

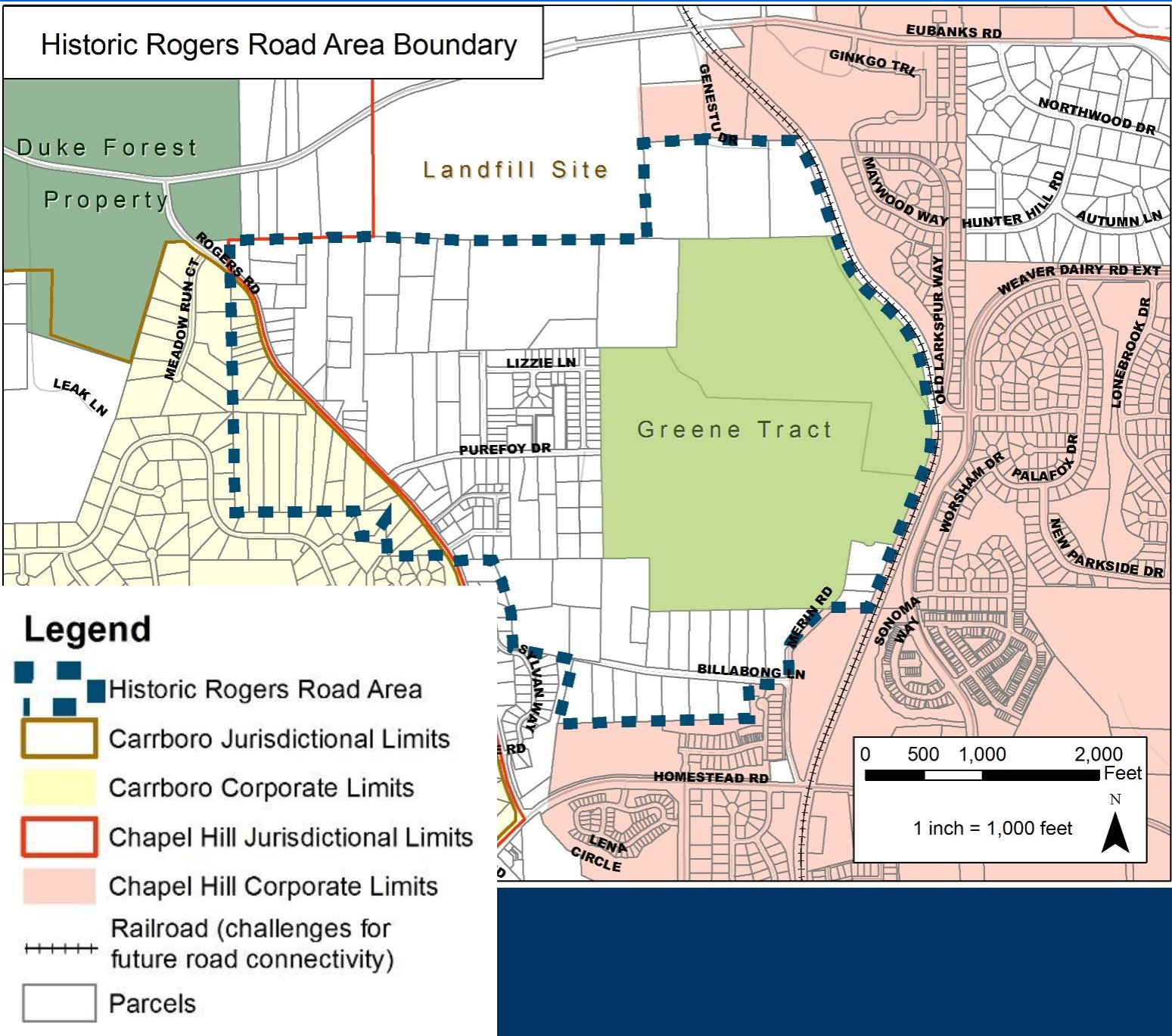


Rogers Road Zoning Initiative

Advisory Board
Review
March 19, 2019

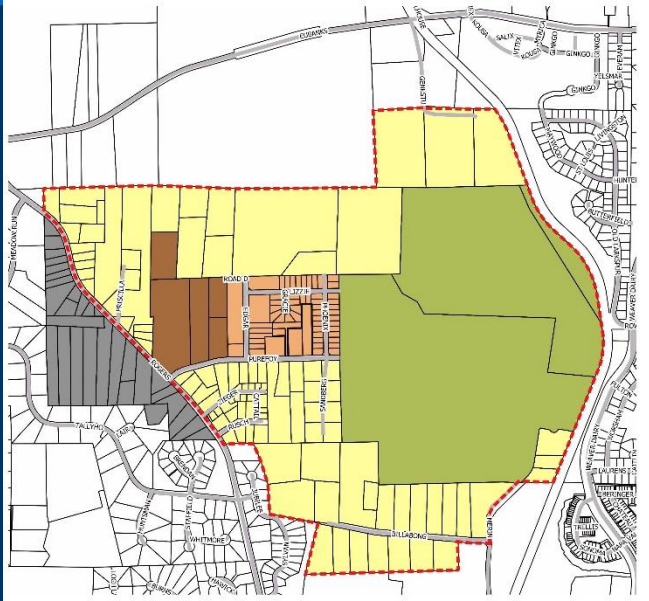


Study Area



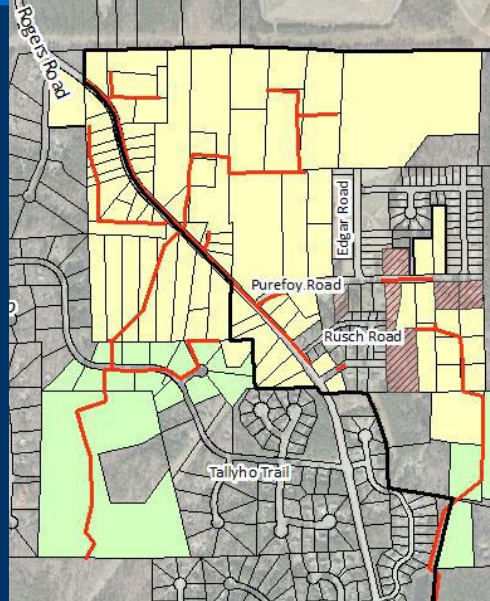
- Northwest Chapel Hill / Northern Carrboro
- Settlement dates back to 1700's
- Adjacent to former landfill site

