CAROLINA NORTH PLANNING PROCESS

Tony Waldrop
Vice Chancellor for Research and Graduate Studies
Vision—The University of North Carolina at Chapel Hill

Carolina’s vision is to be the leading public university in America. We envision Carolina as a University with global reach and presence, that embodies a robust culture of discovery and creativity, fosters an environment that transforms students, and engages with society to a degree unmatched by its peers.
Mission — Carolina North

*Carolina North* is a living and learning community, expanding Carolina’s multiple missions, intensifying innovation and redefining our engagement with the region, the State and the world. *Carolina North* is an environment where diverse partnerships are created and new endeavors are born and nurtured. *Carolina North* is a place of exceptional energy, beauty and contemplation, connecting to and enhancing both the original campus and neighboring communities.
Carolina North Planning

Carolina North Executive Committee

Carolina North Advisory Committee

- External Relations Committee
- Infrastructure Committee
- New Business Development Committee
- University Uses Committee
Carolina North Executive Committee

James Moeser, Chancellor
Tim Burnett, Trustee
Paul Fulton, Trustee
David Pardue, Trustee
Robert Shelton, Provost
Nancy Suttenfield, Vice Chancellor for Finance and Administration
Tony Waldrop, Vice Chancellor for Research and Graduate Studies
The University Uses Advisory Group will discuss and develop advice on University uses that may be located in Carolina North, including near term and longer range uses. This Advisory Group is asked to focus on the characteristics and criteria that generally would make given University activities suitable for location in Carolina North. It also may recommend specific programs or activities to be located in Carolina North.
The Infrastructure Advisory Group will advise on physical development issues (e.g., roads, utilities, transportation, circulation, parking, and other elements of the physical infrastructure of Carolina North), environmental impact (including storm water management and sustainability practices), and design guidelines (including general aesthetics, built structures, landscape design, and undisturbed vegetation) to complete the Carolina North Development Plan.
Carolina North New Business Development Advisory Group (Mark Crowell, Chair)

The New Business Development, Private and Other Uses Advisory Group (the “New Business Advisory Group”) will study and develop advice on defining, by category or type, those private, public or community uses that would both benefit from inclusion in Carolina North and contribute substantively to furthering the vision and mission statements for the University and for Carolina North.
Carolina North External Relations Advisory Group (Kevin FitzGerald, Chair)

The External Relations Advisory Group will study and develop advice for (1) communications strategies and (2) partnership approaches by the University to the State of North Carolina and to local, regional, national and international communities and business organizations in ways that will advance common interests for the success and growth of Carolina North.
Planning for Carolina North

Advisory Committee

Ayers/Saint/Gross
Architects & Planners
THE OLD WELL & SOUTH BUILDING
MISSION

STRATEGIC VISION

“Create a village of mixed uses including Bio-Tech/Human Genome research and commercialization that fosters relationships with ongoing work at UNC”

MASTER PLAN MISSION

“Develop a master plan for the highest and best use of the Carolina North property to fulfill the Strategic Vision over the near term (5-10 years), mid term (10-25 years) and long term (25-100 years).”
PLANNING PRINCIPLES

1. **PARTNERSHIP**
   Partnerships with the private sector, government, and other research institutions would bring complementary resources (fiscal and intellectual) and create opportunities for both faculty and students.

2. **PROGRAM INNOVATION**
   Carolina North should be UNC’s laboratory for new teaching and learning methods, driving creative transformation and innovation throughout the academic disciplines and professional schools.

3. **DIGITIZED ENVIRONMENT**
   The emerging digital era will revolutionize almost all teaching, research and public service aspects of the University. Carolina North should reflect this transformation.

4. **NEW INTELLECTUAL LEVEL**
   The development of Carolina North should support the movement of UNC to a new intellectual level.

5. **COMPATIBLE WITH THE COMMUNITY**
   The program components and physical plan of Carolina North should be compatible with the University’s Campus Master Plan and the surrounding Communities of Chapel Hill and Carrboro.
LOOKING NORTHEAST
LOOKING SOUTH
LOOKING NORTH
LOOKING SOUTHEAST
LOOKING NORTH
SURROUNDING NEIGHBORHOODS
DISTANCE DIAGRAM
NORFOLK SOUTHERN RAILWAY CORRIDOR
TOPOGRAPHY
CONTOURS AND SLOPES
SITE CONSTRAINTS

WASTE & LANDFILL SITES
ROSEMARY AND HENDERSON
VIEW OF BELL TOWER FROM AIRPORT
1998 JJR STUDY PLAN
EAST PRECINCT - LAND USE
AIRPORT ROAD ENTRANCE
## 2000 Suggested Program

<table>
<thead>
<tr>
<th>Category</th>
<th>Square Feet (GSF)</th>
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<tbody>
<tr>
<td>Institutional/Research</td>
<td>5,800,000 GSF</td>
</tr>
<tr>
<td>Residential (1,900 Units)</td>
<td>2,300,000 GSF</td>
</tr>
<tr>
<td>Retail</td>
<td>120,000 GSF</td>
</tr>
<tr>
<td>Civic/Community</td>
<td>31,000 GSF</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>8,251,000 GSF</strong></td>
</tr>
</tbody>
</table>
## 2000 SUGGESTED PROGRAM

<table>
<thead>
<tr>
<th>Category</th>
<th>Gross Square Feet (GSF)</th>
<th>Trips per Unit or Area</th>
<th>Total Trips</th>
<th>Total Spaces</th>
</tr>
</thead>
<tbody>
<tr>
<td>INSTITUTIONAL/RESEARCH</td>
<td>5,800,000</td>
<td>(2.2 trips / 4@1,000)</td>
<td>51,040</td>
<td>18,850</td>
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<tr>
<td>RESIDENTIAL (1,900 UNITS)</td>
<td>2,300,000</td>
<td>(9 trips / 2,300 units)</td>
<td>20,700</td>
<td>3,450</td>
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<tr>
<td>RETAIL</td>
<td>120,000</td>
<td>(10 trips per 1,000)</td>
<td>1,200</td>
<td>600</td>
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<tr>
<td>CIVIC/COMMUNITY</td>
<td>31,000</td>
<td>(10 trips per 1,000)</td>
<td>310</td>
<td>155</td>
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<tr>
<td><strong>TOTAL</strong></td>
<td><strong>8,251,000</strong></td>
<td></td>
<td><strong>73,250</strong></td>
<td><strong>23,055</strong></td>
</tr>
</tbody>
</table>
EXISTING ZONING
LANDUSE EXISTING ZONING 2001
2000 CONCEPT MASTER PLAN
LAND PROPOSED TO BE DEVELOPED

1998 JJR STUDY
550 ACRES (56%)

2000 CONCEPT PLAN
295 ACRES (30%)

2003 CAROLINA NORTH
256 ACRES (25%)
NEXT STEPS