

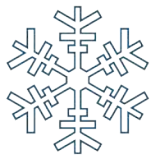
THE FLATS

CHAPEL HILL, NC

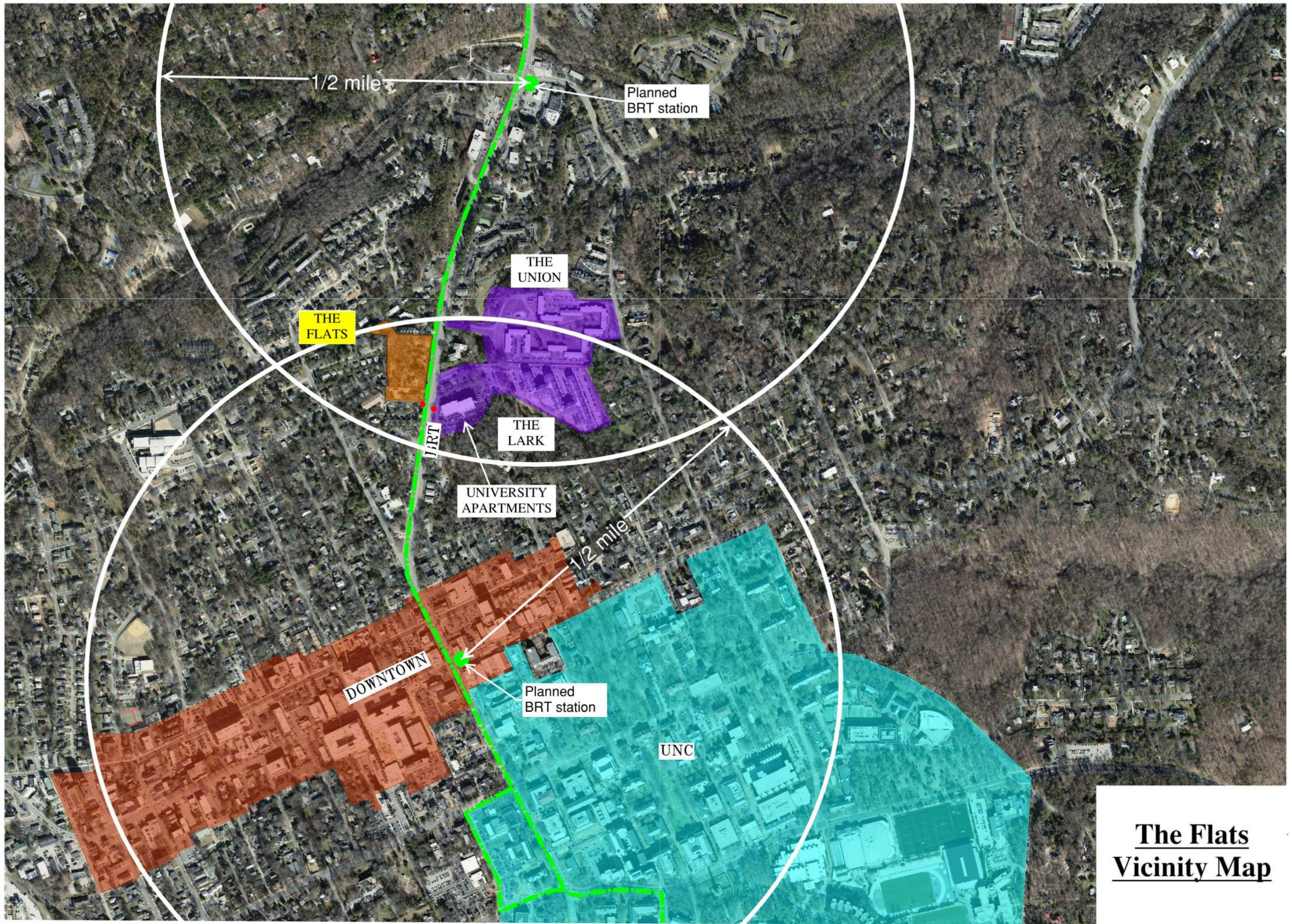
March 24, 2021



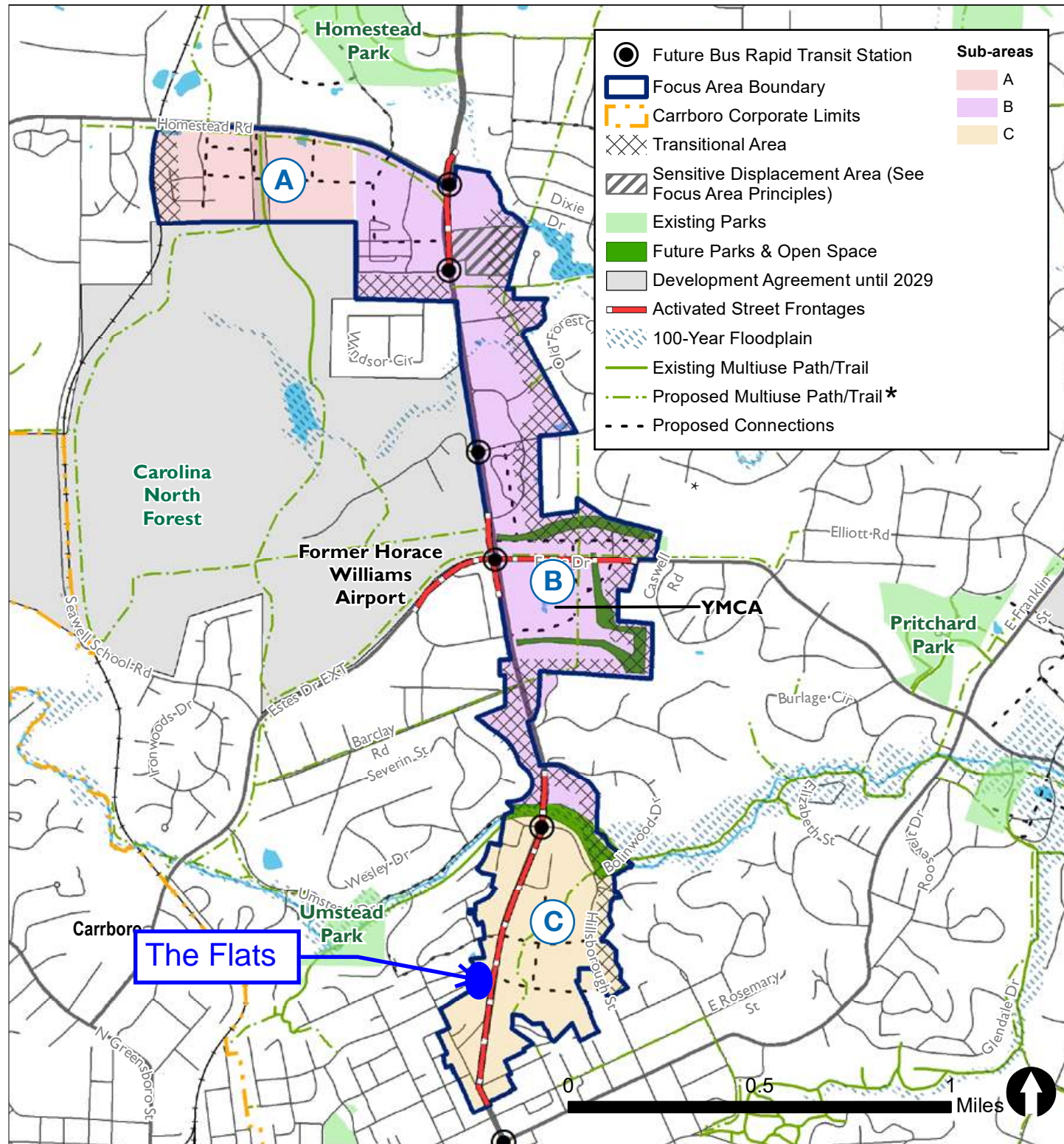
PROGRESSIVE
CAPITAL GROUP



BALLENTINE
ASSOCIATES, PA



The Flats
Vicinity Map



* See Mobility Plan for more information about proposed multi-modal improvements

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

Note: Each story is approximately 12 feet tall, but height may vary based on many factors. While suggested heights are noted above, determining the appropriate height for each site will require careful examination of the site and its surrounding context.

