




**CONCEPT PLAN REVIEW: AURA SOUTH ELLIOTT, 200 S. ELLIOTT ROAD
(Project #CP-23-1)**

STAFF REPORT TOWN OF CHAPEL HILL PLANNING DEPARTMENT
 Britany Waddell, Director
 Judy Johnson, Assistant Director
 Corey Liles, Planning Manager

PROPERTY ADDRESS	MEETING DATE	APPLICANT
200 S. Elliott Road; 1 and 3 Couch Road	March 22, 2023	Katherine Murdoch, McAdams, on behalf of Trinsic Residential Group
<p>STAFF RECOMMENDATION</p> <p>That the Council adopt the attached resolution transmitting comments to the applicant regarding the proposed development.</p>		
<p>PROCESS</p> <p>Council hears from the applicant, receives comments from the Community Design Commission, hears public comments, and offers suggestions to the applicant.</p> <p>Because this review is a Concept Plan submittal, statements by individual Council members this evening do not represent an official position or commitment on the part of a Council member with respect to the position he or she may take when and if the Council considers a formal application.</p>	<p>PROJECT LOCATION</p> 	
<p>PROJECT OVERVIEW</p> <p>The approximately 4.2-acre site is located near the Village Plaza shopping center and Berkshire Chapel Hill apartments. Zoning for the site is Office/Institutional-2 (OI-2) and Residential-5 (R-5).</p> <p>The proposal includes demolition of the existing building and construction of a 5-story multifamily project with structured parking and amenities.</p> <p>The proposal would require a rezoning. A Conditional Zoning review is typically necessary for the formal application.</p>	<p>ATTACHMENTS</p> <ul style="list-style-type: none"> • Long-Range Plans Evaluation • Draft Staff Presentation • Resolution A, Transmitting Council Comments • Community Design Commission Comments • Applicant Materials • Applicant Draft Presentation 	



Long Range Plans Evaluation

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

PROPERTY ADDRESS	CURRENT ZONING DISTRICT
200 S. Elliott Road; 1 and 3 Couch Road	Office/Institutional-2 (OI-2) and Residential-5 (R-5)
EXISTING LAND USE	PROPOSED LAND USE
Office/Institutional	Multifamily Residential
SURROUNDING PROPERTIES – EXISTING LAND USES	
<p>North: Bank; Senior living (Signature Healthcare)</p> <p>South: Retail; Multifamily (Sunstone Apartments)</p> <p>East: Retail; Multifamily (Village Plaza, Elliott Square, Berkshire Chapel Hill)</p> <p>West: Office</p>	
APPLICABLE ADOPTED PLANS	
<input checked="" type="checkbox"/> Future Land Use Map <input checked="" type="checkbox"/> Mobility and Connectivity Plan <input checked="" type="checkbox"/> Parks Comprehensive Plan <input checked="" type="checkbox"/> Greenways Master Plan <input type="checkbox"/> Chapel Hill Bike Plan	<input checked="" type="checkbox"/> Cultural Arts Plan <input checked="" type="checkbox"/> Stormwater Management Master Plan <input checked="" type="checkbox"/> Climate Action and Response Plan <input type="checkbox"/> West Rosemary Street Development Guide <input type="checkbox"/> Central West Small Area Plan
SUMMARY OF PLAN CONSIDERATIONS AFFECTING THE CONCEPT PLAN SITE	
<p>Map excerpts on following pages demonstrate the Plan Considerations listed below. The location of the Concept Plan proposal is marked with the  symbol.</p>	
<u>Future Land Use Map (FLUM): North 15-501 Corridor, Sub-Area B</u>	
<ul style="list-style-type: none"> • 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 <i>Primary (predominate) Uses</i> for the Sub-area. • Institutional/University/Civic and Townhouses/Residences are listed as <i>Secondary Uses</i> 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 <i>Activated Street Frontage</i>. The suggested building height is 6 stories, and buildings should engage with the street without parking located in between. 	
<u>Mobility and Connectivity Plan</u>	
<ul style="list-style-type: none"> • 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

