



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



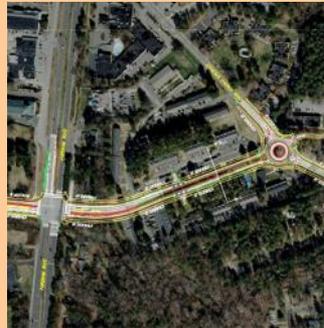
Recent Activity

1 Town Projects

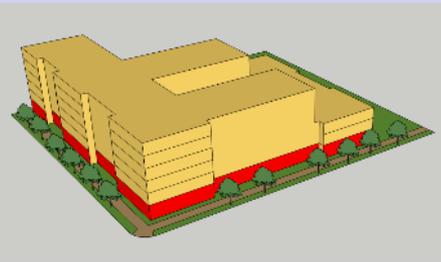
Construction begins in April for **Elliott Rd Flood Storage**



Considering funding solutions for **Elliott Rd Extension**



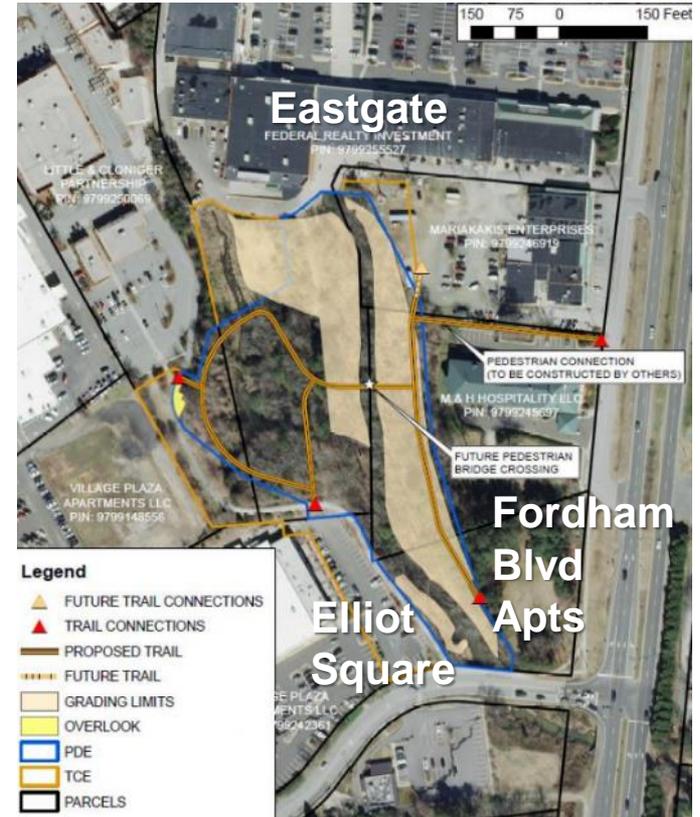
New standards adopted in February for **Massing & Permeability**



1 Elliott Rd Flood Storage

Town Project

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



1 Elliott Road Extension

Town Project

- Design substantially complete
- Funding shortfall to address
- Construction as part of Park Apartments project

