



200 South Elliott Road - Conditional Zoning

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

Meeting Date: December 17, 2024

Project Overview

- McAdams, on behalf of Spike LLC (Owner) and Trinsic Residential Group (Developer) requests a rezoning to the Mixed Use-Village-Conditional Zoning District (MU-V-CZD) to build a mixed-use building.
- The proposal includes 330-335 multifamily units with a ground floor retail component in a five-story building.
- Five percent of the total units will be affordable at 65 percent Area Median Income (AMI), and another five percent at 80 percent AMI.
- The proposal anticipates a design compatible with those of the Blue Hill 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.

Staff Recommendation & Analysis

<input checked="" type="checkbox"/>	Staff recommend that Council approve the project following resolution of the issues identified below.
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- 1. Inclusionary Zoning:** Staff recommend that the applicant increase the share of affordable units that are being provided from 10 percent to 15 percent, with a mix of half at 65 percent AMI and half at 80 percent AMI.

The applicant offers to provide 5 percent of rental units at 80 percent of AMI and 5 percent of rental units at 65 percent of AMI. This proposal does not meet the affordability level sought by the Housing Advisory Board’s guiding principles for affordable housing in new rental development, which calls for 15 percent of units to be affordable at 60 percent AMI.

- 2. Connected Roads Plan:** Staff recommend that Council evaluates how acceptable a mixed-use path is as an alternative to vehicular access.


The connected roads plan anticipates a full roadway connection from Couch Road to South Elliot Road. The applicant is proposing a multi-use path as an alternative. A road meeting town standards that could serve as a full connection would require a new site plan and would likely require compromises on multiple aspects of the development including height, density, impervious surface, and affordable housing.

- 3. Modifications to Regulations:** Staff recommend that Council approve all requested modifications to regulations.

Staff have reviewed all requested modifications to regulations and find that the public purpose is served to an equivalent or greater degree by the requested modifications. All modifications are shown in Ordinance A and the applicant materials.

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

<input checked="" type="checkbox"/>	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 a large infill site located in the Blue Hill District, with nearby transit and greenway connections. 	
<input checked="" type="checkbox"/>	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 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. 	
<input type="checkbox"/>	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 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. 	
<input checked="" type="checkbox"/>	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. 	
<input checked="" type="checkbox"/>	Goal 4: Plan for Excellence in the Public Realm and Placemaking	
	<ul style="list-style-type: none"> Has the applicant consulted with the Town Urban Designer? If so, reference their assessment. The urban designer’s assessment is currently being drafted and will be provided to Council. 	

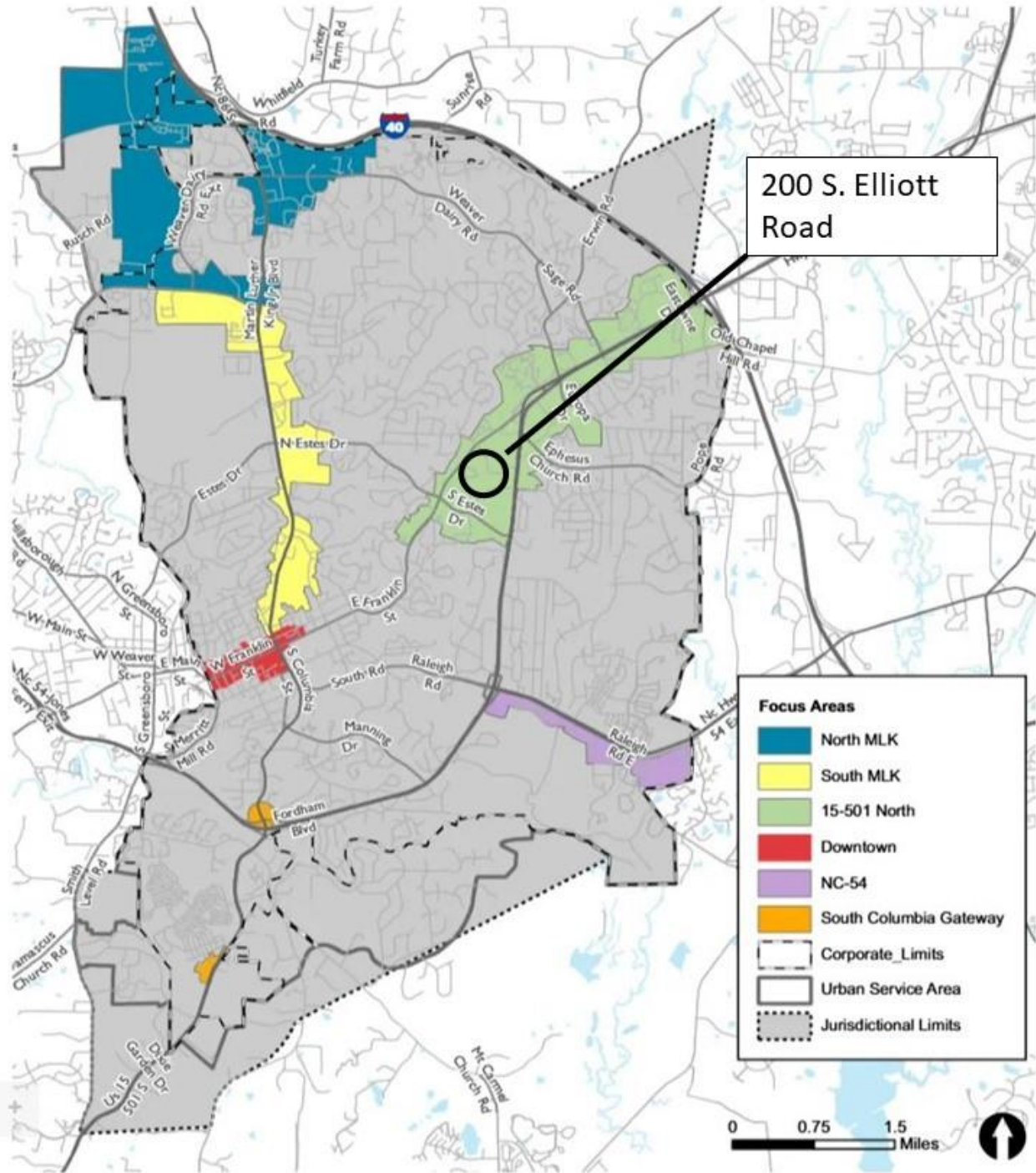
Public Engagement

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: Town Planning and Transportation staff find that the improvements included in Ordinance A and the Blue Hill District will sufficiently mitigate the increased trips generated by this project.

Project Location



Attachments

Applicant Materials

1. Applicant's Requested Modifications to Regulations and Statements
2. District-Specific Plan
3. Other Applicant Materials

Staff and Advisory Board Materials

4. Transportation Impact Analysis Executive Summary

Draft Ordinance and Resolutions

5. Resolution A – Consistency and Reasonableness
6. Ordinance A – Approving the Application