



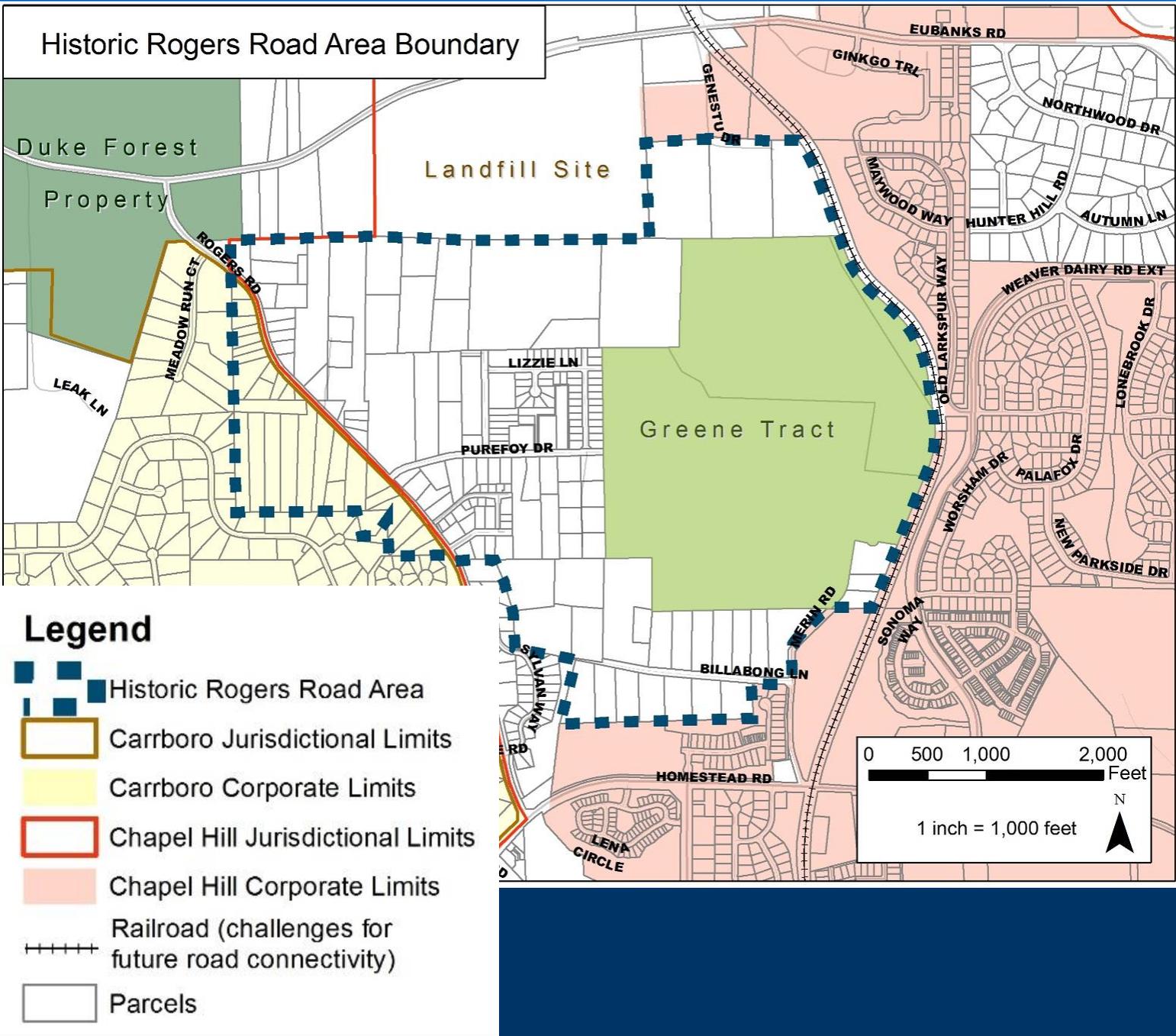
# Rogers Road Zoning Text Amendments

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Council Public Hearing  
April 17, 2019

