



Greene Tract Master Plan

Community Engagement Insights Report

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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 the engagement process with Gensler and VHB, as well as the Master Plan consultant, Thomas & Hutton.

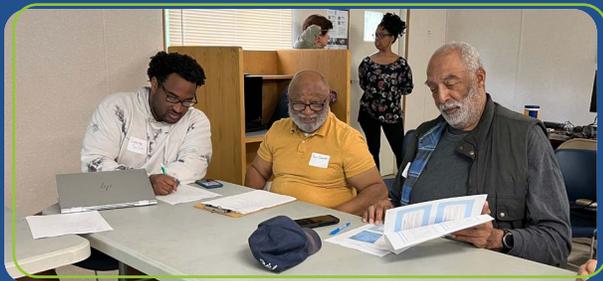
Stakeholder Interviews

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 and second workshops have been completed. A third event in will occur 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 is using to bring the community's vision to life through the Greene Tract Master Plan.



7 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 nearby major 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.



130 Workshop Attendees

From the Rogers-Eubanks community, Chapel Hill, Carrboro, and Orange County who gathered at Morris Grove Elementary School on April 14th and June 9th to share their visions for the Greene Tract and provide feedback on initial concept plans.

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 which includes 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.

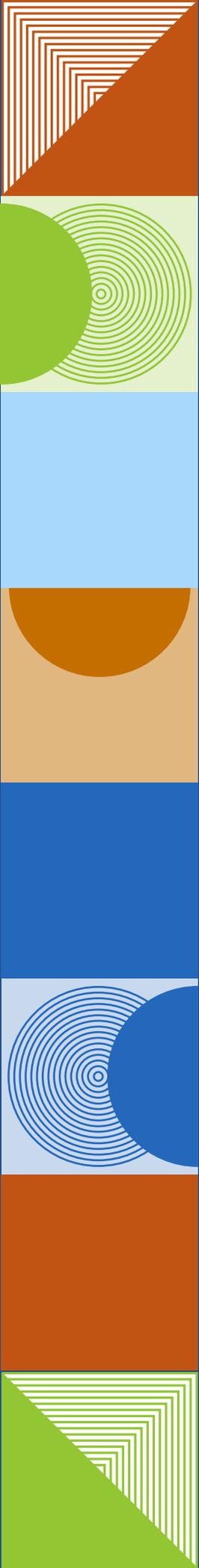
01 Build upon previous efforts to develop an engagement process that acknowledges the history of the parcel, recognizes and repairs previous harm to the community, and advances the intent to provide certain land uses on the Greene Tract.

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

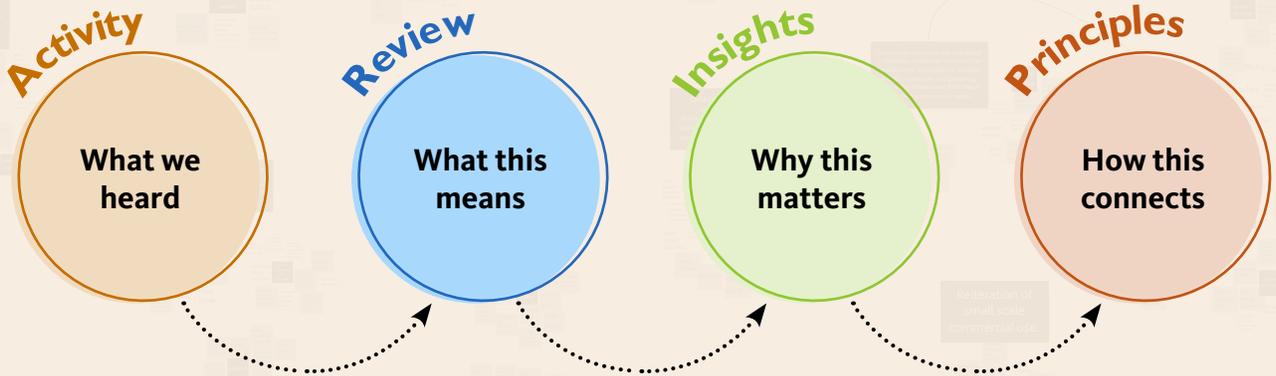
Overarching Insights & Guiding Principles





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, Phoenix Place focus group, and background research done including the examination of Mapping Our Community's Future and the Rogers Road book by Emily Eidenier Pearce. After gathering all the data from the engagement activities and organizing into categories to determine what they mean, the team identified common 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 Rogers-Eubanks Neighborhood Association (RENA) 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%

Phoenix Place Priorities

Resources for All Residents

- Residents expressed concern that the new development would not provide spaces that were accessible and open to existing residents, including youth.

—Phoenix Place Focus Group

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 residents at Workshop 1. They expressed a need for both pre-school and after school programs, which could also 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



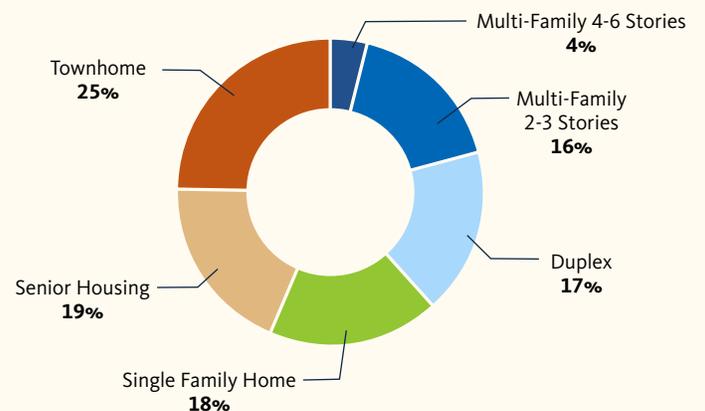
Goal for Development

Preserve cultural and economic diversity for the future

Average Ideal Ratio of Housing Types

—Workshop 1: Housing Roundtable, Utopia Exercise

Each breakout group created a grid to represent the combination of housing types that would make up their ideal community. This chart represents the average ratio from all groups.



