

**MINUTES OF THE MEETING OF THE ISLE OF WIGHT COUNTY
PLANNING COMMISSION HELD ON THE TWENTY-SEVENTH DAY OF
MAY IN THE YEAR TWO THOUSAND AND TWENTY-FIVE**

CALL TO ORDER

Bobby Bowser, Chairman, called the Isle of Wight County Planning Commission meeting to order at 6:00 PM on May 27, 2025, in the Board of Supervisors Room at the Isle of Wight County Courthouse, Isle of Wight, Virginia.

INVOCATION

Bobby Bowser delivered the invocation.

PLEDGE OF ALLEGIANCE

Chairman Bowser invited everyone present to join in the Pledge of Allegiance.

ROLL CALL/DETERMINATION OF A QUORUM

PRESENT

Bobby Bowser, Chairman
Brian Carroll
James Ford
Jennifer S. Boykin
George Rawls
Raynard Gibbs
Matthew Smith
Keith Johnson
Brian Shotwel

ABSENT

A quorum was determined

ELECTION OF VICE-CHAIRMAN FOR 2025

Commissioner Ford made the motion to elect Mathew Smith for Vice-Chairman. Commissioner Boykin seconded the motion. Chairman Bowser asked for all in favor to signify by saying aye. The motion passed unanimously.

ALSO IN ATTENDANCE

Amy Ring, Community Development Director
Bobby Jones, County Attorney
Amanda Landrus, Secretary

Kristi Sutphin, Economic Development Director
Jamie Oliver, County Transportation Administrator
Jason Fowler, Virginia Department of Transportation
Caleb Kitchen, Planner II

ACTION ON REQUESTS TO WITHDRAW OR TABLE PENDING AGENDA ITEMS

Chairman Bowser asked if there were any requests to table or withdrawal agenda items. Amy Ring stated there were no requests.

APPROVAL OF AGENDA

Chairman Bowser called for a vote to approve the agenda. Commissioner Gibbs made the motion to approve the agenda. Commissioner Carroll seconded the motion. Chairman Bowser asked for all in favor to signify by saying aye. The motion passed unanimously.

CONSENT AGENDA

Chairman Bowser called for a vote to approve the consent agenda. Commissioner Gibbs made the motion to approve the consent agenda. Commissioner Carroll seconded the motion. Chairman Bowser asked for all in favor to signify by saying aye. The motion passed unanimously.

CITIZENS' COMMENTS

Chairman Bowser opened the floor for any citizens comments. There being no comment, Chairman Bowser closed citizens comments.

PUBLIC HEARINGS

Amy Ring confirmed there are no public hearings for tonight's meeting.

OLD BUSINESS

Chairman Bowser called for the following Old Business item:

Application REZN-24-11 of Charles S. Brown, Jr. Properties, LLC, and Main Development, LLC, property owners, and Allied Properties, LLC, applicant, to change the zoning district from Conditional Urban Residential and Conditional General Commercial to Conditional Planned Development-Mixed Use of approximately 43 acres with tax map numbers 34-01-050 and 50D located at 15020 Carrollton Blvd. for 147 attached single family homes and 1.5 acres of commercial development.

Amy Ring, Community Development Director, project manager, gave the following presentation.

REZN-24-11 Bridge Point Commons Conditional PD-MX Zoning Request



Planning Commission Regular Meeting
Old Business
May 17, 2025

SITE DESCRIPTION

Tax Map ID#:	34-01-050 and 050D
Location :	Southwest corner of Intersection of Deep Bottom Drive (Rte. 662) and Carrollton Boulevard (Rte. 17)
Current Zoning :	Conditional – Urban Residential and Conditional – General Commercial
Election District:	District 4
Request:	To change the zoning district to Conditional Planned Development-Mixed Use (C-PD-MX) to allow for 147 townhomes and 1.5 acres of commercial space (up to 26,136 SF)

PROJECT UPDATE *(Since April 22, 2025)*

- April 22, 2025 - Planning Commission directed staff to seek additional information for several questions and continued their discussion until a future Planning Commission meeting.
- May 7 – Staff sent additional information on potential traffic impacts to the Planning Commission.
- May 19 – Staff sent additional information on the FIA to the Planning Commission.
- May 20 – Staff sent additional information from IWCS on potential school impacts to the Planning Commission.
- Copies of all documents attached to staff report.

PROJECT UPDATE *(Since April 22, 2025)*

- May 15, 2025 - applicant submitted revised proffer conditions. Proposed changes include the following items:
 1. Added strip clubs, vape stores, and drive-thru restaurants and/or businesses as prohibited nonresidential uses on the commercial parcel, and
 2. Added a proffer to conduct a Phase 1 level cultural resources analysis within the parameters recommended by the Phase 1A Cultural Resources Assessment, if required by the regulatory authorities. Should the Phase 1 assessment recommend further study, the applicant will cause further work to be undertaken.
- Applicant also submitted a revised conceptual master plan dated May 12, 2025, which removes the entrance sign shown in the required seventy foot setback adjacent to Carrollton Boulevard.

STRENGTHS & WEAKNESSES *(revised since 4/22/25)*

Strengths:

- Proposed project is generally consistent with the future recommended land use designation of Mixed Use and Environmental Conservation.
- Sufficient school, utility, public safety and emergency medical service capacity to serve the additional service demands generated by the project.
- Proffered conditions include road improvements to address traffic impacts generated by the development.
- Conceptual plan is generally consistent with Ordinance requirements.
- Environmentally sensitive areas located in permanently protected common open space areas maintained by the property owner's association.
- Project retains a small portion of nonresidential commercial development which will generate employment opportunities and additional tax revenues.



STRENGTHS & WEAKNESSES

Weaknesses *(Updated since 4/22/25):*

- Britt Way and Ashby Way will see an increase in traffic along both residential roads.
- Proposed reduction in commercial space reduces nonresidential revenues, however, there are less traffic impacts as result.



RECOMMENDATION~~N~~*Updated since 4/22/25)*

Based on the strengths listed above, staff recommends approval of the project with the proffered conditions.

