

# GREENE TRACT PROJECT UPDATE

Planning for the future of our community, *together.*



## WHAT IS THE MASTER PLANNING PROJECT?

In January, Orange County, the Town of Chapel Hill, and the Town of Carrboro 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

## 2024 ENGAGEMENT RECAP

After kicking off the Greene Tract Master Plan community engagement process in January, Gensler and VHB worked alongside the Engagement Team and design consultant Thomas & Hutton to deliver a variety of workshops, interviews, and a focus group with key community stakeholders. These engagements were designed to collect and document the community’s vision for the Greene Tract, share back progress on the design, and create opportunities for feedback on the Conceptual Master Plan. Check out a summary of this process below!



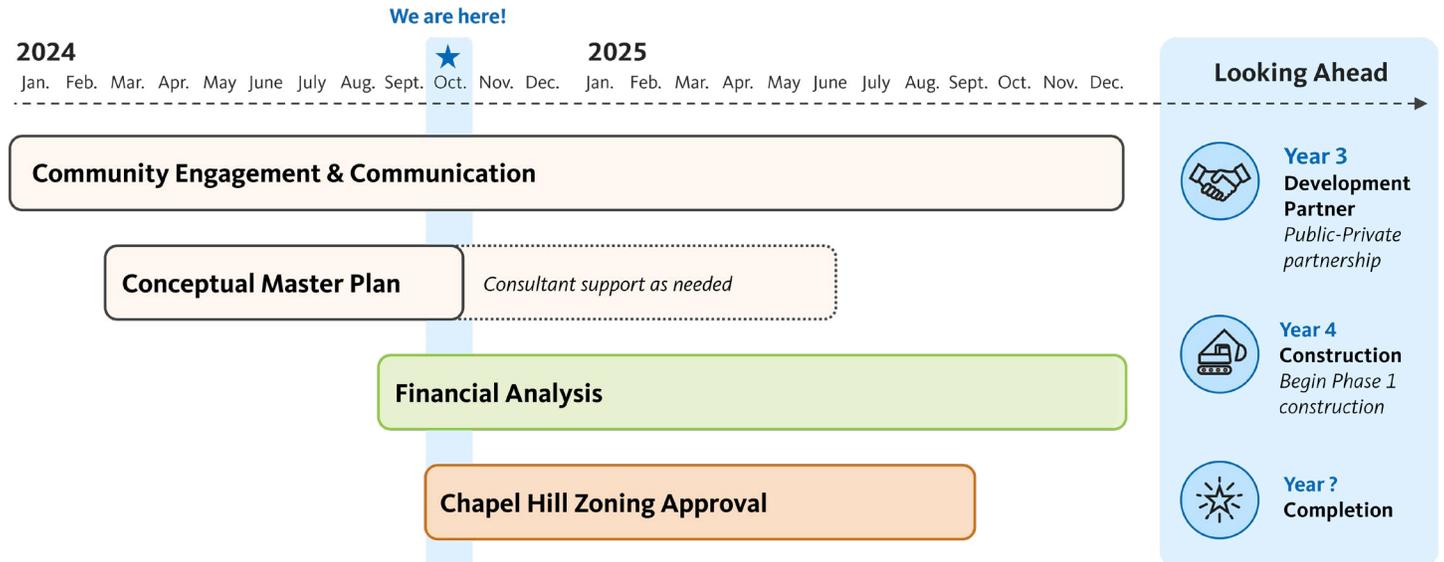
## ADDITIONAL OUTREACH & PLANNING INCLUDED...

- Banners, yard signs, flyers, and postcards to spread the word about engagement events
- Monthly newsletters with project updates and event summaries
- Community Engagement Report, which documents the process, key findings, and outcomes from the 2024 engagement events

You can read the final Community Engagement Report on Orange County’s website [here](#).

# ANTICIPATED TIMELINE & NEXT STEPS

Community engagement for the Greene Tract Master Plan is far from over—Orange County and the Towns of Chapel Hill and Carrboro will continue engaging with the public throughout the financial feasibility analysis, zoning approval process, and beyond. Here’s a look at the anticipated timeline and next steps:



A variety of general development topics were discussed during the Conceptual Master Plan phase:

- Connectivity framework (roads & pedestrian)
- General use types, general locations of use types, and numeric range of use types
- Conceptual Stormwater Control Measure (SCM) locations
- Conceptual utility locations
- Collection of community ideas to be used in future phases

## DEVELOPMENT TOPICS FOR FUTURE PHASES

There are several specific topics which community members could provide feedback on in future phases:

- Specific sub-use types (e.g., senior housing, levels of affordability)
- Possible refinements to connectivity framework and general use types
- Location of transit stops, sidewalks, and trails/greenways
- Scale of development (e.g., density, building heights, design guidelines)
- Standards addressing neighboring lands, compatibility, and buffers
- Standards for stormwater control, fire safety, parking, preservation of historical and cultural features, trees/landscaping in developed areas, solid waste management, noise, and lighting
- Soil erosion and sedimentation requirements
- Possible traffic impact analysis, if required
- Mitigation of environmental impacts, if required

**WANT TO LEARN MORE?** For more information on the Greene Tract, its history, the Master Plan process, and upcoming events, visit [www.orangecountync.gov/3070/Greene-Tract](http://www.orangecountync.gov/3070/Greene-Tract)