



Town of Chapel Hill

UNC Health Care Development Agreement Negotiation

September 4, 2019, 2 p.m. – 4 p.m.
Chapel Hill Public Library Room B, 100 Library Drive, Chapel Hill, NC

Draft Agenda

1. Opening at 2 pm

- 1) Roll Call**
- 2) Approval of Agenda**

2. Business

- 1) Adoption of Negotiation Protocols**
- 2) August 16, 2019 Committee Meeting Summary**
- 3) Staff Updates**
- 4) Scenario Discussion**
- 5) Next Steps**
- 6) Public Comments**

3. Adjourn

Agenda Packet Materials

1. Draft Negotiation Protocols
2. August 16, 2019 Committee Meeting Minutes
3. Updated Project Schedule
4. UNC Health Care Materials

August 28, 2019

Protocols for the Facilitated Negotiation on a Development Agreement for Eastowne

Adopted September ____, 2019

1. The principals and technical resource persons identified herein adopt the following operational protocols in order to ensure that this facilitated negotiation works efficiently and fairly.
2. The purpose of the negotiation is to develop policy recommendations to the Chapel Hill Town Council on terms to be incorporated into a development agreement for Eastowne or an explicit decision that no such agreement is possible.
3. There are two sets of principals in this negotiation. One set is the four-person subcommittee appointed by the Chapel Hill Town Council as follows: Mayor Pam Hemminger, Hongbin Gu, Michael Parker, Rachel Schaevitz. The other set of principals is the Eastowne project applicant group. Each set of principals may make changes to its own composition after consultation and mutual agreement with the other.
4. The Town Council principals require that three out of four members will need to be present to constitute a quorum for convening and decision making. The Eastowne principals will determine for each meeting the minimum number of its members needed to be present.
5. Each set of principals is supported by its own set of technical resource persons. For example, the Town Manager, Town Attorney, and Planning staff are technical resource persons supporting the Town Council's team. The technical resource persons supporting each set of principals may share their perspectives within their areas of expertise as part of group discussions, either in reply to questions from a group member or at their own initiative.
6. The principals have agreed to involve the services of Jim Huegerich, Town Ombuds, as facilitator for the negotiation process. He will not participate substantively in the group's discussions and will not vote on group decisions. He may give procedural direction or make procedural suggestions to assist the group in communicating, fact-finding, problem solving, resolving conflict, and otherwise conducting its business. He may "shuttle" between individuals and/or the teams and/or facilitate internal discussions for either team, in the service of these negotiations.
7. The facilitator will support both sets of principals and the technical resource persons in being effective participants in this process. The principals and technical resource persons will bring to the facilitator's attention any concerns about his performance and will attempt to resolve those concerns in collaboration with him and, if necessary, the other participants in this process.
8. Individuals who are neither principals nor technical resource persons are welcome to observe the facilitated negotiation sessions. There will be no participation in the negotiation discussions by observers unless both sets of principals agree to it. Observers are expected to behave consistently with these protocols.
9. Fifteen minutes will be set aside at the end of each negotiation session for a public comment period. Each presentation from members of the public during this period will be no longer than three minutes, to be administered by the facilitator. A sign-up sheet will be provided by the

facilitator, and the presentation times will be allocated on a first come first serve basis. In addition, the principals group at times of its choosing will identify and provide other opportunities for the general public to provide input to its deliberations.

10. The Town's Planning Department staff will act as project manager and will provide the following services:
 - a. The project manager will draft an agenda for each negotiation session at least 72 hours in advance based on consultations with the principals and, as needed, technical resource persons. The principals will have an opportunity to review, revise as needed, and adopt as a group their agenda at the start of each negotiation session.
 - b. The project manager will prepare and distribute to the group a simple draft record of each negotiation session, indicating the meeting date, location, principal and technical resource attendees, and notes on key information shared at the meeting and decisions reached by the principals. The principals will have an opportunity to raise and discuss revisions to the draft before the facilitator issues the final meeting record.
 - c. The project manager will maintain the website and populate with all relevant materials including agendas, minutes, fact sheets, etc.
 - d. The project manager will set up audio recording of each the negotiation session to include as part of the record.
11. Each set of principals will get one "vote" during group decision making. A proposal will be adopted as a group decision only after both sets of principals have explicitly stated that they are in favor of the proposal. Each set of principals will follow its own process of internal decision making.
12. Time may be requested by either set of principals during a negotiation session to caucus apart from the other for a limited amount of time, consistent with applicable open meetings requirements. The Eastowne team agrees voluntarily and as a matter of courtesy not to attend open-meeting caucuses of the Council team. Both teams agree not to take public comment during their respective caucus sessions.
13. Ground Rules for Civil, Efficient, and Creative Deliberations
 - a. Meetings will begin and end on time.
 - b. Group members will listen attentively to each other, without interruption.
 - c. Group members will share the time available for speaking, with no participant dominating the discussions.
 - d. Group members will focus their efforts on the tasks and topics specified on the agenda, and avoid tangents.
 - e. It is important to raise concerns, differences in perspective, and doubts as early and as clearly as possible so the group can understand how each of its members is thinking and feeling and develop good solutions; disagreements will be expressed respectfully.
14. All principals and technical resource persons participating in this process will:

- a. Accurately represent to one another their own interests and concerns and the interests and concerns of any business partners, constituents, or organizations that they represent,
 - b. Accurately represent to the business partners, constituents, or organizations that they represent the progress of these discussions and the interests and concerns expressed by the other participants in these discussions,
 - c. Provide ongoing opportunities for their business partners, constituents, or organizations that they represent to consult with them on the issues being discussed and on the progress of these discussions.
15. The principals will not communicate with other members of the opposite teams that are not part of the principal groups. Members of the principal teams may communicate with other members of the principal teams in-between negotiation sessions, consistent with applicable open meetings requirements. These communications need not be disclosed to others, and will be consistent with the purposes of this process.
16. Task groups may be formed by consensus of the principals to address specific issues and make recommendations back to the negotiation group. The process under which such task groups will operate will be determined by the principals if and when they are formed.
17. Both teams agree to provide the news media with opportunities for direct observation of these open meetings and access to the meeting minutes and audio recordings that will be posted by the Town on its website. The teams and their respective members will not comment about these negotiations to the news media over the course of this process, other than to provide basic information shared through fact-sheets or the website, except through joint statements developed by the teams together as needed. Concerns or disagreements should be raised -- and good faith efforts made to clarify and resolve the concern or disagreement -- through direct discussions within the group or within an appropriate task group, or one-on-one with the facilitator, another principal, or technical resource person.
18. The principals will define together the ways in which any agreements reached in this process will be documented.
19. The principals may agree to make changes to these protocols.



Town of Chapel Hill
Eastowne Development Agreement
Council Committee Meeting Minutes

Friday, August 16, 2019, 9:30 AM
Chapel Hill Public Library Room B

1. Opening at 9:30 AM

1) Roll Call

Council Committee members: Mayor Pam Hemminger, Michael Parker, Hongbin Gu, Rachel Schaevitz

Other Town Council members: Karen Stegman

UNC Healthcare Team: Simon George, John Martin, Don Giard, David Parker, Bill Derks, Jennifer Burdette, Leigh Vancil

Town Staff: Maurice Jones, Ralph Karpinos, Judy Johnson, John Richardson, Becky McDonnell, Michael Sudol, Lance Norris, Brian Litchfield, Allison Weakley, Loryn Clark, Ernest Odei-Larbi

2. Business

1) Adoption of Negotiation Protocols

The group discussed the draft Negotiation Protocols, and commented on Protocol #15, which specifies that principals from each group should not talk individually, and agreed to work with the Town Manager to address any related issues. The group agreed to adopt the Negotiation Protocols as drafted.

2) Possible Scenarios

The UNC Healthcare Team presented an overview of the project thus far, and discussed different principles such as “placemaking”, “suitable public infrastructure”, sustainable design”, “walkable design”, “enhancing the natural environment”, and “supporting community prosperity.” The team discussed the recent environmental assessment conducted by McAdams, and then presented concept scenarios. The group discussed issues including floor area ratio and densities, stormwater and water features, site layouts and uses, and a need for details and context to better understand each scenario and how it would fit into Chapel Hill.



3) Next Steps

The UNC Healthcare Team will work on revising scenarios based on the feedback received from the Committee members to present at the next Committee meeting.

4) Public Comments

Several members of the public provided comment on issues including traffic and transportation, the Natural Heritage Site, the existing pond, and sustainable buildings.

3. Adjournment

Eastowne Development Agreement Timeline

Date/Location	Description
Phase I – Visioning (continuation)	
June 3, 2019	Council Committee Meeting <i>Conclude Phase I and provide final feedback</i>
June 19, 2019 7:00pm <i>Council Chambers, Town Hall</i>	Town Council Meeting <i>Eastowne Team to provide a summary of Phase I and introduction to Phase II</i>
Phase II – Plan Scenarios	
Tuesday, June 11, 2019 7:00pm, 2 nd Floor Training Room	Environmental Stewardship Advisory Board <i>Provide feedback on Negotiation Framework</i>
Tuesday, June 11, 2019 6:30pm, 1 st Floor Conf. Room	Housing Advisory Board <i>Provide feedback on Negotiation Framework</i>
Tuesday, June 18, 2019 7:00pm, Council Chambers	Planning Commission <i>Provide feedback on Negotiation Framework</i>
Tuesday, June 25, 2019 6:30pm, Council Chambers	Community Design Commission <i>Provide feedback on Negotiation Framework</i>
Tuesday, June 25, 2019 6:00pm, Library Room B	Stormwater Management Utility Advisory Board <i>Provide feedback on Negotiation Framework</i>
Tuesday, June 25, 2019 7:00pm, 1 st Floor Conf. Room	Transportation and Connectivity Advisory Board <i>Provide feedback on Negotiation Framework</i>
July 22, 2019 2:30pm, Library Room B	Council Committee Meeting <i>Discuss scenario characteristics</i>
August 16, 2019 9:30am, Library Room B	Council Committee Meeting <i>Discuss possible scenarios with UNC Health Care</i>
August 20, 2019 2:00pm, 1 st Floor Conf. Room	Technical Review Team Meeting (Town Staff) <i>Provide initial feedback on possible scenarios</i>
September 3, 2019 5:00pm, Library Room B	Joint Advisory Board Meeting with UNC Health Care <i>Provide initial feedback on possible scenarios and framework</i>
September 3, 2019 6:30pm, Library Room B	Community Meeting / Open House
September 4, 2019 2:00pm, Library Room B	Council Committee Meeting <i>Continue discussion of possible scenarios with UNC Health Care</i>
Week of September 3rd or 9th, 2019 (TBD)	Council Committee Meeting (without UNC Health Care) <i>Discuss scenarios with urban design consultant, Tony Sease</i>
September 16, 2019 9:00am, Library Room B	Council Committee Meeting <i>Eastowne Team to present preliminary scenario analysis</i>

