



Greene Tract Master Plan

Community Engagement Report

October 2024



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This report is designed to be read as two-page spreads. We recommend adjusting your settings to show two pages side by side for an optimal viewing experience.

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Greene Tract Master Plan Community Engagement

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 was 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 was finalized in 2021, 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) engaged 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 was 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 met monthly to co-design the engagement process with Gensler and VHB, as well as the Master Plan consultant, Thomas & Hutton.

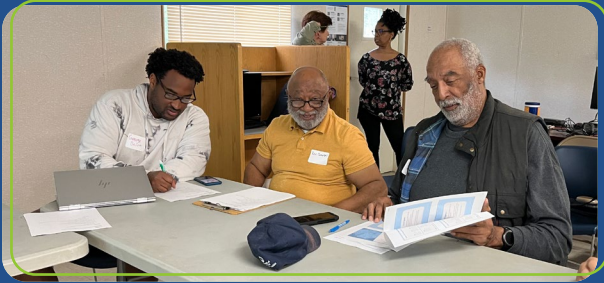
Stakeholder Interviews

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 as well as feedback on design progress.

This report documents the entire engagement process, including the Overarching Insights (core themes that emerged across all engagements) and the detailed data points to support them, which informed the Guiding Principles that Thomas & Hutton used to bring the community's vision to life through the Greene Tract Conceptual Master Plan.



10 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 workshops. Engagement Team members included:

- 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.



155 Workshop Attendees

From the Rogers-Eubanks community, Chapel Hill, Carrboro, and Orange County who gathered at Morris Grove Elementary School on April 14, June 9, and September 22 to share their visions for the Greene Tract and provide feedback on the Conceptual Master Plan design.

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 included 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 embody 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 served as the cornerstone of decisions made in the engagement process, 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.

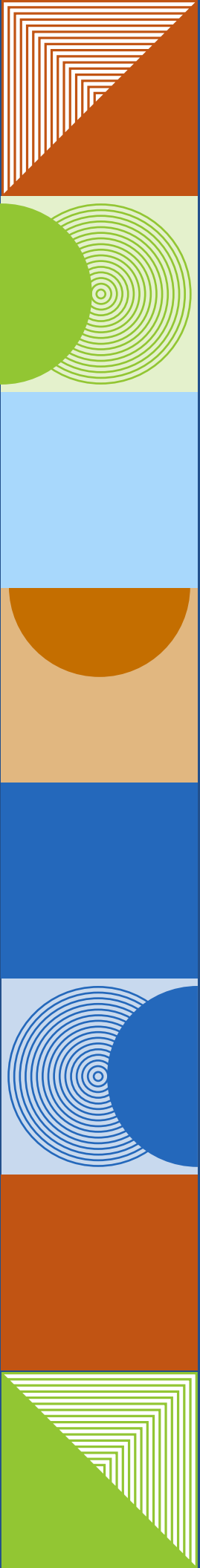
01 Build upon previous efforts to develop an engagement process that acknowledges the history of the parcel, recognizes and repairs previous harm to the community, and advances the intent to provide certain land uses on the Greene Tract.

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.



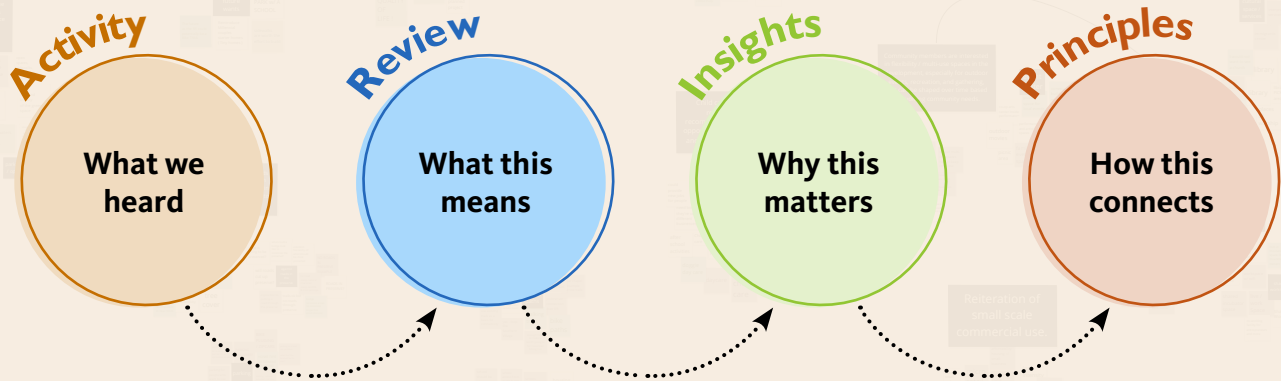
Greene Tract Master Plan Community Engagement

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 meant, the team identified common themes to understand why it all mattered. Upon iteration, these themes became the Overarching Insights that informed the creation of the Guiding Principles, illustrating the connection to the Master Plan design.

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.

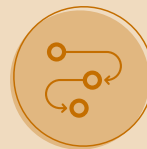
Building on Previous Efforts

—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.

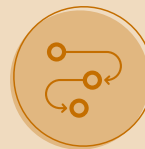
Building on Previous Efforts

—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



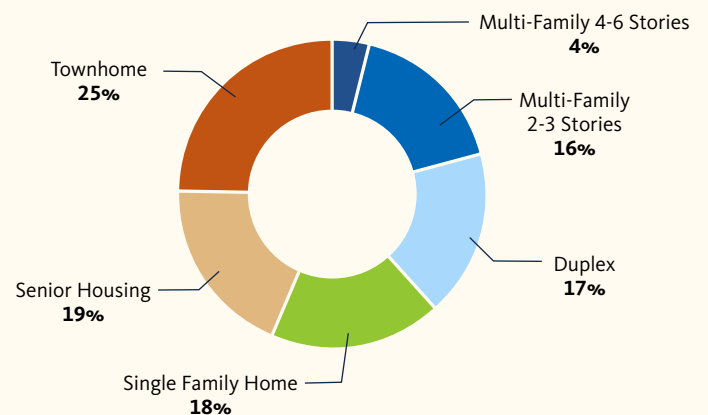
Goal for Development

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.
- 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.

—Workshop 1: Housing Roundtable

—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

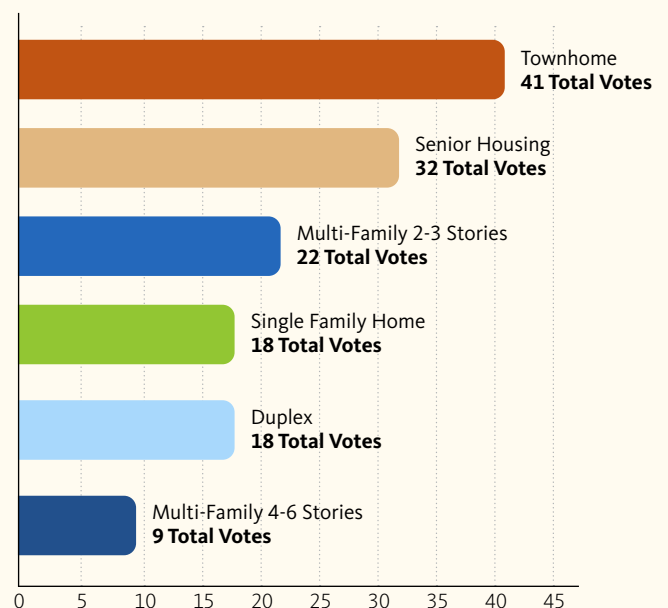


Goal for Development
Preserve cultural and economic diversity for the future

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



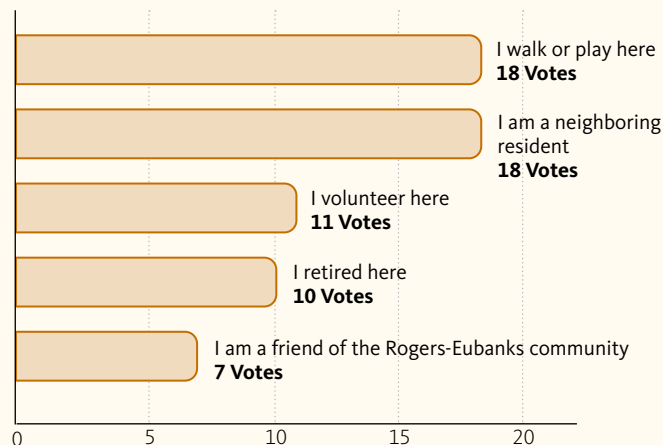
Goal for Development

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

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

"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

"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 were established to be the cornerstone for the design of the Greene Tract Master Plan. As the community engagement consultant team, Gensler and VHB worked closely with Thomas & Hutton to ensure the community's vision was 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



