

Conditional Rezoning: 200 South Elliott Road (CZD-24-4)



**Town Council Meeting
January 15, 2025**

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Procedural Context

Conditional Rezoning:

- Needed when a proposed development or use does not align with current zoning for a property
- Allows for site-specific modifications to the Land Use Management Ordinance (LUMO)

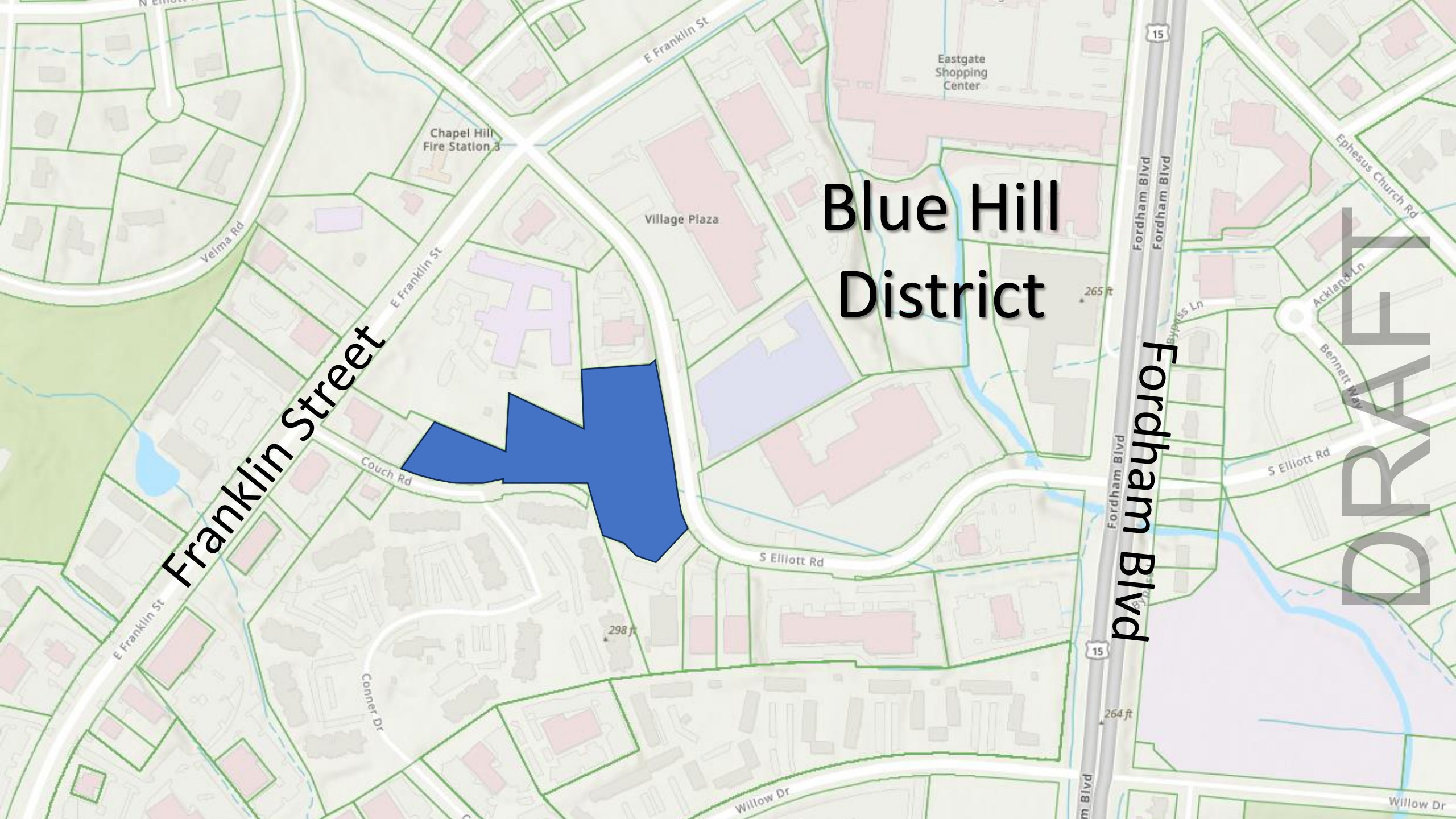
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Franklin Street

Blue Hill District

Fordham Blvd

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Chapel Hill Fire Station 3

Village Plaza

Eastgate Shopping Center

15

Fordham Blvd

Fordham Blvd

Ephesus Church Rd

Ackland Ln

Bennett Way

S Elliott Rd

298 ft

15

264 ft

m Blvd

Willow Dr

Willow Dr

Complete Community Considerations

- ✓ Direct growth to greenways, transit corridors, and infill sites
- ✓ Plan for the future strategically
- ✓ Expand and deliver new greenways for everyday life
- ✓ Be green and provide housing
- ✓ Plan for excellence in the public realm and placemaking

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Procedures

- Review Conditional Zoning Application
- Receive Comments
- Action Item hearing is scheduled for February

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Complete Community Considerations

Goal 1 – Plan for the Future Strategically

- The project is a large infill site located in the Blue Hill District, with nearby transit and greenway connections. The project is located in the North 15-501 Corridor Focus Area of the Future Land Use Map.
- The Future Land Use Map calls for an activated street frontage along Elliott Road, with heights at six stories, and Multifamily, Shops & Offices as a primary use.
- This project will provide a mix of housing and commercial space.

Goal 2 – Expand and Deliver New Greenways for Everyday Life

- The project is located near the existing Booker Creek Greenway and the proposed greenways along Fordham Boulevard and Franklin Street.
- The project includes the construction of a multi-use path connection through the site.
- The project is well served by existing sidewalks and nearby bus stops.
- The project includes streetscape improvements along Elliott Road and a payment-in-lieu for improving nearby bus stops.
- The project does not meet the intent of the Connected Roads Plan, as it does not include a vehicular connection between Couch Road and Elliott Road.

Complete Community Considerations

Goal 3 – Be Green and Provide Housing

- This project contributes to the dense, walkable development pattern called for in the Climate Action and Response Plan.
- The project includes commitments on energy efficiency, EV charging, and a climate action plan.

Goal 4 – Holistic Planning

- The urban designer's assessment has been provided.

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