



Blue Hill Townhomes

Text Amendment Proposal



Council Meeting
November 18, 2020

Council Petition Interests

As Submitted March 14, 2018

1. Increase **non-residential development** with density bonuses or other mechanisms
2. Identify strategies for providing more **affordable housing**
3. Address building size and massing concerns to improve **place-making and permeability**

Staff Recommendation

- Receive public comment
- Close the public hearing and continue to receive comment for 24 hours via email –
mayorandcouncil@townofchapelhill.org
- Consider action on December 9, 2020

LUMO Text Amendment Process



Existing Townhome Standards

- All residential projects in WX- Subdistricts must include a nonresidential use
- Minimum 10% of building floor area or 15% of site floor area
- Lot Requirements
 - 1700 sq ft Minimum Net Land Area
 - 20 ft Minimum Lot Width

Previous Recommendation – Feb 2020

1. Exempt 'small' townhome projects from nonresidential requirement
 - a. 60 units max
 - b. 1800 sq ft median unit size



Council Feedback – Feb 2020

- Are the thresholds right / Is there risk of unintended outcomes
 - 60 units – too low a limit?
 - What about a ‘phased-in requirement’ as unit count increases?
 - 1800 sq ft median unit size – too large?
- Support for the idea of encouraging townhomes

Evaluation of Standards

- A. Size of projects – units / acreage
- B. Size of townhome units
- C. Phase-In
- D. Lot requirements

Community Interests

- Development Opportunity for Small Infill Sites
- Broaden Variety of Housing Types
- Broaden Options for Housing Price Points

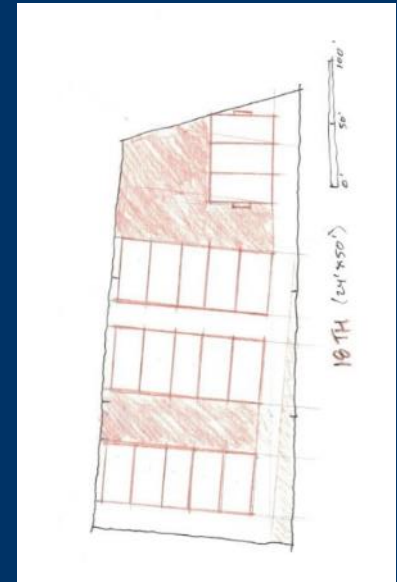


A

Size of Projects

Takeaway

- Orient the townhome standards towards site area, not unit count
- Sites 2.0 acres and below – good for encouraging townhomes



