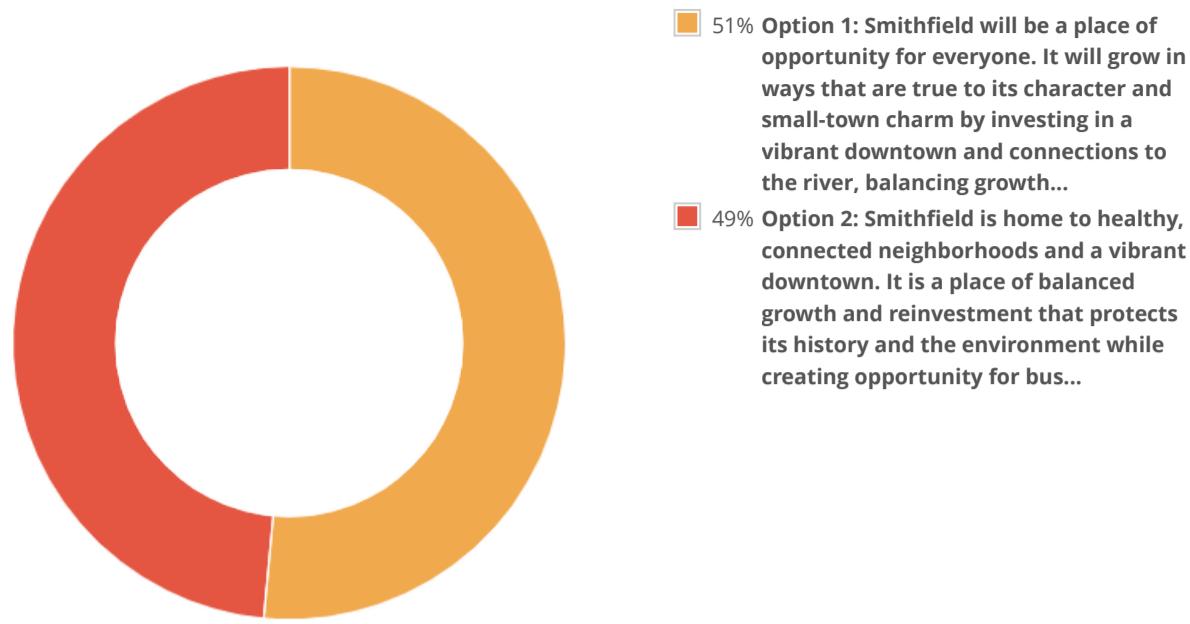


# Smithfield Town Plan Survey - Phase 2

## Project Engagement

VIEWS	PARTICIPANTS	RESPONSES
753	175	1,490
COMMENTS	SUBSCRIBERS	IMPRESSIONS
178	17	15,240

\* A vision statement is a big picture of what you want to achieve. The vision statement should 'think big.' Which vision statement do you prefer? How would you change it?



169 respondents

### Comments Submitted Privately:

I would not change it.

2 days ago

N

5 days ago

be competetive with duke power and have the best school system in the county

6 days ago

be competetive with duke power and have the best school system in Johnston county

6 days ago

Add the phrase that we willnot back down to fringe vroups that want to change our core values and change our history. We are a patriotic town, we love America and want it to stay strong and free.

7 days ago

Growth for small businesses

7 days ago

Public transport improvements aka bus services

8 days ago

Mountain bike trails. As Raleigh continues to shed its natural spaces, hikers and mpuntain bikers are moving away to areas with these features.

8 days ago

Couple of suggestions, vision statements that are much shorter and memorable are more effective in the long run. Also, vision is a future reality that you are shooting for, that you have not yet fully obtained. Option 2 is a present tense statement, not future thinking. It would be hard for me to give a great suggestion as I have not been in the loop of this conversation as much I would need to be to discuss the vision statement. However, if you guys want direct input, reach out to me, and I would be more than glad to give input, and I could invite another person or too along that could help. I think this statement is critical for the future of Smithfield! Your vision should shape every decision the town makes and without a clear direction, and clear statement, there will always be confusion, feeling of being "lost", and disunity among the town.

8 days ago

No change

9 days ago

Incentive for house purchases. Too many rental properties.