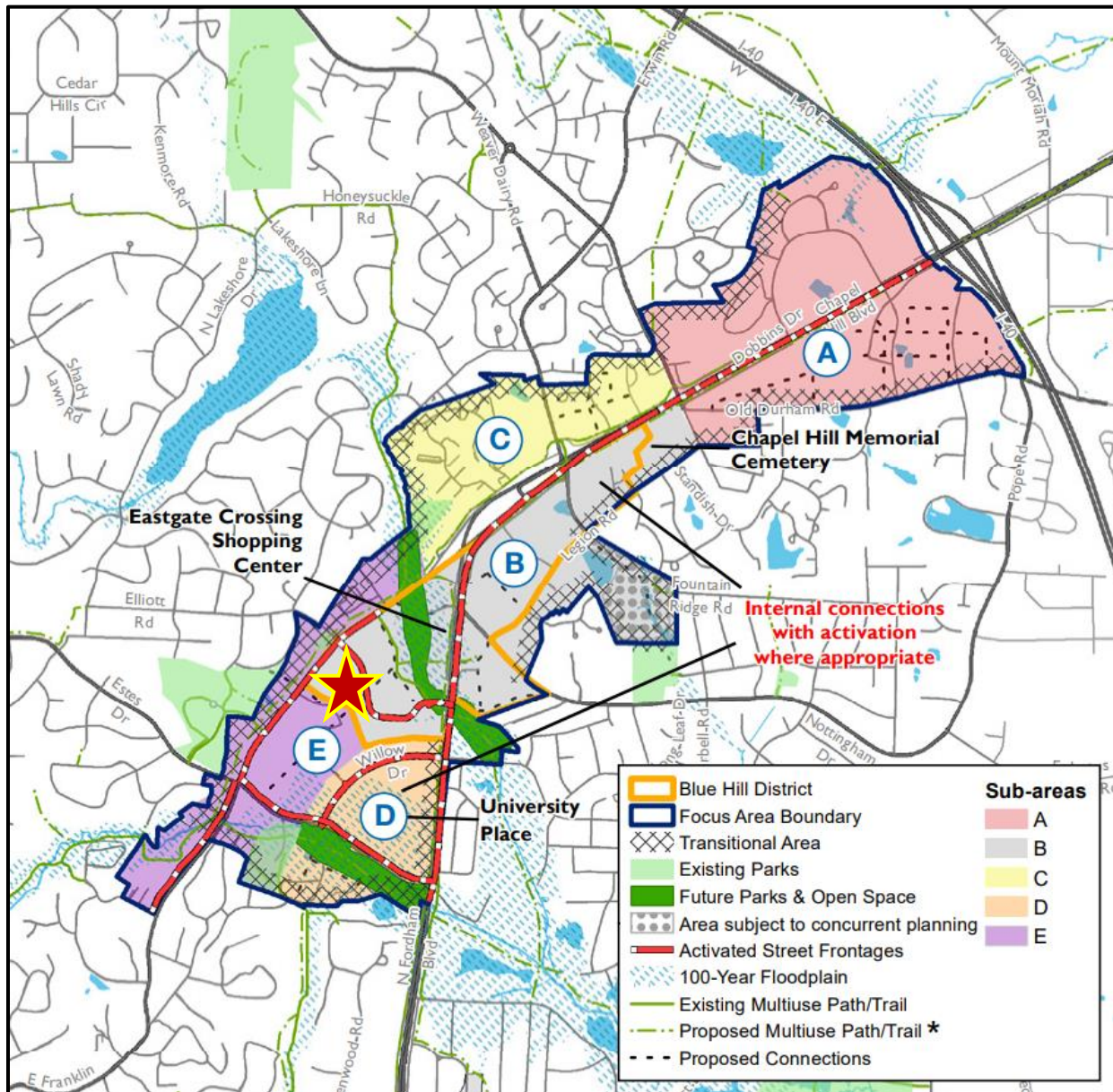
(Note: no map excerpt provided, as the Plan is generally text-based)

- 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

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Aura South Elliott

Future Land Use Map (Excerpt)

