



**Hillmont: Conditional Zoning**

**Planning Dept. Staff:** Britany Waddell, Judy Johnson, Corey Liles, Tas Lagoo, and Katherine Shor

**Town Council Meeting Date:** October 11, 2023

**Project Overview**

- McAdams, on behalf of NR Hillmont Property Owner LP, requests to rezone the property located at 134 Stancell Drive, 138 Stancell Drive, 146 Stancell Drive, 156 Stancell Drive, 5103 Barbee Chapel Road, 5109 Barbee Chapel Road, 5111 Barbee Chapel Road, and 5119 Barbee Chapel Road from Mixed Use Village (MU-V) to Residential-6 Conditional Zoning District (R-6-CZD).
- The Conditional Zoning District would replace the Special Use Permit (SUP) and Master Land Use Plan (MLUP) approved in 2008 for the site.
- The applicant proposes to organize the site into “Blocks” of rental multifamily dwelling units, for a total of 390-500 units.
- The applicant proposes five apartment buildings measuring four-five stories in height with surface and some structured parking in “Block E”.
- The applicant proposes residential uses up to three stories with associated parking in “Block A”, “Block B”, and “Block C”.
- “Block D” would include open space, active and passive recreation, park space, a dog park, and vehicular and bicycle parking.
- Between seven and ten percent of units would be income-restricted for households that earn 60-80 percent Area Median Income.

**Staff Recommendation & Analysis**

|                                     |  |
|-------------------------------------|--|
| <input checked="" type="checkbox"/> | Staff recommend <b>approval of the project</b> following resolution of the issues below: <ol style="list-style-type: none"> <li>1. Publicly accessible open space</li> <li>2. Stormwater management design</li> <li>3. Affordable housing</li> </ol> |
|-------------------------------------|--|

**1. Publicly Accessible Open Space:** Staff recommend the applicant provides the open space in “Block D” as a publicly accessible amenity to the surrounding community.

The applicant has committed to preserving 5.93 acres of the Block D area as open space, active and passive recreation, park space, a dog park, and vehicular and bicycle parking. Staff requested that this portion of the site be accessible for the public, consistent with the Complete Community objective for “Access to Green Space”. This could be achieved through wayfinding and by making the open space more visible and inviting.

**2. Stormwater Management Design:** Staff recommend that the applicant provide Stormwater Control Measures that are designed for the 100-year storm event to support the goal of sustainable urban design.

The applicant has committed to meeting current LUMO standards. However, staff advised the applicant that the LUMO standard is under revision and will be updated to reflect this sustainable design principle.

**3. Affordable Housing:** Staff recommend the applicant adhere as closely as possible to the Housing Advisory Board (HAB) Guiding Principles for Affordable Rental Housing

which calls for at least 15 percent of market rate units be affordable to households earning 60 percent of the Area Median Income (AMI).

The applicant offers a lower percentage of affordable housing units serving households at higher income levels than the HAB policy. However, their proposal to include 7 percent or 10 percent of units as affordable on site is in line with recent voluntary affordable housing plans that Council has approved in rental projects. The proposal also exceeds LUMO requirements.

If the applicant's proposal is acceptable to Council, staff request that Council indicate a preference between the two options:

- Option 1: Ten percent of units affordable, designating half for 60 percent AMI and half for 80 percent AMI.
- Option 2: Seven percent of units affordable, all designated for 60 percent AMI.






**4. Modifications to Regulations:** Staff recommend approval of all requested modifications to regulations.

Staff have reviewed all requested modifications to regulations and find that the public purpose is served to an equivalent or greater degree by the requested modifications. All modifications are shown in Draft Ordinance A and the applicant materials.

