# Town of Smithfield Comprehensive Plan

Adopted July 5, 2022

SMITHFIELD VIRGINIA
OLD COURT HOUSE
BUILT IN 1750
INCORPORATED 1752

# Acknowledgements

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## Executive Summary

This document is intended to update and supersede the Smithfield Comprehensive Plan, adopted August 4th, 2009, and give guidance as Smithfield's active comprehensive plan. This document significantly simplifies the Town's strategic approach to planning for the future. This plan additionally incorporates the best practices in planning and design to ensure that a high quality of life results from development. The plan is centered around four "big ideas," to achieve this goal.

1. **Walkable S. Church St.**
2. **Enhance Mobility.**
3. **Increase Opportunities.**
4. **Stay Engaged.**

These are explained in more depth in the body of this document, both in easily understood and in more nuanced ways depending on the amount of time one wishes to spend with the document. Through the public input process, the community made its voice heard. While giving guidance on certain principles that seek to create safety and comfort for pedestrians or attract high quality development, the Plan also understands that it does not cover every great idea or need Smithfield may have.

By staying engaged, testing "pilot projects," temporary events, or other design interventions, the community can take a more active role in continuing to make the Town an ever increasingly wonderful place to live.

The plan is organized around specific goals including:

**Community Stewardship Managed Growth & Beauty**
**Town Design**
**Historic Preservation**
**Economic Development**
**Transportation**
**Cultural Amenities**
**Housing**
**Town Services & Infrastructure**
**Environment**

These help the community see where they can get involved, help decision-makers evaluate development proposals, and provide the Town with various projects to initiate including amendments to development standards and the Zoning Ordinance.

Finally, the Plan incorporates **Future Land Use** and **Transportation** planning recommendations that act as a tool for the Town to steer growth.

Thank you for being invested in the future of Smithfield!

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# INTRODUCTION

## 1.1 Introduction

Smithfield is a beautiful and charming Town on the banks of the Pagan River in the Tidewater region of Virginia. Although the salt-cured, world-famous hams bearing the Smithfield name have put the community on the map, that is only one piece of what this Town has to offer. Historical storefronts and homes along a turn-of-the-century Main Street have been preserved into a thriving community of shops, boutiques, and restaurants anchored by the Fortune 200 company of Smithfield.

This community is safe and friendly, where folks wave and chat with passersby and shopkeepers are genuinely interested in pleasing their customers. While the Town is rural, it is located 20 minutes by car from nearby metropolitan areas.

Smithfield is a progressive home to a multitude of cultural, historical, and recreational quality-of-life amenities. The 200-acre Windsor Castle Park sits squarely in the middle of town and features walking trails, boutique festivals, kayaking, bird watching, and many other recreational activities. Tourism is one of the most lucrative industries and the Town's hotels and myriad restaurants cater to visitor needs. The museum and several art galleries in the downtown show that the arts community is diverse and thriving.

There is a special sense of volunteerism in Smithfield. Citizens have a genuine interest in people, evident by the many active civic groups and their projects. Smithfield's residents, elected officials, and town staff exemplify the theme of "putting people first."

The Town of Smithfield has a vision for the future - one that celebrates the past, expresses excitement for the future, and maintains a balance that keeps citizens involved in the successes of our unique community.

## 1.2 What is a Comprehensive Plan?

The Comprehensive Plan is a long range guiding policy document for Smithfield to use in its decision-making about land use, transportation, and a variety of other "comprehensive" topics related to public interests in the built environment and quality of life in the community over the next approximately twenty years.

It has been many years since Smithfield's adopted its last Comprehensive Plan on August 4, 2009. Much has happened in the Town and the surrounding region over the past decade. Through reliance on Planning documents, the quality of life in Smithfield has remained high. Residents and visitors alike continue to enjoy waterfront amenities, parks and trails, historic architecture, and great restaurants and retail in part as a result of commitment to planning for the future.

The Plan is a result of community input, local government comments, and consultant recommendations to achieve a common vision for the future of the Town, shaping development, planning improvements, and setting expectations. However, this document is not set in stone once adopted. The Plan is to be reviewed every five years to determine if it needs updating, making it a "living" document that is subject to change over time depending on shifts, new trends, or desired changes in goals and strategies.

## 1.3 How is a Comprehensive Plan Used?

### Local Government

Town staff, the Planning Commission, and the Town Council use the Plan for recommendations on legislative land use applications. The Plan also lists planned infrastructure and public facility improvements.

### Community

The community can read the Town's vision and give public comments on legislative land use applications.

### Developers

The Plan outlines the Town's goals and expectations of new development. This guidance helps streamline expectations, feedback, and negotiations.

## 1.4 Legal Authority

Chapter 22, Article 3: §15.2-2223 through §15.2-2232 outlines the legal authority and requirement that all localities prepare, recommend, and adopt a Comprehensive Plan. The Comprehensive Plan "shall be made with the purpose of guiding and accomplishing a coordinated, adjusted and harmonious development of the territory which will, in accordance with present and probable future needs and resources, best promote the health, safety, morals, order, convenience, prosperity, and general welfare of the inhabitants, including the elderly and persons with disabilities."

## 1.5 Evaluations and Updates

The Comprehensive Plan is a living document, meaning it can be actively changed to meet needs. The Code of Virginia requires that the Planning Commission review an adopted plan and determine if any changes are needed. At the review it is advised to evaluate how the existing plan is being implemented and if the stated goals are being met. The Planning Commission may determine that no changes are needed and no further action is required or they may determine that specific amendments are needed, or that the entire plan needs to be rewritten.

## 1.6 Progress

To show ongoing implementation is being achieved, Town staff should report annually to the Town Council and Planning Commission on progress. This can also provide a designated time to capture any points of clarification or changes that need to be made to improve the Plan as well as ensure consistency across documents.

## 1.7 Previous Plans

Upon this plan's adoption by Town Council, it will supersede the previous Comprehensive Plan, adopted in 2009. Many ideas have been borrowed and updated for contemporary times from the previous planning documents. Previous plans should be archived for tracking the trajectory of trends and effectiveness of planning processes in the Town.

## 1.8 The Planning Process

Simply stated, the comprehensive planning process defines where the Town is, determines where the Town wants to be, and then determines the steps it will take to get there.

The creation of this Comprehensive Plan took place over the course of a year and a half, beginning with meetings between Town staff and the consultant, and a presentation to the Town Council.

The planning team then gathered a great deal of data from the United States Census and the American Community Survey as well as ESRI's Business Analyst, to create an Existing Conditions analysis, which forms the factual basis for the Plan.

The planning team published a summary of each step of the process as a discrete deliverable, posting each on the Plan website: the Existing Conditions Report; the Survey Results Summary; the Community Vision Statement; and the Goals, Objectives and Strategies document. The Survey Results and Existing Conditions report are available in full in the Appendix to this document. The Vision, Objectives, and Strategy have been incorporated into this plan.

There were three work sessions with the Town Planning Commission, concentrating on the Draft Goals, Objectives and Strategies, Future Land Use, Infrastructure, and Community Facilities recommendations. The draft recommendations were created by the planning team based on public input, existing conditions and planning best practices. The Planning Commission has reviewed, discussed, and considered each recommendation in the final plan document.

More can be found about the public input process in the Public Input section of this document on page 26.

> Put very simply, the comprehensive planning process defines where the Town is, determines where the Town wants to be at the planning horizon, and then determines the steps it will take to get there.

## 1.8 Relationship to Other Plans

The Comprehensive Plan works in conjunction with other Smithfield plans and ordinances, some of these include the Zoning and Subdivision Ordinance and the Capital Improvement Plan.

The Zoning and Subdivision Ordinances are two sections of Smithfield's municipal code that are direct regulations for the location, form, and character of private development. The Comprehensive Plan gives guidance and ultimately should influence updates to these ordinances to ensure that the goals in the Plan get implemented in a timely manner. This allows the Town Council or the Planning Commission to review a project for compliance with regulatory standards and meets the vision embodied by the Comprehensive Plan.

Capital Improvement Plans are fiscal management tools used to plan for the location, timing, and financing of a community's capital improvements over time. Capital Improvements are major, non-recurring physical infrastructure or equipment that requires funding. Virginia's Code §15.2-2239 states that the Board of Supervisors may direct the local Planning Commission to prepare and update a Capital Improvement Plan every 5 years that reflects the community's needs. The Comprehensive Plan can help guide the Capital Improvement Plan and make sure the Town's vision and priorities are aligned.

Smithfield is part of the regional Hampton Roads Planning District Commission, features roads maintained by the Virginia Department of Transportation, and other agencies that plan in relation to the Town. This Plan should be utilized in ensuring Smithfield's vision is aligned with any plan that may affect the locality. There are also many plans and further studies mentioned within this Comprehensive Plan, these will need to be undertaken and aligned with the Plan to ensure its implementation and achieve its goals.

## 1.9 How is The Plan Different Than the Last Comprehensive Plan?

The last Comprehensive Plan for Smithfield, adopted in 2009, was detailed and featured extensive high quality information for the public. Unfortunately, because of the document's length, the Plan somewhat fell out of use and is not perceived to be used or understood by the general public. For this Plan, special emphasis was undertaken to distill "planning jargon" and produce a document that can be used by the community actively and with excitement. There are many details about Smithfield that have not been fully captured by this Plan, however, this document contains the building blocks for active participation and flexibility so that the Town's residents can see a direct connection between their public input and the actions taken as a result of planning efforts. If something is found to be missing, a new challenge arises, or there is a great new idea for the Plan, it can be amended and adopted into this document.

CONTEXT

## 2.1 Character, Past and Future Growth

This section will explain Smithfield's current demographic and development trends and place them in a regional context.

Smithfield's center is a charming, historic downtown with a mixed use Main Street including shops, offices, restaurants, and a museum. This area is welcoming, pleasant, and pedestrian friendly. Adjacent to the historic downtown are streets of historic homes, including an impressive array along South Church Street just east of Main Street, punctuated by vistas of the Pagan River and Cypress Creek. Smithfield Station continues the walkable mixed use area, with shops, offices, a restaurant and a marina, all taking advantage of the relationship with the water.

Much of the rest of the Town is characterized by residential subdivisions built in the past three decades and auto-centric roads flanked by commercial development. Many of the feedback comments from stakeholders illuminate that people are glad to have the residential development, but lament the increased traffic and the further development of open space.

The recommendations in this plan make an attempt to mitigate the potential negative impacts of future development while providing a path forward to provide quality development which will provide the amenities and character desired by the community. Future growth can be shaped in ways that qualitatively contribute to how nice it feels to be in Smithfield.

## 2.2 Recent Residential Development

The map on the opposite page shows the development of residential homes in Smithfield that has occurred from 1994 to 2015. As Smithfield grows and develops, the Comprehensive Plan sets what policies will be prioritized with new growth. The neighborhoods that have been developed since 1994 are generally single family detached. This provides housing for new residents, but also features winding roads and design that ensures that residents are reliant on car transportation. This Plan contemplates different design features that ensure connectivity and environmental sensitivity of future development as well as allowing the potential for neighborhood-supporting commercial uses. If people are moving into an area, growth is generally inevitable, however, localities can have a strong voice for their community in shaping the growth.
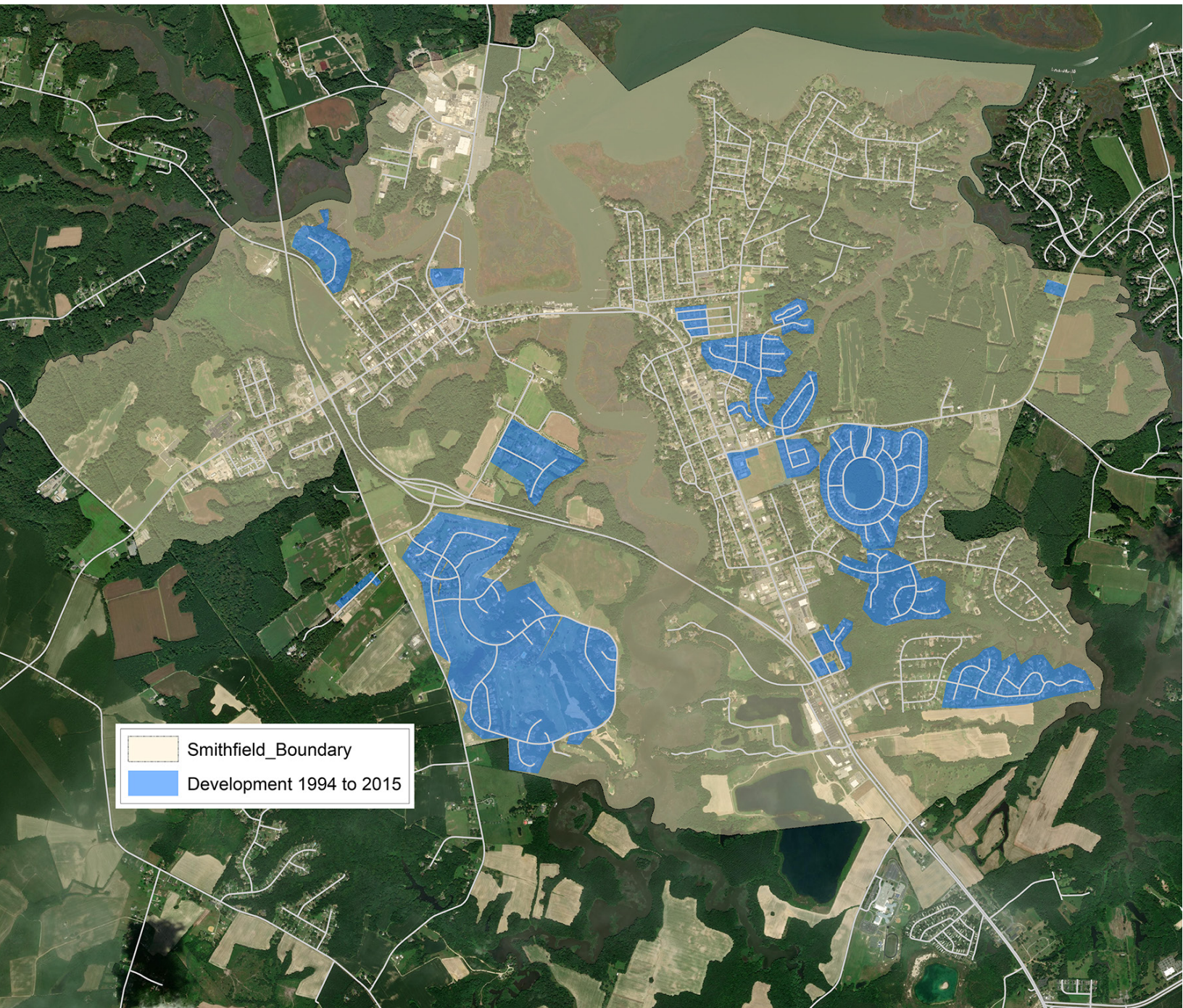
**Figure 1: Residential Development 1994-2015**

Legend:
- Smithfield_Boundary
- Development 1994 to 2015

## 2.3 Smithfield "By the Numbers"

Understanding Smithfield's population and demographic trends is one key to making decisions based on growth in the area. This section highlights some main figures about Smithfield's context to explain the background of this comprehensive plan's objectives for the future. Select key facts about the Town are located below and explored further in depth in each of the goal categories.

### KEY FACTS

**8,621**
Population

**43.6**
Median Age

**2.5**
Average Household Size

**$72,075**
Median Household Income

### EDUCATION

**11%**
No High School Diploma

**24%**
High School Graduate

**31%**
Some College

**33%**
Bachelor's/Grad/Prof Degree

### BUSINESS

**386**
Total Businesses

**8,194**
Total Employees

### EMPLOYMENT

**63%**
White Collar

**24%**
Blue Collar

**12%**
Services

**10.4%**
Unemployment Rate

### INCOME

**$72,075**
Median Household Income

**$34,099**
Per Capita Income

**$93,420**
Median Net Worth

### Households By Income

The largest group: $100,000 - $149,999 (21.6%)
The smallest group: $200,000+ (5.3%)

| Indicator ▲ | Value | Diff |
|---|---|---|
| <$15,000 | 11.6% | +3.1% |
| $15,000 - $24,999 | 8.1% | -0.4% |
| $25,000 - $34,999 | 8.2% | +0.6% |
| $35,000 - $49,999 | 7.7% | -2.7% |
| $50,000 - $74,999 | 15.8% | -1.3% |
| $75,000 - $99,999 | 14.1% | +1.7% |
| $100,000 - $149,999 | 21.6% | 0 |
| $150,000 - $199,999 | 7.6% | -0.2% |
| $200,000+ | 5.3% | -0.9% |

Bars show deviation from Isle of Wight County

**Figure 2: Key Facts**
*Source: ESRI Business Analyst 2020*

## 2.4 Regional Context

It is important to understand Smithfield's population shifts, as with all other demographic trends for the Town, in a regional context. Smithfield has a high quality of life, good schools and relatively accessible housing prices within commuting distance of various employment opportunities in the Hampton Roads area. The shifting age demographics are often reflective of migration patterns within the region at large.

**Figure 3: Regional Context**

## 2.5 Population and Age

In 2019, there were an estimated 8,324 people living in Smithfield. 6.2% of the population is under 5 years old, and 1.7% is over 85 years old. Demographic shifts between 2010 and 2019 show a normal progressing of aging cohorts as well as significant in- and out-migration from the Town, likely from shifting regional patterns.

### 2019 Smithfield Population by Age & Sex

| | 80 and over years | 70 to 79 years | 60 to 69 years | 50 to 59 years | 40 to 49 years | 30 to 39 years | 20 to 29 years | 10 to 19 years | Under 10 |
|---|---|---|---|---|---|---|---|---|---|
| ■ % Male | 4% | 8% | 13% | 15% | 10% | 12% | 14% | 13% | 10% |
| ■ % Female | 5% | 8% | 14% | 14% | 9% | 13% | 9% | 12% | 16% |

**Figure 4: 2019 Smithfield Population by Age & Sex**
*Source: American Community Survey 2019*

## 2.6 Age Group Comparison

Smithfield's population differs greatly from the U.S. and Virginia in the ages of its residents.  Figure 5 below shows three "age cohort diagrams" for the U.S., Virginia and Smithfield laid over one another for comparison. Each age band ("cohort") is shown as a percentage of the total population. The U.S. and Virginia follow a more common age distribution and show a common progression over time.

Smithfield's population, however, shows a significantly different makeup of age groups: there are fewer 20-24 year olds, 30-34 year olds, and 45-49 year olds, and a larger percentage of 80 to 84 year olds than either the state or the nation.

The primary reason people move away from Smithfield is to be closer to higher-paying jobs. There are three major reasons people move to Smithfield:
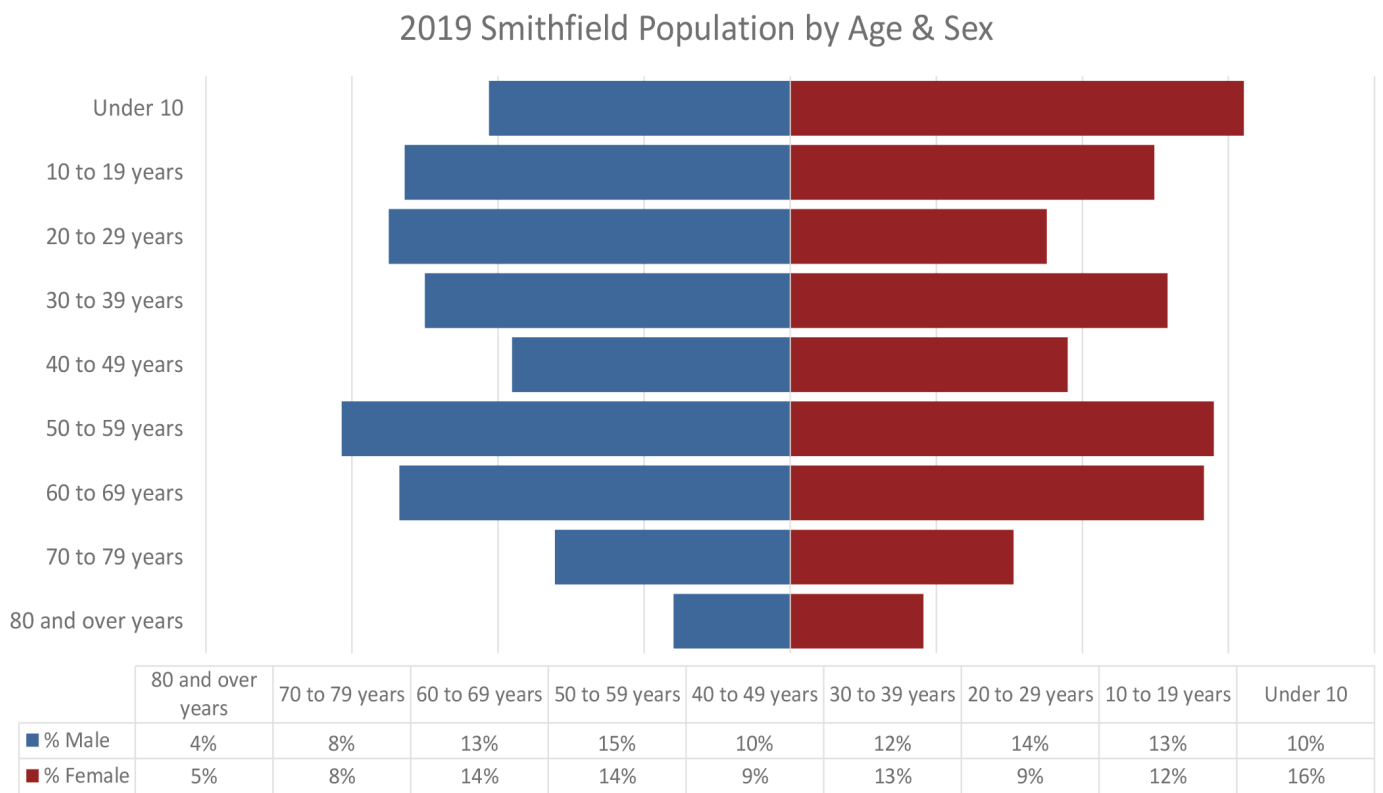
1. Schools: One of the strongest driving factors is schools; Smithfield has some of the best public schools in the Hampton Roads region, and there are also  several private schools nearby at which Smithfield residents are enrolled.

2. Retirement: Many people come to Smithfield from neighboring communities to retire, drawn by the small town charm, the friendly atmosphere and the walkable town center.

3. Affordability: Though Smithfield's housing is growing more expensive, it is still relatively affordable compared to the greater Hampton Roads area.
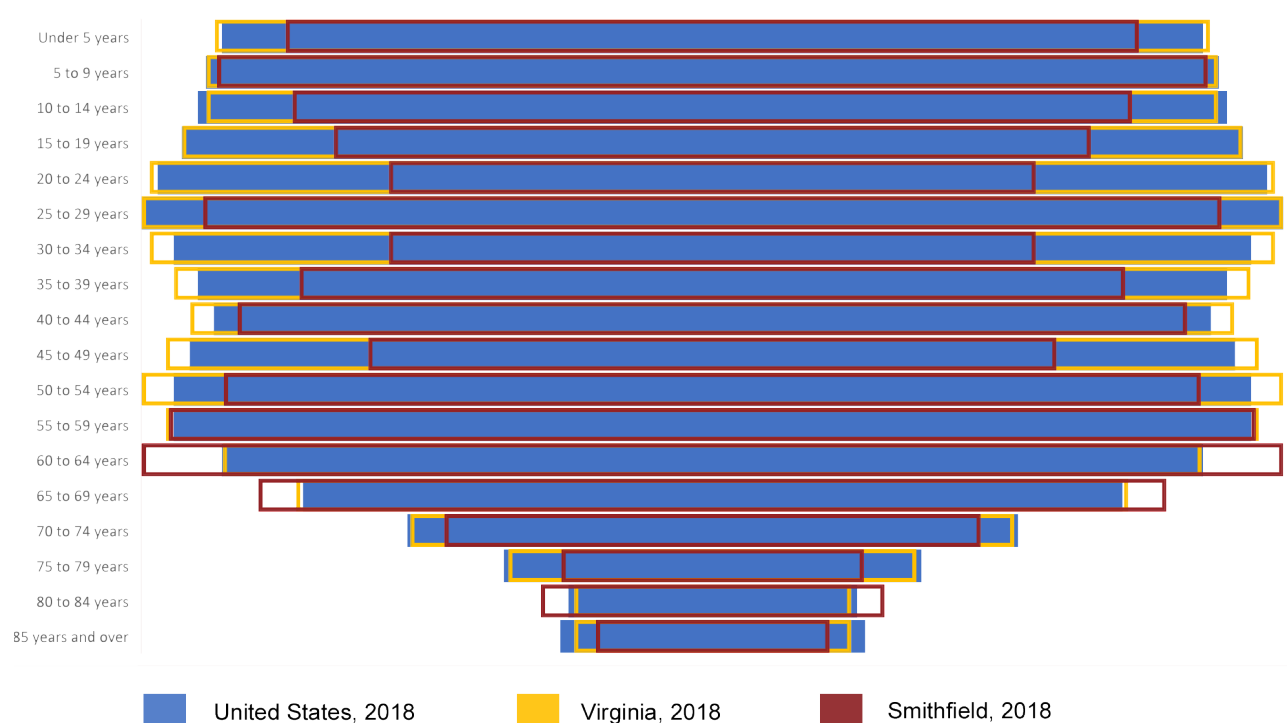


**Figure 5: US / Virginia / Smithfield Age Cohorts**
*Source: American Community Survey 2018*

## 2.7 Population Projections

The University of Virginia's Weldon Cooper Center publishes population projections by county in Virginia. From an estimated 36,372 in 2018, Weldon Cooper predicts that the county's population will grow 4.4% to 38,060 in 2020, followed by a 9% increase in growth to 41,823 in 2030, and then another 7% to 44,977 by 2040.

If Smithfield grows at the same rate as Isle of Wight County, we can expect the Town's population to increase to 9,472 by 2030 and 10,135 by 2040. This means that in the next two decades, the Town will need sufficient housing to accommodate an estimated 1,811 people.



**Weldon Cooper Population Projections for Isle of Wight County**
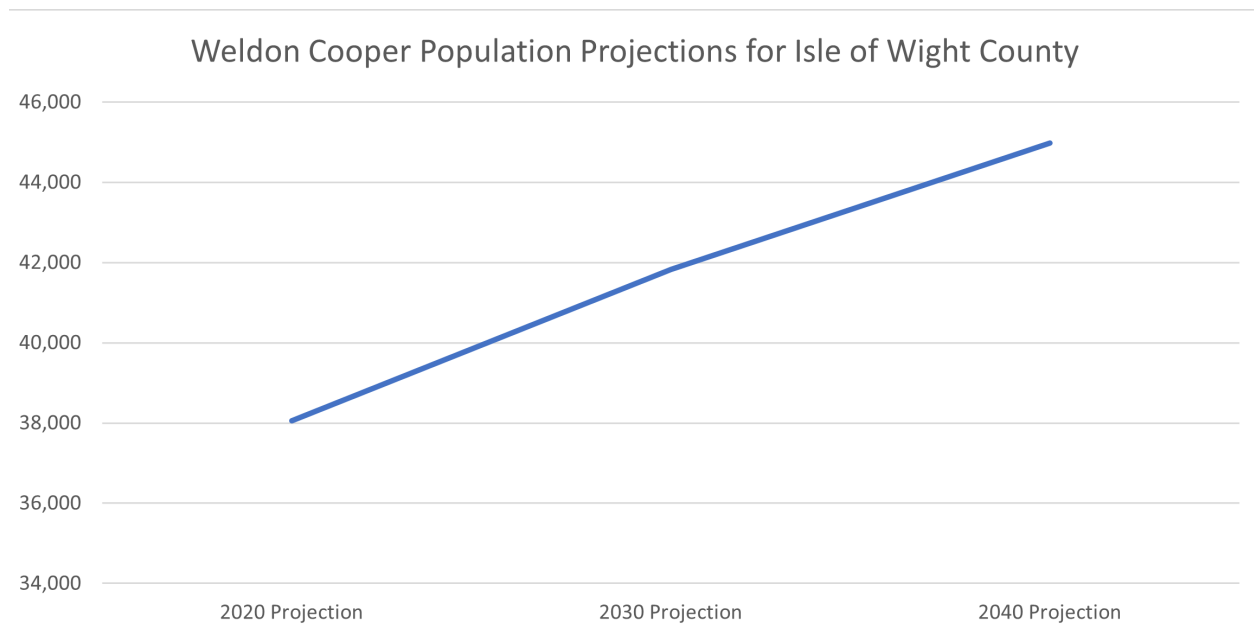
**Figure 6: Population Projections**
*Source: Weldon Cooper Center 2020*



According to population projections, in the next two decades, the Town will need sufficient housing to accommodate an estimated 1,811 people.

## 2.8 Race

According to 2018 data, an estimated 66% of Smithfield's population is white, 28% is Black or African American, 5% are two or more races, with small numbers (less than 1% combined) reporting as Native American, Asian, Native Hawaiian or Pacific Islander or some other race. The Census reports Hispanic/Latino heritage separately from race. An estimated 5% of Smithfield residents are Hispanic or Latino.

## 2.9 Citizenship Status

In 2000, approximately 99% of Smithfield residents were born in the US. Of those not born in the US, 34% were naturalized US citizens, and 66% were not citizens. According to 2018 data, 98% of Smithfield's population was born in the US. Of the 2% who were not born in the US, nearly half (48%) are naturalized US citizens. This rise is typical of national trends, but Smithfield has far fewer foreign-born residents than Virginia (13% foreign born in 2018) and the US (14% foreign born in 2018).