Definitions

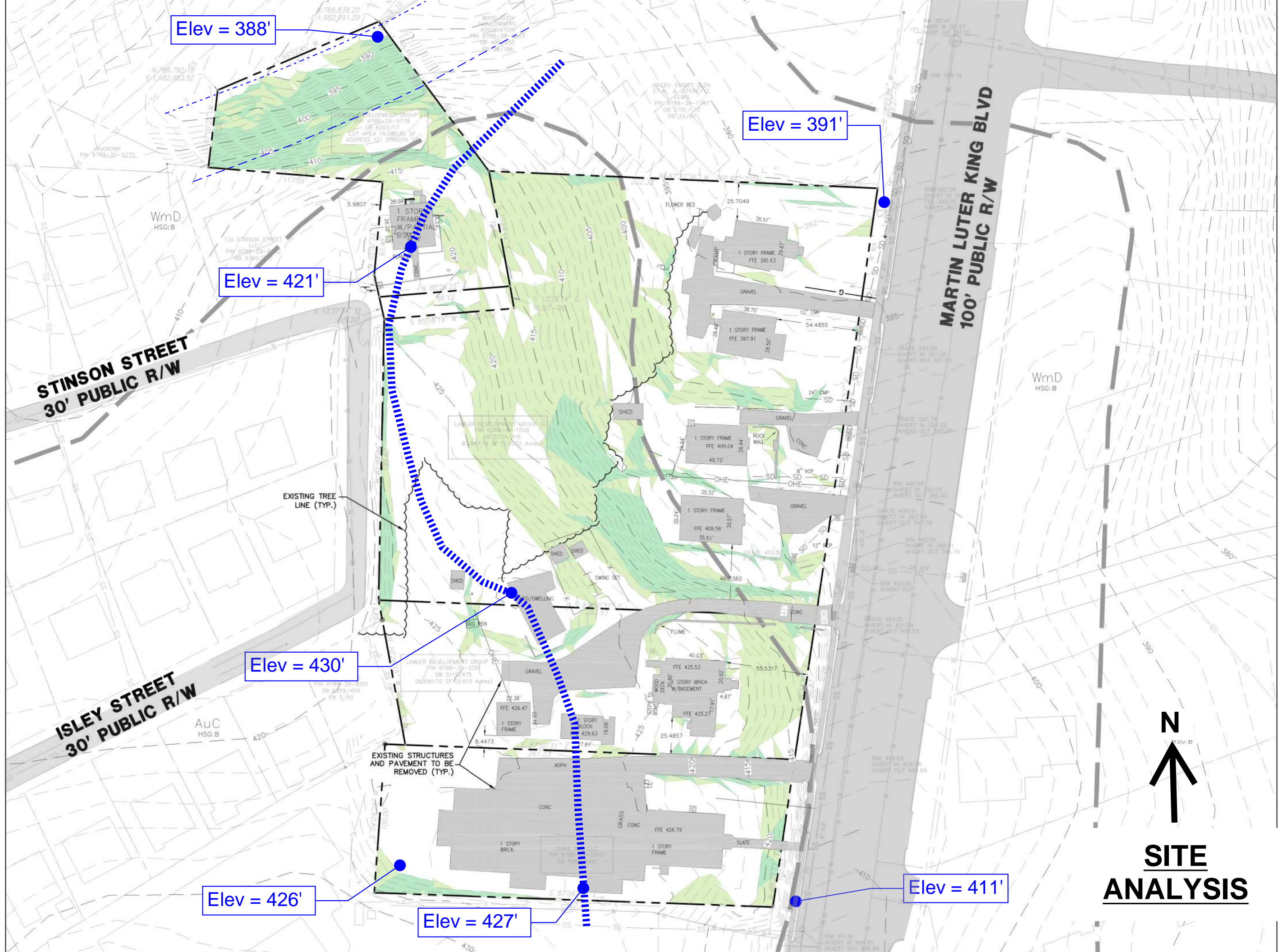
Activated Street Frontages

Activated street frontages are frontages where there is an active visual engagement between those in the street and those on the ground floors of buildings or in civic spaces, with no off-street parking between the street frontage and the building/civic space, and lively internal uses visible and accessible from the activated space. In some cases, active street frontages may mean that retail and services should be allowed on the first floor within residential character types.

Active frontages may also be encouraged along future connections including multi-modal ones, which includes pedestrian/bicycle facilities as well as greenways. When creating active frontages, it must be recognized that appropriate activation will differ by place and circumstance.

