



Town of Clayton
Downtown Development Association Advisory Board Agenda
Monday, March 13, 2023 @ 6:00 PM
Wooten - Town Hall

1. CALL TO ORDER

2. ADJUSTMENT OF THE AGENDA

3. APPROVAL OF MINUTES

- a. Approval of February 13, 2023 Minutes
Presenter: Christi Thompson, Chair
[Downtown Development Association Advisory Board - Feb 13 2023 - Minutes - Pdf](#)

4. STAFF REPORTS

- a. Downtown Banners
Presenter: Lydia Davis, Economic Development Specialist
- b. Wayfinding + Public-Private Parking Update
Presenter: Lydia Davis, Economic Development Specialist

5. OLD BUSINESS

- a. Downtown Strategic Plan Implementation Update - Branding
Presenter: Lydia Davis, Economic Development Specialist
- b. Main Street Conference Overview
Presenter: Lydia Davis, Economic Development Specialist

6. NEW BUSINESS

- a. Upcoming Event Updates: Sponsorships and Food Trucks
Presenter: Lydia Davis, Economic Development Specialist

7. COMMITTEE REPORTS

- a. Economic Vitality
Presenter: Paul Auclair, Chair
- b. Design
Presenter: David Millican, Chair
- c. Organization
Presenter: Matt Kagel, Chair
- d. Promotions
Presenter: Erin Belcher, Chair

8. PUBLIC COMMENTS

9. ADJOURN



**Town of Clayton
Downtown Development Association Advisory
Board Minutes
Monday, February 13, 2023 at 6:00 PM
Wooten - Town Hall**

Board Members Present:

Erin Belcher, John David Millican,
Katie Spalding, Greg Adamson,
Paul Auclair, Christi Thompson, Lila
Rieber, Porter Casey, and Dan
Barbour

Board Members Absent:

Stephanie Matos and Matthew
Kagel

Staff Present:

Lydia Davis, Clerk to Downtown Development
Advisory Board and Patrick Pierce, Economic
Development Director

1 CALL TO ORDER

- a) *Presenter:* Christi Thompson, Chair

Meeting was called to order at 6:04pm

2 ADJUSTMENT OF THE AGENDA

3 APPROVAL OF MINUTES

- a) Approval of Jan 9, 2023 Minutes
Presenter: Christi Thompson, Chair

Minutes were approved as presented.

Minutes were approved as presented

RESULT:	CARRIED
MOVER:	Erin Belcher
SECONDER:	John David Millican
YES:	Erin Belcher and John David Millican
NO:	None

4 STAFF REPORTS

- a) Downtown Master Plan Input Session - Feb. 28 at Town Hall from 5:30-8:30pm floating

Presenter: Lydia Davis, Economic Development Specialist

Davis gave an update on the Downtown Master Plan Input session to be held on Feb 28th. The DDA Design, Organization and Economic Vitality Committees will all be attending this meeting in lieu of a February Committee meeting.

More info on the plan and meeting [HERE](#). And there is a Facebook Event created for promotion.

- b) Update on Open Board Seat

Presenter: Lydia Davis, Economic Development Specialist

Davis gave an update that Board Member Calhoun had to resign, so DDA will be a 10 member board until July. Per the recently adopted Advisory Board policy, new applications and interviews can only occur once annually with the process beginning in April. Moving forward, each board will have 2 alternative members to fill seats should a board member have to resign mid-term. Moving forward, re-applying board members will not have to go through the interview process.

5 OLD BUSINESS

- a) Strategic Plan Final Draft Review

Presenter: Lydia Davis, Economic Development Specialist

Board members were tasked with providing input/edits to the final draft of the strategic plan. The goal of the meeting was primarily to determine a few recommendations to explore implementation assistance with the consultant. The top suggestion(s) were:

- Messaging and Branding - pg. 140 - *Encourage the use of the "Think Clayton" wordmark on promotional material created by the town and partnering organizations. This should be the communitywide brand for Clayton. Consider creating a simple "Clayton" version of the wordmark for various uses. All town, CDDA, tourism, and chamber of commerce activities should be promoted under the unified "Clayton" brand.*
- Place Branding - pg. 147 - *Aggressively implement your brand and brand story, utilizing these strategies for each phase of the place branding process. Specific potential in telling the stories about: Quaint small-town atmosphere, Easy excursion from larger metro area, and High quality of life and outdoors lifestyle*
- Promoting Downtown - pg. 149 - *The CDDA should be empowered to market, promote, and plan downtown events and activities. All activities should be promoted under the unified "Clayton" brand.*

Davis will present these three to the consultant and ask for more detailed information on what implementation assistance with these recommendations would look like.

- b) String Lights Code Recommendation

Presenter: Christi Thompson, Board Chair

Discussion was had regarding the current draft of the letter as attached to the agenda, as well as comments from staff and council on thoughts, consideration and potential changes.

Main edits were:

- To define which string lights/where on/in a business this code pertains to - It is all external, and internal when attached directly to a façade element or architectural feature such as a window, door, etc.
- changing verbiage about permanent attached to "securely attached"
- Add that lights may optionally be on at all times to contribute to the beautification of downtown even outside of business hours.
- Change Holiday exemptions to Nov 1-Jan 15th with verbiage about 10 days following deadline to have lights back in non-holiday order.