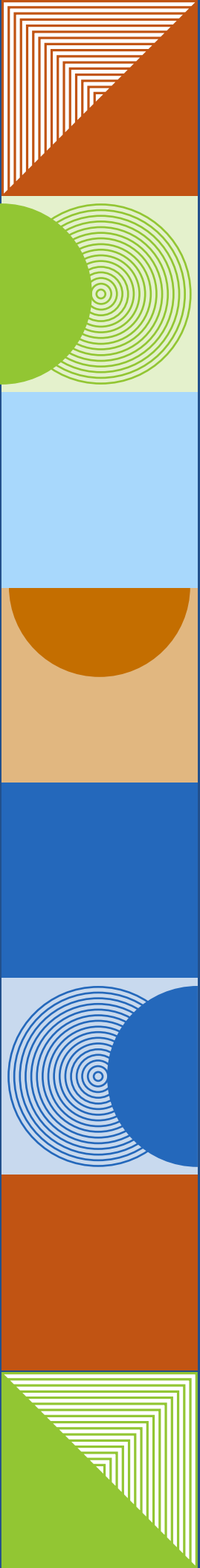
Minimize the impact of roads and development on the natural ecosystem within the preserve area.

07



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

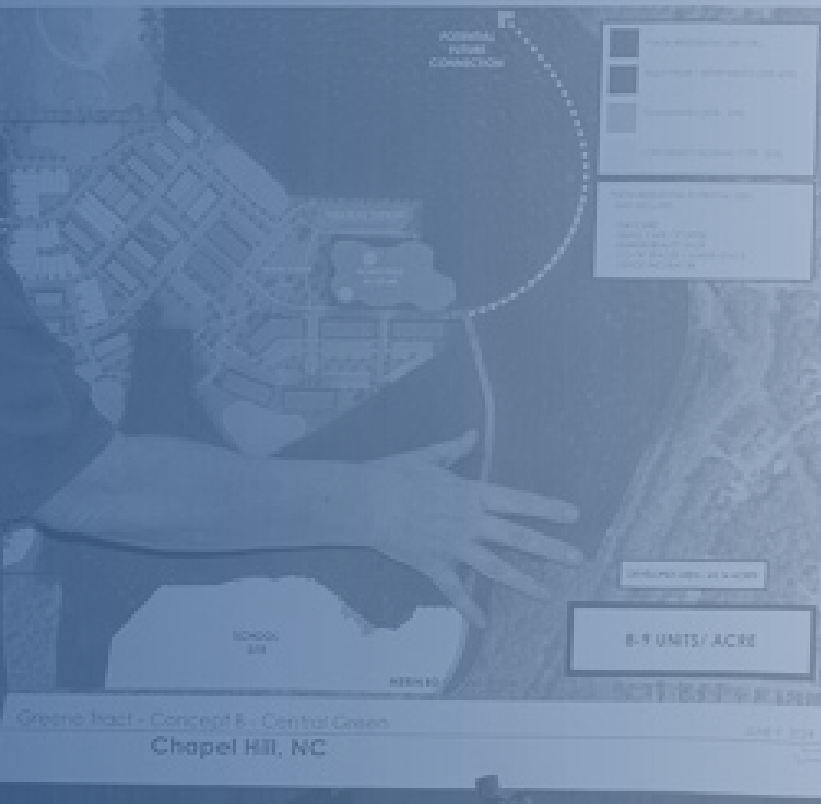
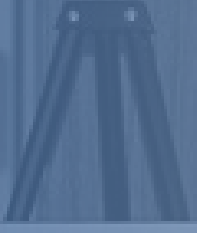
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Greene Tract Master Plan Community Engagement

Conceptual Master Planning Process





Greene Tract Conceptual 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.

These concept plans were a critical step toward developing a final Conceptual 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 Conceptual Master Plan

From Concept Plans to Conceptual 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 incorporated all eight of the Guiding Principles and where there was room for improvement. This feedback provided a sense of the community’s agreement with the initial direction, which Thomas & Hutton used to develop a refined Conceptual Master Plan that best addresses community needs.

A Conceptual 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.

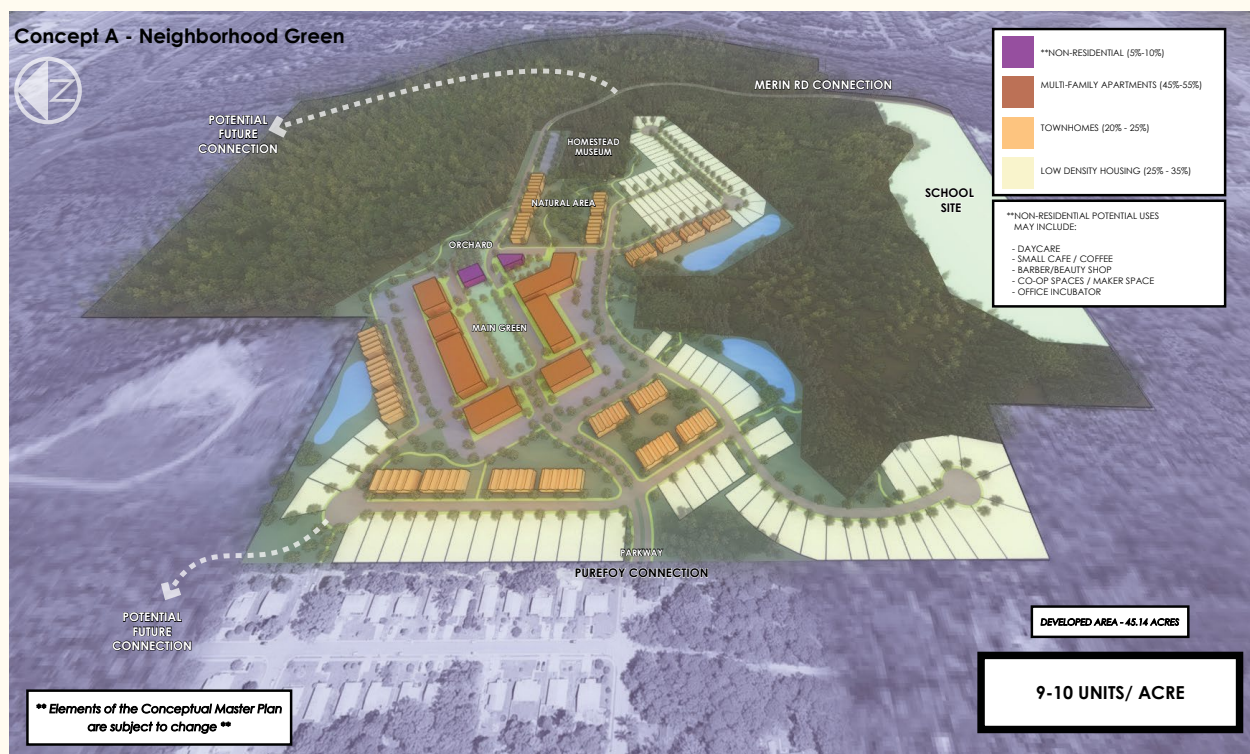
A Conceptual Master Plan is not:

- 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 24 to July 9.

Greene Tract Concept Plans

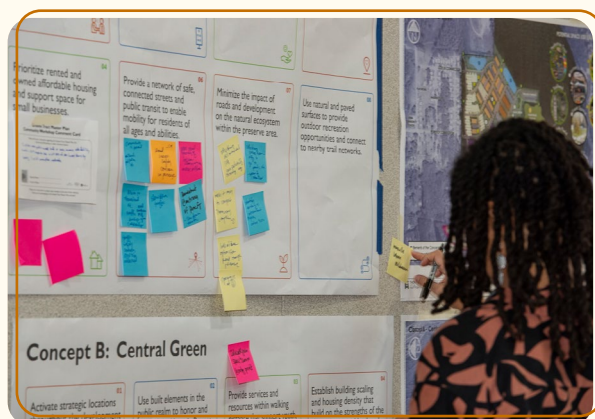
Concept A: Neighborhood Green





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.

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

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.

