

Strengths	Challenges	Opportunities	Risks	Expectations	Other Comments
recreation center, fire & rescue, police dept, office	traffic, business, housing, industrial, need to be identified for certain areas of Smithfield	more development of houses besides for bedroom community of Raleigh with I-95, 70, 40	not planning for the future, place, business & hmed (?) within areas don't allow a town to grow properly	nice area with sidewalk for people to conveniently get from neighborhood to businesses	
small town lifestyle with lots of amenities. Assets include hospital/healthcare, Parks&Rec(SRAC), JCC, other quality of life opportunities	Need new industries to help drive demand for other opportunities. Needs residential growth development. Also re-development of existing residential to reduce current number of rental properties. Current demographics (poverty & income) are obstacles to development.	Availability of land for both commercial and residential growth. Expand Parks & Rec to utilize outdoor festivities (?) on greenway, river, town commons	strong vibrant downtown needs to be marketed to attract young new families to live in Smithfield. Do nothing or nothing to improve and grow our community.	Proper and thorough planning will create a unified vision for the town and local collaborators to put plans into action to fuel growth and quality of life opportunities for the future generations.	
Johnston Community College. SRAC. County Seat, I-95, Outlets, Hotels, Restaurants, Hospital	Rental Properties, Old infrastructure, school reputation, public transportation, land for more homes	Redevelopment. Tolling of I-95, I-42 bypass of Smithfield	Explosive Growth in western JoCo	Plan that will not stifle business development	
Outlets, restaurants, hospitality, small businesses, resources (shop/store for everything)	having fun things for youth & young adults to do (Rainbow Lanes in Clayton, etc.)	Using the buildings use of Rose Manor to house fun opportunities. Growing public school system to bring more families here (IB schools, CCP)	Losing tourism for young adults and teenagers. Smithfield not being a "millennial" friendly place. (new apartments, attractions. Etc)	To get a better understanding of my town, and to help make Smithfield a better place. Improve my networking skills and community awareness.	
Highway network - I-95, 70. central to NC, central to coast. Downtown Smithfield.	Attracting new residents and businesses that (?) and not future demographics	taking advantage of the projected growth for the Greater Raleigh Area over the next 20 years. (2nd fastest growing area in (?) after Austin, TX)	missing out on (?) opportunities the growth by not having a plan	creating a solid master plan that keeps the identity of Smithfield while allowing for controlled growth	
River. Recreational opportunities. Medical center hospital Physicians. Location. County Seat. Retail Center on I-95. Community College	Local Schools and student performance. New construction (homes). Recruiting a local newspaper. Attracting newcomers. Expanding our manufacturing base. Image.	retirement center and housing needed for seniors. Possible housing expansion coming on Buffalo Road ?	Growth without correct leadership. Quality of Growth Standards	Progressive plans for future of Smithfield that will be carried out. Progressive leadership from Town Council. Smithfield will develop an image of being a friendly place to live and work	Davidson, NC, Apex, NC *
Location	Funding	Growth	Need a good plan to direct growth	Good integrated land use and transportation plan	
Outlet Center. County Seat. I-95. Hwy 70	Old residential rental property. Overcrowded Hwy corridors. Empty downtown storefronts	Attract Sr retirees. Senior activity centers. (Demographics) Expand retail.	Flooding/ Stormwater Mgmt. Shortsighted leadership	clearly defined planning goals. Consistency with other plans - region/state	
outlet center, small town values- churches, civic clubs, parks & rec - community park, downtown	Lot of rental vs. home ownership. Schools. Affordable housing. Streets maintenance	growth & development - located on I-95 and Hwy 70. Lower cost of living - promote. Tourism- Ava Gardner, JoCo Heritage Center	schools - low income. Gang activity. Street conditions	land use for residential growth. Entertainment opportunities- Night Life	
Interstate Location brings traffic/visitors to Smithfield. The River, History, Ava Gardner Museum, Outlets, etc. Growth of Parks & Rec - potential of Mountains to Sea Trail	Funding for Infrastructure needs. Finding a champion to "make things happen" for Smithfield. Relationship with County- Aligned on issues like new jail	Growth at exit 95- Commercial Development. Wayfinding project getting off the ground. Town Commons new amphitheater project. Need housing for young families.	Not being at the table when others are making decisions that affect Smithfield- NCDOT, County Commissioners, etc. Code Enforcement. To clean up Smithfield - Vision for how Smithfield can improve.	Real improvements for citizens and quality experiences for visitors. Action plan that Town of Smithfield will implement - NOW ! Tell our stories - positive things are happening. Need to outshine negative press	
Center of East Coast. Small established town. Open land. Beautiful downtown area. Parks and Greenway that connects town. Nice home prices. Proximity to Raleigh. County Seat. Location.	Lack of recreation center. Lack of apartment complexes(short term living for new residents). Too many areas with potential seem to lack resources (have to work outside down). Having lack of economic opportunities	Entrepreneur opportunities in various areas. Increase of recreation center. Diverse increase population	resistance from natives. Growth faster than concrete plan.	For a plan that focuses on tangible results. Quality of life improves.	Monique D. Clark 5/10/18
Continual flow of traffic going through Smithfield. Space availability for small business downtown. Willingness to grow and make changes.	2 lane roads cant always handle the traffic. The conditions the spaces are in, and limited parking		Growing too fast w/out the infrastructure in place	more public parking downtown so people can walk around safely. More retail downtown, not just attorneys and daytime eateries	
"On the River, On the Way". Large scale connectivity (highways). Downtown. Many assets. Quality of Life.	Code Enforcement. "Grandfathered" developments w/ substandard components. Market Street is only vehicle-friendly, not for ped/bikes. Saturation of commercial development in improper areas. Parking downtown. (okay now, not necessarily conducive to additional development)	Young people moving to Smithfield buying homes. Connecting Mountains to Sea Trail to Clayton connects us to Raleigh (and beyond). New orientation of JCC to E market St. Higher density, mixed use downtown. Encourage more home ownership by millennials. Timing of Planning - growth is here, don't be late. Rehab of historic houses, neighborhoods.	Higher than desirable commercial development regards certain uses - car dealerships, stand alone commercial buildings.	Give Council & decision makers a framework & Standard to hold development to that will be THE standard. I understand that some compromise is necessary at times, but we need to stick with the plan overall.	
Vibrant downtown. Schools. Location - Interstates, Major Highway, NC Beaches	Clean Water. Aging Population, Attracting/maintaining / Keeping young adults	Innovative Housing Design/Location	Flooding, Slow growth, Attracting Businesses.	"A Model Town" A plan to keep the Town of Smithfield at the Pinnacle of Good Living	