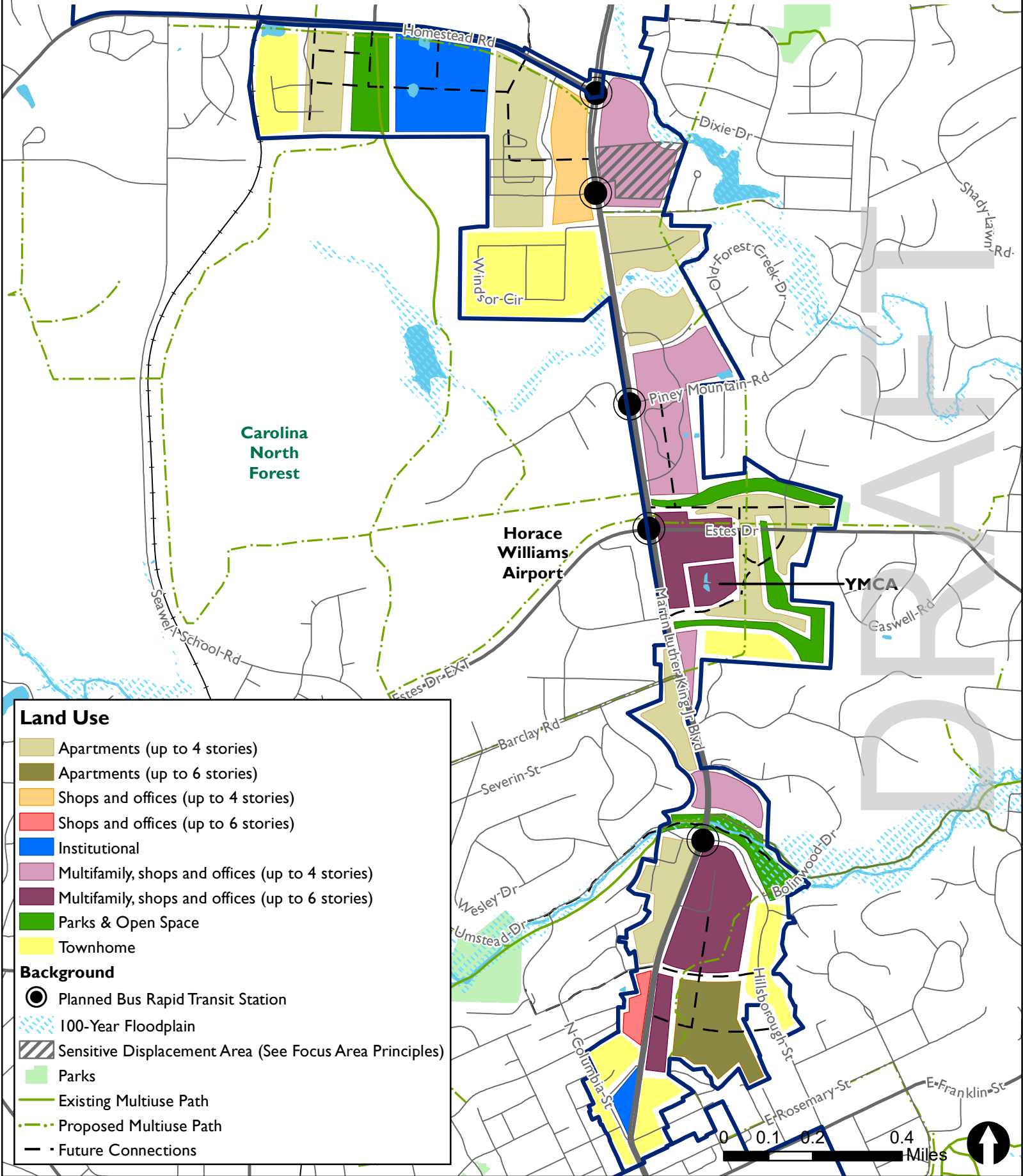


South Martin Luther King, Jr. Boulevard

Future Land Use | In 2049



Land Use

- Apartments (up to 4 stories)
- Apartments (up to 6 stories)
- Shops and offices (up to 4 stories)
- Shops and offices (up to 6 stories)
- Institutional
- Multifamily, shops and offices (up to 4 stories)
- Multifamily, shops and offices (up to 6 stories)
- Parks & Open Space
- Townhome

