



TOWN OF CHAPEL HILL
Planning Department
405 Martin Luther King Jr. Blvd.
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Requested Modifications to Regulations

<i>Project Name</i>	701 MLK Residential	<i>Application Number [Staff to Complete]</i>	CZD-25-2
<i>LUMO Section</i>	Section 3.8.2(e) Maximum Setback Height (building height)		
<i>Requirement</i>	Maximum 70', rising 1' vertical for every 2' horizontal moving into the site core to a maximum of 114' core height		
<i>Requested Modification</i>	Maximum 100' at a point 20' back from property line on both E Longview St and Martin Luther King Jr Blvd frontages.		
<i>Purpose or Intent of Regulation</i>	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. The setback and height regulations established in the dimensional matrix are intended to ensure adequate solar access, privacy, and ventilation; access to and around buildings, off-street parking areas, loading space, and service areas; space for landscaping; and spacing between buildings and portions of buildings to reduce potential adverse effects of noise, odor, glare, or fire. Adequate solar access is deemed to consist of varying levels of access ranging from rooftop solar access in high-intensity zoning districts to south wall solar access in low-intensity zoning districts.		
<i>Justification</i>	The increased height is intended to increase unit density in this location. The higher density will encourage the use of the immediately available public transit and the proposed North-South Bus Rapid Transit service. The applicant believes the increased density and height can be accommodated here in a way that fits with the neighborhood by taking advantage of the sloping site to reduce the intensity of the massing. At the southwest property corner, the ground is rising and the building at this location is 68 feet above the sidewalk at this location, well under the 80' that would be allowed at this distance from the property line. But because the building height is measured from the lowest frontage which is on much lower ground fronting Martin Luther King Jr Blvd, the calculation for the building height is 86'. The architect is proposing an undulating parapet design reminiscent of the hilly topography found in this part of Chapel Hill. That parapet will be screening some building mechanics and will in some places be taller than the allowance exempting parapets from total height calculation.		
<i>Evaluation [Staff to Complete]</i>	Refer to Staff Report		

LUMO Section	Section 3.8.2(j) Maximum Impervious Surface Ratio
Requirement	Maximum 70% of gross site area
Requested Modification	Maximum 80% of gross site area
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	There are no jurisdictional streams on the site. The project is located close to downtown and is an infill project with a density to support alternative transportation and public transit. The development will provide up to 175 - 200 residential units in a location where they will be able to access employment, recreations, restaurants and education facilities without driving. The impervious coverage per household will be a fraction of what would be required to house a similar number of households in single family homes.
Evaluation [Staff to Complete]	Refer to Staff Report

LUMO Section	Section 3.8.2(k) Maximum Floor Area Ratio
Requirement	Maximum FAR of 1.2
Requested Modification	Request is to waive the maximum floor area ratio and replace with a maximum floor area of 275,000 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 proposed project is an infill project taking advantage of its location on an arterial close to downtown to provide 175 - 200 residential units, a density which supports and encourages public transit. Provision of housing in this location allows a large number of new households to have access to downtown and UNC campus facilities without driving. The proposed maximum floor area allows for a project with critical components such as a public plaza, structured parking, affordable housings, and a design that contributes to the overall character of the surrounding community.
Evaluation [Staff to Complete]	Refer to Staff Report

LUMO Section	Section 5.3.2(f) Steep Slopes
Requirement	No more than 25% of the total steep slope area (slopes steeper than 4:1) shall be disturbed

Requested Modification	Disturbance of 100% of steep slopes on site
Purpose or Intent of Regulation	The purpose of this section is 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:(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.
Justification	There are no jurisdictional water bodies or wetlands on-site. A significant portion of the steep slope was manmade when the site was developed for automotive repair use decades ago. The proposed project will take advantage of the 30' elevation difference to bury the lowest levels for underground parking, dual purposed as a retaining wall. This allows a significantly reduced building massing when viewed from the adjacent residential neighborhood to the west.
Evaluation [Staff to Complete]	Refer to Staff Report

LUMO Section	Section 5.6 Landscaping, screening and buffering
Requirement	10' wide landscape buffer along southwest and northwest property lines, 20' wide buffer long northeastern property line, 30' wide landscape buffer along eastern frontage on Martin Luther King Jr Blvd, 15' wide landscape buffer along southern frontage on E Longview Street.
Requested Modification	Reduction of northeastern property line buffer to a 3' width with 50% of shrub plantings and no tree plantings, reduction of eastern buffer along MLK frontage to 75% of required plantings with zero tree planting, and reduction of southern buffer along Longview frontage to 40% of required plants.
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 buffers against the street frontages are intended to separate the project from the street. However, this project is proposing a public plaza for tenants and the general public, and the intent would be to encourage activity between the street and the plaza area. Additionally there are multiple underground and overhead utilities as well as underground stormwater pipes covenying offsite water through the site. Those underground services with easements and restrictions related to the siting of the building to comply with the NC Fire code for aerial coverage leave no space on this frontage for canopy trees. The project proposes to plant landscape areas with shrubs and grasses. Along the northeastern property line there is a continuation of the underground stormwater pipes and easements. That property line lies against an office parking lot. Shrubs are proposed along the entire length of the property line and fencing will be added to supplement screening.
Evaluation [Staff to Complete]	Refer to Staff Report

