

EASTOWNE MASTER PLAN

Town Council Committee

November 14, 2019

Vision

Create a thriving, economically vibrant mixed use environment that benefits UNC Health Care patients, employees, and residents while attracting premier businesses to Chapel Hill.

Vision

This development needs to encompass:

- Medical office,
- Commercial office,
- Retail,
- Food services,
- Residential

Mixed use to create vibrancy in the development

Must be more than 9am - 5pm

Will create jobs - health care and non-health care

Tax base for the Town of Chapel Hill vs. Durham

Eastowne Master Plan is focused on 6 guiding principles that represent the shared values of UNCHC and the ToCH



Sustainable Design

- **Consider a broader context** to reach full potential and be financially sustainable



Public Infrastructure

- **Establish sufficient density** to support a variety of transit options



Placemaking

- **Create a synergistic mix of uses** to support a live, work, and play atmosphere



Walkability

- **Ensure proximity** to support a variety of community resources



Natural Environment

- **Enhance existing landscape** to improve environment in the area



Support Community

- **Develop more than a medical park** to drive a greater sense of community and economic development near a Chapel Hill gateway



OUR Vision

Create a thriving, economically viable mixed use community anchored by health care in Chapel Hill

Anchor and retail services in the town center and develop non-core business opportunities while maintaining a focused, phased approach on new 150K patient care and research buildings that advance the tripartite mission across the Triangle

Why Mixed Use?

What is a Mixed Use Development?

Mixed use developments have a close physical integration of land uses that include places for work, shopping, living, entertainment, and recreation.

Mixed Use Benefits

Collaboration / Synergy – An urban environment with a mix of uses and quality public spaces will bring in a more diverse daily population that can lead to collaboration opportunities.

Market demand – Mixed use environments are high in demand and will provide a competitive advantage, including more satisfied tenants/ visitors and higher rents.



Why Mixed Use?

Mixed Use Benefits (cont.)

Quality of Life/ convenience – Provides daily within walking distance (errands, restaurants, open space) will reduce vehicular trips, support transit and create opportunities for people to live in the same community where they work.

Walkability – Active ground floors will make walking more interesting, safe, and enjoyable.

Diversification – Financial risk is spread out around several different market sectors (if demand for one use goes down you still have other land uses that can help support the financial viability of the development)

Sense of Community – Mixed use will support active public spaces that create opportunities to bring people together.



Eastowne Market Analysis

Recommended Development Product Matrix

| Land Use | Example Picture | Phase I (Through 2025) Total Square Feet/Units Offered | Total Potential Demand 2019-2030 | Parking | Notes/Comments |
|--|---|--|--|--|--|
| Rental Apartments |  | 600 Units in two phases of +/- 300 each | Up to 1,500 units in +/- 300 unit phases | 1.5 per unit or 1.0 per bed | Class A product above retail with shared parking in a central deck shared with office/MOB in a walkable town center environment. The target audiences will include a mix of young professionals (millennials), mature professionals and empty nesters/retirees. The community is positioned to be the top in the market outside of urban deals in Downtown Chapel Hill & Durham. Includes an estimated 15-20% premium for the town center environment. |
| Retail / Service |  | 154,000 SF including 54,000 SF of service oriented uses, and 100,000 SF of conventional retail/restaurants | Up to 174,000 SF | Ratio of 5/1,000 SF | Restaurant concentration will serve as anchor. Bring in a diverse tenant base including local services and restaurants. Create the "place" people want to be by bringing high-quality local restaurants (demonstrated Raleigh operators) to the area. Emphasize patios, rooftops, and other community gathering areas. |
| Conventional Office |  | 120,000 SF in two 60,000 SF buildings | 420,000 SF | Ratio of 4/1,000 SF | Potential tenants will primarily small firms of 5,000-9,000 SF with association to Universities/hospitals in the area. Some potential for start-up growth and/or RTP move-out. Approximately 20% will be medical users. |
| Medical Office - Clinical and Research |  | Approx. 300,000 SF in two buildings | UNCH HC assumption of 900,000 SF plus 200,000 SF of Admin. | Ratio of 1.7/1,000 SF on Clinical & Res. 4/1,000 SF on Admin. | Assumption provided by UNC Healthcare. Consider shared parking scenario with residential to limit the amount of net new parking needed for residential by up to 50%. |
| Lodging |  | A 100 room Extended Stay & 125 room Select Service | No additional rooms beyond the 225 in Phase I | 1 per bed, could change depending on Convention Center needs | Strong potential for extended stay given market fundamentals, aging existing supply, and built-in demand driver of UNC HC. Select service to come on 1-2 years after opening of town center and provide amenitized location for multiple audience types including business professionals, leisure (particularly associated with UNC sports/events), and some group. |
| Total Gross SF: | | 1,339,000 | 3,359,000 | | |

Pond and Northern Parcel

Base Condition Site Plan



OPEN SPACE SUMMARY

Contiguous Forest on North Parcel = 4.48 acres

Additional North Parcel = 3.16 acres

Total North Open Space = 7.64 acres

South (includes pond) = 6.67 acres

Total North + South = 14.31 acres

Assumes parking and two existing buildings remain within RCD near pond and limited ADA access to existing pond

Pond and Northern Parcel

Alternate 1 Site Plan



OPEN SPACE SUMMARY

Contiguous Forest on North Parcel = 8.13 acres

Additional North Parcel = 2.98 acres

Total North Open Space = 11.11 acres

South (former pond) = 3.07 acres

Total North + South = 14.18 acres

Assumes parking and two existing buildings are removed from resource area, water quality improvements, and ADA access to resource areas

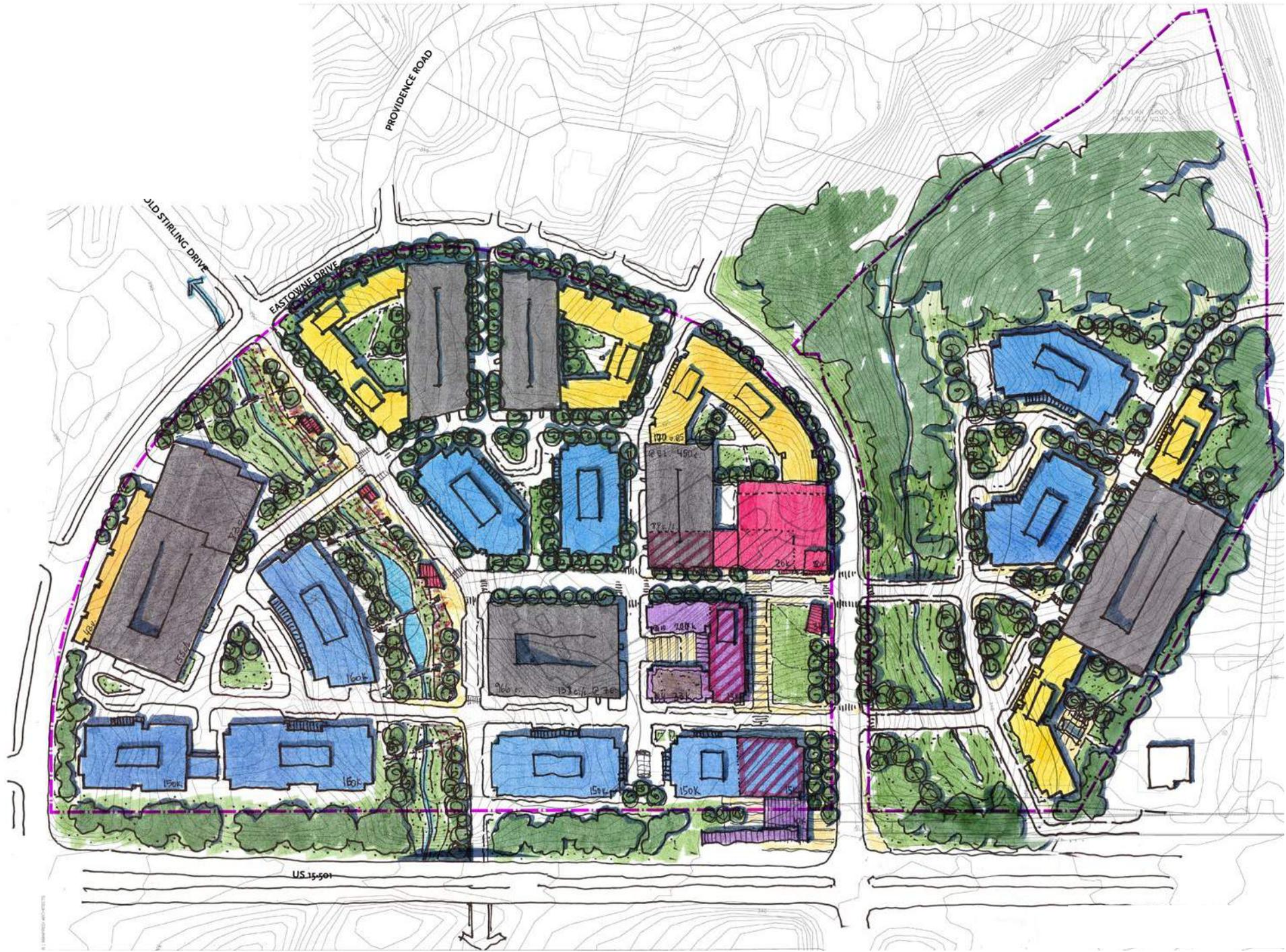
Regulating Plan

Alternate 1



Illustrative Plan

Alternate 1



Pond and Northern Parcel

Alternate 2 Site Plan



OPEN SPACE SUMMARY

Contiguous Forest on North Parcel = 10.47 acres

Additional North Parcel = 1.14 acres

Total North Open Space = 11.61 acres

South (former pond) = 3.07 acres

Total North + South = 14.68 acres

Assumes parking and two existing buildings are removed from resource area, water quality improvements, and ADA access to resource areas

