



Mayor Breaks it Down: What Clayton Residents Get for Their Money

Just before the recent winter storm hit, I got a call from someone complaining that town work crews missed his street during their storm preparation.

He was worried that his street would be more dangerous as a result. When I checked it out, I discovered that the caller isn't a town resident. The work crews didn't provide the anti-icing service, because he lives in Johnston County, outside the town limits.

As a county resident, he was out of luck—and not only for this town service, but all the others as well, many of which he'd very much like to have. And it got me to thinking, what are town services worth? The conventional thinking is that residents pay a premium for town services through

property taxes that county residents don't pay. So the perception is that it costs a lot more to live in Town. I got to wondering if that was really true, and asked the Finance Department to help me find an answer.

Here's what we figured out:

"I always knew that being a Clayton resident is a wonderful thing in many ways. What I didn't realize until now is what a good deal it is, too."

The town has a tax rate of 54 cents for each \$100 of valuation, which county residents don't pay. But as a town resident, what you pay for services like water and sewer, solid waste pickup, homeowner association dues and recreational programs is a lot less. When you add in other types of savings you get as a town resident, we figured out that the owner of a \$200,000 home in Clayton ends up paying about \$5.60 a month more than a county resident who has the same lifestyle.



Mayor Jody McLeod

That \$5.60 a month gets you 24-hour police and fire protection, good lighted streets and sidewalks, some great parks with more on the way, a great library, the Clayton Center, an economic development program and an assortment of other services. Oh yes, and storm preparation for your streets.

What does the county resident save? Enough to get a ticket to the movies—if they go to a matinee, alone.

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Three Downtown Clayton Projects Win Awards

Clayton Downtown Development Association announced that three local projects were recognized for their excellence in the 2009 NC Main Street Awards competition, all winning top honors.

Receiving an Award of Merit in the category of *Best Historic Rehabilitation Project* was HTR Commercial Realty for their project at 104 North Fayetteville Street.

The award highlights the work an individual or business has completed with an outstanding historic rehabilitation project and meets the Secretary of the Interior Rehabilitation Standards.

In the category of *Best Façade Rehabilitation Project*, 104 West Main Street received an Award of Merit. This award recognizes the best single façade renovation project. The physical design of the façade should enhance the commercial district in appearance or function and encourage further design improvements. The façade improvements were designed by business owners John & Jamie Jones of Home Revision, LLC and Joel Perrago of Vast Design, Inc.

And, finally, in the category of *Best Printed Promotional Item: Graphics*, an Award of Merit

was presented to the Clayton Downtown Development Association for their Town Square Concert Series Logo/Branding. The award honors the best printed promotional graphic item that is produced

by a Main Street organization and is judged on quality communication through graphics, type, layout and distribution.

The NC Main Street Program's annual awards competition recognizes the outstanding achievements of participating communities in categories reflecting the four areas emphasized by Main Street: organization, design, economic restructuring and promotion.

This year's

entries were judged by a panel that included staff from the Appalachian Regional Commission, Division of Community Assistance's piedmont regional office and the NC Main Street program.

Following the judging, Office of Urban Development Director Liz Parham remarked, "The Main Street Awards represent North Carolina's finest examples of downtown revitalization initiatives. Main Street and Small Town Main Street communities understand how to leverage partnerships, incentives and investment in an effort to strengthen the local

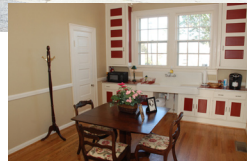
economy. These projects serve as exemplary models as the best in downtown redevelopment and are celebrated for their accomplishments."



104 N. Fayetteville Street before renovation

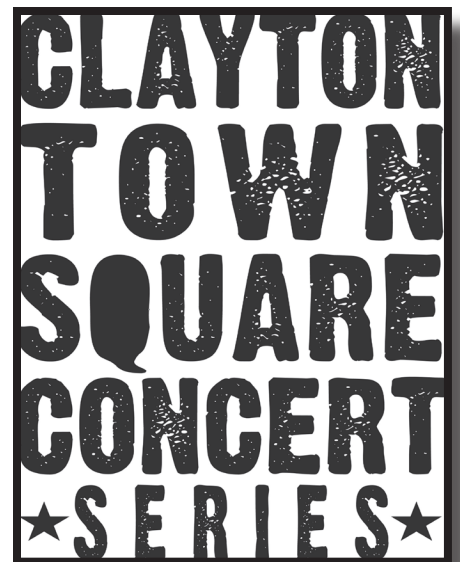


104 N. Fayetteville Street after renovation



Above: 104 West Main Street before renovation.

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Above: The Clayton Downtown Development Association received an Award of Merit for their Town Square Concert Series Logo/Branding.