



DEVELOPMENT | CONSTRUCTION | MANAGEMENT | INVESTMENT

Planning Commission Hearing

701 Martin Luther King Jr. Boulevard



LANDMARK PROPERTIES OVERVIEW

- ✓ Landmark Properties is a real estate investment firm specializing in the acquisition, development, and management of high-quality residential communities throughout the US.
- ✓ Formed in 2004 and headquartered in the Southeast.
- ✓ One of the largest multifamily developers and builders in the United States.
- ✓ Meticulous development execution through complete vertical integration (in-house acquisitions, development, construction, and property management teams).

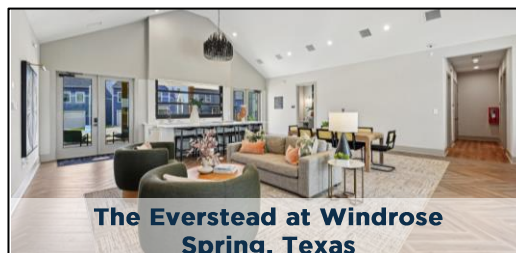
Keys to Success

- ✓ Strong Track Record
- ✓ Commitment to Quality
- ✓ Deep Understanding of Housing Development
- ✓ Vertically Integrated Platform
- ✓ National Presence

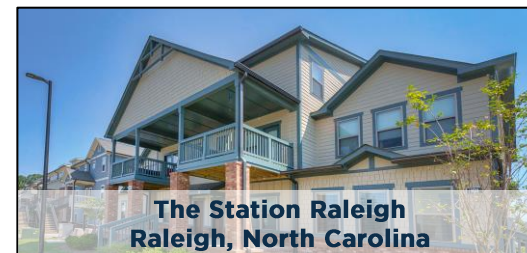
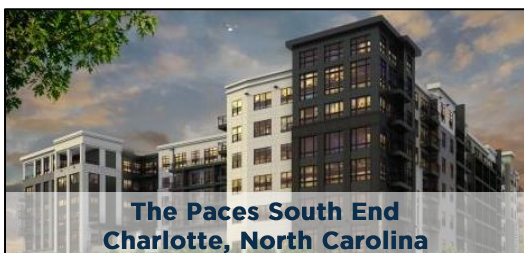
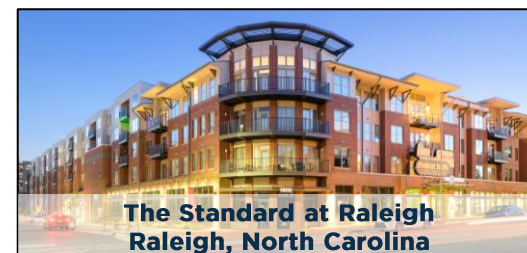
Multifamily



