

October 24, 2024

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

RE: Old Chapel Hill Rd Apartments Project Narrative

PROJECT NARRATIVE

BACKGROUND SUMMARY

- The proposed apartment community is located on three parcels that are within the Blue Hill District, and currently zoned OI-2 and R-5. The requested rezoning is for MU-V to allow for a mixed-use development that includes multifamily apartments and a ground floor retail component. Trinsic proposes a five-story building with urban-style street frontages, tree-lined sidewalks, and landscaped semi-public spaces.
- 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.

NATURAL FEATURES OF THE SITE

- The site has an irregular shape and topography which creates a design challenge for the building. Urban trees are planned for the S Elliott Road frontage, and a semi-public open space with furnishings and enhanced landscaping is planned along the road frontage. Other landscaping would be located throughout the site to provide shade and appropriate enclosures, screening and/or buffers.

ACCESS AND CIRCULATION

- The site will be accessed by vehicle from the private drive to the north of the property, where vehicles can enter the parking deck on site. The property has existing road frontage on both S Elliott Rd and Couch Rd where pedestrians may access the site via sidewalks. A breezeway has been provided to provide pedestrian access through the site, eventually connecting S Elliott Rd to E Franklin St.
- 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.

ARRANGEMENT AND ORIENTATION OF THE BUILDINGS

- Buildings will be primarily oriented to create an urban edge along S Elliott Rd, the property's main frontage street. The design will create an urban edge along streetscape with pockets of open space to break up the façade. Parking deck access will be from the private drive north of the site, out of view from the street. The building extends to the west with an internal courtyard for private use. The western-most portion of the site will be provided as open space and an area for stormwater management.

NATURAL VEGETATION AND LANDSCAPING

- The LUMO requires mixed-use projects to provide 40% tree canopy on site, which becomes very limiting to create urban, higher density sides will maintaining such a high percentage as undeveloped. The project will aim to provide as much tree canopy as possible, however, 40% will not be achievable in this context. Street trees will be provided along the site frontage to create an appealing streetscape, and trees will be preserved in planted on the western portion of the site as well.

IMPACT ON NEIGHBORING PROPERTIES

- No adverse impacts to adjacent properties are anticipated.
- The proposed plans will be consistent with general multifamily building form, height, and density of the surrounding area.

EROSION, SEDIMENT AND STORMWATER CONTROL

- All storm water quality and detention requirements are to be met with a combination of aboveground and underground control measures. The project team will work with Town staff to assure minimal adverse impacts and full compliance with the latest standards.

AFFORDABLE HOUSING PROPOSAL

- The developer is proposing that 5% of the market-rate apartments be rented at rates considered affordable to households at the 65% AMI level and an additional 5% of the market-rate apartments be rented at rates considered affordable to households at the 80% AMI level. The affordable units would be located throughout the project and indistinguishable from market-rate apartments. The developer looks forward to working with affordable housing advocates, Town staff, and town council to create the appropriate mix of units (efficiency, 1 BR, 2 BR, and 3 BR). The specifics will be documented as part of an Affordable Housing Plan.

DESCRIPTION OF HOW THE PROPOSAL FOLLOWS THE COMPREHENSIVE PLAN. INCLUDING BUT NOT LIMITED TO:

- **Complete Community Strategy** – where to direct growth
 - The proposed project addresses many aspects of the Complete Communities Framework to provide a well-rounded project that achieves Town goals. Specifically, this project addresses: housing diversity, live/work neighborhoods, local independent retailers, indoor and outdoor recreation, opportunity to add density & create critical mass, walkable, human scale, oriented to active transportation and transit, and identifiable & distinct.
- **Future Land Use Map** – appropriate uses and building height guidance
 - This property is located within the North 15-501 Corridor, Sub-Area B, which calls for Multifamily, shops, offices, commercial, and parks/gathering spaces as primary uses. Additionally, S Elliott Road is identified as an activated street frontage up to 6 stories. This project will achieve the vision for

- this area by providing a mixed-use building with multifamily and a retail component that provides an activated frontage along S Elliott Road.
- **Mapped transportation features** – Everywhere to Everywhere Greenways, Mobility and Connectivity Plan, Greenways Plan, and Connected Roads Plan
 - This project will provide pedestrian connectivity through the site with a sidewalk connects from S Elliott Road through the site. Additionally, sidewalks will be provided along the property frontage.
 - **Climate Action and Response Plan** – contributing to climate actions
 - This development is providing density and retail and in mixed-use neighborhood that is highly walkable, allowing for fewer vehicle trips when residents can walk to grocery, restaurants, retail, etc. Additionally, the building will be designed with energy efficiency in mind. Please see Climate Action Worksheet for further details.
 - **Applicable small-area plans**
 - While not zoned as a Blue Hill district, this site falls within the Blue Hill boundary which calls for walkable, higher density mixed-use areas which this project satisfies. We are proposing modifications to buffers, setbacks, and floor area ratio to achieve an activated street frontage envisioned for the Blue Hill area.



