Town and Village of Clayton
Local Waterfront Revitalization Program

Town and Village of

Clayton

LWRP



WELCOME
Public Open House #2

September 24, 2026 | 4:00 – 6:00 PM
Clayton Municipal Building

MJ · E.M. Pemrick & Company Economic Planning & Development Services · Endropogon · New York State Department of State Planning, Development & Community Infrastructure

1 ABOUT THE LWRP

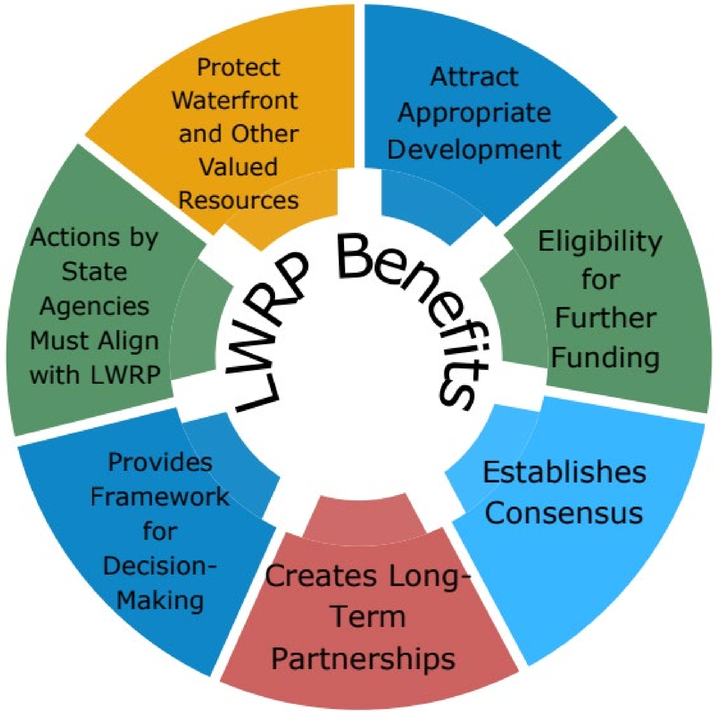
Overview

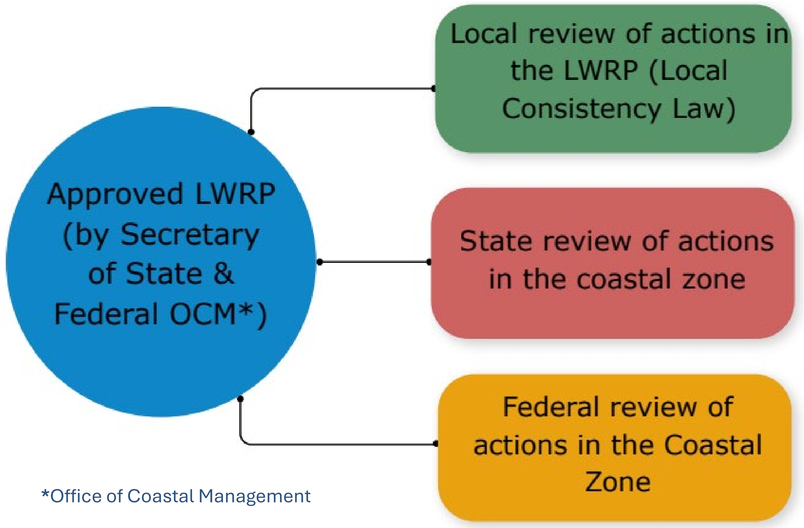
The Town and Village of Clayton are preparing a Local Waterfront Revitalization Program (LWRP) and Harbor Management Plan (HMP) to guide the future of its waterfront.

The LWRP will outline strategies to improve public access, strengthen connections between key areas and the waterfront, update local codes to support sustainable development, and integrate sea level rise projections and resiliency measures into community planning. The plan will be shaped by community input and establish a shared vision for the future of Clayton's waterfront.

The process is supported by ongoing engagement with residents, a Waterfront Advisory Committee (WAC), and other local and regional partners. It is funded by the New York State Department of State (NYSDOS) and carried out in partnership with the Town of and Village of Clayton and a consulting team including MJ Engineering, Architecture, Landscape Architecture, and Land Surveying, P.C.; E.M. Pemrick & Company; and Andropogon.