Regulating Plan

Alternate 2



Illustrative Plan

Alternate 2



Eastowne Negotiation Matrix

| | TOPIC | BASE CONDITION | ALTERNATE 1 | ALTERNATE 2 | |
|------------------------|---|-------------------------------|-------------------------------------|-------------------------------------|--------------------|
| DESIGN ELEMENTS | Stream Crossings | N/A | 1 or 2 in circle + 2 in North | 1 or 2 in circle + 2 in North | |
| | Buffers on 15-501 | 30' | 30' | 30' | |
| | Buffers on I-40 | 100' | 100' | 100' | |
| OPEN SPACE | South Parcel (30.07 acres) | 6.67 acres including pond | 3.07 acres replace pond with stream | 3.07 acres replace pond with stream | |
| | Northern Parcel (20.5 acres) | Contiguous Forest Area | 4.48 acres | 8.13 acres | 10.47 acres |
| | | Total Preserved | 7.64 acres | 11.11 acres | 11.61 acres |
| | Total Open Space* (out of 50.44 acres) | | 14.31 acres | 14.18 acres | 14.68 acres |

*Note: this open space total does not include the entire buffer along 15-501

Summary

What UNCHC is asking for:

- Receive support to replace existing pond with a stream restoration
- Define the overall development envelope for the project
- Allow two stream crossings on north parcel and at least one on south parcel
- Receive support to proceed with a diverse mixed use approach

What Town of Chapel Hill will receive:

- Water quality improvements including a stream restoration on the south parcel
- Preservation of additional contiguous forest on the north parcel
- A vibrant mixed use development that will attract businesses to Chapel Hill

LEGEND

-  = UNC Health Care Eastowne MOB Phase 1
-  = UNC Health Care Master Plan Site
-  = Blue Hill District TIA Model Network
-  = Additional Model Network to be Added



