Local Roots, Global Reach

ISLE OF WIGHT
COUNTY, VIRGINIA

Rushmere Village Master Plan

Adopted March 5, 2026



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Thank you most of all to the Rushmere Village Area community members who volunteered their personal time and to the Gravel Hill Baptist Church for the use of their Fellowship Hall in the creation of this Plan.

Table of CONTENTS



A EXECUTIVE SUMMARY

B THE PLAN AND ITS CONTEXT

C FUTURE DEVELOPMENT PATTERNS

C01 Existing Developed Conditions
C02 Potential Development Areas
C03 Mixed-Use and Multifamily Schemes
C04 Single Family Residential Scheme
C05 Road Design Guidelines
C06 Pedestrian and Bicycle Guidelines
C07 Road Improvements, Bicycle and Walking Trails

D COMMUNITY IDENTITY

D01 Logo Concepts
D02 Village Monument Sign Concepts

E CONCLUSION

F APPENDICES

F01 Public Meetings, Invitation, and Survey
F02 Survey Results

EXECUTIVE SUMMARY

Introduction



In the Spring of 2022, a community input survey was sent to owners of record and renters within the Rushmere Village Center and surrounding community area to gauge interest in potential development and housing opportunities as well as architectural preferences. The feedback was to be used to help identify the future vision for the desired character of Rushmere in a small area plan called the Rushmere Village Master Plan.

The motivation to create this plan is based on recent trends with respect to growth and development in this area of the County and the construction of public utilities in the vicinity of Rushmere that could change the existing character of the community in the near future. Recognizing the potential for future growth pressure from direction of both Smithfield and Surry County, the Envisioning the Isle Comprehensive Plan adopted in 2020 added a boundary for a small “activity center” encircling the village core which is designated for future low-density residential uses. The 2020 Plan also recommends the development of a small area plan for the Rushmere Village area to assess existing and future conditions and to help ensure future development would respect and enhance the community’s character.

A total of 243 responses were received from the 1,323 mailed surveys and the online version of the survey, for a response rate of 18.37%. Most respondents generally showed interest in small-scale, low-density development that reflects the County’s rural character in both development type and architectural design. For areas outside of the village center boundaries, there was little community support for additional development.

In order to ensure that new development reflects the community’s future design preferences, the Village Master Plan focuses on form, design and placemaking. These design criteria are based on the following principles, goals and implementation recommendations from the feedback received during the public engagement process:

RUSHMERE VILLAGE MASTER PLAN GUIDING PRINCIPLES:

- Inclusivity—the Plan should be mindful of the needs of all community groups, including age, abilities, and socioeconomic conditions.
- Transparency—the planning process should be transparent and readily accessible to the general public.
- Sustainability—the Plan should be easily implemented and include features that will provide a community asset that will withstand the test of time.

RUSHMERE VILLAGE MASTER PLAN GOALS BASED ON COMMUNITY INPUT:

1. Regularly engage community members about a vision for Rushmere's future growth.
2. Identify opportunities in Rushmere to attract additional retail, personal services, and restaurants.
3. Improve the walkability of local streets, expand public spaces, and strengthen the community's relationship to nearby parks, natural resources, historical sites, and surrounding neighborhoods.
4. Promote the preservation of floodplains for stormwater storage and to prevent personal and property damage risks.
5. Preserve important conservation core corridors to protect native vegetation and wildlife species for future generations.
6. Establish an identity for Rushmere through a cohesive signage and streetscape improvement scheme.
7. Adopt design criteria for future nonresidential development that supports the community's character.

IMPLEMENT THE GOALS OF THE PLAN THROUGH SPECIFIC ACTIONS:

1. The County could increase transparency and further engage community members by taking the following steps:
    - Set up a system where citizens could sign up for text updates on County activity.
    - Increase social media presence and recruit followers in the community.
    - Send regular email updates.
    - Improve County website so community specific information is easier to find.
2. The County and community could increase opportunities for additional retail, services and restaurants by taking the following steps:
    - Establish a Village Green open space area with room for special events like markets and concerts.
    - Develop additional public waterfront access at Tylers Beach to attract visitors and encourage expansion of local businesses.
    - Develop Bradby Park to attract visitors to include a Community Center with room for special events such as Farmer's Market and cultural events.
    - Work with Economic Development and Tourism departments to market community events, historic resource trail and local businesses.

3. Improve the walkability of local streets, expand public spaces, and strengthen the community's relationship to nearby parks, natural resources, historical sights, and surrounding neighborhoods by taking the following steps:
    - Develop a trail connecting Bradby Park and the Village center. Add interpretive architectural and historical trail signage with optional oral narrative accessible by QR Code.
    - Develop a Village Community trail along Old Stage Highway that would connect to other community trails such as the Birthplace of America Trail.
    - Develop a trail connecting Bradby Park and Fort Huger.
    - Develop a trail connecting Bradby Park and Tylers Beach.
4. Promote the preservation of floodplains for stormwater storage and to prevent safety and property damage risks by taking the following steps:
    - Develop a Green Infrastructure Plan that would identify those areas of the community best suited to flood water storage that could also serve as preservation areas for native plants and animals.
    - Continue to enforce the County's Floodplain Management and Chesapeake Bay Preservation Area Ordinances which limit potentially harmful development in sensitive areas.
5. Preserve important conservation core corridors to protect native vegetation and wildlife species by taking the following steps:
    - Conduct a site specific study of the boundaries of important core areas and include these areas in a Green Infrastructure plan for future preservation and passive recreational areas as appropriate.
    - Continue to enforce the County's Floodplain Management and Chesapeake Bay Preservation Area Ordinances which limit potentially harmful development in sensitive areas.
6. The County and community could establish an identity for Rushmere through a cohesive signage and streetscape improvement scheme by taking the following steps:
    - Install streetscape improvements (pavement treatment, lighting, landscaping) and drainage improvements for Route 10 and Track Lane.
    - Install gateway treatment on Route 10 such as community identification signs with enhanced landscaping and artwork.
    - Install identification and interpretative signage for the historical Warrascoyack village site.
    - Install identification and interpretive signage for the African American School.
    - Install identification signage and markers for cemeteries.
    - Install interpretative signage for prehistorical resources—fossils/geological/ancient human settlement at archeological resource sites.
7. Adopt design criteria for future nonresidential development to implement the community's vision by adding the recommended design criteria in the Plan to the Zoning Ordinance.

THE PLAN AND ITS CONTEXT

Rushmere Village Master Plan



PURPOSE

The purpose of the Rushmere Village Master Plan is to provide a small, easy-to-use and understandable document that includes design guidelines to be used to direct the future growth of Rushmere Village. The Plan includes new development design criteria that celebrates and reflects historical development patterns as well as design preferences identified in the community visual preference survey and public input meetings. The Master Plan prioritizes the protection and celebration of cultural and natural assets in the area, identifies connections for the Village to the wider community points of interest, such as walking and biking trail connections, and establishes the location and design ideas for community gateways and streetscape improvements to help establish a sense of place and arrival when entering the Village. The Plan provides guidelines for both greenfield development and infill development and potential redevelopment of existing sites. The Plan also includes illustrative examples of a future community build-out scenario and implementation strategies.

INTRODUCTION

The Village of Rushmere in Isle of Wight County encompasses an area richly endowed with a legacy of historic properties, scenic roadways and historic rural landscapes. During the County's *Envisioning the Isle* Comprehensive Plan public input process, citizens raised concerns that these resources are threatened by the changing character of the community as the County's population and employment centers continue to grow. Through the public input process, the community has established a recognized need for more public awareness of the importance of history and natural beauty to the quality of life in the County. The Rushmere Village Master Plan supports several of the Comprehensive Plan's policies, including:

- Develop small area plans to protect historic communities and neighborhoods.
- Perform a corridor study of Route 10 between Surry County and the Town of Smithfield, in conjunction with the Hampton Roads Sanitation District sewer line, to determine potential service impacts and land use opportunities.
- Ensure all major utility service use types mitigate any potential negative impacts to the character and future viability of surrounding land uses.

RUSHMERE COMMUNITY ENGAGEMENT

In the Spring of 2022, a community input survey was sent to owners of record and renters within the Rushmere Village and surrounding community area to gauge interest in potential development and housing opportunities as well as architectural preferences to help identify the future vision for the desired character of Rushmere. The survey responses determined there is an interest in additional growth opportunities within the Village and surrounding area and what that development should look like, including additional residential development, nonresidential development, community amenities and public improvements. Out of 1,323 mailed surveys along with the ability to complete the survey online through the County's website, a total of 243 total responses were returned for a response rate of 18.37%. Most respondents generally showed interest in small-scale, low-density development that reflects the County's rural character in both development type and architectural design. Examples of preferred development features preferred by survey respondents include detached residential use types, significant open space areas, gabled roofs, wide front porches, and dormer windows. For areas outside of the village center boundaries, there was little community support for additional development. A copy of the survey and its results are attached as an appendix to this Plan.

In addition to the survey document, several community meetings were held throughout the planning process to include a community open house to introduce the project to the

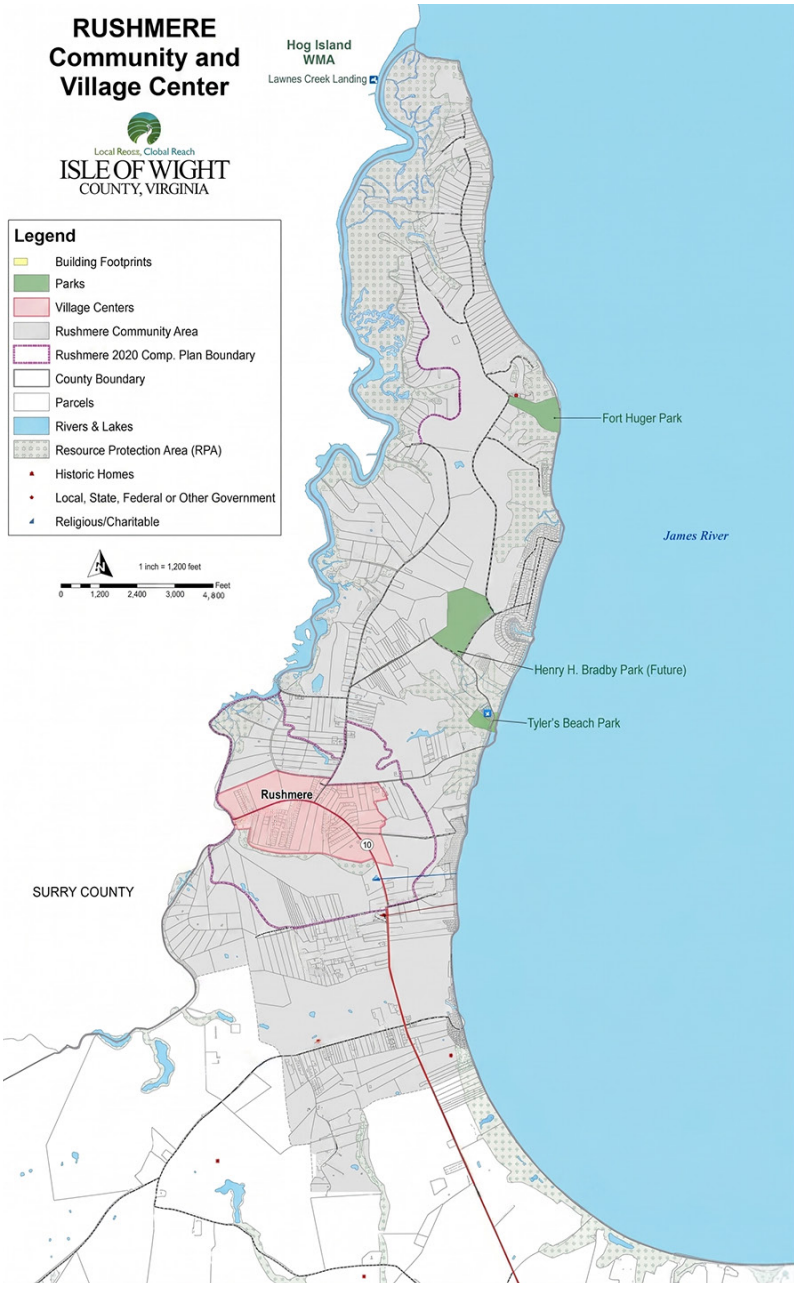
community and a second set of community meetings to review the survey results and identify additional resources to be included in the Plan, and a third and final set of community meetings to present the final draft plan to the community.

During the second set of public meetings, community members were given the opportunity to share additional information not documented on the Plan's draft resource maps, such as a former African American school, the location of former commercial wharf, and the presence of a past railroad line on Track Lane. Meeting participants also shared concerns about drainage improvements needed on Track Lane and Route 10, and the need for additional pedestrian trails in the areas surrounding Fort Huger Road, Bradby Park, and the North Shore neighborhood. Those in attendance also expressed their desire for personal services closer to their community, such as medical offices, fitness facilities, additional retail, and restaurants. In addition to the mapping exercise, meeting participants were asked to select one word to describe their community as well as their preferred new logo for the Rushmere community.

A third final set of community meetings was held to present the draft recommendations of the Plan and seek additional feedback from the community prior to presentation of the Plan to the Planning Commission and the Board of Supervisors in Fall 2025. A copy of the community survey and public feedback results are attached as an appendix to the Plan.

FOUNDATIONS OF THE RUSHMERE VILLAGE MASTER PLAN

Rushmere Village is a small community that serves as a gateway to northwestern Isle of Wight County, Virginia located on Route 10 near the County's western boundary with Surry County. The small unincorporated community west of Smithfield has been the subject of various County planning efforts during the past 20 years, beginning with the 2003 *Village Center Boundary Delineation Project*. This Plan identified commonly accepted boundaries of both the Rushmere village center and larger community, corresponding roughly to the Census Designated Place (CDP), of which the historic village remains an integral part.



