



# **TOWN OF SMITHFIELD, VA**

## **ENTRANCE CORRIDOR OVERLAY GUIDELINES**

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**FEBRUARY 2025**

# ACKNOWLEDGMENTS

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Town of Smithfield

310 Institute Street

Smithfield, VA

<https://www.smithfieldva.gov>

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Chronicle Heritage (Formerly PaleoWest, LLC) and Johnson Planning and Preservation LLC wishes to extend their gratitude to everyone who participated in the composition of the updated 2025 Entrance Corridor Overlay Guidelines.



# HISTORY, HOSPITALITY AND HEART

**Located in Isle of Wight  
County, Smithfield offers  
residents a small town  
atmosphere.**



# TABLE OF CONTENTS

<b>INTRODUCTION</b>	<b>6</b>
Introduction	8
Goals of the Entrance Corridor Overlay Design Guidelines	14
ECO Design Guidelines Components	16
<b>GUIDELINES</b>	<b>18</b>
Building Design	20
Streetscape, Circulation, and Parking	33
Landscape & Lighting	42
Signs	56
<b>CORRIDORS OF SMITHFIELD</b>	<b>58</b>
North Church Street / Business Route 10	62
West Main Street / US Route 258	65
Upper South Church Street	68
Lower South Church Street	71
Benns Church Blvd / Route 10 Bypass	74
Battery Park Road	77
<b>APPENDIX</b>	<b>76</b>
Commercial Building Types	76
Definitions	80



# CHAPTER 1: INTRODUCTION

WELCOME  
TO  
SMITHFIELD



# Introduction

These guidelines serve as a comprehensive framework for shaping the visual character, functionality, and sustainability of the Town of Smithfield's entrance corridors. Rooted in a shared vision of creating vibrant, welcoming, and attractive spaces, these guidelines are designed to guide developers, architects, Planning Commission, community stakeholders, and Town Staff in their efforts to enhance the aesthetic quality and livability of the six entrance corridors.

The Town of Smithfield, with its rich history, natural beauty, and strong sense of community, is a place of enduring charm and character. The entrance corridors serve as gateways to this unique destination, providing visitors and residents alike with their first impression of our town. As such, it is imperative that these corridors reflect the values, identity, and aspirations of our community while addressing the challenges and opportunities presented by a rapidly changing world.

This document provides guidance on a wide range of design elements, including streetscape design, landscaping, signage, lighting, and architectural features. Each guideline is informed by principles of sustainability, resilience, and placemaking, with a focus on creating environments that are both visually appealing and functional. While these guidelines provide specific recommendations for development, they cannot, and are not intended to cover all circumstances. Rather, the structure and content of the manual are meant to give property owners, developers and reviewers the perspective to address the unique conditions of each project and the flexibility to develop designs that meet the intent, principles and spirit of the guidelines.

As we embark on the implementation of these guidelines, we recognize that they are not static but rather evolve over time in response to changing needs, technologies, and priorities. Therefore, ongoing collaboration, innovation, and adaptation will be essential to realizing the full potential of our entrance corridors as vibrant, resilient, and inclusive spaces that reflect the spirit of the Town of Smithfield.

We invite you to use these guidelines as a tool for creating spaces that inspire, connect, and enrich the lives of all who pass through our entrance corridors. Together, we can ensure that the Town of Smithfield continues to thrive as a welcoming and vibrant community for generations to come.

The guidelines are intended to be used by:

- Planning Commission to provide a fair and objective basis for review when evaluating whether an application meets the Town's vision for development;
- Town staff and external agencies when reviewing development applications, and as a reference for design decisions for proposed studies and projects;
- The development industry including developers, consultants, and property owners to demonstrate how their proposals align with the policies and objectives for the Corridors;
- Town, County, State, and Federal agencies in designing public realm projects; and
- The public for greater awareness of the benefits of high quality urban design in the Town of Smithfield.

Notwithstanding the foregoing, the policies and regulations inherent to the Town's suite of statutory planning tools should prevail over the provisions of Guidelines in the event of any conflict.

## Authority: Zoning Ordinance

The Code of Virginia, Title 15.2. Counties, Cities and Towns, Subtitle II. Powers of Local Government, Chapter 22. Planning, Subdivision of Land and Zoning, Article 7. Zoning, § 15.2-2206. Preservation of historical sites and architectural areas; civil penalty authorizes localities regulate the design of development along arterial streets or highways that are significant routes of tourist access to the locality or to designated historic landmarks, buildings, structures or districts, to ensure that such development is architecturally compatible with the historic landmarks, buildings, and structures to which these routes lead.

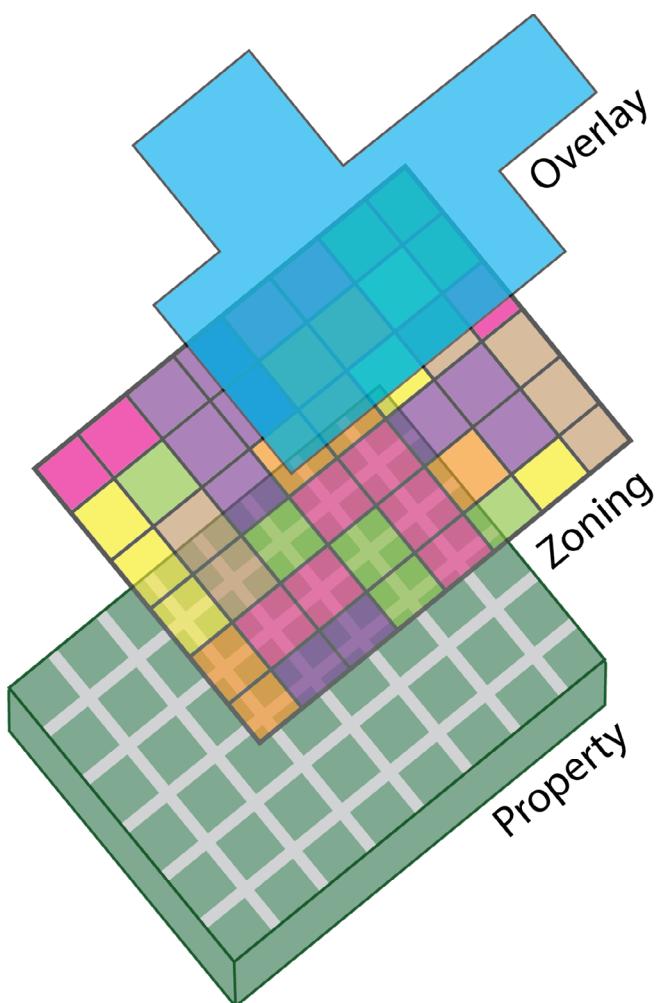
The Smithfield Zoning Ordinance, Article 3.R: Entrance Corridor Overlay District defines the purpose of the district: "...to protect the aesthetic and visual character of land in the Town of Smithfield adjacent to major existing and proposed highway corridors and to provide for and promote their orderly development. The overlay district regulations are intended to supplement the regulation of the underlying zoning districts and to provide for compatibility along the identified corridors."

In particular, this distinct zoning classification was established to:

1. Encourage and better articulate positive visual experiences along the town's major existing and proposed highway corridors.
2. Provide for the continued safe and efficient use of these highway corridors.
3. Maintain natural beauty and scenic, cultural, and historical character of these corridors, particularly distinctive views, vistas, and visual continuity.
4. Protect existing natural vegetation and wildlife habitats along these corridors.
5. Discourage indiscriminate clearing, excessive grading, and clear cutting along these corridors.
6. Minimize cut and fill operations by placing emphasis on the retention of the natural topography of these corridors.
7. Minimize intersections and individual site access.

In 2000, the Zoning Ordinance created authority for entrance corridor review by stating that "The Planning Commission shall evaluate all proposed development activities within the Entrance Corridor Overlay District, which will include a review of the location, character, and appearance

of new development in the District. It is the purpose of such review to determine, in a cooperative fashion with the applicant, whether a proposed development plan meets the guidelines and other standards of this District".



## Applicability

The ECO Design Guidelines apply to all projects located in the Entrance Corridor Overlay districts. Consistency with the provisions of the ECO Design Guidelines does not preclude compliance with other statutory development regulations associated with an application as required by the Town, or other relevant jurisdiction. The ECO Design Guidelines also apply to all Town capital projects, including design and construction of buildings and parks. These Guidelines may also be used to guide intensification projects outside of the corridors.

Activities that do not require development plan review include:

- Detached single-family dwellings;
- Agricultural structures required for on-premise farming operations.

## 2022 Comprehensive Plan

The ECO Design Guidelines are guided by the Comprehensive Plan adopted July 5th, 2022. The comprehensive plan provides overall guidance for future development by providing a series of goals to achieve.

## Design Review Process

A development plan must be submitted to the Zoning Administrator for any development in the ECO. The plans for review should illustrate the project and demonstrate to the Town how the proposal is consistent with the ECO ordinance and these Design Guidelines. The initial application should include written materials, graphic illustrations, site plan, colored building elevations, materials and colors lists, and diagrams necessary to demonstrate consistency.

The design review process is as follows:

1. A complete development plan shall be submitted to the Zoning Administrator.
2. After the complete development plan and related materials have been submitted, it shall be reviewed and processed by the Staff and other affected governmental agencies for conformity to the Zoning Ordinance, these guidelines and other applicable regulations. The Planning Commission shall act upon a complete development plan and related materials submitted by the applicant, or as modified by the development plan review process within thirty days, unless extensive modification to the development plan or extenuating circumstances require additional time.
3. Applicants shall be informed in writing of the outcome of their review including a list of required revisions, if necessary.
4. Applicants shall be informed in writing of a final approval of the development plan.

The following features and factors will be considered by the Planning Commission in determining the appropriateness of proposed construction, reconstruction, alteration or restoration of buildings or structures:

1. Overall architectural design, form, and style of the subject building or structure, including, but not limited to the height, mass and scale;
2. Exterior architectural details and features of the subject building or structure;
3. Texture, materials and color of materials proposed for use on the subject building or structure;
4. Design and arrangement of buildings and structures on the subject site; and
5. The extent to which the features and characteristics described within the paragraphs above, are architecturally compatible (or incompatible) with similar features and characteristics of other buildings and structures.

## Appeals

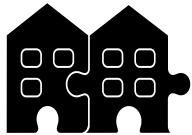
Appeals of a decision by the Zoning Administrator shall be to the Planning Commission as provided in Section 15.2-2311 of the Code of Virginia. Appeals of a decision of the Planning Commission by the applicant or a party in interest regarding a site plan, waiver, variation, or substitution shall be to the Town Council, provided that such appeal is filed with the Town Manager within ten calendar days of the decision being appealed. The appeal shall be placed on the agenda of the Town Council at the next regular meeting. The Town Council may reverse or affirm, wholly or partly, or may modify the decision of the Planning Commission. The decision is binding after 30 days if not appealed.





# Goals of the Entrance Corridor Overlay Design Guidelines

The Entrance Corridor Design Guidelines encourage the continuation of unique features in new projects that contribute a sense of community by differentiating various urban landscape elements from the surrounding area. The goals of these design guidelines are as follows:



## Aesthetic Harmony

Visual harmony and consistency creates an aesthetically pleasing environment. Designing communities in consideration with the environment protects sensitive areas and preserves natural habitats.



## Preservation of Views and Vistas

The preservation of views and vistas highlight sites with scenic, architectural, and/or historical significance, ensuring that key landmarks, natural features, and/or architectural elements remain visible and unobstructed. Architectural standards foster the creation of critical viewsheds.



## Community Character and Identity

A community's unique features contribute to the overall character and identity of a community, defining an area and contributing to a sense of place.



## Resilience and Disaster Mitigation

In coastal communities like Smithfield that are at risk of natural disasters such as hurricanes or flooding, regulating building locations can enhance resilience. Communities can safeguard against environmental hazards by ensuring that buildings have appropriate setbacks and adhere to architectural and landscaping standards to absorb flood waters, stabilize steep slopes, and provide protection from extreme winds.



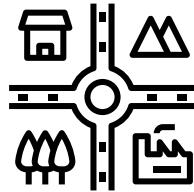
## Public Safety and Accessibility

It is essential that communities are safe and accessible for all. These guidelines support safety which create setbacks from roads and walkways, helping maintain clear sightlines for drivers and pedestrians, reducing the risk of accidents and enhancing overall safety. Legible signage and wayfinding which notifies individuals about destinations and assists navigation. Requirements which ensure that lighting is adequate for wayfinding and safety. Pedestrian and bicycle infrastructure which allows individuals of all modes to fully participate in the built environment in a safe way.



## Sunlight and Natural Light Access

Sunlight exposure and natural light access for both the building itself and neighboring structures is important for creating comfortable and well-lit living and working environments while preventing overshadowing of adjacent properties. Architectural standards create consistent setbacks and height.



## Efficient Land Use

In the urban environment, space is the most important resource. Efficient and optimal use of space coupled with architectural standards ensure structures are appropriately spaced while still maximizing the overall development potential of the site.

