

# **EASTOWNE MASTER PLAN**

**Town Council  
Committee Meeting**

***May 9, 2019***



# Agenda

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- 1** **Introductions**
- 2** **Project Overview**
- 3** **Recent Progress**
- 4** **Discussion and Next Steps**
- 5** **Public Comment**

# Project Overview

## UNC HC Mission and Values

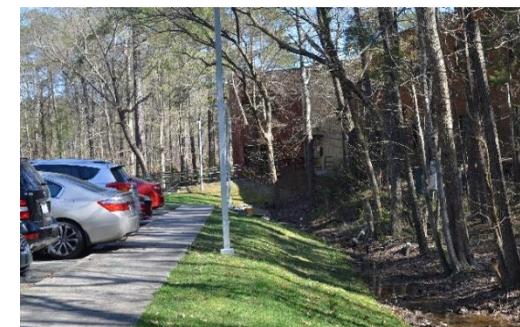
Why did UNC HC choose to invest in Eastowne?

- 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



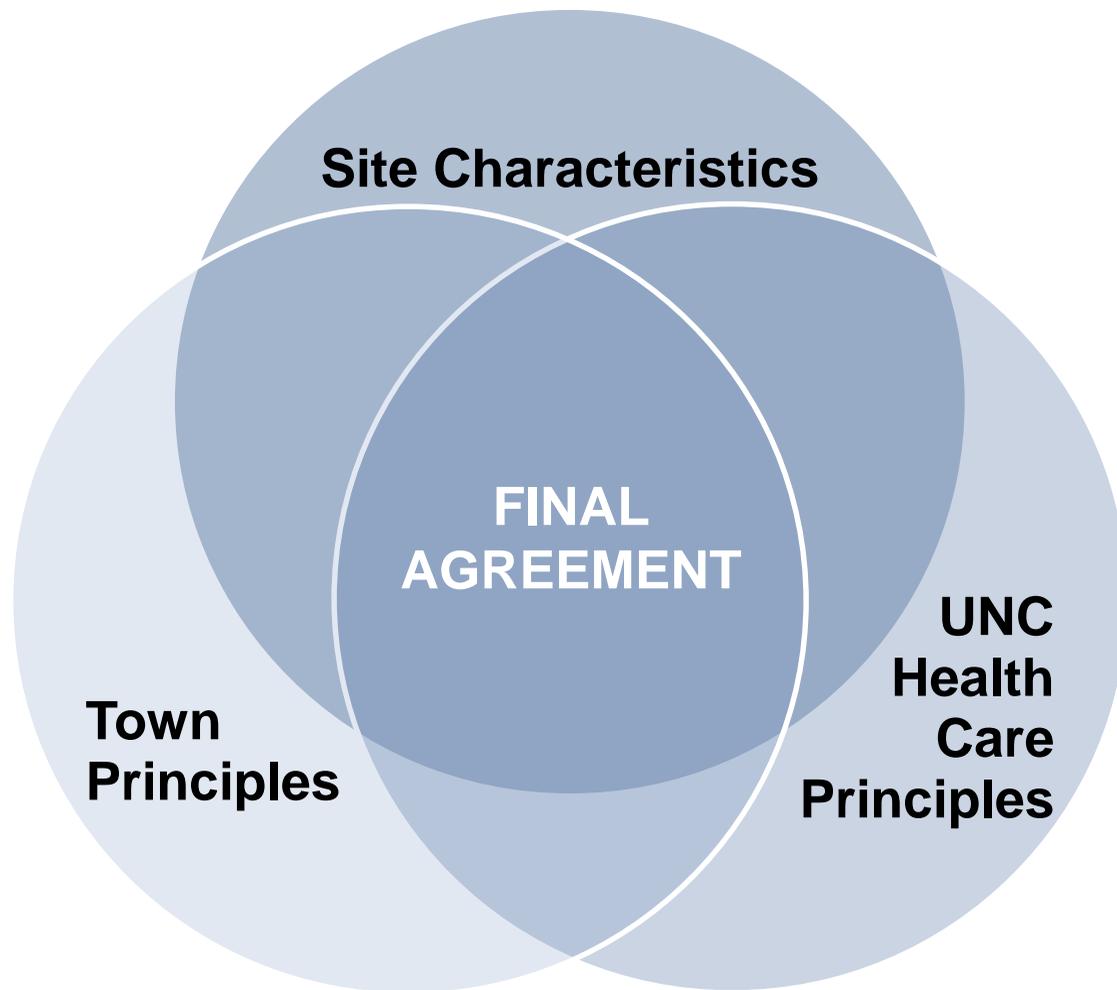
# Project Overview

## Location Map



# Project Overview

## Master Plan Approach

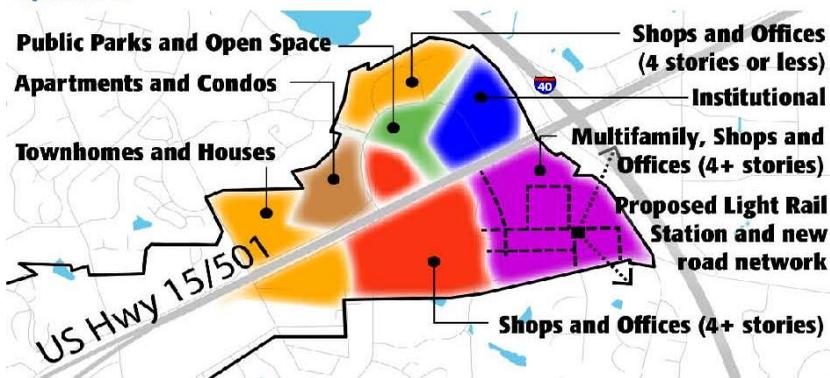


# Project Overview

## Future Land Use Map and Comprehensive Plan

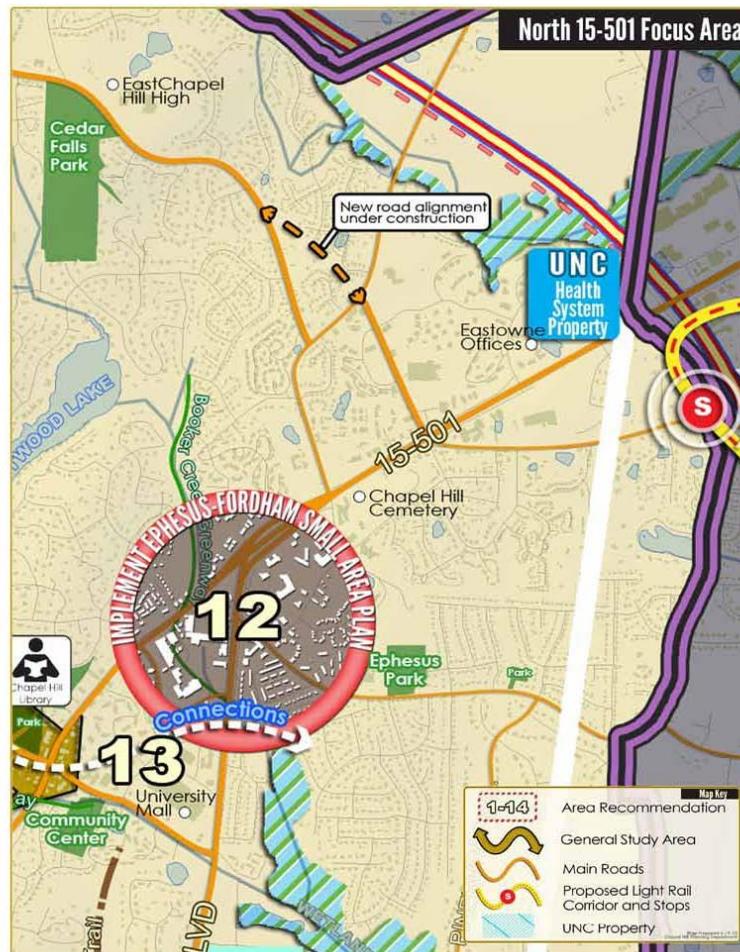