In all, County plans have identified three distinct geographies over the years alternatively describing the community of Rushmere:

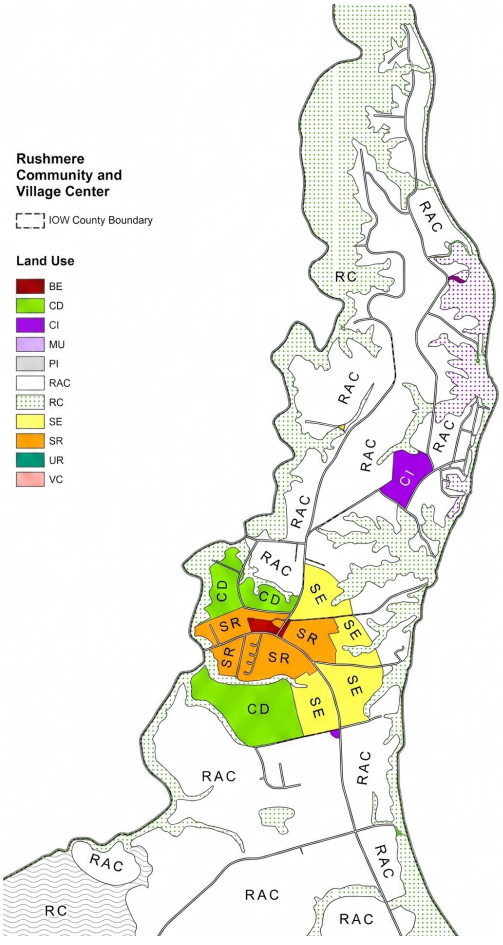
1. **Village Center (2003)**—The village center boundary was defined in 2003 by the Rushmere Village Center Committee and is centered on the intersection of Old Stage Highway (Route 10) and Fort Huger Drive. The village center is about 750–1500 feet wide on either side of Route 10 and extends for about 0.35 and 0.50 miles from this central intersection to the west and east, respectively, along the highway.

2. **Village Center (2020)**—This line represents the future limits of the village center upon ultimate buildout per land use recommendations of the 2020 *Envisioning the Isle* Comprehensive Plan. The boundary of this planning area encompasses the entire village center, encircling and extending from the village boundary for a distance of one-quarter to one-half mile or more in all directions.

3. **Community Area**—This boundary of the greater Rushmere community was delineated by the Rushmere Village Center Committee and corresponds roughly to the Census Designated Place (CDP) boundary established by the 2000 census. The CDP boundary has changed slightly between the 2000 and 2010 censuses but continues to encompass all of Lawnes Neck and extend south of Rushmere in the direction of Burwells' Bay Road all the way to Green Run Lane (private) and Purvis Lane (SR 673). This line is located farther south than the original community boundary established by the committee in the *Village Center Boundary Delineation Project,* which ended about a half a mile south of the Burwell's Bay Road intersection. Notably, the community boundary established by the committee extends farther to the west along Track Lane than the CDP boundary, encompassing all of the subdivision on Lawnes Creek. For the purposes of this study, the intersection of these two geographies will be used to represent the community area.

In 2008, the County enacted an updated comprehensive plan which further cemented the boundaries delineated in the 2003 study for both the village center and Rushmere community, the latter designed to foster "a sense of place and identity for residents [living] outside but near each village center boundary."[1] The *Envisioning the Isle* Comprehensive Plan adopted in 2020 added a boundary for a small "activity center" encircling the village core which is designated for future low-density residential uses compatible with the historically rural character of the Rushmere community.

The impetus for the Rushmere Village Master Plan is to expand upon the recommendations of previous plans by creating a single, detailed planning document that merges the various concerns and topic areas, from preserving the community's history and unique "sense of place," or identity, to expanding local services, that residents of the village and wider community have identified during previous planning processes. The motivation to create this plan also involves recent trends with respect to growth and development in this area of the County and the construction of public utilities in the vicinity of Rushmere that may impact such trends in the future.



1

The Rushmere Village reflects the historic composition of the County's earliest towns and villages. The Village includes a variety of existing commercial, institutional and residential land uses. It is this variety of development and commingling of land uses which contributes to the community character for the Village. This character is further expressed by its architectural vocabulary, its streetscape scale and treatment, and how easy it is to walk or drive through the community. Mature plantings, park space, and natural area corridors contribute yet another layer of character to the development of a unique identity for the Village. The Village's community character utilizes elements of past development in helping to define future development.

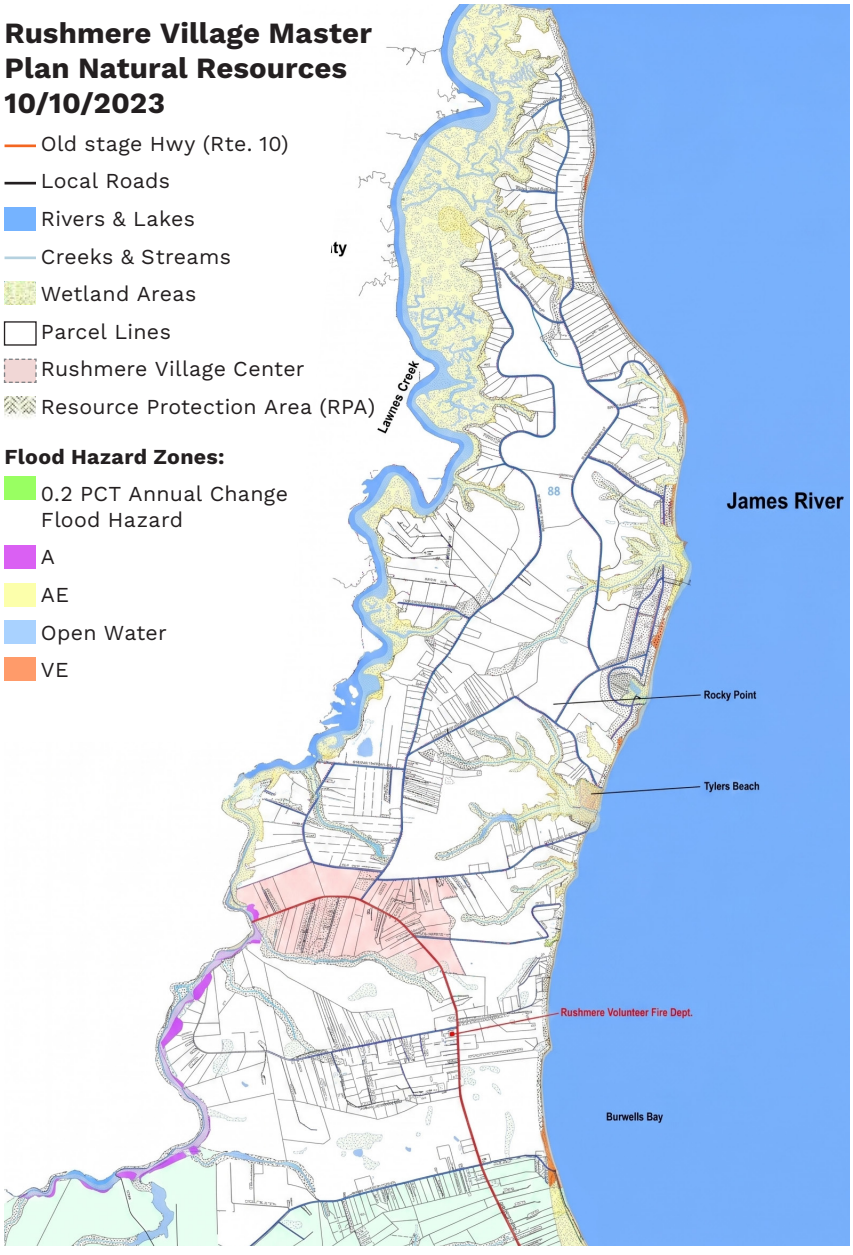
The guidelines have been written to maintain the Village character of the area through observation of its architectural character, its district and street structure, and the preservation of natural features and landscape elements. By respecting and preserving these Village elements, the spiritual character is maintained and built upon for today's, as well as tomorrow's, residents and visitors.

THE RUSHMERE VILLAGE NATURAL LANDSCAPE

The Rushmere Village study area is located in the northern most tip of the County and is bordered by Surry and Lawnes Creek to the north and west, the James River to the east and Burwells Bay Road along its southern boundary. The project area is situated in the subtropical climate division of the temperate zone in the coastal plain of Virginia. Much like other areas of the Coastal Plain province, the Rushmere area has abundant water resources from precipitation, rivers, streams, and groundwater aquifers.

The northern part of the County is drained by the James River, which flows into the Chesapeake Bay and then to the Atlantic Ocean. Lawnes Creek flows southward from the James River and has several small tributaries, including Pierce Creek. The study area is crisscrossed by smaller streams and wetland complexes that drain into Lawnes Creek and the James River with higher ridges in between. Elevations within the study area range from base flood elevation at the edges of creeks and marshes to approximately 70 feet above mean sea level.

Soils in the Rushmere area range from deep, well drained loamy soils along the ridgelines and uplands to poorly drained, clay soils along



the drainageways. Several of the soil types in the area are classified as Farmland of Statewide Importance and prime soils, such as Peawick silt loam found in the Lawnes Point community and Slagle fine sandy loam found under the Rushmere Village center.

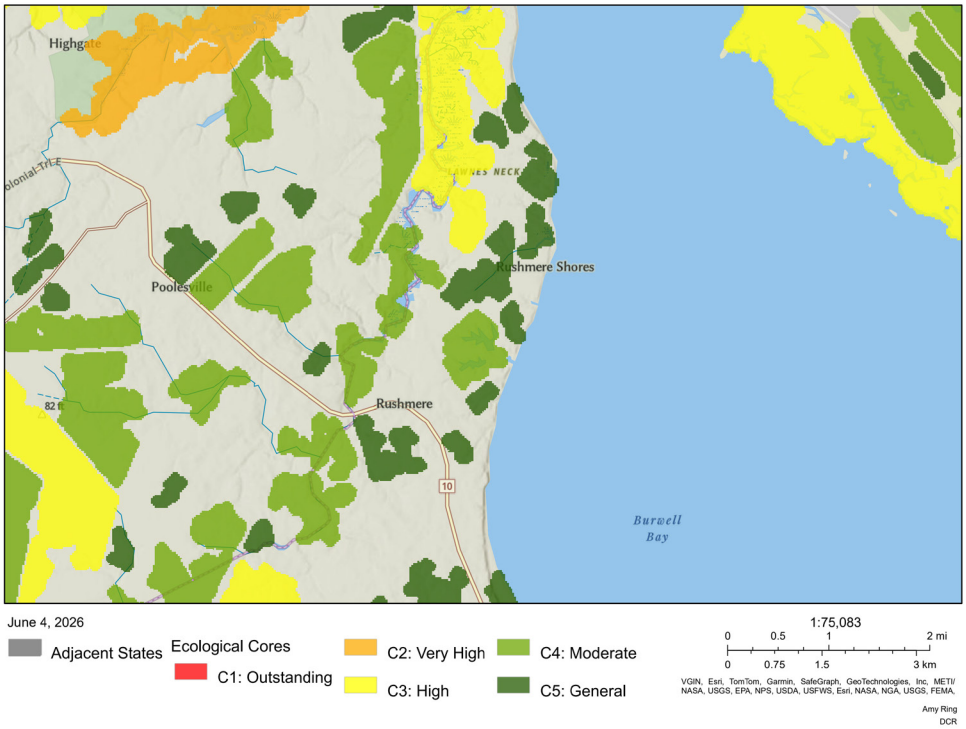
The study area lies with the Chesapeake Bay watershed area, and any new development is subject to enhanced environmental protection standards found in the County's Chesapeake Bay Preservation Area Ordinance. Due to the extensive wetland and stream corridors in the study area, there are numerous floodplains and associated flood hazard areas. Development in these areas are subject to the Floodplain Management Ordinance (FPMO).

Due to the potential hazards of flooding to health and property, development in the study area is subject to the performance standards in the FPMO. New development in floodplain areas is discouraged due to the possibility of new structures and land development obstructing floodways, creating property loss, and a subsequent increase in insurance claims and emergency response costs. Preservation of flood hazard areas serves to protect property, reduce personal injury, and protect natural floodwater storage areas. The Federal Emergency Management Agency published a new set of revised floodplain maps that will become effective in 2025.

Due to its historically low density development pattern and number of hydrological resources, the Rushmere Village study area is rich in native vegetation and wildlife species. The Department of Conservation and Recreation has designated an ecological core area of high importance along the Lawnes Creek corridor as well as ecological core areas of moderate and general importance along the James River shoreline and its tributaries. These areas are shown in the map as yellow for high, lighter green for moderate, and dark green for general importance.

Ecological core areas are classified into five categories of ecological integrity: C1 – Outstanding; C2 – Very High; C3 – High; C4 – Moderate; and C5 – General. Scores are enhanced if the core or habitat fragment is part of a larger complex of natural lands. Scores also increase for those cores and habitat fragments that contribute to water quality enhancement. In general, larger, more biologically diverse areas are given higher scores. DCR recommends avoidance of impacts to cores. However, when avoidance cannot be achieved, DCR recommends minimizing the area of impacts overall and concentrating the impacted area at the edges of cores, so that the most interior remains intact.

The Rushmere area's extensive, unfragmented natural areas make it a haven for a diversity of wildlife species to include those more commonly seen such as raccoons, fox, possums, white tail deer, and snapping turtles, to those that are more rare, endangered or threatened, such as the northern long-eared bat, tricolored bat, eastern black rail, and monarch butterfly. Aquatic species such as oysters, crabs, fresh and saltwater clams, shrimp, mussels, bass, flounder, shad, herring, snapper, sturgeon, and bluefish are among the important riverine and estuary inhabitants of the area.



