

EASTOWNE MASTER PLAN

Public Workshop



September 3, 2019

Agenda

Introduction

What we heard

Environmental Assessment

Shared design language and precedents

Scenarios

Next steps



INTRODUCTION

Introduction

UNC HC Mission and Values

Why did UNCHC choose to invest in Eastowne?

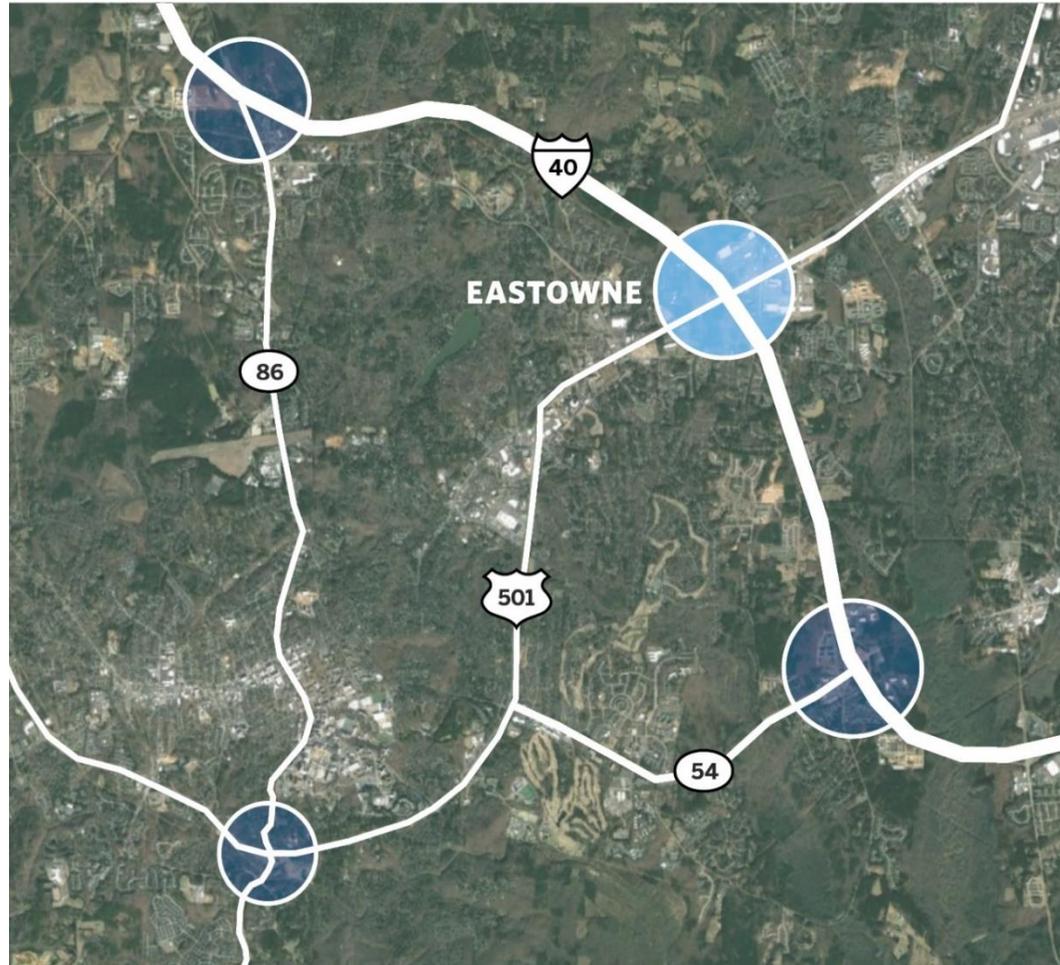
- UNC Hospitals main campus at capacity
- Clinics unable to meet patient demands and provide timely services
- Need more space to provide services to local and statewide population

