



## Greene Tract Master Plan

# Community Engagement Insights Report

May 2024



## Community Engagement Insights Report

# Introduction



To understand local residents and community members' hopes for the future of the Greene Tract, a community engagement effort was launched by Orange County North Carolina, the Town of Chapel Hill, and the Town of Carrboro. The intent of this 10-month long engagement process is to co-create a shared vision with the community and develop a Master Plan for the Greene Tract that aligns with both the community's vision and the approved land use plan.

The land use plan's allocation of acreage to preservation and a future school/recreation site has already been finalized, allowing the engagement discussions to focus on the types of development community members want to see in the Master Plan. On a mission to uncover this information, the community engagement consultant team (consisting of Gensler and VHB) have been engaging with Planning staff from the three jurisdictions, key stakeholders, and others from the public through a variety of methods including:

### **Engagement Team Meetings**

This work is advised by a team of staff from the three jurisdictions, the Rogers-Eubanks Neighborhood Association (RENA), affordable housing partners, and Chapel Hill-Carrboro City Schools as defined by the 2021 Interlocal agreement. They meet monthly to co-design to engagement process with Gensler and VHB, as well as the Master Plan consultant, Thomas & Hutton.

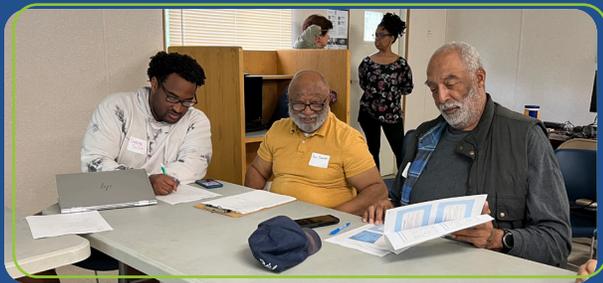
### **Stakeholder Interviews**

Six (6) semi-structured individual and small-group interviews with a diverse group of stakeholders connected to the Greene Tract to understand history, stories, challenges, and opportunities related to the development and Master Plan project.

### **Community Workshops**

Interactive design workshops centered around gathering input from community members on their priorities, vision, and goals for the Master Plan development. To date, the first workshop has been completed; a second workshop will be held in June, and a third event in the early autumn time frame.

This report contains the Overarching Insights (core themes that emerged across all engagements) and the detailed data points to support them, which have informed the Guiding Principles that Thomas & Hutton will use to bring the community's vision to life through the Greene Tract Master Plan.



## 5 Engagement Team Meetings

To kick-off the community engagement process, understand past efforts on the Greene Tract, map out key stakeholder groups, create engagement goals, develop an outreach strategy, and plan Workshop 1. Engagement Team members include:

- Cy Stober, Orange County
- Perdita Holtz, Orange County
- Judy Johnson, Town of Chapel Hill
- Jacob Hunt, Town of Chapel Hill
- Britany Waddell, Town of Chapel Hill
- Sarah Viñas, Town of Chapel Hill
- Trish McGuire, Town of Carrboro
- Marty Roupe, Town of Carrboro
- Duncan Dodson, Town of Carrboro
- Al Ciarochi, Chapel Hill-Carrboro City Schools
- Jackie Jenks, Orange County Affordable Housing Coalition & Inter-Faith Council
- George Barrett, Orange County Affordable Housing Coalition & Marian C. Jackson Center
- Brother Robert Campbell, RENA
- David Caldwell, RENA
- Karen Reid, RENA

## 11 Stakeholders Interviewed

Including majority property owners (Church of the Advocate & Habitat for Humanity of Orange County), affordable housing representatives (Orange County Affordable Housing Coalition & Community Home Trust), St. Paul AME, the Rogers-Eubanks Neighborhood Association (RENA), and local greenspace advocates.



## 77 Workshop 1 Attendees

From the Rogers-Eubanks community, Chapel Hill, Carrboro, and Orange County who gathered at Morris Grove Elementary School on April 14th to share their thoughts on Housing, Community Development, and Connectivity & Open Space.

## Greene Tract Master Plan Community Engagement

# Goals for Engagement



In the January 2024 Engagement Team kick-off meeting, Gensler and VHB presented a draft list of goals for the community engagement process -- including the workshops and stakeholder interviews, as well as outreach strategies like newsletters and promotional materials. This draft list was based on the existing knowledge the consultant team had of the Greene Tract and the Rogers-Eubanks community's history, so it was brought to the table for the Engagement Team's input and suggestions. Over the course of the following three meetings, Gensler, VHB, and the Engagement Team worked together to refine the language of these five major goals in preparation for Workshop 1.

These Goals for Engagement represent the collective hopes of Engagement Team members representing Orange County, the Town of Chapel Hill, the Town of Carrboro, the Rogers-Eubanks Neighborhood Association (RENA), affordable housing partners, and Chapel Hill-Carrboro City Schools. They have been the cornerstone of decisions made in the engagement process thus far, and will continue to guide the planning of community events and outreach to ensure this Master Plan project moves forward after 40+ years of planning.