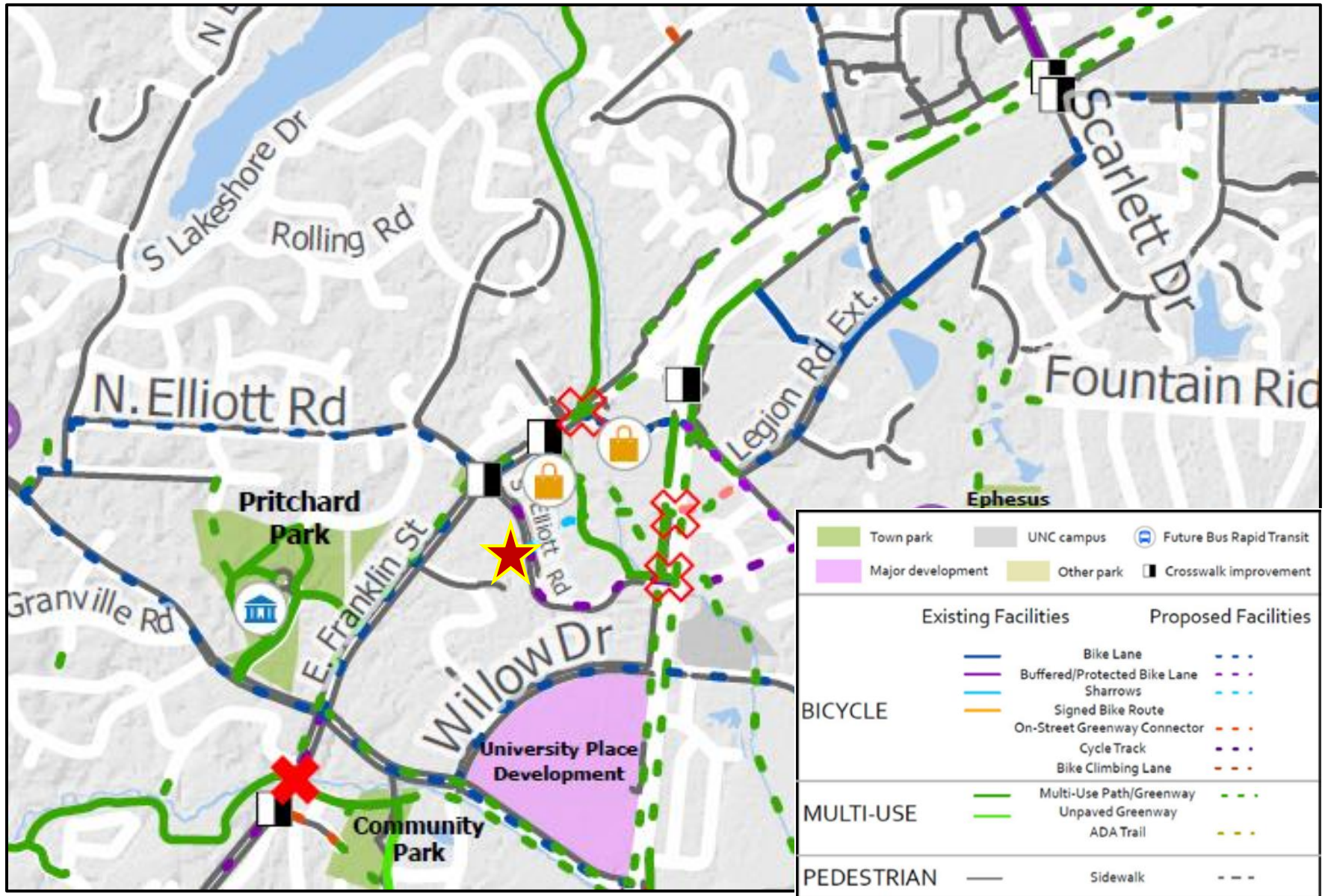


	Sub-Area B
Multifamily, Shops & Offices	●
Multifamily Residential	○
Commercial/Office	●
Parks and Green/Gathering Spaces	●
Townhouses & Residences	○
Institutional/University/Civic	○
Typical Height	4 stories
Transitional Area Height	Up to 4 stories
Activated Street Frontage Height	6 stories
● Primary (predominant land uses) ○ Secondary (appropriate, but not predominant)	