A

Size of Projects

Market Considerations

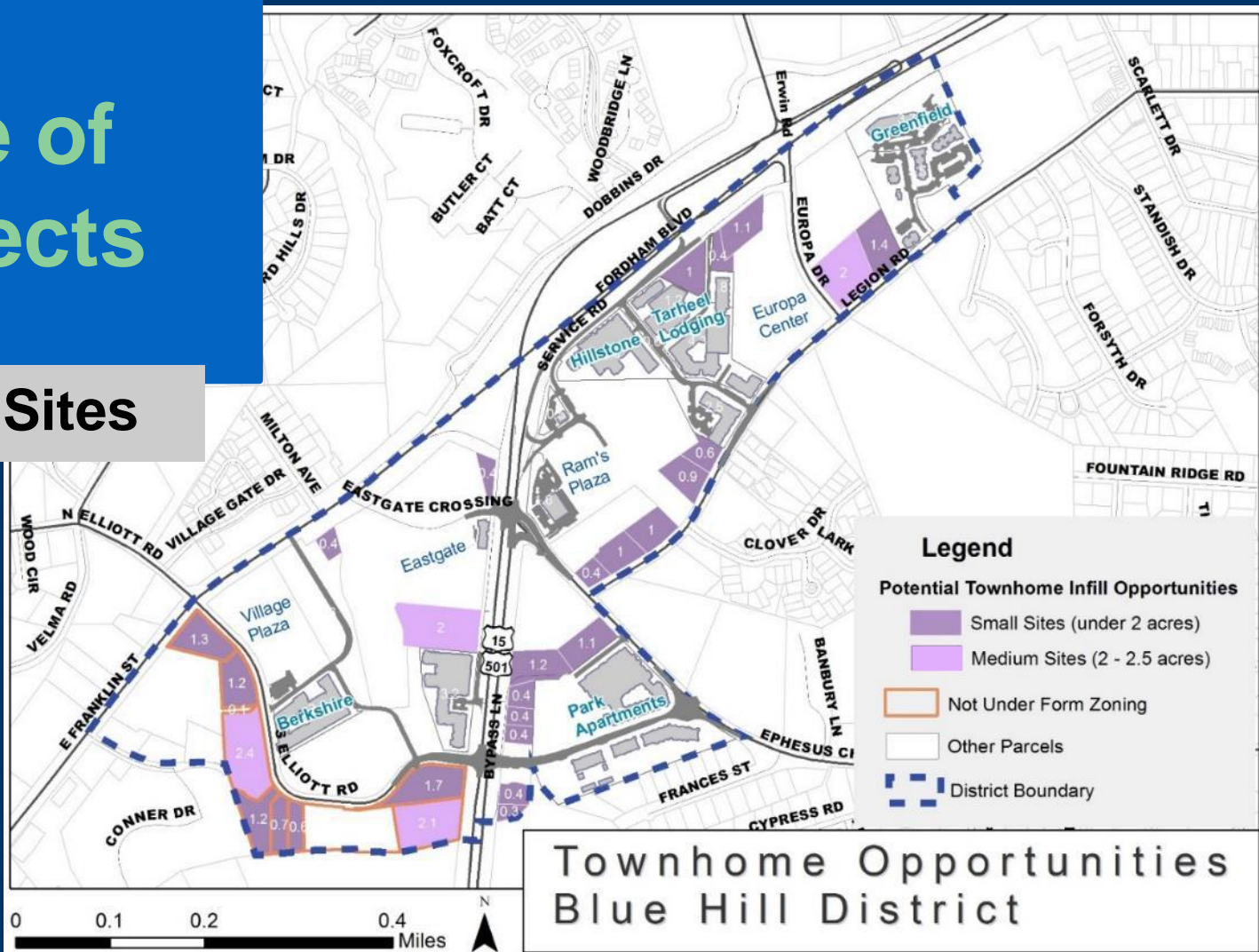
- Multifamily/Hotel/Office - 2.0 acres or more typically needed to support building, parking, and other site functions
- Townhome projects offer more flexibility in project size and layout



A

Size of Projects

Candidate Sites



A

Size of Projects

Stacked Townhomes

- Two units stacked vertically
- Private entrances at street level

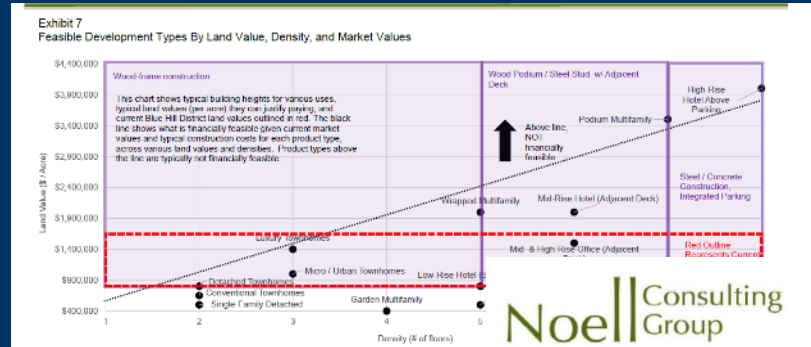


A

Size of Projects

Unintended Outcomes – Too Many Townhomes?

