

# CITY OF HIGH POINT

## AGENDA ITEM



**Title:** Zoning Map Amendment 21-38  
(Susan Wilson)

**From:** Chris Andrews,  
Interim Planning and Development Director

**Meeting Date:** March 21, 2022

**Public Hearing:** Yes

**Advertising Date:** March 9, 2022, and  
March 16, 2022

**Attachments:** A. Staff Report  
B. Zoning Ordinance

**Advertised By:** Planning & Development

### **PURPOSE:**

A request by Susan Wilson to rezone approximately 1.45 acres from the Heavy Industrial (HI) District to the Central Business (CB) District. The site is located at the southwest corner of S. Elm Street and W. Russell Avenue.

### **BACKGROUND:**

The Planning and Zoning Commission reviewed this request at their February 22, 2022 public hearing. All members of the Commission were present except for Mr. Alex Moore and Mr. Mark Walsh. Mr. Herbert Shannon, Senior Planner, presented the case and recommended approval of the request as outlined in the staff report.

### Speaking on the request:

The applicant's representative, Ms. Wendy Fuscoe, Commercial Real Estate Broker for Price Commercial Properties, 410 W. English Road, High Point, spoke in favor of the request. She stated that the zoning site is under contract, subject to obtaining zoning approval, for development of a Market Showroom facility.

### **BUDGET IMPACT:**

There is no budget impact.

### **RECOMMENDATION / ACTION REQUESTED:**

A. Staff Recommendation

Staff recommended **approval** of this request as outlined in the attached staff report.

B. Planning and Zoning Commission Action

1. The Planning and Zoning Commission recommended **approval** of this request, as recommended by staff, by a vote of 7-0.

2. Consistency and Reasonableness Statements

The Planning and Zoning Commission voted 7-0 to approve the following statement:

That Zoning Map Amendment 21-38 is consistent with the City's adopted policy guidance because the requested CB District is supported by the goals and objectives of the Land Use Plan and the Showroom District designation applied to this area in the Core City Plan. Furthermore, the requested CB District is similar to previous zoning approvals granted in this area.

**CITY OF HIGH POINT  
PLANNING AND DEVELOPMENT DEPARTMENT**

**STAFF REPORT  
ZONING MAP AMENDMENT ZA-21-38  
February 22, 2022**

<b>Request</b>	
<b>Applicant:</b> Susan Ann Wilson (Trustee)	<b>Owner:</b> Susan Ann Wilson Revocable Trust
<b>Zoning Proposal:</b> To rezone approximately 1.47 acres	<b>From: HI</b> Heavy Industrial District
	<b>To: CB</b> Central Business District

<b>Site Information</b>	
<b>Location:</b>	The site is located at the southwest corner of S. Elm Street and W. Russell Avenue (416 & 418 S. Elm Street).
<b>Tax Parcel Number:</b>	Guilford County Tax Parcels 172520 and 172521.
<b>Site Acreage:</b>	Approximately 1.47 acres
<b>Current Land Use:</b>	The site is developed with an approximately 13,100 square foot warehouse.
<b>Physical Characteristics:</b>	The site has no noteworthy physical features.
<b>Water and Sewer Proximity:</b>	An 8-inch City water line and 8-inch City sewer lie adjacent to the site along S. Elm Street and along W. Russell Avenue.
<b>General Drainage and Watershed:</b>	The site is relatively flat and drains in a general southerly direction, and development is subject to the Randleman Lake General Watershed Area (GWA) requirements. Engineered stormwater measures are required for non-residential development with an impervious surface area that exceeds 6% or more of the site.
<b>Overlay District:</b>	Randleman Lake General Watershed Area (Downtown Area)

<b>Adjacent Property Zoning and Current Land Use</b>			
<b>North:</b>	CB	Central Business District	Retail and warehouse use
<b>South:</b>	CB	Central Business District	Multifamily (apartment complex)
<b>East:</b>	CB	Central Business District	Industrial / warehouse use
<b>West:</b>	CB	Central Business District	Market Showroom

<b>Relevant Land Use Policies and Related Zoning History</b>	
<b>Community Growth Vision Statement</b>	This request is neither consistent or inconsistent with the goals and objectives of the Community Growth Vision Statement.
<b>Land Use Plan Map Classification:</b>	The site has a Community/Regional Commercial land use designation. This classification includes a wider range of retail or service uses intended to serve the entire community and nearby regional customers.
<b>Land Use Plan Goals, Objectives &amp; Policies:</b>	This request is neither in conflict with the Land Use Plan's goals and objectives nor does it promote those goals and objectives.

