



ECONOMIC DEVELOPMENT  
AUTHORITY

# TOWN OF WISE

## *ECONOMIC DEVELOPMENT AUTHORITY*

📍 501 West Main Street Wise, VA 24293

☎ 276-328-6013 x204

WWW.TOWNOFWISE.NET

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### MEMORANDUM

TO: Directors, Economic Development Authority  
FROM: Reagan L. Walsh, Planner/Zoning Administrator  
DATE: August 6, 2024  
RE: Meeting – August 8, 2024

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The August 2024 meeting of the Economic Development Authority will be held on Thursday, August 8, 2024, at 5:00 p.m. in the Council Chambers of the Wise Municipal Building. Please note the change in meeting time.

Please let me know if you have any questions concerning anything on the agenda. If you are unable to attend the meeting, please notify me as soon as possible. My email address is [rwalsh@townofwise.org](mailto:rwalsh@townofwise.org) and my direct line is 276-328-6013 x204. I can also be contacted by cell phone at 276-870-4101.

Thank you for your continued support and efforts to improve the Town of Wise. I look forward to seeing everyone on Thursday!

**Town of Wise Economic Development Authority  
Meeting Agenda  
Thursday, August 8, 2024  
5:00 PM – 501 West Main Street  
Wise, Virginia 24293**

**1. CALL TO ORDER**

**2. ROLL CALL**

**3. REVIEW AND APPROVAL OF MEETING MINUTES – JULY 11, 2024**

**4. PUBLIC EXPRESSION**

**4.1.** The Economic Development Authority of the Town of Wise welcomes your input and involvement in the business of your local government. At this time, you may address the EDA on items not already on the agenda. It is the policy of the EDA to refrain from taking final action on items not already on the agenda unless a public emergency exists. Only in this way can the EDA and town staff devote the time necessary for thorough review of your request and effectively resolve the matter.

**5. VTOP/INTERNSHIPS PRESENTATION – TONYA NATIONS, UVA WISE**

**6. UNFINISHED BUSINESS**

**6.1.** EDA RESOLUTION #2, 2024

“A RESOLUTION OF THE ECONOMIC DEVELOPMENT AUTHORITY OF THE TOWN OF WISE, VIRGINIA ESTABLISHING THE COMMUNITY BUSINESS BILLBOARD PROGRAM FOR FY2024-2025 AND ALLOCATING \$15,000.00 FOR PROGRAM EXPENSES”

**7. MATTERS FROM THE DIRECTORS**

**8. MATTERS FROM STAFF**

**9. ADJOURNMENT**

*THE TOWN OF WISE IS COMMITTED TO FULL COMPLIANCE WITH THE AMERICANS WITH DISABILITIES ACT STANDARDS AND ALSO OFFERS THE RIGHT TO FREE LANGUAGE ASSISTANCE FOR PERSONS CONDUCTING BUSINESS WITH THE TOWN OF WISE. THE TOWN OF WISE PROVIDES THESE ACCOMMODATIONS FOR PERSONS WHO REQUIRE SPECIAL ASSISTANCE TO PARTICIPATE IN PUBLIC INVOLVEMENT OPPORTUNITIES. TRANSLATION SERVICES, ASSISTANCE, OR ACCOMODATION REQUESTS FROM PERSONS WITH DISABILITIES ARE TO BE REQUESTED NOT LESS THAN 3 WORKING DAYS BEFORE THE DAY OF THE EVENT. PLEASE CALL (276) 328-6013 FOR ASSISTANCE.*

*THE TOWN OF WISE IS AN EQUAL OPPORTUNITY EMPLOYER AND PROVIDER.*

**Town of Wise Economic Development Authority**  
**Thursday, July 11, 2024**  
**6:00 PM – 501 West Main Street**  
**Wise, Virginia 24293**  
**Meeting Minutes**

**MEMBERS PRESENT:**

Jennifer Sturgill-Mullins, Chairman  
Cory Dotson, Vice-Chairman  
Valerie Lawson, Treasurer  
Bonnie Aker  
Brandi Cox  
Bill Thompson

**MEMBERS ABSENT:**

Rachel Helton

**TOWN STAFF PRESENT:**

Reagan Walsh, Secretary

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**1. CALL TO ORDER:**

Chairman Sturgill-Mullins called the meeting to order.