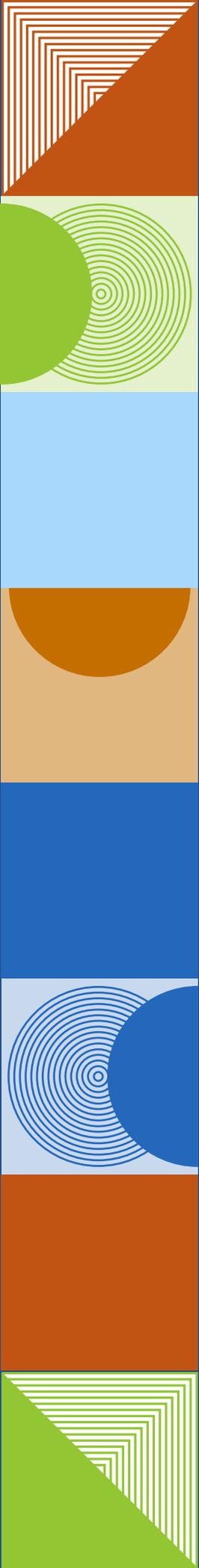
**01** Build upon previous efforts to develop an engagement process that acknowledges the history of the parcel, recognizes and repairs previous harm to the community, and advances the intent to provide certain land uses on the Greene Tract.

**02** Elevate the voices of the historic Rogers Road and Eubanks Road community to ensure their priorities shape every part of the master planning process.

**03** Make the master planning process accessible and engaging through clear communication, collaboration, and transparency.

**04** Engage across a variety of stakeholder groups to gain widespread awareness and understanding of the ideas generated through the planning process, as well as what the development of the property will look like.

**05** Ensure that the population reached equitably represents directly impacted residents nearby.



Greene Tract Master Plan Community Engagement

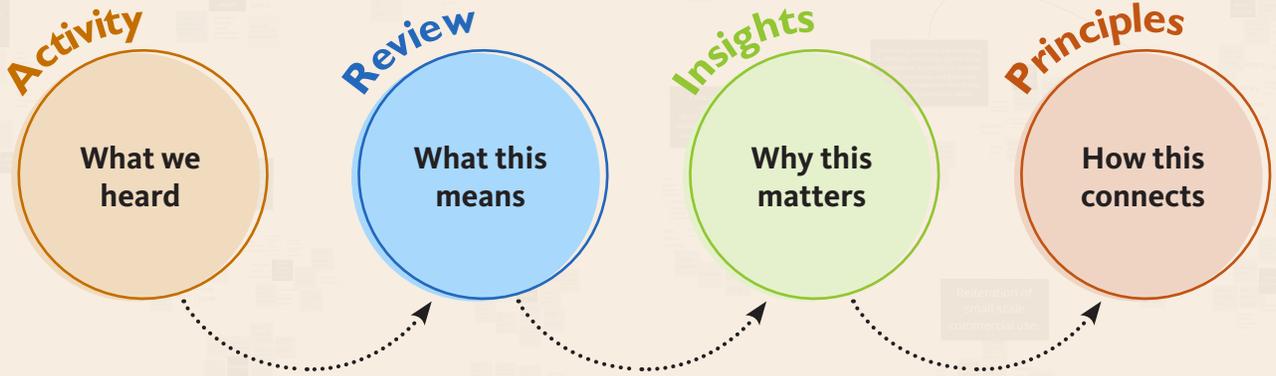
# Overarching Insights & Guiding Principles





Our Process

# Insights Methodology



Following the completion of Workshop #1, Gensler, VHB, and Thomas & Hutton met to review what was heard throughout the session; then, the team began adding in data points from the first five Engagement Team meetings, stakeholder interviews, and background research done including the examination of Mapping Our Community’s Future and the Rogers Road book by Emily Eidenier Pearce. After bucketing all of the outputs from the engagement activities into categories to determine what they mean, the team synthesized and identified unifying themes to understand why it all matters. Upon iteration, these themes became the Overarching Insights that informed the creation of the Guiding Principles, illustrating the connection to the Master Plan design.

GUIDING PRINCIPLES	1	2	3	4	5	6	7	8	9	10
INSIGHTS										

Our Findings

# Insights Overview



## 01

---

The community would like to see the Historic Rogers-Eubanks neighborhood’s rich history and cultural diversity amplified and celebrated through the Greene Tract development.

## 02

---

Building the Greene Tract community is about more than just physical development; it should be rooted in togetherness and giving people an opportunity to share with one another.

## 03

---

It will be essential to provide services and resources for all ages to ensure the Greene Tract can continue serving multi-generational community members for years to come.

## 04

---

The Greene Tract development should match the fabric of the surrounding area and be an extension of the existing community, rather than an addition of a new community.