<b>Relevant Area Plan:</b>	<u>Core City Plan</u> The Core City Plan has this area designated as Showroom District which is intended to protect the economic viability of the furniture showrooms. Based upon the importance of the showrooms and the furniture market to the local economy, no restrictions are proposed to control the degree to which showrooms exist in this area.
<b>Zoning History:</b>	The City Council has previously approved zoning applications to expand the CB District along W. Russell Avenue. From 1994 to 2016 there have been approximately eight zoning approvals to establish the CB and CU-CB Districts for properties along W. Russell Avenue, between S. Elm Street and Oak Street.

<b>Transportation Information</b>			
<b>Adjacent Streets:</b>	<b>Name</b>	<b>Classification</b>	<b>Approx. Frontage</b>
	S. Elm Street	Minor Thoroughfare	360 ft.
	W. Russell Avenue	Minor Thoroughfare	100 ft.
<b>Vehicular Access:</b>	Via driveway from S. Elm Street or W. Russell Avenue.		
<b>Traffic Counts:</b> <i>(Average Daily Trips)</i>	S. Elm Street	3,600 AADT (2019NCDOT traffic counts)	
	W. Russell Avenue	2,100 AADT (2019NCDOT traffic counts)	
<b>Estimated Trip Generation:</b>	Not applicable.		
<b>Traffic Impact Analysis (TIA):</b>	<b>Required</b>		<b>TIA Comments</b>
	<u>Yes</u>	<u>No</u> <b>X</b>	
<b>Comments:</b>	The City of High Point Transportation Director and the North Carolina Department of Transportation (NCDOT) shall approve the exact location and design of all access points and improvements.		

<b>School District Comment</b>
Not applicable to this zoning case.

### Details of Proposal

The applicant is requesting rezoning to support development of a market showroom facility. The current HI District zoning is a holdover from when this block was an industrial area lying at the southwestern edge of the downtown area. Since the 1990s multiple zoning requests have been approved to incorporate lands along this block into the downtown commercial district.

### Staff Analysis

The site is surrounded by the CB district and a change in zoning, to match the surrounding district, is supported by the Land Use Plan. Furthermore, this site is within an area that the Core City Plan identifies as Showroom District, which is now synonymous with the CB District.

The request to rezone to the CB District is supported by adopted policy guidance documents as the site is within the Showroom District and surrounded by lands previously rezoned to the CB District. Section 2.4.20.C. of the Development Ordinance states that the advisability of a zoning map

amendment is a matter committed to the legislative discretion of the City Council and is not controlled by any one factor. In determining whether to adopt or deny a proposed zoning map amendment, the City Council shall weigh the relevance of and consider the following:

**Consistency with Adopted Policy Guidance**

Whether and the extent to which the proposed zoning map amendment is appropriate for its proposed location, and is consistent with the City's adopted policy guidance.

**The requested CB District is supported by the goals and objectives of the Land Use Plan and the Showroom District designation applied to this area in the Core City Plan.**

**Reasonableness/Public Interest:**

Why a decision to approve, or to deny, the proposed zoning map amendment would be reasonable and in the public interest.

**The requested CB District is similar to previous zoning approvals granted in this area.**

**Recommendation**

**Staff Recommends Approval:**

The Planning and Development Department recommends approval of the request to rezone these two parcels, totaling 1.47 acres, to the CB District. The zoning site is surround by lands previously zoned to the CB District and is consistent with land use policy established by the Core City Plan.

**Required Action**

**Planning and Zoning Commission:**

The NC General Statutes require that the Planning and Zoning Commission place in the official record a statement of consistency with the City's adopted plans when making its recommendation. This may be accomplished by adopting the statements in the Staff Analysis section of this report or by adopting its own statement.

**City Council:**

The NC General Statutes require that the City Council also place in the official record a statement of consistency with the City's adopted plans, and explain why the action taken is considered to be reasonable and in the public interest when rendering its decision in this case. This may be accomplished by adopting the statements in the Staff Analysis section of this report or by adopting its own statement.