# ECO Design Guidelines Components

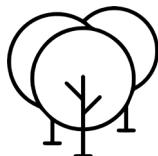
Throughout this document iconography indicates specific ECO design guideline components, and the corresponding goals which the iconography is achieving.



## Building and Lighting

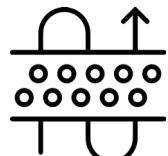
Consistent **building standards** enhance the visual cohesion of each corridor, promoting a sense of identity and attracting businesses that align with the established aesthetic.

Adequate **lighting** enhances safety, wayfinding, and the overall ambiance of each corridor, making it more welcoming for evening activities.



## Landscaping

A visually appealing environment with thoughtful **landscaping** contributes to the each corridor's aesthetic and creates a positive impression, influencing property values and encouraging businesses to thrive.



## Streetscape, Circulation, and Parking

Regulations for **parking** often outline the location, design, and capacity. This includes considerations for accessibility, landscaping, and integration with the overall design. The goal of these guidelines is to promote safety for both motorists and pedestrians of all ages and abilities throughout the corridors.

**Site circulation and parking** creating harmony between drivers, pedestrians, and cyclists creates a safer and more inclusive environment. Walkable spaces encourage people to explore the corridors, fostering social interaction and economic activity.



## Signs

Well-designed **signage** improves clarity, aiding navigation for both residents and visitors. It contributes to each corridor's overall coherence and supports local businesses.

## Components



Building &amp; Lighting



Landscaping



Streetscape, Circulation, &amp; Parking



Signs



Aesthetic Harmony



Views &amp; Vistas



Community Character



Resilience



Safety &amp; Accessability



Light Access



Land use



## Goals

	Building & Lighting	Landscaping	Streetscape, Circulation, & Parking	Signs
Aesthetic Harmony	✓	✓	✓	✓
Views & Vistas	✓	✓	✓	✓
Community Character	✓	✓	✓	✓
Resilience	✓	✓	✓	
Safety & Accessability		✓	✓	✓
Light Access	✓	✓	✓	✓
Land use	✓	✓	✓	

# CHAPTER 2: GUIDELINES

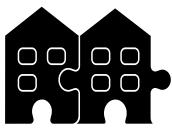




# Building Design

## Building Design Goals

Site and building design play a pivotal role in shaping the visual and functional aspects of entrance corridors, ensuring that they are not only aesthetically pleasing but also cohesive, accessible, and reflective of the community's values and aspirations. By adopting design guidelines and overlays for entrance corridors, Smithfield aims to preserve its unique sense of place while accommodating the needs and preferences of residents, businesses, and visitors.



### Aesthetic Harmony

Building design guidelines are instrumental in fostering aesthetic harmony within a community. These guidelines include specifications on architectural styles, materials, colors, and building heights ensuring that new construction complements the existing built environment. By creating a cohesive visual identity, guidelines prevent the clash of disparate architectural styles and promote a sense of visual unity. This consistency in design not only enhances the overall beauty of the area but also contributes to its charm and attractiveness, making it more appealing to residents and visitors alike. Aesthetic harmony, thus, elevates the quality of life.



### Preservation of Views and Vistas

Guidelines that consider the preservation of views are crucial along the corridors. These guidelines advise on building heights, placements, and the massing of structures to ensure that viewsheds remain unobstructed. By preserving these vistas, the Town maintains their unique character and cultural heritage, which can enhance residents' sense of place and contribute to local tourism. Protecting views also helps in sustaining the aesthetic and environmental value of the area, providing a lasting benefit to both current residents and future generations.



### Community Character and Identity

Building design guidelines play a significant role in reinforcing and promoting community identity. These guidelines draw upon local history, cultural influences, and traditional architectural styles to create a distinctive and recognizable look for a neighborhood or town. By incorporating elements that reflect the community's heritage and values, these design guidelines ensure that new developments are in harmony with the community's character, thereby preserving the local identity amidst growth and change.



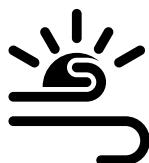
## Resilience and Disaster Mitigation

Incorporating resilience and disaster mitigation into building and site designs is essential for enhancing a community's ability to withstand and recover from natural disasters, and foster economic sustainability. Resilient development practices, such as sharing parking and appropriate setbacks, can ensure faster recovery in the aftermath of a disaster. This proactive approach not only protects lives and property but also minimizes economic disruption and contributes to long-term sustainability.



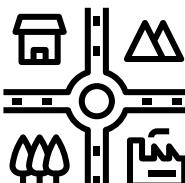
## Public Safety and Accessibility

These corridor guidelines incorporate opportunities for natural viewsheds and safe pedestrian pathways, which help deter crime and enhance the overall safety of public spaces. By adhering to these standards, buildings and sites are designed to prevent various hazards, thus reducing the likelihood of accidents and injuries.



## Sunlight and Natural Light Access

Ensuring adequate access to sunlight and natural light is a fundamental consideration in building design guidelines. Sufficient sunlight and natural light access enhance the quality of indoor environments, contributing to occupants' physical and mental well-being. Natural light reduces the need for artificial lighting, thereby lowering energy consumption and fostering sustainability.



## Efficient Land Use

Encouraging compact and efficient layouts helps to reduce urban sprawl, preserve open spaces, and promote more sustainable living patterns. Efficient land use supports the creation of vibrant, walkable communities with accessible amenities and services, reducing the need for extensive transportation networks.

## Building Design Guidelines

### Architectural Themes

- Encourage a diversity of architectural materials, forms and styles that respect the traditions of architecture in the Town of Smithfield including gable or hipped roof forms, standing seam metal roofing, brick, and wood siding
- Where existing developments do not provide appropriate examples, new development should strive to implement the intended vision rather than repeat existing patterns.
- Existing development should be upgraded as opportunities arise.
- Architectural transplants from other regions and pasting Colonial details on generic architectural forms are examples of building designs that are neither appropriate nor desirable.
- Franchise design on corporate signature buildings should follow the same guidelines applicable to other buildings.



Above: The McDonald's, located at 1811 South Church St, shows how corporate or franchise designs can meet the Town's Entrance Corridor requirements in a more contemporary way with a variety of materials used to scale down the facade, awnings over the windows, and a minimal cornice detail.

## Human Scale

Human-scale in architecture and planning refers to the design principle of creating built environments that are proportionate and comfortable for human interaction and activity. It emphasizes the importance of designing buildings, streetscapes, and public spaces at a scale that is intuitive and conducive to human perception, movement, and experience.

At its core, human-scale design aims to:

- **Promote Proportion:** Human-scale design prioritizes proportions that feel natural and harmonious to human observers. This involves considering the size, height, and spacing of architectural elements in relation to the human body, ensuring that buildings and streetscapes do not overpower or overwhelm individuals with their scale.
- **Encourage Walkability:** Human-scale environments are designed to facilitate walking and pedestrian activity by creating comfortable and inviting pathways, sidewalks, and streetscapes. This includes providing ample space for pedestrians, minimizing vehicular dominance, and incorporating features such as street trees, lighting, and public amenities to enhance the pedestrian experience.
- **Foster Social Interaction:** By creating spaces that are human-scaled, architects and planners can encourage social interaction and community engagement. Human-scale environments often feature pedestrian-friendly streetscapes, public squares, and gathering spaces that invite people to linger, converse, and connect with one another.
- **Enhance Livability:** Human-scale design contributes to the overall livability and quality of life in urban and suburban areas by creating environments that feel comfortable, safe, and welcoming to residents and visitors alike. This includes designing buildings with human-sized entrances and windows, providing access to natural light and ventilation, and incorporating greenery and public art to enhance the visual appeal and vibrancy of the built environment.

Human-scale design prioritizes the needs, comfort, and well-being of people in the built environment by creating spaces that are proportionate, walkable, socially engaging, and conducive to quality of life.

## Building Proportion

- The relationship of building width to height should be compatible with neighboring buildings along the same street.
- To minimize the visual impact on an area with smaller scaled structures, the new buildings should incorporate design techniques which strengthen its design relationship to adjacent buildings: stepping back the building as it increases in height, varying the surface planes of the building, and breaking up the roof line to create smaller components.
- Use techniques to reduce the perceived mass of large buildings including articulated bases, water-tables, string courses, cornices, material changes and patterns, and fenestration to reduce the apparent height of a large building.
- Fake windows and similar details are not appropriate articulation.
- Use variation in materials, textures, patterns, colors and details to break down the mass and scale of the building.



The image above shows the side of the Wendy's, located at 1201 Benns Church Blvd, where the drive-thru line wraps around the building. The brick material wraps the entire building because, unlike a storage use or other retail uses, patrons will be able to see and access all sides of the building. The wall-mounted lighting, the gable vents, and the faux shutters are also included on this side of the structure. Designs should consider the user experience first.

## Building Orientation

- Use buildings to define edges and provide a human scale.
- Large shopping centers should prioritize a street-facing orientation.
- Large work area doors or open bays should not open towards or face the corridor.
- Items such as roll-up doors and service doors should be located on building elevations that are the least visible from public streets/corridors, and adjacent developments.

## Facade Design

- Provide detailed facade treatments on any elevation that is visible from streets/corridors or from any primary elevations of adjoining developments.
- Avoid use of unadorned blank walls on elevations which face the corridors.
- The facade should be indicative of the use of the building.
- For retail and mixed-use structures, a traditional three-part facade with an articulated storefront is recommended.
- Large windows should be located on the ground floor.
- Clearly defined entrances through architecture such as attractive vestibules and welcoming doorways contribute to a positive experience for customers.

## Adaptive Reuse

Repurposing older buildings for contemporary uses adds character and diversity to the corridor. Adaptive reuse projects contribute to the preservation of architectural heritage while meeting contemporary demands.



Q Daddy's BBQ is an example of a successful adaptive reuse. The BBQ restaurant was formerly a Texaco Gas Station. The family purchased and adapted the building in 2017 by adding a commercial kitchen and dining room.

## Building Height

- The height of a new building should be compatible with neighboring buildings.
- A corner building may be taller than adjacent buildings to define a primary entrance point to the block.
- Portions of a building that may overwhelm human-scaled site should be stepped back from the primary facade.

## Roof Form

- A building's roof form should relate to its use and be proportional to the building.
- Larger scaled buildings should have varied roof forms and roof lines in order to minimize monolithic visual impacts.
- Roof materials and colors should blend with building materials and colors.
- If a shed roof or flat design is used, add a parapet wall to screen the roof.
- Avoid a visible monolithic expanse of roof on large-scale buildings. Break the roof mass with elements such as gables, dormers, or parapets. Scale these features to the scale of the building.
- On roofs that are visible such as gable, hipped or shed designs, use quality materials such as metal or textured architectural shingles.
- Any equipment located on a roof should be screened from public view.



Left: The Wendy's located at 1201 Benns Church Blvd uses a dark red brick with slate-colored shingle on the roof. The gabled roof intends to represent the common roof forms in the Town's historic downtown. The vents in each gable peak, the faux shutters, and the architectural lighting brings the scale of the building down.



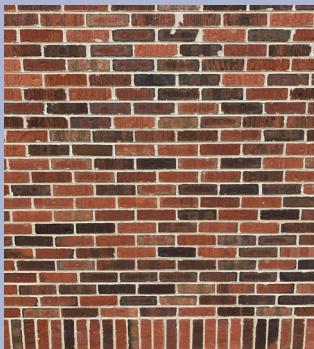
Above: The structure at 19290 Battery Park Rd demonstrates a logical arrangement and use of multiple materials. The brick, located on the lowest section of the building, represents the weight of the building and indicates that the structure is grounded. The second and third materials represent two types of historic horizontally lapped fiber cement siding and a fiber cement cedar shake siding.

Below: The development at 401 North Church St is an example of appropriate facade treatment and orientation. The facade of the structure is brick-clad with architectural details, such as the archways on the first floor, balustrades, lintels above the windows, and a large cornice. The rear is red metal with minimal architectural detail. The colors across this development are earth-tone with red hues, primarily from the metal in the rear.



## Material Selection

- Building materials affect the Entrance Corridor's aesthetic and should be considerate of the long-term maintenance.
- Cohesive materials at each entrance point to the Town presents a welcoming message.
- Durable and visually appealing materials that are reflective of existing, preferably historic, materials within the Town of Smithfield are encouraged.
- Material selection is most impactful on any facade visible from the right-of-way (ROW). Sections that are not visible from the ROW may use alternative materials approved by the Planning Commission.
- Choose materials that offer texture and avoid monotonous surfaces. For example, use wood, brick, stone, stucco, or new synthetic materials that approximate the look and dimension of these materials.
- Appropriate materials are masonry, brick, and cementitious siding with a shingle roof.
- Avoid the use of aluminum and corrugated/ flat sheet metal. Vinyl siding and plain concrete block should also be avoided.



*Brick, masonry, and cementitious siding are the preferred siding materials. Inappropriate materials include concrete, corrugated metal, and blank walls.*

## Color

- A coordinated palette of colors should be created for each development. The palette should be compatible with adjacent developments.
- Set the color theme by choosing the color for the material with the most area. If there is more roof than wall area in a development, roof color will be the most important color choice and will set the tone for the rest of the colors.
- Limit the number of color choices. Generally there is a wall color, a trim color, an accent color, and a roof color.
- Use natural tints of materials such as reds, browns, tans, grays, and greens.
- Use color variation to break up the mass of a building and provide visual interest.