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

Refining the Design

Greene Tract Conceptual Master Plan



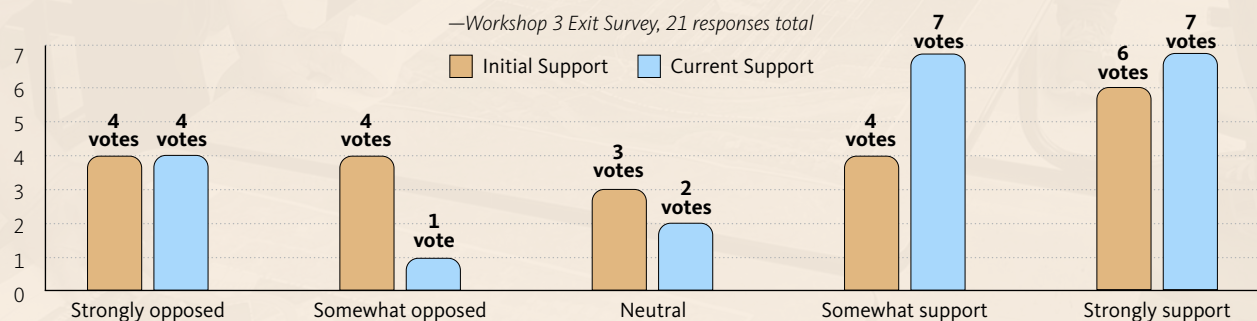
After Workshop 2, Gensler and VHB worked to summarize and document the community's feedback on both Concepts A (Neighborhood Green) and B (Central Green). Thomas & Hutton used this information to develop a refined Conceptual Master Plan that blends elements from both concepts to bring the community's vision for the Greene Tract to life.

Over 150 members from the community were involved in the process of shaping the Greene Tract's future, and as a result, the Conceptual Master Plan gained significant support from participants at Workshop 3. Before leaving the event, attendees answered two questions:

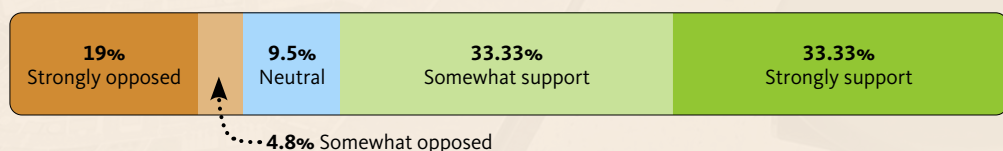
1. How would you rate your support for the Greene Tract Master Plan project at the beginning of this process?
2. How would you rate your support for the Greene Tract Conceptual Master Plan today?

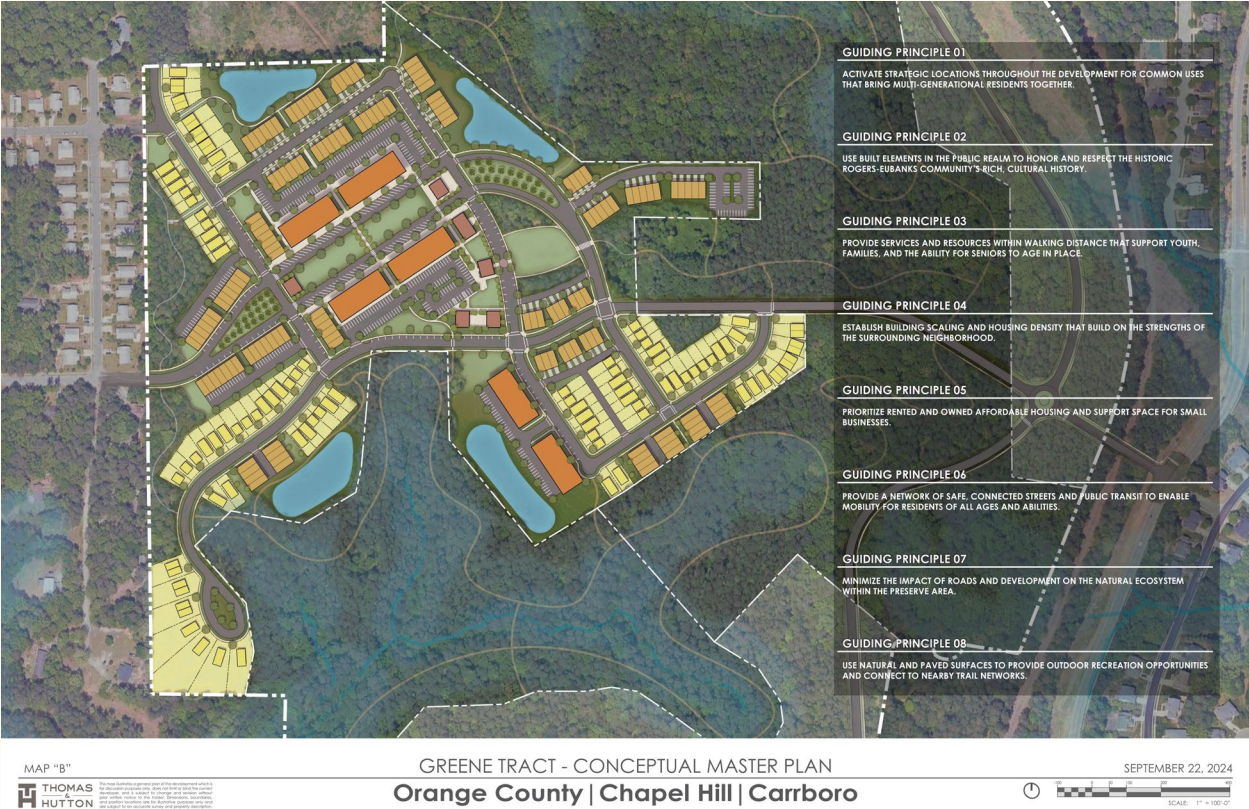
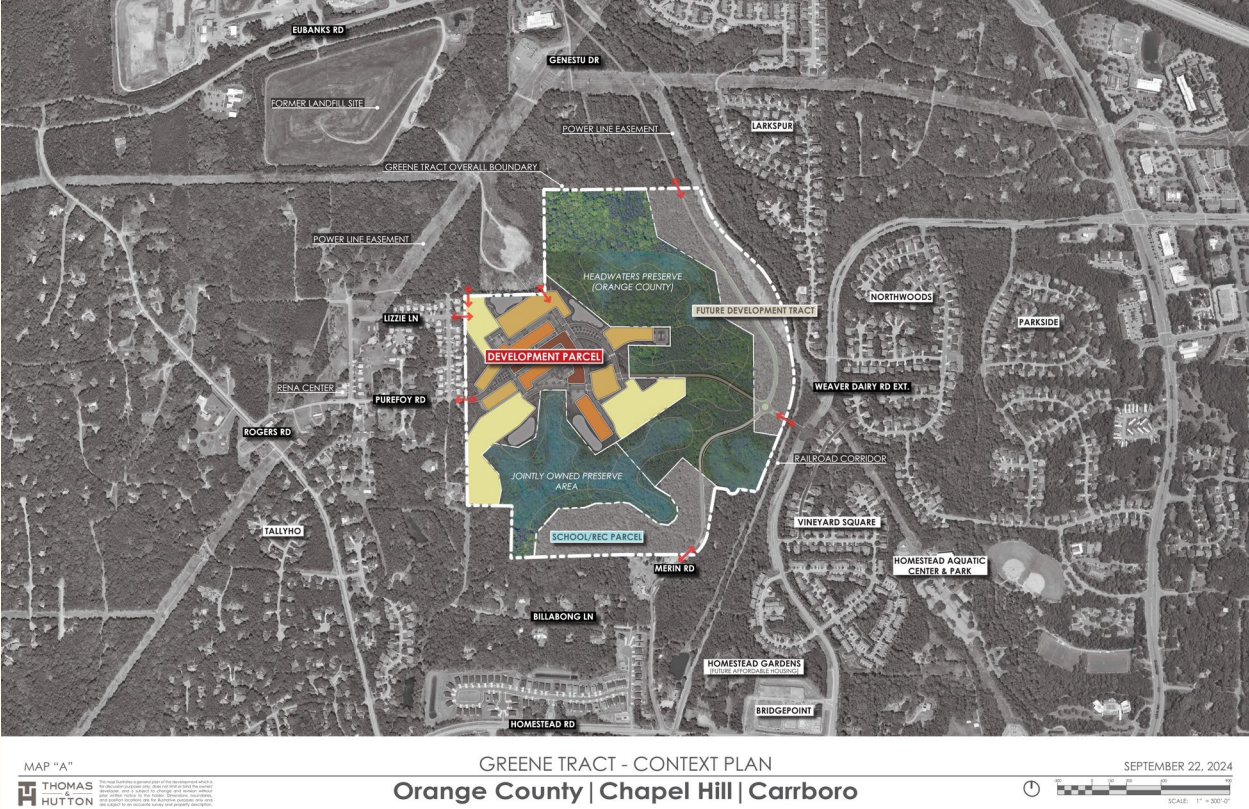
Being invited to participate in the engagement process and having opportunities to provide input on the design seem to have contributed to many positive shifts in perspectives and, ultimately, the creation of a community-supported Conceptual Master Plan.

