Chapter VIII:

URBAN DESIGN

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Urban Design Strategy for Smithfield

Urban design, an often lost and ignored art in town planning, is a foundational element of this Comprehensive Plan. In its essence, urban design is nothing more than a way to sort out what is good and bad in the organization of a community's buildings, cultural features and landscape forms. It is a shaping process which attempts to creatively merge progress with preservation, innovation with conformance, organization with chaos and harmony with disharmony.

Throughout its initial stages of development, the process of organizing Smithfield's buildings, cultural features and landscape forms was a simple task served well by its early grid street system. Thanks to the commitment of Town Staff and an active citizenry over the years, the Downtown Area, shaped by this surviving grid system is still effectively organized and functions as a vibrant mixed use commercial core today. However, as growth and development began to far exceed Arthur Smith's original vision for the "new towne" on the Pagan River, the sorting process became all the more difficult beyond the boundaries of the original town grid. This trend has been accelerated during the past three decades, as progress through innovation has often overwhelmed interests in preservation, design conformance and growth management along the edges of the Downtown Area and in the surrounding rural areas. As a result, a large percentage of the most recent development in Town, especially along the major corridors leading into Smithfield, fails to meet the high standards established and preserved in the Historic District.

For decades, the Town's identity has been best exemplified as that area "between the bridges", that is the land area encompassing Downtown Smithfield lying between the bridges traversing the Pagan River and Cypress Creek along the Church Street corridor. This historic district embodies the traditional neighborhood development patterns that are being encouraged in new developments throughout the country and indeed, in Smithfield as part of this Comprehensive Plan. Recognizing that the area "Between the Bridges" has evolved within a completely different context than that of the Town's major commercial corridors and rural residential neighborhoods, the Urban Design Plan approaches these differing areas accordingly. However, an overriding goal of the Plan is to insure that these different segments of the Town are not considered in a vacuum, but rather are studied as an interwoven community consisting of land uses, structures, cultural and historical features, landscapes and citizens that should function well together in establishing a strong sense of place that defines Smithfield as a unique

and vibrant town. New planning initiatives introduced in this Comprehensive Plan, including the emphasis on traditional neighborhood development and "smart growth" respects this dichotomy, while hoping to embrace and indeed add to the sense of place in the Town, without seeking to replicate the area "between the bridges" or denigrating the experience of Smithfield. The challenge within this effort is how to best blend together the old and the new. The Comprehensive Plan generally, and this Urban Design strategy more specifically, hope to provide guidance for how best to achieve this blend, while still celebrating the unique sense of place that has long and will continue to define the Town.

Serving as the guiding element of Smithfield's growth management process, the Comprehensive Plan sets the tone and protocol for how future development and redevelopment within the town is to be shaped. From a town-wide perspective, the goal of urban design is to maintain, strengthen and enhance the unifying characteristics of the community and the patterns which yield its unique identity. From an individual project perspective, the goal of urban design is to insure that new buildings and landscape forms respect, preserve and conform to the characteristics which embody the "vision for Smithfield."

These underlying goals of urban design are consistent with the major goals and objectives established by the Town with respect to urban design and community development for the Plan:

Major Urban Design Goal:
Protect and enhance both existing and future development in Smithfield through pro-active growth management programs and progressive community design guidelines.

Major Urban Design Planning Objectives:

A. Protect and enhance the unique qualities of Smithfield's small town atmosphere, as well as its sense of history and place.

B. Promote development opportunities which respect, preserve and protect the Town's ambience, historic properties, waterfront areas and sensitive environmental areas.

C. Reduce structural decay of buildings throughout the Town by strengthening planning, zoning and building code enforcement.

D. Emphasize adherence to thoughtful and coordinated urban design programs as well as the coordinated phasing of adequate public infrastructure to support the Town's remaining undeveloped and underdeveloped parcels. Explore opportunities to work with service providers to employ state-of-the-art technologies where feasible.

E. Encourage continued streetscape, landscaping and pedestrian improvements throughout the Town.

F. Ensure the high quality of future development in the Town by enacting creative urban design standards and implementation procedures. Emphasize, encourage and employ cluster development where feasible.

G. Implement gateway and corridor improvements recommended by the Entrance Corridor Master Plan to enhance the visibility and attractiveness of Smithfield.

H. Provide stronger and better coordinated planning and project review of development proposals in Isle of Wight County that could potentially impact the Town.

These goals and objectives reflect the strong emphasis placed on urban design and growth management by Town residents. This emphasis was underscored by the results of the Citizens' Survey conducted in support of the 2008 Comprehensive Plan Update. Several distinct questions among the over forty included in the survey focused upon urban design and related issues. Two of these questions received the strongest response among all those included in the entire survey. The questions and results are shown below, as well as a summary of the results of citizen responses received from a similar survey conducted in 1998:

The Town should set high standards to guarantee that new subdivisions and residential communities have properly designed and constructed streets and sidewalks, utility networks, storm drainage and site improvements.

Strongly	1	2	3	4	5	Strongly
Disagree	**1 6**	**2**	**3 0 9**	**8 5**	**5 9**	Agree
	(2%)	**(0%)**	**(4%)**	**(14%)**	**(79%)**	

1998:	*13*	*7*	*38*	*91*	*533*
	(2%)	*(1%)*	*(6%)*	*(13%)*	*(78%)*

Over 93% of all respondents agreed or strongly agreed with this statement, up slightly from 91% in the 1998 survey. Of all the attitudinal questions included in the survey, this question received the strongest response in terms of overall agreement among respondents. In 1998, this same question received the strongest attitudinal record as well.

The planting of trees and other public landscaping along streets should be a requirement of any new residential subdivision development in Smithfield.

Strongly	1	2	3	4	5	Strongly
Disagree	**1 8**	**1 6**	**7 4**	**1 2 3**	**4 8 2**	Agree
	(3%)	**(2%)**	**(10%)**	**(17%)**	**(68%)**	
1998:	*24*	*25*	*71*	*135*	*427*	
	(4%)	*(4%)*	*(10%)*	*(20%)*	*(63%)*	

Nearly 86% of all respondents agreed or strongly agreed with this statement, up slightly from 83% in the 1998 survey. This question received the third strongest response in terms of overall agreement among respondents, just as it did in the 1998 survey.

New residential developments should be required to provide sufficient recreational improvements (i.e. tennis courts, swimming pools, playgrounds, walking trails, bikepaths, etc.) to serve the needs of their residents.

Strongly	1	2	3	4	5	Strongly
Disagree	**3 5**	**3 9**	**1 0 9**	**1 2 1**	**4 0 1**	Agree
	(5%)	**(6%)**	**(15%)**	**(17%)**	**(57%)**	
1998:	*35*	*41*	*110*	*136*	*366*	
	(5%)	*(6%)*	*(16%)*	*(20%)*	*(53%)*	

Nearly 75% of all respondents agreed or strongly agreed with this statement, up slightly from 73% in the 1998 survey. This question received the fifth strongest response in terms of overall agreement among respondents.

In pursuit of achieving these established planning goals and objectives, the Plan emphasizes the need to establish an "urban design framework" around which future development within Smithfield is to be patterned. This "urban design framework" establishes the "vocabulary" through which land use, architecture, landscape design, transportation, community facilities, recreational areas and open spaces are to be ordered and integrated. In turn, the public sector's management and orchestration of this "urban design framework" must be in touch with the demands of the marketplace, the rights of the property owner and the visual elements which create compatibility between tradition and progress.

The Plan identifies the "vision for Smithfield" on a macro-level and defines the essential implementation "linkages" through which the "vision" can be achieved. The concept of maintaining and improving the "linkages" between the future land use plan and the Town's growth management implementation tools has been a dominant planning theme in this update of the Plan, much as it was in the 1999 Plan. The Implementation Chapter (Chapter XIII) of this Plan addresses the specific improvements and upgrades to these "linkages" necessary to promote a successful urban design strategy.

Fortunately, it is not necessary to "reinvent" planning and zoning legislation in Virginia to provide the enabling structure for an effective urban design strategy. The Code of Virginia allows localities to regulate land development through zoning, subdivision and site planning ordinances and to protect its historic resources through the use of historic district and corridor regulations. The Town has already exhibited its firm commitment to establishing a sound urban design strategy by substantially revising its Zoning and Subdivision ordinances. This revision process included the expansion of zoning districts and the establishment of more contemporary site plan and subdivision plat standards for new development in Smithfield. This ordinance update provides the first important step towards establishing the linkages necessary to implement an effective urban design strategy. Additional refinements are necessary, however, to insure that the initial momentum established in the past decade will continue to drive the efficient implementation of the Town's urban design strategy.

