



**Town of Clayton**  
**Planning Board Regular Meeting Agenda**  
**Monday, July 27, 2026 at 6:00 PM**  
**Council Chambers, Town Hall**  
**111 E. Second Street**

---

The Public may view the Live Council Meeting on the Town's YouTube Channel:  
<https://www.youtube.com/TownofClaytonNC>

**No Weapons Allowed Inside Council Chambers.**

**1. CALL TO ORDER**

- a. Call to Order of the Planning Board Meeting  
**Presenter:**  
Jodie Dupree, Planning Board
- b. Roll Call of the Planning Board  
**Presenter:**  
Conrad Olmedo, Planning Director

**2. ADJUSTMENT OF THE AGENDA**

- a. **POTENTIAL ACTION:** Adoption of Agenda

**3. APPROVAL OF MINUTES**

- a. Approval of Minutes
  - June 22, 2026

**POTENTIAL ACTION:** Approval of Minutes

**4. PUBLIC MEETINGS**

- a. There are no items scheduled for the Planning Board to hold Public Meeting.  
**Presenter:**

**5. NEW BUSINESS**

- a. Presentation by Abi Napier, Planning Intern, on their Summer Internship Experience  
**Presenter:**  
Conrad Olmedo, Planning Director
- b. Presentation by Joe Stallings, Economic Development Director, State of the Economy  
**Presenter:**  
Joe Stallings, Economic Development Director  
Receive a presentation from staff
- c. Planning Board Training Session  
**Presenter:**  
Conrad Olmedo, Planning Director

**6. ADJOURNMENT**

- a. **POTENTIAL ACTION:** Motion To Adjourn

**INFORMATION FOR THE PUBLIC**

About the Planning Board

The Planning Board is composed of volunteer members of the public who reside within the corporate limits and extraterritorial jurisdiction (ETJ) of the Town of Clayton. Members residing within the corporate limits are appointed by the Town Council and members residing in the ETJ are appointed by the Johnston County Board of Commissioners, with the recommendation of Town Council.

#### The Role of the Planning Board

The Planning Board is responsible for providing recommendations on Conditional and Conventional Rezoning, Text Amendments, and Town Plans. Decisions made by the Planning Board are a recommendation only. Final decisions are made by the Town Council.

#### Providing Public Comment

At the discretion of the Planning Board Chair, the Planning Board welcomes public input and discussion during a Public Meeting,

#### Before Speaking:

- Wait until you are recognized by the Chair;
- Clearly state your full name and address for the record;
- Address your comments to the Planning Board; and
- Keep your comments to no more than three (3) minutes (you may be asked to conclude if you exceed that time).

#### ADA Compliance

Anyone who requires an auxiliary aid or service for effective communication, or a modification of policies or procedures to participate in a program, service, or activity of Town of Clayton should contact the office of Dolores Gill, ADA Coordinator at 919-553-5002 as soon as possible but no later than 48 hours before the scheduled event.

#### Contact the Planning Department

For questions about the Planning Board or items contained in this agenda packet, please contact the Planning Department at (919)553-5002 and ask for "Planning" or email [planning@townofclaytonnc.org](mailto:planning@townofclaytonnc.org).

#### Additional Information

1. Planning Board Website: [Planning Board | Clayton, NC](#)
2. Planning Public Meetings and Hearings: [Public Meetings & Hearings | Town of Clayton](#)
3. Relevant North Carolina General Statutes: [NCGS § 160D-301. Planning boards.](#) and [NCGS § 160D-604. Planning board review and comment.](#)
4. UDO Information: [Unified Development Ordinance \(Adopted 11.17.25\)](#), Planning Board, UDO § 1.8.4 (Adopted 11.17.25) and Public Meetings, UDO § 2.4.9.D (Adopted 11.17.25).

< End of Information for the Public >



**Town of Clayton  
Planning Board Regular Meeting Minutes  
Monday, June 22, 2026 at 6:00 PM  
Council Chambers, Town Hall  
111 E. Second Street**

Pursuant to N.C. General Statute § 143-318.10(e), these minutes provide a general summary of the Planning Board meeting and do not represent a verbatim transcript. A complete video recording of this meeting is available for public access on the Town of Clayton's official YouTube channel: <https://www.youtube.com/user/TownofClaytonNC>.

**Present:**

Jodie Dupree, Chair  
Derrick Applewhite, Vice-Chair  
Mike Surasky  
Anita Bland  
Jason Carter  
Deborah Hooker  
Mark Hall  
Randell Durham

**Staff Present:**

Andria Archer, Council Member Liaison  
Conrad Olmedo, Planning Director  
Haley Downey, Assistant Planning Director  
Heidi Holland, Town Clerk

**Absent:**

Daniel Gleason  
Tom McKearney

**1. CALL TO ORDER**

- a. Call to Order of the Planning Board Meeting

**Presenter:**

Jodie Dupree, Planning Board

Chair Dupree called the meeting to order at 6:00 p.m.

- b. Roll Call of the Planning Board

**Presenter:**

Conrad Olmedo, Planning Director

Mr. Olmedo provided the roll call of the board, a quorum was present. With an absence tonight, alternate Board Member Durham was able to vote on tonight's items.

**2. ADJUSTMENT OF THE AGENDA**

- a. Adoption of Agenda

At 7:58 p.m. a motion was made by Vice-Chair Applewhite to move item 5a. Planning Board Training Session to the July meeting, seconded by Board Member Hall.

**Motion to Move Item 5a. Planning Board Training Session to the July Meeting**

|                |                                                                                                                      |
|----------------|----------------------------------------------------------------------------------------------------------------------|
| <b>Result:</b> | <b>Passed 8-0</b>                                                                                                    |
| <b>Mover:</b>  | Derrick Applewhite                                                                                                   |
| <b>Second:</b> | Mark Hall                                                                                                            |
| <b>Yes:</b>    | Jodie Dupree, Derrick Applewhite, Mike Surasky, Anita Bland, Jason Carter, Deborah Hooker, Mark Hall, Randell Durham |
| <b>No:</b>     | None                                                                                                                 |
| <b>Absent:</b> | Daniel Gleason, Tom McKearney                                                                                        |

**3. APPROVAL OF MINUTES**

- a. Approval of Minutes
  - May 26, 2026

**Adoption of Minutes**

|                |                                                                                                                      |
|----------------|----------------------------------------------------------------------------------------------------------------------|
| <b>Result:</b> | <b>Passed 8-0</b>                                                                                                    |
| <b>Mover:</b>  | Derrick Applewhite                                                                                                   |
| <b>Second:</b> | Anita Bland                                                                                                          |
| <b>Yes:</b>    | Jodie Dupree, Derrick Applewhite, Mike Surasky, Anita Bland, Jason Carter, Deborah Hooker, Mark Hall, Randell Durham |
| <b>No:</b>     | None                                                                                                                 |
| <b>Absent:</b> | Daniel Gleason, Tom McKearney                                                                                        |

**4. PUBLIC MEETINGS**

- a. 2026-016-CZM Stotan Crossings - Type III Conditional Rezoning  
**Presenter:**  
Robert Tate, Senior Planner

Robert Tate presented the request for 2026-016 CZM, Stotan Crossings, a Type III Conditional Rezoning. The applicant requested rezoning approximately 44 acres from Wake County R-30 Residential to the Town of Clayton Conditional Industrial (CZI) district. The property is undeveloped and vacant, located outside the Town's corporate limits and ETJ within Wake County's jurisdiction along Guy Road south of Golden Nugget Drive.

Mr. Tate shared the existing and proposed zoning maps and explained that because the property is contiguous to Clayton's corporate limits, it is eligible for annexation into the Town. He stated because the property is outside the Town's planning jurisdiction, the request is technically inconsistent with the Future Land Use Map. If approved, the Future Land Use Map



designation would be amended to Employment Center.

Mr. Tate reviewed the concept plan, which included sewer and water connections, noting the applicant would be responsible for obtaining any necessary easements and funding all infrastructure improvements needed to connect to Town utilities. He reviewed the conditions of approval included in the agenda packet. The applicant is proposing warehouse, distribution, storage, and other permitted industrial uses on the site. Mr. Tate stated if approved, the rezoning conditions would run with the land and the property would be designated as an Employment Center.

Staff recommended approval but asked the Board to consider two items: the applicant's request to be exempt from certain mass grading provisions tied to water quality treatment measures in the UDO and a review of the proposed permitted industrial uses included within the conditions of approval.

Board Member Hooker asked about the wastewater allocation request. Engineering Director Jonathan Ham stated a wastewater allocation request had not yet been submitted and that staff's focus to date had been on transportation improvements and utility extensions. Board Member Hooker questioned how a decision could be made without knowing water demands for future users of the site.

Board Member Carter asked whether staff had calculated impervious surface coverage. Mr. Tate stated because there is not yet a final site plan showing exact building locations and improvements, that information was not available at this stage. Board Member Carter also confirmed that staff had requested removal of approximately ten industrial uses and requested the applicant comply with additional environmental sustainability measures. Mr. Tate confirmed the applicant had not agreed to those requests.

Vice Chair Applewhite asked about Type D buffers. Mr. Tate explained a Type D buffer is the most intensive buffer required under the UDO and includes a 40-foot width with required canopy trees, understory trees, and shrubs. Vice Chair Applewhite also asked whether any listed use could potentially be interpreted as a data center. Mr. Tate explained that data centers are not specifically listed in the UDO and while an unlisted use could potentially be interpreted as similar to a listed use, a data center was possible but unlikely.

Board Member Carter asked about utility extensions. Mr. Ham explained that sewer service would extend approximately 1.7 miles from the area behind Walmart, crossing NC State property and adjacent properties through easements obtained by the developer. Water would come from Johnston County through an existing agreement, and all extension costs would be paid by the developer.

Ben Harris, representing Stoton Industrial, provided an overview of his company and its history of industrial development projects. He stated the company met with area residents in January and discussed concerns related to sight, sound, truck traffic, and buffering. He explained the project proposes significant buffering and efforts to preserve existing mature trees where possible.

Mr. Harris emphasized the project is intended for warehouse distribution and light manufacturing uses and stated clearly the development is not proposed as a data center.

He discussed the extensive effort required to provide utility service to the site, including

approximately \$1.9 million for gravity sewer infrastructure and roughly \$1.1 million in water infrastructure. He stated these improvements would be funded entirely by Stoton Industrial and dedicated to the Town upon completion.

Mr. Harris explained the project would provide jobs, diversify the tax base, generate tax revenue, and create infrastructure that may support future development in the area.

Board Member Hooker referenced comments made during the neighborhood meeting describing the project as a "Class A" industrial facility and asked what qualifies it as such. Mr. Harris stated that Class A facilities typically include concrete tilt-wall construction, higher clear heights, increased glazing and windows, EV charging stations, expanded parking, larger office components, and enhanced truck court designs.

Board Member Hooker asked whether any environmentally focused features were included. Mr. Harris stated that building materials, roof construction, insulation, and panel designs can contribute to energy efficiency. She then noted the applicant declined sustainability measures outlined in the UDO. Discussion followed regarding those provisions, and Mr. Tate clarified which portions of the UDO applied to the applicant's request.

Board Member Bland asked about the landscape treatment adjacent to the solar farm. Mr. Harris explained that due to easement restrictions preventing shadows from being cast onto the solar farm, the proposed vegetation would be shorter and less dense than the standard Type D buffer.

Board Member Carter asked why the applicant pursued annexation into Clayton rather than remaining under Wake County jurisdiction. Mr. Harris stated that Clayton presented a viable path forward and that staff had been willing to work with him to solve infrastructure challenges.

Board Member Surasky asked if the applicant would support a condition prohibiting data centers. Mr. Harris indicated a willingness to do so. Board Member Surasky also asked whether larger buffers would be considered. Mr. Harris stated it would depend on feasibility and site constraints.

Vice Chair Applewhite confirmed that the Army Corps of Engineers had completed the jurisdictional determination on wetlands, and Mr. Harris stated that process had been completed. Vice Chair Applewhite also asked about truck parking and queuing. Mr. Harris explained this would not be a cross-dock facility and the buildings would be rear-loaded, limiting opportunities for truck queuing on adjacent roads. In response to concerns about light and noise impacts, Mr. Harris stated that berms, trees, and vegetation are effective sound barriers and preserving mature trees remains a goal.

Board Member Carter asked about an additional parcel shown on the agenda diagram. Mr. Harris clarified that a small parcel shown at the upper portion of the concept plan was included in the rezoning request.

Board Member Hooker asked if the two required EV charging stations would be available to the public. Mr. Harris stated they would primarily be intended for employees.

Mr. Tate clarified that the Comprehensive Transportation Plan identifies Guy Road as a future 120-foot right-of-way with four travel lanes, a median, multi-use path, and sidewalk improvements. He also clarified the sustainability provisions discussed during the meeting

related specifically to water conservation and quality protection measures tied to mass grading.

Economic Development Director Joe Stallings addressed questions regarding taxation and annexation. He explained if annexed, the property would be subject to the Town tax levy and revenues would be remitted to the Town through Wake County. He stated the Town is not incentivizing the project and is only assisting in making connections between development partners and property owners. He explained state law allows annexation of contiguous properties and stated the Town does not foresee issues serving the site from a public safety or utility standpoint.

Chair Dupree opened the public hearing.

Luke Newsome, 4345 Guy Road, spoke in opposition to the project, citing the property's historical significance, neighborhood character, and impacts to adjacent residents.

Albert Newsome, Guy Road, spoke in opposition, stated he had not been contacted regarding access proposed near his property. He expressed concerns about traffic volumes and safety on Guy Road.

Lee Odom, Forty Niners Road, spoke in opposition, expressing concerns about the scale of development, grading, loading docks, and the project's long-term impacts on neighboring residents.

Rob Parent, 3217 Golden Nugget Drive, spoke in opposition. He expressed concerns regarding potential environmental contamination, impacts on private wells, and lack of benefits to nearby Wake County residents.

Kevin West, 4016 Forty Niners Road, spoke in opposition and stated the project would negatively affect surrounding residential property values.

Robert Lafere, 4005 Forty Niners Road, spoke in opposition, expressing concerns about well water quality, sediment impacts, and the lack of access to municipal water.

Stephanie Stug, 4020 Forty Niners Road, spoke in opposition, citing impacts to property values, traffic, quality of life, and compatibility with surrounding residential areas.

John Scarpa, 1304 Neuse Ridge Drive, raised concerns regarding water availability, existing water restrictions, and consistency with adopted planning policies.

Shawn Martin, 4021 Forty Niners Road, spoke in opposition, stating the proposed 40' buffer would not adequately protect privacy, noise levels, or visual impacts for the homes closest to the development.

Andrew Art, 4041 Forty Niners Road, spoke in opposition, citing concerns about the adequacy of buffers, plan consistency, and historical significance of the property.

Chair Dupree closed the public hearing.

Vice Chair Applewhite asked about the historic home located on the property. Mr. Harris stated it is not formally registered as a historic structure, though it may be eligible for designation.

Board Member Carter asked about access to the solar farm. Mr. Harris confirmed that an

easement exists and that he would be required to maintain access under the easement agreement.

Board Member Hall discussed buffering concerns and asked whether impacts to neighboring wells had been addressed. Mr. Harris stated that wells had been discussed during neighborhood meetings but acknowledged he did not have a specific solution.