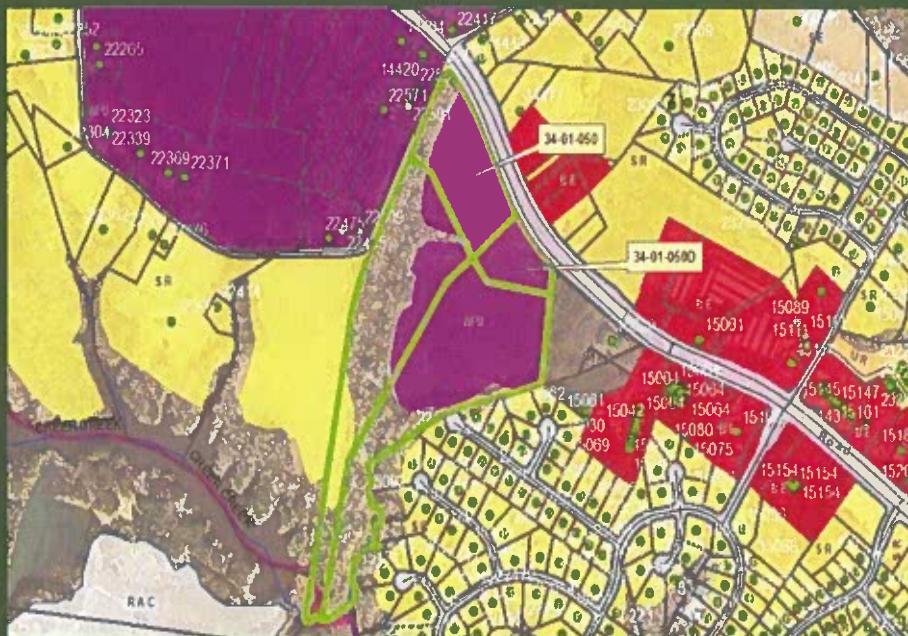


NEW PROJECT DESCRIPTION~~N~~*revised since 4/22/25)*

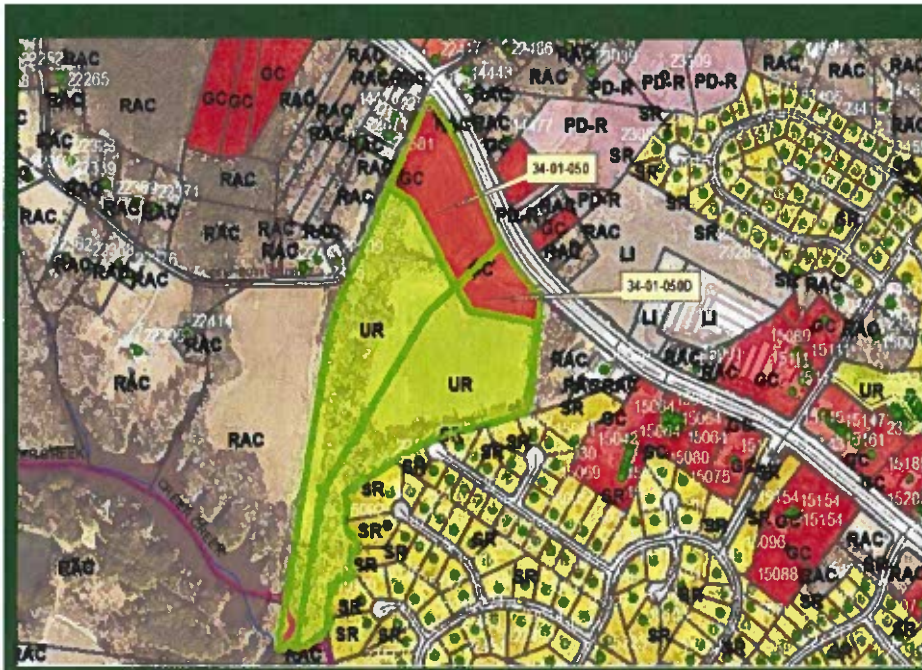
- Reduces residential units from 350 multifamily units to 147 owner-occupied townhome units
- Remove the age-restriction and workforce housing unit criteria
- Reduces the total commercial space from 75,000 square feet to 1.5 acres, or 26,136 SF
- Removes the cash proffer for both the residential and commercial uses
- Prohibits same commercial uses as well as strip clubs, vape stores, and drive-thru businesses
- Retains architectural criteria and mandatory property owners' association with maintenance responsibilities for all common and open space areas
- All Resource Protection Area buffers, wetlands, and streams located in common open space areas
- Retains landscaping buffer adjacent to the Ashby subdivision
- Removes entrance from Deep Bottom Drive, changes the main entrance on Carrollton Boulevard to a right-in/right-out only, and provides access to Britt Way for access to traffic light at Ashby Way and Route 17
- Includes a southbound right hand turn lane on Route 17, closure of the existing median break on Route 17 (if development occurs prior to Archers Meade), and an extended northbound left hand turn lane at the Ashby Way and Route 17 intersection



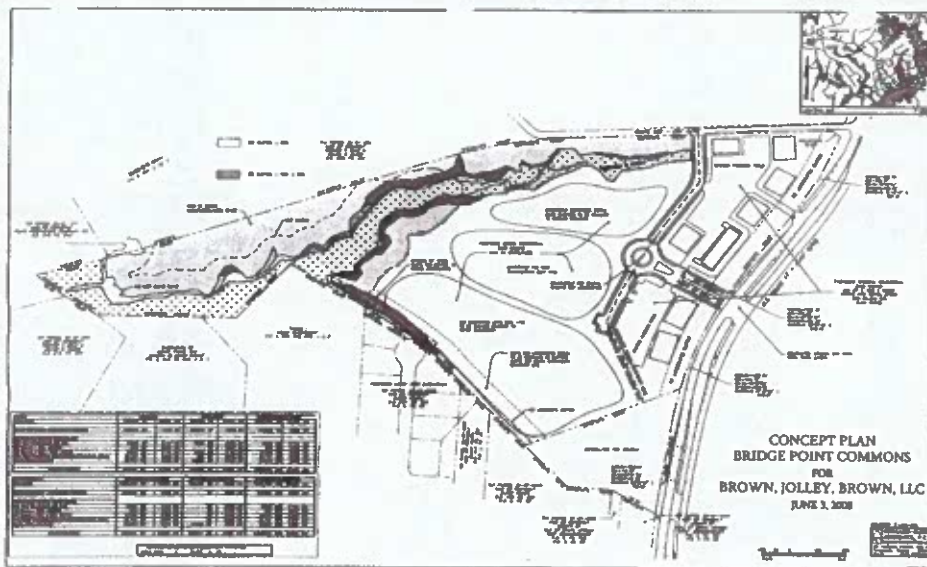
SITE
LOCATION



FUTURE
RECOMMENDED
LAND USE



ZONING DISTRICT
MAP



2008
Concept
Plan

2-155-4

2-155-4

1. NAME John Doe DOB 12/12/45

2. ADDRESS 123 Main St, Anytown, USA

3. PHONE 555-1234

4. DATE 12/12/45

5. TIME 12:00

6. LOCATION Anytown, USA

7. REASON Investigation

8. STATUS Active

9. REMARKS See attached report.

10. SIGNATURE [Signature]

11. DATE 12/12/45

12. TIME 12:00

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158. DATE 12/12/45

159. TIME 12:00

160.

