CITIZENS FOR A BETTER EASTERN SHORE



SHORELINE

A Journal of Natural Resources, Public Affairs and Culture on the Eastern Shore of Virginia

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New Businesses Open in Northampton County ... and Many Others Move to Larger Quarters

By Mary Miller



Entrepreneurs have been some of the most consistent job creators in the new economy – and Northampton County is fertile ground. Over the past year and half the county has seen more than 20 new business start-ups, 13 business expansions, and at least five more businesses in various stages of construction.

What a difference a year makes. For years the county has seen growth in small, home-based businesses and offices. But the new and expanding companies are commercial uses in commercial districts – many already registered as corporate entities with the State Corporation Commission.

Major new investments at Willis Wharf by the clam and oyster industries are filling the working waterfront. Northampton County is already the largest producer of clams in the state; Virginia leads the nation in hard clam production.1 And specialty businesses, especially in Cape Charles and Cheriton, will enhance the visitor experience as the county gains recognition as a premiere vacation destination. These industries bring sales revenues into the county, and that money stays and circulates here, funding salaries, local taxes and additional sales for other local businesses.

Wide Variety of New Businesses

The broad range of both the businesses themselves, and the ways

and the sites they have used to get started and expand, demonstrate how small towns and villages can restore their commercial areas. Old buildings are being repurposed, updated and improved, while keeping the smalltown atmosphere that visitors expect.

The industries long considered to be the best bets for economic growth in the county, aquaculture and tourism, have been the leaders in the new economic development.

New commercial buildings are being built on previously empty lots, and building uses are changing, sometimes even from residential to commercial, where zoning permits. At least two buildings are being both repurposed and added to the county tax rolls, changed from previous tax-exempt uses. And a new eatery in Cape Charles is rising from the ashes of an iconic neighborhood barbershop lost to fire. As businesses expand to larger quarters, frequently a new start-up moves right in to fill the empty space.

Several of the new commercial businesses started out as owner/operated establishments, perhaps a family enterprise – entrepreneurs, working long hours to get started. For years, the county has had several hundred registered owner/operated entrepreneurial businesses on file, in addition to the new commercial businesses.

Many of the owners would be amazed to know that the Virginia Employment Commission does *not* count them as

part of the county workforce! County employment numbers don't usually include entrepreneurs. County employment numbers might look different if the self-employed workers were counted.

The Tourism Economy Continues a Steady Growth

The Eastern Shore tourism industry is growing dynamically — one of the fastest-growing in the state. And the local economy is responding. Northampton is fortunate that its climate, natural resources and small businesses are appealing to vacationers for a long spring/summer/fall season. Like all businesses that depend on tourism, careful asset management and planning ahead for a slower winter season during the hectic months of vacationing visitors, are keys to successful business planning.

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¹ Virginia Institute of Marine Science

Bill Neal – CBES & Community Leader Will Be Missed

By Denard Spady

ill Neal was the consummate DCBES leader. Born on the Western Shore at Ophelia in the Northern Neck, Bill proved that there is, indeed, life west of the Chesapeake. A local basketball star, he set off to the University of Richmond on a scholarship. Somehow that didn't work out, and he moved his college career to William and Mary, where he studied biology, played basketball and sang in the college choir. As a graduate, somewhat at loose ends, Bill met an Eastern Shore girl, Libba Tankard. Libba brought focus to his life, and they married. After some years working in Richmond, Bill and Libba moved to the Eastern Shore, and Bill became an exemplary Eastern Shoreman – proving, along with many others, that place of birth has little to do with being a good citizen in the place of your choosing.

Bill worked in the Tankard family business – one of the largest ornamental plant nurseries in Virginia – eventually leaving that business to establish Hermitage Farms Nurseries with his son, Bill, and Stuart Burnley. The new

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nursery became one of the most modern in Virginia, following all the current environmental recommendations and using treated wastewater from the nearby hospital's treatment system in its irrigation system.

By the mid-1980s, the consequences of very rapid growth seemed to be threatening the Shore in the first wave of large residential development project proposals. Bill was among a group of concerned citizens who had seen these problems in other areas. They began discussing

how Eastern Shore growth might be managed so that the entire community would benefit – not just developers. As a result, in 1988 CBES became a formal organization, and Bill was a member of the Board of Directors.

