



TOWN OF SMITHFIELD

310 Institute Street, PO Box 246, Smithfield, VA 23431

Tel: 1-(757)-365-4200 Fax: 1-(757)-357-9933

www.smithfieldva.gov

PLANNING COMMISSION (PC) APPLICATION

Date of Application 3/21/23

Date of Meeting _____

In accordance with the Smithfield Zoning Ordinance, this application must be completed and all materials (Ten (10) copies each of completed application and additional materials) as requested below must be submitted to the town at least 21 days before the regularly scheduled PC meeting. If any new materials are submitted at the meeting, then the PC may table the application. The PC meets the 2nd Tuesday of the month (unless otherwise noted) at 6:30 pm in conference rooms A&B at the Smithfield Center, 220 North Church Street.

Applicant/Owner: Patsy Watson

Address: 921 -A- South Church Street, Smithfield, VA 23430

Phone: 757-353-9649

Email: drwatson1@charter.net

Check all that apply:

☒ Special Use Permit

☐ Site Plan/ Amendment

☐ Special Sign Exception

☐ CBPA Exception

☐ Subdivision Plan/
Preliminary Plat

☐ PC Waivers

☐ Text Amendment

☐ Map Amendment

☒ Fee Paid *MEK*

☐ Final Plat

Proposed Use/ Exception: Event facility (as a principal use) (SZO 3.1 Section C.31)

Patsy's is an upscale venue that will host small retirement partys, small church events,
and small sorority meetings.

Please consult with the Community Development & Planning Department for additional materials required.

DECLARATION OF CONSENT:

By signing below, the property owner/applicant/agent consents to entry upon the subject property by public officers, employees, and agents of the Town of Smithfield to view the site for purposes of processing, evaluating or deciding this application.

Name: (printed or typed) Patsy Watson

Name: (signature) *Patsy Watson*

PATSY'S BUSINESS PLAN

I. EXECUTIVE SUMMARY

Patsy's, (hereinafter "Business") is intended to be formed as a Virginia Limited Liability Company (LLC) located at **921 – A – S. Church Street, Smithfield, VA** as an Elegant Event Space. The Business seeks to rent space to small groups, Wednesday ~ Sundays, from 11:00 a.m. to 12:00 p.m., or by appointments only.

Business Description. The Business is to be organized as a Limited Liability Company (LLC) formed and authorized under the laws of the Commonwealth of Virginia, and will be led by Patsy B. Watson, who will serve as Owner.

Dr. Watson possess over 40 years of experience in the hospitality and sales industries. A previous owner of several successful businesses in Retail, Real Estate, and Pastoral Care, Director of Catering for Choice Hotels throughout the Hampton Roads area has allowed her to develop a large network of connections. Her ability to lead, persevere and rally those alongside her lends credibility to her great works.

New Service. The Business has developed a Small Elegant Event or Venue Space service which has the following specifications:

- Small Birthday Parties
- Small Receptions
- Small Retreats for Women
- Small Business Luncheon, etc.

The Business has a window of opportunity to introduce its services and gain a significant piece of the market share.

Staffing:

- Two Employees
- Security (when needed)
- Outsourcing (A license caterer)

II. BUSINESS SUMMARY

The business is a start-up business, providing clients with an ELEGANT Venue and Event space to have, small Meetings, Birthday Parties, Church Anniversaries, etc.

Location. Located in Smithfield Town, lease ranging from \$1200 - monthly for one years. Utilities (ie. water, electric, gas, trash, and internet) will average \$300/month. Insurance costs \$125/month.

III. MARKETING SUMMARY

Target Markets. The main target markets for the business include:

- The Mature Crowd – Professional & Faith Base Community

It is estimated that there are 2,500 potential customers within the Business defined trading area that are estimated to spend \$25.00. To seek the most profitable market segments in the target markets: overall, the Business will focus on the following areas within the target market:

Smithfield, Surry, Hampton Roads Area (Hampton, Newport News, Williamsburg, Portsmouth, Norfolk, Suffolk, and all other surrounding cities)

Competition. Customer choice of services in this industry is based on High end clientele and service, exclusivity.

Services. The Business intends to provide exceptional, personalized service, which will be the crucial factor in building and protecting the Business's brand within the community. The Business intends to handle customer concerns and issues with a customer-oriented focus with the intent of providing timely resolution and preventing the loss of customers.

IV. STRATEGY AND IMPLEMENTATION SUMMARY

Company Goals and Objectives. To open an additional location in a neighboring city within - 18 months.

