

The Smithfield Planning Commission held its regular meeting on Tuesday, April 14th, 2026. The meeting was called to order at 6:30 PM.

Members present:

Julia Hillegass - Chairwoman
Dr. Herb Bevan - Vice Chair
Dr. Thomas Pope
Charles Bryan
James Yoko
Darren Cutler
Randy Carr

Members absent:

None

Staff present:

Tammie Clary – Community Development & Planning Director
Mark Kluck - Planner II
Steve Clark - Grounds Attendant
Kyle Warren - Grounds Attendant
May Ellen Bebermeyer - Town Council Member

Legal Representation:

None

Press:

Stephen Faleski - The Smithfield Times

Citizens:

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Chairwoman Hillegass welcomed all attendees to the meeting.

1. Upcoming Meetings and Activities

- April 14th - 6:30 p.m. - Planning Commission Meeting
- April 21st - 6:30 p.m. - Board of Historic and Architectural Review
- April 21st - 7:30 p.m. - Board of Zoning Appeals
- April 22nd - 6:00 p.m. - Joint Planning Commission / Town Council Meeting
- April 27th - 3:00 p.m. - Town Council Committee Meetings
- May 5th - 6:30 p.m. - Town Council Meeting
- May 12th - 6:30 p.m. - Planning Commission Meeting

2. Public Comments

The public is invited to speak to the Planning Commission on any matters, except scheduled public hearing(s). Please use the sign-up sheet. Comments are limited to five (5) minutes per person. Any required response(s) from the Town will be provided in writing following the meeting.

Chairwoman Hillegass confirmed that there were no members of the public who wished to speak.

3. Planning Commission Comments

Dr. Pope thanked Councilman and Commissioner Darren Cutler and the rest of the members of the Town Council for their decision to purchase "Smithville," or the property formerly known as

the Grange. He stated that he thought it was a wise purchase that avoided many developmental dilemmas that could have arisen. He requested that anytime they were going to sell part of the property to a developer; would the Town Council please consider rezoning it back to Community Conservation. He recognized that such an action would likely devalue the property; but, it would force a developer to start over from the beginning of the process, beginning with site plan approvals, testing, etc. Dr. Pope reiterated the importance of owning the property as with the affordable housing laws taking effect in July state-wide, the land had become priceless. He added his thanks to Councilwoman Bebermeyer who was also present.

Mr. Cutler expressed his thanks and noted that he envisioned the Planning Commission having a huge role in what the property would become. He estimated that the process would not be fast-moving, so they could look forward to citizen involvement and open discussion on the matter.

Vice Chair Bevan reviewed that the Planning Commission would be meeting with the Town Council the following Wednesday, and that meeting had been called at the Planning Commission's request. He observed that it would be important for all the Commissioners to know what they were going to be discussing. He summarized that their question had been whether they should have very strict guidelines for developments, setbacks, density, etc. with no exceptions, or should they allow exceptions to all of those actions or a specific set of actions.

Dr. Pope noted that it was also important to generate the Land Use Matrix and finalize any questions on changes.

Mrs. Clary explained that the way that staff had understood it and posted the agenda was for focus to be placed on the Special Use Permit or waiver items that were located at the end of the Matrix. She recalled that those items in question were where the Planning Commission had expressed that they would like guidance from the Town Council.

Vice Chair Bevan stated that he thought it was wonderful that the Town staff was able to consolidate 380 to 150 items and asked for confirmation that they were not going to discuss those items as well.

Mrs. Clary clarified that the full Land Use Matrix had been included in the agenda packet, but it was the Staff's understanding that the Commission wanted the focus to be on the specific waiver items.

4. Agenda Items:

A. Entrance Corridor Overlay Review - TPIN 22-01-006C5 - Smithfield Retail Management LLC C/O Steven Barrett, applicant. (Staff report and assorted attachments enclosed.)

Mrs. Clary reported that the applicant was seeking Entrance Corridor Overlay (ECO) approval for the attached exterior elevations. She stated that the proposed single-tenant building would feature a combination of brick veneer, fiber cement siding, ceramic tile and metal trims. She said that the applicant had provided two color combinations: tan/ beige with a lighter dark green tile or darker red brick with dark green tile. She noted that the application was tabled at the March 10th meeting so that the applicant could explore more historic colonial options and provide additional screening for the dumpster enclosure.