### Future Land Use Map Study

#### Option 1



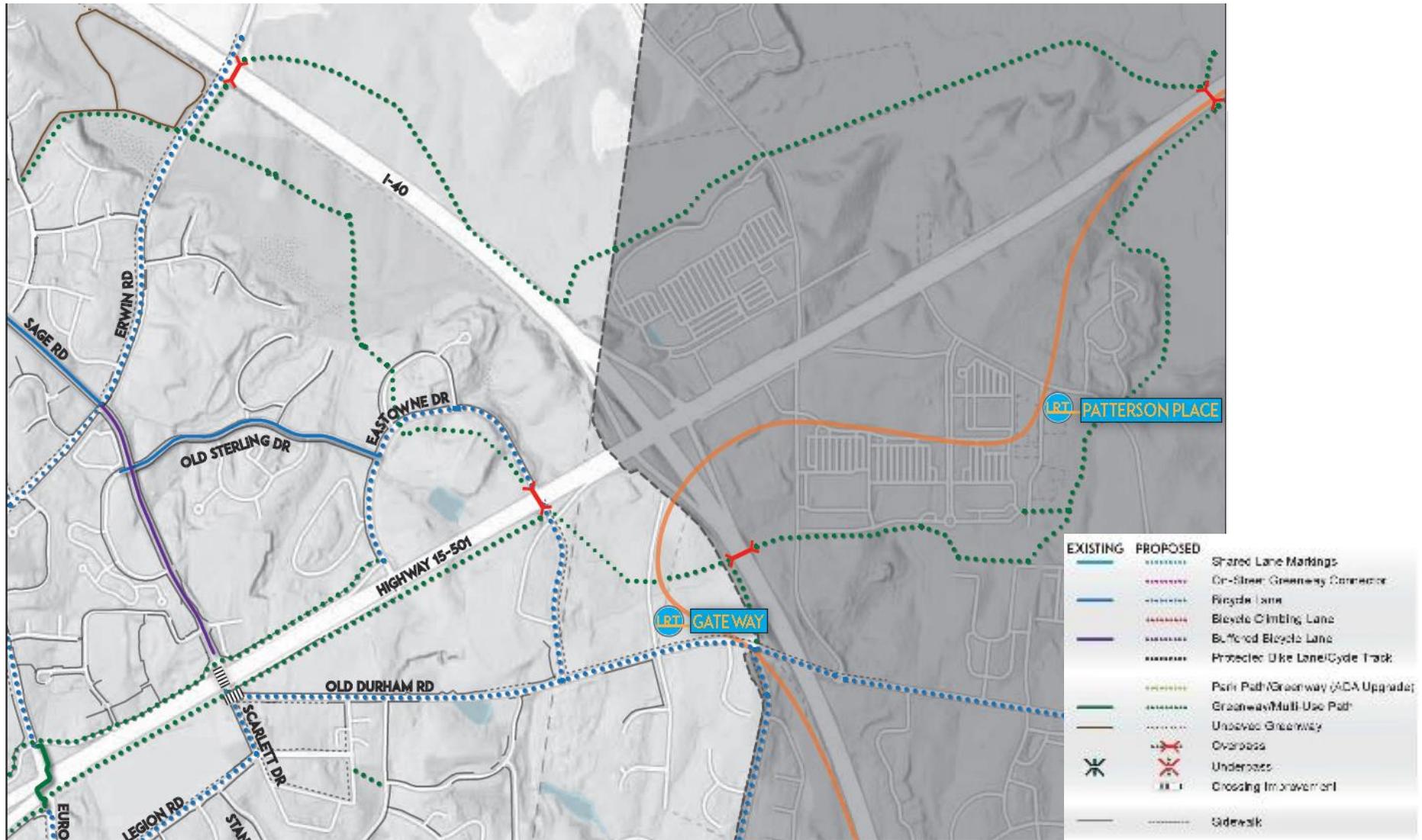
### 2020 Comprehensive Plan

Area 5: North 15-501



# Project Overview

## Chapel Hill Mobility Plan 2017



# Project Overview

## Master Plan Process

### PHASE 1 VISIONING

- **Solicit + Analyze Public Input**  
Stormwater  
Utilities  
Traffic
- **Sustainability workshop**

