



LONG-RANGE PLANS EVALUATION

Aura South Elliott

The following report provides an evaluation by Planning Staff of the Concept Plan site, based on long-range planning considerations.

PROPERTY ADDRESS 200 S. Elliott Road	APPLICANT McAdams on behalf of Trinsic Residential Group	CURRENT ZONING DISTRICT Office/Institutional-2 (OI-2); Residential-5 (R-5)
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EXISTING LAND USE Office	PROPOSED LAND USE Multifamily
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SURROUNDING PROPERTIES – EXISTING LAND USES
 North: Retail; Senior living
 South: Retail; Multifamily
 East: Retail; Multifamily
 West: Office

FUTURE LAND USE MAP (FLUM) FOCUS AREA North 15-501 Corridor	FLUM SUB-AREA B
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OTHER APPLICABLE ADOPTED PLANS

<input checked="" type="checkbox"/> Mobility and Connectivity Plan	<input checked="" type="checkbox"/> Cultural Arts Plan
<input checked="" type="checkbox"/> Parks Comprehensive Plan	<input checked="" type="checkbox"/> Stormwater Management Master Plan
<input checked="" type="checkbox"/> Greenways Master Plan	<input checked="" type="checkbox"/> Climate Action and Response Plan
<input type="checkbox"/> Chapel Hill Bike Plan	<input type="checkbox"/> West Rosemary Street Development Guide
<input type="checkbox"/> Central West Small Area Plan	

SUMMARY OF PLAN CONSIDERATIONS AFFECTING THE SITE
 Map excerpts on following pages demonstrate the Plan Considerations listed below. The location of the Concept Plan site is marked with the  symbol.

Future Land Use Map (FLUM)

- Sites within the North 15-501 Corridor are designated for high intensity uses that “balance its role as a gateway to Town from points east and a destination that draws residents, employees, shoppers, and visitors from elsewhere.” Employment centers within proximity to future transit stops are encouraged in this area.
- Multifamily residential, Multifamily/Shops/Offices, Commercial/Office, and Parks/Gathering Spaces are listed as *Primary (predominate) Uses* for the Sub-area.
- Institutional/University/Civic and Townhouses/Residences are listed as *Secondary Uses* for the Sub-area (allowed, but not predominate).
- Typical building height guidance for the sub area is 4-6 stories.
- The frontage along Elliott Road is designated as an *Activated Street Frontage*. The suggested building height is 6 stories, and buildings should engage with the street without parking located in between.

Mobility and Connectivity Plan

- The Mobility and Connectivity Plan recommends bike lanes for the site's frontage along Elliott Road.
- The Plan also recommends multi-use paths along major roadways in the 15-501 corridor, and significant transit-oriented improvements such as dedicated transit lanes in the center median of US 15-501.
- The site is located near the proposed "Eastern Explorer" bicycle/pedestrian priority corridor.

Parks Comprehensive Plan

- The site is within the Neighborhood Park service area of Pritchard Park.
- The site is within the Community Park service area of Community Center Park as well as a proposed Community Park near Ephesus Church Road.

Greenways Master Plan

- The site is located in close proximity to the Lower Booker Creek Trail. The Plan does not identify any other greenway opportunities impacting this location.

Chapel Hill Bike Plan

- Mapping of future bike facilities in the Bike Plan is superseded by the Mobility and Connectivity Plan. The Bike Plan provides some additional detail on facility design.

Stormwater Management Master Plan

- The site is located in the Lower Booker Creek Subwatershed (BL10). The applicant should **coordinate with Chapel Hill's Stormwater Management Division** to understand relevant stormwater considerations.

