

# **Council Update on Greene Tract Plan**



**Town Council Meeting  
October 9, 2024**

# Recommended Actions

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Council hear the report from the consultants; and  
Council adopt Resolution-3, receiving and endorsing the  
September 22, 2024 Plan and next steps.

## **Legislative Context**

- October 1, 2024 - Orange County BOCC
- October 9, 2024 - Chapel Hill Town Council
- October 15, 2024 - Carrboro Town Council

## **Background & Context**

- Jointly owned 107-acre parcel
- Completing consultant portion of community engagement process
- Sharing community-created plan
- Engaging with Development Finance Initiative
- Beginning zoning application process



CHAPEL HILL TOWN COUNCIL

# GREENE TRACT COMMUNITY ENGAGEMENT



# Community Engagement Consultant Team

PROJECT LEADERSHIP



Jessica Pearson  
Project Manager &  
Main Point of Contact



Nicole Bennett  
Engagement / Equity  
Advisor



Elaine Asal  
Engagement Lead

CORE PROJECT TEAM



Dionne Hines  
Equitable Co-  
Production Strategist



Jordan Powell  
Transportation Planning  
& Facilitation



Mikayla  
Hernandez  
Community Facilitator

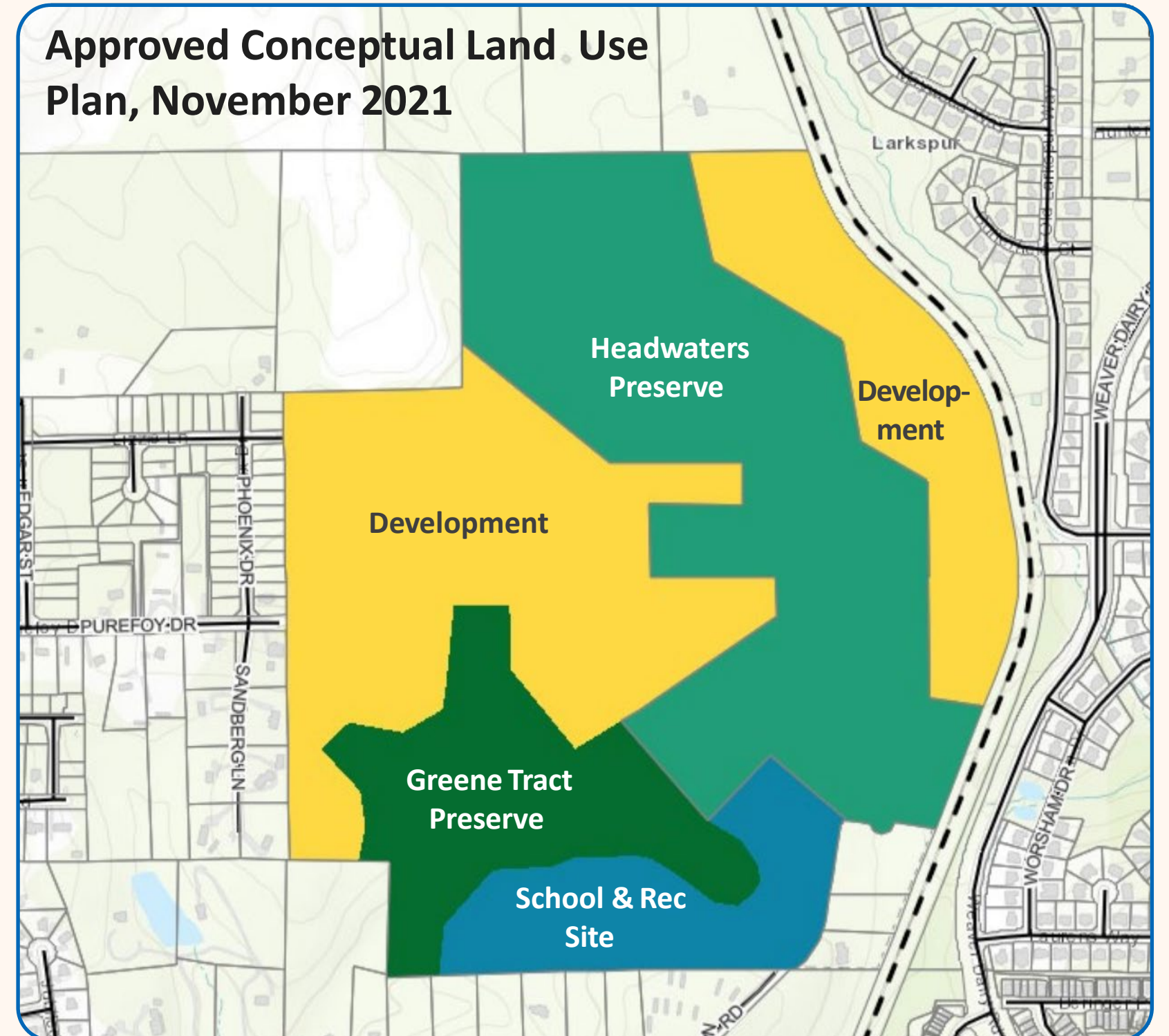


Regan Buchanan  
Community Planning &  
Engagement

# Master Planning Project Overview

Orange County, the Town of Chapel Hill, and the Town of Carrboro launched a ten-month process to create a shared vision and master plan for the Greene Tract, an approximately 167-acre area that will be host to a mix of uses, including:

- *Development*, which may consist of affordable and market rate housing, low intensity commercial, service uses, and maker/incubator space
- *Environmental preservation*
- *Public school and recreational site*



# Greene Tract Engagement Team

The Engagement Team has worked alongside the project consultants to plan engagement and outreach with the community, including workshops, newsletters, and more.

Consistent with the 2021 Interlocal Agreement among Orange County, the Town of Chapel Hill, and the Town of Carrboro, the Engagement Team is led by staff from:

- The three (3) jurisdictions, in partnership with
- Rogers Eubanks Neighborhood Association (RENA)
- Affordable housing partners
- A representative from Chapel Hill-Carrboro City Schools

## ENGAGEMENT TEAM

- Cy Stober, *Orange County*
- Perdita Holtz, *Orange County*
- Judy Johnson, *Town of Chapel Hill*
- Jacob Hunt, *Town of Chapel Hill*
- Britany Waddell, *Town of Chapel Hill*
- Sarah Viñas, *Town of Chapel Hill*
- Trish McGuire, *Town of Carrboro*
- Marty Roupe, *Town of Carrboro*
- Duncan Dodson, *Town of Carrboro*
- Al Ciarochi, *CHCCS*
- Jackie Jenks, *OCAHC & IFC*
- George Barrett, *OCAHC*
- Brother Campbell, *RENA*
- David Caldwell, *RENA*
- Karen Reid, *RENA*



# Community Engagement Overview

Our Community Engagement effort has followed the duration of the planning and design process. We have:

- Collected and documented the *collective vision* for the Greene Tract Master Plan
- *Coordinated* with the *design team* to ensure the community's vision is reflected in the Conceptual Master Plan
- Hosted *workshops* to *share back progress* on the design and development of the Conceptual Master Plan