CHAPEL HILL

DURHAM

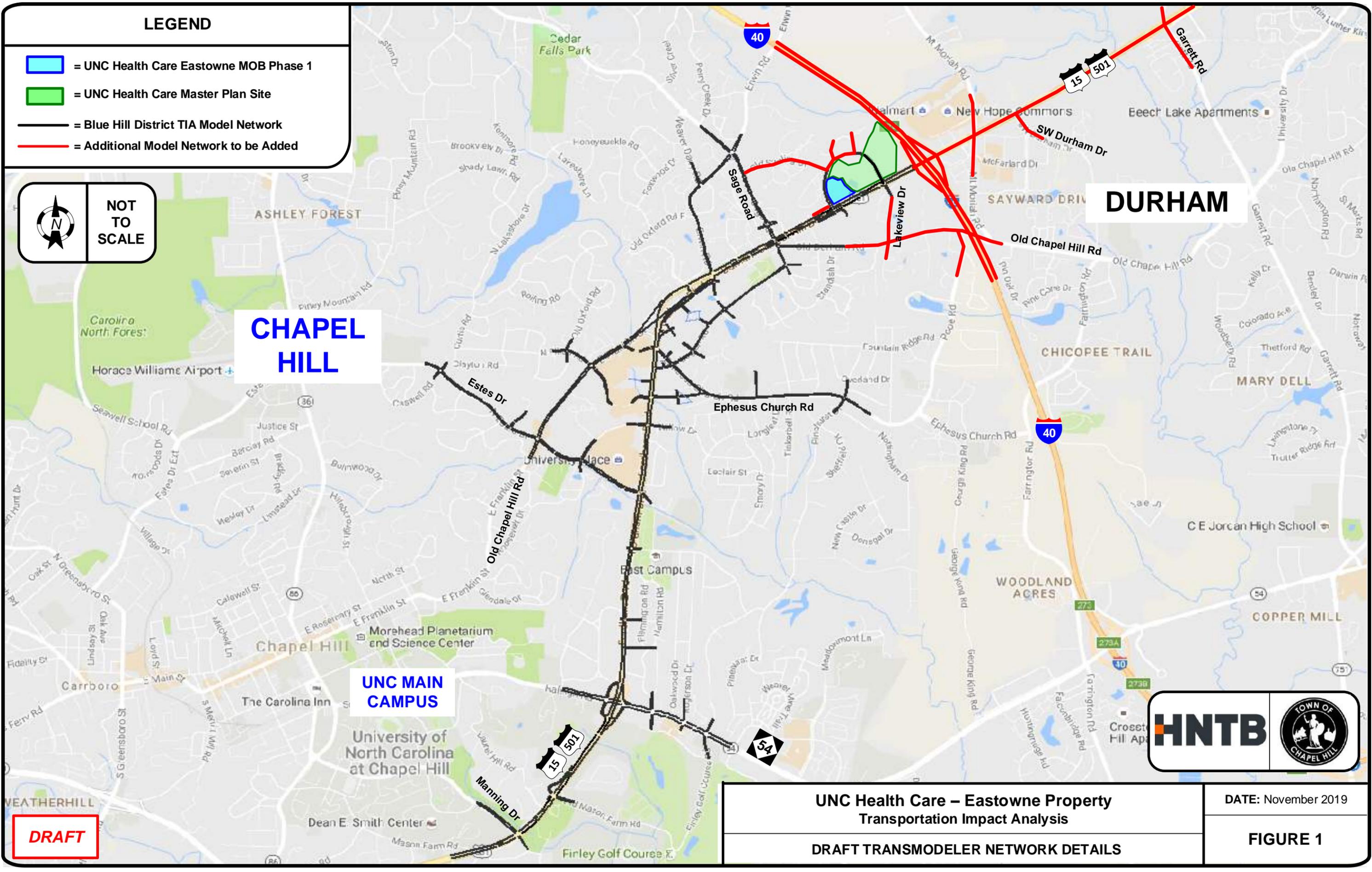
UNC MAIN CAMPUS

DRAFT



**UNC Health Care – Eastowne Property
Transportation Impact Analysis
DRAFT TRANSMODELER NETWORK DETAILS**

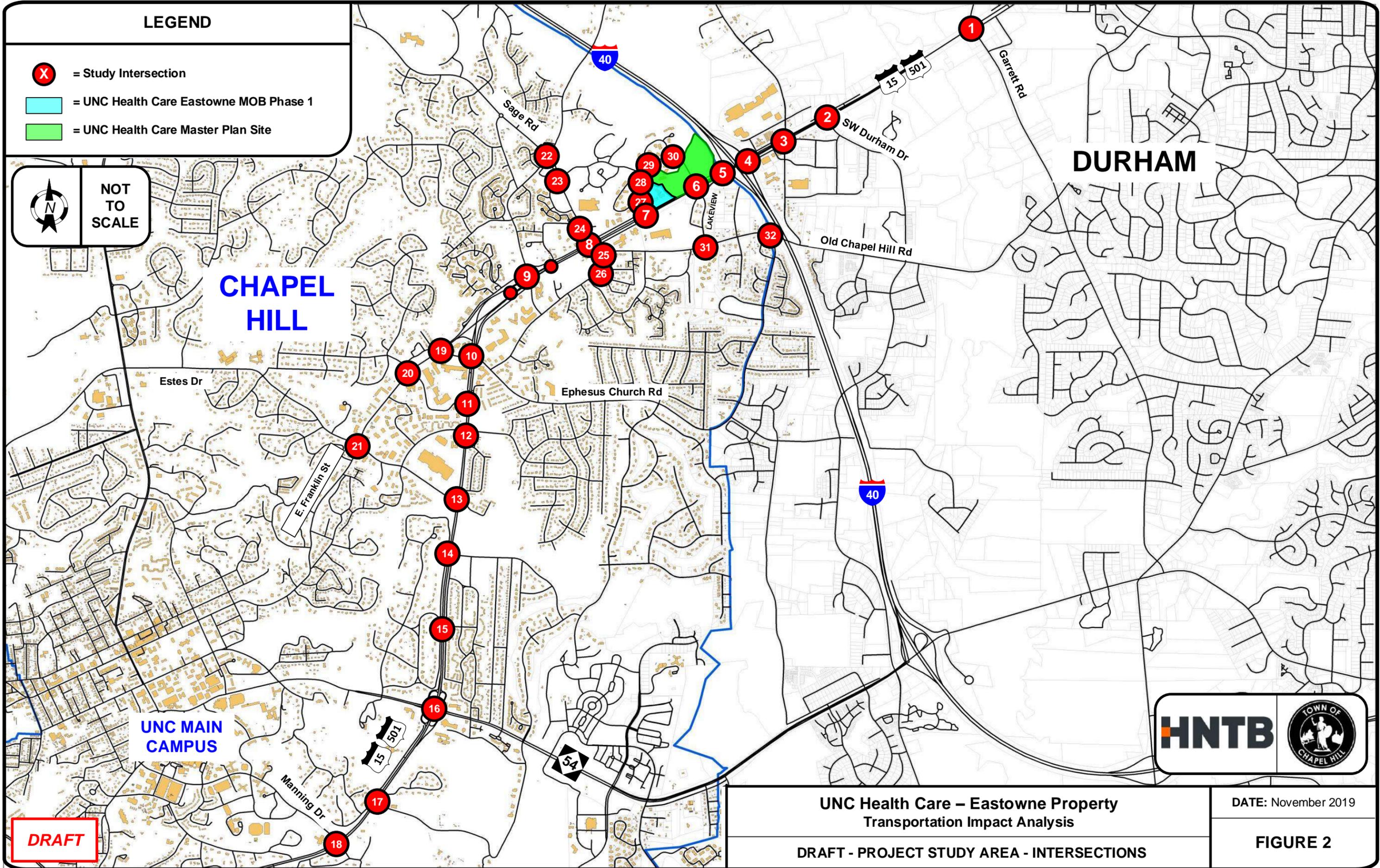
DATE: November 2019
FIGURE 1



LEGEND

-  = Study Intersection
-  = UNC Health Care Eastowne MOB Phase 1
-  = UNC Health Care Master Plan Site

 **NOT TO SCALE**



**UNC Health Care – Eastowne Property
Transportation Impact Analysis**

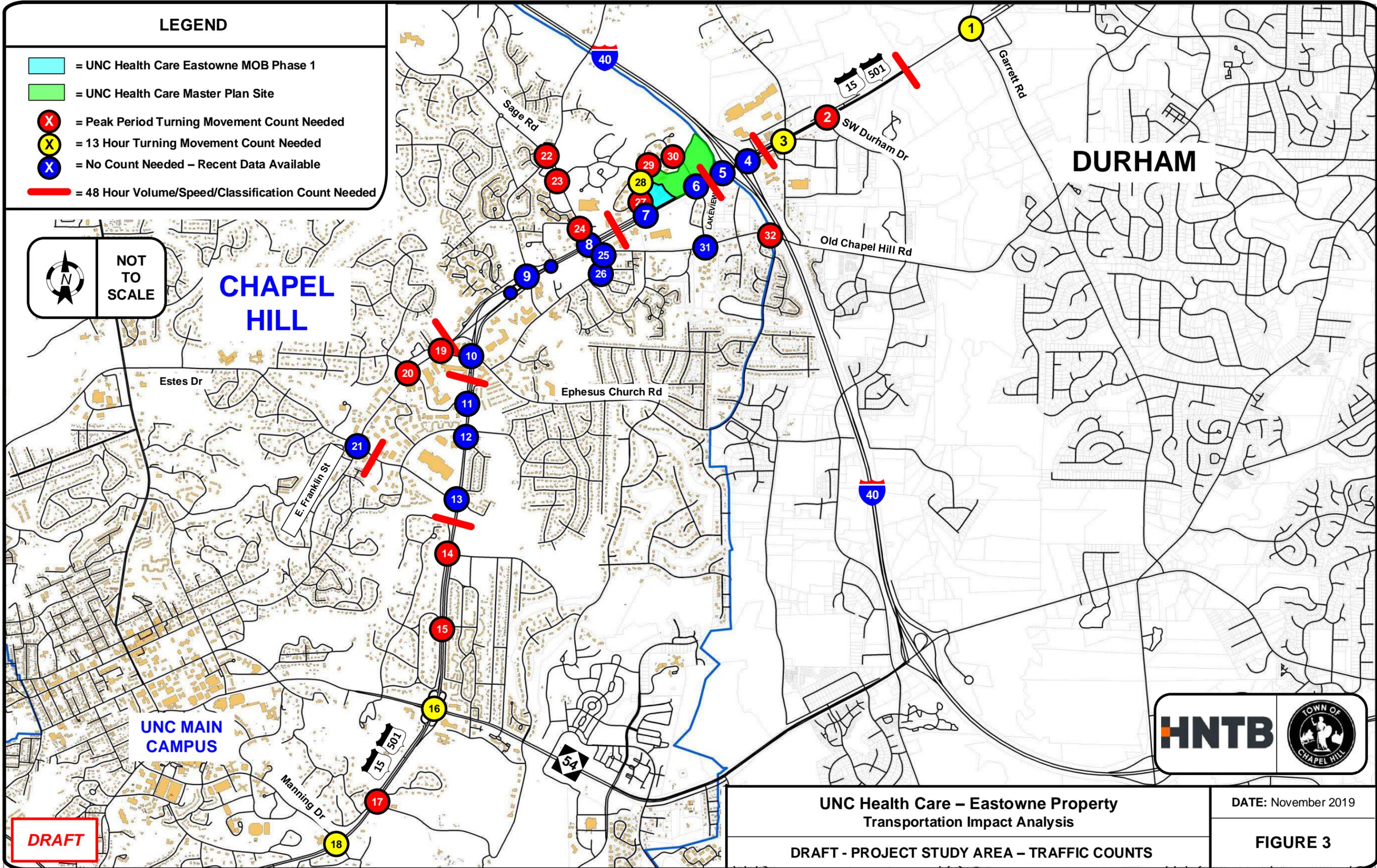
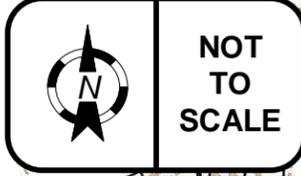
DATE: November 2019

DRAFT - PROJECT STUDY AREA - INTERSECTIONS

FIGURE 2

LEGEND

- = UNC Health Care Eastowne MOB Phase 1
- = UNC Health Care Master Plan Site
- X = Peak Period Turning Movement Count Needed
- X = 13 Hour Turning Movement Count Needed
- X = No Count Needed – Recent Data Available
- = 48 Hour Volume/Speed/Classification Count Needed



