



Gateway 42

SMALL AREA PLAN

Town of Clayton, NC

March 18, 2024

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GATEWAY 42, CLAYTON NC

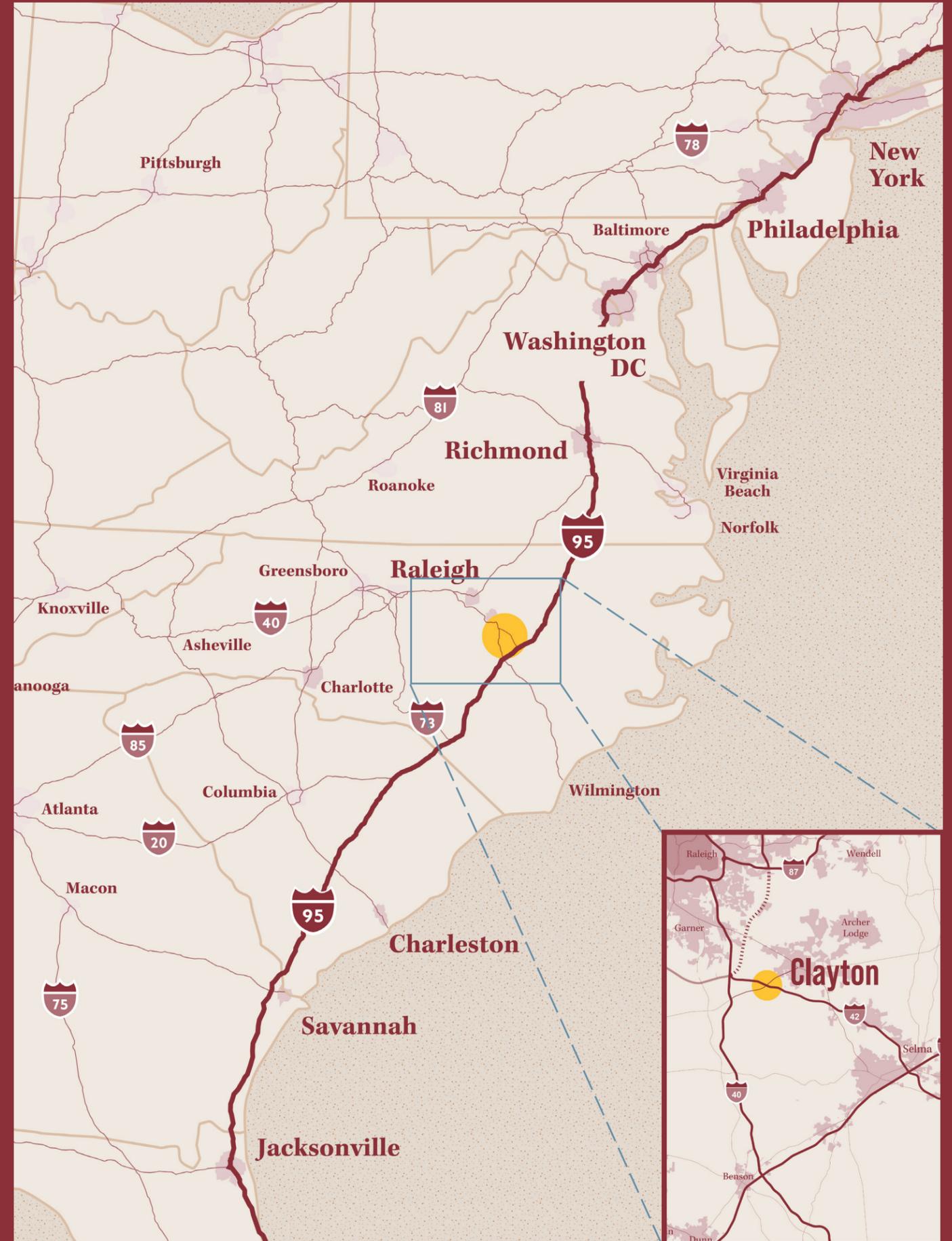
PROJECT OVERVIEW



GATEWAY 42 IS A NEW FRONT DOOR FOR CLAYTON

As US-70 is upgraded to Interstate 42, a new critical junction is forming where this nationally-significant corridor meets and intersects with Clayton. I-42's upgraded format invites a heightened condition unlike anything we see today. The interstate stretches beyond our town to connect the Triangle Region—the second-fastest growing metro in the country—with I-95—the most important corridor along the Eastern Seaboard. In the future, I-42 will serve as one of the most important routes by which people reach and enter Clayton, so the area around this crossroads will be a key gateway into town as well as the face of our community for many. This highly-connected thoroughfare will also bring new activity to Clayton, which translates into both new opportunities and new threats.

In the face of these rapidly changing conditions, Gateway 42 is an ambitious effort by the Town of Clayton to safeguard the wellbeing of our community



PROJECT OVERVIEW

and its surrounds. The project updates and expands Clayton's 2045 Comprehensive Growth Plan by focusing on the areas of the town that will be potentially impacted by I-42. This area represents a fundamental segment of the town that has grown in significance in recent years, partly in response to some of these changes, but strategic planning has not yet occurred in this area. Without a focused plan in place, the Gateway 42 area has experienced unwelcome growing pains, in the form of traffic congestion, development perceived to be unsuitable by some, and a concern about the lack of preservation of the existing land and character that makes this place special.

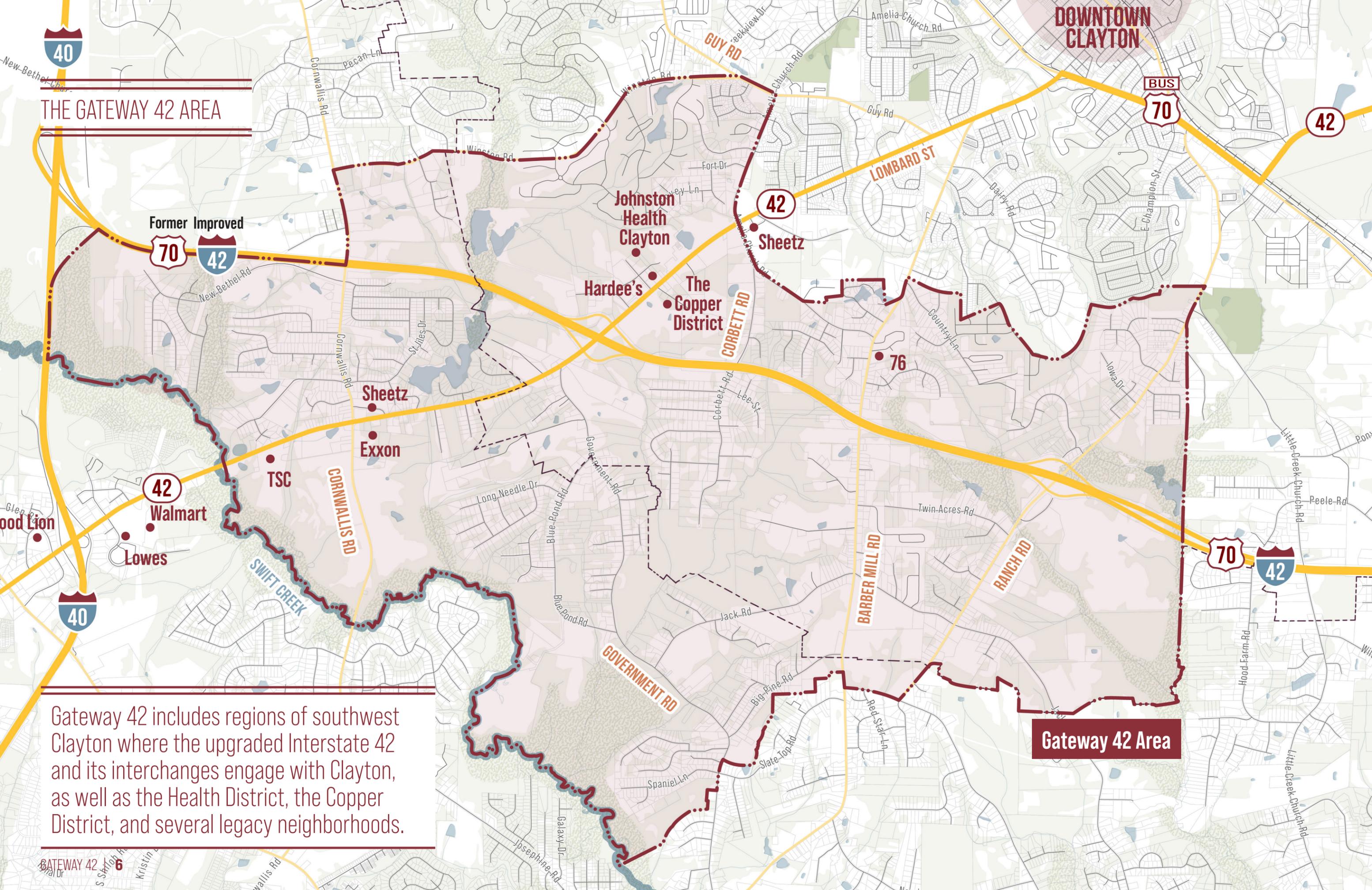
To these ends, Gateway 42 takes a proactive approach. The plan considers forthcoming changes and gets out ahead of them, empowering the community to shape our environment in accordance with our collective vision. The plan acknowledges that growth can be a positive force, when it is harnessed for good and can in fact help bolster the quality-of-life for the whole community. Clayton residents continue to express the need for a diverse mix of community-supporting amenities, and many of these assets are only delivered with new development. This approach ensures that our community evolves into the kind of place that reflects our shared vision for the future.

In order to define those goals, the Gateway 42 plan was informed by a vibrant

community engagement campaign from start-to-finish that sought to address the aspirations and concerns of those live, work, visit, and travel through the area. This inclusive approach ensured that a diversity of voices were heard and contributed to the shaping of the Gateway 42 vision. Through careful and collaborative effort, the plan builds a community that reflects our collective aspirations and serves the concerns of those who live, work, visit, and travel through the area.

A key recurring theme from this input was a need to safeguard our existing assets, including the legacy neighborhoods that serve as the foundation of this landscape. By embracing a proactive approach that anticipates changes and potential challenges, we can effectively preserve and protect what we hold dear, preventing any detrimental impacts on our community's resources and character.

Beyond the legacy neighborhoods, the Gateway 42 area includes the communities, businesses, and corridors around I-42 and its two enhanced interchanges, which cross as NC-42 and Ranch Road. In an effort to consider all areas that could be potentially impacted by the interstate's improvements, the plan considers both areas that are part of Clayton and others beyond the town's current jurisdiction, utilizing the authority granted by extraterritorial jurisdiction.



THE GATEWAY 42 AREA

Former Improved



Gateway 42 includes regions of southwest Clayton where the upgraded Interstate 42 and its interchanges engage with Clayton, as well as the Health District, the Copper District, and several legacy neighborhoods.

Gateway 42 Area

PROJECT OVERVIEW

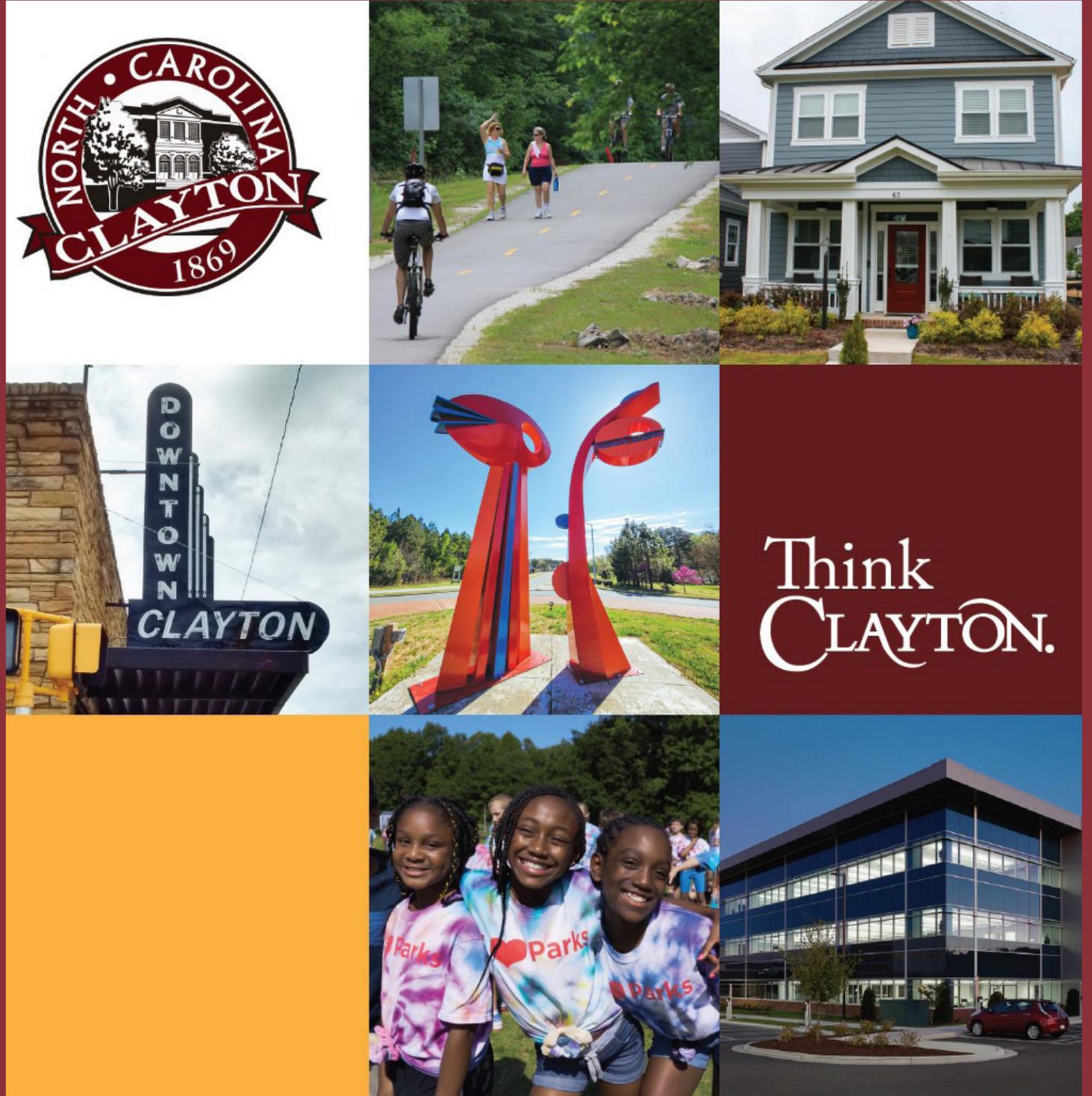
The plan's primary device to create change is the Town of Clayton's land use plan. The Gateway 42 effort considers how the community's desires can be codified through land use. It takes advantage of existing land use designations and proposes a new designation in response to the monumental outcry of the community for settings that express small town charm, in the form of small-scale, integrated civic clusters.