Transitional Area

This Focus Area strives for harmonious transitions between different types and intensities of land uses as well as built form to help mitigate undesirable impacts that a development might have on an adjacent site or use. The Transitional Area is intended to identify areas where lower-intensity land uses or development patterns may be appropriate between higher-intensity development and single-family neighborhoods. Appropriate transitional techniques may include landscaping, changing land uses, and altering architectural and building forms. For additional direction, see the Guiding Statements.



Elev = 388'

Elev = 391'

Elev = 421'

Elev = 430'

Elev = 426'

Elev = 427'

Elev = 411'

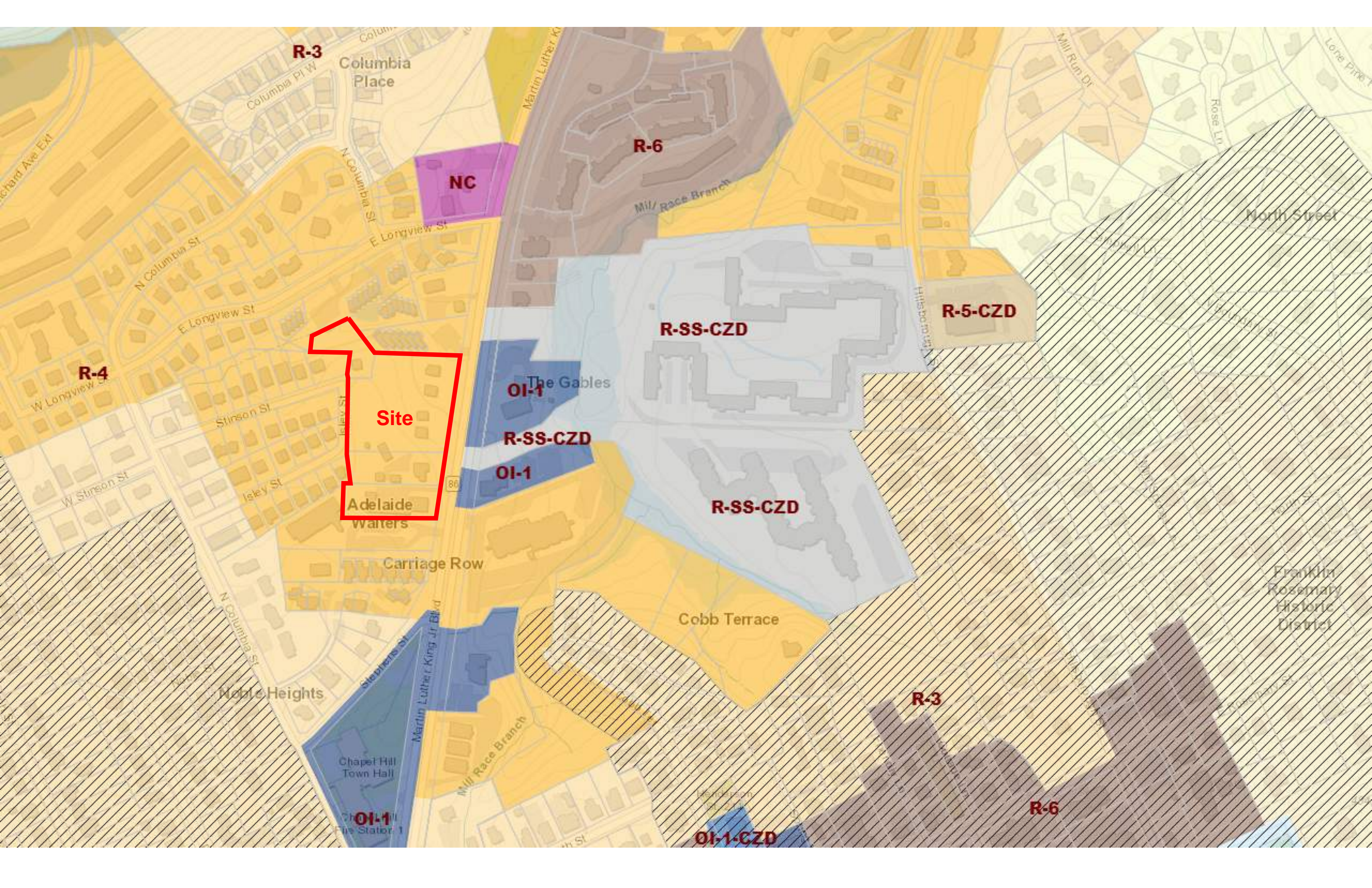
**STINSON STREET
30' PUBLIC R/W**

**ISLEY STREET
30' PUBLIC R/W**

**MARTIN LUTER KING BLVD
100' PUBLIC R/W**



**SITE
ANALYSIS**



R-3

Columbia Place

NC

R-6

Mill Race Branch

R-5-CZD

R-SS-CZD

R-4

Site

OI-1

R-SS-CZD

OI-1

R-SS-CZD

Adelaide Waters

Carriage Row

Cobb Terrace

Noble Heights

R-3

Chapel Hill Town Hall

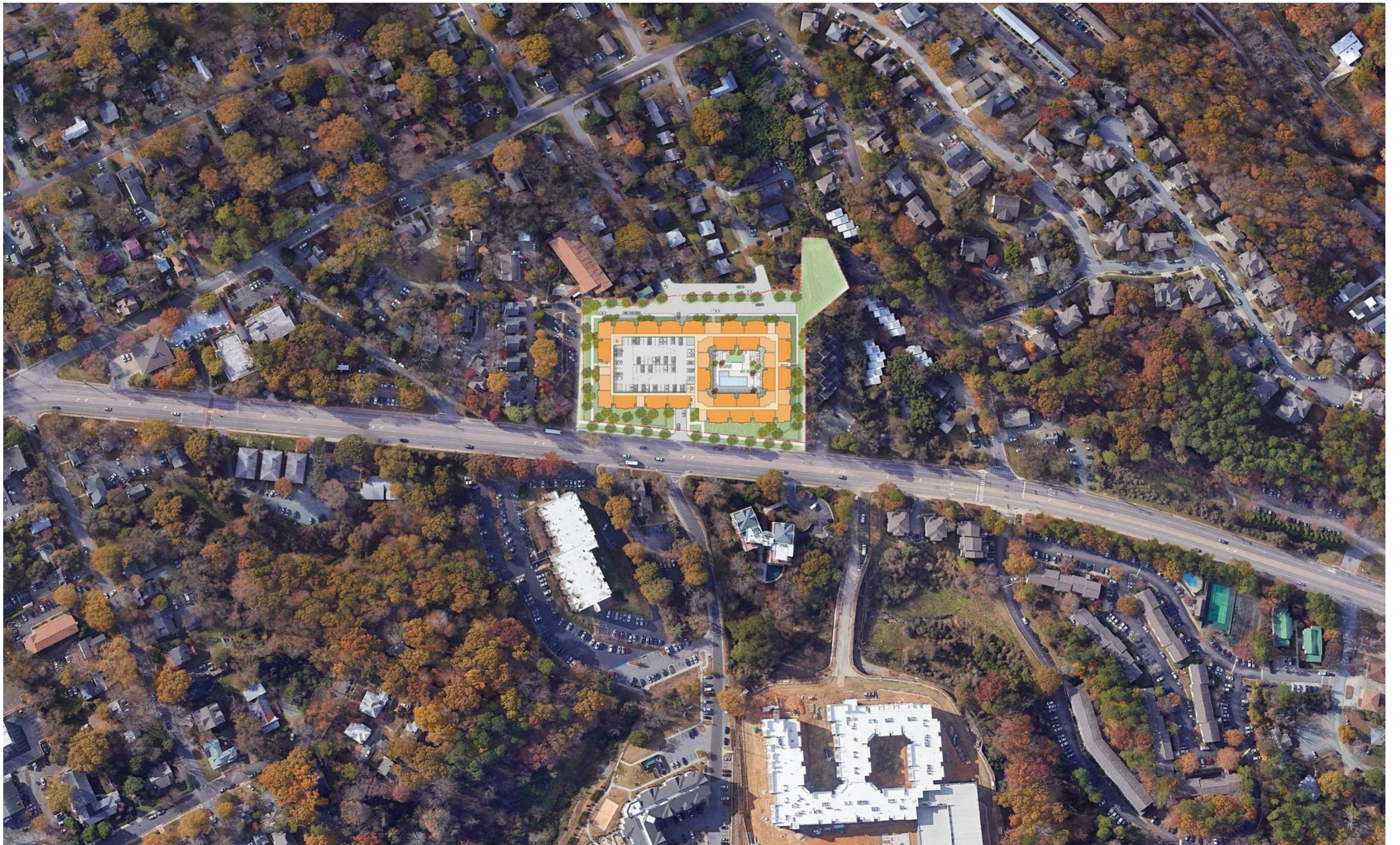
OI-1

OI-1-CZD

R-6

North Street

Franklin Rosemary Historic District