## 05

---

Local residents value affordability and wealth generation opportunities, such as home ownership and small or home-based businesses.

## 06

---

Community members have concerns about traffic volume and safety, but are interested in seeing connectivity to resources within the community and in the larger Chapel Hill/Carrboro area.

## 07

---

The community has a high degree of concern for conservation and the impact development will have on the existing greenspace and trails.

# 01

The community would like to see the Historic Rogers-Eubanks neighborhood’s rich history and cultural diversity amplified and celebrated through the Greene Tract development.

## Building on Previous Efforts

-- 2016 Mapping Our Community's Future Report



### Goal for Development

Respect the character of the neighborhood



### Goal for Development

Preserve cultural and economic diversity for the future

## Race & Ethnicity Demographics Within a 15-Minute Walk from RENA

-- Esri forecast for 2023, based on the U.S. Census Bureau 2020 decennial Census in 2020 geographies.

American Indian	0.3%
Asian	32.7%
Black / African American	28.6%
Hispanic Origin (Any Race)	12.6%
White	24.1%
Other	7%
2 or more races	7.4%

### Key Observations

- Throughout the engagement process, the RENA community expressed great pride in their history with the Greene Tract, especially the diversity of the neighborhood and relationships they've built with one another over the last 40+ years, despite the hardships brought on by the landfill.

-- Stakeholder Interviews & Engagement Team Meetings

- As the community has gotten older, neighbors with different cultural backgrounds have moved in and created an even more diverse group of people that will be directly affected by this development.

-- Engagement Team Meetings & Background Research

- When asked what home-based businesses, services, resources, and community assets they would like to see in the Master Plan, many people replied with, "What is important to the Rogers Road community?"

-- Workshop 1: Community Development Roundtable

### Cultural Resource Recommendations

-- Workshop 1: Community Development Roundtable

Language Classes

Interpretive Services

Space for Storytelling

Places of Worship for All

Library

"In addition to the interests of the Church (as a literal neighbor of the Greene Tract), I have an interest in making sure that voices of people in the Rogers/ Eubanks neighborhood are heard and honored."

-- Stakeholder Interview with adjacent property owners

"We are committed to preserving the history of this community. If we don't do it, who will? We can't keep overlooking the people who built this community and worked so hard to be here."

-- Stakeholder Interview with St Paul AME representatives

"The biggest opportunity this project presents is the preservation of histories, family, and community for everyone."

-- Stakeholder Interview with RENA representatives

# 02

Building the Greene Tract community is about more than just physical development; it should be rooted in togetherness and giving people an opportunity to share with one another.

## Building on Previous Efforts

-- 2016 Mapping Our Community's Future Report



### Goal for Development

Respect the character of the neighborhood



### Goal for Development

Connect us with each other and the larger community

## Top Entry Experience Characteristics

-- Workshop 1: Connectivity & Open Space Roundtable

Community Identification

Historical Markers

Accessibility

Fits into Nature

### Key Observations

- Community members are interested in flexible, multi-use spaces in the Greene Tract development that can be used for a variety of outdoor events, recreational activities, and gathering. The hope is that these would be flexible enough to be shaped over time, evolving alongside community needs.

--Workshop 1: Community Development Roundtable

- There has been a heavy emphasis on integrating shared spaces and resources to not only maximize land use, but also facilitate natural encounters between community members. That could take shape in the development as centralized incubator space to support small businesses, a co-working space, a community garden, or a shared tool shed.

-- Workshop 1: Community Development Roundtable

- Local residents value the opportunity to share their perspectives and play a part in shaping the future of their community.

-- Engagement Team Meetings & Workshop 1: Arrival Posters

- The types of housing in the development should encourage togetherness; residents do not want to see a distinction between affordable and market rate housing.

-- Workshop 1: Housing Roundtable

### Top Characteristics & Identity of the Future Community

-- Workshop 1: Arrival Posters

- Welcoming / Inviting
- Inclusive
- Connectivity
- History
- Peaceful

“There was always someone waving from their porch as we passed on the red dirt road. It was comforting to see a familiar face.”

-- Stakeholder Interview with RENA representatives

“We would take family walks through the Greene Tract, which is located adjacent to our property. Our son and his friends would explore, run and play in what was left of the apple orchard.”

-- Stakeholder Interview with RENA representatives

“In a community garden, residents could grow food to make their cultural dishes and share family recipes at potlucks.”

-- Workshop 1: Community Development Roundtable

# 03

It will be essential to provide services and resources for all ages to ensure the Greene Tract can continue serving multi-generational community members for years to come.

## Building on Previous Efforts

-- 2016 Mapping Our Community's Future Report



### Goal for Development

Retain long-term residents



### Goal for Development

Preserve cultural and economic diversity for the future

## Age Demographics Within a 15-Minute Walk from RENA

-- Esri forecast for 2023, based on the U.S. Census Bureau 2020 decennial Census in 2020 geographies.