POPULATION BY RACE 2018

White alone, 5491, 66%

Black or African American alone, 2300, 28%

American Indian and Alaska Native alone, 49, 1%

Asian alone, 5, 0%

Native Hawaiian and Other Pacific Islander alone, 8, 0%

Some other race alone, 23, 0%

Two or more races, 448, 5%

**Figure 7: Population by Race**
*Source: American Community Survey 2018*

# PUBLIC INPUT PROCESS

## 3.1 Overview

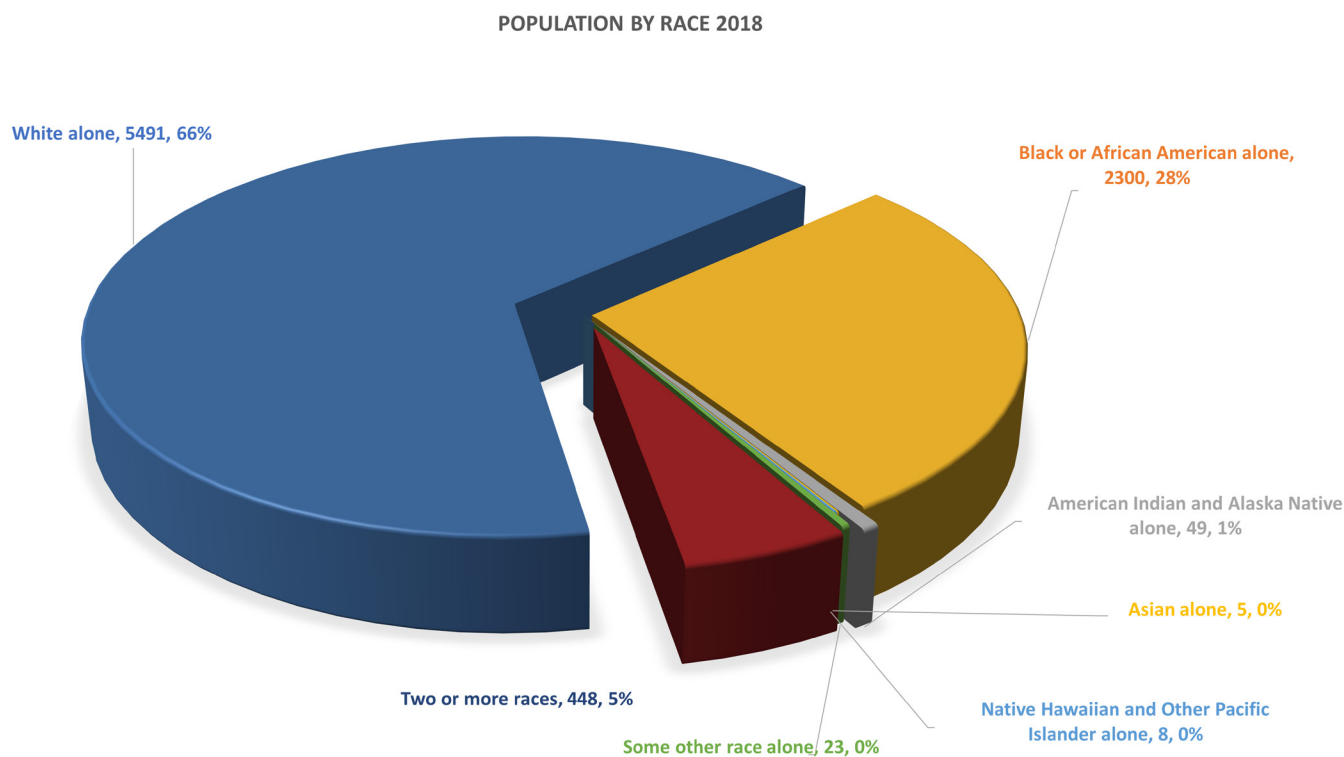Public participation is a key piece of the comprehensive planning process. By soliciting public input, information is gathered on ideas, thoughts, or needs that should be addressed by the plan. Quality comprehensive plans show a direct link between what the citizens express and the planning objectives of the locality. This also assists decision-makers on the Town Council and Planning Commission with understanding the "will" of the public.

At the outset of the planning process, the planning team set a goal to have approximately 10% of Smithfield's population, or 800 people, participate in the planning process and contribute their vision for the Town's future.

As public participation rates across the nation were extremely low during the COVID-19 pandemic, the planning team extended the public participation process until the 10% goal was met. Participation in the planning process was considered: including filling out the survey, attending public meetings, submitting their vision statement for the Town's future, or communicating individually with a member of the planning team.

The public participation process began in October of 2020 with a survey of Town stakeholders asking various questions about (October through February 2021) respondents' satisfaction with various aspects of life including Town services, growth rate, and so on.  The survey produced 454 results, 75% of which were from Town residents. Other stakeholders include people who work in or visit Smithfield and are engaged enough to participate in the planning process.

Three public meetings were held in May of 2021: two virtual and one in-person event on the lawn of the Smithfield Times building. The virtual meetings featured a presentation by the planning team and a question and answer period, and the in-person event was an informal open house at which participants provided information on a printed map, filled out surveys, and had informal conversations with the planning team. The meetings were sparsely attended due to the pandemic.

**Stakeholders participated in the planning process by doing one or more of the following:**

- **Attending a public meeting**
- **Contacting the planning team**
- **Filling out a survey**
- **Submitting a vision statement**

Special thanks must be extended to the students and teachers of Smithfield High School, for facilitating the participation of approximately 90 high school students in the planning and visioning process! Smithfield High School students submitted their visions for the Town's future, including more food and retail options, more activities and events for young people. Themes from the students included having a place they can return to raise their own families, a protected natural environment, a place people from around the world want to visit for tourism.

The ideas expressed were aspirational, but achievable, and revealing that the Town shares common ideas on the future. The survey asked respondents for their input on range of various Town services, the growth rate of the Town, level of concern regarding varying topics, and what the top priorities should be for the Town over the next 5-10 years should be, as well as which specific public infrastructure improvements should be made, and what enhancements they would like to see made or added to town services and facilities.

## 3.2 Satisfaction Levels

When asked for their satisfaction level with Town services, the majority of the respondents were satisfied with Fire Protection, Police Protection, Parks & Recreational Facilities and Tourism Promotion & Support, while they were less satisfied with Planning & Zoning Services and Garbage. This may be due to the perceived quality of new development or the misalignment between the Future Land Use map and Zoning with the public's expectations.
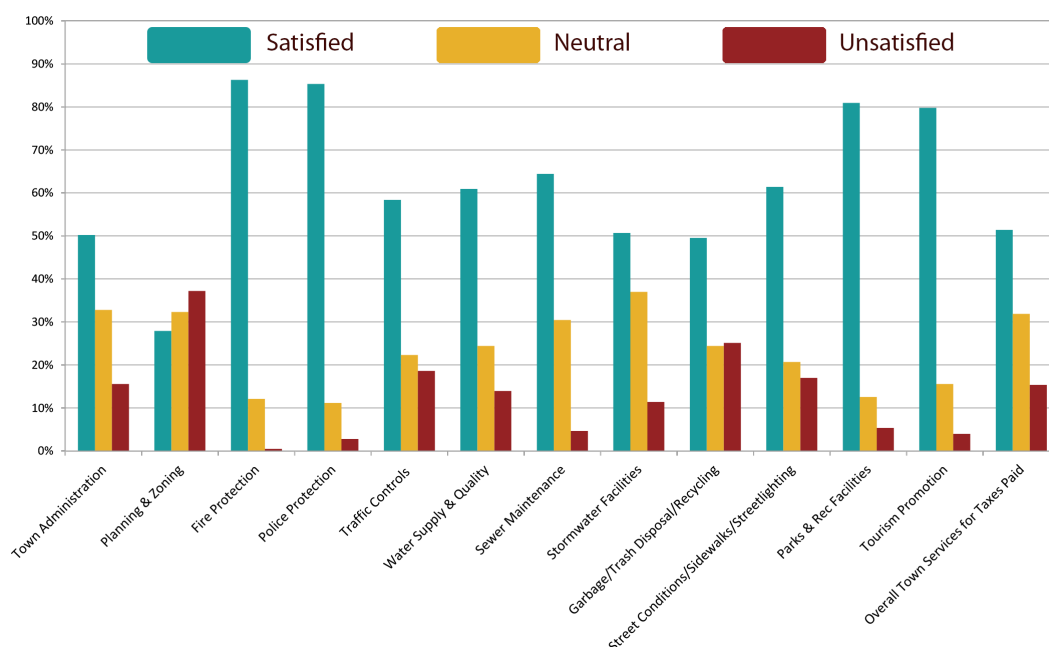


**Figure 8: Satisfaction with Town Services**

## 3.3 Growth and Development

The survey also asked if Smithfield's growth rate was either too slow, just right or too fast.  Almost 54% responded that growth is happening at the right pace, while nearly 39% responded that it is too fast, and just over 7% responded that it is too slow.



**Figure 9: Opinion of Growth Rate**

## 3.4 Dissatisfaction with Services

Keywords and phrases about which respondents were dissatisfied are displayed in the word cloud below. The topics are sized according to how many times the answer was repeated.



**Figure 10: Dissatisfaction with Services**

## 3.5 Quality of Life in Town

The word cloud below depicts the level of concern regarding quality of life that respondents indicated on a variety of topics. The items of greatest concern are shown in large red letters, with other items being shown in size corresponding to respondents' levels of concern.

## 3.6 Shopping / Entertainment Needs

Two questions of the survey dealt with specific shopping/entertainment facilities that residents would like to see come to Town as well as specific public infrastructure improvements that they felt the Town needed.

The top responses to retail/entertainment opportunities were a movie theater, a Walmart, more restaurants, a Target, a Chick-Fil-A and a bowling alley.

As for improvements to public infrastructure, there was a tie for more improvements to schools and more/better broadband internet options. In second came the installation of additional traffic signals. In third was more bike/walking trails and better/repaired sidewalks.

## 3.7 Long Range Priorities

Respondents were asked for their priorities in several categories that relate to planning. The categories with the highest number of responses were "protecting natural resources", "preserving historic resources", and "improving public infrastructure", followed by "additional outdoor recreation/parks" and "working together to achieve common goals", as shown below.

**What should Smithfield's priorities be over the next 5 to 10 years?**
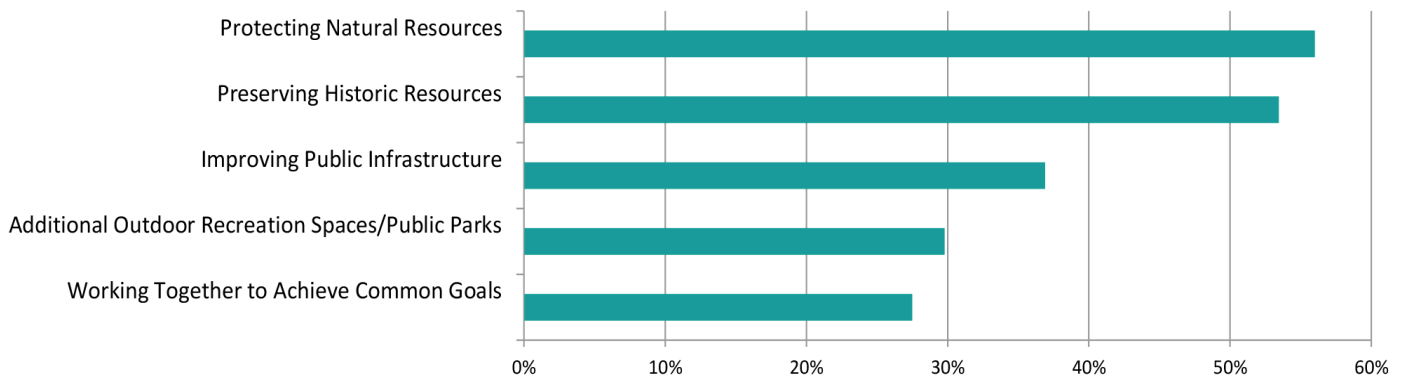


Figure 12: Priorities for Planning

The final survey question was open-ended and asked what services/facilities the Town should prioritize over the next 5 to 10 years. Respondents showed a high level of concern over the removal of recycling services and the lack of high-quality broadband coverage. Results are shown in Figure 13 to the right.

Top Priority Services/ Facilities for the Town within the next 5 to 10 years:
- Residential Recycling/ Trash Pickup
- Broadband Internet/ Cable Services
- High Water Prices
- Code Enforcement
- Local Employment Opportunities
- Walkable Community

Figure 13: Open-ended Priorities

## 3.8 Visioning Process

These pages show direct quotes from the open-ended Vision Statement exercises, showing what the community felt was important to include as its overarching message for the future. The following section shows the drafted Vision Statement as a distillation of these responses. While not every statement was compatible, such as one person's desire for national chain stores or another's for no big box stores, all of them were taken into account and considered as part of creating the vision.

*"I would love to see Smithfield businesses grow, not more housing. We need businesses other than antique shops and auto supply stores. More restaurants, even a big box store like Target would be nice. My husband and I always leave Smithfield to get most of our shopping done."*

*"Chick-fil-A! I would like to see a Chick-fil-A."*

*"I spoke with my children about the vision for Smithfield and wanted to share their thoughts. They want more green space, more parks, and more trails. They want better crosswalks to safely cross streets. They want better schools and playgrounds. They want recreation opportunities. They see no value in building more houses. I told them that no one has ever said "There are too many parks here!" or "There is just too much open space." Please protect our open spaces for people and the environment."*

*"My vision for the Town of Smithfield is a family-friendly small town near or with access to large town amenities. I envision the town to value nature/green spaces available to citizens, uncongested roads, fantastic tourist venues, with good schools and homeschool friendly and farming friendly policies."*

*"Rural, small town atmosphere. Similar to its current state with small neighborhoods of homes on large plots of land. No over-development like the surrounding communities in Hampton roads. Preservation of farm land, nature reserves, animal habitats and forestry."*

"Maintain special small town atmosphere with surrounding agricultural and wonderful recreation and parks. Take advantage of water activities on the Pagan and James Rivers. No large residential developments!!"

"To be honest, I kinda like the way that Smithfield is today. I feel like it is growing but I feel like by then for how small our town is, I feel like it is going to be over populated. But some things I would like to have here is maybe something to do because in my opinion I feel like there is nothing to do. Maybe add some more restaurants or maybe some shopping. Other than that I kinda like the little town of Smithfield the way it is."

"I believe the small town of Smithfield should remain small, but of course it is not resistant to the inevitable nature of urbanization. I believe we should take measures to mitigate the industrialization of the town and remain cognizant of our natural world. I have no need for a Chick-fil-A or a Walmart when businesses like those are within 20-30 min of the town itself."

"I personally would like to see Smithfield remain the same as one of its hallmarks is the small town feel and I feel as though adding department stores and buildings it would completely ruin what draws people here in the first place."

"I feel like it should have more kid related stuff out here in the future. It's rarely any fun places to hang out around here. You mainly have to travel somewhere if you want to have fun."

"In the future I want Smithfield to be much more exciting. I want Smithfield to be somewhere foreigners want to come and visit. Somewhere that is very rich in Virginia's culture. Not just Smithfield ham or where you come to visit your parents, but a place high on your list of places to travel. This is my grand desire for the future of Smithfield."

"Smithfield is an active, charming, and historic community. The local economy is vibrant and diverse. A well-maintained network of paths and parks connects the Town from border to border. Smithfield affords many opportunities and amenities which ensure a high quality of life for our residents."

# VISION

## 4.1 What is a Vision Statement?

Over 10% of Smithfield's population have provided input via survey responses. They have been fantastic to read and think about, giving valuable insight into what the community finds important. The vision statement is a key piece of the comprehensive plan. Vision statements set the tone and direction of the plan, identifying high level aspirations for the Town to achieve. This should be a clear statement that there is consensus around and speaks to multiple goals expressed through the public input process.

## 4.2 Why Choose These Words?

These sentences encapsulate the community's future vision of Smithfield that builds on the Town Council's 2019 efforts to build a common vision as a result of a 3-day retreat. The vision statement emphasizes Smithfield's reputation as an enjoyable place. Residents have consistently expressed their appreciation for the local businesses of Smithfield as well as their desire for even more food or retail options. This vision sees local economic development as hand-in-hand with the infrastructure that supports it. From both the Council's vision and current public input, the ability to walk and bike safely through Town is both appreciated and more opportunities are sought after.

This statement also includes a strong vision of the Town as a "cohesive fabric," referring to the level of quality present in the historic downtown of Smithfield and how the Town wishes to develop other areas. The South Church Street area, for instance, currently is highway-oriented. This is a great opportunity for the Town to redevelop, infill, and enhance this commercial stretch. The goal is to ensure that from the neighborhoods east of Cypress Creek and the Pagan River to the historic downtown and neighborhoods west of Windsor Castle Park, there are places to sit and stay, opportunities to shop and eat, and many other experiences that contribute to the enjoyment of life in the Town. New development should make people feel pleased and see a direct connection with an improved quality of life.

## 4.3 Why Not "Small Town Charm?"

The phrase "small town charm" was repeated in a large amount of responses. This vision statement explores what that phrase means. When asked, the community referred to sociability in commonplace settings, the access to nature, the diversity of small businesses, and many other great reasons people feel charmed by Smithfield. Rather than repeating the same phrase, the statement speaks to those qualities.

BIG IDEAS

The Comprehensive Plan features four target "big ideas": high impact projects that will lead to measurable quality of life improvements in the Town. They complement the goals, objectives, and strategies that help make progress toward these big ideas. They group the underlying steps into a more defined project target. They are also a strong reference point for the community to understand the direction it is trying to go in.

# 1. WALKABLE S. CHURCH ST.

"Small Town Charm" is the most consistently mentioned reason Smithfield is loved by its visitors or residents. However, the current form and zoning of S. Church Street (and other areas outside the historic downtown) have created an atmosphere that does not contribute to this feeling. What if the Town took what works for its historic main street and applied that thinking towards other commercial areas? The future could be one in which residents and visitors enjoy strolling down S. Church St. This plan makes recommendations to extend the walkable downtown area onto S. Church Street, making more of what people love about Smithfield.

# 2. ENHANCE MOBILITY

Cars are convenient ways to get around, except when everyone makes the same choice and it results in local traffic. To address this problem, the Comprehensive Plan provides strategies for the Town to reduce traffic in two ways: 1. Creating more mixed-use, walkable areas, and 2. Providing more opportunities for people to walk and bike. If more Town residents and visitors are using these modes to make local trips, the result will be less traffic.

# 3. INCREASE OPPORTUNITIES

Smithfield residents value their small town charm, but also want more options for dining, entertainment, and retail. New growth of dining and retail options can either attract or detract from what has thus far made the Town a special place. The Town can be a guiding voice ensuring that development is of a high quality.

# 4. STAY ENGAGED

Communication is key, through the public input process many residents expressed their thoughts and desires about the future of their community. The Town can continue this trend of engagement with citizens, allowing for low cost "pilot projects" to be tested, conducting frequent surveys, or other methods of soliciting input.

# 5.1 WALKABLE S. CHURCH ST.

"Promote the redevelopment of South Church Street as a walkable and mixed use extension of the downtown fabric of Smithfield."

The previous comprehensive plan expressed desires that are still present in survey results today, particularly the phrase "small town charm." In exploring what this phrase means further, it was discovered that the community values its sociability, local businesses, walkability, and close relationship with nature. When we re-examine what areas of the town have these characteristics, we can see that the historic downtown is the general location of where people refer to this "small town charm." However, Smithfield is much larger than its historic downtown. Much of the town's population live and work outside this area.

The buildings along Smithfield's other main commercial corridor of South Church Street are much different than those of the historic district, not only for their aesthetics. They were developed over the decades that the automobile came into use, and the zoning and design standards that governed their creation have made a streetscape that is less inviting, comfortable, or safe feeling for pedestrians and bicyclists. This is also where many national chains have chosen to locate, although there are many small and locally owned businesses as well. Along Rt. 258, it is particularly inhospitable for pedestrian and bicycle access, although the town's grocery stores are there.

This is not to diminish the importance of South Church Street as a strong base of employment and commerce for the community, but to raise its future potential as an expansion area of Smithfield's "small town charm." By simply constraining growth, land values may increase and force higher rents on local businesses. By leaving the current scenario without intervention, the town may see continued growth that detracts from its sociability, walkability, or local businesses by increasing vehicular traffic. However, by encouraging new development and redevelopment that borrows from the scale, form, and design qualities of the historic downtown district, new diversity of uses can be achieved. Investment in wide sidewalks, street trees, street furniture, and bicycle lanes, along this corridor would allow for the "fabric" of the physical space that comprises what the community thinks of for "small town charm" to expand. By planning for increased density along this corridor in an inviting, safe, and comfortable way that prioritizes the community rather than moving vehicles through, the Town can meet its goals and continue to grow successfully and sustainably socially, economically, and environmentally.

# HOW DOES THE CHARACTER OF A CORRIDOR CHANGE OVER TIME?



The character of South Church Street just south of the Pagan River Bridge is currently characterized by buildings built far from the street, single-story buildings, no sidewalks, and few street trees. These images give an example of how that corridor can change over time to have more of the characteristics Smithfield residents love about the existing downtown.

The addition of sidewalks and a grassy planting strip separating the sidewalk from vehicular traffic provides a safe place for people to walk.

(The grassy planting strip is important to not just offer physical separation but to be a place to put future street trees.)





A dedicated, protected bike lane  provides a safe place for riders of all skill levels to use a bicycle for daily trips as well as recreation.  Crosswalks enable pedestrians to cross safely.

(Making sure all riders feel safe is an important part of traffic reduction strategies in this plan.)

Street trees offer shade
and further protection
and separation between
pedestrians and vehicular
traffic, both real and
perceived.

When new buildings are built,
they are closer to the sidewalk
and two or more stories.
Buildings with commercial
uses on the ground floor and
windows create the feeling of a
walkable downtown area.

Over time, the character of
the built environment in the
South Church Street corridor
will change to resemble more
of what is already great about
Smithfield.

# 5.2 ENHANCE MOBILITY

"Change land use priorities and understand the connections between development patterns and traffic. Re-prioritize transportation improvements to place bicycles and pedestrians on equal standing with automobile through-traffic, ensuring their safety and comfort throughout the Town."
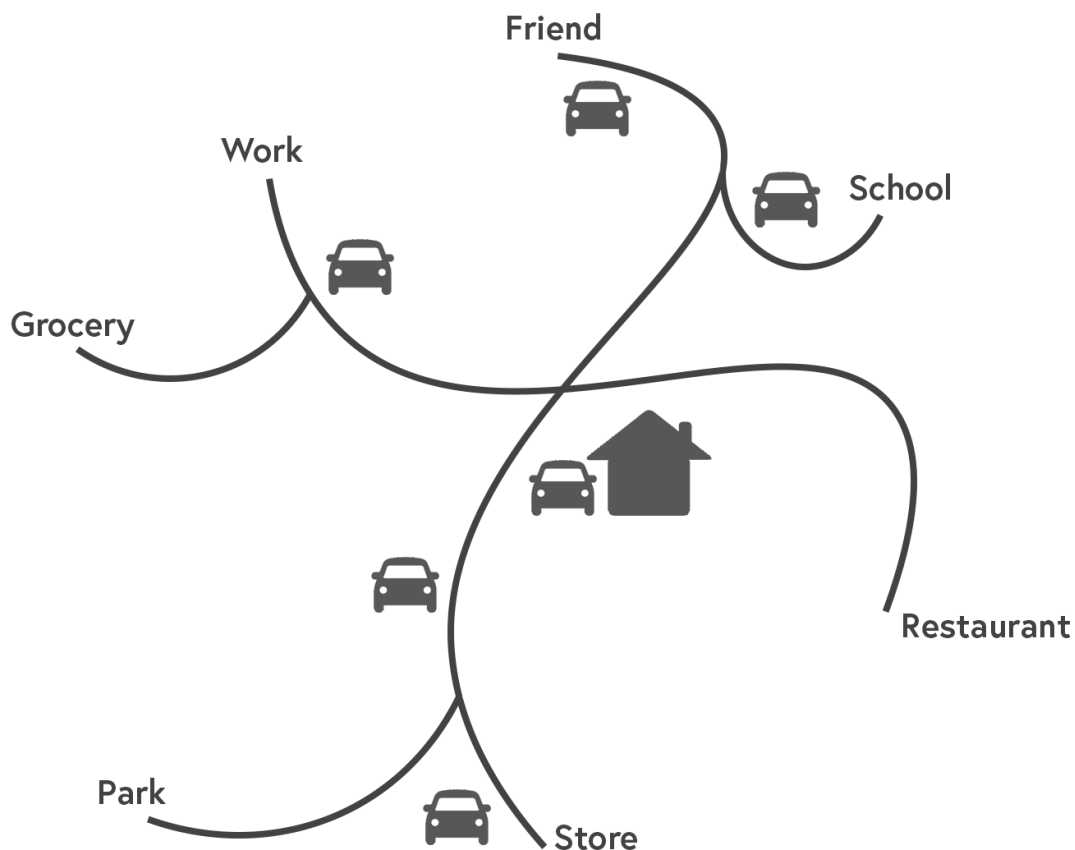
The residential development patterns that have been created over the past decades have created many desirable neighborhoods to live in, but have also resulted in increased traffic. There are two ways to reduce traffic - change land use patterns and offer alternatives to the car.

When a person's home is miles away from work, stores, schools, and other daily activities, each activity needs to be accessed by a personal vehicle, which creates more and more traffic. By changing land use patterns so that activities are closer together and can be accessed either by foot, by bicycle, or more than one activity can be accomplished per trip, traffic begins to be reduced.

This plan calls for allowing bicycles and pedestrians to maintain equal standing with automobiles in the Town's decisions regarding mobility. For the previous decades, decisions have been made regarding streets as primarily for the purpose of moving automobiles. By "reprioritizing" transportation improvements away from simply widening roads and creating the environment by which people are able and attracted to walking and bicycling in, the Town can begin to reduce local Vehicle Miles Traveled (VMT) and thus reduce traffic congestion.
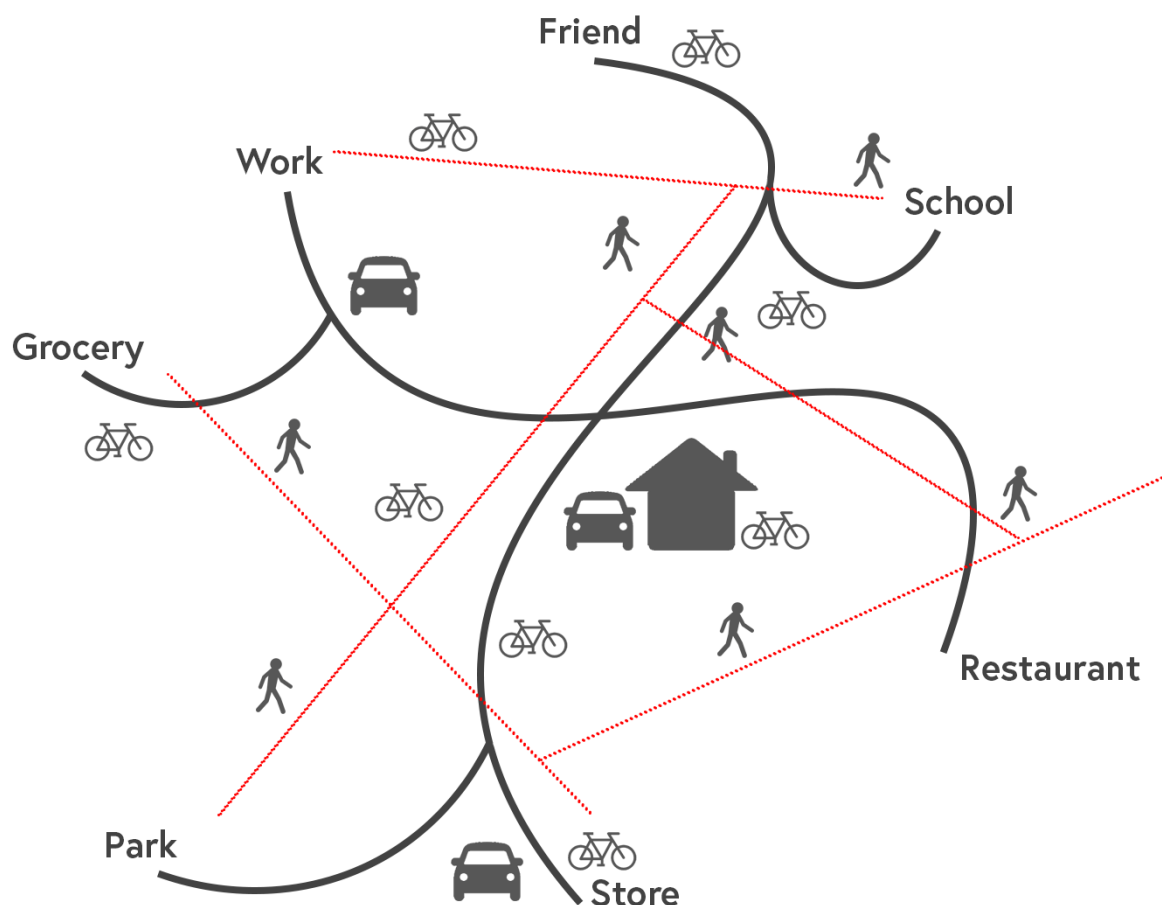
# 5.3 INCREASE OPPORTUNITIES

"Attract high quality development that fosters a strong local economy with an emphasis on small businesses for both retail and restaurants."

The survey results and public input revealed a great demand for new food and retail options. While national chain brands came up in the conversations, small businesses were also valued for the character they give to Smithfield. There is a "balancing act" of allowing large businesses into the community without suffering the deteriorating effects they can bring behind them, such as dominating the local economy, increasing traffic congestion, or diminishing the historic character of the area.

This plan calls for an overall strategy of increasing the amount of opportunities within the local economy, but aligning them with walkability and redevelopment rather than encouraging new sprawl development at the edges of Town. By focusing primary efforts on developing a strong local economic base of small businesses the Town can then pivot its attention to guidelines and standards for national chains to follow when they want to develop.

For example, in some localities a big box department store might have a set footprint with a typical large parking lot and some landscaping. However, to fit within a Town context if it is perceived as valuable enough, they will alter or improve their design drastically to be more pedestrian friendly.

**How does this affect me?**

The Comprehensive Plan is a guiding document with many recommendations for policy and regulatory changes the Town can make to achieve its vision. However, decisions regarding development still remain case-by-case.

The Plan may call for development in some areas of Town, but between amending the Zoning district, a developer submitting an application to rezone and develop a property, or smaller studies, the public is able to comment frequently and freely to shape their future.

A change in zoning does not compel a property to change the use of their property.

# 5.4 STAY ENGAGED

"Maintain high levels of citizen engagement and active participation in the community. Particularly, test 'pilot projects' that are low cost but can be made more permanent."

This Plan calls for continual engagement between the Town and the community. Often, the planning and design of a community is viewed as an intensely bureaucratic process that is hard to participate in. By staying engaged through communication about Town efforts, surveys, or inviting community ideas to be tested through pilot projects, high levels of social capital can be built. Additionally, many great ideas or necessary safety improvements often come from the members of the community that live closest to any particular issue that the Town government may not have seen. Flexibility and responsiveness can distinguish Smithfield from other localities. The accessible design of this document is reflective of this idea and is a continuation from Town Council's strategic planning recommendations to continue high levels of engagement.

When the COVID-19 Pandemic began to accelerate around the United States, people feared the demise of local restaurants and other businesses. However, many communities almost immediately explored the creation of outdoor dining "parklets" in parking spaces and other informal arrangements that allowed the businesses to continue operating. Customers adapted quickly and even enjoy the additional outdoor seating today. Similarly, maybe there are intersections or crosswalks in Town that need more attention, maybe there is a parking lot that could become a dance floor, maybe there's a spot for an observation tower that would give an amazing view, by formalizing the process of engagement and responding to ideas, the Town can continue to build on its quality of life in new and exciting ways.

# GOALS + OBJECTIVES

To reach the future outlined in the vision statement, goals and objectives were drafted and workshopped to chart measurable steps the Town can take towards implementing the Plan. As citizen input guided the steps towards the creation of these goals and strategies, there is a clear connection between ideas in the community and actions to be taken. Rather than sitting on a shelf, the Plan can be actively used to promote and test pilot projects to improve quality of life.

In addition to being based on public input, the vision statement was crafted to reflect the Town strategic visioning process completed by Town Council in 2019, as were the goals and objectives.  The vision, goals and strategies were workshopped by the Planning Commission over three in-depth sessions.