Climate Action and Response Plan

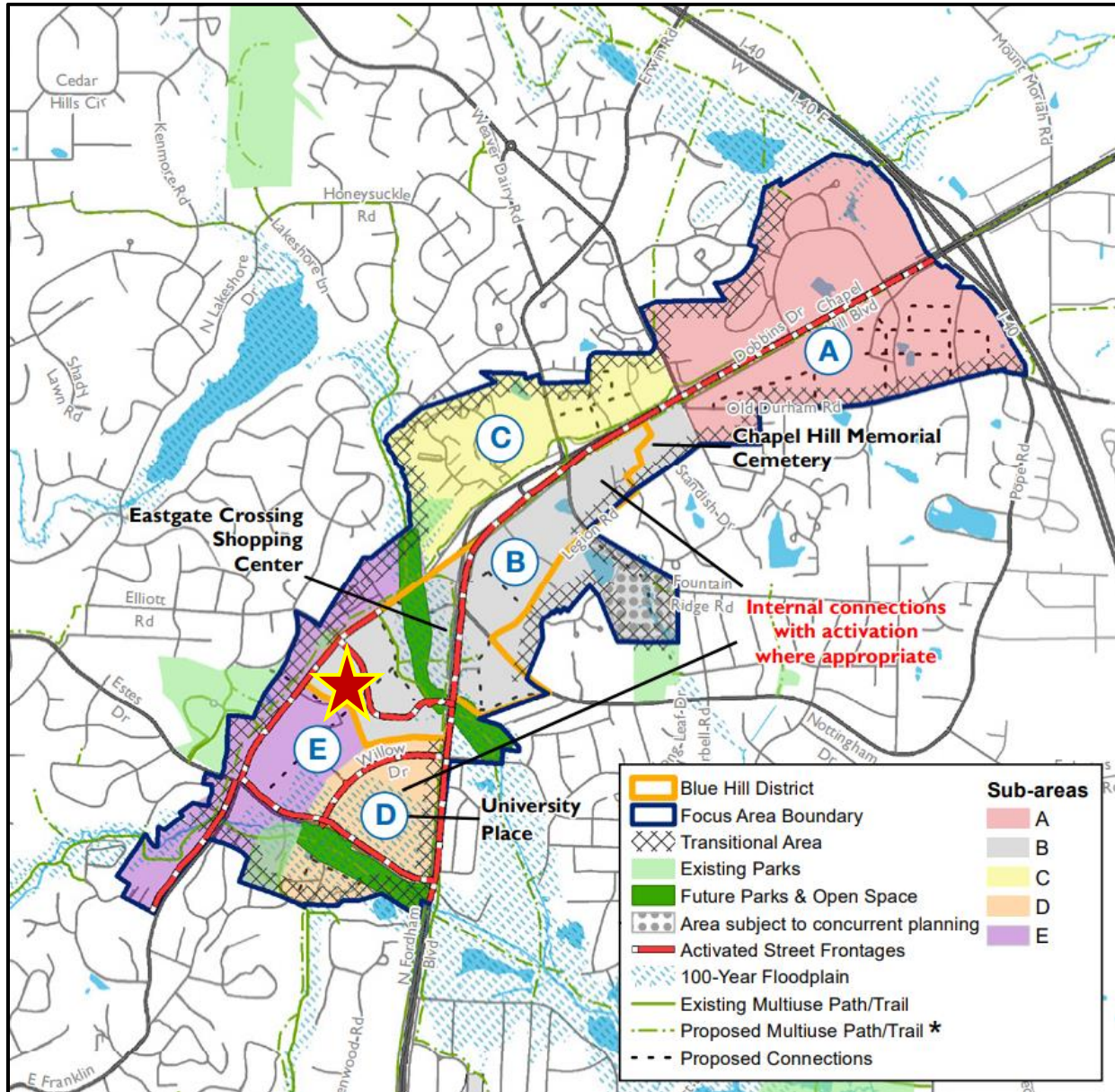
(Note: no map excerpt provided, as the Plan is generally text-based)

- Developing the site in accordance with the Future Land Use Map and Mobility Plan would contribute to the following Plan actions:
 - Create walkable, bikeable, transit-served neighborhoods
 - Increase bicycling, walking, and transit use
- Conditions for development could contribute to the other actions in the plan such as:
 - Increase transit ridership and implement Bus Rapid Transit
 - Net-zero emissions for new construction
 - Create a town-wide EV charging station network
 - Protect water quality, natural, and agricultural resources
 - Enhance green infrastructure

CONCEPT PLAN REPORT

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Future Land Use Map (Excerpt)



