Town of Clayton
Town Council Work Session Minutes
Monday, April 3, 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

Council Absent:
None

Staff Present:
Rich Cappola, Town Manager
Jim Cauley, Town Attorney
Heidi Holland, Town Clerk
Dolores Gill, Deputy Town Manager
Lee Barbee, Interim Deputy Town Manager/Fire Chief
Robert McKie, Finance Director
Ben Howell, Planning Director
Byron Poelman, Water Resources Director
Michelle Snyder, Exec.Assistant to Town Manager
Patrick Pierce, Economic Development Director
Lydia Davis, Economic Development Specialist
Joshua Baird, Engineering Director

1 CALL TO ORDER

a) Mayor McLeod called the meeting to order at 3:08 p.m.

2 ADJUSTMENT OF THE AGENDA

a)

Approve or Adjust the Agenda

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

3 ITEMS FOR DISCUSSION

a) Downtown Master Plan (1 Hour, 30 Minutes)
Presenter: Dan Lambert, McAdams and Ben Howell, Planning Director

Dan Lambert, with McAdams, was present to discuss this item. Shared was the process, there have been meetings with focus groups and have spoken with stakeholders. McAdams is currently analyzing what they have and making recommendations.

Mr. Lambert stated he would take recommendations, and this would become a series of action items that Council would take. Community survey began October 2022, and had great input with over 1,000 responses. Shared were the survey results.

Full market research was completed by Rose Associates. Shared was that research. There was discussion on the parking at Horne Square, it was stated this is not conducive to the town. Next steps, we are in the planning stage, we are creeping into the final plan, then adoption.

Shared were different options for opportunity site concepts.

Included in the minutes is the Process & Plan Status Update.

b) Council Discussion (15 Minutes)

Joshua Baird began discussion on the East Main Street project. Slides were shared and the three options. The costs for all three options are approximately the same. With Option #1, overhead utilities are an issue. Recommendations from Dan Lambert with McAdams would be Option #3, Option #1, then Option #2. There was discussion on the possible risk of losing money from LAPP if this project takes a long time to begin. There was discussion on possible drainage issues.

It was the consensus of the Council to proceed with Option #3.

4 CLOSED SESSION

a) Closed Session to Discuss Legal Matter in Accordance with NC GS 143-318.11(a)(3) & To Discuss Personnel Matter in accordance with NC GS 143-318.11(a)(6)

Motion to Go Into Closed Session

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

Motion to Return to Open Session

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

5 ADJOURNMENT

a) Adjourn

With nothing further, the meeting was adjourned at 5:35 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 17th day of April, 2023 while in regular session.

Jody L. McLeod
Mayor

ATTEST:
Heidi L. Holland
Heidi L. Holland, CMC, NCCMC
Town Clerk

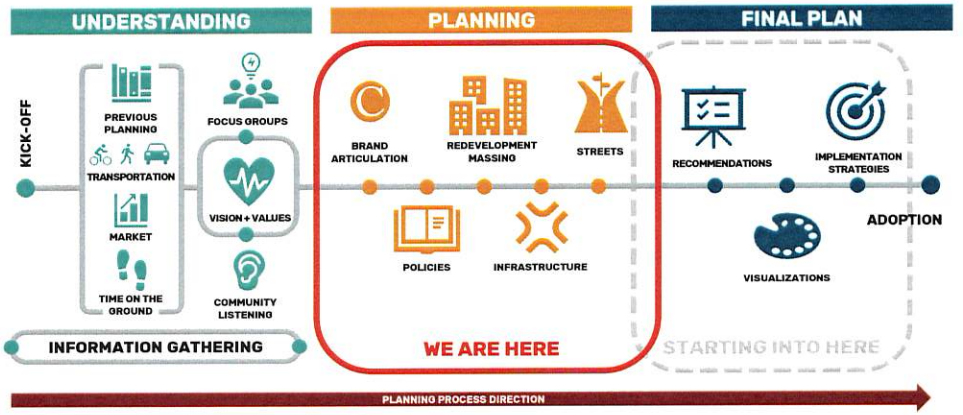
TOWN OF CLAYTON
INCORPORATED
APRIL 1869
CLAYTON, N.C.