September 25, 2019 7:00pm, Council Chambers	Town Council Meeting <i>Eastowne Team to present scenarios and preliminary analysis to Town Council</i>
Week of October 7, 2019 (TBD)	Council Committee Meeting <i>Discuss and describe preferred scenario</i>
October 14, 2019 6:00pm, Library Room B	Joint Advisory Board Meeting <i>Provide feedback on preferred scenario</i>
October 15, 2019 2:00pm, 1 st Floor Conf. Room	Technical Review Team Meeting (Town Staff) <i>Provide feedback on preferred scenario</i>
October 21, 2019 6:00pm, Library Room B	Community Meeting / Open House
Week of October 21, 2019 (TBD)	Council Committee Meeting <i>Provide final feedback on preferred scenario</i>
October 30, 2019	Preferred Scenario Public Presentation <i>Eastowne Team to present preferred scenario</i>
October 30, 2019 7:00pm, Council Chambers	Town Council Meeting <i>Conclude Phase II and provide final feedback</i>
Phase III – Plan Refinement	
TBD	To be completed by March 2020
Phase IV – Finalize Development Agreement	
TBD	To be completed by June 2020

EASTOWNE MASTER PLAN

Council Committee Meeting



September 4, 2019

Agenda

Introduction

What we heard

Environmental Assessment

Shared design language and precedents

Scenarios

Next steps



INTRODUCTION

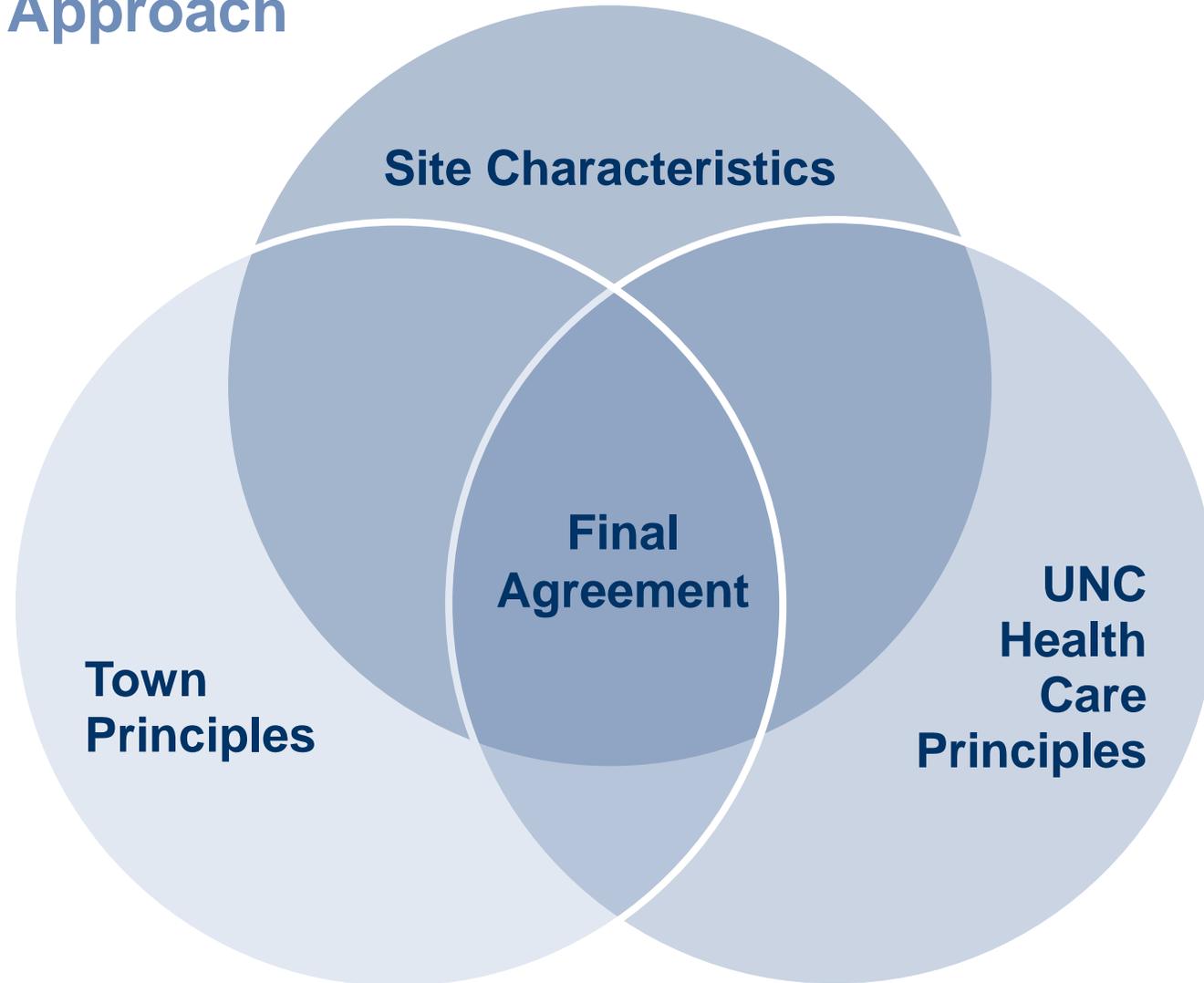
Introduction

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"> Solicit + Analyze Public Input UNC Public Sustainability Workshop 							<ul style="list-style-type: none"> Review Alternative Scenarios 				<ul style="list-style-type: none"> Selection + Refinement of Preferred Alternative 				<ul style="list-style-type: none"> Prepare Final Master Plan 			
JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	