Will Swearingen, Project Engineer, stated that erosion control measures would be implemented to prevent sediment from entering streams and that two stormwater control measures were proposed to manage runoff.

Jonathan Ham explained the proposed stormwater systems would maintain surface-water controls and that any analysis regarding private wells would fall under Wake County Environmental Health.

Mr. Olmedo provided information from Wake County regulations, noting that approximately 62 single-family homes could potentially be developed on the property under existing zoning and discussed Wake County buffer requirements.

Board Member Surasky stated the area is already experiencing growth due to the completion of I-540 and nearby industrial development. He noted the primary reason the request is inconsistent with Town plans is because it is outside the Town's planning jurisdiction and acknowledged that future development in the area is inevitable.

Chair Dupree stated he was not supportive of the request.

Board Member Durham commented on concerns related to groundwater and aquifer impacts.

Board Member Hooker expressed concerns regarding surrounding residential properties, land use compatibility, and potential impacts to neighboring residents.

Vice Chair Applewhite stated he viewed the area as a growth corridor and expressed support for the proposal.

Vice Chair Applewhite made a motion to recommend approval of the rezoning request (Motion 2), seconded by Board Member Surasky. Motion Failed (3-5).

Board Member Bland then made a motion to recommend denial of the rezoning request, seconded by Board Member Hooker. Motion Passed (5-3).

The Planning Board therefore voted to recommend denial of the Stoton Crossings Type III Conditional Rezoning request to the Town Council.

#### **Motion to Recommend Approval of the Rezoning Request (Motion 2)**

|                |                                                |
|----------------|------------------------------------------------|
| <b>Result:</b> | <b>Failed 3-5</b>                              |
| <b>Mover:</b>  | Derrick Applewhite                             |
| <b>Second:</b> | Mike Surasky                                   |
| <b>Yes:</b>    | Derrick Applewhite, Mike Surasky, Jason Carter |

|                |                                                                      |
|----------------|----------------------------------------------------------------------|
| <b>No:</b>     | Jodie Dupree, Anita Bland, Deborah Hooker, Mark Hall, Randell Durham |
| <b>Absent:</b> | Daniel Gleason, Tom McKearney                                        |

#### **Motion to Recommend Denial of the Rezoning Request**

|                |                                                                      |
|----------------|----------------------------------------------------------------------|
| <b>Result:</b> | <b>Passed 5-3</b>                                                    |
| <b>Mover:</b>  | Anita Bland                                                          |
| <b>Second:</b> | Deborah Hooker                                                       |
| <b>Yes:</b>    | Jodie Dupree, Anita Bland, Deborah Hooker, Mark Hall, Randell Durham |
| <b>No:</b>     | Derrick Applewhite, Mike Surasky, Jason Carter                       |
| <b>Absent:</b> | Daniel Gleason, Tom McKearney                                        |

#### **b. 2026-081-RZ Town PUB Conventional Rezoning**

##### **Presenter:**

Lori Bryant, Planner I

Lori Bryant presented application 2025-081 RZ, a Town-initiated conventional rezoning request involving three Town-owned properties totaling approximately 143 acres. The request proposed rezoning the properties to the Public Facilities (PUB) zoning district to ensure Town-owned parcels are consistently zoned and regulated for public uses.

Ms. Bryant explained that Parcel 1 consists of approximately 108 acres located north of Jack Road. This property was annexed into the Town on April 20, 2026. Parcel 2 consists of approximately 33 acres located north of Jack Road and west of Court Lane and Applewood Drive. Although annexation was approved on April 20, 2026, the effective annexation date is June 30, 2026. Parcel 3 consists of approximately 88.8 acres located at 151 Short Johnson Road, northwest of the intersection of Short Johnson Road and Veterans Parkway. Parcel 3 was also annexed on April 20, 2026. All three properties are vacant and/or wooded and collectively contain approximately 143 acres.

Ms. Bryant stated the purpose of the rezoning request is to ensure Town-owned parcels are consistently designated as Public Facilities and administered in the same manner as other Town-owned properties.

She reviewed the current and proposed zoning maps and noted that Parcels 1 and 2 would be rezoned from Residential Large Lot and Johnston County Agricultural Residential classifications to Public Facilities. Parcel 3 would be rezoned from Residential Large Lot (RLL) to Public Facilities. She stated there are currently no development plans for Parcels 1 and 2. Any future development proposals would be subject to the applicable review and approval processes in place at that time.

Ms. Bryant reviewed the Future Land Use Map designations. Parcel 1 is designated Agricultural and Rural Residential. While the rezoning request is not consistent with the Future Land Use Map, staff recommended adding a Neighborhood Center Overlay to the property to allow limited civic and governmental uses. Parcel 2 is not currently included on the Future Land Use Map

because it is not yet within the Town's jurisdiction. Upon annexation becoming effective, staff intends to recommend a future land use designation with an overlay that would allow civic and institutional uses. Parcel 3 is designated Medium Density Residential with a Neighborhood Center Overlay, and staff found the proposed Public Facilities zoning consistent with that designation.

Ms. Bryant stated that despite Parcels 1 and 2 being inconsistent with the Future Land Use Map, the request as a whole supports the goals of the 2045 Comprehensive Growth Plan by providing opportunities for future civic, governmental, and emergency service uses. Staff found the request reasonable and in the public interest and recommended approval.

During Board discussion, Board Member Hall asked about the structure located on Parcel 3. Ms. Bryant stated the building is a former family residence that is currently unoccupied.

Board Member Surasky asked whether any specific future uses were planned for Parcels 1 and 2. Ms. Bryant stated there are currently no plans, but because the properties are Town-owned, staff wants all Town-owned properties to have consistent zoning. She noted Public Facilities zoning would allow future uses such as police, fire, EMS, training facilities, parks, and similar governmental services.

Board Member Hooker asked whether future development proposals would still be subject to the normal review process. Ms. Bryant stated any future development would still be required to follow the applicable review and approval procedures.

Vice Chair Applewhite asked staff to explain the difference between a Town-initiated rezoning and a private applicant rezoning. Ms. Bryant stated that Town projects must still go through pre-application meetings, Technical Review Committee review, and the same approval process required by the specific application type. She stated there is generally no difference between Town and private applications.

Planning Director Conrad Olmedo clarified the primary difference is the Unified Development Ordinance exempts Town-initiated rezonings from the neighborhood meeting requirement. Vice Chair Applewhite asked whether additional Town-owned properties may require Public Facilities zoning. Mr. Olmedo explained other Town-owned parcels, including the Robertson Mule property, are not currently zoned Public Facilities, but staff felt these recently annexed parcels were the most appropriate properties to include in the current request.

Board Member Carter stated the Board should revisit the neighborhood meeting exemption and consider whether the Town should be held to the same standards imposed on private applicants.

Chair Dupree opened the public hearing and noted that each speaker would have three minutes.

Melvin Skinner, who leases the 108-acre property, stated he had been told the property would eventually become a park when it was purchased by the Town. He sought clarification about the proposed Public Facilities designation. Assistant Planning Director Ms. Downey explained the current zoning is Residential Large Lot (RLL) and the proposed Public Facilities zoning is intended to accommodate future public uses such as fire, police, parks, and similar facilities. She noted Town-owned properties are typically zoned Public Facilities.

Kent Davis, 380 Barber Mill Road, asked about Parcel 2 and its annexation status. Mr. Olmedo stated that annexation would become effective June 30, 2026. The resident also asked about potential road access through the parcel. Mr. Olmedo explained the Town's Comprehensive Transportation Plan (CTP) identifies a future thoroughfare connection from Corbett Road to Jack Road. When asked about buffering along a future roadway, Mr. Olmedo stated the UDO typically requires perimeter and streetscape buffers, but he could not provide specifics because no roadway design currently exists.

William Lineback, 205 Long Needle Drive, asked whether the CTP specifically showed a connection through Parcel 2. Mr. Olmedo confirmed the transportation plan identifies a future connection through the properties linking Corbett Road and Jack Road.

David Williams, 43 South Two Does Lane, stated he had attempted to purchase a portion of the Town-owned property and asked if there was a process to do so. Mr. Olmedo referred him to Economic Development Director Joe Stallings for additional information.

Barbara Pool, 3249 Jack Road, asked questions regarding the location of roads and parcels shown on the maps.

Russell Pool, 3249 Jack Road, asked whether annexation of the Town-owned property would increase neighboring property taxes. Chair Dupree explained the annexation affects only the Town-owned property and does not place surrounding property owners into the Town limits.

Jeremy Irwin, 2798 Jack Road, expressed concern that Public Facilities zoning could potentially allow a water or wastewater treatment facility on the property and requested safeguards against that possibility.

Mr. Olmedo responded the Town currently has no capital improvement projects planned to expand wastewater treatment facilities on these properties.

With no one else wishing to speak, Chair Dupree closed the public hearing.

During deliberations, Vice Chair Applewhite reiterated that the Town should strive to meet the same standards expected of private applicants and stated that issue deserves future consideration. Chair Dupree noted the Town already owns the property and no action taken by the Planning Board would limit the Town's ability to pursue future uses through the appropriate processes. He stated the Board's action concerned only the zoning designation.

Because Parcel 3 was consistent with the Future Land Use Map while Parcels 1 and 2 were not, separate motions were required.

Board Member Carter made a motion to recommend approval of the rezoning of Parcel 3 (Motion 1 in Consistency Statement) to the Public Facilities district, finding the request consistent with the 2045 Comprehensive Growth Plan. The motion was seconded by Board Member Hooker and approved unanimously.

Board Member Hooker then made a motion to recommend approval of the rezoning of Parcels 1 and 2 (Motion 2 in Consistency Statement) to the Public Facilities district, finding the request generally consistent with the goals of the 2045 Comprehensive Growth Plan despite inconsistencies with portions of the Future Land Use Map. The motion was seconded by Board

Member Durham and approved.

The Planning Board therefore voted to recommend approval of the rezoning of all three Town-owned parcels to the Public Facilities (PUB) zoning district and forwarded the recommendation to the Town Council.

**Motion to Recommend Approval of Rezoning of Parcel 3 (Motion 1)**

|                |                                                                                                                      |
|----------------|----------------------------------------------------------------------------------------------------------------------|
| <b>Result:</b> | <b>Passed 8-0</b>                                                                                                    |
| <b>Mover:</b>  | Jason Carter                                                                                                         |
| <b>Second:</b> | Deborah Hooker                                                                                                       |
| <b>Yes:</b>    | Jodie Dupree, Derrick Applewhite, Mike Surasky, Anita Bland, Jason Carter, Deborah Hooker, Mark Hall, Randell Durham |
| <b>No:</b>     | None                                                                                                                 |
| <b>Absent:</b> | Daniel Gleason, Tom McKearney                                                                                        |

**Motion to Recommend Approval of Rezoning of Parcels 1 and 2 (Motion 2)**

|                |                                                                                                                      |
|----------------|----------------------------------------------------------------------------------------------------------------------|
| <b>Result:</b> | <b>Passed 8-0</b>                                                                                                    |
| <b>Mover:</b>  | Deborah Hooker                                                                                                       |
| <b>Second:</b> | Randell Durham                                                                                                       |
| <b>Yes:</b>    | Jodie Dupree, Derrick Applewhite, Mike Surasky, Anita Bland, Jason Carter, Deborah Hooker, Mark Hall, Randell Durham |
| <b>No:</b>     | None                                                                                                                 |
| <b>Absent:</b> | Daniel Gleason, Tom McKearney                                                                                        |

## **5. NEW BUSINESS**

- a. Planning Board Training Session

**Presenter:**

Conrad Olmedo, Planning Director

At 7:58 p.m. a motion was made by Vice-Chair Applewhite to move item 5a. Planning Board Training Session to the July meeting, seconded by Board Member Hall.

**Motion to Move Item to July 27, 2026 Meeting**

|                |                                                                                                                      |
|----------------|----------------------------------------------------------------------------------------------------------------------|
| <b>Result:</b> | <b>Passed 8-0</b>                                                                                                    |
| <b>Mover:</b>  | Derrick Applewhite                                                                                                   |
| <b>Second:</b> | Mark Hall                                                                                                            |
| <b>Yes:</b>    | Jodie Dupree, Derrick Applewhite, Mike Surasky, Anita Bland, Jason Carter, Deborah Hooker, Mark Hall, Randell Durham |



|                |                               |
|----------------|-------------------------------|
| <b>No:</b>     | None                          |
| <b>Absent:</b> | Daniel Gleason, Tom McKearney |

b. Shipping Container Presentation

**Presenter:**

Conrad Olmedo, Planning Director

Planning Director Conrad Olmedo presented a follow-up discussion regarding potential Unified Development Ordinance (UDO) text amendments related to shipping and storage containers. The presentation followed previous discussions with both the Planning Board and Town Council and reviewed current regulations, enforcement actions, and possible future policy considerations.

Mr. Olmedo explained shipping containers are commonly found on residential, commercial, industrial, and public properties. Staff identified 21 shipping containers throughout Town during an inventory conducted last year, although that number has since been reduced to approximately 13 locations. Several of the remaining containers are associated with active construction projects and are permitted as temporary structures, while most are located on Light Industrial (LI) properties.

Shared were common reasons for using shipping containers, including affordability, additional storage capacity, and temporary storage needs. Although often described as temporary, containers frequently remain on properties indefinitely. Mr. Olmedo stated shipping containers are intended for cargo transport and temporary storage and are generally not recognized as permanent structures under building regulations. Under the current UDO, they are regulated as temporary structures.

Examples of shipping container use were shown from public facilities, industrial properties, commercial sites, residential areas, and construction projects. Mr. Olmedo noted that many existing containers predate adoption of the current UDO. Concerns identified by staff included accumulation of materials and debris around containers, improper foundations, stacking of containers, safety issues associated with elevated containers, and loss of required parking spaces when containers are placed on paved parking lots.

Mr. Olmedo reviewed the code enforcement case at 101 Bestwood Drive, where a notice of violation (NOV) related to a shipping container was upheld by the Board of Adjustment. He explained that the violation stemmed from unpermitted construction and the presence of an unpermitted shipping container. Staff had previously revised portions of the UDO through Text Amendment 1-25 following discussions with the property owner; however, shipping containers continue to be regulated as temporary structures.

Mr. Olmedo also discussed the Town's use of storage containers within the Public Facilities district. He stated Town Council previously approved provisions allowing engineered and permitted storage structures associated with Public Works operations to provide covered storage for materials such as sand and other supplies used during winter weather events.

Mr. Olmedo outlined three policy considerations previously presented to Town Council. The first option would maintain the current regulations and continue treating shipping containers as temporary structures. The second option would continue regulating them as temporary

structures but would allow them as a secondary use if they meet North Carolina Building Code requirements. The third option would eliminate regulations altogether and allow shipping containers without permits or standards.

He recommended maintaining the current approach and continuing to treat shipping containers as temporary structures. Mr. Olmedo stated staff prefers encouraging permanent building additions and detached storage buildings, which increase property values and provide long-term site improvements.

During Board discussion, Mr. Olmedo confirmed that approximately 13 containers remain within Town and most are located on industrial properties. Containers associated with active building permits remain permissible as temporary structures.

Board Member Carter questioned whether electrical conduit shown in a photograph of a Town-owned storage container indicated that electricity had been run to the unit. Mr. Olmedo stated he could not confirm whether the conduit supplied power to the container. Board Member Carter stated he would strongly oppose allowing electrical service to temporary shipping containers.

