

TOWN OF ROCKY MOUNT  
345 DONALD AVE.  
ROCKY MOUNT, VIRGINIA 24151

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PLANNING COMMISSION  
JANET STOCKTON, CHAIR  
JOHN SPEIDEL, VICE CHAIR

BUD BLANCHARD      JERRY W. GREER, SR.  
INA CLEMENTS      DERWIN HALL  
JOHN TIGGLE

MATTHEW C. HANKINS  
*Assistant Town Manager &  
Community Development Director*

**PLANNING COMMISSION AGENDA**  
**TUESDAY AUGUST 7, 2018**  
**6:00 P.M.**

COUNCIL CHAMBERS, ROCKY MOUNT MUNICIPAL BUILDING  
345 DONALD AVENUE, ROCKY MOUNT, VIRGINIA

Call to Order and Welcome

- I. Roll Call of Members Present
- II. Approval of Agenda
- III. Review and Consideration of Minutes
  - a. June 5, 2018-Regular Meeting Minutes
- IV. Public Hearing
  - a. 325 Franklin St, LLC is requesting a Special Use Permit to operate a hotel and community room on property located at 325 FRANKLIN STREET ROCKY MOUNT, VA, 24151, Franklin County Tax Map and Parcel Number 2070103300 in the Central Business District. The applicant intends to open a new business that includes a restaurant on the first floor and the community room and hotel on the second and third floors.
    - i. Staff Report
    - ii. Applicant Comments
    - iii. Public Comments
- V. New Business
- VI. Old Business
- VII. Work session
- VIII. Commissioner Concerns
- IX. Staff Updates
- X. Adjournment

**TOWN OF ROCKY MOUNT  
PLANNING COMMISSION  
REGULAR MEETING MINUTES  
June 5, 2018  
6:00 p.m.**

The Planning Commission of the Town of Rocky Mount, Virginia met in the Council Chambers of the Rocky Mount Municipal Building, located at 345 Donald Avenue, Rocky Mount, Virginia, at 6:00 p.m. on June 5, 2018, for its regular monthly meeting with Madame Chair Janet Stockton presiding.

Commission Members Present:

- Chair Janet Stockton
- Vice Chairman John Speidel
- Member Derwin Hall
- Member Ina Clements
- Member Bud Blanchard
- Member John Tiggle
- Member Jerry Greer

Staff Members Present:

- Assistant Town Manager Matthew Hankins
- Town Planner Jessica Heckman
- Planning Commission Clerk Cherie Compton

**APPROVAL OF AGENDA**

Additions or Corrections: None

Motion: To approve agenda with the addition of street name change under new business.

Motion By: Member Ina Clements

Second: Member Bud Blanchard

Action: Approved by a unanimous vote of members present

**REVIEW AND CONSIDERATION OF MINUTES**

Let the record show that prior to the meeting, Planning Commission received the following draft minutes for review and consideration of approval:

**May 1, 2018- Regular Meeting Minutes**

Additions or Corrections: None

Motion: To approve minutes as presented

Motion By: Member John Tiggle

Second: Vice Chair John Speidel

Action: Approved by unanimous vote of members present

### New Business

Matthew Hankins went over the quote and idea for an LED sign message board that was allowed for in current fiscal year's budget. The proposal was for the message board to advertise Town events, Harvesters events, and special upcoming information. He discussed on how the sign would be viewed from a Planning and Zoning point of view as far as code. Asked Planning Commission to provide some feedback on how the sign should be addressed as far as code, location, etc. An open discussion ensued.

### Old Business

Matthew Hankins gave an update that community development did research on the name change from Penny Lane to Gary Gilmore Drive there are no requirements from code, or post office the change is entirely up to Town Council. Planning Commission requested that we hold a work session in regards to road name changes.

### Commissioner Concerns

Member Derwin Hall asked about any complaints in regards to traffic at Soup Kitchen. Member John Tiggler asked about numerous yard sales at a location. Matthew Hankins informed Planning Commission that Town Council is revisiting the Yard Sale Code. An open discussion ensued.

### Staff Updates:

Town Planner Jessica Heckman gave an update on public art changes, Movies at the Market, and Smart Scale design.

Matthew Hankins gave an update on the work on Diamond Avenue, Angle Bridge, First Responders Memorial, and possible auto parts store on Route 40 East. An open discussion ensued.

With no further discussion, a motion was made to adjourn.

### ADJOURNMENT

Motion to Adjourn By: Member Jerry Greer

Second: Member Ina Clements

Action: Approved by a unanimous vote of members present

Time of Adjournment: 6:42 p.m.

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Janet Stockton, Chairman

ATTEST:

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Cherie Q. Compton, Clerk

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TOWN COUNCIL  
STEVEN C. ANGLE, *MAYOR*  
BILLIE W. STOCKTON, *VICE MAYOR*

BOBBY M. CUNDIFF                      BOBBY L. MOYER  
MARK H. NEWBILL                      JON W. SNEAD  
GREGORY B. WALKER

JESSICA H. HECKMAN  
*Town Planner*

STAFF REPORT	
<b>PETITIONER:</b>	325 Franklin St. LLC
<b>REQUEST:</b>	Special Exception/Use Permit in the CBD(Central Business District) in order to operate a hotel and community center above the first floor
<b>LOCATION:</b>	325 Franklin Street, Rocky Mount, VA
<b>HEARING DATE:</b>	Planning Commission, August 7, 2018 Town Council, August 13, 2018
<b>TAX PARCEL:</b>	2070103300

#### EXECUTIVE SUMMARY:

325 Franklin Street, LLC, represented by Phillip Bane, has applied for a special use permit in order to operate a hotel on the 2<sup>nd</sup>/3<sup>rd</sup> floors of property zoned as CBD. If approved, the applicant intends to develop the property to include a restaurant on the first floor and a hotel and community center on the upper floors. The property has been vacant for several years. Staff has reviewed the application and recommends approval. This application has been advertised in the Franklin News-Post as required by law, and the public hearing notice been posted on the site.