Once adopted, the Plan assists decision-makers with assessing how a particular land development application will support or detract from these goals and strategies. They are intended to be specific enough in their prescription of "best practices," yet broad enough to maintain flexibility when needed. By setting up these parameters, the Town can begin to foster trust with its citizens, create clear expectations and common understanding with developers, and benefit from a healthier, safer, and happier community to the extent that the built environment can provide.

Smithfield is a beautiful place. By following these goals and strategies, the Town can keep what is working and prepare for the future, enjoying its achievements along the way. Safely bicycling from one's home to Main Street, spending time with friends and family at parks, shopping on foot down South Church Street; all of these "everyday" moments will be further possible by planning and implementing the plan.

The following pages organize the goals, objectives, and strategies as follows:

Community Stewardship
Managed Growth & Beauty
Town Design
Historic Preservation
Economic Development
Transportation
Cultural Amenities
Housing
Town Services & Infrastructure
Environment

# 6.1 COMMUNITY STEWARDSHIP

*"Ensure that trust is fostered within the community through social inclusion and that principles of stewardship and pride in our Town are evident as a result of careful decision-making."*

The quality of Smithfield today is a result of continual stewardship. However, as growth and change occurs in a community there are often divisions or concerns with what form it takes. This can often manifest in short-term motivated decisions that come back to harm the community in unexpected ways. For many decades, concern over multi-family development near single family homes guided many communities towards strictly limiting its development. However, this greatly increased the cost of housing within the community, and employees of local businesses, retirees, or children seeking to return to their hometown could no longer afford to do so.

Quality in community stewardship means fostering trust by continually consulting, investing in, and engaging with the public. Collaborative processes and transparency allow for unintended consequences to be mitigated by identifying thoughts from a wide range of perspectives.

Total consensus is often difficult, if not impossible, to achieve and at times there will be hard choices and disagreements. However, the effort itself into maintaining a high level of trust and engagement continues to build social capital in the community and make disagreements less vitriolic.

The Town Council's 2019 Vision Retreat included this category in its final vision. It has been added into the comprehensive plan as another goal to achieve that will assist Smithfield in its planning decisions for years to come.

**Objectives:**

1. Consult the Comprehensive Plan and other guiding documents for considerate decision-making.

2. Update or review the comprehensive plan every five years, per the Code of Virginia.

3. Maintain consistent engagement with the community via town halls or surveys on resident satisfaction.

4. Test pilot projects for citizen ideas on how to improve the Town.

5. Ensure that all voices are heard in the community when surveyed.

6. Create strong relationships with the County and other localities in the area to more effectively partner and plan.

7. Maintain excellent financial stewardship by developing long term fiscal strategies and plans that support identified capital projects and needs.

8. Ensure that revenues adequately support current and future service and infrastructure needs.

9. Ensure that the Town's resources are invested equitably across the community.

10. Monitor facilities such as the "Park-to-Park" trail for performance and safety.

By utilizing the Town plans, the community can see the direct link between what they've agreed upon and how decisions are made.

Reviewing the Plan and amending it as a "living document" allows the Town to continually use it for accommodating new trends or changing conditions while maintaining its course on key concepts.

Allowing a dynamic citizenry to test their ideas for Town improvement in ways that are inexpensive via "pilot projects" can allow for permanent implementation later on ideas that are popular.

Making sure a diverse cross section of society, such as by age or race, is heard is important to understanding all community needs.

# 6.2 MANAGED GROWTH & BEAUTY

*"Ensure that the land is used in ways that protect Smithfield's longstanding relationship with the water by mitigating impacts to environmentally sensitive areas, that development and redevelopment are to the benefit of the community, and that the local economy may reap the benefits of increased foot traffic."*

The previous Comprehensive Plan utilized a system of "Planning Areas" for land use goals and objectives. While successfully administering growth over the previous decade, this strategy generally worked to accommodate projected demands while carrying forward the trends and types of commercial and residential growth that were present at the time. Although the plan called for certain design characteristics, most of the new development in Town has spurred discussion about the level of quality desired not being met.

This plan calls for a shift in strategy, allowing for targeted growth through small area plans and changing the character of areas such as South Church Street, and thinking of land use holistically in ways that work with creating a more pedestrian and bicycle friendly environment. This is to ensure that there are not only the facilities to walk and bike, but also active places and destinations to travel to.

Rather than assuming all developable acreage is "equal," this plan seeks to add density and infill on underutilized properties to prevent sprawl. This allows for diverse options for new local business owners or diverse housing opportunities. The plan also recommends changing development standards to remove setbacks or Floor Area Ratio requirements to allow for more flexible use and design of buildings on parcels.

Recognizing that the built environment of the Town is a complex system, this plan encourages incremental adaptation to change. Most projections about population growth are often off or the underlying assumptions lead to unsustainable growth for the community. For example, a road might be identified as requiring widening to meet an anticipated demand from new growth. However, as new growth comes around, the widening is also the further justification of new growth and so forth, prompting further study for more widening in the long term.

Under this plan, Smithfield would look at the existing network, promote alternative transportation, and assure that development continues to contribute to a high quality of life.

SMITHFIELD STATION

CONFERENCE ROOM

**Objectives:**

1. Ensure highly productive, efficient, diverse, and varied use of the land.

2. Capitalize on proximity and density of diverse use to build shared value.

    a. "Layer" uses vertically and horizontally to increase the amount of reasons a person would be in areas of the Town, such as the downtown or South Church Street.

3. Encourage the development of new uses in large areas of singular use.

    a. Allowing for new uses, such as a sidewalk café or other neighborhood supporting use, can begin to improve the walkability and sociability of areas that are a single use.

    b. The same applies to solely commercial areas, where new residential use of land can support the commercial uses and improve the walkability and sociability.

4. Develop small area plans for more "fine grained" planning and design that can improve land use in areas such as, but not limited to, the historic downtown and the South Church Street Corridor.

5. Create guidelines for big box stores to encourage "urban style" storefront designs, if approved.

6. Eliminate / reduce requirements for buffer yards and setbacks that increase the amount of distance between varying uses.

7. Eliminate / change Floor Area Ratio (FAR) requirements to allow for more creative design of buildings.

8. "Activate" the grounds of public facilities with pop-up uses where possible.

9. Study parking stock, reduce and reform development standards from parking minimums to parking maximums, encourage parking to be located in ways that do not inhibit pedestrian or bicycle access to the land use.

10. Locate a new public parking facility on the edge of downtown or the South Church Street area to mitigate the impact of parking to the walkability of these areas.

11. Encourage infill of parking lots to a more active use.

12. Remove on-street parking where feasible (such as Main St.) for additional space for parklets or widening sidewalks.

13. Utilize remaining space on parcels for auxiliary seating areas, alleyways, or other amenities that build shared value.

14. Inventory the amount of "Third Places" in town and geographically identify areas that do not have easy access.

15. Study various "chains of activity" for how residents and visitors might spend an entire day in the Town to identify gaps for attraction of new land uses.

16. Amend and update the Zoning Ordinance districts to allow for mixed uses. Zoning districts should be consolidated and simplified.

17. Rezone the "Highway Retail Commercial" district to a new mixed use district reflective of the Future Land Use Map.

18. Allow for Accessory Dwelling and Commercial Units where possible.

19. Create and implement Design Guidelines that promote desired architectural quality.

20. Evaluate, amend, or create Development Standards that translate to desired form of development.

21. Manage growth through the use of Conditional Zoning or Special Use Permits.

22. Ensure that the Zoning and Future Land Use maps are aligned.

Parking or vehicle circulation to find parking can greatly detract from a positive experience of a place. By encouraging better standards for parking, these facilities can be managed and more efficiently accessed.

"Third places" are places where people go to socialize. They are places people enjoy outside of their work or home, or school and home in the case of children. They are important sources of community.

"Chains of activity" are mapped possibilities on how to spend a day in Smithfield. Where does someone get their breakfast, lunch, and dinner? Where do they hang out? How many possible combinations are there? More combinations means more opportunities.

# 6.3 TOWN DESIGN

**"Create guidelines that ensure development follows good principles for the protection, comfort, and enjoyment of the community in the built environment."**

Town Design is the process and outcome of creating an attractive and sociable place to live. Town Design affects arrangement, coordination, appearance, and function of development across the Town at varying scales from the street to the overall plans for the area. When good design principles are linked with policy land use, transportation, and economic development outcomes can be improved. Smithfield benefits from a strong "sense of place." Place refers to the strong emotional attachment between a community and its physical location. The community's appreciation for "small town charm" reveals an attachment to the physical place that people want to be in, use, enjoy, or remember because of its interesting and pleasurable characteristics. "Placemaking," as this plan calls for, is the act of creating and coordinating the public realm to include attractive cultural, economic, and social activities that build and expand upon the feeling of "small town charm" through the physical environment. For example, standing on Main Street feels a lot different than standing outside South Church Street. Through design, planning, and placemaking, the Town can ensure that redevelopment is coordinated towards a physical form that is not only conducive to good aesthetics, but also opens the possibility for social interaction, physical health, or reduced crime.

Smithfield's historic preservation and downtown revitalizations efforts have protected a key area the Town. Planning efforts to ensure that the rest of development of the Town maintains a high quality have focused on broad descriptors to promote the "compatibility and harmoniousness" of development. Many principles have been identified in the previous 2009 comprehensive plan that are useful, but hard to transfer directly into implementation on any given development. Furthermore, today the best practices in urban design are less concerned with aesthetic compatibility and more concerned with the quality of development itself and how physically it contributes to the streetscape. Concepts like "walkability" are promoted by ensuring the buildings along the street also encourage walking an area becomes more "walkable." This is different than only requiring sidewalks, for instance.

These objectives seek to re-frame the Town's approach to "design" to think about the connections between transportation mode choice and land use development. Rather than explaining it should be "compatible," design standards should reflect how the development will address the street and contribute positively to the overall quality by considering tangible features like shade, or protection from wind, where necessary. Interestingly, these objectives reflect the way development decisions were made in the past before more recent planning practices, such as the Zoning Ordinance or other development standards came around.

By having the Town consider both the top-down Planning context and the eye-level details in a more simplified yet targeted way, expectations and trust can be built between the community and developers that new growth will contribute to quality of life in the Town. Combined with "pilot projects," the Town can begin to test and experiment, identifying areas that need assistance to contributing to the overall quality of life in the Town.

Ideally, the end result is a continuous "fabric" across the Town. One that is safely accessible by diverse transportation modes, users of all ages, and is full of opportunities to enjoy from one side of Town to the other.

**Objectives:**

1. Create guidelines for creating shade, wind protection, shelter from rain through the dimensions/design of buildings and building features.

2. Utilize placemaking strategies to build many different activities and reasons to be within places throughout the town.

3. Encourage new buildings to be built in a manner that is conducive to flexible use and adaptation over time.

4. Ensure that new developments comprised of many buildings are well connected and integrated with the existing fabric of the Town.

5. Create design guidelines for storefronts that provide for transparency and accommodate large windows to provide for visual interest.

6. Create a program to assist business owners design and maintain quality storefronts.

7. Require development to provide for more narrow storefronts along a street frontage to improve the vertical rhythm of the streetscape and increase density and diversity of uses.

8. Amend the Zoning Ordinance and design standards to enforce better design.

9. Create more detailed small area plans for the South Church Street corridor and the historic downtown, as well as other areas of town, to improve streetscapes on a block to block basis with fine grained details.

10. Ensure there is good lighting along pathways throughout the Town.

11. Ensure that there are places to sit and stay, without necessarily purchasing anything.

12. Widen and maintain sidewalks (particularly towards Main Street, towards sports facilities, Church Street, and Cypress Creek bridge).

The immediate temperature, wind conditions, or other climate-factors around you are important. For example, close buildings and street trees can provide good shade on a hot day, making it easier to walk down a street.

Buildings should be able to flexibly accommodate different uses over time.

Newly developed areas of Smithfield should feel seamless with other walkable areas of the Town.

Many of these strategies need to be codified, which makes it easier to build understandable expectations in the development process.

At a closer scale of "small area plans," the community can plan block by block the improvements necessary to make their streets safe and comfortable.

13. Utilize amenities such as pleasant views, sunlight, or views of other people to locate seating areas.

14. Activate open spaces with opportunities for recreation and seating areas.

15. Prevent long stretches of blank and uninteresting facades on buildings.

16. Study and cross reference "chains of activity" in the town with the eye-level details of transportation between these locations.

17. Study and cross reference "Third Places" with the experience of accessing them.

18. Allow for Accessory Commercial Units where possible.

19. Maintain the Town's high quality landscaping and aesthetics.

20. Utilize innovative measures to handle stormwater.

21. Address tidal flooding along the shoreline.

22. Ensure that required landscaping is maintained from planting to maturity, replacing dead vegetation when necessary.

23. Implement unified wayfinding signage across the entire Town at the pedestrian scale.

24. Amend the Entrance Corridor Overlay district to have more robust design and landscaping standards.

25. Bury above-ground electrical and communication wires when appropriate and/or possible.

# 6.4 HISTORIC PRESERVATION

*"Protect Smithfield's stock of contributing historic buildings, encourage the adaptive reuse of existing buildings, encourage revitalization of historic properties, and look to the examples of historic success for quality of life in the town for future development."*

Smithfield has maintained a long tradition of historic preservation. The survey conducted as part of this comprehensive planning process revealed that historic preservation remains a top priority for Town residents. The 2008 Comprehensive Plan Update and 1998 survey revealed similar results. Continuing this tradition into the future is an important piece of maintaining a high quality of life for Town residents, as well as providing local business owners and their potential customers an attractive place to spend time.

Previous Planning efforts have done a great job of maintaining the stock of historic buildings and accommodating their re-use. The revitalization of the area as the "heart of the community" have certainly been achieved. The Historic Preservation Overlay District and associated zoning districts have maintained the attractiveness of the downtown and surrounding historic neighborhoods. This tradition should continue into the future.

However, as costs mount for maintaining historic properties particularly in the residential areas, it can be difficult to upkeep these properties. This Plan encourages the use of historic properties in multiple ways while still remaining under the purview of governing bodies to ensure that quality does not decrease.



Main Street in Smithfield

Smithfield originated due to the river-based trade on the Pagan River. As agricultural pursuits in the area expanded the economy transitioned to be based on the peanut trade and eventually on the ham industry, as it is now. Smithfield has been the home of many pork producers, and today Smithfield Foods, Inc. is the largest pork producer in the world.

The area was originally inhabited by Warraskoyack Native Americans, and in 1619, the first English settlement in Isle of Wight was established near a Warraskoyack village. Though relations between the two groups began amicably, relations soon soured and by 1650 the Warraskoyack disappeared from the colonial record.

The Town of Smithfield was first incorporated in 1752 by Arthur Smith IV, who parceled out his family farm into 72 lots and 4 streets to house British merchants and ships captains. Smithfield had thrived as a river port town for 20 years before the Declaration of Independence.

Today, the heart of Smithfield is one of the most charming historic downtowns in Virginia, complete with shops, restaurants, and an impressive array of architecturally-significant residences. The commercial area of downtown also holds the Isle of Wight County Museum, the Smithfield Farmers Market, the Smithfield Inn and the original Isle of Wight Courthouse, built in 1750.

The Isle of Wight Museum houses not only the world's oldest edible ham and the world's oldest peanut, but the oldest silver spoon in Virginia, once belonging to Captain John Moone of Moonefield.


Original Isle of Wight Courthouse


The Schoolhouse Museum
*(Image courtesy of the museum)*


S. Church Street home

Main Street was once the site of a short Civil War battle now referred to as the "Battle of Smithfield". On January 31, 1864 Union soldiers were separated from their gunboat, leading to a skirmish with Confederate soldiers who captured them and destroyed their gunboat, the Smith-Briggs.

Just west of downtown on Main Street lies the Schoolhouse Museum, an African-American one-room schoolhouse now used to tell the story of the history of education in Isle of Wight, honoring both the former students and their teachers.

Smithfield also can boast a collection of some of the most diverse and beautiful historic homes, which represent a blend of Colonial, Federal, Georgian and Victorian styles, which are unusual to find side by side. Fifteen of these houses date to the 18th century, and ten of them pre-date the Revolutionary War.

Smithfield continues the tradition of being a river town, and Smithfield Station offers a marina for sail and power boats to access the Pagan River and the Chesapeake Bay.

Saint Luke's Historic Church and Museum, just outside the Town limits, is Virginia's oldest surviving church building, dating to the 1600s. It is a National Historic Landmark, a National Patriotic Shrine, and a symbol of American Religious Freedom. Saint Luke's continues to be one of the strongest tourist draws to the Town.

**Objectives:**

1. Preserve the stock of historic buildings in town.

2. Amend the Zoning Districts and Historic District Overlay guidelines to allow for adaptive reuse of historic properties in ways that preserve their architectural integrity, but allow for new uses within them across the historic district.

3. Continue providing events and programming that interpret the history of the Town for visitors.

4. Continue providing architectural-focused tours of the Town.

5. Collect and share stories of historic town residents.

6. Provide interpretative signage or art installations to help tell the history of the Town, particularly areas such as Windsor Castle Park.

7. Connect with regional historic preservation or archaeological efforts to represent Smithfield's place in the wider narrative of history.

# 6.5 ECONOMIC DEVELOPMENT

"Provide for a strong, productive, vibrant, and diverse local economy with a particular focus on small business growth and employment opportunities. Capitalize on the proximity of businesses to build shared value and prosperity in the Town."

Economic development is the process of creating wealth locally through jobs, income, and investment in the built environment. However, continued prosperity is not guaranteed, and with growth in the economy can also come traffic congestion or increased living costs unless the Town makes efforts to shape economic development towards shared benefits. In previous decades, economic development focused very heavily on business attraction through incentives and available land. While these continue to be valuable tools, technology and employment preferences have changed the landscape of business attraction. Potential employees want to live in places that have a high quality of life, and employers want to locate in places their employees want to live. This connects the "economic development" strategy of this comprehensive plan with goals found in Transportation and Managed Growth & Beauty, places that are walkable and bicycle friendly are also highly attractive places to grow a business.

Fortunately, this is a strategy Smithfield has generally pursued. Unlike communities that have strayed far from the model of a vibrant main street, Smithfield's has an existing network of sidewalks, historic buildings, and other attractive features that can be expanded upon for economic prosperity.

## 6.5.1 Employment Characteristics

The Labor Force Participation Rate (LFPR) is the percentage of all people of working age who are either working or actively seeking work (Employed + Unemployed). Smithfield's LFPR is 62.5%, which is on par with the national 2018 rate of 62.7, and slightly below the state average of 65.2%. (Virginia Employment Commission)

These rates incorporate the 16 to 19 years and both 65 to 74 years and 75 years and older, which bring down the average participation rate. Figure 16 shows labor force participation rates by age range. The LFPR of Smithfield residents between the ages of 20 to 64 years ranges from 52.4% to 90.6%. Smithfield's workforce is approximately 55.4% male and 44.6% female.

## 6.5.2 Unemployment Rate

Unemployment in Isle of Wight County spiked dramatically in March and April of 2020 due to the COVID-19 pandemic. In March of 2019 the unemployment rate was just below 3%; in March of 2020 the rate rose to over 11% and fell over the year to hover between 4 and 6% in late 2020. As of October 2021, the Unemployment Rate in the County dropped to 2.7% as rates return to pre-pandemic levels.
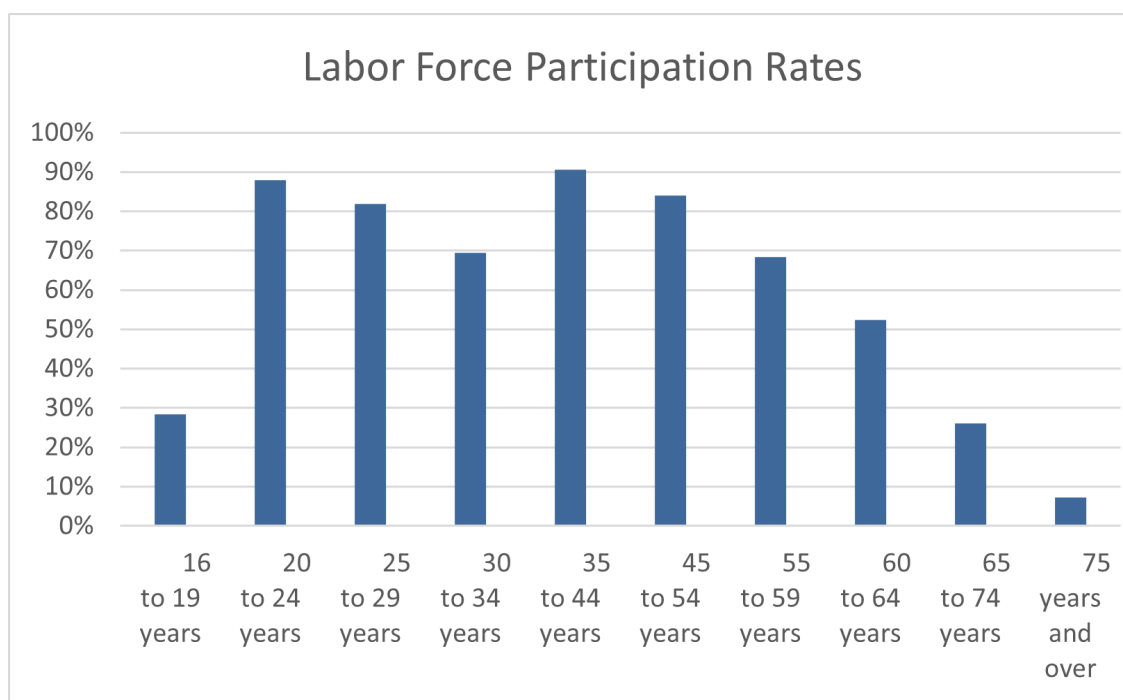


**Figure 14: Labor Force Participation**
*Source: VA Employment Commission 2020*

## 6.5.3 Jobs by Industry

By far the largest industry in which Smithfield's workforce is employed is Manufacturing (22.5%).

The next largest employment sectors are Health Care and Social Assistance (11.7%), Educational Services (10.6%), and Retail Trade (10.5%).

There is diversity in the Town's workforce, which is positive and will help the Town weather shifts in the economy, or an employer leaving. However, the large number of people employed by Smithfield Foods means that the Town's economy is heavily reliant on that one employer.



**Figure 15: Jobs by Industry**
*Source: American Community Survey 2018*

## 6.5.4 Major Employers

Smithfield Foods remains the largest employer in the Town by a significant margin. The Smithfield North Facility is located north of the Pagan River from the center of Town and employs 1,000 people. Another 2,000 people are employed at their headquarters adjacent to the Smithfield Center.

After Smithfield Foods, the next largest employer is the Riverside Healthy Living Community (100 employees), which is tied with Kroger at Smithfield Plaza.

All businesses in the Town employing 25 or more people are listed in Figure 16.

**To understand the Town, it is important to keep in mind the extent to which Smithfield is characterized by commuting patterns; many people commute into Town to work and many Town residents commute to neighboring localities.**

| Name of Employer | Location | Number of Employees |
|---|---|---|
| Smithfield North | N Church St | 2,374 |
| Smithfield Foods | Commerce St | 547 |
| Westside Elementary/Isle of Wight County Schools | W Main St | 101 |
| Kroger | Smithfield Plz | 100 |
| Riverside Rehabilitation Center* | John Rolfe Dr | 100 |
| Magnolia Manor | John Rolfe Dr | 90 |
| Riverside Convalescent Ctr | John Rolfe Dr | 84 |
| Isle of Wight County Rescue | S Church St | 70 |
| Smithfield Pet | N Church St | 66 |
| Smithfield Station Restaurant | S Church St | 65 |
| McDonald's | S Church St | 62 |
| Food Lion | S Church St | 50 |
| DAV/DAV Thrift Store | S Church St | 50 |
| Hardee's | S Church St | 30 |
| James River Mechanical Contr | Battery Park Rd | 30 |
| Smithfield Foods Inc | Commerce St | 30 |
| YMCA | James St | 30 |
| Quality Time Child Care | Wimbledon Ln | 28 |
| Cypress Creek Golfers Club | Cypress Creek Pkwy | 25 |
| Smithfield Lawn Svc | S Church St | 25 |
| Smithfield Police Dept | S Church St | 25 |

**Figure 16: Major Employers**
*Source: ESRI Business Analyst and Smithfield Foods 2020*

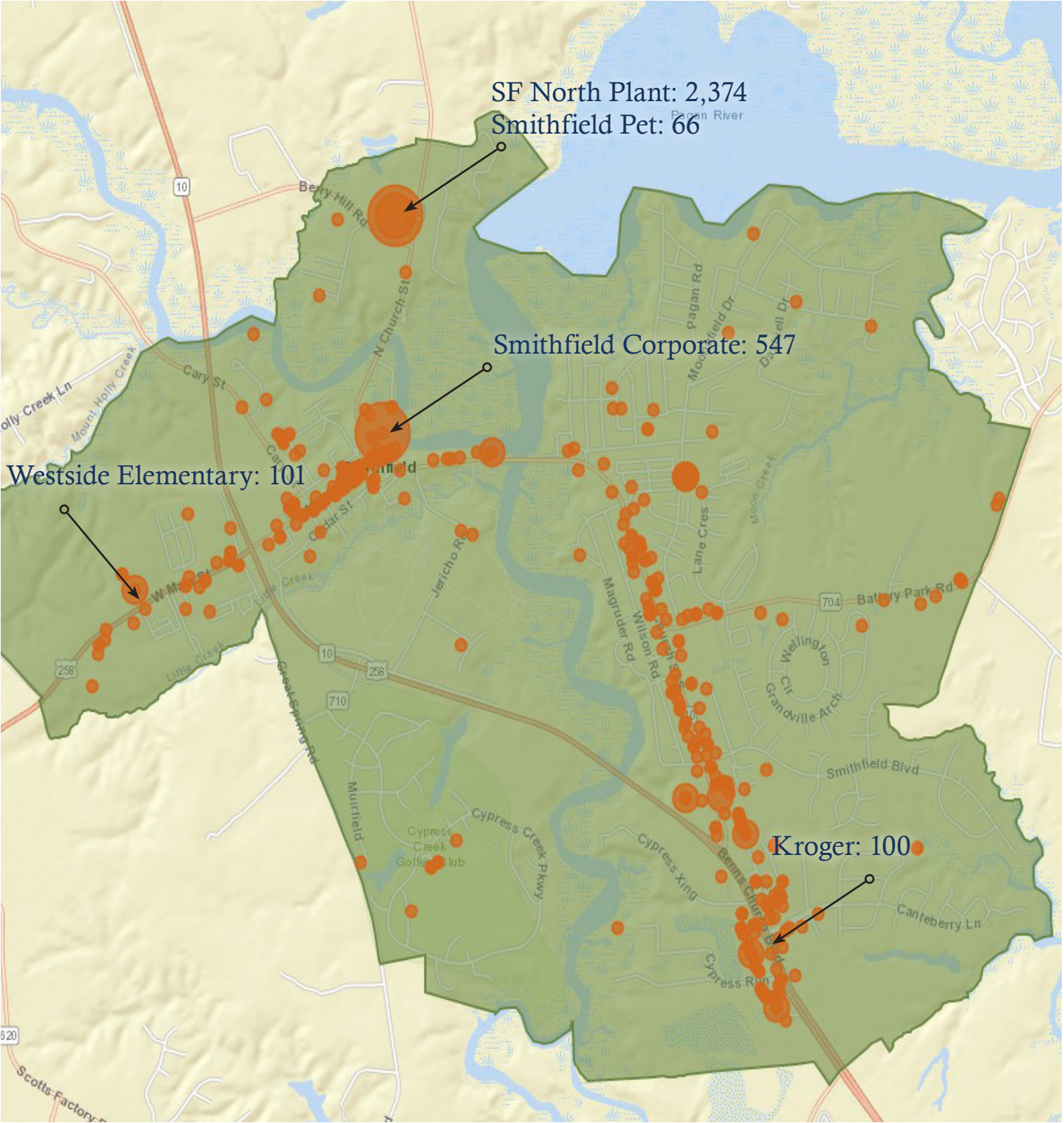## Location of Major Employers



**Figure 17: Map of Major Employers**
*Source: ESRI Business Analyst and Smithfield Foods 2020*

## 6.5.5 School Enrollment

Smithfield's school aged populations are enrolled in school at equal or greater rates than their counterparts across Virginia and the US based ACS data.

Nearly 88% of Smithfield residents 18 and 19 years old are enrolled in school, compared to 75.5% of the same age group nationwide. Additionally, nearly 56% of 3- to 4-year-olds are enrolled in school in Smithfield as compared to just under 48% nationwide. Pre-kindergarten enrollment has been correlated to better attendance, fewer behavior problems and higher chances of reading at grade level by 4th grade (Urban Child Institute), so this high rate of enrollment may be a driving factor behind the success of Smithfield's students and the higher enrollment rates of older age groups.
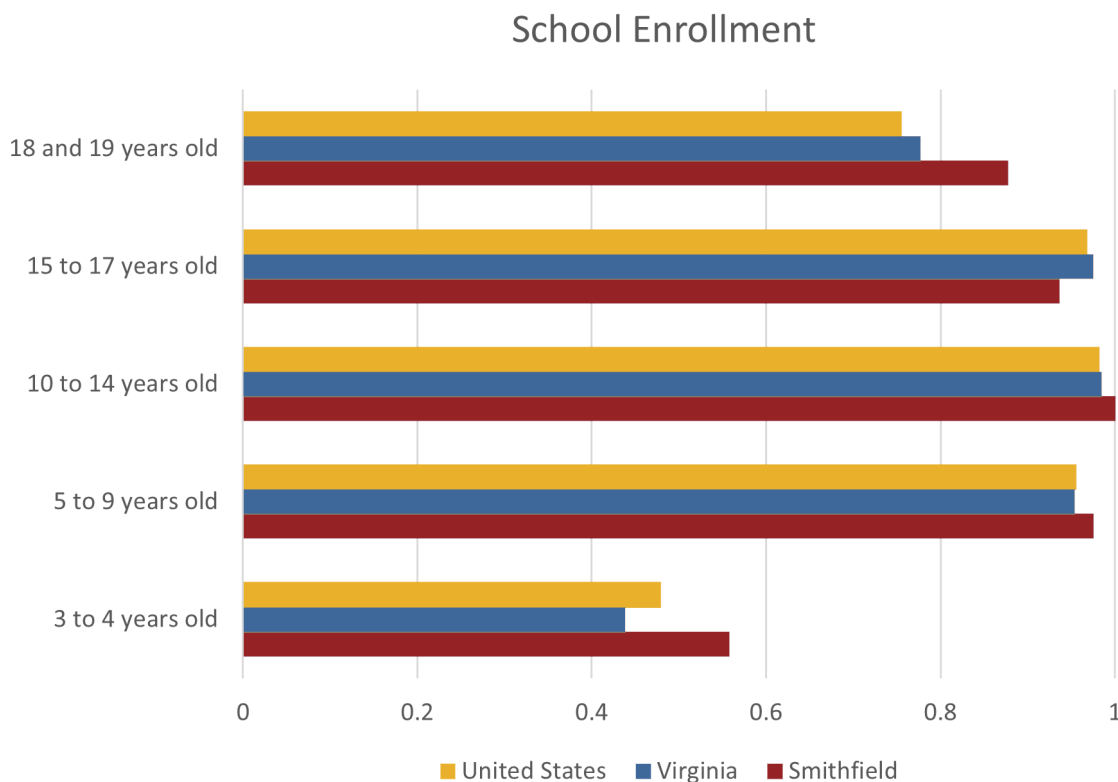
School Enrollment



**Figure 18: School Enrollment**
*Source: American Community Survey 2018*

## 6.5.6 Public and Private Schools

Smithfield also has higher levels of enrollment in private school than Virginia and the US. There is currently only one private school in the County, Isle of Wight Academy. It should be noted that there is only one (1) private school in the Town, Hampton Roads Classical School, for grades kindergarten through seventh (7th). There are no other private elementary, middle or high schools in Smithfield, so that number may be reflective of private pre-kindergarten enrollment and some students may commute to private schools in the Hampton Roads area.

|  | Public School | Private School |
|---|---|---|
| United States | 84% | 16% |
| Virginia | 83% | 17% |
| Smithfield | 80% | 20% |

**Figure 19: Public and Private School Enrollment**
*Source: American Community Survey 2018*

## 6.5.7 Educational Attainment

The great majority (88%) of Smithfield residents have graduated from high school or attained a higher degree of education, 11% have an Associate's degree, 18% have a Bachelor's degree, 9% have a Master's degree, and 3% have a Professional School or Doctoral degree.