During public comment, Richard Schacher, representing the business operating at 101 Bestwood Drive, spoke regarding the notice of violation issued on the property he leases. Mr. Schacher discussed the three policy considerations presented by staff and stated that Consideration 3, which would remove regulation entirely, was unlikely to be adopted. He stated that Consideration 1, maintaining the status quo, had not solved the issue and that Consideration 2 was the only option that addressed the problem while remaining compliant with building codes. He said that Consideration 2 had originally been presented by staff, met the objectives of safety and compliance, and "checked every box." Mr. Schacher stated he has consistently expressed a willingness to meet all code requirements and reasonable regulations. He stated the Board had an opportunity to provide a path forward and respectfully requested they send a recommendation to Council supporting Consideration 2.

Following public comment, Chair Dupree stated he did not believe it was the Planning Board's role to revisit or overturn decisions made by the Board of Adjustment. He stated while the Planning Board could make recommendations regarding future code amendments, it should not function as a second level of appeal for a Board of Adjustment ruling. He stated nothing discussed tonight would alter the status of the existing violation.

Board Member Surasky agreed the Board could provide advisory input to Council regarding possible code revisions. He stated the UDO had only recently been amended and stated he was generally inclined to leave the existing regulations in place.

Board Member Carter stated he agreed with the Board of Adjustment's decision and acknowledged its responsibility to enforce and interpret the ordinance as written. He stated staff had identified approximately 21 instances of shipping containers within Town and stated he did not believe shipping containers belong in residential areas. However, he expressed interest in exploring reasonable standards for their use in industrial settings where they serve a legitimate storage purpose.

Chair Dupree also expressed concern about potential double standards between private property owners and the Town's own use of shipping containers, particularly if containers are being used long-term or have utilities connected to them.

Board members discussed whether standards could be developed that would allow shipping containers in certain zoning districts while addressing concerns related to appearance, safety, and enforcement. Mr. Olmedo explained that many existing containers may qualify as legal nonconforming situations and that enforcement efforts have primarily focused on newly installed containers and activities occurring after adoption of the current UDO.

Board Member Carter made a motion directing staff to meet with Building Inspections Director Barry Alston and develop possible standards and a potential UDO text amendment regarding the use of shipping containers in designated zoning districts, including Light Industrial (LI) properties. As part of the motion, he recommended that any future standards include screening requirements and the placement of NFPA 704 hazard identification diamonds on shipping containers to identify any hazardous materials stored within them.

Vice Chair Applewhite seconded the motion.

During discussion, staff clarified the motion was not approving a UDO amendment but rather directing staff to prepare a proposed amendment for future review. The intent would be for staff to draft standards and bring a proposed UDO amendment back to the Planning Board for consideration and recommendation to Town Council.

The motion directed staff to prepare a potential UDO amendment addressing the use of shipping containers in designated zoning districts, including the standards discussed by the Board, and return it to the Planning Board for future consideration.

**Motion to Direct Staff to Prepare Proposed Amendment for Future Review with Requirement to Include Indicating any Hazardous Materials**

|                |                                                                                                                      |
|----------------|----------------------------------------------------------------------------------------------------------------------|
| <b>Result:</b> | <b>Passed 8-0</b>                                                                                                    |
| <b>Mover:</b>  | Jason Carter                                                                                                         |
| <b>Second:</b> | Derrick Applewhite                                                                                                   |
| <b>Yes:</b>    | Jodie Dupree, Derrick Applewhite, Mike Surasky, Anita Bland, Jason Carter, Deborah Hooker, Mark Hall, Randell Durham |
| <b>No:</b>     | None                                                                                                                 |
| <b>Absent:</b> | Daniel Gleason, Tom McKearney                                                                                        |

## 6. ADJOURNMENT

### a. Motion To Adjourn

With nothing further, the meeting was adjourned at 9:00 p.m.

### Motion to Adjourn

|                |                   |
|----------------|-------------------|
| <b>Result:</b> | <b>Passed 8-0</b> |
| <b>Mover:</b>  | Mike Surasky      |

|                |                                                                                                                      |
|----------------|----------------------------------------------------------------------------------------------------------------------|
| <b>Second:</b> | Derrick Applewhite                                                                                                   |
| <b>Yes:</b>    | Jodie Dupree, Derrick Applewhite, Mike Surasky, Anita Bland, Jason Carter, Deborah Hooker, Mark Hall, Randell Durham |
| <b>No:</b>     | None                                                                                                                 |
| <b>Absent:</b> | Daniel Gleason, Tom McKearney                                                                                        |

Duly Adopted by the Planning Board on Monday, July 27, 2026 while in regular session.

---

Jodie Dupree  
Chair

**ATTEST:**

---

Heidi L. Holland, MMC, NCCMC  
Town Clerk

# Planning Internship

ABI NAPIER, PLANNING INTERN







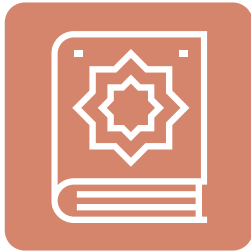
# Presentation Overview



## WHO I AM

Education & Local  
Government Service

---



## SUMMER PROJECTS

Strategic Planning, Records  
Keeping, & SOP Updates

---



## SHORTER ASSIGNMENTS

UDO Amendment Research,  
Development Map, & Ride-Alongs

---





# Who I Am



## UNC MASTER'S PUBLIC ADMINISTRATION CANDIDATE

- Class of 2027
- UNCG BA Political Science 2025

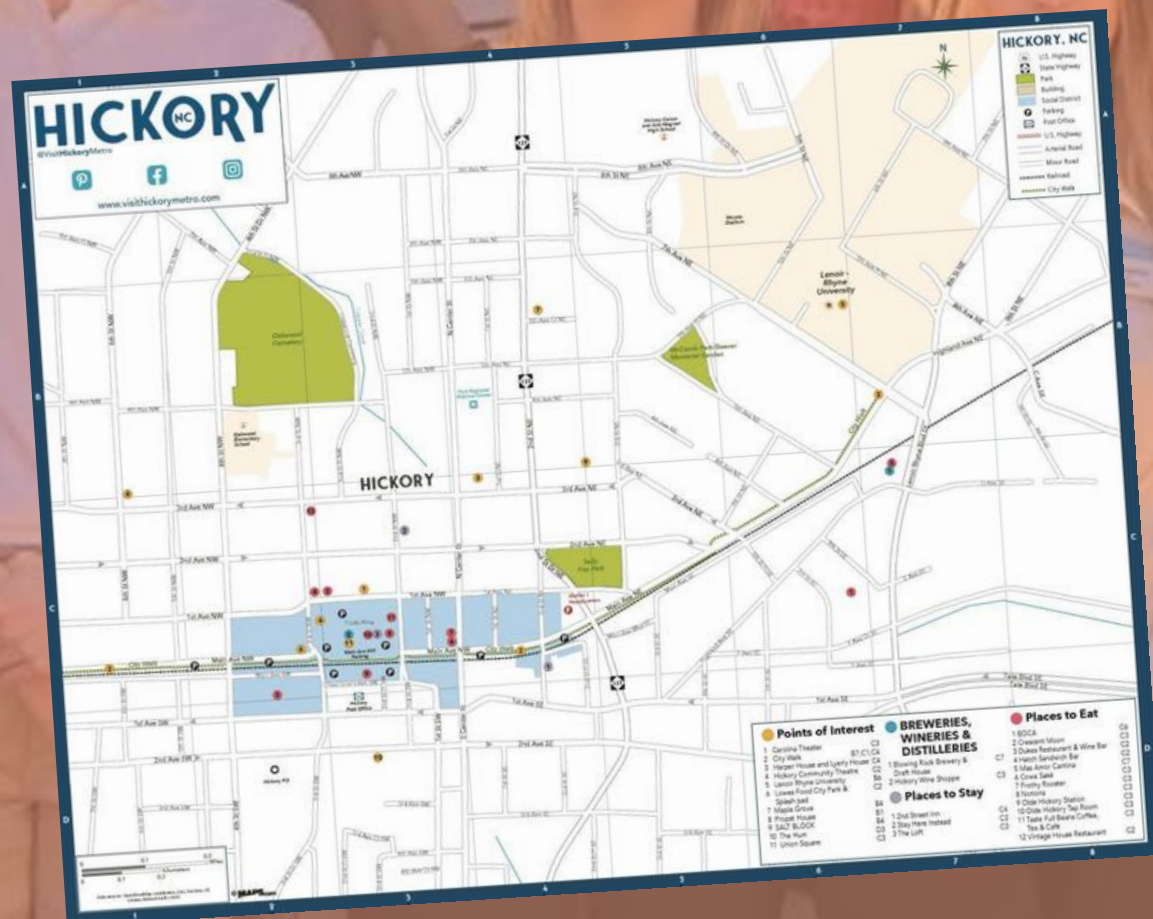


## INTEREST IN LOCAL GOVERNMENT:

- Planning
- Budget
- Management



## NORTH CAROLINA GROWING COMMUNITIES





# Summer Projects



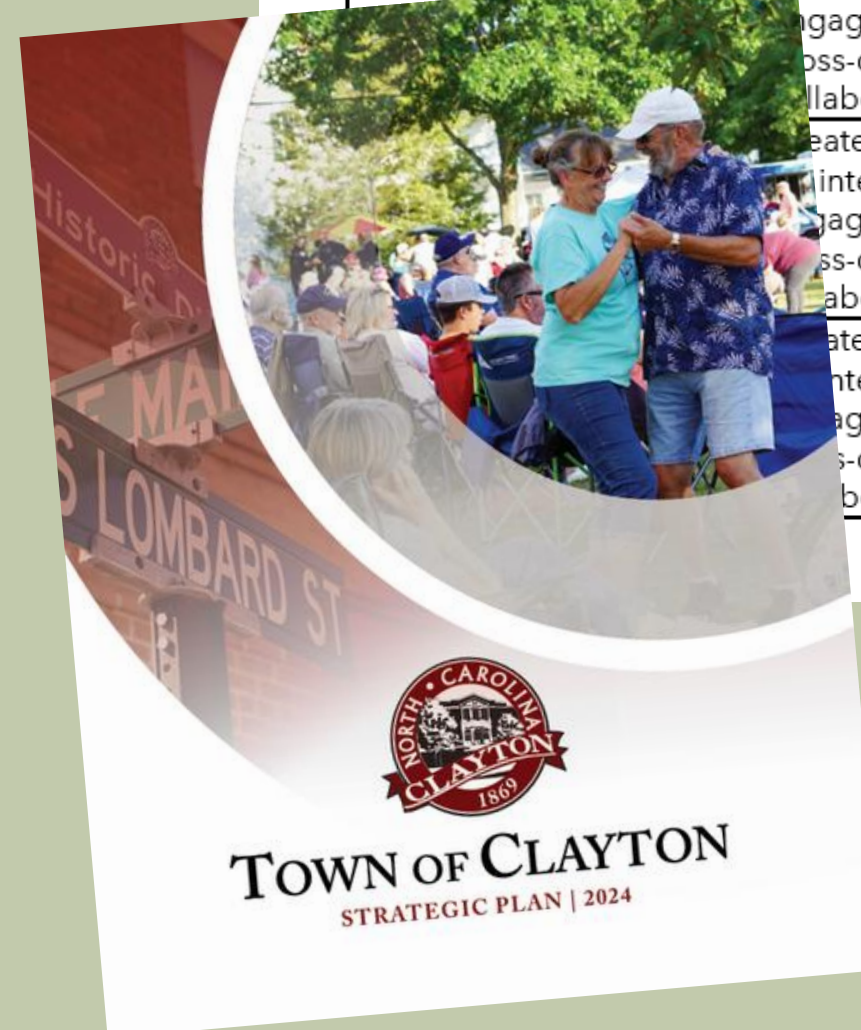
## TOWN STRATEGIC PLANNING

- ClearGov Strategic Plan
- Staff Surveys
- Director Interviews
- Proposed Tactics and Tasks for Planning Department

### PROPOSED TACTICS & TASKS

Yellow = Staff Recommendations, Pink = External Director Recommendations

| Key Focus Area                    | Strategy                                                                                             | Tactic                                                                         | Task                                                                                                           |
|-----------------------------------|------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------|
| Community Outreach and Engagement | Create new opportunities for internal and public engagement through cross-departmental collaboration | Planning Department: Promote responsiveness and positive customer experiences. | When reviewing projects, look for and offer UDO compliant alternatives to help applicants achieve their goals. |
| Community Outreach and Engagement | Create new opportunities for internal and public engagement through cross-departmental collaboration | Planning Department: Promote responsiveness and positive customer experiences. | Respond to email requests within two (2) business days providing clear next steps and action items.            |
| Community Outreach and Engagement | Create new opportunities for internal and public engagement through cross-departmental collaboration | Planning Department: Promote responsiveness and positive customer experiences. | Reach out to applicants via phone to clarify complex comments and provide education on code requirements.      |
|                                   | Create new opportunities for internal and public engagement through cross-departmental collaboration | Planning Department: Promote responsiveness and positive customer experiences. | Reduce the number of re-reviews by clearly notating required versus recommended comments.                      |
|                                   | Create new opportunities for internal and public engagement through cross-departmental collaboration | Planning Department: Promote responsiveness and positive customer experiences. | Encourage front desk interactions with PODs and implement consistent front desk response times (5-10 minutes). |





# Summer Projects



## RECORD KEEPING

- 40+ boxes of temporary records logged with Clerk and disposed
- Organization and digitization of permanent records





# Summer Projects



## SOP UPDATES

- Translating updated Standard Operating Procedures to new template.
- Identifying additional SOPs for increased operational efficiency.



Town of Clayton  
Planning Department  
111 E. Second Street, Clayton, NC 27520  
P.O. Box 879, Clayton, NC 27528  
Phone: 919-553-5002  
Fax: 919-553-1720

### Standard Operating Procedure: Notice of Violation

The purpose of this process is to better assist staff with the processes of writing a code case and issuing a Notice of Violation

Prior to starting the Code Case, it is important to note that Violations found in the UDC Code of Ordinances can **ONLY** be enforced on properties within Town Limits, and **not** the ETJ. The UDO and the UDC can be applied to properties in Town Limits, and the UDO can only be applied to properties in the ETJ.

#### Steps For Notice of Violation

Step 1: Code Enforcement will receive a complaint or observe a violation.

Step 2: Officer checks Johnston County [MapClick](#) to check jurisdiction.

Step 3: Officer performs an inspection/site visit. Photos taken of the violation on site using the timestamp camera application.

Step 4: Download [MapClick](#) information, enter the desktop case file.

Step 5: Download pictures taken of the violation, into a designated Code Enforcement Photos folder on your One Drive.

Step 6: Begin [NewWorld](#) Code Case.

Step 7: Upload documents to [NewWorld](#).

Step 8: Writing the NOV.

Step 9: Certified Mail creation and printing.

Step 10: Scan NOV, [Mapclick](#), photos and banner [page](#) into [NewWorld](#).

Step 11: Mail NOV.

#### Step 1: Officer Receives a Complaint

Code Enforcement Officer or Designee receives a complaint. This can come in the form of a phone call, e-mail, staff member, or complaint request form.