LWRP Benefits





*Office of Coastal Management

Clayton LWRP: Key Objectives

- Improve and expand public access to the waterfront
- Strengthen resiliency to mitigate impacts from extreme weather
- Support tourism while maintaining a high quality of life for residents
- Resolve conflicts between recreational and commercial waterfront users

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1 ABOUT THE LWRP

1 PLAN

LWRPs begin with a planning process that centers on developing a vision for the **future of the waterfront**. The planning process will be a consensus-driven effort which includes a **robust public engagement** component to gather input from residents, visitors, business owners, property owners, and other stakeholders in the community. **Your participation in this process is vital!**

2 EXECUTE

LWRPs are **approved on multiple levels of government** through local adoption and **Secretary of State approval.**

3 IMPLEMENT

Once an LWRP is approved and in place, municipalities are **eligible for implementation funds** through the Local Waterfront Revitalization Program to **begin to implement identified and prioritized projects**.

Implementing the LWRP

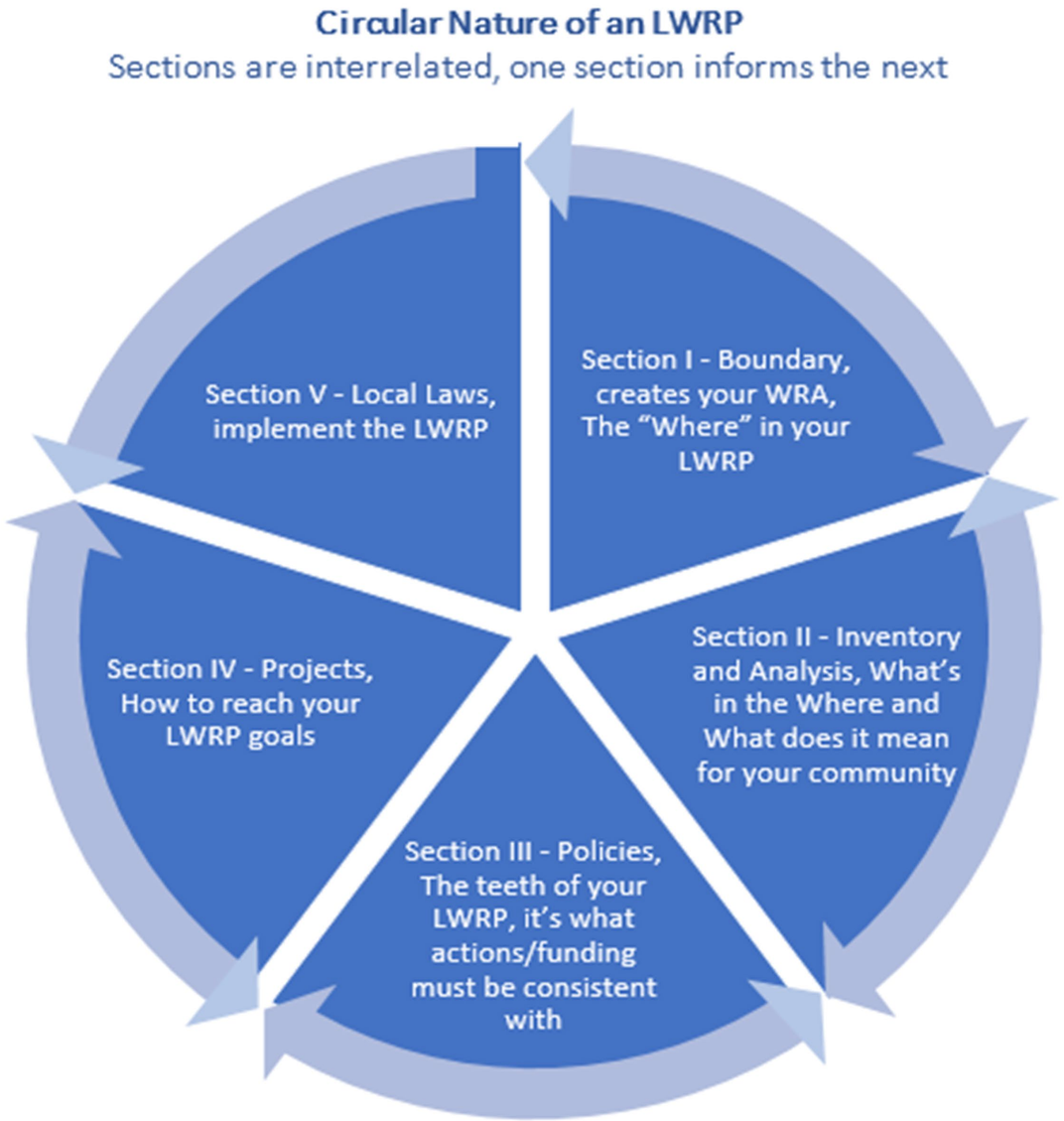
- Capital projects
- Apply for grants
- Local land use controls
- Consistency review of local actions
- Ongoing process
- Updating the LWRP