Rental Communities



Student Housing



SITE LOCATION - 701 MLK JR BLVD



ALIGNMENT WITH FUTURE LAND USE MAP

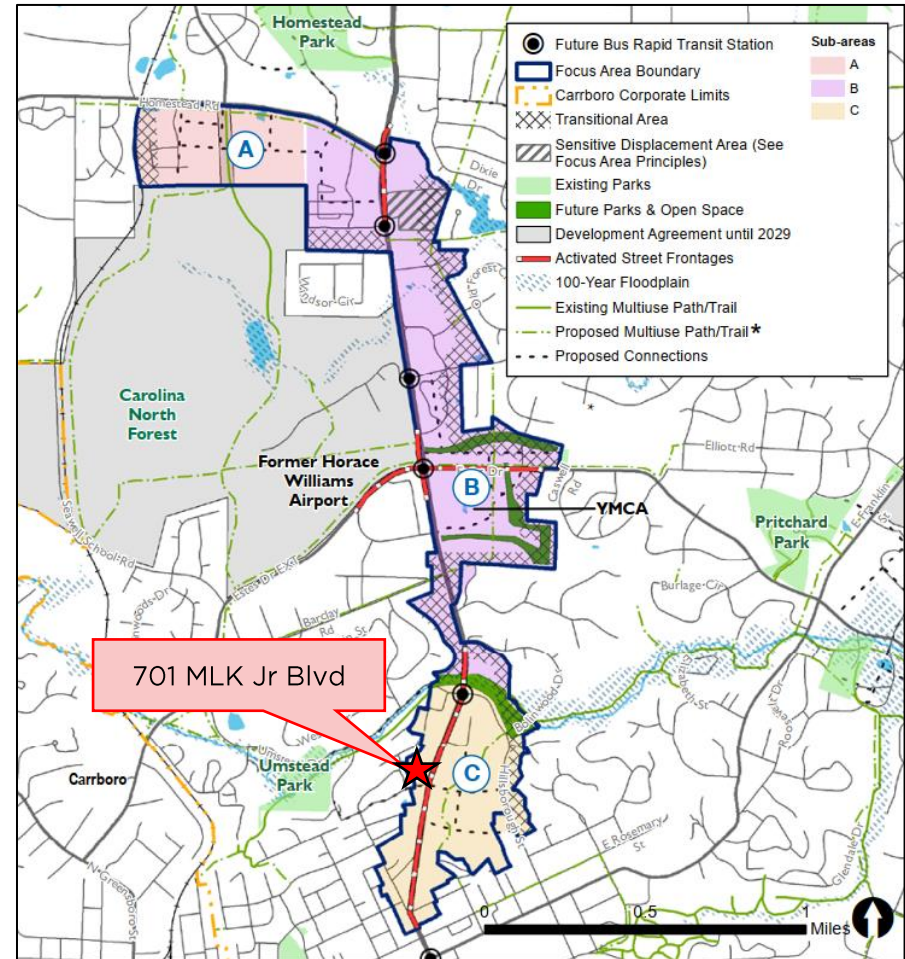
- ✓ The site is located within Sub-Area C of the South MLK Focus Area in the 2020 Future Land Use Map.
- ✓ The project would provide a multifamily residential building, one of the primary land uses intended for this Focus Area.
- ✓ Included in the project would be a public plaza and activated street frontage to enhance the pedestrian experience on MLK Jr Blvd.

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.



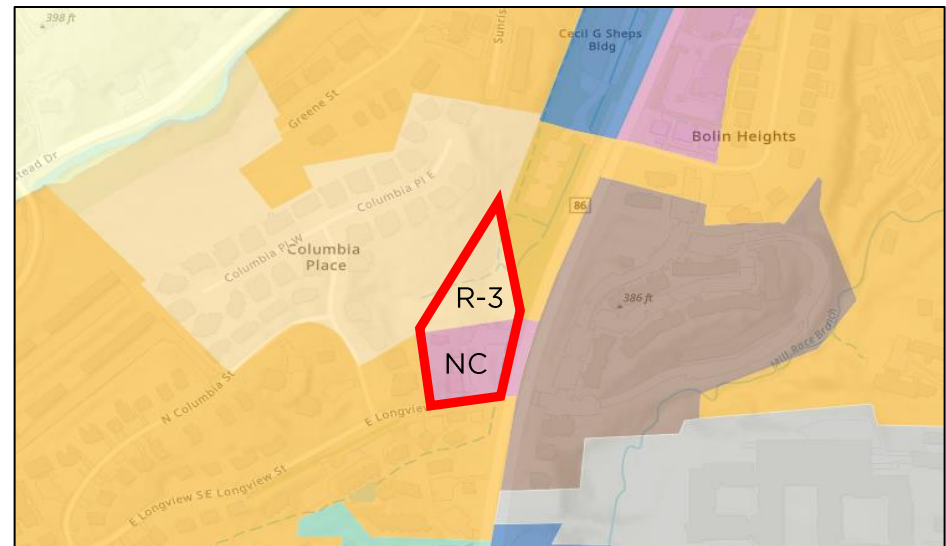
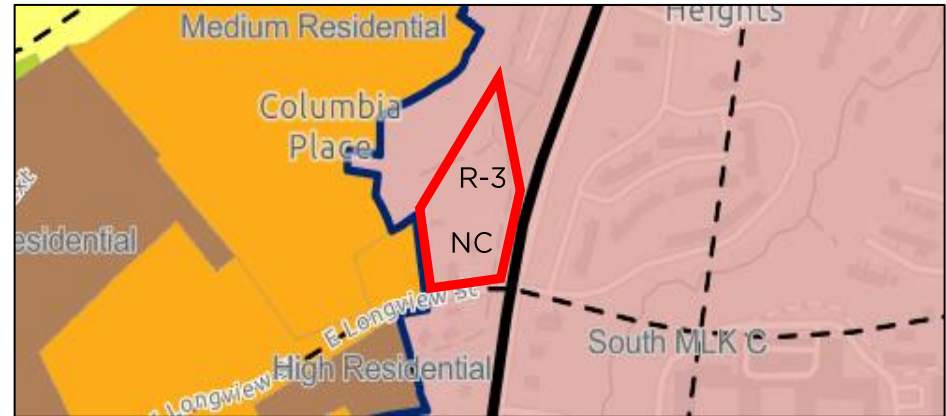
SITE PLAN