Above: The building at 18496 Canteberry Ln takes inspiration from architectural details found in Smithfield's historic downtown. The overall structure is representative of the colonial style architecture from the Town's establishment with a large hipped roof, two chimneys, symmetrical window placement, and a hipped roof form on each dormer.

Below: The design of 1617 South Church St uses colonial features, such as a keystone in the lintels and a pronounced storefront with a closed pediment.



## Storefront Design

- For retail commercial structures, use the traditional two- or three-part facade of cornice, patterned upper-story windows, and a storefront with articulated base.
- Use storefronts or large display windows at the street level. The design and aesthetics of storefronts have a direct impact on the message of a commercial corridor.
- Elements such as window displays, signage, and entrance design contribute to the corridor's character and atmosphere.
- Strive for designs that reflect the architectural traditions of the Town.



Left: The entrance into Q Daddy's BBQ, located at 1007 South Church St, is defined by the awning and the vertical sign. The entrance faces the ROW. Additionally, the firewood acts as a site feature to express the use within the building. Awnings in Smithfield bring the scale of the buildings to a pedestrian level and identify the main entrances.

Right: The canopy at 1119 South Church St meets the Guideline criteria by matching materials to the primary structure, matching the scale of the primary structure, and appropriate illumination.



## Awnings

- Awnings can be used to delineate where a traditional cornice would be between a first-floor storefront and the second floor residential or office.
- Colors should coordinate as part of an overall color scheme. Solid colors, wide stripes, and narrow stripes are considered as appropriate, but not in an alternating manner.
- Awning forms may be angled or curved.

## Canopies

- Canopies should have materials and forms that repeat on the adjoining building to integrate the service structure rather than define it as a separate element on the site.
- Do not illuminate the canopy cornice.
- Use a single color on the canopy cornice that is a primary color on the adjoining building.

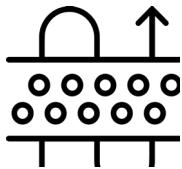
## Architectural Details

- Architectural details on building facades, including materials, textures, and ornamentation, contribute to the overall identity of the commercial corridor.
- Consistent or complementary facade elements create a cohesive streetscape.
- Vertical windows give a more traditional feel, while horizontal windows lend a contemporary look.



Above: This brick building at 201 Gumwood Dr has several distinct architectural features such as a hipped roof with architectural shingles, brick columns, dormers, and a gable-style front entry to enhance the front facade.

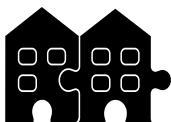




# Streetscape, Circulation, and Parking

## Streetscape, Circulation, and Parking Design Goals

Regulating building location on a site is a comprehensive approach which takes into account aesthetic, safety, environmental, and community considerations. It plays a pivotal role in shaping the physical form and functionality of urban and suburban spaces, contributing to the overall well-being and sustainability of a community.



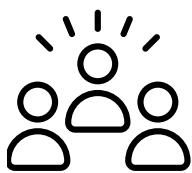
### Aesthetic Harmony and Streetscape Consistency

By regulating building locations, planners can ensure a harmonious and consistent aesthetic within a community. Consistent setbacks and alignments contribute to a visually appealing streetscape, creating a sense of order and unity.



### Preservation of Views and Vistas

Strategic regulation of building placement helps preserve important views and vistas. This is especially critical in areas with scenic or historical significance, ensuring that key landmarks, natural features, or architectural elements remain visible and unobstructed.



### Community Character and Identity

The location of buildings contributes significantly to the overall character and identity of a community. Consistent building placement helps maintain or enhance the unique features that define a neighborhood, contributing to a sense of place and community identity.



### Resilience and Disaster Mitigation

Building location regulations can incorporate environmental considerations. For example, setbacks from environmentally sensitive areas, such as wetlands or water bodies, can help protect ecosystems, preserve natural habitats, and act as natural floodplain for floodwaters. Ensuring proper setbacks and adherence to building codes can reduce vulnerability to environmental hazards.



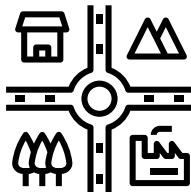
## Public Safety and Accessibility

Proper building placement is essential for public safety and accessibility. Regulating setbacks from roads and walkways helps maintain clear sight lines for drivers and pedestrians, reducing the risk of accidents and enhancing overall safety.



## Sunlight and Natural Light Access

Regulating building locations considers the impact on sunlight exposure and natural light access for both the building itself and neighboring structures. This is important for creating comfortable and well-lit living or working environments and preventing overshadowing of adjacent properties.



## Efficient Land Use

Efficient land use is achieved by strategically placing buildings on a site. Regulations can guide developers to optimize the use of space, ensuring that structures are appropriately spaced while still maximizing the overall development potential of the site.



The image above illustrates how landscaping can be used to provide guidance to vehicles on a site as well as buffer views from the street. Additionally, the brick walkway stands out against the asphalt as a space for pedestrians, indicating that vehicles need to slow down on this site, located at 1119 South Church St.

## Streetscape Standards

### Streetscape Vegetation

- Use street trees to provide shade for the public sidewalk and the site, a sense of enclosure on the site, and to define the edges of the site against the ROW.
- Use landscaping to create individual corridor and sub-area identities through the coordinated selection of specific native species of plants and trees being mindful of sizes, colors and shapes. Non-native vegetation should be replaced.

### Streetscape Furniture, Public Art, Monuments

- Street furniture, including benches, seating areas, and shelters, provides functional comfort for pedestrians. Place street furniture such as seating, and receptacles along the streetscape edge. Consider dual-purpose art and furniture. Streetscape furniture should be cohesive in material, color, and scale.
- Use consistent materials and designs.
- Use traditional designs constructed of wood and/or painted metal.
- Ensure that the pedestrian flow is not impeded by furniture.
- Locate art and monuments where they will be accessible to the public.
- The placement of outdoor amenities and furnishings, such as benches, seating, recreational equipment, or public art installations should prioritize pedestrians.
- Furnishings and public art can be used to screen parking in addition to vegetation or appropriate architectural screening.

Right: 1807 South Church St provides a plaza accessible to pedestrians from the ROW.



Above: The fuel pumps at 1201 South Church St are semi-screened with trees and low shrubs from view at the ROW.



## Fences

- Fences are discouraged along the highway right-of-way and should be set back from the right-of-way to allow a clear area for utilities and landscaping.
- Avoid untreated wood, chainlink or wire fences, concrete block walls, or other utilitarian fence materials.
- Use paint or opaque stains on pressure treated or unpainted wooden fences.
- Fence stringers (the structural framing of the fence) should face the interior of the subject lot, with the finished side facing out away from the subject property.

## Screening

- Dumpsters, fuel tanks, mechanical equipment, and parking visible from the road should be screened.
- The design of walls and screens for dumpsters and mechanical equipment should be consistent within the context of the Town's materials, colors and textures.
- Vegetative screening can be used to screen parking.
- Utilities should be located underground to the extent possible.
- Equipment on roofs or sides of buildings should not be visible from streets.
- When the mechanical equipment vents, meters, satellite dishes and similar equipment is ground mounted, screening should include either an opaque fence or wall made of the same material as the building or an evergreen hedge that screens objectionable views.
- Colors should be coordinated among all these elements and compliment the rest of the building.
- Screen and landscape dumpsters with a solid barrier wall, fence, or dense evergreen plants when multiple sides are visible from external or internal roadways and adjacent properties.



Above, left: The enclosure belongs to the Burger King at 1228 Smithfield Plaza. It screens the visibility of the dumpster from the ROW and matches the enclosure materials with the materials of the building.  
Above, right: This enclosure, located at 1403 South Church St, screens the visibility of the dumpster.

## Circulation & Parking

### Vehicular Access to the Site

- If a new curb cut is requested, existing cuts must be blocked off to traffic.
- Parking areas along the corridors should be behind the primary building in order to create longer uninterrupted stretches of sidewalks and limit dangerous pedestrian connections across parking area entrances.
- Undefined (no curb) parking areas along the corridor should be avoided.



Above: Shared parking between the commercial and government uses at 1305-1403 South Church St.

### Bicycle Access to the Site

- Provide protected lanes for bicycles and/or a shared-use path for both pedestrian and bicycles to access the site.
- Provide facilities to store or lock bicycles that are clearly visible and at the primary entrance of the building. Bike racks should not impede pedestrian passage. If needed, use easily visible signs to designate bicycle routes and crossings.

### Parking Lots

- Place parking lots strategically to minimize their impact on pedestrian areas and prioritize convenient access for pedestrians.
- Locate parking lots to the rear or side of buildings to maintain a pedestrian-friendly streetscape along primary thoroughfares. New structures may consider placement at the front of an existing paved site, therefore “placing” the parking behind the building.
- Existing parking lots, driveways, and curb cuts should be prioritized.

### Connected Lots

- Adjacent parking lots should be connected when feasible to minimize the number of curb cuts on the street. Shared access to parking lots between businesses is encouraged.
- Where no development is planned in the adjacent lot, the site plan should indicate a potential connection.

## Pedestrian Access to the Site

- Provide unbroken pedestrian routes between developments.
- Place paths in a logical pattern where people will walk. Follow worn paths if present.
- Separate sidewalks from the curb by a landscaped buffer.
- Ensure that private development pedestrian pathways connect to public pedestrian pathways.
- Provide crosswalks at intersections on the site, specifically between major pedestrian destinations, cross-lot parking, and in front of building entrances.
- Design crosswalks to highlight their visibility by slightly raising them, making them wider, constructing them of materials other than asphalt, and/or by using bulb-out corners that reduce their length.
- Avoid excessive curb cuts for vehicular access. Where curb cuts are necessary, mark the pedestrian passage with a change in materials, color, texture or grade.
- Design sidewalks appropriately for the site and the expected amount of foot traffic according to the site's projections and the Town's Comprehensive Plan.
- Use common streetscape elements, materials, and designs to visually link the corridor areas and neighborhoods.



Above: The McDonald's at 1811 South Church St is an example of pedestrian access that meets the design guideline criteria. Streetscape lighting should strategically illuminate both the public space and the site.

## Curb Cuts and Driveways

Curb cuts and driveways play a crucial role in shaping the walkability and overall pedestrian experience in urban environments through:

- **Accessibility:** Curb cuts provide access for pedestrians, including those with mobility aids such as wheelchairs, walkers, or strollers, to safely cross streets and navigate sidewalks. Without curb cuts, individuals with disabilities may encounter barriers that hinder their ability to move freely within the built environment, limiting access to essential services, amenities, and opportunities.
- **Safety:** Well-designed curb cuts and driveways help manage vehicular and pedestrian traffic, reducing conflicts and enhancing safety for all road users. Properly marked and aligned curb cuts improve visibility and awareness, allowing drivers to anticipate pedestrian movements and yield appropriately at intersections and crossing points. Additionally, raised crosswalks and speed-calming measures can further enhance safety by slowing vehicle speeds and prioritizing pedestrian comfort.
- **Continuity:** Curb cuts and driveways should be seamlessly integrated into the urban fabric to maintain continuity and connectivity within the pedestrian network. In a walkable environment, it's essential to minimize interruptions and obstructions along sidewalks and pedestrian routes to encourage continuous movement and support active transportation modes such as walking and cycling. Thoughtful design considerations, such as locating driveways away from intersections and providing ample buffer space between pedestrian and vehicular zones, can help preserve the pedestrian realm and promote a sense of cohesion and coherence in the streetscape.
- **Aesthetics:** The design and placement of curb cuts and driveways can significantly impact the visual quality and aesthetic appeal of the streetscape. Integrating these elements harmoniously with the surrounding built environment through landscaping, material selection, and design details can enhance the overall attractiveness of the urban environment and create a more pleasant and inviting pedestrian experience. Additionally, incorporating green infrastructure elements such as street trees, planters, and bioswales can soften the visual impact of driveways and curb cuts while providing environmental benefits such as shade, stormwater management, and habitat creation.

## Parking Lot Materials

- Existing gravel is permitted through a Planning Commission waiver.
- Alternative materials, such as asphalt milling, may be considered on a case-by-case basis.
- Parking lot materials are essential for functionality, durability, and aesthetics. Selection may depend on factors such as budget, traffic volume, and environmental considerations.
- Common materials include: Asphalt: Cost-effective, easy installation, smooth surface; Concrete: Durable, strong, suitable for heavy traffic; Permeable pavers: Allow water infiltration, reduce runoff, mitigate flooding.
- Ensure that parking lot surfaces are level, stable, and slip-resistant to accommodate individuals with mobility aids and ensure universal access.



Above: Gravel used as a parking lot material at 1113 South Church St.

## Parking for Mixed-Use Developments

- Integrate parking facilities within mixed-use developments to reduce the need for standalone parking lots and encourage pedestrian activity.

