



CONCEPT PLAN REVIEW: THE FLATS (Project #21-006)

STAFF REPORT

TOWN OF CHAPEL HILL PLANNING AND DEVELOPMENT SERVICES
 Colleen Willger, Director
 Judy Johnson, Assistant Director
 Corey Liles, Principal Planner

PROPERTY ADDRESS 607-617 MLK Jr. Blvd.; 121 Stinson St.	MEETING DATE March 24, 2021	APPLICANT George J. Retschle, Ballentine Associates, on behalf of Progressive Capital Group, LLC
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STAFF RECOMMENDATION
 That the Council adopt the attached resolution transmitting comments to the applicant regarding the proposed development.

PROCESS

- The Council has the opportunity tonight to hear the applicant’s presentation, receive comments from the Community Design Commission and Town Urban Designer, hear public comments, and offer suggestions to the applicant.
- Because this review is a Concept Plan submittal, statements by individual Council members this evening do not represent an official position or commitment on the part of a Council member with respect to the position he or she may take when and if the Council considers a formal application.
- The Community Design Commission reviewed a concept plan for this site on February 23, 2021.

DECISION POINTS

- A Special Use Permit (SUP) or Conditional Zoning review is typically required for the formal application. Alternatively, the applicant could request a Development Agreement.
- The applicant has been advised to discuss their preference with Council tonight.

PROJECT OVERVIEW

The 3.6-acre site consists of four parcels situated between Isley St. and Martin Luther King, Jr. Blvd. Existing land uses include single-family homes and a small multi-family building with associated parking. The site is currently zoned Residential-4 (R-4).

The proposal includes:

- Construction of an apartment building with around 200 dwelling units and 600-650 total beds.
- Building designed to step down with existing grade, varying in height between five and six stories.
- A ±450-space parking deck, which would be wrapped by residential units and have entrances on Martin Luther King Jr. Blvd. and Isley St.
- Proposed amenities including a clubhouse, pool, courtyard, and pedestrian connectivity through the site.



ATTACHMENTS

1. Concept Plan Report
2. Draft Staff Presentation
3. Resolution
4. CDC Summary Comments
5. Urban Designer Comments
6. Applicant Materials

CONCEPT PLAN REPORT



The Flats

The following report provides an evaluation by Planning staff of the Concept Plan site, based on long-range planning considerations.