Ongoing Rogers Road Projects



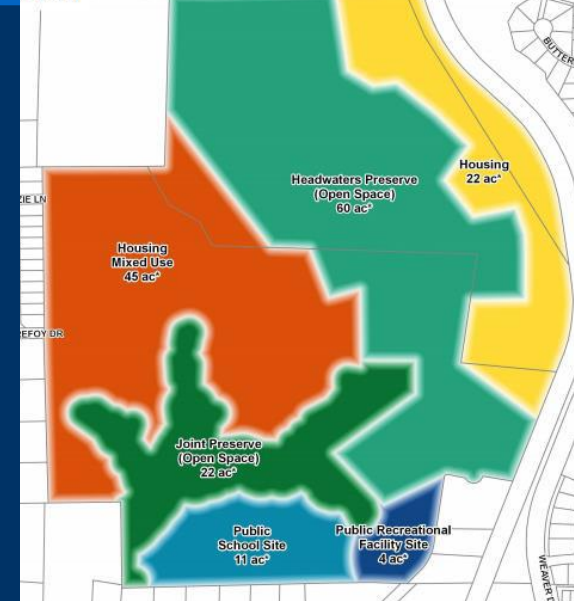
Zoning Initiative

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

Staff Recommendation

- Receive presentation on draft zoning recommendations
- Comments from Advisory Board members
- Other questions and comments