PROJECT OVERVIEW

Conditions:

- Rezoning from NC and R-3 to M-UV-CZD
- 7-story to 8-story mixed-use building
- 175-200 residential units, 10% affordable
- 232 parking spaces (1.20 spaces per unit)
- Multi-Use Path along MLK Jr. Blvd frontage
- Committed to National Green Building Standard (NGBS) Gold Certification



CONCEPT PLAN FEEDBACK

Key Feedback:

Plaza/Activation:

- Use the plaza as a gathering place – consider coffee shops or other comparable uses.
- Landscape architecture should be welcoming and encourage public use.

Parking:

- Recommended uncoupling parking fees from rent to allow people who don't have/want a car to avoid unnecessary fees.
- Lower the parking ratio from 1.65 parking spaces per unit (293 spots total).

Affordable Housing:

- Wanted to see a more detailed affordable housing offering incorporating affordable units within the project as opposed to other options.

Response:

Plaza/Activation:

- ✓ Proposed retail space for a coffee shop or other retail use to encourage community gathering.
- ✓ Landscape architecture incorporating shade, seating, and an environment that lends itself to lingering.

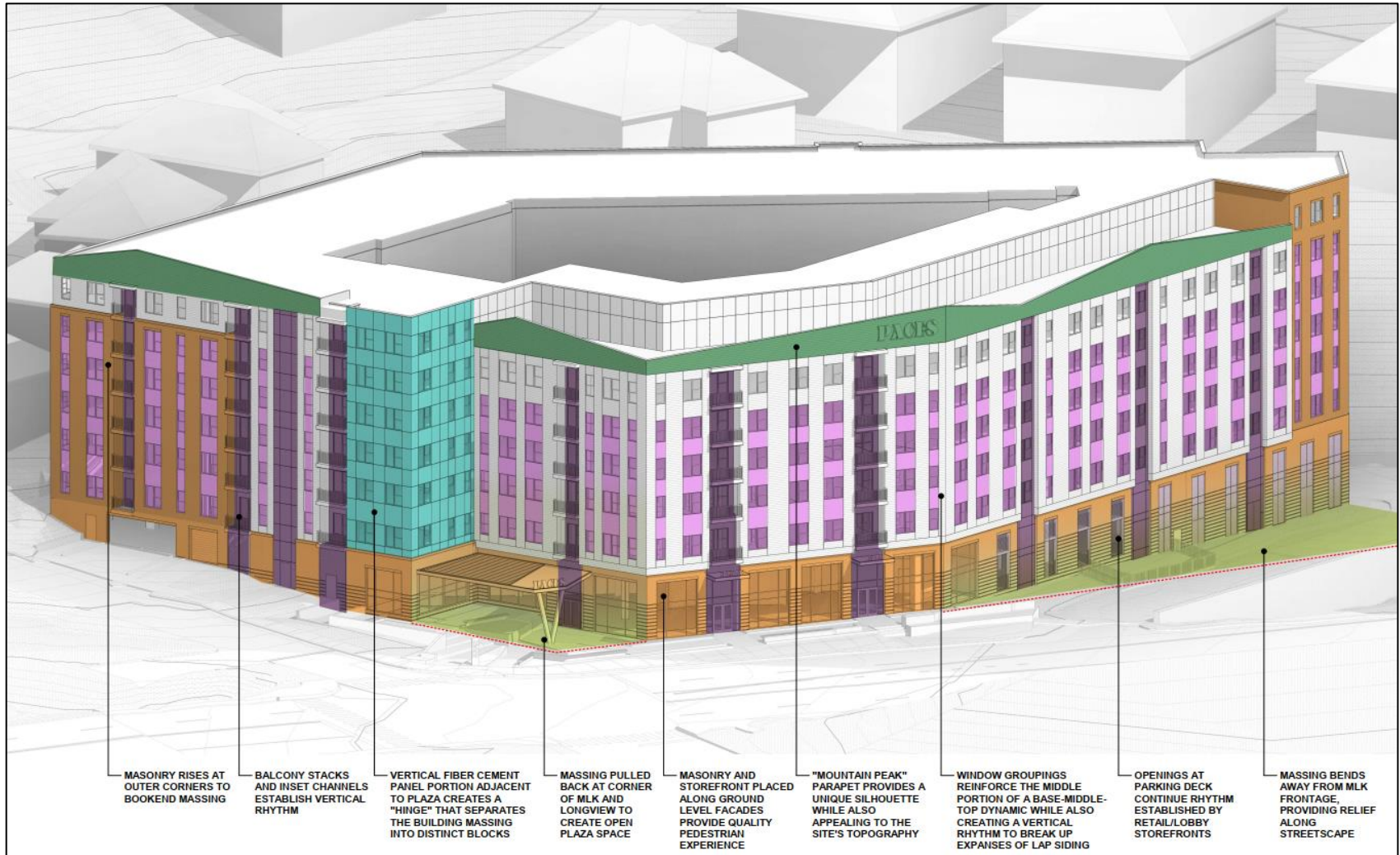
Parking:

- ✓ Parking fees uncoupled from rents, optional for those who want them. Residents without cars will not incur unnecessary parking fees.
- ✓ Lowered the parking ratio to 1.20 parking spaces per unit (232 spots total).

Affordable Housing:

- ✓ 10% of units offered as affordable housing, evenly split between those earning 65% AMI and 80% AMI, much like many comparable projects in the area.

PROPOSED MASSING



CONCEPTUAL RENDERING



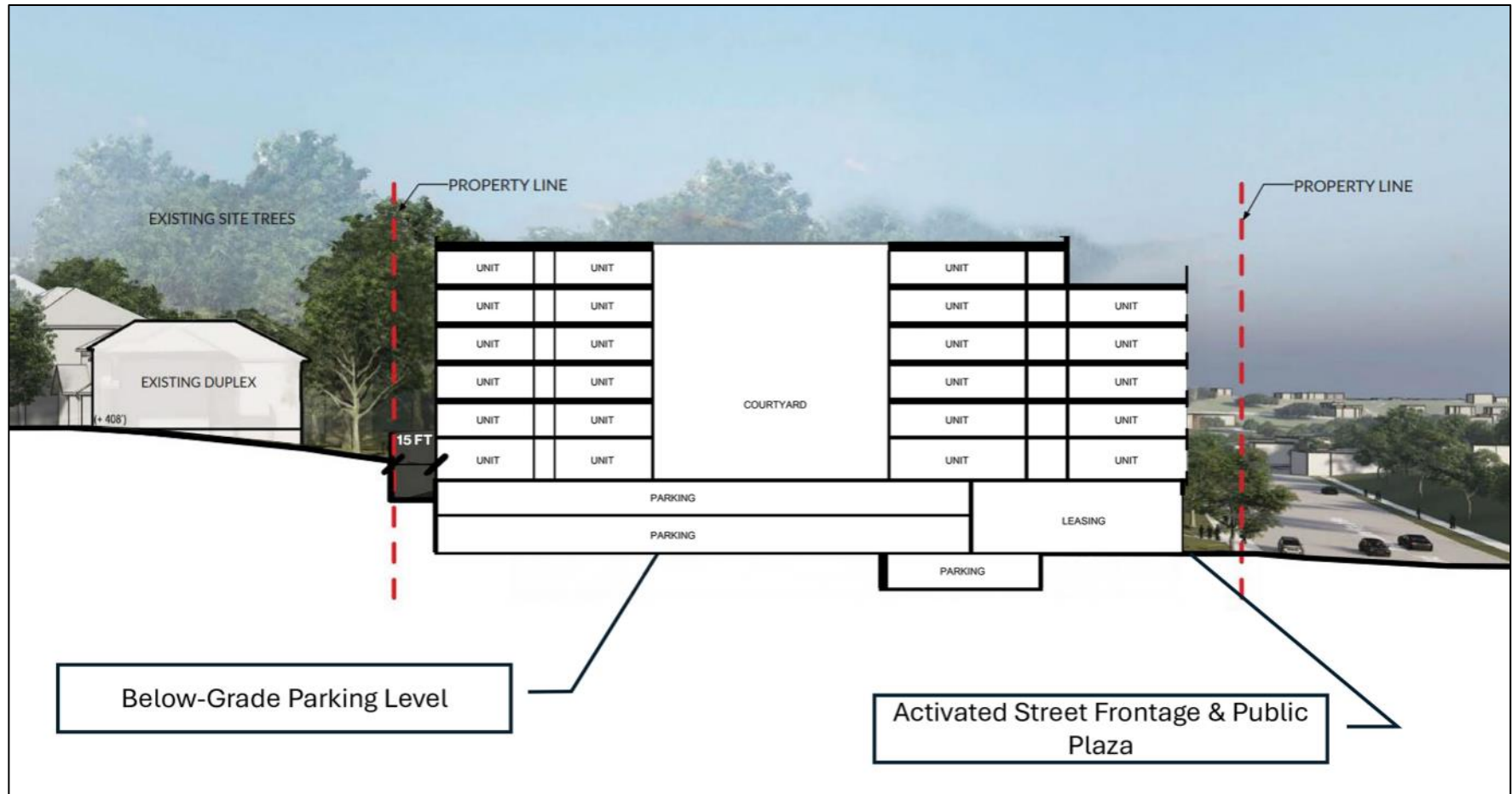
Pedestrian View from corner of Longview St. & MLK Jr Blvd – Conceptual Rendering

