

SMITHFIELD



TOWN PLAN



VOLUME 2: COMPREHENSIVE GROWTH MANAGEMENT ELEMENT

SEPTEMBER 26, 2019 DRAFT

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Plan Overview



PLAN PURPOSE

Comprehensive plans are the principle tool used by local governments to provide policy guidance for long-term decisions related to managing growth. A comprehensive planning process gives a community the opportunity to step back and see the big picture. Through analysis and discussion of issues and topics over a long period, planners, public officials, and community members have a chance to discuss both compatibilities and potential points of conflict among different visions, goals, and policy directives for the Town.

This Town Plan serves as an update to the Town's 2003 Comprehensive Growth Management Plan, and serve as an updated Transportation Plan for the town. It is part of the Town's ongoing efforts to guide local development in response to the changing needs of the community. Specifically, the Smithfield Town Plan seeks to address transportation, land use, economic development and recreation priorities within the Town. This document is intended to be a reference for the general public and for people investing in land and development within Smithfield. The plan should be reviewed and may be amended periodically in response to population changes, land use trends, or to facilitate the town's goals.

PLAN ORGANIZATION

The Smithfield Town Plan is organized into four sections that are described below.

Volume 1: Introduction

This section of the plan provides an introduction to the plan and includes a description of the plan's purpose, the planning process, a summary of input received and background research and analysis results.

Volume 2: Comprehensive Growth Management Element

This section of the plan includes policy recommendations that are targeted at addressing priority goals related to land use, economic development, downtown, neighborhoods, parks, and community character. This section includes a Future Land Use Map that identifies the preferred growth pattern recommended for the Town, and policies and strategies that are meant to guide the design of new development, town services and public and private investment. The Growth Management Element also includes an Action Plan that outlines priority implementation steps to address key issues in the near-term.

Volume 3: Transportation Element

The Transportation Plan identifies priority transportation issues and makes recommendations related to the design and alignment of roadways in Town. It also contains corridor and intersection improvement priorities and includes key bicycle and pedestrian recommendations.

Volume 4: Appendix

The Appendix includes information that is supplemental to the first three sections of the Plan including a more detailed accounting of public involvement results, transportation project sheets, additional maps and a study of the Economic Contribution of Trails in Smithfield.

Vision & Goals

VISION STATEMENT

Smithfield will be a **place of opportunity** for everyone. It will grow in ways that are **true to its history, character and charm** by investing in a **vibrant downtown** and **connections** to the **river, balancing growth,** and creating **safe, healthy neighborhoods.**



SUMMARY

The vision for the Town of Smithfield emerged from work with a steering committee and feedback from the public through surveys and at public meetings.

The vision is for Smithfield to be a place of opportunity with small-town charm that is true to its historic character. Investments will be made in downtown, connections between neighborhoods, to and along the Neuse River. Growth will be balanced, including between residential and non-residential land uses. The environment and natural resources will be respected and will be key to enabling healthy lifestyles and a high quality of life. Five goals were also created to help clarify the vision and organize recommendations in this section of the Plan.

PLAN GOALS



Balanced Growth

Grow in a fiscally responsible way and balance new residential growth with new commercial and industrial development. Maintain and invest in gateways and commercial corridors. Coordinate land use and transportation decisions while respecting environmental features and existing neighborhoods.



Vibrant Downtown

Preserve the historic charm of downtown. Activate downtown by encouraging redevelopment and infill that builds on downtown's existing strengths and connects to the larger community and a variety of visitors through creating unique places and events.



Healthy Neighborhoods

Strengthen neighborhoods by supporting enhancements and reinvestment. Encourage healthy lifestyles by connecting neighborhoods to parks and open space. Maintain a high-quality educational system to give all future generations opportunities for success.



Community Character

Plan, design, and construct spaces and infrastructure that enhance the community's existing small-town identity and promote a unique sense of place.



Move and Connect

Create a balanced transportation system that connects people to destinations with a safe, efficient, and equitable network that accommodates drivers, pedestrians, and bicyclists, with a particular focus on providing safe access for people of all ages.

Growth Management



Evans Jewelers on Market Street in Downtown Smithfield

INTRODUCTION

The Growth Management Element of the Town Plan replaces the policy recommendations that were included in the 2003 Growth Management Plan. This element includes an updated Future Land Use Map (FLUM), character area descriptions and size and scale recommendations that should be utilized to guide rezonings and development design in the coming years. The FLUM and associated policies should be consulted by the Smithfield Planning Board, planning staff, private developers and the Town Council to determine the appropriateness of development proposals and priority growth areas for the extension and improvement of infrastructure and services.

The recommendations are organized by goal and are meant to accomplish the vision stated earlier in the Town Plan. They act in concert with and provide clarity to land use recommendations made by the Future Land Use Map and character areas. Recommendations address land use, economic development, downtown, neighborhoods and community character. Recommendations should be revisited regularly and updated through more specific planning and study by departments responsible for tasks and systems referenced.

FUTURE LAND USE MAP

The Future Land Use Map and the associated character area descriptions on the following pages are a representation of the intended growth pattern based on opportunities, environmental and market constraints, the community's collective vision and balanced with the availability of infrastructure. The Future Land Use Map is meant to guide rezoning decisions, private investment and public extension and improvement of infrastructure and services.

LAND USE DESCRIPTIONS



Downtown Core

The historic central business district is very urban and contains a mix of active uses that engage the street on the ground floor along key frontages, while residential and office are allowed on upper floors, rear entries and on secondary frontages.



Downtown Support

A vibrant downtown is surrounded by supporting, complimentary uses and a mix of residential development types, which creates a civic community around the downtown and provides opportunity for future expansion.



Commercial

High- to medium-intensity commercial uses and centers. Larger multi-family residential may be appropriate on redevelopment sites. Civic and institutional uses may be accommodated but are not encouraged.



Mixed Use Center

Context-appropriate commercial, office, multi-family and single family residential uses, located near major intersections with connected streets with short block lengths and pedestrian facilities.



Office / Residential

Higher intensity office and multi-family residential, usually in close proximity to high activity areas. Civic and institutional uses encouraged. Light industrial may be appropriate if design criteria is met.



Industrial / Employment

Manufacturing, distribution, storage, and light industrial “flex space”, along with associated offices and supporting uses. Residential and civic uses are excluded.



Conservation & Open Space

The 100-year floodplain is regulated in order to prevent loss during floods. Floodplains are appropriate for outdoor recreation, agriculture / silviculture, and some low intensity, appropriately located and designed single family residential uses. This area also includes cemeteries and parks that are likely to remain as open space.



Medium Density Residential

Primarily single family homes with some smaller, context-sensitive attached residential permitted, if design criteria are met. Generally 3-8 dwellings per acre. Some small-scale services or offices, civic, and institutional allowed at select locations.



Low Density Residential

Primarily single family detached residential, with low gross density. Generally 1-4 dwellings per acre, and may be with or without sewer service. Some civic and institutional allowed at select locations.



Rural Residential

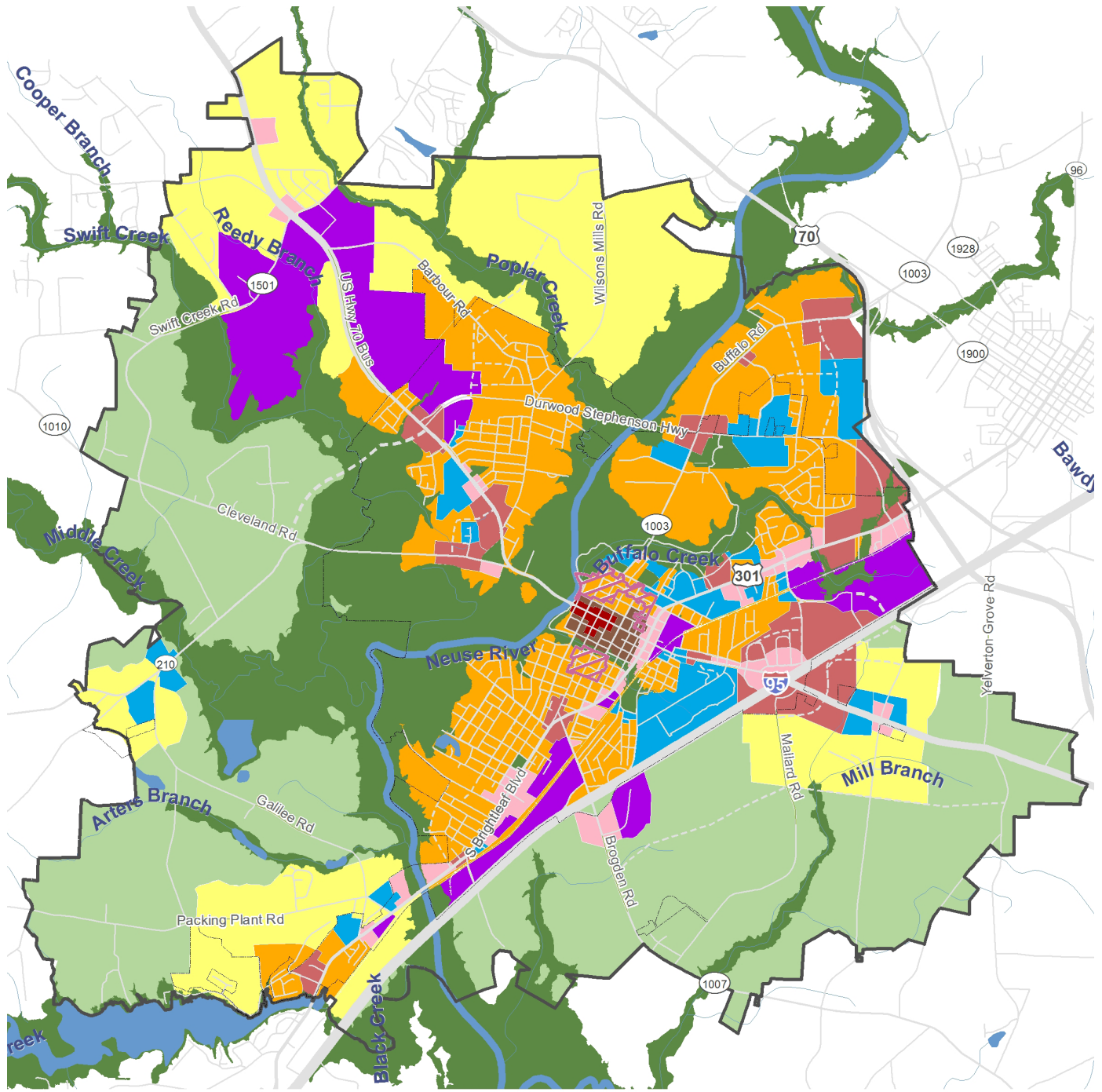
Very low density, single family detached residential. Generally >1 dwelling per acre, and almost always without sewer service. Some civic and institutional allowed at select locations.



Historic Residential Neighborhood

This character area recognizes the historic neighborhoods on either side of downtown; renovation, reuse and context sensitive infill is recommended so that their charm and significance to the community may be preserved.

FIGURE 1: FUTURE LAND USE MAP



Non-Residential and Mixed Use Areas

- Downtown Core
- Downtown Support
- Mixed Use Center
- Commercial
- Office / Residential
- Industrial / Employment

Residential Character Areas

- Medium Density
- Low Density
- Rural Residential
- Conservation
- Historic Neighborhood

New Location Roads

- Thoroughfare
- Collector

A larger version of the Future Land Use Map is available in the Appendix.

SIZE AND SCALE RECOMMENDATIONS

The following tables outline the types, size and scale of residential products and non-residential uses that are appropriate in different areas identified on the Future Land Use Map.