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Modification to Regulations

Applicants may ask to modify standards of the Land Use Management Ordinance (LUMO) for Conditional Zoning Districts or Special Use Permits. All standards requested for modification must be captured on this form using the format provided. **The request form starts on page two, and the form is fillable.**

Instructions	
<i>LUMO Section</i>	[Add section number and title]
<i>Requirement</i>	[State what's required]
<i>Requested Modification</i>	[State the proposed modified standard]
<i>Purpose or Intent of Regulation</i>	[Copy LUMO language for the purpose/intent of the standard]
<i>Justification</i>	[Provide an explanation for modified standard]
<i>Evaluation [Staff to Complete]</i>	

Example	
<i>LUMO Section</i>	Section 5.3.2(f) Steep slopes
<i>Requirement</i>	No more than 25 percent of the total combined area of slopes 25 percent or steeper shall be disturbed.
<i>Requested Modification</i>	Maximum steep slope disturbance of 30 percent.
<i>Purpose or Intent of Regulation</i>	To minimize the grading and site disturbance of steep slopes by restricting land disturbance on steep slopes, and by requiring special construction techniques for development on steep slopes. These provisions are intended to: <ol style="list-style-type: none"> (1) Protect water bodies (streams and lakes) and wetlands from the effects of erosion on water quality and water body integrity, (2) Protect the plant and animal habitat of steep slopes from the effects of land disturbance, and (3) Preserve the natural beauty and economic value of the town's wooded hillsides.
<i>Justification</i>	Additional disturbance is needed to consolidate development on the east side of the site and protect environmentally sensitive areas.



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Requested Modifications to Regulations

Project Name	Aura South Elliott	Application Number <i>[Staff to Complete]</i>	
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LUMO Section	5.6 (Perimeter Buffers)
Requirement	Adjacent to S Elliot St: 15' Type B; Adjacent to KinderCare (south): 20' Type C; Adjacent to multifamily (south): 15' Type A; Adjacent to bank (west): 20' Type C; Adjacent to Signature Healthcare (north): 20' Type C; Adjacent to State Employee's Credit Union (north): 10' Type B
Requested Modification	Adjacent to S. Elliott (East): none; Adjacent to Kindercare and Multi-family (South): none; Adjacent to bank (west): none; adjacent to SECU (North): 10-14' modified
Purpose or Intent of Regulation	Buffers shall be required to separate a proposed development from adjacent major streets and different adjacent land uses or zoning designations in order to minimize potential nuisances such as the transmission of noise, dust, odor, litter, and glare of lights; to reduce the visual impact of unsightly aspects of adjacent development; to provide for the separation of spaces; and to establish a sense of privacy.
Justification	The proposed modified buffers allow for a more activated street frontage on S Elliott Rd, Couch Rd, and the northern private drive and contribute to the accessible mixed-use development that is existing near the site. Given that the proposed development is highly compatible with the surrounding uses and will not be abutting or bordered by any single-family residential development, the reduced buffers will help to enhance the pedestrian accessibility and neighborhood character of the surrounding community. Reduced buffers will also provide increased visibility for the future retail tenants on the ground floor.
Evaluation [Staff to Complete]	

LUMO Section	3.8 (Floor Area Ratio)
Requirement	Max floor area: .500 or 96,037 sf
Requested Modification	Maximum 480,000 sf
Purpose or Intent of Regulation	It is the intent of this article to provide for performance standards which serve to define the development character of an area, and to ensure the compatibility of development both with the environmental characteristics, accessibility levels, and special amenities offered by the development site and

	with surrounding land uses and development intensities. It is further intended that the establishment of intensity regulations reflect the protection of critical environmental areas and the suitability of land for a particular level of development intensity, in accord with the goals and objectives of the comprehensive plan.
Justification	The required FAR ratio would result in a development that is too small to meet the density needed to make this project viable. The size of the building that would be allowed with that standard would not be able to support the commercial space or structured parking that are desirable and contribute to the overall character of the project and the surrounding community.
Evaluation [Staff to Complete]	

LUMO Section	5.7 (Tree Protection)
Requirement	40% tree coverage
Requested Modification	14% tree coverage
Purpose or Intent of Regulation	The intent of this section is to preserve, maintain, and increase tree canopy to protect the public health, safety, and welfare and enhance the quality of life in Chapel Hill.
Justification	Provided the urban context of this site and the future land use designation, a mixed use site in the Blue Hill district does not lend itself to 40% tree coverage. The project is providing much needed density and retail space with reduced buffers to provided activated street frontages. While the project is dedicated to providing an appropriate amount of tree coverage throughout the site to achieve the goals of Chapel Hill, 40% will not be achievable on most mixed-use sites in this context.
Evaluation [Staff to Complete]	

LUMO Section	5.3.2 Steep Slopes
Requirement	No more than 25% of the steep slopes (over 25%) may be disturbed.
Requested Modification	100% of steep slopes over 25% may be disturbed.
Purpose or Intent of Regulation	To minimize the grading and site disturbance of steep slopes to protect water bodies, protect animal and plant habitats, and preserve the natural beauty and economic value of the town's wooded hillsides.
Justification	Additional disturbance of steep slopes on site is required given the small size of the site and the limited amount of steep slopes on the site. Given that the site does not have a significant amount of steep slopes (less than 7% of the site), a minimal amount is actually being disturbed. The site could not feasibly develop without this modification.
Evaluation [Staff to Complete]	

LUMO Section	5.9 Parking
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Requirement	Studio and 1 BR: 1.25 spaces per dwelling, 2 BR: 1.75 per unit, 3 BR: 2.25 per unit, 4 BR: 2.5 per unit, Retail: 1 per 200 sf floor area, a max of 334 for the site
Requested Modification	The developer is proposing to provide 457 spaces on site to ensure that there is adequate parking for residents, guests, and commercial users. The parking will be provided in a deck. The developer is proposing just under 1.5 spaces per unit across the board.
Purpose or Intent of Regulation	To provide adequate but not excess parking for users.
Justification	The developer is proposing to provide 457 spaces on site to ensure that there is adequate parking for residents, guests, and commercial users. The parking will be provided in a deck. The developer is proposing just under 1.5 spaces per unit across the board.
Evaluation [Staff to Complete]	

LUMO Section	3.8 Dimensional Standards Solar Setbacks
Requirement	20' Solar Setback
Requested Modification	10' Solar Setback
Purpose or Intent of Regulation	The solar setback serves as an additional setback along the northern property line of the site.
Justification	The required 20' solar setback would result in a buildable area that would be too small to sustain the density and units needed for this site to be feasible. The size of the building that would be result from applying the 20' solar setback would not be able to support the commercial areas, structured parking, and affordable housing associated with this project.
Evaluation [Staff to Complete]	