- Other uses that are viable in Blue Hill yield a higher return, per the Noell study
 - Mid-rise Office, Hotel
 - Wrapped Multifamily



B

Size of Townhome Units

Market Considerations

PRODUCT TYPE	VIABLE IN BLUE HILL?	SQUARE FOOT RANGE	SALES PRICE
 Micro/ Urban (Stacked)	YES	1,400 – 1,800	\$300,000 and up
 Conven- tional	NO	1,800 – 2,600	\$360,000 and up
 Luxury	YES	2,800 – 3,600	\$700,000 and up

B

Size of Townhome Units

Takeaway

- 1800 sq ft is the typical maximum for the Micro/Urban product type
- Setting it as the median unit size allows other product types

Unintended Outcomes – Units Too Large for ‘Missing Middle’?

- Don't expect to see units from 1800 – 2600 sq ft (Conventional product type, not feasible)

C

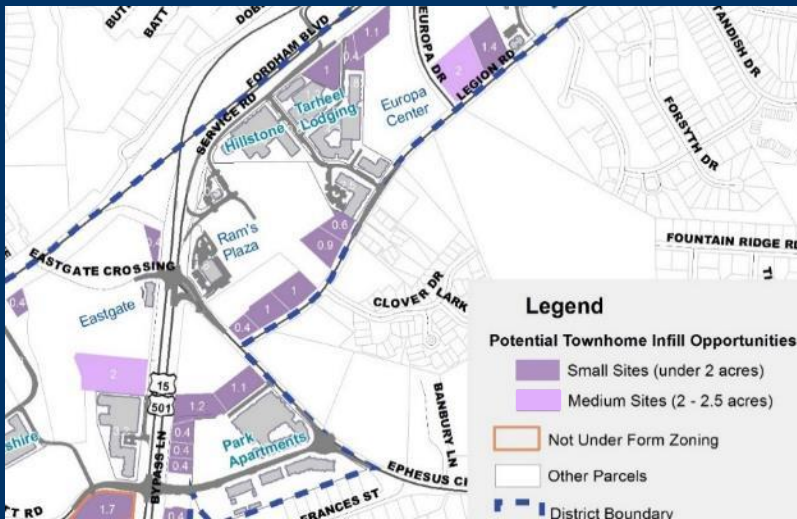
Phase-In – Sites Over 2 Acres

Unintended Outcomes –

Sites Penalized for Falling
Just Above Threshold?

Takeaway

- Create a ‘Phase-in’ with reduced commercial space for sites 2 - 2.5 acres
- Minimum 5% of building floor area or 10% of site floor area



D

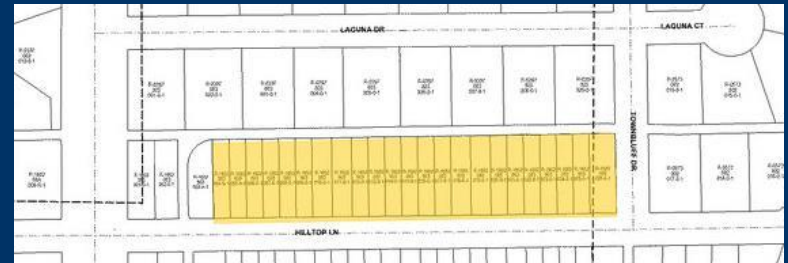
Lot Requirements

Current Standards

- 1700 sq ft
Min Net Land Area
- 20 ft Min Width
- Some townhomes may need even smaller lots

Proposed Adjustments

- For Attached Living –
Dimensions are measured for the townhome building, not individual lots/units



Recommended Text Amendments

1. Exempt 'small' townhome projects from nonresidential requirement

2.0 acres max

1800 sq ft
median unit size

2. Reduce nonresidential requirement for 'medium' townhome projects – 5% of building / 10% of site floor area

2 – 2.5 acres

1800 sq ft
median unit size

3. Adjust lot requirements to better reflect townhomes

Measured for townhome building as a whole

Engagement & Expertise

Public Information Meeting

Community Design Commission
(2 meetings)

Planning Commission
(2 meetings)

