



RECEIVE AN UPDATE ON THE ROGERS ROAD ZONING INITIATIVE

STAFF REPORT

TOWN OF CHAPEL HILL PLANNING DEPARTMENT
Ben Hitchings, Director
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PROPERTY ADDRESS	BUSINESS MEETING DATE	REQUESTED BY
Historic Rogers Road Area (see map below)	February 20, 2019	Town of Chapel Hill
STAFF'S RECOMMENDATION That the Council receive the staff and consultant update and provide feedback.		
ITEM OVERVIEW The Towns of Chapel Hill and Carrboro have partnered on a project to establish new zoning standards for the Historic Rogers Road Area. This effort is designed to reflect the interests of residents and implement the recommendations of <i>Rogers Road: Mapping Our Community's Future</i> . At this meeting, Council has the opportunity to learn about the work accomplished to date and the process going forward, as well as provide feedback. A public hearing on a draft zoning code is anticipated in April.		
PROJECT OVERVIEW & BACKGROUND The Historic Rogers Road area of northwest Chapel Hill and northern Carrboro extends from Homestead Road to Eubanks Road. It is a legacy community originating from black-owned family farms and sawmills with settlement dating back to the 1700s. From 1972 through 2013, the Orange County Regional Landfill operated nearby. Advocacy from the Rogers-Eubanks Neighborhood Association (RENA), established in 2007, contributed to the decision to close the landfill. RENA went on to establish a Community Center in partnership with local governments. A community-first planning effort for the future of the Rogers Road area, facilitated by the Marian Cheek Jackson Center, produced the report <i>Rogers Road: Mapping Our Community's Future</i> in May 2016 (see attached). The report recommended that development should retain long-term residents, create connections with the larger community, preserve socioeconomic and cultural diversity for the future, and respect the physical/natural character of the neighborhood. It identified new zoning for the community as a primary action tool for implementing these recommendations. In addition to this zoning project, the governments of Orange County, Carrboro, and Chapel Hill have partnered with OWASA on a sewer construction project to provide better public services to the community. Availability of sewer service will likely increase development pressure, which underscores the value of updated zoning that provides clear direction on how the area should grow and develop. A guiding principle for the Rogers Road Zoning Initiative is to encourage a type and pattern of development that fits into its surrounding context and that also provides new opportunities in the community for jobs, services and housing. This is in keeping with the <i>Mapping Our Community's Future</i> report. Beginning in Fall 2018, Planning staff from Chapel Hill and Carrboro partnered on a series of public meetings to collect additional input on community needs and opportunities (see Consultant Report, attached). The Towns also engaged the firm Business Street to conduct a market analysis of the Rogers Road area in order to better understand opportunities for businesses. While limited roadway access and visibility make this a challenging area for retail or office development, the analysis found favorable conditions for live-work units and neighborhood-scale services. The project consultants, Renaissance Planning and Both& Planning, have integrated public input, background reports, and market analysis findings to draft a Zoning Strategies Outline as a precursor to formal zoning code language (see attached). Following tonight's update to Council, the consulting team will write a draft zoning code and initiate the formal rezoning process. This process will run in parallel for Chapel Hill and Carrboro, as each jurisdiction conducts advisory board review followed by a public hearing and possible Council and Board action.		

PROCESS

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| 1. Consultant Background Review | Sept.-Nov. 2018 |
| 2. Community Engagement | Oct. 2018-Jan. 2019 |
| 3. Draft Zoning Strategies | December 2018 |
| 4. Council Update | February 2019 |
| 5. Draft Zoning Code | February 2019 |
| 6. Additional Community Engagement | March 2019 |
| 7. Advisory Board Review | March 2019 |
| 8. Planning Commission Recommendation | April 2019 |
| 9. Open Council Public Hearing | April 2019 |
| 10. Close Council Public Hearing and Consider Action | May 2019 |