**2. ROLL CALL:**

Secretary Walsh called the roll. It was determined that a quorum was present.

**3. NOMINATION AND ELECTION OF OFFICERS (CHAIRMAN, VICE-CHAIRMAN, TREASURER):**

**3.1. Nomination and Election of Chairman to Serve until 7/31/2025**

Director Lawson made a motion to nominate Director Jennifer Sturgill-Mullins to serve as Chairman until 7/31/2025 with a second by Director Aker. Motioned carried 5-0 with Director Sturgill-Mullins abstaining.

**3.2 Nomination and Election of Vice-Chairman to Serve until 7/31/2025**

Director Lawson made a motion to nominate Director Cory Dotson to serve as Vice-Chairman until 7/31/2025 with a second by Director Cox. Motion carried 5-0 with Director Dotson abstaining.

**3.3 Nomination and Election of Treasurer to Serve until 7/31/2025**

Director Thompson made a motion to nominate Director Valerie Lawson to serve as Treasurer until 7/31/2025 with a second by Director Cox. Motion carried 5-0 with Director Lawson abstaining.

**4. APPOINTMENT OF SECRETARY TO SERVE UNTIL 7/31/2025**

Treasurer Lawson made a motion to nominate Town Planner, Reagan Walsh, to serve as Secretary until

7/31/2025 with a second by Director Aker. Motion carried 6-0.

**5. ESTABLISH DATE, TIME, AND LOCATION OF REGULARLY SCHEDULED MEETINGS**

The directors discussed potential meeting dates and times and settled on the second Thursday of each month at 5:00 p.m. in the council chambers at the Wise Municipal Building. A motion was made to change the meeting time by Director Cox with a second by Director Dotson. Motion carried 6-0.

**6. REVIEW AND APPROVAL OF MEETING MINUTES – JUNE 13, 2024:**

Director Cox made a motion to approve the June 13, 2024, meeting minutes with a second by Director Aker. Motion carried 6-0.

**7. PUBLIC EXPRESSION:**

No one from the public was present for public expression. Chairman Sturgill-Mullins dispensed with public expression.

**8. UNFINISHED BUSINESS:**

**8.1. EDA RESOLUTION #1, 2024**

“A RESOLUTION OF THE ECONOMIC DEVELOPMENT AUTHORITY OF THE TOWN OF WISE, VIRGINIA ESTABLISHING THE COMMUNITY BUSINESS BILLBOARD PROGRAM FOR FY2024-2025 AND ALLOCATING \$15,000.00 FOR PROGRAM EXPENSES”

The directors discussed the draft program guidelines and recommended some changes be made to the scoring criteria and program guidelines. Vice-Chairman Dotson made a motion to table EDA Resolution #1, 2024 pending changes, with a second by Director Thompson. Motion carried 6-0. The following resolution, EDA Resolution #2, 2024 will now be EDA Resolution #1, 2024.

**9. NEW BUSINESS:**

**9.1. EDA RESOLUTION #2, 2024**

“A RESOLUTION OF THE ECONOMIC DEVELOPMENT AUTHORITY OF THE TOWN OF WISE, VIRGINIA SPONSORING CREATORCON 2024”

The directors discussed sponsoring CreatorCon 2024. The organizers of CreatorCon requested a donation of \$2,500.00. Secretary Walsh explained that if the EDA chooses to donate to the event, it is important that there be some representation from the EDA at the event. The directors felt that it would be best to sponsor the event at the lower sponsorship level of \$1,000.00 since it was unsure if any of the directors would be able to attend. This would also allow time for those who can attend to experience the event to see if the EDA should sponsor next year's event at a higher sponsorship level. Director Thompson made a motion to sponsor CreatorCon 2024 in the amount of \$1,000.00 with a second by Treasurer Lawson. Motion carried 6-0. This resolution is approved as EDA RESOLUTION #1, 2024 due to the original EDA RESOLUTION #1 being tabled to the next meeting.

**10. MATTERS FROM STAFF:**

**10.1. Virginia Economic Developers Association Membership Request**

Secretary Walsh requested authorization to join the Virginia Economic Developers Association for a yearly fee of \$250.00. She explained that this is a professional organization comprised of economic developers from across the state that provides valuable resources, training, and in-person events. She also provided information on membership to the International Economic Development Council. The prorated amount for 2024 is \$89.50 and \$179.00 for following years. Treasurer Lawson made a motion to approve both requests with a second by Director Cox. Motion carried 6-0.

