



TOWN AND VILLAGE OF CLAYTON LOCAL WATERFRONT REVITALIZATION PROGRAM (LWRP) **DRAFT** COMMUNITY SURVEY SUMMARY

Survey Overview

As part of the public engagement component of the Town and Village of Clayton’s Local Waterfront Revitalization Program (LWRP), an online survey was developed. The purpose of the survey was to identify the community’s vision and priorities for the Waterfront Revitalization Area (WRA). The information gathered from the survey and other public engagement events will help shape the future of Clayton’s waterfront.

A fourteen (14) question survey was created and distributed using the Survey Monkey platform. The survey was open from March 4th, 2026, through March 25th, 2026, and received a total of 236 responses.

The survey was promoted through multiple methods. It was featured on the Project Website (claytonlwrp.com) with a direct link and informational flyers and survey cards were distributed at the Open House #1 on March 4th, 2026, at Clayton Municipal Building, 425 Mary Street, Clayton was prepared and distributed via email. These materials included a Quick Response (QR) code for direct access to the survey from a smartphone or tablet. Information about the survey, including a graphic of the survey flyer, was also distributed by email in partnership with the Clayton Chamber of Commerce.



Data Limitations

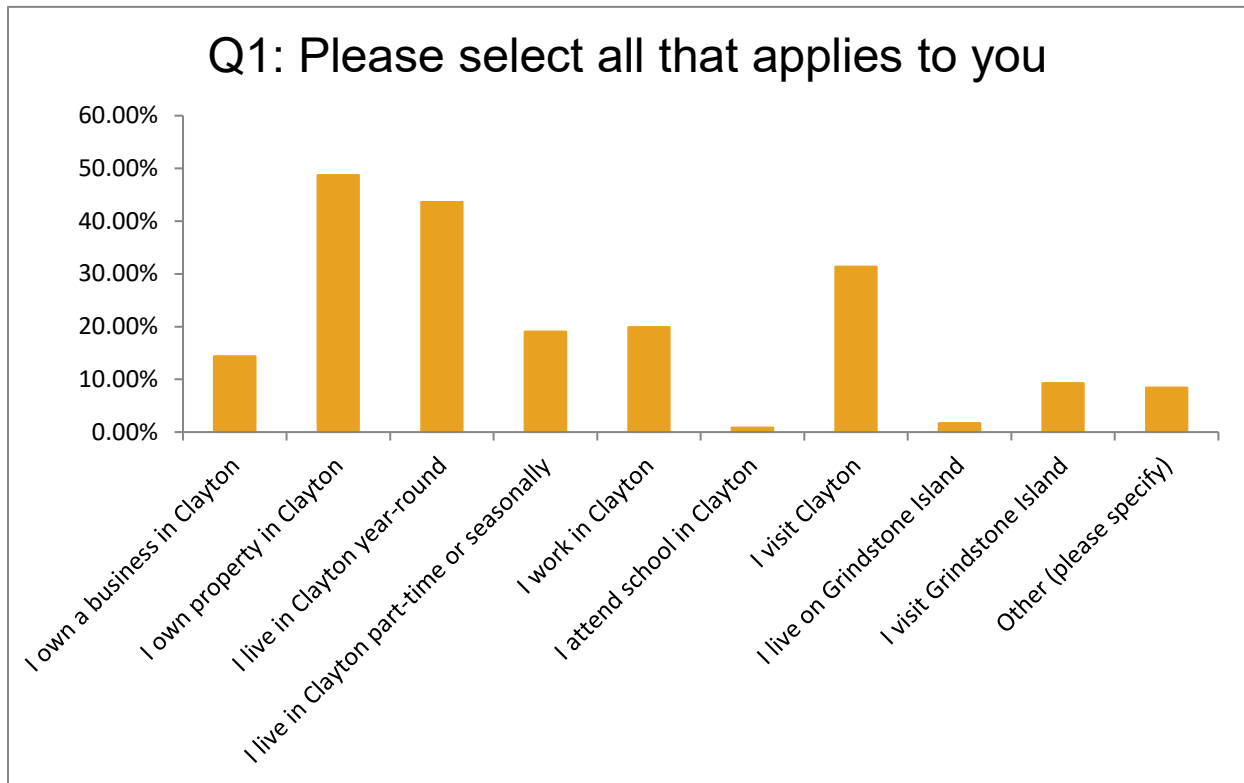
The survey is one of multiple public engagement activities intended to gather input from the community. The survey responses are self-selecting and are not statistically valid. The survey alone cannot be used to find the “answer” or “solution” but can, in part, help identify common themes and trends.