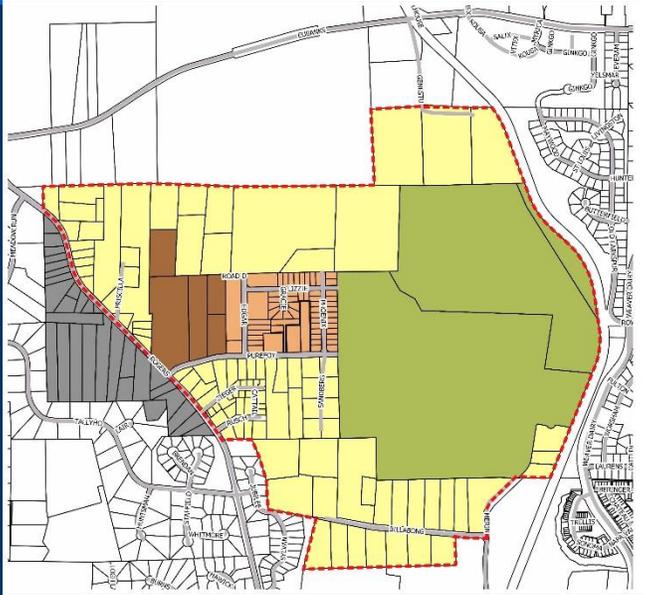
# Study Area



- Northwest Chapel Hill / Northern Carrboro
- Settlement dates back to 1700's
- Adjacent to former landfill site

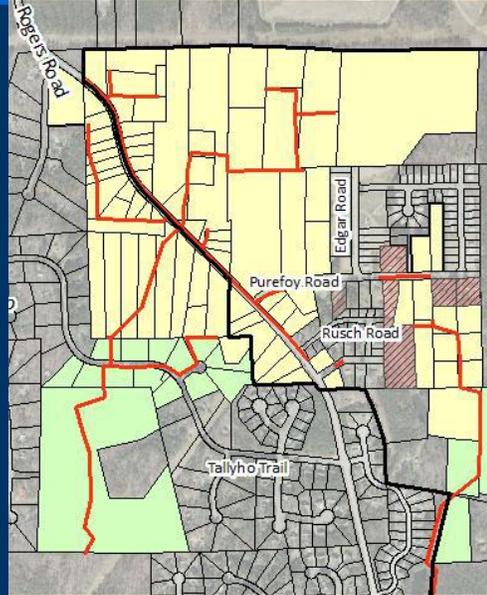
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# Ongoing Rogers Road Projects



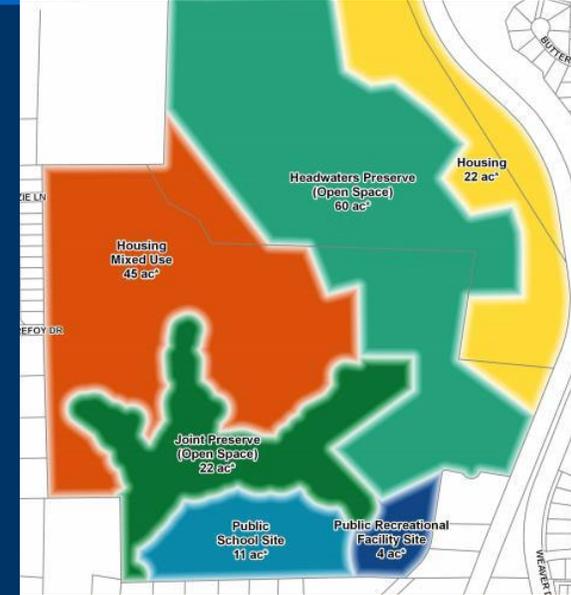
## Zoning Initiative

Key to implementation of  
*Mapping Our  
Community's Future*



## Sewer Construction

Expected to increase  
development interest



## Greene Tract

Future use of site owned  
by County and Towns

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# Staff Recommendation

- Receive presentation on draft zoning recommendations
- Open the Public Hearing and receive comments
- Continue the Hearing to May 22, 2019

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# Where is this item?