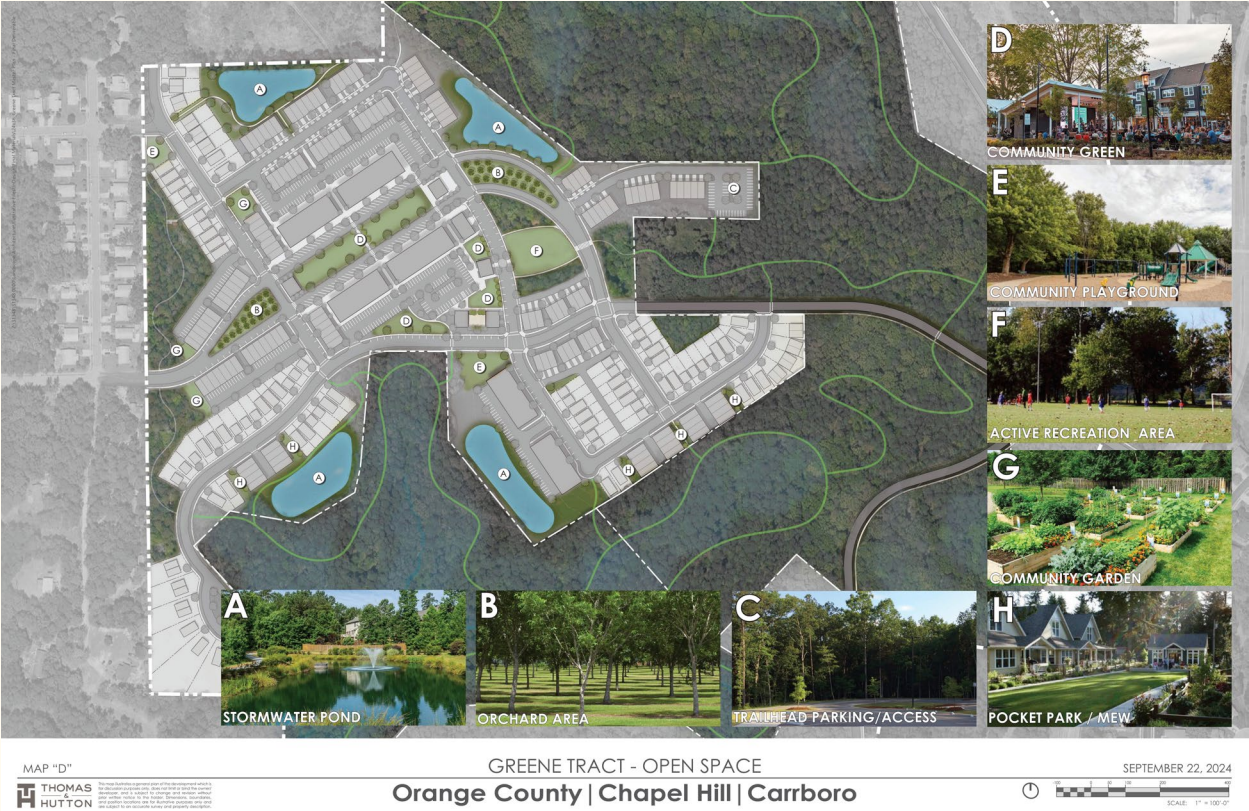
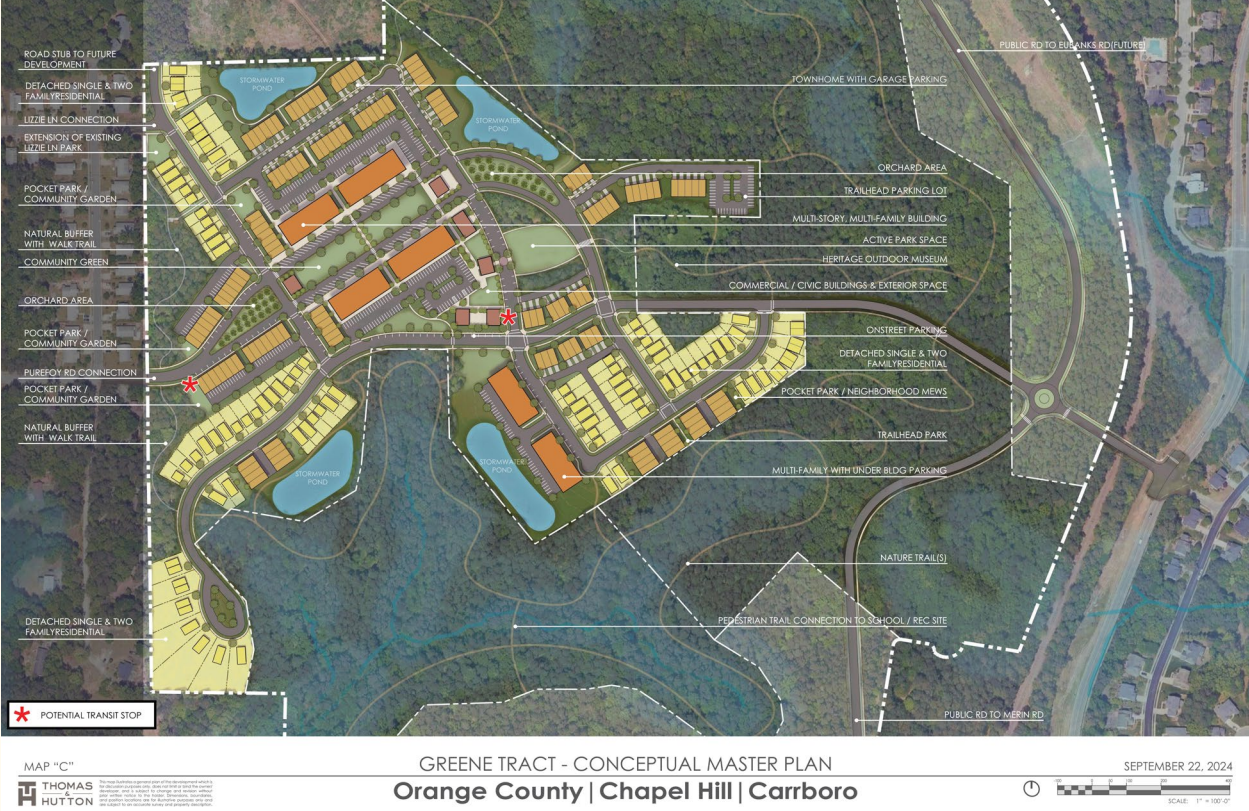
Levels of Support for the Conceptual Master Plan