A key evolution in the town's urban design strategy is to promote mixed use development within the Town. Much as the successful integration of varied uses within the same block and neighborhood successfully defines the area "Between the Bridges" in Smithfield, a movement is underway to promote similar development patterns in the remaining undeveloped parcels (and suitable redevelopment areas) within the Town. Two new zoning districts are recommended to support this effort: a Traditional Neighborhood Overlay District option, as well as a new NU-R, New Urbanism Residential District. As noted in Chapter XIII, the Plan recommends additional basic refinements, enhancements and additions to existing ordinances, guidelines and standards which, in combination with the Town's new Zoning and Subdivision ordinances, will create a well integrated set of growth management "tools" which support the Town's urban design goals and objectives.

The most notable of these enhancements is the introduction of the regulatory means through which future traditional planned residential and mixed use neighborhoods are implemented within Smithfield. This approach to development represents a departure from the traditional suburban interpretation of zoning practices in that it promotes compact, mixed-use development with an urban scale, massing, density, and infrastructure configuration.

In summary, the implementation recommendations include the following:

A. *Introduce a new Traditional Neighborhood Development Overlay District to serve as the district through which future traditional planned residential and mixed use neighborhoods may be implemented within Smithfield.*

B. *Introduce the new NU-R, New Urbanism Residential District to accommodate new residential dwellings within subdivisions that are organized around the principles of neo-traditional and "smart growth" forms of development.*

C. *Modify the S-R, Suburban Residential District to encourage the seamless integration of single family detached and attached dwellings in new communities.*

D. *Consider an expansion of the Entrance Corridor Overlay district and its accompanying design guidelines to include the Great Springs Road and Cary Street corridors.*

E. *Work with the County to coordinate the consideration of the Town's Entrance Corridor Design Guidelines in future development in the County along corridors linking directly to those impacted by the Entrance Corridor Overlay District.*

F. *Modify all applicable residential and mixed use zoning districts to reflect the Commonwealth's new laws concerning the incorporation of by-right bonus density provisions for cluster development.*

G. *Review all applicable zoning districts for opportunities to implement the new affordable workforce housing goals and objectives as outlined in the Housing Chapter (Chapter XI.)*

H. *Update of the Town's Design and Construction Standards manual.*

I. *Review the Chesapeake Bay Preservation Ordinance and related design guidelines; and update these documents to include recommendations contained in this Comprehensive Plan and recent changes state and federal regulations.*

J. *Modifications to the Erosion and Sediment Control Ordinance.*

K. Design and construction of entrance gateway projects.

L. Design and construction of corridor landscape improvements.

"Partnerships" in Urban Design

Success in urban design does not simply materialize from new ordinances or innovative language in the plan; real achievement is the result of a mutual commitment between the people of the community and its leaders. One of the most valuable lessons learned during the most recent planning effort has been that quality environments and design excellence require exhaustive work by both the private sector *(in defining specific market opportunities and project designs)* and the public sector *(in insuring project land use compatibility within the context of the Comprehensive Plan)*. Often the "linkage" between good planning and effective implementation is short circuited due to lack of "elbow grease." Through mutual hard work, developers and local officials are challenged to undertake a greater effort to insure that the net result of good planning carries through to yield good development. Similar urban design partnerships have been successfully implemented in many other communities in the Commonwealth and elsewhere, this Comprehensive Plan recommends that a similar cooperative approach be fundamental to any land development activity within the Town.

This Plan recognizes that, to be effective, land use implementation responsibilities must be shouldered by both the public and private sector alike. It acknowledges an extended process that unfolds sequentially as development occurs incrementally. The old adage goes that "a community is built one brick at a time." As Smithfield develops, the success of the Comprehensive Plan will ultimately be measured by the success (or failure) of any given land development project. The Plan's "vision" is defined by the many discrete decisions (both public and private) which address the matters of location, density, scale, infrastructure, visual quality and phasing of any particular project. Accordingly, the tools and methods to be incorporated into an effective "urban design partnership" must focus on each individual aspect of the land development process.

Carrying forward the planning initiative introduced in the 1999 Plan, an emphasis is placed in the Comprehensive Plan on the Town's unique Planning Areas and Entrance Corridors. The Plan stresses the importance of creating an "urban design framework" for each of these Planning Areas and Corridors. This framework provides greater planning detail than that which is normally found in a traditional comprehensive plan. It identifies the future development opportunities and limitations for each area while establishing guidelines for the scale, order, intensity and architectural expression of that development.

If future growth is to be planned via strengthened linkages between the planning process and the land development controls, both public officials and private landowners/developers should embrace the concept of the "urban design partnerships." This is not a partnership in the

common usage of the term, but, rather, it is a communication mechanism around which effective public/private dialogue can take place from the inception of a project to its completion. Similarly, in promoting a partnering of communications by and between the developer and regulator of the land use process, the Town does not want to place an undue burden on any applicant. As such, this process is structured so that the involved parties can fully explore planning issues, concerns, and site opportunities at every level in the land development process.

To be effective, the urban design partnership concept must be applied via close working relationships between the private developer, Town officials, and their design consultants on each and every land use application. Towards that end, the Plan promotes the idea of conducting pre-application conferences and urban design work sessions prior to each of the key milestones in the process: rezoning, preliminary plat, site plan, subdivision, erosion and sediment control, and building permit issuance. Communication of expectations at each step in the development review process is critical in achieving a successful partnership.

Fundamentals for Urban Design

The Comprehensive Plan recognizes that the fruits of quality urban design emerge from satisfying issues related to project feasibility, design continuity and site-specific sensitivities. Within any given real estate orientation and site planning exercise, certain fundamental urban design principles should be carefully tested within this context. These commonly accepted fundamental urban design principles have been used to formulate goals, objectives, specific design guidelines and strategies to be used in an attempt to protect the unique cultural and historical architectural character of Smithfield. Design guidelines provide a set of fundamental criteria for a community to achieve an identifiable character or image. They are typically based on the area's existing architectural and spatial relationships and the overall aesthetic qualities desired. The design guidelines provided in this chapter provide a framework for future design to insure the best design solutions are achieved within a given area.

The Plan emphasizes that every new and redevelopment project in Smithfield should strive to incorporate urban design fundamentals which embody the "Vision for Smithfield." In order to achieve urban development which respects the commonly-held urban design goals of the Plan, development applications should demonstrate a clear understanding of and appreciation for certain broader, but interrelated, Town-wide objectives:

- *Compatible inter-relationships among uses and use groupings;*
- *Harmonious growth and expansion within the historic areas and entrance corridors;*
- *Optimal building locations throughout the community;*
- *Appropriate architecture related to massing, image, form, and scale;*
- *Preservation of open space and creation of recreational amenities; and*
- *Efficient access, circulation and parking systems to serve development.*

When viewed in its entirety, the Town's growth management program must be carefully coordinated to optimize these principles. As mentioned previously, there is no one manual that provides all the urban design solutions, but, rather, the Comprehensive Plan, zoning and subdivision ordinances, corridor and historic design guidelines, environmental regulations and other ordinances all combine to provide the requisite structure and substance to the Town's urban design framework. Equally important to the successful implementation of sound urban design principles within the Town is the intent of the guidelines to remove the mystery from the design review process and provide some measure of predictability for property owners. The guidelines also insure that Architectural Review Board decisions are objective and consistent for building and sign projects in the Historic District, as well as in the proposed Entrance Corridor Overlay District.