**Report Preparation**

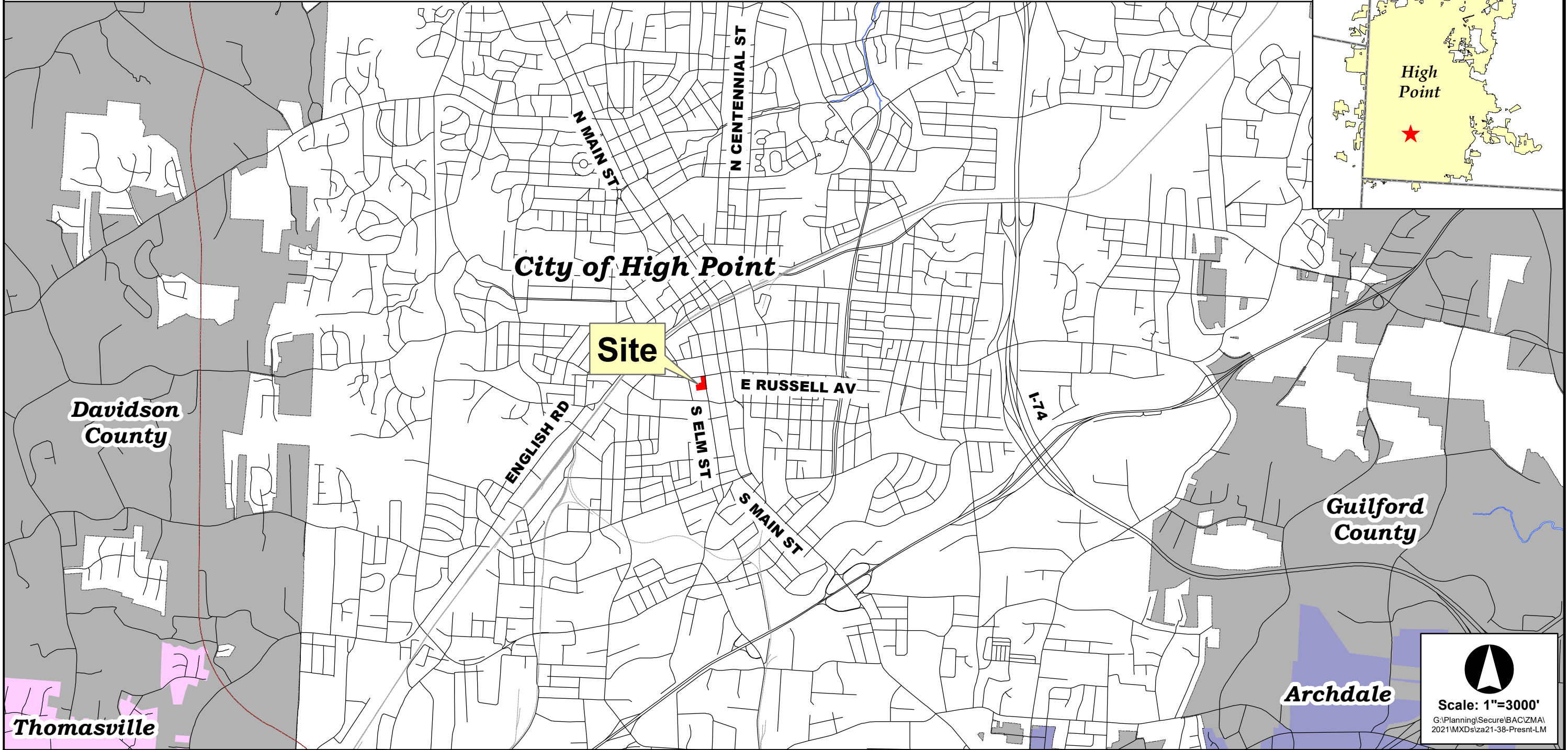
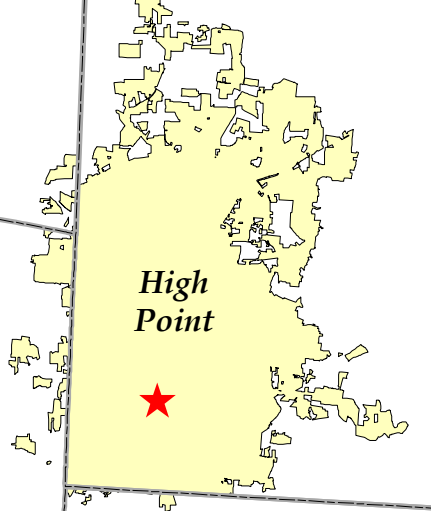
This report was prepared by Planning and Development Department staff member Herbert Shannon Jr. AICP, Senior Planner and reviewed by Chris Andrews AICP, Interim Planning and Development Director.

