



To: Sue Schwartz, Director, Department of Planning, Greensboro, NC
From: Ilana Preuss, Recast City
Re: Policies to support industrial use to complement existing neighborhoods
Date: July 5, 2017

The City of Greensboro, NC selected Recast City LLC to identify existing policies in other jurisdictions that promote space for light industrial businesses, including industrial mixed use, zoning, and other incentives to promote a diverse local landscape. The memo includes a short list of examples to kick start Greensboro's thinking for local small-scale production businesses and to connect these businesses with the new trail system.

Zoning

1. San Francisco adopted an update to the city's Production, Distribution & Repair (PDR) zone in 2014 that designates PDR properties in specific districts to allow construction of office and institutional use if new PDR square footage is built as well. The same zoning change updated the definition for Small Enterprise Workspace (SEW). SEW is a land use definition that requires the property to provide tenant spaces that are a maximum of 1,500 square feet, and is part of an effort by the city to retain smaller spaces for local businesses. The zoning details can be found [here](#).
2. Nashville, TN passed an [artisan manufacturing land use](#) definition. The Planning Department added this use definition to existing zones, including commercial use areas. The Department worked directly with local developers to ensure the use would be compatible with other existing uses.
3. Private investors approached the City of Omaha, NE to create the Omaha Maker District, a mixed use neighborhood that builds on existing artisan and small manufacturing uses. The district is designed for [horizontal mixed use](#). The investment group, Future Forward, purchased the 25 acres surrounding the existing properties for Hot Shops, a 90,000 square foot property focused on artists and artisans, and the Mastercraft Building, which is 3 blocks long and home to a mix of production, technology and education businesses.
4. New York City lays out the definitions for their [different manufacturing zones](#) clearly. This may be a good example for any updates considered.

Product Example

Industry City is a 5.5 million square foot property in the Sunset Park neighborhood of Brooklyn, NY. The property was predominantly empty or used for warehousing, until the development



company, Jamestown, purchased a significant interest. Since then, the property was rebranded as Industry City. The buildings are [zoned industrial and are leased](#) to food production, technology fabrication, and many types of small manufacturing. The owners promote the property through brokers, but also host many popular events as a way to increase the visibility of the property and the neighborhood.