# Community Engagement Strategy

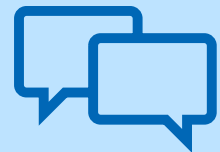
Engagement Goals	Strategies to Achieve Them
<p><b>1</b> <b>Build upon previous efforts</b> to develop an engagement process that acknowledges the history of the parcel, recognizes and repairs previous harm to the community, and advances the intent to provide certain land uses on the Greene Tract.</p>	<ul style="list-style-type: none"> <li>• Created a timeline and collaborated with the Engagement Team to identify key community and planning events</li> <li>• Included the Approved Conceptual Land Use Plan in all presentations and communications about the Master Plan</li> </ul>
<p><b>2</b> <b>Elevate the voices of the historic Rogers Road and Eubanks Road community</b> to ensure their priorities shape every part of the master planning process.</p>	<ul style="list-style-type: none"> <li>• Members of the Engagement Team were identified based on their relationships with the historic RENA community</li> <li>• Data gathering techniques were implemented in workshops to elevate the voice of the historic RENA community</li> </ul>
<p><b>3</b> Make the master planning process <b>accessible and engaging</b> through clear communication, collaboration, and transparency.</p>	<ul style="list-style-type: none"> <li>• A variety of communication methods, including virtual and in person events, were used to share project updates</li> <li>• Promotional materials were translated into multiple languages</li> <li>• Insights Report was written using accessible, clear language</li> </ul>
<p><b>4</b> Engage across a variety of stakeholder groups to gain <b>widespread awareness and understanding</b> of the ideas generated through the planning process, as well as what the development of the property will look like.</p>	<ul style="list-style-type: none"> <li>• A variety of communication methods were used to reach a broad group of stakeholders</li> <li>• Email addresses were collected at all workshops to build a distribution list for project newsletters and updates</li> </ul>
<p><b>5</b> Ensure that the <b>population reached</b> equitably represents directly <b>impacted residents nearby</b>.</p>	<ul style="list-style-type: none"> <li>• Data gathering techniques were implemented in workshops to elevate the voice of the historic RENA community</li> <li>• A postcard campaign was implemented to reach residents</li> <li>• Yard signs were placed throughout the community</li> </ul>

# Community Engagement Activities

**11**

## Stakeholders Interviewed

Nearby property owners, affordable housing representatives, St. Paul AME, RENA, and greenspace advocates



**150+**

## Workshop Attendees

Identifying the community's vision and documenting feedback to bring it to life in the Greene Tract Master Plan



**1**

## Phoenix Place Focus Group

Engaging with residents to determine their priorities, concerns, and opportunities for the Greene Tract Master Plan



**7**

## Monthly Newsletters

Sharing project updates, advertising for community workshops, and highlighting the Guiding Principles for the Master Plan



**10**

## Engagement Team Meetings

Finalizing workshop details, reviewing public-facing materials, and co-creating a successful engagement process

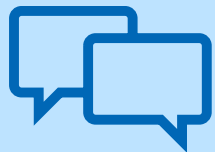


# Stakeholder Interviews

# 11

## Stakeholders Interviewed

Nearby property owners, affordable housing representatives, St. Paul AME, RENA, and greenspace advocates



Several semi-structured individual and small group interviews were hosted to understand the history, stories, challenges, and opportunities related to the development and Master Plan project.

### Interview Process & Outcomes

1. Pre-Interview Questionnaire
2. In Person Interview
3. Narrative Analysis to Identify Themes
4. Workshop 1 Planning

Stakeholder interviews played a large role in defining the main topics that were discussed at Workshop 1.

### Top Themes

- RENA Partnerships & History
- Affordable Housing
- Traffic & Transportation
- Greenspace & Biodiversity
- Common Group
- Building Community

# Community Workshops

**150+**

## Workshop Attendees

Identifying the community's vision and documenting feedback to bring it to life in the Greene Tract Master Plan



Three community workshops were hosted, during which attendees had the opportunity to share their perspectives and feedback on Master Plan progress. This feedback was critical for developing Guiding Principles.

### Workshop 1

*Designing our Shared Vision for Development*

- Discussions about Housing, Community Development, and Connectivity & Open Space
- Uncovering the community's vision

### Workshop 2

*Creating a Shared Vision for Our Community*

- Review of draft Master Plan concepts
- Evaluating how the concepts addressed the Guiding Principles

### Workshop 3

*Understanding the Shared Vision for Our Community*

- Conceptual Master Plan review
- Gathering feedback for future engagement

# Phoenix Place Focus Group

# 1

## Phoenix Place Focus Group

Engaging with residents to determine their priorities, concerns, and opportunities for the Greene Tract Master Plan



A focus group was held with Phoenix Place residents to discuss Greene Tract stories, community development, connectivity & open space, and housing. This session increased Phoenix Place attendance at Workshop 2.

### Priorities

- Maintaining buffer between existing & new development
- Mirroring the rural character of the existing community
- Addressing the needs of families/residents in the existing community

### Concerns

- Impact of traffic on residential streets
- Ability for existing residents to access resources within the new development
- Affordability of housing
- Loss of trees

### Opportunities

- Additional access points into the new development to alleviate traffic on Purefoy Drive
- Virtual engagement to gather feedback from other Phoenix Place residents

# Promotional Materials

The following materials were developed to advertise for the three community workshops:

- Banners
- Yard signs
- Multi-lingual flyers (included in RENA food drives, posted online, and distributed through local community organizations)
- Postcard campaign
- Monthly newsletters



# CREATING & APPLYING THE GUIDING PRINCIPLES



ORANGE COUNTY  
NORTH CAROLINA

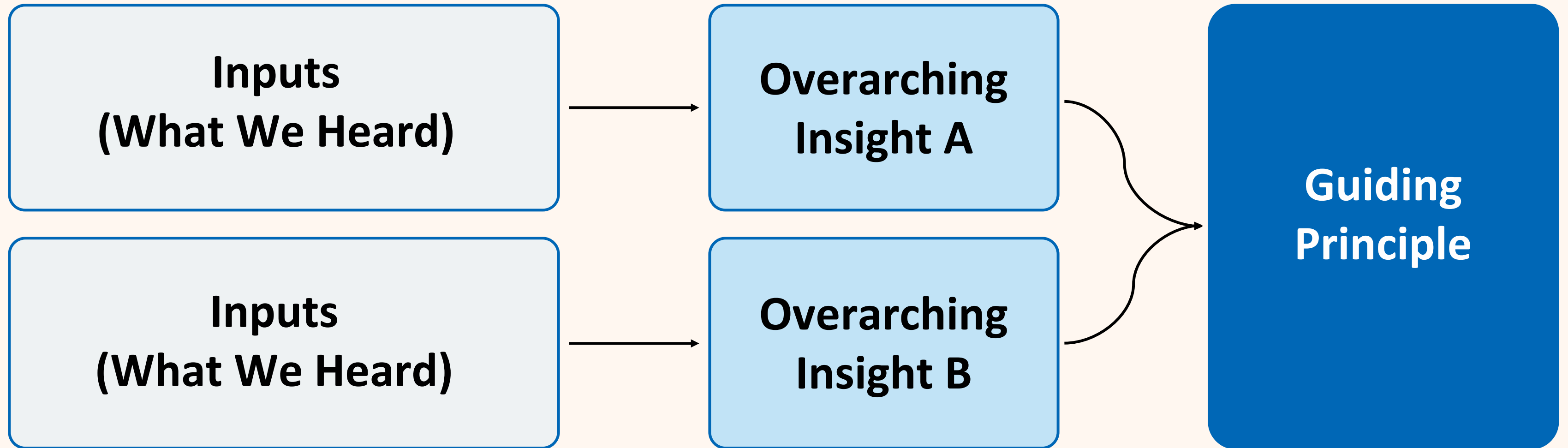
Gensler





# Our Engagement Process & Outcomes

Using the information we gathered from our engagement activities and background research, we developed a set of Overarching Insights, which informed the Guiding Principles used by Thomas & Hutton to create the Conceptual Master Plan.