EDUCATIONAL ATTAINMENT FOR SMITHFIELD RESIDENTS OVER 25 YEARS OLD

Associate's degree 11%
Bachelor's degree 18%
Master's degree 9%
Professional school degree 1%
Doctorate degree 2%
No schooling completed 1%
Some middle school, no diploma 2%
Middle school diploma 1%
Some high school, no diploma 8%
Regular high school diploma 21%
GED or alternative credential 4%
Some college, less than 1 year 7%
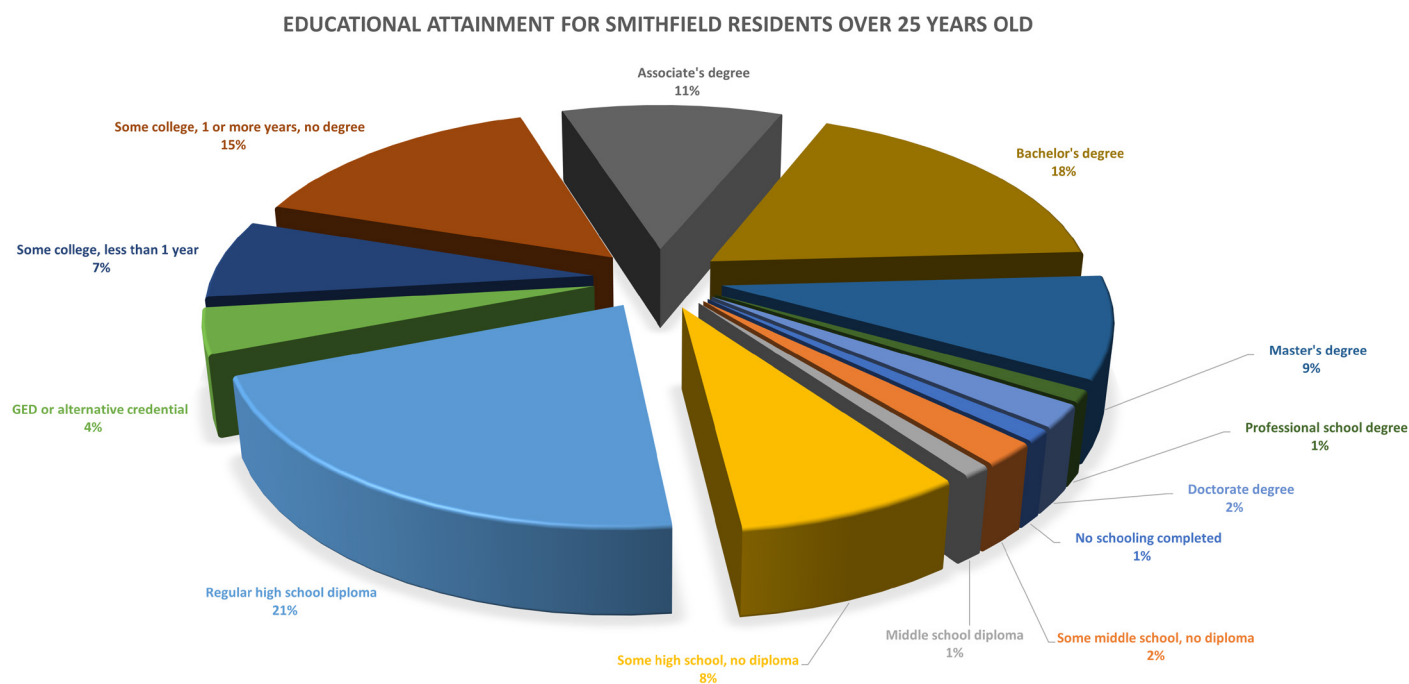Some college, 1 or more years, no degree 15%

**Figure 20: Educational Attainment**
*Source: American Community Survey 2019*

**Objectives:**

1. Identify placemaking opportunities to test temporary events, installations, or other features that attract people to the area and encourage them to spend longer periods of time.

2. Attract businesses that fill gaps in "chains of activity" in Smithfield, identify places where people spend their time throughout the day.

3. Explore slowing the speed limit in downtown and S. Church Street to allow for comfort and safety, as well as increasing the likelihood that someone stops to shop.

4. Ensure public parking facilities are easily identifiable and have comfortable access to main commercial thoroughfares.

5. Partner with local businesses or churches to utilize vacant parking lots for temporary events or additional parking.

6. Inventory "third places" in town (places besides work or home) where people can meet or gather such as a bar or coffee shop, ensure that these are geographically distributed throughout the town to ensure that people have access to this type of space across Town limits. Attract these businesses where there is a gap.

7. Build upon sense of place to strengthen the local economy.

8. Study and improve tourism opportunities.

9. Foster and partner with local business associations

10. Identify sites for more intense flex-industrial uses that can help diversify the economy.

11. Diversify and expand the economic base to be less reliant on a few employers.

Parking and vehicular circulating to find parking can greatly detract from a positive experience of a place. By encouraging better standards for parking, these facilities can be managed and more efficiently accessed.

"Third places" are a place one goes to socialize or enjoy outside of their work or home, or school and home in the case of children; they are important sources of community.

"Chains of activity" are mapped possibilities on how to spend a day in Smithfield. Where does someone get their breakfast, lunch, and dinner? Where do they hang out? How many possible combinations are there? More combinations means more opportunities.

# 6.6 TRANSPORTATION

*"Reduce local vehicle miles traveled to relieve traffic congestion, by implementing comfortable, accessible, and convenient multi-modal transportation options to increase the amount of people bicycling and walking in Town."*

Smithfield has an established network of local, minor arterial, and major collector roads. The historic area of Town features a grid pattern from the original plan for Smithfield, while the areas outside of this feature larger blocks with some subdivisions having suburban cul-de-sacs and meandering streets. There are just under 22 miles of roadways in the town. The majority (79%) are owned and maintained by the Town, 15% are owned and maintained by the Virginia Department of Transportation (VDOT), and 6% are privately owned and maintained. For roadways maintained by the Town, all public rights-of-way must meet a set of standards placing them under VDOT's Urban Maintenance Inventory System.

While Smithfield has a high degree of autonomy in the management of their streets and roads, the Virginia Department of Transportation (VDOT) retains oversight responsibilities. Municipalities must meet both state and federal requirements associated with the distribution and acceptance of state and federal highway funds. The Code of Virginia and the Code of Federal Regulations establish the minimum legislative state oversight requirements and municipality reporting responsibilities. Through this system of oversight, the Town can continue to maintain the quality and safety of their streets. However, with increased attractiveness and growth comes more automobile traffic congestion.

One of the key shifting trends of contemporary transportation planning is acknowledgment of the concept of "induced demand." Simply put, this means that when you build more roads, more traffic will follow. A locality has no way of building itself out of its traffic problems, as the benefits that come from expanding existing roads or building new ones last for a short period of time before being lost to the increased traffic from new growth or other drivers taking the new route. With this constraint, Smithfield's best strategy to reducing local Vehicle Miles Traveled (VMT) is by assessing what areas of Town are not currently walkable, taking what works about the walkable areas of Town, and expanding them.

The previous comprehensive planning process stated that the historic grid pattern was a challenge to accommodating traffic demand and that regional traffic improvements should be a priority to allow for efficient movement and capacity. While safety is always a priority for streets, this plan calls for a shifting from focusing on automobiles as the predominant transportation choice in Town and calls for a "reprioritization" towards making bicycle and pedestrian comfort the primary effort of transportation improvements.

Particularly, with attention to creating infrastructure that one's entire family would feel safe riding or walking on. The Town having a historic grid pattern is not a challenge in this view, it is an opportunity to learn from and proliferate. Without this shift in strategy, the level of service of these facilities will continue to deteriorate over time.

Increasing bicycling and walking to local destinations in Town provides numerous benefits including:

- A healthy population, through passive and active exercise opportunities.
- Reducing "noise pollution," allowing for a more quiet community that has been linked to numerous health issues.
- Less wear and need for maintenance on road infrastructure.
- Reduced traffic congestion on local roads and an increase in parking stock.
- Reduces the risk of automobile crashes.
- Attractive feature to market for tourism.
- Allows for access to the community for population groups with limited mobility, such as youth or seniors.
- Less pollution from run-off and automobile emissions resulting in cleaner air and water.
- More frequent and convenient trips made to local shops totaling more money spent into the economy over the course of a week than infrequent trips by automobile.
- Allows for a way to access the community without the maintenance costs of an automobile.
- Reduces the amount of sick days workers need to take.
- Reduces stress in the brain and improve happiness and emotional well-being.

Achieving these benefits is possible by following the recommendations found in the objectives for implementation of the best practices in traffic calming and other infrastructure that enables and encourages the community to travel by alternative transportation.

In the past, Smithfield did not have the density to make public transportation more viable. However, new growth in the area may make it possible to support new routes, particularly those that connect to the greater area. In the future, there may also be more opportunities for a local town circulator or other services such as a water taxi that may be oriented towards different users once integrated with a stronger walkable network. This strategy must also dovetail with the land use objectives found in the Managed Growth & Beauty section to direct density to where trips can be made by other modes of transportation besides automobiles.

## 6.6.1 Commuting

The great majority (72%) of employed Smithfield residents work outside the Town as seen in Figure 20, and 62.6% work outside Isle of Wight County.

Per data from 2019, 89% of workers drove to their place of work alone in a car, van or truck. Four percent carpooled with one or more other people, while just over 5% worked from home. A very small number of residents walk (0.8%) or took public transportation (0.3%), and 0% of residents biked to work in 2018 (Figure 21).

Very few people both live and work in Smithfield. On the one hand, the largest employer, Smithfield Foods, employs far more people than are in Smithfield's workforce, so the majority are coming in from other places.  A large number of Smithfield residents work in other places in Hampton Roads and leave Smithfield on their daily commute.

As shown in Figure 22, the greatest percentage of commuters (22.8%) drive between 30 and 34 minutes and 16.2% drive over 45 minutes to get to their places of employment.
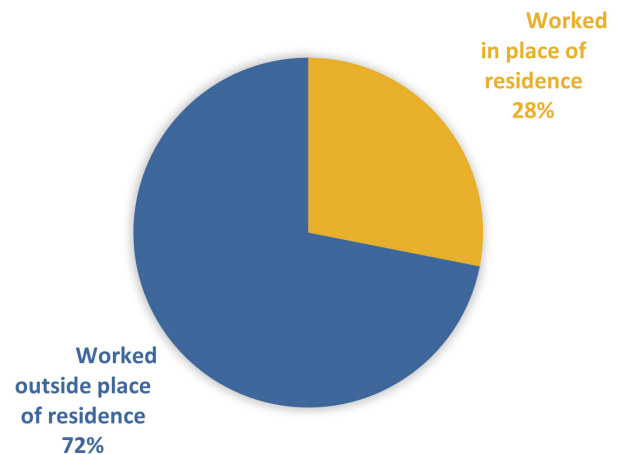
### WORKING OUTSIDE THE TOWN 2018



Worked in place of residence 28%

Worked outside place of residence 72%

**Figure 21: Working Outside Town**
*Source: American Community Survey 2018*

## Means of Commuting to Work
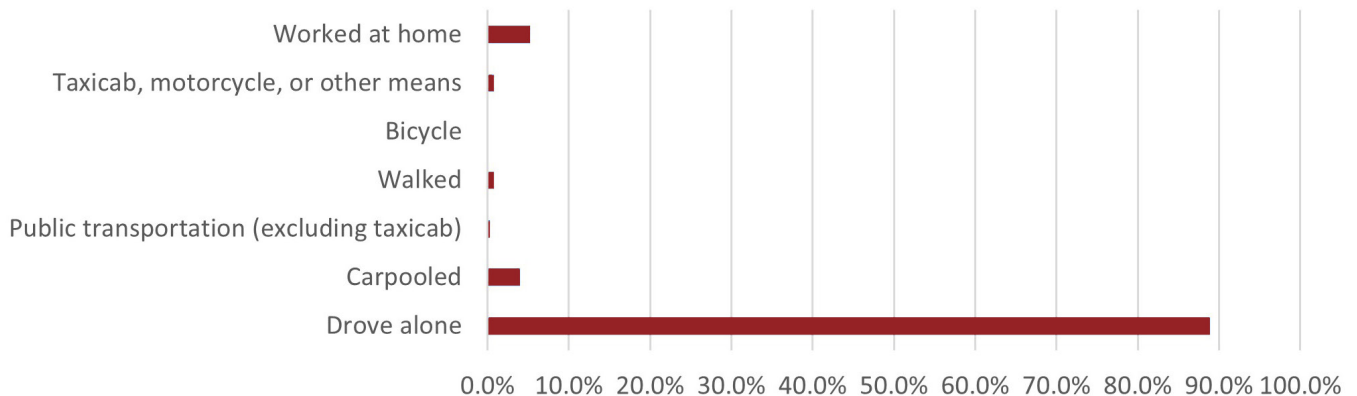


**Figure 22: Means of Commuting to Work**
*Source: American Community Survey 2019*

## Travel Time to Work 2018

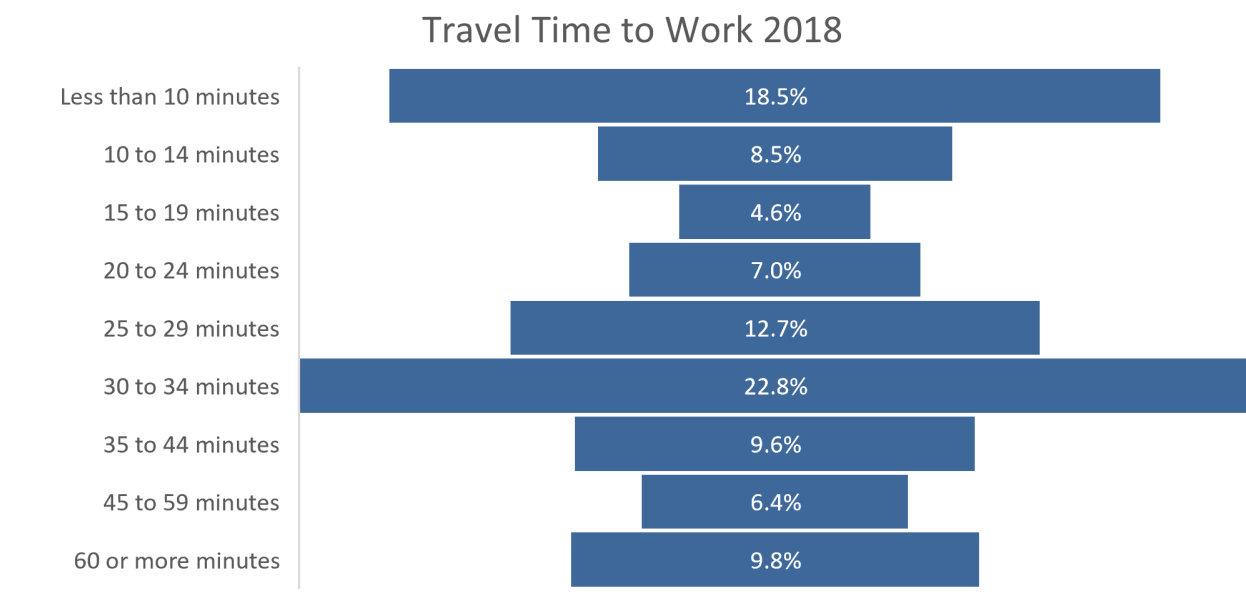| | |
|---|---|
| Less than 10 minutes | 18.5% |
| 10 to 14 minutes | 8.5% |
| 15 to 19 minutes | 4.6% |
| 20 to 24 minutes | 7.0% |
| 25 to 29 minutes | 12.7% |
| 30 to 34 minutes | 22.8% |
| 35 to 44 minutes | 9.6% |
| 45 to 59 minutes | 6.4% |
| 60 or more minutes | 9.8% |

**Figure 23: Travel Time to Work**
*Source: American Community Survey 2018*

\* The statistics in the chart above addressing time commuted to work may have been impacted by COVID-19 in 2020, given the number of people who now work from home.
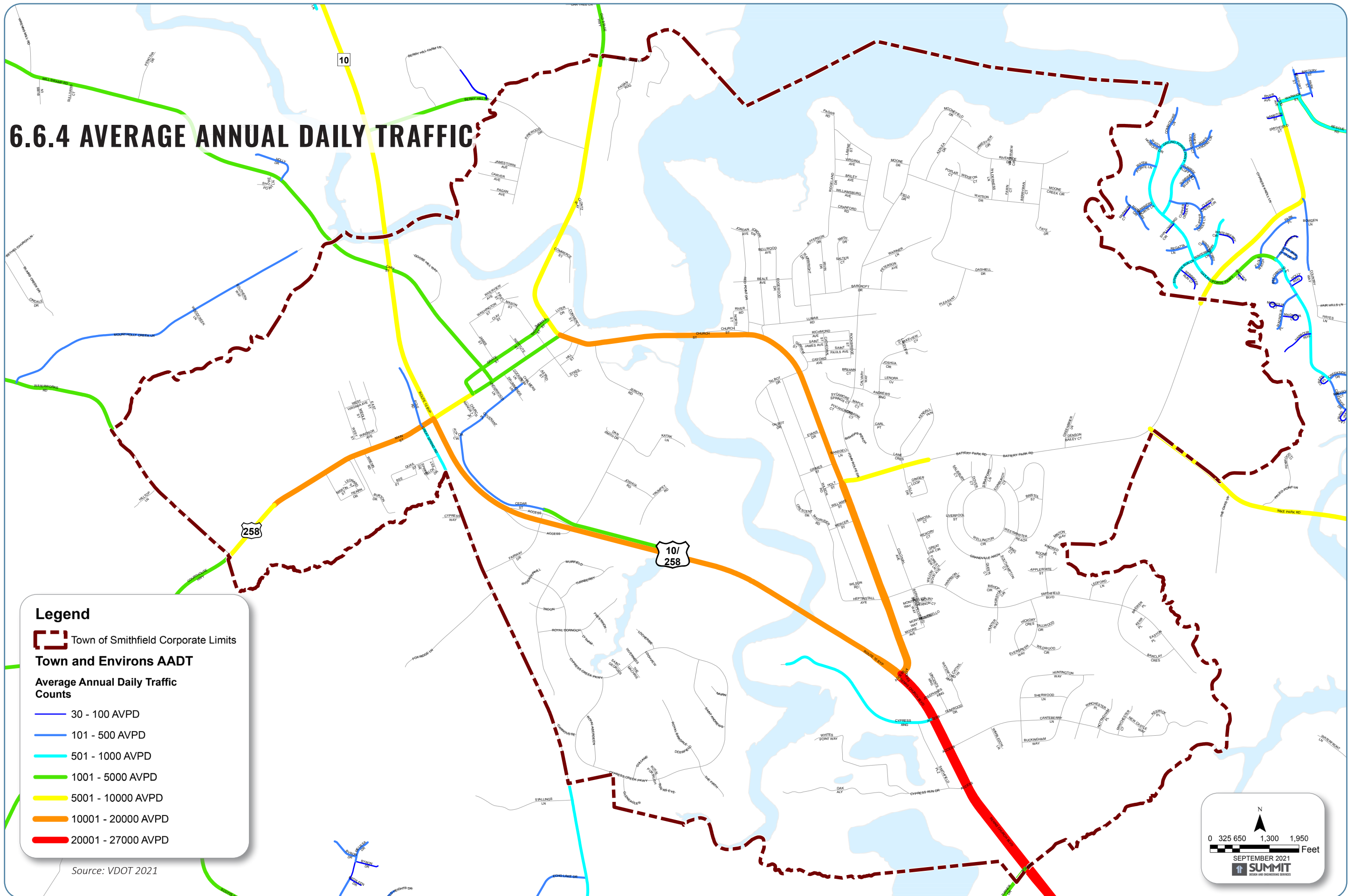
## 6.6.2 Transit

Hampton Roads Transit Bus Line 64 provides a route between the Newport News Transfer Center with stops three to five times daily at Smithfield Park and Ride and Smithfield Meat Packing Plant. The Park and Ride lot is located at West Main Street and Route 10 and is furnished with 62 free spaces (4 handicapped), bike racks and a transit shelter.  Another service for seniors, I Ride Transit, a division of Senior Services of Southeastern Virginia, offers a bus route around Smithfield, stopping at several locations including Smithfield Apartments, the Visitor's Center, Smithfield Station, and Smithfield Medical Center.
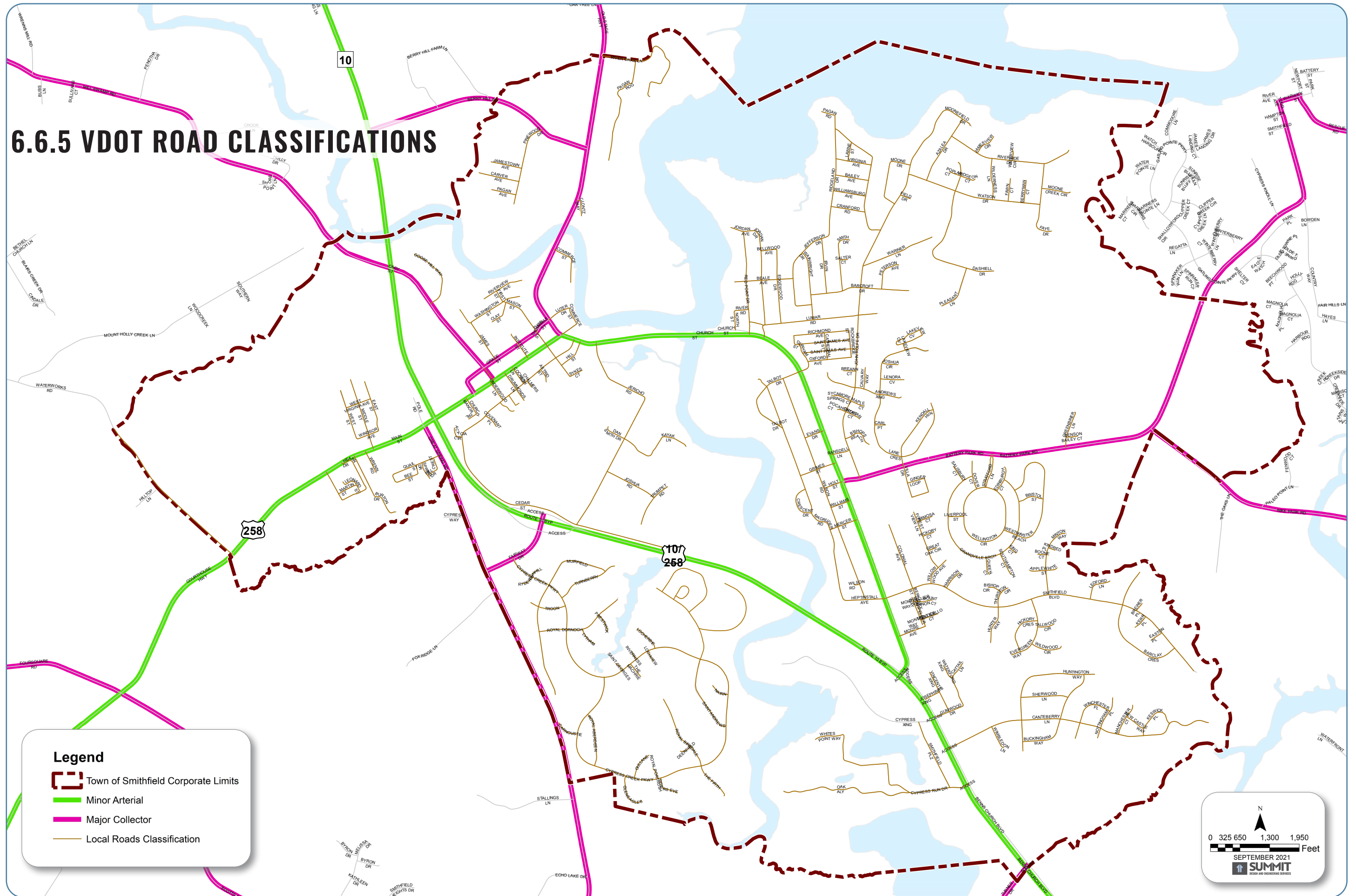
## 6.6.3 Takeaways

The key takeaway from this information is that Smithfield is intrinsically connected to the larger Hampton Roads region. That the majority of residents do not work in the Town tells us that people are choosing to live in Smithfield because of the quality of life and are willing to commute to be able to live there. It also tells us that the economic base could use some strengthening and diversifying.  The lack of available transit may mean that more people would take transit if it were available and could help some people access jobs. However, given the sparse population distribution and the rate at which density is diminishing as development occurs outside the Town center, expanded transit access is challenging at this time.

# 6.6.4 AVERAGE ANNUAL DAILY TRAFFIC

**Legend**

⌐ ¬ Town of Smithfield Corporate Limits
∟ _ ┘

**Town and Environs AADT**

**Average Annual Daily Traffic Counts**

—— 30 - 100 AVPD
—— 101 - 500 AVPD
—— 501 - 1000 AVPD
—— 1001 - 5000 AVPD
—— 5001 - 10000 AVPD
—— 10001 - 20000 AVPD
—— 20001 - 27000 AVPD

*Source: VDOT 2021*

N

0  325 650    1,300    1,950
                            Feet

SEPTEMBER 2021

SUMMIT
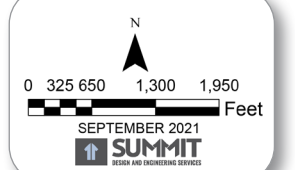DESIGN AND ENGINEERING SERVICES

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# 6.6.5 VDOT ROAD CLASSIFICATIONS

**Legend**

- **Town of Smithfield Corporate Limits**
- **Minor Arterial**
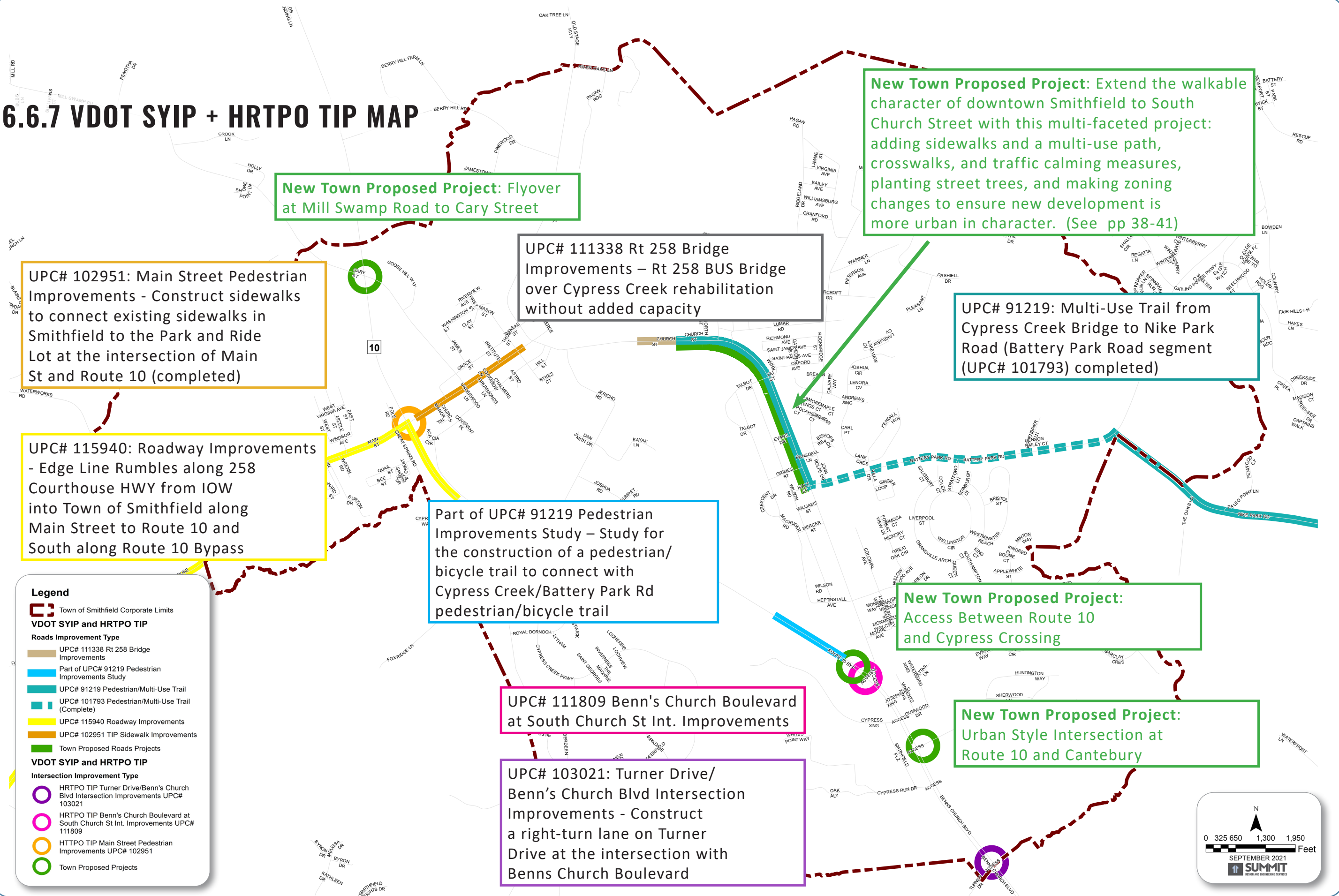- **Major Collector**
- Local Roads Classification

N

0  325  650        1,300        1,950
Feet

SEPTEMBER 2021

SUMMIT
DESIGN AND ENGINEERING SERVICES

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# 6.6.6 BICYCLE + PEDESTRIAN PLAN



**Legend**

- Town of Smithfield Corporate Limits
- Existing Sidewalks
- Existing Multi-Use Trails
- Proposed Sidewalk Extensions
- Proposed Multi-Use Trail

N

0  325  650  1,300  1,950 Feet

SEPTEMBER 2021

SUMMIT
DESIGN AND ENGINEERING SERVICES

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# 6.6.7 VDOT SYIP + HRTPO TIP MAP

**New Town Proposed Project**: Extend the walkable character of downtown Smithfield to South Church Street with this multi-faceted project: adding sidewalks and a multi-use path, crosswalks, and traffic calming measures, planting street trees, and making zoning changes to ensure new development is more urban in character. (See pp 38-41)

**New Town Proposed Project**: Flyover at Mill Swamp Road to Cary Street

UPC# 111338 Rt 258 Bridge Improvements – Rt 258 BUS Bridge over Cypress Creek rehabilitation without added capacity

UPC# 91219: Multi-Use Trail from Cypress Creek Bridge to Nike Park Road (Battery Park Road segment (UPC# 101793) completed)

UPC# 102951: Main Street Pedestrian Improvements - Construct sidewalks to connect existing sidewalks in Smithfield to the Park and Ride Lot at the intersection of Main St and Route 10 (completed)

UPC# 115940: Roadway Improvements - Edge Line Rumbles along 258 Courthouse HWY from IOW into Town of Smithfield along Main Street to Route 10 and South along Route 10 Bypass

Part of UPC# 91219 Pedestrian Improvements Study – Study for the construction of a pedestrian/bicycle trail to connect with Cypress Creek/Battery Park Rd pedestrian/bicycle trail

**New Town Proposed Project**: Access Between Route 10 and Cypress Crossing

UPC# 111809 Benn's Church Boulevard at South Church St Int. Improvements

**New Town Proposed Project**: Urban Style Intersection at Route 10 and Cantebury

UPC# 103021: Turner Drive/ Benn's Church Blvd Intersection Improvements - Construct a right-turn lane on Turner Drive at the intersection with Benns Church Boulevard

## Legend

Town of Smithfield Corporate Limits

**VDOT SYIP and HRTPO TIP**

**Roads Improvement Type**

UPC# 111338 Rt 258 Bridge Improvements

Part of UPC# 91219 Pedestrian Improvements Study

UPC# 91219 Pedestrian/Multi-Use Trail

UPC# 101793 Pedestrian/Multi-Use Trail (Complete)

UPC# 115940 Roadway Improvements

UPC# 102951 TIP Sidewalk Improvements

Town Proposed Roads Projects

**VDOT SYIP and HRTPO TIP**

**Intersection Improvement Type**

HRTPO TIP Turner Drive/Benn's Church Blvd Intersection Improvements UPC# 103021

HRTPO TIP Benn's Church Boulevard at South Church St Int. Improvements UPC# 111809

HTTPO TIP Main Street Pedestrian Improvements UPC# 102951

Town Proposed Projects

0  325 650     1,300     1,950 Feet

SEPTEMBER 2021

SUMMIT
DESIGN AND ENGINEERING SERVICES

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## 6.6.8 Compliance with Virginia Department of Transportation Plans

In accordance with Chapter 22, Article 3, Section 15.2-2223 B. 1., this Plan includes a transportation plan that designates a system of transportation infrastructure needs and recommendations that include the designation of new and extended transportation facilities and that support the planned development of Smithfield. This plan is also aligned and compliant with the Virginia Department of Transportation's Six-Year Improvement Program and has been submitted for the department's review. This comprehensive plan is intended to work in concert with regional and statewide goals, beginning with including planned and programmed projects. This Plan will also help to advance the goals and guiding principles of Virginia's Transportation Plan, or VTrans by promoting multimodal transportation.

