

Smithfield 2020 Notes from project team meeting of April 6, 2011

Present:

Jim Abicht	Sheila Gwaltney	Judy Winslow
Rick Bodson	Trey Gwaltney	Lee Duncan - guest
Margaret Carroll	Mark Hall	William Saunders - guest
Bill Davidson	Russell Parrish	
John Edwards	Peter Stephenson	

Admin / updates

The William & Mary Entrepreneurial Center project team will be reporting out its recommendation for the Windsor Castle Park manor house and historical site to the Town Council Buildings and Public Welfare Committee at its Tuesday, April 26, 4:00 PM meeting.

Project updates

Smithfield license plate (In Devt) – With 89 applications in hand to date, the deadline for submissions has been extended to May 31. A suggestion to address data privacy concerns with submitting the DMV form to Smithfield 2020 will be addressed with an explanation printed on the reverse side of the form. (Forms are collected and secured off-site from the Visitor Center.)

Façades improvement (In Devt) – No new applications have been received and requests for project updates from the Olde World Tea Company have gone unanswered. Rick took for action developing a personalized letter to targeted business owners; the letter will include before and after images from the Carlton Abbott presentation as an inducement to consider applying for a façades improvement matching grant. Project team members will be informed when the letters are sent so that coordinated personal contacts can enhance the message.

Golf carts (In Devt) – Survey results to-date were reviewed. Randy will request time on the Town Council Police Committee's April 25th meeting to present the survey results and examples of enabling ordinances from other Virginia communities. The SHDBA will forward to the Town Council its resolution endorsing this Smithfield 2020 initiative.

Summary of golf cart survey submissions as of April 4, 2011				
Neighborhood	Yes	No	Total	% of total
Historic District	8	6	14	10%
Cypress Creek	43	8	51	38%
Moonefield	18	4	22	16%
Red Point	11	1	12	9%
Magruder Drive	10		10	7%
Wellington Estates	2		2	1%
None of the above	23	1	24	18%
Total	115	20	135	
% of total	85%	15%		

Public Art (Assigned) – The project concept of a branding initiative for Smithfield was reviewed and discussed. Key features include the positioning of six porcine statues at designated points in the Historic District, a managed competition / juried selection of artists to paint the statues, and complementary signage for tourist-facing areas such as parking lots. The task team will continue to develop a project plan in anticipation of a first briefing to the Board of Historic and Architectural Review in May. This 2020 initiative has been promoted to Concept Defined.

Church Street properties (In Devt) – Both 113 and 117 N. Church Street are now under contract negotiations between the Town and the selected investors. This 2020 initiative was promoted to Complete.

Information session

A review of Town's Historic District property classifications was led by Town Planner William Saunders. The history, evolution and basic structure and definitions of the classification methodology were explained. A summary of the major points, which includes links to the enabling ordinance and design guidelines Web pages, is forwarded with these meeting notes. Currency of the building inventory and classifications and access to survey artifacts were raised as issues. Motion made and passed by unanimous consent that Smithfield 2020 request that the Town Council conduct a re-survey of the Historic District buildings, review the current ordinance with an objective of strengthening the protection of these buildings, and incorporate into the ordinance a periodic re-survey to maintain currency of the classifications. A request for time on the April Town Council Building and Welfare Committee agenda will be submitted.

Next meeting: Wednesday, May 11 (← **note change**), 8:30 AM, Arts Center @ 319 classroom.

These meeting notes submitted by Rick Bodson.