LUMO Section	Section 5.7.2 Tree canopy coverage standards
Requirement	40% tree coverage
Requested Modification	17% 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	The project will not retain existing tree coverage and will not be able to replant to the same level due to building coverage, underground utilities, overhead utilities, and offsite water traveling through the site in easements, which restrict tree planting. The project includes 175 – 200 residential units to provide much needed housing in Chapel Hill. The tree removal per household will be a fraction of what would be required to for a similar number of households in single family homes. 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 in order to provide the proposed density, which will promote and encourage the use of public transit and directly support the proposed North-South line of the Bus Rapid Transit transit service. Lastly, the tree removal per household will be a fraction of what would be required to house a similar number of households in single family homes. In general, approximately 4,500 sf of tree clearing would be required to allow for construction of a medium sized sf single family home. For the proposed project at 701 MLK, the amount of tree clearing calculates to approximately 400 sf per residential unit.
Evaluation [Staff to Complete]	Refer to Staff Report

LUMO Section	5.11.4 Offsite Illumination
Requirement	Maximum offsite light spill of 0.3 foot candles
Requested Modification	Up to 1.0 footcandles at residential property lines, up to 2.0 footcandles at non-residential property lines, and up to 5.0 foot candles at right of way.
Purpose or Intent of Regulation	This section provides standards for lighting that shall be designed to minimize spillover of light onto adjacent property, glare that could impair vision, and/or other conditions that deteriorate normally accepted qualities and uses of adjacent property.
Justification	Along the western property line, the proposed project is set at an elevation at least 13' below adjacent residential structures. The project will need some lighting along that property line for safety and for emergency access but will use wall packs or very low height poles with directional hoods to keep light spill toward the ground, and not out toward the adjacent residential users. Along the northwest property line the adjacent property is HOA owned forested open space. At both these property lines the maximum light spill will be 1.0 foot candle (fc) Along the northeast property line the project is adjacent to a commercial parking lot which is lighted and the project use at this location is the aerial access fire lane. The maximum light spill at this property line will be 2 fc. Along the MLK street frontage there will be lighting along the street sidewalk and in the plaza area. For safety the lighting in this area will be between 1 fc and 5 fc, and given that the multi-use sidewalk will straddle the right of way / property line there will be light

	spillage between 1 fc and 5 fc. Some of that sidewalk will turn the corner onto E Longview street where the pedestrian route feeds into the BRT station on the south side therefore the higher light spill into the right of way is requested for both frontages.
Evaluation [Staff to Complete]	Refer to Staff Report

LUMO Section	3.4.6 (c) (1) The Mixed-Use Village Conditional Zoning District (MU-V-CZD) – Land Use Categories
Requirement	At least 25% of floor area devoted to residential uses and at least 25% of the floor area devoted to office/commercial uses
Requested Modification	To provide a minimum of 1000 sf retail/commercial space.
Purpose or Intent of Regulation	Purpose statement: The mixed use districts are 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. They are 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. It is further intended that the mixed use districts shall encourage development within which mutually supporting residential, commercial and office uses are scaled, balanced and located to reduce general traffic congestion by providing housing close to principal destinations, and convenient pedestrian and bicycle circulation systems and mass transit to further reduce the need for private automobile usage. Mixed use districts are intended to encourage development that allows multiple destinations to be achieved with a single trip. These standards encourage a design such that uses within a mixed use district are arranged in a manner that encourages internal vehicular trip capture and the development patterns that encourage walking, transit and bicycling as alternatives to automotive travel.
Justification	The project intends to provide a small amount of retail space to serve residents and visitors and help activate the plaza space. This will be an amenity for residents and for users of the adjacent BRT system and is also a use combination supported by Town staff and council. The retail space will face the plaza on Martin Luther King Jr Blvd adjacent to the lobby area and set between interior structured parking and the plaza. There will not be any conflict with the residential uses above. There is no residential zoning that allows for any retail activity, therefore the MU-V zoning is the appropriate requested zoning but requires a modification to provide any amount of retail.
Evaluation [Staff to Complete]	Refer to Staff Report

LUMO Section	3.4.6 (d)(2)
Requirement	Permitted density for M-UV-CZD arterial shall not exceed 20 units/acre
Requested Modification	Allow for 100 units/acre based on gross land area.
Purpose or Intent of Regulation	3.4.6 The Mixed-Use Village Conditional Zoning District (MU-V-CZD). Purpose statement: The mixed-use village conditional zoning district (MU-V-CZD) established in 3.4.3 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. It is further intended that the mixed use districts shall encourage development within which mutually supporting residential, commercial and office uses are scaled, balanced and located to reduce general traffic congestion by providing housing close to principal destinations, and convenient pedestrian and bicycle circulation systems and mass transit to further reduce the need for private automobile usage. Mixed use districts are intended to encourage development that allows multiple destinations to be achieved with a single trip. These standards encourage a design such that uses within a mixed use district are arranged in a manner that encourages internal vehicular trip capture and the development patterns that encourage walking, transit and bicycling as alternatives to automotive travel.
Justification	The higher unit density in this location encourages walking, transit use and bicycling as alternatives to automotive travel, and supports the public transit system.
Evaluation [Staff to Complete]	Refer to Staff Report

LUMO Section	5.14.7.(m) Crown Sign
Requirement	Crown sign may not extend above the roofline.
Requested Modification	Request modification to allow sign to extend above the roofline to the top of the parapet.
Purpose or Intent of Regulation	It is the intent of this section to authorize the use of signs with regard to size, layout, style, typography, legibility, and arrangements compatible with their surroundings; appropriate to the identity of individual properties, occupants, and/or the community; and as appropriate to traffic safety.
Justification	The façade and parapets have not yet been fully designed. Generally there is not enough space between the top of the windows on the top floor, and the roofline behind the parapet. And the roofline is not visible on a building > 55' tall with a parapet surround. The requested modification would allow the signage to extend above the roofline but remain below the visible top of the parapet.
Evaluation [Staff to Complete]	Refer to Staff Report



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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	701 MLK Residential	Application Number [Staff to Complete]	CZD-25-2
	Existing Zoning District	NC (south) and R-3 (north)		
	Proposed Zoning District	MU-V-CZD		
	Proposed Land Uses	Multi-family residential with a small amount of ground level retail. Underground / structured parking. Underground stormwater mitigation.		

