

# CITY OF HIGH POINT

## AGENDA ITEM



**Title:** Zoning Map Amendment 21-26  
(Ezine Inc. and Orbaden Inc.)

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

**Meeting Date:** December 6, 2021

**Public Hearing:** Yes

**Advertising Date:** November 24, 2021, and  
December 1, 2021

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

**Advertised By:** Planning & Development

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### PURPOSE:

A request by Ezine Inc. and Orbaden Inc. to rezone approximately 0.7 acres from the Heavy Industrial (HI) District to the Central Business (CB) District. The site is located along the north side of W. Green Drive, approximately 300 feet west of S. Lindsay Street (512 & 514 W. Green Drive) and at the northeast corner of W. Green Drive and Oak Street (520 W. Green Drive).

### BACKGROUND:

The Planning and Zoning Commission reviewed this request at their November 9, 2021 public hearing. All members of the Commission were present except for Mr. Alex Moore. Mr. Herbert Shannon, Senior Planner, presented the case and recommended approval of the request as outlined in the staff report.

Mr. Shannon stated that he received a phone call from the applicant late in the day noting that an emergency had come up and that he would be unable to attend the meeting as planned.

There were no public comments regarding the request.

### 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 8-0.

2. Consistency and Reasonableness Statements

The Planning and Zoning Commission voted 8-0 to **approve** the following statement:

That Zoning Map Amendment 21-26 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 Core City Plan. Furthermore, the request is reasonable and in the public interest because the

requested CB District is similar and compatible with previous zoning approvals granted in this area.

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

**STAFF REPORT  
ZONING MAP AMENDMENT ZA-21-26  
November 9, 2021**

<b>Request</b>	
<b>Applicant:</b> Ezine Inc. and Orbaden Inc.	<b>Owner:</b> Ezine Inc. and Orbaden Inc.
<b>Zoning Proposal:</b> To rezone approximately 0.7 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 along the north side of W. Green Drive, approximately 300 feet west of S. Lindsay Street (512 & 514 W. Green Drive) and at the northeast corner of W. Green Drive and Oak Street (520 W. Green Drive).
<b>Tax Parcel Number:</b>	Guilford County Tax Parcels 172458 and 172466
<b>Site Acreage:</b>	Approximately 0.7 acres
<b>Current Land Use:</b>	Vacant commercial structures
<b>Physical Characteristics:</b>	Both parcels are developed and have no noteworthy features.
<b>Water and Sewer Proximity:</b>	Both a 12-inch City water line and an 8-inch City sewer line lie adjacent to these parcels along W. Green Drive and Oak Street.
<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 12% 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	Bed & breakfast/event center
	HI	Heavy Industrial District	Parking lot
<b>South:</b>	LI	Light Industrial District	Antique store and industrial use
	HI	Heavy Industrial District	
<b>East:</b>	CU-CB	Conditional Use Central Business District	Market Showroom
	HI	Heavy Industrial District	
<b>West:</b>	HI	Heavy Industrial District	Parking lot and industrial use
	CU-CB	Conditional Use Central Business District	

<b>Relevant Land Use Policies and Related Zoning History</b>	
<b>Community Growth Vision Statement</b>	The following goals and objectives are relevant to this request: Goal 4: Make Downtown High Point and its environs a vibrant, diverse and mixed use environment.