Parallel review underway in Carrboro

# HISTORIC ROGERS ROAD NEIGHBORHOOD

## Chapel Hill Town Council

APRIL 17, 2019



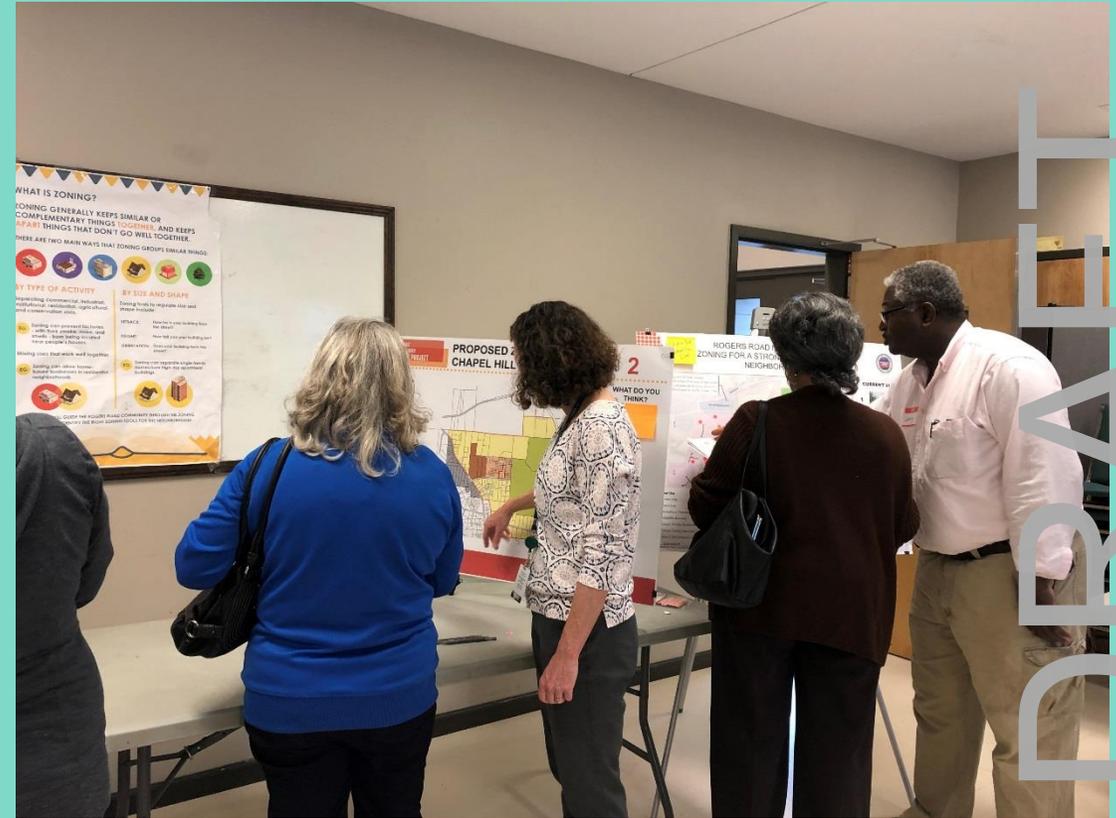
ZONING FOR A STRONG AND CONNECTED  
NEIGHBORHOOD

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# AGENDA

- Project goal
- MOCF Goals
- Timeline
- Public engagement
- Key proposed changes
- Next steps



THE  
MOCF

# PROJECT GOAL

Develop appropriate zoning standards  
for the Rogers Road neighborhood –  
**keep what you love, add what you  
need.**

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# MAPPING OUR COMMUNITY'S FUTURE



Rogers Road:  
Mapping our Community's Future

MAY 2015

The completion of an intensive 9-month planning effort with community stakeholders to create a shared vision for Rogers Road development for the next 10 years & beyond.