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 such as lawns and 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/beverage options and businesses.

—Engagement Team Meetings & Workshop 1: Community Development Roundtable

Most Liked Housing Images

—Workshop 1: Housing Roundtable, Voting Exercise

Each participant voted on their top three preferred housing photos from a variety of pre-selected images. These images received the most votes across all breakout groups.



“Neighbors aren’t interested in huge buildings. 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

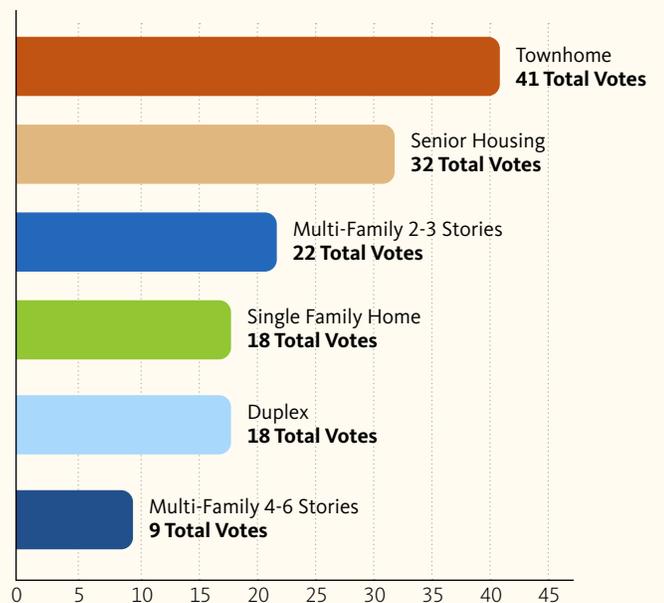


Goal for Development
Preserve cultural and economic diversity for the future

Top Housing Types the Community Would Like to See

—Workshop 1: Housing Roundtable, Voting Exercise

Each participant voted on their top three preferred housing photos from a variety of pre-selected images. The images were categorized by the housing type they represented. This chart summarizes the total number of votes that each category of images received across all groups.



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

Phoenix Place Priorities

Safe Streets

Traffic Mitigation

- Residents expressed concerns about the impact of increased traffic on street parking and street safety, especially on Purefoy Drive and Lizzie Lane.

—Phoenix Place Focus Group

- There is an interest in the new development having more than one access point; providing access to I-40 through a northern entry/exit point was recommended to reduce traffic on existing residential streets.

—Phoenix Place Focus Group

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

Recommended 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

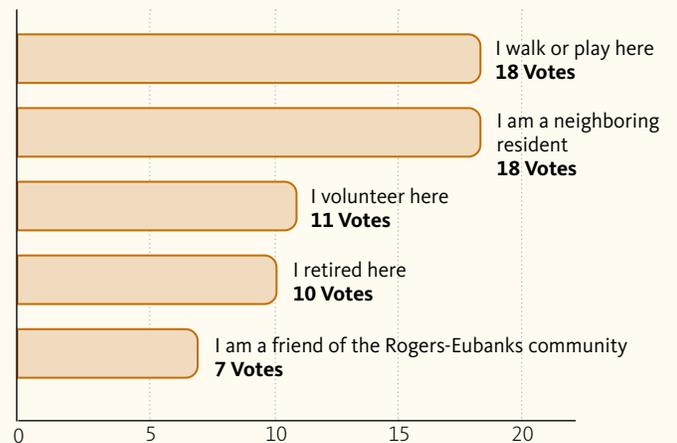


Goal for Development
Respect the character of the neighborhood

Top Reasons for Engaging at Workshop 1

—Workshop 1: Arrival Posters

Participants were asked to place dots on the statements that best described why they were attending Workshop 1. Participants could place as many dots as they liked on any of the eight statements. This chart represents the top five statements and the total number of people (votes) who identified with them.



Phoenix Place Priorities

Natural Buffer

Rural Character

- Residents identified natural elements and privacy as strengths of their neighborhood that they would like to see reflected in the new development.

—Phoenix Place Focus Group

Key Observations

- A variety of people have been gathering and connecting at the Greene Tract for decades. The community’s use of the space has evolved over time, from exploring the apple orchard to biking and hiking through the land, to name a few, but it has been consistently utilized by many people over the years.

—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 greenspace advocates

Greene Tract Master Plan

Guiding Principles



The following set of Guiding Principles summarizes the Overarching Insights uncovered through community engagement efforts 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 are working closely with Thomas & Hutton 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



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



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



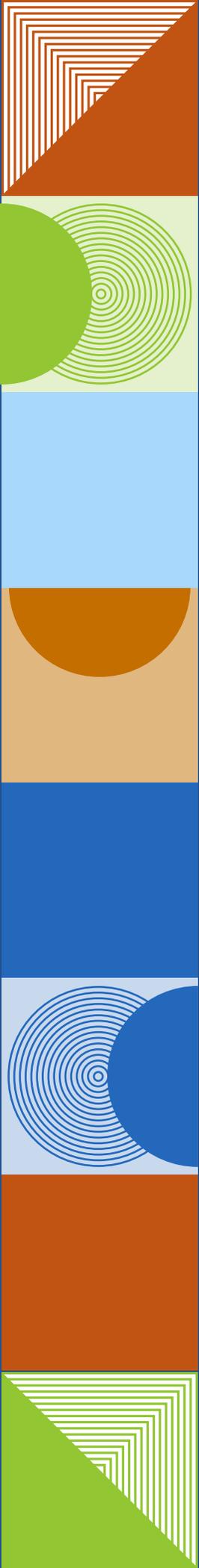
Minimize the impact of roads and development on the natural ecosystem within the preserve area.

