

TOWN OF WINDSOR
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PLANNING COMMISSION MEETING AGENDA
January 23, 2019
7:00 p.m.

1. Call to Order
 - a) Welcome
 - b) Roll Call
2. Public Comments
3. Approval of the Minutes of the October 24, 2018 Planning Commission Meeting (1)
4. Public Hearing
None
5. Review of Recreational Vehicles (RV) Ordinance (2)
6. Town Attorney's Report
7. Economic Development Authority (EDA)
8. Other Reports
9. Old or Unfinished Business
 - a) Business Survey Report (3)
10. Next Regular Meeting - February 27, 2019
11. Motion to Adjourn

MINUTES OF THE PLANNING COMMISSION – WINDSOR, VIRGINIA

The Planning Commission met on Wednesday, October 24, 2018 at 7:00 p.m. in the Town of Windsor Council Chamber. Chairman Marshall called the meeting to order and welcomed all who were present. Terry Whitehead, Town Clerk, recorded the minutes. Michael Stallings, Town Manager, Ben Sullivan, Planning & Zoning Administrator, and Wallace W. Brittle, Jr., Town Attorney, were present. Mrs. Whitehead called the roll.

Planning Commission members present: Leonard L. Marshall, Chairman
George Stubbs, Vice Chairman
Devon Hewitt
Edward Lynch
Glyn Willis
Greg Willis
Larissa Williams

Chairman Marshall welcomed Commissioner Hewitt back to the Planning Commission.

PUBLIC COMMENTS

None

MINUTES

Chairman Marshall asked if there were any amendments to the minutes of the September 26, 2018 regular Planning Commission meeting. Vice Chairman Stubbs made a motion to approve the minutes as presented. Commissioner Williams seconded the motion, and the Commission unanimously passed the motion as recorded on the attached chart as motion #1.

MARKET PROFILE – COMMERCIAL GOALS

Mr. Sullivan presented and reviewed the Windsor Economic and Comparison Report which was included in the packets. He explained that the purpose of this report is to begin the process of identifying the current economic condition of the Town of Windsor, how it compares to regional competitors, and potential actions that the town can take to improve its situation.

He reported that the Town of Windsor lags behind its neighbors in almost every regard. He said its population has grown more slowly compared to the region, median income growth is almost flat, it can expect to lose its working population to aging in the near future, and Windsor is not keeping up with its housing stock.

Mr. Sullivan also noted several positives for the Town of Windsor. He reported that the per capita income has increased, a smaller percentage of Windsor’s population is in poverty, and the town has dramatically increased the quality of housing units since 2000.

Mr. Sullivan said the issue seems to be that Windsor is not attracting people at the same rate as its neighbors. He explained that it is unreasonable to expect Windsor to build as many homes as Smithfield or Suffolk, but if these trends continue, Windsor's portion of the population and economy will continue to shrink. He said it will at best be a place where people might find a moderately priced home.

Mr. Sullivan said for Windsor to turn its fortunes around, it must identify ways to attract people and their dollars. It must do so not only by constructing new homes but by identifying niche markets that will make Windsor stand out. He said it is also important to build infrastructure that will attract young home buyers.

Mr. Sullivan reported that 50% of Windsor's land is dedicated to agriculture or raw material harvesting, and these businesses provide less than 2% of employment in the town. He said this can be turned into a positive because this land is spread though the town and also provides an area that requires little to no demolition and minimal land clearing. He explained that essentially the town could pick where it wants new development with minimal effort to prepare for construction.

Mr. Sullivan explained that Windsor should not feel like it must become another Smithfield or Suffolk. He said to ensure economic growth, it must develop an environment in which the town becomes self-sufficient, does not continue to lose ground to its neighbors, and create an environment that gives millennials and younger generations a reason to visit and stay in Windsor.

Planning Commission continued to discuss how to plan and manage future growth and development while preserving Windsor's small town atmosphere, viable locations within the town for promoting economic development, and ways of involving the citizens and receiving input regarding future plans for the town. Commissioner Williams suggested streaming live on facebook as a way to keep citizens involved and informed.

After further discussion, Planning Commission agreed to have Mr. Sullivan continue his research regarding future growth and economic development for the Town of Windsor.