2-155-5

2-155-5

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BACKGROUND *(From April 22, 2025)*

- Board of Supervisors approved a change in zoning for the project site for approximately 9.2 acres from RAC to C-GC and approximately 33.3 acres from RAC to C-UR on October 2, 2008
- Allows up to 350 multifamily units and 8.5 acres (75,000 SF) of commercial
- 120 units designated as workforce rental apartments
- 230 units would be owner-occupied condominium units
- Out of the 230 condominiums, up to 17%, or 39 units, could also be workforce units
- 116 of the 230 condominium units designated as age-restricted units

OTHER EXISTING PROFFERED CONDITIONS

- Maximum number of 2 adults and 2 children in each rental unit bedroom
- Prohibition against participation in the Housing Voucher program for forty years
- Cash proffer to the County of \$13,611.00 for each owner-occupied market rate condominium unit
- \$1,470.00 cash proffer for each age-restricted unit
- \$5,790.00 for each workforce unit
- List of prohibited commercial uses
- Cash proffer of \$632.00 per 1000 square feet of gross floor area of each commercial building
- Open space areas, architectural criteria, recreational amenities, and transportation improvements to accommodate the development to include:
 1. Northbound left turn lane extension on Route 17,
 2. A median break to be shared with the Archer's Meade project,
 3. An entrance on Deep Bottom Drive,
 4. Right-of-way dedication for a future connection to Britt Way, and
 5. If VDOT finds that a traffic light is needed within 20 years of the date of approval of the application or within five years of the completion of the Project, whichever comes first, the applicant shall provide, at applicant's cost and at the option and request of the County, a traffic light either at the intersection of Route 17 and Deep Bottom Drive or at the intersection of Route 17 and Bridgepoint Commons' main entrance.



Bridge Point Conceptual Master Plan

Isle of Wight, Virginia
January 6, 2025
Revised May 12, 2025



Revised
Concept
Plan

Bridge Point Open Space Plan

Isle of Wight, Virginia
January 6, 2025



Open
Space
Plan



POTENTIAL IMPACTS

- TIA shows approximately 2,137 daily trips with 243 and 162 trips occurring in the morning and afternoon peak times.
 - Represents reduction in daily trips from 4,801 with 314 during the morning peak hour and 510 during the evening peak hour anticipated from the original proposed development
 - 402 additional daily trips added to Britt Way and Ashby Way
 - Proffered road improvements meet needs of new development according to VDOT & County Transportation
- New project to generate total of 43 students with 13 for Carrollton Elementary, 11 for Westside, 6 for Smithfield Middle, and 13 for Smithfield High School.
 - Based on current program capacity and enrollment from September 2024, schools confirmed there is enough space to accommodate the students currently
 - Reduction from 59 students generated by the existing approved project - 21 elementary school students, fourteen middle school students, and another 24 high school students
- Fire EMS projected 55 additional calls for service with 47 additional EMS calls and eight additional fire service calls. Department states sufficient capacity to serve new project.
- Sheriff's Office has concerns with potential impacts to traffic safety but has sufficient capacity to meet increased demand.

POTENTIAL IMPACTS

- Additional residents will continue to decrease the existing level of service for regional and district parks and community center services and facilities without the addition of new services
 - Proposed development proposes to include five neighborhood pocket parks with amenities such as benches, gazebos, and playground equipment, a walking trail, permanently preserved common open space areas as well as an extension of the multipurpose trail along the Route 17
- Wetlands and RPA buffer at the west side of the site will remain undisturbed to the greatest extent possible and will be located in common open space areas.
 - Impacts to the RPA buffer will be limited to the stormwater BMP outfall pipe
 - Possible impacts to isolated nontidal wetland on northern end for stormwater management
- Previous Phase 1A submitted in 2008 identified 32 acres of the site as having a high probability of archeological resources and recommended a full Phase I study. New proffers omit this condition
- FIA estimates total tax revenues over 20 years to be \$11,955,710 and costs for services and facilities to be \$3,211,127 resulting in a factor of revenue versus cost of 3.7
 - Anticipated revenues based on average home price of \$369,000 and the value for the commercial property to be \$1,250,000
 - Commissioner of the Revenue satisfied with the conclusions



CONSISTENCY WITH COUNTY PLANS & ORDINANCES

- Project site designated as Mixed Use (MU) and Environmental Conservation (EC) on the Future Recommended Land Use Map in the County's 2020 Comprehensive Plan
- MU integrates office, residential, commercial, and other uses in one master planned area - best located on major transportation routes and should also have access to public water and sewer infrastructure with capacity for more intense development
- MU areas should provide multimodal connections to the community and conserve environmentally sensitive areas
- EC areas should remain largely undeveloped and consist of wetlands, floodplains, forest and some areas of farmland
- Project generally consistent with future recommended land use designations
- Project generally consistent with PD-MX, CBPA, and NDSO zoning district ordinance requirements except for the entrance sign which is not permitted in the required 70 foot setback per Section 4-18005





Chairman Bowser called for discussion from the commissioners.

Commissioner Johnson stated he was overall pleased with the new layout but shared his concerns with the traffic impact analysis and felt the missing bicycle and pedestrian accommodations should be taken into consideration.

Jamie Oliver, Transportation Administrator, stated while this is an increase over the existing traffic volumes, this is not a volume that would be atypical for a standard residential neighborhood. Ms. Oliver stated that a traffic impact analysis would look at items that impact traffic volumes. Since this application is not changing the street layout and not adding any pedestrian features, it will not show up in the TIA.

Commissioner Johnson stated that since this is an existing neighborhood, he believes this should be addressed.

Ms. Oliver stated that he could request this to be addressed narratively, but because there is not an infrastructure or engineering impact from bicycles or pedestrians, it would not impact the TIA from an engineering perspective. People walking and kids playing is a land use concern rather than an engineering concern.

Commissioner Johnson stated he is also concerned with the number of U-turns being predicted at peak hours.

Jason Fowler, VDOT, stated that U-turns are a safe maneuver, and the analysis indicated that there were proper gaps to perform the U-turn safely at that intersection. He stated that drivers are

going to go where it is easier for them to make the turn, and if they find the intersection is not convenient for a U-turn, they will go to the next intersection.

Commissioner Johnson stated that he believes there are some potential hazards with people making U-turns. He also stated that he believes the two percent growth rate that was used in the study is incorrect and thinks that the development in the north end of the County is much higher.

Ms. Oliver stated that the growth rate is not just the population growth, and that the historical trends show that two percent is conservative. She added that there are a couple of different methodologies that could be used, one would be a background growth rate, plus adding additional developments for what you know is already approved or in the pipeline, or to use an overall growth rate which accounts for that without trying to pinpoint additional development. She stated that the two percent captures the background growth rate plus all the things in the pipeline. By using the two percent growth rate, it captures all those things consecutively and can be applied across the board so there is consistency across what is being reviewed over a certain period.