9 days ago

Nothing really

10 days ago

**Smart, Balanced growth**

11 days ago

Make it to were people recycle more.

11 days ago

Building a side walk in the Wilson Mills Rd. For people that have to walk on the side of this road would benefit the safety and will give a better rating to how well the town spends the money on the safety and well being of its residents.

13 days ago

Out of the two options, I prefer Option 1 better. I'm not confident that either option projects the vision "think big." When I hear "think big", I think innovation. My suggestion is to change the vision statement to incorporate innovation.

13 days ago

Possibly add something about staying up to date with technology or utilizing technology to improve the town.

13 days ago

It's obvious that learning/education has been left out of both. That has to be addressed...

14 days ago

**Sidewalk needed**

14 days ago

although smithfield-selma is growing pedestrians and cyclists are being ignored especially on weekends and special religious holidays

14 days ago

By listening to the people opinions on subjects that will most benefit their state

14 days ago

Add the connection to the river

14 days ago

Build sidewalks on roads where pedestrian traffic is seen the most. Wilson's Mills Rd from M Durwood Stephenson Highway to US 70 is one of them.

14 days ago

Exactly what does "opportunity" mean? What are healthy neighborhoods?

14 days ago

I wouldn't make any changes

14 days ago

Smithfield is a place of opportunity for everyone. It will continue to grow in ways that are true to its character and small-town charm by investing in a vibrant downtown and connections to the river, balancing growth, and creating healthy neighborhoods.

26 days ago

Smithfield will be a place of opportunity for everyone, made so on the strength of a stunning downtown and diversified business scene thriving on public and private investments. While the Town will embrace regionalism to maximize resources (as opposed to community vs. community competition), it will also work to refresh the sense of place and opportunity it can offer residents and visitors, with attention to its historical and natural character. Robust and modernized messaging about the town's evolution and successes will help in the celebration of this vision.

29 days ago

Add small town charm and river into #2.

one month ago

A mention of the interstate or business/shopping/dinning park along Equity and Outlet Center Drive would be nice. It's not just downtown and neighborhoods. Would like to have a town that is business friendly as part of the vision.

one month ago

Smithfield is a growing community retaining its small town charm by investing in its vibrant riverfront downtown and healthy, connected neighborhoods. It is a place of balanced growth and reinvestment that protects its history and the environment while creating opportunity for businesses and people of all ages.

one month ago

Addition focus areas: Quality of life,

one month ago

Addition focus areas: Quality of life, Location (gateway to Eastern NC, but close to RTP), Accessibility (I-95/40/42, US70)

one month ago

You mention "people of all ages" but you don't mention race, religion, sexual orientation, etc. It is important to be inclusive, given the town's history of exclusion.

one month ago

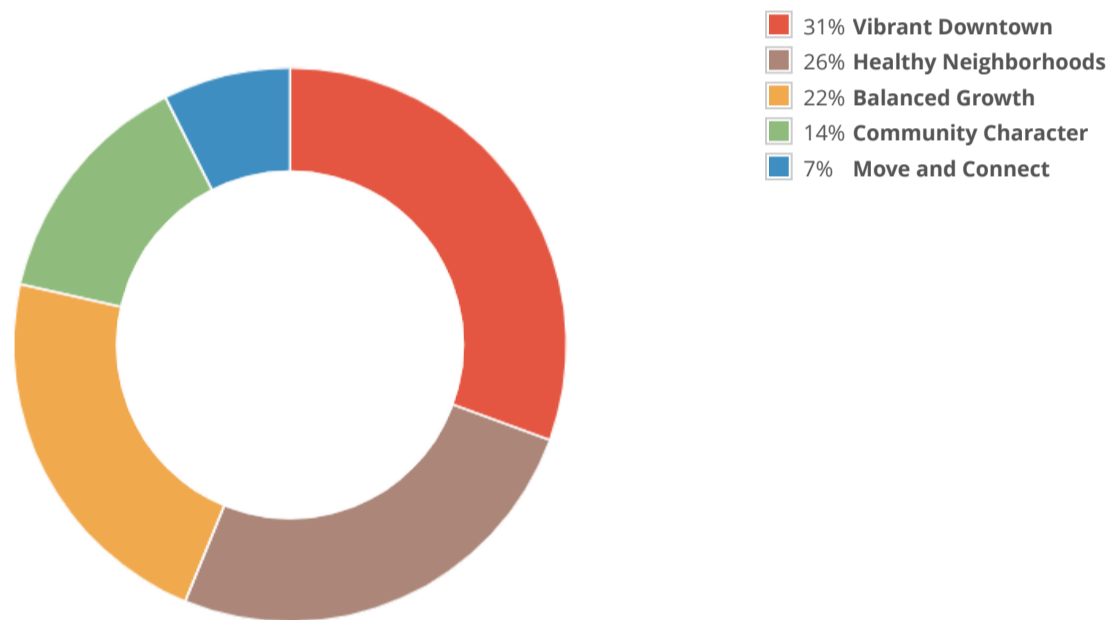
More restaurants and more things to do in tow