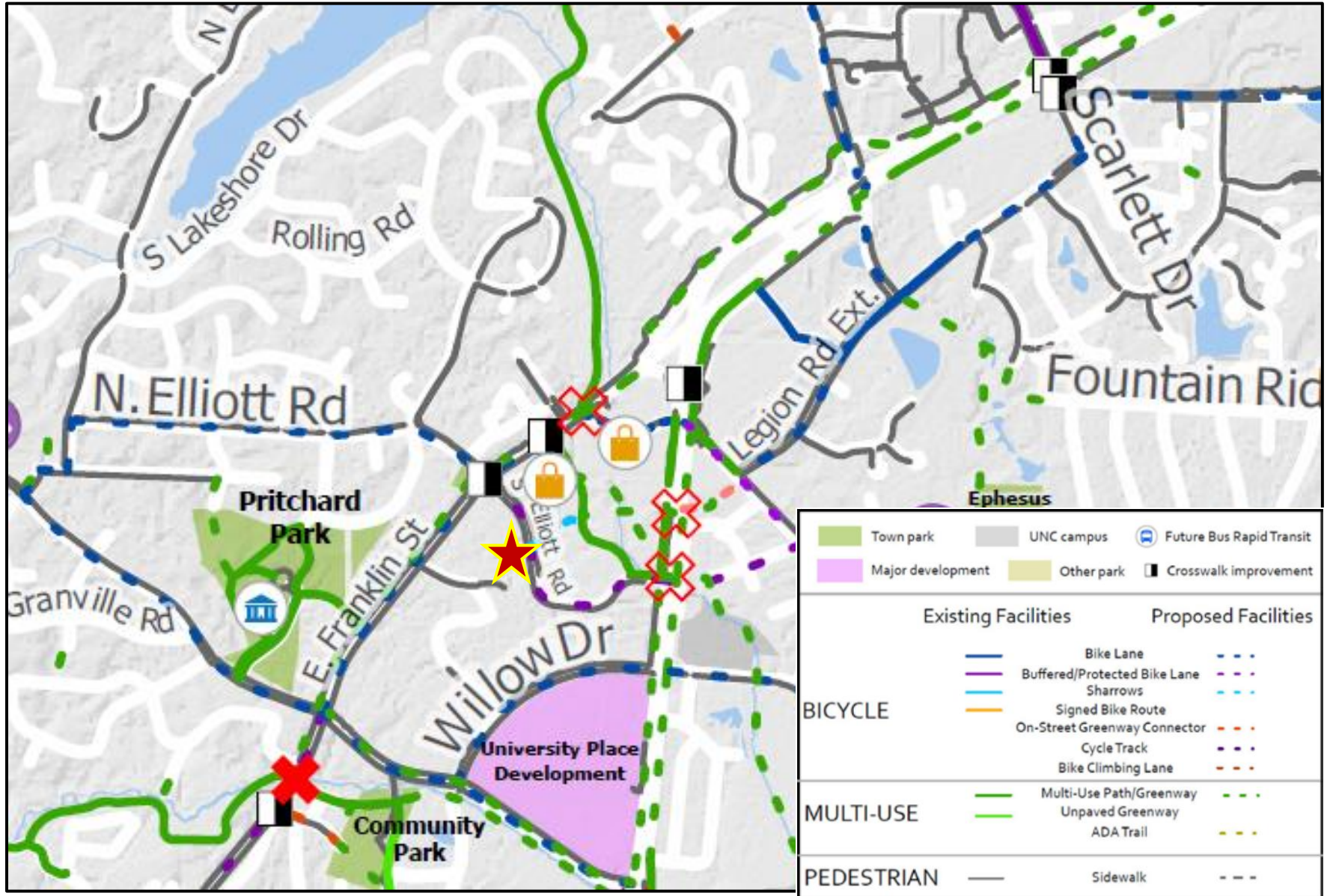
	Sub-Area B
Multifamily, Shops & Offices	●
Multifamily Residential	○
Commercial/Office	●
Parks and Green/Gathering Spaces	●
Townhouses & Residences	○
Institutional/University/Civic	○
Typical Height	4 stories
Transitional Area Height	Up to 4 stories
Activated Street Frontage Height	6 stories

● Primary (predominant land uses) ○ Secondary (appropriate, but not predominant)