He was also a principal volunteer at the two events that helped make CBES self-sufficient in those days, the Pig Roast and later the Bike Tour. For the Pig Roast, Bill stored equipment at the nursery, moved it all down to Cherry Grove and moved it back after the event. In the early 90s, Bill, Norm Nasson and and others spent days selling ads for a Bike Tour booklet to help ensure a profitable event. Bill also worked with Dr. Henry Dixon to design the bike routes, and for several years he marked the many miles of road used by the bikers. Finally, Libba put her foot down and demanded that additional help be found – or there would be consequences!

When CBES founding president Suzanne Wescoat fell ill, the CBES Board wanted Suzanne to keep the presidency. Bill and Jane Cabarrus were both vice presidents, and after



Bill Neal, left, at a CBES Annual Meeting with Past President Jack Ordeman and co-founder Suzanne Wescoat.

much discussion it was agreed that Bill would become "acting president" until Suzanne could return. He served in that capacity for over two years. During that time, the Community Unity Breakfast was established to honor Martin Luther King Day. Jane Cabarrus, who was president of the Northampton NAACP as well as a CBES vice president, wanted to end the breakfast event with a symbolic "march" to the courthouse in nearby Eastville. Bill and others were uncertain about participating, but after hearing Janie's argument in favor of the march, Bill agreed that it was important for white leaders of the community as well as black leaders to take part, and he committed to his own participation. The breakfast and march continue today as evidence that the community can come together in important ways.

Bill seemed to always be in good humor. In the late 90s, he was in Richmond on personal business. On short notice, CBES needed someone to attend a meeting in Richmond. Reached by phone, Bill agreed to put in an appearance to represent CBES.

See Bill Neal, cont'd on p. 4



A family-friendly eatery and ice cream shop recently opened a short stroll from the beach in Cape Charles.

New Businesses, cont'd from p. 1

Rural, small town and seashore vacation destination areas succeed, not because of a large influx of permanent, year-round residents which would change the genuine character of the area, but because they are able to leverage their historic, small business, cultural or natural resources into places where visitors can find an appealing, unique vacation destination.

Towns and County Open for Business

The 41 new and growing businesses listed below were developed and expanded within the frameworks of the Towns' and county's existing Zoning Ordinances for commercial development, and supported the goals of the existing Comprehensive Plans.

Cape Charles:

New businesses:

- S'Paw Day, pet grooming service
- Dacha Tea, a Russian Tea House
- Cape Charles Wellness Massage and Spa Nails
- Deadrise Pies, pizza and more
- 76 West Salon, full service hair salon
- Love Letters, personalized specialties
- Trésors Styling Studio, full service salon
- Alyssa House Bed and Breakfast
- Cape Charles Kool Eatz, deli and creamery
- My Backyard, garden center

Growing and expanded to larger spaces:

- Periwinkles, A Unique Consignment Boutique
- Breezes Wellness Spa and Boutique
- Gull Hummock, specialty foods and wine
- Seagrass Floral Studio, flower arrangements and more

Coming soon:

• Peach Street Books, and coffee shop

- Cape Charles Brewing Company, pub and event venue
- Gourmet Alley, local and specialty food

And *Country Living* magazine just named Cape Charles the #1 vacation town to book now for this summer: http://www.countryliving.com/life/travel/g4139/best-weekend-getaways/

Cheriton:

New businesses:

- *The Local*, chef-owned restaurant
- Gerry's Ristorante, pizza and more
- Small Wonders, child-care center
- Free Style Yoga, therapy and classes
- *Paloma*, healing arts therapy

Growing and expanded to larger spaces:

- Bayside Rehab, physical therapy
- Eastern Shore Signs, screen printing, adding print services
- A & J Meat Market, adding a deli

And Cheriton has a new park and children's playground.

Eastville:

New businesses:

- Kitchen Sync, meals, catering and events
- W. H. Drummond, car parts and equipment
- Elkington Events, historic event venue

Growing and expanding to larger space:

• Simple Seafood, an additional building

Eastville will be adding new neighborhoods to the town through a boundary adjustment.