one month ago

N/A

one month ago

\* What goal is YOUR priority?



121 respondents

What one idea (big or small) that the Town or other public or private partners could pursue to advance a goal.

---

### Comments Submitted Privately:

Attract diverse businesses and more restaurants.

2 days ago

N

5 days ago

the town board is responsible for the public housing policy of the town of Smithfield. when the 40 year deed of trust is paid to HUD sell the units to the tenants for the same rent as they are paying now

6 days ago

we have too much public housing. when the 40 year contract with HUD is paid sell the units to the tenants at the same price as rent per month on a 10 year deed of trust. no down payment

6 days ago

we have too much rental housing. when the 40 year contract with HUD is up convert public housing into private housing by selling the units to the tenants on a ten year deed of trust at the same price as they are paying for rent per month

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Water Park near Neuse River for vacation travel spot.

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Really nice RV park for motor homes traveling and visiting the area museum, shopping and entertainment. We are missing out on this in town.

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A mountain bike trail system

8 days ago

Come up with ways to make people care about their neighborhoods.

9 days ago

To dramatically update and modernize the area from Johnston Community College to the intersection of 70 & 301. It's an eyesore and keeps travelers from using downtown.

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Quit developing houses and leave the farm land alone.

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Healthy Neighborhoods

10 days ago

Work together more

11 days ago

More sidewalks and public transportation, in the form of buses. to key towns in the greater Smithfield area.

12 days ago

I chose Healthy Neighborhoods. I feel we have beautiful homes and wonderful people across the entirety of Smithfield. What I think detracts from that is the sheer number of homes that appear abandoned and are in decay. Not only do I personally feel like these plots of land are detracting from the beauty of our town but also from the value and safety of it. Within five minutes of my home, when our family goes on our daily dog walks, we pass by 5 abandoned homes, all of which are in or on the cusp of the Historic Downtown neighborhoods. I can easily think of 5 more within another five minute distance from that. Kind people in beautiful homes surround these degrading buildings and I feel that is unfair to both the neighbors of the homes and of the neighbors throughout the town. How long do these homes have to sit in decay before they are taken care of? Repairs, or being removed entirely, to make way for fresh land and new neighbors would no doubt benefit Smithfield's Town Plan as a whole.

12 days ago

Support commuter rail service from Raleigh and an expansion of JCATS to services more of the population as a reliable transit option.

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Smithfield should attract businesses that are in towns like Goldsboro and Wilson, so residents don't need to travel so far. These businesses include: Olive Garden, a craft store (Hobby Lobby, Michael's, etc.), upscale grocery store (Harris Teeter, Whole Foods, etc), and technology industries.

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To make the downtown better I believe the town needs to reach out to bigger businesses to see if they would be interested in coming to us if they had some incentives to do so. Even if we reached out to "small" local businesses in RTP to see if they would like to open another shop or restaurant in smithfield. I believe that could help fill the vacancies downtown.

13 days ago

Manage and slow traffic on Market Street to protect pedestrians and parking. Also continue to bury power lines and improve appearance of Market and Third to attract businesses.

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14 days ago

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14 days ago

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14 days ago

more activities for teens and young adults

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one month ago

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one month ago

Provide adequate parking for downtown businesses and other downtown needs.

one month ago

Please review the draft map and descriptions and provide comments below:

## Comments Submitted Privately:

none

2 days ago

Make sure our infrastructure can keep up with the growth. Especially our road network. Wake County has done a poor job of this. We can lead by example!

