

**Town of West Point  
Planning Commission Minutes  
June 7, 2017**

**I. Call to Order at 5:08 p.m.**

The West Point Planning Commission held its regularly scheduled meeting on June 7, 2017. Chairman James Pruett called the meeting to order.

Members Present: James Pruett, Chairman  
James Brockwell, Vice-Chairman  
Stuart Daniels  
James Vadas  
Mary Montague Sikes

Members Absent: James Hudson, III  
Britney Ball

Also Present: Holly McGowan, Director of Community Development  
Andrea G. Erard, Town Attorney  
Shari Carnell, Recording Aide

**II. Review of Agenda**

There were no changes.

**III. Citizens Address the Commission**

Chairman James Pruett opened the floor to any citizen to address the Commission. There being none, the citizens address portion of the meeting was closed.

**IV. New Business**

**A. Burger King Plan of Development 05-2017-POD-04**

Chairman James Pruett excused himself from the Burger King Plan of Development portion and turned the meeting over to Vice-Chairman James Brockwell who asked Ms. McGowan how she would like to proceed.

Ms. McGowan stated that she would like for the applicant or the engineer to speak about the Plan of Development for the proposed project.

Mr. Blair Wilson, of Wilson Engineers, introduced the applicants, John and Jay Naparolo, who spoke of their collective businesses with the Burger King franchise. Mr. Wilson said the

applicants have 15 Burger Kings in total, including several located in the Tidewater Area. This Burger King will be different from the others they own, operating as a drive thru only with no seating. The applicants and Mr. Wilson have been working on various site plans to ensure that the proposed project is compliant with town zoning, VDOT, and HRSD. They also have worked with the adjoining commercial property owner with which Burger King will share a joint entrance. Mr. Wilson stated that they also were working on a landscaping plan that would better benefit the new business, but the plan might need to be adjusted to meet town zoning requirements.

Ms. Mary Montague Sikes asked if any of Mr. Naparlo's other businesses were strictly drive-thru. Mr. Wilson explained to the Planning Commission that this is a new concept which will ensure more efficient service that will serve as an asset to the town.

Mr. Vadas commented about the volume of customers using the McDonalds' drive-thru, observing that a drive-thru only could do well.

Mr. Naparlo stated that in his experience with his 15 other locations, 70% of their business is from drive-thru orders. He believes it will be beneficial to have a drive-thru only in town.

There are still some details about the plants and shrubs that need to be discussed further. Mr. Naparlo and Mr. Wilson are working to modify a landscape plan, to be presented at a later date, that will be in compliance with the town ordinance.

Ms. McGowan asked the Planning Commission for a recommendation for approval to present the Burger King Plan of Development case#05-2017-POD-04 subject to the following: the waivers as requested, the water application submitted before construction commences, VDOT comments addressed, and HRSD comments addressed once received. In addition, all applications and permits will be obtained, approved, and issued by the Town of West Point Community Development Office and Building Department. Mr. Daniels made a motion to accept the recommendation of the staff with the conditions as presented. Mr. Vadas seconded the motion. All in favor of the motion stated "Aye". No one opposed. Motion carried.

James Pruett re-joined the meeting at 6:33 p.m.

#### **B. Text Amendment Animated Signs**

On behalf of the Community Development Committee, Ms. McGowan asked the Planning Commission to discuss and research animated signs. Ms. McGowan presented the Planning Commission with sample ordinances from Gloucester County and the City of Virginia Beach to aid in the discussion. Ms. McGowan introduced Graylend Horn, who owns the Ace Hardware in the Town of West Point. Previously, Mr. Horn provided the Community Development Committee with a presentation in regards to animated signs. The Community Development Committee is asking that the Planning Commission discuss and review the ordinance for animated signs and would like for them to report back with a recommendation.

James Pruett then opened the floor for Mr. Horn to speak on behalf of the positive effects animated signs would bring to the Town of West Point. Mr. Horn began by explaining that when you own a hardware store, you have various vendors whose products help ensure the success of your business. He said that in order for your company to be on a platinum level, advertising a vendor's product in your establishment increases both, the vendor's quality name and a product's sales, as well as the merchant who sells the quality product. Signage is also a great way for a merchant to receive a discount simply for advertising that the establishment carries its product. With the current town ordinance, Mr. Horn is allotted only so much square footage for signs he can place at his establishment. By implementing an animated sign, Mr. Horn feels that it will not only be beneficial to his business, but it could also be a great asset to the Town. Mr. Horn explained that not only could he meet all his vendors' needs, but he could also advertise events happening within the town, potentially helping the growth of the town. The sign also could show Amber alerts. Mr. Horn truly believes that the use of the animated signs will bring positive results to the Town of West Point.

Ms. McGowan mentioned that the Community Development Committee was very receptive to the idea. Considerations, if approved, would include the zoning districts where this signage would be allowed, the square footage of signs, and brightness that would meet VDOT regulations. Ms. McGowan stated she would like to proceed with the staff to draft proposed language to define the zoning district for allowed signs, the square footage, and the type of signs, with a conditional Special Use Permit on a case-by-case basis, and a special exception should also be added to the amendment. Ms. McGowan would like to present the new language at the next Planning Commission meeting and, if approved, then will present it to Town Council. Mr. Pruett asked the Planning Commission for consensus to move forward. All in favor responded "Aye". No one opposed.

**V. Committee Reports**

Ms. McGowan reported that the Special Use Permit for West Rock has been approved by Town Council, with 16 conditions.

**VI. Adoption Of Minutes**

The minutes from May 3, 2017 will be adopted at next month's meeting.

**VII. Set Next Meeting Date**

July 5, 2017

**VIII. Motion To Adjourn**

Chairman James Pruett adjourned the meeting at 6:55 p.m.

Approved *4/17/2017*



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 James Pruett, Chairman  
 West Point Planning Commission

## Commissioner's Terms

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