	Obj. 4D: Establish more retail shops, services, restaurants, and entertainment through zoning and/or incentives.
<b>Land Use Plan Map Classification:</b>	<p>The sites have an Office and Heavy Industrial land use designation. These classifications are described as follows:</p> <ul style="list-style-type: none"> <li>• <b>Office:</b> This classification includes professional, personal and business service uses.</li> <li>• <b>Heavy Industrial:</b> This classification includes the whole range of assembling, fabricating, and heavy manufacturing activities, some of which have significant environmental impacts or nuisance effects, as well as certain intense and large-scale, open land uses like wastewater treatment plants, landfills and quarries.</li> </ul>
<b>Land Use Plan Goals, Objectives &amp; Policies:</b>	<p>The following goal and objectives of the Land Use Plan are relevant to this request:</p> <p>Goal #2: Encourage development that enhances and preserves established neighborhoods.</p> <p>Obj. #8. Stimulate more efficient use of the City's land resources by encouraging in-fill, mixed-use, cluster development and higher residential densities at appropriate locations.</p> <p>Obj.#10. Target appropriate established neighborhoods and areas adjoining the central business district and industrial locations for conservation and revitalization activities including public and private investment.</p>
<b>Relevant Area Plans:</b>	<p>The Core City Plan supports this request. This request is on the border of three districts that are defined as follows:</p> <ul style="list-style-type: none"> <li>• Showroom District which is intended to protect the economic vitality of the furniture showrooms.</li> <li>• Downtown Mixed-Use District which is intended to function more like a conventional downtown, including shopping, dining, entertainment, offices, institutional uses, cultural facilities, and housing; and</li> <li>• Industrial District which is intended to protect the existence and future expansion of industries.</li> </ul>
<b>Zoning History:</b>	<p>Historically, the zoning site and the adjacent land within this block was an industrial and residential area, at the fringe of the downtown, with some commercial/industrial warehousing uses fronting along W. Green Drive. Starting in the 1980s, this area began transitioning into an extension of the downtown area with the construction of the Market Square development along the east side of S. Lindsay Street.</p> <p>Since the 1980s, with the most recent case being in 2017, there have been approximately 13 zoning approvals granted to allow CU-CB and CB districts zoning within this block.</p>

Transportation Information			
Adjacent Streets:	Name		Approx. Frontage
	W. Green Drive	Major Throughfare	
	Oak Street	Local Street	
<b>Vehicular Access:</b>	Via existing driveways from W. Green Drive and Oak Street.		
<b>Traffic Counts:</b> (Average Daily Trips)	W. Green Drive		
<b>Estimated Trip Generation:</b>	Not applicable.		
Traffic Impact Analysis (TIA):	Required		TIA Comments
	<u>Yes</u>	<u>No</u> <b>X</b>	A TIA is not required.

School District Comment
Not applicable to this zoning case.

### Details of Proposal

The applicant owns the abutting event center to the north (Pandora's Manor) that caters to furniture market visitors and serve as a bed and breakfast facility /special event center throughout the year. The applicant is requesting rezoning to the CB District to support expansion of this event center. The current HI District zoning is a holdover from when this block was an industrial area lying at the edge of the downtown area. Since the 1990s, request for CB District zoning have been approved for this area thus incorporating this block as the southeastern edge of the downtown commercial district.

### Staff Analysis

These zoning sites sit on the edge of three distinct districts that were established in the Core City Plan:

- Downtown Mixed-Use District
- Showroom District
- Industrial District

Since the Core City Plan was adopted the boundaries of these districts have been sharpened through adopted city policies and ordinance changes. This site is within an area that the Core City Plan identifies as Showroom District, which is now synonymous with the CB District. It is also located in the vicinity of the Downtown Mixed-Use district, which lies just north of the railroad tracks, and is situated in a prime location to provide some support services for that district. This area is also on the edge of the Industrial District and the subject of the Southwest Downtown Area Plan that is currently under development. The vision under consideration for the Southwest Downtown Area Plan is to make the area a welcoming location for potential small-scale manufacturers, and to provide uses and services that will support the neighborhood and the downtown area.

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 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 and compatible with 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 0.88 acres, to the CB District. The requested CB District is a continuation of the transition of this block from industrial (LI and HI Districts) 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.

