



# Town of Chapel Hill

## UNC Health Care Development Agreement Negotiation

Monday July 22, 2019, 2:30 p.m. – 4:30 p.m.  
Chapel Hill Public Library Room B, 100 Library Drive, Chapel Hill, NC

### **Meeting Purpose**

The purpose of this meeting is review the updated Negotiation Framework that includes the latest suggestions from Advisory Boards, and then brainstorm on possible scenarios and prioritize more detailed development standards to sharpen the Town's negotiating position and share with UNC Health Care.

### **Draft Agenda**

#### **1. Opening at 2:30 pm**

- 1) Roll Call
- 2) Approval of Agenda

#### **2. Business**

- 1) Staff Presentation
  - i. Review of Updated Negotiation Framework
  - ii. Brainstorming on Scenarios
  - iii. Discussion of Detailed Standards
  - iv. Next Steps
- 2) Public Comments

#### **3. Adjourn**

### **Agenda Packet Materials**

1. Draft Agenda with Council Principles
2. Draft Presentation
3. Negotiation Framework (standards matrix)
4. Background on Developing Possible Scenarios for Eastowne
5. Schedule

## **Town of Chapel Hill Eastowne Development Agreement Principles**

### **A. Placemaking (Vibrant & Inclusive Community)**

- 1) High-quality gateway into Chapel Hill on US 15-501
- 2) High quality landscaping and buffering
- 3) Significant green space amenities
- 4) Quality urban design
- 5) Attractive buildings with appropriate building height, particularly at edge of property as it interfaces with surrounding development
- 6) High-quality design standards and streetscapes
- 7) Sense of place throughout project

### **B. Suitable Public Infrastructure for Development (Connected Community/Safe Community)**

- 1) Roadway capacity needs based on all anticipated development
- 2) Sequencing of development based on transportation capacities
- 3) Multi-modal infrastructure
- 4) Appropriately designed utilities
- 5) Connections to broader community

### **C. Sustainable Design (Environmental Stewardship)**

- 1) Ecological assessment and environmental mapping
- 2) Climate resilient and net-positive energy buildings
- 3) Green infrastructure
- 4) Minimizes carbon footprint
- 5) Maximizes clean and renewable energy opportunities

### **D. Walkable Design (Connected Community/Vibrant & Inclusive Community)**

- 1) Linked pedestrian and bicycle network throughout project, with connections to adjacent properties and other parts of town
- 2) Strong connections to transit and other parts of town
- 3) Development that supports alternative transportation designs over time
- 4) Walkable streetscape along Eastowne Drive

### **E. Enhance the Natural Environment (Environmental Stewardship)**

- 1) Stream corridor improvement and restoration
- 2) Water quality improvements
- 3) Effective stormwater management measures including reuse

### **F. Support Community Prosperity (Affordable Housing/Economic & Financial Sustainability)**

- 1) Affordable employee housing options
- 2) Employment opportunities
- 3) Significant contributions to public revenues/impacts on Town services
- 4) Wellness opportunities

# Eastowne Development Agreement

**DRAFT, 7-18-19**



**Council Committee Meeting  
July 22, 2019**



**TOWN OF CHAPEL HILL**

# Meeting Agenda

- 1) Review Updated Negotiation Framework**
- 2) Brainstorm on Possible Scenarios**
- 3) Prioritize More Detailed Development Standards**
- 4) Discuss Next Steps**
- 5) Receive Public Comment**



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# 1. Update on Negotiation Framework

- Received input from advisory boards
- Then shared full draft with boards and invited additional feedback