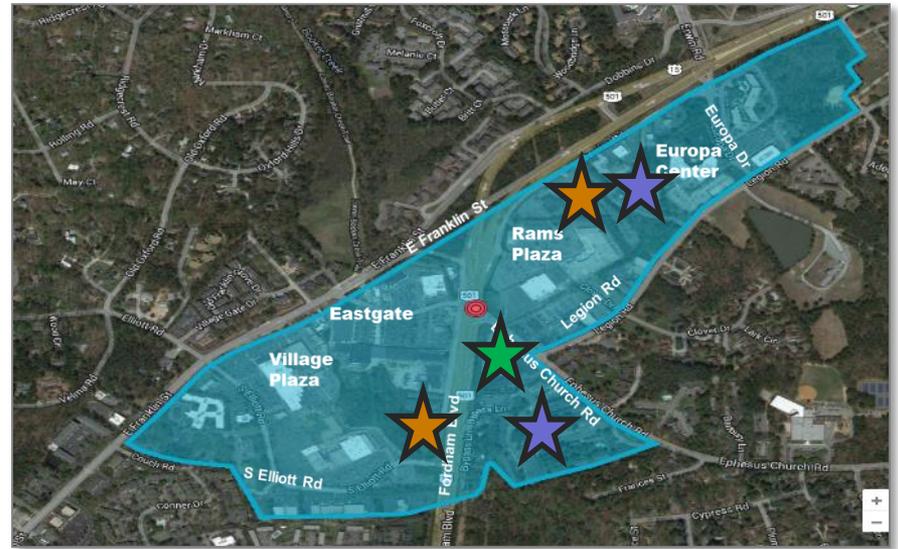


1 Development Highlights

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





Hillstone Apartments PH 1

Use	Apartments
Units	328 (2 buildings)
Status	Completion expected Spring 2020

Hillstone Apartments PH 2

Use	Apartments
Units	328 (2 buildings)
Status	Completion expected Summer 2020



Fordham Blvd Apts

Use	Apartments
Units	272
Status	Construction



1 Development Highlights

Elliot Square and Village Plaza façades renovated

Village Plaza Amenity Space completed



Elliot Square

Use

Retail

Project

Façade Changes

Status

Complete





Village Plaza

Use	Retail
Project	Façade Changes
Status	Complete



Village Plaza Amenity

Use

Public Space

Status

Complete



1

Development Tracking

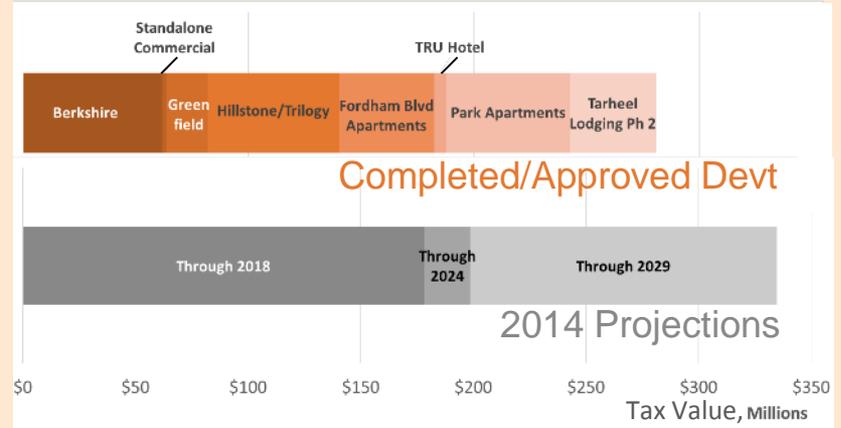
1,465 dwelling units new or in the pipeline (net total)



85,495 sq ft of commercial space 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



2

Ongoing Efforts

2

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 t in surrounding area

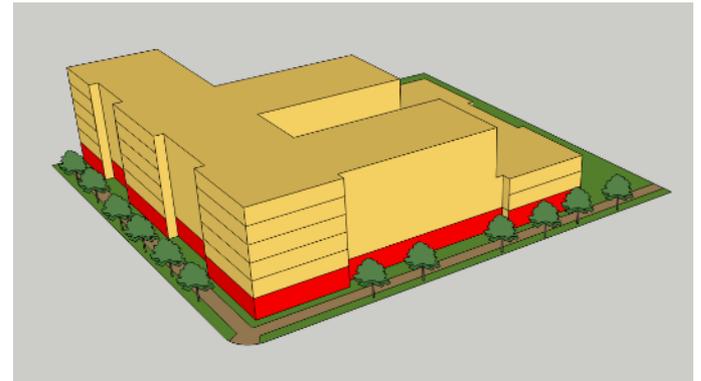
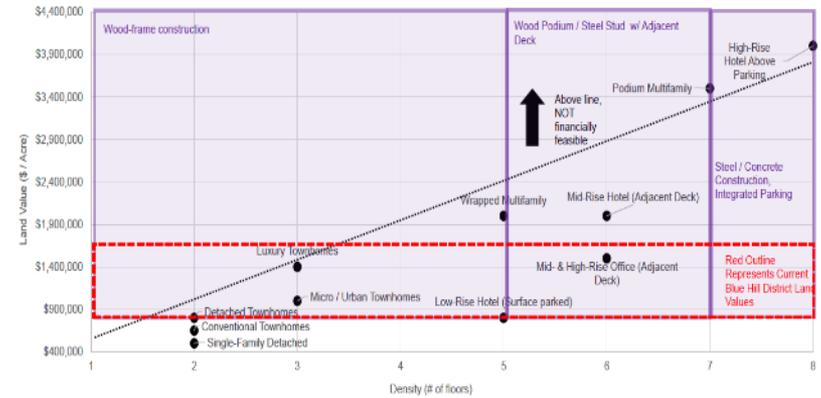