CONSIDERING THE SITE AND ITS SURROUNDINGS			
	Description	Compatibility with Proposed Zoning and Development Program	Evaluation [Staff to Complete]
Surrounding Land Uses	<p>North: residential HOA greenspace to the north west, parking lot for university office building to the northeast</p> <p>South: Longview Street, with 1-2 story residential across street</p> <p>East: MLK Jr Blvd, with 4-story multi-family (condos) across street</p> <p>West: 2-story residential duplexes</p>	<p>The project is residential as are the uses to the west, south and east. The use is higher density which is appropriate for its location on an arterial with good existing and proposed public transit. The project design will work with existing topography so that the building will appear tallest from the MLK frontage (busiest street) and will appear shorter from the western properties where the building main floors are set 30' higher than the proposed elevation of the 701 MLK project.</p>	Refer to Staff Report

Surrounding Zoning Districts	<p>North: NW R-3, NE R-4</p> <p>South: R-4</p> <p>East: R-6</p> <p>West: NC</p>	<p>The proposed project is family residential but with higher density than the adjacent uses. The project is separated from two adjacent uses by streets, one being an arterial. The use to the west is residential but those buildings are at about elevation 408, meaning their main floor is at the same elevation as the proposed building's 4th level, and that the proposed building will appear to be only 6 stories from the adjacent lots.</p>	
Transit Service	<p>There is existing bus service on MLK. There are also future plans for a BRT station approximately 60' south of the 701 MLK residential project.</p>	<p>The density of the proposed project will support public transit service, and it is expected that residents of 701 MLK will use public transit.</p>	Refer to Staff Report
Road Frontages and Vehicular Access	<p>Road Classification(s): Local <input checked="" type="checkbox"/> Collector <input type="checkbox"/> Arterial <input checked="" type="checkbox"/></p> <p>Road Maintenance: NCDOT <input checked="" type="checkbox"/> Town <input type="checkbox"/> Private <input type="checkbox"/></p> <p>Access Points for Site: Vehicular access for residents will be from E Longview Street. There will be limited emergency access and trash collection access from MLK.</p>	<p>Per Chapel Hill's policy, vehicular access to the project will be from the lower classification street, E Longview. As the project is on the corner with Martin Luther King Jr Blvd, it is expected that residents will turn off that arterial then directly into the project's structured parking. There will be little addition of traffic to the local streets and neighborhood beyond the access drive entry.</p>	Refer to Staff Report
Pedestrian & Bike Network	<p>There is a southbound bike lane on MLK in front of the project extending south, and extending north to the Bolin Creek greenway trail.</p>	<p>The project will make use of existing sidewalks and bike lanes on Martin Luther King Jr Blvd. The project will include a pedestrian plaza at the corner of Longview and MLK, and will tie in to the proposed BRT station proposed approximately 60' to the south.</p>	Refer to Staff Report

Hydrological Features	The existing draws on the property are ephemeral and are the result of off-site water/pipe outlet draining through the site. It has been determined that the stream is non-jurisdictional.	The the location of the draw along the entire eastern side of the property and the second perpendicular draw cutting off the north 30% of the parcel mean that the project would not be feasible without disturbing the ephemeral channels.	
Topography of Site	The high point on the site is in the southwest area where the elevation is 404'. In the west half of the parcel, the land drops at a 20% slope to a lower elevation of 370-373' along the MLK frontage.	The project is not feasible without impacts to steep slopes. But the design will use those slopes to advantage by creating access on multiple levels. The ground level will have good pedestrian access and will provide a plaza along the MLK frontage.	Refer to Staff Report

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 districts are 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. They are 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 rezoning request aligns with the proposed uses and density, and the FLUM specifies "Higher density and intensity should be encouraged along Martin Luther King Jr. Boulevard extending from downtown to Hillsborough Street."	Refer to Staff Report
	Standard for Proposed Conditional Zoning	LUMO Standard for Existing Zoning	Evaluation [Staff to Complete]