CLAYTON DOWNTOWN MASTER PLAN

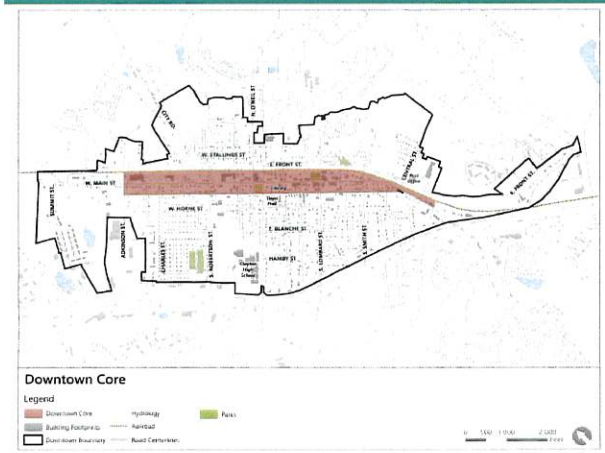
PROCESS + PLAN STATUS UPDATE

April 3, 2023

DOWNTOWN MASTER PLAN PROCESS

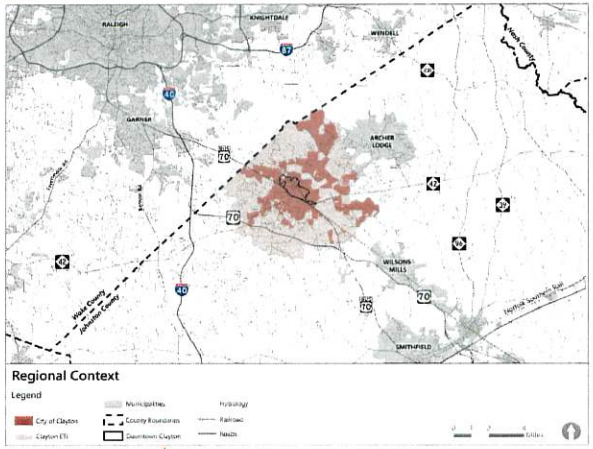


DOWNTOWN BOUNDARY- STUDY AREA



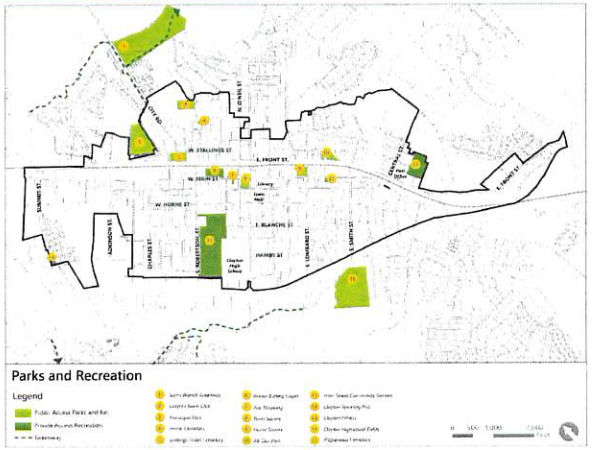
- Larger Study area is 822 acres
- Downtown Core is 56 acres
  - 22% is Right of Way
  - 8.6 % Building coverage

REGIONAL CONTEXT



- 16 miles to Raleigh NC
- 13 miles to Smithfield NC
- Major Routes include US 70, Interstate 40, and Business 70
- Norfolk Southern Rail bisects the downtown study area

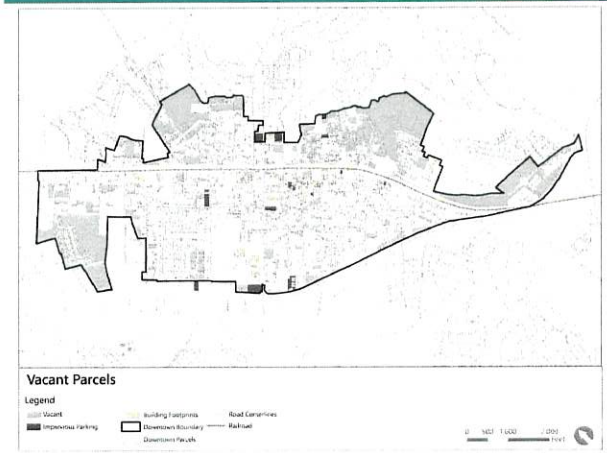
PARKS AND RECREATION USES



This map illustrates parks and recreational facilities in Downtown Clayton

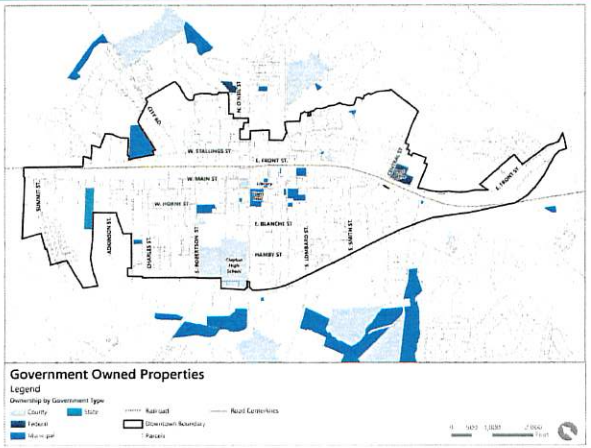
- Several private gyms and commercial recreation facilities
- Gap in greenway through Downtown Clayton- How to connect access with local parks and neighborhoods?
- Cemeteries are included on this map as they are preserved open space

