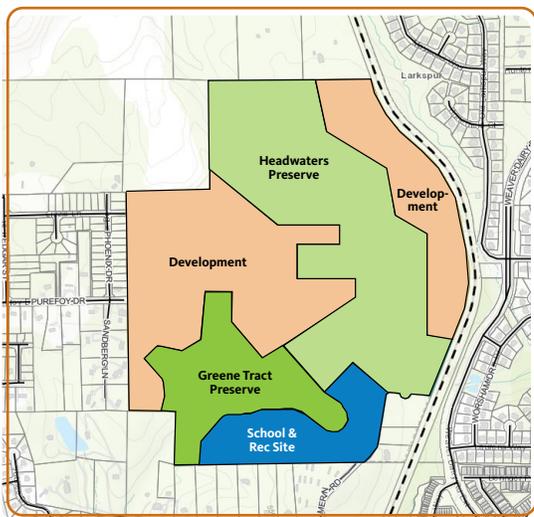


GREENE TRACT PROJECT UPDATE

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

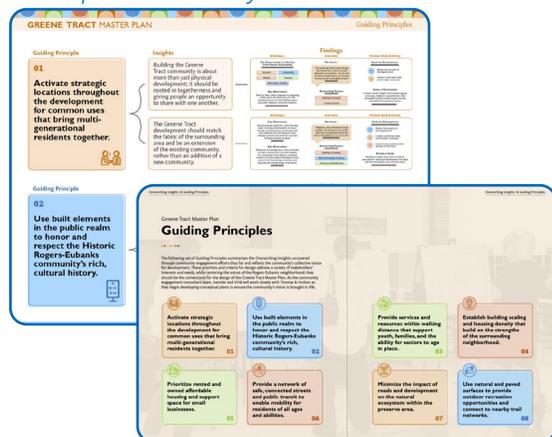
After the Launch Workshop in April, the Community Engagement Insights Report was developed to summarize the variety of engagements held with community members so far this year. In addition to contextual information about the engagement process, the report features eight foundational Guiding Principles 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 workshops
- Data points pulled from the Phoenix Place focus group

Workshop 2 Welcome Activity



Community Engagement Insights Report

Guiding Principle 03



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

Guiding Principle 04



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

GUIDING PRINCIPLES DEEP DIVE

The third and fourth Guiding Principles for the Greene Tract Master Plan speak to a number of development goals the community has had for several decades.

Through a variety of engagements, including the 2016 *Mapping Our Community's Future* effort, community members have identified the socioeconomic diversity, cultural diversity, and rural character as top strengths of the Historic Rogers-Eubanks neighborhood that should be maintained in any new development.

By incorporating affordable housing options that reflect the size, look, and feel of the surrounding area, the new development can become a seamless extension of the existing neighborhood. This is a critical step in retaining long-term residents. To ensure the Greene Tract can continue to serve this multi-generational community of existing and new residents, the Master Plan must also create access to the essential resources and services they will need for many years to come.

WHAT'S COMING UP NEXT?

Workshop 3

Understanding the Shared Vision for Our Community

Join us for a presentation and open house to review, discuss, and provide reactions to the Greene Tract Master Plan report. The team will highlight how community feedback was incorporated into an updated Conceptual Master Plan and share next steps for the project.

The workshop will take place at Morris Grove Elementary School, located at 215 Eubanks Rd Chapel Hill, NC 27516. The date is being finalized and the workshop is expected to be held in the second half of September.

If you were unable to attend Workshops 1 and 2, we would still love to see you in September! Check out the photos on the right for an idea of what to expect, and stay tuned for a registration link in the August newsletter.



WANT TO LEARN MORE?

For additional information on the Greene Tract, its history, and more, visit:
www.orangecountync.gov/3070/Greene-Tract