### Town of Clayton Standard Operating Procedure

|                                                   |  |                                     |                            |
|---------------------------------------------------|--|-------------------------------------|----------------------------|
| Department Name and Division Code: Planning - PLN |  | Code: PLN                           | Number: 004                |
| SOP Title: Notice of Violation                    |  | Developed By: Jonathan Weckesser    | Approved By: Conrad Olmedo |
|                                                   |  | Effective Date: 2/6/2025            |                            |
| Revised By: Leigh Sullivan                        |  | Revision Approved By: Conrad Olmedo | Revision Date: 6/26/2026   |

|           |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |
|-----------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Purpose   | <p>The purpose of this process is to better assist staff with the processes of writing a code case and issuing a Notice of Violation</p> <p>Prior to starting the Code Case, it is important to note that Violations found in the UDC Code of Ordinances can <b>ONLY</b> be enforced on properties within Town Limits, and <b>not</b> the ETJ. The UDO and the UDC can be applied to properties in Town Limits, and the UDO can only be applied to properties in the ETJ.</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |
| Procedure | <ol style="list-style-type: none"><li>1. Code Enforcement Officer or Designee receives a complaint. This can come in the form of a phone call, e-mail, staff member, or complaint request form.</li><li>2. Check Jurisdiction<ol style="list-style-type: none"><li>a. Enter the address into Johnston County <a href="#">MapClick</a> to verify jurisdiction.<ol style="list-style-type: none"><li>i. If the provided address is in Town Limits, the UDC and UDO can be applied.</li><li>ii. If the provided address is in the ETJ, only the UDO can be applied.</li><li>iii. If the provided address is neither in Town Limits nor the ETJ, Town of Clayton ordinances do not apply.</li></ol></li></ol></li><li>3. Code Enforcement Officer or designee performs a site visit, takes photos of violations present on site. Photos are time-stamped using an application on your City issued phone.</li><li>4. Download <a href="#">MapClick</a> Information:<ol style="list-style-type: none"><li>a. Open Johnston County <a href="#">MapClick</a>. Search for the property under the "Locate" tab. Then click "SUBMIT"</li></ol></li></ol> |



# Shorter Assignments



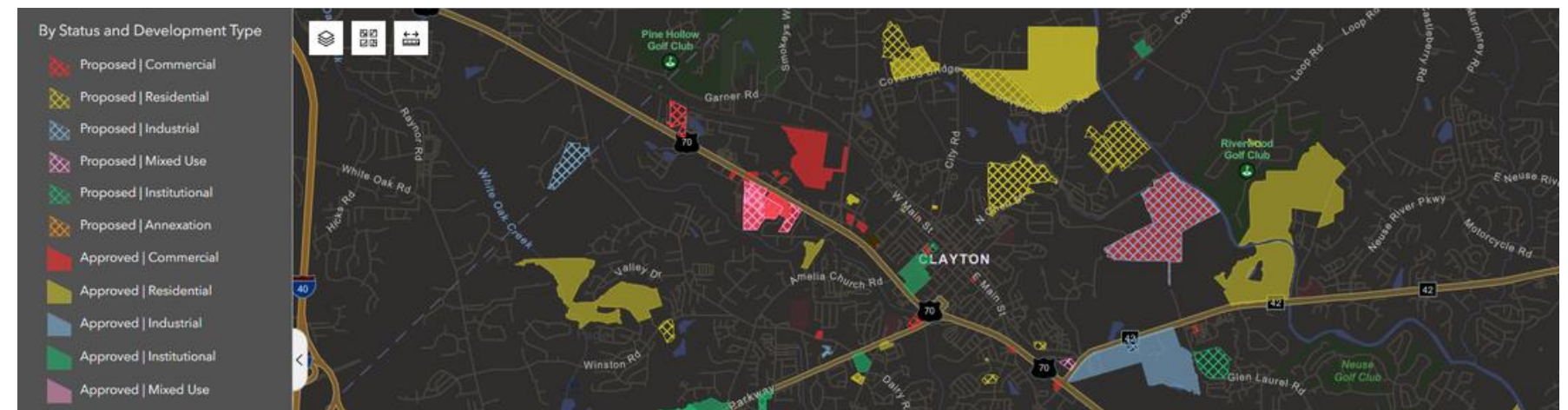
## UDO AMENDMENT RESEARCH

Shipping Containers, Animal Processing, Chicken Coops, Commercial Accessory Structures Size Limits



## DEVELOPMENT MAP

Assisting with project information updates. Supporting the exploration of new Development Map style.



## RIDE-ALONGS

Code Enforcement, Planning Inspections, Project/Future Development Overview

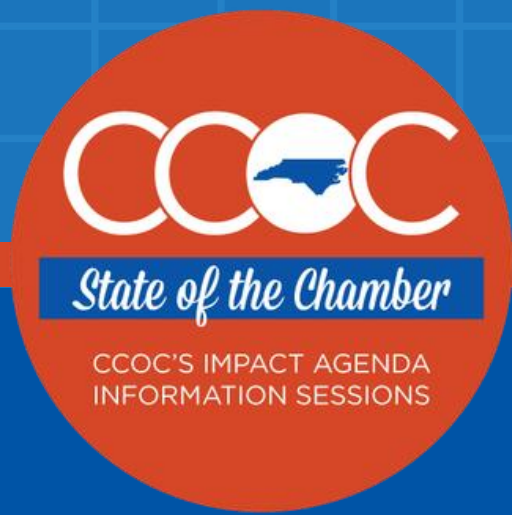




# Thank you!

---

QUESTIONS?



Speaker

**Joseph Stallings**

Economic Development Director  
*Town of Clayton*

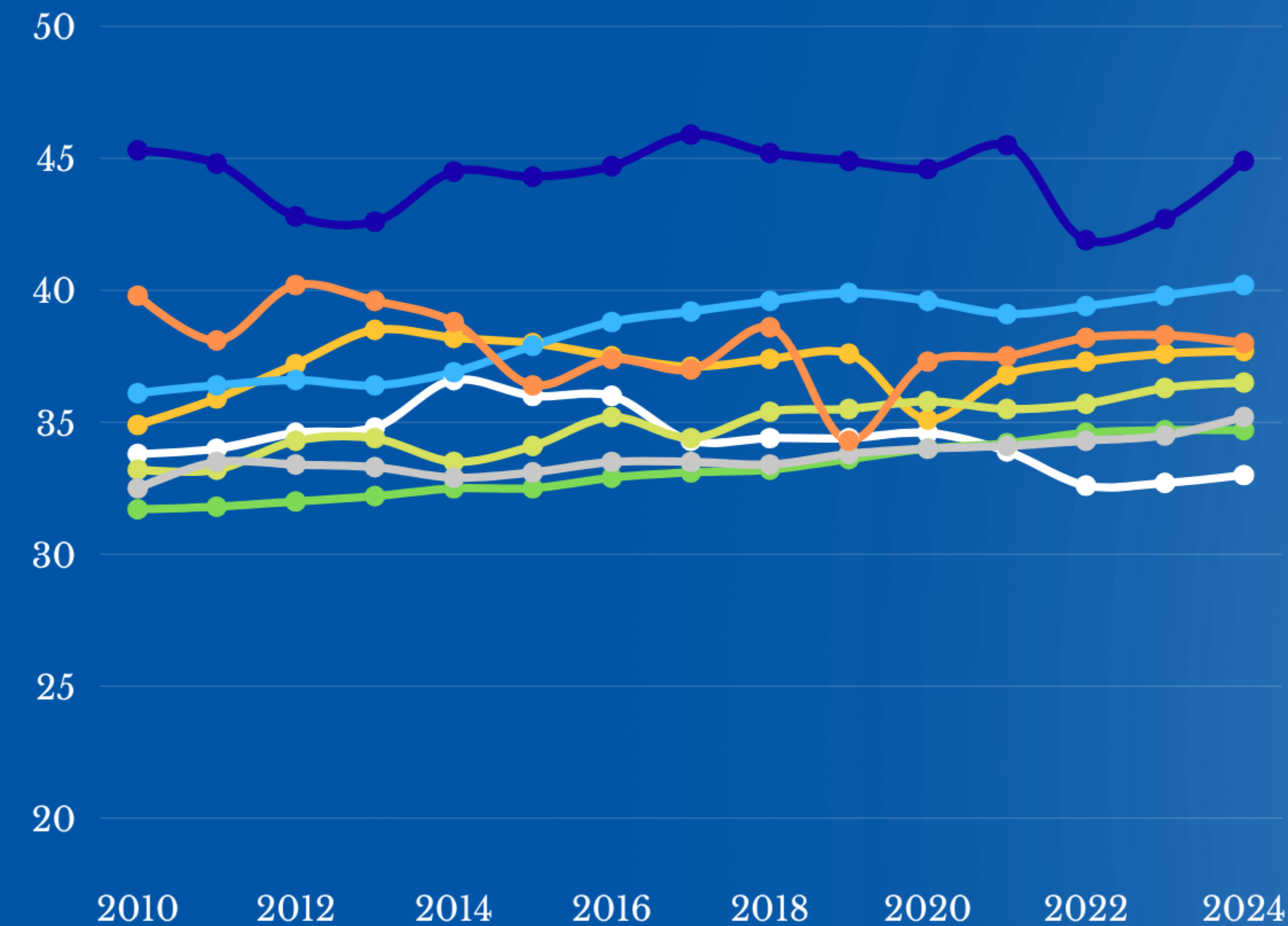






5

# Declining Population Age



American Community  
Survey  
5-Year Estimates (2024):

- Town of Clayton: 33
- City of Raleigh: 34.7
- Town of Morrisville: 35.2
- Town of Holly Springs: 36.5
- Town of Garner: 37.7
- Town of Wendell: 38
- Town of Cary: 40.2
- Town of Smithfield: 44.9



70+%

WRAL NEWS

Spotlight Obituaries Classifieds Families First VCAs Best Of Guide

NEWS

WEATHER

SPECIALISTS

SPORTS

BUSINESS

CONSUMER

HEALTH

LIFE

OUT & ABOUT

81°F

Q

👤

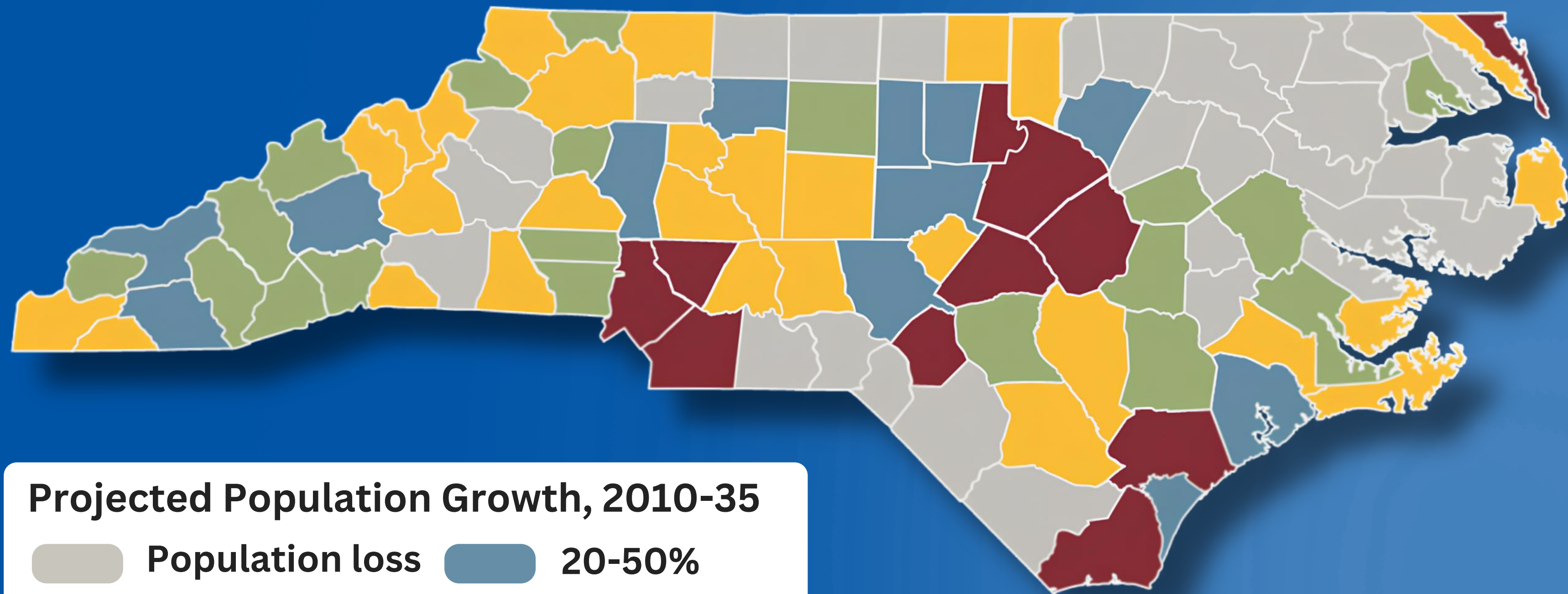
## 77% of Johnston County residents leave the county for work: New development hopes to change that

Johnston County faces a significant challenge with 77% of its residents, roughly 96,000 people, commuting out of the county for work daily, primarily to Wake County.

Posted 3:00 PM May 29, 2025 — Updated 6:17 PM May 29, 2025



# Growth Impacts

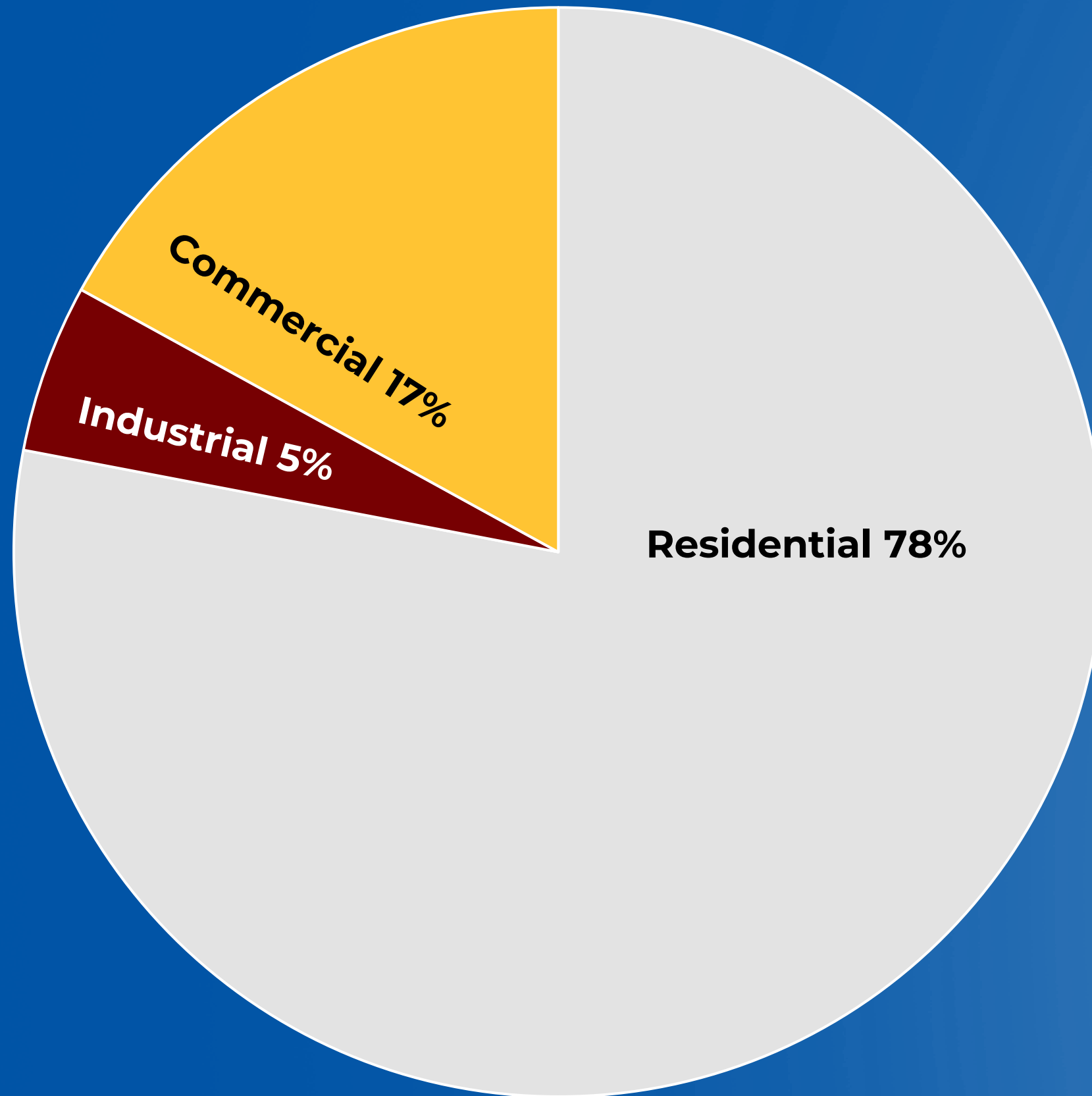


**Projected Population Growth, 2010-35**

|                                                                                                     |                                                                                                   |
|-----------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------|
|  Population loss |  20-50%      |
|  0-10%           |  50% or more |
|  10-25%          |                                                                                                   |