# LOCATION MAP

ZONING MAP AMENDMENT ZA-20-38

Applicant: Susan Wilson

## Vicinity Map



Davidson County

Guilford County

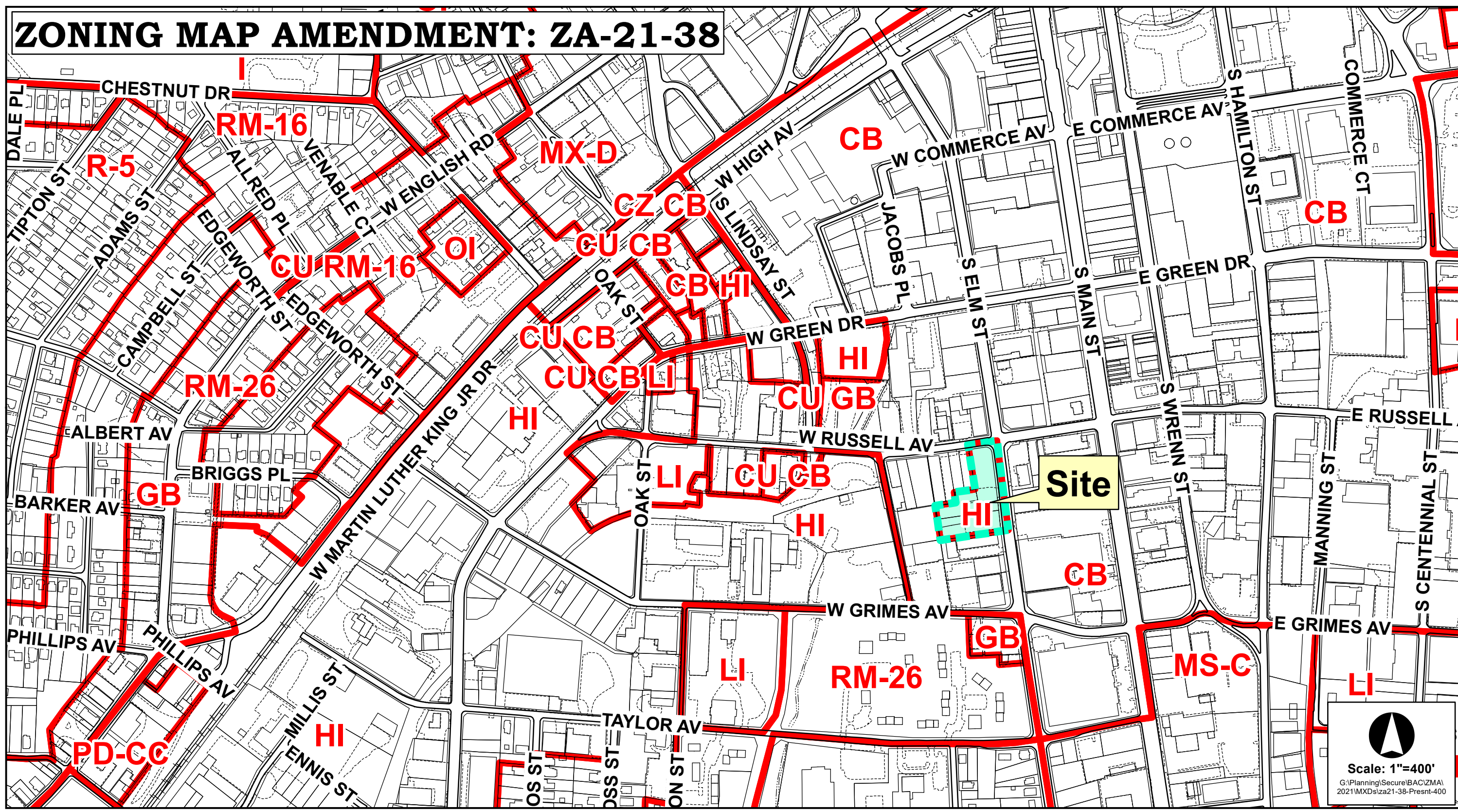
Archdale

Thomasville

Site

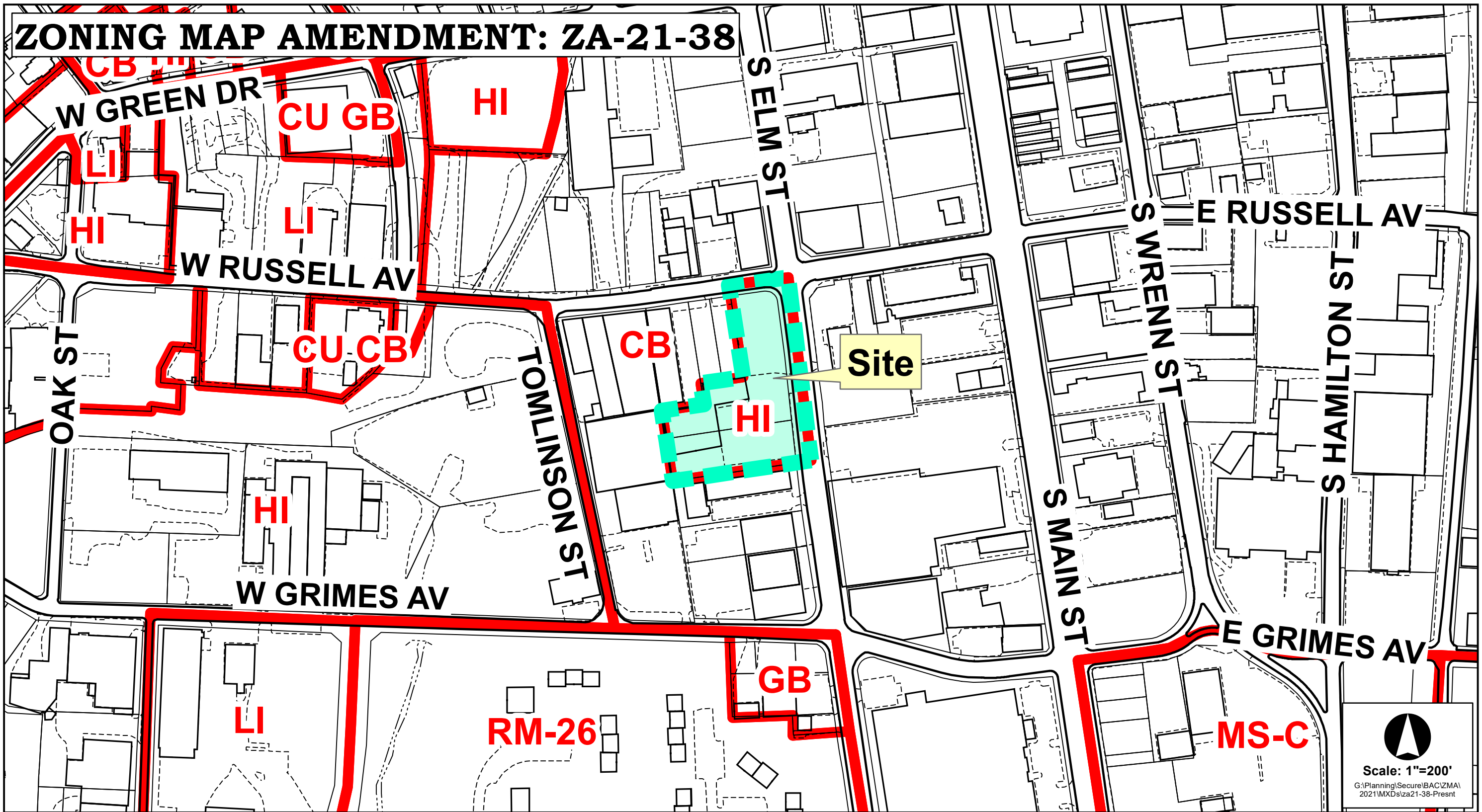
