




### Project Overview



- The Town Manager requests a modification to the Zoning Atlas to rezone the Greene Tract located at 1900 Purefoy Drive from Rural Transition District (RT) to Housing and Employment Mixed-Use Subdistrict (HR-X).
- This is **not** a conditional rezoning so there is not a district specific plan to review as part of the application.
- This will allow future development in accordance with the goals and objectives of the Historic Rogers Road community and Town Council.
- The proposed rezoning is an implementation of the Comprehensive Plan and the 2024 Greene Tract community engagement.




### Manager Recommendation & Analysis

<input checked="" type="checkbox"/>	The Town Manager recommends <b>approval of the Zoning Atlas Amendment as detailed in Ordinance A and the Resolution of Reasonable of Consistency</b>
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### Summary of Comprehensive Plan Consistency

Viewed through the holistic lens of the <a href="#">Complete Community Strategy</a> , this project <b>meets</b> the Town’s strategy for growth. No single issue raised below should be considered in isolation.			
<input checked="" type="checkbox"/>	Consistent	 Somewhat Consistent	<input checked="" type="checkbox"/> Not Consistent <b>N/A</b> Not Applicable

	<b>Chapel Hill will direct growth to <u>greenways</u>, <u>transit corridors</u>, <u>large infill sites with existing infrastructure</u>, and <u>smaller infill sites</u>.</b>	
	<ul style="list-style-type: none"><li>• The HR-X zoning will allow for development within a Future Land Use Map Focus Area, North Martin Luther King Jr. Blvd.</li><li>• Land use that promotes diverse and accessible housing options is a principle of this focus area.</li></ul>	
	<b>Goal 1: Plan for the Future Strategically</b>	Associated Comp. Plan Elements: <ul style="list-style-type: none"><li>• <a href="#">Future Land Use Map</a></li><li>• <a href="#">Shaping Our Future</a></li></ul>
	<ul style="list-style-type: none"><li>• Prior to the Town Manager’s proposal to rezone the property from RT to HR-X, the joint owners of the Greene Tract, Chapel Hill, Carrboro, and Orange County, developed an engagement strategy for community input on the future of the Greene Tract.</li><li>• This rezoning will allow for the development of affordable housing and community resources prioritized in that work.</li><li>• A Traffic Impact Analysis will also be a requirement prior to development.</li></ul>	

	<b>Goal 2: Expand and Deliver New Greenways for Everyday Life</b>	Associated Comp. Plan Elements: <ul style="list-style-type: none"><li>• <a href="#">Mobility &amp; Connectivity Plan</a></li><li>• <a href="#">Connected Roads Plan</a></li></ul>
<ul style="list-style-type: none"><li>• The existing zoning of the site does not allow for a development that could support robust connectivity expansion.</li></ul>		
	<b>Goal 3: Be Green and Provide Housing</b>	Associated Comp. Plan Elements: <ul style="list-style-type: none"><li>• <a href="#">Climate Action &amp; Response Plan</a></li></ul>
<ul style="list-style-type: none"><li>• The proposed rezoning will contribute to dense, walkable development patterns as called for in the Climate Action and Response Plan.</li><li>• HR-X Zoning will provide additional opportunities for housing in a focus area.</li></ul>		
	<b>Goal 4: Plan for Excellence in the Public Realm and Placemaking</b>	
<ul style="list-style-type: none"><li>• The HR-X Zoning designation will require a 100 ft. buffer from sensitive adjacent residential uses.</li></ul>		

### ***Public Engagement***

Beginning in January of 2024, the joint owners of the property coordinated with the Roger-Eubanks Neighborhood Association (RENA), affordable housing partners, and Chapel Hill-Carrboro City Schools to co-design an engagement process with outside consultants. The Community Engagement Team held 10 meetings, 11 individual stakeholders were interviewed, and 155 people attended at least one of three workshops to decide on principles that should go into the development of the Greene Tract.

The proposed rezoning has also been advertised through mailers to nearby residents and posted signage in accordance with LUMO regulations.

**Project Location**