Introduction

Master Plan Approach





WHAT WE HEARD

Alignment

Public Feedback and Town / UNCHC Principles



Master Planning

July 22nd 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	

Recent Feedback

What we heard at our last meeting

The Town would like to understand:

- UNCHCs vision and needs
- A sense of scale and local precedents
- Environmental constraints
- Mobility – transit and parking
- Land use – MOB, housing, other



ENVIRONMENTAL ASSESSMENT

Environmental Assessment

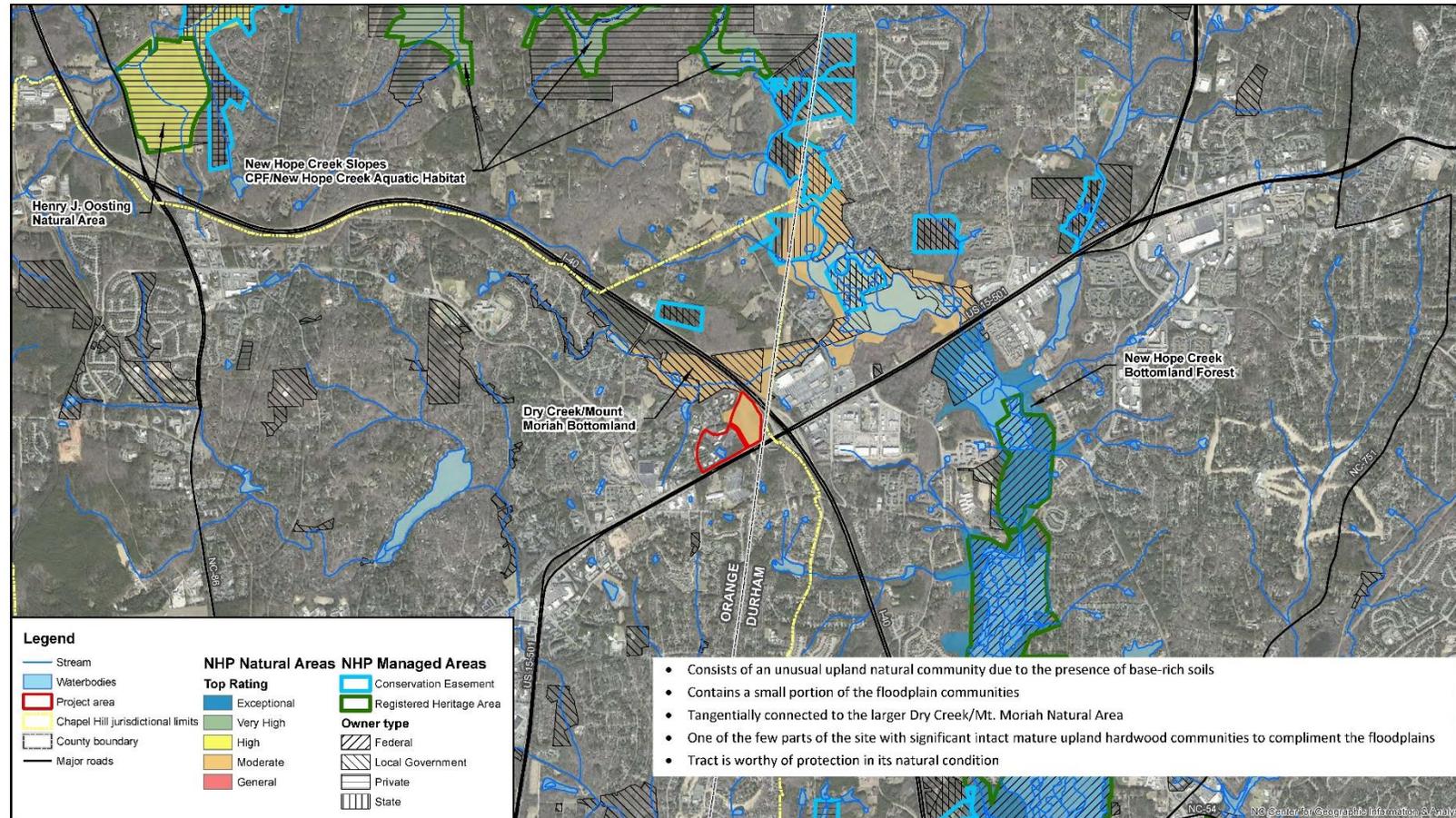
Natural Heritage Area

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



Environmental Assessment

Forest Stand Age Map



Environmental Assessment

Jurisdictional Waters Map



Environmental Assessment

Existing Pond and Stream "C"



The existing farm pond and Stream "C":