Commissioner Johnson stated he believes that the two percent should be reexamined.

Commissioner Carroll asked whether Britt Way is an existing connection, regardless whether this down zoning is approved or not.

Ms. Oliver stated that Britt Way is a stub street platted all the way to the property line. VDOT requires the connection be made to the adjacent development, if the streets in the new development are going to be maintained by VDOT.

Commissioner Boykin asked if there is a way to convert the existing emergency light at the fire station to a regular stop light and reroute traffic to that intersection.

Ms. Oliver stated there is not a way to create a new signal at that location.

Ms. Ring clarified that the developer has the ability to develop 350 units by right and the ability to connect to Britt Way should the County decide to install a public road on the property.

Commissioner Boykin made the motion to recommend denial to the Board of Supervisors. Commissioner Rawls seconded the motion. The motion failed with Commissioners Boykin, Rawls and Johnson voting in favor of the motion and Commissioners Ford, Gibbs, Smith, Carroll, Shotwel and Bowser voting against the motion.

Commissioner Smith made the motion to recommend approval to the Board of Supervisors for the rezoning request. Commissioner Gibbs seconded the motion. The motion was adopted with Commissioners Ford, Gibbs, Smith, Carroll, Shotwel and Bowser voting in favor of the motion and Commissioners Boykin, Rawls, and Johnson voting against. (6-3)

The motion passed and will go to July 10, 2025, Board of Supervisors meeting.

NEW BUSINESS

Chairman Bowser called for the following New Business item:

Application EXC-25-2 of William Riddick, applicant, and Star Caviar, LLC, property owner, for a waiver to Section 1.9.1 of the Subdivision Ordinance to allow for subdivision of the existing parcel 33-01-166A which would result in the creation of a non-conforming parcel that does not meet bulk regulation requirements in the Limited Industrial (LI) zoning district.

Caleb Kitchen, Planner II, gave the following presentation.

APPLICATION EXC-25-2 OF STAR CAVIAR, LLC FOR A WAIVER TO SECTION 1.9.1 OF THE SUBDIVISION ORDINANCE

PLANNING COMMISSION REGULAR MEETING
MAY 27, 2025

SITE DESCRIPTION

- **TAX MAP ID#:** 33-01-166A
- **LOCATION:** 21301 BREWERS NECK BLVD
- **CURRENT ZONING:** CONDITIONAL - LIMITED INDUSTRIAL (C-LI)
- **ELECTION DISTRICT:** D2
- **PURPOSE:** WAIVER TO ALLOW SUBDIVISION OF EXISTING PARCEL WHICH WOULD RESULT IN A NEW NON-CONFORMING PARCEL.

BACKGROUND

- **REZONED TO C-LI IN 1983**
 - RETAINED USES PERMITTED IN THE GENERAL COMMERCIAL (GC) DISTRICT
 - MINI-WAREHOUSE AND MOTOR VEHICLE REPAIR SERVICE/MAJOR
- **VARIANCES**
 - MOTOR VEHICLE SALES IN 1997
 - CHAINED-LINK FENCE IN 2000
- **CURRENT OWNER PURCHASED IN 2024**
- **MOTOR VEHICLE REPAIR – 1.8 ACRES**
- **MINI-WAREHOUSE – 1.7 ACRES**

BACKGROUND

- **SECTION 4-11005.D MAXIMUM LOT COVERAGE: 60%**
- **SECTION 4-11005.E MINIMUM OPEN SPACE RATIO: 25%**
- **MINI-WAREHOUSE PARCEL WOULD MEET REQUIREMENTS**
- **AUTO REPAIR PARCEL WOULD NOT MEET REQUIREMENTS:**
 - **LOT COVERAGE – 88%**
 - **MINIMUM OSR – 12%**

EXC-25-2 Classic Collision Subdivision Waiver Request - Location Map



EXC-25-2 Classic Collision Subdivision Waiver Request - Zoning Map



EXC-25-2 Classic Collision Subdivision Waiver Request - Land Use Map







COMPREHENSIVE PLAN REVIEW

- **FUTURE RECOMMENDED LAND USE DESIGNATION FOR THIS PROPERTY IS BUSINESS AND EMPLOYMENT (BE).**
- **APPROPRIATE USES FOR THE BE LAND USE DESIGNATION INCLUDE MEDICAL OFFICES, OFFICE PARK, RETAIL SERVICES, COMMUNITY SHOPPING CENTERS, LIGHT MANUFACTURING, RESEARCH AND DEVELOPMENT, AND LOW-INTENSITY INDUSTRIAL USES.**
- **NON-RESIDENTIAL USES MAY INCLUDE PARKS AND TRAILS AND EXISTING COMMUNITY FACILITIES.**

ORDINANCE REVIEW

➤ SECTION 1.9.1 OF THE SUBDIVISION ORDINANCE

➤ "...ALL LAND DEVELOPMENT ACTIVITY WITHIN THE COUNTY SHALL COMPLY WITH THE COUNTY COMPREHENSIVE PLAN, COUNTY ZONING ORDINANCE, COUNTY EROSION AND SEDIMENT CONTROL ORDINANCE, MASTER WATER AND SEWER ORDINANCE, CHESAPEAKE BAY PRESERVATION AREA ORDINANCE, AND ALL OTHER APPLICABLE LOCAL, COMMONWEALTH, OR FEDERAL ORDINANCES AND REGULATIONS..."

ORDINANCE REVIEW CONT.

➤ SECTION 3.2.10.E WAIVER CRITERIA:

1. THAT GRANTING THE WAIVER WILL NOT HAVE AN ADVERSE IMPACT ON LANDUSE COMPATIBILITY.

FINDING: STAFF FINDS THE PROPOSED SUBDIVISION DOES NOT CHANGE THE UNDERLYING MINI-WAREHOUSE AND MOTOR VEHICLE REPAIR SERVICE/MAJOR USES CURRENTLY EXISTING ON THE PROPERTY OR THE EXISTING ZONING DISTRICT.

2. THAT STRICT ADHERENCE TO THE GENERAL REGULATIONS WOULD RESULT IN SUBSTANTIAL INJUSTICE OR HARDSHIP.

FINDING: STAFF DOES NOT FIND A HARDSHIP AS THE CURRENT USES ESTABLISHED ON THE PROPERTY CAN CONTINUE TO OPERATE UNDER ZONING REGULATIONS AND PREVIOUSLY APPROVED VARIANCES, AND THE PROPERTY WAS ACQUIRED IN GOOD FAITH.

ORDINANCE REVIEW CONT.