Jordan Chapman of Smithfield Retail Management, 30200 Telegraph Road in Bingham Farms, Michigan, reviewed that the prior month they had gone over the entire project for both buildings at the site. He stated that he had a representative from Starbucks, Josh Hopkins, with him to answer any questions. He recalled that one of the largest items discussed was the appearance of the dumpster enclosure. He noted that the enclosure at the multi-tenant building had been heavily discussed, and though it passed, he wanted to discuss it further. He reported that he had met with the landscape architect to ensure that they were fully screening the enclosure. He pointed out that the physical enclosure material would be composed of the same facade as the main building, and several plantings would be placed around it in order to provide screening. Mr. Chapman detailed that they would have 4 Eastern Red Cedars, which were 6 to 7 feet tall at the time of planting, adjacent to the enclosure. He continued that they would have 2 flowering Dogwoods, 1 Sugar Maple and 1 Sweet Bay. He stated that the site would be well-landscaped. He moved on to the

plan for the Starbucks dumpster enclosure and observed that, due to the design of two frontages, there was not an ideal placement for the enclosure. He speculated that with the amount of landscaping that they would have at the rear of the site, on the interior islands, and the curbing island that separated lots 1 and 2, that the enclosure would also be well-screened. He specified that the Starbucks enclosure would have 10 plantings surrounding it, that helped ensure screening. He noted that the second dumpster enclosure's building material would match the facade of the building it served. Mr. Chapman directed them to the elevations provided for the Starbucks and pointed out that they had taken the feedback received previously into consideration. He pointed out that they had provided some different options between the two elevations shown. He said that the Starbucks brand was known for its green colors, and they were trying to incorporate the brand's elements while adhering to the ECO guidelines as closely as possible. Mr. Chapman introduced Mr. Hopkins so that he could go over the PowerPoint presentation of the elevations.

Mr. Hopkins reported that he was a Store Development Manager at Starbucks Mid-Atlantic, with responsibility for the State of Virginia. He outlined that the corporate vision for Starbucks currently coincides closely with the town's ECO requirements, notably the desire to get back to the idea of a community coffeehouse. He stated that their building was focused on the idea of a "warm welcome" with a porch environment prior to entering the business. He continued that the inside of the store was designed to bring the art of coffee making to the forefront with the overall experience considered. He highlighted that the drive-thru design was intentional with interaction between customer and barista, with the interior focused on socializing. Mr. Hopkins went over the two exterior design choices of lighter and darker materials. He stated that they had considered the history of the area, and included a darker red brick option, adding that they also gave the light brick option as red brick had the tendency to feel heavier. He pointed out that the maximum height at the top of the parapet was 19 feet and was designed to not be "overly-built." Mr. Hopkins noted that many similar restaurants have a tri-temp walk-in cooler bolted onto them as an afterthought, where this building had the tri-temp coolers designed to fit within the aesthetic as a whole. He said that the trash enclosure was built with the same idea in mind, and the entire site would look intentional and thoughtful.

Dr. Pope asked for confirmation that what they were seeing in the conceptual view was what would be seen in the end product.

Mr. Hopkins stated that was correct. He said that Starbucks had initiated this design to operate as a program and, as such, they were not looking at deviations from one site to another, especially since this was intended to serve as a program pilot.

Dr. Pope asked if that even applied to details as small as the font chosen for the building number, as it appeared to be a vintage style.

Mr. Hopkins stated that the idea had been their intention.

Dr. Pope observed that the lighter palette choice looked better and matched the other structure planned for the site.

Chairwoman Hillegass agreed, adding that she liked the green tile with the lighter brick.

Dr. Pope said that though the design was more modern in architectural style, it was still very appropriate material choices.

Mr. Cutler thanked Mr. Hopkins and Mr. Chapman for bringing another option for consideration. He noted that what they were showing had more of a communal feel to it on the exterior and interior. He pointed out that Smithfield had a large contingent of tourists visiting the town, and he knew that the Starbucks brand did have a measure of community involvement. He asked if Mr. Hopkins thought that there would be such involvement between the Starbucks and the town's tourism, such as offering community-specific themed items.

