



Mayor Encourages Citizens to Vote



Voting is the best way to show you care and want input in your town.

I'm certain that most all our citizens are aware that town elections will be held November 6.

I'd like to take this opportunity to request that each of you take the time on election day to vote.

It's important to cast your vote. I believe that local government is truly the best form of

government that exists. On the state, and even the county level, it seems that government is further and further away for real everyday people.


Your vote matters in Clayton! Your vote provides guidance to the town and it's up to you to choose the leadership.

Be informed on your candidates and what they can bring to the

table. It will be worth the time to you, your family and for Clayton.

Voting is the best way to show you care and want input in your town.

Proudly serving you,


Jody McLeod
Mayor

Utilities Mapping Project to Begin Soon

What's going on? That's a question you may be asking soon, as you notice surveyors working in your area.

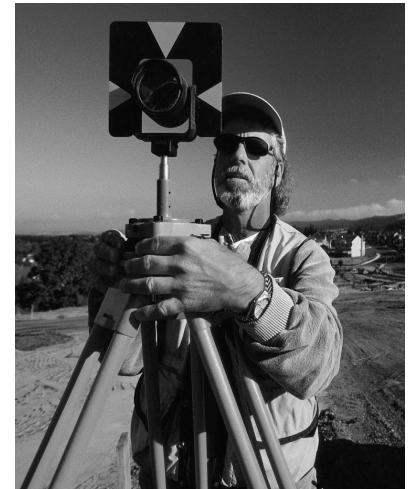
The answer to that question is – Clayton will soon begin a *utilities mapping project*.

There are three purposes for this project. The first is to update existing facility information in the water/sewer utility service area. Second, the Town needs to capture location information for new facilities which have not yet been mapped. And, lastly, to support the IDSE (Initial Distribution

System Evaluation) mapping requirement, as we do not currently have a current GIS/GPS electronic map of our water/sewer utilities.

This project will involve a group of surveyors, who will be gathering data for the Town's water and sewer system. They'll be working in public rights-of-way and utility easements.

So, if you see people working in your area, and you want verification of who they are, these workers will have the appropriate identification as contract



employees hired by the Town.

For more information on this project please contact Byron Poelman at 553.1530.

Resource Team Develops Assessment of Downtown Clayton

About 75 Clayton residents, business and property owners attended the *NC Main Street Resource Team Assessment* presentation in August.

The presentation concentrated on the Four Points of Main Street Revitalization: Economic Restructuring, Design, Promotion and Organization. The information is being used to develop the Downtown Development Association's (DDA) work plan for the next several years.

Clayton was accepted into the *NC Main Street* program last year, making it eligible for technical assistance as municipal leaders and residents strive to rejuvenate the historic center of the town, bounded by Second and Front streets, and Robertson Street and U.S. 70.

Rodney Swink, resource team member and head of the *NC Main Street Center* since 1984, said historic downtowns "are the symbolic and very real heart of the community." Most important, he said, downtown is "essential to your quality of life."

Bob Murphrey, coordinator for the eastern office of the *NC Main Street Small Towns* program, said downtown retail was reasonably strong, generating \$45 million annually in sales. Murphrey said about \$75 million in spending by consumers living within a five-mile radius of downtown was "leaking" from the Clayton area. That includes \$24 million in restaurant spending, \$18 million in general merchandise and \$10 million in clothing.

Murphrey said Clayton could increase retail sales downtown by focusing on "niche" markets such

as fresh, locally grown produce and boutiques. He said more street-level space for retail businesses could be created by moving service businesses to side streets or upper floors. Murphrey also said vacant upper floors in downtown buildings could be developed as apartments.

Julie Metz Thompson, executive director of the Downtown Goldsboro Development Corp. and a participant in the *N.C. Main Street* network since 1984, said Clayton should increase the number of events it has downtown. She suggested creating events for different demographics in the community spread throughout the year. The ultimate purpose of special events, she said, is to foster a sense of the downtown being the community's "social center."

Lauren Malinoff, designer for the *NC Main Street Center*, was impressed with Clayton's architectural heritage. "You have some beautiful buildings here," she said, citing as examples the Barbour building on the 400 block of East Main Street, the Clayton Area Chamber of Commerce building at 301 East Main Street and the buildings housing Censored Skate Shack and Doggie Do'z on the 100 block of East First Street. She



Main Street Clayton 2007

recommended that town officials do more to publicize grants for improving storefront facades.

Amanda Bosch, designer for the *NC Main Street* program in eastern North Carolina, said the downtown suffered from "a lack of general gateways" and recommended a wayfinding and sign system.

Arnett Muldrow Associates is working on wayfinding and signage as part of its work for the town. Bosch also said that the closed railroad crossings in town "hinder connectivity." She urged more pedestrian-friendly crossings and continuous sidewalks throughout town.

For more information on downtown revitalization activities, contact Bruce Naegelen, Downtown Development Coordinator at brnaegelen@townofclaytonnc.org or 553-1545.

- Portions of this article are excerpted from an article in the September 5 edition of the Clayton News Star and used with permission.