



**Franklin City Council Agenda
June 14, 2021
Council Chambers
207 West Second Avenue
Franklin, Virginia 23851**

**7:00 P.M.
Regular Meeting**

CALL TO ORDER. MAYOR FRANK M. RABIL

PLEASE TURN OFF CELL PHONES. MAYOR FRANK M. RABIL

PLEDGE OF ALLEGIANCE

CITIZEN'S TIME

AMENDMENTS TO AGENDA

1. CONSENT AGENDA:

- A. Approval of and May 17, 2021 and May 24, 2021 minutes
- B. Foodbank of Southeastern Virginia and the Eastern Shore Update

2. OLD/ NEW BUSINESS:

- A. Public Hearing Ward 4, Ward 6, and at Large Franklin City School Board
- B. Public Hearing City of Franklin Sign Ordinance Amendments
- C. Race Relations Committee Follow Up
- D. City Manager's Report

3. COUNCIL/STAFF REPORTS ON BOARDS/COMMISSIONS

4. CLOSED SESSION

I move that the City of Franklin, Virginia City Council adjourn into a closed meeting pursuant to Virginia Code Section 2.2-3711-A-1, 1. discussion of appointments to boards and commissions, and discussion of performance of employees of the public body to discuss the following subject or subjects: Beautification Commission, Western Tidewater Regional Jail, Industrial Development Authority, as well as the annual evaluation of the City Manager, interview of candidates for Franklin City School Board and;

2.2-3711-A-3, Discussion or consideration of the acquisition of real property for a public purpose, or of the disposition of publicly held real property, where discussion in an open meeting would adversely affect the bargaining position or negotiating strategy of the public body specifically regarding property in Downtown Franklin.

2.2-3711-A-5, Discussion concerning a prospective business or industry or the expansion of an existing business or industry where no previous announcement has been made of the business' or industry's interest in locating or expanding its facilities in the community specifically along Pretlow Industrial Park, Armory Drive, and Franklin Regional Airport.

Motion Upon Returning to Open Session- I move that the City of Franklin, Virginia City Council adopt the attached closed meeting resolution to certify that, to the best of each member's knowledge, (i) only public business matters lawfully exempted from open meeting requirements by Virginia law were discussed in the closed meeting held on June 14, 2021; (ii) only such public business matters as were identified in the motion convening the closed meeting were heard, discussed or considered by the City of Franklin, Virginia City Council; and (iii) no action was taken in closed meeting regarding the items discussed.

5. ADJOURNMENT

MINUTES FROM THE MAY 17, 2021 JOINT WORK SESSION BETWEEN FRANKLIN CITY COUNCIL AND THE RACE RELATIONS COMMITTEE

The Franklin City Council held a Joint Session with the Race Relations Committee on May 17, 2021 at 6:00 p.m. at the Franklin Business Center located at 601 North Mechanic Street, Franklin, Virginia.

Council Members in Attendance: Frank Rabil, Mayor; Bobby Cutchins, Vice-Mayor; Councilwoman Wynndolyn Copeland; Councilman Gregory McLemore; Councilman Ray Smith, Councilman Mark R. Kitchen and Councilman Linwood Johnson

Race Relations Committee in Attendance: Pastor Nathan Decker, Pastor David Dillon, Councilman Gregory McLemore, Mona Murphy, Angela Holeman and Jesse T. Evans

Staff in Attendance: Amanda Jarratt, City Manager and Leesa Barnes, Executive Assistant, recording minutes

Other Staff in Attendance: Steve Patterson, Chief of Franklin City Police Department; Sarah Rexrode, Director of Social Services and Sammara Green-Bailey, Director of Parks and Recreation.

Call to Order

Mayor Frank Rabil called the May 17, 2021 Joint Session between Franklin City Council and the Race Relations Committee to order at 6:00 p.m.

Mayor Frank Rabil gave the following instructions on how he wanted the work session to be handled in order to prioritize the recommendations given by the Race Relations Committee:

- He would display each Race Relations Committee recommendation from the Race Relations Committee report and the list of items under the topic.
- Franklin City Council members and the Race Relations Committee would place a colored dot on the topic he or she thought should be prioritized first.
- Then the prioritized topics would be discussed.

Mayor Rabil then introduced the following topics for prioritizing:

Family Values and Social Services

1. Mentoring Program for new moms and dads.
2. Community Baby Showers for Single Moms perhaps by Churches emphasizing pre-k education.
3. Financial Literacy Programs.
4. Promote and enhance funding for programs that produce self-sufficiency and personal dignity.
5. City housing a Community Unity Day and other events four times a year to encourage full integration.
6. Sports programs with integrated teams utilizing the High School, YMCA, Martin Luther King Center and Churches.

Prioritized Topics

1. Financial Literacy programs. **Received Five Votes.**
2. Promote and enhance funding for programs that produce self-sufficiency and personal dignity. **Received Three Votes.**
3. Mentoring Program for new moms and dads. **Received Two Votes.**
4. City hosting a Community Unity Day and other events four times a year to encourage full integration. **Received One Vote.**
5. Sports programs with integrated teams utilizing the High School, YMCA, Martin Luther King Center and Churches. **Received One Vote.**
6. Community Baby Showers for Single Moms perhaps by Churches emphasizing pre-k education. **Received No Votes.**

Education

1. Link Job-makers with Job Seekers through school and market place partnerships.
2. Partnership with the County School System to hire Vocational Teachers.
3. Partnership with the Community College to go from classroom to workforce.
4. Housing incentives for new teachers.
5. Creating electives in African-American studies.
6. Shift terminology from “slaves” to “enslaved people” in history.
7. We believe a new facility will bring pride and inspiration to our kid’s education.

Prioritized Topics

1. Link Job-makers with Job Seekers through school and market place partnerships. **Received Six Votes.**
2. Partnership with the County School System to hire Vocational Teachers. **Received Three Votes.**
3. Partnership with the Community College to go from classroom to workforce. **Received Three Votes.**
4. Creating electives in African-American studies. **Received One Vote.**
5. Housing incentives for new teachers. **Received No Votes.**
6. Shift terminology from “slaves” to “enslaved people” in history. **Received No Votes.**
7. We believe a new facility will bring pride and inspiration to our kid’s education. **Received No Votes.**

Law Enforcement

1. Fund internships for police to hire prospective African Americans.
2. Fund hours for officers to serve as School Resource Officers.
3. Help department update technology know-how to improve recruitment.
4. Fund technology and intelligence skills.
5. Apply for Grant to begin anew the “Explorers” program.
6. Reach out to other law enforcement agencies to learn career development and knowledge.

Prioritized Topics

1. Fund hours for officers to serve as School Resource Officers. **Received Seven Votes.**
2. Fund internships for police to hire prospective African Americans. **Received Four Votes**
3. Fund Technology and intelligence skills. **Received One Vote.**
4. Reach out to other law enforcement agencies to learn career development and knowledge. **Received One Vote.**
5. Update technology know-how to improve recruitment. **Received No Votes.**
6. Apply for grant to begin the “Explorers” program. **Received No Votes.**

Home Ownership

1. Continue to do Community Development Block Grants
2. Create skill-oriented programs (full curriculum) for how to have good credit, file taxes and other financial literacy focusing on life skills.

Prioritized Topics

1. Create skill-oriented programs (full curriculum) for how to have good credit, file taxes and other financial literacy focusing on life skills. **Received Thirteen Votes.**
2. Continue to do Community Development Block Grants. **Received No Votes.**

Political

1. We ask that all leaders look inward and humble themselves before one another as brothers and sisters in the human family promoting relational recovery.
2. As 21st century community leaders, we look back with regret and disdain on the era of slavery and racial inequality in America. We purpose to address and resolve the racial injustice in our society that has brought us to this present crisis. By God’s grace, our intention is to be initiators of relational recovery in the City of Franklin and beyond.

Prioritized Topics

1. We ask that all leaders look inward and humble themselves before one another as brothers and sisters in the human family promoting relational recovery. **Received Six Votes.**
2. As 21st century community leaders, we look back with regret and disdain on the era of slavery and racial inequality in America. We propose to address and resolve the racial injustice in our society that has brought us to this present crisis. By God’s grace, our intention is to be initiators of relational recovery in the City of Franklin and beyond. **Received Six Votes.**

After all the topics had been prioritized, Mayor Frank Rabil opened the floor for discussion.

Discussion

Family Values and Social Services

Councilman Ray Smith stated that family values start with financial literacy which the City could start by establishing school programs.

Vice-Mayor Bobby Cutchins asked if the Distributive Education Clubs of American (DECA) program still exists at the high school.

Mayor Rabil stated its his understanding that Superintendent Tamara Sterling would like to start another DECA program.

Mayor Rabil asked what about the citizens that are not in school.

Mrs. Mona Murphy of the Race Relations Committee answered there is a Fast Forward Out-of-School Youth Program that serves out-of-school youth ages 16 – 24 who reside in Suffolk, Isle of Wight County, Southampton County, and the City of Franklin get certification training in In-Demand Occupations.

Mr. Jesse Evans of the Race Relations Committee stated that information of such programs needs to be readily available.

Mayor Rabil stated it was time to discuss who should be involved with family values and social services.

After some discussion the following organizations were decided upon:

- Franklin City Public Schools Administration
- Camp Community College
- Citizens
- Hampton Roads Workforce Council (Career Works)
- Business Owners
- Churches
- Banking and Financial Institutions
- Investment Club
- Local Probation Office
- Mentors
- Social Services

Mayor Rabil asked for a consensus of a time frame to start putting these suggestions in place.

The consensus of City Council and the Race Relations Committee was to put the above suggestions in place with-in two months.

Education

Councilman Ray Smith stated the City needs a centralized location to send applications and the application needs to be screened on a number of things such as education and the type of job someone is applying for. Then the pool of jobs needs to be put together so employers have an opportunity to see what is available.

Councilman Gregory McLemore stated that the City needs a program where the business owners notify the City and inform them of any jobs that are available.

Mayor Rabil asked how would the City of Franklin fund someone to do this.

Mayor Rabil stated it was time to discuss who should be involved with the education portion of the report.

After some discussion the following organizations were decided upon:

- Martin Luther King Center
- City of Franklin
- International Paper
- Dominion Power
- Franklin – Southampton Wellness Coalition
- Hampton Roads Workforce Council

Mayor Rabil asked for a consensus of a time frame to start putting these suggestions in place.

The consensus of City Council and the Race Relations Committee was to put the above suggestions in place as soon as possible.

Law Enforcement

Mayor Frank Rabil stated the next item on the Race Relations Report was law enforcement. He then asked Steve Patterson, Chief of the Franklin City's Police Department what was the status of the Resource Officer. He then asked if there were any grants available for this position.

City Manager Jarratt replied the City has just received the American Rescue Plan Guidance so that would have to be researched.

Mayor Rabil stated it was time to discuss who should be involved with the Law Enforcement portion of the report.

After some discussion the following organizations were decided upon:

- City of Franklin
- Franklin City Public Schools
- Franklin City Police Department

Home Ownership

Mayor Frank Rabil stated the first prioritized item was to create skill-oriented programs (full curriculum) for how to have good credit, file taxes, and other financial literacy focusing on life skills. Below are some of the items that City Council and the Race Relations Committee discussed:

- Application Knowledge
- Understanding Credit
- Block Grants – Criteria and Understanding

Councilman Gregory McLemore stated he thought that the Block Grant Programs has benefited more African Americans than any other program in this area.

- Credit Repair
- Living Beyond Historic Reconciliation
- Holding Landlords Accountable

Mayor Rabil stated it was time to discuss who should be involved with the Home Ownership portion of the report.

After some discussion the following organizations were decided upon:

- Bankers, and Landowners
- Home Program / STOP, Inc.
- Franklin Redevelopment and Housing Authority

Political

Mayor Frank Rabil asked the Race Relations Committee what their thoughts were on political values within the community.

The following suggestions were made:

- City Council visit all areas within the City not just certain areas within the City and talk to the constituents within the area.
- Have more racial diversity while selecting committee appointments.
- Racism needs to be discussed and not be a topic of fear.
- In order to move forward we have to admit we were wrong and forgive.
- Diversity is the key word
- Instead of being loyal to a party be loyal to the people you are supposed to serve.

Councilman Gregory McLemore asked if the Race Relations Committee could be expanded to include individuals from Southampton County as well more individuals from the City.

Mayor Frank Rabil answered that could be discussed, but the whole idea was to have the group small enough to join with other organizations.

Mayor Frank Rabil adjourned the joint work session between Franklin City Council and the Race Relations Committee at 7:55 p.m.

Mayor

Clerk to City Council

MINUTES FROM THE MAY 24, 2021 REGULAR CITY COUNCIL MEETING

The Franklin City Council held a Regular City Council Meeting on May 24, 2021 at 7:00 p.m. in the City Council Chambers located at 207 West Second Avenue, Franklin, Virginia 23851.

Council Members in Attendance: Frank Rabil, Mayor; Bobby Cutchins, Vice-Mayor; Councilwoman Wynndolyn Copeland; Councilman Ray Smith, Councilman Mark R. Kitchen and Councilman Linwood Johnson

Council Members not in Attendance: Councilman Gregory McLemore

Staff in Attendance: Amanda Jarratt, City Manager and Leesa Barnes, Executive Assistant, recording minutes

Other Staff in Attendance: Steve Patterson, Chief of Franklin City Police Department; Steve Newsome, Network Administrator; Tracy Spence, Director of Finance; Sarah Rexrode, Director of Social Services; Sammara Green-Bailey, Director of Parks & Recreation; Russ Pace, Director of Publics Work and Vernie Francis, Chief of Emergency Services

Call to Order

Mayor Frank Rabil called the May 24, 2021 Regular City Council Meeting to order at 7:00 p.m.

Citizen's Time

1st Speaker

James Ellison of 132 Crescent Drive, Franklin, Virginia 23851; Mr. Ellison expressed his displeasure with the City of Franklin removing the blue recycling can. He asked City Council to reconsider this decision.

Mr. Ellison also expressed concern about why the Confederate Monument has not been removed.

Mayor Frank Rabil stated it is not normal procedure to answer questions during Citizen's Time but felt that this topic needed to be discussed. He stated that the items from the blue cans have not recycled for a year and a half to two years. The items that were picked up were taken to the landfill.

He then directed Mr. Ellison to stay for the meeting because the topic of the Confederate Monument would be addressed.

2nd Speaker

There was one citizen that sent the following email to read during Citizen's Time:

Kashif Carter of Changing the Narrative Group; emailed the following:

"Council,

Let me start off by thanking those of you who took the time out of your already busy schedules to respond back to our previous emails and phone calls. We strongly believe that if we are going to move forward with bridging the gap in the community, then it has to be done together as a community. That means that every voice needs to be heard. With that being said, our group, Changing the Narrative, is extending an invite to each of you to attend one, if not more of our monthly meetings, which are held on the first and third Tuesday of each month. We believe that there are many issues within the community that need to be addressed, however two of the primary focuses should be the children of the community and bringing the races together. We are in the process of compiling the information that we've received from the community and we would love the opportunity to formally present it to you in the near future. The time to act is now and how we choose to act is what will make the difference for our loved ones, friends, children, and grandchildren.

Thanks
Kashif Carter

Amendments to Agenda

Mayor Frank Rabil asked if there were any amendmets to the agenda.

There were no amendmets to the agenda.

Consent Agenda

Approval of May 10, 2021 Minutes

Mayor Frank Rabil asked if there were any additions or corrections to the minutes from the May 10, 2021 regular City Council meeting.

There being no additions or corrections to the minutes from the May 10, 2021 regular City Council meeting Mayor Frank Rabil asked for a motion of approval.

Councilman Linwood Johnson made a motion to approve the minutes from the May 10, 2021 regular City Council meeting. The motion was seconded by Councilwoman Wynndolyn Copeland.

The motion carried the vote by 6-0.

The vote was as follows:

Mayor Frank Rabil	AYE
Vice-Mayor Bobby Cutchins	AYE
Councilman Linwood Johnson	AYE
Councilman Mark R. Kitchen	AYE
Councilwoman Wynndolyn Copeland	AYE
Councilman Gregory McLemore	ABSENT
Councilman Ray Smith	AYE

Mayor Frank Rabil stated that the motion passed unanimously.

MINUTES FROM THE MAY 24, 2021 REGULAR CITY COUNCIL MEETING

Mayor Frank Rabil asked Councilman Ray Smith to read the Adult Abuse Prevention Month Resolution #2021-14.

Mayor Rabil entertained a motion of approval for the Adult Abuse Prevention Month Resolution #2021-14.

Councilman Mark R. Kitchen made a motion to approve the Adult Abuse Prevention Month Resolution #2021-14. The motion was seconded by Councilman Linwood Johnson.

The motion carried the vote by 6-0.

The vote was as follows:

Mayor Frank Rabil	AYE
Vice-Mayor Bobby Cutchins	AYE
Councilman Linwood Johnson	AYE
Councilman Mark R. Kitchen	AYE
Councilwoman Wynndolyn Copeland	AYE
Councilman Gregory McLemore	ABSENT
Councilman Ray Smith	AYE

Mayor Frank Rabil stated that the motion passed unanimously.

See Attached Resolution:

City Manager Amanda Jarratt answered if someone suspects adult abuse, they can report it to Social Services and there is a 24-hour hotline available.

Western Tidewater Free Clinic Update

City Manager Amanda Jarratt introduced Mr. William Waller who serves on the Board of Directors of the Western Tidewater Free Clinic to come forward and give an update. Mr. Waller thanked Franklin City Council for approving the past budget requests. He informed Council that in 2020 there were 9,942 visits to the free clinic, serving 1,223 patients of which 1,637 were dental appointments; 11% of these patients were from the City of Franklin.

Financial Matters

American Rescue Plan Act Update

City Manager Amanda Jarratt informed City Council that staff will provide a briefing on the information regarding the American Rescue Plan Act once we have an understanding on the limitations associated with the funding. Staff will provide a list of recommended projects for Council's approval.

City Manager Jarratt gave the following highlights regarding the American Rescue Plan Act:

The Coronavirus State and Local Fiscal Recovery Funds provide a substantial infusion of resources to help turn the tide on the pandemic, address its economic fallout, and lay the foundation for a strong and equitable recovery.

- **Support urgent COVID-19 response efforts to continue to decrease spread of the virus and bring the pandemic under control.**
Fund COVID-19 mitigation efforts, medical expenses, behavioral healthcare, and certain public health and safety staff.
- **Replace lost public sector revenue to strengthen support for vital public services and help retain jobs.**
Use funds to provide government services to the extent of the reduction in revenue experienced due to the pandemic.
Support water and sewer infrastructure by making necessary investments to improve access to clean drinking water and invest in wastewater and stormwater infrastructure.
- **Support immediate economic stabilization for households and businesses.**
Address negative economic impacts by responding to economic harms to workers, families, small businesses, impacted industries and the public sector.
- **Address systemic public health and economic challenges that have contributed to the unequal impact of the pandemic.**
Premium pay for essential workers; offer additional support to those who have and will bear the greatest health risks because of their service in critical infrastructure sectors.
Broadband infrastructure; make necessary investments to provide unserved or underserved locations with new or expanded broadband access.

City Manager Jarratt stated two of the City's focuses needs to be on the water and sewer infrastructure.

City Manager Jarratt stated that the City of Franklin needs to look at these funds as a one-time sum and not spend it on reoccurring projects, we need to spend it on one-time capital projects. We also need to remember that the funds need to be spent by 2024.

Old / New Business

Master Agreement on Terms and Conditions for Accepting State Aviation Funds

City Manager Amanda Jarratt stated the master agreement on terms and conditions for accepting state aviation funds will allow the City of Franklin to accept funding from the Commonwealth for capital projects, facilities and equipment, security, maintenance and aviation projects for the Franklin Regional Airport.

Councilman Linwood Johnson made a motion to authorize the City Manager to execute the master agreement on terms and conditions for accepting state aviation funds. The motion was seconded by Vice-Mayor Bobby Cutchins.

The motion carried the vote by 6-0.

The vote was as follows:

Mayor Frank Rabil	AYE
Vice-Mayor Bobby Cutchins	AYE
Councilman Linwood Johnson	AYE
Councilman Mark R. Kitchen	AYE
Councilwoman Wynndolyn Copeland	AYE
Councilman Gregory McLemore	ABSENT
Councilman Ray Smith	AYE

Mayor Frank Rabil stated that the motion passed unanimously.

Beautification Commission By-Laws

City Manager Amanda Jarratt stated currently the City of Franklin Beautification Commission’s By-Laws require that individuals appointed to serve on the City of Franklin’s Beautification Commission be a resident of the City of Franklin. The Beautification Commission met and recommended that Franklin City Council amend the current By-Laws to allow an individual that owns a business or that is employed by a business located in the City of Franklin to serve. There are a number of other volunteer Boards and Commissions throughout the City of Franklin that make this allowance.

Councilman Ray Smith made a motion to approve the proposed amendment to the By-Laws of the City of Franklin Beautification Commission. The motion was seconded by Councilman Linwood Johnson.

The motion carried the vote by 6-0.

The vote was as follows:

Mayor Frank Rabil	AYE
Vice-Mayor Bobby Cutchins	AYE
Councilman Linwood Johnson	AYE
Councilman Mark R. Kitchen	AYE
Councilwoman Wynndolyn Copeland	AYE
Councilman Gregory McLemore	ABSENT
Councilman Ray Smith	AYE

Mayor Frank Rabil stated that the motion passed unanimously.

Southampton County Courthouse Update

City Manager Amanda Jarratt informed City Council that the Southampton County Courthouse project remains on schedule. The Southampton County Board of Supervisors will consider a lease agreement with Southampton County Public Schools for the former Hunterdale Elementary School at their meeting on May 25, 2021. The trailer for the temporary facility at the Franklin Courthouse should be ordered in the next few weeks upon the lease being signed. Regarding the Southampton County Courthouse project, there will be a mandatory pre-bid meeting for participating contractors on Thursday, June 3, 2021. Bids are due on July 13 and will be publicly opened on July 14, 2021 and she will be attending that opening on the behalf of the City of Franklin.

City Manager's Report

City Manager Amanda Jarratt gave the following updates:

General Updates

- The COVID-19 cases in the City of Franklin are slowing. Vaccinations continue to be administered through various avenues within the Western Tidewater Health District and other venues.
- The City of Franklin is seeking to fill a number of positions across multiple departments. Individuals seeking employment should review the opportunities posted at www.franklinva.com/employment.
- COVID-19 Municipal Relief Fund payments are available for accounts that are thirty days past due. These payments are for water, sewer and electric usage only. It will not pay for garbage usage, late fees, penalties, nor taxes. An application is needed for each payment. Payments are not guaranteed. They will be made on a first come, first serve basis and until the fund is depleted. \$340,000.00 remains in the account at this time.
- The public hearing for Ward 4, Ward 6 and the at Large seat on the Franklin City Public Schools School Board will be held on June 14, 2021.
- The low bid for the Confederate Monument located at the Clay Street park came in at \$35,000.00 and we anticipate that it will be moved mid-June.

Councilman Mark R. Kitchen asked what contracting company gave the lowest bid.

City Manager Jarratt answered Hampton Roads Crane and Rigging Company.

City Manager Jarratt announced that she was thrilled to attend a Hampton Roads Chamber meeting where the restaurant Serve was nominated and won "The One to Watch Award".

Community Events

- Spring and Summer athletic leagues and community wide events are posted on the City of Franklin website.
- The Franklin Cruise In is held every Wednesday evening in Downtown Franklin.
- We Be Jamming is scheduled to begin on May 27, 2021 at Barrett's Landing.

City Manager Jarratt stated that We Be Jamming had been rescheduled to begin on Thursday, June 10, 2021.

- The City of Franklin Independence Day is scheduled for June 30, 2021 in conjunction with the Franklin Cruise In, Franklin Farmers Market and The Franklin Experience.
- The Franklin Farmers Market is scheduled to officially begin on Wednesday afternoons beginning on May 26, through September 8, 2021 from 4:00 p.m. to 7:00 p.m.

Council / Staff Reports on Boards / Commissions

Mayor Frank Rabil asked if City Council had anything to report on Council / Staff Reports on Boards / Commissions.

Councilman Linwood Johnson reported the on the Western Tidewater Regional Jail Board meeting.

Vice-Mayor Bobby Cutchins reported on the Franklin Southampton Economic Development Board meeting. He reported the board interviewed one individual and the board is moving forward with interviews for the Director of FSEDI.

Mayor Frank Rabil reported on Hampton Roads Transportation Organization meeting and stated the meeting consisted of normal updates.

Closed Session

There being no other items to discuss Mayor Frank Rabil entertained a motion to go into Closed Session.

Councilman Mark R. Kitchen moved that the City of Franklin, Virginia City Council adjourn into a closed meeting pursuant to Virginia Code Section 2.2-3711-A-1, 1. discussion of appointments to boards and commissions to discuss the following subject or subjects: Blackwater Regional Library Board, Beautification Commissions, Western Tidewater Regional Jail, Industrial Development Authority, and;

2.2-3711-A-3, Discussion or consideration of the acquisition of real property for a public purpose, or of the disposition of publicly held real property, where discussion in an open meeting would adversely affect the bargaining position or negotiating strategy of the public body specifically regarding property in Downtown Franklin.

2.2-3711-A-5. Discussion concerning a prospective business or industry or the expansion of an existing business or industry where no previous announcement has been made of the business' or industry's interest in locating or expanding its facilities in the community specifically along Pretlow Industrial Park, Armory Drive, and Franklin Regional Airport.

2.2-3711-A-8 Regarding consultation with legal counsel employed or retained by a public body regarding specific legal matters requiring the provision of legal advice by such counsel specifically regarding recent changes to the Code of Virginia related to City employees.

The motion was seconded by Councilwoman Wynndolyn Copeland.

The motion carried the vote by 6-0.

The vote was as follows:

Mayor Frank Rabil	AYE
Vice-Mayor Bobby Cutchins	AYE
Councilman Linwood Johnson	AYE
Councilman Mark R. Kitchen	AYE
Councilwoman Wynndolyn Copeland	AYE
Councilman Gregory McLemore	ABSENT
Councilman Ray Smith	AYE

Mayor Frank Rabil stated that the motion passed unanimously.

City Council went into closed session at 7:55 p.m.

Motion Upon Returning to Open Session

Councilman Mark R. Kitchen moved that the City of Franklin, Virginia City Council adopt the attached closed meeting resolution to certify that, to the best of each member's knowledge, (i) only public business matters lawfully exempted from open meeting requirements by Virginia law were discussed in the closed meeting held on May 24, 2021; (ii) only such public business matters as were identified in the motion convening the closed meeting were heard, discussed or considered by the City of Franklin, Virginia City Council; and (iii) no action was taken in closed meeting regarding the items discussed.

The motion was seconded by Councilman Linwood Johnson

The motion carried the vote by 6-0.

The vote was as follows:

Mayor Frank Rabil	AYE
Vice-Mayor Bobby Cutchins	AYE
Councilman Linwood Johnson	AYE
Councilman Mark R. Kitchen	AYE
Councilwoman Wynndolyn Copeland	AYE
Councilman Gregory McLemore	ABSENT
Councilman Ray Smith	AYE

Mayor Frank Rabil stated that the motion passed unanimously.

Other Action Items of Council

Councilman Ray Smith appointed Pamela C. Lease to serve on the Blackwater Regional Library Board. The motion was seconded by Councilman Mark R. Kitchen.

The motion carried the vote by 6-0.

The vote was as follows:

Mayor Frank Rabil	AYE
Vice-Mayor Bobby Cutchins	AYE
Councilman Linwood Johnson	AYE
Councilman Mark R. Kitchen	AYE
Councilwoman Wynndolyn Copeland	AYE
Councilman Gregory McLemore	ABSENT
Councilman Ray Smith	AYE

Mayor Frank Rabil stated that the motion passed unanimously.

Adjournment

Councilwoman Wynndolyn Copeland made a motion to adjourn the May 24, 2021 regular City Council meeting.

The motion was seconded by Councilman Linwood Johnson.

The May 24, 2021 regular City Council meeting adjourned at 8:09 p.m.

Mayor

Clerk to City Council



*Office of the City Manager
Amanda C. Jarratt*

June 7, 2021

To: Franklin City Council

From: Amanda C. Jarratt, City Manager

Reference: Foodbank of Southeastern Virginia and the Eastern Shore Update

Background Information

Staff from the Foodbank of Southeastern Virginia and the Eastern Shore will be present to provide an update to City Council on the activities within the City of Franklin. They have been a tremendous community partner throughout the COVID-19 pandemic and we look forward to working with them on their upcoming projects.

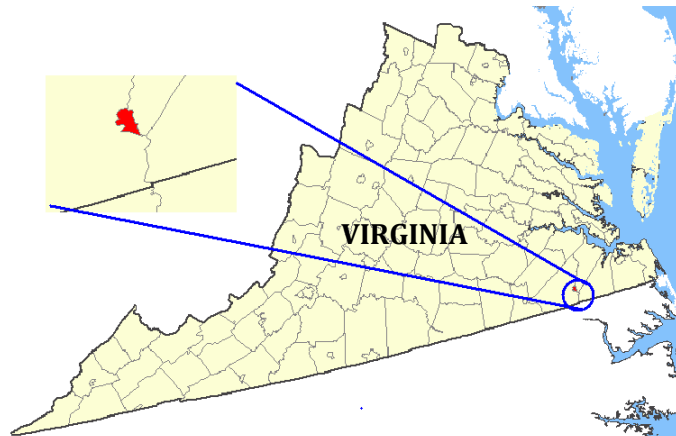
Needed Action

None at this time.

2021 Hunger and Poverty Snapshot Franklin City, Virginia

The Foodbank of Southeastern Virginia and the Eastern Shore aims to facilitate and promote changes in policies and practices by building support for vital state and federal programs that promote access to resources that respond to the long-term needs of food insecure individuals. We also support comprehensive solutions that enable people to move toward financial stability and self-sufficiency.

Summary: In the City of Franklin, VA approximately **1 in 8 individuals and 1 in 4 children are food insecure**. But what exactly does that mean? According to the USDA, food insecurity is defined as a “lack of access, at times, to enough food for an active, healthy life for all household members and limited or uncertain availability of nutritionally adequate foods.”



Franklin City Data Snapshot

- Population– 8,147
- Child Population – 2,051
- Annual Median Income – \$40,417
- Poverty Rate – 19.2%
- In a two-adult household, each individual must earn \$19.33 per hour in **Franklin City** to provide for a family with two children, yet the state minimum wage is \$9.50. (The living wage is \$28.38 for one adult with one child.)
- In a two-adult household, the annual cost of food (pre-pandemic) in **Franklin City** for a family with two children was \$9,305. (\$4,670 for one adult with one child.)

Food Insecurity and Child Food Insecurity Facts in Our Service Area and Franklin City

Foodbank of Southeastern Virginia and Eastern Shore Service Area

- 2021 Projected Food Insecurity Rate – 10.6%
 - # of food insecure individuals – 131,220
 - 17% increase in # of food insecure individuals from 2019
- 2021 Projected Child Food Insecurity Rate – 16%
 - # of food insecure children – 44,100
 - 18% increase in # of food insecure individuals from 2019

Franklin City

- 2021 Projected Food Insecurity Rate – 13% (*4th highest in service area*)
 - # of food insecure individuals – 1,060
 - 20% increase in # of food insecure individuals from 2019
- 2021 Projected Child Food Insecurity Rate – 23.4% (*2nd highest in service area*)
 - # of food insecure children – 480
 - 18% increase in # of food insecure individuals from 2019

Franklin City SNAP Usage Data (April 2021):

- Number of Households using SNAP benefits: **1,210**
- Number of Individuals using SNAP benefits: **2,309***
- Total SNAP Issuance Amount: \$530,942

- Average Amount of SNAP benefits issued per household: **\$439**
- Average Amount of SNAP benefits issued per individual: **\$230**

**The fact that the number of individuals accessing SNAP benefits is greater than the projected number of food insecure individuals for 2021 is consistent with the poverty rate being higher than the food insecurity rate. Conversely, it demonstrates that access to SNAP benefits can mitigate food insecurity.*

Key Takeaways

- SNAP provides 9 meals for every 1 meal provided by a Virginia food bank.
- Each dollar spent in SNAP benefits also puts \$1.50 back into our local economy.
- Food banks, churches, and pantries are doing great work in our community to provide food assistance, but the charitable response alone is not enough to meet the need.
- The support of local cities & municipalities, state and federal entities and funding is critical to closing the meal gap.

Contact Information:

Ruth Jones Nichols, Ph.D.

Chief Executive Officer

Direct 757.314.4542

rjonesnichols@foodbankonline.org

Leah Williams-Rumbley

Senior Director of Advocacy

Direct 757.314.4572

lwilliamsrumbley@foodbankonline.org

800 Tidewater Drive

Norfolk, VA 23504

Main 757.627.6599 Fax 757.627.8588

Data Sources

1. U.S. Census Bureau, 2020 American Community Survey 1-Year data.
2. Dr. Amy K. Glasmeier and MIT, Living Wage Calculator. Hourly living wage based on standard four-person household with two adults and two children. Living wages for single parent households are much higher. Published January 2018. Updated annually.
3. Feeding America Projected Food Insecurity Rates 2021. Based upon particular assumptions about annual unemployment and annual poverty rates in each locality for 2021
4. Virginia Department of Social Services, SNAP Monthly Participation Report. April 2021

the TELLER

SPRING 2021



Food Hubs Offer Holistic Services

Renyatta Banks, Executive Director of the Wesley Community Service Center in Portsmouth, sees a diverse range of needs in the 150 individuals a week who come through the doors. Children visit for virtual tutoring services and summer camps focused on STEM. Adults may need access to clothing or career services. Some individuals are survivors of domestic violence. Others are battling addiction or mental health issues. “We see the same people a lot, so we can tell when they’re feeling off about something,” she says.

Sometimes the need is as simple as a person bringing in a piece of mail that they need read to them. “For someone to bring their documents in here to have another person help them understand — it’s really about trust,” she says. A staple in Portsmouth’s community since 1937, the Wesley has a reputation for being a reliable and consistent help to anyone who needs it. For over 30 years, as a Partner Agency of the Foodbank, the Wesley has also been a dependable and convenient source for food. **“The Foodbank has always been the nucleus of it, so every program we have stems from our food program,” Renyatta explains.**

For many neighbors in need of food assistance, having access to meals is just one piece of the puzzle. The other missing pieces could be lack of access to affordable

housing, legal counsel, mental health services, higher education resources, and more. Accessing multiple support services can be time consuming, especially for someone who may be working multiple jobs and caring for children.

With grant funding from Feeding America, the Foodbank has launched three food hubs that will offer food plus additional services to communities with the greatest need in the cities of Norfolk and Portsmouth and town of Accomac.

How are these determined? In 2018, the Foodbank conducted extensive mapping to identify which communities had high rates of food insecurity as well as low access to grocery stores. These are the communities in which we are layering our partners and programs in order to holistically address food insecurity.