Retain families who have lived here for decades/  
generations



Connect us with each other and the larger  
community



Preserve socioeconomic and cultural diversity  
for the future



Respect the physical/natural character of the  
neighborhood

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# PROJECT TIMELINE

	SEP 2018	OCT	NOV	DEC	JAN 2019	FEB	MAR	APR	MAY	JUN
Project kick off										
Work products										
Community Meetings										
Municipal review and hearings										

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# SUMMARY: PUBLIC ENGAGEMENT

## MEETINGS:

- October 30, 2018
- November 15, 2018  
(business analysis)
- November 29, 2018
- January 24, 2019
- March 14, 2019
- March 16, 2019



LEAD

**TURNOUT:** Between 15 and 35 residents/stakeholders at each session

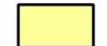
# Legend

 HR District Boundary

 Parcel Lines

 Roadways

## CH Only Zoning

 HR-L

 HR-M

 RT

 R-5-C

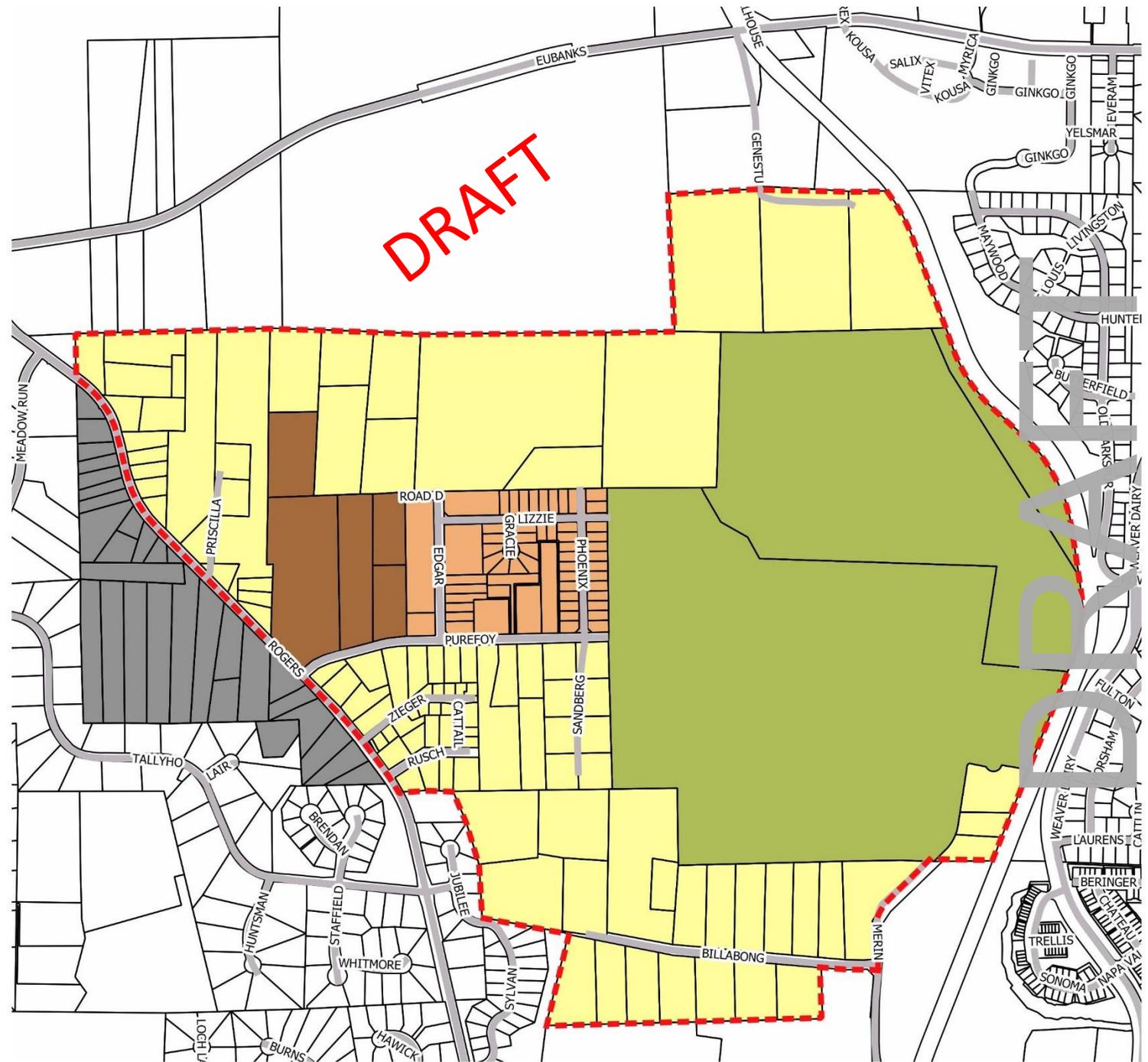
 HR-C (placeholder)