Right: The parking lot, located at 1807 South Church St, provides a clear pedestrian crosswalk by using a distinctly different material than the parking asphalt. The parking for this development is located to the side and rear of the primary structure, contains layers of lighting, and has vegetation used throughout the site to provide shade and character as well.



## Markings and Signage

- Parking lots should be clearly demarcated with striping. Travel lanes should have clear markings.
- Avoid large expanses of unmarked pavement; paved areas should be clearly delineated as parking areas, travel lanes, and loading zones.
- Incorporate marked crosswalks and signage to clearly indicate pedestrian crossings and enhance pedestrian awareness of vehicle movements.
- Use pavement markings, signage, and wayfinding to guide pedestrians safely to their destinations.



Above: Circulation signage located at 1119 South Church St.

## Shared Parking Agreements

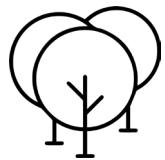
- Adjacent businesses are encouraged to share parking during off-hours.
- New users with parking lot sharing agreements may have parking requirements waived by Town Council through a successful Special Use Permit application.

## Accessibility

- Provide accessible parking spaces and routes that comply with ADA (Americans with Disabilities Act) requirements, including proper signage, slopes, and dimensions.

## Rear Access Roads

- Rear access roads should be built when feasible. Rear access roads run parallel to the main corridor and provide alternative access to commercial properties.
- Access roads should funnel vehicular traffic to signalized intersections when possible.



# Landscape & Lighting

## Landscape and Lighting Design Goals

Landscaping is not just about arranging plants; it's about creating dynamic and resilient outdoor spaces that thrive and evolve over time. **Layered Landscaping** is one approach that has gained popularity among landscape designers and gardeners. Layered landscaping involves arranging plants in distinct vertical layers, mimicking natural ecosystems and maximizing the ecological and aesthetic potential of a space. Layered landscaping addresses the following concerns:



### Preservation of Views and Vistas

Layered landscaping adds visual interest, depth, and texture to urban environments, enhancing the overall aesthetic quality of public spaces, streetscapes, and developments. By incorporating a range of native plant species and vertical layers, layered landscapes create vibrant and inviting outdoor spaces that contribute to the beauty and livability of urban areas.



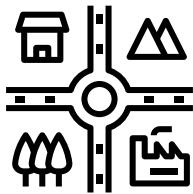
### Community Character and Identity

Layered landscaping fosters well-being by providing opportunities for recreation, relaxation, and social interaction. Multiple layers of vegetation offer shade, sensory experiences, and a seasonal interest that create inviting gathering spots for residents and visitors alike. These spaces also promote physical activity, mental health, and social cohesion.



### Resilience and Disaster Mitigation

By mimicking natural ecosystems, layered landscaping improves ecological resilience in urban areas. Each layer of vegetation contributes to soil health, water retention, and nutrient cycling to reduce the impact of urbanization. The diverse plantings help mitigate the urban heat island effect, regulate micro-climates, and reduce stormwater runoff.



## Efficient Land Use

Layered landscaping promotes biodiversity by incorporating plants of varying heights, growth habits, and blooming periods. This diversity provides habitat and food sources for wildlife, including pollinators, birds, and beneficial insects. In urban areas where green space is limited, layered landscaping helps support local ecosystems and enhance urban biodiversity.



## Public Safety and Accessibility

These guidelines incorporate opportunities for adequate lighting, and safe pedestrian pathways, which help deter crime and enhance the overall safety of public spaces. By adhering to these standards, buildings and sites are designed to prevent various hazards, thus reducing the likelihood of accidents and injuries.



Above: The police station at 913 South Church St is an example of layering with ground cover, short to medium-height shrubs, and semi-tall grasses.

# Landscaping Standards

## Maintenance

- The integrated approach of layered landscaping can result in lower maintenance requirements by self-mulching, naturally decreasing weed growth, reducing water usage, and providing a natural erosion control.
- Remove dead and decaying organic material when needed.
- The existing topography should be preserved intact as much as possible to minimize disruptions in drainage, preserve natural land forms and existing vegetation and retain such features as mature woods and riparian areas.
- Refer to the *Zoning Ordinance, Article 3.R Section D: Tree Protection* for specific guidance on the preservation of site trees.

## Irrigation

- All sites are encouraged to provide an underground irrigation system, or have a regular watering schedule.

## Components of a Layered Landscape

### Canopy Trees (Upper Layer):

- Select large shade trees to form the upper layer of the planting scheme.
- Canopy trees should be located closer to the perimeter of the site to enhance the shading along the public sidewalk.
- Space canopy trees appropriately to allow for mature growth, ensuring they do not compete for sunlight or root space.

### Understory Trees (Middle Layer):

- Plant understory trees beneath the canopy layer to provide additional vertical structure and seasonal interest.
- Small fruiting trees can be considered understory trees.
- Choose understory trees that complement the canopy species and add visual diversity to the landscape.

### Shrubs (Intermediate Layer)

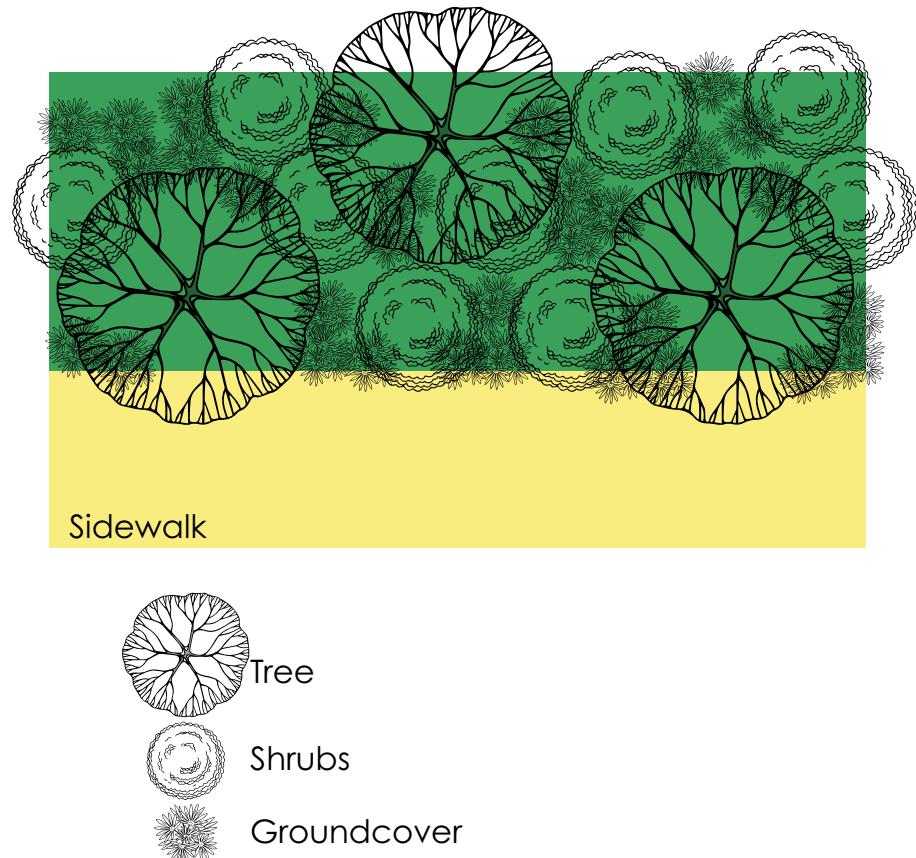
- Integrate shrubs into the intermediate layer to fill the space between understory trees and groundcover plants.
- Select shrub species with varying heights, textures, and flowering periods to create visual interest and habitat diversity.

### Groundcover Plants (Lower Layer)

- Plant low-growing groundcover plants to cover the soil surface and suppress weed growth.
- Choose groundcover species that are resilient, drought-tolerant, and provide erosion control benefits.

### Herbaceous Perennials (Understory Layer)

- Incorporate herbaceous perennials into the understory layer to add seasonal color, texture, and biodiversity.
- Perennials can be used for temporary decorations around the site and are especially encouraged close to the primary entrance or in places where patrons may spend time, such as an outdoor patio.
- Select perennial plants that bloom at different times of the year, providing continuous interest and attracting pollinators.



Above: The diagram shows how a layered landscape should include not only canopy trees, but also various shrubs and groundcover. Trees should provide shade to the sidewalk. Ground cover and shrubs should provide visual interest and ecological benefits. All the vegetation should be complimentary to each other. Seek input from a landscape architect or other specialist when selecting plants.

# Planting Selection

## Native Plant Species

The following list contains species that are native to southern and coastal Virginia as well as species that can withstand the landscapes. Native plants help to maintain a healthy ecosystem for local wildlife. There are many other options as seen in Native Plants for Southeastern Virginia. Please refer to the Virginia Department of Conservation and Resources ([www.dcr.virginia.gov/natural-heritage/nativeplants](http://www.dcr.virginia.gov/natural-heritage/nativeplants)) for a detailed list of native plants.

### Shade and Ornamental Trees

- **River Birch Tree:** These medium to tall trees can thrive in wet and dry ecosystems. While not a wide tree, they can provide ample shade for dynamic areas.
- **White Oak:** Drought resistant, these trees can survive long periods without moisture, but thrive with abundant sunlight. Though these trees grow slowly, at maturity they provide shade and stability to local planting areas.
- **Canada Serviceberry:** These smaller decorative trees are often found in more swamp-like environments within North America, but provide nice visuals in planting areas.
- **Red Maple:** Growing quickly for a tall tree, red maples provide abundant shade and a pop of color to a potential monochromatic planting landscape. They do well in most soils but are best suited for areas with less density.
- **Willow Oak:** Similar to the white oak, willow trees are drought resistant and fare better in more acidic environments in populated areas. They too take a while to grow, but provide shade and a unique texture when compared to other oaks.



River Birch



White Oak



Canada Serviceberry



Red Maple



Willow Oak

**Additional large shade trees to consider:**

- American Sycamore (*Platanus occidentalis*)
- Sweetgum (*Liquidambar styraciflua*)
- Hackberry (*Celtis occidentalis*)
- Southern Magnolia (*Magnolia grandiflora*)

**Additional ornamental trees to consider:**

- Eastern Redbud (*Cercis canadensis*)
- Flowering Dogwood (*Cornus florida*)
- American Holly (*Ilex opaca*)
- Eastern Red Cedar (*Juniperus virginiana*)
- Eastern Red Pine (*Pinus resinosa*)



Common Elderberry

**Bushes and Shrubs**

- **Common Elderberry (*Sambucus canadensis*)**: This large multi-stemmed shrub grows at a very rapid rate. It provides a bit of color and can be used to decorate perimeters like parking lots and open plazas. Its versatility can allow it to be impactful in urban and suburban environments.
- **Beautyberry (*Callicarpa americana*)**: A colorful alternative, beautyberry shrubs require minimal watering and are native to parts of southern Virginia. They help cultivate a thriving local environment and biodiversity due to their purple fruit.
- **Arrowwood (*Viburnum dentatum*)**: Similar to the elderberry, arrowwood is a larger bush with white accents. It can tolerate various PH levels in soil making this plant a sturdy option when planting.
- **Virginia Sweetspire**: This smaller shrub thrives in slightly moist environments that are found all over coastal Virginia. White in the spring and summer and reddish bronze in the fall, these add an interesting pop of color.



Arrowwood

**Additional shrubs to consider:**

- Inkberry (*Ilex glabra*)
- Summersweet Clethra (*Clethra alnifolia*)
- Dwarf Fothergilla (*Fothergilla gardenii*)



Virginia Sweetspire

## Ground Cover and Flowers

- **Common Yarrow (*Achillea millefolium*):** A smaller alternative to some of the previous mentioned bushes, the common yarrow retains the same white color, but takes up less space in planting areas. Drought tolerant, these flowers do well with shade.
- **Lyre-leaf Sage (*Salvia lyriata*):** Blooming in multiple colors like blue, purple, and white, the lyre leaf sage is an eye catching planting option. Growing to about two feet tall, this plant can survive in moist or dry environments. It is also a great local pollinator for lawns.
- **Southern Sundrops (*Oenothera fruticosa*):** Suitable for tough soils, these flowers bloom in late spring and all throughout the summer. They can grow and spread quickly under perfect conditions
- **Swamp Milkweed:** These flowers bloom in a variety of colors usually ranging from a light pink to a darker reddish purple. They can grow up to seven feet and thrive in moister soils.
- **Mountain Mint:** Native to eastern North America, these flowers have a long blooming period. Blooming in blue, white, and purple, they can provide color to your urban landscapes. They take to various soils easily and serve as a great pollinator.



Mountain Mint



Southern Sundrops



Lyre-Leaf Sage



Swamp Milkweed



Common Yarrow



Beautyberry

**Additional perennial flowers to consider:**

- Black-eyed Susan (*Rudbeckia hirta*)
- Purple Coneflower (*Echinacea purpurea*)
- Butterfly Milkweed (*Asclepias tuberosa*)
- Goldenrod (*Solidago* spp.)
- Blazing Star (*Liatris* spp.)