Table 1: Residential Product by Future Land Use Class

FUTURE LAND USE CLASS	DESCRIPTION	MULTI-FAMILY INTENSITY		SINGLE FAMILY RESIDENTIAL
		MULTI-FAMILY (>6 UNITS)	ATTACHED RESIDENTIAL (<=6 UNITS)	
Industrial/ Employment	Manufacturing, distribution, storage. Some office and other supporting uses.	No	No	No
Office / Residential	Community and Neighborhood Centers, depending on size; commercial uses mixed with multi-family and (possibly) single family residential	Yes	Yes	*
Commercial	Community and Neighborhood Centers, depending on size; commercial uses mixed with multi-family and (possibly) single family residential	Yes	*	No
Mixed Use Center	Community and Neighborhood Centers, depending on size; commercial uses mixed with multi-family and (possibly) single family residential	Yes	Yes	*
Downtown	Core	Upper floors only	Upper floors only	No
	Support	Yes	Yes	*
Medium Density Residential	3-8 du/acre, primarily single family residential, with some smaller, context-sensitive multi-family developments	No	*	Yes
Low Density Residential	1-4 du/acre, primarily single family detached residential, with context-sensitive attached units (duplex or townhomes) rarely	No	No	Yes
Rural Residential	>1 du/acre, primarily single family detached residential; not served by sewer	No	No	Yes
Conservation	Agriculture, timber operations, conservation, parks, outdoor or passive recreation. Cluster residential may be appropriate if buildings elevated and clustered	No	No	*

*If design criteria is met

Table 2: Non-Residential Scale by Future Land Use Class

FUTURE LAND USE CLASS	DESCRIPTION	NONRESIDENTIAL FOOTPRINT				CIVIC / INSTITUTIONAL	OFFICES
		>100,000 SQFT	25,000-100,000 SQFT	5,000-25,000 SQFT	<5,000 SQFT		
Industrial/ Employment	Manufacturing, distribution, storage. Some office and other supporting uses.	Yes	Yes	Yes	Yes	No	Accessory
Office / Residential	Offices, government buildings, schools, large churches, medium- to high-density residential, well designed light industry	*	Yes	Yes	Yes	Yes	Yes
Commercial	High intensity commercial and corridor commercial, office, multi-family and some attached residential	Yes	Yes	Yes	Yes	*	Yes
Mixed Use Center	Community and Neighborhood Centers, depending on size; commercial uses mixed with multi-family and (possibly) single family residential	*	Yes	Yes	Yes	Yes	Yes
Downtown	Core	No	**	**	**	**	**
	Support	No	**	Yes	Yes	Yes	**
Medium Density Residential	3-8 du/acre, primarily single family residential, with some smaller, context-sensitive multi-family developments	No	No	No	*	Yes	*(Services, Accessory)
Low Density Residential	1-4 du/acre, primarily single family detached residential, with context-sensitive attached units (duplex or townhomes) rarely	No	No	No	*	Yes	* (Accessory)

*If design criteria is met

**If downtown design criteria is met

Table 2: Non-Residential Scale by Future Land Use Class continued

FUTURE LAND USE CLASS	DESCRIPTION	NONRESIDENTIAL FOOTPRINT				CIVIC / INSTITUTIONAL	OFFICES
		>100,000 SQFT	25,000-100,000 SQFT	5,000-25,000 SQFT	<5,000 SQFT		
Rural Residential	>1 du/acre, primarily single family detached residential; not served by sewer	No	No	No	*	Yes	* (Accessory)
Conservation	Agriculture, timber operations, conservation, parks, outdoor or passive recreation. Cluster residential may be appropriate if buildings elevated and clustered	No	No	No	*	*	No

*If design criteria is met

**If downtown design criteria is met

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Policy Recommendations



BALANCED GROWTH

Grow in a smart, fiscally responsible way and balance new residential growth with new commercial and industrial development. Encourage business opportunities while maintaining and improving gateways and key commercial corridors. Coordinate land use and transportation decisions while respecting environmental features and existing neighborhoods.

Objective 1: Encourage the efficient use of land

Policy 1A: Encourage a diverse tax base (residential, commercial and industrial development)

Strategies:

1. Support rezonings to appropriate non-residential and mixed-use districts in these areas identified on the Future Land Use Map

- Non-residential and mixed-use areas include the Downtown Core & Support, Commercial Areas, Mixed Use Centers, Office / Residential Areas and Industrial / Employment Areas shown on the Future Land Use Map

2. Support rezonings to accommodate employment-generating industrial land uses in appropriate areas

- Support industrial uses in the Industrial / Employment Areas
- Support light industrial, warehousing, distribution and associated commercial uses in the Office / Residential Area if design criteria is met during a rezoning process. Potential design criteria includes:
 - Facade transparency requirements along major roadway frontages
 - Screening between outdoor storage and service areas and collector streets and arterials
 - Landscaped buffers to reduce light and noise impacts on existing and planned residential areas

3. Allow taller buildings in Commercial and Industrial zoning districts within Mixed Use Centers and Industrial / Employment Areas identified on the Future Land Use Map

- Currently height limit is 40 feet in commercial and industrial district, a Special Use Permit is required for taller buildings. In some areas increasing a height limit may be beneficial to encourage economic development
- Require upper story setbacks, stepdowns and/or enhanced buffers to reduce impacts on existing and future residential areas and/or to honor pedestrian scale of downtown

4. Allow small-scale commercial development in Medium Density Residential (MDR) Areas as part of new development on well-located sites

- Sites should be at intersections of collector streets or thoroughfares and complement the form and scale of adjacent development, and be connected via pedestrian facilities
 - Non-residential building size should meet recommendations specified on page 10.

- Site design and lighting choices should reduce impact on residential uses through a Planned Unit Development or a Conditional Zoning process

Policy 1B: Encourage a compact urban form in areas well served by utilities and other public services

Strategies

1. Mimic historic development pattern in downtown and in historic districts and as part of well-designed neighborhoods in Medium Density areas

- Good urban design should be followed including short block lengths, connected streets and sidewalks, street or yard trees, and integrated public spaces

2. Encourage a mix of lot sizes, housing types and integrated open space and amenities in Medium Density Residential Areas

- Consider updates to the Unified Development Ordinance to allow residential developments with a mix of lot sizes within master planned communities
 - Updates to standards could allow for mix of housing with increased standards
 - A conditional zoning process could be considered to allow for flexibility in site design with increased standards for open space, streets, etc.



Residential developments with short blocks, integrated public greenspaces and a mix of housing types is appropriate for the Medium Density area on the Future Land Use Map.

Policy 1C: Consider incentives to encourage infill and redevelopment in downtown and/or mixed use centers

Strategies

1. Consider density and/or height bonuses or relaxation of minimum parking requirements

- Incentives might make some projects more feasible and provide a higher-quality product

2. Consider monetary incentives that could include a waiver of all or a portion of town utility or development fees for new or relocating businesses that locate downtown or in other designated redevelopment areas

- Consider a Utility Incentive Program that reimburses utility costs for new or relocating businesses in a designated district

FIGURE 2: WESTERN GATEWAY CONCEPT PLAN



An aging, partially vacant shopping center along West Market Street could be brought back to life and become the new face of Smithfield to visitors from the west. A dense, horizontal mix of uses would likely be essential to make the project financially feasible for private developers. As residential presence continues to grow in the surrounding area, the site gains additional visibility.

Objective 2: Encourage redevelopment of vacant shopping centers and commercial corridors

Policy 2A: Revise zoning standards to provide more flexibility in the design of new development on vacant shopping centers

Strategies

1. Encourage a mix of attached housing and multi-family as part of new development and redevelopment within and adjacent to designated Mixed Use Centers

- Encourage redevelopment by allowing flexibility in allowable housing types, parking and flexible yard/setback requirements via the existing Planned Unit Development (PUD) process
- Consider updating standards for Planned Unit Developments to require enhanced vehicular and pedestrian connectivity, architecture standards and/or civic space or open space

2. Consider opportunities for a streamlined approval process for development in Mixed Use Centers if design criteria is met via a planned unit development approval process

Policy 2B: Consider strategic land acquisition and public-private partnerships for economic development opportunities

Strategies

1. Coordination with land owners and private partners could be considered for strategic sites and may include infrastructure improvements, demolition and/or environmental study to provide “shovel ready” sites for economic development

2. Consider partnerships that provide benefits to properties in potential growth areas, i.e. utility extension or up-sizing of utility lines, when necessary

Objective 3: Improve infrastructure to support economic development

Policy 3A: Prioritize transportation improvements near economic development opportunities

Strategies

1. Improve traffic flow near mixed use centers to help improve appearance and access issues.

- See Transportation Plan for detailed recommendations for Outlet Center Drive, Brogden Road / Brightleaf Boulevard and other existing and potential mixed use centers.

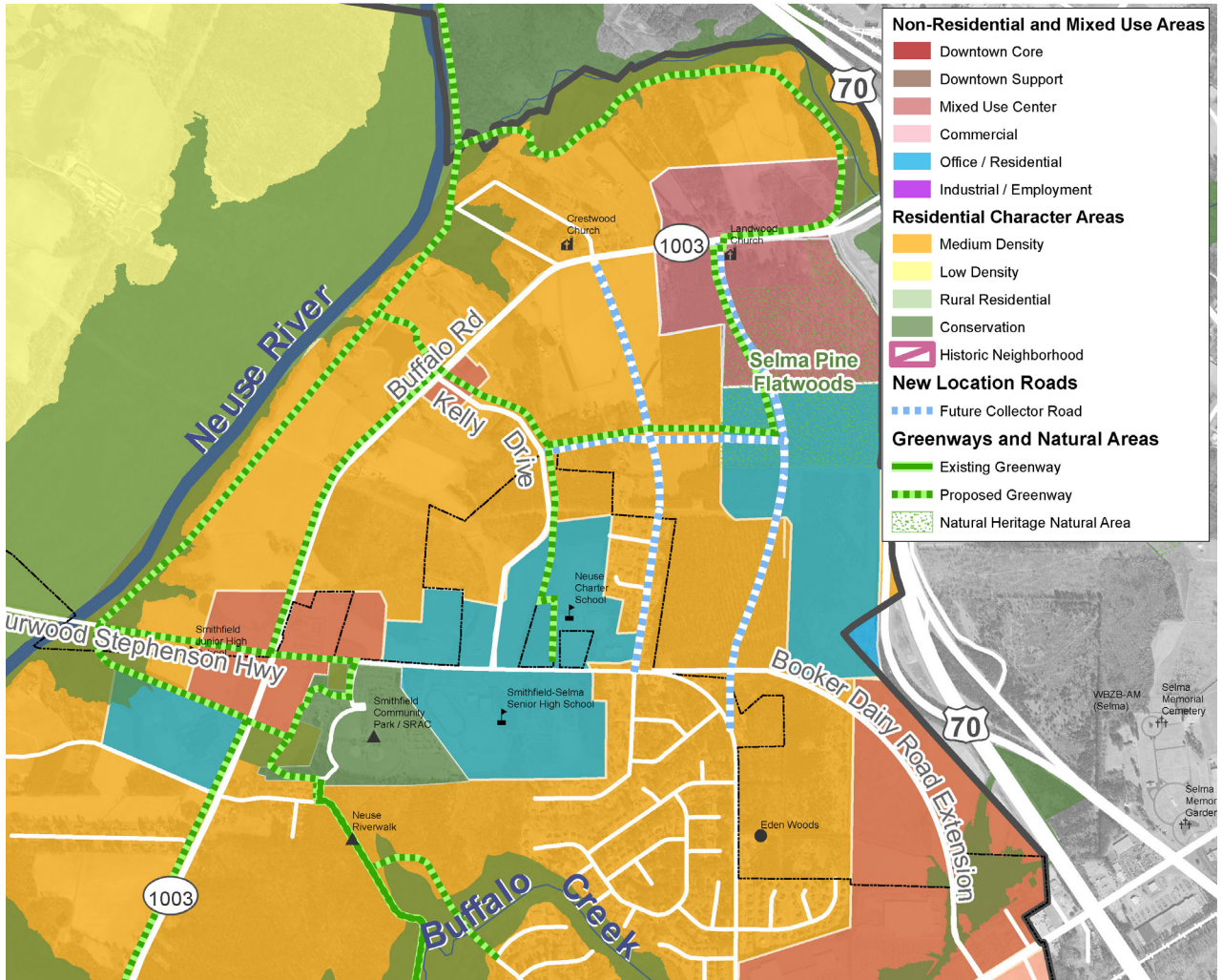
2. Plan for utility and transportation connections near Smithfield's Northern Gateway

- Require a connected network of streets and greenways in new development.
 - A road connection is needed between Buffalo Road and the realigned segment of Booker Dairy Road. This new collector street could function as a "backage" road and provide access to parcels along US 70
 - Safe pedestrian and bicycle connections in the form of greenways, multi-use paths or sidewalks and bike lanes should be created to connect new residential areas to the Smithfield Recreation & Aquatics Center, Smithfield-Selma High School and the Neuse River Charter School.
- Study the most efficient way to provide water and sewer service to potential growth areas.
 - Coordination with Johnston County will be necessary to evaluate capacity of existing sewer lines in the vicinity of the Neuse River.
 - Potential demand should be considered and service lines should be upsized to accommodate future growth.
- Preserve unique features as open space and amenities and reserve land for future recreation or natural areas
 - Work with landowners and conservation organizations to determine ways to preserve all or a portion of the Selma Pine Flatwoods Natural Heritage Natural Area.
 - Reserve land along potential greenway corridors as open space in future development

3. Pursue streetscape improvements leading to and within downtown

- Short-term projects could include pedestrian enhancements along Market Street including crossing improvements and planters
- Medium-term projects could include addressing sidewalk gaps along secondary roads leading to downtown
- Long-term projects could include re-routing truck traffic around downtown and reallocating lanes to include diagonal parking, additional landscaping and pedestrian islands at key intersections

FIGURE 3: NORTHERN GATEWAY OPPORTUNITIES



The area just west of Hwy 70 in North Smithfield presents a near-term opportunity for growth and development. A mix of uses could be centered near the Buffalo Rd interchange transitioning to residential uses to the west and office, light industrial or multi-family uses to the south.

Policy 3B: Encourage compatible development adjacent to the Johnston Regional Airport

Strategies

1. Discourage residential development in high-noise zones
2. Limit building height as recommended in the Airport Master Plan



The Johnston County Regional Airport (KJNX) has a 5,500 foot runway and 73,500 annual operations. \$3.8 Million in funding was recently approved by the N.C. Board of Transportation for the development of a new operations and maintenance facility.

Policy 3C: Coordinate with Johnston County Public Schools, Johnston Community College, and the Neuse Charter School to maintain and improve the quality of the Public Education System

Strategies

1. Encourage coordination between the town, local businesses, citizens and the Johnston County Board of Education
2. Coordinate with Johnston Community College and private development to improve connections and entry corridors
 - Work collaboratively to improve physical and social connections to the surrounding community
 - Coordinate with the Community College on the relocation of the entrance to improve traffic flow on East Market Street
 - Encourage new development on vacant land near the entry to the Community College.
 - See concept design on page 46 for potential orientation of buildings, parking location and mix of uses.