The Hampton Roads Transportation Planning Organization Transportation Improvement Plan (HRTPO TIP) includes two projects in Smithfield: the multi-use trail along Battery Park road and the sidewalk improvements on Main Street, both of which are complete as of fall 2021.

The map on the previous page shows further recommendations, premiering in this plan, by the Town to improve safety and mobility for all modes of transportation in specific areas.  The projects proposed are:

- An "urban-style intersection," including crosswalks and pedestrian medians, at Route 10 and Canterbury Lane.
- A "flyover" at Mill Swamp Road to Cary Street.
- Access between Route 10 and Cypress Crossing.

VTrans identifies South Church Street as needing improvements: Transit Access, Bicycle Access, Safety Improvement, and Transportation Demand Management.

A foundational recommendation of this plan is to implement changes that will alter the character of South Church Street from Cypress Creek to Smithfield Boulevard, to increase the walkable mixed use area in Town, achieving multiple objectives described throughout the plan.  This will involve making zoning changes and infrastructure investments. Changes to the road will include adding turn lanes, street parking, bump outs, crosswalks, and the already planned multi-use trail. These changes will meet the VTrans identified needs for improving safety, implementing transportation demand management, and adding bicycle access. The increased density will lead the way toward potential increased transit access.  For more information see pp 38-41 of this plan, and recommendations on the following pages.

For more information on VTrans and SmartScale please visit their websites.

**Objectives:**

1. Reduce traffic congestion by reducing local vehicle miles traveled. Coordinate with Land Use objectives and strategies.
   a. Plan and implement comfortable, accessible, and convenient multi-modal transportation options.
   b. Prioritize increasing the amount of people walking and bicycling in town.
2. Implement Complete Streets improvements, particularly along Main Street and South Church Street corridor.
3. Implement continuous sidewalks throughout key pedestrian areas in the Town. Sidewalks should continue the same grade with cars having to pass "over the sidewalk" rather than a curb cut stepping down for the pedestrian.
4. Provide, at minimum, a painted bicycle lane or sharrow along all Town-maintained roads.
5. Provide traffic calming measures, such as curb extensions/bump outs, neighborhood roundabout islands, and other measures throughout the Town.
6. Work with the Virginia Department of Transportation to reduce speed limits in town and along the South Church Street corridor in the future.
7. Work with the Virginia Department of Transportation to implement bicycle / pedestrian infrastructure on all state-maintained roadways.
8. Connect Smithfield to regional bicycle trails and coordinate with Isle of Wight County.
9. Create a bicycle and pedestrian master plan that provides for a safe and connected network throughout all areas of the Town.
10. Provide for more pedestrian crossings.
11. Amend development standards to require sidewalks, bicycle lanes, and bicycle parking.

By "prioritizing" bicycles and pedestrians, traffic can be relieved, making it easier to drive an automobile in town as well.

There are many health, safety, environmental, economic, and other benefits to prioritizing bicycle usage.

Particular attention should be made to ensuring bicycling is safe for all users of varying ability levels, thus making them "Complete."

The Town should "incentivize" trips by walking or bicycling by making them as comfortable as possible.

Safety is extremely important to feeling comfortable and enjoying a high quality of life in the Town.

12. Inventory bicycle parking available within the town to ensure that all areas of the Town have good access to bicycle parking.

13. Add urban-style pedestrian crossings with median pedestrian islands for safety, such as on Route 10 at Canteberry Lane.

14. Limit curb cuts and consolidate access points. Particularly, the South Church Street corridor should have buildings oriented towards South Church Street, with access and parking located to the rear where possible.

15. Avoid projects that widen existing roads.

16. Work with the Virginia Department of Transportation to study implementation of "pedestrian scrambles" at the intersection of South Church St. and Main Street.

17. Utilize National Association of City Transportation Officials (NACTO) guidelines for best practices for multimodal implementation and safety throughout the Town.

18. Explore the feasibility of a Town circulator bus.

19. Partner with regional transportation organizations, such as the Hampton Roads Transportation Planning Organization (HRTPO) to provide regional commute alternatives.

20. When identifying "third places" and "chains of activity" in a day, explore how these locations are accessed from different routes on foot, bicycle, and by car.

21. Explore the potential for water taxi services.

22. Utilize "ad campaign" style communications about the benefits of prioritizing walking and bicycling in Town.

23. Connect existing multi-use trails to downtown.

24. Explore options for a public parking facility located in the downtown areas.

25. Maintain the prohibition on truck traffic through historic downtown.

26. Provide bicycle and pedestrian amenities to connect from Windsor Castle Park to Luter Sports Complex.

27. Implement Town-proposed transportation improvement projects listed in this plan.

Bicycle parking should be as plentiful and available for users as automobile parking is to increase the amount of bicyclists. (And make automobile parking easier!)

How places are accessed is just as important as their function!

# 6.7 CULTURAL AMENITIES

"Our cultural amenities, parks, and recreational facilities shall be well maintained, accessible, and well equipped for all community members, including opportunities for both active and passive recreation as well as enriching events and programming."

Smithfield's location on the Pagan River and Cypress Creek leading to the James River has long been a source of Smithfield's attractiveness. In addition to the water, there is a network of parks including the Luter Sports Complex and Windsor Castle Park, that provide the community and visitors with opportunities to enjoy passive and active recreation. Protecting the environment is key to achieving this goal and ensuring future generations will enjoy the amenities available in Smithfield. The Town should also collaborate with Isle of Wight County to expand and enhance programming through the local library and museum.

**Objectives:**

1. Maintain and enhance existing access to public waterways, such as adding picnic tables or restroom facilities.

2. Expand access to public waterways, including event planning related to the water, such as a race.

3. Explore the implementation of "playscapes" in all park facilities to allow for adventure play rather than consolidated playground structures. Utilize topography and the natural landscape for play and to expand the ages that will use the co-located facilities.

4. Capitalize on through-trails/paths to enhance the bicycle and pedestrian network. Ensure core routes are well-lit for safe passage.

5. Provide for a diversity of recreational facilities for many different types of activities co-located, including active and passive recreational opportunities.

6. Provide for "pocket parks" or other small passive areas across the Town for places to rest or socialize.

7. When possible, look to acquire land along South Church Street to provide a park or public open space in the new downtown area.

8. Collaborate with Isle of Wight to expand and enhance programming through the library and museum.

More connection with the water can inspire the community to be concerned with water quality!

Adventure play allows for children to become more independent.

Where trails/routes can be planned away from automobile traffic, more riders can be encouraged because it is safer.

Brainstorm new uses for existing facilities! Sometimes a well placed bench with a nice view can do a lot for the community.

To allow for recreation for all levels of ability, there should be many well maintained areas to stop and rest across the Town.

# 6.8 HOUSING

**"Provide high quality, amenity-rich housing opportunities for all residents and future residents of Smithfield."**

Housing is the "backbone" of Smithfield's community. Secure housing is essential for quality of life.

The 1998 Comprehensive Plan Update included specific land use objectives seeking to prohibit the additional construction of multi-family housing within the Town limits in response to the perception that the town was oversupplied with apartment units relative to the local marketplace. The 2008 Comprehensive Plan process identified worrying trends for the area's stock of affordable and workforce housing. Over the next decade, this trend continued with most housing being constructed as suburban style single family residential subdivisions on undeveloped parcels around Town. This thinking over the previous decades illustrates the problem with continuing with "development as usual" in Town.

Ideally, the Town's housing stock would be diverse and accommodating of many different user needs at a variety of price points. This would allow for retirees, young families, children returning to their hometown, or local people employed in Town to have housing and continue to be part of the community, rather than there being a distinction between "those who work here, and those who live here" as is the case in places that do not address affordable housing.

The Code of Virginia (§ 15.2-2223 D.) states that "The comprehensive plan shall include the designation of areas and implementation of measures for the construction, rehabilitation and maintenance of affordable housing, which is sufficient to meet the current and future needs of residents of all levels of income in the locality while considering the current and future needs of the planning district within which the locality is situated."

The comprehensive plan does not replace the need for a formal housing plan, but helps identify key recommendations to assist the Town with meeting the State Code requirement and addressing the gaps in affordable housing in the community.

The following pages display some demographic information about housing in Smithfield. Households are comprised of one or more people living together. This includes families related by birth, marriage or adoption, as well as other combinations of people, such as roommates. There are currently 3,236 households in Smithfield, with an average of 2.5 people per household, which is consistent with state and national averages.

## 6.8.1 Median Home Value

Figure twenty four shows median* home values in Smithfield, Isle of Wight County, Virginia and the US. The median home value (Business Analyst 2020) in Smithfield is $284,085. This is on par with the median home value in Virginia as a whole, and about $10,000 greater than that of Isle of Wight. All three median home values are higher than the US median of $235,127.

## 6.8.2 Housing Characteristics

The majority (78%) of homes in Smithfield are single family attached or detached. Apartments up to nine (9) units comprise eight percent (8%) of housing, and 11% are apartments in buildings with ten (10) or more units.

## 2020 Median Home Value
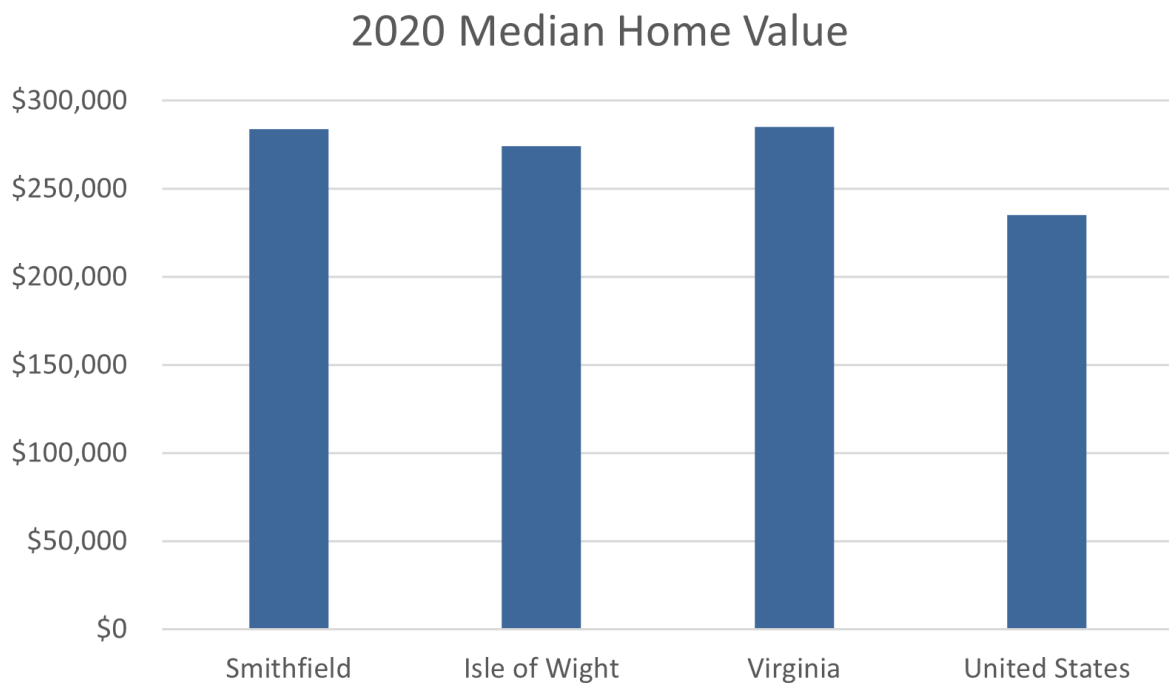


**Figure 24: Median Home Value**
*Source: ESRI Business Analyst 2020*

*Median is determined by the middle of the list of housing values, as opposed to mean (average) which can be thrown off by outliers on either side of the spectrum.*

## 6.8.3 Owners and Renters

In 2010, there were an estimated 3,139 housing units in the town, with 75% owner-occupied and 25% renter-occupied.

In 2019, there were an estimated 3,321 housing units in the Town (ACS B250033), with 70% Owner-Occupied and 30% Renter-Occupied. Assuming this trend continues, Smithfield should continue to see an increase in renter-occupied housing units in the next several years and an increase in demand for rental units.

Between 2010 and 2019 there has been a national increase in the number of households who rent, with much of it driven by preference. Both the US and Virginia had a 3% increase in renters in the same time period. The increase in Smithfield is twice the national average, and may be a result of increased home prices and lack of affordability.

**25% Renters**

**75% Homeowners**
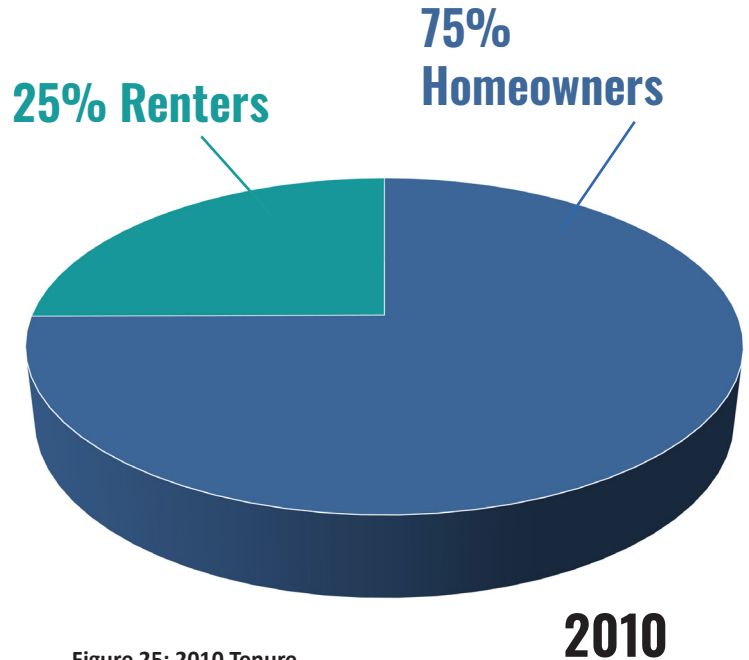
**2010**

**Figure 25: 2010 Tenure**
*Source: American Community Survey 2010*

**30% Renters**

**70% Homeowners**
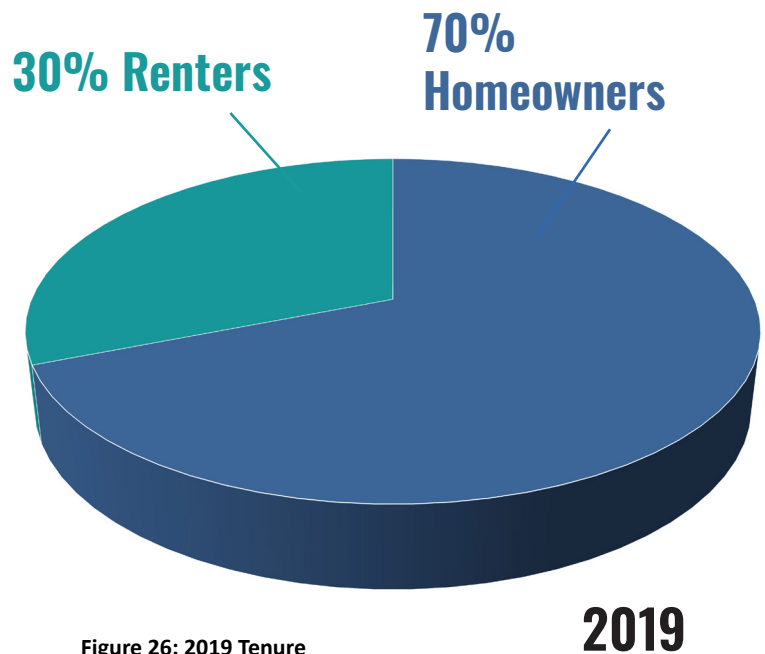
**2019**

**Figure 26: 2019 Tenure**
*Source: American Community Survey 2019*

## 6.8.4 Housing Affordability

Affordable housing is defined by the US Department of Housing and Urban Development as "housing on which the occupant is paying no more than 30% of gross income for housing costs, including utilities." Of those households who rent, 44.4% pay 35% or more of their income in rent in Smithfield. *(American Community Survey 2019)*

**Percent Below Poverty**



**Figure 27: Percent Below Poverty Level**
*Source: American Community Survey 2019*
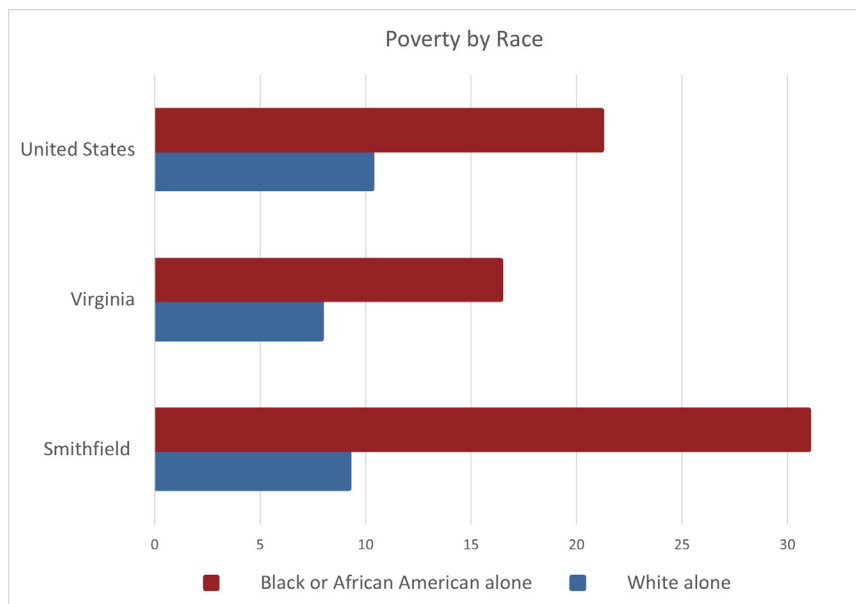
**Poverty by Race**



**Figure 28: Poverty by Race**
*Source: American Community Survey 2019*

## 6.8.5 Poverty Rate

Smithfield has a higher percentage of residents below the poverty level than Virginia or the US. Seventeen percent of Smithfield residents fall below the poverty level, compared to just under 10% of Virginia residents, and just over 12% of US residents. Across the US, Black residents are more likely to fall below the poverty line, and that trend is visible in Smithfield. In Virginia, 7.9% of White residents and 16.4% of Black residents are in poverty, and across the US 10.3% of White residents and 21.2% of Black residents live in poverty. For comparison, within the Town, 9.2% of White residents and 31% of Black residents fall below the poverty line.

The population of other races sample size is beneath the margin of error, meaning the reported numbers may be unreliable. For example, 0% of Asians in Smithfield are reported as living below the poverty line. However, 59.3% of Smithfield's Hispanic or Latino origin (of any race) population (440), the only other group above the margin of error,  are reported below the poverty line.
(ACS 2019 S1701)

## 6.8.6 Housing by Year Built

There has been significant residential development in Smithfield in the past three decades.  Though Smithfield is known for its historic homes in the downtown area, the majority (62%) of housing in the Town was built between 1980 to 2009.

This pattern is indicative of a housing boom that ended in the real estate market crash in 2008 and has yet to rebound. The growth in the past decades has changed the character of the Town, creating a more suburban development pattern.

**Housing by Year Built**
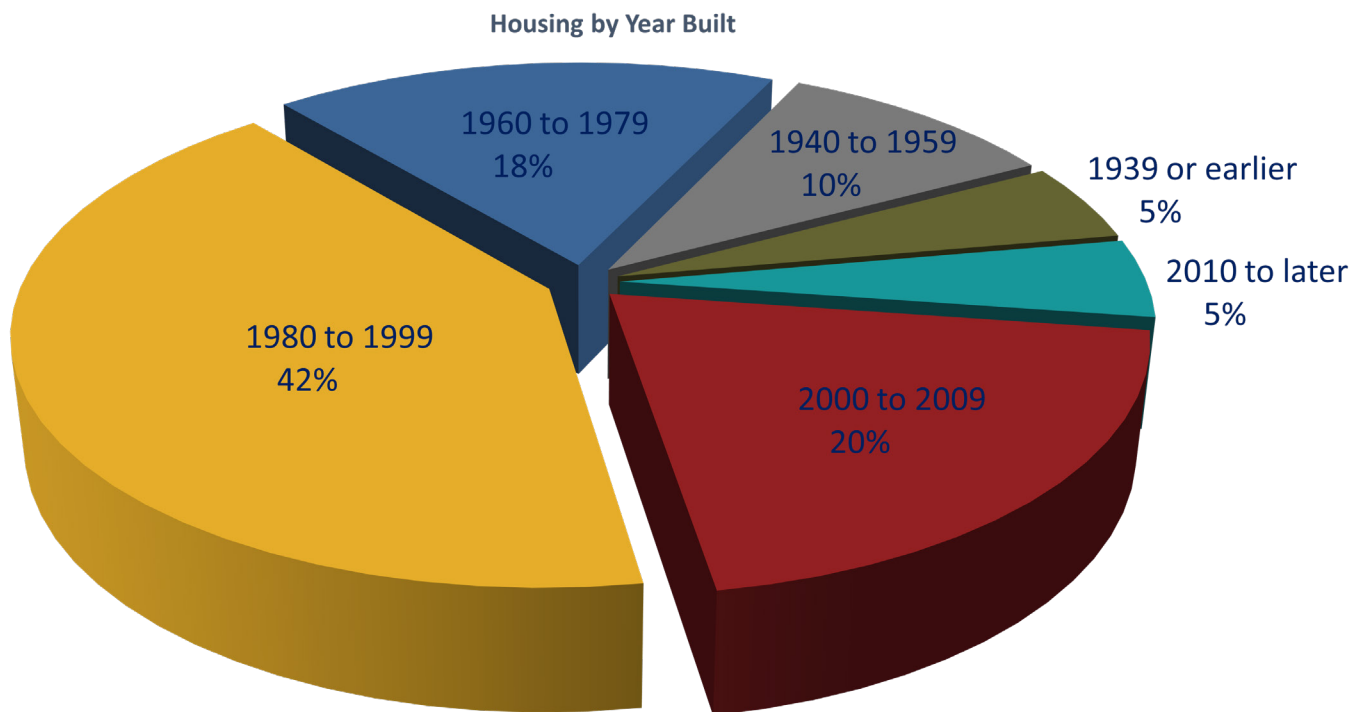


**Figure 29: Housing by Year Built**
*Source: American Community Survey 2019*

**Objectives:**

1. Diversify and monitor to ensure the stock of available housing types remains varied.

2. Implement and continue research on methods for increasing the amount of Affordable Housing.

3. Support housing where it exists with services and other amenities equitably throughout the Town.

4. Amend Zoning Districts to allow for more multi-family housing options.

5. Ensure that all housing is supported locally by a mix of uses.

6. Allow for the development of Accessory Dwelling Units. *(See Glossary)*

7. In accordance with the Code of Virginia Sec 15.2-2223.5, ensure that manufactured homes remain a source of affordable housing by preserving existing manufactured housing communities or providing for the creation of new manufactured home communities.

The Town is largely comprised of single family detached homes. To accommodate many different housing needs, the stock of available housing should be diversified with other multi-family options.

Diverse options and a supply of housing allow for more affordability and accommodates many different living situations.

For young people to be able to move back to their hometowns, varying types of housing need to be provided to accommodate them. Elderly residents may also need or want to downsize their housing.

# 6.9 TOWN SERVICES & INFRASTRUCTURE

*"Provide excellent and well-maintained services and utilities that allow for the success of the community."*

Infrastructure and services provided and maintained by the Town are established for the benefit of the community. The plan assists the Town with making future decisions about the location, funding, operation, programming, and design of community facilities and services. This includes Town-owned buildings, waste services, stormwater facilities, police and fire stations, coordinating with Isle of Wight for schools, maintenance of streets, sidewalks, and bicycle lanes, and other services.

## 6.9.1 Providers

According to the Federal Communications Commission (broadbandmap.fcc.gov), the majority of the Town is covered by three to four reliable internet providers offering service via cable, satellite and ADSL (telephone lines).  Available speeds range from 15 to 940 Mbps download speed and 1 to 35 Mbps upload speed.

**Broadband** ⚙

| | | | |
|---|---|---|---|
| Technology | ADSL, Cable, Fiber, Fixed Wireless, Satellite, Other | | |
| Speed | ≥ 25/3 Mbps | | |
| Date | Dec. 2019 *(latest public release)* | | |

| Provider | Tech | Down ▼ (Mbps) | Up (Mbps) |
|---|---|---|---|
| ⊞ Charter Communications | Cable | 940 | 35 |
| ⊞ ViaSat, Inc. | Satellite | 100 | 3 |
| ⊞ Hughes Network Systems, LLC | Satellite | 25 | 3 |
| ⊞ Verizon Communications Inc. | ADSL | 15 | 1 |
| ⊞ VSAT Systems, LLC | Satellite | 2 | 1.3 |

### Number of Fixed Residential Broadband Providers

| 2 | 3-4 | Greater than 4 |
|---|---|---|
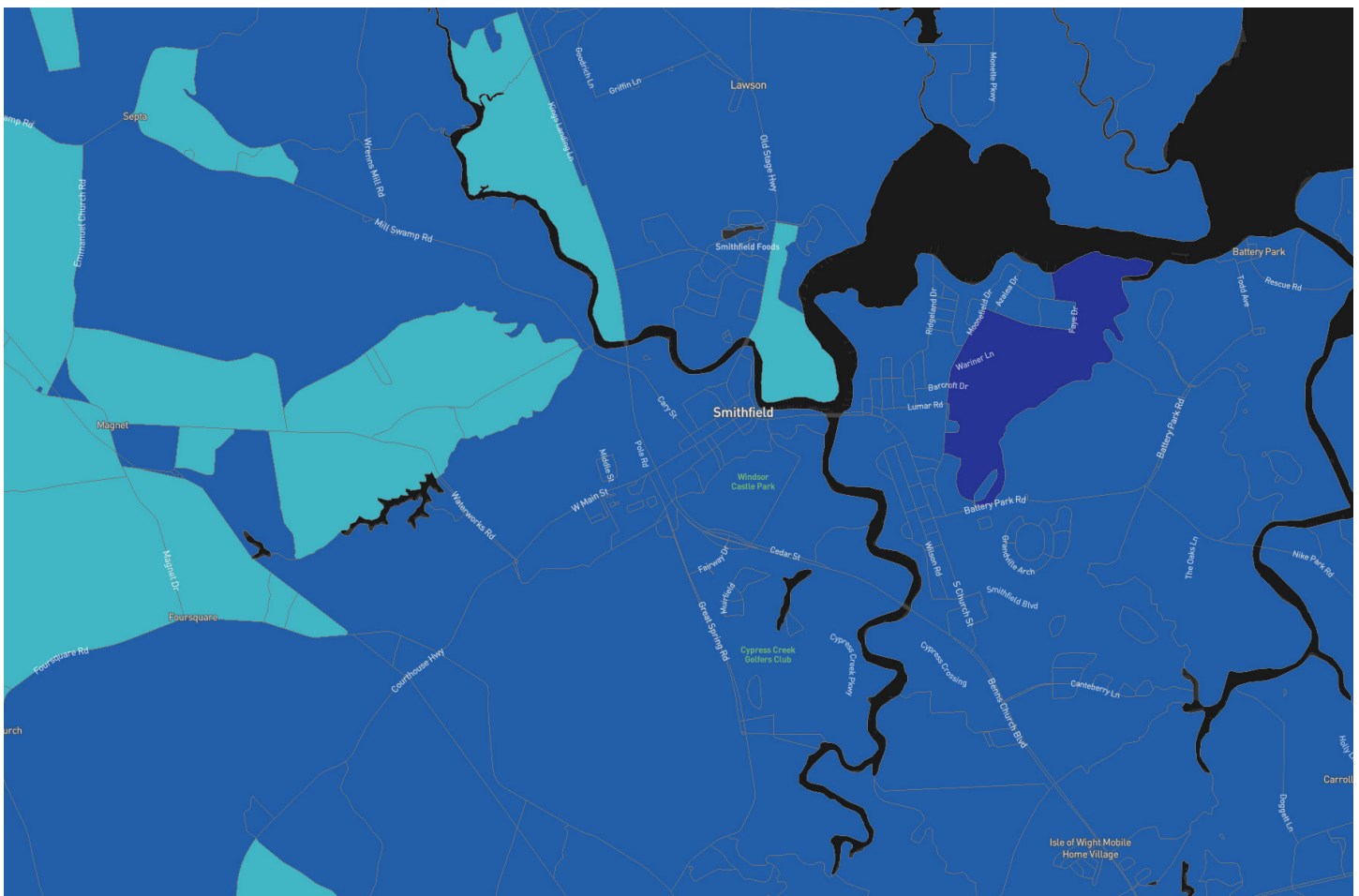


**Figure 30: Map of Broadband Coverage**
*Source: Federal Communications Commission*

## 6.9.2 Internet Subscriptions

Just under 86% of households in Smithfield have a computer and broadband access in their homes, leaving around 14% without adequate access to the internet.