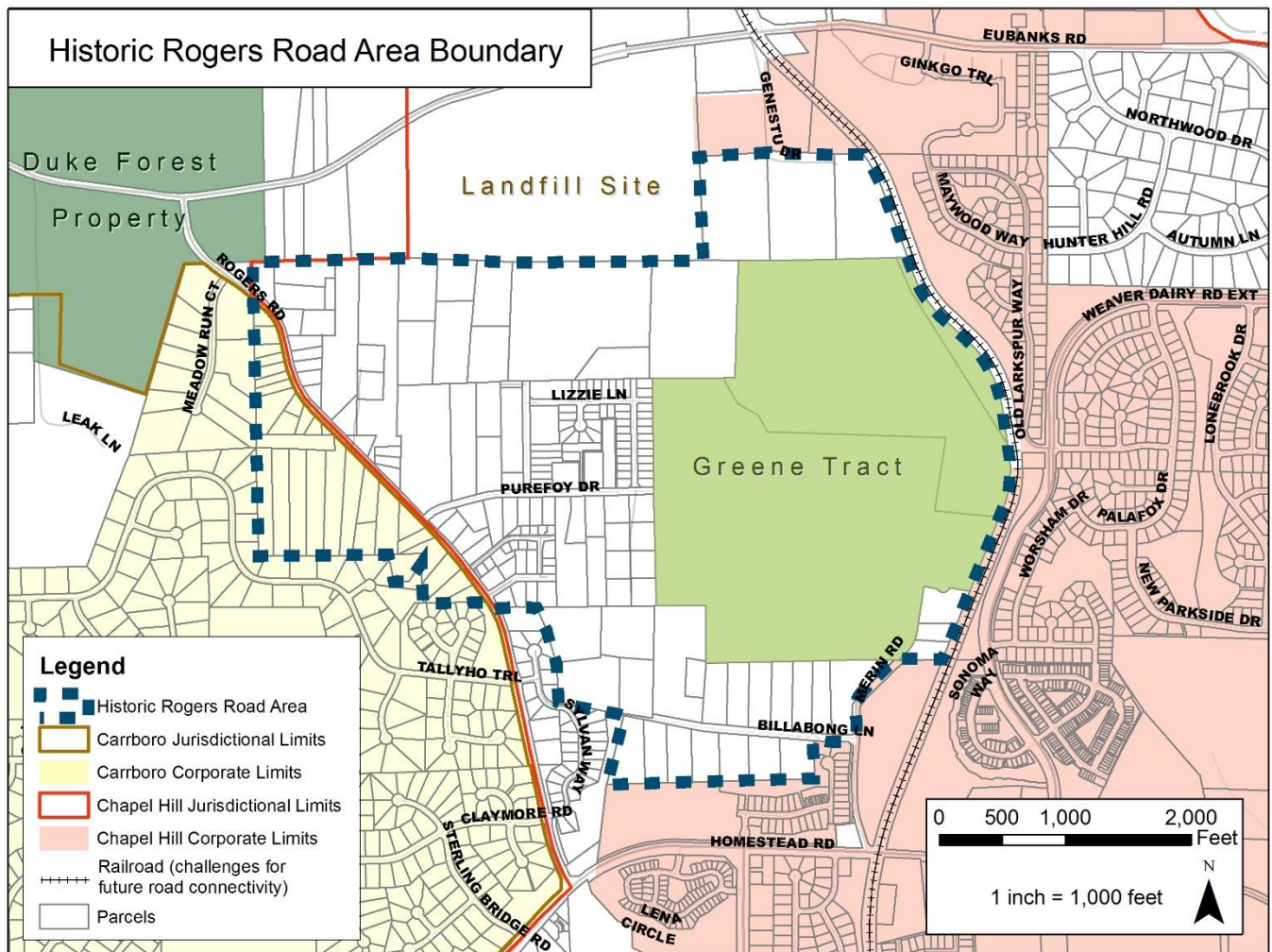
FISCAL IMPACTS & RESOURCES

The project zoning consultant, Renaissance Planning Group, Inc., is developing Rogers Road Zoning Standards under a contract with the Town of Chapel Hill for \$47,755.

The project market study consultant, Business Street, completed a market analysis for the Rogers Road area under a contract with the Town of Chapel Hill for \$15,000.

The Town of Carrboro will reimburse the Town of Chapel Hill 25% of the costs incurred under these two contracts, based on the terms of an Interlocal Agreement.

PROJECT LOCATION



ATTACHMENTS

1. Draft Staff Presentation
2. Consultant Report
3. Zoning Strategies Outline
4. Rogers Road: Mapping Our Community's Future