07



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

08



Greene Tract Master Plan Community Engagement

Master Planning Overview & Concept Plans





Greene Tract - Concept B - Central Green
Chapel Hill, NC

JULY 2014

Greene Tract Master Plan

Applying the Guiding Principles



Following Workshop 1, the Greene Tract Engagement Team, in collaboration with the community engagement consultants, gave their final approval on the previously outlined Guiding Principles, which were then shared with the Master Plan design consultant. Thomas & Hutton developed two concept plans that responded directly to this set of Guiding Principles.

Concept plans are a critical step toward developing a final Master Plan for the Greene Tract. These plans were created to organize and communicate essential information and illustrate what could fit into the development site, such as:

- Proposed uses
- Potential density
- Potential recreation amenities that could be provided
- Potential network of pedestrian connectivity
- Potential network of vehicular streets and connections to the adjacent communities
- Relationship of spaces and uses to each other

Greene Tract Master Plan

From Concept Plan to Master Plan



The two concept plans created by Thomas & Hutton were reviewed at Workshop 2 on June 9, 2024. These plans served as a graphic representation of proposed improvements to the Greene Tract site, which community members could react and respond to.

While reviewing each concept plan, Workshop 2 participants were asked to identify what they liked, what they disliked, and what they would change about the initial concepts. They also evaluated how the concept plans incorporate all eight of the Guiding Principles and where there might be room for improvement. This feedback provided a sense of the community's agreement with the initial direction, which Thomas & Hutton will use to develop a refined Master Plan that best addresses community needs.

A Master Plan is...

- a framework for future growth.
- a combination of the Guiding Principles, concept plan, and community feedback.
- a guide to keep the efforts of developers aligned with the vision established by the public and the Towns and County.
- a reference point for clear and consistent decision-making.

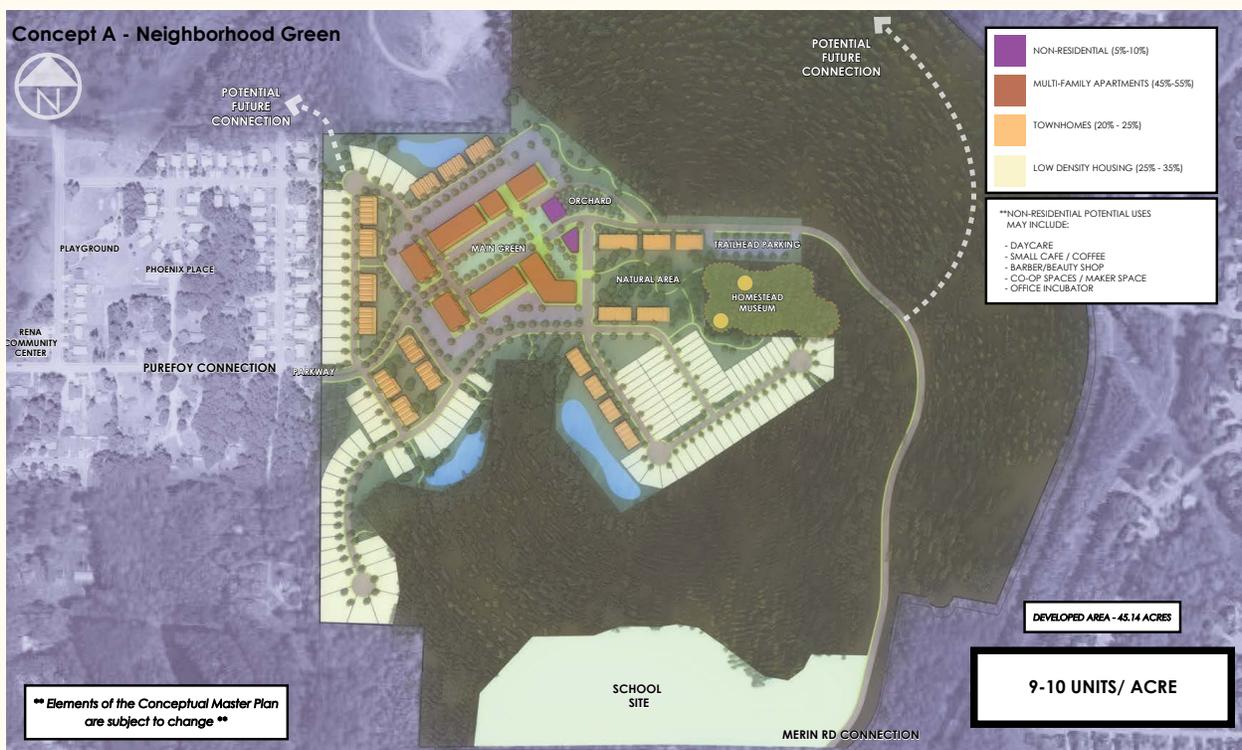
A Master Plan is not...

- a fixed, rigid design.
- a drawing used by contractors to build from.
- a final decision on how the Greene Tract will be used (For example, a Master Plan will not specify that a particular non-residential space will be used as a barber shop; it will instead simply identify that space for non-residential retail or community use).

The following pages detail the feedback gathered from community members at Workshop 2 as well as the public comments submitted via Orange County's Greene Tract web page, which was open from June 24th to July 9th.

