



**CONCEPT PLAN REVIEW: AURA SOUTH ELLIOTT, 200 S. ELLIOTT ROAD  
(Project #CP-23-1)**

**STAFF REPORT** TOWN OF CHAPEL HILL PLANNING DEPARTMENT  
 Britany Waddell, Director  
 Judy Johnson, Assistant Director  
 Corey Liles, Planning Manager

PROPERTY ADDRESS	MEETING DATE	APPLICANT
200 S. Elliott Road; 1 and 3 Couch Road	March 8, 2023	Katherine Murdoch, McAdams, on behalf of Trinsic Residential Group

**STAFF RECOMMENDATION**

That the Council adopt the attached resolution transmitting comments to the applicant regarding the proposed development.

**PROCESS**

Council hears from the applicant, receives comments from the Community Design Commission, hears public comments, and offers suggestions to the applicant.

Because this review is a Concept Plan submittal, statements by individual Council members this evening do not represent an official position or commitment on the part of a Council member with respect to the position he or she may take when and if the Council considers a formal application.

**PROJECT LOCATION**



**PROJECT OVERVIEW**

The approximately 4.2-acre site is located near the Village Plaza shopping center and Berkshire Chapel Hill apartments. Zoning for the site is Office/Institutional-2 (OI-2) and Residential-5 (R-5).

The proposal includes demolition of the existing building and construction of a 5-story multifamily project with structured parking and amenities.

The proposal would require a rezoning. A Conditional Zoning review is typically necessary for the formal application.

**ATTACHMENTS**

- Long-Range Plans Evaluation
- Draft Staff Presentation
- Resolution A, Transmitting Council Comments
- Community Design Commission Comments (*Draft*)
- Applicant Materials
- Applicant Draft Presentation



## Long Range Plans Evaluation

The following report provides an evaluation by Planning Staff of the Concept Plan site, based on long-range planning considerations.

<b>PROPERTY ADDRESS</b>	<b>CURRENT ZONING DISTRICT</b>	
200 S. Elliott Road; 1 and 3 Couch Road	Office/Institutional-2 (OI-2) and Residential-5 (R-5)	
<b>EXISTING LAND USE</b>	<b>PROPOSED LAND USE</b>	
Office/Institutional	Multifamily Residential	
<b>SURROUNDING PROPERTIES – EXISTING LAND USES</b>		
North: Bank; Senior living (Signature Healthcare)		
South: Retail; Multifamily (Sunstone Apartments)		
East: Retail; Multifamily (Village Plaza, Elliott Square, Berkshire Chapel Hill)		
West: Office		
<b>APPLICABLE ADOPTED PLANS</b>		
<input checked="" type="checkbox"/> Future Land Use Map	<input checked="" type="checkbox"/> Cultural Arts Plan	
<input checked="" type="checkbox"/> Mobility and Connectivity Plan	<input checked="" type="checkbox"/> Stormwater Management Master Plan	
<input checked="" type="checkbox"/> Parks Comprehensive Plan	<input checked="" type="checkbox"/> Climate Action and Response Plan	
<input checked="" type="checkbox"/> Greenways Master Plan	<input type="checkbox"/> West Rosemary Street Development Guide	
<input type="checkbox"/> Chapel Hill Bike Plan	<input type="checkbox"/> Central West Small Area Plan	
<b>SUMMARY OF PLAN CONSIDERATIONS AFFECTING THE CONCEPT PLAN SITE</b>		
Map excerpts on following pages demonstrate the Plan Considerations listed below. The location of the Concept Plan proposal is marked with the  symbol.		
<b><u>Future Land Use Map (FLUM): North 15-501 Corridor, Sub-Area B</u></b>		
<ul style="list-style-type: none"> <li>• Sites within the North 15-501 Corridor are designated for high intensity uses that “balance its role as a gateway to Town from points east and a destination that draws residents, employees, shoppers, and visitors from elsewhere.” Employment centers within proximity to future transit stops are encouraged in this area.</li> <li>• Multifamily residential, Multifamily/Shops/Offices, Commercial/Office, and Parks/Gathering Spaces are listed as <i>Primary (predominate) Uses</i> for the Sub-area.</li> <li>• Institutional/University/Civic and Townhouses/Residences are listed as <i>Secondary Uses</i> for the Sub-area (allowed, but not predominate).</li> <li>• Typical building height guidance for the sub area is 4-6 stories.</li> <li>• The frontage along Elliott Road is designated as an <i>Activated Street Frontage</i>. The suggested building height is 6 stories, and buildings should engage with the street without parking located in between.</li> </ul>		
<b><u>Mobility and Connectivity Plan</u></b>		
<ul style="list-style-type: none"> <li>• The Mobility and Connectivity Plan recommends bike lanes for the site’s frontage along Elliott Road.</li> <li>• The Plan also recommends multi-use paths along major roadways in the 15-501 corridor, and significant transit-oriented improvements such as dedicated transit lanes in the center median of US 15-501.</li> <li>• The site is located near the proposed “Eastern Explorer” bicycle/pedestrian priority corridor.</li> </ul>		

