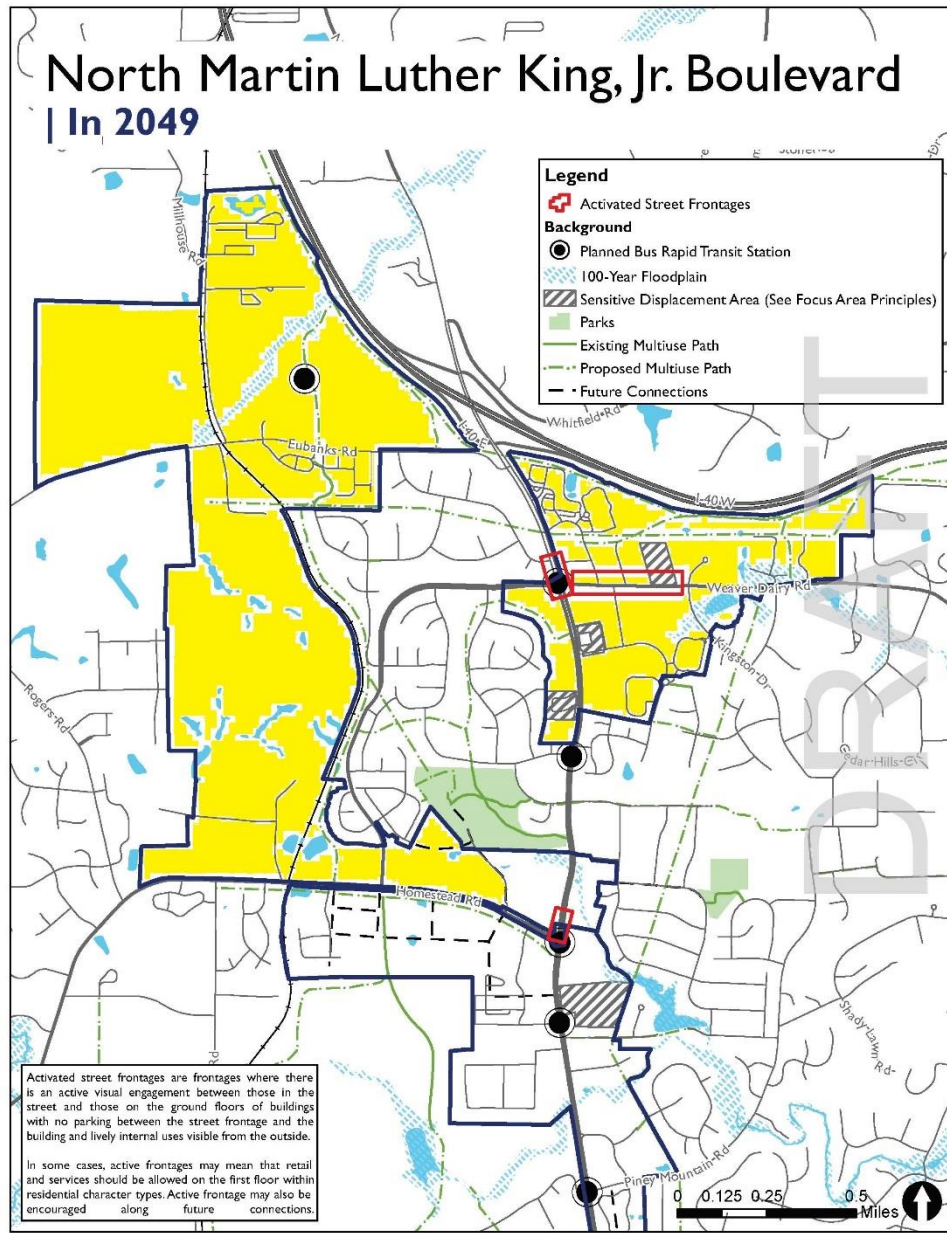


EXAMPLE of Most Flexible Option



North Martin Luther King Jr. Boulevard

A gateway corridor with mixed-use nodes.

The North Martin Luther King Jr. Boulevard area is envisioned as a gateway to the Town from points north that includes mixed-use nodes that fully leverage future bus rapid transit service. While improvements will include wide sidewalks, buildings, and tree canopies that frame the corridor, east-to-west multimodal connectivity will also be emphasized. Implementing bus rapid transit along the corridor will significantly influence future mobility, land use, placemaking, and urban form.

Overview of Current Conditions

Martin Luther King, Jr. Boulevard is a major north-south arterial, a gateway to Chapel Hill from the north, and soon to be the Town's premium transit corridor. The area has seen strong development interest in recent years, in part due to its proximity to I-40 and availability of undeveloped land. Nearly 30% of the area is currently undeveloped, though planned mixed-use developments (including construction underway on Eubanks Road) and a planned bus rapid transit line will impact the character of this area in the future. Previous planning efforts include the Rogers Road Neighborhood Plan, the Greene Tract agreement, the Northern Area Task Force Report, and various townwide plans.

Predominant Character Types:

Townhouses, etc.; Shops & Offices; Multifamily, Shops, and Office; Parks and Open Space

Other Character Types:

Apartments; Light Industrial; Institutional

Excluded Character Types:

None

EXAMPLE of Most Flexible Option

Focus Area Principles

Connectivity & Mobility

- Connectivity between commercial destinations and residential areas east of Martin Luther King Jr. Boulevard should be a priority.
- Bicycle, pedestrian, and multimodal links from existing development and new development/redevelopment should be emphasized to fully leverage transit service.
- New developments should open to and connect with the existing Rogers Road community.
- Parking strategies 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.
- Surface parking between buildings and primary streets should be avoided.
- While conversion of the existing railroad is a possibility, until such time, it will remain a barrier to east/west connectivity and ways to lessen its impact should be considered.

Land Use

- New growth should be focused along transit corridors in mixed-use neighborhoods.
- Diverse and accessible housing options with a range of product types and affordability for people of all incomes and life stages should be promoted, particularly in proximity to existing and future transit service.
- Displacement mitigation strategies will be necessary should existing manufactured home parks in the Focus Area be redeveloped.

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 standards.
- Additional and connected public and green spaces should be provided as existing retail centers such as Chapel Hill North and Timberlyne Shopping Centers are redeveloped into multi-story developments.
- 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.
- 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 Weaver Dairy Road and Homestead Road as well as along Weaver Dairy Road between Martin Luther King Jr. Boulevard and Kingston Drive.



EXAMPLE of Most Flexible Option

- 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.
- Higher density mixed-use centers should have appropriate building height, landscape, connectivity, and transitions to residential neighborhoods.
- Concentration of density and intensity, including locations with core heights up to eight stories, should be encouraged in proximity to transit stops to leverage transit service and to preserve and protect other areas.

Environmental

- Sustainable site development using best management practices that minimize or reduce the impact of impervious cover should be encouraged.
- Old Field Creek should be positioned as a protected natural amenity adjacent to shops, offices, and multifamily properties. The creek should be incorporated into site design where appropriate.
- Green building concepts—such as sustainable siting, energy efficiency, water efficiency, and sustainable construction materials—should be encouraged.