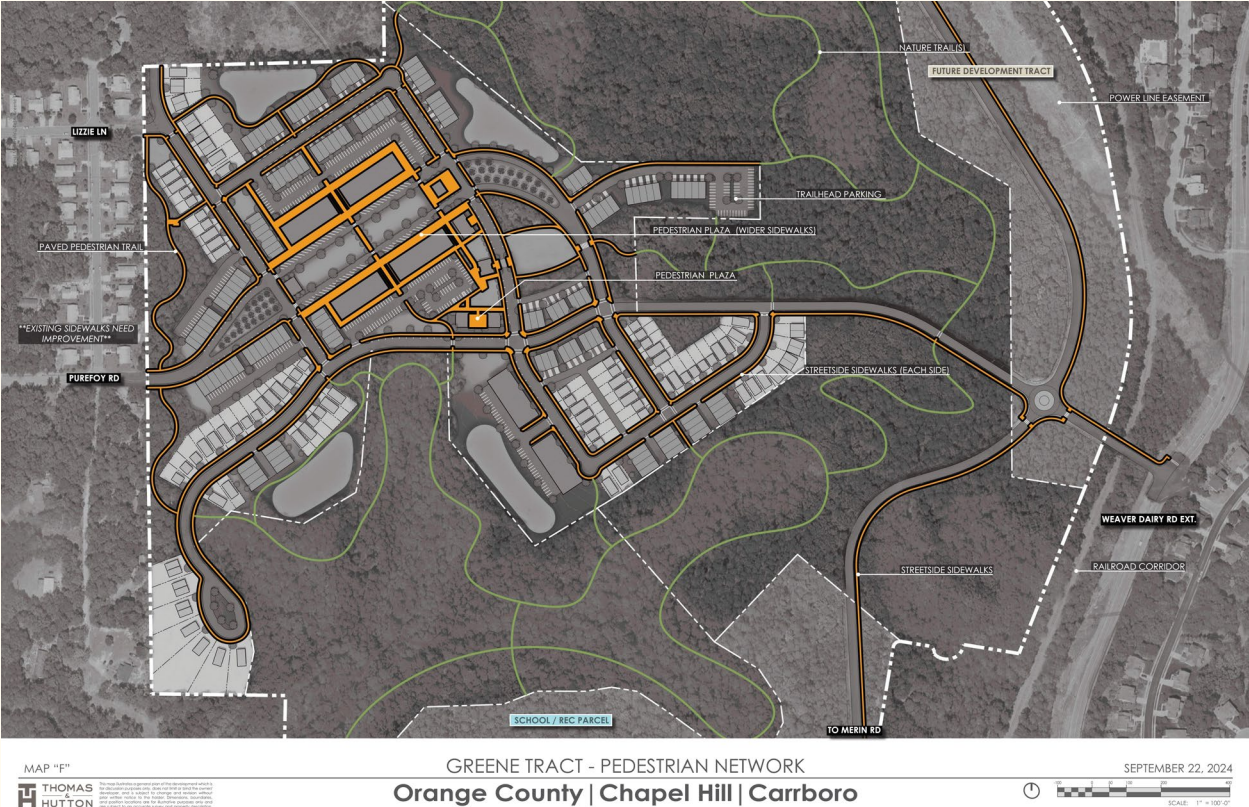
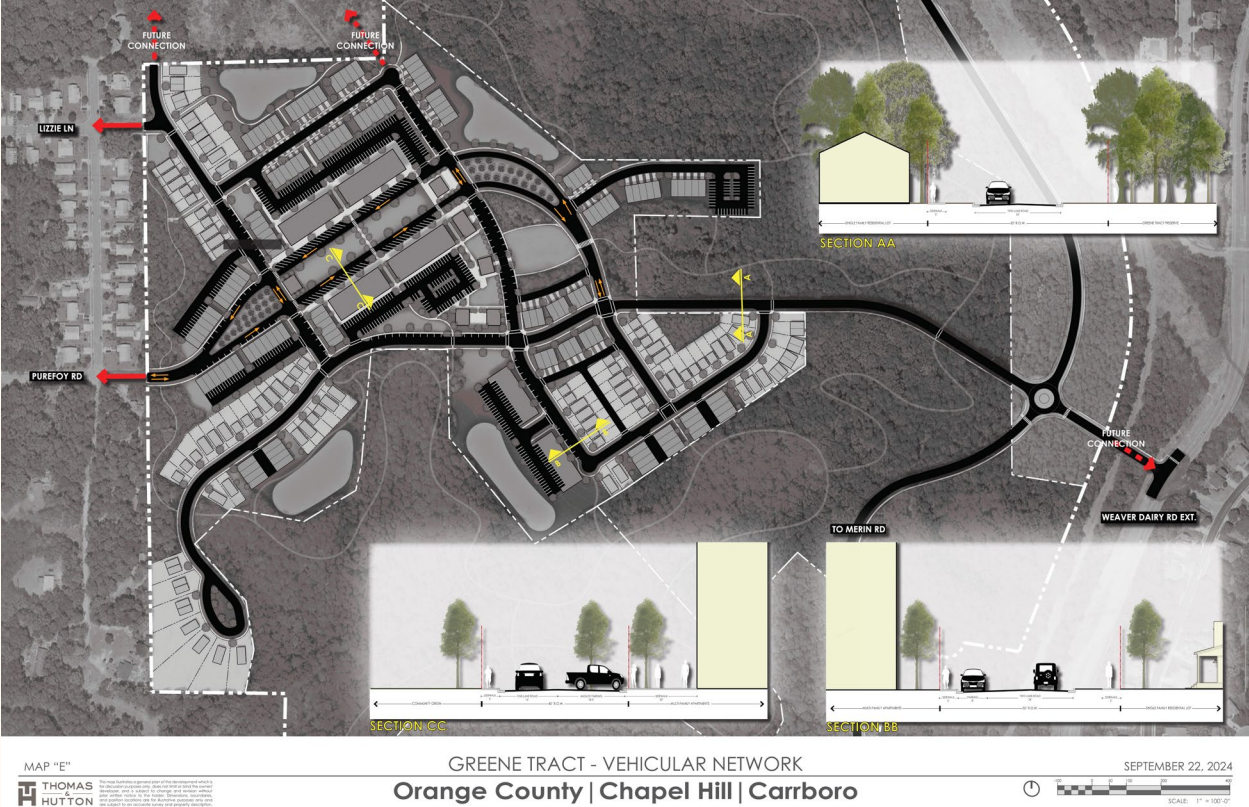


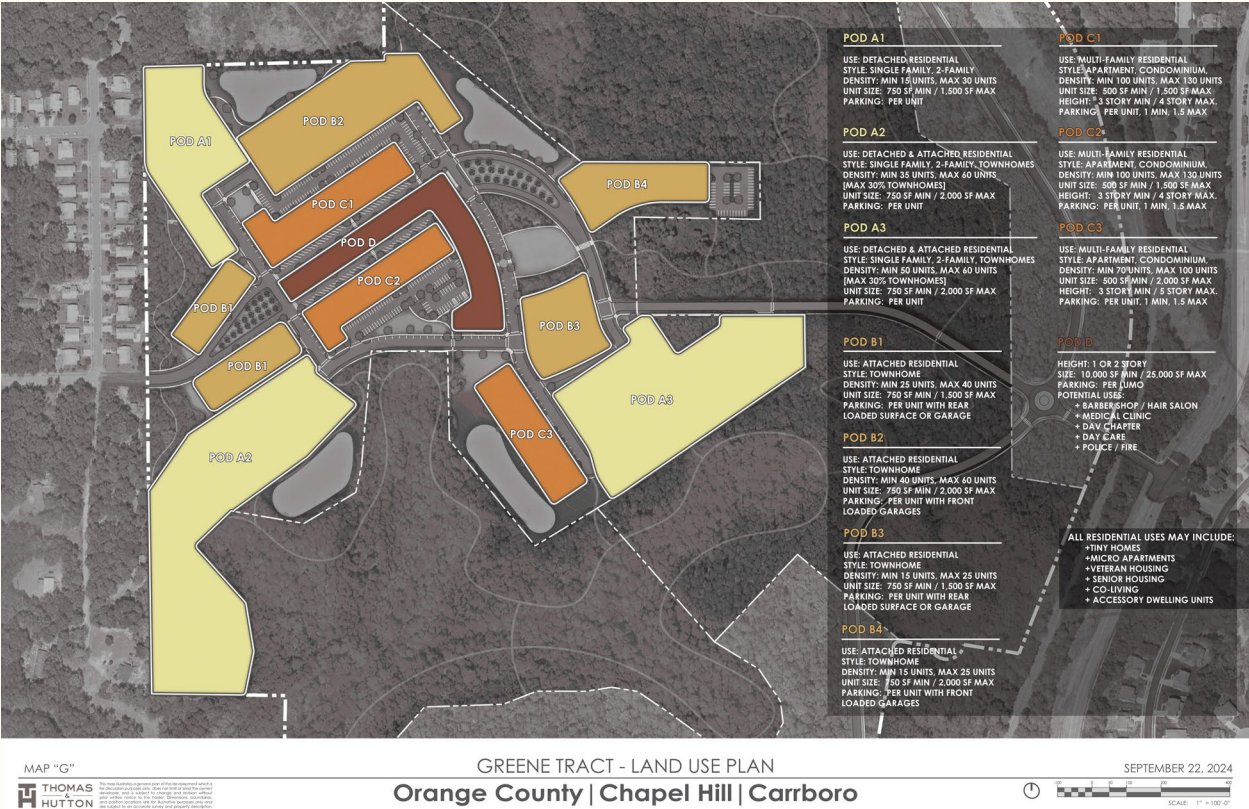
Current levels of support are as follows:

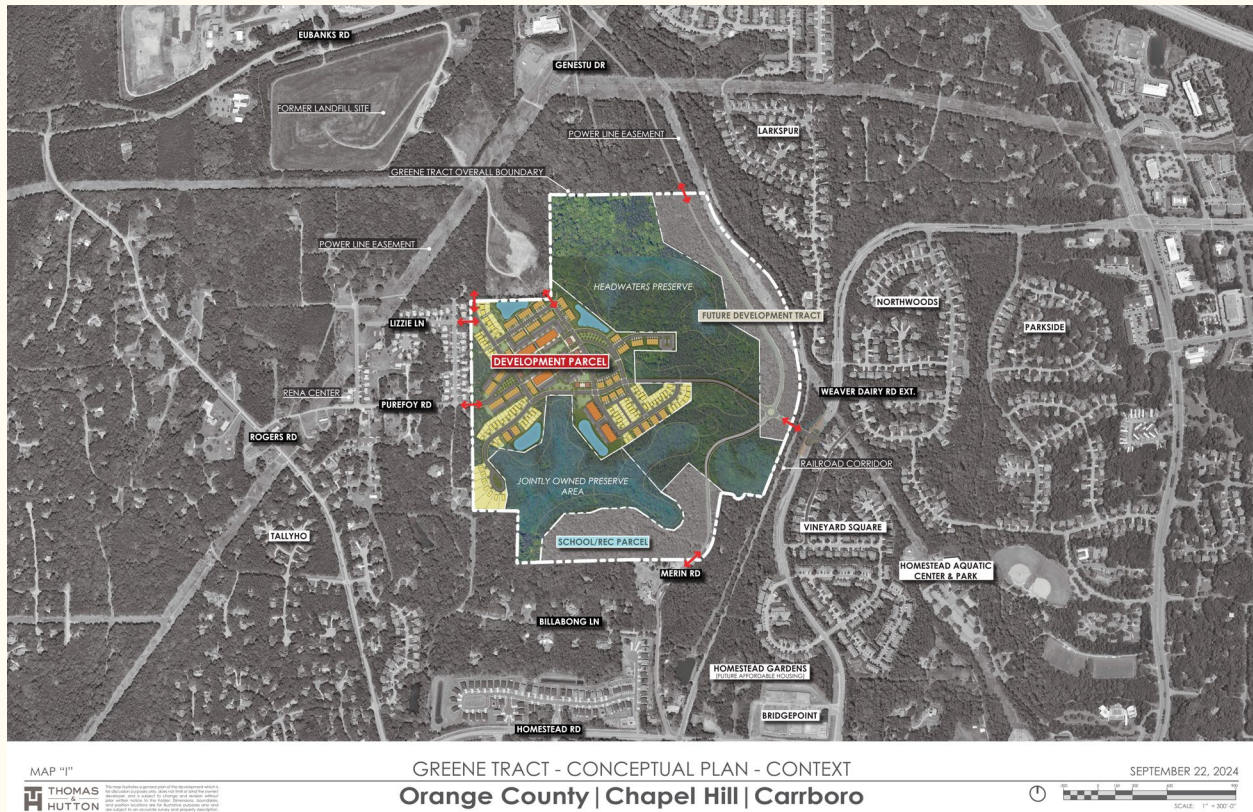




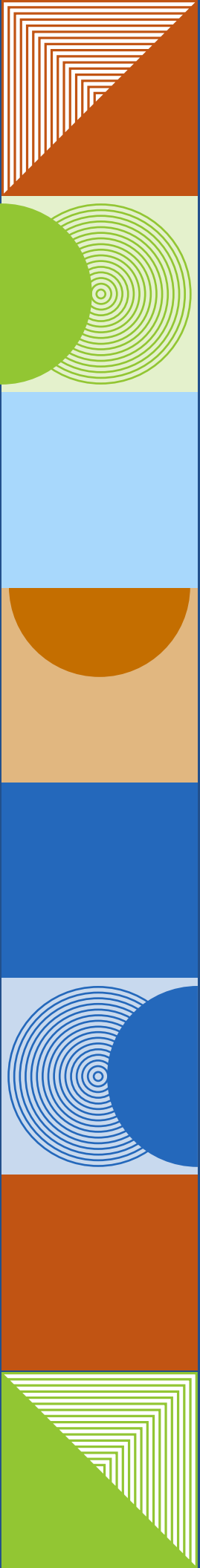








Greene Tract Conceptual Master Plan drawings created by Thomas & Hutton. To view these drawings in full screen, visit Orange County's Greene Tract web page at <https://www.orangecountync.gov/3070/Greene-Tract> or click [here](#).



Greene Tract Master Plan Community Engagement

Recommendations for Future Outreach & Engagement



Continuing Engagement

Recommendations for the Towns & County



Though the 2024 effort has concluded, community engagement for the Greene Tract Master Plan is far from over. Orange County, the Town of Chapel Hill, and the Town of Carrboro will continue engaging with the public throughout the financial analysis, zoning approval process, and beyond. An anticipated timeline and next steps have been outlined for the next few years.



Using community suggestions and lessons learned from the engagement activities this year, Gensler and VHB developed a set of five recommendations to ensure outreach and engagement is successful during these upcoming phases.

01

Expand the frequently asked questions (FAQs) on the Greene Tract web page to address updated development questions and concerns.

Why?

- During all three community workshops in the Conceptual Master Plan phase, the community was able to weigh in on a variety of general development topics such as the connectivity framework, general use types, conceptual locations, and vision.
- However, consistent questions arose around more specific development topics (listed at right).
- Having answers in a centralized location on the Greene Tract web page would increase transparency in communications and ensure the community has access, even if they do not attend events in person.
- Providing answers in advance could also help alleviate concerns, thus allowing the community to be fully engaged at future events.

Topics to Consider

Merin Road Connection

Crossing the Railroad

Project Timeline/Next Steps

Commercial Use

Affordability Thresholds

Financial Feasibility

Accessibility for Existing Residents

School/Recreation Site

Development Partnerships

02

Continue to partner with local community organizations to guide the outreach and engagement process.

Why?

- Local community organizations are trusted groups of people with local expertise and many connections to families and individuals in the area.
- Along with yard signs and banners, word of mouth and community organizations were identified at Workshop 3 as two of the most effective communication channels for spreading the word about events.
- Members of the Engagement Team who represented the community were vital in the development and delivery of outreach and engagement materials. They provided feedback that helped simplify activities and language to be accessible for a wide range of people, regardless of age or ability. By partnering with these individuals in future phases, the community will undoubtedly stay informed and involved.

Workshop Participation Summary

—Workshop 1, 2, and 3 attendance data

	Workshop 1	Workshop 2	Workshop 3
Number of people who registered	54	19	20
Number of people who attended	77	53	25

- Attendance across all three workshops decreased as the project progressed, but repeat attendees included recognizable, well-respected community leaders. Based on this data and follow-up conversations with the Engagement Team, it seems the community has informally selected “advocates” to represent their perspectives and communicate back important information to those unable to personally attend.

03

Maintain a wide variety of communication methods when sharing project updates and upcoming engagement opportunities.

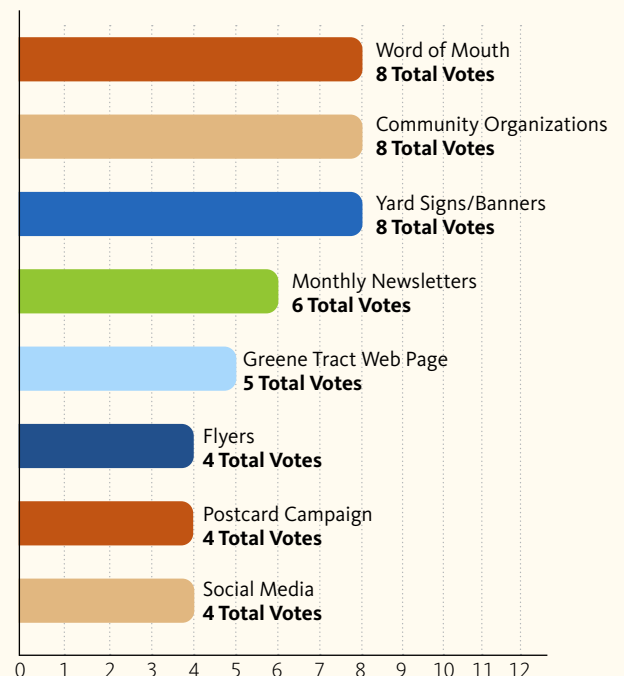
Why?