Returning to Planning Commission for further review on April 2, 2019

HISTORIC ROGERS ROAD NEIGHBORHOOD

Town of Chapel Hill Planning Commission

MARCH 19, 2019

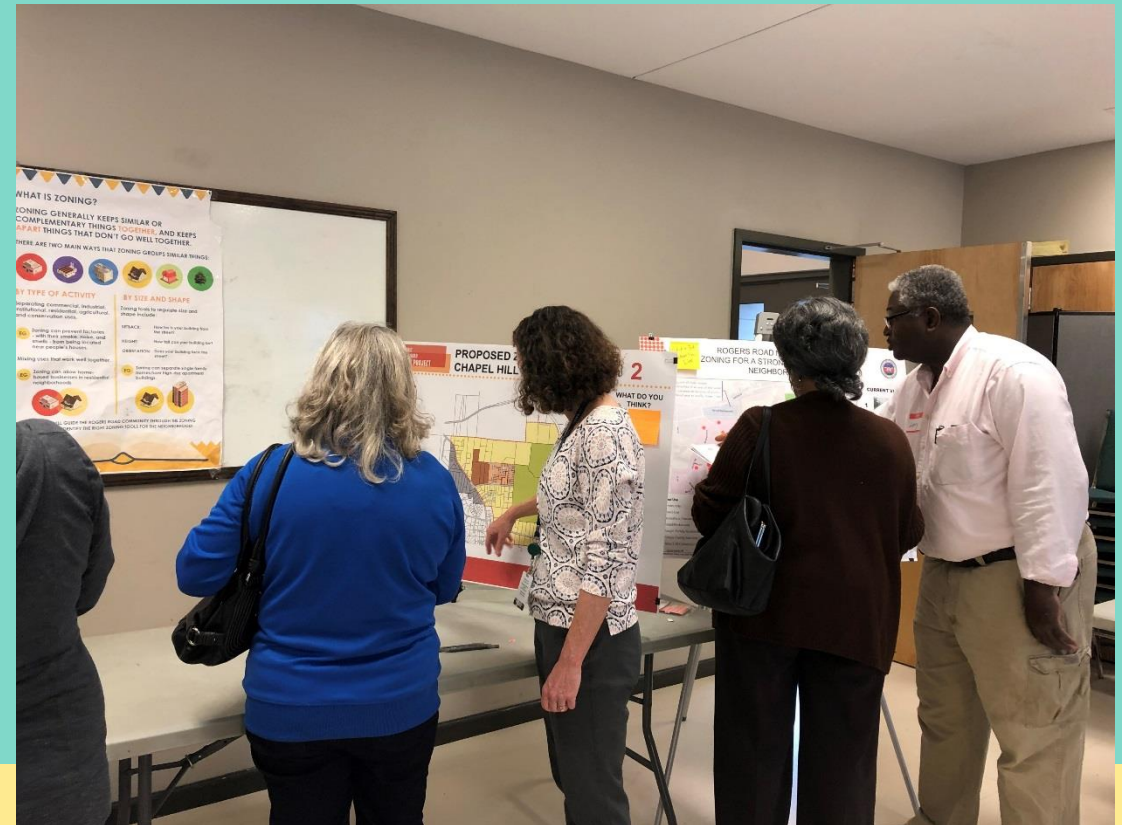


ZONING FOR A STRONG AND CONNECTED
NEIGHBORHOOD



AGENDA

- Project summary
- Goals
- Timeline
- Key proposed changes
- Public engagement
- Next steps



