

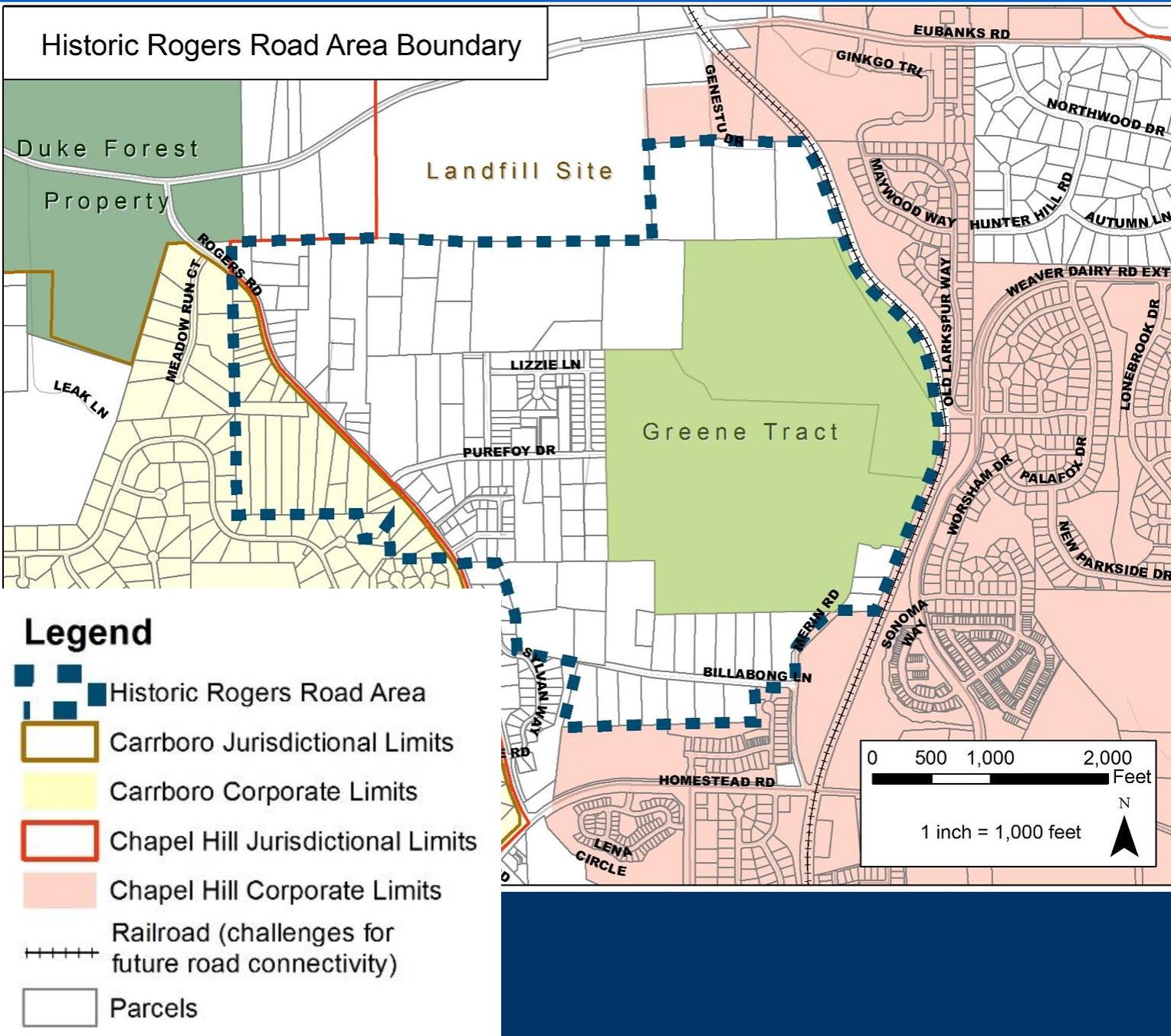


# Rogers Road Zoning Initiative

Council Update  
February 20, 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 update presentation on Zoning Initiative
- Provide feedback on project direction

Council Public Hearing tentatively scheduled for April 17, 2019

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HISTORIC ROGERS ROAD NEIGHBORHOOD

# Chapel Hill Town Council Update

FEBRUARY 20, 2019



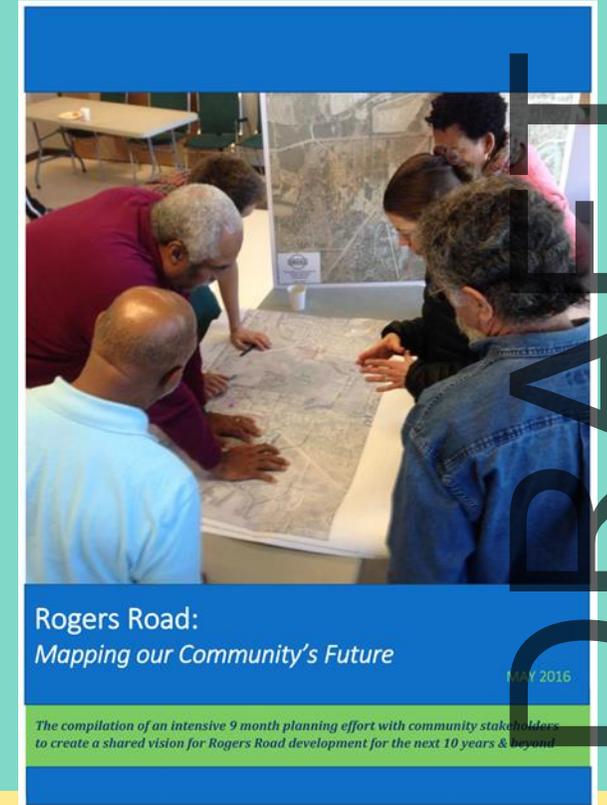
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ZONING FOR A STRONG AND CONNECTED  
NEIGHBORHOOD