A BRIEF HUMAN HISTORY OF THE AREA

Rushmere's history is long and complex and is still revealing itself. Past archeological studies in the area show the area's proximity to the rich waters of the James River and thick forest land nurtured thousands of years of Native American settlement, as well as some of the first European settlements of the United States. Existing and newly discovered historical records document the Rushmere area's role in early colonial America—including early agrarian industry, the enslavement and subsequent settlement by the ancestors of African Americans, and as its role as a strategic location during several war efforts at Fort Huger.

NATIVE AMERICAN SETTLEMENTS

Prior to the arrival of the English colonists across the James River at Jamestown in 1608, the Warrosquyacke (or Warraskoyack) people occupied the southern shore of the river and maintained several small villages, including one called Mathomauk on Burwell's Bay.[2] Records from the Virginia Department of Historic Resources (VDHR) show the approximate location of prehistoric encampments from the Woodland Period near Burwells Bay (44IW0004) and Burnt Mill Bridge on Lawnes Creek (44IW0001). Virginia Historical Marker number K–238 located on Burwells Bay Road (Rte. 621) on the east side of Old Stage Highway (Route 10) commemorates the establishment of a settlement known as Old Town in 1680; however, it also identifies the location of a Warrosquyacke Native American settlement approximately ½ mile to the north that was eventually destroyed in 1623.

The Woodland Period is generally defined as the time between 1200 BC and 1600 AD. Woodland Period settlements are commonly found along streams and broad floodplains.[3] Evidence of these sites are found in similar locations throughout the County to include the headwaters of the Chuckatuck Creek and Blackwater River, for example. Woodland Period settlements utilized circular sapling "wigwam" structures, as well as circular palisade structures encompassing the settlement as whole.[4] Native populations were beginning to use fired clay ceramics in this period, such as cooking and storage pots. Hunting with bow and arrow incorporated triangular projectile points, or arrowheads, commonly found throughout the Rushmere area. By this time, the gardening of corn, beans, and squash provided the main food items, along with fishing. Tobacco was introduced and was initially used only for medicinal or spiritual purposes.

EUROPEAN SETTLEMENT

In 1619, a group of English led by Captain Christopher Lawne settled a land patent in the Rushmere area near the mouth of Lawnes Creek at the present day boundary of Surry and northern Isle of Wight County which became known as "Lawne's Plantation." The exact location of Lawne's settlement remains unknown. Based on historical records, the area was low and swampy and situated near the mouth of Lawnes Creek.[5] The structures of the first decades of the seventeenth century were wood frame structures on foundations of wood posts, known as earthfast houses.[6] The nearest Native settlement to Lawne's original patent was the Warrosquyake. The Warrosquyake chiefdom was centered further south along Pagan

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[2] Sea Venture: Shipwreck, Survival, and the Salvation of the First English Colony in the New World. Doherty, Kieran. Pg. 215.

[3] Sadler, Donald and Brynn Steward, Stantec Consulting, "An Archaeological Survey of Approximately 61 Acres Associated with a Proposed Force Main Alignment from Surry to Smithfield, Surry and Isle of Wight Counties, Virginia, "April 2020.

[4] O'Neil, Michael Keith and Luan Cao, Archeological Consultants of the Carolinas, Inc., "Phase I Cultural Resource Survey of the Prairie Solar Facility Tract Isle of Wight County, Virginia," April 2022, p. 14–15.

[5] O'Neil, p. 16.

[6] O'Neil, p. 15.

[7] O'Neil, p. 15.

Creek near its confluence with the James River.[7] The settlement of Lawne's Plantation fell under attack by the members of the Powhatan Nation in 1622, which included members of the Warrosquyake. The Warrosquyake were then subject to a counterattack by the English in 1623, destroying their village near Rushmere.

In the years following Lawne's early settlement, subsequent European settlers to the area established land grants throughout the 17th century. Early plantations tended to be smaller in acreage consisting of several hundred acres. These early farmsteads established a development pattern throughout Isle of Wight County that would last for the next 300 years.[8] These small farms were managed and operated primarily by the land owners and indentured servants who repaid their passage to the colonies and board by providing labor for the landowner for a contracted period of time.[9] After their repayment period, the indentured servants often acquired land of their own or became artisans or craftsmen.

Tobacco cultivation became the primary cash crop in southeast Virginia during the seventeenth century.[10] At the close of the seventeenth and beginning of the eighteenth centuries, indentured servants began to be replaced with African slave labor. The first national census taken in 1790 shows a total population of Isle of Wight County of 9,028, including 4,786 (53%) whites; 3,867 (43%) African slaves; and 375 (4%) free blacks. Between 1790 and 1830, the County's overall population increased only a little over ten percent, while the number of free blacks grew more than 300 percent during the same time.[11] During the next thirty years, the number of free blacks in the County grew to 1,370 who owned 2,965 acres of land, while the white population remained at approximately 5,000.[12]

One eighteenth century landowner by the name of Timothy Tynes freed 81 of his slaves upon his death in 1802. As part of his will, he left 2,600 acres which were divided into smaller parcels of 1200 to 500 acres along Old Stage Road (Route 10). As a result, the community that would become known as Rushmere was settled in part by descendants of the freed Tynes slaves.[13] Rushmere continues to be a strong black community into present times, supporting many black-owned businesses throughout the years, including the many black watermen based at Tylers Beach that harvest seafood from the James River. At one time, Tylers Beach was one of the few public beaches that was open to the black population and was the location of several hotels, restaurants and dance halls that catered to visitors.[14] Rushmere was also a site for one of the few blacks only schools in the County. In 1870, the Isle of Wight County Public School System provided five schools for Negroes, to be located in Smithfield, Gravel Hill (Rushmere), Bailey's Chapel, Orbit, and one in the Windsor District.[15] The Rushmere school served the area until at least 1940.

TWENTIETH CENTURY EXPERIENCE

Rushmere was also previously referred to as Fergusson's Wharf, named for W.T. Fergusson, who was in the lumber business in the late 1800s and built a bogie railroad to transport lumber from the western end of Track Lane to a wharf on Burwell's Bay at the end of what is now called Ferguson's Wharf Way. A post office was established in Fergusson's general store not far from the former Burwell's Bay Post Office at the crossroads of Burwell's Bay Road and

[8] O'Neil, p. 17.
[9] O'Neil, p. 17.
[10] O'Neil, p. 17.
[11] O'Neil, p. 19.
[12] O'Neil, p. 19.
[13] Ibid, p. 8.
[14] :"Tyler's Beach was a party, a livelihood, a refuge," Daily Press, Amin, Reema, February 6, 2016.
[15] theschoolhousemuseum.org, Main Street, Smithfield, VA May 2, 2024.

Old Stage Highway, which had been discontinued in 1866. The name of the village was later changed to Rushmere for an undetermined reason, by which it has been known ever since. The Rushmere Post Office closed permanently in 1971.[16]

Beginning in the early nineteenth century, nearby Burwell's Bay was also a summer resort area featuring an overwater dance hall and pavilion built in the 1920s that was later used as a private retreat. The pavilion was mostly destroyed by Hurricane Isabel in 2003 before the remnants of this local landmark were demolished completely in 2011.

Most of the structures that serve as local landmarks and focal points of community activity have been erected since the early twentieth century. The intersection of Track Lane and Old Stage Highway where Fergusson's store once stood is the site of the Rushmere Volunteer Fire Department, originally constructed in 1990. According to County tax records, the brick church located diagonally across the highway was originally constructed in 1925, and the First Gravel Hill Baptist Church about a quarter mile to the north on Route 10 was built in 1960. The village core has migrated north over time and is currently centered on Route 10 at its intersection with Fort Huger Drive where the Rushmere Food Mart and Dollar General are now located.

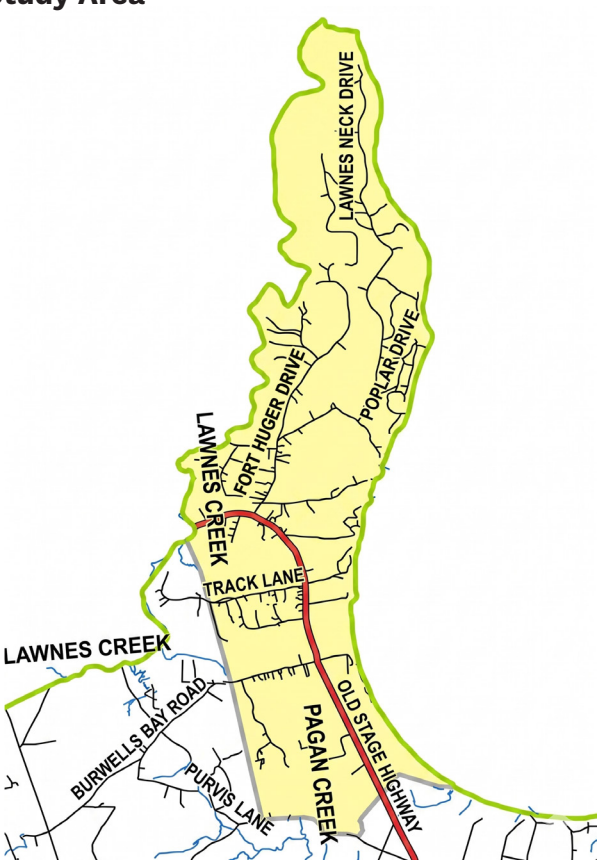
The community of Rushmere has a long, important history that is so varied and colorful that it defies a sufficient summary in this small area plan. Historical records play an important role in the development of this Plan and will be consulted throughout the process. It is recommended that future plan updates include any newly discovered resources.

MEMBERS OF THE MODERN RUSHMERE COMMUNITY

The Rushmere community is included within the boundaries of the Rushmere Census Designated Place (CDP) where the US Census Bureau collects demographic and economic information specific to the community in addition to data it collects for the County as a whole. The Census Bureau defines a CDP as a statistical geography representing closely settled, unincorporated communities that are locally recognized and identified by name. The purpose of CDPs is to provide meaningful statistics for well-known, unincorporated communities.

According to the 2022 American Community Survey (ACS), the estimated population for the Rushmere community is 896 people. Of those people, 520 are female and 376 are male. The median age in the area is 59.5 years compared to the overall County median age of 44.4. Racial makeup of the area is 52.6% white, 43.2% black or African American, and 4.2% identifying themselves as two or more races. According to the Census Bureau, the community has lost population since 2020, when the population was estimated to be 1,175.

Rushmere Villiage Master Plan Study Area



[16] Ibid. p. 331.

Approximately 396 members of the community participate in the workforce, and almost all of them, or 86.6%, use a car to get to work and another 13.4% work from home. In comparison, approximately 62.6% of people County-wide leave the County to go to work while 37.4% have jobs in the County. The estimated median household income for Rushmere is $51,667 as opposed to the average median household income of $91,680 for Isle of Wight as a whole. It is estimated that 6.6% of the population is living below the poverty level, whereas the average population for the County living below the poverty line is 8.8%.

Of the 568 housing units with the Rushmere CDP, approximately 79% are single family detached homes, 8.6% are defined as structures having two or more dwelling units, and another 12.4% are defined as being mobile homes or similar type of dwelling unit. Out of the total number of homes in the area, 75.1% are occupied by the property owner while another 24.9% are rental units. According to the ACS, the average household size in Rushmere is 2.03 people, while the average household size for the County is 2.54 people.

RUSHMERE'S ARCHITECTURAL AND CULTURAL RESOURCES

Because of the historically rural development pattern in which Rushmere has remained intact for many years, the area has an extensive inventory of historically and culturally important resources which may include school sites, cemeteries, historic homes, general stores, the fire department, and archeological sites, to name a few. Although many former businesses and structures important to the history of the area no longer remain, Rushmere still retains a great many architectural, archeological and natural resources which help define the community's architectural design character. Present day Rushmere is rich in opportunities to help define its desired future development pattern, to create places for socialization and belonging, and preservation of its unique natural open space.

Rushmere's architectural resources include buildings and structures from the 17th century and later. Some architectural resources are still being discovered and documented. The following is a list of documented architectural resources identified to date whose components can serve as a basis for design guidelines to protect the community's character. This list is not all inclusive and should be updated on regular basis. Future development proposals should be analyzed for potential impacts to these resources.