Greene Tract Concept Plans

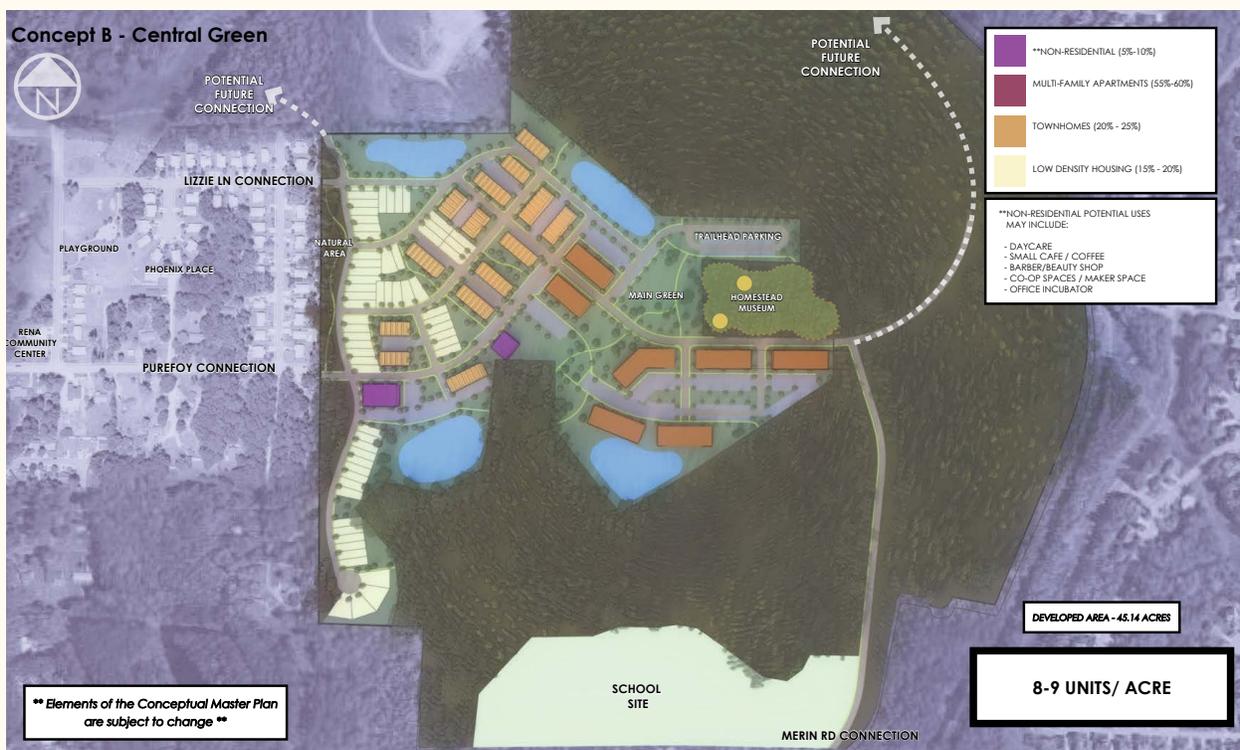
Concept A: Neighborhood Green

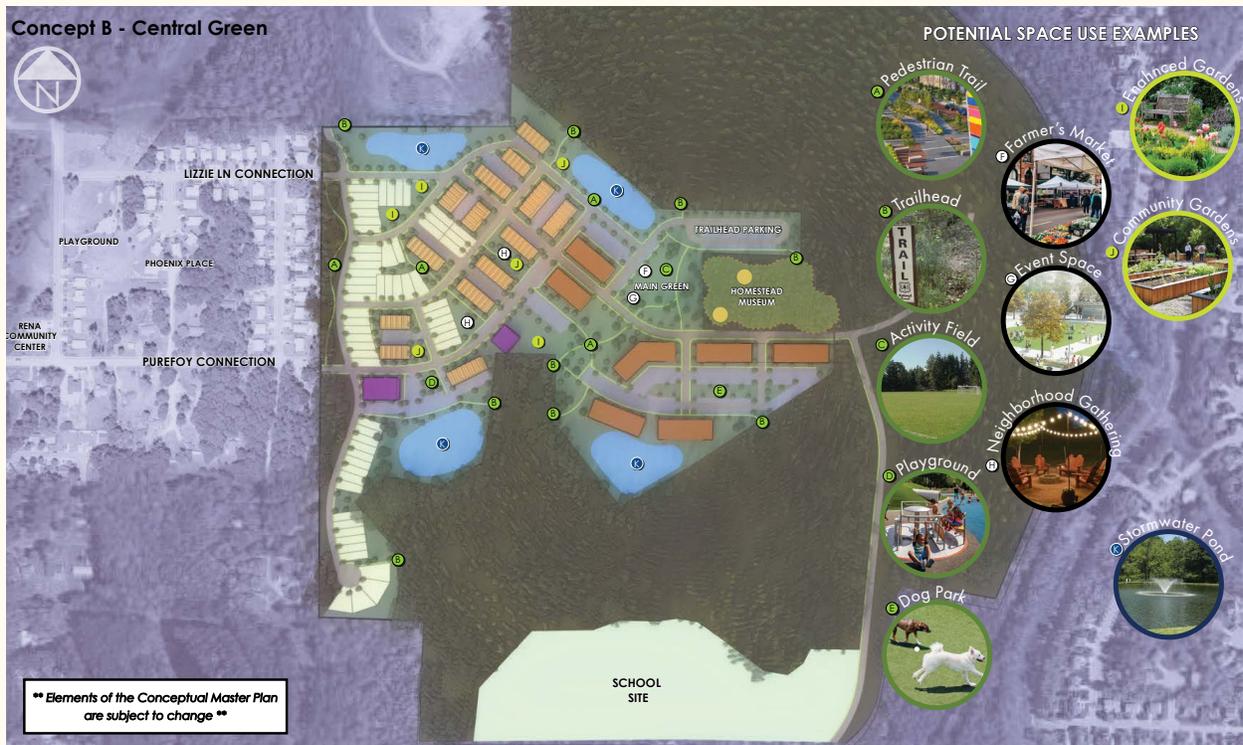




Greene Tract Concept Plans

Concept B: Central Green





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.



Concept Plan Response

- Flexible multi-use spaces are provided throughout the plans.
- There are multiple spaces within the plans for outdoor congregation – gathering areas, playground, community gardens.
- The inclusion of diverse housing types, offering both rental and for-sale units, encourages diversity of resident ages and means.