New development and redevelopment should seek an identity which is unique to Smithfield. This means that projects should be sensitive to the Town's historic traditions, architectural scale, cultural landmarks, environmental attributes, and community patterns. The following "vocabulary" for urban design should be considered in the public/private dialogue for new projects at the conceptual site planning stage:

1. Project Land Use and Density
- *Functional organization of site*
- *Land use relationships*
- *Net developable area*
- *Performance-based density*
- *Land use yield*
- *Compatibility with Comprehensive Plan*

2. Transportation and Circulation
- *Identify transportation hierarchies*
- *Vehicular access and circulation*
- *Pedestrian access and circulation*
- *Highway corridors and gateways*

3. Urban Design Vocabulary
- *Compatibility of scale and massing*
- *Compatibility of design and materials*
- *Landscape style and form*
- *Architectural style and detailing*
- *Historic relationships and expression*
- *Coherence and cohesion*
- *Color and tone*

4. Environment
- *Inventory of Assets*
- *Quality of ecological setting*
- *Preservation of natural systems*
- *Quality of environmental design*
- *Open space and conservation*
- *Waterfront characteristics*

5. Public Infrastructure
- *Adequate public facilities*
- *Utility and traffic impact analyses*
- *Responsibility for financing*
- *Proffers and conditional zoning*

6. Regional Considerations
- *Parks and recreation*
- *Schools and libraries*
- *Fire and police*
- *Municipal facilities and service*
- *Tourism influences*
- *Transportation linkages*
- *Marketplace realities*

Urban Design Guidelines

Quality urban design is more than just an architectural or landscaping concern. They emerge from satisfying a range of issues related to architectural compatibility, economic feasibility, marketplace acceptance, and environmental appropriateness. However, the form, scale, density, and appropriateness of use are essential to the "Vision for Smithfield." The guiding principle behind the recommended design review guidelines established for the Town of Smithfield should be to enhance the quality of life for all residents and visitors to the Town by preserving the character and desirable aesthetic features of the community. In order to preserve this character, it is necessary to protect significant features from destruction and to insure that new projects in the town do not detract from the identifiable character of the community. New construction projects and substantial renovation projects should respect the scale, materials, massing and setbacks of neighboring buildings and the overall streetscape, and should preserve and enhance the natural features present on the project site and along the street.

Thus, certain fundamental urban design principles should be carefully tested in conjunction with future land development applications in all areas of the town. The Plan has identified the following general design guidelines which developers and landowners are to address in preparing individual land use proposals:

A. Single Family Residential Development

General Site Design Principles

- New development should be compatible with the adopted Comprehensive Plan.
- New residential development should be reasonably-scaled and compatible with adjacent neighborhoods.
- Development densities should be performance-oriented, with total land use yields based on the "net developable area" concept.
- Residences should be clustered to conform to the Plan's goal of siting units in the most developable areas of a given property.
- Principles of traditional neighborhood design should be tested in appropriate locations.
- Subdivisions incorporating minimum levels of affordable, workforce housing shall be eligible for density bonuses.
- Community designs should embrace sustainability principles and consider energy conservation in site planning.
- Affordable workforce housing units should be integrated into new neighborhoods, rarther than constructed as separate, "stand alone" communities.

Transportation Design Principles

- Residential neighborhood transportation planning should utilize a hierarchical system of internal roadways.
- Single family residences should not have direct access to major collector roads and highway arteries.
- Streets should be designed with minimal disturbance of the natural environment and should be sensitive to excessive earthwork and steeply sloped/highly erodible terrain features.
- Residential street alignments should reinforce a "neighborhood sense of scale" and should avoid monotonous street layouts: principles of traditional neighborhood design should be tested.
- On-street parking should be minimized in low-density single-family communities, but encouraged in areas where Traditional Neighborhood Development is promoted.
- Grid street patterns should be encouraged where feasible in new communities, thereby promoting interconnectivity to adjacent neighborhoods and existing street network.
- Public utilities should be accommodated, to the extent possible, within proposed street rights-of-way.
- Residential streets should be oriented in order to maximize southern (solar) exposure for frontage residences to the extent possible.
- Sidewalks and walkways should be of appropriate size, based on the density of the neighborhood.
- Residential streets should not adversely impact sensitive environmental areas, as defined by the Comprehensive Plan and Chesapeake Bay Preservation Areas.

Landscape Design Principles

- Existing vegetation should be preserved and organized into a comprehensive community landscape design program.
- "Street trees" should be located along all neighborhood streets, using consistent grouping of species compatible with the supporting ecology and indigenous habitat.
- Landscape design concepts should be sensitive to the placement of utility infrastructure (and vice versa).
- Community entrances should incorporate special landscaping treatment, signage, lighting and other amenities to "identify" the neighborhood.
- A variety of landscape materials is encouraged.
- Neighborhood "focal points" should be identified during the site planning process, and varying scales and varieties (including seasonal diversity) of

trees, shrubs and flowers should be employed to promote visual interest and quality.

- Large open spaces, natural areas and common areas which do not receive scheduled maintenance should employ low-maintenance landscape materials.
- Individual residential lots should be landscaped to protect solar access to residences, to protect residences from wind during the winter and to orient plantings to promote site air flow during hot weather.
- Private outdoor lighting, signage, mailboxes, accessory structures, fencing and site furnishings should be compatible with a consistent neighborhood design theme and be compatible with Smithfield architectural review and urban design guidelines.

Open Space and Environmental Principles

- Dominant natural features as well as sensitive environmental areas should be integrated into the design of the neighborhood.
- Each single-family development should provide sufficient levels of open space, conservation areas, "pocket-parks" and other recreation areas for its residents.
- Greenbelts along major transportation routes should be incorporated into the neighborhood open space system.
- Grassed swales should be employed for storm drainage, where possible, with structural outfalls located well above the floodplain limits.
- Single-family construction practices should incorporate enhanced erosion and sediment control measures on a lot-by-lot basis, employing Best Management Practices to the fullest extent feasible.
- All electric and telephone utility lines should be placed underground with above ground appurtenances and service areas screened, bermed and/or landscaped from public view, when possible.
- Environmental management and best management practices in the Chesapeake Bay Preservation Areas should employ well coordinated site engineering and landscape design expertise which is sensitive to CBLAD and other regulatory criteria.

Architectural Design Principles

- Historic District and Entrance Corridor Overlay District design guidelines of the Town's Review Board should be followed where applicable.
- New housing should be of a consistent massing and scale within each neighborhood.
- Single-family building types should be selected and sited with sensitivity to and respect for the existing terrain and natural features of the site.
- Similar and visually compatible architectural materials should be utilized within a given cluster of single-family residences.

- Within single family neighborhoods, compatible design themes should be pursued, while avoiding repetitious facade treatments from house to house.
- Residential architecture should embrace sustainability principles and consider energy conservation in site planning.

B. Attached and Multifamily Residential Development

General Site Planning Principles

- New attached and multifamily residential development should be compatible with the adopted Comprehensive Plan.
- New attached and multifamily residential development should be designed employing a "neighborhood-scale" to housing orientations and massing. Excessively large neighborhoods should be avoided.
- Development densities should be performance-oriented, with total land use yields based on the "net developable area" concept. Site planning should be preceded by extensive environmental analysis.
- Where consistent with the Land Use Plan, attached dwelling units shall be encouraged to be integrated with single family detached dwelling units in neo-traditional communities. In these communities, the attached dwelling units must be architecturally compatible with the single family detached residences with respect to materials, colors, styles and vernacular.
- Residential buildings should be clustered to conform to the Plan's goal of siting units in the most developable areas (planning sub-areas).
- Site planning and housing design for these residential developments should consider potential highway noise impacts.
- Attached residential development site planning should evaluate and respond to solar-siting opportunities and other energy conservation site planning techniques.
- Where non-residential structures are to be incorporated into community designs, consideration should be given to architectural compatibility with residential units.
- Community designs should embrace sustainability principles and consider energy conservation in site planning.

Transportation Design Principles

- Transportation planning should utilize a hierarchical system of internal roadways, incorporating both public and private streets, as well as private parking areas.
- Multifamily residential units should not have direct access to any public street.

- Private drives and parking areas should be coordinated with the Town's street system.
- Streets and parking bays should be designed with minimal disturbance of the natural environment and should be sensitive to excessive earthwork and steeply sloped terrain features.
- Residential street alignments should reinforce a "neighborhood sense of scale" and should avoid linear, monotonous street layouts.
- A street and parking area signage system should provide for clear directions and safe movement throughout the neighborhood.
- Private off-street parking areas should be buffered and landscaped from primary views from public streets.
- Dedicated, screened off-street parking areas should be provided for special vehicle storage (campers, boats, recreational vehicles). Such vehicles should not be permitted in normal parking areas.
- Interior parking areas and private driveways should provide adequate turnaround areas for emergency and delivery vehicles.
- Proper linkages should be provided for pedestrian access from buildings to parking areas.
- A pedestrian/open space system linking neighborhood activity centers should be provided in each new community.
- Public utilities should be accommodated, to the extent possible, within proposed street rights-of-way.
- Driveways and parking areas in multifamily and attached neighborhoods should be oriented in order to maximize southern (solar) exposure and other energy conservation practices for residential buildings to the extent possible.
- Residential streets as well as private driveways and parking areas should not adversely impact the sensitive environmental areas, as defined by the Comprehensive Plan.