➤ SECTION 3.2.10.E WAIVER CRITERIA CONT.:

3. THE WAIVER HAS NOT BEEN OPPOSED IN WRITING BY THE COUNTY, VDOT ENGINEER, OR HEALTH OFFICIAL.

FINDING: THE WAIVER HAS NOT BEEN OPPOSED BY VDOT AND DOES NOT UTILIZE PRIVATE SEWER OR WELL.

4. THAT GRANTING THE ADMINISTRATIVE WAIVER SHALL BE CONSISTENT WITH THE PURPOSES AND INTENT OF THE ORDINANCE.

FINDING: STAFF FINDS THAT THE PROPOSED SUBDIVISION IS NOT CONSISTENT WITH THE PURPOSE AND INTENT OF THE ZONING ORDINANCE WHICH IS TO PROMOTE THE ORDERLY DEVELOPMENT OF THE COUNTY.

AGENCY REVIEW

- **VDOT:** THE EXISTING ENTRANCE TO CLASSIC COLLISION ONTO BREWERS NECK BLVD. IS LOCATED WITHIN THE FUNCTIONAL AREA OF THE SIGNALIZED INTERSECTION AND IS RECOMMENDED FOR CLOSURE. FUTURE CHANGES IN THE TRAFFIC DENSITY, USE, OR OTHER SITE PLAN CHANGES WILL TRIGGER THE REQUIRED CLOSURE OF THE BREWERS NECK ENTRANCE.

STAFF ANALYSIS

STRENGTHS:

1. THE EXISTING MINI-WAREHOUSE AND MOTOR VEHICLE REPAIR SERVICE/MAJOR USES CURRENTLY ESTABLISHED ON THE PROPERTY ARE NOT ANTICIPATED TO CHANGE AND ARE GENERALLY CONSISTENT WITH THE FUTURE LAND USE DESIGNATION.

WEAKNESSES:

1. GRANTING THIS WAIVER WILL RESULT IN THE CREATION OF A NON-CONFORMING PARCEL THAT DOES NOT MEET MAXIMUM LOT COVERAGE OR MINIMUM OPEN SPACE RATIO (OSR) REQUIREMENTS THAT ARE STIPULATED IN THE LI ZONING DISTRICT.
2. THE STRICT APPLICATION OF THE ORDINANCE REQUIREMENTS DOES NOT UNREASONABLY RESTRICT THE UTILIZATION OF THE PARCEL IN ITS CURRENT FORM.

STAFF RECOMMENDATION

STAFF RECOMMENDS DENIAL OF THE WAIVER BASED ON THE IDENTIFIED WEAKNESSES.

Chairman Bowser invited the applicant to speak.

William Riddick, legal representative for applicant, stated that throughout the years the Knox family built their businesses in accordance with the ordinances at the time. He added that it has always been two separate distinct businesses, and the logical thing to do is to divide these properties. Mr. Riddick asked for the Planning Commission's favor and to recommend approval of this application to the Board of Supervisors.

Chairman Bowser called for discussion from the commissioners.

Commissioner Johnson asked if the storage business was being rented or leased from the new owners.

Mr. Riddick stated that he is not sure of how the businesses are being managed, but that it is two separate businesses on the property. He added that it could cause financing problems from a business standpoint.

Commissioner Gibbs questioned the relevance of who the owner is to what is before them in this application.

Mr. Kitchen stated that the owner purchased the property in its entirety, and to his understanding contracts the management of the two different businesses.

Mr. Riddick stated that he believes the purchaser thought that he could divide the property with a line down the middle between the two businesses.

Commissioner Johnson asked if the entrance off Brewer's neck would not be able to be used.

Mr. Kitchen stated substantial improvements or a future rezoning would trigger the requirement from VDOT to close the entrance on Brewers Neck Blvd., but currently this application does not require the closure. He added that they would not be able to expand the existing lot coverage on the new lot, and any relief would require a variance from the Board of Zoning Appeals.

Mr. Riddick stated the previous owners had maximized their businesses but did so under the ordinance requirements at the time.

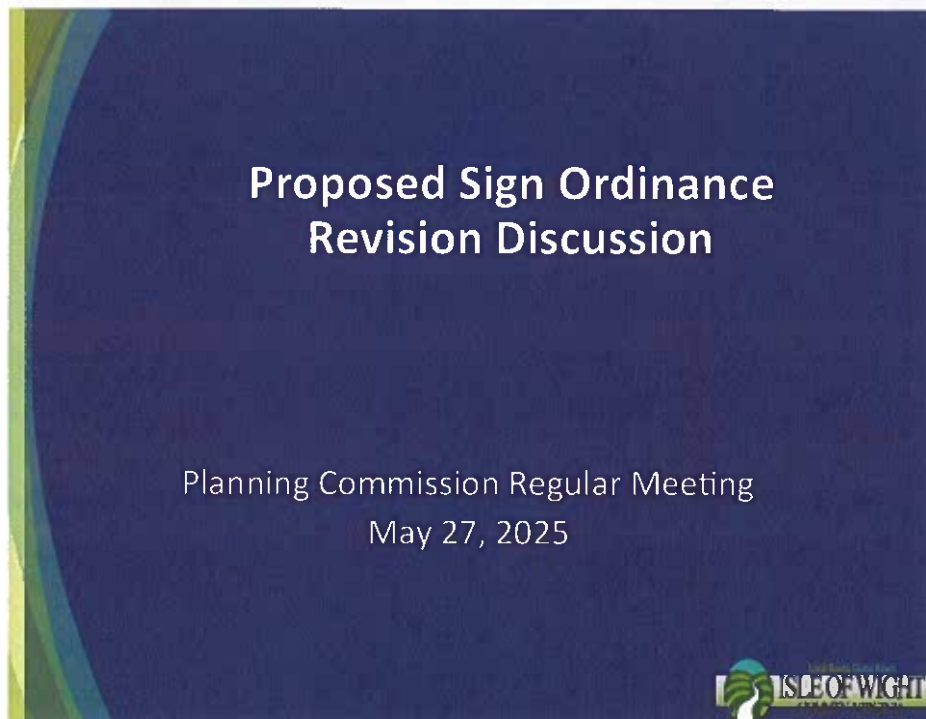
Commissioner Ford made the motion to recommend approval of the exception to the Board of Supervisors. Commissioner Carroll seconded the motion. The motion was adopted with Commissioners Ford, Gibbs, Smith, Johnson Carroll, Shotwel and Bowser voting in favor of the motion and Commissioners Boykin and Rawls voting against (7-2.)

COUNTY ATTORNEYS REPORT

There were no items for the County Attorneys report.

PLANNING DIRECTORS REPORT

Amy Ring shared the following presentation on the sign survey results.