For more information about the project visit the LWRP Project webpage by scanning the QR code:

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1 ABOUT THE LWRP



LWRP Required Elements*

I. Boundaries of the Waterfront Revitalization Area and Harbor Management Area

II. Inventory & Analysis

III. Local Waterfront Revitalization Policies

IV. Proposed Land and Water Uses & Proposed Projects

V. Techniques for Local Implementation of the Program

VI. State Actions & Programs Likely to Affect Implementation

VII. Local Commitment & Consultation

**Information provided by NYSDOS*

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1 ABOUT THE LWRP

Fall/Winter 2025

- WAC Kick-off
- Inventory & Analysis
- Community Outreach Plan
- Draft LWRP Sections I & II

Winter 2025/26

- 1st Public Meeting
- Community Survey
- Stakeholder Group Meetings
- Draft Sections I, II & III

Spring/Summer 2026

- Proposed land/ water uses & projects
- Draft LWRP Sections II, IV, & V

Summer 2026

- Draft LWRP Sections II, IV, V, VI, & VIII

Fall 2026

- **2nd Public Meeting**
- Preliminary Draft LWRP Submitted to NYSDOS
- Initiation of NYSDOS Review

Review & adoption of LWRP

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2 SUMMARY OF COMMUNITY INPUT

Project Webpage - ongoing

- Comment Form
- Various Materials Posted
- Over 900 Site Sessions

Community Survey

- Live for 4 Weeks
- 236 Online Responses

Public Open House #1

- March 2026
- 8 Activity Stations
- Over 40 Attendees

Stakeholder Meetings

- 5 Focus Groups:
  - Environment & Sustainability
  - Local & Regional Partners
  - Arts & History
  - Parks & Recreation
  - Economic Development & Business

Photos Source: Community Survey submissions











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2 SUMMARY OF COMMUNITY INPUT

The Clayton LWRP process has included a range of engagement activities to gather input, including a Public Open House, a Community Survey, Stakeholder Meetings and in-person public comment.

PUBLIC OPEN HOUSE 1

Over 40 Attendees: More than 40 community members participated in the event!

Interactive Stations: Eight informational and hands-on stations guided discussion and learning.

Community Survey: The launch of the survey invited residents to share ideas and feedback.

KEY THEMES & OPPORTUNITIES

Community Connectivity: Expand community connections beyond the riverwalk to integrate neighborhoods and recreational assets.

Working Waterfront: Support a functional waterfront that balances commerce, recreation and community use.

Environmental Stewardship: Promote conservation, water quality improvements and habitat protection.









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2 SUMMARY OF COMMUNITY INPUT

COMMUNITY SURVEY SNAPSHOT

35 to 44 years ±13%

55 to 64 years ±27%

65 to 79 years ±28%

Most survey respondents fall within older age groups, with 28% between 65-79 years and 27% between 55–64 years. Underscoring the strong participation of long-time and older residents in the survey.

What destinations or amenities bring you to the waterfront area?

- Restaurants or Take-out (87%)
- Community Events or Services (79%)
- Entertainment (66%)

Survey respondents shared what brings them to the Clayton waterfront. Restaurants are the biggest draw for nearly 90% of respondents, and 79% said they come for community events and local services.

How do you typically get to Clayton's waterfront area?

- Car (74%)
- Walk (48%)
- Boat (45%)

Survey respondents were asked to identify how they usually travel to the Clayton waterfront. Driving was the most common choice, with 74% arriving by car. Walking (48%) and traveling by boat (45%) were also popular responses.

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3 PROPOSED LWRP PROJECTS

One component of the LWRP Update is the identification of proposed projects to advance the LWRP. These projects are organized into six (6) project categories and are designed to further the community's vision for the waterfront. The proposed projects reflect input from the Town and Village, the Waterfront Advisory Committee, and public feedback gathered through the Community Survey, the Public Open House #1 and stakeholder meetings. The list continues to be refined, but inclusion in the LWRP positions Clayton to pursue future funding opportunities for implementation.