There is a correlation between broadband access in the home and educational attainment; of the households holding a bachelor's degree or higher, 92% have broadband access. Of the households with less than high school degrees, just under 47% have broadband access. (ACS S2802 2019)
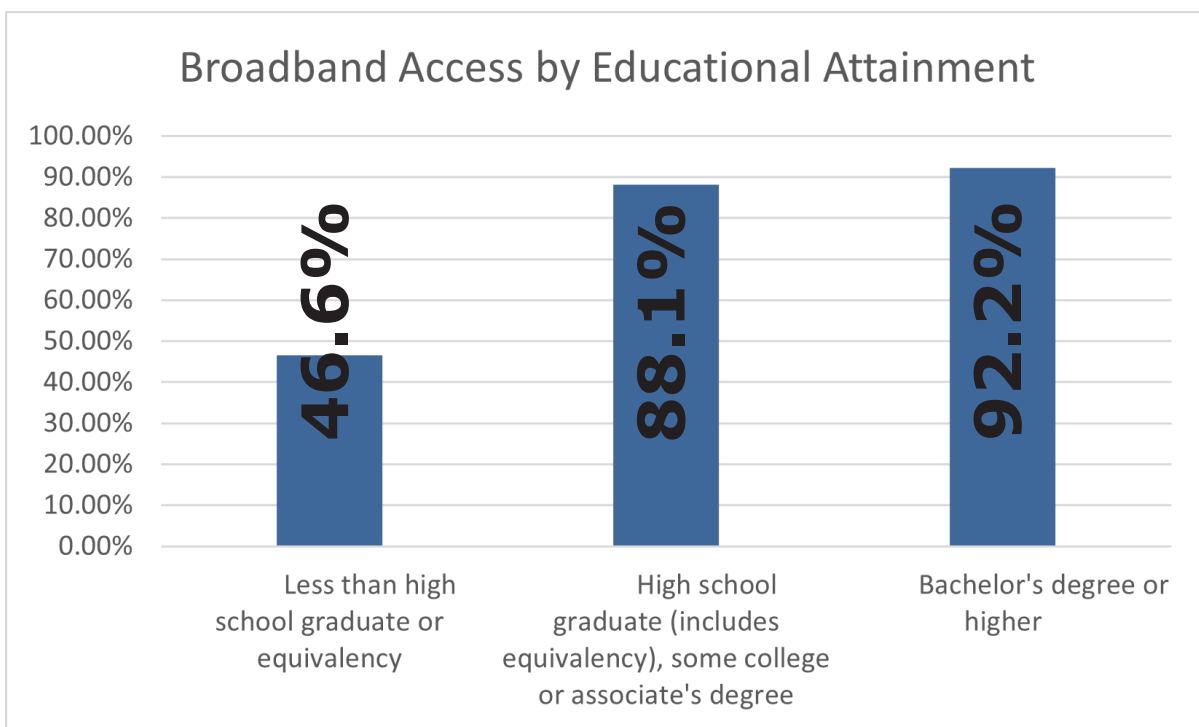


**Figure 31: Broadband Access by Educational Attainment**
*Source: American Community Survey 2019*

**Objectives:**

1. Increase high speed broadband capabilities and reliability throughout the Town.

2. Explore the provision of Town-wide public wireless internet (Wi-Fi) service or in parks or other areas.

3. Increase density for greater efficiency of services, particularly in new developments.

4. Improve cellular service throughout the town through co-located cellular towers or other facilities.

5. Explore options for stormwater management that allow for its use as an amenity.

6. Utilize public facilities for other comprehensive planning goals.

7. Continue well planned and excellently maintained water and sewer infrastructure with careful planning towards future needs.

8. Survey the public for levels of satisfaction or needs.

9. Communicate across governmental agencies.

10. Study options for bringing all Town services to one central location.

> Where possible, public facilities can feature benches, trash cans, public bathrooms, or other amenities to help encourage more activity in the Town.

# 6.10 ENVIRONMENT

## "Address coastal flooding, protect wetlands, promote healthy water quality, and other environmental features"

The Town of Smithfield is required by the Code of Virginia (§15.2-2223.3) to incorporate strategies to combat projected sea-level rise and recurrent flooding. Recurrent flooding occurs along Commerce Street and sea-level rise is projected to flood the street entirely. Other spots, such as the parking areas of Smithfield Station are also at risk. Additionally, the Town should provide guidance given by the Virginia Institute of Marine Science (§15.2-2223.2) on coastal resource management. Language from the Institute has been included as part of the objectives of this section.

The Virginia Coastal Resilience Master Planning Framework released in October 2020 by Governor Northam seeks to unify Virginia's coastal management planning efforts. Although this higher level document does not come with requirements, aligning Smithfield's comprehensive plan with potential upcoming legislation around coastal resilience positions the Town to be ready for future challenges.

Aside from compliance, there are many reasons for the community to pursue sound environmental policies for the quality of water, air, vegetation, and wildlife throughout the community. Smithfield's natural beauty is part of its enduring legacy.

"Coastal ecosystems reside at the interface between the land and water, and are naturally very complex. They perform a vast array of functions by way of shoreline stabilization, improved water quality, and habitat for fishes; from which humans derive direct and indirect benefits.

The science behind coastal ecosystem resource management has revealed that traditional resource management practices limit the ability of the coastal ecosystem to perform many of these essential functions. The loss of these services has already been noted throughout coastal communities in Virginia as a result of development in coastal zone areas coupled with common erosion control practices. Beaches and dunes are diminishing due to a reduction in a natural sediment supply. Wetlands are drowning in place as sea level rises and barriers to inland migration have been created by construction of bulkheads and revetments. There is great concern on the part of the Commonwealth that the continued armoring of shorelines and construction within the coastal area will threaten the long-term sustainability of coastal ecosystems under current and projected sea level rise.

In the 1980s, interest arose in the use of planted wetlands to provide natural shoreline erosion control. Today, a full spectrum of living shoreline design options is available to address the various energy settings and erosion problems found. Depending on the site characteristics, they range from marsh plantings to the use of rock sills in combination with beach nourishment.

Research continues to support that these approaches combat shoreline erosion, minimize impacts to the natural coastal ecosystem and reinforce the principle that an integrated approach for managing tidal shorelines enhances the probability that the resources will be sustained.  Therefore, adoption of new guidance and shoreline best management practices for coastal communities is now necessary to insure that functions performed by coastal ecosystems will be preserved and the benefits derived by humans from coastal ecosystems will be maintained into the future.

In 2011, the Virginia Assembly passed legislation to amend §28.2-1100 and §28.2-104.1 of the Code of Virginia and added section §15.2-2223.2, to codify a new directive for shoreline management in Tidewater Virginia. In accordance with section §15.2-2223.2, all local governments shall include in the next revision of their comprehensive plan beginning in 2013, guidance prepared by the Virginia Institute of Marine Science (VIMS) regarding coastal resource management and, more specifically, guidance for the appropriate selection of living shoreline management practices. The legislation establishes the policy that living shorelines are the preferred alternative for stabilizing eroding shorelines.

This guidance, known as Comprehensive Coastal Resource Management Guidance, is being prepared by VIMS for localities within the Tidewater region of Virginia and shared through their Comprehensive Coastal Resources Management Portal (CCRMP). It explicitly outlines where and what new shoreline best management practices should be considered where coastal modifications are necessary to reduce shoreline erosion and protect our fragile coastal ecosystems. This guidance will include a full spectrum of appropriate management options which can be used by local governments for site-specific application and consideration of cumulative shoreline impacts. The guidance applies a decision-tree method using a based resource mapping database that will be updated from time to time, and a digital geographic information system model created by VIMS."



**Flooding in the Smithfield Station parking lot.**

# 6.10.1 FEMA FLOOD MAP
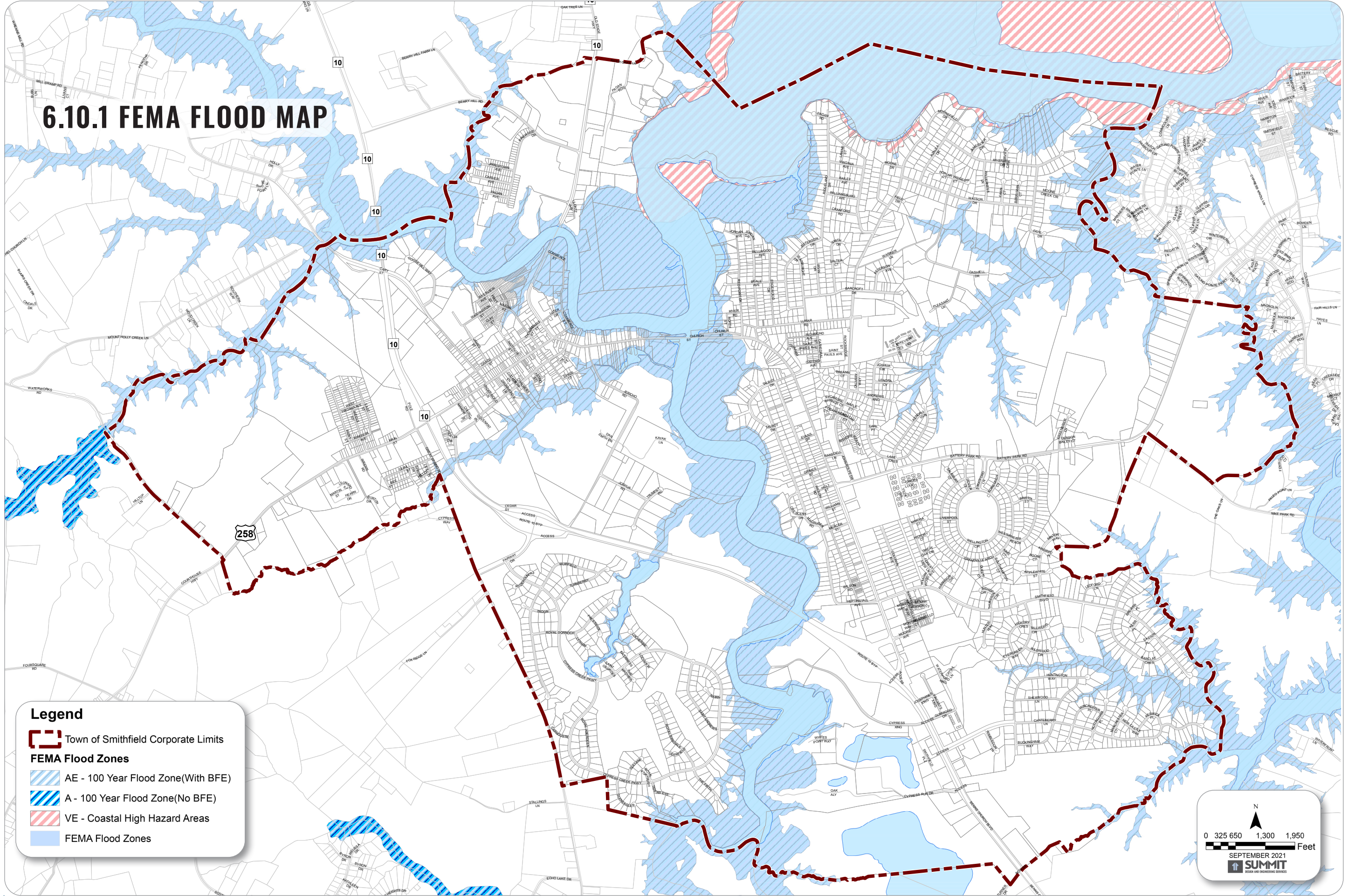
**Legend**

▨ Town of Smithfield Corporate Limits

**FEMA Flood Zones**

▨ AE - 100 Year Flood Zone(With BFE)

▨ A - 100 Year Flood Zone(No BFE)

▨ VE - Coastal High Hazard Areas

▨ FEMA Flood Zones

N

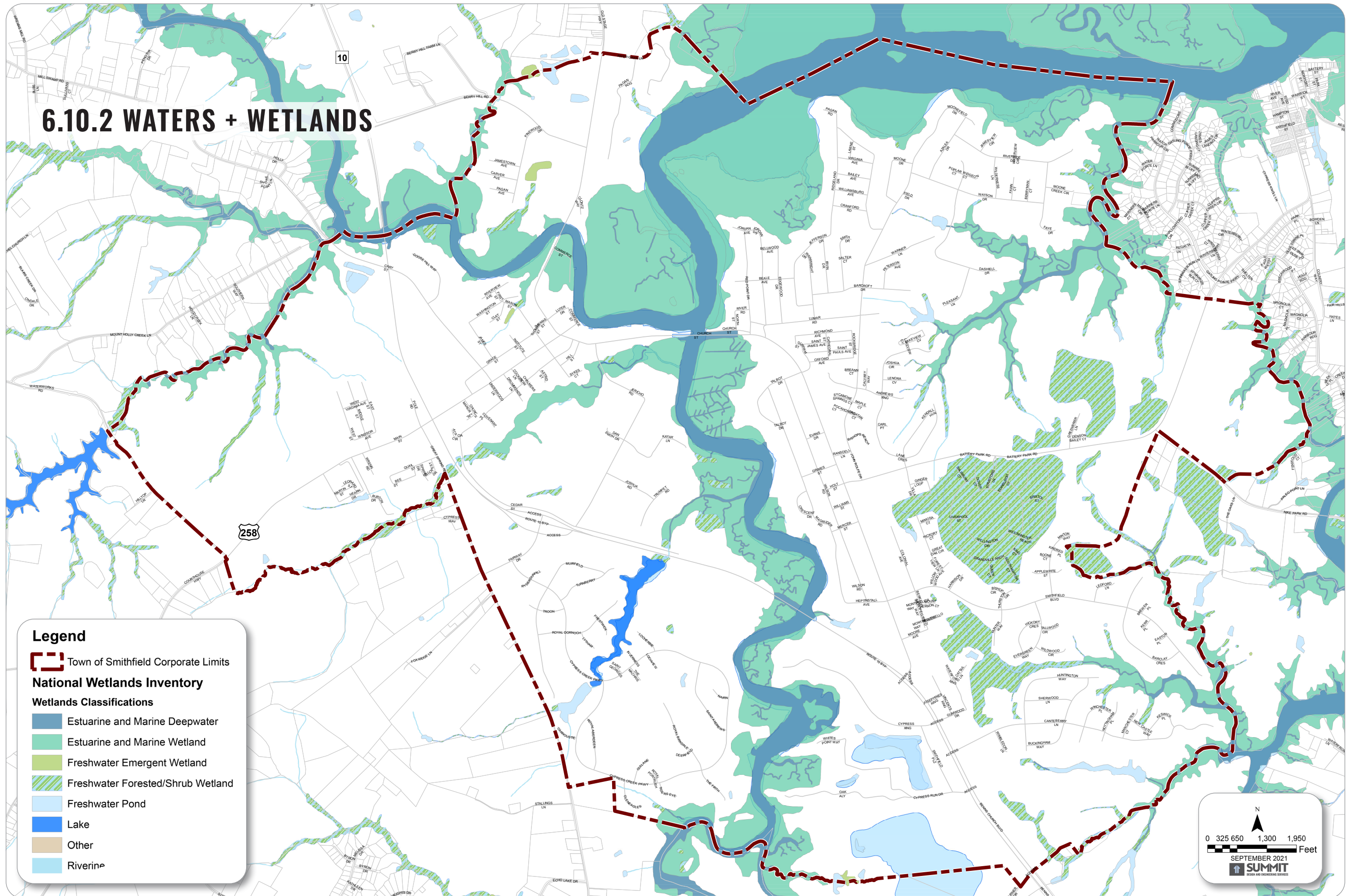0  325 650      1,300      1,950
Feet

SEPTEMBER 2021

**SUMMIT**
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# 6.10.2 WATERS + WETLANDS

## Legend

**⌐ ¬** Town of Smithfield Corporate Limits

### National Wetlands Inventory

**Wetlands Classifications**

- Estuarine and Marine Deepwater
- Estuarine and Marine Wetland
- Freshwater Emergent Wetland
- Freshwater Forested/Shrub Wetland
- Freshwater Pond
- Lake
- Other
- Riverine

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**Objectives:**

1.  Refer to the guidance presented in the locality's Comprehensive Coastal Resource Management Portal (CCRMP) prepared by VIMS to guide regulation and policy decisions regarding shoreline erosion control.

2.  Utilize VIMS Decision Trees for on site review and subsequent selection of appropriate erosion control/shoreline best management practices: http://ccrm.vims.edu/decisiontree/index.html

3.  Utilize VIMS' CCRMP Shoreline Best Management Practices for management recommendation for all tidal shorelines in the jurisdiction.

4.  Consider a policy where the above Shoreline Best Management Practices become the recommended adaptation strategy for erosion control, and where a departure from these recommendations by an applicant wishing to alter the shoreline must be justified at a hearing of the board(s).

5.  Encourage staff training on decision-making tools developed by the Center for Coastal Resources Management at VIMS.

6.  Follow the development of the statewide General Permit being developed by VMRC. Ensure that local policies are consistent with the provisions of the permit.

7.  Evaluate and consider a locality-wide permit to expedite shoreline applications that request actions consistent with the VIMS recommendation.

8.  Seek public outreach opportunities to educate citizens and stakeholders on new shoreline management strategies including Living Shorelines.

9.  Follow the development of integrated shoreline guidance under development by VMRC.

10. Evaluate and consider a locality-wide regulatory structure that encourages a more integrated approach to shoreline management.

11. Consider preserving available open spaces adjacent to marsh lands to allow for inland retreat of the marshes under rising sea level.

12. Evaluate and consider cost share opportunities for construction of Living Shorelines.

# FUTURE LAND USE

## 7.1 What is "Future Land Use?"

The Future Land Use is the designated use for which the Town will allow for each parcel to develop or redevelop in the future. The maps on the following pages show Existing Land Use, the uses for each parcel currently, and Future Land Use, the uses for each parcel in the future.

The Future Land Use is based off the existing land use trends in the Town along with planning best practices to determine what scenario will allow for a high quality of life in the Town by balancing infrastructure, environmental, social, or economic needs with future growth.

## 7.2 What is a "Future Land Use Category?"

Future Land Use categories, such as "Commercial Mixed Use" or "Neighborhood Residential," are important tools in assisting communities envision what development they want in an area in the future. However, it is a broad category that does not get into the specifics of how buildings, streets, or other public spaces will be built and designed. Categories are written and mapped with varying characteristics that guide the intent, style (look and feel), activity of the ground floor, and mobility, with a list of primary and secondary uses that are encouraged in the area. Primary Uses are those that are encouraged in this area, while secondary uses may require conditional approval and should be seen as accessory to the predominant use of that category.

## 7.3 How is the Future Land Use Map Used?

Future Land Use designations give guidance to decision-makers on the Planning Commission and Town Council regarding development in the Town, but they are not legally binding in the way Zoning District regulations and Development Standards are. There may be more than one zoning district that fits into the desired goals of a Future Land Use category or parts of a future land use designated area may develop at a time incrementally.

The Future Land Use Map is the Town's stated intent for its territory. Planners will reference the Future Land Use Map to make recommendations on development applications to the Planning Commission and Town Council. The public or prospective land developers can view the Future Land Use Map to understand the expectations for development in an area for the future. Requests to rezone parcels of land may be submitted to develop in a way that meets the future land use begin to achieve the Town's intent for each designated area.

# 7.4 EXISTING LAND USE MAP



**Legend**

--- Town of Smithfield Corporate Limits

**Land Use Classifications**

- Single Family (Low Density) Residential
- Single Family (Medium Density) Residential
- Single Family (High Density) Residential
- Single Family/Lodging
- Mobile Homes
- Multi-Family Residential
- Retail/Service
- General Commercial
- Business Professional/Office
- Warehousing
- Community Facilities/Government
- Institutional
- Places of Worship, Cemeteries, Lodges, Associations
- Light Industrial
- Heavy Industrial
- Parks/Recreation(Public)
- Parks/Recreation(Private)
- Utility
- Vacant/Forested
- Agriculture
- Enviromentally Constrained

0  325 650        1,300       1,950
Feet

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# 7.5 FUTURE LAND USE MAP

**Legend**
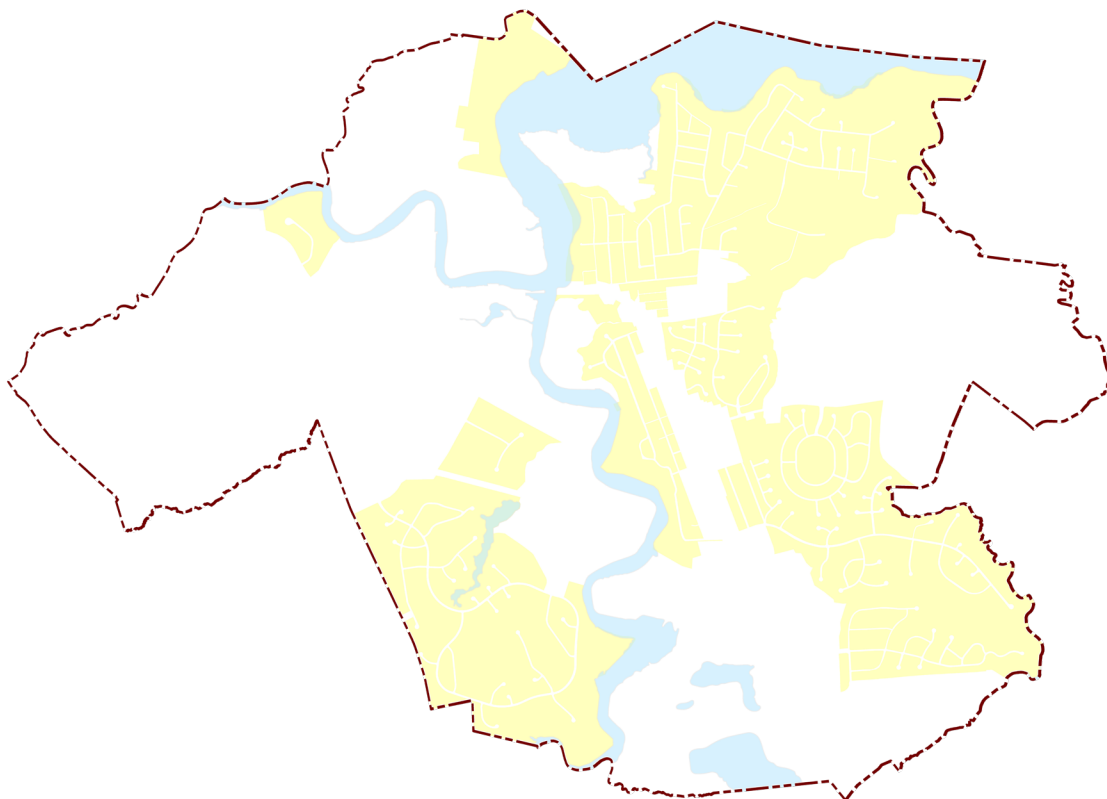
▭ Town of Smithfield Corporate Limits

**Future Land Use Classifications**

- Neighborhood Residential
- Historic District/Downtown Mixed-Use
- Historic District Residential
- Commercial Mixed-Use
- Corridor Mixed-Use
- Residential Mixed-Use
- Parks/Recreation
- Public/Semi-Public
- Conservation
- Flex Industrial
- Heavy Industrial
- Environmental Conservation Overlay

N

0 325 650   1,300   1,950
Feet

SEPTEMBER 2021

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# Neighborhood Residential

Neighborhood Residential incorporates Smithfield's existing developed residential areas throughout the entire Town including both the Cypress Creek and Wellington subdivisions, as well as the older neighborhoods along South Church Street and around Beale Park.

There are predominantly single family detached houses in this future land use category, although there are exceptions with the golf course and clubhouse at Cypress Creek, churches, the senior living facility at Riverside, or various single family attached townhomes or duplexes.

These areas are expected to maintain their existing densities. Development of these parcels should protect any environmentally sensitive areas as well as limit land disturbance and paved area of the parcel. Certain corner parcels may support commercial uses in the future to provide services to the neighborhood.

Accessory Dwelling Units may supplement the amount of housing available in these areas. Existing structures should be maintained and rehabilitated to provide a range of housing options.

| Uses | Primary | Residential |
|---|---|---|
| | Secondary | Institutional, small-scale commercial, recreational, accessory dwelling or commercial units. |
| Character | Design Principles | 1-3 story single use buildings that are oriented to the street or sidewalk, block network for streets, maintained and healthy landscaping for parking areas or blank facades. |
| Other | Facilities & Utilities | Bicycle parking, public art, sidewalks, street lighting, crosswalks, traffic calming measures (curb bump outs, speed tables), public water and sewer. |
| | Special Considerations | Avoid environmentally sensitive areas, preserve mature trees, utilize views or connection to the waterfront in site design. |

# Residential Mixed Use

The Residential Mixed Use category incorporates undeveloped parcels of land throughout the Town which are expected to be developed in the future.

These developments are expected to be predominantly single family residential units, whether attached or detached, but incorporate some mixed-use elements to support the neighborhood. Mixed Use elements can include apartments over commercial space that are in keeping with the scale of the neighborhood (within 1 to 2 stories). Senior housing is also a desirable use in this category.
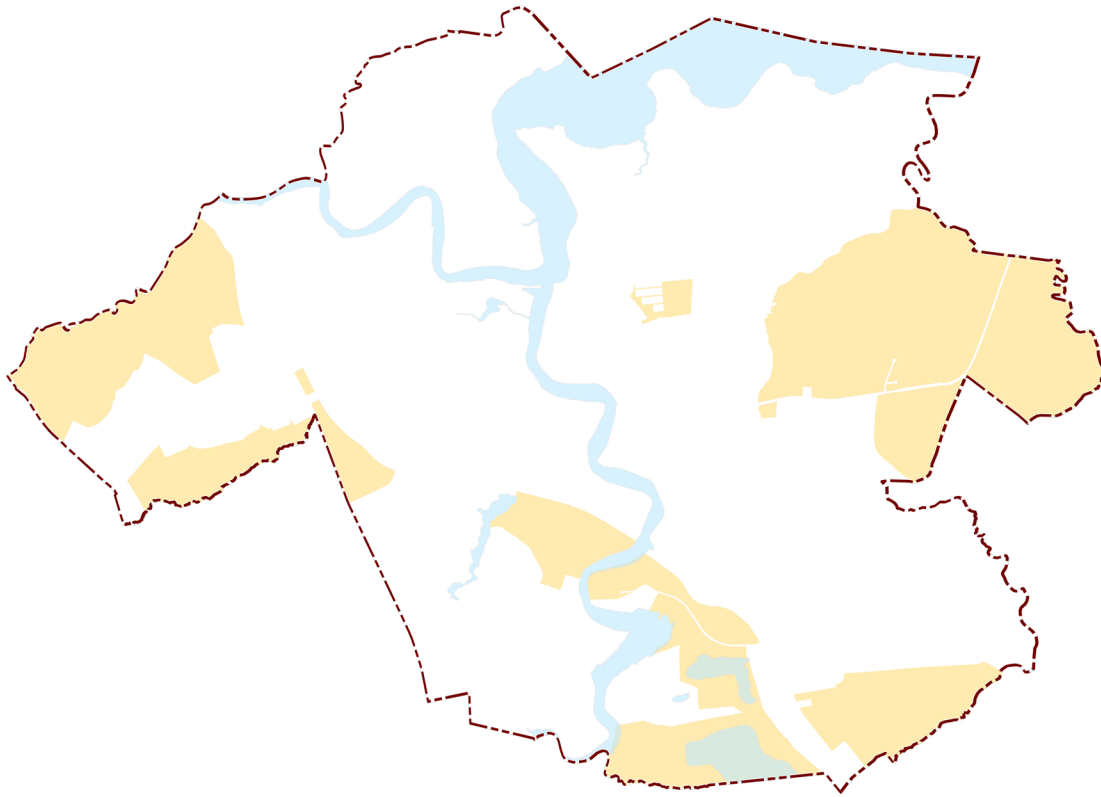
Development of these parcels should protect any environmentally sensitive areas as well as limit land disturbance and paved areas. Accessory Dwelling Units may be built as part of the neighborhood to provide a range of housing options.

The development should incorporate interconnected streets and sidewalks as well as bicycle lanes to promote high connectivity with the existing fabric of the community, rather than "buffering" themselves away from the rest of Town. "Cut-through" paths should be used to promote connectivity. Bicycle parking should be available at all amenity areas and along paths. Traffic calming speed tables, curb bump outs, or other methods should be implemented to ensure that neighborhood streets remain safe and low speed.

New stormwater facilities should be innovative allowing their use as an amenity where possible. "Pocket parks" should be utilized throughout the development to allow for recreation or leisure.  Open space with mature trees should be identified and preserved. Views to wetlands or water bodies should be preserved or utilized with access to public through trails or seating areas.

Architectural features and materials in keeping with Smithfield's diverse architectural and historic character from many different eras are encouraged.

These developments should be dense in the amount of units per acre of land and capitalize on proximity to the Town allowing for local trips to be made by walking or bicycling.