Background

- On August 1, 2024, the Board of Supervisors directed staff and the Planning Commission to review the sign regulations for possible revisions after considering input from a community input survey.
- Board also asked for a report on the number and type of sign violations the County experienced over the last year.
- Since August 2024, Code Enforcement has record of 21 sign violations.
- Most of the violations include signs installed without permits and temporary signs being up too long.
- Sign survey was conducted from March 11, 2025, until May 1, 2025. Received 62 responses.



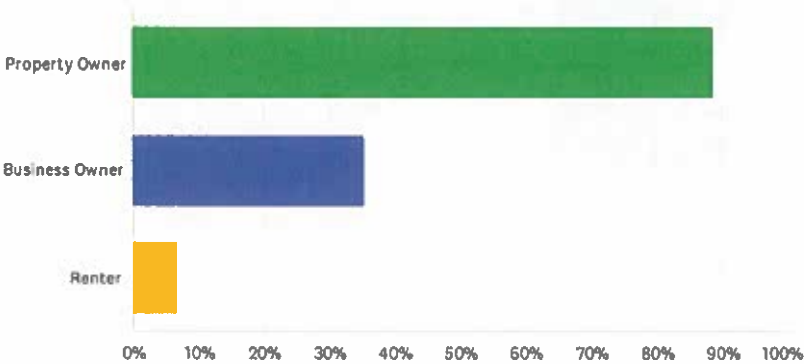
Description

- Utilized survey feedback as well as issues experienced in administering and enforcing the sign regulations to draft changes
- Survey respondents felt that public safety and community appearance were most important for sign regulations
- Responses indicated sign size, flashing or digital signs, and number of temporary signs were most important to update
- Staff feels temporary sign time limits, colors, materials and shopping center signs most problematic to administer



Q1 Are you a resident, property owner, or business owner in the County?
Select all that apply.

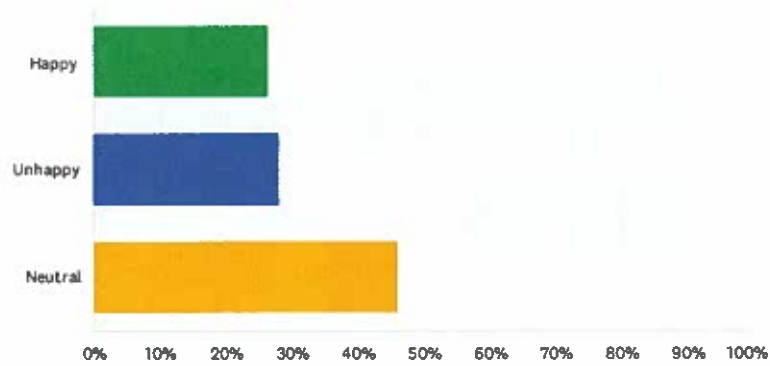
Answered: 62 Skipped: 0



ANSWER CHOICES	RESPONSES	
Property Owner	88.71%	55
Business Owner	35.48%	22
Renter	6.45%	4
Total Respondents: 62		

Q2 Are you happy or unhappy with how signs are regulated in the County?

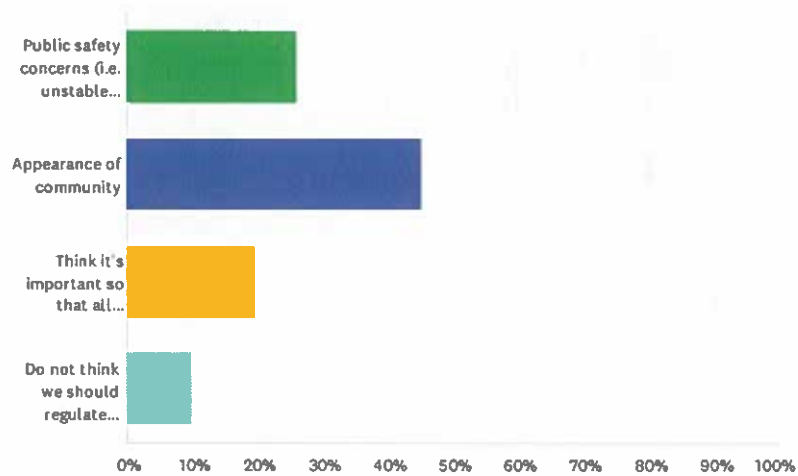
Answered: 61 Skipped: 1



ANSWER CHOICES	RESPONSES	
Happy	26.23%	16
Unhappy	27.87%	17
Neutral	45.90%	28
TOTAL		61

Q3 What do you think is the most important reason to regulate signage in the County?

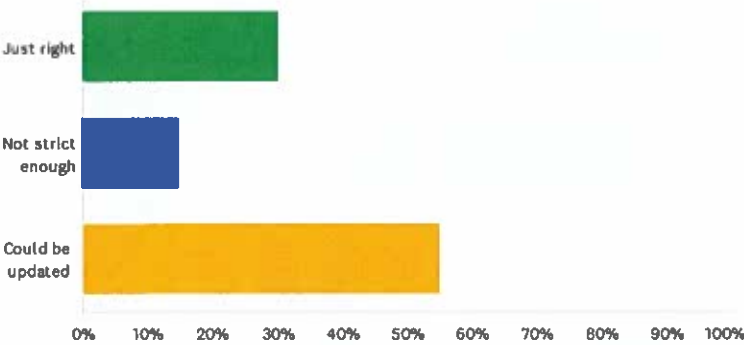
Answered: 62 Skipped: 0



ANSWER CHOICES	RESPONSES	
Public safety concerns (i.e. unstable construction, electrical work, etc.)	25.81%	16
Appearance of community	45.16%	28
Think it's important so that all businesses are treated equally	19.35%	12
Do not think we should regulate signage	9.68%	6
TOTAL		62

Q4 Please choose a response: Do you feel the sign regulations in the County are:

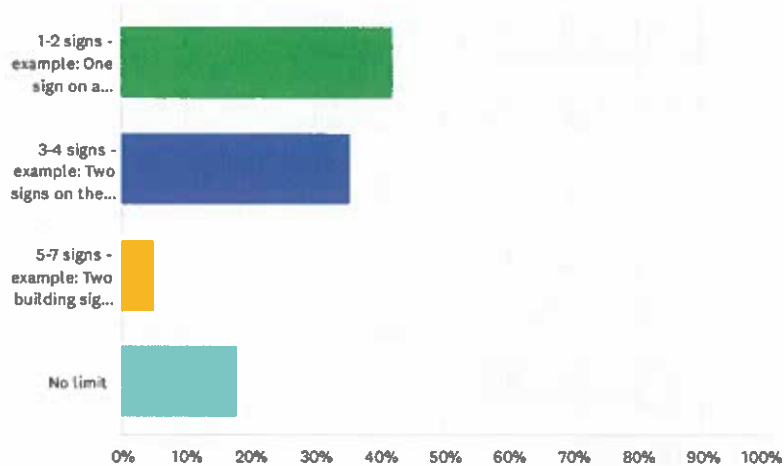
Answered: 60 Skipped: 2



ANSWER CHOICES	RESPONSES	
Just right	30.00%	18
Not strict enough	15.00%	9
Could be updated	55.00%	33
TOTAL		60

Q5 How many signs on the property or on a building do you think are appropriate for a commercial use?

