



**“AURA SOUTH ELLIOTT” Apartment Community at 200 S. Elliott Rd.**

**Concept Plan Submittal, Chapel Hill, NC**

January 24, 2023

1. Developer’s Program
2. Statement of Compliance with Comprehensive Plan
3. Statement of Compliance with Design Guidelines
4. Statement on Affordable Housing Program

**1. DEVELOPER’S PROGRAM**

**Introduction**

This is a request for review of the Aura South Elliott Concept Plan submittal for review by the Chapel Hill Town Council and, if applicable, the Community Design Commission and Housing Advisory Board.

The proposed apartment community is located on three parcels that are within the Blue Hill District but which are currently zoned OI-2 and R-5 and will need to be rezoned to either WR-7 (a Blue Hill zone) or R-6 Conditional to accommodate the proposed development. One parcel is located on the west side of South Elliott Road and two adjacent parcels are located on Couch Rd, which intersects with East Franklin Street.

The developer proposes a five-story apartment building with urban-style street frontages, tree-lined sidewalks and landscaped semi-public spaces on the 4.24-acre assemblage. The proposed design offers an opportunity to create a stand-alone parcel for affordable housing and/or work space that serves special-needs populations. All the buildings would be close to both local transit on South Elliott Road and local/regional transit on East Franklin Street, and pedestrian connections will be created between Couch Road and South Elliott Road.



**Statement & Vision:**

The proposed development will complement nearby Blue Hill mixed-use and retail properties on South Elliott Road to create a tree-lined urban streetscape along South Elliott Road. It will further the long-term vision set forth in the Blue Hill District for a mixed-use, walkable area with transit access and quality public spaces.

The irregular lot configuration and topography, along with the presence of an intermittent stream, present an opportunity to create a quality semi-public space that is accessible from Elliott Road and pedestrian connections between Elliott Road and Couch Road. The proposal includes buildings that look and feel like multiple buildings rather than a dominant wrapped-deck monolith. We do not expect the parking deck to be visible from the right of way.

The development proposes 330 multi-family dwelling units and a parking deck with 495 spaces. In addition, the developer is eager to work with a non-profit organization to create affordable housing and possibly work space for special needs populations that are currently underserved in Chapel Hill.

**General Site Layout and Building Orientation**

The property is approximately 4.24 acres. It is located on the west side of South Elliott Road and at the northeast end of Couch Road. The properties are contiguous, and both fall within the Blue Hill District. The primary frontage of the urban-style building with tree-lined sidewalks will face South Elliott Road, across from the Berkshire Chapel Hill mixed-use building and would include a semi-public park. The park would be designed around a currently unremarkable intermittent stream, enhancing its overall aesthetic by incorporating features of a rain garden or similar feature, along with sitting areas and shade trees.

The north edge of the property is bounded by a private street that borders the Citizens Bank property to the north and provides access to Signature senior living facility to the west. This development proposes reducing the size of this wide private street, enhancing the public realm and slowing cars as they enter the adjacent projects.



### **Site Access and Circulation**

The South Elliott Road frontage provides pedestrian access to multiple entry points in the building façade. Access to the parking deck would be provided from South Elliott Road and from a private driveway behind the building, accessed from the private street to the north. The buildings on the Couch Road parcels would be accessed primarily by pedestrians and cyclists. The topography and natural features of the site prevent automobile connections between Couch Road and Elliott Road but ped-bike connections between the two roads will support the town's mobility plan.

### **Natural Features, Environment and Landscaping**

The site has an irregular shape and topography and an intermittent stream, all of which create a design challenge. Urban trees are planned for the Elliott Road frontage, and a semi-public park with furnishings and enhanced landscaping is planned around the intermittent stream. Other landscaping would be located throughout the site to provide shade and appropriate enclosures, screening and/or buffers.

### **Project Goals and Objectives**

The goals and objectives of this development proposal align with the goals and objectives of the Town's long-term vision for the Blue Hill District, a pedestrian-oriented mixed-use urban node in Chapel Hill.

A formal development application will follow this Concept Plan review process. The development team would like to gain insight into Town Council's priorities for this site so that an appropriate path for the rezoning application (Blue Hill or Conditional Zone) can be determined. The preferred rezoning category is WR-7.