**Additional annual flowers to consider:**

- Zinnia (*Zinnia elegans*)
- Marigold (*Tagetes* spp.)
- Sunflower (*Helianthus annuus*)
- Cosmos (*Cosmos bipinnatus*)
- Lantana (*Lantana camara*)

## Common Plants to Avoid:

Below is a list of non-native plants that, while often valued for their ornamental qualities or utility in landscaping, can have negative ecological impacts when they escape cultivation and become invasive. It's important for landowners, landscapers, and municipalities to be aware of these species and take steps to prevent their spread and manage existing populations in order to protect native ecosystems and biodiversity.

- **Japanese Honeysuckle (*Lonicera japonica*)**
- **Tree of Heaven (*Ailanthus altissima*)**
- **English Ivy (*Hedera helix*)**
- **Privet (*Ligustrum* spp.)**
- **Bradford Pear (*Pyrus calleryana* 'Bradford')**
- **Japanese Barberry (*Berberis thunbergii*)**
- **Japanese Knotweed (*Reynoutria japonica*)**
- **Bamboo (Various genera)**

The image to the right near 1201 South Church St along Battery Park Rd. This image provides an example of lightly layered landscaping in Smithfield as the landscaping is improving the pedestrian experience, articulating pathways, creating a buffer between the ROW and the building(s).



## Climate-Resilient Commercial Development

Below is a guide for planning a climate-resilient commercial site that developers can use to create a more sustainable and adaptive built environment that enhances resilience to climate-related risks, safeguards business operations, and promotes the long-term viability of the site and surrounding community.

### Site Assessment

- Identify existing natural features, drainage patterns, and soil conditions to inform design decisions.

### Climate Data Analysis

- Obtain and analyze historical climate data, projections, and local climate assessments to anticipate future climate conditions and associated risks. Consider factors such as temperature trends, precipitation patterns, and frequency of extreme weather events.

### Design Principles for Climate Resilience

- Incorporate climate-resilient design principles into the site plan, focusing on strategies to mitigate and adapt to climate-related risks. Emphasize measures such as green infrastructure, sustainable water management, heat island reduction, and stormwater retention to enhance resilience.
- The existing topography should be preserved as much as possible to minimize disruptions in drainage, preserve natural land forms, existing vegetation, and features such as mature woods and riparian areas.

The image to the right, at 1119 South Church St, provides an example of lightly layered landscaping. This example shows how landscaping can improve the pedestrian experience, articulating pathways, creating a buffer between the ROW and the building(s). This example of layered landscaping also indicates the primary entrance.



## Design Principles for Climate Resilience

### Green Infrastructure

- Green infrastructure elements such as green roofs, rain gardens, bioswales, and permeable pavements are encouraged as they manage stormwater runoff, reduce flooding, and mitigate heat effects.
- Use native vegetation in landscaping to enhance biodiversity, improve soil health, and provide a habitat for wildlife.
- Use water-efficient fixtures, appliances, and landscaping practices to minimize water consumption and reduce strain on local water resources.
- Incorporate rainwater harvesting, graywater recycling, and stormwater management strategies to capture, treat, and reuse water onsite.

### Sustainable Water Management

- Implement water-efficient landscaping practices, including drip irrigation, soil moisture sensors, and drought-tolerant plants, to minimize water consumption and enhance drought resilience.
- Install rainwater harvesting systems to capture and reuse rainwater for irrigation and non-potable uses, reducing dependence on municipal water sources.
- Stormwater retention should follow the Town's requirements.

### Heat Island Reduction

- Design buildings and parking areas with reflective roofing materials, light-colored surfaces, and shade structures to reduce heat absorption and minimize the urban heat island effect.
- Incorporate green spaces, trees, and vegetation into the site design to provide shade, improve air quality, and create micro-climates that mitigate heat stress.

### Resilient Building Design

- Construct commercial buildings with climate-resilient features such as elevated foundations, flood-resistant materials, and energy-efficient systems to withstand extreme weather events and minimize damage.
- Consider incorporating passive design strategies such as natural ventilation, daylighting, and thermal mass to reduce reliance on mechanical heating and cooling.
- The use of durable, low-maintenance, and locally-sourced building materials with high recycled content and low embodied carbon is encouraged, as well as materials with third-party certifications, such as Forest Stewardship Council (FSC) certification for wood products or Cradle to Cradle certification for sustainable and circular materials.
- Design buildings to exceed minimum energy code requirements

# Lighting Standards

## Fixture Selection

- Choose fixtures that are specifically designed and certified as Dark Sky-compliant. These fixtures are engineered to minimize light pollution by directing light downward and are full cutoff or fully shielded and reducing glare, spill, and skyglow.
- Ornamental lighting fixtures are encouraged along pathways to add visual interest and enhance the character of public spaces. These fixtures can incorporate decorative elements, such as intricate patterns, artistic designs, or historical references, that complement the surrounding architecture and landscape. Ornamental fixtures should be selected to align with the overall design theme of the area while meeting functional lighting requirements.
- Low-profile fixtures, such as bollard lights or recessed lighting, can be installed along sidewalks to provide subtle, ambient illumination while minimizing visual clutter and obstructions. Ground-level lighting is particularly effective for guiding pedestrians along pathways and enhancing wayfinding in public spaces.

## Architectural Lighting

- Lighting on the site should occur in layers: streetscape, site/parking lot, and facade.
- Architectural lighting can highlight specific features, such as facades or signage, contributing to the overall ambiance.



Above and right: Two examples of parking lot fixtures in the Entrance Corridors.

## Lighting Placement

- The placement and design of lighting should be considerate of existing light, including architectural or streetscape.
- Lighting on-site should occur in layers including: streetscape, pedestrian, and architectural.
- Lighting in commercial areas should not spill over onto adjacent residential areas.
- Pedestrian-scaled lighting should be featured in public spaces and sidewalks. Poles should be no higher than twelve (12) feet.
- Ground-level lighting can be used to illuminate pedestrian pathways and landscaping elements.



Above: Downward-facing lights located at 1007 South Church St.

## Intensity and Color Temperature

- Consistent levels of illumination should be maintained in public areas. Safe and comfortable circulation depends on the consistency of illumination rather than on the level or brightness of the lighting.
- The color of light source should be considered. High-pressure sodium produces a yellow colored light, while metal halide is a more natural white light.
- Compliant exterior light should have an output between 200-500 lumens.
- Choose warmer color temperatures of 2700K-3000 Kelvin to create a more natural nighttime environment.



Below: Downward-facing lights located at 1403 South Church St.

## Timers and Controls

- Implement timers, motion sensors, or other lighting controls to ensure that fixtures are only activated when needed and turned off during non-operational hours. This helps minimize unnecessary light emissions and conserve energy while maintaining safety and security.
- Consider zoning or partitioning lighting systems to independently control different areas or functions, allowing for more targeted and efficient use of light.
- Blinking, fluctuating, moving, or flashing lights are not allowed in the Entrance Corridors.

## Canopy Lighting

- Choose fixtures specifically designed and certified as Dark Sky-compliant for canopy lighting applications. Look for fixtures with full cutoff or fully shielded designs to minimize light pollution and direct light downward onto the intended area.
- Opt for fixtures with adjustable optics or glare control features to reduce glare and ensure uniform light distribution under the canopy.



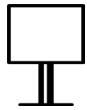
Above: Canopy lighting located at 1201 South Church St. The canopy lighting illuminates directly below the canopy, preventing excess light from escaping into the night sky.

## Maintenance and Monitoring

- Establish regular maintenance schedules to ensure that Dark Sky-compliant fixtures remain properly aligned, calibrated, and free of obstructions such as debris or vegetation.
- Monitor lighting installations for compliance with Dark Sky principles and standards, and address any issues or concerns promptly to mitigate potential impacts on the night sky and surrounding environment.



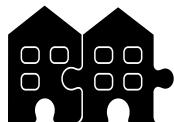
Above: The mixed commercial use development at 1807 South Church St adheres to the guidelines by providing two levels of lighting on the building, one on the first level and one on the second level. Both of these light fixtures direct the illumination down to the pedestrians.



# Signs

## Sign Design Goals

Well-crafted signs within the ECO districts should strike a balance between providing essential information and maintaining the natural and architectural beauty of the surroundings. Regulating signs in the ECO is important as signage directly influences the visual character, safety, and the overall experience of those entering a community, as outline below:



### Aesthetic Harmony

Regulating signs ensures a cohesive and aesthetically pleasing appearance along the entrance corridors. Consistent sign design, placement, and size contribute to a visually unified streetscape, creating a positive and memorable impression for visitors.

Limiting the number and size of signs, helps to reduce visual clutter which is particularly important along entrance corridors, where a clutter-free environment enhances the overall appeal and legibility of the area.



### Preservation Views and Vistas

By controlling the size and placement of signs, communities can maintain visibility of natural or architectural landmarks, contributing to the overall beauty of the area.



### Community Character and Identity

Well-regulated signs contribute to a positive community appearance. Visitors' first impressions are shaped by the visual appeal of entrance corridors, and thoughtful sign regulations play a significant role in creating an inviting and well-maintained atmosphere.

Controlled signage allows for effective branding and identity of the community. Developments should specify appropriate sign types, colors, and fonts that align with the character of the area, reinforcing a cohesive and distinct image.



### Public Safety and Accessibility

Sign regulations contribute to road safety by minimizing distractions and visual clutter. These guidelines ensure that signs do not obstruct sightlines, interfere with traffic signals, or create hazardous conditions for drivers and pedestrians.

## Sign Standards

- Signs must comply with Article 10 of the Town of Smithfield Zoning Ordinance.
- Use colors, shapes, graphics, lettering, and appropriate materials that complement the materials and color scheme of the building, including accent and trim colors.
- Use a minimal number of colors per sign where possible. Avoid jarring overly bright color schemes.
- Where possible masonry base is strongly encouraged.
- Internally lit signs shall use an opaque background so only letters are lit.
- Flashing and exterior neon signs are prohibited.

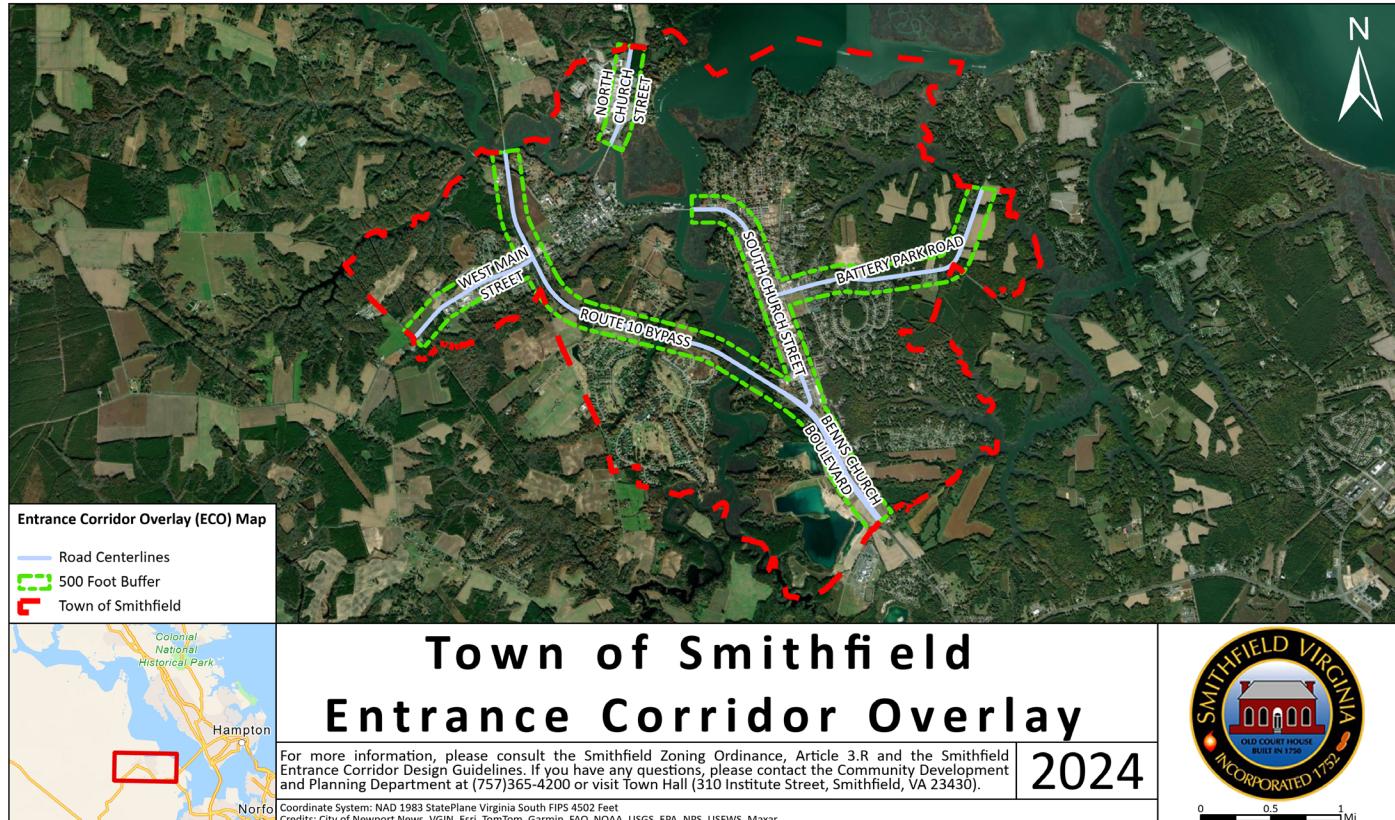


Above: This sign located at 1119 South Church St complies with Article 10 of the Town of Smithfield Zoning Ordinance.