The Wesley now serves as Portsmouth’s food hub, offering food access via an online ordering system, as well as other services. “Those types of wraparound services we love,” Renyatta says. “It’s what keeps us going.” She looks forward to collaborating with partners such as EVMS and the American Heart Association to offer health resources, diabetes screenings, and heart health education. **“The greatest need is education,” she says. “Just learning how to do things smarter, healthier, and differently.”**

2021 Board of Directors

Officers

Chair

Kevin X. Jones, Dollar Tree, Inc.

Vice Chair

Thomas G. Werner

Secretary/Treasurer

David Chase, Wall, Einhorn & Chernitzer, P.C.

Board Members

Don Carey, III, Community Volunteer

Darius Davenport, Crenshaw, Ware & Martin, PLC

Larry W. Ebinger, Community Volunteer

Andre Elliott, YMCA of South Hampton Roads

Paul Finch, Community Volunteer

William Goings, Food Lion, Inc.

Carol Jarvis*, Community Volunteer

Amy Larch, Bank of America

Jeremy Moss, Bondadventure Realty Group

Dorcas Hodges Nelson*, Community Volunteer

Christie Nicholson, The Nicholson Companies

Kay O'Reilly, Eastern Shore Chapel

Leila Rice, Hampton Roads Sanitation District

Sara Rothenberg, EVMS

Dr. James Shaeffer, Eastern Shore

Community College

Melissa Smith, A & N Electric Cooperative

Tonya Walley, Cox Communications

Honorary Members

David Brown, CMAS, LLC

Bruce Holbrook, Dixon Hughes Goodman, LLP

Peter M. Huber, Willcox & Savage

Andy Kline, Payday Payroll

Susan Mayo, Community Volunteer

William Nusbaum, Williams Mullen

Marianne P. Scott, Community Volunteer

Marc Weiss, Wells Fargo Advisors, LLC

Ruth Jones Nichols, Ph.D.

President & CEO (ex-officio)

*Active Honorary Members



MEMBER OF
**FEEDING
AMERICA**



Mission

Leading the effort to eliminate hunger in our community.

Vision

A hunger-free community.

Dear Friend of the Foodbank,

Forty years ago when a group of volunteers from STOP, Inc. recognized a need in their community, they put a plan into action. They transitioned from a food and nutrition program to a fully incorporated 501(c)3 known as the Foodbank of Southeastern Virginia. The organization's purpose was to serve as a regional clearinghouse in collecting and distributing unmarketable but edible food to appropriate non-profit organizations for their food programs.

During the last four decades, supporters like you have strengthened the Foodbank to grow and evolve in leading the effort to eliminate hunger in our community. Your support has led us to develop a robust network of Partner Agencies, volunteers, community partners, and program sites; expand with additional branches on the Eastern Shore and recently in Western Tidewater; establish a Food Rescue Program to enable more food donations with less waste; and launch programs to distribute healthy, nutritious foods to children, seniors, and low-income families. We have pivoted in more ways than we thought possible, now one year into the COVID-19 pandemic.

As more and more supporters have recognized additional needs in our community, the Foodbank has built capacity to feed more individuals, having distributed more than 350 million meals.

We have advocated for hunger-relief programs serving vulnerable adults and children and mobilized the public to join our efforts through education and awareness. Our transformational efforts have propelled us to understand root causes of food insecurity and prioritize ways to holistically address these issues through partnerships and collaboration. We have recognized racial disparities associated with food insecurity and committed to distribute food and other resources equitably. We have also begun to address food insecurity among college students by launching a campus-based pantry offering healthy foods and additional resources that allow students to focus more on their academic careers.

What will the next 40 years bring? How will the Foodbank's purpose evolve to continue meeting the needs of individuals we serve? What challenges and opportunities will we face along the way? While we can only plan for possibilities, we know with certainty that with your continued support and collaboration, we will move forward in ending hunger today and nourishing hope for tomorrow.

With sincerest gratitude,



Ruth Jones Nichols, Ph.D.
President & CEO



Kevin X. Jones.
Chair, Board of Directors

COVID-19: A Year Later

Most of us can remember where we were during March 2020 when a global pandemic forced people and organizations to collectively pivot. At the Foodbank, that meant putting certain projects and tasks on hold to refocus efforts on distributing to vulnerable populations in our community. Our Foodbank team sprang into action by forming contingency plans, packing food boxes to fill in the gaps from volunteers, forging distribution partnerships when agencies needed to close, and conveying critical information to the public.

Meanwhile, community members like you were learning about the impacts of COVID-19. You stepped up by contributing food and funds to meet the community's current and future needs. When it was safe to allow volunteers back into our building, you showed up masked, gloved, and ready to get to work. Your support has confirmed again and again that we're all in this together and that we'll get through this moment in time stronger and more resilient than ever.

16,705,575 pounds of food distributed*

Approximately 60% of Partner Agencies needed to close at the onset of the pandemic to keep senior volunteers safe, but many have re-opened and began serving their communities again. The Foodbank has rallied with its robust network of Partner Agencies and collaborated with non-feeding organizations to distribute food to more people in need.

Approximately 5,000 households served weekly via Mobile Pantry distributions*

Although the pandemic changed the way we distributed food to keep individuals safe, our commitment to serving vulnerable populations only strengthened. At the height of our COVID-19 response, we increased Mobile Pantry distributions from 20 to 65 a month. Your donations of food, funds and time have propelled us forward to keep serving.



216,750 Backpack meals and 49,863 Kids Cafe meals and snacks distributed*

Before the pandemic, 93,000 children in our service area relied on reduced-price breakfasts and lunches at school. Even though many schools have been physically closed since March, you've helped to ensure children and their families can access the nutritious food they need during this difficult time.

2,015,548 pounds of fresh produce provided*

During a time when more individuals than ever needed food assistance, we understood the importance of not just distributing food but ensuring that vulnerable communities could access healthy foods that are more expensive and not as readily available. Though limited by supply chain disruptions for the first several weeks of the pandemic, we soon prioritized these needed items for individuals we serve.

**From March 2020 to January 2021*

Help Us Celebrate Our 40th Anniversary!

To help us commemorate our 40th anniversary, follow us on our social media channels and visit foodbankonline.org for updates on celebration events held throughout the year.

We have refreshed our organization's Strategic Plan in a public report that is now available on our website. This report will outline the Foodbank's direction moving forward and highlight our bold goal of 2025: closing the Meal Gap for our service area and making measurable progress toward ending

hunger by collaborating with community partners to address root causes of food insecurity.

The Foodbank is partnering with Virginia MOCA in an exhibition titled Nourish on display through June 6, 2021. The exhibition and related educational programming will encourage members of our community to forge new connections with each other and gain a greater understanding of the challenges of filling our plates. Learn more about the Foodbank's mission and efforts in the museum's ARTLab.

Branching Out to Western Tidewater



A temporary Western Tidewater Community Produce Hub at Franklin's Martin Luther King, Jr. Community Center offers a variety of healthy, fresh food options.

In 2019, in order to address food insecurity for neighbors in Western Tidewater, the Obici Healthcare Foundation provided a three-year \$300,000 grant for the Foodbank to scale and sustain programs in Western Tidewater. This initiative includes establishing a Western Tidewater Community Produce Hub, which will also serve as the organization's Western Tidewater Branch.

A location for the Community Produce Hub has been purchased in Franklin and is undergoing renovation, with an expected opening in fall 2021. This two-level building will feature a Marketplace, Café and

Commercial Kitchen, as well as conference rooms, offices, and a warehouse/distribution center for Partner Agencies to access food conveniently. Multipurpose rooms will serve as spaces where classes and workshops will provide resources for addressing root causes of food insecurity. For now, Franklin's Martin Luther King, Jr. Community Center serves as a temporary Community Produce Hub where individuals can schedule appointments online to select fresh produce, meats, and shelf-stable items.

Obici's grant is also providing capacity-building initiatives in Western Tidewater. Suffolk Christian Fellowship Center, a Foodbank Partner Agency, was recently upgraded to feature commercial freezers and refrigeration, as well as more storage. The Center features a client choice model, which offers fresh options to more individuals through a client choice model that empowers individuals to select the healthy options their families enjoy.

Relief for Virginia Beach Residents

As our region continues to face the devastating impacts of COVID-19, Virginia Beach residents can access recovery support services through the Virginia Beach Pandemic Relief Partnership. This collaborative initiative, funded by the City of Virginia Beach, combines the strengths of organizations best positioned to serve our community as it relates to food access, utility payment assistance, rent and mortgage assistance, childcare, healthcare costs, job training, and small business support.

Through the initiative, the Foodbank has partnered with the United Way of South Hampton Roads, the Hampton Roads Workforce Council and LISC Hampton Roads to holistically support families facing food insecurity in Virginia Beach's most vulnerable communities. We are working closely with Eastern Shore Chapel Pantry, Judeo Christian Outreach Center, The Mount Global Fellowship of Churches, and Water's Edge Church to build capacity and rescale their food distribution programs.



Volunteers at Water's Edge Church Food Pantry load carts for a Mobile Distribution.

In addition, the Foodbank has partnered with the Virginia Beach Department of Human Services to offer Pop-Up Markets where Virginia Beach residents can access meat, fresh fruits and vegetables, dairy, and other grocery staple items, as well as grocery store gift cards.



Main Office
800 Tidewater Dr.
Norfolk, VA 23504
Phone: (757) 627-6599
Fax: (757) 627-8588

Mailing Address:
PO Box 518
Tasley, VA 23441

Eastern Shore Branch
Physical Address:
24530 Coastal Blvd.
Tasley, VA 23441
Phone: (757) 787-2557
Fax: (757) 787-7850

The Foodbank of Southeastern Virginia and the Eastern Shore is a proud member of:



If you would like to receive our e-newsletters and event notices, please visit foodbankonline.org to sign up.

In accordance with Federal law and internal policy, the Foodbank is prohibited to discriminate in all its programs and activities on the basis of race, color, national origin, age, disability, and where applicable, sex, marital status, familial status, parental status, religion, sexual orientation, genetic information, political beliefs, reprisal, or because all or a part of an individual's income is derived from any public assistance program. (Not all prohibited bases apply to all programs.) Persons with disabilities who require alternative means for communication of program information (Braille, large print, audiotape, etc.) should contact the Foodbank's Director of Finance at 757-314-4547.

The Foodbank is an equal opportunity provider and employer.

Ending Hunger Today
Nourishing Hope for Tomorrow



Dear Foodbank Partners,

Upon the occasion of our 40th anniversary, we are pleased to share with you our second public report, **“Ending Hunger Today, Nourishing Hope for Tomorrow.”** This report is designed to help our organization, partners and community of supporters engage in a process of looking back and forward.

Over the past 40 years, the Foodbank of Southeastern Virginia and the Eastern Shore has reached significant milestones. Our organization has provided more than 350 million meals to individuals in our community who were facing hunger and experiencing food insecurity. Additionally, our organization has collaborated with community partners to establish and operate almost 400 robust feeding program sites for vulnerable adults and children each year. We have grown to serve 11 localities covering 4,745 square miles — making us the largest hunger-relief organization in Hampton Roads.

As we reflect on 40 years of service to our community and look toward meeting evolving needs in the future, we find ourselves at a pivotal moment. Our deeper understanding about the causes of hunger and food insecurity in 2017 informed our work — pushing us toward a more holistic model of serving our neighbors. Three years later, in the wake of a global health crisis, we shifted our focus to provide more food with fewer resources for greater numbers of people. Over the past four decades, we have evolved incrementally, but we will forever be changed as a result of the past year. Nevertheless, we will continue leading the effort to close the meal gap in our service area and commit to achieving this bold goal by 2025, while making measurable progress toward ending hunger by collaborating with community partners to address the root causes of food insecurity.

In 2017, when the Foodbank unveiled its three-year Strategic Plan, the organization presented a shift in focus from simply providing food for a person to eat for a day to engaging in actions that would build awareness about factors that cause individuals to routinely seek food assistance. Now leading with a greater understanding about the causes and consequences of food insecurity, we’ve taken the time to refresh our Strategic Plan and include updated organizational values, goals and priorities. The refreshed Strategic Plan “connects the dots” based on what we have learned within the last five years. Further, it builds upon our 40 years of service to ensure we, together, can make a transformational impact in our community for years to come.

Moving forward into the future, we recognize that there are disparities associated with hunger and food insecurity — disparities that have been in place for hundreds of years but have become exacerbated in the past year as a result of the COVID-19 pandemic. We explore these issues in this public report by outlining the concept of geography of opportunity; discussing our commitment to diversity, equity and inclusion, both internally within our organization and externally in our service; and sharing the journey of what it looks like when a person has access to tools and resources needed to succeed.

In this pivotal moment, we are grateful to commemorate 40 years of service to Southeastern Virginia and the Eastern Shore. We remain humbled by the guidance from our past leaders as well as the level of support that enables us to continue *“leading the effort to eliminate hunger in our community.”* Together, with you, we are committed to ending hunger today and nourishing hope for tomorrow. Thank you for joining us in this journey and movement. ■



Ruth Jones Nichols

Ruth Jones Nichols, Ph.D.
President and CEO



Kevin X. Jones

Kevin X. Jones
Chair of the Board

Table of Contents

A New Tagline for a New Tomorrow	3
A Look Back on 40 Years of Feeding	4
The Evolution of Addressing Hunger..	6
Diversity, Equity and Inclusion:	
Revamping our Values.....	8
Geography of Opportunity.....	10
Refreshed Strategic Plan.....	14
A Journey of Hope	22
2025 Bold Goal	23



Ending Hunger Today

Nourishing Hope for Tomorrow

The Foodbank remains committed to ending hunger today for the people we serve. That's why we strive to ensure that healthy, nutritious options are available to the most vulnerable communities. With 40 years of experience, we understand that providing food for someone will alleviate the issue of hunger in that moment. However, to get individuals beyond the point of relying on food assistance, we must provide additional resources and services, and we must restore hope.

Hope — a feeling of expectation and desire for a certain thing to happen; a feeling of trust. What does hope look like for individuals we serve? It could be a single mother securing a living-wage job that allows her to provide food for her family. Perhaps it's a college student whose food assistance empowers them to focus solely on earning their degree without picking up extra shifts at their job. Maybe it's a senior whose SNAP benefits conserve enough funds for them to afford medicine needed to stay healthy.

Whatever the need, our stakeholders are putting their trust in us to move forward in ending hunger today *and* nourishing hope for tomorrow. ■

Forty years ago, a small group of individuals from the Southeastern Tidewater Opportunity Project (STOP, Inc.) of Hampton Roads recognized the issue of hunger in their community and came together to address it. With \$50,000 in grant funding from the USDA, they started the initial infrastructure. What began as a Community Food and Nutrition Program was established as a nonprofit organization and one of Virginia's first food banks just a year later. >>



1981

Purpose Statement: Serve as a regional clearinghouse in collecting and distributing unmarketable but edible food to appropriate non-profit organizations for their food programs

400,000
meals provided

73 member agencies





Mission Statement: Leading the effort to eliminate hunger in our community

Vision: A hunger-free community

Over
350 million
meals provided

200
Partner
Agencies

10 Feeding
Programs

2021

<< Since then, our organization has grown and evolved to not only support but lead the effort of eliminating hunger in our community. Through a variety of programs, services and partnerships, the Foodbank continues to expand its reach and strengthen its support to make significant impacts for the people we serve. ■



40

Years of Leadership

Cindy Creed

Executive Director, 1981–2001

Most significant milestones: It was an exciting time starting something new. We were the first or second food bank in Virginia. It was a brand new theory that we could help people that way.

Most difficult challenges you faced? Having enough storage was a problem. We moved several times during the first few years and needed to raise money for buildings. The newness made it exciting, and the newness made us tired, but the newness never made us not want to go to work the next day.

What misconceptions related to hunger existed then? There was some thought of, if people just worked harder, they wouldn't be in this situation. It was tricky sometimes to convince people that there were real pockets of need and of no fault to the individuals that were in need.

What changes impacted the organization's evolution in addressing food insecurity? Having a network that was beginning to become nationwide was important because we had a voice out of a national office that was clear and could address things in different localities.

What were your greatest sources of food and fund contributions? The idea of a food bank was embraced readily by the local grocers. We got surplus food from the government. TEFAP was a big deal. Radio and TV were big since we had a couple drives a year. A lot of the very first members or Partner Agencies of the Foodbank were churches that were doing soup kitchens. Taste of Hampton Roads events got restaurants involved. We were getting donations through individuals, organizations and churches. There were lots of relationships being made.



Joanne Rovner (formerly Batson)

CEO, 2002–2015

Most difficult challenges you faced? When I came in, we were over a million dollars in debt. My predecessor was right there from the beginning, so she took it from a grassroots effort to move things along. We were able to not only raise money to pay that debt off but also do a lot of improvements to both locations.

What were some of your greatest opportunities? To see the number of volunteers we had, people from all walks of life who were so dedicated to helping other people — it made me a better person to be around people who were so wonderful and good.

What were some of the greatest needs? After 2008 when the economy hit the dirt, people had lost their jobs and were living off their savings. One day, I was in the front office, and a man came in the door very nicely dressed. Frankly, I thought he was bringing a check to donate. I went up to him, and he broke down. He said, "This is the first time in my life I've needed your help, and I've got to get some food to feed my children." It just tore me up as it would anybody.

What were your greatest sources of food and fund contributions? Funding was everything from a lady who lived alone and stroked checks for six or more figures to many corporations that had the right leadership to understand that they were better off if their community was better off. I also introduced mass direct mail to the Foodbank and the Virginia Federation members. It was key to us raising the funds we needed along with in-person donor solicitations.

What misconceptions related to hunger existed then? The naysayers, the ones who said things could change if people would just get jobs. I'd say not if you're third generation poverty. It's almost like the conspiracy theories. That was one of the good things too, though, to be able to educate people.



Looking Back and Forward

Ruth Jones Nichols, Ph.D.

President and CEO, 2016–Present

Most significant milestones: The Foodbank of Southeastern Virginia and the Eastern Shore has achieved several milestones over the last five years — namely, the development of a new strategic plan. Our 2017 Strategic Plan prioritized feeding people today while addressing the root causes of food insecurity essential to eliminating hunger tomorrow. Through the new plan, we started to reimagine food banking in ways that would build upon our strong foundation with traditional feeding partners and enable us to collaborate with non-traditional partners, such as community colleges and workforce development providers. In addition to executing the strategic plan, we built a more robust infrastructure, which included a focus on advocacy. Finally, moving forward to establish the Western Tidewater Branch as a more holistic model for food banking marked another tremendous milestone for the organization.

Most difficult challenges you faced? Helping people understand the difference between hunger and food insecurity was one of the most difficult challenges we faced. When we understand the difference, we can then acknowledge that the potential solutions for sustained change are not the same. Facilitating change management also presented new challenges. Our work has evolved significantly in the past few years — signaling our need to evolve as an organization, team and robust network of distinct partners. It is also important to acknowledge the Farm Fresh closure and the challenges we faced, in terms of a significant reduction in food and funds from a once valuable donor and strategic partner. The most recent challenge has been the pandemic, which completely disrupted our business model but also then presented our greatest opportunities. We were forced to evolve overnight and uncover innovative ways to continue serving the community with a greater focus on some of the most vulnerable populations.

What were some of your greatest opportunities? We have a unique opportunity to create an environment where people are open to exploring disparities in food insecurity throughout our service area and ac-

knowledging the root causes of such disparities, which are often outside of the control of people experiencing hunger. Secondly, COVID presented us with unexpected opportunities. We talked for years about our evolving model and what it means to be innovative and reimagine food banking. During the pandemic, we were able to collaborate with non-traditional partners to address immediate needs. We also expanded our food distribution locations and bolstered our service delivery model through online ordering, home delivery to seniors and food hubs where support services are co-located to improve food access in places where people live or receive other assistance.

What were some of the greatest needs? Storage is still a need, but it's not just storage. We need a new Foodbank that will accommodate the new vision for food banking with space to move food in and out as well as space to offer core services and partnerships to address root causes of food insecurity. An equity lens guiding our work moving forward remains a necessity for our organization to ensure we target resources to communities with the greatest needs. Everyone should have access to healthy food, but how we achieve that goal should be tailored based on the needs of each community.



What excites you the most when considering the Foodbank's efforts moving forward?

What excites me the most are the people who are involved in our movement. It's a combination of people who feel very strongly and passionately about feeding our neighbors and people who feel very strongly and passionately about ending hunger through addressing root causes. There is diversity of thought, perspective, and lived experiences within the people who have been engaged with us for years as well as new and emerging leaders in this movement. These individuals will, collectively, achieve our ideal vision for food banking in the future. They are also positioned to have conversations about the intersection of race and food insecurity or other complex social issues. Acknowledging that intersectionality is a critical step toward creating transformational change. ■

Diversity, Equity and Inclusion: *Revamping our Values*

Diversity, equity and inclusion — we've heard a lot about these ideals in the past year as racial tension and social unrest has impacted our nation and our community. Businesses and organizations have committed to incorporate these values in their work cultures and to view situations and transactions through a DEI lens. What does this look like for the Foodbank?

We have modified our diversity statement to focus more intently on inclusion:

DIVERSITY STATEMENT: We believe that the ethnic, cultural, and social diversity of our service area should be reflected in our staff, board of directors and volunteers in a manner that promotes inclusion and a sense of belonging.

Moving beyond surface-level categorizations such as ethnicity, age and gender, we embrace diversity of thought and perspective that comes from lived experience of people from different backgrounds. Aspects like shared values and life experiences have a meaningful place for our DEI efforts in that our team can connect with the diverse communities we serve based on commonalities beyond social categorizations.

When using an equity lens to view our evolving work, we can focus on communities of color that have disproportionate access to healthy food,



healthcare and employment offering a living wage. The rise of food insecurity rates in our community because of the COVID-19 pandemic significantly impacts predominantly African-American localities, as well as Latino populations on the Eastern Shore, both of which were already challenged with issues such as low income and lack of access to transportation. By providing services through an equity lens, we level the playing field for our most vulnerable neighbors.

Inclusion requires a reexamination of workplace culture and encouragement of healthy conversations around race. The Foodbank has established a DEI taskforce, which is now a permanent committee, to evaluate the organization's practices and policies and put forth recommendations that inspire a more diverse, equitable and inclusive environment.

We have also revamped our values to concentrate more on equity:

VALUES

Quality: We are committed to excellence in services, products and operation.

People: We will treat all people with respect, dignity and courtesy. We will work to provide an inclusive culture in which all can work and learn together.

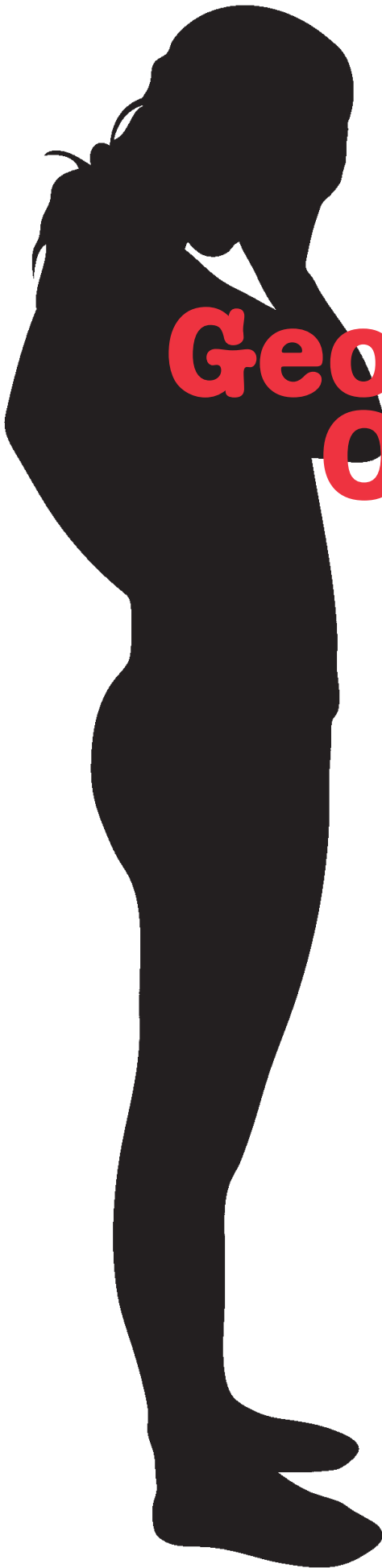
Stewardship: We will use our resources wisely, with accountability to the public and concern for the environment.

Integrity: We will be honest and fair in our dealings with others.

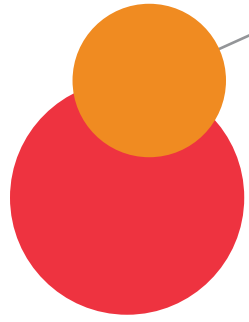
Collaboration: We are appreciative of our community partners, donors, volunteers and employees for their commitment and support.

Equity: We will encourage increased access to resources and opportunities that people or communities need to reach their full potential. ■





Geography of Opportunity



K

Kiara* is a single mother who lives in Franklin and works at a local processing plant. She works hard and is grateful to have a job, even if it means leaving the house at 4 a.m. each day for work. Her son, Vincent*, is an eighth grader who has difficulty waking up on time and getting himself fed, dressed and on the bus. When Vincent gets to school, he's usually tardy for class and disengaged because he hasn't eaten a nutritious breakfast. School administrators attempt to schedule meetings with Kiara but always during a time when she's working. A missed meeting makes her seem irresponsible, but a missed shift could be the difference between paying rent or affording groceries. Kiara is in a cycle of survival mode, struggling to afford necessities and simply trying her best to create a good life for her son.

Kiara's schedule doesn't allow time to help Vincent with his homework or sign him up for extracurricular activities, so he spends most of his time on his phone or with his friends. Eventually, education becomes less of a priority and Vincent starts skipping school days at a time. He starts hanging out with friends who encourage him to get into trouble. At the age of 14, he gets a girl pregnant, and they both drop out of high school to start working. However, the stress of parenthood and financial challenges cause major disputes, and the relationship doesn't last, beginning a new cycle of single parenting in survival mode.

Just as specific needs aren't the same for each person to thrive, services must be holistically layered to effectively instill positive change across multiple communities.”

Retired Judge Alfreda Talton-Harris has seen this story play out time and time again. From 1992 until 2016, she served on the bench for the Fifth Judicial District of Virginia (Franklin, Suffolk, Isle of Wight and Southampton) for juvenile and domestic relations court. She often asked herself at what point the judicial system needed to intervene. “We can’t cast stones upon a mom who’s trying to work,” Talton-Harris explains, “and if she stays home to raise her kids, that’s looked upon as a negative. She’s doing what is prescribed upon her to do, but she only has the same amount of hours as the rest of us.”

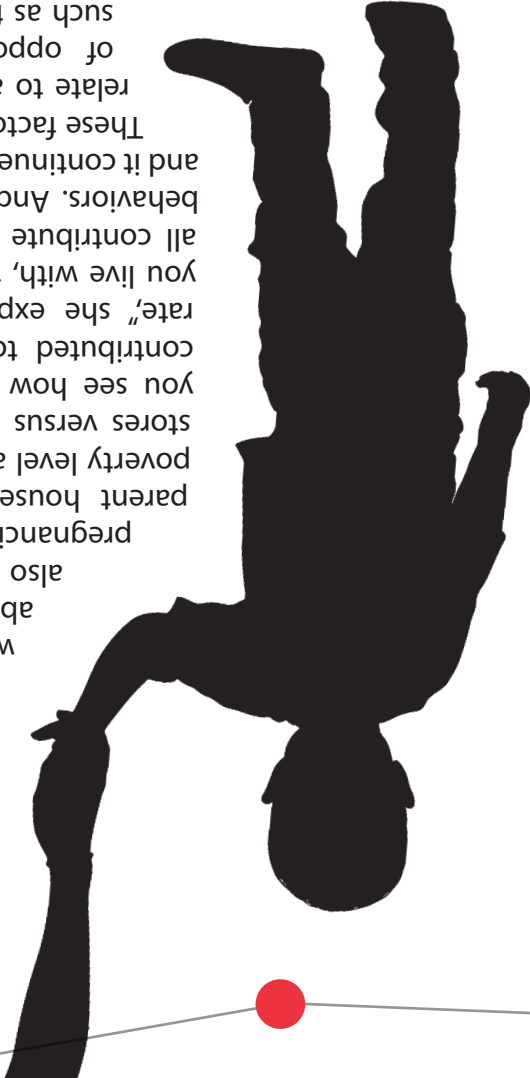
In her former law practice and during her time on the bench, Talton-Harris had been acutely aware of crime and other issues happening in Franklin, but in 2014, a newspaper headline commanded her attention: “Franklin leads Hampton Roads in VSP (Virginia State Police) Crime Report.” The graphic accompanying the front-page article depicted a lineup of dark-colored figures each holding a sign with their city name, as one would hold a number in a mug shot.

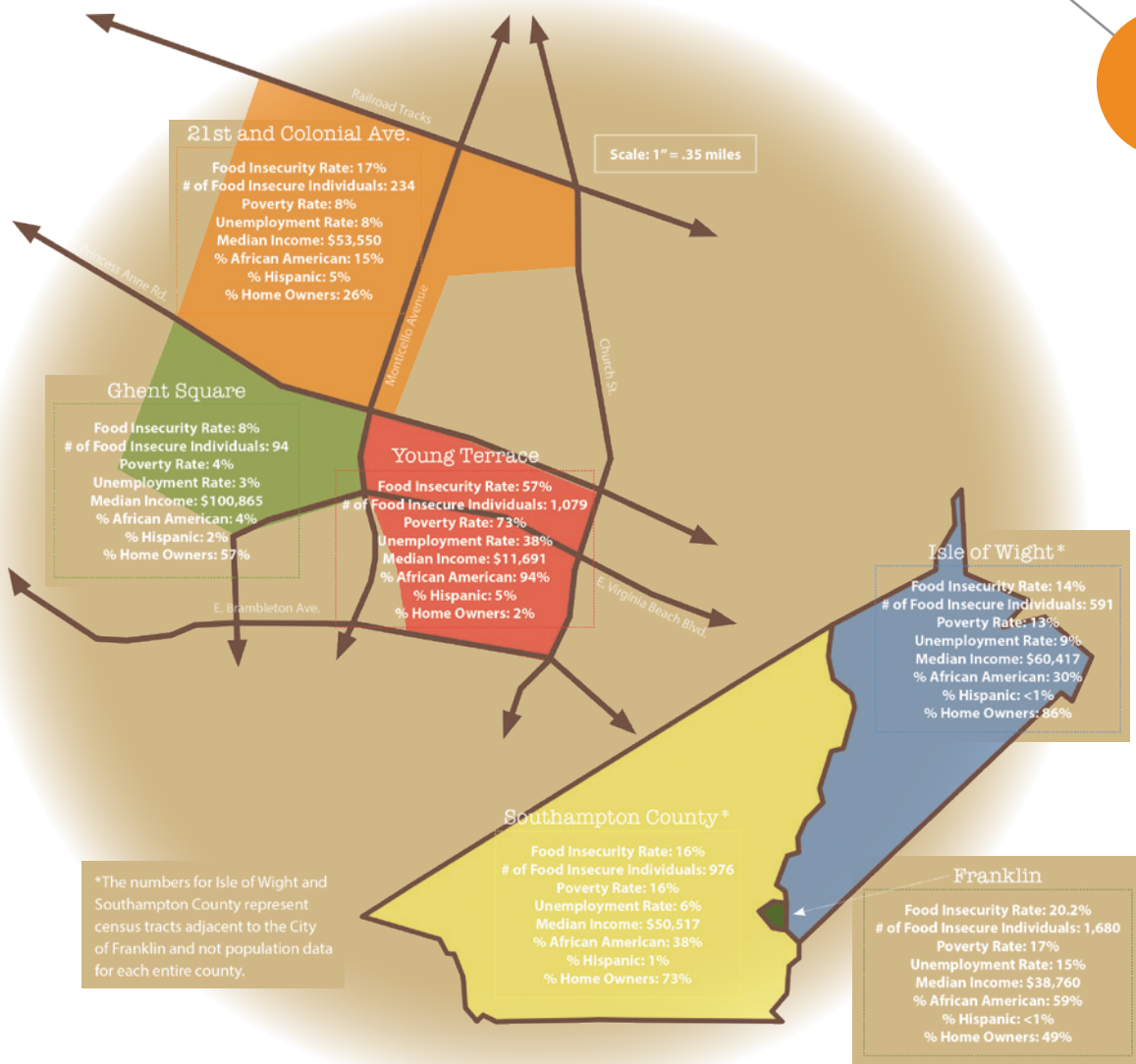
The article set her on a path to dig deeper and analyze the situation. What she found were more alarming statistics about Franklin, which was also leading in the rates for teen pregnancies, children living in single-parent households, children living below poverty level and neighborhoods with retail stores versus food stores. “All of a sudden, you see how these other negative factors contributed to a higher proportion crime rate,” she explains. “Where you live, who you live with, the pressures of how you live all contribute to obesity, engaging in risky behaviors. And then the cycle continues ... and it continues and it continues.”

These factors that Talton-Harris describes relate to an issue known as geography of opportunity whereby challenges such as food insecurity, poverty levels, crime rates and so on are all determined by location. We’ve heard phrases like, “pull yourself up by your bootstraps,” implying that in order to succeed in life, people should be able to elevate themselves out of their current situation without any outside help. If certain conditions are keeping someone from achieving success, however, it can feel impossible for that person to pull themselves up.

The concept of the American dream — an ideal by which equality of opportunity is available to any American, allowing the highest aspirations and goals to be achieved—is only possible if all Americans have access to certain tools and resources. Since this is not the case, it means that the American dream can be attained by *some* people but not *all* people — and much of a person’s success depends greatly on where they reside.

In 2018, the Foodbank conducted extensive mapping to identify communities with high rates of food insecurity and low access to grocery stores. These neighborhoods represent the wide range of food insecurity rates in our community, even in areas that are adjacent to one another. The mapping initiative also uncovered glaring and consistent trends indicating that higher rates of food insecurity are prevalent





in communities of color. Information gleaned from Feeding America’s Racial Disparities Dashboard shows that 25% of Black residents in Franklin live below the poverty line, compared to 4% of White residents. Franklin’s racial inequity — which is the difference between poverty rate for Non-White residents versus White residents — is at a staggering 20.6%, compared to 10.6% for Isle of Wight County and 11% for Suffolk.

What will it take to break the cycle? Through research to understand root causes of food insecurity, the Foodbank is working to provide food access and other pertinent services in areas like Franklin through programs and collaborative partnerships. This way, additional resources and services can be layered to address disparities in access to healthy food, jobs that pay a living wage, affordable housing, reliable transportation, healthcare, financial lit-

eracy and higher education. Just as specific needs aren’t the same for each person to thrive, services must be holistically layered to effectively instill positive change across multiple communities.