06.26.2019

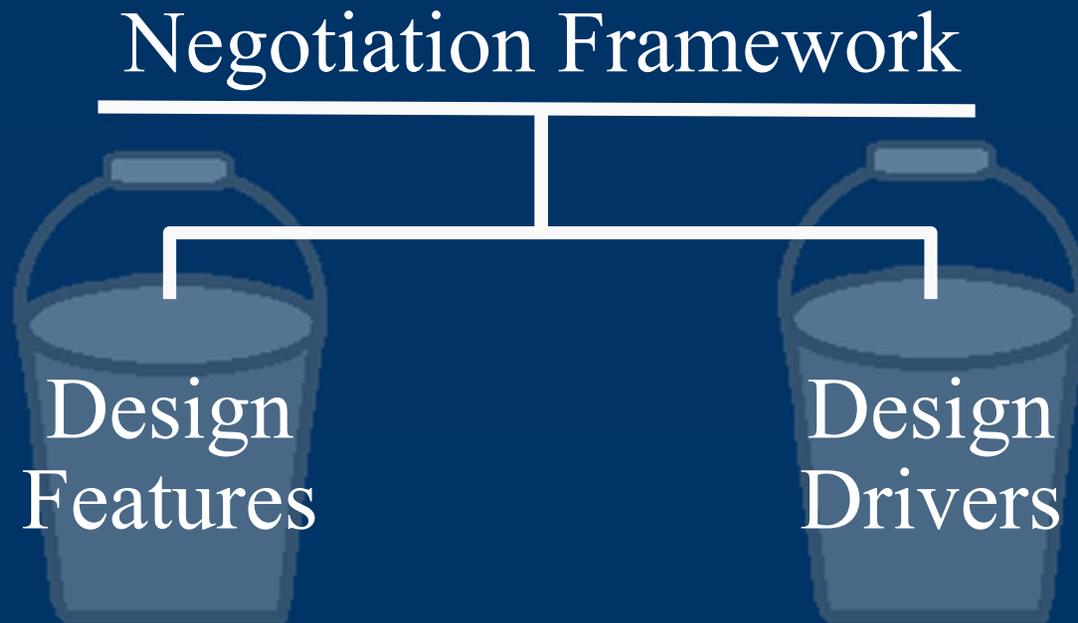
### Eastowne Negotiation Framework

Visioning Phase Town Guiding Principles March-June 2019		Plan Scenarios Priority Issues July-October 2019	Plan Refinement Standards/Metrics November-February 2020	Finalize Development Agreement March-June 2020	Resources
Placemaking					
2)	High-quality gateway into Chapel Hill on US 15-502	<ul style="list-style-type: none"> <li>• Orientation of buildings</li> <li>• Maintain and landscaping of 15-502 median</li> <li>• Screen parking and utility areas from street</li> </ul>			
2)	High-quality landscaping and buffering	<ul style="list-style-type: none"> <li>• Green spaces percentage</li> <li>• Tree canopy coverage</li> <li>• Significant tree identification</li> <li>• Appropriate buffers</li> <li>• LUMO parking landscape standards</li> <li>• Landscape as a signature element</li> </ul>	<ul style="list-style-type: none"> <li>• No site-wide clearcutting;</li> <li>• Maintain as many existing trees on site by achieving 40% canopy coverage with new plantings no less than 33% in diameter of the trees removed;</li> <li>• protect root zones;</li> <li>• replanting with diverse native species</li> </ul>		
3)	Significant green/public space amenities	<ul style="list-style-type: none"> <li>• Trails/greenways in terms of linear feet;</li> <li>• Walkable destination for neighbors</li> <li>• Connected green space as a percentage of the total acreage</li> <li>• Create a community gathering space</li> <li>• Small active shared spaces throughout the community</li> </ul>	<ul style="list-style-type: none"> <li>• Size the space scaled to pedestrians</li> <li>• Use of public art</li> <li>• Furnish outdoor amenity spaces to encourage passive use and public enjoyment</li> <li>• Shared conference room spaces</li> <li>• Public spaces - library</li> </ul>		
4)	Quality urban design	<ul style="list-style-type: none"> <li>• Village design</li> <li>• Compact design</li> <li>• Massing</li> </ul>	<ul style="list-style-type: none"> <li>• Wrap (hide/screen) parking decks;</li> <li>• Design Guidelines</li> </ul>		



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# 1. Preliminary Discussion of Scenarios



## 2. Informing Possible Scenarios

### Design Features

*Elements that can be applied regardless of site layout*

- Sustainable building design
- Wrapping parking decks
- EV charging stations

### Design Drivers

*Elements that shape site design and layout*

- Existing roadways & buffers
- Hydrology features
- Density & compactness



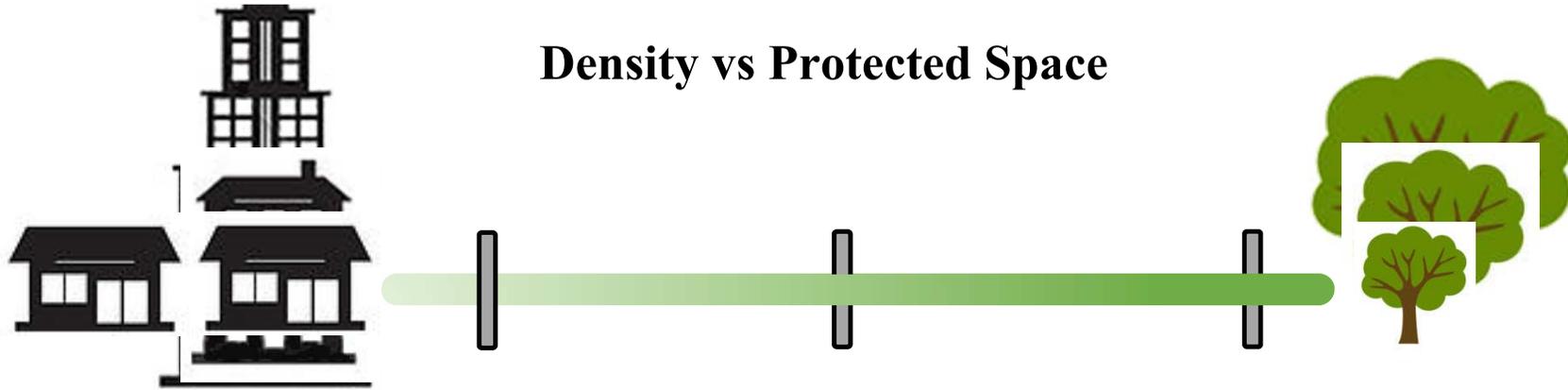
## 2. Design Drivers

- X 1. Gateway
- ⊗ 2. Green Space
- ⊗ 3. Mobility and Connectivity
- 4. Development Activity