Background

- Planned Bus Rapid Transit Station
- 100-Year Floodplain
- Sensitive Displacement Area (See Focus Area Principles)
- Parks
- Existing Multiuse Path
- Proposed Multiuse Path
- Future Connections



Focus Area Maps and Principles—An Introduction

The Focus Area Maps and Principles are presented as a map for each Focus Area with supporting narrative. The map and supporting narrative for each Focus Area describe a long-term view of each area’s use, form, and function in general terms appropriate for a Future Land Use Map. The supporting narrative includes a brief description of the Focus Area vision, an overview of current conditions, and a set of Focus Area principles. These Focus Area Maps and Principles will help inform and guide future long-term development decisions by the Town. (To give additional guidance about the desired character of each Focus Area, images will be provided at a later date to reflect preferred design concepts.)

The Focus Area Maps and Principles portray a vision for the Town in the year 2049. In many instances, changes to the Town’s development ordinances, standards, and regulations will be required to implement this vision. Given the future-oriented nature of these Focus Area Maps and Principles, such changes may not happen in the near term. Instead, this Future Land Use Map will provide guidance only and help to clarify expectations for future development.

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South Martin Luther King Jr. Boulevard

A gateway corridor with transit-focused development and a mixture of housing types.

The South Martin Luther King Jr. Boulevard Focus Area extends the gateway treatment south to the edge of Downtown. This portion of the corridor is envisioned to include a mixture of uses, including a diversity of housing types, that make the best use of future transit service while protecting natural features such as Bolin Creek. The South Martin Luther King Jr. Boulevard area also serves to reinforce the Town's urban core with an extension of downtown north along the corridor, including an active commercial node at Hillsborough Street. The mix of uses, with an emphasis of offices, will help infuse a year-round customer base for downtown Chapel Hill.

Overview of Current Conditions

Like the North Martin Luther King Jr. Boulevard Focus Area, the southern portion of the corridor serves as a major arterial and a gateway to Town. While proximity to downtown is a defining feature of this area, the corridor is also a barrier to east-west bicycle and pedestrian mobility, and the terrain that rises toward downtown makes it difficult for some non-motorized users. High-density housing mainly serving students is situated along the corridor, and established single-family neighborhoods surround these developments. Little undeveloped land remains in this area, meaning most change will come in the form of redevelopment. Previous planning efforts include the Central West Small Area Plan, Estes Drive Bicycle & Pedestrian Improvements, and various townwide plans.

Focus Area Principles

Connectivity & Mobility

- Street design should calm traffic using a variety of means including landscaping and high visibility crosswalks, especially south of Bolin Creek as you approach the core downtown area.
- New roadway and multimodal connections should be designed to accommodate pedestrians, bicycles, and transit vehicles where appropriate, particularly in proximity to the corridor's future bus rapid transit stops.
- Parking strategies, such as consolidating parking in strategic locations, should encourage people to park once and walk from one destination to another within in mixed-use activity nodes. Likewise, property owners who have different peak hours of parking demand should share their parking spaces with one another.

Land Use

- Future uses along the corridor should encourage student-focused housing to limit the encroachment of student housing on adjacent single-family neighborhoods.
- This area should encourage mixed-income housing near transit stations and within mixed-use centers while encouraging locally-based businesses, through economic development initiatives, that provide services to the surrounding community.
- Planning controls should establish gradual height and density transitions between new development and existing residential and institutional uses.
- Commercial infill and redevelopment should be bicycle and pedestrian-friendly and connected to the larger multimodal network.
- Displacement mitigation strategies will be necessary should existing manufactured home parks in the Focus Area be redeveloped.



- Residential uses that are likely to attract students are appropriate in locations within proximity to transit and prioritize access to shopping and convenience to campus. These locations include near the intersections with Homestead Road and Estes Drive and south of Hillsborough Street.