# **CHAPTER 3: CORRIDORS OF SMITHFIELD**



## The Town of Smithfield's Entrance Corridor Overlays Districts List and Maps



- 1. North Church Street/Business Route 10:** From the town limits to the Pagan River Bridge
- 2. West Main Street/US Route 258:** From the town limits to the Route 10 Bypass
- 3. South Church Street:** From Battery Park Road to Cypress Creek Bridge
- 4. South Church Street:** From the Bypass to Battery Park Road
- 5. Ben's Church Boulevard/Route 10 Bypass:** From town limits to town limits
- 6. Battery Park Road:** From South Church Street to the town limits



Smithfield

Smithfield  
Historic District  
Main Street

# North Church Street / Business Route 10



The design of an entrance corridor leading to an industrial district is shaped by the unique needs and functions of industrial activities. In such districts, zoning regulations often prioritize spaces for manufacturing, warehouses, and industrial facilities. The infrastructure of the entrance corridor is tailored to accommodate large vehicles, with wider lanes and turning areas to facilitate the movement of trucks and delivery vehicles.

Aesthetic considerations may be secondary to functionality in industrial districts, resulting

in minimal landscaping and a focus on practical features such as signage and directional markers for industrial facilities. Lighting along the corridor is likely to be specialized for safety and security, emphasizing well-lit loading areas and entrances to industrial facilities.

The North Church St / Business Route 10 Entrance Corridor spans from the town limits to the Pagan River Bridge. The 2022 Comprehensive Plan for the Town identifies the future of this corridor to include the following:

- Identify sites for more intense flex-industrial uses that can help diversify the economy.
- Utilize remaining space on parcels for auxiliary seating areas, alleyways, or other amenities that build shared value.
- 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.

## Strengths

- **Industrial Infrastructure:** The corridor is equipped with robust industrial infrastructure, including warehouses, manufacturing facilities, and logistics hubs.
- **Job Creation:** Establishes a strong economic base and employment opportunities within the corridor.

## Weakness

- **Limited Aesthetic Appeal:** The corridor may lack aesthetic features and landscaping, resulting in a utilitarian and uninviting appearance. Aesthetically unappealing environments may deter potential investors, residents, and businesses.
- **Environmental Impact:** Industrial activities may pose environmental challenges, such as pollution, noise, and traffic congestion.

## Opportunities

- **Brownfield Redevelopment:** Redevelopment of underutilized industrial sites for mixed-use or modern industrial purposes.
- **Green Initiatives:** Adopting sustainable practices and green technologies in industrial operations positions the corridor as environmentally responsible, attracting eco-conscious industries.

## Threats

- **Economic Downturns:** Vulnerability to economic downturns impacting industrial production and demand could result in the reduction in business activity, potential layoffs, and decreased economic output.
- **Regulatory Changes:** Changes in environmental regulations or zoning laws affecting industrial operations can cause increased compliance costs and potential disruptions to existing industrial processes.



# West Main Street / US Route 258



The design of an entrance corridor in a suburban setting is influenced by the area's suburban character, which often encompasses a mix of residential, commercial, and recreational spaces. Zoning regulations here prioritize a balance between accommodating local businesses and creating a welcoming environment for residents.

Unlike industrial districts, the emphasis here is on creating a visually appealing and pedestrian-friendly corridor. The infrastructure is designed

to accommodate a diverse range of transportation modes, including cars, bicycles, and pedestrians. Sidewalks are likely to be well-maintained, and crosswalks may be strategically placed to enhance safety. Green spaces and landscaping play a more prominent role in this setting, providing aesthetic appeal and contributing to a sense of community. Lighting along the corridor is designed for both safety and ambiance, with pedestrian-scale lighting and decorative fixtures enhancing the visual appeal during evening hours. Signage focuses not only on directional information but also on promoting local businesses and attractions. The overall design aims to foster a sense of community identity and connectivity.

The West Main Street and US Route 258 Entrance Corridor spans from the town limits to the Route 10 Bypass. The 2022 Comprehensive Plan for Smithfield identifies the future of the corridor to include the following:

- Provide bicycle and pedestrian infrastructure to connect Windsor Castle Park to Luter Sports Complex.
- Add urban-style pedestrian crossings with median pedestrian islands for safety at wide intersections.
- Encourage re-development of parking lots to a more active use.

## Strengths

- **Development Potential:** There are significant development opportunities along the corridor, which can attract new businesses, housing, and amenities, leading to economic growth.
- **Public Amenities:** Having public facilities such as schools and parks improves the quality of life for residents, promotes community well-being, and provides recreational spaces.

## Weakness

- **Limited Infrastructure:** Inadequate infrastructure, particularly in the rural segment, may include limited utilities and transportation links. This could hamper development potential, limiting the corridor's overall functionality.
- **Regulatory Challenges:** Complex regulations or restrictive development guidelines may hinder seamless development, particularly adjacent to the Historic District, potentially leading to underutilized spaces and difficulty attracting diverse businesses.

## Opportunities

- **Mixed-Use Development:** Encourage development that blends residential, commercial, and recreational elements, creating vibrant, walkable spaces that attract a diverse mix of residents and businesses.

## Threats

- **Development Pressures:** Risks displacing existing residents and businesses, altering the area's character and affordability.



Smithfield  
Self Storage

201

OPEN

# Upper South Church Street



This corridor reflects a combination of retail, residential, and office spaces. Zoning regulations should encourage a mix of land uses to create a vibrant and dynamic environment. Accessibility becomes a crucial consideration, with the entrance corridor featuring well-designed sidewalks, and bike lanes to accommodate pedestrians and various transportation modes.

Aesthetics are a key focus, with landscaping, street furniture, and public art to create a welcoming atmosphere. The architectural diversity and engaging facades contribute to the visual appeal.

Lighting is designed for safety as well as ambiance, with streetlights, facade lighting, and decorative elements contributing to a visually appealing and well-lit environment.

The Upper South Church Street Corridor spans from Battery Park Road to Cypress Creek Bridge. The 2022 Comprehensive Plan for the Town identifies the future of ECO 3 to include the following:

- Allow for Accessory Commercial Units where possible
- Implement Complete Streets improvements
- Parking areas should be consolidated and shared between businesses.
- Future plans to work with the Virginia Department of Transportation to reduce speed limits in town

## Strengths

- **Residential Stability:** Existing low-density residential areas provide a stable and established community which forms a residential base that can contribute to the local economy and support businesses in the corridor.
- **Commercial Presence:** Current sprawled commercial development signifies a foundation for economic activity and offers existing businesses a chance to expand and diversify services as the corridor evolves.
- **Available Land:** The presence of underutilized land provides opportunities for new uses.

## Weakness

- **Lack of Coherence:** The sprawled commercial development may lack cohesion and a centralized identity creating a fragmented urban environment that may hinder a sense of community and economic synergy.

## Opportunities

- **Mixed-Use Development:** Encourage mixed-use developments that integrate residential, commercial, and recreational spaces which builds on the existing environment.
- **Incentives for Development:** Introduce incentives for businesses and developers to invest in the corridor to attract new enterprises, stimulates economic growth, and facilitate the transformation into a vibrant downtown area.

## Threats

- **Infrastructure Bottlenecks:** Potential bottlenecks in upgrading infrastructure may hamper the smooth transition into a secondary downtown, affecting the perceived livability and attractiveness.

### Engaging the Comprehensive Plan

In the 2022 Comprehensive Plan, the citizens of The Town of Smithfield determined that the South Church Street corridor should become an active, walkable, mixed-use extension of Downtown.

New development should align with this comprehensive plan's vision.





# Lower South Church Street



Lower South Church Street is a corridor in transition from low-density commercial to primary connection point to Upper South Church Street, which is planned to become a secondary downtown. This district requires careful consideration to facilitate its evolution into a vibrant urban area. Key design considerations include enhancing connectivity, promoting mixed-use development, and creating a pedestrian-friendly environment. Improving transportation links and pedestrian infrastructure is crucial to encourage seamless movement between corridors.

Introducing mixed-use zoning along the corridor diversifies the types of activities and amenities available, supporting economic growth, and creating a lively urban atmosphere. Embracing transit-oriented development principles further promotes walkability and reduces reliance on cars, contributing to a more inclusive and accessible corridor. Encouraging adaptive reuse of existing buildings and redevelopment of underutilized spaces maximizes the corridor's potential while preserving its character.

This corridor spans from the Bypass to Battery Park Road. The 2022 Comprehensive Plan for The Town of Smithfield identifies the future of this area to include the following:

- Implement Complete Streets improvements
- Future plans to work with the Virginia Department of Transportation to reduce speed limits in town
- Architectural materials and features should be high quality with special emphasis on the health and maintenance of landscaping
- Ensure that new developments comprised of developments that are connected.

## Strengths

- **Strategic Location:** The corridor's location serves as a gateway to the planned secondary downtown corridor and provides an opportunity to attract residents and visitors alike.
- **Transitional Potential:** Anticipated transition from low-density commercial to a more urban and connected corridor offers opportunities for revitalization and redevelopment, aligning with the Town's long-term growth objectives.

## Weakness

- **Limited Connectivity:** This corridor currently lacks strong connections to downtown and other key destinations which hinders pedestrian accessibility and may deter potential visitors or investors looking for well-connected areas.
- **Underutilized Spaces:** Some areas along the corridor may be underutilized or in need of redevelopment which poses a challenge to the Town to ensure that new development is a targeted intervention that lead to economic growth and vibrancy.

## Opportunities

- **Transit-Oriented Development:** Embrace transit-oriented development principles early to enhance connectivity and accessibility that encourages pedestrian-friendly environments and supports mixed-use development, fostering a more vibrant and sustainable corridor well into the future.
- **Mixed-Use Zoning:** Introduce a broader mixed-use zoning to diversify the types of activities, living options, and amenities along the corridor to stimulate economic growth, support local businesses, and create a more vibrant urban environment.
- **Pedestrian Infrastructure Improvements:** Enhance pedestrian infrastructure such as sidewalks, crosswalks, and pedestrian lighting. Encourage new developments to prioritize "park once and walk" experiences.

## Threats

- **Competing Development:** Competition from other corridors or commercial areas within the Town risk diverting investment and development away from the corridor, slowing down its revitalization.
- **Infrastructure Limitations:** Existing infrastructure may be inadequate to support increased density and development may delay or complicate redevelopment efforts, requiring investments in infrastructure upgrades.
- **Economic Uncertainty:** Economic fluctuations impacting investment and development decisions may deter potential investors or developers, leading to stagnation or delays in corridor revitalization efforts.



# Benns Church Blvd / Route 10 Bypass



This district is served by a highway bypass designed to accommodate through-traffic rather than local access. Uses in this district are often catering to travelers, such as gas stations, hotels, and restaurants. This corridor includes highway ramps, service roads, and signage designed for easy access by motorists passing through.

While aesthetics remain important, the primary focus may be on visibility and legibility for travelers at high speeds. Clear signage and well-maintained landscaping that doesn't obstruct views is prioritized. Lighting along the highway bypass district entrance corridor is critical for safety and wayfinding,

including prominent highway lighting, illuminated signage, and lighting for parking areas catering to travelers.

This corridor spans from the northern town limits to southeastern town limits and touches two other Entrance Corridors. The 2022 Comprehensive Plan for the Town Identifies the future of this area to include the following:

- Rezone the “Highway Retail Commercial” district to a new mixed use district
- Maintain the prohibition on truck traffic through historic downtown
- Enhance the feeling of arrival to the Town.
- Add urban-style pedestrian crossings with median pedestrian islands for safety on Route 10 at Canteberry Ln.





## Strengths

- **Regional Connectivity:** Enhances regional connectivity by linking different parts of the Town seamlessly and encouraging economic exchange to support regional growth.
- **Development Corridor:** This corridor presents opportunities for planned and strategic development.

## Weakness

- **Potential for Sprawl:** The ease of access may lead to unplanned urban sprawl along the bypass corridor and risks haphazard development, undermining the Town's overall urban planning goals.

## Opportunities

- **Strategic Zoning and Planning:** Implementing strategic policies and planning to guide development along the bypass corridor ensures that a balanced mix of residential, commercial, and recreational spaces, maximizing the corridor's potential.
- **Transit-Oriented Development:** Promote walkable development to encourage sustainable and accessible urban living with a mix of commercial or office uses that could become hubs for future transit options.

## Threats

- **Rural Over development:** Potential for over development in rural areas near the bypass risks compromising the natural and rural character of the surroundings, leading to environmental concerns.
- **Infrastructure Maintenance:** Maintenance for infrastructure along the corridor risk unplanned costs to the Town.
- **Economic Dependence on Bypass:** Over dependence on the bypass for economic activities may adversely affect the economic health of businesses within the Town.