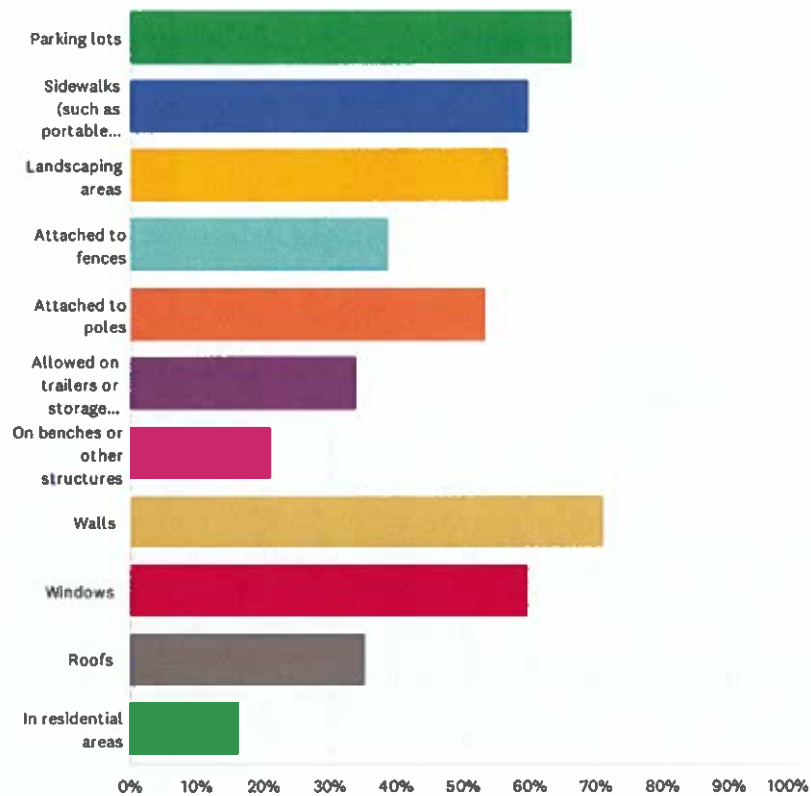
Answered: 62 Skipped: 0



ANSWER CHOICES	RESPONSES	
1-2 signs - example: One sign on a building and one street sign (not including window signs)	41.94%	26
3-4 signs - example: Two signs on the building, a street sign (not including window signs)	35.48%	22
5-7 signs - example: Two building signs, a street sign and two permanent flag/decorative signs (not including window signs)	4.84%	3
No limit	17.74%	11
TOTAL		62

Q6 Where should signs be allowed to be located/be attached to? Check all that apply.

Answered: 62 Skipped: 0



Isle of Wight County Sign Regulation Satisfaction Survey

SurveyMonkey

ANSWER CHOICES	RESPONSES	
Parking lots	66.13%	41
Sidewalks (such as portable sandwich board signs or chalkboards)	59.68%	37
Landscaping areas	56.45%	35
Attached to fences	38.71%	24
Attached to poles	53.23%	33
Allowed on trailers or storage containers	33.87%	21
On benches or other structures	20.97%	13
Walls	70.97%	44
Windows	59.68%	37
Roofs	35.48%	22
In residential areas	16.13%	10
Total Respondents: 62		

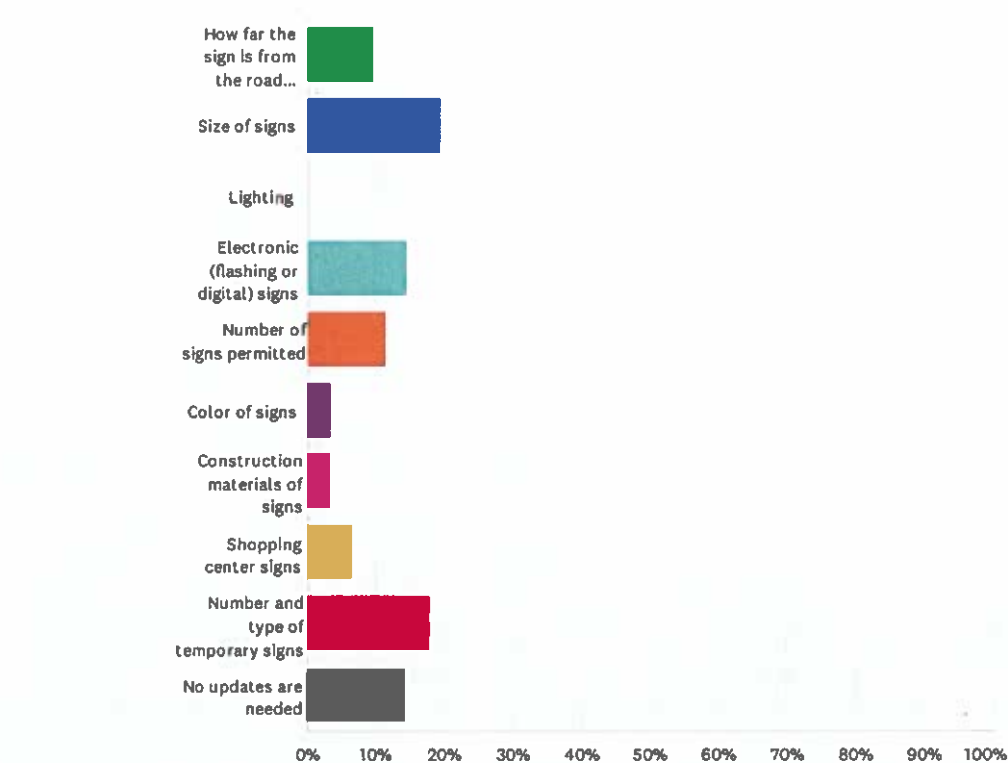
Q7 Do you have suggestions for sign requirements from other jurisdictions that would work for the County?

Answered: 20 Skipped: 42

See Attached

Q8 What part of the sign regulations is most important to update?

Answered: 62 Skipped: 0



Isle of Wight County Sign Regulation Satisfaction Survey

SurveyMonkey

ANSWER CHOICES	RESPONSES	
How far the sign is from the road (setbacks)	9.68%	6
Size of signs	19.35%	12
Lighting	0.00%	0
Electronic (flashing or digital) signs	14.52%	9
Number of signs permitted	11.29%	7
Color of signs	3.23%	2
Construction materials of signs	3.23%	2
Shopping center signs	6.45%	4
Number and type of temporary signs	17.74%	11
No updates are needed	14.52%	9
TOTAL		62

Isle of Wight County Sign Regulation Satisfaction Survey

SurveyMonkey

Q9 Please tell us anything else you would like to change about the sign ordinance.