 HR-X (placeholder)

 Carrboro Jurisdiction Parallel HR District

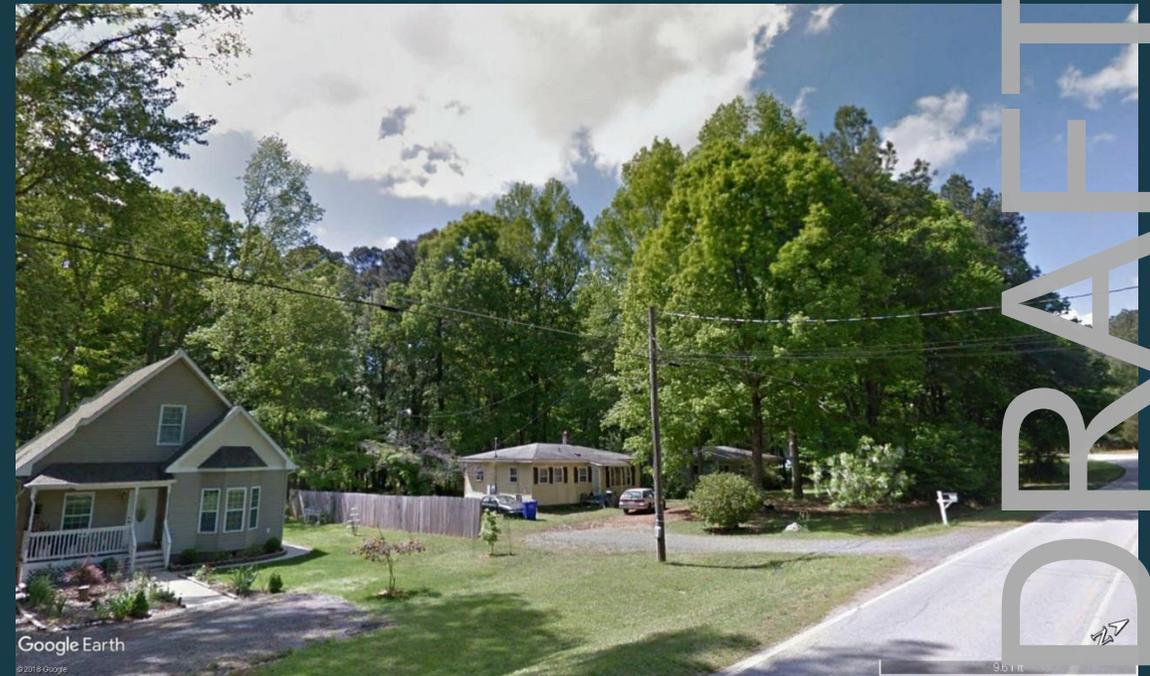


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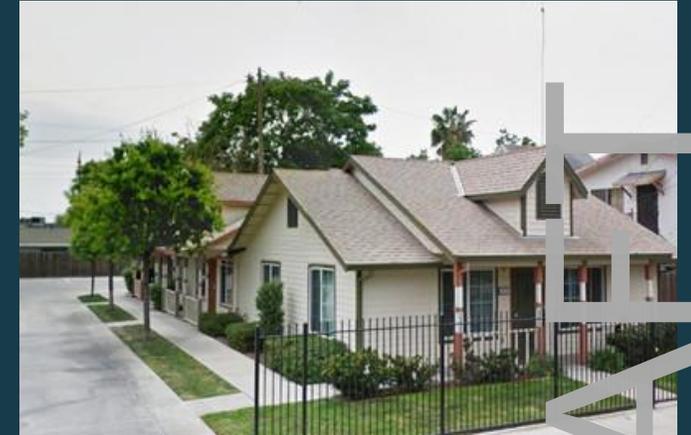
# PROTECT CHARACTER: KEY RECOMMENDATIONS