Children (Under 15)	21.6%
Youth/Young Adults (15-24)	14.8%
Early Adults (25-34)	10%
Middle-Aged Adults (35-54)	26.7%
Older Adults (55-64)	15.6%
Seniors (65+)	11.3%

## Key Observations

- The top two age demographic groups within the 15-minute walkshed are children under 15 and middle-aged adults, suggesting there are many families in the area who would like to benefit from the home-based businesses, resources, and services in the new development.

-- Background Research & Workshop 1: Arrival Posters

- Child care was the top mentioned home-based business/service/resource for Chapel Hill residents at Workshop 1. They expressed a need for both pre-school and after school programs, which could create job opportunities in the area.

-- Workshop 1: Arrival Posters & Community Development Roundtable

- Mapping Our Community's Future outlines the importance of providing opportunities and services for elders to age in place. This was brought up by many Historic Rogers-Eubanks residents who suggested resources like older adult/elder care, a community health center, and mental health services; the widespread support for senior housing also aligns with this priority. Affordable housing partners spoke to the importance of supporting homeowners in maintaining their homes as cost of living continues to rise.

-- Workshop 1: Community Development & Housing Roundtables

## Top Recommendations for Community Services/ Resources & Assets

-- Workshop 1: Community Development Roundtable & Engagement Team Meetings

Child Care & Elder Care

Community Health Center

Mental Health Services

Farmers Market

Community Garden

Small Convenience Store

“Talking to people about the need for home repairs may be important as some homes have been in families for generations. The conditions for original residents are substandard.”

-- Stakeholder Interview with adjacent property owners

“Elder care and aging and place are often overlooked for other elements of ‘diversity’ in housing, but they are critical elements.”

-- Stakeholder Interview with affordable housing partners

# 04

The Greene Tract development should match the fabric of the surrounding area and be an extension of the existing community, rather than an addition of a new community.

## Building on Previous Efforts

-- 2016 Mapping Our Community's Future Report



### Goal for Development

Respect the character of the neighborhood



### Goal for Development

Connect us with each other and the larger community

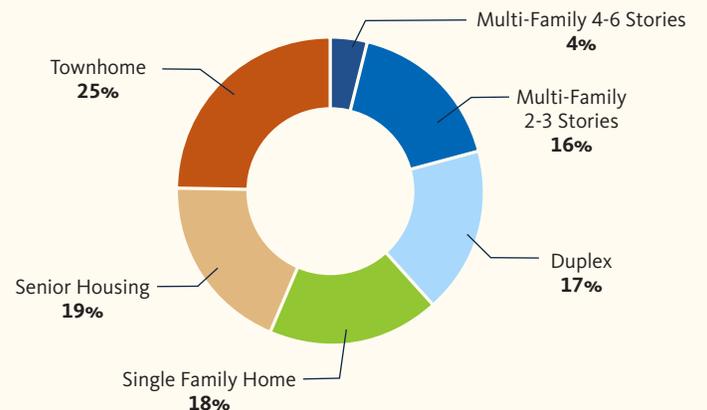


### Goal for Development

Preserve cultural and economic diversity for the future

## Average Ideal Ratio of Housing Types

-- Workshop 1: Housing Roundtable, Utopia Exercise



### Key Observations

- There was broad support for a mix of housing types in the future development. Across all housing roundtable groups, townhomes were most preferred and multi-family 4-6 story buildings were the least preferred, especially by Rogers-Eubanks residents.

-- Workshop 1: Housing Roundtable

- Fitting into the existing fabric of the community has been a priority since the 2016 Mapping Our Community’s Future Report; community members are still looking for development that connects with the existing community, both physically and through design of the homes.

-- Stakeholder Interviews & Workshop 1: Housing Roundtable

- Workshop 1 attendees were most drawn to housing images that were colorful, unique from neighboring units, and included opportunities to connect with nature (lawns, balconies).

-- Workshop 1: Housing Roundtable

- Community members have consistently reiterated that any commercial use within the development should be small scale, especially when it comes to food and beverage and businesses.

-- Engagement Team Meetings & Workshop 1: Community Development Roundtable

### Most Liked Housing Images

-- Workshop 1: Housing Roundtable, Voting Exercise



“Neighbors aren’t interested in huge building. We will have to be creative about how we approach density and obtain affordability for the community.”

-- Stakeholder Interview with affordable housing partners

“This development shouldn’t take over the existing Rogers Road community; it should become a part of it.”

-- Engagement Team Meeting

# 05

Local residents value affordability and wealth generation opportunities, such as home ownership and small or home-based businesses.