Allocate a portion of increased tax revenue to affordable housing

2 Massing Standards Study

Updates

- Council adopted new standards in February 2020
- Maximum building dimensions, connectivity between buildings
- Response to 2018 Council Petition



2 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

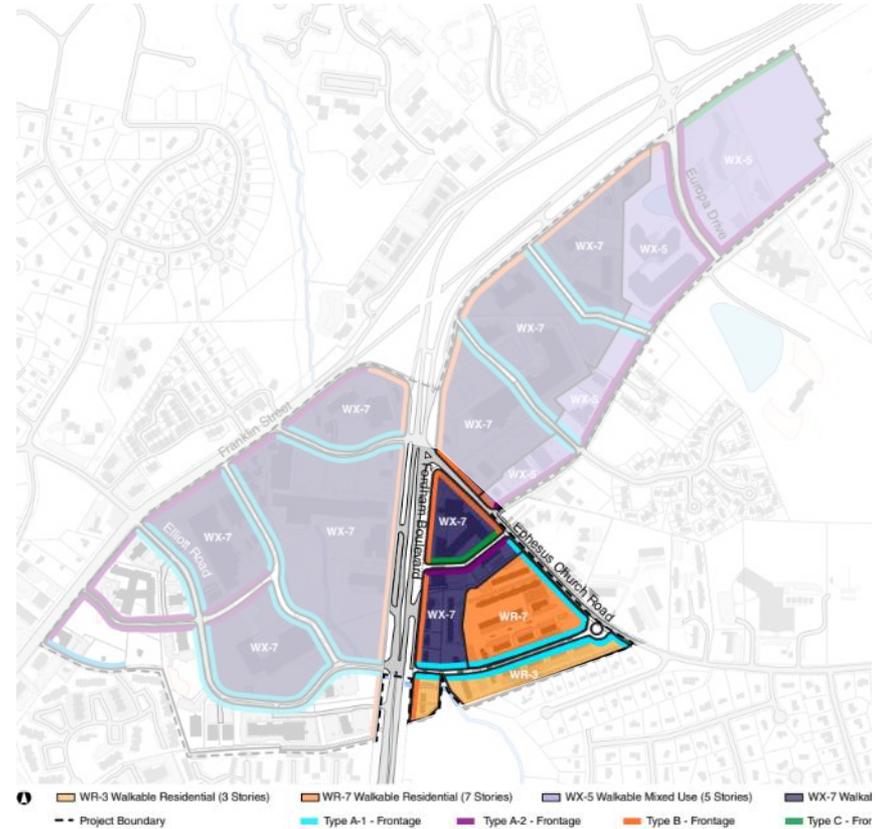


3

Possible New Efforts

3 Regulating Plan Update

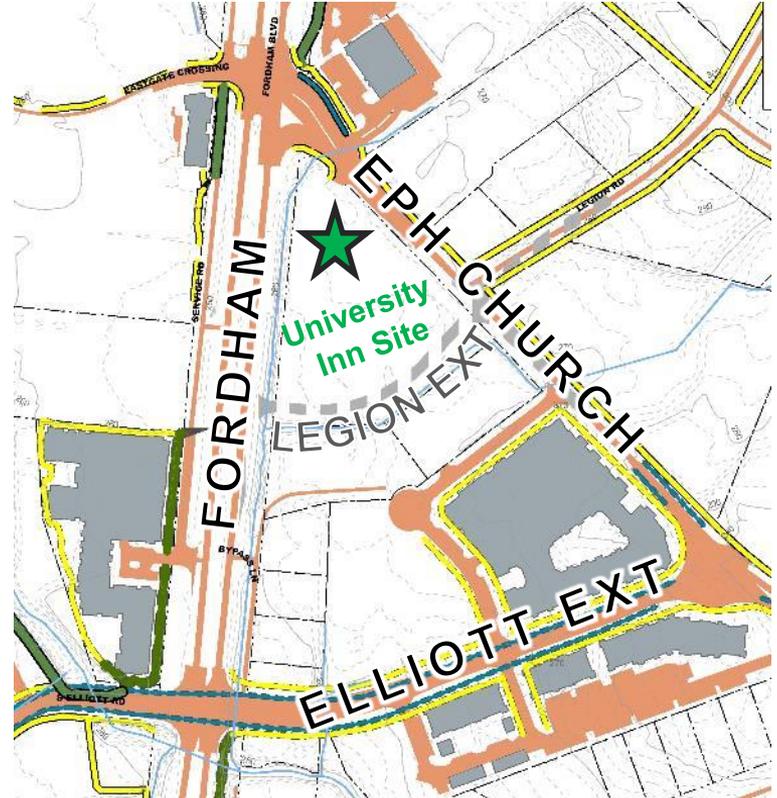