# Guiding Principles for the Master Plan

**01**

Activate strategic locations throughout the development for common uses that bring multi-generational residents together.

**02**

Use built elements in the public realm to honor and respect the Historic Rogers-Eubanks community's rich, cultural history.

**03**

Provide services and resources within walking distance that support youth, families, and the ability for seniors to age in place.

**04**

Establish building scaling and housing density that build on the strengths of the surrounding neighborhood.

**05**

Prioritize rented and owned affordable housing and support space for small businesses.

**06**

Provide a network of safe, connected streets and public transit to enable mobility for residents of all ages and abilities.

**07**

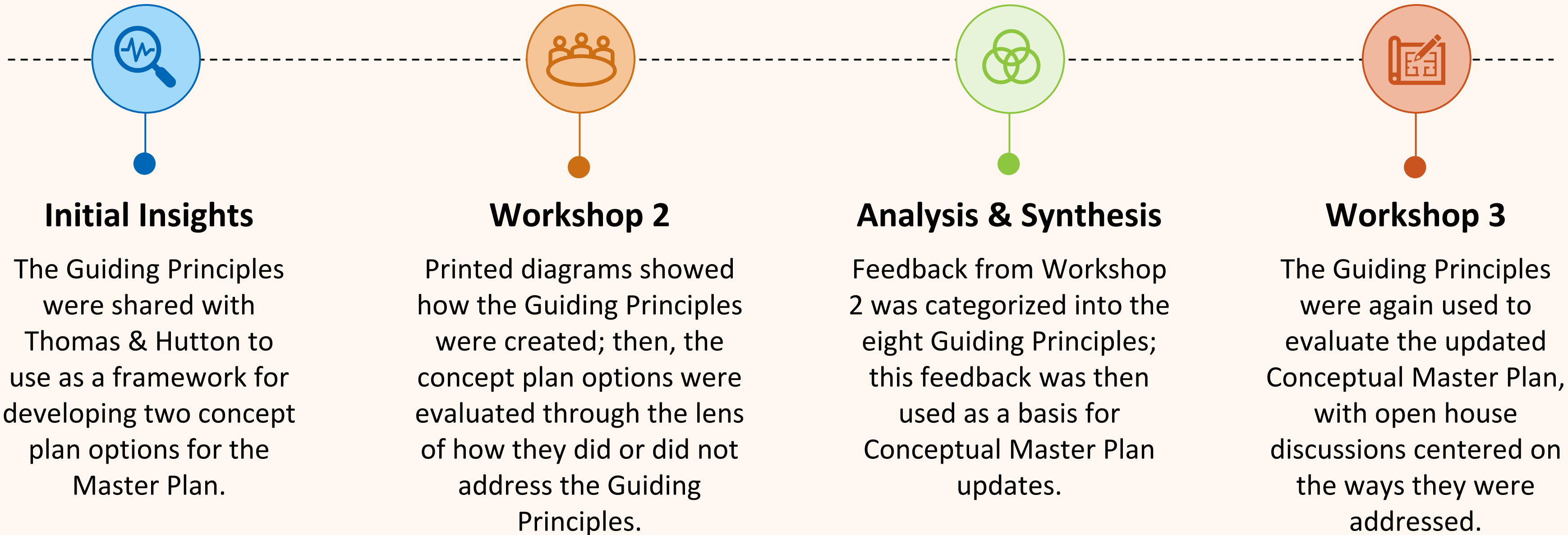
Minimize the impact of roads and development on the natural ecosystem within the preserve area.

**08**

Use natural and paved surfaces to provide outdoor recreation opportunities and connect to nearby trail networks.