Survey Highlights

The following is a brief highlight of each question of the survey. For the full survey results, see the attached survey questions and responses.

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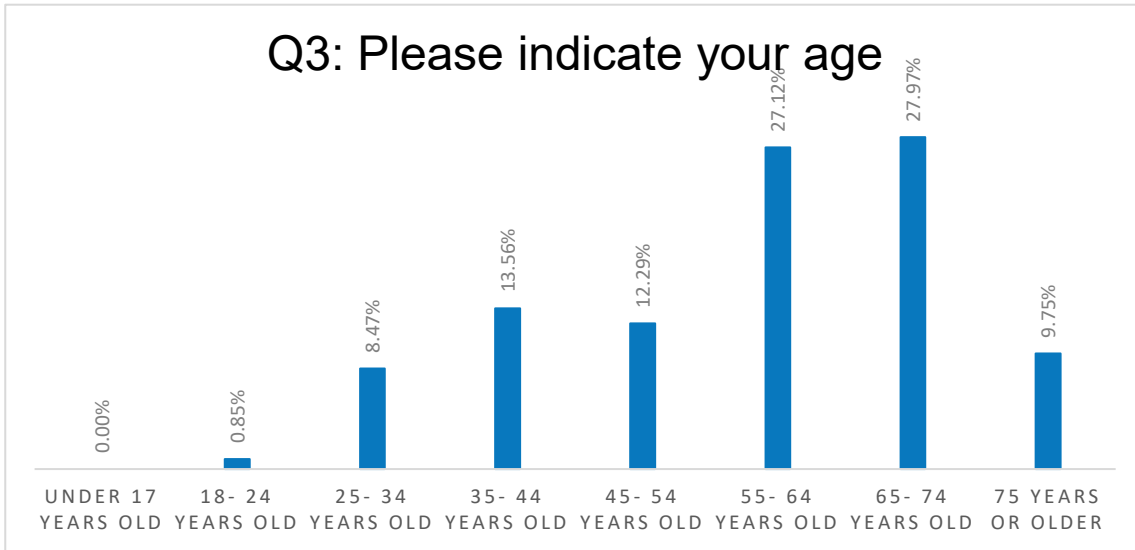
Question 1 (Q1) was designed to elicit participant information and asked respondents to identify all of the options that applied to them in regard to their relationship to the Town and Village of Clayton, including Business Owner, Property Owner, Resident, Seasonal Resident, Visitor, Work in the Clayton, Student, and Other. The most selected option was Property Owner (48.7%), followed by Year-round Resident (43.6%) and Clayton Visitor (31.3%). Twenty (20) respondents selected 'Other', multiple of whom described themselves as a frequent visitor or volunteer in Clayton.