## Building on Previous Efforts

-- 2016 Mapping Our Community's Future Report



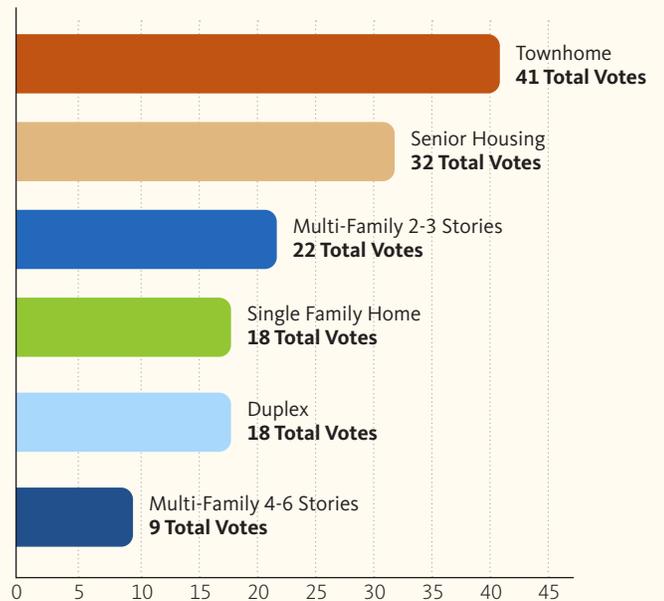
**Goal for Development**  
Retain long-term residents



**Goal for Development**  
Preserve cultural and economic diversity for the future

## Top Housing Types the Community Would Like to See

-- Workshop 1: Housing Roundtable, Voting Exercise



### Key Observations

- There are mixed opinions about housing density and concerns about whether or not this development will truly be affordable. Some community members are in favor of single family “starter” homes for seniors and younger generations, while others would prefer denser multi-family housing to keep costs down.

-- Workshop 1: Housing Roundtable

- Creating more economic opportunities with this development is desired, especially for young people so they can stay in the area when entering the workforce and continue to shape the future of their community.

-- Engagement Team Meetings & Workshop 1: Arrival Posters

- Most Workshop 1 attendees would like to see a variety of housing types, along with a mix of renting and ownership.

-- Engagement Team Meetings & Workshop 1: Arrival Posters

- Home-based businesses will need support from local residents and outside visitors in order to be financially viable; solutions posed included mixed-income housing, businesses that relate to greenspace, and ensuring the entire Chapel Hill/Carrboro area can benefit from this development.

-- Workshop 1: Housing Roundtable

### Top Recommendations for Small/Home-Based Businesses

-- Workshop 1: Community Development Roundtable & Engagement Team Meetings

Locally-Owned Restaurant

“Mom-and-Pop” Cafe

Auto Repair & Maintenance

Tailor Shop

Barber/Hairdresser

“This project presents many housing opportunities for people 0-30% AMI - the people at the lowest income in our community.”

-- Stakeholder Interview with affordable housing partners

“I feel a new vibe. There is hope that things are changing. People are recognizing that everybody needs jobs, housing, and money.”

-- Stakeholder Interview with St Paul AME representatives

“The size and scope of the Greene Tract could create more affordable housing and economic development opportunities. The development should be a resource for as many people as possible.”

-- Stakeholder Interview with St Paul AME representatives

# 06

Community members have concerns about traffic volume and safety, but are interested in seeing connectivity to resources within the community and in the larger Chapel Hill/Carrboro area.

## Building on Previous Efforts

-- 2016 Mapping Our Community's Future Report



### Goal for Development

Connect us with each other and the larger community



### Goal for Development

Preserve cultural and economic diversity for the future

## Key Observations

- Many people suggested using the existing trails as a starting point for connectivity, with the ultimate goal of connecting development (housing, school site, small businesses, gathering spaces, etc.) and the preservation areas into a walkable loop.

-- Workshop 1: Connectivity & Open Space Roundtable

- The safety of introducing more traffic in residential neighborhoods is a top concern, prompting several suggestions for slowing and controlling vehicle traffic. Safety concerns also extend to the rest of the development and preserve areas.

-- Stakeholder Interviews & Workshop 1: Connectivity & Open Space Roundtable

- Multiple ingress and egress points were suggested - the landfill site/Neville Tract, Merin Road, Weaver Dairy Ext., and Eubanks Road (via Genestu) - to connect the Greene Tract Community to services/resources in the broader Carrboro and Chapel Hill area and reduce fragmentation.

-- Workshop 1: Connectivity & Open Space Roundtable

- Getting from place to place is made possible by transit connectivity. There may be opportunities to facilitate connections to the park and ride and create a more equitable experience for those that rely on public transit.

-- Workshop 1: Connectivity & Open Space Roundtable

“This is a place that perseveres with life. We hope that one day it will be a site for a safe, healthy, and affordable community that will promote social engagement and wellness.”

-- Stakeholder Interview with RENA representatives

## Potential Safety Implementations

-- Workshop 1: Connectivity & Open Space Roundtable

Traffic Calming Strategies:  
Roundabouts & Speed Bumps

Signage & Wayfinding

Exterior Lighting

Community Rules

Law Enforcement Satellite  
Location

Sidewalks

“A truly walkable community provides access to all the necessities. People need somewhere to grab the basics.”

