



# Blue Hill District Report

Date: November 18, 2020



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## Staff Recommendation

Receive the staff report and presentation

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# District Map



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# Overview

- I. Recent Activity
- II. District Performance
- III. Looking Ahead

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## Recent Activity

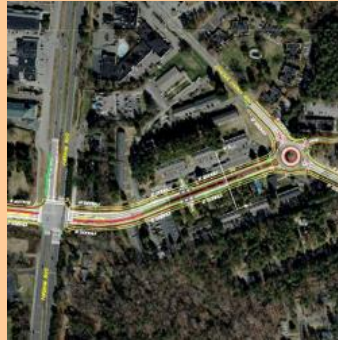
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# Town Projects

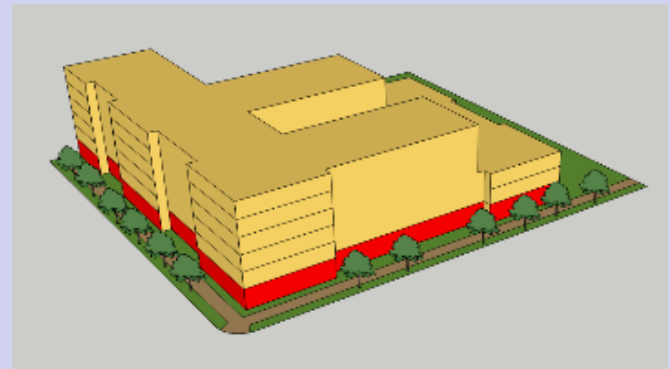
Construction underway on **Booker Creek Basin Park**



Gen. Contractor selected for **Elliott Rd Extension**



New **Massing Standards** adopted in February 2020 – building dimensions and connectivity between buildings



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# 1 Booker Creek Basin Park

## Town Project

- Formerly called Elliott Rd Flood Storage
- Includes networks of trails and an overlook
- Construction underway, expected completion Summer 2021



# 1 Elliott Road Extension

## Town Project

- Funding issues addressed and bid awarded
- Construction beginning Fall 2020
- Updating MOU with Park Apartments for Town to manage construction





# 1 Development Highlights

**TRU Hotel** and  
**Park Apartments Ph I**  
under construction

**Trilogy Apartments** and  
**The Elliott Apartments** at  
or nearing completion

**University Inn** plans under  
review



## Trilogy (Hillstone) PH 1

<b>Use</b>	Apartments
<b>Units</b>	328 (2 buildings)
<b>Status</b>	Complete



*Legion Rd Improvements  
Looking south from Novus Ln*



*Completed Streetscape, Novus Ln  
Looking west from Legion Rd*

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*Frontage along Novus Ln  
Looking west towards Fordham Blvd*

## Trilogy (Hillstone) PH 2

<b>Use</b>	Apartments
<b>Units</b>	328 (2 buildings)
<b>Status</b>	Nearing Completion