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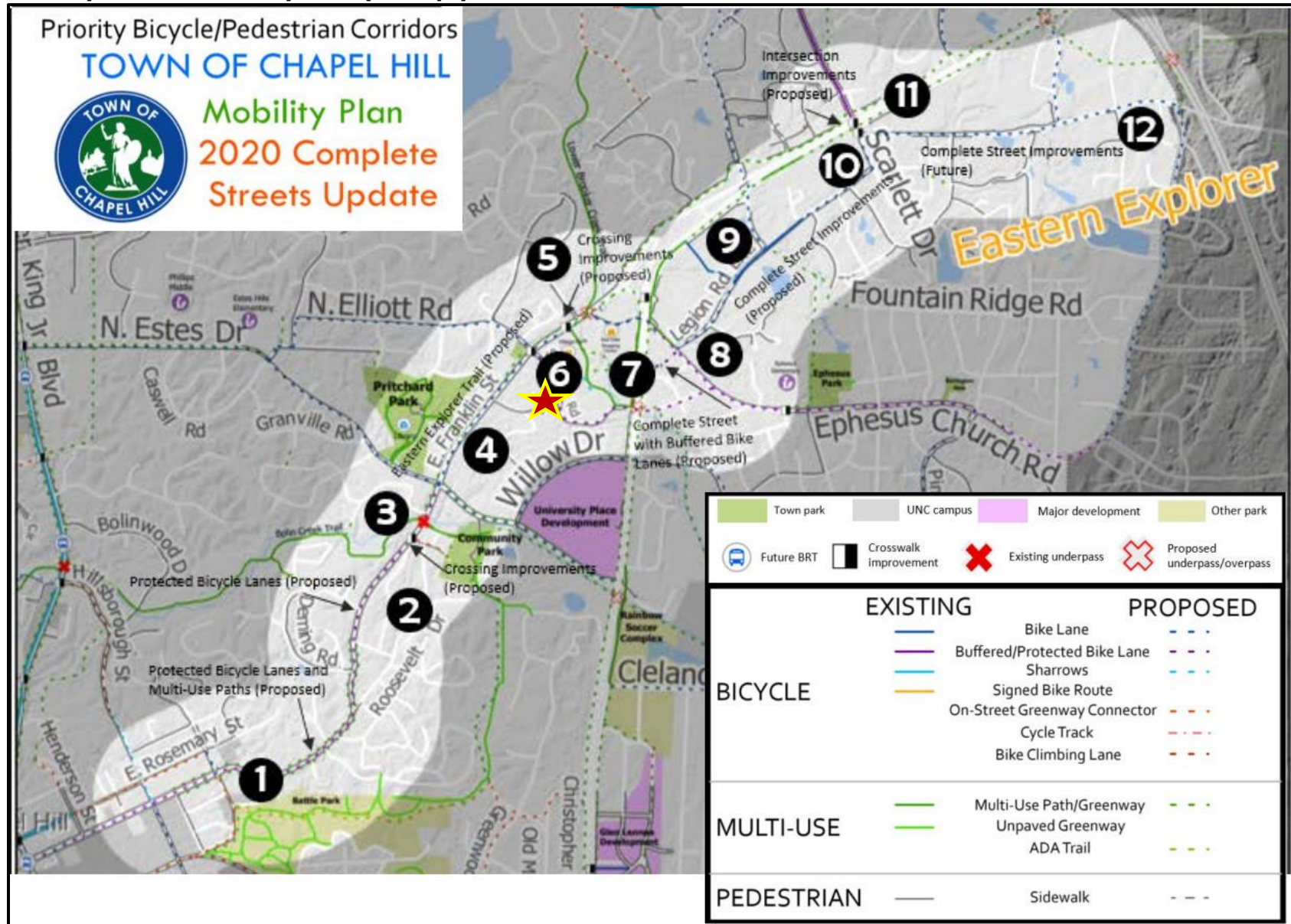
Mobility and Connectivity Plan (Excerpt)