CONCEPTUAL RENDERING



Pedestrian View from corner of Longview St. & MLK Jr Blvd – Conceptual Rendering

PROPOSED SITE SECTION



View from Longview St.

NEIGHBORHOOD VIEW - CONCEPTUAL RENDERING

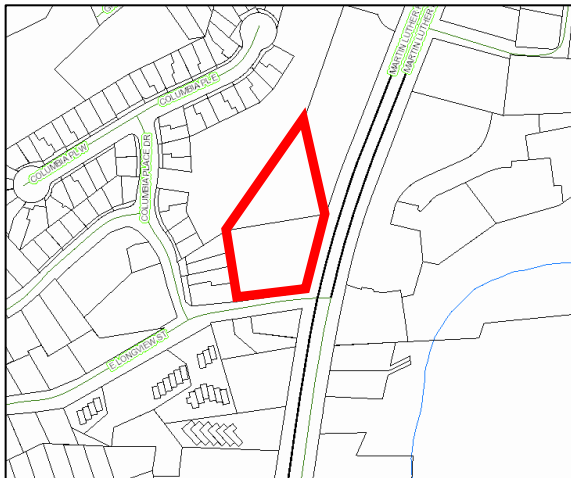


Aerial View from N Columbia St.

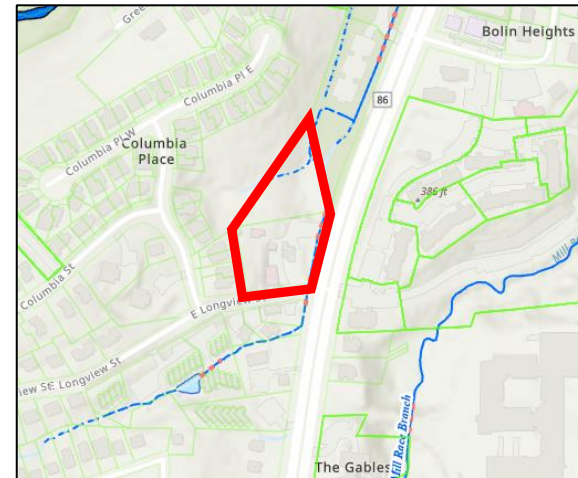
ENVIRONMENTAL IMPACT

Existing Conditions:

- The Town has completed a stream determination and confirmed that there are no jurisdictional streams on the site.
- To address the presence of steep slopes, we are working collaboratively with the Town to integrate the building into the slope. This approach helps reduce visual massing adjacent to residential neighborhoods.
- According to the Town's natural features viewer, the site exhibits only a moderate influence of natural features and a low habitat score. The only notable element is a small island that could potentially support natural open space.