Mr. Hopkins acknowledged that Starbucks had done similar things in a couple of ways. He said that often the store's managers were local or had local roots, as well as having community members as baristas, etc. He said that the opening would be very community focused, and that would bring opportunities for involvement. He noted that if they become too prescriptive, then as a global company they may miss the mark. He stated that once the team understood that they may move forward, then they could finalize deal terms with the developer and add those other details later.

Mr. Cutler explained that the town was not off of a highway but was a tourist destination. He said that he had wondered if they had partnered with a small town like Smithfield to have Smithfield-themed items available as they did in large markets such as Atlanta, etc.

Mr. Hopkins recognized that they did have such merchandise available in some cities and even universities, but it was his understanding that there were some legal obstacles with licensing and trademarking involved. He related that he would be happy to pass the information on to his colleagues.

Mr. Bryan stated that he felt that one option was too light, and the other option was too dark. He stated that in the ECO guidelines one of the tenants was to break up the visual forms and shapes, and he felt it presented as a little monotonous. He asked if they would consider placing the lighter wall with the darker roof.

Mr. Hopkins stated that they had been attempting to do something similar to what Mr. Bryan was suggesting with the different material choices. He used the placement of the green ceramic tiles as an example. He explained that they had come to the two options shown through different pricing exercises with suppliers, designs, and lead time with those chosen elements.

Mr. Bryan stated that on the lighter brick option he thought the drive-through looked boring and reminded him of a 7-Eleven. He referenced the picture included in the right corner that illustrated the monotone feel he had noticed.

Mr. Hopkins noted that the picture he had specified was of the tri-temp cooler that they had made fit aesthetically in so that it was not comprised of corrugated metal and was mismatched. He stated that their design elements and the amount of landscaping would be utilized as features to help break up the visual monotony.

Mr. Bryan also referenced the tourism to the town and observed that there was a lack of charging stations for electric vehicles (EV). He asked if Starbucks had considered adding a charging area to their design.

Mr. Hopkins said that EV charging was something that they had considered and asked if there were specific EV companies that they had worked with.

There were multiple answers of "Tesla."

Mr. Hopkins reported that Tesla was a brand they had partnered with previously and had success with on the West Coast. He stated that once they had executed the lease, they would review an overlay of the map with their two partners and see if there was demand and availability for EV chargers. He noted that they typically proceeded with charging areas that were off the highway in larger areas where there were 50,000+ vehicles driving through. He noted that ultimately it was up to those partners whether they wanted to participate at a location.

Chairwoman Hillegass asked about charging stations expected to be built at the new Sheetz.

Mr. Cutler stated that the representative from Sheetz had said they would investigate further but had not committed to charging stations. He stated that the chargers in town at Smithfield Station were only level 2, and the closest superchargers were 40 minutes away.

Mr. Hopkins said that he would take it into consideration with the understanding that it could be an attribute to the community.

Mrs. Clary recalled that the light brick choice was also favorable to Starbucks as the applicant.

Mr. Yoko stated that he personally liked the lighter palette more; however, in that area there were more examples of the darker brick present. He asked the Commission where they stood with personal preference versus what tied the area in with the rest of the neighborhood.

Vice Chair Bevan said that he also liked the light brick better. He related that he had driven through parts of Williamsburg where the dark brick was what had become monotonous.

Mr. Cutler stated that he felt that the lighter palette offered less contrast in the coloring chosen for the materials. He said that he leaned toward using the dark brick to match the town's aesthetic, adding that he did like the look of the lighter brick as well.

Chairwoman Hillegass reviewed that their decision was on the colors, materials, and elevation.

Vice Chair Bevan pointed out that there were bicycling groups that frequented the town, and he envisioned their using the proposed patio. He asked if there were any plans to install bike racks at the site.

Mr. Hopkins stated that it was a detail that he could certainly look into.

Mr. Yoko questioned how, looking forward, they could connect that area with Vincent's Crossing to Canteberry Lane so that the residents in that area did not have to use the bypass in order to access the new commercial area.

Chairwoman Hillegass said that many great points were made; but, the question before them was about the elevations presented.

Dr. Bevan made a motion for conditional approval with the use of the lighter palette as presented.

Dr. Pope seconded the motion.