TOWN ATTORNEY'S REPORT

None

ECONOMIC DEVELOPMENT AUTHORITY - EDA

None

OTHER REPORTS

None

OLD OR UNFINISHED BUSINESS

None

ADJOURNMENT

Chairman Marshall stated that the next meeting is scheduled for November 28, 2018.

There being no further business, Vice Chairman Stubbs made the motion to adjourn. Commissioner Williams seconded the motion, and the Commission unanimously approved the motion as recorded on the attached chart as motion #2.

The meeting adjourned at 8:35 p.m.

Leonard L. Marshall, Chairman

Terry Whitehead, Town Clerk

TOWN OF WINDSOR
RECORD OF
PLANNING COMMISSION VOTES

Commission Meeting Date October 24, 2018

Motion #	Glyn Willis	E. Lynch	D. Hewitt	Greg Willis	L. Marshall	G. Stubbs	L. Williams
1	Y	Y	Y	Y	Y	Y	Y
2	Y	Y	Y	Y	Y	Y	Y
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Jerry Whitehead, Clerk

TOWN OF WINDSOR

Town Elected Officials
 Glyn Willis – Mayor
 Durwood V. Scott – Vice Mayor
 Kelly Blankenship
 J. Randy Carr
 George Stubbs
 Walter Bernacki
 Greg Willis



Established 1902

January 7, 2019

Town Manager
 Michael R. Stallings, Jr.

Town Clerk
 Terry Whitehead

Town Treasurer
 Christy Jernigan

Town Attorney
 Wallace W. Brittle, Jr.

Background

The Town Council on December 11, 2018 asked that the Town Planning Commission examine the issue of 1) whether boats should be included in the zoning ordinance governing recreational vehicles, 2) what language changes are needed, if any, to the ordinance, or 3) should the ordinance be done away with due to the burden placed on the property owners for storage of the vehicles. Below is the background summary provided to the council.

“A complaint was made about the boat being kept in the front yard at 34 Duke St. This is the second known time that a complaint has been made about the boat (it is unknown if the same person made the complaint). There are currently no regulations regarding storage of water vehicles except in the case of displaying them for sale. There are regulations regarding recreational vehicles.

The current ordinance reads as follows: *160-36 C -Recreational vehicles and travel trailers. Such vehicles shall be stored within the minimum yard requirements and shall be prohibited from occupancy. Any such vehicle shall be properly licensed and shall be prohibited from being used as an auxiliary structure. All such vehicles parked in front must be to the rear of the front setback line and be to the side of the main residential dwelling unit, or be parked behind it.*

Recreational Vehicles are defined by FEMA and Windsor’s ordinance as:

- (a) Built on a single chassis;*
- (b) Four hundred square feet or less when measured at the largest horizontal projection;*
- (c) Designed to be self-propelled or permanently towable by a light-duty truck; and*
- (d) Designed primarily not for use as a permanent dwelling but as temporary living quarters for recreational camping, travel, or seasonal use.”*

Summary

Staff conducted a field inspection to identify the number of RV’s and boats, their locations, and determine if they meet the current requirements of section 160-36C. In addition to the boat at 34 Duke St, there are seven RV’s and boats located within the Town of Windsor. Five of these vehicles (three RV’s and two boats) would not meet the current placement requirements. As with the boat at 34 Duke St, it does not appear that any of these vehicles inhibit pedestrian or automotive traffic, or damage neighboring property or prevent their use.

Questions that need to be considered.

1. does a boat fit the current definition of an RV.
 - a. No
 - i. Evidence- FEMA lays ground rules insurance, making a distinction between an RV and Manufactured Home Park or Subdivision. Makes no mention of aquatic uses. Internet searches for definitions of RV’s, and comparing RV’s to boats, seems to indicate that the two are separate.
2. Why was the complaint made?

- a. No answer currently
3. Does the boat restrict or impede use of land for the surrounding neighbors?
 - a. Boat does not impede use of side walk.
4. Does the keeping of the boat in the front yard damage property of the surrounding neighbors?
 - a. Boat has caused a slight depression in the land on their property, causing some pooling of water around the base of the frame holding up the boat.
 - b. No noticeable damage to neighboring property.
5. Does the boat in the front yard affect the aesthetics of the neighborhood?
 - a. Needs to be discussed
6. Is there an issue of fairness that RV's are covered but boats are not?
 - a. Needs to be discussed
7. How many people keep boats in their front yards?
 - a. Two.
8. If only one, is there an issue of fairness that expanding existing ordinance to include boats affects one home owner?
 - a. Needs to be discussed
9. What is the justification for regulating where private boats are stored on property?