### **Parks Comprehensive Plan**

- The site is within the Neighborhood Park service area of Pritchard Park.
- The site is within the Community Park service area of Community Center Park as well as a proposed Community Park near Ephesus Church Road.

### **Greenways Master Plan**

- The site is located in close proximity to the Lower Booker Creek Trail. The Plan does not identify any other greenway opportunities impacting this location.

### **Chapel Hill Bike Plan**

- Mapping of future bike facilities in the Bike Plan is superseded by the Mobility and Connectivity Plan. The Bike Plan provides some additional detail on facility design.

### **Stormwater Management Master Plan**

- The site is located in the Lower Booker Creek Subwatershed (BL10). The applicant should **coordinate with Chapel Hill's Stormwater Management Division** to understand relevant stormwater considerations.

### **Climate Action and Response Plan**

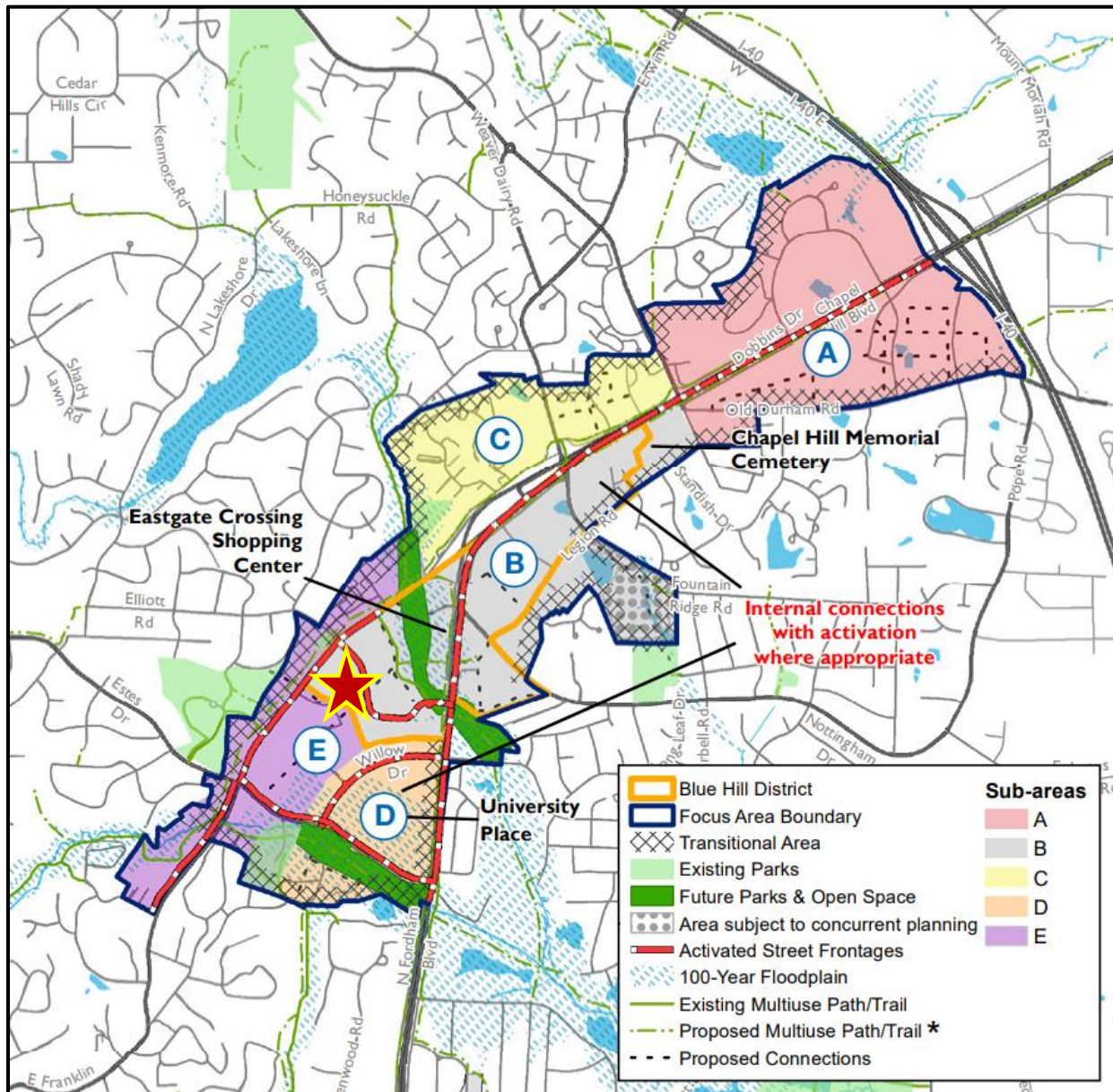
*(Note: no map excerpt provided, as the Plan is generally text-based)*