Concept Plan Response

- The plans preserve and highlight the old Byrd homestead.
- The edges of the proposed development mirror the existing adjacent built environment.
- The plans provide opportunity for pedestrian entry into the forest.

Community Feedback

- Youth need a safe, inclusive recreational area where they are free to gather without disrupting neighbors.
- Safety of community members and accessibility by all residents (existing and new) need to be considered when finalizing locations for community gathering and recreation.

Community Feedback

- Attendees appreciated the integration of a Homestead Museum, but are hoping to see more storytelling and historic and environmental learning opportunities integrated throughout the entire development.
- Cultural diversity has been identified as a strength of the existing Rogers-Eubanks/Phoenix Place community that they would like to preserve in the new development.

Note: Community Feedback summarizes what was heard at Workshop 2 and in the post-workshop survey responses.

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.



Concept Plan Response

- Non-residential spaces are provided for community services such as day care, small scale retail, and community development.
- One or more residential buildings could be used for senior housing.
- Outdoor spaces are provided for recreation/play fields.

Concept Plan Response

- Land use at the perimeter mirrors the existing adjacent single-family homes at Phoenix Place and on Sandberg Lane.
- Spaces for non-residential uses are small in scale.
- Higher density, larger scale buildings are located further into the site.

Community Feedback

- In addition to a seamless blend of neighborhood character between existing and new development, Rogers-Eubanks residents are hoping for the same infrastructure and resources on their existing lots as what will be delivered as part of the Master Plan (sidewalks, sewer, stormwater management, etc.).
- Community businesses and resources like senior/veteran/teen centers should be centralized between the existing Rogers-Eubanks community and new development area for equal access.

Community Feedback

- There are mixed opinions about the buffer; many Rogers-Eubanks residents prefer the privacy and embedded greenspace, while others think it may create an unnecessary separation between the existing and new communities.
- Attendees prefer the integration of several housing types in close proximity (present in Concept A) to avoid “othering” and ensure all residents, regardless of income/housing type, have access to the same community resources, amenities, and greenspace.

Note: Community Feedback summarizes what was heard at Workshop 2 and in the post-workshop survey responses.

Guiding Principle 05

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



Guiding Principle 06

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



Concept Plan Response

- Diverse housing types are included in the plans, from single family to multi-family (rented and owned).
- Single/two family homes and townhomes are smaller in scale to help control construction and maintenance costs.
- There is availability to provide incubator or home-based business support spaces in the larger buildings near the main green.

Concept Plan Response

- There are at least two vehicular connections to the new development, with additional potential points of future access.
- A straight-line road through the new development has been eliminated to reduce vehicle speed.
- Sidewalks will connect the existing neighborhood and new development.

Community Feedback

- The community has varying opinions about density. Some believe height restrictions should be placed on multi-family housing to avoid urbanization, while others are in support of maximizing the number of affordable units to best address the housing crisis.
- There is strong opposition to several HOAs within the development, which could create opportunity for segregation of sub-neighborhoods and restrictions against land use.

Community Feedback

- Multi-modal transit support will be critical to ensure residents have broader access to commercial resources that cannot financially thrive within the new development.
- The plans show a community that is not as connected as desired; connectivity should extend to the existing community and connect all areas within the new development through roads, trails, and more.
- Traffic concerns sparked conversation about alternative routes, with attendees being in favor of several entry/exit points.

Guiding Principle 07

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



Guiding Principle 08

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



Concept Plan Response

- The Headwaters Preserve and Greene Tract Preserve will protect streams, wetlands, and approximately 82 acres of forest.
- Vehicular access through the preserve is minimized.
- A main trailhead with parking is provided at the edge of the preserve area.

Concept Plan Response

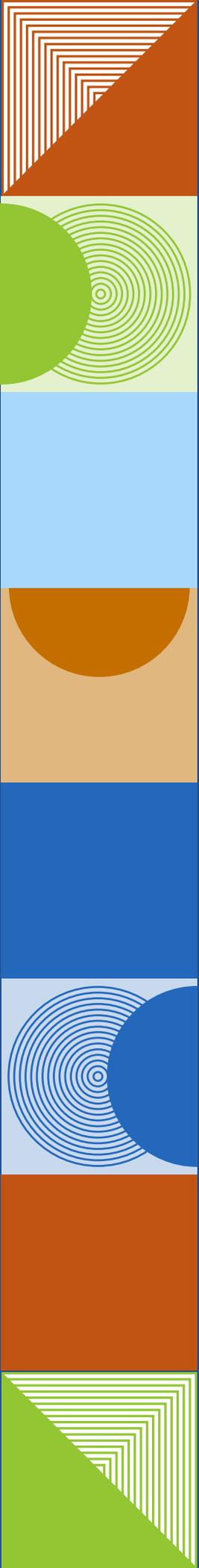
- Some trails within the tract will need to be relocated or eliminated for environmental reasons, but the result will be a unified network featuring trails on the Headwaters Preserve that connect to pedestrian paths in the new development area.
- There are multiple opportunities for visual and pedestrian connectivity to the forest preserve and existing trails.
- A main trailhead with parking is provided at the edge of the preserve area.
- Multiple new trailheads will connect to existing trails.

Community Feedback

- Residents expressed resistance to clear-cutting and a preference for as many trees as possible, but they understand some of the existing forest needs to be cleared to deliver a development that meets community needs.
- Attendees are concerned about the impact human activity will have on the preserve and wildlife.
- Many people questioned the necessity of putting a road through the preserve area and recommended alternative solutions be explored.

Community Feedback

- Community members expressed interest in flexible, covered outdoor space to gather and host events, like a farmers market or local concert.