VACANT LAND USE AND PARKING



- This map highlights parcels that do not contain a building in Downtown Clayton
- The darker grey denotes parcels in Downtown that are occupied by Impervious Parking lots.
- Note that there are other parking lots within Downtown Clayton, but they are on lots which also contain a building

GOVERNMENT OWNERSHIP IN DOWNTOWN

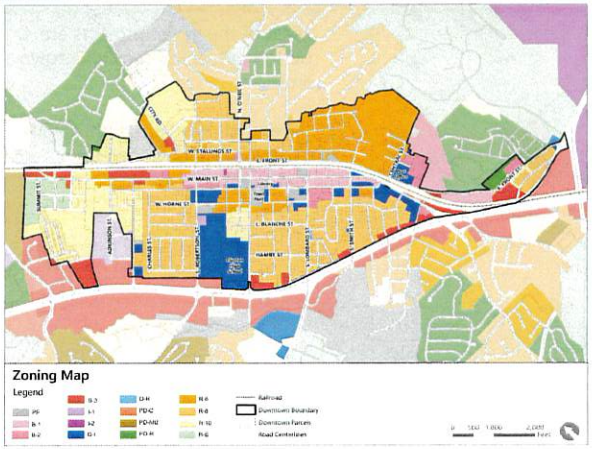


This map shows the properties in and around downtown that are owned by a government entity.

Land Uses associated with Government Ownership

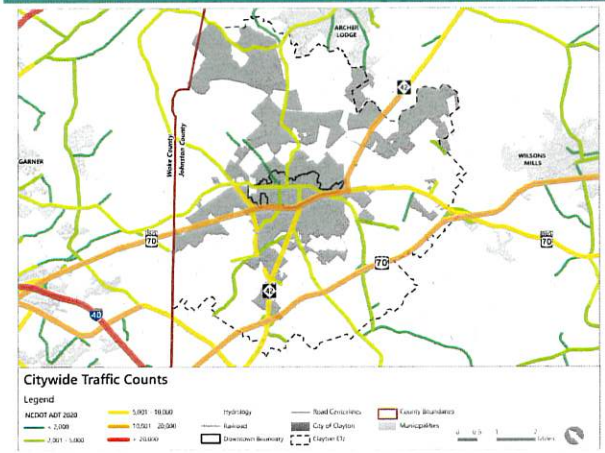
- Schools (Public)
- Hospitals (Public)
- Town Hall/ Government Offices
- Emergency Management, Fire, and Police
- Municipal or County Parks

ZONING DISTRICTS



- 31% of the total land area is Single Family Residential R-8 (8,000 sf lots)
- 20% of the total land area is Single Family Residential R-6 (6,000 sf lots)
- 17% of the total land area is Single Family Residential R-10 (10,000 sf lots)
- 10% - Office-Institutional

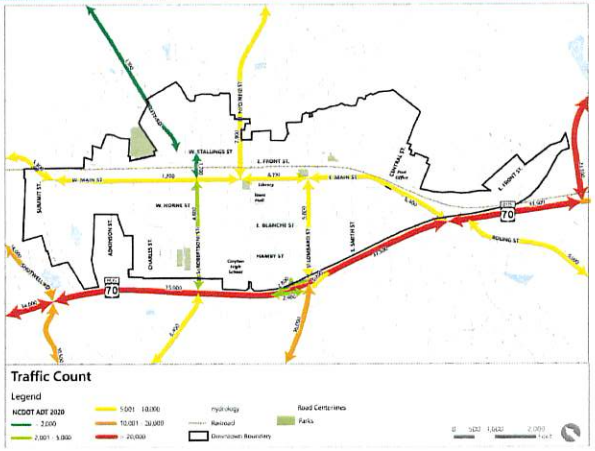
TRAFFIC- CITYWIDE



NCDOT Average Daily Traffic Counts (2020)

