

# Think ACTION

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The following table identifies priority actions that can be taken in the next 1-10 years to advance recommendations of the 2045 Comprehensive Growth Plan.



# Land Use & Housing Implementation

Goal	Implementation Steps	Responsible Party	Time-Frame	Estimated Cost
GOAL LU 1 Preserve Clayton's character while allowing for growth and development in appropriate areas.	Evaluate rezoning requests based on Comprehensive Growth Plan and FLU Map	Planning Department Planning Board Town Council	Ongoing	N/A
	UDC Update	Planning Department	Near-term	\$150,000
	Ensure adequate staffing in Planning Department » Consider the addition of a dedicated long-range planner position	Planning Department Town Council	Near-term	~\$80,000-90,000 including salary and benefits
GOAL LU 2 Provide a sense of place and enhance aesthetics along major corridors and in new developments.	Small Area Plans » US 70 / NC 42 W » Update of Downtown Master Plan » US 70 Business / NC 42 E » US 70 Business Western Gateway	Planning Department Economic Development Other Departments	Near-term and Mid-term	Varies
GOAL LU 3 Encourage a range of housing types and lot sizes that meets the needs of various income levels, family sizes, and ages.	Study alternative for Special Use Permits for attached housing in some districts. Potential changes could include administrative approval with design standards or conditional zoning.	Planning Department	Pair with update of UDC	N/A
	Additional UDC updates to encourage a greater mix of housing, including: » Encourage or require a mix of lot sizes in some districts. » Consider allowing accessory dwelling units (ADUs) by-right with defined design criteria.	Planning Department	Pair with update of UDC	N/A

Time-Frame Key: Near-term = 1-2 Years, Mid-term = 2-3 Years, Long-term = 3-5 Years



# Downtown Implementation

Goal	Implementation Steps	Responsible Party	Time-Frame	Estimated Cost
<b>GOAL D 1</b> Promote quality adaptive re-use and infill development projects Downtown while preserving historic character.	Update Downtown Master Plan (Could include parking and wayfinding plan)	Planning Department Economic Development	Near-term	\$100,000
<b>GOAL D 2</b> Protect and preserve Downtown Clayton's historic character.	Re-survey the Town's national register historic district to update inventory of historic structures	Planning Department Clayton Historical Association Clayton Library	Mid-term	\$25,000
<b>GOAL D 3</b> Make access to and movement within Downtown safer and more efficient for all users.	Continue to monitor and evaluate Downtown parking regulations	Planning Department Economic Development Downtown Parking Task Force	Ongoing	Minimal / Staff Time
	Partner with private land owners to increase parking supply downtown.	Planning Department Economic Development Downtown Parking Task Force	Mid-term	More study needed
	Pedestrian crossing improvements Downtown	Planning Department Engineering Department	Design - Near-term Construction - Mid-term	Varies
	Implement recommendations from Pedestrian Plan (ongoing)	Planning Department Engineering Department	Mid-term and Long-term	Pending completion of Pedestrian Plan
	Consider taking over ownership and maintenance of Main Street from NCDOT	Planning Department Engineering Department Public Services Town Administration	Long-term	Additional ongoing maintenance costs
	Main Street Streetscape Upgrade (Full project is \$24m but there are steps that could occur to refine designs, cost estimates and phasing options.)	Planning Department Economic Development Engineering Department Public Services Downtown Development Association Electric Department	Refine design and phasing - Mid-term Construction - Long-term	Design (\$250,000) Construction (\$24m)

Time-Frame Key: Near-term = 1-2 Years, Mid-term = 2-3 Years, Long-term = 3-5 Years



# Economic Development Implementation

Goal	Implementation Steps	Responsible Party	Time-Frame	Estimated Cost
<b>GOAL ED 1</b> Increase opportunities for companies that provide well-paid jobs.	Maintain inventory and market available sites and buildings.	Economic Development Department	Ongoing	\$5k-10k annually
	Encourage compatible uses in defined Employment Centers.	Economic Development Department Planning Department Planning Board & Town Council	Ongoing	N/A
	Develop an incentive policy to assist with recruiting target industries.	Economic Development Department	Near-term	More Study Needed
	Update the Strategic Economic Development Plan.	Economic Development Department	Long-term	\$30,000
<b>GOAL ED 2</b> Continue promoting Clayton for new businesses and residents regionally and beyond.	Develop a branding plan to formalize Clayton's image and marketing strategy.	Economic Development Department Public Information Officer	Mid-term	\$30,000
	Develop a public dashboard of recent economic data and available sites compared to competitor jurisdictions.	Economic Development Department	Mid-term	\$10,000
<b>GOAL ED 3</b> Support Downtown Clayton as an Economic Asset.	Build on existing Downtown events and increase Downtown programming.	Downtown Development Association Economic Development Planning Department The Clayton Center Chamber of Commerce	Ongoing	\$25,000
	Consider the designation of a "Social District" to allow for open containers	Downtown Development Association Economic Development	Short-term	