*Rear Connection to Ram's Plaza*

## The Elliott (Fordham Blvd Apts)

<b>Use</b>	Apartments
<b>Units</b>	272
<b>Status</b>	Complete



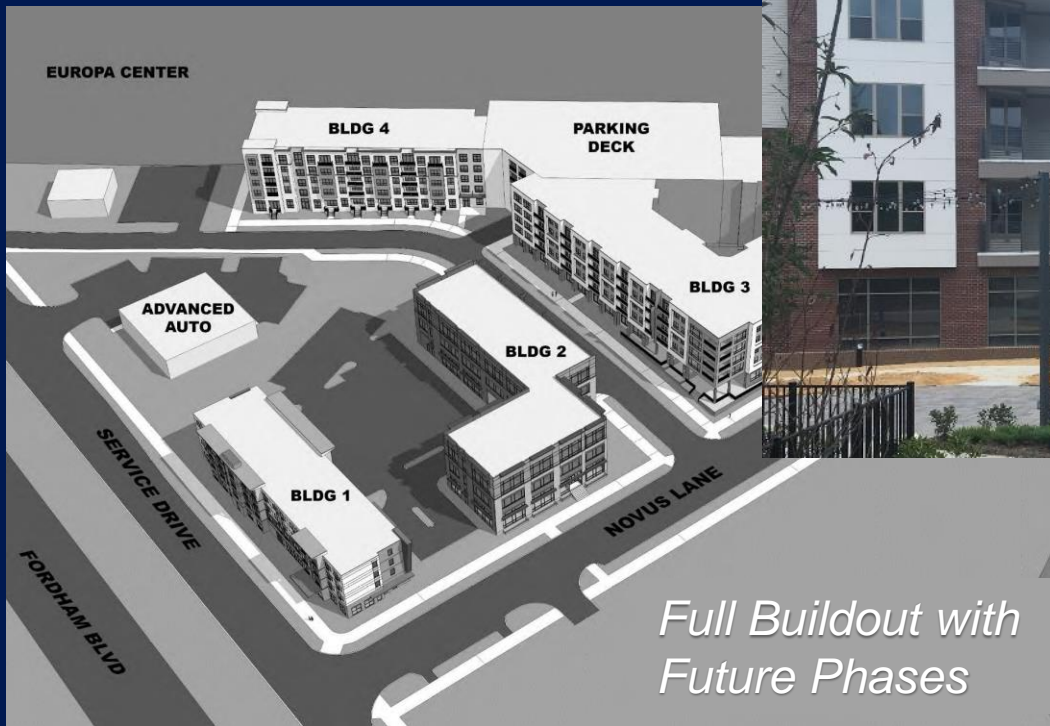
*Pass-through to Future Park*



*Fordham Sidepath connecting to Booker Creek Greenway  
Looking south towards Elliott Rd*

# Tarheel Lodging PH 1

<b>Use</b>	Tru Hotel
<b>Size</b>	98 rooms, 43,000 sq ft
<b>Status</b>	Construction



*View of Hotel Site from Hillstone  
Looking west towards Fordham Blvd*

*Full Buildout with  
Future Phases*

# The Park Apartments PH 1

<b>Use</b>	Apartments
<b>Sq Ft</b>	414 units (4 buildings)
<b>Status</b>	Construction



*Future View,  
Roughly same  
location*

*Cleared Site, View from Ephesus Church Rd*

# 1 Renovations & Expansions

Façade renovations for **Sheraton Hotel** recently approved by CDC



# Sheraton

Use	Hotel
Project	Façade Changes
Status	Building Permits



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## District Performance

# 2

## Development Tracking

**1,465 dwelling units** new or in the pipeline (net total)

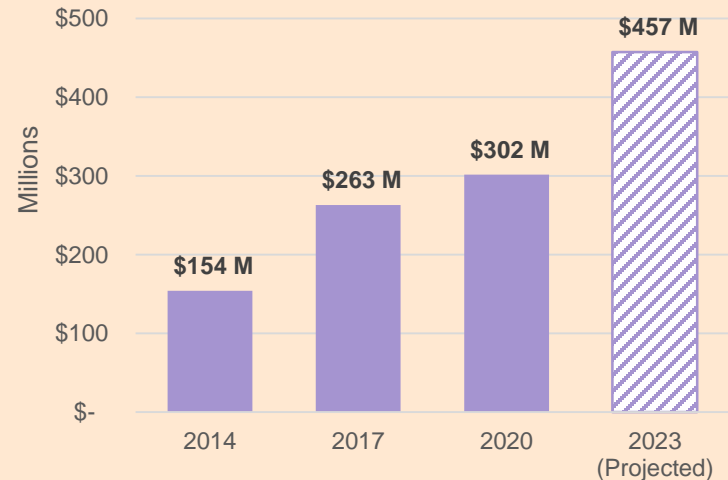


**85,495 sq ft of commercial space** new or in the pipeline (net total)



**Total tax value** of all properties in the District roughly doubled from 2014-2020

Overall District Property Valuation



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# Development Tracking – Residential

Status as of September 2020

RESIDENTIAL UNITS	NET NEW
<b>Completed Projects</b>	
783	783
<b>Under Construction</b>	
880	682
<b>Add'l Anticipated* through 2029</b>	
977	977
<b>TOTAL through 2029</b>	
2,640	2,442



