



701 Martin Luther King Jr. Blvd - Conditional Zoning

Staff: Britany Waddell, Corey Liles, Katherine Shor

Meeting Date: August 19, 2025

Project Overview

- Thomas & Hutton, on behalf of property owners Capkov Ventures Inc and Lukri Investments, LLC, requests to rezone a 1.91-acre assemblage of parcels from Residential-4 (R-4) and Neighborhood Commercial (NC) to Mixed Use Village Conditional Zoning District (MU-V-CZD) for their project, 701 MLK Residential.
- The proposed development is located at the intersection of Martin Luther King Jr. Blvd and E. Longview Street. The applicant proposes an infill redevelopment of an existing vacant auto shop, vacant home, occupied home, and storage areas.
- The proposed redevelopment includes a vertical mixed-use project of small-scale retail and 175 to 200 multifamily units in a 9-story building with structured parking.
- The Mixed-Use Village-CZD standard allows a 50 percent reduction in the minimum parking requirement.
- At least 10 percent of the total units would be income-restricted affordable units.
- The site would be supported by a multiuse path and a publicly accessibly outdoor amenity plaza on Martin Luther King Jr. Blvd.

Staff Recommendation & Analysis

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| <input checked="" type="checkbox"/> | Staff recommend that Council approve the project and the requested modifications to regulations in Ordinance A. |
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1. **Modifications to Regulations:** Staff recommend that Council approve all requested modifications to regulations.

Staff have reviewed all requested modifications to regulations and find that the public purpose is served to an equivalent or greater degree by the requested modifications. All modifications are shown in Ordinance A and the applicant materials.

Summary of Comprehensive Plan Consistency

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|---|----------------|--------------------------|---------------------|
| Viewed through the holistic lens of the Complete Community Strategy , this project meets the Town's strategy for growth. No single issue raised below should be considered in isolation. | | | |
| <input checked="" type="checkbox"/> | Consistent | <input type="checkbox"/> | Somewhat Consistent |
| <input type="checkbox"/> | Not Consistent | <input type="checkbox"/> | N/A Not Applicable |

| | |
|--|---|
| <input checked="" type="checkbox"/> | Chapel Hill will direct growth to greenways, transit corridors, large infill sites with existing infrastructure, and smaller infill sites. |
| <ul style="list-style-type: none">• This is a large infill site with existing infrastructure on a high frequency transit corridor. | |