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

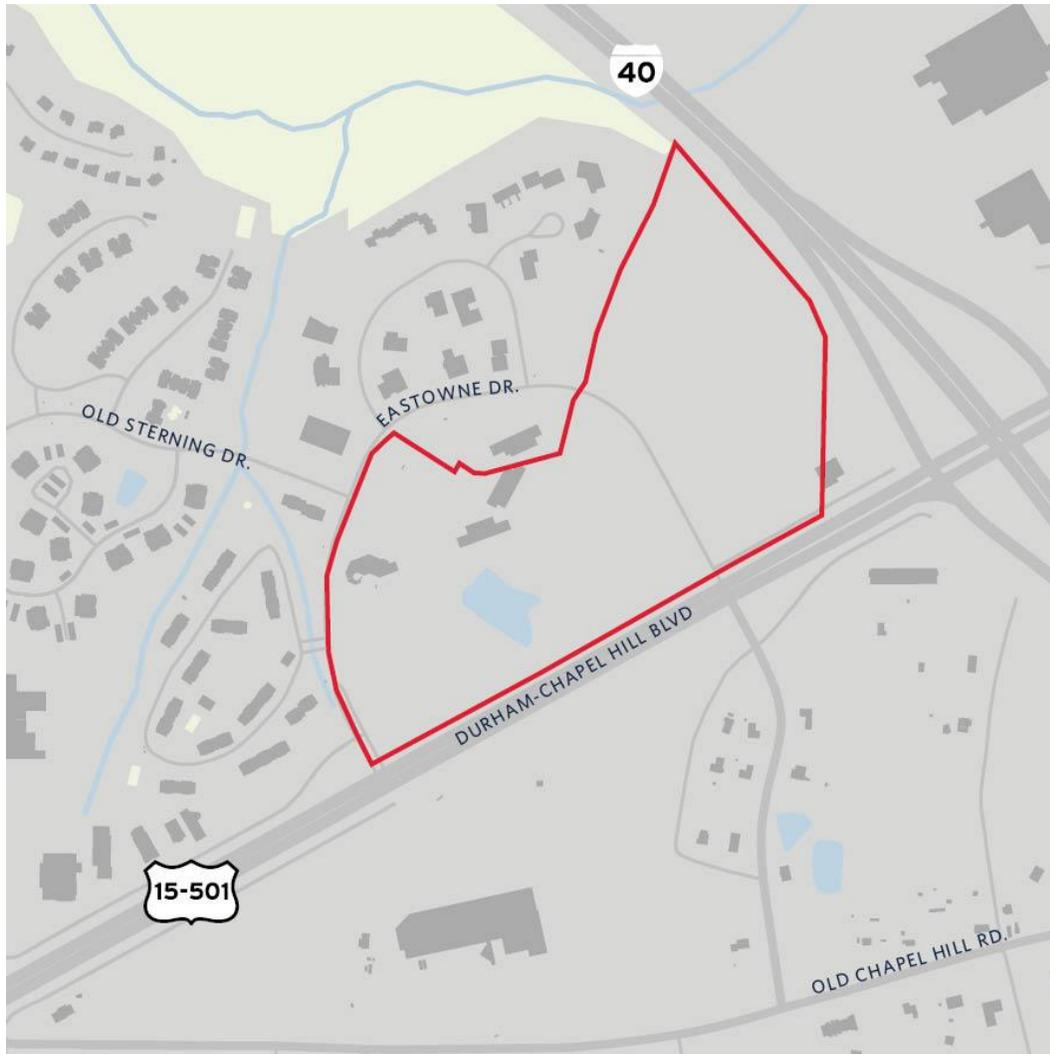


GATEWAY SITES

- 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

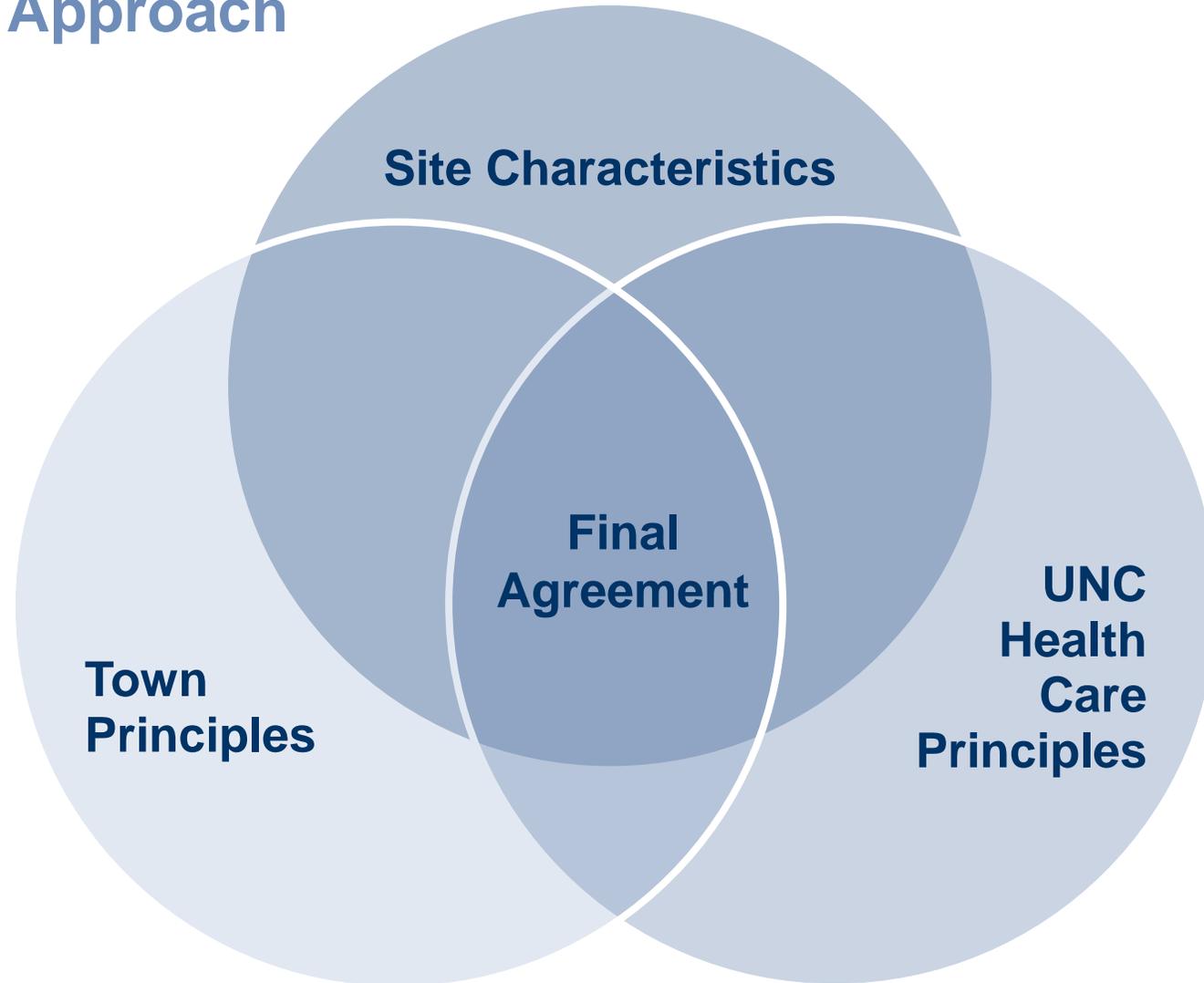
Introduction

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	
7 Months							11 Months Remaining											

Introduction

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)
- Council Committee (8/16)