Chairwoman Hillegass called for the vote. Mr. Bryan voted aye, Mr. Carr voted aye, Mr. Cutler voted aye, Dr. Pope voted aye, Mr. Yoko voted aye, Vice Chair Bevan voted aye, and Chairwoman Hillegass voted aye. The motion passed unanimously.

B. Entrance Corridor Overlay Review (Signs) - 13474 Benns Church Boulevard - Scotty Signs c/o Paul Martin, applicant. (Staff report and assorted attachments enclosed.)

Mrs. Clary reported that the applicant was seeking Entrance Corridor Overlay review and approval to replace the 2 existing 42 square foot, illuminated raceway signs with 2 approximately 34 square foot raceway signs featuring various shades of green and white. She gave the reminder that the applicant would need a sign permit and fee payment.

Chairwoman Hillegass confirmed that the applicant was not present.

Mr. Bryan made a motion to approve the application as presented, with staff recommendations.

Dr. Pope seconded the motion.

Chairwoman Hillegass called for the vote. Mr. Yoko voted aye, Dr. Pope voted aye, Mr. Cutler voted aye, Mr. Carr voted aye, Mr. Bryan voted aye, Vice Chair Bevan voted aye, and Chairwoman Hillegass voted aye. The motion passed unanimously.

C. Entrance Corridor Overlay Review (After the Fact) — 803 South Church Street — The Oak & Ivy Taphouse c/o Ariel Horvath, applicant. (Staff report and assorted attachments enclosed.)

Mrs. Clary reported that the applicant was seeking after-the-fact Entrance Corridor Overlay approval for building renovations. She stated that the change involved enclosing an existing outdoor open-air covered patio at the rear of the building facing the parking lot. A single 35" x 46" window and four 22.5" x 34.5" windows were installed. She continued that a neutral green/gray (Green Gray Mist) vinyl was installed, adding that the enclosure of the existing patio did not expand outside the existing footprint. Mrs. Clary stated that the applicant was also seeking Entrance Corridor Overlay approval for various exterior renovations, including the following: color-matching the remainder of the building to the after-the-fact enclosure vinyl (Green Gray Mist) and installation of a 3.5-foot-tall decorative garden fence facing South Church Street. She detailed that the fence would enclose a 20-foot by 20-foot area to serve as a designated welcoming space and to improve the visual appearance of the entrance. She added that the fence would be painted or have a natural finish to complement the building's exterior and the proposed improvements would occur within a previously developed portion of the property. Mrs. Clary pointed out that the applicant was not present to discuss the matter, and Town Staff's

recommendation was to table the application until they were able to appear before the Planning Commission.

Chairwoman Hillegass asked for clarification of what part of the building would change to what color.

Mrs. Clary explained that she had understood from the applicant that they would like to paint the original building to match the vinyl installed on the enclosure.

Mr. Bryan noted that the ECO guidelines discouraged fencing in that area, but there was some fencing present on South Church Street. He expressed concern with the Town's recent purchase of the right-of-way in that same area and asked if the applicant had been informed of possible changes a future bike lane might make to the space in question.

Mrs. Clary related that it is her understanding the applicant had been involved in those discussions.

Vice Chair Bevan asked why they were receiving the application after-the-fact.

Mrs. Clary reported that the applicant had made changes without contacting the Planning Department.

Vice Chair Bevan recalled that the applicant had been through the process of having signs approved at the site.

Chairwoman Hillegass noted that the signs had not actually been installed.

Vice Chair Bevan reasoned that the applicant should understand the concept of the planning process. He expressed dislike of having to review an application after-the-fact as it gave them little options.

Chairwoman Hillegass said that she did not think that anyone noticed until the work had already been completed. She observed that the use of vinyl was an issue for her as well, though the building was not technically in the Historic District.

Mr. Yoko confirmed that it was not in the Historic District but pointed out that it was in the ECO. He questioned why they were even considering approval of the colors chosen if they did not receive a building permit. He additionally questioned if the enclosure had been built to code.

Chairwoman Hillegass asked if an inspection had been completed.

Mrs. Clary reported that nothing had been filed with Isle of Wight County.

Mr. Yoko asked if they had actually filed with the County.

Chairwoman Hillegass questioned if they could request that Isle of Wight County complete an inspection of whether the enclosure was built up to code.

