



CONSIDER ADOPTING LAND USE MANAGEMENT ORDINANCE TEXT AMENDMENTS TO CHAPTERS 3 AND 6 AND APPENDIX A TO ESTABLISH NEW ZONING DISTRICTS FOR THE HISTORIC ROGERS ROAD NEIGHBORHOOD.

STAFF REPORT

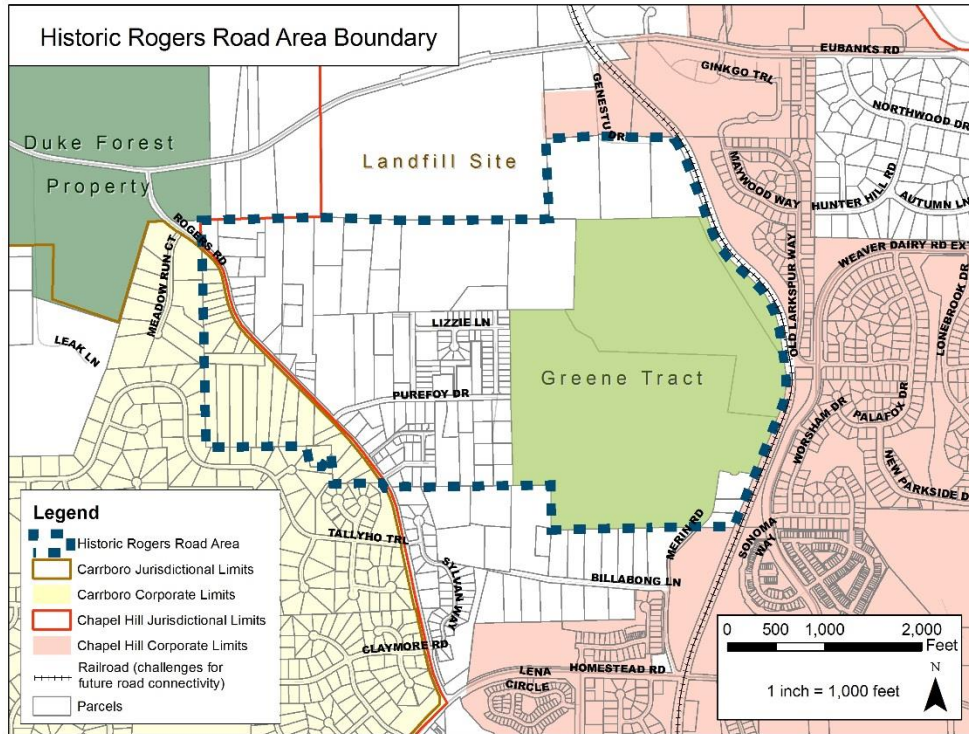
TOWN OF CHAPEL HILL PLANNING DEPARTMENT
Ben Hitchings, Director
Corey Liles, Principal Planner

PROPERTY ADDRESS	BUSINESS MEETING DATE	REQUESTED BY																				
Historic Rogers Road Neighborhood (see map below)	May 22, 2019	Town of Chapel Hill																				
STAFF RECOMMENDATION That the Council 1) close the public hearing; 2) adopt the Resolution of Consistency with the Comprehensive Plan; and 3) enact Ordinance A to amend Sections 3.4, 3.5, 3.8, 6.1, 6.17, 6.24, 6.25, 6.26, Appendix A and Tables 3.7-1 and 3.8-1 of the Land Use Management Ordinance																						
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, emphasize social equity, and implement the recommendations of the community-led report Rogers Road: Mapping Our Community's Future ¹ .	UPDATES SINCE PUBLIC HEARING Staff have updated the following topics in the proposed Text Amendment <ul style="list-style-type: none">• Street location standards• Affordability standards for Triplexes (80% AMI)• Standards for location and operation of Major Home Occupations• Clarification of standards for Recreation Area, Buffers, and Signage• Enabling Conditional Use Districts to support SUP review																					
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 with settlement dating back to the 1700s. From 1972 through 2013, the Orange County Regional Landfill operated nearby. The Chapel Hill portion of the neighborhood is located outside municipal limits in the Town’s Extra-Territorial Jurisdiction (ETJ). Community members authored a report titled <i>Rogers Road: Mapping Our Community’s Future</i> in May 2016. 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. Initiated in Fall 2018, the Rogers Road Zoning Initiative involved a series of public meetings at the RENA Community Center, a market analysis to better understand opportunities for businesses, a draft zoning code that responds to community interests, and a draft zoning map that would apply the zoning code to properties in the Historic Rogers Road Neighborhood. Town Council opened the Public Hearing on April 17, 2019 ² and received public comment on the proposed zoning. The ordinance has since been amended according to the updates described in the Technical Report.	PROCESS <table><tr><td>1. Consultant Background Review</td><td>Sept.-Nov. 2018</td></tr><tr><td>2. Community Engagement</td><td>Oct. 2018-Jan. 2019</td></tr><tr><td>3. Draft Zoning Strategies</td><td>December 2018</td></tr><tr><td>4. Council Update</td><td>February 2019</td></tr><tr><td>5. Draft Zoning Code</td><td>February 2019</td></tr><tr><td>6. Additional Community Engagement</td><td>March 2019</td></tr><tr><td>7. Advisory Board Review</td><td>March 2019</td></tr><tr><td>8. Planning Commission Recommendation</td><td>April 2019</td></tr><tr><td>9. Open Council Public Hearing</td><td>April 2019</td></tr><tr><td>10. Close Hearing and Consider Action</td><td>May 2019</td></tr></table> The Town of Carrboro is conducting a parallel process to consider similar new zoning standards for the portion of the neighborhood in their jurisdiction. The Land Use Management Ordinance establishes the intent of Text Amendments by stating that, “In order to establish and maintain sound, stable, and desirable development within the planning jurisdiction of the Town it is intended that this chapter shall not be amended except: <ul style="list-style-type: none">• to correct a manifest error in this chapter; or• because of changed or changing conditions in a particular area or in the jurisdiction generally; or• to achieve the purposes of the Comprehensive Plan.”		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 Hearing and Consider Action	May 2019
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¹ <https://www.townofchapelhill.org/home/showdocument?id=34438>

² <https://chapelhill.legistar.com/MeetingDetail.aspx?ID=621448&GUID=6C649802-698B-47A7-80EE-A37E1D9B0810> (see item 4)

PROJECT LOCATION



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 a Memorandum of Understanding. The share of costs for the Town of Chapel Hill draws from previously budgeted funds.

ATTACHMENTS

1. Draft Staff Presentation
2. Technical Report
3. Resolution of Consistency with the Comprehensive Plan
4. Ordinance A (Enacting the Text Amendment)
5. Resolution B (Denying the Text Amendment)
6. Planning Commission Recommendations