The Gateway 42 plan also considers larger nodes already in progress. Amid the project's study, additional plans have been advanced for both the Health District surrounding UNC Health Johnston and the Copper District. Years in the making, both of these planned developments represent partnerships that the Town has made in the service of delivering much-needed amenities to this region and our residents. The Gateway 42 plan seeks to enable those developments while maximizing their benefits and limiting potential negative impacts.

With all of these goals in mind, the Gateway 42 plan and its approach enable our community to capitalize on advantageous opportunities that will arise as a result of future growth and development, utilizing the momentum that our region is experiencing to unlock and deliver a range of beneficial improvements that we might not otherwise be able to support. In this way, we can further shape a well-rounded and vibrant community that enhances the overall quality of life for all Clayton residents for decades to come.

CLAYTON'S STRATEGY FOR SMART GROWTH

Clayton is growing and shows no signs of stopping. The town's population increased 277% from 2000 to 2020, while future projections suggest that the town could double in size in the next 30 years. Given this immense influx of residents and development, Clayton has adopted a smart growth strategy that embraces a posture that welcomes the inevitable growth, proactively planning for it in advance so as to seize upon opportunities and subvert negative impacts. Guided by the 2045 Comprehensive Growth Plan, the vision for Clayton "includes a thriving town where growth contributes to the quality of life enjoyed by long-time residents and newcomers alike; easy access but with an atmosphere that feels smaller than it is; a system of parks and greenways that connect people and places; neighborhoods with a variety of quality living options; a town that offers opportunities for people to live, create, shop and eat; a bustling and historic downtown, and businesses that are successful, growing, and investing in the community."



Think **CLAYTON.**

2045 Comprehensive Growth Plan

GATEWAY 42 FURTHERS COUNTLESS TOWN GOALS

The Gateway 42 plan aligns with and reinforces numerous critical objectives outlined in Clayton's 2045 Comprehensive Growth Plan. By strategically integrating its proposed initiatives, the Gateway 42 plan contributes significantly to the realization of key goals that have been established to guide our community's growth and progress.

The Gateway 42 vision serves as a robust extension of our community's long-term aspirations, realizing the opportunity to:

- Preserve Clayton's character while allowing for growth and development in appropriate areas.
- Provide a sense of place and enhance aesthetics along major corridors and in new developments.
- Support system user safety and prioritize bike and pedestrian activity.

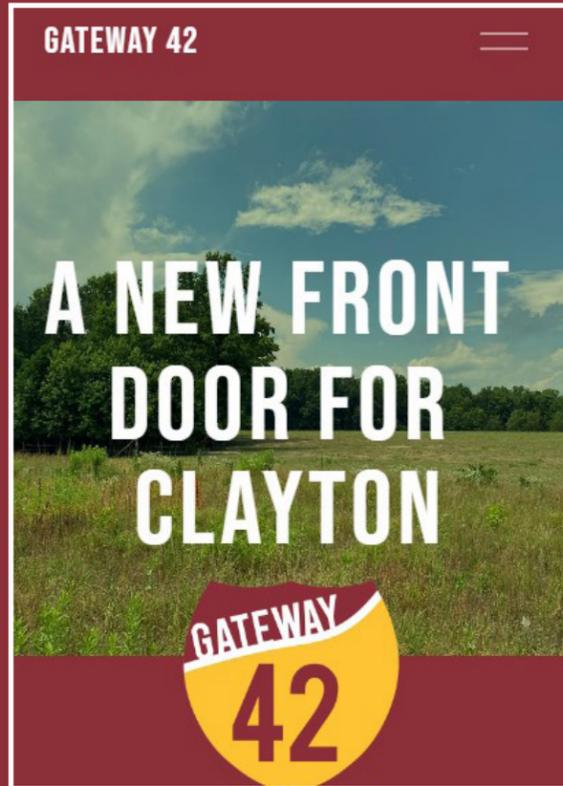
- Encourage a range of housing types and lot sizes that will meet the needs of various income levels, family sizes, and ages.
- Support the development of Clayton as a regional destination for recreation and trail-based tourism.
- Develop the Neuse River corridor as a greenway and blueway with multiple access points for hiking, biking and paddling.
- Provide all Clayton residents convenient access to a park within a 10-minute walk of their residence.
- Continue promoting Clayton for new businesses and residents regionally and beyond.
- Expand arts and culture offerings.

THE COMMUNITY ENGAGEMENT PROCESS

In order to gain the most accurate understanding of what the members of this community need, the Gateway 42 process hosted a robust community engagement effort from September 2022 through June 2023. Several in-person community outreach efforts were organized along with a digital

campaign that centered around the Gateway 42 project website. Community input was collected in parallel with the four phases of the project work, such that residents were involved with the full development of the plan.





PROJECT WEBSITE

We hosted the Gateway 42 project website and welcomed feedback via an open-ended survey and input forms for more than ten months. We saw an overwhelming amount of engagement through this forum.



HARVEST FEST

With roots dating back to 1951, the Clayton Chamber of Commerce's Harvest Festival is a beloved civic event. We set up a listening station on Main Street and chatted with residents about their goals for Gateway 42.



LISTENING WORKSHOP

We hosted a community listening session in February of 2023. We focused advertising on the Gateway 42 communities to gain an understanding of the area before we made any plans.



DESIGN WORKSHOP

We hosted a Design Workshop in May of 2023. We worked with local residents to shape their initial feedback into Gateway 42 objectives, include defining the character of the area and solutions that would be welcome additions.

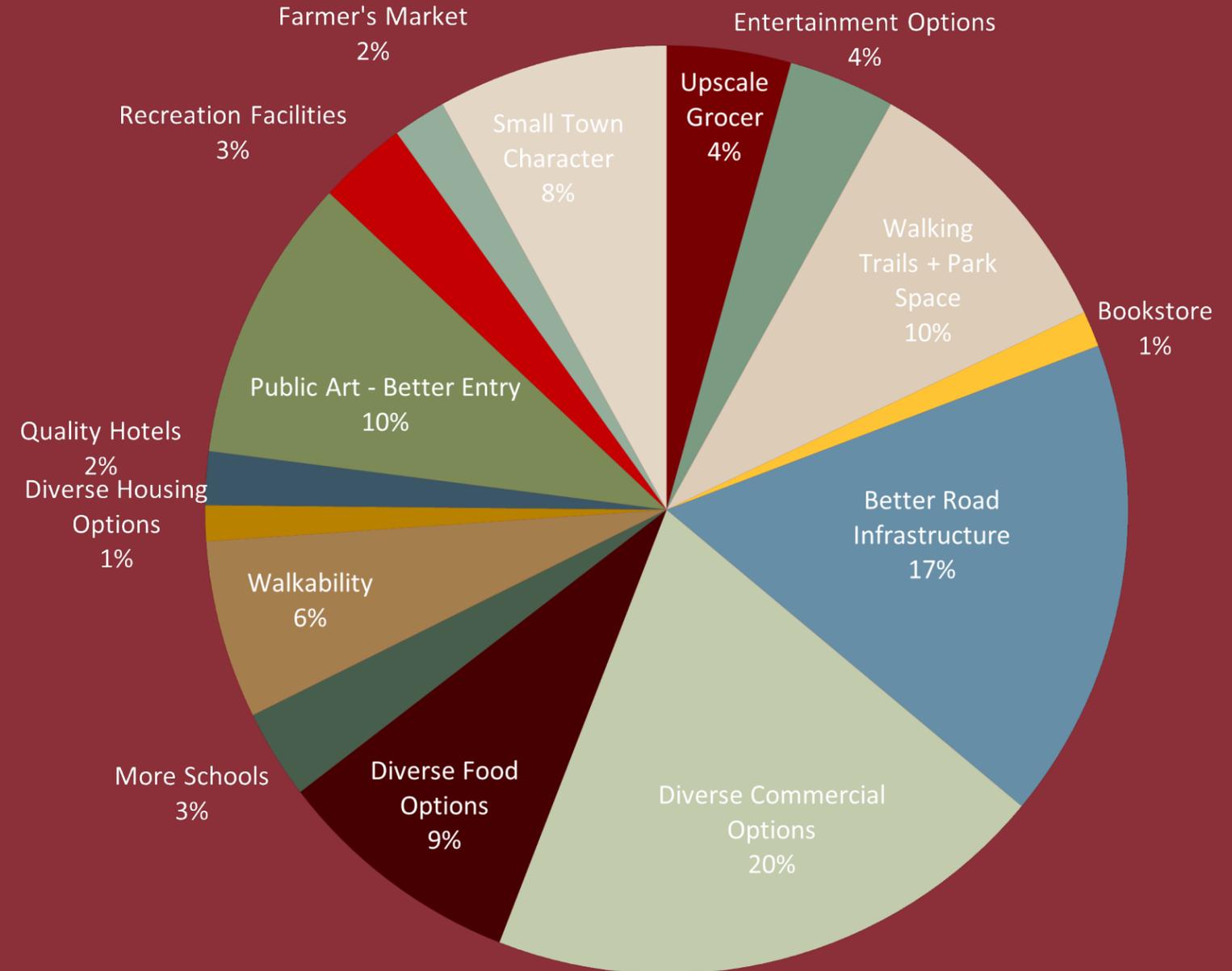


MASTER PLAN WORKSHOP

We hosted a Master Plan Workshop in June of 2023, where we brought preliminary master plan concepts to the community for review and sought feedback as we began moving towards completing a plan for Gateway 42.

INTERACTIVE TOOLS FOR INVALUABLE FEEDBACK

At the beginning of the Gateway 42 project, a website was created to get initial feedback from the community to ensure that our needs were accounted for. From this outreach effort we were able to reach 4,131 unique visitors and acquire 1,244 survey response answers, while the project website received 7,161 page views. We were also able to identify a number of recurring themes that served to highlight important needs for the community. This information would become the foundation of the design solutions that populate the final plan. The following chart shows one of the data sets that we reviewed. At the highest level, it showcases those amenities and improvements that community members wanted to see provided within the Gateway 42 area.



RECURRING THEMES

Across all input forums, ten key themes rose the surface as most favored:

- Transform 42 from a busy a thoroughfare into a community road
- Shape a slower pace of life

- Foster walkable communities
- Add dining and food options (grocery, breakfast, restaurants)
- Bring services such as doctors, pharmacies, and the post office closer to where residents live

- Showcase existing small-scale farming and agriculture practices
- Protect our robust natural amenities and features
- Enhance access and proximity to nature

- Express the rich history of Clayton
- Cultivate a close-knit community and town-wide events

We grouped these themes into four critical project imperatives:

.... **01** **Improve Mobility Corridors**

Enhancing infrastructure to increase access and connection for all.

.... **02** **Cultivate Complete Communities**

Supporting small-scale, walkable neighborhoods that meet daily needs for all.

.... **03** **Provide Green Space Amenities**

Establishing recreational open space that connects us to the natural landscape.

.... **04** **Foster Small Town Charm**

Celebrating the unique elements of Clayton's culture and small-town character.