LUMO Section	3.8 Dimensional Standards Building Height (Setback)
Requirement	44' Building Height Maximum (at setback)
Requested Modification	70' Overall Building Height
Purpose or Intent of Regulation	The Building Height Setback regulation is meant to ensure that a pedestrian and human scale streetscape develops along projects
Justification	The required 44' building setback would result in a buildable area that would be too small to sustain the density and units needed for this site to be feasible. The size of the building would not be able to support the commercial areas, structured parking, and affordable housing associated with this project. In addition, this would result in a building height that is incompatible with the development (Berkshire) directly across the street.
Evaluation [Staff to Complete]	

LUMO Section	3.6.3 Resource Conservation District
Requirement	No impacts shall be permitted within the streamside zone.
Requested Modification	Allow for impacts to the streamside zones, buffers, and stream located on site for the construction of pedestrian access points and ensure safety of pedestrians.

<i>Purpose or Intent of Regulation</i>	To protect the natural environmental features and water quality in the Town of Chapel Hill.
<i>Justification</i>	Please refer to the approved No Practical Alternatives Request that was filed on May 31, 2024 and was approved by Town Staff on Wednesday June 12, 2024. The approved request highlights the safety concerns and environmental challenges of not disturbing the stream. The approved request also highlights the mitigation efforts that will be taken to preserve natural areas on site in lieu of the stream disturbance.
<i>Evaluation [Staff to Complete]</i>	

<i>LUMO Section</i>	3.5.2 Special Districts
<i>Requirement</i>	The mix of floor area within a proposed development shall contain at least twenty-five (25) percent of the floor area devoted to residential uses and at least twenty-five (25) percent of the floor area devoted to office/commercial uses.
<i>Requested Modification</i>	The floor area mix of the development shall include a minimum of 11,500 square feet of office/commercial/retail uses.
<i>Purpose or Intent of Regulation</i>	Due to the scale of the site and the constraints that exist, the required 25% non-residential space is not feasible to provide along with the residential density and affordable housing component of the development. In addition the proposed development is located within walking distance of a variety of non-residential uses including cafes, gyms, grocery stores, and offices. This helps to maintain the intent of the MU-V district and the LUMO by encouraging truly mixed-use communities. The site has transit access to the broader community as well.
<i>Justification</i>	
<i>Evaluation [Staff to Complete]</i>	

<i>LUMO Section</i>	
<i>Requirement</i>	
<i>Requested Modification</i>	
<i>Purpose or Intent of Regulation</i>	
<i>Justification</i>	
<i>Evaluation [Staff to Complete]</i>	



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Statement of Consistency with the Comprehensive Plan

This Statement worksheet addresses the application’s responsiveness to the [Complete Community Strategy](#) and other components of the Town’s [Comprehensive Plan](#). **This form is fillable. Please complete fields in the worksheet where feasible** or reference any attached narratives. See the accompanying Comprehensive Plan Consistency Guide for more detailed guidance. The numbering of fields in this worksheet corresponds to the section numbering of the Guide.

Project & Site Information	Project Name	Aura South Elliott	Application Number [Staff to Complete]	
	Future Land Use Map (FLUM) Focus Area	North 15-1501 Corridor	FLUM Sub-Area	B

COMPLETE COMMUNITY: STRATEGIES FOR WHERE TO DIRECT GROWTH		
Strategy	Consistency of Application	Evaluation [Staff to Complete]
0.A Greenways	The site is not located near any proposed or existing greenways.	
0.B Transit Corridors	The site of the proposed project is located within close proximity of several local and regional transit stops. At this time it does not appear that any additional transit is proposed in the area.	
0.C Large infill sites with existing infrastructure (within Focus Areas)	n/a	
0.D Smaller infill sites (Residential designation on FLUM)	n/a	

COMPLETE COMMUNITY: PLANNING FOR THE FUTURE AND MEETING HOUSING NEEDS (Goal 1)- SUPPORTING PLANS and POLICIES

Plan/Policy References	<ul style="list-style-type: none"> • Future Land Use Map (FLUM), Land Use, Density & Intensity, Mapped Features • Shaping Our Future (TOD Plan) • West Rosemary Development Guide 	<ul style="list-style-type: none"> • Central West Small Area Plan • Chapel Hill 2020: Community Prosperity and Engagement; Town and Gown Collaboration • Housing Advisory Board Development Review Criteria
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Topic	Relevant Features of Plan	Consistency of Application	Evaluation [Staff to Complete]
1.A.1 FLUM Guiding Statements (Town-wide) #2., 3., 7., 10.	Understanding and responding to local context. Respect local community character, small, local businesses, cultural diversity, and values. Preserve and strengthen intact neighborhoods, building upon their local assets and resources; E. Promoting broader mobility and connectivity. Prioritize an effective and affordable public transportation and multi-modal network that supports transit-dependent communities and provides equitable access to core services and amenities, including employment, education, and health and social services; Development of varied retail and office types, Enhance the relationship between students and permanent residents	The application is consistent in that the proposed development will be providing increased density and mixed-use development to an area with significant access to existing transit routes. a mixed-use building with both multi-family and retail spaces fronting on S. Elliott, adjacent to existing commercial and mixed-use buildings, which makes the proposal highly compatible with the surrounding community. In addition the proximity of the site to various local and regional transit routes will provide increased housing opportunity with access to employment, education, healthcare, and recreation opportunities.	
1.A.2.a-f FLUM Focus Area Principles for Land Use and Density & Intensity	Density and intensity should be highest near proposed transit stops	The application is consistent in that the proposed development will be providing increased density and mixed-use development to an area with significant access to existing transit routes.	
1.A.3 FLUM Appropriate Uses (Primary and Secondary)	Primary Uses: Multi-family, shops, and offices Secondary Uses: Multi-family	The proposed development is a mixed-use building with both multi-family and retail spaces fronting on S. Elliott, adjacent to existing commercial and mixed-use buildings.	

