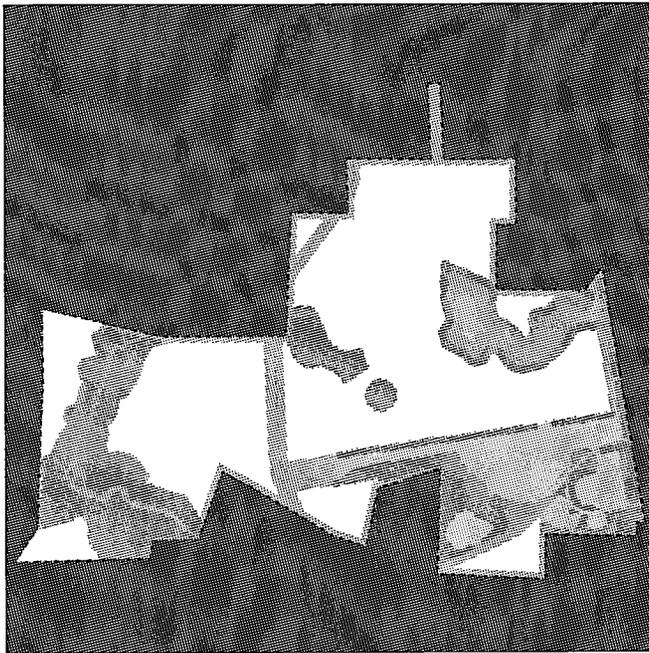
Except for the land occupied by the existing University Physical Plant and Municipal Yard buildings, the airport, and landfill, the site is completely covered with vegetation and trees.

OPEN SPACE PRESERVATION - The flood plain occupies 57 acres, and the stream buffer occupies 64 acres of land. Miscellaneous setbacks and open spaces occupy 22 acres, and land reserved for the runway approach zone occupies 116 acres. 259 acres (26%) of the total site area are reserved for open space preservation.

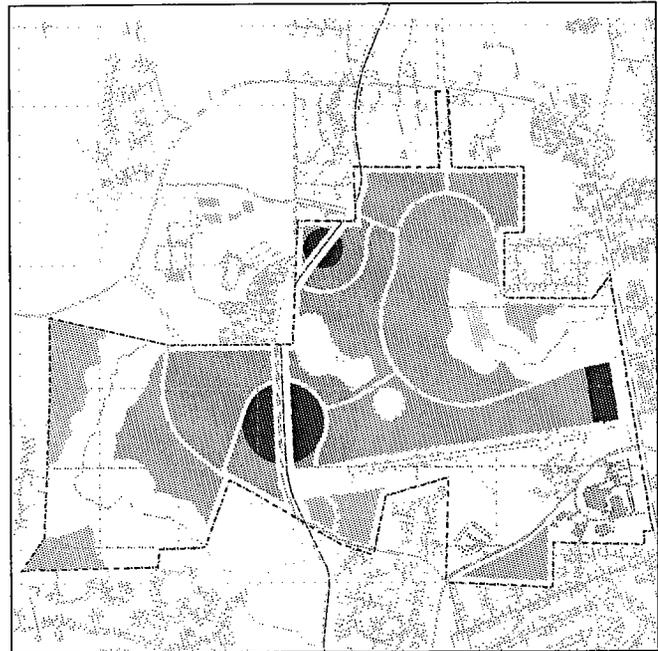
PRIOR COMMITTED LAND - The existing airport occupies 110 acres, and the University Physical Plant occupies 60 acres. 170 acres (18%) of the total site area is prior committed land.

DEVELOPABLE LAND - Total land available for development is 550 acres (56%) as per the 1998 JJR Study.

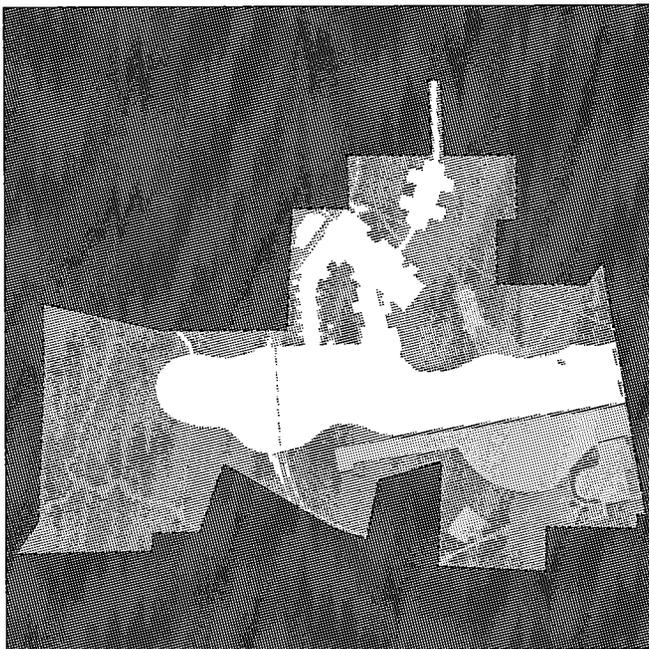
WASTE SITES - Two waste sites exist on the property, a 35 acre landfill site and a 0.2 acre chemical site.