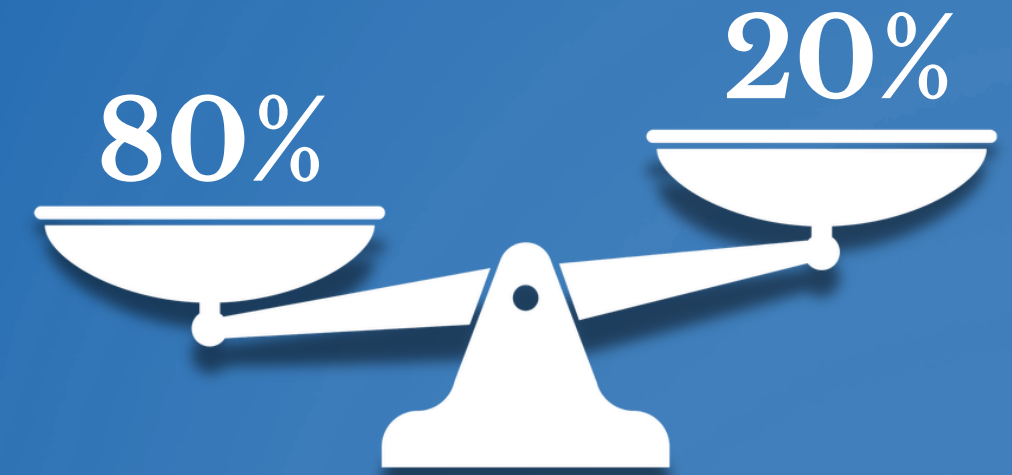
# Tax Base

## Non-Residential vs. Residential



Town of Clayton, Tax Base (Estimated)

## Town of Clayton



# Tax Base Analysis

Johnston County Cost of Services Study:  
\$1 in revenue...



Johnston County (June 15th, 2026)

Town of Clayton: Cost of Community Services Study  
Coming Fall 2026



# Lease & Vacancy Rates

## Town of Clayton

### Office:

| INVENTORY SF      | UNDER CONSTR. SF | VACANCY RATE      | MARKET RENT SF     |
|-------------------|------------------|-------------------|--------------------|
| <b>910K</b> +0%   | <b>0</b> -       | <b>1.5%</b> -1.1% | <b>\$155</b> +5.9% |
| Prior Period 910K | Prior Period 0   | Prior Period 2.6% | Prior Period \$146 |

### Retail:

| INVENTORY SF      | UNDER CONSTR. SF   | VACANCY RATE      | MARKET RENT SF       |
|-------------------|--------------------|-------------------|----------------------|
| <b>1.9M</b> +0.3% | <b>25.7K</b> +6.9% | <b>1.2%</b> -1.0% | <b>\$24.13</b> +4.4% |
| Prior Period 1.9M | Prior Period 24K   | Prior Period 2.2% | Prior Period \$23.11 |

### Industrial:

| INVENTORY SF      | UNDER CONSTR. SF   | VACANCY RATE      | MARKET RENT SF      |
|-------------------|--------------------|-------------------|---------------------|
| <b>3.9M</b> +7.4% | <b>440K</b> +63.1% | <b>6.9%</b> +5.0% | <b>\$9.15</b> +1.9% |
| Prior Period 3.6M | Prior Period 270K  | Prior Period 1.9% | Prior Period \$8.98 |

### Flex:

| INVENTORY SF      | UNDER CONSTR. SF | VACANCY RATE    | MARKET RENT SF       |
|-------------------|------------------|-----------------|----------------------|
| <b>259K</b> -     | <b>0</b> -       | <b>0%</b> 0%    | <b>\$18.53</b> +3.2% |
| Prior Period 259K | Prior Period 0   | Prior Period 0% | Prior Period \$17.95 |

## Johnston County

### Office:

| INVENTORY SF      | UNDER CONSTR. SF | VACANCY RATE      | MARKET RENT SF       |
|-------------------|------------------|-------------------|----------------------|
| <b>2.6M</b> +0%   | <b>0</b> -100%   | <b>2.6%</b> +0.6% | <b>\$27.92</b> +1.9% |
| Prior Period 2.6M | Prior Period 492 | Prior Period 2.6% | Prior Period \$146   |

### Retail:

| INVENTORY SF      | UNDER CONSTR. SF    | VACANCY RATE      | MARKET RENT SF       |
|-------------------|---------------------|-------------------|----------------------|
| <b>9.7M</b> +3.2% | <b>98.5K</b> -65.4% | <b>2.0%</b> +0.2% | <b>\$23.26</b> +4.3% |
| Prior Period 9.4M | Prior Period 285K   | Prior Period 1.8% | Prior Period \$22.30 |

### Industrial:

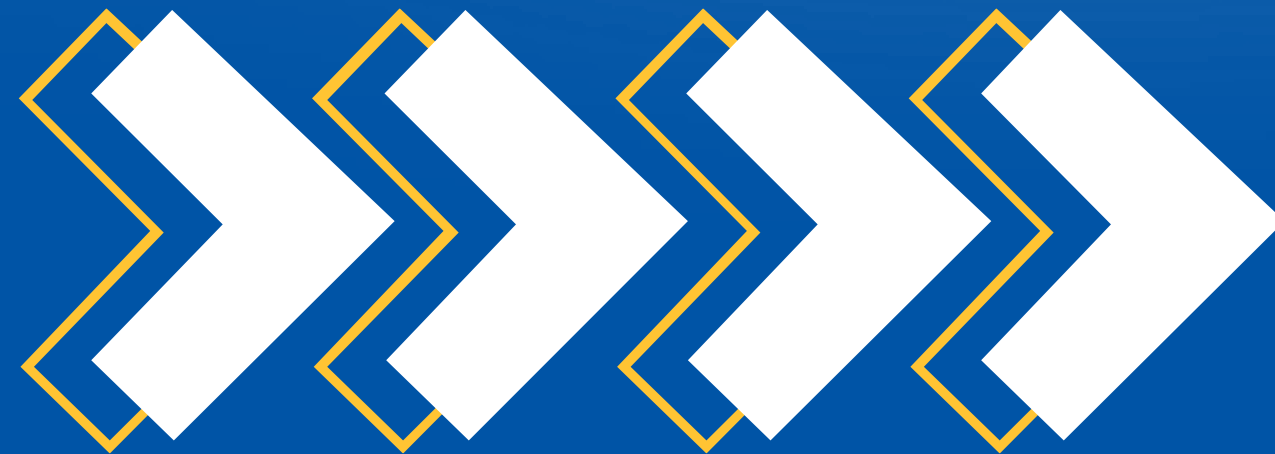
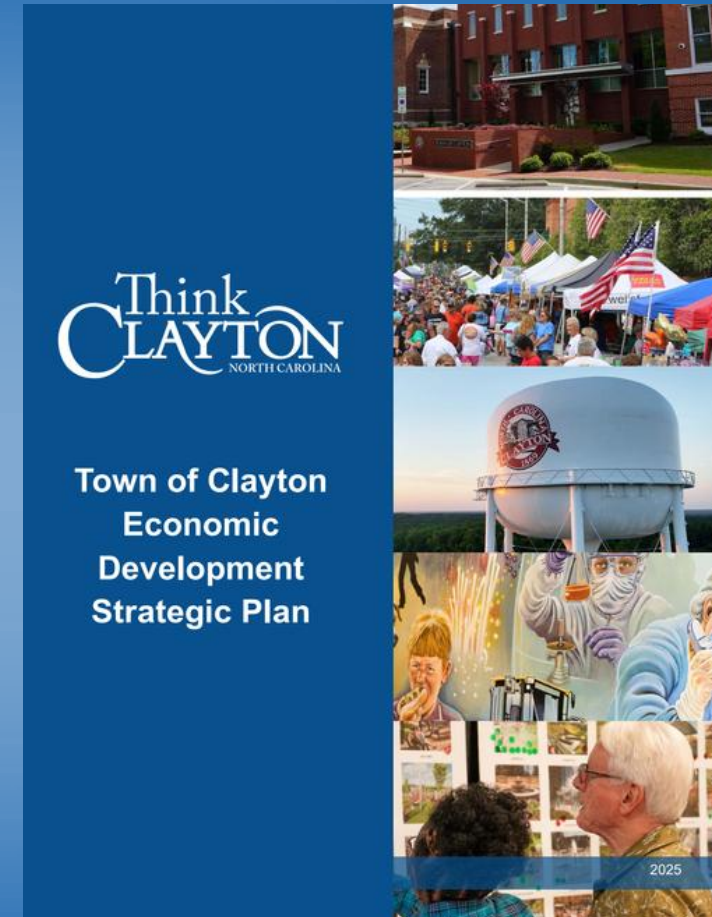
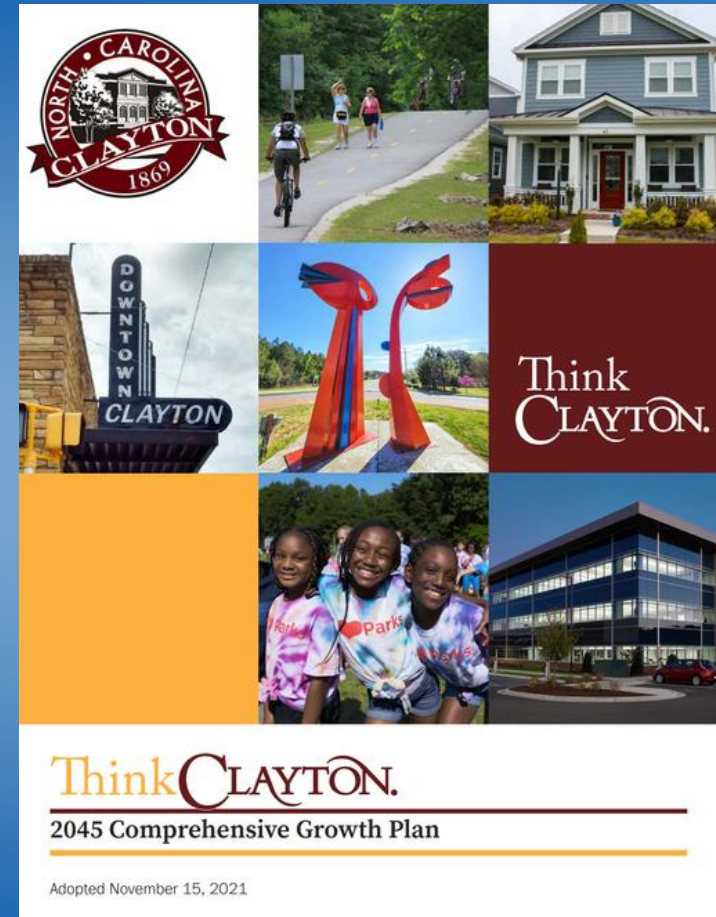
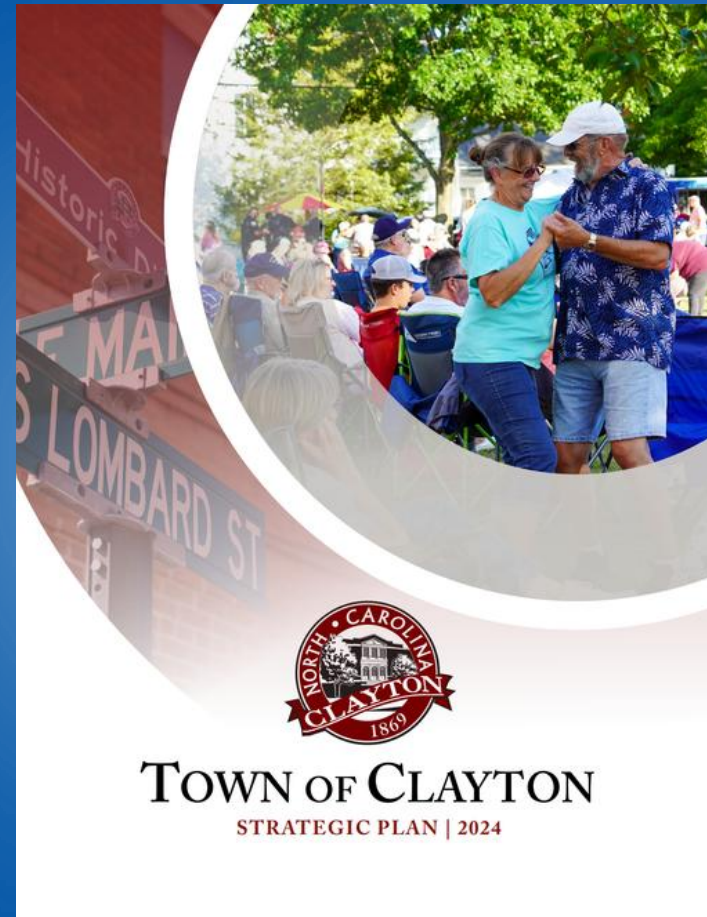
| INVENTORY SF       | UNDER CONSTR. SF   | VACANCY RATE      | MARKET RENT SF      |
|--------------------|--------------------|-------------------|---------------------|
| <b>17.2M</b> +2.0% | <b>2.2M</b> +21.2% | <b>4.9%</b> -1.5% | <b>\$8.54</b> +0.8% |
| Prior Period 16.9M | Prior Period 1.8M  | Prior Period 6.4% | Prior Period \$8.47 |

### Flex:

| INVENTORY SF      | UNDER CONSTR. SF  | VACANCY RATE      | MARKET RENT SF       |
|-------------------|-------------------|-------------------|----------------------|
| <b>1.4M</b> +0.1% | <b>0</b> -100%    | <b>7.0%</b> +1.0% | <b>\$16.07</b> +3.1% |
| Prior Period 1.4M | Prior Period 1.6K | Prior Period 6.0% | Prior Period \$15.59 |