## **2. STATEMENT OF COMPLIANCE WITH COMPREHENSIVE PLAN**

### **Chapel Hill's 2020 Comprehensive Plan (CH2020)**

The Aura South Elliott Mixed-Use Concept Plan submittal is proposed in accordance with the CH2020 Comprehensive Plan and the goals of the Blue Hill District. This statement of compliance is provided regarding general concepts in CH2020 as well as the guiding principles of the Blue Hill District.

Two key concepts within CH2020 Comprehensive Plan are Community Choices and Community Connections defined in the plan as:

**Choices:** The community would like more choices about where and how people can live and house their families and more choices about how they travel through town.

**Connections:** The community also desires more connections and improved opportunities to meet others and to embrace the diversity of those who live, work, and play in the community. Community members want more connections in how they can get around and a real commitment to safe pedestrian and bicycle transportation. They want real connections between the decisions town leaders make and the ideals that the community has expressed in the Chapel Hill 2020 Comprehensive Plan. Chapel Hill wants a sense of connectedness from many perspectives.

### **Aura Elliott Compliance:**

The Aura Elliott Concept Plan submittal will provide additional housing choices in close proximity to transit, work, retail and entertainment in Chapel Hill. These choices will be achieved by offering housing options, potentially including housing and work opportunities for those with special needs, in close proximity to transit and nearby grocery stores, bakeries, small-scale retail, restaurants and entertainment. The new physical connection for pedestrians and cyclists between East Franklin Street and South Elliott Road support the town's mobility plan. Social connections will be provided with expanded housing choices and new outdoor amenities and gathering spaces.



### **3. STATEMENT OF COMPLIANCE WITH DESIGN GUIDELINES**

#### **Blue Hill Design Guidelines**

The Blue Hill Design Guidelines call for “a pedestrian-friendly environment ... throughout the District, with attractive, inviting streetscapes and interconnected multi-use paths. Street edges will be defined with buildings that themselves are pedestrian-friendly. A dense canopy of trees and interwoven landscaped areas will soften the urban fabric while offering places to rest or play. Natural resources will be valued and actively used, and new developments will be designed to complement and enhance the connections to the natural resources.”

Our intent is to support these goals. Benches and other pedestrian and bicycle amenities will be provided to maximize enjoyment of the outdoor space. The design of the redesigned private street to the north will provide a pedestrian focus to slow vehicle speeds and cater to pedestrians and cyclists. The goals of the district are to be incorporated into all design elements, including access and circulation, storm water management, landscaping and tree canopy, parking and loading, street lighting, utilities, and solid waste management.

### **4. STATEMENT REGARDING AFFORDABLE HOUSING PROGRAM**

Aura Elliott offers an opportunity for collaboration with a local non-profit to provide housing and/or employment for special needs populations who are not currently served well in Chapel Hill. Alternately, the project could include a combination of 65% AMI and 80% AMI within its market-rate buildings.

January 26, 2023

Judy Johnson  
Town of Chapel Hill Planning Department  
405 Martin Luther King Jr Boulevard  
Chapel Hill, North Carolina 27514

**RE: Aura South Elliott Justification and Statements of Compliance**

**STATEMENT OF JUSTIFICATION**

The proposed zoning brings the subject parcels into greater conformance with the Town’s Comprehensive Plan. The property is currently zoned OI-2 and R-5, and a WR-7 or R-6 zoning is requested to fulfill the themes and goals of the comprehensive plan elaborated on below. The property is located within the Town’s Blue Hill District but is not zoned with a corresponding Blue Hill zoning district. The WR-7 or R-6 zoning would allow for a multi-family development that would be compatible with the surrounding development and reflect the intent of the Blue Hill district by providing dense housing with pedestrian and transit access to the rest of the district and Chapel Hill as a whole. Statements below further support the case for the requested WR-7 or R-6 zoning district to permit a multifamily development.

**STATEMENT OF COMPLIANCE WITH COMPREHENSIVE PLAN**

Trinsic Residential Group is proposing a multi-family development on Elliot Road in accordance with the CH2020 Comprehensive Plan and the Blue Hill District Plan. The proposed plan addresses the following themes with their corresponding goals: A Place for Everyone, Community Prosperity and Engagement, Getting Around, Good Places, New Spaces, Nurturing our Community, and Town and Gown Collaboration. Similarly, it meets the intent of the Blue Hill District.

**THEME 1: A PLACE FOR EVERYONE**

Aura South Elliott meets the following goals under Theme 1:

- A range of housing options for current and future residents

One of the goals of Theme 1 is to provide a range of housing options for current and future residents. This property is located within the Blue Hill District and the proposed multi-family development would provide increased housing options within the Blue Hill District. The property would provide the opportunity for current and future residents to live within walking distance of local businesses, grocery stores, and transit stops.

