

# **EASTOWNE MASTER PLAN**

Town Council Committee



***August 16, 2019 DRAFT***

# Agenda

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Introduction

What we heard

Shared design language

Scenarios

Next steps



# INTRODUCTION

# Introduction

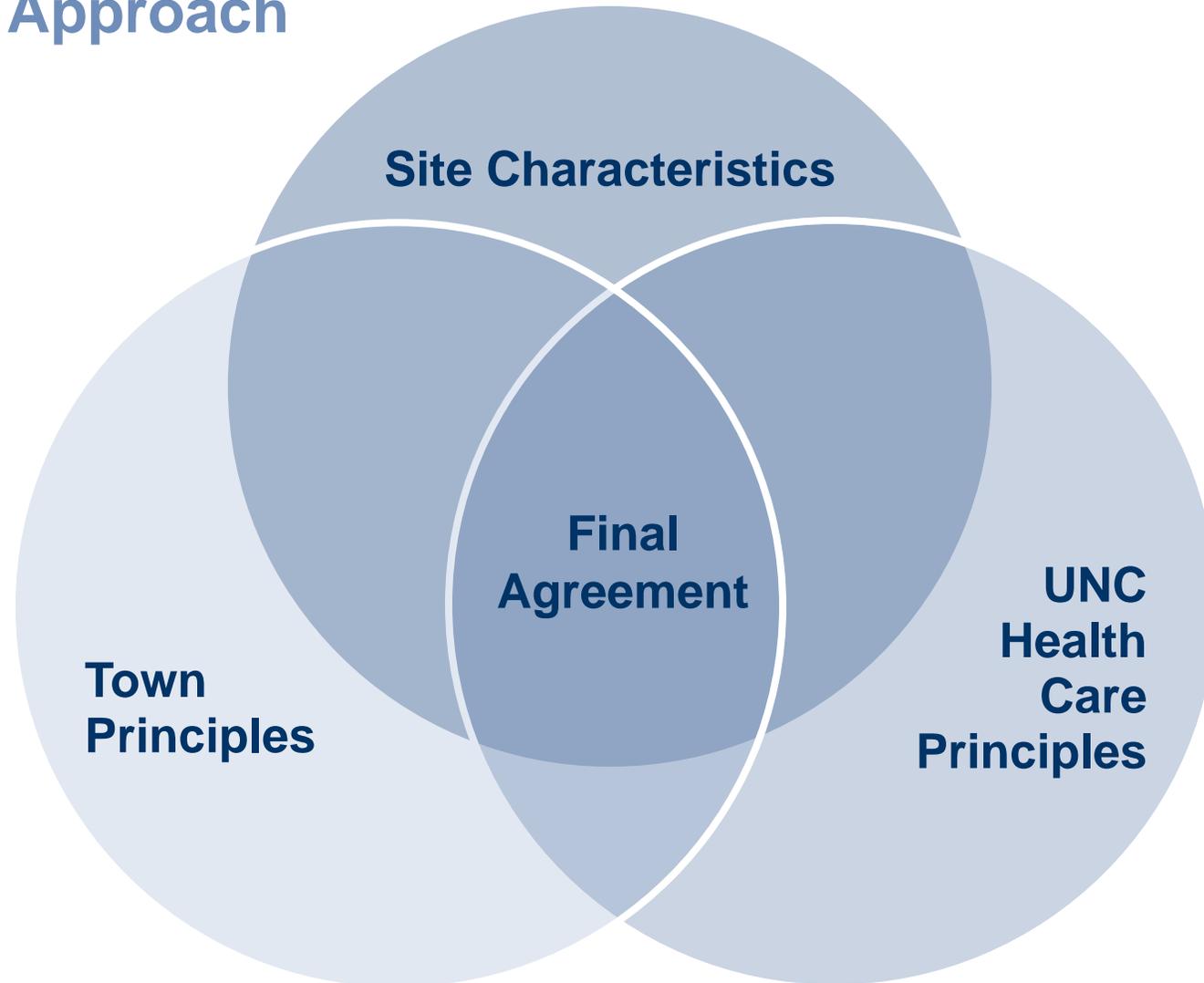
## Master Plan Process

PHASE 1							PHASE 2				PHASE 3				PHASE 4			
Visioning							Plan Scenario				Plan Refinement				Final Master Plan			
<ul style="list-style-type: none"> <li>Solicit + Analyze Public Input UNC Public</li> <li>Sustainability Workshop</li> </ul>							<ul style="list-style-type: none"> <li>Review Alternative Scenarios</li> </ul>				<ul style="list-style-type: none"> <li>Selection + Refinement of Preferred Alternative</li> </ul>				<ul style="list-style-type: none"> <li>Prepare Final Master Plan</li> </ul>			
JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	
<p>7 Months</p>							<p>11 Months Remaining</p>											

# Introduction

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## Master Plan Approach





# WHAT WE HEARD

# 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)
- Town Council Committee (5/9)
- Joint Advisory Board (5/16)
- Council Committee (6/3)
- Environmental Stewardship Advisory Board (6/11)
- Housing Advisory Board (6/11)
- Planning Commission (6/18)
- Town Council (6/19)
- Community Design Commission (6/25)
- Stormwater Management Utility Advisory Board (6/25)
- Transportation and Connectivity Advisory Board (6/25)

# Alignment

## Public Feedback and Town / UNCHC Principles



# Master Planning

## July 22<sup>nd</sup> Negotiation Framework From Town of Chapel Hill

TOWN / UNCHC GUIDING PRINCIPLES	DESIGN DRIVERS
1. Placemaking	1. Gateway
2. Suitable Public Infrastructure for Development	2. Green Space
3. Sustainable Design	3. Mobility and Connectivity
4. Walkable Design	4. Development Activity
5. Enhance the Natural Environment	
6. Support Community Prosperity	

# Master Planning

## Recent Council Committee Questions and Feedback

<b>RECENT TOWN COUNCIL QUESTIONS</b>	
1. Seems very dense	10. How much affordable housing?
2. Would like to see more context	11. Future BRT on Eastowne Drive? Other locations?
3. Difficult to understand what the schemes would look and feel like / provide examples	12. Need to understand south side of 15-501 for buffers
4. Include parking numbers (spaces/SF)	13. Need additional information on north 20 acres
5. Do the scenarios include MOB1 and deck?	14. Interested in preserving highest quality forest areas
6. How will the shuttle to UNC main campus work?	15. Concerned about public perception of pond removal
7. Will traffic be external or internal to the site?	16. Can we keep pond and restore original stream?
8. How will the options affect traffic in Town (trips to UNC campus may be distributed)	17. Expectations for level of Town services?
9. What is the thinking behind the hotel?	18. How many additional health care employees expected?

# Master Planning

## Recent Council Committee Questions and Feedback

<b>RECENT TOWN COUNCIL QUESTIONS</b>	
19. Would like to understand UNCHC's vision and needs	28. Number of parking spaces seems high
20. Would like to understand rationale behind numbers	29. Interested in both affordable and workforce housing
21. Seems like a lot of square footage	
22. Need to see more analysis (environmental, traffic)	
23. Interested in site coverage, footprints and building distribution	
24. Would like to see 3D models and graphics	
25. Need a sense of scale	
26. Interested in preservation of highest quality areas in Natural Heritage Site	
27. Concerned about the development of an area that is an important linkage / corridor for wildlife	



# SHARED DESIGN LANGUAGE

# Master Planning

## Guiding Principles

### Placemaking

1. Synergistic mix of uses (live, work, play)
2. Human scale, pedestrian orientation
3. Richness and variety
4. Gathering spaces
5. High quality public realm (streets, sidewalks, open spaces, buildings)



# Master Planning

## Guiding Principles

### Public Infrastructure (mobility)

1. Complete streets
2. Compact layout
3. Connect to regional bike + walking trails
4. Convenient and ample parking
5. Discreet service and loading
6. Sufficient density to support transit



# Master Planning

## Guiding Principles

### Sustainable Design

1. Resource conservation, locally sourced materials
2. Energy efficiency
3. Carbon emissions reduction
4. Green power
5. Natural daylighting of interior spaces
6. Minimal heat islands
7. Environmentally sensitive architecture



