



November 12, 2025 City Council Meeting

Title

Consider Rezoning at 320 South Main Street — Planning Commission and Adam Fletcher, Community Development

Summary

Project name	Elm Office Complex
Address/Location	320 South Main Street
Tax Map Parcels	26-K-5
Total Land Area	+/- 11,146 square feet
Property Owner	Price & Price LLC
Owner's Representative	Edmund and Marshall Price
Present Zoning	B-2, General Business District
Proposed Zoning	B-1C, Central Business District Conditional
Planning Commission	July 9, 2025 (Original Invalid Public Hearing Date) October 8, 2025 (Public Hearing Date)
City Council	August 12, 2025 (Invalid First Reading/Public Hearing) August 26, 2025 (Invalid Second Reading) November 12, 2025 (First Reading/Public Hearing) Anticipated November 25, 2025 (Second Reading)

Recommendation

Option 1. Staff and Planning Commission (6-0) recommend approval of the rezoning request.

Fiscal Impact

N/A

Context & Analysis

Due to an error in advertising for the Planning Commission public hearing that was held on July 9, 2025, for the rezoning of the property addressed as 320 South Main Street, new public hearings must be held for the request. This ensures compliance with notification requirements and provides the opportunity for all interested parties to attend and comment on the request.

A new public hearing was held at the Planning Commission's October 8, 2025 meeting.

There are no changes to the application or to the staff report that was presented to City Council on August 12, 2025. However, for convenience, the Context & Analysis section of the August 12 staff memorandum follows.

The following land uses are located on and adjacent to the property:

- Site: Elm Office Complex; zoned B-2
- North: Residential uses; zoned B-1C
- East: Across South Federal Street, private parking lot; zoned B-2
- South: Commercial uses; zoned B-2
- West: Across South Main Street, offices; zoned B-1

The applicant is requesting to rezone a +/- 11,146-square foot property from B-2, General Business District to B-1C, Central Business District Conditional. If the request is approved, the applicant plans to continue operating as an office and commercial building.

The existing structure is approximately 4,670 square feet and has space for twelve tenants. The existing tenants include a variety of office uses. In 1960, the property had a building permit approved for a one-story addition. A note on the permit described that the building could not be used for commercial uses until 20 parking spaces were provided. Under the current Zoning Ordinance, there are different parking requirements for professional offices and for retail. Professional offices require one space per 300 square feet of gross floor area (GFA) while retail establishments under 10,000 square feet of GFA require one space per 200 square feet of GFA. For any combination of office and retail space, the 4,670 square foot structure would require a minimum of 16 to 24 parking spaces. The B-1 Central Business District has no minimum off-street parking requirements; therefore, rezoning the property would allow additional flexibility for other uses, such as more retail, on the property without requiring additional off-street parking.

The site currently includes a one-way, angled parking lot with 22 delineated parking spaces (which do not meet the Design and Construction Standards Manual's (DCSM) dimensional sizing requirements). The one-way design does not have an appropriate outlet because the parking lot does not provide a turnaround, and thus, unless there are unused parking spaces, requires people to back out of the parking lot into public street right-of-way. If the site were to be redeveloped, any parking provided would need to meet the current DCSM requirements. While not eliminating all of the issues, the applicant plans to remove the closest parking spaces off of Federal Street on each side of the parking lot to eliminate the ability for people to directly back into Federal Street. If they choose to do this, it would reduce the number of parking spaces to 20.

Proffers

The applicant has offered the following proffers (written verbatim):

1. Drive-through facilities are prohibited.

2. No parking lot (including travel lanes and drive aisles) shall be located between any building and South Main Street.
3. All traffic generating uses shall be limited to a combined total of 100 vehicle trips in either the AM or PM peak hour as calculated using the latest edition of the Institute of Transportation Engineer's Trip Generation Manual unless the property owner first, at their cost: (1) completes a Traffic Impact Analysis approved by the City Department of Public Works and (2) implements all identified mitigation measures or improvements. The City Department of Public Works may, in its sole discretion, waive, in whole or in part, completion of a Traffic Impact Analysis or any identified mitigation measures or improvements.

Land Use

The Comprehensive Plan designates this site as Mixed Use and states:

The Mixed Use category includes both existing and proposed areas for mixed use. Mixed Use areas shown on the Land Use Guide map are intended to combine residential and non-residential uses in neighborhoods, where the different uses are finely mixed instead of separated. Mixed Use can take the form of a single building, a single parcel, a city block, or entire neighborhoods. Quality architectural design features and strategic placement of green spaces for large scale developments will ensure development compatibility of a mixed use neighborhood with the surrounding area. These areas are prime candidates for "live-work" and traditional neighborhood developments (TND). Live-work developments combine residential and commercial uses allowing people to both live and work in the same area. The scale and massing of buildings is an important consideration when developing in Mixed Use areas. Commercial uses would be expected to have an intensity equivalent to a Floor Area Ratio of at least 0.4, although the City does not measure commercial intensity in that way. Downtown is an existing area that exhibits and is planned to continue to contain a mix of land uses.

The downtown Mixed Use area often has no maximum residential density, however, development should take into consideration the services and resources that are available (such as off-street parking) and plan accordingly. Residential density in Mixed Use areas outside of downtown should be around 24 dwelling units per acre, and all types of residential units are permitted: single-family detached, single-family attached (duplexes and townhomes), and multi-family buildings. Large scale developments, which include multi-family buildings are encouraged to include single-family detached and/or attached dwellings.

As noted above, the property is designated as Mixed Use in the Comprehensive Plan, which, among other things, is a designation that promotes "live-work" environments and traditional neighborhood development (TND). The Mixed Use designation description refers to TND, which is explained further in the Comprehensive Plan on page 6-9, and includes promoting walking, biking, and taking public transit. Proffers #1 and #2 promote pedestrian friendly design by prohibiting drive-throughs and restricting vehicle parking areas and drive isles from being located between buildings and South Main Street.

Transportation and Traffic

The Determination of Need for a Traffic Impact Analysis (TIA) form (“TIA determination form”) for the proposed rezoning is attached. The TIA determination form indicated that the planned uses would not generate 100 or more new peak hour trips, which is the threshold for staff to require a TIA. Therefore, a TIA was not required for the rezoning request.

While the applicant is not planning to redevelop the site and is not anticipating a significant change in the use of the property,, it could redevelop in the future. Proffer #3 requires that any use shall not produce 100 or more new trips in the peak hours and if a proposed use were to generate more than 100 new trips, the applicant would need to complete a TIA and may need to construct street improvements.

Public Water and Sanitary Sewer

Staff has no concerns with the requested rezoning regarding water and sewer matters.

Conclusion

Staff believes that rezoning the property to B-1C with the submitted proffers generally conforms with the City’s Comprehensive Plan and recommends approval of the rezoning.

Options

1. Approve the rezoning request.
2. Deny the rezoning request.

Attachments

- Extract from Planning Commission’s October 8, 2025 meeting
- Extract from Planning Commission’s July 9, 2025 meeting
- Site maps
- Application and supporting documents