PROJECT SUMMARY

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

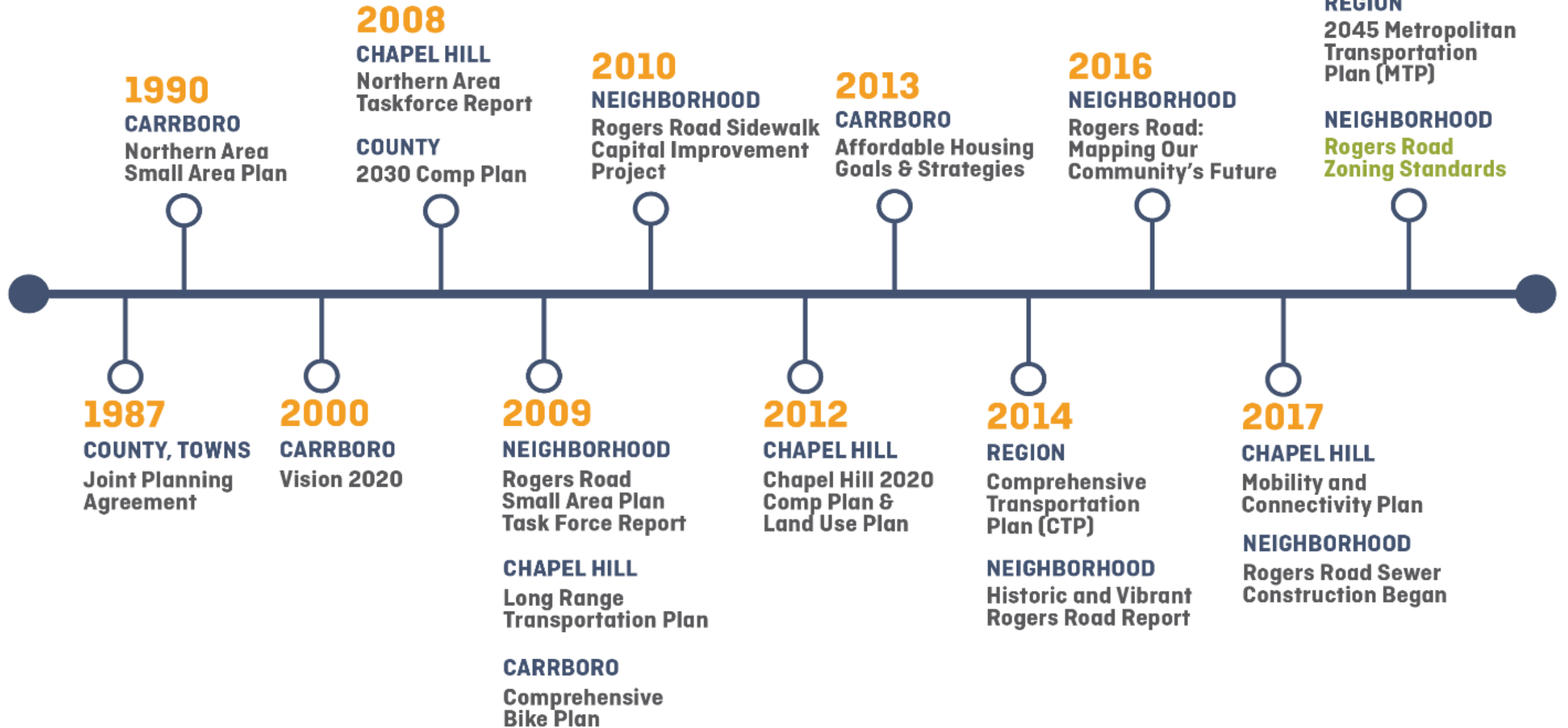
PROJECT SUMMARY

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

PROJECT SUMMARY

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

NEIGHBORHOOD PLANNING HISTORY



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



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.