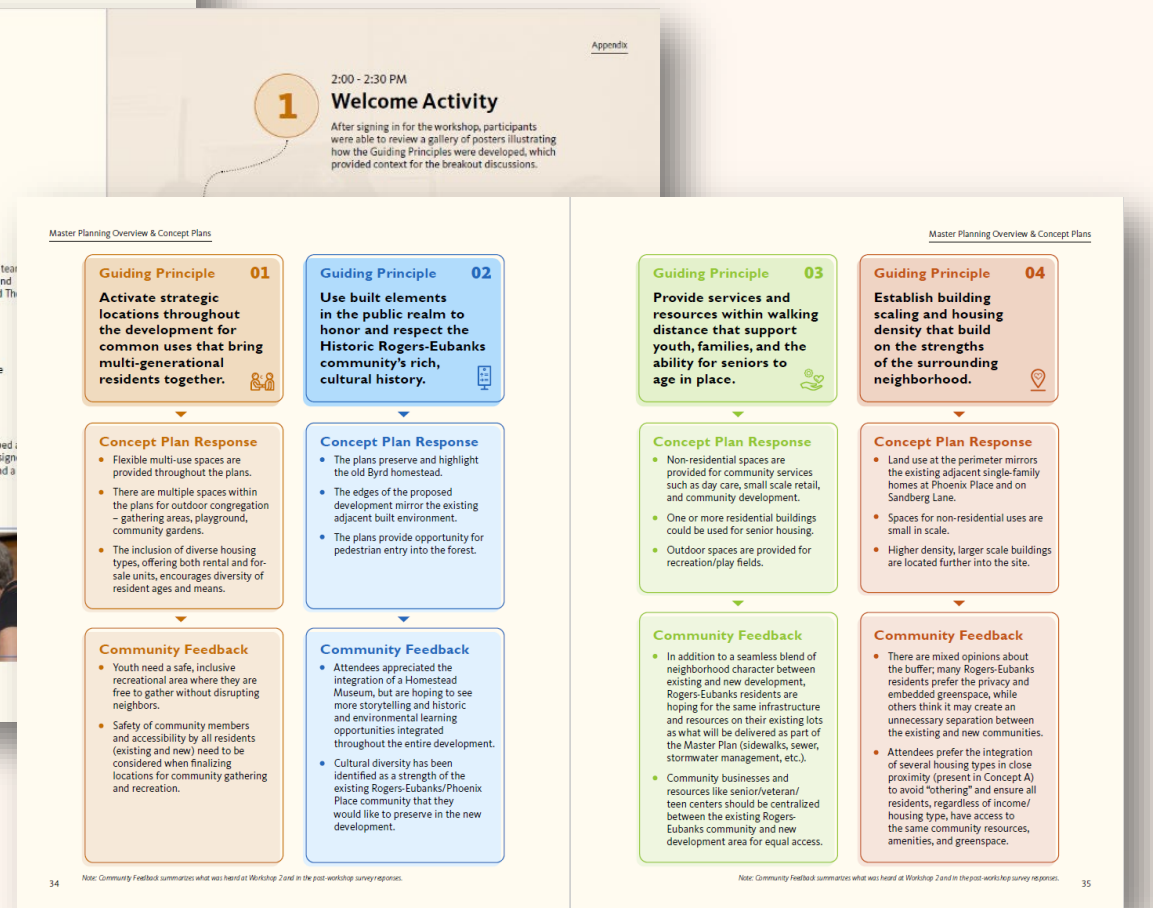
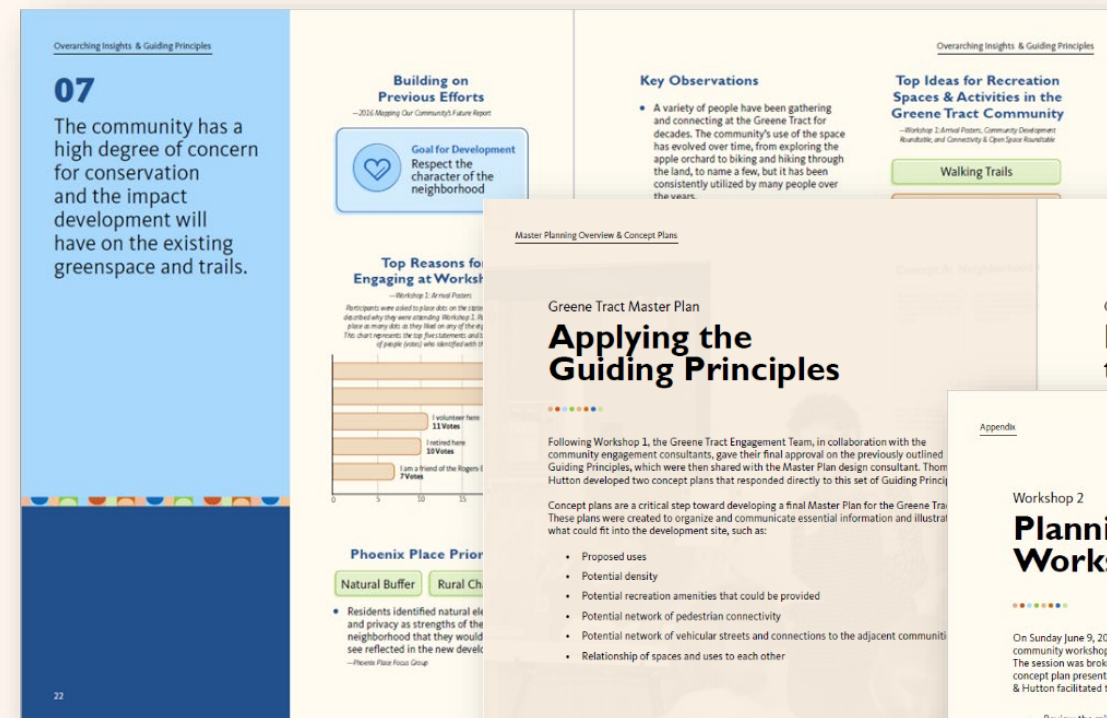
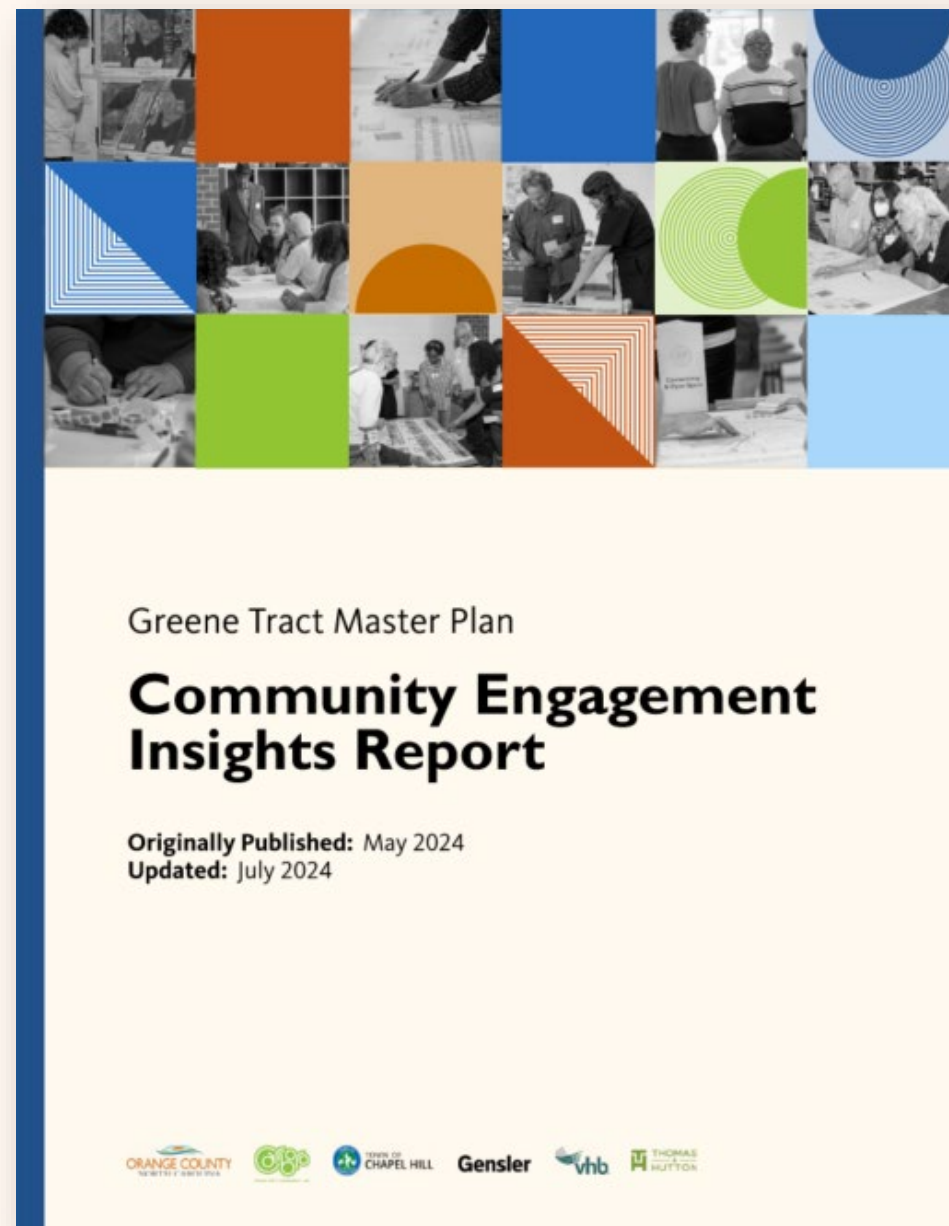
# Applying the Guiding Principles

The Guiding Principles served as a north star for all engagement activities following Workshop 1.