Suggested amended language : 160-36 C -Recreational vehicles, travel trailers, and **Water Vehicles. A maximum of two such vehicles may be kept on the property at any time.** Such vehicles shall be stored within the minimum yard requirements and shall be prohibited from occupancy. Any such vehicle shall be properly licensed and shall be prohibited from being used as an auxiliary structure. All such vehicles parked in front must be to the rear of the front setback line and be to the side of the main residential dwelling unit, or be parked behind it.

Water Vehicle definition- a vessel or watercraft capable of being used as a means of transportation on water and propelled by oars or paddles or by sail or power, other than a sea/float aircraft capable of operating on water.

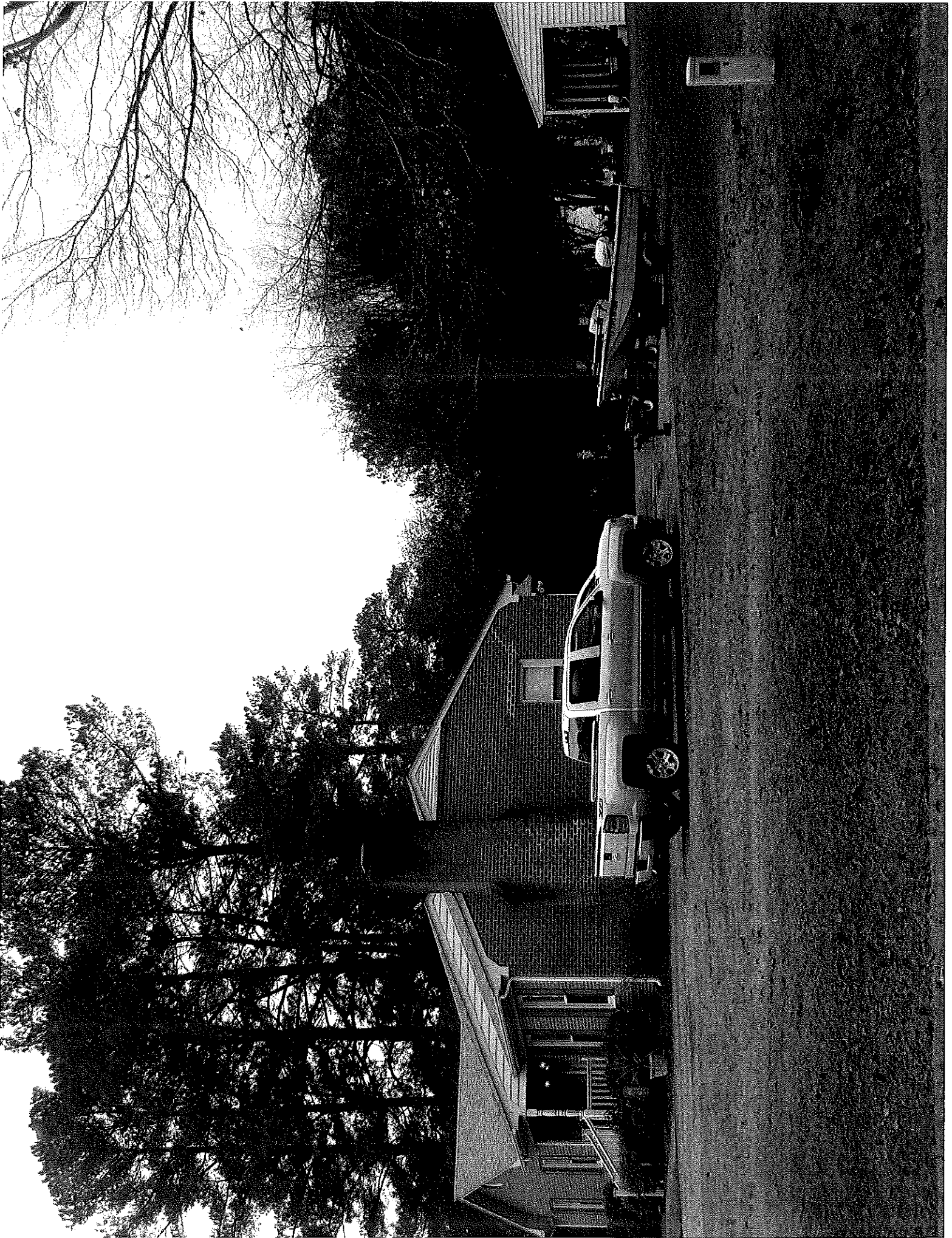


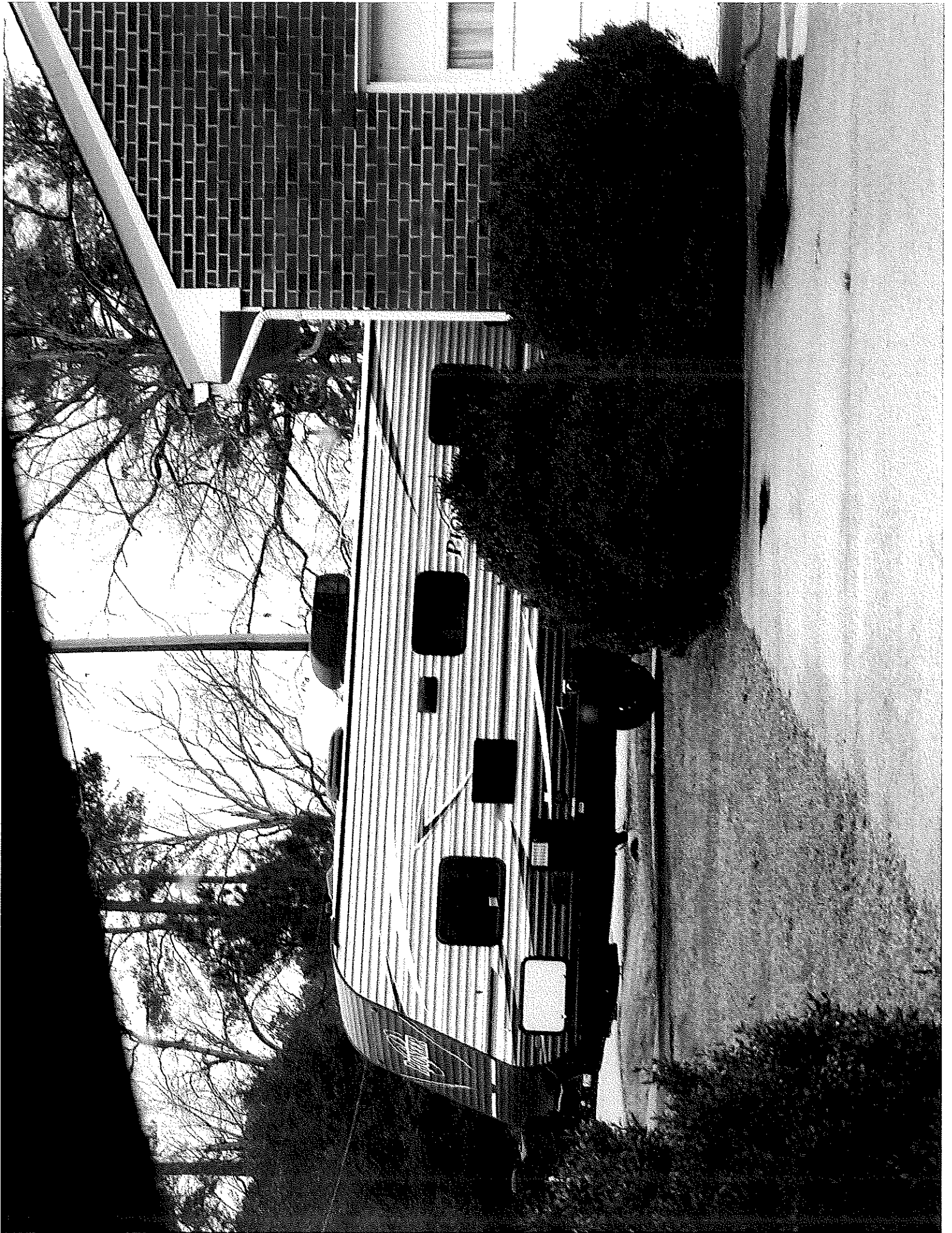




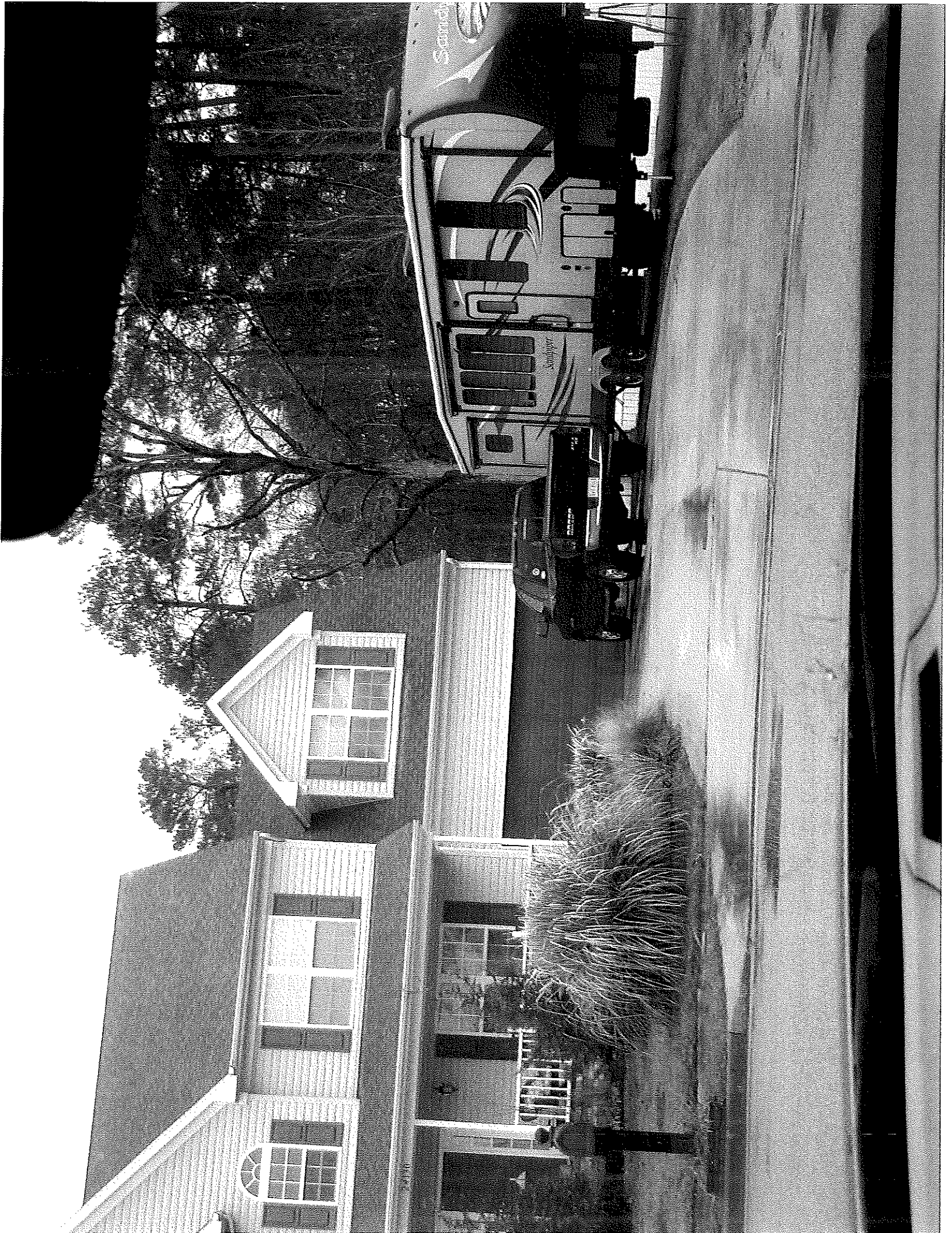




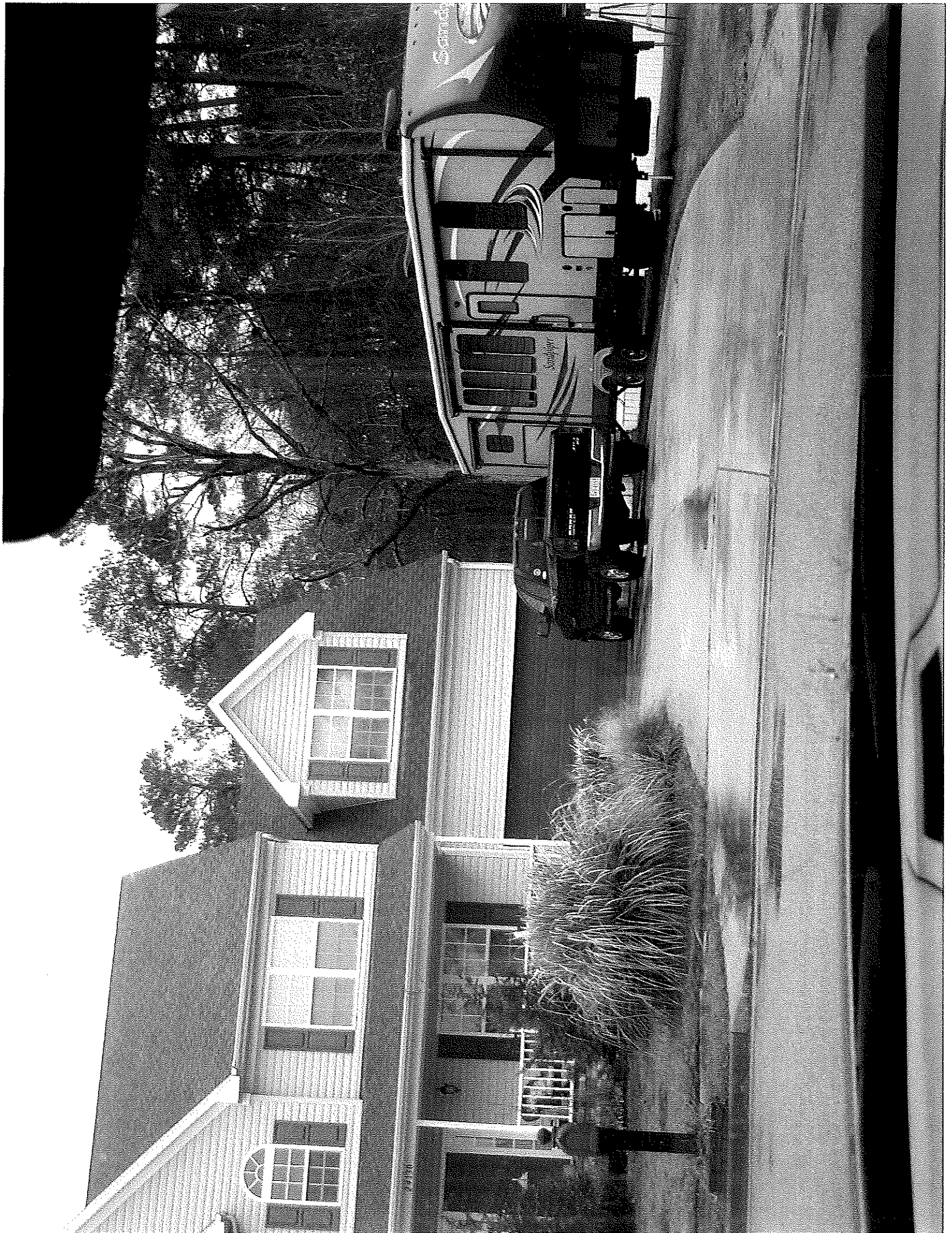












Survey Report

Executive Summary- A continuation on gathering information about the social and economic aspects of the Town of Windsor. The previous report showed that Windsor is falling behind in population growth, income growth, and housing development compared to other areas in the region such as Smithfield, Suffolk, and the whole of IOW County. The recommendation in the report stated that the Town needs to focus on attracting new people to the town, and develop a niche market that will develop the town's economic footprint. The recommended niche market was the entertainment industry.

With a better understanding of the quantitative aspects of Windsor, a qualitative study was conducted focusing on local businesses. The survey identified types of businesses in Windsor, what attracted them to the town, what business requirements are needed to continue to operate, and what they believe the Town needs to do to improve.