Greene Tract Master Plan Community Engagement

Appendix

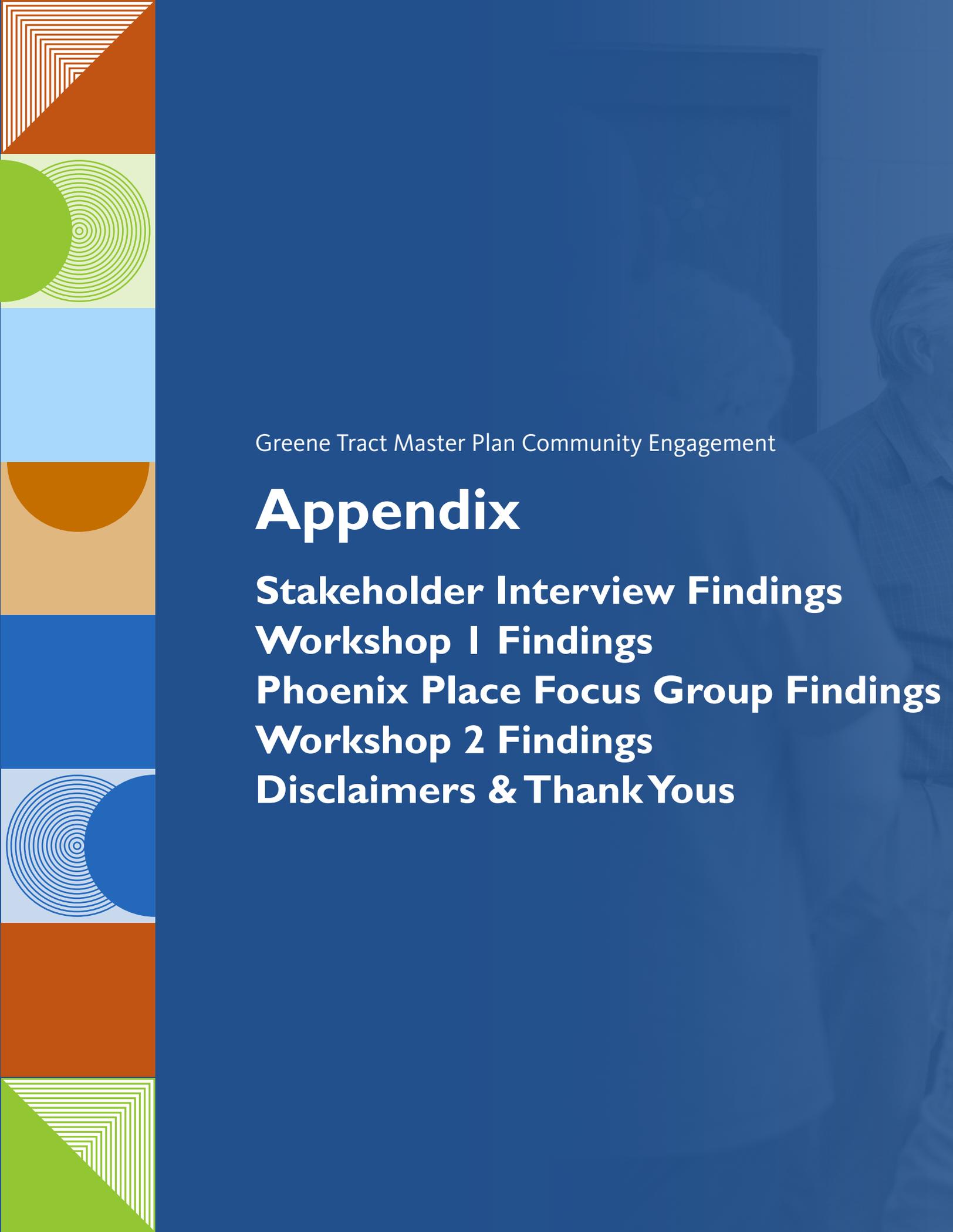
Stakeholder Interview Findings

Workshop 1 Findings

Phoenix Place Focus Group Findings

Workshop 2 Findings

Disclaimers & Thank Yous





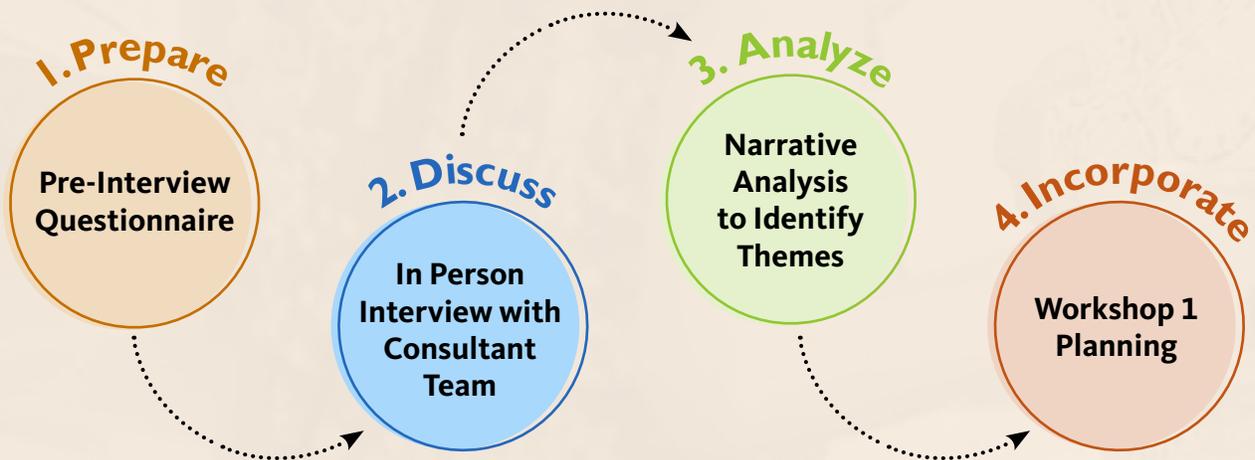
Stakeholder Interviews

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; for this piece of the engagement process, they prioritized 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 land. These interviewees included RENA representations, major nearby 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 were 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
- Accessible amenities for all
- Gathering places
- Recreation opportunities

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 the 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; yard signs, banners, and multi-lingual flyers 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 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



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, Phoenix Place focus group 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.