AN IMPERATIVE FOR SMALL TOWN CHARM

Amidst our extensive community engagement campaign, a resounding consensus emerged around one topic that went above and beyond all other imperatives: Gateway 42 residents are longing for the experience of “small town charm.” This sentiment emanates from many people who said that they had been attracted to the area and moved here because of the town’s character, yet they are now deeply concerned that some of this experience is being lost in wake of rapid growth.

While the notion of “small town charm” may often be elusive and difficult to express, its significance resonates deeply with the collective consciousness. Residents perceive its gradual erosion and fervently called for its preservation, loudly advocating for plans that foster idyllic streets and quaint corners.

The Gateway 42 plan stands as a response to this compelling feedback, harnessing an array of tools at its disposal to curate and safeguard the

essence of these beloved spaces with a commitment to restore, nurture, and evoke the essence of small town charm. Through land use regulations, preservation of historic character, and the creation of vibrant communal spaces, the Gateway 42 plan weaves together concepts that can support the timeless allure of small town living while still embracing the evolution necessitated by growth.

02

GATEWAY 42, CLAYTON NC

GATEWAY 42 LOGIC

THOUGHTFULLY EMPLOYING LAND USE

At its core, the Gateway 42 plan functions as a comprehensive land use strategy, employing the Town of Clayton's system of land use regulations to steer the trajectory of the Gateway 42 region towards a future that resonates with the collective aspirations of the community. This blueprint does not compel any action on the ground today; instead, it offers a framework that guides future decisions in accordance with the community's vision for the area.

Portions of the Gateway 42 area were considered and planned for under the purview of the Town of Clayton's previous comprehensive plan. However, with the escalating populace, as documented by the 2020 census, the Town of Clayton surpassed a threshold that allowed for the expansion the Town's extraterritorial jurisdiction. This redefined scope of influence demanded a fresh course of action, especially amid the intense pressures on the area,

including the new interstate designation as well as the associated interchange upgrades.

Previous planning efforts were built upon the traditions of late 20th century suburban land use patterns that employed a notable separation of uses. Amid our community engagement, the recurring requests for small town charm alluded to different kinds of land use patterns more akin to America's traditional town planning.

The Gateway 42 plan employs a deliberate and judicious approach to land use regulation, strategically harnessed to guide the trajectory for the area and its communities. By thoughtfully integrating land use regulations, the plan steers the course of development, fostering harmonious interplay between development, infrastructure, character, and the evolving needs of the population.

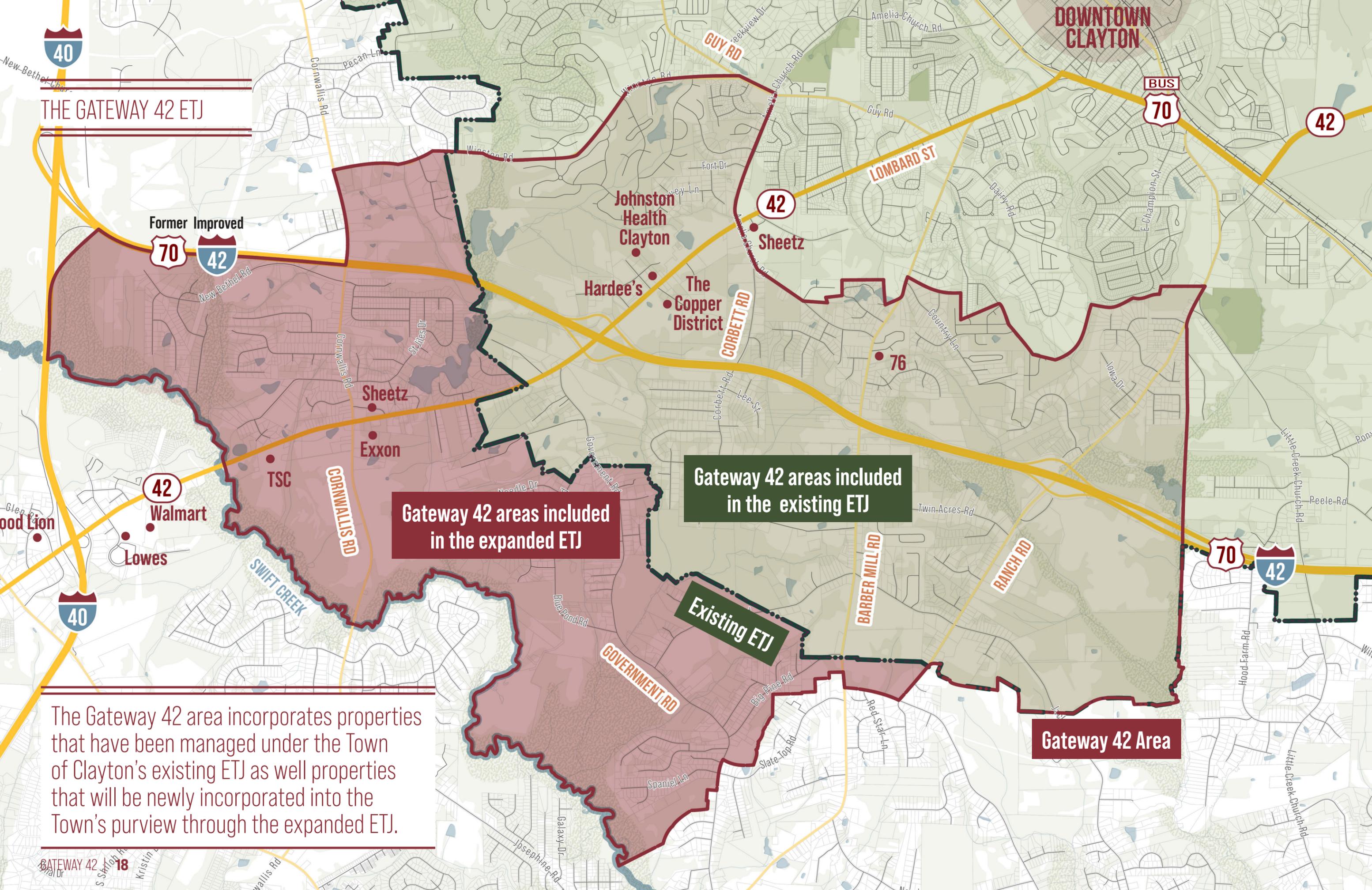
GATEWAY 42 ENVISIONS AN ETJ EXPANSION

Extra-Territorial Jurisdiction [ETJ] is a municipality's legal right to exercise governance authority beyond its stated boundaries. ETJ authority permits cities and towns to expand regulatory tools, such as land use and zoning, outside the city limits. The goal of ETJ regulations is to combat a notable municipal challenge: the intent of many laws and regulations is lost if vastly different conditions exist just beyond the municipal boundary. In the case of land use and zoning, these tools are intended to guide the character of a place. As a town grows outward, managed areas start to approach unmanaged areas across the municipal boundaries, thus compromising the ability of the municipality to limit non-conforming and/or nuisance uses. A municipality therefore has vested interest in expanding its purview.

North Carolina recognized the need for ETJ authority in 1959 and granted authority to its municipalities accordingly. In our state, ETJ area is determined by population and is triggered by state population thresholds. As part of the

2020 Census, Clayton's population surpassed 25,000, which enabled Clayton's ETJ to extend up to 3 miles from the city limits, an additional mile beyond the previous 2-mile zone.

One facet of this plan is addressing portions of the Gateway 42 area that will potentially be included under Clayton's ETJ purview, meaning that these areas were not addressed in previous comprehensive plans. This extension does not equate to annexation or other more significant actions that would require residents to pay taxes or utilize Town utilizes. In fact, it will change very little for the lives of most residents, especially those in legacy neighborhoods. The primary changes will be for those looking to develop or redevelop property into new or different uses, and in some cases, the plan permits more flexibility than previous regulations.



THE GATEWAY 42 ETJ

Former Improved
70 **42**

Gateway 42 areas included in the expanded ETJ

Gateway 42 areas included in the existing ETJ

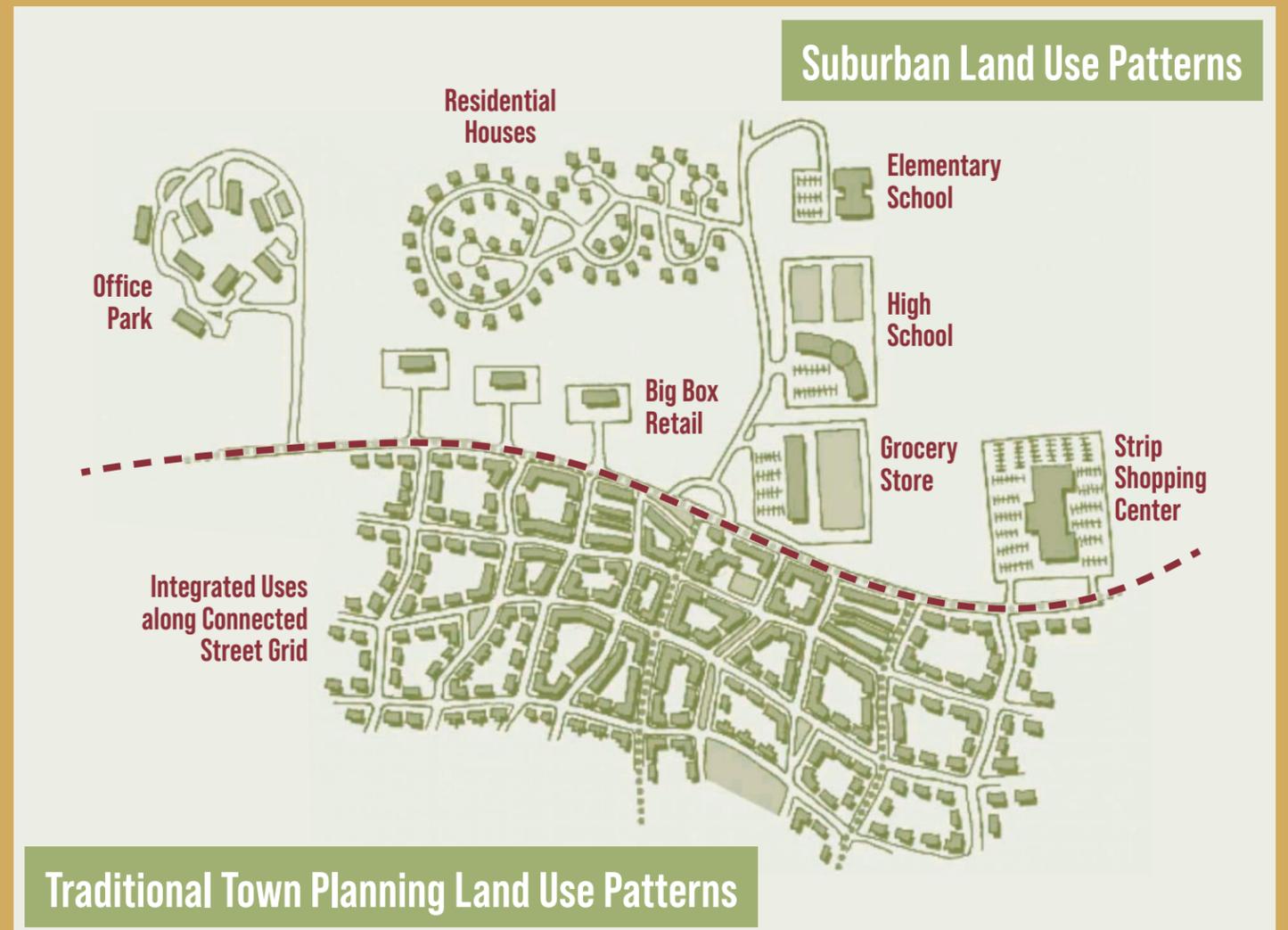
Existing ETJ

Gateway 42 Area

The Gateway 42 area incorporates properties that have been managed under the Town of Clayton's existing ETJ as well properties that will be newly incorporated into the Town's purview through the expanded ETJ.

SMALL TOWN LAND USE PATTERNS

The suburban land use patterns that currently dominate the Gateway 42 area were typical of late 20th century planning, but they are characterized by a stark and rigid separation of land uses, a configuration that stands in stark contrast to the ethos of small town charm. These patterns compartmentalize residential, commercial, and recreational zones, inadvertently diluting the sense of community and creating a disconnect between daily life and civic activity. Conversely, the Gateway 42 plan harnesses the spirit of traditional town planning, reminiscent of an era when more integrated arrangements flourished. By embracing this approach, the plan encourages communities that offer convenience, harmony, and intimacy. Drawing inspiration from a bygone era, these new patterns embody small town charm, offering a landscape where one can seamlessly access their necessities within a human-scale, cohesive setting that is rich in character while fostering genuine connections.