Discussion was also had regarding colored versus white lights and it was ultimately voted on by the group to only allow for white lights within the Kelvin range mentioned. This range keeps lights from being too warm/orange or too bright/blue, regardless of if they are LED or not.

Updated letter to be presented is attached.

RESULT:	CARRIED
MOVER:	Greg Adamson
SECONDER:	Katie Spalding
YES:	Katie Spalding and Greg Adamson
NO:	None

Motion was made to present this letter to council contingent on above edits being made.

6 NEW BUSINESS

- a) 2023 Downtown Events Sponsorship Guide
Presenter: Matt Kagel, Organization Committee Chair & Lydia Davis, Economic Development Specialist

This was added to agenda for informational purposes only. It was quickly reviewed with no major edits. Any board member with a suggestion for the 501c3 can email Lydia with comments.

7 COMMITTEE REPORTS

- a) Economic Vitality

- Note about Committee Meetings: Switched from Last Wednesday at 6pm to Last Tuesday at 6pm, Now at Deep River
- Will not have a meeting on scheduled date in February and instead committee members will be attending Downtown Master Plan input session on 2.28

Presenter: Paul Auclair, Chair

b) Design

- Note about Committee Meeting: Switched from Last Tuesday at 6pm to Last Wednesday at 6pm at First Street Tavern
- Will not have a meeting on scheduled date in February and instead committee members will be attending Downtown Master Plan input session on 2.28

Presenter: David Millican, Chair

c) Organization

- Relocate to Deep River due to meeting directly before.
- Will not have a meeting on scheduled date in February and instead committee members will be attending Downtown Master Plan input session on 2.28

Presenter: Matt Kagel, Chair

d) Promotions

- Exploring new (potentially in-person) date/time
- Looking for new committee members, especially those strong in social media content creation.

Presenter: Erin Belcher, Chair

8 PUBLIC COMMENTS

9 ADJOURN

a) Meeting was adjourned at 7:20pm

Presenter: Christi Thompson, Chair

RESULT:	CARRIED
MOVER:	Erin Belcher
SECONDER:	Lila Rieber
YES:	Erin Belcher and Lila Rieber
NO:	None

MAYOR

Jody L. McLeod

TOWN MANAGER

Richard D. Cappola, Jr.

TOWN ATTORNEY

Cauley Pridgen, P.A.



MAYOR PRO TEM

Jason Thompson

COUNCIL MEMBERS

Andria Archer

Porter Casey

Avery Everett

Michael Sims

To: Town of Clayton, NC Council

From: Downtown Development Advisory Board

Subject: Proposed Code Amendment _Section 155.403

In January 2023, the Downtown Development Association was given the direction to provide alternative code requirements regarding string lighting and holiday lighting requirements for commercial structures within the Downtown District. After compiling feedback from local businesses, our Design Committee, and other sources, we are proposing changes to the current code to allow these lighting options with requirements that meet our Downtown standards.

Feedback from community members in addition to local businesses encourages the use of these lighting options to assist with beautification, additional outdoor lighting and creating an enhanced experience within Downtown.

On February 13, 2023, the Downtown Development Advisory Board met and approved the following recommended amendments to section 155.403 of the current UDO:

Decorative Lighting Standards should be amended to allow for String Lighting in the following manner:

This section is intended to apply only to string lights on the exterior of a building, or on the interior but attached to architectural features of the building such as doors or windows. String lighting on the interior of a building, not attached to an externally oriented architectural feature is not governed by these requirements.

- The String lights shall consist of single strands and run in any of the following configurations:

- Following the architectural features of a building including doors, windows, awnings, or rooflines;
- String lights may only be hung parallel or perpendicular to the architectural feature.
- Wrapped around columns, posts, or pillars on the building;
- Wrapped around existing on-site features like trees or palms.
- Strung overhead in activated public and private alleys;
- Placed around, across or as a way to define outdoor dining or outdoor seating areas.

- All decorative lighting shall be designed to create a constant glow and prevent glare.

- The color of the string lighting to be used for all commercial buildings shall be white light in the color temperature range of not less than 2,700 K and not exceeding 4,200 K.

- All lighting must be maintained in proper working order and must be replaced, turned off or removed entirely if a portion of the string lighting is not in proper working order.



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- The string lights can optionally be left on at all times to enhance the beautification and lighting of downtown even outside of business hours.
- The string lighting must be securely and safely affixed to the structure.
- Suggestions of movement such as flashing, blinking, flickering, neon or scrolling string lights or string lights that change in the intensity or color are not permitted

Exceptions:

- Specifically define "Holiday Time" exemption period as November 1 – January 15
- During this time period related to the Holidays, string lighting with other colors beyond white are allowed, but suggestions of movement such as flashing, blinking, flickering, neon or scrolling string lights or string lights that change in the intensity or color are not permitted.
- Business will have 10 days following the end of the "Holiday Period" to remove, turn off or change string lights to an allowable shade of white in color.