Landscape Design Principles

- Existing quality vegetation should be preserved and organized into a comprehensive community landscape design program.
- "Street trees" should be located along both public and private neighborhood streets, using consistent groupings of species compatible with the supporting ecology and indigenous habitat.
- Special landscape treatments should identify and reinforce neighborhood and building entry areas.
- Landscape design concepts should be sensitive to the placement of utility infrastructure (and vice versa).
- Community entrances should incorporate special landscaping treatment, signage, lighting and other landscape amenities to "identify" the neighborhood.

- Neighborhood "focal points" should be identified during the site planning process, and varying scales and varieties (including seasonal diversity) of trees, ornamental shrubs and flowers should be employed to promote visual interest and quality.
- Well landscaped, special community use areas, such as pools, tennis courts and other neighborhood recreation areas should be provided.
- In elderly housing neighborhoods special recreational and landscaped amenities should be provided.
- Large open spaces, natural areas and common areas which are not likely to receive scheduled maintenance should employ low-maintenance landscape materials.
- Building clusters should be landscaped to protect solar access to residences, to protect residences from wind during the winter and to orient plantings to promote site air-flow during hot weather.
- Private outdoor lighting, signage, mailboxes, accessory structures, fencing and site furnishings should be compatible with a consistent neighborhood design theme and be compatible with Smithfield architectural review guidelines.
- Walls and fencing should be employed to enhance the privacy and enjoyment of outdoor spaces adjacent to residential units.

Open Space and Environmental Principles

- Dominant natural features as well as sensitive environmental areas should be integrated into the design of the neighborhood.
- Attached and multifamily residential projects should provide sufficient levels of open space, conservation areas, parks and other active recreation areas for its residents.
- Greenbelts along active, external transportation routes should be incorporated into the neighborhood open space system.
- Grassed swales should be employed for storm drainage, where possible, with structural outfalls located well above the floodplain limits.
- Parking lot drainage designs should seek to minimize cumulative runoff concentrations.
- Stormwater management facilities should be integral to neighborhood designs, emphasizing both water quality and runoff quantity control principles as well as minimizing the impacts on sensitive environment areas.
- All electric and telephone utility lines should be placed underground with above ground appurtenances and service areas screened, bermed and/or landscaped from public view, where possible.

- Screened and landscaped on-site storage areas for refuse and wastes should be provided for easy and safe access to the residents.
- Environmental management and best management practices in the Chesapeake Bay Preservation Areas should employ well coordinated site engineering and landscape design expertise which is sensitive to CBLAD and other regulatory criteria.

Architectural Design Principles

- Design guidelines of the Review Board for the historic district and entrance corridors should be followed where applicable.
- New housing should be of a consistent massing and scale within each neighborhood grouping or building cluster.
- Attached and multifamily building types should be selected and sited with sensitivity to and respect for the existing terrain and natural features of the site.
- Similar and visually compatible architectural materials should be utilized within a given cluster of neighborhood buildings.
- Within higher density neighborhoods, a consistent design theme should be pursued, while avoiding repetitious facade treatments from building to building.
- Unit siting should employ varied frontage setbacks and sensitivity to existing terrain.
- Siting of residential buildings should consider clustering units around courtyard-styled areas or other "thematic" landscape focal points in order to reinforce neighborhood scale and visual appeal from building approaches.
- Townhouse and multifamily architecture and supporting landscape designs should embrace sustainability principles and consider energy conservation in site planning.

C. Commercial and Office Development

General Site Planning Principles

- New commercial and office development should be compatible with the adopted Comprehensive Plan.
- New commercial and office development should be designed in a scale compatible with adjacent development and street systems.
- Commercial and office development densities should be performance oriented, with total land use yields based on the "net developable area" concept; site planning should be preceded by extensive environmental analysis.

- Buildings should be clustered to conform to the Plan's goal of siting units in the most developable areas (planning sub-areas) and restricting development in sensitive environmental areas.
- Site planning should evaluate and respond to solar-siting opportunities and other energy conservation site planning techniques.
- Major office projects and large employment centers should employ "campus" design programs, accentuating integrated site planning, landscaping and architectural concepts.
- Parking areas should be located outside of required yard areas.

Transportation Design Principles

- Transportation planning should utilize a hierarchical system of internal roadways, incorporating both public and private streets, as well as private parking areas.
- Individual parking spaces for commercial and office developments should not directly access any public street. Private drives and parking areas should be coordinated with the street system.
- Streets and parking bays should be designed with minimal disturbance of the natural environment and should be sensitive to excessive earthwork and steeply sloped terrain features.
- Interior street alignments should reinforce an appropriate sense of scale relative to the proposed commercial development massing and should avoid linear, monotonous street layouts.
- A street and parking area signage system should provide for clear directions and safe movement throughout the planned development.
- Private off-street parking areas should be buffered and landscaped to the extent possible from primary views from public streets.
- Interior parking areas as well as private driveways and loading areas should provide adequate turnaround areas for emergency and delivery vehicles.
- Sidewalks should be provided for pedestrian access (emphasizing handicap access needs) from buildings to parking areas and adjacent properties.
- Public utilities should be accommodated, to the extent possible, within proposed street rights-of-way.
- Streets, private travelways and parking areas in commercial and office developments should be oriented in order to maximize southern (solar) exposure and other energy conservation practices for commercial buildings to the extent possible.
- Public street alignments as well as private drives and parking should not adversely impact the sensitive environmental areas, as defined by the Comprehensive Plan.

Landscape Design Principles

- Existing quality vegetation should be preserved and organized into a comprehensive community landscape design program.
- "Street trees" should be located along both public and private commercial streets, using consistent groupings of species compatible with the supporting ecology and indigenous habitat.
- Shade trees should be provided in landscaped medians in all parking lots, employing consistent species groupings to reinforce the character of development and ambience of the parking areas.
- Special landscape treatments should identify and reinforce major commercial or office entry areas as well as primary building entry zones.
- Landscape design concepts should be sensitive to the placement of utility infrastructure (and vice versa).
- Entrances from public streets should incorporate special landscaping treatment, signage, lighting and other landscape amenities to thematically "identify" the development.
- Significant physical "focal points" of the site should be identified during the conceptual planning process, and varying scales and varieties (including seasonal diversity) of trees, ornamental shrubs and flowers should be employed to promote visual interest and quality at key nodes.
- Large open spaces, natural areas and common areas which are not likely to receive scheduled maintenance should employ low-maintenance landscape materials.
- Building clusters should be landscaped to protect solar access to residences, to protect residences from wind during the winter and to orient plantings to promote site air-flow during hot weather.
- Outdoor lighting, commercial signage, directional signage, mailboxes, accessory structures, fencing and site furnishings should be compatible with a consistent project design theme and be compatible with Smithfield architectural review guidelines.
- Bus shelters of compatible architectural styling should be provided at major roadway entries into commercial and office developments, when required by the Town.

Open Space and Environmental Principles

- Dominant natural features as well as sensitive environmental areas should be integrated into the design of commercial and office areas.
- Commercial and office projects should provide sufficient levels of open space, conservation areas, parks and other recreation areas for its employees and visitors.
- Greenbelts along active, external transportation routes should be incorporated into the open space system.

- Grassed swales should be employed for storm drainage, where possible, with structural outfalls located well above the floodplain limits.
- Parking lot drainage designs should seek to minimize cumulative runoff concentrations.
- Stormwater management facilities should be integral to commercial and office designs, emphasizing both water quality and runoff quantity control principles as well as minimizing the impacts on sensitive environment areas.
- All electric and telephone utility lines should be placed underground with above ground appurtenances and service areas screened, bermed and/or landscaped from public view, where possible.
- Screened and landscaped on-site storage areas for refuse and wastes should be provided for easy and safe access to the residents.
- A landscaped "backdrop" should be established along the rear property lines of commercial development, with landscaping compatible with the screening needs of adjacent land uses. Areas should employ well coordinated site engineering and landscape design expertise which is sensitive to CBLAD and other regulatory criteria.