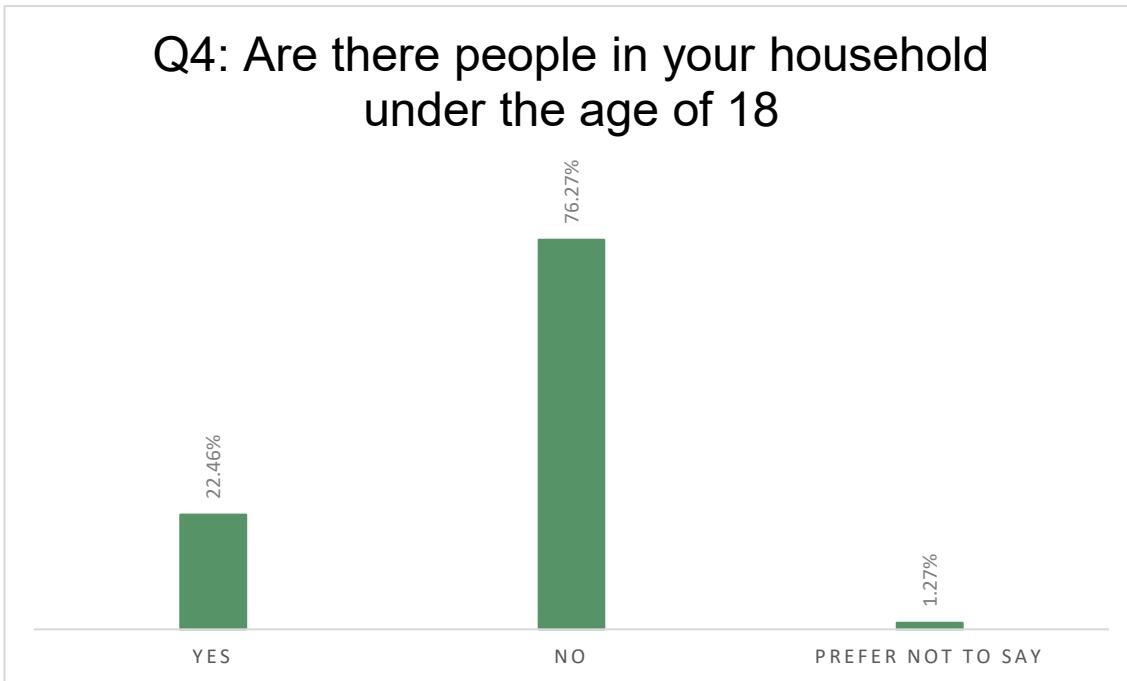
Question 2 (Q2) asked respondents to indicate their zip or postal code. The three most prevalent zip codes for respondents were:

- 13624 (129)
- 13601 (7)
- 13607 (6)

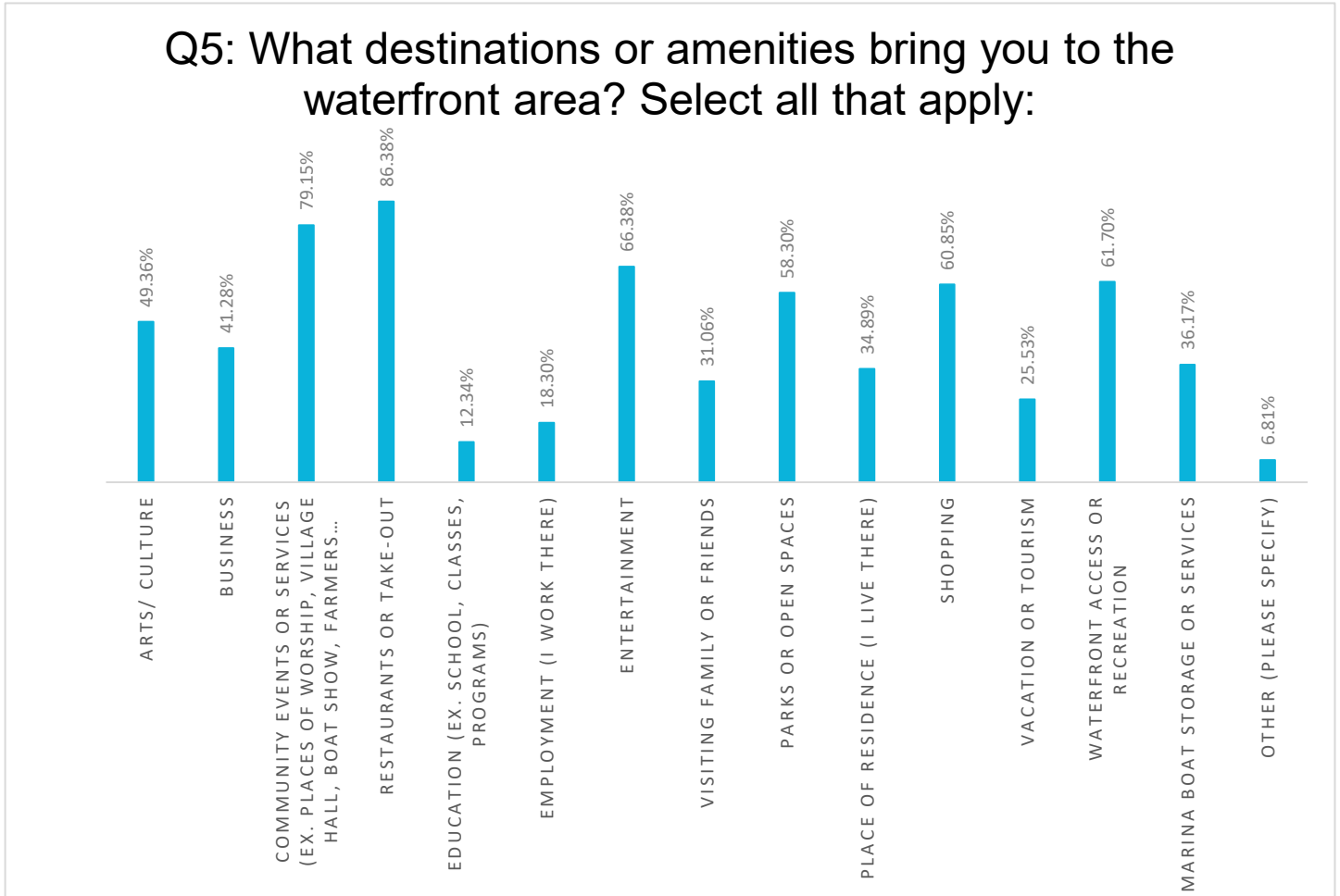
Question 3 (Q3) asked respondents to indicate their age, within specified ranges. While there were no respondents from the under 17 years old, the most selected option was 65-74 years old (27.9%), closely followed by 55-64 years (27.1%) then 35-44 years old (13.5%).



