

701 Martin Luther King Jr Blvd Residential

Concept Plan Application

1 October 2024

DEVELOPER'S PROGRAM

The proposed 701 Martin Luther King Jr Blvd Residential project seeks to provide approximately 175 new residential rental units at the corner of E Longview Street and Martin Luther King Jr Blvd. The project will include 6 stories of residential units built over 2 levels of structured parking, plus one level of below-grade parking, and will provide a large interior courtyard with recreational amenities for the building residents. The current concept plan denotes a location at the corner of E. Longview and Martin Luther King Jr. Blvd that the developer intends to provide as a community amenity that will complement the planned Bus Rapid Transit stop.

Natural Features

The 1.84-acre property assemblage is pentagon shaped with access on both East Longview and on Martin Luther King Jr Blvd. The southern half of the site was previously in use as an automotive shop, and the northern portion of the property is wooded with no on-site structures. While there are no streams shown on the Soil Survey, the USGS map, or on the FEMA flood maps, there is a roadside ditch located along Martin Luther King Jr Blvd, and a stream determination has identified a split ephemeral stream on the property. Further, the site contains steep slopes which appear to have been formed as a result of the grading completed to construct the automotive shop in 1925. The proposed project will include stormwater mitigation for new impervious surfaces and will improve drainage on site to eliminate erosion.

Additionally, there is a 50' elevation change on site, with a high point at the southwest corner dropping to a low point at the northern corner of the property. Also, there is a 40' elevation change from the high point to the southeast corner of the site.

Access, Circulation, Traffic Impacts

The southern parcel itself fronts both East Longview Street and Martin Luther King Jr Blvd. while the northern parcel fronts Martin Luther King Jr. Blvd. Vehicular access into the proposed project will occur along East Longview Street with an immediate

access into the structured parking. Multiple points of pedestrian access will be provided from both frontages.

Two internal fire lanes will provide access for service and emergency vehicles. The site is located on bus routes servicing Martin Luther King Jr Blvd., making public transit use convenient for residents.

Due to the location along the major throughfare of Martin Luther King Jr Blvd., traffic impact to the neighborhood is expected to be minimal.

Arrangement/Orientation of Buildings

Due to the natural configuration of the site, the project will be designed to consist of a single building and will take advantage of the existing topography to reduce the visible massing on the western side abutting the single-family residential properties. As the property is an unusual shape, the undeveloped areas will be designed to serve as green space, most notably a paved and landscaped pedestrian plaza wrapping the street corner.

Natural Vegetation and Landscaping

The existing site is developed on the south side and wooded on the north side. While the proposed development will remove existing trees, new plantings will be installed as part of the project.

Effect on Neighbors

The adjacent uses are single family residential to the west, townhome style residential to the south, and parking/office space to the north. To the east is Martin Luther King Jr Blvd with residential condominiums set back from the street.

Due to the project's location along Martin Luther King Jr Blvd., the effect of traffic on adjacent residential streets is expected to be minimal. The majority of cars in and out of the project will travel the short stretch of Longview Street and use Martin Luther King Jr Blvd., so there should not be a need to access any of the adjacent residential streets.

The building will be designed to take advantage of the existing topography and will appear to be 5-6 stories to residents living west / uphill of the project. Additionally, architectural features will be incorporated into the building design to break up the massing of the project to neighbors as well as along the building frontage.

Erosion, Sedimentation, Stormwater Control

While the site contains two ephemeral streams, there is no stream in the location of the proposed building.

During construction, erosion and sedimentation control will comply with State codes and will be overseen through the County. The permanent stormwater control for impervious surface in the development will be an underground facility likely at the north end of the building. This will be designed to meet State codes.

AFFORDABLE HOUSING PROPOSAL

The developer expects to offer 5 market rate units to be leased to the Town of Chapel Hill for \$1/year, similar to a program currently being implemented at a comparable property. A formal affordable housing proposal will be created and included in the rezoning application, during which time the developer will work with the Town's affordable housing staff.

COMPLIANCE WITH COMPREHENSIVE PLAN

Chapel Hill 2020 Comprehensive Plan

The proposed residential project is being designed to comply with the Chapel Hill Comprehensive Plan. The proposed multi-family use is consistent with the primary uses encouraged by the Town of Chapel Hill in the subject's South MLK Focus Area, Sub-Area C per the Future Land Use Map and the Town's land use initiative.