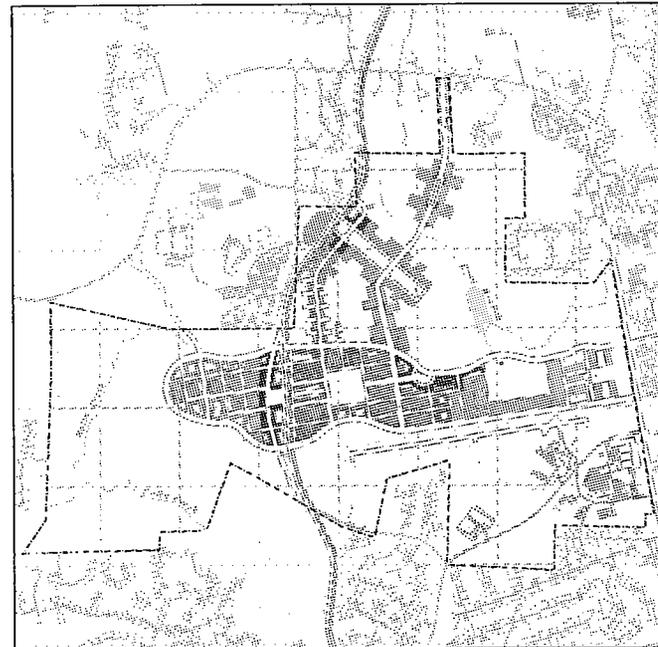
1998 JJR Study - Analysis representing land to be developed shown in white