COMPLETE COMMUNITY: PLANNING FOR THE FUTURE AND MEETING HOUSING NEEDS (Goal 1)- SUPPORTING PLANS and POLICIES

<p>1.A.4 FLUM Building Height Guidance</p>	<p>4 stories</p>	<p>The proposed building will not exceed 65' or 4-5 stories.</p>	
<p>1.A.5 FLUM – Other Mapped Features</p>	<p>n/a</p>	<p>n/a</p>	
<p>1.B Shaping Our Future Focus Area and Recommended Actions (Delete row if outside of TOD Opportunity Sites)</p>	<p>n/a</p>	<p>n/a</p>	
<p>1.C West Rosemary St Development Guide – Community Priorities by Section (Delete row if outside of Plan Area)</p>	<p>n/a</p>	<p>n/a</p>	
<p>1.D Central West Small Area Plan – Principles and Objectives (Delete row if outside of Plan Area)</p>	<p>n/a</p>	<p>n/a</p>	

COMPLETE COMMUNITY: PLANNING FOR THE FUTURE AND MEETING HOUSING NEEDS (Goal 1)- SUPPORTING PLANS and POLICIES

<p>1.E.1 Chapel Hill 2020: Community Prosperity and Engagement (CPE)</p>	<p>Foster success of local businesses (CPE.2) Promote a safe, vibrant, and connected (physical and person) community (CPE.3)</p>	<p>The proposed development will provide for additional commercial space in town along major transit routes. It will also provide accessible and safe opportunities for residents to walk and use transit to get around town, fostering a sense of community which promotes vibrancy of place and supports local businesses.</p>	
<p>1.E.2 Chapel Hill 2020: Town and Gown Collaboration (TGC)</p>	<p>Promote access for all residents to health-care centers, public services, and active lifestyle opportunities</p>	<p>The proposed development helps to further the Tow and Gown initiative to promote access to health-care, public services, and active lifestyle opportunities by providing increased housing in a pedestrian accessible environment with ease of access and proximity to UNC's Campus and additional facilities.</p>	

COMPLETE COMMUNITY: PLANNING FOR THE FUTURE AND MEETING HOUSING NEEDS (Goal 1) - COMMUNITY BENEFITS

Options for Community Benefits	Applicant Proposal	Evaluation [Staff to Complete]
<p>Affordable Housing Proposal, Including AMI Targets and Mix of Unit Sizes</p>	<p><i>The developer is proposing that 5% of the market-rate apartments be rented at rates considered affordable to households at the 65% AMI level and an additional 5% of the market-rate apartments be rented at rates considered affordable to households at the 80% AMI level. The affordable units would be located throughout the project and indistinguishable from market-rate apartments. The developer looks forward to working with affordable housing advocates, town staff, and town council to create the appropriate mix of units (efficiency, 1 BR, 2 BR, and 3 BR). The specifics will be documented as part of an Affordable Housing Plan.</i></p>	
<p>Housing Voucher Acceptance – Commitment for Rental Units</p>		

COMPLETE COMMUNITY: PLANNING FOR THE FUTURE AND MEETING HOUSING NEEDS (Goal 1) - COMMUNITY BENEFITS

<p>Displacement Mitigation Strategies – Resources and Support for any Existing Residents</p>	<p>This project should not lead to the displacement of any existing residents.</p>	
<p>Demographic Needs Served by Housing Types</p>	<p>The proposed project will provide increased housing opportunities for young professionals in Chapel Hill with easy access to employment centers in and around town. The proposed project may also appeal to aging residents looking to downsize homes and still have access to amenities, medical services, and groceries. The proximity to transit will ease the burden on driving.</p>	
<p>Homeownership Opportunities</p>	<p>The proposed project does not provide any additional opportunities for home ownership</p>	
<p>Proximity to Daily Needs and Amenities – Access to Parks, Daycares, Schools, Grocery Stores, Medical Offices, etc.</p>	<p>The site is located within walking distance of grocery stores and daycares. In addition the site is located in close proximity to several transit stops, providing residents with accessible options to get to other daily needs and amenities throughout Chapel Hill.</p>	
<p>Resident Access to Career and Education Opportunities</p>	<p>The proposed development is located along major transit and transportation routes connecting the site to UNC, Duke, RTP, and the greater Triangle area. This will ensure that residents have increased housing choice whilst still having access to the robust career and educational opportunities that Chapel Hill has to offer.</p>	
<p>Effective Use of Limited Land Supply – Sufficient Intensity on Developable Land (excluding Environmental Constraints)</p>	<p>The proposed project will provide a high-density mixed-use development on a small set of parcels in close proximity to transit and other developments. This will help to maximize the efficiency of land in the area.</p>	

