

# 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

The updated Insights Report is now available on Orange County's website [here](#).

## NEW ADDITIONS TO THE INSIGHTS REPORT

The Community Engagement Insights Report was first published in June to provide an overview of the engagement process and capture community input in the form of eight Guiding Principles for the Greene Tract Master Plan. Since then, additional engagements have been held, more community feedback has been documented, and new content has been developed. The report was updated in July to be a more comprehensive representation of the work done to date. It now includes additional context around Workshop 1 activities, findings from the Phoenix Place focus group, Concept Plans created by Thomas & Hutton, and feedback from Workshop 2.

## WHAT'S COMING UP NEXT?

Sept. 22

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 on Sunday, September 22 from 2:00-5:00 pm at Morris Grove Elementary School, located at 215 Eubanks Rd Chapel Hill, NC 27516.

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

We hope to see you there!



## CONTINUING OUR SUMMER SERIES

Over the last few months, each newsletter has included a Deep Dive to highlight the Greene Tract Master Plan Guiding Principles. If you missed the first two installments of the series, here's a recap of the four Guiding Principles that were covered. You can read more about them, as well as how they were formed and applied to Concept Plans, in the [June](#) and [July](#) newsletters.

**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**

### 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.**

## GUIDING PRINCIPLES DEEP DIVE

Guiding Principles 5 and 6 for the Master Plan continue to reflect long-standing community priorities—respecting the character of the neighborhood, preserving cultural and economic diversity for the future, retaining long-term residents, and connecting residents with one another and the larger community—which were established during the *Rogers Road: Mapping Our Community's Future* effort.

It is important for the Greene Tract development to be a resource for as many people in Chapel Hill/Carrboro as possible; however, the Master Plan must also ensure that any new development does not push out existing Rogers-Eubanks residents. Prioritizing thoughtfully designed, affordable housing that matches the fabric of the surrounding area, as well as small-scale space for local businesses to build themselves up, can create an abundance of wealth generation and economic development opportunities within the Master Plan for both existing and new residents.

Maintaining the neighborhood character means that larger businesses and services will need to continue existing outside of the Greene Tract parcel rather than being embedded in new development. To gain access to these resources in the broader community, residents will need a reliable network of streets, sidewalks, and transit options that keep them safe and connected.

## WANT TO LEARN MORE?

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