### **10.2. International Economic Development Council Membership Request**

This item was approved along with agenda item 10.1.

### **10.3. Department of Planning and Zoning Monthly Report**

Secretary Walsh explained to the directors that this report is for updates for projects around town. Director Thompson asked about the scope of the East End Pedestrian Project. Secretary Walsh stated it was for new sidewalks from Railroad Avenue to the curve at First Church of God. Director Thompson stated he was hoping that project would get funded. All the directors agreed. Director Aker asked if, during the West Main Street Pedestrian Project, would a crosswalk be added near the Post Office. Secretary Walsh stated she was unsure and that she would check on it. She also explained that she would be submitting applications in the fall for Virginia Highway Safety Improvement Program funds. Director Dotson asked if the new speed signs were installed by VDOT or the town. Secretary Walsh stated that it was a police department project.

Secretary Walsh discussed establishing a subcommittee for creating a microloan program. Directors Thompson and Dotson volunteered to work on this. Secretary Walsh also stated that the EDA should restart work on a Façade Improvement Program due to the slower than anticipated progress on establishing a Virginia Main Street Program.

## **11. MATTERS FROM THE DIRECTORS**

Director Aker asked if designation from the Virginia Tourism Corporation would help us. Secretary Walsh stated she was unsure which organization would need to be the one to apply for designation, whether it could be the EDA, Virginia Main Street program, or the locality, but that she would check on it and provide more information at the next meeting. Director Cox recommended that someone from VTC come to an EDA meeting to discuss their programming. Secretary Walsh stated she would look into it.

Director Cox brought up the Small Business Development Center and that she spoke with one of their representatives who is interested in speaking to the EDA. The directors agreed that this is a good idea. Director Cox also discussed her idea of the EDA sponsoring Lunch and Learns for local businesses. This would be an opportunity for the EDA to host events that provide valuable information for local businesses.

Vice-Chairman Dotson requested an update on the Food Truck Incubator Site. Secretary Walsh stated that money has been allocated for construction for this fiscal year and she would get an update for the directors. The directors discussed the need for more restaurants and the potential for food trucks to set up around town. Secretary Walsh stated that there is an ordinance that governs food trucks in town and that it doesn't prohibit food trucks generally. She stated that if any of the directors wanted to have them set up at their businesses, to reach out to her for permitting.

The directors briefly discussed the need for more businesses on the western end of town. Treasurer Lawson explained that after the gas station across from town hall and the medical offices closed, other businesses in the

area noticed a significant decrease in foot traffic.

**12. ADJOURNMENT**

Being no further discussion, Chairman Sturgill-Mullins adjourned the meeting.

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Jennifer Sturgill-Mullins, Chairman

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Reagan Walsh, Secretary

## **AGENDA ITEM 6.1 – COMMUNITY BUSINESS BILLBOARD PROGRAM**

**TO:** Directors, Town of Wise Economic Development Authority  
**FROM:** Reagan Walsh, Planner/Zoning Administrator

**RE:** Community Business Billboard Program  
**DATE:** August 6, 2024

Attached to this memorandum is a final draft of the Community Business Billboard Program guidelines, application, scoring criteria, and score sheet. Please review all documents. Directors Aker and Cox were instrumental in forming this program. It is recommended that this program be approved with an allocated amount of \$15,000.00 for FY2024-2025.

**EDA RESOLUTION NO. 2, 2024**

**A RESOLUTION OF THE ECONOMIC DEVELOPMENT AUTHORITY OF THE TOWN OF WISE,  
VIRGINIA ESTABLISHING THE COMMUNITY BUSINESS BILLBOARD PROGRAM FOR  
FY2024-2025 AND ALLOCATING \$15,000.00 FOR PROGRAM EXPENSES**

**WHEREAS**, the Economic Development Authority of the Town of Wise, Virginia desires to create programs and incentives to support local businesses; and

**WHEREAS**, the Community Business Billboard Program has been designed to provide low-cost high-visibility advertising for said local businesses; and

**WHEREAS**, the Economic Development Authority of the Town of Wise, Virginia wishes to allocate \$15,000.00 for the operation of the Community Business Billboard Program; and

**WHEREAS**, a recommendation for approval of the Community Business Billboard Program has been made by a subcommittee established for the purpose of creating said program; and

**NOW, THEREFORE, BE IT RESOLVED**, by the Economic Development Authority of the Town of Wise, Virginia that it hereby approves and adopts the Community Business Billboard Program and allocates \$15,000.00 for said program.