**THEME 2: COMMUNITY PROSPERITY AND ENGAGEMENT**

Aura South Elliott meets the following goals under Theme 2:

- Promote a safe, vibrant, and connected community

A goal of Theme 2 is to promote a safe, vibrant, and connected community as well as foster success of local businesses. The site is located within the Blue Hill District, which provides residents with a variety of options to support local business restaurants, retail, and services. Overall, this residential development will contribute to a community that is well connected via transit access and safe, walkable connections to businesses in the district.

**THEME 3: GETTING AROUND**

Aura South Elliott meets the following goals under Theme 3:

- A connected community that links neighborhoods, businesses, and schools through the provision of greenways, sidewalks, bike facilities, and public transportation
- Connect to a regional transportation system
- Create a comprehensive transportation system that provides everybody safe and reasonable access to all the community offers

The proposed project will be well connected to the rest of the Blue Hill District and Downtown Chapel Hill. This location is a five-minute walk to regional and local bus lines (GoTriangle) on Elliott Road and Franklin Street that serve both the university and employers in Durham County (notably Southpoint and RTP). Combined, the bus systems provide bus service to the UNC Campus and UNC Hospital at less-than-five-minute intervals during peak travel times, as well as bus service on nights and weekends, a rarity in this region. The project will also be located along a variety of sidewalk and pedestrian networks which will provide walkable connections to local businesses and transit stops. Whether it is a moderate walk, a bike ride, a short drive, or hopping on the bus, future residents of the proposed multi-family project will have multiple transportation options to choose from to access nearby retail, businesses, jobs, and services.

**THEME 4: GOOD PLACES, NEW SPACES**

Aura South Elliott meets the following goals under Theme 4:

- Future land-use, form, and density that strengthen the community, social equity, economic prosperity, and natural environment
- A range of neighborhood types that addresses residential, commercial, social, and cultural needs and uses while building and evolving Chapel Hill's character for residents, visitors, and students
- Open and accessible common spaces for community gathering, cultural uses, and community development

The proposed development provides additional housing options to the Blue Hill District and will be consistent with the future land use plans for the area. The apartments will provide the desired density to this area and enhance the

vibrancy of the Blue Hill District for Chapel Hill residents by providing housing within the mixed-use district. The site design will include an amenity with a clubhouse and pool, offering opportunities for community gathering.

#### **THEME 5: NURTURING OUR COMMUNITY**

Aura South Elliott meets the following goals under Theme 5:

- Maintain and improve air quality and water quality, and manage stormwater to heal local waterways and conserve biological ecosystems within the town boundaries and the Extra-Territorial Jurisdiction

There is a stream buffer located along Elliott Road that will be taken into consideration in the development of the property. Proximity to commercial nodes, bus stops, and trails supports the Climate Action Plan, by promoting walking and biking or public transportation to reduce vehicle use and emissions, therefore reducing carbon footprint and improving air quality. Stormwater will be detained and treated onsite with an underground facility, ensuring that adjacent neighborhoods are not impacted from development.

#### **THEME 6: TOWN AND GOWN COLLABORATION**

Aura South Elliott meets the following goals under Theme 6:

- Promote access for all residents to healthcare centers, public services, and active lifestyle opportunities
- Housing for students that is safe, sound, affordable, and accessible and meets a demonstrated need conducive to educational and maturational needs of students, and **housing for Town, University, and Healthcare System employees that encourages them to reside in the community**

By contributing to the range of housing options, this development will provide residents of varying ages, including recent UNC graduates and employees, with new rental housing opportunities. The proposed project is less than 5 miles from UNC campus and UNC Hospitals and located along Chapel Hill Transit and GoTriangle bus routes which serve the university and other major employment centers in the region. Recent graduates whose employment is outside of Chapel Hill will also find appeal here due to its affordability and proximity to the Durham and RTP job cores, allowing Chapel Hill to diversify its population as students turn into young professionals.

#### **STATEMENT OF COMPLIANCE WITH DESIGN GUIDELINES**

The Aura South Elliott multi-family project will be built in compliance with the Town's Design Guidelines.

The architecture will be carefully designed with high-quality materials and a design that fits within the overall community and will meet the massing, façade, and building footprint requirements of the Blue Hill District. Apartment buildings have been designed to create a central courtyard amenity space for residents, which will serve as the community and social hubs for the project. Parking will be structured internal to the building.