DRAFT

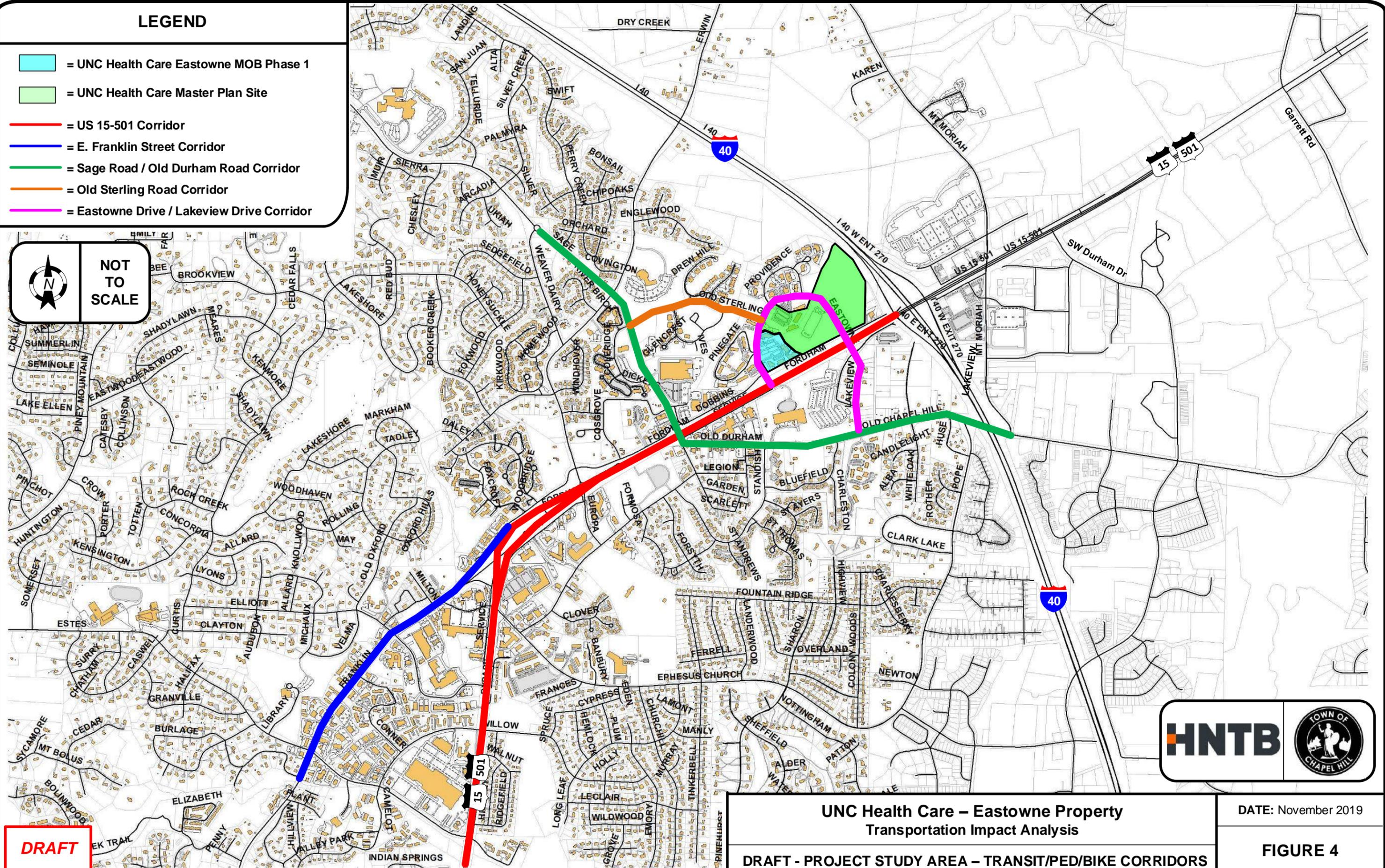
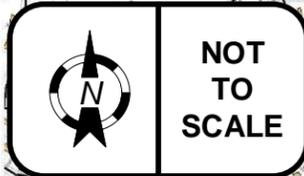
**UNC Health Care – Eastowne Property
Transportation Impact Analysis**
DRAFT - PROJECT STUDY AREA – TRAFFIC COUNTS

DATE: November 2019
FIGURE 3



LEGEND

- = UNC Health Care Eastowne MOB Phase 1
- = UNC Health Care Master Plan Site
- = US 15-501 Corridor
- = E. Franklin Street Corridor
- = Sage Road / Old Durham Road Corridor
- = Old Sterling Road Corridor
- = Eastowne Drive / Lakeview Drive Corridor



**UNC Health Care – Eastowne Property
Transportation Impact Analysis**

DRAFT - PROJECT STUDY AREA – TRANSIT/PED/BIKE CORRIDORS

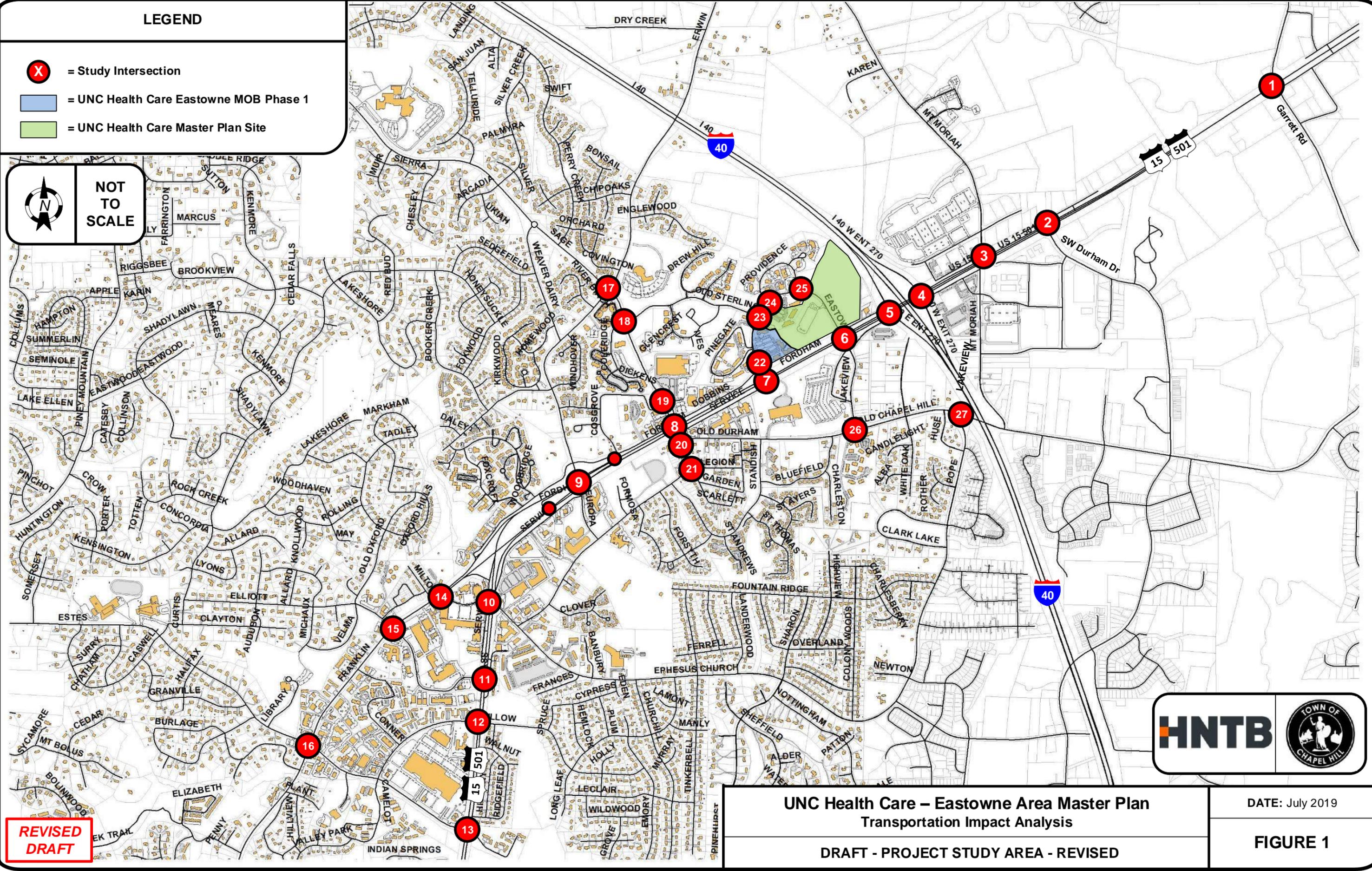
DATE: November 2019

FIGURE 4

LEGEND

-  = Study Intersection
-  = UNC Health Care Eastowne MOB Phase 1
-  = UNC Health Care Master Plan Site