PROPERTY ADDRESS 607-617 MLK Jr. Blvd.; 121 Stinson St.	CURRENT ZONING DISTRICT Residential-4 (R-4)		
EXISTING LAND USE Single-Family & Multi-family (low-rise) Residential	PROPOSED LAND USE Multi-family (mid-rise) Residential		
SURROUNDING PROPERTIES – EXISTING LAND USES Mixture of Residential uses to the north, south, and west (single-family, townhomes, low-rise multi-family) Mixture of Multi-family Residential and Commercial uses to the east, across MLK			
FUTURE LAND USE MAP (FLUM) FOCUS AREA S MLK Jr Blvd	FLUM SUB-AREA Sub-Area C		
OTHER APPLICABLE ADOPTED PLANS <table border="0" style="width: 100%;"> <tr> <td style="width: 50%; vertical-align: top;"> <input checked="" type="checkbox"/> Mobility and Connectivity Plan <input checked="" type="checkbox"/> Parks Comprehensive Plan <input checked="" type="checkbox"/> Greenways Master Plan <input checked="" type="checkbox"/> Chapel Hill Bike Plan </td> <td style="width: 50%; vertical-align: top;"> <input checked="" type="checkbox"/> Cultural Arts Plan <input checked="" type="checkbox"/> Stormwater Management Master Plan <input type="checkbox"/> West Rosemary Street Development Guide <input type="checkbox"/> Central West Small Area Plan </td> </tr> </table>		<input checked="" type="checkbox"/> Mobility and Connectivity Plan <input checked="" type="checkbox"/> Parks Comprehensive Plan <input checked="" type="checkbox"/> Greenways Master Plan <input checked="" type="checkbox"/> Chapel Hill Bike Plan	<input checked="" type="checkbox"/> Cultural Arts Plan <input checked="" type="checkbox"/> Stormwater Management Master Plan <input type="checkbox"/> West Rosemary Street Development Guide <input type="checkbox"/> Central West Small Area Plan
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SUMMARY OF PLAN CONSIDERATIONS AFFECTING THE FLATS SITE Map excerpts on following pages demonstrate the Plan Considerations listed below. The location of The Flats is marked with the symbol.			
<p><u>Future Land Use Map (FLUM)</u></p> <p>The Future Land Use Map was adopted on December 9, 2020. It supersedes the 2020 Land Use Plan.</p> <ul style="list-style-type: none"> Multi-family Residential is listed as one of the <i>Primary (predominate) Uses</i> for Sub-Area C of the S MLK Jr Blvd Focus Area. Other <i>Primary Uses</i> include Commercial/Office and Mixed-Use projects (Multi-family, Shops & Offices). Parks and Green/Gathering Spaces, Townhouses & Residences, and Institutional/University/Civic facilities are listed as <i>Secondary Uses</i> (allowed, but not predominate). The site’s frontage on Martin Luther King Jr. Blvd. is defined as an <i>Activated Street Frontage</i>. This type of frontage means that buildings and civic space should engage with the street, with no off-street parking located in between. Appropriate Height along an <i>Activated Street Frontage</i> in Sub-Area C is <i>Up to 4 stories</i> at the front setback with <i>Up to 8 stories</i> of Core Height allowed. <p><u>Mobility and Connectivity Plan</u></p> <ul style="list-style-type: none"> The site is located along the western side of Martin Luther King Jr. Blvd., between Longview St. and N. Columbia/North St. There are existing sidewalks and sharrows along Martin Luther King Jr. Blvd. The western side of the site fronts on Isley St./Stinson St. The plan proposes a <i>Multi-Use Path</i> along Martin Luther King Jr. Blvd. as an upgrade to existing facilities. Future <i>Bus Rapid Transit stations</i> are located within ½ mile of the site. The applicant should coordinate with Chapel Hill Transit for the latest information on BRT design, station locations and any potential connections. <p><u>Parks Comprehensive Plan</u></p> <ul style="list-style-type: none"> The site falls in the Neighborhood Park Service Radius of Umstead Park, and in the Community Park Service Radius of the Community Center Park. No additional Neighborhood Parks or Community Parks are proposed in this area. 			

Greenways Master Plan

- There are no proposed greenway facilities impacting this site.

Chapel Hill Bike Plan

- Mapping of future bike facilities in the Bike Plan is superseded by the Mobility and Connectivity Plan. The Bike Plan provides some additional detail on facility design.

Cultural Arts Plan

- The Cultural Arts Plan identifies locations that are opportunities for integrating public art. The frontage of the site on MLK Jr Blvd is identified as an *Entranceway or Major Cross-Connector*.
- The applicant should **coordinate with Chapel Hill Community Arts & Culture** for more information on appropriate landscape and artistic treatments in this corridor.