-- Workshop 1: Community Development Roundtable

# 07

The community has a high degree of concern for conservation and the impact development will have on the existing greenspace and trails.

## Building on Previous Efforts

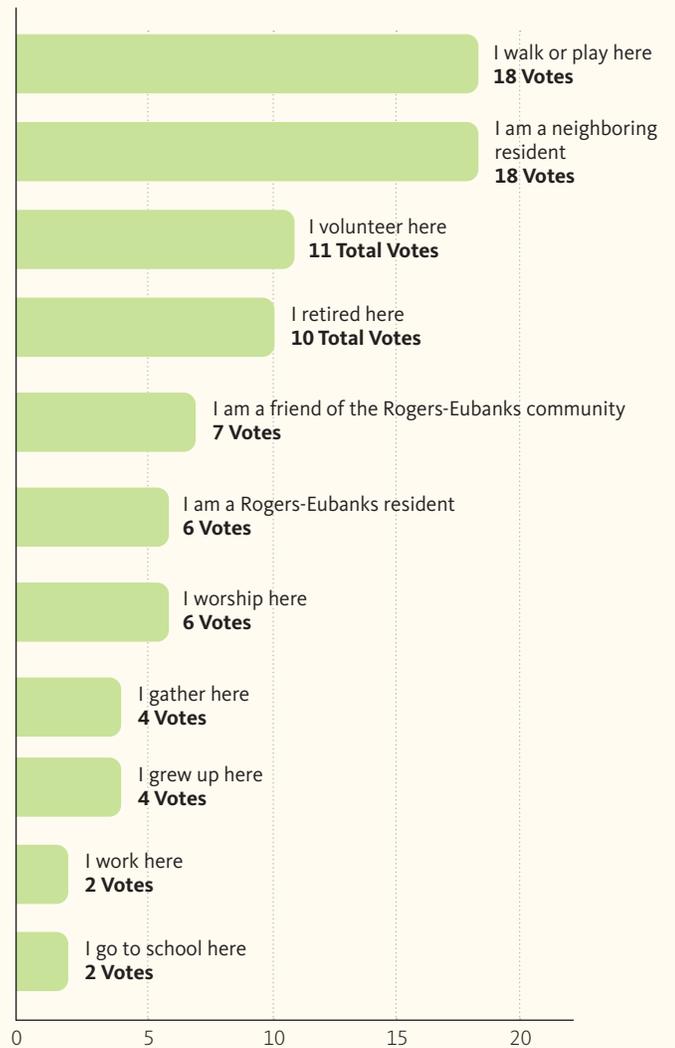
-- 2016 Mapping Our Community's Future Report



**Goal for Development**  
Respect the character of the neighborhood

## Reasons for Engaging at Workshop I

-- Workshop I: Arrival Posters



### Key Observations

- The Greene Tract’s role in facilitating gathering and interpersonal connection through recreational use is an important part of its history. Use cases have evolved over time, from exploring the apple orchard to biking and hiking through the land, to name a few, but it’s been highly utilized for decades by a variety of people.

-- Stakeholder Interviews & Workshop 1: Arrival Posters

- Upon arrival at Workshop 1, many Chapel Hill, Carrboro, and Orange County residents were eager to engage in conversation about parks, greenspace, trails, recreation, and conservation. These topics were identified as meaningful community assets and many stories were shared about the open space today.

-- Workshop 1: Arrival Posters

- Connectivity and walkability are desired traits for the future Greene Tract community, but roads and connection points through the preserve need to minimize impact to wildlife and environmentally sensitive areas.

-- Workshop 1: Connectivity & Open Space Roundtable

- There is an interest in incorporating parking into the Master Plan for people coming to enjoy the preserve.

-- Workshop 1: Connectivity & Open Space Roundtable

“All Orange County residents should be given a voice in what happens. There is value in everyone participating. Let’s find common ground.”

-- Stakeholder Interview with RENA representatives

### Top Ideas for Recreation Spaces & Activities in the Greene Tract Community

-- Workshop 1: Arrival Posters, Community Development Roundtable, and Connectivity & Open Space roundtable

Walking Trails

Basketball Courts

Multi-Use Sports Fields

Indoor Sports Facility

Open Park Space

“The Greene Tract is beautiful, and we want to make sure that whatever we develop is going to infuse into the beauty of the land.”

-- Stakeholder Interview with RENA representatives

“The best solution is one that combines all the desired aspects and meets the needs of several people. We need to find the shared vision.”

-- Stakeholder Interview with green space advocates

## Greene Tract Master Plan

# Guiding Principles



The following set of Guiding Principles summarizes the Overarching Insights uncovered through community engagement efforts thus far and reflects the community's collective vision for development. These priorities and criteria for design address a variety of stakeholders' interests and needs, while centering the voices of the Rogers-Eubanks neighborhood; they should be the cornerstone for the design of the Greene Tract Master Plan. As the community engagement consultant team, Gensler and VHB will work closely with Thomas & Hutton as they begin developing conceptual plans to ensure the community's vision is brought to life.



