

# GREENE TRACT PROJECT UPDATE

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



## WHAT IS THE GREENE TRACT MASTER PLAN?

In October 2024, Orange County, the Town of Chapel Hill, and the Town of Carrboro (joint owners of the Greene Tract) approved a Master Plan for the property, after a ten-month process to co-create a shared vision and Master Plan alongside the community.

Historical information is available at:

<https://www.orangecountync.gov/3070/Greene-Tract>

## WHAT'S NEW?

### Town of Chapel Hill Approves Rezoning and Text Amendments to the Land Use Management Ordinance (LUMO)

At the June 18, 2025 Town Council meeting, the Greene Tract was rezoned to HR-X (Historic Rogers Road - Housing and Employment Mixed Use) and companion text amendments to the LUMO were adopted. The rezoning and text amendments will allow "by-right" development of the approved master plan. "By-right" means that Town staff reviews future applications for compliance with the standards in the LUMO and additional zoning approvals by the Town Council should not be necessary.

One of the highlights of the approved text amendments is that a buffer to the existing residential uses adjacent to the Greene Tract must be maintained.

### Ongoing Work

Staff of the three local governments continue to work with staff from the Development Finance Initiative (DFI), part of the UNC School of Government. DFI is conducting a financial feasibility analysis of the approved Master Plan. On-going work and expected next steps include:

- Market Analysis (underway)
- Build upon 2020 Environmental Assessment to complete a "Phase 1 Environmental Site Assessment" and necessary Geotechnical work
- Complete a Traffic Study
- Refine site analysis and master plan, if necessary
- Begin financial modeling