- Heaviest Traffic is along Interstate 40, Highway 70 and Business 70

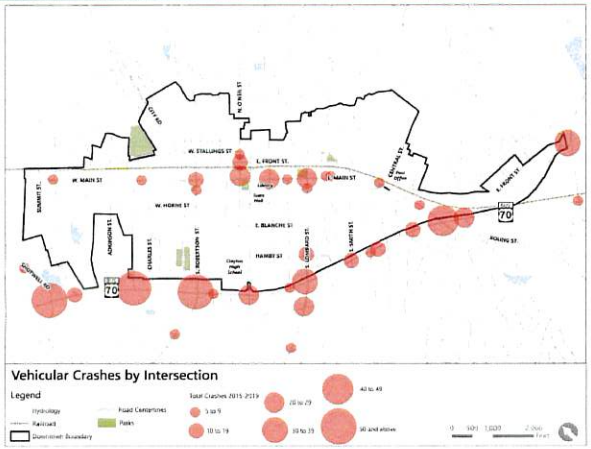
TRAFFIC- DOWNTOWN



NCDOT Average Daily Traffic Counts in Downtown (2020)

- As shown in the previous map, the heaviest traffic is along Business 70 on the southern edge of Downtown
- Main Street has between 6,000- 8,100 daily cars
- North O'Neil Street also has around 8,000 cars daily

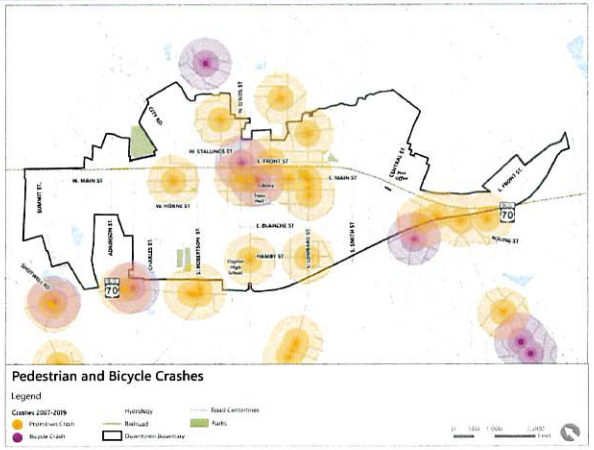
TRANSPORTATION- CRASHES



This map illustrates where NCDOT has recorded vehicular crashes between 2015-2019. The intersections have been concentrated around the nearest intersection.

- Highest number of crashes are along Bus-70
- Main Street also has a high number of crashes

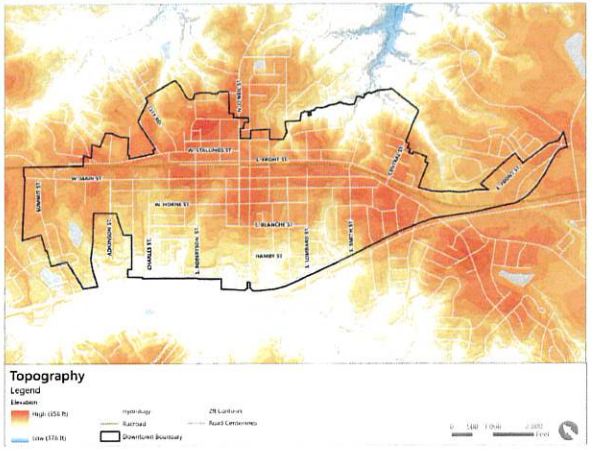
TRANSPORTATION- CRASHES



This map illustrates where NCDOT has recorded pedestrian and bicycle crashes between 2007-2019.

- Main Street and Lombard St have had a significant number of crashes
- Crashes are also concentrated around Bus-70 and Champion St

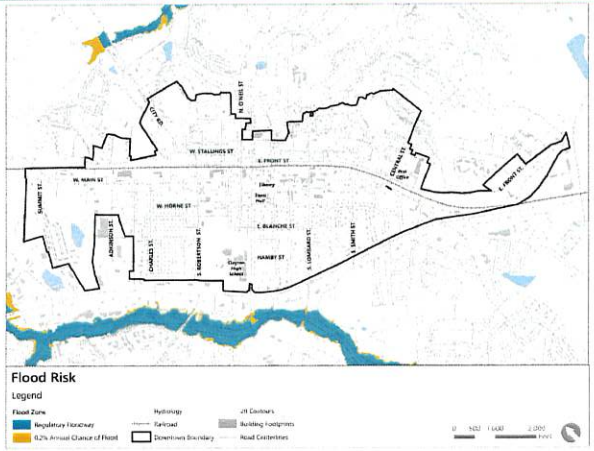
ENVIRONMENT- TOPOGRAPHY



Downtown Clayton is farily flat topographically with around 180ft in elevation difference