**VOTING "AYE":** \_\_\_\_\_

**VOTING "NAY":** \_\_\_\_\_

**ABSENT:** \_\_\_\_\_ **ABSTENTIONS:** \_\_\_\_\_

**ADOPTED AND EFFECTIVE THIS THE 8<sup>TH</sup> DAY OF AUGUST 2024**

**TOWN OF WISE ECONOMIC DEVELOPMENT AUTHORITY**

\_\_\_\_\_  
**CHAIRMAN**

**ATTEST:** \_\_\_\_\_

**SECRETARY**





ECONOMIC DEVELOPMENT  
AUTHORITY

# Community Business Billboard Program

Town of Wise Economic Development Authority

FY2024-2025

8/8/24

## Community Business Billboard Program

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# Community Business Billboard Program

## I. Program Overview

The Town of Wise Economic Development Authority ("TOWEDA") is pleased to introduce the Community Business Billboard Program. This initiative aims to support local businesses by providing low-cost high-visibility advertising. Participating businesses will only need to cover the cost of their billboard graphics. Each billboard will feature advertisements for two businesses, maximizing exposure and fostering community collaboration. We encourage all eligible businesses to apply and take advantage of this unique opportunity.

## II. Program Objectives

1. **Increase Local Business Visibility:** Provide a platform for local businesses to reach a broader audience through prominent billboard advertising.
2. **Promote Economic Growth:** Drive traffic to local businesses, encouraging increased sales and economic activity.
3. **Foster Community Collaboration:** Encourage businesses to work together to enhance the local economy and community engagement.

## III. Eligibility Criteria

1. **Applicant Type:** Open to all small or locally owned businesses (< 50 employees) within the Town of Wise.
2. **Operational Status:** Businesses must have been operational for at least six months before the application date.
3. **Compliance:** Businesses must be in compliance with local, state, and federal regulations, hold the necessary licenses to operate, and not be involved in any legal disputes that might affect its ability to utilize the program effectively.
4. **Demonstrated Need:** The purpose of this program is to provide financial assistance; therefore, businesses must show a need for assistance.

## IV. Application Requirements

1. **Application Form:** Complete the official application form, including all required sections and signatures.
2. **Business Profile:** Provide a brief profile of the business, including history, products/services, and target market.
3. **Marketing Plan:** Describe in the application how billboard advertising fits into the overall marketing strategy and expected outcomes.
4. **Logo:** Submit a high-resolution photo of the business logo.

## V. Program Details

1. **Billboard Location:** The TOWEDA will select high-traffic billboard locations within the US-23 Corridor. Locations will depend upon the availability of billboards. The TOWEDA may choose to include locations other than the US-23 Corridor.
2. **Lease Duration:** The TOWEDA will cover the lease cost for the duration of the program. Advertisements will be displayed for a period of 8 weeks.
3. **Graphics Cost:** The cost to each participating business is \$100.00 to be paid to the TOWEDA after notice of award and prior to design production.

4. **Optional “Lunch & Learns”:** During the program, the TOWEDA will be sponsoring a monthly “Lunch & Learn” for participating businesses. These informal training sessions will be conducted during lunchtime hours where participants can eat while they learn about a particular topic. All sessions will be free to participating businesses!

## VI. Selection Criteria

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*Applications will be reviewed and scored by the TOWEDA Incentive Program Subcommittee.  
Applications recommended will be forwarded to the TOWEDA for final approval.*

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1. **Location Priority** – To prioritize businesses located in areas that will benefit the most from increased visibility.
2. **Business Type Priority** – To prioritize target businesses that are most likely to benefit from financial incentive programs.