Architectural Design Principles

- Design guidelines of the Review Board Committee for historic districts and tourism corridors should be followed where applicable.
- New commercial and office buildings should be of a consistent massing and scale within each grouping or building cluster.
- Retail and office building types should be selected and sited with sensitivity to and respect for the existing terrain and natural features of the site.
- Similar and visually compatible architectural materials should be utilized within a given cluster of commercial buildings.
- Within higher density commercial and office developments, a consistent design theme should be pursued, while avoiding repetitious façade treatments from building to building.
- Unit siting should employ varied frontage setbacks and sensitivity to existing terrain.
- Primary building entries should be segregated from service oriented entries.
- Siting of commercial buildings should consider clustering units around courtyard-like areas to reinforce the scale of the area and visual appeal from building approaches.
- Commercial architecture and landscape designs should embrace sustainability principles and consider energy conservation in site planning.

D. Mixed Use Development

General Site Planning Principles

- New mixed use development should be compatible with the adopted Comprehensive Plan.
- New mixed use development should be designed in a scale compatible with adjacent development and street systems.
- Residential development densities and non-residential development intensities should be performance-oriented, with total land use yields based on the "net developable area" concept; site planning should be preceded by extensive environmental analysis.
- Buildings should be clustered to conform to the Plan's goal of siting units in the most developable areas (planning sub-areas) and restricting development in sensitive environmental areas.
- Projects to be considered as a "TND" mixed use community shall promote compact, mixed use development with an efficient town or village scale, massing, density and infrastructure configuration which integrates diversified uses both within close proximity to each other and within individual buildings, where appropriate.
- A mix of uses shall be encouraged within blocks in the community and within individual buildings located within the block. However, a vertical integration of uses within a building shall not be the sole determination of a true mix of uses within a block or neighborhood.
- Site planning should evaluate and respond to solar-siting opportunities and other energy conservation site planning techniques.

Transportation Design Principles

- Transportation planning should utilize a hierarchical system of internal roadways, incorporating both public and private streets, as well as public and private parking areas.
- Streets should be designed to achieve a hierarchical system of urban and village-scaled streets employing traditional neighborhood traffic and transportation standards as well as flexible geometric criteria
- Grid street patterns shall be encouraged where environmental features within the subject property allow.
- Private drives and parking areas should be coordinated with the street system.
- Streets and parking bays should be designed with minimal disturbance of the natural environment and should be sensitive to excessive earthwork and steeply sloped terrain features.

- Interior street alignments should reinforce an appropriate sense of scale relative to the proposed development massing and should provide multiple points of interconnection with other streets in the neighborhood.
- A street and parking area signage system should provide for clear directions and safe movement throughout the planned development.
- On-street parking shall be encouraged and may be counted towards the minimum parking requirements within a community.
- Shared parking among uses with compatible peak demand periods shall be encouraged.
- Private off-street parking areas should be buffered and landscaped to the extent possible from primary views from public streets.
- Interior parking areas as well as private driveways and loading areas should provide adequate turnaround areas for emergency and delivery vehicles.
- Sidewalks should be provided for pedestrian access (emphasizing handicap access needs) from buildings to parking areas and adjacent properties.
- Public utilities should be accommodated, to the extent possible, within proposed street rights-of-way.
- Streets, private travelways and parking areas in commercial and office developments should be oriented in order to maximize southern (solar) exposure and other energy conservation practices for commercial buildings to the extent possible.
- Public street alignments as well as private drives and parking should not adversely impact the sensitive environmental areas, as defined by the Comprehensive Plan.

Landscape Design Principles

- Existing quality vegetation should be preserved and organized into a comprehensive community landscape design program.
- "Street trees" should be located along both public and private mixed use streets, using consistent groupings of species compatible with the supporting ecology and indigenous habitat.
- Shade trees should be provided in landscaped medians in all parking lots, employing consistent species groupings to reinforce the character of development and ambience of the parking areas.
- Special landscape treatments should identify and reinforce major commercial or office entry areas as well as primary building entry zones.
- Landscape design concepts should be sensitive to the placement of utility infrastructure (and vice-versa).
- Entrances from public streets should incorporate special landscaping treatment, signage, lighting and other landscape amenities to thematically "identify" the project.

- Significant physical "focal points" of the site should be identified during the conceptual planning process, and varying scales and varieties (including seasonal diversity) of trees, ornamental shrubs and flowers should be employed to promote visual interest and quality at key nodes.
- Large open spaces, natural areas and common areas which are not likely to receive scheduled maintenance should employ low-maintenance landscape materials.
- Building clusters should be landscaped to protect solar access to residences, to protect residences from wind during the winter and to orient plantings to promote site air-flow during hot weather.
- Outdoor lighting, commercial signage, directional signage, mailboxes, accessory structures, fencing and site furnishings should be compatible with a consistent project design theme and be compatible with Smithfield architectural review guidelines.
- Bus shelters of compatible architectural styling should be provided at major roadway entries into commercial, office and mixed use developments, when required by the Town.

Open Space and Environmental Principles

- Dominant natural features as well as sensitive environmental areas should be integrated into the design of commercial and office areas.
- Mixed use projects should provide sufficient levels of open space, conservation areas, parks and other recreation areas for its residents, employees, shoppers and visitors.
- Greenbelts along active, external transportation routes should be incorporated into the open space system.
- Grassed swales should be employed for storm drainage, where possible, with structural outfalls located well above the floodplain limits.
- Parking lot drainage designs should seek to minimize cumulative runoff concentrations.
- Stormwater management facilities should be integral to mixed use community designs, emphasizing both water quality and runoff quantity control principles as well as minimizing the impacts on sensitive environment areas.
- All electric and telephone utility lines should be placed underground with above ground appurtenances and service areas screened, bermed and/or landscaped from public view, where possible.
- Screened and landscaped on-site storage areas for refuse and wastes should be provided for easy and safe access to the residents.
- A landscaped "backdrop" should be established along the rear property lines of commercial development, with landscaping compatible with the screening needs of adjacent land uses. Areas should employ well

coordinated site engineering and landscape design expertise which is sensitive to CBLAD and other regulatory criteria.

Architectural Design Principles

- Design guidelines of the Review Board Committee for historic districts and entrance corridors should be followed where applicable.
- The Town should consider the introduction of a form-based code to regulate the construction of new buildings within mixed use communities.
- New commercial and office buildings should be of a consistent massing and scale within each grouping or building cluster.
- Mixed use building types should be selected and sited with sensitivity to and respect for the existing terrain and natural features of the site.
- Similar and visually compatible architectural materials should be utilized within a given cluster of commercial buildings.
- Within higher density developments, a consistent design theme should be pursued, while avoiding repetitious façade treatments from building to building.
- Unit siting should employ varied frontage setbacks and sensitivity to existing terrain.
- Primary building entries should be segregated from service oriented entries.
- Siting of buildings should consider clustering units around courtyard-like areas to reinforce the scale of the area and visual appeal from building approaches.
- Commercial architecture and landscape designs should embrace sustainability principles and consider energy conservation in site planning.

Traditional Neighborhood Development

Within this Comprehensive Plan, the Town seeks to emphasize the need for and indeed, encourage new development of traditional neighborhood development and "smart growth" in Smithfield. This approach to land development represents a departure from the traditional suburban interpretation of zoning practices in that it promotes compact, mixed-use development with an urban scale, massing, density and infrastructure configuration. Such projects should integrate diversified uses within close proximity to one another as well as within the same buildings, where appropriate. The dominant goal for this new initiative is to provide the urban infrastructure and amenities which are essential to establishing a community which provides economic opportunity within the context of social, physical and environmental sustainability. Key to the successful implementation of these types of neighborhoods are the encouragement of pedestrian movement and inviting public open spaces which so often enable the civic interaction deemed critical to vibrant neighborhoods.

