

SMITHFIELD TOWN COUNCIL 2035 VISION DRAFT

Smithfield is a charming, Colonial-era seaport town on the banks of the Pagan River in Coastal Virginia. Although those salt-cured, world-famous hams bearing our name put us on the map, that's just one enticing taste of all Smithfield offers.

Many of our town's historical storefronts and homes, along with our turn-of-the-century Main Street, have been preserved. When you visit Smithfield's quaint downtown, you will find a thriving community of shops, boutiques and restaurants anchored by a Fortune 200 company.

Smithfield is a safe, friendly town, a place where folks wave or chat with passersby and shopkeepers are genuinely interested in pleasing their customers. While our community is rural, we are just 20 minutes from metropolitan areas that offer big box retailers and other services needed by residents. While our newly built Smithfield Hospital provides area residents with access to state of the art medical facilities.

Don't let the size of our community fool you. We are a progressive small town and home to a multitude of cultural, historical and recreational quality-of-life amenities. Our 200-acre Windsor Castle Park sits squarely in the middle of town and offers walking trails, boutique festivals, kayaking, bird watching and many other recreational activities. Tourism is one of our most lucrative industries and our hotels and myriad of restaurants cater to our guests' needs. With a museum and several galleries in our downtown, our arts community is diverse and thriving.

There is a special sense of community and volunteerism in Smithfield. Citizens have a genuine interest in people, evident by our many active civic groups and their community projects. Putting people first is an overriding theme from everyone - residents, elected officials and town staff- in our town.

The Town of Smithfield has a vision for the future - a vision that celebrates our past, expresses excitement about our future, and maintains a balance that keeps citizens involved in the successes of our unique community.

Economic Growth

Welcome to the Ham Capital of the World. We are the home and namesake of the world's largest pork producer. However, you do not have to be a large company to thrive and succeed in this charming town. Smithfield is a town that is open for business and welcomes entrepreneurs with open arms. The newly formed Pagan Creek Industrial Park is a perfect place to locate your business. Smithfield is not only a friendly place but a place friendly to business. The Town and its staff members are committed to maintaining a climate conducive to success including excellent broadband, cellular service, and redundancy. Just look around and you will see why tourists flock to Smithfield. From activity-based tourism to shopping, dining, and

world class boutique festivals that are staffed by local volunteers, Smithfield offers something for everyone.

Historic Downtown

The historic fiber of Smithfield is centered around its downtown district. Our period homes are restored to their proper time period. The area is dotted with tree-lined streets and brick sidewalks. There is a blend of housing ranging from affordable to upscale. Restaurants and boutique shops are well maintained and open daily, offering our guests and residents a place to eat, drink, and shop. These businesses and their properties blend seamlessly into the residential housing downtown. The YMCA is a repurposed high school that offers a variety of recreational opportunities to the Town.

The former Pierceville farm has been repurposed and serves as a welcoming gateway to our historic district. The commercial portion borders Main Street and is reflective of the architecture found throughout the historic district. Residential housing is situated behind the commercial front and reflects the historic design of Main, Grace and Washington Streets. The layout is indicative of early 19th century urban planning highlighted by its grid pattern. The community is walkable and heavily landscaped with mature trees. The blend of old and new is virtually seamless.

Beautified Gateways

The redevelopment of the South Church Street corridor is a beautiful example of how the Town of Smithfield has adapted to make a former area of urban sprawl into a seamless, welcoming gateway to the Town and its historic district. A heavily landscaped, well-maintained vista greets visitors as they approach Smithfield from the east. A multiuse path adjoins an architecturally pleasing commercial district leading to multiple parks and residential neighborhoods. The public-facing buildings are brick-clad and, while they contain modern services, appear to have been here since day one.

As you approach Smithfield from the west on Route 258, you are greeted by a modern sports complex easily accessible by state routes and connecting to Town via multi-use trails. A repurposed elementary school just inside the Town's borders houses much needed adult services that accommodate our aging population. It is another example of how the Town of Smithfield has embraced cohesive architecture matching the theme of the rest of the Town.

Public Amenities

Smithfield is committed to promoting and preserving natural settings, well maintained parks, and scenic views. Parents feel free to have their children ride their bikes throughout their neighborhoods. We are proud of our bikeways and walkways that provide connectivity throughout the town. We host a broad assortment of recreational

activities such as intramural sports for young adults, boutique festivals and other events, and activities for citizens of all ages and backgrounds. We offer a world class sporting venue with state-of-the-art athletic fields that attract athletes from all over the mid-Atlantic region. Our cultural experience is heightened by diverse events and programs. Our world class Smithfield Center provides a beautiful setting for conferences, banquets, and weddings. Whether your interests lie in the arts, music, or theater, Smithfield embraces them all.

Public Health and Safety

Smithfield is a certified Crime Prevention Community whose residents, volunteers, and career staff work together to ensure our safe environment. Neighborhoods have a sense of security and wellbeing. Smithfield enjoys a strong working relationship with Isle of Wight County and its emergency preparedness partnership keeps Smithfield in a heightened state of readiness with state-of-the-art equipment and training. Both our Public Works and Police Departments are accredited nationally for their continued commitment to the highest standards of public health and public safety. The new Smithfield Hospital and adjoining medical campus provide the highest quality of comprehensive local health care.

Good Governance and Town Management

Smithfield's Town Council and the Town of Smithfield's staff adhere to the highest standards of ethics and transparency and are guided by a strong moral compass. Citizens in the community from all walks of life from both new and well established neighborhoods are heard and feel valued. Employees of the Town are supported by Town Council and Town Management through professional development, constant clear communication and recognition. The Town Council and its dedicated team of professionals are committed to providing the highest level of service to their constituents.

Managed Growth

Smithfield's Comprehensive Plan is a guiding source for our efforts to maintain and enhance the quality of life for all of our citizens. Our established land use policies promote neighborhood development and redevelopment that balance growth and environmental preservation while maintaining the look and feel of our historic community. We enjoy livable mixed-use communities with housing that is affordable to a wide range of households. Good roads, trails, and pedestrian mobility serve our neighborhoods. Our planning provides for public buildings and improvements that leave a legacy for future generations, celebrate the charm of the town, and meet future needs.

Environmental Stewardship

Smithfield is a town that provides the amenities of a vibrant community while advancing a keen focus on environmental stewardship. One need not travel far to observe the clean air and water initiatives that are high priorities for the citizens of Smithfield. One hallmark example is Windsor Castle Park where the oyster castle restoration program serves to facilitate clean water and native oysters for the scenic Cypress Creek. In addition to the water quality initiative, Windsor Castle Park has within its confines a long-leaf pine forest. It is the only demonstration area for long leaf pines that has pedestrian access for viewing and education in Virginia. This beautiful green space serves to provide a mechanism for air purification as well as arboreal beauty. Smithfield's neighborhoods are tree-lined and well-landscaped to mitigate storm water runoff. This design enables pollution reduction at our scenic Pagan and James Rivers, thereby providing a cleaner environment for all our citizens to enjoy.