PROJECT CATEGORIES

- Infrastructure & Resilience
- Natural Resources & Environment
- Public Space & Recreation
- Public Safety
- Accessibility & Connectivity
- Long-Term Community Planning

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3 PROPOSED LWRP PROJECTS

Infrastructure & Resilience



Concept renderings by Aubertine & Currier

Project Title:
Upgrade Clayton Village Office Building to Be More Resilient

Project Description:
Transform the existing Village Office Building into a resilient municipal facility through exterior and interior improvements to support residents year-round and ensure continued delivery of critical municipal services.

Comments/Thoughts





Project Title:
Create a Green Streets Program in the Village of Clayton

Project Description:
Develop a Green Streets Program for the Village of Clayton to incorporate green infrastructure and ecological design into local street projects, with a primary focus on reducing stormwater runoff and pollutant loading to the St. Lawrence River.

Comments/Thoughts



Example: NY-19 Bridge over the Genesee River with fishing access, Allegany County

Project Title:
Reconstruct French Creek Bridge (Rte 12E) to Accommodate Walking, Bicycling, and Fishing Access

Project Description:
Reconstruct the French Creek Bridge along Route 12E to improve pedestrian and bicycle connectivity, public access, and flood resilience.

Comments/Thoughts

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3 PROPOSED LWRP PROJECTS

Infrastructure & Resilience



Project Title:
Restore and Modernize Clayton Opera House

Project Description:
Restore and preserve the character-defining historic features of the Clayton Opera House, a National Register-listed cultural landmark, while renovating and modernizing Town offices and public spaces to be more functional and energy-efficient.

Comments/Thoughts



Project Title:
Public Dock Infrastructure Assessment

Project Description:
Conduct a comprehensive assessment of Clayton's public dock infrastructure to identify current and future community needs and guide long-term improvements to the waterfront. The assessment would evaluate the condition, capacity, functionality, and resilience of public docks and related infrastructure, including boat slips, breakwaters, shoreline protection, access, and other supporting facilities.

Comments/Thoughts

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3 PROPOSED LWRP PROJECTS

Public Space & Recreation


Kayak slide/launch system


Kayak storage racks


Durable waterfront surfaces

Project Title:
Install an Accessible Kayak Launch

Project Description:
Identify Town and Village owned properties within the WRA that are suitable for the installation of an ADA-accessible kayak launch.

Comments/Thoughts





Project Title:
Develop a French Creek Blue Way Trail

Project Description:
Develop a French Creek Blueway Trail to establish a designated route for kayakers and other non-motorized watercraft, providing a safe and accessible recreational experience while reducing conflicts with high-volume motorized boating areas.

Comments/Thoughts




Steps to assist with access to water

Level water surface for standing with equipment

Dock with ample space for diving or resting, confined space for lessons

Project Title:
Create a Waterfront Diving Access Point

Project Description:
Identify and develop a safe, accessible waterfront diving access point in the Town or Village of Clayton to support scuba diving and other water-based recreation associated with the area's shipwrecks and underwater resources.

Comments/Thoughts

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3 PROPOSED LWRP PROJECTS

Public Space & Recreation



Example: Middletown, NY

Project Title:
Create a Dog Park

Project Description:
Identify and develop a suitable location for a public dog park within the Waterfront Revitalization Area (WRA) to expand recreational opportunities for residents and visitors.

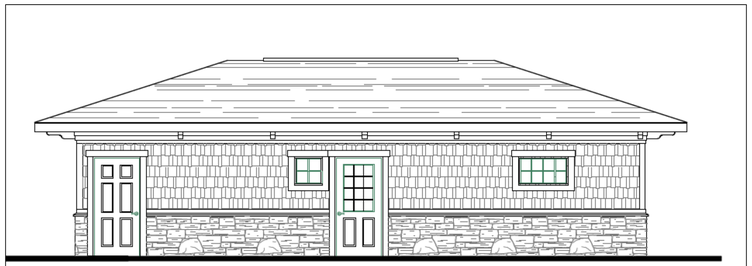
Comments/Thoughts



Project Title:
Develop a Comprehensive Joint Town and Village Parks Recreation Plan

Project Description:
Develop a long-term strategy to enhance and expand recreational opportunities in Clayton, with a focus on waterfront access, swimming, trails, fishing amenities, and improvements to Lions Field and Cerow Recreation Park.

