



Let's All Do Our Part for Our Neighborhood



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With all the new things we've been working on the last couple of years (downtown revitalization, establishing an arts community, new Community Center, updating growth plans and lots more), we at town hall could have been taking the town's basic services pretty much for granted.

As long as the water's running, the electricity is flowing and the garbage is getting picked up, we're thinking about the future, working on all the new things we need.

But something my dad said the other day brought me back down to earth. He was talking with some friends and made the remark that since he retired, "The work I do is pulling

the trash to the curb and then pulling it back.

"His friends laughed, then one of them said something that stuck with me. He said, "Yeah, everybody pulls the trash out there, but not everybody pulls the container back. Sometimes people leave them at the curb for days. It looks terrible."

The more I thought about it, the more I remembered that I have heard that complaint before. So, I took some time to look around, and sure enough, there were containers all over town out by the curb that should have been pulled back already. And, the new recycling program is just making that problem all the more noticeable. Now, there's two carts to pull back and forth—and two carts sitting out by the curb

too long.

I know that we all have lots of jobs and responsibilities and some more than others, but the trash job is not done until the container is pulled back from the curb. We really should pull them back as soon after the pickup as we can. It makes for a better neighborhood. A few of us are falling behind on this, and our neighbors are noticing.

It's not life or death, of course, but when we can make our neighborhoods look better just by pulling containers back from the curb, it just makes sense that we should do it. I will appreciate it, and your neighbors will, too.

Council Receives Recommendations for Town-Wide Marketing/Branding/Wayfinding

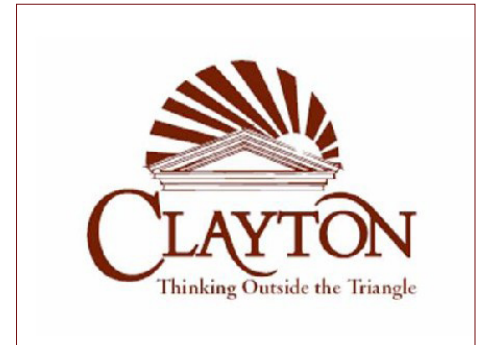
Aaron Arnett and Ben Muldrow of *Arnett Muldrow and Associates* presented their findings and recommendations to the Town Council for a market analysis, *Branding and Marketing and Wayfinding Strategy* for the Town of Clayton. They presented strategies for branding and marketing; wayfinding; business development and an implementation strategy.

In addition, a new marketing logo for Clayton was presented. Ben Muldrow pointed out that the *Town Seal* is the primary message for the Town of Clayton, but that there should also be a “marketing logo” for imaging. The tag line, “*Thinking Outside the Triangle*” connects Clayton with the Triangle and provides the opportunity to market Clayton as a unique destination/location.

Arnett and Muldrow reviewed recommended wayfinding signage as well as the type and locations

of signs and gateway entrances throughout town. Wayfinding signage helps residents and visitors find their way around town. Short term, mid term and long term solutions were presented for wayfinding signage.

Arnett reviewed the market potential data which shows that Clayton can support over 200,000 square feet of additional retail space. He reported there is tremendous *Primary Trade Area* leakage and the lack of retail creates the opportunity to expand the local market. In doing so, Clayton must figure out a way to reach the “new” market which is the residential growth associated with Raleigh. Arnett said that Clayton must build on its strengths to recruit complementary retail based on the market analysis data, such as furniture, apparel, gifts, furniture and home furnishings, and specialty shopping. He stated,



Above is one variation of the new marketing logo for Clayton.

“Specialty shopping and restaurants would be best suited in downtown and general merchandising on US 70.” Arnett also noted that there is a *huge* opportunity for expanding restaurant offerings, since restaurants are now pulling more regional customers and visitors. Another suggestion was developing a great mix of unique businesses downtown with broad appeal.

A final report will be provided following a review of the material presented to Council.

For more details on the findings and recommendations presented by *Arnett Muldrow and Associates* please contact Bruce Naegelen at 553.1545 or you may e-mail him at bnaegelen@townofclaytonnc.org.

Aaron Arnett (far right), representing Arnett Muldrow and Associates, makes his presentation to Town Council members at the December Council meeting. Arnett presented short term, mid term and long term goals for branding wayfinding and marketing strategies for the Town.