<p>Permitted Uses (LUMO Sec 3.4 or 3.7)</p>	<p>Permitted uses and development intensities—Mixed Use-Village (MU-V).(1)The uses permitted in the MU-V districts include the following:A.Vertical mixed use buildings, orB.Uses listed in subsection (2), below, which are mixed horizontally. Uses are considered to be "mixed horizontally" where:1.Such uses comprise not less than the minimum, and not more than the maximum, percentage of floor area prescribed in subsection (b)(2)A, below; and2.Uses within a land use category set forth below, are located not further than eight hundred (800) feet from the uses located within another land use category; and3.The uses within separate land use categories, as set forth below, are linked by a continuous system of sidewalks or trails. Sidewalks or trails shall be considered "continuous" if they are interrupted only by street intersections, but shall not be considered "continuous" if interrupted by natural or man-made barriers to pedestrian and bicycle movement or by a street consisting of more than two (2) lanes of traffic, unless a pedestrian and bicycle island is provided.(2)Land use categories.A.An MU-V shall include office, commercial, and residential uses as described below. 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.B.For purposes of this section:1.Uses within the "Residential" land use category include the following:Dwelling units, single-family,Dwelling units, two-family with accessory apartments,Dwelling units, duplex,Dwelling units, multifamily, three to seven dwelling units,Dwelling units, multifamily, over seven dwelling units,2.Uses within the "Non-Residential" land use category include the following:Business, office-</p>	<p>The project proposes mixed uses vertically within the building. Parking will be located on the lower 3 levels. The lowest level will be underground parking. Level 2 is the ground floor facing MLK Blvd and will have a mix of a small retail space and residential lobby along with some structured parking. Level 3 will be structured parking with vehicular access to E Longview Street. Levels 4-9 will be residential use.</p>	<p>Refer to Staff Report</p>
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	type,Child/adult day care facility (See section 3.6),Clinic,College or university,Fine arts educational institution,Hotel or motel,Research activities,Bank,Barber shop/beauty salon,Business—convenience,Business—general,Business—wholesale,Manufacturing, light,Personal services,Public service facility,Publishing and/or printing,Recreation facility: Commercial.3.Uses not enumerated above shall not be considered to be within a residential or non-residential land use category within the meaning of this section.				
Maximum Floor Area (sq. ft.) (LUMO Sec. 3.8)	91,522 GLA x 1.2 FAR = 109,823 sf FAR Requested:		NC 49,892 GLA x .264 = 13,172 sf Plus R-3 37,915 NLA (no R/W frontage) x .162 = 2,134 sf Total Max Floor Area for existing zoning 13,172 + 2,134 = 15,306 sf		Refer to Staff Report
Maximum Building Height (ft.) (LUMO Sec. 3.8)	Maximum Proposed Setback Height	100'	Maximum Allowed Setback Height	70'	Refer to Staff Report
	Maximum Proposed Core Height	100'	Maximum Allowed Core Height	114'	

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]
FINDING #1: The proposed zoning amendment is necessary to correct a manifest error.	N/A	Refer to Staff Report
FINDING #2: The proposed zoning amendment is necessary because of changed or changing conditions in a particular area or in the jurisdiction generally.	Conditions in the area have changed significantly over the past decade. Older development was 1-3 story residential buildings including duplexes and multi-family. The FLUM calls for more dense development along this route which will be served by the NS BRT line, and for higher density between downtown and Hillsborough Street. The FLUM specifically calls out "Residential uses that are likely to attract students are appropriate in locations close to transit and with access to shopping and convenience to campus. These locations include near the intersections with Homestead Road and Estes Drive and south of Hillsborough Street".	Refer to Staff Report
FINDING #3: The proposed zoning amendment is necessary to achieve the purposes of the comprehensive plan.	<i>Complete the Statement of Consistency with the Comprehensive Plan.</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	701 MLK	Application Number [Staff to Complete]	
	Future Land Use Map (FLUM) Focus Area	South Martin Luther King Jr Blvd	FLUM Sub-Area	C

COMPLETE COMMUNITY: STRATEGIES FOR WHERE TO DIRECT GROWTH		
Strategy	Consistency of Application	Evaluation [Staff to Complete]
0.A Greenways	The project is located 1,800 LF south of the Bolin Creek Trail, which is accessible by sidewalk and bike lane on both sides of MLK Blvd. No new trail will be added as part of this project.	Refer to Staff Report
0.B Transit Corridors	The project is located on MLK Blvd and served by 4 different Chapel Hill Transit routes (G, HS, NS, T) and is 60 LF north of a proposed stop on the NS BRT route.	
0.C Large infill sites with existing infrastructure (within Focus Areas)	Currently the site contains a vacant auto repair garage, a vacant home, an occupied home, and 2 crumbling storage structures, with vehicular access from both street frontages. The proposed development will provide 175 - 200 residential units within easy access of public transit, parks and trails, downtown Chapel Hill, and multiple retail and employment opportunities.	
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• Central West Small Area Plan• Chapel Hill 2020: Community Prosperity and Engagement; Town and Gown Collaboration• Housing Advisory Board Development Review Criteria		
Topic	Relevant Features of Plan	Consistency of Application	Evaluation [Staff to Complete]
1.A.1 FLUM Guiding Statements (Town-wide) #2., 3., 7., 10.	1) Demonstrate the Town’s commitment to effectively respond to the threats associated with climate change. 2) Ensure equitable planning and development. 3) Encourage a diversity of housing. 4) Promote distinctive, safe, and attractive neighborhoods. 5) Cultivate a vibrant and inclusive community. 6) Promote construction of transit and multi-modal options in concert with the Town’s regional transportation partners. 8) Provide appropriate transitions between land uses and buildings of different scales. 9) Preserve and maintain Chapel Hill’s appearance and create the quality of design and development the Town desires. 10) Cooperate and collaborate with the Town’s regional partners.	1) The project will add 175 - 200 residential units in a location allowing pedestrian and public transit connectivity to recreation, employment, shopping and dining, and the Town’s largest employer UNC. The Developer has agreed to certify the property as NGBS Gold standard, indicating a high level of green building practices. Lastly, the development will include a mix of EV parking spaces to promote the use of electric vehicles. 2) The project will allocate 10% of units as affordable housing units, providing housing in a safe, opportunity-rich neighborhood. Further, the property’s proximity to the BRT and existing bus lines will prioritize transit-oriented development. 3) The proposed development will include different unit types and sizes ranging from Studios to 4BR units to accommodate different household sizes and renter types. 4) The project is located outside of historic neighborhoods and neighborhood conservation districts, and it is appropriately scaled for its location. 5) The varying unit mix will accommodate a variety of household sizes and renter types. Further, the project will include a public plaza located adjacent to transit stops on the corner of E Longview St and Martin Luther King Jr Blvd. This plaza will promote community and public gathering. 6) The density of the proposed development will support public transit	Refer to Staff Report