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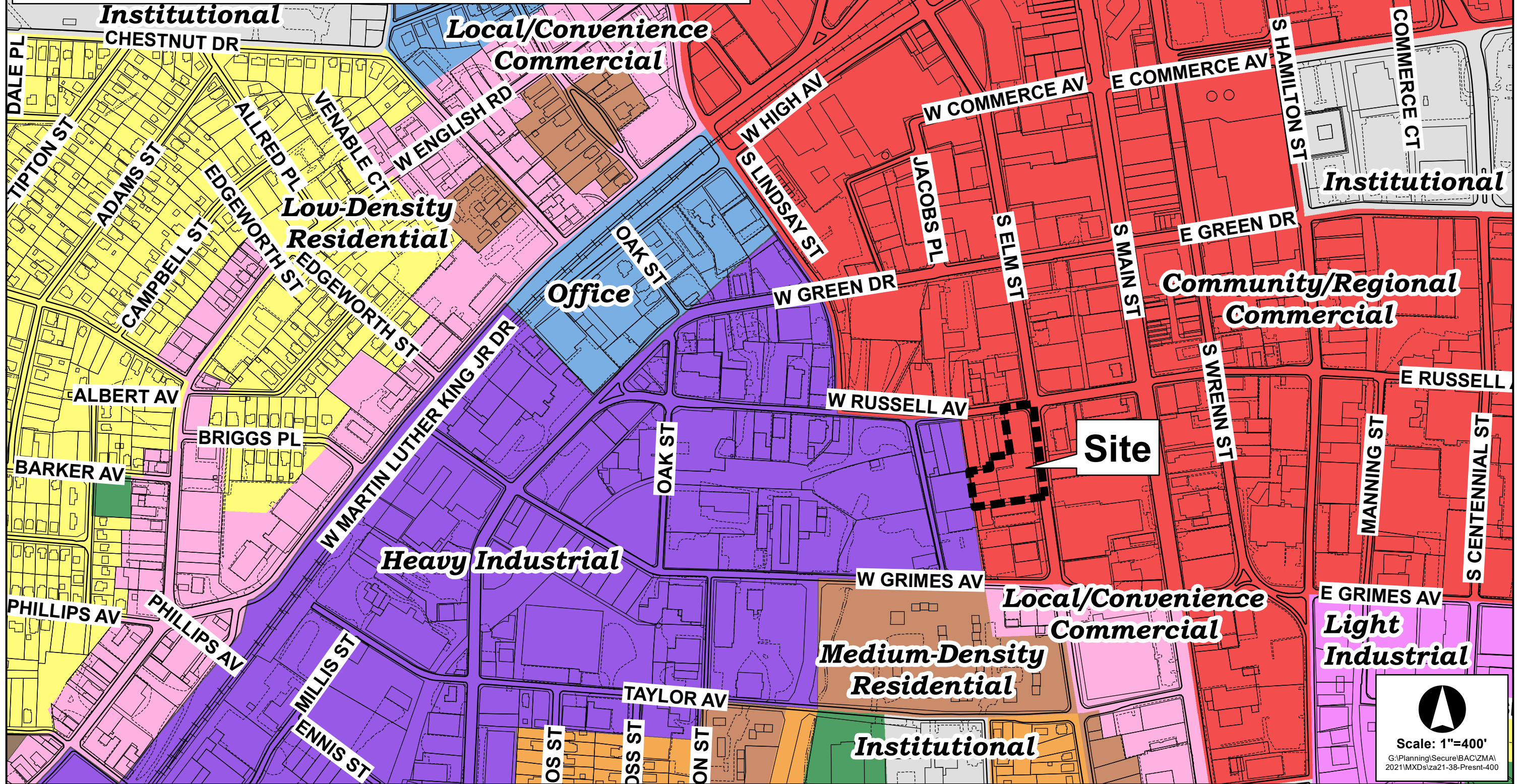
Site



