Blue Hill
District Report
Date: March 25, 2020
Staff Recommendation

Receive the staff report
District Map
Overview

I. Recent Activity
II. Ongoing Efforts
III. Possible New Efforts
Recent Activity
Town Projects

Construction begins in April for **Elliott Rd Flood Storage**

New standards adopted in February for **Massing & Permeability**

Considering funding solutions for **Elliott Rd Extension**
Town Project

- All required permits received
- Design complete, including recreation components
- Property acquisition complete
- Construction start expected in April 2020
Elliott Road Extension

Town Project

• Design substantially complete

• Funding shortfall to address

• Construction as part of Park Apartments project
Development Highlights

**TRU Hotel** and **Park Apartments Ph I**
construction in early stages

**Hillstone Apartments** and **Fordham Blvd Apartments**
nearing completion

**University Inn** plans submitted for review
<table>
<thead>
<tr>
<th>Hillstone Apartments PH 1</th>
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<tbody>
<tr>
<td><strong>Use</strong></td>
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<td><strong>Status</strong></td>
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<td><strong>Hillstone Apartments PH 2</strong></td>
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**Fordham Blvd Apts**

<table>
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<tr>
<td>Status</td>
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Development Highlights

Elliot Square and Village Plaza façades renovated

Village Plaza Amenity Space completed
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<th>Elliot Square</th>
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<td><strong>Project</strong></td>
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![Elliot Square Shopping Center](image-url)
Village Plaza

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<th>Retail</th>
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<td>Village Plaza Amenity</td>
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<td><strong>Use</strong></td>
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1,465 dwelling units new or in the pipeline (net total)

Completed and approved projects will create at least 80% of the added property tax value originally projected for the District

85,495 sq ft of commercial space new or in the pipeline (net total)
Ongoing Efforts
Affordable Housing Strategies

Updates

• Housing & Community staff continue to study and advance the strategies presented in March 2019

Affordable housing reflected in purpose statement of District – added June 2019

Development review process options to support affordable housing

Partner with developers

Similar review process for affordable housing in surrounding area

Allocate a portion of increased tax revenue to affordable housing
Massing Standards Study

Updates

• Council adopted new standards in February 2020

• Maximum building dimensions, connectivity between buildings

• Response to 2018 Council Petition
Townhome Opportunities

Updates

• Presented as part of Massing Standards proposal
• Council asked for additional study of thresholds for requiring commercial
• Scheduled for further consideration on April 22
3 Possible New Efforts
Regulating Plan Update

- Streets are part of the Zoning Map
- Legion Road Ext mapped onto University Inn site
- Challenges for construction – financing, NCDOT approval
- Staff could explore and refine connectivity for the southeastern Blue Hill District
Regulating Plan Update

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Rezoning of Parcels South of Elliott

- Sites are within District but don’t have form-based zoning
- Prior interest in using rezoning to incentivize affordable housing
- Staff could evaluate zoning considerations and present options
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Next Steps

• Continue Hearing on Townhome Standards: April 22 or TBD

• Next Blue Hill Update: Fall 2020

• Updates on Regulating Plan and/or Parcels South of Elliott TBD
Staff Recommendation

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