03

GATEWAY 42, CLAYTON NC

SMALL AREA LAND USE PLAN



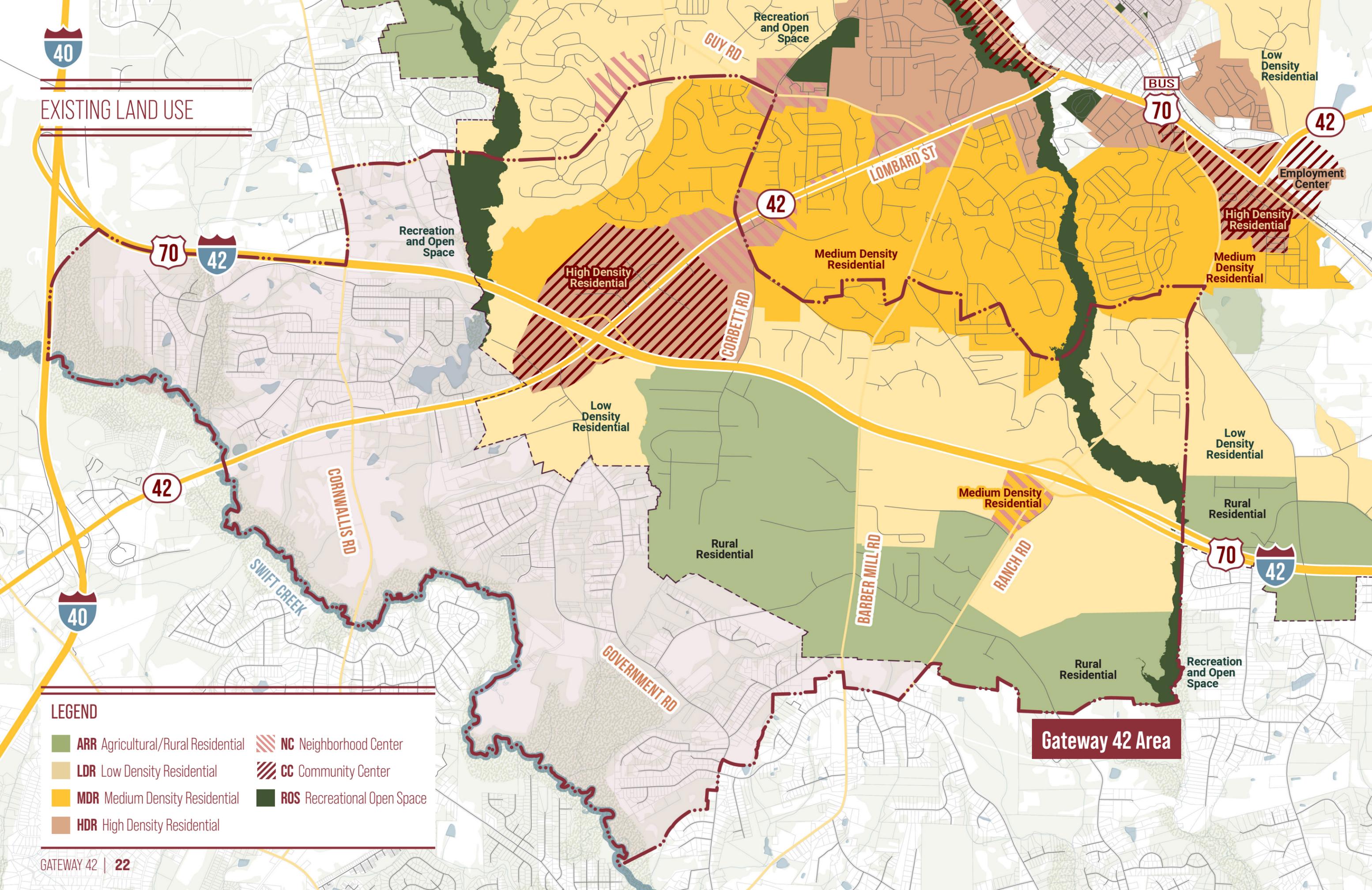
REFINING LAND USE INSTRUMENTS

Clayton’s existing land use designations have played a noteworthy role in safeguarding the distinct character of the town. These designations encompass a modest range of residential classifications that offer some diversity in housing types as well as the incorporation of multi-use designations that serve to support community, neighborhood, and employment centers. However, despite the utility of these designations, the Gateway 42 planning effort recognize that there was not an existing designation that supported the functions and character typical of small town charm outside of Downtown Clayton and its proximities.

In response to the collective sentiment expressed by the community, the Gateway 42 plan introduces a new land use category known as “Complete Communities.” It supports the creation of small-scale activity nodes that include residential, commercial, and communal spaces that coalesce into an

integrated whole, akin to traditional town planning models, albeit at more neighborhood scale. The Complete Communities designation aims to cultivate an environment where many of residents’ needs and desires are met within a self-contained setting. This innovative approach represents a significant stride towards aligning land use designations with the community’s yearning for a distinctive and cohesive living experience that exhibits small town charm.

EXISTING LAND USE



LEGEND

- ARR Agricultural/Rural Residential
- LDR Low Density Residential
- MDR Medium Density Residential
- HDR High Density Residential
- NC Neighborhood Center
- CC Community Center
- ROS Recreational Open Space

Gateway 42 Area

CURRENT LAND USE TYPES

Clayton's existing land use plan contains the following residential designations:

ARR

Agricultural/Rural Residential (ARR)



The predominate existing land uses include low-density residential uses, as well as large tracts of agricultural land. The rural character in these areas can be retained by encouraging only low-intensity uses and context-sensitive rural design. Single family residential at gross densities up to two units per acre are appropriate. Most of these areas rely on septic systems for wastewater treatment, have a limited road network, with some areas within the water supply watershed. These areas are primarily located outside of existing sewer service areas and may or may not have sewer service in the future. Large lots are required if new development is not connected to sewer. Conservation subdivisions, which are subdivisions with smaller lots and more open space, are encouraged if new development is connected to sewer.

- **The Gross Residential Density*:** ≤2 units/acre
- **Unit Type:** Single family detached homes
- **Open Space:** Larger lots if on septic systems, minimum of 30+% open space** if lots are under 20,000 square feet and development is connected to town sewer. Open space should primarily be passive and consist of sensitive natural features such as floodplain, wetlands, riparian areas, steep slopes, mature forests, habitat areas, and viewsheds.

LDR

Low Density Residential (LDR)



Areas designated as Low-Density Residential are intended to remain predominantly suburban in character and provide for low-density, single-family residential development on smaller lots than those in Rural Residential areas. However, a mix of residential housing types may occur under a conditional zoning district to support conservation of open space, as long as a gross density of 3 units per acre is not exceeded.

- **Gross Residential Density*:** ≤3 units/acre
- **Unit Type:** Mostly single family detached homes, generally less than 25% attached units
- **Open Space:** Minimum of 25%** . Open space should be a mix of preserved natural features with passive recreation such as greenways and trails and more formal or developed open space such as common greens, playgrounds or sports fields.

MDR

Medium Density Residential (MDR)



The Medium Density Residential area is comprised predominantly of neighborhoods with housing units that are more urban in character and in closer proximity to commercial services and centers. This area provides a transition from the more suburban areas of the Town to more developed areas. The density of development in this area will vary based on the presence of utilities, topography and environmental features. This designation is applied to land which is developed, or is to be developed, at a density that is generally between three and five units per acre.

- **The Gross Residential Density*:** 3-5 units/acre
- **Unit Type:** Single family detached homes, generally less than 50% attached units
- **Open Space:** Minimum of 20%** . Open space should be a mix of preserved natural features with passive recreation such as greenways and trails and more formal or developed open space such as common greens, plazas, playgrounds or sports fields.

HDR

High Density Residential (HDR)



The High Density Residential area provides for housing near major transportation corridors, existing commercial areas, and Downtown. These areas have a connected street network, adequate pedestrian and bicycle facilities, and are served by public water and sewer. High Density Residential includes all housing types while providing higher-density development than the other residential categories. In some places, HDR serves as a transition between commercial uses and lower-density residential uses. In other instances, it accompanies neighborhood commercial uses such as a grocery store or services in established or growing areas of Town.

- **Gross Residential Density*:** ≤10 units/acre, with higher densities allowed as part of planned developments that are walkable to commercial areas.
- **Unit Type:** Single family detached homes, townhomes and apartments.
- **Open Space:** Minimum of 10%** . Open space should be a mix of preserved natural features with passive recreation facilities, buffers to existing development and more formal or developed open space such as common greens, plazas, and/or playgrounds.

CURRENT LAND USE TYPES

Clayton's existing land use plan contains the following multi-use designations:

NC

Neighborhood Center (NC)



A Neighborhood Center is generally located near concentrations of existing or planned residences, and areas with access to major thoroughfares and utilities. These areas incorporate neighborhood-serving commercial uses including grocery stores, retail establishments, restaurants and services. A limited amount of office, civic and institutional uses are also appropriate. Higher-density residential including small-lot, single-family, townhouses and apartments should be located in close proximity to shopping and service destinations to provide more walking opportunities to internal and external pedestrian facilities and destinations. The scale of the Neighborhood Center varies depending on the market demand, competition, and context, however typical Neighborhood Centers have a service area of one to two miles and less than 70,000 square feet of non-residential.

- **The Gross Residential Density*:** ≤ 10 units/acre
- **Unit Type:** : High density single family detached homes, townhomes, apartments, mixed use buildings with live/work units. Single family detached homes.
- **Open Space:** : Typically 5-10% including tree save, plazas and amenities.

CC

Community Center (CC)



Compared to the Neighborhood Center category, a Community Center typically serves a larger population and includes a typical trade area of three-to-six miles, and is located adjacent to major thoroughfares or situated at a major intersection. A Community Center includes at least one major anchor such as a grocery store or retailer and incorporates community-serving commercial uses and opportunities for office, civic, and institutional uses. Multi-family housing opportunities may be integrated as part of a mix of uses. As with Neighborhood Centers, apartments and townhouses should be located in close proximity to shopping and services. All portions of the development should be accessible by both a convenient road network and a system of sidewalks or greenways.

- **Gross Residential Density*:** ≤ 12 units/acre
- **Unit Type:** High density single family detached homes, townhomes, apartments, mixed use buildings with live/work units. Mostly single family detached homes, generally less than 25% attached units
- **Open Space:** Typically 5-10% including tree save, plazas and amenities.

ROS

Recreational Open Space (ROS)



The Recreation and Open Space designation applies to parks, public recreational areas, conservation areas and floodplains. Uses include active and passive recreation (including trails and greenways), wildlife management, environmental restoration/mitigation/preservation, and educational uses. Structures that support or are associated with the intended uses shall be permitted. The primary use of land shown under this designation should be recreation, open space, or conservation

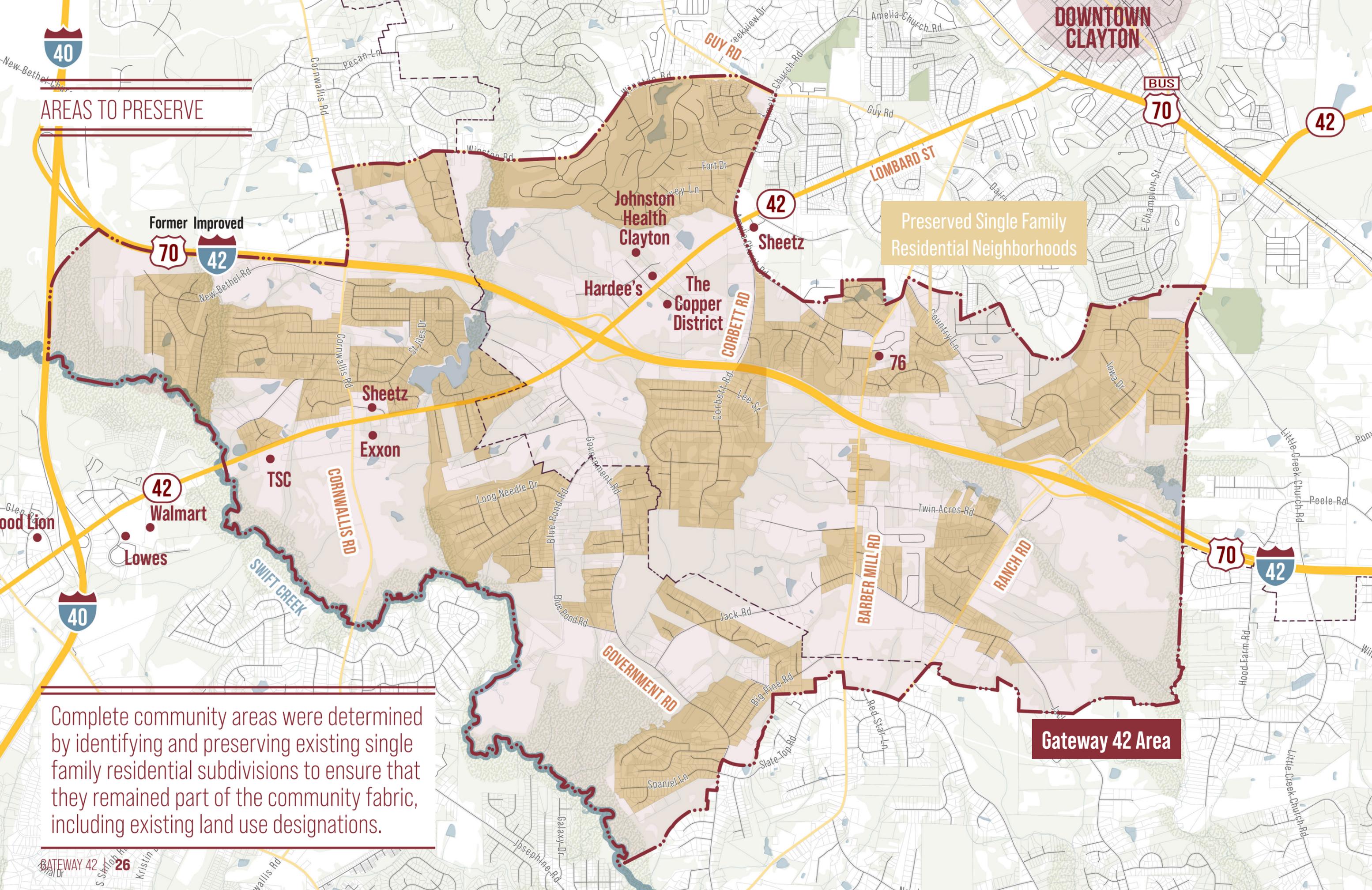
DEFINING COMPLETE COMMUNITIES

Upon recognizing that the community was seeking small-scale commercial clusters integrated within human-scale neighborhoods and that format was not feasible under existing land use designations, the Complete Communities designation was created. This category promotes future neighborhoods that can accommodate a number of daily activities, including civic and retail amenities, such as post offices, barbershops, parks, small medical clinics, and the like, all of which were notable requests of Gateway 42 residents.