5 days ago

this has been done several times and it is impossible to perdict the future. in the pass it was always wrong

6 days ago

Needs mountain bike trails.

8 days ago

This is certainly moving in a better direction than where things are now. This map is hard to view in this format, a PDF that can be zoomed in on would be helpful. I would suggest more mixed used areas than are currently represented, as it would give greater flexibility for the years to come.

8 days ago

Where will the new housing developments be placed? They are not on the map.

9 days ago

Selma and Smithfield need to be on the same page with respect to planning. What about the area east on 95? The new jail location certainly wasn't taken into consideration in this plan.

12 days ago

Need to identify more areas for commercial and industry to create a healthy balance .

13 days ago

Looks good

13 days ago

Looks a bit wrong. Not sure why the downtown core is so many different parts. As far as I know there is only 1 downtown. Also I feel like there is a lot of low density residential. I'd rather see that as more farming land or build it up with more businesses. I feel like this would bring more money into smithfield than low density housing. I could be wrong but something to think about.

13 days ago

A+

14 days ago

Historic residential neighborhood needs to also recognize and reflect the diversity of the Town. For example, Pine Acres was recently designated for its historic significance in providing residences for African Americans, with a focus on educators. How about the historic churches?

14 days ago

more conservation and less commercial space land is valuable but so is our planet

14 days ago

I can not enlarge print large enough to read.

14 days ago

Looks good. Hope to see sidewalk on Wilson's Mills Rd soon as I walk to church with my 3 month old daughter in a stroller.

14 days ago

The shopping centers in West Smithfield are ugly and poorly used.

14 days ago

More development needs to be shifted to the east

14 days ago

More effort in evaluating plans, shelters with signs, awarness,drills etc to be better prepared

15 days ago

This future land use map appears to be well thought out. The placement of medium density residential and the mixed use center makes sense for the future growth of the Town.

26 days ago

I feel good about this. Love the idea of Downtown Support and active engagement of Conservation land. The layout here seems to place emphasis on residential and business diversity so not all tax eggs are in one basket. I dig it.

29 days ago

n/a

one month ago

Taking away neighborhoods that families have lived in for years to widen a road or put on office spaces is not where I want Smithfield to go. People bought the houses in subdivisions and now the subdivisions are getting busier because of the office building right next to them or the schools that have no business being there.

one month ago

Greenways and the Mountain to Sea trail should be a top priority.

one month ago

I would like to see the historic residential neighborhoods expanded some. I am concerned about the conservation area just to the west of downtown, as that is, in my opinion, one of the worst gateways. It seems that the only way that the area will be converted from used car lots, etc. is for the Town to take action. I would be interested in recommendations for next steps in this area (between the Neuse River bridge and 210, primarily, but there needs to be reinvestment all the way to Durwood Stephenson Highway).

one month ago

The dark green - the 100 year floodplain. I think you have to rethink that when what we are having in NC are 1000-year floods. Smart growth, not just balanced growth.

one month ago

This is really too small to read, very sorry I was unable to attend the meeting at the fire station. Would like to know more about the development taking place in the Buffalo and Booker Dairy Road area. Is there printed material available at our Town Hall Building?

one month ago

Rank the importance of the following for Downtown Smithfield (Very Important, Important, Somewhat Important, Not Important)

	Very Important	Important	Somewhat Important	Not Important
Diversity of retail and restaurants	59% Very Important	32% Important	5% Somewhat Important	5% Not Important
More housing options	26% Very Important	33% Important	30% Somewhat Important	10% Not Important
Encourage infill and redevelopment	33% Very Important	38% Important	26% Somewhat Important	4% Not Important
Support the rehabilitation of historic buildings	52% Very Important	22% Important	23% Somewhat Important	3% Not Important
Parking (additional spaces or management of existing spaces)	32% Very Important	41% Important	17% Somewhat Important	9% Not Important
Improve/rehabilitate the Neuse River Amphitheatre and public park on the river	36% Very Important	29% Important	31% Somewhat Important	5% Not Important
Pedestrian improvements to Market Street (i.e. improved crosswalks, pedestrian islands, reduce lanes/speeds, etc.)	44% Very Important	26% Important	24% Somewhat Important	6% Not Important
More events and programming	34% Very Important	34% Important	27% Somewhat Important	6% Not Important
Additional historical programming (markers, more tours, etc.)	11% Very Important	29% Important	45% Somewhat Important	15% Not Important