# Master Planning

## Guiding Principles

### Walkability

1. Small blocks
2. Comfort and safety
3. Active ground level uses
4. Human scaled architecture



# Master Planning

## Guiding Principles

### Enhance the natural environment

1. Enhanced stream water quality
2. Use of native vegetation
3. Comply with Jordan buffer requirements
4. Comply with flood plain requirements
5. Ample tree canopy
6. Natural Heritage preservation
7. Low impact design of landscapes



# Master Planning

## Guiding Principles

### Support Community Prosperity

1. Job creation for Chapel Hill
2. Affordable / workforce housing
3. Increased tax revenues
4. Accessible, beneficial open space
5. Increased health and wellness
6. More robust health and cycling systems
7. National reputation for health care quality
8. Appropriate gateway into Chapel Hill





# ENVIRONMENTAL ASSESSMENT

# Environmental Assessment

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## Natural Heritage Area

McAdams conducted an environmental assessment at Eastowne that includes the Natural Heritage site. Additionally, Michael Schafale, an ecologist from the Natural Heritage Program has prepared a report. Key findings include:

- Consists of an unusual upland natural community due to the presence of base-rich soils
- Contains a small portion of the floodplain communities
- Tangentially connected to the larger Dry Creek/Mt. Moriah Natural Area
- One of the few parts of the site with significant intact mature upland hardwood communities to complement the floodplains