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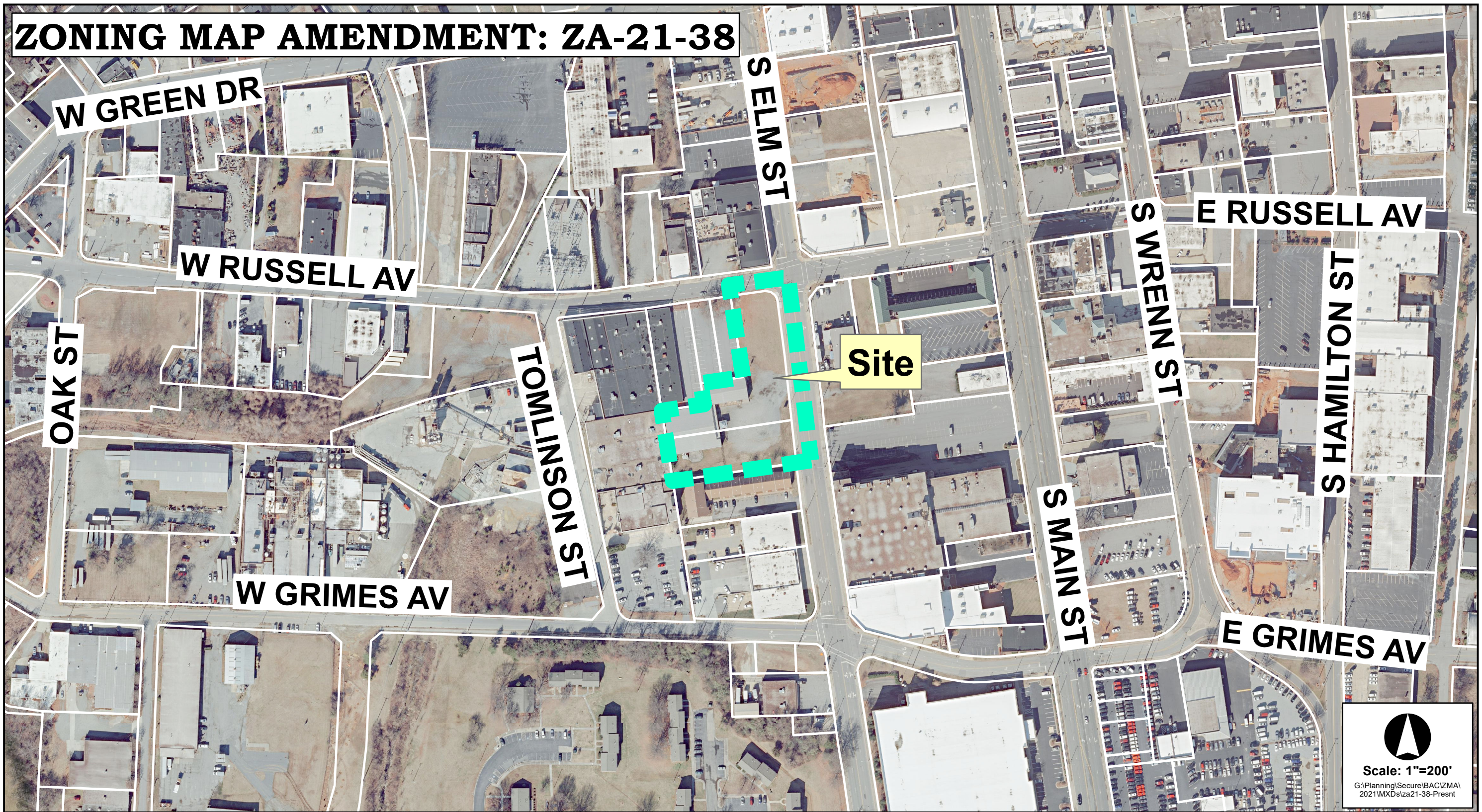
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# ZONING MAP AMENDMENT: ZA-21-38



