



2510 Meridian Parkway, Suite 100
Durham, NC 27713 | 919-682-0368
www.thomasandhutton.com

February 13, 2025

Town of Chapel Hill
Planning Department
405 Martin Luther King Jr. Blvd
Chapel Hill, NC 27514

RE: Conditional Zoning Application for 701 MLK

701 Martin Luther King Jr Blvd on the northwest corner at E Longview Street

On behalf of the land developer LCD Acquisitions, LLC, enclosed is a conditional zoning application for the 701 Martin Luther King Jr Blvd project.

The proposed 701 Martin Luther King Jr Blvd Residential project aims to deliver 175 - 200 new residential units at the intersection of E Longview Street and Martin Luther King Jr Blvd. The proposed development will help address the Town's need for housing as noted in Chapel Hill's Projected Housing Needs for 2020-2040, as the report calls for Chapel Hill to increase average annual household production by 35% over that of the 2010s, which will require completing about 485 units per year.

This development will feature up to six stories of residential units built over three levels of structured parking, of which one level is entirely below grade. The project will include a spacious interior courtyard equipped with recreational amenities for residents, alongside a public plaza at the corner of E Longview and Martin Luther King Jr Blvd. This plaza is intended to be a community asset that will complement the planned Bus Rapid Transit stop and feature ground level retail to help activate the public outdoor amenity area.

Spanning just under two acres, the project site currently houses a vacated automotive repair facility and two dilapidated residential structures, all of which will be redeveloped. The concept plan, reviewed by the Council in November 2024, garnered support for its proposed density, public plaza, and residential use. Feedback from the review included requests for upper floor step backs, retail/coffee service space to activate the plaza, and a reduction in on-site parking, all of which have been incorporated into the design development. The project's affordable housing component will align with Chapel Hill's goal of fostering a more inclusive community by offering accessible housing options for a diverse population. The development of this affordable housing offering is progressing but will involve on-site affordable housing units.

This project will offer a varying unit mix that will attract a diversity of tenants. The location of this development will encourage use of alternative transportation modes and will support the existing and proposed public transit in town. The project adds to the overall variety of uses in the neighborhood, thereby adding to the complete community elements.

The applicant is seeking MU-V-CZD zoning, as advised by Planning staff, with a modification request to significantly reduce the non-residential component. This zoning choice is justified by the project's location along an arterial street near downtown Chapel Hill, with the predominantly residential use serving as a buffer between the busy Martin Luther King Jr Blvd and the interior residential neighborhoods.

Lastly, the proposed 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.

Sincerely,

A handwritten signature in blue ink, appearing to read "Wendi Ramsden", with a stylized, flowing script.

Wendi Ramsden
Project Manager

Conditional Zoning Application - Developer's Program

Project Location and Layout

This project is situated on the northwest corner of Martin Luther King Jr Blvd and E Longview Street, just north of the Town Hall. Covering just under two acres, the development will primarily consist of multi-family residential units with a small retail space on the ground floor. The intended design includes an interior courtyard featuring a pool and various amenities, as well as a fitness center for tenant use. Additionally, there will be a public plaza that serves both residents and the general public.

The project comprises 175 - 200 apartment rental units within a single, eight-story building and an additional parking level entirely underground. Approximately 250 parking spaces will be provided within the urban-style structure. The main pedestrian lobby will be located at the corner of E Longview and Martin Luther King, Jr. Blvd., directly accessible from the community plaza. The building's design leverages the 30-foot elevation difference across the site to conceal the lowest three levels (parking), thereby minimizing the building's visual impact on the neighboring properties to the west.

The layout emphasizes multi-modal transportation, reducing the need for on-site parking while ensuring excellent pedestrian connections to the adjacent sidewalk network and bus stops. The project is conveniently located within 100 feet of a bus stop on the proposed NS BRT route.

Transportation and Services

The site fronts two rights of way: E Longview Street and Martin Luther King Jr Blvd. A bus stop located just south of E Longview is served by four Chapel Hill Transit routes. All tenant vehicular access to the garage will be from E Longview Street, while the service area on the north side of the building will be accessed via the emergency drive off Martin Luther King Jr Blvd. There will not be any vehicular connectivity between tenant parking and the service drive.