# Environmental Assessment

## Natural Heritage Areas Map

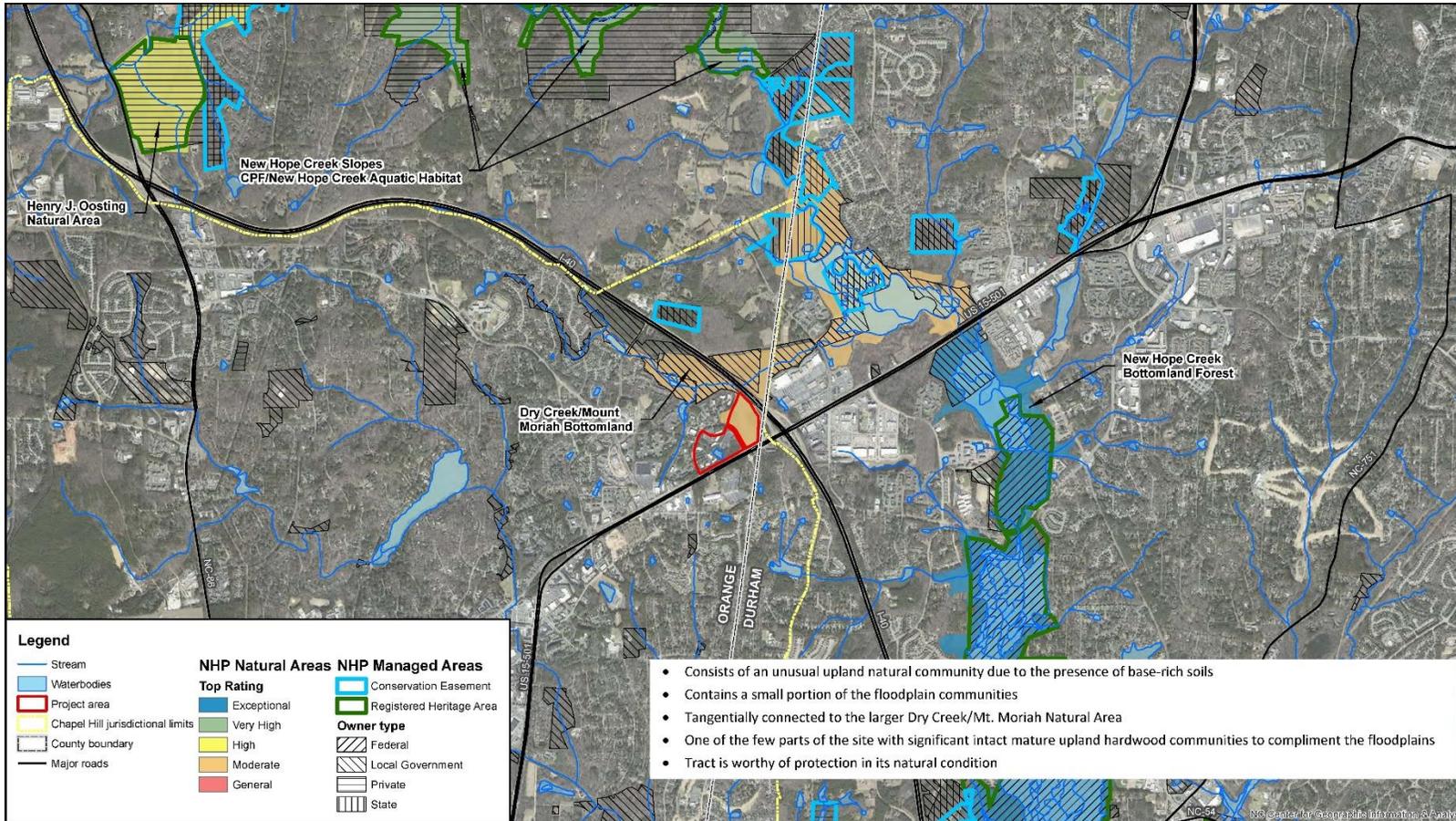


FIGURE 5 - NATURAL HERITAGE AREAS MAP

# Environmental Assessment

## Forest Stand Age Map



FIGURE 7 - FOREST STAND AGE MAP

# Environmental Assessment

## Jurisdictional Waters, Wetlands and Riparian Buffers

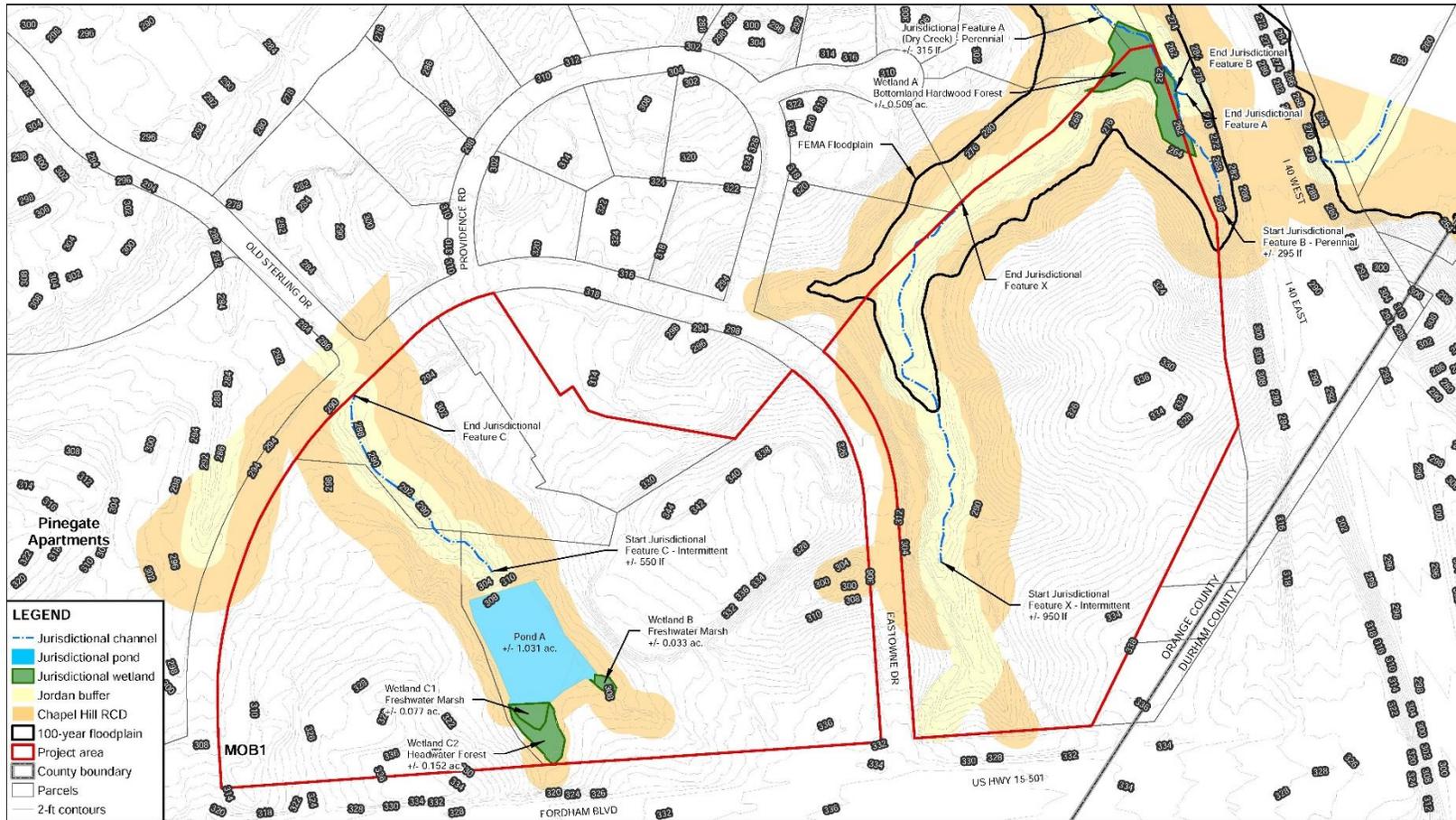


FIGURE 9 - JURISDICTIONAL WATERS, WETLANDS AND RIPARIAN BUFFERS MAP



# CONCEPT SCENARIOS

# Concept Scenarios

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## Preliminary Program Options

The preliminary programming for the site anticipates a mix of land uses to create a vibrant, sustainable neighborhood. This health care driven project explores a range of densities and land uses that will influence the following:

- Meeting growth needs of UNC Health Care in Chapel Hill
- Providing positive patient experiences and outcomes
- Attracting and retaining best talent to UNC Health Care and Chapel Hill
- Public benefits
- Traffic
- Tax revenue
- Public transportation
- Financial viability

# Concept Scenarios

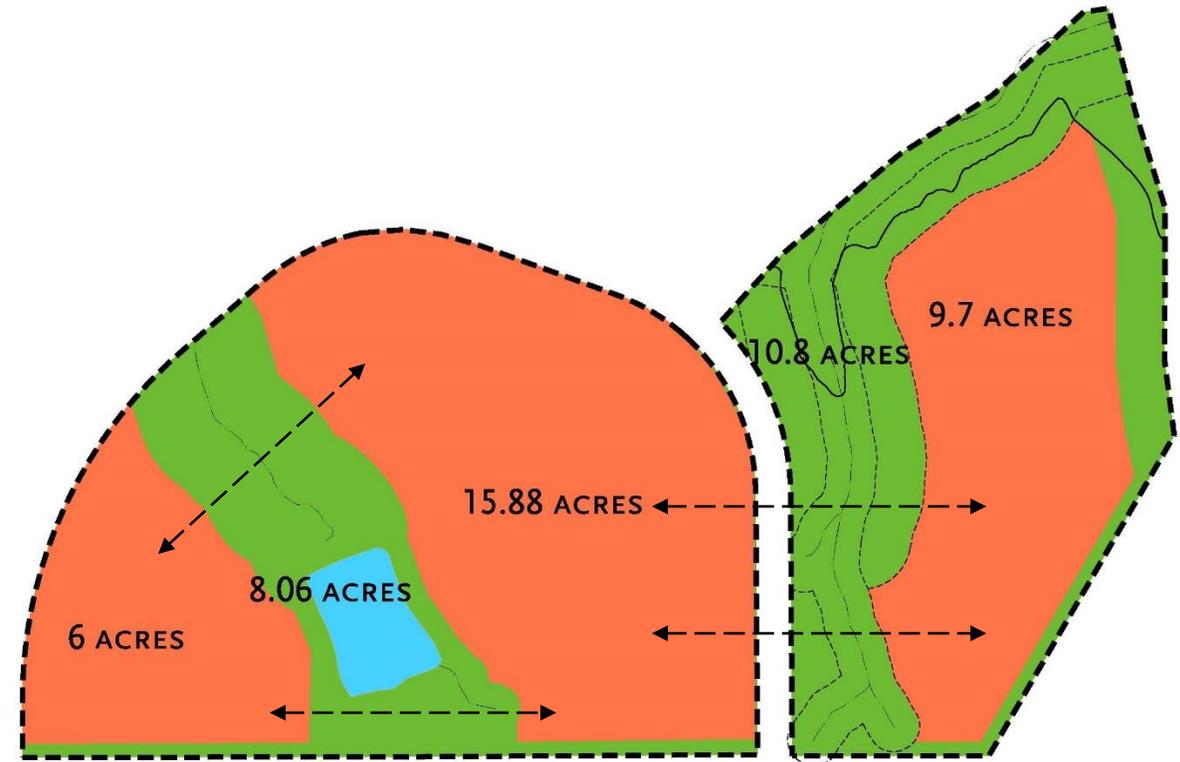
## Preliminary Program Options

USE	OPTION A	OPTION B	OPTION C
Clinical + Research	750,000 gsf	850,000 gsf	950,000 gsf
Other Office (Administrative)	680,000 gsf	710,000 gsf	790,000 gsf
Residential	200,000 gsf	500,000 gsf	800,000 gsf
Retail	50,000 gsf	70,000 gsf	90,000 gsf
Hotel	120,000 gsf	170,000 gsf	170,000 gsf
<b>TOTAL AREA</b>	<b>1,800,000 gsf</b>	<b>2,300,000 gsf</b>	<b>2,800,000 gsf</b>
Floor Area Ratio (FAR)	.83 FAR	1.06 FAR	1.28 FAR
Parking Required	4,790 spaces	5,790 spaces	6,890 spaces
Parking Type	Surface & Structured	Structured	Structured
Public Transportation	Supports BRT	Supports BRT	Supports BRT + more
Jobs Created	3,767 Jobs	4,143 Jobs	4,634 Jobs

# Concept Scenarios

## Scenario A

- Maintains existing pond
- Maintains Jordan buffer
- Maintains RCD for all streams
- Allows stormwater devices in outer 100' of RCD
- 30' setback along 15-501
- 100' setback along I-40
- Three separate districts