- Developing the site in accordance with the Future Land Use Map and Mobility Plan would contribute to the following Plan actions:
  - Create walkable, bikeable, transit-served neighborhoods
  - Increase bicycling, walking, and transit use
- Conditions for development could contribute to the other actions in the plan such as:
  - Increase transit ridership and implement Bus Rapid Transit
  - Net-zero emissions for new construction
  - Create a town-wide EV charging station network
  - Protect water quality, natural, and agricultural resources
  - Enhance green infrastructure

# CONCEPT PLAN REPORT

## Aura South Elliott

### Future Land Use Map (Excerpt)



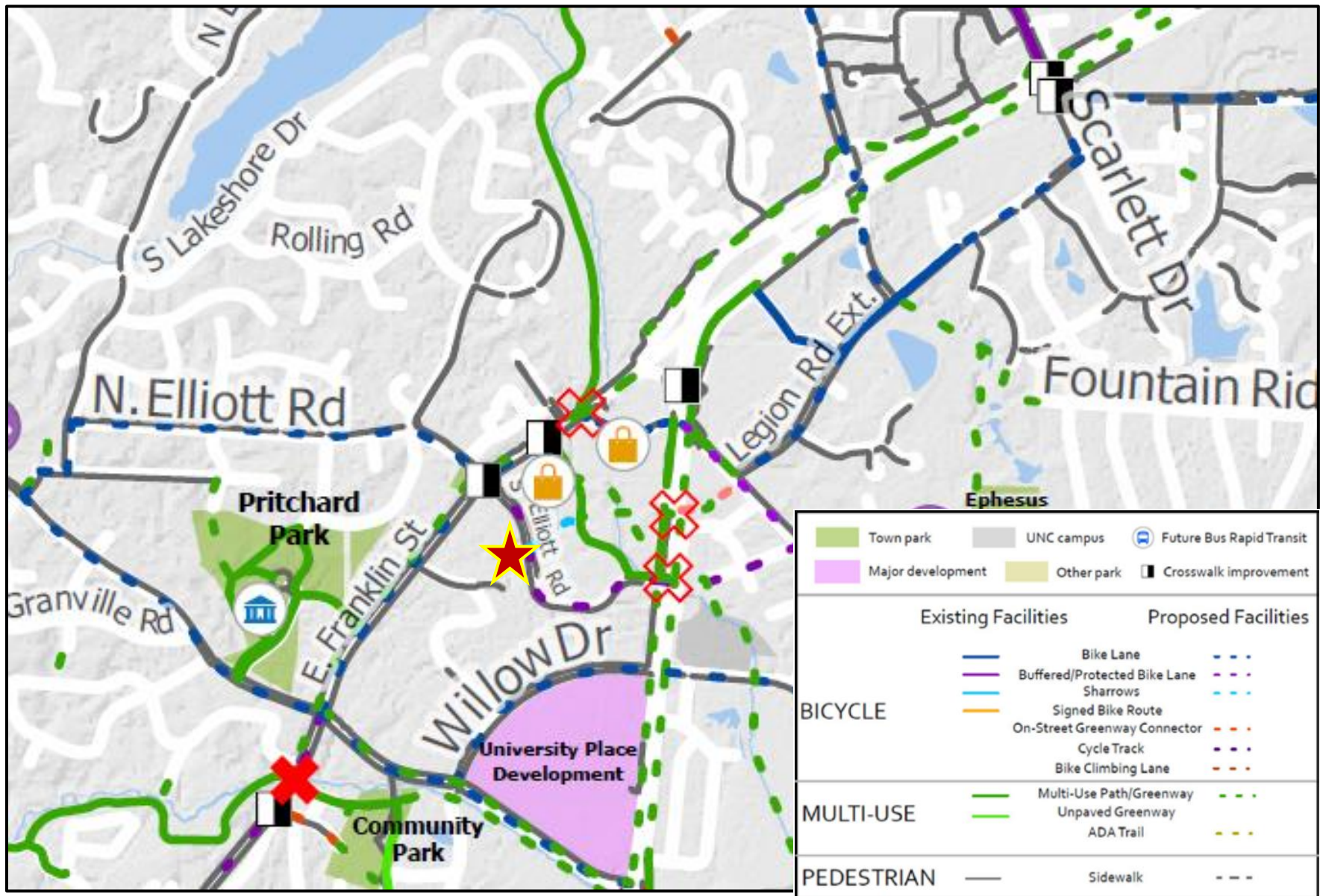
	Sub-Area B
Multifamily, Shops & Offices	●
Multifamily Residential	○
Commercial/Office	●
Parks and Green/Gathering Spaces	●
Townhouses & Residences	○
Institutional/University/Civic	○
Typical Height	4 stories
Transitional Area Height	Up to 4 stories
Activated Street Frontage Height	6 stories
<span style="color: blue;">●</span> Primary (predominant land uses) <span style="color: blue;">○</span> Secondary (appropriate, but not predominant)	