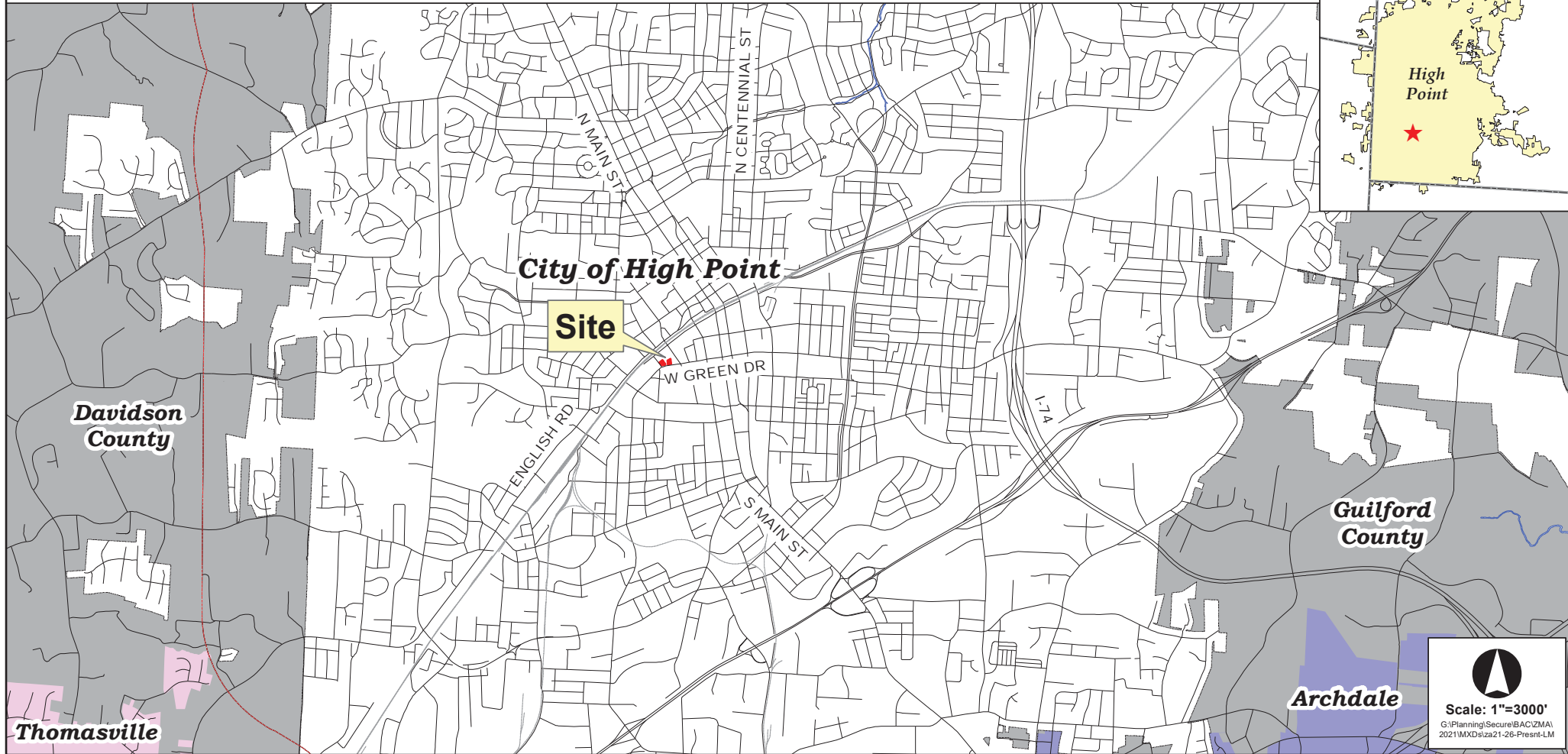
**Report Preparation**

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-20-26  
Applicant: Ezine Inc. and Orbaden Inc.