Policy 3D: Consider the long term maintenance costs of new development (i.e. utilities and roads) prior to approval of subdivision or development applications by the Town

Strategies

- 1. Regularly evaluate and update utility connection policies and fees to encourage desired development types and patterns**
- 2. Encourage new development to be located in areas served by the existing gravity sewer system and/or existing or planned regional pump stations**

Objective 4: Protect existing neighborhoods

Policy 4A: Discourage encroachment of incompatible commercial uses into residential neighborhoods

Strategies

- 1. Limit rezonings to commercial zoning districts in Medium Density Residential Areas except as part of planned developments**
 - See Non-residential Scale by Future Land Use table on page 10 for size criteria.
- 2. Discourage business uses in Historic Residential Neighborhoods**
- 3. Consider allowances for home-based and neighborhood serving businesses, in appropriate zoning districts, that meet performance-based criteria that reduce impacts on adjacent residences**



Many historic neighborhoods adjacent to downtown are predominantly residential in character. Rezoning to commercial uses should be discouraged in these areas, especially on blocks that have no history of businesses.

Policy 4B: Require improved transitions between land uses

Strategies

1. Continue to require and strengthen landscaped buffers between potentially incompatible uses

2. Evaluate the need to provide modified buffer requirements for mixed use developments

- In downtown areas and mixed use areas there may be a need to modify buffer standards to encourage a more compact urban form.
 - In the Downtown Core buffers should not be required between the majority of land uses, buildings or properties
 - In the Downtown Support Area buffers may be needed depending on proposed use and adjacent uses.
 - In Mixed-use Centers buffers should only be required on the outside of planned developments, not between different uses on the interior of a mixed use planned development.

Objective 5: Encourage a mix of housing types inside the Town Limits

Policy 5A: Encourage new residential subdivisions and infill residential in low and medium density residential areas inside Town Limits

Strategies

1. Encourage density and design of new subdivisions to be appropriate based on context

- Amend UDO to create standards that prioritize natural resource protection and compatibility with adjacent land uses while allowing for flexibility in lot size if open space standards are exceeded

2. Encourage voluntary annexation with provision of Town Utilities

Policy 5B: Allow attached and multi-family residential where appropriate

Strategies

1. Encourage building sizes, scale and architectural character that is compatible with existing development

2. Higher density uses should be located near Office/Residential Areas, Downtown, Mixed Use Centers and other activities and services (i.e. schools, parks, etc.)

3. In Medium Density Residential Areas allow attached residential as a transitional use from Commercial and Office areas to surrounding single family detached residential areas

4. Consider modifications to the zoning code to allow for more missing middle housing

FIGURE 4: MISSING MIDDLE HOUSING



Survey results indicate that there is a significant demand for patio homes, town homes and residences with smaller yards that are close to shopping, services, parks and schools.

Survey participants indicated interest in the following housing options if available in the Town:

- **51% A house with a large yard, even if not near shopping and services**
- **45% A low maintenance patio home or townhome near shopping and services**
- **43% A house with a smaller yard within walking distance of a park or school**
- **16% An apartment or condo complex**

Policy 5C: Allow accessory dwelling units that meet performance-based criteria

Strategies

1. Consider updates to requirements for accessory dwelling units (including tiny homes) in order to encourage high quality design, additional density and reinvestment in Downtown Support and Medium Density areas near downtown

- Currently accessory dwelling units are allowed in commercial zoning districts and a special use permit is required. Allowing these as a permitted in some areas, if basic standards are met, can be a way to encourage reinvestment and increase density in a sensitive manner



Accessory dwelling units, also known as granny flats or garage apartments can be a way to preserve the character of neighborhoods while encouraging infill. Research suggests that ADUs can increase supply of affordable housing and make significant economic contributions to their communities, through construction activity and property taxes.

Source: www.planning.org/knowledgebase/accessorydwellings/

Image Source: <https://accessorydwellings.org>

Objective 6: Balance growth and environmental preservation

Policy 6A: Protect the Town's rural edge

Strategies

- 1. Discourage large-scale residential development and higher intensity uses by limiting up-zoning in rural areas that are not served by Town utilities and services**
- 2. Encourage larger lots and/or conservation design in Rural Residential areas**
 - These areas are defined by a disconnected road network, working agriculture, limited access to utilities and services. Some areas also have clay soils which have low absorption potential. Due to these factors and the area needed for septic tanks gross density should be < 1 dwelling unit per acre
- 3. Strengthen open space requirement for cluster developments**
 - See Community Character recommendations for specific ways to strengthen cluster development regulations

Policy 6B: Respect areas historically impacted during floods

Strategies

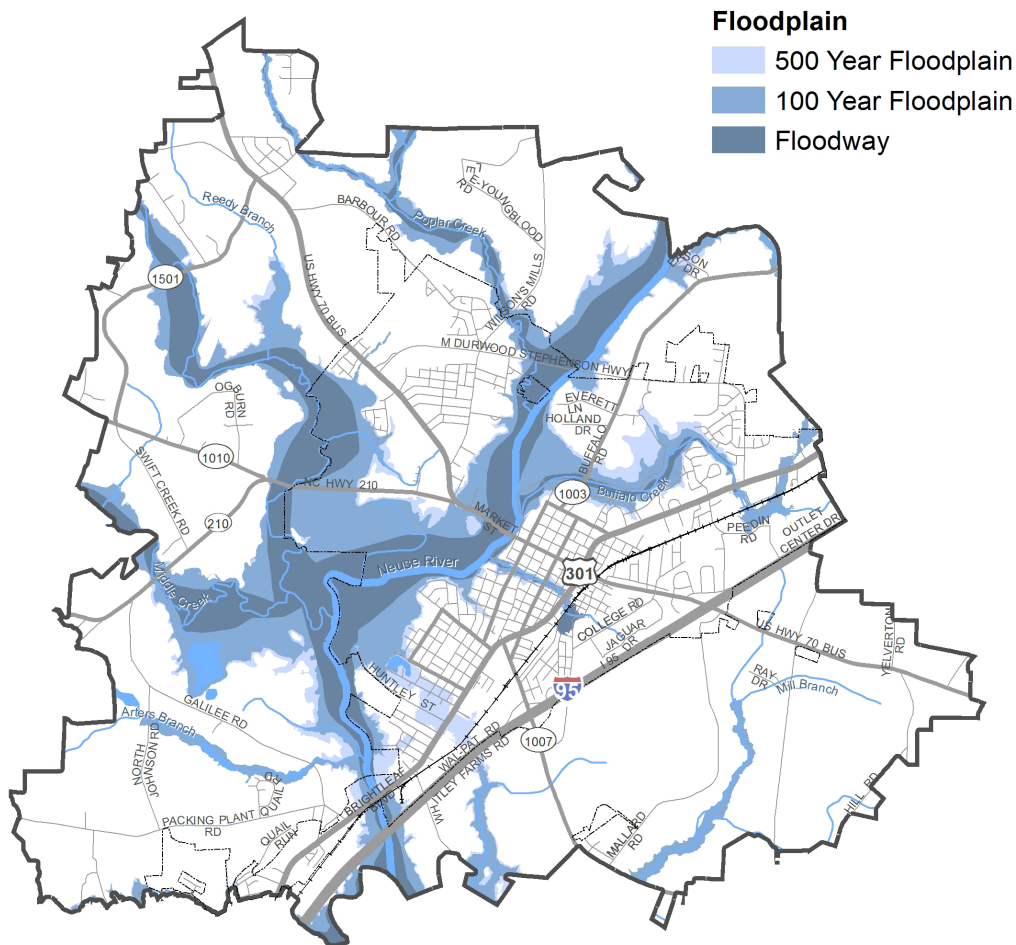
- 1. Consider requiring additional structure elevation or “freeboard” for new buildings in the floodplain to limit damages from future floods**
- 2. Restrict fill and discourage new impervious surfaces in the 100-year and 500-year floodplains**
- 3. Restrict uses or reduce density long-term in areas prone to flooding, especially properties that are undeveloped**
- 4. Require principle stormwater measures to be located outside of the 100-year floodplain and required open space**

Policy 6C: Preserve the floodplain for open space and parks

Strategies

- 1. Preserve areas prone to flooding as open space in new residential developments**
 - Strengthen development regulations to require or incentivize clustering development away from sensitive resources (i.e. floodplain, mature forest, significant trees and clusters of trees, wetlands, riparian areas)
- 2. Consider improvements to publicly accessible greenspace along the Neuse River**
 - Extend Neuse River Greenway southward along the Neuse River
 - Create passive recreation improvements along the existing and future greenway
 - Study the feasibility of a passive park on the west bank of the Neuse River

FIGURE 5: LIVING WITH WATER AND THE FLOODPLAIN



The floodplains of the Neuse River, Buffalo Creek, Swift Creek and Middle Creek are defining features in the landscape surrounding the Town. In total, 19% of the land within the Smithfield Extra-territorial Jurisdiction (ETJ) is within the floodplain or floodway. Forested areas in the floodplain absorb rainfall and provide wildlife corridors. Encouraging development design that preserves the floodplain can help prevent future property damage and provide for recreation.

Policy 6D: Encourage tree preservation and creation of new tree cover in new development

Strategies

- 1. Strengthen the protection of natural buffers, perimeter trees and significant trees in new development**
- 2. Regularly evaluate tree protection standards to maximize effectiveness while providing flexibility in areas where redevelopment is a priority.**
- 3. Update list of recommended trees and shrubs to require planting variety and selection of native species.**
- 4. Update UDO to require the planting of shade street trees where there is not a utility conflict.**
- 5. Maintain and increase the tree canopy downtown, especially street trees.**
 - Consider a policy or program that focuses on requiring and/or replacing street trees where existing street trees have been removed or fallen, particularly in the areas in and around downtown

Policy 6E: Study opportunities for environmental protection and restoration activities

Strategies

- 1. Work with partner organizations such as land trusts and environmental organizations to determine priority areas for open space preservation and voluntary land acquisition**
- 2. Require or incentivize cluster development in watersheds and other sensitive environments, and preserve priority natural features**
- 3. Study opportunities for stream and wetland restoration**
- 4. Evaluate and update planting requirements and/or guidelines to encourage a diverse tree canopy, shade trees and the incorporation of native trees and shrubs**



VIBRANT DOWNTOWN

Downtown Smithfield will be the economic, cultural and social center of the Community. Activate downtown by encouraging a high-quality built environment through reuse, redevelopment and infill that builds on downtown's existing strengths including its historic charm. Work with partners to market and program downtown to foster community connections and a variety of visitors.

Objective 1: Foster economic vitality within and near downtown

Policy 1A: Encourage active uses on the ground floor along Market Street and 3rd Street

Strategies

1. Encourage active first floor uses, especially in the Downtown Core along the frontages of 3rd Street and Market Street.

- Active uses include retail, restaurants and services. Office and residential uses should be encouraged on upper floors.

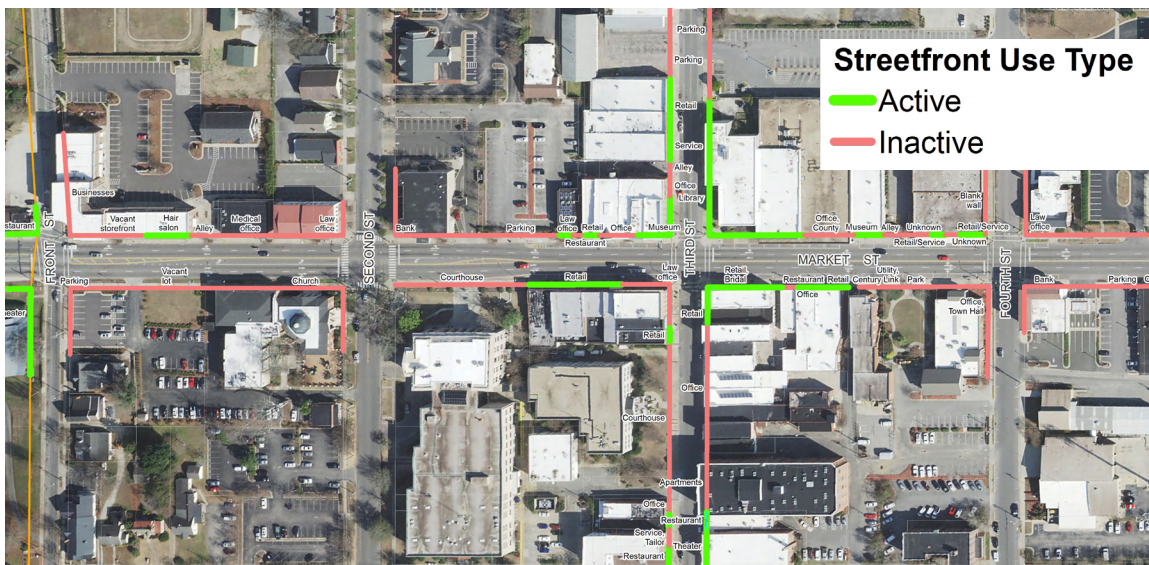
Policy 1B: Encourage downtown revitalization through encouraging adaptive reuse and infill

Strategies

1. Remove barriers to adaptive reuse projects by creating processes to allow flexibility in meeting development standards, as appropriate.