- Streets are part of the Zoning Map
- Legion Road Ext mapped onto University Inn site
- Challenges for construction – financing, NCDOT approval
- Staff could explore and refine connectivity for the southeastern Blue Hill District



3

Regulating Plan Update

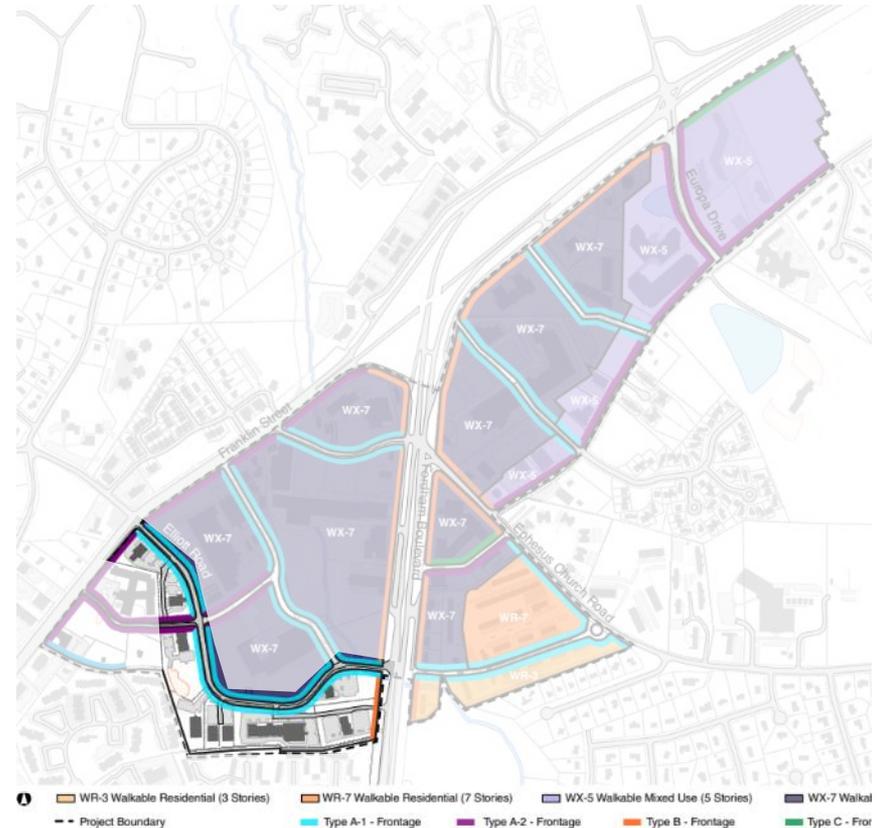
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3

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



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