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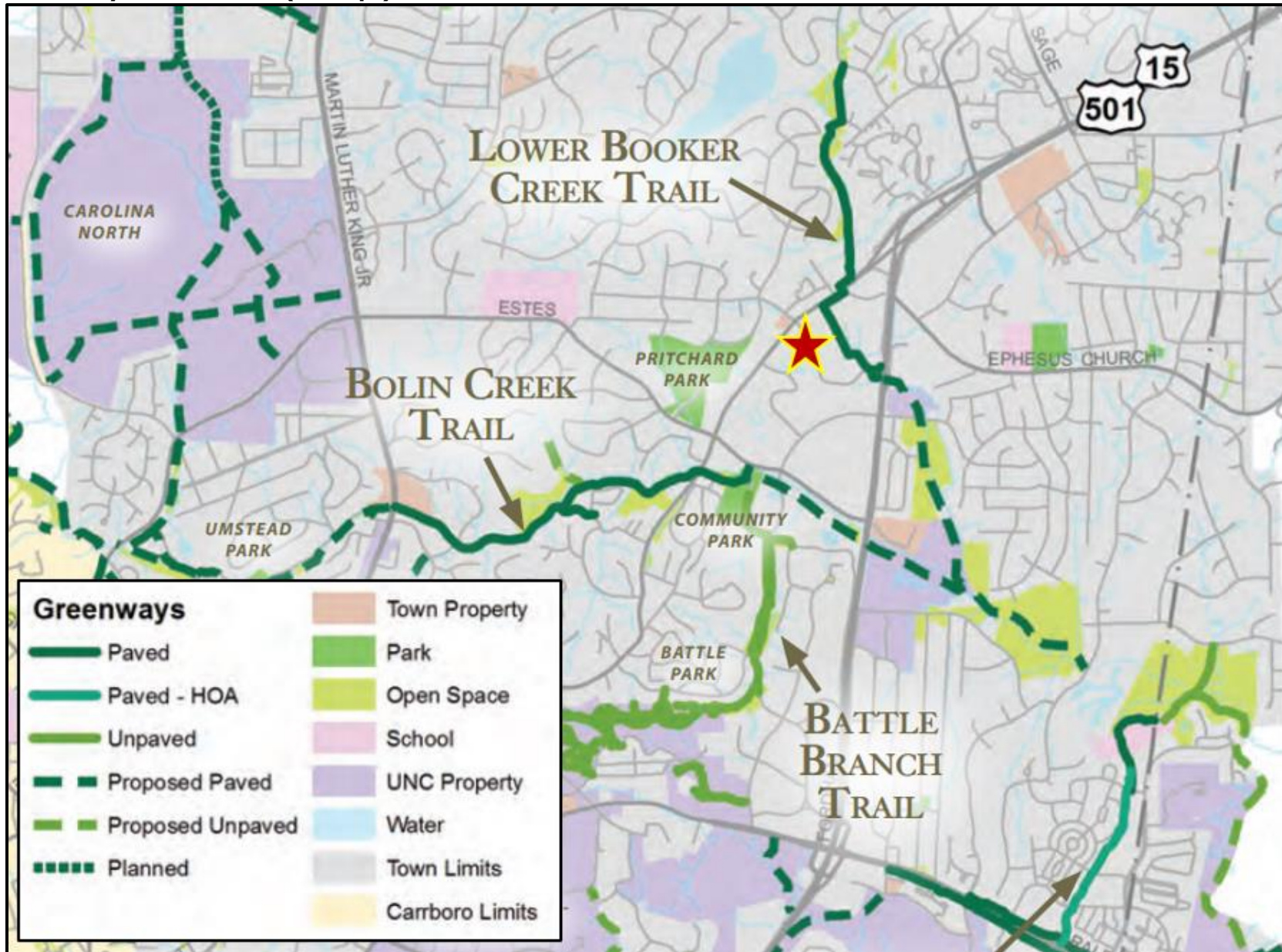
Mobility and Connectivity Plan (Excerpt)