- Many historic structures may not meet current development requirements, but may be able to meet the intent of the requirements through alternative improvements.

FIGURE 6: STREETFRONT USE MAP



Building on a concentration of active uses on ground floor facades near Market Street and Third Street can help establish Downtown Smithfield as a destination throughout the day. *Map created: Sept. 2018*

2. Allow for ground floor residential adaptive use of existing structures, except along key frontages in the Downtown Core, in an effort to activate underutilized historic structures.

- Any building modifications should not restrict the ability for future ground floor commercial use.

3. Encourage new development in the Downtown Core to be a mixed use building, with the ground floor built to accommodate commercial uses (at-grade entrance, high ceilings, shop front windows, direct sidewalk access).

4. Allow for rear entry residential in the Downtown Core in instances where the viability of current and future commercial uses is not jeopardized.

Policy 1C: Preserve and extend the character of downtown and surrounding historic neighborhoods

Strategies

1. Consider creating a transition from the Downtown Core to the east with a new zoning district or overlay

- Permit a mix of supporting uses in the Downtown Support area identified on the Future Land Use Map including:
 - Retail, restaurant, service, office, institutional, and residential
 - Vertical mixed use
 - Ground floor attached residential in limited locations, with transparency and entrance requirements.
- Ensure that development in the new zoning district meets design requirements that are less stringent than Downtown Core but maintain some of its characteristics such as:
 - Buildings brought closer to street than suburban commercial zones
 - Parking to side or rear
 - Service areas screened
 - Pedestrian scale lighting and wide sidewalks

2. Preserve the character of historic residential neighborhoods while promoting reinvestment

- Encourage new residential units within walking distance to Downtown
 - Consider allowing attached residential as a permitted use in the Downtown Support area if design criteria is met
- Allow accessory dwelling units as administratively approved principle uses within the Downtown Support area and in historic districts near Downtown
 - Consider establishing performance based criteria for these uses to ensure compatibility with adjacent development, such as design standards or parking requirements

Policy 1D: Consider streetscape investments as an economic development tool

Strategies

1. Coordinate public and private investment when prioritizing streetscape improvements.

2. Improve pedestrian experience on Market Street in Downtown and in Mixed Use Nodes.



Downtown streets must balance space for cars and for pedestrians. Current sidewalk widths limit the amount of outdoor seating.



A temporary or permanent “parklet” that includes outdoor seating could support local restaurants, enhance the pedestrian environment and slow traffic.

- A “tactical urbanism” project could test the conversion of one or more parking spaces in downtown to patio dining and landscaping could provide temporary or permanent seating for downtown businesses. It may also work to slow traffic.

Policy 1E: Modify Municipal Service District (MSD) boundaries as appropriate

Strategies

1. Consider expansion of Downtown MSD to other commercial or mixed-use properties in conjunction with new or revised regulations that could include an overlay zoning district or modifications to existing districts in the Downtown Support area to fund improvements, services and/or programming

Objective 2: Enhance the physical and visual assets of downtown

Policy 2A: Invest in streetscape upgrades on strategic corridors

Strategies

1. Identify priority streetscape investments for Market Street, 3rd Street and other key corridors

- Analyze streets for potential tree planting, sidewalk and crossing improvements, and reconfiguration of on-street parking
- Include streetscape improvements in the Town’s Capital Improvement Plan

Policy 2B: Create clear and enforceable design standards for new development and adaptive reuse

Strategies

1. Enhance and standardize streetscape and landscape requirements for private development and institutional facilities

- Establish minimum sidewalk dimensions and design details for key streets downtown.
- Continue to require under-grounding utility lines as part of new construction.

- Consider under-grounding utility lines as part of streetscape and/or public space improvement projects in the Downtown Core and the Downtown Support areas identified on the Future Land Use Plan

2. Create a downtown master plan that identifies priority streetscape investments and strategies to promote infill development in key locations

3. Develop downtown design standards to be used as a tool for design review.

- Updated standards that complement the Historic Preservation Design Guidelines, could establish a cohesive design palette for materials, architectural details and streetscape elements.

4. Consider requiring new construction to be 2 or more stories in an effort to add uses and enhance the urban streetwall

5. Consider establishing a “build-to” line or maximum setback along key gateways in the Downtown Core and transition areas.

6. Prioritize historic preservation, and sensitive adaptive reuse of historic structures.

- Consider expansion of local historic districts to historic residential neighborhoods. Local historic districts are a UDO overlay with the power to regulate the design of historic structures, landscapes and new infill.

Objective 3: Promote downtown Smithfield

Policy 3A: Continue to partner with Downtown Smithfield Development Corporation (DSDC) and the Chamber of Commerce to promote downtown

FIGURE 7: FOUR POINTS OF DOWNTOWN TRANSFORMATION



Main Street America's strategy for downtown revitalization focuses on four key components:

- Economic Vitality
- Design
- Organization
- Promotion

Image Source: National Main Street Center, Inc.

Strategies

1. Prioritize investment in downtown marketing, and collaborate closely to ensure that downtown is part of overall marketing of the entire Town.

Policy 3B: Entice people downtown through high quality programming and events

Strategies

1. Continue to create regular events and programming that are family-friendly and well advertised and marketed.

2. Continue to work with the business community to develop a program to highlight independent businesses.

3. Highlight local businesses and craft in events and marketing materials.

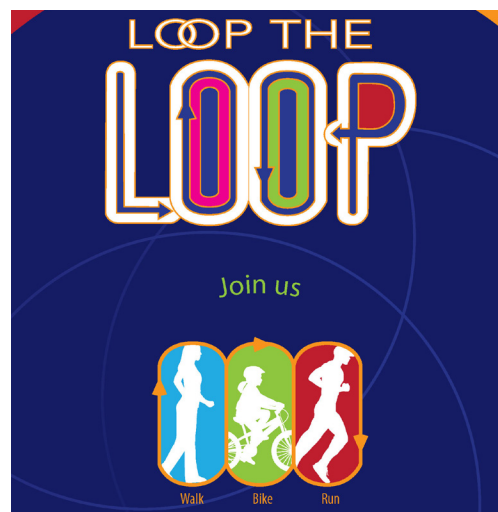
4. Enhance walking tour that currently promotes downtown

- Create partnership between Historic Preservation Commission and Heritage Center to augment existing walking tour brochure with multi-media materials (i.e. interactive map, promotional video, or smart phone application).

5. Create partnerships to create and market one or more downtown walking loops

- Defined walking routes that are demarcated by signage or pavement markings, traverse connected pedestrian facilities and are branded by historical features or distance can be promoted to encourage healthy habits and increase pedestrian traffic downtown.

FIGURE 8: DOWNTOWN WALKING LOOP OPPORTUNITIES



Kannapolis has defined a set of downtown walking loops that are signed and promoted to encourage healthy lifestyles. Participants can log their miles and compete for prizes. The program benefits downtown businesses as well as citizens.

Policy 3C: Invest in wayfinding systems

Strategies

- 1. Continue to invest in wayfinding systems for both vehicular, bicycle and pedestrian traffic. Use wayfinding signage as an opportunity to enhance Smithfield's brand, and consider extending this signage to locations at major gateways into the Town directing visitors to the downtown.**
- 2. Utilize wayfinding to help guide downtown visitors and shoppers to public parking areas.**

Objective 4: Improve capacity, partnerships, and community involvement

Policy 4A: Support Downtown Smithfield Development Corporation's (DSDC) Incentives for facades and outdoor amenities

Strategies

- 1. Continue to fund and advertise grant programs to entice business and property owners to invest in downtown.**

Policy 4B: Collaborate with other initiatives and interests to connect to downtown

Strategies

- 1. Position downtown as a key stop on the Mountains to Sea Trail and improve connections to the Riverwalk**
 - Encourage a variety of activities and businesses that cater to outdoor recreation enthusiasts downtown and near the Neuse River Greenway.
 - Consider pedestrian oriented signage along the greenway that notifies users of destinations and local businesses in downtown.
 - Study trailhead improvements needed that could be implemented in tandem with renovations to the Neuse River Amphitheater / Town Commons area.
- 2. Support the burgeoning food and beverage cluster**
 - Encourage craft breweries to locate downtown.
 - Consider allowing microbreweries as a permitted use with supplemental standards in a modified zoning district, a new transitional zoning district or an overlay meant to be applied in the Downtown Support area identified on the Future Land Use Map.
- 3. Highlight downtown as the center of culture for Smithfield**
 - Collaborate with the Johnston County Heritage Center, Ava Gardner Museum, and others to encourage visitors to extend their time in downtown.
- 4. Consider opportunities for public art**
 - Identify locations for murals, sculptures, and/or temporary installations
 - Cultivate potential partners, such as the Johnston County Arts Council, for organizing and

administering a public art program

Policy 4C: Create a collaborative parking management system to maximize the public parking resource



The Town of Waynesville embraces public art as a place-making and a way to depict local culture and history. The Public Art Commission uses public and private capital to fund art throughout town. The Commission establishes themes, potential sites, and general costs before calling for submissions. The artwork also includes functional pieces to enhance streets such as benches, bike racks, and signs.

Strategies

1. Create a work group committee of County, Town, and business community leaders to understand each others' parking needs

- Provide friendly, clear parking information to entice people downtown
- Collaborate with the County courthouse and the Sheriff's office to meet their parking needs without detracting from public parking for other downtown patrons

2. Actively manage on-street and off-street parking

- Delineate places for short and long term parking, and incentivize long term parking away from retail locations
- Enforce short-term parking limits to encourage visitation of businesses

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HEALTHY NEIGHBORHOODS

Strengthen neighborhoods by supporting enhancements and reinvestment. Encourage healthy lifestyles by connecting neighborhoods to parks, open space and recreation opportunities. Create a high-quality educational system to give future generations opportunities for success and opportunities for interaction to knit together a community fabric that is rich and diverse.

Objective 1: Increase access to exercise and healthy lifestyle opportunities to improve physical and mental health

Policy 1A: Complete the Neuse River Greenway and Mountains to Sea Trail (MST) through Smithfield and the ETJ

Strategies

1. Coordinate with the State and Johnston County to complete the connection north of Smithfield toward Clayton
2. Coordinate with the State and Johnston County to complete connection south of Bob Wallace Kiddie Park to the Smithfield ETJ to define the future alignment south of the ETJ
3. Maintain and expand bicycle and pedestrian facilities for on-road interim route (i.e. 3rd St, 2nd St, Wilson Mills Road and Durwood Stephenson Highway)

FIGURE 9: ECONOMIC IMPACT OF TRAILS IN SMITHFIELD

With future expansion, trail users have the ability to generate a total of \$1 million dollars in business revenues and \$400,000 in labor income annually.

See the Economic Contribution of Trails to Smithfield study in the Appendix for more information.