Comments/Thoughts



Drawing by Fourth Coast Inc. – St. Lawrence Engineering DPC

Project Title:
Expand Public Restrooms at the Clayton Town Marina

Project Description:
Expand the existing marina restroom facilities to increase restrooms and shower capacity to improve service to boaters, residents, and visitors. The project will also include improved accessibility and visitor wayfinding.

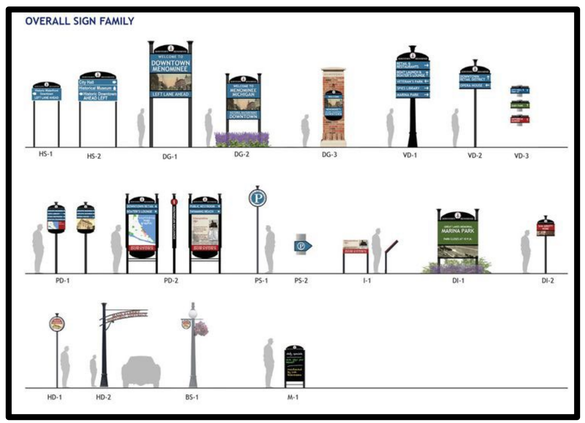
Comments/Thoughts

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3 PROPOSED LWRP PROJECTS

Accessibility & Connectivity



Project Title:
Develop a Comprehensive Wayfinding Plan

Project Description:
Develop and implement a comprehensive, coordinated wayfinding and interpretive signage system to improve access to and awareness of Clayton's waterfront, recreational, historic, cultural, and community resources.

Comments/Thoughts



Project Title:
Enhance Gateways into Clayton Waterfront Area

Project Description:
Enhance key gateways into Clayton's Waterfront Area to create a cohesive, attractive, and welcoming sense of arrival for residents and visitors approaching from both land and water.

Comments/Thoughts





Project Title:
Create a Waterfront Diving Access Point

Project Description:
Identify and develop a safe, accessible waterfront diving access point in the Town or Village of Clayton to support scuba diving and other water-based recreation associated with the area's shipwrecks and underwater resources.

Comments/Thoughts

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3 PROPOSED LWRP PROJECTS

Accessibility & Connectivity



Project Title:
Develop a Downtown Parking & Circulation Management Plan

Project Description:
Develop a comprehensive parking and circulation management plan to improve access to Clayton's Downtown and Waterfront Areas while better managing parking demand, boat-trailer parking, event parking, and pedestrian connections to support implementation.

Comments/Thoughts



Project Title:
Connect and Enhance the Sissy Danforth Rivergate Trail

Project Description:
Extend the Sissy Danforth Rivergate Trail to create a continuous pedestrian connection between NY 12 and Clayton's Riverwalk and Waterfront Area. Improvements include enhanced lighting, landscaping, maintenance, and other safety and visibility improvements

Comments/Thoughts

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3 PROPOSED LWRP PROJECTS

Accessibility & Connectivity





Project Title:
Create a Clayton Multimodal and Trail Network Plan

Project Description:
Develop a comprehensive parking and circulation management plan to improve access to Clayton's Downtown and Waterfront Areas while better managing parking demand, boat-trailer parking, event parking, and pedestrian connections to support implementation.

Comments/Thoughts





Project Title:
Develop a Dockless Bike Share System to Expand Access and Connectivity to Waterfront

Project Description:
Develop a dockless bike share system to expand access and connectivity throughout Clayton's waterfront. The project would evaluate bike share technologies and operating models, identify hub locations, and explore partnerships with local businesses and community organizations to support implementation and ongoing operations.

Comments/Thoughts

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3 PROPOSED LWRP PROJECTS

Natural Resources & Environment



Project Title:
Upper Goose Bay Water Quality Improvement Project

Project Description:
Improve water quality and aquatic habitat conditions in Upper Goose Bay by evaluating and implementing measures to increase water circulation and reduce areas of stagnant water.