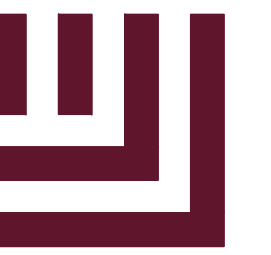
Landscape buffers will be designed in accordance with the Town's design manual and with the use of best practices to provide appropriate transitions between the building and streetscapes and adjacent land uses.

Vehicular connectivity will be provided to Elliott Road. Pedestrian connections to existing sidewalks will be provided throughout the project.

Stormwater management facilities, water, sewer, and other utilities will be provided in accordance with the applicable guidelines, standards, and regulations.

Sincerely,

**MCADAMS**



**MCADAMS**

The John R. McAdams Company, Inc.  
2905 Meridian Parkway  
Durham, NC 27713

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**CONTACT**

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**CLIENT**

TRINISIC RESIDENTIAL GROUP  
322 E. CHAPEL HILL STREET  
DURHAM, NORTH CAROLINA, 27701

**PROJECT DIRECTORY**

DWELL DESIGN STUDIO  
1910 SOUTH BLVD, SUITE 200  
CHARLOTTE, NC 28203  
PHONE: 980. 357. 9075

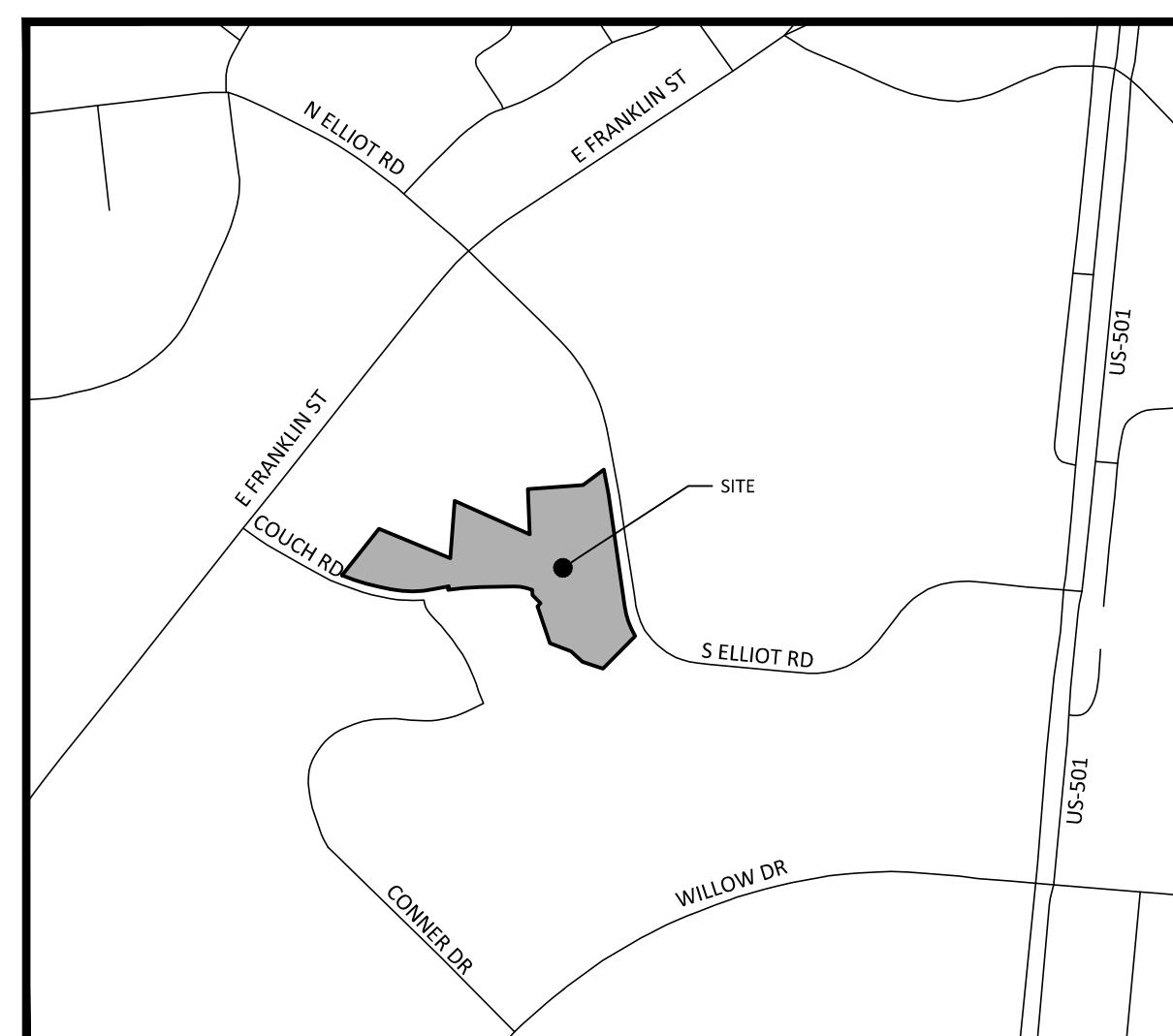
# AURA SOUTH ELLIOTT

200 SOUTH ELLIOTT ROAD  
CHAPEL HILL, NORTH CAROLINA, 27514

**CONCEPT PLAN**  
PROJECT NUMBER: TRG-22005  
DATE: JANUARY 20, 2023

**SHEET INDEX**

C0.01	AREA MAP
C1.00	EXISTING CONDITIONS
P-08	SITE PLAN



**VICINITY MAP**

1"=500'



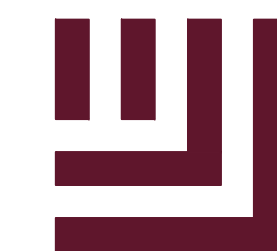
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**REVISIONS**

NO. DATE

**CONCEPT PLAN FOR:**

AURA SOUTH ELLIOTT  
DURHAM, NORTH CAROLINA, 27514  
PROJECT NUMBER: TRG-22005



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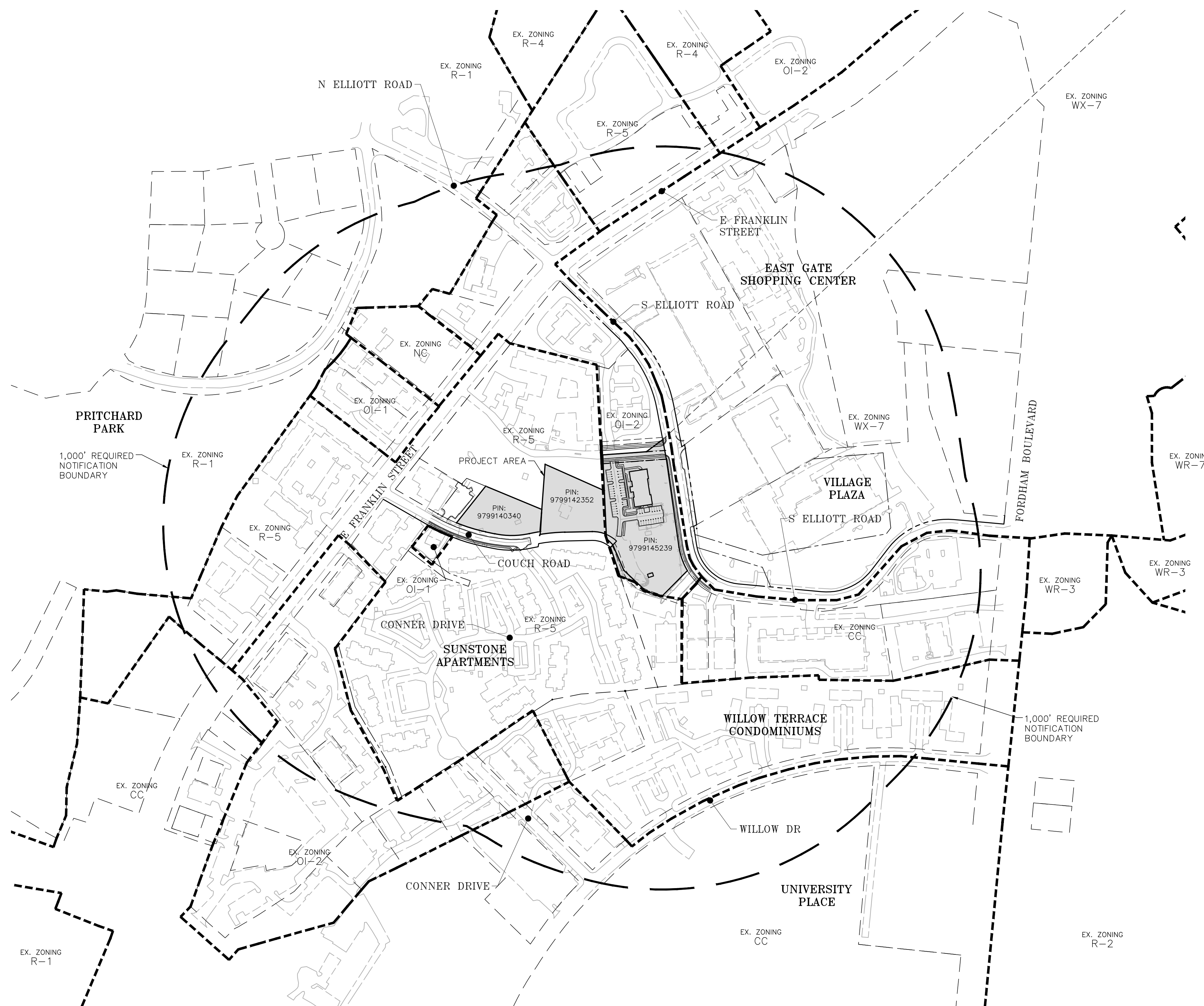
**AURA SOUTH ELLIOTT  
CONCEPT PLAN  
200 S. ELLIOTT ROAD  
CHAPEL HILL, NORTH CAROLINA, 27514**

