

# Clayton Growth Plan Update

---

## Steering Committee Meeting #4

### Agenda

- **Meeting Information**

- Date: → January 20, 2021
- Time: → 6:00-7:30 PM
- Location: → Virtual Meeting (Zoom)

- **Agenda Items**

- **Welcome / Introductions**

- Samantha Wullenwaber, the Town of Clayton Planning Director welcomed everyone.

- **Attendees:**

- Sara Perricone
      - Michael Grannis
      - Jim Perricone
      - Dana Wooten
      - Dean Penny
      - Bob Anderson
      - Marty Bizzell
      - Michael Sims
      - Andria Merritt
      - Staff
        - Haley Hogg
        - Jeff Caines
        - Patrick Pierce
        - Samantha Wullenwaber
      - Consultants
        - Jake Petrosky, Stewart
        - Allison Evans, Stewart
        - Jaquasha Colón, Stewart

- **Schedule Update**

- The working schedule was presented. The goal is to have a draft set of policy recommendations by the next steering committee meeting.



- Adoption date is somewhat flexible. We are showing June, but it could slide to July. If we need another steering committee to discuss the plan, that can happen.

- **Engagement Results**

- Virtual Meeting – There were about 25 people in attendance when the meeting was “zoom bombed”. Uninvited guests began playing loud music and marking on the screen. Countermeasures were deployed but the meeting had to be ended. The presentation was recorded and posted on facebook and will be linked to website. The next virtual meeting will be conducted using a webinar format that has the audio of participants more restricted.
- Walking Tour – The tour was held on Dec 11<sup>th</sup> and was attended by residents and property owners. The group walked down Main Street and Second Street and discussed issues and ideas for downtown. The following topic areas were discussed:
  - Pedestrian safety and connectivity
  - Extent and identity of the downtown district
  - Incentivizing sensitive redevelopment through development regulations and processes
  - Public open space improvements
  - Signage and wayfinding needed downtown, especially for the Mountains to Sea Trail route.
  - Historic resources
- Survey Results – The survey was closed on Tuesday 1/19 and received 2,343 responses.
  - Major Issues and Themes
    - Small town lifestyle
      - The top reason for being in Clayton was “small town lifestyle”.
      - A question was asked on Facebook about what “small town feel” means to residents and how the town can support it. The following were themes in responses:
        - Community events
        - Local businesses
        - Safety
        - Parks and green spaces
        - Slow and manage the growth / concern about density and apartments
        - Need to preserve trees
        - More stores and restaurants to make it a self sufficient community
        - Encourage investment in downtown



- Leverage growth to the town's advantage
- Invest in roads and schools
- Traffic was the #1 concern for the future of Clayton
  - The committee had a discussion about transportation improvement projects that are needed.
  - NC 42 is going to be taken care of with planned DOT projects
  - US 70 is an issue with no real improvements funded.
    - US 70 / Shotwell int improvements are the only improvements planned.
    - What is plan for the rest of 70?
    - 70 is bad right now. 3pm – 6:30. And in the morning. This is only going to get worse.
  - Need to be cognizant and careful about where development will go.
- Housing preference.
  - Homes with larger yards are preferred by the majority of respondents, however 30-55% support other options, including a housing with a smaller yard within walking distance to a park or school or townhomes.
  - Respondents ages 55+ are looking for alternatives to homes with large yards
- **Vision and Goals**
  - Values, Vision, Goals
    - In the survey the respondents said they valued environmental preservation, a traditional, active downtown and attractive streets and public spaces most.
    - The Committee discussed function and creation of vision and goals
      - **Vision:** An aspirational statement that captures what we would like to achieve in the future.
      - **Goals:** A broad statement that describes the desired impact and outcome towards which measurable objectives and specific strategies are directed
    - How can we use and channel growth so it improves the town instead of harming it? Plan should promote ways we can harness it to enhance amenities for residents.
    - Feedback from the SC Members on the vision and goals for the plan included:
      - "The real question is how are we going to handle growth."
      - Need to maintain historic downtown (vibrant businesses, sidewalks, etc.)
      - Variety of sizes and pricing of housing



- Walkable communities with mixed-uses
- Transportation network needs to accommodate and facilitate growth
- 90% of the population living within 2 miles of a greenway
- Transportation and education
- Downtown is prime for redevelopment (interest + space), needs more residents
- What do we really mean by “small-town character”
- Industrial land preservation
- More bike lanes. Better greenway connectivity.
- Think Clayton tagline
  - Important to keep think clayton involved
  - DDA launched that marketing campaign originally
  - Tagline has really caught on
  - Incorporate Think Clayton as a place to live, create, shop, eat.
  - Tag Line
    - Think. Business.
    - Think. Downtown.
    - Think. Parks.
    - Think. Arts.
    - Think. Home.
    - Etc.
- **Recommendations Framework**
  - Commuter Rail
    - 10-13 yrs away.
    - Staff is working on it.
  - What is included in Infrastructure
    - Police, fire, EMS
    - Schools
    - Water/Sewer
    - Internet
    - EV cars (may be or in transportation)
    - Comments:
      - Make sure schools are included
      - Make sure internet is included in services and infrastructure component
  - Land Use Suitability
    - A draft residential land use suitability map was presented.
    - The west side of town should be looked at
    - Need to factor in Pending and approved development
    - Also need to factor in exits and industrial in residential



- SC wants to see suitability for industrial, which may conflict with residential
- Mixed use discussion
  - Riverwood, why did commercial section not work out?
  - Internal commercial space that is not visible is not ideal.
  - Not enough daytime density need both daytime occupants and drive-by opportunity.
  - Market at Riverwood has been successful. Riverwood ranch near food lion is not quite built out. 6-700 units still coming that could provide users for the retail in Riverwood.
    - Has the pandemic affected the sales for the internal retail? Who would know?
  - Size and scale of mixed use areas will be very important for Clayton
  - Two large mixed use developments coming in right now that have commercial along the corridor
  - Need to incorporate flexibility into standards for mixed use. Consider the market.
  - MXU should not be required component.
- Mix of housing
  - Mix of housing could be allowed in some future land use areas or zoning district, then in others up to a certain percentage.
    - Townhomes and apartments are currently not allowed except with Special Use Permit. Could be allowed in some places by-right but need good standards.
      - Permit good design outright, then allow SUP for other design.
    - Limited % in some other areas.
    - Prohibit in some areas or keep SUP requirement.
- Downtown
  - Could expand graphic to go to Robertson.
  - Need sidewalks improvements to Deep River and west end.
  - Form vs. flexibility
  - Need to have direction on historic preservation in this plan.
- How will we define the transitions between residential and employment centers?
  - Area across from Grifols is of interest.
- Need to be careful about “maintaining small town feel” in goals. Need to define this and be realistic about Clayton’s future. Historic nature, growth and thriving nature. Harness the growth to continue to provide enhanced amenities to all of clayton. Consider regionalized or pods of development rather than sprawl. Variety of



housing, employment, shopping, and recreation somewhat adjacent to neighborhoods.

- Tie in housing and parks/rec recommendations.
  
- **Next Steps**
  - **February**
    - Deliver set of draft recommendations for SC Review
    - SC #5
  - **March**
    - Draft Plan
    - SC #6
    - Public Meeting