An example of local architectural character

ARCHITECTURAL RESOURCE WITHIN THE RUSHMERE VILLAGE STUDY AREA

Rev. 5/31/24

NAME	YEAR CONSTRUCTED	ADDRESS	VDHR #
Bay Cliff Manor	1764	Colonial Disposal Site	046-0044
House	1840	Rte 10 and Route 676	046-0076
Gloria Wilson House	1920	4562 Old Stage Hwy.	046-5017
Warner Wilson House	1940	4576 Old Stage Hwy	046-5018
Sulkous Jones House	1945	4604 Old Stage Hwy	046-5019
House	1921	4698 Old Stage Hwy.	046-5021
Hollis Herring House	1929	4620 Old Stage Hwy.	046-5020
Walter Hardy House	1870	4787 Old Stage Hwy.	046-5022
Frederick Hill House	1930	4791 Old Stage Hwy.	046-5023
Randolph Smith House	1950	4794 Old Stage. Hwy.	046-5024
McKenzie Harris House	1925	5046 Old Stage Hwy.	046-5036
School	1928	5088 Old Stage Hwy.	046-5037
Wells Family Cemetery	1924	5186 Old Stage Hwy.	046-5038
House	1947	5217 Old Stage Hwy.	046-5459
Ellis House	1876	5263 Old Stage Hwy.	046-5039
First Gravel Hill Cemetery	1900	Old Stage Hwy.	046-5312
Cofer's General Store	1900	5283 Old Stage Hwy.	046-5040
Begland House	1921	5316 Old Stage Hwy.	046-5042
Faith Apostolic Holiness Church	1900	5317 Old Stage Hwy.	046-5041
Sutton House	1900	5360 Old Stage Hwy.	046-5044
Barlow-Nelson House	1913	5374 Old Stage Hwy.	046-5045
Jones House & Gen Store	1934	5383-5391 Old Stage Hwy.	046-5048
Poole-Huber House	1917	5396 Old Stage Hwy.	046-0546
Bennie Ellis House	1900	5412 Old Stage Hwy.	046-5047
JW Wells & Son Store	1910	5500 Old Stage Hwy	046-5137
Bay View School	1914	6114 Old Stage Hwy.	046-5138
House	1940	6167 Old Stage Hwy.	046-5455
Commercial Building	1940	6168 Old Stage Hwy.	046-5454
House	1923	14397 Bradbys Lane	046-5446
House	1900	14513 Bradbys Lane	046-5447
House	1932	14496 Holly Point Way	046-5448
House	1950	14408 Holly Point Way	046-5449
House	1929	14404 Holly Point Way	046-5450
Barn	1900	Holly Point Way	046-5451
Bessie Penn House	1920	Old Stage Hwy.	046-5035
Holloman-Brown House	1890	14221 Ferguson's Wharf	046-5043
House	1953	14215 Ferguson's Wharf Way	046-5452
House	1918	14178 Burwells Bay Road	046-5453
House	1944	14302 Burwells Bay Road	046-5456
House	1940	6148 Burwells Bay Road	046-5457
House	1961	14388 Burwells Bay Road	046-5458
House		14219 Tylers Beach Road	046-5219
House		14233 Tylers Beach Road	046-5141


Rushmere Village Master Plan
Historical and Cultural Resources
Legend
Old Stage Hwy (Rte. 10)
Local Roads
Rivers & Lakes
Creeks and Streams
Wetland Areas
Rushmere Study Area
Parcel Lines
Rushmere Village Center
Historic Homes
Existing Civic Resources and Churches
Former Country Stores
No longer Existing Country Store Sites
Cemeteries
No Longer Existing Historic Homes
Fort Huger Historic District
Archeological Sites
N
Surry County
Lawnes Creek
James River
Tylers Beach
Rushmere Volunteer Fire Dept.
Burwells Bay

The Rushmere Village study area is a time capsule of the County's natural and human environment. While growth pressure has taken over the historic character of many areas in the Tidewater area, the historically slow pace of development in Rushmere has allowed the community to retain a large part of its original environmental and man-made features. It is a rare natural and cultural resource that should be thoughtfully conserved and promoted for the use and enjoyment of both the village residents and the community as a whole.

THE RUSHMERE VILLAGE MASTER PLAN DESIGN GUIDELINES

Vernacular architecture is the indigenous building tradition of a region. Architectural details have been simplified and refined to respond to the existing resources available to the local builders and craftsmen. Simple details which reflect Rushmere's charm and history are seen throughout the architecture in other areas of the County.

Most respondents to the 2022 Visual Preference Survey generally showed interest in small-scale, low-density development that reflects the County's rural character in both development type and architectural design. Examples of preferred development features preferred by survey respondents include detached residential use types, significant open space areas, gabled roofs, wide front porches, and dormer windows. For areas outside of the village center boundaries, there was little community support for additional development. The survey results were utilized as the basis for the design guidelines and are included as an appendix to this Plan.

The visual survey results demonstrate a design preference supported by the County's existing Highway Corridor Overlay (HCO) District which extends 500 feet on either side of Route 10 that bisects the Village of Rushmere. While the HCO requirements do specify the use of general design criteria for nonresidential uses such as building materials, colors, site access, parking, loading area placement and amount of windows, additional design criteria are needed to implement the community's design preferences, such as gabled roofs and front porches.

In addition to the existing HCO requirements, the following list of additional design criteria that can be adopted to implement local design preferences:

- Roofs shall be pitched—hipped roofs or gable. Overhangs will be a minimum of eight inches on the main building mass.
- Nonresidential buildings shall have a covered front porch a minimum of eight feet wide.
- The main customer entrance shall be prominent and face the main public street.
- For multi-story nonresidential buildings, the windows on the ground floor shall be larger than the upper story windows.
- Sign face background colors shall be neutral or earthtone.

Rushmere Village is a cohesive multi-use community with a rural village development pattern that will continue to evolve into a dynamic activity center as the County continues to grow. The guidelines and HCO design criteria should be used with tandem to guide the future form for all new nonresidential development within the Rushmere Village study area. Future development should reinforce the existing architectural and cultural fabric of the community within the Village's core intersections of Fort Huger Drive and Route 10 and Bradby's Lane and Fort Huger Drive. New commercial development adjacent to Tyler's Beach Road as well as the adjacent Captain John Smith Historic Trail should take care not to negatively impact the viewshed from these important natural and historical resources.

RUSHMERE VILLAGE MASTER PLAN PRINCIPLES AND GOALS

The different communities that make up Isle of Wight County have different needs. Each plan should focus on each area's particular mix of land uses and design character, the targeted users, mobility options, open space and amenities. Focus should be given to how new uses will add to the character of the Village as opposed to how well it will fit into a particular land use designation.

In order to ensure that new development reflects the community's future design preferences, the Village Plan should focus on form, design and placemaking. These design criteria should be based on the following principles, goals and implementation recommendations from the feedback received during the public engagement process:

GUIDING PRINCIPLES FOR THE RUSHMERE VILLAGE MASTER PLAN:

- Inclusivity—the Plan should be mindful of the needs of all community groups, including age, abilities, and socioeconomic conditions.
- Transparency—the planning process should be transparent and readily accessible to the general public.
- Sustainability—the Plan should be easily implemented and include features that will withstand the test of time.

PLAN GOALS BASED ON COMMUNITY INPUT:

1. Regularly engage community members about a vision for Rushmere's future growth.
2. Identify opportunities in Rushmere to attract additional retail, personal services, and restaurants.
3. Improve the walkability of local streets, expand public spaces, and strengthen the community's relationship to nearby parks, natural resources, historical sites, and surrounding neighborhoods.
4. Promote the preservation of floodplains for stormwater storage and to prevent personal and property damage risks.
5. Preserve important conservation core corridors to protect native vegetation and wildlife species for future generations.
6. Establish an identity for Rushmere through a cohesive signage and streetscape improvement scheme.
7. Adopt design criteria for future nonresidential development that supports the community's character.

IMPLEMENT THE GOALS OF THE PLAN THROUGH SPECIFIC ACTIONS:

1. The County could increase transparency and further engage community members by taking the following steps:
    - Set up a system where citizens could sign up for text updates on County activity.
    - Increase social media presence and recruit followers in the community.
    - Send regular email updates.
    - Improve County website so community specific information is easier to find.

2. The County and community could increase opportunities for additional retail, services and restaurants by taking the following steps:
    - Establish a Village Green open space area with room for special events like markets and concerts.
    - Develop additional public waterfront access at Tylers Beach to attract visitors and encourage expansion of local businesses.
    - Develop Bradby Park to attract visitors to include a Community Center with room for special events such as Farmer's Market and cultural events.
    - Work with Economic Development and Tourism departments to market community events, historic resource trail and local businesses.
3. Improve the walkability of local streets, expand public spaces, and strengthen the community's relationship to nearby parks, natural resources, historical sights, and surrounding neighborhoods by taking the following steps:
    - Develop a trail connecting Bradby Park and the Village Center. Add interpretive architectural and historical trail signage with optional oral narrative accessible by QR Code.
    - Develop a Village Community Trail along Old Stage Highway that would connect to other community trails such as the Birthplace of America Trail.
    - Develop a trail connecting Bradby Park and Fort Huger.
    - Develop a trail connecting Bradby Park and Tylers Beach.
4. Promote the preservation of floodplains for stormwater storage and to prevent safety and property damage risks by taking the following steps:
    - Develop a Green Infrastructure Plan that would identify those areas of the community best suited to flood water storage that could also serve as preservation areas for native plants and animals.
    - Continue to enforce the County's Floodplain Management and Chesapeake Bay Preservation Area Ordinances which limit potentially harmful development in sensitive areas.
5. Preserve important conservation core corridors to protect native vegetation and wildlife species by taking the following steps:
    - Conduct a site specific study of the boundaries of important core areas and include these areas in a Green Infrastructure Plan for future preservation and passive recreational areas as appropriate.
    - Continue to enforce the County's Floodplain Management and Chesapeake Bay Preservation Area Ordinances which limit potentially harmful development in sensitive areas.
6. The County and community could establish an identity for Rushmere through a cohesive signage and streetscape improvement scheme by taking the following steps:
    - Install streetscape improvements (pavement treatment, lighting, landscaping) and drainage improvements for Route 10 and Track Lane.
    - Install gateway treatment on Route 10 such as community identification signs with enhanced landscaping and artwork.
    - Install identification and interpretative signage for the historical Warrascoyack Village site.

- Install identification and interpretive signage for the African American School.
- Install identification signage and markers for cemeteries.
- Install interpretative signage for prehistorical resources—fossils/geological/ancient human settlement at archeological resource sites.

7. Adopt design criteria for future nonresidential development to implement the community's vision by adding the recommended design criteria in the Plan to the Zoning Ordinance.

MAXIMIZING RUSHMERE'S FUTURE QUALITY OF LIFE UTILIZING ITS LOCAL RESOURCES

Although many of the implementation steps will involve several capital projects, staff should consider looking for grant opportunities to fund the projects with historical and economic development components to help defray the costs. Because these projects will necessitate government construction projects, the projected timeline for their completion could vary between five and ten years, if progress is diligently pursued. Because Rushmere continues to contribute to the story of Isle of Wight and the nation as a whole, every effort should be taken to initiate the implementation steps as soon as possible. Additionally, the Village Plan should be reviewed every year as part of the County's Comprehensive Plan review to include any new documented resources or add and adjust goals and implementation steps as necessary.

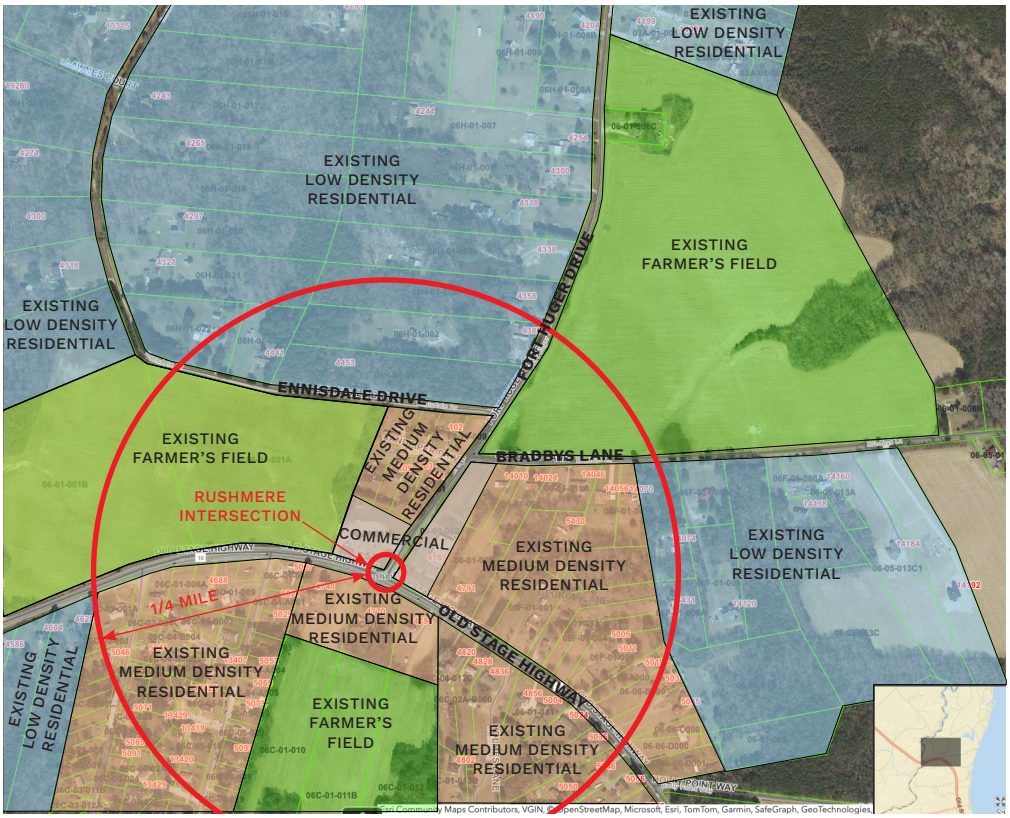
COMMUNITY IDENTITY AND FUTURE FORM

As the Rushmere community grows and changes over the years, the Village Plan will serve as a guide for making public and private decisions regarding growth and development. The following sections of the Plan create a brand for the Rushmere Village that capitalizes on its community identity along with recommendations for how to use it. The Plan also demonstrates how currently vacant areas within the community with the potential for future residential and commercial development could be incorporated into the fabric of the existing community.

The Rushmere Village Master Plan is not intended to be a static document. It should be reviewed and updated periodically to reflect new development trends, shifts in the economy, or changes in the community's goals and objectives.