Legend

 HR District Boundary

 Parcel Lines

 Roadways


CH Only Zoning


 HR-L

 HR-M

 RT

 R-5-C

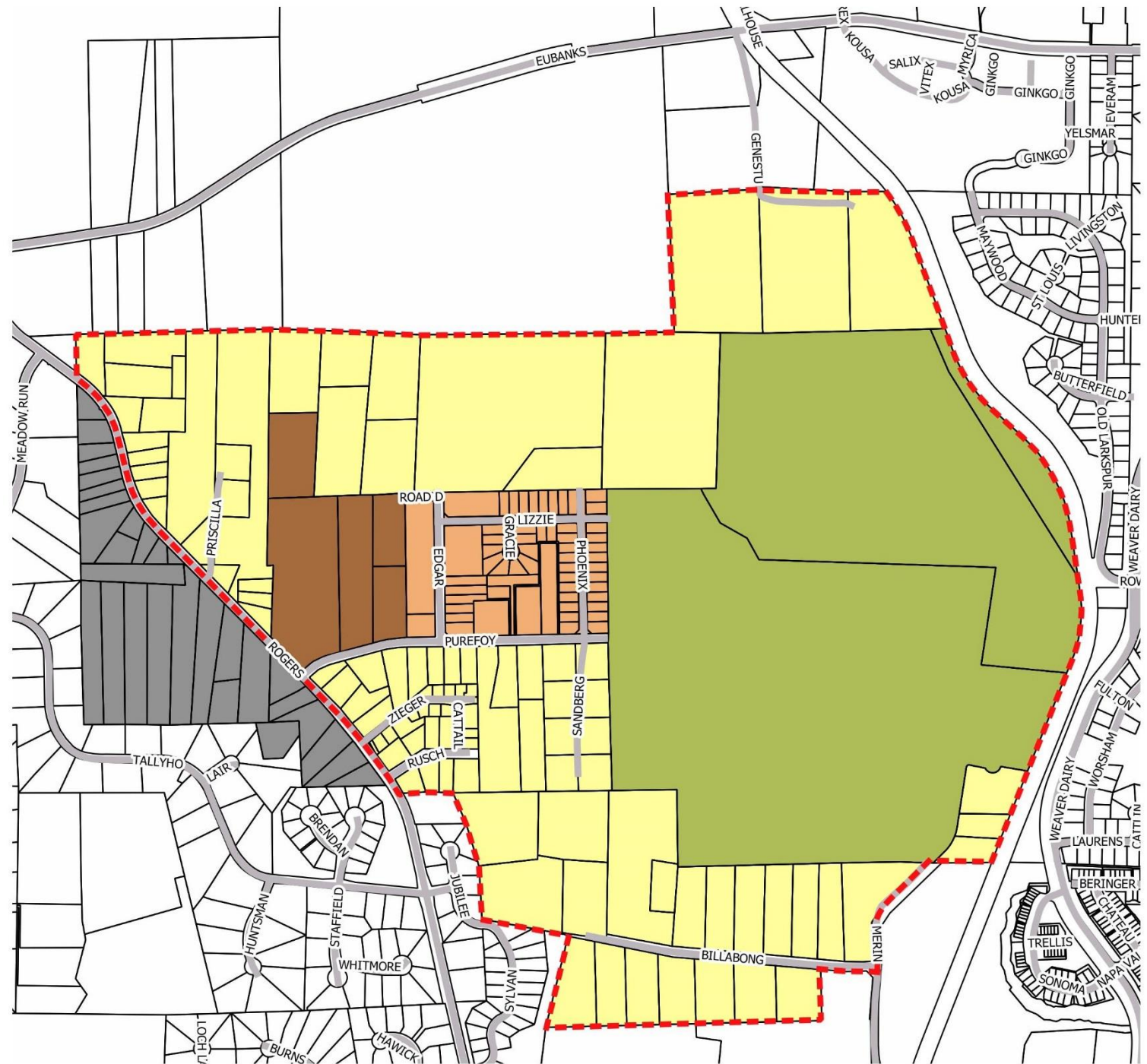
 HR-C (placeholder)

 HR-X (placeholder)

 Carrboro Jurisdiction Parallel HR District



1:10000



PROTECT CHARACTER: KEY PROPOSED CHANGES

- Establish the Historic Rogers Road Neighborhood Zoning District
- Preserve character of Rogers Road Corridor (*min. setback, max. density, max. house size*)