## VIII. Application Timeline

**\*Dates subject to change\***

1. **Application Open Date:** August 12<sup>th</sup>, 2024
2. **Application Deadline:** September 13<sup>th</sup>, 2024
3. **Notification of Results:** September 23<sup>rd</sup>, 2024
4. **Estimated Campaign Start Date:** Early October 2024

## IX. Contact Information

For more information or questions regarding the Community Business Billboard Program, please contact:

- **Name:** Reagan Walsh
- **Phone:** 276-328-6013 x204
- **Email:** rwalsh@townofwise.org
- **Address:** 501 West Main Street, Wise, VA 24293

## X. Miscellaneous

- The EDA reserves the right to modify these guidelines or terminate the program at any time without prior notice.
- By participating, applicants agree to comply with all program standards and regulations.

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### EO/EEO/ADA Statement:

The Town of Wise and the Town of Wise Economic Development Authority are equal opportunity employers and providers. The Town of Wise and the TOWEDA offer the right to free language assistance for persons conducting business with the Town of Wise. The Town of Wise and TOWEDA also provide reasonable accommodations for persons who require special assistance to participate in public involvement opportunities and activities. Persons with disabilities requiring the use of auxiliary aids or who need language assistance to participate in the program should contact the TOWEDA Secretary at 276-328-6013 x204.

## Scoring Criteria for Community Business Billboard Program

This scoring criteria document is designed to objectively evaluate and prioritize applications for the Community Business Billboard Program. The criteria prioritize businesses based on their location, type, and length of operation.

### Scoring Summary:

#### 1. Location Priority (40 Points)

- Downtown Business District: 40 Points
- General Business District: 30 Points
- All Other Locations: 20 Points

#### 2. Business Type Priority (40 Points)

- Retail: 40 Points
  - Description: Businesses selling goods directly to consumers.
  - Examples: Clothing stores, electronics shops, gift shops.
- Food and Beverage Establishments: 30 Points
  - Description: Businesses providing food and drink services.
  - Examples: Restaurants, cafes, bars.
- Personal Services: 20 Points
  - Businesses offering personal care and maintenance services.
  - Examples: Salons, spas, fitness centers, dry cleaners.
- Professional Services: 10 Points
  - Businesses offering specialized services requiring professional expertise.
  - Examples: Law firms, architects, engineers, consultants.

### Final Scoring:

- **Excellent (60-80 Points):** Strongly aligns with all priority criteria.
- **Very Good (50-59 Points):** Meets most priority criteria.
- **Good (40-49 Points):** Meets several priority criteria.
- **Fair (Below 40 Points):** Meets few priority criteria.

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### Notes for Reviewers:

- Each application should be reviewed and scored independently based on the criteria outlined above.
- Ensure consistency and fairness in evaluating each application to uphold the integrity of the selection process.

By using this scoring criteria, the TOWEDA can effectively prioritize businesses for the Community Business Billboard Program, ensuring that the most deserving and high-potential businesses receive the support they need to enhance their visibility and contribute to the local economy.

## Community Business Billboard Program Score Sheet

**Applicant Business Name:** \_\_\_\_\_ **Date:** \_\_\_\_\_

Location Category	Points Available	Points Awarded
Downtown Business District	40	
General Business District	30	
All Other Locations	20	

Business Type	Points Available	Points Awarded
Retail	40	
Food and Drink Establishments	30	
Personal Services	20	
Professional Services	10	

**Final Score Calculation**

Criteria	Points Awarded
<b>I. Location Priority</b>	_____/40
<b>II. Business Type Priority</b>	_____/40

**Final Assessment**

- **Excellent (60-80 Points)**
- **Very Good (50-59 Points)**
- **Good (40-49 Points)**
- **Fair (Below 40 Points)**

**Total Score:** \_\_\_\_\_/80

**Recommended for Funding:**  Yes  No

**Placed on Waitlist:**  Yes  No

**Reviewer Name:** \_\_\_\_\_

**Reviewer Signature:** \_\_\_\_\_

\_\_\_\_\_  
Incentive Programs Subcommittee

\_\_\_\_\_  
Incentive Programs Subcommittee

**Funding**  Approved /  Waitlisted by the Town of Wise Economic Development Authority

\_\_\_\_\_  
**Chairman, TOWEDA**

**Notes:**

This score sheet provides a structured and fair approach to evaluating applications for the Community Business Billboard Program, ensuring that the most qualified businesses are selected based on clear and consistent criteria.