Answered: 20 Skipped: 42

*See Attached

Sign Ordinance Community Feedback Survey Open Responses Received March 11-May 1, 2025

Do you have suggestions for sign requirements from other jurisdictions that would work for the County?	Please tell us anything else you would like to change about the sign ordinance.
	Shopping center signs need to be updated regularly so that the existing ones are not faded, broken, or up to date
Unknown, board should be doing this research as due diligence to any new or updates to proposals.	I feel that signs should not be placed obstructing any traffic views, roadways, walkways, or other businesses. I do feel that not allowing for some variety defeats the purpose of a business owner researching & creating their own marketing strategies.
You should be free to have whatever sign you want. As long as it does not block visibility of a neighboring business and or its signage. Also should not block road signs or traffic lights or any other safety concerns "roads, turns etc.". PS I despise flag signs in our town they are ugly and make the town look like trash.	I am all about some freedom for business or residents to do what they see fit on their own property. We have way too many laws as it is. That being said limit flag signs they look trashy and allow more "A" frame type and other temporary options. Limit tobacco and vape store lights because they are also trashy looking. Maybe vape stores shouldn't be here period lol. Thanks
	The small signs cluttering the sides of the roads are eyesores. These aren't only business signs. We need limits on at least quantity and time allowed to remain.
Better idea: Lets be creative for once instead of using other jurisdictions oppressive regulations.	Yes, the entire ordinance in Isle of Wight County needs to be revised with a focus exclusively on legitimate public safety concerns — specifically life safety, fire hazards, or businesses with a recurring pattern of using an excessive number of signs. Even in those cases, no enforcement action should be taken unless the business is found to be in clear violation of the ordinance by a panel of no fewer than five business owners. This panel should be selected through a random lottery, convened only when such a review is necessary. Drop all of it — except where signage clearly creates a public safety risk, such as obstructing visibility of oncoming traffic or posing a danger of accidents. Or in cases where a business displays a grossly excessive number of signs (Liberty Tax Services and certain car dealerships have been examples of this in the past). No permits for signage should be required under any circumstance. You are here to serve the public — not to line county coffers through unnecessary fees and burdensome restrictions. If you insist on continuing to restrict signage beyond those limited, justifiable exceptions, then you must hold yourselves to the exact same standards and burdens you impose on business owners. If you write the rules, you must live by them too — and that applies to every entity operating within Isle of Wight County, whether locally owned, globally operated, privately held, or publicly funded. This includes all forms of government — county departments, public schools, municipal services, and independent towns located within the county such as Smithfield and Windsor. No special treatment. No carve-outs. No exceptions. No exclusions. Everyone must be held to the same standard — period.
size based on sq ft of building	
none	none
	The county looks trashy
	Temporary signs should not require a permit and should be allowed to be bigger.
	The distance from the road is the biggest but I think most of the options in question 8 are needed.

	Number of signs should be limited as well as construction materials. I don't think businesses should be able to hang banner signs on their fences, business trucks and temporary structures. I think sign lighting should be restricted to maintain our historic charm. Flashing signs with bright colors shouldn't be permitted. I recently noticed the vape shop on Church st in Smithfield, and I was very disappointed that the town allowed this!
York County	Needs to be better enforcement of temporary signs. They seem to litter Route 17.
None known	
Limit the amount of colors per sign, as in "Permanent signs may incorporate a maximum of four (4) colors per sign".	It will do no good to alter the sign ordinance without an education and enforcement plan and an appropriate agency to target those who intend to repeatedly violate it. Attention needs to be equally tended to on both aspects of the excess of signs in violation, removal AND timely replacement or repair of long existing signs. In regard to neighborhoods, places like Bennis Grant having a neighborhood sign in front of the road that will be the hospital entrance is confusing. Why is the neighborhood sign not at the entrance to the actual neighborhood where the homes begin? It would also be helpful to have ordinances more divided by Commercial/Business Signage, Residential Signage, Business within a residence signage, etc as the current code is all encompassing and consumes too much time to sift through when looking for a specific guideline. Flashing lights that are not necessary for safety detract from the aesthetic appeal of the area. Given that a large portion of the area is to remain rural, much care should be taken in regard to signs that will impact higher density residential areas. Shopping Centers do best when one main sign showing the shops is erected and visual for motorists from far away and then have a singular sign on the storefront itself. Too many businesses here have a plethora of signs on the sidewalk and things taped to their windows- this looks junky. The area is windy and care to customers needing to maneuver with ambulatory accommodations should be considered with all the signs in a walkway for businesses. The small advertising signs that get stuck in the grass areas and left should be prohibited as a whole. It is cluttered and often dangerous to motorist's view but rarely are they removed promptly or even installed securely.
No	N/A
Updated signage	We need to update the signs for all entrances into Smithfield with the city signature pig statues. We need to make our water towers COLORFUL!!
No	Time limitation of sign posting upon serving its purpose. Control vegetation and clutter around signage.
Focus more quality versus quantity. Permanent signage versus flags. Allow any signage on property that is permanent.	
Don't follow the Town of Smithfield. The Food Lion and Kroger shopping center signs look horrible. Food lion SC sign hasn't even lit up at night in years.	I saw a sign in someone's yard yesterday for a heating a cooling company that just did work on that house. You can't even see the work they did, so it is basically a company advertising in residential yards.
Avoid huge and ugly.	Avoid huge and ugly.
	The extremely bright LEDs that seem to come with every vape shop in the region are a huge eye sore.
The signs are getting a bit out of hand - frequently blocking view for traffic. They are never policed especially in areas outside of Smithfield and Windsor. They become tacky and outdated and during bad weather, a hazard.	
Nope	
no	

No	I think the property size and location needs to factor in. My experience & participation in the downtown area makes me value that the area maintains an overall quaint look.
I do! Back off and let the business owners and residents do what they do. It isn't for government to regulate speech, of any kind.	You need to update the city map at the bus station that has old businesses listed and not any new ones that have been opened the past year or so.
Signs should not be so small that you can't find the business	

A brief discussion was had on the results and the proposed changes to the sign ordinance. Ms. Ring stated she would continue to work on these revisions and bring the changes back before them for review.

There being no further information to discuss, Chairman Bowser adjourned the meeting at 7:36 PM.

Adopted this 24 day of June, 2025

Bobby Bowser
Bobby Bowser, Chairman, Isle of Wight County Planning Commission

Attest: Amanda Landrus
Amanda Landrus, Secretary