- Main Street sits along a high ridge
- Drainage to the north and south of the Downtown Core

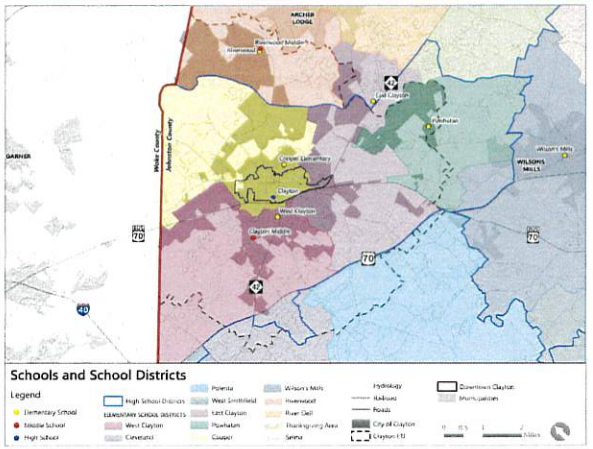
ENVIRONMENT- FLOODZONE



This map shows the existing Floodplain in the Town of Clayton.

- There is no floodplain in Downtown

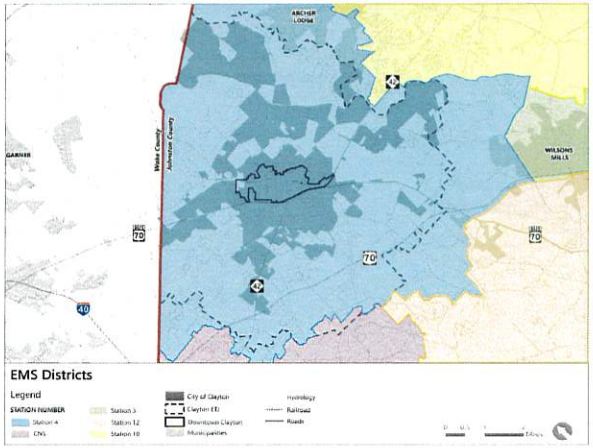
COMMUNITY SERVICES- SCHOOLS



This map illustrates the School Districts and Schools in the Town of Clayton

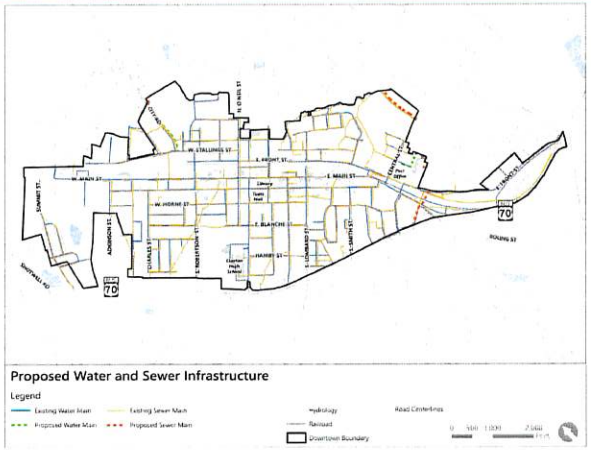
- Downtown Clayton is primarily in the Cooper Elementary School District, Riverwood Middle School District, and Clayton High School District
- Clayton High School is the only school within the Downtown Boundary
- Cooper Elementary, West Clayton Elementary, and Clayton Middle sit just outside Downtown Boundary

COMMUNITY SERVICES- EMS



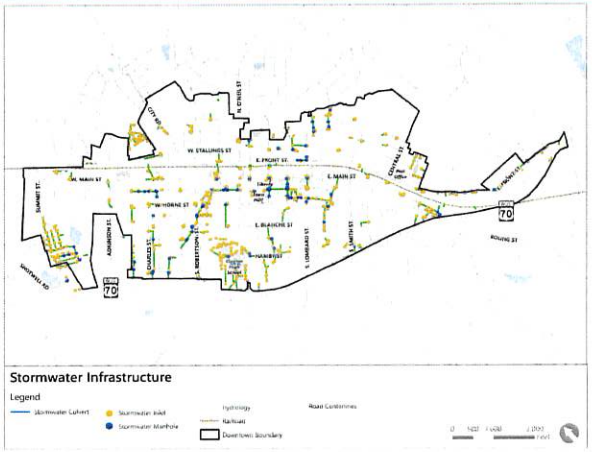
This map shows the Emergency Medical Services Districts in Clayton. Downtown Clayton is within the Station 4 area.