FUTURE COMMUNITY FORM



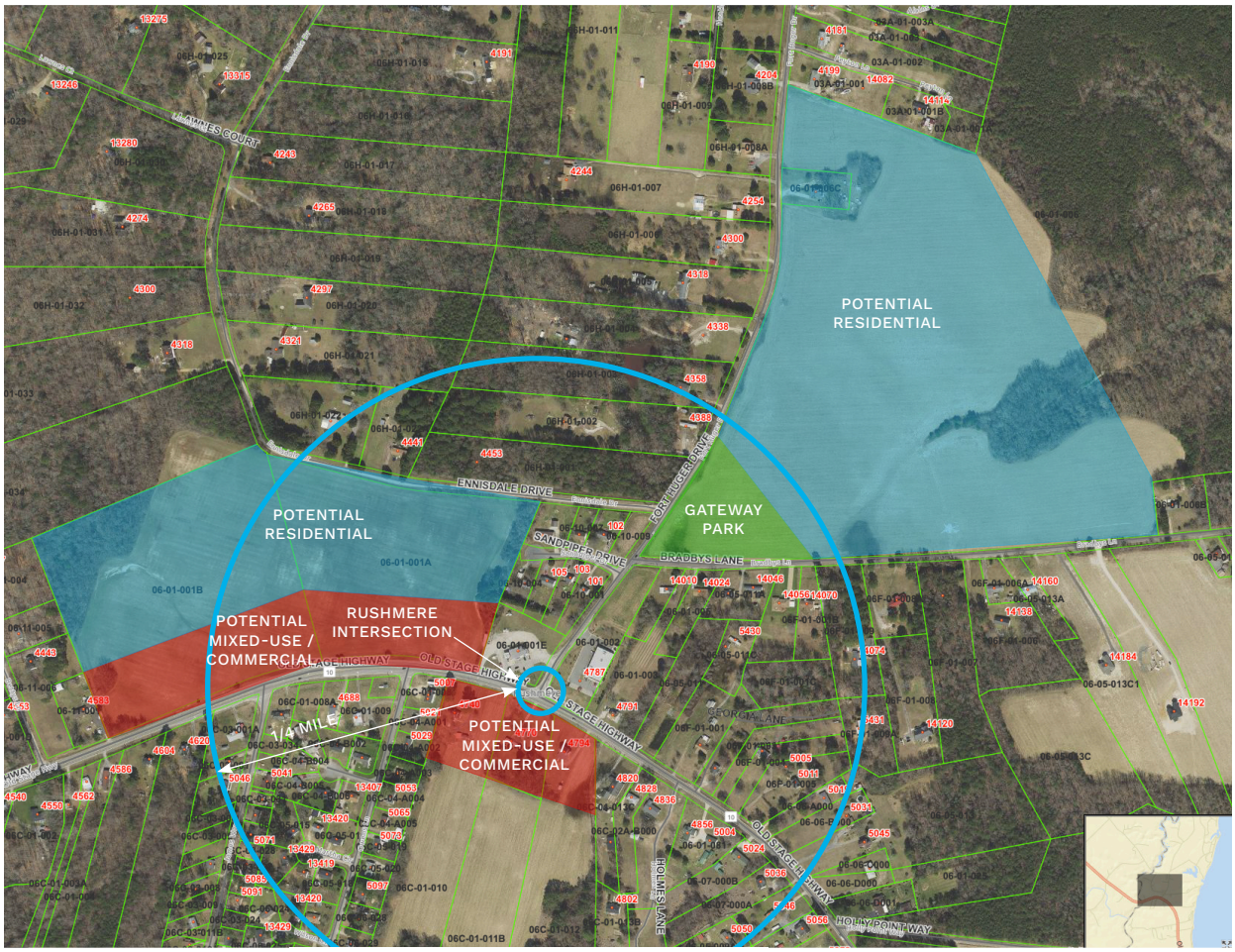


In his book, *Bypassing America*, architect Brandon Currence illustrates how an intersection is the main impetus for development by showing how commercial entities gravitate to intersections due to the increased traffic found there. Villages, towns, and cities throughout history trace their origins back to the simple intersection. Therefore, when looking for successful development opportunities, it it imperative to identify an intersection. As *Bypassing America* illustrates, the intersection becomes the focal point for commercial development, and residential development occurs nearby, usually within walking distance.

Rushmere is an iconic example of this as we find the commercial at the intersection of Old Stage Highway and Fort Huger Drive. Close to this intersection are found medium-density residential developments. As we look farther from the intersection, the residential development density significantly lowers to become the mainstay of the area's rural character. It is this character identified in the public meetings that a majority of the respondents want to preserve.

Commercial success requires a healthy and sustainable populace nearby, and 1/4 of a mile is usually the standard distance for walkable shopping, dining, and entertainment. As a small village, Rushmere's intersection has the opportunity to become a vibrant collection of homes, shops, restaurants, and parks which will provide the anchor and revenue for developing the other nearby public amenities. Keeping new development contiguous to the intersection is a vital strategy for maintaining the rural character so valued by the residents.

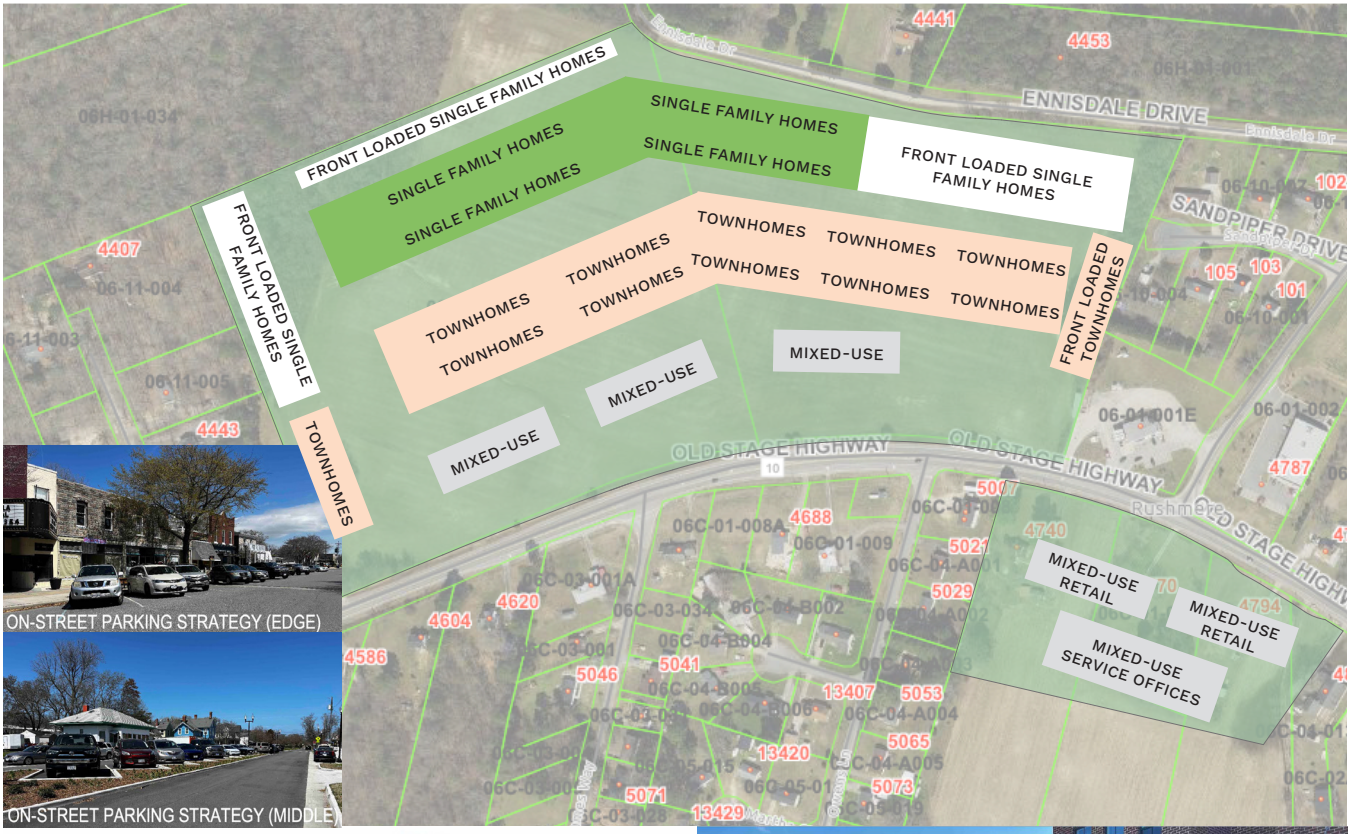
The following pages show examples of what type of development may occur and illustrates that keeping the intersection as the focus of new development, the rural character of Isle of Wight is preserved. The branding efforts of the Master Plan centers its attention on the intersection, so visitors and shoppers will use it to identify with Rushmere. Walking, biking, and outdoor activities may start near the intersection and conclude there as restaurants and shops cater to the visitors enjoying the nearby amenities.



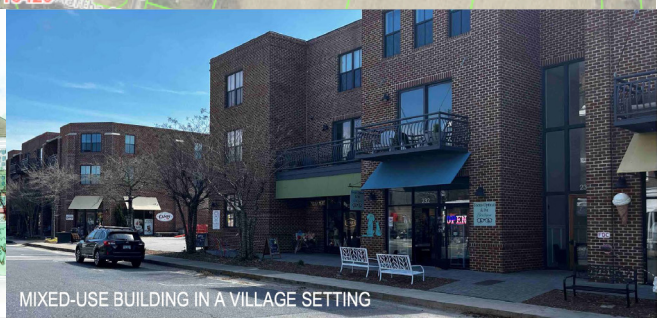
TRADITIONAL NEIGHBORHOOD DEVELOPMENT

Over the past half century, Traditional Neighborhood Development (TND) has been promoted as a method of preserving the wonderful character of our towns and villages as they face new development pressures, and as a viable contrast to suburban sprawl development. The principals advocated by TNDs result in walkable communities using pedestrian friendly streetscapes to grow communities, and are often centered around an identifiable focal point or intersection. By incorporating this strategy in Rushmere, new development can be clustered close to the existing commercial area creating an inviting community while preserving the outlying rural nature of the existing developed areas. Following is a brief description of what is involved in TND development.

Traditional Neighborhood Development refers to the development of a complete neighborhood, village, or town using traditional town planning principles. TND may occur in infill settings and involve adaptive reuse of existing buildings, but often involves all-new construction on previously undeveloped land. To qualify as a TND, a project should include a range of housing types, a network of well-connected streets and blocks, humane public spaces, and have amenities such as stores, schools, and places of worship within walking distance of residences. TND is limited to the scale of 1/4 mile neighborhood or town, and should not be confused with New Urbanism, which encompasses all scales of planning and development. TND projects may incorporate many different architectural styles and are not exclusively traditional in aesthetic. However, the planning often involves architectural styles complementary of existing local and historical architecture. This aspect TND development is in keeping with the results of the public meetings where the residents expressed a keen interest in new development being compatible with existing buildings and homes in the area.




PERSPECTIVE FROM VICTORY BOULEVARD


MIXED-USE BUILDING IN A VILLAGE SETTING

DEVELOPMENT SCHEMES CLOSE TO THE INTERSECTION

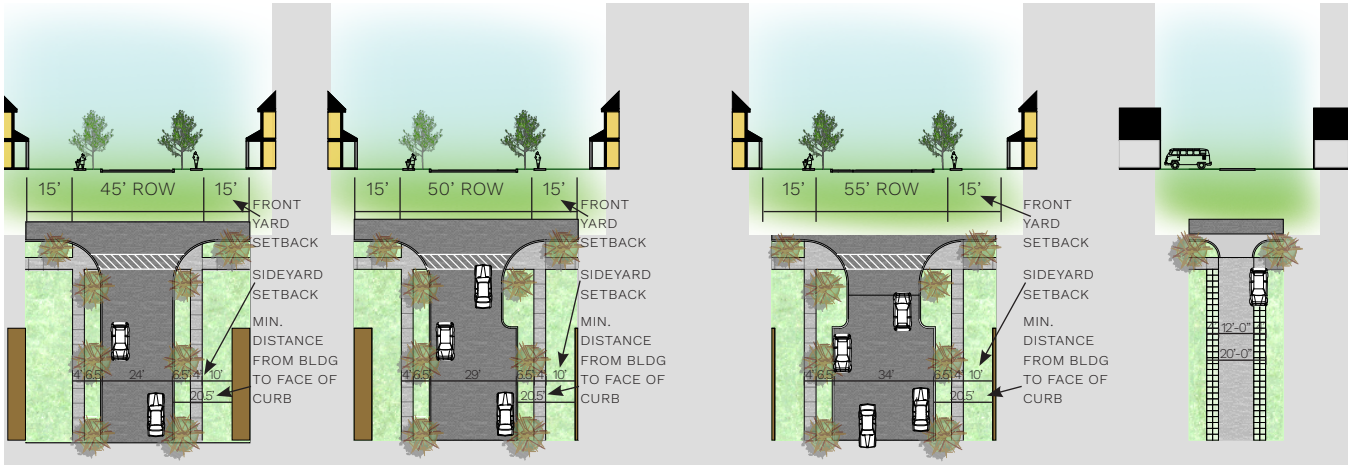
Taking advantage of the proximity to the intersection, we incorporate a mixed-use pattern with commercial venues on the ground floor of buildings along Old Stage Highway, giving them the necessary visibility of traffic, and creating one or two floors of residential units above. These may be small units, 1-bedroom or studios, offering residents just starting careers an affordable, yet interesting living accommodation. Sharing the area as we move away from the highway, townhomes are a viable option, offering a cohesive neighborhood while maintaining a low maintenance and affordable lifestyle. Beyond the townhomes, we see the mature TND single-family home concept with gridded, walkable streetscapes, complete with sidewalks, well-managed automobile storage, landscaping and pocket parks. The homes should be governed by comprehensive design guidelines which mandate a complementary style to existing homes in the area.

Streets serving the commercial venues may feature different styles of on-street parking as depicted in the accompanying photos. New streets should provide a walkable cross-connectivity to all areas ensuring residents enjoy a comfortable pedestrian environment.



RESIDENTIAL DEVELOPMENT NEAR RUSHMERE

Many responses from the public meeting expressed a desire to have some local restaurants, coffee shops, small retail, and service venues. To be successful, establishments such as these require a number of local residents nearby. Fulfilling this mission while maintaining a rural character is challenging, but can be solved by limiting neighborhoods to a close proximity of the intersection. This proximity preserves the rural, large lot homes prevalent throughout the area. A neighborhood that achieves enough homes to sustain small shops can be designed using TND principles for small town or village lots and single family homes. The example shown here is within a half of a mile of the intersection, is self contained with walkable streets, blocks, parks, and amenities, and adds another spectrum of housing complementing the higher density development near the intersection. Note that all streets have sidewalks and landscape strips. Most have on-street parking in front and alley loaded garages in the rear creating a streetscape reminiscent of small, historical towns and villages. The size and number of single family homes in a neighborhood such as depicted here can provide the population base to support the desired commercial entities. Moderately priced homes can be built with this configuration, encouraging family lifestyles without sacrificing rural values.