- Although word of mouth, community organizations, and yard signs and banners were the most effective at spreading the word about the workshops, it is important to note that all methods of communications used reached multiple people—there were no categories with zero votes.
- Everyone prefers to receive information differently; some want to be told firsthand, some rely on digital resources, and others stumble upon details as they travel.
- Continuing to provide many different forms of communication will ensure outreach is being extended to as many community members as possible.
- One Workshop 3 attendee suggested expanding the email list to all local residents to spread the word and invite even more participation.

Most Effective Communication Methods

—Workshop 3: Arrival Poster

Each attendee was asked how they heard about the Greene Tract community workshops. They were able to place as many votes as they liked under the communication methods they found most effective for the project/these events.



04

Take care to plan engagement events that align with the community’s availability and respect each attendee’s valuable time.

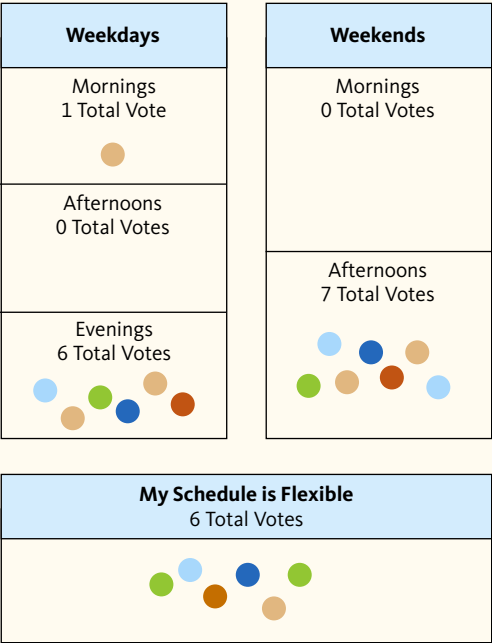
Why?

- When asked which days and times work best for them to attend future engagements, weekday evenings and weekend afternoons received the most votes from Workshop 3 attendees. A number of them, though, did not have a preference and communicated their flexible schedule.
- Aligning events with the most suitable times will maximize attendance; avoid planning events that overlap with the work or school day, recurring commitments like church services, or other local events.
- A key lesson learned during this process is that each and every community member’s time is valuable. Dedicating their personal time to help develop the project is no small feat, so it is critical to start each event on time rather than incorporating a buffer for others who may arrive late.

Best Days & Times for Future Engagements

—Workshop 3: Exit Poster

Attendees were asked to place a dot to indicate a vote under the provided days and time frames that work best with their schedules. They could place multiple dots if desired; in total, 20 votes were cast.



05

Provide asynchronous and/or digital feedback opportunities in addition to in-person scheduled events.

Why?

- Even with careful planning and scheduling, it is inevitable that some community members will not be able to attend in-person events. However, they may still be very interested in the content covered and have valuable feedback to share.
- A wide variety of personality types and comfort levels exist within the community, meaning some event attendees may prefer to anonymously submit their thoughts over voicing them to a large group.
- Following Workshop 2, a digital survey form was published alongside the initial concept plans on the Greene Tract web page. This allowed people to provide their feedback even if they were not present at the event, or if they simply preferred to share their thoughts after evaluating the content on their own.

Community Recommendations

—Workshop 3: Exit Poster

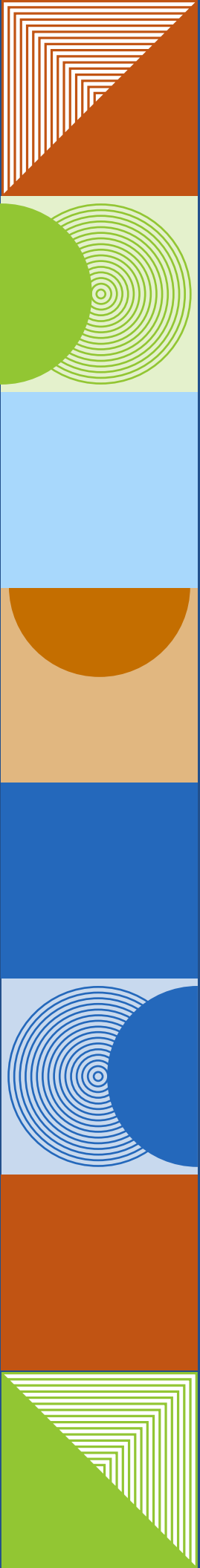
Prior to departure, attendees had an opportunity to provide feedback to the Towns and County to help make future events accessible, welcoming, and engaging. Many responses were about additional feedback opportunities.

Offer multiple ways
for people to join

Provide digital
feedback methods

Gather feedback in
advance with a survey

Post virtual project
updates



Greene Tract Master Plan Community Engagement

Appendix

Stakeholder Interview Findings

Workshop 1 Findings

Phoenix Place Focus Group Findings

Workshop 2 Findings

Workshop 3 Findings

Disclaimers & Thank Yous

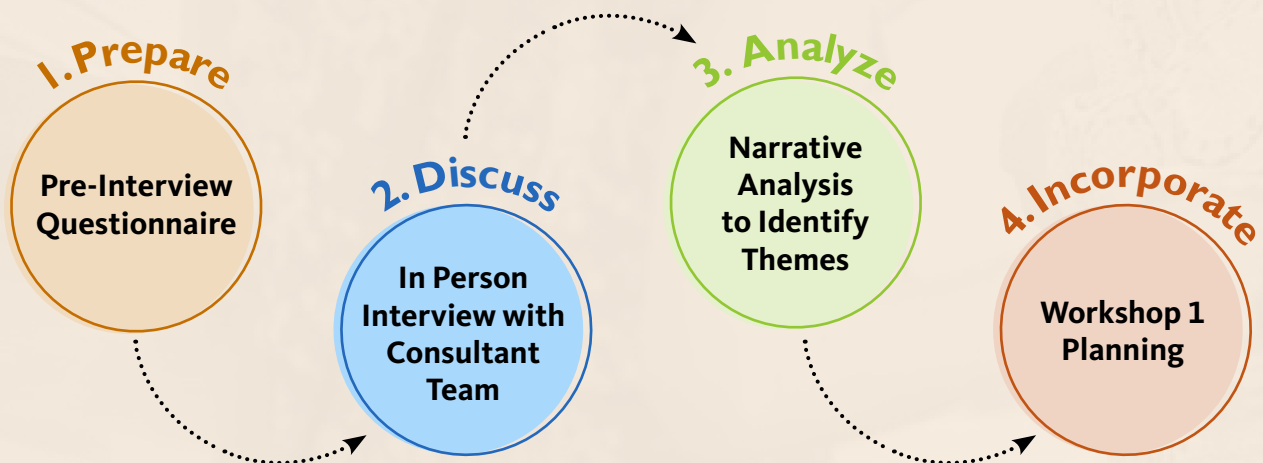
Stakeholder Interviews

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.





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.





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.