UTILITIES- PROPOSED



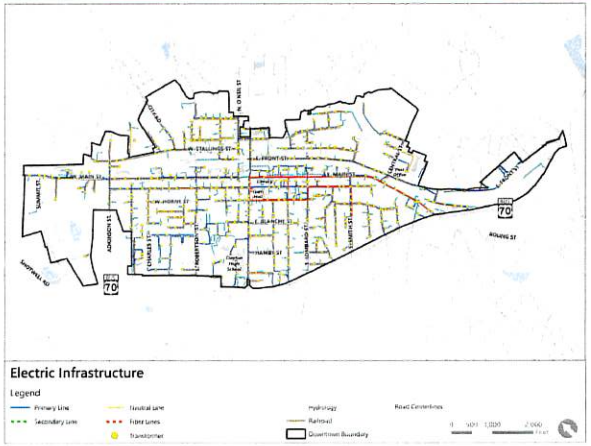
This map shows the existing and proposed water and sewer lines in Downtown Clayton

UTILITIES- STORMWATER



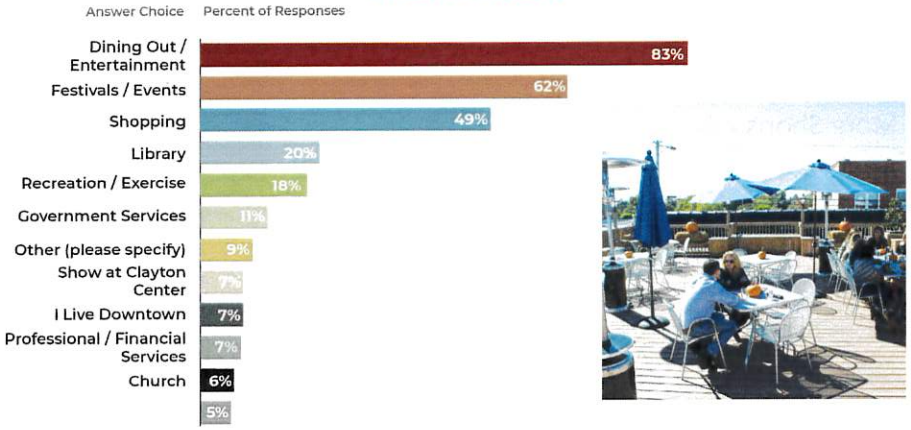
This map shows the existing stormwater infrastructure in Downtown Clayton

UTILITIES- ELECTRIC

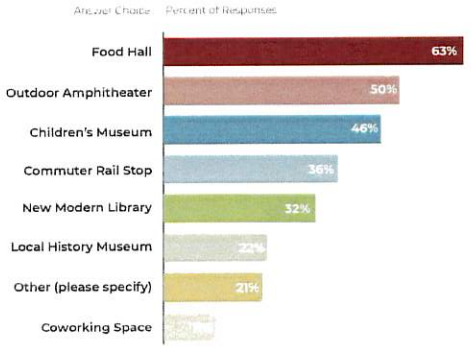


This map shows the existing electric infrastructure in Downtown Clayton

WHAT ARE YOUR PRIMARY REASONS FOR VISITING?



ARE THERE OTHER DESTINATIONS THAT YOU WOULD LIKE TO SEE LOCATED DOWNTOWN?



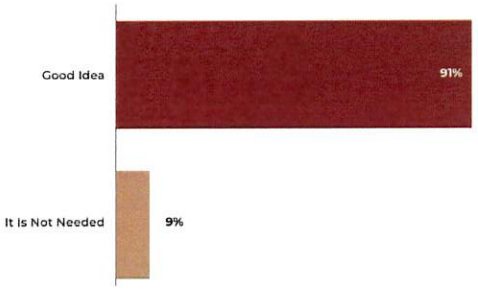
WHAT IS YOUR FAVORITE THING ABOUT DOWNTOWN?

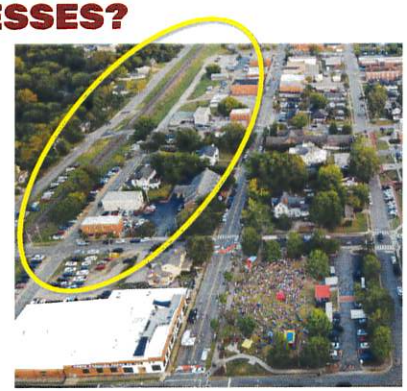
Public Art and Decor
Boulevard West Coffee
Outdoor Spaces
Farmer's Market
Cleanliness/ Maintenance
Festivals and Events
Manning's
Beautiful
Feels Safe
Small Town Charm
Restaurants and Bars
Shops and Businesses
Three Little Birds Market
Ability to Walk Around
Revival
Historic Architecture

WHAT IS YOUR LEAST FAVORITE THING ABOUT DOWNTOWN?