**GENERAL NOTES**

- PIN'S AND PROPERTY INFORMATION FROM ORANGE COUNTY GIS.
- BOUNDARY FROM SURVEY BY TIMMONS GROUP COMPLETED 05/19/2015.

**LEGEND**

- 1,000' REQUIRED NOTIFICATION BOUNDARY
- PROJECT AREA
- ZONING DISTRICT LINE



**REVISIONS**

NO. DATE

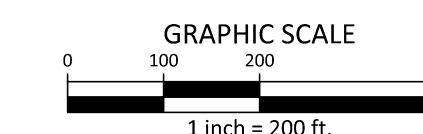
**PLAN INFORMATION**

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 CHECKED BY DCB  
 DRAWN BY MRO  
 SCALE 1"=200'  
 DATE 01.20.2023

**SHEET**

**AREA MAP**

**C0.01**



PRELIMINARY DRAWING - NOT RELEASED FOR CONSTRUCTION

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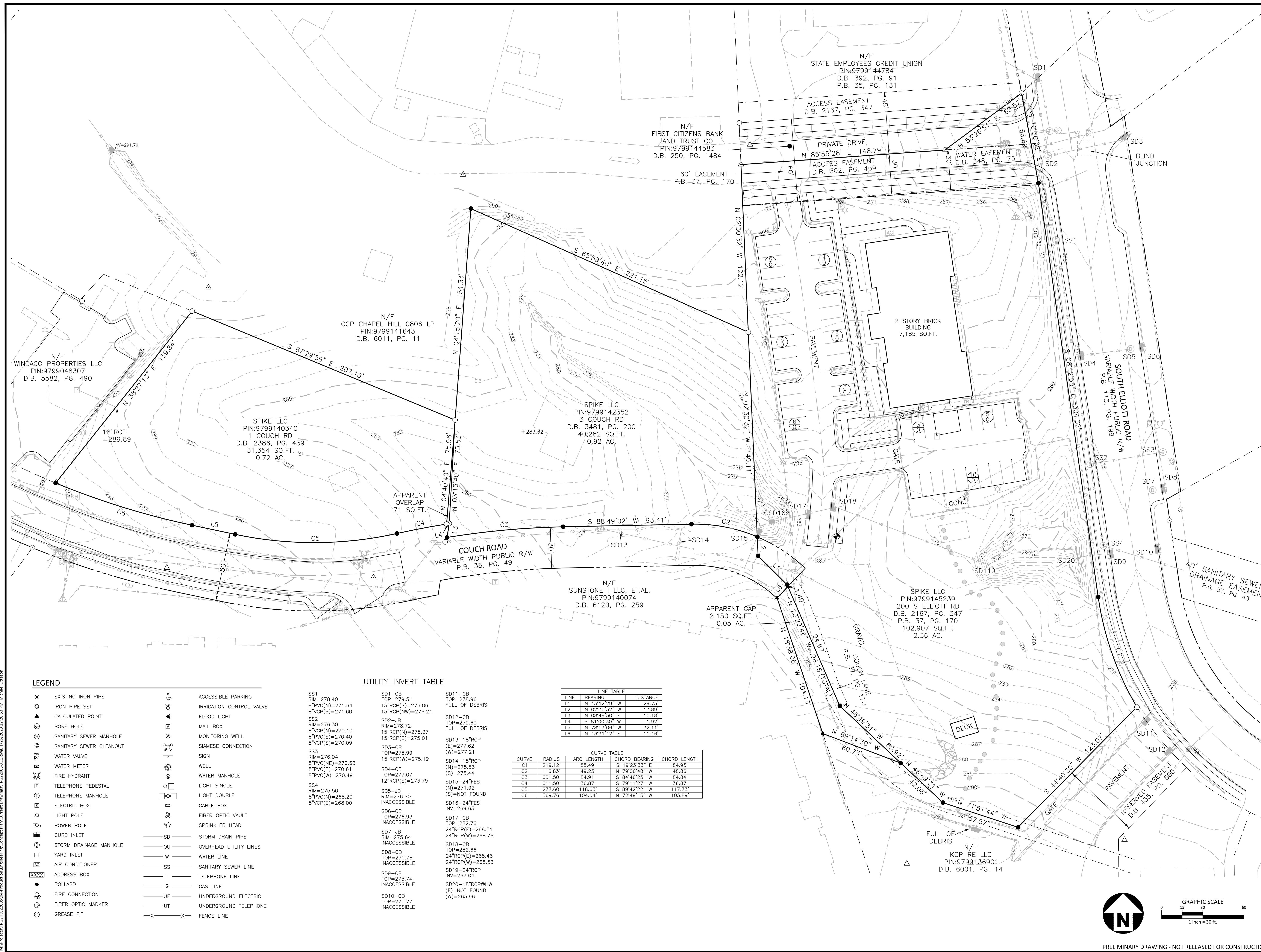
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LEGEND