1998 JJR Study - Dark to light tones represents concentration of development



2000 Plan Concept

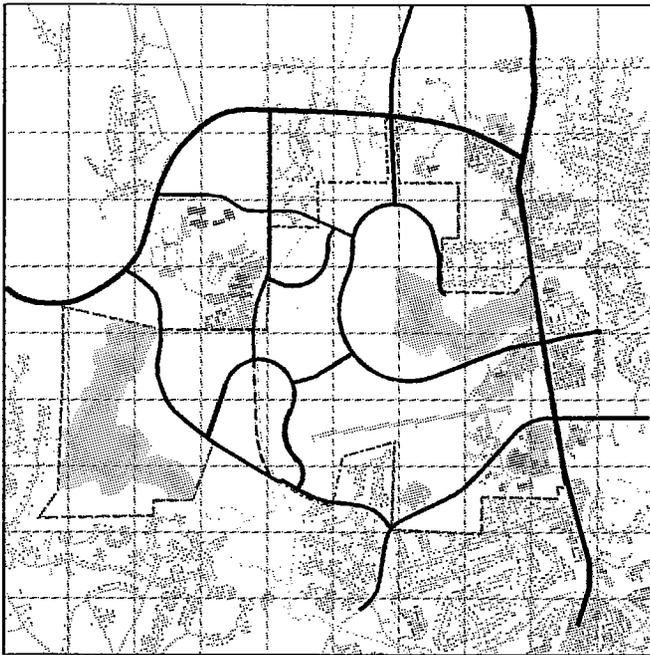


2000 Plan Concept

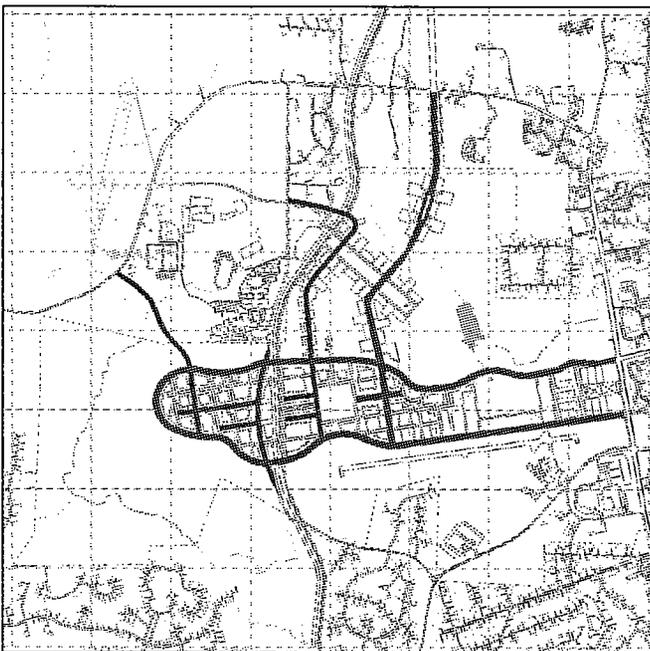
DEVELOPED VS NATURAL LAND

LAND USE COMPARISON

	1998 JJR STUDY		2000 CONCEPT PLAN	
TOTAL LAND ON HORACE WILLIAMS PROPERTY.....	979 Acres		979 Acres	
PRIOR COMMITTED.....	170 Acres	(18%)	170 Acres	(18%)
Airport 110 Acres Physical Plant 60 Acres				
MANDATORY OPEN SPACE PRESERVATION.....	259 Acres	(26%)	259 Acres	(26%)
Floodplain 57 Acres Setbacks 22 Acres				
Stream Buffers 64 Acres Runway Approach 116 Acres				
DEVELOPED LAND.....	498 Acres	(51%)	235 Acres	(24%)
ACTIVE AND PASSIVE RECREATION.....	52 Acres	(5%)	59 Acres	(6%)
ADDITIONAL LAND PRESERVATION.....	0 Acres	(0%)	256 Acres	(26%)



1998 JJR Study - Primary streets proposed



2000 Concept Study - Network of streets proposed

TRANSPORTATION

INTERNAL STREET NETWORK

The street network of a traditional neighborhood development can help foster a sense of community if it is planned with this object in mind. The intent of streets at Horace Williams is to: 1) organize the public space of the neighborhoods and to make memorable and beautiful urban spaces; 2) provide identity and a sense of place for the tenants and residents; 3) link and integrate uses and provide a walking environment; 4) provide many routes for cars in order to avoid concentration of traffic; 5) provide view cor-

ridors from the interior of the neighborhood to the surrounding landscape; and 6) separate through traffic from the neighborhood traffic and discourage unsafe speeds on residential streets.

The street network features multiple access point into the site and a hierarchy of streets. The internal street network is characterized by a fine-grained grid of streets. The street system also serves as the pedestrian network, and therefore all streets have sidewalks on both sides.

A dedicated busway in the existing rail right-of-way could connect the Eubanks Road park-and-ride lot to downtown Carrboro and campus, and pass through the Horace Williams property.