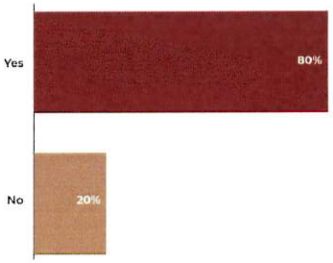
Too Many Offices
Poor Pedestrian Experience
Nothing to Do
A Little Outdated
Disconnected / Spaced Out
Not Enough Retail / Restaurants
Difficulty Parking
Narrow Streets
Low Quality Restaurants
Limited Hours
Too Much Traffic
New Development
Poor Appearance
Too Small
Empty / Vacant Buildings
A Lot of the Same

WHAT DO YOU THINK ABOUT PAVING SECTIONS OF FIRST STREET AND ADDING PARKING AREAS ALONG THE RAILROAD CORRIDOR BEHIND MAIN STREET BUSINESSES?

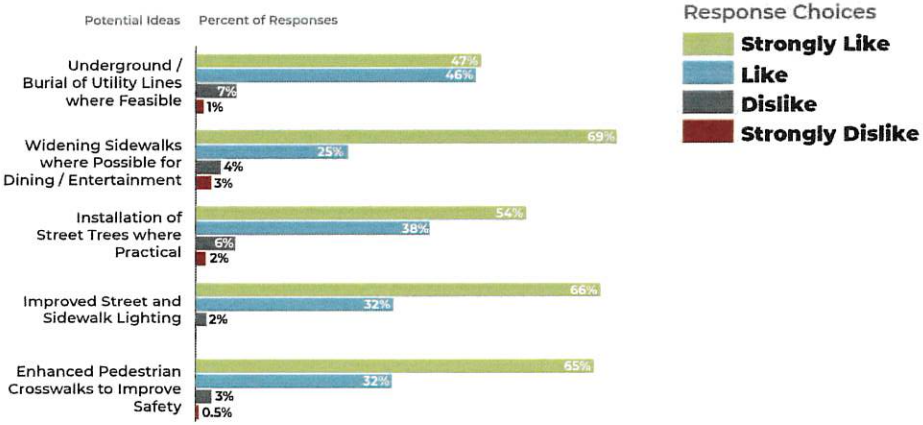




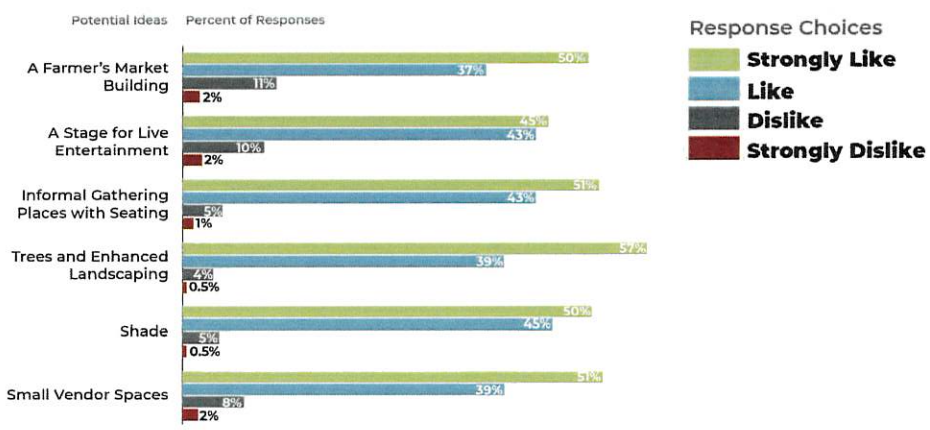
WOULD YOU SUPPORT THE CREATION OF A SOCIAL DISTRICT IN THE DOWNTOWN CLAYTON BUSINESS DISTRICT?



PREFERENCES FOR MAIN STREET:



PREFERENCES FOR PUBLIC SPACES:



LISTENING SESSIONS SUMMARY

KEY ISSUES

Infrastructure

- Stormwater Compliance Costs
- Older Systems in Place – Sewer and Water

Downtown Management

- More Focused Organization and Management of Downtown – MSD/BID?
- Regulatory Reform – Signage, Fire Districts, Outdoor Cafes, Parking, Zoning

LISTENING SESSIONS SUMMARY

KEY THEMES

- ***Prepare for Rapid Growth*** – Population Projections
- ***Update Public Facilities*** – Library, City Hall, Bathrooms, Farmers Market
- ***Improve the Public Realm*** – Re-Envision the Squares and Main Street
- ***More Folks Living Downtown*** – Existing and Planned Apartments
- ***Commuter Rail*** – Where Can Best ROI be Delivered?
- ***Direction of Future Growth*** – 2nd Street, East / West
- ***Regulatory Reform*** – Make is easy to develop, open a business or plan an event in Downtown

PUBLIC WORKSHOP

February 28th, 2023

Public Workshop held at Town Hall saw tremendous turnout and engagement.