Of the 155 businesses that have a business license in town, 47 responded to the survey. Out of the 47 respondents, 12 said they think the town needs more population/customer base, and 11 said the town needs more stores. The largest discovery is that 57% of respondents chose to have their business in Windsor is because they live in Windsor or near it. The next highest reason for choosing Windsor at 15% is because of the Town's location. Other reasons for locating in Windsor were at 8% or less.

The survey questions asked were the following:

1. What type of business/es do you run?
2. What attracted you to Windsor to open business?
3. How many people/clients do they need to attract to stay in business?
4. How many people/clients did you expect you would get when you first opened, how many would you want to now?
5. How far away do you attract customers?
6. How long has your business been in town?
7. What kind of location would help your businesses grow? What kind of location would you like to see in town?
8. Do you have other locations that you operate out of?
9. What would help you thrive as a business?
10. What can the Town do to help you thrive?
11. What is the biggest deterrent to doing business in Windsor?
12. Any miscellaneous comments about the business environment, or related topics?

Survey Analysis- The survey found that large sections of businesses in Windsor are in the service, retail, or food industry. That 70% of all businesses draw from a customer base within a 50 mile radius, and that the top reason that 57% of business owners chose to operate in Windsor is because they either live in or near the town. 74% of surveyed businesses started operations in Windsor after 2000, with 53% having started after 2010.

The results from questions 3 and 4 are difficult to summarize as the answers varied greatly between businesses. Some gave their answers in dollar amounts while others gave it in number of customers. Not only was there a large variation between different industries, but also within the same industries as well. One sit down restaurant stated that they needed between 60-75 customers a day to survive, while another said they needed a minimum of 300 per day.

The questions that provided the most insight were questions 9-12. A few trends became apparent when examining the responses. The most common responses across all the questions involved an interest in having a larger population/customer base, wanted more stores in the town, and issues with traffic. A desire for a greater population was either the top or one of the top responses for questions 9, 11, and 12. Wanting assistance with marketing was the second most common response for both questions 9 and 10. When asked 'what was the biggest deterrent for doing business in Windsor', business owners responded a lack of a town identity as often as a lack of population.

Next steps- The trends shown in this survey, combined with the previous market study, imply that there is both a need and a desire to grow the residential and commercial components of the town. The next step should be to get input from the public through a public information session in which the current situation is presented to the public, provide several preexisting ideas for development to facilitate discussion, and give attendees the ability to craft their own ideas to present to the town and each other. Topics that should be included in this discussion should be:

- Identification of town goals (examples are; grow population, provide more employment opportunity, create park land, improve aesthetics of town, etc.)
- Identify where growth should happen in town
- What type of development should take place
- What, if any, industries should the town try to attract.

Funding for the meetings can be partially funded by the Virginia Department of Housing and Community Development (DHCD). The DHCD offer pre-project planning grants up to \$10,000 for "activation and organization of community residents to develop strategies for future social and physical improvements". The use of this funding should result in "an organized, informed community which has reached consensus on a practical vision of the future and has the capacity and options available for future community improvement." To maximize the amount, and make use, of the funding received from the DHCD, the Town should take inventory of:

- Needed leadership,
- Technical skills required,
- Available staff time,
- Management and fiscal systems,
- Consultants needed,
- Partnerships needed, and
- Additional funds and other resources needed for project planning and future implementation.

Traditional methods, such as newspaper announcement and notices on the town website, will be used to help advertise the meetings. Additionally, a public outreach campaign will be initiated to build awareness of the events. This will include staff contacting and speaking to local community organizations, and conducting a door-to-door canvassing effort. The canvassing group will carry with them information about the events and speak directly with residence to build awareness and answer basic questions about the events. The canvassing group will include members of the Town staff and part-time workers brought on for this effort. The part-time workers should be compensated for their time at \$10/hour. The canvassing effort should take between 1 to 2 months if canvassers work every Tuesday and Thursday from 3-5pm and depending on how many people are hired for the positions.

The Vision Meetings can start to happen as early as May depending on how, or if, the Town can receive funding from the State and how much funding the Town is willing to dedicate to this effort.