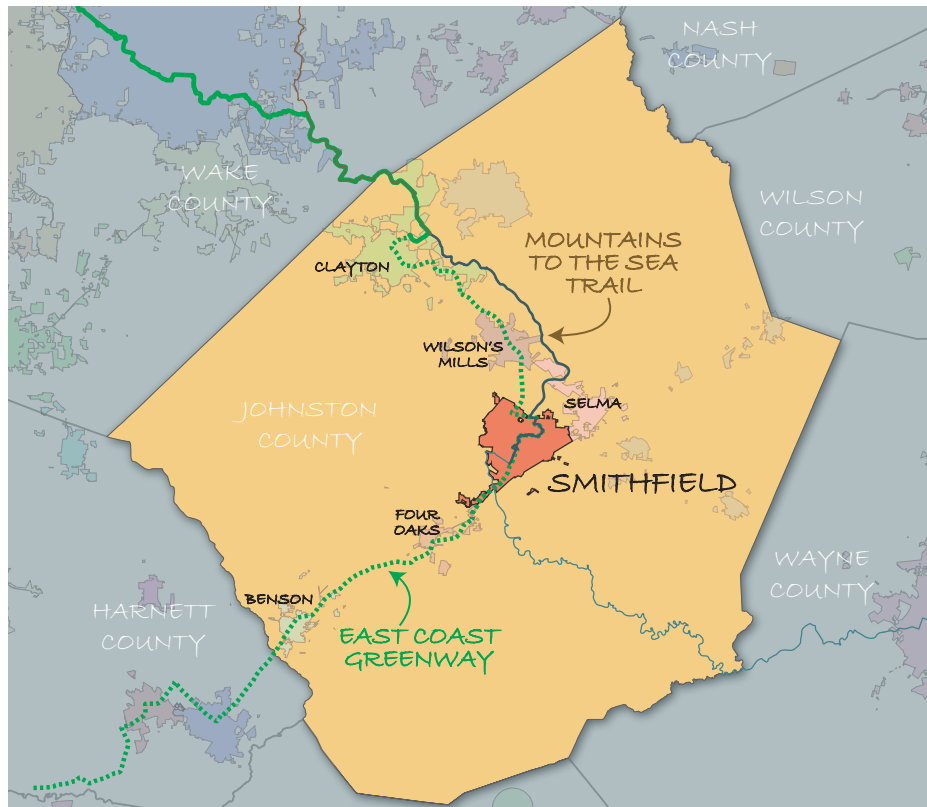
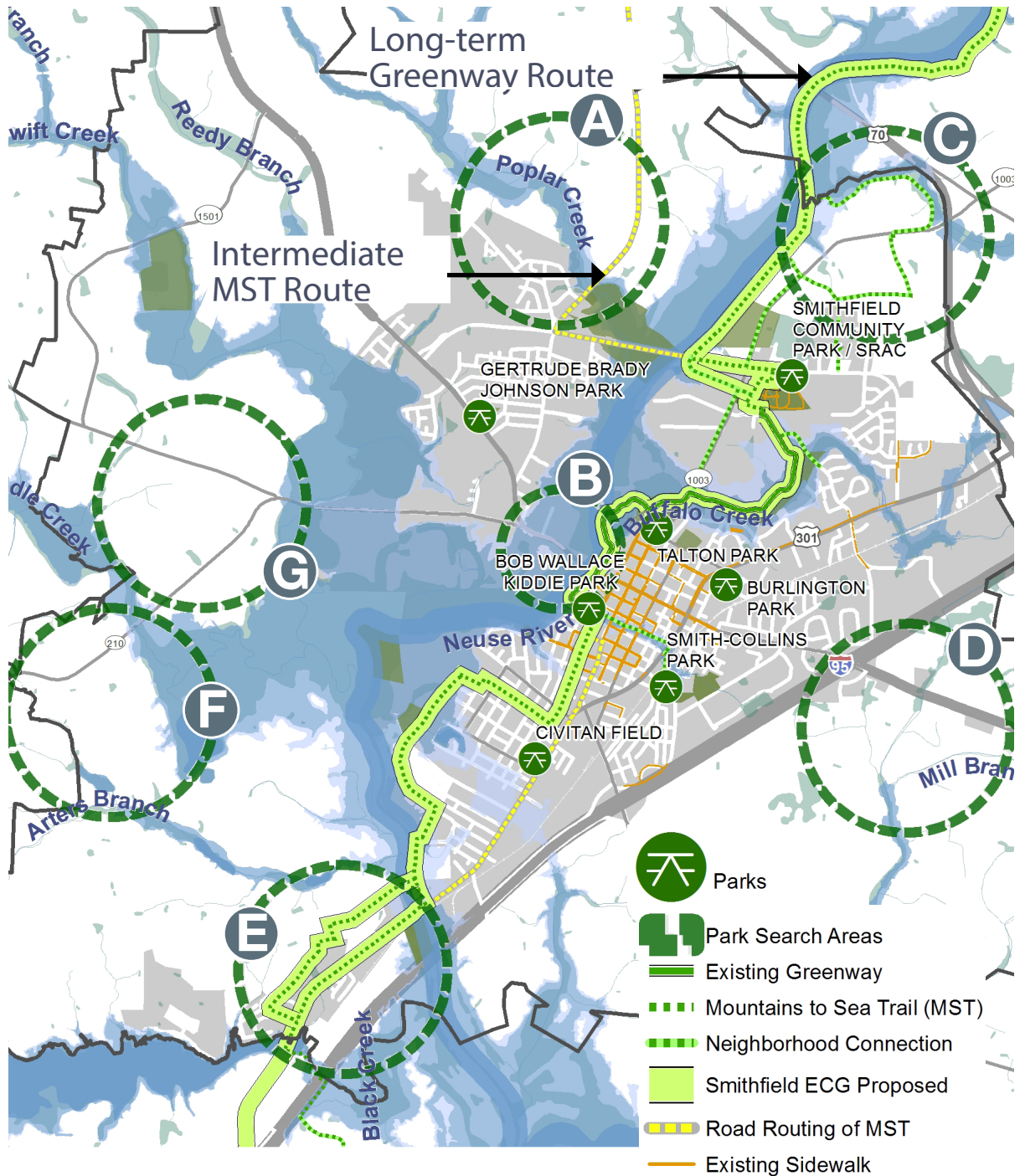


FIGURE 10: TRAIL CONNECTIONS



Building connections for the North Carolina Mountains to Sea Trail (MST) and Neuse River Greenway to the north and south of Town will connect neighborhoods and provide opportunities for residents to improve physical and mental health.

4. Consider the provision of additional amenities, wayfinding and connections at key access points

- Partner with businesses to add pedestrian connections between greenway and Front Street

5. Consider the addition of greenway extensions that provide neighborhood connections to the Mountains to Sea Trail (MST) (See maps in Appendix)

- Spring Branch Greenway: Extending a greenway connection from Bob Wallace Kiddie Park along Spring Branch could provide additional greenway access to neighborhoods in South Smithfield. A new trailhead and pocket park in the vicinity of 6th Street could be part of the revitalization of the eastern part of Downtown. Long-term this greenway could be connected to Smith Collins Park.
- Canterbury Road Neighborhood Connection: A new bridge or boardwalk and greenway connection across Buffalo Creek could connect residential areas north of Bright Leaf Boulevard to the existing greenway. New pedestrian facilities along Booker Dairy Road will also improve connections in this area.
- Buffalo Road Multi-use Path: A multi-use path along Buffalo Road north of Buffalo Creek would provide a loop from Smithfield Middle School to the Smithfield Community Park and the Smithfield Recreation and Aquatics Center and the Buffalo Creek Greenway. A portion could be constructed with new residential development in the area.
- Gateway Greenway: A connected system of sidewalks and multi-use paths should be planned and constructed with new development in the area west of US 70 in North Smithfield.

Policy 1B: Identify short, medium, and long-term projects, funding and implementation strategies to improve walkability and bikeability and Smithfield

Strategies

1. Create a Bicycle, Pedestrian and Greenway Plan to identify and document priorities

- Look for and capitalize on ways to provide increased access to existing parks through new, shorter, or improved connections to existing neighborhoods
- Create safe crossings and sidewalk connections between neighborhoods and schools
- Consider implementation of street retrofits with bicycle lanes on streets with excessive widths
- Work with NCDOT to improve crossing light timing on Market Street and create crosswalk facilities on major NCDOT roads

FIGURE 11: LIVABLE COMMUNITIES



A livable community is one that is safe and secure, has affordable and appropriate housing and transportation options, and supportive community features and services.

Objective 2: Maintain and improve parks and recreation services

Policy 2A: Address parks level-of-service deficiencies

Strategies

1. Provide new parks or public spaces to increase access to parks in under-served areas

- Park search areas identified on the Parks and Greenways Map on page 36 represent areas that are currently under-served.
- The Town should take an active role in reserving open space in areas within Town limits and areas that area likely to become part of the Town due to anticipated growth.
- In areas that are unlikely to be incorporated, the Town should support the efforts of Johnston County and area land trusts to preserve unique environmental features through voluntary land acquisition and conservation easements.
- Specific considerations for areas are included below.
 - Area A: Study access and recreational programming options for town owned land along Poplar Creek
 - Area B: Study feasibility of recreational facilities and access for land owned by Downtown Smithfield Development Corporation south of Market Street near the Neuse River.
 - Area C: North Smithfield is poised for growth. Greenway connections should be made to and along the Neuse River and to the Smithfield Recreation and Aquatics Center. Land should be reserved for open space and amenities in new development. Priorities include additional access to the Neuse River and preserving part of the Selma Pine Flatwoods Natural Heritage Natural Area as an amenity for future development.
 - Area D: Open space reservations in new development should prioritize land with mature forest along Polecat Branch and other drainage ways in order to preserve water quality.
 - Area E: The future alignment of the Mountains to Sea Trail and the East Coast Greenway bisects this area. Complimentary recreational access to the Neuse River and Black Creek (i.e. a canoe or fishing access) should be considered adjacent to the future trail.
 - Area F: Steep slopes separate the agricultural area along Galilee Road from the floodplain and low lying wetlands along Middle Creek. These steep slopes and adjacent bottom

lands are unique features that may harbor rare species or natural communities. They also provide upland habitat adjacent to large floodplain forest and roadless area that spans over 800 acres near the confluence of Middle Creek, Swift Creek and the Neuse River.

- Area G: This area west of Swift Creek is a potential search area for a future community park. Candidate sites would be 30-40 acres and have an opportunity for a combination of active recreation (i.e. sports fields) and passive recreation (i.e. walking trails)

2. Require park land dedication in-lieu of fee where appropriate and especially if opportunity exists to acquire larger contiguous tracts in the area in the future

3. Partner with the non-profit organizations and businesses to provide additional or expanded recreational experiences

4. Encourage private development to include parks, open space and amenities in new development

- Consider adjustments to the Unified Development Ordinance to allow for administrative approval of neighborhood recreation facilities. Currently many recreation facilities require a special use process in residential zoning districts.

5. Prioritize new pedestrian connections to existing parks

- See potential neighborhood connections on the map on page 36 and in the Appendix

Policy 2B: Continue to address park maintenance and upgrades to existing parks

Strategies

1. Inventory outstanding deferred maintenance needs

2. Refine parks maintenance policies and increase staff

- Currently the Parks and Recreation Department has 3 full-time staff that maintain 147 acres of parkland

3. Provide long-term maintenance funding for parks and greenway assets

4. Upgrade existing parks to meet needs of community

- Continue to make accessibility improvements
- Update Town Commons, specifically the Neuse River Amphitheater area.
- Consider upgrades to Talton Park that include parking improvements, a greenway connection, and playground equipment
- Consider the addition of a splash pad in the southeastern part of Town
- Consider a new location for a farmers market and community gathering space

Policy 2C: Improve opportunities for paddle recreation

Strategies

1. Look for additional river access sites to encourage canoe and kayak recreation on the Neuse River

- Currently the boat ramp in Downtown Smithfield is only canoe launch and boat ramp between Clayton and Smithfield. Improve area with shelter, parking and restroom facilities.

Objective 3: Increase access to healthy food choices

Policy 3A: Partner to assess and improve access to healthy food offerings

Strategies

1. Conduct a food assessment that analyzes access to health food offerings

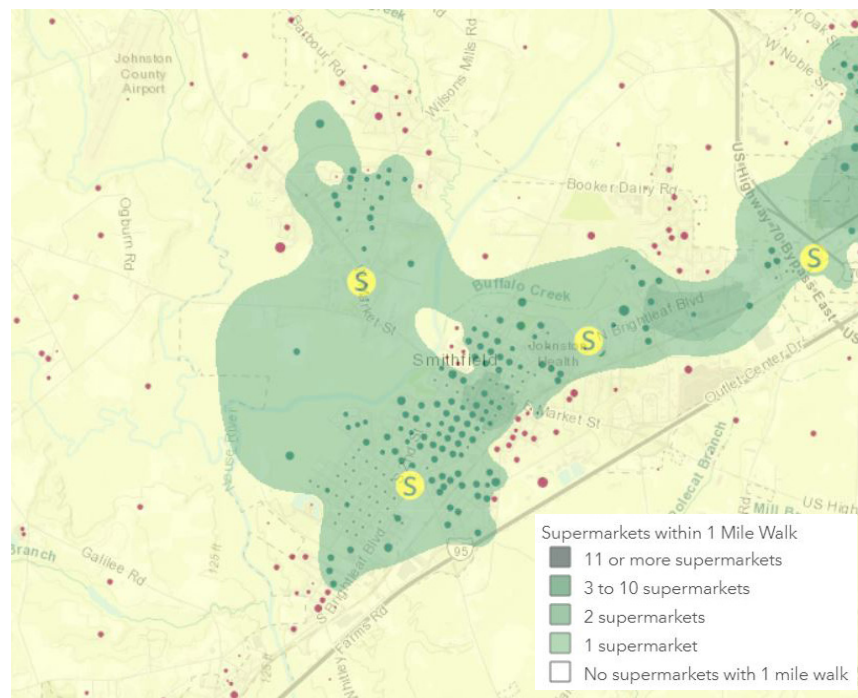
- National data indicates that many neighborhoods in Smithfield lack access to supermarkets within a 1 mile walk. The Town can work with neighborhood groups, students, Johnston Health and/or state agencies to pursue grants for an inventory of healthy food vendors

2. Improve food access through policy updates and local programs

- Coordinate with Johnston County to identify and remove regulatory barriers to selling fresh fruits and vegetables and other healthy foods
- Pursue grants for education and outreach related to healthy food and to increase the number of healthy food vendors in food deserts (areas without access to healthy food options).
 - Grants have been used for “healthy corner store” initiatives in other areas that provide grants to upgrade equipment in exchange for the provisions of additional healthy food options at existing vendors

3. Prioritize sidewalks and safe street crossings to access supermarkets and grocery stores as part of a pedestrian plan

FIGURE 12: FOOD ACCESS



Many areas of Smithfield have access to supermarkets within 1 mile. These areas are shown in green in the map to the right. Areas in yellow show areas without access to a supermarket within a 1 mile walk. East Smithfield and neighborhoods along Booker Dairy Road area areas where access could be improved. (Data Source: USDA)

Policy 3B: Increase visibility of local agriculture

Strategies

1. Encourage a local farmer's market within Smithfield
2. Encourage agricultural tourism opportunities in the Rural and Conservation areas identified on the Future Land Use Map.

Objective 4: Strengthen neighborhoods

Policy 4A: Address vacancies and abandoned structures

Strategies

1. Develop a strategy to register vacancies to allow the town to get ahead of deterioration, vandalism, and demolition. Identify target areas for intervention.
2. Monitor and map the rate of vacant housing and continue to evaluate the condemnation of structures.

Policy 4B: Clean up physical problems in the neighborhood including vacant and blighted property

Strategies

1. Increase code enforcement activities to encourage maintained lawns and removal of abandoned vehicles.
2. Partner with community organizations to organize cleanup days to remove litter and reduce the impression of disinvestment.