# Battery Park Road



Battery Park Road, characterized by low-medium density residential areas, is undergoing a transformation with the emergence of growing pedestrian connectivity, specifically to Upper South Church Street. Despite its current residential focus, the corridor holds significant potential as a vibrant urban gateway. The increasing pedestrian connectivity serves as a catalyst for development, enhancing accessibility and promoting thoughtful

transportation. As residents gain easier access to nearby commercial and cultural amenities, the corridor is poised to evolve into a lively urban thoroughfare.

Opportunities abound for mixed-use development along the corridor, leveraging its residential stability and newfound pedestrian connectivity. By introducing a diverse array of housing options, commercial establishments, and community spaces, the corridor can cater to the needs of both residents and visitors. Transit-oriented development strategies further bolster this potential, encouraging sustainable transportation choices and reducing dependency on cars. Community engagement will foster a sense of ownership and pride in the community, ensuring that development initiatives align with the aspirations of residents.

This corridor spans from South Church Street to the town limits. The 2022 Comprehensive Plan for the Town Identifies the future of the corridor to include the following:

- Provide for “pocket parks” or other small passive areas across the Town for places to rest or socialize
- Support housing where it exists with services and other amenities equitably throughout the Town

## Strengths

- **Residential Stability:** The corridor's low-density residential character provides a stable and established community base that can contribute to local businesses and community activities, fostering a sense of belonging and stability.
- **Growing Pedestrian Connectivity:** Increasing connectivity for pedestrians aligns with the Comprehensive Plan.
- **Potential for Redevelopment:** Presence of underutilized land and opportunities for redevelopment along the corridor that offer potential for infill development, mixed-use projects, and revitalization efforts, attracting investment and diversifying housing options.

## Weaknesses

- **Limited Commercial Presence:** Lack of commercial amenities and services within the corridor limits local economic opportunities and convenience for residents, potentially leading to a dependence on nearby commercial areas.
- **Infrastructure Gaps:** Inadequate infrastructure, such as sidewalks, lighting, and public amenities.

## Opportunities

- **Mixed-Use Development:** Encourage mixed-use development to diversify land use and create a more vibrant urban environment.
- **Community Engagement:** Engage residents and stakeholders in the planning and revitalization process in order to foster a sense of ownership and pride in the corridor, ensuring that development meets local needs, and promotes social cohesion. Increased community engagement for this corridor will also allow that developers and community members understand planned outcomes, limiting surprises.

## Threats

- **Competing Development:** Competition from nearby commercial corridors or downtown areas may divert potential investment and development away from the corridor.
- **Zoning Constraints:** Use-based zoning regulations may restrict mixed-use development or densification due to its limited flexibility in land use planning and design, hindering efforts to cohesively develop the corridor with appropriate considerations to adjacent residential uses.

## Goals for Smithfield's Entrance Corridors

### North Church Street / Business Route 10

**1)** Protect existing natural resources and increase vegetation.

**2)** Foster a greater understanding of pedestrian safety by maintaining mid-block crosswalks, lighting, and appropriate vehicle speeds.

**3)** Increase opportunities for flex-industrial spaces.

### West Main Street / US Route 258

**1)** Prepare the corridor for development by engaging citizens early.

**2)** Ensure that new development is conscious of the Historic District.

### Upper South Church Street

**1)** Increase pedestrian infrastructure with every new development.

**2)** Promote the goals for South Church Street to citizens and visitors.

**3)** Encourage current businesses to utilize their entire site, including parking lots, by allowing a variety of commercial activity.

## Lower South Church Street

- 1)** Promote development that is less auto-orientated.
- 2)** Foster a greater diversity of activities within this corridor.
- 3)** Work with developers to enhance the built environment for pedestrians.

## Benns Church Blvd / Route 10 Bypass

- 1)** Protect natural resources and encourage environmentally sustainable development practices through low-impact development (Chapter 5.)
- 2)** Prepare the corridor for more traffic and future development.

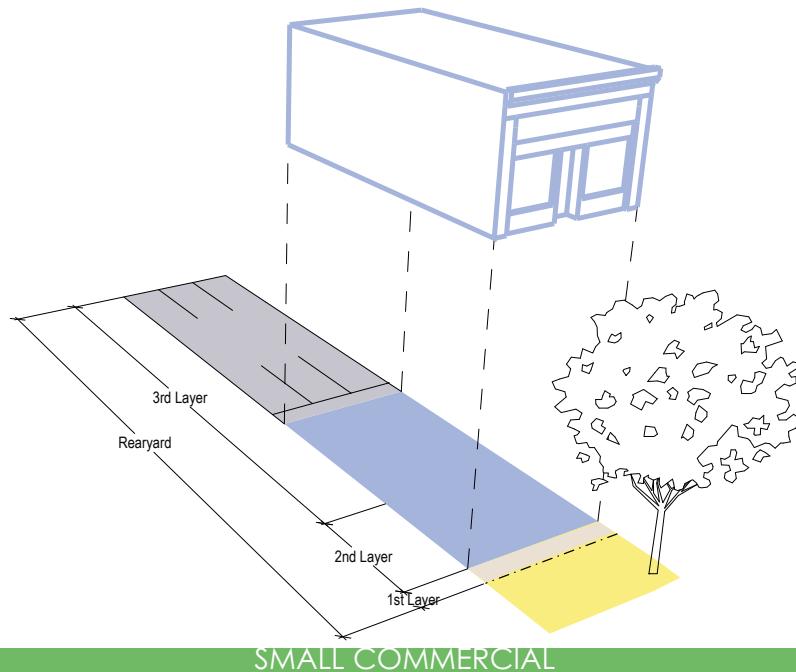
## Battery Park Road

- 1)** Align vegetative materials to a local context.
- 2)** Foster a greater understanding of pedestrian safety by maintaining mid-block crosswalks, lighting, and appropriate vehicle speeds.

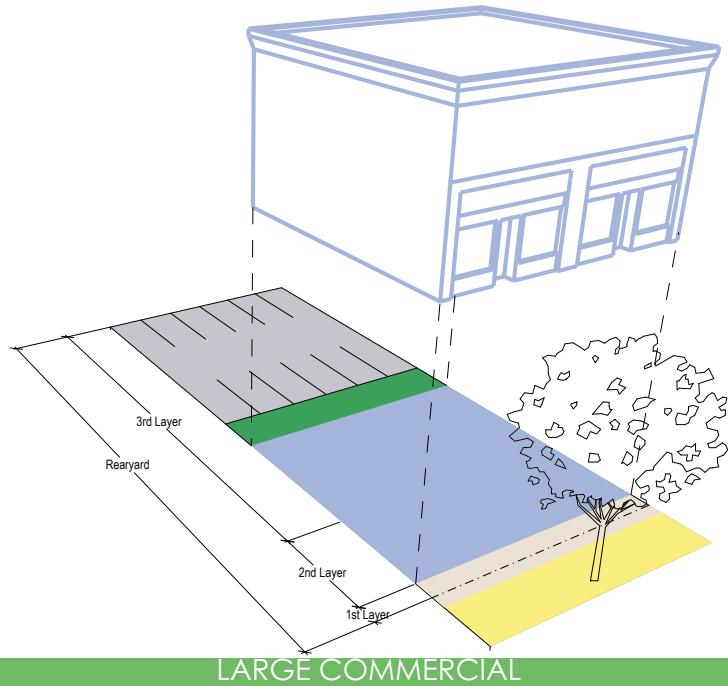
# APPENDIX

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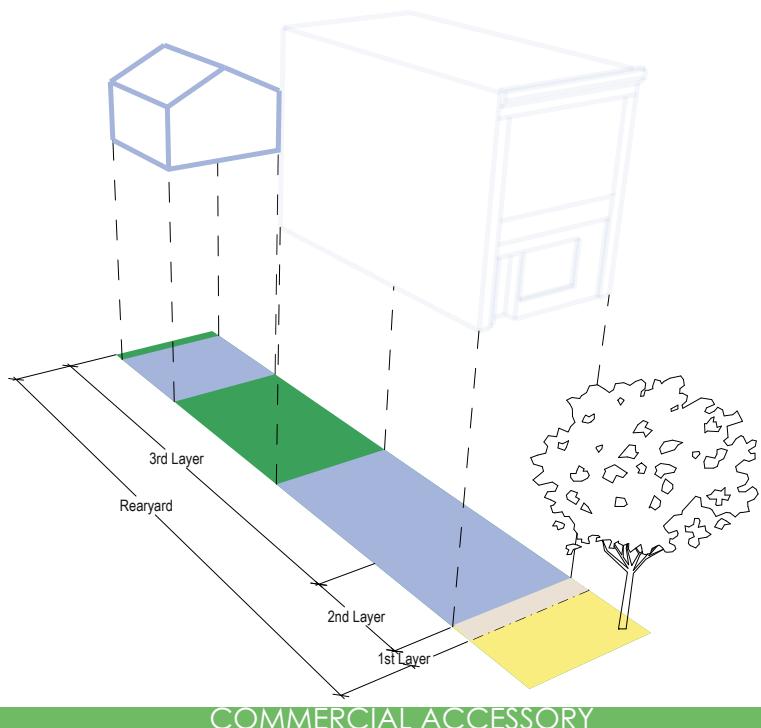
## Commercial Building Types



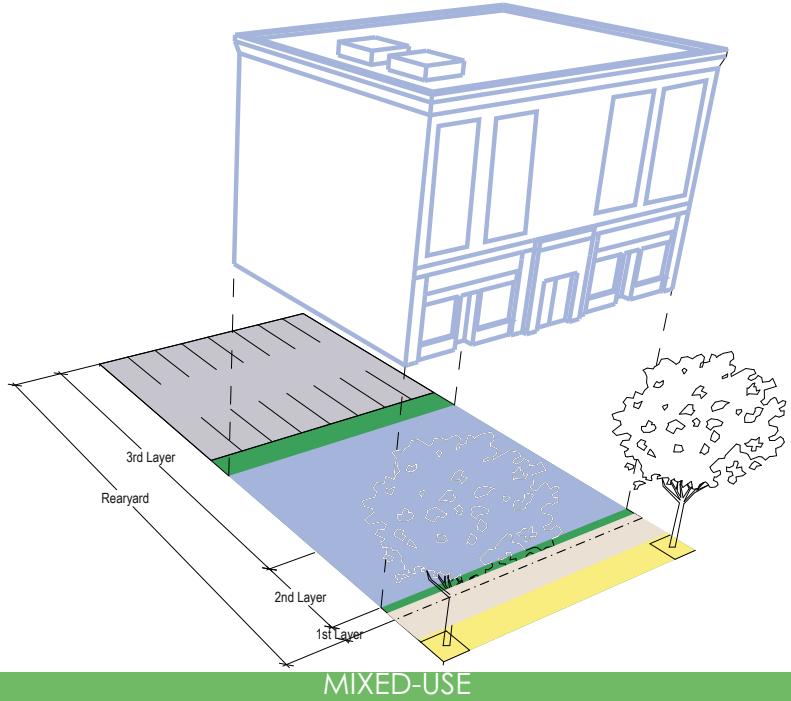
An individual commercial building on its own lot. Small commercial buildings are the primary building type for small to medium sized businesses in Smithfield. They are typically sized to fit on a single commercial lot within a typical Town block. The building is typically disposed on the lot with a rear yard to accommodate parking (if off-street parking is provided), outdoor areas and services accessed from a rear alley or service drive.



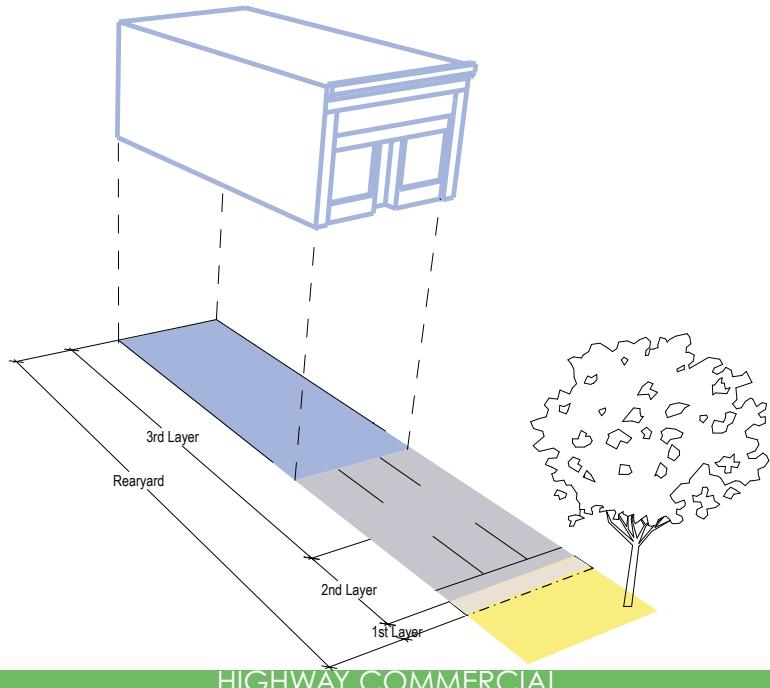
An individual building that may occupy multiple lots or a significant portion of a block. Large commercial buildings are typically occupied by a single tenant and may be one or more stories in height. The building is typically disposed on the lot with a rear yard to accommodate parking (if off-street parking is provided), outdoor areas and services accessed from a rear alley or service drive.