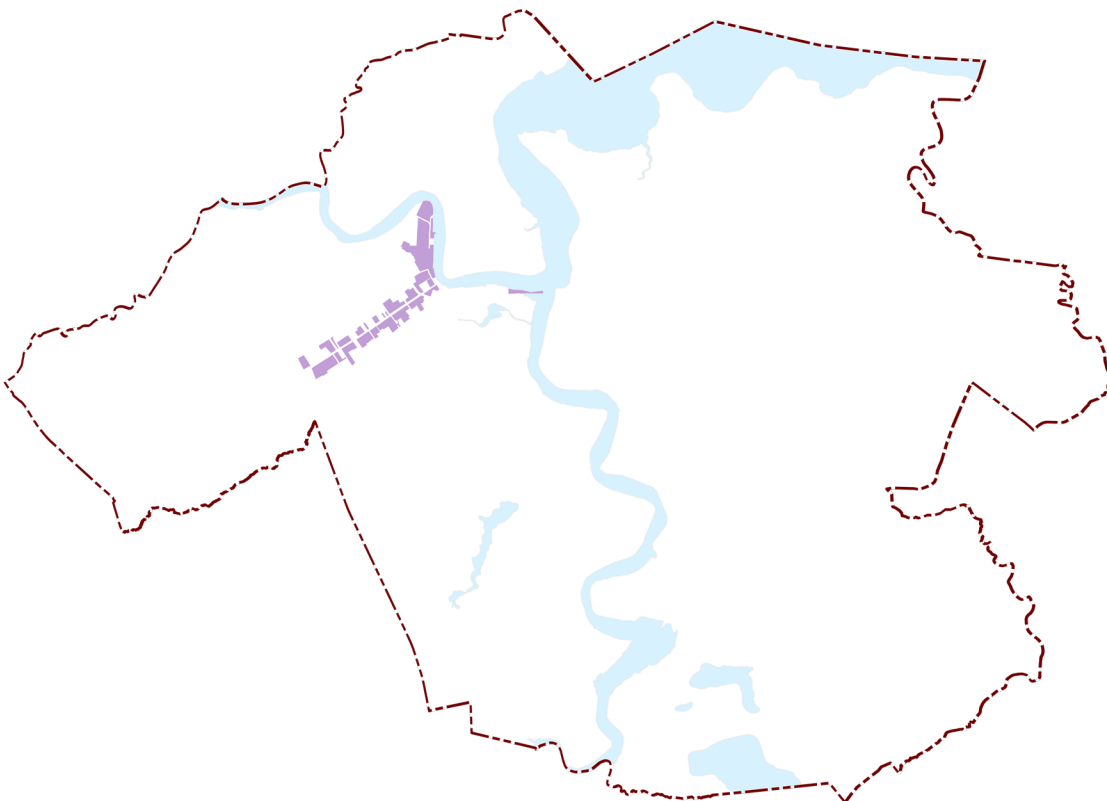| Uses | Primary | Residential |
| --- | --- | --- |
| | Secondary | Institutional, small-scale commercial, recreational, accessory dwelling or commercial units. |
| Character | Design Principles | None to shallow setbacks preferred, 1-3 story single use or commercial/mixed use buildings that are oriented to the street or sidewalk, block network for streets, maintained and healthy landscaping for parking areas or blank facades. |
| Other | Facilities & Utilities | Bicycle parking, public art, sidewalks, street lighting, crosswalks, traffic calming measures (curb bump outs, speed tables), public water and sewer. |
| | Special Considerations | Avoid environmentally sensitive areas, preserve mature trees, utilize views or connection to the waterfront in site design. |

# Historic Downtown Mixed Use

The Historic Downtown Mixed Use category covers part of the existing downtown historic area of Smithfield. Development in this area is intended to reflect the diversity of historic architectural features present in the Town, and incorporate the diversity of uses that bring Main Street to life.

This area is developed with a mix of commercial buildings and historic homes dating over hundreds of years. Smithfield's previous planning efforts kept commercial uses along Main and South Church Street. This plan allows for more flexible use of historic properties across the district. Rehabilitation of existing historic buildings and infill development should comply with historic district guidelines with particular attention to how the buildings address the streetscape.

The rear of commercial parcels with surplus parking areas should be considered for the development of accessory commercial or dwelling units oriented to Grace or Cedar Street.

Traffic calming measures should be implemented to increase the pedestrian and bicyclist comfort around the historic area and ensure low speeds. Wide sidewalks should be implemented throughout the historic area as well as lighting and landscaping. Special care should be taken along the Pagan River waterfront to mitigate the impacts of flooding, new uses should be kept out of the floodplain or designed specifically to avoid impacts.
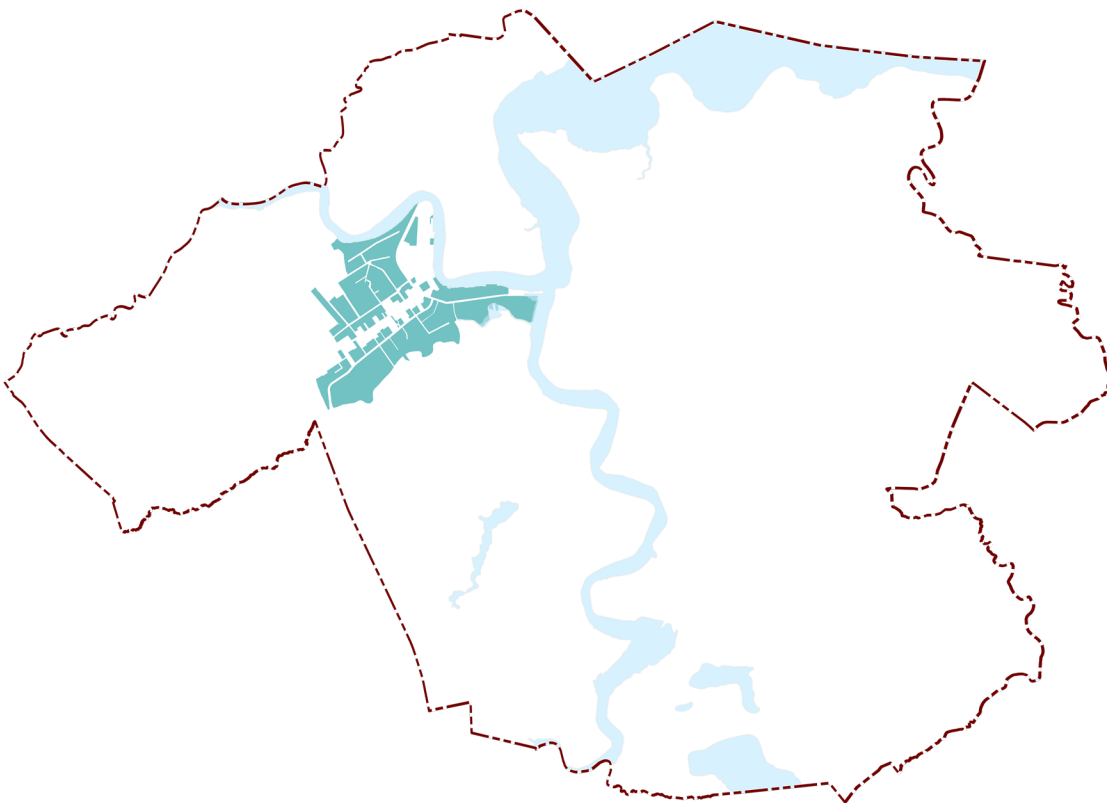
| Uses | Primary | Mixed Commercial / Residential |
|---|---|---|
| | Secondary | Institutional, Recreational |
| Character | Design Principles | Ground floor detailing of residencies and storefronts with windows or other architectural features. None to shallow setbacks preferred, 1-3 story single or mixed use buildings that are oriented to the street or sidewalk, wide sidewalks, maintained and healthy landscaping for parking areas or blank facades. |
| Other | Facilities & Utilities | Bicycle parking, public art, sidewalks, street lighting, crosswalks, traffic calming measures (curb bump outs, speed tables), public water and sewer. |
| | Special Considerations | Avoid environmentally sensitive areas, preserve mature trees, utilize views or connection to the waterfront in site design. |

# Historic Residential

The Historic Residential category covers the original residential area in historic Smithfield, flanking the businesses on Main Street. Any new development in this area is intended to reflect the historic character of residential neighborhood.

This area is developed historic homes dating over hundreds of years. Smithfield's previous planning efforts kept commercial uses along Main and South Church Street. This plan recognizes that the upkeep of these historic homes can sometimes be burdensome, and makes recommendations to permit other primary and accessory businesses in historic structures, with the exception of apartments.

Traffic calming measures should be implemented to increase the pedestrian and bicyclist comfort around the historic area and ensure low speeds. Wide sidewalks should be implemented throughout the historic area as well as lighting and landscaping. Special care should be taken along the Pagan River waterfront to mitigate the impacts of flooding, new uses should be kept out of the floodplain or designed specifically to avoid impacts.
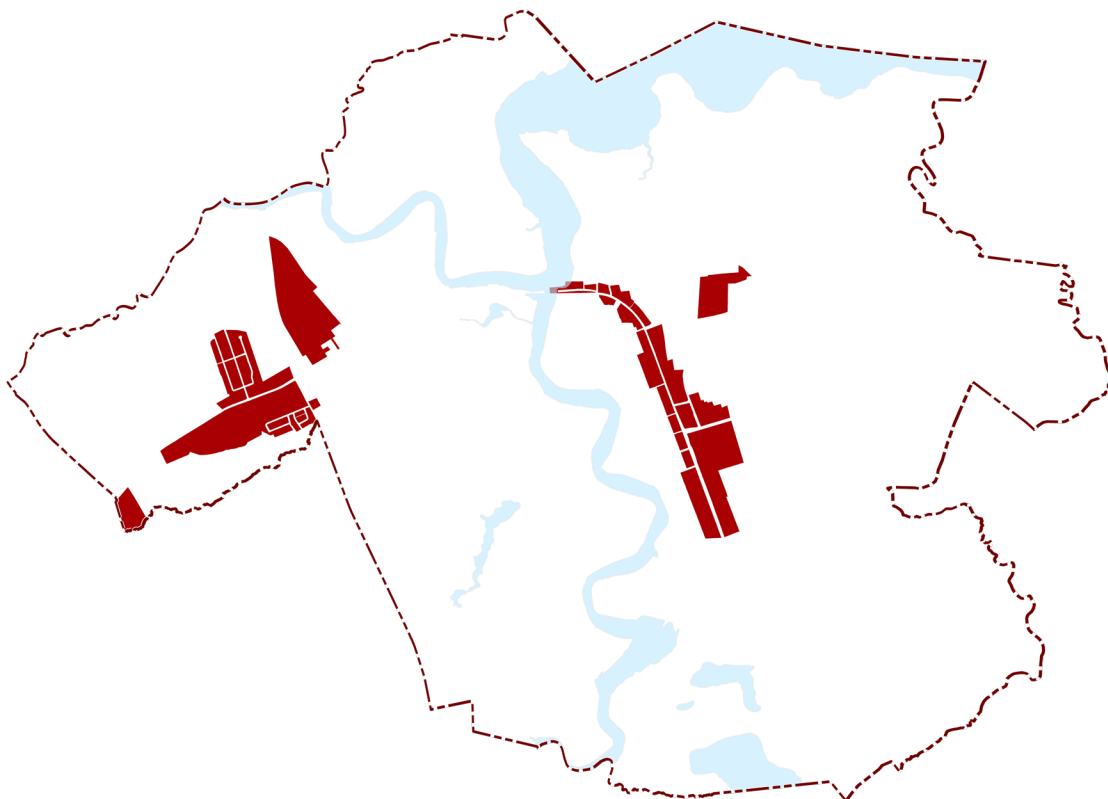
| Uses | Primary | Residential |
|---|---|---|
| | Secondary | Institutional, Recreational |
| Character | Design Principles | Infill development should align with existing development pattern, meeting similar setbacks. |
| Other | Facilities & Utilities | Bicycle parking, public art, sidewalks, street lighting, crosswalks, traffic calming measures (curb bump outs, speed tables), public water and sewer. |
| | Special Considerations | Avoid environmentally sensitive areas, preserve mature trees, utilize views or connection to the waterfront in site design. |

# Commercial Mixed Use

The Commercial Mixed Use designation is given to the areas west on Main Street and to South Church Street as an "extension" of the fabric of Smithfield's historic area. These are properties that were previously planned for commercial uses, however, this designation focuses more on walkable density, design features, and allows for a mix of uses that reflects the success of Smithfield's historic downtown in these additional areas.

Development should take its cues from the historic downtown in architectural character and materials, and address the improved streetscape of wide sidewalks, lighting, and bicycle infrastructure, ensuring that the "public facing" details are high quality. Infill redevelopment should feature minimal to no setbacks. Buildings should be designed with limited parking and access provided to the rear, with primary access from pedestrians and bicyclists to their front. Balconies should be provided on apartments and rooftops utilized for amenities where possible.

The Town will seek to acquire parcels in these areas for public open space amenities, such as pocket parks to support their development into extensions of the Town's fabric.
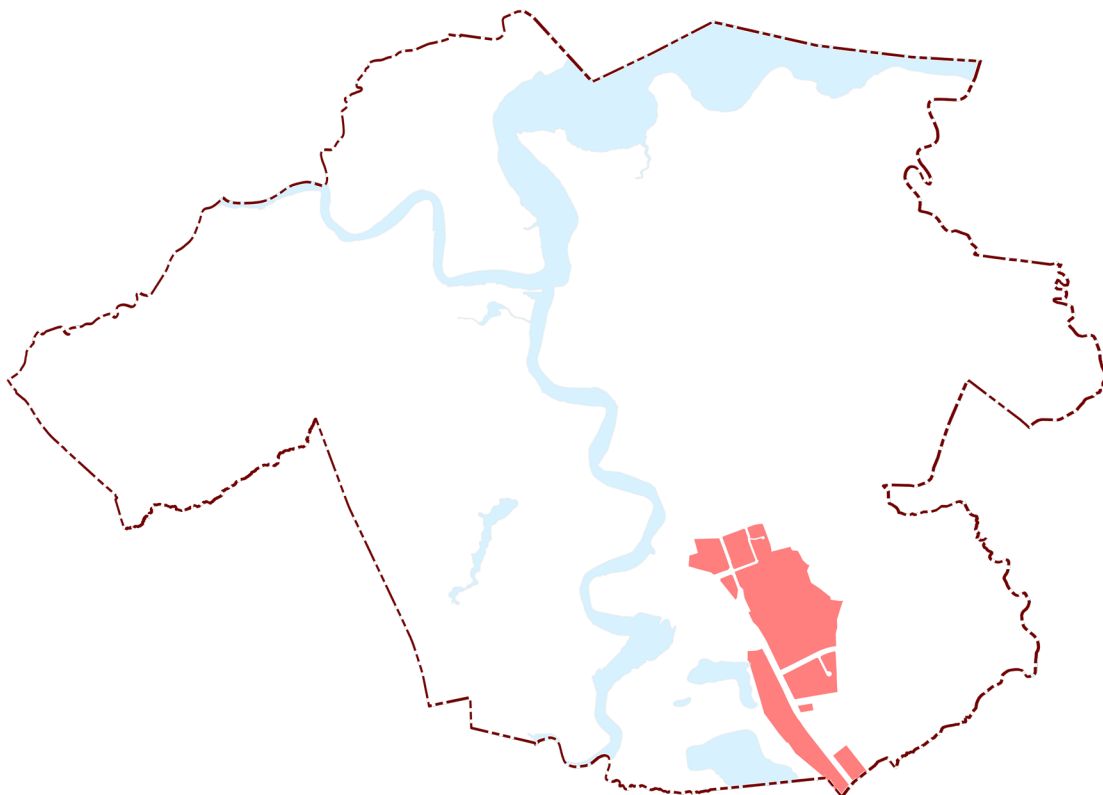
| Uses | Primary | Mixed Commercial / Multifamily Residential |
|---|---|---|
| | Secondary | - |
| Character | Design Principles | Ground floor detailing of residencies and storefronts with windows or other architectural features. None to shallow setbacks preferred, 1-3 story single or mixed use buildings that are oriented to the street or sidewalk, wide sidewalks, maintained and healthy landscaping for parking areas or blank facades. |
| Other | Facilities & Utilities | Bicycle parking, public art, sidewalks, street lighting, crosswalks, traffic calming measures (curb bump outs, speed tables), public water and sewer. |
| | Special Considerations | Avoid environmentally sensitive areas, preserve mature trees, utilize views or connection to the waterfront in site design. |

# Corridor Mixed Use

Corridor Mixed Use is the designation for Smithfield's Route 10 area. While these parcels have the potential for redevelopment, they are anticipated to remain predominantly commercial and at relatively the same density with limited residential additions, such as apartments.

The architectural materials and features should be high quality with special emphasis on the health and maintenance of landscaping. Automobile-oriented uses with features such as drive-throughs should mitigate their impacts to pedestrian and bicycle access. Parking areas should be consolidated and shared between businesses.

These areas are also adjacent to "Residential Mixed Use" designated parcels that may develop in the future, connectivity to these neighborhoods by bicycle and pedestrian accommodations are important.
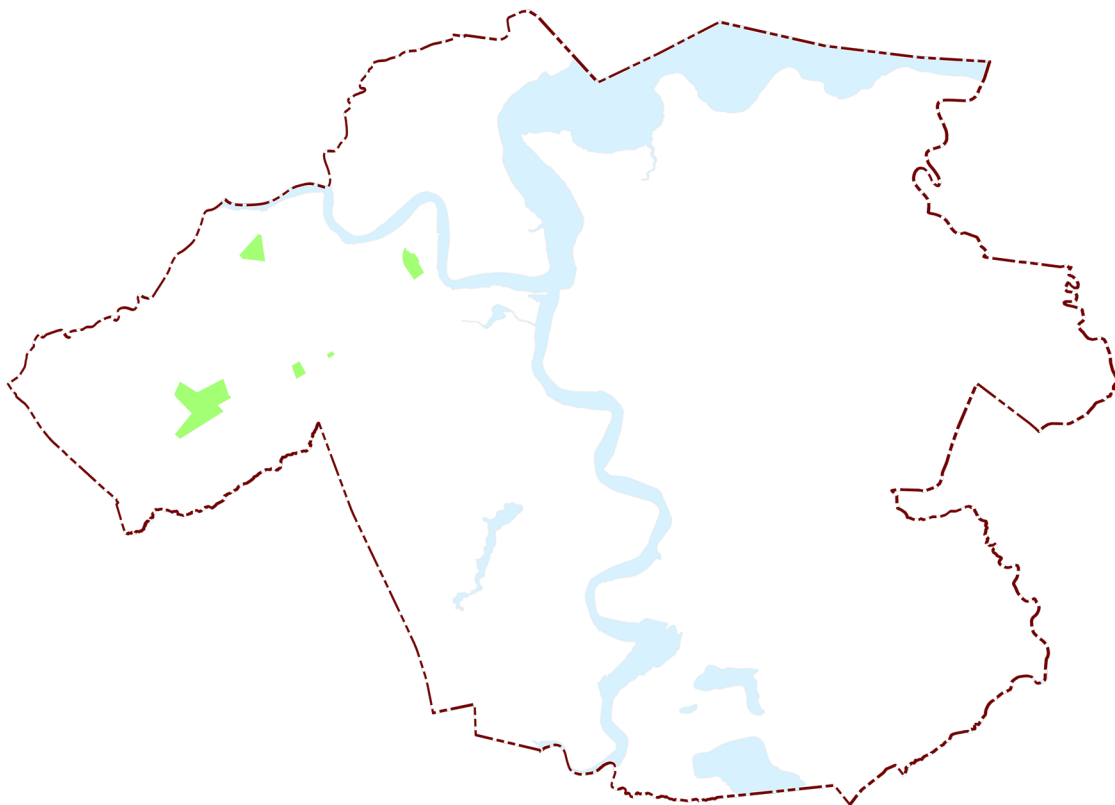
| Uses | Primary | Commercial |
|---|---|---|
| | Secondary | Multifamily Residential |
| Character | Design Principles | Healthy and maintained landscaping around parking areas and blank facades, architectural detailing. |
| Other | Facilities & Utilities | Bicycle parking, public art, sidewalks, street lighting, crosswalks, traffic calming measures (curb bump outs, speed tables), public water and sewer. |
| | Special Considerations | Avoid environmentally sensitive areas, preserve mature trees, utilize views or connection to the waterfront in site design. Provide for pedestrian and bicycle access and safety. |

# Public Uses

The Public / Semi Public future land use designation is given to local government facilities, the use of which is expected to remain the same into the future. This includes Westside Elementary School and the Schoolhouse Museum.

| | | |
|---|---|---|
| **Uses** | Primary | Institutional |
| | Secondary | Recreational |
| **Character** | Design Principles | Maintained and healthy landscaping for parking areas or blank facades. |
| **Other** | Facilities & Utilities | Bicycle parking, public art, sidewalks, street lighting, crosswalks, traffic calming measures (curb bump outs, speed tables), public water and sewer. |
| | Special Considerations | Avoid environmentally sensitive areas, preserve mature trees, maintain public access. |

# Parks / Recreation

The Parks / Recreation designation is given to areas of established park space, such as the Luter Sports Complex, Windsor Castle Park, or Beale Park. The future land use is intended to remain the same with continually maintained and enhanced amenities for the community.

Secondary uses to recreation could include concession stands or seasonal commercial vending for food and drink or other event programming.
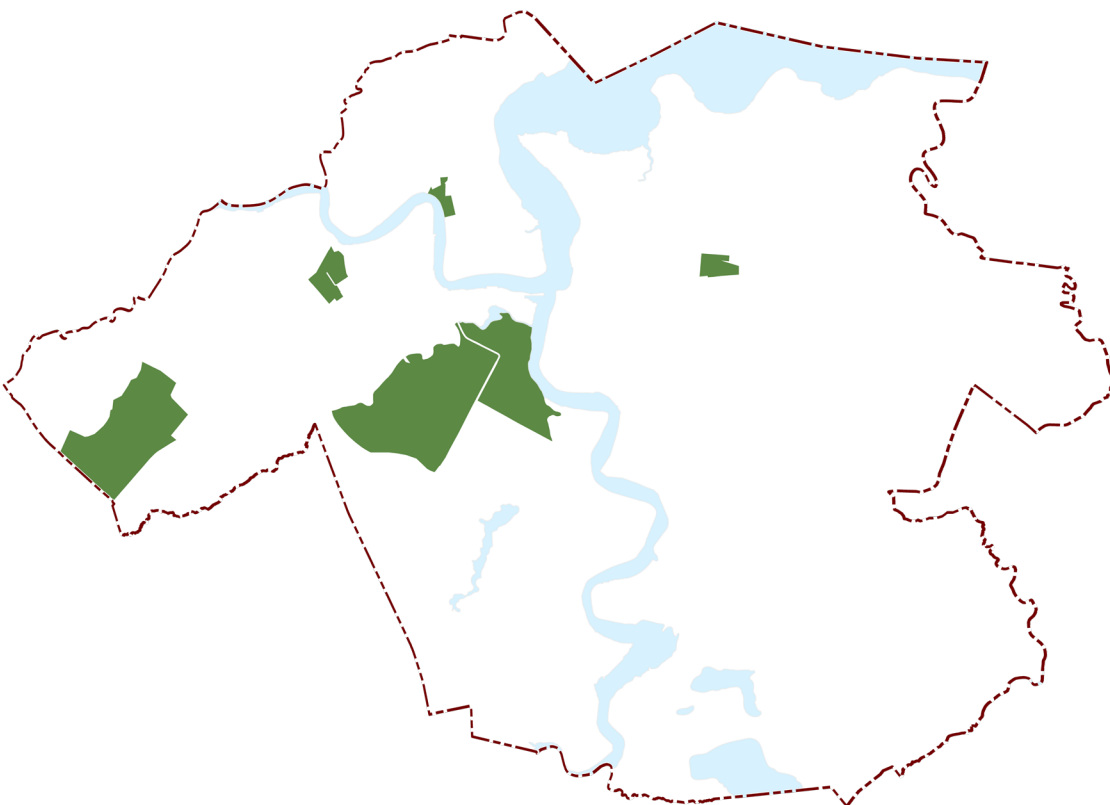
| Uses | Primary | Recreational Park Space |
|------|---------|-------------------------|
|  | Secondary | Event Programming, Seasonal Commercial Vending |
| Character | Design Principles | Playscape / playgrounds, seating areas, boat launches, community gardens, bicycle repair stations, wayfinding signage. |
| Other | Facilities & Utilities | Bicycle parking, public art, sidewalks, path lighting, crosswalks, public bathrooms. |
|  | Special Considerations | Avoid environmentally sensitive areas, preserve mature trees, maintain public access, utilize views or connection to the waterfront in site design. |

# Conservation

These are areas that feature healthy wetlands, mature vegetation, or environmentally sensitive features that the Town intends to preserve. No development should be allowed in these areas.

Smithfield's identity, economy and tourism, recreational amenities, and health depend in part on the quality of its conserved wetlands and waterways.
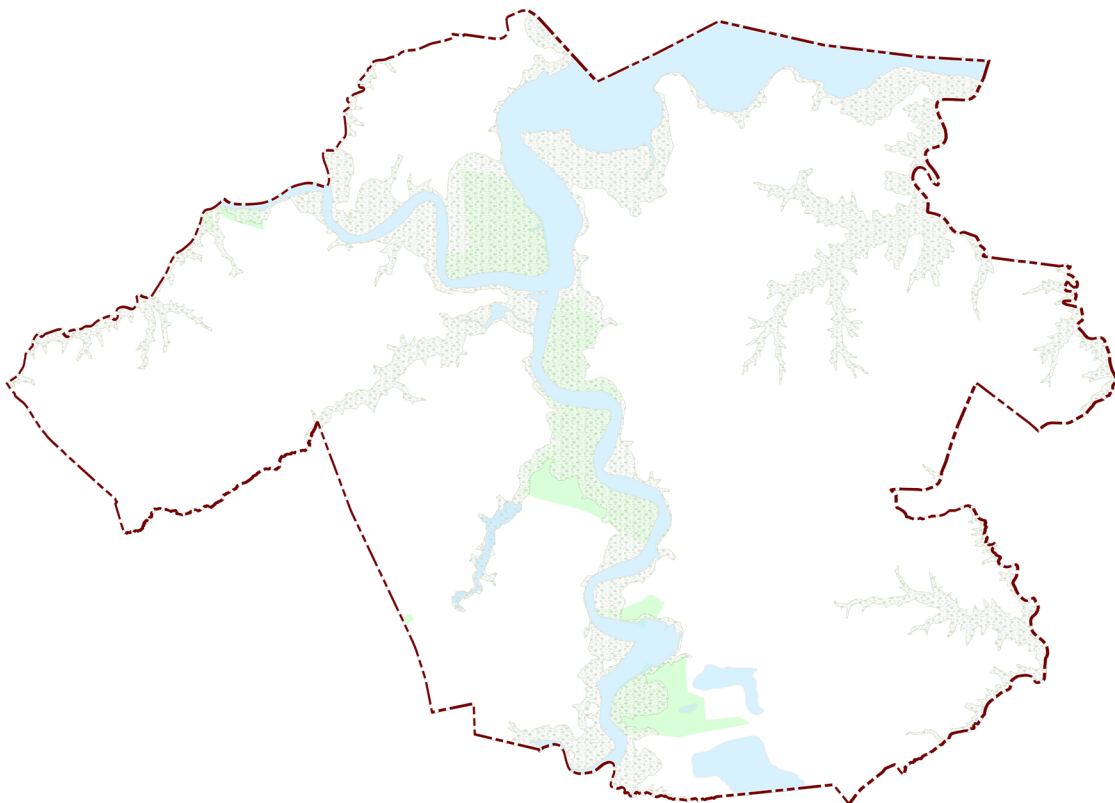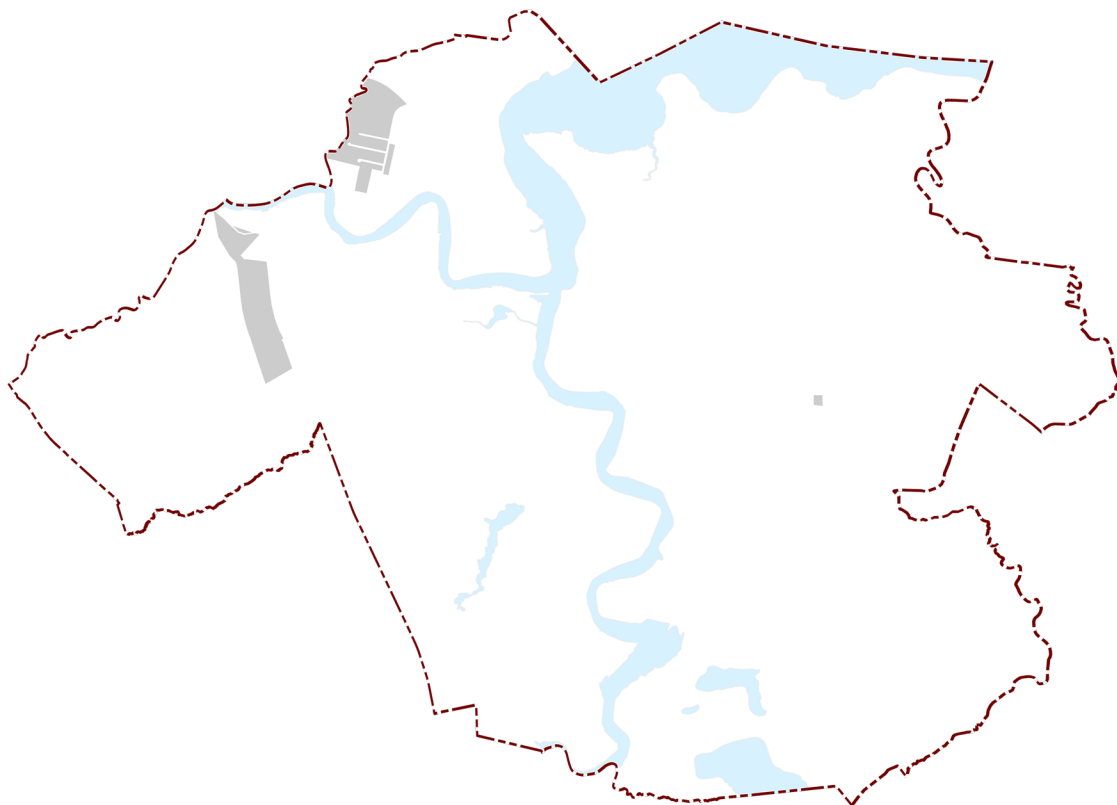
| Uses | Primary | Conservation |
| --- | --- | --- |
| | Secondary | - |
| Character | Design Principles | - |
| Other | Facilities & Utilities | - |
| | Special Considerations | - |

# Flex Industrial

The Flex Industrial land use designation is given to areas that are expected to develop into varying use flex-warehouse commercial areas to support employment in the Town. This designation is not supportive of residential uses.