### PHASE 2 PLAN SCENARIOS

- **Review Alternative Scenarios**

### PHASE 3 PLAN REFINEMENT

- **Selection + Refinement of Preferred Alternative**

### PHASE 4 FINAL MASTER PLAN

- **Prepare Final Master Plan**

# Recent Progress

## Public Participation



### Recent Meetings

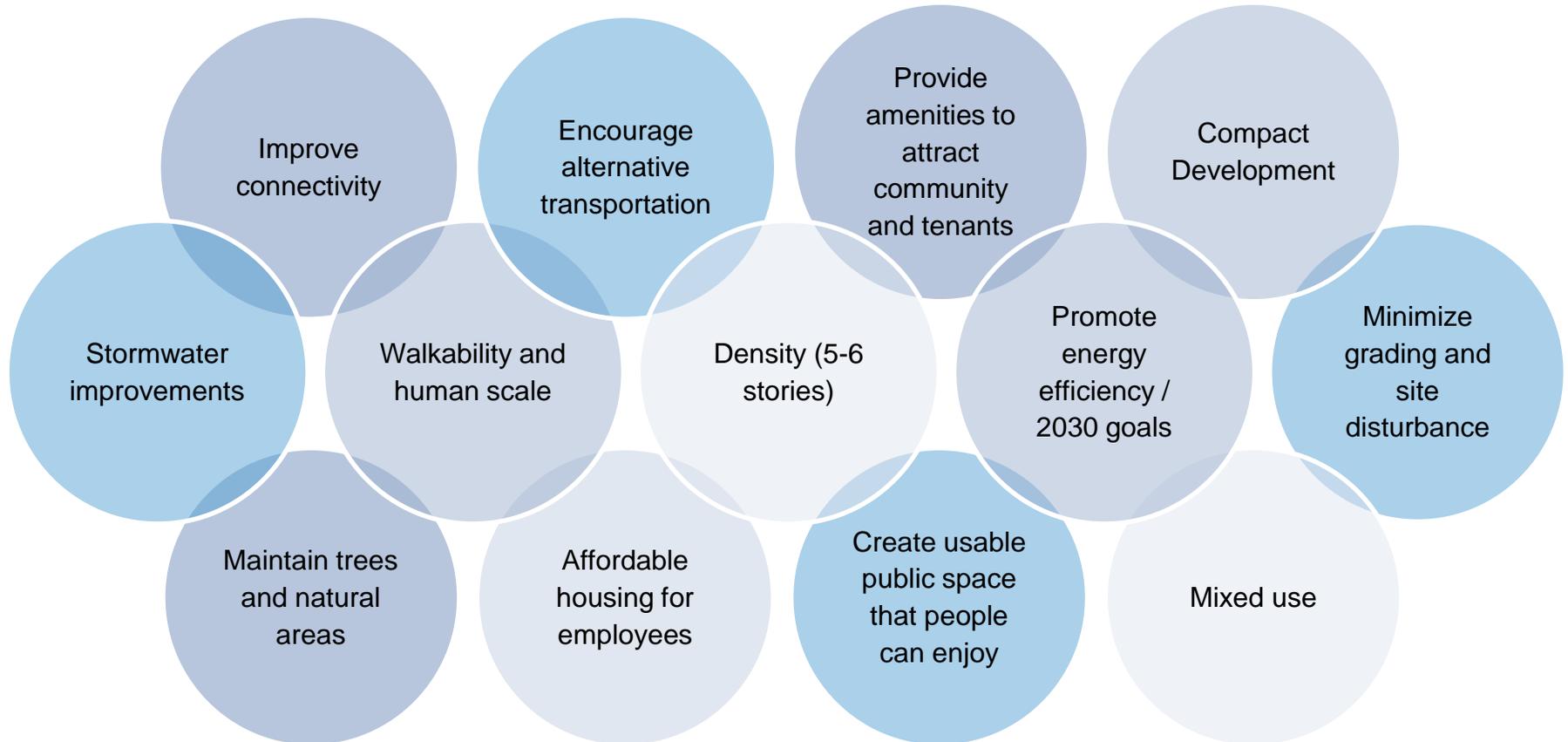
- Public Kick-off (4/4) - site visit, sustainability workshop, & open house
- Environmental Stewardship Advisory Board (4/9)
- Housing Advisory Board (4/9)
- Planning Commission (4/16)
- Stormwater Management Utility Board (4/23)
- Transportation and Connectivity Advisory Board (4/23)
- Community Design Commission (4/23)

### Upcoming Meetings

- Town Council Subcommittee (5/9)
- Joint Advisory Board meeting (5/16)
- Town Council (June)