 **NOT TO SCALE**



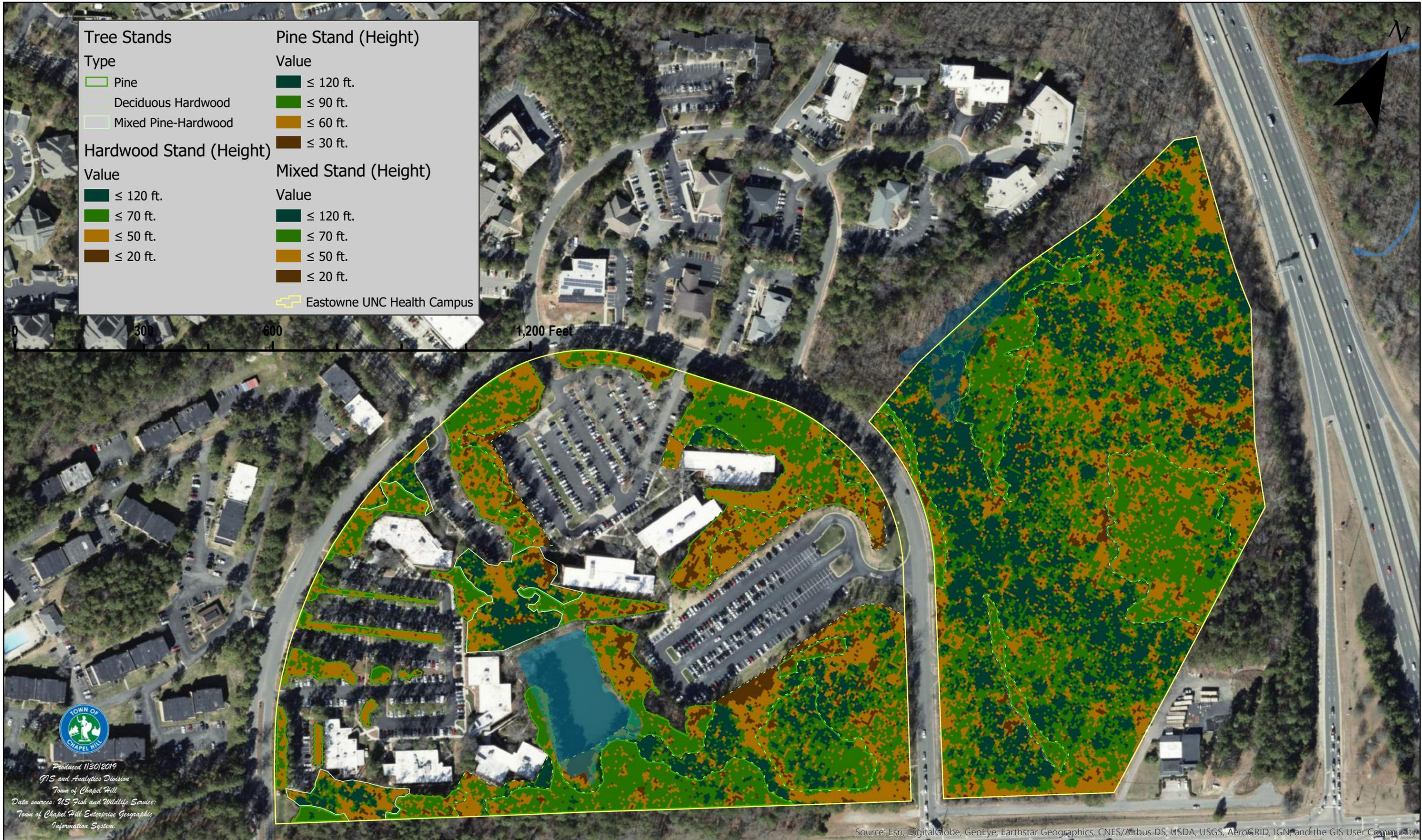
REVISED DRAFT

HNTB 

**UNC Health Care – Eastowne Area Master Plan
Transportation Impact Analysis**
DRAFT - PROJECT STUDY AREA - REVISED

DATE: July 2019
FIGURE 1

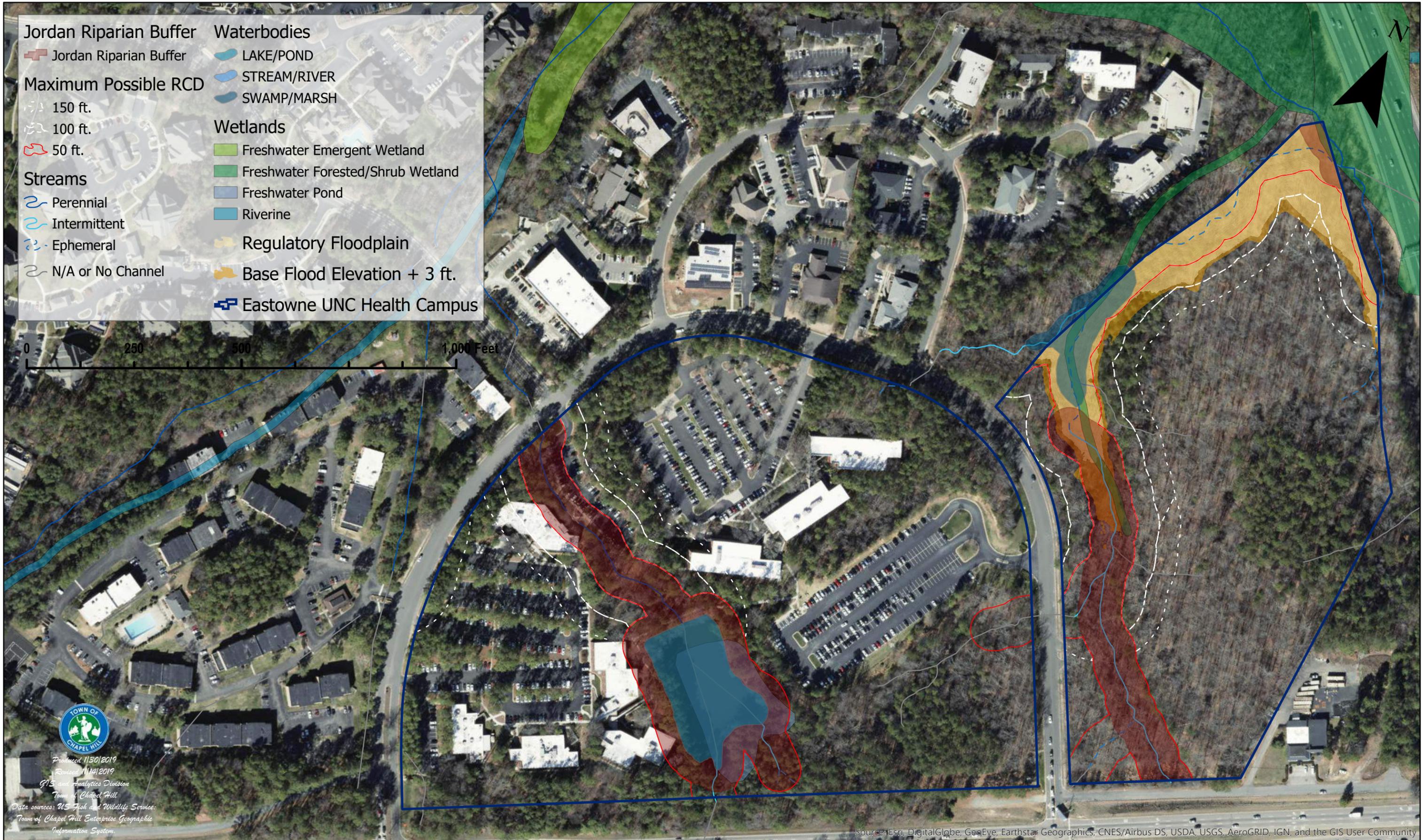
Eastowne UNC Health Tree Canopy Height



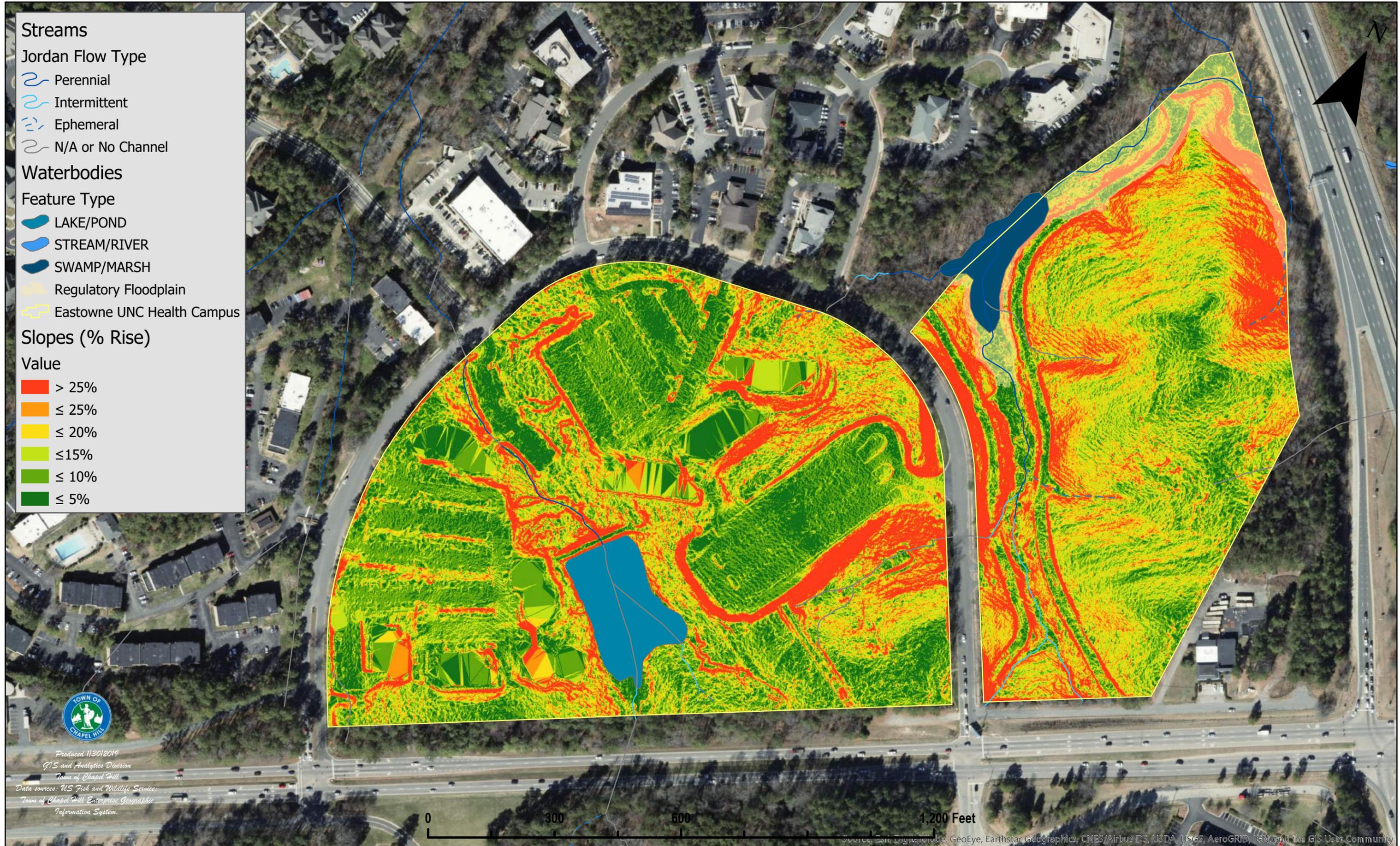
Produced 11/30/2019
GIS and Analytics Division
Town of Chapel Hill