Started to put ideas onto paper.

Helps to determine specific vision for Master Plan

Currently synthesizing the results into a plan.

CLAYTON, NC

DOWNTOWN MASTER PLAN UPDATE
REAL ESTATE & ECONOMIC DEVELOPMENT ASSESSMENT
2010 - 2022

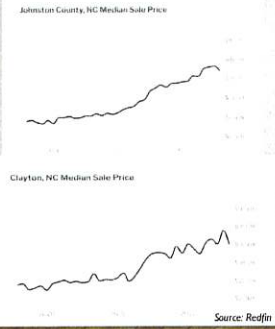
CLAYTON DOWNTOWN DEVELOPMENT ASSOCIATION INC
Think CLAYTON Think Downtown

COMMERCIAL MARKET SUPPLY
SEPTEMBER 2022 (YOY COMPARISON)

Metrics	Johnston County Submarket	Southeast/South Submarket	Northeast/East Submarket	Clayton Submarket	CoStar Raleigh Market
Multifamily Inventory	3,400 units	5,438 units	5,865 units	2,934 units (+4.5%)	112,463 units
Multifamily Vacancy	6.7% (+2.3%)	4% (+1.1%)	8.4% (+6.5%)	4.6% (+0.2%)	6.5% (+1.5%)
Multifamily Market Rent	$1,426 (+6.9%)	$1,467 (+8.0%)	$1,571 (+13.1%)	$1,351 (+6.5%)	$1,574/unit (+9.2%)
Office Inventory	2,470,000 SF	2,048,000 SF	1,239,000 SF	971,000 SF (1.3+)	77,210,000 SF (+1.1%)
Office Vacancy	2.2% (-2.1%)	2.2% (+0.1%)	2.7% (+0.2%)	1.0% (-5.3%)	8.5% (+0.1%)
Office Market Rent	$20.74 (+1.9%)	$23.76 (+2.8%)	$23.66 (+2.7%)	$22.81 (+2.7%)	$28.16 (+3.0%)
Retail Inventory	8,833,000 SF	5,594,000 SF	6,300,000 SF	2,300,000 SF (+7.3%)	77,159,000 SF (+1.0%)
Retail Vacancy	2% (-0.4%)	1.0% (-3.7%)	4.1% (+0.7%)	1.2% (-0.7%)	2.6% (-0.9%)
Retail Market Rent	19.19 (+8.6%)	$23.06 (+9.0%)	$19 (+9.3%)	$19.93 (+7.9%)	$24.35 (+9.7%)

Source: CoStar, Rose Associates

RESIDENTIAL HOUSING SUPPLY



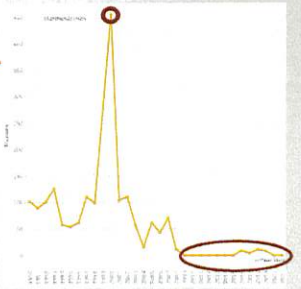
Source: Redfin

In August 2022, Johnston County home prices were up **13.8%** compared to last year, selling for a median price of **$370K.**

Clayton home prices were up **6.9%** compared to last year, selling for a median price of **$350K.**

Clayton continues to be an affordable option within the Raleigh Metro region

Multifamily apartment units peaked in 2000, flat apartment growth in the county since 2008.



0 Multifamily permits issued for Johnston County in 2022
~HUD (Preliminary)

Johnston County: 2,080 Building Permits Issued for Single Family Homes from January – August 2022 ~HUD (Preliminary)

DOWNTOWN MARKET DEMAND
BASED ON 10-YR. TARGETED COUNTY CAPTURE

- Office/Flex Space
  77,260 +/- SF
- Housing
  50-100 +/- Units
- Retail/Entertainment
  160,769 +/- SF

Think CLAYTON.

MARKET TRENDS FOUNDATION

QUESTIONS?

PROCESS + PLAN STATUS UPDATE

April 3, 2023

CLAYTON DOWNTOWN MASTER PLAN

PROCESS + PLAN STATUS UPDATE

April 3, 2023