## Vicinity Map



**Davidson  
County**

**Thomasville**

**City of High Point**

**Site**

W GREEN DR

ENGLISH RD

S MAIN ST

**Guilford  
County**

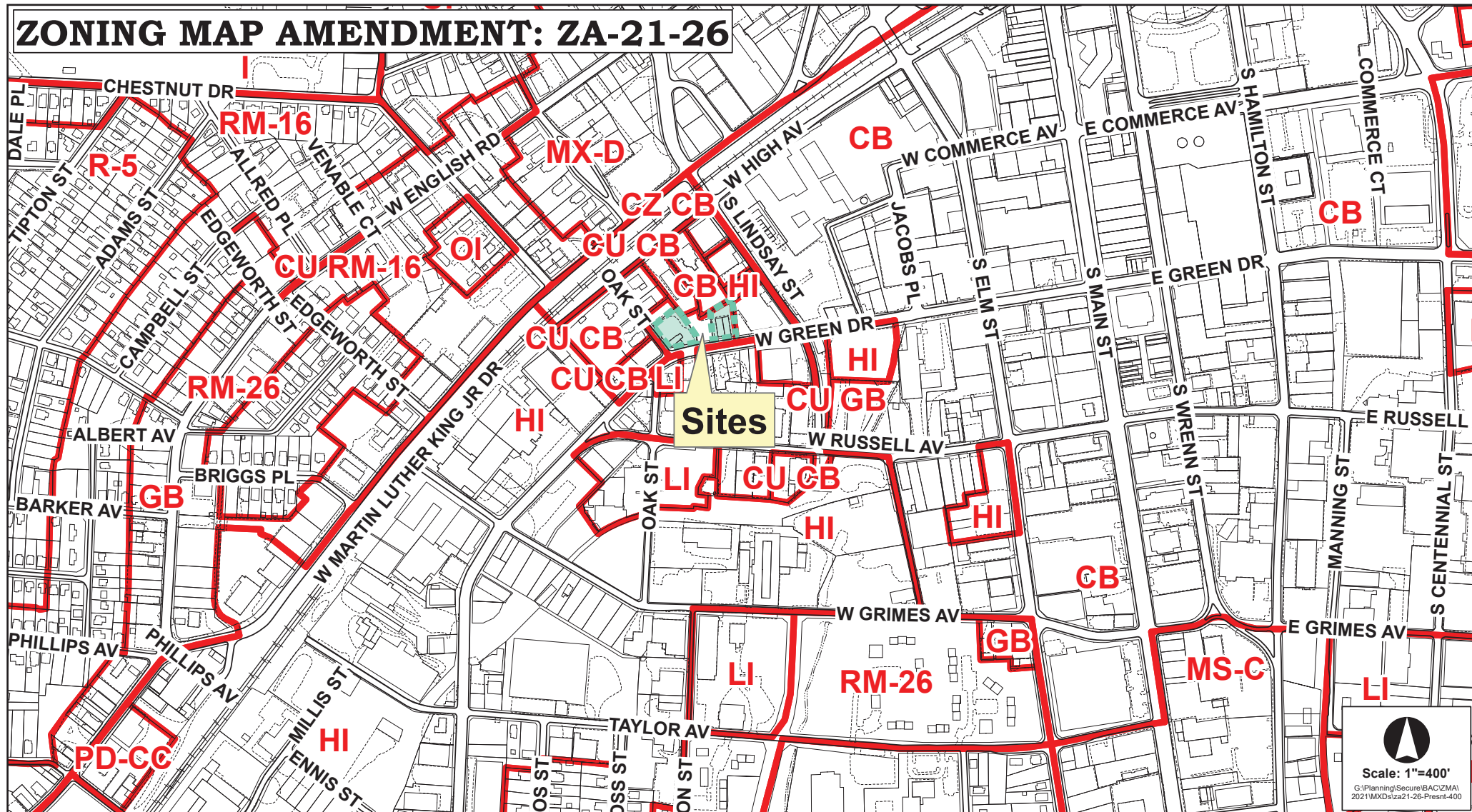
**Archdale**



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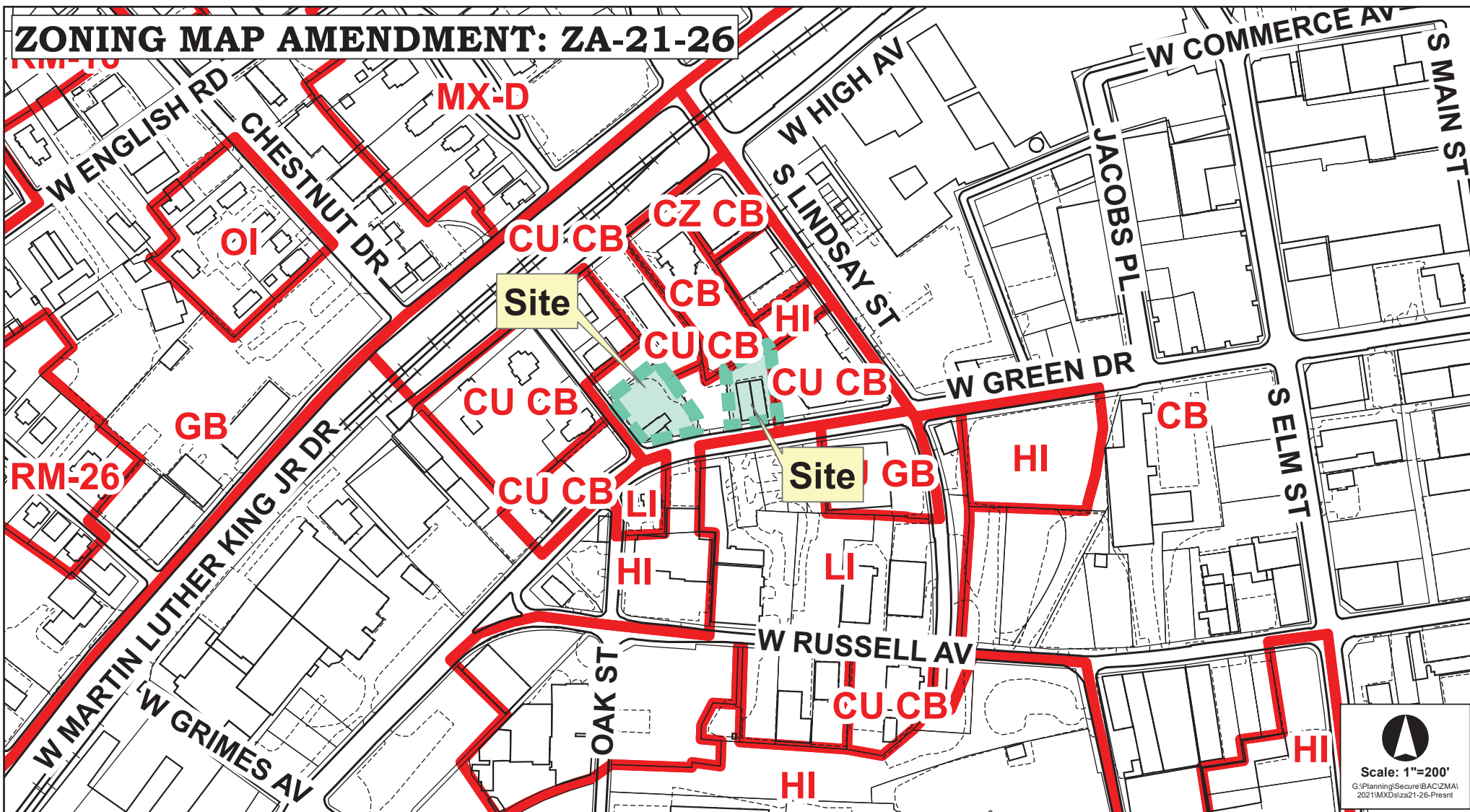


