



Town of Clayton
Town Council Work Session Minutes
Monday, June 5, 2023 at 3:00 PM
Rotary Room, Town Hall
111 E. Second Street

Council Present:

Mayor Jody McLeod
Mayor Pro Tem Jason Thompson
Council Member Andria Archer
Council Member Avery Everett
Council Member Michael Sims
Council Member Porter Casey

Staff Present:

Rich Cappola, Town Manager
Dolores Gill, Deputy Town Manager
Lee Barbee, Deputy Town Manager
Heidi Holland, Town Clerk
Robert McKie, Finance Director
Ben Howell, Planning Director
Michelle Snyder, Executive Asst. to Town Manager
Jonathan Jacobs, Assistant Engineering Director
Joshua Baird, Engineering Director
Lydia Davis, Economic Development Specialist
Patrick Pierce, Economic Development Director

Council Absent:

None

1 CALL TO ORDER

- a) Mayor McLeod called the meeting to order at 3:04 p.m.

2 ADJUSTMENT OF THE AGENDA

- a) There were no adjustments to the agenda.

Approve or Adjust the Agenda

RESULT:	CARRIED 5-0
MOVER:	Jason Thompson
SECONDER:	Andria Archer
YES:	Jason Thompson, Andria Archer, Avery Everett, Michael Sims, and Porter Casey
NO:	None

3 INTRODUCTIONS AND SPECIAL PRESENTATIONS

- a) Employee Introductions (5 Minutes)
Daniel Bizzell, Communication & Outreach
Presenter: Nathanael Shelton, Communication Director

Coy Tumage, Summer Intern (Engineering)
Presenter: Joshua Baird, Engineering Director

Christopher Medina, Summer Intern (Planning)
Presenter: Ben Howell, Planning Director

Mr. Shelton introduced Daniel Bizzell who has been with us since June 2022 as an intern. He would now become full-time. Mr. Bizzell discussed some of the changes that he plans on bringing to the Town. Mr. Baird introduced Coy Tumage who would be an engineering intern and would be helping out with a lot of tasks. He discussed the certifications that he has already received. Mr. Jacobs introduced Allen Nance, Development Planner. Mr. Howell introduced Christopher Medina, Planning intern who is working on his master's degree.

4 ITEMS FOR DISCUSSION

- a) DDA Board Recommendation Discussion (5 Minutes)
Presenter: Heidi Holland, Town Clerk

Ms. Holland stated DDA has 7 vacancies on the board, applications were received, and interviews were held. Council was provided with the names of the applicant's recommended for appointment.

- b) Hospital Signs (10 Minutes)
Presenter: Jonathan Jacobs, Asst. Engineering Director & Allan Nance, Development Plan Reviewer

Mr. Jacobs stated we have hospital signs at 7 locations and the goal is to improve visibility and connectivity, increase awareness. Shared were examples of the current signage and the proposed new locations to include Downtown: E. Main St/Lombard St.; E. Main St/N. O'Neil St.; S. Lombard St/BUS 70 Exit; East Clayton: Highway 42/BUS 70; Hwy 42/Castleberry; Johnston Health Clayton: Hwy 42/Hospital; 70 Bypass (1/2 mile before exit west bound); 70 bypass (1/2 mile before exit east bound); Clayton Gateway: BUS 70/Walmart; BUS 70/Shotwell Rd.; Ranch Road Interchange: Ranch Rd. north/Clayton bypass; Ranch Rd. south/Clayton bypass; and Highway 42/Guy Rd.: Guy Rd./Amelia Church Rd.; Guy Rd./Hwy 42; Hwy 42/Amelia Church Rd.

Proposed signage overview: 15 proposed locations, increases visibility, informs residents and visitors, increases connectivity and helps promotes future transportation long-term plan.

Mr. Baird stated staff have had conversations with DOT on these roads. They would like to review this and discuss the next steps.

c) Transportation Plan Update (15 Minutes)

Presenter: Jonathan Jacobs, Asst. Engineering Director

Mr. Jacobs stated Council was provided a list of proposed members for the steering committee. He stated he wanted to get ahead of the kick-off for this before starting the project; more details to come in 2 weeks. He would like to get guidance from Council as to who they would like to see on the committee. He went through the list of proposed members. He asked if Council had any feedback to let Mr. Cappola or Ms. Holland know. He stated the committee would meet every 3-4 months. This committee's role is to provide feedback to the core technical team, which are involved in the everyday plan. Kick-off would be July/August. This would be brought back to the June 20th meeting to get Council's blessing to move forward. Mayor McLeod stated he would like 2 council members with Mayor McLeod as an alternate on this committee.

d) Legend Park Update (15 Minutes)

Presenter: Joshua Baird, Engineering Director

Mr. Baird provided an update on Legend Park, a project that has been going on for over 4 years. The State has studied this site, changed contractors. Shared was the waste boundary. The State's goal is to relocate some of existing trash near the stream, pull some back and relocate other areas and put a cap on the site. Staff has requested to maintain and use as much space as possible. The State would clear cut the entire area, level out trash and put soil back on top but there would be an area that would be grassy meadow with restrictions.

Staff has been working with the State and know they would like to have parking area and have also been discussing a trailhead. There was discussion on access areas. Shared was an overlap map of this park. DOT is proposing a gravel parking lot, but staff are pushing for an asphalt lot.

The next steps for the State to take this to public comment before the contractor has been hired and hopefully move forward with this. He discussed the challenges of this project. The Greenway would have to be relocated and the Town would have to maintain the signs.

Mr. Baird asked if Council is ok with this going to public comment or to take other routes? This area would not be an active recreation area with ball fields, this would be an open field.