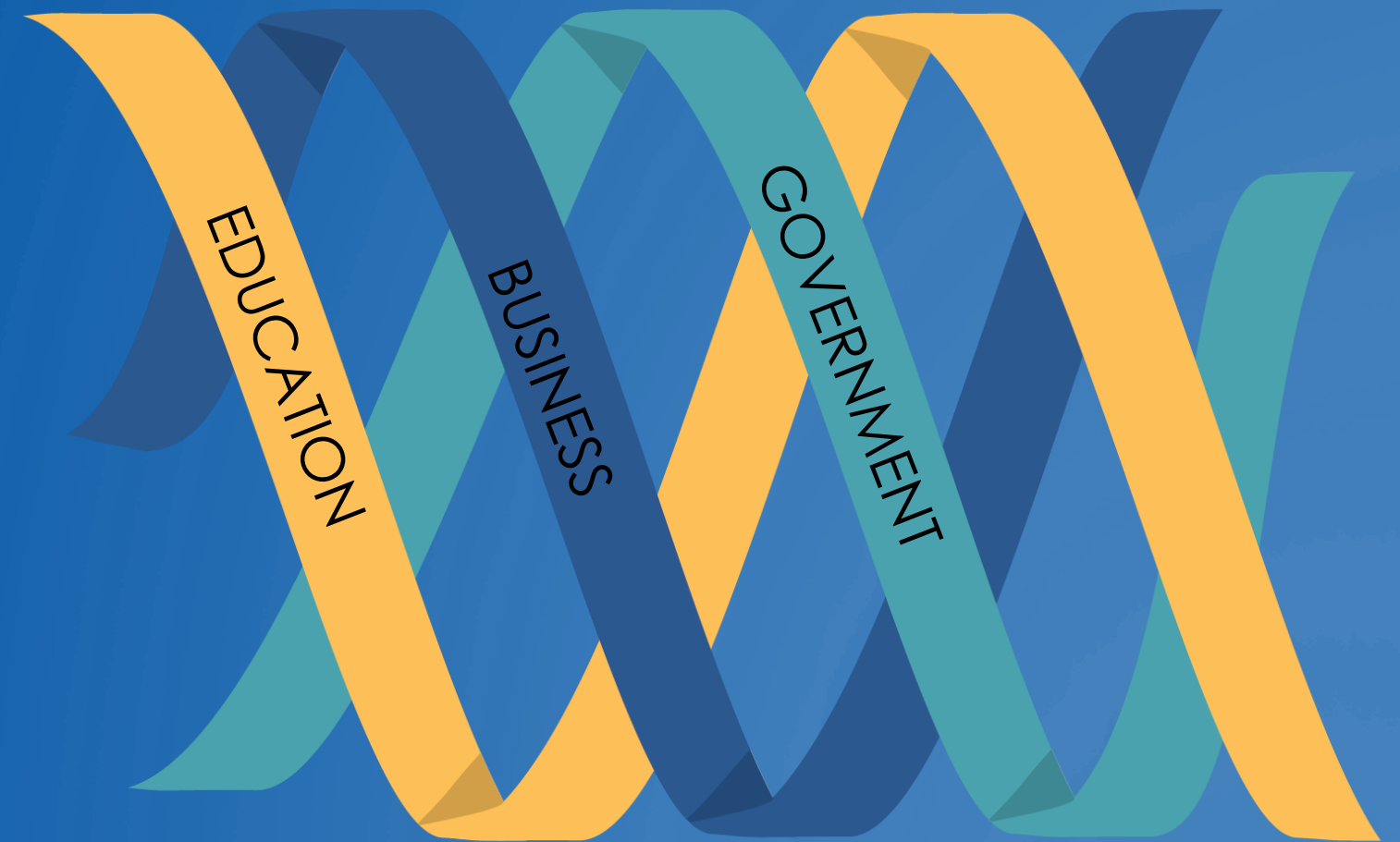


# Strategic & Master Plans



# Clayton Economic Development

- Marketing
- Business Recruitment
- Business Retention and Expansion
- Legislative Affairs
- Site Identification and Preparation





# Council Priorities – Economic Development

- Grow non-residential tax base
  - Increase job opportunities
  - Reduce retail leakage
- Improve process flows and relationship with the development community
- Facilitate greater inter-governmental collaboration
  - Federal and State government affairs
  - Local government collaboration
- Set Clayton as a place of choice for companies looking to locate in North Carolina





# Site Marketing & Research

## Little Creek Commerce District

5800 Little Creek Church Road is located on the southwest side of the Town of Clayton, in close proximity interstate 42 and U.S. highway 70. The large acreage of undeveloped land is prime for industrial commercial development.

**Acreage: 67**  
Zoning: Light Industrial

### Community Facts:

- Town of Clayton, North Carolina
- Median Household Income: \$78,822
  - Median Home Value: \$348,014
  - Home ownership: 67.2%
  - Town Population: 31,478
  - Population Growth: 20% since 2020
  - Households: 12,326 (2023)
  - Median Age: 36.3

- Johnston County, North Carolina
- Workforce: 128,000+
  - Unemployment Rate: 3.4%
  - Average Wage: \$54,127

### Research Trianlge Region (RTP)

- Population: 2.4+ million
- Higher Education: 10+ within 50 miles



## I-42 & Ranch Road

I-42 & Ranch Road is located on the southern side of the Town of Clayton, right next to Interstate 42. The large site of undeveloped land is prime for development.

**Acreage: 273**  
Zoning: Residential Large Lot

### Transportation Access:

- I-40 (8 miles)
- I-42 (6.1 miles)
- I-95 (14.1 miles)
- RDU Airport: 34.5 miles
- JNX Airport: 7.4 miles
- CSX - Carolina Connector intermodal facility: 59 miles
- Port of Wilmington: 130 miles
- Port of Morehead City: 134 miles

### Community Facts:

- Town of Clayton, North Carolina
- Median Household Income: \$78,822
  - Median Home Value: \$348,014
  - Home ownership: 67.2%
  - Town Population: 31,478
  - Population Growth: 20% since 2020
  - Households: 12,326 (2023)
  - Median Age: 36.3

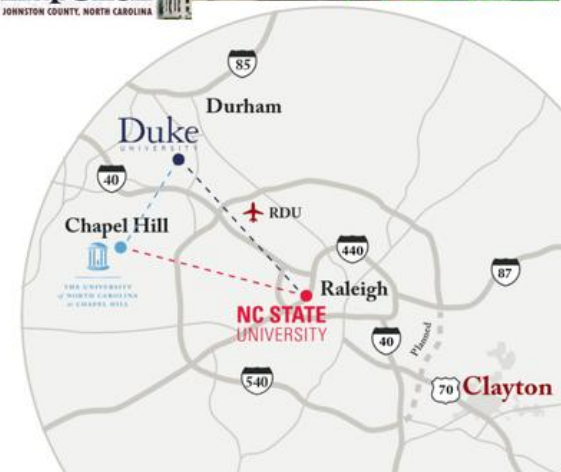
- Johnston County, North Carolina
- Workforce: 128,000+
  - Unemployment Rate: 3.4%
  - Average Wage: \$54,127

### Research Trianlge Region (RTP)

- Population: 2.4+ million
- Higher Education: 10+ within 50 miles

### Transportation Access:

- I-40 (9 miles)
- I-42 (1 mile)
- I-95 (14 miles)
- RDU Airport: 33 miles
- JNX Airport: 8 miles
- CSX - Carolina Connector intermodal facility: 67 miles
- Port of Wilmington: 121 miles
- Port of Morehead City: 133 miles



### Think CLAYTON

ECONOMIC DEVELOPMENT

### Advanced Manufacturing Companies Should Think Clayton

Clayton is anchored by globally significant advanced manufacturing operations and offers a strategic advantage for companies seeking growth in a highly competitive region. Located just 15 miles southeast of Raleigh within the Research Triangle, Clayton provides access to a highly skilled workforce, robust supply chains, and major transportation corridors—supporting efficient operations and long-term success.

|                                                 |                                                                       |
|-------------------------------------------------|-----------------------------------------------------------------------|
| 2.0% Corporate Tax Rate – Phasing to 0% by 2030 | 7% Average Sales Tax (Combined State & Local)                         |
| 3.99% Personal Income Tax Rate                  | #7 Most Competitive Unemployment Insurance Tax (Tax Foundation, 2025) |

#### #1 Metro for U.S. Biologics

(Global Location Strategies, 2026)

#### #1 State for Manufacturing

(Site Selection Group, 2024)

#### 113,000 Degrees Conferred Annually

(Research Triangle Regional Partnership, 2026)

#### #1 Top State for Business

(CNBC, 2022, 2023, & 2025)

#### #1 Workforce Development

(Site Selection, 2025)

#### 4th Highest Concentration of PhDs

(Research Triangle Regional Partnership, 2026)

### Local Workforce

The Johnston Community College's Workforce Development Center is a 30,000 square foot state-of-the-art educational and technical skills training center that serves 13,000 students annually. 135 Best Wood Dr, Clayton, NC 27520

### Think CLAYTON

ECONOMIC DEVELOPMENT

### Life Sciences Companies Should Think Clayton

Clayton offers a proven environment for companies seeking to establish, expand, and succeed in one of the Southeast's most competitive and forward looking markets. Strategically located just 15 miles southeast of Raleigh, within two hours of the North Carolina coast, and integrated into the greater Research Triangle region, Clayton offers direct access to global markets, skilled labor, and major transportation corridors.

|                                                 |                                                                       |
|-------------------------------------------------|-----------------------------------------------------------------------|
| 2.0% Corporate Tax Rate – Phasing to 0% by 2030 | 7% Average Sales Tax (Combined State & Local)                         |
| 3.99% Personal Income Tax Rate                  | #7 Most Competitive Unemployment Insurance Tax (Tax Foundation, 2025) |

#### #1 Metro for U.S. Biologics

(Global Location Strategies, 2026)

#### #1 State for Manufacturing

(Site Selection Group, 2024)

#### 113,000 Degrees Conferred Annually

(Research Triangle Regional Partnership, 2026)

#### #1 Top State for Business

(CNBC, 2022, 2023, & 2025)

#### #1 Workforce Development

(Site Selection, 2025)

#### 4th Highest Concentration of PhDs

(Research Triangle Regional Partnership, 2026)

### Local Workforce

The Johnston Community College's Workforce Development Center is a 30,000 square foot state-of-the-art educational and technical skills training center that serves 13,000 students annually. 135 Best Wood Dr, Clayton, NC 27520



# Infrastructure Investments

## Pump Station Upgrades

- Walmart Pump Station
- Walnut Creek Pump Station
- West Clayton Sewer Improvements
- Forest Hills Pump Station
- Johnston Medical Hospital (relocation)



**Sam's Branch Water  
Reclamation Facility**



**Clayton Southwest Public  
Safety Center**



**Clayton Wellness  
& Activity Center**



# Recent Wins



CASTO Development (retail/commercial) \$150M  
 Blue Steel 70 (Industrial) \$50M  
 Crossroads Trade Center (Industrial) \$50M

Aldi (Commercial Business)  
 Slim Chickens (Retail Business)  
 Knapheide (Manufacturing Business)



**SLIM CHICKENS®**



# Economic Mobility

The ability for an individual/family to improve the economic status over time.

## Harvard Studies



Raj  
Chetty



Nathaniel  
Hendren



Roland  
Fryer Jr.







# Contact

**Joe Stallings**

 [jstallings@townofclaytonnc.org](mailto:jstallings@townofclaytonnc.org)

 **984-310-7722**

**Amanda Lewis**

 [alewis@townofclaytonnc.org](mailto:alewis@townofclaytonnc.org)

 **984-310-4013**

**Think  
CLAYTON**  
ECONOMIC DEVELOPMENT





# Planning Board

Training Session

7.27.26

Conrad Olmedo, AICP, CZO

Planning Director

# planning

**noun** [U]

UK  /ˈplæn.ɪŋ/ US  /ˈplæn.ɪŋ/

**planning** **noun** [U] (DECIDING)

Add to word list 

**B2**

the act of deciding how to do something:

- *Events like these take months of careful planning.*

## — Fewer examples

- *forward planning*
- *The project went over budget because of a miscalculation at the planning stage.*
- *strategic planning*
- *We need to do some brainstorming before we get down to detailed planning.*
- *Careful planning is essential if the event is to be a success.*

# WHAT IS PLANNING?

An activity undertaken by a community to:

1. Identify a desired future state, and
2. Determine the actions necessary to achieve that desired future state, and
3. Reach consensus

**"Creating great communities for all."**  
**American Planning Association's Mission**





# OVERVIEW

01

**Establishment & Role  
(under the Statutes)**

02

**Planning Board  
Functions**

03

**Common Questions &  
Answers**

04

**Future Trends**

# ESTABLISHMENT & ROLE (under the Statutes)

## NCGS§160D-301 Planning Boards

[https://www.ncleg.gov/Laws/  
GeneralStatuteSections/  
Chapter160D](https://www.ncleg.gov/Laws/GeneralStatuteSections/Chapter160D)

### Article 3.

#### Boards and Organizational Arrangements.

##### § 160D-301. Planning boards.

(a) Composition. – A local government may by ordinance provide for the appointment and compensation of a planning board or may designate one or more boards or commissions to perform the duties of a planning board. A planning board established pursuant to this section may include, but shall not be limited to, one or more of the following:

- (1) A planning board of any size or composition deemed appropriate, organized in any manner deemed appropriate; provided, however, the board shall have at least three members.
- (2) A joint planning board created by two or more local governments pursuant to Part 1 of Article 20 of Chapter 160A of the General Statutes.

(b) Duties. – A planning board may be assigned the following powers and duties:

- (1) To prepare, review, maintain, monitor, and periodically update and recommend to the governing board a comprehensive plan, and such other plans as deemed appropriate, and conduct ongoing related research, data collection, mapping, and analysis.
- (2) To facilitate and coordinate citizen engagement and participation in the planning process.
- (3) To develop and recommend policies, ordinances, development regulations, administrative procedures, and other means for carrying out plans in a coordinated and efficient manner.
- (4) To advise the governing board concerning the implementation of plans, including, but not limited to, review and comment on all zoning text and map amendments as required by G.S. 160D-604.
- (5) To exercise any functions in the administration and enforcement of various means for carrying out plans that the governing board may direct.
- (6) To provide a preliminary forum for review of quasi-judicial decisions, provided that no part of the forum or recommendation may be used as a basis for the deciding board.
- (7) To perform any other related duties that the governing board may direct. (2019-111, s. 2.4; 2020-3, s. 4.33(a); 2020-25, s. 51(a), (b), (d).)



# ESTABLISHMENT & ROLE (under the Statutes)

## NCGS § 160D-501 Plans

[https://www.ncleg.gov/Laws/  
GeneralStatuteSections/  
Chapter160D](https://www.ncleg.gov/Laws/GeneralStatuteSections/Chapter160D)

public investments, and educational programs.

(c) Adoption and Effect of Plans. – Plans shall be adopted by the governing board with the advice and consultation of the planning board. Adoption and amendment of a comprehensive or land-use plan is a legislative decision and shall follow the process mandated for zoning text amendments set by G.S. 160D-601. Plans adopted under this Chapter may be undertaken and adopted as part of or in conjunction with plans required under other statutes, including, but not

Article 5.