Location: Fixed vs Unfixed

X                      ○

## 2. Relationships of Key Elements

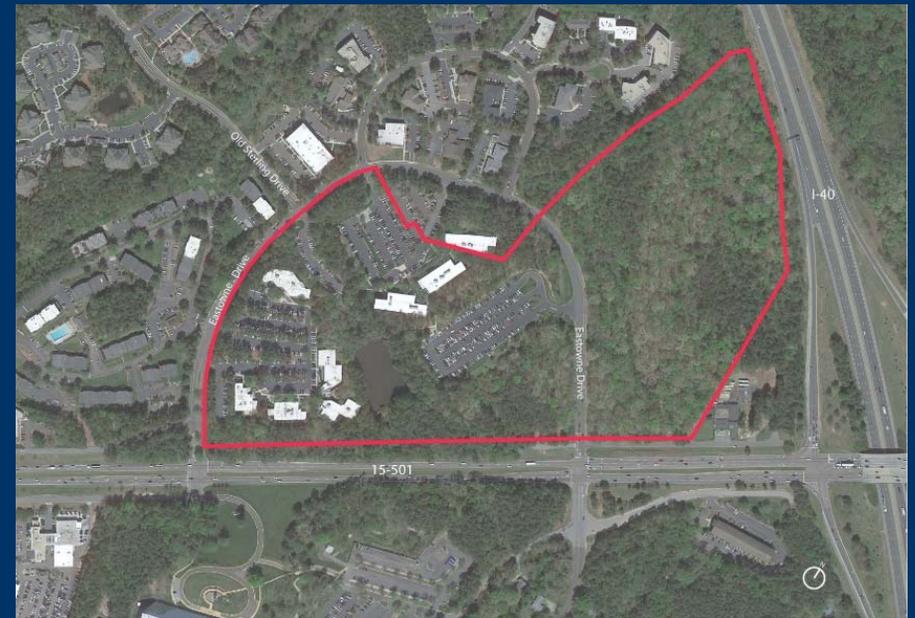


### Activity vs Community Benefits



## 2. Preliminary Discussion of Scenarios

- Identify defining elements that support key Council principles
- Use to develop scenarios that are distinctive from one another



## 2. Preliminary Discussion of Scenarios

### Sample Scenario Ideas:

Protected Green Space



Mixed Use



Jobs + Tax Base



## 2. Sample Scenario: Protected Green Space

### 1. Gateway

- Wide buffers
- Forest character at I-40 and 15-501

### 2. Green Space

- Natural Heritage Site preservation
- Stream buffers maintenance and enhancement
- Green infrastructure

### 3. Mobility and Connectivity

- Shorter block lengths
- Multimodal
- Transit-oriented development

### 4. Development Activity

- Concentrated activity
- Less activity on northern 20 acres



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## 2. Sample Scenario: Mixed Use

### 1. Gateway

- Signature design
- Visibility from I-40 and 15-501

### 2. Green Space

- Natural Heritage Site protection
- Green space interwoven throughout
- Recreation and active outdoor spaces
- Stream buffer maintenance and some enhancement

### 3. Mobility and Connectivity

- Greater internal connections
- Live/work potential
- Less trips offsite
- Transit-oriented development

### 4. Development Activity

- Mix of uses
- Location of uses
- Some activity on northern 20 acres



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## 2. Sample Scenario: Jobs and Tax Base

### 1. Gateway

- Signature buildings

### 2. Green Space

- Fully active and integrated recreation space
- More urban public realm
- Sensitive areas protected