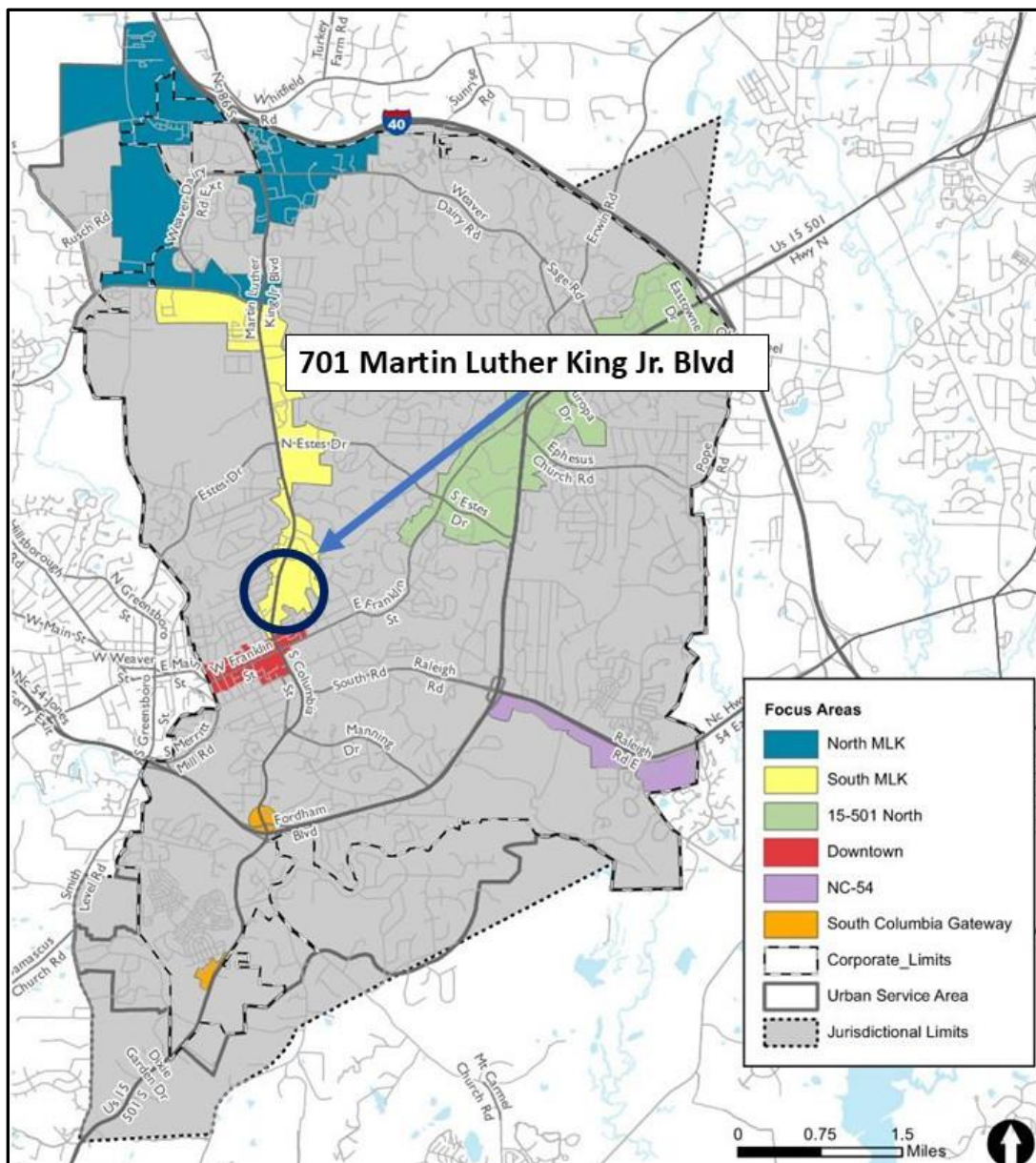
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|---|---|--|
|  | Goal 1: Plan for the Future Strategically | Associated Comp. Plan Elements: <ul style="list-style-type: none"> • Future Land Use Map • Shaping Our Future |
| | <ul style="list-style-type: none"> • The site is in the South MLK Boulevard Focus Area, Sub-Area C. Multi-family residential, retail, and gathering spaces are all appropriate uses for this area. • This site is across from a proposed North South Bus Rapid Transit (NSBRT) station. The proposed unit count (175-200) meets the level of density necessary to support the Town's investment in high frequency transit. • The applicant commits to provide 10 percent of the units as affordable in Condition 5. 50 percent of those affordable units will be reserved for those households earning 60 percent or less of the area median income (AMI). The remainder of the affordable units will be made available to those households earning 80 percent or less of the area median income. • The Future Land Use Map emphasizes multimodal connectivity and activated frontages in this Focus Area. Condition 28 commits the developer to a publicly accessible outdoor amenity plaza and Condition 17 requires a multi-use path on the property's frontage. | |
|  | Goal 2: Expand and Deliver New Greenways for Everyday Life | Associated Comp. Plan Elements: <ul style="list-style-type: none"> • Mobility & Connectivity Plan • Connected Roads Plan |
| | <ul style="list-style-type: none"> • The project is located 1800 feet south of the Bolin Creek Trail, which is accessible by sidewalk and bike sharrows on both sides of Martin Luther King Jr. Blvd. • The project would be served by multiple Chapel Hill Transit routes and adjacent to a proposed NSBRT station. • Condition 17 requires a multi-use path on the property's frontage. | |
|  | Goal 3: Be Green and Provide Housing | Associated Comp. Plan Elements: <ul style="list-style-type: none"> • Climate Action & Response Plan • Natural Features Model |
| | <ul style="list-style-type: none"> • The proposed development is a high-density multifamily infill project that promotes use of multimodal transportation. The land use and transportation impacts of this type of development contribute to lower emissions overall and more efficient land use. • The applicant commits to building and site design elements for heat mitigation, energy efficiency, and water conservation in Condition 20. • Condition 18 commits the developer to design and build a project that meets the National Green Building Standard Gold (NGBS) certification. This is estimated to be an energy performance commitment that is 20-25% below the Council's Stretch Energy Standard or ASHRAE 90.1 equivalency. • Staff reviewed the Natural Features Model and determined the moderate influence of natural features do not warrant additional protections or changes to the applicant's proposal. • The hydrology sub-model overestimates the significance of hydrology features at this site. The mapped hydrology data does not align with a recent stream assessment from July 2024 when streams on-site were classified as ephemeral and therefore do not require Resource Conservation District protections. | |
|  | Goal 4: Plan for Excellence in the Public Realm and Placemaking | |
| | <ul style="list-style-type: none"> • The applicant has met with the Town's Urban Designer. Please see the Urban Design Assessment of the project. | |

- Condition 27 commits the developer to façade transparencies on Martin Luther King Jr. Blvd and Longview Street to support a pedestrian-friendly environment and placemaking.

Public Engagement

Engagement related to this project included one virtual public information meeting on April 8, 2025, an informational yard sign, and mailed notices. Staff mailed postcards with information about the project to property owners and occupants adjacent to the site. Staff have not received significant numbers of phone calls or emails regarding the project.

Project Location



Attachments

Applicant Materials

1. Applicant's Draft Presentation
2. Applicant's Requested Modifications to Regulations and Statements
3. District-Specific Plan
4. Other Applicant Materials

Staff and Advisory Board Materials

5. Urban Design Assessment
6. Transportation Impact Analysis Executive Summary

Draft Ordinance and Resolutions

7. Resolution A – Consistency and Reasonableness
8. Ordinance A – Approving the Application