TYPICAL ROAD WITHOUT PARKING

- Right-of-Way—45'-0"
- Roadway—24' face of curb to face of curb.
- Pedestrian Zone—4 or 5' sidewalk along each side, with a 6'-0" planting strip between the roadway and sidewalk. 6" curb.
- Trees at 30' o.c. except where street light occurs.

TYPICAL ROAD WITH PARKING ON ONE SIDE

- Right-of-Way—50'-0"
- Roadway—29' face of curb to face of curb.
- Pedestrian Zone—4' or 5' sidewalk along each side, with a 6'-0" planting strip between the roadway and sidewalk. 6" curb.
- Trees at 30' o.c. except where street light occurs.

TYPICAL ROAD WITH PARKING BOTH SIDES

- Right-of-Way—55'-0"
- Roadway—Two lane, with two 10'-12' travel lanes with 7'-8' parking lanes.
- Pedestrian Zone—4' or 5' sidewalk along each side, with a 6'-0" planting strip between the roadway and sidewalk. 6" curb.
- Trees at 30' o.c. except where street light occurs.

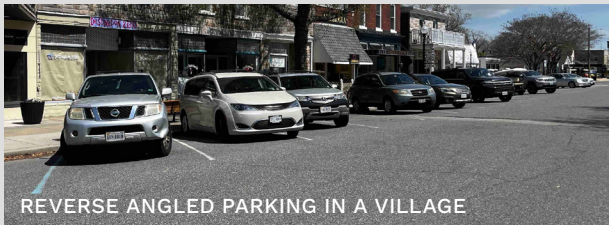
RESIDENTIAL ALLEYWAYS

- Private Right-of-Way—12'-0", two-way travel path, with a 4'-0" clear zone (setback) on each side.
- 4'-0" grassy pavers on both sides increase width to 20'-0" for emergency access.

STREET TYPES: PLANS AND CROSS SECTIONS



MEDIAN PARKING IN A VILLAGE



REVERSE ANGLED PARKING IN A VILLAGE

TND ROAD DESIGNS

One of the major goals of Traditional Neighborhood Development is to keep the pedestrian paramount and manage vehicular traffic to mitigate adverse interaction as well as unsightly seas of cars. Several strategies that enable this careful interaction are narrow lanes, on-street parallel or angled parking, generous use of alleyways where possible, intersections with "necked-down" ends of parking lanes, and sidewalks with landscape strips. Where pedestrians cross streets at intersections, a maximum length of crossing should be held at twenty-four feet. Curbs and gutters should be employed to keep road edges clearly demarcated—a safety issue for both vehicles and pedestrians.

In commercial areas, some villages incorporate reverse-angled parking requiring the drivers to back in to the spaces rather than drive in forward. An advantage of this is ease of exiting into the travel lanes. In this scenario, trunks and rear hatches face the sidewalk so loading is not done from a travel lane. Another common technique employs parking in the median of the street with one part of the block used for one side and the other section of the black for the opposite lane of traffic, thereby preserving space and minimizing total street width.

ROAD DESIGNS FOR BICYCLES

Accommodating bicycle use for recreation was a predominate subject in the public meetings. Rural Isle of Wight roads do not lend themselves to bicycle use due to the narrow lanes, lack of shoulders, and high traffic speed. In order to accomplish the goal of making the road systems safe for bicycles, a concerted effort by the county must be initialized with studies identifying preferred routes to major amenities. Linking all community amenities highlighted in Section B with bicycle paths, starting near the Rushmere intersection should be an initial goal of the study. There are different bike path designs for different road conditions. Examples of these are shown in the graphic below.

New development should incorporate bicycle lanes from the onset and connect to those identified in the study. Visiting bicyclists need well marked paths, and starting and ending points with maintenance stations and information kiosks. With a central meeting place near the Rushmere intersection, visiting bicyclers will naturally convene at the planned village venues, bolstering their success.

Examples of Types of Bike Lanes

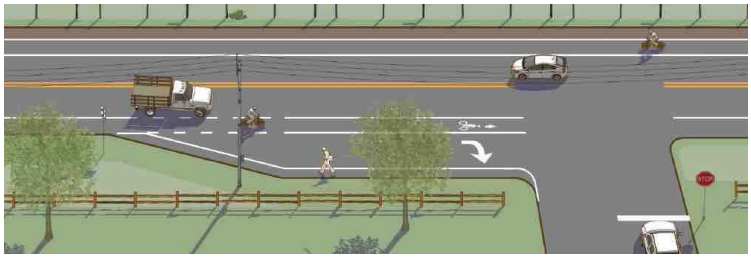
- Conventional Bike Lanes. Bike lanes designate an exclusive space for bicyclists through the use of pavement markings and signage
- Buffered Bike Lanes
- Multiuse Paths

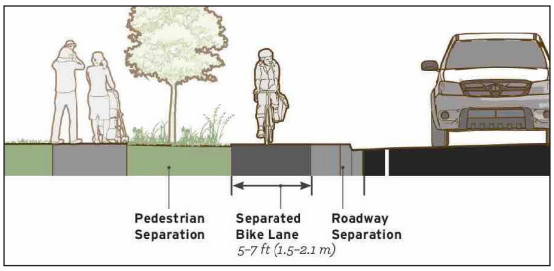




1. DIAGRAM A

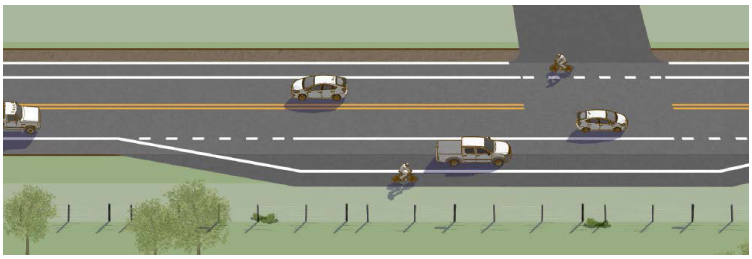
Conventional Bike Lane

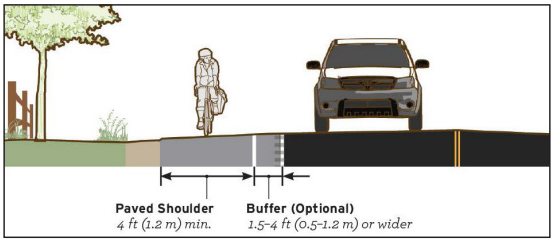




1. DIAGRAM B

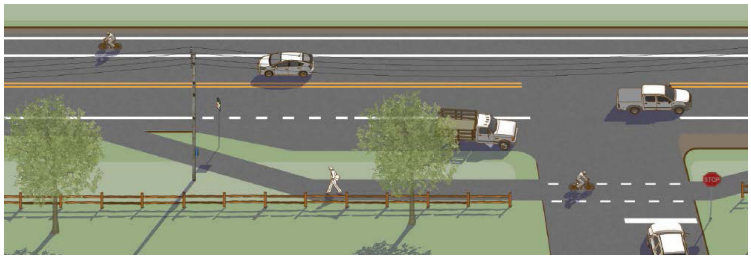
Buffered Bike Lane

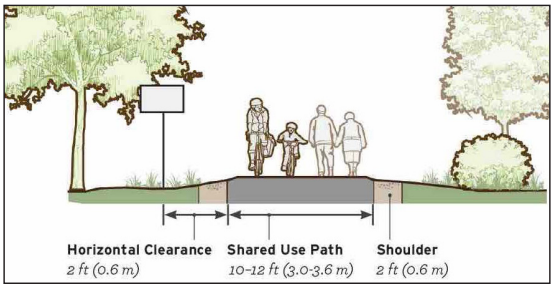




1. DIAGRAM C

Multiuse Path



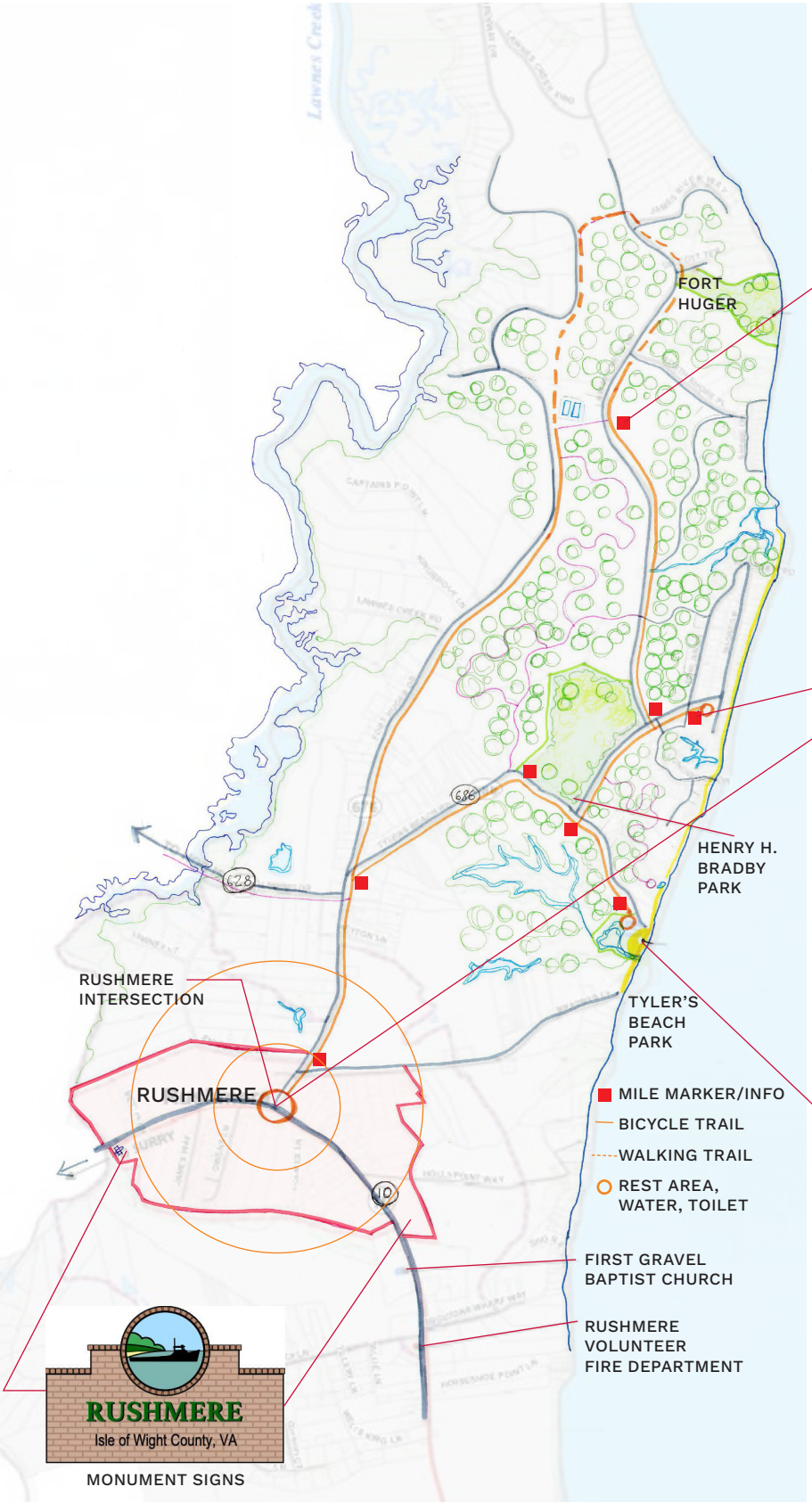


PUBLIC PARTICIPATION FOR ROAD IMPROVEMENTS, BICYCLE, AND WALKING TRAILS

Vital to the future development of Rushmere Village is active participation by the county in creating and improving roads and trails in the community. Many comments during the public meetings expressed this need since the rural roads are narrow with ditches along the shoulders making walking difficult and bicycling dangerous. There are few connections between the amenities, so their use is truncated by a lack of coordinated access, exposure, and visibility. New trails and bike lanes can alleviate this dilemma while creating a vibrant outdoor activity area. Improvements as described will take a concerted effort by the county and may be addressed as part of a parks and recreation department effort in cooperation with the traffic department. Proffers by private developers can provide necessary funding for some of the work.

Shown on the map are ideas and locations where the roads and trails could connect the public amenities as shown in the Potential Connections Map below. Using the Rushmere Intersection as a central hub, bicycle lanes can be created along roads, and walking trails can be created with in the parks and wooded areas. Facilitating these trails should be information and maintenance stations as well as rest and picnic areas. Connected with a branding scheme (see Section C) visitors and residents can feel secure knowing that they are part of a larger pattern of amenities maintained and supervised by the county. Following pages describe the details of the improvements.