The disparities in certain communities are visibly detrimental, but Talton-Harris believes that the dynamics contributing to negative outcomes can be altered by intervention. “The earlier we can intervene, the earlier we can offer alternatives in the perspective and life of a child,” she says, noting that parents must also be afforded self-care, personal and professional development and quality time. “You’ll be able to see these positive outcomes trickle down through generations.” ■

**Names have been changed*



For example, in the Foodbank's 2019 report, *Hunger and Food Insecurity: The Root Causes and Consequences*, Norfolk's Ghent Square neighborhood has an 8% food insecurity rate, a 4% poverty rate and a 3% unemployment rate. Ninety-four percent of the neighborhood's residents are white with a median income of \$100,865. Just across the street in the Young Terrace neighborhood where 94% of the residents are African American and have a median income of \$11,691, the food insecurity rate is 57% with a poverty rate of 73% and an unemployment rate of 38%. For residents living in Young Terrace, access to amenities such as grocery stores, healthy goods, healthcare facilities and pharmacies are over a mile away. Residents would have a 21-minute walk across two busy roadways.

Examples such as Young Terrace are all too common in Hampton Roads. The persistence of inequality has roots in America's racist past of segregation and redlined neighborhoods. The Urban Renewal examined the region's neighborhoods and observed that these areas had individuals who lived in high-density housing, worked part time, did not own a car, had no health insurance and did not have basic amenities such as easy access to grocery stores and healthcare facilities. Mortgage loans, housing insurance and business investments were limited in redlined neighborhoods because white leaders deemed those areas risky investments. Moreover, these areas have the highest Social Vulnerability Indices illustrating how poverty, race and food insecurity go hand in hand.

Thus, as we consider the ongoing challenges of food insecurity in Hampton Roads, we must acknowledge that the problem has its roots in our past, a past that has not been acknowledged as fundamentally unfair and discriminatory to the African American population. Not until leaders break this ongoing cycle will our region address food insecurity and the racism that helped to accelerate and institutionalize this pernicious and crippling health crisis. ■



Dr. Cassandra Newby-Alexander

Dean, College of Liberal Arts

Professor of History

Director, Joseph Jenkins Roberts Center

for African Diaspora Studies

Norfolk State University

Race and Residence: *The Intersection of Food Insecurity*

Food insecurity is a major international public health problem. Katrina McPherson's 2006 study, *Food Insecurity and the Good Bank Industry*, argues that as health and income inequalities have significantly increased since 2003, so have chronic health conditions such as high blood pressure, obesity, cancer, high cholesterol rates and depression. Income has not kept pace with food and housing prices, leaving many families choosing between a meal or a place to live. Those most impacted by these impossible choices are children who are the largest demographic living in zones of poverty and food insecurity.

Individuals in food-insecure households also live in zones of inequality restricting access to basic amenities that would guarantee a healthier living environment. Moreover, in regions such as Hampton Roads, in which racially segregated neighborhoods persist, the geography of food insecurity, race and poverty are correlative factors.



Lead



As leaders in the effort to eliminate hunger in our community, we understand the importance of spreading education, awareness and information about hunger and food insecurity in our community.

Significant attention was brought to the issue of food insecurity because of the COVID-19 pandemic. For months, people across the country have watched food bank lines stretch for miles as more individuals than ever found themselves in need of assistance.

Because food insecurity is heavily impacted by economic drivers including unemployment and income shocks, it was simple to understand why business closures and job losses impacted food insecurity by 33% for individuals in our service area and 47% for children.

One factor that wasn't as quickly distinguishable, however, is that COVID-19 has impacted people of color differently and uncovered disparities by geography. Even though the detrimental effects of the pandemic are widespread, economic factors have contributed to African Americans, Latinos and other people of color, as well as some individuals in rural communities, experiencing both unemployment and poverty at higher rates.

The issue of racial disparities contributing to food insecurity has been exacerbated and brought to light by COVID-19, but these are problems that have occurred long before the start of the pandemic. Before COVID-19, African Americans were two and a

half times as likely to live in food-insecure households as White individuals, and Latino individuals were twice as likely to live in food-insecure households as White individuals.

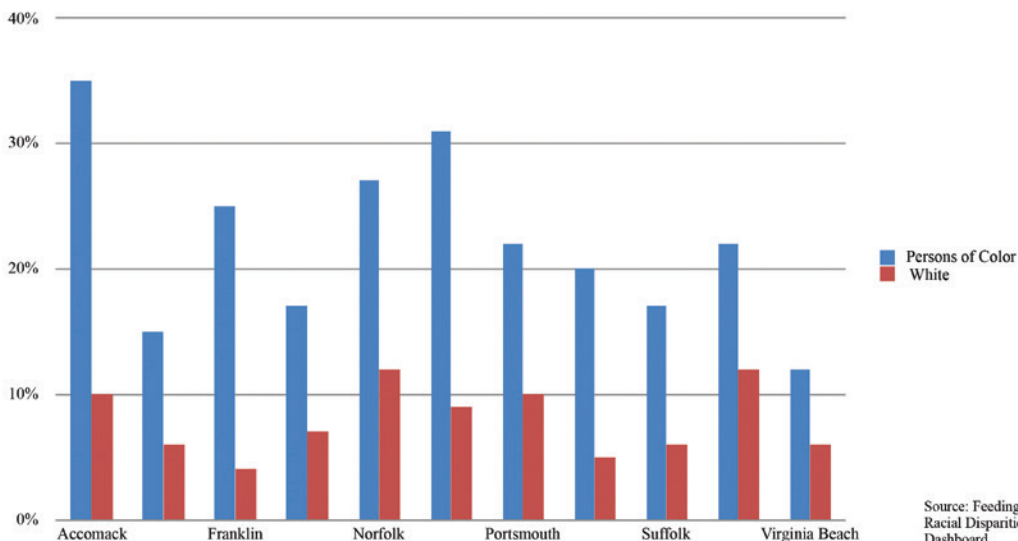
With this research and understanding in place, it is critical to educate the general public about not only the causes and consequences of food insecurity, but also the disparities contributing to a person not having enough healthy, nutritious food for their household.

Goal 1: Increase community awareness about the causes, consequences and disparities associated with hunger and food insecurity in Southeastern Virginia and on the Eastern Shore.

Goal 2: Mobilize the public to advocate for hunger-relief programs serving vulnerable adults and children.

We need individuals to share voice as well as use their own voice to help us bring education and awareness about the causes, consequences and disparities surrounding food insecurity and the individuals impacted. Take action by advocating for federal and state safety-net programs that are integral to providing food for children, seniors and families in our community. Connect with us on our social media channels and help to spread pertinent messaging to bring these issues to light. ■

Percentage of Individuals Living Below the Poverty Line



Feed

Providing access to healthy food is at the core of the Foodbank's mission because we understand the critical role that nutritious meals play in a person's ability to live an active, healthy life. Children must have balanced meals in order to grow, thrive and stay focused in school. Seniors must be properly nourished to stay healthy and well. Families need access to enough nutritious foods for every member of their household.

Individuals in low-income urban neighborhoods who lack transportation and don't live within walking distance of grocery stores — or who live in rural areas and must drive more than 10 miles to the nearest store — are severely disadvantaged when it comes to accessing food. Oftentimes, however, the issue isn't lack of stores altogether but rather stores offering healthy options. Dollar stores, for example, provide basic necessities but not fresh produce, lean meats and dairy items that are needed to create balanced meals.

Through a variety of feeding programs, the Foodbank will increase access to healthy foods in communities with high rates of food insecurity and poverty, determined by data trends and extensive mapping capabilities. In addition to distributing a selection of healthy foods, the Foodbank will continue to provide nutrition education so that individuals can be armed with the information and resources needed to prepare healthy meals for their families and themselves.

Goal 3: Expand healthy food service options in underserved, low-income neighborhoods.

Goal 4: Increase access to healthy food in communities with a high prevalence of food insecurity and poverty rates.



A

Healthy Hub in Western Tidewater

Certain communities within our service area are disproportionately affected by food insecurity. For example, the city of Franklin is a predominantly African-American community where rates of food insecurity are projected to rise to 18%, which is higher than average for our service area. Challenges such as high poverty rates, low access to jobs that pay a living wage and limited transportation are all factors contributing to the need for increased food access.

In order to address food insecurity in Franklin and Western Tidewater, Obici Healthcare Foundation provided a three-year grant of \$300,000 for the Foodbank to launch a Western Tidewater Community Produce Hub that will also serve as the permanent home of the Western Tidewater Branch of the Foodbank. This two-level space will feature a marketplace, café and commercial kitchen, as well as a warehouse and distribution center. Upon the project's completion, the Community Produce Hub will serve as a one-stop shop for individuals to access healthy food in the form of prepared meals and fresh grocery options, and it will also provide Partner Agencies in Western Tidewater with bulk orders of fresh foods to distribute at their locations to residents throughout the rural region. ■



Strengthen



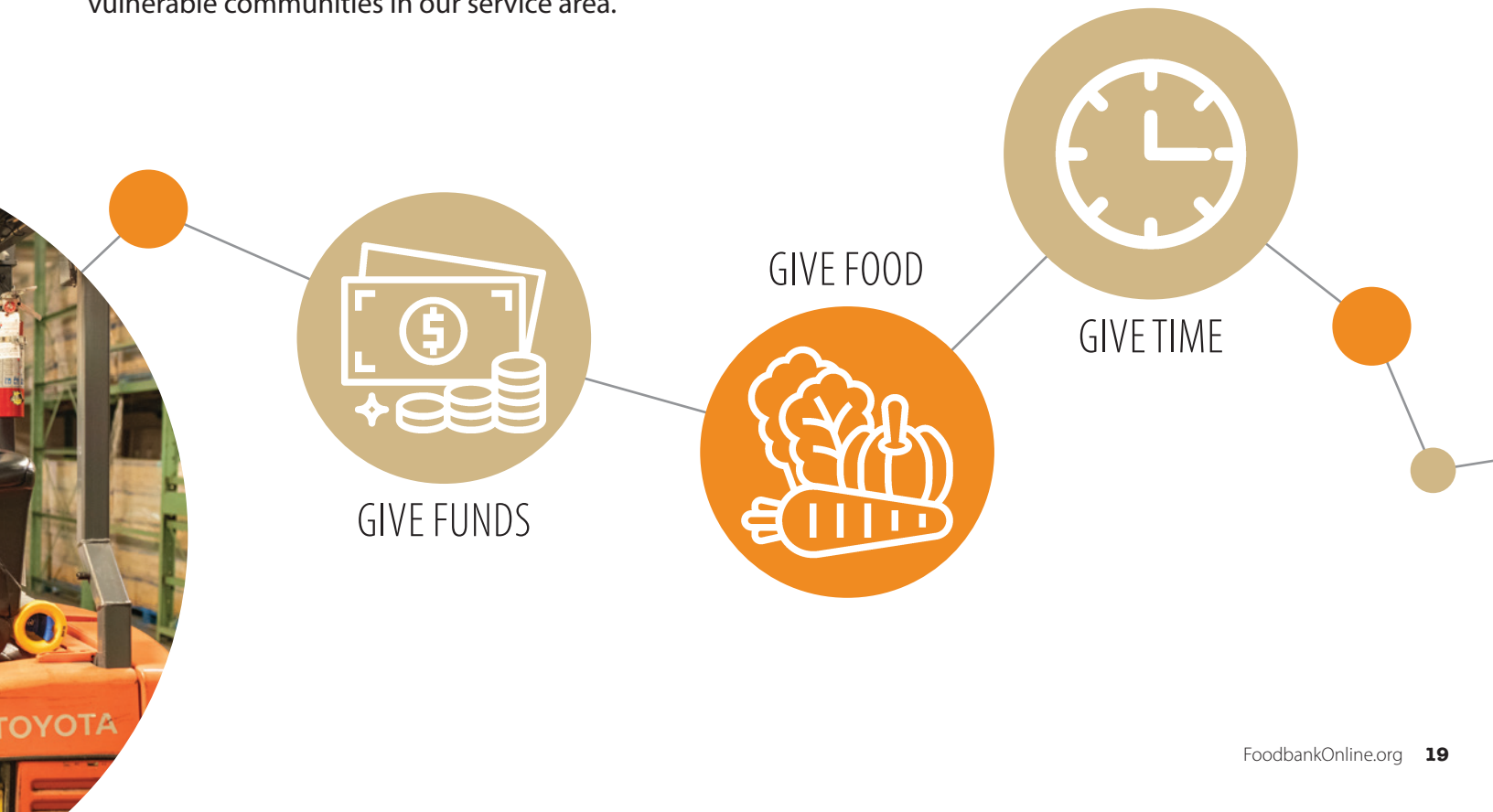
The Foodbank's efforts are made possible by the robust support received from individuals, businesses and groups which provide funding, food donations and volunteer time to support the organization's mission. There are many circumstances that impact the level of support contributed. Factors such as state of the economy, supply chain disruptions and critical events — including natural disasters, government shutdowns and public health crises — can all play a critical role on the pounds of food donations, the level of financial support and the amount of time volunteers are able to give. As with many nonprofits, the pandemic has taught us many lessons over its course, but it has specifically underscored the need to diversify food, funding and volunteer resources in order to scale and sustain hunger-relief initiatives.

We will pursue this goal by expanding our network of donors, considering innovative channels for acquiring food and engaging additional individuals and groups to donate time. Above all, we will prioritize responsible stewardship of any funds, food or time in order to serve the most vulnerable communities in our service area.

Just as it is crucial to ensure the strength and diversity of external support, it is equally important to bolster an organizational culture that allows employees to remain engaged and feel valued while carrying out the Foodbank's mission. Team Foodbank is made up of thoughtful and passionate employees who utilize their individual and collective strengths to help the Foodbank sustain services and continuously evolve to meet the needs of our community and the people we serve.

As the organization grows and evolves, so does its workplace culture. In 2019, a new role of senior director of organizational culture was established to strengthen the Foodbank's work culture in ways such as analyzing individuals' change management style, creating activities and events focused on team building and self-care, and learning ways in which team members most feel appreciated, valued and celebrated. The organization's culture will continue to be a priority in the years ahead as additional focus will be given to diversifying the team carrying out our critical mission. ■

- Goal 5:** Diversify food, funding and volunteer resources to scale and sustain hunger-relief initiatives.
- Goal 6:** Nurture a workplace culture where employees are engaged and feel valued.





Transform





For 40 years, the Foodbank has provided food for vulnerable populations in our community in an effort to eliminate hunger. We have heavily concentrated on the nutritious meals that individuals need in order to live healthy, active lives because we know that these are the types of foods needed to produce positive physical health outcomes.

However, giving someone access to food only meets their immediate needs. It doesn't address the underlying factors of food insecurity that cause individuals to seek food assistance for themselves or their families.

In September 2019, the Foodbank partnered with Old Dominion University to complete a research study and public report, *Hunger and Food Insecurity: The Root Causes and Consequences*. Through a mixed methods research design incorporating a series of interviews, survey questionnaire and statistical analyses, researchers recognized consistent themes that led us to identify these as five root causes of food insecurity: lack of access to healthcare, higher education, housing, financial literacy and workforce development.

Using information gleaned from this report and additional research, the Foodbank is well positioned to address root causes of food insecurity by collaborating with partners in these five realms. Access to higher education and workforce development are the most crucial factors in achieving success, and we are prioritizing these partnerships to propel individuals forward in accessing living wage careers. We believe that providing food *plus* additional tools and resources is the first step in helping individuals reach economic self-sufficiency.

Goal 7: Collaborate with traditional and non-traditional partners to promote food security and positive physical health outcomes.

Goal 8: Collaborate with higher education and workforce development partners to implement comprehensive solutions that help individuals access living wage careers.

What is a Food Hub?

A food hub is a central location providing access to healthy foods plus additional resources, such as information on affordable housing, employment opportunities, medical and legal services, education and more. The Foodbank has launched three food hubs in our service area in Portsmouth, Norfolk and the Eastern Shore. These three locations were chosen based on mapping of food insecurity rates and racial inequality data. Individuals visiting the food hubs can select items from a pantry, a farmers market and via online ordering. Food access will then be layered with other services to address root causes of food insecurity, thus ending hunger today and nourishing hope for tomorrow. ■

A Journey

of FOOD

Some days, when Keisha would step up to the grocery store checkout counter, she wondered what others around her might assume. “When I took out my card, I felt like people were looking at me thinking, ‘Why does she have her hair done and she’s using food stamps?’” She didn’t understand some of the opinions she’d heard people voice about food assistance. “I’ve heard people say there should be restrictions on the types of food people can buy, like shrimp,” she says. “It’s like because you’re receiving assistance, you still can’t live, you still can’t eat.”

Keisha hadn’t always needed assistance. After graduating high school, she attended college but needed to work full-time in order to pay for it. She eventually put her education on hold and started a career as a payroll specialist.

She wanted to return to school, but she was busy with 11-hour workdays followed by helping three kids with homework in the evenings. Plus, her job provided health coverage for her children. A coworker suggested that Keisha’s family could be supported by government assistance, but this option felt uncomfortable. “I worked ... my kids weren’t going to be on Medicaid,” she insisted, until her coworker reminded her that it would only be temporary.

Keisha took a step and resigned from her position in March 2019.

“It was the scariest thing I’d ever done,” she remembers, but in just a year, she earned her bachelor’s degree in accounting. She was hoping to land a position with a local payroll company, but her face-to-face interview was canceled because of a pandemic sweeping the globe. “I was so close to going back to work,” she says, “and it didn’t happen.”

Within days, the barber shop where her husband worked was closed. With the kids being out of school and home all the time, grocery bills were climbing. “Things got really tough for us,” Keisha remembers.

Their family was able to get assistance along the way. The kids’ school introduced Pandemic EBT cards, and their family was also eligible for additional Supplemental Nutrition Assistance Program (SNAP) benefits. “Without that, we would have been struggling to feed our family of five,” she says. “It helped just knowing there are tools out there to support you.”

In summer 2020, Keisha was notified about a part-time payroll coordinator position. She was hesitant to take on a part-time role since being employed again would cause her to lose her benefits. However, she took a chance and started the new position in August 2020. Within just a few months, Keisha was promoted to senior staff accountant, a full-time position with benefits to help support her family.

Looking back over the past year — the concerns about leaving her job, looking for work during the pandemic and needing to apply for benefits — Keisha says there were three things that kept her going. One was her kids. “Not wanting them to say, ‘mom didn’t finish school, so we don’t have to either.’” Another was her husband. “When I would start stressing, he would remind me to focus on school and assure me that things were going to be OK.” Finally, Keisha kept herself going by continuing to focus on her goal. “That full circle feeling for *myself*, knowing that I did it,” she says. “I started it, and I finished it.”

It’s incredible to discover a person’s story for the first time, and it wasn’t until Keisha had joined the Foodbank in August that we had an opportunity to learn her story. Keisha also didn’t know a whole lot about the organization when she started part-time, but she began to feel like it was a place where she could belong. “When I heard Ruth talking about feeding the line and ending the line, something clicked, and I realized ... that’s me,” Keisha remembers. “Ever since I’ve been here, I’ve had a sense of fulfillment knowing the mission of the Foodbank and everything that takes place.” ■



2025 Bold Goal

The Meal Gap is the number of meals still missing after the Foodbank and our hunger-relief partners provide meals for individuals and families in our community who would have otherwise gone without food. The Meal Gap differs in each city and county we serve and greatly depends on each area's food insecurity rate and meals provided by the Foodbank in that area.

By 2025, we will close the Meal Gap for our service area and make measurable progress toward ending hunger by collaborating with community partners to address the root causes of food insecurity. ■





Foodbank

of Southeastern Virginia and the Eastern Shore

MAIN OFFICE

800 Tidewater Dr.,
Norfolk, VA 23504
(757) 627-6599
Fax: (757) 627-8588

EASTERN SHORE BRANCH

Physical Address:
24530 Coastal Blvd., Tasley, VA 23441
(757) 787-2557
Fax: (757) 787-7850

Mailing Address:
P.O. Box 518, Onley, VA 23418

WESTERN TIDEWATER BRANCH

Temporary Physical Address:
680 Oak St., Franklin, VA 23851



The Foodbank of Southeastern Virginia and the Eastern Shore is a proud member of:



Special Thanks...

to the Strategic Planning Steering Committee:

David Chase

Wall Einhorn & Chernitzer P.C. (Finance), Board Member

Emanuel Chestnut

*Tidewater Community College (Higher Education Partner),
External Stakeholder*

Steve Cook

*Hampton Roads Workforce Council (Workforce Development Partner),
External Stakeholder*

Ercelle Drayton

*Basilica of St. Mary Church (Food Pantry/Soup Kitchen Partner),
External Stakeholder*

Andre Elliott

*YMCA of South Hampton Roads (Health and Wellness, Eastern Shore),
Board Member*

Paul Finch

Finch Consulting PLLC (Operations/Architecture Design), Board Member

William Goings

Food Lion (Grocery Store Industry), Board Member

Kevin X. Jones

Dollar Tree/Family Dollar (Transportation/Logistics), Board Member

Bishop B. Courtney McBath

*Calvary Revival Church (Food Pantry Partner/Donor),
External Stakeholder*

Jessica Melton

Sentara Healthcare (Healthcare Partner/Donor), External Stakeholder

Kay O'Reilly

Eastern Shore Chapel (Food Pantry Partner), Board Member

Tonya Walley

*Cox Communications (Field Operations/Food Bank Logistics),
Board Member*

Thank you to the Marshall Advisory Group, our community of donors, partners, volunteers, board members, stakeholders and staff for your thoughtful engagement and meaningful contributions to move our strategic planning efforts forward.

Annual Report: Fiscal Year 2019-2020

← **LOOKING BACK**

MOVING FORWARD →



Ruth Jones Nichols, Ph.D.
President and CEO



Kevin X. Jones
Chair, Board of Directors

**2020–2021 Board of Directors
Officers:**

Kevin X. Jones, Chair
Thomas G. Werner, Vice Chair
David Chase, Secretary/Treasurer

Members:

Don Carey, III
Darius Davenport
Larry Ebinger
Andre Elliott
Paul Finch
William Goings
Carol Jarvis*
Jeremy Moss
Dorcas Hodges Nelson*
Amy Larch
Kay O'Reilly
Leila Rice
Sara Rothenberg
Dr. James Shaeffer
Melissa Smith
Tonya Walley

Honorary Members:

David Brown
Bruce Holbrook
Peter M. Huber
Andy Kline
Susan Mayo
William Nusbaum
Marianne P. Scott
Marc Weiss

Ruth Jones Nichols, Ph.D.
President and Chief Executive
Officer (ex-officio)

*Active Honorary Members

Dear Foodbank Family,

You've likely heard the phrase, hindsight is 20/20, meaning that it's easier to analyze situations by looking back versus examining things in the present moment. The past fiscal year has given us much to reflect on and has shaped the Foodbank of Southeastern Virginia and the Eastern Shore as an organization leading the effort to eliminate hunger in our community. There were moments in which carrying out our mission seemed impossible, but these were also the moments in which we understood that our mission was more critical than ever.

As an organization leading this effort, it is essential for us to consider hindsight, insight and foresight when determining how to reach our vision of a hunger-free community, particularly during unforeseen circumstances such as a global health pandemic and economic crisis. COVID-19 brought many challenges for our Foodbank as lines grew longer and food donations waned. In some ways, however, the pandemic brought opportunities that propelled us to move forward on innovative initiatives to better serve individuals in our community. We also experienced a tremendous outpouring of support from businesses, organizations and individuals like you who saw a need and ensured that it was met.

This year, we gained greater insight on root causes of food insecurity. As COVID-19 exacerbated hunger for communities of color, we were faced with a timely reminder about the racial disparities that can impact food insecurity and its root causes. We have also identified ways to address food insecurity in rural communities by launching new programs in Western Tidewater and on the Eastern Shore. Our organization launched initiatives to change the experience of food assistance by eliminating stigma and instead offering empowerment. We bolstered our advocacy efforts to impact food supply, access and nutritional well-being for individuals we serve.

The Foodbank commemorates its 40th anniversary this year, and as we look back over the past four decades, we consider the direction we must take to not only feed someone for the day or week but empower them to reach economic self-sufficiency, thereby eradicating food insecurity for a lifetime. We have recently refreshed our strategic plan for the next two years, and during this process, we continued to examine the role of our organization and prioritize strategic initiatives to end hunger in our community while also nourishing hope for tomorrow. Look for our revised strategic plan, available on our website.

In this pivotal moment in time, we continue to look back and move forward, and we're grateful to have you moving forward with us on this journey. Through all that the past fiscal year has taught us, we know with certainty that together, we will solve hunger.

With sincerest gratitude,

Ruth Jones Nichols, Ph.D.
President and Chief Executive Officer

Kevin X. Jones
Chair, Board of Directors

Advocacy Overview

This past fiscal year, we concentrated our organization's advocacy efforts on promoting hunger-relief programs for vulnerable adults and children. Our advocacy efforts led us to host a visit with Congressman Bobby Scott to discuss priorities for the Child Nutrition Reauthorization Act. We also engaged Congresswoman Elaine Luria to sign on to a letter sent to Secretary of Agriculture Sonny Purdue to increase critical access to food via online EBT and increased SNAP benefits. Finally, we proposed policy options to support relief at the onset of the pandemic. We encourage individuals to use their voice to engage local and state officials on the issue of hunger and disseminate information about the root causes and consequences of food insecurity.

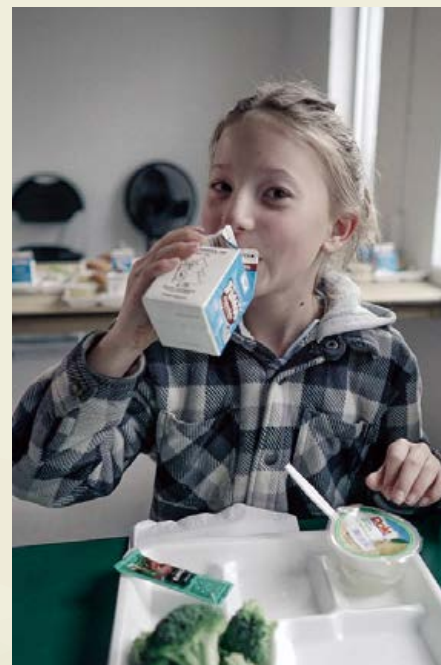


Elected Officials' Engagement Day ↑

During our ninth Elected Officials' Engagement Day in September 2019, the Foodbank hosted a Mayors' Citywide Food Drive Challenge, inviting residents, schools and businesses throughout our service area to donate monetary and food contributions during the annual 106.9 The Fox and FM99 Mayflower Marathon. Norfolk Mayor Kenneth Alexander and Virginia Beach Mayor Bobby Dyer led the initiative, with Portsmouth Mayor John Rowe and Chesapeake Mayor Rick West joining the effort to address hunger.

State of Hunger Candidate Forum

In October 2019, the Foodbank held a nonpartisan State of Hunger Candidate Forum in which state and municipal candidates participated on panels to discuss issues related to food deserts, social determinants of health, food access and barriers. The Forum gave an opportunity for attendees to discuss how food insecurity and its root causes affect our community and hear proposed solutions from candidates. Participants included then-candidate Nancy Guy (now Delegate) and candidates Len Myers and Phil Hernandez.



Public Policy / Legislative Agenda

Our FY20 legislative advocacy agenda encompassed priorities related to the Child Nutrition Reauthorization Act, which include Out-of-School Time Programs, Child and Adult Care Food Program (CACFP), National School Lunch and School Breakfast Programs and WIC. We also met with key Virginia General Assembly legislators to successfully advocate for the Federation of Virginia Food Banks to renew \$3 million in Temporary Assistance for Needy Families (TANF) funding to support the Healthy School Market Program (adapted to Nourishing Our Neighbors following school closures due to the pandemic).

Reflecting on Rural Hunger

Low-income families living in rural and remote areas often experience additional challenges that can contribute to food insecurity. One barrier is limited job opportunities – especially those that pay a living wage. The biggest issue, though, is lack of transportation. This impacts residents challenged with getting to work, getting to healthcare appointments and getting access to healthy, nutritious meals.

Last fiscal year, we focused on expanding food access to rural communities in Western Tidewater and on the Eastern Shore to provide foods that aren't as readily available, such as fresh fruits and vegetables, lean meats and dairy items, to the most vulnerable communities.

A Head Start: Confronting Food Insecurity in Children

The effects of food insecurity are widespread, detrimental and have the ability to impact every member of a household. "If adults are jobless, low-income, or can't get to healthy foods to purchase them, that trickles down to affect the children," says Heather Diem, Health Education Coordinator and Safe Kids Eastern Shore Coordinator for Eastern Shore Rural Health Systems, Inc. She says that in addition to having an effect on physical wellbeing, poor diet can impact mental health. "If you're hungry and going to school, you're not going to learn as well; these kids might act out or be labeled a troublemaker. If you are overweight, bullies may tease you, which affects a child's self-esteem and ability to learn." Over time, these experiences negatively affect children in the long run. "Lacking good nutrition can also cause health and growth concerns," she explains. "A lot of people don't realize that."

In 2018, the Foodbank launched the Healthy School Market Program to provide produce to schools located in food deserts or communities with high rates of food insecurity. Through the program, students and their families select fresh fruits and vegetables while participating in family engagement activities such as cooking demonstrations, health and nutrition education and SNAP outreach. This past fiscal year, we scaled this program by starting Healthy School Markets in five schools on the Eastern Shore. "For a lot of kids, their main meals are done at school," Heather says. "Programs like this are great because a lot of kids really don't have that access to vegetables."

Addressing Long-Term Effects of Food Deserts

When adults don't have consistent access to nutritious food, they are sometimes challenged with chronic health conditions including diabetes, high blood pressure and obesity. In order to address the long-term effects of food insecurity among individuals in rural communities, the Foodbank launched Healthy Food Pantry Programs at East End Baptist Church in Suffolk, Hayden Village in Franklin and at the Foodbank's Eastern Shore Branch through a partnership with Rural Health. The Healthy Food Pantry Program provides individuals struggling with health-related conditions access to healthy foods, including fresh fruits and vegetables, along with nutrition education, financial literacy, cooking demonstrations and peer support. "Providing recipes or a meal plan to go along with the food is helpful because it gives people a little more guidance," Heather says. "Programs like this are extremely beneficial."

A close-up photograph of a person's hands in a dark blue jacket, working with fresh corn in a wooden crate. The person is wearing a red jacket with "ARMY * NAVY" printed on the sleeve. The background is blurred, showing other people and a bright, outdoor setting. The image is overlaid with a semi-transparent red and white geometric design.

Branching Out and Building Capacity

In FY19, the Foodbank received a three-year grant from Obici Healthcare Foundation to scale and sustain programs throughout Western Tidewater. The Foodbank has utilized the grant to build capacity for The HOPE Center of Kingdom Life Ministries in Franklin and provide meals for the residents of Southampton Meadows – a mobile home community located in Franklin – through a partnership with Celebration Church. In addition, the funding from this grant supports the Western Tidewater Community Produce Hub, which will provide regular, convenient access to fresh fruits and vegetables, meats and shelf-stable items.

Having food directly delivered to the Western Tidewater Community Produce Hub will save time and resources for Partner Agencies that won't need to travel as far to access food. This initiative will keep a continuous, steady supply of healthy items for neighbors in Western Tidewater to be nourished and thrive.



Unforeseen Circumstances

Even when leading with foresight, there are some occurrences that can't be predicted. In mid-March, when we learned that the COVID-19 pandemic had reached our service area, President and CEO Dr. Ruth Jones Nichols stated this commitment to the Foodbank team: "We are going to continue serving our community as safely and effectively as we can for as long as we can."

With dwindling resources, we determined that we would distribute food to three populations at risk of food insecurity: seniors, children and low-income families. Within a matter of days, food donations plummeted while our cost to provide a meal skyrocketed from \$0.40 to \$3.50 overnight. Fundraising events and campaigns were postponed or canceled. Along with a decrease in food and funds, we experienced a surge in need.

Approximately 60% of our Partners were forced to temporarily close their doors to protect the health and well-being of volunteers, many of whom are seniors. When it was clear that our service delivery model would need to change, we knew that it would require more collaboration to continue leading this effort. We identified three strategic partners to join together with us, ensuring that our most vulnerable neighbors would not have to miss meals.

When we heard that the YMCA of South Hampton Roads needed to suspend operations and programs, we recognized that they could be an ideal partner in providing staff and facility resources to support food collections or distributions. The Foodbank collaborated to establish



four distribution and five food donation sites at local YMCA facilities to be co-operated by Foodbank and YMCA staff.

Through a longstanding partnership with Mercy Chefs, we understood their capacity to prepare a limitless number of meals during a national emergency such as this. The Foodbank recruited Mercy Chefs to prepare 3,000 healthy, packaged meals a day to be distributed to seniors and children in our community.

We also knew the importance of delivering meals safely to seniors, a vital task in which Senior Services of Southeastern Virginia has much

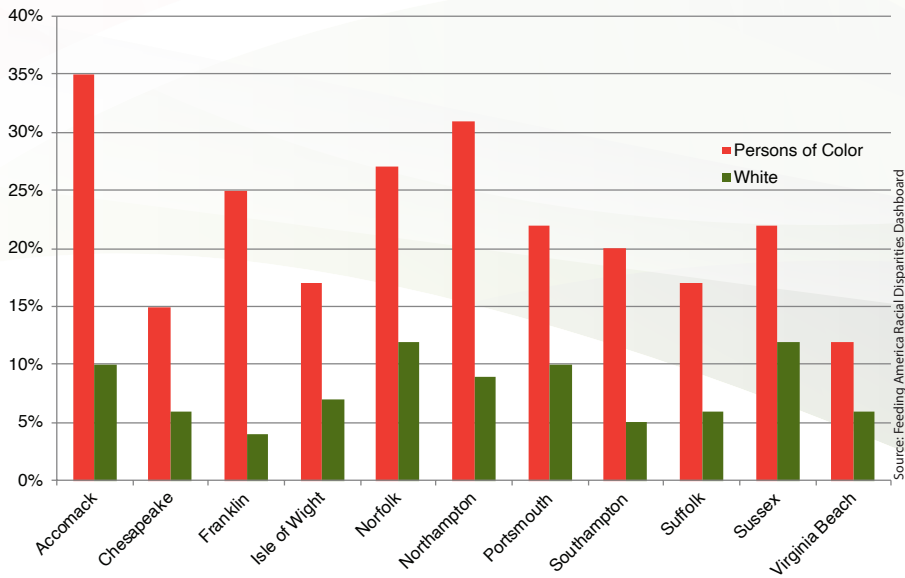
experience through their Meals on Wheels program. Through a partnership with their organization, we were able to utilize their staff and volunteers to deliver Mercy Chefs meals to seniors in need.