# AGENDA

- Project summary
- Goals
- Timeline
- Draft recommendations
- Public engagement
- Next steps



# PROJECT SUMMARY

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

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# PROJECT SUMMARY

**HOW?** By reviewing existing plans and policies that affect Rogers Road; conducting a market analysis; and identifying challenges and opportunities

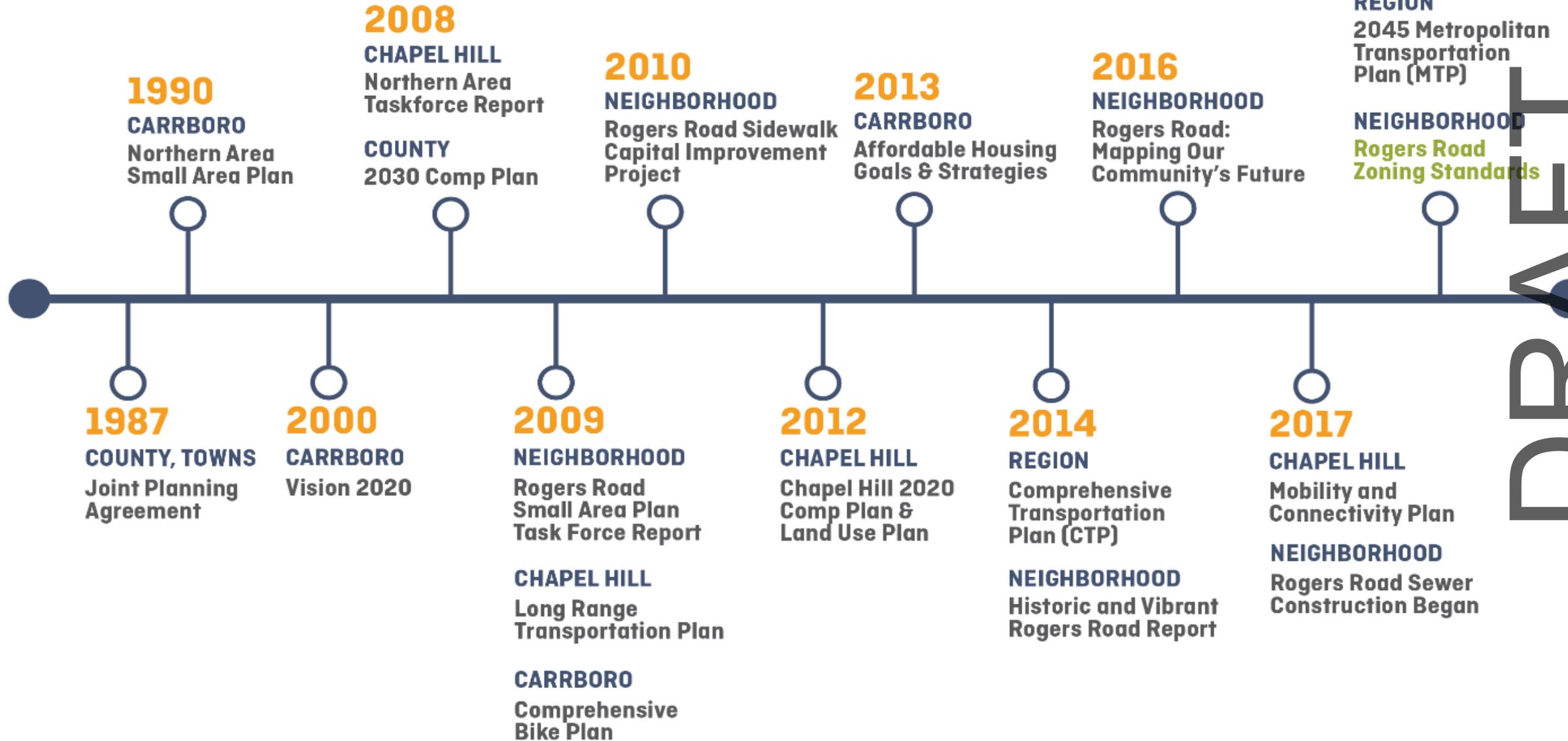
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# PROJECT SUMMARY

**AND** engaging the community and using the neighborhood's collective knowledge and interests to create appropriate standards.