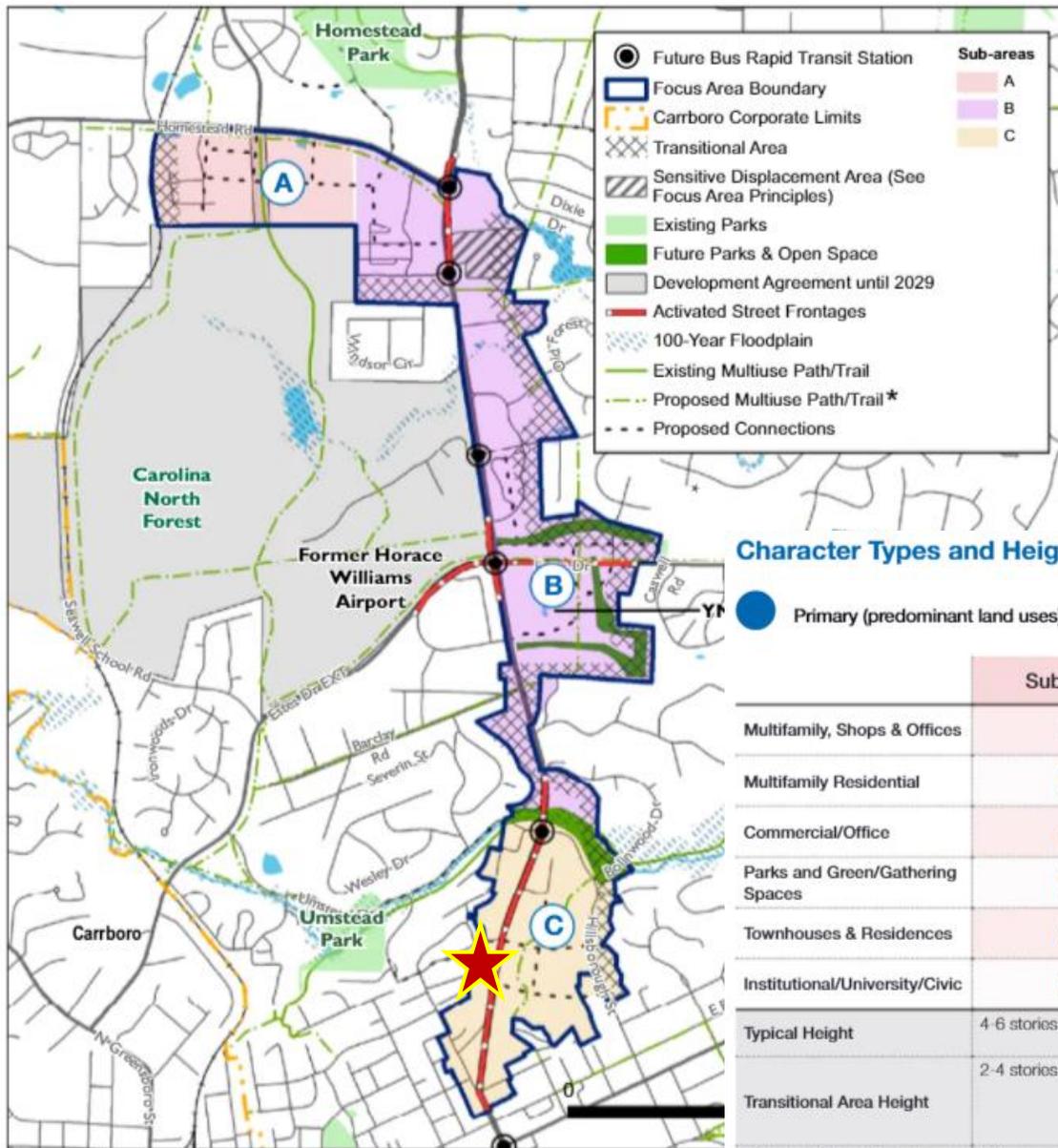
Stormwater Management Master Plan

- The site is located in the Middle Bolin Creek Subwatershed (BL4). The applicant should **coordinate with Chapel Hill's Stormwater Management Division** to understand relevant stormwater considerations.

CONCEPT PLAN REPORT

The Flats

Future Land Use Map (Excerpt)