Exmore:

New businesses:

- Seaside Consignment, an upscale resale boutique
- Dollar General, new stand-alone store

Growing and expanding to larger spaces:

- Dollar Tree, moved to a new building
- Eastern Shore Events and Rentals, moved to a larger facility

And Exmore has a new park, playground and event venue, with a community building, a stage and free daytime wi-fi.

Willis Wharf: Growing and expanding to larger spaces:

- Cherrystone Aquafarms, new structure
- Bowen Clam Seed Company, new facility
- H. M. Terry Co., Inc, expanded oyster hatchery

New Businesses, Cont'd from p. 3

Southern Northampton County:

New businesses:

- Sunset Beach Resort, RV campground and hotel resort
- The Jackspot, beach restaurant

Opening soon:

- Royal Farms, gas station and convenience store
- *Sharkey's*, convenience store

And Kiptopeke State Park has increased its lodging accommodations – it now has 5 six-bedroom lodges and seven RV rentals. More info about many of these new businesses can be found at the ESVA Tourism website:www.esvatourism.org/es shop/shop select.asp?cat2ID=16&ref=shopz



Willis Wharf's expanding working waterfront.









Bill Neal, cont'd from p. 2

When he reported to the next Board meeting he quipped, "I've never seen so many bald-headed men with pigtails in my life." Bill himself, tall, slender and bald, went on to report on the environmental meeting.

Bill Neal was an articulate spokesman for CBES – and for why the Eastern Shore community needs an organization like CBES. He was able to understand and communicate effectively with the wide range of perspectives found in the Eastern Shore community. His talks about CBES were inspirational. He was always available as a volunteer, tirelessly supporting the organization's projects. If you needed a spokesman for CBES, call Bill, and he'd be there. Bill Neal was the kind of leader that communities like the Eastern Shore depend on to maintain their character and sense of place. He died on March 10, and will be missed.

There was a memorial service held at Franktown United Methodist Church on March 25. In lieu of flowers, contributions can be made to Franktown United Methodist Church, P. O. Box 130, Franktown, VA 23354; CBES, P.O. Box 882, Eastville, VA 23347; OOTB, 9403 Camp Lane, Belle Haven, VA 23306.

Business Profile

Eastern Shore Events and Rentals

4294 Main Street, Exmore, VA 23350

Eastern Shore natives Hunt Addison and Peter Henderson started their business in 2012. With five full-time employees, they offer "all the necessary ingredients for event needs – from weddings to corporate events to family reunions and more." Offering tents, tables, chairs, linens, dance floors, lighting, staging, dishware, glassware, cookware, they want to make your next event "EaSiER."

The inspiration for their business grew from a strong community need. Through their work and volunteerism with local non-profits and organizations, they saw the need first-hand as they solicited off-Shore services for events throughout the year. Hunt and Peter say that starting their business here was a good bet because there was no competition and the area was growing in recognition as a "destination" for events such as weddings and reunions. They say their biggest challenge is the weather. One of the biggest surprises they encountered while developing their business was the cost of insurance.

Their advice for others who are considering starting a business on the Shore? Start with a business plan – on paper. Hire an attorney to create your entity (LLC, etc.). Delegate tasks to individuals having the appropriate skill-set (marketing, finance, operations, etc.). If you are in a partnership, make sure your partner is someone you trust with your life, because you are! Work hard and always smile. Do what you say you are going to do. And above all, take it slow and get a good accountant.

They cite a quote by the late Nick Covatta: "First, never borrow more money than you can afford to lose. And when you start a business, start it where you have location and distribution factors that constitute a 'moat' that possible competitors will find difficult to challenge."



Shown with Mayor Greer (center) at their Exmore ribboncutting are Peter and Suzanne Henderson (left) and Hunt and Paige Addison (right).

Event Venues

...commercial economic development - where to locate them?

Staff Report

Every popular trend, especially in rural and tourism destination areas. Historic homes, rustic woodland lodges, equestrian barns, waterside docks, all much in demand for life's memorable occasions, outdoor concerts and other educational, cultural and ceremonial events. The challenge for many communities is where to locate these popular sites where traffic safety, public health and noise control can be achieved, and where the general peace and quiet of residential neighborhoods can be maintained.