The 5th Street Community Garden is a local example of activation of a vacant parcel.



Neighborhood or district signage and/or landscaping and beautification projects can build community pride and help improve the aesthetics of gateway corridors.

Policy 4C: Coordinate with Affordable Homebuilders

Strategies

1. Work to acquire and establish new infill homes on vacant lots in areas where new market rate housing is not in high demand.

- Partners could include Habitat for Humanity of Johnston County and other affordable housing organizations. Provide institutions and property owners information about vacant properties for sale to make them aware of opportunities.

Policy 4D: Activate vacant parcels

Strategies

1. Work neighborhoods to establish community gardens, small parks, rain gardens, public art displays on vacant parcels. Ensure that these properties are well-maintained.

2. Study a potential greenway extension from Bob Wallace Kiddie Park along Spring Branch to the east.

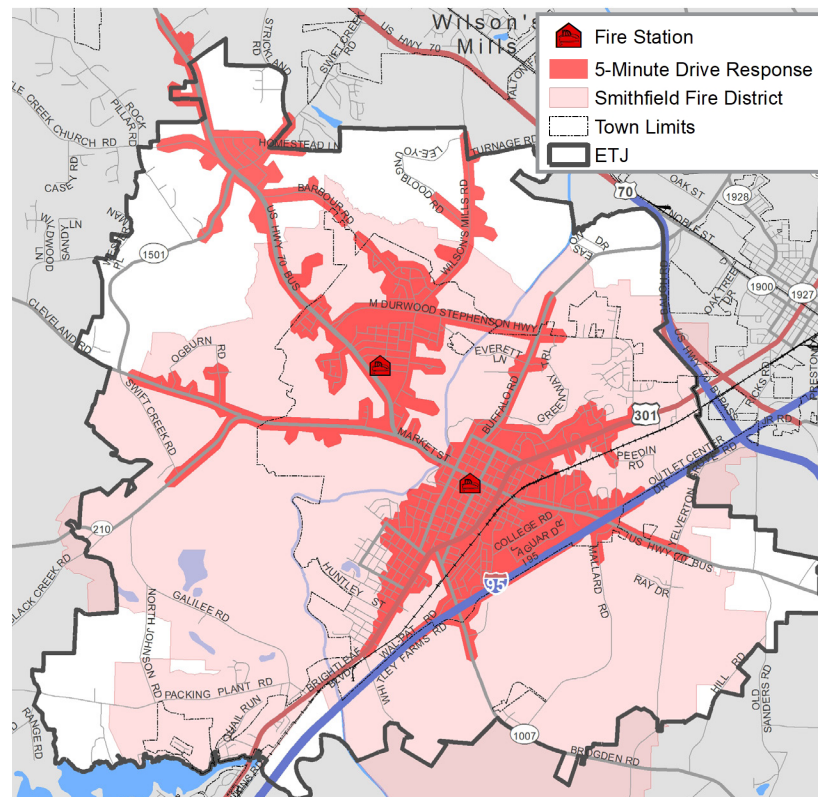
- This greenway could help to activate vacant parcels on east side of downtown.

Policy 4E: Improve emergency services

Strategies

1. Improve fire coverage and response times

FIGURE 13: FIRE COVERAGE



The map on the left shows a 5-minute drive time from two existing fire stations in Town.

Much of the Town is well-served by fire coverage, however some potential growth areas could benefit from improved coverage. Ensuring new development includes connected roadways can help maintain and improve emergency service response times.

- Partner with the county to improve response times in areas in north and northwest Smithfield and near Holt Lake
- Continue to monitor and address water pressure issues
- Increase staffing and improve equipment and facilities as needed to support the growth of the Town
- Facilitate coordination between the planning department and the fire department
 - Coordinate on development review to ensure connected streets to reduce response time
 - Coordinate on updates to street standards to allow for adequate emergency response

2. Maintain and improve public safety in the Town

- Continue to monitor and address crime and public safety issues
- Increase staffing and improve equipment and facilities as needed to support the growth of the Town
- Continue community engagement efforts such as “Coffee with a Cop” and attendance at Town and neighborhood events

Objective 5: Increase housing stability and prevent foreclosures

Policy 5A: Encourage rehab and reinvestment in at-risk areas

Strategies

1. Pursue housing rehabilitation grants for owner occupied structures of low to moderate income families

- Continue seeking Federal Community Development Block Grant (CDBG) funding for this task

2. Provide loans for critical home repairs and renovations in at-risk areas

- Work with local banks or non-profits to facilitate a program for low-interest loans to owners who are able to repay a loan but unable to access market financing due to low or fixed incomes; high loan-to-value ratios, or other factors

3. Connect neighbors to non-profit counseling and support agencies that provide a range of services including weatherization, minor rehab and neighborhood cleanup

- Non-profit support agencies include:
 - Johnston-Lee-Harnett Community Action, Inc.
 - Serve the Need
 - Me Fine Foundation, Inc.
 - Johnston County Youth Services, Inc.
 - Community & Senior Services of Johnston County, Inc.
 - Habitat for Humanity of Johnston County

Objective 6: Foster communication between neighbors

Policy 6A: Build community spirit and help residents be directly involved in community betterment activities

Strategies

1. Support town-wide and neighborhood events that connect people.

- Ongoing activities include providing in-kind support (such as police traffic control or fire department staff presence) to picnics, block parties and other neighborhood festivals.

2. Establish a neighborhood improvement fund

- Relatively small grant amounts of \$500 to \$1,000 could be used for neighborhood identification signage, landscaping of common areas, land acquisition, events, communication and promotional activities
- Give seniors, adults, teens and children opportunities to improve their neighborhoods through small, inexpensive service projects. When people are able to take action, it gives them a sense of ownership and connection to where they live.



COMMUNITY CHARACTER

Enhance the community's existing small-town identity and promote thoughtful growth and a unique sense of place. Focused enhancements to policies, processes and places to incrementally improve gateways, commercial areas, historic assets and neighborhood design.

Objective 1: Develop high quality entry corridors

Policy 1A: Improve entry corridors incrementally through reinvestment

Strategies

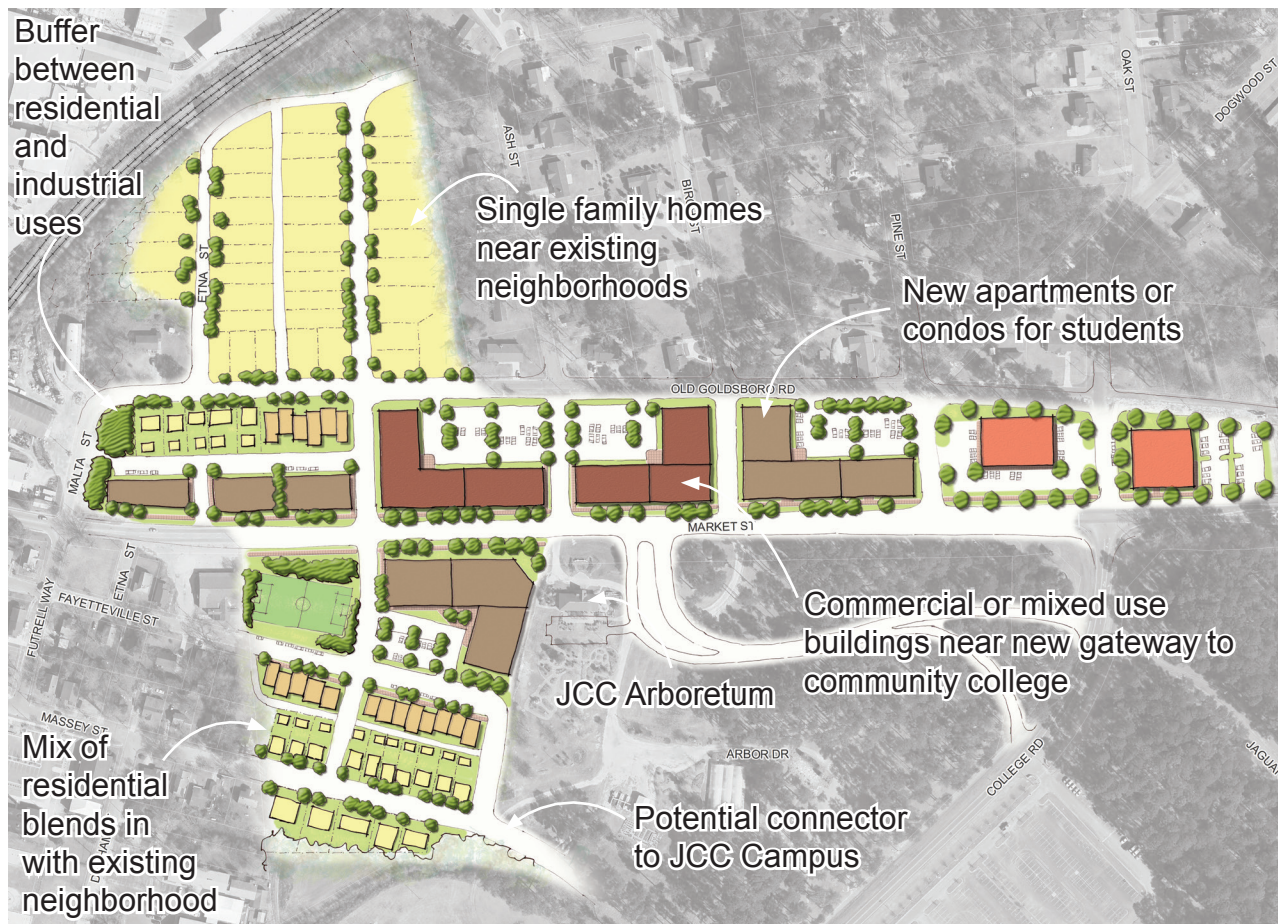
- 1. Enforce current development standards, included landscaping, buffers, screening, cross access and sidewalk requirements**
- 2. Support rezonings to nonresidential and mixed use districts in the areas identified as Mixed Use Centers on the Future Land Use Map**
 - Update zoning districts as needed to accommodate redevelopment of vacant shopping centers.
 - Current requirements for multi-family may need to be adjusted to allow for a more urban form of development as part of redevelopment

Policy 1B: Develop streetscape and design standards for key entry corridors

Strategies

- 1. Consider developing site design and/or architectural standards for mixed use, commercial, office and employment and high density residential areas**
- 2. Update the Unified Development Ordinance to address differences between the character of primary entry corridors**
 - Currently the Entry Corridor Overlay District (ECO) applies to Market Street and Bright Leaf Boulevard. Distinct overlays should be created with unique sets of uses and standards for each corridor or segment. Downtown and mixed use nodes should be treated differently than the majority of Bright Leaf Boulevard and parts of Market Street that are more suburban in character. A suggested set of standards is included in the Action Plan on P. 67.
- 3. Develop standards to ensure that residential developments edges on key corridors have appropriate buffers and entrance design**
 - Adopt landscaping requirements for residential subdivisions along thoroughfare, arterial, and collector roads

FIGURE 14: EASTERN GATEWAY CONCEPT PLAN



This example of how the East Market Street gateway corridor could be developed tying the community to the college with surrounding development that meshes and complements the campus environment.

GATEWAY RECOMMENDATIONS

• Western Entry

- Encourage redevelopment of vacant shopping centers. Enhance landscaping requirements in new development and additions. Allow for multi-family residential as part of redevelopment projects. Update zoning code to allow for flexible urban design.
- Consider additional beautification and landscaping projects on the west side of the Neuse River entering downtown. These could be implemented in tandem with a passive park on the west bank of the Neuse River.

• Eastern Entry

- Allow multifamily apartments and townhomes and supportive uses near the college to create a mixed use village that supports students, staff, and faculty
- Tie the community more tightly to the college with surrounding development that meshes and compliments the scholastic campus and environment
- Work with JCC to finalize alignment of new entry to coordinate access for new development

• Northern Entry

- Establish a defined and logical road network that will allow the evolution of the area so that it will compliment the surrounding residential neighborhoods and the adjacent commercial corridor along Bright Leaf Blvd
- Require buffers and transitions from more intense employment uses near US 70 to residential areas.

• Southern Entry

- Study intersection improvements at Brogden Rd, S 3rd St and Bright Leaf Blvd
- Integrate sidewalks, landscaping and signage to improve aesthetics

Objective 2: Create compact commercial nodes

Policy 2A: Encourage an appropriate mix of uses to create walkable community centers

Strategies

1. Evaluate zoning districts, permitted uses and approval processes to facilitate desired development pattern

- Consider revised zoning regulations, new zoning districts or overlays to support intent of Downtown Support future land use area and Mixed Use Centers
- Consider adjustments to permitted uses to streamline approval process and facilitate dialog between staff, developers, elected officials and the public. Administrative approvals may be

preferable to special use permits currently required for some compatible uses in areas where a mix of uses is desired.