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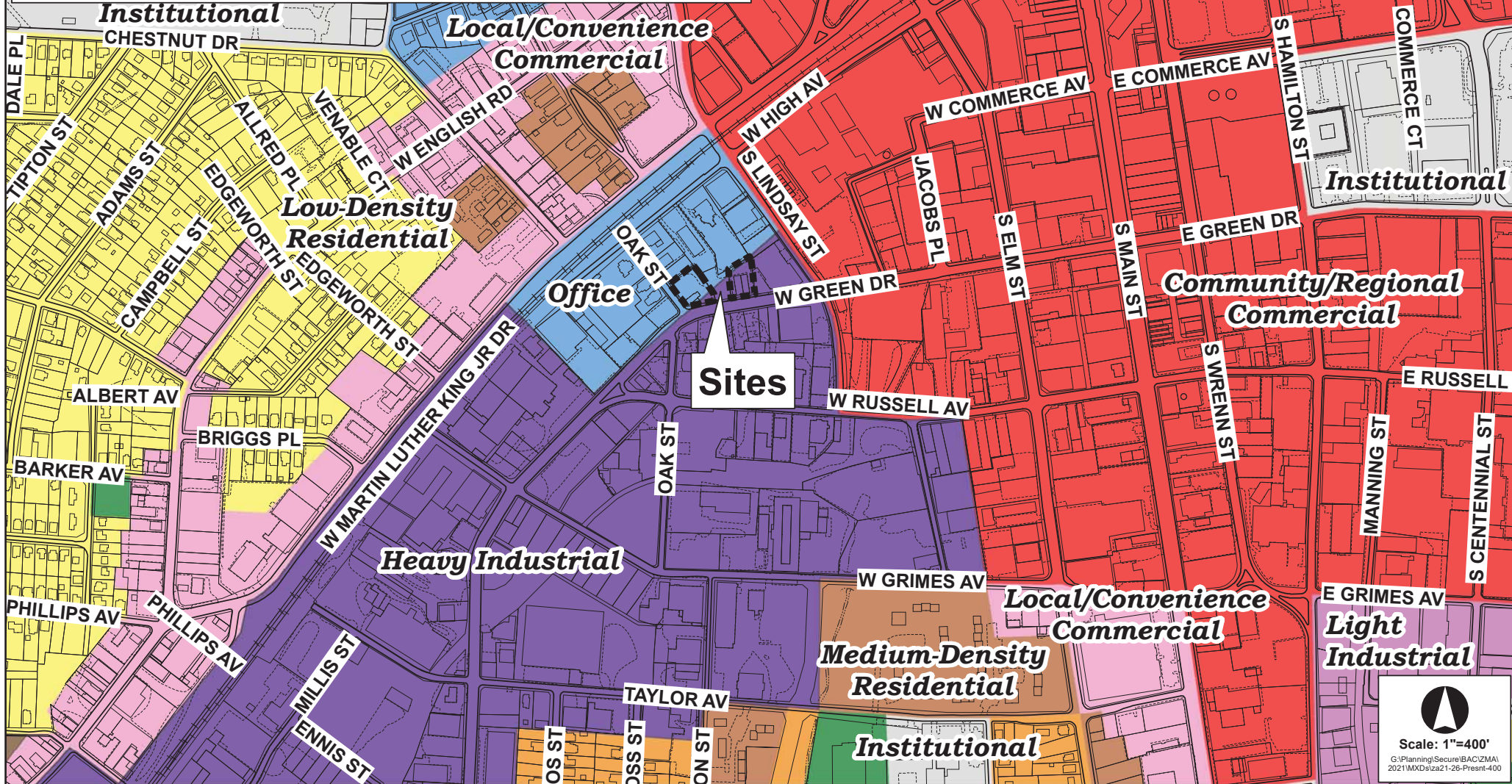