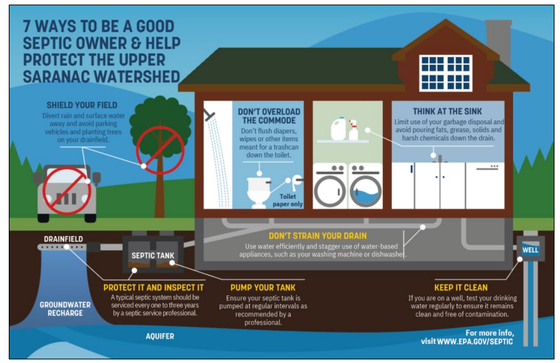
Comments/Thoughts



Project Title:
French Creek Sediment Dynamics Study

Project Description:
Conduct a comprehensive study of sediment dynamics and water-level conditions within French Creek and French Creek Bay to identify the causes of sediment accumulation, changes in water depths, and related impacts on water flow, aquatic habitat, and recreational use.

Comments/Thoughts



Example: Homeowner septic system education material created by the Upper Saranac Foundation

Project Title:
Clayton Septic Upgrade Initiative

Project Description:
Develop and implement a public education and technical assistance initiative to improve awareness of aging and failing septic systems and their potential impacts on Clayton's surface water and groundwater resources.

Comments/Thoughts

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3 PROPOSED LWRP PROJECTS

Public Safety

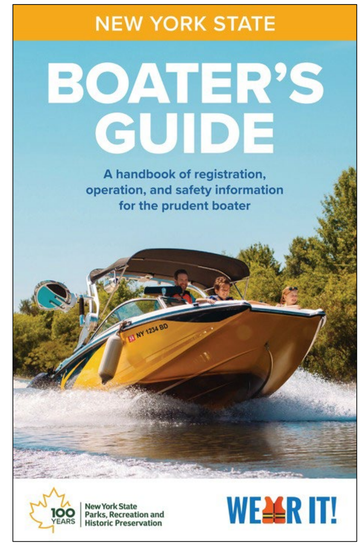


Source: Google

Project Title:
Install Safety Lighting in French Creek Bay

Project Description:
Improve nighttime safety and navigation in French Creek Bay through the installation of strategically located, marine-appropriate safety lighting. The project will evaluate locations and lighting technologies that can improve visibility of navigational routes, boating facilities, mooring areas, and other key areas of activity within the bay.

Comments/Thoughts



Example: New York State Boater's Guide

Project Title:
Expand Boater Safety Education

Project Description:
To promote safe, responsible, and environmentally sound boating practices, the Town and Village of Clayton will develop a public education and outreach program for residents and visitors.

Comments/Thoughts

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3 PROPOSED LWRP PROJECTS

Long-Term Community Planning



Project Title:
Undertake a Brownfield Opportunity Area Study (BOA)

Project Description:
Undertake a BOA Study to identify, evaluate, and develop redevelopment strategies for underutilized, vacant, abandoned, and potentially contaminated properties within Clayton. The study will establish community-based priorities for the reuse and redevelopment of strategic sites and identify opportunities to transform underutilized properties into productive uses that support waterfront revitalization.

Comments/Thoughts



Project Title:
Clayton Destination Management Plan

Project Description:
Develop a Destination Management Plan to establish a coordinated, community-based approach to managing tourism and visitation throughout the Town and Village of Clayton.

Comments/Thoughts

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4 HARBOR MANAGEMENT

WHAT IS A HARBOR MANAGEMENT PLAN?

A Harbor Management Plan (HMP) is a tool that helps communities understand and manage competing uses of their harbors, surface waters, and underwater lands. As part of the Local Waterfront Revitalization Program, the HMP will focus on the "waterside" portion of the Waterfront Revitalization Area (WRA) and identify opportunities to improve how the harbor is used and managed.

WHAT ISSUES CAN THE HMP ADDRESS?

Boating & Navigation - identify areas of congestion, conflicts & competing uses

Waterfront Access - Consider opportunities for public access and recreation.