It was the consensus of the Council to allow this to go to public comments and then move forward.

e) Downtown Branding (15 Minutes)

Presenter: Patrick Pierce, Economic Development Director

Mr. Pierce stated in August 2022, DDA kicked off a strategic planning process. In Fall 2022, this project went before focus groups, advisory board outreach, two Council work sessions, and surveys were sent out. In January 2023, the final draft of Strategic Plan was provided to staff and DDA.

Implementing the Plan:

- Destination Branding for Downtown was a priority recommendation
- Brand should coordinate with the Town's current brand, yet tell Downtown's story
- Through partnership with Downtown Strategies, engaged Arnett Muldrow, a municipal and downtown branding specialist.

After several tweaks by DDA, they voted to unanimously endorse the new downtown brand. Ms. Davis shared the branding pallet which includes yellow, green and red to incorporate vibrant colors. They wanted the brand to show a downtown story. There will be generic banners but also new banners that would show the new downtown brand design.

Next Steps

- Update digital assets and collateral
- Launch at July 1 fireworks, including new tent, promo items, merch (Koozies with new logo given out on water bottles)
- Banners installed mid-July
- Video on Downtown Social Media
- New t-shirts and merch at August Concert

Recap

- Creates destination brand for Downtown
- Complements Town's existing brand, "Think Clayton", does not replace.
- Color palettes complement Town and other brands downtown brands
- Flexible brand and extensions for use by businesses and organizations

- f) DOT Roads Renaming (Hwy 70/42W) (15 Minutes)
Presenter: Patrick Pierce, Economic Development Director

Mr. Pierce stated they are still working through this with the County.

Overview

- US 70 is currently dual shield as I-42 and US 70
- I-42 will replace US 70 in Fall 2023
- US 70 BUS will revert to US 70 from I-40 to current US 70/US 70 BUS interchange
- Submittal deadline in fall 2023

Shared was a map of the relocation on what was approved and what would be NC 36.

Proposals

NC 42 to be changed to NC 36; portions of 42 will be eliminated; others would be renamed to NC 36 as a result of I-42.

There would be a public meeting on July 25, 2023 at the request of NCDOT.

Shared were idea names for these highways. It was stated there is already a Johnston Parkway.

70 Side

- Clayton Parkway
- Clayton Blvd
- Clayton-Garner Parkway

42 Side

- Johnston Parkway to Wake County line
- Johnston Parkway Wake County to Amelia Church/Lombard St. to Horne Square.

Mr. Pierce asked Council if they had any ideas. It was stated to incorporate Copper on the 42 side somewhere in the name. It was consensus of Council to use Clayton Blvd on the 70 side and if the County is naming this NC 26, we need to do that also. If they are coming up with something unique, we could do that too.

- g) Codify Clayton Update (30 Minutes)
Presenter: Ben Howell, Planning Director

Mr. Howell provided an update. Shared was the schedule, we are currently in the drafting phase with delivery October 2023. The project website is currently being updated. Shared was the project timeline.

Project Goals

- Make the Code more user-friendly and predictable
- Implement the 2045 Comprehensive Growth Plan
- Raise the bar for development quality & design
- Accommodate a wider range of housing options
- Encourage employment-generating uses
- Foster downtown development/redevelopment
- Protect community character and property values

Prefactory Sections

- Not codified text, but important background
- UDO Amendment Table
- Using this UDO
- FAQ
- Master TOC

Mr. Howell discussed each of the chapters:

- Chapter 1: Administration
- Chapter 2: Applications
- Chapter 3: Districts
- Chapter 4: Land Uses
- Chapter 5: Nonconformities
- Chapter 6: Standards
- Chapter 7: Violations
- Chapter 8: Word Usage

Next Steps

- Codify Clayton Steering Committee Meetings in June
 - Review Chapters 3, 6 and 8
- Testing in July
 - Consultant will test new UDO against previously - approved development plans
- Public Engagement
 - Final Public Engagement period in July/August
- August Town Council Work Session
- August/September – Planning Board Public Comment Session
- September/October/November – Town Council Public Hearing

Chapter 155 would no longer be in the Code of Ordinances, it would be removed out of American Legal.

h) Discussion

- FY24 Retreat
- Work Session Topics

There was discussion on dates and location for the next Council Retreat. We would stay local on odd years and offsite on even years. We would target dates for the Spring. In the Fall, we would stay in Clayton and need a day or two to review the UDO. The next big project would be the Strategic Plan. Ms. Gill stated she would send out a survey to Council to get their opinion on retreat topics. There was discussion on holding the retreat in Little Washington.

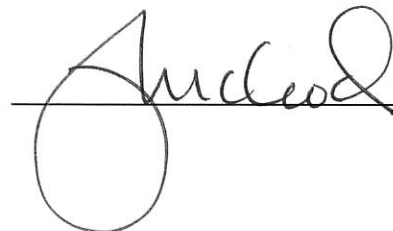
5 ADJOURNMENT

- a) With nothing further, the meeting was adjourned at 5:17 p.m.

Motion To Adjourn

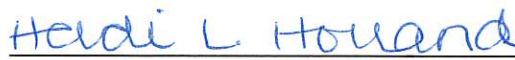
RESULT:	CARRIED 5-0
MOVER:	Jason Thompson
SECONDER:	Andria Archer
YES:	Jason Thompson, Andria Archer, Avery Everett, Michael Sims, and Porter Casey
NO:	None

Duly adopted by the Town Council this 20th day of June, 2023 while in regular session.



Jody L. McLeod
Mayor

ATTEST:



Heidi L. Holland, CMC, NCCMC
Town Clerk