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	



ENVIRONMENTAL ASSESSMENT

Environmental Assessment

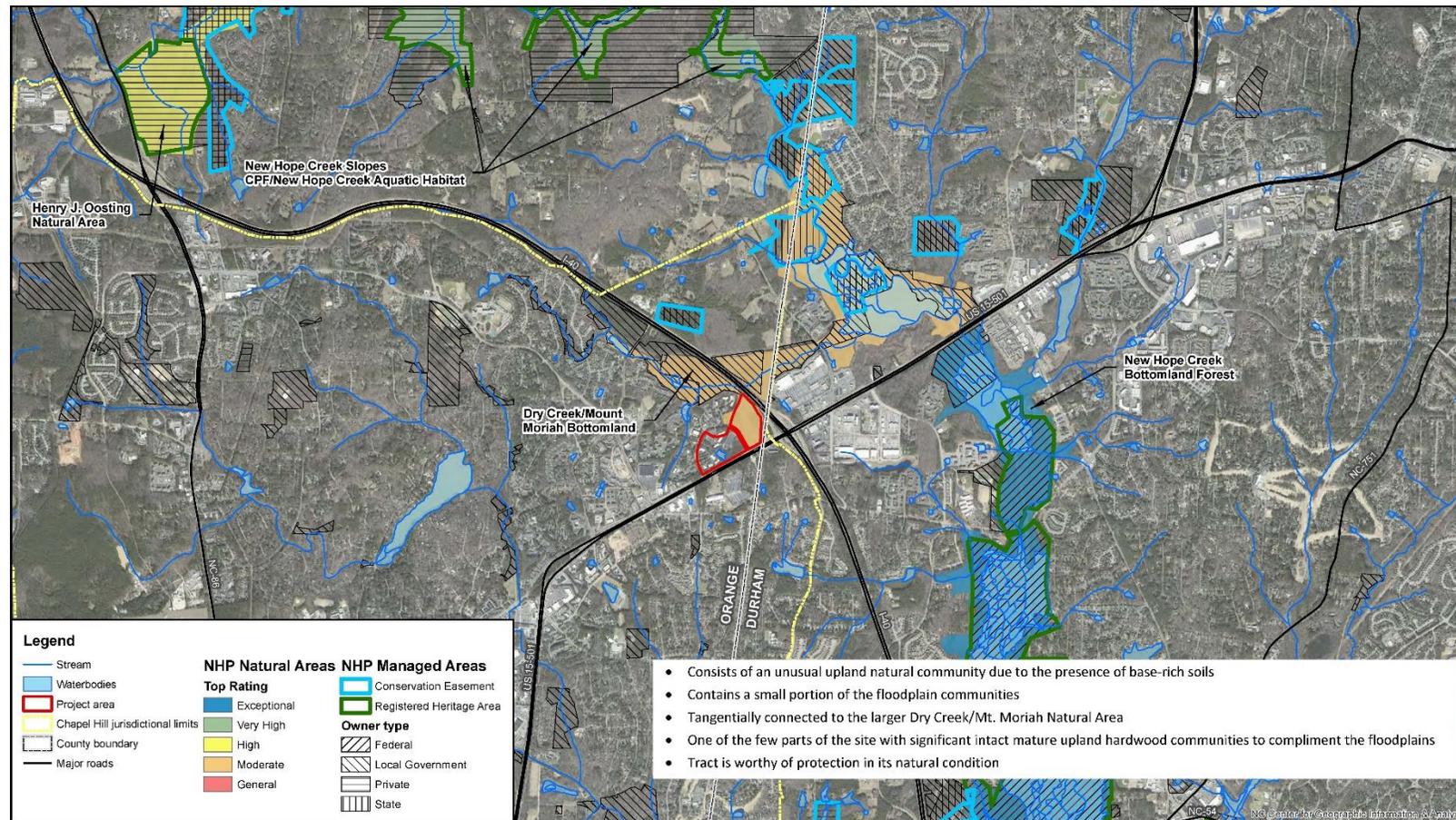
Natural Heritage Area

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)