### 3. Mobility and Connectivity

- Transit-oriented development
- More transportation facilities and investment

### 4. Development Activity

- Spread of uses across site
- Commercial focus



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## 2. Scenario Development

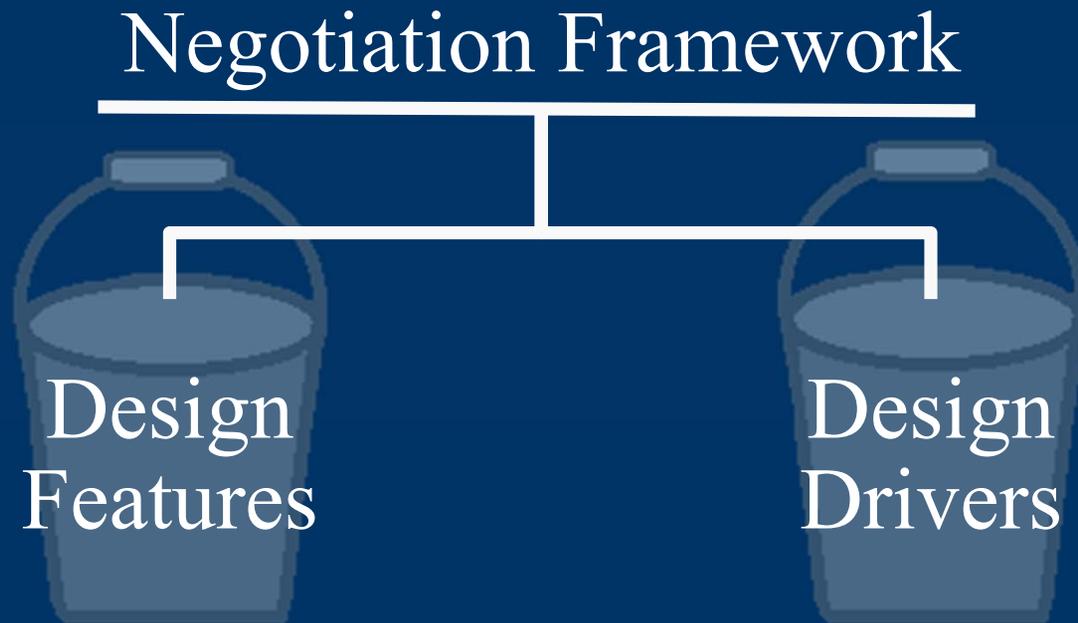
### Council Discussion

- 1) What key concepts would you like to see studied?
- 2) What drivers would you like to see included?
- 3) What scenarios would you like to see?



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### 3. Prioritization of Detailed Standards



# 3. Negotiation Framework

## Town Guiding Principles

1. **Placemaking**
2. **Suitable Public Infrastructure for Development**
3. **Sustainable Design**
4. **Walkable Design**
5. **Enhance the Natural Environment**
6. **Support Community Prosperity**

## Design Drivers

1. **Gateway**
2. **Green Space**
3. **Mobility and Connectivity**
4. **Development Activity**



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# 3. Design Drivers

Design Drivers	Location	Examples
(1) Gateway	Fixed	Tree-lined, signature building
(2) Green Space		
a. Protected space	Fixed	Jordan buffer, National Heritage Area
b. Canopy coverage	Fixed / unfixed	Rare trees, 40% canopy coverage
c. Buffers	Fixed / unfixed	100 ft. along I-40
(3) Mobility & Connectivity		
a. Block length/size	Unfixed	Walkable, complete streets
b. Connection points	Fixed / unfixed	
c. Right of way	Fixed	DOT expansion of 15-501, super streets
(4) Development Activity		
a. Form	Unfixed	Compact, designed for active streets
b. Height	Unfixed	Number of stories
c. Use	Fixed / unfixed	Mixture of clinic, office, hotel, residential

# 3.

## Gateway

- What kind of gateway character do we want driving by?
- Forested entrances or signature buildings?
  - 15-501 tree-lined and buffered, or more urban?
  - Visibility from I-40?



# 3. Green Space

- What stream buffer standards? Enhancement in exchange for smaller buffers?
- Green space interwoven throughout or specific location?
- Appropriate locations for replanting vs preservation for canopy coverage?
- Relative priority for protecting Natural Heritage Site vs other sensitive areas?



### 3. Mobility and Connectivity

- More internal connectivity vs fewer stream crossings?
- Right of way for transportation improvements vs preserving acreage along 15-501?
- Encourage live/work potential?
- Future use for parking decks?
- Connection to Wegmans?
- Pedestrian bridge over 15-501?



# 3. Development Activity

- Transition of heights across site and along 15-501?
- What uses? Mix, location, and concentration of uses?
- Placement and concentration of buildings?
- How much activity on northern 20 acres?



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## 4. Schedule and Next Steps

<b>August 16, 2019</b>	<b>Council Committee Meeting</b>
<b>August 20, 2019</b>	<b>Technical Review Team Meeting (Town Staff)</b>
<b><i>Week of September 3, 2019</i></b>	<b>Council Committee Meeting</b>
<b>September 3, 2019</b>	<b>Joint Advisory Board Meeting with UNC Health Care</b>
<b>September 3, 2019</b>	<b>Community Meeting / Open House</b>
<b>September 16, 2019</b>	<b>Council Committee Meeting</b>
<b>September 25, 2019</b>	<b>Town Council Meeting</b>



# 5. Public Comment



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# Eastowne Negotiation Framework

This framework incorporates feedback from the following Advisory Boards:

- Environmental Stewardship Advisory Board
- Stormwater Management Utility Advisory Board
- Planning Commission
- Transportation and Connectivity Advisory Board
- Community Design Commission
- Housing Advisory Board

