

# GREENE TRACT PROJECT UPDATE

Planning for the future of our community, *together.*



## WHAT IS THE MASTER PLANNING PROJECT?

Orange County, the Town of Chapel Hill, and the Town of Carrboro have launched a ten-month process to co-create a shared vision and Master Plan for the Greene Tract alongside the community. A conceptual land use plan for this 167-acre parcel was approved back in 2021 to include:

- Development, which may consist of affordable housing, low intensity commercial, service uses, and maker/incubator space
- Environmental preservation
- Public school and recreational site

The full report will be posted on Orange County's website by the end of May.

## COMMUNITY ENGAGEMENT INSIGHTS REPORT

Following the Launch Workshop in April, the community engagement consultant team, consisting of Gensler and VHB, has created a comprehensive summary of the Engagement Team meetings, Workshop 1, and stakeholder interviews that have occurred so far alongside the Master Planning effort. The Community Engagement Insights Report details the Overarching Insights (core themes that emerged across all engagements) and the data points to support them, which have come directly from engagements this year as well as background research into the 2016 Mapping Our Community's Future report and the Rogers Road book by Emily Eidenier Pearce. From there, the consultant team developed a set of Guiding Principles that Thomas & Hutton is using to bring the community's vision to life through the Greene Tract Master Plan.

## THE INSIGHTS REPORT INCLUDES:

- Introduction to the project
- Summary of 2024 stakeholder engagement activities
- Goals for engagement
- Insights methodology and synthesis process
- Overarching Insights and Guiding Principles
- Detailed Workshop 1 and stakeholder interview findings



## WHAT'S COMING UP NEXT?

### Did You Know?

June 9

### Workshop 2: Creating a Shared Vision for Our Community

Join us for the second interactive design workshop to see how community input from Workshop 1 has been translated into conceptual plans drafted by Thomas & Hutton. Be a part of shaping the community by providing your feedback, suggestions, and ideas on the initial direction for the Greene Tract Master Plan. The workshop will take place at on Sunday, June 9th at Morris Grove Elementary School, located at 215 Eubanks Rd Chapel Hill, NC 2716.



Scan the QR code or visit <https://bit.ly/GreeneTract> to register for the second workshop and request interpretive services.

The Rogers-Eubanks Neighborhood Association (RENA) has been involved in Greene Tract planning efforts for several decades. This 85-household organization was formed in 2007 with a commitment to ending racial and cultural injustice through community involvement, political action, and education. Since opening in December 2014, the Rogers Road Community Center has served as a gathering place and vital resource for the community to achieve these goals; it has also been the hub for the Master Planning project, where RENA representatives share important insights at monthly Engagement Team meetings to help keep the project moving in the right direction.

Source: [www.renacomunitycenter.com](http://www.renacomunitycenter.com)



## DID YOU MISS WORKSHOP 1?

On April 14th, members of the community shared their ideas for the development of the Greene Tract. A series of arrival posters, a statement by elected officials, and a brief project presentation preceded roundtable discussions on Housing, Community Development, and Connectivity & Open Space.

If you were unable to attend the first workshop, we would still love to see you in June! Check out the photos on the left for an idea of what to expect.

## WANT TO LEARN MORE?

For more information on the Greene Tract, its history, and more, visit: [www.orangecountync.gov/3070/Greene-Tract](http://www.orangecountync.gov/3070/Greene-Tract)