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## Aura South Elliott

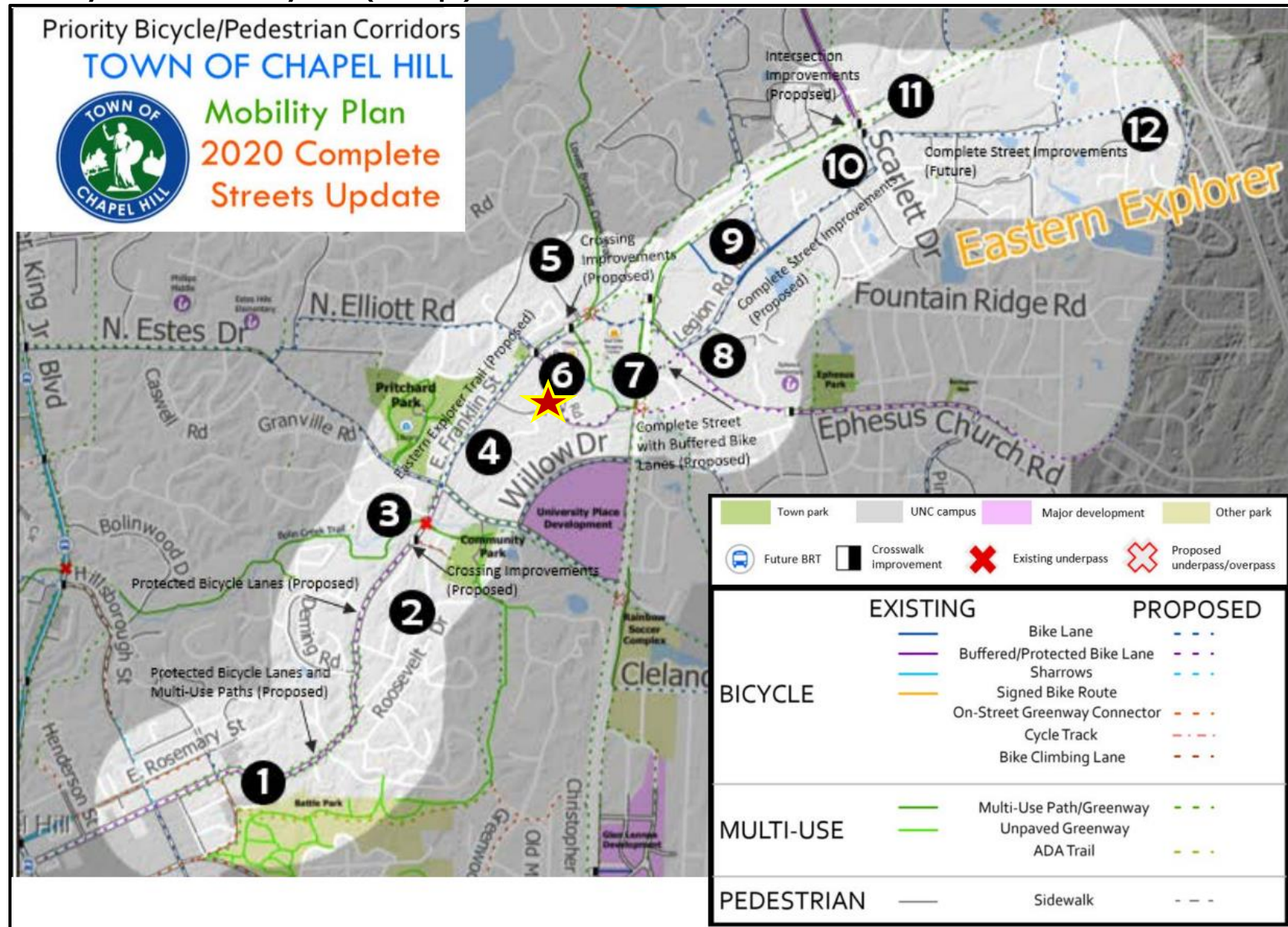
### Mobility and Connectivity Plan (Excerpt)