The Northampton County Board of Supervisors recently requested that county Staff prepare a Zoning Text Amendment proposal to clarify both the Event Venue use and appropriate locations in the county for the use. Staff was asked to provide guidelines for events of different sizes and appropriate setbacks from neighboring homes and residential districts.

Generally, in the Staff proposal, Event Venues will require Special Use Permits because of the possibility of adverse impacts on neighboring properties. The maximum number of guests, the hours of operation and perimeter screening requirements will be established as part of the Special Use Permit process. Noise generated must comply with the county Noise Ordinance, sanitation and food service shall be approved by the Health Department, and a site plan for land disturbance may be required. Proposed setbacks shall be 300' from surrounding residential districts, and 400' from any off-site dwelling – measured from the outermost boundary of any outdoor activity area. Depending on circumstances, these setbacks may be increased as part of the Special Use Permit process.

Size of Event Venues and Locations

- Type A would require at least 25 acres of upland and is proposed to be a Special Use in the Agricultural/Rural Business District, in all commercial districts and in Existing Industrial Districts.
- **Type B** would require at least 10 acres of upland and is proposed to be a Special Use in the Village-1 and the Waterfront Village-1 Districts.

M. Lee Payne

At press time, we were saddened to hear of the passing of M. Lee Payne, whose impact on the Shore was positive and lasting. A tribute to Lee will be published in the May *ShoreLine*.

 Type C would require at least 5 acres of upland and is proposed to be a By-Right Use in all commercial districts.

An Event Venue is a commercial use at an established permanent location and is available for public or private events. Nothing in the current Zoning Ordinance or in the proposed Event Venue amendment would impact a property owner's appropriate personal use of his property to host parties, celebrations, family reunions, etc.

The Board sent these proposed changes to the Planning Commission with a request for a recommendation. The Commission declined to make a recommendation on the Events Venue Staff proposal, or to consider certain other zoning changes at the present time, due to the ongoing revision of the county's Comprehensive Plan. That review has been in process since 2011.

Join the Crowd

Submitted by Claire Poole

The People's Climate March is in Washington, DC on April 29. Several interested ES residents are pulling together a bus from the Eastern Shore. The bus will leave from the old Fresh Pride parking lot in Exmore at 5:00 in the morning and return about 10:00 at night (maybe earlier). The march itself is scheduled to kick off at 11:00 with buses departing by 5:00 PM.

The cost of the trip depends on how many people they get:

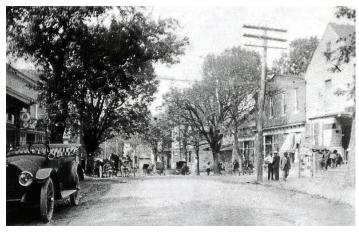
- If they get 36 people, the cost will be \$77 per person for a luxury bus.
- If they get 55 people, the cost will be \$50 per person for a regular bus.
- If they get 81 people, the cost will be \$46 per person for a doubledecker bus with regular seating.

There will be a \$1-\$2 charge for each person's share of the parking fee, plus a charge for DC metro tickets (not sure how much that will be because the route of the march has not been finalized).

If you'd like to join them – and they very much hope you do! – email Claire Poole at clairepoole@gmx.com and include your phone number OR call/text her at (757) 651-1342 and include your email. They have set an April 7 deadline for committments, so make your decision and let them know as soon as you possibly can. Thanks.

Keeping Track Eastville expands

After more than two centuries, Eastville, the historic county seat of Northampton County, will expand its boundaries. The Northampton Board of Supervisors voted unanimously to a boundary adjustment that would expand the Town to the neighborhoods already served by town water. Mayor Jim Sturgis told the Board that the town now hopes to receive Circuit Court approval of the change by December 31, 2017.



Old downtown Eastville

Manure by any other name...