These areas should be accessible by pedestrians and bicycles with bicycle parking available for access by means other than automobiles. Landscaping should be provided and maintained to screen the visibility of buildings and parking from surrounding areas.
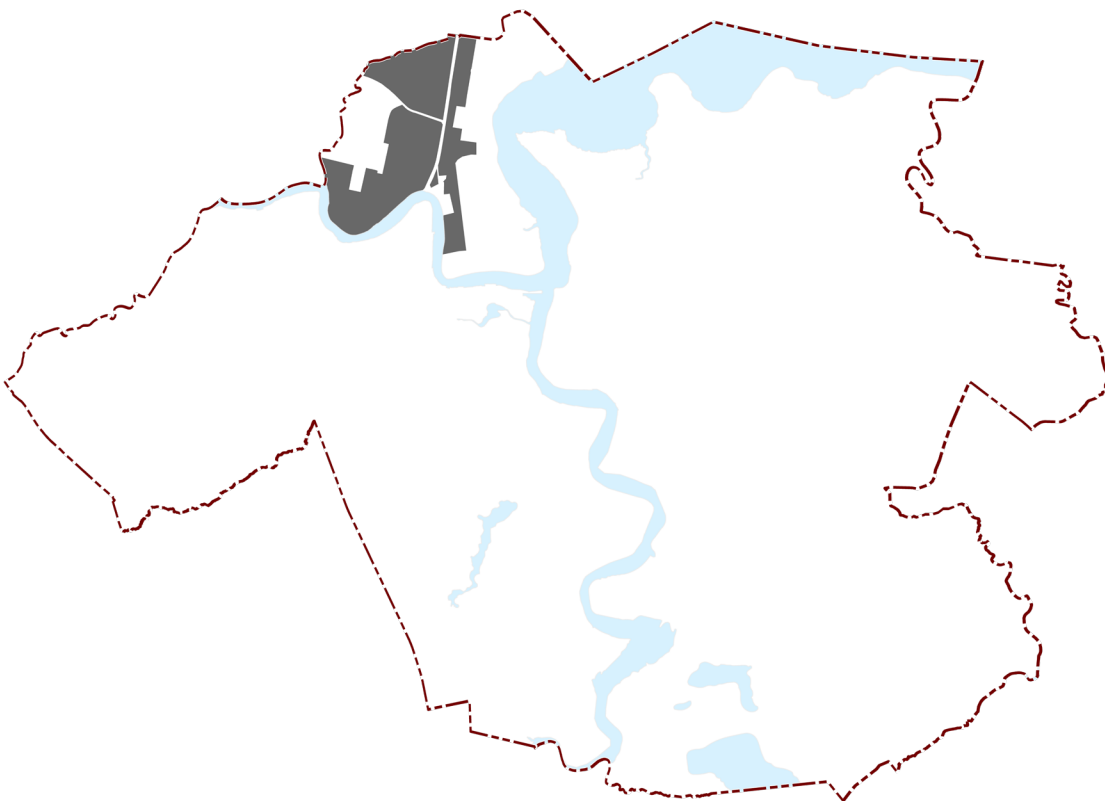
| Uses | Primary | Commercial |
|---|---|---|
| | Secondary | - |
| Character | Design Principles | Landscaping screened parking and building areas. |
| Other | Facilities & Utilities | Bicycle parking and pedestrian connectivity. |
| | Special Considerations | Avoid environmentally sensitive areas, preserve mature trees. |

# Heavy Industrial

The Heavy Industrial designation is given to the area of the Smithfield processing plant. As Smithfield's most intensive industrial use, this area is generally not compatible with residential or other commercial uses. However, as a source of employment and industry for the Town, this use area should remain heavy industrial for the future under the scope of this plan.

These areas should be accessible by pedestrians and bicycles with bicycle parking available for access by means other than automobiles. Landscaping should be provided and maintained to screen the visibility of buildings and parking from surrounding areas.

| Uses | Primary | Commercial |
|---|---|---|
| | Secondary | - |
| Character | Design Principles | Landscaping screened parking and building areas. |
| Other | Facilities & Utilities | Bicycle parking and pedestrian connectivity. |
| | Special Considerations | Avoid environmentally sensitive areas, preserve mature trees. |

# IMPLEMENTATION MATRIX

| Comprehensive Plan Goal: | Objective: | Date of Implementation: |
|---|---|---|
| **Community Stewardship:** | | |
| 1. | Consult the Comprehensive Plan and other guiding documents for considerate decision-making. | Ongoing |
| 2. | Update or review the comprehensive plan every 5 years, per the Code of Virginia. | FY 2027 |
| 3. | Maintain consistent engagement with the community via town halls or surveys on resident satisfaction. | Ongoing |
| 4. | Test pilot projects for citizen ideas on how to improve the town. | Ongoing |
| 5. | Ensure that all voices are heard in the community when surveyed. | Ongoing |
| 6. | Create strong relationships with the County and other localities in the area to more effectively partner and plan. | Ongoing |
| 7. | Maintain excellent financial stewardship by developing long term fiscal strategies and plans that support identified capital projects and needs. | Ongoing |
| 8. | Ensure that revenues adequately support current and future service and infrastructure needs. | Ongoing |
| 9. | Ensure that the Town's resources are invested equitably across the community. | Ongoing |
| 10. | Monitor facilities such as the "Park-to-Park" trail for performance and safety. | FY22-23, Ongoing |

| Comprehensive Plan Goal: | Objective: | Date of Implementation: |
|---|---|---|
| **Managed Growth & Beauty:** | | |
| 1. | Ensure highly productive, efficient, diverse, and varied use of the land. | Ongoing |
| 2. | Capitalize on proximity and density of diverse uses to build shared value. | Ongoing |
| 3. | Encourage the development of new uses in large areas of single use. | Ongoing |
| 4. | Develop small area plans for more "fine grained" planning and design that can improve land use. | Ongoing |
| 5. | Create guidelines for big box stores to encourage "urban style" storefront designs. | FY22-23 |
| 6. | Eliminate / Reduce requirements for buffer yards and setbacks between varying uses. | FY22-23 |
| 7. | Eliminate / change Floor Area Ratio (FAR) requirements to allow for more creative design of buildings. | FY22-23 |
| 8. | "Activate" the grounds of public facilities with pop-up uses where possible. | FY22-23, Ongoing |
| 9. | Study parking stock, reduce and reform development standards from parking minimums to parking maximums. | FY22-23 |
| 10. | Locate a new public parking facility on the edge of downtown or the S. Church St. area. | FY22-25, Ongoing |
| 11. | Encourage infill of parking lots to a more active use. | Ongoing |

| Comprehensive Plan Goal: | Objective: | Date of Implementation: |
|---|---|---|
| Managed Growth & Beauty (Continued): | | |
| 12. | Remove on-street parking where feasible for additional space for parklets or widening sidewalks. | Ongoing |
| 13. | Utilize remaining space on parcels for auxiliary seating areas, alleyways, or other amenities that build shared value. | Ongoing |
| 14. | Inventory the amount of "Third Places" in town and identify areas that do not have easy access. | FY22-23 |
| 15. | Study various "chains of activity" and identify gaps for attraction of new land uses. | FY22-23 |
| 16. | Amend and update the Zoning Ordinance districts to allow for mixed uses and to consolidate and simplify them. | FY22 |
| 17. | Rezone the "Highway Retail Commercial" district to a new mixed use district. | FY22 |
| 18. | Allow for Accessory Dwelling and Commercial Units where possible. | Ongoing |
| 19. | Create and implement Design Guidelines that promote desired architectural quality. | FY22-23 |
| 20. | Evaluate, amend, or create Development Standards that translate to the desired form of development. | FY22-23 |
| 21. | Manage growth through the use of Conditional Zoning or Special Use Permits. | FY22-23 |
| 22. | Ensure that the Zoning and Future Land Use maps are aligned. | FY22-23 |

| Comprehensive Plan Goal: | Objective: | Date of Implementation: |
|---|---|---|
| **Town Design:** | | |
| 1. | Create guidelines for creating shade, wind protection, shade from rain through the dimensions/ design of buildings and building features. | FY22-23 |
| 2. | Utilize placemaking strategies to build many different activities and reasons to be within places throughout the town. | Ongoing |
| 3. | Amend the building code and development standards to ensure the ground floor of buildings are 12 feet tall to allow flexible use over time. | FY22-23 |
| 4. | Ensure that new developments comprised of many buildings are well connected and integrated with the existing fabric of the Town. | Ongoing |
| 5. | Create Design Guidelines for storefronts. | FY22-23 |
| 6. | Create a program to assist business owners design and maintain quality storefronts. | FY22-23 |
| 7. | Require development to provide for more narrow storefronts where possible. | FY22-23 |
| 8. | Amend the Zoning Ordinance and Development Standards to enforce better design. | FY22-23, Ongoing |
| 9. | Create detailed small area plans for the South Church street corridor and the historic downtown. | FY22-23 |
| 10. | Ensure there is good lighting on pathways throughout the Town. | Ongoing |
| 11. | Ensure that there are places to sit and stay without necessarily purchasing anything. | Ongoing |

| Comprehensive Plan Goal: | Objective: | Date of Implementation: |
|---|---|---|
| **Town Design (Continued):** | | |
| 12. | Widen and maintain sidewalks. | Ongoing |
| 13. | Utilize amenities such as pleasant views, sunlight, or views of other people to locate seating areas. | Ongoing |
| 14. | Activate open spaces with opportunities for recreation and seating areas. | Ongoing |
| 15. | Prevent long stretches of blank and uninteresting facades on buildings. | Ongoing |
| 16. | Study and cross reference "chains of activity" in the town with the eye-level details of transportation between these locations. | FY22-23 |
| 17. | Study and cross reference "Third Places" with the experience of accessing these businesses. | FY22-23 |
| 18. | Allow for Accessory Commercial Units where possible. | Ongoing |
| 19. | Maintain the Town's high quality landscaping and aesthetics. | Ongoing |
| 20. | Utilize innovative measures to handle stormwater. | Ongoing |
| 21. | Address tidal flooding along the shoreline. | FY22-23 |
| 22. | Ensure that required landscaping is maintained from planting to maturity. | FY22-23 |
| 23. | Implement unified wayfinding signage across the entire Town at the pedestrian scale. | FY22-24 |
| 24. | Amend Entrance Corridor Overlay district to have more robust design and landscaping standards. | FY22 |

| Comprehensive Plan Goal: | Objective: | Date of Implementation: |
|---|---|---|
| **Historic Preservation:** | | |
| 1. | Preserve the stock of historic buildings in Town. | Ongoing |
| 2. | Amend the Zoning Districts and Historic District Overlay guidelines to allow for adaptive reuse of historic properties. | FY22-23 |
| 3. | Continue providing events and programming that interpret the history of the Town for visitors. | Ongoing |
| 4. | Continue providing architectural-focused tours of the Town. | Ongoing |
| 5. | Collect and share stories of historic town residents. | Ongoing |
| 6. | Provide interpretative signage or art installations to help tell the history of the Town. | Ongoing |
| 7. | Connect with Regional historic preservation or archaeological efforts to represent Smithfield's place in the wider narrative of history. | Ongoing |

| Comprehensive Plan Goal: | Objective: | Date of Implementation: |
|---|---|---|
| **Economic Development:** | | |
| 1. | Identify placemaking opportunities to test temporary events, installations, or other features. | Ongoing |
| 2. | Attract businesses that fill gaps in "chains of activity" in Smithfield, identify places where people spend their time throughout the day. | Ongoing |
| 3. | Explore slowing speed limits in the Downtown and S. Church St. | FY23 |
| 4. | Ensure public parking facilities are easily identifiable and accessible. | Ongoing |
| 5. | Partner with local businesses or churches to utilize vacant parking lots for temporary events or parking. | Ongoing |
| 6. | Inventory "third places" in Town and ensure all areas of Town have easy access. | FY22-23 |
| 7. | Build upon sense of place to strengthen the local economy. | Ongoing |
| 8. | Study and improve tourism opportunities. | Ongoing |
| 9. | Foster and partner with local business associations. | Ongoing |
| 10. | Identify sites for more intense flex-industrial uses that can help diversify the economy. | Ongoing |
| 11. | Diversify and expand the economic base to be less reliant on a few employers. | Ongoing |

| Comprehensive Plan Goal: | Objective: | Date of Implementation: |
|---|---|---|
| **Transportation:** | | |
| 1. | Reduce traffic congestion by reducing local vehicle miles traveled through implementing comfortable multi-modal transportation options. | Ongoing |
| 2. | Implement Complete Streets improvements, particularly along Main St. and S. Church St. Corridor. | Ongoing |
| 3. | Implement continuous sidewalks throughout key pedestrian areas in the Town. | Ongoing |
| 4. | Provide, at minimum, a painted bicycle lane or sharrow along all Town-maintained roads. | Ongoing |
| 5. | Provide traffic calming measures throughout the Town. | Ongoing |
| 6. | Work with the Virginia Department of Transportation to reduce speed limits in Town. | Ongoing |
| 7. | Work with the Virginia Department of Transportation to implement bicycle/pedestrian infrastructure on all state-maintained roadways. | Ongoing |
| 8. | Connect Smithfield to regional bicycle trails and coordinate with Isle of Wight. | Ongoing |
| 9. | Create a bicycle and pedestrian master plan. | FY22-23 |
| 10. | Provide for more pedestrian crossings. | Ongoing |
| 11. | Amend development standards to require sidewalks, bicycle lanes, and bicycle parking. | Ongoing |

| Comprehensive Plan Goal: | Objective: | Date of Implementation: |
|---|---|---|
| **Transportation (Continued):** | | |
| 12. | Inventory bicycle parking available within the Town and add where it is missing. | Ongoing |
| 13. | Utilize amenities such as pleasant views, sunlight, or views of other people to locate seating areas. | Ongoing |
| 14. | Add urban-style pedestrian crossings with median pedestrian islands for safety at wide intersections. | Ongoing |
| 15. | Avoid projects that widen existing roads. | Ongoing |
| 16. | Work with the Virginia Department of Transportation to study implementation of a "pedestrian scramble" at the intersection of S. Church St. and Main St. | FY24 |
| 17. | Utilize National Association of City Transportation Officials (NACTO) guidelines for multimodal implementation and safety. | Ongoing |
| 18. | Explore the feasibility of a town circulator bus. | FY22-24 |
| 19. | Partner with regional transportation organizations to provide regional commute alternatives. | Ongoing |
| 20. | When identifying "third places" and "chains of activity," explore how these locations are accessed from different routes on foot, bicycle, and by car. | Ongoing |
| 21. | Explore the potential for water taxi services. | FY25 |
| 22. | Utilize "ad campaign" style communications about the benefits of prioritizing walking and bicycling in Town. | FY22-23 |

| Comprehensive Plan Goal: | Objective: | Date of Implementation: |
|---|---|---|
| **Transportation (Continued):** | | |
| 23. | Connect existing multi-use trails to downtown. | Ongoing |
| 24. | Explore options for a public parking facility located in the downtown area. | Ongoing |
| 25. | Maintain the prohibition on truck traffic through the historic downtown. | Ongoing |
| 26. | Provide bicycle and pedestrian infrastructure to connect from Windsor Castle Park to Luter Sports Complex. | Ongoing |
| 27. | Implement Town-proposed transportation projects listed in this plan. | FY23-25 |

| Comprehensive Plan Goal: | Objective: | Date of Implementation: |
|---|---|---|
| **Cultural Amenities:** | | |
| 1. | Maintain and enhance existing access to our public waterways, such as adding picnic tables or restroom facilities. | Ongoing |
| 2. | Expand access to our public waterways, including event planning related to the water. | Ongoing |
| 3. | Explore the implementation of "playscapes" in all park facilities. | Ongoing |
| 4. | Capitalize on through-trails/paths to enhance the bicycle and pedestrian network. Ensure core routes are well lit. | Ongoing |
| 5. | Provide for a diversity of recreational facilities for many different types of activities co-located, including active and passive recreational opportunities. | Ongoing |
| 6. | Provide for "pocket parks" or other small passive areas across the Town or places to rest or socialize. | Ongoing |
| 7. | When possible, acquire public land along S. Church St. to provide for a park or public open space within the "new downtown area." | Ongoing |

| Comprehensive Plan Goal: | Objective: | Date of Implementation: |
|---|---|---|
| **Housing:** | | |
| 1. | Diversify and monitor to ensure the stock of available housing types remains varied. | Ongoing |
| 2. | Implement and continue research on methods for increasing the amount of Affordable Housing. | Ongoing |
| 3. | Support housing where it exists with services and other amenities equitably throughout the Town. | Ongoing |
| 4. | Amend Zoning Districts to allow for more multi-family housing options. | Ongoing |
| 5. | Ensure that all housing is supported locally by a mix of uses. | Ongoing |
| 6. | Allow for the development of Accessory Dwelling Units. | Ongoing |
| 7. | In accordance with the Code of Virginia Sec. 15.2-2223.5, ensure that manufactured homes remain a source of affordable housing by preserving existing manufactured housing communities or providing for the creation of new manufactured home communities. | Ongoing |

| Comprehensive Plan Goal: | Objective: | Date of Implementation: |
|---|---|---|
| **Town Services & Infrastructure:** | | |
| 1. | Increase high speed broadband capabilities and reliability throughout the Town. | Ongoing |
| 2. | Explore the provision of Town-wide public wireless internet service or in parks or other areas. | Ongoing |
| 3. | Increase density for greater efficiency of services, particularly in new developments. | Ongoing |
| 4. | Improve cellular service throughout the town through co-located cellular towers or other facilities. | Ongoing |
| 5. | Explore options for stormwater management that allow for its use as an amenity. | Ongoing |
| 6. | Utilize public facilities for other comprehensive planning goals. | Ongoing |
| 7. | Continue well planned and excellently maintained water and sewer infrastructure with careful planning towards future needs. | Ongoing |
| 8. | Survey the public for levels of satisfaction or needs. | Ongoing |
| 9. | Communicate across governmental agencies. | Ongoing |
| 10. | Study options for bringing all Town services to one central location. | Ongoing |

| Comprehensive Plan Goal: | Objective: | Date of Implementation: |
|---|---|---|
| Environment: | | |
| 1. | Refer to the guidance presented in the locality's Comprehensive Coastal Resource Management Portal (CCRMP) prepared by VIMS to guide regulation and policy decisions regarding shoreline erosion control. | Ongoing |
| 2. | Utilize VIMS Decision Trees for on-site review and subsequent selection of appropriate erosion control/shoreline best management practices. | Ongoing |
| 3. | Utilize VIMS' CCRMP Shoreline Best Management Practices for management recommendation for all tidal shorelines in the jurisdiction. | Ongoing |
| 4. | Consider a policy where the above Shoreline Best Management Practices become the recommended adaptation strategy for erosion control, and where a departure from these recommendations by an applicant wishing to alter the shoreline must be justified at the hearing of the board(s). | Ongoing |
| 5. | Encourage staff training on decision making tools developed by the Center for Coastal resources Management at VIMS. | Ongoing |
| 6. | Follow the development of the state-wide General Permit being developed by VMRC. Ensure that local policies are consistent with the provisions of the permit. | Ongoing |
| 7. | Evaluate and consider a locality-wide permit to expedite shoreline applications that request actions consistent with the VIMS recommendation. | Ongoing |
| 8. | Seek public outreach opportunities to educate citizens and stakeholders on new shoreline management strategies including Living Shorelines. | Ongoing |

| Comprehensive Plan Goal: | Objective: | Date of Implementation: |
|---|---|---|
| **Environment (Continued):** | | |
| 9. | Follow the development of integrated shoreline guidance under development by VMRC. | Ongoing |
| 10. | Evaluate and consider a locality-wide regulatory structure that encourages a more integrated approach to shoreline management. | Ongoing |
| 11. | Consider preserving available open spaces adjacent to marsh lands to allow for inland retreat of the marshes under rising sea level. | Ongoing |
| 12. | Evaluate and consider cost share opportunities for construction of living shorelines. | Ongoing |

# GLOSSARY

## Accessory Dwelling / Commercial Unit

Accessory Dwelling Units are "extra" housing units on the same parcel of land as another "primary" land use. Examples include in-law suites, "granny flats," or carriage houses. Accessory Commercial Units are similarly accessory spaces that can be used for commercial purposes on the space parcel of land as another "primary" use.

## Built Environment

The built environment refers to space created by all of the buildings and infrastructure in an area. A "built environment" can be friendly to walking, or it can be inhospitable.

## Chain of Activity

A "chain of activity" is a list of all of the activities one could potentially undertake throughout a day in Smithfield. Where do they get breakfast? What can they do during the day? What is for lunch? Where can they sit and enjoy the view? Are there musical performances at night? Where are they staying at night? All of these questions are things that begin to map "chains of activity" to help see where Smithfield should target its business attraction or investments to ensure people enjoy long stays in Town.

## Complete Streets

Complete Streets are streets that have been designed to prioritize safety, comfort, and access to destinations for all people who use the street in different modes, including walking, biking, or buses, rather than the previous approach of efficiently and quickly moving automobiles.

## Induced Demand

When a road is widened, more cars come to fill the additional road space creating traffic again. The "demand" for that space is "induced" by providing additional supply. When applied to transportation planning, it means that other modes of transportation such as bicycles, walking, or transit can move people more efficiently using the road space rather than everyone using a private automobile and "inducing demand" by widening roads.

## Pilot Projects

"Pilot Projects" are test projects typically using inexpensive materials that can be made more permanent later after results have been collected from studying a new design intervention. For example, a new park in a parking lot could be tested with inexpensive picnic benches and traffic cones, then made into a permanent seating area at a later date.

## Placemaking

"Placemaking" is the approach and process of creatively using space in ways that contribute to making that place hold more meaning or use. For example, a parking lot might be empty, but if you add a temporary use like a cafe and some tables and chairs, suddenly you have a more memorable and economically productive activity in that space.

## Playscape

A "playscape" is similar to a "playground," instead of a consolidated play structure, the landscape is used for creating play elements. These "playscapes" utilize the natural environment to inspire adventure play, which allows children to be more independent and utilize their own judgement to stay safe. They also tend to be comparatively inexpensive and more environmentally friendly.

## Sense of Place

This term refers to the physical and mental attachment to a geographic place in cultural, spiritual, emotional, economic, environmental, or other ways. The sense of place can be strong, for example, in people's attachment to Smithfield, or it can be weak in areas that feel like "Anywhere, USA" which are considered "placeless." Sense of place is increasingly recognized as an important part of humans mental and physical wellbeing.

## Sharrow

A "sharrow," is a portmanteau for "shared arrow" depicted with a chevron and a bicycle in a lane of the road. This symbol indicates that the road may be shared by both bicycles and automobiles. However, with the exception of highways, Virginia law classifies bicycles as vehicles the same as it does automobiles even if a "sharrow" symbol is not present.

## Streetscape

Similar to a "landscape," the streetscape is the make up of all elements that contribute to the physical and perceived feeling of a street.

## Third Places

Third places are spaces that are other than home and work or school that one spends time in regularly to socialize. They are increasingly recognized as important places that create a strong sense of place and improve physical and mental wellbeing. Some examples include a coffee shop, a favorite restaurant, the library, or a public plaza. Anywhere people love to socialize in Town is a "third place."

## Walkability

The "walkability" of the area is the ease at which walking to destinations can be achieved. It is not just the presence of a sidewalk, but also a reference to the visual and physical environment that affect factors such as safety.

## Wayfinding

Wayfinding is the process of navigating an area. "Wayfinding Signage" assists people with understanding directions of different key points in the community that makes navigation easier.
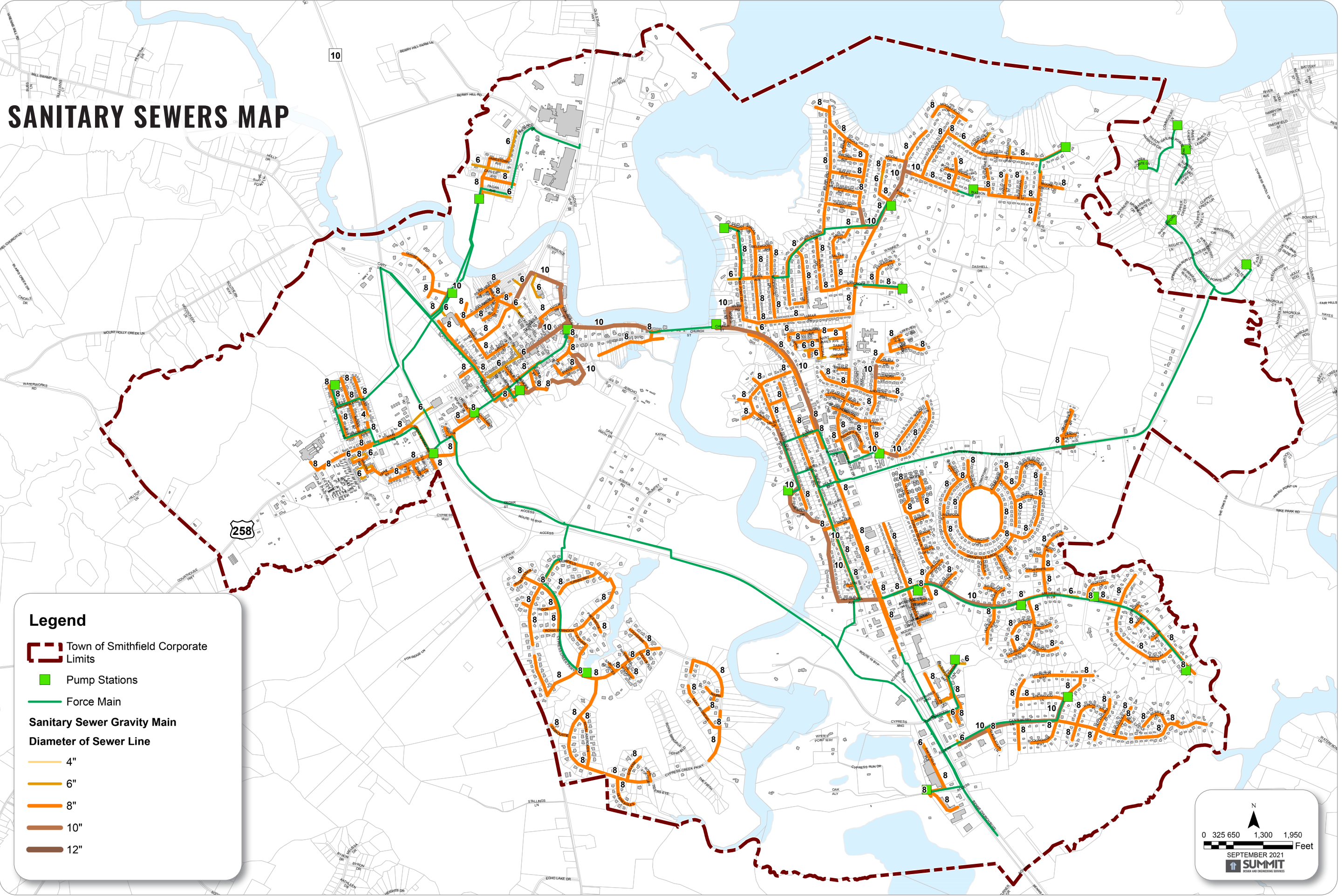
# APPENDIX

# SANITARY SEWERS MAP

## Legend

- – ‑ – Town of Smithfield Corporate Limits
- 🟩 Pump Stations
- —— Force Main

**Sanitary Sewer Gravity Main**

**Diameter of Sewer Line**

- —— 4"
- —— 6"
- —— 8"
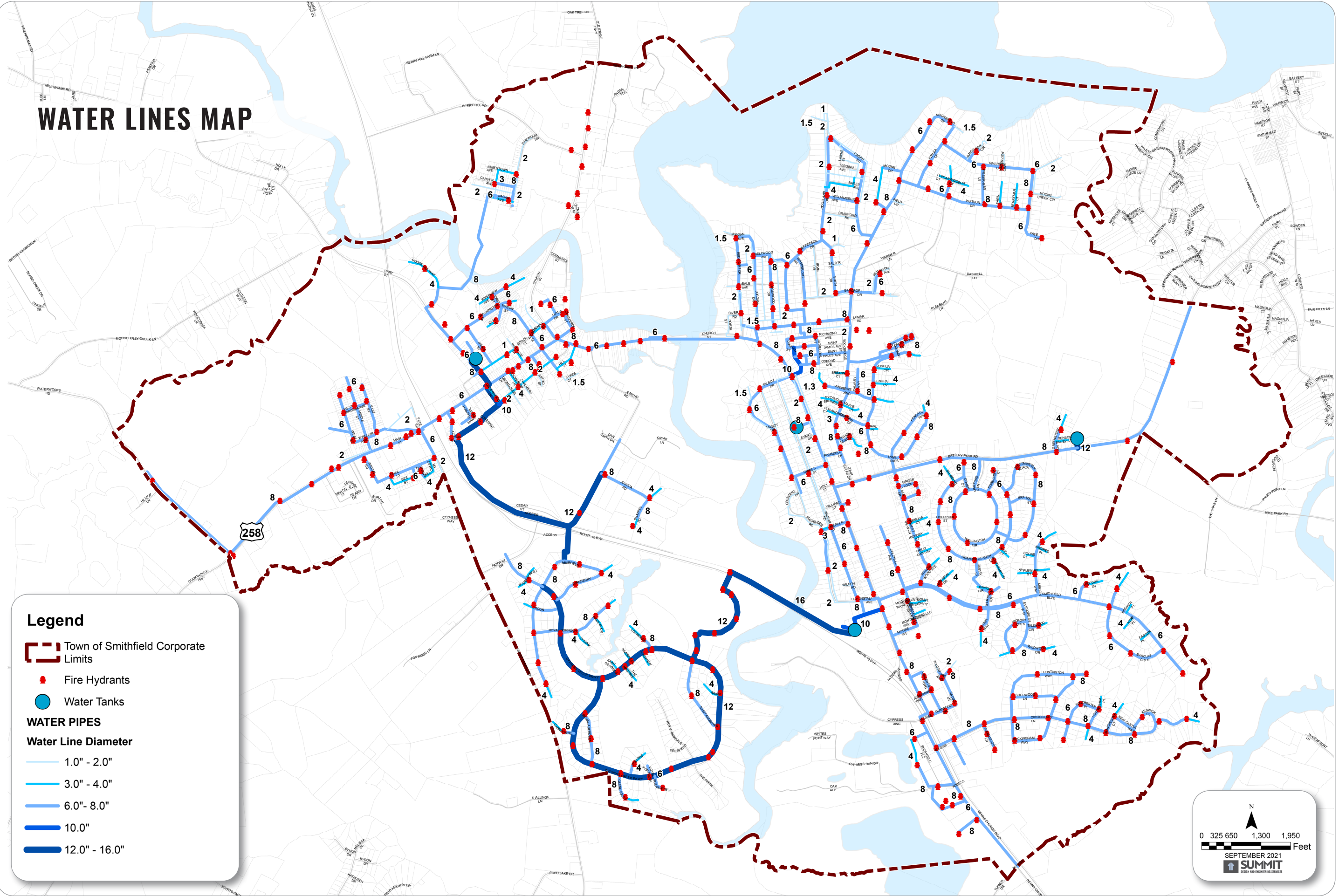- —— 10"
- —— 12"

258

10

N

0  325 650    1,300    1,950
Feet

SEPTEMBER 2021

SUMMIT
DESIGN AND ENGINEERING SERVICES

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# WATER LINES MAP



## Legend

- Town of Smithfield Corporate Limits
- Fire Hydrants
- Water Tanks

**WATER PIPES**

Water Line Diameter
- 1.0" - 2.0"
- 3.0" - 4.0"
- 6.0"- 8.0"
- 10.0"
- 12.0" - 16.0"

SEPTEMBER 2021

SUMMIT
DESIGN AND ENGINEERING SERVICES

0  325 650    1,300    1,950
Feet

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