Potential Trail Connections



TRAIL ACCESSORY EXAMPLES

INFORMATION KIOSKS



BICYCLE MAINTENANCE STATION

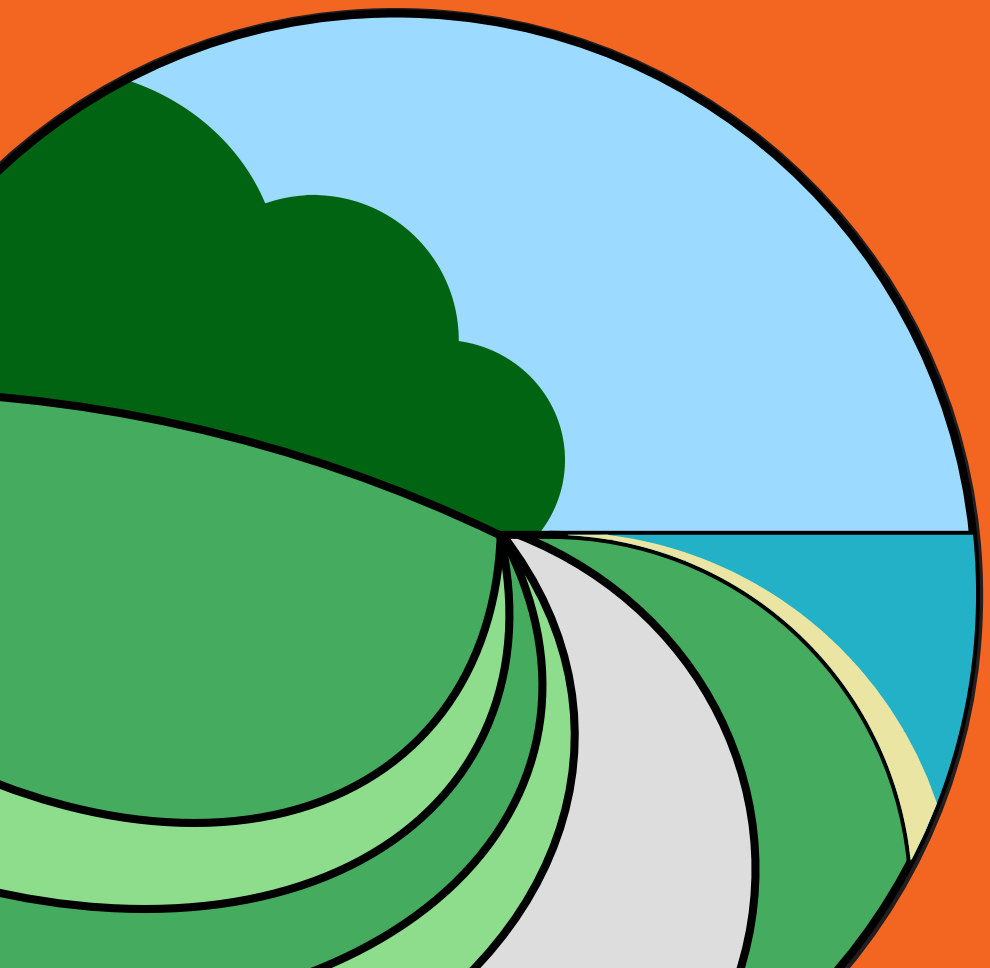


TRAIL MAP AT REST AREAS



COMMUNITY IDENTITY

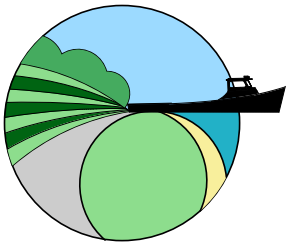
Rushmere Branding Logos Concepts



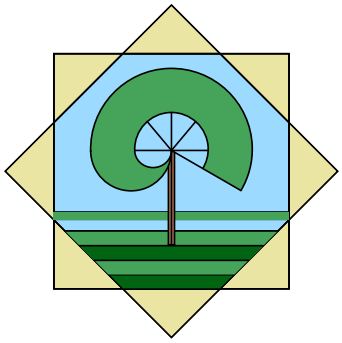
LOGO STUDIES

In designing and studying logo concepts for Rushmere, several aspects stood out as most important: the river and watermen who ply it, the rural character with farms and woods, winding roads, and natural settings. The final logo encompasses these ideals with predominately green and blue coloring with the silhouette of a dead rise along a river and beach, and the arc of a road transitioning through fields and tress. The simplicity of the images fosters an indelible and memorable trait—key to quick recognition for visitors. Although several shapes were studied, a circle was selected to display this image, as shown in figure 1, with the various elements converging to a focal point representing the infinite quality of Rushmere. The final draft logo is displayed at the top center of each page of the Master Plan, along with a classic font for the name, RUSHMERE.

1.



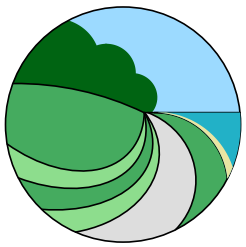
2.



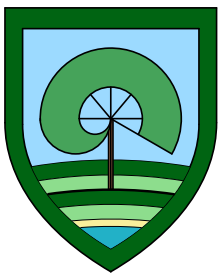
3.



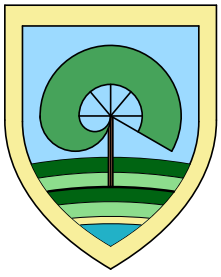
4.



5A.



5B.



BRANDING

As with most endeavors, marketing is key to the successful outcome of proposed ideas. Part of the marketing strategy for Rushmere is to give the area an identity—one that quickly lets visitors know they are in Rushmere, and reinforces that identity throughout the area. An easily recognizable logo plays an important role in such an identity. It is also important that the logo state something about the area and its context. Using it at the various amenities, parks, and neighborhoods reminds residents and visitors that they are in the village. A monument sign with the logo prominent should greet travelers as they enter the area letting them know that they are now in RUSHMERE, and this is a special place. This branding will be part of all of the amenities, shops, and neighborhoods and will serve to reinforce the cohesive nature of the village. Below are some examples of how the logo could be used in a monument sign.

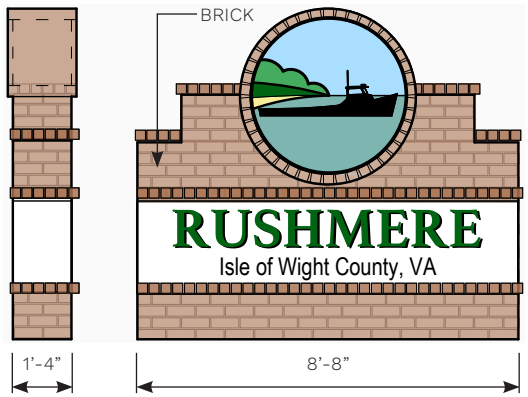
A



LEFT SIDE ELEVATION
SCALE 1/4"=1'-0"

FRONT ELEVATION
SCALE 1/4"=1'-0"

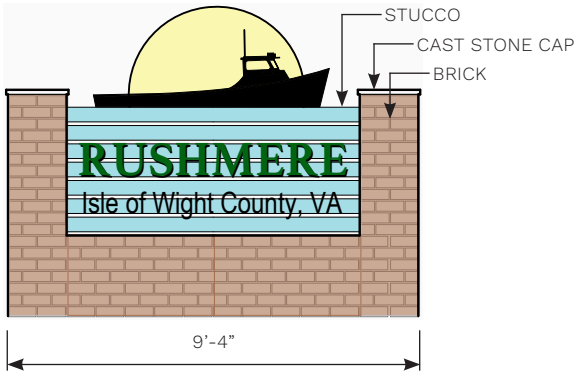
B



LEFT SIDE ELEVATION
SCALE 1/4"=1'-0"

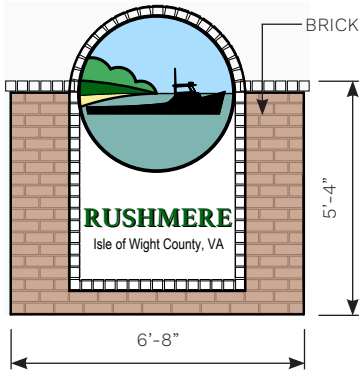
FRONT ELEVATION
SCALE 1/4"=1'-0"

C



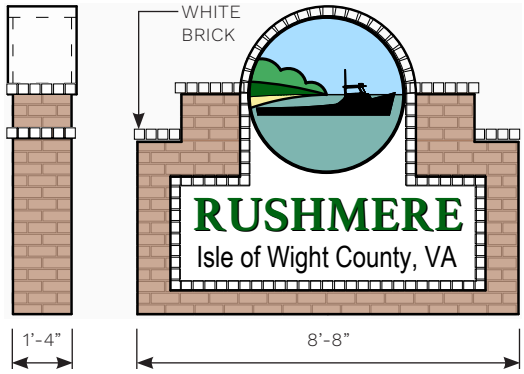
FRONT ELEVATION
SCALE 1/4"=1'-0"

D



FRONT ELEVATION
SCALE 1/4"=1'-0"

E



LEFT SIDE ELEVATION
SCALE 1/4"=1'-0"

FRONT ELEVATION
SCALE 1/4"=1'-0"



A MONUMENT SIGN

CONCLUSION



Survey respondents and community meeting participants often speak about how recent development and architectural practices have diluted the uniqueness of places and their character. Sprawl, strip commercial development, and cookie-cutter style subdivisions have all eroded local identity. The framework for future development in the Rushmere area illustrated in this Plan provides the setting for individual buildings. Single family, multi-family, commercial, and mixed-use buildings should be placed on their individual lots and constructed in a manner that contributes to the character and quality of the community as well as meeting building code requirements. New development and public infrastructure should be organized to create new opportunities for access rather than to continue to divide and diminish our unique, historic communities. By investing in new trail systems that connect noteworthy local destinations, creating community gathering spaces, and requiring the few locally appropriate design features for new construction can help to preserve and strengthen the identity of the Rushmere Village community. The Plan should serve as a guide for both future public and private investment and should be reviewed periodically to ensure its continued relevance to the community's goals and vision.

APPENDICIES



Community Input Survey – Rushmere Village Master Plan

Local Roots, Global Reach

ISLE OF WIGHT COUNTY
Department of Community Development

Purpose: During the 2019-2020 comprehensive plan public input sessions, the community of Rushmere told us that they wanted additional development and housing opportunities in the Rushmere Village Center in the future. The County anticipates that the extension of public water and sewer along Route 10 may increase interest in Rushmere on the part of developers seeking to construct businesses or houses. As development occurs in the future, it is important to preserve the desired identity of the Rushmere Village Center. Your feedback on the survey questions below will help find ways the community can accomplish this.

Instructions: Fill out the survey and return using one of the methods listed on Page 10.

1. Which of the following describe(s) your relationship to the Rushmere area? *(check all that apply)*

   - ☐ Homeowner
   - ☐ Renter
   - ☐ Landowner (own vacant property)
   - ☐ Landlord
   - ☐ Own house or land in Rushmere but reside elsewhere
   - ☐ Business owner
   - ☐ Employed/work in the community
   - ☐ Attend church or volunteer in the community
   - ☐ Regularly travel to or through the Rushmere area
   - ☐ Originally from and/or was raised in the community
   - ☐ Other (explain): _____

2. If additional funds become available for transportation projects in the future, what do you think is the highest priority in order to improve travel in Rushmere? *(Check the box for all that apply and rank your top three choices)*

Continues on reverse

☐	Improving existing roadways with landscape medians, trees along the road, surface treatments, curb and gutter, directional signage, and similar enhancements	1 2 3
☐	Installing digital speed limit signage, dedicated turn lanes, or implementing other traffic calming measures to improve vehicle safety	1 2 3
☐	Installing bicycle and walking trails and/or sidewalks	1 2 3
☐	Controlling or limiting access directly to Route 10 from adjoining properties	1 2 3
☐	Expanding transit such as on-demand van or rideshare services	1 2 3
☐	Constructing, maintaining, or replacing existing roads or bridges (specify in "Other" below)	1 2 3
☐	Other (explain): _____	1 2 3

3. If local market conditions allow, which of the following types of new or expanded businesses would you like to see in Rushmere? *(Same instructions as #2 above)*

☐	Convenience store, including in-store delicatessen or carry-out food service	1 2 3 4 5
☐	Country store or farm market	1 2 3 4 5
☐	"Pick-your-own" produce farms and similar establishments that offer hayrides, corn mazes, and related activities	1 2 3 4 5
☐	Roadside restaurant, including dine-in and drive-up establishments, but excluding fast food restaurants	1 2 3 4 5
☐	Waterfront restaurant with outdoor seating	1 2 3 4 5
☐	Antique or consignment store, gift shop, or specialty retail store	1 2 3 4 5
☐	Marina, including establishments selling locally harvested shellfish, seafood, etc.	1 2 3 4 5
☐	Rural or rustic wedding/event venue	1 2 3 4 5
☐	Wineries, breweries, cideries, and/or distilleries	1 2 3 4 5
☐	Other (explain): _____	1 2 3 4 5

4. Which of the following images of commercial buildings have architecture that you find desirable and would be appropriate if built in Rushmere? *(Images are on the back of this page. Check the box for all that apply and rank your top three choices)*

☐ Fig. 1 Rank: 1 2 3



☐ Fig. 2 Rank: 1 2 3



☐ Fig. 3 Rank: 1 2 3



☐ Fig. 4 Rank: 1 2 3



☐ Fig. 5 Rank: 1 2 3



☐ Fig. 6 Rank: 1 2 3



5. For Question 4 above, what features do you like about the buildings you selected as your top choices? *(Elaborate here)* _____

_____

Continues on reverse

6. Which of the following images of single-family homes have architecture that you find desirable and would be appropriate if built in Rushmere? *(Check the box for all that apply and rank your top three choices)*

☐ Fig. 1 Rank: 1 2 3



☐ Fig. 2 Rank: 1 2 3



☐ Fig. 3 Rank: 1 2 3



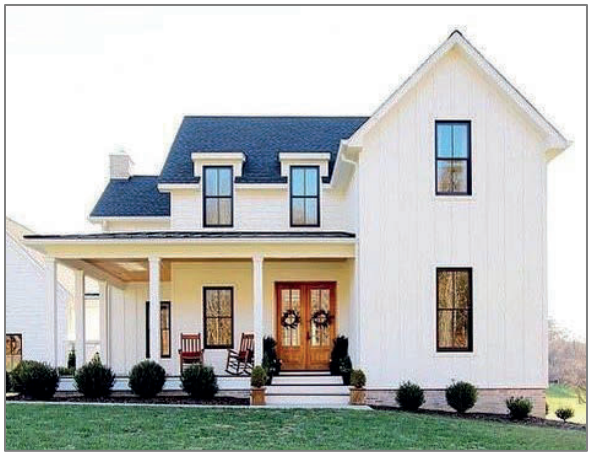
☐ Fig. 4 Rank: 1 2 3



☐ Fig. 5 Rank: 1 2 3



☐ Fig. 6 Rank: 1 2 3



7. Which of the following images of townhouses have architecture or reflect a design that you find desirable and would be appropriate if built in Rushmere?