**Buildable Area - 31.58 acres**

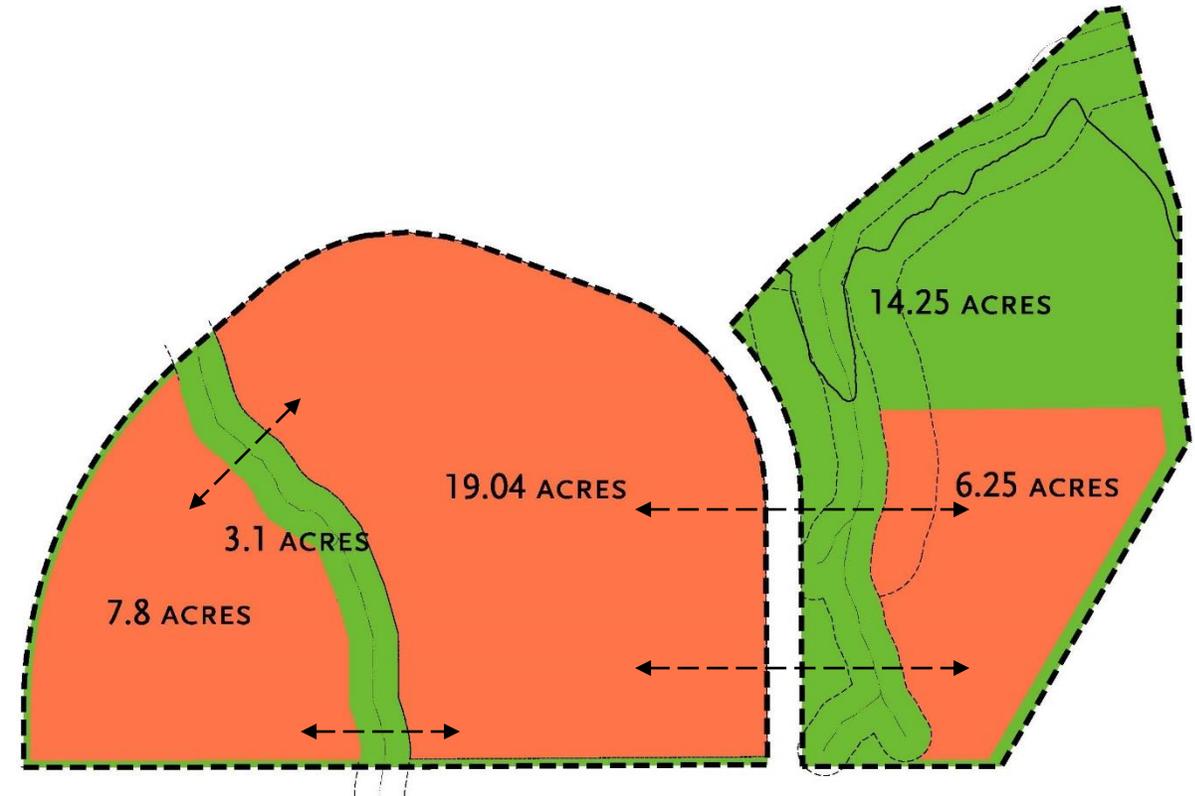
**Open Space - 18.86 acres (37%)**

**Total Site Area - 50.44 acres**

# Concept Scenarios

## Scenario B

- Replaces pond with restored stream
- Maintains Jordan buffer
- Allows stormwater devices in outer 100' of RCD
- 15' setback along 15-501
- 50' setback along I-40
- Two separate districts



**Buildable Area - 33.09 acres**

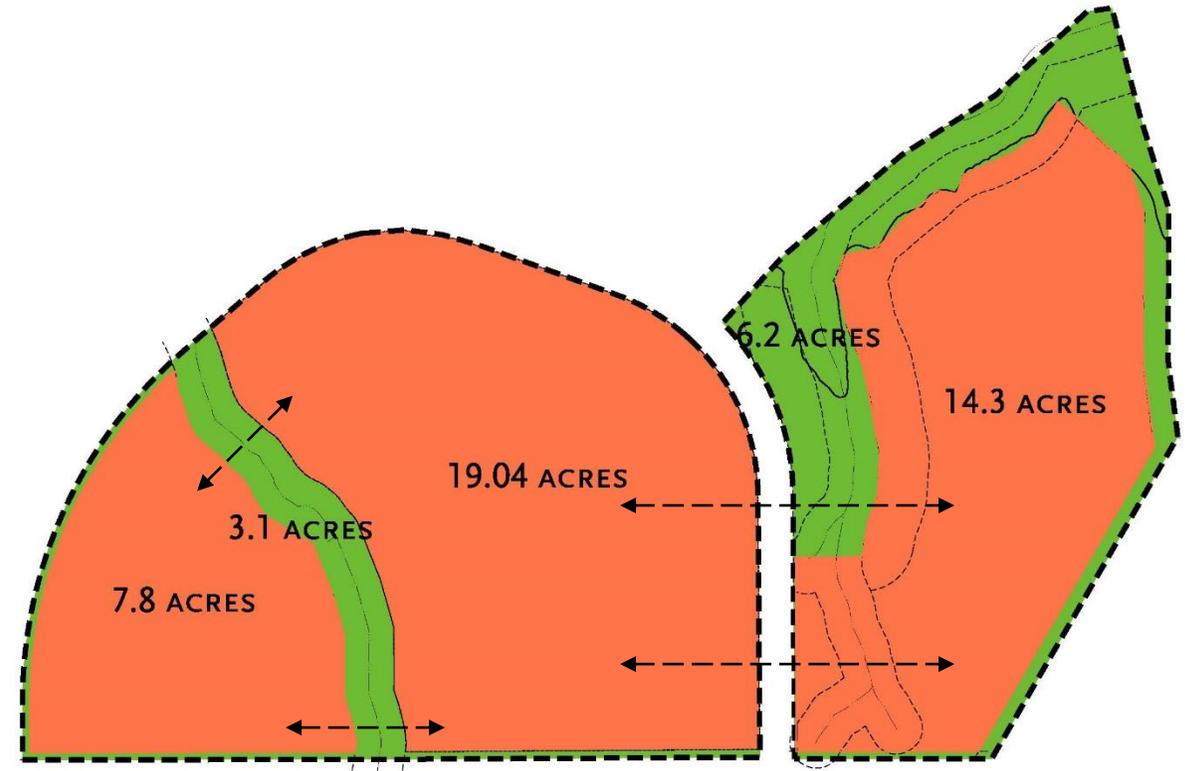
**Open Space - 17.35 acres (34%)**

**Total Site Area - 50.44 acres**

# Concept Scenarios

## Scenario C

- Replaces pond with restored stream
- Maintains Jordan buffer
- Allows stormwater devices in outer 100' of RCD
- 15' setback along 15-501
- 50' setback along I-40
- One unified district



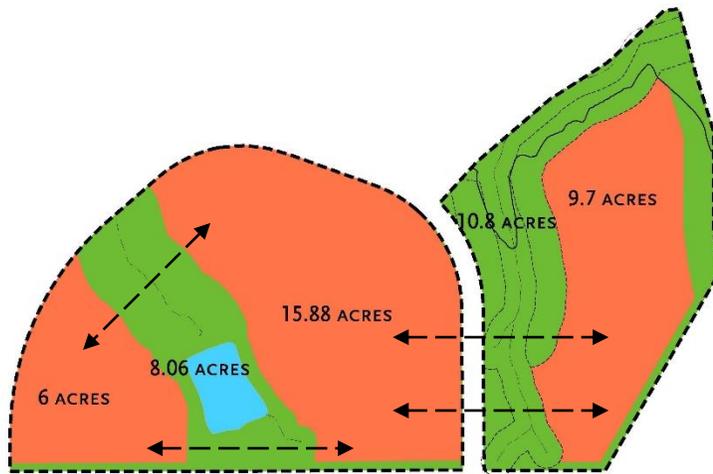
**Buildable Area - 41.14 acres**

**Open Space - 9.30 acres (18%)**

**Total Site Area - 50.44 acres**

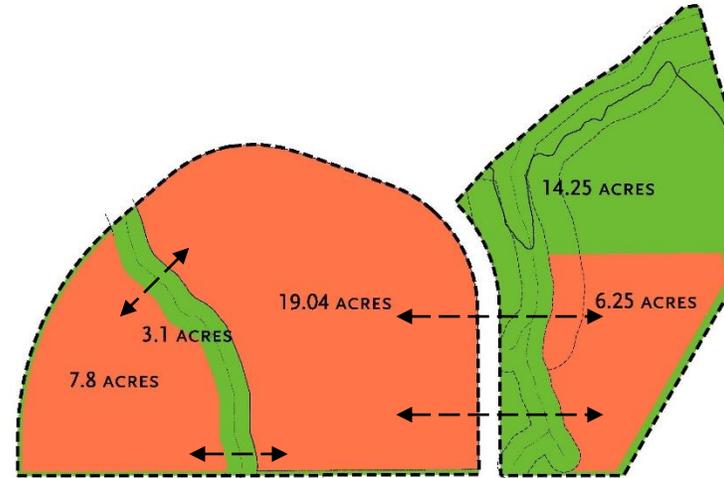
# Concept Scenarios

## Scenario Options



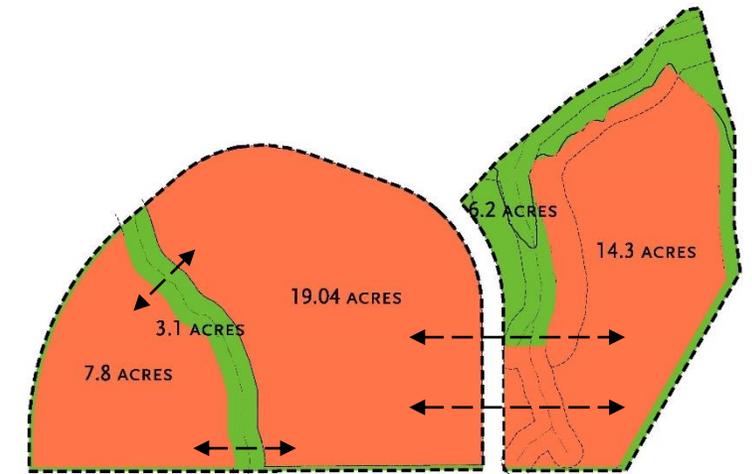
### Scenario A

Buildable Area - 31.58 acres  
 Open Space - 18.86 acres (37%)  
 Total Site Area - 50.44 acres