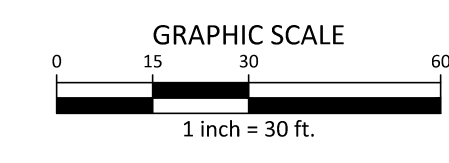
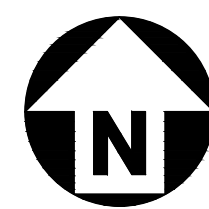
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IRON PIPE SET
CALCULATED POINT
BORE HOLE
SANITARY SEWER MANHOLE
SANITARY SEWER CLEANOUT
WATER VALVE
WATER METER
FIRE HYDRANT
TELEPHONE PEDESTAL
TELEPHONE MANHOLE
ELECTRIC BOX
LIGHT POLE
POWER POLE
CURB INLET
STORM DRAINAGE MANHOLE
YARD INLET
AIR CONDITIONER
ADDRESS BOX
FIRE CONNECTION
FIBER OPTIC MARKER
GREASE PIT
ACCESSIBLE PARKING
IRRIGATION CONTROL VALVE
FLOOD LIGHT
MAIL BOX
MONITORING WELL
SIAMASE CONNECTION
SIGN
WELL
WATER MANHOLE
LIGHT SINGLE
LIGHT DOUBLE
CABLE BOX
FIBER OPTIC VAULT
SPRINKLER HEAD
STORM DRAIN PIPE
OVERHEAD UTILITY LINES
WATER LINE
SANITARY SEWER LINE
TELEPHONE LINE
GAS LINE
UNDERGROUND ELECTRIC
UNDERGROUND TELEPHONE
FENCE LINE

UTILITY INVERT TABLE

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8" VCP(S)=271.60
SS2 RIM=276.30
8" VCP(N)=270.10
8" PVC(E)=270.40
8" VCP(S)=270.09
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8" PVC(E)=270.61
8" PVC(W)=270.49
SS4 RIM=275.50
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8" VCP(E)=268.00
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SD4-CB TOP=277.07
12" RCP(E)=273.79
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SD6-CB TOP=276.93
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FULL OF DEBRIS
SD13-18" RCP (E)=277.62 (W)=277.21
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LINE TABLE with columns: LINE, BEARING, DISTANCE. Rows: L1, L2, L3, L4, L5, L6.

CURVE TABLE with columns: CURVE, RADIUS, ARC LENGTH, CHORD BEARING, CHORD LENGTH. Rows: C1, C2, C3, C4, C5, C6.