Data sources: US Fish and Wildlife Service;
Town of Chapel Hill Enterprise Geographic Information System.

Eastowne UNC Health Campus Hydrology



Eastowne UNC Health Campus Slope



Eastowne UNC Health Campus Steep Slopes

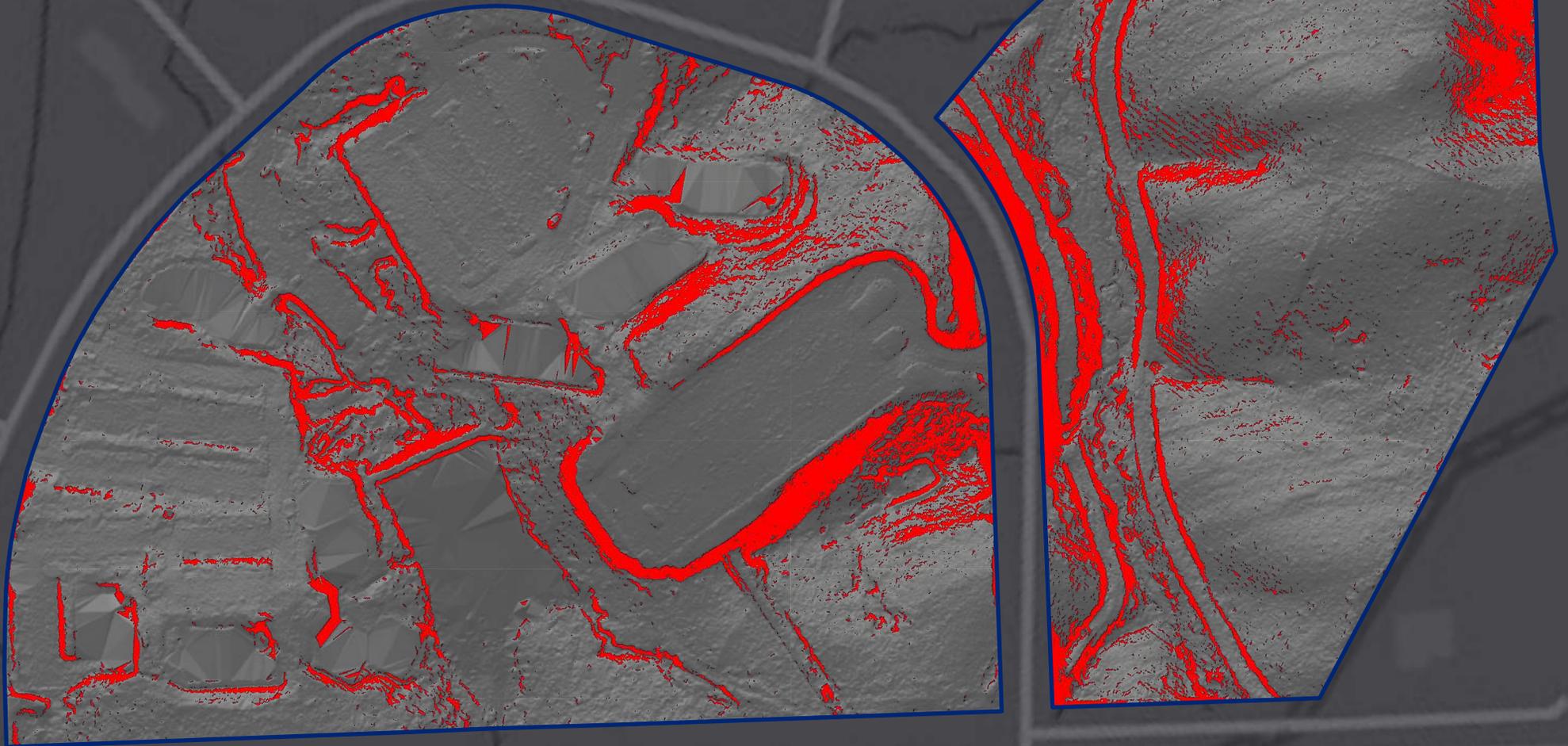
 Eastowne UNC Health Campus
Steep Slopes
Value
 Slopes $\geq 25\%$



0 250 500 Feet

1 inch equals 225 feet

Map to scale at 8.5 in. x 11 in.



Produced 11/12/2019

GIS and Analytics

Town of Chapel Hill

Datasource: Town of Chapel Hill

Enterprise Geographic Information System



DURHAM CHAPEL HILL BLVD



Eastowne UNC Health Campus Suitability Analysis (Weighted Overlay)

Suitability Analysis Results

Composite Score

- 0 | Constrained by Regulation
- 4 | Least Suitable
- 5
- 6
- 7
- 8
- 9 | Most Suitable
- Regulating Plan Alternate 1
- Setback (10 ft.)
- Preservation Area

Suitability Criteria

| Suitability Criteria | Criteria Weight (%) |
|----------------------|---------------------|
| Hardwood Stand | 35 |
| Pine Stand | 20 |
| RCD | 15 |
| Mixed Stand | 15 |
| Slope | 14 |
| Jordan Buffer | 1 |



Tree stand classifications are represented by stand height, where taller stands are more ecologically valuable and therefore less suitable for development.

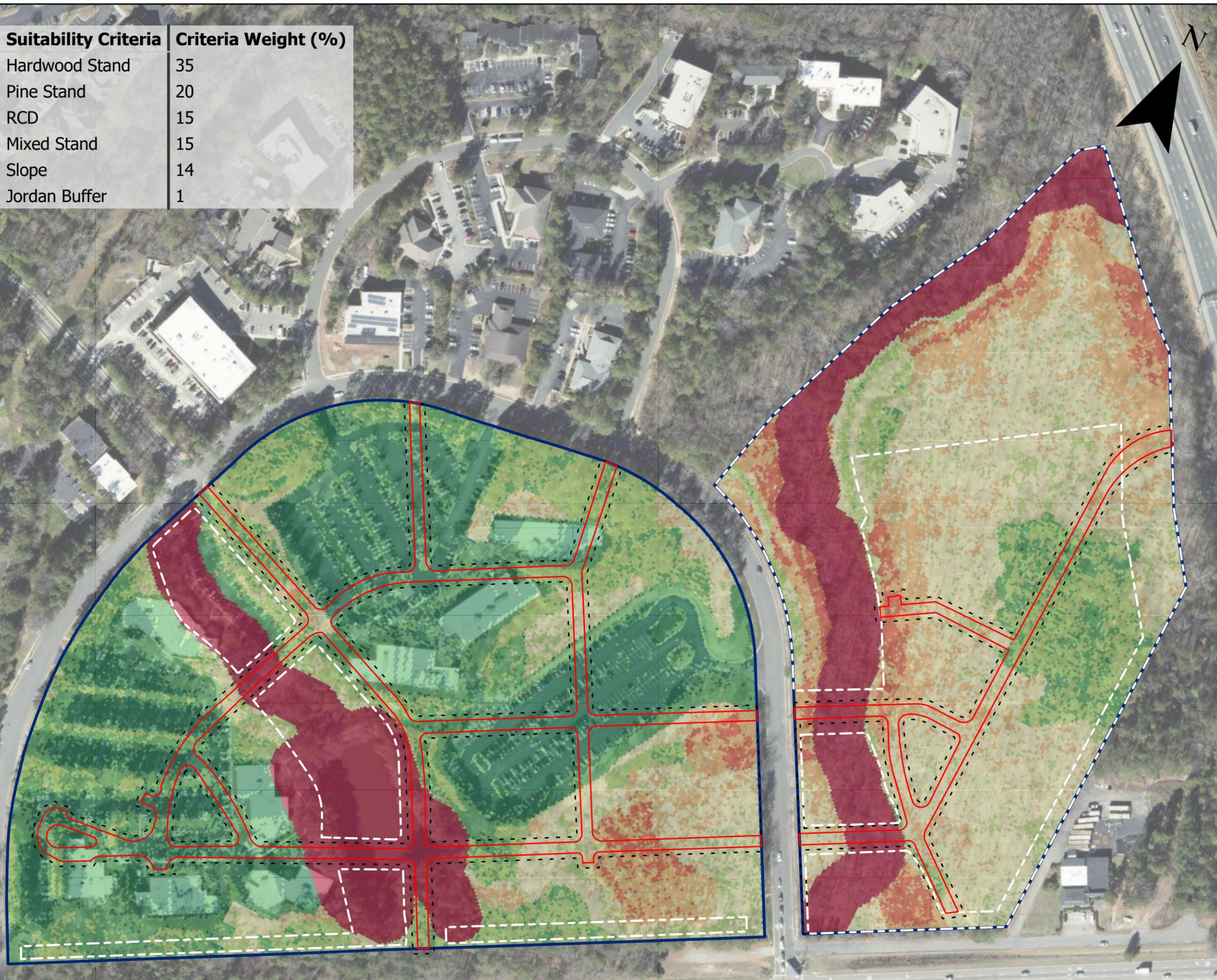
Slopes are more suitable as percent rise decreases, and steep slopes are slopes greater than 25% rise.