87 respondents

Reroute big trucks off of market street. The truck driving school should not be using the city of Smithfield as a practice driving area. If you decrease the traffic on Market Street more families will come down town. Increased parking would help the businesses. Many of the professionals that work in Smithfield live in other towns. There needs to be a financial incentive for professional people to purchase homes in Smithfield so it increases our tax base and elevates student enrollment in Smithfield schools.

one month ago

Put in a parking garage where the courthouse parking is m make three levels , also tear down the eyesore of the broken window building thst sits vacant behind town of smithfiekd building ,

one month ago

Make the parking deck more than just a parking deck so it is attractive and doesn't create a dead block.

one month ago

Do whatever possible to better balance options for downtown visitors and emphasize walk-in style businesses. Naturally the courthouse demands bail bonds offices and attorneys and nonprofits in proximity, but it seems to leave little room for a stronger small-business scene. The more attractive the options, the better downtown will be and the more positive associations people will have with downtown. Also suggest a public art program (modern sculptures, murals) that features regional artists as much as guest artists from other states/countries with a privately driven fund kickstarted with a Town investment. Work on new branding for downtown as well -- PLEASE DO NOT go with something like "Big City Amenities, Small Town Charm" or "Do It Downtown!" Needs to be more meaningful, clever.

29 days ago

More canopy trees. Enforce parking and speed limit. Widen Market under rr bridge to encourage an entrance from east - 4 lane it all the way from Pottery. Put splash park and dog park out at Community park - facilities already there.

one month ago

Splash park and dog park downtown where they can have an economic impact!

one month ago

Absolutely agree! There appears to be so much land on Market between downtown and JCC that surely we can find somewhere for a splash pad or dog park. Both would be amazing!

12 days ago

### Nightlife

14 days ago

Clean it up and work with the Smithfield police department to change Smithfield's image. Even realtors tell prospective buyers not to move to Smithfield. The schools would improve if the image improved.

one month ago

No additional affordable housing in the downtown core, more market rate housing downtown. Mixed use facilities that accommodate a mixture of commercial, office space, residential, and parking (that could be part of the solution to maintaining the County presence downtown). Dog park (people are already walking dogs downtown, let's give them a place to gather). Splash park. Street trees on Third Street. Swap out the crepe myrtles on Market Street for actual street trees (the crepe myrtles are pruned in a vertical line, and they aren't as large as they should be. More street trees throughout all of downtown, particularly streets that run north/south, Johnston Street and Bridge Street. Changes to Market Street: enforcement of the speed limit, rerouting of large trucks (and thru traffic), improved allocation of street width to allow for a better pedestrian experience (would it be possible to do a lane reduction if some traffic was diverted?). Codify design guidelines. Improving access to downtown from I-95 is key.

one month ago

Move July 4th back to the amphitheater.....that is a Smithfield treasure that is not being used wisely.

one month ago

Parking improvements would help make Smithfield a better walking main street.

one month ago

Just enforcing the 2 hour parking would bring a lot of folks downtown. Parking would bring more retail.

one month ago

There needs to be more evening activities.

2 days ago

### None

2 days ago

### Bike lanes

8 days ago

More family friendly weekend activities is a plus if you want to attract young families. Also, I believe there is a bunch of potential for utilizing the river more. Things like recreation on the river, buildings with river "overlooks" would be valuable commercial real estate I would think.

8 days ago

A well thought out plan for downtown will be key. Investors/developers will want to see this before committing money to redevelopment of the downtown. I would recommend partnering with Town Center Associates for creating this master plan.

In addition, Smithfield should consider making Market Street more pedestrian friendly. What about making Market Street one lane with larger sidewalks for walking, outdoor dining etc. This would add to the charm of downtown.

13 days ago

Restore the old town hall, do not tear it down. Enforce traffic laws , turn lanes, speed limits, stop signs, etc. Attract more retail and good restaurants.