### Scenario B

Buildable Area - 33.09 acres  
 Open Space - 17.35 acres (34%)  
 Total Site Area - 50.44 acres



### Scenario C

Buildable Area - 41.14 acres  
 Open Space - 9.30 acres (18%)  
 Total Site Area - 50.44 acres



**NEXT STEPS**

# Next Steps

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- Seek additional input on initial program and site plan options
- Conduct additional environmental analysis, including Natural Heritage Area updates
- Initiate Transportation Impact Assessment
- Conduct initial market analysis to refine land use mix
- Upcoming meetings:
  - » September 3 – Joint Advisory Board Meeting
  - » September 3 – Community Open House Meeting
  - » September 16 – Council Committee Meeting
  - » September 25 – Town Council Meeting



# APPENDIX



# DENSITY COMPARISON

# Project List

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- ① **Eastowne**, Chapel Hill
- ② **Meadowmont**, Chapel Hill
- ③ **Southern Village**, Chapel Hill
- ④ **Santana Row**, San Jose, CA
- ⑤ **Carolina Square**, Franklin Street, Chapel Hill
- ⑥ **South Campus Gateway**, Ohio State University
- ⑦ **Rockville Town Square**, Rockville, MD
- ⑧ **University Park**, MIT
- ⑨ **USC Village**, Los Angeles, CA

# Eastowne

Chapel Hill, NC



**150** THOUSAND SF ON 49 ACRES (MOB1 as of 2020)



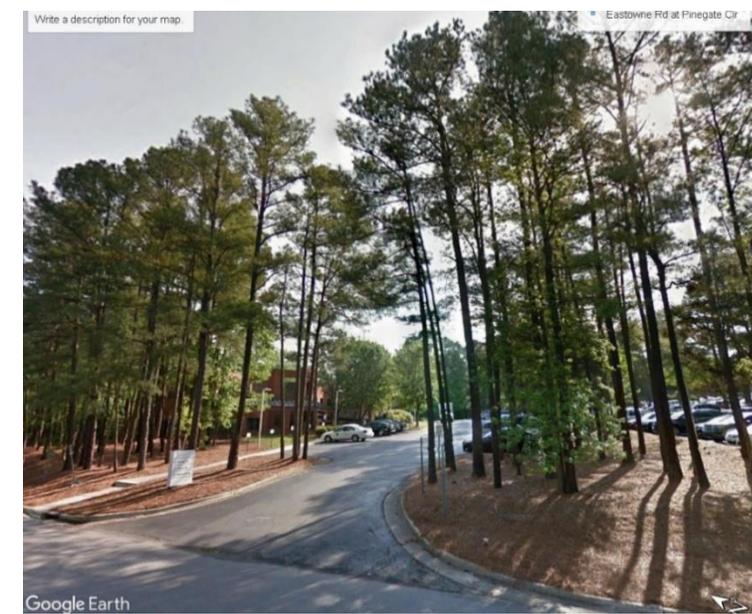
FAR  
**0.07**



WALK SCORE  
**37**



TRANSIT SCORE  
**32**



# Meadowmont

Chapel Hill, NC



**398** THOUSAND SF ON 24 ACRES



FAR

**0.38**



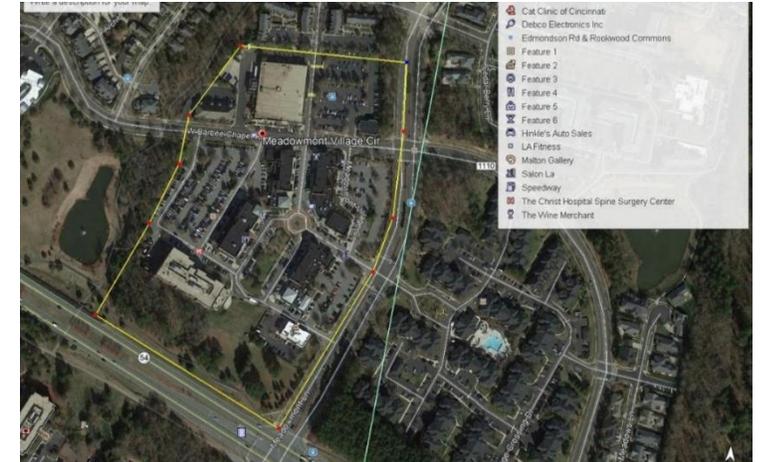
WALK SCORE

**55**



TRANSIT SCORE

**44**



# Southern Village

Chapel Hill, NC



749

THOUSAND SF  
ON 37 ACRES  
(center portion  
of overall site)



FAR

0.47



WALK SCORE

58



# Santana Row

San Jose, CA

UNC HEALTH CARE SYSTEM



**2.1** MILLIONS SF  
ON 42 ACRES



FAR  
**1.15**



WALK SCORE  
**85**



TRANSIT SCORE  
**48**



# Carolina Square

Chapel Hill, NC



# South Campus Gateway

Columbus, OH



**600** THOUSAND SF ON 8 ACRES



FAR

**1.6**  
(2.8 if parking is included)



WALK SCORE

**91**



# Rockville Town Square

Rockville, MD



1.1 MILLION SF  
12.5 ACRES



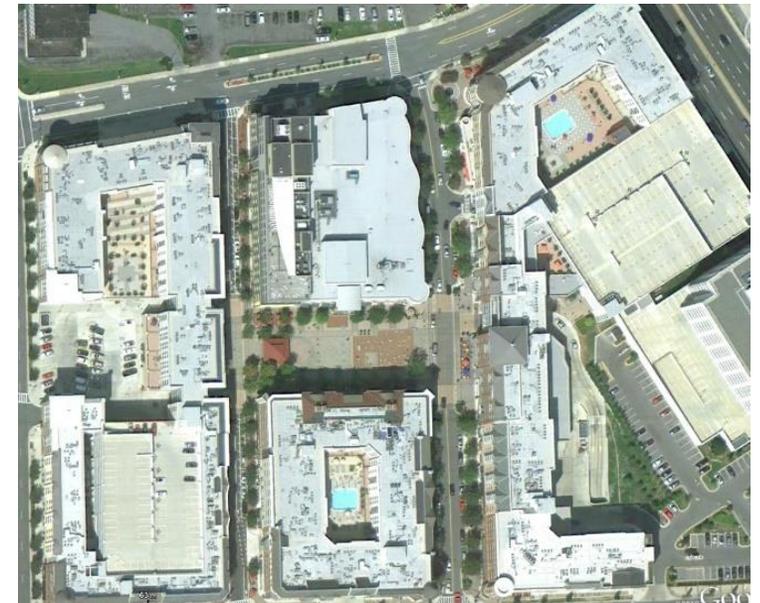
FAR

1.95  
(3.2 if parking  
is included)