☐ Fig. 1 Rank: 1 2 3



☐ Fig. 2 Rank: 1 2 3



☐ Fig. 3 Rank: 1 2 3



☐ Fig. 4 Rank: 1 2 3



☐ Fig. 5 Rank: 1 2 3



☐ Fig. 6 Rank: 1 2 3



Continues on reverse

8. For Questions 6 and 7 above, what features do you like about the homes you ranked as your top choices. If you selected none, please explain why: _____
_____

9. Which of the following images show residential neighborhoods that you find desirable and would be appropriate if developed in Rushmere? *(Check the box for all that apply)*

☐ Fig. 1



☐ Fig. 2



☐ Fig. 3



☐ Fig. 4



☐ Fig. 5



☐ Fig. 6



10. Which of the following images show parks, open spaces, and recreational amenities that you find desirable and would be appropriate if built in Rushmere?

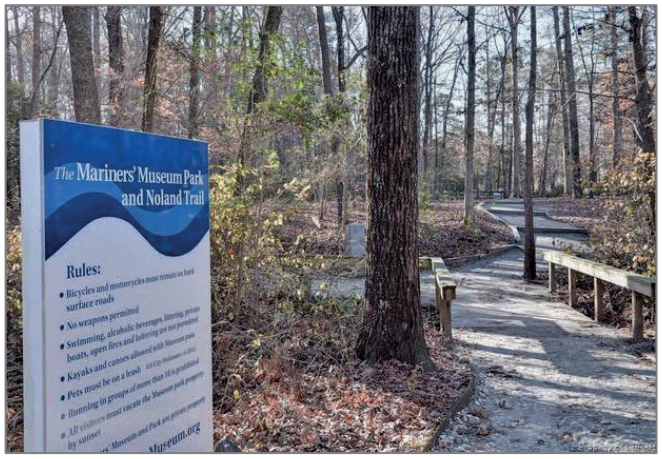
☐ Fig. 1



☐ Fig. 2



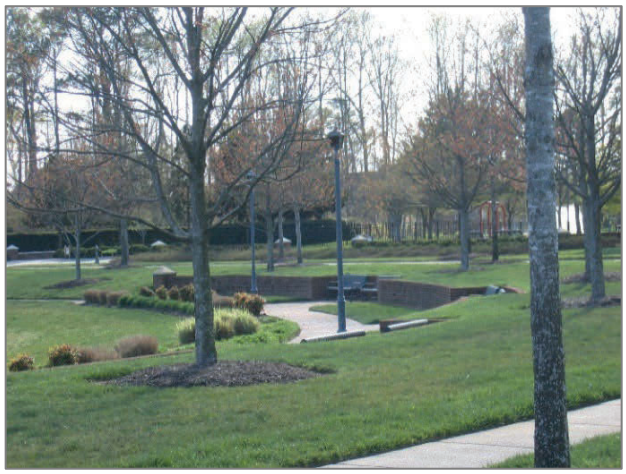
☐ Fig. 3



☐ Fig. 4



☐ Fig. 5



☐ Fig. 6



Continues on reverse

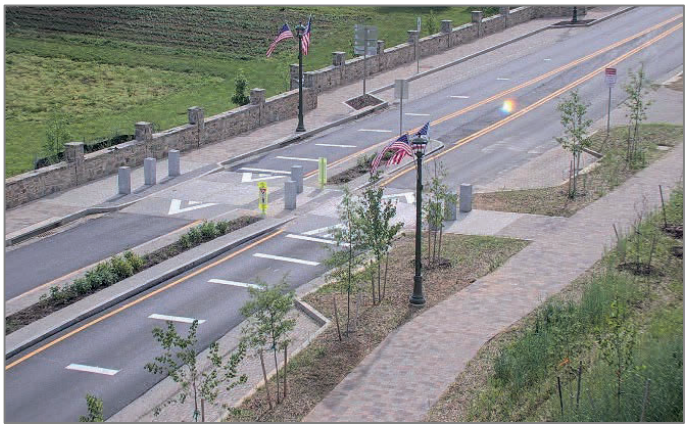
11. For Questions 9 and 10 above, what do you prefer about the examples you selected? If you selected none, please explain why: _____

_____

_____

12. Which of the following images of roadway enhancements and "gateway" features show improvements that would be appropriate if constructed along roadways in Rushmere?

☐ Fig. 1



☐ Fig. 2



☐ Fig. 3



☐ Fig. 4



☐ Fig. 5

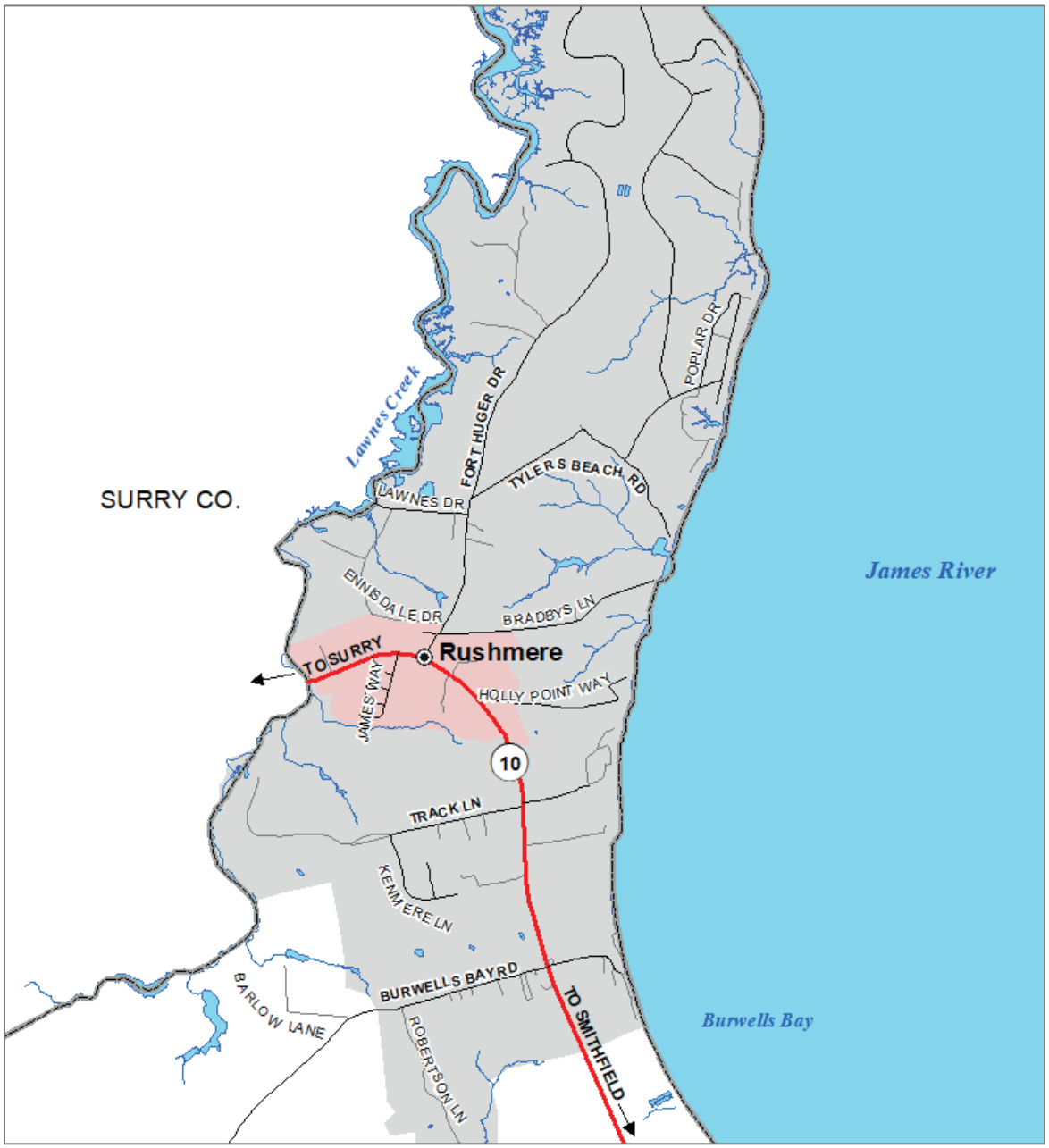


☐ Fig. 6



13. For Question 12 above, what do you prefer about the examples you selected? If you selected none, please explain why: _____
_____

14. On the map below, draw a circle or dot marking the road intersection closest to your home, property, or business. *(Answers will be used to identify the general location of all respondents within the project area and will not be used to identify any individual addresses or other personal or identifying information. If you prefer, you may leave this question blank)*



Continues on reverse

15. Please provide the following information: *(Answers will be used to compare the information of respondents within the project area to the population generally and will not be used to identify any individual or obtain other personal or identifying information. If you prefer, you may leave this information blank)*

    a. Your age: _____

    b. Your race (choose from below)

    White

    Black or African American

    Hispanic or Latino

    Asian or Pacific Islander

    Native American or Alaska Native

    Multiracial

    Other: _____

    c. Your gender: _____

    d. Your household income:

    Less than $25,000

    $25,000 to $50,000

    $50,000 to $75,000

    $75,000 to $100,000

    More than $100,000

16. Please provide any general feedback or additional input about specific questions in the survey here or on a separate sheet of paper: _____

_____

_____

_____

_____

HOW TO RETURN THIS FORM UPON COMPLETION:

1. Return to the drop box located at First Gravel Hill Baptist Church.
2. Return by mail using the enclosed stamped envelope to the attention of: Isle of Wight Co. Dept. of Community Development, ATTN: Joshua Bateman, P.O. Box 80, Isle of Wight, VA 23397.
3. Scan the completed form into a PDF and email to jbateman@iwus.net.

Rushmere Community Input Survey Results
Rushmere Village Master Plan

In the Spring of 2022, a community input survey was sent to residents within the Rushmere Village Center and surrounding neighborhoods to gauge interest in additional development and housing opportunities in the future. Out of 1,366 surveys mailed out along with the ability to complete the survey online, we received 242 total responses with a response rate of approximately 18%.

Executive Statement: Most respondents generally showed interest in small-scale, low-density development that reflects the county's rural character in both development type and architectural design.

Question #1) Which of the following describe(s) your relationship to the Rushmere area? (Check all that apply)

- 73% Homeowners
- 36% either regularly travel through/to Rushmere or attend church in the community.
- 26% own vacant lots (likely due to undeveloped areas in Lawne's Neck)
- 10% originally from Rushmere

Question #2) If additional funds become available for transportation projects in the future, what do you think is the highest priority in order to improve travel in Rushmere? (Check all that apply and rank top 3)

- Majority asking for improvements on existing roads, with inclusion of bicycle or walking trails.
- 69% for improving roads with landscape, trees along the road, surface treatments, curbs/gutters, directional signage, and similar enhancements
- 51% for constructing, maintaining, or replacing existing roads or bridges
- 52% for installing bicycle and walking trails and/or sidewalks
- Route 10 improvements is a priority

Question #3) If local market conditions allow which of the following types of new or expanded businesses would you like to see in Rushmere? (Check box and rank top 5 choices)

- Dining options is a top priority
- 68% want country store or market
- 66% want dine-in and drive-up restaurants (excluding fast food)
- 52% want a waterfront restaurant with marina
- Gift shops, specialty retail, and event venue were not popular

Question #4 Which of the following images of commercial buildings have architecture that you find desirable and would be appropriate if built in Rushmere (Check Boxes and rank top 3 choices)



73% (1)



72% (2)



50% (3)

Question #6 Which of the following images of single-family homes have architecture that you find desirable and would be appropriate if built in Rushmere? (Check boxes and rank top 3 choices)



65% (1)



61% (2)



48% (3)

Question #7) Which of the following images of townhouse have architecture or reflect a design that you find desirable and would be appropriate if built in Rushmere? (Check boxes and rank top 3 choices)



73% (1)



71% (1)



65% (2)

Question #9) Which of the following images show residential neighborhoods that you find desirable and would be appropriate if developed in Rushmere (check the box)



58%

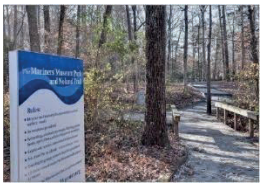


56%



44%

Question #10) Which of the following images shows parks, open spaces, and recreational amenities that you find desirable and would be appropriate if built in Rushmere? (Check boxes)



78%



77%



56%

Question #12) Which of the following images of roadway enhancements and "gateway" features show improvements that would be appropriate if constructed along roadways in Rushmere (Check boxes)



68%



42%



39%

Question #14) Please indicate the name of the road or intersection closest to your property.

- 43% - Village Center to Tyler's Beach Road
- 24% - Lawnes Neck Area
- 22% - Track Lane Area
- 11% - Burwells Bay Area

Question #15) Demographics

Age:

Under 30: 2%

30-39: 9%

40-49: 9%

50-59: 24%

60-69: 29%

70-79: 20%

80+: 8%

Race:

White: 74%

Black or African American: 21%

Asian or Pacific Islander: 2%

Hispanic or Latino: 1%

Native American or Alaska Native: 1%

Multiracial: 1%

Gender:

Male: 52%

Female: 48%

Household Income:

Less than $25,000: 3%

$25,000 - $50,000: 10%

$50,000 - $75,000: 18%

$75,000 - $100,000: 17%

More than $100,000: 52%

Notes of Interest:

- 54 of the general feedback comments at the end of the survey expressed support for little to no development for the Rushmere area. This was also reflected in several responses to question-specific comments throughout the survey.
- The visual preference survey indicated support for low density, human-scale buildings with a traditional form of single and two story buildings with gable roofs and porches.
- Natural landscape and open space were widely supported.