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

		<p>routes. The development site is strategically located directly adjacent to proposed BRT stops. 8) The project uses the existing topography to construct a higher density building on an arterial street without overwhelming the adjacent 2-story residential development on the west side of the property. It also provides a transition between the lower density residential to the west and south and institutional office building to the north. 9) The project complies with the desired development in the MLK South Focus Area. It also removes all surface parking from the site and creates a pedestrian friendly entry. 10) Though not associated with UNC Chapel Hill, the project is located in close proximity to campus, which will attract renters from the university community, including students, professors and other university staff. With the existing bike lanes, sidewalks and good transit connections, this is a very attractive location for residents working or needing access to the university, UNC Health Care and the multiple cultural facilities in downtown Chapel Hill.</p>	
<p>1.A.2.a-f FLUM Focus Area Principles for Land Use and Density & Intensity</p>	<p>This development is in the South MLK, Sub-Area C focus area of the FLUM, which supports development of multi-family residential, shops, and offices. 4-6 stories, up to 8 stories. 2-4 stories adjacent to lower scale residential uses.</p>	<p>The proposal is for a multi-family development with a small amount of retail on the ground level. The retail is intended to be a coffee/food service, which will work to activate the plaza area and provide a service for both tenants and the public. The building will be a total of 8 stories, with an additional level of below-grade parking. The building will be 7 stories fronting Martin Luther King Jr Blvd and 8 stories from part of E Longview Street. Due to the below grade parking, derground and the building design taking advantage of significant slope on site, the</p>	<p>Refer to Staff Report</p>

COMPLETE COMMUNITY: PLANNING FOR THE FUTURE AND MEETING HOUSING NEEDS (Goal 1)- SUPPORTING PLANS and POLICIES			
		building will appear as 6 stories from the adjacent properties to the west.	
1.A.3 FLUM Appropriate Uses (Primary and Secondary)	Multifamily residential, shops, offices as predominant uses. Secondary uses include parks, gathering spaces, townhomes, institutional and civic uses.	The project will provide multi-family housing as the predominant use with ground level retail to activate the public plaza area.	Refer to Staff Report
1.A.4 FLUM Building Height Guidance	2-4 stories adjacent to lower density residential, 4-6 stories typical, up to 8 stories.	The building will be 8 stories (plus one entirely below grade). Due to the topography, the building will appear as 6 stories adjacent to lower scale residential on the west side.	Refer to Staff Report
1.A.5 FLUM – Other Mapped Features	Flood resiliency – Heat island resiliency – Tree canopy – Impervious surfaces – Habitat connections.	There is currently no mitigation for on site impervious which totals 17% of the site. This project will add underground stormwater mitigation and improve current drainage through the site.	Refer to Staff Report
1.B Shaping Our Future Focus Area and Recommended Actions (Delete row if outside of TOD Opportunity Sites)	n/a		

COMPLETE COMMUNITY: PLANNING FOR THE FUTURE AND MEETING HOUSING NEEDS (Goal 1)- SUPPORTING PLANS and POLICIES			
1.C West Rosemary St Development Guide – Community Priorities by Section (Delete row if outside of Plan Area)	n/a		
1.D Central West Small Area Plan – Principles and Objectives (Delete row if outside of Plan Area)	n/a		
1.E.1 Chapel Hill 2020: Community Prosperity and Engagement (CPE)	Promote a safe, vibrant, and connected (physical and person) community (CPE.3)	The project redevelops a vacant site in a prime area with close proximity to downtown and UNC campus. The site fronts a major street with public transit, and is located with access to nearby trails and parks. The proposed project will take advantage of these opportunities to provide much needed housing in town and allow individuals and families to live close to employment and educational opportunities and to easily patronize local businesses.	Refer to Staff Report
1.E.2 Chapel Hill 2020: Town and Gown Collaboration (TGC)	Housing for students that is safe, sound, affordable, and accessible and meets a demonstrated need conducive to the education and maturational needs of students, and housing for Town, University, and the Health Care System employees that encourages them to reside in the community. (TGC.4)	Although not associated with the University of North Carolina, the project's proximity to campus will attract UNC students and faculty to diversify the resident base and support the university community.	Refer to Staff Report

COMPLETE COMMUNITY: PLANNING FOR THE FUTURE AND MEETING HOUSING NEEDS (Goal 1) - COMMUNITY BENEFITS		
Options for Community Benefits	Applicant Proposal	Evaluation [Staff to Complete]
Affordable Housing Proposal, Including AMI Targets and Mix of Unit Sizes	This project proposes 175-200 rental units in a single building, ranging from studio size to 4-bedrooms. An affordable housing component will be offered within the project, and the developer has worked with the Town's Housing staff to optimize the affordable housing proposal.	Refer to Staff Report
Housing Voucher Acceptance – Commitment for Rental Units	The developer has worked with the Town's Housing staff to optimize the affordable housing proposal and create an affordable housing plan and will address voucher acceptance as needed.	Refer to Staff Report
Displacement Mitigation Strategies – Resources and Support for any Existing Residents	The property is vacant except for one residential unit. There will be displacement of that single tenant with reasonable notice.	Refer to Staff Report
Demographic Needs Served by Housing Types	This project offers rental units from studio size to 4-bedroom, serving individuals, small households, and large households a housing opportunity close to downtown and close to the UNC campus.	Refer to Staff Report
Homeownership Opportunities	n/a	
Proximity to Daily Needs and Amenities – Access to Parks, Daycares, Schools, Grocery Stores, Medical Offices, etc.	The project is within walking distance of restaurants, service and retail, parks and trails. The site is located on a main transit line, and with the future NS BRT service at the front door, residents of this community will have easy alternate transportation access to employment, recreation, grocery, and retail opportunities.	Refer to Staff Report
Resident Access to Career and Education Opportunities	The project location is conducive to walking, biking, or public transit access to UNC campus and many employment opportunities on campus, in the UNC Health Care system, downtown, and elsewhere in town.	Refer to Staff Report
Effective Use of Limited Land Supply – Sufficient Intensity on Developable Land (excluding Environmental Constraints)	This is an infill project taking a mostly vacant developed parcel and increasing density to support public transit and retail/service businesses in the downtown area. One of the parcels within the site assemblage is currently undeveloped.	Refer to Staff Report