WALK SCORE

89



# University Park

Cambridge, MA



**2.3** MILLION SF  
ON 27 ACRES



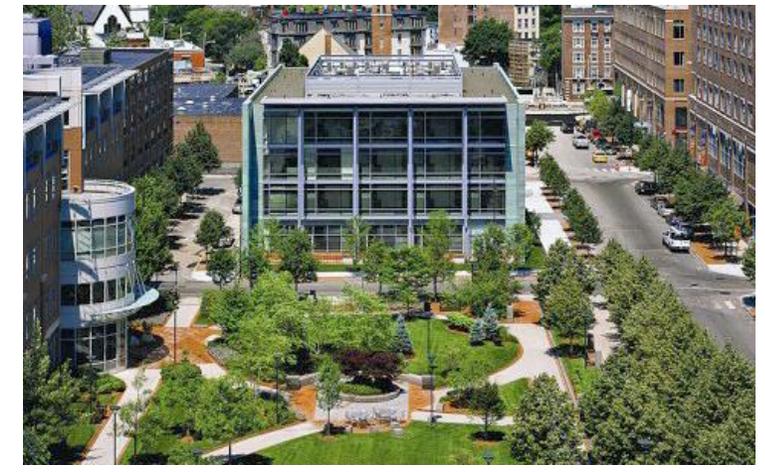
FAR

**2.0**



WALK SCORE

**94**



# USC Village

Los Angeles, CA

UNC HEALTH CARE SYSTEM



**1.2** MILLION SF ON 15 ACRES



FAR  
**1.83**



WALK SCORE  
**89**



TRANSIT SCORE  
**75**





**BOSTON LANDING SITE PLAN**  
*Boston, Massachusetts*



NEW BALANCE AT BOSTON LANDING  
*Boston, Massachusetts*

ELKUS MANFREDI ARCHITECTS



**NEW BALANCE AT BOSTON LANDING**  
*Boston, Massachusetts*

ATHLETES PARK  
AT BOSTON LANDING

ELKUS MANFREDI ARCHITECTS

**NEW BALANCE AT BOSTON LANDING**  
*Boston, Massachusetts*



ELKUS MANFREDI ARCHITECTS



WARRIOR ICE AREA AT BOSTON LANDING  
*Boston, Massachusetts*

ELKUS MANFREDI ARCHITECTS



**WARRIOR ICE AREA AT BOSTON LANDING**  
*Boston, Massachusetts*

ELKUS MANFREDI ARCHITECTS



WARRIOR ICE AREA AT BOSTON LANDING  
*Boston, Massachusetts*



AUERBACH CENTER AT BOSTON LANDING  
*Boston, Massachusetts*

ELKUS MANFREDI ARCHITECTS



AUERBACH CENTER AT BOSTON LANDING  
*Boston, Massachusetts*

ELKUS MANFREDI ARCHITECTS



AUERBACH CENTER AT BOSTON LANDING  
*Boston, Massachusetts*



AUERBACH CENTER AT BOSTON LANDING  
*Boston, Massachusetts*

ELKUS MANFREDI ARCHITECTS

**BOSTON LANDING GARAGE**  
*Boston, Massachusetts*



ELKUS MANFREDI ARCHITECTS

**BOSTON LANDING GARAGE**  
*Boston, Massachusetts*



ELKUS MANFREDI ARCHITECTS



© ELKUS MANFREDI ARCHITECTS

TRACK AND TRAINING CENTER AT BOSTON LANDING  
*Boston, Massachusetts*

ELKUS MANFREDI ARCHITECTS



TRACK AND TRAINING CENTER AT BOSTON LANDING  
*Boston, Massachusetts*

ELKUS MANFREDI ARCHITECTS

THE RESIDENCES – 125 GUEST STREET  
*Boston, Massachusetts*



ELKUS MANFREDI ARCHITECTS



THE RESIDENCES – 125 GUEST STREET  
*Boston, Massachusetts*

ELKUS MANFREDI ARCHITECTS



**BOSTON LANDING HOTEL**  
*Boston, Massachusetts*

**ELKUS MANFREDI ARCHITECTS**

**MBTA COMMUTER RAIL AT BOSTON LANDING**  
*Boston, Massachusetts*



ELKUS MANFREDI ARCHITECTS

# Concept Scenarios

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## Density Required for Sustainable Development

### **Higher concentration of employment and residential uses can enhance transit potential**

- Chapel Hill TOD study recommended a minimum of 3,500 jobs and 1,250 residential units within a quarter mile of a transit station for more robust transit

### **Higher density and a mix of uses will improve internal capture**

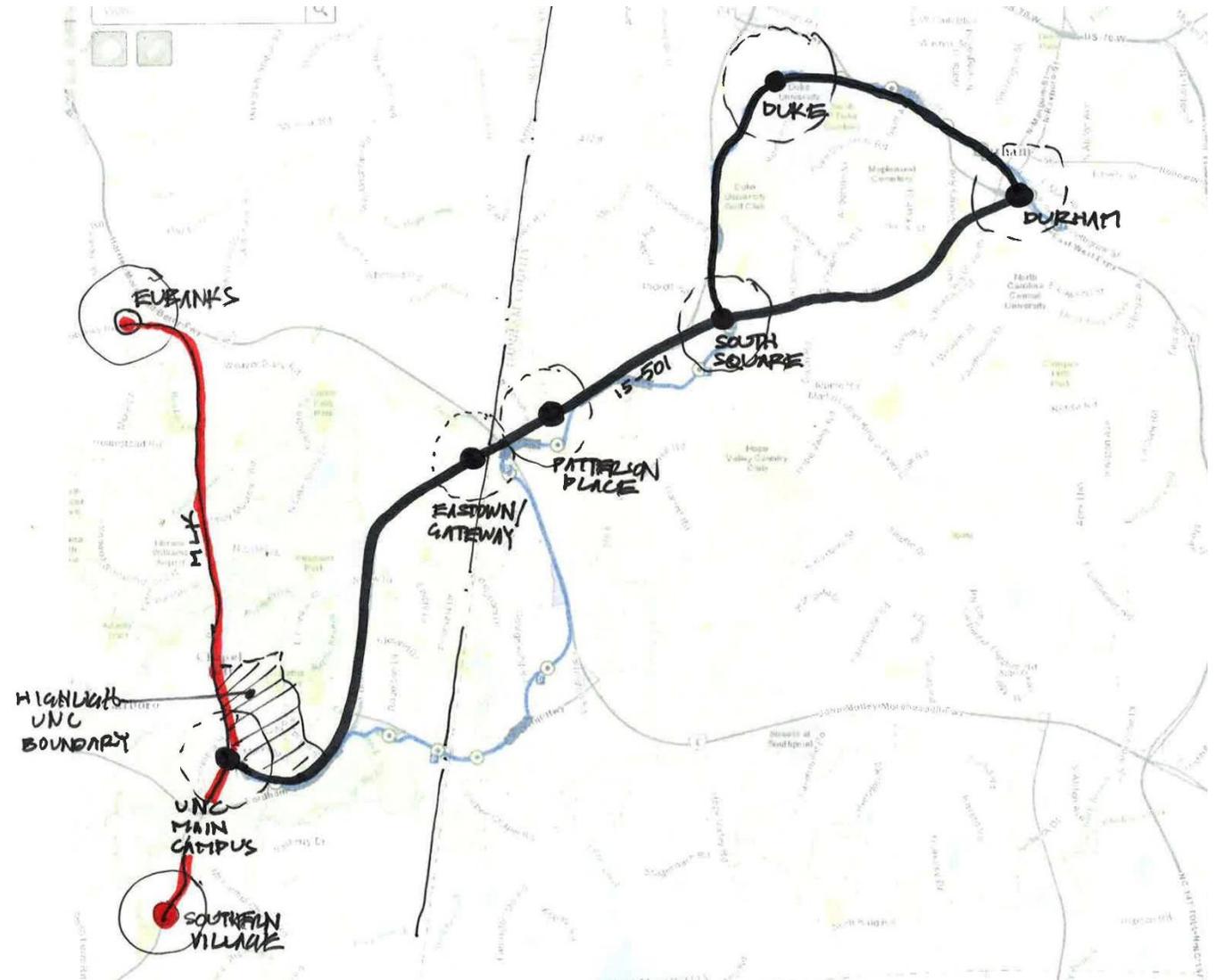
- Only 20% of trips of a typical household are for commuting.
- The remaining 80% of trips (shopping, child care, recreation, services, etc.) could be diminished if these functions were within cycling or walking distance.
- Higher density provides options for those who don't own a car