\* Includes Park Apts Ph II, Staples, University Inn

More details in [Development Tracking Spreadsheet](#)

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# Development Tracking – Residential

Status as of September 2020

RESIDENTIAL	
SQUARE FOOTAGE	NET NEW
<b>Completed Projects</b>	
864,389	864,389
<b>Under Construction</b>	
1,150,432	1,003,780
<b>Add'l Anticipated* through 2029</b>	
916,244	916,244
<b>TOTAL through 2029</b>	
2,931,065	2,784,413



\* Includes Park Apts Ph II, Staples, University Inn

More details in [Development Tracking Spreadsheet](#)

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# Development Tracking – Commercial

Status as of September 2020

COMMERCIAL	
SQUARE FOOTAGE	NET NEW
<b>Completed Projects</b>	
39,074	33,361
<b>Under Construction</b>	
85,495	15,360
<b>Add'l Anticipated* through 2029</b>	
64,424	-37,447
<b>TOTAL through 2029</b>	
188,993	11,274



\* Includes Staples, University Inn  
Any new projects will be added here once concept drawings are put forward

More details in [Development Tracking Spreadsheet](#)

## 2

# Debt Scorecard

## Revenues exceed *cumulative* debt payments in FY 20-21

- Property tax revenues from completed and under construction projects
- Debt payments on completed road improvements and Elliott Rd Extension

	FY 2018-19	FY 2019-20	FY 2020-21	FY 2021-22	FY 2022-23
<b>Revenues</b>					
Incremental Property Tax	\$510,089	\$572,946	\$616,236	\$1,124,912	\$1,468,185
<b>Expenditures</b>					
Debt Service Payments	\$434,429	\$434,572	\$434,537	\$896,676	\$889,683
Revenue less Expenditures	\$75,660	\$138,374	\$181,699	\$228,236	\$578,502
Revenue less Expenditures Cumulative	<b>\$(295,314)</b>	<b>\$(156,940)</b>	\$24,759	\$252,995	\$831,497

More details in *District Debt Scorecard*



# Looking Ahead

# 3 Townhome Opportunities

## Updates

- Presented as part of Massing Standards proposal
- Council asked for additional study of thresholds for requiring commercial
- Returning for Consideration on November 18





# 3 Townhome Opportunities

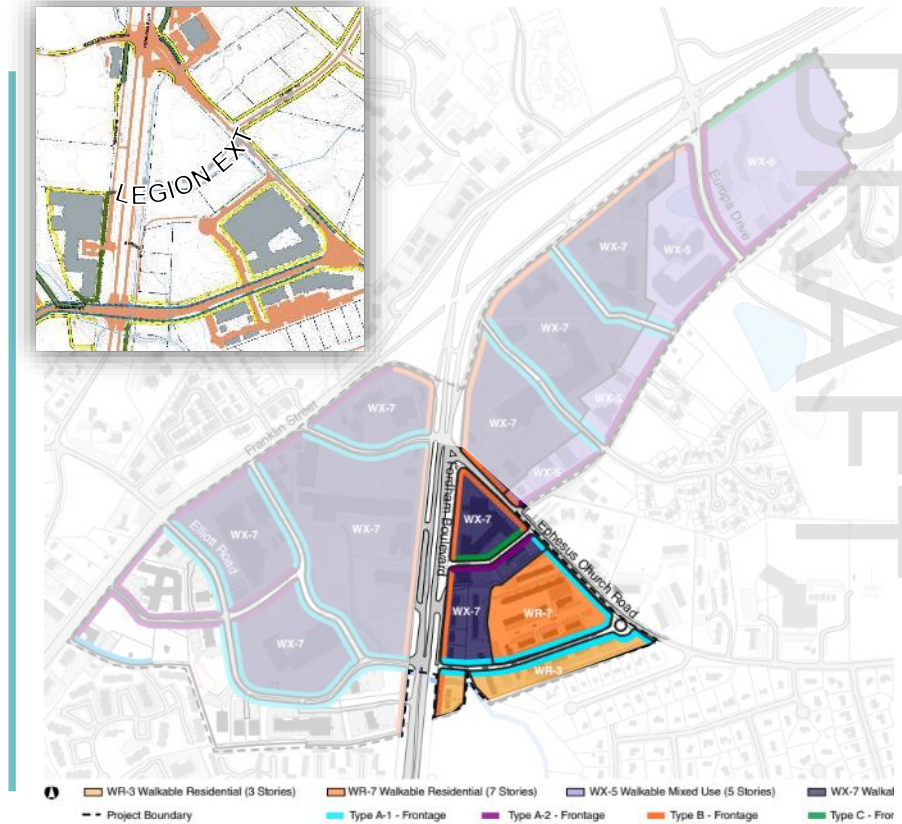
- **Challenge:** Non-residential space often not feasible for smaller townhome projects
- **Opportunities:** Infill Development and Missing-Middle Housing