The Town should seek to introduce and adopt a new "Traditional Neighborhood Overlay Option" zoning district to implement this significant urban design objective. This overlay district would enable applicable projects to be submitted and considered for approval as a land use option within any of the Town zoning districts pursuant to the additional regulations and enhanced design criteria established in the proposed Ordinance. Each proposed "Traditional Neighborhood Overlay Option" project shall be guided by the appropriate land use planning designation included in this Comprehensive Plan, and shall be governed by the overlay requirements included in the proposed overlay district, the underlying zoning districts, a submitted Master or General Development Plan, a submitted Code of Development, and the applicant's proffers which may be attached thereto.

Projects to be considered as a "Traditional Neighborhood Overlay Option" shall promote compact, mixed-use development with an efficient town or village scale, massing, density and infrastructure configuration which integrates diversified uses both within close proximity to each other and within individual buildings, where appropriate. The dominant goal for the "Traditional Neighborhood Overlay Option" is to clearly define and establish the foundational infrastructure and urban design elements within the context of social, civic, economic, and environmental sustainability. Applications to be considered under the "Traditional Neighborhood Overlay Option" shall integrate into its Code of Development and General Development Plan the following principles:

1. Centers: The "Traditional Neighborhood Overlay Option" development must establish a thematic, axial, and socially functional "center," and shall include an integrated "core" identity for the total project. It should provide urban (or village) spaces organized into civic spaces, squares, greens and parks. The concept of establishing a "center" should be evaluated from both a local and regional perspective, recognizing the cultural and historic traditions and integrity of Smithfield land use.

2. Open Space and Recreation: The project shall provide a mix of well organized open spaces, recreation and entertainment elements which foster a pedestrian-friendly environment. Both formal and informal spaces are encouraged. Open spaces should give deference to the quality of spatial treatments as opposed to the quantity of open spaces. Recreation may be construed to be served by either indoor or outdoor facilities.

3. Network: The project shall emphasize and incorporate a system of coordinated, interconnecting streets, sidewalks and pedestrian facilities. Streets should be designed to achieve a hierarchical system of urban and village-scaled streets employing traditional neighborhood traffic and transportation standards as well as flexible geometric criteria. At appropriate locations, bus and public transit opportunities and services should be coordinated with the project. Private streets are encouraged where they improve the applicant's ability to achieve commonly accepted TND transportation objectives which cannot be otherwise achieved

via public streets. Pedestrian facilities should be linked to the adjoining neighborhoods within Smithfield.

4. Mixed Uses: In addition to a commercial and service component, other appropriate urban uses shall be integrated into the town center. A mix of offices, lodging, restaurants, recreation, freestanding residential dwellings, upper level residential uses in commercial structures, institutional buildings and public uses should be considered and tested for site accommodation and market feasibility.

5. Building Placement and Scale: The architectural styling, massing, heights, orientation, rhythm, color and materials of the project's buildings should be sensitive to the "Smithfield scale and texture" as well as other traditional neighborhood architectural design principles, with an emphasis on a "user friendly" street environment. Plazas, "greens" and squares should be incorporated, where feasible.

6. Alleys and Minor Streets: The use of alleys and minor urban or village-scaled streets, (either public or private), should be included in the project's transportation approaches to achieve efficient block organization, intra- and inter-block access patterns and traffic distribution.

7. Relegated Parking: The project should be designed with on-street parking within the designated mixed-use and commercial areas of the "Traditional Neighborhood Overlay Option" while other designated parking areas should be "buffered" from the dominant pedestrian linkages and located to the rear or sides of buildings, where possible. On street parking may be achieved on either public or private streets.

8. Variety of Housing Types: The incorporation of a mix of residential uses compatible with the "Smithfield style" is encouraged within each "Traditional Neighborhood Overlay Option" district. In addition to single family residences, multi-family dwellings, upper level residential "flats" above commercial structures and garages, and other forms of innovative urban residential dwellings should be considered. A proliferation of repetitive, similarly sized and decorated "McMansions" are not the "vision" for these projects. Appropriate levels of affordable workforce housing should be considered.

9. Appealing Streetscapes: The "Traditional Neighborhood Overlay Option" district should be designed as an exemplary New Urbanism streetscape, applying tested traditional and vernacular elements. The project master planning process should evaluate, test and apply, where feasible, elements such as roundabouts, paved crosswalks, urban street tree landscaping, plazas and squares, and traditional street hardscapes (such as high quality street lighting, benches, pavements, and signage). Buildings should form a consistent, distinct edge which defines the border between the street and the block.

10. Transportation and Pedestrian Options: The project should be convenient to pedestrians, bicyclists and buses. Pedestrian movements within the project must be accommodated via safe, friendly and well landscaped paths and walks.

11. Architectural Character: Architectural and landscape designs should respond to the unique character and tradition of the "Smithfield style" and the traditions of historic Virginia residential design. While not encouraging repetitive forms, architecture within the "Traditional Neighborhood Overlay Option" district should recognize and uphold principles of integration in the massing, scale, rhythm, color and materials of buildings throughout the project.

12. Market Feasibility: The project shall make economic sense in that it can be demonstrated that its mix and intensity of land uses are organized to serve the existing and future marketplace located within Smithfield and the greater sphere of influence of the project. Principles of demographic and economic sustainability should be applied in the selection and organization of land uses, notwithstanding the acknowledged goal that project uses should not compete with the downtown business and retail uses.

Code of Development: Application Requirements

In order to optimally integrate the flexibility offered by the "Traditional Neighborhood Overlay Option" with the regulations contained in the underlying conventional zoning districts, zoning approval shall be subject to and governed by a Code of Development which establishes the major regulating elements for the project. It shall be the responsibility of the applicant to prepare and proffer a Code of Development for the project which supplements the General Development Plan. The objective of the Code of Development is to promote both:

(1) *Flexibility in establishing the location, mix of uses and densities within the "Traditional Neighborhood Overlay Option" district and*

(2) *Codification of the unifying and regulating guidelines for each location, use and density.*

The Code of Development shall address and incorporate the following:

1. Regulating Block Plan and Master Plan which establishes the framework for the project's development plan, including the internal block and planning area configuration, the master plan for proposed uses, the general allocation of uses to each block or internal planning area as related to the uses prescribed in the conventional underlying Smithfield zoning categories (residential, commercial, service, shopping center areas and industrial areas), street and alley locations, block size and organization, "build to" lines, and the conceptual approach to the subdivision of private building lots as well as tracts for recreation, park, civic and public spaces.

2. Urban Regulations which establish the following for each internal block or planning area: permitted land uses, and land use exclusions (in terms of specific uses to be excluded), generalized building type(s), building densities, frontage "build-to lines", minimum and maximum lot and yard dimensions, lot coverage ratios, building heights, sidewalk and pedestrian guidelines, parking criteria, and other use requirements. These regulations serve as a form of "mini-zoning ordinance" for each internal block or planning area within the project.

3. Architectural and Landscape Guidelines which define the characteristics of urban design and landscape architectural improvements proposed for each Block or Planning Area within the district. The guidelines shall include conceptual representations of planned architectural themes, building massing, scale, and materials as well as identification of planned landscape treatment of streets, civic spaces, open areas, parking areas, and other activity centers within the "Traditional Neighborhood Overlay Option" district. Where applicable, the Architectural and Landscape Design Guidelines and companion master plan should be reviewed by the Board of Historic and Architectural Review (or other design review entity constituted by the Council) as the criteria by which subsequent BHAR applications would be reviewed and processed during the implementation phases (i.e. subdivision and site plan submissions) of the project.

4. Street Classification Plan and Design Regulations which provides the design intent and criteria for the types of vehicular and pedestrian access improvements as well as other major infrastructure components within the project. The street classification plan and design regulations shall address the following: street types and classifications, street widths, parking dimensions, parking and loading standards, intersection configuration and details, sidewalk and path locations, mass transit accommodation, and the proposed urban design criteria and engineering standards for hardscape improvements, sidewalks, paths, street lights, signage, utilities, street trees and landscaping for each block and street.

Transportation design criteria for the above shall be based on the applicant's traffic impact assessment and transportation improvements analysis. A determination of street ownership (public or private) and maintenance responsibility shall be included for each street type. Waivers and standards relating thereto shall be established for the location of utility easements within public and private rights-of-way.

