

Think IMPLEMENTATION



The following section provides an action plan to move from the Plan to implementation. The action plan identifies the strategy, timeline, and responsible entity for implementation. It also suggests metrics the Town can track to measure progress over time.

Appendix A: Implementation

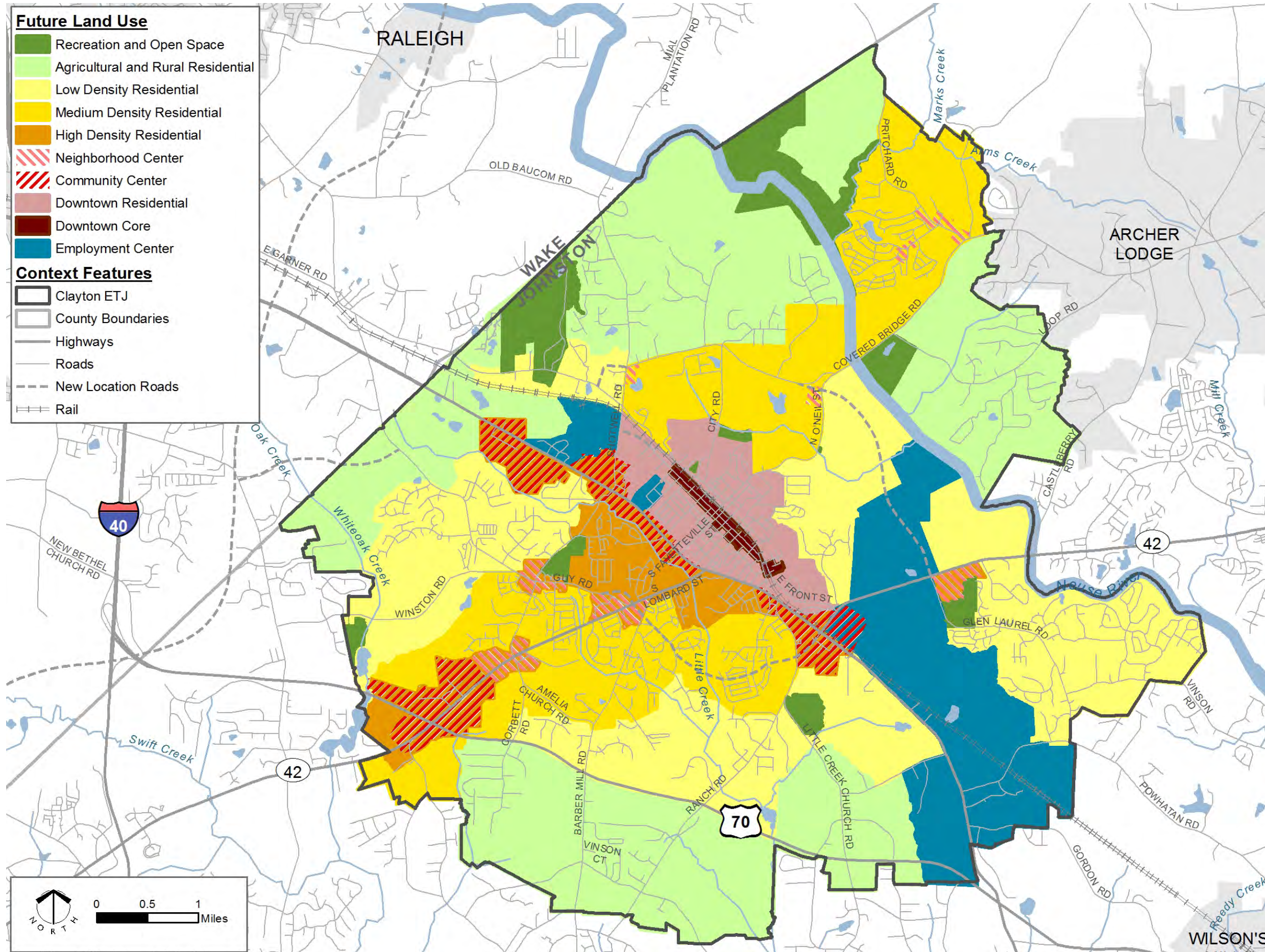
Implementation Matrix

The following table illustrates the timeframe, responsible entities and metrics to facilitate implementation of this plan. In addition to following the implementation matrix, the Town should also raise awareness of the plan, and the opportunities described within it, by making presentations to local groups and organizations and by distributing a prepared press release to area media outlets.