- Provide little or no stormwater benefit
- Include parking and buildings within buffer zone
- Not ADA compliant
- May require significant reconstruction since existing dam will need to be replaced in the near future
- Do not filter sediment and pollutants that are currently draining into the Dry Creek Watershed





SHARED DESIGN LANGUAGE

Master Planning

Guiding Principles

The Town of Chapel Hill and UNCH have developed a list of six principles that will guide the development of the master plan for Eastowne. These include:

1. Placemaking
2. Public infrastructure
3. Sustainable design
4. Walkability
5. Enhance the natural environment
6. Support Community

Master Planning

Guiding Principles

Placemaking

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

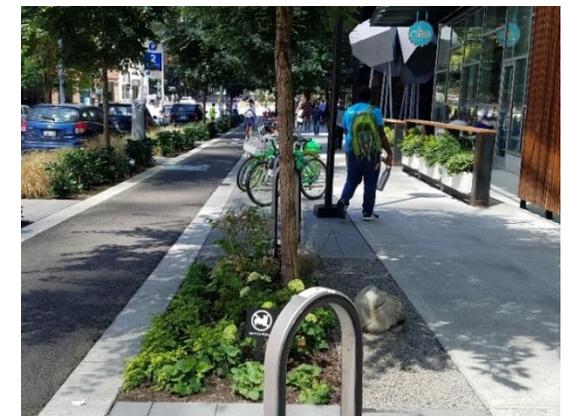


Master Planning

Guiding Principles

Public Infrastructure (mobility)

1. Complete streets
2. Convenient and compact layout
3. Connect to regional bike + walking trails
4. Discreet service and loading
5. Sufficient density to support a variety of transit options



Master Planning

Guiding Principles

Sustainable Design

1. Energy efficient buildings
2. Carbon emissions impact reduction
3. Renewable energy
4. Minimize heat island effect
5. Environmentally sensitive architecture



Master Planning

Guiding Principles

Walkability

1. Small block sizes
2. Comfort and safety
3. Active ground level uses
4. Human scaled architecture
5. Proximity to a variety of uses



Master Planning

Guiding Principles

Enhance the natural environment

1. Improve stream quality
2. Use of native vegetation
3. Comply with flood plain and Jordan buffer requirements
4. Maximize tree canopies
5. Natural Heritage preservation
6. Low impact landscape design



Master Planning

Guiding Principles

Support Community Prosperity

1. Job creation for Chapel Hill
2. Affordable / workforce housing
3. Increase tax revenues
4. Accessible, beneficial open space
5. Promote health and wellness
6. National reputation for health care
7. Appropriate gateway into Chapel Hill





LOCAL DESIGN PRECEDENTS

Master Planning

Local Design Precedents



American Tobacco



American Tobacco



Durham ID



Carolina Square



Chatham Park



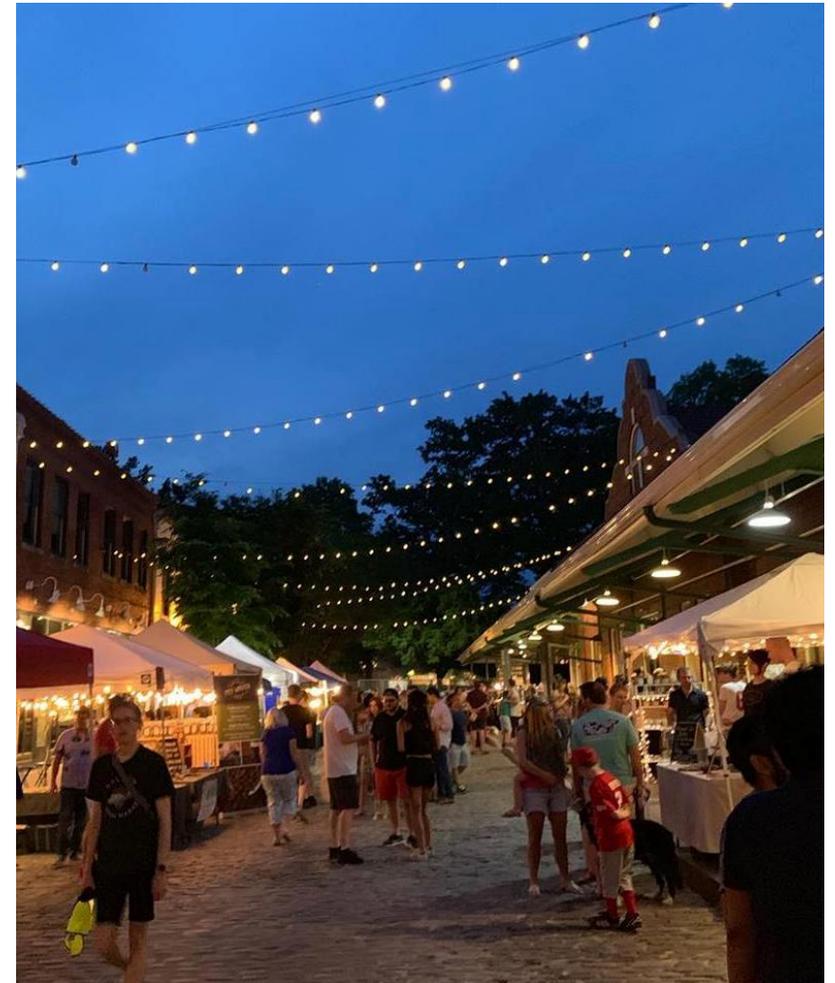
Durham ID

Master Planning

Local Design Precedents



Brightleaf Square, Durham



City Market, Raleigh



DENSITY COMPARISON



=

Gross Total Floor Area

Gross Total Site Area



Index scored on walkability and proximity to amenities and services on a scale of 0-100