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# Community Business Billboard Program Application

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## I. Applicant Information

**Business Name:** \_\_\_\_\_

**Business Address:** \_\_\_\_\_

**City, State, ZIP Code:** \_\_\_\_\_

**Business Phone Number:** \_\_\_\_\_

**Business EIN:** \_\_\_\_\_

**Business Email:** \_\_\_\_\_

**Website:** \_\_\_\_\_

**Contact Person Name:** \_\_\_\_\_

**Contact Person Phone Number:** \_\_\_\_\_

**Contact Person Email:** \_\_\_\_\_

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## II. Business Profile

### 1. Business Description:

Please provide a brief description of your business, including its history, products or services, and target market.

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### 2. Business Type:

(Check one that applies)

- Retail
- Food and Drink Establishment
- Personal Services
- Professional Services

**III. Marketing Plan**

**1. Advertising Objectives:**

Describe your marketing objectives and how the billboard advertising will help achieve these goals.

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**2. Current Initiatives:**

Briefly describe your current marketing initiatives and/or strategy.

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**3. Expected Outcomes:**

Explain the expected outcomes from the billboard advertising and how it will benefit your business.

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**4. Advertising Window Preference:**

Is there a specific time of year or season that you would prefer your advertisement to be displayed? For example – Christmas, Spring, when school is in session, etc.?

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**IV. Budget**

**1. Funding Source:**

Explain how you will fund the cost of the graphics (\$100.00 fee).

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**2. Funding Need**

How will receiving this assistance support your business' goals and help you overcome financial challenges?

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**V. Required Documentation**

Please attach the following documents to your application:

- Proof of business registration and good standing – ([www.scc.virginia.gov](http://www.scc.virginia.gov))
- Recent financial statements
- Any additional supporting materials



**VIII. Application Submission**

**Submission Deadline: September 13<sup>th</sup>, 2024**

Please submit your completed application and all required documents by the submission deadline to:

**Town of Wise Economic Development Authority**

**ATTN: Town Planner**  
**501 West Main Street**  
**Wise, VA 24293**  
**Email:** [rwalsh@townofwise.org](mailto:rwalsh@townofwise.org)  
**Phone:** 276-328-6013 x204

Applications can be submitted in person, by email, fax, or regular mail.

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**IX. Applicant Certification**

By signing below, I certify that the information provided in this application is true and accurate to the best of my knowledge. I understand that any false information may result in the disqualification of this application. I understand that if selected for the program, the \$100.00 fee must be paid to the TOWEDA by the deadline listed in the award letter.

