

# Clayton Growth Plan Update

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## Steering Committee Meeting #1

### Agenda

- **Meeting Information**

- Date: → July 7<sup>th</sup>, 2020
- Time: → 6:00-7:30 PM
- Location: → Zoom Meeting: Video / Conference Call

- **Agenda Items**

- **Introduction**

- Welcome / Introductions
    - Steering Committee Role
    - Discussion of Chairperson
    - Discussion of Future Meeting Dates/Times & Format

- **Schedule and Process**

- Project Purpose & Schedule
    - Steering Committee Meetings and Topics
    - Draft Public Engagement Plan

- **Project Initiation Results**

- Plan Review / Accomplishments
    - Tour Takeaways
    - Issues and Assets

- **Discussion / Exercise**

- What are the biggest issues and opportunities facing the Town of Clayton over the next 5 to 10 years?
    - What should this Plan accomplish?

- **Meeting Materials**

- 2040 Comprehensive Plan: <https://www.townofclaytonnc.org/Planning/growth-plan.aspx>
  - Implementation Section of the 2040 Comprehensive Plan: <https://www.townofclaytonnc.org/uploads/files/Planning/ThinkImplementation.pdf>



## Meeting Summary

### Introductions

- Michael Grannis: Council member, long-time resident, former downtown business owner, Civitan member, Electricities, CAMPO.
- Marty Bizzell: long-time resident, civil engineer, Planning Board, Rotary Club, Board of Directors Clayton Chamber of Commerce.
- Stacy Beard: Town's Public Information Officer (PIO), worked on previous comprehensive plan
- Andria Merritt: 14-year resident, geologist, Planning Board, Farmer's Market.
- Nathan Evans: lifelong resident, background in real estate, commercial/residential developer, Board of Directors for the Archway Foundation (Chris Archer, MLB Player).
- Ava Evans: rising junior at Cleveland High School, cross country / track runner, hostess, former non-profit charity organizer.
- Will Lawson: <not present>
- Dana Wooten: president/CEO of Clayton Chamber of Commerce, former Exec. Director JoCo Assoc. of Realtors, Rotary Club secretary, Smithfield resident (soon-to-be Clayton resident).
- Jim Perricone: 10+ year resident, former health care administrator, background in real estate, Rotary since 2008, chairs Clayton Chamber of Commerce economic development committee.
- Sara Perricone: 14 year resident, chair of Public Art Advisory Board, founder of Women In Networking (WIN).
- Dean Penny: resident of clayton since 1961, retired civil engineer, chairs Clayton Community Recreational Foundation.
- Patrick Pierce: Economic Development director, from Seattle suburb, background in regional planning and economic development.
- Michael Sims: two-decade resident, former Marine Corp, video/digital animation specialist, Clayton Downtown Development Association, Clayton Community Recreation Foundation boardmember, Rotary president, board member Harbor (domestic violence shelter).
- Christi Thompson: lifelong resident, downtown business owner (since 2015), resident of Flowers Plantation.
- Other Staff and Consultants in attendance:
  - Samantha Wullenwaber, Planning Director
  - Haley Hogg, Senior Planner
  - Jeff Caines, Planner
  - Jake Petrosky, Stewart (Consultant)
  - Jay Mcleod, Stewart (Consultant)



## Committee Role and Chair

- Steering Committee's role was reviewed including:
  - Meet regularly during the project
  - Listen and contribute ideas and opinions
  - Get others involved
  - Be an ambassador for the Plan
- Committee is willing to elect a chair and vice chair of the committee. Members will send email to Samantha if they are willing to serve as chair or vice chair.
- Schedule meetings on 2nd or 4th Thursdays as evening meetings, maybe – send Doodle poll.

## Project Purpose and Schedule

- Explained the purpose of the comprehensive plan and how the committee will advise and shape it's update.
- Showcased the previous plan and discussed the project branding. Think Clayton, Think B.I.G. (Bold, Innovative, Growth) was brand from previous plan. The "Think Clayton" tagline will likely remain, but the B.I.G. part may be changed based on feedback and overall vision that we hear during the process.
- Discussed overall project schedule, steering committee schedule, public engagement plan.

## Who to Involve and How

- The committee discussed how to get public input on the plan. Ideas included:
  - Town's social media.
  - Utility bill messaging, including e-bills.
  - Town website/project page. Could use splash page on home page.
  - Messaging through the Clayton Center events and mailing lists.
  - Video engagement (kids drawing what the future of Clayton is) – Stacy Beard leading this.
    - Make relvant to residents and business owners
    - Could be multiple parts (e.g. explainer video, interviews)
    - Have you ever thought... too much traffic, not enough greenways, etc.
  - Post info at the Clayton Community Center and reach out through Downtown Development Association (CDDA) and Clayton Chamber.
  - Schools / PTA groups / online Mom's groups
  - Food Lion has outreach potential in the Riverwood neighborhoods
  - HOAs – via Haley
  - Kid stations at public meetings
  - Need to engage naysayers and online haters so that they are involved in the solution
  - Find a way to reach out to the ETJ residents
  - Reach out through civic organizations and churches (incl. Town Manager's faith-based committee)



- Rotary meets Thursday mornings
- To get the youth – social media, esp. Instagram.
- Videos will be key to messaging.
  - Branding guidance – answer 3 questions being asked AND answer 3 questions that are not being asked.
  - Could plan live videos that are meant to answer questions – should be part of public engagement plan

## Major Issues and Opportunities

- Regional context matters – Johnston County is developing quickly, especially on the fringes of Clayton. How can we consider and accommodate trends of the surrounding area?
- Johnston County had the highest number of residential permits ever in June...
- Need to stay able to adapt to change – how can we build a plan that is adaptive?
- Growth pressures will continue, how we grow is important: Traffic, bike/ped connectivity (between developments and to the greenways), continue to build on the parks system / facilities, connect to neighborhoods and greenways.
- Greenway system should be expanded. Green spaces are an asset.
- Concerns about industrial land filling up and having little land left.
- Pharmaceutical industry cluster should be reinforced.
- I-540 opportunity will increase regional accessibility.
- Issues
  - Infrastructure issues, sewer treatment plant at capacity
  - Biggest complaints heard: too much traffic, too much development.
  - Need to be proactive for roads, street sections, design of roads, etc.
- Potential to enhance alternative energy, especially with the current state of the world – moving toward renewable energy.
- Learn from our neighbors who have faced similar growth concerns – what would they have done differently if they could go back? Where will Clayton be in 5 or 10 years.
- Downtown is an asset and should be celebrated and supported. Many towns are envious of Main Street. So many people come to visit Clayton but are not from Clayton. People find it nostalgic.
- Aesthetics of downtown could be improved.
- Continue to support public art. Sculpture trail, Apex wants one and has reached out to Sara.
- Economic Development strategy is in draft format and will need to be folded into the plan.

## Next Steps

- Homework
  - Review Implementation Matrix from 2040 Comp Plan
  - Review Planning 101 Materials (to be provided)
- August
  - Stakeholder Interviews (Maybe Aug 27<sup>th</sup>)



# Think CLAYTON NORTH CAROLINA

- Steering Committee Meeting #2 (maybe week of Aug 31, Samantha to send doodle poll)