In the first six weeks of the pandemic, the Foodbank distributed 1.5 million meals to neighbors in need. As the pandemic continues to impact our service area, the Foodbank continues its original commitment to keep serving vulnerable populations.

Although COVID-19 has taken our organization back to its roots in putting targeted focus into feeding, some unexpected opportunities have surfaced because of our quick requirements to pivot. The partnerships we established were vital, and additional collaborations will benefit multiple organizations in the future. The ease of ordering free food online has now become a reality for families in need of food assistance. The most impactful opportunity has been support from our community, which has stepped up in unimaginable ways to ensure that among the many obstacles people faced because of the pandemic, hunger wasn't one of them.

Through a Racial Equity Lens

The COVID-19 pandemic presented challenges for individuals and families across the region, in terms of education, unemployment, food insecurity and healthcare, but the African-American community has been disproportionately impacted. Even before COVID-19, localities heavily populated by African Americans have traditionally experienced the highest food insecurity rates across our service area. This moment in time has shed light on some of the challenges faced and ways to provide additional resources to the most vulnerable neighborhoods in our community.



consequences of food insecurity for individuals and families in our region. We will continue to use data and mapping capabilities to layer our services over communities that are most at risk.

Racial Wealth Gap Learning Simulation

In March, the Foodbank held its 2020 Hunger Summit – an annual event that convenes stakeholders committed to the organization’s mission to eliminate hunger. This year’s event, themed “Shaped to Its Purpose,” explored some of the root causes of food insecurity, highlighted the evolution of the Foodbank’s service delivery model and sparked discussions on next-step, collaborative efforts to address the meal gap in the region. As

This information from Feeding America’s Racial Disparities Dashboard shows the disproportionate impacts of poverty for persons of color compared to White individuals.

Before the pandemic, African Americans were two and a half times as likely to live in food-insecure households as White individuals, and Latino individuals were twice as likely to live in food-insecure households as White individuals. For children of color, this meant 26% of Black children and 18% of Latino children lived in food-insecure households, compared to 12% of White children. Economic factors related to COVID-19 contributed to African Americans, Latinos and other people of color experiencing unemployment and poverty at higher rates. This means communities of color will also experience food insecurity and related health issues at higher rates

than White communities.

The Foodbank is committed to equitable food access in order to diminish the devastating





part of the Hunger Summit, the Foodbank presented a Racial Wealth Gap Learning Simulation, which is an interactive tool developed by nonprofit organization Bread for the World, that helps people understand the intersection of racial equity, hunger, poverty and wealth. The simulation revealed the quantifiable economic impact of policies that have widened the wealth gap for communities of color and guided participants to an understanding of why racial equity is so important to ending hunger and poverty in the United States.

When One Store Closes, A Community Comes Together

When Save A Lot, the only grocery store located in Norfolk's St. Paul's community, closed its doors in June, it meant a sprawling food desert in a predominately African-American neighborhood that's already susceptible to food insecurity. "There's been times when I've had to crunch on a budget to make sure my kids get their daily recommended amounts of healthy foods," says Lavonne Pledger, a single father living in Norfolk's Young Terrace neighborhood. He works three jobs to provide for his family, is not eligible for SNAP benefits and still struggles with food insecurity.

Following the grocery store's closure, Lavonne and other residents of St. Paul's banded together to garner support for food to be delivered to the neighborhood and distributed to neighbors, including families and seniors who would have difficulty walking over a mile to the nearest grocery store.

The Foodbank collaborated with the Norfolk Redevelopment and Housing Authority to assist families in the St. Paul's community. Through partnerships with the Tenant Management Council, we provided food boxes for families with children that would have previously benefited from free or reduced-price meals at school or at their local grocery store.



Looking at Things Differently

As part of our vision of a hunger-free community, we understand that feeding people is vital to meeting one's basic needs. Over the course of nearly 40 years in operation, we know that providing someone with a meal doesn't address the larger issues that force people to return to our lines to receive food again and again. Our strategic plan is focused on continuing to "feed the line" but also tackling root causes of food insecurity in an effort to "end the line."

In June 2020, in partnership with Tidewater Community College and with grant funding solely from TowneBank, the Foodbank launched The Community Feed at TCC, a vibrant space at Norfolk's MacArthur Center for TCC students to access healthy foods and connect with resources aimed at holistically addressing root causes of food insecurity: lack of access to higher education, employment, housing, healthcare and financial literacy.

Thanks to the grant provided by TowneBank, the Foodbank will be able to launch additional campus-based pantries, as well as a targeted nutrition assistance program for students most at-risk of hunger. The total funds of \$250,000 will be utilized to support this work over the course of five years, which will ultimately serve community members as well as thousands of students who are building upon their education to begin living wage careers.

The need for food assistance is often greater among community college students, many of whom are enrolled part-time – often while working and parenting – and experience food insecurity at higher rates than traditional four-year college students.

Sandra, a student enrolled in TCC's Health Professions program

to study Diagnostic Medical Sonography, enjoys choosing produce such as fresh apples and personal hygiene items, including diapers and wipes for her two children. She visits The Community Feed at TCC every week, and sometimes twice a week, to help provide additional food and necessities for her family while she furthers her education. "It's saved us money instead of having to go to the store and purchase these things," she says. "My husband is the only one working, so the extra money goes a long way."

Before The Community Feed at TCC became an option for her family, Sandra was facing a choice of continuing her education or putting her studies on hold to go back to work. "This has helped me a lot, and now I can focus more on my education," she says. One day, she hopes to specialize in ultrasounds for pediatric cardiology, a career that pays an average living wage of \$93,000 in Virginia. Most importantly, Sandra looks forward to having a career in which she can help others.

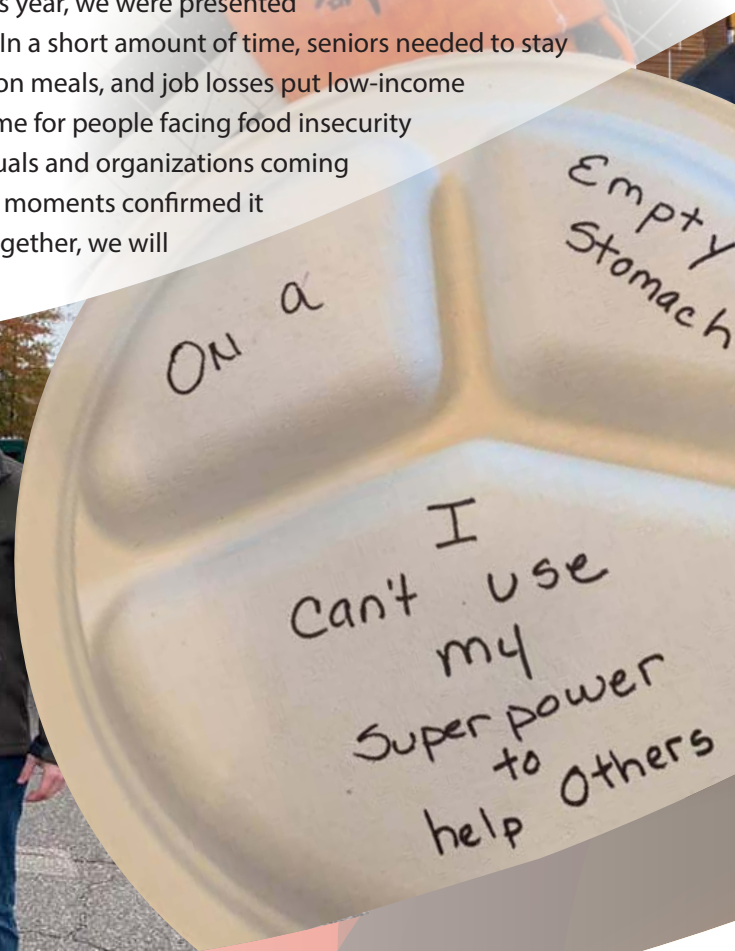
Lakeisha, a TCC student who recently retired from the Navy, is pursuing a certificate in Cybersecurity. When visiting The Community Feed at TCC, she looks forward to selecting lettuce, collards, cabbage, tomatoes and other fresh

vegetables that she can use to feed her family, including a husband and high school-aged kids. "Every time you go, it's different," she says. "Things you need in the moment — spaghetti noodles, sauce, peanut butter—they'll have those things for you."

One of Lakeisha's favorite aspects of The Community Feed at TCC is the environment, which she describes as beautiful, modern and inviting. The vision for the project was to create an atmosphere that erases any stigma associated with receiving food assistance. In this way, students can nourish their minds and bodies as they continue their education or enhance their careers to gain self-sufficiency.

Seeing a Need, Meeting a Need

Since the Foodbank's founding in 1981, the organization has relied on support from generous donors to meet the current needs of the community. This year, we were presented with challenges that no one could have predicted or prepared for. In a short amount of time, seniors needed to stay home to stay safe, school closures meant children could lose out on meals, and job losses put low-income families in deeper risk. What could have been a detrimental time for people facing food insecurity turned into moments of community support, with individuals and organizations coming together (while physically apart) to help others. These moments confirmed it is only together that we will solve hunger and together, we will continue to get through this.



#TackleHunger757

In October 2019, we once again teamed up with former NFL player and board member Don Carey and his wife, LaKeisha, for a campaign aligned with football season to bring awareness and support to the Foodbank's BackPack Program. With a \$25,000 commitment from Kraft-Heinz and Kroger, \$13,366.15 in Board support and \$16,200 in community donations, #TackleHunger757 raised a total of \$54,566.15 to ensure 3,400 children in 53 schools would discreetly receive meals to take home to their families on the weekends and before school holidays.

Mayflower Marathon Give Local 757

The FM99 and 106.9 The Fox 23rd Annual Mayflower Marathon is a 57-hour consecutive food and fund drive to provide families with meals for Thanksgiving. Despite challenges that both the Virginia Peninsula Foodbank and Foodbank of Southeastern Virginia and the Eastern Shore experienced due to a shortage in donations entering the holiday season, the 2019 event was record-breaking, collecting more than 700,000 meals for families on the Peninsula and the Southside.

In May 2020, the Foodbank received incredible community support through Give Local 757. This local campaign raised almost \$40,000 from 333 donors, plus a \$5,000 matching gift from Kroger. Generosity through this campaign provided meals for neighbors impacted by the pandemic, easing the difficult choices between paying for rent, utility bills, medical copays and other basic necessities.



Hunger Heroes

Each year, the Foodbank hosts its Hunger Heroes competition as a way to mobilize businesses and groups to raise funds and awareness. Because of the devastating impacts of COVID-19, this year's competition was crucial. Hunger Heroes were up to the challenge and more committed than ever, participating completely virtually. From personalized videos and graphics to a superhero-themed 5K, Hunger Heroes found creative ways to raise awareness about food insecurity while raising a total of \$70,000.

Food + Faith = Hope

When the COVID-19 pandemic reached our service area, we knew that seniors experiencing food insecurity were the most vulnerable population. As we encountered unprecedented challenges, we relied on our local faith-based community to lend support in a time of tremendous need. Thanks to our partners in faith and a matching gift from Landmark Foundation, we raised more than \$113,000 to cover the costs of more than 60,000 healthy, prepared meals from Mercy Chefs, delivered by our faith-based partner volunteers, to clients from Senior Services of Southeastern Virginia. By bringing together food and faith, we were in a better position to inspire hope to transcend an unforgettable moment in history.

At a Glance—Foodbank Achievements

Total Organization Distribution

- ♥ 17.5 million pounds of food distributed
- ♥ Over 14.9 million meals distributed
- ♥ Over 5 million pounds of fresh produce distributed

Mobile Pantry

The Mobile Pantry program brings food to locations where community members cannot easily access fresh food.

- ♥ 2.1 million pounds of food distributed*
- ♥ 1.8 million meals distributed
- ♥ 263 Mobile Pantry Distributions

**In FY19, we distributed 1.4 million pounds of food via our Mobile Pantry Program. The number increased significantly this fiscal year because the contactless method of Mobile Pantries have proved to be the safest and most effective way to get food into communities during the pandemic.*

Commodity Supplemental Food Program (CSFP)

The CSFP works to improve the health of low-income persons at least 60 years of age by supplementing their diets with nutritious USDA Foods.

- ♥ 548 seniors served
- ♥ Over 171,000 meals provided

Supplemental Nutrition Assistance Program (SNAP) Applications

SNAP is the largest federal nutrition assistance program, providing benefits to eligible, low-income individuals to purchase food in stores.

- ♥ 442 applications, equal to 373,962 meals

BackPack Program

The BackPack Program helps children in homes struggling with food insecurity by providing a backpack filled with six nutritious meals before weekends and holidays.

- ♥ 3,400 students enrolled
- ♥ 308,394 meals provided
- ♥ 53 schools participating



Kids Café and Summer Feeding

Kids Cafes and Summer Feeding programs provide nutritious meals and snacks after school hours to children in need from ages 5 to 18. These sites have also been utilized to provide meals during times when schools have been physically closed due to the pandemic.

- ♥ 155,728 meals and snacks served
- ♥ 1,284 children served
- ♥ 20 Kids Café sites operated, some during the school year and others in summer only

Healthy School Market

Healthy School Markets provide access to fresh produce and other nutritious foods, as well as health and nutrition education during a school-organized family engagement event. Because of COVID-19, we have suspended the Healthy School Market Program and launched an adaptation of this program called Nourishing Our Neighbors, which provides meals to not just low-income children but their families as well.

- ♥ 151,563 Pounds of food distributed
- ♥ 126,303 meals provided
- ♥ 40 distributions at 16 schools and 14 distributions at 5 community sites

Volunteers

Volunteers spend their time with us sorting, packing and distributing food to neighbors in need.

- ♥ 6,179 volunteers
- ♥ 41,495 hours

Partner Agencies

Partner Agencies are community organizations—soup kitchens, food pantries, emergency shelters and churches—that access food from the Foodbank to serve their community.

- ♥ 199 Partner Agencies
- ♥ 14.2 million pounds of food distributed by Partner Agencies
- ♥ 11.8 million meals distributed by Partner Agencies

Annual Report Financial Information

For fiscal year 2020 (July 1, 2019–June 30, 2020)

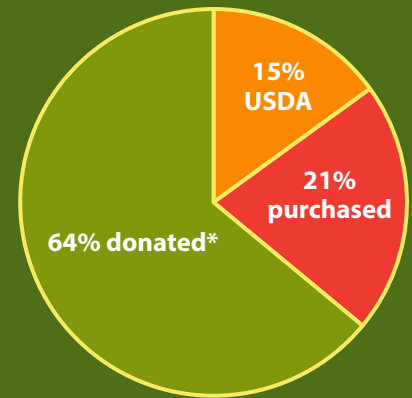
Revenue Sources

	FY 2020	FY 2019
Donated Food	\$24,375,429	\$24,490,202
Monetary Donations	7,443,725	4,290,983
Grants	2,760,920	1,621,737
Special Events	1,127,825	771,719
United Way	256,439	223,651
Other Income	292,617	194,530
Program Fees	156,349	210,033
Investment Gains/Losses	94,364	395,440
Total Revenue Sources	36,507,668	32,198,295

Functional Expenses

Program Services	29,077,833	27,795,681
Fundraising	1,369,375	1,157,514
Management and General	736,155	694,310
Depreciation Expense	524,778	516,524
Total Functional Expenses	31,708,141	30,164,029
Change in Net Assets	4,799,527	2,034,266
Ending Net Assets	\$20,391,778	\$15,592,251

Where does our food come from?



***37% Grocery/Retail
14% Other
7% Feeding America
5% Food Drives
1% Growers**

Donated food decreased significantly this fiscal year because of the COVID-19 pandemic. With less food donated from retailers and via food drives, the Foodbank needed to purchase additional food and rely on more USDA distributions in order to keep up with the growing demand of individuals needing food assistance.

For a listing of donors who gave the Foodbank \$2,500 or more in fiscal year 2020, please visit foodbankonline.org/financial-information. We sincerely thank all of our donors for their generous support.



A hunger-free community

Main Office

800 Tidewater Dr.
Norfolk, VA 23504
Phone: (757) 627-6599
Fax: (757) 627-8588

Eastern Shore Branch

Physical Address:
24530 Coastal Blvd.
Tasley, VA 23441
Phone: (757) 787-2557
Fax: (757) 787-7850

Mailing Address:
P.O. Box 518
Onley, VA 23418



Leading the effort to eliminate hunger in our community

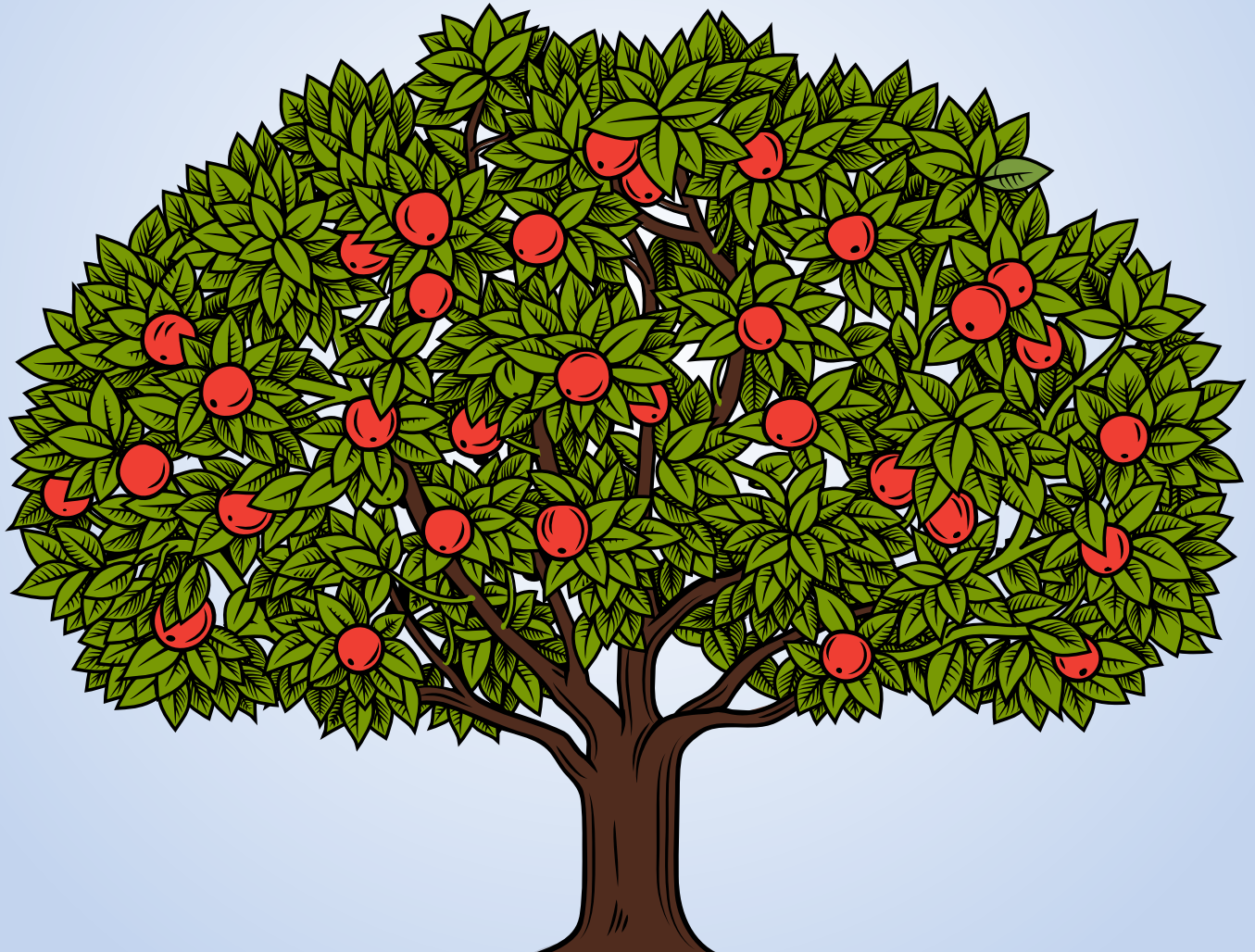
The Foodbank of Southeastern Virginia and the Eastern Shore is a proud member of:

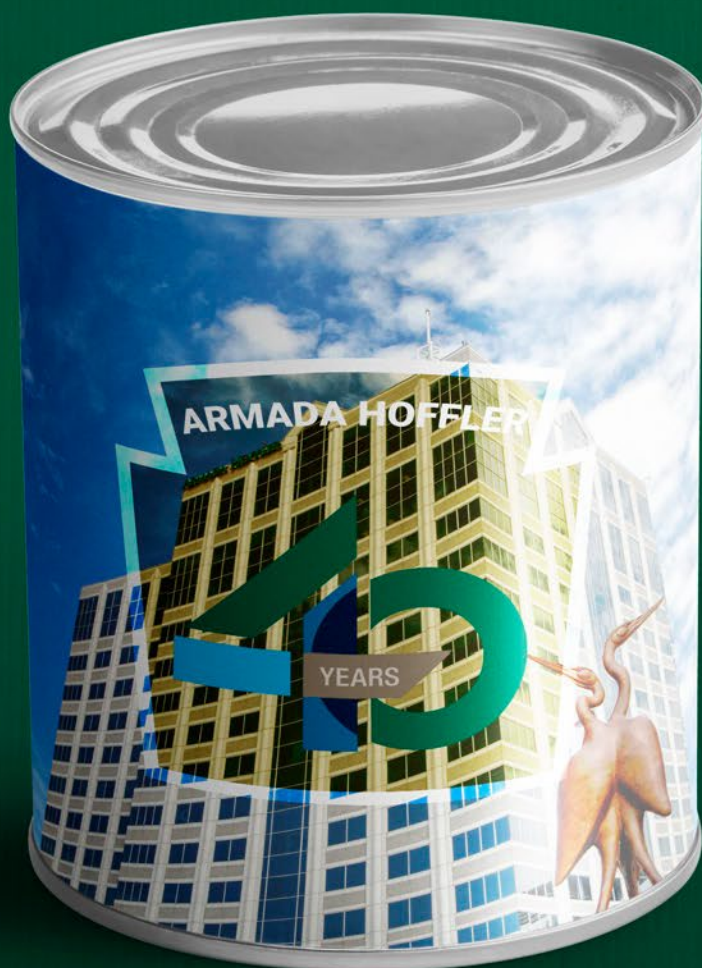


The Foodbank of Southeastern Virginia earned a 4-star rating from Charity Navigator. This distinction means the Foodbank, a 501 (c)3 charitable organization, outperformed most charities in America in areas of efficiency, fiscal integrity, and effectiveness. A copy of our financial statements is available upon request from the Virginia Department of Agriculture and Consumer Services, Virginia State Division of Consumer Affairs, P.O. Box 1163, Richmond, Virginia 23218.



Hunger and Food Insecurity: The Root Causes and Consequences





TOGETHER WE **CAN.**

**Armada Hoffer Properties is a proud sponsor of
The Foodbank of Southeastern Virginia and the Eastern Shore.**



Ruth Jones Nichols, Ph.D.
President & Chief Executive Officer



Kevin X. Jones
Chair of the Board of Directors

Table of Contents

Hunger, Food Insecurity and the Meal Gap.....4

Mapping Food Insecurity ..5

Federal Legislation That Impacts Our Work.....6

The Benefits Cliff.....7

Profiles of Hope and Perseverance.....8

Exploring the Root Causes of Hunger and Food Insecurity..... 16

The Root Causes of Food Insecurity..... 27

Dear Foodbank Partners,

In 1980, when a small group of individuals from the Southeastern Tidewater Opportunity Project (STOP, Inc.) of Hampton Roads came together to start the Community Food and Nutrition Program, it is unlikely that they knew how the program would grow. Just one year after seeds of hope were planted, that program became a nonprofit organization and one of Virginia’s first food banks.

What started as a program to serve the hungry has matured into what is now the Foodbank of Southeastern Virginia and the Eastern Shore. Our organization has grown from distributing approximately 400,000 pounds of food in its first year to distributing close to 18 million pounds of food each year since 2016. We take great pride in the accomplishment of distributing more than 300 million meals through our robust network of partner agencies and programs since incorporating in 1981. We recognize, as well, the need for our work to evolve and more holistically address the root causes and consequences of hunger and food insecurity.

In this report, “Hunger and Food Insecurity: The Root Causes and Consequences,” we offer a glimpse of the complex factors guiding the evolution of our work. We begin by articulating the difference between hunger and food insecurity, as well as highlighting the number of meals missing from the tables of our neighbors who struggle to meet their most basic needs. We also provide several illustrations to show the manner in which hunger and food insecurity intersect with other population-level variables such as income, race/ethnicity and homeownership status. Further, we offer an overview of federal legislation impacting our work to provide a framework for understanding “the cliff effect” that occurs when individuals make earnest attempts to move from poverty to self-sufficiency. We present four profiles of individuals who have experienced hunger and food insecurity to help underscore the various circumstances connected to root causes and consequences. Finally, we conclude with findings from a research study conducted in early 2019 to explore individual and systems-level root causes of hunger and food insecurity.

As we continue to evolve, we remain steadfast in our commitment to achieving the ambitious vision for a hunger-free community. We will continue to provide healthy, nutritious food for individuals struggling with hunger and begin to broker collaborative partnerships that leverage food in programs offering access to employment, higher education, housing, healthcare and financial literacy.

Thank you, in advance, for supporting our growth and journey.

Hunger, Food Insecurity and The Meal Gap

Hunger—a feeling of discomfort or weakness caused by lack of food, coupled with the desire to eat.

Food insecurity—a lack of access, at times, to enough food for an active, healthy life for all members of a given household, and limited or uncertain availability of nutritionally adequate foods.

The Meal Gap—the number of meals still missing after the Foodbank and our hunger-relief partners provide meals to plates that would have otherwise been empty.

Locality	Number of Food-Insecure Individuals	Estimated Number of Meals Missing	Number of Meals Provided by the Foodbank	Percent of Meal Gap Closed	Number of Meals Still Missing (Meal Gap)
Accomack	4,630	790,972	1,003,873	127%	0
Chesapeake	25,870	4,409,831	2,419,545	55%	1,990,286
Franklin	1,680	286,928	289,990	101%	0
Isle of Wight	3,730	636,364	469,391	74%	166,973
Norfolk	45,010	7,680,635	4,693,166	61%	2,987,469
Northampton	1,920	327,869	152,246	46%	175,623
Portsmouth	17,750	3,027,046	1,087,033	36%	1,940,013
Southampton	2,330	398,033	168,658	42%	229,375
Suffolk	11,810	2,012,893	721,695	36%	1,291,198
Sussex	2,110	359,934	116,634	32%	243,300
Virginia Beach	43,640	7,444,304	3,109,670	42%	4,334,634

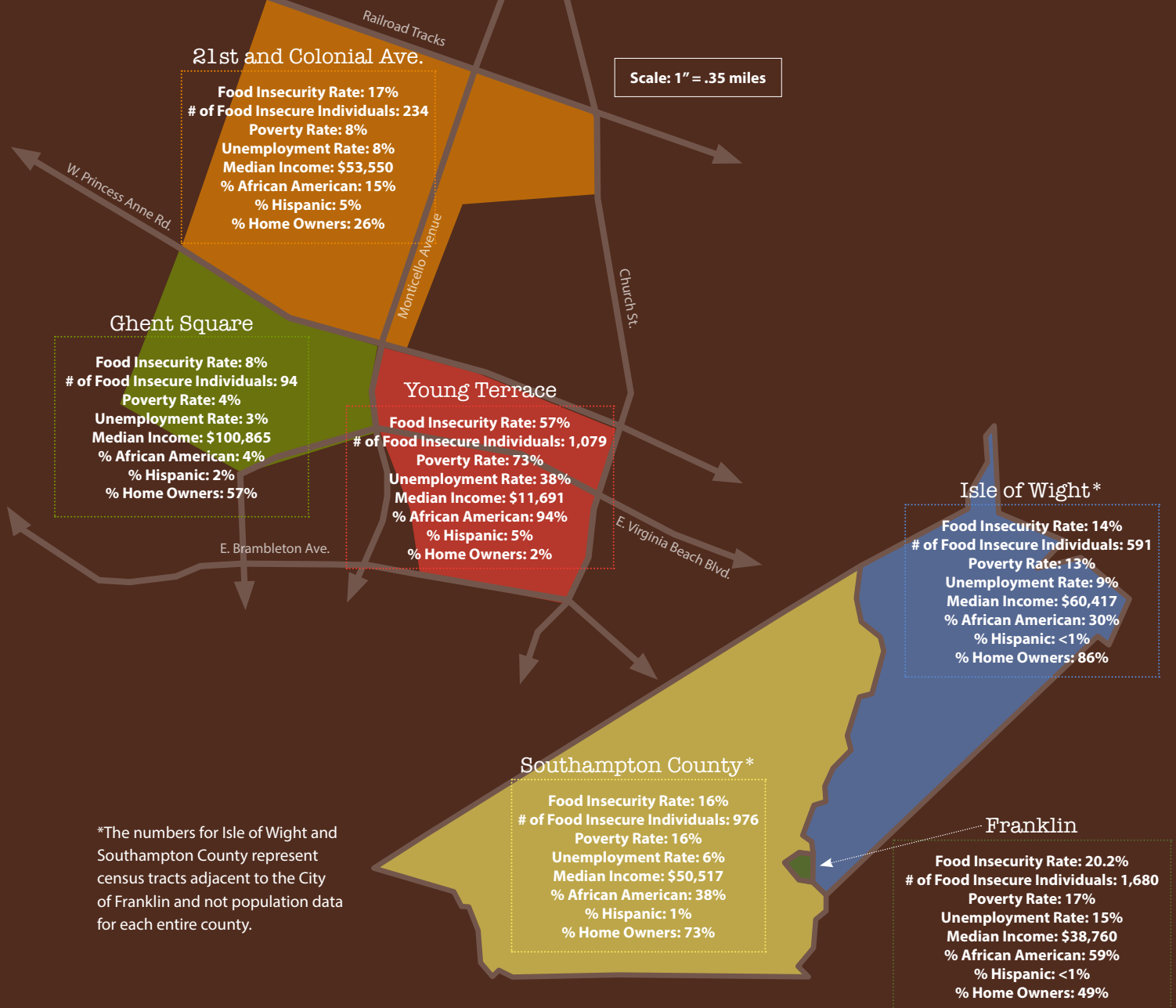
Data Sources

1. Feeding America Map the Meal Gap 2017 Overall County Food Insecurity in Virginia
2. MPIN County-Level Compliance Indicator Report for the four quarter period ending Q2 2019

Mapping Food Insecurity

The Foodbank of Southeastern Virginia and the Eastern Shore conducted extensive mapping in 2018 to identify which communities had high rates of food insecurity as well as low access to grocery stores and to layer our partners and programs over each community. This ongoing analysis highlights which communities need greater resources and creative partnerships to meet the needs of our neighbors experiencing food insecurity.

These maps highlight population-level statistics in two urban and rural communities within our service area, one in Norfolk and one in Western Tidewater—including Franklin, Southampton County and Isle of Wight County— where food insecurity disparities are most severe. These neighborhoods represent the wide range of food insecurity rates in our community, even in areas that are adjacent to one another, illustrating our reason for not only “feeding the line” but “ending the line.”



Federal Legislation that Impacts Our Work and Affects Those We Serve

The Farm Bill
 Impacts access to nutritious food for millions of American families struggling with hunger.

The Supplemental Nutrition Food Program (SNAP)

The Emergency Food Assistance Program (TEFAP)

Commodity Supplemental Food Program (CSFP)

Food Donation/Rescue

The Child Nutrition Reauthorization Act
 Helps low-income children at different ages and in different settings to reduce hunger and promote nutrition.

Child and Adult Care Food Program (CACFP)

National School Lunch Program (NSLP)

The School Breakfast Program (SBP)

The Summer Food Service Program (SFSP)

Special Supplemental Nutrition Program for Women, Infants, and Children (WIC)

OTHER PUBLIC ASSISTANCE PROGRAMS
 People who are food insecure often rely on other public assistance programs to help “level the playing field” and move them closer to the self sufficiency line.

TEMPORARY ASSISTANCE FOR NEEDY FAMILIES (TANF)
 The TANF program, which is time limited, assists families with children when parents or other responsible relatives cannot provide for the family's basic needs.

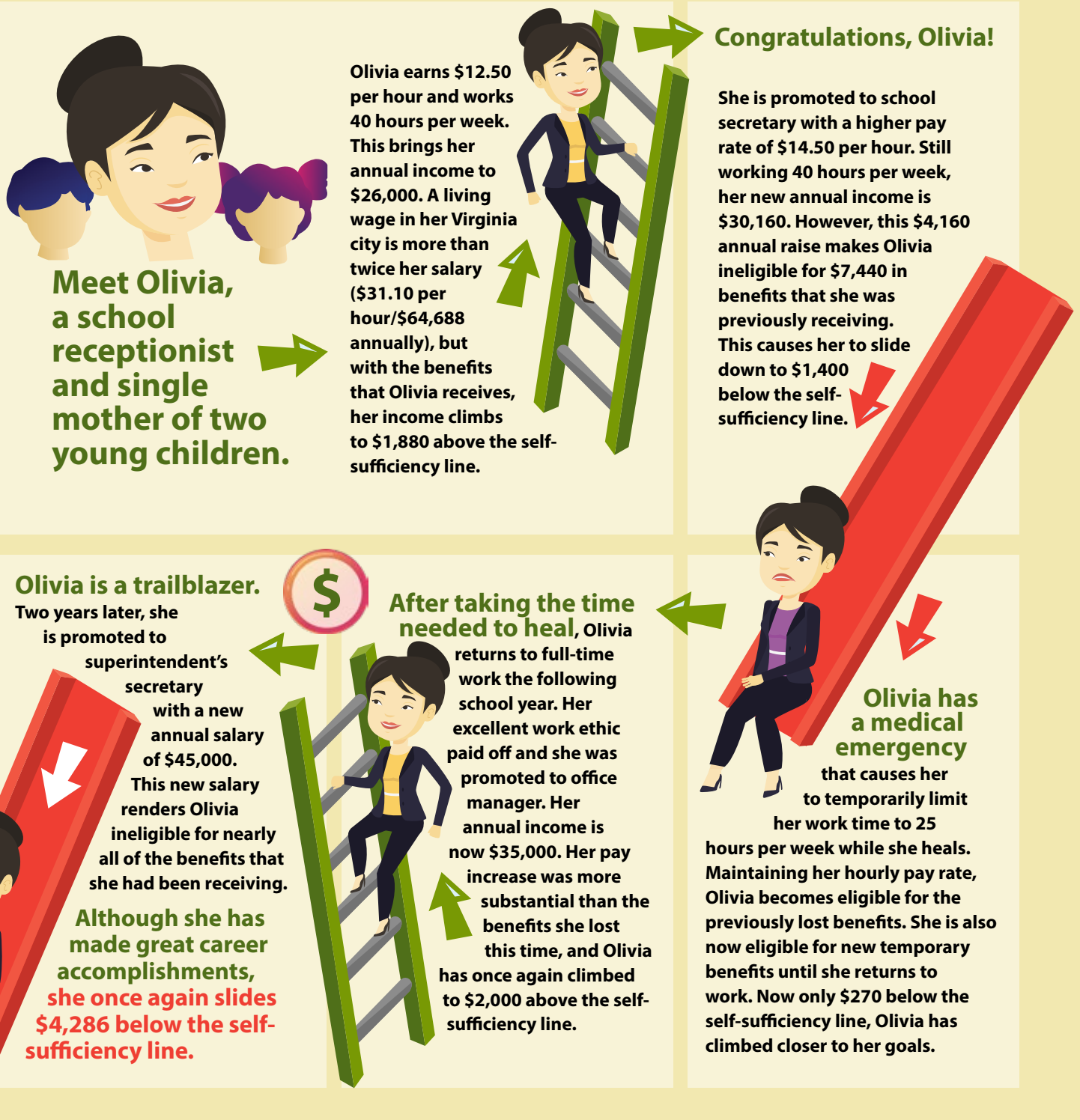
PUBLIC HOUSING AND HOUSING CHOICE VOUCHERS (SECTION 8)
 Public housing was established to provide decent and safe rental housing for eligible low-income families, the elderly and persons with disabilities.