13 days ago



Downtown would benefit from some rowhouses to encourage walking traffic. We need to make downtown more pedestrian friendly. We want people to come there to have a drink, shop, grab a bite on the weekends. We need to encourage businesses to stay open later as well. I'm not sure if the town has had someone come in who helps small downtowns improve but we would definitely benefit from hiring someone like that. We need a planner who has helped multiple places like ours grow and thrive.

13 days ago

The Town has done a very good job regarding development of the Downtown. Time to strengthen the residential grid that surrounds the downtown area through encouraging ownership, investment and development.

14 days ago

sidewalk going down wilson mills road for pedestrians

14 days ago

Focus on pedestrian safety

14 days ago

More places to eat, turn old big abandoned buildings into recreational use for families. We need a bowling alley in the old furniture store off 70 before you get downtown.

15 days ago

Drop utility prices for residential and commercial for more shops to open and more consumers to small shop. More welcoming diversity events.

15 days ago

Drop the utility bill prices for commercial and residential there are not many stores, and parking downtown this may help small business owners and more residential to small shop more. More welcoming events for diversity.

15 days ago

Make part of Market Street a pedestrian marketplace.

15 days ago

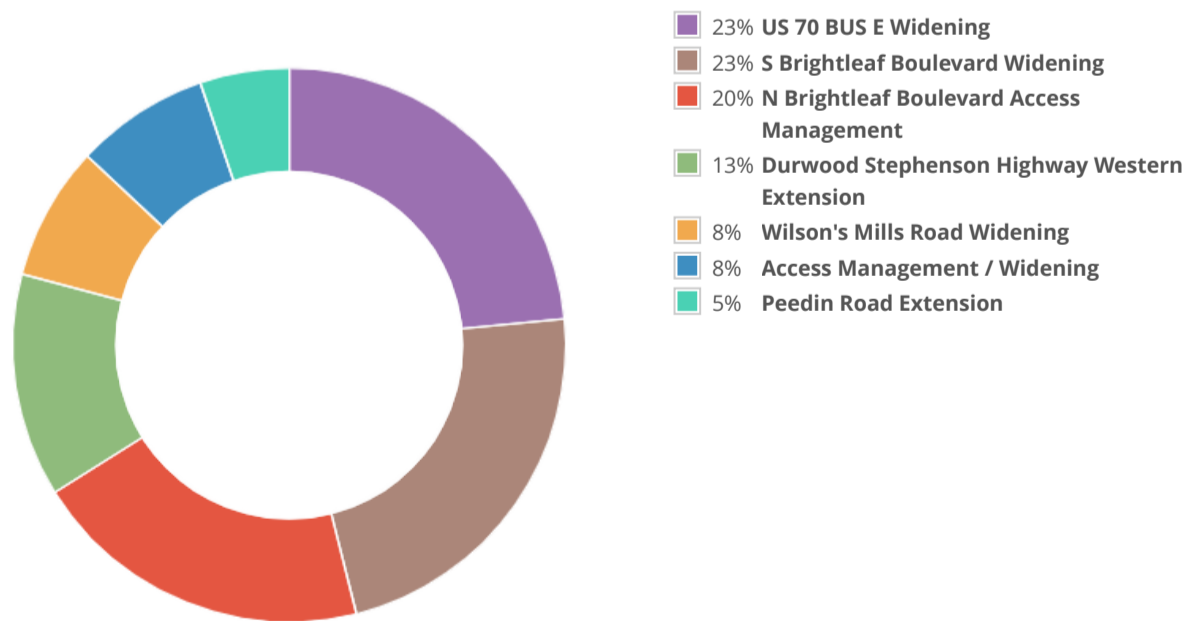
Affordable/Low income housing is a must!

one month ago

Make 3rd Street ONE WAY going South with Angle Parking on the left side. Allow left turn ONTO 3rd street from both directions of Market for ease of access to the core of downtown businesses.