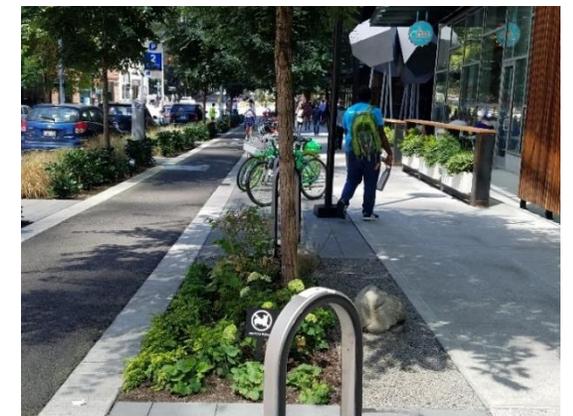


Master Planning

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





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



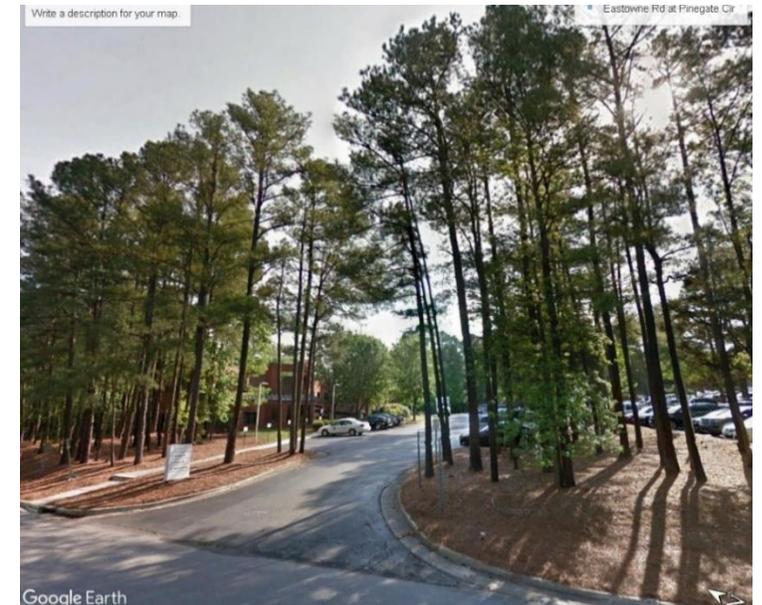
WALK SCORE

37



TRANSIT SCORE

32



Meadowmont

Chapel Hill, NC



398 THOUSAND SF ON 24 ACRES



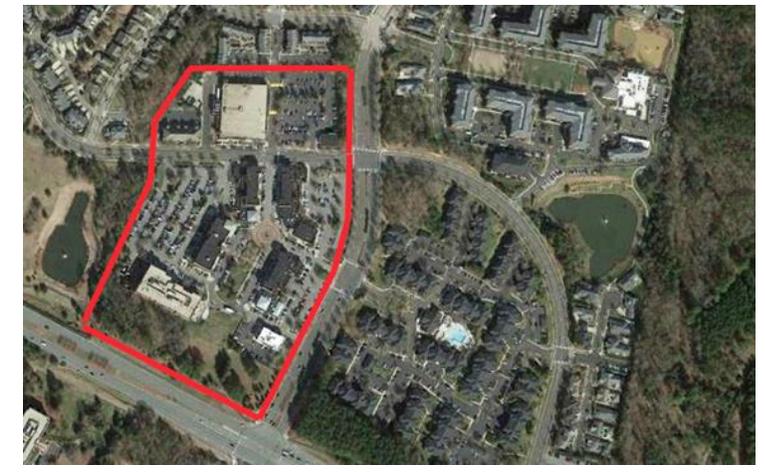
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0.38



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



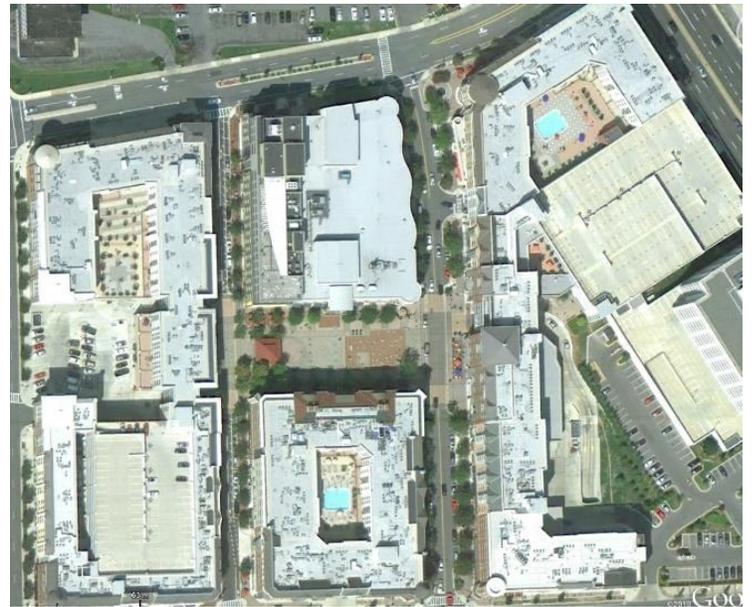
FAR

1.95
(3.2 if parking
is included)