Fire and emergency access to the building will be available from Martin Luther King Jr Blvd, with the fire lane accessed from that frontage. Trash service will be managed internally at the ground level on the north side of the building, accessible from the emergency lane. This service will include recycling collection facilities. The project plans to use a private hauler for trash removal and County Solid Waste for recycling pickup.

Streams and Impervious Surface Mitigation

There are no jurisdictional streams on site. Currently, 16% of the site is impervious and lacks stormwater treatment. The project will introduce a new underground mitigation facility designed to control peak flow during a 100-year storm event and improve water quality through treatment.

Tree Coverage and Landscape Buffers

The developer will request a reduction in the minimum tree coverage requirements and landscape buffers along the E Longview Street and Martin Luther King Jr Blvd frontages. However, the buffers between the project and the adjacent residential neighborhood will be fully planted to comply with ordinance requirements.



TOWN OF CHAPEL HILL
Planning Department
 405 Martin Luther King Jr. Blvd.
 Chapel Hill, NC 27514-5705

phone (919) 968-2728
 email planning@townofchapelhill.org
www.townofchapelhill.org

Project Fact Sheet

Project Information	Project Name	701 MLK Residential	Application Number [Staff to Complete]	CZD-25-2
----------------------------	---------------------	---------------------	---	-----------------

Lot & Zoning Information	Parcel Number(s)	9789302139, and 9789302349
	Property Address(es)	701 Martin Luther King Jr Blvd, Unit A, and 201/203/205 Longview St – no street address for north parcel
	Existing Zoning District(s)	NC (south rectangular parcel) and R-3 (north triangular parcel)
	Proposed Zoning District(s)	MU-V CZD arterial

Uses (LUMO Sec. 3.7 and 3.10)	Evaluation [Staff to Complete]				
	Existing Use(s)	Vacant car repair building, one vacant residential structure, one occupied residential structure, 2 storage structures in disrepair			
	Proposed Use(s)	Multi-family residential with some ground floor retail			
	Number of Dwelling Units	Existing	2	Proposed to be Removed	2
		Proposed New, Minimum	175	Proposed New, Maximum	200
		Market-rate units	Approx 160-183	Affordable units	Approx 17 – will meet 10% of market rate offering in the studio, 1BD, 2BD unit types
For sale units		0	Rental units	100%	

Evaluation [Staff to Complete]				
Land Area	Net Land Area (NLA) (sq. ft.)	83,272 sf	Net Land Area (acres)	1.911 ac
	Gross Land Area (GLA) (sq. ft.)	91,522 sf	Gross Land Area (acres)	2.103 ac

Evaluation [Staff to Complete]				
Setbacks & Building Height (LUMO Sec. 3.8)	Proposed street setback (ft.)	18.5'	Required street setback (ft.)	0'
	Proposed interior setback (ft.)	16'	Required interior setback (ft.)	0'
	Proposed solar setback (ft.)	No north property line	Required solar setback (ft.)	20'
	Proposed building height, setback (ft.)	100'	Allowed building height, setback (ft.)	70'
	Proposed building height, core (ft.)	100'	Allowed building height, core (ft.)	114'

Evaluation [Staff to Complete]				
Land Disturbance	Total proposed land disturbance (sq. ft.)	83,272 sf on site	Total proposed land disturbance (acres)	1.911 ac

Evaluation [Staff to Complete]				
Impervious Surface Area (ISA) (LUMO Sec. 3.8)	Existing ISA (sq. ft.)	15,424	Removed ISA (sq. ft.)	15,424
	New ISA (sq. ft.)	69,884	Total ISA (sq. ft.)	69,884
	Proposed ISA ratio (% of GLA)	80.0	Allowed ISA ratio (% of GLA)	70.0

Evaluation [Staff to Complete]				
Floor Area (LUMO Sec. 3.6, 3.8, 3.10)	Existing floor area (sq. ft.)	4,670	Removed floor area (sq. ft.)	4,670
	New proposed floor area (sq. ft.)	275,000	Total proposed floor area (sq. ft.)	275,000
	Maximum allowed floor area* (sq. ft.)	109,823 sf		

*Calculated according to the floor area ratio for the proposed zoning district, plus transfer from resource conservation district and/or bonus for affordable units.