Historic District Design Guidelines

Smithfield currently has in place a fairly vigorous set of design standards which are applicable to its identified historic structures. In 1979, the Town established a Local Historic District designed to provide protection against the destruction of historic and architecturally significant areas, buildings, monuments or other features which contribute to the cultural, social, economic, political, artistic or architectural heritage of Smithfield. A Historic Preservation (HP-O) District Ordinance was also adopted in 1979 and established an overlay district within the Town's existing zoning ordinance that incorporates the boundary defined by the Local Historic District. The Historic Preservation District provides for the review of certain changes that affect

the appearance of buildings located in the Local Historic District (and thus, within the HP–O District) by the Town's Board of Historic and Architectural Review. This district has been augmented by formal design guidelines, *Smithfield, Virginia Historic Design Guidelines*, first published in 1990. In 2006, Frazier and Associates of Staunton, Virginia developed an update of the guidelines. These guidelines stand today as a valuable means of identifying what is valuable and worth preserving in the district. The application of this district is intended to create an atmosphere for compatible growth for future generations, to prevent the intrusion of environmental influences adverse to such purposes and to insure that new structures and uses will be in keeping with the character and scale of the HP-O District. The underlying zoning classifications, however, still govern the basic site features such as setbacks, lot sizes, height and use. A more thorough summary of the Historic District and the applicable design guidelines is provided within the Plan in Chapter VII. *Historic Areas Plan*.

The protection of the Local Historic District has helped the Town to stabilize and improve property values, protect and enhance the Town's attractiveness to tourists and visitors and support and stimulate complimentary development appropriate to the prominence afforded properties included in the district. Benefits attributable to the promotion of superior design and appearance of structures constructed within this district will ultimately promote the public health, safety and general welfare of the citizens of Smithfield.

Entrance Corridor Overlay District Guidelines

In order for the Town to continue its ongoing success in protecting local historic resources and indeed, the heritage of Smithfield, it must respond to the new challenges confronting design issues in and around the Historic District. One of the most pressing of these new challenges focuses upon the impact of new development on the major transportation arteries leading into and out of the Downtown Area. As development pressures continue to increase in the region, additional urban design measures are needed to protect the Town's major entrance corridors. A major emphasis of the development of the 1999 Plan was the recognition of the unique character of the Town's entry corridors and arterial roads which serve as the gateways to Smithfield's historic district, points of tourism or cultural destinations. The Town identified five such major entrance corridors:

1. *U.S. Route 258 from the west;*
2. *State Route 10 Bypass from the north;*
3. *State Route 10 Business from the north;*
4. *State Route 10/U.S. Route 258 from the southeast; and*
5. *Battery Park Road (Route 669) from the east.*

The 1999 Comprehensive Plan concluded that major entrance corridors leading into the Town and to the Downtown Area in particular should be articulated, offering a clear message that one is entering Smithfield. These entrances should offer a contrasting image from the surrounding commercial corridors and countryside. The corridors connecting the gateways and the Downtown should also offer a degree of visual continuity as distinct from their more suburban or rural sectors, thereby enhancing the unique image of the Town.

As a means of effectively protecting its valuable entrance corridors, the Town introduced design control measures for these corridors and gateways in order to stimulate complementary new development which will be compatible with Smithfield's historic character and which will enhance the Town's attractiveness to tourists, visitors and its residents. The recommended *Entrance Corridors Overlay (ECO) District* was established in accord with Section 15.1-503.2 of the Code of Virginia, as amended, to maintain, preserve, protect and enhance the historic character, cultural significance, economic vitality, visual quality and architectural excellence of the Town. The application of this district was intended to insure that the major existing and planned routes of tourist access, as well as other public access to the Town's local historic area are developed and maintained in a harmonious and compatible manner. The EC-O District regulations are designed to promote an atmosphere for compatible growth for future generations, to prevent the intrusion of land use and environmental influences adverse to such purposes, and to insure that new structures and uses will retain the character of both the proposed EC-O District and the HP-O District. Furthermore, the establishment of this new district would fulfill the Plan's goal of recognizing the unique character of the Town's entrance corridors and arterial roads which serve as the gateways to Smithfield's historic districts, points of tourism or cultural destinations.

As development patterns have evolved since the last Plan was adopted, new corridors have emerged as potentially warranting similar entrance corridor regulatory control. Two of these are deemed worth of Town consideration for inclusion as additional corridors to be added to the overlay district. These are:

1. *Great Springs Road from the south; and*
2. *Cary Street from the north.*

Both of these streets link outlying Town areas directly to the Historic District and its entrance corridors. Further, they both provide direct access to strategically located properties boasting significant developable potential lying either in the Town or just outside the Town boundary. Market demand has yet to direct significant new development to these strategic parcels as of the adoption of this Plan; however, it would be wise for the Town to plan for future growth along these corridors and apply its corridor design guideline tools to any future development requests potentially impacting these corridors.

Establishment of Corridor Design Guidelines

Since the last Plan was adopted in 1999, the Town has also implemented new design guidelines for these identified entrance corridors. The intent of these guidelines is to encourage the improvement of the architectural and visual character of these major corridors, to prevent the intrusion of adverse environmental influences and to create an atmosphere for compatible future growth. Within the guidelines, the Town has established site design, landscape, signage and architectural design guidelines for the Town's major entrance corridors in order to establish a definitive set of measures that property owners and Staff can rely on with respect to the corridors. The main purpose of these guidelines is to improve the function and safety of the corridors, promote their aesthetic qualities and enhance the economic viability of the Town.

The Corridor Overlay Design Guidelines focus attention on the importance of the relationship between the entrance corridors and the Historic District, and specifically upon the role the corridors play in protecting the Historic Area and attracting attention and visitors to it. Within this context, the Guidelines place heavy emphasis on the following objectives outlined for the ongoing role of each entrance corridor:

- *Mark distinct entrance points to the historic area;*
- *Preserve viewsheds and important landmark views;*
- *Provide visual clues which draw visitors to the Historic Area;*
- *Create a strong sense of arrival to the historic area through the use of distinctive signage; and*
- *Achieve consistency in streetscape through simplicity of design and repetition of common landscape and streetscape elements*

The corridor design guidelines also provide specific guidance on the regulation of the following issues:

- *Corridor Regulation and Zoning Considerations*
- *Right -of-Way Design Considerations*
- *Maintenance, repair and new construction within the Corridor Protection Districts*
- *Site Design*
    - *A. Parking Setbacks*
    - *B. Parcel Access and Curb Cuts*
    - *C. Driveways*
    - *D. Site Entrances*

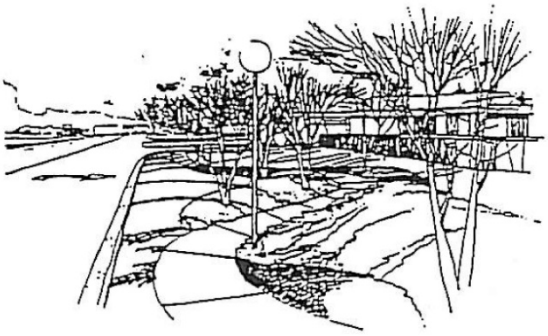
- *Driveway and Parking Lot Design*
- *Parcel Sidewalks*
- *Pedestrian Amenities and Outdoor Dining Areas*
- *Site Lighting*
- *Dumpsters, Equipment and Service Areas.*
- *Landscape Design*
- *Parking Lot Landscaping*
- *Building Perimeter Zones*
- *Subdivision Entrance Landscaping*
- *The feasibility of incorporating a formal greenbelt plan within the Town boundary, to be focused upon the primary entrance corridors*
- *Specific phasing, priority and funding recommendations for entrance gateway improvement projects*
- *Specific phasing, priority and funding recommendations for corridor landscape improvement projects*

The Town should also work with the County to cooperate in the extension of the application of corridor overlay design guidelines to those portions of the identified entrance corridors which extend outside of the Town's corporate limits. As growth pressures continue to press into the County service districts surrounding the Town, it will become increasingly important for the Town and the County to coordinate in the review and regulation of future development which will impact the future form and function of these important gateways and entrance corridors leading to the area "between the bridges" in Smithfield.

Corridor System Options

The four general categories of "corridor system options" for exurban, suburban and urban streets are presented in tabular form on the following pages. These are to be employed by Town planners, VDOT officials, traffic engineers, transportation planners and urban design professionals for use in undertaking subsequent individual design programs on the Town's major streets (both old and new).