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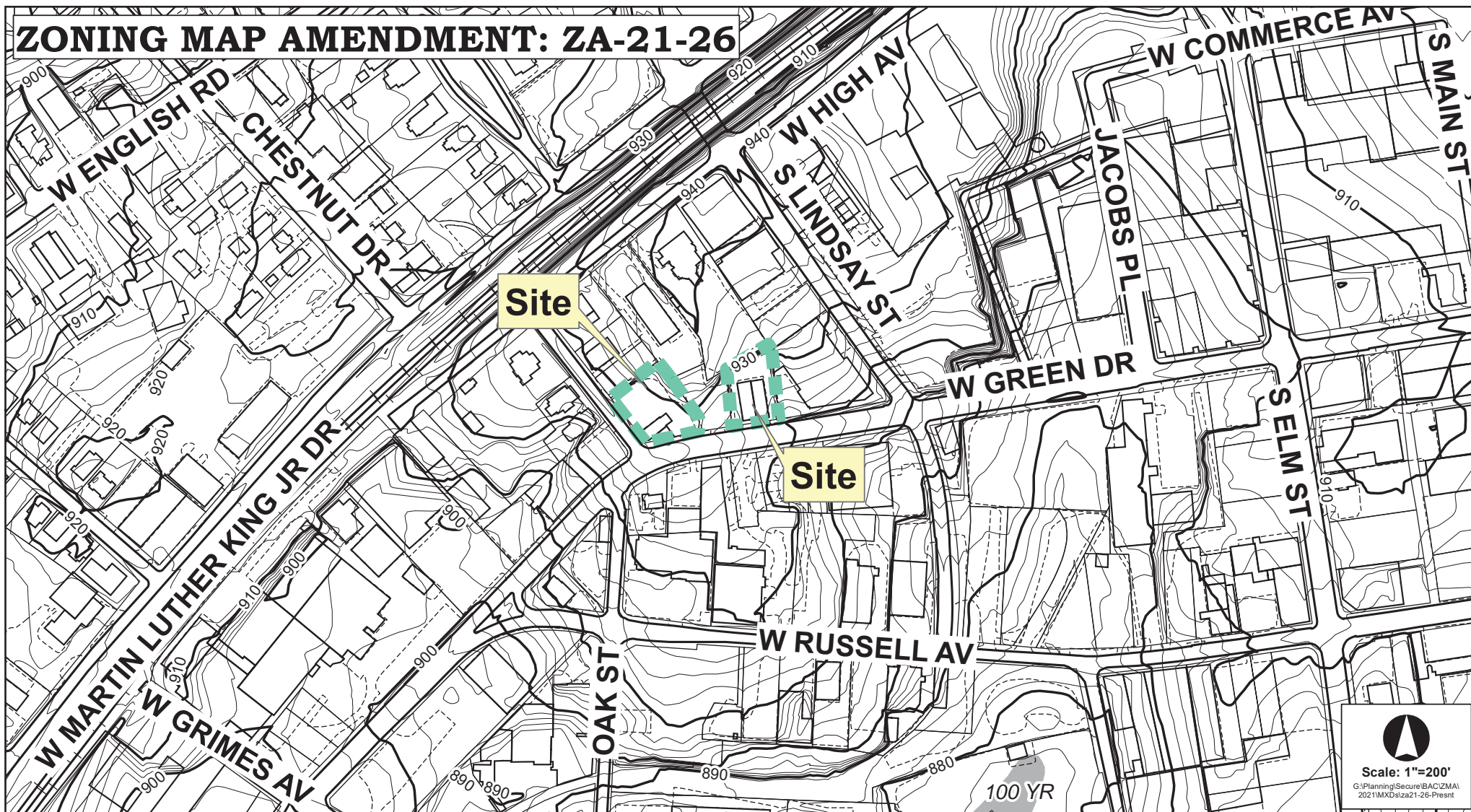