Index scored on how well a location is served by public transit on a scale of 0-100

Eastowne

Chapel Hill, NC



150

THOUSAND SF
ON 49 ACRES
(MOB1 as
of 2020)



FAR

0.07



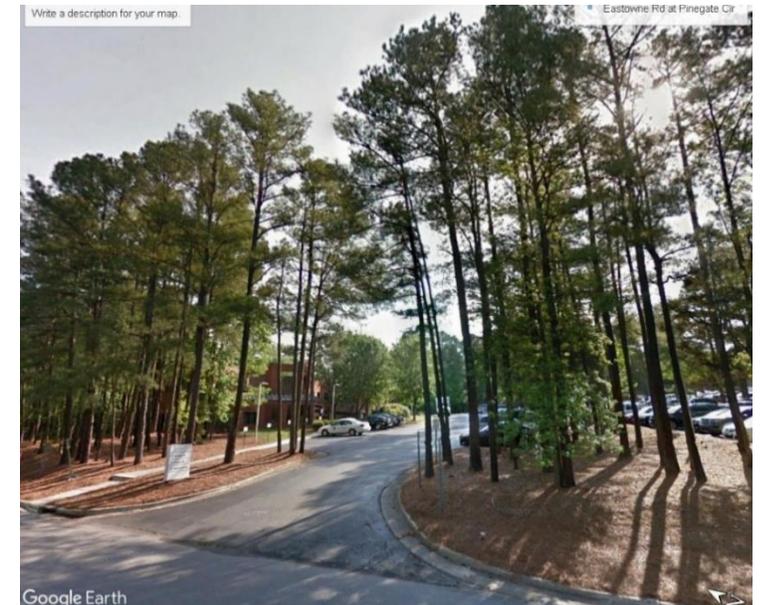
WALK SCORE

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



Carolina Square

Chapel Hill, NC



440 THOUSAND SF
ON 6.3 ACRES



FAR

1.6



WALK SCORE

89



Rockville Town Square

Rockville, MD



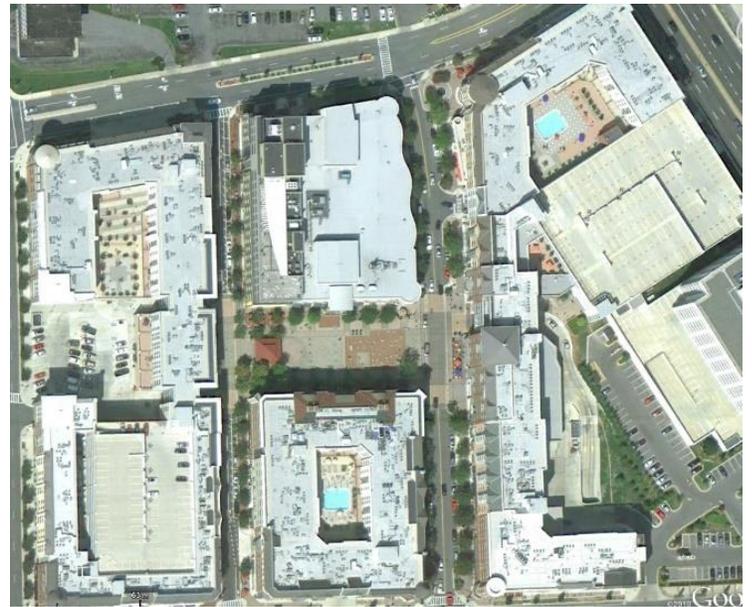
1.1 MILLION SF
12.5 ACRES



FAR
1.95
(3.2 if parking is included)



WALK SCORE
89



Road network examples



FRANKLIN STREET, CHAPEL HILL



MEADOWMONT, CHAPEL HILL



SOUTHERN VILLIAGE, CHAPEL HILL



EASTOWNE, CHAPEL HILL

Urban form examples



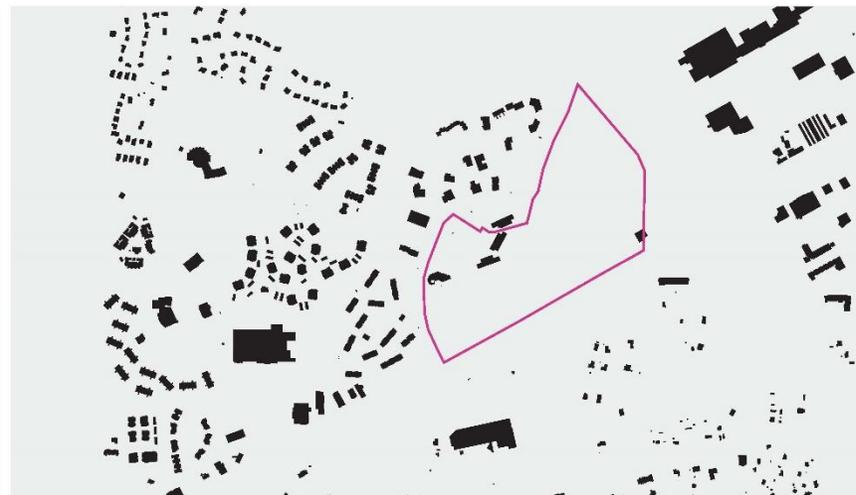
FRANKLIN STREET, CHAPEL HILL



MEADOWMONT, CHAPEL HILL



SOUTHERN VILLIAGE, CHAPEL HILL



EASTOWNE, CHAPEL HILL



CONCEPT SCENARIOS

Concept Scenarios

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
- Attracting and retaining best talent to UNC Health Care and Chapel Hill
- Public and community benefits
- Jobs
- Traffic
- Tax revenue
- Public transportation
- Financial viability

