



# City of Greensboro

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

## Agenda Report

File Number: 2025-477

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### Agenda Item# H.16.

**Agenda Date:** 7/15/2025. **Department:** Planning

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

**Title:** 2025 – 477 Landmark Designation Expansion for Poplar Hall

**Council Priority: Place an ‘x’ in the box.**

- |  |  |
|--|--|
| <input type="checkbox"/> Safest City                             | <input type="checkbox"/> Most Skilled Workforce                            |
| <input checked="" type="checkbox"/> Easiest Place to Do Business | <input type="checkbox"/> Most Connected City                               |
| <input type="checkbox"/> Youth Sports Capital                    | <input type="checkbox"/> Hub of Recreation and Entertainment               |
| <input type="checkbox"/> Abundance of Attainable Housing         | <input type="checkbox"/> Other/Admin <u>Briefly Explain 3 word maximum</u> |

**Council District:** Council District 3

**Public Hearing:** Yes

**Advertising Date/By:** N/A/by City Clerk

**Contact 1 and Phone:** Sue Schwartz, Ext. 2149

**Contact 2 and Phone:** Russ Clegg, Ext. 2211

### **PURPOSE:**

Hold a public hearing to consider Landmark designation expansion for Poplar Hall, 409 Sunset Drive, tax parcel 7045.

### **BACKGROUND:**

The City received a recommendation from the Guilford County Historic Preservation Commission to expand the designation of Poplar Hall, 409 Sunset Drive, as a Guilford County Historic Landmark. The designation is to include the adjacent land that has been recombined to recreate the original lot. Based on the [Landmark Report](#), the proposed designation includes the entire exterior and the entire interior of the house and both lots that are now combined in order to protect the historic setting.

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.

*Vision Statement: “A Community with Endless Economic Opportunities and Exceptional Quality of Life.”*

**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 \$2,339,600. The tax deferral is calculated by the Guilford County Tax Department based on the percentage of the property that is designated.

**ACCOUNT NUMBER:**

NA

**RECOMMENDATION / ACTION REQUESTED:**

It is recommended that City Council hold a public hearing and adopt the ordinance establishing an expanded Landmark Designation for Poplar Hall, 409 Sunset Drive.