Orange County GIS Hydrology



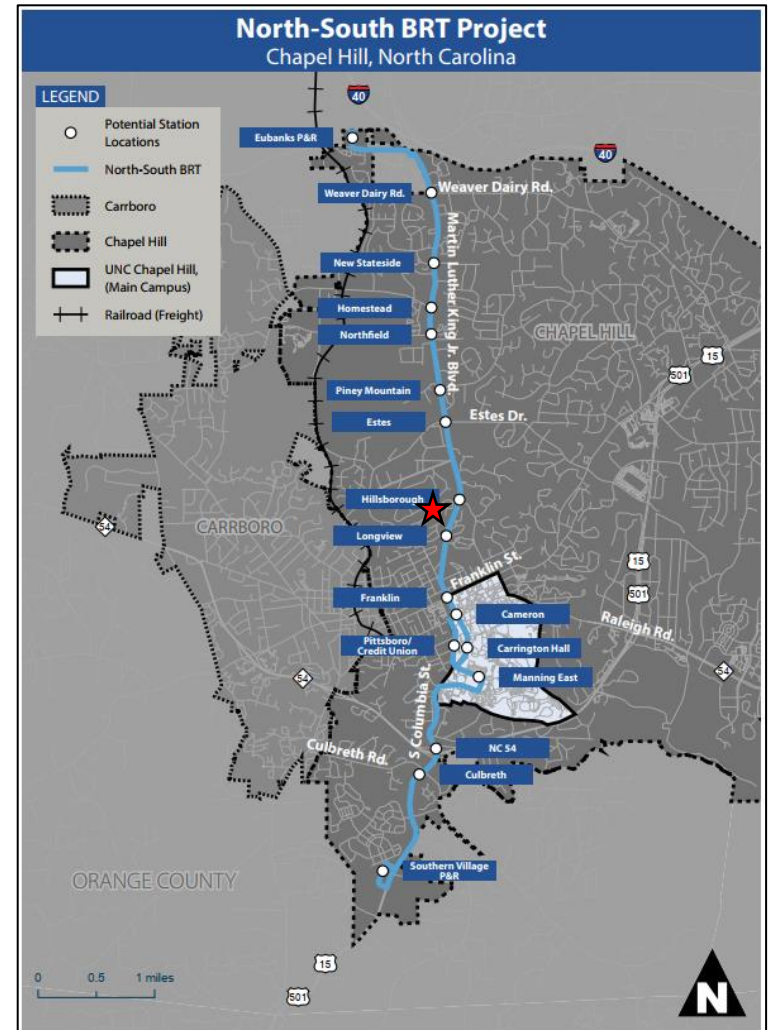
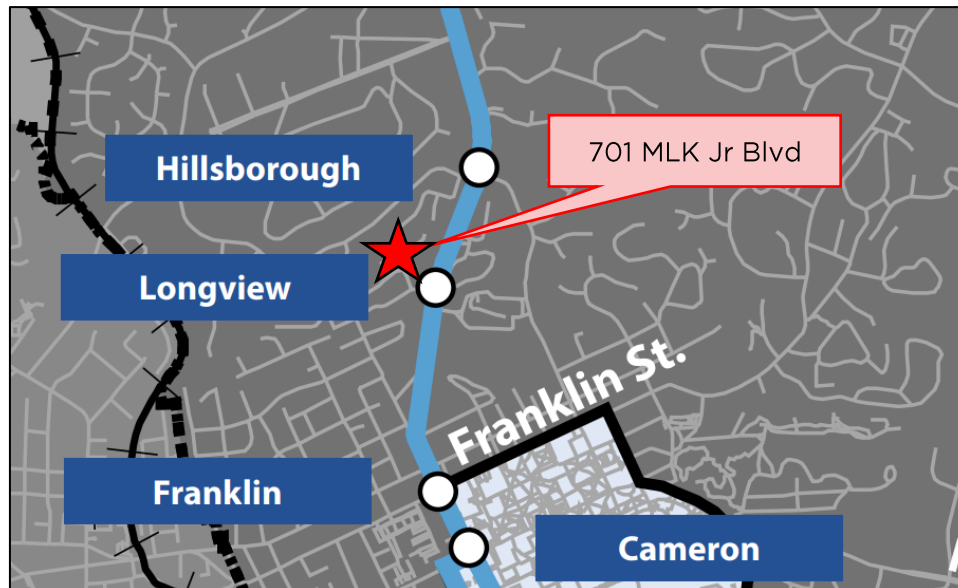
Town of Chapel Hill GIS Hydrology