**Activate strategic locations throughout the development for common uses that bring multi-generational residents together.**

**01**



**Use built elements in the public realm to honor and respect the Historic Rogers-Eubanks community's rich, cultural history.**

**02**



**Prioritize rented and owned affordable housing and support space for small businesses.**

**05**



**Provide a network of safe, connected streets and public transit to enable mobility for residents of all ages and abilities.**

**06**



**Provide services and resources within walking distance that support youth, families, and the ability for seniors to age in place.**

**03**



**Establish building scaling and housing density that build on the strengths of the surrounding neighborhood.**

**04**



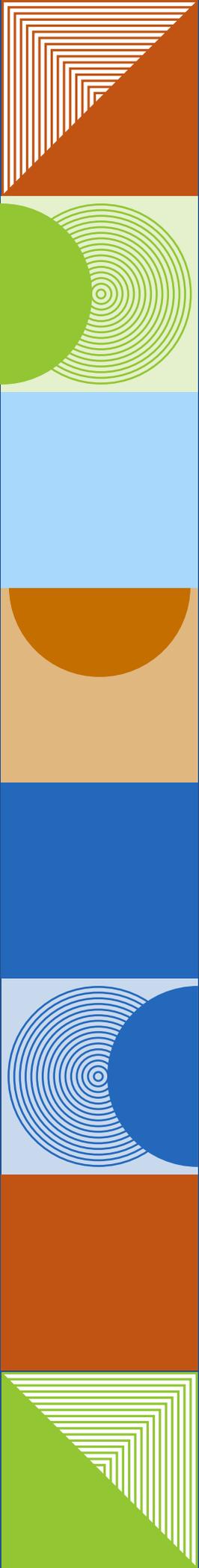
**Minimize the impact of roads and development on the natural ecosystem within the preserve area.**

**07**



**Use natural and paved surfaces to provide outdoor recreation opportunities and connect to nearby trail networks.**

**08**



Greene Tract Master Plan Community Engagement

# Appendix

## Workshop 1 Findings Interview Findings



## Workshop 1

# Launch Workshop Overview



On Sunday April 14, 2024 at Morris Grove Elementary School, the first Greene Tract community workshop for the Master Plan was hosted by the community engagement team. The session was broken out into four sections: Arrival posters, opening statement and project presentation, roundtable discussions, and share out. Gensler, VHB, and Thomas & Hutton facilitated the engagement, with objectives including:

- Establish an understanding of the engagement process and project team with the community
- Communicate our team’s understanding of the Greene Tract community history
- Identify a preliminary vision and set of goals for the Greene Tract development
- Establish initial master plan design criteria

To advertise for the Launch Workshop, the community engagement team developed a variety of promotional materials; multi-lingual flyers, yard signs, and banners were designed to get the word out. Prior to the session, 54 community members registered to attend and a total of 77 were present day-of.





2:00 - 2:30 PM

## Arrival Posters

After checking in for the workshop, participants were able to participate in five arrival posters, which served as a warm up for the topics we discussed over the next three hours.



2:30 - 3:00 PM

## Opening Statement & Project Presentation

The workshop officially opened up with a video statement from elected officials to set the stage for the session. Gensler and VHB then presented a brief overview of the project and activities ahead.



3:00 - 4:30 PM

## Roundtable Discussions

The main activity revolved around three discussion topics, which participants rotated through over the course of three rounds.

- Housing
- Community Development
- Connectivity & Open Space



4:30 - 5:00 PM

## Share Out

Facilitators shared key themes from each roundtable and next steps before participants headed home.

## Workshop 1

# Key Findings Overview



The following raw findings directly capture what Gensler, VHB, and Thomas & Hutton heard and/or learned throughout Workshop 1. The arrival posters and roundtables asked different questions and therefore yielded different answers from the community, but there was consistency in ideas, concerns, and priorities across all four which, when examined alongside interview findings and Engagement Team meeting notes, led to the creation of the Overarching Insights and Guiding Principles for the Master Plan.



## Arrival Posters

- Upon arrival at Workshop 1, many Chapel Hill, Carrboro, and Orange County residents were eager to engage in conversation about parks, greenspace, trails, recreation, and conservation.
- Important cultural resources identified centered around the concept of “third spaces,” or the places people go to connect with their community. Among these were the RENA Community Center and several local churches.
- Local residents greatly value the opportunity to share their perspectives and play a part in shaping the future of their community.



## Housing

- Most community members would prefer to see a mix of home ownership and rental opportunities.
- There are mixed opinions about density. Some people are in favor of small, “starter” single family homes for seniors or younger generations, while others would prefer denser multi-family housing to keep costs down.
- Fitting into the existing fabric of the community has remained a priority since the 2016 Mapping Our Community’s Future Report, and this is especially important when considering the size and design of housing.



