



200 South Elliott Road - Conditional Zoning

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

Meeting Date: June 25, 2025

Manager Recommendation

<input checked="" type="checkbox"/>	The Town Manager recommends Council consider the requested changes to the project , subject to the previously requested modifications to regulations and the conditions in Ordinance A.
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Updates since the April 9th, 2025 Action Hearing

1. Change in Developer:

ZOM Living is considering the proposed development and requested a new Council hearing to request changes to the ordinance that was approved on April 9, 2025.

2. Affordable Housing:

The applicant has revised their affordable housing plan. The plan now offers the developer the choice of two options:

- A. A one-time payment to the Town's Affordable Housing fund of \$1.5 million dollars
- B. 10% of the units to be made affordable to residents earning 80% Area Median Income (AMI).

Project Overview

- McAdams, on behalf of Spike LLC (Owner) and ZOM Living (Developer) requests a rezoning to the Mixed Use-Village-Conditional Zoning District (MU-V-CZD) to build a mixed-use building.
- The proposal includes 315-350 multifamily units with a ground floor retail component in a five-story building.
- 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.

Developer Narrative

"A previous developer walked away from the project because it was not financially feasible. The applicant stated at the April 9th council meeting that the affordable housing proffer was aspirational and might need to be revisited once a new mixed-used co-developer was engaged. A new co-developer has been engaged but they face the same economic headwinds as the previous applicant.

The amended language provides the developer with two economically feasible paths to meeting the affordability requirement. The first is a \$1.5m payment to the town's affordable housing fund. The second is the inclusion of affordable units in the development. The suggested language allows the developer to select between the two options based on capital market conditions."

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

	Chapel Hill will direct growth to <u>greenways, transit corridors, large infill sites with existing infrastructure, and smaller infill sites.</u>	
	<ul style="list-style-type: none"> The project is an infill and redevelopment site located in the Blue Hill District, with nearby transit and greenway connections. 	
	Goal 1: Plan for the Future Strategically	Associated Comp. Plan Elements: <ul style="list-style-type: none"> Future Land Use Map Shaping Our Future
	<ul style="list-style-type: none"> 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 South Elliott Road, with heights at six stories, and multifamily, shops and 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	Associated Comp. Plan Elements: <ul style="list-style-type: none"> Mobility & Connectivity Plan Connected Roads Plan
	<ul style="list-style-type: none"> 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 South 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 South Elliott Road. 	
	Goal 3: Be Green and Provide Housing	Associated Comp. Plan Elements: <ul style="list-style-type: none"> Climate Action & Response Plan
	<ul style="list-style-type: none"> 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: Plan for Excellence in the Public Realm and Placemaking	
	<ul style="list-style-type: none"> Planning staff and the applicant have discussed the Concept Plan with the Town's Urban Designer. Please see Urban Design Assessment. 	

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.

Project Location