### 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

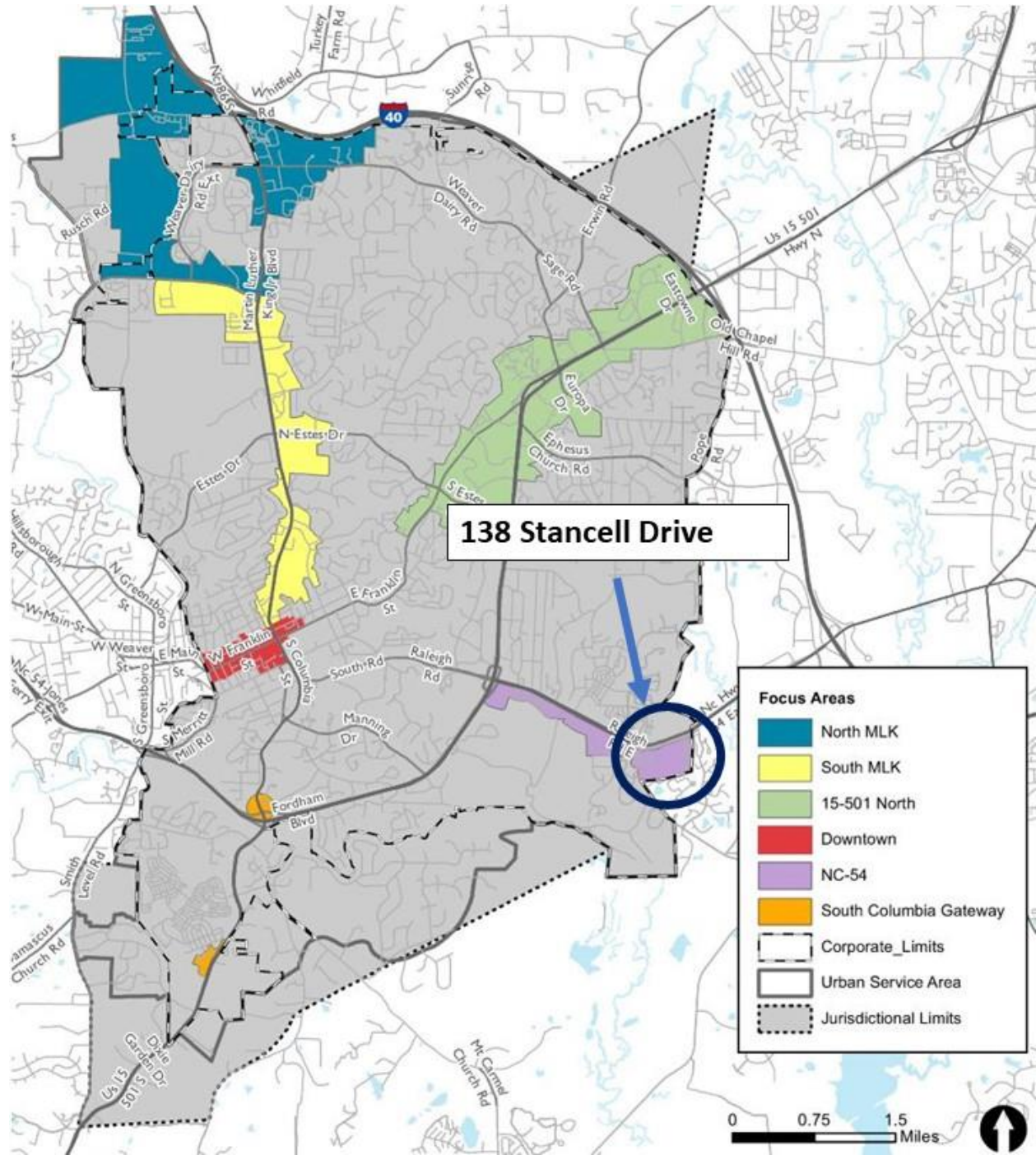
|   |  |   |
|---|--|---|
|    | <b>Chapel Hill will direct growth to greenways, transit corridors, large infill sites with existing infrastructure, and smaller infill sites.</b>  |   |
|   | <ul style="list-style-type: none"> <li>The proposed rezoning is a large infill site with existing infrastructure and in proximity to existing greenways.</li> </ul>  |   |
|    | <b>Goal 1: Plan for the Future Strategically</b>   | Associated Comprehensive Plan Elements:<br><a href="#">Future Land Use Map (FLUM)</a><br><a href="#">Shaping Our Future</a>         |
|   | <ul style="list-style-type: none"> <li>The proposed rezoning is in the NC 54 Focus Area of the Future Land Use Map and the Transit Oriented Development Plan. While outside of the proposed North-South Bus Rapid Transit (NSBRT) corridor, NC 54 accommodates tens of thousands of people each day that travel to UNC Health, UNC Chapel Hill, and the downtown area.</li> <li>The proposed rezoning would provide multifamily residential units, a primary use emphasized in the FLUM. The FLUM supports maintaining Chapel Hill’s appearance through encouraging quality of design, and the applicant is developing design standards for Blocks A, B, C, and D.</li> </ul>  |   |
|    | <b>Goal 2: Expand and Deliver New Greenways for Everyday Life</b>  | Associated Comprehensive Plan Elements:<br><a href="#">Mobility &amp; Connectivity Plan</a><br><a href="#">Connected Roads Plan</a> |
|   | <ul style="list-style-type: none"> <li>New multi-modal paths are proposed along the Stancell Drive and Barbee Chapel Road frontages. These improvements connect to an existing greenway network on NC 54.</li> </ul>   |   |
|   | <b>Goal 3: Be Green and Provide Housing</b>  | Associated Comprehensive Plan Elements:<br><a href="#">Climate Action &amp; Response Plan</a>                                       |
|   | <ul style="list-style-type: none"> <li>Staff recommend improving stormwater control measure design to control for the 100-year storm event to be consistent with Town goals for climate action and response.</li> <li>The proposed rezoning includes an affordable housing plan that offers two options for Council to consider. Either 7 or 10 percent of market rate units would be income restricted for households earning between 60 and 80 percent AMI.</li> <li>The site offers an opportunity for infill development with access to transit stops within walking distance along NC 54, Finley Forest Drive, and at the Friday Center. The applicant also proposes at least two connections between their site and the adjacent development, along with new multi-modal paths that could connect to future developments and networks along NC 54. The applicant is providing spaces for electric vehicle charging.</li> </ul> |   |
|  | <b>Goal 4: Plan for Excellence in the Public Realm and Placemaking</b>   |   |
|   | <ul style="list-style-type: none"> <li>The applicant proposes to preserve 5.93 acres of the site as open space for passive and active recreation. Staff recommend that this open space be publicly accessible to meet the goals of the Complete Community Strategy.</li> <li>The applicant has committed to streetscape improvements that create “activated street frontages” which are encouraged in the FLUM.</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.

Residents commented on increased vehicular traffic in a high-traffic area; providing adequate sidewalks and crossings for pedestrian safety; how this proposed development may impact runoff volume and rates; and the length of time for construction and associated noise.

*Project Location (Map)*



*Attachments*

**Applicant Materials**

1. Applicant's Draft Presentation
2. Applicant's Requested Modifications to Regulations and Statements of Comprehensive Plan Compliance
3. Plan Set
4. Other Applicant Materials

**Staff Materials**

5. Urban Designer Recommendation
6. Planning Commission Recommendation
7. Transportation Impact Analysis Executive Summary

**Draft Ordinance and Resolutions**

8. Resolution A – Consistency and Reasonableness
9. Ordinance A – Abandoning the Master Land Use Plan and Approving the Application
10. Resolution B – Denying the Application