



Legislation Text

File #: ID 20-0627, **Version:** 1

Public Hearing for an Ordinance Designating the Blue Bell Company Plant, 620 South Elm Street, owned by ZCD&F, LLC, a Guilford County Historic Landmark

Council Priority: Create an Environment to Promote Economic Development Opportunities and Job Creation; and Maintain Infrastructure and Provide Sustainable Growth Opportunities

Department: Planning
Council District: 2

Public Hearing: Yes
Advertising Date/By: September 3, 10, 2020/City Clerk

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PURPOSE:

A public hearing is required in order to consider the Landmark application for Blue Bell Company Plant.

BACKGROUND:

The City has received a recommendation from the Guilford County Historic Preservation Commission for designation of the Blue Bell Company Plant as a Historic Landmark. The designation will include the entire exterior of the building and entire interior based on features noted in the application.

Constructed in stages between 1921 and 1927 the Blue Bell Company Plant is an excellent example of an open plan concrete reinforced, fire-resistant factory. It exemplifies the industrial character of this part of the city during the 1920s and its strategic location along railway lines. Blue Bell was one of the largest manufacturers of overalls in the nation and one of Greensboro's most important employers.

Landmark designation provides protection for the historic property through the Certificate of Appropriateness process. In return, the owner is eligible for up to a 50% deferral of City and County property taxes. The property tax savings is seen as a way to offset the high cost of restoring and maintaining historic buildings. Landmark designation helps preserve Greensboro's irreplaceable historic resources while adding to our reputation as a heritage tourism destination.

BUDGET IMPACT:

The tax deferral would be calculated based on the percentage of the building that is designated. The tax value of the building is \$7,086,400.

RECOMMENDATION / ACTION REQUESTED:

The Planning Department recommends and requests approval of the ordinance designating the Blue Bell Company Plant a Historic Landmark.