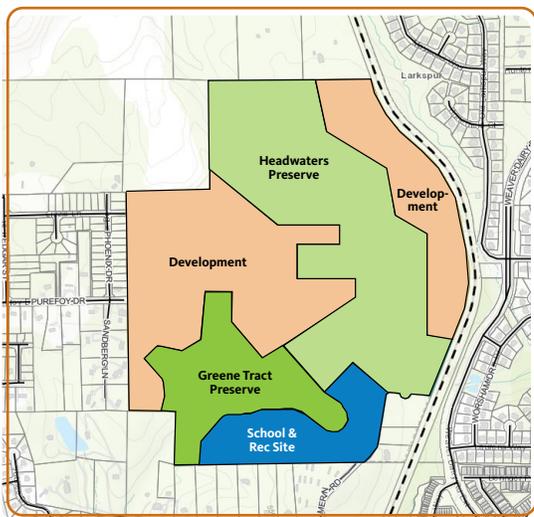


GREENE TRACT PROJECT UPDATE

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 and market rate housing, low intensity commercial space, service uses, and maker/incubator space
- Environmental preservation
- Public school and recreational site

All eight Guiding Principles will be highlighted in newsletters over the course of the summer.

CREATING A FOUNDATION FOR THE MASTER PLAN

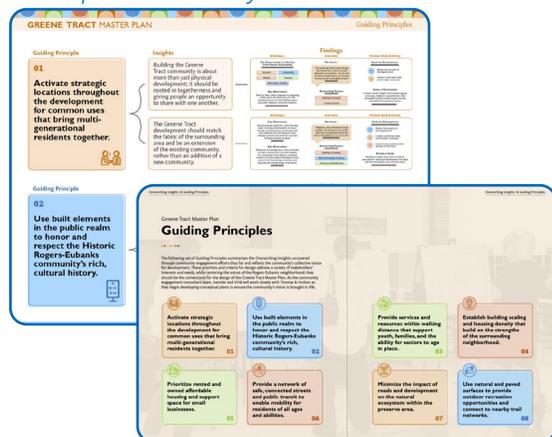
After the Launch Workshop in April, the Community Engagement Insights Report was developed to summarize the variety of engagements held with community members so far this year. In addition to contextual information about the engagement process, the report features eight foundational Guiding Principles for the Master Plan that represent a diverse collection of community voices. Design consultant Thomas & Hutton has been exploring potential solutions that align with these Guiding Principles as the first step toward bringing the community's shared vision to life.

FROM FINDINGS TO GUIDING PRINCIPLES

The Guiding Principles are the result of specific inputs from both recent and past engagements, as well as a look into the history of the community, including:

- Themes in the Rogers Road book by Emily Eidenier Pearce
- Goals outlined in *Mapping Our Community's Future*
- Feedback and stories from the Engagement Team
- Quotes from interviews with a variety of stakeholders
- Key observations made during the Launch Workshop
- Data points pulled from Launch Workshop activities

Workshop 2 Welcome Activity



Community Engagement Insights Report

Guiding Principle 01



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

Guiding Principle 02



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

GUIDING PRINCIPLES DEEP DIVE

The first two Guiding Principles represent the importance of creating an extension of the Rogers-Eubanks community, rather than an addition of a new community, to create a feeling of togetherness between both existing and new residents.

Community is often centered around a physical development, like the Greene Tract Master Plan, but the concept is rooted in shared experiences. Sharing stories and culture with others is essential for bringing people together, finding things in common, and building relationships with one another.

By incorporating space for common uses and elements that honor the history of the Rogers-Eubanks residents, the design of the Greene Tract Master Plan can serve as a tool for bridging gaps between community members of all ages, abilities, and backgrounds.

HIGHLIGHTS FROM WORKSHOP 2

On June 9th, 53 members of the community met at Morris Grove Elementary School to review and provide feedback on the first round of draft concepts for the Master Plan.

The workshop began with a gallery of posters illustrating how the Guiding Principles were developed. Following a brief presentation, community members discussed both concepts created by Thomas & Hutton, the design consultant. Discussion was centered around how the concepts incorporated each of the Guiding Principles, what attendees did and did not like about each, and potential adjustments that could be made to address more aspects of the collective vision.

The concept plans shared in Workshop 2 (pictured on the right) are posted for public viewing on Orange County's Greene Tract web page, along with a link to a form that can be used to submit feedback by 5:00 PM on Tuesday, July 9.

Master Plan Concept A: Neighborhood Green, draft



Master Plan Concept B: Central Green, draft

WANT TO LEARN MORE?

For additional information on the Greene Tract, updates on our September 29th engagement event, and more, visit:
www.orangecountync.gov/3070/Greene-Tract