Placemaking, Street Character, and Urban Form

- A cohesive street design along Martin Luther King Jr. Boulevard, from I-40 to downtown, should be achieved through landscaping, building placement, and design guidelines.
- Building, site, and landscape design should be integrated with bus rapid transit stops.
- The character of the surrounding neighborhoods should be preserved while providing multimodal connections to new destinations, amenities, and public spaces.
- Buildings should be located closer to Martin Luther King Jr. Boulevard with wide, shaded and continuous multimodal paths to enhance walkability and frame the gateway corridor.
- Building placement for the portion of the corridor south of Hillsborough Street should reinforce an extension of the urban character found in Downtown Chapel Hill.
- Active frontages are encouraged to create vibrancy and ensure pedestrian activity over time. These frontages should consider the placement of buildings on the site, the location of primary building entrances, streetscapes, and pedestrian-scaled amenities. In some cases, active frontages may mean that retail and services should be allowed on the first floor within the Apartment character type. Active frontages in this Focus Area should include the intersections of Martin Luther King Jr. Boulevard at Homestead Road and Estes Drive as well as along Martin Luther King Jr. Boulevard south of Bolin Creek. (See Activated Street Frontage Map.)
- The Focus Area is characterized by its inviting streetscapes that blend the aesthetics of the built environment with mature tree canopies within the public right-of-way and as part of private development. Maintain this quality by preserving key vegetative areas and implementing new street tree plantings to support this character, shade sidewalks, and help frame the public realm.

Density & Intensity

- Leverage future transit service by increasing density and intensity up to eight stories within new developments near planned transit stations.
- New developments should include variable heights and densities in response to existing land uses and natural features such as site-specific terrain, tree height, and tree stands.
- Higher density and intensity should be encouraged along Martin Luther King Jr. Boulevard extending from downtown to Hillsborough Street.

Environmental

- Sustainable site development that facilitates the use of best management practices that minimize or reduce the impact of impervious surface should be encouraged.
- Future decisions should minimize disruption to the natural features such as Bolin Creek while making connected open spaces available for people's use and enjoyment. The creek should be incorporated into site design where appropriate.
- Some developed properties along Bolin Creek should transition to open space.
- Green building concepts such as sustainable siting, energy efficiency, water efficiency, and sustainable construction materials should be encouraged.





Character Types

Predominant Uses

Townhomes, etc. This character type provides a medium-intensity residential opportunity that serves as a transitional use to single family homes and provides additional residential units within walking distance of future bus rapid transit stops and the Downtown area. In this Focus Area, this character type includes townhomes, duplexes, and small lot single-family homes to increase range of housing prices within proximity to parks and open space.

Apartments (up to 4 stories). This character type accounts for higher density residential uses compared to the Townhomes, etc. Character Type. In this Focus Area, this character type is located within proximity to parks and open space and provides additional opportunities for affordable housing.

Multifamily, Shops, and Offices (up to 4 stories). This character type promotes walkable activity nodes that are smaller in scale and include uses such as office, retail, neighborhood services, and multifamily residential. This Focus Area locates this character type adjacent to future bus rapid transit stops and within walking distance of Downtown.

Multifamily, Shops, and Offices (up to 6 stories). This character type allows for the highest density and intensity. Locations at Estes Drive and Hillsborough Street leverage future premium transit service on the corridor, while areas designated at the southern end of the Focus Area reinforce the Town's urban core with an extension of downtown north toward Hillsborough Street.

Other Uses

Shops and Offices (up to 4 stories). This character type creates two smaller sized commercial nodes along the corridor to house retail space, offices, and other services. This character type serves as a transition between the Martin Luther King Jr. Boulevard and nearby single-family residential neighborhoods.

Institutional. Institutional uses in this Focus Area include Town Hall and Orange County facilities. [Note: Some institutional uses may be appropriate within other character types.]

Parks & Open Space. This character type accounts for the Focus Area's critical natural feature (Bolin Creek) and provide open space in proximity to residential uses.

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