A. Introduction

Streetscape is the general term applied to all of the elements that make up the public realm: street paving, sidewalks, planting strips, lighting, traffic signals, outdoor street furniture, public signs, and utilities. Smithfield's streetscapes can act as connective outdoor space and help to weave a common community fabric. Streetscape elements can help define sub-areas, contribute to the human scale of the corridors, enhance the sense of place, and visually link destinations throughout the town.

Smithfield has already started the process through the use of gateway signage and streetscape improvements in the historic district. These guidelines address only the entry corridors.

1. Maintain or provide a strong sense of community, by providing pedestrian and vehicular links from a corridor site to nearby neighborhoods, parks, schools and other public destinations.
2. Use common streetscape elements, materials and designs to visually link the corridor areas and neighborhoods.

Attractive gateway signage accented by colorful plantings welcomes motorists to Smithfield.

Streetscape elements for the entrance corridors should reference the improvements made in Smithfield's historic district.

B. Plantings

1. Use street trees to provide shade, a sense of enclosure and to define edges.
2. Maintain existing plantings in all public areas.
3. When planting street trees, use hardy native species that require minimal maintenance.
4. Expand use of seasonal color in plantings.
5. Use landscaping to create individual corridor and sub-area identities through the coordinated selection of specific native species of plants and trees being mindful of sizes, colors and shapes.

Existing evergreen street trees help mask overhead utilities along South Church Street.

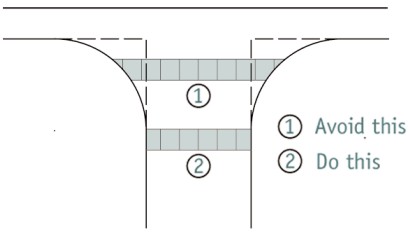
Planted medians can visually reduce the impact of wide expanses of asphalt.

C. Pedestrian Routes

1. Provide, where feasible, unbroken pedestrian routes between developments. Place paths in a logical pattern where people will want to walk. Place sidewalks on both sides of streets where feasible and separate them from the curb by a landscape zone where possible.
2. Ensure that private development pedestrian pathways connect to public pedestrian pathways that link schools, recreation areas, and other major destinations.
3. Provide crosswalks at intersections, between major pedestrian destinations and in front of building entrances that link to parking.
4. Design crosswalks to highlight their visibility by slightly raising them, by making them wider, by constructing them of materials other than asphalt and by using bulb-out corners that reduce their length.
5. Place sidewalks throughout residential areas.
6. Avoid excessive curb cuts for vehicular access across pedestrian ways. Where curb cuts are necessary, mark them with a change in materials, color, texture or grade.
7. Design sidewalks appropriately for the site and the expected amount of foot traffic. In commercial areas, sidewalks should usually be wider than in residential areas.
8. Use brick or patterned concrete or a combination of these materials, that relates to the existing architectural vocabulary of the corridor or sub-area.
9. Avoid concrete curbing poured in continuous strips.
10. Avoid excessive variation in sidewalk and curb materials.

A buffer of mature trees coupled with human-scaled lighting provide a safe pedestrian path.

Connectivity should be provided between public and private sidewalks as seen on this corridor.



A wide turning radius (1) allows increased speed of cars coupled with reduced sight distance and a longer distance for pedestrian to travel. By limiting the distance from curb to curb (2), pedestrian safety is improved .

Different paving patterns can help differentiate between vehicular and pedestrian uses.

A variety of modern paving materials may be used to replicate historic examples.

D. Bicycle Routes

1. Provide for bicycle traffic along major corridors and between major destinations, with particular emphasis on connecting residential areas to schools, recreation areas, and commercial centers.
2. Provide new bike paths to connect to planned or existing regional paths or paths of adjoining developments.
3. Provide facilities to store or lock bicycles at appropriate sites, including schools, major recreation areas, office parks, public institutions, and large commercial centers.
4. Develop an easily identifiable graphic system of signs and road markings to designate bicycle routes and crossings.

If no dedicated bike paths exists, street signs should clearly inform cyclists and motorists alike.