Also relevant to this project is #1 - Implement a bikeable, walkable, green communities plan. This project will provide rental housing in a location already situated on a bus route, on the future BRT route at a planned bus stop, and within walkable distance of UNC campus, employment opportunities, food and retail options, greenway trails, and recreation opportunities.

The project responds to the applicable Themes and Goals chapter in the following ways:

1. A Place for Everyone - This project will provide a range of rental housing units close to the university and to the town center, providing housing within the urban framework.
2. Community Prosperity and Engagement - As the community continues to grow, this proposed development will provide additional housing opportunities with easy access to Chapel Hill's university, downtown area, and health care facilities via road and public transit options.

3. Getting Around - This development is located on a major street with Chapel Hill Transit service and is slated to be served by a future BRT route. It is also supported by a sidewalk system along Martin Luther King Jr Blvd and is within walking distance of the UNC campus and downtown Chapel Hill retail and restaurant services. The project is located just two blocks south of the Bolin Creek greenway trail, offering an alternative transportation option as well as recreation opportunities.
4. Good Places, New Spaces - The project will improve the pedestrian experience along the existing sidewalk on Martin Luther King Jr Blvd. The building will be set back 20' from the property line allowing for wider sidewalks on both Martin Luther King Jr Blvd and Longview Street, and will provide a plaza space that wraps around the corner providing seating, community gathering space, and landscaping amenities. Ample bike storage will be provided to the residents to encourage alternate transportation methods.
5. Nurturing Our Community - The project will manage and improve existing stormwater conditions through an underground mitigation facility.
6. Town and Gown Collaboration - Though not directly associated with the university, the site is located in close proximity to the UNC campus, and the developer expects a significant portion of the resident base to consist of students, graduate students, professors, and employees from within the university community.

Complete Community Strategy

The proposed residential project will function as a component of the larger town center.

The anatomy of a complete community specifies 8 components.

- Diversity of housing types
 - o The proposed project includes rental housing units within several different unit types designed to target a variety of residents.
- Living, working, learning, and playing mixed use
 - o The project will consist of entirely residential uses but is located in close enough proximity to Rosemary and Franklin Streets to be considered part of the mixed-use urban fabric.
- Abundant active transportation and transit connections
 - o The project fronts Martin Luther King Jr Blvd where there are existing bus routes, and where a future Bus Rapid Transit route is planned.
 - o The project is walking distance to Franklin Street, UNC campus, Umstead Park, and the Bolin Greenway trail, offering multiple opportunities for walking, biking, and public transit use to reduce vehicle travel.

- Ample bike storage will be provided to the residents to encourage alternate transportation methods.
- Diversity of tenures
 - The proposed project is a rental offering. Several different unit types will be offered to target a variety of residents.
- Designed for walking and cycling
 - The project is being built within an area well served by public sidewalks, bike lanes, a greenway trail, and public transit options.
- Parking lots are secondary
 - Parking will be located under the residential structure. There will be no parking lots between the building and the street frontages. The layout allows for a plaza space to wrap around the corner and provide a pleasant pedestrian experience that can be easily incorporated with the future BRT stop.
- “Eyes on the street” design
 - The density and layout of the project will help encourage natural surveillance, with many windows facing sidewalks along the street.
- Buildings with multiple uses
 - The project will be a single use but is within close proximity to a larger urban mix including retail, office, service, and institutional uses.

Future Land Use Map

The project is located within the South MLK Focus Area, subsection C. The FLUM supports multi-family residential in this area in buildings up to 8 stories.



The project is situated on 1.84 acres with approximately 200 LF frontage on Martin Luther King Jr Blvd, and 180 LF frontage on Longview Street. The project will include generous sidewalks and a plaza on both frontages to enhance the pedestrian routes already on those streets.

Climate Action and Response Plan

The project will create an Energy Management Plan during the Zoning Compliance Permit process, with the goal of achieving higher energy efficiency than the current ASHRAE standard. The project will incorporate electric appliances, use LED lighting wherever possible for both interior and exterior lighting. The project will include its own EV-charging spaces as well as infrastructure to allow for future expansion of additional EV charging spaces to meet future demand within the development.

The location of the project lends itself to a more sustainable lifestyle for residents. It is located on a bus line, is within walking distance of food, retail and service options, and supports environmental equity through easy access to greenways and Town parks.

Small Area Plan

There are no small area plans addressing this area, but the project will be built in the South MLK Focus Area as defined in the 2020 Comprehensive Plan and follow up Charting Our Future FLUM update from December 2020. That plan supports multifamily residential, among other uses, in 4-6 story buildings, with up to 8 stories near the street frontage.