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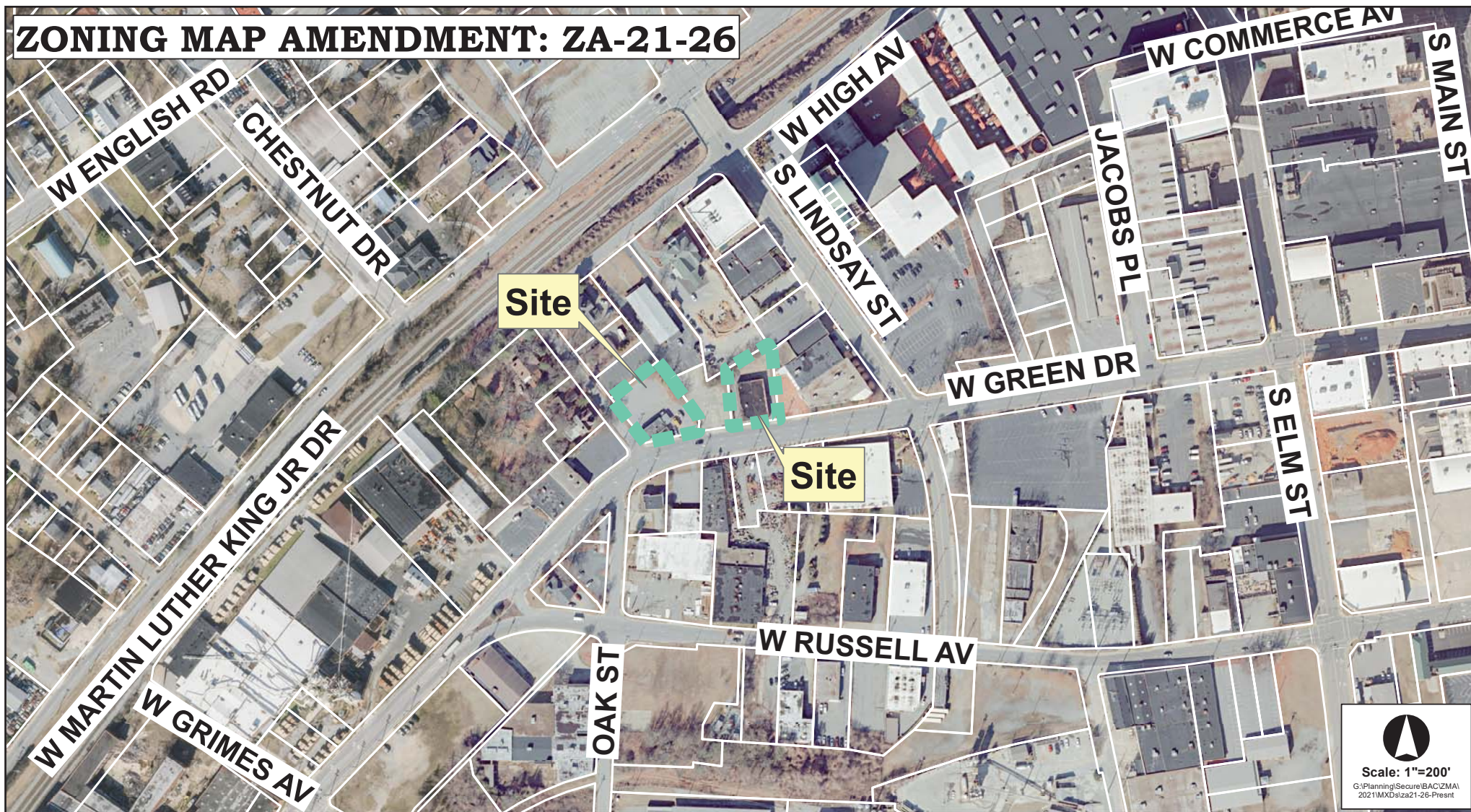


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AN ORDINANCE AMENDING “THE CITY OF HIGH POINT, NORTH CAROLINA DEVELOPMENT ORDINANCE,” PURSUANT TO SECTION 2.4.20, ZONING MAP AMENDMENT, OF THE DEVELOPMENT ORDINANCE.

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 November 9, 2021 and before the City Council of the City of High Point on December 6, 2021 regarding **Zoning Map Amendment Case ZA-21-25 (ZA-21-25)** 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 October 31, 2021, for the Planning and Zoning Commission public hearing and on November 24, 2021 and December 1, 2021, 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 **December 6, 2021**.

**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 0.7 acres, located along the along the north side of W. Green Drive, approximately 300 feet west of S. Lindsay Street (512 & 514 W. Green Drive – Guilford County Tax Parcel 172466) and at the northeast corner of W. Green Drive and Oak Street (520 W. Green Drive – Guilford County Tax Parcel 172458).

#### 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 6<sup>th</sup> day of **December, 2021**

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

Jay W. Wagner, Mayor

ATTEST:

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