Policy 2B: Identify strategic infill opportunities and coordinate with public improvements

Strategies

1. Prioritize streetscape, park projects and infrastructure improvements that serve potential infill and redevelopment opportunities

Policy 2C: Discourage strip commercial development

Strategies

1. Encourage new commercial development to be located at designated Mixed Use Centers

2. Discourage new, high-traffic, commercial development on sites without good access

- Offices and/or residential uses are more appropriate in areas along corridors without good vehicular access
- Consider the strategic remapping of vacant or underutilized commercially zoned properties
 - This includes properties that have split commercial/residential zoning

Objective 3: Preserve and enhance neighborhoods

Policy 3A: Discourage encroachment of commercial uses in established residential neighborhoods

Strategies

1. Certain low-impact, small-scale, home-based businesses are an exception.

2. Allow for small-scale commercial uses as part of a new residential development if design criteria is met

- Sites should be at intersections of collector streets or thoroughfares
- Site design and lighting choices should reduce impact on existing and planned residential
- Architectural scale and details should resemble historic patterns of Smithfield
- Parking and service areas should be adequately screened from public roads and residential areas

Policy 3B: Permit multifamily development that is an appropriate transition in scale and use between commercial development and single-family neighborhoods

Strategies

1. Update the Unified Development Ordinance to allow residential developments with a mix of residential densities and product types in appropriate areas

- Adjustments to Planned Unit Development (PUD) option, a re-established R-6 district or the Rowhouse Overlay (RHO) could accommodate rear-loaded attached residential near Downtown, or mixed use / commercial nodes as a way to accomplish this.

Policy 3C: Highlight and preserve historic assets- both buildings and landscapes

Strategies

- 1. Support the work of the Historic Preservation Commission**
- 2. Partner with public entities, non-profits and private landowners to continue to inventory and preserve historic assets**
- 3. Work with the Johnston County Heritage Center, neighborhoods and citizens to promote local history**
 - Study potential for additional historical markers downtown
 - Study feasibility of historical markers in the Pine Acres and Belmont neighborhoods

Policy 3D: Improve Stormwater Management in Downtown and Older Neighborhoods

Strategies

- 1. Address stormwater and drainage issues through regular maintenance and targeted improvements**
 - Pursue improvements in areas with stormwater issues including downtown and Pine Acres
 - Consider “grey” and green infrastructure solutions to urban stormwater issues
 - Grey infrastructure improvements could include additional storm inlets and larger drainage pipes or retention ponds
 - Green infrastructure solutions could include retrofitting impervious surfaces (i.e. parking lots) with pervious pavement or bioretention areas



Bioretention areas and rain gardens can help improve the appearance of an area while increasing infiltration and stormwater retention.

Objective 4: Improve subdivision & neighborhood design

Policy 4A: Enhance open space standards to ensure high quality design, and conservation of natural features.

Strategies

1. Enhance park and open space for new development

- Current standard is 1/57th an acre per unit, other communities utilize a higher ratio in order to encourage new development to help meet demand for parks

2. Consider adjusting open space requirements in new residential cluster developments

- Specifying a density bonus or reduction in minimum lot dimensions if open space criteria is met may simplify calculations necessary and make cluster development more attractive to new developments

3. Specify priorities and criteria for open space reservation in conventional and cluster subdivisions

- Continue to require that no more than 25% of required open space lie within any floodway zone or wetland
- Consider requiring a percentage of the open space reserved be outside of the 100 year floodplain (i.e. at least 10%)
- Consider updating requirements for access and a minimum area of contiguous open space to ensure high-quality, usable open space is reserved
- Priorities for open space reservation include planned greenway corridors, floodplains, isolated wetlands, riparian areas, mature forest, wildlife corridors, steep slopes, native vegetation and other unique natural features

FIGURE 15: SUBDIVISION DESIGN



New subdivisions located in Low Density and Medium Density Residential areas should have an integrated system of formal and natural open space. Access to parks and open space have been shown to increase the value of homes and increase health.

(Image Source: Northwest Harnett County Small Area Plan)

Policy 4B: Create a smaller lot residential development option, such as R-6 zoning, that encourages Traditional Neighborhood Development (TND) standards of design and connectivity

Strategies

1. Require new high-density residential to meet design criteria

- Criteria could include:
 - Require a minimum percentage open or civic space with standards
 - Encourage on street parking when densities exceed 4 units per acre, and design streets and lots accordingly
 - Require on-street parking to have bulb-outs for street trees at regular intervals
 - Require alley (or private access easements) loaded lots when lot widths are below 45 ft
- Adjustments to Planned Unit Development (PUD) option, the R-6 district or the Rowhouse Overlay (RHO) could accommodate attached residential near Downtown or commercial nodes as a way to accomplish this.

Policy 4C: Develop context-sensitive street design requirements that regulate street width, sidewalks, street trees and landscaping standards in a way that is supportive of the adjacent land uses

Strategies

1. Regularly evaluate and update street and public right-of-way standards and design, including requirements for sidewalks and street trees.

2. Street cross-sections for urban and suburban areas should be reviewed and refreshed:

- Recommend incorporation of planting strip with a minimum width of 6' between curb and sidewalk.
 - Coordination between the Planning Department, Public Works and Public Utilities is needed to refine street standards and allow street trees on public streets
 - Street trees and/or yard trees should be required as a key component of neighborhood and commercial design (see street trees recommendation, on the following page)
- Pavement width:
 - Current pavement width requirements, especially paired with insufficient driveway depths or narrow lots (<45'), may be unintentionally creating on-street parking congestion on lower volume neighborhood streets. Likewise, on-street parking along collector and arterial streets should not be encouraged.
 - Pavement widths should be adequately sized to accommodate only the intended uses, and operate at minimum widths whenever possible. Minimum lane widths should be provided.
 - Street widths and design specifications should not be designed to a design speed higher than the intended posted speed. Passive traffic calming design should be utilized where appropriate.

•

THE VALUE OF STREET TREES



Street trees increase the comfort and function of the public realm.

Street trees increase the comfort and function of the public realm. The leaves of street trees provide shade, reduce wind speeds and wind-borne particulate pollution (dirt, dust, soot, etc.), sequester carbon and other air pollutants (ozone, nitrogen oxides, etc.), and attenuate and reduce sounds. Leaves capture some rain during storms, reducing stormwater runoff. Trees also create a cooling effect around them due to shade and the evapotranspiration of water through their leaves, reducing energy consumption and enhancing the ambiance of streets and neighborhoods, especially during the summer. Street trees add beauty to the public realm and have also been shown to increase values of adjacent properties – on average, by up to almost \$9,000! They also have the potential to reduce traffic speeds, thus enhancing safety for pedestrians and drivers alike. These factors combined make a more attractive, comfortable, and valuable neighborhood that attracts people and makes them more comfortable to be outside in their community.

(Sources: Beecham and Lucke, 2015; Burden, 2006; Donovan and Butry, 2010; Naderi, Kweon, Maghelal, 2008; Seamans, 2013; Wolf, 1998.)

- Sidewalk requirements should be revised per the following minimum requirements:
 - Local, Minors & Cul-de-sac: sidewalk required on one side.
 - Sub-Collector, and Collector streets: sidewalk required on both sides.
 - Arterial streets: sidewalks required on both sides, with potentially one side being required as a 10' multi-use path (aka greenway).
 - In residential areas where lots are dense (ex – average lot width less than 45') or high volumes of pedestrian traffic can be expected, sidewalks should be 5' wide. Wider sidewalks should be required in commercial areas, and especially activity centers.
- Standards should be established for bicycle lanes – when and where they are appropriate, design specifications, etc.
 - Defining guidelines and standards for bicycle facilities should be part of the creation of a Bicycle Plan for the Town
- Minimum right-of-way width requirements may need to be adjusted to accommodate changes to street sections.

3. Street standards for Rural Areas should be reviewed and revised:

- Only allow ditch section roads under certain circumstances
 - In Watershed Protection Overlay area
 - In rural developments (“rural” = >120' lot frontage and > 1 dwelling unit/acre gross density)
- Recommend:
 - Min. 60' right-of-way (with possibly more required) to include adequate shoulders, ditches, and potential for sidewalks or multi-use trail (TBD by projected road volume)
 - Street trees min. 7' back from top of ditch, outside edge
 - More gentle ditch slopes (3:1), to assist in maintenance
 - Consider sizing ditches to accommodate 25-year storm event
 - Allow decision of ditch section road at discretion of staff in R20A only (i.e.- Town Engineer and Planning Dir.; Decision may be appealed to BOA), and set criteria for approval based on density and site context.

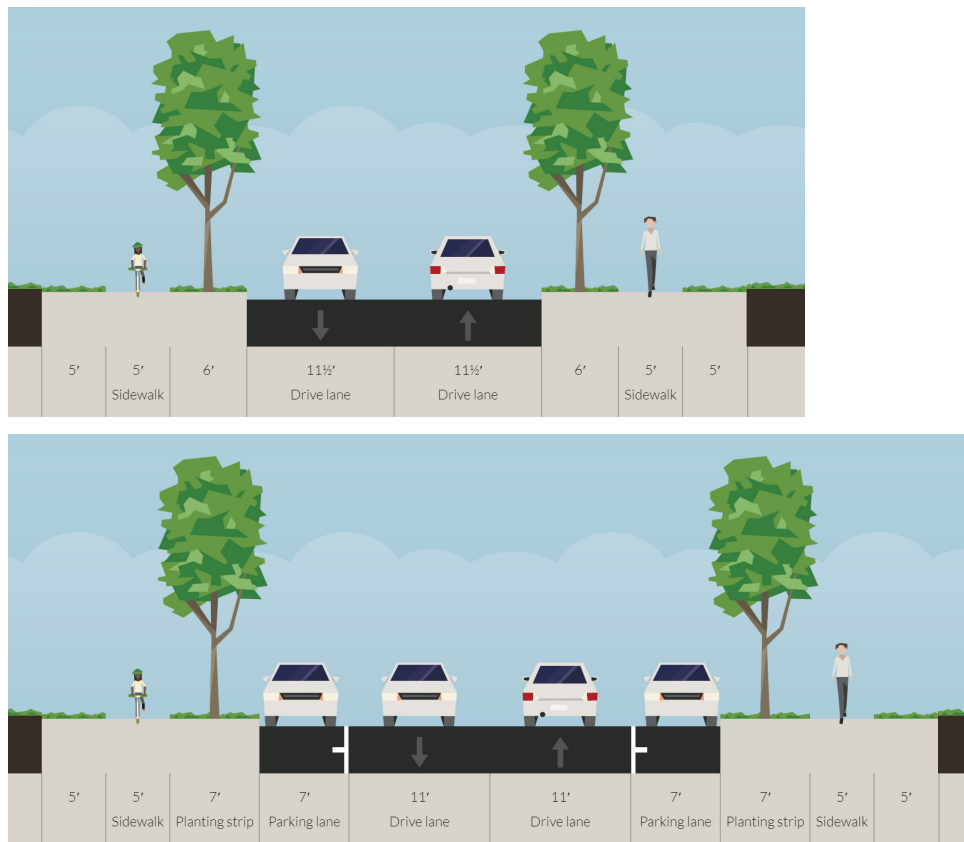
4. Establish standards for street trees on all new public streets, and consider implementing new street tree planting projects on prominent, high-visibility roadways (entrances, gateways, activity centers, etc.).

- Street trees should be incorporated into new public rights-of-way
 - Additional discussion should determine where street trees are required and where yard trees are acceptable. This should be coordinated with updated residential landscaping/ buffer requirements on major roads (i.e. Collectors and Thoroughfares).
- The Town currently does not allow street trees along residential roads and only requires street trees adjacent to public rights-of-way on nonresidential private property. This can create

problems with maintenance, liability, ownership, and removal. It also creates an inconsistent streetscape when nonresidential uses abut residential uses. There are several ways to address this:

- If the Town decides to require street trees within public right-of-way, it must also own and maintain them or coordinate a maintenance agreement with another entity (i.e. a Home Owners Association). This may involve coordination between Town departments, and updating street cross-sections.
- Updates to street cross sections could include the following adjustments:
 - Relocate underground utilities (electric, gas, cable, and telephone) lines to underneath sidewalk or in private utility easement.
 - The current utility strip location then becomes a “planting strip” through which utilities travel between the main line and the homes and buildings along the roadway. A minimum planter strip width of 6’ is recommended, although 7’ is better. This may entail widening the required right-of-way for the entire street section.
 - Establish a list of appropriate street tree species. Recommendation is to use under-story trees and species known for low maintenance burden.

FIGURE 16: STREET DESIGN



New subdivision streets should have travel lanes that are adequate for emergency vehicles, but not too wide in order to reduce speeds. Sidewalks that are separated from the roadway by a planting strip should be included in urban and suburban areas. Street or yard trees should be required to shade the sidewalk. A utility strip could be located in the planting strip or under or outside of the sidewalk.

- A less desirable alternative to proper street trees (between the sidewalk and back of curb) are “yard trees”.
 - Require “yard trees” to be planted on the outside of the right-of-way (on private property), or right on the edge of the right-of-way.
 - This will convey fewer amenities (i.e. – traffic calming, pedestrian shade and comfort, etc.)
 - Maintenance of trees over private property could be problematic
 - Trees planted entirely on private property would be problematic to enforce if removed by property owner
- It is typical to administer street tree acceptance as part of the street construction and public acceptance process.
- It may be desirable to require street trees along private roads that serve multiple lots as well, or to exempt industrial drives that are not visible from the public right-of-way. On private streets, a maintenance entity (HOA or POA) must be established and responsible).

Policy 4D: Improve residential landscaping requirements

Strategies

1. Require minimal landscaping as a requirement prior to issuance of Certificate of Occupancy for higher density single-family and multi-family residential properties.