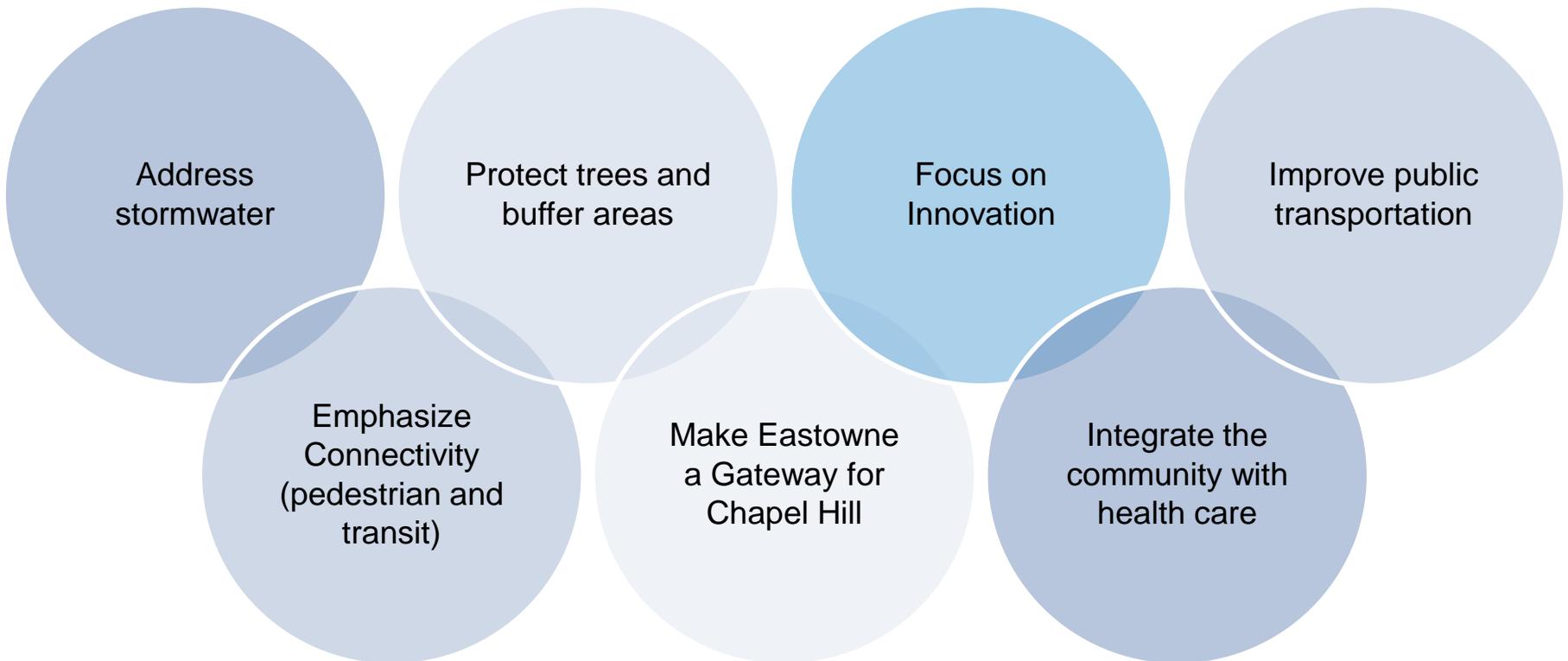
# Recent Progress

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



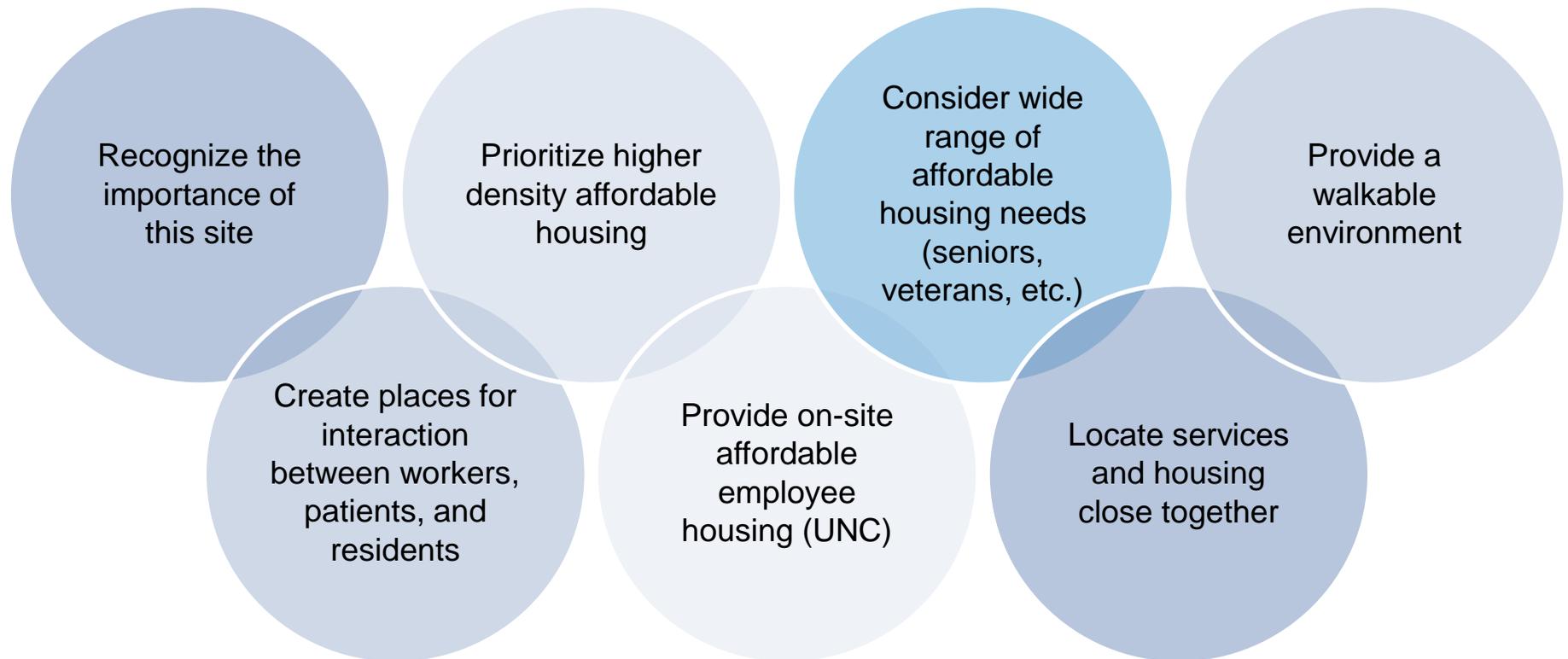
# Recent Progress

## Environmental Stewardship Advisory Board Meeting – April 9



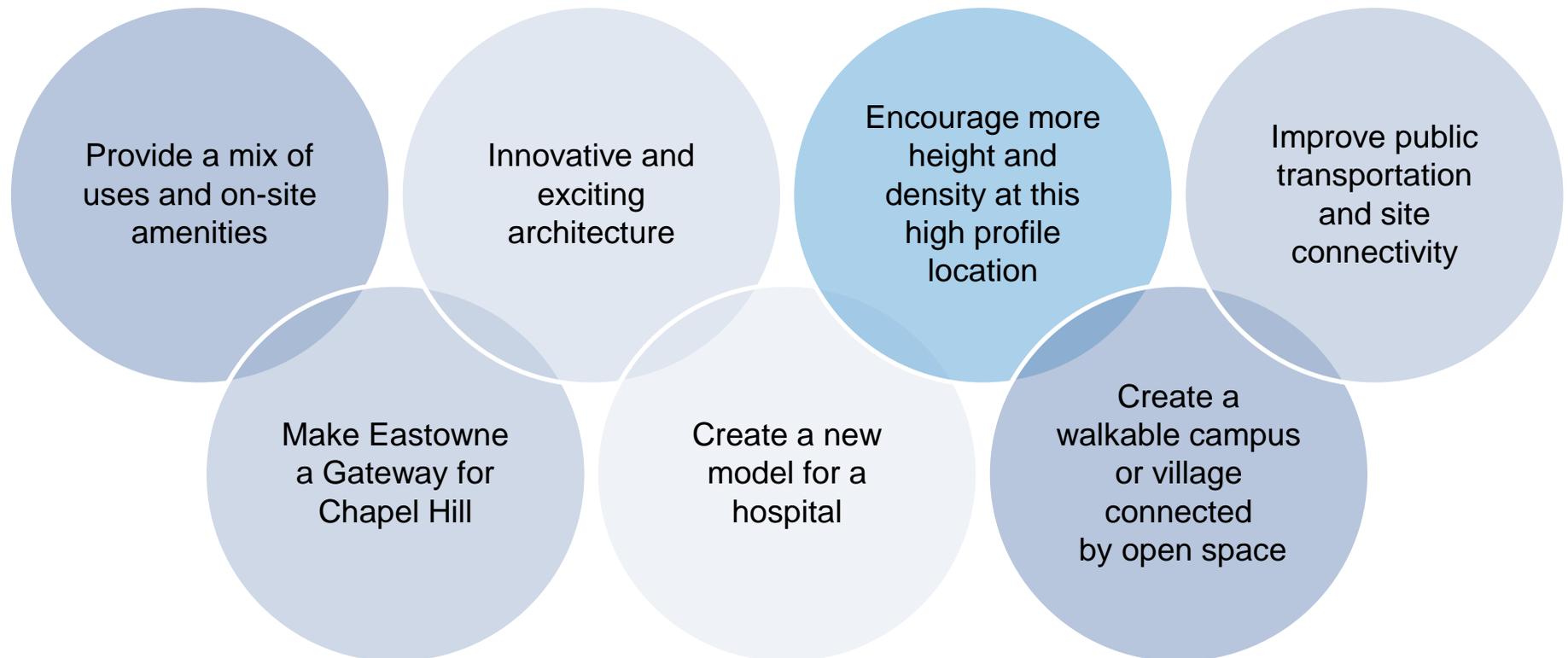