Mr. Yoko pointed out that the application stated that the work did not impact their entrance and egress but added that there was a door that was an emergency exit and utilized as a main entrance/exit, but it was now all enclosed. He questioned how the addition did not impact the capacity of the building, fire codes, etc. He added that there was no foundation under the enclosure, and there was a wall addition that they were uncertain was tied into the roof or not. Mr. Yoko made a motion to table the application until the applicant can be present, and a report from the Isle of Wight County Building Official was received.

Mr. Bryan reviewed that there had been a long history at the site and in town of after-the-fact applications, and they were trying to figure out how to address the issue.

Mr. Carr asked if someone from the town drove through to inspect construction.

Chairwoman Hillegass noted the limited staffing of the town.

Dr. Pope speculated that the construction of the enclosure was done in about six hours. He asked

if information on the inspection was something that they could request from Isle of Wight County.

Mrs. Clary stated that they would make the request, but there was only the possibility that they would receive the information.

Mr. Cutler observed that in the packet it showed tables in the fenced-in area. He asked if it was an effort to include more seating at the front of the site.

Mrs. Clary stated it was a great question for the applicant to answer.

Mr. Yoko noted the proximity of the seating outside to the road.

Mr. Cutler asked if there was any conflict with the setback in regard to the requested front patio area.

Mrs. Clary stated that the applicant had only requested the fencing within the property lines.

Mr. Cutler questioned the inclusion of the tables within the fencing.

Mrs. Clary reported that the Town Staff had informed the applicants that they could not complete the placement of an awning off of the front of the building as it would encroach into the setback.

Chairwoman Hillegass asked about the patio in relation to that statement.

Mr. Cutler said that he imagined that the tables would have been sitting under that awning and then would be within the setback as well.

Mrs. Clary reported that there had not been confirmation from the applicant regarding the tables and patio structure. She reiterated that these were all good questions to ask the applicant when they were present.

Mr. Bryan speculated that the seating was part of a "welcoming space."

Chairwoman Hillegass reviewed that Mr. Yoko had made a motion to table the application.

Dr. Pope seconded the motion.

Mr. Cutler asked if the issue was now on a timeline that required them to take action or then be faced with automatic approval.

Mrs. Clary stated that the applicant was not part of that type of timeline.

Chairwoman Hillegass called for the vote. Mr. Carr voted aye, Mr. Cutler voted aye, Dr. Pope voted aye, Mr. Bryan voted aye, Mr. Yoko voted aye, Vice Chair Bevan voted aye, and Chairwoman Hillegass voted aye. The motion passed unanimously.

Dr. Pope suggested that a way to communicate that all exterior alterations needed to be reviewed was by including a brochure at the tax office during tax season when businesses renewed their permits.

Mrs. Clary reported that she had met with applicants when they came in to apply for their business license before any project had been started, and she had explained to the applicants at that time the appropriate process.

Dr. Pope clarified that he was speaking in general and not necessarily just for that particular case.

D. Approval of the March 10th, 2026 Meeting Minutes

Dr. Pope made a motion to approve the minutes as presented. Mr. Yoko seconded the motion.

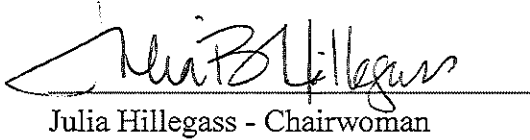
Chairwoman Hillegass called for a collective vote. All board members present voted aye, with none opposed. The motion passed unanimously.

5. Community Development & Planning Director's Report

Mrs. Clary gave the reminder that there would be a Joint Meeting held on April 22nd at 6:00pm between the Planning Commission and Town Council. She updated that the Town Staff had approved the preliminary plat for the Promontory development.

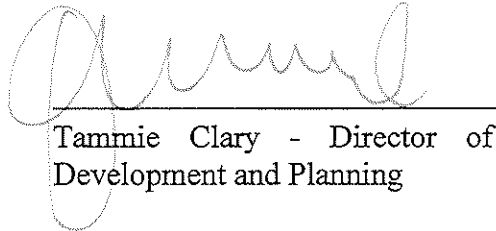
6. Adjournment

The meeting adjourned at 7:26 pm.



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Julia Hillegass - Chairwoman



Handwritten signature of Tammie Clary in cursive script, written over a horizontal line.

Tammie Clary - Director of Community
Development and Planning