W GREEN DR

W RUSSELL AV

OAK ST

W GRIMES AV

TOMLINSON ST

S ELM ST

Site

S MAIN ST

S WRENN ST

E RUSSELL AV

E GRIMES AV

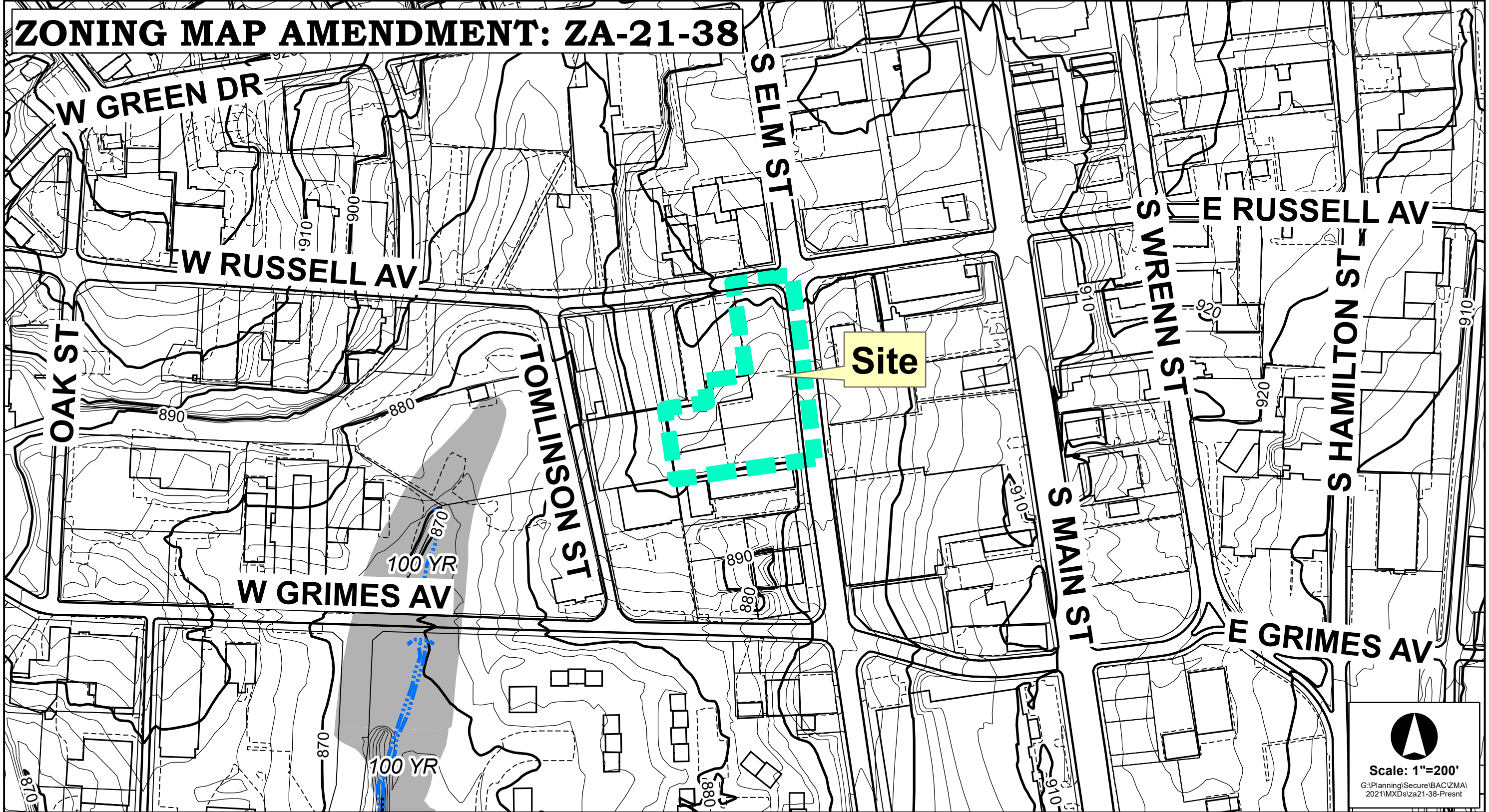
S HAMILTON ST



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# ZONING MAP AMENDMENT: ZA-21-38



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AN ORDINANCE AMENDING “THE CITY OF HIGH POINT, NORTH CAROLINA DEVELOPMENT ORDINANCE,” PURSUANT TO SECTION 2.4.20, ZONING MAP AMENDMENT, OF THE DEVELOPMENT ORDINANCE.

WHEREAS, the City Council of the City of High Point adopted “The City of High Point Development Ordinance” on May 16, 2016 with an effective date of January 1, 2017, and subsequently amended;

WHEREAS, public hearings were held before the Planning and Zoning Commission of the City of High Point on February 22, 2022 and before the City Council of the City of High Point on March 21, 2022 regarding **Zoning Map Amendment Case ZA-21-38 (ZA-21-38)** a proposed amendment to the Official Zoning Map of the “City of High Point Development Ordinance”;

WHEREAS, notice of the public hearings were published in the High Point Enterprise on February 13, 2022, for the Planning and Zoning Commission public hearing and on March 9, 2022 and March 16, 2022, for the City Council public hearing pursuant to Chapter 160D-602 of the General Statutes of North Carolina; and

WHEREAS, the proposed amendment was adopted by the City Council of the City of High Point on **March 16, 2022**.

**THEREFORE, BE IT ORDAINED BY THE CITY COUNCIL OF THE CITY OF HIGH POINT:**

**SECTION 1**

That the Official Zoning Map of the City of High Point be amended to establish the following described area as a: **Central Business (CB) District**. The property is approximately 1.45 acres, located at the southwest corner of S. Elm Street and W. Russell Avenue. The property is addressed as 416 and 418 S. Elm Street and also as Guilford County Tax Parcel 172520 and 172521.

**SECTION 2**

Should any section or provision of this ordinance be declared invalid, such decision shall not affect the validity of the remaining portions of this ordinance.

**SECTION 3**

That all ordinances or parts of ordinances in conflict with the provisions of this ordinance are hereby repealed.

SECTION 4.

This ordinance shall become effective upon the date of adoption.

Adopted by the City Council  
City of High Point, North Carolina  
The 21<sup>st</sup> day of March, 2022

By: \_\_\_\_\_

Jay W. Wagner, Mayor

ATTEST:

\_\_\_\_\_  
Lisa B. Vierling, City Clerk