The lament continues. How can growers safely dispose of the ever-increasing tonnage of poultry litter? More poultry houses in Accomack means more litter to get rid of. Comprised of manure, bedding, and bird carcasses, the litter is rich in nutrients such as phosphorus and nitrogen, and is used as fertilizer on local farm fields. But runoff of excess nutrients has become a major threat to the Chesapeake Bay and its tributaries. The "Manure to Energy, Who Really Gets Burned" presentation in March, by Maria Payan from the Socially Responsible Agricultural Project and Mike Ewall from the Energy Justice Network, addressed the environmental and regional health consequences of using incineration and other heat transfer methods for disposing of the litter. There is a national effort by the poultry industry to redesignate chicken manure litter from a "waste" to a "fuel" – presumably because of the difference in regulatory requirements.

Several demonstration projects on farms in Maryland¹ and elsewhere, all heavily subsidized by taxpayers, attempt to validate that heat-treated litter can successfully, and sustainably, be used to heat poultry houses without health or environmental consequences. Just equipment cost to farm owners, without subsidies, appears to make these processes unaffordable.

Commercial incinerators have been opposed by localities based on those same health and environmental concerns. Northampton County removed so-called "bio-mass conversion facilities" from its Zoning Ordinance.

The poultry industry, both locally and nationally, needs to deal realistically with chicken waste disposal, which they currently expect their farm producers to handle. Nor can the industry expect communities or taxpayers to solve the corporate waste disposal problem. Both industry viability and the economies of the communities where they operate need real solutions to a growing problem.

Solar overlay zone considered

Accomack County is working on a new solar overlay zone, including restrictions near Route 13. Comments can be made at the next Planning Commission meeting on April 12 at 7 PM.

SHOPPING FOR A GOOD CAUSE - GREAT STUFF

CBES 2nd Bidding for a Better Eastern Shore Online Auction will run Friday, April 21, through Sunday, April 30. Get ready for more foodie fun with Eastern Shore seafood and gift certificates to your new favorite places, beach escapes, original art, handcrafted jewelry, seaside adventures and so much more. Starting bids range from \$25 to \$3,999. Relish the thrill of an auction and help the CBES Mission – protecting this special place we call home!

Details on www.cbes.org and Facebook Event Page –"Bidding for a Better ES."

For more info contact CBES at info@cbes.org, 757-678-7157. If you want great exposure for your business and if you hurry, you can still donate a gift certificate, experience, or item.



Art Schwarzschild was an enthusiastic participant in the CBES Pig Roast. Please see appreciation on p. 7.

CBES "Engage & Enjoy" Annual Meeting Explores Environmental Journalism in 2017

In an era of "fake news" accusations and the potential crippling of decades-long US environmental policies, how will journalists meet the challenges of keeping the public informed on critical environmental issues? How will these recent developments affect reporting here in the Chesapeake Bay watershed?

Join our guest panel for a thought-provoking discussion exploring "Environmental Journalism in 2017" at CBES Annual Meeting: Engage & Enjoy. The event is Thursday, April 27, at the Island House Restaurant in Wachapreague, overlooking the Shore's pristine seaside treasure.

Reconnect with others who share your passion for protecting the Shore. The optional Social Hour with a surf and turf buffet dinner begins at 6 PM. Purchase dinner tickets by April 23. [See details below.] If you prefer to attend just the free program, it begins at 7 PM with cash bar available throughout.

CBES expert panel will include *Bay Journal* Editor, Karl Blankenship, and *Bay Journal* Staff Writer, Rona Kobell, along with Pamela D'Angelo, a Virginia Public Radio Reporter.

As the editor of the *Bay Journal* since its inception in 1991, Blankenship has won numerous awards and recognition for his work, including the 2001 Excellence in Journalism Award from the Renewable Natural Resources Foundation. In 2006, he became the fourth person to receive a Lifetime Achievement Award from the Chesapeake Bay Foundation.

Kobell had an extensive journalism career before joining *The Baltimore Sun* in 2000, becoming its Chesapeake Bay reporter in 2004. Her work has won numerous awards and in 2008, she was selected as a Knight-Wallace fellow at the University of Michigan.

D'Angelo is an independent producer and writer who covers the Chesapeake Bay and rural life along its shores. She is a journalism educator who has worked throughout Africa and as an adjunct faculty member at the University of Richmond.