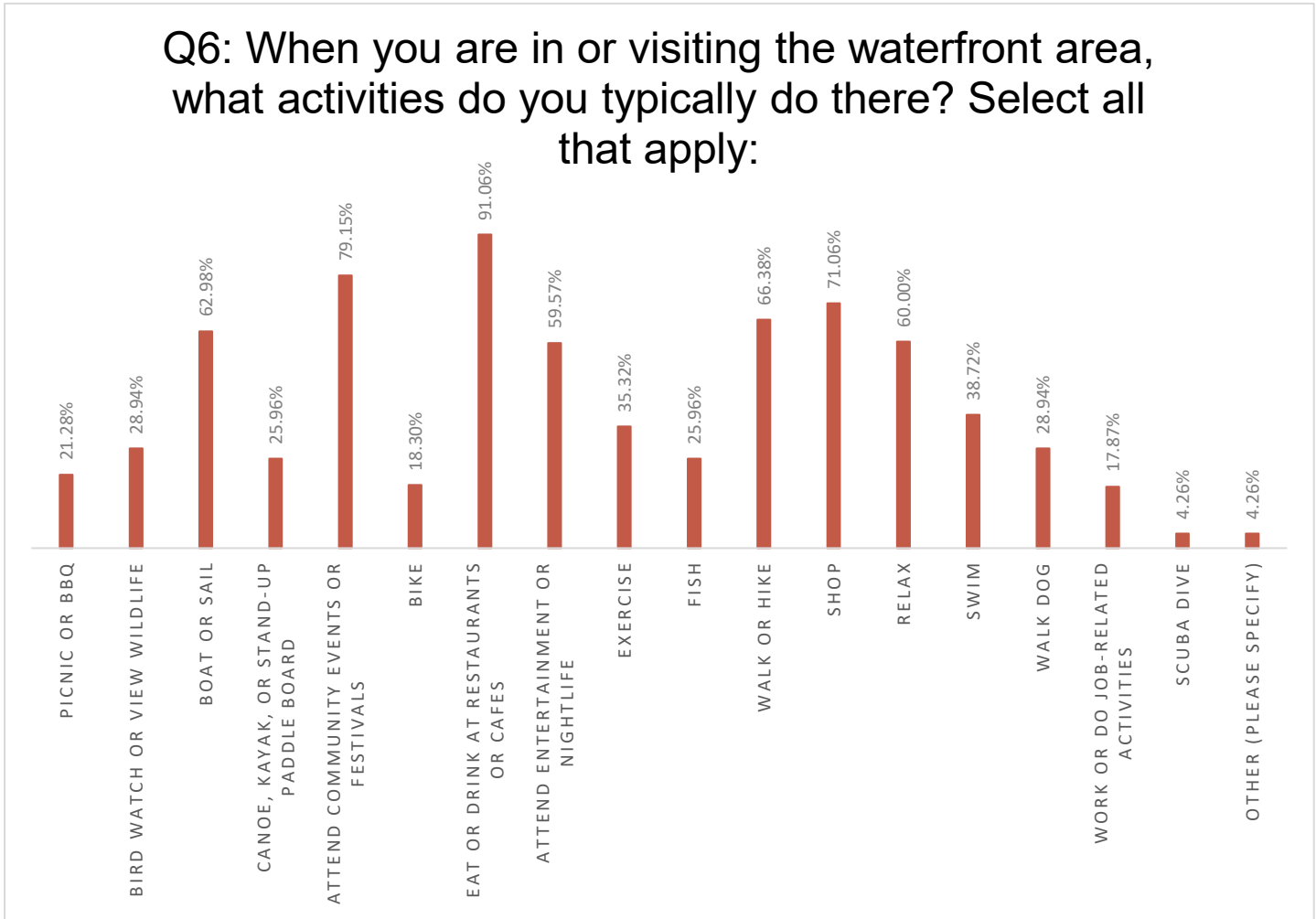
Question 4 (Q4) sought to identify which respondents reside in households with people under 18 years old. Most of the participants reported that they lived with no people under 18 years old (76.2%).