	<b>Visioning Phase Town Guiding Principles</b> March-June 2019	<b>Plan Scenarios Priority Issues</b> July-October 2019	<b>Plan Refinement Standards/Metrics</b> November-February 2020	<b>Resources</b>
	<i>Guiding Principles as adopted by Committee</i>	<i>Compiled from Advisory Board and other stakeholder feedback</i>		
<b>Placemaking</b>				
1)	High-quality gateway into Chapel Hill on US 15-501	<ul style="list-style-type: none"> <li>• Orientation of buildings</li> <li>• Maintenance and landscaping of 15-501 median</li> <li>• Screen parking and utility areas from street</li> <li>• Maintain existing tree-lined entranceway into Town</li> </ul>		
2)	High quality landscaping and buffering	<ul style="list-style-type: none"> <li>• Green spaces percentage</li> <li>• Tree canopy coverage</li> <li>• Significant tree identification</li> <li>• Appropriate buffers</li> <li>• LUMO parking landscape standards</li> <li>• Landscape as a signature element</li> <li>• Maintain tree-lined buffer on 15-501 (not just in ROW)</li> </ul>	<ul style="list-style-type: none"> <li>• No site-wide clearcutting;</li> <li>• Maintain as many existing trees on site by achieving 40% canopy coverage with new plantings no less than 33% in diameter of the trees removed;</li> <li>• protect root zones;</li> <li>• replanting with diverse native species</li> <li>• significant buffers along property lines</li> <li>• protect endangered species and flora</li> </ul>	
3)	Significant green/public space amenities	<ul style="list-style-type: none"> <li>• Trails/greenways in terms of linear feet;</li> <li>• Walkable destination for neighbors</li> <li>• Connected green space as a percentage of the total acreage, connected to sidewalks/greenways</li> </ul>	<ul style="list-style-type: none"> <li>• Size the space scaled to pedestrians</li> <li>• Use of public art</li> <li>• Furnish outdoor amenity spaces to encourage passive use and public enjoyment</li> </ul>	

	<b>Visioning Phase Town Guiding Principles</b> March-June 2019	<b>Plan Scenarios Priority Issues</b> July-October 2019	<b>Plan Refinement Standards/Metrics</b> November-February 2020	<b>Resources</b>
		<ul style="list-style-type: none"> <li>• Create a community gathering space</li> <li>• Small active shared spaces throughout the community</li> <li>• Link to Town greenway system (Dry Creek Trail)</li> <li>• Dedication of protected forest as a Dedicated Nature Preserve</li> </ul>	<ul style="list-style-type: none"> <li>• shared conference room spaces</li> <li>• Public spaces – library</li> <li>• % of open space</li> <li>• Protect natural areas on the Inventory of Natural Areas</li> </ul>	
4)	Quality urban design	<ul style="list-style-type: none"> <li>• Village design</li> <li>• Compact design</li> <li>• Massing</li> <li>• Number of buildings</li> <li>• Promote pedestrian activity – pedestrian-oriented entrances, windows facing street</li> <li>• Build-to lines</li> </ul>	<ul style="list-style-type: none"> <li>• Wrap (hide/screen) parking decks;</li> <li>• Develop Design Guidelines</li> <li>• Walkable block lengths of 300'</li> <li>• Activate streets on urban frontages</li> <li>• Covered pedestrian ways and support of medical conditions</li> <li>• Focus on wellness</li> <li>• % of space for parks, plazas, pedestrian amenities</li> </ul>	
5)	Attractive buildings with appropriate building height, particularly at edge of property as it interfaces with surrounding development	<ul style="list-style-type: none"> <li>• 15-501 façade heights</li> <li>• Eastowne Dr. heights</li> <li>• Internal heights</li> <li>• Buildings with façade treatment that is considerate of human scale</li> <li>• Proper setbacks</li> <li>• Building setbacks</li> </ul>		LUMO standards regarding adjoining properties
6)	High-quality design standards and streetscapes	<ul style="list-style-type: none"> <li>• Square footage</li> <li>• Density</li> <li>• Design Guidelines</li> <li>• Public realm</li> </ul>	<ul style="list-style-type: none"> <li>• Wrap parking decks</li> <li>• Art on parking decks</li> </ul>	
7)	Sense of place throughout project	<ul style="list-style-type: none"> <li>• Scale</li> <li>• Landmark</li> <li>• Public realm</li> <li>• Vitality</li> <li>• Sensory</li> </ul>	<ul style="list-style-type: none"> <li>• Farmers Market location</li> <li>• Potential uses – include lab spaces, retail, commercial, office</li> <li>• Community gathering spaces</li> </ul>	
<b><i>Suitable Public Infrastructure for Development</i></b>				
1)	Transportation capacity needs based on all anticipated	<ul style="list-style-type: none"> <li>• Standards for assessing traffic and congestion-how to address in the context of overall area development.</li> </ul>	<ul style="list-style-type: none"> <li>• Traffic Level of Service (LOS) standards for individual movements (not just overall)</li> </ul>	