The Business plans the following tactics as part of sales promotion:

- * Develop a list of businesses in the neighborhood and send brochures by direct mail to the list.
- * Business to Business Sales.
- * Advertising through press releases to industry publications and local newspapers.
- * Internet marketing
- * Direct sales
- * Posting signage and flyers about the new business on bulletin boards in stores and public places.

In addition, the Business will also engage in the following marketing campaigns:

- * Commercials, radio and television interviews, word of mouth.

Exit Strategy. The Company anticipates exiting its operations through one of the following ways:

- * Management Buyout
- * Liquidate Assets

V. FINANCIAL PLAN

Costs include rent, repair and maintenance, expenses. Regular monthly expenses are estimated at \$3,000.00 for paying the employee salaries and other regular business expenses. The Business is expected to generate \$ 100,000 in the first year, and gross profit is expected to be \$75,000.

Mr. Mark Kluck, MPA, CFM, CZO
Planner
Town of Smithfield
310 Institute St, Smithfield, VA 23430

Subject: ***Patsy's***

Per your request, please see below:

Comprehensive Plan: Patsy's contribution to the area will be exposure of the Historic Charm to non-residents. Patsy's will bring revenue to the area with Patsy's unique, elegant events.

My clientele is upscale and will be a welcome presence to frequent our stores, restaurants, and hotels here in Smithfield.

My presence on the South Church Street corridor will improve the aesthetics to bring back the vitality and life it once had in that area.

Zoning District: The property is currently zoned Highway Retail Commercial (HR-C), which only permits "Event Facilities as a principal use" through the successful acquisition of a Special Use Permit (SUP). The property is also located in the Entrance Corridor Overlay (ECO).

Surrounding Properties: The surrounding properties currently have the zoning designation of Highway Retail Commercial (HR-C). 921 South Church Street is immediately north of the Supreme convenience and gasoline service station, east of the Isle of Wight Department of Health building, west of the Soteria Christian Center, and south of the Quality Cars automobile dealership.

Current and Future Neighborhood Conditions: Current neighborhood conditions on the South Church Street Corridor include an array of service-oriented entities such as the Smithfield Police Station and Town Manager's Office, Ray's Import Auto Repair Shop, VaughnTech, and a martial arts studio. The portion of South Church Street between Battery Park Road and Evans Street feature Residential Office (R-O) zoned properties on the west side are filled with a mix of single-family dwellings and business offices. The west side of South Church Street, between Battery Park Road and Evans Street, features more service-oriented businesses such as Q-Daddy's, a 7-Eleven Convenience Store, TowneBank, and additional office spaces. Currently, there are no major future expansions in the South Church Street Corridor.

Pedestrian and Vehicular Traffic Patterns: As Patsy's is a small venue, it will more than likely have 15 to 20 cars per event.

Adequate Public Facilities: Patsy's is a small venue; it does have 1 bathroom and openness to improve as needed.







Parcel



Parcel ID
1 of 1

Tabs

Parcel

[Print View](#)

Land

Improvements

Sales History

Valuation History

Searches

Address

Parcel ID

Property Owner

Sales

City

Legal Desc.

Functions

Home

Login/Logout

Help

Feedback

Parcel ID	Alt. PIN	Parcel Address	AV - Tot. Lnd & Improv.	Data as of
21A-01-503	3364	921 S CHURCH ST, SMITHFIELD	\$398,200	4/10/2023

Property Owner Information

Property Owner	NOGARR LAWRENCE PAUL
Property Owner Address	145 LUMAR RD SMITHFIELD VA 23430
Transfer Date	10/20/1995
Document No.	
Document Reference No.	463 606

Location Information

Tax Group Code	55	Routing No.	
Township No.	001,	Legal Desc.	ADJ R O CHANDLER LOT
Parcel Address	921 S CHURCH ST, SMITHFIELD		
Legal Acreage	.8140		

Parcel Information

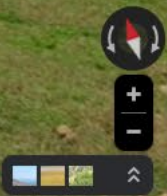
Property Class Code	COMMERCIAL/INDUSTRIAL
Neighborhood Code	100
Neighborhood Factor	.00
Neighborhood Type	B

Assessment Information

Current AV - Total Land	\$248,200	Adj. Factor Applied	0.00
Current AV - Total Improv.	\$150,000	Average AV/Acre	\$0
AV - Tot. Lnd & Improv.	\$398,200	Appraisal Date	1/31/2019
Reason for Change Code	19		
Prior AV - Total Land	\$195,000		
Prior AV - Total Improv.	\$148,500		



Google



← 921 S Church St

Smithfield, Virginia



Google Street View

Oct 2021

[See more dates](#)



Google