COMPLETE COMMUNITY: GREENWAY AND TRAVEL OPTIONS (Goal 2)- SUPPORTING PLANS and POLICIES

<p>Plan/Policy References</p>	<ul style="list-style-type: none"> • Everywhere to Everywhere Greenways Map (See Appendix A for multiuse greenway network) • Mobility and Connectivity Plan (for additional bike facilities) • Greenways Plan (for additional trails including unpaved) • Connected Roads Plan • Future Land Use Map (FLUM), Connectivity & Mobility • Chapel Hill 2020: Getting Around • Transportation & Connectivity Advisory Board Development Review Criteria
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<p>Topic</p>	<p>Relevant Features of Plan</p>	<p>Consistency of Application</p>	<p>Evaluation [Staff to Complete]</p>
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COMPLETE COMMUNITY: GREENWAY AND TRAVEL OPTIONS (Goal 2)- SUPPORTING PLANS and POLICIES			
2.A Everywhere to Everywhere Greenways Map Facilities	N/A	The proposed project is not located along or near any proposed new greenways.	
2.B Mobility and Connectivity Plan Facilities	Protected bike lanes along S. Elliott Road.	This will be evaluated further with the TIA.	
2.C Greenways Plan Facilities	N/A	The proposed project is not located along or near any proposed new greenways.	
2.D Connected Roads Plan Connections	N/A	The proposed development is not proposing any new or additional roadways.	
2.E.1 FLUM Guiding Statements (Town-wide) #6.	Direct investment along key transportation corridors and promote construction of transit and multimodal transportation options in concert with the Town's regional transportation partners.	Transit stops are located at multiple locations along S. Elliott Road and at the intersection of S. Elliott and E. Franklin Street, in close proximity (under a .5 mile) from the site of the proposed development. Crosswalks are already in place at the intersection of S. Elliott and the adjacent shopping center, as well at the intersection of S. Elliott and E. Franklin, providing safe pedestrian access to nearby amenities.	
2.E.2.a-f FLUM Focus Area Principles for Connectivity & Mobility	Given the higher density envisioned for this corridor, bicycle and pedestrian mobility within and to the Focus Area should be prioritized.	Sidewalks will be provided along the site frontages, and a pedestrian connection will be provided through the site. Crosswalks are already in place at the intersection of S. Elliott and the adjacent shopping center, as well at the intersection of S. Elliott and E. Franklin, providing safe pedestrian access to nearby amenities.	
2.F.1 Chapel Hill 2020: Getting Around (GA)	A connected community that links neighborhoods, businesses, and schools through the provision of greenways, sidewalks, bike facilities, and public transportation (GA.2) • Connect to a comprehensive regional transportation system (The proposed development is located along major transit and transportation routes connecting the site to UNC, Duke, RTP, and the greater Triangle area. This will ensure that residents have increased housing choice whilst still having access to the robust career	

COMPLETE COMMUNITY: GREENWAY AND TRAVEL OPTIONS (Goal 2)- SUPPORTING PLANS and POLICIES		
		and educational opportunities that Chapel Hill has to offer. The site is located within walking distance of grocery stores and daycares. In addition the site is located in close proximity to several transit stops, providing residents with accessible options to get to other daily needs and amenities throughout Chapel Hill.

COMPLETE COMMUNITY: GREENWAY AND TRAVEL OPTIONS (Goal 2) - COMMUNITY BENEFITS		
Options for Community Benefits	Applicant Proposal	Evaluation [Staff to Complete]
Traffic Impact Analysis – Status of Completion or Exemption (LUMO Sec. 5.8)	The Traffic Adequacy Memo will be provided after the first submittal.	
Road Improvements Addressing Traffic Impacts (typically based on TIA Recommendations)	This will be determined through the traffic study.	
Location of Vehicular Access Points; Vehicular Cross-Connectivity Opportunities	Vehicular access to the site will be off of the existing private drive to the north of the site, which is accessed from S Elliott Road. No additional roads or access points are proposed.	
Pedestrian Access and Internal Circulation, Connections to Larger Network	Sidewalks and walking paths are proposed around the site, providing access to the whole parcel. These sidewalks and paths connect to the existing pedestrian facilities on S. Elliott which provide connections to the existing commercial development in the area and to the existing transit stops near by. The site is surrounded by existing sidewalks along S. Elliott and the access drive off of S. Elliott.	
Bicycle Access and Safe Movements through Site; Identify Shared or Dedicated Facilities within Site and along Frontages	n/a	

COMPLETE COMMUNITY: GREENWAY AND TRAVEL OPTIONS (Goal 2) - COMMUNITY BENEFITS		
Bicycle Amenities – Type and Location of Bicycle Parking and Other Supportive Amenities	External and internal bike parking will be provided as part of the proposed development. The internal bike parking will include bike lockers.	
Safe Road Crossings for Various Ages and Abilities – Treatments Used at Key Intersections	Crosswalks are already in place at the intersection of S. Elliott and the adjacent shopping center, as well at the intersection of S. Elliott and E. Franklin. The project is not proposing any additional roadways.	
Transit Service Proximity and Frequency; Improved Access to Nearest Transit	Transit stops are located at multiple locations along S. Elliott Road and at the intersection of S. Elliott and E. Franklin Street, in close proximity (under a .5 mile) from the site of the proposed development.	
Future Multimodal Connectivity Opportunities (include projects by others for Greenways, Transit, and/or Bicycle Facilities)	At this time no additional greenways or transit stops are planned around the project area.	
Parking Demand Reduction Strategies	Parking will be provided to meet market demands in the area.	

COMPLETE COMMUNITY: GREEN STRATEGIES (Goal 3) – SUPPORTING PLANS and POLICIES			
Plan/Policy References	<ul style="list-style-type: none"> • Climate Action and Response Plan (CARP) • Stormwater Management Master Plan • Future Land Use Map (FLUM), Environmental • Chapel Hill 2020: Nurturing Our Community 	<ul style="list-style-type: none"> • Sustainable Building Policy for Conditional Rezoning • Environmental Sustainability Advisory Board Development Review Criteria 	
Topic	Relevant Features of Plan	Consistency of Application	Evaluation [Staff to Complete]
3.A.1 CARP: Buildings & Energy Actions	Energy upgrades for existing buildings and facilities	The proposed project will provide EV charging for 5% of parking spaces and set up for 25% of parking spaces, all electric appliances will be provided for each unit, LED lighting will be used for internal and external lighting.	