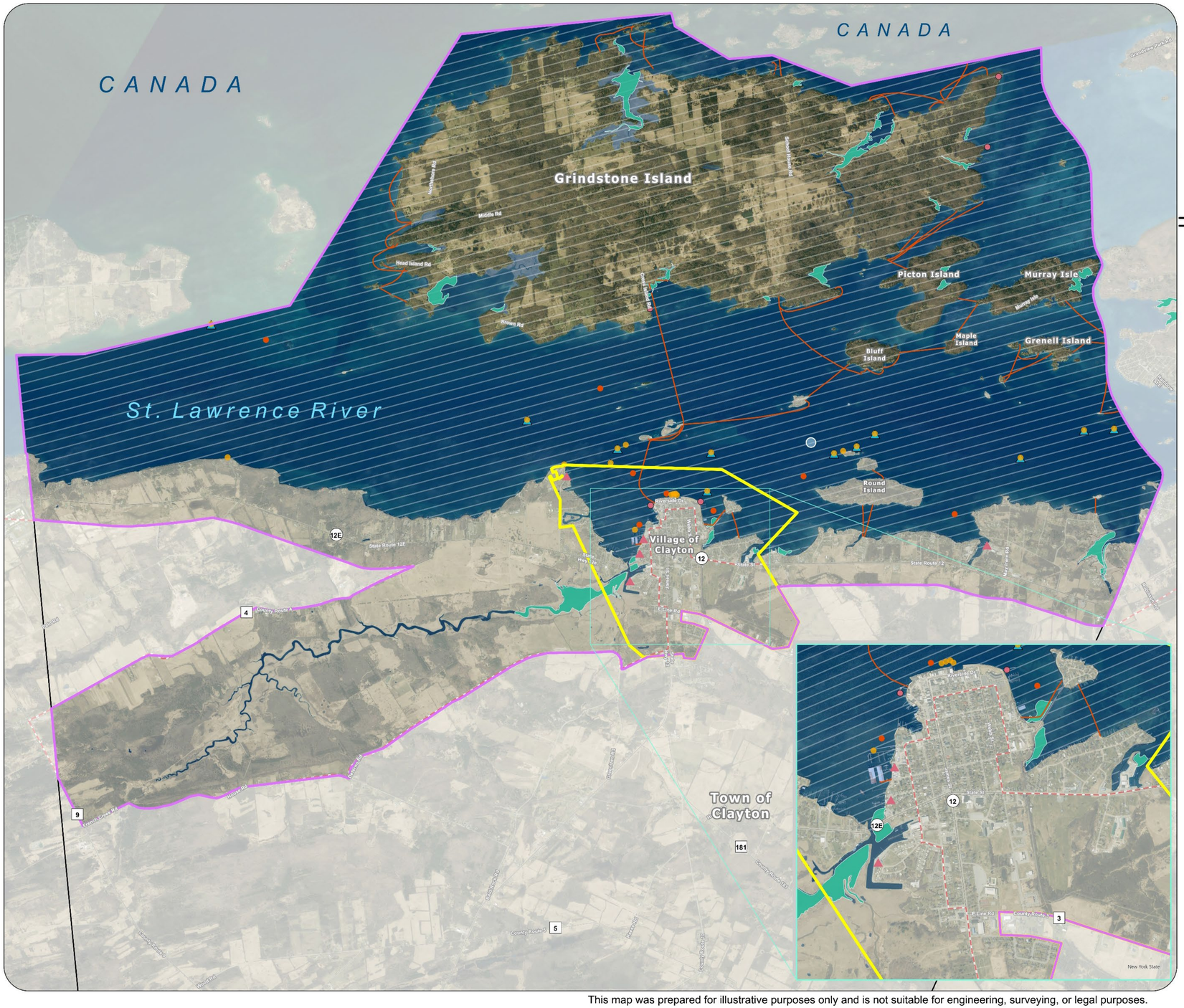
Balancing Harbor Uses - recreational and commercial boating, scuba diving, and other harbor activities.

Resilience & Safety - support safer, more coordinated uses of the harbor.

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4 HARBOR MANAGEMENT



TOWN AND VILLAGE OF CLAYTON

Local Waterfront Revitalization Plan

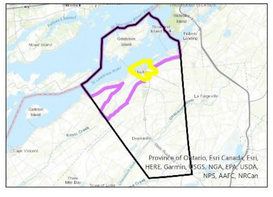
DRAFT

Water Features

June 2026

Legend

- Town of Clayton
- Village of Clayton
- Proposed WRA
- Harbor Management Area
- Original Coastal Boundary
- Major Roads
- Railroad
- Water Body
- Transponder Beacon
- Fixed Floating Light
- Bouys
- Marinas & Yacht Clubs
- Shipwrecks
- Submarine Cables
- Sea Grass/Kelp Areas
- Public Docks



0 0.25 0.5 1 Miles

mjteam.com

Sources: Esri, NYS ITS, NYSDEC, DANC

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4 HARBOR MANAGEMENT

What do you see as **conflicts** or **issues** within Clayton's Harbors?

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5 OTHER THOUGHTS

Do you have any additional thoughts about proposed projects or other potential project ideas?

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