	GOAL	TIMEFRAME	ENTITY	METRIC
THINK LAND USE	GOAL LU1 Preserve Clayton's small-town character while allowing for growth and development in appropriate areas.	Ongoing	Town Council	Land use mix ratio
	GOAL LU2 Encourage quality development which maximizes existing infrastructure, promotes walking and biking, and enhances travel safety.	Ongoing	Planning, Public Works, Electric	New connectivity (customers) to existing infrastructure vs. new customers on new infrastructure
	GOAL LU3 Provide a sense of place and enhance aesthetics along major corridors.	Short-Term	Planning, Public Works, Public Information Office (PIO), Town Council	Updated entry features, branding, aesthetic improvements in corridors
THINK DOWNTOWN	GOAL D1 Promote quality new development, adaptive re-use projects and infill development in downtown.	Ongoing	Downtown Development Association, Planning, Town Council	Number of buildings renovated, Number of new infill projects
	GOAL D2 Improve aesthetics in the Downtown Core.	Short-Term	Downtown Development, Association, Planning, Town Council	Facade grants issued
	GOAL D3 Reinforce Downtown as the social, civic and cultural center of Town.	Ongoing	Downtown Development, Association, Planning, Clayton Visual Arts	In Downtown: pedestrian improvements, programming, public spaces developed
THINK ECONOMIC DEVELOPMENT	GOAL ED1 Increase opportunities for companies which provide well compensated, highly-skilled positions.	Ongoing	Town Council, Town Manager	Percent capture of regional job growth
	GOAL ED2 Develop Clayton's brand.	Short-Term	Public Information Office, Town Manager	Branded places and documents
	GOAL ED3 Monitor and communicate Clayton's economic position in the region.	Ongoing	Town Council, Town Manager, Public Information Office	See chart on page 27
THINK RECREATION AND OPEN SPACE	GOAL ROS1 Support the development of Clayton as a regional destination for recreation and trail-based tourism.	Ongoing	Parks & Recreation, Chamber	Visitorship, Tourism revenue
	GOAL ROS2 Increase public access to the Neuse River.	Short-Term	Parks & Recreation, Planning	Number of new and/or enhanced access points
	GOAL ROS3 Provide sufficient parks and recreation facilities to meet recreation and open space needs of residents and attract visitors of the Town of Clayton.	Ongoing	Parks & Recreation, Town Council	Add new and/or novel facilities (i.e. additional to Clayton, or new types of facilities to Clayton)
THINK HOUSING	GOAL H1 Encourage a range of housing types and lot sizes that meets the needs of various income levels, family sizes, and ages.	Ongoing	Planning	Number of blighted or dilapidated structures
	GOAL H2 Provide safe, sound, and well-maintained housing and neighborhoods.	Ongoing	Planning & Inspections, Code Enforcement	Number of blighted or dilapidated structures

Appendix A: Implementation

	GOAL	TIMEFRAME	ENTITY	METRIC
THINK MOBILITY	GOAL M1 Establish a multi-modal transportation system.	Ongoing	Planning, Public Works, CAMPO, NCDOT, Town Council	Percent of residents within walking distance of a multi-modal option
	GOAL M2 Support interconnected street systems that efficiently disperse traffic.	Ongoing	Planning, Public Works, CAMPO, NCDOT, Town Council	Level of Service
THINK UTILITIES AND INTERGOVERNMENTAL COORDINATION	GOAL U1 Invest in utility infrastructure that supports land use patterns envisioned by the Future Land Use Map.	Ongoing	Public Works, Planning, Electric	Percentage of customers (households and businesses) in the Utility Service Area (vs. total customers within the Area)
	GOAL U2 Ensure adequate water and sewer capacity to support quality development. envisioned by the Future Land Use Map.	Ongoing	Public Works, Planning	Plant capacity, Volume of water supply per capita future population
	GOAL U3 Support the conservation and reuse of water.	Ongoing	Public Works, Planning, Engineering, Johnston County Environmental Health	Number of LID projects
	GOAL U4 Coordinate the timing and location of electric utilities to minimize cost and service disruptions.	Ongoing	Electric	Cost reduction, service downtime, electric load management/redundancy
	GOAL U5 Encourage undergrounding of overhead utilities and co-location of utilities to reduce aesthetic impacts.	Long-Term	Public Works, Planning, Electric	Percent of utilities underground
	GOAL U6 Continue to provide support for solid waste service.	Ongoing	Public Works	Customer satisfaction rating
THINK NATURAL RESOURCES	GOAL IC1 Coordinate with local, regional, state, and federal agencies to ensure consistency among plans and policies, identify and resolve conflicts, and promote cooperation.	Ongoing	Multiple	n/a
	GOAL NR1 Protect and enhance Clayton's natural resources.	Ongoing	Planning, Johnston County, DENR	See Green Growth Toolbox
	GOAL NR2 Protect water quality and quantity.	Ongoing	Planning, Johnston County, DENR, Engineering, Johnston County Environmental Health	Miles of impaired streams
THINK ARTS AND CULTURE	GOAL AC1 Support Clayton as a regional destination for cultural and arts-based tourism.	Ongoing	Clayton Arts Advisory Board, The Clayton Center, Clayton Visual Arts, Chamber	Number of art installations and events



Future Land Use Map