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

Plan/Policy References	<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 		
Topic	Relevant Features of Plan	Consistency of Application	Evaluation [Staff to Complete]
2.A Everywhere to Everywhere Greenways Map Facilities	The plan calls for bike lanes on both sides of Martin Luther King Jr Blvd.	Bike lanes existing on the project frontage and will remain. The project is adding a 10' wide multi-modal trail along the MLK frontage.	Refer to Staff Report
2.B Mobility and Connectivity Plan Facilities	The Mobility and Connectivity Plan calls for multi-use paths in this section of Martin Luther King Jr Blvd.	The proposed development includes a 10' concrete multimodal walk set 2' off back of curb.	Refer to Staff Report
2.C Greenways Plan Facilities	The 2013 Greenways Master Plan does not call for any new facilities at this location.	n/a	
2.D Connected Roads Plan Connections		The project takes advantage of the existing road grid. Given topography and small size of the project parcel, there is not an opportunity for connections between this project and adjacent parcels. The project does promote interaction with the street and provides multiple opportunities for pedestrian connection with the sidewalks on both E Longview Street and Martin Luther King Jr Blvd.	Refer to Staff Report
2.E.1 FLUM Guiding Statements (Town-wide) #6.	The FLUM encourages investment along key transportation corridors as well as promoting construction of transit and multi-modal transportation options.	The project is heavily investing in redevelopment on a main arterial in Chapel Hill. The project is of a density that will support public transit, and the anticipate diversity of residents will be expected to use the bike lanes, pedestrian connections to downtown restaurants and services, and to encourage community gathering in public spaces. This project's residents can be expected to be users of the future NS BRT line. Lastly, the proposed project	Refer to Staff Report

COMPLETE COMMUNITY: GREENWAY AND TRAVEL OPTIONS (Goal 2)- SUPPORTING PLANS and POLICIES			
		includes a 10' concrete multimodal walk along MLK Jr.	
2.E.2.a-f FLUM Focus Area Principles for Connectivity & Mobility	The FLUM speaks to connecting residential areas with commercial destinations, developing multi-modal links between developments, and leveraging the transit system, and also avoiding surface parking lots.	The project will offer zero surface parking options – all parking will be contained within the building. Proposed plan includes reduced parking to promote use of public transit and alternative transit options.	Refer to Staff Report
2.F.1 Chapel Hill 2020: Getting Around (GA)	Balancing automobiles with alternative forms of transportation in an integrated transportation network (GA.1); A connected community that links neighborhoods, businesses, and schools through alternative forms of transportation (GA.2); and creating a transportation system that provides everyone safe and reasonable access to community amenities (GA.5).	The project is located along a street with multiple existing bus route services and adjacent to a stop on the future NS BRT line. Existing bike lanes and proximity to downtown and UNC campus, as well as the density of the proposed development, will support the usage of public and alternative transit options.	Refer to Staff Report

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)	A TIA was completed by HNTB in January 2025 and is available for reviewers.	Refer to Staff Report
Road Improvements Addressing Traffic Impacts (typically based on TIA Recommendations)	No direct road improvements are recommended. Recommended action is to monitor traffic at the Longview/MLK and Umstead/MLK intersections and adjust coordinated signal timings as necessary.	Refer to Staff Report
Location of Vehicular Access Points; Vehicular Cross-Connectivity Opportunities	Town policy is to promote main vehicular entry from the less busy street for projects location at an intersection. The proposed project design calls for all tenant traffic to enter the parking garage off of E Longview Street. An emergency access road off of Martin Luther King Jr Blvd is proposed to also be used for service (trash collection). There is no vehicular connection between the interior of the parking deck and the exterior emergency /service drive.	Refer to Staff Report

COMPLETE COMMUNITY: GREENWAY AND TRAVEL OPTIONS (Goal 2) - COMMUNITY BENEFITS		
Pedestrian Access and Internal Circulation, Connections to Larger Network	Pedestrian connections will be offered in multiple locations along both Martin Luther King Jr Blvd and E Longview Street. Because of the topography on site and on the adjacent streets, the pedestrian connection will be linked to two different building levels.	
Bicycle Access and Safe Movements through Site; Identify Shared or Dedicated Facilities within Site and along Frontages	The will be multiple bicycle support opportunities within the project. The single building will occupy most of the site and there is no internal bike lane system proposed. The project is located on a street with existing bike lanes. There are 6 surface short-term bike parking spaces offered on the proposed plaza, and 49 interior bike parking spaces in the parking structure. Additionally the developer will be installing bike charging stations for the convenience of tenants with e-bikes.	Refer to Staff Report
Bicycle Amenities – Type and Location of Bicycle Parking and Other Supportive Amenities	There are 6 surface short-term bike parking spaces offered on the proposed plaza, and 49 interior bike parking spaces in the parking structure. This exceeds the Towb's requirement. Additionally the developer will be installing bike charging stations for the convenience of tenants with e-bikes.	Refer to Staff Report
Safe Road Crossings for Various Ages and Abilities – Treatments Used at Key Intersections	The project is located at a signalized intersection offering ample opportunity for safe crossing of both E Longview Street and Martin Luther King Jr Blvd.	Refer to Staff Report
Transit Service Proximity and Frequency; Improved Access to Nearest Transit	There are existing bus stops right outside the door of this proposed development. Additionally a bus stop for the proposed NS BRT is located approximately 100 feet away from the project's front door.	Refer to Staff Report
Future Multimodal Connectivity Opportunities (include projects by others for Greenways, Transit, and/or Bicycle Facilities)	No additional connectivity opportunities are expected.	Refer to Staff Report
Parking Demand Reduction Strategies	Due to the project's proximity to downtown and public transit options, the expected car usage will be less than average for multi-family projects, resulting in reduced reliance on cars.	Refer to Staff Report