MEDICAID AND CHILDREN'S HEALTH INSURANCE PROGRAM (CHIP)
 Medicaid provides health coverage to millions of Americans, including eligible low-income adults, children, pregnant women, elderly adults and people with disabilities. CHIP provides low-cost health coverage to children in families that earn too much money to qualify for Medicaid.

CHILD CARE ASSISTANCE
 In Virginia, the Child Care Subsidy Program provides financial assistance to eligible families to help pay for the cost of child care so they can work or attend education or training programs.

The “Benefits Cliff”

Low-income families often qualify for benefits created by federal legislation that help to cover the cost of basic necessities, such as housing assistance, SNAP (food stamps) and subsidized child care. The "Cliff Effect" occurs when families begin to lose benefits as their earnings increase. Oftentimes, the loss in benefits equates to significantly more than the increase in earnings. The result is that families earn more without improving their financial situation, which impacts their ability to become and remain self-sufficient. The self-sufficiency line refers to the amount of income necessary to meet basic needs without public subsidies.



Profiles of Hope and Perseverance – Marquitta



Like many parents, Marquitta gets creative in the kitchen in order to sneak more vegetables into her kids' meals. "If I do spaghetti, instead of doing pasta, I'll take California blend vegetables, put that on the bottom, and I make my sauce with meat and put that on top with cheese," she explains. This way she ensures her two daughters are eating healthy foods like cauliflower, broccoli and carrots while concealing the healthy flavors that kids sometimes refuse.

Still, with two growing girls in the house, it's challenging to make healthy meals last as long. "I try to improvise with it and try to stretch," she says.

Marquitta has become well versed at improvising when it comes to meals. Part of this stems from her culinary background as a professional chef. The other part comes from her experience of being homeless on and off since age 17.

Throughout her life, she has worked to overcome challenges. A decade ago when her older daughter was 2 years old and Marquitta was pregnant with her second child, her husband passed away expectantly. Down to one income, she struggled financially, veering in and out of homelessness as she raised her two daughters alone.

"I couldn't get two jobs because I didn't have somebody to watch the kids," she shares. "I would leave them at daycare until 6 because I knew that they'd get lights and water and be able to eat something." Once she picked her girls up, she would drive them to a public park, driveway or other safe location to sleep in their car. "I would stay up all night to watch my kids sleep because they were scared," she remembers. "We had to take showers in strangers' houses. My kids have been through a lot."

Lacking a stable support system, her family has relied on services from the Foodbank of Southeastern Virginia and the Eastern Shore, as well as other partner organizations to get by, although it's never quite been enough. "Inside I wanted to cry," she says. "As a parent, you'll starve yourself to feed your children. Being that you know it's not enough, I had to train my kids to eat smaller portions, and I still do it now. When you don't have enough, you just have to adjust."

Eventually, Marquitta qualified for SNAP (Supplemental Nutrition Assistance Program) benefits, but even when she was working and receiving these benefits, she still struggled to make ends meet. "That's when I started going to the unhealthy stuff," she recalls. "Noodles and ravioli—it's just cheaper to eat poorly."

In 2017, she connected with ForKids and was placed in the organization's fast track program for housing, which allowed her to move into public housing at a rent she could afford. Things were finally starting to look up.

However, later that year, she was involved in a car accident, which resulted in both her legs being broken and her neck being

fractured. "I couldn't work," she says. "I went from paying regular rent, doing for myself to, 'I can't do anything for myself.'"

Now two years later, Marquitta is still waiting to learn if she will qualify for disability. In the meantime, she's taking action into her own hands by empowering others and furthering her education.

Having lived in Norfolk's Tidewater Gardens community for just a year, she serves as president of the Tidewater Gardens Tenant Management Council where she oversees the organization and assists residents with their needs, whether it's providing information on jobs or connecting them with resources. She was elected by individuals in her community because she's come to be viewed as a person they can trust.

Marquitta is also pursuing a professional communications degree at Tidewater Community College, which she hopes to utilize in a role of life coaching or public speaking. "I empower and I talk to people every day, giving advice or challenging people" she says.

Today, even though her daughters have stable housing, Marquitta wishes that she could give them a better life—a life where they're not exposed to bullying or the sound of gunshots in their neighborhood. "They're my motivation for better; it's not about me," she says. "I want to set them up and leave a legacy for them. I don't want them to remember that we struggled."

Marquitta realizes that it takes a lot of effort to break something as steadfast as generational poverty, but she's committed to sparking change. "We relive cycles; I want to cut the cycles," she asserts. "That takes sacrifice from me."

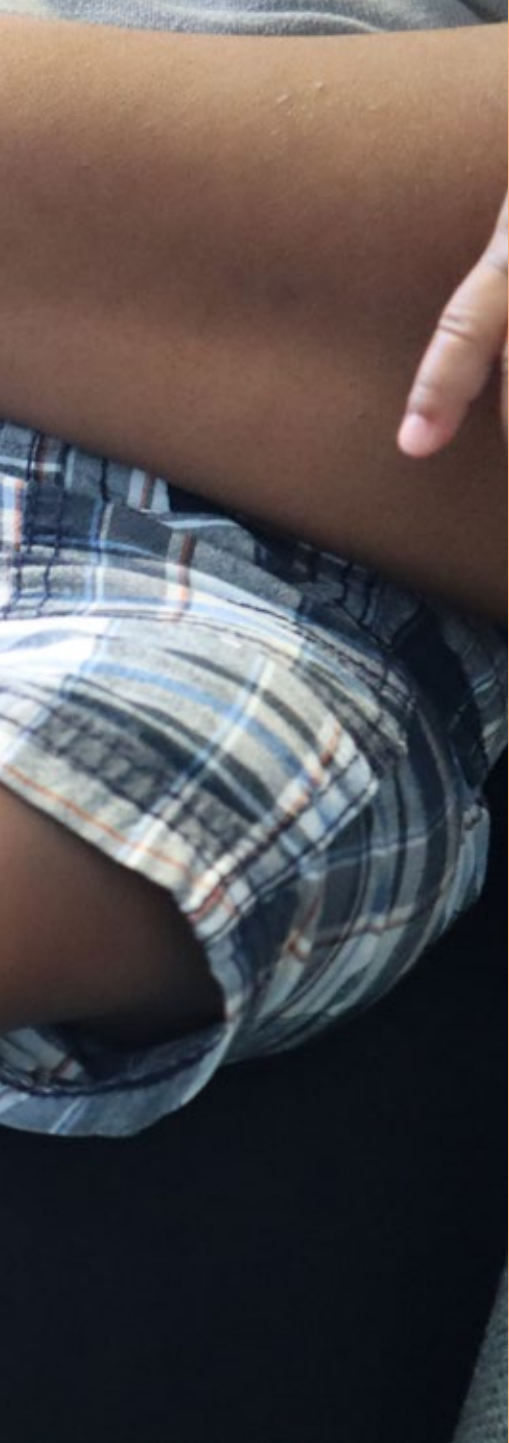


Profiles of Hope and Perseverance – **Shay**

Moving to a new, unfamiliar area and starting over completely in terms of professional contacts, resources and job searches can be stressful for anyone. Shay knows this challenge first-hand. Having moved to the region four months ago with her husband,

she has struggled to find a decent-paying job to help support their new twin babies.

Experiencing a double blessing with their twins means double the expenses. “Formula cost is a big one,” she says, adding that diapers are



another substantial expense. Their family qualifies for WIC benefits, which cover about 70 percent of their grocery needs.

“But the rest—it’s like we’re still buying a month’s worth of formula because that only lasts a couple weeks,” she says.

Adding to the burden is the fact that they can’t afford childcare, so Shay is only able to work at her part-time job when her husband can care for the twins. “I can’t work as much as I want to, and we have bills to pay, we have to make sure we have water and electricity,” she explains. “When he’s home, we depend on each other.”

Unfortunately, her husband isn’t home a lot. He is serving his sixth year in the Navy and is deployed often. “He comes and he goes for weeks,” she says.

Shay understands that there is a misconception that military families are automatically financially stable. “We make just enough to pay our bills,” she says. “We stay in the house all day every day because we don’t have money to take the kids to the zoo or somewhere. We don’t have that fluidity.”

Because her husband serves in the military, Shay doesn’t always feel comfortable disclosing their family’s situation to others, including other military spouses. “It’s hard to express to the Fleet & Family—we’re really struggling. We need help.”

Shay’s situation isn’t rare. One in five households served by the Feeding America network includes a member that has served in the US military. In Virginia, an estimated 21 percent of households served by Virginia food banks report that someone in their household has served or is currently serving in the U.S. Armed Forces or as a member of the military Reserve or National Guard.

Like many military families, Shay describes certain obstacles that her family has had to navigate. For example, the money that her husband receives from a basic allowance for housing (BAH) is enough to cover the rent but no additional utilities, which leaves them financially strapped when it comes to providing all the other basic necessities for a family of four.

When money has gotten especially tight, Shay has come to the Foodbank of Southeastern Virginia and the Eastern Shore for assistance, receiving necessities like diapers, wipes and formula. The Foodbank has also provided her with information to apply for online jobs, which could bring in extra finances when she’s unable to leave the house, and SNAP (Supplemental Nutrition Assistance Program) benefits, which would assist in their grocery expenses. “It’s helped,” Shay says. “Knowing that there are resources that I can take advantage of.”

As for Shay’s future, she looks forward to a time when she can secure a better paying job, when her family can afford childcare and when they can live life to the fullest with their double blessings. But for now, figuring out the basic necessities is her biggest concern. “I just want my kids to be safe,” she says. “I want to ensure that they have food in their mouths.”




Profiles of Hope and Perseverance – **Jodi**

Sixty-four-year-old Jodi sits quietly in her living room on Virginia’s Eastern Shore, her hands steadily at work as she sews an outfit for a stuffed pig. “I sewed the pig first, and now I’m making it an outfit,” she says cheerfully. Most of her days are spent this way—sewing,

reading or watching her favorite TV shows. “I try to keep my mind occupied,” she says. “And I’ve got my kitty cats. They’re a lot of company.”

She doesn’t receive a lot of visitors these days. “Now that I’ve gotten to be a senior citizen, it feels like nobody really wants to be around



you,” she says. Her kids are grown and stay active with their own kids’ extracurricular endeavors, and her husband works a lot. Even though her days are quiet, she remains optimistic. “I try to put my best foot forward. I’m doing fairly good for an old lady that’s been through hell,” she laughs.

Jodi has lived and worked on the Shore all her life. She was a cosmetologist for more than 20 years before going back to school to become a nurse. Just before she started the program, however, she was diagnosed with cancer at only 37 years old.

She began radiation treatments and underwent major surgery just two months before starting classes. Complications from her treatments required her to receive blood transfusions three days a week as she was earning her degree. “But I maintained a B average,” she says with a grin.

In 1996, she graduated from nursing school and worked in different hospitals and nursing homes until February 2017 when the medical facility where she was employed suddenly went out of business.

She filled out the necessary forms to begin collecting unemployment, but the very next month, she fell and broke her leg. “I haven’t been able to work since because I can’t get around very good,” she says. Jodi can walk short distances using a walker but otherwise relies on a wheelchair. The injury has rendered her unable to receive unemployment. Six months after breaking her leg, she started collecting disability, but it’s not enough to get by.

Jodi relies on her husband’s assistance for most routine activities, like bathing, getting dressed and preparing meals. “If it wasn’t for him, I’d probably be in a nursing home,” she says. “He has so much to do, but he don’t seem to mind. He’s a good man.”

She and her husband have dietary restrictions stemming from health issues. After complications

from radiation treatment, Jodi is now on a no-fiber diet, which vastly limits the options of fruits and vegetables she can eat. Her husband suffers from a thyroid condition, which has caused him to lose a substantial amount of weight.

Their biggest challenge with food, however, is not having the money to buy it.

They’ve benefited from the Foodbank’s food distribution, although Jodi relies on her husband to pick up the foods since she can’t get out on her own. Most days, he can’t afford to take off work to be at the Foodbank during distribution times, leaving them to choose between dollars and free food. “Trying to get food on the table is a challenge,” she says. “When you lose a large income, anything helps.”

When she was working, Jodi was the major breadwinner of their family. “I went from a great big salary to \$1,200 a month,” she says. Down to one salary and faced with a mountain of medical bills from combined health issues, the couple struggles to get by.

Jodi and her husband experience some of the same challenges as nearly 5 million senior citizens in our country. After a lifetime of hard work, 63 percent of households with older adults that Feeding America serves find themselves having to choose between groceries or medical care.

The couple is left to make sacrifices wherever they can to get by. When they don’t have the means to buy something, they have learned to simply do without and rely on items they’ve stored in the freezer for emergencies. “It’s things you don’t particularly want,” she explains, “but it fills the hole up.”

Jodi’s goals for their future are modest—she doesn’t want her or her husband’s health to decline further, and she hopes to be able to walk again one day. Until then, she’s determined to make the best of their situation. “I don’t sit around and harp on being sick and not feeling good,” she says. “There’s just no need.”

Profiles of Hope and Perseverance – LaVonne

T

hose who know LaVonne understand that he's always on the run. As a fitness trainer, he literally runs along Norfolk's sidewalks each day in order to stay healthy and keep an active lifestyle. As a single father of two, he runs from one commitment to the next to ensure that his kids' needs are being met.

Like any proud parent, he beams as he touts his children's good grades and works hard to provide for them—so hard, in fact, that he's currently working four jobs to keep his family afloat.

The most challenging part of working so hard is that he loses out on spending time with his kids. "I have less time than I have anything else in the world right now," he says. "It's literally a mountain to schedule things or spend time with my family."

The other challenge he faces is food insecurity. Because he works hard and has reached a certain income level from his four jobs combined, he's ineligible for benefits like SNAP (Supplemental Nutrition Assistance Program) or TANF (Temporary Assistance for Needy Families), which could enhance his family's financial situation. "I don't get that type of assistance, and it is a struggle," he admits.

LaVonne says food is the biggest expense for his family, especially during the summer months when they don't have access to school breakfasts and lunches.

Having the knowledge and resources from being a fitness trainer, he understands the importance of buying and preparing healthy foods for his family. "I work, eat, live and breathe fitness and wellness, and even I have trouble making the

best decisions," he says, acknowledging that it's more expensive to buy fresh foods. "A salad is \$5 and a cheeseburger is \$1. If you brought up a food disparity study and an income level or housing level study, the correlation you'd find is that poor people eat badly."

His second largest expense is housing, taking up 30 percent of his income. "It's between food and having a home—which are the biggest things in the world, stuff you've got to have," he says.

When funds are running low, LaVonne utilizes services at the Foodbank of Southeastern Virginia and the Eastern Shore, including the Backpack Program and the USDA Distribution, where his family looks forward to receiving fresh fruits and vegetables. "The Foodbank is conscious about the foods that people should have in regards to eating healthy and nutritious. The first time I ever had a radish was from the Foodbank," he laughs. His kids, on the other hand, love receiving sliced apples because it's a healthy treat that's ready to eat.

Along with utilizing the Foodbank's services personally, LaVonne has connected with the Foodbank to receive food for events held in his community, Young Terrace, in which he is the past president of the Tenant Management Council. In this role, he connected residents with services and resources to help them in their quest for sustainability and financial freedom.

Furthering his community involvement, he serves as a member of the Norfolk Mayor's St. Paul Advisory Committee, established to provide leadership and work collaboratively with area residents on the revitalization of the

St. Paul's area. "I am the direct link to the people being affected by what's happening," he says. "I make sure that everything stays on par, that it's in the best interest for the community for those who currently live there." LaVonne uses his voice to represent his neighbors, ensuring that the residents' needs will be heard. "Being a minority and being in a socioeconomic category puts your voice way at the bottom of the totem pole sometimes, so I want to make sure I'm doing my best and properly representing my community."

Even in bleak circumstances, LaVonne remains hopeful that his hard work will pay off and that his family's future will be bright. "I think things are continuously getting better. It just takes a lot of work on everybody's part, especially my own," he notes. "I'm trying to work hard and play the game the way I'm supposed to. It's a good feeling when you work toward something and earn it."



Exploring the Root Causes of Hunger and Food Insecurity

Harry Zhang, Ph.D.

Associate Professor

School of Community and Environmental Health
Old Dominion University

ABSTRACT

Hunger is a prevalent problem in the U.S., and approximately 40 million individuals experienced food insecurity in 2017, according to the United States Department of Agriculture (USDA) and Feeding America. Although poverty is a primary factor contributing to the hunger problem, little is known about the root causes of hunger in low-income populations. The Foodbank of Southeastern Virginia and the Eastern Shore ("Foodbank") commissioned researchers from Old Dominion University to conduct a research study and explore the root causes of hunger and food insecurity among its clients. The study, including qualitative and quantitative research methodology, was conducted from September 2018 to March 2019 and included in-depth interviews with 32 clients, focus group interviews with 25 representatives from Foodbank partner agencies, and a survey of 578 clients.

Based on the qualitative interviews and focus groups, several themes emerged related to the root causes of hunger and food insecurity, including: a) The life course perspective of hunger: The root causes of hunger often began in the early years of the clients' lives without sufficient financial education; b) Fragmented social welfare system: Clients identified housing and utilities as the top two expenditure items, even above the priority of food. Given rising housing costs and lack of housing assistance, food security is difficult to achieve without housing security and coordinated social welfare programs that address gaps in income; c)

Isolation: Seniors were isolated from family members or friends and lived alone for a variety of reasons. Without social support, they were vulnerable to negative events in their lives, which resulted in food insecurity.

Among the individuals receiving food assistance who completed surveys, 80.3% were aged 50 or older and 81.7% met the definition for food insecure in the last 12 months, using the United States Department of Agriculture screening tool. Approximately 70% of the clients had experienced major negative events in life, such as a disability or lay-off. Having experienced these events was significantly associated with food insecurity ($P < 0.001$). Although 60.5% of the clients experienced childhood hunger, only 31.7% received financial education during childhood. Learning to budget and having food security discussions during childhood were significantly related to food security status at the time of our study ($P < 0.01$). Regarding expenditure priorities, 91.3% of clients ranked housing as their top priority. The significant negative factors identified from the regression analyses included number of negative life events, experiencing childhood hunger, number of children in household, renting their residence as opposed to owning, and part-time employment. Significant protective factors included having friends that could offer financial support, receiving financial education during childhood, and having housing or transportation assistance. These quantitative results were consistent with the emerging themes identified in the qualitative component of the study.

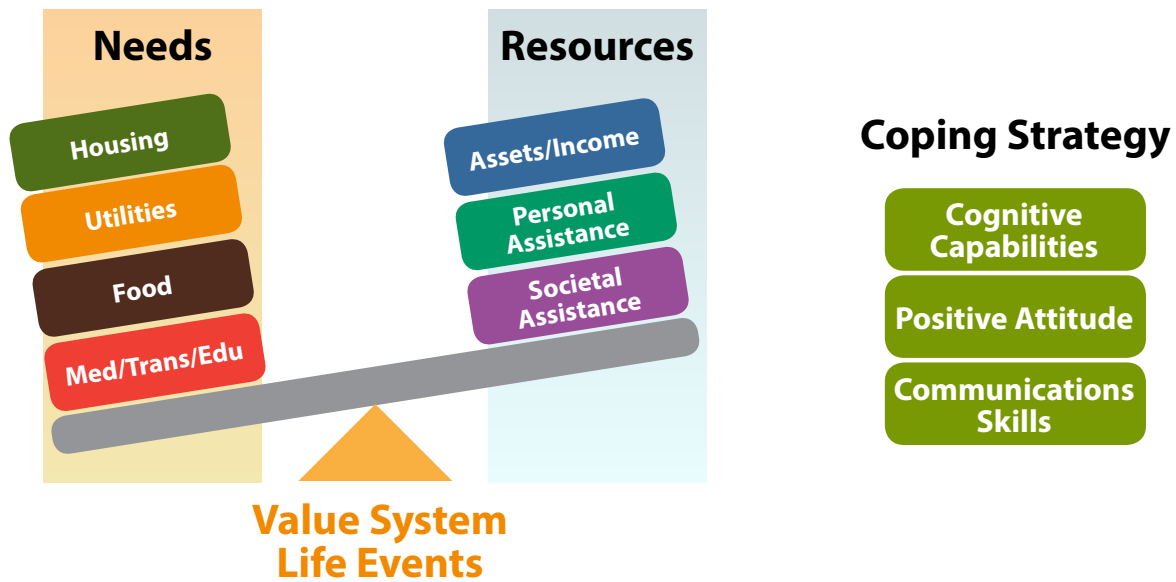


Figure 1. Conceptual Model to Explore the Root Causes of Hunger

Although this was a pilot study to explore the root causes of hunger and food insecurity, the results can provide important insights. From a micro and individual level perspective, the roots causes of hunger and food insecurity may be embedded in the early stages of clients' lives, given that they often did not receive adequate financial education on things such as budgeting during those years. As a potential result, food insecure individuals were thus less prepared when hit by negative events in their later life stages. Further, isolation prevents many individuals who are food insecure from seeking additional personal support. From a macro and systems-level perspective, the fragmented social welfare system is unable to provide comprehensive assistance to individuals in ways that holistically address their needs. Therefore, hunger and food insecurity are not only the result of poverty, but a result of individual, family, and societal factors across a lifetime.

A. INTRODUCTION

Food insecurity is defined as "a lack of consistent access to enough food for an active, healthy life" and approximately 40 million individuals in the nation experienced food insecurity in 2017

(USDA 2018; Feeding America, 2019). The U.S. has established a comprehensive social nutrition safety network comprised of two pillars: 1) federal food assistance programs, such as the Supplemental Nutrition Assistance Program (SNAP), the Special Supplemental Nutrition Program for Women, Infants, and Children (WIC), The Emergency Food Assistance Program (TEFAP), the Child and Adult Care Food Program (CACFP), and the National School Lunch Program (NSLP), and 2) community-based emergency food assistance programs, such as food banks. However, food insecurity is still prevalent, which continues to put pressure on local food banks.

In order to address the ongoing prevalence of food insecurity and need for innovative approaches that more comprehensively address the root causes of hunger and food insecurity, the Foodbank of Southeastern Virginia and the Eastern Shore ("The Foodbank") adopted its new strategic plan in June 2017, which prioritizes "developing a hunger-relief logic model that incorporates a multi-faceted approach to feeding the line and ending the line" (Jones Nichols, 2018). To support the Foodbank's goal in developing the approach, a better understanding of the root causes

of hunger and food insecurity was required. Identifying and trying to remedy these causes could be challenging since they could be embedded deeply in individual lives or in interactions within households, institutions (e.g., workplaces), communities, and the overall society. In this pilot study, we aimed to explore some of the root causes from the individual and household perspective and adopted a conceptual model based on a literature review to guide the investigation (Figure 1).

This “seesaw” model indicates an unbalanced life challenging Foodbank clients on a daily basis. When the resources they acquire do not meet their various needs, they must employ coping strategies, which depend on cognitive capabilities, positive attitudes, or communication skills. Moreover, their value systems and past life events cast the influence on their current lives. Food insecurity is the outcome of the unbalanced life at an extreme level.

B. METHODS

B.1. Overall Approach

We adopted a mixed methods research design that incorporated qualitative and quantitative methodology. The qualitative component was a combination of in-depth interviews with clients and focus groups with representatives from the Foodbank and its partner agencies. We transcribed all interviews and conducted analyses using NVivo 12® to identify the potential themes that might be related to the root causes of hunger and food insecurity. Based upon these emerging themes, we developed a survey questionnaire that was distributed in the Foodbank’s service area. We conducted statistical analyses to further explore the root causes of hunger and food insecurity. With this holistic approach, we were able to identify potential root causes of hunger and food insecurity, as revealed by both qualitative and quantitative evidence.

B.2. Methods of Qualitative Study

In November 2018, we interviewed 32 clients across six sites in six cities (Chesapeake, Norfolk, Portsmouth, Suffolk, Tasley, Virginia Beach), which included the Foodbank primary facility in Norfolk and its Eastern Shore Branch in Tasley. On food distribution days, we introduced the project briefly to individuals waiting line for food assistance. When individuals expressed an interest in participating, the interviewer asked two food insecurity screening questions that have been tested for validity and reliability in prior research studies (Hager et al., 2010):

- “Within the past 12 months, were you worried whether your food would run out before you got money to buy more? (Yes/No)”
- “Within the past 12 months, did the food you bought just not last and you didn’t have money to get more? (Yes/No)”

If one of the answers was yes, then the subjects were screened as food insecure, deemed eligible for the interviews and invited to participate. After the client completed the one-hour, in-depth interview, a \$10 retail store gift card was provided as a token of appreciation.

After the client interviews, we conducted three focus group interviews with the Foodbank and partner agencies’ representatives in Norfolk (N = 8), Eastern Shore Branch (N = 5), and Portsmouth (N = 13). The main purpose of the focus groups was to explore the root causes of hunger and food insecurity from the agency or staff representatives’ perspective. All interviews were transcribed and analyzed to identify emerging themes.

B.3. Methods of Quantitative Study

Based on the themes identified from the qualitative study, we drafted survey questions and refined them with the staff and clients of the Foodbank to ensure that proper answers could be solicited with minimum confusion and

reporting bias. Since it was a voluntary survey without any monetary incentives, we adopted a convenience sampling approach to select clients in the Foodbank service area. A total of 578 clients from 23 partner agencies completed the surveys in later January 2019. We used Stata 14® to conduct all the statistical analyses. Descriptive statistics of the variables were estimated to assess the overall quality of the surveys. T-tests and chi-square tests were applied to examine the statistical significance of the characteristics between food secure and food insecure clients. Then, multivariate logistic regression analysis was utilized to examine whether the root cause variables that emerged during the qualitative study were significantly associated with food insecurity among the survey clients. $P < 0.05$ was treated as statistically significant.

C. RESULTS

C.1. Selected Findings from the Qualitative Study

We identified the following themes from the qualitative study.

C.1.1. Lack of Financial Education during Childhood

We asked about clients' food insecurity experiences in childhood and whether their parents had prepared them to manage their lives financially, such as by teaching them to save or how to make a household budget balance. Two-thirds of clients said that they did not experience food insecurity during childhood and their guardians ensured that food was available. Only 18.8% of clients remembered that they experienced food insecurity during childhood. Few of them remembered their guardians teaching them about how to save and how to be prepared for potential food insecurity or hardship. When they became adults, individuals surveyed indicated they were not well prepared for the hardships they could face. If they experienced any negative

Box 1: Quotes about Food Insecurity and Financial Education in Clients' Childhood

Client A: "When I was little, I didn't have to worry about (food). You know, 'cause mama had it."

Client B: "I was the only child...; they brought good food and stuff. You know, I never had to worry about that."

Interviewer: "So when you were young did your family or your mother teach you examples on how to manage money or food problems?"

Client C: "No."

Interviewer: "So did your mother ever tell you how to manage money or how to save when growing up at all?"

Client D: "No."

events, e.g., lay-off or divorce, they were at risk of experiencing food insecurity (Box 1).

The lack of financial education was reflected in other root causes, as well, when clients tried to manage their limited resources given the various needs in their lives.

C.1.2. Housing or Other Higher Priority Expenditure Items Threaten Their Food Security

Clients often face the challenge to use limited resources for various expenditure needs. Addressing this challenge requires sophisticated planning and good execution, assuming they are willing to compromise between expenditures on different needs, especially on items they have given a higher priority. When asked about their expenditure priorities, the clients consistently ranked food as the secondary or tertiary item, usually following housing and/or utilities (Box 2).

Box 2. Quotes about the Priority of Their Expenditures

Client E: "I have to have a roof over my head, that's my priority, and TV, I have to pay Verizon cause that's my internet, I must have internet, that's mandatory for me."

Client F: "The first thing I would cut are all the little bills. I have to pay the rent and for the lights."

Interviewer: "What would you say is more of a priority? Would you say the rent?"

Client G: "Ain't nothing going on but the rent."

Then, we asked them about how they allocated their resources and the rationale behind the allocations. We found that clients with fixed incomes, e.g., Social Security Income (SSI), often spent a disproportionately high share of that income on higher-priority items, such as rent or automobile expenses.

Instead of using all their resources in a proportional way to meet all their needs, the clients often allocated the resources based on the priority of each need, following their list from top to bottom. In contrast to food costs, which are spread across time, these high-priority bills, including housing or utilities, often came at the beginning of the month and often matched their fixed income payment cycle. When asked about the possibility of reducing their expenditures on these high-priority items, some clients expressed necessity of the expenditure based on their value systems.

In summary, without having full security in housing or other higher priority expenditure items, food security could be threatened or even sacrificed.

C.1.3. Negative Life Events Challenge the Clients' Capabilities to Seek Food Security

We asked the participants about possible life events that could lead to their current food insecurity status. Not surprisingly, some clients experienced a series of negative life events, which included but were not limited to: a) parents, guardian, or spouse/partner passed away; b) divorce; c) job termination, such as lay-off, including other family members being laid off, or the employer went out of business; d) imprisoned; e) severe health problem of themselves or their family members, especially of their children, e.g., lupus, cancer, or severe depression; e) Short-term and long-term disability (some related to injury in workplace).

Usually one or two "signature events," such as divorce or death of a spouse, turned the clients' lives away from their normal tracks. Afterward, a series of events following the signature event often put them into the "poverty spiral," from which they felt they were unable to escape or deal with. The three most-mentioned negative events directly related to food insecurity were in the areas of job, family and health.

The job-related events included lay-off, the employer going out of business, or work-related injury. For example, after one client was laid off, he tried to call his creditors to ask them to work with him, including banks, the mortgage company, and a car loan company.

"Nobody worked with me. Absolutely nobody. And so, I lost everything. ...Everything is gone."

The family-related events include loss of a spouse through death or divorce. For example, after one unemployed client's spouse had passed away, she received her widow's benefits. However, this caused her to have an increased income, making her no longer eligible for SNAP benefits while her Section 8 subsidized rent increased more than 10-fold. The increase in her income due to receiving her widow's benefit

was unable to cover the loss of her benefits from SNAP and Section 8. Given her changing life environment, the client was unable to adjust her life swiftly while she kept making her car or other payments, which results in food insecurity.

"I realized that after I paid my bills I had no money left for food."

The health-related events included the clients being sick, themselves, or their family members being sick. The clients' illnesses included disability, which often resulted from work-related injury. Although most of them had Medicaid, their ability to work was reduced due to their illness or their commitment to taking care of their ill family members, such as spouses or children. Among the 32 clients, we identified the following sickness of the clients or their family members: HIV+, foot surgery from fallen arch, broken ribs, diabetes, missing cerebellum, various cancers (throat cancer, colon cancer, and liver cancer), injured shoulder, depression, COPD, kidney loss due to cancer, Celiac disease, Crohn's disease, blood clots in lungs, multiple mental health conditions (e.g., deep depression, bipolar disorder, agoraphobia), Lyme disease, blindness in one eye. These wide-spread health issues prevented them from working, although Medicaid paid most of their health expenditures.

The clients had often experienced two or more negative life events, which threatened not only their income-earning capabilities but also their willingness and capability to seek public or private assistance. These negative events could cumulatively increase their learned helplessness so that they were willing to accept the "status quo" with little struggle to reach food security.

C.1.4. Social Isolation Made Clients Vulnerable to Food Insecurity When Experiencing Economic Hardship

Among the 32 clients, 50% lived alone and an additional 28.1% lived with one more family member. Some clients had multiple siblings and adult children, but 53% of the clients indicated

Box 3. Quotes about Asking Assistance from Family Members

Client F: "Until they knew because my children know that I only come to them if that is a must. So, no, I waited to the last minute."

Client H: "It's not very often. If I'm really down to my last then I'll call family and I'll say can you help me out with this or can you help me out with that."

Client I: "If I get in a real financial bind or something like that I can go to my mom, but, you know, I'm a proud person."

Client J: "I got 12 sisters and brothers, but we don't communicate."

that either they didn't ask for help from these family members or these family members wouldn't help them for various reasons. Several clients indicated that they tried not to ask for help from family members and even put them as their last resort if asking for help (Box 3).

The clients were more likely to receive assistance from friends than family members. Some of their friends included neighbors or colleagues, who provided occasional monetary or food assistance. However, for others, the same social isolation happened in that they tried not to bother their friends for assistance.

Social isolation resulted in their relying on individual resources or seeking government or community resources to combat economic hardship. This could be challenging and beyond the personal capabilities of some clients to navigate through the complicated social welfare system.

The extensive interviews with the clients significantly deepened our understanding of the complicated dynamics in their lives that systematically caused food insecurity.

Due to lack of financial education, clients could live with no savings or few other resources. When negative events hit in their lives due to personal or external factors, they were unable to adjust their expenditure priorities to maintain food security and meet other living needs. Due to social isolation, they could only rely on themselves or seek additional government assistance, which because of its complexity could be beyond their capabilities to accomplish. These life challenges collectively put them into a learned helplessness mode so that eventually they ended up with chronic food insecurity.

C.2. Selected Findings from the Quantitative Study

Table 1 presents the descriptive statistics of the survey sample. Notably, 70% of the survey participants were aged 50 or older, and two-thirds of them were non-Hispanic Black.

The single-person family consisted of 38.8% of the survey participants. About one-fifth of the participants owned their residence, while 58.6% rented and 14.5% lived with others. Less than 20% of the participants had either a full-time or a part-time job. Food insecurity was severe among most participants (81.7%), and 45.7% had very low food security, which indicates the magnitude of the challenge to eliminate hunger in Hampton Roads. The age group of 50-59 had the highest prevalence of food insecurity (87.5%), while the participants aged 60 or older had the lowest rate of food insecurity (73.7%) ($P < 0.001$). The participants living without children had a significantly lower prevalence of food insecurity (76.4%) than others with children ($P = 0.006$). The participants who owned their residence or lived with others had significantly lower rates of food insecurity (69.9% and 76.5%) ($P < 0.001$). Individuals who indicated a part-time employment status had the highest rate of food insecurity (94.6%), while the retired group had the lowest rate (64.3%) ($P < 0.001$).