- The landscaping requirement could be determined per lot, by street frontage, or by total area.
- Different standards should be created for single-family and duplex lots versus multi-family developments (apartments, condos, townhomes, etc.).
- Foundation plantings on primary buildings or fencing where lots back up to major thoroughfares could be a component.

2. Consider landscaped buffer requirements for multi-family and large-scale single family developments

- Multi-family developments and large-scale single family developments should provide landscaped buffers along the property frontage of collectors and arterials, although exception should be made for urban areas, where density and character are more important. Reduced buffers should be used for smaller multi-family developments, especially if they are context-appropriate infill or re-development.
- Fencing and landscape buffers should be used where single family lots back up to thoroughfares.
- Landscaped buffers in single family developments often create problems of ownership, maintenance, and enforcement, especially if the buffer is located across separately-owned lots or if the ownership group (HOA, POA, etc.) dissolves. Consider requiring separate lots for required buffer landscape.
 - No buffer is recommended for single family developments that abut other single-family neighborhoods, regardless of lot size.



Landscaped buffers along frontages of large-scale single family developments can help reduce visual impacts of new development and can buffer new residences from traffic noise.



MOVE AND CONNECT

Create a balanced transportation system that connects people to destinations with a safe, efficient, and equitable network that accommodates drivers, pedestrians, and bicyclists, with a particular focus on providing safe access for people of all ages.

See the Transportation Element for a complete set of recommendations related to roadway, intersection and bicycle and pedestrian improvements.

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Action Plan



The East Coast Greenway and Mountains to Sea trail connect in Smithfield.

SUMMARY

The Growth Management Action Plan includes specific steps that will help accomplish the vision, goals and recommendations of this plan. Each action will involve a coordinated effort between Town staff, elected officials, community leaders, citizens, businesses and non-governmental organizations. As shown on the following pages, the action items are classified as ongoing, short term and mid-term.


ACTION ITEMS

1. Improve gateways into Town.




1A: Support the incremental improvement of commercial corridors

-  Continue to strengthen and enforce development standards in the Unified Development Ordinance (UDO) that require landscaping, vegetated buffers, cross access, sidewalks and other improvements in new development and during property renovation in order to incrementally improve the appearance of commercial corridors.
-  Consider strategic rezoning of vacant commercial land along corridors, remove split zoning designations as appropriate.

1B: Revise gateway overlay standards


-  Existing design standards for primary gateways should be updated. The Unified Development Ordinance (UDO) should be revised to specify design criteria for new development along principle entry corridors.
 - Standards should fit the character of different streets and areas. For instance planned commercial/mixed use nodes (including downtown) along Market Street/US Hwy 70 Business should have different design criteria than other locations on Market St, US Hwy 70 Business, and Bright Leaf Blvd. A table that shows recommended standards for these two areas is included on pages 67 and 68.

1C: Improve the eastern and western gateways

-  Encourage redevelopment along East Market Street and coordinate with public and private partners to ensure the maintenance of rights-of-way and private property fronting Market Street
-  Improve the Outlet Center Drive entry and the round about as specified in the Transportation Plan.
-  Prioritize streetscape and other public improvements along Market Street
 - The modernization of East Market Street, including the addition of a sidewalk on the north side and a multi-use path on the south side.
 - Improve the public realm along West Market Street that may include landscaping, sidewalk improvements, lighting and/or other street furnishings.
 - Study/consider voluntary buyouts of properties within the floodplain

2. Mixed Use Areas

2A: Remove barriers to redevelopment

-  Consider an overlay district that allows flexible requirements if design criteria is met
 - Create a custom overlay district with standards, update the Planned Unit Development (PUD) option to be used for development and redevelopment in Mixed Use Centers

Action Item Timeline:  short-term  mid-term  ongoing

- Allow flexibility in setbacks and consider relaxation of minimum parking requirements
- Require a civic space component as an organizing element. This could be in the form of a public plaza or green integrated into the development.



Update UDO to allow for a more urban multi-family or townhome product that could be part of redevelopment or new development in mixed use centers.

2B: Consider partnerships



Consider Public-Private-Partnerships for redevelopment of vacant shopping centers on gateway corridors, such as joint grant pursuits or alternative funding mechanisms, or coordination of infrastructure investments.

3. Missing Middle Housing

3A: Encourage well-designed missing middle housing types



Update UDO to allow small lot / patio homes as part of a Planned Unit Development, Conditional Zoning, and/or in existing zoning districts with increased design standards.

- Update Row House Overlay to include better design standards (i.e. open space requirements and alley-loaded requirement).
- Add conditional zoning option for R-8 or similar zoning district
- Clarify intent of Planned Unit Development and update standards



Consider allowing attached residential as a permitted use instead of requiring special use permits in certain districts if design criteria is met.

- Commercial zoning districts, a new mixed use overlay or a new downtown overlay for the Downtown or Downtown Support areas could be target areas for this type of housing.



Review and update accessory dwelling unit standards and requirements as a way to encourage infill and reinvestment

4. Downtown

4A: Support active uses on Market Street and Third Street



Encourage active uses (i.e. retail or restaurants) on the ground floor of Market Street between Second Street and Fifth Street and on the ground floor frontages of Third Street between Bridge Street and Johnston Street.



Encourage pedestrian oriented design throughout Downtown including:

- Buildings with architectural detail, transparent windows and decorative lighting
- Buildings close to the street with parking in the rear or on-street

4B: Create a Downtown Master Plan



Support the creation of a Downtown Master Plan that identifies key redevelopment sites and catalytic streetscape and public realm improvement projects

- Initiate a parking study to identify additional opportunities and efficiencies

4C: Create custom design requirements for Downtown Core and Downtown Support



Consider one or more new zoning or overlay districts to specify design requirements for different areas of Downtown and Downtown Support Areas.

4D: Continue to promote events and tourism



Continue to brand Downtown as the heart of Smithfield

- Create a coordinated brand for Downtown that can be used for print, electronic, signage and events collateral
- Encourage nonprofits and government-sponsored community-wide events to be held downtown

4E: Upgrade waterfront public space



Renovate the Neuse River Amphitheatre and improve connections to the greenway (i.e. trailhead improvements, signage, bike parking, greenway extension)

4F: Spring Branch Greenway



Study the feasibility of constructing a greenway along Spring Branch from Bob Wallace Kiddie Park to 6th Street

4G: Parking



Coordinate parking needs and management with Johnston County, major employers

- Accommodate court parking for law enforcement officials



Manage existing parking

- Improve wayfinding to public parking locations
- Monitor usage and update and revise existing rules and regulations

5. Update the Unified Development Ordinance to improve the design of residential areas.

5A: Update Unified Development Ordinance to implement policies in the Town Plan.



Update street standards to include recommendations from the Growth Management Plan and the Transportation Plan



Coordinate with other Town departments to determine standards for street trees and/or yard trees and landscaping requirements for new residential subdivisions



Update open space and park standards for new residential development, including updates to the cluster development option

Action Item Timeline:



short-term





mid-term




ongoing

6. Northern Gateway

6A: Plan for a system of connected streets, greenways and open space in the Northern Gateway Area




-  Coordinate with private development and NCDOT to determine location of collector streets
-  Work with new development, conservation organizations and Johnston County to conserve parts of the Selma Pine Flatwoods, a designated Natural Heritage Natural Area, and other open space in the area, including additional access points along the Neuse River

6B: Recruit new employers and businesses for this area

-  Coordinate with the Johnston County Economic Development Office to recruit new businesses

7. Priority Pedestrian Corridors


7A: Work with Johnston County and State Parks to complete the Mountains-to-Sea Trail (Neuse River Greenway) through Smithfield

-  Coordinate with North Carolina State Park System, Friends of the Mountains-to-Sea Trail, Johnston County and other partners to determine alignment of the Mountains-to-Sea Trail between Clayton and Smithfield
-  Study options for signage and improvements for an intermediate route of the trail south of Bob Wallace Kiddie Park
-  Coordinate with local, state and regional partners to determine potential options to extend the Trail south across barriers including the Neuse River, Black Creek and I-95

7B: Improve pedestrian safety on Market Street

-  Improve crossings by modifying the timing of crossing signals and increasing visibility of crosswalks
-  Coordinate with NCDOT and local businesses on a pop-up or pilot project using low cost, temporary materials that demonstrates safety and design improvements
-  Study long-term improvements to Market Street that may include moving the designation of US 70 Business to an alternative facility to reduce trucks and improve pedestrian safety and comfort in downtown.

7C: Fill Gaps in Sidewalk Network

-  Improve sidewalk connectivity in Priority Pedestrian Areas designated in The Transportation Plan
 - Candidate locations for improved connectivity include North Street, Church Street, Woodall Street, Outlet Center Drive, Equity Drive, connections to Johnston Community College, South Smithfield around Elementary School, North Smithfield (Durwood Stephenson and surrounding Smithfield Community Park)



Increase funding for sidewalks and greenways

- Increase general funds devoted to sidewalk maintenance and construction
- Apply for NCDOT and other funding

7D: Create a bicycle & pedestrian plan



Pursue grant funds for the completion of a Town-wide Pedestrian Plan and/or Bicycle Plan

- Identify facility types for priority corridors and produce planning level cost estimates

8. Parks

8A: Enhance existing parks and public land



Continue making accessibility and parking improvements at existing parks.

- Priorities include Smith Collins Park, Talton Park, Neuse River Amphitheatre / Town Commons, Neuse River Boat Ramp, Bob Wallace Kiddie Park

8B: Connect to existing assets



Partner with businesses to add pedestrian connections between greenway and Front Street



Study the feasibility of constructing a greenway along Spring Branch on the south side of Downtown



Study key neighborhood connections from existing neighborhoods to the Neuse River Greenway

8C: Study acquisition of new parkland



Study new passive recreation opportunities in the Park Search Areas identified in this Plan



Study potential locations and programming needs (i.e. multi-purpose fields) for a new community park

9. Town Services

9A: Improve police and fire response capabilities

9B: Adopt a formal annexation policy



Adopt an annexation policy that requires a request for voluntary annexation in order to receive town utilities

- Policy could allow for provision of utilities at out-of-town rates if the annexation request is denied

Action Item Timeline:



short-term



mid-term



ongoing

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ENTRY CORRIDOR OVERLAY

Table 3: Entry Corridor Overlay - Recommended Standards

LOCATION	FOCAL/MIXED USE NODES, INCLUDING DOWNTOWN, ALONG MARKET ST., AND BRIGHT LEAF BLVD	ALL OTHER LOCATIONS ON MARKET ST, US HWY 70 BUS., AND BRIGHT LEAF BLVD
Uses	Consider restricting residential uses with fewer than 5 units and uses that are heavily auto-dependent, or require large outdoor display or parking areas	Same as underlying zoning district; consider restricting single family residential where driveways would open directly onto the corridor
Streets	Curb-and-gutter, narrower lanes, slower speeds, and potentially on-street parking	May be ditch section or curb-and-gutter; Lane size may vary;
Landscaping	Formal streetscaping, including wide sidewalks, street trees at regular intervals in tree boxes or grates and often between the sidewalk and the curb; Shrubs used as foundation plantings	Enhanced landscaping requirement - recommend additional shrubs along the corridor frontage, plus shrub and decorative fence screening for all parking areas visible from the corridor
Lighting	Pedestrian scale downtown decorative lighting, potentially accompanied by taller lighting at intersections	Per other applicable regulations
Sidewalks	Required and must be wider to accommodate pedestrians, street furniture, outdoor dining, etc.	Required, but primarily serve as a means of transportation for pedestrians, and not as leisure space. Multi-use paths may be appropriate, depending on number of driveways
Building orientation	Structures positioned close to the corridor and side streets; 0' minimum and creation of maximum setback requirement recommended	Setbacks same as underlying zoning district; possibly further back on major thoroughfares, to allow for future expansions if identified in Transportation Plan

Table 3: Entry Corridor Overlay - Recommended Standards

LOCATION	FOCAL/MIXED USE NODES, INCLUDING DOWNTOWN, ALONG MARKET ST., AND BRIGHT LEAF BLVD	ALL OTHER LOCATIONS ON MARKET ST, US HWY 70 BUS., AND BRIGHT LEAF BLVD
Parking orientation	<p>Off-street parking to the rear and side of all structures;</p> <p>On-street parking permitted, and required where practical</p>	<p>Off-street parking allowed between building and the right-of-way;</p> <p>On-street parking permitted, but may not always be practical;</p> <p>See landscaping requirement</p>
Fencing	Fencing discouraged. Max. 4' decorative fencing allowed between building and right-of-way, and only if pass-throughs for pedestrians are provided at regular intervals	Max. 4' tall decorative fencing allowed between building and right of way
Accessory structures	None allowed between building and right-of-way	None allowed between building and right-of-way
Driveways	<p>Require rear- or side-access to vehicular areas;</p> <p>Frontage roads prohibited;</p> <p>No driveways allowed onto corridor</p>	<p>Prefer rear- or side-access to vehicular areas; Consolidate driveways where they must access the corridor;</p> <p>Frontage streets allowed only when absolutely unavoidable due to floodplains or streams</p>
Signage	<p>Type primarily determined by available space between building and right-of-way;</p> <p>Only attached signs allowed on building along the corridor or on side streets</p>	Per other applicable regulations
Street signs	Decorative street sign blades	Per other applicable regulations
Cross access and stub-outs	Required for both sidewalks and vehicular areas	Required for sidewalks and vehicular areas, as well as between parking lots