	<b>Visioning Phase Town Guiding Principles</b> March-June 2019	<b>Plan Scenarios Priority Issues</b> July-October 2019	<b>Plan Refinement Standards/Metrics</b> November-February 2020	<b>Resources</b>
	development and all modes of transport	<ul style="list-style-type: none"> <li>Mitigation efforts</li> <li>All development in 15-501 corridor</li> <li>Recognize capacity needs solutions must be multi-modal (stop expanding roads)</li> </ul>	<ul style="list-style-type: none"> <li>Improvements calibrated to proposed impacts</li> <li>Traffic Impact Analysis with different scenarios</li> <li>Analysis must be multi-modal</li> </ul>	
2)	Sequencing of development based on transportation capacities	<ul style="list-style-type: none"> <li>Standards for assessing traffic and congestion</li> <li>Level of parking required</li> <li>Active use at sidewalk edge with structured parking design (architecture details or art) or wrapped</li> </ul>	<ul style="list-style-type: none"> <li>Parking standards (minimize parking)</li> <li>Shared parking opportunities</li> <li>Adequate parking to address all needs</li> <li>Short-term vs long term parking needs</li> <li>Flexibility of model as needs change over time</li> <li>Plan for long-term conversion of decks to other uses</li> </ul>	
3)	Multi-modal infrastructure	<ul style="list-style-type: none"> <li>Connected to the rest of the Town (and the UNC main campus) via transit, bike, and pedestrian, including greenways</li> <li>Complete street policy</li> <li>Integrated and shared parking design</li> </ul>	<ul style="list-style-type: none"> <li>Transit hub/BRT incorporated into design</li> <li>Connections to Wegmans</li> <li>People-oriented design – people first then cars</li> <li>Focus on multi-modal</li> <li>Include GoTriangle in transit hub</li> <li>Patterson Place connection</li> <li>Pedestrian bridge over I-40 and US 15-501</li> </ul>	
4)	Appropriately designed and placed utilities	<ul style="list-style-type: none"> <li>Consolidate utilities where possible and bury power lines</li> <li>Work with OWASA to ensure adequate water and sewer capacity</li> </ul>		
5)	Connections to broader community	<ul style="list-style-type: none"> <li>Provide vehicle connections into and between properties</li> <li>More than one connection per building</li> </ul>	<ul style="list-style-type: none"> <li>Engage with nearby properties and Durham</li> <li>Implement New Hope Corridor Plan with Durham</li> <li>Design fire lanes and emergency access with paving alternatives</li> <li>Connect all modes of transportation</li> </ul>	
<b>Sustainable Design</b>				
1)	Ecological assessment and environmental mapping	<ul style="list-style-type: none"> <li>Natural Heritage site considerations</li> <li>Request Natural Heritage evaluation</li> <li>RCD buffers standards</li> </ul>	<ul style="list-style-type: none"> <li>Protect sites shown on Inventory of Natural Areas and Natural Heritage sites</li> <li>Protect RCD on property</li> </ul>	

	<b>Visioning Phase Town Guiding Principles</b> March-June 2019	<b>Plan Scenarios Priority Issues</b> July-October 2019	<b>Plan Refinement Standards/Metrics</b> November-February 2020	<b>Resources</b>
		<ul style="list-style-type: none"> <li>• LUMO slope standards</li> <li>• Existing tree survey</li> <li>• Preserve existing vegetation when possible</li> </ul>	<ul style="list-style-type: none"> <li>• Conduct environmental mapping as base of information</li> </ul>	
2)	Climate resilient and net-positive energy buildings	<ul style="list-style-type: none"> <li>• Consider alternative or renewable energy sources</li> <li>• Meet AIA 2030 fossil fuel reduction standards</li> </ul>	<ul style="list-style-type: none"> <li>• review energy performance before and after occupancy</li> <li>• require compliance post construction</li> <li>• LEED standards</li> <li>• Green roofs</li> </ul>	
3)	Green infrastructure	<ul style="list-style-type: none"> <li>• Use pervious pavement where appropriate</li> <li>• Consider vegetative roofs</li> <li>• Capture and reuse stormwater and wastewater</li> <li>• Water conservation principles to all facilities</li> <li>• Meet AIA 2030 fossil fuel reduction standards</li> <li>• zero stormwater runoff for total rainfall of 10" over 48 hrs;</li> <li>• rooftop rainwater capture and reuse</li> <li>• LID design principles</li> </ul>	<ul style="list-style-type: none"> <li>• Green infrastructure for stormwater, swales, plantings, and bioretention</li> <li>• Electric car charging stations</li> </ul>	
4)	Minimizes carbon footprint	<ul style="list-style-type: none"> <li>• Meet AIA 2030 fossil fuel reduction standards</li> </ul>		
5)	Maximizes clean and renewable energy opportunities	<ul style="list-style-type: none"> <li>• Meet AIA 2030 fossil fuel reduction standards</li> </ul>		
<b><i>Walkable Design</i></b>				
1)	Linked pedestrian and bicycle network throughout project, with connections to adjacent properties and other parts of town	<ul style="list-style-type: none"> <li>• Eastowne to be connected to the rest of the Town (and the UNC main campus) via transit, bike, and pedestrian</li> <li>• Minimize the need for/use of private automobiles</li> <li>• Multi-use paths</li> <li>• Building pass-through designed to be inviting and proportional</li> <li>• Connect internal circulation system to adjacent properties</li> </ul>	<ul style="list-style-type: none"> <li>• Include plan for pedestrian bridge over US 15-501 and I-40</li> <li>• Locate bicycle parking facilities in accessible locations</li> </ul>	

