



200 South Elliott Road - Conditional Zoning

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

Meeting Date: April 9, 2025

Manager Recommendation

The Town Manager recommends Council consider the project and consider approval of all requested modifications to regulations , subject to the conditions in Revised Ordinance A.
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Updates since the January 15th, 2025 Legislative Hearing

1. Dwelling Units:

The applicant has revised the range of dwelling units to a range between 315 to 350 units. The previous range of units was between 320 to 340 units.

2. Affordable Housing:

The applicant has revised their affordable housing plan. The applicant is now offering several options for Council's consideration:

- Five percent of units at 65 percent of Area Median Income
- \$1.125 million payment-in-lieu for affordable housing (\$75,000 per unit at 5 percent affordable units)
- No affordable housing or payment-in-lieu and increased commercial space

3. Retail Space:

The applicant has reduced the minimum commercial space proposal to 4,000 square feet. The previous minimum commercial space proposal was 11,000 square feet.

4. Climate Action Commitments:

The applicant has revised the electric vehicle (EV) charging commitment from 25 percent of spaces as EV-Ready to 25 percent of spaces as EV-capable.

5. Tree Canopy:

The applicant has increased their proposed tree canopy from 14 percent to 18 percent.

Project Overview

- McAdams, on behalf of Spike LLC (Owner), 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 applicant has several options on housing affordability for Town Council to consider.
- The proposal anticipates a design compatible with the Blue Hill Zoning District located across the street by constructing a street frontage that complies with the Blue Hill streetscape requirements and promoting an urban atmosphere and higher density a.

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 an infill and redevelopment 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 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. 	
<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"> Planning staff and the applicant have discussed the plan with the Town’s Urban Designer. Please see the 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 Revised Ordinance A and the Blue Hill District will sufficiently mitigate the increased trips generated by this project.

Project Location