Table 1. Socio-demographics of the Survey Participants (N = 578)

Variables	%	SE
Age Group		
< 50	29.7	1.92
50-59	30.9	1.94
60 or older	39.4	2.05
Race		
Non-Hispanic Black	67.0	1.98
Non-Hispanic White	19.2	1.66
Hispanic	10.3	1.28
Other	3.6	0.78
Number of Adults in Household		
1	38.8	2.05
2	24.0	1.79
3	16.6	1.56
4	13.9	1.46
5 or more	6.7	1.05
Number of Children in Household		
0	57.7	2.09
1	16.3	1.57
2	8.2	1.17
3	10.4	1.29
4 or more	7.3	1.11
Housing Status		
Own Residence	20.2	1.70
Rent	58.6	2.08
Living with Others	14.5	1.49
Homeless or in Shelter	6.8	1.06
Employment Status		
Full-Time	9.4	1.23
Part-Time	9.9	1.26
Unemployed	24.5	1.81
Disabled	30.7	1.94
Student	3.2	0.74
Retired	17.4	1.60
Other	5.0	0.92
Food Security Status		
Food Secure	18.3	1.61
Low Food Secure	36.0	2.00
Very Low Food Secure	45.7	2.07

C.2.1. Social Isolation and Food Insecurity

Among the family members and friends, mothers were the most likely to provide food assistance (59.8%), followed by adult children, other family members, siblings, and fathers as the least likely (50.6%). Interestingly, 56.7% of participants indicated that there was no friend to provide food assistance and 19.6% of participants mentioned only one friend to help.

Overall, food insecurity was not significantly different by family members' assistance, except 13 percentage points lower in food insecurity with siblings' help ($P < 0.001$). Participants with three or more friends' assistance had an average food insecurity rate at 67.3%, while over 80% of those with two or fewer friends' help were food insecure ($P < 0.04$). Interestingly, participants with no friends had similar food insecurity rates as those with one or two friends to help.

C.2.2. Negative Life Events and Food Insecurity

Participants experienced a variety of life events "happened ever" or "in the last 12 months." The most frequent negative event in the last 12 months was disability (40.1%), followed by lay-off (25.4%), and divorce (23.0%). Approximately, 13.3% of participants experienced spouse death, and 6.2% of participants experienced child death. Further, 10.7% experienced foreclosure or car repossession, while 7.4% of them were imprisoned. In their whole lifetime, 71.9% of participants had experienced at least one negative life event, and 32.7% of them had experienced two or more negative events. Lay-off and disability were significantly associated with higher food insecurity. Participants who did not experience lay-off had 15.5 percentage points lower food insecurity, while those who did not experience disability had 14.1 percentage points lower food insecurity. Both were significant ($P < 0.001$). Moreover, food insecurity was higher among participants who had experienced any negative life events (all over 84%) compared with those who had not

experienced any negative events (68.0%). ot experienced any negative events (68.0%).

C.2.3. Childhood Hunger, Childhood Financial Education, and Food Insecurity

Among the survey participants, 60.5% of them reported having experienced childhood hunger, and less than 50% of them learned personal financial skills during childhood or ever had a discussion about how to achieve food security. Participants who experienced childhood hunger had almost 20 percentage points more food insecurity than participants who didn't ($P < 0.001$). Participants who learned to budget resources and had discussions on seeking food security during childhood had 10 percentage points lower food insecurity than those who did not receive this education ($P < 0.01$).

C.2.4. Budget Priority and Food Insecurity

Among the participants, 91.3% of them ranked housing as the first priority, and 62.3% of them ranked utilities as the first or second priority. Only 11.4% of participants ranked food as the first priority, and 28.9% ranked it as the second priority. The most prevalent ranking of food was as the third priority (43.6%). The food insecurity rate was higher in the participants who ranked housing as the first priority versus those who ranked it as the second or lower (81.6% vs. 76.9%). Similarly, participants who ranked utilities as their second priority had the highest food insecurity rates compared with the other two groups (84.9% vs. 71.4% and 77.2%). Participants who ranked food as the top priority had the highest food insecurity rate (88.2%), but participants who ranked food as the third priority had the second-highest food insecurity rate (85.4%). However, all these disparities in food insecurity were not statistically significant ($P > 0.05$).

C.2.5. Results from the Multi-factor Analyses

After combining multiple factors in the logistic regression model, several factors had significant associations with food insecurity. Number

of friends to help significantly reduced food insecurity (OR = 0.69, P = 0.003). Number of negative life events was significantly associated with higher food insecurity (OR = 1.59, P < 0.001). Learning how to budget was the most significant factor in all childhood financial education factors for reducing food insecurity in adulthood (OR = 0.38, P = 0.001). Experiencing childhood hunger was a strong predictor of food insecurity as an adult (OR = 3.09, P < 0.001).

In summary, the qualitative study identified emerging themes related to the root causes of hunger and food insecurity that could be further explored. The quantitative study explored the statistical significance of the emerging themes using bivariate and multivariate analyses. The mixed method approach helped to deepen our understanding of the root causes of hunger and food insecurity among individuals seeking assistance from the Foodbank.

D. DISCUSSION

This is the first study of the root causes of hunger and food insecurity in the service area for the Foodbank of Southeastern Virginia and the Eastern Shore. We did not expect to complete the task of fully understanding all root causes in one exploratory study, but the findings could be important leads for further efforts to identify individual and systems-level factors related to root causes. To probe these causes, we adopted a life course perspective and proposed that early life events can embed the root causes for food insecurity into later life stages (Najman et al., 2010). These early life events included childhood food insecurity (Chilton et al., 2017), financial literacy and financial skills (Kim et al., 2013), and other early life negative events (Luby et al., 2013). Both the qualitative and the quantitative results suggest that at least half of the clients were not prepared to battle financial hardships before they went into adulthood. These educational efforts are often a part of the high school curriculum, but taking them is often optional. However, it might be too

late to teach these skills in high schools, since adolescents may have already developed their spending habits and consumption behaviors (Amagir et al., 2018). Lack of systematic education of our next generation regarding financial skills could be one root cause of not only hunger but intergenerational food insecurity—a cycle that is hard to break.

Food insecurity, our studies show, is not an independent concept or subject that is far removed from other securities, such as housing security and job security. Given the high priorities people place on meeting housing and utility needs first, society should create effective integrated social welfare programs to ensure these basic needs are addressed, which will help end hunger indirectly. However, the housing assistance budget in terms of percentage of GDP has decreased gradually from a peak in 1995 (0.36%) to a low point in 2014 (0.25%), while low-income households with housing needs increased from \$16.5 million in 1999 to \$27.9 million in 2016 (Rice, 2016). In addition, the funding situation for housing assistance significantly deteriorated after the Budget Control Act (BCA) of 2011, which implemented a mandatory sequestration through 2021. Housing assistance funding fell by \$6.2 billion, or 13.3%, annually after inflation adjustment, which resulted in 100,000 fewer families receiving housing assistance in 2014 than in 2010 (Rice, 2016). Given these deteriorating funding situations, the Foodbank may work with other public and private agencies more collaboratively to promote food security.

Individualism and social isolation reduced the resistance to hunger (Samuel et al., 2018). The underlying value system of each client can influence to whom they go to seek assistance and how they express their need for assistance. Individualism may make most clients determined to resort to their own mental powers to cope with food insecurity, instead of relying on others to help. Our results suggest that friends can be more important than family members

in addressing food insecurity. Having a few more friends can help significantly decrease the chance of food insecurity. However, the qualitative results showed the determination of some clients not to ask for others' help, even their closest family members. Although an individual value system is tough to influence, the Foodbank or other agencies may need to think more about innovative ways to shape their clients' ideals and attitudes (Carroll et al., 2018).

Although this study generated several important themes and possible leads as to the root causes of hunger and food insecurity, we still need to acknowledge its limitations due to the exploratory nature and limited scope. Other societal factors, such as housing segregation and food environment were not addressed in this study but are surely worth exploring in future research.

E. CONCLUSIONS

This study was one of the first efforts to pursue a significant question: "What are the root causes of hunger and food insecurity?" The answers to this question can help implement the strategic plan of the Foodbank but also guide the Foodbank's future operations. In general, we found that food insecurity was related to other insecurities, such as housing insecurity and job insecurity. To reduce food insecurity in adulthood, one important possible approach is to intervene in early life by teaching children the skills they will need to be more prepared for future hardship in adulthood. In addition, fragmented social welfare programs currently lack the coordination necessary to assist clients with a holistic approach, while individualism and social isolation serve to create a more desperate environment for clients caught deeply in the poverty spiral. All these factors can interact and jointly cause hunger or food insecurity among Foodbank clients.

Understanding the root causes of hunger and food insecurity is only the initial step. The

next step is more important: how to leverage the insights gained from this study to design effective interventions. The Foodbank plays an important leadership role in the community in the fight against hunger. How to coordinate with other organizations and agencies to promote overall security in clients' lives could be a critical question to answer. If a comprehensive alliance could be formed, we might see the horizon of ending the hunger in this country.

F. REFERENCES

- Amagir, A., Groot, W., Maassen van den Brink, H., & Wilschut, A. (2018). A review of financial-literacy education programs for children and adolescents. *Citizenship, Social and Economics Education*, 17(1), 56-80.
- Carroll, K. A., Samek, A., & Zepeda, L. (2018). Food bundling as a health nudge: Investigating consumer fruit and vegetable selection using behavioral economics. *Appetite*, 121, 237-248.
- Chilton, M., Knowles, M., & Bloom, S. L. (2017). The intergenerational circumstances of household food insecurity and adversity. *Journal of Hunger & Environmental Nutrition*, 12(2), 269-297.
- Feeding America (2019). What is Food Insecurity? Available at <https://hungerandhealth.feedingamerica.org/understand-food-insecurity/> (Accessed on August 28, 2019)
- Hager, E. R., Quigg, A. M., Black, M. M., et al. (2010). Development and validity of a 2-item screen to identify families at risk for food insecurity. *Pediatrics*, 126(1), e26-e32.
- Kim, J., & Chatterjee, S. (2013). Childhood financial socialization and young adults' financial management. *Journal of Financial Counseling and Planning*, 24(1), 61.
- Luby, J., Belden, A., Botteron, K., Marrus, N., Harms, et al. (2013). The effects of poverty on childhood brain development: the mediating effect of caregiving and stressful life events. *JAMA Pediatrics*, 167(12), 1135-1142.

Najman, J. M., Hayatbakhsh, M. R., Clavarino, A., Bor, W., O'Callaghan, M. J., & Williams, G. M. (2010). Family poverty over the early life course and recurrent adolescent and young adult anxiety and depression: a longitudinal study. *American Journal of Public Health*, 100(9), 1719-1723.

Jones Nichols, R. (2018). Strategic Plan Overview. The Foodbank of Southeastern Virginia and the Eastern Shore. Available at https://foodbankonline.org/wp-content/uploads/2018/03/Hunger-Summit_RJN-Strategic-Plan-Overview_FINAL-03.02.18.pdf (Accessed on July 1, 2019).

Rice D. (2016). *Chart Book: Cuts in Federal Assistance Have Exacerbated Families' Struggles to Afford Housing*. Center on Budget and Policy Priorities. Available at <https://www.cbpp.org/sites/default/files/atoms/files/4-12-16hous-chartbook.pdf>.

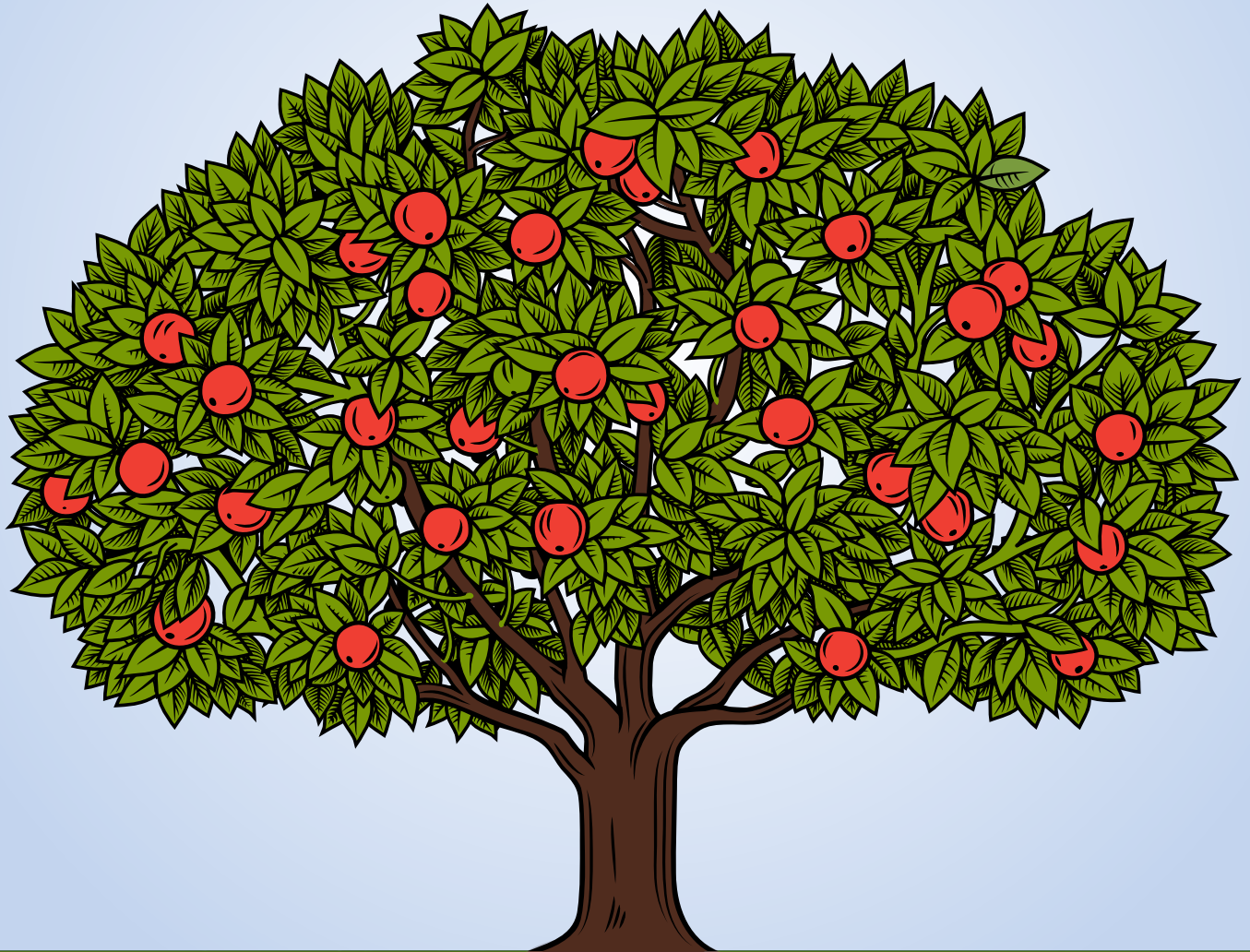
Samuel, K., Alkire, S., Zavaleta, D., Mills, C., & Hammock, J. (2018). Social isolation and its relationship to multidimensional poverty. *Oxford Development Studies*, 46(1), 83-97.

USDA (2018). Household food security in the United States in 2017. Available at <https://www.ers.usda.gov/publications/pub-details/?pubid=90022>

Special Acknowledgements

Numerous individuals and organizations were instrumental in completing the root causes research study. In particular, we offer our gratitude to the team members, volunteers and partner agencies of the Foodbank of Southeastern Virginia and the Eastern Shore that supported the implementation of our research study. We also extend a heartfelt thanks to Food Lion Feeds for sponsoring the research study program supplies. Finally, we are indebted to the individuals experiencing hunger and food insecurity that participated in our focus groups and completed surveys. Their individual and collective experiences reinforced why it is important to better understand and address the root causes of hunger and food insecurity.

The root causes of food insecurity



Employment



Higher Education



Housing



Healthcare



Financial Literacy



Main Office

800 Tidewater Dr.
Norfolk, VA 23504
Phone: (757) 627-6599

Eastern Shore Branch

Physical Address:
24530 Coastal Blvd.
Tasley, VA 23441
Phone: (757) 787-2557

Mailing Address:

P.O. Box 518
Onley, VA 23418

foodbankonline.org

The Foodbank of Southeastern Virginia and the Eastern Shore is a proud member of:



The Foodbank of Southeastern Virginia earned a 4-star rating from Charity Navigator. This distinction means the Foodbank, a 501 (c)3 charitable organization, outperformed most charities in America in areas of efficiency, fiscal integrity, and effectiveness. A copy of our financial statements is available upon request from the Virginia Department of Agriculture and Consumer Services, Virginia State Division of Consumer Affairs, P.O. Box 1163, Richmond, Virginia 23218.





*Office of the City Manager
Amanda C. Jarratt*

June 2, 2021

To: Franklin City Council

From: Amanda C. Jarratt, City Manager

Reference: Ward 4, Ward 6, and At Large School Board Appointment

Background Information

The terms for the Ward 4, Ward 6, and At Large seats on the City of Franklin School Board are scheduled to end on June 30, 2021. The public notice was properly run in the Tidewater News to advertise the public hearing. An individual must be nominated during the public hearing in order to be considered for a position on the Franklin City School Board.

Needed Action

Conduct the public hearing and provide guidance to staff on next steps.



NOTICE OF PUBLIC HEARING FOR APPOINTMENT TO FRANKLIN CITY SCHOOL BOARD

The Franklin City Council will conduct a Public Hearing at its regular meeting to be held on Monday, June 14, 2021 at 7:00 p.m. in the Franklin City Council Chambers at 207 West Second Avenue, Franklin, Virginia 23851 pursuant to Virginia Code Section 22.1-29.1 for the purpose of receiving nominations of individuals for appointment to the Franklin City School Board. Nomination of persons to represent Ward 4, Ward 6 and At-Large can be made to serve a term for 3 years. Nominees must be a qualified voter and a bona fide resident of the ward for which they are nominated to represent. Appointments for Ward 4, Ward 6 and At-Large will begin immediately upon appointment and will expire June 30, 2024. Any persons desiring to nominate individuals to serve or apply to serve on the Franklin City School Board must attend the Public Hearing and make such nominations or application as he or she desires in the public hearing. A resume may be presented to Council at the time of nomination. No person or applicant whose name has not been considered at a Public Hearing shall be appointed as a member of the Franklin City School Board.

Due to social distancing any persons desiring to nominate individuals to serve or apply to serve on the Franklin City School Board has the option to send their public comment to publichearing@franklinva.com. A resume may be emailed to Council at the time of nomination. No person or applicant whose name has not been considered at a Public Hearing shall be appointed as a member of the Franklin City School Board.

The public hearing is to be held in a public facility to be accessible to persons with disabilities. Any persons with questions concerning the accessibility of the facility or those who have need for reasonable accommodations should contact City Manager Amanda C. Jarratt at (757) 562-8561. Persons needing interpreter services for the deaf must notify at least seven (7) days in advance of the hearing.

Franklin City Council
Amanda C. Jarratt, Council Clerk

Advertise in the Tidewater News legal ads on June 2, 2021
Please send certificate of publication to:
Leesa Barnes, Executive Assistant
757 562-8503
llivesay@franklinva.com



*Office of the City Manager
Amanda C. Jarratt*

June 8, 2021

To: Franklin City Council

From: Amanda C. Jarratt, City Manager

Reference: Sign Ordinance Changes

Background Information

In response to requests from several business interests City staff has been working with the Planning Commission on updates to the City of Franklin sign ordinance. Attached a staff memo from Ms. Walkup as well as the difference between the Planning Commission recommendation and staff's recommendation. The public hearing was properly advertised.

Needed Action

Conduct the public hearing for the sign ordinance changes. At the conclusion of the public hearing consider the sign ordinance recommendations from City staff.

STAFF REPORT

ORDINANCE AMENDMENT:

Amending and Reenacting the Franklin City Code by Amending and Reenacting Appendix D, Zoning Ordinance, Article XXII. Signs for clarity and to address maximum height limits.

ELECTION DISTRICT:

All Districts

LOCATION:

All Zoning Districts

DESCRIPTION:

Attached you will find a copy of Article XXII. Signs being proposed for amendment, as follows:

- 1) Reformat sections for accuracy and consistency.
- 2) Revise section 22.3 (B)(2)(a)(3) to delete the additional sign allowance for frontages of 200' or greater. This section will allow a second sign for frontages in excess of 200'.

The amendment proposes to delete the ability to install a second sign along the same street, and provides for one sign per street frontage, which is reasonable and consistent throughout the sign provisions. The only case where this may be necessary is for a hospital or industrial site where there are multiple entrances for different building functions, etc. In this case, directional signage is permitted and will serve to function in this regard.

- 3) Increase the height of freestanding monument signs on commercial outparcels from 5' feet to seven 7' feet under section 22.3(B)(2)(a)(4)(b).

This section applies to commercial outparcels developed as a part of a shopping. Other commercial parcels are allowed a 20' sign, and shopping centers are allowed a 25' identification sign. Only the outparcels are restricted to 5' monument signs, although it is almost impossible to determine from street view which parcel is an outparcel and which is not.

The amendment will accommodate increased visibility for new businesses looking to locate along the Armory Drive commercial corridor. An example is the standard sign height used by WAWA is 7'. Many businesses have universal standards for buildings and signage and this will give businesses that locate to Franklin the same chance of success as experienced elsewhere with their branding.

- 4) Remove the requirements for measuring the square footage of a sign under Section 22.3(B)(2)(a)(3) and (4)(b) and allow the graphic section entitled, "General Sign Area-Computation Methodology" to govern.

The graphics shown provide for the correct practice in measuring sign computation. The written verbiage under the noted sections conflicts and is incorrect.

- 5) Add Section 22.3(B)(2)(a)(7) for Route 58 Corridor High-Rise Sign.

Currently, this section is buried in the general definition section of the Zoning Ordinance, and does not appear within the sign provisions under Article XXII. This is a standard that should be included in the sign article, otherwise it could be missed.

Additionally, staff also proposed to the Planning Commission to delete the 3-acre requirement for a high-rise sign and allow the location (500' from Rt. 58 bypass) to dictate. However, the Planning Commission did not elect to recommend this change because members did not want signs close to each other and did not want a string of tall signs for aesthetic purposes.

However, staff believes the location should dictate and not the acreage requirement, since there is not technical/structural reason that a taller sign should not be located on a parcel less than 3 acres. The provision is in the ordinance to allow signs on parcels within 500 feet of Rt. 58 to have a taller sign that is visible to attract travelers from Rt. 58. The change will make the requirement equitable to all businesses that locate strategically within 500 feet of the corridor for optimal access and increased visibility.

- 6) Add the maximum square footage allowed for signs identifying businesses located 100' or greater from the public street under Section 22.3(C)(6).

This amendment does not change what is allowed under this provision. It is simply for ease of interpretation for staff administering the provisions.

- 7) Revise Section 22.3(F)(3) to require the parcel zoning to dictate the allowable signage.

This section allows for special sign provisions for tourist and bed and breakfast businesses on residentially zoned parcels. Revising this provision will allow the zoning of the parcel, which is typically commercial, to dictate the allowable signage, as is done with other commercially zoned parcels and eliminates the need for interpretation.

- 8) Increase the height limit from 6' to the proposed 7' for a sales office and model home under Section 22.3(H)(1)(b).

This will make the sign height and setback for sales offices and model homes consistent with the proposed height requirement for other commercial uses.

- 9) Decrease the setback for a sales office and model home from 10' to 8' under Section 22.3(B)(2)(a)(6).

The amendment makes the setback for sales offices and model homes consistent with the existing 8' setback requirement for other commercial signage.

PLANNING COMMISSION RECOMMENDATION:

The Planning Commission recommended approval of the proposed amendment as drafted.

STAFF RECOMMENDATION:

Staff recommends approval of the amendment as proposed. Staff further recommends that City Council consider deleting the acreage requirement for the Rt. 58 Corridor High-Rise Sign, as discussed under item 5 above.

ATTACHMENT(S):

- Redlined Version of the Sign Ordinance amendment
- Final Draft Version of the Sign Ordinance amendment

An Ordinance to Amend and Reenact the Franklin City Code by Amending and Reenacting Appendix D, Zoning Ordinance, Article XXII. Signs.

WHEREAS, the City Council of Franklin, Virginia, has the legislative authority to make reasonable changes to the ordinances that govern the orderly growth and development of the City of Franklin; and

WHEREAS, the Franklin City Council is concerned about the type and placement of signs for the continued attractiveness of the community while recognizing the need to enable the public to locate goods, services, and facilities without difficulty and confusion, and while protecting the health, safety, and general welfare of present and future residents and businesses of the City.

NOW, THEREFORE, BE IT ORDAINED by the Franklin City Council that Appendix D, Zoning Ordinance, Article XXII. Signs be amended and reenacted as follows:

ARTICLE XXII. Signs

(Amended by Ord. of 6-22-1998; Ord. of 9-9-2002; 3-26-2007; 8-23-2020; 6-14-2021??)

§ 22.1 Purpose.

Formatted: Font: Bold

~~(a)~~ **A.**

It is hereby determined that the regulation of the location, size, placement, and certain features of signs is necessary to enable the public to locate goods, services, and facilities without difficulty and confusion, to prevent wasteful use of natural resources in competition among businesses for attention, to prevent hazards to life and property, to assure the continued attractiveness of the community, and to protect property values.

B. ~~(b)~~

It is the purpose of this section to coordinate the type and placement of signs within the different land use zones; to recognize the commercial communication requirements of all sectors of the business community; to facilitate maintenance; to allow for special purpose signs; and to guarantee equal treatment under the law through accurate recordkeeping and consistent enforcement. These things shall be accomplished by regulation of the posting, displaying, erection, use and maintenance of signs. No sign shall be permitted as either a main or accessory use except in accordance with the provisions of this section. It is further determined that signs which are not lawfully erected or maintained under the

provisions hereof are not consistent with customary sign usage, are an abuse thereof, and are an unwarranted invasion of the rights of legitimate business interests and of the public.

C.(e)

The regulations for signs have the following specific objectives:

1.(1)

To ensure that signs are designed, constructed, installed, and maintained so that the public safety is protected and traffic safety is maintained;

Formatted: Font: (Default) Arial, 12 pt, Bold
Formatted: Font: (Default) Arial, 12 pt, Bold
Formatted: Font: Bold

2.(2)

To allow and promote positive conditions for sign communication while at the same time promoting an attractive business environment,

Formatted: Font: (Default) Arial, 12 pt, Bold
Formatted: Font: (Default) Arial, 12 pt, Font color: Gray-80%

3.(3)

To reflect and support the desired character and development patterns of the Comprehensive Plan and the various zoning districts;

Formatted: Font: (Default) Arial, 12 pt, Bold
Formatted: Font: (Default) Arial, 12 pt, Bold
Formatted: Font: Bold

4.

To allow for adequate, effective, and aesthetic signs in commercial and industrial zones and prevent over concentration of signage; and

Formatted: Font: Bold

5.(5)

To ensure that the constitutionally guaranteed right of free speech is protected.

Formatted: Space After: 0 pt

§ 22.2 In general.

A.(a)

Injuring, installing or removing handbills or public notices. It shall be unlawful for any person to put up, pull down, write on, cut or otherwise injure or deface any handbill or other public notice of any kind posted on any public bulletin board without the consent and permission of the property owner.

(b)-B.

Affixing advertisements to trees, utility poles and street signs. No person shall in any manner affix any advertisement, handbill or other public notice to any publicly owned tree, utility pole, traffic or street sign or pole or in any manner injure the same. Any city employee may, at the direction of his or her immediate supervisor, remove and discard such advertisements.

C.(e)

Existing nonconforming signs. Any sign valid under the laws of the State of Virginia and the City of Franklin in place and in use prior to October 10, 1989 shall be exempt from the provisions of this section until such time as said signage is structurally altered, enlarged, changed in shape, moved or replaced. This exemption does not apply to window signs or portable signs in business areas.

§ 22.3 Sign standards.

Formatted: Font: Bold

A.(a)

Definitions and advertising permitted.

1.(1)

Business Entity: Any trade, business or operation that provides goods or services to other trades, businesses, operations or the general public. Business entities within one building are considered separate if:

a.

Each entity has a separate Federal Identification Number; and

b.

Each entity has a distinct trademarked name or logo;

2.(2)

Public Access Easement; Property that grants an easement to allow the public, vehicular and pedestrian access over a parcel of land owned by an individual or entity to gain access to other adjoining properties.

3.(3)

A sign is any word, numeral, figure, design, trademark, logo, flag, pennant, twirler, light, banner, display or other device of any kind which whether single or in any combination, is used to attract attention, direct, identify, inform, persuade, advertise or for the purpose of visually attracting attention of the public while viewing the same from outdoors.

4.(4)

A window sign is a sign installed or maintained inside a window for the purpose of viewing from the outside the premises. This term shall not include merchandise located in the window.

5.(5)

No exterior sign shall advertise a service, product, business, activity or institution which is offered, sold, carried on, produced or manufactured elsewhere than on the premises

where such sign is located except for signs not exceeding 32 square feet in area advertising activities such as fund raising by nonprofit organizations such as churches, schools, civic groups, YMCA and similar entities, which signs may be erected for no more than 30 days prior to such activities and which must be removed within 30 days after such activities have ceased.

6.(6)

The content or advertising message carried by signs hereafter erected on any premises shall be limited to one of the following:

a.

The identification of a building or its owners or occupants.

b.

Information concerning any lawful business-related activities carried on at the premises or goods or services offered thereon.

c.

Information concerning any lawful nonbusiness or nonprofit activities carried on at the premises.

d.

Information concerning the sale or lease of the premises.

e.

On-site traffic and directional information.

B.(b)

Signs in all zoning districts. In all zoning districts the erection and display of all signs shall be governed by and shall conform to the following regulations:

1.(1)

Private dwellings. Private dwellings in any nonresidential district used to accommodate tourists, and for home occupations, shall be considered residential and any signs shall conform in all respects to the requirements of subsection 22.3(Fd).

2.(2)

Maximum area, height of bottom edge above street, etc., maximum projection over sidewalk, etc. Every sign erected from and after July 1, 1992 except as provided in subsection 22.3(F)(d) shall comply with the following:

a.

Freestanding signs.

Formatted: Font: Bold
Formatted: Font: Bold

1.

A freestanding sign is a sign supported by upright structural members, braces, or ground anchorage and not attached to a building

2.

The maximum sign area for any freestanding sign shall be 64 square feet per face except that the maximum sign area for a freestanding sign for an industrial park of ten acres or more in an M-2 Heavy Industrial District shall be 160 square feet per face. Such larger industrial park sign shall be set back at least 50 feet from a public street. The maximum height of a freestanding sign shall be 20 feet, except that there shall be no maximum height for the American flag, the State of Virginia flag or any other governmental flag. Notwithstanding having no height restriction, such flags shall not encroach on any city utility easement and shall not obstruct vision in a way which endangers public safety. A freestanding sign shall not project beyond the property line of the owner thereof.

3.

No more than one freestanding sign shall be permitted on a lot, ~~except that (1) where two or more business entities are carried on in the same building or on the same lot or (2) the use is an industrial park, one additional freestanding sign may be erected if the lot has at least 200 feet of property frontage on a public street or public access easement. Where public access easement frontage is used to determine the 200 feet of property frontage, the additional freestanding sign shall be a monument sign located along the public access easement and shall have a maximum height of five (5) feet with a maximum area of 50 square feet and shall be landscaped and architecturally similar to the surrounding buildings. The maximum square footage shall include the sign support base, and the required architectural features, as well as the sign area and shall be reviewed by the Zoning Administrator or their designee for compliance.~~

Landscaping similar to that surrounding the building shall extend a minimum of three (3) feet around the perimeter of the sign base of all monument signs.

4.

Business Park and Shopping Center and Signs.

[Amended 3-25-2013 by Ord. No. 12-2013]

ai.

One (1) business park or shopping center sign is allowed. The sign shall be freestanding and shall be encased in a structure architecturally similar to that of the main building. The maximum area of the sign shall be one hundred and fifty (150) square feet limited in height to 25 feet. The Business Park or shopping center sign may only display the business park

Formatted: Left

Formatted: Left

or shopping center name and a list of the tenants. Individual shops may have building mounted signs in accordance with § 22.3(Cb) ~~(2) b.~~ Building Mounted Signs. Individual free-standing signs for individual business park or shopping center tenants shall not be permitted. Where a business park or shopping center or sign is used, no other frontage signs will be allowed.

bii.

Any outparcel within the business park or shopping center boundaries may have a monument sign in addition to their building mounted sign. All monument signs shall have a maximum height of seven (7) five (5) feet with a maximum area of 50 square feet and shall be landscaped and architecturally similar to the surrounding buildings. ~~The maximum square footage shall include the sign support base, and the required architectural features, as well as the sign area and shall be reviewed by the Zoning Administrator or their designee for compliance.~~

5.

Freestanding business or commercial signs shall be located on the lot on which the business is located, except that contiguous properties under the same ownership, may be considered as one lot for the purpose of this section.

6.

All portions of every freestanding sign must be erected at least eight feet from a city right of way or other public property and may not be erected in such a manner as to interfere with a city or public utility easement.

Formatted: Font: (Default) Arial

Formatted: Space After: 0 pt

7.

ROUTE 58 CORRIDOR HIGH-RISE SIGN

An on-premise freestanding sign that is located on any parcel of land zoned B-3 General Business or Industrial with any part of the parcel located within 500 feet of the Route 58 by-pass right of way within the cooperate limits of the City of Franklin. These signs shall be permitted for businesses and developments for the purpose of attracting non-local traffic from the by-pass. Such signs shall be allowed within the cooperate limits of the City. Route 58 corridor high-rise signs shall be allowed when the following requirements are met:

Formatted: Font: Bold

[Added 3-25-2013 by Ord. No. 10-2013; amended 3-25-2013 by Ord. No. 11-2013]

a.

There shall be no more than (1) high-rise sign structure per parcel.

Formatted: Space After: 0 pt

b.

All parcels shall be three (3) acres or larger in size.

c.

The high-rise sign structure shall have no more than (4) individual signs.

d.

The maximum sign height shall be 190 feet and.

e.

The high-rise signs shall observe a setback requirement of twenty (20) feet from all street right of way or lot boundary lines. However, there shall be no setback from the Route 58 by-pass right of way.

f.

Route 58 corridor high-rise signs shall be located no closer than 200 feet from a residentially zoned property.

g.