Question 5 (Q5) asked respondents to identify what usually brings them into Clayton. The most selected answers were Restaurants or Takeout (86.3%), Community Events or Services (79.1%), and Entertainment (66.3%). Activities identified by participants who selected ‘Other’ included scuba diving and watching ships and boat traffic from the shore.



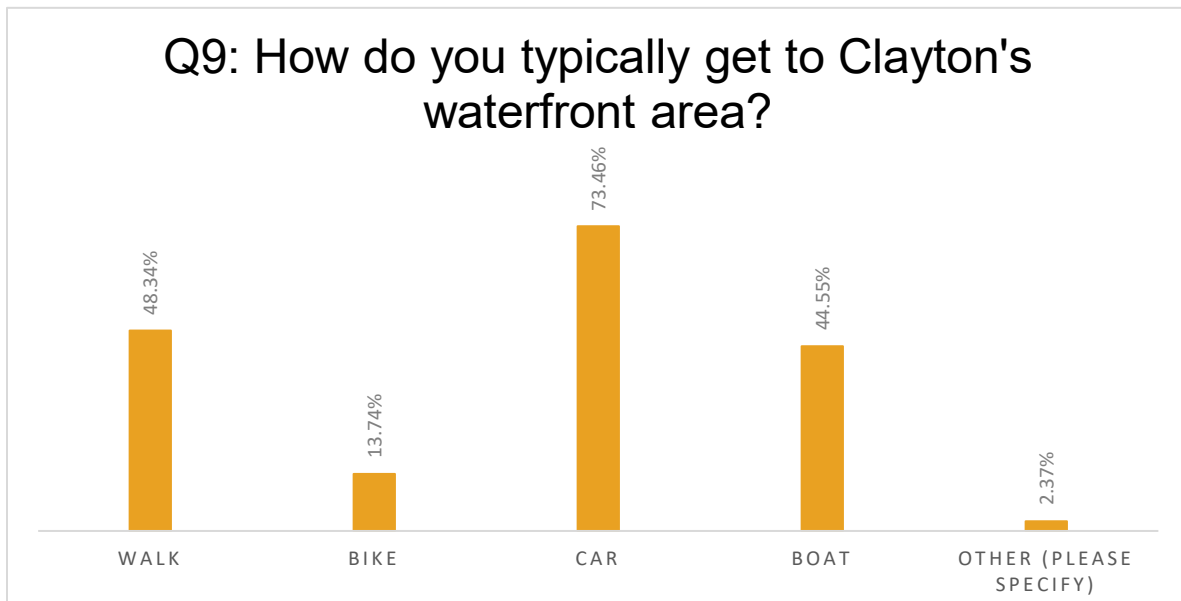
Question 6 (Q6) asked respondents what activities they enjoy within Clayton. The most selected was Eat or drink at restaurants or cafes (91.0%), followed by Attend community events or festivals (79.1%) and Shop (71.0%). Ten (10) respondents selected 'Other' which included farmers markets, watching the ships, and volunteer.