	<b>Visioning Phase Town Guiding Principles</b> March-June 2019	<b>Plan Scenarios Priority Issues</b> July-October 2019	<b>Plan Refinement Standards/Metrics</b> November-February 2020	<b>Resources</b>
2)	Strong connections to transit and other parts of town	<ul style="list-style-type: none"> <li>• Additional transit will be required to service Eastowne</li> <li>• Develop cost share agreement for provision of service</li> <li>• Consider Eastowne as the transit hub for the area (vs. Gateway)</li> </ul>	<ul style="list-style-type: none"> <li>• Use of parking decks as Park and Ride for special events</li> </ul>	
3)	Development that supports alternative transportation designs over time	<ul style="list-style-type: none"> <li>• Provisions for transit, including ride share and other modalities, on site.</li> </ul>	Transit hub with connections to campus	
4)	Walkable streetscape along Eastowne Drive	<ul style="list-style-type: none"> <li>• Complete street policy for road/bike/ped network</li> <li>• Buildings placement relative to street network</li> <li>• Defined frontages</li> <li>• Minimize the need for/use of private automobile</li> <li>• Public facing and activated streets</li> </ul>	<ul style="list-style-type: none"> <li>• Develop Design Guidelines</li> </ul>	
<b><i>Enhance the Natural Environment</i></b>				
1)	Stream corridor improvement and restoration	<ul style="list-style-type: none"> <li>• Biodiversity standards</li> <li>• Natural Heritage site considerations</li> <li>• Preservation of wildlife</li> <li>• RCD buffers standards</li> <li>• Preserve and maintain open vegetated channels and natural streams</li> <li>• Encourage stream daylighting and constructed wetlands</li> <li>• No net fill in Special Flood Hazard Areas; Balance cut and fill across site</li> </ul>	<ul style="list-style-type: none"> <li>• Preserve areas shown on Inventory of Natural Areas and Natural Heritage sites</li> </ul>	
2)	Water quality improvements	<ul style="list-style-type: none"> <li>• Incorporate Jordan Lake standards</li> <li>• Incorporate LID design including:                             <ul style="list-style-type: none"> <li>○ Minimize impervious surfaces</li> <li>○ Disconnect impervious surfaces</li> <li>○ Reuse rain water through rain water harvesting for all flushing</li> <li>○ No potable water for irrigation</li> </ul> </li> </ul>		
3)	Effective stormwater management measures	<ul style="list-style-type: none"> <li>• Zero stormwater runoff for total rainfall of 10" over 48 hrs</li> </ul>		<ul style="list-style-type: none"> <li>• LUMO Section 5.4</li> <li>• Design Manual Chapter 4</li> </ul>

	<b>Visioning Phase Town Guiding Principles</b> March-June 2019	<b>Plan Scenarios Priority Issues</b> July-October 2019	<b>Plan Refinement Standards/Metrics</b> November-February 2020	<b>Resources</b>
	including reuse	<ul style="list-style-type: none"> <li>• Incorporate LID design</li> <li>• rooftop rainwater capture and reuse</li> <li>• Compliance with LUMO 5.4</li> <li>• Require nutrient reduction of 35% from existing development load</li> </ul>		<ul style="list-style-type: none"> <li>• NCDWR Stormwater Design Manual</li> </ul>
<b><i>Support Community Prosperity</i></b>				
1)	Provide affordable employee housing options	<ul style="list-style-type: none"> <li>• Housing for 60% AMI and below</li> <li>• Affordable/mixed income housing</li> <li>• Diverse housing opportunities</li> </ul>	<ul style="list-style-type: none"> <li>• % of residential units designated</li> </ul>	
2)	Provide employment opportunities	<ul style="list-style-type: none"> <li>• Diverse employment opportunities</li> <li>• Living wage commitment</li> </ul>		
3)	Significant contributions to public revenues/impacts on Town services	<ul style="list-style-type: none"> <li>• Municipal-type services to be provided by Town or UNC</li> <li>• Revise MOU for taxes</li> <li>• Other financial considerations to apply – including payment-in-lieu</li> </ul>	<ul style="list-style-type: none"> <li>• Retail/commercial spaces on-site;</li> <li>• Farmers Market</li> </ul>	
4)	Wellness opportunities	<ul style="list-style-type: none"> <li>• Public places/playground; connected green space as a percentage of the total acreage;</li> <li>• Trails/greenways in terms of linear feet;</li> <li>• Walkable destination for neighbors</li> <li>• Accessibility</li> <li>• Provide for public art</li> <li>• Enhance opportunities for social connections</li> </ul>		

## BACKGROUND ON DEVELOPING POSSIBLE SCENARIO COMPONENTS

*Prepared by the Town of Chapel Hill Planning Department (Draft, 7-18-19)*

This write-up provides background on developing possible scenarios for analyzing conservation and development options at Eastowne. Using the Council’s Principles and feedback from the advisory boards, staff identified two major categories of design input for the Eastowne project:

Design Drivers – things that shape the physical layout of the development (e.g., streets, green space, building form)

Design Features – things that influence the quality of the experience within the development (e.g., comfortable sidewalks, EV charging stations, green roofs)

There are trade-offs and relationships between the two categories. For example, the protection of more natural area may lead to a need for greater density and height where development activity is allowed. Also, the ability for UNC Health Care to provide community benefits (e.g., EV charging stations, trails, parks) will have a relationship to the amount and type of activity that is ultimately approved.

Some design drivers have fixed locations, other don’t. Some are both fixed and unfixed (e.g., the state required buffer along 1-40 vs what the Town decides for 15-501). The chart below highlights four design drivers. We used these drivers to create three different development concepts that we will briefly share with Council at the meeting on July 22nd.