If a high-rise sign is utilized, only one other freestanding monument ground sign will be allowed in accordance with § 22.3(b)(2)(a)(4).

h.

Directional signs for internal traffic circulation shall be allowed so as not obstruct sign vision at intersections within a public way.

i.

All Route 58 Gateway high-rise signs shall comply with all other local, state and federal regulations.

1.

The zoning administration shall interpret the above requirements of the definition for Route 58 corridor high-rise sign locations for close proximity to residentially zoned property, the Route 58 by pass and to each other in keeping with the purpose and intent of this article under the following circumstances:

a. The site is exceptionally narrow or shallow, has an odd size, shape or topography or is otherwise unusual in physical dimension.

b. There exists a unique relationship to adjacent properties or properties in the general vicinity.

~~b-C.~~

Building mounted signs.

Formatted: Font: Bold
Formatted: Font: Bold

1.

A building mounted sign is a sign which is visible from a public street or place and which is attached to or derives its major support from a wall, roof or fence and includes, but is not limited to, the following: an awning sign, canopy sign, marquee sign, projecting sign, roof sign, fence sign and wall sign. Signs painted on exterior building walls shall be considered building mounted signs. Sign area of building mounted signs shall be measured within a continuous perimeter enclosing the entire display face of the sign, including background, framing, trim, molding and other borders, but excluding supports and uprights unless such supports or uprights are designed as an integral part of the display for the purpose of illustration or attraction or unless they are illuminated. Where a sign consists of two identical parallel faces which are set back to back and located not more than 24 inches from each other, only one side of such sign shall be used in computing the area. The area of signs with more than two faces, or with faces which are not parallel or not within the same plane with each other shall be the sum of the area of all the sign faces. The area of a cylindrical sign shall be computed by multiplying one-half the circumference by the height of the sign. Where individual letters, characters or figures are mounted using a building facade as a background, the area of such sign shall be determined by computing the sum of the area within the outer perimeter of each individual character or figure comprising the total message, symbol or advertisement. Computational methodology to determine sign area is set forth below this section in figures (1) and (2).

2.

The maximum sign area for building mounted signs shall not exceed one square foot of building mounted sign area for each lineal foot of building frontage facing a public street or a public access easement not to exceed a total of 100 square feet in area facing each public street, except that no sign shall be required to be less than 15 square feet in area. For buildings housing more than one tenant, the sign area for each tenant shall be considered separately, but the total square footage may not exceed the standard set forth hereinabove.

ai.

The maximum sign area for building mounted signs located in the "Downtown Service Tax District" as designated in § 27-136 of the City Code shall not exceed two square feet of building mounted sign area for each lineal foot of building frontage facing a public street or a public access easement not to exceed a total of 100 square feet in area facing each

public street, except that no sign shall be required to be less than 15 square feet in area. For buildings housing more than one tenant, the sign area for each tenant shall be considered separately, but the total square footage may not exceed the standard set forth hereinabove.

3.

Where building frontage is on more than one public street or a public access easement, the frontage on the sides of the building facing the public streets or public access easements shall be used to calculate the permitted sign area for that particular building front.

4.

Where the rear of the building faces a parking lot, additional signage shall be allowed on the rear of the building, not to exceed one square foot of building mounted sign area for each lineal foot of building width facing the parking lot, not to exceed a total of 100 square feet in area, except that no sign area shall be required to be less than 15 square feet in area. For buildings housing more than one tenant, the sign area for each tenant shall be considered separately, but the total square footage may not exceed the standard set forth hereinabove.

5.

In all zoning districts the maximum square footage of building mounted signs set forth in b. and d. above may be increased by .25 square foot for each lineal foot of building frontage in excess of one hundred (100) lineal feet.

6.

In B-3, M-1 and M-2 zoning districts, if a building frontage facing a public street towards which a sign is oriented is more than one hundred (100) lineal feet, the square footage area of signs may be increased as follows:

ai.

If the building is 100 feet or more but less than 150 feet from the street — an increase of 25 percent (up to 125 square feet).

bii.

If the building is 150 feet or more but less than 200 feet from the street — an increase of 50 percent (up to 150 square feet).

ciii.

If the building is 200 feet or more but less than 250 feet from the street — an increase of 75 percent (up to 175 square feet).

div.

If the building is 250 feet or more but less than 500 feet from the street — an increase of 100 percent (up to 200 square feet).

ev.

If the building is 500 feet or more but less than 1,000 feet from the street — an increase of 150 percent (up to 250 square feet).

fvi.

If the building is 1,000 feet or more from the street — an increase of 200 percent (up to 300 square feet).

7.

Projecting signs and signs attached to the bottom of a marquee or roof overhang shall not project more than five feet from the building front nor closer than two feet from any curb line. The maximum size for these signs shall be 15 square feet per face, and they shall have a minimum clearance of eight feet above a public sidewalk, public street, or public alley.

D.e.

Portable signs.

1.

A portable sign is a sign usually of a temporary nature, not securely anchored to the ground or to a building or structure and which obtains some or all of its structural stability with respect to wind or other normally applied forces by means of geometry or character.

2.

It shall be unlawful to erect or maintain portable signs except that portable unlighted signs not exceeding four feet in height and 2 1/2 feet in width may be placed on sidewalks in front of businesses located in other than residential districts unless approved as part of a special exception or conditional use. Such portable signs shall not obstruct the means of egress from the building or any accessible route as defined by the Americans with Disabilities Act. Such signs must be maintained in good condition and removed each day by the close of business, in inclement weather or in extremely windy conditions.

3.

Flashing signs and lights outlining exteriors of a building: It shall be unlawful to erect or maintain any lighted sign on an intermittent or flashing circuit. It is also unlawful to outline

Formatted: Font: Bold
Formatted: Font: Bold

the exterior of any buildings with lights — except during governmentally recognized holidays, holiday seasons and city celebrations when authorized by the zoning administrator. Time, temperature and stock quotation signs are not to be considered flashing signs.

4.

Revolving and/or moving signs: It shall be unlawful to erect or maintain a revolving or otherwise moving sign.

5.

Externally illuminated signs: Not more than two bulbs per face, which shall be white light, shall be used to illuminate any externally illuminated sign and these bulbs shall each be of a capacity not exceeding 200 watts.

6.

Bulbs: Bulbs used on signs shall be only white in color

7.

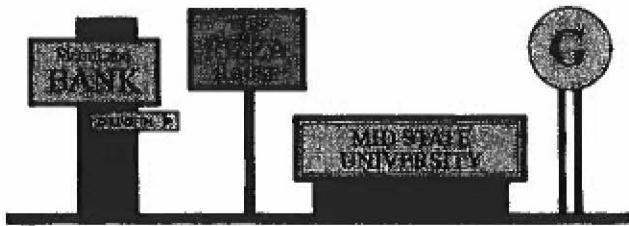
Roof signs: A roof sign is any sign which is erected, constructed and maintained above the roof of the building. It shall be unlawful to erect or maintain a roof sign except for holiday decorations.

8.

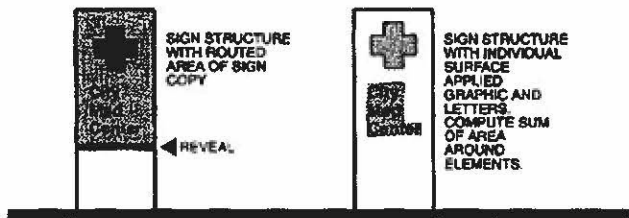
Flexible, moving or fluttering signs or other devices to attract attention. It shall be unlawful to erect or put up any flexible, moving or fluttering banners, flags, balloons or other devices to attract attention, except cloth flags (including American flags), cloth or plastic banners or latex balloons to advertise any commercial or noncommercial activity for a maximum of five days per promotion in any single calendar month in business and industrial districts. The person or business erecting or putting up such displays shall notify the zoning administrator in writing at least three business days prior to erecting or putting up such displays on forms provided by the department of community development. No permit or fee shall be required for such displays. In any business or industrial district except the B-2 central commercial district such displays shall not be erected or put up within ten feet of the public right-of-way or in a way which is distracting to persons operating motor vehicles on public streets. Any violation of this provision shall be punishable by a fine not to exceed \$100.00.

General Sign Area - Computation Methodology
Sum of Shaded Areas Only Represents Sign Area

Signs constructed with panels or cabinets



Sign structures

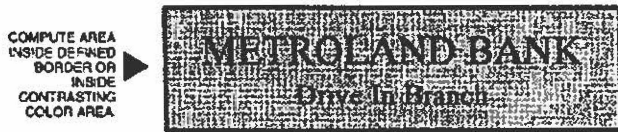


General Sign Area - Computation Methodology

Sum of Shaded Areas Only Represents Sign Area for Code Compliance Purposes

Signs consisting of individual letters, elements, or logos placed on building walls or structures.





COMPUTE SUM OF AREAS OF INDIVIDUAL ELEMENTS ON WALL OR STRUCTURE



IN COMPUTING AREA FOR UPPER AND LOWER CASE LETTERING INCLUDE ASCENDERS OR DESCENDERS, BUT NOT BOTH. CALCULATE SUPER ASCENDERS SEPARATELY AS INDICATED.

9.9-

Temporary banners over streets. The zoning administrator may permit the hanging, stringing or placing of banners made of cloth or other material not less than 25 feet above the surface of the street for a period not exceeding ten days and expressly advertising an upcoming and dated event.

E.(e)

[Reserved]

E.(d)

Signs in residential districts.

1.(4)

All tourist and bed and breakfast signs in residential zoning districts shall be constructed so that no portion of such signs shall be closer than seven feet from the owner's property line and the top of such signs no more than six feet above the average ground level of the yard. Every such sign shall be affixed to a single upright post or posts, a wall, fence or monument with and an advertising area of no more than eight square feet. No electric

Formatted: Font: Bold
Formatted: Font: Bold

or neon signs shall be permitted, and not more than two incandescent bulbs of 25 watts or less shall be used to illuminate the sign. No more than one such sign shall be permitted at each residence.

2.(2)

Home occupation signs in residential districts shall be permitted as set forth in the definition of home occupations in article XXIX of this appendix.

(3) 3.

All signs for all other nonresidential uses surrounded by predominantly residential uses in residential zoning districts shall comply with the provisions of subsection 22 3(bB) except that the maximum sign area shall be 32 square feet per face and the maximum height shall be seven (7) 12 feet above the average ground level.

(e) G.

Real estate signs.

1.(4)

Real estate signs are signs advertising the sale, lease or rental of real property. The term open-house shall mean the showing of real estate which is for sale, lease or rental by the real estate brokers and agents who are involved directly or indirectly in the sale of real estate in the City of Franklin.

2.(2)

All real estate signs shall be located only on the property which is for sale, except for open-house directional signs.

3.(3)

All real estate signs advertising residential property for sale or lease must be nonilluminated and not exceed eight square feet in sign area per sign face.

4.(4)

All real estate signs advertising property other than residential property shall not exceed 32 square feet in sign area per sign face, and shall not be located in any residential zone.

5.(5)

No real estate sign shall be placed within less than eight feet from the edge of the pavement of any public street or one-third of the distance between the pavement of any public street and the residence or building in those instances where the residence or building is less than 24 feet from the edge of the pavement of any public street. No real estate sign or open house directional sign shall be placed on any city right-of-way.

6.(6)

No permits and no fees shall be required for real estate signs.

Formatted: Font: Bold
Formatted: Font: Bold

7.(7)

There shall be no more than one real estate sign advertising a single tract for sale or lease on each street frontage.

8.(8)

In a subdivision which contains five lots or more, a real estate sign not exceeding 32 square feet may be placed in the subdivision or at the entrance to the subdivision advertising said property for sale or lease. Such subdivision signs shall apply only to the initial sale of lots within the subdivision and shall be allowed to remain for not more than 24 months or until 80% of the lots are sold.

9.(9)

Directional Real Estate Signs: A directional real estate sign (hereinafter referred to as "directional signs") is a temporary sign informing the public that property is available for examination for sale or lease purposes. Only generic directional real estate signs as described below shall be displayed on property.

a.

The number, size and placement of directional real estate signs: A generic nonadvertising directional sign displaying an arrow shall not exceed 9 inches by 24 inches and shall be affixed to a single wood, vinyl or metal pole. With permission from the landowner only one generic directional sign per direction is allowed at any intersection with a total not to exceed 4 signs per intersection and no more than one directional sign per property. Placement of the signs is limited to intersections only and will not be permitted in medians, parkway strips, slopes, etc. Signs are not permitted on public property or in the public right-of-way. Signs shall not be installed in a manner that creates a hazard to traffic or pedestrians. Placement of generic directional signs must be 2 feet from the edge of the roadway/edge of sidewalk for safety purposes. No flags, pennants, balloons, or other attention-attracting devices shall be displayed.

10.(10)

Off premises real estate signs advertising the sale, lease or rental of property shall be allowed in conjunction with an open-house showing only and shall be limited to eight square feet in size. All other off premises signs except for open-house directional signs as set forth above shall be prohibited. Open-house directional signs shall not be displayed for more than 72 consecutive hours and shall be located only in residential zones.

11.(11)

Construction signs. A construction sign not exceeding 32 square feet may be permitted on any lot if erected not more than 30 days prior to construction. It must be removed within 30 days after completion of construction.

Formatted: Font: Bold

Formatted: Font: Bold

1
~~(4)~~

Sales Office and Model Home Signs. Sales office and model home signs (signs identifying a developer's sales office/model home sites) are subject to the following:

Formatted: Justified

a.

Signs shall not exceed a maximum size of 32 square feet.

b.

Signs shall ~~be not~~ exceed a maximum height of ~~seven (7)~~ 6-feet.

Formatted: Not Highlight

c.

No signs shall be illuminated between the hours of 10:00 p.m. and 7:00 a.m.

d.

Only one sign advertising a model home may be permitted per builder in the subdivision.

e.

Sign must be located on the site of the model home/sales office and shall be set back a minimum of ~~eight (8)~~ ~~ten (10)~~ feet from the public right of way.

Formatted: Not Highlight

f.

Model home sign shall be allowed only after a certificate of occupancy has been issued for the model home.

g.

No sign may be erected for more than two years.

h.

Signs shall meet all requirements of this Article of the City Zoning Ordinance, including permitting requirements.

I.(g)

Bench signs. It is unlawful to erect or maintain a sign on a bench or other exterior furniture under this ordinance.

Formatted: Font: Bold

Formatted: Font: Bold

J.(h)

Window signs. Window signage which identifies or advertises community activities, services, goods or products available within the building is permitted in areas zoned for business or industrial use. Such window signage shall not obstruct more than 30 percent of each window area located on the ground floor of the building. For computation of area,

Formatted: Font: Bold

Formatted: Font: Bold

window panels separated by muntins or mullions shall be considered as one continuous windowpane. Window signs shall not be assessed as wall signs.

K.(f)

Garage/yard sale signs. One garage or yard sale sign having a surface area not exceeding six square feet may be displayed for a single time period not longer than five days in any six-month period. No signs advertising a garage or yard sale shall be placed on any property other than that of the residence of the person conducting such a sale.

Formatted: Font: Bold

Formatted: Font: Bold

L.(f)

Special purpose signs.

1.(1)

Theater signs. In addition to the signs otherwise permitted by this section, a theater shall be permitted a changeable message sign, the surface area of which shall not exceed 64 square feet. Any building in which is located two or more theaters shall be permitted an extra 16 square feet of surface area per additional theater.

Formatted: Font: Bold

Formatted: Font: Bold

2.(2)

Gasoline price displays. In addition to the signs otherwise permitted by this section, gasoline stations shall be permitted to erect and maintain up to two changeable message signs not to exceed 12 square feet on each face or one changeable message sign not to exceed 24 square feet per face for the purpose of displaying gasoline prices. Notwithstanding any other provision contained in this section, such signs may be affixed to the structure of a pole sign on the property.

3.(3)

Menu signs for drive-through restaurants. In addition to the signs otherwise permitted by this section, a drive-through restaurant shall be permitted one menu sign placed in proximity to the drive-through lane for the purpose of ordering. Such sign shall be positioned at least 40 feet from any street right-of-way or residentially zoned property and shall have a surface area not exceeding 36 square feet.

4.(4)

Directory signs. In addition to the signs permitted by this section, free standing directory signs with a maximum height of 40 inches, a maximum width of 30 inches and a maximum tenant identification area of four inches by 30 inches for identification of tenants located in a building or buildings having more than one entrance for customers. Such signs shall be located in or at the parking area or between the parking area and the building entrance of the tenants being identified and shall not intrude upon any handicap accessible parking area or route, fire lane or utility easement.

M.(k)

Formatted: Font: Bold

Formatted: Font: Bold

Political signs. Political signs shall be allowed only for a period commencing 90 days prior to any election and removed five days subsequent to the election in any zoning district. Such signs shall conform to the size requirement of real estate signs in the district in which they are located. Such signs shall not be affixed to utility poles or trees or placed on public property or public rights-of-way and not cause a visual obstruction at intersections in accordance with § 22.3(n)(1).

N.(4).

Signs on motor vehicles.

(1) 1.

Signs attached to the exterior of a motor vehicle or painted on to a motor vehicle parked on or beside a public street for the sole purpose of advertising are prohibited.

Formatted: Font: Bold
Formatted: Font: Bold

O.(m).

Signs to announce business openings. Within any commercial or industrial district, one sign may be placed on the property to announce the opening of one or more businesses located on the property. Such sign shall not be larger than 32 square feet in size and shall not remain on the property for more than a 30-day period.

Formatted: Font: Bold
Formatted: Font: Bold

P.(n).

Use of signs or other advertising matter near intersections.

1.(4)

Signs or other advertising matter as regulated by this section erected at the intersection of any streets or in the right-of-way in such a manner as to obstruct free and clear vision are prohibited. Furthermore, signs or advertising matter which by reason of the position, shape, or color interfere with or obstruct the view of any authorized traffic sign, signal or device, are also prohibited. At all public street intersections, there shall be no sign erected between the heights of three (3) feet and ten (10) feet and no obstruction to vision between those heights other than a single post or column which does not exceed twelve (12) inches in its greatest cross sectional dimension, within the visibility triangle formed by the lot lines on the street side of such lot and a diagonal line joining points on such lot lines at distances from the point of their intersection as set forth in the following table and as shown in the graphic below.

Formatted: Font: Bold
Formatted: Font: Bold

Size of Unobstructed Sight Triangle at Corner Lots, Public Streets and Driveways

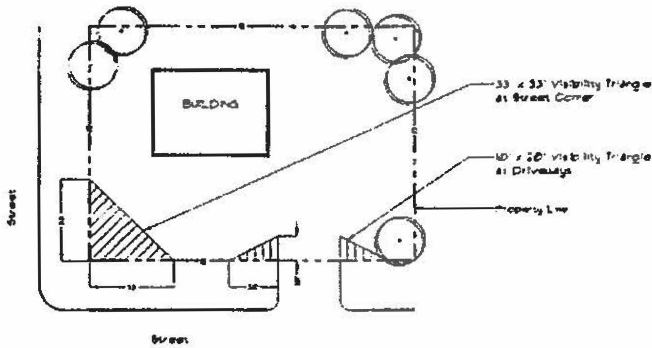
Classification of Intersecting Public Streets*	Distance Measured Along Each Street (Dimension "X" In Graphic Below)
Local-Local	20'
Local-Collector	33'
Collector-Collector	33'

Size of Unobstructed Sight Triangle at Corner Lots, Public Streets and Driveways

Classification of Intersecting Public Streets*	Distance Measured Along Each Street (Dimension "X" In Graphic Below)
Collector-Arterial	33'
Arterial-Arterial	33'
Arterial-Local	33' along arterial street (principal or minor) 15' along local street
Any Public Street — Driveway	33' along arterial street (principal or minor) 15' along local street 10' perpendicular to street

* As defined in the City of Franklin Zoning Ordinance and VDOT 2020 Transportation Plan

SIGNS WHICH INTERFERE WITH VISIBILITY AT STREET INTERSECTIONS OR DRIVEWAYS



2.(2)

Unshielded illuminated devices that produce glare or are a hazard to motorists are prohibited.

Q.(e)

Signs resembling traffic controls. Lights and signs that resemble any traffic control device, official traffic control signs, or emergency vehicle markings are prohibited. Signs which make use of the words "stop," "look," "danger," or any other word, phrase, symbol or character in such a manner as to interfere with or mislead or confuse vehicular traffic shall not be allowed.

Formatted: Font: Bold
Formatted: Font: Bold

(p)R.

Abandoned signs.

(+)1.

Formatted: Font: Bold
Formatted: Font: Bold

Any sign that is located on property which becomes vacant and unoccupied, pertains to a business which does not maintain a current and valid business license or pertains to a time or event that has passed, shall deemed to have been abandoned.

2.(2)

Before a sign which has been abandoned for two years or more may be put into use it must be brought into compliance with this article.

S.(g)

Advertising signs at public athletic fields. Advertising signs not exceeding 48 square feet in area facing inward toward athletic fields may be fastened to, but not obtrude over, interior athletic field fences of public baseball, softball and track fields and end zone fences of public football fields. Such signs may not be placed on fences in a way which prevents spectators from having an unobstructed view of athletic events.

Formatted: Font: Bold
Formatted: Font: Bold

I.(r)

Marquees, canopies and awnings.

1.(4)

Restrictions for marquee signs. Signs on marquees shall be considered wall signs and shall be subject to the requirements established for wall signs.

Formatted: Font: Bold
Formatted: Font: Bold

2.(2)

Restrictions for canopies and awnings.

a.

Signs on canopies and awnings shall be considered wall signs and shall be subject to the requirements established for wall signs. However, lettering which does not exceed seven inches in height which is displayed on the edge of a canopy or awning hanging perpendicular to the ground shall not be counted against the allowable signable area of a wall frontage.

b.

No portion of any canopy or awning shall be less than eight feet above the level of the sidewalk or other surface over which it projects.

c.

Awning signs may be illuminated indirectly or internally.

(s) U.

Formatted: Font: Bold
Formatted: Font: Bold

Pedestrian signs.

1.(1)

A pedestrian sign is a sign intended primarily for viewing by pedestrian traffic, displayed as a wall or window sign, and containing information including the following and other similar information: suite numbers; instructions regarding operation of doors; names of accepted credit companies; and hours of operation.

2.(2)

Pedestrian signs shall not be counted as part of wall or window signable area.

3.(3)

The height of pedestrian sign lettering or symbols shall not exceed four inches.

§ 22.4 Administrative provisions.

(a) A.

Permits, inspections, etc.

1.(1)

Permit required. It shall be unlawful to erect, alter or relocate any sign without first obtaining a sign permit from the zoning administrator unless the sign is exempt under subsection 22.4(d) of this section.

When a sign permit has been issued, it shall be unlawful to change, modify, alter, or otherwise deviate from the terms or conditions of said permit without prior approval of the zoning administrator. A written record of such approval shall be entered upon the original permit application and maintained in the files of the zoning administrator.

(2) 2.

Application. In order to obtain a permit to erect, alter or relocate any sign under the provisions of this section, an applicant therefore shall submit to the zoning administrator a sign permit application which shall set forth in writing a complete description of the proposed sign including:

a.

The name, address, and telephone number of the owner or persons entitled to possession of the sign and of the sign contractor or erector.

b.

The location by street address of the proposed sign structure.

Formatted: Font: Bold
Formatted: Font: Bold
Formatted: Font: Bold
Formatted: Font: Bold

c.

Complete information as required on application forms provided by the zoning administrator including a site plan and elevation drawings of the proposed sign, and such other data as are pertinent to the application.

d.

Plans indicating the scope and structural detail of the work to be done, including details of all connections, guy lines, supports and footings, materials to be used, and electrical plans if sign is to be electrified.

Each application shall contain an agreement to indemnify and hold the city harmless for all damages, demands or expenses of every character which may in any manner be caused by the erection of the sign.

3.(3)

Issuance of permit if application in order. It shall be the duty of the zoning administrator, upon receipt of a completed application for a sign permit, to examine such plans and specifications and other data and, if the proposed structure is in compliance with the requirements of this section and all other applicable provisions of this Code, to issue to the applicant a written permit evidencing the applicant's compliance therewith. Issuance of the permit shall in no way prevent the zoning administrator or designated representative from later declaring said sign to be nonconforming if upon further review of information submitted with the application it is found that the data submitted is incorrect or if the sign is not built in accordance with specifications of plans submitted.

4.(4)

Permit duration. A sign permit shall become null and void if the sign for which the permit was issued has not been completed within a period of six months after the date of issuance.

5.(5)

Inspection. All signs for which a permit is required by this section shall be inspected by the zoning administrator or designated representative.

6.(6)

Revocation. The zoning administrator is hereby authorized and empowered to revoke any permit issued upon failure of the holder thereof to comply with the provisions of this section within 30 days after notification in writing.

(7)7.

Permit fees. Before any permit is issued under the provisions of this section, the applicant shall pay the applicable sign permit fee and a zoning certificate fee.

8.(8)

Interpretation. Any sign which may be classified within more than one sign category shall be classified within the most restrictive category

9.(9)

Maintenance and repair. All signs and sign structures shall maintain the following standards of structural repair and visual appearance. All structural and nonstructural components must be positioned and secured in accordance with approved plans for the sign. Any apparently deteriorated, damaged, or weakened components shall be promptly repaired or replaced. All lettering, advertising copy and painted surfaces must be free of chipping, peeling, and fading detectable within three hundred feet of the sign. Components composed of plastic, acrylic, and other artificial compositions must be free of cracks, holes, buckling, or any other condition affecting the strength and stability of the component. Electrical signs must be maintained in working order. Minimum maintenance requirements for electrical signs and electrical systems include but are not limited to: prompt removal and replacement of all defective bulbs, tubes, neon light segments, damaged or deteriorated electrical wiring, and malfunctioning control devices and related circuitry. If Community Development personnel determine that these standards have not been met, notice shall be given of specific defects and reasonable time for correction. Failure to comply with such notice shall constitute a violation of the Virginia Uniform Statewide Building Code/Virginia Maintenance Code and may require removal of the sign and sign structure

B.(b)

Penalties.

1.(1)

Any person who shall violate any of the provisions of this section shall upon conviction thereof, be punished by a fine of not more than \$100.00.

2.(2)

Each day such violation continues after written notification from the zoning administrator shall constitute a separate offense

Formatted: Font: Bold
Formatted: Font: Bold

(c)C.

Administrative appeals process. An appeal may be taken to the board of zoning appeals as outlined in § 27.6 of this ordinance when it is alleged that there is error in any

Formatted: Font: Bold
Formatted: Font: Bold
Formatted: Font: Bold

order, requirement, decision, determination, or interpretation of the zoning administrator or other designated representative in administering this section.

~~(d) D.~~

Signage not requiring a permit. Except as otherwise provided, the following on-site signs are exempt from the provisions of this section and may be erected without securing a permit, subject however, to meeting all other applicable provisions of this section and other chapters of this Code.

Formatted: Font: Bold

Formatted: Font: Bold

Formatted: Font: Bold

~~(1) 1.~~

One professional name plate attached to the building not exceeding three square feet in area.

~~2.(2)~~

Any flag of the United States of America, the State of Virginia, the City of Franklin and flags not exceeding 15 square feet in size of any other governmental entity any religious or fraternal organization or seasonal flags.

~~3(3)~~

Decorative flags and bunting for a city-wide celebration, conventions, and commemorations when authorized by the zoning administrator for a one-week period.

~~4.(4)~~

Holiday lights and decorations.

~~5.(5)~~

Memorial or historic tablets, information as to the name of the building, date of erection, special description or other material of historic interest, when cut into a masonry surface or constructed of bronze or other similar material and not exceeding six square feet.

~~6.(6)~~

Nonadvertising directional signs or symbols (e.g. entrance, exit, caution, slow, no trespassing) located on and pertaining to a parcel of real private property, not to exceed two square feet in area.

~~7.(7)~~

Identification signs at the entrance drive of residences and farms which do not exceed two square feet in area.

~~(8) 8.~~

Window signs which identify or advertise the business which occupies the premises, community activities, services, goods, or products available within the building, and which collectively cover 30 percent or less of the window glass surface area.

~~(9)~~-9.

Signs incorporated on machinery or equipment at the manufacturer's or distributor's level, which identify or advertise only the product or service dispensed by the machine or equipment, such as signs customarily affixed to vending machines, newspaper racks, telephone booths, and gasoline pumps.

~~(10)~~-10.

Warning signs. "No Soliciting," "No Trespassing," "Beware of Dog," and similarly worded warning signs which have a surface area not exceeding two square feet.

11.~~(11)~~

Occupant signs. One sign displaying the occupant's name may be placed on each residential dwelling unit, the surface area of which shall not exceed two square feet.

~~(12)~~-12.

Real estate signs as set forth in subsection 22.3(e) except for real estate signs advertising nonresidential property which requires a zoning certificate.

~~(13)~~-13.

One garage or yard sale sign having a surface area not exceeding six square feet.

~~(14)~~-14.

Publicly owned and maintained directional or regulatory signage or symbols.

~~(15)~~-15.

Signs announcing business openings.

16.~~(16)~~

Construction signs.

17.~~(17)~~

Political signs.

18.~~(18)~~

Signs on motor vehicle.

~~(19)~~-19.

Advertising signs at public athletic fields.

Adopted this _____ day of _____, 2021.

Frank M. Rabil, Mayor

Leesa Livesay, Clerk

Approved as to Form:

Vivian Seay Giles, City Attorney

An Ordinance to Amend and Reenact the Franklin City Code by Amending and Reenacting Appendix D, Zoning Ordinance, Article XXII. Signs.

WHEREAS, the City Council of Franklin, Virginia, has the legislative authority to make reasonable changes to the ordinances that govern the orderly growth and development of the City of Franklin; and

WHEREAS, the Franklin City Council is concerned about the type and placement of signs for the continued attractiveness of the community while recognizing the need to enable the public to locate goods, services, and facilities without difficulty and confusion, and while protecting the health, safety, and general welfare of present and future residents and businesses of the City.

NOW, THEREFORE, BE IT ORDAINED by the Franklin City Council that Appendix D, Zoning Ordinance, Article XXII. Signs be amended and reenacted as follows:

ARTICLE XXII. Signs

(Amended by Ord. of 6-22-1998; Ord. of 9-9-2002; 3-26-2007; 8-23-2020; 6-14-2021??)

§ 22.1 Purpose.

A.

It is hereby determined that the regulation of the location, size, placement, and certain features of signs is necessary to enable the public to locate goods, services, and facilities without difficulty and confusion, to prevent wasteful use of natural resources in competition among businesses for attention, to prevent hazards to life and property, to assure the continued attractiveness of the community, and to protect property values.

B.

It is the purpose of this section to coordinate the type and placement of signs within the different land use zones; to recognize the commercial communication requirements of all sectors of the business community; to facilitate maintenance; to allow for special purpose signs; and to guarantee equal treatment under the law through accurate recordkeeping and consistent enforcement. These things shall be accomplished by regulation of the posting, displaying, erection, use and maintenance of signs. No sign shall be permitted as either a main or accessory use except in accordance with the provisions of this section. It is further determined that signs which are not lawfully erected or maintained under the

provisions hereof are not consistent with customary sign usage, are an abuse thereof, and are an unwarranted invasion of the rights of legitimate business interests and of the public.

C.

The regulations for signs have the following specific objectives:

1.

To ensure that signs are designed, constructed, installed, and maintained so that the public safety is protected and traffic safety is maintained;

2.

To allow and promote positive conditions for sign communication while at the same time promoting an attractive business environment;

3.

To reflect and support the desired character and development patterns of the Comprehensive Plan and the various zoning districts;

4.

To allow for adequate, effective, and aesthetic signs in commercial and industrial zones and prevent over concentration of signage; and

5.

To ensure that the constitutionally guaranteed right of free speech is protected.

§ 22.2 In general.

A.

Injuring, installing or removing handbills or public notices. It shall be unlawful for any person to put up, pull down, write on, cut or otherwise injure or deface any handbill or other public notice of any kind posted on any public bulletin board without the consent and permission of the property owner.

B.

Affixing advertisements to trees, utility poles and street signs. No person shall in any manner affix any advertisement, handbill or other public notice to any publicly owned tree, utility pole, traffic or street sign or pole or in any manner injure the same. Any city employee may, at the direction of his or her immediate supervisor, remove and discard such advertisements.

C.

Existing nonconforming signs. Any sign valid under the laws of the State of Virginia and the City of Franklin in place and in use prior to October 10, 1989 shall be exempt from the provisions of this section until such time as said signage is structurally altered, enlarged, changed in shape, moved or replaced. This exemption does not apply to window signs or portable signs in business areas.

§ 22.3 Sign standards.

A.

Definitions and advertising permitted.

1.

Business Entity: Any trade, business or operation that provides goods or services to other trades, businesses, operations or the general public. Business entities within one building are considered separate if:

a.

Each entity has a separate Federal Identification Number; and

b.

Each entity has a distinct trademarked name or logo;

2.

Public Access Easement; Property that grants an easement to allow the public, vehicular and pedestrian access over a parcel of land owned by an individual or entity to gain access to other adjoining properties.

3.

A sign is any word, numeral, figure, design, trademark, logo, flag, pennant, twirler, light, banner, display or other device of any kind which whether single or in any combination, is used to attract attention, direct, identify, inform, persuade, advertise or for the purpose of visually attracting attention of the public while viewing the same from outdoors.

4.

A window sign is a sign installed or maintained inside a window for the purpose of viewing from the outside the premises. This term shall not include merchandise located in the window.

5.

No exterior sign shall advertise a service, product, business, activity or institution which is offered, sold, carried on, produced or manufactured elsewhere than on the premises

where such sign is located except for signs not exceeding 32 square feet in area advertising activities such as fund raising by nonprofit organizations such as churches, schools, civic groups, YMCA and similar entities, which signs may be erected for no more than 30 days prior to such activities and which must be removed within 30 days after such activities have ceased.

6.

The content or advertising message carried by signs hereafter erected on any premises shall be limited to one of the following:

a.

The identification of a building or its owners or occupants.

b.

Information concerning any lawful business-related activities carried on at the premises or goods or services offered thereon.

c.

Information concerning any lawful nonbusiness or nonprofit activities carried on at the premises.

d.

Information concerning the sale or lease of the premises.

e.

On-site traffic and directional information.

B.

Signs in all zoning districts. In all zoning districts the erection and display of all signs shall be governed by and shall conform to the following regulations:

1.

Private dwellings. Private dwellings in any nonresidential district used to accommodate tourists, and for home occupations, shall be considered residential and any signs shall conform in all respects to the requirements of subsection 22.3(F).

2.

Maximum area; height of bottom edge above street, etc., maximum projection over sidewalk, etc. Every sign erected from and after July 1, 1992 except as provided in subsection 22.3(F) shall comply with the following:

a.

Freestanding signs.

1.

A freestanding sign is a sign supported by upright structural members, braces, or ground anchorage and not attached to a building.