COMPLETE COMMUNITY: GREEN STRATEGIES (Goal 3) – SUPPORTING PLANS and POLICIES

<p>3.A.2 CARP: Transportation & Land Use Actions</p>	<p>Create walkable, bikeable, transit-served neighborhood; increase walking, biking, and transit-use</p>	<p>Transit stops are located at multiple locations along S. Elliott Road and at the intersection of S. Elliott and E. Franklin Street, in close proximity (under a .5 mile) from the site of the proposed development. Crosswalks are already in place at the intersection of S. Elliott and the adjacent shopping center, as well at the intersection of S. Elliott and E. Franklin, providing safe pedestrian access to nearby amenities. In addition, external and internal bike parking will be provided as part of the proposed development. The internal bike parking will include bike lockers.</p>	
<p>3.A.3 CARP: Waste, Water, & Natural Resources Actions</p>	<p>Protect water quality, natural, and agricultural resources</p>	<p>The proposed development will not impact or disturb any perennial or ephemeral stream and will provide stormwater management on site in accordance with the LUMO.</p>	
<p>3.A.4 CARP: Resiliency Actions</p>	<p>Enhance green infrastructure</p>	<p>The proposed project will provide EV charging for 5% of spaces and set up for 25% of spaces, all electric appliances will be provided for each unit, LED lighting will be used for internal and external lighting.</p>	
<p>3.B Stormwater Management Master Plan</p>		<p>Stormwater management will be design to meet the 100 year storm requirements.</p>	
<p>3.C.1 FLUM Guiding Statements (Town-wide) #1.</p>	<p>Creating compact walkable, mixed-use communities, in targeted locations, where activities are located closer to one another requiring less time and energy to access the daily needs of life including work, school, commerce, and recreation rather than permitting low-density, auto-dominated developments and corridors; B. Densifying at strategic locations and mixing land uses. By building up, the Town can absorb development in amore</p>	<p>The proposed development will consist of a high-density mixed-use building in a mixed-use and commercial district, encouraging residents to walk, bike, or use transit to enjoy the mix of uses being provided along S. Elliott. Transit stops are located at multiple locations along S. Elliott Road and at the intersection of S. Elliott and E. Franklin Street, in close proximity (under a .5 mile) from the site of the proposed</p>	

COMPLETE COMMUNITY: GREEN STRATEGIES (Goal 3) – SUPPORTING PLANS and POLICIES

	<p>compact manner, support a lively mix of activities, protect open spaces, integrate public spaces into developments, conserve landscaped areas, preserve tree canopy, and create nodes that make transit more viable. Permitting a mix of activities along streets shortens trips, reduces car dependency, enlivens the public realm, and makes possible the day and night usage of shared parking; Establishing a “Connected Community” that includes a tight network of streets and multi-modal paths that are convenient everyday choices. Creating highly integrated multi-modal connections allows for a variety of mobility options that make trips more direct and reduces vehicular trips.</p>	<p>development. Crosswalks are already in place at the intersection of S. Elliott and the adjacent shopping center, as well at the intersection of S. Elliott and E. Franklin, providing safe pedestrian access to nearby amenities. In addition external and internal bike parking will be provided as part of the proposed development. The internal bike parking will include bike lockers.</p>	
<p>3.C.2.a-f FLUM Focus Area Principles, Environmental</p>	<p>The Town should leverage redevelopment as an opportunity to reduce overflows into the Focus Area’s historically flood prone locations.</p>	<p>The proposed project will comply with all LUMO and State regulations regarding erosion control during construction as well meeting the LUMO standards for Stormwater management which have been updated since the existing development was constructed and will provide increased stormwater management quality and capacity, limiting the impacts of flooding on the surrounding areas.</p>	
<p>3.D.1 Chapel Hill 2020: Nurturing Our Community (NOC)</p>	<p>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 (NOC.2) Reduce the carbon footprint of all Town-owned or managed services and properties; require that all new development meets standards; and support residents in minimizing their personal footprints (NOC.7)</p>	<p>The proposed project will comply with all LUMO and State regulations regarding erosion control during construction as well meeting the LUMO standards for Stormwater management which have been updated since the existing development was constructed and will provide increased stormwater management quality and capacity, limiting the impacts of flooding on the surrounding areas.</p>	

COMPLETE COMMUNITY: GREEN STRATEGIES (Goal 3) - COMMUNITY BENEFITS		
Options for Community Benefits	Applicant Proposal	Evaluation [Staff to Complete]
Energy Efficient Building Design, All-Electric Design, Electric Vehicle Charging, and Various Other Green Measures	<i>Complete the Climate Action Plan Worksheet</i>	
Solar Energy Generation, Solar-Ready Design, and/or Feasibility Analysis	The developer does not have plans for solar at this time.	
Electric Bicycle Charging	The developer will evaluate market demands for electric bicycle charging on site.	
Efforts to Minimize Removal of Mature Tree Canopy and Other Significant Vegetation	The proposed project is located on a site with existing development and buildings, as such much of the trees and vegetation on site have already been removed. Provided the more urban context of this site, a modification to required tree canopy cover will be required.	
Measures to Protect and/or Restore Streams, Wetlands, and Flood-prone areas, Exceeding Regulations	The existing intermittent stream on-site will be piped per the Town's guidance. There are no wetlands on site, nor is the site in a floodplain.	
Waste Reduction Strategies and/or On-Site Recycling or Composting	Recycling will be provided on site.	
Stormwater Design Targets (e.g., Management for Larger Storm Events or Treatment of Existing Impervious Surface)	The proposed project will comply with all local and state regulations pertaining to stormwater management.	

