



**Town of Clayton
Town Council Work Session Minutes
Monday, November 6, 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
Heidi Holland, Town Clerk
Jim Cauley, Town Attorney
Dolores Gill, Deputy Town Manager
Lee Barbee, Deputy Town Manager
Robert McKie, Finance Director
Michelle Snyder, Executive Asst. to Town Manager
Sam Johnson-Phillips, Deputy Town Clerk
Jonathan Jacobs, Assistant Engineering Director
Patrick Pierce, Economic Development Director
Conrad Olmedo, Planning Director

Council Absent:
None

1 CALL TO ORDER

- a) Mayor Pro Tem Thompson called the meeting to order at 3:05 p.m.

2 ADJUSTMENT OF THE AGENDA

- a) Item 3b. will be an item at tonight's council meeting.

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

3 INTRODUCTIONS AND SPECIAL PRESENTATIONS

- a) Employee Introduction (3:00 - 3:15 p.m.)
- Kerrie Greening, Billing Specialist
Presenter: Ann Game, Revenue & Utility Customer Service Director
 - Jonathan "Jon" Weckesser, Zoning and Code Enforcement Officer
• Conrad Olmedo, Planning Director
Presenter: Jonathan Jacobs, Asst. Engineering Director

Ms. Game introduced Kerrie Greening, who will be taking the place of Terry Johnson, who will be retiring at the end of this year. Mr. Jacobs introduced Mr. Weckesser and Deputy Town Manager Barbee introduced Mr. Olmedo.

- b) **Thank You To Council**
Presenter: Bill Simpson, WRF Superintendent

This item has been moved to tonight's council meeting.

4 ITEMS FOR DISCUSSION

- a) **Advisory Board Recommendations (3:15 - 3:20 p.m.)**
Presenter: Heidi Holland, Town Clerk

Ms. Holland discussed the vacancies for advisory boards upcoming in December. Applications were received and Council liaison of the boards chose who they would like to interview. There was consensus of Council to move forward with the names chosen.

- b) **Downtown Branding and Town Signage Update (3:20 - 3:40 p.m.)**
Presenter: Patrick Pierce, Economic Development Director

Mr. Pierce provided an update on the Town signage. Provided was background:

- Signage has been budgeted as an ongoing programs budget code with a budget of \$50,000 for FY24;
- An SOP assigning departments to all types of town signage has been developed
- Beginning last year, this committee began exploring all types of signs and determined that we would design wayfinding and monument

Shared were two designs of the monument signs which would begin with Municipal Park, Fire Station 2, Riverwalk Greenway, SBWRF, etc. There was discussion from Council on preferring Option 2 that was shared. Mr. Pierce stated 10 locations for current wayfinding sign have been accessed. Shared was the downtown branding logos that the DDA board launched. There was discussion on downtown parking and map signage. There is a QR code on the downtown sign that will pull up a map of downtown. Mayor McLeod stated he likes the monument signs but doesn't think WRF needs a \$14,000 monument sign. Council Member Casey agreed.

Shared were pedestrian wayfinding signs options. These would be installed on the ground in different locations and would be semi-permanent. Mayor McLeod stated he would like to see a draft before anything goes on the sidewalk.

There was discussion on vehicular wayfinding. In lieu of more permanent wayfinding, temporary material would be used to get wayfinding installed in more locations. Decision point would be to determine if these should have downtown branding where appropriate and Downtown branding elsewhere, or all Town brand, even in Downtown. Two options were shared. There was

detailed discussion on keeping the signs consistent with our current seal and colors. There was discussion on not using the purple that is in the downtown branding logos. Council Member Casey stated he likes the Explore Downtown logo with possible tweaks. Mayor Pro Tem Thompson stated he doesn't think we need a separate downtown branding with different colors.

Two options with this year's budget (\$50,000):

1. Purchase 2-3 monument signs and 15+ temporary wayfinding signs
2. Purchase 10 more permanent wayfinding signs, no monuments signs
 - If option A, which three prioritized monument sign locations (Municipal Park, Fire Station 2, Riverwalk, SBWRF) are best?
 - If option B, are the initial 10 current wayfinding sign locations good?
 - Regardless of option, should the wayfinding signs located in Downtown, be designed to match the new Downtown Branding (Monument signs at facilities would remain Town branding, same formula as the banners) or keep it all in Town branding?

c) UDO Overview and Discussion, PART 1 (3:40 - 4:45 p.m.)

Presenter: Rich Cappola, Town Manager; Dolores Gill, Deputy Town Manager; Jonathan Jacobs, Asst. Engineering Director; Conrad Olmedo, Planning Director

Ms. Gill began discussion on this item. She discussed the changes that Council had provided to staff. She asked if they had any further changes to provide those to staff. There was detailed discussion on the changes that were provided by Council and discussion that was had with the steering committee.

Council Member Archer discussed an email that was received with questions. She stated a citizen complained about a policy regarding connection to wastewater in the ETJ. The original ordinance had it set up a certain way. Mr. Cappola discussed the commercial properties in the ETJ. Council Member Archer wanted to confirm current staff is ok with the way it's worded. Mr. Cappola stated he would not recommend the way it's currently worded. Council agreed it should go back to the original wording before Chad Meadows with CodeWright changed it.

Council Member Archer stated throughout code there are different policy or guidance copies that are referenced that look like there should be a hyperlink. She asked if anyone had staff check to make sure everything is linked correctly. Mr. Cappola stated Mr. Meadows has a period of time in January that supplies everything hyperlinked.

Council Member Everett mentioned under Land uses, the Sexual Industry establishments being 1000 ft. away from residents, schools, religious institutes. Wants to be sure the wording doesn't apply to disparaging LGBTQ businesses. Conrad Olmedo stated this refers to businesses.

There was discussion on limiting vape shops & storage units. Mr. Olmedo stated he has suggestions for the buffering requirements, he wants to make sure there isn't confusion between gas stations that sell vapes. It was stated Mr. Meadows provided good verbiage for vape shops and storage facilities for Burlington that Mr. Olmedo would share with Council for consideration.

There was discussion on downtown transitional multifamily dwelling. There was discussion on concerns on Crescent Drive about multi-family homes within the downtown transitional district. Council Member Casey asked about downtown single family attached homes. Mr. Olmedo stated he would research that. Council Member Casey asked for clarification on the open space requirement, is it 10% or 30%? He stated he would rather it be the 10%. Mr. Olmedo stated he would look into that.

d) Veterans Day Event (5:00 p.m.)

The meeting was adjourned at 4:45 p.m. for Council to attend the Veterans Day Event.

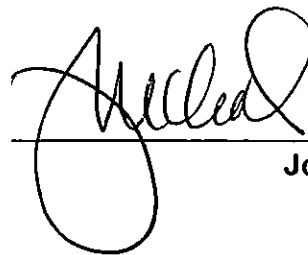
5 ADJOURNMENT

a)

With nothing further, the meeting was adjourned at 4:45 p.m.

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

Duly adopted this the 20th day of November, 2023 while in regular session.



Jody L. McLeod
Mayor

Heidi L. Holland

Heidi L. Holland, CMC, NCCMC
Town Clerk