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Aura South Elliott

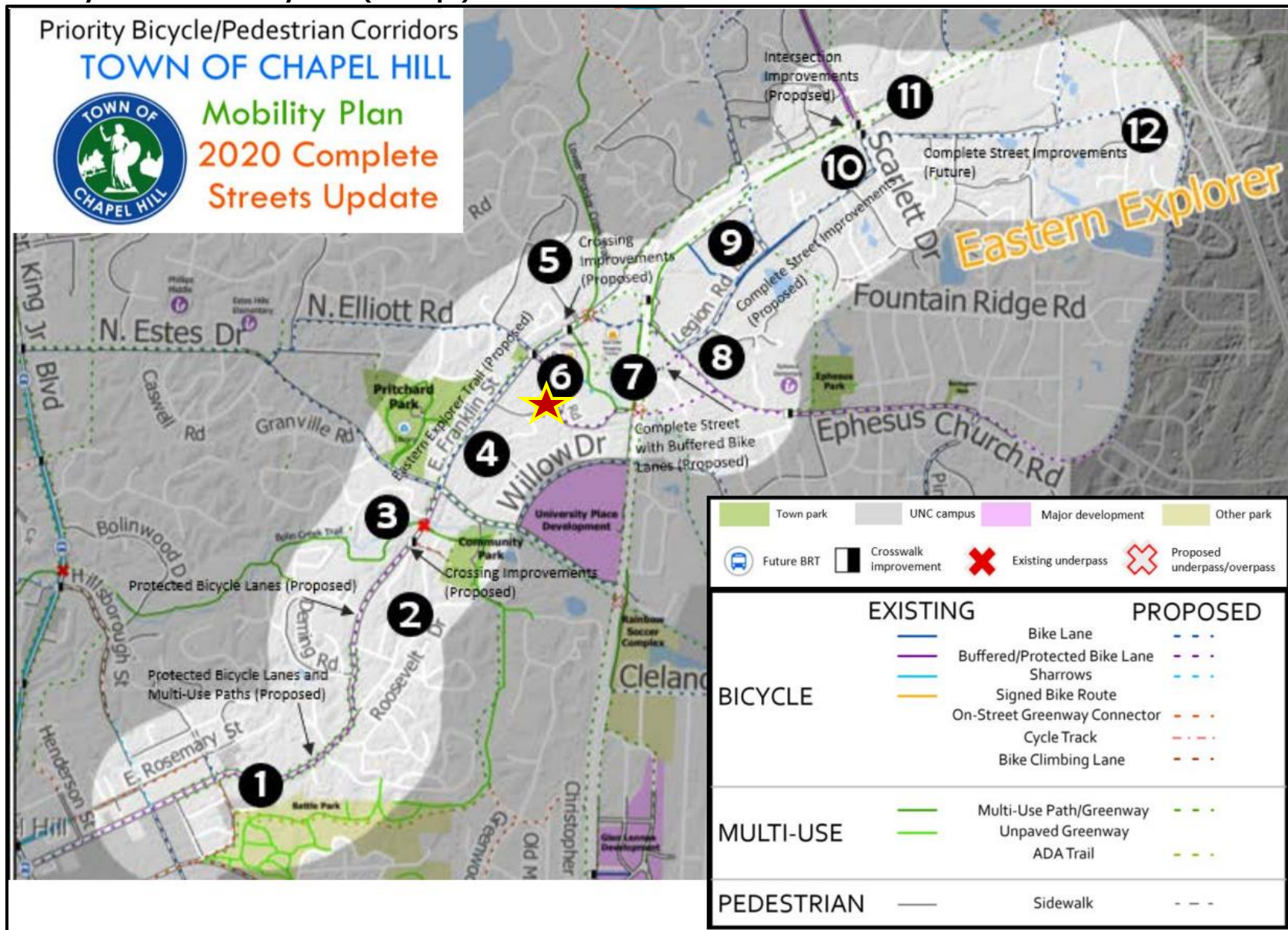
Mobility and Connectivity Plan (Excerpt)