Planning.

### § 160D-501. Plans.

(a) Requirements for Zoning. – As a condition of adopting and applying zoning regulations under this Chapter, a local government shall adopt and reasonably maintain a comprehensive plan or land-use plan.

(a1) Plans. – A comprehensive plan sets forth goals, policies, and programs intended to guide the present and future physical, social, and economic development of the jurisdiction. A land-use plan uses text and maps to designate the future use or reuse of land. A comprehensive or land-use plan is intended to guide coordinated, efficient, and orderly development within the planning and development regulation jurisdiction based on an analysis of present and future needs.

Planning analysis may address inventories of existing conditions and assess future trends regarding demographics and economic, environmental, and cultural factors. The planning process shall include opportunities for citizen engagement in plan preparation and adoption.

A local government may prepare and adopt other plans as deemed appropriate. This may include, but is not limited to, small area plans, neighborhood plans, hazard mitigation plans, transportation plans, housing plans, and recreation and open space plans.

(b) Comprehensive Plan Contents. – A comprehensive plan may, among other topics, address any of the following as determined by the local government:

(1) Issues and opportunities facing the local government, including consideration of trends, values expressed by citizens, community vision, and guiding principles for growth and development.

(2) Economic development and civic design, including the characteristics of future land uses, urban form, and works.

(3) Economic development, and community services and infrastructure to support waste disposal, utilities, emergency services, education, community facilities, and other public policies for provision of and financing for public

(4) Housing and affordability to accommodate persons and households of all types and income levels.

(5) Recreation and open spaces.

(6) Mitigation of natural hazards such as flooding, winds, wildfires, and unstable lands.

(7) Protection of the environment and natural resources, including agricultural resources, mineral resources, and water and air quality.

(8) Protection of significant architectural, scenic, cultural, historical, or archaeological resources.

(9) Analysis and evaluation of implementation measures, including regulations, public investments, and educational programs.

(c) Adoption and Effect of Plans. – Plans shall be adopted by the governing board with the advice and consultation of the planning board. Adoption and amendment of a comprehensive or land-use plan is a legislative decision and shall follow the process mandated for zoning text amendments set by G.S. 160D-601. Plans adopted under this Chapter may be undertaken and adopted as part of or in conjunction with plans required under other statutes, including, but not

# **NCGS §160D-501. PLANS**

- Clarifies that local governments must have a comprehensive plan to apply zoning regulations
- Sets out the intent for comprehensive plans
- Identifies 10 recommended elements of a comprehensive plan
- Requires comprehensive plans to be adopted like zoning changes (based on consultation with Planning Board & public notice)
- Requires comprehensive plan to be considered during zoning amendments
- Clarifies that a zoning amendment may be adopted even if inconsistent with a comprehensive plan



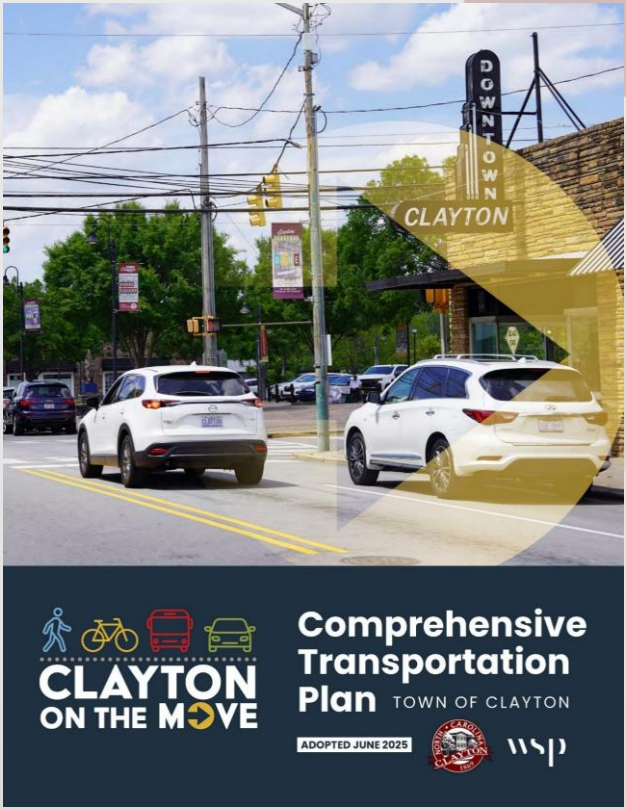
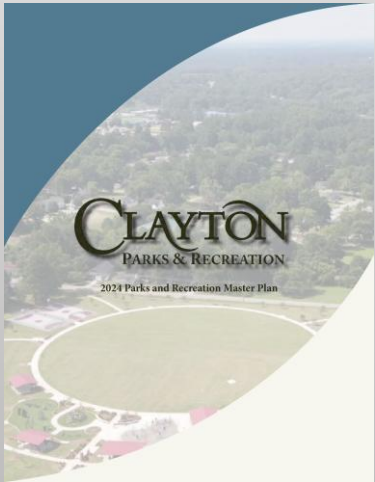


# ADOPTED POLICY GUIDANCE



ThinkCLAYTON.  
2045 Comprehensive Growth Plan

Adopted November 15, 2021





# ESTABLISHMENT & ROLE (under the Statutes)

## NCGS§160D-604 Planning Board Review & Comment

[https://www.ncleg.gov/Laws/  
GeneralStatuteSections/  
Chapter160D](https://www.ncleg.gov/Laws/GeneralStatuteSections/Chapter160D)

### § 160D-604. Planning board review and comment.

(a) Initial Zoning. – In order to exercise zoning powers conferred by this Chapter for the first time, a local government shall create or designate a planning board under the provisions of this Article or a local act of the General Assembly. The planning board shall prepare or shall review and comment upon a proposed zoning regulation, including the full text of the regulation and maps showing proposed district boundaries. The planning board may hold public meetings and legislative hearings in the course of preparing the regulation. Upon completion, the planning board shall make a written recommendation regarding adoption of the regulation to the governing board. The governing board shall not hold its required hearing or take action until it has received a recommendation regarding the regulation from the planning board. Following its required hearing, the governing board may refer the regulation back to the planning board for any further recommendations that the board may wish to make prior to final action by the governing board in adopting, modifying and adopting, or rejecting the regulation.

(b) Zoning Amendments. – Subsequent to initial adoption of a zoning regulation, all proposed amendments to the zoning regulation or zoning map shall be submitted to the planning board for review and comment. If no written report is received from the planning board within 30 days of referral of the amendment to that board, the governing board may act on the amendment without the planning board report. The governing board is not bound by the recommendations, if any, of the planning board.

(c) Review of Other Ordinances and Actions. – Any development regulation other than a zoning regulation that is proposed to be adopted pursuant to this Chapter may be referred to the planning board for review and comment. Any development regulation other than a zoning regulation may provide that future proposed amendments of that ordinance be submitted to the planning board for review and comment. Any other action proposed to be taken pursuant to this Chapter may be referred to the planning board for review and comment.

(d) Plan Consistency. – When conducting a review of proposed zoning text or map amendments pursuant to this section, the planning board shall advise and comment on whether the proposed action is consistent with any comprehensive or land-use plan that has been adopted and any other officially adopted plan that is applicable. The planning board shall provide a written recommendation to the governing board that addresses plan consistency and other matters as deemed appropriate by the planning board, but a comment by the planning board that a proposed amendment is inconsistent with the comprehensive or land-use plan shall not preclude consideration or approval of the proposed amendment by the governing board. If a zoning map amendment qualifies as a "large-scale rezoning" under G.S. 160D-602(b), the planning board statement describing plan consistency may address the overall rezoning and describe how the analysis and policies in the relevant adopted plans were considered in the recommendation made.

(e) Separate Board Required. – Notwithstanding the authority to assign duties of the planning board to the governing board as provided by this Chapter, the review and comment required by this section shall not be assigned to the governing board and shall be performed by a separate board. (2019-111, s. 2.4; 2020-3, s. 4.33(a); 2020-25, s. 51(a), (b), (d); 2021-88, s. 1(c).)



# Role of the Planning Board:

1. Prepare, review, monitor, & update the Comprehensive Plan
2. Facilitate citizen engagement in the planning process
3. Develop regulations and procedures
4. Review and comment on all zoning text and map amendments



# OVERVIEW

01

Establishment & Role  
(under the Statutes)

02

**Planning Board  
Functions**

03

Common Questions  
and Answers

04

Future Trends



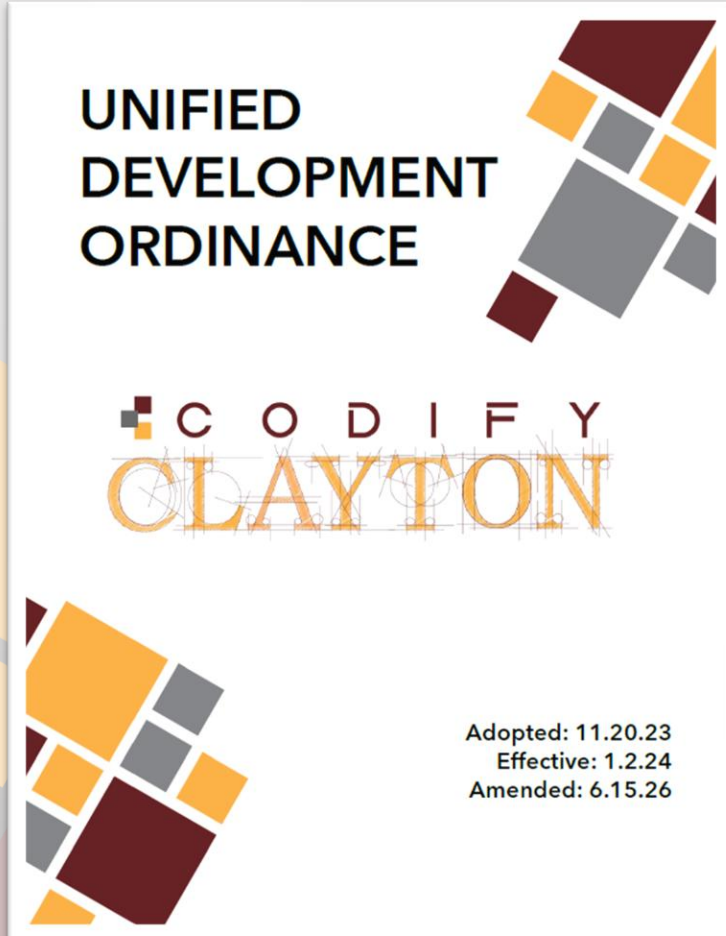
# PLANNING BOARD FUNCTION (under the UDO)

- Membership (= 9)  
at least 1 from the ETJ
- Power & Duties
  - Comprehensive Plan  
& functional plans
  - Recommendations on  
text/map amendments
  - Special studies
- Conduct Public Meetings  
(not hearings)

- Voting (simple majority)
- Quorum (= 5)
- Provides recommendations  
(when applicant is present and  
has answered questions)
- Conflict of Interest  
(Avoidance of direct, substantial  
financial interest; no familial or  
business relationship)



# PLANNING BOARD FUNCTION (under the UDO)

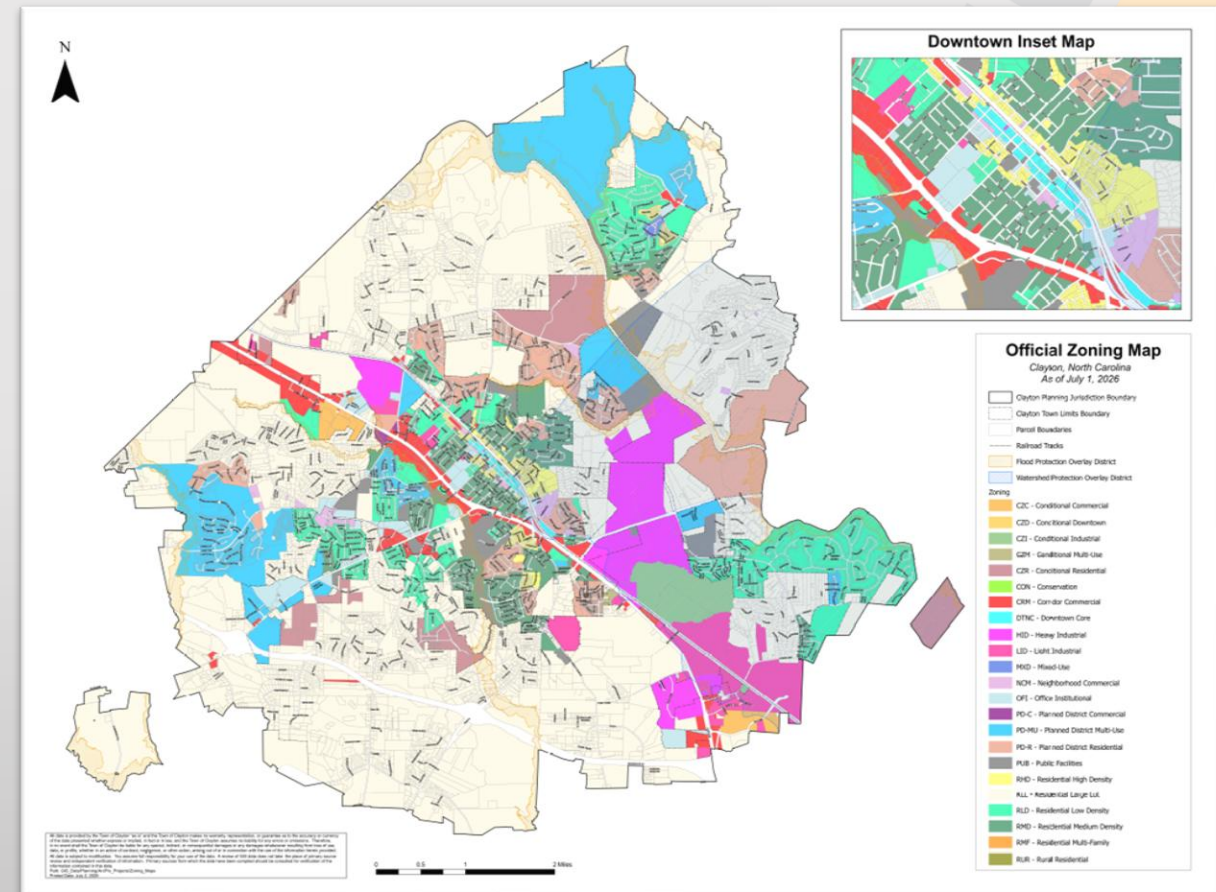


- § 2.3.7 Conditional Rezoning
- § 2.3.10 Conventional Rezoning
- § 2.3.28 Text Amendment