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# Parks and Natural Resources Implementation

Goal	Implementation Steps	Responsible Party	Time-Frame	Estimated Cost
<b>GOAL PR 1</b> Support the development of Clayton as a regional destination for recreation and trail-based tourism.	Improve routes, wayfinding and crossings to Downtown and surrounding neighborhoods from the Mountains-to-Sea Trail (MST) / East Coast Greenway (ECG).	Planning Department Economic Development Engineering Parks and Recreation	Near-Term (Design) Mid-Term (Construction)	More Study Needed
	Coordinate with the county and other partners to study and extend the MST to Smithfield.	Parks and Recreation Planning Department Engineering	Near-Term	More Study Needed
	Expand the greenway network.	Parks and Recreation Planning Department Engineering Recreation Advisory Board Planning Board and Town Council Private Development	Ongoing	Varies
	Improve guides and website materials for greenways and access points	Parks and Recreation Economic Development Planning Department	Near-Term	<\$10,000
<b>GOAL PR 2</b> Develop the Neuse River corridor as a greenway and blueway with multiple access points for hiking, biking and paddling.	Enhance/formalize and manage the NC 42 paddling access.	Parks and Recreation Engineering	Mid-Term	More Study Needed
	Create a new, formal river accesses and improve areas for bank fishing.	Parks and Recreation Engineering NC Wildlife Resources Commission	Long-Term	More Study Needed
	Create and maintain an online map showing public access points for recreation on the Neuse River.	Parks and Recreation Planning Department Johnston County	Near-Term	Minimal / Staff Time
<b>GOAL PR 3</b> Provide all Clayton residents convenient access to a park within a 10-minute walk of home	Continue to make improvements to existing parks including the completion of Park Bond Projects and basic amenities.	Parks and Recreation	Ongoing	Minimal / Staff Time

Time-Frame Key: Near-term = 1-2 Years, Mid-term = 2-3 Years, Long-term = 3-5 Years



# Parks and Natural Resources Implementation

Goal	Implementation Steps	Responsible Party	Time-Frame	Estimated Cost
<b>GOAL PR 3</b> Provide all Clayton residents convenient access to a park within a 10-minute walk of home	Acquire land for active and passive recreational facilities in park search areas on the Parks and Greenways System Map.	Parks and Recreation Planning Department Recreation Advisory Board Town Council	Long-Term	Varies
	Coordinate with Johnston County, Wake County and City of Raleigh on parks and recreation needs.	Parks and Recreation Johnston County	Ongoing	N/A
	Update the Parks and Recreation Master Plan	Parks and Recreation Recreation Advisory Board	Long-Term	\$100,000
	Modify UDC to increase the amount of open space in new developments. Options for requirements and incentives are included in PR 3.3.1 and 3.3.2.	Planning Department Parks and Recreation Planning Board Town Council	Near-Term	Included in UDC Update
	Pursue key public space improvements downtown	Parks and Recreation Downtown Development Association Economic Development	Mid-Term	Varies / More Study Needed
<b>GOAL NR 1</b> Protect and enhance Clayton's natural resources.	Update UDC to require or incentivize steps to preserve key natural areas.	Planning Department Parks and Recreation Planning Board Town Council	Near-Term	Included in UDC Update
	Conduct an inventory of street trees and heritage trees (old-growth) on publicly owned lands.	Parks and Recreation Planning Department	Long-Term	Minimal / Staff Time
	Encourage the use of native plants and limit the spread of invasive species.	Parks and Recreation Planning Department Citizen Volunteers	Ongoing	Minimal / Staff Time
<b>GOAL NR 2</b> Protect water quality and quantity.	Ensure enforcement of stormwater requirements by funding adequate staff.	Engineering	Mid-Term	Cost of hiring additional staff
	Monitor and reconsider allowances for impervious surface in water supply watersheds.	Engineering	Ongoing	Minimal / Staff Time
	Consider options to fund long-term maintenance of stormwater infrastructure.	Engineering Planning Board Town Council	Long-Term	More Study Needed
	Support innovative site and street design through UDC updates.	Planning Department Engineering	Mid-Term	Minimal / Staff Time