**Town map needs to be corrected*

COMMUNITY CONSISTENCY: TRANSIT

Bus Rapid Transit – Longview Stop

- ✓ 701 MLK Jr Blvd is located near the planned Longview bus stop for Chapel Hill's future North-South BRT line.
- ✓ The bus stop's location will allow for convenient public transportation around Chapel Hill for residents and community members.
- ✓ The project team will provide a dedicated financial contribution toward area transit improvements.
- ✓ A Multi-Use Path along the MLK Jr. Blvd frontage will be constructed as a commitment to multimodal connectivity.



COMMUNITY CONSISTENCY: MEETING HOUSING NEEDS

Affordable Housing & Increased Housing Choice

- The development will include a variety of unit types and sizes, ranging from studios to four-bedroom apartments, to accommodate a broad spectrum of household sizes and renter profiles.
- The project will deliver high-density housing within close proximity to public transit and downtown Chapel Hill, promoting walkability and reducing car dependency.
- The development will feature a mixed-use layout with ground-floor commercial space, activating the street frontage and providing convenient access to retail.
- The project has agreed to provide 10% of total units to be designated as affordable units. The affordable units will be reserved for those households earning 80% or less of the Area Median Income (AMI).
 - 5% of the market-rate apartments will be leased at prices deemed affordable for households earning 65% of the Area Median Income (AMI).
 - 5% of the market-rate apartments will be leased at prices deemed affordable for households earning 80% of the Area Median Income (AMI).
- The affordable units will be concentrated within units of the studio, one-bedroom, and two-bedroom floorplans
- The affordable units will be distributed throughout the development and will be indistinguishable from the market-rate units.



COMMUNITY CONSISTENCY: PUBLIC REALM

Excellence in the Public Realm:

- Providing a public plaza at the corner of MLK Jr Blvd and Longview St, the project would offer seating and landscape amenities to create a community gathering space near the Longview BRT stop.
- Ground-level retail space will be strategically positioned to attract foot traffic to the public plaza and nearby bus stops, enhancing vibrancy and encouraging community engagement with transit infrastructure.



Pedestrian View from corner of Longview St. & MLK Jr Blvd – Conceptual Rendering

COMMUNITY CONSISTENCY: BE GREEN

- ✓ The location of the project lends itself to environmentally friendly transportation around Chapel Hill for residents.
 - ✓ Located within walking distance of downtown and the university, as well as being two blocks from the Bolin Creek Trail, there are plenty of opportunities for residents to walk or bike to their destination.
 - ✓ The site is served by Chapel Hill Transit and located along the future North-South BRT line.
 - ✓ The project will provide bike parking and EV charging spaces, with the infrastructure to expand EV spaces to meet future demand.
- ✓ The project will incorporate electric appliances and utilize LED lighting to maximize energy efficiency within the building.
- ✓ Committed to NGBS Gold Certification

Project Features

- ✓ Electric Appliances
- ✓ LED Lighting
- ✓ EV Charging Spaces
- ✓ Bike Parking
- ✓ Walkable Community
- ✓ Located on Bus Line





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TRAFFIC IMPACT (APPENDIX)

Traffic Study Results – January 2025

The report analyzed the transportation impacts that the 701 Martin Luther King, Jr. Boulevard Residential development will have on the following intersections in the project study area:

- Martin Luther King Jr. Boulevard and Umstead Drive / Hillsborough Street
- Martin Luther King Jr. Boulevard and Longview Street / Mill Creek Apartments Driveway
- Martin Luther King Jr. Boulevard and North Street / N. Columbia Street
- Longview Street and Proposed Site Full Access Driveway

Study results indicate existing traffic operations at all study area intersections are acceptable during the AM, noon, and PM weekday peak hours.

2029 build-out year+1 background traffic growth impacts are minimal, assuming periodic retiming of the three study area traffic signals by the Town of Chapel Hill.

The addition of peak hour site-generated trips to the projected 2029 background traffic volumes, do not cause any additional study area intersections to experience deficient traffic operations in any peak hour.