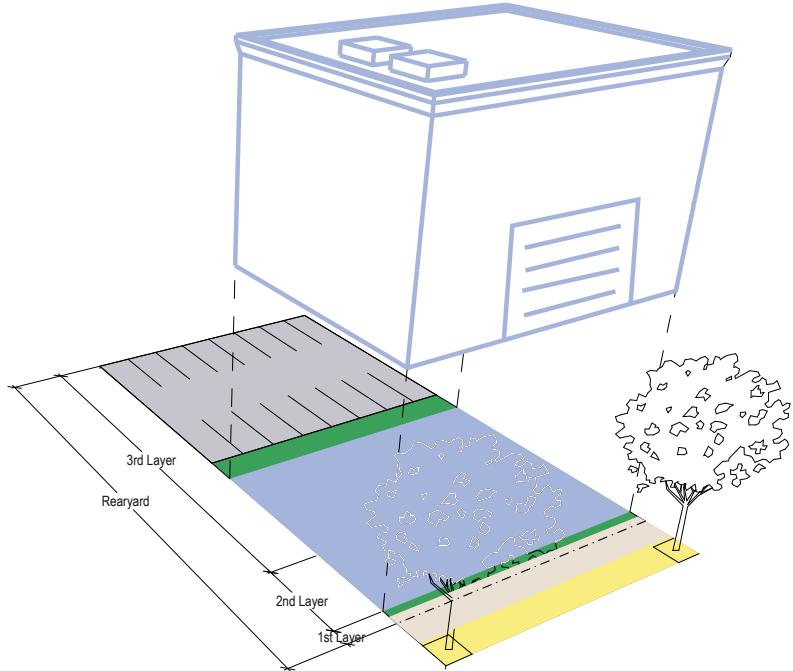
A detached structure located on the same lot as the principal commercial building. An accessory building may be used as a storage building, or other accessory use to the principal commercial building. Commercial accessory buildings are smaller than and subordinate to the principal building and are typically located in the third layer of the lot.



An individual building that may occupy multiple lots or a significant portion of a block. Mixed use buildings are occupied by multiple tenants are typically multi-story and often include dwelling units on upper stories. The building is typically disposed on the lot with a rear yard to accommodate parking (if off-street parking is provided), outdoor areas and services accessed from a rear alley or service drive.

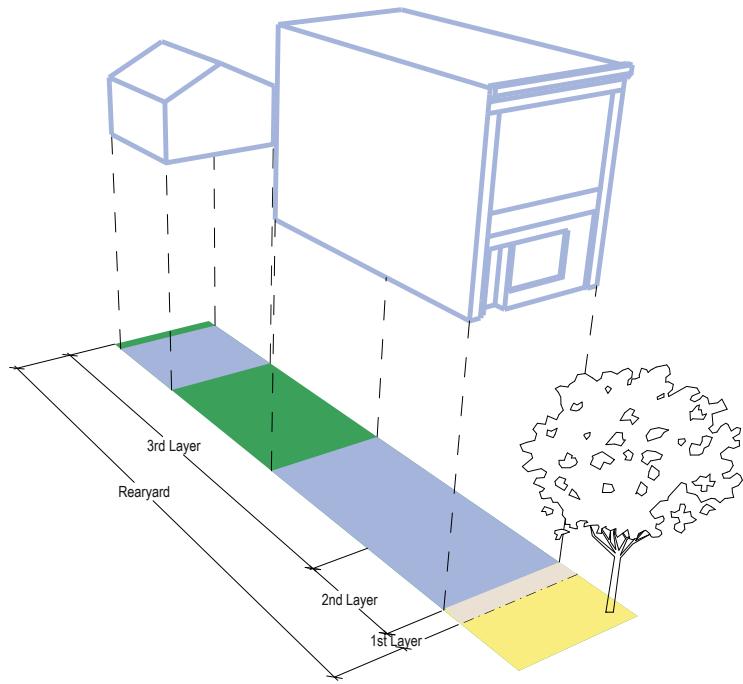


An individual building on its own lot along a highway or regional road. The building may be occupied by one or more businesses. The building is typically disposed on the lot with edge yards and often includes surface parking lots, outdoor storage or display, drive-through services and other auto-oriented features.



## INDUSTRIAL

An individual building on its own lot within an industrial park or employment center. The building may be occupied by one or more businesses. The building is typically disposed on the lot with edge yards and often includes large, paved areas around the building used for parking, loading/unloading, truck bays, and outdoor storage or display.



## LIVE/WORK

A building on its own lot that includes a commercial use(s) on the ground floor and a dwelling unit(s) on the upper floor(s). They are typically sized to fit on a single commercial lot within a typical Town block. The building is typically situated on the lot with a rear yard to accommodate parking (if off-street parking is provided), outdoor areas and services accessed from a rear alley or service drive.

# Definitions

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For the purposes of these Design Guideline, certain terms and words are hereby defined; terms not defined herein will be construed in accordance with customary usage in municipal planning and engineering practices.

**ACCESSORY BUILDING** shall mean an outbuilding that is smaller than the main structure and is situated behind the main structure on the lot.

**ADDITION** shall mean any construction which increases the area of cubic content of a building or structure. The construction of walls which serve to enclose completely any portion of an existing structure, such as a porch, shall be deemed an addition within the meaning of the chapter.

**ALTERATION** shall mean any material change in the architectural features of a structure and its surrounding site including, but not limited to, additions and removals, change in use, substantial landscaping and any subdivision. Modifications classified as ordinary repair are excluded from this definition.

**ARCHITECTURAL ELEMENT** shall mean the unique details and component parts that combined, form the architectural style of a structure, building, or object.

**ARCHITECTURAL FEATURES** shall mean ornamentation or decorative features attached to or protruding from or otherwise accentuating an exterior wall.

**AWNING** shall mean a cloth, plastic, or other nonstructural covering that either is permanently attached to a building or can be raised or retracted to a position against the building when not in use. This term does not include canopies.

**BICYCLE RACK** shall mean a bicycle parking fixture that provides at least two bicycle spaces, includes at least a four-foot-wide by six-foot-long dimension, and is intended for parking less than three hours.

**BUILDING TYPES** shall mean a range of structures with different standards to create a variety of options for human settlements.

**CHANNEL LETTERS** shall mean removable letters that fit into channels on a sign or Marquee.

**CLEARANCE** shall mean the height above the walkway, or another surface if specified, of the bottom edge of an element.

**ELEVATION** shall mean the exterior wall of a building that is set along a frontage line. Syn. Facade.

**ENCROACHMENT** shall mean any structural element that breaks the plane of a vertical or horizontal regulatory limit, extending into a setback, into the public frontage, or above a height limit.

**FACADE** shall mean the portion of any exterior elevation on the building extending from the grade to parquet, wall, or eaves, and the entire width of the building elevation which are adjacent to the front on any right-of-way. Where separate faces are oriented in the same direction, or in directions within 45 degrees of one another, they are to be considered as part of a single facade.

**FENCE** shall mean an a barrier or enclosure made of stone, brick, pierced brick or block, wood, or other permanent material of equal character, density, and acceptable design, including but not limited to masonry walls, chain link fences, barbed wire fences, picket fences and privacy fences.

**FRONTAGE** a lot shall be deemed to have frontage on a street if one (1) property line of a lot abuts an accessible public street right-of-way.

**FULL CUT-OFF FIXTURES** shall mean fixtures, as installed, that are designed or shielded in such a manner that all light rays emitted by the fixture, either directly from the lamps or indirectly from the fixture, are projected below a horizontal plane running through the lowest point on the fixture where light is emitted.

**IMPROVEMENT** shall mean any building, structure, or object constituting a physical betterment of real property, or any part of such betterment, including but not limited to streets, alleys, curbs, lighting fixtures, signs and the like.

**INFILL DEVELOPMENT** shall mean new development on land that had been previously developed, including most greyfield and brownfield sites, or remainder lands surrounded by developed lands and cleared land within urbanized areas. Verb- to develop such areas.

**LANDSCAPE** shall mean the improvement of a lot with grass, shrubs, trees, other vegetation and/or ornamental objects. Landscaping may include pedestrian walks, flower beds, ornamental objects such as fountains, statues and other similar natural and artificial objects designed and arranged to produce an esthetically pleasing effect.

**LIGHTING** shall mean any source of light that does not include natural light emitted from celestial objects or fire. The term includes any type of lighting, fixed or movable, designed or used for outdoor illumination of buildings or homes, including lighting for billboards, streetlights, canopies, gasoline station islands, searchlights used for advertising purposes, externally or internally illuminated on- or off-premises advertising signs, and area-type lighting. The term includes luminous elements or lighting attached to structures, poles, the earth, or any other location.

**LIGHT TRESPASS** shall mean light emitted from fixtures designed or installed in a manner that unreasonably causes light to fall on a property other than the one where the light is installed, in a motor vehicle drivers' eyes, or upwards toward the sky.

**LOT LINE, FRONT** shall mean a line which is contiguous to the street boundary of a lot; or, in the case where a lot does not abut a street other than by its driveway, or is a through lot, that lot line which runs generally parallel to and /or in front of the principal entrance of the main building on the lot.

**LUMEN** shall mean the unit of measurement used to quantify the amount of light produced by a bulb or emitted from a fixture (as distinct from "watt," a measure of power consumption). The initial lumen rating associated with a given lamp is generally indicated on its packaging or may be obtained from the manufacturer.

**MASTER SIGN PLAN** shall mean a comprehensive document containing specific standards for an entire project or property's signs in conformance with Article 10 of the Smithfield Zoning Ordinance.

**MURAL** shall mean artwork applied to the wall of a building that covers all or substantially all of the wall and depicts a scene or event of natural, social, cultural, or historic significance. Excludes any commercial message.

**OVERLAY DISTRICT** shall mean zoning applied over one or more other districts, creates a second, mapped zone that is superimposed over the conventional zoning districts. Overlay district typically provide for a higher level of regulations in certain areas such as transit station areas, downtown areas, and historic districts, but may also be used to permit exceptions or less restrictive standards (fewer parking spaces in a downtown or transit station area, or more density in an economic development area).

**PATH OR PATHWAY** shall mean a pedestrian way traversing a park or rural area with landscape matching the contiguous open space, ideally connecting directly with the urban sidewalk network.

**PLAZA** shall mean a civic space type designed for civic purposes and commercial activities in the more urban place types, generally paved and spatially defined by building frontages.

**PRIMARY FRONTEAGE** shall mean the private frontage designed to bear the address and principal entrance(s) of a building.

**SCREENED** shall mean shielded, concealed, and effectively hidden from view by a person standing at ground level on an abutting Site, or outside the area or feature so Screened by a fence, wall, hedge, berm, or similar architectural or landscape feature.

**SIGN** shall mean a name, display or illustration which is affixed to, or represented, directly or indirectly, upon a building, structure, parcel or lot which directs attention to an object, place, activity, institution, organization, or business located on the premises. The term "sign" shall not be deemed to include official court or governmental notices nor the flag, emblem or insignia of a nation, political unit, school or religion, or directional aids for traffic flow and other public safety purposes.

**ADDRESS SIGN** shall mean a sign, generally applied to a building wall, that displays a building's address.

**AWNING SIGN** shall mean sign painted, printed, cut, or sewn onto a valance or awning.

**DEVELOPMENT SIGN** shall mean a sign announcing a proposed subdivision or a proposed building project.

**DETACHED SIGN** shall mean a sign not attached to a building, which is affixed to the ground. A sign permanently attached to a flat surface, such as a fence or wall that is not a part of a building, shall be considered a detached sign.

**HANGING SIGN** shall mean a sign attached to underneath the canopy or awning.

**MARQUEE** shall mean a permanent roof like structure projecting over an entrance.

**PRIMARY SIGN** shall mean the most dominant sign on the building. This may be a single sign or a combination of signs providing that the total square footage of the primary sign or signs does not exceed the total allowable square footage permitted for the building.

**PROJECTING SIGN** shall mean a sign which is attached to and projects more than eighteen inches (18") from the face of a wall of a building.

**WINDOW SIGN** shall mean a sign painted onto or physically affixed to the window of a building, including upper floor windows and the glazing of doors.

**STRUCTURE** shall mean anything constructed or erected, the use of that requires location on the ground, or that is attached to something permanent.

**SWALE** shall mean a low or slightly depressed area for drainage, usually vegetated.

**UPLIGHTING** shall mean lighting that is directed in such a manner as to project light rays above the horizontal plane running through the lowest point on the fixture where light is emitted.

**WALKABILITY** shall mean a measure of how easy it is to travel a place by walking. Walkable places are safe, comfortable, interesting, and have useful destinations.

**WALKWAY** shall mean the section of the public frontage dedicated exclusively to pedestrian activity.

