



City of Greensboro

Melvin Municipal
Office Building
300 W. Washington Street
Greensboro, NC 27401

Agenda Report

File Number: 2022-1093

Agenda Item# H.1.

Agenda Date: 11/15/2022. **Department:** Planning

Meeting Type: Council Meeting **Category:** Public Hearing Agenda

Title: Public Hearing for Ordinance Designating Poplar Hall 409, 411 Sunset Drive a Guilford County Historic Landmark

Council Priority: Place an 'x' in the box.

- ☒ Create an Environment to Promote Economic Development Opportunities and Job Creation
- ☐ Maintain Infrastructure and Provide Sustainable Growth Opportunities
- ☐ Promote Public Safety & Reduce Crime
- ☐ Exceptional Customer Service and a Diverse City Government Workforce
- ☐ Ensure Fiscal Stewardship, Transparency, & Accountability

Council District: 3

Public Hearing: Yes
11/03/22, 11/10/2022

Contact 1 and Phone: Sue Schwartz Ext 2149

Contact 2 and Phone: Mike Cowhig Ext 2755

PURPOSE:

Request public hearing be held to consider Landmark designation for Poplar Hall, 409, 411 Sunset Drive. See [application](#).

BACKGROUND:

The City received a recommendation from the Guilford County Historic Preservation Commission to designate Poplar Hall, 409, 411 Sunset Drive, a Guilford County Historic Landmark. The proposed designation includes the entire exterior and the entire interior of the house and the property.

Poplar Hall was built in 1914 for the family of Aubrey Lee Brooks, lawyer, politician, author, and general counsel for the Jefferson Standard Life Insurance Company. It is an exceptional example of Neoclassical Revival architecture in Guilford County. Interior updates in the 1970s by Otto Zenke add another layer to the home's historical significance. The workmanship of the original builders has been carefully maintained over the years and architectural features have

been painstakingly restored by three generations of the Brooks family, making this one of the best preserved historic homes in Guilford County.

BUDGET IMPACT:

Landmark designation makes the owner eligible for a deferral of up to 50% of City and County property taxes. The total appraised value of the property is \$2,994,100. The tax deferral is calculated by the Guilford County Tax Department based on the percentage of the property that is designated.

ACCOUNT NUMBER:

N/A

RECOMMENDATION / ACTION REQUESTED:

Following the public hearing, Council is requested to adopt the ordinance establishing Landmark Designation for Poplar Hall, 409, 411 Sunset Drive