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Aura South Elliott

## Mobility and Connectivity Plan (Excerpt)

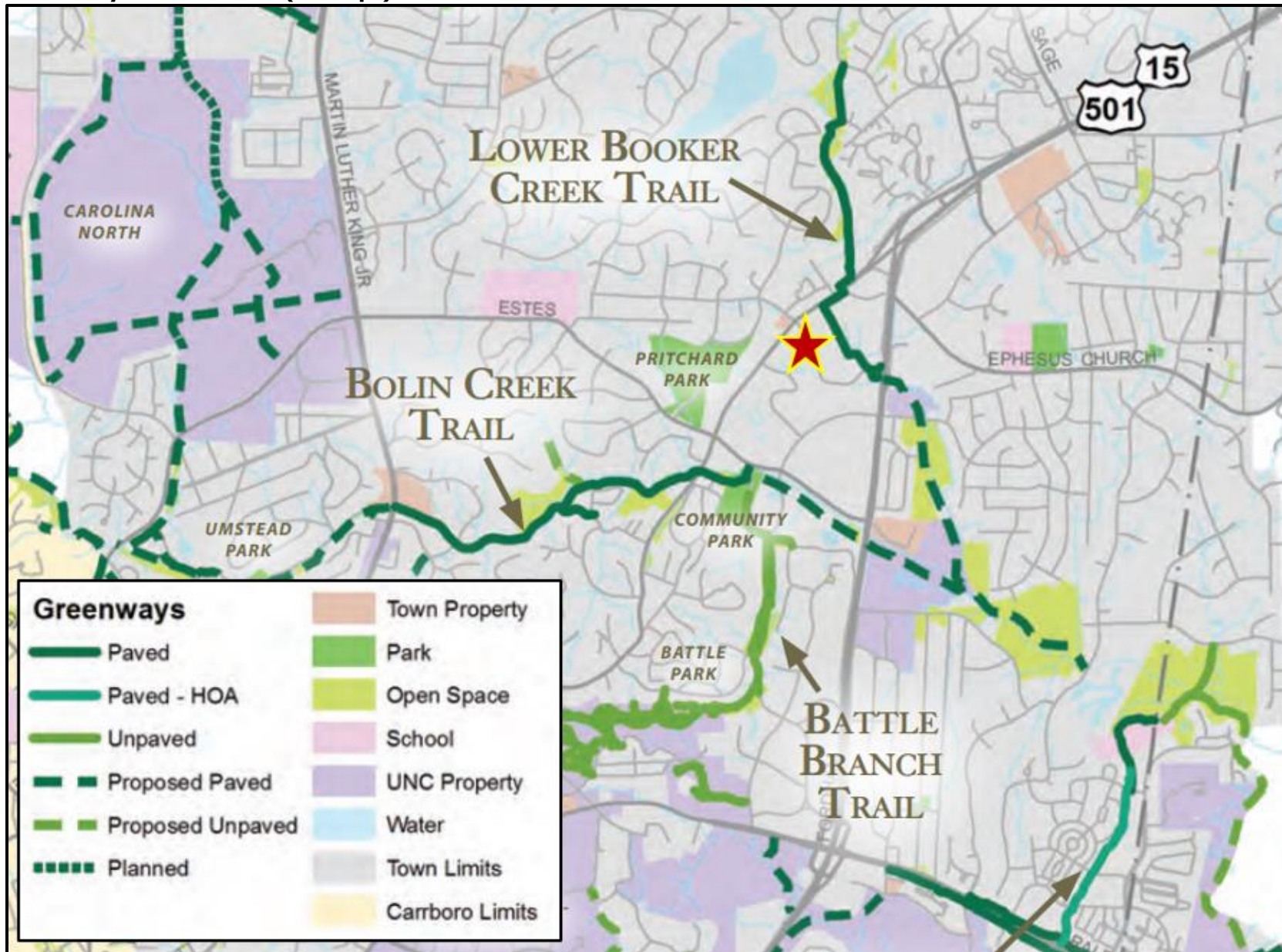