Appendix

Business types

topics	word count	% of respondents
electrical and appliance repair and service	6	12.77%
food industry (restaurant, fast food, production)	6	12.77%
retail	6	12.77%
salons	5	10.64%
cleaning (home, industrial, commercial)	3	6.38%
financial services	3	6.38%
construction	3	6.38%
promotions (booking, event planning, promotion material)	2	4.26%
Fitness centers	2	4.26%
education	2	4.26%
towing	1	2.13%
furniture	1	2.13%
clothing	1	2.13%
drug store	1	2.13%
florist	1	2.13%
pest control	1	2.13%
health service	1	2.13%
legal service	1	2.13%
trucking	1	2.13%

Why Operate in Windsor

Topic	Count	% of respondents
lives in Windsor	27	57.45%
good location	7	14.89%
small town	4	8.51%
lack of competition	4	8.51%
existing clients in area	4	8.51%
Contract low	3	6.38%
rent/affordability	3	6.38%
460 traffic	2	4.26%

Summary of topics for questions 9-12 (does not show multiple mentions of same topic by same person)

topic	count	% of respondents
more population/customers	12	25.53%
more stores	11	23.40%
traffic issues	9	19.15%
more/larger/better store locations	7	14.89%
advertising/ business network	7	14.89%
lack of identity	6	12.77%
hire company	5	10.64%
like status quo	5	10.64%
business starter info pack	5	10.64%
more/trained employees	4	8.51%
change local fees/ ordinance	4	8.51%
signs	4	8.51%
more construction	2	4.26%
improve ascetics	2	4.26%
night business hours	2	4.26%
good location	1	2.13%
host local events	1	2.13%
walkability	1	2.13%
issues with theft	1	2.13%
renter protection	1	2.13%
far away from other areas	1	2.13%

Question 9

topic	count	% of all responders	% of those that gave an answer
more population/customers	7	14.89%	20.00%
marketing/advertising help	6	12.77%	17.14%
more employees/training	5	10.64%	14.29%
more stores	5	10.64%	14.29%
larger, better, more location options	4	8.51%	11.43%
road improvements	3	6.38%	8.57%
likes status quo	2	4.26%	5.71%
business fees/taxes	2	4.26%	5.71%
more construction	1	2.13%	2.86%
longer business hours/ open at night	1	2.13%	2.86%
business starter guide	1	2.13%	2.86%
No answer	12	25.53%	

Question 10

topic	count	% of all responders	% of those that gave an answer
tax/fee reduction	6	12.77%	24.00%
help with advertising	5	10.64%	20.00%
hire them	4	8.51%	16.00%
more people/customers	2	4.26%	8.00%
more stores	2	4.26%	8.00%
more/improved store locations	2	4.26%	8.00%
more construction	1	2.13%	4.00%
improve roads	1	2.13%	4.00%
vocational program	1	2.13%	4.00%
business starter guide	1	2.13%	4.00%
businesses open at night	1	2.13%	4.00%
affordable store front	1	2.13%	4.00%
already helped	1	2.13%	4.00%
signage help/change	1	2.13%	4.00%
Now answer	22	46.81%	

Question 11

topic	count	% of all responders	% of those that gave an answer
lack of pop/customer	5	10.64%	20.00%
lack of town identity	5	10.64%	20.00%
traffic/parking issues	4	8.51%	16.00%
more stores	3	6.38%	12.00%
lack of store locations/quality	3	6.38%	12.00%
starter guide for new business	2	4.26%	8.00%
issue with theft	1	2.13%	4.00%
trouble with permit process	1	2.13%	4.00%
restrictive sign ordinance	1	2.13%	4.00%
No answer	22	46.81%	

Question 12

Topic	Count	% of all responders	% of those that gave an answer
More people	3	6.38%	12.00%
more stores	3	6.38%	12.00%
improve ascetics	3	6.38%	12.00%
Has/likes small town feel	2	4.26%	8.00%
good location	2	4.26%	8.00%
issues with traffic/roads	3	6.38%	12.00%
business events/networking	2	4.26%	8.00%
improve walkability	1	2.13%	4.00%
local businesses lack support from public	1	2.13%	4.00%
trouble with IOW	2	4.26%	8.00%
likes people/small town feel	2	4.26%	8.00%
Change business license Renewal date	1	2.13%	4.00%
have businesses open at night	1	2.13%	4.00%
starter business guide	1	2.13%	4.00%
likes town government	2	4.26%	8.00%
restrictive sign ordinance	1	2.13%	4.00%
town lacks sense of place	1	2.13%	4.00%
No answer	21	44.68%	