Impervious Surface Reduction Strategies	The proposed development provides density and deck parking to providing housing with reduced overall impervious.	
Invasive Species Removal	Any invasive species on site will have to be removed as part of the development process.	
Strategies for Erosion Control and Stable Condition of Site during Construction, Exceeding Regulations	The proposed project will comply with all LUMO and State regulations regarding erosion control during construction.	
Relationship of Grading to Natural Landform; Strategies to Minimize Cut and Fill	The project will use existing grade to the maximum extent practicable and final grading will be provided at ZCP.	

COMPLETE COMMUNITY: PLACEMAKING AND PUBLIC REALM (Goal 4) – SUPPORTING PLANS and POLICIES

Plan/Policy References	<ul style="list-style-type: none"> • Future Land Use Map (FLUM), Placemaking, Street Character, and Urban Form • Chapel Hill 2020: A Place for Everyone; Good Places, New Spaces • Consultation with Town Urban Designer – Brian Peterson, bpeterson@townofchapelhill.org • Community Design Commission Guiding Principles for Design and Character
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Topic	Relevant Features of Plan	Consistency of Application	Evaluation [Staff to Complete]
4.A.1 FLUM Guiding Statements (Town-wide) #4., 5., 8., 9.	Protect neighborhoods from potential adverse impacts associated with adjacent non-residential uses by proper mitigation measures that address scale, massing, traffic, noise, appearance, lighting, drainage, and stormwater; and, Requiring a mixture of land uses, residential; retail; office; civic, adjacent to each other or stacked vertically in certain strategic locations to invigorate certain streets;	The proposed development will comply with all LUMO standards related to lighting, traffic, noise, massing, drainage, and stormwater. The proposed project will provide a vertically mixed-use development/building in an existing mixed-use/commercial area, providing an increased mix of uses and increased density in logical and strategic location.	

COMPLETE COMMUNITY: PLACEMAKING AND PUBLIC REALM (Goal 4) – SUPPORTING PLANS and POLICIES			
<p>4.A.2.a-f FLUM Focus Area Principles for Placemaking, Street Character, and Urban Form</p>	<p>Site buildings closer to the street to enhance the walkability within the Focus Area. Active frontages are encouraged to create vibrancy and ensure pedestrian activity over time. These frontages should consider the placement of buildings on the site, the location of primary building entrances, streetscapes, and pedestrian-scaled amenities. In some cases, active frontages may mean that retail and services should be allowed on the first floor within the Multi-family Character Type.</p>	<p>The proposed development will include activated facades along the frontage with S. Elliott, including the provision of commercial space on the first floor of the building along S. Elliott and multi-family units above.</p>	
<p>4.B.1 Chapel Hill 2020: A Place for Everyone (PFE)</p>	<p>A range of housing options for current and future residents (PFE.3) A welcoming and friendly community that provides all people with access to opportunities (PFE.4)</p>	<p>The proposed development will provide new and current residents with additional opportunities to live in a well connected, mixed-use building, within walking distance of many services and amenities, as well as in close proximity to transit stops.</p>	
<p>4.B.2 Chapel Hill 2020: Good Places, New Spaces (GPNS)</p>	<p>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</p>	<p>The proposed development will provide new and current residents with additional opportunities to live in a well connected, mixed-use building, within walking distance of many services and amenities, as well as in close proximity to transit stops.</p>	

COMPLETE COMMUNITY: PLACEMAKING AND PUBLIC REALM (Goal 4) - COMMUNITY BENEFITS		
Options for Community Benefits	Applicant Proposal	Evaluation [Staff to Complete]
<p>Protection of Historic Features and Cultural Resources</p>	<p>There are no historic features or cultural resources that will be lost or impacted as part of this proposal.</p>	
<p>Public Art Proposed, and How Art Contributes to Creative Placemaking</p>	<p>N/A</p>	

<p>Streetscape Design Features for Active Pedestrian Realm along Internal Drives and Streets</p>	<p>Parking will not be visible from S Elliott Rd and pedestrian connections and access will be provided across the site. Ground floor retail will encourage an activated pedestrian realm and the overall mixed-use development will encourage nearby residents to walk or bike to other nearby destinations.</p>	
<p>Building Placement to Activate Public Realm</p>	<p>The proposed development will include activated facades along the frontage with S. Elliott, including the provision of commercial space on the first floor of the building along S. Elliott and multi-family units above. The building will be located near the street front with street trees lining the road.</p>	
<p>Building Design Measures Creating a Human Scale</p>	<p>The project architect will evaluate massing, materials, and articulation to provide a human scale building along the streetscape. Final designs will be determined at ZCP.</p>	
<p>Efforts to Reduce Visibility of Parking</p>	<p>Parking will be provided via a deck which will be surrounded by the proposed building, thus screening it from view.</p>	
<p>Transitions to Surrounding Neighborhoods through Landscape, Compatible Uses, and/or Building Forms</p>	<p>The proposed development is a mixed-use building with both multi-family and retail spaces fronting on S. Elliott, adjacent to existing commercial and mixed-use buildings. The building height of the will be comparable and compatible with the building across the street and the existing multi-family development to the south.</p>	
<p>Public Spaces Designed and Programmed to Serve a Variety of Needs</p>	<p>The ground floor retail area of the project will serve as a semi-public space to serve the surrounding community. The future tenants are unknown at this time.</p>	
<p>Additional Aspects of Site Design Prioritizing People Over Vehicles</p>	<p>Parking will not be visible and pedestrian connections and access will be provided across and through the site. The mixed-use development will encourage nearby residents to walk or make use of transit rather than drive to enjoy and frequent the commercial areas in and around the proposed development.</p>	
<p>Other Notable Design Features</p>		



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Statement of Justification for the Zoning Atlas Amendment