Character Types and Height in 2050: South MLK Boulevard

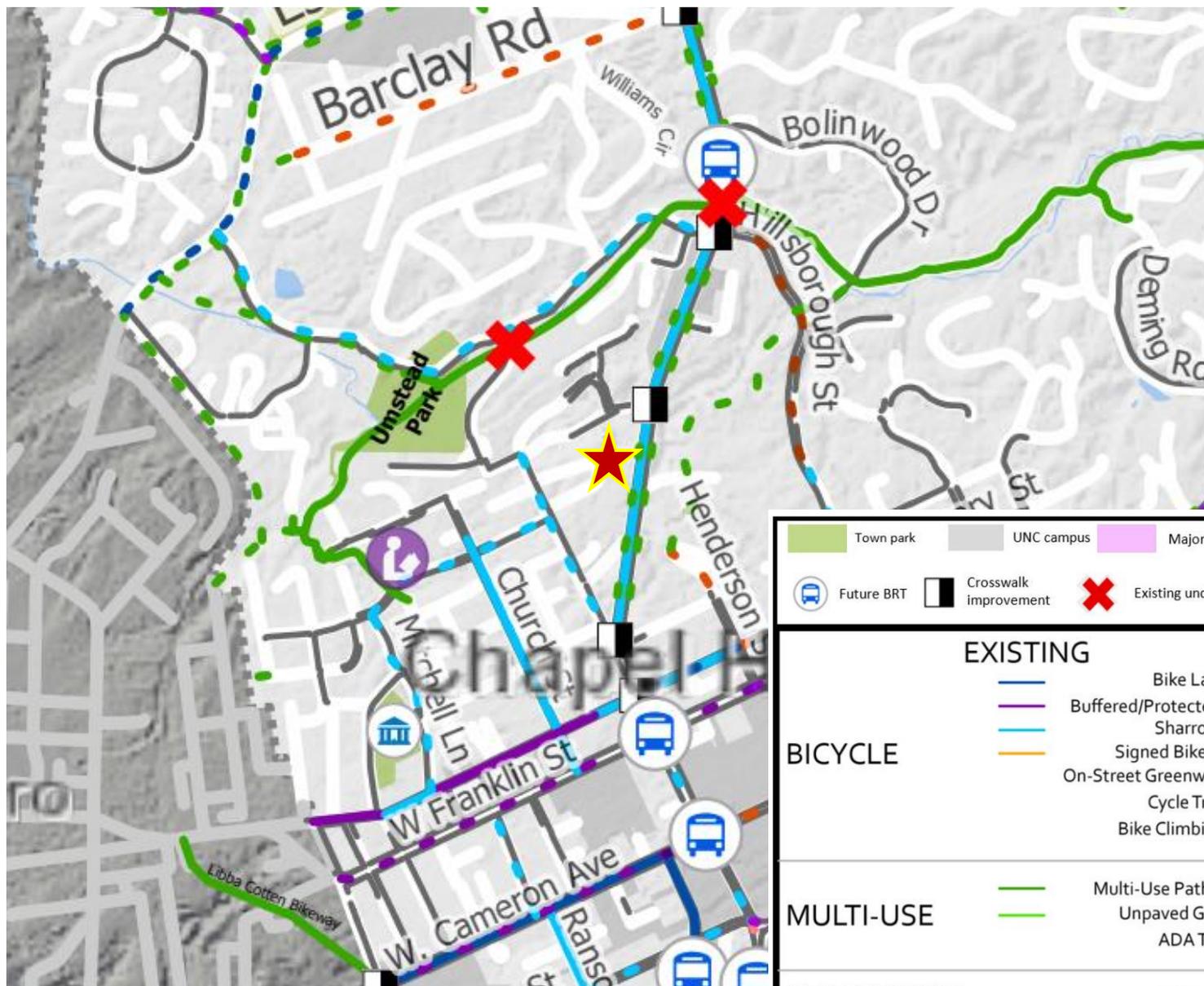
● Primary (predominant land uses)
 ● Secondary (appropriate, but not predominant)
 ○ Discouraged

	Sub-Area A	Sub-Area B	Sub-Area C
Multifamily, Shops & Offices	○	●	●
Multifamily Residential	●	●	●
Commercial/Office	○	●	●
Parks and Green/Gathering Spaces	●	●	○
Townhouses & Residences	●	●	○
Institutional/University/Civic	●	○	○
Typical Height	4-6 stories	4-6 stories	4-6 stories
Transitional Area Height	2-4 stories	2-4 stories	2-4 stories (Adjacent to lower scale residential uses, step backs or other transitional methods are necessary to ensure harmonious transitions)
Activated Street Frontage Height	N/A	6 stories	8 stories, 4 stories at the front setback line

CONCEPT PLAN REPORT

The Flats

Mobility & Connectivity Plan (Excerpt)