# Transportation

## Potential BRT corridor

### East-West BRT option with links to:

- UNC Main Campus
- Raleigh
- Duke
- North-South BRT corridor

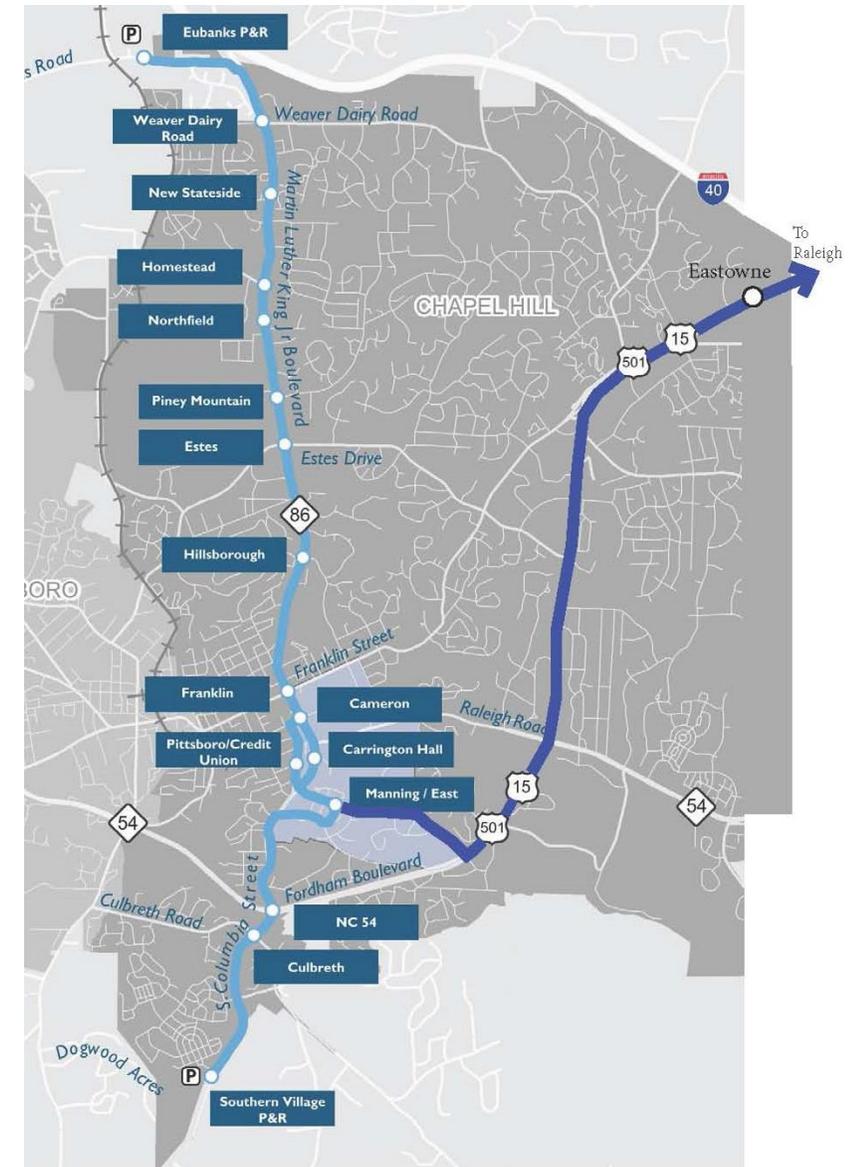


# Transportation

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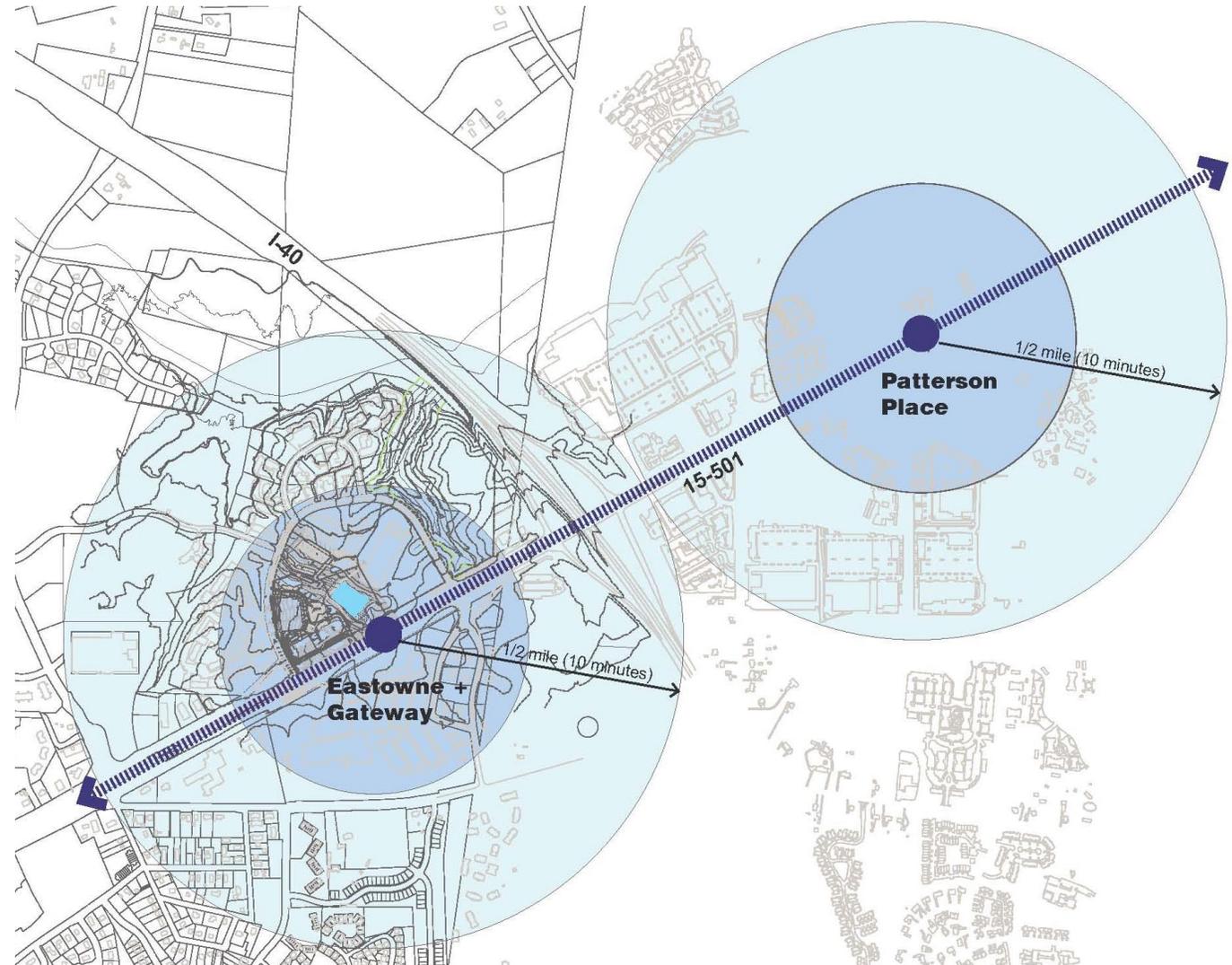


# Transportation

## Potential BRT corridor

### East-West BRT option with links to:

- UNC Main Campus
- Raleigh
- Duke
- North-South BRT corridor



# Recent Progress

## Public Feedback Summary

PUBLIC FEEDBACK MATRIX COMMENT	PUBLIC WORKSHOP OPEN HOUSE	PLANNING COMMISSION	COMMUNITY DESIGN COMMISSION	TRANSPORTATION & CONNECTIVITY BOARD	ENVIRONMENTAL STEWARDSHIP ADVISORY	HOUSING ADVISORY BOARD	STORMWATER MANAGEMENT AND UTILITY	TOWN COUNCIL COMMITTEE	JOINT ADVISORY BOARD
<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 Strategies</b>									
<b>Foster Innovation</b>									
<b>Enhance Walkability</b>									
<b>Provide Amenities</b>									
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 # of parking spaces									
<b>Create more than a medical complex</b>									
Exceed environmental standards									
Benchmark examples like Centennial									
Create linkage to surrounding parcels									
Promote internal capture									
Design, density, & height are interrelated									
Make equity a major consideration									
Encourage public use (ex: library)									