#### I. APPLICABLE REGULATIONS:

##### DEFINITIONS

**CENTRAL BUSINESS DISTRICT CBD, Statement of Intent-** *The purpose of this district is to promote the harmonious use and development of the historic uptown, downtown and surrounding areas, which is the traditional commercial, governmental, residential, and cultural center of Rocky Mount. The central business district is characterized by an uptown professional office district and a downtown commercial district, which surrounds a residential core. The central business district is distinct due to the historic architecture that lines and is directly adjacent to the pedestrian way and the street. It is the intent of the town to maintain the unique nature of the district by promoting the use of existing buildings, and maintaining and extending the current building arrangement, architectural style, and scale.*

**MIXED-USE INN:** *A building designed or occupied as an abiding place featuring no less than 8 rooms and no more than 20 rooms available for temporary/overnight guests who are, for compensation, lodged, with or without meals, and in which provision is not generally made for cooking in individual rooms or suites. In addition to the 8-20 rooms/suites, a mixed-use inn may or may not also include on premises restaurants, banquet halls, meeting rooms, retail uses and similar facilities as approved by the zoning administrator. The intent of this lodging category is to encourage compatible mixed uses as an enhancement and compliment to the primary use (lodging)*

## **II. EXISTING CONDITIONS:**

The subject property is located on the corner of Claiborne and Franklin Street. The property features a three story building with approximately 15,800 square feet. The building is currently being used for storage. In the past, the building was used as a retail furniture store.

## **III. PROPOSED CONDITIONS:**

If approved, the applicant intends to develop the property to include a restaurant and gift shop on the first floor and a hotel and community center on the second and third floors. The restaurant and gift shop are uses by right and do not require a special use permit, however, these uses combined with overnight lodging meet the Town's definition of mixed-use inn which is a use by special exception in the Rocky Mount Zoning Ordinance. The applicant intends to have either 12 one-bedroom suites, or 20 standard rooms, both of which meet the definition of a mixed-use inn. The decision on suites or standard rooms will be made during site plan preparation.

The use of the property as a hotel is expected to have little impact on traffic safety at the downtown location. The property is located a short distance from ample public parking and it meets requirements per Town code.

## **IV. CONFORMANCE WITH COMPREHENSIVE PLAN:**

The Comprehensive Plan promotes a mixture of uses in the downtown district, and the proposed mixed-use inn including a restaurant, lodging, gift shop and community room fits well within the goals of the Plan and the continued revitalization of the Downtown area. Specific citations of support in the Comprehensive Plan include:

- Encourage new development initiatives that revitalize downtown and uptown and further the unique sense of place that characterizes the central business district of Rocky Mount
- Encourage and pursue businesses, industries, employers, and educational institutions in Rocky Mount that complement and diversify the economic base, provide quality jobs, enhance the quality of life, and sustain the environmental quality of the region
- Continue to pursue additional initiatives that build upon the Arts and Culture District, the Harvester, the Farmers Market, and other downtown/uptown attractions
- Planning and revitalization: reuse and redevelopment of older buildings and properties in the Central Business District is encouraged
- Enhance the economic viability of the central business district

## **V. STAFF ANALYSIS:**

The zoning ordinance recognizes the unique nature of the town's Central Business District and it also recognizes that mixed-use inns in the CBD are appropriate, but require individual review in order to permit them. This case-by-case consideration is crucial in discouraging high-impact uses.

In this case, not only is development of a mixed-use inn a potential economic benefit for the public, it also should be a low-impact use in general and only bring growth and buzz to the downtown.

The mixed-use inn's location on Franklin Street and close proximity to the Harvester helps capitalize on tourism in our region. Harvester Performance Center patrons are constantly seeking alternatives for dinner and for closer overnight accommodations, staff believes that the proposed business will be a clear compliment to the Town's efforts to give concert goers a reason to not only spend time here before and after shows but also keep them from having to seek lodging in surrounding areas.

Staff recommends approval of the Mixed-Use Inn. It is essential for downtown businesses to be open and thriving for the Town to have continued economic growth. The proposed business will further support tourism in Rocky Mount and possibly increase in lodging and food tax as Harvester patrons are able to find accommodations in Town versus seeking lodging in surrounding areas.

**POSSIBLE MOTIONS:**

*Approval:* I move to approve the special exception request for Tax Map Parcel 2070103300 (on the following grounds, if needed): \_\_\_\_\_

**ONLY IF APPLICABLE:**

*Approval, with Imposed Conditions:* I move to approve the special exception request for Tax Map Parcel 2070103300 **with the following conditions:** \_\_\_\_\_

*Denial:* I move to deny the special exception request for Tax Map Parcel 2070103300 (on the following grounds, if needed): \_\_\_\_\_

**PREPARED BY:** Jessica Heckman  
**HEARING DATES:** Planning Commission - August 7, 2018  
Town Council - August 13, 2018