The Complete Community areas were determined by an incremental process that started with the preservation of existing single family residential subdivisions and a subsequent study of malleable areas along the region's high trafficked corridors that could accommodate small-scale commercial. The designation includes provisions that seek to ensure that the development of complete communities incrementally add up to integrated nodes over time.



Precedent imagery of places that inspired Complete Communities



AREAS TO PRESERVE

Former Improved

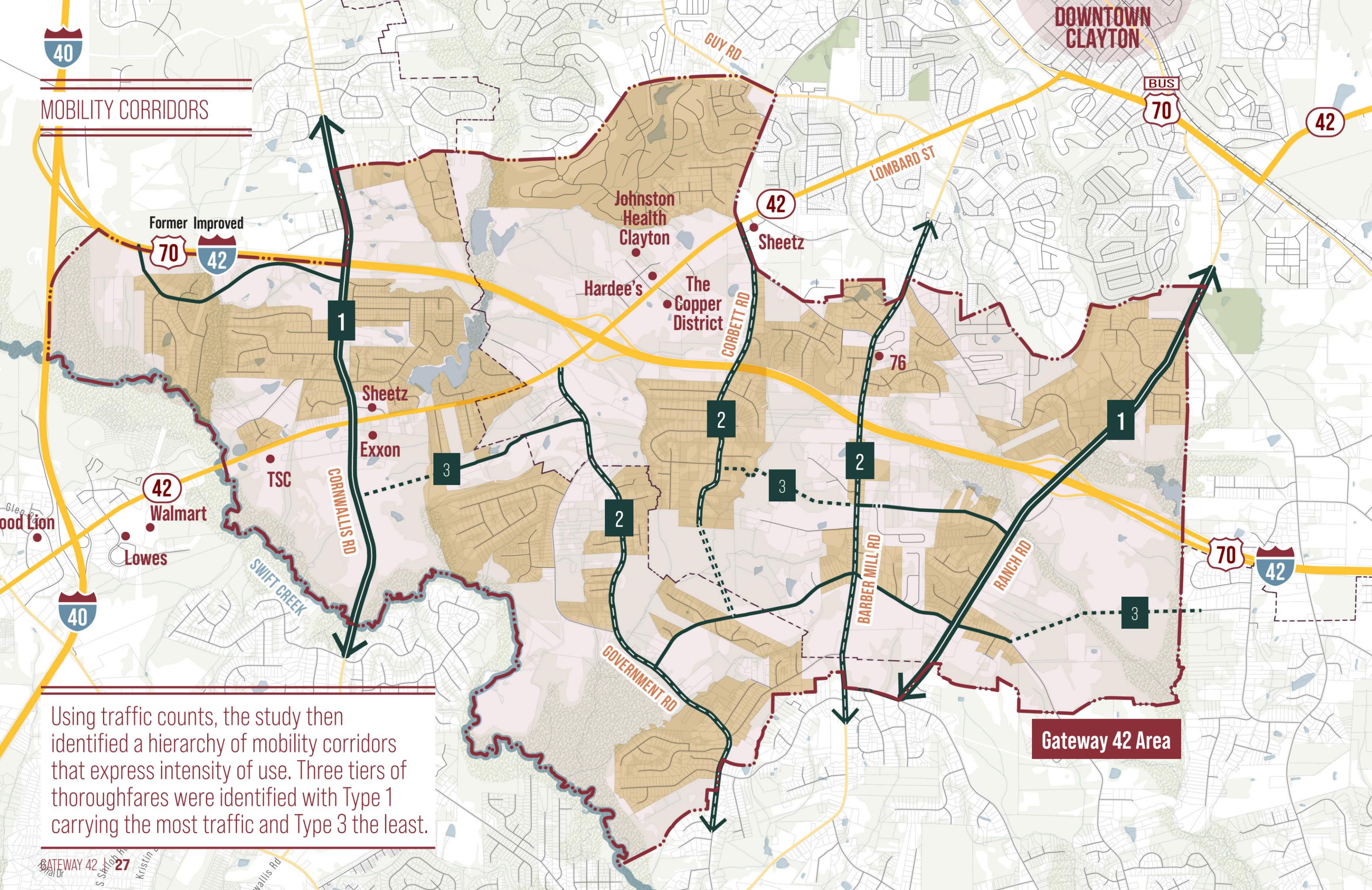


Preserved Single Family Residential Neighborhoods

Gateway 42 Area

Complete community areas were determined by identifying and preserving existing single family residential subdivisions to ensure that they remained part of the community fabric, including existing land use designations.

MOBILITY CORRIDORS



Using traffic counts, the study then identified a hierarchy of mobility corridors that express intensity of use. Three tiers of thoroughfares were identified with Type 1 carrying the most traffic and Type 3 the least.

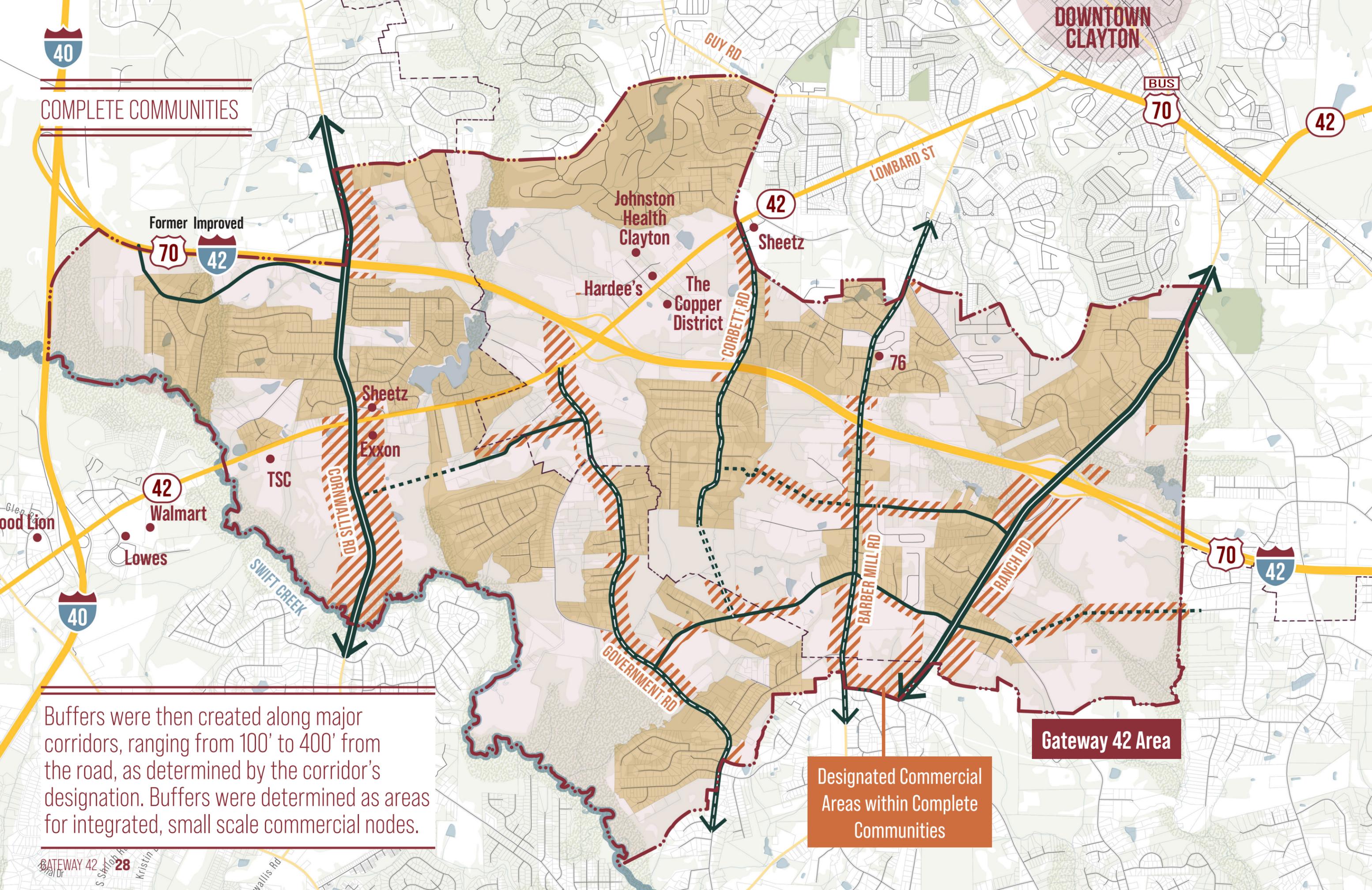
COMPLETE COMMUNITIES

Former Improved

Buffers were then created along major corridors, ranging from 100' to 400' from the road, as determined by the corridor's designation. Buffers were determined as areas for integrated, small scale commercial nodes.

Designated Commercial Areas within Complete Communities

Gateway 42 Area

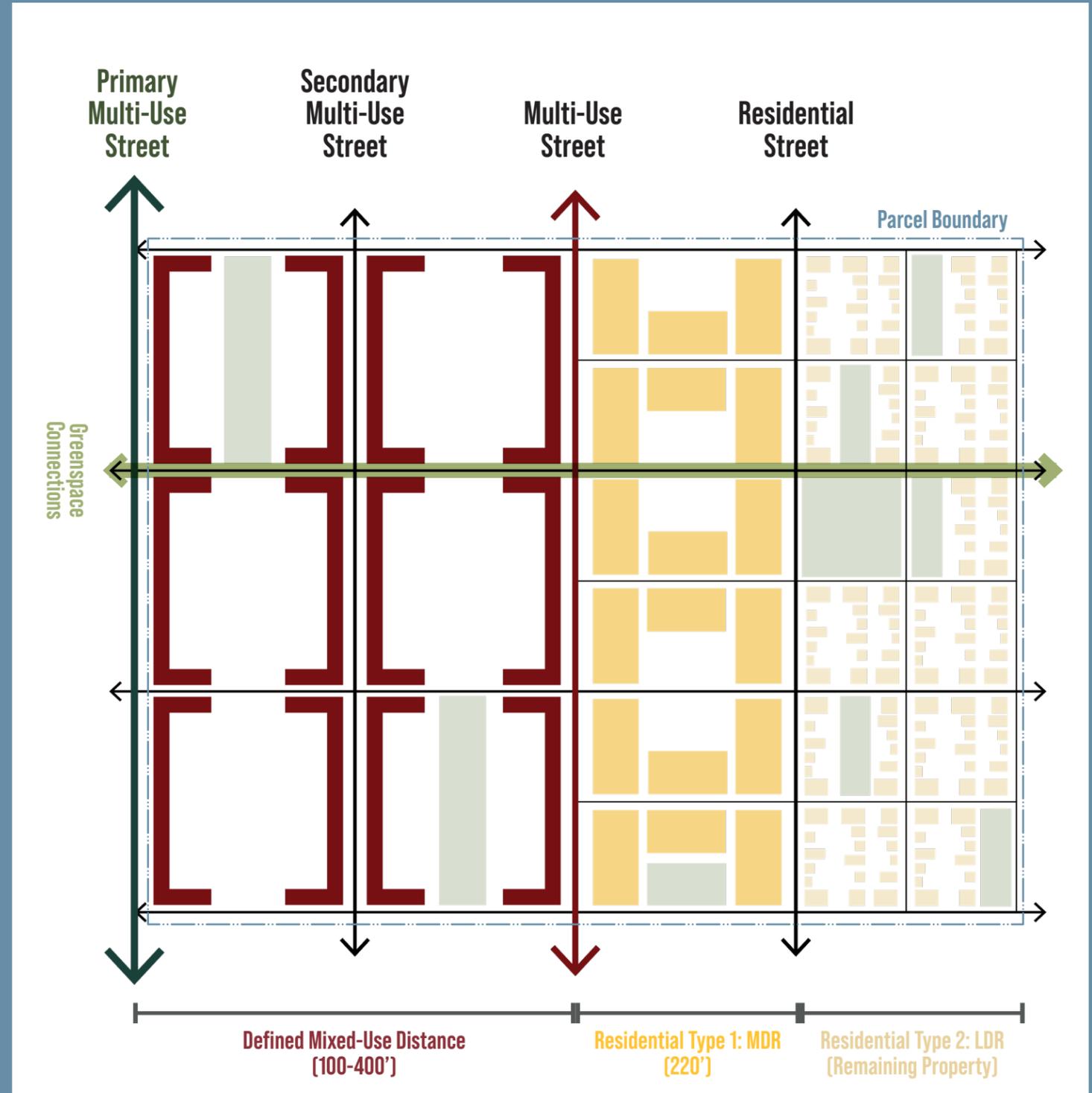


ENABLING SMALL SCALE COMMERCIAL

This new land use category provides a regulated format to introduce integrated uses at a small scale. Commercial amenities are permitted within 100'-400' of existing corridors to encourage and foster adjacent activity nodes. Residential uses in this zone are permitted at 12-24 units/acre. Beyond this area, residential densities decline away from the corridor. Connected street grids are recommended over closed or dendritic networks. Greenspace connections are encouraged across properties lines.