## Community Development

- There is a common interest in creating more economic opportunities through this development, as long as it is on a small scale.
- Centralized shared resources and flexible multi-use space would increase community resilience, facilitate connection, and maximize land use.
- When asked what community assets they would like to see in the Master Plan, many people expressed interest in whatever would be most beneficial to the Historic Rogers-Eubanks community members.



## Connectivity & Open Space

- Existing trails could be a starting point for connectivity, with the ultimate goal of connecting different pieces of the development (housing, school, businesses) and the preserve into a walkable loop.
- Participants would like to see ample connectivity between the Greene Tract community and Chapel Hill/Carrboro at large.
- There are many safety concerns related to increased traffic on existing residential roads and setting ground rules for the community.

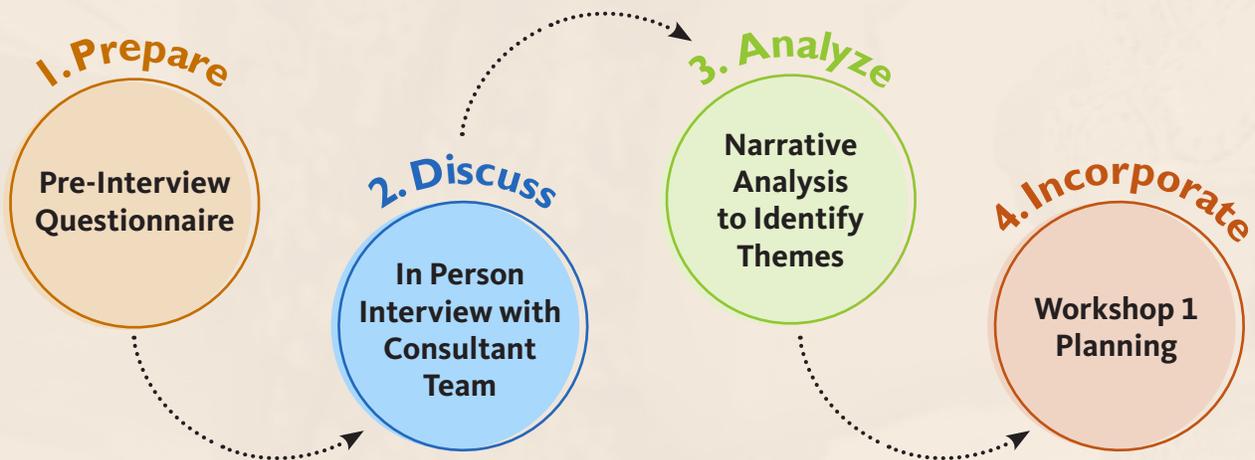
## Stakeholder Interviews

# Interview Process



The community engagement consultant team hosted several semi-structured individual and small-group interviews to understand the history, stories, challenges, and opportunities related to the development and Master Plan project. Interviewees were selected by the Engagement Team; stakeholder groups who have an in-depth understanding of the historic inequities of the Greene Tract and an identified interest in the future visioning and equity-centered development of the Greene Tract were prioritized for this piece of the engagement process. These interviewees included RENA representations, major property owners, affordable housing partners, and local greenspace advocates.

In total, 11 stakeholders were interviewed by Gensler and VHB. Upon selection, interviewees were sent a short questionnaire to record their initial thoughts before meeting in person to review and elaborate. Questions related to Greene Tract community history, vision for the Greene Tract development, design input, and the community engagement process. Answers were thoroughly recorded and analyzed by the consultant team for common themes across stakeholder groups.



These stakeholder interviews played a large role in defining the main topics that were discussed in Workshop 1 and provided a number of quotes and data points that informed the Overarching Insights and Guiding Principles.

## Stakeholder Interviews

# Top Themes



## RENA Partnerships & History

- Community partnerships with RENA
- Distrust and environmental injustice
- Landfill and sewer connections
- Mapping Our Community's Future
- Support for RENA's priorities/interests
- Preserving the community history

## Affordable Housing

- Affordability for lowest income
- Examples of affordable developments
- Size and scope of the Greene Tract
- Equity
- Senior housing and aging in place
- Home ownership

## Traffic & Transportation

- Ingress and egress points
- Impact on residential neighborhoods
- Traffic patterns
- Sidewalks and safe transportation
- Connectivity to public transportation
- Connectivity to Chapel Hill/Carrboro

## Greenspace & Biodiversity

- Open space and parks
- Trail connectivity
- Preservation
- Development impacts on wildlife
- Headwaters Preserve
- Old apple orchard

## Common Ground

- Welcoming voices from the whole county
- Creative solutions
- Building trust and repairing past harm
- Open communication and transparency
- Opposition to development
- Shared goals

## Building Community

- Diversity of the neighborhood
- Development coordination
- Amenities for all area
- Gathering places
- Recreation opportunities