# Services and Infrastructure Implementation

Goal	Implementation Steps	Responsible Party	Time-Frame	Estimated Cost
<b>GOAL SI 1</b> Invest in utility infrastructure that supports land use patterns envisioned by the Future Land Use Map.	Create a Water and Sewer Master Plan.	Engineering Utilities Planning Department Economic Development	Mid-Term	\$200,000
<b>GOAL SI 2</b> Ensure adequate water and sewer capacity to support quality development.	Track water/wastewater allocation approvals for proposed developments.	Engineering Utilities	Ongoing	N/A
	Require annexation to connect to the Town's water or wastewater system.	Planning Department Engineering Utilities	Ongoing	N/A
<b>Goal SI 3</b> Plan for maintenance and replacement of governmental facilities.	Study and fund building maintenance and replacement needs for public facilities that provide key services.	Engineering Public Services Town Administration	Near-Term	Varies
<b>GOAL SI 4</b> Coordinate the timing and location of electric utilities to minimize cost and service disruptions.	Improve electric service and encourage new development to utilize the Town's electric system.	Electric	Ongoing	N/A
<b>GOAL SI 6</b> Continue to provide support for solid waste service.	Hire additional personnel or contractors as needed.	Public Services	Mid-Term	More Study Needed
<b>GOAL SI 7</b> Coordinate with local, regional, state, and federal agencies to ensure consistency among plans and policies, identify and resolve conflicts, and promote cooperation.	Coordinate with Johnston County on planning for schools and hazard mitigation.	Planning Department Town Administration Fire & Police	Ongoing	N/A
<b>GOAL SI 8</b> Ensure the capacity of emergency services and public safety operations keeps pace with recent and anticipated growth.	Hire personnel and plan for, design and fund facilities.	Fire & Police Town Administration	Ongoing	Varies
<b>GOAL SI 9</b> Support the Hocutt Ellington Memorial Library.	Support the growth of the Library by investing in the programming, staffing and building.	Library Staff Town Administration	Short-Term / Mid-Term / Long-Term	More Study Needed

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# Mobility Implementation

Goal	Implementation Steps	Responsible Party	Time-Frame	Estimated Cost
<b>GOAL M 1</b> Develop and maintain a multimodal transportation system.	Coordinate with Johnston County and the Capital Area Metropolitan Planning Organization (CAMPO) to determine priorities and secure funding for transportation improvements.	Planning Department Economic Development Engineering Public Services Johnston County CAMPO	Ongoing	N/A
	Study locations for future BRT or commuter rail stations.	Planning Department Economic Development Engineering Public Services Johnston County CAMPO	Mid-Term	Include as part of Mobility Plan or Downtown Plan
	Create a new Mobility Plan for Clayton	Planning Department Engineering Economic Development Public Services	Mid-Term	\$150,000
	Partner with the County to study options and establish a transportation enhancement fund to alleviate congestion.	Planning Department Engineering Economic Development Public Services Town Administration Town Council	Long-Term	More Study Needed.
	Prioritize the maintenance of town-owned streets and sidewalks	Engineering Public Services Town Administration Town Council	Ongoing	\$1-1.4 million per year
	Revise the Town's current cross-section standards	Planning Department Engineering Public Services	Near-Term	\$25,000
<b>GOAL M 2</b> Support interconnected street systems that efficiently disperses vehicular traffic.	Continue to require traffic impact analysis for new large developments.	Planning Department Engineering Public Services	Ongoing	N/A
	Promote connectivity and access management in new developments.	Planning Department Engineering Public Services	Ongoing / Coordinate with UDC Update	N/A
	Preserve right-of-way for future roads and widenings based on the Roadway System Map.	Planning Department Engineering Public Services	Ongoing / Coordinate with UDC Update	N/A
<b>GOAL M 3</b> Support system user safety and prioritize bike and pedestrian activity.	Monitor crash hotspots and safety issues	Engineering Fire and Police	Ongoing	N/A
	Improve bicycle and pedestrian safety	Planning Department Engineering Fire and Police	Ongoing	Varies



# Arts and Culture Implementation

Goal	Implementation Steps	Responsible Party	Time-Frame	Estimated Cost
<b>GOAL AC 1</b> Expand arts and culture offerings in Clayton.	Coordinate with Clayton Visual Arts, Public Arts Advisory Board, and Downtown Development association to expand public art.	Public Arts Advisory Board Town of Clayton Economic Development The Clayton Center Hocutt Ellington Memorial Library Parks & Recreation	Ongoing	Varies
	Identify key gateways for public art installations and/or beautification.	Planning Department Public Arts Advisory Board Economic Development	Mid-Term	Include with small area plans.
<b>GOAL AC2</b> Support and market Clayton as a regional destination for arts and culture.	Consider ways to incentivize public art in new development.	Planning Department Public Arts Advisory Board Planning Board	Mid-Term	Pair with UDC Update
	Develop policy for including/requiring public art in large town-led building or park projects.	Planning Department Public Arts Advisory Board Town Administration	Long-Term	To be determined (i.e. 1% of Project Budgets)

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