# Introduction

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## UNC HC Mission and Values

### Why did UNCHC choose to invest in Eastowne?

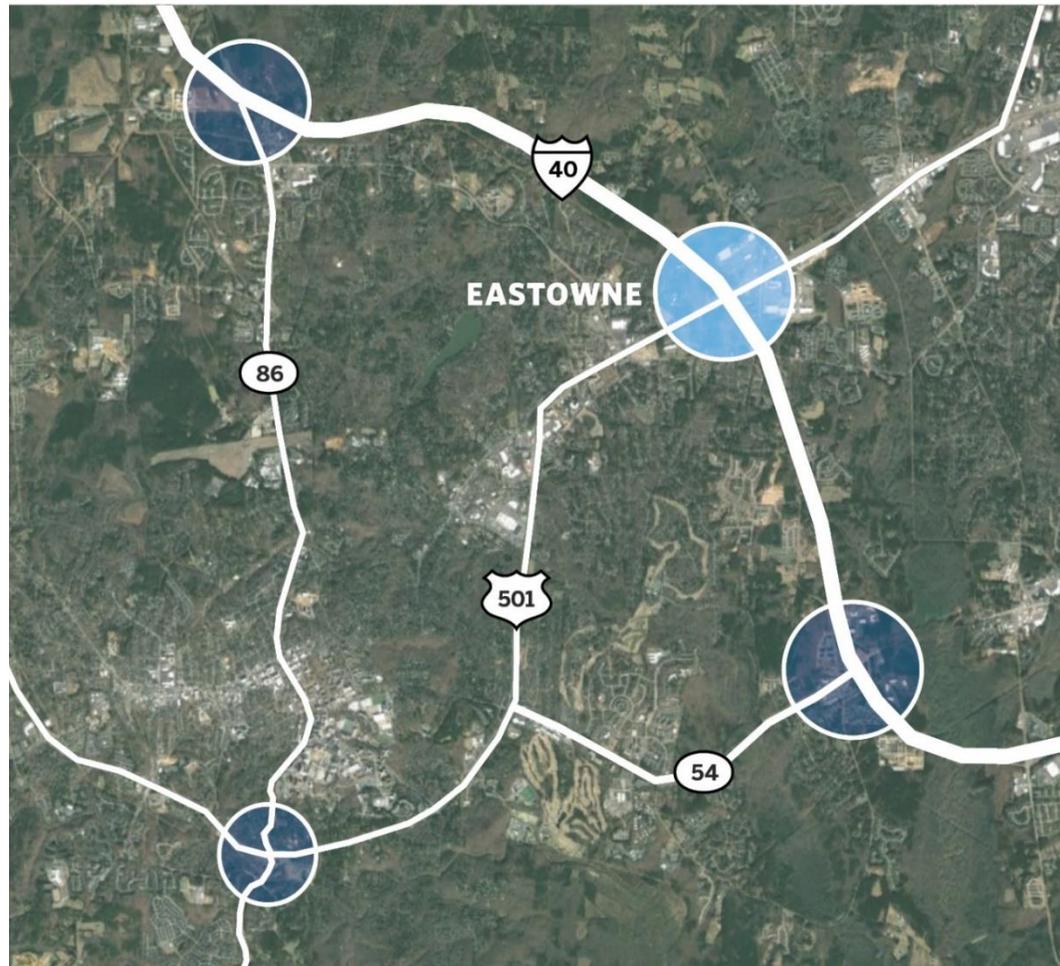
- UNC Hospitals main campus at capacity
- Clinics unable to meet patient demands and provide timely services
- Need more space to provide services to local and statewide population

### UNCHC has a major impact on Chapel Hill

- 32,500 employees (one of largest employers in the State)
- 3,500,000 clinic visits annually
- >570,000 emergency department visits annually

# Introduction

## Chapel Hill Gateways

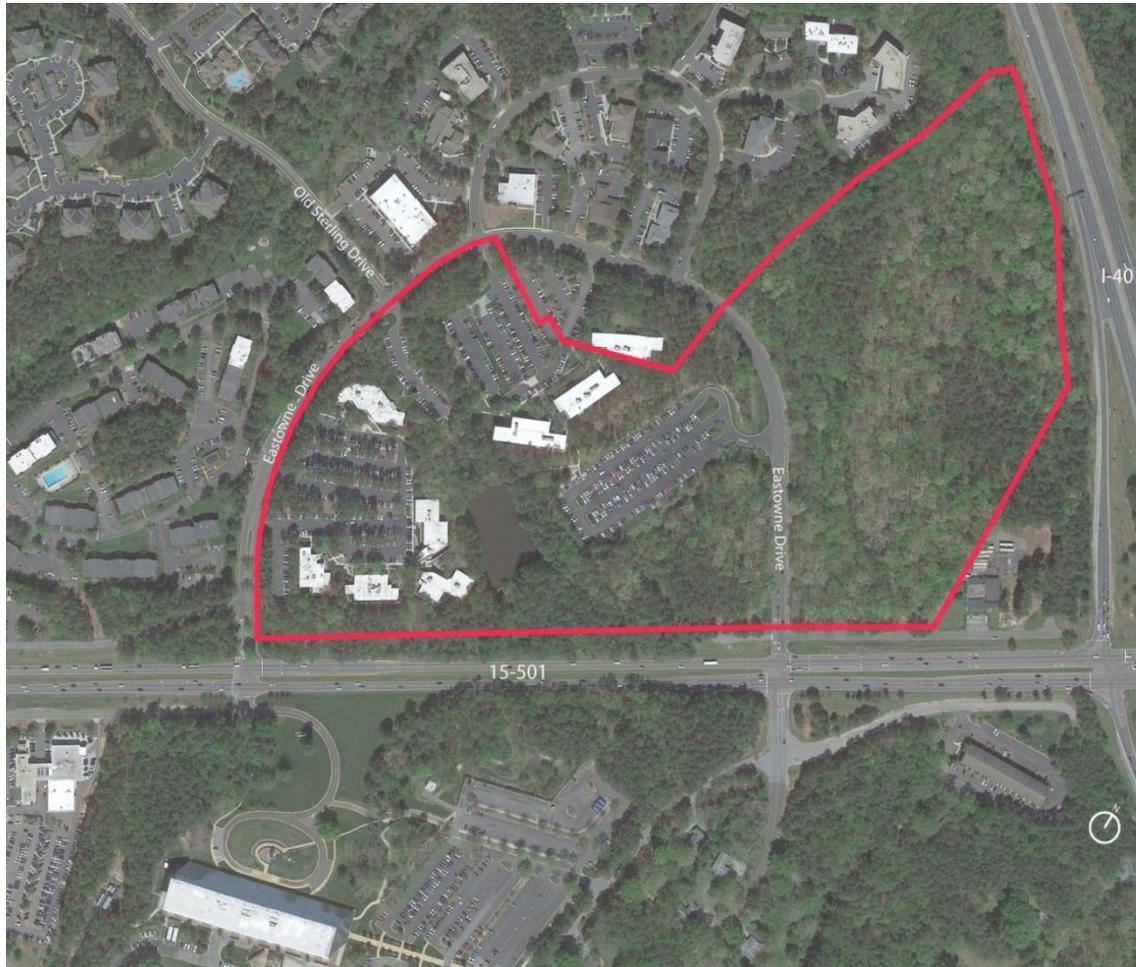


### GATEWAY SITES

- Eastowne is one of four major gateways to Chapel Hill
- Other gateways include:
  - » MLK & I-40
  - » Hwy 54 & I-40
  - » MLK & Hwy 54

# Introduction

## Location Map



### GATEWAY SITE

- 48 acres at important I-40 and 15-501 location
- Identified as an gateway focus area in Chapel Hill 2020 Comprehensive Plan with redevelopment opportunities
- Targeted for mixed-use, including commercial and institutional in Chapel Hill Future Land Use Map