Concept Scenarios

Employment Ratios

Clinic space:	1.67 emp. / 1,000 sf
Non-clinical Office:	3.3 emp. / 1,000 sf. ft.
Hotel:	1.0 emp. / 1,000 sq. ft.
Retail:	3.0 emp. / 1,000 sq. ft.

Note: Non-clinical office and retail numbers are consistent with ratios used for the Durham-Orange County TOD study. Clinical employment ratio is based on MOB1 employment projections.

Concept Scenarios

Preliminary Program Options

USE	OPTION 1	OPTION 2	OPTION 3
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
TOTAL AREA	1,800,000 gsf	2,300,000 gsf	2,800,000 gsf
Gross Floor Area Ratio (GFAR)	.83	1.06	1.28
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 in Chapel Hill	3,767 Jobs	4,143 Jobs	4,634 Jobs

* Note: Program options above are based on 15-20+ year build-out

Concept Scenarios

Scenario A

- Maintains existing pond
- Maintains Jordan buffer
- Maintains RCD for all streams
- Allows stormwater devices in outer 100' of RCD
- 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
- 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
- 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

- 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 16 – Council Committee Meeting
 - » September 25 – Town Council Meeting



APPENDIX

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
Make Eastowne a Gateway									
Encourage more Height									
Encourage more Density									
Provide Affordable Housing									
Support Alternative Transportation									
Promote Mixed Use									
Expand Trail & Greenway System									
Create Gathering Spaces									
Minimize grading / site disturbance									
Enhance Stormwater									
Improve Connectivity									
Utilize Sustainable Strategies									
Foster Innovation									
Enhance Walkability									
Provide Amenities									
Provide Biking trails and amenities									
Maintain trees and natural areas									
Encourage Compact development									
Promote Energy Efficiency / 2030									
Provide Infrastructure improvements									
Minimize # of parking spaces									
Create more than a medical complex									
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)									