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• Sustainable Building Policy for Conditional Rezonings• 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	The plan calls for improving the efficiency of new buildings through Green Building / LEED techniques, using renewable energy sources, encouraging net zero emissions for new buildings, and ensuring all buildings are all-electric.	The developer has worked with Town Staff and is proposing to NGBS Gold Certification for Green Buildings for this project. The building is proposed to be all-electric.	Refer to Staff Report
3.A.2 CARP: Transportation & Land Use Actions	Creating walkable, bikeable, transit-served neighborhoods; contributing to town-wide EV charging station network, and increasing transit ridership.	The project's location encourages walking, biking, and public transit usage. EV stations will be installed in the parking levels for tenant use. Access to the parking deck will be controlled and only available for tenants and retail/visitors.	Refer to Staff Report
3.A.3 CARP: Waste, Water, & Natural Resources Actions	Protect natural resources by conserving existing tree canopy, developing green corridors, and protecting sensitive areas like RCD.	The project will not retain existing tree coverage on site, but the benefit to the new development will be its ability to develop 175 – 200 residential units to house individuals and families in a location where they will be able to access employment, recreation, restaurant, and education facilities without driving. The tree removal and impervious coverage per household will be a fraction of what would be required to house a similar number of people in single family homes. There are no RCD zones on the project site.	Refer to Staff Report
3.A.4 CARP: Resiliency Actions	Enhance green infrastructure including green spaces, stormwater control measures, and green building features.	New trees will be planted, and stormwater mitigation will treat for quantity of 100 year storm event and treat for water quality to meet state and municipal mandates. The project has zero surface parking lots, thereby reducing heat island effect of large paved areas.	Refer to Staff Report

COMPLETE COMMUNITY: GREEN STRATEGIES (Goal 3) – SUPPORTING PLANS and POLICIES			
3.B Stormwater Management Master Plan	Protect and restore natural stream corridors; ensure compliance with federal and state regulatory mandates, development of a stormwater program.	There are no jurisdictional streams on site. There is a pipe/channel drainage ditch which will be fully piped and controlled. New impervious on site will be treated for quantity control beyond State mandates, and will also treat for improved stormwater quality.	Refer to Staff Report
3.C.1 FLUM Guiding Statements (Town-wide) #1.	Creating compact, walkable, mixed-use communities in targeted locations where activities are located close to one another, and densifying and mixing land uses in strategic locations to support a mix of activities, protect open space, develop a climate action plan, support transit, creation a “connected community” that ties into existing street networks and multi-modal paths, and incorporating resiliency measures.	The location of this project provides an element which adds to the mixed land uses in the immediate neighborhood. The project takes advantage of existing streets and bike/pedestrian facilities and builds a community of individuals and families who will use and support the open space and public transit opportunities available nearby.	Refer to Staff Report
3.C.2.a-f FLUM Focus Area Principles, Environmental	Incorporating green infrastructure to provide for flood mitigation, habitat, and community spaces, and being cognizant of existing watersheds.	The project will manage increased stormwater for the 100-year storm event and will improve water quality of stormwater runoff through the proposed underground mitigation system.	Refer to Staff Report
3.D.1 Chapel Hill 2020: Nurturing Our Community (NOC)	Become a model for North Carolina and beyond in wisely and justly reducing waste in a way that minimizes local environmental impact without imposing upon the environmental and social rights of others (NOC.1); 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);	The proposed project will minimize local environmental impact – it is reusing an existing underdeveloped (vacant) fully service property where there are no jurisdictional streams, and providing opportunities for individuals and households to live in town close to educations, employment, recreational, and service opportunities. The project takes a site that has no stormwater control and manages for the 100-year storm event as well as treating for improved stormwater quality.	Refer to Staff Report

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		
Electric Bicycle Charging	The developer is considering installation of chargers for E-bikes.	Refer to Staff Report
Efforts to Minimize Removal of Mature Tree Canopy and Other Significant Vegetation	The tree canopy and existing vegetation will be removed. The project will not retain existing tree coverage on site but the benefit to the new development will be its ability to house individuals and families in a location where they will be able to access employment, recreation, restaurant, and education facilities without driving. The tree removal and impervious coverage per household will be a fraction of what would be required to house a similar number of people in single family homes. There are no RCD zones on the project site.	Refer to Staff Report
Measures to Protect and/or Restore Streams, Wetlands, and Flood-prone areas, Exceeding Regulations	Stormwater quantity will be managed for the 100-year storm event which exceeds State regulatory mandates.	Refer to Staff Report
Waste Reduction Strategies and/or On-Site Recycling or Composting	On site recycling collection will be incorporated.	Refer to Staff Report
Stormwater Design Targets (e.g., Management for Larger Storm Events or Treatment of Existing Impervious Surface)	The underground mitigation facilities is designed to target quantity control for the 100-year storm event.	Refer to Staff Report