one month ago

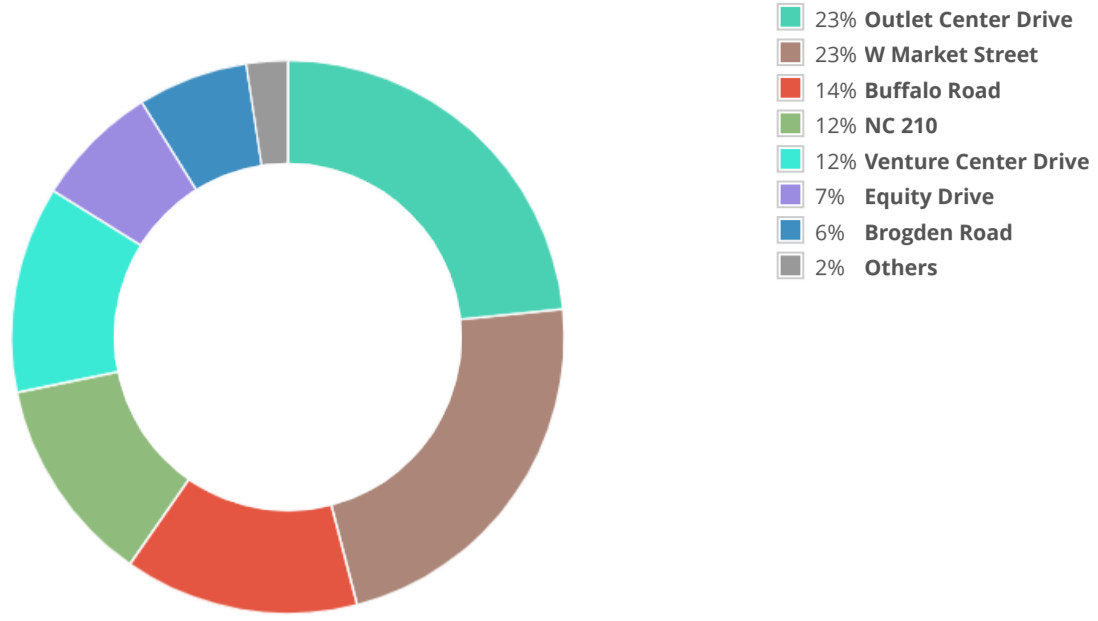
\* Which access management or capacity adding recommendations do you think are the highest priority for improvement (pick up to three)?



79 respondents

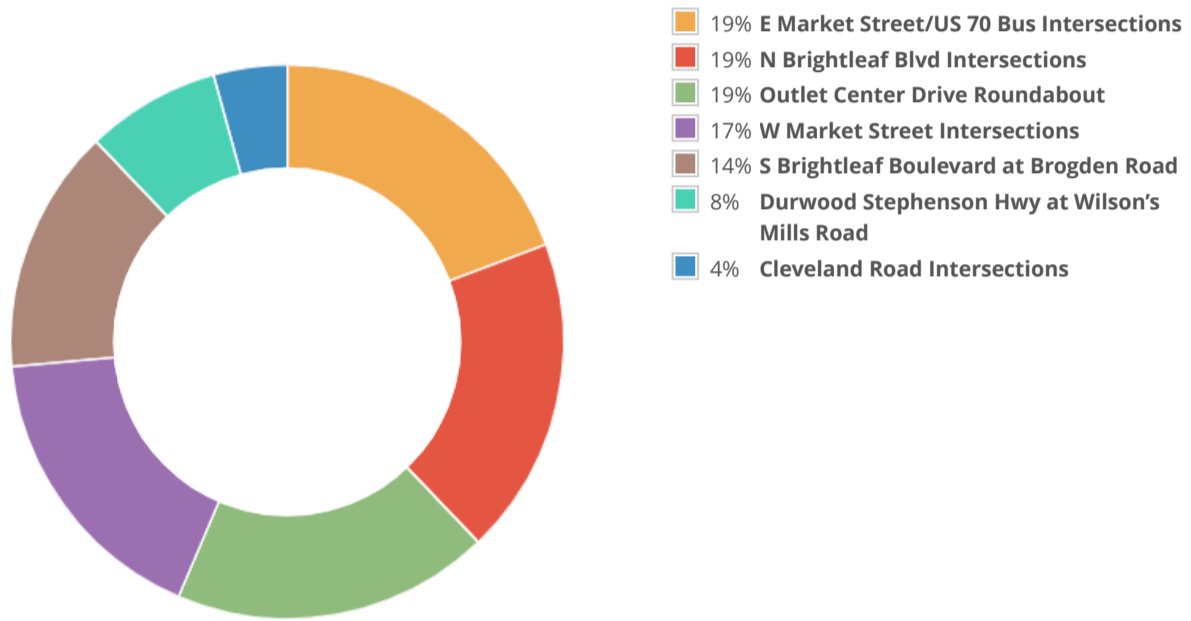
Loading more report objects...