# Community Engagement Insights Report

The Insights Report is a comprehensive summary of the community engagement process and feedback on the Greene Tract Conceptual Master Plan. It is available for public viewing on the Greene Tract web page.



# Greene Tract Master Plan Team



**Dan Jewell**  
Regional  
Director



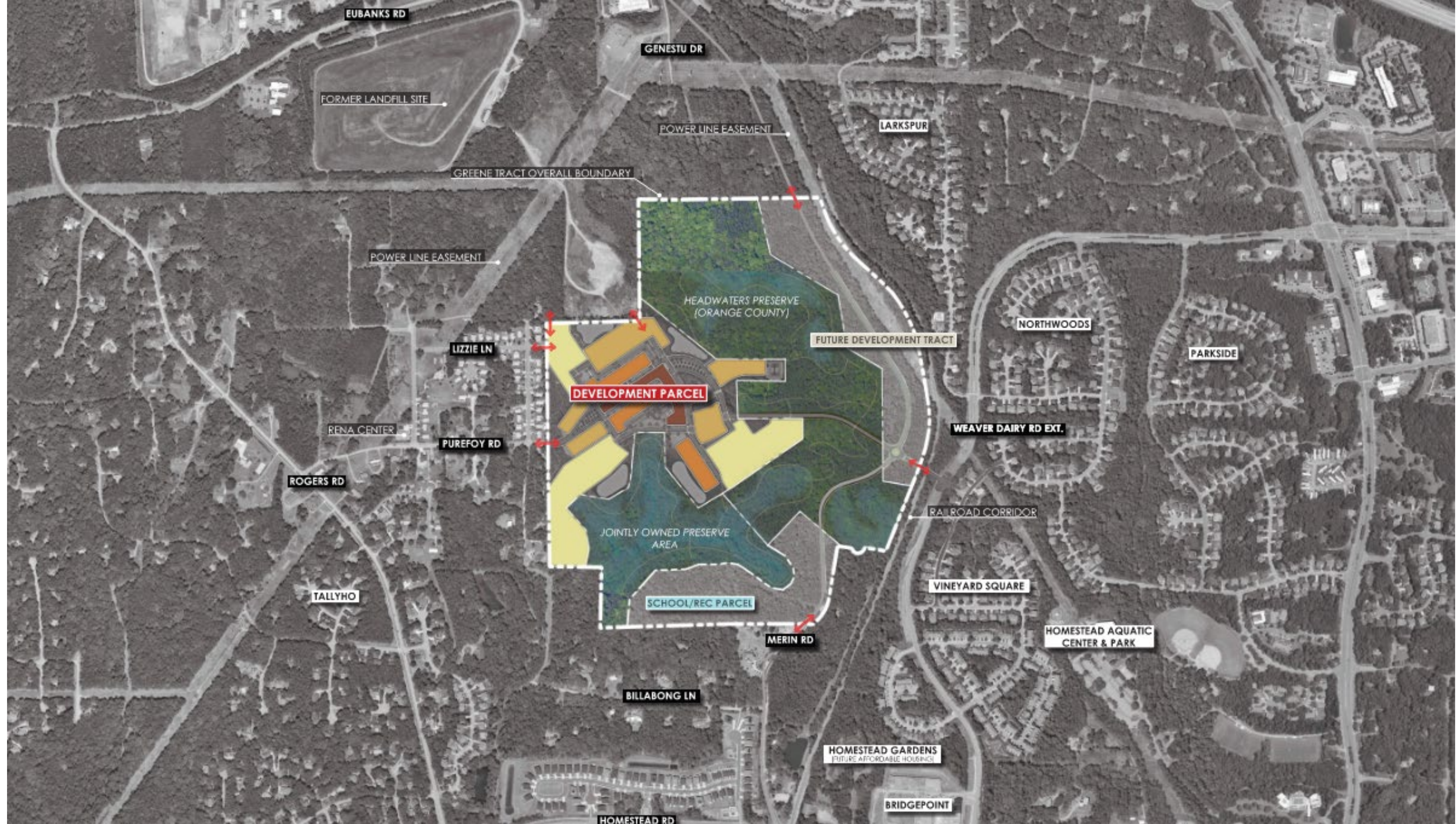
**Jeremy Anderson**  
Landscape  
Architect