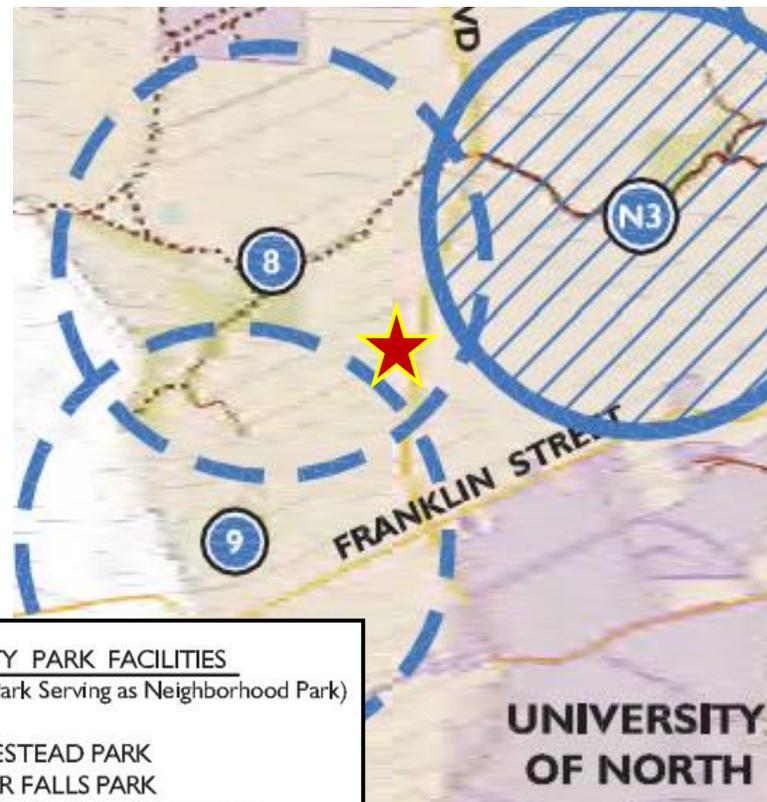


	Town park		UNC campus		Major development		Other park
	Future BRT		Crosswalk improvement		Existing underpass		Proposed underpass/overpass
BICYCLE		EXISTING		PROPOSED			
		Bike Lane					
		Buffered/Protected Bike Lane					
		Sharrows					
		Signed Bike Route					
		On-Street Greenway Connector					
		Cycle Track					
		Bike Climbing Lane					
MULTI-USE		EXISTING		PROPOSED			
		Multi-Use Path/Greenway					
		Unpaved Greenway					
		ADA Trail					
PEDESTRIAN		EXISTING		PROPOSED			
		Sidewalk					

CONCEPT PLAN REPORT

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Parks Comprehensive Plan (Excerpt)