Phoenix Place Focus Group

Session Overview



On June 3, 2024 at the Phoenix Place playground, a focus group was held with Phoenix Place residents that were not able to attend and provide feedback in Workshop 1. This session was led by the Town of Chapel Hill and Orange County, with representation from the community engagement consultant team for documentation purposes. Approximately one dozen residents attended the focus group to discuss topics from Workshop 1 such as:

- Important community spaces, places, and assets
- Stories about the Greene Tract
- Community development
- Connectivity and open space
- Housing

A condensed set of the Workshop 1 materials was provided for the session, but it took on a more conversational approach with engaged dialogue between the Town, County, and residents. Following the focus group, post cards and door knockers advertising Workshop 2 effectively increased Phoenix Place participation in the concept plans review on June 9th.

A follow up session, potentially with a virtual option to join, was requested to ensure the concept plans are shared with the entire Phoenix Place community to get their feedback as priority stakeholders in the project.

Phoenix Place Focus Group

Key Findings



Priorities

- Maintaining a vegetative buffer between Phoenix Drive and the new Greene Tract development for privacy
- Minimizing impacts to the natural elements, like trees, that create serenity in the neighborhood
- Mirroring the rural character of the existing community
- Addressing the needs of families/ residents in the existing community
- Creating safe streets for youth



Concerns

- Impact of increased traffic on residential streets, especially Purefoy Drive and Lizzie Lane
- Ability for existing residents to access the new development's resources, services, and gathering spaces
- True affordability of housing in the new development, which should create opportunities for families and multi-generational households rather than just college students
- Clearcutting/loss of trees



Opportunities

- Additional access points (ideally, at least three) into the new development, with a specific focus on a northern connection that will alleviate I-40 traffic on Purefoy Drive
- Virtual engagement to gather feedback from other Phoenix Place residents

Workshop 2

Planning Concepts Workshop Overview



On Sunday June 9, 2024 at Morris Grove Elementary School, the second Greene Tract community workshop for the Master Plan was hosted by the community engagement team. The session was broken out into four sections: Welcome activity, opening statement and concept plan presentation, breakout conversations, and exit survey. Gensler, VHB, and Thomas & Hutton facilitated the engagement with objectives including:

- Review the milestones that need to be reached before completing a Master Plan, as well as a timeline of the process
- Share the outcomes of feedback gathered in engagements so far and how those insights became Guiding Principles for the Master Plan design
- Gather feedback on the initial Greene Tract concept plans to help Thomas & Hutton refine their Master Plan approach

To advertise for the Community Workshop, the community engagement team developed a variety of promotional materials; yard signs, banners, and multi-lingual flyers were designed to get the word out. Prior to the session, 19 community members registered to attend and a total of 53 were present day-of.





2:00 - 2:30 PM

Welcome Activity

After signing in for the workshop, participants were able to review a gallery of posters illustrating how the Guiding Principles were developed, which provided context for the breakout discussions.



2:30 - 3:00 PM

Opening Statement & Project Presentation

Following an opening statement from elected officials, Town staff walked attendees through the Master Plan timeline. Then, the Master Planning team from Thomas & Hutton presented the two concept plans in detail, addressed how they respond to the Guiding Principles, and outlined the types of feedback they were looking for in the session.



3:00 - 4:30 PM

Breakout Discussions

The three breakout groups discussed both concept plans. Discussion was centered around how the concepts incorporate 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.



4:30 - 5:00 PM

Exit Survey

Before heading home, attendees completed short surveys to share their thoughts and feelings about the concept plans and overall engagement process.

concept A

Workshop 2

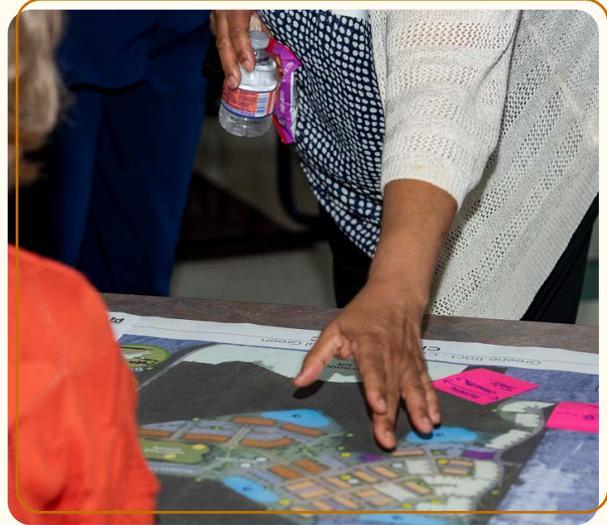
Key Findings

The following raw findings directly capture what Gensler, VHB, and Thomas & Hutton heard about each of the concepts, both in Workshop 2 itself and through the public comments submitted afterward (June 24th through July 9th) on Orange County's Greene Tract web page. A total of twelve (12) comments were received through this form after the workshop.

In the workshop, facilitators took notes on what the community liked and what needed improvement. These notes were then compiled, reviewed, and synthesized alongside public comments into concise community feedback relating to all eight Guiding Principles.

Many comments made by the community applied to both concept plans; these are captured to the right. Feedback on the individual plans is captured on the next spread (pages 52 and 53); the plans are provided for reference.