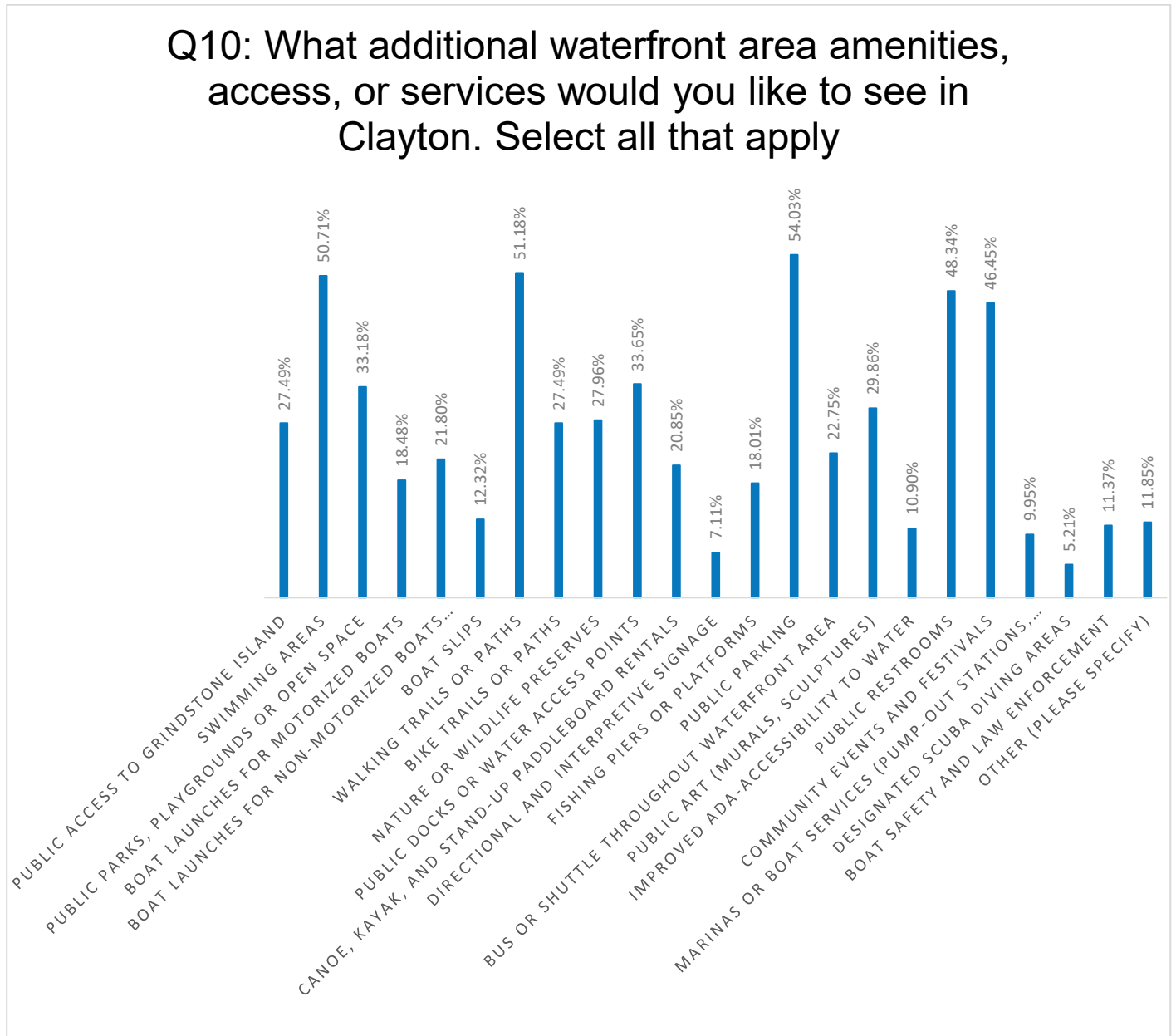
Question 7 (Q7) asked respondents if they participate in boating or paddling on the St. Lawrence River and experience conflicts with other boaters or activities. Many had not experienced boating conflict, while the few who had noted an increase in congestion in the summer months with visitors not abiding by the local maritime rules including speeds, and the consumption of alcohol.