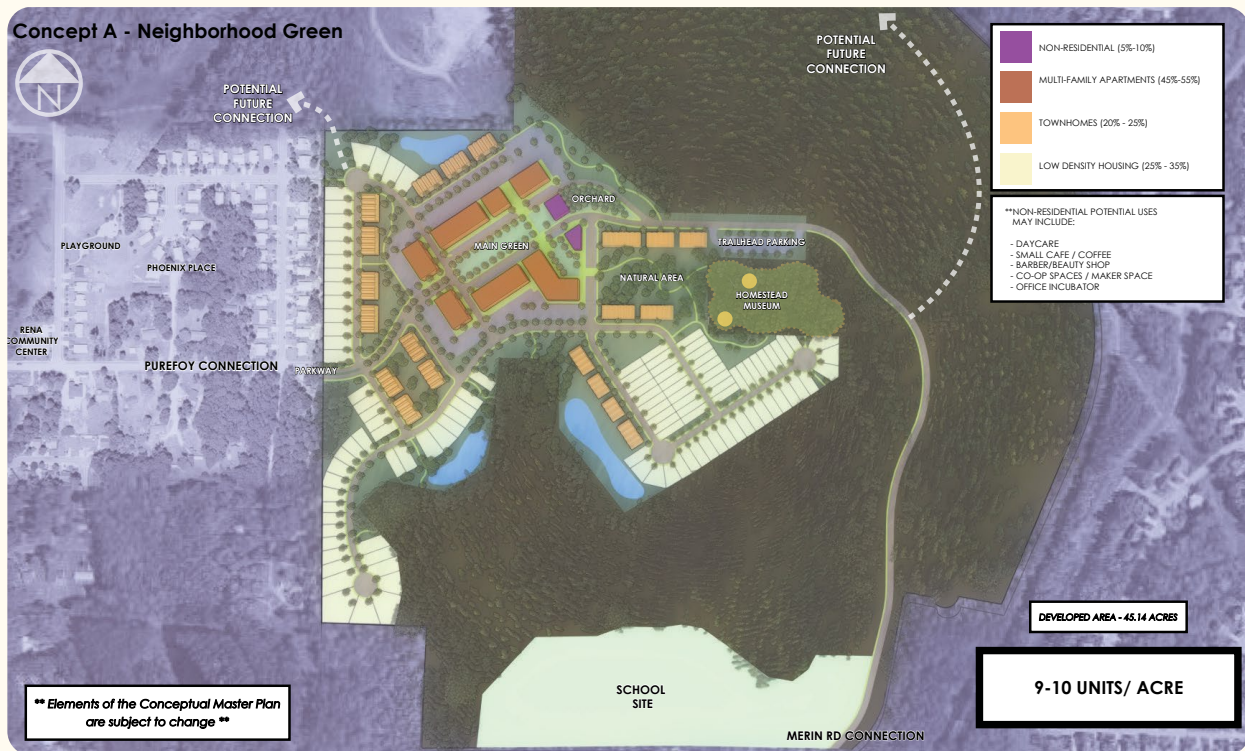
Many comments made by the community applied to both concept plans; these are captured to the right. Feedback on the individual plans is captured on the next spread (pages 52 and 53); the plans are provided for reference.



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.

Workshop 3

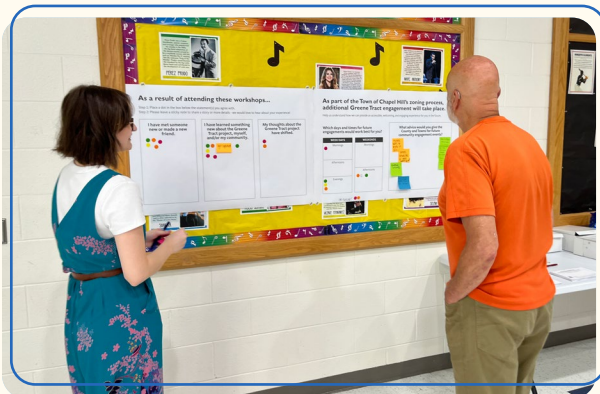
Master Plan Presentation & Open House



On Sunday September 22, 2024 at Morris Grove Elementary School, the final 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 presentation, open house stations, and exit activities. Gensler, VHB, and Thomas & Hutton facilitated the engagement with objectives including:

- Communicate how community feedback has been incorporated into the updated Conceptual Master Plan
- Gather and document community reactions to the Greene Tract Conceptual Master Plan created by Thomas & Hutton
- Reinforce where we are today and next steps in the process, including milestones before adopting a Master Plan

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, 20 community members registered to attend and a total of 25 were present day-of.





Workshop 3

Key Findings



The following raw findings directly capture what Gensler, VHB, and Thomas & Hutton heard and/or learned throughout Workshop 3. These findings, along with follow-up discussions with the Greene Tract Engagement Team, were used to develop a set of recommendations for future outreach and engagement in the next stages of the project.



Arrival Posters

- Approximately 44% of participants attended all three workshops this year.
- Two of the three workshops were attended by roughly 15% of Workshop 3 participants.
- Workshop 3 was the first workshop for about 30% of participants.
- Word of mouth, community organizations, and yard signs and banners were the most common ways to learn about the workshops.
- Flyers, postcard campaign, and social media were the least common ways to learn about the workshops.



Exit Activities

- The most suitable times for participants to attend future engagement events are weekday evenings and weekend afternoons, though many indicated they are flexible on day and time.
- As a result of attending the workshops, ~33% of attendees met someone new or made a friend and 44% learned something new about themselves, the project, or their community.
- Attendees recommended adding asynchronous and virtual feedback opportunities, extending the mailing list to a broader population, and exploring alternate venues for future engagement events.



Open House Stations: Conceptual Master Plan Feedback

- Many attendees generally agreed the plan is workable and could become an example for other developments in the future. Conceptual Master Plan levels of support breakdown (21 participants):
 - ~66.7% are supportive
 - ~9.5% are neutral
 - ~23.8% are opposed
- A variety of questions came up regarding:
 - Financial feasibility of the project
 - Future of the school/recreation site
 - Sustainable energy sources and resiliency strategies
 - Property taxes
 - Property management
 - Specific sub-use types for housing (starter homes for millennials and younger generations, senior housing, housing for people transitioning out of homelessness, etc.)
 - Impact of development on public transit
- Connectivity is still a priority; attendees appreciated the trail network and noted the importance of a road to Eubanks Road, but some felt the proposed network was too dependent on vehicles. Additionally, accessibility for all residents, including seniors, should be considered when placing bus stops and designing sidewalks.
- The incorporation of different types of housing was well received, but concerns about the mix of market rate and affordable housing, levels of affordability, and density continue.
- Some attendees felt the Conceptual Master Plan should include denser housing, while others noted there may be too many units.
- Many attendees voiced a desire to see more environmental preservation.
- The community is interested in seeing native plants incorporated into the landscaping throughout the development.
- Attendees recommended adding recreational facilities for teens and creating flexible commercial space that can be used for small businesses/incubators.
- Residents would like to see long-lasting buildings made of quality materials.

155 Workshop attendees completed the sign-in sheet.

[illegible]

80
Attendees
completed the
Greene Tract
Community
Workshop crowd
release form.

Community Workshops - Crowd Release Form

Launch Workshop

Sunday, April 14th, 2024

2:00 pm – 5:00 pm

Morris Grove Elementary School

215 Eubanks Rd, Chapel Hill, NC 27516

Plan Workshop

Sunday, June 9th, 2024

2:00 pm – 5:00 pm

Morris Grove Elementary School

215 Eubanks Rd, Chapel Hill, NC 27516

I, _____, hereby grant permission to Orange County, the Town of Chapel Hill, the Town of Carrboro, Gensler, VHB, and Thomas & Hutton to use my image, likeness, and/or voice in photographs, videos, and audio recordings captured during the Greene Tract community workshops. I understand and agree to the following terms:

- Release of Rights:** I hereby release Orange County, the Town of Chapel Hill, the Town of Carrboro, Gensler, VHB, Thomas & Hutton, and their affiliates, agents, employees, and volunteers from any and all claims, demands, or liabilities arising out of or related to the use of my image, likeness, and/or voice as described herein.
- Usage Rights:** I understand my image, likeness, and/or voice may be used for promotional, marketing, or informational purposes related to Orange County, the Town of Chapel Hill, the Town of Carrboro, Gensler, VHB, Thomas & Hutton and the Greene Tract community workshops, including but not limited to, print materials, online publications, social media, and press releases.
- No Compensation:** I acknowledge that I will not receive any compensation, financial or otherwise for the use of my image, likeness, and/or voice as described herein.
- No Obligation:** I understand that Orange County, the Town of Chapel Hill, the Town of Carrboro, Gensler, VHB, Thomas & Hutton are under no obligation to use my image, likeness, and/or voice in any materials or publications.
- Ownership:** I agree that Orange County, the Town of Chapel Hill, the Town of Carrboro, Gensler, VHB, Thomas & Hutton retain all rights, title, and interest in any photographs, videos, or audio recordings captured during the Greene Tract community workshops.
- Minors:** If the participant is under the age of 18, I certify that I am the parent/legal guardian of the minor named above and have the authority to grant permission for the use of their image, likeness, and/or voice as described herein.

Signature: _____

Printed Name: _____

Date: _____

Contact Information

Phone Number: _____

Email Address: _____

Supporting Materials

Disclaimers & Thank Yous



Upon arrival at all three workshops, 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 at Workshops 1 and 2 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 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.