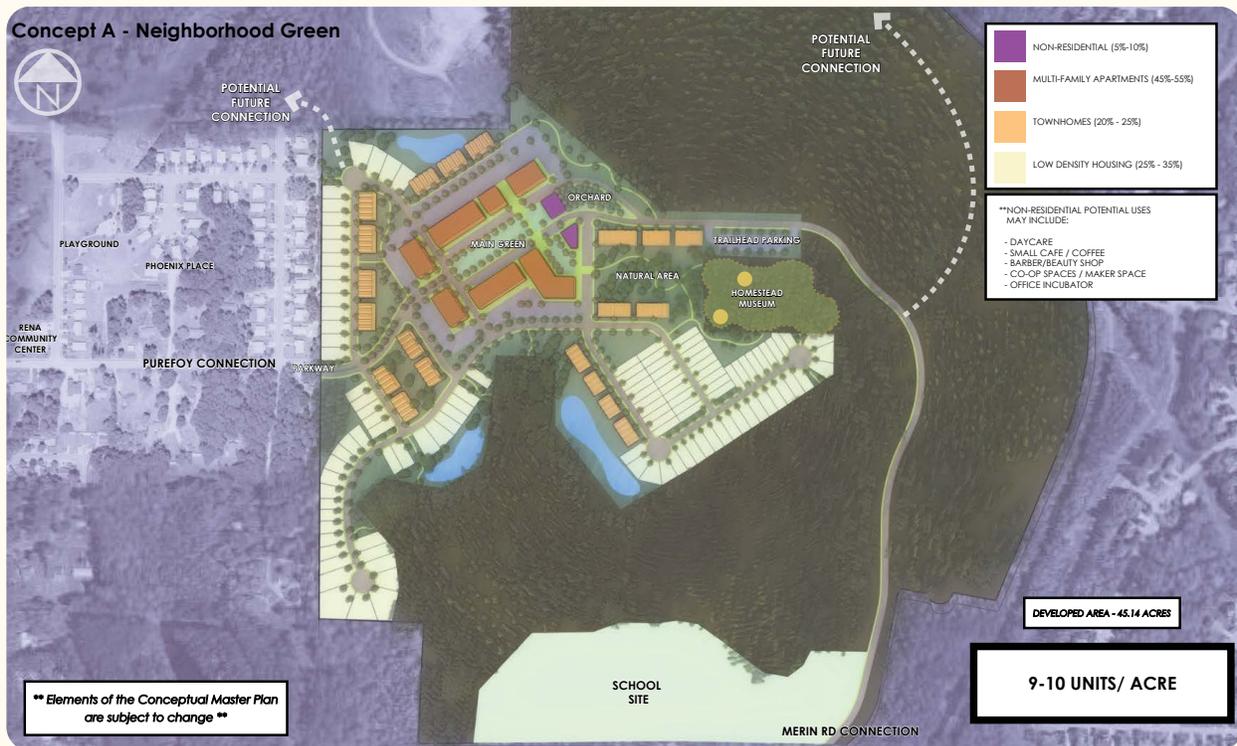
both concepts



A+B

Both Concepts/General

- To counteract traffic concerns on residential streets, community members would like to see traffic calming solutions, multi-modal transit options, and alternative entry and exit points.
- Some feel there is an overabundance of roads and parking represented in the concepts and suggested this be scaled back to allow for more greenspace.
- Safety is a top priority for the community; many people recommended strategic placement of gathering/recreation areas in a more centralized location further away from roads and to rethink the road through the preserve.
- The community suggested expanding storytelling opportunities to the entire development rather than being confined to the Homestead Museum.
- Workshop 2 attendees voiced a need for more physical connectivity between the existing community and new development through roads, sidewalks, and trails.
- The concepts could provide better access to greenspace for all residents by spreading these open areas throughout the development.
- ADA accessibility could be addressed more clearly in both plans.



A

Concept A: Neighborhood Green

- In general, the majority of Workshop 2 attendees and public comments indicated a preference for Concept A over Concept B. This is largely due to the integration and blend of several housing types throughout the entire development in Concept A which seemed to create a better sense of community.
- Adding one- and two-bedroom starter homes (1,000 square feet or less) for seniors, veterans, and people transitioning out of homelessness could bring an even greater sense of diversity to the mix of housing types and residents.
- Traffic concerns remain high, since Concept A would likely direct the majority of traffic to Purefoy Drive and Rogers Road. Alternative connection points, like Lizzie Lane to Rogers Road, should be explored.
- Community members would like to see the addition of a buffer between existing residents and the new development like what is shown in Concept B.



B

Concept B: Central Green

- The majority of community members feel the buffer between the existing and new development provides a nice sense of privacy, but some voiced concerns about unnecessary separation between existing and new residents.
- Concept B's separation of housing types into different areas of the development does not feel cohesive but rather segregated into sub-communities.
- Location of non-residential spaces is preferred because they are more accessible by the Rogers-Eubanks neighborhood to the West. A "central" location should be in the middle of the entire community, including existing residential areas, rather than in the middle of just the new development.
- Community members are interested in a main green area that is not surrounded by roads on all sides.

Supporting Materials

Disclaimers & Thank You's



Upon arrival at Workshops 1 and 2, attendees were asked to sign-in with their contact information, including their names and addresses, to track attendance at each event and help the community engagement consultants evaluate the effectiveness of promotional materials. Attendees could also provide their email addresses to be added to the monthly Greene Tract newsletter mailing list and receive regular updates on the project and upcoming engagement events. The full sign in sheet can be found to the left.

Each community member was encouraged to sign a crowd release form to grant permission to Orange County, the Town of Chapel Hill, the Town of Carrboro, Gensler, VHB, and Thomas & Hutton to use their image, likeness, and/or voice in photographs, videos, and audio recordings captured during the Greene Tract community workshops. Additional agreements can be found on the full form to the left. Attendees who did not sign the crowd release form were given a sticker to place on their name tags, which helped the event photographer delete all images of them upon review before distributing the files to Gensler and VHB. All individuals pictured throughout this Community Engagement Insights Report signed the crowd release form, therefore authorizing use of their image and likeness in this piece of documentation.

The project team would like to extend a special thank you to Steven Paul Whitsitt Photography for capturing the community engagement events and enhancing documentation of the process.