REVISIONS

Table with columns: NO., DATE

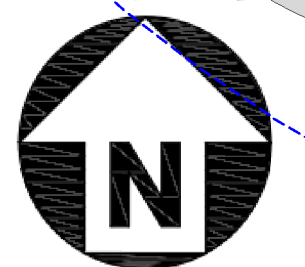
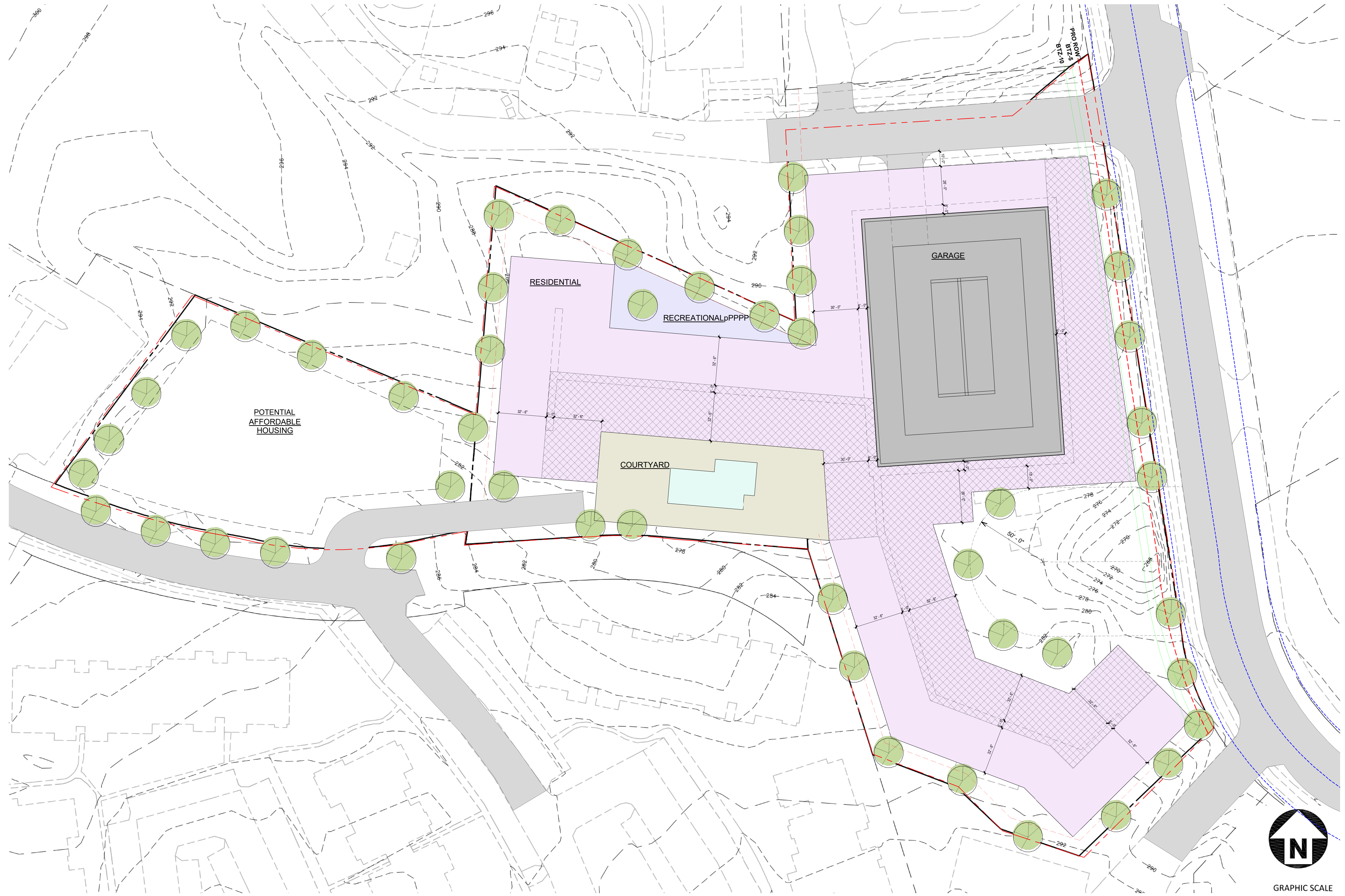
PLAN INFORMATION

PROJECT NO. TRG-22005
FILENAME TRG22005-XC1
CHECKED BY DCB
DRAWN BY MRO
SCALE 1"=30'
DATE 01.20.2023

SHEET

EXISTING
CONDITIONS PLAN
C1.00





GRAPHIC SCALE