Evaluation [Staff to Complete]							
Resource Conservation District (RCD) (LUMO 3.6)	Total land area in RCD (sq. ft.)	0		Sewered	<input checked="" type="checkbox"/>		
				Unsewered	<input type="checkbox"/>		
		Streamside Zone	Managed use zone		Upland Zone		
	Land area (sq. ft.)	0	0		0		
	Proposed use(s) [Table 3.6.3-2]						
		Proposed	Allowed	Proposed	Allowed	Proposed	Allowed
	ISA (sq. ft.)						
	ISA ratio (%)						
	Disturbed area (sq. ft.)						
	Disturbed area ratio (%)		20%		40%		40%
Floor area (sq. ft.)							

	Floor area ratio (%)		1%		1.9%			
--	----------------------	--	----	--	------	--	--	--

Steep Slopes (LUMO Sec. 5.3)	Evaluation [Staff to Complete]				
	Total steep slopes area (sq. ft.)	28,129 sf	Proposed disturbed area (sq. ft.)	28,129 sf	
	Proposed disturbed area (%)	100%	Maximum allowed disturbance (%)	25%	

Recreation Space (LUMO 5.5)	Evaluation [Staff to Complete]				
	Proposed recreation space (sq. ft.)	5,000 sf	Required recreation space (sq. ft.)	4,210 sf	
	Proposed payment (\$)	0	Payment-in-lieu calculation	n/a	

Landscape Buffers (LUMO Sec. 5.6 and Design Manual)	Evaluation [Staff to Complete]				
	Direction (North, South, East, West)	Type		Width	
		Proposed	Required	Proposed	Required
	Northwest	B	B	10'	10'
	Southwest	B	B	10'	10'
	South (Longview)	Modified B	B	5-15'	15'
	Southeast (MLK)	Modified C	C	0-20'	20'
	Northeast	Modified C	C	3'	20'

					Evaluation [Staff to Complete]
Tree Canopy Coverage (LUMO Sec. 5.7)	Proposed tree canopy coverage (% of NLA)	17%	Required tree canopy coverage (% of NLA)	40%	

					Evaluation [Staff to Complete]
Off-Street Vehicular Parking (LUMO Sec. 5.9)	Existing vehicular parking spaces	15	Removed vehicular parking spaces	15	
	New vehicular parking spaces	Approx. 230	Total proposed vehicular parking spaces	Approx. 230	
	Minimum required vehicular parking spaces	Approx. 260 (unit count is a range)	Maximum allowed vehicular parking spaces	Approx 360 (unit count is a range)	
	Calculation for minimum requirement	(# studio x 1 space) + (#1-bed x 1) + (# 2-bed x 1.4) + (# 3-bed x 1.75) + (# 4-bed x 2)			
	Calculation for maximum allowance	(# studio x 1.25 space) + (# 1-bed x 1.25) + (# 2-bed x 1.75) + (# 3-bed x 2.25) + (# 4-bed x 2.5)			

					Evaluation [Staff to Complete]
Loading Spaces (LUMO Sec. 5.9)	Existing loading spaces	0	Removed loading spaces	0	
	New loading spaces	1	Total loading proposed spaces	1	
	Minimum required loading spaces	n/a	Calculation for minimum requirement		

					Evaluation [Staff to Complete]
Off-Street Bicycle Parking (LUMO Sec. 5.9)	Existing bicycle spaces	0	Removed bicycle spaces	0	
	New bicycle spaces	45-50	Total proposed bicycle spaces	45-50	
	Minimum required bicycle spaces	44 (based on 178 units)			

	Calculation for minimum requirement	# units x 0.25	
--	-------------------------------------	----------------	--

Print Name	Wendi Ramsden
Date	August 6, 2025