Environmental Assessment

Jurisdictional Waters, Wetlands and Riparian Buffers

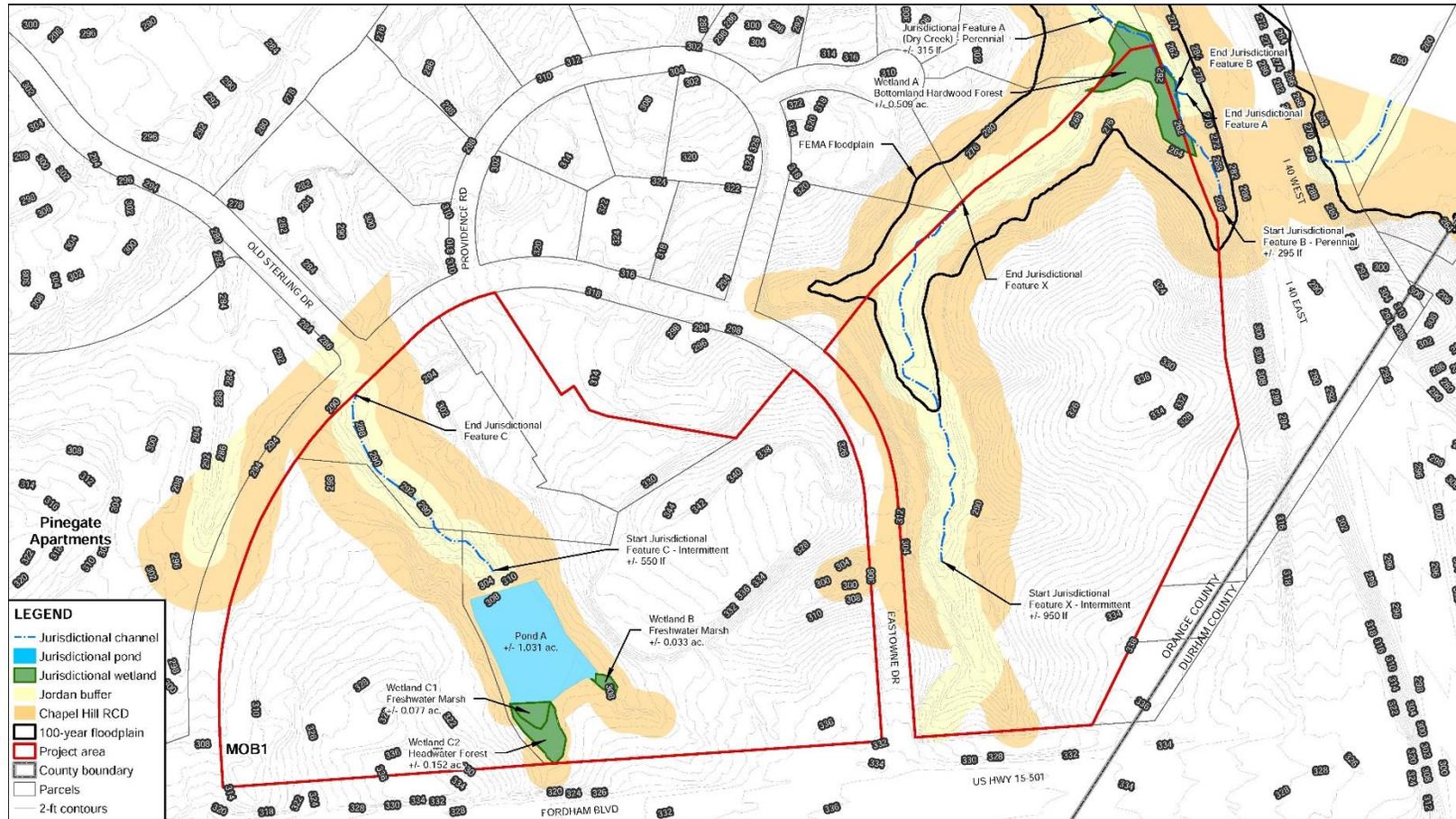
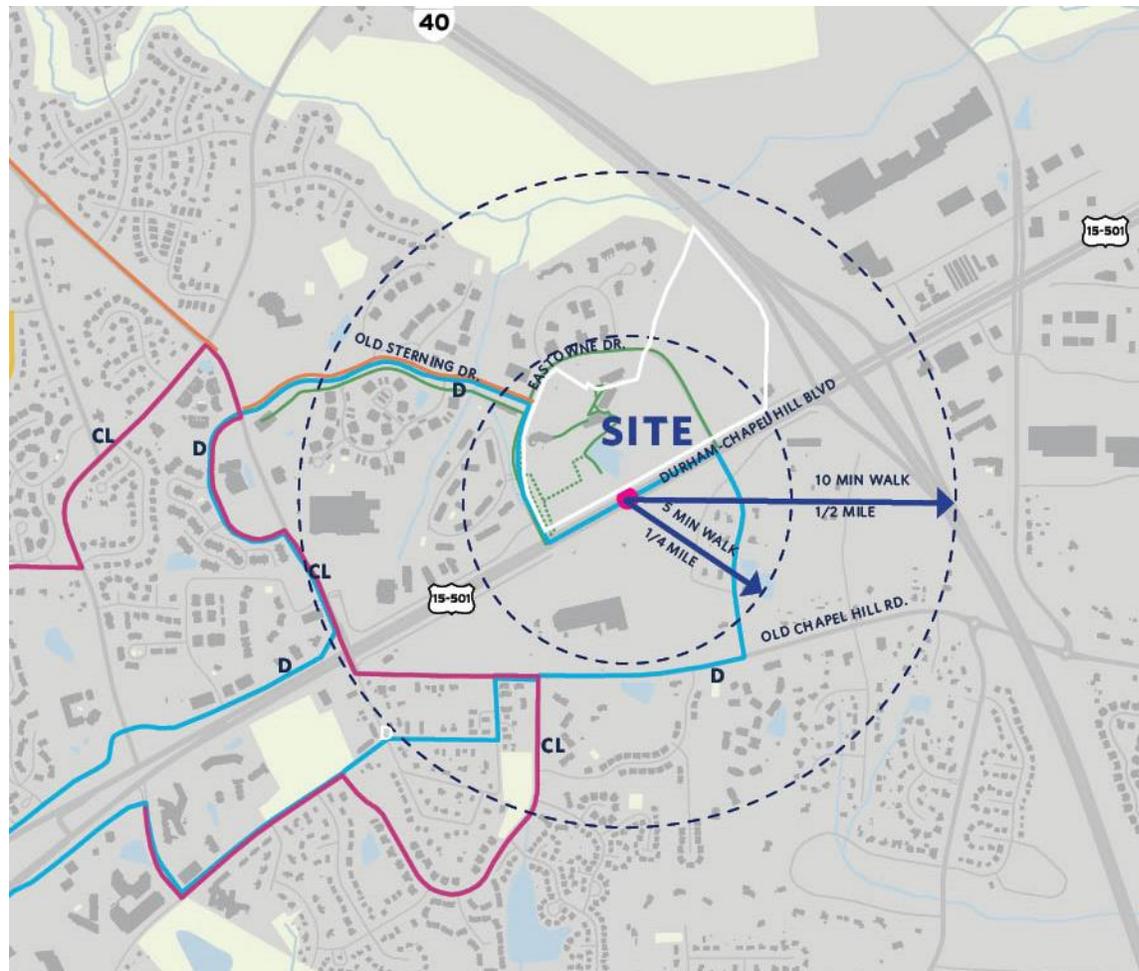


FIGURE 9 - JURISDICTIONAL WATERS, WETLANDS AND RIPARIAN BUFFERS MAP

Introduction

Transportation



- D BUS ROUTE
- CL BUS ROUTE
- 400/405
- CURRENT WALKING TRAILS + SIDEWALKS
- - - PROPOSED WALKING TRAILS + SIDEWALKS
- BIKE LANES
- POTENTIAL FUTURE TRANSIT NODE