1. *Exurban*



2. *Suburban*

3. *Urban*

CORRIDOR SYSTEM OPTIONS
Planning Elements for Smithfield Entrance Corridors

I. PUBLIC RIGHT-OF-WAY AND TRANSPORTATION ELEMENTS

Corridor System Options

Palette of Elements	1 Exurban	2 Suburban	3 Urban
A. Arterial Section and Paving	2-4 Lane Roads Graded Shoulder	2-4 Lane Roads Paved Shoulder	2-4 Lane Roads Curb and Gutter
B. Median Design Delineated	Open, Not Delineated No Curb and Gutter	Varies; Delineated No Curb and Gutter	Consistent; Curb and Gutter
C. Intersection Character	Uncontrolled Design Single Turn Lanes	Design Limitations Single Turn Lanes	Strict Controls Multiple At-Grade Lanes
D. Pedestrian Facilities	None	Limited Sidewalks Occasional Paths/Asphalt	Organized Sidewalks Bike Paths/Concrete
E. Transit Facilities	None/Regional Scale	Dispersed Designed Stops	Formal/High Usage Multiple Stops/Terminals
F. Public Signage	Minimal Signage Rusticated Local Signs	Unorganized Non-Unified Design	Organized Unified Design
G. Private Access Control	Uncoordinated Minimal Design Standards	Loosely Coordinated VDOT Standards	Coordinated/Controlled VDOT Urban Standards
H. Storm Drainage	Median Ditches Shoulder Ditches/Swales	Mixed Ditches/UG Structures	Underground Structures
I. Electric/Telephone	Above Ground Overhead	Mixed: Underground and Overhead	Organized: Underground
J. Public Street Lighting	None	Lighting: Density Intersection/Area Lighting	Uniform/Organized Formal Street Lighting
K. Traffic Volumes	LowADT High PHV LOS	Moderate ADT Adequate PHV LOS	High ADT Stressed PHV LOS
L. Traffic Signalization and Controls	Little or None Institutional Only	Informal Facility Demand Based	Formal/Organized System Flow Based

CORRIDOR SYSTEM OPTIONS
Planning Elements for Smithfield Entrance Corridors

II. STREETSCAPE AND LANDSCAPE CHARACTER

Corridor System Options

	Palette of Elements	1 Exurban	2 Suburban	3 Urban
A.	Median Landscaping (Public)	Natural/Limited Cultivation Minimal Maintenance	Opportunities for Cultivation Minimal Maintenance	Formal/Highly Cultivated High Maintenance
B.	Edge Landscaping (Public)	Cultivate Existing Selective Clearing/Planting	Pockets of Emphasis Add Plantings/Cultivate Existing Planting Beds	Formal/Street Trees
C.	Frontage Landscaping (Private)	Limited/Optional/By Owner Informal/Uncoordinated	Occasional/By Owner Limited Coordination	Frequent/Hardscape Required by Ordinance
D.	Gateways/Emphasis Areas	Evolve Historically Institutional/Cultural Basis	Private Development Commercial/Market Place	Urban/Formal Themes Driven by Urban Elements
E.	Signage (Public)	Minimal Signage Rusticated/Local Flavor	Free Standing Loose Organization	Dense/Cluttered Demand Organization
F.	Signage (Private)	Limited Design Control Rusticated/Uncoordinated	Free Standing/Uncoordinated Ordinance Driven	Grouped/Coordinated Ordinance Driven
G.	Visual Continuity	Dictated by Landforms, Views Vegetation & Villages	Limited, Difficult to Achieve Dictated by Ordinance	Dictated by Urban Form, Density, & Guidelines
H.	Street Furnishings/ Urban Hardscape	None	Disparate; Limited, Private Parks, Institutions	Frequent; Public/Private Transit, Plaza, Parks
I.	Lighting	None or Private Security Related	Limited Public; Private Dictated by Marketplace	Formal Public; Private Dictated by Ordinance
J.	Open Space	Expansive; Unorganized Driven by Market & Zoning	Fragmented; Unplanned Driven by Market& Zoning	Limited; Planned Driven by Zoning, Public
K.	Parking	Private Parking; Unorganized Front Yards	Private; Organization via Market & Zoning	Private via Zoning/$$$ Public via Politics/$$$

CORRIDOR SYSTEM OPTIONS
Planning Elements for Smithfield Entrance Corridors

III. CORRIDOR LAND USE ORGANIZATION AND ARCHITECTURAL FORM

Corridor System Options

	Palette of Elements	1 Exurban	2 Suburban	3 Urban
A.	Land Use	Large Lots/Mixed Use Uses: Grandfathered	Med. Lot Size/Mixed Use Uses: Zoning Stimulus	Small Lot Size/Mixed Use Zoning & Design Stimulus
B.	Parking Organization (Private)	Fragmented; Minimal Naturally Screened/Front Yard	Organized by Use/Visibility Limited Screening	Well Organized/Dense Side or Rear Lot
C.	Architectural Character	Local, Very Diverse Unorganized	Franchise Driven Design Market Driven	Perceived Organization Materials, Massing
D.	Site Density/Intensity	Low Few Controls/Zoning	Medium Limited Controls/Zoning	High FAR Driven Density
E.	Quality of Facades	Range: Age, Economic Vitality	Range: Age, Economic Vitality	Range: Age, Design Guidelines
F.	Geometry and Materials	Informal/Unorganized No Guidelines	Semi-Formal/Range Minimal Guidelines	Formal/Masonry Urban Guidelines
G.	Adaptability of Structure	Low Code Difficulty	Medium Age, Mass, Site	High Flexible Design
H.	Facility Age/ Economic Life	Broad Range (Trailers - Estates)	Short to Medium Term (Shopping Centers)	Medium to Long Term (Urban Core)
I.	Use Sustainability (Life Cycle)	Range Dictated by Age, Market	Limited Reuse Potential Dictated by Age, Market	Good Reuse Potential Dictated by Age, Market
J.	Historic/Cultural Significance	Rural Heritage Unthreatened	Dictated by Landmarks Threatened	Urban Heritage Controlled
K.	Continuity with Adjacent Uses	Low; Broad Diversity Uncontrolled	Clustered; Controlled by Zoning & Ownership	Diversity of Adjacent Uses

CORRIDOR SYSTEM OPTIONS
Planning Elements for Smithfield Entrance Corridors

IV. PUBLIC/PRIVATE IMPLEMENTATION AND FUNDING

Corridor System Options

	Palette of Elements	1 Exurban	2 Suburban	3 Urban
A.	Zoning and Planning	Unsophisticated Few Design Controls	Strip Frontage Controlled by Site Plan	Urban Core; Extensive Zoning and Design
B.	Land Use Management Political Support	Laisez Faire Limited Support	Respond to Stimuli Bureaucratic	Good Leadership Pro-Active
C.	Public Infrastructure Improvements	By Locality Limited	By Private Design Per Ordinance	Public & Private Ordinance/Politics
D.	Landscape Improvements	Private Only None Required	Private, by Ordinance Public, by Initiative	Private, by Ordinance Public, by Policy
E.	Private Building Improvements	Private: Driven by Age, Demand, Code	Private: Driven by Age, Demand, Code	Private: per Need Public: per Initiative
F.	Public Project Fiscal Planning	CIP: Major Projects Only (Roads, Schools, Sewer) No Urban Design	CIP: Major Projects Grants: Special Projects Limited Urban Design	CIP: Major Projects Grants: Pro-Active Frequent Urban Design
G.	Private Project Fiscal Planning	CIP: None None	CIP: Remote Grants: Limited	CIP: Public Incentives Grants: Sponsorship
H.	Special Fiscal Fiscal Planning	Service Districts: Politically Infeasible	Service Districts: Marginally Feasible	Service Districts Frequently Employed
I.	Special Planning & Zoning Tools	Corridor Overlay Districts, Design Guidelines, Performance Zoning: Marginally Feasible	Corridor Overlay Districts, Design Guidelines, Performance Zoning: Feasible	Corridor Overlay Districts, Design Assistance Performance Zoning: Feasible; Commonplace
J.	Potential to Enhance Underlying Ground Values	Limited Low Demand	Good Pockets of Opportunity	Good to Excellent Strong Market Support