

Building Clayton's Future



The Clayton Chamber of Commerce's
2018-2020 **Impact Agenda**

CCOC
CLAYTON
CHAMBER OF COMMERCE

ADVOCATE • COLLABORATE • INNOVATE

The mission of the
Clayton Chamber of Commerce
is to **champion** business,
economic development, and education
in Clayton, NC.



CCOC
**ECONOMIC
DEVELOPMENT
COMMITTEE**

ECONOMIC DEVELOPMENT

REVISION DATE: March 28, 2018

Vision Overview

In support of economic development, we envision Clayton as a wheel with Downtown as the hub and the following areas as spokes – East Clayton and Archer Lodge, US Hwy 70 East (from US Hwy 42 East to Wilson’s Mills), US Hwy 70 Central (from US 42 Hwy East to Shotwell Road), US Hwy 70 West (from Shotwell Road to Wake County Line), US Hwy 42 West, and US Hwy 42 East. The rim of the wheel consists of the municipalities/entities serving the area: Town of Clayton, Town of Archer Lodge, Johnston Community Schools, Johnston Health and Johnston County, including its Office of Economic Development. The wheel only rolls if all parts work in concert toward common goals. Our strategies, tactics, and actions may only directly impact a portion of the wheel, but must indirectly benefit the **entire Clayton Chamber of Commerce service area**. In short, we seek to foster “a rising tide that lifts all ships.”

General

Leverage Clayton’s growing “art” and recreation (emphasis on Mountains to Sea Trail) culture to position the Town and surrounds as a desired place to visit, work, play, shop, and live as a general branding theme, and create specific identity branding for each district. Across all districts, explore the potential to bring fiber access and electric vehicle charging stations. Take a leadership role in ensuring the County educational system is positioned to deliver the right education mix to support the demand for a diverse and evolving 21st century workforce. It will

include but not be limited to, exploring the feasibility of developing a Johnston Community College Campus in Clayton, implementing a business incubator and programming like "Launch Raleigh," and supporting regional efforts to develop a light rail system with a local focus to develop a station in Clayton.

Industrial Development

The Clayton Chamber's role will be supportive to the efforts of the Town, County and State. This support will provide leadership to promote investment for existing businesses to expand as well as to attract new players.

Downtown

Foster local small office, retail, and unique residential development, anchored by a varied mix of restaurant and adult beverage establishments offering unique experiences to clients to leverage the concept of "clustering." To achieve this vision will require the following:

- » A streamlined zoning and permitting process with a fee structure that balances the cost of adding supporting infrastructure with financial demands faced by entrepreneurs needed to develop and operate new businesses.
- » A transportation plan, including resources, which reflect support of walking, bicycle and alternative vehicle (ideally "green") transportation access for clients living close to Downtown (electric vehicle charging stations) and parking with transport support for clients coming from areas outside of greater Downtown, while preparing for future rail access.
- » Improvement of the cityscape by moving electric and other wires/cables underground.
- » Ensure public hi-speed WIFI access.

US Hwy 70 Business Central

Continue to promote this as a general shopping district with quick serve and casual dining options and evaluate potential for lodging. To achieve this vision will require the following:

- » Assess planned NCDOT traffic changes and impact on access, including potential for pedestrian/bicycle bridge to link Downtown/high school to key shopping districts.
- » Assess district business potential support of district identity branding and if positive, pursue development plan.
- » Assess demand for lodging in this district and if positive, consider potential locations that offer pedestrian accessible dining.

US Hwy 42 West

Promote and support this district as the “health care hub” for the service area, including recognizing the need for a supporting service mix. To achieve this vision will require the following:

- » Promote mixed use development with a focus on casual service dining and a broad spectrum of residential housing to attract a range of buyers from young families to seniors.
- » As district’s residential component grows explore feasibility of grocery anchored shopping.
- » As UNC Johnston Health inpatient service expands, explore feasibility of lodging development.

US Hwy 42 East

This broad and diverse district will evolve as US Hwy 42 East is widened, the connector from Glen Laurel Road to Covered Bridge Road is constructed, and Flowers Plantation development continues to expand. Its primary focus will remain residential with a typical array of mixed use development to support the residential component.

- » Promote the development of a grocery anchored shopping center at Glen Laurel Road and US Hwy 42 East.
- » Explore the potential of an office park development within the district with a strong emphasis on an executive office component to support the growing contract worker segment of the workforce.

East Clayton & Archer Lodge

This primarily residential district will continue to see supportive retail and services growth.

- » Support ongoing lower density residential growth (single family and townhomes).
- » Support commercial development of:
 - Grocery anchored shopping centers with inline retail, service businesses and restaurants, and
 - An office development designed for small businesses and home-based operators looking to move out of the house.
- » Support development of connector road from US Hwy 42 East and Glen Laurel Road intersection to redesigned intersection of O'Neil Road and Covered Bridge Road.

US Hwy 70 Business and Bypass – East

This district will continue to be the hub of industrial development because of the access provided by the US Hwy 70 Bypass and Business interchange.

- » Support Town and County initiatives to assist existing businesses with expansion.
- » Support Town and County initiatives to attract new businesses.
- » Encourage mixed use development with multi-family and townhome residential and supporting retail to provide affordable housing for a growing workforce.

US Hwy 70 Business – West

This district is a gateway corridor to Clayton from the West. It represents the ‘first impression’ many people have of Clayton and it is imperative we ensure it is a positive one.

- » Explore, in cooperation with the Town and NCDOT, opportunities to optimize highway landscaping, signage and the “art and recreation” branding to promote a clear identity for Clayton.
- » Research issues impacting business sustainability in this corridor and develop an action plan to support improvements that lead to increased sustainability.
- » In cooperation with existing corridor businesses and property owners, determine additional businesses that would improve the service mix and vitality of the corridor long term.

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One Year Action Plan (2018-2019)

In support of economic development, we commit to the following initiatives from **July 1, 2018 through June 30, 2019:**

- » Actively support JCC goal of establishing a Clayton Campus to will help retain local students and foster a pipeline of talent across all sectors for the emerging workforce needs in the area.
- » In collaboration with the Town of Clayton's public information officer, create and initiate a "Clayton" brand marketing program for the Clayton Chamber of Commerce service area that includes district sub-branding.
- » In support of branding initiative, and with guidance from the Town of Clayton's Art Advisory Board, pursue installation of permanent art pieces in each District and at "gateway" entrances to the Town/Clayton Chamber service area. Funding for these art pieces will be secured through private sources and grants where possible. Location selection to be determined through a process that includes district Clayton Chamber investor (member) participation.
- » Coordinate Clayton Chamber initiative to collect data showing investor (member) economic impact to be shared when pursuing programs and changes with municipal and other regulatory entities in furtherance of economic development.



CCOC
**WORKFORCE
DEVELOPMENT
COMMITTEE**

WORKFORCE DEVELOPMENT

REVISION DATE:

Vision Overview

To be announced soon.

Action Plan

To be announced soon.



CCOC
**LEGISLATIVE &
GOVERNMENTAL
AFFAIRS
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