Strategically located bike racks can encourage ridership and maintain a kempt streetscape appearance.

E. Lighting

Placed in the median, these double-arm street lights rise above the height of plantings to provide adequate lighting for both sides of the street.

Located in a planting strip adjacent to the roadway, these historically styled light poles and luminaires help set the tone for the corridor.

1. Where appropriate, replace modern cobra-head type lamps and poles with painted metal, traditionally designed fixtures that have a base, shaft and luminaire.

   A catalog of Dominion Virginia Power lighting options, some of which fit the guidelines here, is available on their website at http://www.dom.com/customer/pdf/va/streetlightfixtures.pdf
2. Consider using a different but compatible style of fixture for each of the corridors.
3. Light pedestrian areas with appropriately scaled poles.
4. Provide pedestrian lighting along paths to parking lots and other destinations.
5. Provide lighting of intersections in high traffic areas.
6. Include any lighting upgrades as a part of an overall streetscape plan for each corridor.

F. Street Furniture

1. Develop and use a common palette of colors, materials and design.
2. Coordinate furniture along corridors. While they need not match, they should be compatible and not clash.
3. Use traditional designs constructed of wood and/or painted metal.
4. Avoid placing too many elements on narrow sidewalks.

Cast iron and wood benches are used effectively as part of the historic district's streetscape.

Identify locations for the placement of distinctively styled waste receptacles at strategic points along each corridor.

Where possible, accompany street furniture with seasonal or evergreen plantings.

Create civic pride by using the Town seal on municipal receptacles.

Street furniture, including benches and trashcans, can be arranged by a planting area to provide a small gathering place.

Groupings of street furniture and other streetscape elements reduces a cluttered appearance.

G. Public Signs

1. Develop a system of public wayfinding and informational signs to reflect the character of Smithfield to be used on all corridors.
2. Coordinate the colors and design of signs within a corridor.
3. Keep signs to the minimum number and size necessary for the use.
4. Scale and place signs for both automobile traffic and pedestrians.
5. Avoid placing signposts in locations where they can interfere with the opening of vehicle doors.
6. Consider using decorative color banners within a specific corridor.

A coordinated system of signage establishes the town's identity and provides guidance to visitors to the area.

Attractive banners and gateway signage have been installed along many of the entrance corridors.

H. Public Art and Monuments

1. Use public art to celebrate or commemorate individuals and events important in the history of Smithfield.
2. Use sculpture, fountains, murals, paved plaza areas and other similar features to enrich the public environment.
3. Use materials and designs that reflect the character of the corridor.
4. Expand the historic district's public art program to the corridors and locate items where they will have the maximum impact in terms of vehicular and pedestrian visibility.

Suitable locations for the placement of public sculpture should be identified on each corridor.

Fountains provide a focal point and gathering place and placement should be carefully considered.

I. Gateways

Gateways provide an opportunity to form a first impression of the town and should be marked with special streetscape elements. The impression given by the gateway should communicate the character of the Town and all gateways should be consistent with one another and the town's entrance corridor vision.

1. Use lighting fixtures of similar style at all gateways into Smithfield.
2. Continue the use of consistent signage that reflects the character of Smithfield at all gateways.
3. Continue the use of landscape features as accents at all gateways and incorporate plantings with seasonal color.
4. Use distinctive wider paving for crosswalks at gateway intersections.
5. Consider the use of public art or special features at the gateway locations, which may include sculpture.

Smithfield's gateway signage employs consist use of the same planting materials.

Additional gateway signage should be considered for entries to the historic district.

J. Utilities and Communication Equipment

1. Locate and screen utilities to limit their visibility from the street and from nearby development.
2. Place existing and proposed utilities underground.
3. Consider integrating cellular communication towers into building design so as to appear visually unobtrusive.

Street trees can help draw attention away from overhead utilities and screen utilitarian areas.

Plantings in keeping with the landscape vocabulary of the corridor can be used to screen communication equipment.

As these plantings mature, they will screen utility equipment from passing motorists and pedestrians while still allowing necessary service access.