This Statement worksheet addresses the reasonableness of the Zoning Atlas Amendment by considering characteristics of the site and its surroundings, comparing the scale of permissible development under the proposed zoning district to the scale permitted under existing zoning, and responding to Land Use Management Ordinance (LUMO) Findings of Fact. **This form is fillable. Please respond to all considerations listed in this worksheet.**

Project & Site Information	Project Name	Aura South Elliott	Application Number [Staff to Complete]
	Existing Zoning District	OI-2, R-5	
	Proposed Zoning District	MU-V-CZD (Collector)	
	Proposed Land Uses	Mixed-use (Multi-family Residential and Commercial)	

CONSIDERING THE SITE AND ITS SURROUNDINGS			
	Description	Compatibility with Proposed Zoning and Development Program	Evaluation [Staff to Complete]
Surrounding Land Uses	North: commercial South: commercial East: mixed-use (multi-family/commercial) West: vacant/office institutional	The proposed zoning will allow for the development of a mixed-use (residential/commercial) building. This is similar to the use across S. Elliott Road from the site. It will provide additional housing opportunity and commercial space in an existing mixed-use area of town.	

Surrounding Zoning Districts	<p>North: OI-2</p> <p>South: R-5 and CC</p> <p>East: WX-5</p> <p>West: R-5</p>	<p>The proposed zoning and project will provide additional mixed-use (residential and commercial) development in an existing area of mixed-use development. There is a mixed-use development directly adjacent to the property on the other side of S. Elliott Road.</p>	
Transit Service	<p>The site is located within close proximity (less than a .25 mile) to the CH transit Bus stops along S. Elliott, as well as the GoDurham Bus stop on Franklin Street.</p>	<p>The project is reasonable as there are several transit stops in close proximity to the site which will provide access to Chapel Hill and the Triangle area.</p>	
Road Frontages and Vehicular Access	<p>Road Classification(s): Local <input checked="" type="checkbox"/> Collector <input checked="" type="checkbox"/> Arterial <input type="checkbox"/></p> <p>Road Maintenance: NCDOT <input type="checkbox"/> Town <input checked="" type="checkbox"/> Private <input type="checkbox"/></p> <p>Access Points for Site: The site will be accessed off of the existing driveway to the west of S. Elliott Road.</p>	<p>The project will have adequate vehicular access from S Elliott Rd and additional fire access from Couch Rd to the West.</p>	
Pedestrian & Bike Network	<p>There are existing sidewalks on both sides of S Elliott Rd and a sidewalk along the private drive to the north of the site.</p>	<p>The project will have adequate pedestrian access from S Elliott Rd and the entry drive to the north. Additionally, pedestrian access will be provided through the site to connect the S Elliott Rd sidewalk to Couch Rd.</p>	
Hydrological Features	<p>There are no perennial or ephemeral streams on site. There is one intermittent stream on site.</p>	<p>The project will not impact any perennial or ephemeral streams. One intermittent stream will be piped under the site.</p>	

Topography of Site	The highest elevation on site is 290' and the lowest elevation is 278'. Generally the site slopes inward towards the center of the subject parcels.	The proposed project will not create a significant impact to steep slopes. Less than .1 acres of non-exempt slopes over 25% will be disturbed.	
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COMPARING PROPOSED PERMISSIBLE DEVELOPMENT TO EXISTING			
	LUMO Description	Compatibility with Proposed Zoning and Development Program	Evaluation [Staff to Complete]
Intent of Proposed Zoning District (LUMO Sec 3.3 or 3.4)	The mixed-use village conditional zoning district is intended to provide for the coordinated development of office, commercial, and residential uses and their necessary support functions in the vicinity of key highway intersections and transit corridors in Chapel Hill. The district is designed to facilitate stated public policies to encourage design which emphasizes lively, people-oriented environments and compatible, visually interesting development. This district provides areas where moderate scale mixed use centers can locate with an emphasis on development of a balance of residential, office and commercial uses.	The proposed mixed-use development will provide retail and residential space in a small site located near an existing mix of uses. MU-V was staff's recommended zoning district for this project (revised from OI-3).	
	Standard for Proposed Conditional Zoning	LUMO Standard for Existing Zoning	Evaluation [Staff to Complete]
Permitted Uses (LUMO Sec 3.4 or 3.7)	All uses as listed in LUMO Section 3.7 for the MU-V district. Multifamily residential and business, general shall be primary uses on the site.	All uses listed in LUMO Section 3.7 for the R-5 and OI-2 district.	

Maximum Floor Area (sq. ft.) <i>(LUMO Sec. 3.8)</i>	.5, see Modification Request.		OI-2: .264; R-5:.303		
Maximum Building Height (ft.) <i>(LUMO Sec. 3.8)</i>	Maximum Proposed Setback Height	70	Maximum Allowed Setback Height	OI-2: 34'; R-5: 39'	
	Maximum Proposed Core Height	70	Maximum Allowed Core Height	OI-2: 60'; R-5: 60'	

LAND USE MANAGEMENT ORDINANCE FINDINGS OF FACT FOR A ZONING ATLAS AMENDMENT

LUMO Section 4.4 states that the Zoning Atlas shall not be amended unless Council makes at least **one** of the Findings of Fact below.

Finding	Applicant Justification	Evaluation [Staff to complete]
<p>FINDING #1: The proposed zoning amendment is necessary to correct a manifest error.</p>	<p>N/A see Statement of Consistency with the Comprehensive Plan</p>	
<p>FINDING #2: The proposed zoning amendment is necessary because of changed or changing conditions in a particular area or in the jurisdiction generally.</p>	<p>N/A see Statement of Consistency with the Comprehensive Plan.</p>	
<p>FINDING #3: The proposed zoning amendment is necessary to achieve the purposes of the comprehensive plan.</p>	<p><i>Complete the Statement of Consistency with the Comprehensive Plan.</i></p>	