Complete Communities provide amenities close to existing neighborhoods, while reducing overall vehicle reliance and providing options for walkability.

Additional recommendations have been made within the document's appendix to establish zoning language where necessary.

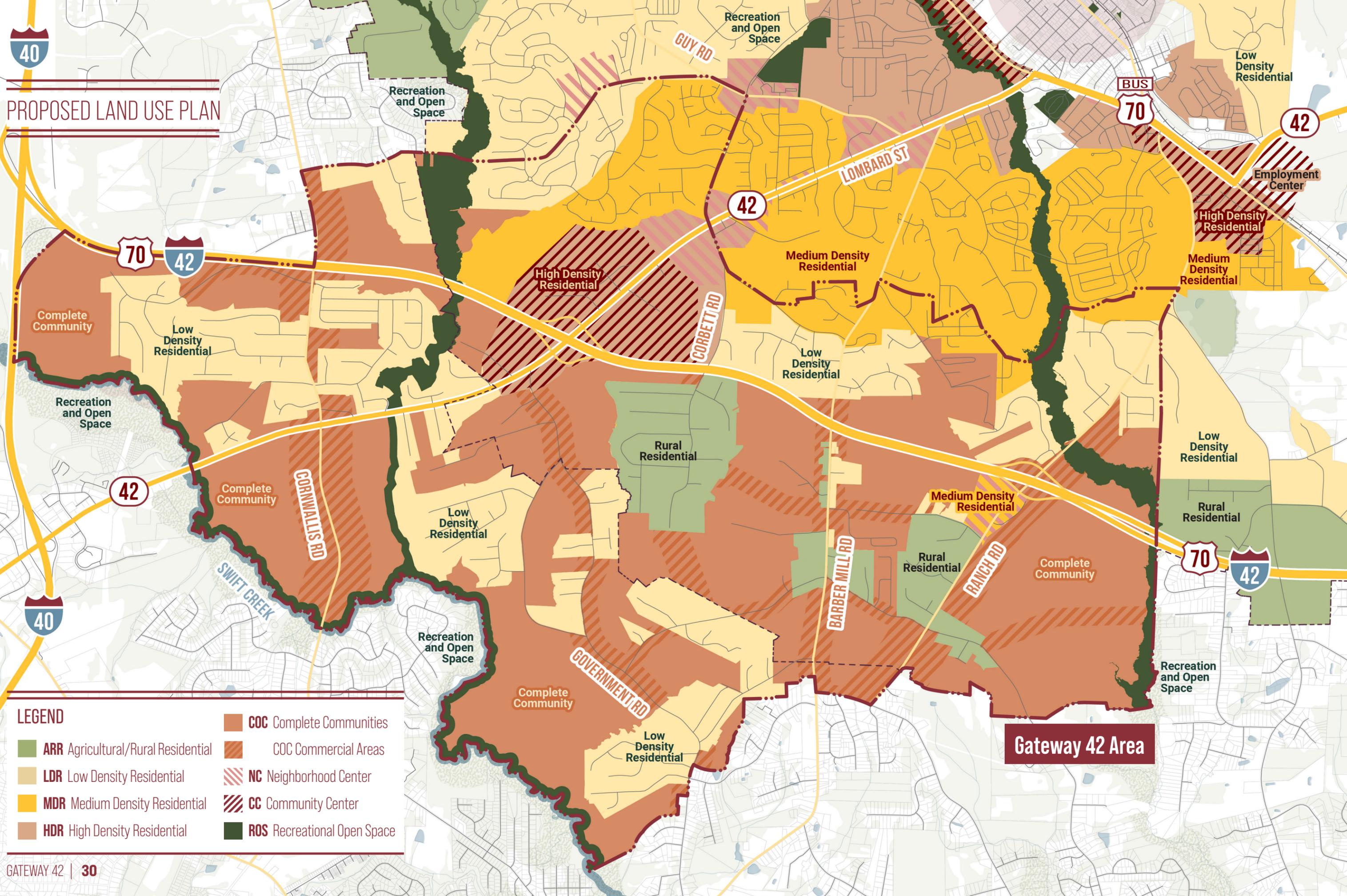


PROPOSED LAND USE PLAN

LEGEND

 ARR Agricultural/Rural Residential	 COC Complete Communities
 LDR Low Density Residential	 COC Commercial Areas
 MDR Medium Density Residential	 NC Neighborhood Center
 HDR High Density Residential	 CC Community Center
	 ROS Recreational Open Space

Gateway 42 Area



04

GATEWAY 42, CLAYTON NC

PLAN RECOMMENDATIONS

RECOMMENDATIONS FOR SUCCESSFUL IMPLEMENTATION

While the core focus of the Gateway 42 plan centers around land use planning, its scope extends beyond this domain. The plan supports a series of key recommendations that suggest priorities for the Town of Clayton's decision-making processes. These recommendations span various aspects such as mobility, open space, and wayfinding, and likely entail collaborative efforts with additional stakeholders including Johnston County and the North Carolina Department of Transportation (NCDOT). This concerted approach ensures that the Gateway 42 plan casts a broader net of impact, fostering synergy among different sectors and enhancing the cohesiveness of the future development.

Recommendations exist across four categories:

01 Branding & Wayfinding

Shaping an iconic and memorable front door and signposts for Gateway 42.

02 Streetscape Improvements

Enhancing corridors to create more safe, pleasant, and accessible mobility.

03 Open Space Amenities

Establishing robust parks and recreational landscapes for active and passive use.

04 Multi-Use Trail Systems

Connecting the Gateway 42 area to Clayton and the greater region with a trail network.

RECOMMENDED BRANDING & WAYFINDING STRATEGIES

As the Gateway 42 landscape creates a new front door for Clayton, branding and wayfinding strategies offer a powerful means to create a first impression. Branded gateways along these highly visible corridors can play a vital role in conveying the distinct character, rich culture, and core values of the community. Wayfinding is also an effective way to educate visitors on different amenities and information about the community. As part of a larger wayfinding strategy, these gateways can become a form of public art, incorporating locally inspired designs and elements, thereby offering both practical navigation and an artistic representation of Clayton's identity, history, ethos. If thoughtfully designed and deployed, a branded wayfinding strategy can offer an immersive experience for both residents and visitors, creating a lasting impression and fostering a sense of pride among residents.



Precedent imagery of wayfinding elements preferred by community members.

BRANDING & WAYFINDING

Former Improved

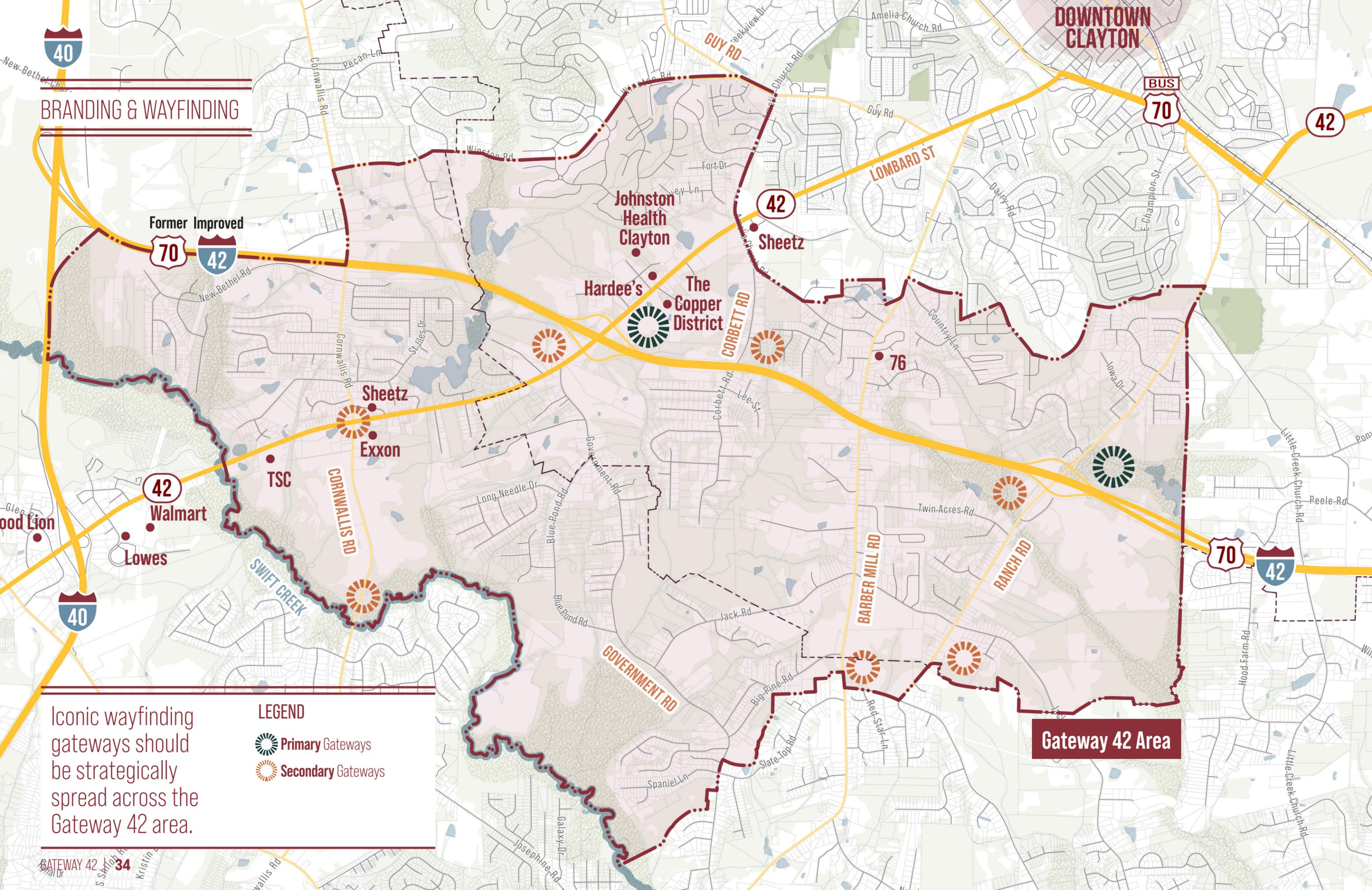


Gateway 42 Area

LEGEND

-  Primary Gateways
-  Secondary Gateways

Iconic wayfinding gateways should be strategically spread across the Gateway 42 area.