You don't have to be a CBES member to enjoy this engaging evening. Buy dinner tickets at www.cbes.org or send a check to CBES, PO Box 882, Eastville, VA 23347 by April 23. No reservation needed for free 7 PM program.

The Fisherman's Favorite Buffet (\$35.44 including tax and gratuity): Tossed Salad or Caesar Salad, Island House Crab Cakes, Lightly Fried Flounder Filet, Carved Top Round Beef au Jus with Horseradish Sauce, Chef's Potato, Seasonal Fresh Vegetables, Classic Cheesecake with Chocolate Sauce

In Memoriam Art Schwarzschild

CBES joins with the rest of the Eastern Shore community, and with his family and friends, in sadness and regret at the loss of our good friend, neighbor and colleague, Dr. Art Schwarzschild. We're all invited to join together on April 22, Earth Day, to share our stories and memories.

Art's career as the founding Director of the UVA Anheuser Busch Coastal Research Center was a remarkable gift to the Shore, bringing international scientists and scholars to study and spread word of this unique place we call home.

Most of us got to know Art by working side by side with him, not at the Research Center, but at community events, government meetings, art gatherings, pig roasts and fund raisers. Setting up tables, hanging charts and maps, training high school students in the ways of the marshes or serving his famous barbecue sauce, we could always count on Art to show up, work hard, and hang around until the last chair was folded up and put away.

Art hardly went anywhere without his faithful companion Ginny, the friendliest dog that ever sat in the front seat of a pickup. He and his friends were forever tinkering with some boat. He hosted art teachers at the Research Center, who carried their paintings of the natural scenes around Oyster back home to classrooms, to share the Eastern Shore with students around the country.

Art is survived by his parents, Carol and Bill Schwarzschild, two brothers, Edward and Jeffrey, and his long-time girlfriend, Emily Boone. Art's father has a message for all of us who share his loss: "You can close your eyes and pray that Arthur will come back, or you can open your eyes and see all he left behind. Your heart can be empty because you can't see him, or you can be full of the love you have shared with him."

Notes of condolence can be sent to Bill and Carol Schwarzschild, 1515 The Fairway, Apt.172, Rydal, PA 19046. In lieu of flowers, donations can be made to the Arthur Schwarzschild Memorial Fund for the Combination of Sciences and the Arts, c/o the UVA Fund, PO Box 400331, Charlottesville, VA 22904.

April 22, 2017, at 5 pm, at the UVA Anheuser-Busch Coastal Research Center in Oyster

A Memorial Service for Art, and a Reception to celebrate his life

We're all invited to share the evening, share our stories and share our memories

Citizens for a Better Eastern Shore P. O. Box 882 Eastville, VA 23347-0882

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Community Calendar - April 2017

Note: Please verify times and places prior to attending meetings.

CBES and Other Activities		Accomack County		Northampton County	
Apr 1	Community Health Care Fair 10 AM, Northampton High School	Apr 5	Board of Zoning Appeals 10 AM, Sup. Chambers	Apr 3	Board of Zoning Appeals 1 PM, Conference Room
Apr 5	VIMS Public Seminar 7:30 PM, Wachapreague	Apr 12	Planning Commission 7 PM, Sup. Chambers	Apr 4	Planning Commission 7 PM, Sup. Chambers
Apr 13	Shorekeeper Meeting* 3 PM, ES Chamber of Commerce,	Apr 18	School Board 7 PM, Sup. Chambers	Apr 11	Board of Supervisors 7 PM, Sup. Chambers
Apr 18	ES Groundwater Committee 10 AM, Accomac	Apr 19 Apr 20	5 PM, Sup. Chambers	Apr 19	Wetlands Board TBA, Conference Room
Apr 18	CBES Board Meeting 7 PM, Onley			Apr 24	BOS Work Session 7 PM, Sup. Chambers
Apr 27	CBES Annual Meeting Dinner at 6 PM, meeting at 7 PM, Wachapreague			Apr 25	School Board 5:30 PM, Sup. Chambers
* Alternating between the ES Chamber of Commerce and the Barrier Islands Center					

www.cbes.org