Question 8 (Q8) asked respondents where they do the activities in Question 6. The most frequent responses to this question included Frink Park, Rotary Park, Riverside Drive, Clayton Marina, and French Creek.

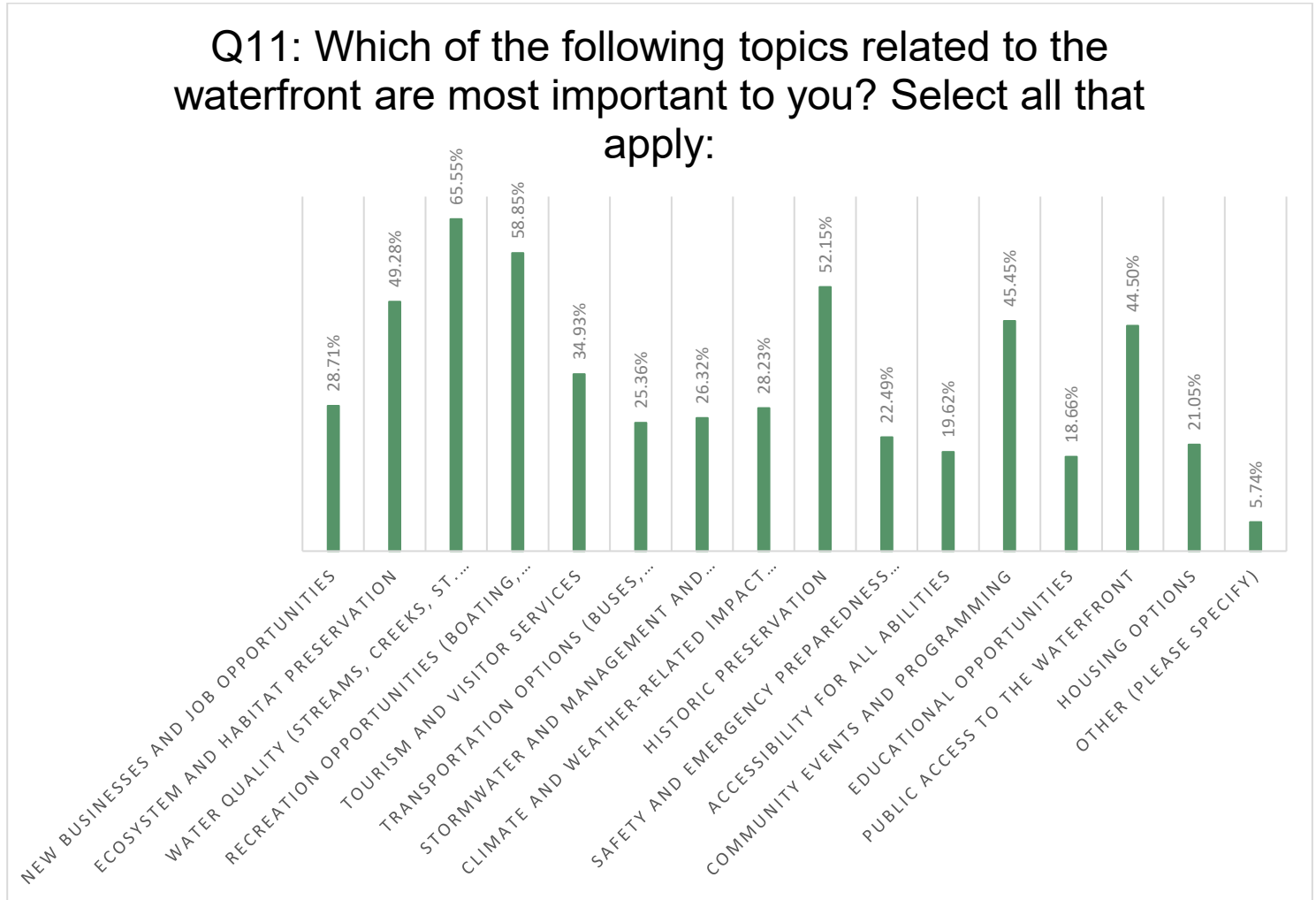
Question 9 (Q9) asked survey participants to identify how they usually travel to the waterfront areas in Clayton. Travel by Car (73.4%) was the most selected answer. Both Walking and Traveling by Boat were popular responses, 48.3% and 44.5% respectively. More than ten percent (13.7%) of respondents indicated that they traveled by bike to waterfront areas. Roughly two percent (2.3%) of respondents selected the 'Other' category; of those, the majority indicated they live on the waterfront or travel by golfcarts.