RECOMMENDED STREETScape IMPROVEMENTS

The revitalization of Gateway 42 demands essential streetscape enhancements to strategically reconfigure its corridors into pedestrian-friendly pathways. While the region's primary corridors serve as vital connectors, many also fall under the jurisdiction of NCDOT, imposing limitations on the extent of streetscape modifications. It is recommended that Clayton collaborate with NCDOT in the pursuit of innovative solutions that prioritize safety, accessibility, and aesthetic appeal for uses beyond automobiles, which are essential to creating small town charm. It is recommended that these corridors have some modifications that include:

- The addition of sidewalks
- The addition of plantings or street trees along these corridors
- The addition of street-adjacent multi-use trails

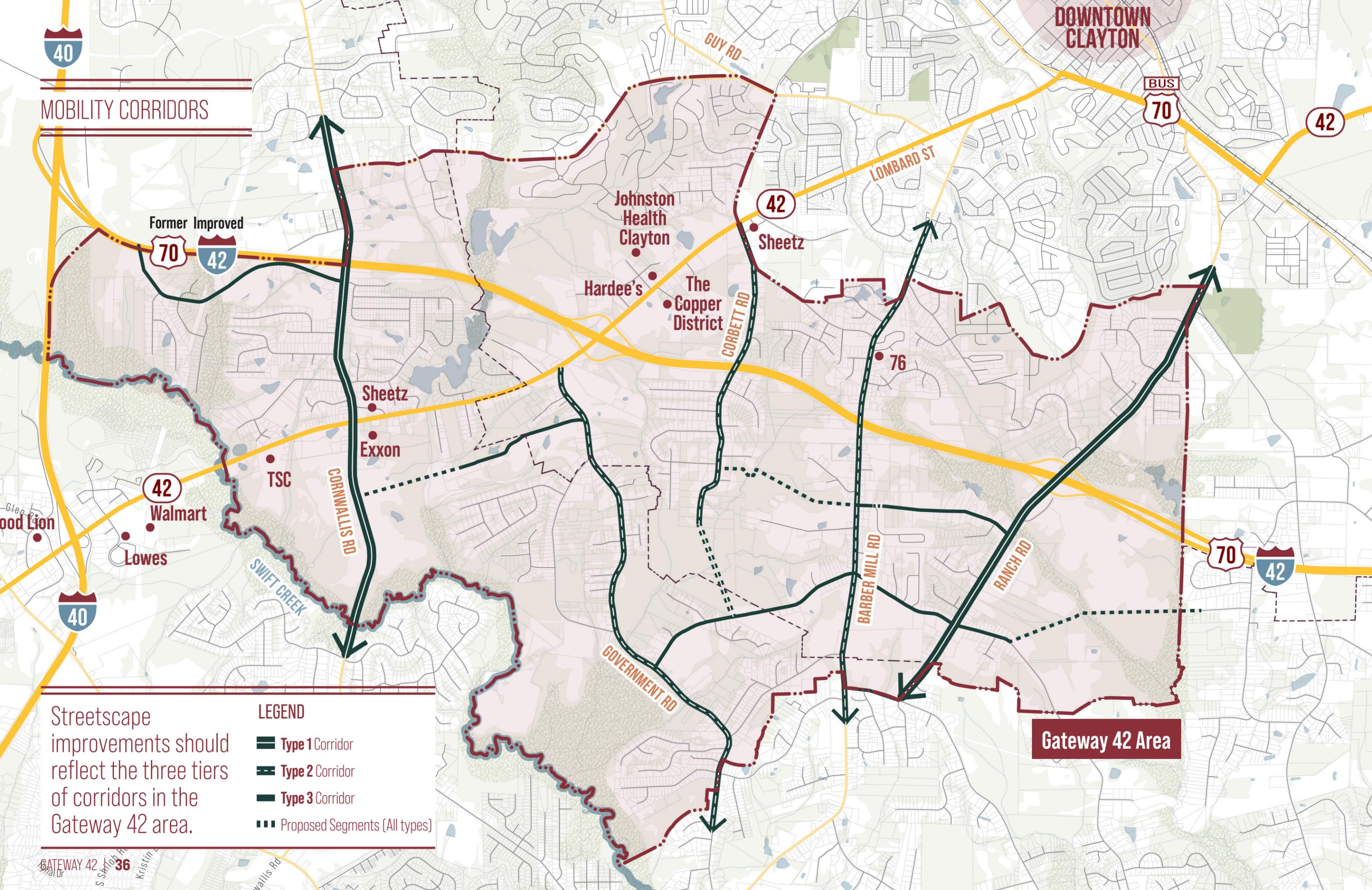


Enhanced Town Corridors



Enhanced Local Corridors

MOBILITY CORRIDORS



Former Improved



Streetscape improvements should reflect the three tiers of corridors in the Gateway 42 area.

LEGEND

- Type 1 Corridor
- Type 2 Corridor
- Type 3 Corridor
- Proposed Segments (All types)

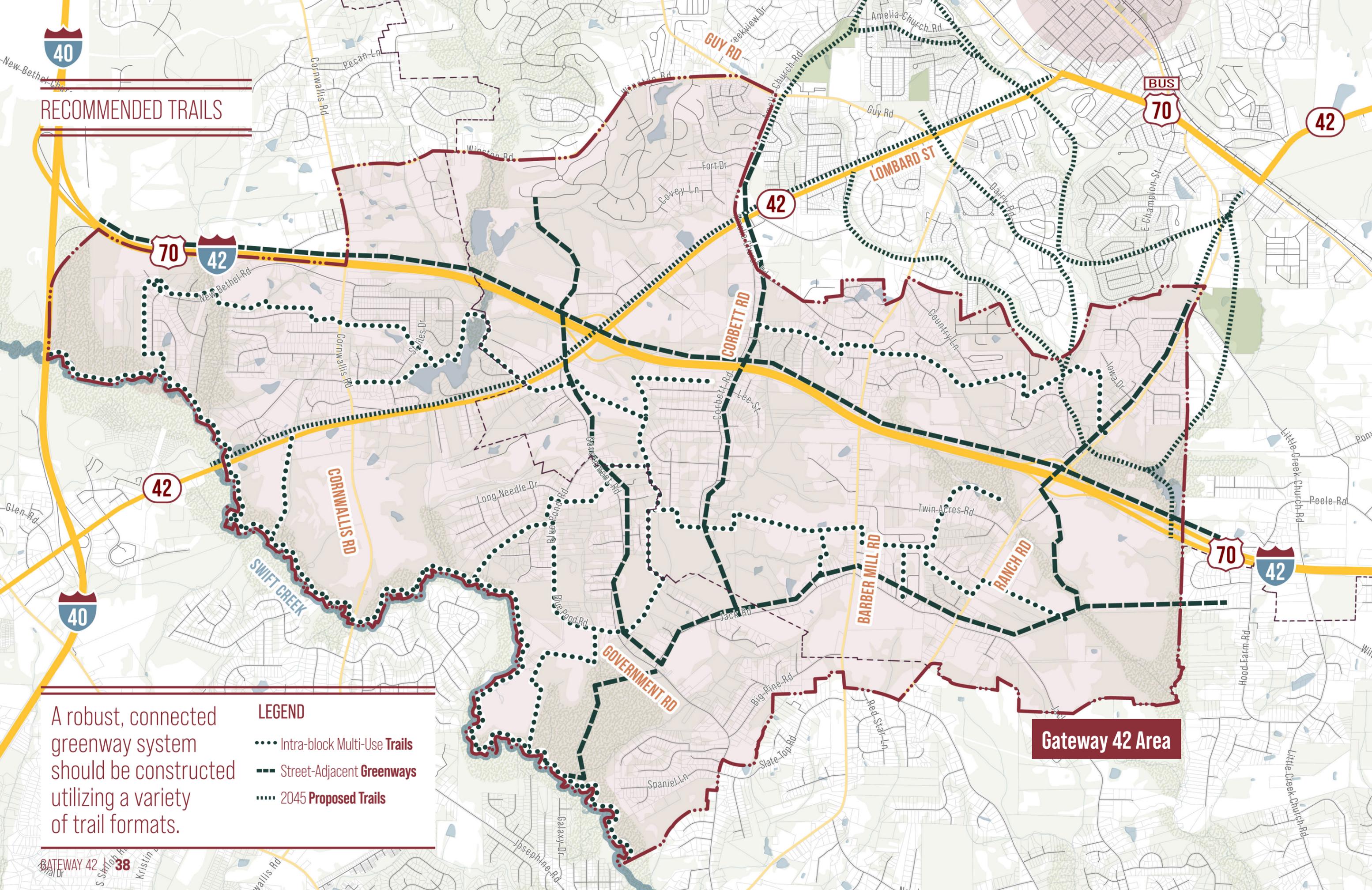
RECOMMENDED MULTI-USE TRAIL SYSTEMS

A multi-use trail network provides a secure and enjoyable alternative for pedestrians and cyclists amidst Clayton's current vehicular-dominant landscape. The same suburban land use patterns that segregate various functions also necessitate extensive car dependency for day-to-day mobility. However, the establishment of well-designed trails offers a transformative shift, enabling residents to conveniently traverse the town without the constant reliance on cars. This initiative not only promotes active and healthy lifestyles but also reduces congestion, emissions, and traffic-related stress. The Gateway 42 Plan recommends not only the deployment of street-adjacent greenways, but also the creation of intra-block multi-use trails that chart routes independent of vehicular streets. By fostering a cohesive network of trails, Clayton cultivates a more sustainable, interconnected, and livable community, ultimately enhancing the quality of life for all residents.



Precedent imagery selected by community members to express preferred trail character.

RECOMMENDED TRAILS



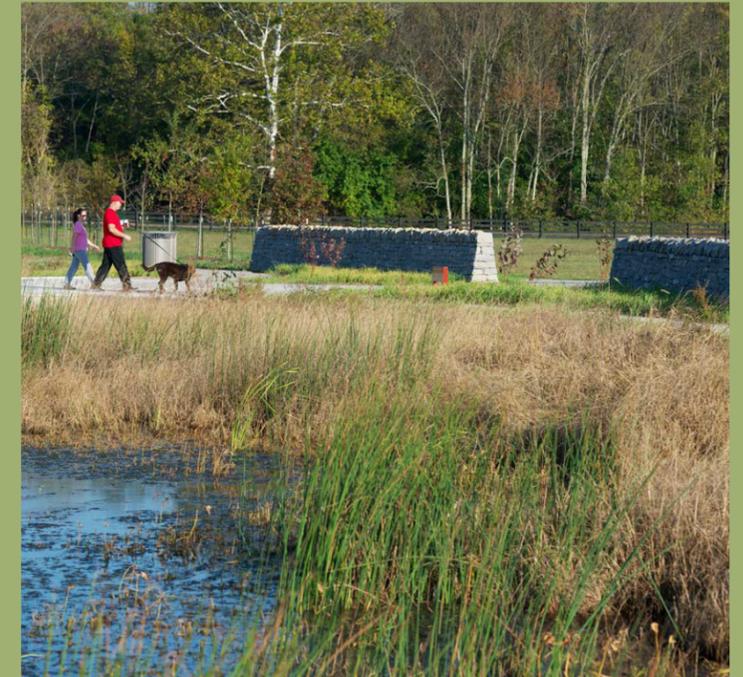
A robust, connected greenway system should be constructed utilizing a variety of trail formats.

- LEGEND**
- Intra-block Multi-Use Trails
 - Street-Adjacent Greenways
 - . - . - . 2045 Proposed Trails

RECOMMENDED OPEN SPACES

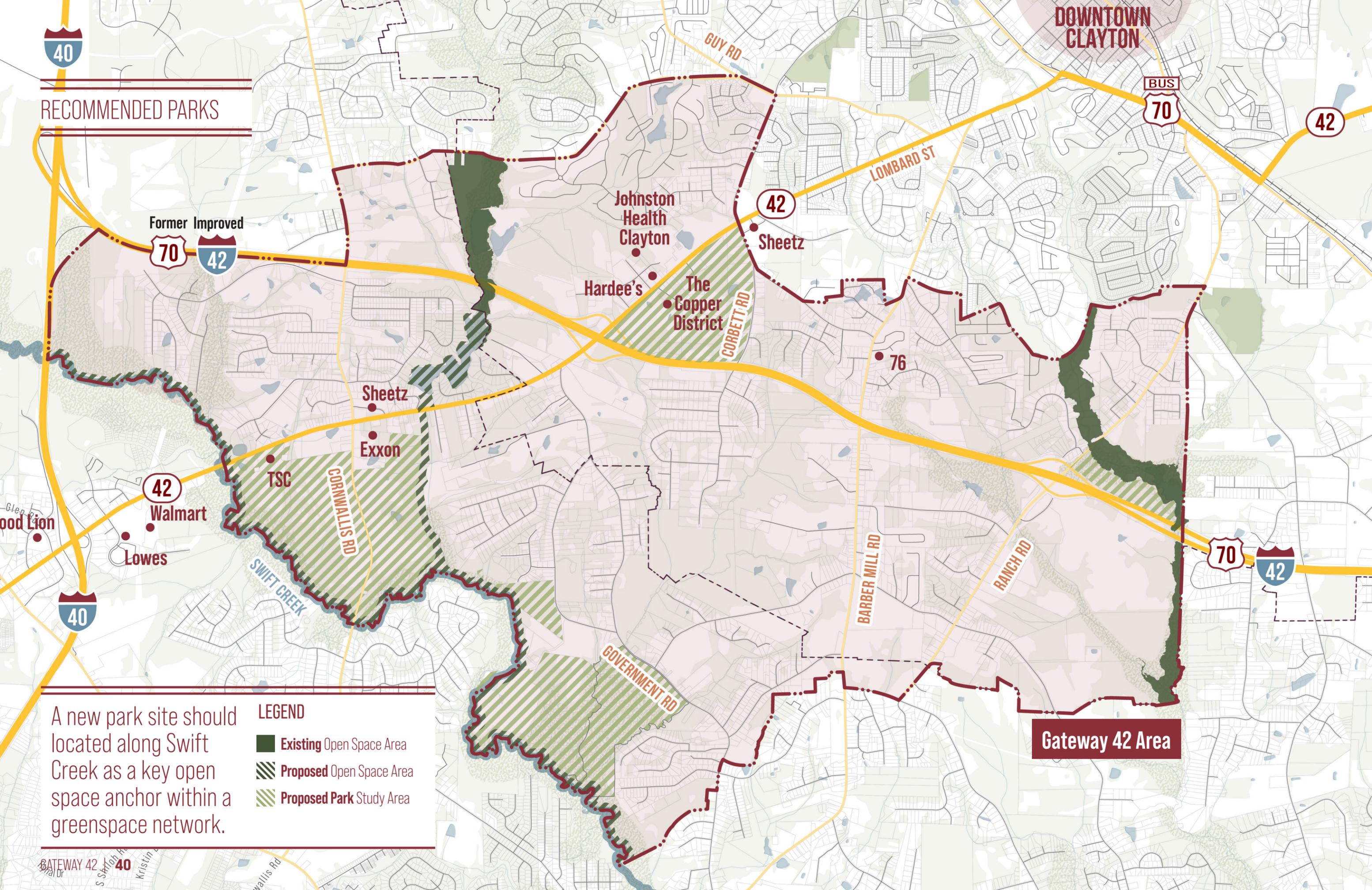
Parks, common greens and preserved natural areas can help provide gathering areas for residential and commercial developments. Open space regulations should follow design guidelines from the new Clayton Unified Development Ordinance. With the addition of the Complete Communities land use type, it is recommended that 15-20% of overall land area be used for open space in new development. A park should be located along Swift Creek to allow access to water and anchor a regional trail system. In addition, there are suggested park study areas where other open space typologies can be integrated into larger parcels. These additional open space typologies should include:

- Parks at a variety of scales including pocket parks, neighborhood parks, and regional parks
- Hardscape plazas and squares that support flexible use
- Sports and recreation facilities, including fields and courts
- Playgrounds, playscapes, and splash pads



Precedent imagery of open space amenities preferred by community members.

RECOMMENDED PARKS



Former Improved



Gateway 42 Area

A new park site should be located along Swift Creek as a key open space anchor within a greenspace network.

- LEGEND**
- Existing Open Space Area
 - Proposed Open Space Area
 - Proposed Park Study Area

OPEN SPACE AMENITIES

Future open spaces should employ organic elements that celebrate Clayton's landscapes and ecosystems, employing materials and motifs found in nature. Both active and passive recreation facilities should engage the environment.



Precedent imagery of open space amenities preferred by community members.

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GATEWAY 42, CLAYTON NC

IMPLEMENTATION TASKS



A FRAMEWORK FOR TAKING ACTION

Included within the framework of the Gateway 42 plan are a series of actionable recommendations strategically delineated across short, mid, and long-term timelines. These recommendations serve as a roadmap for the Town of Clayton to proactively advance those goals articulated within the plan's overarching vision. By structuring these recommendations into broader phases and discrete investments, the plan facilitates a systematic approach that ensures both immediate and enduring efforts are encouraged to propel the community towards a fully realized Gateway 42.

PRIORITY ACTIONS

1. Implement the recommended expansion of the existing ETJ.
2. Commission a branding and wayfinding campaign to define appropriate entry gateways.
3. Explore potential incentive packages that might encourage intra-block multi-use trails.
4. Promote the Copper District's concept of a connected greenspace network.
5. Study the properties along Swift Creek to understand the feasibility of a park.
6. Negotiate and purchase property along Swift Creek and south of Austin Pond.
7. Begin an assessment of open space needs for the Gateway 42 communities.
8. Explore incentive packages that might spur the development of Complete Communities.
9. Workshop Complete Communities with developers to understand feasibility and limitations.
10. Integrate Gateway 42 corridors into the Town of Clayton Comprehensive Transportation Plan.
11. Align Complete Communities land use designation with zoning oversight.

PRIORITY INVESTMENTS

1. No significant investment required
2. Branding and wayfinding contract
3. No significant investment required
4. No significant investment required
5. No significant investment required
6. New open space properties
7. No significant investment required
8. No significant investment required
9. No significant investment required
10. No significant investment required
11. No significant investment required

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GATEWAY 42, CLAYTON NC

APPENDIX



SUGGESTED COMPLETE COMMUNITIES REGULATIONS

In order to keep the feeling of small town character with new development, the following set of rules are recommended. Many guidelines, with respects to the relationship between existing roadways and new development, are subject to NCDOT regulations. The Town of Clayton should pursue progressive approaches to mobility that seek to encourage multiple modes of mobility, which typically requires de-emphasizing vehicular priorities.

Permitted Uses:

- Multi-family dwellings and single-family dwellings.
- All of the following uses are allowed under 2,000 square feet of floor area: bakeries, dry cleaners, and tailors.
- All of the following uses are allowed under 8,000 square feet of floor area: banks, financial institutions, barbershops, beauty salons, child care centers, theaters, museums, art galleries, libraries, community centers, offices,

studios, clinics, professional services establishments, restaurants, bars, coffee shops, and retail establishments.

- Grocery stores shall be permitted up to 15,000 square feet.

Lot Requirements:

- Lot depths may not measure more than 200 ft in depth, as measured from the primary corridor into the property.
- 400 ft commercial zones (Tier 1 corridors) must be divided by at least one new multi-use street that runs parallel to the existing corridor.

Building Orientation and Setbacks:

- All uses must front either the primary corridor or a secondary multi-use street located within the commercial zone. Primary entrances must be located on corridor frontages and visible from the street.

THE APPENDIX

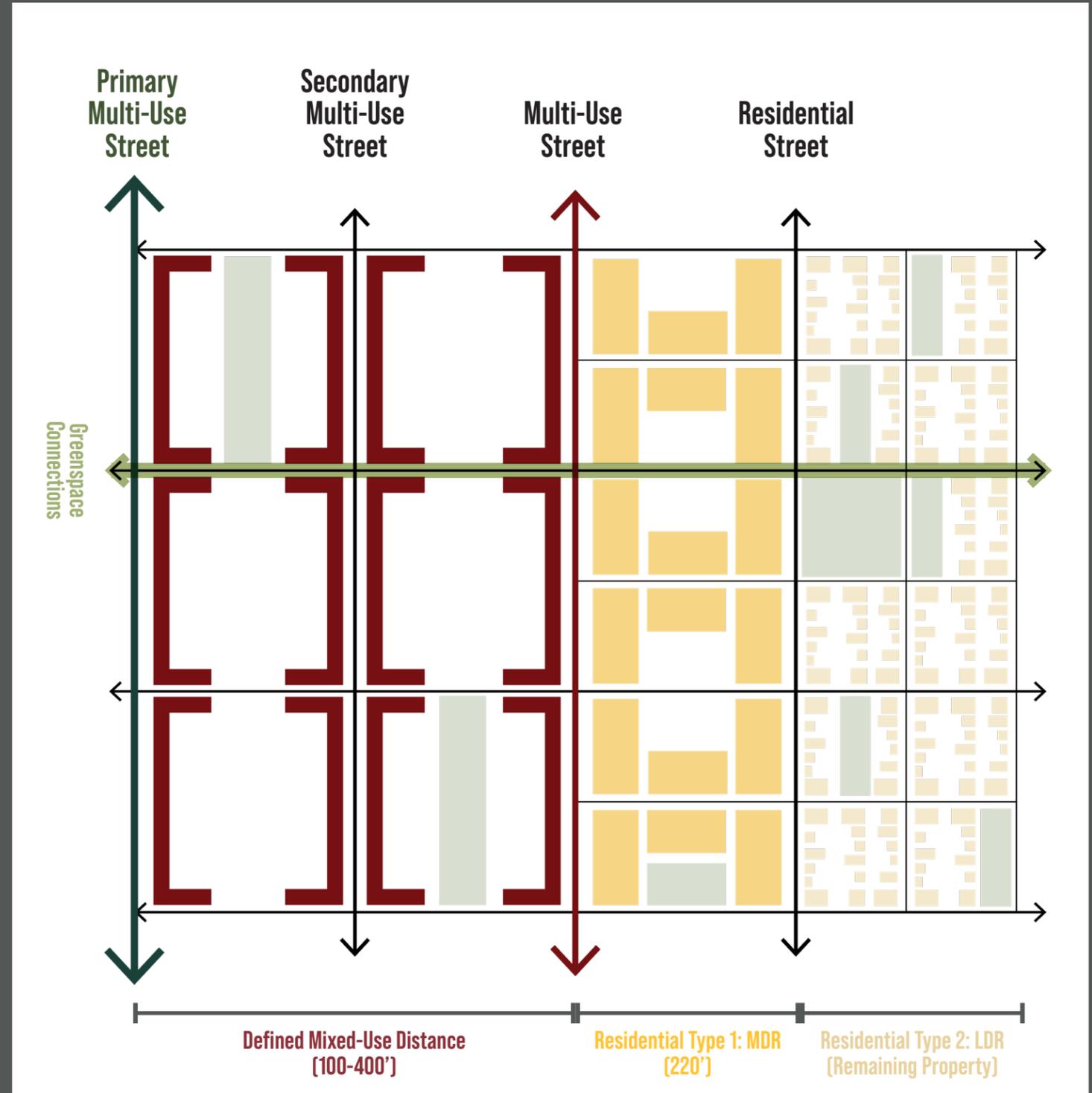
- All commercial uses must employ storefronts with zero setbacks along sidewalks.
- No rear entrances or service access may front the primary corridor.

Parking:

- All parking must be located in the rear of buildings.
- No parking shall be located along the primary corridor. Parking must be buffered from the primary corridor by either buildings or landscaping more than 50 ft in depth from the primary corridor. Landscaping must include vertical elements that serve to screen parking areas, such as hedges or trees.

Density and Height Limitations:

- Residential uses are permitted within 12-24 units/acre.
- No buildings or structures shall exceed 45 ft in height (4 stories) along typical corridor conditions.
- Where two primary corridors intersect, an additional story is permitted in the area where two commercial zones overlap in order to highlight this unique and rare condition. At these intersections, no building shall exceed 45 ft in height.



Sidewalks:

- Sidewalks are required along all streets with commercial zones.
- All sidewalks shall be made of at least two zones:
 1. Amenity Zone: houses planting strips, street trees, and furnishings, such as lampposts, benches, and public art. Amenity zones must be at least 5 ft in depth.
 2. Clear Zone: supports allow for pedestrian access. Clear zones must be 6ft in depth.
- The combined sidewalk width of the amenity zone and clear zone shall not exceed 18 ft in length.
- A third zone is optional:
 3. Supplemental Zone: supports active ground floor uses that spill out on the sidewalk, such as outdoor seating for restaurants and/or retail overflow. Supplemental zones allow additional setbacks of up to 10 ft where active ground floor uses occupy the space between the sidewalk and the building facade.
- The following elements may be located within the supplemental zone: Accessory outdoor dining; Flexible hardscape areas for retail spillout and movable furnishings; Balconies, porches, handicap ramps, and stoops;

Landscaping and water features; Lighting.

- Where supplemental zones are employed, the total sidewalk width of all three zones shall not exceed 28 ft in depth.

Pedestrian Street Lights:

- Pedestrian street lights should be encouraged along commercial streets as a more humane and human-scale alternative to larger vehicular street lights.
- Pedestrian street lights, where installed, shall be placed a maximum distance of 40 feet on center, spaced equal distanced between required street trees
- Pedestrian street lights shall be located within the amenity zone.
- Mounts for banners and/or planters on pedestrians street lights are encouraged as a means to foster charm and a sense of place.

Street Trees:

- All sidewalks along within commercial zones must contain street trees.
- Trees shall be planted a maximum of 40 feet on center within the amenity zone.
- Newly planted trees shall be a minimum of four inches in caliper and a

minimum of 12 feet in height.

Street Network:

- No curb cuts are allowed along primary or secondary corridors. All vehicular access from the primary corridor must come through new streets that run perpendicular to the primary corridor.
- Multiple entrances are encouraged along primary corridors, so as to promote options in terms of access points.
- Where two Complete Community parcels are adjacent, new street networks within each parcel should be designed in such a way as to enable connection to adjacent parcels in the future. Key streets should be designed in such a way as to allow connection to an adjacent parcel upon its development.

Mobility:

- The design of new developments should encourage multiple forms of mobility and consider a diversity of uses and users.
- Bike infrastructure should be encouraged in all development, including dedicated bike paths as part of an open space network, bike racks in the Amenity Zone, and bike storage as part of development.
- Beyond on-street bike lanes and street-adjacent greenways, developments

should also consider independent multi-use trails that offer routes independent of the street network. Routes of this kind should be encouraged as means of connecting open space amenities such as parks and recreational facilities.

- Developments should encourage these independent trail routes as a safe and pleasant alternative to street-adjacent trails, which can be feel unsafe and intimidating to some users.