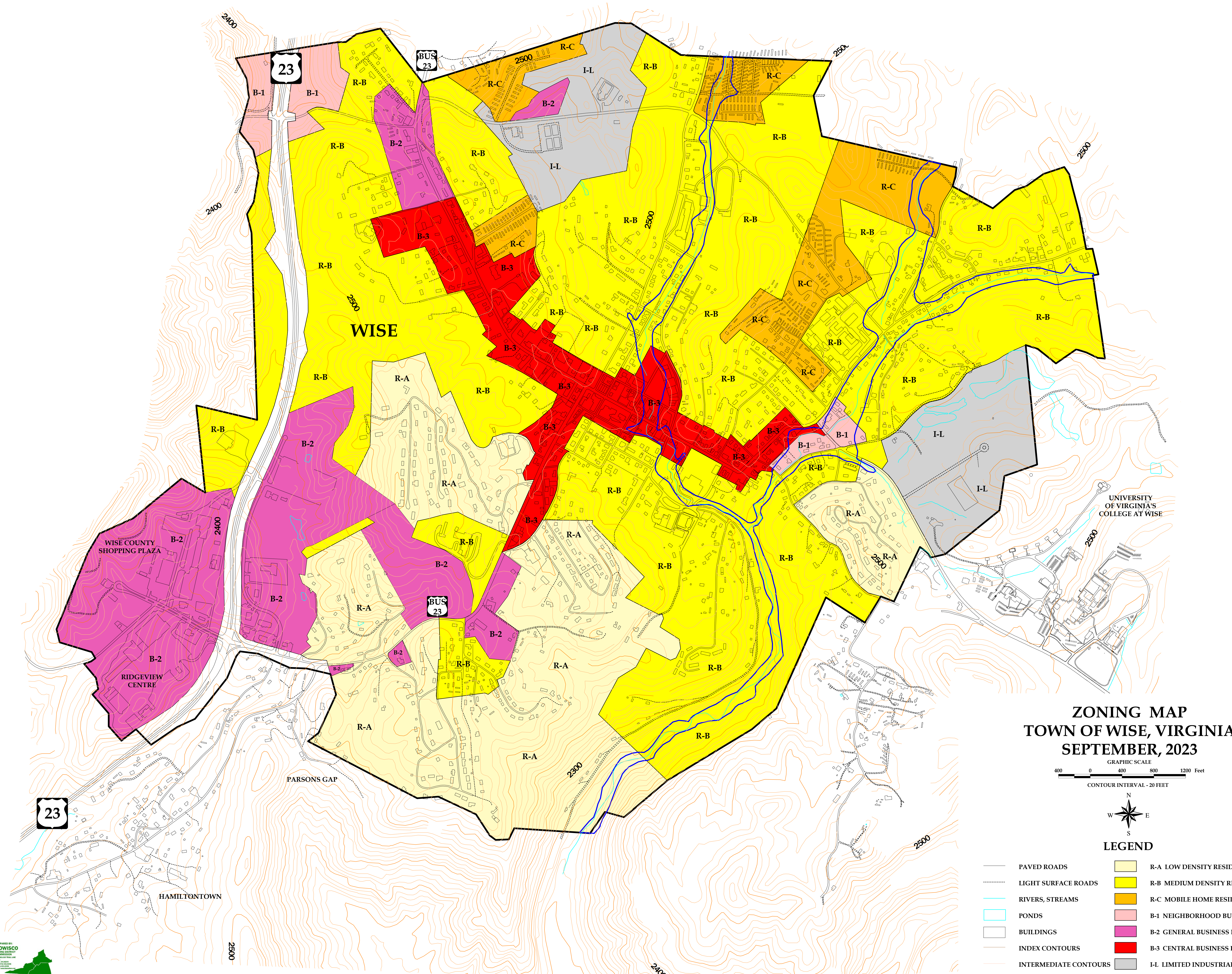
**Signature:** \_\_\_\_\_

**Printed Name:** \_\_\_\_\_

**Date:** \_\_\_\_\_

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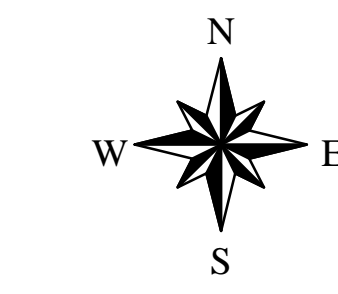
Thank you for applying to the Community Billboard Marketing Program. We look forward to reviewing your application and supporting the growth of your business in our community!



### ZONING MAP TOWN OF WISE, VIRGINIA SEPTEMBER, 2023

GRAPHIC SCALE  
400 0 400 800 1200 Feet

CONTOUR INTERVAL - 20 FEET



#### LEGEND

- |  |                       |  |                                    |
|--|-----------------------|--|------------------------------------|
|  | PAVED ROADS           |  | R-A LOW DENSITY RESIDENCE ZONE     |
|  | LIGHT SURFACE ROADS   |  | R-B MEDIUM DENSITY RESIDENCE ZONE  |
|  | RIVERS, STREAMS       |  | R-C MOBILE HOME RESIDENCE ZONE     |
|  | PONDS                 |  | B-1 NEIGHBORHOOD BUSINESS DISTRICT |
|  | BUILDINGS             |  | B-2 GENERAL BUSINESS DISTRICT      |
|  | INDEX CONTOURS        |  | B-3 CENTRAL BUSINESS DISTRICT      |
|  | INTERMEDIATE CONTOURS |  | I-L LIMITED INDUSTRIAL DISTRICT    |
|  | WISE CORPORATE LIMIT  |  | 100 YEAR FLOOD PLAIN               |

SOURCE:  
ZONING MAP FOR THE TOWN OF WISE, VIRGINIA JUNE, 2001  
PREPARED BY THOMPSON & LITTON - WISE, VIRGINIA