## 3

# Regulating Plan Update – *Potential Project*

- Streets are part of the Zoning Map
- Legion Road Ext mapped onto University Inn site
- Challenges for construction – financing, NCDOT approval
- Staff could explore and refine connectivity for the southeastern Blue Hill District

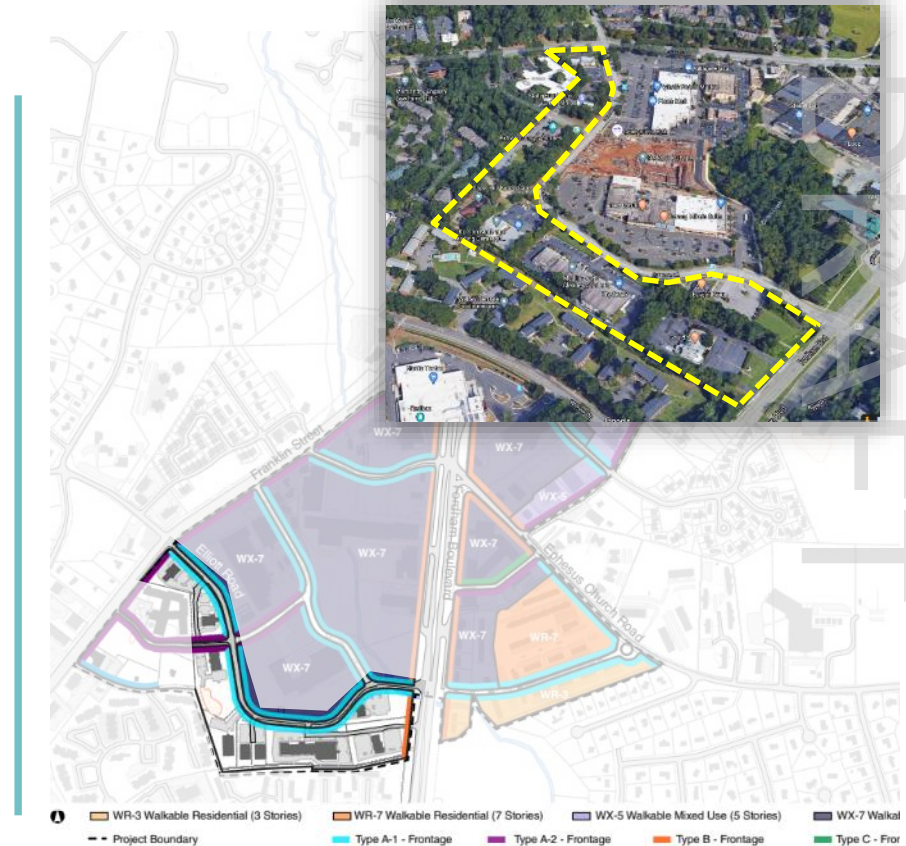


## 3

# Zoning of Parcels South of Elliott –

## *Potential Project*

- Sites are within District but don't have form-based zoning
- Previous interest in affordable housing
- Staff could evaluate custom zoning standards for incentivizing community benefits





## Next Steps

- Continue Hearing on Townhome Standards:  
November 18
- Next Blue Hill Update:  
Spring 2021

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