WALK SCORE

89





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 3 – Joint Advisory Board Meeting
 - » September 4 – Council Committee Meeting
 - » 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

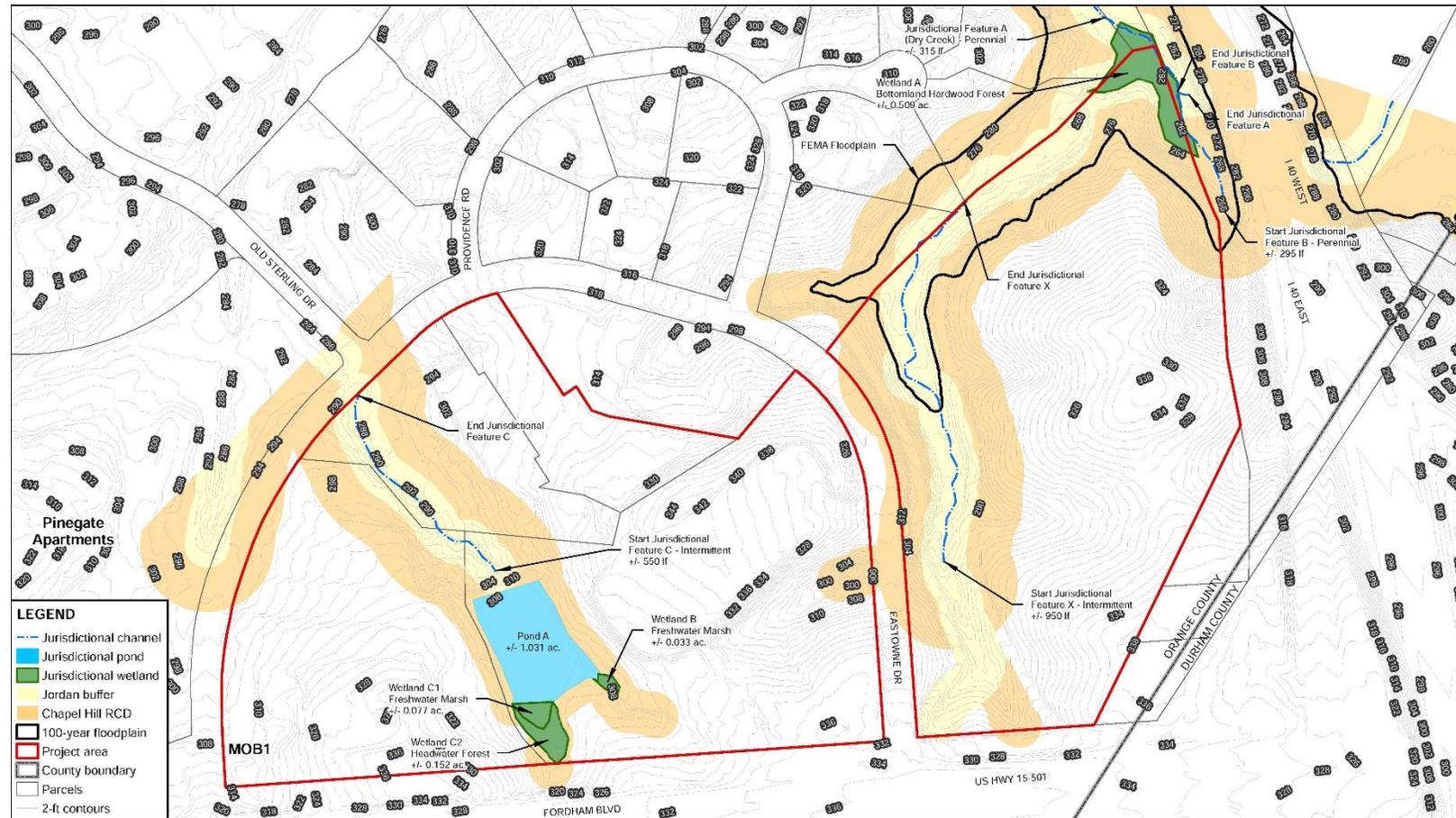
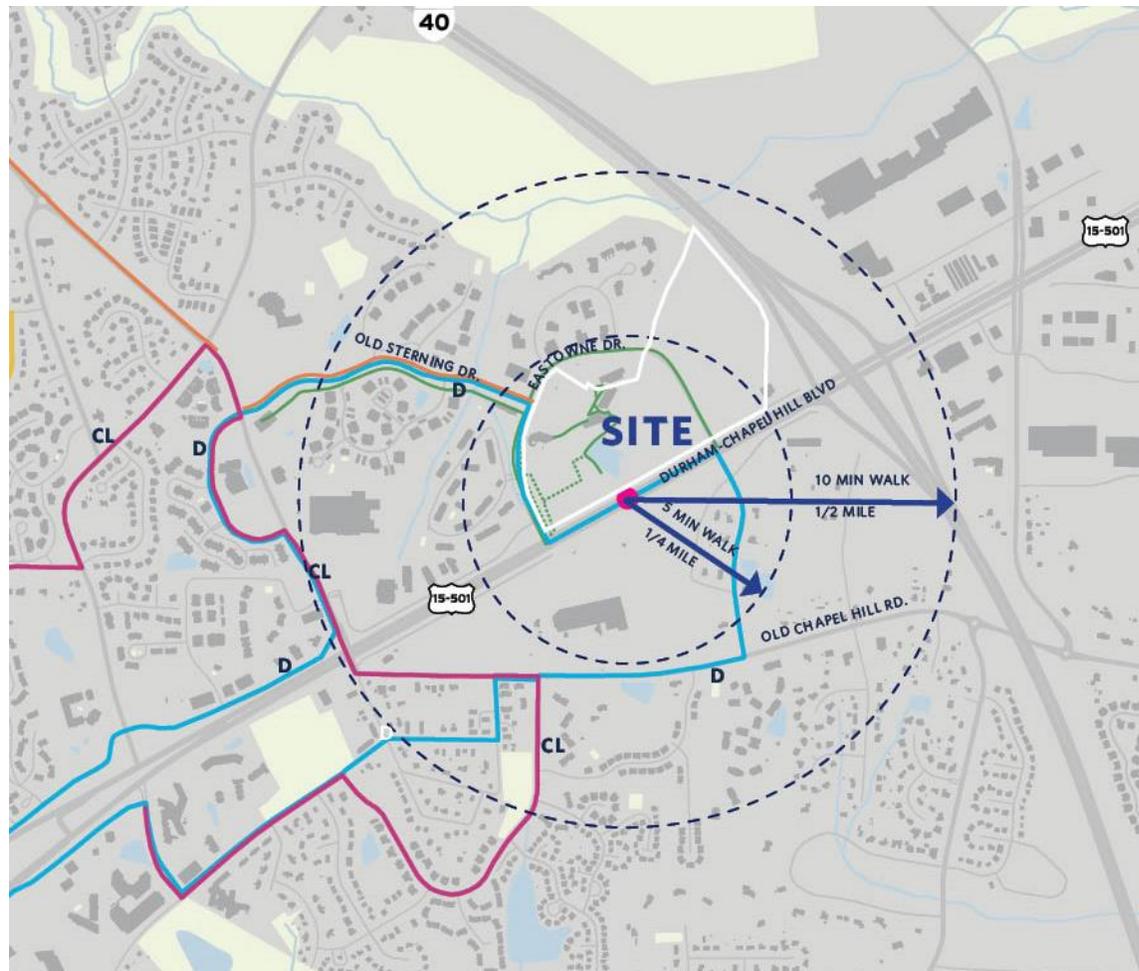


FIGURE 9 - JURISDICTIONAL WATERS, WETLANDS AND RIPARIAN BUFFERS MAP

Introduction

Transportation



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