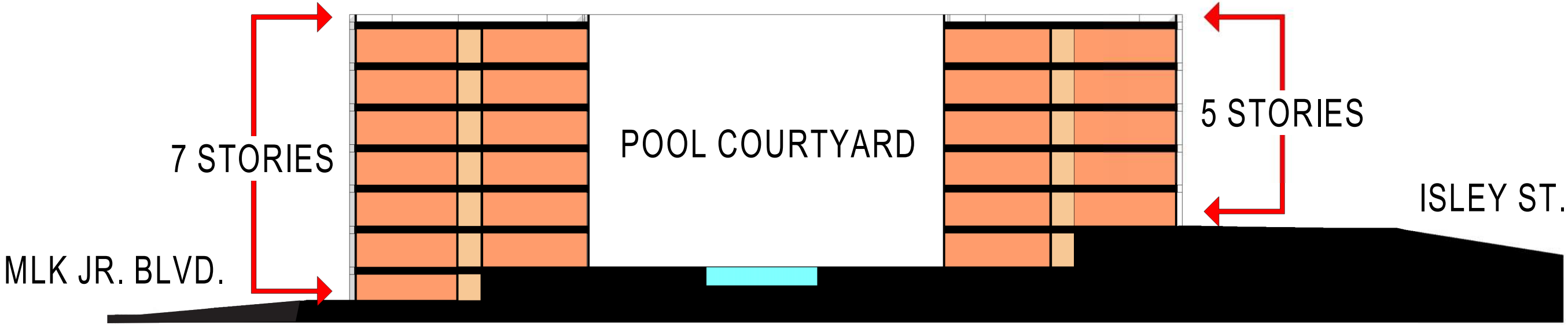
CONCEPT YIELD STUDY



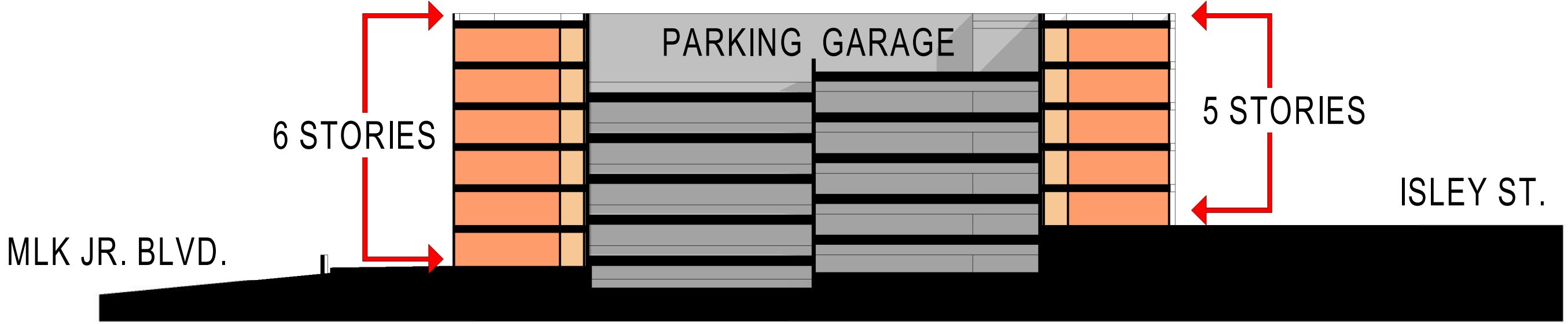
CONCEPT PHASE COMMENTS: CDC & TOWN'S URBAN DESIGNER

1. ENHANCE RELATIONSHIP TO MLK – MOVE BLDG CLOSER
2. ENHANCE PEDESTRIAN EXPERIENCE ALONG MLK
3. ACTIVATE BUILDING FAÇADE ALONG MLK
4. TRANSITION / REDUCE SCALE / HEIGHT OF 6 & 7 STORY FAÇADES FRONTING MLK
5. TRANSITION / REDUCE SCALE / HEIGHT OF 5 STORY FAÇADE FRONTING ISLEY ST
6. OFFSET / REDUCE APPARENT LENGTH OF BLDG FACE FRONTING ISLEY ST.
7. CREATE 360 DEGREE PEDESTRIAN CIRCULATION AROUND BLDG
8. ENHANCE PROJECT RELATIONSHIP TO THE ISLEY-STINSON NEIGHBORHOOD