Which modernization recommendations do you think are the highest priority for improvement (pick up to three)?



70 respondents

Which intersection or group of intersections do you think is the highest priority for improvement (pick up to three)?



74 respondents

Do you have any comments on the pedestrian priority areas?

## Comments Submitted Privately:

No

2 days ago

Mountain bike trails

8 days ago

Having the green-way connect through out the entire town would drive more traffic and make it a destination for users of this amenities.

13 days ago

Very very important to invest in pedestrians side walks and bicycle space in the road.

13 days ago

Market Street!

13 days ago

Market Street. Third Street

13 days ago

I just look forward to this being improved and having better walking areas.

13 days ago

Look at the pedestrian signage that notes "you can walk downtown in 10 minutes" "walk to the grocery store, park, etc. xx minutes." Seek sponsors for the signs. See:

[https://www.choosinghealth-caha.org/walking\\_signs.php](https://www.choosinghealth-caha.org/walking_signs.php)

14 days ago

Sidewalk on Wilson Mills Rd Smithfield NC

14 days ago

North Street should have sidewalk to keep people from being in roadway

14 days ago

side walks on Buffalo Rd. to middle school and intersect greenway to high school.

14 days ago

There's a lot of foot traffic on Wilson's Mills Rd between M Durwood Stephenson and US 70.

Please build sidewalks

14 days ago

Not at this time

28 days ago

n/a

one month ago

Crossing Market anywhere is very dangerous!! Lights don't stay red long enough to walk across and vehicles, especially trucks, FREQUENTLY run red lights.

one month ago

Equity Drive, Outlet Center Drive and Venture Drive. The best way to support our restaurants, hotels, movie theater, offices, and shops is to get them connected so people can safely drive to the movie theater and then walk with their kids on a side walk to get some ice cream at the Cold Stone.

one month ago

I would add Third Street as a main corridor.

one month ago

That they be safe for individual pedestrians who would like to walk without being armed.

one month ago

We need walking/biking sidewalks along these areas.

one month ago

Connect the Neuse Riverwalk with the Neuse River Trail at Clayton entirely beside the river, independent of the Buffalo Creek Greenway that leads to Community Park.

one month ago

The intersection of 3rd and Market has high pedestrian traffic because of the proximity of the courthouse and library and that is where the crosswalks are. However, the traffic signal timing is such that long wait periods are required for crossing Market Street are long and because of this, people tend to 'take chances' when crossing, either at the crosswalks or between them. This is a safety issue. Perhaps there are technological solutions to making it more efficient?

one month ago

No

2 days ago

Mountain bike trails

8 days ago

Having the green-way connect through out the entire town would drive more traffic and make it a destination for users of this amenities.

Show 18 More Comments

Please provide any additional comments you may have about the survey or the plan recommendations.

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### Comments Submitted Privately:

Fix that awful, awkward loop on Outlet Center Drive. That road should be a strait shot behind the Cinema to E Perrin Rd.

12 days ago

Personal and traffic safety are key.

14 days ago

The surveys are a good thing and should/will generate many good suggestions

14 days ago

None

14 days ago

Thanks so much to Town staff and leadership for doing this.

29 days ago

More canopy trees throughout town, especially in downtown. With some shade trees we could have more outdoor dining. It makes us look more welcoming and friendly. And PLEASE enforce parking and speed in downtown

one month ago

I enjoy coming into Smithfield 3 to 4 times a week. The only confusing thing is the roundabout by the outlet - I see many drivers struggling with that. Lack of parking is a perception not a reality. You have lots of places to park.

one month ago

Not sure what committee picked out the new sign in front of town hall but it is is embarrassing to our town. It does not fit in a traditional downtown but looks like it belongs in a strip mall.

one month ago

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## Where are you from?

No responses received yet