Jordan buffers are classified as Constrained by Regulation due to the various processes required prior to initiating allowable and/or mitigated impacts to a regulatory buffer.

Resource Conservation District (RCD) buffers are progressively less restrictive as buffers distances increase. Overall, stream buffers do not affect suitability outside of the buffered area.



Produced 7/17/2019
 Revised 11/13/2019
 GIS and Analytics Division
 Town of Chapel Hill
 Data sources: US Fish and Wildlife Service,
 Town of Chapel Hill Enterprise Geographic
 Information System.



Eastowne UNC Health Campus Suitability Analysis (Weighted Overlay)

Suitability Analysis Results

Composite Score

- 0 | Constrained by Regulation
- 4 | Least Suitable
- 5
- 6
- 7
- 8
- 9 | Most Suitable

Regulating Plan Alternate 2

Setback

Preservation Area

| Suitability Criteria | Criteria Weight (%) |
|----------------------|---------------------|
| Hardwood Stand | 35 |
| Pine Stand | 20 |
| RCD | 15 |
| Mixed Stand | 15 |
| Slope | 14 |
| Jordan Buffer | 1 |

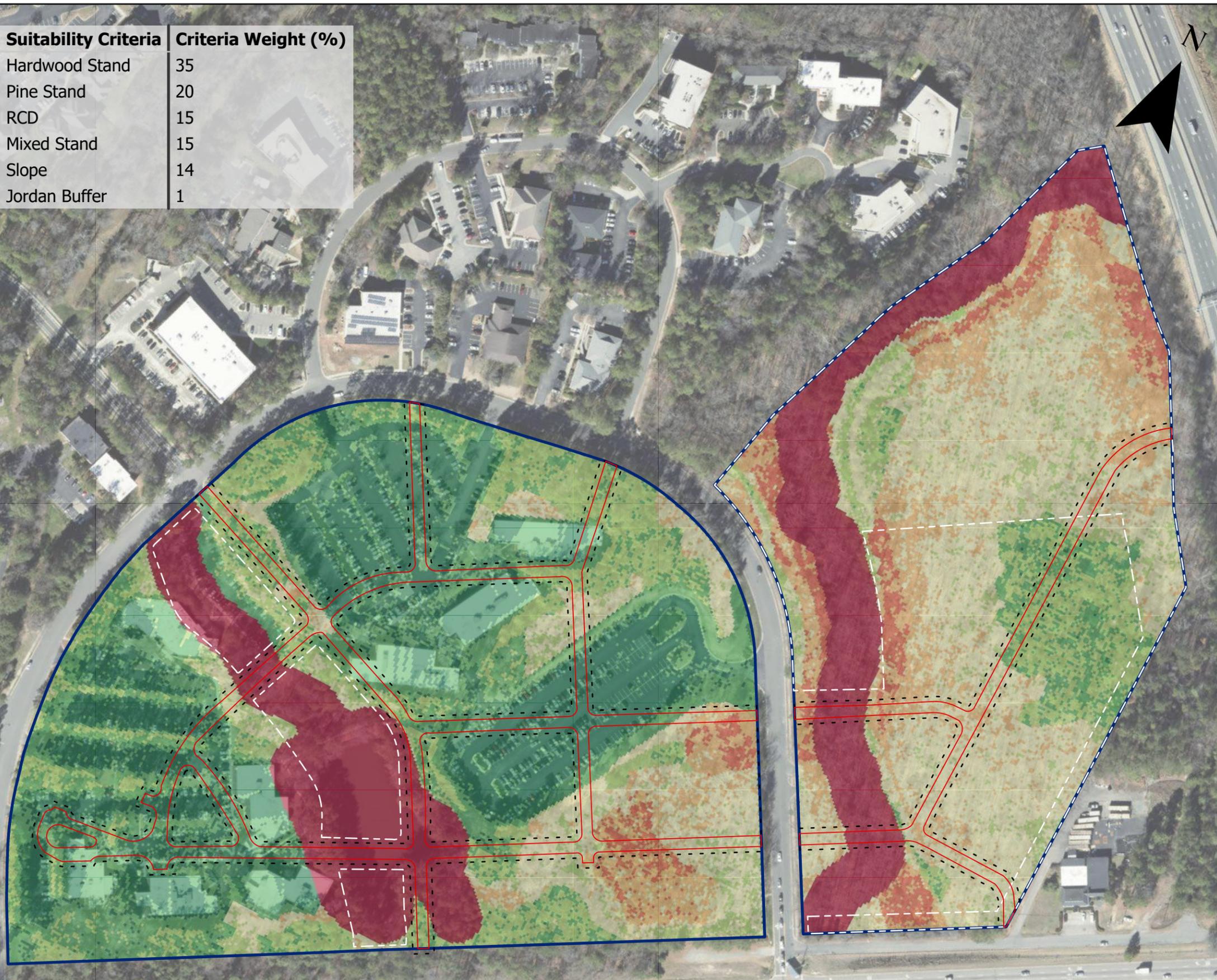


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Eastowne UNC Health Campus Suitability Analysis (Weighted Overlay)

Suitability Analysis Results

Value

0 | Constrained by Regulation

4 | Least Suitable

5

6

7

8

9 | Most Suitable

Suitability Criteria Criteria Weight (%)

Hardwood Stand 35

Pine Stand 20

RCD 15

Mixed Stand 15

Slope 14

Jordan Buffer 1

0 187.5 375 750 Feet

Tree stand classifications are represented by stand height, where taller stands are more ecologically valuable and therefore less suitable for development.

Slopes are more suitable as percent rise decreases, and steep slopes are slopes greater than 25% rise.

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Resource Conservation District (RCD) buffers are progressively less restrictive as buffers distances increase. Overall, stream buffers do not affect suitability outside of the buffered area.



Produced 7/17/2019

Revised 11/13/2019

GIS and Analytics Division

Town of Chapel Hill

Data sources: US Fish and Wildlife Service;

Town of Chapel Hill Enterprise Geographic

Information System.