Town Council
*(Work Session, CCES,
Public Hearing)*

Tony Sease / Civitech

Noell Consulting

Town Urban Designer

Planning Dept

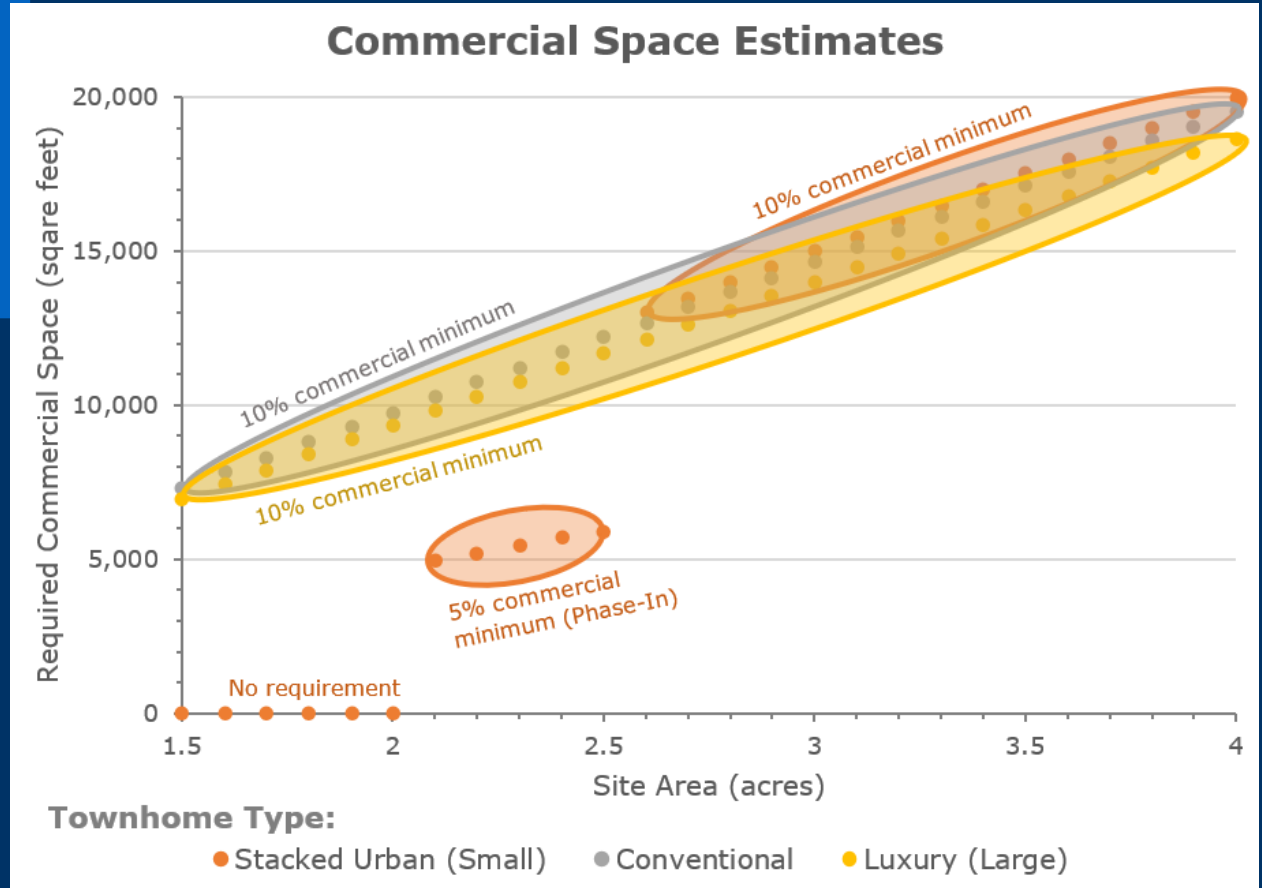
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C

Sites over 2 Acres

Possible
Development
Outcomes



Maximum Site Area Threshold

Possible Alternative

- Create a new Subdistrict where the townhome exemption applies
- Select sites that are good townhome opportunities – more predictability
- No maximum area needed