# Recent Progress

## Housing Advisory Board Meeting – April 9



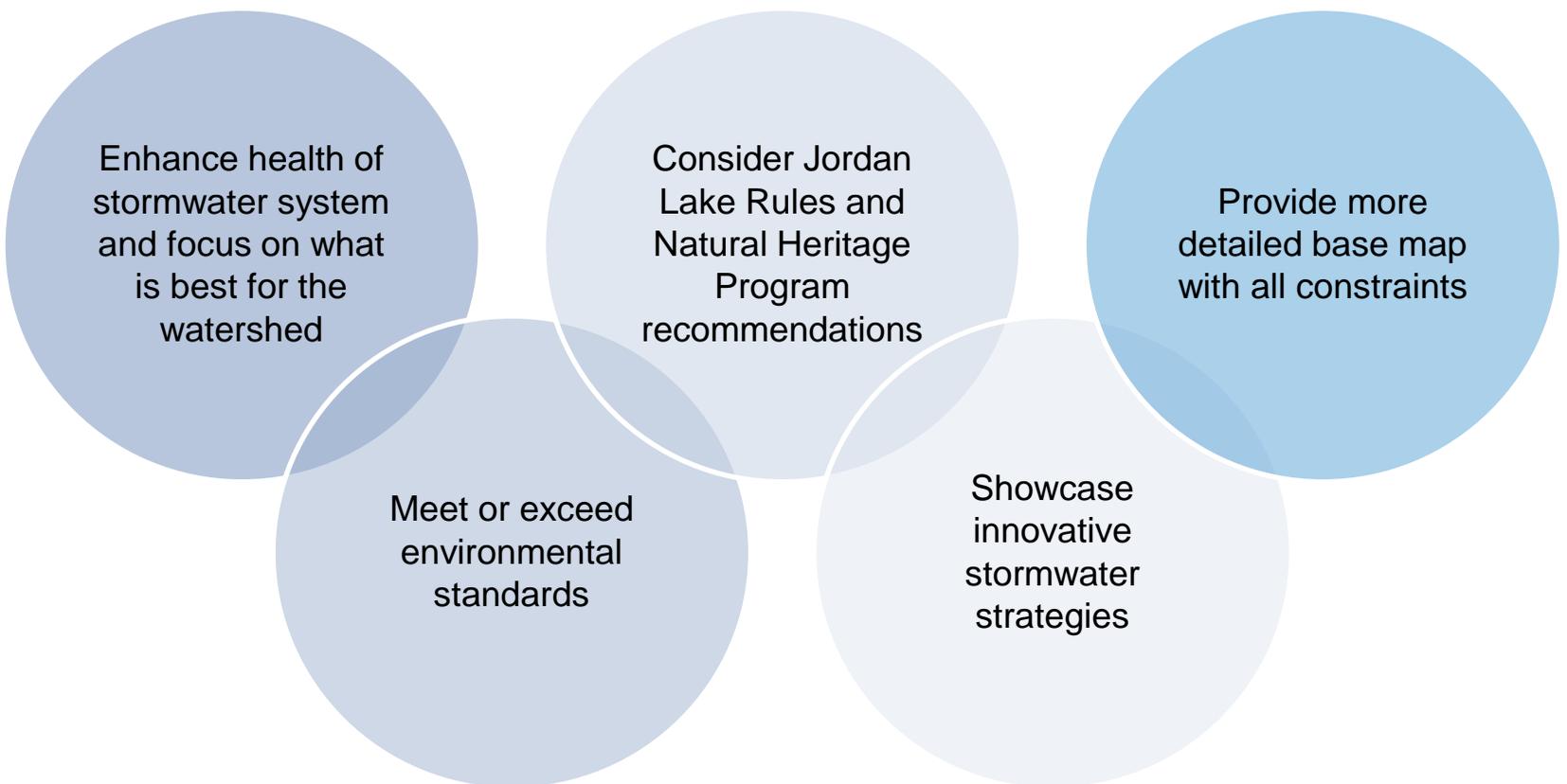
# Recent Progress

## Planning Commission Meeting – April 16



# Recent Progress

## Stormwater Management Utility Board – April 23



Enhance health of stormwater system and focus on what is best for the watershed

Consider Jordan Lake Rules and Natural Heritage Program recommendations

Provide more detailed base map with all constraints

Meet or exceed environmental standards

Showcase innovative stormwater strategies

# Recent Progress

## Transportation and Connectivity Advisory Board– April 23

Reduce the number of parking spaces at Eastowne to foster other transportation modes