Impervious Surface Reduction Strategies		
Invasive Species Removal	Invasive plant species will be removed from the project site.	Refer to Staff Report
Strategies for Erosion Control and Stable Condition of Site during Construction, Exceeding Regulations	Erosion control measures will be reviewed and approved by the County to meet State regulations.	Refer to Staff Report
Relationship of Grading to Natural Landform; Strategies to Minimize Cut and Fill	The project takes advantage of a 30 foot elevation difference on site to provide structured parking on the lower levels and to visually reduce the mass of the building on the west side.	Refer to Staff Report

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 		
Topic	Relevant Features of Plan	Consistency of Application	Evaluation [Staff to Complete]
4.A.1 FLUM Guiding Statements (Town-wide) #4., 5., 8., 9.	4. Promote distinctive, safe, and attractiveneighborhoods.; 5. Cultivate a vibrant and inclusive community. ; 8. Provide appropriate transitions between land uses and buildings of different scales; 9. Preserve and maintain Chapel Hill'sappearance and create the quality of designand development the Town desires.	The project will be an attractive building and will offer secure safe housing for individuals and families. The variety of unit sizes is expected to attract a diverse tenant population, and the project will include affordable offerings. The building design takes advantage of the site's topography to bury the lowest floors on the west side and reduce the visual massing of the building for the neighborhood to the west.	Refer to Staff Report

COMPLETE COMMUNITY: PLACEMAKING AND PUBLIC REALM (Goal 4) – SUPPORTING PLANS and POLICIES			
4.A.2.a-f FLUM Focus Area Principles for Placemaking, Street Character, and Urban Form	This project is located in the South MLK Focus Area	The project will include a public plaza on the Martin Luther King Jr Blvd frontage which will extend around the corner onto E Longview Street. This will be an urban space with activity, shade and gathering spaces.	Refer to Staff Report
4.B.1 Chapel Hill 2020: A Place for Everyone (PFE)	Family-friendly, accessible exterior and interior places throughout the town for a variety of active uses (PFE.1); A range of housing options for current and future residents (PFE.3)	The plaza will be a public space and the range of unit types and sizes within the building is expected to attract a diverse tenant population.	Refer to Staff Report
4.B.2 Chapel Hill 2020: Good Places, New Spaces (GPNS)	A vibrant, diverse, pedestrian-friendly, and accessible downtown with opportunities for growing office, retail, residential, and cultural development and activity (GPNS.2); Open and accessible common spaces for community gathering, cultural uses, and community development (GPNS.7)	The plaza will be a public space and the range of unit types and sizes within the building is expected to attract a diverse tenant population.	Refer to Staff Report

COMPLETE COMMUNITY: PLACEMAKING AND PUBLIC REALM (Goal 4) - COMMUNITY BENEFITS		
Options for Community Benefits	Applicant Proposal	Evaluation [Staff to Complete]
Protection of Historic Features and Cultural Resources	n/a	
Public Art Proposed, and How Art Contributes to Creative Placemaking	There will be a public art offering incorporated into the project. At this time the developer has not settled on what that may look like.	Refer to Staff Report
Streetscape Design Features for Active Pedestrian Realm along Internal Drives and Streets	The project includes a street plaza with seating and some shade along Martin Luther King Jr Blvd and turning the corner onto E Longview Street. The plaza is expected to serve both tenants and the general public, and the project is designed to incorporate a coffee/food service facility to encourage activity on the plaza.	Refer to Staff Report

Building Placement to Activate Public Realm	The lobby space will open directly onto the plaza through a canopied space which will include amenities for community gathering. A retail component is included on the ground floor level to further activate the frontage along MLK Jr. Blvd.	Refer to Staff Report
Building Design Measures Creating a Human Scale	Architectural elements on the proposed buildings to break up the massing of the building include the following: • Massing bends away from MLK frontage, providing relief along streetscape • Masonry and storefront placed along ground level facades to provide quality pedestrian experience • Openings at parking deck continue rhythm established by retail/lobby storefronts • Masonry rises at outermost corners to bookend the massing • Balcony stacks and inset channels establish vertical rhythm • Window groupings reinforce the middle portion of a base-middle-top dynamic while also creating a vertical rhythm to break up expanses of lap siding • Massing pulled back at corner of MLK and Longview to create open plaza space • Vertical fiber cement panel portion adjacent to plaza creates a “hinge” that separates the building massing into individual blocks • “Mountain peak” parapet provides a unique silhouette while also appealing to the site’s topography	Refer to Staff Report
Efforts to Reduce Visibility of Parking	The project’s parking is located entirely within the building and will not be visible from the street or plaza.	Refer to Staff Report
Transitions to Surrounding Neighborhoods through Landscape, Compatible Uses, and/or Building Forms	The project takes advantage of the site’s topography to bury the lower levels so the visual massing of the building is reduced for the residents west of the project. The building is tallest on the Martin Luther King Jr frontage and corner. MLK Jr. Blvd is an arterial street with a wide right of way so the space doesn’t feel like a tunnel.	Refer to Staff Report
Public Spaces Designed and Programmed to Serve a Variety of Needs	The project includes an urban plaza at the entry which runs along Martin Luther King Jr Blvd and wraps around to E Longview Street. There will be gathering spaces for small groups, seating, plantings, and an outdoor space associated with a proposed interior coffee/food space.	Refer to Staff Report
Additional Aspects of Site Design Prioritizing People Over Vehicles	The project has zero surface parking. The tenant vehicular access into the parking garage is located at the west end of the site’s Longview Street frontage, thereby leaving the entire plaza as a pedestrian space linked to crosswalks and signalize intersection and providing safe access to connecting sidewalks and bus stops.	Refer to Staff Report

Other Notable Design Features	The architect is proposing an undulating parapet design reflecting the hilliness of Chapel Hill's topography.	Refer to Staff Report
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