



INTRODUCTION TO THE ROGERS ROAD ZONING INITIATIVE

STAFF REPORT

TOWN OF CHAPEL HILL PLANNING DEPARTMENT
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PROPERTY ADDRESS

Historic Rogers Road Area (see map below)

REQUESTED BY

Town of Chapel Hill

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 (see map on following page). This effort is designed to reflect the interests of residents and implement the recommendations of *Rogers Road: Mapping Our Community's Future*.

A **Joint Advisory Board Meeting** on the Rogers Road Zoning Initiative is scheduled for March 19, 2019. The meeting will be an opportunity for Advisory Board members to learn about the draft zoning standards and to provide input. A public hearing on a draft zoning code is anticipated in April.

MEETING DETAILS

Rogers Road Zoning Initiative Joint Advisory Board Meeting

March 19, 2019

Chapel Hill Town Hall

6:00PM-7:00PM: Drop-In Session

7:00PM: Presentation (at start of Planning Commission Meeting)

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 *Rogers Road: Mapping Our Community's Future* 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 *Mapping Our Community's Future* 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).

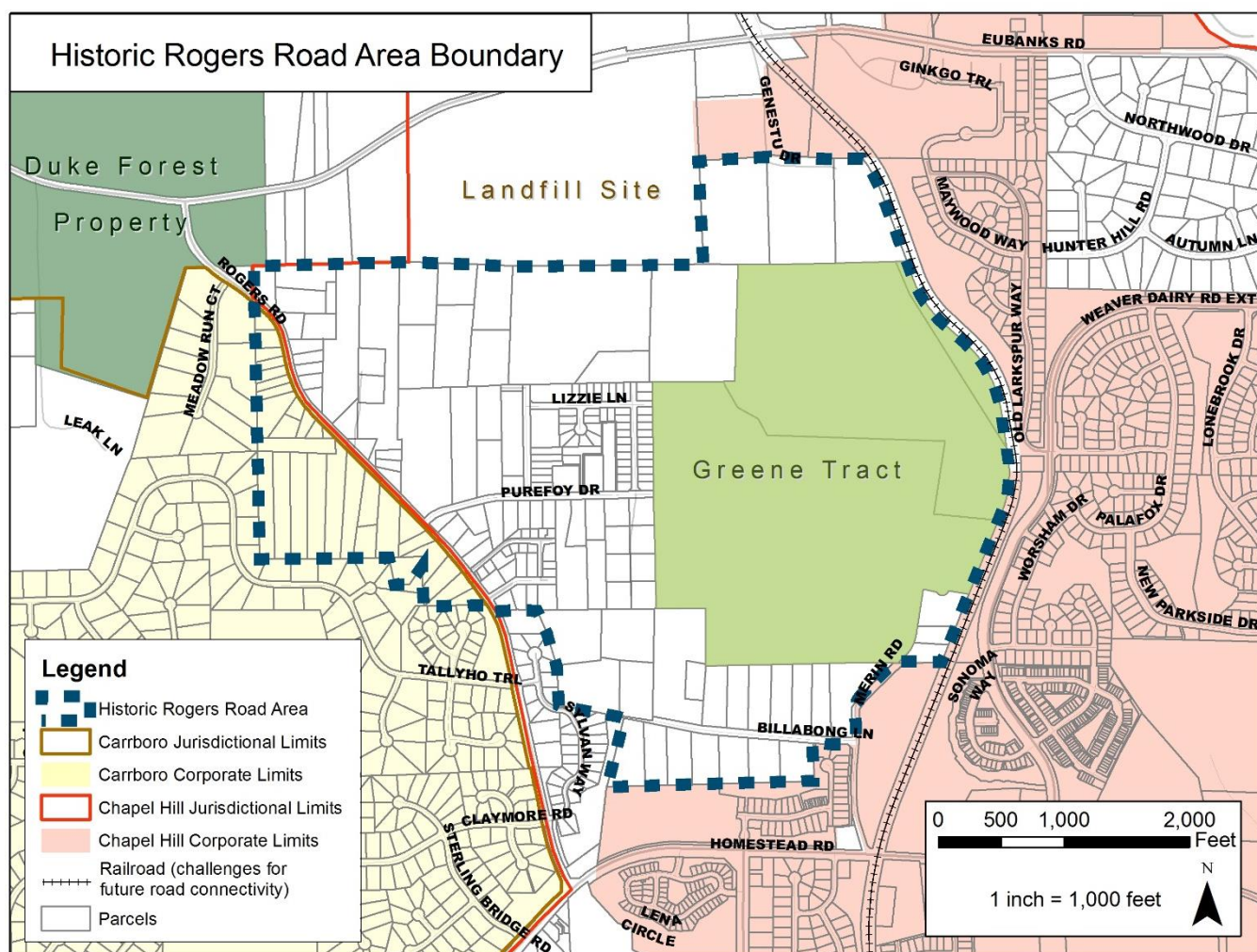
The Towns also engaged the firm Business Street to conduct a market analysis of the Rogers Road area in order to better understand opportunities for businesses. While limited roadway access and visibility make this a challenging area for retail or office development, the analysis found favorable conditions for live-work units and neighborhood-scale services.

The attached Zoning Strategies Outline serves as a precursor to formal zoning code language, integrating public input, background reports, and market analysis findings. A draft of the proposed zoning code will be available in advance of the Joint Advisory Board Meeting on March 19. Following this input opportunity, the zoning code will go through Planning Commission review and a Council public hearing.

PROCESS

1. Consultant Background Review	September-November 2018
2. Community Engagement	October 2018-January 2019
3. Draft Zoning Strategies	December 2018
4. Council Update	February 2019
5. Draft Zoning Code	February-March 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

PROJECT LOCATION



ATTACHMENTS

- Consultant Report
- Zoning Strategies Outline
- Rogers Road: Mapping Our Community's Future