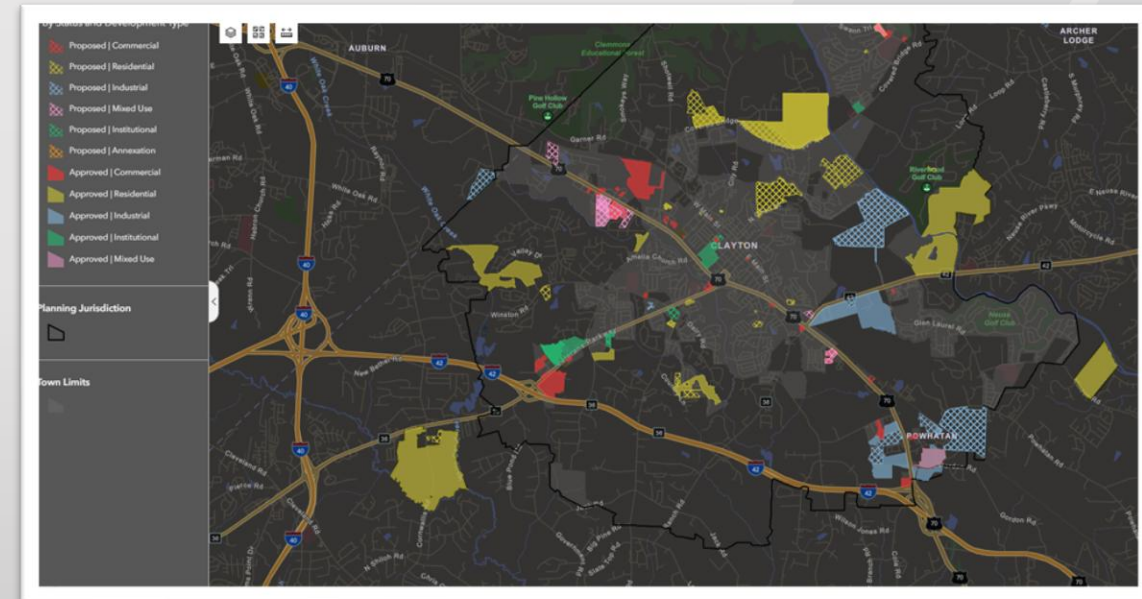
## 2.3.10 Conventional Zoning

- Amendment to the Official Zoning Map
- Establishes or Revises a Conventional Base or Overlay Zoning District Boundary
- By Landowner, Purchaser, or Town-Initiated (3<sup>rd</sup> party applicants prohibited)



## 2.3.7 Conditional Zoning

- Establishes or Revises a Conditional Base Zoning District
- One of 3 Types
  - Type 1 (limited use);
  - Type 2 (limited standard);
  - Type 3 (unlimited)
- Subject to Conditions
- Only Initiated by Landowner(s)





| Feature                            | CONVENTIONAL REZONING                  | CONDITIONAL REZONING                                  |
|------------------------------------|----------------------------------------|-------------------------------------------------------|
| Standards Applied                  | Uniform Across District                | Site-Specific; Different from District-to-District    |
| Who May Initiate                   | Owner, Purchaser, Town                 | Owner(s) Only                                         |
| May Include Negotiations           | No                                     | Yes                                                   |
| May Include Conditions             | None Allowed (including Concept Plans) | Conditions Required (including Concept Plans for 2,3) |
| Development Tied to a Concept Plan | No                                     | Yes, When Concept Plan is Required                    |
| Easy to Modify After Approval      | Yes                                    | Often Requires Another Rezoning                       |

| Feature                              | CONVENTIONAL<br>REZONING | CONDITIONAL REZONING                          |
|--------------------------------------|--------------------------|-----------------------------------------------|
| Uses Allowed                         | All District Uses        | Only Approved Uses                            |
| Ability to Deviate<br>from Standards | None                     | Only for Types 2 & 3<br>(requires mitigation) |
| Neighborhood<br>Meetings             | Only When 'Upzoning'     | Typical for Most Applications                 |
| Outcome<br>Predictability            | Fairly High              | Fairly Low                                    |
| Outcome<br>Flexibility               | Low                      | High                                          |
| Best For                             | Broad Policy Application | Unique Site Conditions                        |



## 2.3.7 Conditional Zoning – Concept Plans

- **Applied as a condition of approval as part of Type 2 and Type 3 Conditional Rezoning**
- **Intended to be general, not detailed**
- **Reviewed by TRC for technical feasibility prior to Planning Board**
- **Planning Board role is to consider policy consistency, compatibility with surroundings, proposed mitigation**

### PLAN, CONCEPT

A plan for development intended solely for illustrative purposes to assist a review authority in its consideration of a proposed development (like a Type 3 Conditional Rezoning or a Special Use Permit). A Concept Plan may, but does not necessarily need to include, the detailed elements typically found in a site plan (for example, detailed locations of buildings, location of off-street parking, location of landscaping, etc.).

## 2.3.7 Conditional Zoning – Concept Plans

| SITE PLANS                                                                         | CONCEPT PLANS                                                                                       |
|------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------|
| Typically reviewed at end of application process                                   | Typically reviewed at beginning of application process                                              |
| Used to demonstrate compliance                                                     | Used to determine feasibility                                                                       |
| Detailed and specific                                                              | General                                                                                             |
| Highly detailed and precise                                                        | Conceptual or “high level”                                                                          |
| Exact building footprints                                                          | General units counts or square footage                                                              |
| Exact land uses                                                                    | Potential land uses                                                                                 |
| Detailed & dimensioned layout of all site features<br>(parking, landscaping, etc.) | General site layout features/locations of streets, utilities, stormwater, buffers, features of note |
| Precise technical calculations and dimensions                                      | General descriptions                                                                                |
| Stamped or sealed                                                                  | Unstamped or unsealed                                                                               |
| Must be in substantial compliance with an associated concept plan                  | Submitted as a condition                                                                            |





# 2.3.7 Conditional Zoning - Concept Plans



**LEGEND**

- PROPERTY BOUNDARY
- UTILITY EASEMENT
- STREAM
- EXISTING WATER
- EXISTING FORCEMAIN
- PROPOSED SEWER
- PROPOSED SEWER
- PRIMARY CIRCULATION
- CROSS ACCESS
- COMMERCIAL
- MULTIFAMILY RESIDENTIAL
- NEUSE RIVER BUFFER
- OPEN SPACE
- WETLANDS
- PERMETER BUFFER
- SITE ACCESS A RIGHT-IN/RIGHT-OUT
- SITE ACCESS B THRU-CUT, ALL INTERSECTION MOVEMENTS PERMITTED EXCEPT NORTHBOUND AND SOUTHBOUND THROUGH
- SITE ACCESS C LEFT-IN/RIGHT-IN/RIGHT-OUT
- SECONDARY ENTRANCE

\* NOTES: WETLANDS, STREAMS AND NEUSE BUFFERS ARE SHOWN APPROXIMATELY, BASED UPON FIELD OBSERVATIONS. FINAL ALIGNMENT OF THESE FEATURES IS SUBJECT TO THE RESULTS OF FIELD SURVEY AND MAY VARY SLIGHTLY FROM THAT SHOWN HEREON.

1. PHASING WILL BE DETERMINED AT TIME OF SITE PLAN AND/OR MAJOR SUBDIVISION PLAN

2. MULTI-USE PATH WILL BE PROVIDED ALONG US HWY 70. LOCATION AND DESIGN WILL BE DETERMINED AT TIME OF SITE PLAN AND/OR MAJOR SUBDIVISION



## 2.3.7 Conditional Zoning - Conditions

- These may be applied to address perceived impacts from the proposed development
- Conditions must be:
  - Proportional and reasonably related to the impacts created
  - Measurable and trackable
  - In writing, and agreed to by the applicant before the decision is made
  - In compliance with federal law
  - In compliance with §2.4.10

there is a conflict of interest in accordance with Section 1.8.2B, Conflict of Interest.

### 2.4.10 CONDITIONS OF APPROVAL

- A. Conditions shall be limited to those that address conformance of development and use of the site with Town regulations and adopted plans and that address the impacts reasonably expected to be generated by the development or use of the site.
- B. Conditions shall be in writing and may be supplemented with text or plans and maps.
- C. No condition shall be made part of the application which:
  - 1. Specifies the ownership status, race, religion, or other characteristics of the occupants of housing units;
  - 2. Establishes a minimum size of a dwelling unit;
  - 3. Establishes a minimum value of buildings or improvements;
  - 4. Excludes residents based upon race, religion, or income;
  - 5. Requires an applicant to permit inspection of areas of a site that are not open to the general public; or **AMENDED 7.21.25 (UDOTA 1-25)**
  - 6. Obligates the Town to perform in any manner relative to the approval of the application or the development of the land.
- D. In no instance shall any of the following standards in this Ordinance be waived, reduced, or made less restrictive as part of an application:
  - 1. Any of the applicable overlay district standards in **Section 3.7, Overlay Zoning Districts**;
  - 2. The maximum allowable residential density, unless subject to an authorized incentive permitted under this Ordinance;
  - 3. The signage standards in **Section 6.13, Signage**, unless part of Alternative Sign Plan; and
  - 4. Technical requirements associated with public infrastructure.
- E. All conditions of approval shall be consented to, in writing, by all owners of land or applicants subject to the conditions prior to delivery of a notice of decision (see Section 2.4.11, Written Notice of Decision).
- F. All conditions of approval shall be identified in the approval, the notice of decision, and on any associated plans or plats.
- G. Any condition of approval approved by the Town and the applicant shall become a part of the application approval and the applicant, landowner, or subsequent assign shall remain subject to its terms and requirements.

### 2.4.11 WRITTEN NOTICE OF DECISION

A. CONTENT





## 2.3.28 Text Amendments

- Town-initiated vs. Applicant-requested
- Downzoning Considerations Must be Addressed
- Decision to be based on 7 Review criteria (§2.3.28.G)
- Requires recommendation to City Council with written statement of consistency & reasonableness

# OVERVIEW

01

Establishment & Role  
(under the Statutes)

02

Planning Board  
Functions

03

**Common Questions  
and Answers**

04

Future Trends



# COMMON QUESTIONS & ANSWERS

1. Whom do We Represent?
2. Can we Consider Public Opinion/Opposition?
3. What's the Difference between Bargaining and Negotiation?
4. How do we Avoid Personal Preference in Favor of Objective Standards?
5. Others?



# 1. Whom do we Represent?

## NOT :

- Individual Applicants
  - Town Residents
  - Landowners
- Individual Elected Officials or Staff
- "Growth" or "Anti-growth" Interests

## WE REPRESENT:

- The Public Interest of the Entire Community
- The Adopted Policy Guidance
- A Fair and Unbiased Process

The Planning Board represents the Town's long-term future, not its immediate fears or desires





## 2. Can we Consider Public Opinion/ Opposition?

**YES**, but:

What planning issues are being raised?

Are the concerns tied to adopted plans or ordinance standards?

Are there legitimate impacts related to traffic, compatibility, infrastructure, stormwater, character, safety, housing, etc.?

Is the opposition evidence-based or merely preference-based?

## 2. Can we Consider Public Opinion/ Opposition?

### "Evidence-Based" Means:

- Concerns are tied to a recognizable land use impact (like traffic, noise, school capacity, etc.)
- There is factual support for the concern
- The concern is measurable

### "Preference-Based" Examples:

- "I don't like \_\_\_\_"
- "This changes the Town's feel"
- "This just doesn't belong"
- "That's too dense"
- "We don't want \_\_\_\_"

The Planning Board separates valid impacts from speculation, and avoids treating unsupported fears as findings



# 3. What's the Difference between Bargaining and Negotiation?

- **Negotiation = process of reaching agreement**
- **Bargaining = extracting concessions**
- **Negotiation seeks alignment between interests and policy objectives**
- **Bargaining seeks to exchange concessions**



# 3. What's the Difference between Bargaining and Negotiation?

| Negotiating Examples                                                                            | Bargaining Examples                                                       |
|-------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------|
| Focuses on achieving better alignment with adopted plans, ordinances, and community objectives  | Focuses on extracting concessions in exchange for support                 |
| Grounded in adopted policy and planning rationale                                               | Grounded in pressure or political trade-offs                              |
| Uses planning principles to guide revisions                                                     | Uses approval power as leverage                                           |
| Discussion centers on compatibility, infrastructure, design, mitigation, and policy consistency | Discussion centers on "what the Board wants" or "what the neighbors want" |
| "How can this proposal better meet community goals?"                                            | "What can we get from the applicant?"                                     |



## 4. How do we Avoid Personal Preferences in Favor of Objective Standards?

When presented with an application you are concerned about...

- Step 1: Notice and Describe your **Reaction**
- Step 2: Translate your Reaction into a **Planning Topic**  
(ask what, specifically, is creating this reaction?)
- Step 3: Connect the Topic to an **Adopted Policy or Standard**
- Step 4: Does the Evidence Support your Concern  
(ask what facts support your concern AND  
does the evidence contradict those facts?)

## 4. How do we Avoid Personal Preferences in Favor of Objective Standards?

- Slow down your decision-making
- Try explaining your concerns without using the words "think", "feel", or "like"
- Ask: What standard(s) are you relying on?
- Translate reactions into reasons





# OVERVIEW

01

Establishment & Role  
(under the Statutes)

02

Planning Board  
Functions

03

Common Questions  
and Answers

04

**Future Trends**

# FUTURE TRENDS

- Shift to technical reviews (site plans/subdivisions) and decision-making by staff will accelerate
- Planning Boards leaving “development review” behind in favor of doing more “planning”
- Downzoning rules will likely reduce the number of conventional rezoning requests and accelerate the use of conditional rezoning
- Housing supply and barriers to housing will continue to be a source of State pre-emption of local decision-making



# FUTURE TRENDS

- Planning Boards are increasingly becoming the “Keepers of the UDO” responsible for periodic assessment
- Planning Boards can lead efforts to determine community-supported forms of development, and then codify it as a path of least resistance
- We are seeing the rise of pre-approved designs (ADUs, ‘middle’ housing, workforce housing) that go straight to entitlement when the pre-approved design is used
- Stormwater is becoming ever more impactful in the development process



# PLANNING BOARD IMPACTS

- Carolina Overlook North

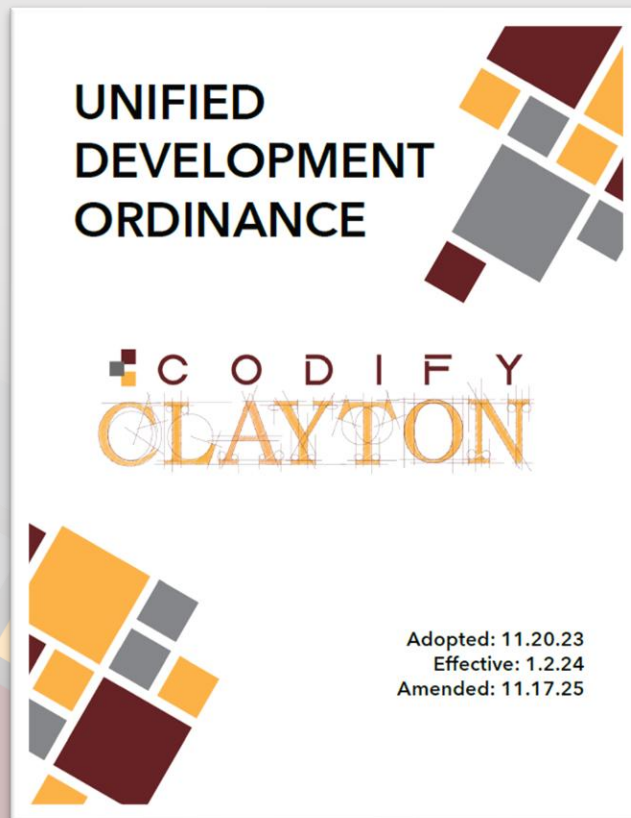


- Shotwell Apartments



# PLANNING BOARD IMPACTS

- UDO (11.17.25)
- Comprehensive Transportation Plan



# Questions?