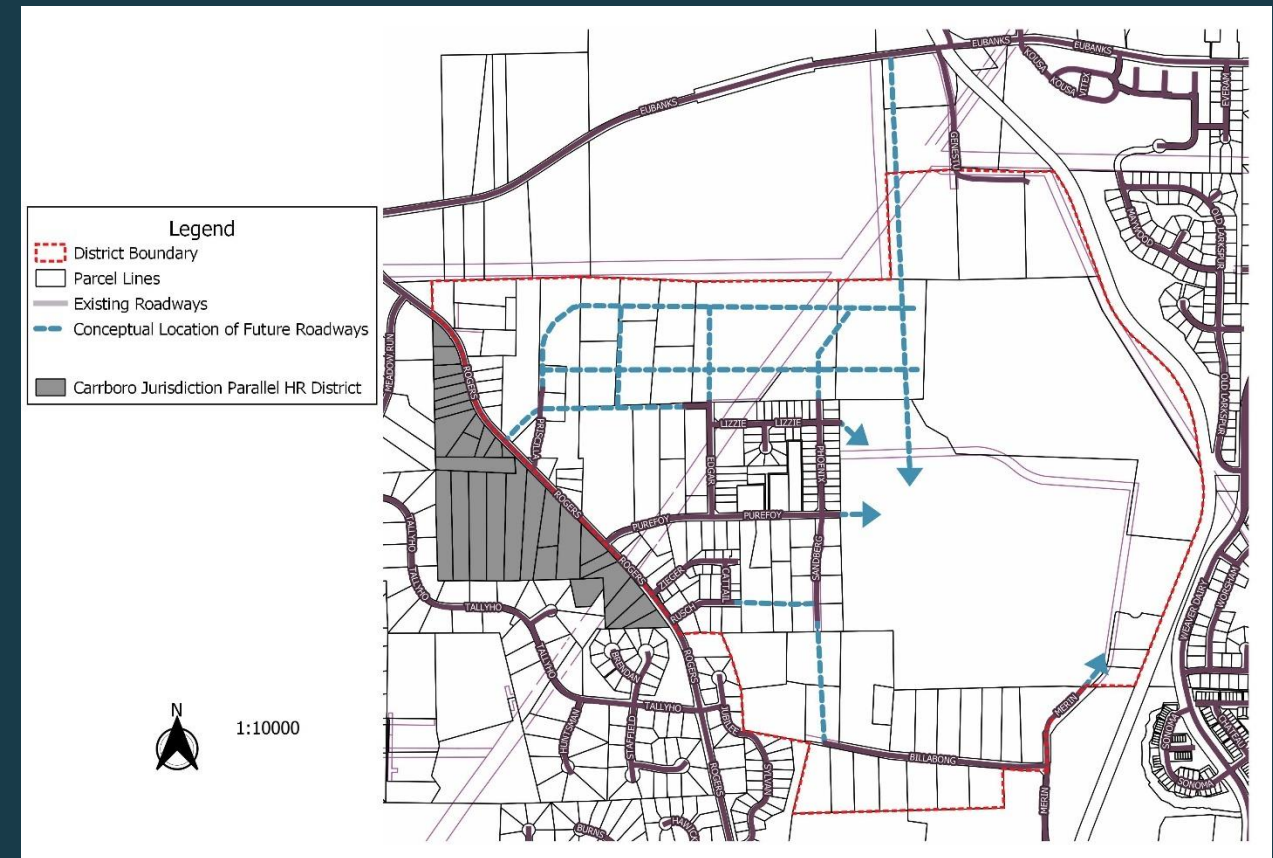
INCREASE HOUSING CHOICE: KEY PROPOSED CHANGES

- Expand housing choice (*allow duplexes, triplexes, ADUs*)
- Support a wider range of home-based businesses (*revised home occupation definitions; increase allowable floor space dedicated to HO; signs*)