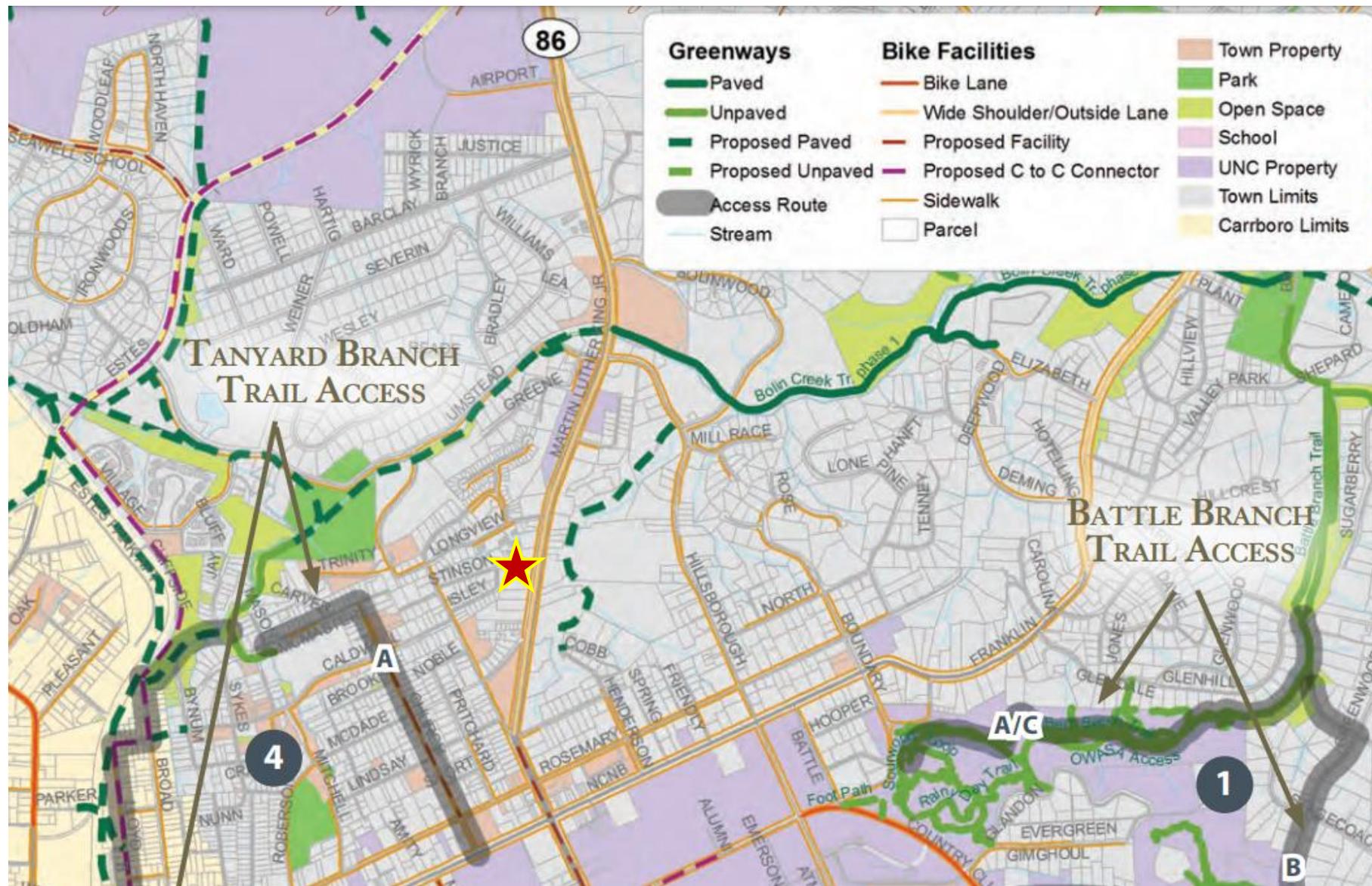


Legend		COMMUNITY PARK FACILITIES (Community Park Serving as Neighborhood Park)	
	Neighborhood Park	1	HOMESTEAD PARK
	Service Radius 1/2 Mile	2	CEDAR FALLS PARK
	Community Park Serving as Neighborhood Park	3	COMMUNITY CENTER PARK
	Proposed Neighborhood Park 1/2 Mile radius	4	SOUTHERN COMMUNITY PARK
	Chapel Hill Town Limits	<u>NEIGHBORHOOD PARK FACILITIES</u>	
	Community Park	5	NORTH FOREST HILLS PARK
	Service Radius 1.5 Mile	6	PRITCHARD PARK
	Proposed Community Park 1.5 Mile radius	7	EPHESUS PARK
		8	UMSTEAD PARK
		9	HARGRAVES PARK
		10	OAKWOOD PARK
		11	MEADOWMONT PARK
	Chapel Hill Town Limits		