CONCEPT YIELD STUDY



SECTION A
1" = 30'-0"



SECTION B
1" = 30'-0"





SELECTED RESPONSES TO CONCEPT PHASE COMMENTS: CDC & TOWN'S URBAN DESIGNER



1. ENHANCE RELATIONSHIP TO MLK – MOVE BLDG CLOSER

- MOVED BLDG FACE 10 FT TO WITHIN 20 FT OF PROPERTY LINE

2. ENHANCE PEDESTRIAN EXPERIENCE ALONG MLK

- PROVIDED A COMBINATION OF GROUND LEVEL ENTRY STOOPS AND COMMUNITY TERRACES
- PROVIDE A LINEAR PUBLIC ART PARK ALONG THE MLK FRONTAGE

3. ACTIVATE BUILDING FAÇADE ALONG MLK

- PROVIDE TRANSPARENT 2 STORY FAÇADE AT LEVELS 1 & 2 - BLDG AMENITY AND INCUBATOR SPACE
- PROVIDE 3 STORY OPEN PORTAL FOR VIEW TO INTERIOR COURTYARD

4. TRANSITION / REDUCE SCALE / HEIGHT OF 6 & 7 STORY FAÇADES FRONTING MLK

- DOUBLE STACK TOWNHOUSE UNITS AND STEP BACK UPPER 2 STORY FLATS
- MATERIAL AND ARCHITECTURAL LANGUAGE SHIFTS FROM LOWER TO UPPER STORIES

5. TRANSITION / REDUCE SCALE / HEIGHT OF 5 STORY FAÇADE FRONTING ISLEY ST

- DOUBLE STACK TOWNHOUSE UNITS AND STEP BACK 5TH STORY FLATS
- PROVIDE ENTRY STOOPS AT ALL GROUND LEVEL UNITS

6. OFFSET / REDUCE APPARENT LENGTH OF BLDG FACE FRONTING ISLEY ST.

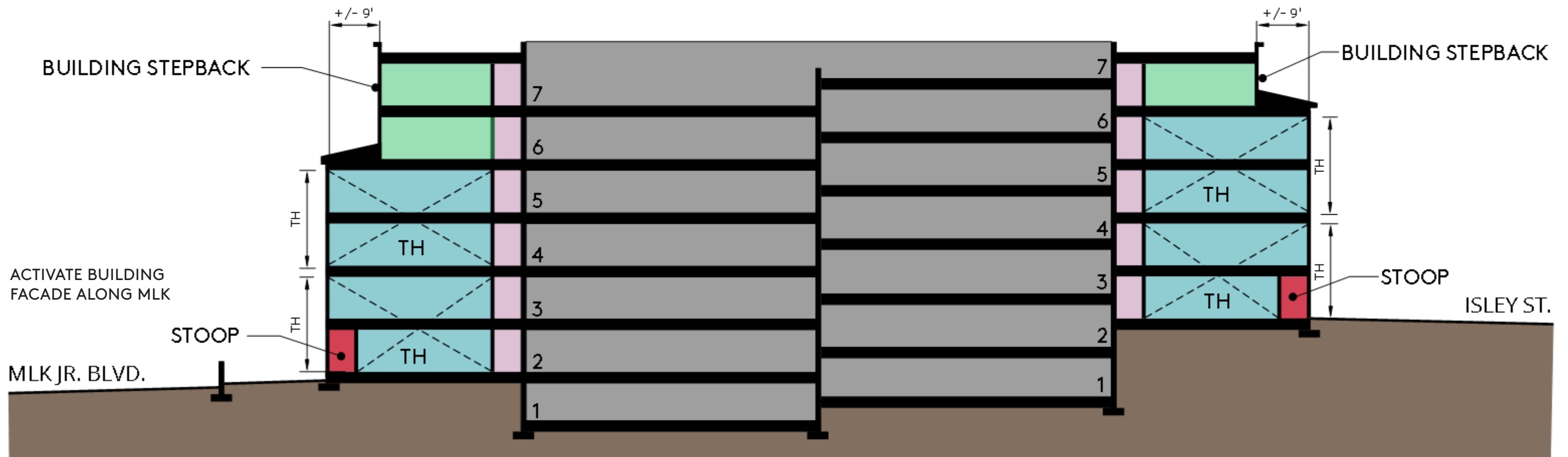
- "BREAK UP" BLDG FAÇADE AT APPROX MID-POINT, PARKING DECK ENTRY
- PROVIDE 2 DISTINCT ARCHITECTURAL FAÇADES ON EITHER SIDE OF "BREAK"