CONNECTIONS: KEY PROPOSED CHANGES

- New streets shall follow the Conceptual Map of New Roadways in the HR District (blue dash)
- Maximum block length (850')



SOCIOECONOMIC/CULTURAL DIVERSITY: KEY PROPOSED CHANGES

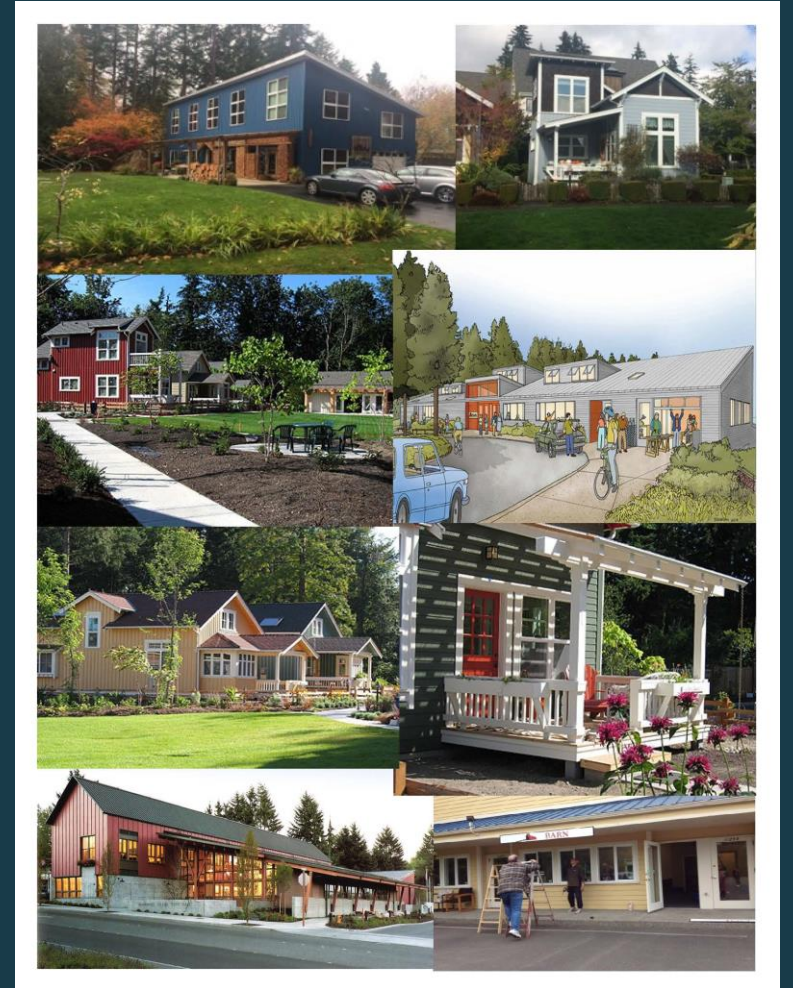
MIXED USE (HR-X)

- Placeholder district
- Home-based businesses
- Neighborhood-based services
- Neighborhood amenities



SOCIOECONOMIC/CULTURAL DIVERSITY: KEY PROPOSED CHANGES

- No 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
- March 16, 2019



SUMMARY: PUBLIC ENGAGEMENT

MATERIALS:

- Zoning 101 poster series
- Zoning Glossary
- Vision Book

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



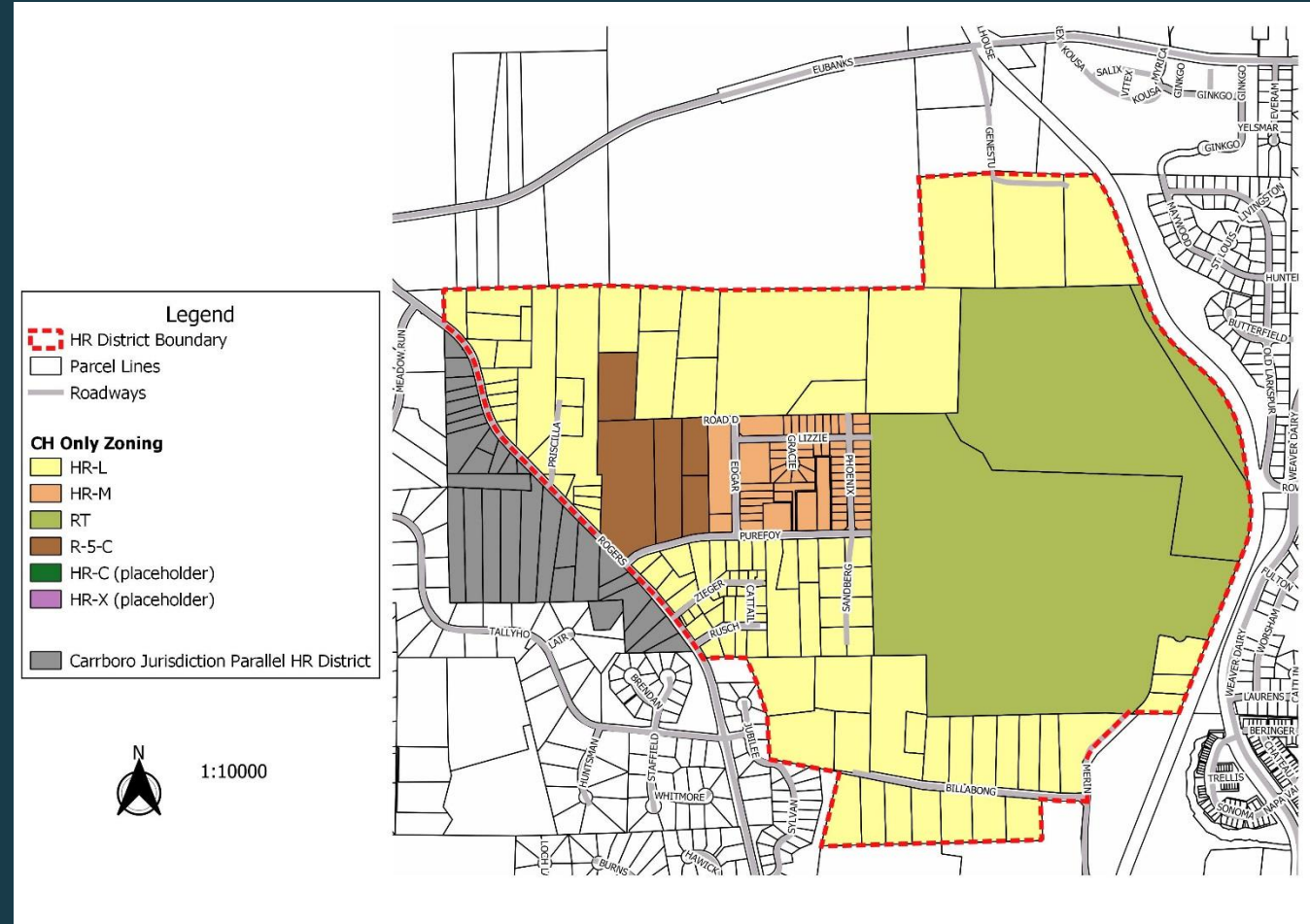
PUBLIC ENGAGEMENT: LATEST FEEDBACK

- Keep trees
- Like most housing options; not sure about triplexes
- Stormwater/impervious surface concerns
- Traffic impact concerns
- Mixed use:
 - Like the concept
 - Like the idea of live-work
 - Want to make sure housing is allowed/integrated
 - No retail!
- Home businesses:
 - Some concern about the potential impacts of “major” home occupations vs. “minor” home occupations
 - Very important to include in residential zones

NEXT STEPS

March-April

- Advisory Board member input
- Planning Commission recommendation



NEXT STEPS

April – May:
Council Public Hearing
on zoning
recommendations

(parallel review in
Carrboro)