**Wendi Ramsden**  
Landscape  
Architect



**Gradey Grumman**  
Designer



# Context Map Greene Tract Master Plan



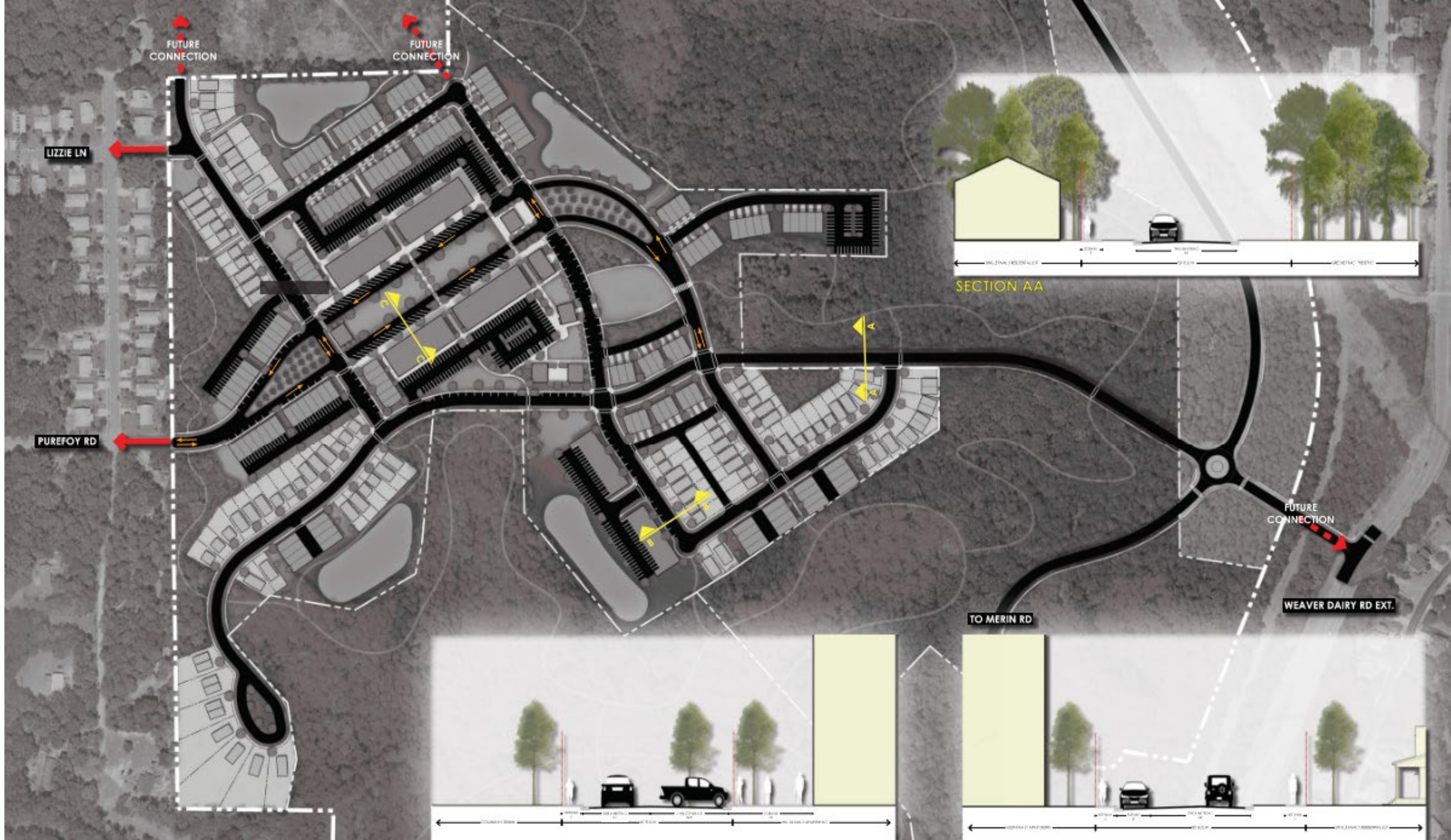
# Master Plan

## Greene Tract Master Plan



# Open Space Elements Greene Tract Master Plan



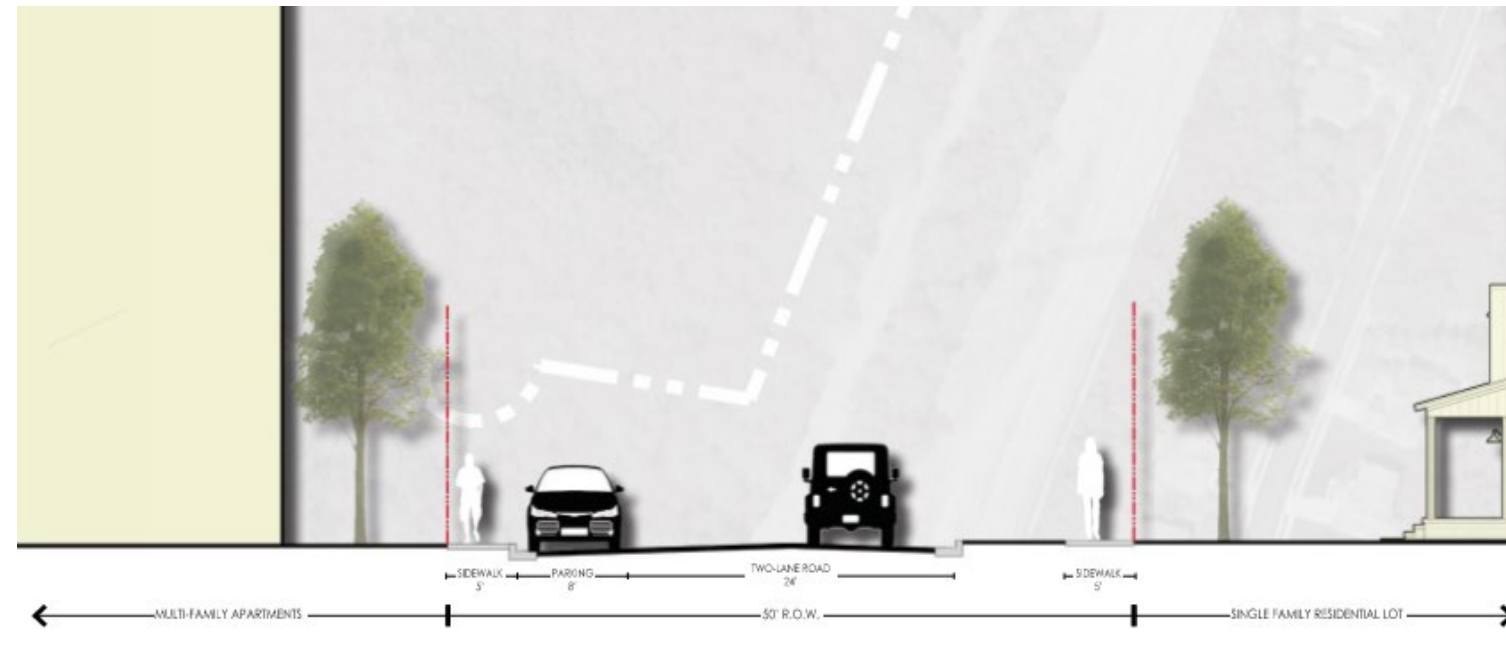


# Vehicular Connections Greene Tract Master Plan

2-way street  
 One lane each way  
 No street parking  
 Sidewalks one or both sides



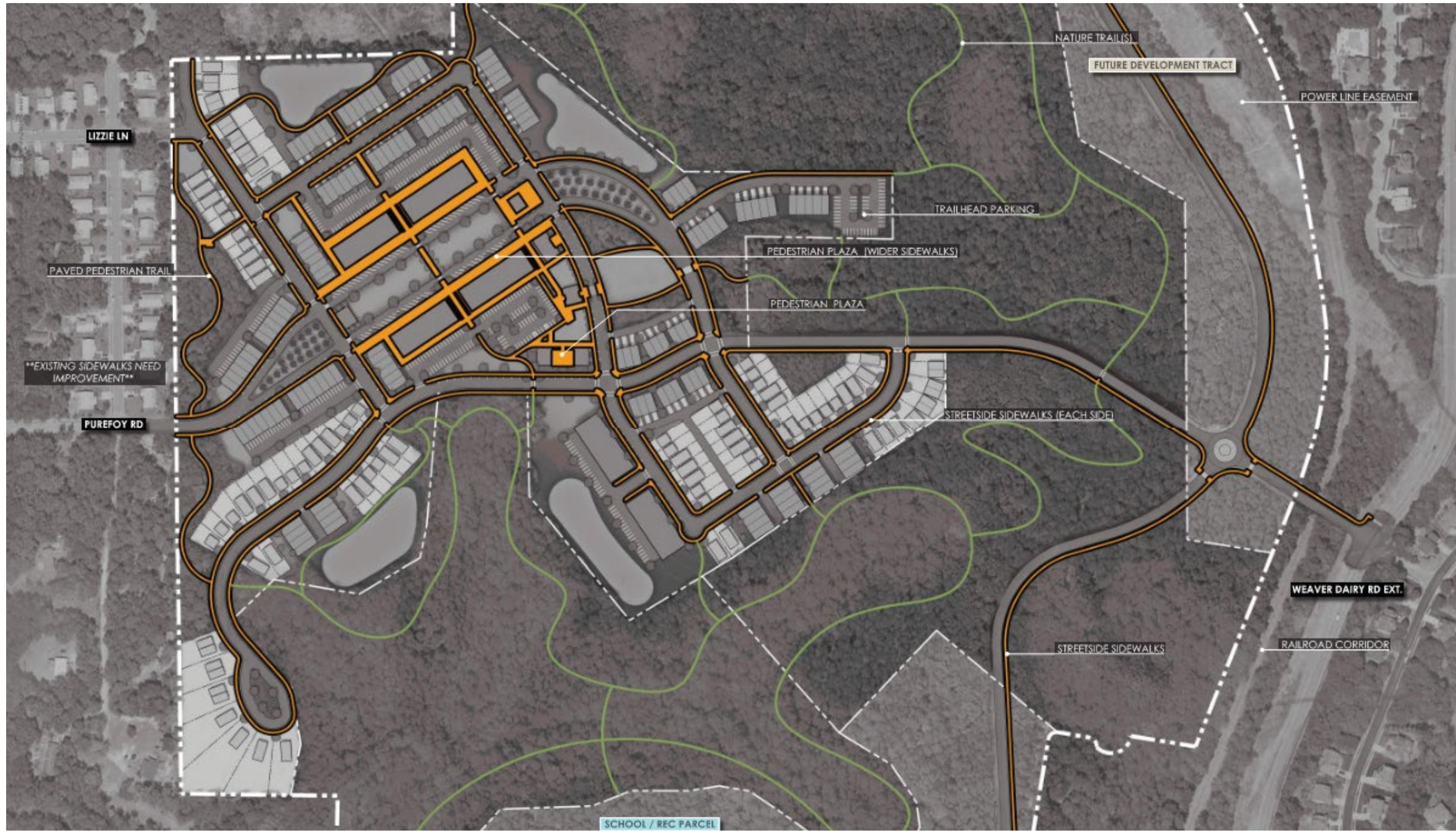
2-way street  
 One lane each way  
 Street parking - parallel  
 Sidewalks both sides