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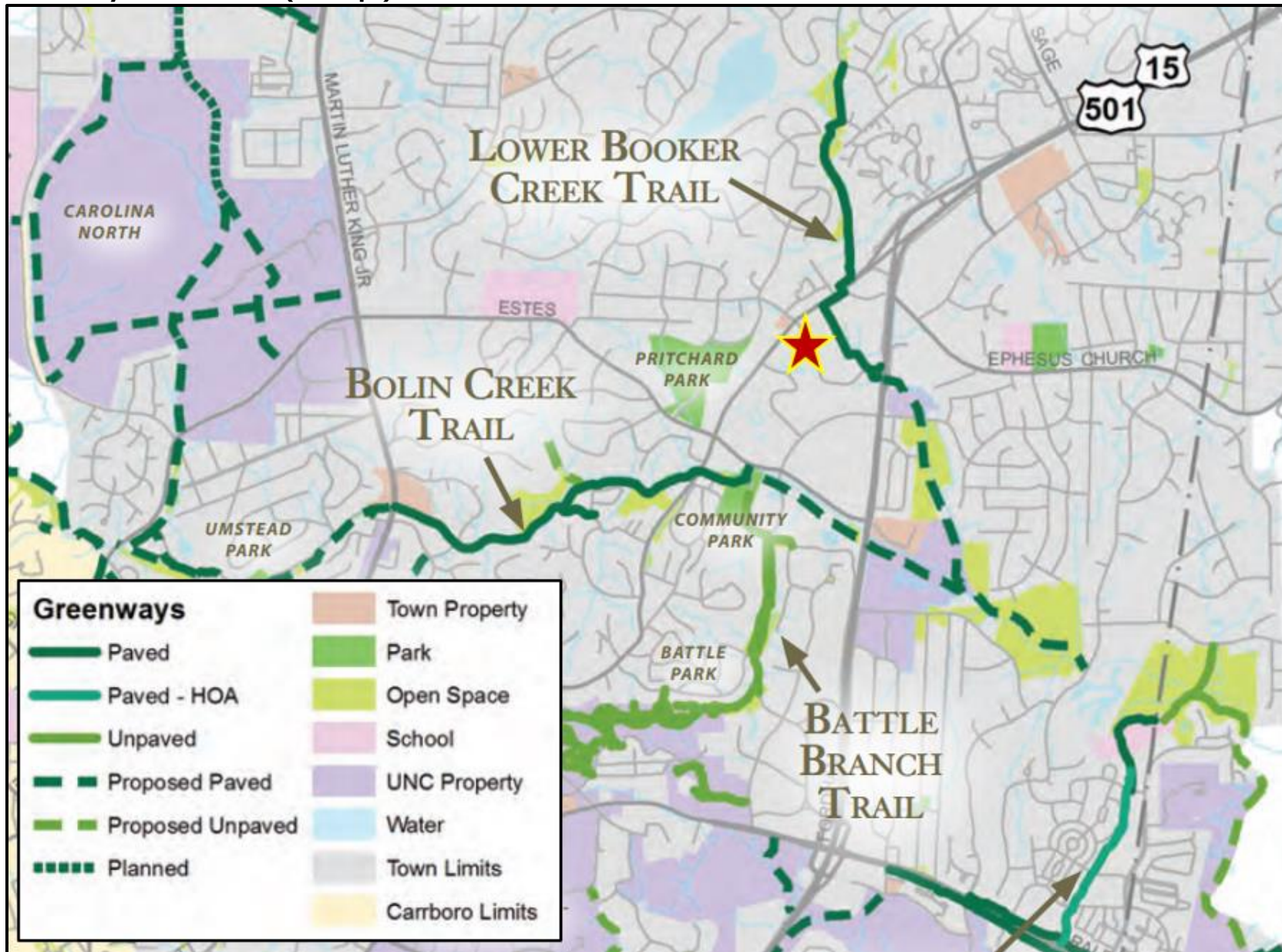
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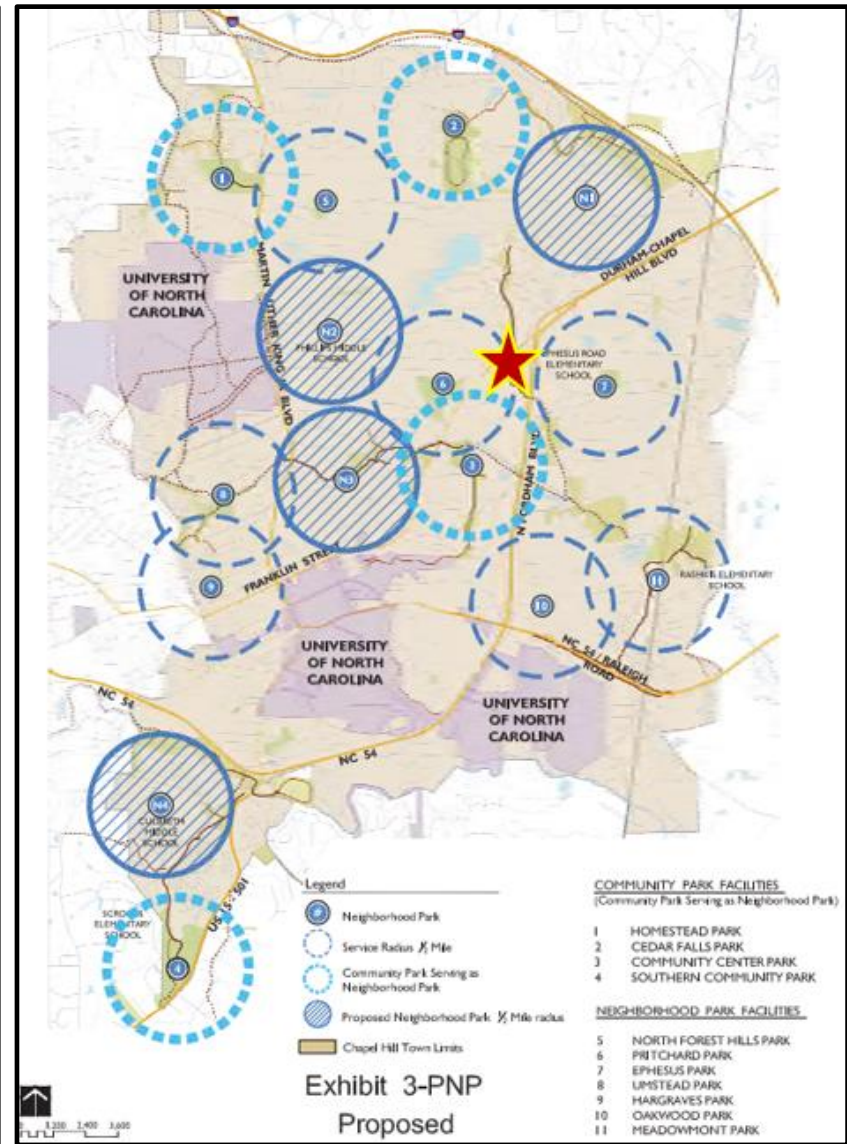
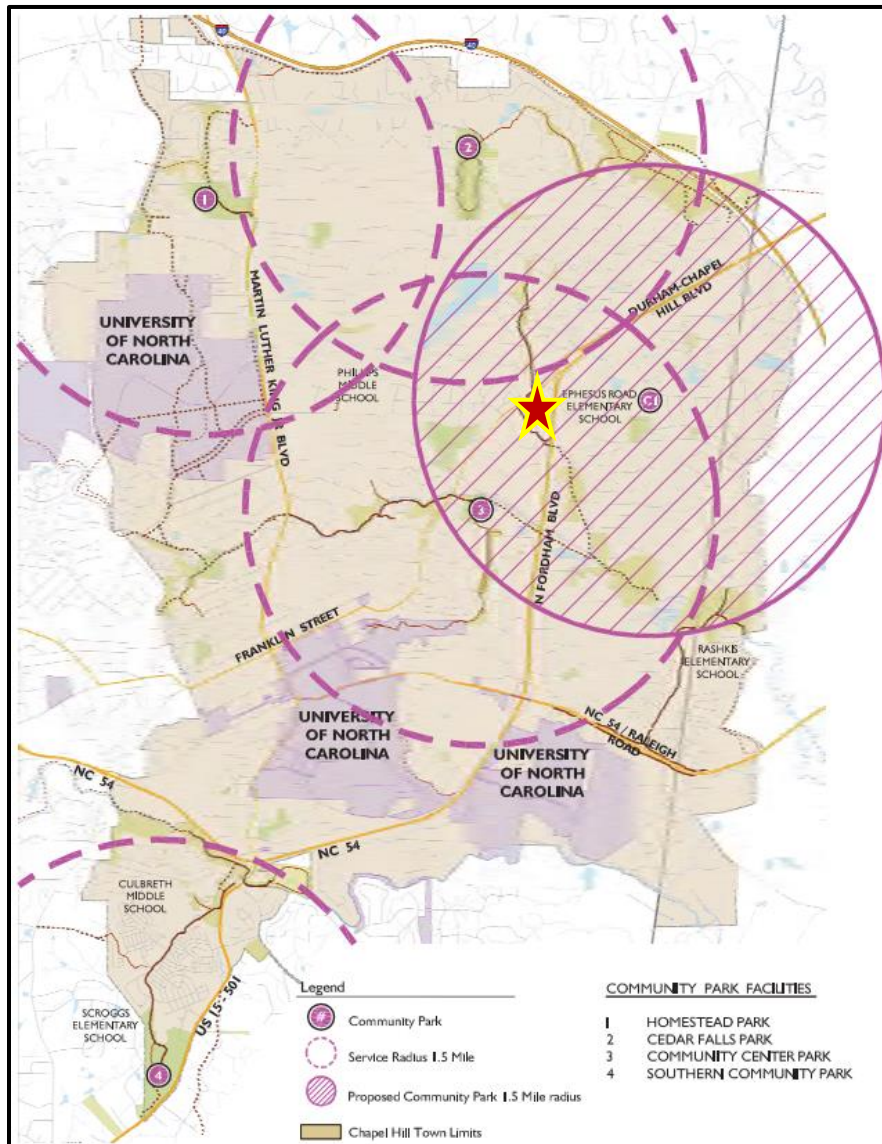
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Parks Comprehensive Plan (Excerpt)



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Stormwater Management Master Plan (Excerpt)