2.

The maximum sign area for any freestanding sign shall be 64 square feet per face except that the maximum sign area for a freestanding sign for an industrial park of ten acres or more in an M-2 Heavy Industrial District shall be 160 square feet per face. Such larger industrial park sign shall be set back at least 50 feet from a public street. The maximum height of a freestanding sign shall be 20 feet, except that there shall be no maximum height for the American flag, the State of Virginia flag or any other governmental flag. Notwithstanding having no height restriction, such flags shall not encroach on any city utility easement and shall not obstruct vision in a way which endangers public safety. A freestanding sign shall not project beyond the property line of the owner thereof.

3.

No more than one freestanding sign shall be permitted on a lot,

Landscaping similar to that surrounding the building shall extend a minimum of three (3) feet around the perimeter of the sign base of all signs.

4.

Business Park and Shopping Center and Signs.

[Amended 3-25-2013 by Ord. No. 12-2013]

a.

One (1) business park or shopping center sign is allowed. The sign shall be freestanding and shall be encased in a structure architecturally similar to that of the main building. The maximum area of the sign shall be one hundred and fifty (150) square feet limited in height to 25 feet. The Business Park or shopping center sign may only display the business park or shopping center name and a list of the tenants. Individual shops may have building mounted signs in accordance with § 22.3(C) Building Mounted Signs. Individual freestanding signs for individual business park or shopping center tenants shall not be permitted. Where a business park or shopping center or sign is used, no other frontage signs will be allowed.

b.

Any outparcel within the business park or shopping center boundaries may have a monument sign in addition to their building mounted sign. All monument signs shall have a maximum height of seven (7) feet with a maximum area of 50 square feet and shall be landscaped and architecturally similar to the surrounding buildings.

5.

Freestanding business or commercial signs shall be located on the lot on which the business is located, except that contiguous properties under the same ownership, may be considered as one lot for the purpose of this section.

6.

All portions of every freestanding sign must be erected at least eight feet from a city right of way or other public property and may not be erected in such a manner as to interfere with a city or public utility easement.

7.

ROUTE 58 CORRIDOR HIGH-RISE SIGN

An on-premise freestanding sign that is located on any parcel of land zoned B-3 General Business or Industrial with any part of the parcel located within 500 feet of the Route 58 by-pass right of way within the cooperate limits of the City of Franklin. These signs shall be permitted for businesses and developments for the purpose of attracting non-local traffic from the by-pass. Such signs shall be allowed within the cooperate limits of the City. Route 58 corridor high-rise signs shall be allowed when the following requirements are met:

[Added 3-25-2013 by Ord. No. 10-2013; amended 3-25-2013 by Ord. No. 11-2013]

a.

There shall be no more than (1) high-rise sign structure per parcel.

b.

All parcels shall be three (3) acres or larger in size.

c.

The high-rise sign structure shall have no more than (4) individual signs.

d.

The maximum sign height shall be 190 feet and.

e.

The high-rise signs shall observe a setback requirement of twenty (20) feet from all street right of way or lot boundary lines. However, there shall be no setback from the Route 58 by-pass right of way.

f.

Route 58 corridor high-rise signs shall be located no closer than 200 feet from a residentially zoned property.

g.

If a high-rise sign is utilized, only one other freestanding monument ground sign will be allowed in accordance with § 22.3(b)(2)(a)(4).

h.

Directional signs for internal traffic circulation shall be allowed so as not obstruct sign vision at intersections within a public way.

i.

All Route 58 Gateway high-rise signs shall comply with all other local, state and federal regulations.

1.

The zoning administration shall interpret the above requirements of the definition for Route 58 corridor high-rise sign locations for close proximity to residentially zoned property, the Route 58 by pass and to each other in keeping with the purpose and intent of this article under the following circumstances:

a. The site is exceptionally narrow or shallow, has an odd size, shape or topography or is otherwise unusual in physical dimension.

b. There exists a unique relationship to adjacent properties or properties in the general vicinity.

C.

Building mounted signs.

1.

A building mounted sign is a sign which is visible from a public street or place and which is attached to or derives its major support from a wall, roof or fence and includes, but is not limited to, the following: an awning sign, canopy sign, marquee sign, projecting sign, roof sign, fence sign and wall sign. Signs painted on exterior building walls shall be considered building mounted signs. Sign area of building mounted signs shall be measured within a continuous perimeter enclosing the entire display face of the sign, including background, framing, trim, molding and other borders, but excluding supports and uprights unless such supports or uprights are designed as an integral part of the display for the purpose of illustration or attraction or unless they are illuminated. Where a sign consists of two identical parallel faces which are set back to back and located not

more than 24 inches from each other, only one side of such sign shall be used in computing the area. The area of signs with more than two faces, or with faces which are not parallel or not within the same plane with each other shall be the sum of the area of all the sign faces. The area of a cylindrical sign shall be computed by multiplying one-half the circumference by the height of the sign. Where individual letters, characters or figures are mounted using a building facade as a background, the area of such sign shall be determined by computing the sum of the area within the outer perimeter of each individual character or figure comprising the total message, symbol or advertisement. Computational methodology to determine sign area is set forth below this section in figures (1) and (2).

2.

The maximum sign area for building mounted signs shall not exceed one square foot of building mounted sign area for each lineal foot of building frontage facing a public street or a public access easement not to exceed a total of 100 square feet in area facing each public street, except that no sign shall be required to be less than 15 square feet in area. For buildings housing more than one tenant, the sign area for each tenant shall be considered separately, but the total square footage may not exceed the standard set forth hereinabove.

a.

The maximum sign area for building mounted signs located in the "Downtown Service Tax District" as designated in § 27-136 of the City Code shall not exceed two square feet of building mounted sign area for each lineal foot of building frontage facing a public street or a public access easement not to exceed a total of 100 square feet in area facing each public street, except that no sign shall be required to be less than 15 square feet in area. For buildings housing more than one tenant, the sign area for each tenant shall be considered separately, but the total square footage may not exceed the standard set forth hereinabove.

3.

Where building frontage is on more than one public street or a public access easement, the frontage on the sides of the building facing the public streets or public access easements shall be used to calculate the permitted sign area for that particular building front.

4.

Where the rear of the building faces a parking lot, additional signage shall be allowed on the rear of the building, not to exceed one square foot of building mounted sign area for each lineal foot of building width facing the parking lot, not to exceed a total of 100 square feet in area, except that no sign area shall be required to be less than 15 square feet in

area. For buildings housing more than one tenant, the sign area for each tenant shall be considered separately, but the total square footage may not exceed the standard set forth hereinabove.

5.

In all zoning districts the maximum square footage of building mounted signs set forth in b. and d. above may be increased by .25 square foot for each lineal foot of building frontage in excess of one hundred (100) lineal feet.

6.

In B-3, M-1 and M-2 zoning districts, if a building frontage facing a public street towards which a sign is oriented is more than one hundred (100) linear feet, the square footage area of signs may be increased as follows:

a.

If the building is 100 feet or more but less than 150 feet from the street — an increase of 25 percent (up to 125 square feet).

b.

If the building is 150 feet or more but less than 200 feet from the street — an increase of 50 percent (up to 150 square feet).

c.

If the building is 200 feet or more but less than 250 feet from the street — an increase of 75 percent (up to 175 square feet).

d.

If the building is 250 feet or more but less than 500 feet from the street — an increase of 100 percent (up to 200 square feet).

e.

If the building is 500 feet or more but less than 1,000 feet from the street — an increase of 150 percent (up to 250 square feet).

f.

If the building is 1,000 feet or more from the street — an increase of 200 percent (up to 300 square feet).

7.

Projecting signs and signs attached to the bottom of a marquee or roof overhang shall not project more than five feet from the building front nor closer than two feet from any

curb line. The maximum size for these signs shall be 15 square feet per face, and they shall have a minimum clearance of eight feet above a public sidewalk, public street, or public alley.

D.

Portable signs.

1.

A portable sign is a sign usually of a temporary nature, not securely anchored to the ground or to a building or structure and which obtains some or all of its structural stability with respect to wind or other normally applied forces by means of geometry or character.

2.

It shall be unlawful to erect or maintain portable signs except that portable unlighted signs not exceeding four feet in height and 2 1/2 feet in width may be placed on sidewalks in front of businesses located in other than residential districts unless approved as part of a special exception or conditional use. Such portable signs shall not obstruct the means of egress from the building or any accessible route as defined by the Americans with Disabilities Act. Such signs must be maintained in good condition and removed each day by the close of business, in inclement weather or in extremely windy conditions.

3.

Flashing signs and lights outlining exteriors of a building: It shall be unlawful to erect or maintain any lighted sign on an intermittent or flashing circuit. It is also unlawful to outline the exterior of any buildings with lights — except during governmentally recognized holidays, holiday seasons and city celebrations when authorized by the zoning administrator. Time, temperature and stock quotation signs are not to be considered flashing signs.

4.

Revolving and/or moving signs: It shall be unlawful to erect or maintain a revolving or otherwise moving sign.

5.

Externally illuminated signs: Not more than two bulbs per face, which shall be white light, shall be used to illuminate any externally illuminated sign and these bulbs shall each be of a capacity not exceeding 200 watts.

6.

Bulbs: Bulbs used on signs shall be only white in color.

7.

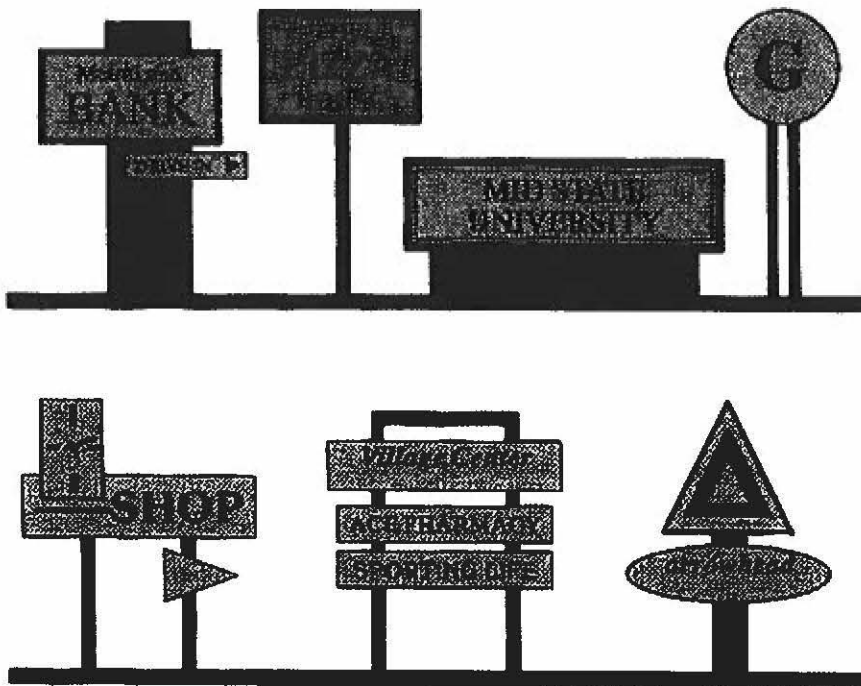
Roof signs: A roof sign is any sign which is erected, constructed and maintained above the roof of the building. It shall be unlawful to erect or maintain a roof sign except for holiday decorations.

8.

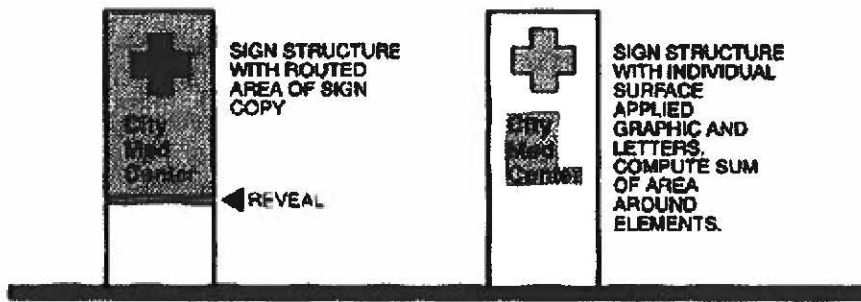
Flexible, moving or fluttering signs or other devices to attract attention. It shall be unlawful to erect or put up any flexible, moving or fluttering banners, flags, balloons or other devices to attract attention, except cloth flags (including American flags), cloth or plastic banners or latex balloons to advertise any commercial or noncommercial activity for a maximum of five days per promotion in any single calendar month in business and industrial districts. The person or business erecting or putting up such displays shall notify the zoning administrator in writing at least three business days prior to erecting or putting up such displays on forms provided by the department of community development. No permit or fee shall be required for such displays. In any business or industrial district except the B-2 central commercial district such displays shall not be erected or put up within ten feet of the public right-of-way or in a way which is distracting to persons operating motor vehicles on public streets. Any violation of this provision shall be punishable by a fine not to exceed \$100.00.

**General Sign Area - Computation Methodology
Sum of Shaded Areas Only Represents Sign Area**

Signs constructed with panels or cabinets



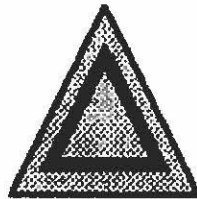
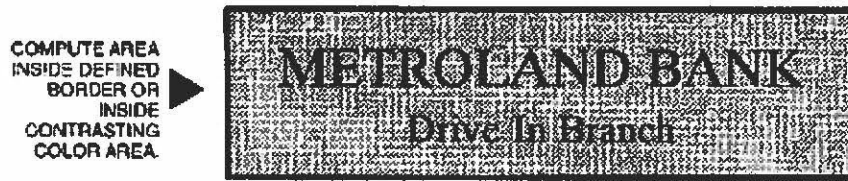
Sign structures



General Sign Area - Computation Methodology

Sum of Shaded Areas Only Represents Sign Area for Code Compliance Purposes

Signs consisting of individual letters, elements, or logos placed on building walls or structures.



COMPUTE SUM OF AREAS OF INDIVIDUAL ELEMENTS ON WALL OR STRUCTURE



IN COMPUTING AREA FOR UPPER AND LOWER CASE LETTERING, INCLUDE ASCENDERS OR DESCENDERS, BUT NOT BOTH. CALCULATE SUPER ASCENDERS SEPARATELY AS INDICATED.

Temporary banners over streets. The zoning administrator may permit the hanging, stringing or placing of banners made of cloth or other material not less than 25 feet above the surface of the street for a period not exceeding ten days and expressly advertising an upcoming and dated event.

E.

[Reserved]

F.

Signs in residential districts.

1.

All tourist and bed and breakfast signs in residential zoning districts shall be constructed so that no portion of such signs shall be closer than seven feet from the owner's property line and the top of such signs no more than six feet above the average ground level of the yard. Every such sign shall be affixed to a single upright post or posts, a wall, fence or monument with and an advertising area of no more than eight square feet. No electric or neon signs shall be permitted, and not more than two incandescent bulbs of 25 watts or less shall be used to illuminate the sign. No more than one such sign shall be permitted at each residence.

2.

Home occupation signs in residential districts shall be permitted as set forth in the definition of home occupations in article **XXIX** of this appendix.

3.

All signs for all other nonresidential uses surrounded by predominantly residential uses shall comply with the provisions of subsection 22.3(B) except that the maximum sign area shall be 32 square feet per face and the maximum height shall be seven (7) feet above the average ground level.

G.

Real estate signs.

1.

Real estate signs are signs advertising the sale, lease or rental of real property. The term open-house shall mean the showing of real estate which is for sale, lease or rental by the real estate brokers and agents who are involved directly or indirectly in the sale of real estate in the City of Franklin.

2.

All real estate signs shall be located only on the property which is for sale, except for open-house directional signs.

3.

All real estate signs advertising residential property for sale or lease must be nonilluminated and not exceed eight square feet in sign area per sign face.

4.

All real estate signs advertising property other than residential property shall not exceed 32 square feet in sign area per sign face, and shall not be located in any residential zone.

5.

No real estate sign shall be placed within less than eight feet from the edge of the pavement of any public street or one-third of the distance between the pavement of any public street and the residence or building in those instances where the residence or building is less than 24 feet from the edge of the pavement of any public street. No real estate sign or open house directional sign shall be placed on any city right-of-way.

6.

No permits and no fees shall be required for real estate signs.

7.

There shall be no more than one real estate sign advertising a single tract for sale or lease on each street frontage.

8.

In a subdivision which contains five lots or more, a real estate sign not exceeding 32 square feet may be placed in the subdivision or at the entrance to the subdivision advertising said property for sale or lease. Such subdivision signs shall apply only to the initial sale of lots within the subdivision and shall be allowed to remain for not more than 24 months or until 80% of the lots are sold.

9.

Directional Real Estate Signs: A directional real estate sign (hereinafter referred to as "directional signs") is a temporary sign informing the public that property is available for examination for sale or lease purposes. Only generic directional real estate signs as described below shall be displayed on property.

a.

The number, size and placement of directional real estate signs: A generic nonadvertising directional sign displaying an arrow shall not exceed 9 inches by 24 inches and shall be affixed to a single wood, vinyl or metal pole. With permission from the landowner only one generic directional sign per direction is allowed at any intersection with a total not to exceed 4 signs per intersection and no more than one directional sign per property. Placement of the signs is limited to intersections only and will not be permitted in medians, parkway strips, slopes, etc. Signs are not permitted on public property or in the public

right-of-way. Signs shall not be installed in a manner that creates a hazard to traffic or pedestrians. Placement of generic directional signs must be 2 feet from the edge of the roadway/edge of sidewalk for safety purposes. No flags, pennants, balloons, or other attention-attracting devices shall be displayed.

10.

Off premises real estate signs advertising the sale, lease or rental of property shall be allowed in conjunction with an open-house showing only and shall be limited to eight square feet in size. All other off premises signs except for open-house directional signs as set forth above shall be prohibited. Open-house directional signs shall not be displayed for more than 72 consecutive hours and shall be located only in residential zones.

H.

Construction signs. A construction sign not exceeding 32 square feet may be permitted on any lot if erected not more than 30 days prior to construction. It must be removed within 30 days after completion of construction.

1.

Sales Office and Model Home Signs. Sales office and model home signs (signs identifying a developer's sales office/model home sites) are subject to the following:

a.

Signs shall not exceed a maximum size of 32 square feet.

b.

Signs shall not exceed a maximum height of seven (7) feet.

c.

No signs shall be illuminated between the hours of 10:00 p.m. and 7:00 a.m.

d.

Only one sign advertising a model home may be permitted per builder in the subdivision.

e.

Sign must be located on the site of the model home/sales office and shall be set back a minimum of eight (8) feet from the public right of way.

f.

Model home sign shall be allowed only after a certificate of occupancy has been issued for the model home.

g.

No sign may be erected for more than two years.

h.

Signs shall meet all requirements of this Article of the City Zoning Ordinance, including permitting requirements.

i.

Bench signs. It is unlawful to erect or maintain a sign on a bench or other exterior furniture under this ordinance.

J.

Window signs. Window signage which identifies or advertises community activities, services, goods or products available within the building is permitted in areas zoned for business or industrial use. Such window signage shall not obstruct more than 30 percent of each window area located on the ground floor of the building. For computation of area, window panels separated by muntins or mullions shall be considered as one continuous windowpane. Window signs shall not be assessed as wall signs.

K.

Garage/yard sale signs. One garage or yard sale sign having a surface area not exceeding six square feet may be displayed for a single time period not longer than five days in any six-month period. No signs advertising a garage or yard sale shall be placed on any property other than that of the residence of the person conducting such a sale.

L.

Special purpose signs.

1.

Theater signs. In addition to the signs otherwise permitted by this section, a theater shall be permitted a changeable message sign, the surface area of which shall not exceed 64 square feet. Any building in which is located two or more theaters shall be permitted an extra 16 square feet of surface area per additional theater.

2.

Gasoline price displays. In addition to the signs otherwise permitted by this section, gasoline stations shall be permitted to erect and maintain up to two changeable message signs not to exceed 12 square feet on each face or one changeable message sign not to exceed 24 square feet per face for the purpose of displaying gasoline prices. Notwithstanding any other provision contained in this section, such signs may be affixed to the structure of a pole sign on the property.

3.

Menu signs for drive-through restaurants. In addition to the signs otherwise permitted by this section, a drive-through restaurant shall be permitted one menu sign placed in proximity to the drive-through lane for the purpose of ordering. Such sign shall be positioned at least 40 feet from any street right-of-way or residentially zoned property and shall have a surface area not exceeding 36 square feet.

4.

Directory signs. In addition to the signs permitted by this section, free standing directory signs with a maximum height of 40 inches, a maximum width of 30 inches and a maximum tenant identification area of four inches by 30 inches for identification of tenants located in a building or buildings having more than one entrance for customers. Such signs shall be located in or at the parking area or between the parking area and the building entrance of the tenants being identified and shall not intrude upon any handicap accessible parking area or route, fire lane or utility easement.

M.

Political signs. Political signs shall be allowed only for a period commencing 90 days prior to any election and removed five days subsequent to the election in any zoning district. Such signs shall conform to the size requirement of real estate signs in the district in which they are located. Such signs shall not be affixed to utility poles or trees or placed on public property or public rights-of-way and not cause a visual obstruction at intersections in accordance with § 22.3(N)(1).

N.

Signs on motor vehicles.

1.

Signs attached to the exterior of a motor vehicle or painted on to a motor vehicle parked on or beside a public street for the sole purpose of advertising are prohibited.

O.

Signs to announce business openings. Within any commercial or industrial district, one sign may be placed on the property to announce the opening of one or more businesses located on the property. Such sign shall not be larger than 32 square feet in size and shall not remain on the property for more than a 30-day period.

P.

Use of signs or other advertising matter near intersections.

1.

Signs or other advertising matter as regulated by this section erected at the intersection of any streets or in the right-of-way in such a manner as to obstruct free and clear vision are prohibited. Furthermore, signs or advertising matter which by reason of the position,

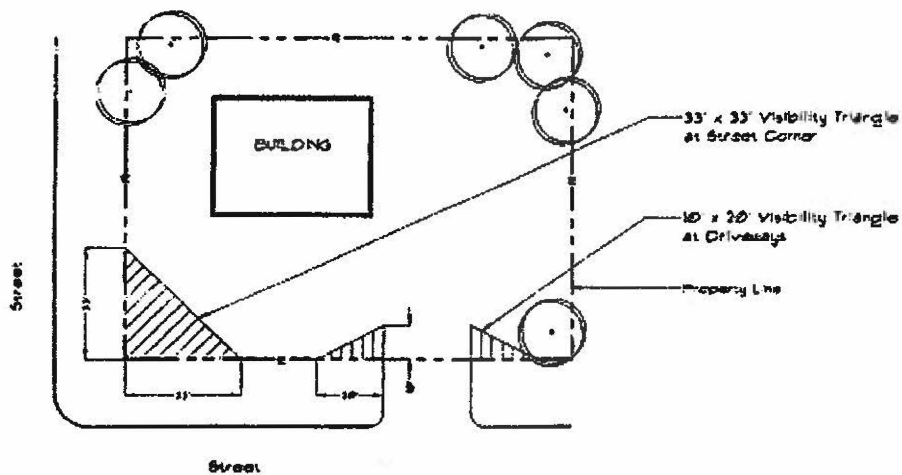
shape, or color interfere with or obstruct the view of any authorized traffic sign, signal or device, are also prohibited. At all public street intersections, there shall be no sign erected between the heights of three (3) feet and ten (10) feet and no obstruction to vision between those heights other than a single post or column which does not exceed twelve (12) inches in its greatest cross sectional dimension, within the visibility triangle formed by the lot lines on the street side of such lot and a diagonal line joining points on such lot lines at distances from the point of their intersection as set forth in the following table and as shown in the graphic below:

Size of Unobstructed Sight Triangle at Corner Lots, Public Streets and Driveways

Classification of Intersecting Public Streets*	Distance Measured Along Each Street (Dimension "X" In Graphic Below)
Local-Local	20'
Local-Collector	33'
Collector-Collector	33'
Collector-Arterial	33'
Arterial-Arterial	33'
Arterial-Local	33' along arterial street (principal or minor) 15' along local street
Any Public Street — Driveway	33' along arterial street (principal or minor) 15' along local street 10' perpendicular to street

* As defined in the City of Franklin Zoning Ordinance and VDOT 2020 Transportation Plan

SIGNS WHICH INTERFERE WITH VISIBILITY AT STREET INTERSECTIONS OR DRIVEWAYS



2.

Unshielded illuminated devices that produce glare or are a hazard to motorists are prohibited.

Q.

Signs resembling traffic controls. Lights and signs that resemble any traffic control device, official traffic control signs, or emergency vehicle markings are prohibited. Signs which make use of the words "stop," "look," "danger," or any other word, phrase, symbol or character in such a manner as to interfere with or mislead or confuse vehicular traffic shall not be allowed.

R.

Abandoned signs.

1.

Any sign that is located on property which becomes vacant and unoccupied, pertains to a business which does not maintain a current and valid business license or pertains to a time or event that has passed, shall deemed to have been abandoned.

2.

Before a sign which has been abandoned for two years or more may be put into use it must be brought into compliance with this article.

S.

Advertising signs at public athletic fields. Advertising signs not exceeding 48 square feet in area facing inward toward athletic fields may be fastened to, but not obtrude over, interior athletic field fences of public baseball, softball and track fields and end zone fences of public football fields. Such signs may not be placed on fences in a way which prevents spectators from having an unobstructed view of athletic events.

T.

Marquees, canopies and awnings.

1.

Restrictions for marquee signs. Signs on marquees shall be considered wall signs and shall be subject to the requirements established for wall signs.

2.

Restrictions for canopies and awnings.

a.

Signs on canopies and awnings shall be considered wall signs and shall be subject to the requirements established for wall signs. However, lettering which does not exceed seven inches in height which is displayed on the edge of a canopy or awning hanging perpendicular to the ground shall not be counted against the allowable signable area of a wall frontage.

b.

No portion of any canopy or awning shall be less than eight feet above the level of the sidewalk or other surface over which it projects.

c.

Awning signs may be illuminated indirectly or internally.

U.

Pedestrian signs.

1.

A pedestrian sign is a sign intended primarily for viewing by pedestrian traffic, displayed as a wall or window sign, and containing information including the following and other similar information: suite numbers; instructions regarding operation of doors; names of accepted credit companies; and hours of operation.

2.

Pedestrian signs shall not be counted as part of wall or window signable area.

3.

The height of pedestrian sign lettering or symbols shall not exceed four inches.

§ 22.4 Administrative provisions.

A.

Permits, inspections, etc.

1.

Permit required. It shall be unlawful to erect, alter or relocate any sign without first obtaining a sign permit from the zoning administrator unless the sign is exempt under subsection 22.4(d) of this section.

When a sign permit has been issued, it shall be unlawful to change, modify, alter, or otherwise deviate from the terms or conditions of said permit without prior approval of the zoning administrator. A written record of such approval shall be entered upon the original permit application and maintained in the files of the zoning administrator.

2.

Application. In order to obtain a permit to erect, alter or relocate any sign under the provisions of this section, an applicant therefore shall submit to the zoning administrator

a sign permit application which shall set forth in writing a complete description of the proposed sign including:

a.

The name, address, and telephone number of the owner or persons entitled to possession of the sign and of the sign contractor or erector.

b.

The location by street address of the proposed sign structure.

c.

Complete information as required on application forms provided by the zoning administrator including a site plan and elevation drawings of the proposed sign, and such other data as are pertinent to the application.

d.

Plans indicating the scope and structural detail of the work to be done, including details of all connections, guy lines, supports and footings, materials to be used, and electrical plans if sign is to be electrified.

Each application shall contain an agreement to indemnify and hold the city harmless for all damages, demands or expenses of every character which may in any manner be caused by the erection of the sign.

3.

Issuance of permit if application in order. It shall be the duty of the zoning administrator, upon receipt of a completed application for a sign permit, to examine such plans and specifications and other data and, if the proposed structure is in compliance with the requirements of this section and all other applicable provisions of this Code, to issue to the applicant a written permit evidencing the applicant's compliance therewith. Issuance of the permit shall in no way prevent the zoning administrator or designated representative from later declaring said sign to be nonconforming if upon further review of information submitted with the application it is found that the data submitted is incorrect or if the sign is not built in accordance with specifications of plans submitted.

4.

Permit duration. A sign permit shall become null and void if the sign for which the permit was issued has not been completed within a period of six months after the date of issuance.

5.

Inspection. All signs for which a permit is required by this section shall be inspected by the zoning administrator or designated representative.

6.

Revocation. The zoning administrator is hereby authorized and empowered to revoke any permit issued upon failure of the holder thereof to comply with the provisions of this section within 30 days after notification in writing.

7.

Permit fees. Before any permit is issued under the provisions of this section, the applicant shall pay the applicable sign permit fee and a zoning certificate fee.

8.

Interpretation. Any sign which may be classified within more than one sign category shall be classified within the most restrictive category.

9.

Maintenance and repair. All signs and sign structures shall maintain the following standards of structural repair and visual appearance. All structural and nonstructural components must be positioned and secured in accordance with approved plans for the sign. Any apparently deteriorated, damaged, or weakened components shall be promptly repaired or replaced. All lettering, advertising copy and painted surfaces must be free of chipping, peeling, and fading detectable within three hundred feet of the sign. Components composed of plastic, acrylic, and other artificial compositions must be free of cracks, holes, buckling, or any other condition affecting the strength and stability of the component. Electrical signs must be maintained in working order. Minimum maintenance requirements for electrical signs and electrical systems include but are not limited to: prompt removal and replacement of all defective bulbs, tubes, neon light segments, damaged or deteriorated electrical wiring, and malfunctioning control devices and related circuitry. If Community Development personnel determine that these standards have not been met, notice shall be given of specific defects and reasonable time for correction. Failure to comply with such notice shall constitute a violation of the Virginia Uniform Statewide Building Code/Virginia Maintenance Code and may require removal of the sign and sign structure.

B.

Penalties.

1.

Any person who shall violate any of the provisions of this section shall upon conviction thereof, be punished by a fine of not more than \$100.00.

2.

Each day such violation continues after written notification from the zoning administrator shall constitute a separate offense.

C.

Administrative appeals process. An appeal may be taken to the board of zoning appeals as outlined in § 27.6 of this ordinance when it is alleged that there is error in any order, requirement, decision, determination, or interpretation of the zoning administrator or other designated representative in administering this section.

D.

Signage not requiring a permit. Except as otherwise provided, the following on-site signs are exempt from the provisions of this section and may be erected without securing a permit, subject however, to meeting all other applicable provisions of this section and other chapters of this Code.

1.

One professional name plate attached to the building not exceeding three square feet in area.

2.

Any flag of the United States of America, the State of Virginia, the City of Franklin and flags not exceeding 15 square feet in size of any other governmental entity any religious or fraternal organization or seasonal flags.

3

Decorative flags and bunting for a city-wide celebration, conventions, and commemorations when authorized by the zoning administrator for a one-week period.

4.

Holiday lights and decorations.

5.

Memorial or historic tablets, information as to the name of the building, date of erection, special description or other material of historic interest, when cut into a masonry surface or constructed of bronze or other similar material and not exceeding six square feet.

6.

Nonadvertising directional signs or symbols (e.g. entrance, exit, caution, slow, no trespassing) located on and pertaining to a parcel of real private property, not to exceed two square feet in area.

7.

Identification signs at the entrance drive of residences and farms which do not exceed two square feet in area.

8.

Window signs which identify or advertise the business which occupies the premises, community activities, services, goods, or products available within the building, and which collectively cover 30 percent or less of the window glass surface area.

9.

Signs incorporated on machinery or equipment at the manufacturer's or distributor's level, which identify or advertise only the product or service dispensed by the machine or equipment, such as signs customarily affixed to vending machines, newspaper racks, telephone booths, and gasoline pumps.

10.

Warning signs. "No Soliciting," "No Trespassing," "Beware of Dog," and similarly worded warning signs which have a surface area not exceeding two square feet.

11.

Occupant signs. One sign displaying the occupant's name may be placed on each residential dwelling unit, the surface area of which shall not exceed two square feet.

12.

Real estate signs as set forth in subsection 22.3(e) except for real estate signs advertising nonresidential property which requires a zoning certificate.

13.

One garage or yard sale sign having a surface area not exceeding six square feet.

14.

Publicly owned and maintained directional or regulatory signage or symbols.

15.

Signs announcing business openings.

16.

Construction signs.

17.
Political signs.

18.
Signs on motor vehicle.

19.
Advertising signs at public athletic fields.

Adopted this _____ day of _____, 2021.

Frank M. Rabil, Mayor

Leesa Livesay, Clerk

Approved as to Form:

Vivian Seay Giles, City Attorney



*Office of the City Manager
Amanda C. Jarratt*

June 7, 2021

To: Franklin City Council

From: Amanda C. Jarratt, City Manager

Reference: Race Relations Committee Meeting Follow Up

Background Information

Franklin City Council and the Race Relations Committee held a joint meeting at the Franklin Business Center on May 17th. At that time the items developed by the Race Relations committee were prioritized by those members of each group in attendance. Staff is seeking direction from Council on next steps for staff.

Needed Action

Provide direction to staff.



*Office of the City Manager
Amanda C. Jarratt*

June 8, 2021

To: Franklin City Council

From: Amanda C. Jarratt, City Manager

Reference: City Manager's Report

General Updates

- The COVID-19 cases in the City of Franklin are slowing. Vaccinations continue to be administered through various avenues within the Western Tidewater Health District and other venues.
- COVID-19 Municipal Relief Fund payments are available for accounts that are 30 days past due. These payments are for water, sewer and electric usage only. It will not pay for garbage usage, late fees, penalties, nor taxes. An application is needed for each payment. Payments are NOT guaranteed. They will be made on a first come, first serve basis and until the fund is depleted. \$249,695 remains in the account at the time this report is being written. 831 customers have been serviced by the fund and 178 of those have received multiple payments. A total of \$504,330 in relief has been provided through this program.
- The financing plan of action remains on schedule.
- The Confederate Monument is now scheduled to be moved June 26th and reassembled on July 10th.
- The AMI project that was approved in early 2020 is now underway. This allows Franklin Power and Light to know when we have an outage and where the outage is in lieu of waiting on a citizen call or report.
- At recent community meetings there has been a discussion regarding cameras in various areas throughout the City. A camera has been installed at in the Bruce Street area. We are looking at the installation of additional cameras. The placement will be based on call volumes and statistical data analysis based on the recommendations of the Franklin Police Department.

Community Events

- Spring and Summer athletic leagues and community wide events are posted on the City of Franklin website.
- The Franklin Cruise In is held every Wednesday evening in Downtown Franklin.
- We Be Jamming is ongoing through the fall.
- The City of Franklin Independence Day is scheduled for June 30th in conjunction with the Franklin Cruise In, Franklin Farmers Market, and The Franklin Experience.
- The Franklin Farmers Market is open on Wednesday's and Saturday's into the fall season.