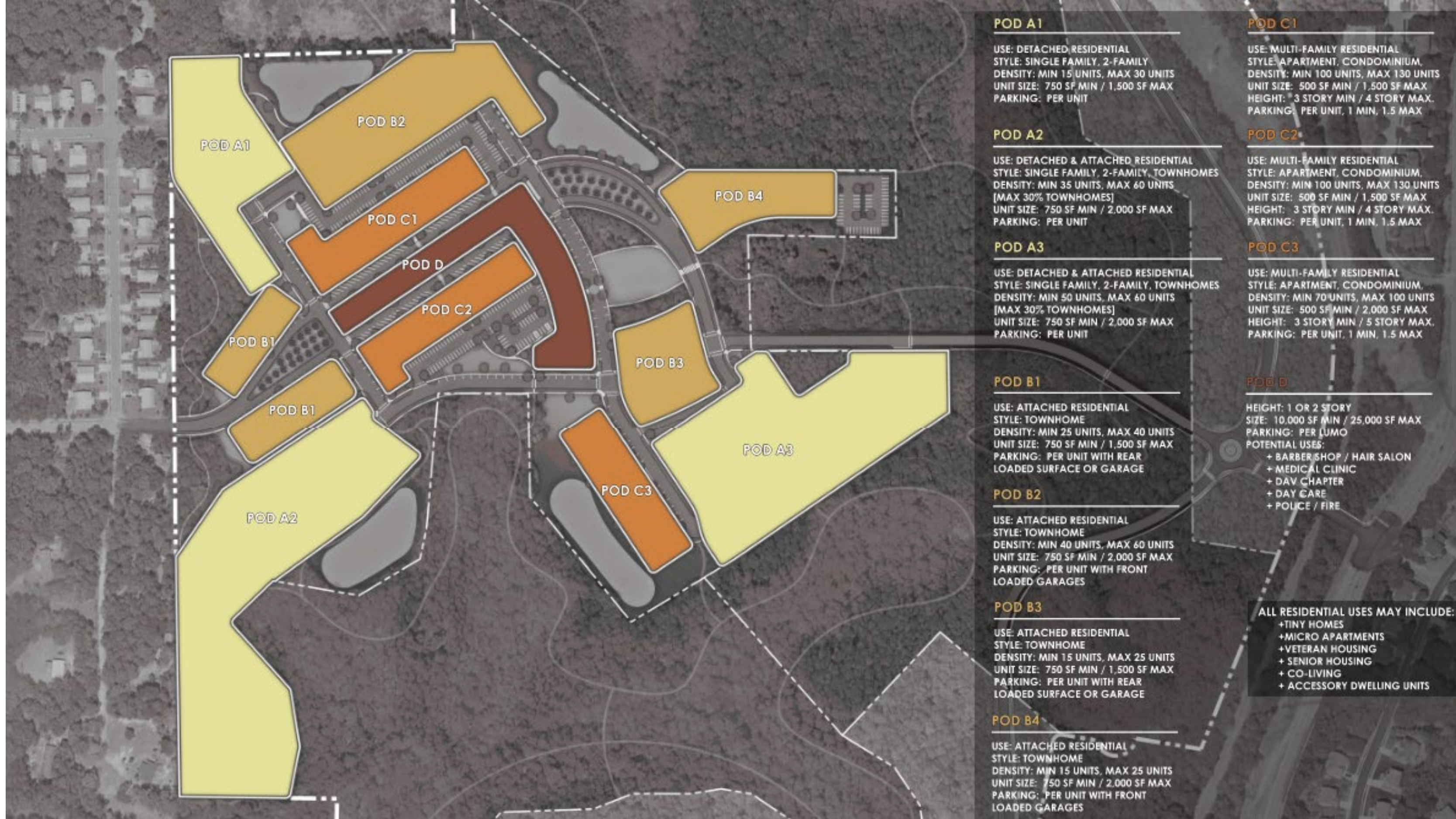
1-way street  
 One travel lane  
 Street parking - diagonal  
 Sidewalks both sides