ROADWAY CAPACITY

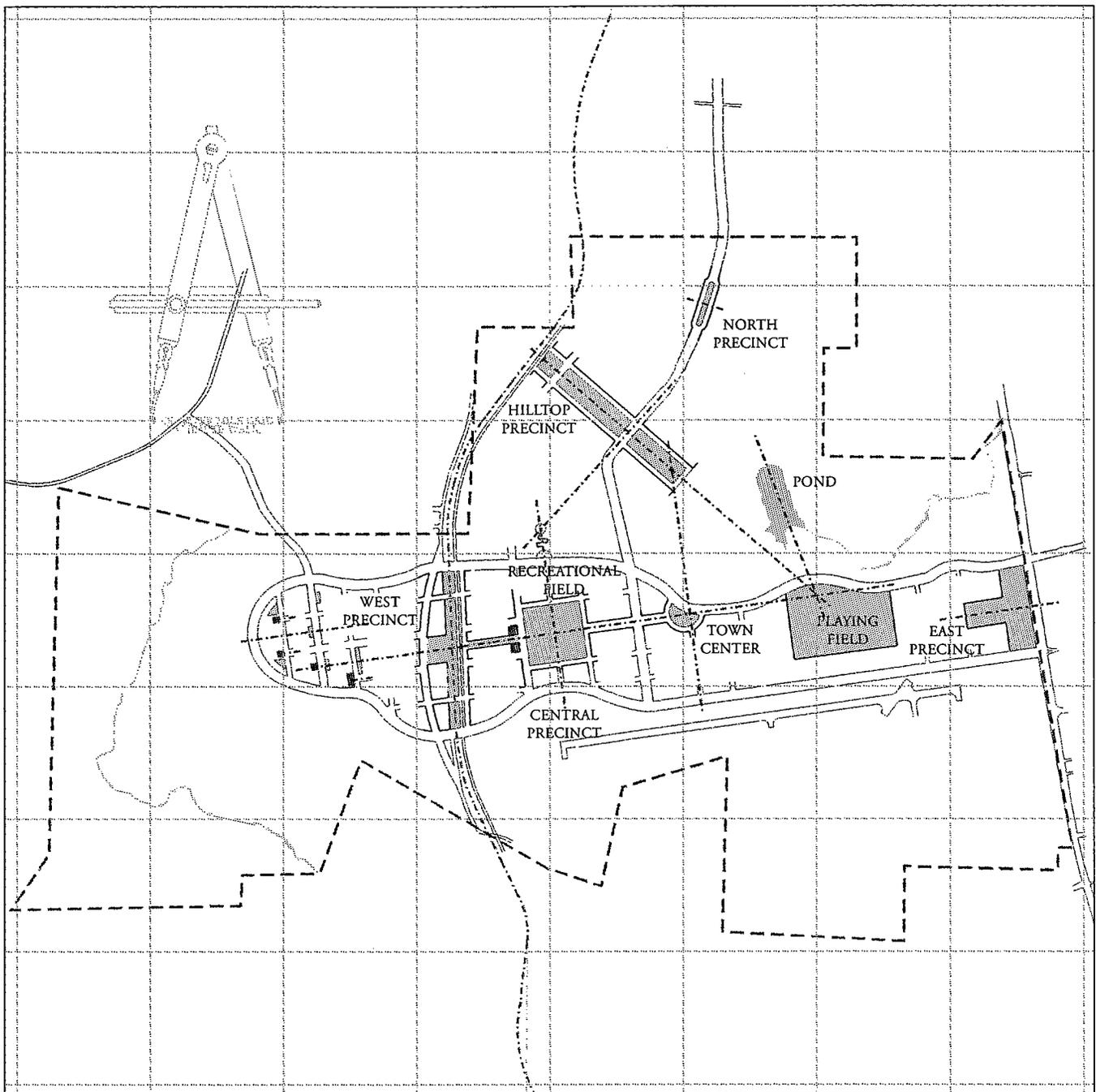
If developed as a typical, auto-oriented suburban development, the preliminary land use program being considered for the site (8.4 million GSF) could generate approximately 60,000 vehicular trips on a typical weekday. The location of the Horace Williams property within the urban setting of Chapel Hill and Carrboro, with good transit service, bicycle paths, mixed land uses, appropriate site design, and moderate trip reduction strategies could reduce traffic by a minimum of 25 percent to 45,000 daily trips.

An assessment of available capacity was undertaken, particularly to review the conclusion from the 1998 JJR Study that the future roadway network could accommodate approximately 45,000 daily vehicular trips. Based on a preliminary update of data from an early version of the 2025 travel forecasting model there will be sufficient roadway capacity, with some planned roadway improvements in 2025 to accommodate 45,000 trips generated from the site.

TRIP REDUCTION MEASURES

- Strong transit connection to Main Campus/Downtown
- Internal transit services
- Improved regional transit
- Mixed uses (balanced to maximize internal trip possibilities)
- Pedestrian/transit-oriented design
- Bikeway connections
- Ridesharing programs
- Incentives for ridesharing/transit use

The University of North Carolina is currently a major participant in the Chapel Hill Transit System which can be expanded and enhanced to serve the Horace Williams property. In addition, the University is exploring trip reduction strategies to minimize the traffic impacts and parking needs for the expansion of the UNC Main Campus.



Open Space Diagram

PUBLIC SPACES AND AXIAL RELATIONSHIPS

Priority is given to public space and the appropriate location of these spaces within the master plan. The Plan organizes the streets and blocks to create a hierarchy of public spaces. Squares and streets have their size and geometry defined by the intention to create special places. Buildings gain identity by occupying sites that overlook public spaces and help define these spaces within a neighborhood. If needed these manmade open spaces can be utilized as retention beds for stormwater runoff.

The plan designates several major open spaces within each of the five precincts. In the east precinct a large quad defined by research buildings is the focal point for the research campus. This space is dimensionally

based on McCorkle Place and its relationship to Franklin Street. In the north precinct a small linear space helps organize the research campus buildings, retail and parking decks. In the central precinct a crescent shaped space is the focal point of the town center. It connects axially to a large recreational square, which connects to a linear park linking the precinct to the transit busway. In the hilltop precinct the buildings are organized around a linear park with a town square at the western end, that is defined by the transit stop, parking garage, and retail shops. In the western precinct several small scale pocket parks provide active and passive areas for the residential inhabitants. Between the eastern and central precincts the landfill area is also utilized as recreational playing fields.