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Aura South Elliott

## Greenways Master Plan (Excerpt)

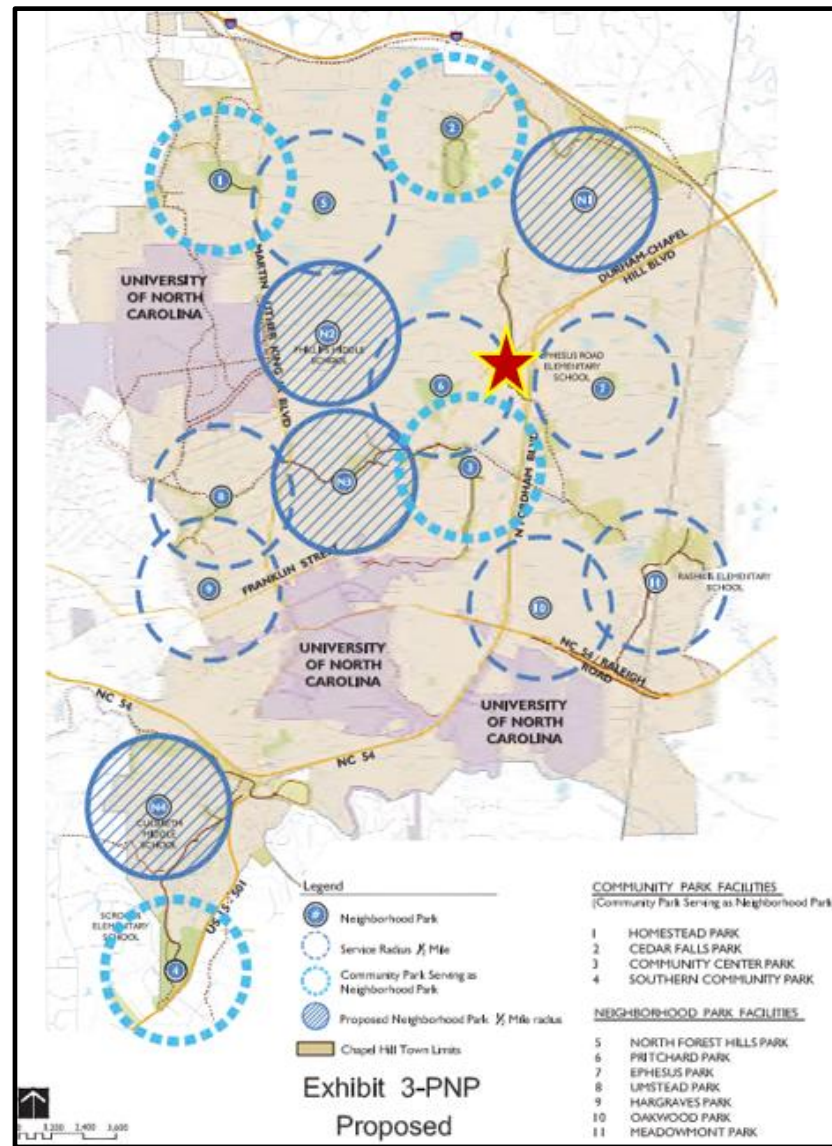
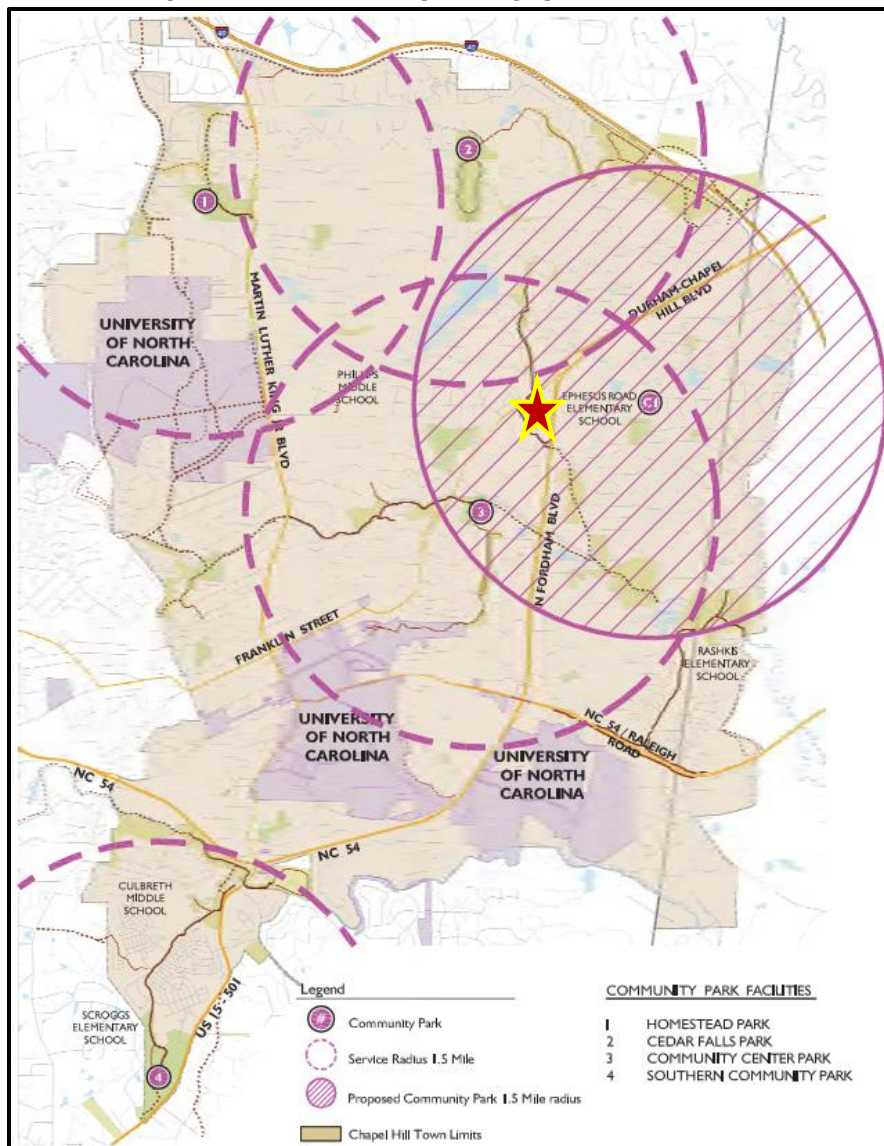




# CONCEPT PLAN REPORT

## Aura South Elliott

### Parks Comprehensive Plan (Excerpt)





# CONCEPT PLAN REPORT

## Aura South Elliott

### Stormwater Management Master Plan (Excerpt)