# Sample Road Sections Greene Tract Master Plan

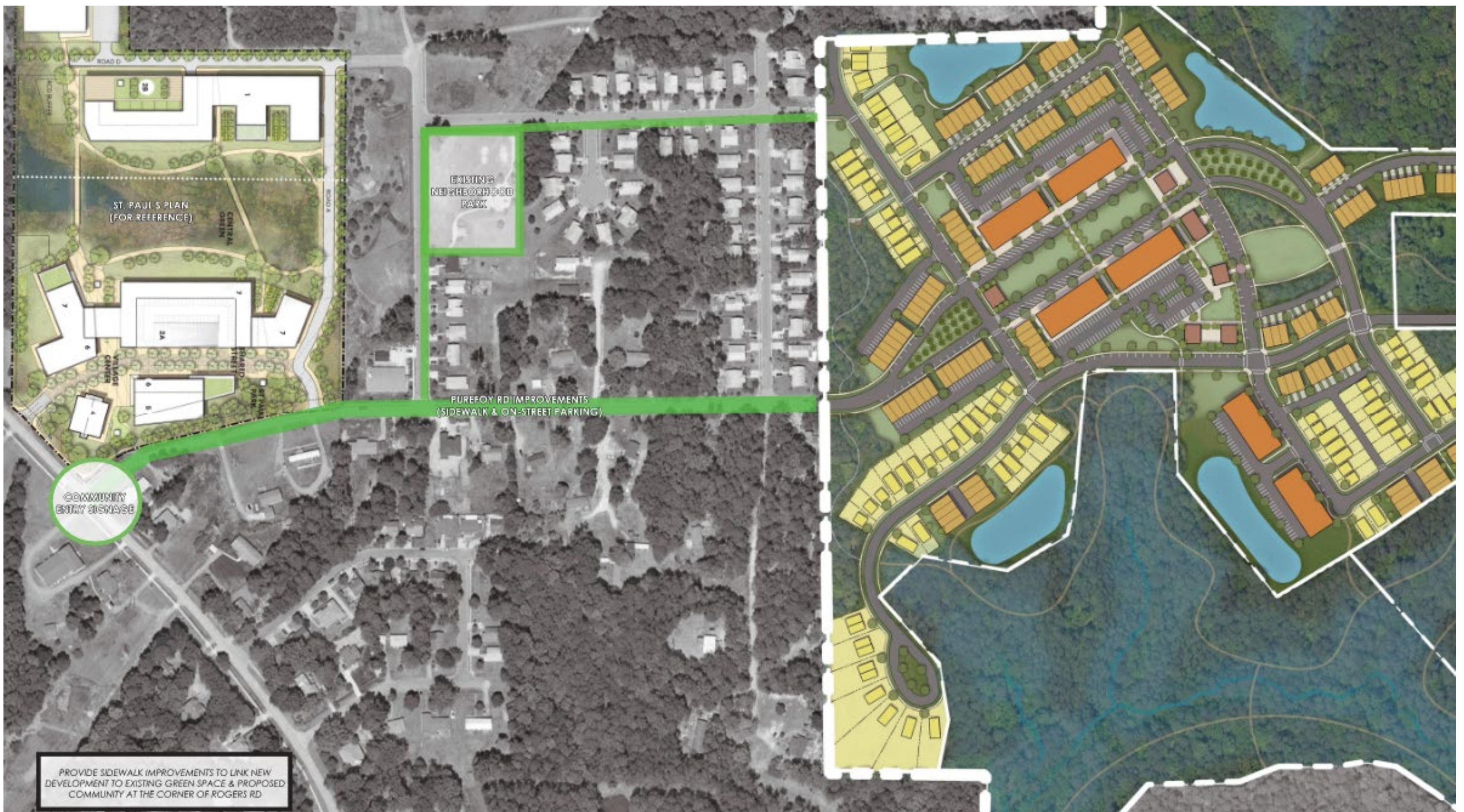


# Pedestrian Network Greene Tract Master Plan



# Land Use Plan

## Greene Tract Master Plan



# Conceptual Tie-In with Rogers Road Neighborhood Greene Tract Master Plan

# Greene Tract Plan Phase and Upcoming Phases

**General**

**More Specific**

## **Plan Phase**

Connectivity Framework

General Use Types

General Location of Uses

Quantity Ranges

Conceptual Stormwater location

Conceptual Utility locations

## **Future Phases**

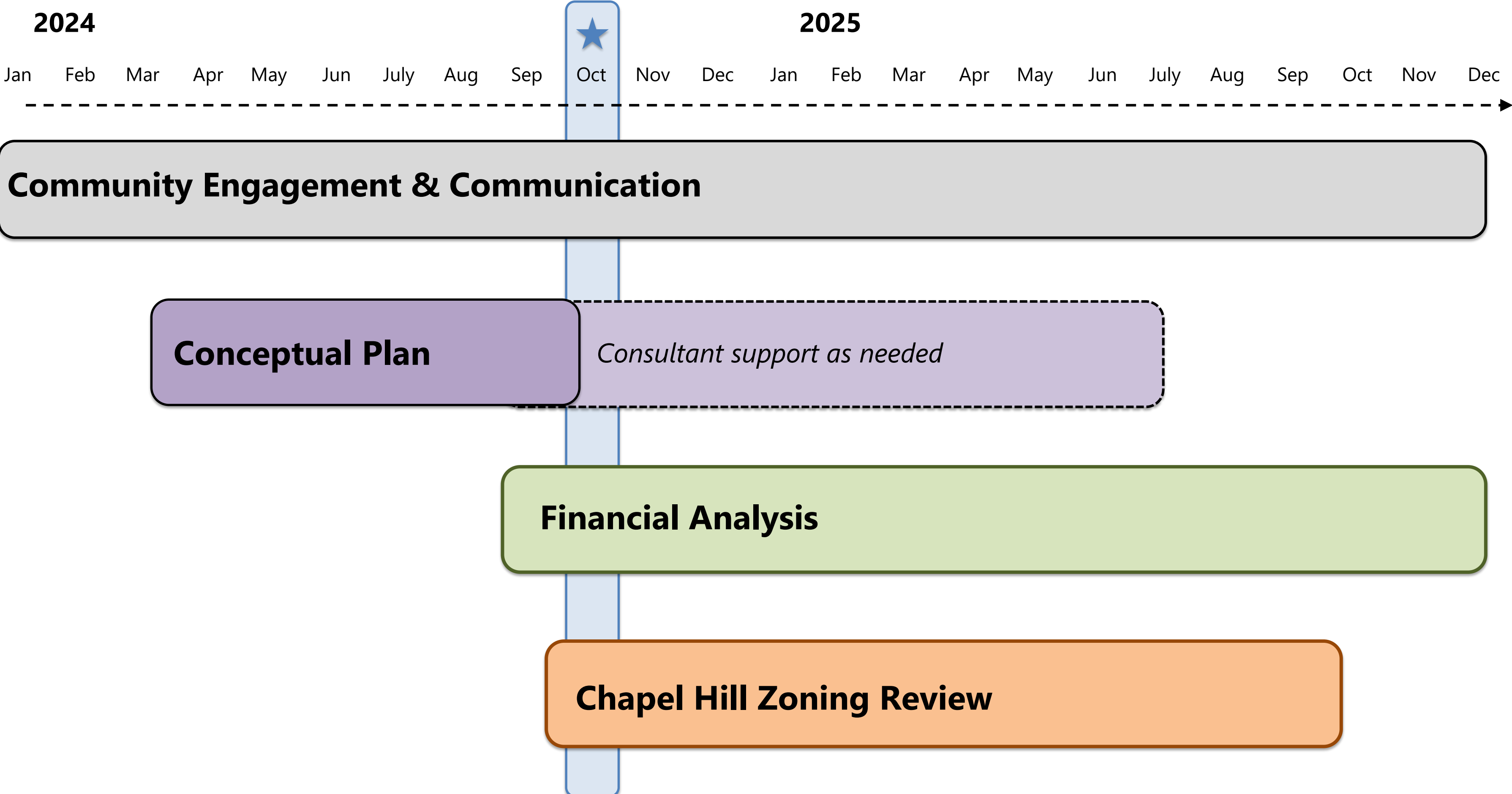
Refinement to street & pedestrian network

Use Types and ranges

Zoning Application:

- Transit opportunities
- Greenways, sidewalks, and trails
- Traffic Impact Analysis
- Environmental and cultural standards
- Fire standards
- Scale of development
- Recreation & buffers

# Greene Tract Anticipated Timeline – Next Steps



**2024**

**2025**

Jan Feb Mar Apr May Jun July Aug Sep Oct Nov Dec Jan Feb Mar Apr May Jun July Aug Sep Oct Nov Dec

**Community Engagement & Communication**

**Conceptual Plan**

*Consultant support as needed*

**Financial Analysis**

**Chapel Hill Zoning Review**

## **Recommended Action**

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Council adopt Resolution-3, receiving and endorsing the September 22, 2024 Plan and next steps.