Question 10 (Q10) asked survey participants which resources they would like to see more of. The most chosen option was Public Parking (54.0%). There was also substantial support shown for Walking Trails or Paths (51.1%), Swimming Areas (50.7%), and Public Restrooms (48.3%). Twenty-five (25) respondents chose ‘Other’ which included common ideas such as expansions of sidewalks, more water access in the Village, and dog parks.



Question 11 (Q11) asked participants to identify topics regarding the waterfront are of most importance. The biggest priority identified was Water Quality (65.5%). Following Water Quality was Recreation Opportunities (58.8%), Historic Preservation (52.1%), and Ecosystem and Habitat Preservation (49.2%).



Question 12 (Q12) asked respondents describe their vision for the Clayton waterfront. One hundred twenty-eight (128) of the survey participants responded to **Q12**. The majority of responses focused on the need to preserve current ecological health and community character.

- Protection. It is so easy to “kill the golden goose” and destroy the very thing that makes the Village special, and a great place to visit...
- Encourage but actively manage growth so that it does not detract from Clayton’s charm or adversely impact the environment

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- I hope the future preserves what is truly unique and special in Clayton, where it remains a place where residents can thrive, while balancing the tourism-related amenities.

Several respondents specifically mentioned development that caters to all ability levels in their responses:

- Similar to what it is now but more accessible for elderly, wheelchair users, visually impaired etc....
- I'd like to see a walkable Town where people can age in place...

Another desire among respondents regarded public access:

- ...The public access along the river is something our family uses often, and this survey actually made me realize how much we rely on and appreciate those areas.
- I'd like the riverfront to be as accessible to the community as possible
- The future of Clayton's waterfront should center on accessible recreation, walkability, and vibrant public spaces...

Respondents submitted vision statements that included a desire for more events and retail options, as well:

- ... The Village should try to attract more quality dining options and events...
- ...A designated walking path through Town within important facts/events ...
- Clayton will be the go-to destination for recreation in the Thousand Islands shaping the region into a sustainable future.

Question 13 (Q13) asked for any additional comments from the survey participants. Sixty-six (66) comments were received. Respondents to this question expressed a range of views, with a common trend on housing affordability:

- There are way too many vacation rentals in Clayton. We need to start taking care of our own locals...
- ... Affordable housing for the workers the local businesses need...
- Airbnb's have made it nearly impossible for working families to find housing at an affordable rate...

Other respondents commented on waterfront access and what development would be appropriate:

- ... Maintaining and supporting a working waterfront ... diversifies the local economy, provides year-round jobs and protects against downturns in tourism cycles...
- Public views and access to waterfront should be paramount...
- The river walk is a great start, but I think that the swimming element is such an obvious missing piece that could really transform the Clayton experience for tourists and locals alike.
- Scuba diving brings hundreds of people a year to the area and needs to be capitalized on...
- Having some type of public beach would be nice, especially for those who do not own boats

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- ...It should discontinue “crafting” the waterfront with concrete/stone/lighting – all tourist amenities, and instead seek more natural waterfronts...
- Make sure to remember our marshes, trees and native plants, protect our shoreline and attract wildlife

Question 14 (Q14) allowed participants to upload an original photo to share their favorite waterfront areas in