Provide walking and biking resources for workers including showers and convenient bike parking

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)

Connect Eastowne to other transit modes including longer format commuter busses

# Recent Progress

## Community Design Commission – April 23

Consider housing for this site, include affordable options for health care workers

Need a dynamic master plan that can evolve

Context is important (want to see the big picture)

Consider reducing the amount of parking on the site

Think about the future of transit (ex: may not have cars 50 years from now)

Encourage high density but consider a range of building heights

Encourage mixed use development

Create more than just a hospital (not just a large medical complex)

Address infrastructure as well as texture and urban fabric

Need to repair the lack of connectivity in this area

# Recent Progress

## Public Feedback Summary

### PUBLIC FEEDBACK MATRIX

COMMENT	PUBLIC KICK-OFF WORKSHOP OPEN HOUSE	PLANNING COMMISSION	COMMUNITY DESIGN COMMISSION	TRANSPORTATION AND CONNECTIVITY BOARD	ENVIRONMENTAL STEWARDSHIP ADVISORY	HOUSING ADVISORY BOARD	STORMWATER MANAGEMENT AND UTILITY
<b>Make Eastowne a Gateway</b>							
<b>Encourage more Height</b>							
<b>Encourage more Density</b>							
<b>Provide Affordable Housing</b>							
<b>Support Alternative Transportation</b>							
<b>Promote Mixed Use</b>							
Expand Trail & Greenway System							
Create Gathering Spaces							
Minimize grading / site disturbance							
<b>Enhance Stormwater</b>							
<b>Improve Connectivity</b>							
<b>Utilize Sustainable Design Strategies</b>							
<b>Foster Innovation</b>							
<b>Enhance Walkability</b>							
Provide Amenities (day care, retail, etc)							
Provide Biking trails and amenities							
<b>Maintain trees and natural areas</b>							
<b>Encourage Compact development</b>							
Promote Energy Efficiency / 2030							
Provide Infrastructure improvements							
Minimize number of parking spaces							
<b>Not just a medical complex</b>							
Meet high environmental standards							

# Alignment

## Public Feedback and Town / UNCHC Themes

### PUBLIC FEEDBACK MATRIX

COMMENT
<b>Make Eastowne a Gateway</b>
<b>Encourage more Height</b>
<b>Encourage more Density</b>
<b>Provide Affordable Housing</b>
<b>Support Alternative Transportation</b>
<b>Promote Mixed Use</b>
Expand Trail & Greenway System
Create Gathering Spaces
Minimize grading / site disturbance
<b>Enhance Stormwater</b>
<b>Improve Connectivity</b>
<b>Utilize Sustainable Design Strategies</b>
<b>Foster Innovation</b>
<b>Enhance Walkability</b>
Provide Amenities (day care, retail, etc)
Provide Biking trails and amenities
<b>Maintain trees and natural areas</b>
<b>Encourage Compact development</b>
Promote Energy Efficiency / 2030
Provide Infrastructure improvements
Minimize number of parking spaces
<b>Not just a medical complex</b>
Meet high environmental standards

Attractive Design Appearance

Walkable Design

Suitable Public Infrastructure for Development

Sustainable Building Design

Enhance the Natural Environment

Support Community Prosperity

# Feedback Loop

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“You can’t improve what you can’t measure.”



## Attractive Design Appearance

- Does it support a welcoming gateway?
- Does it support a sense of place?



## Walkable Design

- Is walkability enhanced?
- Is it connected?



## Suitable Public Infrastructure for Development

- Does it allow for phasing?
- Does it accommodate multi-modes?
- Is it accessible?



## Sustainable Building Design

- Do the buildings meet energy goals?
- Is it efficient?



## Enhance the Natural Environment

- Is water quality improved?
- Is nature supported and enhanced?



## Support Community Prosperity

- Is it feasible and cost-effective?
- Does it provide opportunity for the community?

## Next Steps

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- Summarize public feedback
- Meet with Joint Advisory Board on May 16<sup>th</sup>
- Meet with Town Council (June)
- Finalize Visioning Phase and begin plan scenarios (June/July)

# Appendix

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# Ground Rules

## Development Agreement

What are the potential ground rules to use for negotiations between Town and UNCHC?

- Who will facilitate discussions?
- Quorum needed for Council Subcommittee?
- Public comment format?
- Process for changing ground rules?
- Other successful examples?

