



St. Paul Village: 1604 Purefoy Drive - Conditional Zoning

Staff: Britany Waddell, Judy Johnson, Corey Liles, Charnika Harrell, and Jacob Hunt

Town Council Meeting Date: September 13, 2023

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Project Overview

- St. Paul AME Church requests to rezone the property located at the corner of Purefoy Drive and Rogers Road from Residential-5-Conditional Zoning District (R-5-CZD) to Office/Institutional-3-Conditional Zoning District (OI-3-CZD).
- The Conditional Zoning District would replace the existing Special Use Permit approved on June 25, 2012.
- Proposed uses include place of worship, recreation center, various commercial uses (e.g., retail, office, vocational school, etc.), 350 multifamily dwelling units, and other uses as identified in the Draft Ordinance.
- All dwelling units will be rental.
 - One hundred of the units are expected to be for the 55+ active adult community.
 - Eighty-eight of the units are expected to be affordable.
- Proposed building heights vary from two to five stories.

Staff Recommendation & Analysis

	<p>Staff recommend approval of the project with the following conditions:</p> <ol style="list-style-type: none"> 1. The developer holds a public information meeting during Final Plan review to support the Rogers Road community’s continued involvement in the development process, given the scale of the project
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1. Engagement with Rogers Road Community: Staff recommend requiring the applicant to continue to engage with the Rogers Road community throughout the development of this project.

Between 2015 and 2016, members of the Rogers Road community collaborated with Town and County staff, the Jackson Center, and the Rogers-Eubanks Neighborhood Association (RENA) to create [Mapping Our Community’s Future](#)¹, a document which identifies principles for development and the community’s shared vision for the Rogers Road area. Although Mapping Our Community’s Future is not an adopted element of the Town’s Comprehensive Plan, staff considered it as part of the development review.

The current proposal generally aligns with the vision outlined in Mapping Our Community’s Future; however, the proposal is not consistent with several of the design preferences identified in the document. For mixed-use and retail developments, the community favored designs with:

- Buildings no more than 2 stories tall
- Maximum of 4-6 shops
- Integration into the design fabric of the community

¹ <https://www.orangecountync.gov/DocumentCenter/View/7717/Rogers-Road-Mapping-our-Communitys-Future>

St. Paul Village will be denser than the surrounding area, but staff believe it will complement future development anticipated on the Greene Tract.

Staff also believe the increase in building height is mitigated by thoughtfully placed buildings. Buildings with frontage on Rogers Road and Purefoy Drive are 2 stories tall. Buildings with heights between 3-5 stories are placed internal to the site.




To ensure that the Rogers Road community remains involved in the development process, staff recommend approval of Condition 29 which requires the applicant to hold a public information meeting as part of the Final Plan review process. Staff believe the meeting offers another engagement opportunity for the applicant and community and a chance to discuss any questions about scale, land use, or integration with the community.




2. Modifications to Regulations: Staff recommend approval of 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. The modifications are shown in Ordinance A and the applicant materials.

Summary of Comprehensive Plan Consistency

As summarized below, the proposal is consistent with elements of the Comprehensive Plan. Additional information regarding the project’s consistency with the Comprehensive Plan can be found in the Applicant Materials.

Key:  Consistent  Somewhat Consistent  Not Consistent **N/A** Not Applicable

<u>Chapel Hill 2020</u>		As detailed in the applicant’s Statement of Compliance and the Resolution of Reasonableness and Consistency, the project furthers several goals of the Chapel Hill 2020 Comprehensive Plan.
<u>Complete Community Strategy</u>		Greenfield development like the proposed site is not encouraged in the Complete Community Strategy. However, the project does take advantage of public infrastructure investments to bring new housing to Chapel Hill in a manner that is sensitive to on-site environmental constraints.
<u>Connected Roads Plan</u>	N/A	There are no proposed roadway connections near the project site.
<u>Shaping Our Future</u>	N/A	The proposed site is not within a Transit Oriented Development (TOD) or Focus Area.
<u>Climate Action and Response Plan</u>		The project represents an opportunity for high-density development within biking distance of established and growing commercial corridors within Town.

Future Land Use Map



The FLUM designates the project site for Institutional and High Residential uses with densities generally at 8-15+ units/acre.