The purpose of sharing these drivers and the scenarios is to help generate additional details about what the Town Council would like to include in a negotiating framework. For example, knowing that the Council feels strongly about a particular design driver (or not) will help the staff to develop supporting documentation for the more detailed discussions with UNC Health Care to follow.

Design Drivers	Location	Examples
<b>(1) Gateway</b>	Fixed	Tree-lined, signature building
<b>(2) Green Space</b>		
a. Protected space	Fixed	Jordan buffer, National Heritage Area
b. Canopy coverage	Fixed / unfixed	Rare trees, 40% canopy coverage
c. Buffers	Fixed / unfixed	100 ft. along I-40
<b>(3) Mobility &amp; Connectivity</b>		
a. Block length/size	Unfixed	Walkable, complete streets
b. Connection points	Fixed / unfixed	
c. Right of way	Fixed	DOT expansion of 15-501, super streets
<b>(4) Development Activity</b>		
a. Form	Unfixed	Compact, designed for active streets
b. Height	Unfixed	Number of stories
c. Use	Fixed / unfixed	Mixture of clinic, office, hotel, residential

## Eastowne Development Agreement Timeline

Date/Location	Description
<b>Phase I – Visioning (continuation)</b>	
<b>June 3, 2019</b>	Council Committee Meeting <i>Conclude Phase I and provide final feedback</i>
<b>June 19, 2019</b> <b>7:00pm</b> <b>Council Chambers, Town Hall</b>	Town Council Meeting <i>Eastowne Team to provide a summary of Phase I and introduction to Phase II</i>
<b>Phase II – Plan Scenarios</b>	
<b>Tuesday, June 11, 2019</b> 7:00pm, 2 <sup>nd</sup> Floor Training Room	Environmental Stewardship Advisory Board <i>Provide feedback on Negotiation Framework</i>
<b>Tuesday, June 11, 2019</b> 6:30pm, 1 <sup>st</sup> Floor Conf. Room	Housing Advisory Board <i>Provide feedback on Negotiation Framework</i>
<b>Tuesday, June 18, 2019</b> 7:00pm, Council Chambers	Planning Commission <i>Provide feedback on Negotiation Framework</i>
<b>Tuesday, June 25, 2019</b> 6:30pm, Council Chambers	Community Design Commission <i>Provide feedback on Negotiation Framework</i>
<b>Tuesday, June 25, 2019</b> 6:00pm, Library Room B	Stormwater Management Utility Advisory Board <i>Provide feedback on Negotiation Framework</i>
<b>Tuesday, June 25, 2019</b> 7:00pm, 1 <sup>st</sup> Floor Conf. Room	Transportation and Connectivity Advisory Board <i>Provide feedback on Negotiation Framework</i>
<b>July 22, 2019</b> 2:30pm, Library Room B	Council Committee Meeting <i>Discuss scenario characteristics</i>
<b>August 16, 2019</b> 9:00am, Library Room B	Council Committee Meeting <i>Discuss possible scenarios with UNC Health Care</i>
<b>August 20, 2019</b> 2:00pm, 1 <sup>st</sup> Floor Conf. Room	Technical Review Team Meeting (Town Staff) <i>Provide initial feedback on possible scenarios</i>
<b>Week of September 3, 2019</b>	Council Committee Meeting <i>Discuss possible scenarios with UNC Health Care</i>
<b>September 3, 2019</b> 5:00pm, Library Room B	Joint Advisory Board Meeting with UNC Health Care <i>Provide initial feedback on possible scenarios and framework</i>
<b>September 3, 2019</b> 6:30pm, Library Room B	Community Meeting / Open House
<b>September 16, 2019</b> 9:00am, Library Room B	Council Committee Meeting <i>Eastowne Team to present preliminary scenario analysis</i>
<b>September 25, 2019</b> 7:00pm, Council Chambers	Town Council Meeting <i>Eastowne Team to present scenarios and preliminary analysis to Town Council</i>

<b>Week of October 7, 2019 (TBD)</b>	Council Committee Meeting <i>Discuss and describe preferred scenario</i>
<b>October 14, 2019</b> 6:00pm, Library Room B	Joint Advisory Board Meeting <i>Provide feedback on preferred scenario</i>
<b>October 15, 2019</b> 2:00pm, 1 <sup>st</sup> Floor Conf. Room	Technical Review Team Meeting (Town Staff) <i>Provide feedback on preferred scenario</i>
<b>October 21, 2019</b> 6:00pm, Library Room B	Community Meeting / Open House
<b>Week of October 21, 2019 (TBD)</b>	Council Committee Meeting <i>Provide final feedback on preferred scenario</i>
<b>October 30, 2019</b>	Preferred Scenario Public Presentation <i>Eastowne Team to present preferred scenario</i>
<b>October 30, 2019</b> 7:00pm, Council Chambers	Town Council Meeting <i>Conclude Phase II and provide final feedback</i>
<b>Phase III – Plan Refinement</b>	
<b>TBD</b>	TBD
<b>Phase IV – Finalize Development Agreement</b>	
<b>TBD</b>	TBD