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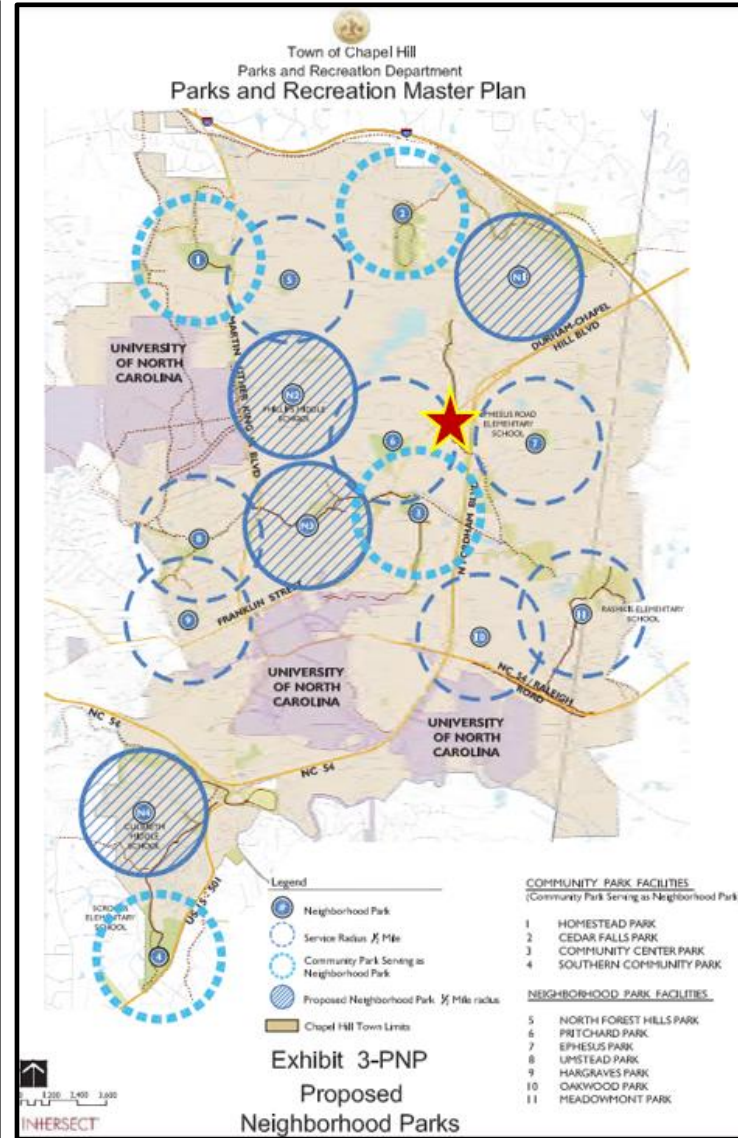
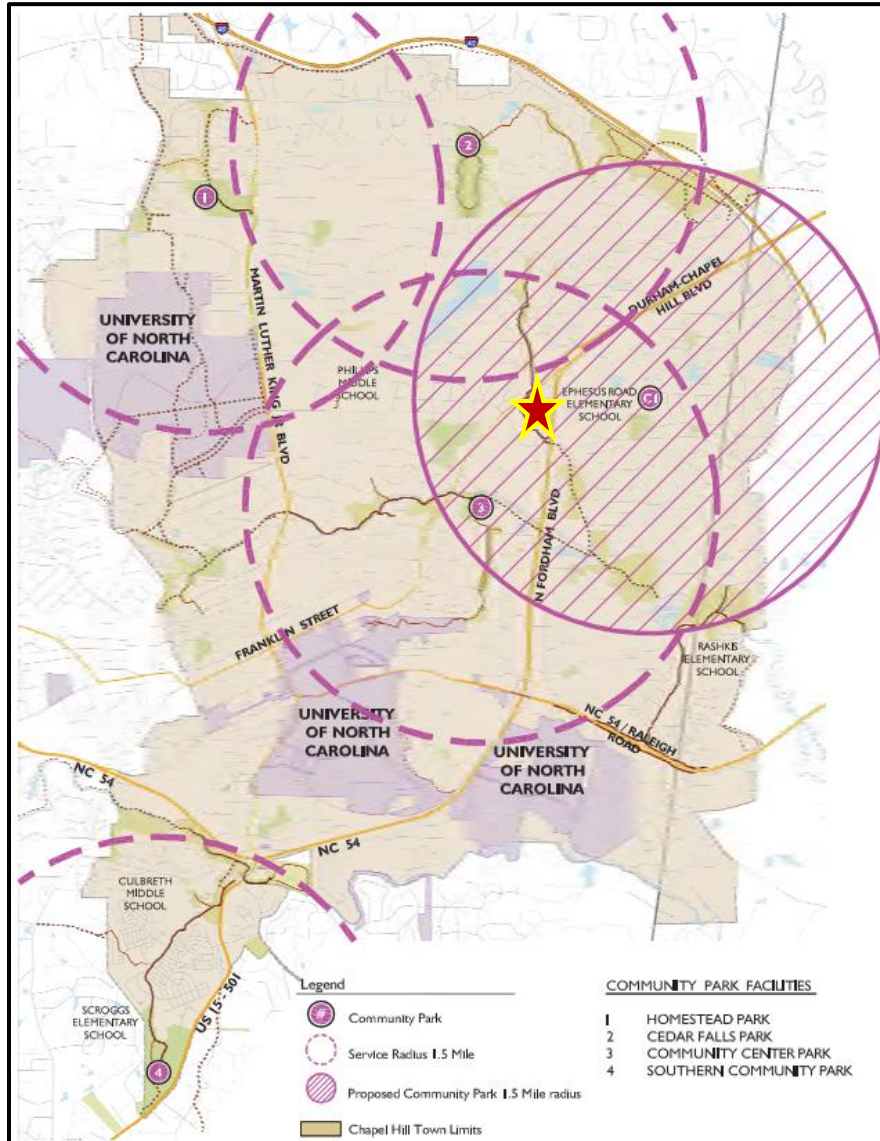
Greenways Master Plan (Excerpt)



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Parks Comprehensive Plan (Excerpt)



Stormwater Management Master Plan (Excerpt)

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