Source: Esri, DigitalGlobe, GeoEye, Earthstar Geographics, CNES/Airbus DS, USDA, USGS, AeroGRID, IGN, and the GIS User Community

NEGOTIATION MATRIX

| | TOPIC | | NEGOTIATION OPPORTUNITY | LUMO BASE CONDITION | UNC-HC BASE CONDITION | HORSESHOE ONLY | UNC-HC ALTERNATE 1 | UNC-HC ALTERNATE 2 ¹ |
|------------------------|---------------------------------------|--------------------------------|--|--|---------------------------------|--|---------------------------------|---------------------------------|
| Design Drivers | Total Development Area 50.44 acres | Northern Parcel 20.54 acres | 3.6 acres of development gained on horseshoe in exchange for 1:1 ratio ² preserved on northern parcel | 12.49 acres (8.05 preserved) | 12.49 acres (8.05 preserved) | 0 acres (20.5 preserved) | 8.89 acres (11.65 preserved) | 8.89 acres (11.65 preserved) |
| | | Horseshoe 29.90 acres | | 23.27 acres (6.67 preserved) | 23.27 acres (6.67 preserved) | 26.83 acres (3.07 preserved) | 26.83 acres (3.07 preserved) | 26.83 acres (3.07 preserved) |
| | | TOTAL | | 35.76 acres | 35.76 acres | 26.83 acres | 35.72 acres | 35.72 acres |
| | Development Density | | To be negotiated | Approx. 550,000 SF ³ | 1.8 to 2.8M SF | <i>UNCHC to provide practical estimate</i> | 1.8 to 2.8M SF | 1.8 to 2.8M SF |
| Stream Crossings | | To be negotiated | Two points of access required per Fire code | To be negotiated | 2 in Horseshoe | 2 in Horseshoe + 2 in Northern | 2 in Horseshoe + 2 in Northern | |
| Phasing Drivers | Traffic Mitigation | | Phasing plan tied to SF, additional TIAs required | No degradation past LOS D | To be negotiated | To be negotiated | To be negotiated | To be negotiated |
| | Stormwater Management Standards | | >25 year stormwater capture; >85% TSS removal | May not exceed pre-development flow (LUMO 5.4) | To be negotiated | To be negotiated | To be negotiated | To be negotiated |
| Design Elements | Massing | | Development of Design Guidelines | Must meet dimensional standards (LUMO 3.8.1) | To be negotiated | To be negotiated | To be negotiated | To be negotiated |
| | Buffers on 15-501 | | Possibility to decrease buffer size in exchange for other benefits | 30' | 30' | 30' | 30' | 30' |
| | Buffers on I-40 | | | 100' | 100' | N/A | 100' | 100' |
| | Parking | | To be negotiated | LUMO 5.9.7 | 4,790 to 6,890 spaces | <i>UNCHC to provide practical estimate</i> | 4,790 to 6,890 spaces | 4,790 to 6,890 spaces |
| | Impervious Surface | | Percentage of preservation area used to meet LUMO requirement | 0.70 | To be negotiated | To be negotiated | To be negotiated | To be negotiated |
| | Tree Canopy Coverage | | | 40% | To be negotiated | To be negotiated | To be negotiated | To be negotiated |

¹ Council Committee has indicated this option is not supported

² Ratio of development area gained by draining the pond to the amount of land preserved may be negotiated

³ Approximately 102,152 SF FAR existing



| | TOPIC | NOVEMBER OPPORTUNITY | LUMO BASE CONDITION | UNC-HC BASE CONDITION | HORSESHOE ONLY | UNC-HC ALTERNATE 1 | UNC-HC ALTERNATE 2 |
|---------------------------|----------------------------------|----------------------|---------------------|-----------------------|------------------------------|------------------------------|------------------------------|
| Community Benefits | Dedicated Public Open Space | To be Negotiated | N/A | N/A | 0.5 acre town square? Other? | 0.5 acre town square? Other? | 0.5 acre town square? Other? |
| | Jobs Created or Retained | To be Negotiated | N/A | N/A | TBD | TBD | TBD |
| | Transit Support | To be Negotiated | N/A | N/A | TBD | TBD | TBD |
| | Connectivity | To be Negotiated | N/A | N/A | TBD | TBD | TBD |
| | Walkability | To be Negotiated | N/A | N/A | TBD | TBD | TBD |
| | Additional Tax Base | To be Negotiated | N/A | N/A | TBD | TBD | TBD |
| | Sustainability | To be Negotiated | N/A | N/A | TBD | TBD | TBD |
| | Retail & Entertainment Amenities | To be Negotiated | N/A | N/A | TBD | TBD | TBD |
| Wellness Amenities | To be Negotiated | N/A | N/A | TBD | TBD | TBD | |



TO: UNC Health Care Council Committee

FROM: Maurice Jones, Town Manager

SUBJECT: Proposed Timetable for Town Review of UNC Health Care Eastowne Development Agreement

DATE: November 13, 2019

At your last meeting, you requested that staff schedule the critical steps necessary to carry out the proposed development agreement review process.

The table below indicates the steps necessary to implement the review process. All of the legally required hearing, reviews and decisions are incorporated in the table.

| Date/Location | Description | Action |
|---|--|---|
| Phase I – Visioning (continuation) | | |
| March 13, 2019 | Town Council Meeting | <i>Adopt Resolution to proceed with Development Agreement</i> |
| May 9, 2019 | Council Committee Meeting #1 | |
| June 3, 2019 | Council Committee Meeting #2 | <i>Conclude Phase I and provide final feedback</i> |
| June 19, 2019 | 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 | Environmental Stewardship Advisory Board | <i>Provide feedback on Negotiation Framework</i> |
| Tuesday, June 11, 2019 | Housing Advisory Board | <i>Provide feedback on Negotiation Framework</i> |
| Tuesday, June 18, 2019 | Planning Commission | <i>Provide feedback on Negotiation Framework</i> |
| Tuesday, June 25, 2019 | Community Design Commission | <i>Provide feedback on Negotiation Framework</i> |
| Tuesday, June 25, 2019 | Stormwater Management Utility Advisory Board | <i>Provide feedback on Negotiation Framework</i> |
| Tuesday, June 25, 2019 | Transportation and Connectivity Advisory Board | <i>Provide feedback on Negotiation Framework</i> |

| | | |
|------------------------------------|---|---|
| July 22, 2019 | Council Committee Meeting #3 | <i>Discuss scenario characteristics</i> |
| August 16, 2019 | Council Committee Meeting #4 | <i>Discuss possible scenarios with UNC Health Care</i> |
| August 20, 2019 | Technical Review Team Meeting (Town Staff) | <i>Provide initial feedback on possible scenarios</i> |
| September 3, 2019 | Joint Advisory Board Meeting with UNC Health Care | <i>Provide initial feedback on possible scenarios and framework</i> |
| September 3, 2019 | Community Meeting / Open House | |
| September 4, 2019 | Council Committee Meeting #5 | <i>Continue discussion of possible scenarios with UNC Health Care</i> |
| September 9, 2019 | Council Committee Meeting (without UNC Health Care) | <i>Discuss scenarios with urban design consultant, Tony Sease</i> |
| September 16, 2019 | Council Committee Meeting #6 | <i>Eastowne Team to present preliminary scenario analysis</i> |
| September 25, 2019 | Town Council Meeting | <i>Eastowne Team to present scenarios and preliminary analysis to Town Council</i> |
| September 27, 2019 | Council Committee Meeting #7 | <i>Discuss and describe preferred scenario</i> |
| October 15, 2019 | Council Committee Meeting #8 | <i>Provide final feedback on preferred scenario</i> |
| November 8, 2019 | Council Committee Meeting (without UNC Health Care) | |
| November 14, 2019 | Council Committee Meeting #9 | <i>Development area; TIA Scope; Environmental analysis; Schedule</i> |
| November 18, 2019 | Transportation Impact Analysis data collection commissioned | |
| November 20, 2019 | Town Council Meeting | <i>Conclude Phase II and provide resolution for pond draining, stream crossings, and development area</i> |
| Phase III – Plan Refinement | | |
| December 2, 2019 | Council Committee Meeting (without UNC Health Care) | <i>Regulating Plan, Development density/massing; buffers and preservation area</i> |
| December 10, 2019 | Council Committee Meeting #10 | <i>Regulating Plan; Development density/massing; Buffers and preservation areas</i> |
| January 6, 2020 | Council Committee Meeting #11 | <i>Design guidelines, Height, Density</i> |

| | | |
|--|-------------------------------|--|
| January 2020 | Council Committee Meeting #12 | <i>Stormwater and impervious standards; water quality improvements; Tree Canopy standards</i> |
| February 2020 | Council Committee Meeting #13 | <i>Transportation mitigation measures, transit services, multi-modal improvements; streetscape</i> |
| February 2020 | Council Committee Meeting #14 | <i>Design guidelines, Affordable housing opportunities</i> |
| March 4, 2020 | Town Council Meeting | <i>Preferred Alternative Selection</i> |
| Phase IV – Finalize Development Agreement | | |
| March 2020 | Council Committee Meeting #15 | <i>Scenario refinement – sustainable design elements</i> |
| March 2020 | Council Committee Meeting #16 | <i>financial impacts; municipal services</i> |
| March 2020 | Council Committee Meeting #17 | <i>Terms of Development Agreement</i> |
| April 2020 | Council Committee Meeting #18 | <i>Terms of Development Agreement</i> |
| April 2020 | Council Committee Meeting #19 | <i>Terms of Development Agreement</i> |
| April/May 2020 | Advisory Board Meetings | <i>Review of proposed text and map amendments, plan, and development agreement draft</i> |
| May 2020 | Community Meeting | <i>Review of proposed text and map amendments, plan, and development agreement draft</i> |
| May 20, 2020 | Public Hearing | <i>Review of proposed text and map amendments, plan, and development agreement draft</i> |
| June 10, 2020 | Town Council Meeting | <i>Adoption of Development Agreement</i> |