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# NEIGHBORHOOD PLANNING HISTORY



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# MAPPING OUR COMMUNITY'S FUTURE



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										
<b>Community Meetings</b>										
Municipal review and hearings										

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ZONING MAP  
To be  
inserted

## Legend



Historic Rogers Road District Boundary

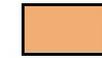
### Character Areas



Conservation



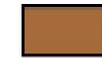
Residential - Low Density



Residential - Medium Density



Mixed Use



Mixed Use - St Paul's AME



Rogers Road Corridor Preservation



Future Greene Tract Development



1:10,000

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# DRAFT RECOMMENDATIONS

- Establish the Historic Rogers Road Neighborhood Zoning Overlay District
- Define neighborhood “character areas”
- Identify and define new mixed-use areas
- Preserve character of Rogers Road Corridor



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# DRAFT RECOMMENDATIONS

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



# MIXED USE IN THE OVERLAY DISTRICT (Carrboro)

- **GOAL:** Support residents' desires for expanding economic opportunities
  - Home-based businesses
  - Neighborhood-based services
  - Neighborhood amenities



# MIXED USE IN THE OVERLAY DISTRICT (Carrboro)

- Not intended to be high intensity commercial or retail areas
- No "destination retail"



# SUMMARY: PUBLIC ENGAGEMENT

## MEETINGS:

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



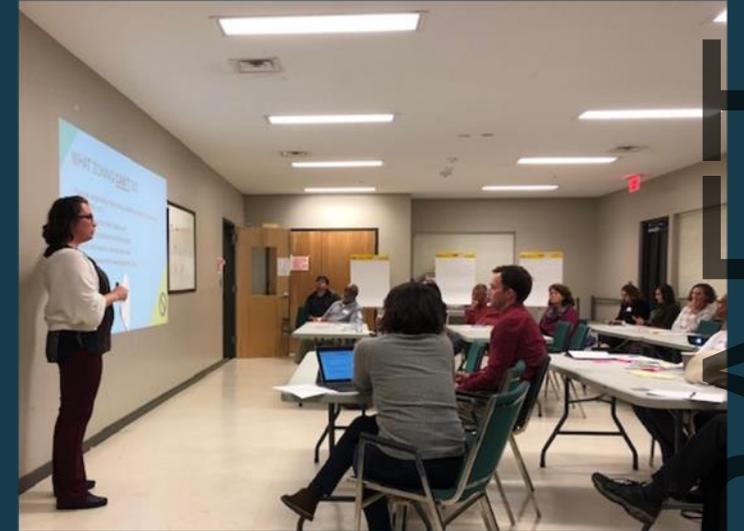
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# SUMMARY: PUBLIC ENGAGEMENT

## **MATERIALS:**

- Zoning 101 poster series
- Zoning Glossary
- Vision Book

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



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# NEXT STEPS

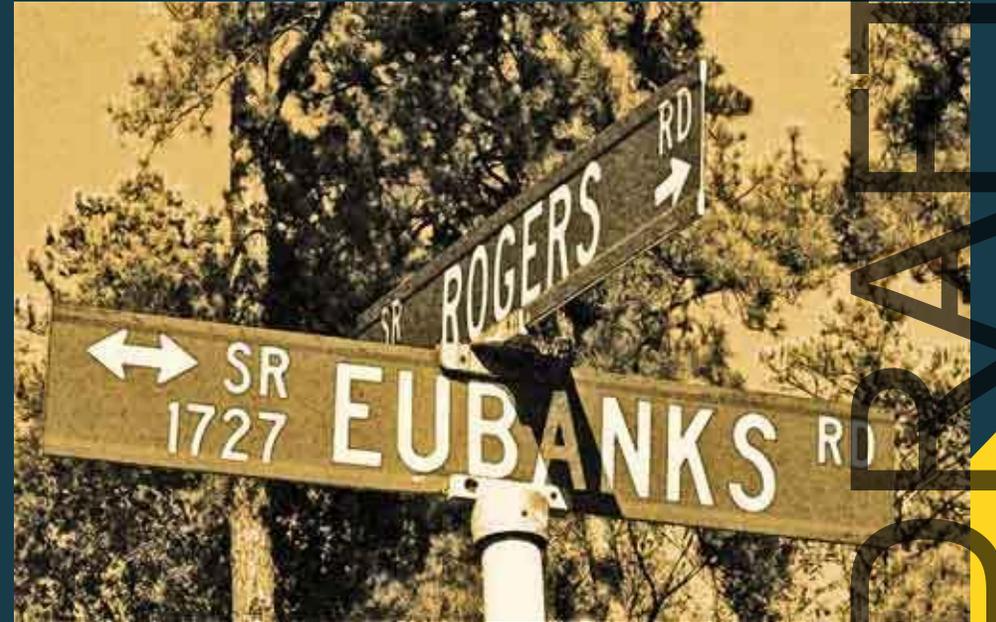
## March 14:

- Community meeting #4
- Drop-in session for residents and stakeholders
- Project team available to review and “translate” draft ordinance



# NEXT STEPS

**March – May:** Zoning recommendations go to both Chapel Hill and Carrboro for consideration of adoption



# Staff Recommendation

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