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The Flats

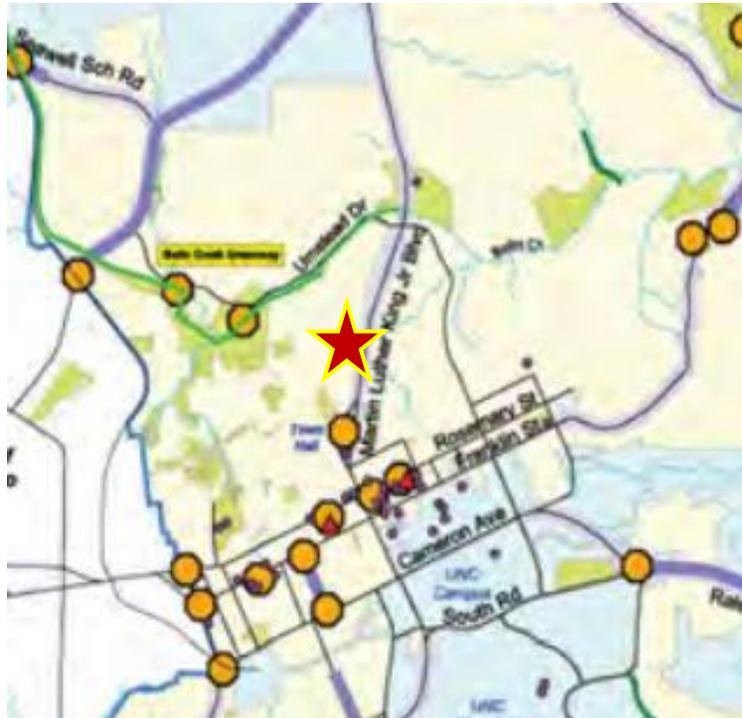
Greenways Master Plan (Excerpt)



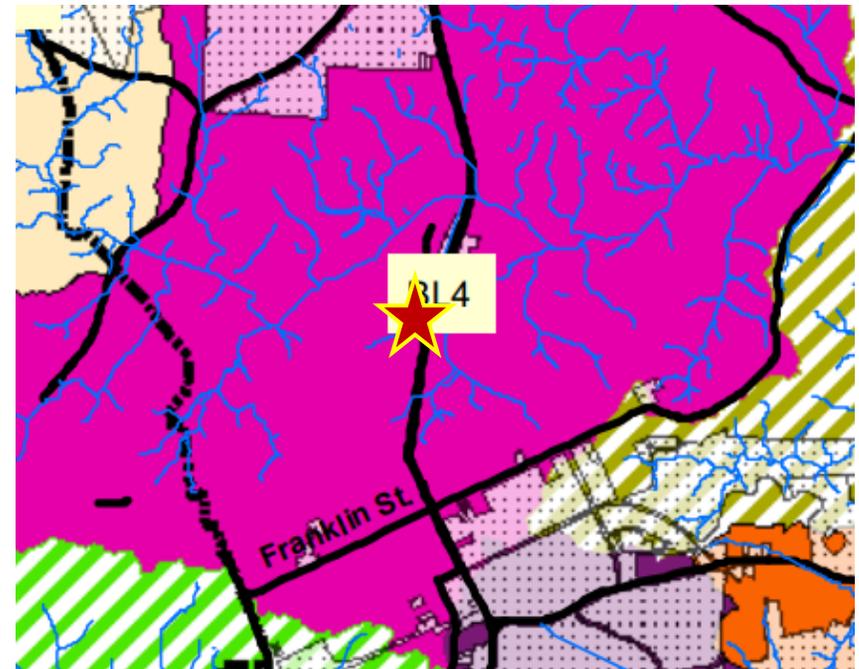
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Cultural Arts Plan (Excerpt)



Stormwater Management Master Plan (Excerpt)



Legend

Opportunities for Intergrating Public Art into Town Master Plans & Action Plans

- Gateway
- Node of Intersecting Plans
- Shared Improvement Corridor
- Entranceway or Major Cross-Connector

Future Non-Street Pedestrian and Transit Facilities

- Future Nature Trail
- Proposed Paved Greenway
- TTA Rail Corridor (Adopted 9-14-05)

Town Public Art: Existing or Funded

- Existing Public Art
- Funded & Planned Public Art

Public Lands & Town Boundaries

- Town Owned Land
- UNC Owned Land
- Chapel Hill Town Limits
- Chapel Hill Urban Services Boundary