7. CREATE 360 DEGREE PEDESTRIAN CIRCULATION AROUND BLDG

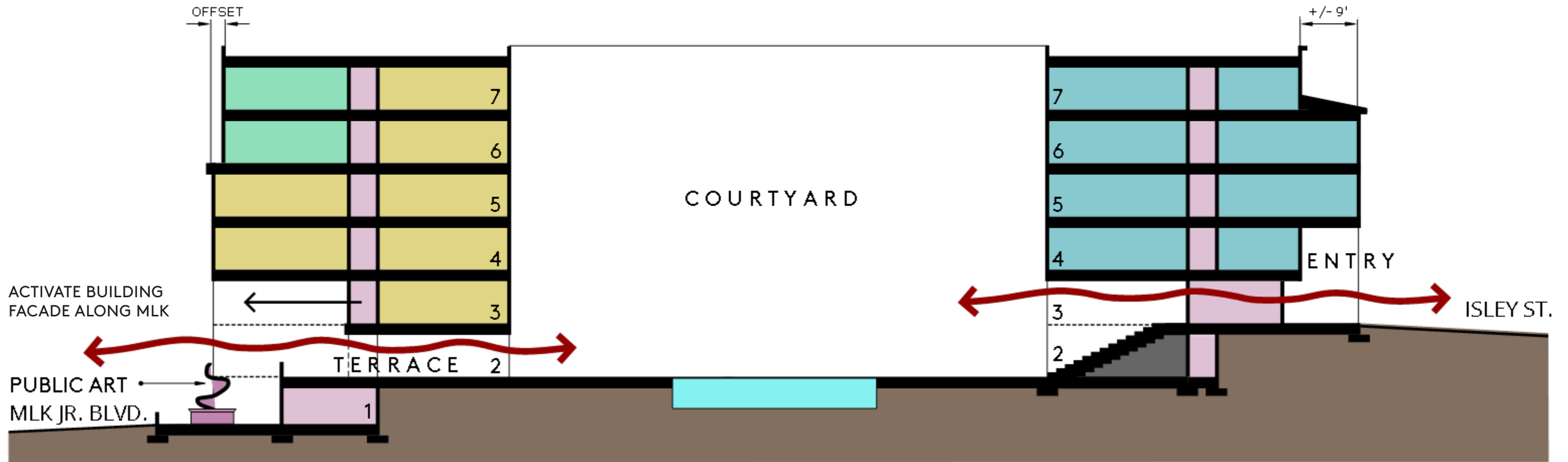
- ADD A PEDESTRIAN CONNECTION THE NORTH TO COMPLIMENT THE ONE TO THE SOUTH

8. ENHANCE PROJECT RELATIONSHIP TO THE ISLEY-STINSON NEIGHBORHOOD

- DEVELOP THE RESIDUAL WOODED SITE TO NW AS NEIGHBORHOOD POCKET PARK/ DOG PARK
- CONNECT THE PARK TO THE COMMUNITY TERRACE AND TO MLK



SECTION A
SCALE: 1" = 20'-0"



SECTION B
SCALE: 1" = 20'-0"













SELECTED RESPONSES TO CONCEPT PHASE COMMENTS: CDC & TOWN'S URBAN DESIGNER



1. ENHANCE RELATIONSHIP TO MLK – MOVE BLDG CLOSER

- MOVED BLDG FACE 10 FT TO WITHIN 20 FT OF P.L.

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