- Establish the Historic Rogers Road Neighborhood Zoning District
- Preserve character of Rogers Road Corridor



# INCREASE HOUSING CHOICE: KEY RECOMMENDATIONS

- Expand housing choice
- Support a wider range of home-based businesses

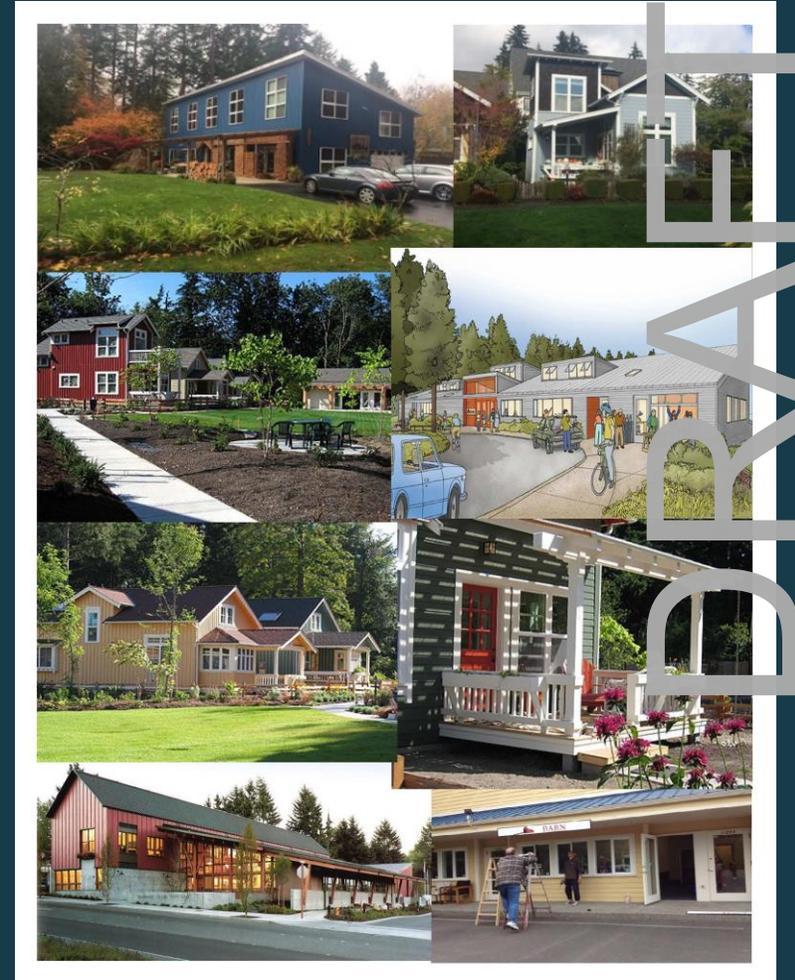


TRANSFORM



# SOCIOECONOMIC/CULTURAL DIVERSITY: KEY RECOMMENDATIONS

- Mixed Use (HR-X) placeholder district
- No high intensity commercial or retail areas
- No "destination retail"



# MOST RECENT FEEDBACK (PUBLIC)

- Maintain rural character
- Stormwater concerns
- Traffic impact concerns
- Home business flexibility – very important!
- Like the mixed use concept, want to make sure housing is included but no retail
- Billabong residents do not want to be included in the zoning, but support project for Rogers Road historic area

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# FEEDBACK (ADVISORY BOARDS)

- Buffer between mixed use areas and single family housing
- Consider environmental factors (ex. stormwater runoff)
- Mitigate traffic impacts
- Make sure residents clearly understand zoning standards
- Include ADUs in density calculations
- Limit max size of ADUs
- Cap allowable home occupation square footage

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# FEEDBACK (PLANNING COMMISSION)

- Min lot size for major home occupations may be too restrictive
- Businesses should be able to sell products ancillary to services provided
- 850' max. block length is too big
- Remove lots on both sides of Billabong from project

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# Staff Recommendation

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