



## **200 South Elliott Road** - Conditional Zoning

**Staff:** Britany Waddell, Judy Johnson, Corey Liles, Jacob Hunt, Joshua Mayo

**Meeting Date:** February 12, 2025

### ***Manager Recommendation***

<input checked="" type="checkbox"/>	The Town Manager recommends <b>approval of the project</b> and <b>approval of all requested modifications to regulations</b> , subject to the conditions in Ordinance A.
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### ***Updates since the January 15<sup>th</sup>, 2025 Legislative Hearing***

**1. Tree Canopy:**

The applicant will provide information on opportunities to increase tree canopy in their presentation.

**2. Affordable Housing:**

The applicant has revised their affordable housing plan. The plan is now to provide 10% of units as affordable at 65 percent Area Median Income (AMI).

**3. Loading trucks on South Elliott Road:**

Response: The applicant will provide information on their proposed plans for loading zones locations and timing

**4. Disruptions to neighboring businesses:**




Response: The applicant has been in communication with the concerned business owners since the last council hearing and plans to address what they can do to mitigate disruptions.






### ***Project Overview***

- McAdams, on behalf of Spike LLC (Owner) and Trinsic Residential Group (Developer) requests a rezoning to the Mixed Use-Village-Conditional Zoning District (MU-V-CZD) to build a mixed-use building.
- The proposal includes 330-335 multifamily units with a ground floor retail component in a five-story building.
- Ten percent of the total units will be affordable at 65 percent Area Median Income (AMI).
- The proposal anticipates a design compatible with the Blue Hill Zoning District across the street by reducing setbacks to promote an urban atmosphere and higher density as well as a street frontage that complies with Blue Hill streetscape requirements.

### ***Summary of Comprehensive Plan Consistency***

Viewed through the holistic lens of the [Complete Community Strategy](#), this project **meets** the Town's strategy for growth. No single issue raised below should be considered in isolation.

 Consistent
  Somewhat Consistent
  Not Consistent
 **N/A** Not Applicable

	<b>Chapel Hill will direct growth to <u>greenways, transit corridors, large infill sites with existing infrastructure, and smaller infill sites.</u></b>	
	<ul style="list-style-type: none"> <li>The project is an infill and redevelopment site located in the Blue Hill District, with nearby transit and greenway connections.</li> </ul>	
	<b>Goal 1: Plan for the Future Strategically</b>	Associated Comp. Plan Elements: <ul style="list-style-type: none"> <li><a href="#">Future Land Use Map</a></li> <li><a href="#">Shaping Our Future</a></li> </ul>
	<ul style="list-style-type: none"> <li>The project is located in the North 15-501 Corridor Focus Area of the Future Land Use Map.</li> <li>The Future Land Use Map calls for an activated street frontage along South Elliott Road, with heights at six stories, and multifamily, shops and offices as a primary use.</li> <li>This project will provide a mix of housing and commercial space.</li> </ul>	
	<b>Goal 2: Expand and Deliver New Greenways for Everyday Life</b>	Associated Comp. Plan Elements: <ul style="list-style-type: none"> <li><a href="#">Mobility &amp; Connectivity Plan</a></li> <li><a href="#">Connected Roads Plan</a></li> </ul>
	<ul style="list-style-type: none"> <li>The project is located near the existing Booker Creek Greenway and the proposed greenways along Fordham Boulevard and Franklin Street.</li> <li>The project includes the construction of a multi-use path connection through the site.</li> <li>The project is well served by existing sidewalks and nearby bus stops.</li> <li>The project includes streetscape improvements along South Elliott Road and a payment-in-lieu for improving nearby bus stops.</li> <li><b>The project does not meet the intent of the Connected Roads Plan, as it does not include a vehicular connection between Couch Road and South Elliott Road.</b></li> </ul>	
	<b>Goal 3: Be Green and Provide Housing</b>	Associated Comp. Plan Elements: <ul style="list-style-type: none"> <li><a href="#">Climate Action &amp; Response Plan</a></li> </ul>
	<ul style="list-style-type: none"> <li>This project contributes to the dense, walkable development pattern called for in the Climate Action and Response Plan.</li> <li>The project includes commitments on energy efficiency, EV charging, and a climate action plan.</li> </ul>	
	<b>Goal 4: Plan for Excellence in the Public Realm and Placemaking</b>	
	<ul style="list-style-type: none"> <li>Planning staff and the applicant have discussed the Concept Plan with the Town's Urban Designer. Please see attached Urban Design Assessment.</li> </ul>	

***Public Engagement***

Areas of concern identified by members of the public are noted below. Engagement related to this project has included one virtual public information meeting. Staff have not received significant numbers of phone calls or emails regarding the project.

- 1. Traffic Concerns:** Residents of the neighboring developments voiced concerns regarding increased traffic on Fordham Boulevard.

Staff Assessment: The Traffic Adequacy Memo for this project finds that the improvements included in Ordinance A and the Blue Hill District will sufficiently mitigate the increased trips generated by this project.

200 S. Elliott Road

**Focus Areas**

- North MLK
- South MLK
- 15-501 North
- Downtown
- NC-54
- South Columbia Gateway

Corporate Limits  
Urban Service Area  
Jurisdictional Limits

0 0.75 1.5 Miles