Mobility and Connectivity Plan

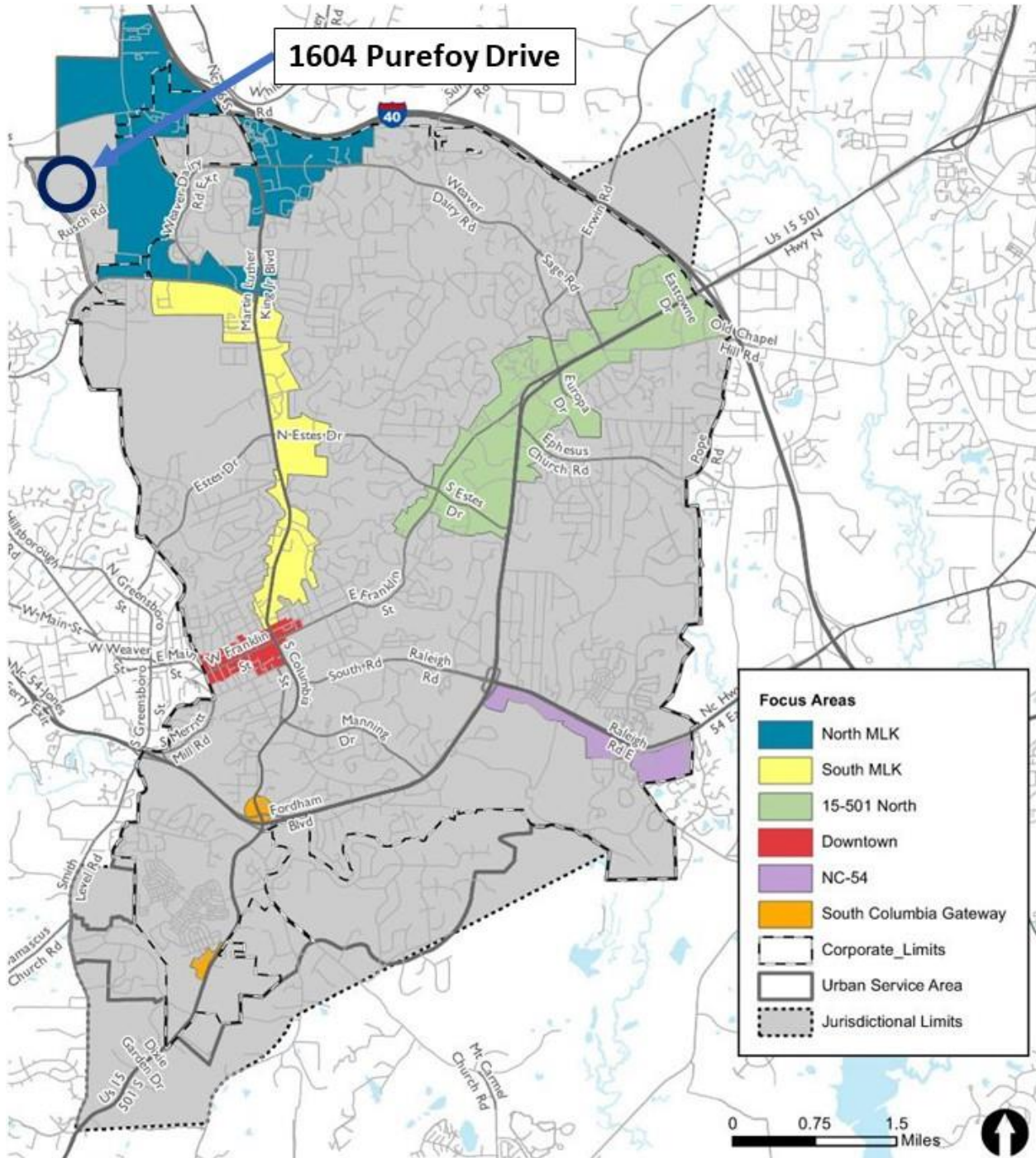


The project site is served by Chapel Hill Transit's HS bus route. A proposed crosswalk will add pedestrian access to the site using sidewalks along Rogers Road. The project also includes construction of a sidewalk along its Purefoy Drive frontage and a multiuse path along its Rogers Road frontage.

Public Comment

No areas of concerns were identified by members of the public. Engagement related to this project has included one virtual public information meeting and staff participation in a back-to-school event at the nearby community center.

Project Location



Attachments

Applicant Materials

1. Applicant's Draft Presentation
2. Applicant's Requested Modifications to Regulations
3. Applicant's Statements of Justification and Compliance
4. Plans and Renderings

Staff and Advisory Board Materials

6. Planning Commission Recommendation
7. Urban Design Assessment
8. Transportation Impact Analysis Executive Summary

Draft Ordinance and Resolutions

9. Resolution A – Consistency and Reasonableness
10. Ordinance A – Approving the Application
11. Resolution B – Denying the Application